

HEAT EQUITY PILOT SUMMER WORK PLAN					
Goals + Key Tasks	Task Lead	Team Members	Month	Progress	Outcomes
1. EQUITY ANALYSIS					
Increase understanding of municipal systems, practices, and policies that contribute to urban heat inequity in Hunting Park and other communities of color and low-income communities in Philadelphia					
Task A: Conduct analysis of Hunting Park Neighborhood					Report/Presentation
Task B: Research history of Hunting Park					Report/Presentation to inform policy scan
Task C: Review and evaluate municipal policies and practices in Hunting Park					Policy evaluation tool, report with policy recommendations, GSI Analysis, Urban Forestry Equity Analysis
2. EDUCATION + COMMUNICATIONS					
Increase access to info about potential health impacts of extreme heat, what to do in case of heat emergency, and existing resources to help residents cope with heat in Hunting Park and citywide					
Task A: Announce the Pilot					Press release, social media blast, blog post
Task B: Compile heat outreach materials and giveaways					All materials translated, ordered and gathered in one place
Task C: Create a Comprehensive "Beat the Heat" website with page for Hunting Park pilot					phila.gov/heat
Task D: Coordinating a communications and social media strategy for Hunting Park pilot					Heat toolkit for social media; inventory of community outreach partners, social media influencers, and accounts in Hunting Park
Task E: Identify resources, programs, and trainings available to help residents cope with heat					Inventory of resources/trainings/programs available in Philadelphia and Hunting Park
Task G: Create heat buddy system or phone tree					Phone tree and/or buddy system setup and used this summer
3. COMMUNITY ENGAGEMENT					
Collaborate with Hunting Park residents to understand how they currently cope w. heat and develop context-sensitive heat adaptation and mitigation strategies. Build capacity of City of Philadelphia staff members and residents to share decision-making power.					
Task A: Review peer city heat interventions					Inventory/report of peer city heat interventions and strategies for engagement
Task B: Identify key stakeholders					Stakeholder map and analysis
Task C: Develop project one-pager and slide deck					One-pager/slide deck
Task D: Create schedule for resident & stakeholder engagement					Schedule with all engagement events this summer, activities to facilitate, and roles
Task G: Design and administer community heat survey & focus groups					Survey tool, focus group questions, survey distribution strategy, focus groups identified and held; preferred heat interventions identified
Task E: Identify, develop, and implement engagement activities--integrate resources, programs, and trainings into summer engagement in Hunting Park					Trainings/activities/community meetings identified and facilitated; preferred heat interventions identified
Task F: Develop network of cooling centers in Hunting Park					Potential cooling centers identified; cooling center training held; resources for cooling centers identified, gathered, and distributed; communication strategy for cooling center network created (social media, outreach team, phone tree/buddy system?)

EQUITY ANALYSIS TASK LIST			
Tasks & Activities	Lead	Team Members	Complete?
Task A: Conduct analysis of Hunting Park Neighborhood			
What are the geographical boundaries			
What is the age, type and characteristics of housing stock			
Health information in Hunting Park			
What city assets or programs/projects exist?			
Inventory City departments with relationships or programs in area			
What schools are in the neighborhood?			
What organizations exists, such as churches, RCOs, CDCs, BIDs?			
What is the litter index for the areas?			
What issues are reported to 311 from the community?			
Map of community assets & projects			
Map of community resources for seniors			
Map of community heat resources—cooling centers, potential cooling centers, pool, senior centers, etc			
Task B: Coordinate Research on History of Hunting Park			
What is the history of land use and development (including presence of industry, railroad tracks/infrastructure) in Hunting Park?			
What is the history of population movements in Hunting Park?			
What is the history of City policies (e.g. redlining, etc) that may have shaped the development of Hunting park?			
Have there been any major events that have taken place in the neighborhood that have shaped the culture or identity?			
Speak to residents about the polices + practices that have shaped their environment. Understand how their neighborhoods have changed			
Task C: Review and evaluate municipal policies and practices in Hunting Park			
Ask residents and community partners about policy barriers/problems they have experienced			
Develop a policy evaluation tool/checklist			
GSI Analysis in Urban Heat Island Priority areas			
Complete TreePhilly Urban Forestry Equity Analysis			
Develop policy recommendations to reduce barriers			

EDUCATION + COMMUNICATIONS TASK LIST			
Tasks & Activities	Lead	Team Members	Complete?
Task A: Announce the Pilot			
Develop press release			
Develop social media messaging			
Task B: Compile and order heat outreach materials and giveaways			
Collect existing materials from OEM, PDPH, PWD, TreePhilly, PECO, ECA			
Look into watershed ice partnership			
Create targeted materials for age/ethnicity			
Translate heat brochure and distribute			
Translate summer health bulletin			
Design and order fans, thermometers, water bottles			
Build partnership for larger give aways--box fans, ac units, gift cards			
Task C: Create a Comprehensive "Beat the Heat" website with page for Hunting Park pilot			
Compile content from OEM, PDPH, and OOS			
Work with OIT to design website			
Task D: Coordinate communications and social media strategy for Hunting Park pilot			
Identify community outreach partners, social media influencers, and accounts in Hunting Park			
Develop social media toolkit for heat to also share with partners			
All partners share and coordinate a social media strategy			
Task E: Identify resources, programs, and trainings available to help residents cope with heat			
Health care resources			
Senior resources			
Home energy and repair assistance			
Utility bill assistance			
Trainings			
Green infrastructure			

COMMUNITY ENGAGEMENT TASK LIST			
Tasks & Activities	Lead	Team Members	Complete?
Task A: Review peer city heat interventions			
Create list w/ descriptions of heat mitigation + adaptation strategies			
Task B: Identify key stakeholders			
Create list of stakeholders for project and map them by level/type of engagement			
Develop plan to engage hospitals and health service providers			
Develop plan to engage utility companies			
Task C: Develop project one-pager and slide deck			
One-pager			
Slide deck			
Task D: Create schedule for resident & stakeholder engagement--integrate resources, programs, and trainings into summer engagement in Hunting Park			
Community meetings to attend/present at			
Heat Pilot Community Meetings in July and September with Lenfest + Esperanza			
Facilitate focus groups: potential cooling centers, community organizations, Hunting Park United, Hunting Park Collaborative, older adults, young people, service providers			
Events for Tabling--community events, pool days, farmers market			
Days for block-by-block water bar/water ice outreach			
Hunting Park resident leaders receive training on extreme heat and then host trainings for others			
Community yard tree giveaway			
Raincheck workshop			
Ready Philadelphia			
Block clean-ups			
Task E: Design and administer community heat survey & focus groups			
Design survey and focus group questions in partnership with other City Departments and community organizations			
Send draft survey to UPenn partners for design help			
Translate survey into Spanish			
Develop distribution strategy w. Hunting Park NAC, Lenfest Center, Esperanza:			
Community events			
Trainings and workshops			
Community meetings			
Door-to-Door			
Task F: Identify, develop, and implement engagement activities			
Age specific engagement activities			
Beat the Heat logo design			
Hand fan and other art projects			
CUSP heat kit			
PWD water bar/water ice			
Work with young people to conduct oral interviews with their elders			
Community heat ambassadors program			
Task G: Develop network of cooling centers in Hunting Park			
Identify potential cooling centers in neighborhood			
Identify successful methods to get people to cooling center			
Create a one-pager with guidelines for becoming cooling center			
Host an informational session/training for interested centers			
Compile materials, giveaways, and resources for cooling centers to have on deck			
Develop programming that can be quickly organized/administered			
Create communications strategy to let people know they are open during heat emergencies			

HEAT SURVEY OUTREACH SCHEDULE				
JULY-SEPTEMBER				
Events	Location	Date	Temperature	How many surveys collected?
Beat-the-Heat Kick-Off Event (Lenfest + North10)	Lenfest Center (3890 N 10th St, Philadelphia, PA 19140)	Wednesday, July 25		
Beat-the-Heat Kick-Off Event (Esperanza)	Esperanza (4261 N 5th St, Philadelphia, Pennsylvania 19140)	Wednesday, July 25		
Super Friday for Seniors Services	Hunting Park and Old York Rd.	Friday, July 27		
1st Annual PTG Community Day	12th and Cambria Recreation Center	Saturday, July 28		
Allegheny Avenue Arts Fest	1600 Block West Allegheny Avenue 19132	Saturday, August, 4		
HP Clean-Up (North 5th St, etc)	N 5th St, St. Luke St,	Wednesday, August, 8		
Hunting Park Family Fun & Fitness Day	Hunting Park Recreation Center (900 w. Hunting Park Ave)	Saturday, August, 11		
Esperanza Health Center Senior Group	4417 N 6th St, Philadelphia, PA 19140	Tuesday, August 7		
Esperanza Fresh Produce Market	4417 N 6th St, Philadelphia, PA 19140	Tuesday, August 14		
5th St. Supermarket	4501 N 5th St	Saturday, August 18		
Door-to-Door--N 10th, Percy, and Delhi Streets	3900 N 10th, Percy, and Delhi	Friday, August 24		
Bethune School Back-to-School Fair	3301 Old York Rd	Saturday, August 25		
Cousins Supermarket Tree Planting	4037 N 5th St, Philadelphia, PA 19140	Thursday, September 6		
Hunting Park United Meeting	Hunting Park Recreation Center (900 w. Hunting Park Ave)	Saturday, September 8		
25th District Police Advisory	3901 Whitaker Ave, Philadelphia, PA 19124	Tuesday, September 11		
McClure Back-to-School Night	600 W Hunting Park Ave, Philadelphia, PA 19140	Thursday, September 13		
HPCC General Community Meeting	4261 N 5th Street, 19140	Wednesday, September 19		
Lenfest Center Open House	3890 N 10th St, Philadelphia, PA 19140	Wednesday, September 19		
Cayuga Back-to-School Night	4344 N 5th St, Philadelphia, PA 19140	Wednesday, September 26		

Hunting Park Cooling Opportunities and Resources --Please use this spreadsheet to add ideas about resources and partners that could help implement the following cooling opportunities in Hunting Park	
Opportunities	Resources
1. GREENING & TREES	
More street tree and yard tree plantings on residential blocks	PWD Green Streets (tree trenches), PWD Soak it Up Adoption grants, PWD faith-based outreach and charitable org discount, EPA Environmental Justice Grant; PWD Rain Barrels; TreePhilly
More street trees and vegetation around large industrial sites	PWD City Stormwater Grants (SMIP)
More gardens and green spaces--particularly on vacant lots	PHS Placemaking Grant, PHS/PWD vacant lot activation partnership and land care, future spraygrounds?
Better lighting in Hunting Park (the park)	PPR Lighting Program
Block clean-ups and dumping prevention	CLIP for lot cleanup, Zero Waste and Litter Cabinet Philacycle captain trainings
2. COOLING THE BUILT ENVIRONMENT	
Better access to A/C units and fans for residents	
Assistance with home energy repairs and weatherization	Energy FIT Philly (ECA/Council); ECA Weatherization program; PCA senior cooling program; ECA/PECO weatherization workshops; Rebuilding Together Phila; Basic Systems Home Repair Program; PRA contractors assistance program; Translate Basic Systems Home Repair on website
Advocating at state level for utility assistance (LIHEAP) during summer months	Coordinated outreach w/ PECO around rebate and residential/business services; State DEP for LIHEAP; PWD H.E.L.P.;
Block-level cool roof coatings	Connect w/ upcoming PEA/Philly School District green job trainings--incorporate component on white roofing to train local job force; ECA hire folks in neighborhood to do white roofs; Corporate sponsorship of cool roofing (DOW or Roof Industry); BSRP-PHDC Zoning and planning divisions;
Cool roof and cool pavement demonstration projects and large industrial/commercial sites (e.g. SEPTA track shop)	
3. HEAT RELIEF NETWORK	
A/C and fans in public schools and rec centers	
A network of faith-based institutions, businesses, community groups, and residents, who can offer cooling spaces and resources	Community Schools, St. Chris Hospital community programs, business corridors, PWD faith-based outreach and charitable org discount, Interfaith Power and Light,
Programming/activities available at these spaces	
Access to cooling resources (e.g. utility assistance application) at these spaces	
Developing a communication strategy for the network	On the table PHL community conversations program/townhall/citywide conversation on extreme heat; bolster Hunting Park United "friends of" groups for communication and coordination; city communication systems to share information with residents about heat safety and resources (e.g. twitter/facebook, ReadyPhiladelphia, Mayor's Office of Communications, OEM/PDPH Comm
4. TRANSPORTATION	
More bus shelters along popular routes	
Cool, safe, and accessible routes for walking, biking or taking transit to existing cooling locations (e.g. Hunting Park pool)	Partner with DVRPC and PENNDOT--Transportation Grants and Trans Improvement Program; OTIS Bike Lanes and Erie Ave track removal; OTIS Engage in bus network re-design; Indego Stations; Uber and Lyft partnership during high heat days; SEPTA bus remapping program; work w. OTIS on unsafe walking environments
Rerouting truck traffic out of residential areas	Work with Clean Air Council to investigate trucking/industrial emissions; AMS air monitoring system;
Safer routes/traffic crossings to Hunting Park (the park)	Prioritize intersections near the park through OTIS--working on BLVD Right now

Faith-Based Institution Engagement					
Tasks & Activities	Lead	Contact Name	Contact Email	Contact Number	Complete By?
Task A: Identify key congregations and contacts	Sophie + Jose				Aug 31
One Hope Community Church					
Spirit and Truth Fellowship					
Zion Baptist		Amelia Price			
New Life Church of God					
Grace and Peace Community Fellowship		Susan Post			
Esperanza Health Center		Susan Post			
Vocatio School		Jeremy Chen			
In The Light Ministries Philadelphia	Jose	Pastor Andre Diaz	Jose has it	Jose has it	done
Solomon Temple Baptist	Jose	Bishop Brown			done
	Lead				Complete By?
Task B: Make calls and/or meet with contacts					Sept 7
One Hope Community Church	Gabriella				
Spirit and Truth Fellowship	Alison				
Zion Baptist	Leroy				
New Life Church of God	Leroy				
Grace and Peace Community Fellowship	Jose				
Esperanza Health Center	Sophie				
Vocatio School	Sophie				
In The Light Ministries Philadelphia	Jose	Executive Pastor Andr Diaz	jose has it	jose has it	completed Sept 7th
Solomon Temple Baptist	Jose	Bishop Brown			called multiple times, did not respond
	Lead				Complete By?
Task C: Facilitate Meeting of Faith Leaders about Cooling Centers	Sophie, Alison, Jose, and Leroy				Week of Oct 8
Find meeting location	Sophie				Sept 10
Draft Invitation and send to team for edits	Sophie				Sept 10
Send invitation/save the date for meeting					Sept 14
Develop meeting agenda					Sept 18
Develop presentation of survey results	Sophie				Oct 5
Order catering for event	Sophie				