



Department of Planning & Community & Economic Development

Community Development Division

Madison Municipal Building, Suite 225
215 Martin Luther King, Jr. Boulevard
P.O. Box 2627
Madison, Wisconsin 53701-2627
Phone: (608) 266-6520
Fax: (608) 261-9626

Child Care
Community Resources
Community Development Block Grant
Madison Senior Center

www.cityofmadison.com

September 25, 2016

MEMO:

The Community Development Division's mission statement:

“All Madison residents and neighborhoods have access to resources and opportunities necessary to help them realize their full potential” with the intent to **“impact Racial Equity, Poverty and Social Justice”**

communicates an intent to allocate resources in a way that assures access to services for all of Madison residents, particularly those in poverty.

In an effort to establish baseline data for an ongoing analysis of equity we asked applicant agencies in 2015 to report demographic data reflecting their program participant data, staffing and board membership. All agencies participating the 2015 Community Resources funding process were asked to supply this data, this includes; Neighborhood centers, planning councils, senior programs, youth programs, early childhood programs, employment programs, and access to resources programs.

Public Health provided baseline data on the demographics of Madison general population and poverty populations. The data set used as a baseline in that process was based on American Community Survey data and included **Madison's student population**. We assured responding agencies that we would be using this data to establish a baseline of information and that any information gathered would be used to provide a big picture snapshot of how the City and agencies are doing in regards to engaging and serving Madison poverty populations and providing staff and Boards for programs that are reflective of the populations served.

The format used to collect this data in the applications is reflected below. A similar format was used to provide Board demographics. (Please note that

the decision was made to use this racial and ethnic framework below as it is the data framework required when utilizing HUD funding):

DESCRIPTOR	PART #	PART %	STAFF #	STAFF %	GEN %	POV %	R/POV*
RACE							
WHITE/CAUCASIAN	0	0%	0	0%	80%	67%	16%
BLACK/AFRICAN AMERICAN	0	0%	0	0%	7%	15%	39%
ASIAN	0	0%	0	0%	8%	11%	28%
AMERICAN INDIAN/ALASKAN NATIVE	0	0%	0	0%	<1%	<1%	32%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%	0	0%	0%	0%	0%
MULTI-RACIAL	0	0%	0	0%	3%	4%	26%
BALANCE/OTHER	0	0%	0	0%	1%	2%	28%
TOTAL RACE	0	0%	0	0%			
ETHNICITY							
HISPANIC OR LATINO	0	0%	0	0%	7%	9%	26%
NOT HISPANIC OR LATINO	0	0%	0	0%	93%	81%	74%
TOTAL ETHNICITY	0	0%	0	0%			

Note: 51 agencies reported on 126 city funded programs. Agencies reported 97,303 participants in total, many of those are duplicated as individuals and families often access multiple programs. Additionally, 782 positions were reported in contracted programs. This number should not be confused with FTE's employed by the agencies.

Limitations of this data:

There are several limitations in the use of this data for the purpose of an in depth analysis of agency performance in engaging and serving the diversity of populations in Madison. They include-

1. The inclusion of Madison student population in both the general population and poverty population may skew both as larger than the pool of residents that may consider accessing the bulk of City funded programming.
2. It is generally accepted that Latino population numbers tend to be underreported.
3. We expect that service usage (participant numbers) reflect a significant amount of duplication as people tend to utilize multiple programs.
4. We recognize that there is a great deal of discussion happening in the community and nationwide about the racial categories presented, particularly about how we define Hispanic/Latino populations. Although we recognize that those conversations and subsequent definitions are evolving we are using and presenting the data as reported to the agencies and by the agencies to us.

However, despite these limitations, staff consider it useful to provide this data as a baseline for examining issues of access, utilization and staff and board representation in City funded community based programming.

Demographic distributions across all programs:

The following is an illustration of all participant, staff and Board members aggregated across all programs, and compared to the Madison General and Poverty demographics presented as an initial framework for analysis:

	City	Poverty	Participant %	Position %	Board Member %
White/Cauc	80%	67%	52%	62%	75%
Black/AA	7%	15%	30%	25%	16%
Asian	8%	11%	5%	5%	2%
Multiracial	3%	4%	8%	4%	2%
Total number reported			97,303	782	223
Hispanic/Latino	7%	9%	17%	14%	11%

Note: 80% of programs reporting estimated that at least 75% of their participants were low income.

Next Steps

1. We will be working with the City’s RESJI Data Team to identify a better description of the demographics of people in Madison who may be inclined to utilize the services provided through CDD funding. Through the exercise of this current analysis we recognize that the use of a data set that includes the UW student population may not be useful for our analysis.

2. CDD staff are interested in continuing to cull this data to further establish and communicate baseline data. Our next step is to examine and report current agency’s abilities to meet or exceed thresholds or goals for serving low income populations, and hiring and engaging staff and board members that reflect the priority populations.

3. As early as 2017 we will be talking with agencies as we develop their contracts about setting goals related to the diversity of or responsiveness to their targeted populations.

We will be asking agencies to report this demographic data annually. We will keep program and agency specific data over time in order to be able to discuss goals and analyze trends, initially at the program level.

