

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 #2: To have 500 people complete a survey (80 percent of them residents of Southwest Rockford) about their priorities for the development of the Southwest River/Main Street corridor by October 2022

Tactics (Action Steps)	Deadline	Who will do this?
1. Create a survey and have a sampling of people complete it.		Completed
2. Revise the survey based on the trial results.		Completed
3. Complete the process of having 500 people fill out the survey by September 1, 2022		
4. Analyze the results of the survey by October 1, 2022.		
5. Develop plans to advocate with appropriate governmental organizations for the survey’s development priorities for Southwest Rockford in November 2022.		