

# OUR CITY OF MADISON



## Community Development Division Introduction

*Jim O'Keefe, Community Development Division Director*

# Vision and Mission

Inclusive – Innovative – Thriving



CITY OF MADISON

# Our Agency's Vision and Mission

## Vision

- All Madison residents and neighborhoods have access to resources and opportunities necessary to help them realize their full potential.

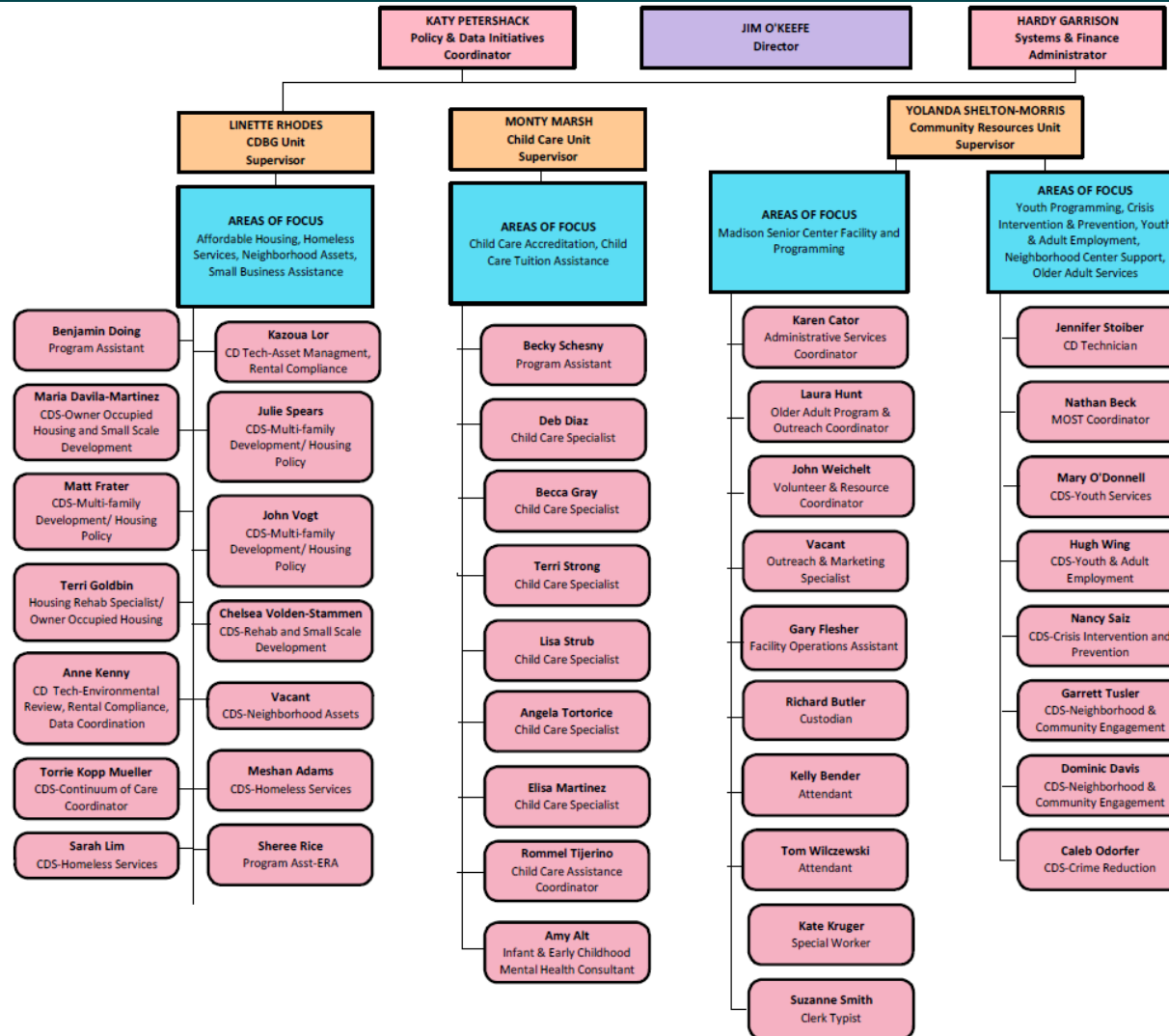
## Mission

- The Community Development Division collaborates with residents, neighborhoods, and other community stakeholders to overcome barriers to opportunity in order to support a vibrant community, shared prosperity, and resident and community wellbeing.

# Structure, Services, and Staff



# STRUCTURE



# Key Staff- Management Team

- **Monty Marsh** – leads the 10-member early childhood care unit which is responsible for accrediting about 60 group and 40 family child care programs, providing infant and early childhood mental health consultation, and offering financial support to families and child care providers.
- **Linette Rhodes** – leads the 15-member Community Development Block Grant unit whose work involves expanding and improving affordable housing options, helping people gain or maintain home ownership, meeting the needs of those experiencing homelessness, financing community facilities that provide public benefit and administering federal and state resources.
- **Yolanda Shelton-Morris** – leads the Community Resources unit, 19 people strong following the recent merger with the Older Adult Services group. It is responsible for efforts around youth and adult employment, positive youth development, crisis intervention and prevention and successful aging. It operates the Madison Senior Center and offers support to 15 neighborhood centers.

# Services/Roles

## CDD's three primary roles

- Funder
  - Administer funds from City, State and Federal Sources
  - Allocate funds through competitive funding processes
  - Awards range from less than \$10K to as much as \$3M
  - All awards subject to Common Council review
- Contract Manager/Technical Assistance Provider
  - Funding commitments vary from one-time to renewable for up to 5 years
  - Contracts spell out expectations and responsibilities
  - Staff manage contracts and provide support where needed
- Collaborator/Partner
  - Facilitate coordination and collaboration among community partners
  - Coordinate with other funders, including Dane County and the United Way

# Services/Areas

- Housing
  - Develop more affordable housing (mostly rental)
  - Rehabilitate/preserve existing affordable housing stock
  - Help current homeowners stay in their homes
  - Support new homeowners
  - Prevent homelessness and make incidents of homelessness brief and non-recurring



# Services/Areas

- “Social Services” Programming
  - Heavy emphasis on positive youth development and family stability
  - High-quality child care
  - Out-of-school time programming and activities
  - Employment readiness and career exploration
  - Crisis intervention and prevention
  - Successful aging

# Services/Areas

- Strong neighborhoods and place-based assets
  - Operational and programming support to neighborhood centers
  - Help finance projects to create, expand or improve physical spaces used by non-profit agencies to serve and support neighborhood residents
  - Concentrated neighborhood plans
  - Operation of Madison Senior Center

# Common Citywide Collaborations

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# Common Citywide Collaborations

Staff in our agency most often collaborate with these agencies across TeamCity:

Agency	Topic(s)
Planning	Zoning/land use approval issues surrounding proposed developments, reviews of housing development proposals, crafting housing policies & strategies (Housing Forward), collection/compilation of relevant data (Housing Snapshot Report, Displacement Report), preparation of city-wide and focused neighborhood plans
Economic Development	Tax Increment Financing, small business assistance, real estate acquisitions/land banking
Public Health	Violence prevention, health and safety in housing
Civil Rights	Neighborhood Resource Teams, Racial Equity Social Justice Initiative, Fair Housing
Engineering	City owned facilities, such as temporary family and men's shelters and proposed new permanent men's shelter.

# Boards, Committees, Commissions

Our agency staffs the following City of Madison Boards, Committees and Commissions:

Board, Committee, Commission	Key Staff
Community Development Block Grant Committee	Linette Rhodes & Jim O'Keefe
Community Services Committee	Yolanda Shelton-Morris and Jim O'Keefe
Early Child Care and Education Committee	Monty Marsh
Committee on Aging	Yolanda Shelton-Morris
Housing Strategy Committee	Linette Rhodes & Matt Frater
City-County Homeless Issues Committee	Sarah Lim & Linette Rhodes
Education Committee	Mary O'Donnell

# Agency Resources

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# Our Agency's Key Links

- Agency Website(s): <https://www.cityofmadison.com/cdd>
- Key reports that guide the goals and objectives in CDD:
  - Comprehensive Plan ([Imagine Madison](#))
  - Consolidated Community & Neighborhood Development Plan ([2020-2024](#))
  - Analysis of Impediments to Fair Housing Choice ([2019](#))
  - Community Plan to Prevent and End Homelessness in Dane County ([2016](#))
  - Dane County Youth Assessment ([2021](#))
  - Early Childhood Plan for Madison (2020)

# Our Agency's Acronyms

Common acronyms used by our agency include:

AHF

- Affordable Housing Fund – Program in City's Capital Budget to help finance housing developments

AMI/CMI

- Area Median Income/County Median Income – used interchangeably to denote income standards of households CDD activities support, typically noted as a percentage of AMI/CMI and calculated by HUD annually.

CDA vs CDD

- Community Development Authority vs. Community Development Division – similar names, frequent source of confusion as both focus on housing

CDBG Program

- Community Development Block Grant – a flexible federal program that provides nearly \$2M in annual funding to the City, but not the only funding source received by HUD.

CFL Program

- Community Facilities Loan Program – CDD program that helps non-profit partners finance capital projects that serve the public

CoC/HSC

- Continuum of Care/Homeless Services Consortium – terms used to describe the network of community partners that serve people here who experience homelessness



# Our Agency's Acronyms

Common acronyms used by our agency include:

Dane CORE

- The Emergency Rental Assistance program funded in Madison and Dane County that provided primarily rent support in the wake of the pandemic; **CO**ronavirus **RE**ntal Assistance

HOME Program

- A federally funded program that offers funding to the City to support housing activities

HUD

- U. S. Department of Housing and Urban Development – the federal agency that administers the CDBG, HOME and other programs that offer funds to the City

MOST

- Madison Out-of-School Time – refers to a network of community partners and the array of programs and activities they offer to school-aged youth.

RFP

- Request for Proposals – the mechanism, typically a competitive process, used by CDD to allocate City funds among community partners within specific program areas

WHEDA

- Wisconsin Housing and Economic Development Authority – the state agency responsible for administering and allocating state and federal low-income housing tax credits which are used to help finance the development of affordable housing

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## Let's Connect!

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