

Form Name: Community Planning
Submission Time: March 21, 2024 10:39 pm
Browser: Chrome 123.0.0.0 / Windows
IP Address: 67.176.159.75
Unique ID: 1207276608
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Title: Director

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For which project type are you applying? (Choose one – You may apply for more than one type of assistance by completing a separate application form.) Transit Station Activation Project (pilot program)

Transit Station Activation Project

Describe your proposed activation project:

Our proposed project is to organize and execute a plant-based pop-up festival that aims to showcase the impact of plant-based foods, urban agriculture, biomaterials, and sustainability on individuals' health and the ecosystem.

The plant-based pop-up festival brings together organizations and individuals who are at the forefront of the plant-based movement to showcase their work in an engaging and interactive setting. Through a variety of activities, presentations, and demonstrations, the festival will educate and inspire attendees about the benefits of plant-based living and sustainable practices.

Festival Components:

Interact: Guests can join hands-on gardening sessions and explore urban agriculture practices.

Shop: A handpicked selection of plant-based products and local artisan goods for sale.

Enjoy: Musical performances, food, and giveaways

Where will the project take place? (State the name of the transit station or stop and the specific location where the activation project will take place. Please also note the name of the property owner if not on Service Board property.)

We intend to host this activation at the 63rd/Cottage Grove Green Line in the vacant lot at 1000 E 63rd, a city owned vacant lot as listed by the Chicago Data Portal.

How much funding are you requesting? Please detail the expenses (estimates are fine).

We are requesting \$18,000 for the following expenses-

DJ: \$750

Catering: \$4000

Live performances: \$3000

BACP Tier III Pop-up host license: \$330

Decor: \$1500

Gardening activity supplies: \$3000

Printed marketing materials: \$3500

Stipends for residents on planning team: \$1000

Miscellaneous: \$1000

What is the timeline for this activation? (i.e. What is your thinking about the time of day, day of the week, month, for your proposal)

We intend to host this activation at the end of September on a weekend to garner high attendance. Our tentative plan is September 28th 11am-4pm for the activation. Attendees will pass through at various times. The target total attendee count for the day is 75 people.

Will the project process include activities in which the general public will be invited to participate? If so, please describe:

Yes, this activation is free and open to the public. Activities include enjoying live musical performances, shopping with small businesses, eating food from local restaurants, and learning gardening skills.

Is your organization currently in communication with the relevant transit agency and/or property owner? Do you anticipate needing assistance in making contact?

We (Gardeneers and Chicago Grows Food) have added Lillian Augusta, a plant-based hair care company in Woodlawn, and Rudd Resources, a WBE communications firm in Bronzeville, to the planning team. Jannice Newson at Lillian Augusta is a member and staff of Elevated Chicago, a coalition advancing equitable transit oriented development. Elevated Chicago works with the CTA, RTA, PACE, and Metra through multiple segments of their coalition.

Rudd Resources is deeply embedded within various City of Chicago Departments and has been the agency-of-record for Elevated Chicago since its establishment in 2017. Rudd Resources' involvement encompasses the complex concept of equitable transit-oriented development (ETOD) at seven Chicago Transit Authority stations. Additionally, Rudd Resources manages public communications for Ventra, the transit pass system for CTA and Metra Pace. Moreover, the agency played a pivotal role in assisting CTA in hosting the 95th Street takeover to commemorate 10 years of transit advancements. We do not anticipate needing assistance with making contact.

Describe any experience you have with implementing something similar to your proposal:

Rudd Resources' specialty is event planning, and their expertise will be valuable in setting expectations and guiding the work leading up to the day of the event and afterward.

What resident or community support do you have or would like to gain for the proposed activation?

Lillian Augusta is based in Woodlawn within the Park Station Lofts equitable transit-oriented development and will serve as a base for the event materials [storefront detail confidential until May 1st, 2024]. We seek to gain support from Blacks in Green, a nonprofit in Woodlawn focused on sustainable lifestyles in Black communities,

Is there any additional information you want us to know?

We are a committed team and look forward to the opportunity to host this activation event near the 63rd/Cottage Green Line. We believe collaboration is key in achieving our goal of an event that delights and highlights the possibilities near Chicago's transit assets.

Please upload a map of where specifically the activation will take place:

<https://www.formstack.com/admin/download/file/16103265330>

Closing Questions

How did you find out about the call for projects? (Select all that apply)

RTA newsletter
Other: Roberto Requejo

What resources did you find helpful as you apply for the call? (Select all that apply)

Web page FAQ

How difficult was it to fill out this application?

Very easy