



Jennifer A. Herren Gatesman

**Sustainability Project Proposal
Presented to City of Chicago
Department of Business Affairs and Consumer Protection
April 11, 2014**

The main short-term challenges in our community that we hope to address through sustainability programs are:

1. Traffic congestion
2. Lack of plentiful parking
3. Carbon emissions from automobile traffic on two major arterial streets, and the Edens Expressway, at the gateway to our business district.

The main long-term challenges in our community that we hope to address through sustainability programs are:

1. Traffic congestion
2. Lack of plentiful parking
3. Lack of foot traffic/retail presence

Current Initiatives

The Sauganash Chamber of Commerce led the Chicago Community Climate Action Toolkit for the Forest Glen community area, including the neighborhoods of Edgebrook, Wildwood, Forest Glen and Sauganash.

We have partnered with local scout troops, businesses, churches and schools to deploy community-led measures to promote water conservation, natural mosquito abatement, reduce flooding, and decrease carbon emissions by promoting garden-to-table local growing.

We have acted as the fiscal agent for a Boeing Corporation grant administered through the Field Museum to help the City of Chicago reach its goals to reduce carbon emissions by the year 2020.

Together, we created educational signage, videos, a website and comic book to keep this endeavor truly sustainable through continued awareness and education.

The signage, created in partnership between the Field Museum, the chamber and Sharprint, a local business, hits home with viewers by depicting a frame of iconic destinations and characteristics evocative of our community, including the bicycle trails.

Submitted 4/11/14

Jennifer Herren Gatesman



We will continue to leverage the educational power of these signs by installing them in more locations. Currently, they are featured in one local school, one local church, one community garden, one Metra stop and one business.

Next Steps

We would like to increase bicycle traffic to our business district and make Sauganash a preferred place for doing business for cyclists. This year, we are launching our SSA. Using a portion of SSA marketing budget, we plan to parlay our traditional membership directory to a true community guide. We will highlight the business district with graphic representation, including a full color map to begin to create awareness of how Sauganash fits into the geographic locale of the various bicycle trails that ring the neighborhood, including the North Branch Bike Trail, the Sauganash Bike Trail, the Weber Spur and more.

Long Term Goals

We aim to create a destination that people will travel to on bicycle for all their needs. We would like to keep all commerce within the neighborhood and make Sauganash the preferred place to receive services like legal, accounting, medical, dental, chiropractic, financial planning, etc., as well as other services like hair and nail treatments, massage, chiropractic, fitness, plus feature a variety of experiences like retail, shopping, dining, etc. By promoting Sauganash on the bike trails, we will also reinforce our local commitment to the environment that is nurtured by our business district anchor, Whole Foods Market.

Ultimately, we would like to highlight those businesses that have bicycle racks for their customers. We would like to install a bike corral with community theming that mirrors our community identifier banners. This will help alleviate automobile carbon emissions, congestion and promote traffic safety, a necessity since Sauganash School and Queen of All Saints schools are directly adjacent to our business district.

The North Branch Bike Trail is slated for a major expansion. We would like to coordinate with the Forest Preserve District to create and post signage directing cyclists to Sauganash for all their needs. We aim to integrate the Climate Toolkit by creating a greater presence of promotional signage. We would like to develop a recognition mechanism for businesses that are bicycle friendly.

Submitted 4/11/14

Jennifer Herren Gatesman



Partnerships and Resources

We have a volunteer Sustainability Committee and good relationships with the local scout troops, who participate in a Clean and Green of the Business District, as well with garden projects and neighborhood clean ups.

We also have a partnership with North Branch Arts, a local arts center and community garden with a mission to foster a love of the environment. Transforming a deserted trash laden alley next to the Edgebrook Metra station parking lot into a clean, green and educational community garden became a reality when the City of Chicago designated the Community Garden in 2010. By connecting children and families with nature, the Community Garden teaches a neighborhood how to reverse and reduce environmental damage through community gardening, in addition to beautifying our community.

The garden supports Chicago's Climate Action Plan through gardening, environmental education, and community events. A working rain barrel, organic gardening by children, and educational signage all support the cause. The garden is certified as a Nature Explore Outdoor Classroom and open to the community for families to compost, garden, and connect with nature.

The Chamber and North Branch Arts facilitated the installation of six raised beds of honeybee friendly gardens containing flowers and herbs to promote pollination. We worked with Whole Foods Market Sauganash to facilitate a donation, plus educational materials, and led a community work-day installation with scouts and other volunteers.

Submitted 4/11/14

Jennifer Herren Gatesman