ABOUT FRIENDS OF THE RAIL PARK (FRP)

Friends of the Rail Park is the city’s partner to create, activate and maintain the quality of the Rail Park in order to engage residents, bridge communities, and promote inclusivity among all Philadelphians and visitors.
GUIDING PRINCIPLES

The following principles act as the foundation for FRP's community engagement and partnerships strategies.

- Addressing profound challenges of culture, race, and politics by deliberately building trust with communities;
- Upholding and advancing organizational values of equity, diversity, and inclusion;
- Elevating community expertise and fostering ownership in the future of the park; and
- Viewing civic engagement as an ongoing two-way conversation.
COMMUNITY-POWERED GOALS

Through engagement efforts with local stakeholders — including community organizations, RCO’s, park users, and neighborhood residents — we’ve uncovered four main goals for our short-term (through 2020) engagement strategy.

- Increase **awareness** of the park [open and future phases], its goals, and its potential;
- Increase **access** to the park through wayfinding and safer pedestrian access;
- Ensure an **inclusive**, vibrant environment through intentional programming, partnerships, communications, engagement, and collaborative design;
- Build an organization that values and upholds **race, equity, and diversity**.
STRATEGY #1: GROW COMMUNITY PARTNERSHIPS

MAINTAIN AND DEVELOP NEIGHBORHOOD PARTNERSHIPS

- Continually grow relationships with neighborhood organizations, residents, businesses, and stakeholders through strategy, programmatic opportunities, and stakeholder conversations
- Deliverable (ongoing): updated list of contacts and partnerships

BE AN ACTIVE PARTICIPANT IN THE NEIGHBORHOOD

- Attend community meetings, RCO meetings, and tabling opportunities along the three miles, with a focus on Callowhill/Chinatown North and Poplar
- Support neighborhood partners in creating and advancing equitable development strategies
- Deliverable (August 2019): list of community/RCO meetings along 3 miles
- Deliverable (Summer - Fall 2019): Support and participate in Philadelphia Chinatown Development Corporation Equity Lab

TRACKING SUCCESS

- # community partnerships
- # community meetings attended
- # people reached through tabling events
- Diversity of partnerships (arts organizations, CDCs, RCOs, governmental, BIDs, businesses)
STRATEGY #2: INCREASE DIVERSE VISITORSHIP

IMPROVE PHYSICAL ACCESS
- Strategize wayfinding, lighting, and pedestrian safety improvements
- Deliverable (July 2019): Install multilingual and accessible entrance signage
- Deliverable (Spring 2020): Pilot wayfinding strategy from Reading Terminal Market/Chinatown corridor to Rail Park entrances

PROGRAMMING
- Curate quality public programs that will engage diverse audiences and highlight neighborhood cultures and assets
  - Following themes of arts & culture, environmental education, and health
- Collaborate with community partners on programmatic initiatives
- Offer opportunities to local artists and cultural producers
- Use bilingual marketing targeted through different channels (word-of-mouth, flyering, social media) depending on intended audience
- Deliverable (winter 2019): Draft calendar for 2020 season based on evaluation of 2019 pilot season
- Deliverable (ongoing): Continue and grow Parks for Chinatown initiative with Asian Arts Initiative and Philadelphia Chinatown Development Corp

TRACKING SUCCESS
- # programs
- # attendees at events and activations
- # email list signups
- # volunteer inquiry signups
- # programs co-hosted with community partners
- # park visitors
- Attendee demographics and zip code
- Diversity of programs
STRATEGY #3: BUILD PARK OWNERSHIP

EMPOWER COMMUNITY VOICES

- Build channels for community input into FRP strategy and programs
- Deliverable (ongoing): Hold quarterly public community meetings for residents to give input into strategic decisions and programs
- Deliverable (TBD): Create community engagement plan specifically around gathering input and amplifying community visions for the 3-mile design

EMPLOYMENT OPPORTUNITIES

- Investigate employment opportunities for residents and guests of Sunday Breakfast Mission and Bethesda Project
- Prioritize local applicants in hiring decisions

VOLUNTEER OPPORTUNITIES

- Create volunteer program aimed at increasing organizational capacity
- Develop docent program to lead historical tools and keep public informed

TRACKING SUCCESS

- # volunteers engaged
- # local volunteers
- # community meetings held
- # attendees
- Attendee demographics and zip code
STRATEGY #4: STRENGTHEN ORGANIZATIONAL VALUES

INVEST IN RACE, EQUITY, AND DIVERSITY

• Build internal structures that reflect organizational values of race, equity, and diversity
• Deliverable (Winter 2019): Provide training for staff & board on race and equity and how they intersect with FRP’s work
• Deliverable (Spring 2020): Develop an equity toolkit - a set of policies and processes to help guide decision making and strategies

TRACKING SUCCESS

• # trainings held
• # board and staff attendees at trainings
• # tools created