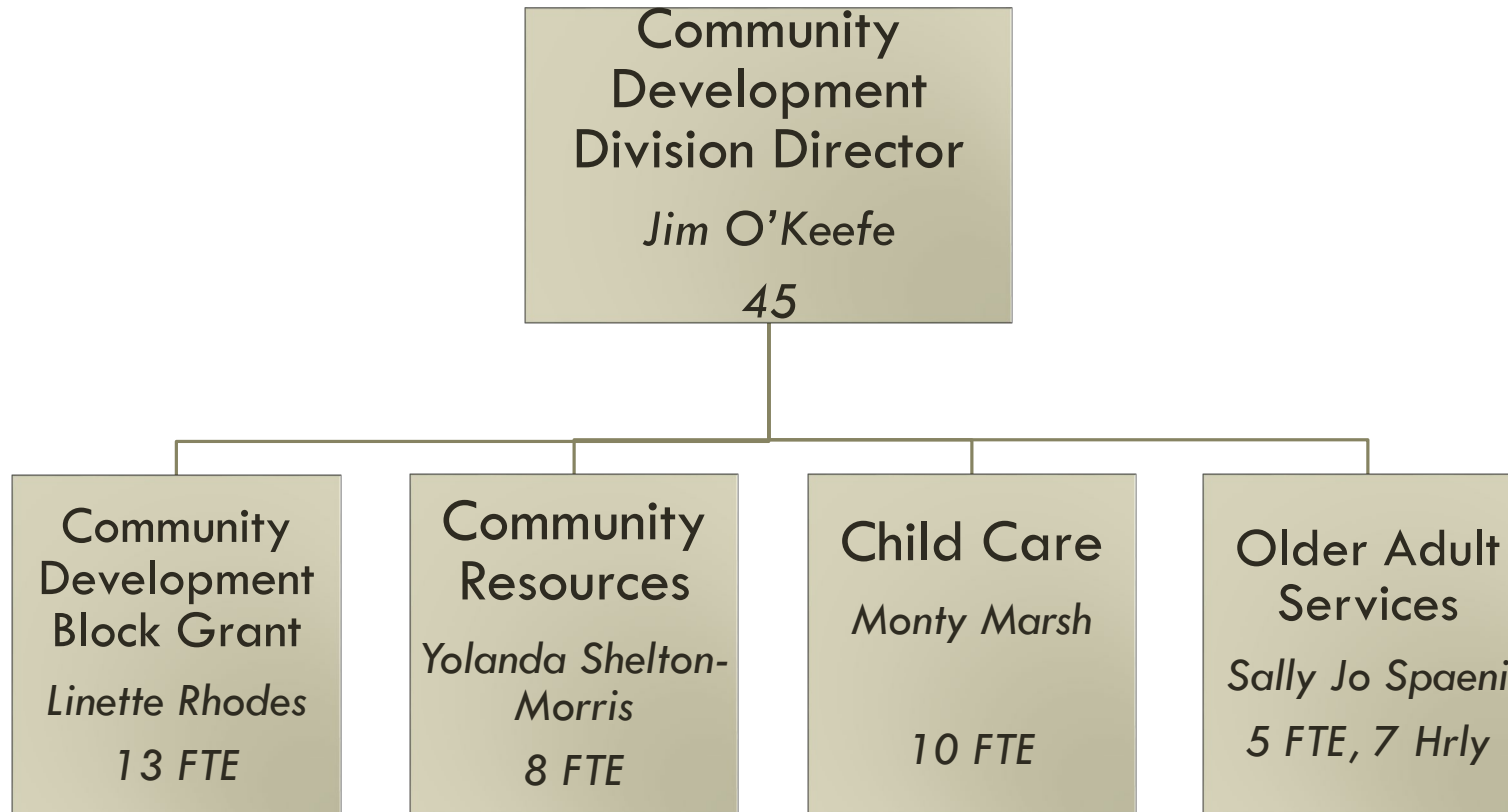


# COMMUNITY DEVELOPMENT DIVISION

## 2021 Overview



# COMMUNITY DEVELOPMENT DIVISION



Jim O'Keefe, Director  
Phone: 266-7851  
Email: [jokeefe@cityofmadison.com](mailto:jokeefe@cityofmadison.com)



# CDD MISSION AND VISION

**Vision:** All Madison residents and neighborhoods have access to resources and opportunities necessary to help them realize their full potential.

**Mission:** The Community Development Division collaborates with residents, neighborhoods, and other community stakeholders to overcome barriers to opportunity in order to support a vibrant community, shared prosperity, and resident and community wellbeing.



# BREADTH OF ACTIVITIES

- Housing
- Positive youth development
- Quality early childhood care
- Successful aging
- Crisis intervention
- Employment
- Neighborhood and place-based assets

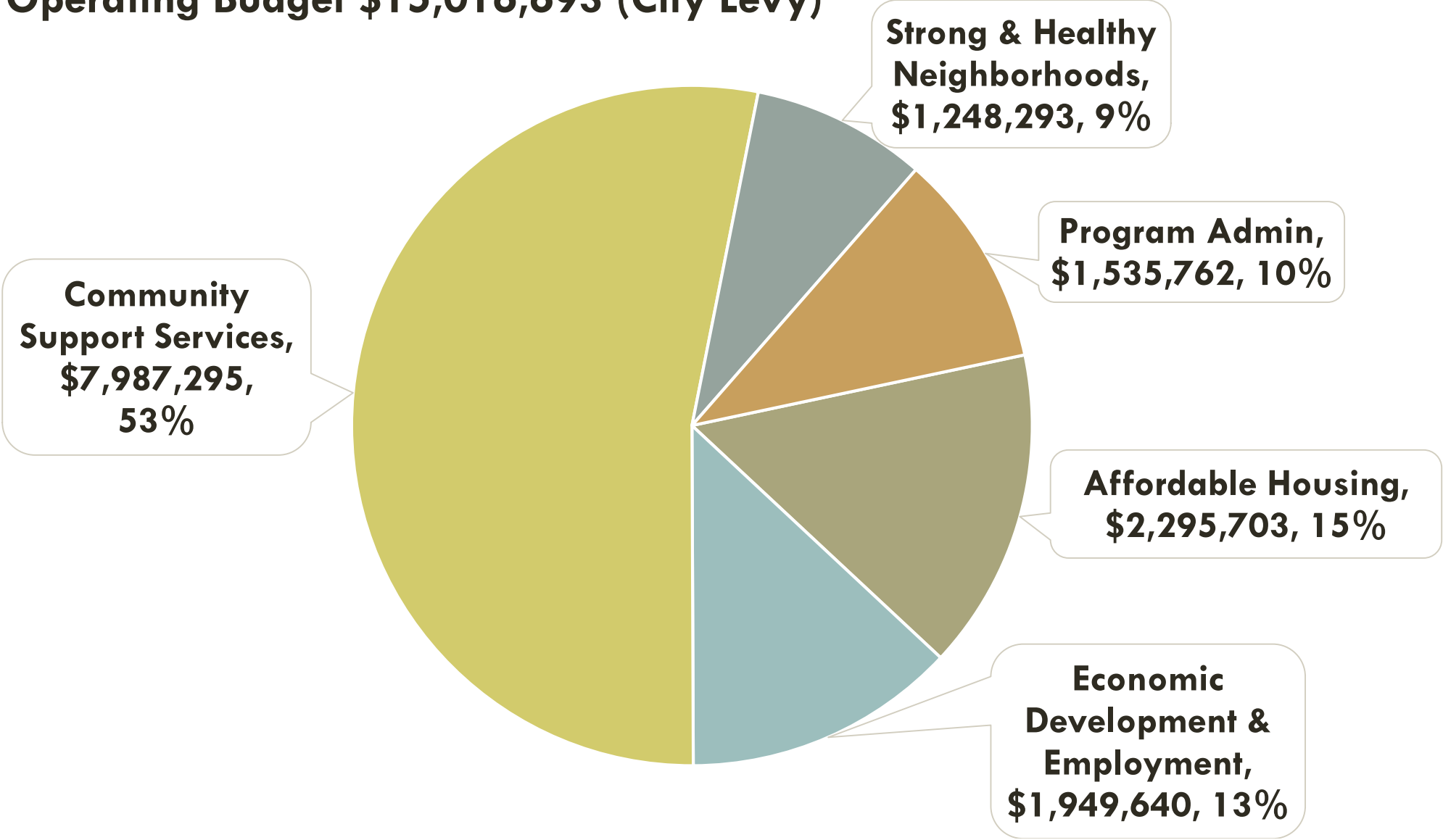


# COMMUNITY DEVELOPMENT DIVISION — BUDGET SERVICE AREAS

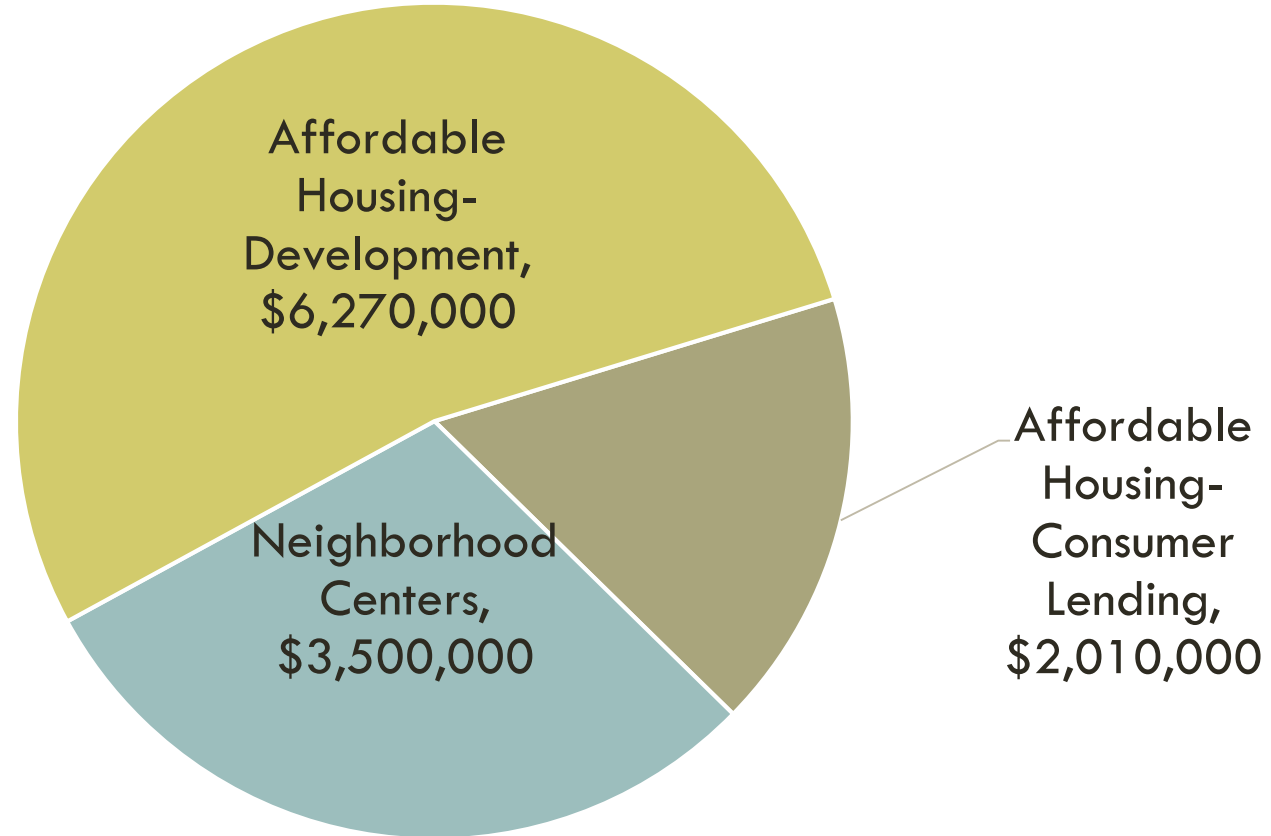
1. Affordable Housing
2. Economic Development and Employment Opportunities
3. Strong Healthy Neighborhoods
4. Community Support Services
5. Program Administration



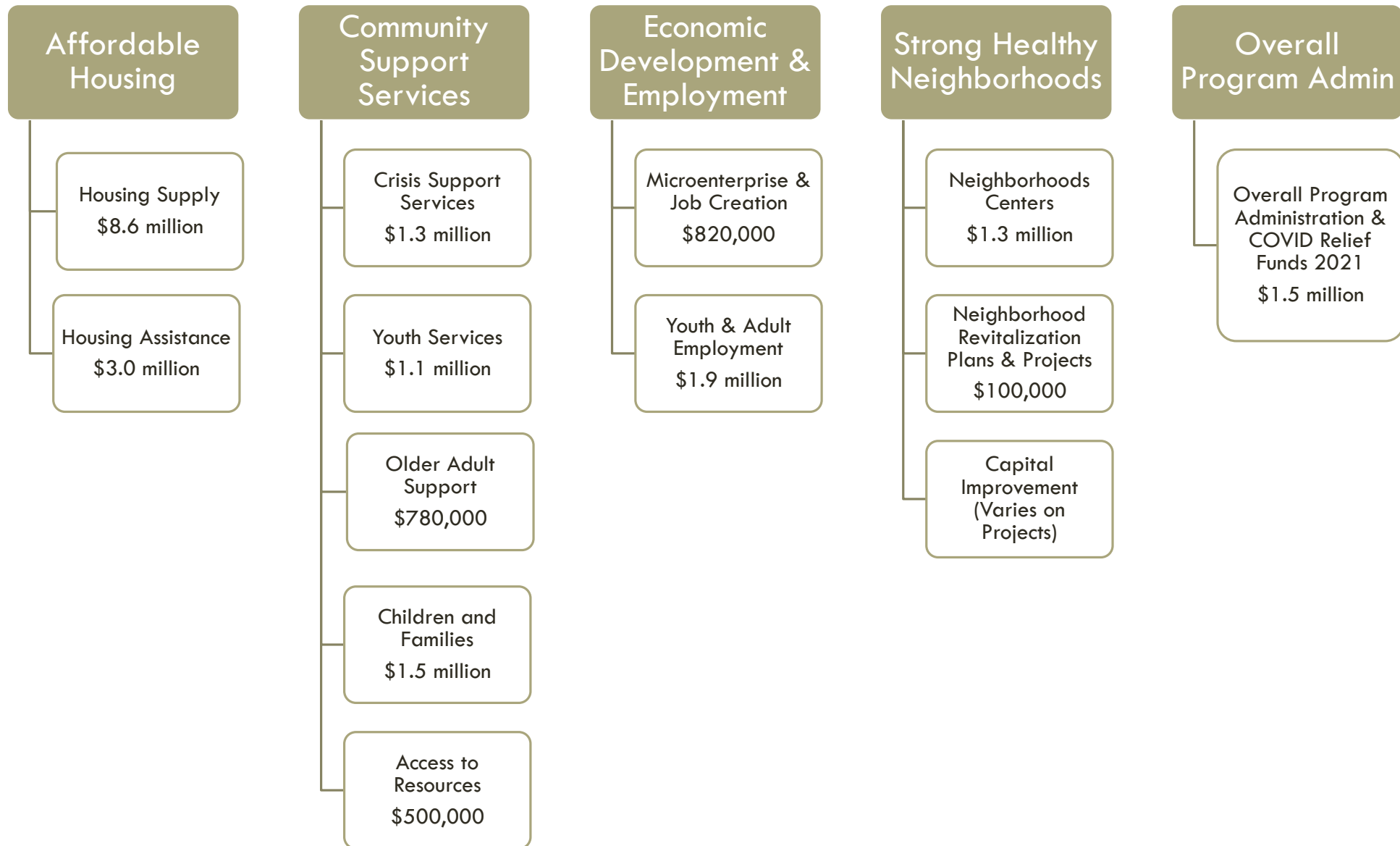
**2021 Operating Budget \$15,016,693 (City Levy)**



**City of Madison Community Development Division  
2021 Capital Budget: \$11,787,000**



# CAPITAL AND OPERATING- FEDERAL AND CITY SOURCES





## CDD — FUNDER'S ROLE

- Partner, collaborate, advocate — NRTs, RESJ, HSC, Youth/Employment Networks
- Provide technical support
- **Not a direct service provider!**
- Support network of community partners
- Execute and monitor purchase of service contracts to ensure funds put to best possible use



# FUNDING AUTHORIZATIONS

**November-** approval of Capital and Operating budget for the following year.

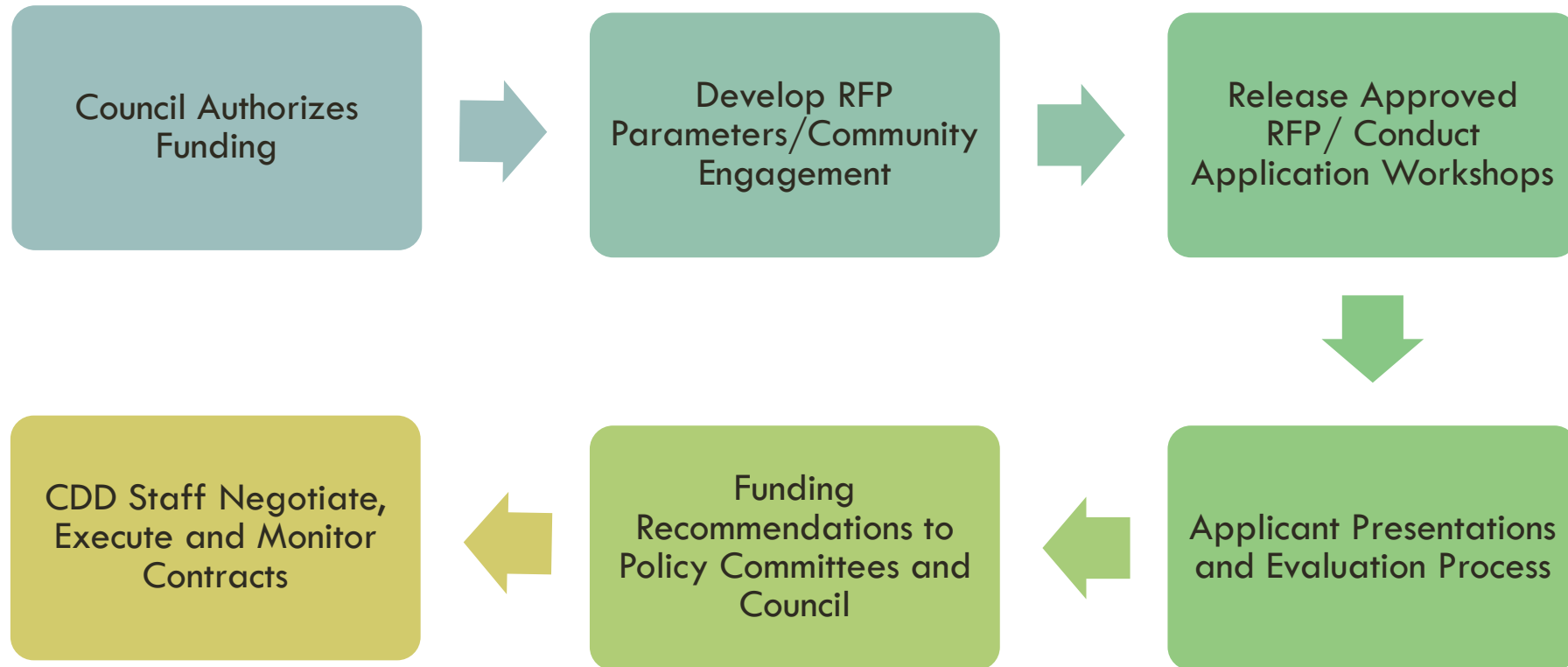
**Budget Amendment-** sponsored by Mayor or Alderperson which can specifically name agencies to receive funding. Must go to Common Council for approval.

**Request for Proposal-** application process where community groups outline how they will accomplish specific goals related to the service CDD is seeking to support.

**Request for Qualifications-** application process where CDD is seeking a qualified team to complete a specific project, usually done for development projects.



# CDD FUNDING PROCESS



# POLICY COMMITTEES WITH OVERSIGHT OF CDD FUNDING PROPOSALS:

- Community Development Block Grant Committee
- Community Services Committee
- Community Development Division Conference Committee



# CDD FUNDING PROCESS GUIDELINES

CDD's funding processes reflect the following principles, shaped by 2016 funding process study:

- Establish **clear, specific** and **standardized goals** that reflect identified best practices and priorities
- Provide **greater opportunity for input** in developing goals and priorities
- Collaborate with other funders, and encourage and **reward collaborative proposals** from community partners
- **Use data** to help ensure funding is responsive to community needs
- **Reduce unnecessary barriers** to City funding processes



# COMMUNITY DEVELOPMENT BLOCK GRANT UNIT

- Team of 9 specialists, 2 technicians and 1 program assistant
- **Primary Objectives:**
  - Support the development of viable urban communities by providing decent housing, a supportive living environment and enhanced economic opportunities for low- and moderate-income persons.
- **Activities:**
  - Housing Development & Financing
  - Homeless Services & Housing Stability
  - Neighborhood Asset Building



# NEIGHBORHOOD ASSET BUILDING

- Capital and operating support for neighborhood centers
- Investments in other community facilities that benefit the public
- Support neighborhood planning and revitalization efforts.



# COMMUNITY RESOURCES UNIT

- Team of 5 Community Development Specialists, a MOST Coordinator and Community Development Technician
- **Primary Objectives:**
  - Provide support and resources to the City of Madison in four key areas:
    - Child and youth services
    - Neighborhood centers
    - Crisis Intervention and Prevention
    - Adult and Youth Employment





# COMMUNITY SUPPORT SERVICES

## Activities:

- Supply direct funding to needed programs and activities
- Offer technical assistance (fiscal and programmatic), as needed
- Foster coordinated service continuums
- Support neighborhood centers, promote community engagement, build community
- Support efforts that serve populations that find it more difficult to access traditional programming



# OLDER ADULT SERVICES

SUPPORT NONPROFITS PROVIDING DIRECT SERVICES THAT  
ENHANCE AN OLDER ADULT'S ABILITY TO AGE IN PLACE



- Case Management
- Volunteer-based Home Chore Assistance
- Volunteer Guardianship
- Older Adult Activities
- Community Service Opportunities



# WHERE TO FIND FUNDING OPPORTUNITIES?

## WWW.CITYOFMADISON.COM/CDD



City of Madison DPCED  
Community Development

Jim O'Keefe, L

DPCED	Building Inspection	Community Development	Economic Development	Housing	Planning	Permits
Community Services	Community Development Office	Funding Opportunities	Madison Senior Center	Madison Out-of-School Time Initiative		

DPCED Community Development

## Coronavirus (COVID-19) Updates

The Madison Municipal Building and Community Development Division are **closed** to the public until further notice. However, staff are working remotely, so please be patient as response time could be slower than normal. If you have questions or need to submit documents, please contact [CDD@cityofmadison.com](mailto:CDD@cityofmadison.com) or fax to (608) 261-9626.

- Tuition Assistance: Operating as usual.
- Child Care Accreditation: Child Care Specialists are available to consult with child care programs in the CDD time. The City collaborated with other child care partners in the area to develop a document for group c

### Subscribe to Email List

Subscribe to the CDD Funding Opportunities email list:

Email:



# 2021 REQUEST FOR PROPOSALS BY CDD

- Affordable Housing Fund Development-Tax Credit (annual RFP)
- Homeless Services & Housing Stability (published every 4-5 years)
- Crisis Intervention and Prevention (published every 3-4 years)

## Stimulus Funds:

- Emergency Rental Assistance
- Violence Prevention and COVID Relief
- Emergency Solutions Grant (ESG-CV)
- Shelter Campground Operator/Supportive Service Provider- Dairy Drive



# ANTICIPATED 2022 REQUEST FOR PROPOSALS

- Older Adult Services (published every 4-5 years)
- Adult and Youth Employment (published every 4 years)
- Affordable Housing Development- Tax Credits (published annually)
- Housing Forward RFP- Rental and Homeownership (published every 2 years)
- Neighborhood Asset Building- Community facilities and Community Building and Engagement
- RFQ for purpose built men's homeless shelter operator





Questions?

[cdd@cityofmadison.com](mailto:cdd@cityofmadison.com)