

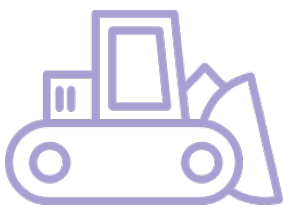
WINTERMISSION ^{BUFFALO}

Winter is a wonderful time of year, but lack of sunlight, cold weather, and snow can make it difficult to get around and spend time with friends and family. As a result, winter leads many people to experience feelings of loneliness and social isolation. Wintermission seeks to change that dynamic by addressing barriers that prevent people from getting the most out of the season. How are we going to do this? It's a simple three step process:

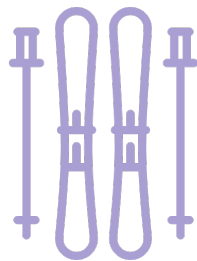
1. Engage residents about winter in Buffalo – March to May 2019
2. Test out ideas to reduce social isolation in winter – January to March 2020
3. Develop a long term winter city strategy for Buffalo – April to July 2020

What we heard

In March 2019, Wintermission Buffalo facilitated a city wide conversation about winter. We analyzed the feedback from our neighborhood party, pop-up engagement events, focus groups, workshops, and surveys, and distilled what we heard into four priority areas.



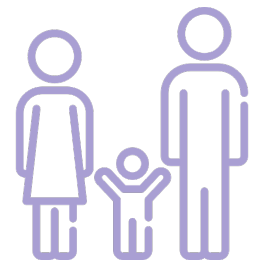
Winter Snow
Clearance



Winter
Programming



Winter
Warmth



Winter
Inclusivity

Pilot Projects

Wintermission Buffalo is implementing a series of pilot projects in response to Buffalo resident priorities to reduce social isolation for the 2020 winter season.



Wintermission Microgrant Program

A new microgrant program will fund block clubs and coalitions that make specific commitments to create community inclusivity, intergenerational volunteerism, and sidewalk accessibility .



Winter Bash Series

A series of five Winter Bashes will be held on weekend afternoons in neighborhood parks city-wide. These bashes will feature free hot chocolate, music, and winter activities for all ages.



Weatherization Kits

Hundreds of weatherization kits will be distributed directly to community members who need them. Recipients will also receive socialization supports and access to winter resources.



Winter Tips & Resources Guide

A printed and online guide will provide easy-to-access information on ways to keep warm in cold weather, affordable indoor and outdoor winter activities, and more, all aimed at people who are new to winter.

