



City of Madison 2014 Program Year CAPER

The CPMP 2010-2014 Consolidated Annual Performance and Evaluation Report includes Narrative Responses to CAPER 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.

GENERAL

GRANTEE: City of Madison

CON PLAN PERIOD: 2010 to 2014

Executive Summary (92.220(b))

The Executive Summary is required. Provide a brief overview that includes major initiatives and highlights how activities undertaken during this program year addressed strategic plan objectives and areas of high priority identified in the consolidated plan.

DRAFT 2014 Executive Summary

The Community Development Division (CDD) administers federal, state and local funds within the Department of Planning and Community and Economic Development to advance efforts to improve the quality of life, and expand access and opportunities to all residents of the City. Specifically, the Community Development Program works to expand decent and affordable housing opportunities, create strong and vibrant neighborhoods, and expand economic opportunities for low- and moderate-income individuals throughout the community.

The CDBG Committee develops the overall policy for the investment of federal, state, and local funds administered through the CDD. This eleven-member policy group meets monthly to review and recommend proposals, and oversees Division progress toward the goals outlined in Madison's 2010-2014 Consolidated Plan.

During 2014, the CDD completed the implementation of two important housing program components that will enhance the City's capacity to effectively respond to the increasing demands for affordable housing in Madison. The first of these was the development of the City's Affordable Housing Initiative (AHI), a program designed to utilize City funds to strategically leverage federal tax credit dollars towards affordable rental housing projects. In addition to the \$4.25 million from several sources committed to the AHI in 2014, the CDD is working with private developers to access additional Tax Incremental Financing (TIF) funds to support this initiative in 2015. The CDD also completed the re-organization and consolidation of the City's owner-occupied housing loan programs, in order to re-focus these funds on geographic and programmatic priorities, and provide greater operational efficiencies.

In addition to its 2014 organizational initiatives, the CDD worked with its community partners to plan, develop and invest in proven and innovative projects that contributed to the priorities and objectives established by the CDBG Committee, Mayor, and Common Council, and City residents. The Division invested in projects that:

- created and improved affordable housing;
- expanded businesses that created jobs; and assisted in microenterprise development;
- strengthened neighborhoods through the operation of neighborhood centers and community gardens; and the implementation of strategic neighborhood-building projects; and
- increased the access of low- and moderate-income households to community information and resources, including employment and training opportunities and housing resources; and made improvements to community service facilities.

2014 highlights include these major activities, completed by the Division or its funded agencies:

1. Stable investment in the community.

The CDD invested over \$7.5 million in the community to address the goals and objectives outlined in Madison's 2010-2014 Consolidated Plan. Although the City continued to wrestle with increasing demands in the face of decreasing funds in 2014, CDD maintained its financial commitment to partner agencies and was able to fund needed programs without disruption of services or project delays.

2. Increase in economic development and job training.

In 2014, the CDD saw an increase of 12% in the number of new FTE positions created by organizations it funded, the majority of which were filled by LMI individuals. In addition, more than 300 microenterprises were assisted in 2014 by CDD-supported programs that provide loans and technical assistance to small businesses, an increase of roughly 50% over 2013 activity.

3. Expansion of the City's support for affordable housing.

In 2014, the CDD established the new Affordable Housing Initiative and associated Affordable Housing Fund (AHF) and committed the first \$4.25 million dollars for creation of 200 affordable rental units, beginning in 2015. Eleven rental housing units were created or improved in 2014, and financial assistance was provided to 150 rental households to help stabilize their housing. The CDD also continued to provide downpayment assistance to first-time homebuyers, and to fund programs that provide minor housing rehab and repair services to existing homeowners.

4. Response to increased demand for neighborhood services and focal points.

In 2014, the CDD completed a *Report on Strategic Investments for Neighborhood Centers*, which identified priorities for investments in neighborhood facilities. During 2014, the CDD provided financial support for the creation of the Theresa Terrace Neighborhood Center and the expansion of the Meadowood Neighborhood Center. The CDD's investments in developing these two centers represented strategic commitments in neighborhoods with few public amenities available to area residents. Overall neighborhood center usage across the City again saw a rise in the number of unduplicated participants during 2014, which continues a pattern of increased demand for recreational and other services provided by the centers at the local community level. In addition, the CDD invested in two neighborhood improvement projects in the Leopold neighborhood in 2014, both of which had been identified as priority recommendations within the 2013 Leopold Neighborhood Plan.

2014 Goals, Objectives, Outcomes*, and Expenditures*

* *estimated* figures as of February 15, 2015

Objectives	Outcomes	Expenditure Total and Percentage of Funds
Goal: <i>Improve and expand affordable housing options</i>		
(A) Owner-occupied housing	139 total repairs/rehabs	\$413,271 5.5%
(B) Housing for buyers	2 properties acquired 6 properties rehabbed 49 households assisted with a downpayment loan	\$876,363 11.6%
(D) Rental Housing	11 rental units created or improved 150 households received rental assistance	\$808,606 10.7%
Goal: <i>Expand businesses to create jobs and assist with the development of microenterprises</i>		
(E) Business Development and Job Creation	38 FTE positions created	\$778,000 10.3%
(F) Economic Development of Small Businesses	329 microenterprises assisted	\$274,931 3.6%
Goal: <i>Strengthen neighborhoods through the operation of neighborhood centers, community gardens and the implementation of strategic neighborhood revitalization efforts</i>		
(G) Improvement of community focal points	210,184 individuals	\$1,154,418 15.3%
(L) Revitalization of strategic areas	2 neighborhoods	\$41,603 0.5%
Goal: <i>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</i>		
(J) Improvement of services to homeless and special populations	8,735 households	\$698,355 8.4%
(K) Physical improvement of community service facilities	2 buildings improved	\$624,418 8.3%
(X) Expansion of individual choice and access to housing resources and employment and training opportunities	7,292 people	\$663,333 8.8%
Goal: <i>Administer the Community Development program to meet the community needs and funder requirements</i>		
(Z) Overall program administration	102 contracts	\$1,086,325 14.4%
Expenditure Total		\$7,539,102