



---

CITY OF MADISON

---

COMMUNITY DEVELOPMENT DIVISION

---

*CDBG Unit*

---

# **COMMUNITY DEVELOPMENT PROGRAM GOALS AND OBJECTIVES**

**(Program Funding Framework)**

Adopted by the Common Council on February 25, 2020

## INTRODUCTION TO GOALS AND OBJECTIVES

This document is a proposed plan of action intended to guide the use of specified financial resources available to the City of Madison's Community Development Division (CDD). The purpose of the Community Development Program is to help to make Madison **"a more viable urban community by providing decent housing, a supportive living environment and enhanced economic opportunities for low- and moderate-income persons (defined as individuals/households whose incomes do not exceed 80% of the area median income)."** The Program aims to aid and support the efforts of non-profit organizations, businesses, neighborhood groups, labor unions, funding partners, volunteers, other governmental entities and the general community to plan, develop and invest in projects which contribute to the goals and objectives set forth in the City's Consolidated Plan. The Consolidated Plan is a longer-term (5-year) planning document formulated by the City's CDBG Committee, the Mayor, and Common Council, in consultation with Madison citizens. Its content also reflects and reinforces the City's broader goals and objectives articulated within its Comprehensive Plan and related neighborhood plans.

This document sets forth the primary goal areas and objectives upon which available funds will be focused. They address community needs related to affordable housing, economic development and employment, and neighborhood assets. The City's actual awards will hinge on decisions made by Congress and Common Council as part of future federal and City budget deliberations.

Funds administered by the City, with some exceptions, will be made available for use by eligible organizations through a funding application process. For more information on CDD's funding opportunities, visit [www.cityofmadison.com/cdd](http://www.cityofmadison.com/cdd).

Copies of Five-Year Consolidated Plans are available on the City's website at the link above or may be requested from CDD by calling 266-6520 or e-mailing [cdd@cityofmadison.com](mailto:cdd@cityofmadison.com).

## CDD GOALS AND OBJECTIVES

Primary Goal Areas	Objectives (Action/Target Group)
<p><b>GOAL 1 -</b>  <b>Housing Development &amp; Financing: Homeownership</b>  <i>Provide decent, safe, sanitary and affordable housing opportunities for low- and moderate-income homeowner and homebuyer households in order to enhance household, neighborhood and community stability.</i></p>	<ul style="list-style-type: none"> <li>• Housing Rehabilitation and Accessibility Improvements</li> <li>• Owner-Occupied Housing Development (New Units)</li> <li>• Homebuyer Assistance (Down Payment)</li> </ul>
<p><b>GOAL 2 -</b>  <b>Housing Development &amp; Financing: Rental</b>  <i>Provide decent, safe, sanitary and affordable housing opportunities for low- and moderate-income households in order to enhance household, neighborhood and community stability.</i></p>	<ul style="list-style-type: none"> <li>• Rental Housing Acquisition and/or Rehabilitation</li> <li>• Rental Housing Development (New Units)</li> </ul>
<p><b>GOAL 3 -</b>  <b>Homeless Services &amp; Housing Stability</b>  <i>Support vulnerable populations in stabilizing their homes and families.</i></p>	<ul style="list-style-type: none"> <li>• Services for Homeless and Special Needs Populations</li> <li>• Tenant-Based Rental Assistance (TBRA)</li> <li>• Housing Resources</li> </ul>
<p><b>GOAL 4 -</b>  <b>Small Business Assistance</b>  <i>Expand employment opportunities and enhance neighborhood vitality by supporting new and existing businesses.</i></p>	<ul style="list-style-type: none"> <li>• Technical Assistance to Micro-Enterprises</li> <li>• Support to Businesses Expanding to Create Jobs</li> </ul>
<p><b>GOAL 5 -</b>  <b>Neighborhood Asset Building</b>  <i>Strengthen neighborhoods through strategic investments in physical assets and amenities like neighborhood centers, community gardens or other community facilities, as well as other planning and revitalization efforts.</i></p>	<ul style="list-style-type: none"> <li>• Development and Maintenance of Community Facilities</li> <li>• Neighborhood Revitalization Plans &amp; Projects</li> </ul>
<p><b>GOAL 6 -</b>  <b>Program Administration</b>  <i>Implement a well-managed Community Development Program with effective progress toward five-year goals.</i></p>	<p>Administer the Community Development Program to meet the community needs and funder/grantor requirements.</p>