

Eliminate Racism Economic Opportunities Action Team 2022

Vision: Rockford is a community where everyone feels valued and has control of their own destiny.

Mission: To eliminate individual and systemic racism and injustice in Rockford and the surrounding area.

Action Team: Economic Opportunities

Mission: To reduce economic discrimination and promote equitable economic opportunities through education, social action, and collaboration with governmental, public, and private organizations. (Economic discrimination, as defined in Wikipedia, “is discrimination based on economic factors. These factors can include job availability, wages, the prices and/or availability of goods and services, and the amount of capital investment funding available to minorities for business.”)

Goal #1: To collaborate and advocate with government, business, public and private organizations for the promotion of recreational, entertainment, and for the business use of the Rock River/Main Street area in Southwest Rockford with the result of increases documented by January 1, 2023.

Tactics (Action Steps)	Deadline	Who will do this?
1. Continue to meet with the Alternative Transportation Committee to advocate for upgrading and development of the bike/walking path along the southwest side of the Rock River.		
2. As soon as the pandemic guidelines loosen up, work with the Rockford Park District to create a <i>workday</i> utilizing volunteers to clean up the bank of the Rock River to create open areas for the installation of benches		
3. To establish a fundraising project in cooperation with the Rockford Park District to raise money for the purchase and installation of 3 park benches along the southwest side of the Rock River.		