WHAT IS COMMUNITY ENGAGEMENT?

Evanston Community Ambassadors

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On Sat., March 7, 2015, The City of Evanston celebrated “We Love Evanston Day" and our quest to be named the Most Lovable, Sustainable City.
#WELOVEEVANSTON DAY EVENTS

- **Ronald McDonald**
  Ronald McDonald stopped by McDonald’s, located at 1919 Dempster St., between 10 a.m. to 10:40 a.m. to take photos with kids.

- **Willie the Wildkit at Little Beans**
  Community members took photos with ETHS’s Willie the Wildkit at Little Beans from 11 a.m. to 1 p.m.

- **Water Treatment Facility Tour**
  33 people participated in the Utilities Department’s tour at 10 a.m. That’s more than the typical tour.
30 PARTICIPATING BUSINESSES AND ORGANIZATIONS

Barre Code Evanston
Becky & Me Toys
Bottle & Bottega Evanston
Celtic Knot Public House
Complete Chiropractic & Rehab
Curt's Cafe
Danon Gallery
Doc Popcorn
Downtown Evanston
dragonfly
Envy
GetPrinting3D
Gigi Bottega
Heartwood Center for Body Mind Spirit
Hewn
Lollie
Little Beans Cafe
Northwestern University
Peckish Pig
Relish
Ridgeville Park District
Sketchbook Brewing
Smylie Brothers Brewing Company
Stone Porch by the Lake
Stumble & Relish
Temperance
Trattoria Demi
Urban Yoga Chicago
Walsh Natural Health
Whole Foods Evanston
Woman's Club of Evanston

29 businesses participated
To help Evanston become the world’s Most Loved City, community members are encouraged to vote daily:

- Visit [WeLoveEvanston.org](http://WeLoveEvanston.org) to vote and provide feedback on ways Evanston can become more sustainable.
- Follow and tweet [@GreenEvanston](http://GreenEvanston) using the hashtag #WeLoveEvanston.
- Follow and tag [@CityofEvanston](http://CityofEvanston) on Instagram to share photos using the hashtag #WeLoveEvanston.
The process of working collaboratively with groups of people who are affiliated by geographic proximity, special interests, or similar situations with respect to issues affecting their well-being.

In trying to understand what community engagement is – it might help to think of a real life experience we have all had. How many of you have ever said “Are we there yet?” as a child – as an adult? I have experienced it often in new settings. In government it is common to give only the information we think the client needs to know. When we ask “are we there yet?” We often lack information or control to change our situation. As we become more engaged in the planning of the trip or activity – we gain more information, more choice, more decision making more often. It is the same for Evanston residents and visitors. The more information they have the more empowered they are to make decisions. This is information equity – which involves ensuring that information is given and received in a way that is appropriate to the audience. It also implies that we are on the same level – not just receiving information but part of the dialogue. By fully engaging a community processes are put in place to encourage and facilitate autonomous decision making.
The Community Engagement Division of the City Manager’s Office provides information to and solicits feedback from the public on a broad range of programs, services, issues and policies. The Division also plans and conducts public relations programs, activities and special events which maintain a favorable public image for the City.

Staff educates the public through the City of Evanston’s award-winning website, printed and electronic newsletters, press releases, social media and Evanston Radio AM 1650 WPXZ-497. Promotional tools also include brochures, banners, posters, flyers and postcards.

On March 5, Evanston Mayor Elizabeth Tisdahl will debuted her new Twitter handle, @EvanstonMayor, by hosting a Twitter Town Hall Meeting on Thursday, March 5, from 6 p.m. to 7 p.m. Community members were encouraged to submit their questions and follow along on Twitter using the hashtag #askTisdahl, or on the City's website at cityofevanston.org/townhall. Questions were also be submitted prior to the event by tweeting @EvanstonMayor, filling out an online form, or by email.
The City deploys the water trailer to rehydrate and educate residents on the conservation and clean drinking water. The city partners with the largest agencies in Evanston to host Procurement 101. Last fall the City held its first bike safety and educational event entitled Pedal Bright.
Residents have numerous opportunities to keep informed of important news, events and activities by connecting with Evanston through the following social media platforms.
One of the best ways to keep informed of what is going on is by subscribing to one of our may newsletters. Visit the City of Evanston website and click connect with us. Here you will have the opportunity to receive latest news taking place in the City.
The City of Evanston’s 311 Initiative, which includes a call center and an online citizen support center, went live on March 1, 2011. 311 service is available online anytime or by dialing 3-1-1 (847-448-4311 outside the city). Specialized 311 staff answer calls Monday through Friday 7:00am to 7:00pm and Saturday 8:00am to 6:00pm. Callers during other hours have the option to leave a voicemail or press 0 to be routed to non-emergency police service desk for assistance. The goal of 311 is to improve customer service city-wide by:

- Providing an easy to remember phone number for all non-emergency city services.
- Providing 24/7 access to city information through a web portal that will allow citizens to submit requests for service, ask questions, and track the status of their open requests.
- Utilizing Customer Relationship Management (CRM) technology to address information and service requests in a more efficient manner.
- Improving accessibility of city services to all constituents via phone and internet.
- Providing exceptional customer service to all residents, businesses and visitors.
- Improving staff accountability in providing non-emergency services to constituents.
Above are the top 10 service request by volume

<table>
<thead>
<tr>
<th>Service Request</th>
<th>Volume</th>
</tr>
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<tbody>
<tr>
<td>Building Permit Inspection Request</td>
<td>5,025</td>
</tr>
<tr>
<td>Ask A Question / Send A Message</td>
<td>2,885</td>
</tr>
<tr>
<td>Trash - Special Pickup</td>
<td>2,596</td>
</tr>
<tr>
<td>Broken Parking Meter</td>
<td>2,476</td>
</tr>
<tr>
<td>Tree Evaluation</td>
<td>993</td>
</tr>
<tr>
<td>Trash - Missed Garbage Pickup</td>
<td>918</td>
</tr>
<tr>
<td>General/Routine Maintenance - Facilities Management</td>
<td>913</td>
</tr>
<tr>
<td>Notice of Violation</td>
<td>852</td>
</tr>
<tr>
<td>Trash Cart - Missing/Replacement</td>
<td>802</td>
</tr>
<tr>
<td>Rodents - Rats</td>
<td>772</td>
</tr>
</tbody>
</table>
Above is the percentage breakdown of service request by Department
88% of all service request are submitted via the web
PublicStuff is a communications system for residents to submit real-time requests in their neighborhoods. Accessed by traditional web browser, smartphone app, phone, or SMS, residents can use the system to submit request, such as road maintenance or waste management.
COMMUNITY ENGAGEMENT IS YOU!
Overview
The Community Ambassadors Program is a volunteer program designed to build capacity in an effort to serve our neighbors and visitors. Administered by the City Manager’s Office, Community Ambassador’s serve as liaisons to residents and visitors and also assist projects to improve the community. By connecting with their neighbors and visitors, Ambassadors it is believed that this program will reinforce Evanston as the Most Livable City in America.

WHAT AMBASSADORS WILL DO

- Assist in outreach at 4 community events a year
- Share City activities & Events of your interest on social media
- Assist the City with projects, campaigns & initiatives
- Keep the City informed about issues and concerns you or your neighbors see on your block or community
A part of a collaborative effort with the City of Evanston, Northwestern University, Evanston Community Foundation, School District 202 and School District 65, Volunteer Evanston strives to promote and support community services and programs through volunteerism community-wide. The mission of Volunteer Evanston is to connect volunteers to opportunities in Evanston and assist local organizations that serve the Evanston community. Volunteerism is one of our community's greatest assets.

As Community Ambassadors, you will need to register and create a profile. On Volunteer Evanston you will be able to record your identify volunteer opportunities and projects and record your volunteer hours.
City of Evanston Organization page
Current opportunities on the City of Evanston volunteer page
Every Year The City of Evanston’s host its annual Food Truck Festival. Residents and visitors come from all over Evanston to eat great food, enjoy music and watch their children play. Community members have had the opportunity to enjoy food from Hummingbird Kitchen, The Tamale Spaceship, Sweet Ride, Taquero Fusion, 5411 Empanadas, Chicago Cupcake, Grill Chasers and Pierogi Wagon. As Community Ambassadors you may be out passing out fliers, help residents complete survey’s or just working in front of the Community Engagement Trailer.
The City of Evanston is widely recognized for its diverse residential, institutional and commercial architecture and building forms. The City of Evanston and its Historic Preservation Commission is currently embarking on an effort to update its inventory of 477 City of Evanston Landmarks located outside of the City’s four Historic Districts and to place deed recordings on each of the Landmark properties. The City has engaged a professional preservation planning firm (consulting team) to assist the City and the Commission in the field inventory and photography of all City Landmarks. For this important assignment, the City is seeking dedicated volunteers to assist in conducting research and collecting information on individual Landmark properties. This information is important to understanding if there have been any recent changes or alterations to the exteriors of each Landmark property and each property’s overall context within the historical development of Evanston. The data collection completed by the volunteers will be compiled into individual inventory forms for each landmark property. The inventory forms will be also part of an internet database to be developed to be use in this assignment.

Training Session: Prospective volunteers will participate in a 90-minute training session with the City and consulting team, focusing on specific background research tasks and needs, research and information sources, project timeline, and a tutorial on accessing and using the internet database technology that will be used for this assignment.
What does it mean to be a "Digital Ambassador"
It's as simple as sharing information about City of Evanston programs and news items using the various social media tools you already access on a daily basis: Facebook, Twitter, LinkedIn, etc. Ambassadors will receive updates with links to the top events, news stories and videos. As a Digital Ambassador, we'll be calling on you to share, share, share the good news about to your neighbors on social media.
FUTURE AMBASSADOR OPPORTUNITIES

• Purple Line Express Pilot
  On 6/1 – 6/5 & 6/15 – 6/19 Volunteers are needed to handout information at the Davis St. and Belmont Stations

• Starlight Concert Series
  10 Free outdoor concerts at 7 park locations throughout Evanston

• 5th Annual Recycling Fair
  On 7/11 residents have the opportunity to recycle a variety of items, securely shred documents and obtain recycling educational materials.