

# Incorporating Community Livability Values into the Entire Workforce

Wally Bobkiewicz  
City Manager, Evanston



**ICMA 2016 | SEPT 25-28**

**KANSAS CITY**

102nd ANNUAL CONFERENCE

# Evanston Overview

8 square miles    75,000 population    32,000 households



# Livability Roadmap

## STAR Certification

*Healthy Environment, Strong  
Economy, Thriving Community*  
2014

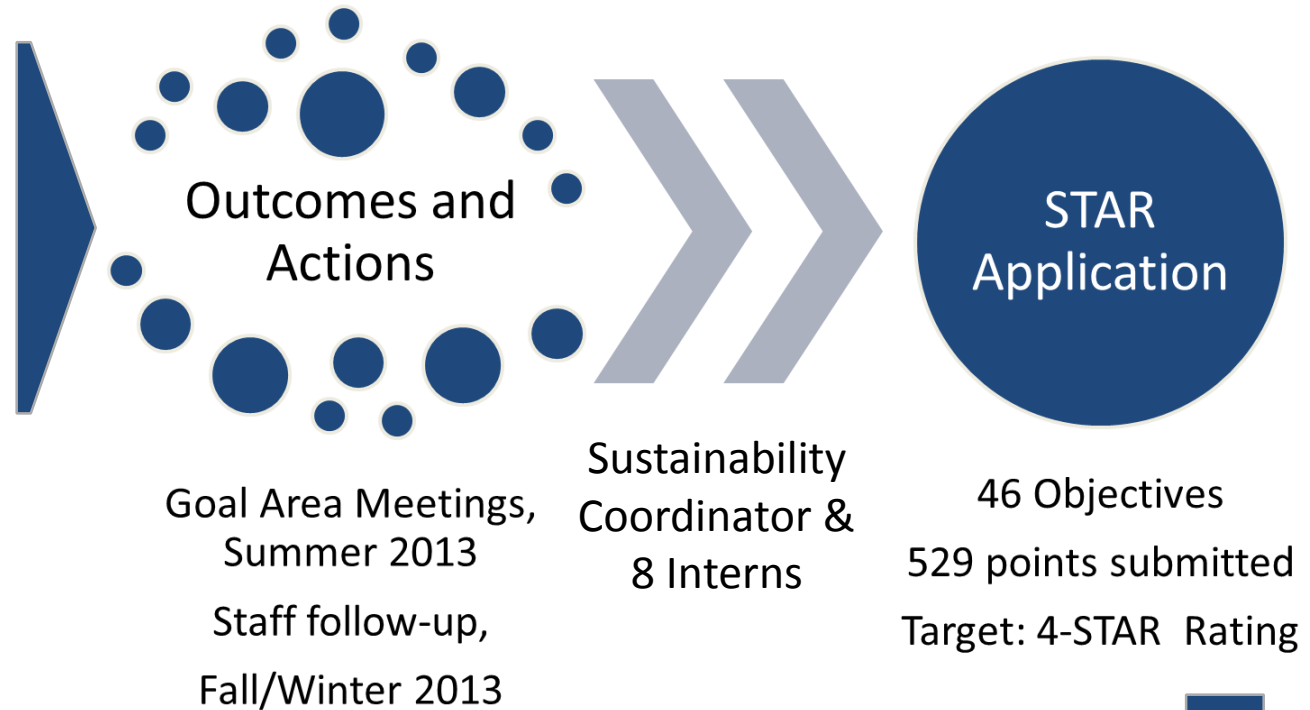


## Strategic Plan

*“Creating the Most  
Livable City in America”*  
2006

# STAR Community Rating Process

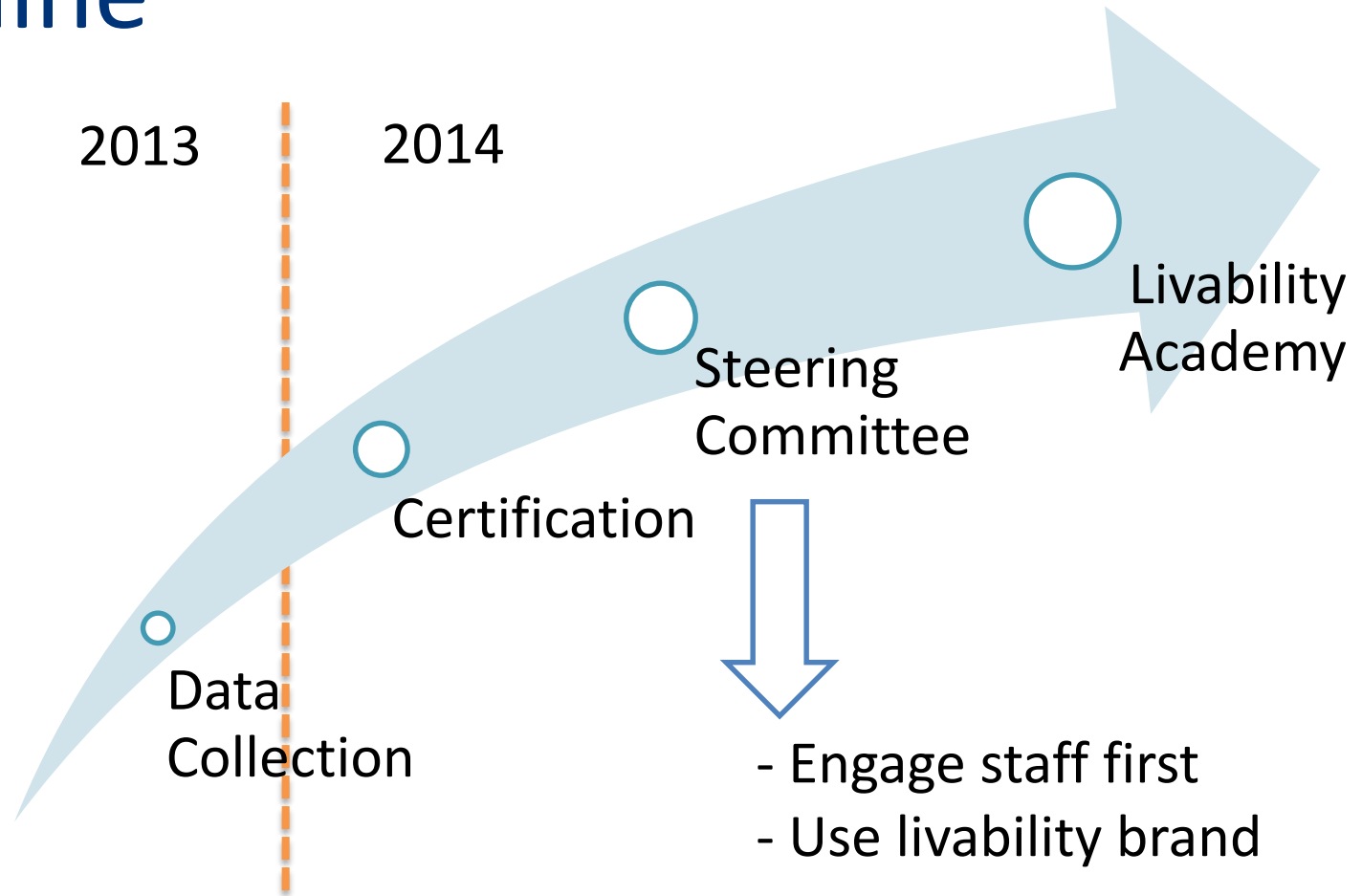
Goal Areas
Built Environment
Climate & Energy
Education, Arts & Culture
Economy & Jobs
Equity & Empowerment
Health & Safety
Natural Systems



Mayor Announced  
March 7<sup>th</sup>



# STAR Community Certification Timeline



# Livability Initiative Builds Upon Past Efforts

*Healthy Environment, Strong Economy, Thriving Community*



City of  
**Evanston™**  
**Strategic Plan**  
*“Creating the Most Livable City in America”*



**Livability Plan**  
*Reduce Carbon Emissions 20% by 2016*



# Livability Roadmap

## STAR Certification

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2006

## Livability Academy

*Staff Training 2014*



# Livability Academy

## Purpose

Celebrate Success

Highlight Teamwork

Meet Your Coworkers

Define Livable City with Examples

Brainstorm Areas of Improvement

Follow-up Activities and  
Engagement



# Livability Academy Agenda

- Welcome
- Small Group Introductions
- Team Building Activity – Marshmallow Challenge
- *Evanston, Creating the Most Livable City* – Video
- Break
- Presentations: How we are creating the most livable city
  - Q & A on Presentations
- Small group discussions
  - How does your work help make Evanston the Most Livable City? What else can we do to make Evanston the Most Livable City?
- Groups report out on main themes of discussion
- Wrap-up and next steps

# Livability Academy By The Numbers

75 staff  
per session

13 total  
session

3.5  
hours each

6.5  
minute  
video

31  
presenters

6  
TED Talks

# Livability Academy Feedback

- Activity is insightful
- Video/PPTs effective
- Yearly meeting and ongoing communication



Session Date	Session Host	Built Environment	Climate, Energy, Natural Systems	Economy & Jobs	Education, Arts, Community	Equity & Empowerment	Health & Safety
11/21 AM	Martin Lyons	Mark Muenzer	Dave Stoneback	Paul Zalmezak	Jennifer Lasik	Karen Danczak	Chief Klaiber
12/1 AM	Martin Lyons	Mark Muenzer	Lara Biggs	Kevin Brown	Johanna Nyden	Jill Skwerski	Martin Lyons
12/1 PM	Martin Lyons	Damir Latinovic	Suzette Robinson	Christina Ferraro	Jennifer Lasik	Joe McRae	Carl Caneva
12/2 AM	Wally Bobkiewicz	Kevin Lookis	Lara Biggs	Kevin Brown	Jennifer Lasik	Jill Skwerski	Carl Caneva
12/2 PM	Wally Bobkiewicz	Dave Stoneback	Jim Maiworm	Paul Zalmezak	Christina Ferraro	Karen Danczak	Dwight Hohl
12/4 AM	Martin Lyons	Damir Latinovic	Lara Biggs	Kevin Brown	Paul Zalmezak	Bob Dorneker	Jay Parrott
12/4 PM	Wally Bobkiewicz	Damir Latinovic	Catherine Hurley	Joe McRae	Sarah Flax	Jill Skwerski	Carl Caneva
12/5 AM	Martin Lyons	Dave Stoneback	Jim Maiworm	Meagan Jones	Catherine Hurley	Karen Danczak	Jay Parrott
12/5 PM	Wally Bobkiewicz	Suzette Robinson	Paul D'Agostino	Johanna Nyden	Lorrie Pearson	Wally Bobkiewicz	Jay Parrott
12/8 AM	Wally Bobkiewicz	Suzette Robinson	Jim Maiworm	Erika Storie	Bob Dorneker	Wally Bobkiewicz	Evonda Thomas-Smith
12/8 PM	Wally Bobkiewicz	Paul D'Agostino	Catherine Hurley	Johanna Nyden	Jennifer Lasik	Joe McRae	Brian Scott
12/12 AM	Martin Lyons	Mark Muenzer	Jim Maiworm	Bob Dorneker	Catherine Hurley	Evonda Thomas-Smith	Jay Parrott
12/12 PM	Martin Lyons	Kevin Lookis	Lara Biggs	Christina Ferraro	Lorrie Pearson	Joe McRae	Tom Janetske





Staff are the foundation

ICMA

# Livability Academy Staff Input

Idea Count	Livability Idea	STAR Goal Area Category	Type
24	Improve travel to and within Evanston including walkability/connectivity and to promote safety	Built Environment	Infrastructure
22	Improve internal communication and cross-departmental collaboration	Innovation	Communication
15	Develop programs to support employees living in Evanston	Built Environment	Programs & Services
15	Improve city buildings, facilities and equipment	Built Environment	Infrastructure
14	Improve lighting for safety and security	Built Environment	Infrastructure
14	Lakefront development	Built Environment	Infrastructure
14	Enhance dissemination of public information and collection of input from community	Equity & Empowerment	Communication
13	Create more activities for young adults / adults, with a focus on more "active" things	Education, Arts & Community	Programs & Services
10	Provide more support for staff training and continuing education	Education, Arts & Community	Education & Outreach
9	Support local businesses/local economy	Economy & Jobs	Enforcement & Incentives

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2014*

## Livability Series

*Staff Engagement  
Series 2015-2016*



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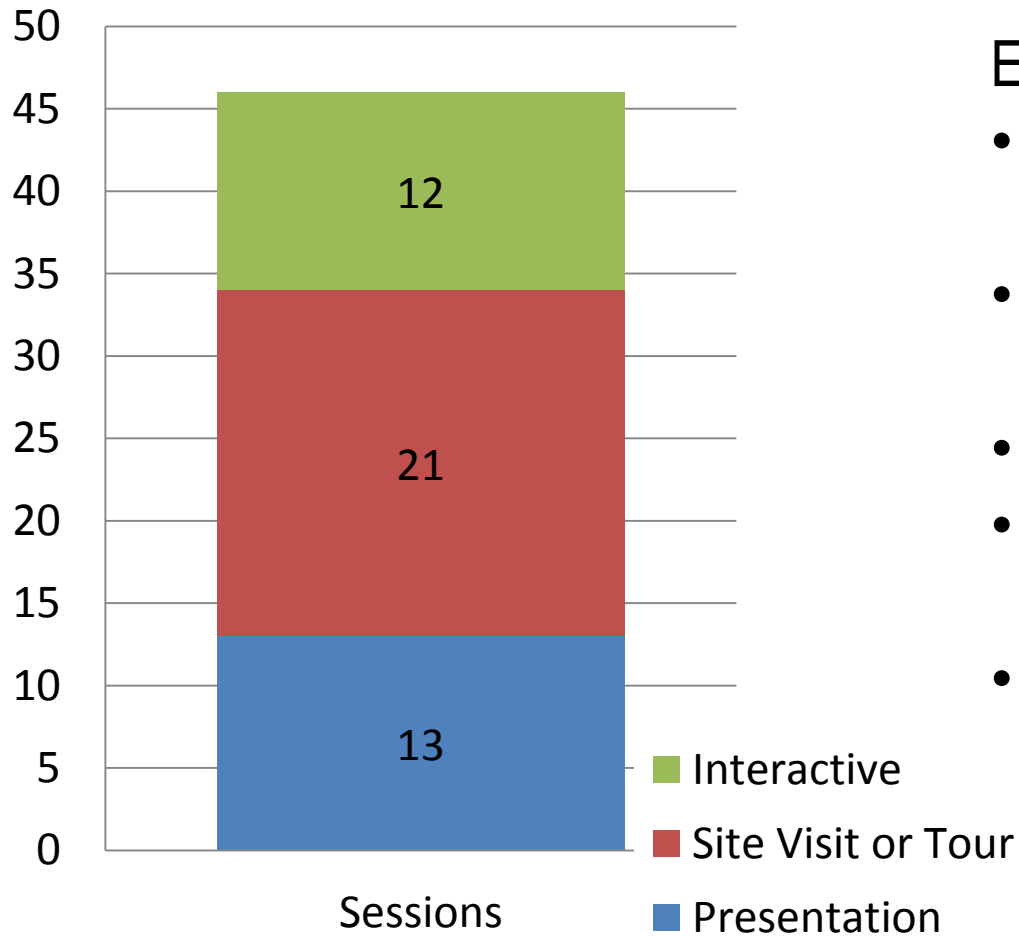
*Staff Training 2014*

# Livability Series





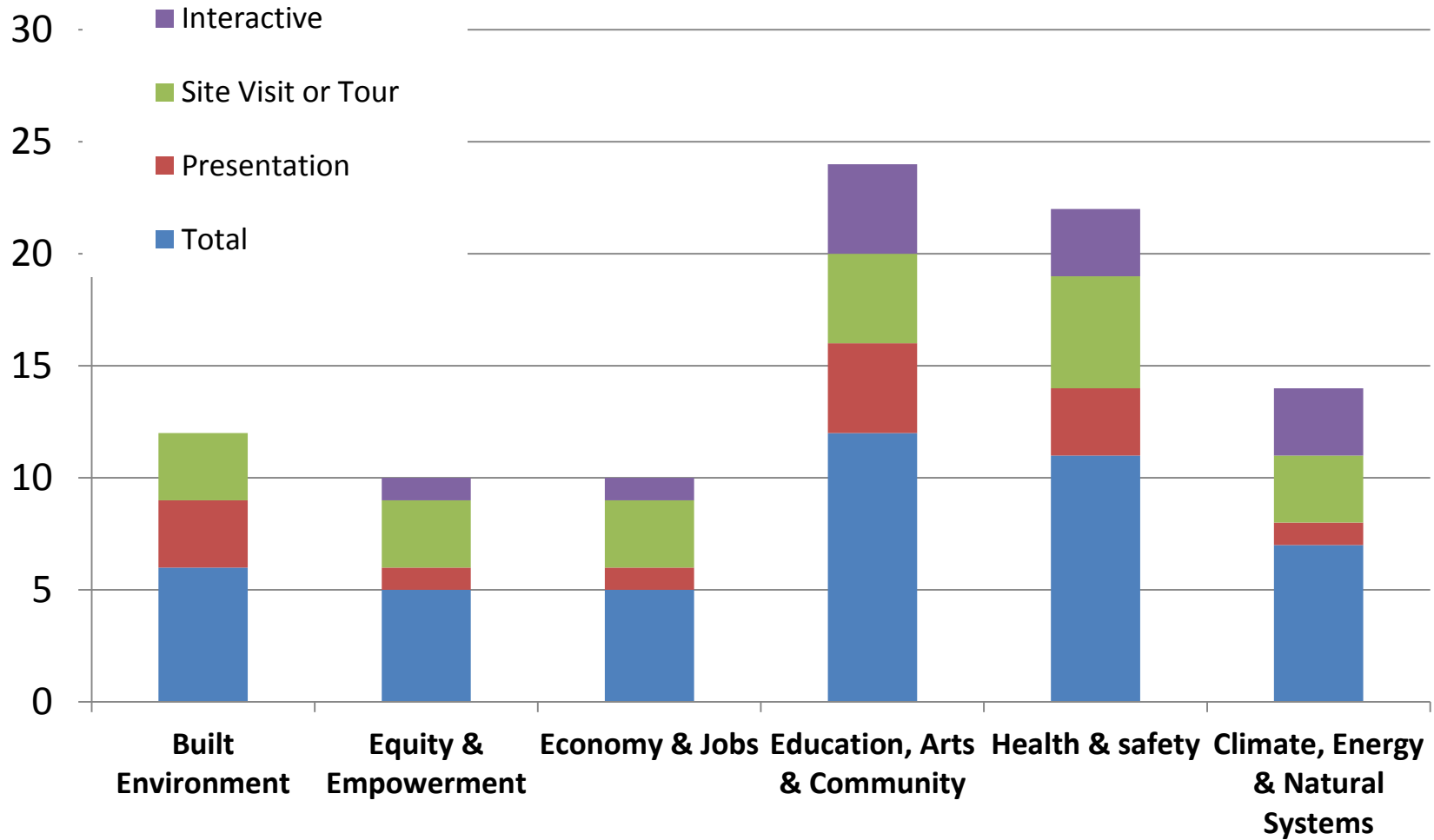
# Livability Series Summary



## Examples:

- Bus Tour of Senior Housing Facilities
- Invasive Species Pull Work Session
- K-9 Demonstration
- Workshop on Climate Change in the Great Lakes
- 3D Design & Printing Lunch and Learn

# Livability Series Summary



# Livability Next Steps

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*Staff Engagement  
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## Livability Academy

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## Continuous Improvement

*Align Metrics and  
Collaborative Projects  
around Livability Vision*

# Questions/Comments?

Thank you.





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