



**TLG and LMC 2016 Case Study Application**

**Future Ready Communities**

**DUE:** September 4, 2015



**Email to:** Ryan Spillers at [rspillers@transformgov.org](mailto:rspillers@transformgov.org)

**COVER PAGE**

- 1. Case Study Title: Age-Friendly Evanston!
- 2. Case Study Category (Select only one, selection identified by highlighting your choice):

**Planning for Your Future**

Creating an Inclusive Community

Reinventing Local Government

Community Networks

Blinders

- 3. Jurisdiction Name: Evanston, IL

- 4. Jurisdiction Population (US Census): 75,000

- 5. Would you like the application to be considered for our Rapid Fire Session? (Rapid Fire presentations are fast-paced, entertaining, interactive presentations. Each jurisdiction will have five minutes to make their presentations using 15 PPT slides set on auto-forward primarily containing photos/graphics. Participants will be seated at round tables to facilitate an energetic idea exchange. A cash bar will be available.)

**YES**

NO

- 6. Project Leader (Primary Contact for case study notification):  
 Name: Christina Ferraro  
 Title: Assistant Director of Community Services  
 Department: Parks, Recreation and Community Services  
 Phone Number: 847-448-8251  
 eMail: [cferraro@cityofevanston.org](mailto:cferraro@cityofevanston.org)  
 US Mail Address, including zip code: 2100 Ridge, #1118, Evanston IL 60201  
 Twitter Account: https://twitter.com/ParkRecEvanston

List additional presenters contact information below:

1. Presentation title and description of the innovation. *100 word maximum.*

## AGE FRIENDLY EVANSTON!

Age Friendly Evanston! is an interdisciplinary approach to community development that promotes aging in the community so older adults may remain mobile, volunteer, continue working and to contribute to their families and neighborhoods. This initiative is resident-led. The mayor appointed nine residents to serve on the taskforce to develop an action plan to ensure Evanston is age friendly. They are listening to residents, agencies and organizations in the community through surveys, meetings, focus groups and fundamental conversations. They are communicating through websites, social media outlets and newsletters. The action plan is based on the priorities that surface through the data collected.

2. When and how was the program, policy or initiative originally conceived in your jurisdiction? *100 word maximum.*

The Age Friendly Evanston! began as an idea proposed by committed city staff. It has since become a reality. The initiative began in March 2013. The City of Evanston joined World Health Organization Global Network of Age Friendly Cities and Communities in December 2014 and the AARP Network of Age Friendly Communities in May 2015.

3. How exactly is the program or policy innovative? How has your innovation changed previous processes, products or services? *100 word maximum.*

The initiative is innovative as it's resident-led and proactive. All of us want to remain in our communities as we age in order to preserve our independence, functionality, and even our health. Through this initiative, we are working towards removing obstacles and enhancing these possibilities. It has become more apparent that processes and services must be viewed through an aging lens

4. Explain how the program or initiative substantially stretched or improved the boundaries of ordinary governmental operations. *200 word maximum.*

This initiative has empowered the residents to reach out to various city staff, review existing city plans and review these with different perspective. Residents of all ages feel as if they are being heard about what they need to remain in the community as they age. The demographic is shifting. Currently 12% of the Evanston population is over the age of 60 and it is anticipated that number may increase to 25% by the year 2030. This means in 15 years, one of every four individuals will be over the age of 60. We are being proactive. We are working to make the community friendly for seniors as well as people of all ages.

5. What individuals or groups are considered the primary initiators of your program? How does the innovation engage stakeholders or demonstrate high performance teaming? Were strategic partnerships and/or community networks developed as a result of the innovation? *200 word maximum.*

The Mayor, City Council and City Manager have strongly supported this effort. City staff and the taskforce members are the primary initiators of this initiative. Meetings were held and collaborations begun with agencies and organizations i

6. If a private consultant was used please describe their involvement, identify the consultant and/or firm and provide contact information. *100 word maximum.*

None was used

7. To what extent do you believe your program or policy initiative is potentially replicable within other jurisdictions and why? To your knowledge, have any other jurisdictions or organizations established programs or implemented policies modeled specifically on this project? Please provide verification of the replication. *200 word maximum.*

The demographic is shifting globally. People of all ages want livable communities. People all over the world want the same thing: they want jobs, they want transportation to get to the doctor; they want to be active and socialize and volunteer. These trends are global not just pertinent to Evanston. However, each community is different and has different priorities. Evanston is one of 288 cities in 33 countries in the world and one of 61 cities in 33 states in the nation working on this.

[www.agefriendlyworld.org](http://www.agefriendlyworld.org)

[www.aarp.org/livable](http://www.aarp.org/livable)

[www.cityofevanston.org/agefriendly](http://www.cityofevanston.org/agefriendly)

[www.nyam.org/agefriendlynyc](http://www.nyam.org/agefriendlynyc)

8. What were the costs? What were the savings? *100 word maximum.*

It is the dedication and efforts of the residents, the agencies and organizations and especially the taskforce that have done the leg work on this project. With budget cuts, staff reorganization and changing priorities, the taskforce has maintained the momentum of this initiative. There is no budget for this initiative. Evanston is leveraging its community assets, residents and community partners, to supply the manpower and expertise that the City cannot afford to hire. The City has provided space in city buildings for meetings and opportunity for community engagement through the City website and social media. City staff created a logo for Age Friendly Evanston. City staff is guiding the process and providing resources which are essential but residents are doing the work. It is difficult to place a dollar amount on the savings as different approaches yield different costs. Other cities have outsourced the research and have hired consultants to develop the action plans.

9. Please describe the most significant obstacle(s) encountered thus far by your program. How have they been dealt with? Which ones remain? *200 word maximum.*

The most significant obstacle encountered thus far by this initiative is the perception that this initiative will help only older adults. We are working to make the community friendly for seniors as well as people of all ages. People of all ages want walkable communities. Repairing sidewalks will be good for an older adult as all ages. The second significant obstacle encountered thus far by this initiative is the resistance from some to encourage aging in the community as it may seem as if seniors are frail, poor, sickly and a drain on the economy. A great number of older adults are healthy, open to new ideas, are contributing members of the community and have a good amount of disposable income. These have been dealt with through educating the community and stakeholders of the truths versus perceptions. This may be an ongoing battle.

10. What outcomes did this program or policy have? What baseline data did you collect? How did you measure the change based on the intervention, and why do you believe in the credibility of this assessment? *200 word maximum.*

The initiative is in the phase of data collection and drafting an action plan. Once the plan is approved by the City Council it will be implemented and evaluated. The community needs assessment and a service satisfaction survey was used as baseline data. I believe the assessments are credible as residents responded regarding what they need. The action plan will be developed using this data and it will be evaluated on an ongoing basis.

11. Has the program received any press or other media coverage to date? If yes, please list the sources and briefly describe relevant coverage. *100 word maximum.*

All press and media coverage has been local through Evanston Now website, the Daily Northwestern newspaper, Evanston Roundtable newspaper, City of Evanston website.  
[www.cityofevanston.org/agefriendly](http://www.cityofevanston.org/agefriendly)

<http://evanstonnow.com/story/government/bill-smith/2013-10-16/59145/making-evanston-age-friendly>

<http://dailynorthwestern.com/2014/10/01/city/mayor-tisdahl-signs-pledge-to-make-evanston-more-age-friendly/>

12. Please provide web links where the innovation can be seen/tested (in the case of something that is web-based) *100 word maximum.*

The innovation can be seen/tested in other communities such as NY and Portland.

<http://www.nyam.org/agefriendlynyc/>

<http://www.portlandonline.com/portlandplan/>

13. Please provide any key references and their contact information who can be interviewed/called to discuss the innovation and its impact. *100 word maximum.*

Susan Cherco [sjcherco@gmail.com](mailto:sjcherco@gmail.com)

Helen Gagel [hcgagel@comcast.net](mailto:hcgagel@comcast.net)

Wayne Heimbach [wheimbach@igc.org](mailto:wheimbach@igc.org)

Susan Canter [sue@classicalcollector.com](mailto:sue@classicalcollector.com)

14. You've been to a lot of conferences. TLG should be a unique experience for everyone. Describe how your case study presentation will be different than other conference presentations. *200 word maximum.*

- How will you make the session creative and unique?
- How do you plan to be both entertaining and educational?
- Include a description of how your session will facilitate group activities and/or interaction.

15. Anything else you would like to add? *200 word maximum.*