

Low Tech Citizen Engagement

Wally Bobkiewicz, City Manager
Erika Storlie, Community Engagement Manager
City of Evanston, IL



Why Do We Do This?

- We have Twitter, Facebook, e-Newsletters, Blogs, text messaging and much more BUT...
 - **We still need to reach those who are not engaged in high tech mediums**
- Traditional print is still effective for those who are not “plugged” in
- Non-traditional sources are cost effective
 - What you already do can be augmented
- Person to person contact is important and yields results

Evanston, IL

- Population 75,000
- Economically and racially diverse community on the Chicago border
- Home to Northwestern University & Rotary International



Community Engagement Division

- Division of the City Manager's Office
- Created in 2010 to centralize and streamline marketing, communication and outreach for the city
- Staff of 6 FTE's are versatile in web, social media, design, engagement & partnerships

Water Bill Envelope



**HISPANIC
HERITAGE
MONTH
KICK-OFF**

SUNDAY, SEPTEMBER 15, NOON-5PM

Robert Crown Center
cityofevanston.org/hispanicheritagemonth



**EVANSTON
GREEN LIVING
FESTIVAL**

SATURDAY, SEPTEMBER 28, 9AM-3PM

Evanston Ecology Center
evanstongreenfest.org



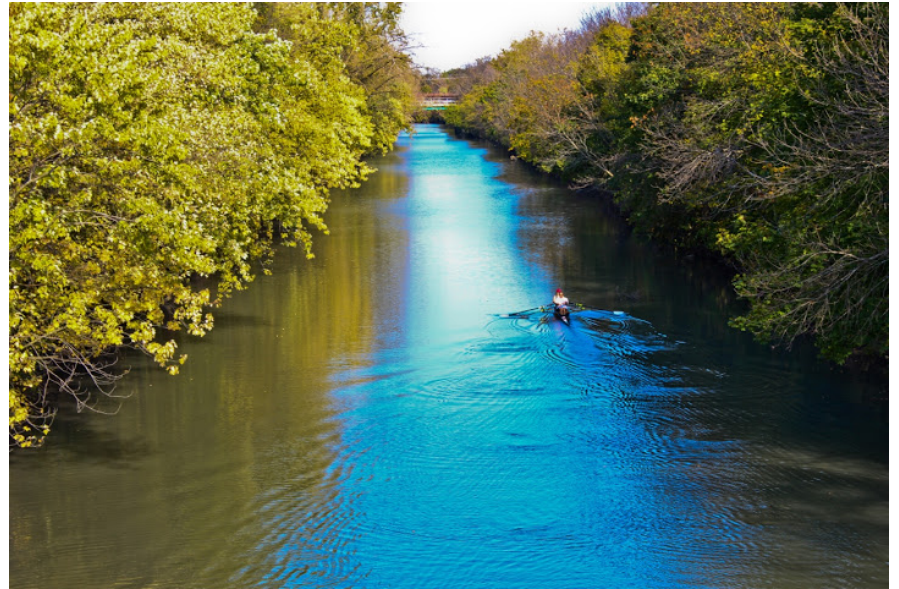
**Bike
the
Ridge**

SUNDAY, SEPTEMBER 29, 9AM-1PM

Ridge Ave. from Howard St. to Church St.
cityofevanston.org/biketheridge

Photo Contest

- Capture Evanston
- through all 4 seasons
- Residents submit pictures and 32 are selected for seasonal edition of book
- Held twice per year
- Photos reused for city purposes



Mobile 311

- Starlight Concert/Food Truck Festival
- Farmers' Market
- Ward Meetings
- 40 Events during 2013



EvanstARTS

- Public input process for arts in Evanston
- Included public listening sessions, online surveys, stakeholder interviews, focus groups



Problem Solving Team (PST)



- Uniformed officers provide highly visible motorized, foot and bike patrol in neighborhoods.
- Make personal contacts with area residents and merchants
- Attend neighborhood meetings/block club development, security surveys



Budget Outreach

- Department directors at grocery stores
- Hand out budget info at transit stations



CommUNITY Picnic

- Free food, activities, entertainment
- Coincides with start of school year



Boards & Commissions

- 41 Boards, Commission & Committees
- Each has a work plan that is presented to the City Council

Women Out Walking (WoW)

- 4th Annual 12 week walking program designed to encourage women in Evanston to lead healthier lifestyles
- 800 participants in 2013



Mobile Tap Water Station



Ward Meetings

February
7
2013

Thursday
7-9 pm
Three Crowns Park
2323 McDaniel Ave.
Evanston, IL 60201

6th Ward Alderman Mark Tendam
7th Ward Alderman Jane Grover

JOINT 6TH & 7TH WARD MEETING

- Utilities update: ComEd addresses infrastructure and outages
- Mary Erickson reports on the Evanston Police and Fire Foundation
- Learn about Lend – NU (lending for Evanston and Northwestern Development) <http://lendevanston.com/>

For more information, call 3-1-1



City of
Evanston

Questions/Comments?

More info available at cityofevanston.org



ICMA
99TH ANNUAL CONFERENCE
BOSTON
NEW ENGLAND 

September 22-25, 2013