

Evanston en Español

Wally Bobkiewicz, City Manager
Erika Storlie, Community Engagement Manager
City of Evanston, IL



Philosophy



City of
Evanston[™]
Español

- Partner with other agencies
- Host / co-sponsor when possible
- Focus resources on existing gaps & issues so there is no duplication of effort or service

Evanston, IL

- Population 75,000
 - Hispanic/Latino: 10% of population; 15.5% of K-12 Students
- Latino outreach
 - is one of the City Council's top 12 goals
 - Is a function of the Community Engagement Division



Community Engagement Division

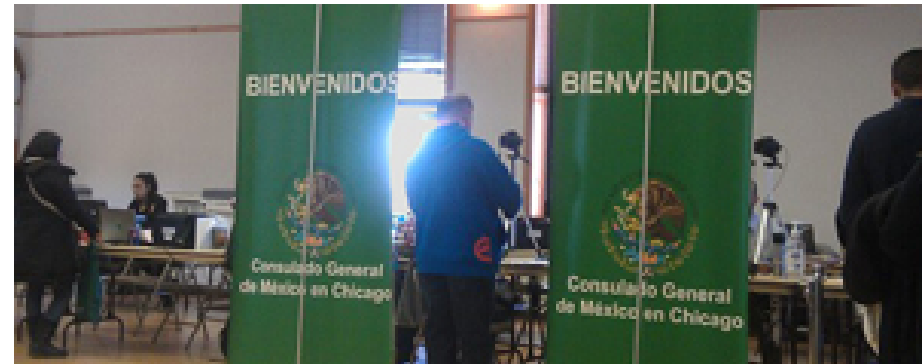
- Division of the City Manager's Office
- Created in 2010 to centralize and streamline marketing, communication and outreach for the city
- Staff of 6 FTE's are versatile in web, social media, design, engagement & collaboration

Partnerships

- Churches
- Latino Liaison at Northwestern University
- LatinoQUEST (high school student group)
- Latino Resources

Host Local Service Providers at City Hall

- Mexican Consulate at City Hall for 3 days in March (now in its 4th year)
 - Participants can obtain or renew their matriculate card or Mexican passport
- Hosted Mobile DMV
 - Information about new Temporary Visitors Driving License



Spanish 311

- Callers to 311 can talk with Spanish speaking agents
- Spanish speaking agents go to city events with “Mobile 311” to engage with the public



Jalisco & Hispanic Heritage Month

- Co-Sponsor 2 events showcasing Hispanic music, dance, food & culture
- Proclamation at City Council recognizing Sept 15-Oct 15 as Hispanic Heritage Month



Social & Print Media

- Spanish e-newsletter
- Twitter
- Facebook
- HOY print ads



Library Outreach

- Spanish Movie Night
- Latin@ Literature Discussion Group
- Summer Reading Program at community center closer to Hispanic residents
- Developing space at the Main Library for Community Resource Center for Hispanic Resources / Agencies to provide services.

Other

- Unexpected Needs
 - City covered the cost of childcare so that Latinos could attend civic leadership training
- Bilingual Water Bill Inserts
 - Anything inserted in water bill must be in English and Spanish
- Bilingual presentation to City Council

Questions/Comments?

More info available at cityofevanston.org



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