

Mayor Rahm Emanuel's Chicago Plays! Program



Nomination Guide

About the Program

Launched by Mayor Emanuel and the Chicago Park District in March 2013, the “Chicago Plays” Playground Program will replace playground equipment at over 300 playgrounds throughout the city. The Chicago Park District in collaboration with Park Advisory Councils and the Friends of the Parks is seeking input from local community groups to help us prioritize the next years playgrounds to be improved.

Submit a nomination by answering the challenge and submitting an existing playground photo or idea.

Obtain support from the community and Alderman for your nomination.

Nominations must be completed by July 23, 2014 11:59 pm.

Nominator Eligibility

The program is open to community and neighborhood organizations such as Park Advisory Councils, Adopt-a-Park groups, scouting troops, block clubs, neighborhood associations, churches, Chamber of Commerce, or any other community-based organization.

Community organizations should demonstrate its strong support for a new playground through its care and maintenance. In addition to submitting a nomination, communities that receive new playgrounds are expected to adopt their playground to help maintain and keep it clean. Chicago Park District Community Affairs and Friends of the Parks can provide on-going assistance to help your group organize community clean up days throughout the year.

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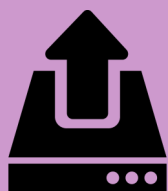
How it Works



Coordinate with your organization



**Create a user name on
Improvechiparks.com**



**Submit the nomination on
improvechiparks.com**



Demonstrate community support



Engage your Alderman



Coordinate with your organization

- Work with your organization to coordinate the application process.
- Collaborate with other neighborhood agencies to create a united coalition
- Designate a lead representation who will submit the application and track progress.



Create a user name on Improvechiparks.com

- See Appendix A for step by step screen shots of the sign in process



Submit the nomination on improvechiparks.com

- See Appendix B for step by step screen shots of the submission process
- Describe the current condition of the playground and detail the impact a new playground would have on your community (Max 2,000 characters)
- We encourage images and videos (up to 5)



Demonstrate community support

- Gain the support of the community by announcing the nomination and building excitement through listserves, flyers, social media, and local businesses.
- Encourage community members to register on improvechiparks.com and vote.
- A complete nomination will have earned 300 stars or votes by the nomination close date.
- Reach out to Friend of the Parks for more resources for community engagement
- See Appendix C for step by step instructions for voting for a nomination
- See Appendix D for community engagement tools
- Use Appendix A for instructions on the sign up process

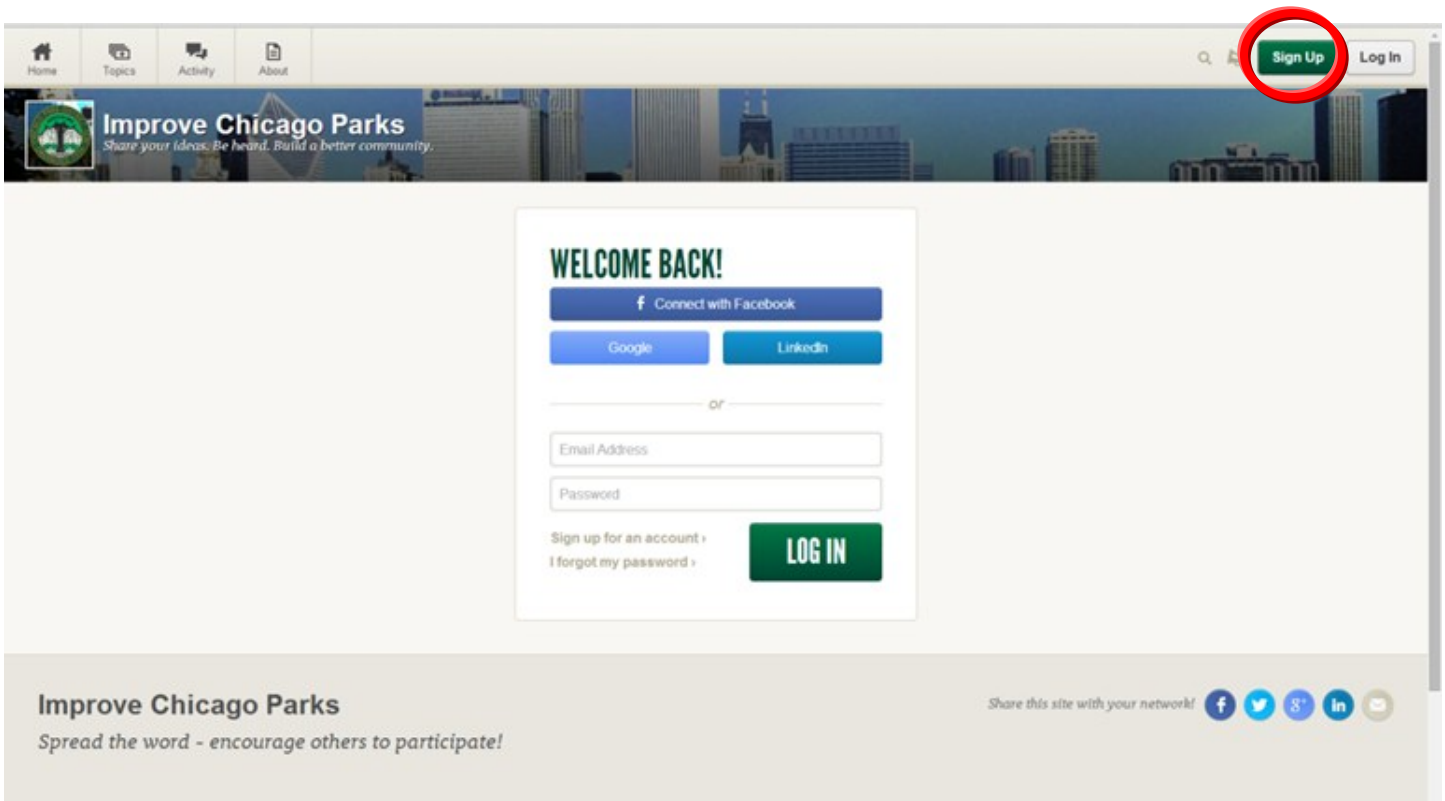


Engage your Alderman

- Call or send a letter to your Alderman to inform them of the nomination.
- To complete the application your Alderman must create an account on improvechiparks.com and submit a comment stating his/her support for the project. Please be advised that The Chicago Park District will verify with the Alderman's office that the comment originated from their office.
- Appendix E includes a template letter to send to your Alderman
- See Appendix F for step by step instructions on how to comment
- Use Appendix A for instructions on the sign up process

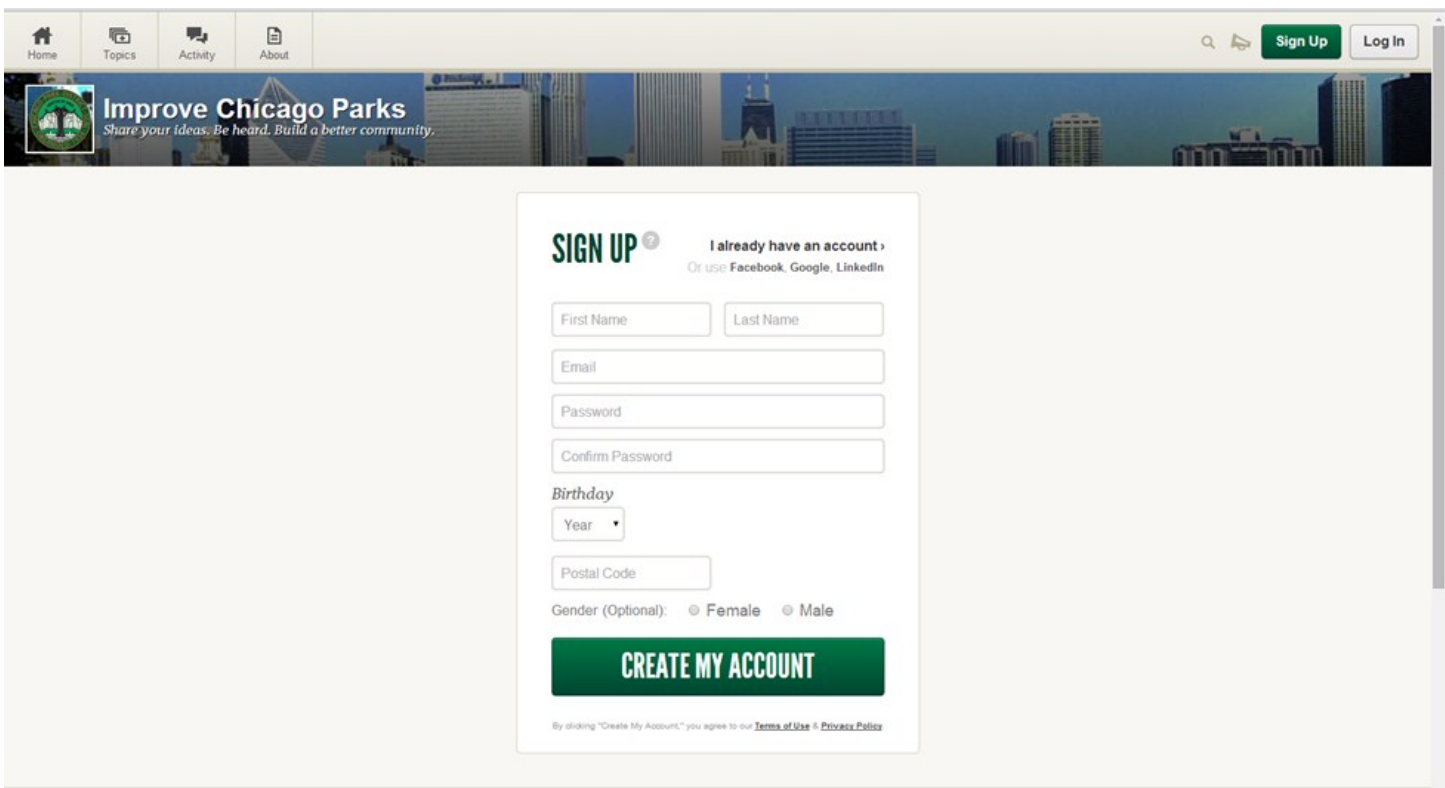
Appendix A: Create a improvechiparks.com account

1. Enter www.improvechiparks.com in your web browser address bar
2. Select sign up



The screenshot shows the homepage of the Improve Chicago Parks website. The header includes navigation links: Home, Topics, Activity, and About. A search icon and a bell icon are also present. The 'Sign Up' button is highlighted with a red circle. Below the header, the main content area features a 'WELCOME BACK!' message with options to 'Connect with Facebook', 'Google', or 'LinkedIn'. There are input fields for 'Email Address' and 'Password', and a 'LOG IN' button. A link to 'Sign up for an account' and a link to 'I forgot my password' are also visible. The footer contains the website's name, a tagline, and social media sharing icons.

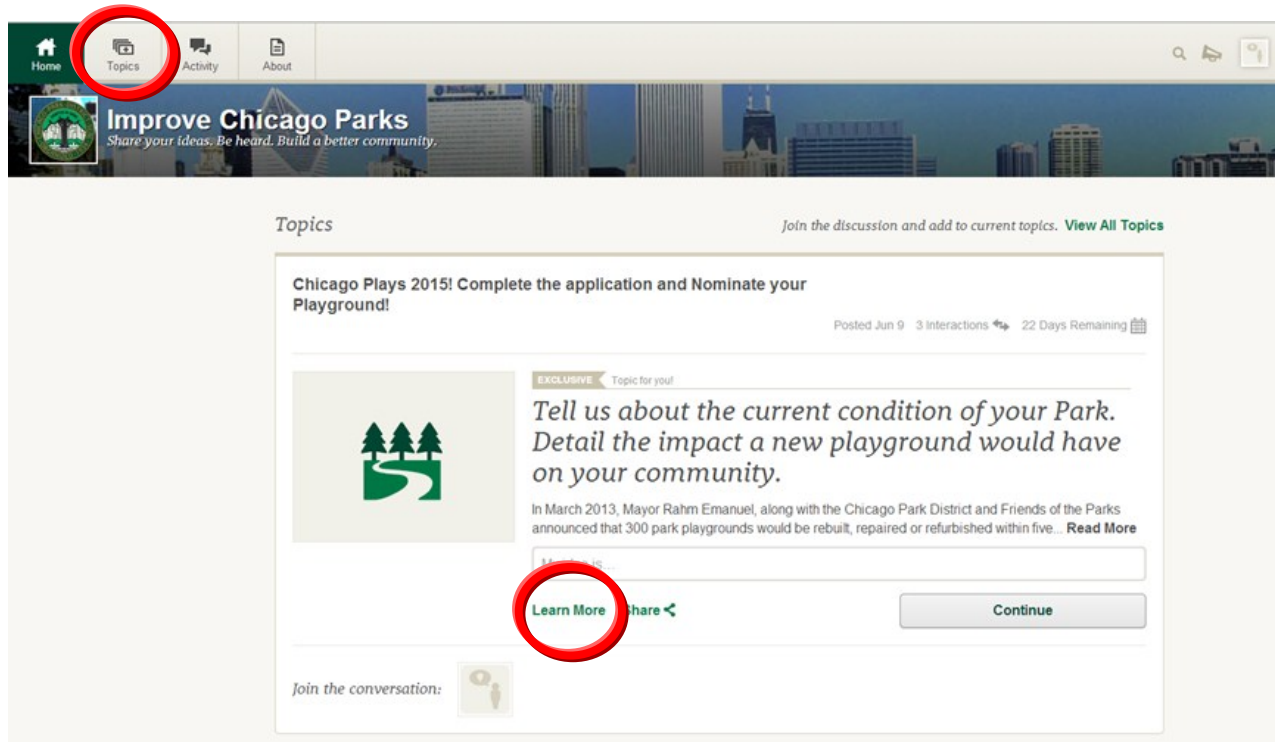
3. Complete the sign up form



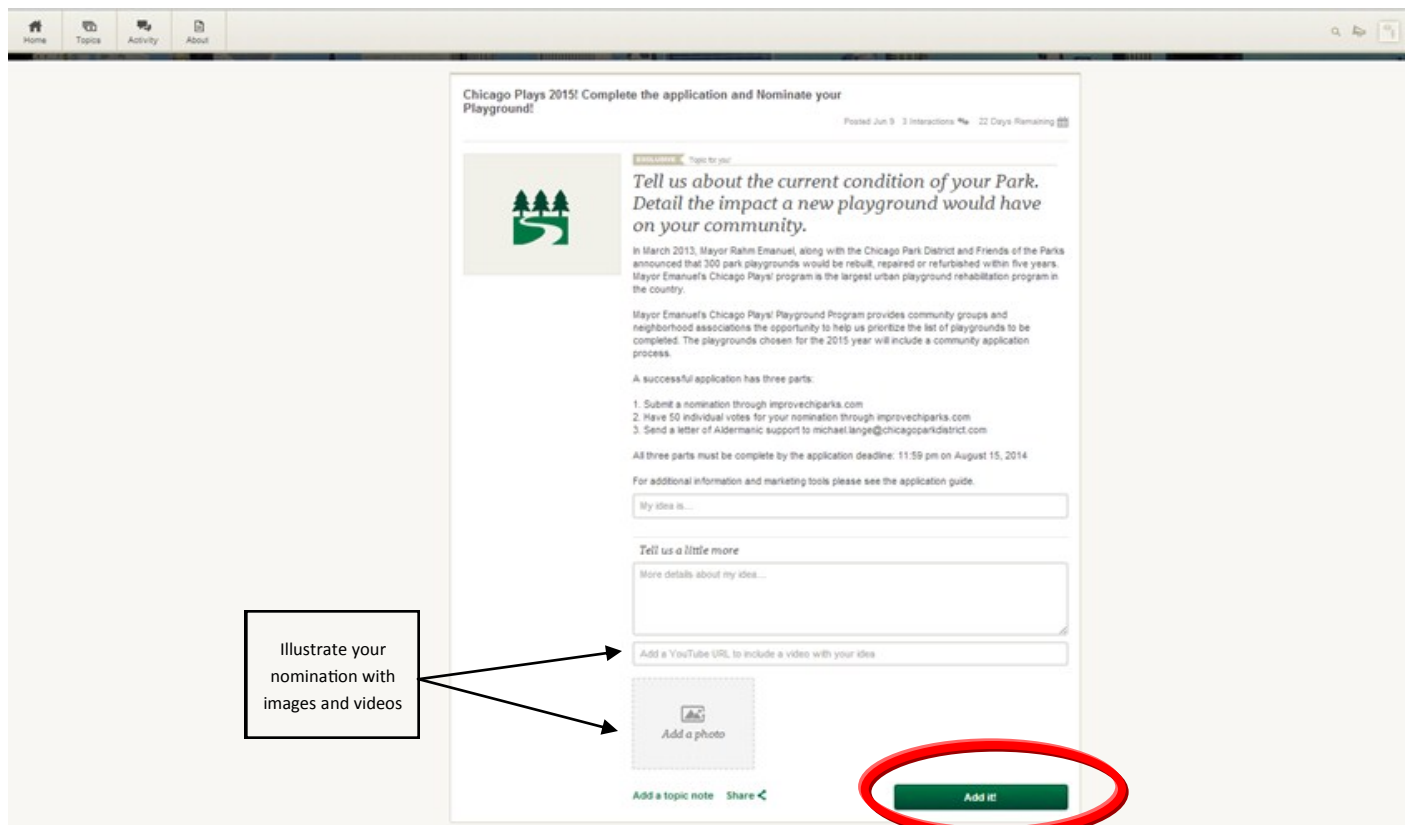
The screenshot shows the sign-up form on the Improve Chicago Parks website. The header is the same as the previous screenshot. The main content area features a 'SIGN UP' heading with a question mark icon. Below the heading, there is a link to 'I already have an account' and a note to 'Or use Facebook, Google, LinkedIn'. The form includes input fields for 'First Name', 'Last Name', 'Email', 'Password', and 'Confirm Password'. There is a 'Birthday' section with a 'Year' dropdown menu and a 'Postal Code' input field. The 'Gender (Optional)' section has radio buttons for 'Female' and 'Male'. A large green 'CREATE MY ACCOUNT' button is at the bottom of the form. A small disclaimer at the very bottom states: 'By clicking "Create My Account," you agree to our Terms of Use & Privacy Policy'.

Appendix B: Submitting a nomination

1. Once signed in, find the Chicago Plays Topic and select “Learn More”. If you do not see the Chicago Plays Topic, select “Topics” on the top right of your screen.



2. Complete the form. Title your nomination in the “My Idea is” section. Describe your playgrounds condition and how a new playground will impact your community in the “More details about my idea” section. Note you are limited to 2,000 characters. When you’re ready to submit, select “Add it!”



Appendix C: Voting for a nomination

1. Look for nominations in the Activities section of the Chicago Plays Topic

Chicago Plays 2015! Complete the application and Nominate your Playground!

Posted Jun 9 3 Interactions 21 Days Remaining

EXCLUSIVE Topic for you!

Tell us about the current condition of your Park. Detail the impact a new playground would have on your community.

In March 2013, Mayor Rahm Emanuel, along with the Chicago Park District and Friends of the Parks announced that 300 park playgrounds would be rebuilt, repaired or refurbished within five years. Mayor Emanuel's Chicago Plays! program is the largest urban playground rehabilitation program in the country.

Mayor Emanuel's Chicago Plays! Playground Program provides community groups and neighborhood associations the opportunity to help us prioritize the list of playgrounds to be completed. The playgrounds chosen for the 2015 year will include a community application process.

A successful application has three parts:

1. Submit a nomination through improvechicago.com
2. Have 50 individual votes for your nomination through improvechicago.com
3. Send a letter of Aldermanic support to michael.lange@chicagoparkdistrict.com

All three parts must be complete by the application deadline: 11:59 pm on August 15, 2014

For additional information and marketing tools please see the application guide.

My idea is...

[Add a topic note](#) [Share](#) [Continue](#)

Activity Sort by: **Newest** Activity Topic Details Challenge Details

Michael L. added an idea in Chicago Plays 2015! Complete the application and Nominate your Playground!! Jun 9

Park 508 needs a playground in the sky!

High Rises need open space too so lets put a playground at the top floor of the administration building.

6 ★ I Love It / ★ ★ ★

0 Comments [Share](#) [Delete](#)

Judges

- Chicago Park District
- Friends of the Parks
- Injury Free Coalition for Kids

2. Select the title of a nomination to see more

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Judges

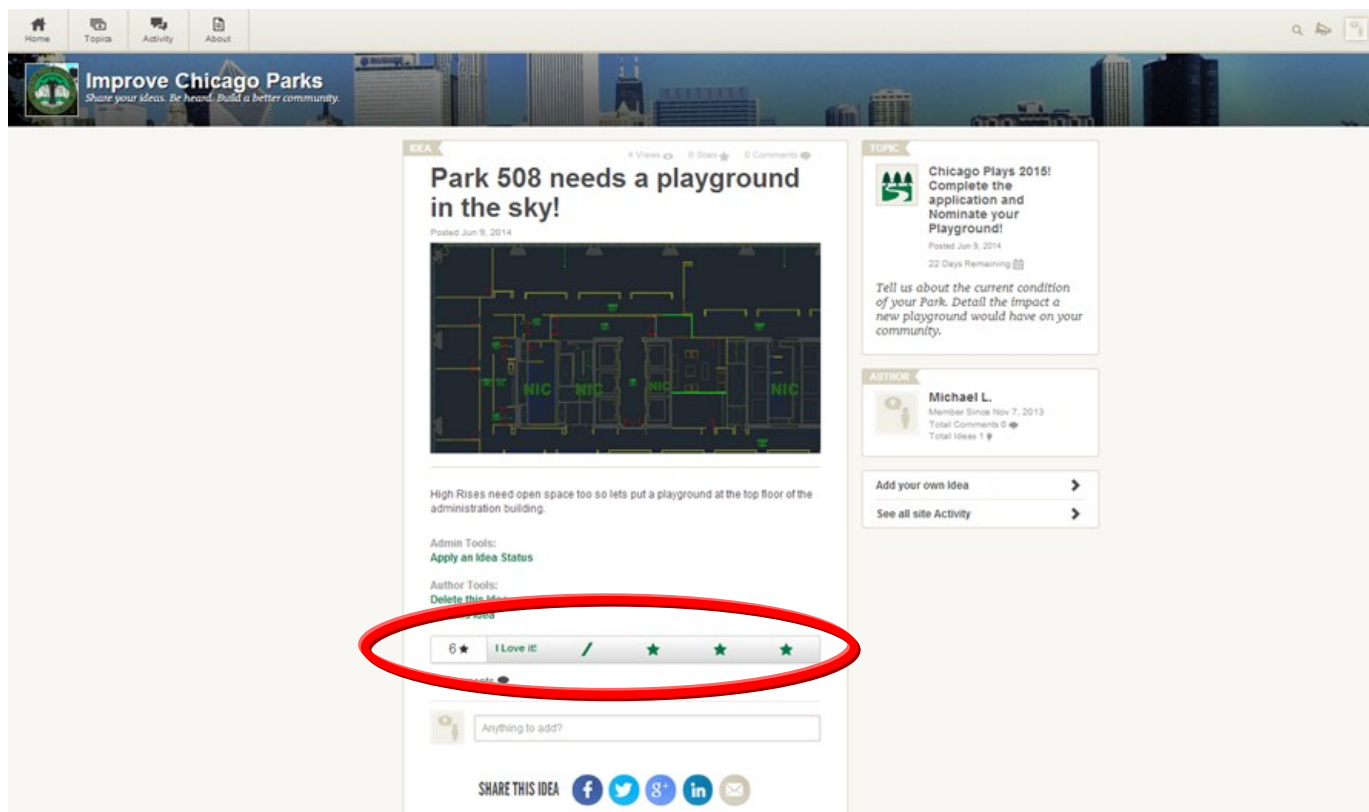
- Chicago Park District
- Friends of the Parks
- Injury Free Coalition for Kids

Sponsors

- Mayor of Chicago

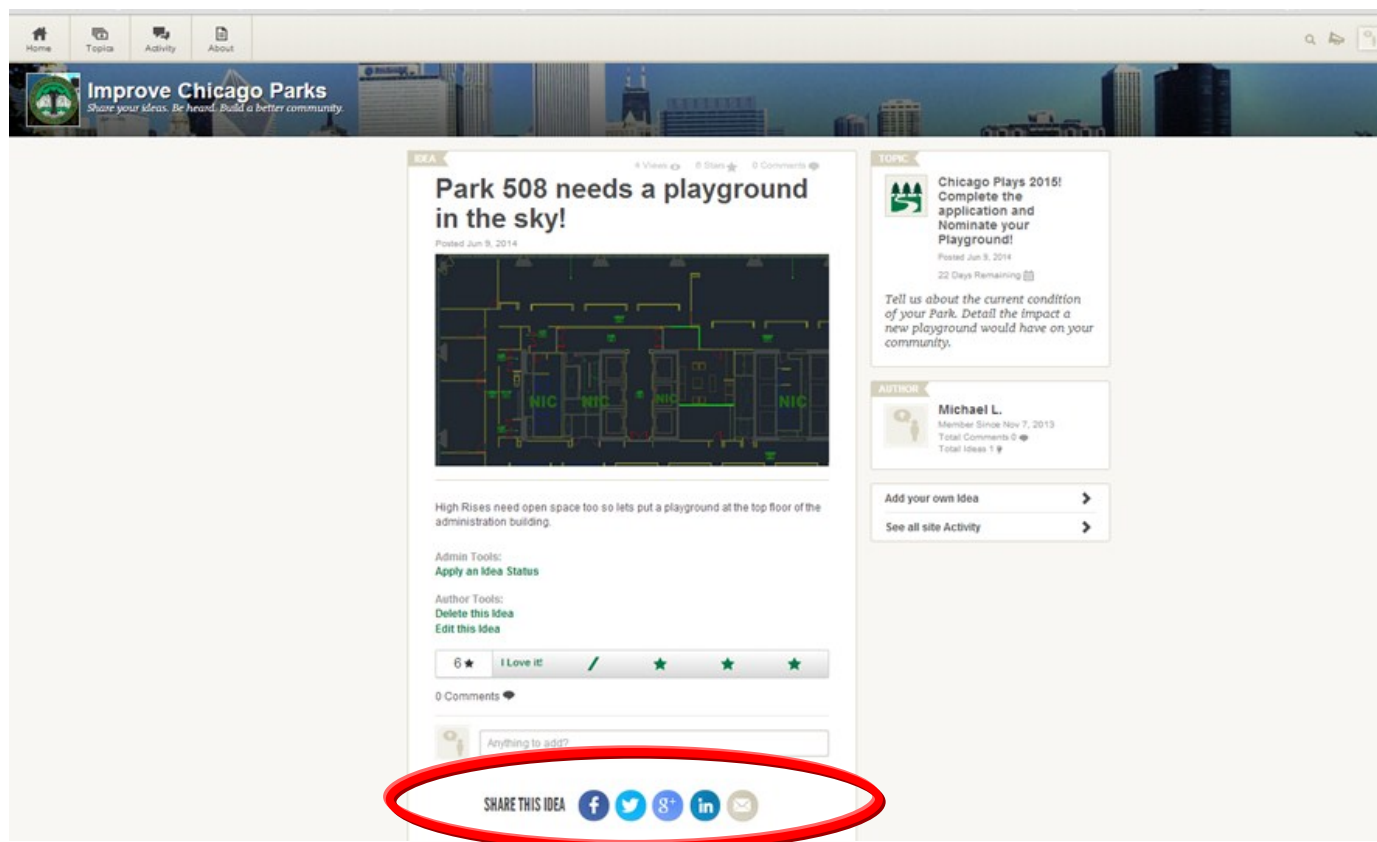
3. Use the star scale to give either

- ✎ 0 Stars (Neutral)
- ★ 1 Stars (It's OK)
- ★★ 2 Stars (I Like it)
- ★★★ 3 Stars (I love it!)



Appendix D: Engage the Community and gain their support for the project

1. Use the social media tools at the bottom of the nomination to share the idea on facebook, twitter, google+, linked in, or email.



2. Distribute flyers at community events and local businesses

3. Engage individuals and community organizations to distribute information about the project and the voting process (i.e. email list serves, schools groups)

The flyer that can be distributed is included at the end of the guide.

Appendix E: Template Letter to your Alderman

Don't know who your Alderman is?

http://www.cityofchicago.org/city/en/depts/mayor/provdrs/your_ward_and_alderman/svcs/find_my_alderman.html

Organization Name

Organization Address

City, State Zip

Alderman's Name

Ward #

Alderman's Office Address

City, State Zip

Date

Dear Alderman [Alderman's Last Name],

[I/We] [am/are] happy to announce that [Name of the nominating organization] has nominated [Park Name] for a 2015 Playground renovation through Mayor Rahm Emanuel's Chicago Plays! Program. We respectfully request your support for the project. The application requires a comment of support on the improvechiparks.com website. I've attached instructions for how to create a user account and complete the comment on improvechiparks.com.

An improved playground would greatly benefit the community and the residents in your ward.

Please do not hesitate to call me to discuss this request.

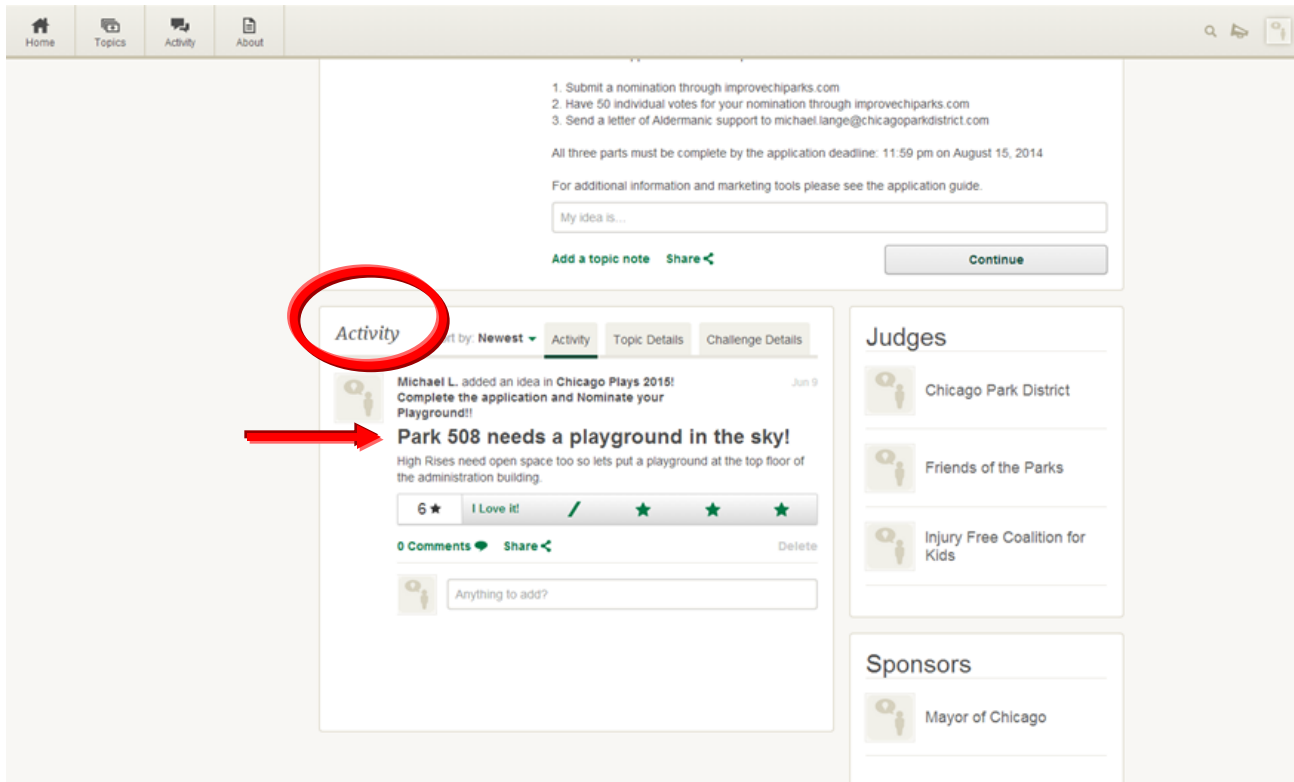
Sincerely,

[Organization Name/Individual's Name]

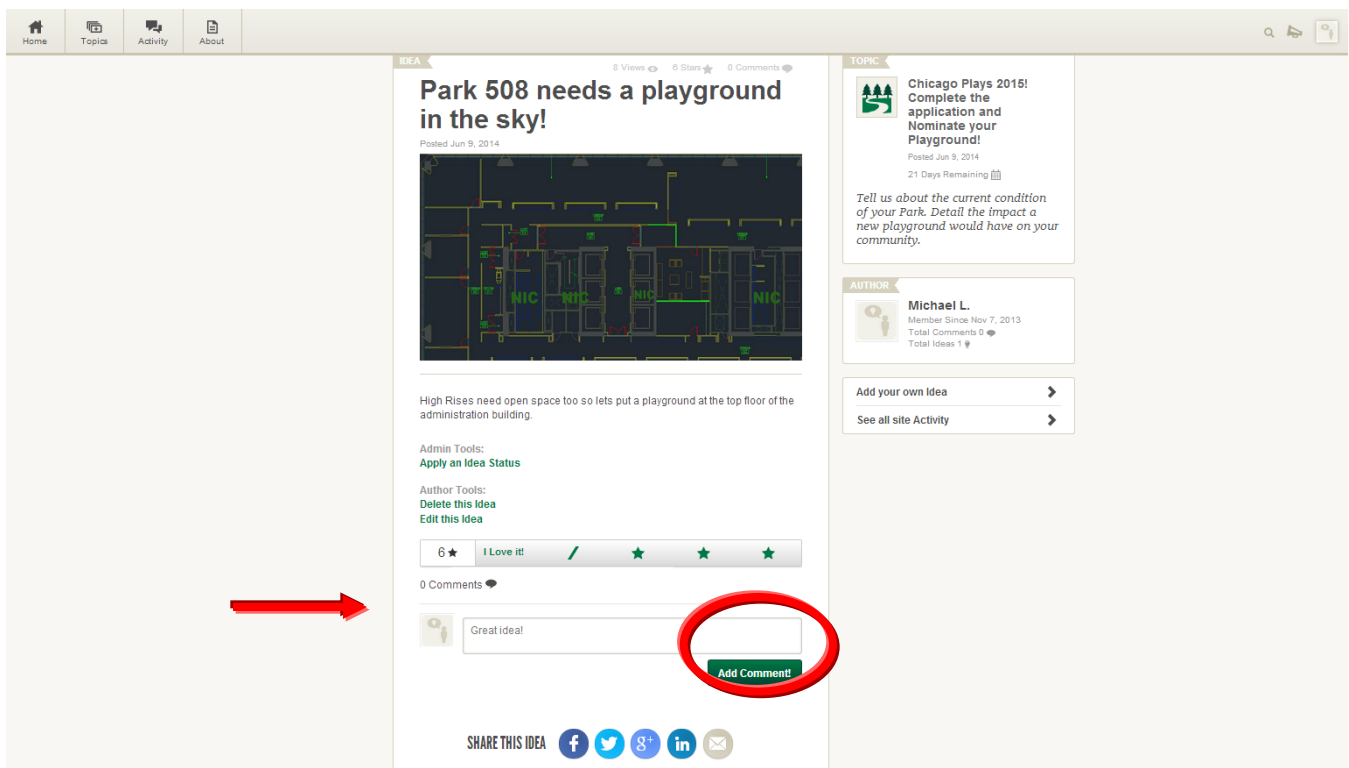
[if an individual: Position in the organization]

Appendix F: Commenting on a nomination

1. In the Activities section, navigate to the nomination to wish you would like to add a comment, and click on the title



2. Once in the detail section for that specific nomination, begin typing your comment in the text box titled "Anything to add?". Click "Add comment" to submit your comment.



chicago park district

Vote for our community playground!

Vote now at

Improvechiparks.com



Mayor Rahm Emanuel's Chicago Plays! Program

We want to hear how your community will benefit from a new playground.



City of Chicago, Rahm Emanuel, Mayor
Chicago Park District, Board of Commissioners
Michael P. Kelly, General Superintendent & CEO

STAY CONNECTED.



#improvechiparks

Scan here



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