



# Citizens' Greener Evanston

*Act Locally. Breathe Globally.*

## **STRATEGIC PLAN**

As of Jan. 2018

### Mission

Citizens' Greener Evanston works to make Evanston a more environmentally just, sustainable, and resilient community.

### Our Vision for a Future Evanston (circa 2027)

(Our ideal): Evanston is recognized as one of the most environmentally sustainable cities in the country. We have achieved carbon neutrality through community-wide adoption of renewable energy, efficiency improvements and behavior change. We are adapting to the effects of climate change, limiting its impact on our community. Our natural environment is a healthy, thriving and biodiverse ecosystem. Our watershed provides clean drinking water and is supported by conservation practices and green infrastructure that mitigate pollution and flooding. We prioritize walking, riding and taking public transportation. We grow and share as much of our own food as we can. The costs and benefits of this progress are equitably distributed, and our thriving community remains economically and socially diverse.

## **ACTIVITIES, TACTICS, PROGRAMS AND STRATEGIC OBJECTIVES**

### **1. Activities and Tactics**

- a. Education. CGE hosts and participates in events and activities that educate and encourage community members to practice environmentally sustainable living.
- b. Partnerships and networking. CGE continually develops and maintains working relationships with elected officials and other community decision-makers relevant to our mission and programs, including those at the City, other local institutions and other community groups.
- c. Communication. CGE seeks to maintain an effective social media presence to increase the profile of its initiatives and encourage a wider, collaborative public dialogue.
- d. Advocacy. CGE initiates and participates in environmental advocacy at the local, regional and state levels to further its mission (within the bounds of a 501c3 organization).

### **2. Governance**

- a. Build and maintain a pipeline of passionate board members with a variety of skills and backgrounds to ensure our effectiveness and sustainability.
- b. Foster a vibrant base of members and volunteers to expand our capacity to carry out the organizational programs.
- c. Provide adequate logistical and other support to each program in the organization.
- d. Build a sustainable base of financial support.
- e. Seek out and incorporate new programs that support our mission.
- f. Periodically review and update the strategic plan.
- g. Set annual objectives for CGE and each program.
- h. Issue an annual report every year.

### **3. Programs and Objectives**

#### Climate Change

- Support the development and implementation of the Evanston Climate Action and Resilience Plan.
- Work to reduce Evanston's greenhouse gas emissions.

#### Environmental Justice

- Foster awareness and promote action on environmental justice issues within the City of Evanston.
- Work to ensure that no neighborhood or residential area in Evanston bears a disproportionate burden of environmental nuisances, hazards and risks.
- Work to ensure that environmental assets are fairly distributed across the community and that they have desirable features that support health, well-being, and a sense of community.

- Work to ensure that all residents affected by land use or development decisions made by the City have the opportunity for meaningful involvement and effective participation.

### Energy

- Promote Evanston's electricity aggregation plan while working toward a long-term solution to make renewable energy available to all Evanston electricity customers (residential and business).
- Advocate for City policies which encourage local renewable energy and energy efficiency.
- Promote local solar installations and community solar.
- Work to improve energy efficiency of all Evanston buildings.

### Transportation

- Make public transportation more accessible and appealing to Evanston residents.
- Make Evanston a safer place for walking and bicycling to increase active transportation.
- Advocate for City policies and infrastructure investments which help achieve these goals.

### Natural Habitat Evanston

- Create, restore and conserve habitat that migratory birds and pollinators need to thrive.
- Encourage public and private policies that enhance habitat.
- Educate the community regarding the needs and value of birds, pollinators, wildlife, and our natural heritage, including by certifying Evanston as a National Wildlife Federation community habitat.
- Create habitat corridors that cross into our neighboring communities.

### Edible Evanston

- Create a sense of community around sustainable local food production by creating urban farms, community gardens, greenhouses, and composting sites.
- Create opportunities for food sharing among residents.
- Provide educational opportunities for Evanston residents to expand their knowledge of nutrition, growing food, composting, and food waste management.
- Incorporate a long-term commitment to development and preservation of open green spaces in the urban environment.

### Water

- Protect our watershed and aquatic ecosystem.
- Keep our drinking water safe and public.
- Promote infrastructure investments that mitigate pollution and urban flooding.
- Provide educational opportunities for Evanston residents to expand their awareness of Lake Michigan.
- Promote water conservation practices.