



Chicago Metropolitan Agency for Planning

GO TO 2040 Imagine that...Campaign

Presented by Ylda Pineyro
External Relations



www.goto2040.org



Chicago Metropolitan Agency for Planning

GO TO 2040 is a campaign to get everyone in the region thinking about the future 

The GO TO 2040 campaign motivates people to:

1. Imagine the future they want for the region
2. Communicate their ideas and buy-in to a vision
3. Care enough to hold leaders accountable to implement the strategies in the plan and fulfill that vision



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What are GO TO 2040 Campaign Strategies?



- **Public Education** – communication through mass media, public meetings, speaking engagement and presentations, exhibits, publications and possibly advertising
- **Public Engagement** – community conversations, bold ideas contests, school-based programs, special events, festivals, and conferences and interactive media through the website



GO TO 2040 Partnership Program



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Who would make good partners?



- Communities and elected officials
- Community-based organizations
- Advocacy groups
- Neighborhood groups
- Clubs
- Schools
- Colleges
- Trade groups
- Chambers of commerce
- Professional organizations
- Environmental groups



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Partners Benefits & Commitments



- Partners help with both communication and public engagement
- They invite their members to get involved and informed
- Partners get credit for their leadership and for delivering meaningful opportunities for their constituents to influence change
- Partners distribute marketing materials
- Partners co-sponsor public engagement opportunities in their communities (5 strategies in video and brochure).
- **It's a win-win.**



Five Ways to Partner with CMAP



- Help to host a **Community Conversation**
- **Invite** GO TO 2040 into your schools
- Sponsor a **Bold Ideas** Contest
- Co-sponsor a **festival or special event**
- **Help** select from among alternative scenarios (mid-2009).



GO TO 2040 Partnership Contacts



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Questions?

Thank you!
