

**Community Development Division  
2013-2014 Funding Process  
Process Proposal**

**Background:**

The Community Development Division (CDD) funding process for services purchased from local non profits to meet goals and priorities identified by the Community Services Committee (CSC) and the Community Development Block Grant Committee (CDBG) experienced updates and changes in the 2011-2012 Process. All changes were developed by sub-committees with input from service providers, stakeholders and by both committees. These included:

- The development and implementation of a new electronic application.
- The utilization of the CDD website as a communication and support tool.
- The allocation of Neighborhoods and Adult Workforce program areas funding through a joint subcommittee of the CSC and CDBG to reduce historic friction and better align decisions.
- The CSC reworked their Program Areas and Priorities, adding a new Workforce program area, and redefined the Children's and Crisis Services program areas.
- The CSC and CDBG adjusted relative funding in program areas.

This was a great deal of complex change in one funding process. As expected, there was a lot for staff and applicant agencies to track and respond to, and the overall process was time consuming (many meetings through July and August) and at times challenging. The Division responded by holding trainings for the first time, at the Villager on how to apply and fill out the application. We also offered an online method for agencies that had questions while filling out the application to get a response that could be shared with all applicants. We also strove to make this process as transparent as possible and were constantly communicating with committees and service providers about the process. At the conclusion of the process the Division surveyed stakeholders and followed with group meetings. As a result, the CDD is now positioned to be able to more effectively support emerging needs and utilize staff and technology to make application, contracting, monitoring, reporting and payment much more accurate and efficient.

Another "wild card" in the past process and in future funding processes that needs to be mentioned is that historically city committees drive much of the funding cycle – both the process and the decisions. The Division has sought to set the stage in the past and will continue to make recommendations that range from the general to the specific - but ultimately the committees decide by vote on how to proceed. This was largely effective last funding cycle, the Division maintained a very positive relationship with committees

and these are citizens that really serve the City of Madison. But both the beauty and the “sausage making” of democracy is on display in a funding process.

### **2013-2014 Process- Issues and answers**

#### ***Neighborhood Center Funding***

- In 2011-2012 Neighborhood Centers received 60% of Community Resources funding and provided 44% of Community Resources funded programs.
- We propose to hold current funding for neighborhood center programs and neighborhood center support out of the 2013-2014 process.
- The work of 2012 in relation to neighborhood centers will be to better define the role of neighborhood centers from a City perspective, collect data in who is served by centers and what are their service areas, better define the parameters that define future capital expenditures, identify formula/rationale for funding distribution, and move toward a more consistent funding rationale for all centers. This work has already started and Neighborhood Centers have been a receptive participant in the process. A separate briefing is being set up with the Mayor.
- Implementation of proposed adjustments will be made over time to ensure continued stability.

#### ***Support /Info for new agencies***

- We will create a Letter of Intent process for new agencies.
- We will encourage new and innovative programming and access for new providers.
- We will provide consistent information and technical support to ensure quality applications.
- We will provide training on filling out the City application.

#### ***Keeping it simple***

- Funding process will focus on funding for non neighborhood center POS programs and CDBG Projects and programs. This means we will be processing approximately 50-60% of the number of program applications we processed last cycle.
- CSC Goals and Priorities - Extensive updating occurred in the last cycle – staff is recommending no changes.
- Staff will recommend that Community Resources funding by Program Areas stay as distributed.
- CDBG Goals and Priorities- The goals and objectives remain largely the same. However, the conditions associated with the objectives were adjusted to meet current need and federal regulations.
- Utilize existing digital application and technology- updates rather than new application for continuing programming. This means that service providers will be able to essentially use their electronic application from last funding cycle and update information as needed.
- Staff will make slates of recommendations for funding by program area, with a B-list if more funds should become available.

- Committees will not deliberate and assign dollar amounts to all proposals. Committee role is to approve or make adjustments to slate.
- Committee funding meetings will occur within a 3 week period in July. Schedule of meetings to be determined.

### ***Next Steps***

- \* Mayor sign-off on overall direction.
- \* Committee agreement with direction
- \* Calendar is attached.

### **Long Term Planning**

- The Division will launch a longer term strategic plan coordinated across the division that would coordinate the CDBG 5 year plan and planning for the rest of the Division. Areas to be addressed may include direction and focus of the Division, related funding priorities, potential for merging committees, etc. This is anticipated to begin in 2013.
- As part of the strategic planning effort mentioned above, the Division will conduct a needs assessment in order to project future needs and anticipated resources. This will involve both a community wide needs assessment as well as how particular program areas might better serve their targeted populations. This is also anticipated to begin in 2013. These combined efforts will better inform the City on future direction and use of resources in these program areas.
- We have had some discussion about the need to create a Reserve Fund to address emerging Community Services needs, particularly if we decide to move toward multiple year POS contracts.