

CDBG / HOME 2025-2029 CONSOLIDATED PLAN CITIZEN PARTICIPATION & SURVEY RESULTS

***Note:** Data visuals are in draft format, and may be modified during the Consolidated Plan development process, and for the final report.*



Consolidated Plan Overview

- ▶ 5-Year Strategic Plan, required by HUD
- ▶ Determines Funding Priorities, Goals & Outcomes
- ▶ Annual Action Plan for each year of Consolidated Plan
- ▶ Citizen Participation
 - ▶ Surveys
 - ▶ Focus Groups
 - ▶ Consultation
 - ▶ Public Hearings
- ▶ Submitted to & Approved by HUD



Citizen Participation – Snapshot

Note: the data visuals are in draft format, and may be modified during the Consolidated Plan development process, and for the final report.

Community Survey:

- 1059 total respondents – includes City of Madison & Dane County
 - 894 Residents
 - 165 Partners/Agencies
- Survey and fliers available in English, Chinese, Hmong, and Spanish
- 36 Questions with two version of survey for residents and partners/municipalities
- Distribution: 28+ listservs; 1 news interview; social media; press release; CDBG webpage; 2 Spanish radio shows

Engagement Meetings/Focus Groups:

- 3 Meetings/Focus Groups (2 for providers, 1 for municipalities of UCC)
- In person & virtual meetings
- 30 participants

Direct Surveys:

- Survey specific to housing & public services
- 2 in-person survey events at Badger Prairie Needs Network
- Survey in Spanish and English
- 99 responses



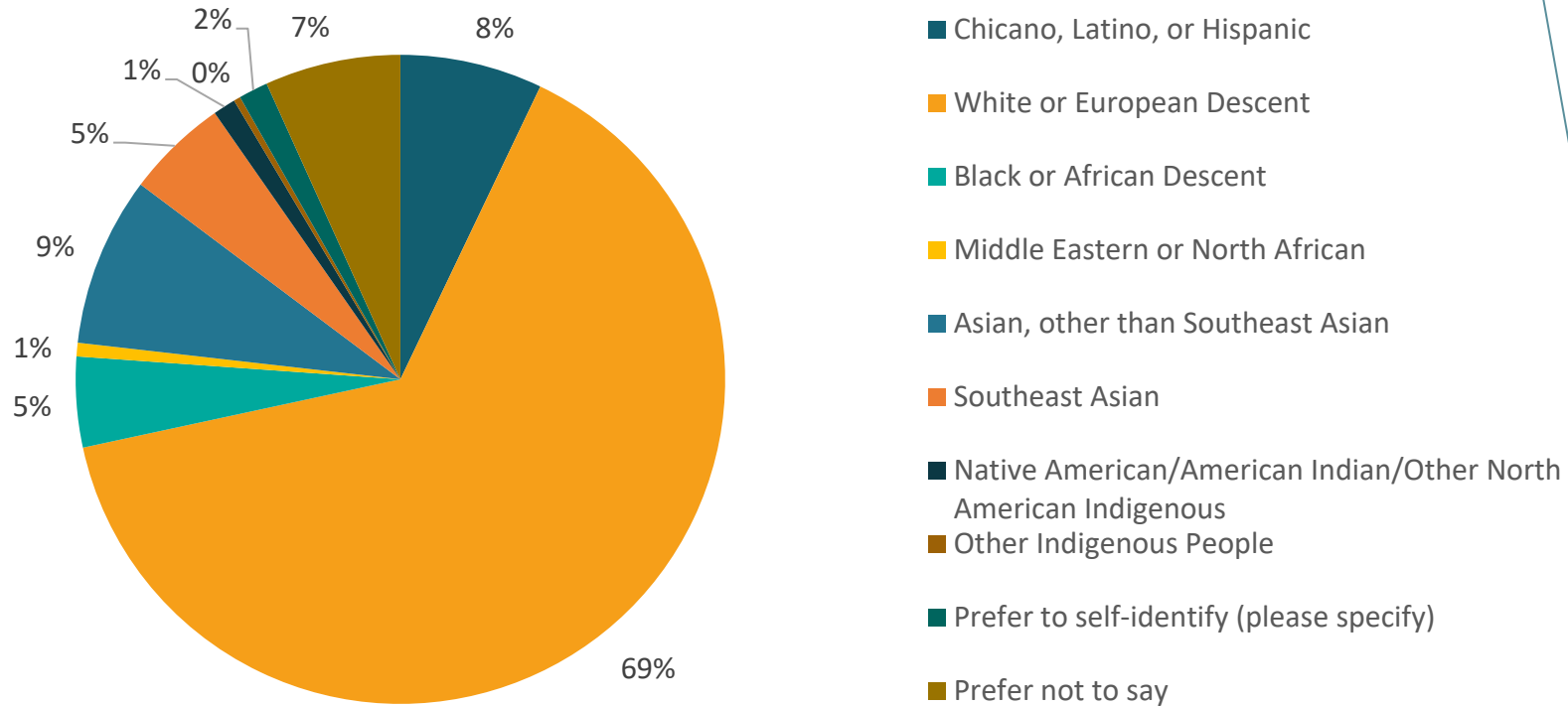
Community Survey - Language of All Respondents

- Most respondents took the survey in English
- Chinese is second most reported

	Total		Partners		Residents	
	N	%	N	%	N	%
English	974	92%	160	97%	814	91%
Chinese	54	5%	-	-	54	6%
Hmong	11	1%	-	-	11	1%
Spanish	20	2%	5	3%	15	2%
TOTAL	1059	1059	165	165	894	894



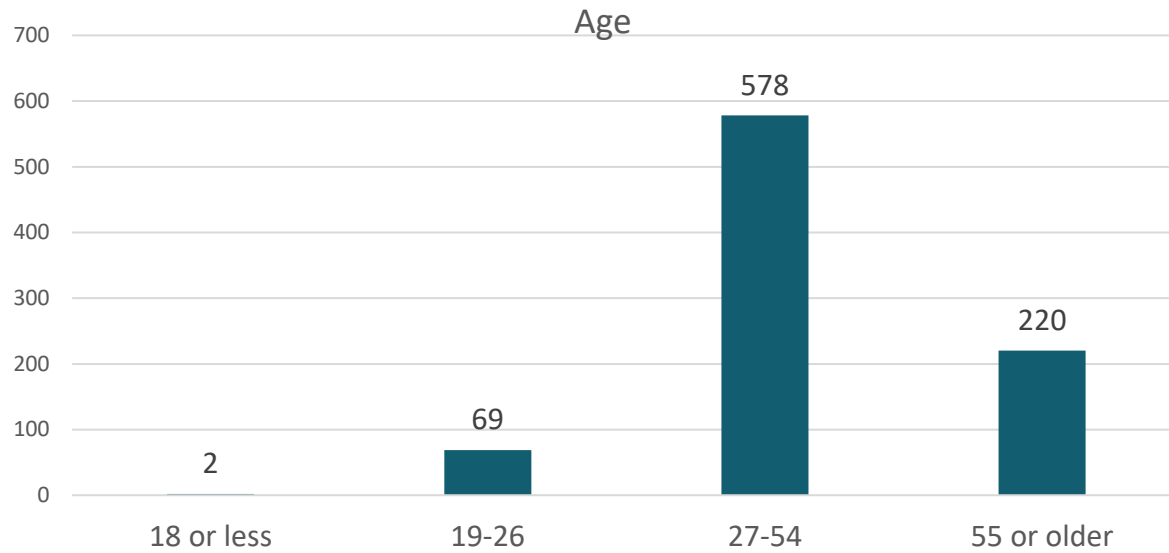
Community Survey: Race & Ethnicity of Resident Respondents



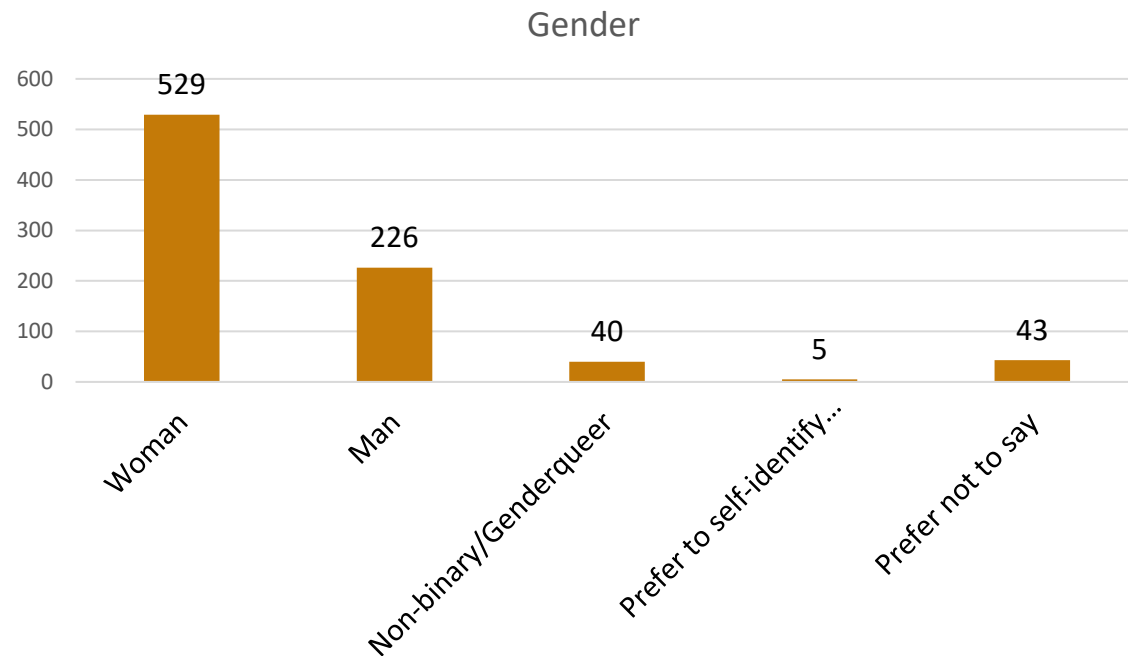
- White or European Descent made up two-thirds of respondents
- Followed by:
 - Asian (other than Southeast Asian)
 - Chicano, Latino, or Hispanic
 - Black or African Descent



Community Survey - Age & Gender of Resident Respondents



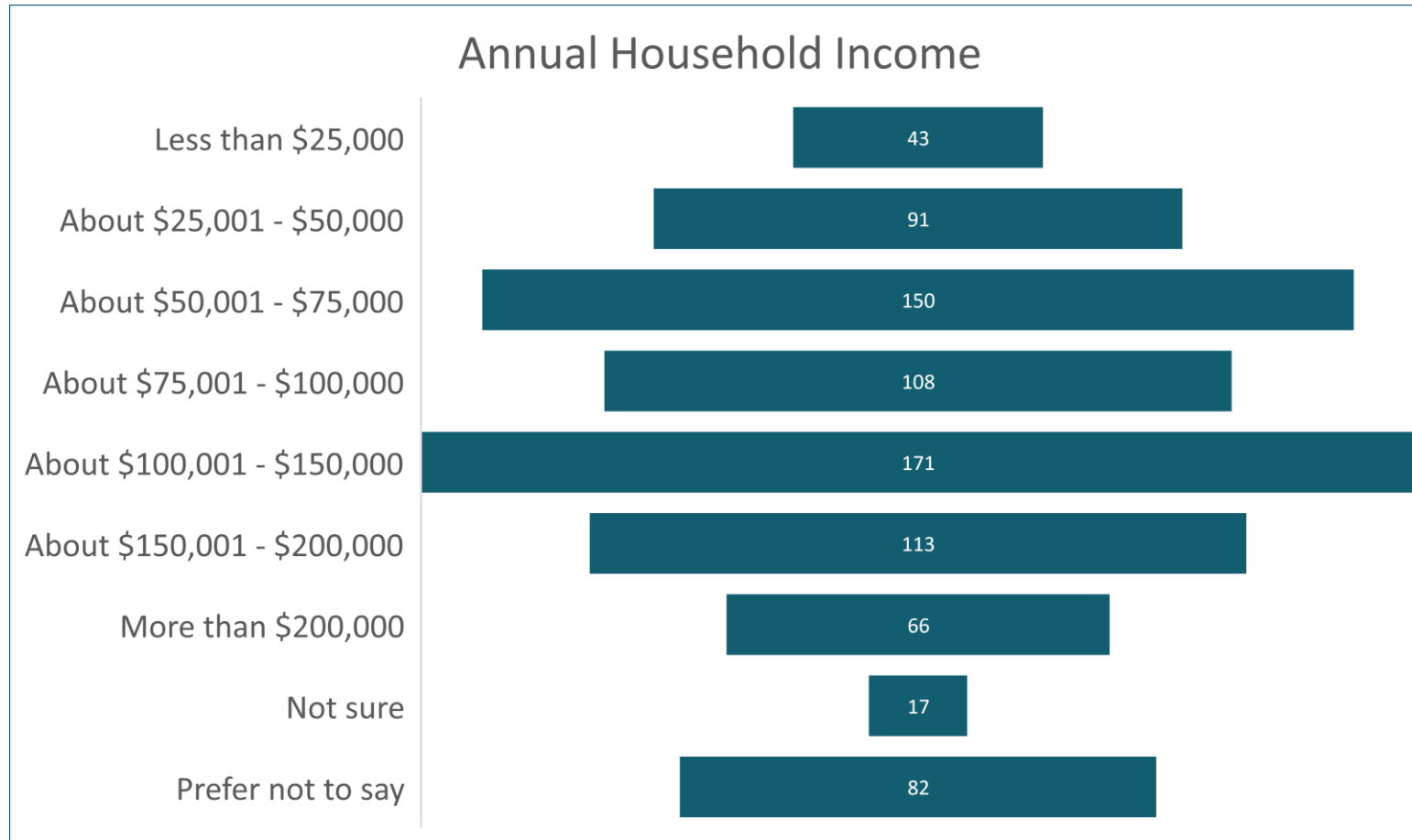
- Two-thirds of the respondents were between the ages of 27-54



- Over half of respondents identified their gender as a woman

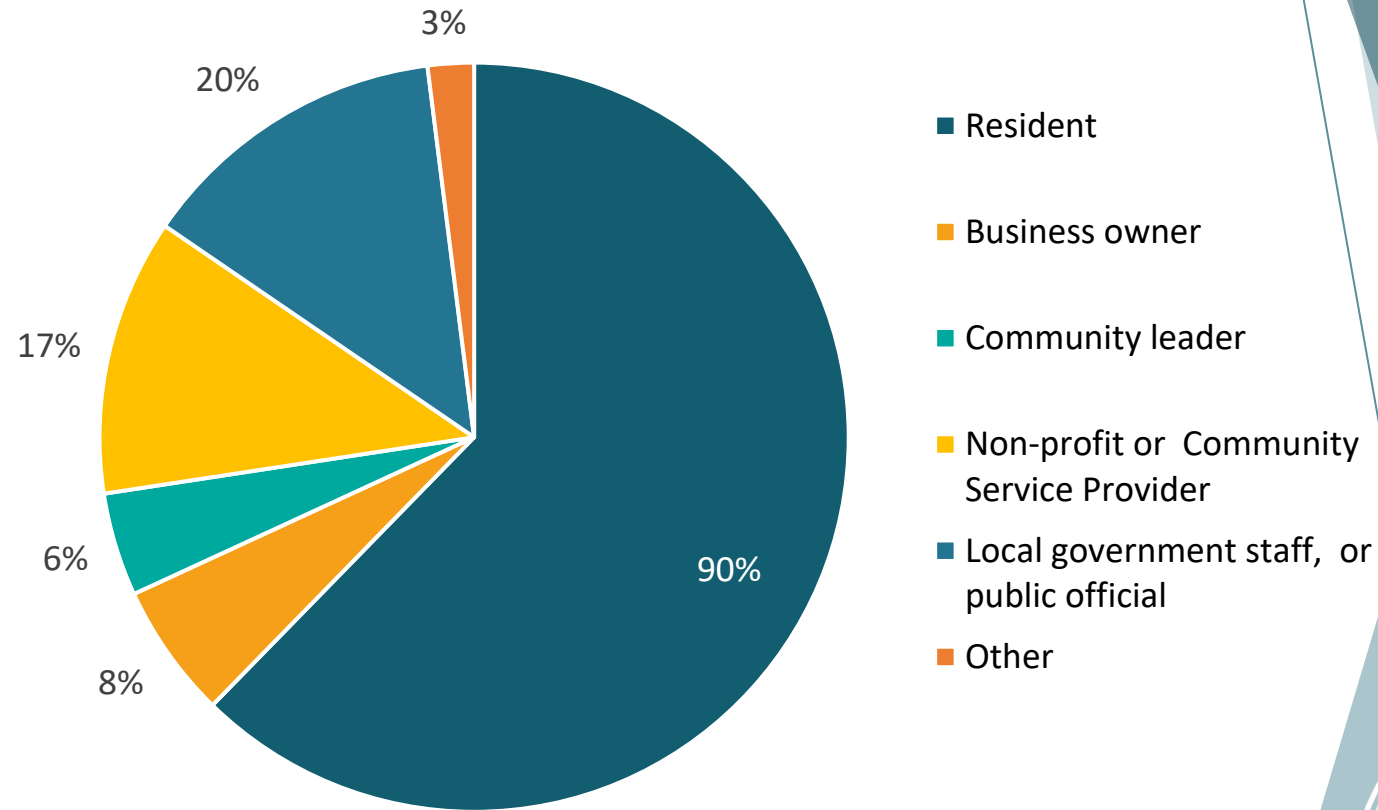


Annual Household Income of Resident Respondents

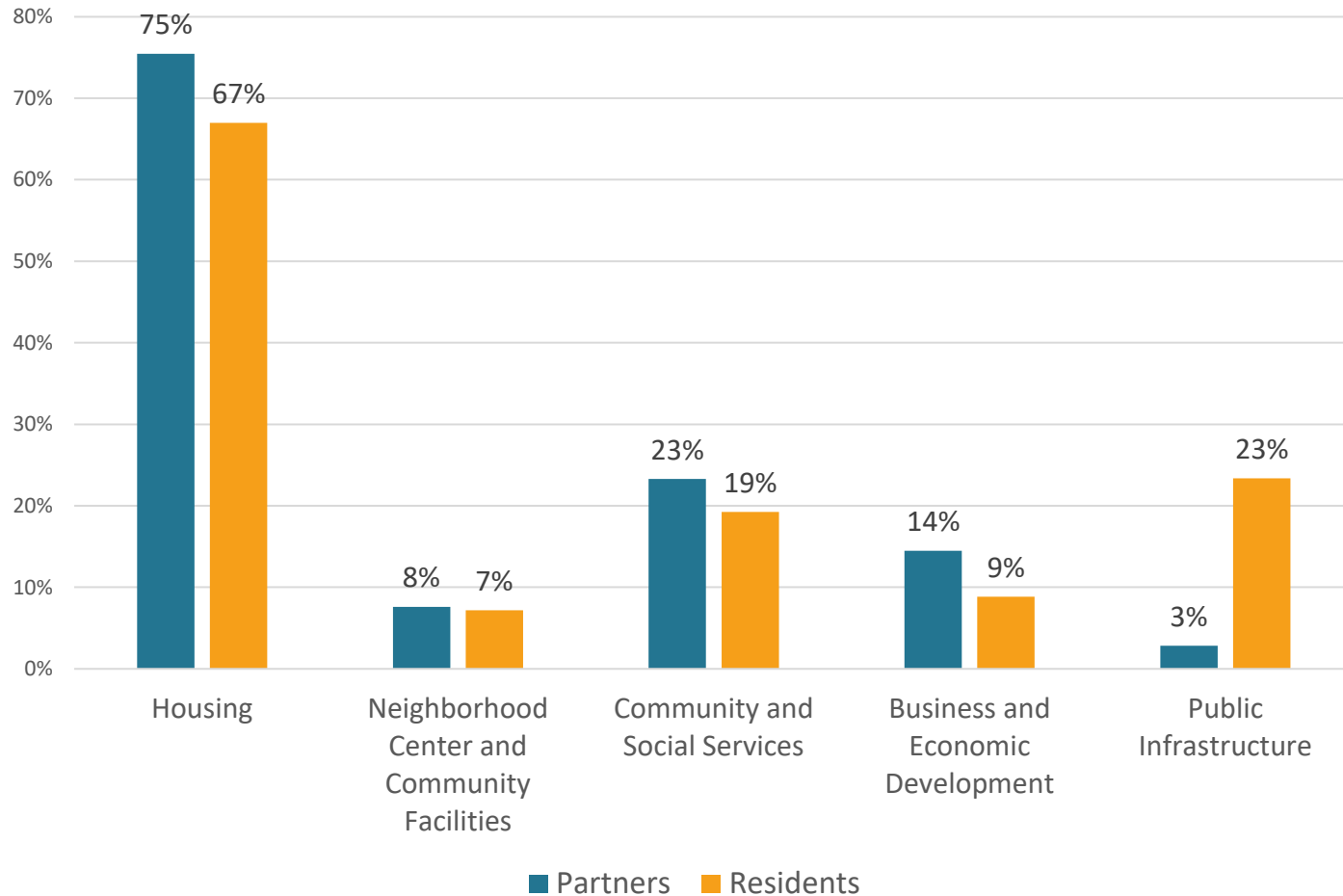


Roles in the Community – All Respondents

- Most respondents were residents
- 20% - Government/public official
- 17% Non-profit or other service provider



Community Survey - Funding Priorities



Average Ranking of all options:

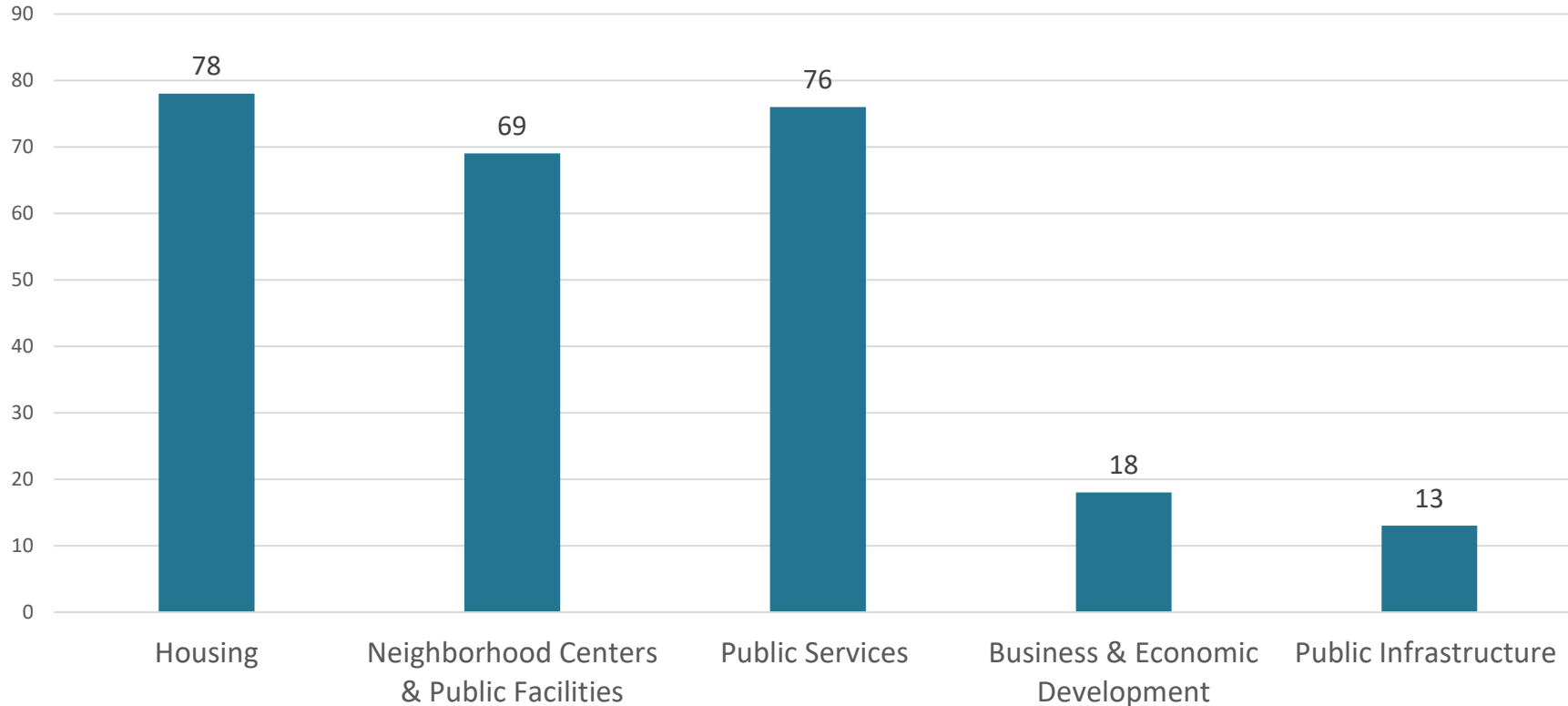
- Housing – 1.62
- Public Services – 2.28
- Public Infrastructure – 2.69
- Community Facilities – 3.21
- Economic Development – 3.75



Respondents were asked to rank each category 1 through 5 in order of importance. This chart reflects the categories that were ranked most commonly as number 1 of importance.

Funding Priorities

Direct Survey at Badger Prairie Needs Network



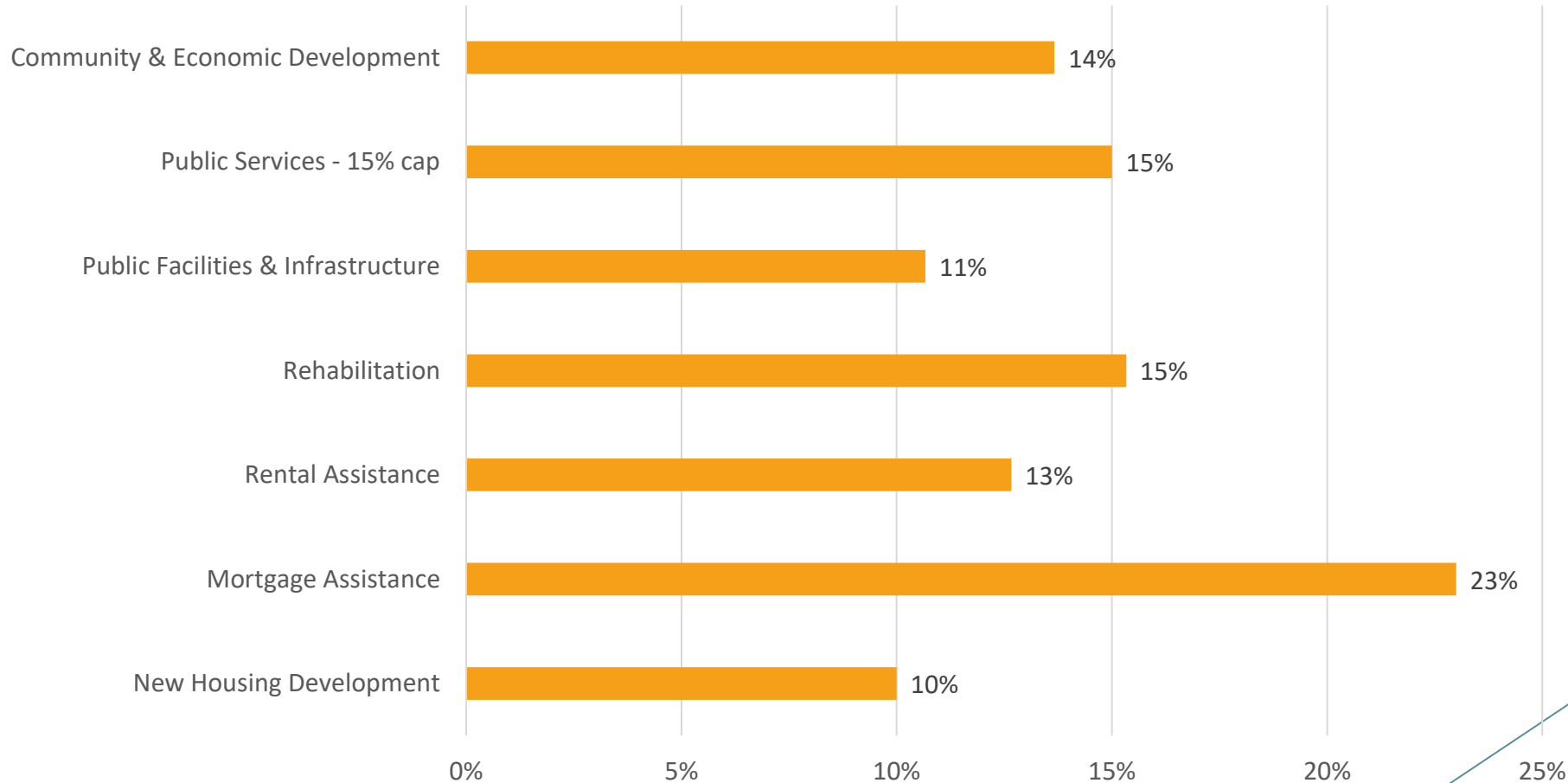
Respondents were asked to select 3 funding priorities on how Dane County should use CDBG funding for the next 5 years. (n= 254)



Funding Priorities

Engagement Meetings/Focus Groups

Percentage of Funding Allocated to Projects over 5 years



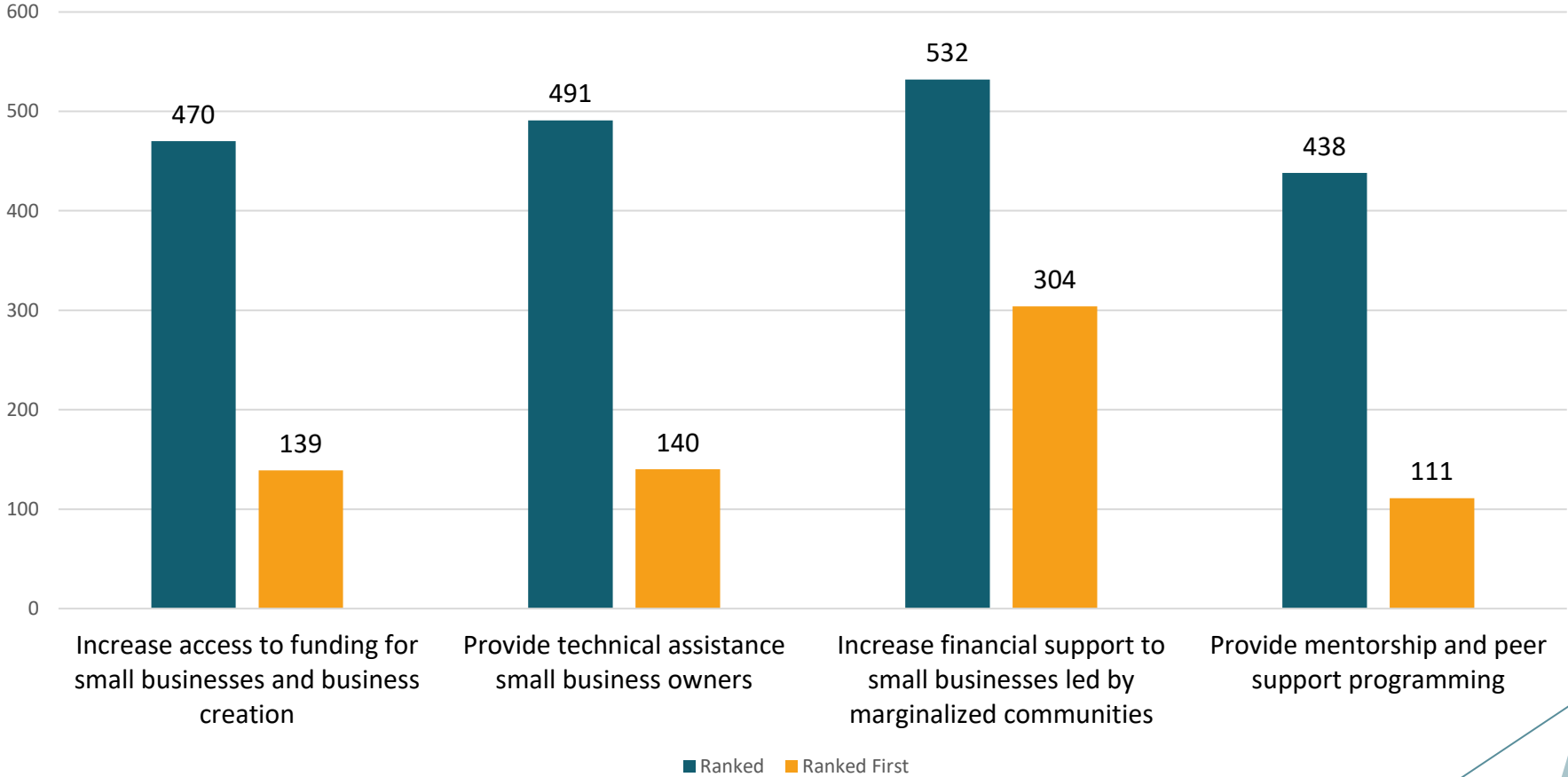
Community Survey - Top Housing Barriers & Priorities

- ▶ Most significant barriers to finding quality housing for **Renters**
 - ▶ Rent is not affordable (83%)
 - ▶ No money for security deposit or rent (51%)
- ▶ Most significant barriers to potential **Homebuyers**
 - ▶ Finding an affordable house for sale
 - ▶ Difficulty securing money for down payment
- ▶ Top priorities to support **Renters**
 - ▶ Direct financial assistance to keep or access housing (64%)
 - ▶ Housing access programs (57%)
- ▶ Top priorities to support **Homebuyers**
 - ▶ Direct financial assistance to access or sustain homeownership (71%)
 - ▶ Support other homeownership pathways (57%)



Community Survey - Business & Economic Development

Opportunities Most Needed to Support Small Businesses



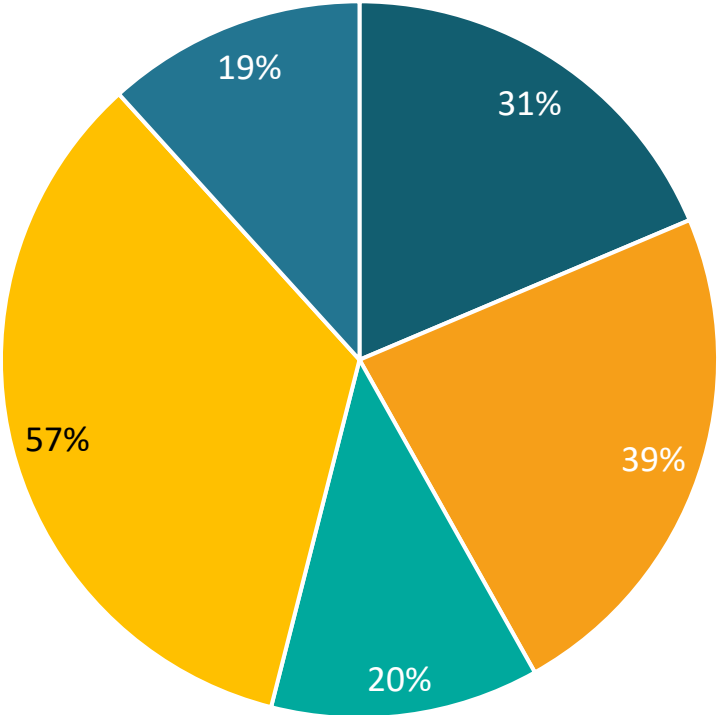
Respondents were asked to rank each category 1 through 5 in order of funding importance. This chart reflects the categories that were ranked most commonly. (n=730)



Community Survey - Business & Economic Development

Most important activities to fund

Ranked #1

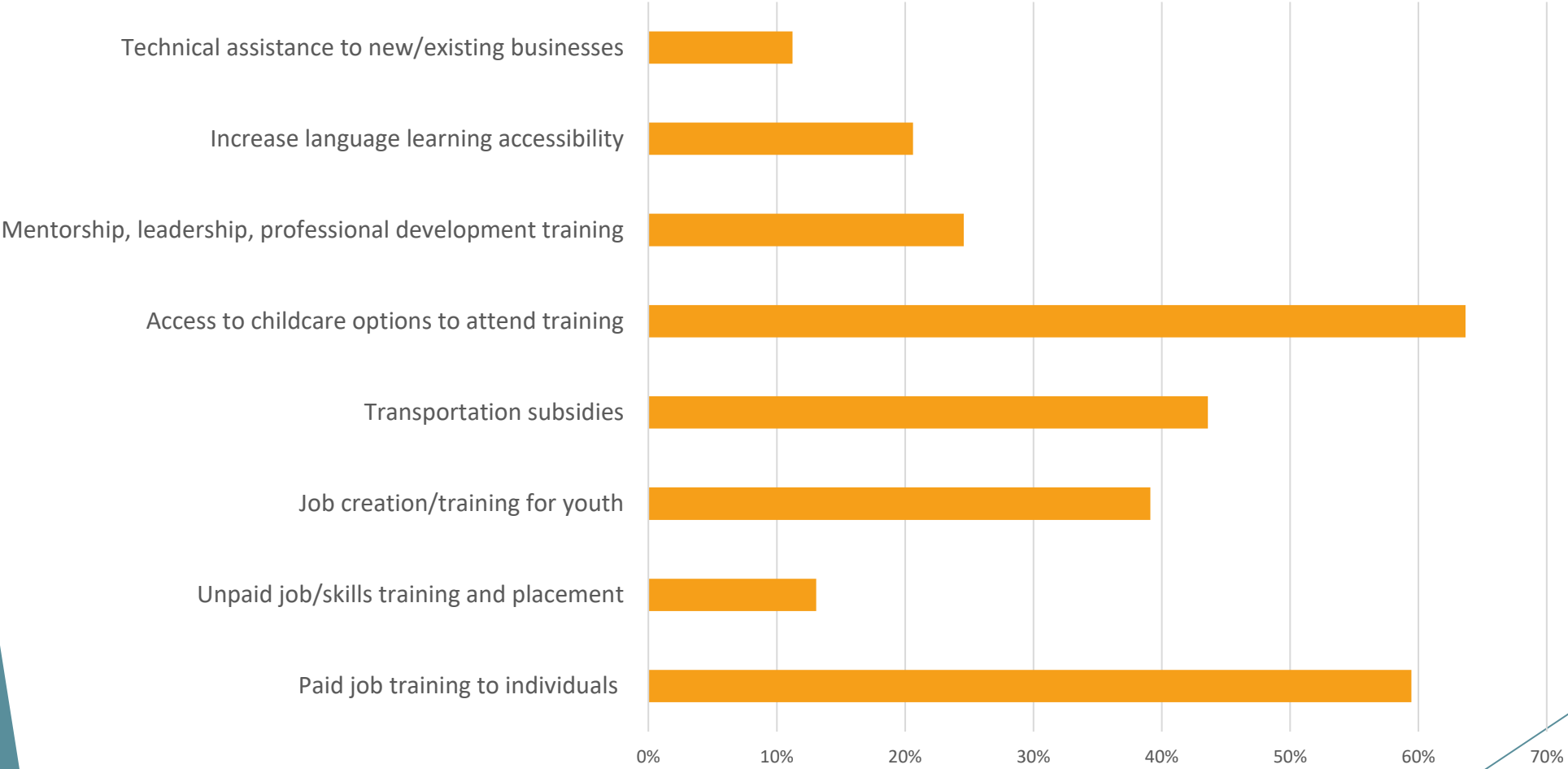


- Support business incubator organizations
- Financial & technical assistance for business cooperatives
- Finance improvements to interior and exterior of commercial buildings
- Assist business owners from marginalized communities in purchasing a commercial property for their business
- Purchase capital machinery and equipment

Respondents were asked to rank each category 1 through 5 in order of funding importance. This chart reflects the categories that were ranked most commonly as number 1 of importance.



Community Survey - Supporting Workforce Development

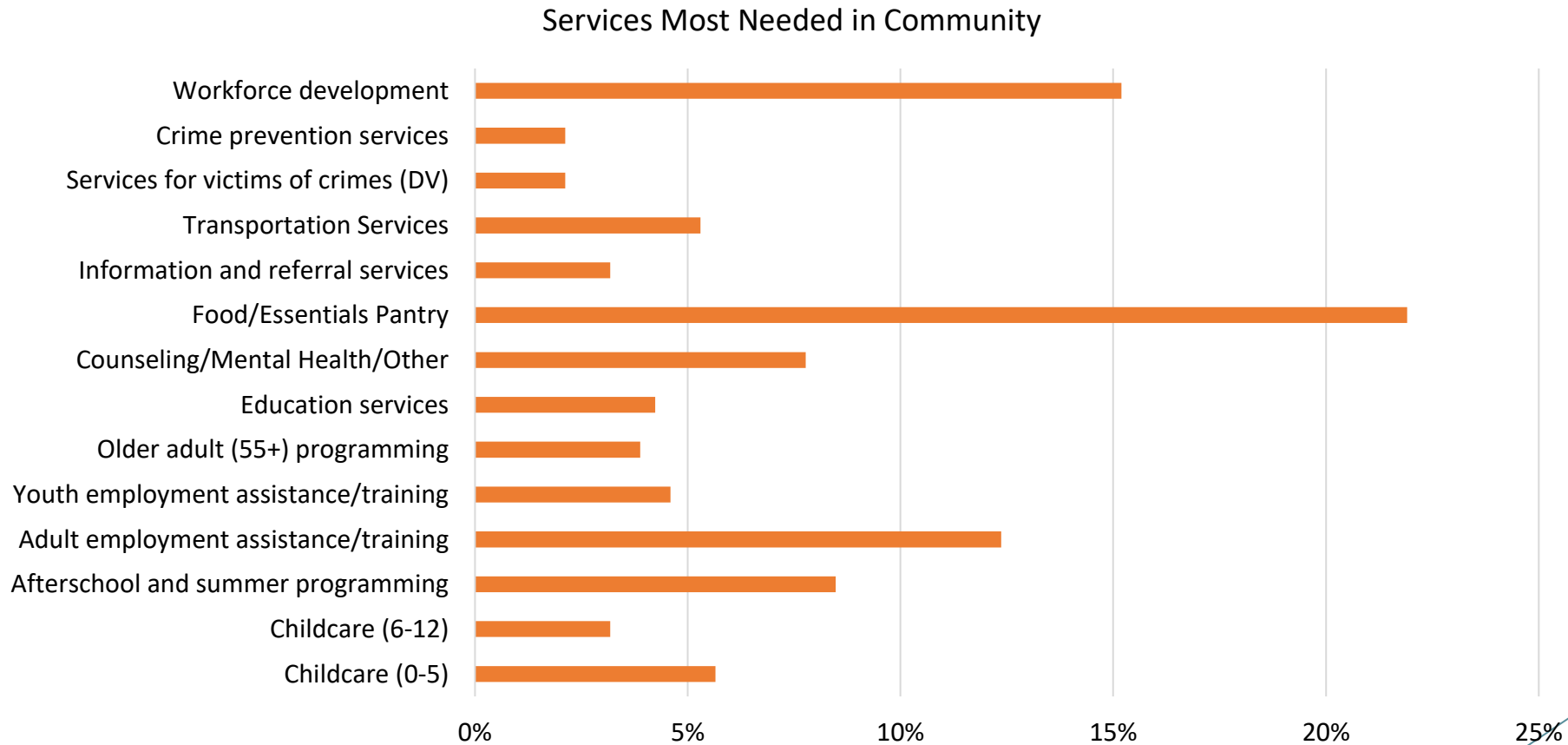


Respondents were asked to select 3 programs/services that were most important to invest in. This chart reflects the categories that were selected most often.



Services Most Needed in the Community

Direct Survey at Badger Prairie Needs Network



When asked what 3 types of public or social services are most needed in their communities, Food/Essentials Pantry was a top choice. Workforce Development (e.g. job training, etc.) and Adult Employment Assistance were also a priority.



Questions?

Acknowledgments:

CDBG/HOME Staff

City of Madison

DCDHS Planning & Evaluation Division

