

Rock River Valley Regional Visioning Project

Rockford Register Star (Gannett Inc.)

The Rockford Register Star, a Gannett newspaper, wanted to cap a series of more than two dozen studies conducted over a 10-year period to set communities priorities for four counties in its northwest Illinois circulation area. The company developed a survey, and UTS Web-enabled it. Information was gathered for two weeks; UTS gathered this into Excel files and created graphs and reports with it. These reports are being used in presentations and briefings conducted by a partner company, valueideas.com, a Rockford-based entrepreneurial development firm. It and 10 other agencies and companies took part in developing the survey and its questions.