

# Sustainable Rockford

Rockford Sustainability Committee  
vision:priority:action

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## Executive Summary

The Rockford Sustainability Committee assembled to establish goals to improve energy, waste, water, land, transportation, and community for the city. Committee members gathered to generate and prioritize key areas as well as developed a framework of four primary actions to accomplish the top priority of diverting more waste. Further actions include expanding upon other high priority areas while outlining a timeframe for implementation.

## Vision

In harmony we will reduce, replace and renew, nurturing a culture that provides a robust quality of life.

We will grow to be an efficient, effective and resilient community, embracing a triple bottom line.

## Priority 1 [7votes]

### **Divert More waste:**

Recycle: Reuse: Compost



## Priority 2 [5votes]

### **Educate:**

Community: Schools

Change Behaviors



**CAMPAIGN FOR**  
SUSTAINABILITY EDUCATION

## Priority 3 [4votes]

### **Water quality:**

Storm Water: Clean Water



## Priority 3.1 [4votes]

### Sustainability Rating:

Business

Restaurants

Schools





QUADRANT EXERCISE : TO DIVERT WASTE WE NEED TO.....

## Enhance

- recycling stations downtown
- community awareness
- curb-side recycling
- messaging to recycle
- educate @ blues festival
- current yard waste vendor
- collaboration between restaurants

## Reduce

- confusion about recycling
- yard waste
- trash containers
- plastic and plastic straws
- dumpsters

## Create

- signage program
- incentive program
- social media program
- rewards
- compost solution
- special event recycling req.
- waste audits
- yard waste policy
- summer education festival
- recycling policy

## Eliminate

- plastic
- styrofoam
- plastic bags @ grocery stores
- trash cans

progressive|ae