



A PROMISE TO 322,000 Futures

Making Philadelphia the Best City
for Raising a Family Clean, Green,
Safe, and Full of Educational and
Economic Opportunity



Our city's present and future success is inextricably linked to the next mayor's commitment to making Philadelphia the best place in the country to raise the 322,000 children who live here.

The 322,000 Futures Promise is built on:



Safety where communities have the resources to address the long-term issues giving rise to crime.



Education where students attend clean 21st-century facilities for school, year-round academic and enrichment opportunities, and are connected to jobs or post secondary training before they graduate.



Cleaning and Greening where families have clean parks for ample recreational opportunities, shade cover to keep them healthy, and green schools that reduce the pace of climate change.



Economic Opportunity where families are economically self-sufficient, able to readily rely on child care, income, and other supports that enable them to work and prosper and where no child is separated from their parents because of poverty.

What It Takes to Meet the 322,000 Futures Promise

The next administration must get things done, starting on day one for children. They must work systematically every day to learn from and collaborate with youth, parents, and the professionals across all youth-serving sectors to innovate, and expand, the city's youth-serving infrastructure. They must strengthen the federal and state partnerships needed to ensure every child has the services and supports they need to thrive.

FOR SAFETY

- ✓ **Support the Philadelphia Police to be laser-focused on tackling gun violence.** Police resources must be devoted to driving down shootings and homicides. However, their attention is often called to mediate low-level infractions from children and youth. School and community-based diversion programs must be expanded so that more young people can be held accountable for actions without entering the criminal justice system.
- ✓ **Embrace a public health strategy in the fight against gun violence.** The trauma of gun violence and poverty weakens the resolve and capacity of far too many youth to believe in, and build, their own future. The city's behavioral health infrastructure must play a central role in building a child and youth mental wellness system that is centered on resiliency and personal assets and that equips youth and their families with the coping and emotional skills needed to prepare children for a fulfilling future.
- ✓ **Give parents and communities the tools to heal youth who make mistakes.** Rehabilitation starts with the community where it's possible to minimize detention for youth caught up in the criminal justice system, and end placement for youth who are truant, by building a strong network of community-based support services close to their neighborhoods and families.
- ✓ **Deliver quality early developmental support so children and youth have the foundation needed to avoid the school-to-prison pipeline.** Preventing crime means making sure parents have what they need to support children in their earliest stages of development. Receiving early intervention services in a timely manner can allow children with behavioral challenges to receive the supports they need to thrive in school.
- ✓ **Engage teens so they are part of the solution.** All youth are assets to the city and their engagement leads to safer communities. The city must build innovative models that re-engage and support teens, especially those who are disconnected from school



and other supports. By assembling leaders already working with these youth, and mental professionals using healing-centered, asset-based strategies, the Mayor can lead the design and delivery of innovative models that will offer youth a productive pathway to the future.

 **Decrease recidivism by prioritizing the educational success of youth involved with the child welfare and juvenile justice systems.** The city and school district must improve the education of youth who are sent away by the child welfare or juvenile justice systems and create real pathways with the emotional and academic supports that ensure a positive re-entry to a traditional public school. Safety nets for young people who have been separated from their families must be stronger, so they succeed in making positive choices as they grow up and enter adulthood.

 **Invest in youth mental health services to stop cycles of crime and boost the prosperity of our neighborhoods.** Everyone in a community is affected by violence. To address the trauma, distress, and helplessness that leads to further disinvestment, Philadelphia must take the lead to establish expectations of the health insurance and health systems so that guarantee every child receives a mental wellness check-up annually and culturally sensitive treatment when needed.

YEAR ONE STEPS for **Increased Safety**

To make sure the Philadelphia Police are laser-focused on tackling gun violence.

 **Reinvest at least 50% of the savings from reduced youth incarceration to expand school-based and community-based diversion programs, including intensive prevention services and a complete plan to reinvest the balance in the second year.**

 **Implement a pilot test of non-detention alternatives such as time-out/cooling off locations to work out conflicts.**

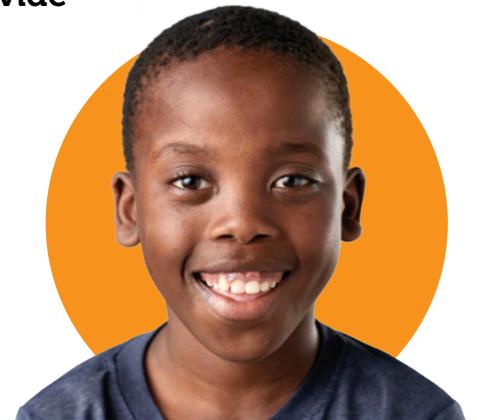
 **To make sure parents and communities are the strongest source of support for children and youth who make mistakes.**

 **Direct the Department of Human Services (DHS) to identify and pilot innovative models that help youth and families address the root causes of truancy.**

- ✓ **Plan and hold a summit with Juvenile Court that includes judges and probation leadership to review existing alternatives to youth incarceration and addressing truancy and identify ways to expand these options in the community.**
- ✓ **Increase access to family supports and alternatives to congregate and juvenile placement by addressing the reasons why qualified youth and family services providers will not enter into contracts with the city.**
- ✓ **End the practice of taking children into the dependency system because the child's parent(s) cannot afford to meet their needs. Instead, continue and expand the use of public funds to meet the urgent financial needs of the family and provide the programs/services that lead to economic stability.**
- ✓ **Build the consensus among the city, courts, and school district needed to embrace new models that meet the needs of youth who are truant with the goal of ending detention for youth who are truant.**
- ✓ **To make sure children are supported in their education from the earliest ages to end the school-to-prison pipeline**
- ✓ **Adopt a 30-day service guarantee for every three- to five-year-old child needing Early Intervention Services.**
- ✓ **Contract with an external entity to measure parent satisfaction with city administered Early Intervention Services delivery through secret shopper or similar model.**
- ✓ **Develop a plan for seamless transition from the state administered Early Intervention services to city administered Early Intervention services for the infants and toddlers who continue to need supports.**
- ✓ **Establish a requirement that every child-serving city agency increase what it is doing to boost third grade literacy and set annual benchmarks for the implementation of what is proposed.**
- ✓ **To invest in prevention services to ensure the long-term prosperity of our neighborhoods.**



- ✓ Convene the nation's first urban mental health transformation table focused on building a culturally sensitive children/youth and family mental wellness system that heals our kids, is embraced by families, and understood and seen as a resource by the Police, Human Services, and the Board of Education so that children get effective mental wellness services while in school and during after school hours/summer.
- ✓ Support programming that allows special populations at greatest risk of homelessness like expectant parents, foster youth, LGBTQIA people, and youth with immigration challenges to acquire and retain housing.
- ✓ Create a family navigator hotline, outside of DHS, to help families connect to services like youth development, mental health resources, and financial aid so that families can heal, stabilize, and prosper.
- ✓ Develop a Well-Being Fund for focused investments in innovative community solutions to prevent families coming in contact with the child welfare system.
- ✓ Expand the program for recruitment, retention, and support of landlords willing to rent to youth transitioning out of foster care and provide financial support so youth get on their feet.



FOR EDUCATION

- ✎ **Back proven educational reforms that make a world class education for every public school student.** Good teachers and curricula are ingredients for academic excellence. Appointees to the school board and the city must adopt policies that enable public schools to recruit and retain the best teachers.
- ✎ **Connect students to training opportunities for jobs that are available and in-demand in Philadelphia.** Our young people need an education that meets their goals, whatever they may be. College access support must grow and effective partnerships

with private industry and the trades must expand so students are prepared to accept good jobs upon graduation.

-  **Create a robust year-round landscape of enrichment opportunities.** Extracurricular activities boost student achievement and engagement in schools. Summer jobs prepare students to enter the workforce. It's time for more out-of-school time (OST) programming, which a year-round school model facilitates, so youth are set up for success.

YEAR ONE STEPS for a **Better Education**

To make sure Philadelphia students have state-of-the-art facilities for their education.

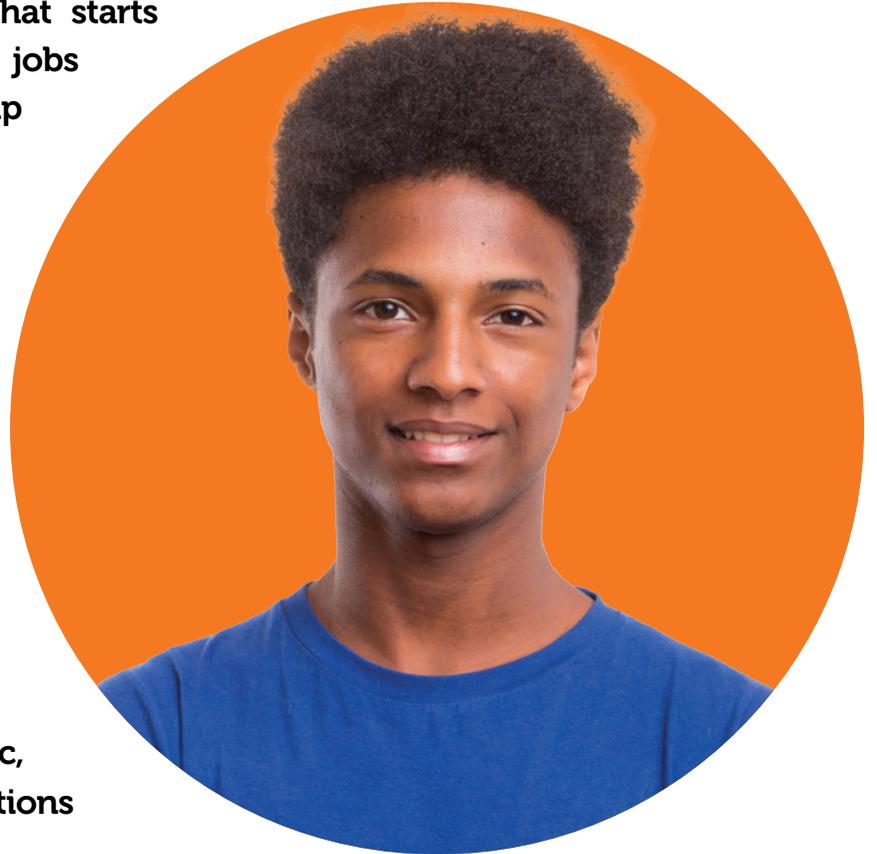
-  **Launch Philadelphia's Green Strategy for Schools** where local, state, and federal stakeholders contribute the \$5 billion needed to make Philadelphia schools great places to learn and reduce the carbon footprint of the city.
-  **Ensure that at least \$1 billion of the city's capital resources are available for the Green Strategy for Schools.**
-  **In the event of an economic downturn, commit to find the funds needed to avoid retrenchment on facility improvements.**
-  **Advocate vociferously at the state level for the state to fund school districts equitably and adequately across the Commonwealth.**
-  **To create academic and enrichment opportunities for students and families year-round in and out of school.**
-  **Appoint School Board members who agree to implement policies that open schools early and stay open late (7:30 am to 6:00 pm) and adopt policies that enable external providers to easily augment district-provided enrichment services during the extended hours.**
-  **Increase by 50% the number of youth engaged in OST enrichment and employment programs, after school, and in the summer. Partner with the city, schools, cultural institutions, hospitals, unions, higher education, and youth service agencies to make Philadelphia top in the nation in youth enrichment.**



 Increase the number of recreation center staff that are orchestrating effective youth development programming at centers and playgrounds with youth-focused hours, seven days a week.

 Mount a Youth Prosperity Plan that starts with making 10,000 summer jobs available to youth in partnership with unions, businesses, and corporations who agree to create meaningful summer employment options.

 Designate a high level Youth Rising Team, with a talented leader who reports to the Mayor, charged with standing up a public/private partnership intermediary charged with improving access, equity, and quality out-of-school academic, enrichment and employment options for youth.



 To partner with the School District of Philadelphia to ensure students have a world class education.

 Increase the number of youth enrolled in existing CTE courses by 20%.

 Create a Teachers Love Philadelphia Taskforce, where teachers meet with the Mayor at least twice a year to identify strategies for how the city can show its appreciation for teachers and contribute to district efforts to attract and retain talented educators.

 Use city resources to annually grow the Safe Route program, so that more students and teachers can arrive and leave schools without threats to their physical safety.

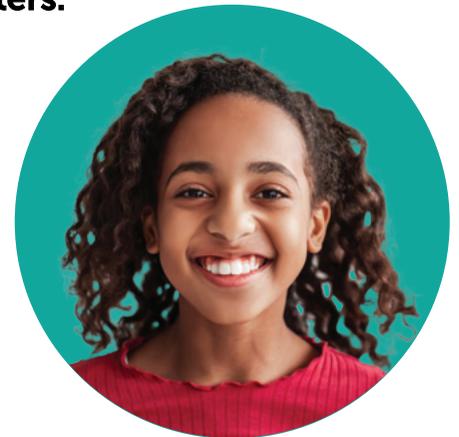
 Appoint School Board members that will focus the district leadership to address the working condition issues that are most associated with teacher attrition.

FOR CLEAN & GREEN

 **Lead the charge to make sure every school building is safe, clean and inspires learning.** Philadelphia schools must be remediated so that students can learn in clean, green, modern facilities. This requires that local funds leverage state and federal resources to generate enough funds to repair and modernize public schools.

 **Build beautiful green spaces and vibrant recreation centers.**

Research shows everyone benefits from green spaces, and Philadelphia has more than 300 parks. The Department of Parks and Recreation must be a partner with communities and have the resources to maintain these vital community spaces so children and families can safely lead active, healthy lives.



 **Green neighborhoods to fight against climate change.**

Severe weather impacts everyone's health and well-being, but the hardest hit are the neighborhoods with the least. Without air-conditioned homes or spaces and tree cover around them, their neighborhoods turn into heat islands that exacerbate mental and physical health issues. The city must assemble and mobilize public and private stakeholders to plant and nurture the urban tree-cover beginning with neighborhoods with greatest need.

YEAR ONE STEPS to be **Cleaner and Greener**

To ensure children and families have beautiful green spaces with state-of-the-art parks and recreation centers.

 Increase the Parks and Recreation budget to provide adequate staffing and funds for maintenance and programming.

 Direct the Parks and Recreation Commissioner to develop a strategy to attract and retain and attract quality staff who will be dedicated to ensuring that every park and recreation center is a verdant, safe space.

-  Identify new resources to support another eight years of Rebuild projects so more parks, recreation centers, and libraries contribute to the vibrancy of their neighborhoods.
-  To green our neighborhoods to fight against climate change.
-  Implement the Philly Tree plan to restore the urban forest in neighborhoods most at risk of experiencing severe weather.
-  Designate a high-level leader to develop a neighborhood-focused strategy for heat mitigation, and present that plan with stakeholder support to the Mayor by the end of the first year.
-  Work with City Council to pass legislation that streamlines the process by which communities are able to acquire and retain land for community gardens from the Philadelphia Land Bank.
-  Identify and implement strategies to accelerate the use of electric school and mass transit buses.

FOR ECONOMIC OPPORTUNITY

-  Lead the effort to provide universal child care so that young children are ready for school and young families can thrive. Parents can work better when they know they have quality child care. In addition to advocating at the state level for more pre-K seats, policies, and resources needed for a stable and growing early childhood education sector, the city must continue to expand PHLpreK and create strategies that engage federal and state partners to solve the extreme shortage of care for infants and toddlers.



 **Boost resources to end the cycle of poverty for children and families.** Too often, children and families are trapped in poverty and cannot prosper, because they do not have basic resources: housing, child care, healthcare, and healthy foods. Families need more access to BenePhilly Centers and innovative options that can connect them to financial resources, including pop-up neighborhood prosperity fairs. For youth transitioning out of foster care who have less family support, the city must focus on meeting their employment and housing needs so they can become economically self-sufficient.

 **Grow jobs in the caring and learning sectors to boost city prosperity.** PHLpreK created 800 new jobs resulting in \$28 million in labor income and \$50 million in private GDP. The city must continue meeting the educational and care needs of children and back the sector's growth with a real employment strategy so that we can fully capture the economic benefit.

YEAR ONE STEPS For **More Economic Opportunity**

To provide universal child care so that families can work.

 **Expand PHLpreK to serve at least 6,000 children annually.**

 **Adopt a wage policy for PHLpreK that sets the floor at \$17.53 an hour for PHLpreK staff and use relationships in Harrisburg and Washington to attract the funding for this minimum pay rate for all early learning programs.**

 **Continue to operate the Office of Early Learning and direct that office to convene public and private stakeholders to identify concrete ways that the city can stimulate a more robust system of infant and toddler care.**

 **To boost family resources to end the cycle of poverty.**

 **Increase access to expert supports, like BenePhilly, so that families can tap public benefits and other supports for basic needs. Expand the benefits for which families can apply at BenePhilly centers so that centers are also screening for rental assistance, EITC, and WIC.**

 Train city workers in health and human services to increase client referrals to BenePhilly, or another expert entity, that is contracted to give family real time support via phone, chat, or other options.

 Initiate a year-round schedule of pop-up prosperity fairs across Philadelphia neighborhoods, so residents can receive hands-on help for benefits applications.



Improving the lives of 322,000 children boosts employment and the prosperity of Philadelphia's working population, which in turn, grows Philadelphia's tax base and generates community equity.

This is the plan for a cleaner, safer, greener city full of educational and economic opportunity.

The Kids Campaign Supporters

Acclaim Academy, African Family Health Organization (AFAHO), After School Activities Partnerships, Allen Hilles Fund, BLBB Charitable, Bright Little Scholars, Brightside Academy, Center for Autism, Center for Families and Relationships, Children First, Children's Village of Philadelphia, Children's Playhouse Early Learning Center, Childspace Too, City Year Philadelphia, Civically Engaged, Community Alliance for Development, Community Education Center (CEC), CASA Philadelphia, Cradle of Liberty Council, BSA, Deep Space Mind 215, Defenders Association of Philadelphia, Education Law Center, EleganceXtreme Inc., Episcopal Community Service, Fab Youth Philly, Family Promise of Philadelphia, First Up, Food Moxie, Give and Go Athletics, Grays Ferry Early Learning Academy, Greater Philadelphia YMCA, Health Promotion Council of Pennsylvania / Advocacy Institute, Hebrew Immigrant Aid Society (HIAS) Pennsylvania, HopePHL, The Horner Foundation, Indochinese American Council, Innovageous, Institute for the Development of African American Youth, Inc, Intercommunity Action, Joseph J. Peters Institute, KABOOM!, Latinos Educando Juntos, Learning My Way Montessori, Logan Civic Association, Maternity Care Coalition, Mental Health Partnerships, Mothers in Charge, Inc., Need In Deed, Norris Square Neighborhood Project, North10, Philadelphia, Olympik Tots Early Learning Center, PA Youth Vote, Parent (Action Lab), Parks and Rec Heroes Fund, Pennsylvania Horticultural Society, Philabundance, Philadelphia Association of Community Development Corporations, Philadelphia Community Empowerment Through Soccer / Kensington Soccer Club, Philadelphia Nurse- Family Partnership, Philadelphia Youth Sports Collaborative, Philly Homes 4 Youth Coalition, Primacy Futboller Academy, Project Home, Honickman Learning Center, Public Health Management Corporation (PHMC), Public Interest Law Center, Read by 4th, Read to Succeed - Philadelphia, Reinvestment Fund, Safe-Hub, Settlement Music School/ Kaleidoscope, Shane's Friends II, South Philly Sigma Sharks, SPIN Inc., Sunrise of Philadelphia / Greater Philadelphia Extracurricular Collaborative, Support Center for Child Advocates, Taller Puertorriqueno, Tiffany's Grow and Glow Family Childcare, Turning Points for Children, Vetri Community Partnership, Vietnamese Senior Association, Walls for Justice, We Care Learning and Development Center, Whiz Kidz Developmental & Early Learning Academy & YPAC – Young Professionals Advisory Council of Children First

The Kids Campaign Platform Committee

Bright Little Scholars, Children First, Children's Playhouse Early Learning, Children's Village, Civically Engaged, Education Law Center, Elegance Xtreme, Inc., Episcopal Community Services, Fab Youth Philly, First Up, Greater Philadelphia YMCA, Hope PHL, Indochinese American Council, Latinos Educando Juntos, National Nurse-Led Care Coalition, Need In Deed Parks and Rec Heroes Fund, Philadelphia Youth Sports Collaborative, Project HOME, Public Interest Law Center, Support Center for Child Advocates, and Turning Points for Children

Individual contributors: Shavon Almodovar, Benjamin Moore, and Sheila Moses



Organizations supporting Philadelphia youth see firsthand how gun violence, drugs, and poverty have traumatized children and robbed them of safety and security. Now these groups are launching The Kids' Campaign to tell those vying for mayor that there is nothing more important than making every day safer than the day before for children and families.

The Kids' Campaign is the first of its kind in Philadelphia - a nonpartisan effort that is not backing a candidate and that defines the election solely on the safety of children and youth. Through candidate questionnaires and forums, The Kids' Campaign will share with voting parents and young adults the information they need to determine which candidate will keep Philly's children safe.

Learn more at: www.thekidscampaign.org