

**Community
Development Program**

**2009
PERFORMANCE
SYNOPSIS**

EXECUTIVE SUMMARY

**February 24, 2010 DRAFT
(Includes preliminary 2009 expenditures and program results)**

**Community Development Division
Department of Planning and Community & Economic Development
215 Martin Luther King, Jr. Boulevard, Room 280
Madison, WI 53701**

www.cityofmadison.com/cdbg

EXECUTIVE SUMMARY AND CHART OF MAJOR OBJECTIVES

The purpose of the community development program is to help make the City of Madison “a more viable urban community by providing decent housing and a suitable living environment and by expanding the economic opportunities for low- and moderate-income individuals.”¹ During 2009, the program worked with many non-profit community and neighborhood groups, and their associated business, resident, and neighborhood partners to plan, develop and invest in projects which contributed to the objectives established by the CDBG Committee, Mayor, and Common Council in consultation with City of Madison residents.

The Community Development Division (CDD) administers federal, state and local funds within the Department of Planning and Community and Economic Development. The CDD worked with community-based groups to develop policy plans, projects, and related activities to strengthen neighborhoods and expand opportunities for low- and moderate-income households throughout the community. The Division invested in non-profit community groups that:

- Improve affordable **housing**,
- Expand businesses which create **jobs**,
- Strengthen **neighborhoods** through the operation of neighborhood centers and community gardens, and the implementation of strategic neighborhood-building projects
- Increase the **access of low and moderate income households and community groups to resources** through the improvement of community service facilities, or enhancement of informational services

The CDBG Committee develops the overall policy for the investment of Federal, State, and local funds administered through the Community Development Division. This eleven-member policy group meets at least monthly to recommend proposals and oversee progress toward the goals outlined in the HUD and Common Council approved City of Madison 3-5 year Strategic Plan.

2009 Highlights include these major activities by the Office or its funded agencies:

1. **Stimulus Funding:** 2009 was filled with administering various sources of stimulus funds. The CDD received a total of \$3.8 million from the following sources: Department of Energy (EECBG), Neighborhood Stabilization Program (NSP), CDBG-R, and Homelessness Prevention and Rapid Re-housing (HPRP). These funds have helped to purchase foreclosed properties and place families in them, provide a staff person to the Dane County Foreclosure Task Force, develop and implement an Operation Fresh Start graduate work crew to rehabilitate aging housing stock, helped to prevent homelessness and so much more. 2009 was also used to develop various programs utilizing stimulus dollars that will be unveiled in 2010.
2. **Innovative approaches to affordable housing:** The CDD continued its efforts to provide affordable housing throughout 2009. The investments were both for homebuyers and renters. These strategies included down-payment assistance, housing targeted to people with disabilities, community land trusts, lease-to-own programs, a housing trust fund, and preservation of existing housing stock. Despite the change in the housing market and the credit crisis, several CDD assisted projects were completed and over 40 households received downpayment assistance.
3. **Development of the Division:** In late 2008, the Division was initially formed and throughout the course of 2009 the Division continued to develop. As a result we have seen increased efficiencies

¹ Low- and moderate-income persons are defined as individuals/households whose annual income does not exceed 80% of the area median income. For Madison in 2009, 80% of median income for a family of 4 was \$64,000.

and improved customer service. These changes have ranged from items as mundane as stationary and sign out boards, to how different parts of the Division can share resources and staff, and to how customers will more easily navigate our funding process in the coming months. Our overall goal is to improve the service delivery to our common Madison customers.

4. **Community Development on the Southwest side of Madison:** Over the past several years, the CDD has played an active role in the transition of the Southwest side of Madison. In 2009, the Division invested in the Meadowood Community Center facility. Various programs have been designed for youth, facility use groups and employment and training assistance. The center provided a total of 2,289 hours of programs throughout 2009 and served 765 unduplicated individuals. In addition, funds were provided to start a Farmer's Market in this area. This project was very successful in bringing local produce directly to neighborhood residents. Finally, a bike path was completed that had been identified as a need in the recent past through our concentrated neighborhood planning efforts.
5. **The Allied Neighborhood:** The City of Madison initiated the development of the Allied Employment Consortium (ACE). By bringing all employment services providers to the table to discuss collaboration the consortium was formed. The Consortium has a data base that is accessible to all members which has led to increased efficiencies for each agency. The group also intends to look at ways to collaboratively market their programs as well as work with potential employers in this manner.
6. **New Facility:** Helped by a contribution of \$1M from the City of Madison, including \$450,000 in CDBG funds, the Urban League of Greater Madison completed construction of their Center for Economic Development in the Villager Mall redevelopment. The center will house the ULGM workforce and career training programs, home ownership programs, college readiness and career development programs along with their administrative offices. The general contractor, Tri-North Builders, obtained a 29 percent rate of participation by women, minority and disadvantaged business enterprises.
7. **Plans:** The CDD completed its fifth year of the Five Year Neighborhood and Community Development Plan. The Division continued to participate in the Madison Measures program to assess overall City agency progress in achieving operational benchmarks. The Council adopted the CDBG-initiated Northside Neighborhood Plan, and a series of project initiatives to address some of the issues and goals highlighted during the development of the plans.

Product (Customer Group)	Actual Expenditures % of total funds expended (ESTIMATED preliminary figures)	Nature of Project Achievement or Outcome (ESTIMATED Preliminary Results)
Primary goal: HOUSING		
A. Owner-occupied housing (owner-occupant)	\$760,045 7.6% of total expended	Housing made accessible, brought to code, or made safer or more energy-efficient (over 260 homes assisted and over 25 rehabbed)
B. Housing for buyers (first-time homebuyer)	\$1,598,380 15.9%	Households become homeowners (Over 115 households assisted)
D. Rental Housing (renter)	\$2,674,882 26.7%	Housing units created, renovated to code or made accessible, better managed, and affordable; “fairly” sited (Over 400 households assisted)
Primary goal: BUSINESS DEVELOPMENT		
E. Business creating jobs (people seeking jobs)	\$969,418 9.7%	Jobs created which meet wage standard levels or create advancement opportunities, with 51% for LMI (Over 60 jobs estimated to be created)
F. Micro-business (small business entrepreneur)	\$123,851 1.2%	Business created and viable after 4 years (Over 35 entrepreneurs assisted)
Primary goal: COMMUNITY/NEIGHBORHOOD DEVELOPMENT SERVICES		
G. Civic places (neighborhood residents)	\$928,125 9.3%	Centers and community gardens operated, sustained, developed as neighborhood focal points (11 neighborhood centers and 8 community gardens assisted to serve over 60,000 people – this includes attendees from the new center “grand opening” events at Goodman and Lussier)
L. Comprehensive Revitalization (residents and businesses of selected “higher need” areas)	\$177,989 1.8%	Priority projects completed effectively in a three-year period in ways that support healthy neighborhoods; other activities may include a 4-5 year effort in areas that need a longer period of revitalization. (7 priority projects were completed, including park and infrastructure improvements in the Hiestand and Southwest/Meadowood neighborhoods and continued efforts in the Allied Dr. area)
Primary goal: ACCESS TO RESOURCES		
K. Capital facilities (agencies with capital facilities serving LMI)	\$1,272,608 12.7%	3 facilities (4-C, Meadowood, Madison Association of the Deaf) and two neighborhood center playground sites (Vera Ct. and Bridge-Lakepoint) were assisted to improve their facilities for accessibility, energy, code, or customer service improvements; major projects involving Goodman Community Center and the Urban League completed
M. Access to resources (low/moderate income persons seeking housing)	\$614,068 6.1%	Household informed, placed into housing, or helped to avoid homelessness (over 18,000 individuals assisted in some way with counseling, case management or mediation)

\$910,256 (9.1% of total amount \$10,029,624 expended) was expended on planning and program administrative activities, including accounting, auditing, legal, affirmative action and historic preservation review, as well as program management within the CDBG Office.

Copies of the Program Funding Framework, the Five-Year Plan, or its summary, may be obtained from the CDBG Office by calling (608) 267-0740; copies of the executive summary are available on the CDBG website at www.cityofmadison.com/cdbg.