

## **Evanston150 Summary Document**

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## Overview

**Evanston150 is a community-wide initiative that engages all of us in imagining our future, resulting in 10 visionary ideas to celebrate Evanston's 150th anniversary in 2013.**

Evanston150 was conceived as a forward-looking celebration of the city's 150th anniversary in 2013. After two years of planning, the steering committee in 2011 asked community members for ideas to make Evanston a better place to live, work, and play. A volunteer selection jury and public voting whittled the 2,013 ideas submitted down to 10 that were unveiled in a festive "black tie and blue jeans" event in November 2011. An 11th idea added for the sesquicentennial year—Celebrate!2013—inspired Evanstonians to "Volunteer. Celebrate. Engage."

Implementation of many of the ideas was well under way by 2013. Residents were also encouraged to undertake other projects, several of which have been adopted. More than 12,000 community members had engaged in Evanston150 by the end of November 2013. The steering committee hopes that the process of grassroots ownership of our community's future will result in even more ideas—and that the spirit of Evanston150 will permeate community culture for the next 150 years.



photo caption: Evanston Steering Committee members, including Barry Lundberg, Sara Schastok, Lori Osborne, Karen Mosby-Avery and Jay Lytle, hosted the March 26, 2011 Community Kick Off Rally at the Levy Center. Over 700 community members turned out to learn about the Evanston150 initiative. Photo by Bill Burlingham.

## STEERING COMMITTEE

Alan Cubbage [Northwestern University](#), Carolyn Dellutri [Downtown Evanston](#), Steve Griffin [City of Evanston](#), Mary Johns (founding member), Patrick Keenan-Devlin [James B. Moran Center for Youth Advocacy](#), Barry Lundberg [Evanston Lighthouse Rotary Club](#), Jay Lytle [First Bank & Trust](#) Karen Mosby-Avery [Second Baptist Church](#) Lori Osborne [Evanston History Center](#) Eden Juron Pearlman [Evanston History Center](#) Dino Robinson [Shorefront](#) Naria Santa Lucia (founding member) Sara Schastok [Evanston Community Foundation](#) Marybeth Schroeder [Evanston Community Foundation](#)

**Preliminary Plans for Celebrating Evanston at 150 years**  
**December 16, 2008 Memo of First Meeting**

Evanston will mark its Sesquicentennial in 2013-2014, celebrating its official incorporation as a city on December 29, 1863. The Evanston History Center and the Evanston Community Foundation has begun exploring how this occasion can include not only a look back into Evanston's past, but more importantly, focus on exploring our community now and visioning for its future. We hope the Sesquicentennial will foster a renewed sense of civic engagement in the community – hearkening back to a tradition that begins with Evanston's founding.

This yearlong focus on connecting Evanston's past to a vibrant future will require involvement by many groups and individuals in Evanston. The Foundation and the History Center have already begun brainstorming with potential partners, including the Evanston Public Library and City of Evanston staff members. We have also made plans to gather small groups of community members for brainstorming meetings in the Spring of 2009.

This project will be shaped by the ideas and engagement of this larger group. From our brainstorming so far, we've developed some preliminary concepts and possibilities:

A Community-wide visioning project --

- Citizens will be invited to participate in selecting what we should do or create to celebrate Evanston at 150. In the long tradition of people saying "Wouldn't it be great if Evanston had ..." we would invite everyone to finish that statement with whatever they can imagine. We would then narrow down the choices and residents would be able to select the final group of things we would choose as a community to work on.
- Community groups will be invited to not only discuss how to celebrate Evanston at 150, but also to look at themselves and imagine anew what they can be for the Evanston community.

Evanston history related projects --

- Projects in partnership with Evanston schools, including a new history of Evanston, written in concert with high school history students, and an essay contest for middle school students
- Evanston architecture tours and publications – highlighting the city's amazing architectural resources for students and tourists (these can build on the work already done in recent years by the Evanston Women's History Project and Shorefront)
- Community-wide oral history project, capturing a picture of Evanston today, reaching both long time residents and recent arrivals to discover who we are at this moment in time
- Publications on Evanston history, possibly a re-issue and update of *Evanstoniana* or a new publication of original essays and primary history resources
- Archival records project – a survey of local history resources including city, church and organization records; publication of the survey so that we can locate

and preserve these important historical resources; digitization of selected resources for wider access

- Evanston history film for use at the history center and in local venues, providing an introduction to Evanston's past, linking it to the community today

The Evanston Community Foundation has been the linchpin over the last several years for the Evanston Women's History Project, which is showcasing the role women have played and continue to play in Evanston. The History Center is one of the partners in this project, along with a number of other organizations. We can build on this collaborative experience to create a celebration of Evanston's 150<sup>th</sup> birthday that will not only showcase our community's unique character but help us move with confidence and vision into the next 150 years.

## **Mission Statement**

Finalized August 26, 2010

Evanston150 is a community-wide initiative that engages all of us in imagining our future, resulting in 10 visionary projects to celebrate Evanston's 150<sup>th</sup> anniversary in 2013.

### **Initiative Description (to be refined by hired manager)**

Through a series of grassroots discussions at gatherings reflecting the diversity of the Evanston community, Evanston150 is collecting ideas, plans, hopes and even dreams which will be evaluated and selected by members of the community as **10 projects** to be accomplished by Evanston's 150<sup>th</sup> anniversary in 2013. The 10 projects will have a visionary outlook, broad community acceptance, and long-term impact – serving as a tribute to our rich past and a commitment to our promising future.

Join us in this process of discovery. Tell us what you envision for Evanston's future.

## TIMELINE

### November 2011 and beyond

November 10, 2011	Community members begin to collaborate and adopt Top 10 ideas
January 7, 2012	Implementation of Top 10 Ideas gets underway
<b>2013</b>	Community celebration of Evanston150: What will we have accomplished by Evanston's official 150th anniversary, December 29, 2013?

### August – November 2011

August 1 – October 1, 2011	Selection Jury reviews all ideas and narrows down to top 100
October 15 & 16, 2011	Community event to vote on top 30 out of top 100 ideas
November 10, 2011	Evanston150 Top 10 Ideas are announced!

### March – July 2011

March 1, 2011	Selection Jury applications available
March 26, 2011	Kick-off Rally
March 26 – July 31	Brainstorming sessions organized by community members
May 12, 2011	Night of Ideas — Brainstorm Together
June 1, 2011	Selection Jury applications due
July 31 – Midnight	Deadline for submission of ideas
August 1	Selection Jury members chosen

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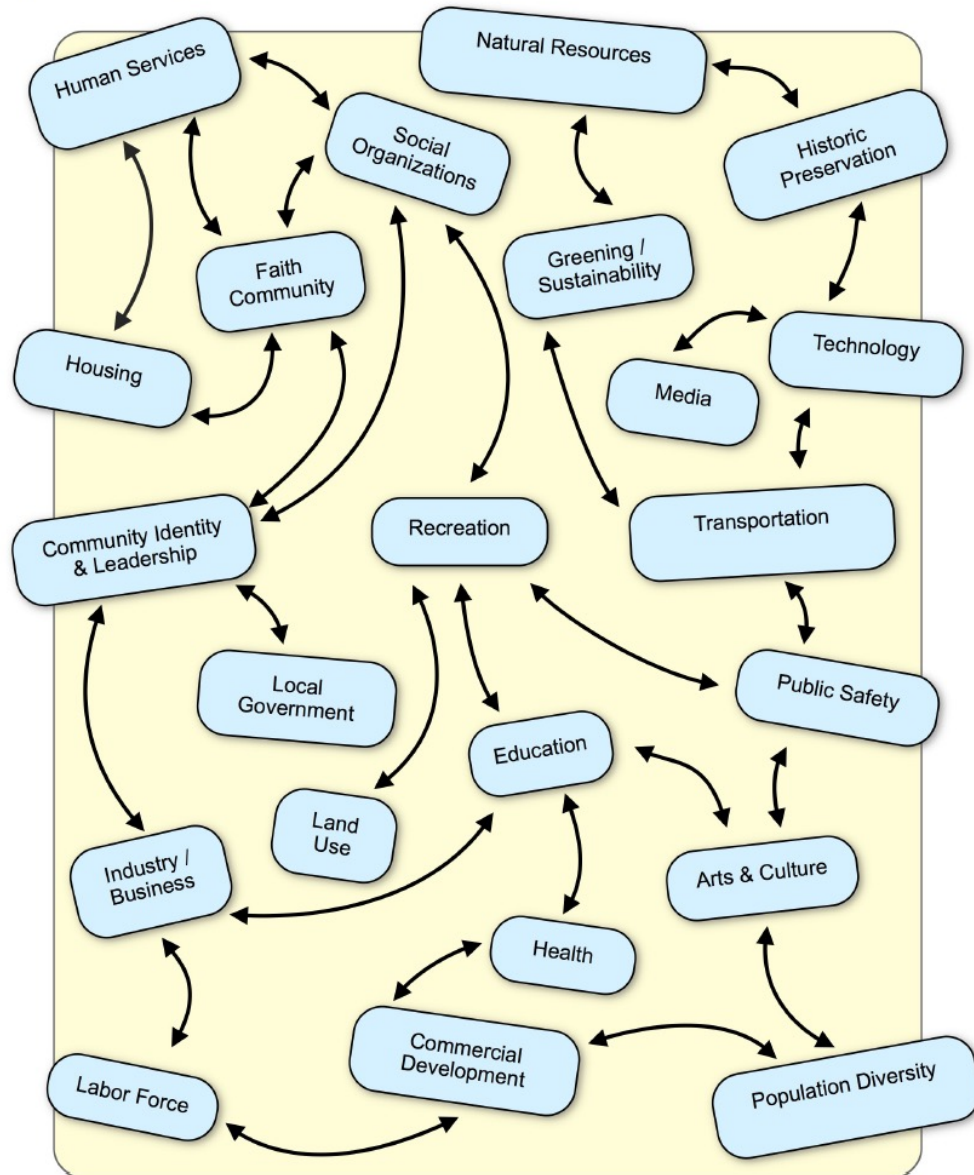


## Suggested Brainstorm Session Outline for Community Members Leading a Brainstorm

1. **Introduce self, and answer one ice-breaker question** - Such as “What brought you to Evanston?,” or “How long have you lived in Evanston?” or “What quality about Evanston do you appreciate most?” Go around the room and have participants introduce themselves and answer the question. (5 min).
  2. **Give a brief overview of Evanston150.** You may wish to read the Mission Statement and Timeline for Evanston150 (available on the website and in the Evanston150 Visioning Toolkit), or alternately show the three 1-min. videos featuring Bill Campbell on the Evanston YouTube channel (also available on the website). (5 min.)
  3. **Ask for a volunteer to be the scribe**, and to write all brainstormed ideas down on a large pad of paper, and tape the sheets of ideas to the wall. Alternately if you have a large group of more than 10 - 15 people, you may wish to break up into smaller groups. Have each group appoint a scribe to write the groups ideas down and report back to the full group. (5 min.)
  4. **Priming the Pump for Big Ideas** - You can tape to the wall or disseminate to each small group the diagram of the Segments of Evanston (found on the website and in the Evanston150 Visioning Toolkit), to help participants think about how their ideas might benefit a large segment of the community, or to help generate ideas that would benefit more than one segment of our community. You can also share examples of the final 10 ideas that came out of Envision Dubuque in 2010 which have now been implemented: including a federally qualified health clinic, a riverwalk, miles of new bike trails, and a new state of the art performance venue. (5 min.)
  5. **Provide encouragement for a creative brainstorming session.** Lay out a few simple guidelines - such as there are no bad ideas, and not to worry about how much the ideas will cost or the logistics at this stage. For more brainstorming guidelines, see the Evanston150 Visioning Toolkit. (5 min.)
  6. **Set a Timer for the brainstorming period** - We suggest between 15 - 30 minutes for your group to toss out, and build upon each others ideas. If you have broken up into small groups, give each group up to 5 minutes to report on their ideas to the larger group. Have a scribe write these ideas on a large pad of paper and tape them to the wall so everyone can see them. (20 min.)
  6. **Synthesize the Ideas** - take 10 - 15 minutes to review all of the ideas that have been generated. Look for ideas that have a common theme that can be connected. Have the group decide which of the ideas have the most promise for widespread acceptance and long-term impact, and that should be submitted to Evanston150. (10 min.)
- TOTAL TIME: 60 minutes**
7. **Submit your Ideas** - The brainstorm leader should gather up the ideas (there is no limit to how many you can submit) and e-mail them to [info@evanston150.org](mailto:info@evanston150.org) enter them on the [www.evanston150.org](http://www.evanston150.org) website using the idea submission form. Alternately they can be mailed or delivered to: Evanston150 % The Evanston Community Foundation, 1007 Church Street, Suite 108, Evanston, IL 60201.

## Segments of Evanston

As you brainstorm for big ideas to make Evanston a better place to live, work and play, consider the broad array of segments that make up and challenge our community. Many are shown in the graphic display below. In your group discussions, you may want to consider how these areas are directly or indirectly related to each other, and how an improvement in one area could support and strengthen another.





**Evanston150**

c/o Evanston Community  
Foundation  
1007 Church Street,  
Suite 108  
Evanston, Illinois 60201  
Phone 847.347.2013  
info@evanston150.org

Share Your Ideas for Our Future  
www.evanston150.org

**Sponsors**

The City of Evanston  
Evanston Community Foundation  
Evanston Lighthouse Rotary Club  
First Bank & Trust  
NorthShore University  
HealthSystem  
Northwestern University  
Romano Brothers & Co.  
Saint Francis Hospital

**Steering Committee**

Alan Cabbage  
*Northwestern University*

Carolyn Dellutri  
*Downtown Evanston*

Mary Johns  
*Evanston Public Library*

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FOR IMMEDIATE RELEASE

August 5, 2011

**EVANSTON150 GATHERS 2,185 IDEAS FOR THE FUTURE**Selection Jury Prepares for Public Voting Events Oct. 15 & 16

EVANSTON, IL- The Evanston150 Steering Committee announced today that the total number of ideas collected from community members was 2,185, exceeding its stretch goal of 2,013 ideas. The submission of ideas to make Evanston a better place to live, work and play began March 26<sup>th</sup> with the Community Kick-off Rally at the Levy Senior Center, and ended on July 31st at midnight. During the four month idea submission phase, community organizations, businesses, and residents organized and hosted private and public brainstorming sessions to generate visionary ideas with broad-acceptance and long-term impact. Idea submissions nearly doubled during the last two weeks of July from 1,100 to the final count of 2,185.

The next phase of the Evanston150 initiative takes place August through October as the newly appointed Evanston150 Selection Jury sifts through the ideas to determine the top 100 ideas to be presented for a weekend of public voting events October 15 and 16. A committee comprised of two Evanston150 Steering Committee members and three community volunteers reviewed the 51 jury applications submitted by community members. Evanston150 interns numbered all applications and removed the cover pages before turning them over to the Review Committee. The applicants answered essay questions about community service and volunteer experience and provided demographic data on age, race, household income, geographic area of Evanston and occupation.

“This was a blind process in which we looked at experiences, not names,” explained Evanston150 Steering Committee Member Patrick Keenan-Devlin. “The Review Committee chose 21 jury candidates,” Keenan-Devlin stated. “It was not difficult to find good candidates. We ended up with a committee that reflects Evanston’s diversity, without having to force it.

Seven of the Selection Jury members are men and 14 are women. Sixteen are Caucasian and five are African-American. There were no Asian or Latino applicants. Seven jury members are under age 40 (which includes one high school and one college student), and 14 are over age 40. The Jury members, who were notified of their appointment on July 26, will attend an August retreat

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hosted by the Steering Committee to prepare them for their collective responsibility.

The entire community is invited to turn out for one of several public voting events being planned for the weekend of October 15 and 16. The Public Vote will narrow down the 100 ideas to 30.

On November 10, 2011 the Steering Committee will announce the final 10 ideas promising broad support and long lasting impact to the community at a festive event to conclude this phase of Evanston150. Following the November 10 announcement community members, local institutions, and organizations are invited to start collaborating, adopting projects, and implementing the ideas. The Evanston150 steering committee hopes to see many projects underway and some completed by the 2013 celebration of Evanston's 150 years.

# # #

EVANSTON150 is a community-wide initiative that engages all of us in imagining our future, resulting in 10 visionary ideas having broad support and promising long-lasting impact to celebrate Evanston's 150<sup>th</sup> anniversary in 2013.

Guiding Principles – October 2011

EVANSTON150 – LOOKING BEYOND OCTOBER 16 (2011)

- Attitude changes –as important as the projects themselves
- \$\$ for the projects: the process helped to bring grant dollars to Dubuque
- Having specific, actionable ideas was key to that result
- Footnote Line: “Evanston150 is a local grassroots process, run by volunteers, to engage those who live, work, and study in Evanston in a community visioning process: an open, all-inclusive discussion to develop a variety of ideas for the future of Evanston”

Why is such a process a good idea?

- To determine our community’s unique assets, needs and goals
- To engage area citizens in a discussion about what the future of the community should be
- To ensure that everyone who is affected by the decisions has an opportunity to be involved in the decision-making process
- To identify key community projects
- 

The Implementation Phase – “the process gathered, compiled, vetted and presented the top ideas for the taking by whomever has the passion”

Message to community: So where do we go from here?

Step up

Take ownership

Champion ideas

Make them happen by 2010

- 1 committee per idea
- Generate new groups of active community leaders, taught them skills
- Some groups were small, 3-5 people, others were bigger, some evolved into nonprofits
- “We won’t do it but we’ll help you”—city staff were on almost each committee
- CF and Chamber called on people they thought would be interested in each idea
- CF helped to launch the first meetings of each group but someone in each committee was the “staff-ish” person who did nudging
- City staff: participated but were not directing things.
- Create database of committee members, make sure each appoints a leader and a scribe
- Who did the legwork in Dubuque? Committee leaders. The Community Foundation might have written grant proposals. Or other organizations. Etc

project was on its own with “some” assistance from the CF and from the Chamber.

- Steering Committee member did facilitate some groups that needed help
- Steering Committee met at least annually with groups
- 6 groups created funds at the community foundation for raising \$\$ for projects
- Local newspaper featured each of the top 10 Envision 2010 ideas in a weekly Sunday series (I have 3 sets of samples)

#### Wireless internet access: Dubuque seeks Communitywide internet access

The idea, the vision, the benefits of implementing the idea

Quotes from the Envision Selection Committee that finalized the list

Questions that would need to be answered: “how far do you take the concept of free wireless access? inside homes? Or just outdoors?”

City commissioned feasibility study got cost figures

Pros/cons

There were exploratory processes

Pieces of the puzzle identified across the community

A bigger piece—examples from other communities

A step at a time—doubts about timing, business plan, obsolescence

#### Community Health Center Takes Shape

The idea and vision: clinic opens doors to uninsured sick child AND middle-aged woman who hasn’t seen a dentist in years

The need: figures, statements

The history—seemed unattainable til pledge of 650k in state funding

Backing from broad coalition of health-care providers, businesses, city, residents: to continue attempts to secure federal funding

Federal funding: Or not—this will determine scope of services

Demonstration of community support

#### Group Rules out Possibility of Outdoor Facility

Arts are undeniable part of Dubuque—examples

What about the future?

Envision2010 put a combined indoor/outdoor performing arts center on the top 10 list

Selection Committee said: “it’s been discussed for so long, it’s time to put it on the table and let people discuss it and find out whether Dubuque can support something like this”

Original idea: “build state of the art center to represent finest music, opera, theater, dance, and educational presentations. The Envision goal had it slated for the Port of Dubuque with true concert hall acoustics designed to serve local groups, major touring artists, theater attractions

But 20 people on the planning committee are still working to narrow the focus and refine the idea

Pursuing 2 tracks: remodel or build new

Presentation of the pros, cons, ideal scenarios, locations

What the benefits would be

Fanned out to visit venues in other cities/on-line research

Symphony's ED presented the importance of the arts for long-term growth of Dubuque. Can attract companies to relocate, so city is competitive with other places

Going from 30 to 10 ideas

- Begin with the vision—what is the newspaper story on November 11<sup>th</sup>?
- Concepts were developed and presented
- Make the ideas actionable and specific—what will we do, accomplish?
- Acknowledge long-term projects: could well be 4-6 years to complete
- CONFIDENTIALITY a must
- Ideas need to be BIG to attract many people to see their *interests* potentially being met, to see their *needs for service* potentially met, to attract potential donors

Announcement night

- They were big with visuals—they literally passed the baton to the committees

As of 3/1/13

Month	What	Who
January	Evanstoniana book	EHC
February		
March	Maps exhibit	EHC
03/16/13	Family Day of Music for Evanston150	MIC
April	*Anniversary Concert	MIC
04/05/13	Age of Champions Screening	The Mather
April – May	The Exonerated	NEXT Theater & NU
May	House Walk	EHC
05/18/13	*YEA Festival	YEA
	WOW	City
	Faces of Evanston	Kiwanis
June	Custer Street Festival	Custer Street
	Preservation Tours	Preservation League
	*Race Against Hate	YWCA
	NU Alumnae Class	NU
July	*Evanston 4th of July Celebration	4th of July Assn
	*Ice Cream Social	EHC
	Ethnic Festival	City
07/27/13	150 Candle Birthday Bash	Evanston Arts Center
August	Lake Shore Arts	City
	CommUnity Picnic	City
	National Night Out	City
08/25/13	Taste of Armenia	St. James Armenian Church
September	StoryCorps Oral History Project	EHC
	Harvest Festival	Farmers Market
	Paint Evanston Purple	City/NU
October	*Bike the Ridge	City
	Northwestern Homecoming	NU
	ETHS Homecoming	ETHS
November	Interfaith Thanksgiving Service	Interfaith Action of Evanston
December	*First Night Evanston	

\*Main Event for Celebration Year



**Celebrate!2013 Engagement Statistics**  
as of 4/24/13

<b>Measurement</b>	<b>2013</b>	<b>2012</b>
Total unique website visits since 3/1/11 launch date	10595	8901
Email Subscribers	2461	2380
Facebook	600 weekly impressions	300 weekly impressions
Twitter followers	274	168
Event Attendees	1867 to date	2506 in 2011
Volunteers (Individuals)	1107	700
Volunteers (Organizations)	86	66
10 Idea Project Volunteers	251	
Sponsors	29	
Community Partner Organizations	101	
Working Group Volunteers	20	
Volunteer Hours Logged	60446	

**2013 Event Attendees**

200 MLK Kickoff Fleetwood Jourdain  
 616 MLK Kickoff MIC  
 350 MLK Kickoff Y.O.U.  
 150 EHC Maps Exhibit  
 320 MIC Family Day of Music  
 231 NU Exonerated (4/20 performance)

**1867 TOTAL**

## **celebrate!2013 sponsors**

### **Lead Sponsors**

Andy's Frozen Custard  
City of Evanston  
Evanston Review  
IRMCO  
NorthShore University HealthSystem  
Northwestern University

### **Sponsors**

Brown Kaplan + Liss  
Center for Independent Futures  
Downtown Evanston  
Erie Family Health Center-Evanston Skokie  
Evanston Chamber of Commerce  
Evanston Community Foundation  
Evanston History Center Evanston  
Host Evanston Now  
First Bank and Trust  
The Frank B. Foster Charitable Trust  
Hagerty Consulting  
Kiwanis Club of Evanston  
Kurz & Co.  
Mather LifeWays  
McGaw YMCA  
Music Institute of Chicago  
Next Theatre  
Rotary Club of Evanston  
Second Baptist Church  
Turning Point Behavioral Health Center  
Woman's Club of Evanston  
YWCA Evanston/North Shore





**Evanston150 Engagement**  
updated 9/5/12 by Stephanie Kulke

**2,201 ideas submitted**

**2011 Event Attendance**

760 Brainstorms: 20 avg. attendance at 38 brainstorms  
700 Kick Off  
100 Night of Ideas  
500 Public Vote  
300 Final 10 Announcement  
120 Get to Work Workshop  
26 Celebrate 2013 Kick Off  
100 June 7 Community Meeting

**2,606 TOTAL**

**122 Partners and Volunteers:**

25 Volunteers  
40 Community Partners  
13 Steering Committee  
21 Jury  
7 funding partners  
16 business partners

**274 Project Team Members**

**Summary of 2011-2012 Media Coverage:**

19 Daily Northwestern stories  
4 Television segments (3 ECTV and 1 ABC-7)  
34 Evanston Now stories  
12 Evanston Patch stories  
17 Evanston Review stories  
16 Evanston RoundTable stories  
19 TribLocal stories



# Visioning Tool Kit

Evanston150 is a community-wide initiative that engages all of us in imagining our future, resulting in 10 visionary ideas to celebrate Evanston's 150th anniversary in 2013.

**Evanston150 is made possible by the generous support of the following partners:**

## Funding Partners:



Saint Francis Hospital



evanston!communityfoundation

## Media Partners:



## Business Partners: (as of 3/8/11)

Nimlok • Technology Innovation Center

**Visit [www.evanston150.org](http://www.evanston150.org) to see our growing  
list of Community Promotional Partners**

# Where do we go from here?

Dear Neighbor,

In 2013, Evanston will celebrate its rich history over the 150 years since it was incorporated. This milestone presents our community with a unique opportunity to not only look back at the past, but to imagine the future.

Evanston150 invites everyone who lives, works or studies in Evanston to begin the celebration of this anniversary by creating a new history. What are 10 big ideas for Evanston's future? What are 10 visionary ideas to make it a better place to live, work, play? We are looking for at least 2,013 ideas having broad support and long lasting impact, to move Evanston forward into the future.

Evanston150 kicks off in March 2011 and continues into November 2011. During the first few months, all members of the community are invited to gather together to brainstorm ideas to shape our collective future.

This Evanston150 Tool Kit contains simple instructions for groups who want to get together, brainstorm, and submit ideas. Once the ideas have been submitted, a selection jury comprised of community members will narrow down the list and then the community will participate in choosing the Top 10 Ideas for Evanston's future.

Thank you for getting involved in this exciting process! We hope to hear from you soon!

Sincerely,

Evanston150 Steering Committee

Alan Cubbage, *Northwestern University*; Carolyn Dellutri, *Downtown Evanston*; Mary Johns, *Evanston Public Library*; Patrick Keenan-Devlin, *Community Volunteer*; Barry Lundberg, *Evanston Lighthouse Rotary Club*; Jay Lytle, *First Bank & Trust*; Karen Mosby-Avery, *Second Baptist Church*; Lori Osborne, *Evanston History Center*; Eden Juron Pearlman, *Evanston History Center*; Dino Robinson, *Shorefront*; Naria Santa Lucia, *James B. Moran Center for Youth Advocacy*; Sara Schastok, *Evanston Community Foundation*; and Marybeth Schroeder, *Evanston Community Foundation*

## **What is Evanston150?**

Evanston150 is a community-wide initiative that engages all of us in imagining our future, resulting in 10 visionary ideas to celebrate Evanston's 150th anniversary in 2013.

The goals of Evanston150 are to:

- Bring together our diverse community through a grassroots visioning process to improve Evanston's future.
- Capture the energy and imagination of the Evanston community to generate at least 2013 ideas, plans, hopes and even dreams to move our community forward.
- Evaluate all ideas submitted and select 10 ideas that have broad community acceptance, a visionary outlook, and can make a long-term impact.

## **How did Evanston150 get started?**

In late 2008 leaders of the Evanston Community Foundation, Evanston History Center, and Evanston Public Library met to discuss ideas for celebrating Evanston's 150<sup>th</sup> anniversary in 2013. The group agreed that the usual celebratory events and focus on the past would simply not be enough – getting the community excited and engaged with imagining Evanston's future would better serve as a tribute to our rich past and a commitment to our promising future. A small steering committee of community members was formed to implement the visioning project we named Evanston150.

## **What will the Evanston150 process be?**

Evanston150 kicks off on March 26<sup>th</sup> 2011 and continues into November 2011. From the kick-off through July 31, everyone who lives, works and studies here is invited to submit ideas for making Evanston a better place to live, work and play. This Visioning Tool Kit is meant to help you conduct brainstorming sessions with groups you already meet with or groups you gather especially for this process. We hope to gather at least 2,013 ideas!

Once ideas are submitted they will then be reviewed by a Selection Jury. All Evanston residents are invited to apply to serve on this jury. The Selection Jury will review all of the ideas submitted by the community and choose the top 100 for a community-wide vote. This vote will narrow down the list from 100 to 30. The Selection Jury will then review the 30 ideas chosen by the community to come up with the Top 10 Ideas. On November 10th 2011 the Top 10 Ideas will be announced at a community event. Community members and organizations will then be invited to collaborate, adopt ideas, and start implementing projects. We hope to see many projects underway and some completed by the 2013 celebration of Evanston's 150 years.

## **Is there a successful model for this process?**

In 2005, the community of Dubuque Iowa launched Envision 2010, led by a partnership of the Dubuque Community Foundation and the Dubuque Chamber of Commerce. By 2009, 57,000 people had engaged in the process and generated 2,032 ideas. Eight ideas were realities by 2009 and all ten were complete or in process by 2010, including a Federally Qualified Health Center with a dental clinic, and a revitalized riverfront with walking trails. The broader result: new pride and spirit in the community.

## Who are the funders?

The City of Evanston, Northwestern University, First Bank & Trust, Romano Brothers & Co., Evanston Lighthouse Rotary Club, the NorthShore University HealthSystem, and Saint Francis Hospital are together contributing \$110,000 for this process. The Evanston Community Foundation is providing financial management and oversight. Evanston150, though receiving some funds from the City of Evanston, is not a city project. It is an independent community-wide project with partners from all parts of the community.

## Timeline

### March – July 2011

<b>March 1</b>	Selection Jury applications available
<b>March 26</b>	Kick-off Rally
<b>March 26 – July 31</b>	Brainstorming sessions organized by community members
<b>May TBA</b>	Night of Ideas – Brainstorm together
<b>June 1</b>	Selection Jury applications due
<b>July 31 - Midnight</b>	Deadline for submission of ideas
<b>August 1</b>	Selection Jury members announced

### August – November 2011

	Selection Jury reviews all ideas and narrows down to top 100
<b>Early October TBA</b>	Community event to select top 30 out of top 100 ideas
<b>November 10</b>	Evanston150 Top 10 Ideas are announced!

### November 2011 and beyond

	Community members begin to collaborate and adopt Top 10 Ideas
	Implementation of Top 10 Ideas gets underway
<b>2013</b>	Community celebration of Evanston150: What will we have accomplished by Evanston's official 150th anniversary, December 29, 2013?

# How to Get Involved

## It's Easy!

### Step 1: Gather a Group

Ask people in the groups you may already belong to get involved, such as:

- Church groups
- Service clubs and/or civic groups
- School groups/PTAs
- Non-profit organizations
- Businesses/departments/employees
- Girl and Boy Scout troops
- Youth organizations
- Sports teams
- Campus organizations

Or, you may want to gather an informal group of your own together, just for the purpose of brainstorming ideas:

- Family members
- Neighbors
- Social clubs
- Book groups
- Sports friends (i.e. tailgating or golfing friends)

There is no limit to the number of people you can have in a group and no limit to the number of groups you can convene. You can meet whenever and wherever is convenient and you can spend as much time as you like on this project.

### Step 2: Brainstorm

The point of this brainstorming activity is to generate as many ideas as possible for Evanston's future. Brainstorming sessions should be open, fun and non-judgmental. Here are some tips for a great brainstorming session:

- Have a group leader review the Evanston150 project and brainstorming guidelines.
- Have a group member record each idea. Large flipcharts or blackboards are nice for this.
- Collect as many ideas as possible from all participants.
- There are no "bad" ideas.
- ALL ideas should be welcome, no matter how crazy they seem. At this point, no one knows what might work or where an idea can lead.
- Do build on each others' ideas – a small idea can become a big idea.
- Don't worry about what the idea would cost.
- Don't worry about how it would get done.
- Move quickly, to get out as many ideas as possible.
- Don't worry about keeping track of who offered which idea.
- Set a time limit for brainstorming.

- Have fun!

Here are some questions for your group to consider:

- What would make Evanston an ideal place to live and work?
- What is the best place you've ever visited? What did you like about it? What did it look like? Feel like? How could Evanston be the same?
- What is missing in Evanston?
- If you were "Mayor for a day," and could do anything you wanted, what would it be?
- Are the ideas you've discussed visionary? Will they have broad community support and long-term impact?

At the end of your brainstorming session, decide as a group if you want to submit all the ideas you have generated or if you want to select what your group feels are the best ideas.

### **Step 3: Submit Your Ideas**

Collect all of the ideas your group wishes to submit. Write them down on the form provided and then go to our website at

[www.evanston150.org](http://www.evanston150.org)

to submit them. You can also mail the form to us or drop it off – but our web site is the best place to submit ideas, to stay in touch with the project and to see what others have submitted.

Your group's ideas will be added to the large list of ideas (our goal is to gather at least 2,013 ideas!) from every individual and group in our community. You can submit ideas until midnight July 31, 2011.



# What's Your Idea?

**Submit your group's Big Ideas for Evanston's future by midnight, July 31, 2011.**

**Idea:** \_\_\_\_\_

**Brief  
Description:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Idea:** \_\_\_\_\_

**Brief  
Description:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Use additional pages to submit additional ideas as necessary.

Submitted by: \_\_\_\_\_

Name of Group: \_\_\_\_\_ (Optional)

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

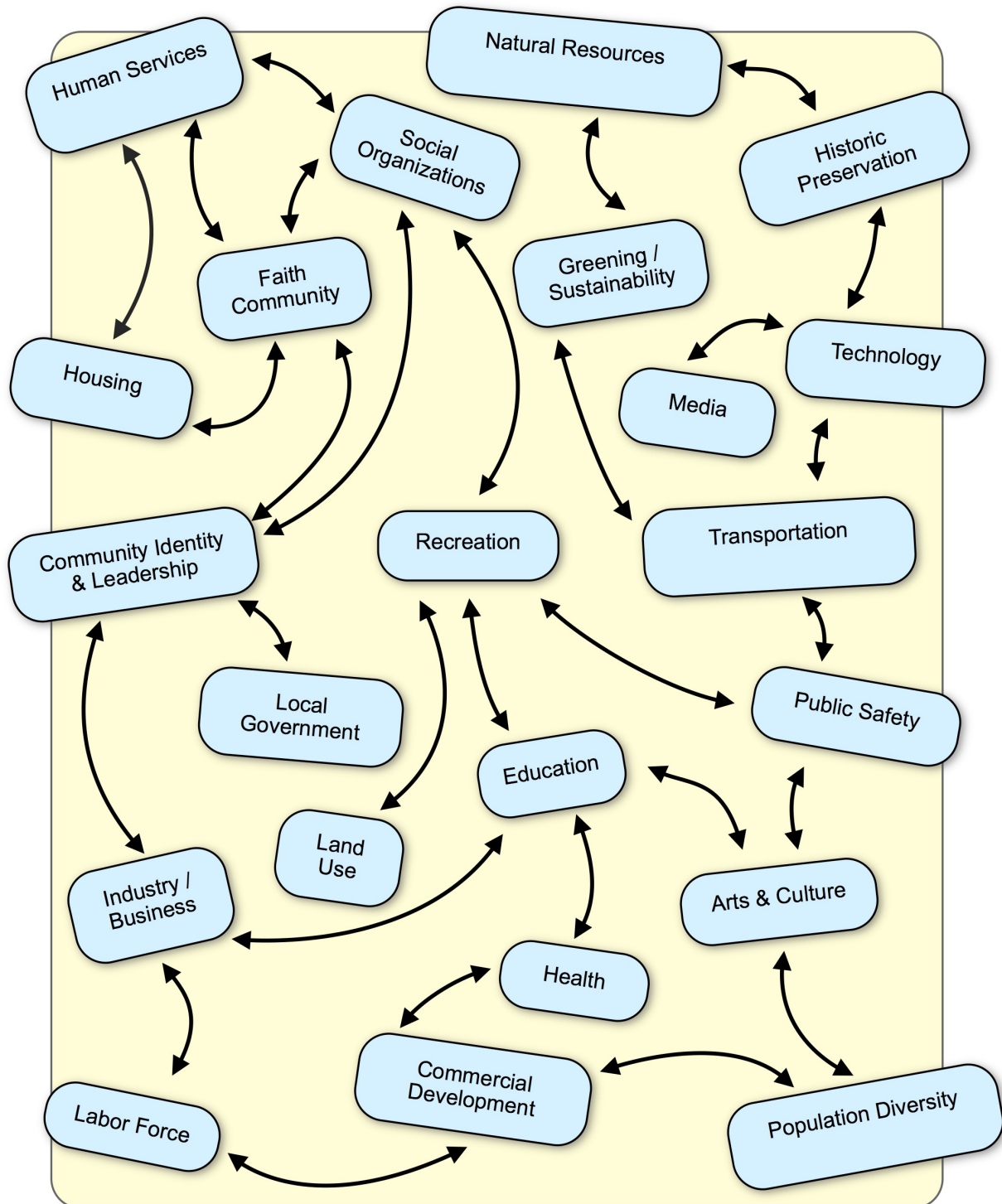
Go to our website at [www.evanston150.org](http://www.evanston150.org) to submit your ideas.

You can also mail the form or drop it off to:  
Evanston150  
c/o Evanston Community Foundation  
1007 Church Street, Suite 108  
Evanston, Illinois 60201

**For more information visit [www.evanston150.org](http://www.evanston150.org)  
call 847-347-2013 or email [info@evanston150.org](mailto:info@evanston150.org).**

## Segments of Evanston

As you brainstorm for big ideas to make Evanston a better place to live, work and play, consider the broad array of segments that make up and challenge our community. Many are shown in the graphic display below. In your group discussions, you may want to consider how these areas are directly or indirectly related to each other, and how an improvement in one area could support and strengthen another.





## **Selection Jury Application Cover Sheet**

### **What is Evanston150?**

Evanston150 is a community-wide initiative that engages all of us in imagining our future, resulting in 10 visionary ideas to celebrate Evanston's 150th anniversary in 2013.

The goals of Evanston150 are to:

- Bring together our diverse community through a grassroots visioning process to improve Evanston's future.
- Capture the energy and imagination of the Evanston community to generate at least 2,013 ideas, plans, hopes and even dreams to move our community forward.
- Evaluate all ideas submitted and select the Top10 Ideas that have broad community acceptance, a visionary outlook, and can make a long-term impact.

### **What role does the Selection Jury play?**

Evanston150 kicks off on March 26<sup>th</sup> 2011 and continues through November 2011. From the kick-off through July 31, everyone who lives, works or studies in Evanston is invited to submit their ideas for making Evanston a better place to live, work and play.

Once ideas are submitted (deadline is midnight on July 31, 2011) they will be reviewed by the Selection Jury. All Evanston residents are invited to apply to serve on this jury and 15-20 residents will be chosen in a blind review process by the Evanston150 Steering Committee. The Selection Jury will meet starting in August of 2011 and will continue through the announcement of ideas in November 2011.

The Selection Jury will review all the ideas submitted by the community and choose the top 100 for a community-wide vote. This vote will narrow down the list from 100 to 30. The Selection Jury will then review the 30 ideas chosen by the community to come up with the Top 10 Ideas. On November 10<sup>th</sup> 2011 the Top 10 Ideas will be announced at a community event.

### **Key Selection Jury Dates:**

Selection Jury Application deadline: June 1, 2011

Selection Jury Notification: July 1, 2011

Meetings will be held: August – November 2011

Announcement of Top 10 Ideas: November 10, 2011



## Selection Jury Application

**Please note:** This first page of the application will be used for contact purposes only and will be removed by staff prior to review of applications. In addition, all information provided by you in this application will be kept strictly confidential and all questions are optional.

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** Evanston

**Zip Code:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Signature** \_\_\_\_\_

**Date** \_\_\_\_\_



**Evanston Neighborhood:**

- |                                    |                                    |                                    |                                   |
|------------------------------------|------------------------------------|------------------------------------|-----------------------------------|
| <input type="checkbox"/> Southwest | <input type="checkbox"/> Southeast | <input type="checkbox"/> Central   | <input type="checkbox"/> Downtown |
| <input type="checkbox"/> West      | <input type="checkbox"/> Northwest | <input type="checkbox"/> Northeast |                                   |

**Occupation (such as healthcare, education, service industry):**

- \_\_\_\_\_  
☐ Currently working      ☐ Retired (current or pre-retirement)      ☐ Student

**Gender:**   ☐ Female      ☐ Male

**Age**      ☐ 15-20      ☐ 21-30      ☐ 31-40  
             ☐ 41-50      ☐ 51-64      ☐ 65+

**Estimated Household Income Level**

- ☐ Less than \$50,000 per year  
☐ \$50,000-\$100,000 per year  
☐ More than \$100,000 per year

**Race/Ethnicity (You may check more than one):**

- ☐ White/Caucasian  
☐ African American/Black  
☐ Asian American/Asian  
☐ Native American  
☐ Pacific Islander  
☐ Hispanic/Latino  
☐ Other \_\_\_\_\_

**Why do you want to serve on the Evanston150 Selection Jury?**

(200 words or less)

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**What characteristics would you bring to the Selection Jury?**

(200 words or less)

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**Highlights of community service and/or volunteer activities:**

Describe three of your community service or volunteer activities that you are most proud of during the past five years. (400 words total)

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
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\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Applications must be received by June 1, 2011.**

Mail or hand deliver applications to:  
Evanston150  
c/o Evanston Community Foundation  
Attn: Selection Jury  
1007 Church Street, Suite 108  
Evanston, IL 60201