



Citizens' Greener Evanston
2013 Annual Report

Helping Evanston Become a More Sustainable Community

Dear Friends of CGE,

We made good progress this past year in furthering our sustainability goals for Evanston.

Topping the list: **Evanston achieved the goal set in its 2008 Climate Action Plan**, reducing its greenhouse gas (GHG) emissions 13% (relative to a 2005 baseline) in summer 2013. This huge accomplishment was due largely to the shift to 100% renewable electricity for homeowners and small businesses through community aggregation. CGE continues to advocate strongly for maintaining the 100% green power program for Evanston.

Other highlights of 2013:

- Working with CNT Energy, CGE helped develop and promote the Evanston/Oak Park Community Challenge, sponsored by Nicor Gas. The program resulted in **energy-saving retrofits for 67 homes and raised \$23,500 for energy upgrades for our YWCA.**
- Legislation initiated by CGE—the **Lake Michigan Wind Energy Act**—was signed into **law**. It moves us one step closer to the development of offshore wind energy by calling for the creation of an offshore wind energy siting matrix to identify areas in the lake that are suitable and unsuitable for wind energy projects.

We have made important strides, but much more remains to be done. We—CGE and our sustainability colleagues in the community—are now working towards a **next climate action goal for Evanston: a 20% reduction in GHG emissions by 2016**. We are focusing on (1) improving the energy efficiency of homes and businesses in Evanston and (2) reducing transportation-related emissions.

To be successful, our campaign needs to reach and involve all segments of our community. We will initiate a range of education and engagement programs to enlist all Evanstonians in this effort.

We invite you to be a part of this important campaign. What steps might you take to save energy and live more sustainably? Commit to doing at least one thing this year to reduce your carbon footprint.

Thank you for your continuing interest in making Evanston a more sustainable community. I look forward to working with you in 2014.

Eleanor

Eleanor Revelle
President
Citizens' Greener Evanston

Working to Reduce Evanston's Greenhouse Gas Emissions

Action Plan to Achieve Evanston's Next Climate Goal Is Underway

Evanston is surely one of the few communities in the country to have fulfilled the pledge it made in signing the U.S. Mayors Climate Protection Agreement. By reducing our GHG emissions 13% (relative to a 2005 baseline), we met the target set in the Kyoto Protocol.

Now we are setting the pace once again. Soon after our City Council approved a contract for 100% renewable electricity for residents and small businesses, it became clear that 12 months of 100% green power would enable Evanston to reach its 13% emissions-reduction goal by summer 2013.

We paused briefly to savor this achievement...and then got to work, developing a next climate goal and a set of strategies to reach it. The result is an **action plan to reduce Evanston GHG emissions 20% by 2016**.

The 20% goal aligns with the GHG mitigation objective of the STAR Community Rating System, a self-reporting framework for evaluating a community's progress towards sustainability against a set of standardized measures. The ultimate STAR mitigation objective is an 80% reduction in community-wide emissions by 2050. The 13% reduction in emissions already achieved puts Evanston on the path to reach this 80% goal. A 20% reduction by 2016 falls on this trend line.

Working with our sustainability colleagues, we are pursuing a five-part strategy to meet our new climate goal.

1. Residential Green Power. Retaining 100% renewable electricity for residents and small businesses is key, and CGE works steadily to promote this message with our

elected officials. In spring 2013, the City contracted for a second year of 100% green power for aggregation participants, through August 2014.

2. Business Green Power. Many Evanston businesses are too large for the aggregation program but are too small to have leverage in contracting for a lower-cost, and greener, electrical supply. CGE has initiated conversations with electricity suppliers and the business community to create a business green power program.

3. Building Efficiency. Buildings are one of the biggest sources of our GHG emissions, and CGE has been partnering with CNT Energy (now Elevate Energy) to promote energy-saving retrofit programs with home- and business owners.

CGE members helped host a series of house parties to introduce friends and neighbors to these programs and earn points for Evanston in the Nicor Gas Community Challenge. Over 35 house parties were held, and retrofits were completed for 67 homes.

CGE and Elevate Energy are expanding their building efficiency partnership in 2014.

4. Transportation Change. Transportation is the other big source of local emissions. CGE is working on several initiatives aimed at making alternatives to the private car more attractive. The centerpiece of our efforts is a *Healthy Evanston Campaign*, designed to get Evanstonians of all ages to walk more, bike more, use more shared mobility services, and use public transit more.

5. City and Other Major Institutions. The campaign is calling on Evanston's seven major employers to commit to reducing their emissions by 2%/year through 2016.

Promoting Renewable Energy Solutions

CGE-Initiated Legislation To Advance Offshore Wind Development Becomes Law

From its beginnings, CGE has worked closely with Evanston's state legislators to advance the development of offshore wind energy.

This resulted first in legislation creating the *Illinois Lake Michigan Offshore Wind Energy Advisory Council*. Two CGE board members served on the Council, which formulated a set of recommended policy and legislative changes to provide a framework for developing offshore wind energy.

CGE then drafted follow-up legislation—*The Lake Michigan Wind Energy Act*—to implement the Council's recommendations. Key among them, it tasks the Illinois Department of Natural Resources with developing an offshore wind energy siting matrix that identifies areas that unsuitable, preferred, and acceptable for wind energy development.

Governor Quinn signed the bill into law in August.

CGE Opinion Survey Finds Local Residents Favorable to Offshore Wind Development

To gain a better understanding of local opinions and perceptions of offshore wind power, CGE obtained a grant from the Civil Society Institute and commissioned an opinion survey from the University of Michigan.

A random sample of residents from Evanston, Rogers Park, and Wilmette took part in the subsequent online survey in fall 2012. Roughly one-third of those responding support the idea of offshore wind development while roughly half have not yet formed an opinion. Of the undecided respondents, half lean towards

supporting the idea, seven percent oppose it, and the remaining respondents need more information.

While encouraging, these results indicate that CGE has an important role to play in educating the community about the potential impacts and benefits of offshore wind development. With that in mind, CGE's Renewable Energy Task Force developed a 45-minute program on energy and the environment and has now presented the program to a number of community groups.

CGE Is Awarded Third Year Grant to Promote Renewable Energy

In fall 2013, the Civil Society Institute awarded CGE a third year of funding to support its efforts to promote renewable energy and energy efficiency.

The grant will enable members of CGE's Renewable Energy Task Force to attend renewable energy conferences. It will also fund CGE's community education and outreach programs promoting local renewable energy and energy efficiency initiatives.

As part of its grant-funded work, CGE will also highlight the water-energy nexus—the interrelationship of water and energy—and the water footprint of the various sources of electricity.

The National Renewable Energy Laboratory estimates that 4 trillion gallons of water will be saved by the year 2030 if wind energy can grow to provide 20% of U.S. electricity by then.

Sharing Information About Ways to Live More Sustainably

Livability Means Website Offers Tips To Reduce Carbon Footprint

As the 20%-by-2016 emissions-reduction plan began to take shape, CGE recognized that it needed a theme that would engage new audiences in the campaign.

Two talented young interns took on the challenge and created a **livability means:** marketing campaign. It builds on the City's vision statement, *Creating the most livable city in America*, and makes the connection between carbon-reducing actions and the quality of life in our community.

Playing off of the suffix *-ability*, it puts forth a new lexicon to describe the kinds of actions people can take to make this a more livable community. For example, it encourages residents to reduce their transportation emissions by walking more (walkability), biking more (bikeability), and using public transit (commuteability).

It also suggests ways to cut building energy use (saveability and renewability) and to take advantage of Evanston's many offerings (enjoyability).

Green Drinks Programs Feature Speakers on Sustainability and Encourage Networking

CGE sponsors an almost-monthly education and networking event featuring speakers on a wide range of sustainability topics. Issues addressed in 2013 included—

- Fracking
- Stormwater management
- Walgreens' new net zero building
- Climate change impacts on health

CGE Shares Energy-Saving Ideas at Community Events

Members "staffed" a CGE table at a series of community events during the year. They engaged folks in conversation about ways to save energy and described what CGE is doing to reduce Evanston's carbon footprint.

Community events in 2013 included—

- Going Green Matters green fair (Wilmette)
- Evanston Green Ball
- Custer Street Fair
- Evanston Tree Summit
- Shared Streets Evanston
- Farmers Market Nonprofit Day
- Green Living Festival

CGE Facebook Pages Stimulate Conversation, Share Information

Evanstonians, and many others, enjoy the exchange of ideas and postings on topics related to climate change on the CGE Facebook page. Dozens more keep up with news about energy—renewable energy in particular—on our Evanston Wind Facebook page.



bikeability



walkability

The Water-Energy Nexus

- At 41%, power plants account for the largest share of water withdrawals in the United States.
- The electric sector in the U.S. withdraws 143 billion gallons of fresh water per day.
- For a nuclear or coal plant to generate the electricity for one load of hot-water laundry (using electric appliances), 3 to 10 times more water must be withdrawn at the plant than is used to wash the clothes.
- Technologies that can be particularly water-intensive include concentrating solar power (CSP), bioenergy, geothermal, and hydroelectric.
- Creating a single gallon of ethanol consumes, on average, about 100 gallons of fresh water. However, it can take three or more times that amount in some areas depending on water needs for irrigation.

Union of Concerned Scientists. (March 2010). *The Energy-Water Collision: 10 Things You Should Know*. Cambridge, MA.

Statement of Financial Position

Fiscal year ending December 31, 2013

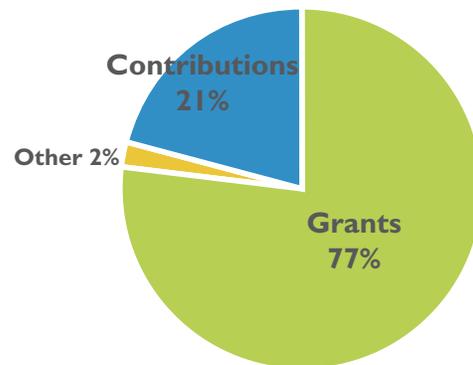
Assets

Checking/Savings	\$25,561
Other Current Assets	<u>1,355</u>
Total Assets	\$26,916

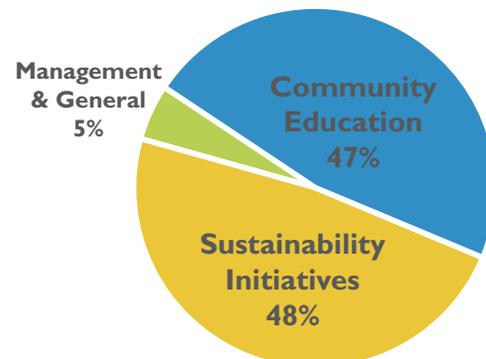
Liabilities & Equity

Equity	
CSI grant program	\$16,383
Unrestricted net assets	<u>10,533</u>
Total Equity	<u>\$26,916</u>
Total Liabilities & Equity	\$26,916

FY 2013 Revenues



FY 2013 Expenses



With appreciation to our donors

Donations received from 8/1/12-12/31/13

Silver Sponsor

First Bank & Trust of Evanston

Bronze Sponsors

Autobarn

Evanston Lumber

Greenwise Organic Lawn Care

Horigan Urban Forest Products

Kipnis Architecture + Planning

Office Revolution

In-Kind Partners

Andrew Lehman Design

City of Evanston

Concept A

Matthew Doherty Design

Mightybytes

sr4 partners

In-Kind Partners

4th Annual Green Arts Show

September 2012

Collective Resources, Inc.

Evanston RoundTable

Schaefer's Wine, Food & Spirits

Whole Foods Market

Foundations

Civil Society Institute

Local Organizations

Garden Club of Evanston

Jewish Reconstructionist

Congregation

LakeDance

Individual donors

Peter Athans

Kelsey Atkinson

Anne Berkeley

Gladys Bryer

Len Evens

Sharon Feigon

Ron Fleckman

Chris Hart

Nate Kipnis

Christie Klimas

Peter & Dorothy Marks

Bill McDowell

Chris and Jonathan Nieuwsma

Jim Ossyra

Steve Perkins

Judy Pollock

Eleanor Revelle

Nicolai Schousboe

Jeff Smith

Hal Sprague

Linda Young

Elliot Zashin

2013 Board of Directors

Eleanor Revelle
President

Jonathan Nieuwsma
Vice-President

Peter Athans
Treasurer

Judy Pollock
Secretary (Jan-May)

Linda Young
Secretary (May-Dec)

Ron Fleckman
Executive Committee

Kelsey Atkinson

Anne Berkeley*

Gladys Bryer

Matt Doherty*

Sharon Feigon

Sylvia Juzwa*

Chris Hart*

Nate Kipnis

Christie Klimas

Jim Ossyra

Dick Peach*

Steve Perkins

Nicolai Schousboe

Jeff Smith*

Hal Sprague

Elliot Zashin

* retired from the board during 2013

CGE Interns

Joan Daugherty
*Environmental Studies,
Northeastern Illinois University, '13*

Liz Miller
Northwestern University, '12

Robin Saywitz
Northwestern University, '13

Citizens' Greener Evanston works to make Evanston a more sustainable community—environmentally, economically, and socially—and to address climate change by dramatically reducing our greenhouse gas emissions.

greenerEvanston.org



**Citizens'
Greener
Evanston**
Act Locally. Breathe Globally.