



Rock Island's West End Revitalization

Working Group Kick-off
March 2023

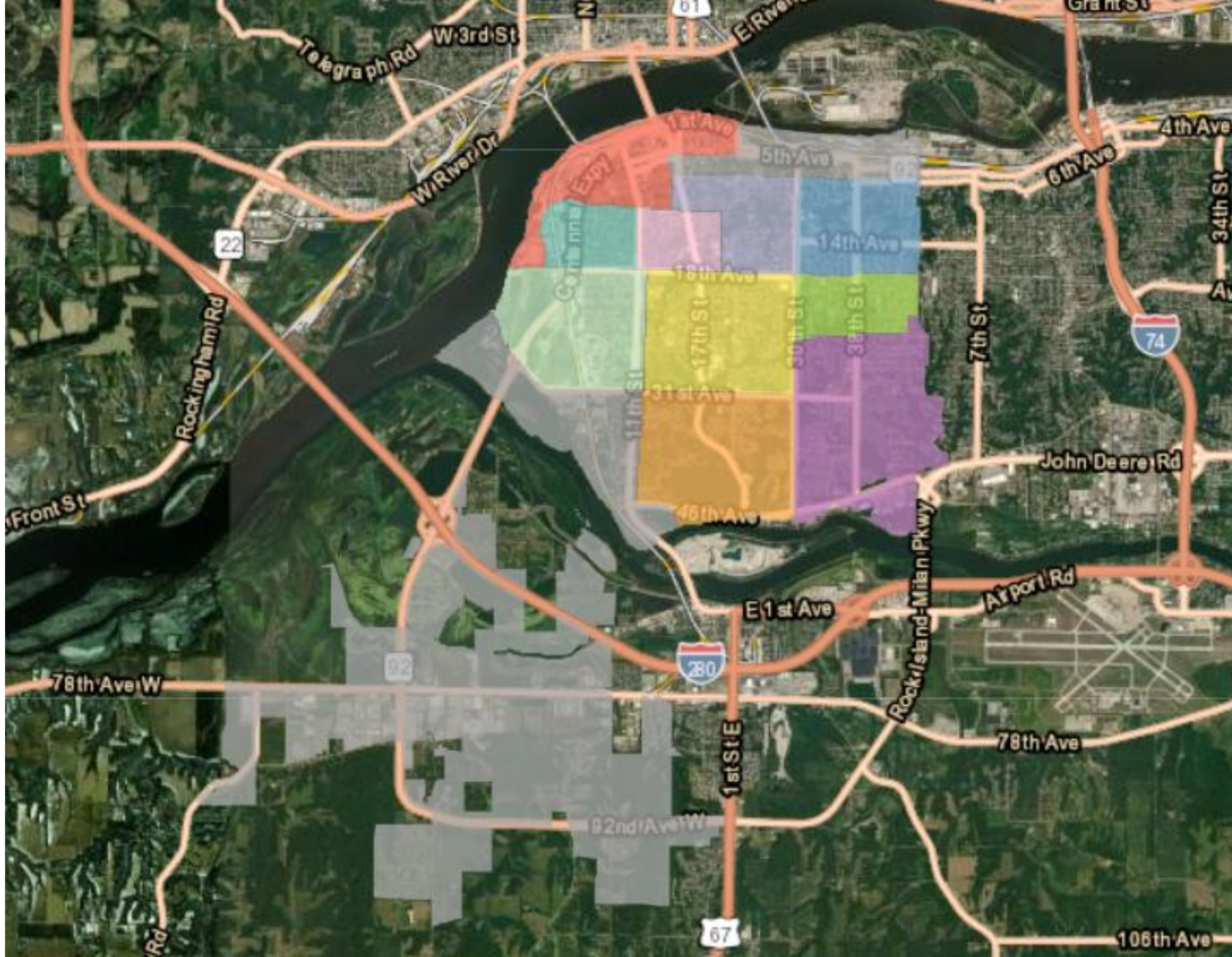
mlkcenter.org/westend

Origins

- City of Rock Island was approached by a funder in 2018
- Initial proposal completely missed the mark
- City and funder invested in a community assessment
 - Project team: MLK Center & CED
 - Community conveners
 - Consultant: Enterprise Community Partners

Assessment Goals

- Use community-focused, participatory processes
- Assess the needs and opportunities in the West End
- Make recommendations to the City Council and the funder on how to improve the lives and livelihoods of West End residents





Assessment Research Questions

- What are the existing conditions in the West End?
- What changes do residents want to see?
- What is residents' vision for a transformed West End?

Assets

- City of Rock Island programs and investments
- Douglas Park
- Social capital
- Trusted community leaders and organizations

Disparities

- 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

Barriers

- Constrained resources
- Communication and access issues
- Insufficient focus on equity
- Siloed efforts
- Low civic capital

Opportunities

- Influx of public and philanthropic funding
- School district improvements
- Increasing minimum wage
- Increased attention to social and economic disparities

Recommendations

- Strengthen civic capital in the West End
- Build West End residents' assets and incomes
- Increase housing stability and quality and community control of land and housing
- Increase the economic vitality of the West End
- Improve the infrastructure and visual design of the West End

Vision

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

Values

Justice & Equity

Empowerment

Inclusion

Respect

Trust

Communication

Collaboration

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 (ASPHATE), Installed 2021



What's different this time?

- Collective Impact is a new model for engagement, involvement and participation
- Long-term, transformational vision
- Comprehensive
- Community-driven
- Addresses symptoms and root causes
- Commitment from funders, elected officials

COLLECTIVE IMPACT



The Process – Collective Impact

Common Vision

All participants share an agenda for change that includes a common understanding of the goals and a joint approach to create agreed-upon actions.

Shared Measurement

All participants agree on how to measure and report on progress, with a short list of common indicators identified to drive learning and improvement.

Backbone Support

Independent, dedicated staff providing support and key functions for the sustained operation of the collective impact initiative.

Mutually Reinforcing Activities

A diverse set of stakeholders across sectors, coordinate a set of differentiated, mutually reinforcing set of activities.

Continuous Communication

All players engage in frequent, structured communication to build trust, assure mutual objectives, and create common motivation.

A Collective Impact Structure

Common Agenda and Shared Metrics

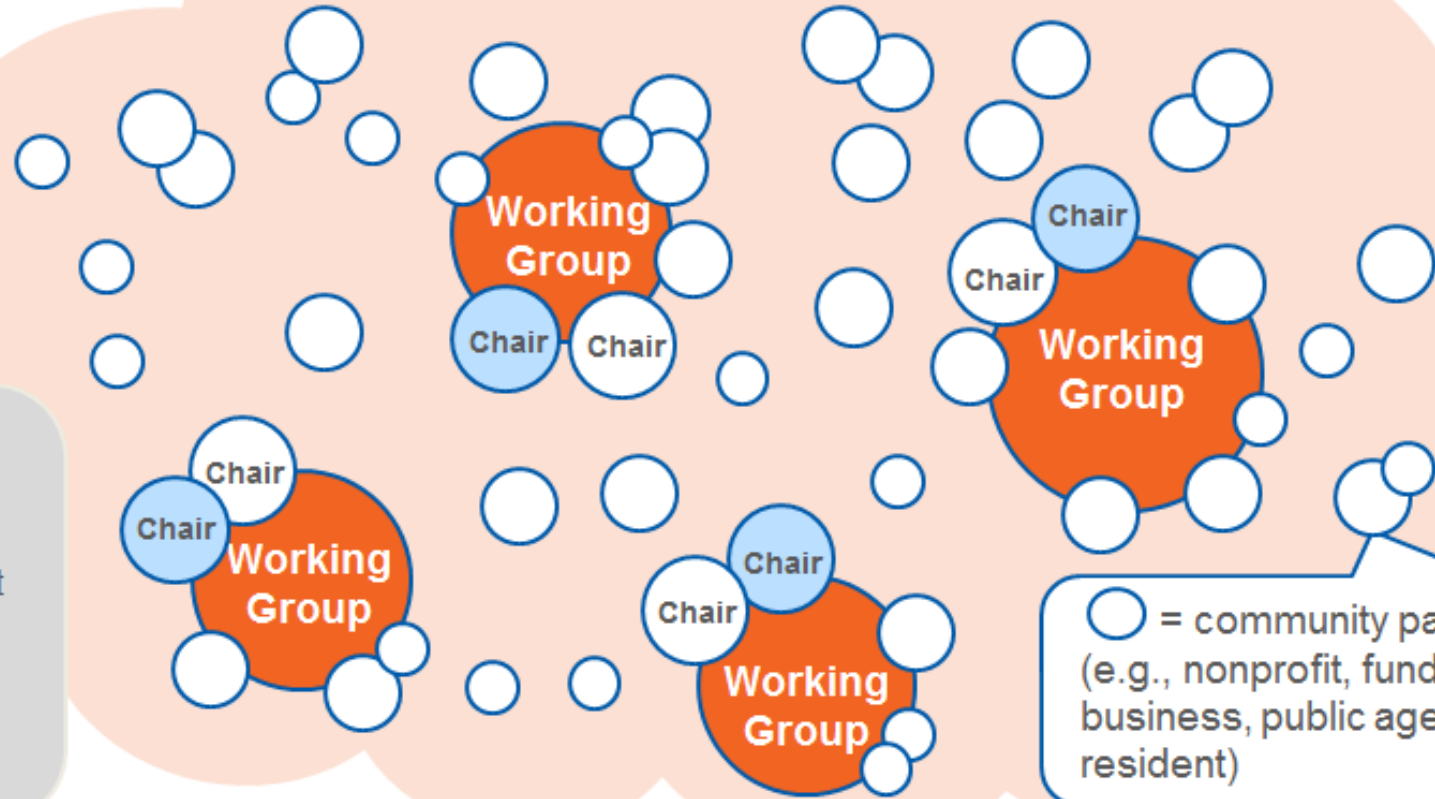
STRATEGIC GUIDANCE



BACKBONE SUPPORT

- Guide strategy
- Support aligned activities
- Establish shared measurement
- Cultivate community engagement and ownership
- Advance policy
- Mobilize resources

PARTNER-DRIVEN ACTION



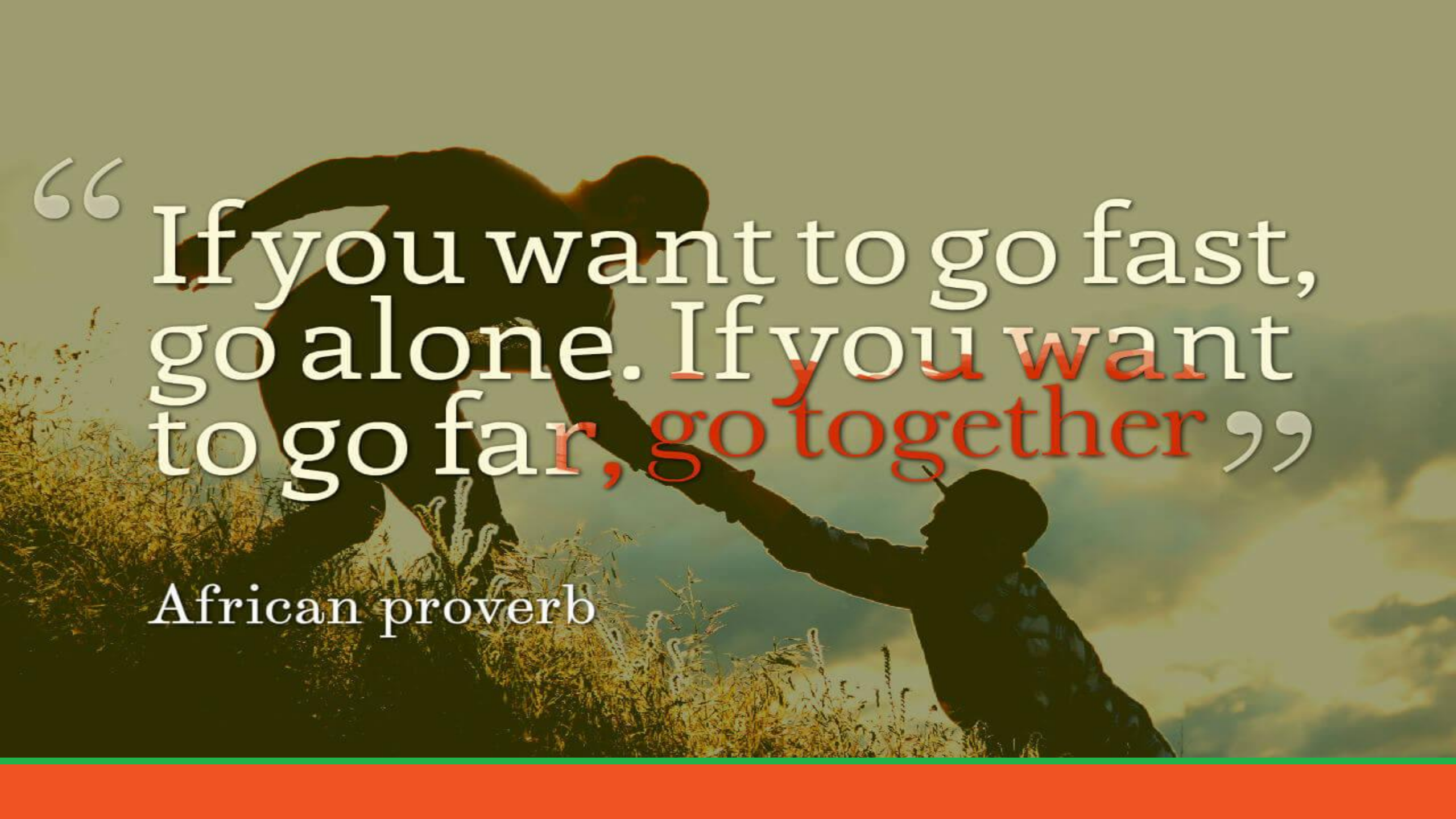
○ = community partner
(e.g., nonprofit, funder,
business, public agency,
resident)

MLK Center as the Backbone

- Cultivate community engagement & ownership
- Ensure fidelity to vision, strategy & values
- Support aligned activities
- Implement shared measurement practices
- Facilitate advancing policy
- Mobilize resources

Moving forward: next 6-12 months

- Establish working groups
- Hire project coordinator
- Strategies to be determined and refined
- Create short- and long-term plans and budgets
- Quick wins
- Secure investment from funders



“If you want to go fast,
go alone. If you want
to go far, go together”

African proverb