



WELCOME



Agenda

- Case for Change
- Process
- Shared Values
- Engagement
- Q&A in theater
- Discussion in lobby

Why Transformation?

- Conditions and trends are not acceptable.
- This is not our destiny.
- Dramatic change is necessary – transformative change.
- Transformation is a proven process.

The image features a dark gray background. On the left side, there are two vertical bars: a thin blue one and a slightly wider light green one. On the right side, there is a large, abstract, multi-layered geometric shape composed of various shades of gray, resembling a stylized arrow or a fan of overlapping planes.

CASE FOR CHANGE

Objective

- Set the Stage for Strategy
 - Define the Current State
 - Identify the Brutal Facts
- Leverage Previous Work
 - Vital Signs
 - Health Council Study
 - Numerous other data sources
- Listen to Experts
- Listen to You

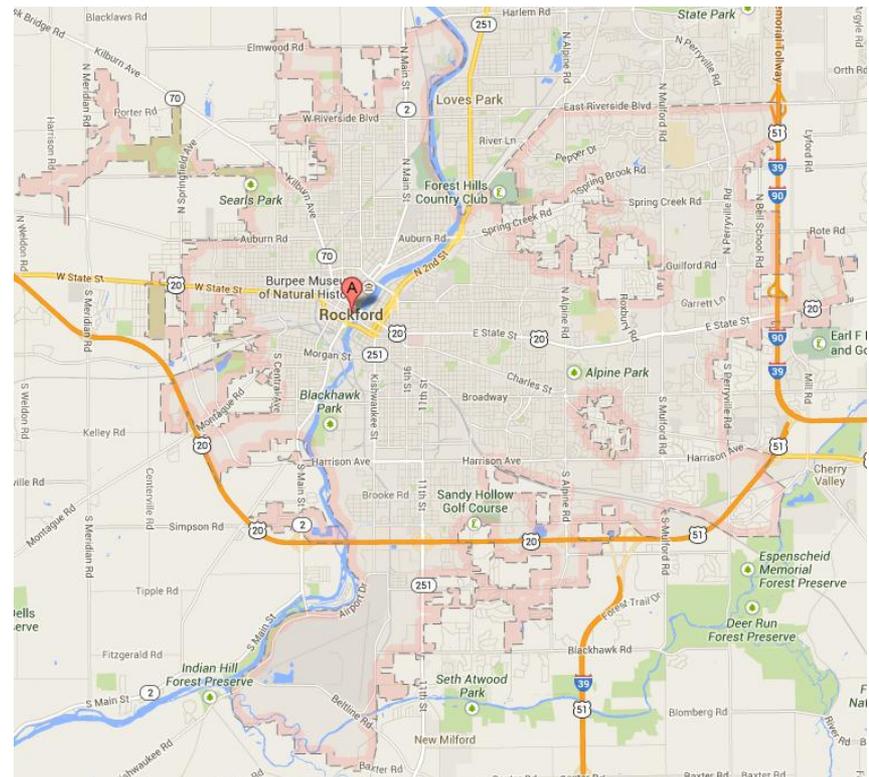
Elements of Culture



Social – Current State

- Our Current State: Social Well Being

- Health Factors
- Family Factors
- Public Safety



Social - Evidence

- Factors of Poor Health
 - 101 out of 102 counties in Illinois:
 - Health behavior
 - Clinical care
 - Social and economic factors
 - Physical environment
 - Single Parent House Holds
 - Mental Health



Social - Evidence

- Crime and Safety
 - “9th most dangerous city”
 - 21,708 crimes reported YTD through August (89 per day)
 - Violent crime 251% higher than the national average
 - Property crime rate 65% higher than national average



Social - Positives

- Diverse culture
- Quality health and social service providers
- Our people



Economic – Current State

- High Unemployment
- High Non-Employment
- High Poverty
- High Cost, Low Scores in Education
- Wealth of the Economy



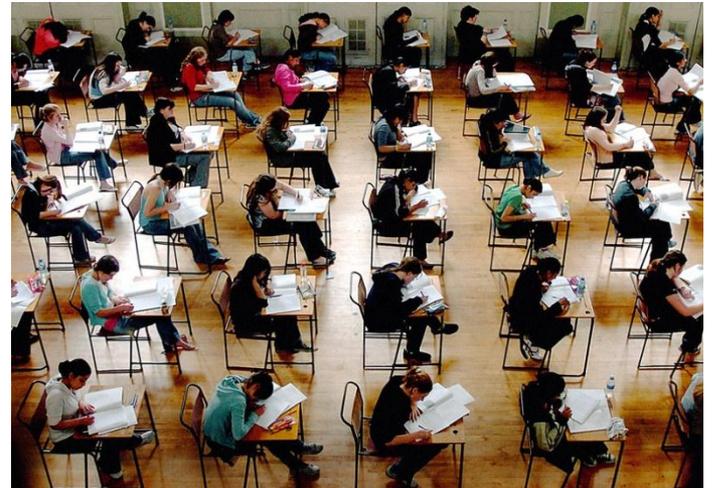
Economic - Evidence

- Unemployment rate
 - 50% higher than national average
- Non-employment
 - Adults 18+: 55% employed verse 62% (national average)
- Income
 - Per capita income dropped 19% in 40 years relative to national average
- 25% of income earned through government programs
- Poverty
 - 1 in 4 lives in poverty, 30% of our families
 - More than 20,000 children in poverty, 29% of our youth

Economic - Evidence

Education

- 20.3% of the adult population have some college education compared to the 27.5% national average
- Student performance lags
- Poverty's impact on community



Economic - Positives

- Entrepreneurial Mindset
- Ingenuity in our DNA
- Recent Growth High Value Added Industry Sectors
- Initiatives in Public Education: Readiness Rocks

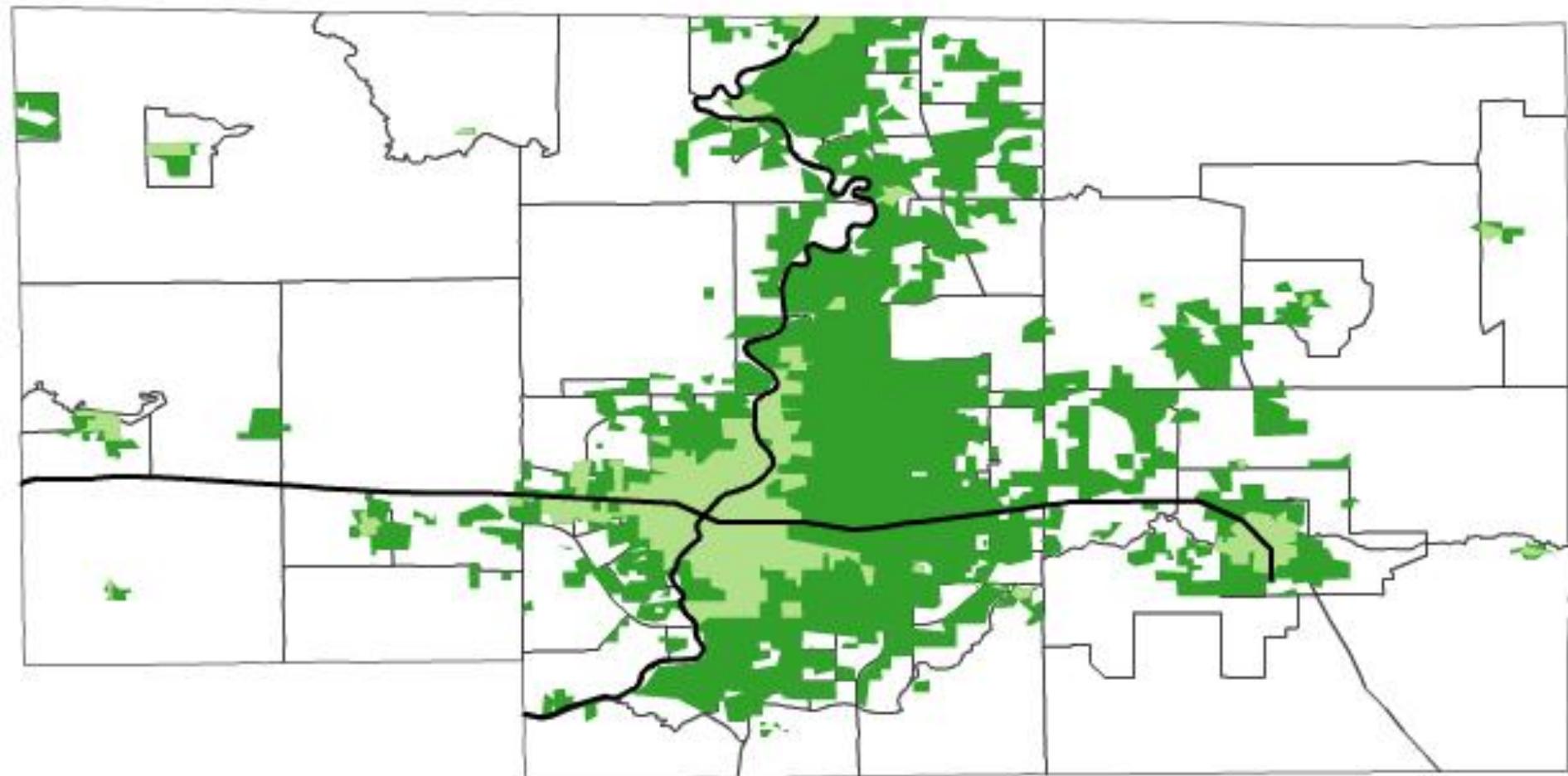


Environmental – Current State

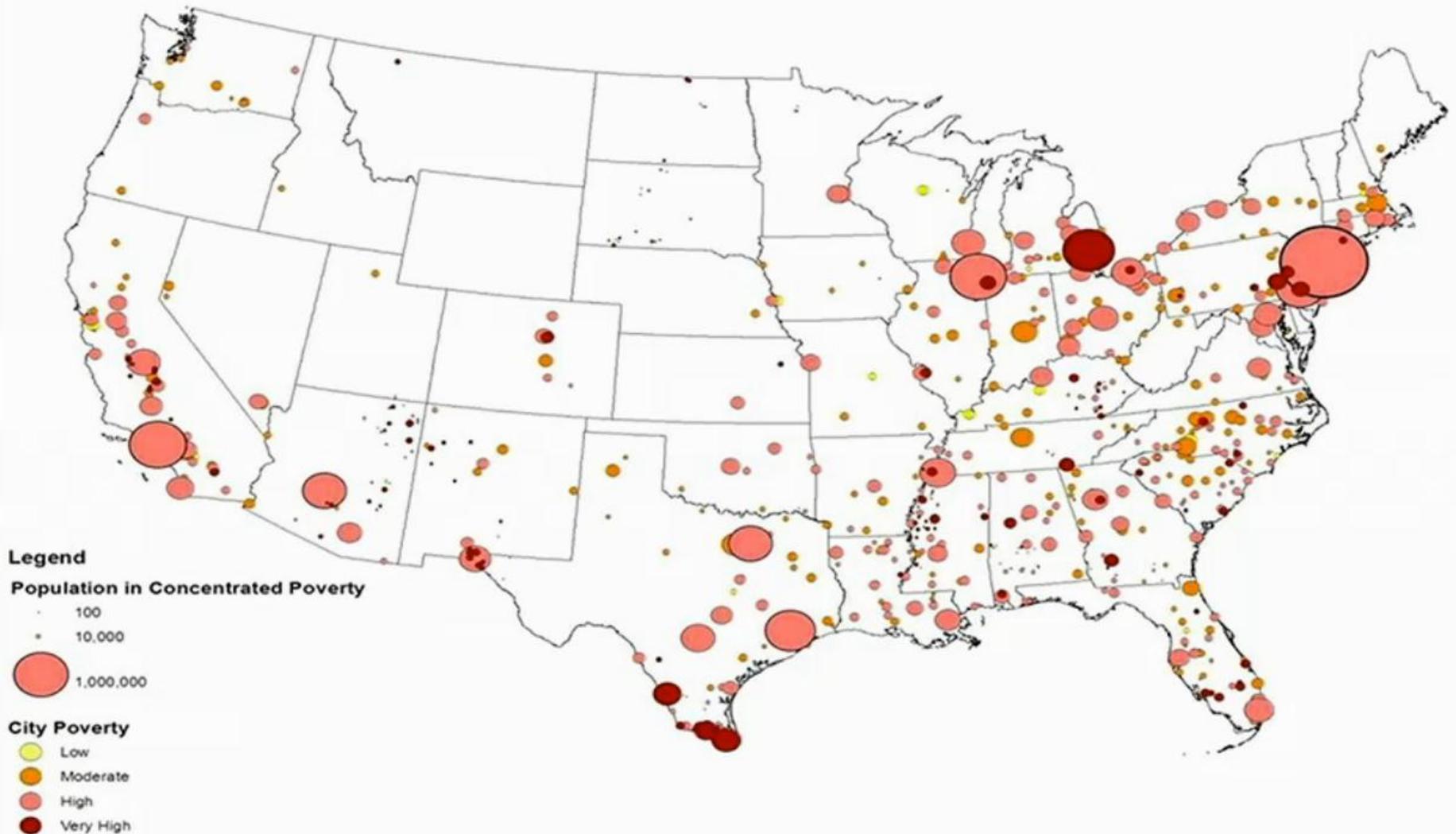
- Sprawl
- Neighborhoods
- Food Deserts
- High Tax Rates

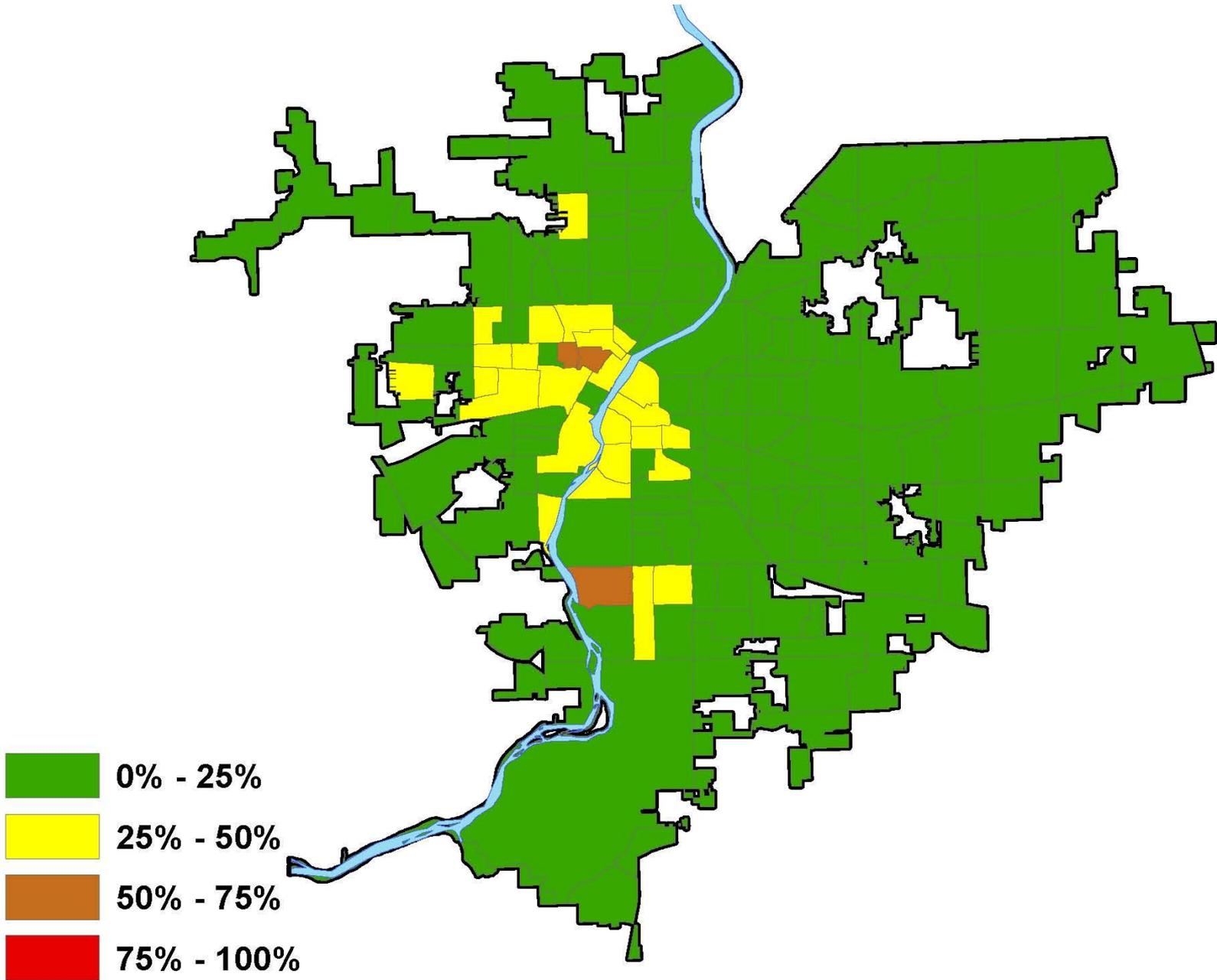


Evidence – Built Footprint 1940 vs. 2013



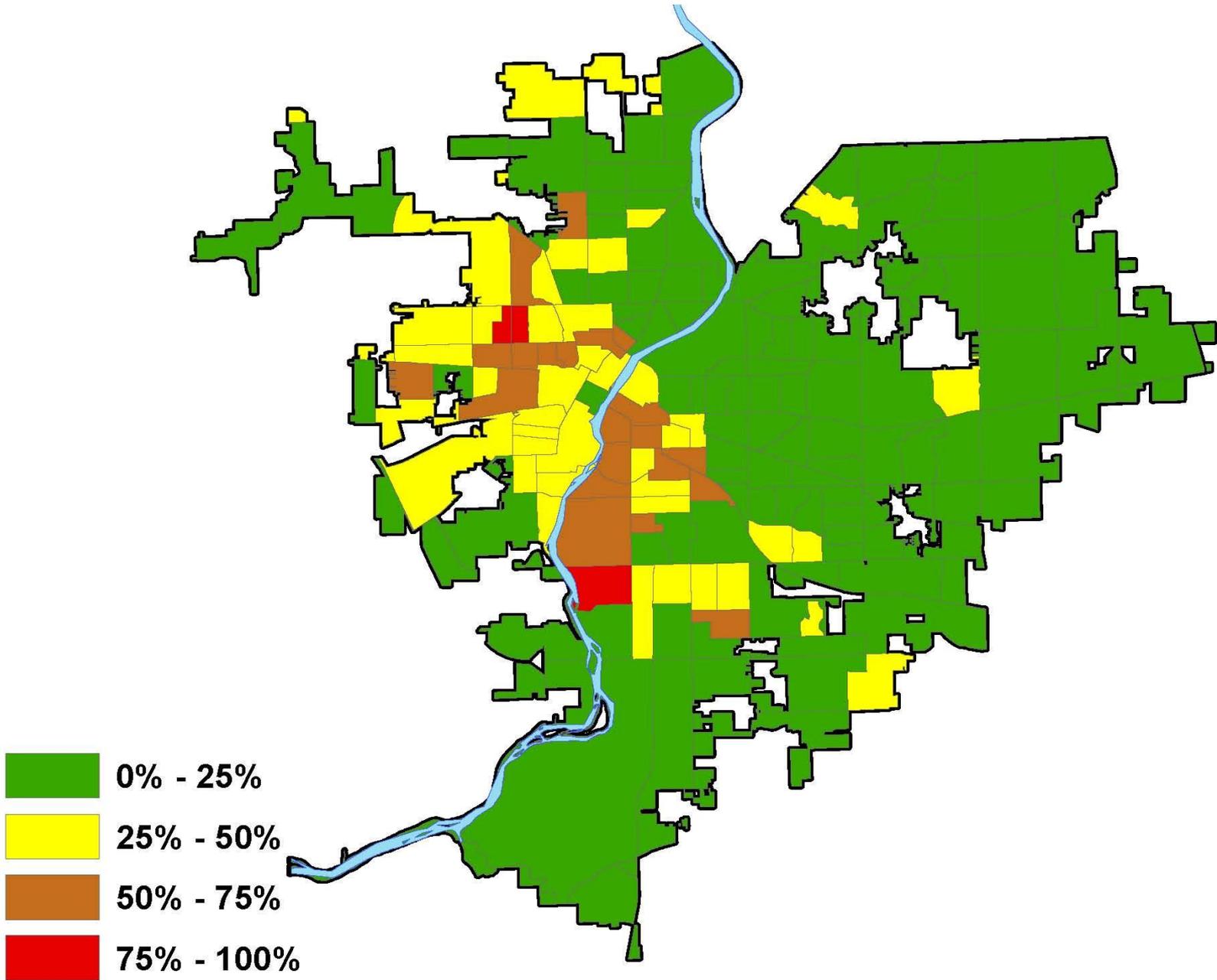
US Poverty Concentrations





2000 Rockford Persons in Poverty

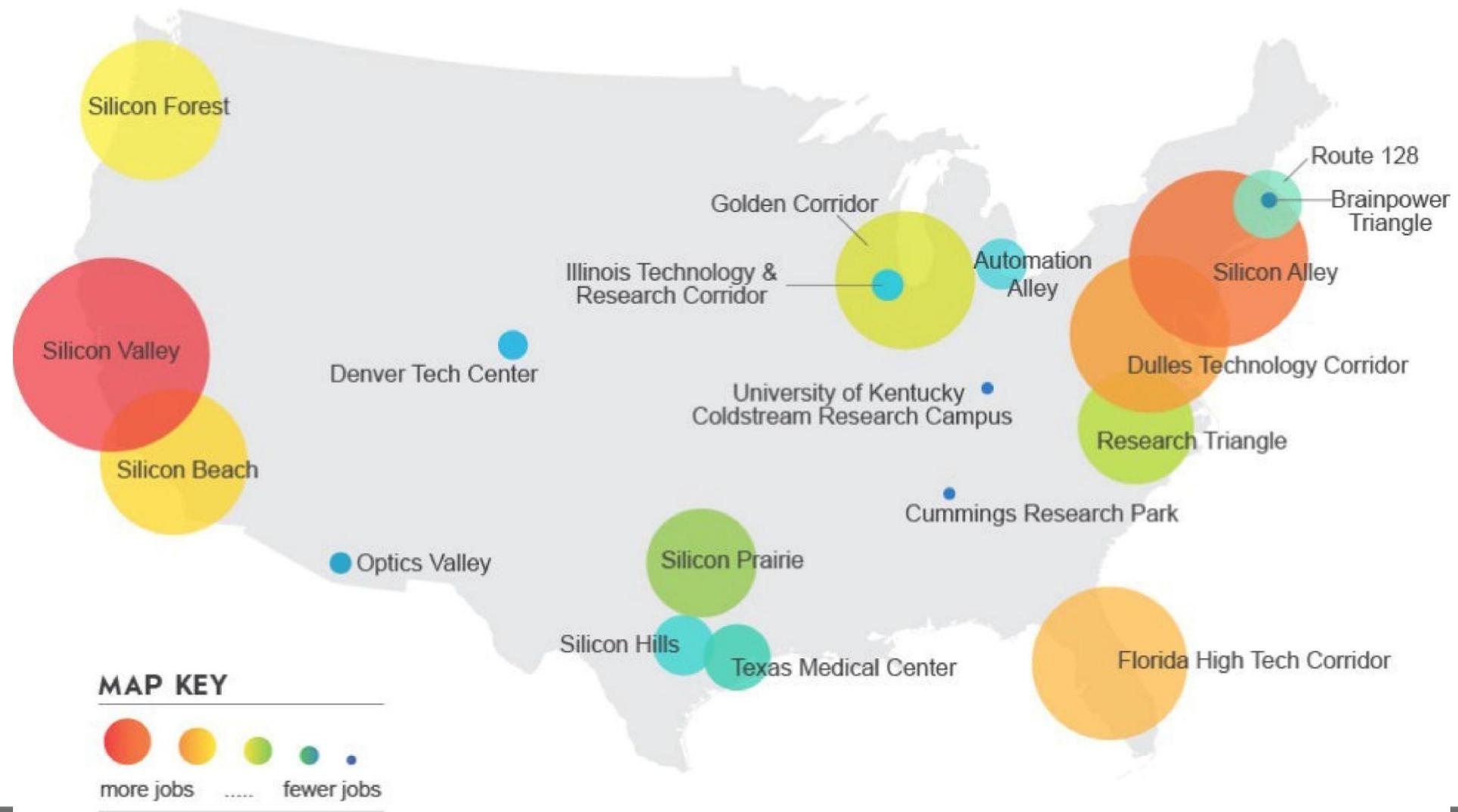




2010 Rockford Persons in Poverty



National Technology Corridors



Conclusion



Case for Change Reaction

- Let's change those conditions.
- We must strive to be great.
- Why not be a Top 25 community in 2025?
- We need to go through a Transformation Process.

6. Review & Update
(Update to Reflect Progress/Change)

5. Implement Initiatives & Measure
(Achieve Our Vision)

4. Develop Implementation Plan
(Assignment of Work)

PROCESS OVERVIEW

3. Define the Strategy
(Show the Path to Our Vision)

2. Develop the Vision
(Articulate our Future)

1. Analysis & Case for Change
(Alignment on Why)

TRANSFORMATION PROCESS



**Dec-Mar Input &
Work Sessions**

2. Develop the Vision
(Articulate our Future)

6. Review & Update
*(Update to Reflect
Progress/Change)*

**2015 &
beyond!**

**5. Implement Initiatives &
Measure**
(Achieve Our Vision)

4. Develop the Implementation Plan
(Assignment of Work)

**April -
December
2014**

3. Define the Strategy
(Show the Path to Our Vision)

1. Analysis & Case for Change
(Alignment on Why)

**NOW! Engagement Summit &
Follow-up Workshop
in December**



How we will work

- We must hold ourselves to certain standards.
- With Shared Values and a Shared Vision
 - We will know what guides us all.
 - We can learn to work together.

Inclusion

Responsibility

Caring

Interconnectedness

SHARED VALUES

Trustworthiness

Ideation

Transparency

Respect

Consensus

Inclusion

Cultivate and support an environment that fully engages our community's differences and diversity to ensure that individuals and organizations are heard, valued and supported.

1



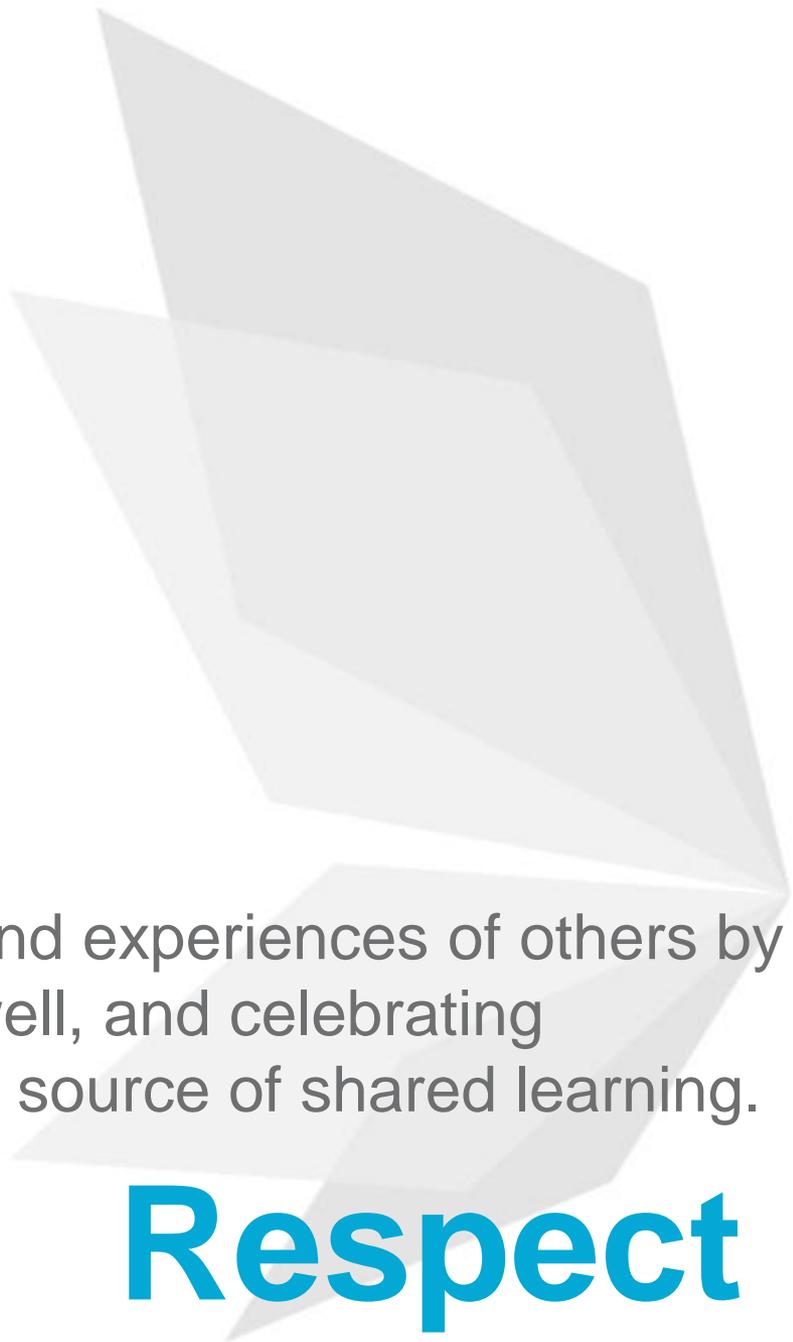


Caring

Show concern for the welfare of each person and foster a community culture that thinks and acts as one interactive and interdependent region.



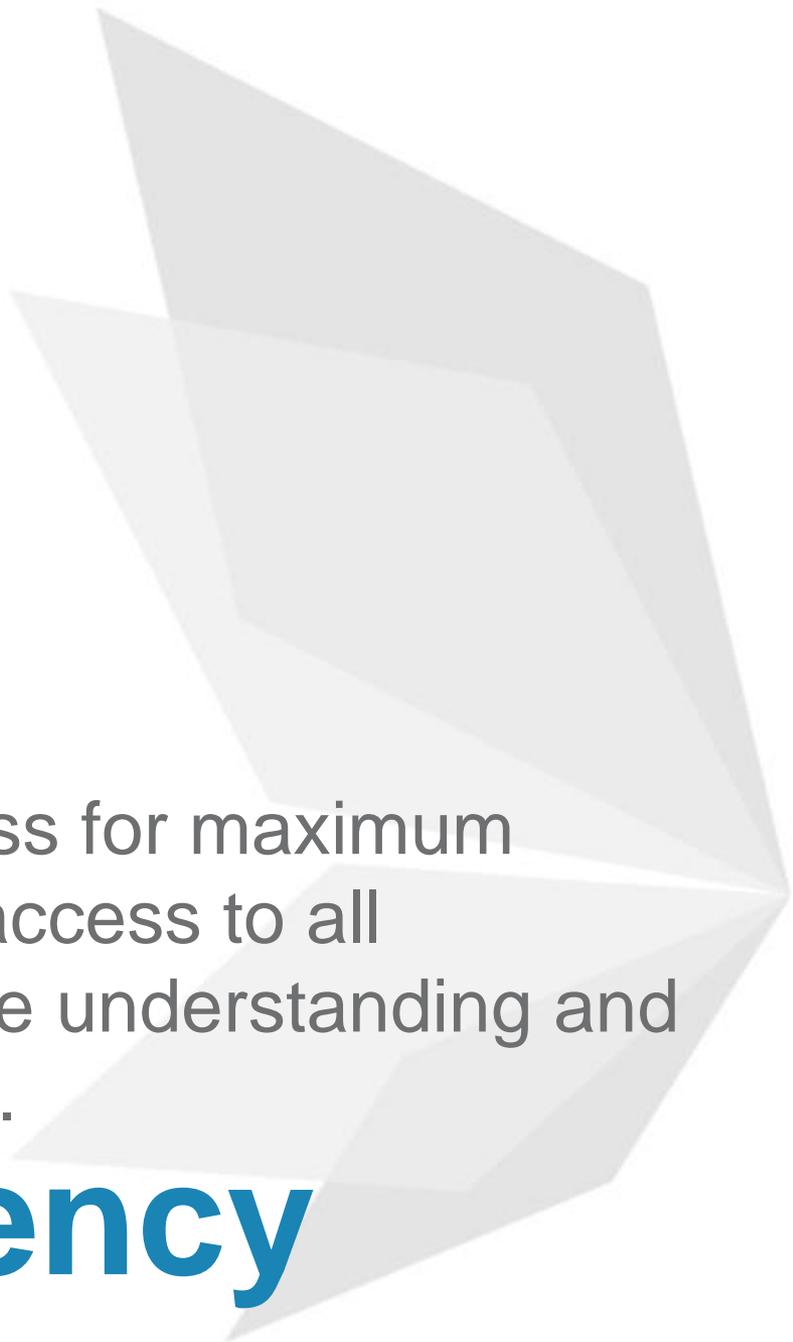
2



3

Embrace the knowledge and experiences of others by being attentive, listening well, and celebrating diversity as a strength and source of shared learning.

Respect



4

Foster an open process for maximum participant input and access to all information to enhance understanding and community ownership.

Transparency



Trustworthiness

Strive for integrity and reliable communication. Become committed to the highest levels of honesty and truthfulness.



5



6

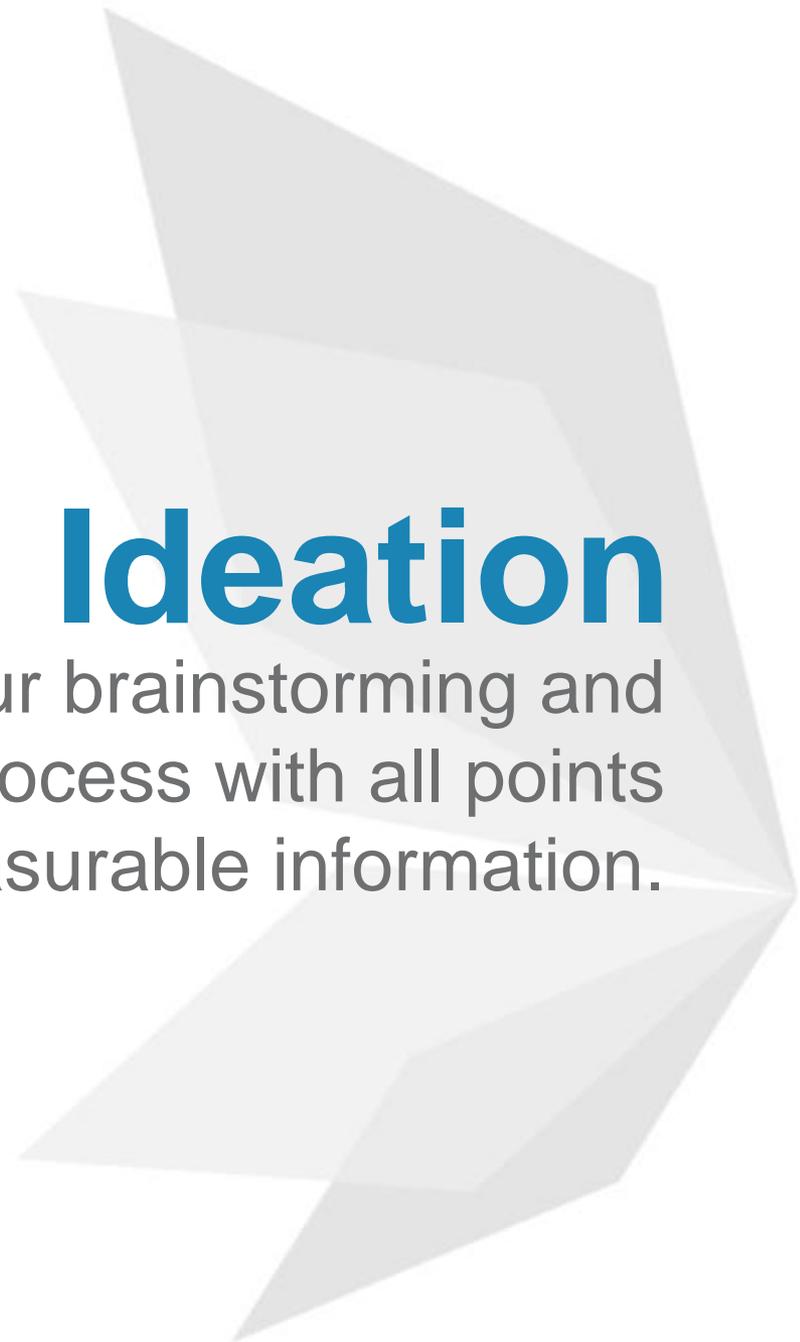
Place the greater good of our region and its transformation ahead of self or organizational interests.

Consensus

7

Ideation

Balance our brainstorming and decision-making process with all points of view and measurable information.



Responsibility

Pursue excellence and accountability of self and others by not shifting blame or taking improper credit. Participate to the fullest of our ability.

8

Will not compromise any jurisdiction's or organization's identity or decision authority, but rather look to partner and integrate shared values, goals and philosophies.

Interconnectedness

9

Inclusion

Responsibility

Caring

Interconnectedness

SHARED VALUES

Trustworthiness

Ideation

Transparency

Respect

Consensus





***Our Shared
Values are our
compass...***



ENGAGEMENT



Engagement

**SARAH
HEIDEMANN**

promise of a
brighter future

**PAULINA
SIHAKOM**

people
*participation
*power

**RUDY
VALDEZ**

we
all
matter

**KEN
BOARD**

taking
responsibility

**LORAYNE
LOGAN**

coming
together to
**TRANSFORM
ROCKFORD**

The image features a dark gray background. On the left side, there are two vertical bars: a thin blue one and a slightly wider light green one. On the right side, there is a large, abstract, multi-faceted geometric shape composed of several overlapping, semi-transparent gray polygons, resembling a stylized arrow or a cluster of facets.

QUESTION & ANSWER

A decorative vertical bar on the left side of the slide, consisting of a thin blue line and a wider green line. On the right side, there are several overlapping, semi-transparent grey geometric shapes that resemble stylized leaves or petals, arranged in a fan-like pattern.

WRAP-UP, NEXT STEPS

How is this effort different?

- Inclusive
- Transformational and Comprehensive
- Held together by Shared Values

- An orderly approach to becoming a great community

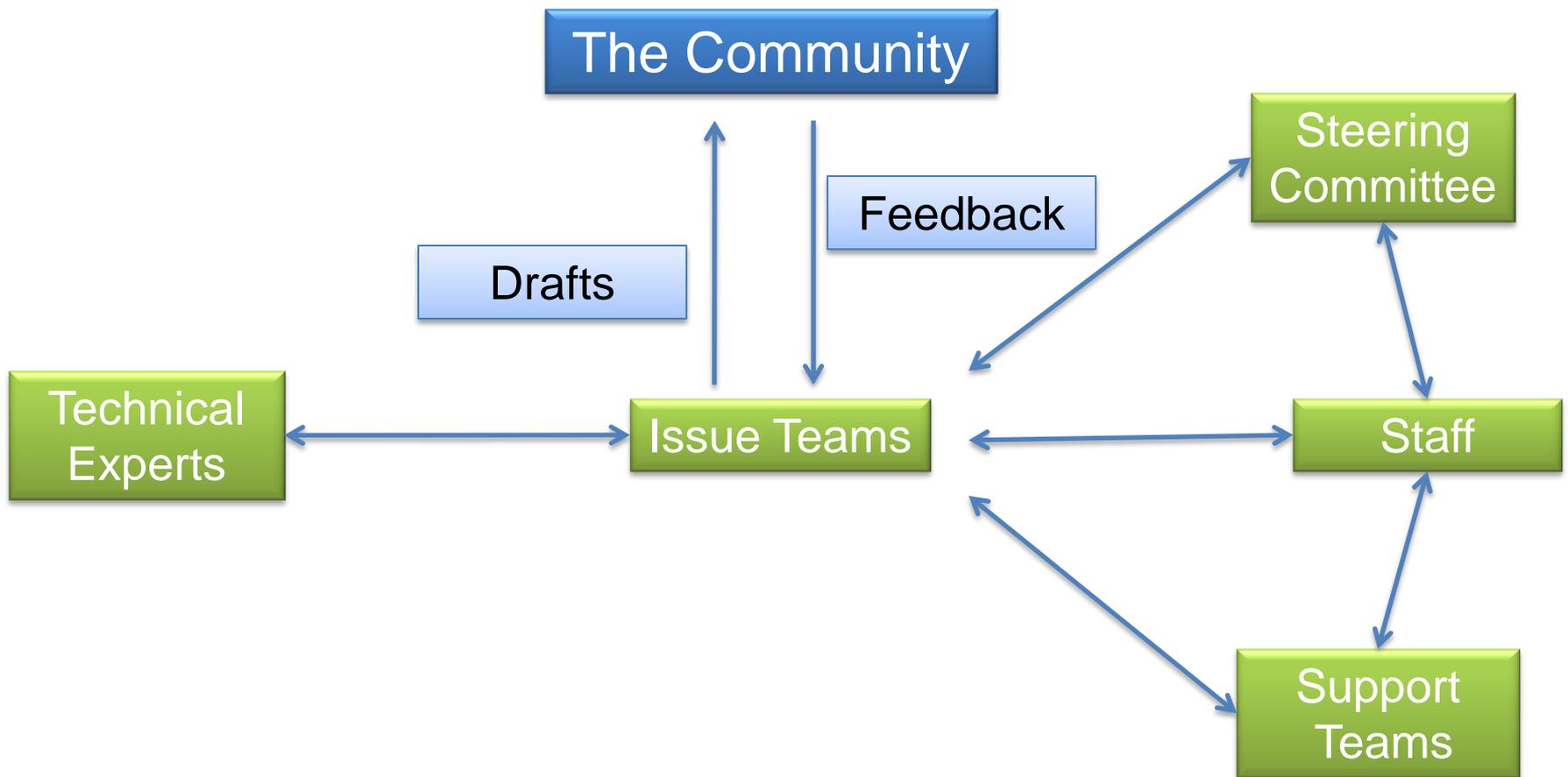
What will this be like?

- Challenging
- Public
- Messy
- Team-oriented
- Dynamic
- Rewarding

Transform Rockford Mission

- To facilitate the creation and implementation of a strategic plan by the community for the purposes of dramatically improving the social and economic well-being of the community and its residents.

Structure



Steering Committee Role

- Oversight of Executive Director
- Guidance to teams
- Set tone for values
- Ensure
 - Process moves forward
 - Help to address major obstacles
- Governance of entity

Steering Committee

Tom Gendron (Chairman)
Rob Funderburg (Vice Chairman)
John Anderson
Ken Board
Bill Gorski
Robert Head
Bobbie Holzwarth
John Holmstrom
Jim Keeling
LoRayne Logan
Paul Logli
Doug Perks
Peter Provenzano
Dave Rydell
David Schertz
Tim White

Woodward
Alpine Bank
Anderson Enterprises
Pilgrim Baptist Church
SwedishAmerican
Rockford University
Holmstrom & Kennedy
William Charles
Hinshaw & Culbertson
workplace
United Way
Eclipse
SupplyCore
Bergstrom
OSF
United Technologies

Existing Support Teams

- Communications
- Analysis
- Process
- Engagement
- Leadership
- Community Dialogue

Advance Work:

- Shared Values
- Case for Change

Next Steps

- December XX meeting
 - Revisions
 - Characteristics of great communities
 - Visioning kick-off, discussion
- January meetings
 - Public input for visioning



www.transformrockford.org

