

# EVANSTON

## 2019-2020 City Council Goals

### Community Development and Jobs Creation Citywide



# PRESENTERS

- **Johanna Leonard**, Community Development Director
- **Ike Ogbo**, Interim Health and Human Services Director
- **Kumar Jensen**, Chief Sustainability and Resilience Officer
- **Lawrence Hemingway**, Parks, Reaction, and Community Services Director
- **Neil Gambow**, Chair of Mayor's Employer Advisory Council

# COMMUNITY DEVELOPMENT DEFINITION

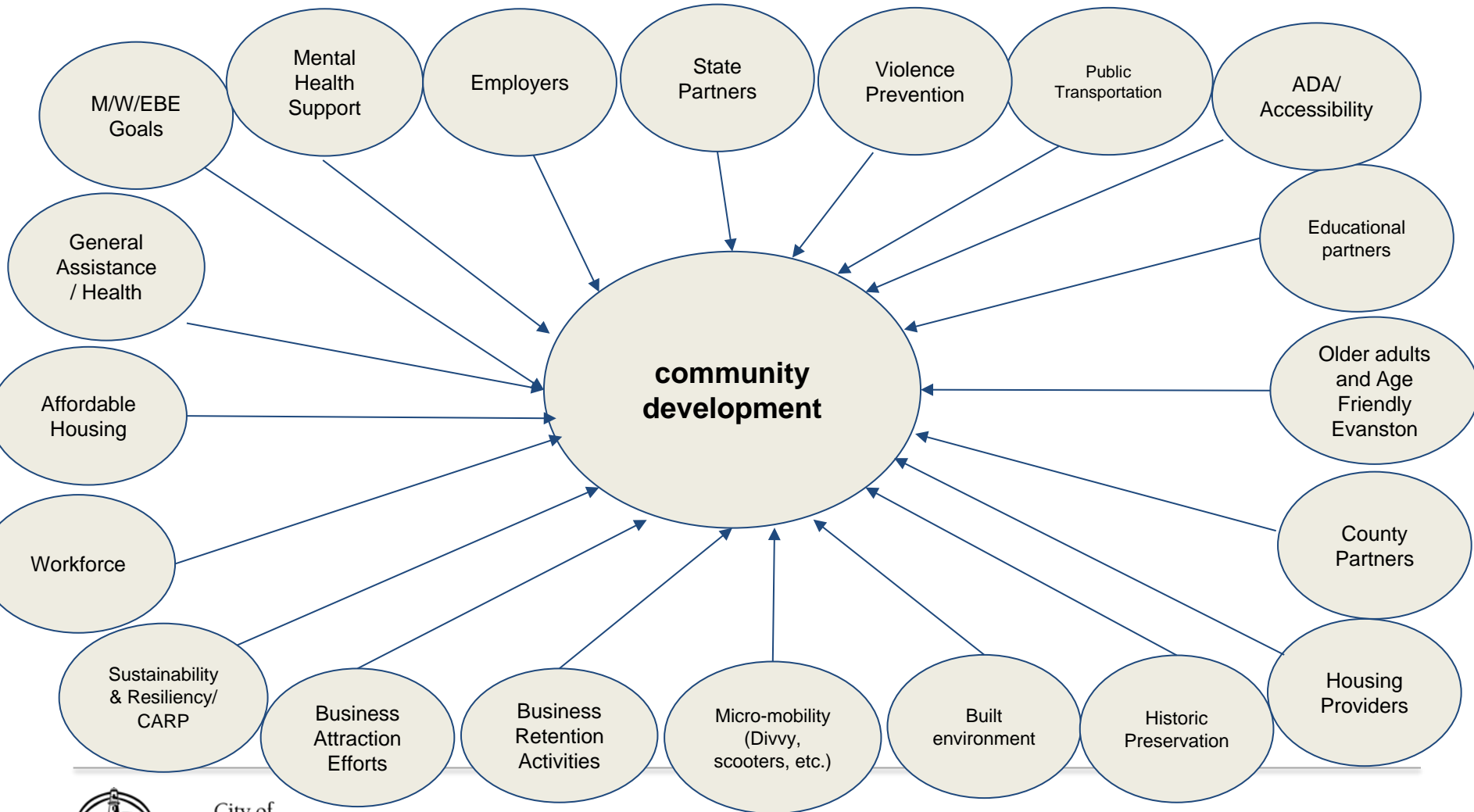
## What is Community Development?

According to the U.S. Department of Housing & Urban Development:

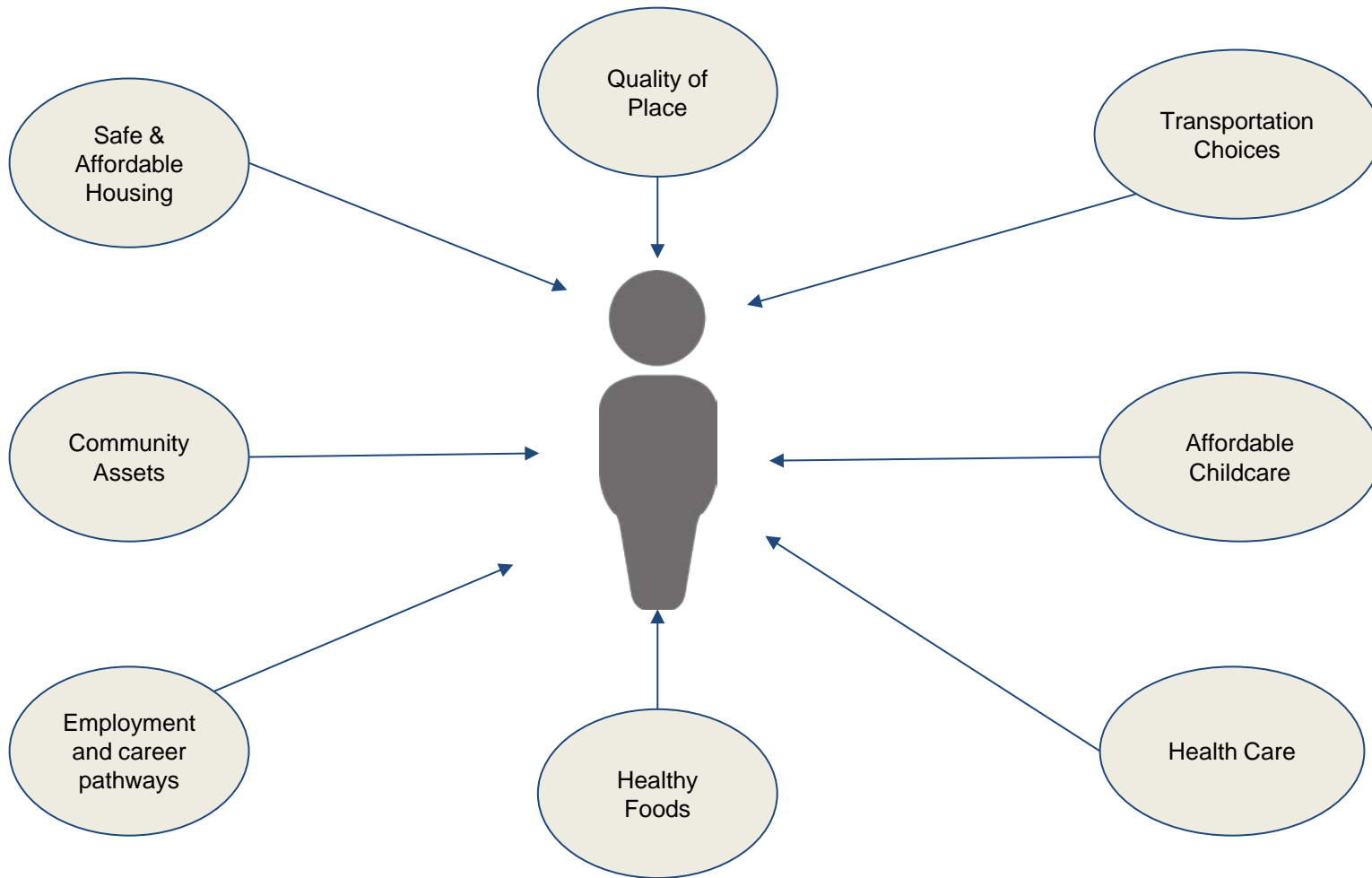
*“Activities that build stronger and more resilient communities through an ongoing process of identifying and addressing needs, assets, and priority investments. Community development activities may support infrastructure, economic development projects, installation of public facilities, community centers, housing rehabilitation, public services, clearance/acquisition, microenterprise assistance, code enforcement, homeowner assistance and many other identified needs.”*

# community development is...

*“...build stronger and more resilient communities through an ongoing process of identifying and addressing needs, assets, and priority investments...”*



# COMMUNITY DEVELOPMENT AND JOBS CREATION CITYWIDE



# HOW HAVE WE MEASURED “COMMUNITY DEVELOPMENT”?

STAR Metric	City’s Recertification Score
<p>Mode Split Achieve the following thresholds for journey-to-work trips:</p> <ul style="list-style-type: none"> <li>• Drive alone maximum: 60%</li> <li>• Bike + Walk + Transit minimum: 25%</li> <li>• Bike + Walk minimum: 5%</li> </ul>	100%
<p>Demonstrate incremental progress towards achieving a 28% reduction by 2025 and/or an 80% reduction by 2050 in communitywide greenhouse gas</p>	100%
<p>Demonstrate challenges to seniors living independently are less than the national values (i.e. Disability, Unemployment, Food Stamp/SNAP benefits)</p>	50%
<p>Demonstrate the percentage change between the jurisdiction’s employment rate and the national rate is 10% or better AND Demonstrate the percentage change between the jurisdiction’s unemployment rate and the national rate is 10% or better</p>	50%
<p>Demonstrate that all indoor air quality problems in schools are resolved in a timely manner</p>	100%
<p>Increase the amount of natural or restored areas directly connected to regional natural systems in order to improve ecosystem services</p>	100%

# CITY + COMMUNITY DEVELOPMENT

- Economic Development Efforts
- Transportation & Mobility Services
- Built Environment Activities
- Workforce Development / Job Creation
- General Assistance / Health
- Older Adult Support
- CARP Implementation
- Human Services Review

# ECONOMIC DEVELOPMENT

## 2018 Accomplishments

Entrepreneurship support program grant assisted **12** new food businesses and salons

**31** new **business** establishments

**14** new **food** establishments

**\$23 Million** in sales, hotel, liquor and amusement taxes, a 7% increase over 2017

Reinvigoration of **Church and Dodge** with facade improvements and Gibbs Morrison renovations

## 2019 & Beyond

Create two new **merchant districts**

Coordinate with Central Street merchants to implement the Central Street **Special Service Area**

Maintain **relationships** with existing merchant groups

Reinforce business **retention** efforts

Assist landlord and brokers with attraction efforts to **fill vacancies** with desirable tenants

Launch Sustain Evanston Business Recognition Program



# TRANSPORTATION & MOBILITY

## 2018 Accomplishments

Investment in future of Purple Line

9 New Accessible Bus Stops

Launched Divvy For Everyone program, \$5/year membership

## 2019 & Beyond

Purple Line Modernization

Increase accessible bus stops and shelters

Reduce sidewalk gaps

Expand active transportation

Improve Safety:

- Prioritize pedestrians
- Truck side guard policy
- TNP dedicated stops

Invest in electric vehicle charging infrastructure

# BUILT ENVIRONMENT

## 2018 Accomplishments

Construction of Howard St. Theatre

\$374,489,566 Construction Valuation

\$6,136,233 Permit Fees Collected

6,773 Inspections

Planned developments Approved:

- 1727 Oak
- 128-130 Chicago Avenue

## 2019 & Beyond

Assist Northlight Theater with site selection

Redevelopment of the library parking lot

2-3 Planned developments

Linkages between land use and transportation (e.g. TOD parking study)

Adopt net zero emissions building codes for applicable buildings

# CLIMATE ACTION AND RESILIENCE PLAN (CARP)

## 2018 Accomplishments

Adoption of CARP

Recertified as 4-STAR Sustainable Community

Implementation of largest food waste collection and food/yard waste collection in Illinois.

Full implementation of the energy and water benchmarking ordinance.

Over 90 solar permits issued from 2014 - 2018.

## 2019 & Beyond

Carbon neutrality by 2050

Zero waste by 2050

**100% Renewable Electricity by 2030**

Evaluate City Facilities for solar installations

Develop a comprehensive stormwater master plan

Support pathways to sustainable/green career opportunities

# GENERAL ASSISTANCE

## 2018 Accomplishments

Partnered with Total Airport Services to provide recruitment and employment opportunities for qualified GA participants

## 2019 & Beyond

Educational workshops on topics including healthcare, self-care, and money management

Implementation of the Community Work Program, which will give GA participants an opportunity to volunteer with local organizations and businesses that can lead to employment

# OLDER ADULTS

## 2018 Accomplishments

Expansion of the subsidized transportation program

Launched volunteer-led age-friendly business initiative (currently 23 businesses completing certification process)

City funding for age-friendly affordable senior housing study

## 2019 & Beyond

Training for older adults on how to use smartphones and rideshare services

Certify an additional 40 businesses for the age-friendly business initiative

Expansion of bridge housing subsidy

# JOB CREATION

\*What should be the role of local government in building a deeper pool of qualified workers and fueling economic growth?

## The New Economy

- Globalization
- Automation - **15% now - 50%** predicted
- Digitization
- % Skill displacement projected to double in the next decade
- **30%** of U.S. workers will need to change jobs or upgrade their skills significantly by 2030
- **65%** of today's primary-school students will hold jobs that do not exist today.

\*Information taken from the 2018 McKinsey Global Institute Report

## \*Role of Government

- Support the growth of other forms of high-quality educational programs to meet employer needs.
- Stimulate collective action to support change and offer programs and incentives that help employers to invest in the talent pipeline.
- Use Chicago/Cook Workforce Partnership Data to set quantifiable goals that cross-cut divisions and departments.
- Deploy insights and technology to support successful initiatives.
- Replicate and expand programs that work.

# MEAC/YJC

## MEAC - Creating a Workforce Development Community Asset Map Under One Roof

- Employers (26)
- Not-for-Profit Organizations (9)
- ETHS
- Oakton College
- State, County and Local Elected Officials
- City of Evanston - Youth Services, Community Development
- Private Enterprise

Transparent Membership, Purpose and Actions

Capacity for Streamlining Workforce Development

Leveraging Private Enterprise, Community, County and State Resources

Sunsets in June 2021 – Morph into sustainable, embedded function

Provide a workforce ready, steady, reliable stream of at least 100 students and young people per year into local careers by 2021 and beyond.

# MEAC/YJC

## Career Partnership Manager

- Work with ETHS to introduce college-bound and non college-bound students to multiple career opportunities. Aid in molding curriculum and student counseling resources to focus on local career opportunities as well as college prep.
- Work with local employers to develop clearly defined career pathways for students choosing not to go to college at least not right away
- Leverage direct connection with City of Evanston to guide young adults ages 18-24 into new career pathways with local employers.
- Provide a steady, reliable stream of young people entering careers with local employers – positive ROI for employers



# SOCIAL SERVICES REVIEW

## Programs/Services Under Review:

- General Assistance Programs
- Emergency Assistance Programs
- Youth and Young Adults Programs
- Senior Services Programs
- Victim Advocate Services
- Workforce Development
- Allocation of Mental Board and CDBG Funds

## Evaluation Deliverables:

- Identify performance measurements
- Review program service delivery model

## Process:

- Using a racial equity impact analysis process (REIA)
- Report to City Council in July

# COMMUNITY DEVELOPMENT AND JOBS CREATION CITYWIDE

## Next Steps?

- Further direction on focus areas?
- Partnership with other organizations around goals?

## How does the City Measure for Success?

- Align metrics with sub-goals
- STAR / LEED metrics
- Ongoing commitment to evaluation and continuous improvement