



City of Madison 2013 Action Plan

The CPMP City of Madison Annual Action Plan includes the SF 424 and Narrative Responses to Action Plan questions that CDBG, HOME, HOPWA, and ESG grantees must respond to each year in order to be compliant with the Consolidated Planning Regulations. The Executive Summary narratives are optional.

Narrative Responses

Executive Summary

- 1. The Executive Summary is required. Include the objectives and outcomes identified in the plan and an evaluation of past performance.*

2013 Action Plan Executive Summary:

The City of Madison presents this One Year Action Plan for the 2013 Community Development program funds. The City developed these funding decisions based upon Mayoral priorities, Common Council priorities, CDBG Committee recommendations, Community Development Division (CDD) staff analysis, public hearing comments, program performance information and consultation with various service agencies, stakeholders, other funders, the Madison Metropolitan School District and business leaders and developers.

The Community Development Division will submit this One-Year Action Plan to the Department of Housing and Urban Development for the 2013 calendar year once the Common Council approves the 2013 budget. This is in conformance with the requirements of the Housing and Community Development Act of 1973, as amended.

The following describes the 2013 Goals and Objectives:

Goals:

- Improve and expand affordable housing options.

Objectives:

- **Owner-occupied housing** – improve the quality of existing owner-occupied housing stock to support community and neighborhood stability and neighborhood revitalization efforts (i.e. housing made accessible, brought to code, or made safer or more energy efficient).
- **Housing for buyers** - increase homeownership opportunities for low to moderate income individuals through affordable homes constructed, rehab efforts or downpayment assistance.
- **Rental Housing** – expand the number of affordable rental units and/or improve the quality and/or diversity of rental units available to lower income individuals throughout the community (i.e. renovated to code or made accessible, better managed and affordable).

- Expand businesses to create jobs and assist with the development of microenterprises.

Objectives:

- **Business Development and Job Creation** – assist businesses and non-profits to create new employment opportunities for low to moderate income individuals which meet wage standard levels or create training or advancement opportunities, with 51% being low to moderate income.
- **Economic Development of Small Businesses** – Assist micro-enterprises which are the principal occupations of their owners, or which create new job opportunities for low or moderate income persons through technical and/or financial assistance.

Strengthen neighborhoods through the operation of neighborhood centers, community gardens and the implementation of strategic neighborhood revitalization efforts.

Objectives:

- **Improvement of community focal points: Gardens and Neighborhood Centers** – create, enhance or sustain the operation of neighborhood centers and community gardens that bring people of diverse backgrounds together, serve as neighborhood focal points, or provide residents with skills or opportunities that will lead to stronger neighborhood.
- **Revitalization of strategic areas** – through the neighborhood planning process assist residents of designated neighborhoods in identifying opportunities and promoting sustainable neighborhood revitalization.
- Increase the access of low and moderate income households and community groups to resources through the improvement of community service facilities, enhancement of informational services and employment training opportunities.

Objectives:

- **Improvement of services to homeless and special populations** – stabilize or improve the housing situation of homeless individuals or near-homeless individuals, and develop supportive activities.
- **Physical improvement of community service facilities** – create or improve, safe, energy-efficient, accessible and well-maintained community and neighborhood facilities.
- **Expansion of individual choice and access to housing resources and employment and training opportunities** – increase access to housing, information and other non-monetary resources and support for employment and training opportunities.
- Administer the Community Development program to meet the community needs and funder requirements.

Objectives:

- **Overall program administration** - develop, guide and manage activities which generate long term impact and self-sufficiency, including the provision of fair housing services. Achieve National and local cross-cutting objectives.

This Action Plan allocates a total of approximately \$7.4 million in anticipated 2013 Community Development Block Grant, HOME and ESG Entitlement funds, City HOME Match funds, City funds, State HCRI funds, CDBG and HOME program income and other funds to support the Community Development program. If additional entitlement funds are made available, the CDD and the CDBG Committee will distribute the funds throughout the currently established reserve funds for agencies to access throughout the year. The city used allocation percentages in the 2013-2014 Framework to distribute the funds.

2013 Goals, Objectives, Outcomes and

Objectives	Outcomes	Estimated Funding Source and Amount
Goal: Improve and expand affordable housing options		
(A) Owner-occupied housing	215 total repairs/rehabs	CDBG = \$217,000 HOME = \$69,450 Other = \$60,000
(B) Housing for buyers	101 properties	HOME = \$794,755 Other = \$304,607
(D) Rental Housing	23 rental units created or improved 530 individuals with rent assistance	HOME = \$432,000 Other = \$224,208 ESG = \$121,645
Goal: Expand businesses to create jobs and assist with the development of microenterprises		
(E) Business Development and Job Creation	60 FTE positions	CDBG = \$939,500
(F) Economic Development of Small Businesses	20 microenterprises assisted	CDBG = \$60,000

Goal: Strengthen neighborhoods through the operation of neighborhood centers, community gardens and the implementation of strategic neighborhood revitalization efforts		
(G) Improvement of community focal points	30,000 individuals	CDBG = \$386,828 Other = \$1,680,932
(L) Revitalization of strategic areas	2 neighborhoods	CDBG = \$114,374
Goal: Increase the access of low and moderate income households and community groups to resources through the improvement of community service facilities, enhancement of informational services and employment and training opportunities		
(J) Improvement of services to homeless and special populations	4,000 households	CDBG = \$40,184 Other = \$307,330 ESG = \$44,931
(K) Physical improvement of community service facilities	1 building	CDBG = \$60,767
(X) Expansion of individual choice and access to housing resources and employment and training opportunities	2,500 people	CDBG = \$19,000 Other = \$58,195 ESG = \$10,277
Goal: Administer the Community Development program to meet the community needs and funder requirements		
(Z) Overall program administration	140 contracts	CDBG = \$667,339 HOME = \$247,301 ESG = \$10,277

Past Performance

The City of Madison continually strives to improve the performance of its operations and those of its funded agencies. In 2012, the Community Development Division invested over \$9.0 million in the community to meet the goals and objectives outlined in the 2010-2014 Consolidated Plan. CDBG, HOME and ESG funds were primarily targeted toward affordable housing, economic development and development of neighborhood focal points. For a more detailed summary of the City's evaluation of past performance, previous Consolidated Annual Performance and Evaluation Reports (CAPER) can be viewed on the City's website at www.cityofmadison.com/cdbg.