



walkability



bikeability



commuteability



renewability



saveability



enjoyability

# Citizens' Greener Evanston 2014 Annual Report

## **Helping Evanston Become the 'Most Livable City in America'**

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Dear Friends of CGE,

Last year was a busy and productive one for Citizens' Greener Evanston.

Among the highlights was the **Evanston City Council's unanimous adoption** in May of a **next climate action goal** — a 20% reduction in the community's greenhouse gas emissions by 2016 (relative to a 2005 baseline) — and the **Evanston Livability Plan**, a set of strategies to achieve this goal. This new effort builds on Evanston's success at reaching the 13% emissions-reduction target set in its 2008 Climate Action Plan.

The Livability Plan was developed through a **months-long collaboration** between CGE and Evanston's Sustainable Programs Coordinator. The livability theme, developed by two talented CGE interns, links the climate action goal with the City's vision statement: *Creating the most livable city in America*.

Other high points of 2014 --

- Mayor Elizabeth Tisdahl publicly acknowledged CGE in her State of the City address in March, describing CGE as "**instrumental**" in helping **Evanston achieve its 13% emissions reduction goal**, which in turn contributed to Evanston's 4-STAR Community Rating for national excellence in sustainability.
- CGE and the City co-sponsored **Streets Alive 2014**, which transformed one mile of Main Street into a car-free open space enjoyed by several thousand residents on a Sunday afternoon in September.

We are building on this momentum in 2015, working to help community members access cost-effective energy-saving programs and adopt more active forms of transportation. In doing so, we are helping to realize the vision of the Livability Plan: *healthy citizens and a healthier environment for all of Evanston*.

Thank you for your continuing interest in CGE and our sustainability efforts. I look forward to working with you in 2015.

*Eleanor*

Eleanor Revelle  
President  
Citizens' Greener Evanston

## Promoting Energy Efficiency & Renewable Energy Options

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### **CGE Launches Multi-faceted Building Efficiency Program**

Buildings are the biggest source of Evanston GHG emissions. Thus, a key strategy of the Livability Plan is to improve building efficiency via an intensive retrofit program.

To that end, CGE renewed its partnership with Elevate Energy to promote a range of energy-saving programs for homeowners, owners of multi-family buildings, houses of worship, and nonprofits.

The centerpiece of our initiative is an energy assessment and retrofit program for single-family homes. CGE has hired a part-time Energy Efficiency Outreach Coordinator to recruit hosts for informational house parties and get interested homeowners started with an energy audit. Elevate Energy ensures that all goes well with the retrofit process and handles all the rebate paperwork.

After the retrofit work, homeowners are reporting energy savings of about 30 percent. And as one homeowner noted, "the house is noticeably warmer, and snow is staying on the roof longer."

### **CGE Continues its Advocacy for 100% Green Power Program**

Retaining 100% renewable electricity for residents and small businesses through Evanston's community aggregation program is essential to achieving our 20% emissions-reduction goal. To ensure this outcome, CGE steadily voices its support with our elected officials and with the public.

Our persistence was rewarded when the City Council in April approved a **three-year contract for 100% green power** for aggregation participants, through July 2017. CGE also works to reach eligible Evanstonians who are not yet in the

aggregation program -- or who have been lured away -- with information about the benefits of the program and how to enroll (or re-enroll).

### **Collaborating for Off-Shore Wind**

To better understand the potential impacts of offshore wind development on birds and bats, two CGE board members attended the *Great Lakes Pelagic Bird Stakeholder Engagement Workshop* in Ann Arbor in May. They brought with them a member of the Bird Conservation Network and used the opportunity to foster a collaborative relationship.

CGE has also been working with Audubon Chicago Region to promote mutual understanding of wind and wildlife issues.

### **CGE Is Awarded A Fourth Year Grant For Its Energy Work**

In fall 2014, the Civil Society Institute awarded CGE a fourth year of funding for its efforts to promote renewable energy and energy efficiency. This invaluable support will enable members of CGE's Renewable Energy Task Force to continue to attend renewable energy conferences and will help us reach and engage new audiences in renewable energy and energy efficiency initiatives in 2015.

### **CGE Seeks Funds for Wind Buoy**

CGE is the lead member of a consortium of institutions seeking funding to transport and operate a wind research buoy offshore from Evanston. We received a commitment for half the \$180,000 budget from the Illinois Clean Energy Community Foundation and continue to seek the remainder needed.

## Encouraging More Biking, Walking, Public Transit Rides

### **Streets Alive 2014! Creates a New Vision for Evanston Public Spaces**



On September 7, one mile of Main Street was transformed into a giant block party, packed with art, music, hands-on activities, and general community fun. Thousands of residents and visitors flocked to the car-free space to stroll, bike, skate, dance, and mingle for an afternoon.

Co-sponsored by CGE and the City, the event gave the community a chance to experience the street in a whole new way. Among the benefits: a chance to reimagine Evanston as a place to walk and bike for transportation; visibility for local businesses; improved air quality and reduced GHG emissions; a stronger sense of community.

Plans for Streets Alive 2015! began almost as soon as the barricades were down. New in 2015, the Evanston Green Living Festival, traditionally held at the Ecology Center, will come to Main Street, where its message about living more sustainably will reach a larger, broader audience.

Streets Alive not only helps us visualize new ways to utilize and enjoy our precious public space, but it also allows us to connect with our neighbors and friends, and grow closer as a community.

Illinois State Senator Daniel Biss



### **CGE Promotes Green Transportation**

With transportation the second biggest source of Evanston GHG emissions, CGE worked on a variety of projects aimed at reducing reliance on the private automobile.

**Public Transit.** Secured a commitment from Starbucks to donate a bus shelter at its new Dempster-Dodge location. Working with the City to secure access to heated/sheltered waiting areas at Metra stations.

**Walking.** Urged the City to enforce its snow shoveling ordinance.

**Biking.** Urged state officials to approve the City's grant request to bring the Divvy Bike Share program to Evanston.

### **CGE Cyclists Carry Evanston Story From Grand Rapids to Chicago**

Two CGE board members participated in the first annual Midwest Climate Ride, cycling 300 miles from Grand Rapids to Chicago in early September. This four-day charitable bike ride provided an opportunity to share CGE's story and to network with like-minded people from around the country.

## **Engaging and Educating Our Community**

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### **CGE Gathers Local Sustainability Groups to Celebrate Earth Month**

CGE took the lead in bringing together Evanston's sustainability community to celebrate Earth Month 2014. Some 150 people from 11 sponsoring organizations heard first from David Driskell, Executive Director of Community Planning and Sustainability in Boulder, CO, about innovative programs underway in that town. Evanston City Manager Wally Bobkiewicz followed with a report on the state of sustainability in Evanston.

Attendees then took part in smaller group discussions to share their vision of Evanston in ten years time if the community were to achieve greater sustainability in three areas: transportation; renewable energy; and food production and our natural environment.

CGE summarized participants' written comments and notes from the small group discussions to forward to the City Manager.

### **Green Drinks Programs Inform and Encourage Networking**

CGE's almost-monthly education and networking events featured speakers on a wide range of sustainability topics. Issues addressed in 2014 included --

- Designing Welcoming Communities
- Transit-Oriented Development
- Keeping Our Local Waterways Clean
- STAR Communities Program
- Alternative Energy Options in Evanston
- Citizen Science

### **CGE Promotes Resilient Gardens**

CGE and Evanston TreeKeepers sponsored an early spring workshop on creating a more resilient environment that is prepared for the impacts of the changing climate. Topics included native trees and shrubs, stormwater

management best practices, and ways to provide for birds and beneficial insects.

### **CGE Shares Practical Energy-Saving Information at Community Events**

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

Community events in 2014 included --

- Going Green Matters green fair (Wilmette)
- Evanston Green Ball
- Custer Street Fair
- Farmers Market Nonprofit Day
- Evanston Green Living Festival, for which CGE organized a Livability Hub featuring seven stations on different livability topics.



### **CGE's Online Presence Grows**

We rebuilt and redesigned the CGE website in 2014 and added significant new content. Our increasingly active Facebook page calls attention to CGE events and supplies other timely sustainability updates. Our Evanston Wind Facebook page continues to provide energy news -- on renewable energy in particular.

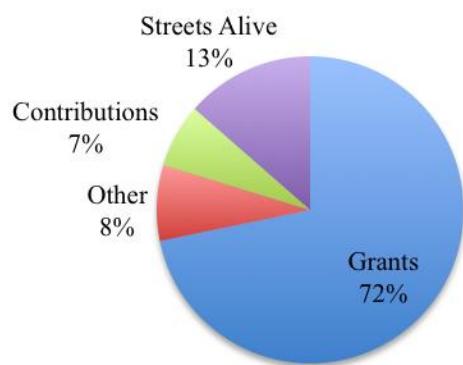
## Statement of Financial Position

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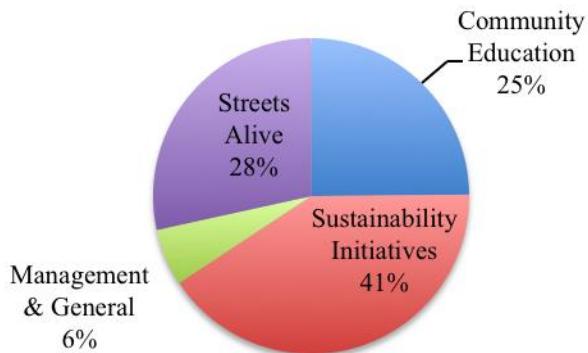
*Fiscal year ending December 31, 2014*

Opening Balance	\$27,032
Total Income	\$48,780
Total Expenses	\$23,535
Closing Balance	\$52,277

### FY 2014 Revenues



### FY 2014 Expenses



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### **Climate Ride Adds to CGE Coffers**

Climate Ride events support sustainability, active transportation, and environmental causes. Participating organizations, like CGE, share in the proceeds raised.



## With appreciation to our 2014 donors and supporters

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### Silver Sponsor

First Bank & Trust of Evanston

### Bronze Sponsors

Autobarn  
Greenwise Organic Lawn Care  
Office Revolution  
US Solar Network

### In-Kind Partners

Andrew Lehman Design  
City of Evanston  
Concept A  
Farmhouse Evanston  
Matthew Doherty Design  
Mightybytes  
Plante Moran  
The Homestead

### Foundations

Civil Society Institute

### Nonprofit Organizations

Climate Ride

### Individual donors

Peter Athans  
Kelsey Atkinson  
Gladys Bryer  
Sharon Feigon  
Nate Kipnis  
Christie Klimas  
Bill McDowell  
Tom McMahon  
Rory Nicholson  
Chris and Jonathan Nieuwsma  
Steve Perkins  
Judy Pollock  
Wendy Pollock  
Eleanor Revelle  
Nicolai Schousboe  
Leslie Shad  
Zbig Skiba  
Hal Sprague  
Chuck Wasserburg  
Natalie Watson  
Linda Young

## Streets Alive 2014 Sponsors and Supporters

### Gold Sponsors

Evanston Bike Club  
Evanston Township High School

### Silver Sponsors

AMLI Evanston  
Cahill Plumbing  
Erie Family Health Care  
Southeast Evanston Association

### Bronze Sponsors

Bucephalus Bikes  
Chiro One Wellness Centers  
Complete Chiropractic & Rehab  
Crossfit e-town  
Curt's Cafe  
Evanston Athletic Club  
Robyn Gabel  
Enterprise Car Sharing  
Fidelity Charitable

First Northern Credit Union

Maash Boutique  
Orangetheory Fitness  
Pope John XXIII School  
Rotary Club of Evanston  
Union of Concerned Scientists  
US Solar Network  
Wellness Revolution  
Wesley Realty  
Wischen  
Yoga Tree of Evanston

### Individuals

Shirley Adams  
Candace Hill  
Dan Joseph  
Ada Kahn  
Peter and Shirley Dugdale Laundry

## 2014 Board of Directors

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Eleanor Revelle  
*President*

Jonathan Nieuwsma  
*Vice-President*  
*Treasurer (Oct-Dec)*

Peter Athans  
*Treasurer (Jan-May)*

Linda Young  
*Secretary (Jan-May)*

Sharon Feigon  
*Secretary (May-Dec)*

Kelsey Atkinson

Gladys Bryer

Ron Fleckman\*

Nate Kipnis\*

Christie Klimas

Bill McDowell

Rory Nicholson

Jim Ossyra\*

Steve Perkins

Judy Pollock

Nicolai Schousboe

Leslie Shad

Zbig Skiba

Hal Sprague

Chuck Wasserburg

Natalie Watson

Elliot Zashin\*

\* retired from the board during 2014

### **Building Efficiency Outreach Coordinator**

Nancy Faunce (*Sept-Dec*)



*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. [www.greenerevanston.org/](http://www.greenerevanston.org/)*