



**CITY OF ROCK ISLAND
CITY COUNCIL STUDY SESSION
January 10, 2022 - 5:30 p.m.**

**Location:
City Council Chambers, City Hall, 3rd Floor
1528 Third Avenue, Rock Island, IL**

[Watch Live](#)

CALL TO ORDER

THIS MEETING WILL BE CONDUCTED BY AUDIO AND VIDEO CONFERENCE WITHOUT A PHYSICALLY PRESENT QUORUM OF THE ROCK ISLAND CITY COUNCIL DUE TO THE DISASTER DECLARATION ISSUED BY GOVERNOR PRITZKER.

Because of this order related to COVID-19 health concerns affecting the State and the City, the Mayor has determined that an in-person meeting at City Hall with all participants may not be practical or prudent.

Alderspersons and Staff may not all be physically present at City Hall due to the disaster and physical attendance at City Hall may be limited. To participate remotely during the Public Comment or Public Hearing portion of the meeting, please join by phone at 1 413-398-0461 PIN: 724 413 077#.

ROLL CALL

PUBLIC COMMENT

WEST END ASSESSMENT & RECOMMENDATIONS PRESENTATION

Documents:

[WEST END PRESENTATION.PDF](#)

MOTION TO ADJOURN.

Adjourn to January 10, 2022 at 6:45 p.m.

RC Roll Call vote is needed.

This agenda may be obtained in accessible formats by qualified persons with a disability by making appropriate arrangements from 8:00 am to 5:00 pm, Monday through Friday, by contacting the [City Clerk's Office](#) at (309) 732-2010 or visiting in person at: 1528 Third Avenue, Rock Island, IL 61201.

ROCK ISLAND – WEST END

Assessment & Recommendations

- Overview
- Assessment Findings
- Recommended Strategies
- Next Steps



INTRODUCTION

Project Overview

Goal

- 1) Assess the needs and opportunities in the West End
- 2) Make recommendations to the City Council and the John Deere Foundation on how to improve the lives and livelihoods of West End residents.

Project Team

City of Rock Island
Community and Economic
Development
Department

Martin Luther
King, Jr.
Community
Center

Community Conveners

West End
community
leaders and
representatives

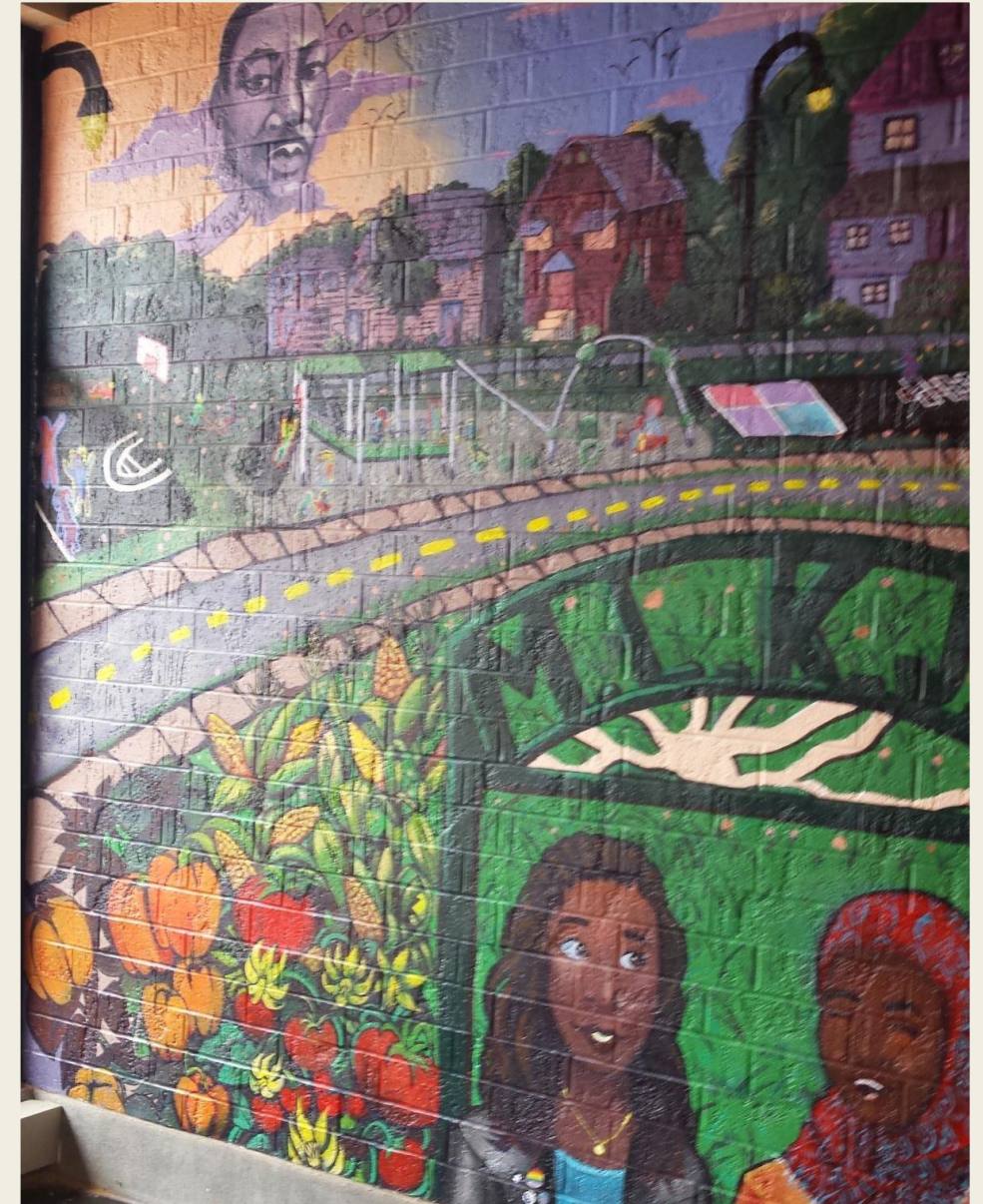
Funders

John Deere

City of Rock
Island Community
and Economic
Development
Department

Consultant Team

Enterprise
Community
Partners



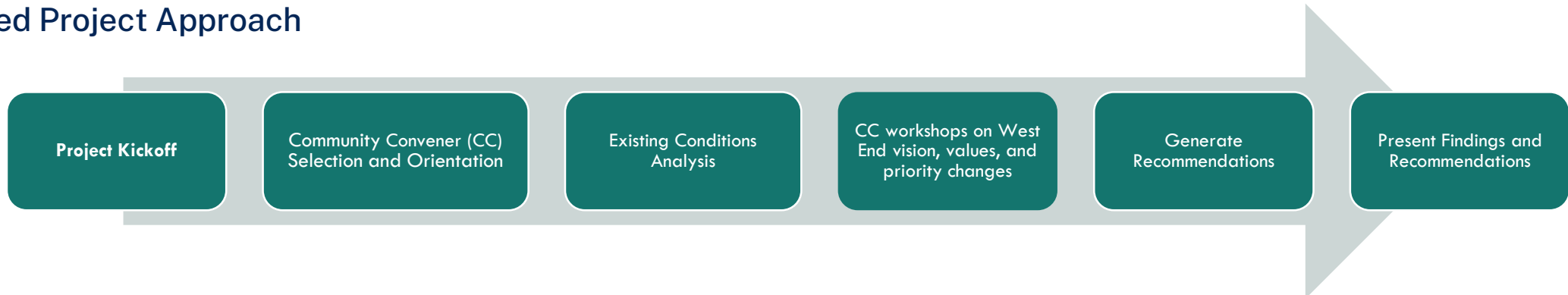
INTRODUCTION

Project Overview

Initial Project Approach



Revised Project Approach



ASSESSMENT FINDINGS

ASSETS

*What is working well?
What can we build on?
What are we proud of?
What resources do we have?*

- **City of Rock Island Programs and Investments**
 - **Douglas Park**
 - **Social Capital**
- **Trusted Community Leaders and Organizations**

DISPARITIES

*What could improve?
What threats do weaknesses expose?
What threats could cause harm?*

- **Lack of Safe, Quality Affordable Housing**
 - **High Rate of Disconnected Youth**
 - **Lower Home Values**
- **Limited Access to Healthy Food and Other Needed Amenities and Services**
 - **Low Economic Security**
 - **Underperforming Schools**
- **Higher Rates of (Severe) Housing Cost Burden and other Housing Problems**
 - **Poor Infrastructure**

ASSESSMENT FINDINGS

BARRIERS

Where are there fewer resources than others/than needed?

What other barriers must we be aware of?

Do people from all parts of our community recognize the need for change?

- **Constrained Resources**
- **Communication and Access Issues**
- **Insufficient Focus on Equity**
 - **Siloed Efforts**
 - **Low Civic Capital**

WINDOW OF OPPORTUNITY

What are stakeholders asking for?

How can we meet the needs of our stakeholders?

What trends can you take advantage of?

How can you turn strengths into opportunities?

- **Influx of Public and Philanthropic Funding**
 - **School District Improvements**
 - **Increasing Minimum Wage**
 - **Rise United**

Vision

The West End is a preferred place to live and thrive.

Values

Justice & Equity

Inclusion

Trust

Collaboration

Empowerment

Respect

Communication

Goal

Build the West End community's wealth, power, and livability

Cross-Cutting Keys to Success

Equity-Centered

Design for Multiple Impacts

Cross-Sector Collaboration

Long-term Impacts

Healing Centered, Culturally & Linguistically Competent Approaches



Black Pride Mural. Riley Jones, Dana Harrison (Limone), and Brandon Warner (ASPATE), Installed 2021

RECOMMENDED STRATEGIES



Objective 1: Strengthen civic capital in the West End

Strategy 1.1 Develop and deploy comprehensive, proven racial equity strategies within City of Rock Island government

Strategy 1.2 Hire to enhance and model authentic communication, meaningful engagement, and inclusive community leadership

Strategy 1.3 Create a locally-run West End Community Development Corporation

Strategy 1.4 Fund and support West End community organizing, advocacy, and engagement

Strategy 1.5 Fund participatory budgeting process that focuses on directly engaging historically excluded communities (i.e., West End residents) in selecting investments



Objective 2: Build West End residents' assets and incomes

Strategy 2.1 Create a service corps and other public sector jobs that meet immediate recovery needs and create long-term living wage job opportunities

Strategy 2.2 Require local and/or targeted hiring and living wages for the temporary and permanent jobs created by projects supported by recovery funding

Strategy 2.3 Explore a collective impact model for workforce development focused on closing racial disparities

Strategy 2.4 Pilot a guaranteed income program

Strategy 2.5 Provide access to affordable, mainstream, digitally enabled banking products

Strategy 2.6 Fund and incentivize children's saving accounts

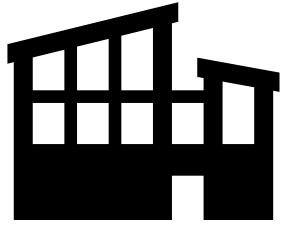


Objective 3: Increase housing stability and quality and community control of land and housing

Strategy 3.1 Expand proactive rental inspection program to increase housing stability and quality, while protecting tenant rights

Strategy 3.2 Expand approaches to stabilize low-income homeowners

Strategy 3.3 Explore the creation of a community land trust to establish long-term community control and affordability



Objective 4: Increase the economic vitality of the West End

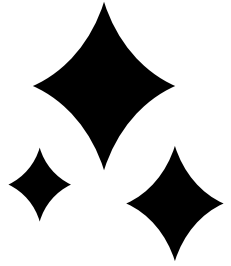
Strategy 4.1 Build and resource a large facility in the West End to house community groups, services, and amenities for more West End residents

Strategy 4.2 Leverage publicly- and partner-owned property in the West End

Strategy 4.3 Catalyze development on 11th Street corridor to attract more needed services and amenities to the West End

Strategy 4.4 Adopt a community navigator model to support West End businesses and entrepreneurs

Strategy 4.5 Establish purchasing policies that give preference to local Disadvantaged Business Enterprises



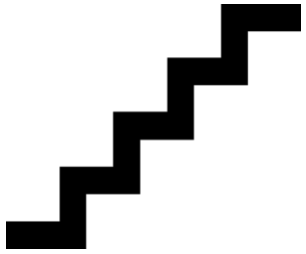
Objective 5: Improve the infrastructure and visual design of the West End

Strategy 5.1 Strengthen affordable broadband access for all

Strategy 5.2 Complete streetscape improvements to increase mobility and beautification

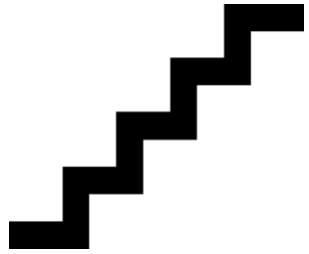
Strategy 5.3 Amplify local character through placemaking initiatives

NEXT STEPS



1a Develop a plan and infrastructure for implementation

- Establish and support a cross-sector Implementation Team.
- Develop and rollout a stakeholder engagement and communications plan that builds community trust and confidence.
- Define measurable goals, performance metrics, and indicators.
- Conduct feasibility deep-dive on strategy recommendations.
- Change management and leadership development.
- Develop Year 1-3 Implementation, Monitoring, and Evaluation Plan



1b Prepare a Neighborhood Revitalization Strategy

In partnership with the City of Rock Island's Community and Economic Development Department, prepare a Neighborhood Revitalization Strategy for CED to submit either as an amendment to its existing 2019-2023 Consolidated Plan and/or as part of its 2024-2028 Consolidated Plan.

Discussion

