

2020 Emerging Opportunity Program - EOP

Program Description

The Community Development Division (CDD) oversees program service areas that seek to provide individual, family, and community stabilization through structured funding processes. In 2013, the Emerging Opportunity Program (EOP) was created, by Madison General Ordinance (MGO), in recognition that CDD's established funding processes were often time intensive and run on multi-year schedules. However, emerging situations or unanticipated opportunities occur throughout the calendar year that cannot be quickly addressed by these processes. EOP was created specifically to offer a more timely response to emerging needs that arise outside established funding cycles and also to support smaller, newer organizations that struggled to compete with more experienced organizations.

Proposed Ordinance Changes:

In guidance with the City's Racial Equity and Social Justice Initiative, CDD staff reviewed MGO 3.12(11) which governs the EOP process, and determined there are still some barriers that prevent residents from accessing EOP funds in a timely manner to address emerging needs. In consultation with the Office of City Attorney, staff are recommending two changes that seek to reduce these barriers.

The first proposed change modifies current language to make more clear that individuals and groups of residents, as well as registered non-profit organizations, are eligible to apply, so long as they have a fiscal agent relationship with a registered organization.

The second change shortens the funding process and, thus, hastens access to EOP funds by authorizing the CDD Conference Committee (comprised of members from both the Community Services and Community Development Block Grant Committees – two of which are Common Council members) to make final funding allocation decisions. Currently, both the Finance Committee and Common Council must approve Conference Committee decisions before they are final.

A third, unrelated, change removes language in the ordinance requiring two EOP funding cycles each year. The need to expend program dollars in the budget year in which they are authorized makes a second funding cycle infeasible for both staff and awardees. A second process has not been conducted since 2016.

The modifications to MGO 33.18(1), necessary to implement the three proposals described above, are set forth in the proposed ordinance changes.

Scope

The City of Madison will encourage proposals from resident(s) who have gone through leadership development and skill building opportunities, such as those supported through the Community Building and Engagement Program. CBOs who recognize an emerging need or unanticipated opportunity will also be invited to apply. Strong proposals will provide opportunities to support and engage residents through a project or activity that will have a positive effect on Madison neighborhoods.

Funding

The City of Madison Common Council has authorized \$150,000 for the Emerging Opportunity Program in the 2020 Adopted Operating Budget. The Community Development Division will allocate awards ranging from a minimum of \$3,000 up to a maximum of \$20,000.

RFP/Funding Timeline

March 9, 2020	Release of RFP
March 10, 12, 16, 18, 20, 2020	EOP Workshops
March 27, 2020	Applications Due

Community Development Division
City of Madison

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March 30 – April 17

Staff Review

April 27 – May 8

Applicant Presentations & Final Decision at Conference Committee

May 15, 2020

Notification of Awards