



**Values**

- Excellent Customer Service
- Continuous Improvement
- Integrity
- Accountability

**2013 City Council Goals**

- At-risk and At-need Families
- Capital Improvement Program Planning
- Climate Action Plan
- Development Services and Design Review
- Economic Development
- Innovation
- Northwestern University
- Police and Fire Pension Funding Issues
- Robert Crown Center Improvements
- Safety Issues
- Senior Programs
- Services to the Latino Population
- Visual & Performing Arts
- Youth Services

**2013 & Beyond**

The City of Evanston will work to implement the 2013 City Council Goals, some of which are highlighted here:

**The Arts**

The City of Evanston and the National Endowment for the Arts (NEA) released their study on the performing arts in downtown Evanston. The study was funded by a \$50,000 NEA grant to develop a concise plan of action to help realize the vision of a performing arts center in the heart of Evanston while providing space for the community at large. In 2013, the city will continue to pursue options outlined in the plan.

**Economic Development**

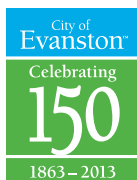
In 2013, Trader Joe's will open a new store at 1211 Chicago Avenue. Additionally, with the successful launch of Ward Eight Bar on Howard Street, the city is also working on a new restaurant and development of a possible theatre building in the same block. These properties were purchased with TIF funds as part of the city's efforts to revitalize the area's underutilized commercial properties within the Howard/Ridge TIF District and to create a destination for residents and visitors.

**Latino Outreach**

The city will continue to enhance our outreach to the Latino community with ongoing events and new initiatives including: hosting the Mexican Consulate again in an expanded three-day event; reinforcing connections to area organizations and seeking feedback from Latinos; increasing the amount of information available in Spanish; supporting the development of leaders in the Latino community through participation in boards and commissions; and seeking to expand participation by Latinos in senior events and services.

**Senior Services**

Initiatives have begun to develop a blueprint to prepare for an aging Evanston population. Staff will research and develop new initiatives for the city's senior programs and services; identify community needs and available services for seniors; examine critical issues; and work with existing stakeholders in the community to identify new partners, key issues and how to make this community even more supportive of older adults.



“Creating the most livable city in America”

<b>Mayor</b> Elizabeth B. Tisdahl	<b>1st Ward</b> Judy Fiske	<b>2nd Ward</b> Peter Braithwaite	<b>3rd Ward</b> Melissa A. Wynne	<b>4th Ward</b> Donald N. Wilson	<b>5th Ward</b> Delores A. Holmes
<b>6th Ward</b> Mark Tendam	<b>7th Ward</b> Jane Grover	<b>8th Ward</b> Ann Rainey	<b>9th Ward</b> Coleen Burrus	<b>City Clerk</b> Rodney Greene	<b>City Manager</b> Wally Bobkiewicz



# 2012 Annual Report

The City of Evanston is committed to promoting the highest quality of life for all residents by promoting fiscally sound, responsive municipal services and delivering those services equitably, professionally and with the highest degree of integrity.



City of  
**Evanston™**

City staff worked with three Evanston organizations to secure a \$500,000 Homeless and Runaway At-risk Youth Grant from the U.S. Department of Health and Human Services. The city will receive \$40,000 annually for the next three years to fund two additional youth outreach workers.



### Awards & Recognitions

In June, the City of Evanston received an annual operating grant of \$650,000 from the U.S. Department of Health and Human Services to fund a community health center. NorthShore University HealthSystem contributed \$1.2 million for the new, permanent center, as well as \$600,000 for annual operating support over three years. **The Erie Family Health Center** opened in October in their temporary location in the Morton Civic Center. The center offers high-quality health services for residents of Evanston and surrounding suburbs.

The North Shore Council of Mayors (NSCM) awarded the city a Surface Transportation Program grant for \$1,135,000 to improve the Ridge/Emerson/Green Bay intersection and \$476,000 to upgrade traffic signals on Sheridan Road.

The Chicago Metropolitan Agency for Planning awarded the city a \$792,000 grant to upgrade four traffic signals on Dempster Street, \$100,000 to upgrade the Evanston Bike Plan and a staff assistance grant to develop a water conservation and efficiency plan.

The lakefront lagoon in Dawes Park will undergo a major renovation starting in late 2013 thanks to a \$400,000 grant from the state's Open Space and Land Acquisition and Development program. Staff also worked with a private donor, the Arrington Foundation, to secure a \$500,000 donation to be used as matching funds for the grant.

The new protected bike lane on Church Street helped the city earn recognition by the League of American Bicyclists as a **"Bicycle Friendly Community."** In 2012, only five Illinois communities were recognized. Evanston and Chicago earned Silver Awards and three communities earned Bronze Awards.

The Charles Walter Nichols Award for Environmental Excellence was presented to Evanston for its "Get Caught Thinking G.R.E.E.N. (Greater Recycling in Every Evanston Neighborhood) campaign.

As a follow-up to an Illinois Transportation Enhancement Program award, **100 trees** were planted along arterial streets throughout Evanston.

The U.S. Conference of Mayors presented Mayor Tisdahl with the "City Livability Award" for Evanston's Women Out Walking (WOW) program. WOW is a 12-week walking program that promotes healthy living. In 2012, its fifth year, 1,000 women participated.

The city received a grant of up to \$451,655 from the Illinois Department of Commerce and Economic Opportunity to install energy efficient lighting in the Sherman Plaza Garage. The project is complete and the estimated savings over the life of the project could be \$1,007,248.

The Public Technology Institute (PTI) recognized Evanston as a **Citizen-Engaged Community** award winner for 2012-2014. It was the only city in the "under 75,000 population" category to win the award, which focused on the outstanding work of the 3-1-1 team. PTI also named Evanston as a Web 2.0 award winner, which recognized the city's application of Web 2.0 technologies and civic/social media tools. Evanston joined San Francisco, California and Montgomery County, Maryland, as the **nation's only winners of both awards.**

### Law Department

The recodification of the Evanston City Code was completed by the Legal Department in 2012, the first time the code has been substantively updated since 1979. It is available online at [www.cityofevanston.org/citycode](http://www.cityofevanston.org/citycode).

The department continued to aggressively defend and prevail in litigation brought against the city, garnering substantial financial savings from lowered fees for outside counsel to reductions in liability payouts.



## Public Works & Utilities

The \$10.3 million CTA project to replace three almost 100-year-old Purple Line viaducts was successfully completed in 2012. New modern steel bridges are now in place at Grove, Dempster and Greenleaf Streets. Residents were able to watch two projects from their computers, thanks to adjacent businesses which hosted a City of Evanston live-stream camera.

Evanston may provide water to additional communities in the future. The city and potential wholesale water customers partnered to conduct an engineering study for a water supply transmission main, which was completed in December 2012. The report evaluated demand, potential construction costs, potential routes and appropriate pipe diameter(s). Evanston's City Council received an update on wholesale water sales in mid-February 2013 and will continue to evaluate this project.

Construction was completed for the streetscape project on Chicago Avenue from South Boulevard to Main Street. The project improved aesthetics by installing concrete planters and tree and perennial plantings, while new curb extensions and crosswalks will increase pedestrian safety.

The Public Works Department resurfaced over 3.5 miles of neighborhood streets and improved approximately 1.3 miles of arterial streets. Six traffic signals on Sheridan Road from Chicago Avenue to Central Street were modernized and interconnected. As part of the Sheridan Road signal modernization project, a new signal at Sheridan Road and Northwestern Place was installed.

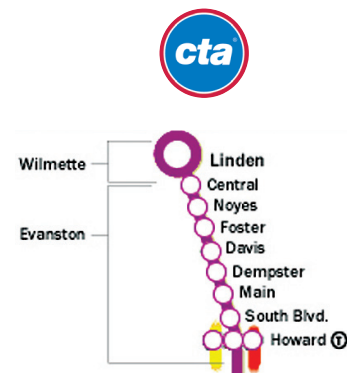
A Geographic Information Systems (GIS) data inventory project was completed with citywide information on signage, street lights and traffic signals. Fifty-five street light power centers were replaced and street lights on Darrow Avenue were added (Simpson to Payne Streets).

The Utilities Department completed major water treatment facility improvements, including the rehabilitation of six filters and the filter building, which were almost 50 years old. New water quality monitoring devices were installed on all 24 filters.

The CTA Yellow Line Infill Station Engineering Feasibility Study was completed and bus shelters at nine locations were installed thanks to private-public partnerships. Staff worked on developing a citywide pedestrian safety/improvements report and oversaw the installation of 24 pedestrian countdown signals, 8 microwave pedestrian detections and 23 audible pedestrian devices for the visually impaired.

As part of the "right-sizing process" to reduce the number of vehicles in the city's fleet, 23 vehicles were removed in 2012, resulting in a \$64,993 reduction in repair and maintenance costs. The city also sold 72 vehicles on cost-effective online auctions, with gross proceeds of over \$358,000.

A pilot bike corral was completed on Benson Avenue in partnership with the Evanston Athletic Club. Additionally, 47 bike racks were added in the central business district.



The design and construction of the Church Street protected bike lane project from Dodge to Chicago Avenues was completed. The bike lane is adjacent to the curb and parking was shifted left to be adjacent to the travel lane. At Church Street, the uneven paver sidewalks were replaced with concrete sidewalks and brick borders.

In 2013, Trader Joe's will open a new store at 1211 Chicago Avenue and the Music Institute of Chicago will move several of its signature programs to 1702 Sherman Avenue.



**Three Planned Developments are Under Construction**

and total over 500 units of market rate rental housing values over \$100 million. This includes AMLI on Chicago Avenue at Kedzie Street; the Focus Development Project that revitalized a long-vacant site on Ridge Avenue north of Church Street; and the Central Street Station transit-oriented development that will include retail/restaurant space at 1700-1722 Central Street.

All three projects will be completed and occupied in 2013.

**Sustainability**

In a 2012 referendum, Evanston voters authorized the City of Evanston to purchase electricity on their behalf. The City Council chose Constellation Energy as the new 12-month electricity supplier, offering residents and small businesses cost savings estimated at \$264 per year per household. The contract also calls for the purchase of **100% green electricity**, which results in Evanston achieving its greenhouse gas emission reduction goal under the U.S. Conference of Mayors Climate Protection Agreement. Securing renewable energy for Evanston reduces the community's greenhouse gas emissions by 133,500 metric tons or the equivalent of removing 25,200 vehicles from the road.

The Office of Sustainability convened more than 40 community environmental leaders and activists to foster coordination, communication and cooperation in support of local sustainability efforts. The group, now known as Sustain Evanston, selected three projects to implement in 2013:

- Green business incentive/recognition program
- Plan for continued greenhouse gas emission reductions
- Collaborative website for Evanston sustainability news and events

**Community and Economic Development**

In 2012, the Community and Economic Development Department's three divisions worked together on a variety of development and business activity programs.

**The 2012-2014 Economic Development Plan was adopted and focused on creating jobs and growing the city's revenue base. Future efforts will be to:**

- Retain, expand and attract businesses citywide, emphasizing innovation;
- Nurture entrepreneurship;
- Create jobs and workforce training opportunities for Evanston residents in diversified business sectors; and
- Promote Evanston as an innovative and progressive place by reinforcing the strengths of our diverse residential, educational, cultural and business communities.

Outreach efforts included the launch of the EvanstonEdge website and a **Shop Evanston for the Holidays** campaign, as well as a Facebook page, Twitter profile, LinkedIn profile and monthly e-newsletter.

**New businesses opening in 2012 included:**

- Bright Horizons Childcare Center (1629 Orrington Avenue)
- GFS Marketplace (2424 Oakton Street)
- Ward Eight Wine Bar (629 Howard Street)
- Northwestern Memorial Medical Clinic (1704 Maple Avenue)

Building permit revenue increased significantly, as several new large-scale rental housing, commercial development and Northwestern University projects were approved.

Neighborhood Stabilization Program 2 (NSP2) funds provided by a grant from the U.S. Department of Housing and Urban Development are being used to mitigate the impact of foreclosed property through acquisition, rehabilitation and re-occupancy of residential properties through a partnership with Brinshore Development. To date, the city has acquired 90 units of its 100-unit goal. Rehabilitation or construction has been completed on 63 units, with 22 rented and 11 sold. Eleven units are currently being rehabbed. Brinshore Development began construction on the first phase of Emerson Square, a long-vacant industrial property on the city's west side. It is being transformed into a mixed-income housing development. The first phase, which will provide 32 units of rental housing, is expected to start initial leasing in summer 2013.

The NSP2 program also has provided economic opportunities. Of almost \$9.3 million in construction subcontracts and related development work awarded to date, 59% has gone to minority-, woman- and Evanston Business Enterprises (MWEBE) and 20% to Section 3, or low-income, business concerns. This exceeds the city's goal that 25% of contracts be awarded to M/W/EBEs and 10% to Section 3 businesses.

## Youth and Young Adults

In order to focus the city's efforts to engage residents age 17-25, the Mayor and City Council implemented a Youth and Young Adult Division in 2012.

In recent years, city staff has partnered with community members, non-profit organizations and the faith-based community to positively impact the lives of youth and young adults. The city developed the Mayor's Youth and Young Adult Task Force, reconstituted the Mayor's Youth Council, convened the Mayor's Safe Summer Summit and an Anti-violence Town Hall meeting, as well as created the Mayor's Super Summer Recreation Program. The Police Department has implemented various crime mitigation strategies and their proactive efforts prevented numerous crimes.

The city partnered with the Youth Job Center to create the **Building Career Pathways to Sustainable Employment** Pilot Program, which provides 15 Evanston at-risk youth with workforce training and job placement opportunities. The city also partnered with Curt's Café to enroll residents age 18-26 into GED and Workforce Food Preparation programs and partnered with Zarem Golde ORT Technical Institute to identify and enroll at-risk/"opportunity" youth into portable certificate training programs and part-time work experiences.

Staff established a partnership with the Illinois CureViolence Program—formerly known as CeaseFire—and held outreach training for city staff and ETHS social workers. A partnership was created with the James B. Moran Center to implement expungement, records sealing, certificate of good conduct and certificate of relief from disabilities programs.

The Mayor's Summer Youth Employment Program expanded its outreach to alternative schools and programs serving at-risk youth. The program employed 158 youth age 14-18.

## Health Department

The **Erie Family Health Center** opened in October in their temporary location in the Morton Civic Center. The center offers high quality health services for people who previously lacked access to affordable care. It provides primary care services for children, teens, adults and seniors, along with children's dentistry and behavioral health services. Prenatal care will be available in summer 2013.

The Health Department environmental health practitioners are using iPads to support food inspections and environmental health programs. The use of this technology has made inspections more efficient and transparent by providing results to operators and the public. Additionally, inspectors now are able to respond to requests submitted via the 3-1-1 system with pictures and findings while in the field.

The Health Department performed twice-daily beach quality surveys in 2012. Data collected included wind direction and speed; water and air temperature; and wave height and turbidity. The goal is to use modeling to predict water quality in real time, rather than prohibiting swimming based on the previous day's water quality testing results.

## Evanston Public Library

Before 2012, the Evanston Public Library was funded by property taxes through the city's General Fund. A Library Fund was created in the fiscal year (FY) 2012 budget to account for all revenues and expenditures associated with the library's operation and will appear on residents' tax bill. Because it is not a library district, the library's budget will be part of the city's overall budget presentation and the library's levy will need to be approved by Evanston's City Council.

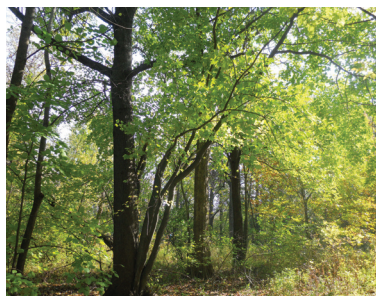
In 2012, staff prepared for the January 2013 opening of the **Chicago Avenue-Main Street branch**, which is located at 900 Chicago Avenue in the space formerly occupied by The Mighty Twig lending library.

In order to improve service to Evanston's expanding Latino population, the library hired a new Latino Outreach Coordinator and expanded programming for Latino patrons of all ages.

With a focus on creating safe, learning spaces for teens and interesting activities, the library expanded teen programming in 2012 by 250%. The library welcomed almost 4,000 teens to programs ranging from FUSE to crafts to book discussions and teen theatre.



The City Council adopted the FY 2013 Budget on Nov. 26, 2012. The budget document now contains performance measures which will be used to measure the efficiency and effectiveness of city operations and services provided to the public.



**Mayor's Summer Recreation Program**

This program expanded to reach more youth with free field trips, open mic nights, a hip-hop camp and more. A new weekend fall flag football league served almost 50 teens and the city added a lifeguard swimming certification program, as well as a mentoring component to the Project Butterfly program.

**Administrative Services Department**

For 2011, the city's General Fund successfully closed the fiscal year on target. FY 2011 audited General Fund revenues performed within a quarter of a percent of budget. Additionally, General Fund expenditures were held three percent below budget.

For 2012, the city's General Fund closed the fiscal year in stable financial condition. The amended FY 2012 General Fund budget contained a \$1.75M deficit due to transfers to the Capital Improvement (\$1.25M) and Equipment Replacement (\$500K) Funds. However, General Fund revenues for 2012 were \$480K above budget and expenditures were \$919K below budget. As a result, the General Fund closed FY 2012 with an actual deficit of \$346K, compared to the budgeted deficit of \$1.75M. The year-end 2012 fund balance for the General Fund was approximately \$18M, which represents 21.6% of the city's general operating expenditures. Additionally, in 2012 the city maintained the **highest attainable credit rating** from Both Moody's Investor Services and Fitch Ratings.

FY 2012 year-end financial information is preliminary and includes unaudited figures which may be subject to change as final receivable and payable entries are made. Audited FY 2012 financial information will be available in June with the completion of the Comprehensive Annual Financial Report (CAFR).

City staff reviewed and selected a new finance and human resources software system, which will cut annual maintenance costs in half and will improve workflow. The system will be installed in 2013.

**Citizen Engagement**

The city's 3-1-1 Call Center launched several additional online tools and technologies to increase the number of ways in which residents, workers and visitors interact with municipal government, including **Live Web Chat, Click to Call and SMS/Text messaging**. The center processed over 135,000 3-1-1 calls and almost 20,000 3-1-1 service requests in 2012.

The city continues to increase its social media footprint with some of the highest followings in Illinois (4,400 Facebook likes and 3,800 Twitter followers) and coordinated large community engagement projects, such as Fire, Police and Water Tweet-a-longs; Paint Evanston Purple; and its first annual Jalisco en Evanston event. Over 4,000 residents have signed up to be notified by text message when there is street cleaning on their block, which results in cleaner streets and fewer tickets being issued.

Electronic newsletters alert subscribers to events that impact their quality of life. Residents can select from 40 different e-newsletters, focusing on just one ward or a special interest topic, such as arts, police or the library. There are now over 37,000 total subscribers.

**Parks, Recreation and Community Services**

A comprehensive after-school program for middle school students was developed and is being offered at Fleetwood-Jourdain Center. Robert Crown Center's preschool and after-school program expanded its child care license and offered new family-friendly programming.

The Public Art Committee selected a public art project for the Sherman Plaza Garage, funded through the Percent for Art Program. A new tenants' association was established at the Noyes Cultural Arts Center to assist with facility oversight.

The Levy Senior Center held a gala celebration marking its tenth anniversary of being located on Dodge Avenue. The center began offering the **Silver Sneakers: Muscular Strength and Range of Movement** program, which is the nation's leading fitness program designed exclusively for older adults. Because it is sponsored by Medicare health plans, there is no cost to participants and the city is reimbursed per participant visit.

The Evanston Environmental Association (EEA) and city staff developed The Evanston Ecology Center: A Roadmap to Financial Self-Reliance, which outlines a plan for programming and the financial operation of the Ecology Center.



## Public Safety

### Evanston Fire and Life Safety Services

In 2012, Evanston Fire & Life Safety Services responded to 9,330 calls for services, which was the **busiest year in the history of the department**. Also, the department saw a \$600,000 decrease in worker's compensation costs since 2009, and not a single firefighter was off work due to on-the-job injuries, resulting in not having to pay any overtime for all of 2012.

The City of Evanston was reaccredited as an Emergency Management Agency through the Illinois Emergency Management Agency Act. The Fire Department integrates all responders and their resources into a cooperative disaster management team prepared to handle all types of hazards.

A new **Explorer Program** was launched in September. The co-ed program is for students between the ages of 14 and 20 who would like to learn what the fire service entails. It is led by off-duty fire personnel.

The city and the Village of Skokie have agreed to share a fire training facility located at Central Park Avenue and Oakton Street in Skokie. Each entity benefits from training locally and the arrangement has led to mutual cooperation, support and cost savings.

### Evanston Police Department

The Police Department has implemented various crime mitigation strategies and their proactive efforts prevented numerous crimes.

Victims may be reconnected more easily with their lost or stolen property thanks to the use of a **recovered property management system**. Residents can check a list of lost, abandoned or mislaid property that has been turned in to, or recovered by, the Police Department. This list is updated daily and posted at [www.cityofevanston.org/recoveredproperty](http://www.cityofevanston.org/recoveredproperty).

In February 2012, the **TEXT-A-TIP** campaign kicked off at Evanston Township High School to encourage students to anonymously report illegal activity or crimes. This event was coordinated through the Mayor's Youth Advisory Group.

An amnesty-based gun buyback program facilitated by the Evanston Police Department, with assistance from the Illinois State Police, was held on December 15. It yielded 26 handguns, 15 rifles, 4 shotguns and numerous boxes of ammunition and several BB guns. The City of Evanston would like to thank the Evanston Community Foundation, Northwestern University, the Cherry Family Foundation and NorthShore University HealthSystem (Evanston Hospital) for their generous financial support.

Arrests were made following several high-profile crimes, including the case of a home invasion offender who took valuable paintings and the purse snatching of an elderly woman. Search warrants executed following narcotics investigations led to the seizure of drugs, cash and guns. Multiple individuals were arrested and charged.



The Evanston Police Department distributed holiday baskets to over 125 Evanston families in December. Police Department employees have supported this annual charity event through their personal donations for over 31 years.