













EVANSTON CLIMATE ACTION PLAN

Update Report 2011



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MY FELLOW EVANSTONIANS:

It gives me great pleasure to introduce the 2011 report of the Evanston Climate Action Plan (ECAP).

ECAP has evolved from a plan developed to support and enhance the value of environmental sustainability outlined in Evanston's Strategic Plan and has become a total community initiative. In addition to incorporating sustainability into city operations, practices and policies, we have worked in collaboration with residents, businesses and numerous community partners to deliver cost effective projects and programs to the public. A key focus has also been on leveraging grants and volunteer efforts to implement the Plan during these tough economic times.

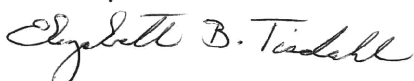
Since adopting the ECAP in 2008, our efforts have helped Evanston to become the "Green City" it has set out to be. We have been recognized by state and national organizations, earning Evanston several prestigious awards including the U.S. Conference of Mayors 2011 Climate Protection Award and the 2011 Governor's Sustainability Award.

We can all be proud of the example Evanston is setting for other cities in the Midwest and around the country. Efforts we have made in implementing the ECAP demonstrate our community's dedication and leadership around environmental issues. I am confident that we will continue to serve as a model for sustainability. I am also confident that we will achieve our goal of 13% in emissions reductions by 2012 by combining our efforts to date with our 100% green energy procured through the Community Choice Electricity Aggregation Program.

Because of the efforts our city and community are making, Evanston is a better, greener and healthier place to live. With the ECAP, Evanston has a detailed roadmap for continued progress towards real environmental changes and improvements. With each passing year, we will continue to develop new bold strategies and will continue to challenge climate change and improve our world.

I would like to thank the members of the City Council, City staff, and our residents and businesses for working together to make all of these accomplishments possible.

Sincerely,



Mayor



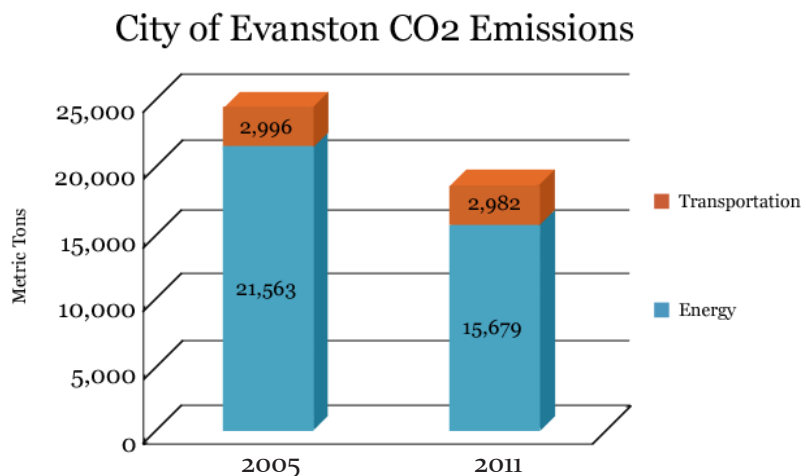
INTRODUCTION

The Evanston Climate Action Plan was developed in 2008 in a collaborative community process with more than 150 volunteers and city staff participating. This plan contains approximately 220 different strategies to help Evanston reduce its greenhouse gas emissions by 13% by the year 2012.

Since the plan was developed, the City has worked to implement many of the strategies in the plan, including bringing multiple car sharing programs to Evanston (both Zip Car and I-Go have spaces in Evanston), distributing CFLs to residents to help reduce electricity consumption, as well as creating a Green Building Ordinance to promote energy efficient buildings for both municipal and private building projects. The 2011 Update Report highlights exciting new programs created in 2011 and the progress made on the goals set out by the Evanston Climate Action Plan.

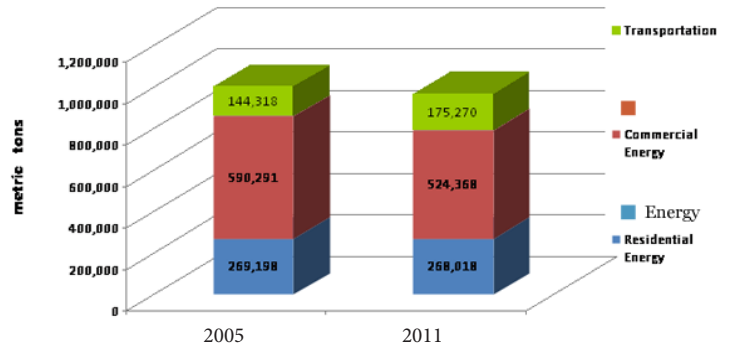
GREENHOUSE GAS EMISSIONS UPDATE

In 2011, greenhouse gas emissions for the City of Evanston's municipal operations have decreased by 24% or 5,898 metric tons of carbon dioxide equivalent (MTC02e).

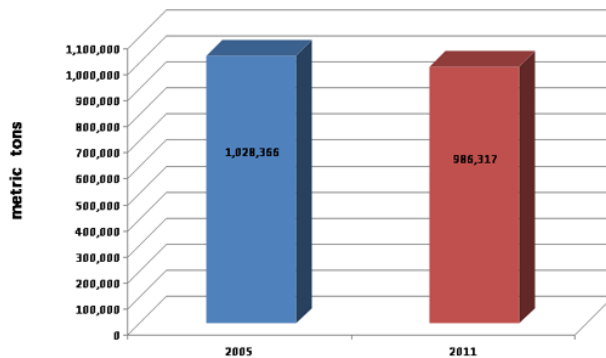


Greenhouse gas emissions for the Evanston community have decreased by 4% or 36,151 metric tons of carbon dioxide equivalent (MTC02e).

Community CO2 Emissions



Total CO2 Emissions



In total, greenhouse gas emissions have decreased by 4% or 42,049 metric tons of carbon dioxide equivalent (MTC02e).

Emission reductions for the city's municipal operations are the result of the city efficiency projects and programs, many of which have been funded through federal and state grants. These programs have resulted in a measurable reduction in operational emissions. At the community level, small reductions can be seen in building energy usage. However, transportation emissions have not decreased and remain a significant opportunity for emissions reductions.

AWARDS AND RECOGNITION

In Illinois, Evanston was one of only five local governments that received the 2011 Governors' Sustainability Award for the city's significant achievements in protecting the environment, helping sustain the future and improving the economy.

The National Environmental Hall of Fame Award was presented to Evanston for the city's work in creating and implementing projects that address social, environmental and financial aspects of sustainability.

The U.S. Conference of Mayors selected Evanston from the pool of 130 applicants for the 2011 Climate Protection Award for the City's efforts to increase energy efficiency and reduce greenhouse gas emissions. Award sponsor Walmart provided a \$15,000 check, which was donated to the not-for-profit organization Citizens' Greener Evanston to continue support for Climate Action Plan implementation.

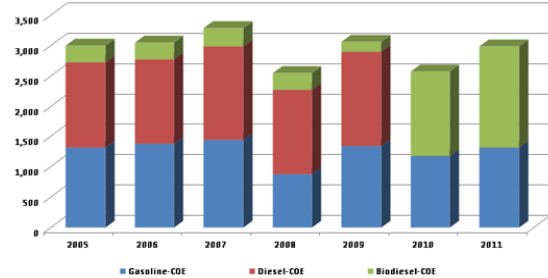
The City of Evanston received the Charles Walter Nicholas Award for Environmental Excellence for its sustainability practices from the American Public Works Association Suburban Branch.



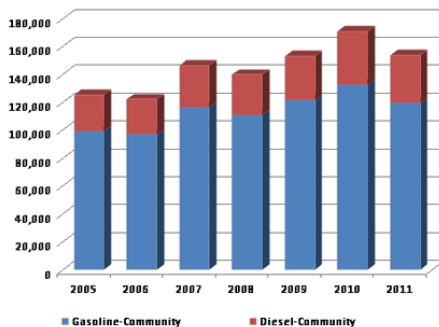
TRANSPORTATION AND LAND USE

This ECAP category includes strategies for reducing greenhouse gas emissions including increasing public transportation, car-sharing programs, bicycling, and walking in Evanston and supporting affordable housing and transit-oriented development.

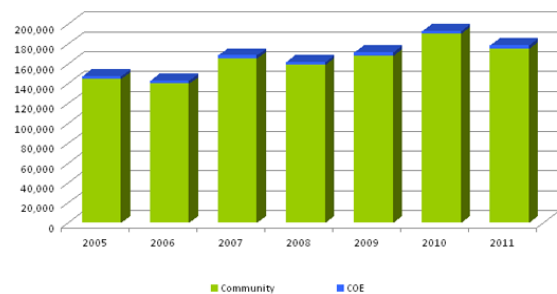
COE CO2 Emissions from Vehicles
(metric tons)



Community CO2 Emissions from Vehicles
(metric tons)



COE and Community
CO2 Emissions from Vehicles (metric tons)



Greenhouse gas emissions from transportation-related activities are impacted by a variety of factors. For the city's operational emissions, fleet efficiencies and a transition away from diesel to biodiesel has contributed to a trend in decreasing emissions. However, the year-to-year emissions are greatly impacted by operations, such as large snow events, number of emergency response calls, and response to maintenance repairs.

At the community level, vehicle emissions are greatly impacted by the economy, availability of jobs and housing, and personal habits. While vehicle emissions had been on the rise over the past several years, 2011 showed a reduction in community emissions of approximately 8%, or 15,000 MTC02e, when compared with 2010 values. Continued focus on transportation programs such as car sharing and public transportation systems in the community will help Evanston meet the goals of the Climate Action Plan.

CTA

The weekday daily average number of riders for the Purple Line increased by 2.7% from 2010 to 2011, from 9,843 in 2010 to 10,105 in 2011. This number excludes the number of Evanstonians who choose to simply board the CTA at Howard.



Public Transit Ridership	% Increase 2010 to 2011
CTA – Weekday Purple line	2.7%
CTA – Saturday Purple line	1.4%
CTA – Sunday Purple line	4.3%
PACE – Ridge / Central Route	5.6%
PACE – Central / Sherman	10.4%
PACE – Chicago/Golf	8.9%
PACE – Evanston Circulator	5.2%

There was also an increase in ridership on weekends, with an increase on Saturdays of 1.4% and 4.3% on Sundays. This indicates that more Evanstonians are using the train to get into Chicago for recreational activities than in previous years.

PACE

In addition, ridership on the bus routes has also increased. The Ridge/Central bus route increased by 5.6%; Central/Sherman increased by 10.4%; Chicago/Golf increased by 8.9%; and the Evanston Circulator increased by 5.2%. This growth continues the trend from the previous year when the Ridge/Central and Sherman/Central bus routes experienced a significant increase in riders from 2009 to 2010.

Program Highlights - - - - -

GREEN FLEET PROGRAM

Over the past several years, the city's Fleet Services Division has worked with various divisions and departments to improve the efficiency of the fleet, including removing 49 older and high emission vehicles from the fleet in the past three years. This effort has helped the city to reduce operational transportation emissions and also reduce future capital expenditures by \$1.9 million. Other efficiency efforts include specifying new and replacement vehicles with low-resistance radial tires to increase miles driven per gallon and completing 867 preventative maintenance work orders to ensure vehicles are running as efficiently as possible. Fleet Services also recycles all used oils, as well as all ferrous and non-ferrous metals. Money from the metal recycling is used to offset the city's operating costs to keep the vehicles running efficiently.

I-GO PROGRAM



The I-GO program in Evanston, which already has 11 cars in its fleet, is in the process of constructing solar charging stations so electric cars can be added to their fleet. According to the State of Illinois, converting from a gas-powered to an electric vehicle results in a 23% reduction in vehicle emissions.

Electric vehicles: I-GO will be installing charging stations and electric vehicles at three city parking lots: Lot 3 at the Main Evanston Public Library; Lot 4 at Stewart Avenue and Central Street; and Lot 32 on Hinman Avenue just south of Main Street. Solar canopies will be installed to generate energy needed to

charge the electric vehicles. Evanston will have three of the first 11 solar charging stations which I-Go plans to build. This project will have a net increase on the number of car-sharing vehicles in Evanston and will do so with lower emissions than fuel-powered vehicles.

EVANSTON NSP2

In 2011, Evanston was awarded an \$18.15 million grant from the Department of Housing and Urban Development in order to help stabilize portions of West and South Evanston, as well as generate economic opportunities for local residents and businesses. Under Evanston's Neighborhood Stabilization Program 2, the City is partnering with Brinshore Development to acquire abandoned and foreclosed properties and then rehabilitating them for income-eligible households. These homes are available to households under 120% of the area median income and future property owners will be required to meet these requirements for the next 15 years. One of the goals for the grant was to use the project to increase economic activity in Evanston and the City is exceeding its goals. The City had a goal to hire Section 3 workers for 30% of the project's hiring needs. Instead, 79% of the workers hired for the project have been Section 3 workers. Evanston's goal to award a minimum of 25% of subcontracted costs to minority-, women-, or Evanston-based enterprises has also been exceeded; 77% of the \$1.25 million awarded thus far in subcontracting and predevelopment costs have been to M/W/EBEs.



BICYCLING IN EVANSTON



Although tracking the number of miles ridden by bicyclists in Evanston is difficult to determine, it appears that ridership has increased, according to the Evanston Bicycle Club. There has been a steady rise since 2008 in the total number of miles ridden and, as of last year, 168,519 miles were ridden by the Evanston Bicycle Club alone! The city hopes that bicycle usage increases in 2012 following the addition of the City of Evanston Bicycle Route and Parking map. The map details all of the bicycle routes and bicycle racks throughout Evanston. This map can be found on the City of Evanston website and copies can be picked up from the Evanston Civic Center and community centers.

There are numerous bicycle racks and routes throughout the Evanston. In fact, the only street on which bicycles are not allowed is Ridge Avenue south of Emerson Street. Every other street in Evanston allows bicycle riding. The map designates specific streets with bicycle routes and highlights the bicycle racks in those areas.

BIKE THE RIDGE

Bike the Ridge is a fantastic activity put on annually by the City of Evanston, occurring on the first Sunday in October. Last year, in only its third year, the length of the event was increased by an hour and the number of fun activities along the way grew from 12 to at least 14! This is the result of increased support from the community and local businesses and the city hopes Bike the Ridge in 2012 will be even bigger.



CAR FREE DAY

The City of Evanston participated in the Chicagoland Car Free Day on September 22, 2011, which was sponsored by the Active Transportation Alliance (Active Trans). Active Trans encouraged residents to pledge to go car free on September 22 and entered all those who pledged to a drawing for free goodies. In Evanston, staff set up a commuter pit-stop where they distributed more than 500 bicycle maps and reusable bags to people using public transit and riding their bicycles to work. The maps are available online on the city's website and at city buildings. The Active Trans is also constantly posting helpful tips about how to go car free on their website as well.



SAFE WALK TO SCHOOL

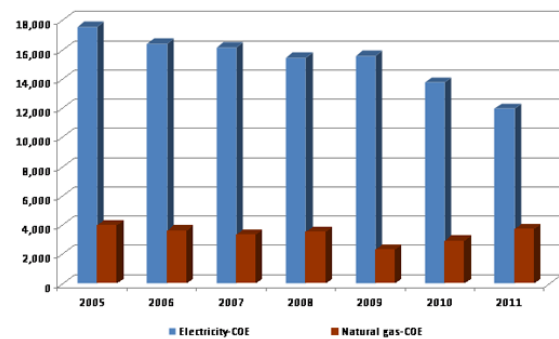
In 2011, a series of maps was created detailing safe routes to every elementary and middle school in Evanston-Skokie School District #65. These maps show the safest routes to every school, where traffic signals are located, and where crossing guards are stationed. Every school has its own map, which can be found on the District# 65 website under School Walk Routes. These maps were created with the hope of increasing the number of children who walk to school in Evanston. Walking to school gives children independence, a chance to get to know their neighborhood and exercise before and after school, as well as a way to reduce their family's carbon footprint.



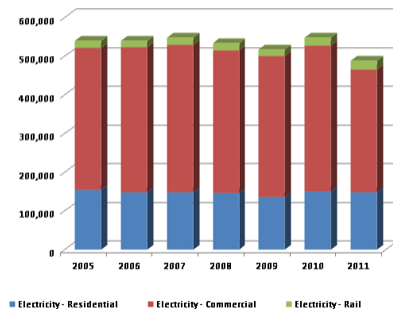
ENERGY EFFICIENCY

This ECAP category includes strategies for reducing greenhouse gas emissions through decreasing the energy used in residential, commercial, and City-owned buildings.

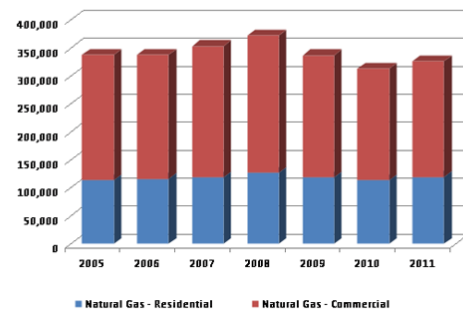
CO2 Emissions from Energy (metric tons)



CO2 Emissions from Electricity(metric tons)



CO2 Emissions from Natural Gas (metric tons)



Energy-related emissions for the city's operations have decreased by 27% or roughly 5,800 MTCO₂e below the 2005 levels. This is due to the city's building and infrastructure energy efficiency projects and the purchase of 25% renewable energy for the city's largest energy-using buildings.

At the community level, energy usage has remained fairly steady over the last several years, with more recent decreases measurable for commercial electricity and natural gas usage. Total emissions from community energy usage in 2011 were 7.8% below 2005 emissions levels, resulting in a reduction of 67,103 MTCO₂e. Residential usage remains an opportunity for the City to work for greater progress in the coming year.

Program Highlights - - - - -

LIGHTING UPGRADES

The city has achieved energy savings from energy efficient lighting projects completed at the Ecology Center, Chandler-Newberger Center, and the upgrading of 277 street lights. All of these projects were made possible by grants from the American Recovery and Reinvestment Act and the State of Illinois Department of Commerce and Economic Opportunity.

REVISED GREEN BUILDING ORDINANCE

The City of Evanston revisited and revised the Green Building Ordinance in 2011 to provide more flexibility for projects ranging from 10,000 and 20,000 square feet. Buildings in this size category can choose to meet a certain number of building efficiency measures or achieve a LEED Silver Certification. In 2011, the Green Building Ordinance resulted in energy efficiency and sustainable principles being incorporated into four LEED Silver Buildings, one LEED Platinum Building and over 70 interior renovation projects.



CUB ENERGY SAVERS UPDATE

The City of Evanston continues to partner with the Citizens Utility Board (CUB), a consumer advocacy group, to promote residential energy efficiency. As a community, Evanston has the most residents in the state signed up with the program, and in the past year Evanston saved 341,852 kWh of energy, which amounts to \$38,151 in savings. CUB Energy Saver is an exciting and free program that links a customer's ComEd account and reports actual energy usage. This allows a resident to see exactly how much energy they are saving, and the program provides them with tips on how to lower their monthly energy bill.

RENEWABLE ENERGY RESOURCES

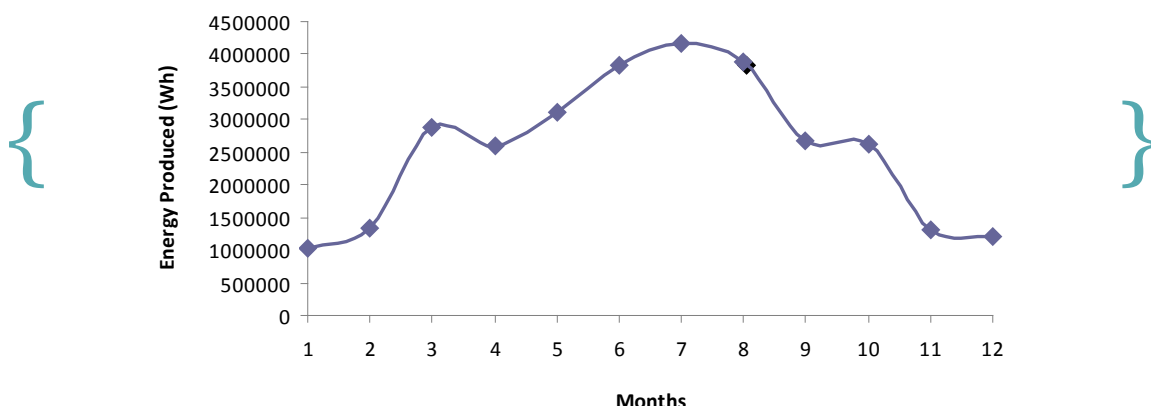
This ECAP category includes strategies for reducing greenhouse gas emissions by increasing biofuel usage in both City and residential vehicles and increasing renewable energies implemented in City and Community buildings.

WATER PLANT SOLAR PANELS

The city installed a 25kW solar PV system on top of the water plant in 2010 and the system was up and running by early 2011. In 2011, the panels generated 30,685,870 watt hours of energy, which kept Evanston from producing 21.2 MTCO₂e. This is equivalent to almost 50 barrels of oil or keeping over four cars off the road for a year.



Energy Produced by Solar Panel in 2011



CITY SWITCH TO BIO-DIESEL

As shown in the graph summarizing City of Evanston CO2 emissions from vehicles in the previous section, the City of Evanston has switched from using diesel to biodiesel over the past several years. Biodiesel has significantly less CO2 emissions associated with it and biodiesel is made from renewable resources.

Program Highlights - - - - -

EVANSTON GREEN LIVING FESTIVAL HIGHLIGHTS ALTERNATIVE ENERGY

In 2011, the Evanston Green Living Festival's theme was "Alternative Energy- You've Got the Power!", which focused on showing citizens how to employ renewable energy for their homes or businesses.

The event included wind turbine and solar power demonstrations, and demonstrations on how to harness bicycle power! Nearly 100 businesses and organizations participated in this exciting festival which demonstrates Evanston's commitment to renewable energy sources.



MAYOR'S OFFSHORE WIND COMMITTEE

The Mayor's Offshore Wind Committee was formed to evaluate and review the two responses to the City's Request for Information (RFI) and provide comments to the City Council within 90 days. The purpose of the RFI was to solicit information from interested parties on developing an offshore wind energy facility in Lake Michigan off the northern shore of Evanston. The Committee's first meeting was held on March 24, 2011 and three additional meetings were held to discuss their review of the responses to the RFI and recommendations to the city. The Committee presented their report to City Council on July 18. No formal follow-up was requested by the Evanston City Council but community volunteers continue to explore the topic.

Support from Evanston on offshore wind energy in Lake Michigan helped support the creation of the Lake Michigan Offshore Wind Energy Advisory Council which will review and provide recommendations on permitting and regulation of offshore wind farm development in Illinois. On August 7, 2011, Governor Quinn announced the bill creating the Council, which was sponsored by two Evanston lawmakers — state Rep. Robyn Gabel and Sen. Jeff Schoenberg.

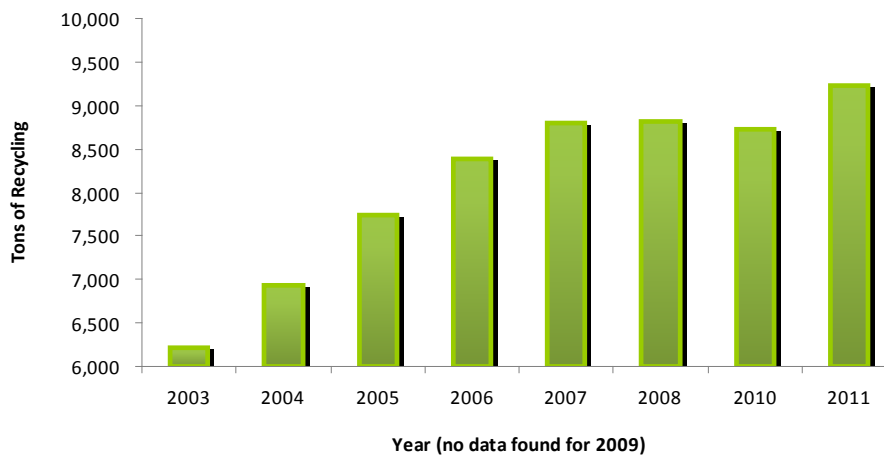
The council has met several times over the last year and recommendations from the Council were provided to the Governor and the General Assembly in June 2012.



WASTE REDUCTION AND RECYCLING

This ECAP category includes strategies for reducing greenhouse gas emissions by increasing residential and commercial recycling, reducing waste from demolition and construction projects, as well as keeping clothing and fabric out of landfills.

Tons of Recycling Annually



The City of Evanston continues to increase recycling, with 2011 showing a big increase from 2010 levels. Recycling education and outreach to residential and business accounts are planned for 2012 to help continue this trend. The city has set a goal of collecting 10,000 tons of recycling in 2012, which would be an additional 8% over the 9,222 tons collected in 2011.

Program Highlights - - - - -

ELECTRONICS RECYCLING

Effective January 1, 2012, the State of Illinois placed a ban on sending most electronics to the landfill. Evanston residents are now encouraged to recycle televisions and computer monitors, as well as mobile phones and MP3 players. On July 23, 2012, the City of Evanston hosted an Electronics Recycling and Paper Shredding Event at the Evanston Civic Center to provide residents with a convenient way to properly dispose of electronics and have paper shredded. The 2011 event collected 48,372 pounds of electronics and shredded and recycled 25,800 pounds of paper. More than 50% of the electronics were monitors and televisions. Through the city's membership in the Solid Waste Agency of Northern Cook County, residents have access to year-round electronics recycling at sites throughout the area, including Winnetka, Hoffman Estates and the Glenview Transfer Station. The complete list with times and dates is available online at the City of Evanston website.



PILOT COMPOSTING PROGRAM

In 2011, the city launched the pilot composting program by re-purposing refuse bins that would have otherwise been recycled. To date, over 500 compost bins have been distributed to residents by the Public Works Department. A city composting guide was also created and printed using grant money to educate residents about the program. Residents participating in the program are helping to reduce the 65 million tons of food and yard waste that would normally go into a landfill, and instead turn it into valuable fertilizer. This is an exciting way to reduce a household's waste, since it produces fertilizer to spread on a resident's garden or lawn. Currently, the city is surveying those who are participating in the composting program to get their thoughts and opinions, and will be using that information to expand the composting program in the future. More information on how to start composting and the city's program are available on the city's website.



NEW RECYCLING BINS IN BUSINESS DISTRICTS AND EVANSTON PARKS

With a grant from the U.S. Department Energy's Energy Efficiency and Conservation Block Grant, the Public Works department purchased and placed recycling containers in the city's business districts and parks. These containers, with their inviting bright blue lids, give residents an opportunity to recycle on the go when they are at the park or shopping in Evanston. Put in place just before the beginning of the 2011 Fourth of July festivities, these containers are helping to divert hundreds of tons of recycling that may have otherwise gone into the garbage. Each recycling container is paired with the existing refuse container, making recycling easy and convenient.



FOOD PRODUCTION AND TRANSPORTATION

This ECAP category includes strategies for reducing greenhouse gas emissions by decreasing emissions related to the production and transportation of food.

VENDORS INCREASE AT EVANSTON FARMERS' MARKET

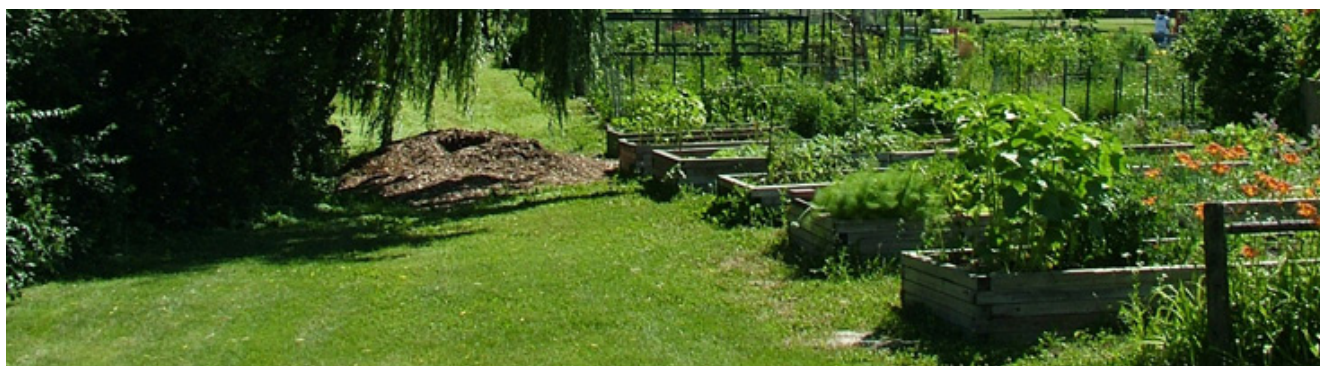
In 2011, three new vendors joined the Downtown Evanston Farmers' Market, bringing the total to 37. In 2012, half size spaces were offered, and now there are over 50 vendors!

This market gives Evanston residents a chance to meet the farmers, see where their food is coming from, and understand the various foods available in season throughout the spring, summer and fall. While this is the largest market in Evanston, there are also weekly markets in front of the Evanston YMCA, at Independence Park on Central Street, in the parking lot on the corner of Church and Dodge adjacent to Evanston Township High School, and at the intersection of Ridge Avenue and South Boulevard.



Program Highlights - - - - -

COMMUNITY GARDENS



There are 220 plots that residents can rent from March through mid-November for community gardening. Returning gardeners have first priority to renew their plots from the previous year. After that, there is a lottery system put in place for new gardeners due to the program's popularity! The Evanston Community Garden program gives residents an opportunity to grow their own food or flowers, serves as a catalyst for neighborhood and community development, stimulates social interaction, encourages self-reliance and beautifies neighborhoods.

WINTER FARMERS' MARKET

The Friends of Evanston Markets began a series of indoor farmers' markets this winter held in the Evanston Ecology Center. They were held from 9am to 1pm every Saturday from December 3, 2011 through April 28, 2012. These markets allow farmers to extend their growing season and give them a chance to add value to their products by making sauces, salsas, and pickling various items. This market also gives local food artisans an opportunity to sell goods such as cheeses, artisanal breads, honeys, and ice cream. You can visit the Friends of Evanston Markets website to get a full list of vendors and details on the new winter farmers markets and the products available.



FORESTRY, PRAIRIE AND CARBON OFFSETS

This ECAP category includes strategies for reducing greenhouse gas emissions by creating a carbon offset program and planting trees and native plants as well as working on reducing water usage throughout the City.



Program Highlights - - - - -

CMAP AWARD

In the Spring of 2011, the city was awarded a Local Technical Assistance Grant from the Chicago Metropolitan Agency for Planning (CMAP) to receive assistance to develop a comprehensive water conservation program and implementation plan. This work will build off of the work completed to date and further define the steps that the city and community should take in order to reduce the city's water usage. The CMAP staff will be working closely with city staff and community stakeholders to develop a plan to increase water efficiency and improve water conservation efforts of Evanston's residents and businesses. The development of a water efficiency plan for the City of Evanston is consistent with the Evanston Climate Action Plan. More information about the CMAP program can be found on the city's website under Evanston Life, Sustainability, and Water Conservation. The plan is under development and implementation is expected to begin in the second half of 2012.

POLICY AND RESEARCH

Strategies for reducing Greenhouse gas emissions include making sure policy decisions all seek to reduce emissions and that the city supports local, state and national efforts to mitigate climate change.

Program Highlights - - - - -

SPONSORSHIP INCREASES FOR EVANSTON SUSTAINABILITY EVENTS

An action item under this strategy is to increase business sponsors for “green/sustainability” events in Evanston during 2011. The number of sponsors for Bike the Ridge, CommUNITY Picnic, Car Free Day and all of the city-sponsored summertime festivals increased in 2011 despite the tough economic times. This shows that not just the citizens in Evanston, but also the businesses, support sustainability in Evanston. These events could not take place without the businesses’ participation.

CITY OF EVANSTON EFFORTS TO REDUCE DISPOSABLE SHOPPING BAG USE

Strides were made during 2011 to reduce disposable bag usage in the City of Evanston, and much conversation has occurred with city officials and residents about how to combat this issue. This is an important problem to tackle from both a waste reduction, recycling and greenhouse gas emission reduction standpoint. Currently, it is estimated that an average Evanston resident generates 43 paper shopping bags and 428 plastic shopping bags per year. The city's goal is to promote recycling of these items as well as promote reducing their use in the first place. The city currently offers curbside recycling for paper bags, and participating retail stores like Jewel and Dominick's provide recycling for plastic bags. The Evanston City Council considered options for a bag fee, bag ban and educational programs, but no definitive action was taken.



EDUCATION AND ENGAGEMENT

This ECAP category includes strategies for reducing greenhouse gas emissions by empowering the community to take action, gaining support from Evanston institutions and businesses, and using city events to promote green practices.

Program Highlights - - - - -

CUB ENERGY SAVERS PARTICIPATION CAN SAVE YOU MONEY

On average, a CUB Energy Saver participant in Evanston saved 236.8 kWh of electricity and around \$24. While alone this might not seem like a lot, a program such as CUB Energy Saver has huge potential for Evanston. Based on the 2010 census, Evanston's 29,651 households could save a total of \$702,214 and over 7 million kWh of electricity annual if all households were participating in CUB Energy Saver. This number is equivalent to removing almost 9,000 cars from the road, or removing about one in every three cars in Evanston! Participating in CUB can save residents money off their electric bill and green up Evanston at the same time!



CUB ENERGY SAVERS BIG SEVEN CHALLENGE

The city partnered with the Citizens Utility Board (CUB) on the Big 7 Savers Challenge (Challenge). Launched in March 2011, this Challenge pitted the community's top seven employers in an energy-saving team competition. The employers participating included the City of Evanston, Evanston/Skokie School District 65, District 202 (ETHS), NorthShore University HealthSystem (NorthShore), Northwestern University, Rotary International and Saint Francis Hospital.



The objective was for each team to recruit the most participants and to spur those participants to achieve the largest average drop in home electricity usage using CUB Energy Saver. NorthShore and ETHS were the two winning teams. NorthShore recruited 820 families to join CUB Energy Saver, cutting electric bills by 135,037 kilowatt-hours (kWh) and \$18,230, while ETHS had the largest per-person savings, cutting electric bills by an average of 3.15 percent, for a total savings of \$2,425 and 17,967 kWh.

Overall, families in the competition cut energy usage by a total of \$39,486.92 and 292,495 kWh. That's enough energy to equal about 30 years of electric bills for the average Illinois home, or to power about 740 refrigerators for a year, according to the Environmental Protection Agency.

COMMUNICATIONS AND PUBLIC RELATIONS

This ECAP category includes strategies for reducing greenhouse gas emissions by supporting a public information campaign to motivate community members to take action and encouraging Evanston residents to use the Zerofootprint Evanston online carbon calculator.

CITY OF EVANSTON WEBPAGE USAGE

In 2011, the website received 1,335,752 visits with more than 600,000 unique visitors. Average daily visits to the website are in excess of 3,500 visitors. Residents, businesses owners, visitors and volunteers have access to information about all of the city's services, resources and government operations.

People can pay bills and parking tickets, download permit applications, look up classes, and view the city's meeting calendar. The city also televises all City Council meetings and shows them live on the local public access TV station, in addition to streaming them live on the Internet. All City Council meetings can be viewed at a later date through the city's website



CITY OF EVANSTON SOCIAL MEDIA UTILIZATION

The City of Evanston extensively uses social media to promote sustainability events taking place in the City. While Evanston had Twitter and Facebook prior to 2011, membership greatly increased during this past year. @CityofEvanston is the city's Twitter hashtag and currently has 2,933 followers. There is also a @DowntownEvanston Twitter account that keeps residents up to date with happenings in Evanston, including various the sustainability events that are held in downtown Evanston. This Twitter account has another 1,000 followers, so if you want to stay informed and up-to-date with all of the sustainability news, these are great sources. The City of Evanston also uses its Facebook account to keep residents informed about sustainability events and updates, and currently the City's Facebook has almost 3,800 friends. Although this number seems high, it is only a fraction of Evanston residents, so if you want live, up-to-date information about sustainability, then "friend" us and invite your friends to "friend" us too!

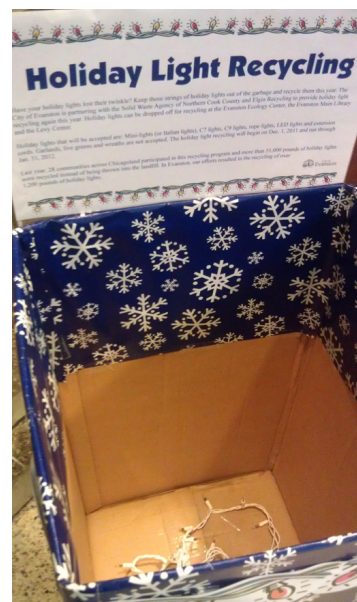
Program Highlights - - - - -

SUSTAINABILITY WEBSITE UPDATE AND NEWSLETTER

The Office of Sustainability updated all of the web page content for the office and created an e-newsletter this year. It contains up-to-date information about all of the sustainability projects going on in the community. There are seven main areas of focus on the webpage: Renewable Energy; Energy Efficiency; Transportation; Waste Reduction and Recycling; Water Conservation; Food Cycle; and Land Use and Development. Residents can sign up to receive the e-newsletter on the City of Evanston's Webpage in order to stay up-to-date with the City of Evanston's sustainability initiatives and programs.

'ECO-CORNER'

The city also has a weekly e-newsletter that reaches over 20,000 people. Included in the newsletter is a section dedicated for sustainability news called 'Eco Corner.' These news articles can also be found online on the City's website in the news section by clicking on the sustainability topic. Included are great studies about green events in Evanston, various energy reducing tips, and recycling ideas. One example this winter was an 'Eco Corner' article about the Holiday Lights Recycling Program that allows residents to drop off holiday lights which no longer work at the Evanston Public Library, Evanston Ecology Center and the Levy Center from October through January. These news stories are relevant, useful and interesting to read.



CONCLUSION

Summary of Emissions Reduction

Through new programs, events and technology advances, Evanston's greenhouse gas emissions were successfully reduced in a large spectrum of areas. From vehicles to electricity to natural gas, Evanston's emissions have seen a decline due to the new awareness, standards and programs that have been implemented. While emissions have greatly decreased for the City of Evanston buildings, community emissions remain an opportunity for continued reductions and an area that will receive increased focus in the coming year.

Questions or comments?

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