

Over 1300 greater Racine community members were asked the following question:

By 2030, what does Racine need to be a flourishing community we're all proud to call home?

Visioning a Greater Racine has compiled their responses and developed the following eleven goals with aspirational statements. Implementation teams called W.A.V.E. Teams (Working, Action, Visioning & Engagement) are now being formed to explore and address what our community has envisioned.



VISIONING
a greater
RACINE

REVITALIZATION

Our community will promote commercial and residential development by supporting revitalization of key neighborhoods.

- Downtown
- Uptown
- West Racine
- Douglas Avenue
- Regency Mall
- Root River/Machinery Row

TRANSPORTATION

Our community features a variety of local and regional transportation options that connect people to opportunities.

- Efficient, frequent local public transportation
- Affordable services to transport elderly and disabled
- Infrastructure for bike and pedestrian pathways throughout the area
- Commuter rail line connecting Racine to Chicago, Kenosha, Milwaukee, and Madison.
- Faster, more welcoming, attractive arteries from I-94 to downtown

EDUCATION & YOUTH

Our community will have access to outstanding educational opportunities, both public and private. We will be a community where every child is loved and prepared to succeed.

- RUSD is 1st choice—cutting-edge, positive, safe, well-funded, and supported by parents, leaders, and teachers
- Innovative education that prepares kids to compete globally
- Encourage parental involvement by instilling the importance of education
- Birth to 3-years-old program is available for school readiness
- Staff at schools reflects the diversity of the population attending
- Create excitement about going to school
- Provide community service, work study, internships, and mentoring
- More community schools like Knapp
- More trade schools and technical training
- Life readiness training
- Improved facilities and programs for children and youth that are affordable and close to where you live
- Opportunities for youth to be involved in the community, both paid and volunteer
- Children's Museum
- Parental involvement and more family-oriented activities

SOCIAL JUSTICE

Our community will have a dynamic culture of equity, justice, and respect featuring safe neighborhoods; opportunities for people to move out of poverty; well-maintained housing for a variety of income levels; & access to nutritious food.

- Leaders need to create a sense of urgency to move forward and work together
- More face-to-face interaction
- Become an “all-inclusive” community with more diversity on boards and agencies
- Attract, train, and prepare a diverse representation of leaders at all levels
- Community centers that encourage community engagement
- Government/business/non-profits should hire “expeditors” to coordinate efforts, implement ideas, and complete initiatives

PRIDE & POSITIVE SELF-IMAGE

Our Community exhibits a positive self-image and confidence in the future.

- Build on our assets and history to change the current narrative and create a positive identity
- Promote a vision for the future
- Change the attitude from “We can’t afford to” to “We can’t afford NOT to”
- Increase marketing and promotion for the Greater Racine area



HEALTHY PRODUCTIVE LIVES

Our community will provide affordable and accessible human services.

- Health care, mental health, substance abuse, homelessness, and preventive care
- Well-funded services, transportation, and job training for the disabled
- More centers and activities for seniors
- More child care options
- Free clinics for low-income
- Reduce incarceration rates, provide alternative service, and support re-entry
- Create a culture of kindness, caring and respect for those with needs

THRIVING ECONOMY

Our community will have a thriving 21st Century economy with a diverse economic base that retains and attracts people to both live and work here.

- An Incubator to attract and support start-ups and new technologies
- Workforce training for a well-trained and ready workforce
- More jobs that provide living wages and raise the standard of living
- Full employment
- Better paying jobs for youth
- Government and non-profits hire people to improve the community. A thriving community will attract more companies to stay or move here.

MODEL OF ENVIRONMENTAL SUSTAINABILITY

Our community becomes a model for practices and policies that protect and enhance natural resources.

- Become a model for practices and policies that protect and enhance natural assets
- Keep water quality high
- Be a leader in the preservation of the Great Lakes
- Balance green and developed areas
- “Greener Racine” : Being a green sustainable community- energy, green space, etc.
- Cleaner environment

CULTURE & RECREATION

Our community will be a cultural hub with a vibrant arts scene; expanded recreational facilities and opportunities; and a coastal destination for national and regional visitors.

- A performing arts center that draws people here as a destination for all ages
- More community social events with arts and music
- Events held downtown all year long
- More arts programming for children and youth in schools and community centers
- World class library
- “Art Maker” incubation for creative ideas and work
- Provide incentives, such as reduction in mortgage, for artists to live here
- Mosaics—use mosaics as an artistic metaphor for rebuilding the city
- Sports facilities and recreation centers for all ages, close to where people live, good use of abandoned buildings
- Ice-skating rink
- Summer and after school recreational programs for children and youth
- Better playgrounds for children
- Wellness Centers, promote healthy lifestyles for all
- Indoor/outdoor public pools
- Tournaments and events
- More restaurants including ethnic options
- More food trucks and vendors

DIVERSE & COLLABORATIVE LEADERSHIP

Our community promotes resilient, diverse, collaborative leadership across Municipalities, Business, Education, Non-Profit, and Faith-Based organizations.

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VIBRANT ATMOSPHERE FOR YOUNG ADULTS

Our community will be an exciting location for young adults offering a climate that attract them to live, work, and play here.

- Affordable housing
- Jobs and training
- Nightlife and cultural activities
- Bike pathways and recreation
- Support for new ideas and start-ups
- Quality of life enhancers

**Listen. Engage. Do.
Let's Get To Work.**

Join a W.A.V.E. Team NOW!

**Contact us to sign up or for more information:
info@VisioningAGreaterRacine.org**