

EXTREME HEAT TOOLKIT





PURPOSE OF THIS TOOLKIT



THE OPPORTUNITY FOR CITIES

Extreme heat is no longer a seasonal inconvenience. It is one of the most immediate and widespread challenges affecting residents' health, finances, daily routines, and quality of life.

As temperatures rise, residents are looking for more than weather forecasts and warnings—they want practical guidance, trusted information, and confidence that help is available when they need it.

CITIES CAN LEAD THE SHIFT FROM HEAT AWARENESS TO ACTION

Residents across the political spectrum recognize the growing risks of extreme heat and they are looking for practical information and solutions that help them stay safe.

- At least **7 in 10 residents** across party affiliations are concerned about extreme heat affecting their community:
 - **83%** of Democrats
 - **72%** of Independents
 - **71%** of Republicans
- **Only 42%** say their local government has handled extreme heat very or somewhat well.

This creates an opportunity for mayors and cities to do more to help residents prepare, stay safe, and manage the growing effects of heat.



WHY THIS TOOLKIT EXISTS

Cities play a critical role in helping residents navigate extreme heat safely.

Local governments play a critical role in connecting residents to resources—whether connecting people to cooling centers, sharing information about available resources, coordinating with trusted community partners, or helping neighbors look out for one another. **They are the most visible and trusted source of support: reducing barriers, and ensuring that accurate information reaches communities through sources they trust.**

This toolkit is designed to help mayors, city staff, and community partners communicate about extreme heat in ways that are more useful, human, trusted, and actionable.

It provides messaging guidance, audience insights, practical examples, and communication strategies grounded in research about how residents experience extreme heat and what information they need most.



THE ROLE OF CITIES DURING EXTREME HEAT

Cities are more than information providers—they are coordinators, resource connectors, and community leaders.

Residents expect cities to take an active role during extreme heat, but, they do not expect mayors to serve as the sole source of weather, health, or energy information.

Residents look to local leaders to:

1. Explain what the city is doing.
2. Coordinate agencies, services, and community partners.
3. Connect residents to available resources.
4. Remove barriers that make resources difficult to use.
5. Amplify guidance from weather, public health, utility, and community experts.
6. Ensure consistent information reaches residents through multiple trusted channels.

Effective extreme heat communications help residents navigate challenges related to health, affordability, transportation, housing, caregiving responsibilities, and access to services.

By providing clear information, reducing barriers to access, and partnering with trusted messengers, cities can help residents stay safer before, during, and after extreme heat events.



HOW TO USE THIS TOOLKIT

This toolkit is intended to support communications before, during, and after periods of extreme heat.

Use this toolkit to:

1. Shift communications from raising awareness to enabling protective action.
2. Address residents' health, affordability, and daily-life concerns.
3. Identify and reduce barriers that prevent residents from using available resources.
4. Adapt messages for different audiences, neighborhoods, and local conditions.
5. Match different kinds of information with the most credible messengers and effective channels.
6. Plan communications before, during, and after extreme heat events.
7. Evaluate whether communications are helping residents feel prepared and take action.

The messages and examples included throughout this toolkit are **designed to be adapted to local conditions, resources, audiences, and community priorities.**



MEASURING SUCCESS

Success is not simply sending more messages or reaching more residents:

Success happens when residents take protective action in moments of extreme heat.

To evaluate the effectiveness of extreme heat communications, cities should ask themselves:

1. Do more residents know where and when to find help?
2. Are residents more aware of available assistance?
3. Are residents taking action earlier?
4. Are more residents using available resources?
5. Are vulnerable households encountering fewer barriers?
6. Do residents feel more prepared—not simply more informed?



THE RESEARCH



THE RESEARCH BEHIND THE TOOLKIT

The toolkit builds on the work of Climate Mayors Extreme Heat Cohort led by Mayor Regina Romero and Mayor Daniella Levine Cava.

Climate Mayors partnered with the Hazelwood Network and Switch 5 to launch a multi-phase research initiative to understand how people are experiencing extreme heat and how local leaders can communicate in ways that help residents take protective action. These findings will help mayors strengthen resilience in the face of rising temperatures.

The research includes:

- Qualitative interviews with more than 900 residents in selected metropolitan areas across Arizona, Florida, Oregon, Washington, and Wisconsin, including Spanish-language interviews in Arizona and Florida.
- Followed by a quantitative national survey (N=4,620 respondents) which includes state oversampling in Arizona, Florida, Oregon, Washington State, and Wisconsin.



THE RESEARCH BEHIND THE TOOLKIT

The metro regions targeted in the research include:

- Arizona: Phoenix metro; Tucson metro;
- Florida: Miami–Fort Lauderdale–West Palm; Tampa–St. Pete; Orlando
- Oregon: Portland metro; Eugene/Springfield; Medford
- Washington State: Seattle metro; Spokane (plus Yakima/Tri-Cities)
- Wisconsin: Milwaukee metro; Madison metro, Green Bay



THE RESEARCH BEHIND THE TOOLKIT

The central challenge is not awareness of extreme heat.

- 76% of respondents are concerned about extreme heat affecting their community.
- 75% believe extreme heat events are becoming more common where they live.
- 69% say their city or town has been affected by extreme heat in recent years.

The communications opportunity for cities is delivering information that people can act on in real time, from sources they trust, through channels they actually use.

Our research affirms **residents see extreme heat as a serious problem and have expectations for local leadership to provide information, guidance and resources throughout those events**. Despite these expectations, most respondents did not recall having heard from city officials about extreme heat events in the past, showing a significant disconnect between the efforts of mayors and what their constituents are internalizing.



THE RESEARCH BEHIND THE TOOLKIT

Mayors must shift from raising awareness to enabling action.

Most residents already recognize the risk of extreme heat and want to protect themselves and others, but cost, access, uncertainty, caregiving responsibilities, and other practical barriers can prevent them from acting.

Effective communications should help residents answer five questions:

1. What should I do?
2. When should I act?
3. Where can I get help?
4. How can I afford to stay safe?
5. Who else should I check on?



PRINCIPLES FOR EXTREME HEAT COMMUNICATIONS



6 PRINCIPLES FOR EXTREME HEAT COMMUNICATIONS

01

RESIDENTS ALREADY UNDERSTAND HEAT IS DANGEROUS

Focus less on proving extreme heat is dangerous and more on helping residents respond.

02

PEOPLE NEED RESOURCES, NOT WARNINGS

Pair alerts with specific instructions, resources, and next steps.

03

DIFFERENT AUDIENCES FACE DIFFERENT BARRIERS

Address the cost, access, convenience, and information gaps that make it difficult to stay safe.

04

GIVE RESIDENTS MORE THAN ONE WAY TO STAY SAFE

Offer both at-home support and accessible places to find relief.

05

TRUSTED MESSENGERS MATTER AS MUCH AS THE MESSAGE

Deliver each type of information through the sources residents trust most on that topic.

06

PRIORITIZE ACCESS FOR VULNERABLE AUDIENCES

Give residents facing greater risks clearer, more direct, and more resource-focused guidance.



1. RESIDENTS ALREADY UNDERSTAND HEAT IS DANGEROUS

Most people do not need to be convinced that extreme heat is a problem. They experience its effects firsthand through uncomfortable homes, rising energy bills, disrupted routines, poor sleep, and concern for loved ones.

Effective communications focus less on convincing residents that heat is dangerous and more on helping them navigate it safely. What this means for communicators:

- Focus on practical actions, not just risks.
- Connect people to solutions and support.
- Acknowledge the real ways heat affects daily life.
- Focus on the questions residents may have and barriers they may experience in trying to access support.



2. PEOPLE NEED RESOURCES, NOT WARNINGS

Generic reminders to "stay cool" or "drink water" are easy to ignore if residents don't know where to go, what resources are available, or how to access them.

Nationally:

- 90% say messages should include **specific steps** they can take to stay safe.
- 89% want clear guidance on **when** to take action.
- 89% want information about **when** and **where** cooling resources are available.
- 88% want **tips** for reducing energy costs.



2. PEOPLE NEED RESOURCES, NOT WARNINGS

Every communication should answer one or more practical questions:

- What should I do?
- When should I act?
- Where can I get help?
- How can I afford to stay safe?
- Who else should I check on?

The most effective communications provide clear, actionable information that residents can use immediately.



What this means for communicators:

- Include locations, hours, websites, phone numbers, and next steps.
- Make it easy for residents to take action.
- Prioritize utility over awareness.



3. DIFFERENT AUDIENCES FACE DIFFERENT BARRIERS

Extreme heat does not affect everyone in the same way. Some residents face financial barriers, while others struggle with transportation, language access, trust, mobility, caregiving responsibilities, or prolonged exposure to heat. For example:

- **58%** often or sometimes limit air-conditioning use because of cost.
- **52%** say they would prefer to remain at home.
- Only about **one-third of residents** know where a local cooling center is located.
- **27%** say responsibilities for family members, pets, or animals could prevent them from using a cooling center.



3. DIFFERENT AUDIENCES FACE DIFFERENT BARRIERS

A one-size-fits-all message will not meet everyone's needs.

What this means for communicators:

- Identify the barrier that may prevent the intended audience from acting.
- Treat cost, convenience, and uncertainty as communications challenges.
- Explain how residents can overcome or work around those barriers.
- Tailor the action and resource—not just the wording—to the audience.



4. GIVE RESIDENTS MORE THAN ONE WAY TO STAY SAFE

Cooling centers remain an important public resource, but they are not the right or most practical option for everyone.

Although 66% of residents have heard of cooling centers and 56% say they would be at least somewhat likely to use one, only 29% report ever having done so. The most common barrier is not transportation or awareness: it is a preference to remain at home.

Communications should offer multiple pathways to stay safer at home through:

- Utility and bill assistance
- Lower-cost cooling strategies
- Fans, portable cooling, or home-cooling support
- Weatherization and efficiency programs
- Wellness checks and backup plans



5. TRUSTED MESSENGERS MATTER AS MUCH AS THE MESSAGE

Residents are more likely to act on information when it comes from people and organizations they trust. Cities should lead the response while working through a broader communications ecosystem of messengers getting information to residents:

- **Mayors and city agencies:** City action, resources, and coordination
- **Weather experts:** Forecasts and warnings
- **Public health officials:** Symptoms and safety guidance
- **Utilities:** Energy costs and assistance
- **Community organizations:** Trusted local amplification



What this means for communicators:

- Match the messenger's expertise to the content, using multiple messengers to reach different audiences.
- Partner with trusted community voices.
- Build partnerships before heat season begins.
- Co-brand and cross-promote consistent guidance.
- Meet residents where they already receive information.



6. PRIORITIZE ACCESS FOR VULNERABLE AUDIENCES

Residents facing the greatest risks need more than information about the dangers of heat. They need clear, immediate guidance about how to access support. Vulnerability can be shaped by:

- Direct exposure to heat at home or work
- Difficulty affording or accessing cooling
- Health conditions, age, disability, or mobility
- Transportation or language barriers
- Housing conditions or limited control over cooling
- Caregiving responsibilities
- The exposure and vulnerability of family members, friends, or neighbors

As these factors increase, communications should shift from general safety guidance toward direct resource access and barrier removal.



6. PRIORITIZE ACCESS FOR VULNERABLE AUDIENCES



What this means for communicators:

- Provide exact locations, hours, eligibility, and contact information.
- Explain transportation and accessibility options.
- Clarify whether children, caregivers, and pets can be accommodated.
- Provide native-quality translations through trusted community channels.
- State whether identification or documentation is required—or not required—when accurate.
- Make it easy to connect with a person who can help.



MESSAGING CONSIDERATIONS

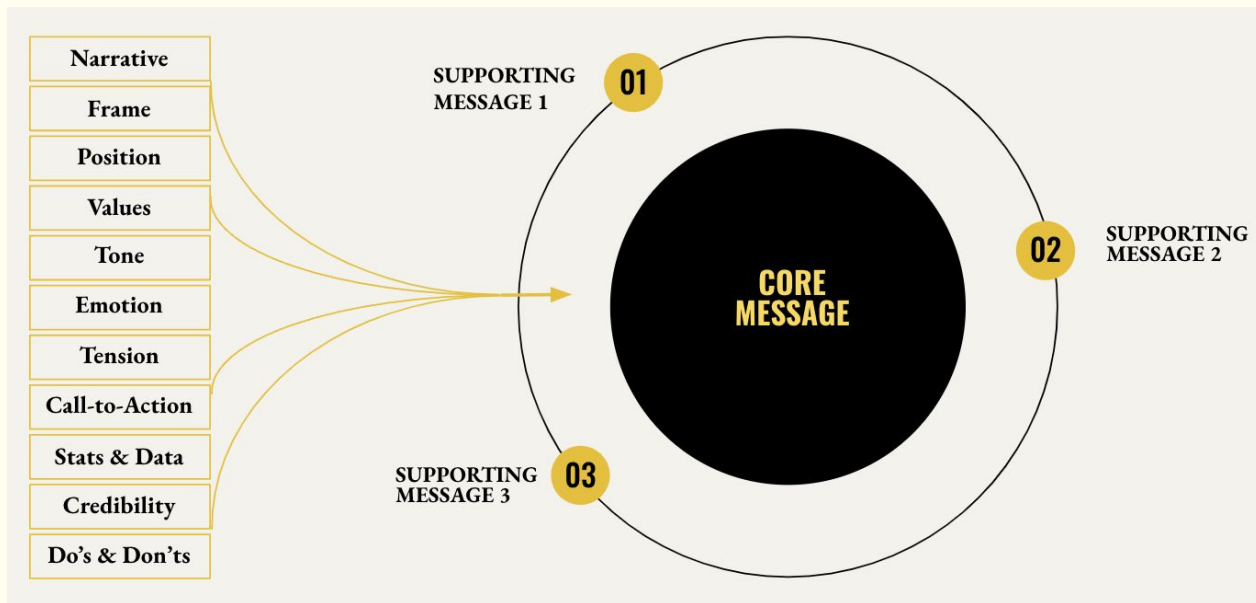


WHERE DOES MESSAGING COME FROM?

Effective extreme heat communications do more than raise awareness about the risks of heat.

They acknowledge the realities residents face, connect people to resources and support, and help them navigate the challenges extreme heat can create for their health, finances, daily routines, and quality of life. Effective messaging considers the barriers residents may face, the messengers they trust, the emotions they experience, and the actions they can take to stay safe.

The following slides are not meant to be used verbatim in messaging. Instead, they contain a few components to keep in mind when communicating about extreme heat.





FRAME

With messaging, a frame is how we're choosing to focus our audience's attention on a particular issue — essentially what 'angle' will they find most persuasive.

We share the frame for this messaging to help you understand how to approach extreme heat communications differently. **We're focusing on positioning extreme heat as a public safety, cost of living, and daily-life issue** to motivate our audiences to stay safe when temperatures rise. This is not meant to be public-facing messaging or copy.

Extreme heat is a public safety, cost of living, and daily-life issue.

The conversation around extreme heat often focuses on weather forecasts or future climate impacts. But for residents, extreme heat is already a health, affordability, and quality-of-life issue. They experience it through rising utility bills, disrupted routines, unsafe working conditions, and concern for vulnerable loved ones. **If we want people to pay attention and take action, we need to focus on the impacts they are already experiencing and the resources, support, and solutions available to help them navigate them safely.**

We are reframing the conversation around the things people already care about:

- Protecting health and safety.
- Reducing financial stress from cooling costs.
- Preserving quality of life and daily routines.
- Connecting people to resources and support.
- Helping neighbors and vulnerable community members stay safe.
- Seeing city action and leadership during extreme heat events.



VALUES

What are the values that we are speaking to/from?

01

Health & Safety

Everyone deserves to feel physically safe and protected during extreme heat events, regardless of age, income, housing status, or neighborhood.

02

Quality of Life

People want to be able to safely work, sleep, commute, spend time outdoors, care for their families, and enjoy their communities, even during extreme heat.

03

Access & Dignity

Residents deserve clear, equitable access to cooling, information, and support without unnecessary barriers, confusion, fear, or stigma.

04

Community Care

Extreme heat is not something people navigate alone. Strong communities look out for one another, and especially for older adults, outdoor workers, unhoused neighbors, children, and medically vulnerable residents.

05

Practical Support

People need useful guidance and tangible resources they can act on immediately, not abstract warnings or performative messaging.

06

Shared Responsibility

Keeping communities safe during extreme heat requires everyone to play a role—from cities and utilities to community organizations, neighbors, and residents themselves.



TONE

What is our tone? What does our voice sound like? What tonal balance is necessary to win?

Practical

Focus on useful guidance, clear actions, and accessible resources. Every communication should help residents understand what to do next.

Relatable

Speak like a person, not a government. Acknowledge residents' frustrations, challenges, and concerns of extreme heat.

Reassuring

Help residents feel informed, supported, and capable of navigating extreme heat safely. Confidence should come from preparation, resources, and visible action.

Neighborly

Encourage community care and shared responsibility. Emphasize looking out for friends, family, neighbors, and those who may face greater risks.

Clear

Keep communications direct, digestible, and easy to act on quickly. Avoid jargon, technical language, and unnecessary complexity.



TENSION

Where can we find tension in the message?

What could be new or contrarian?

Where is the heat or contrast?

Leading with Climate vs. Leading with What People Care About

Traditional climate communication often centers abstract environmental language or future impacts, while residents are focused on immediate concerns like rising utility bills, disrupted sleep, unsafe working conditions, vulnerable loved ones, and whether their neighborhood has the resources to cope with extreme heat.

Understanding Risk vs. Having the Ability to Respond

Residents generally understand that extreme heat is dangerous. The challenge is that many people face barriers that make it difficult to act on that knowledge, whether because of cost, transportation, work schedules, language access, or housing conditions.

Raising Awareness vs. Demonstrating Action

Residents are skeptical of messaging that feels performative, symbolic, or disconnected from action. They want reassurance that the city is actively managing the situation, mobilizing resources, and helping people stay safe. Communications are most effective when they clearly show what actions residents can take and what actions the city is taking on their behalf.



CALL TO ACTION

What do we want people to do?

What action do we want them to take?

Prepare Ahead of Extreme Heat

- Sign up for local heat alerts and emergency notifications.
- Know where cooling centers and cooling resources are located.
- Make a plan for how you and your family will stay cool during extreme heat.
- Learn about utility assistance and transportation support.
- Identify neighbors, friends, or family members who may need extra support.

Stay Safer At Home

- Use lower-cost strategies to cool your body and living space.
- Apply for utility, weatherization, or home-cooling assistance.
- Reduce indoor heat where possible and monitor room temperatures.
- Make a backup plan in case AC fails or power goes out.

Find Relief When Home Is Not Safe

- Visit a cooling center, library, pool, community center, or other public cooling space.
- Use available transportation or accessibility assistance.
- Seek medical help when symptoms become dangerous.
- Use city resources before conditions become an emergency.

Help Protect Vulnerable Community Members

- Check on older adults, neighbors, friends, and family members.
- Share information about available resources and services.
- Offer assistance with transportation, caregiving, or accessing services when possible.
- Pay particular attention to people living alone or facing greater heat exposure.



DOs

LEAD WITH HEALTH, SAFETY, COST, AND DAILY LIFE.

Residents experience extreme heat as a threat to their health, finances, and ability to go about their daily routines. Ground extreme heat communications in the impacts people are already feeling and experiencing.

ACKNOWLEDGE WHAT PEOPLE ARE EXPERIENCING.

Recognize the discomfort, financial strain, disrupted routines, and stress that extreme heat can create. Messages that reflect lived experience are more trusted and more likely to resonate.

GIVE RESIDENTS SPECIFIC ACTIONS THEY CAN TAKE.

Explain what to do, when to do it, and where to find help. Include exact locations, hours, transportation information, accessibility details, language access information, and any requirements residents should know before arriving. If a resource isn't clearly explained, residents often assume it isn't available to them.

OFFER MULTIPLE WAYS TO STAY SAFE.

Include both at-home support and places to find relief.



DON'Ts

LEAD SOLELY WITH CLIMATE CHANGE

Climate change is driving more extreme heat and residents are overwhelmingly experiencing heat as a personal health, affordability and quality-of-life issue.

RELY ON GENERIC WARNINGS.

Messages like "stay cool" or "stay hydrated" are often perceived as obvious, repetitive, and easy to ignore. Residents want practical guidance they can immediately act on.

RELY ON GENERIC REMINDERS.

"Stay safe" and "stay cool" do not tell residents what to do next.

PRESENT COOLING CENTERS AS THE ONLY SOLUTION.

Many residents prefer or need to remain at home.



DOs

TAILOR COMMUNICATIONS TO YOUR LOCAL CONDITIONS AND AUDIENCES.

Include neighborhood-level locations, hours, transportation, eligibility, and access information.

SHOW WHAT YOUR CITY IS DOING.

Residents want reassurance that their city is actively responding to extreme heat. Name and showcase the actions, partnerships, and resources mobilized to support residents.

TAILOR COMMUNICATIONS TO REAL BARRIERS.

Consider language, trust, housing, work, mobility, caregiving, and cost.

ENCOURAGE PEOPLE TO CHECK ON NEIGHBORS AND VULNERABLE COMMUNITY MEMBERS.

Extreme heat is widely understood as a community issue, with residents expressing concern for older adults, outdoor workers, unhoused neighbors, children, and others who may face greater risks.



DON'Ts

DON'T ASSUME AWARENESS EQUALS ACCESS.

Knowing a resource exists does not mean residents know how to use it.

DON'T MAKE THE MAYOR THE SOLE EXPERT.

Pair city leadership with trusted weather, health, utility, and community voices.

DON'T ASSUME TRANSLATED CONTENT IS ENOUGH.

Language access requires more than translation. Messages should be culturally relevant, easy to understand, distributed through trusted channels, and responsive to the concerns and barriers specific communities face.

DON'T COMMUNICATE ONLY ONLINE.

The residents most vulnerable to extreme heat are often the hardest to reach through digital channels alone. Offline outreach remains essential.



MESSAGING



MESSAGING

On the following slides you'll find the core messaging. Before diving in, please consider the following:

01

We're reframing the conversation about extreme heat to focus on the everyday ways it affects residents' health, finances, routines, and quality of life.

We recognize that this approach doesn't lead with climate change as the primary frame for discussing extreme heat, which may feel counterintuitive for those accustomed to communicating about climate impacts and solutions. **Instead, this approach starts with the challenges residents experience firsthand and connects them to the resources, support, and actions that can help.** We encourage you to try this approach and see how it resonates with your audiences.

02

These messages are crafted to be customized for cities.

The messaging includes bracketed placeholders that can be adapted with local information, helping cities connect residents to the specific programs, resources, locations, and services available in their community.



CORE MESSAGE

Everyone deserves to enjoy their home, their daily life, and their community, even during extreme heat. When temperatures rise, we look out for one another and make sure everyone has what they need to stay safe, keep cool, and get through the hottest days of the year.

TOPLINE MESSAGE 1: HEALTH & SAFETY

Hot days are more than uncomfortable — they leave us exhausted, make it harder to sleep, and put our health at risk. Knowing where to find relief and when to seek help can make all the difference.

TOPLINE MESSAGE 2: AFFORDABILITY

No one should have to worry about how they'll pay their next energy bill just to stay cool. We're helping residents find relief from rising cooling costs and connect with resources and support that make it easier to stay comfortable during extreme heat.

TOPLINE MESSAGE 3: QUALITY OF LIFE

Hot days shouldn't mean putting life on hold. We're helping make our city a more comfortable place to live, work, and spend time, even when temperatures rise.



CORE MESSAGE

Everyone deserves to enjoy their home, their daily life, and their community, even during extreme heat. When temperatures rise, we look out for one another and make sure everyone has what they need to stay safe, keep cool, and get through the hottest days of the year.



01

Hot days are more than uncomfortable—they leave us exhausted, make it harder to sleep, and put our health at risk. Knowing where to find relief and when to seek help can make all the difference.

Recognizing Heat-Related Illness

- Extreme heat can take a serious toll on our health, and symptoms can escalate quickly if they're ignored. If you're feeling dizzy, exhausted, nauseous, confused, or sick, we're here to help.
- We're working to make sure residents know where to find relief, how to access support, and who to contact if they need help.
 - The heat can affect people differently, but if you or a loved one starts feeling unusually tired, dizzy, sick, or overwhelmed, don't try to push through it. Find relief, check in with someone you trust, and reach out to *[phone number]* or visit *[location]* if you need medical care.
 - If you're worried about an older parent, a neighbor living alone, or someone who may not have reliable air conditioning, take a moment to check in. Information about cooling centers, transportation assistance, and available resources can be found at *[website]* or by calling *[number]*.
 - We know the heat can leave you feeling worn down. If you need help getting to a doctor, cooling center, or another place to find relief, transportation is available through *[program]*. Call *[number]* and we'll help get you there.
 - Dizziness, nausea, unusual exhaustion, or confusion can be signs of heat-related illness. Move to a cooler place and contact *[public health hotline/provider]* at *[number]* for guidance. If symptoms are severe or worsening, call *[911/emergency number]*.



01

Hot days are more than uncomfortable—they leave us exhausted, make it harder to sleep, and put our health at risk. Knowing where to find relief and when to seek help can make all the difference.

Sleep, Recovery & Physical Well-Being

- A few hot nights can take a real toll. When temperatures stay high overnight, it becomes harder to sleep, recover, and feel your best the next day.
- Over time, poor sleep and exposure to heat can leave us feeling exhausted, stressed, and worn down. We want residents to know that relief is available, and we're working to make it easier to keep your home comfortable, or find safe, cool places to rest and recover during periods of extreme heat.
 - If your home is not cooling down, you don't have to tough it out. Apply for a free fan or portable cooling assistance through *[program name and link/phone number]*.
 - When hot days turn into hot nights, the effects of heat can build up quickly. If your home remains hot overnight, check out these steps to cool your home: *[link to local public health guidance]*.
 - Need a break from the heat? Check out our *[libraries, recreation centers, and community centers]*, which offer safe places to cool down, recharge, and take a break from the heat during from *[hours]*.
 - Not everyone has reliable air conditioning. If you're looking for ways to stay comfortable during periods of extreme heat, additional resources and support are available at *[website/resource]*.



01

Hot days are more than uncomfortable—they leave us exhausted, make it harder to sleep, and put our health at risk. Knowing where to find relief and when to seek help can make all the difference.

Protecting Those at Greater Risk

- Extreme heat doesn't affect everyone the same way. Many of us worry about older parents, young children, neighbors living alone, outdoor workers, and others who may have a harder time staying safe when temperatures rise. Looking out for one another is one of the simplest and most effective ways to help keep our communities safe.
- We're working to connect those who need extra support with cooling, transportation, information, and other resources—and we encourage everyone to check in on the people they care about.
 - Worried about an older parent, grandparent, or neighbor? A quick phone call, text, or visit can help make sure they have a cool place to go, enough water, and the support they need during extreme heat.
 - Keeping little ones cool during extreme heat isn't always easy. Parents and caregivers can find cooling locations, splash pads, pools, and family-friendly resources at [\[website\]](#).
 - If someone you know lives alone, be a good neighbor and check in before temperatures become dangerous. Information about cooling centers, transportation assistance, and available resources can be found at [\[website\]](#) or by calling [\[number\]](#).
 - For outdoor workers, a hot day isn't always something they can avoid. Resources, cooling locations, worker safety information, and available support can be found at [\[website/resource\]](#).



01

Hot days are more than uncomfortable—they leave us exhausted, make it harder to sleep, and put our health at risk. Knowing where to find relief and when to seek help can make all the difference.

Protecting Those at Greater Risk

- Everyone deserves to be protected from dangerous heat while working. *[City]* is partnering with *[employers/agencies]* to provide water, shade, rest breaks, adjusted schedules, and clear safety guidance for outdoor workers.
- For people managing chronic health conditions or disabilities, a few days of extreme heat can create additional challenges. Information about accessible cooling locations, transportation options, and support services is available at *[website]*.
- It's hot out there! If you know someone who depends on public transit, a mobility device, or other transportation services, help them plan ahead. Transportation assistance and cooling resources are available through *[program]* so no one has to wait in the heat.
- Not everyone has a safe place to escape the heat. If you're concerned about someone experiencing homelessness, information about cooling centers, hydration stations, outreach services, and other available resources can be found at *[website]* or by calling *[number]*.
- If you're worried about someone but aren't sure what help is available, start by asking. A simple conversation can help connect people to cooling centers, transportation, medical care, and other support before a situation becomes dangerous.



01

Hot days are more than uncomfortable—they leave us exhausted, make it harder to sleep, and put our health at risk. Knowing where to find relief and when to seek help can make all the difference.

Finding Relief Before You Need It

- A little preparation can go a long way. Before temperatures rise, make a cooling plan for your household. Identify how you'll stay safer at home, find a nearby place to cool off if needed, and save [\[website/number\]](#) so you can quickly access help.
- We're helping residents find the information, resources, and support they need before temperatures rise, so no one has to figure it out alone.
 - Before temperatures climb, decide how you will keep your home cool. We're providing access to fans and portable air conditioners. Reach out to us to get one before the heat hits [\[website\]](#).
 - Sign up for heat alerts and emergency notifications at [\[website\]](#) so you know what to expect when temperatures rise.
 - Think about who you might check in on during extreme heat—a neighbor living alone, an older family member, or a friend without reliable air conditioning.
 - Maps, hours, accessibility information, and language support are available at [\[website\]](#) to help residents find the resources that work best for them.



TOPLINE MESSAGE 2: AFFORDABILITY

02

No one should have to worry about how they'll pay their next energy bill just to stay cool. We're helping residents find relief from rising cooling costs and connect them with resources and support that make it easier to stay comfortable during extreme heat.

Staying Cool Shouldn't Mean Financial Stress

- When temperatures stay high for days at a time, many families start worrying about what it will cost to stay comfortable. We're helping residents understand their options and connect with resources before a high energy bill becomes a financial burden.
 - A week of triple-digit temperatures can leave more than your house feeling stressed. If you're worried about what the heat will mean for your next utility bill, we can help through *[program]*.
 - You shouldn't have to choose between staying comfortable and worrying about the cost. If rising cooling bills are causing stress, support is available through *[program]*.
 - A long stretch of hot weather can add up quickly. If you're concerned about rising energy bills, payment plans, discounts, and assistance programs may be available through *[utility/program]*.



TOPLINE MESSAGE 2: AFFORDABILITY (CONT.)

02

No one should have to worry about how they'll pay their next energy bill just to stay cool. We're helping residents find relief from rising cooling costs and connect them with resources and support that make it easier to stay comfortable during extreme heat.

Make Your Home More Comfortable

- A cooler home can make a big difference during extreme heat. We're connecting residents with programs and resources that can help make homes safer, more comfortable, and more energy efficient.
 - Not every home stays cool when temperatures rise. If you're struggling with an older air conditioner, poor insulation, or rising cooling costs, check out our *[program]* to make it more affordable to upgrade your home so it stays cool.
 - Keeping your home comfortable shouldn't feel out of reach. Resources for air conditioning assistance, fans, weatherization, and energy-saving upgrades can be found at *[website]*.
 - If your home never seems to cool down, you're not alone. Programs are available to help residents improve comfort, lower energy costs, and stay safer during extreme heat.



TOPLINE MESSAGE 2: AFFORDABILITY (CONT.)

02

No one should have to worry about how they'll pay their next energy bill just to stay cool. We're helping residents find relief from rising cooling costs and connect them with resources and support that make it easier to stay comfortable during extreme heat.

Find a Free or Lower-Cost Place to Cool Off

- Running the air conditioning all day isn't an option for everyone. Libraries, community centers, pools, parks, and cooling centers can provide a safe, comfortable place to spend time without increasing your energy bill.
 - Need a break from the heat but don't want to run the AC all day? Libraries, community centers, pools, and cooling centers offer free places to stay comfortable during the hottest parts of the day.
 - Looking for a cool place to spend the afternoon? Cooling locations are available throughout the city and can help you stay comfortable without adding to your energy bill.
 - Sometimes the easiest way to lower cooling costs is to get out of the heat for a few hours. Find nearby cooling locations at [website] or by calling *[number]*.



TOPLINE MESSAGE 2: AFFORDABILITY (CONT.)

02

No one should have to worry about how they'll pay their next energy bill just to stay cool. We're helping residents find relief from rising cooling costs and connect them with resources and support that make it easier to stay comfortable during extreme heat.

Help Your Friends, Family, and Neighbors Beat the Heat

- Not everyone will ask for help when they're struggling with cooling costs. If you know someone who may be worried about energy bills, transportation, or staying comfortable during extreme heat, sharing information can make a real difference.
 - Worried about someone living on a fixed income? A quick conversation can help connect them to utility assistance, cooling centers, and other resources that make it easier to stay comfortable during extreme heat.
 - Many people limit their air conditioning without telling others they are worried about the cost. Check in with family, friends, and neighbors, and share information about bill assistance, home-cooling support, and free places to find relief.
 - A neighbor shouldn't have to choose between staying cool and paying for groceries. Information about energy assistance, cooling resources, and support programs is available at [\[website\]](#) or by calling [\[number\]](#).



TOPLINE MESSAGE 3: QUALITY OF LIFE

03

Hot days shouldn't mean putting life on hold. We're helping make our city a more comfortable place to live, work, and spend time, even when temperatures rise.

Enjoying the Outdoors

- A hot day shouldn't keep people from enjoying parks, playgrounds, trails, and public spaces. We're investing in shade, cooling features, and public spaces that help residents spend more time outside comfortably.
 - Whether you're taking the kids to the playground, meeting friends at the park, or going for a walk, a little shade can go a long way. New shade structures, trees, and cooling features are available at *[location]*.
 - Hot weather shouldn't keep children from playing, families from gathering, or neighbors from connecting. Learn more about outdoor cooling amenities, public spaces, and summer activities at *[website]*.

More Comfortable Neighborhoods

- A walk around the neighborhood shouldn't feel like a workout. We're helping make streets, sidewalks, bus stops, and public spaces more comfortable during extreme heat so residents can spend more time enjoying the places they call home.
 - Sometimes the difference between staying inside and getting outside is a little shade. We're investing in trees, shade structures, and cooler public spaces that make it easier for residents to spend time in their neighborhoods.



TOPLINE MESSAGE 3: QUALITY OF LIFE (CONT.)

03

Hot days shouldn't mean putting life on hold. We're helping make our city a more comfortable place to live, work, and spend time, even when temperatures rise.

More Comfortable Neighborhoods

- Whether you're walking the dog, heading to the bus stop, or visiting a local business, everyone deserves a neighborhood that feels comfortable and welcoming. Learn about shade improvements, cooling projects, and outdoor amenities in your neighborhood at [\[website\]](#).
- The places we pass through every day should help us stay comfortable—not make the heat harder to bear. New trees, shaded gathering spaces, and other cooling projects are helping make neighborhoods more livable when temperatures rise.

Getting Around More Comfortably

- We know your life doesn't stop when temperatures rise. Whether you're walking, biking, taking transit, commuting to work, or running errands, we're making it easier to get where you need to go safely and comfortably during extreme heat.
 - Waiting for transit can become dangerous during extreme heat. Find nearby shaded stops, adjusted service schedules, and real-time transit alerts at [\[website\]](#).
 - Waiting for the bus shouldn't mean standing in the sun with nowhere to cool off. We're investing in shade, cooling features, and more comfortable public spaces along everyday routes throughout our city.
 - A trip to the grocery store, pharmacy, or doctor's office shouldn't feel harder because of the heat. Find water stations, shaded routes, and transportation resources at [\[website\]](#).



TOPLINE MESSAGE 3: QUALITY OF LIFE (CONT.)

03

Hot days shouldn't mean putting life on hold. We're helping make our city a more comfortable place to live, work, and spend time, even when temperatures rise.

Getting Around More Comfortably

- From bus stops to sidewalks to bike paths, we're working to make every day trips more comfortable during the hottest days of the year. Learn about cooling improvements near you at [\[website\]](#).

Staying Connected to Community

- A hot day shouldn't mean missing out on the events, activities, and places that bring our community together. We're helping residents find comfortable places to gather, connect, and enjoy community life throughout the summer.
 - Heading to the park, playground, or trail? Visit before [\[time\]](#) or after [\[time\]](#), when temperatures are expected to be cooler. Find shaded parks, splash pads, and water stations at [\[website\]](#).
 - Caring for children or an older family member can make it harder to leave home during extreme heat. Find support and resources at [\[website\]](#).
 - When temperatures rise, community spaces can offer more than relief from the heat—they provide places to meet neighbors, spend time with loved ones, and stay connected to the community around us. Find locations and programs at [\[website\]](#).



USING CLIMATE LANGUAGE AT THE RIGHT MOMENT

Climate context can help explain why cities are preparing for more extreme heat, but how prominently it appears should depend on what residents need in the moment.

The closer the danger, the more communications should prioritize immediate action.

DURING A HEAT EVENT

Lead with immediate conditions, actions, and resources.

“Dangerous heat is expected beginning Tuesday. Here’s what you can do now to protect your health, lower cooling costs, and find relief near you.”

PREPAREDNESS AND CITY ACTION

Connect changing conditions to how the city is preparing.

“Hotter, longer heat events are changing how our city prepares. We’re expanding shade, cooling support, and protections for residents most exposed to dangerous heat.”

LONG-TERM CLIMATE COMMUNICATIONS

Name climate change, then connect it to practical local solutions.

“Climate change is contributing to more frequent extreme heat. We’re responding with practical investments that help residents stay safer, lower cooling costs, and prepare for hotter conditions.”



AUDIENCE PERSONAS



AUDIENCE PERSONAS & MESSAGE ADAPTATION

Residents do not experience extreme heat in the same way. Some people worry about rising utility bills. Others spend much of their day outdoors. Some face barriers related to language, transportation, or trust, while others are focused on helping family members, neighbors, and loved ones stay safe.

The most effective messages don't simply explain why extreme heat is dangerous—they help residents overcome the specific barriers that may prevent them from accessing information, resources, and support.

For each persona you will see a scale that reflects that persona's overall vulnerability to extreme heat, including their personal exposure, ability to access resources, and the extent to which they may be responsible for supporting family members, neighbors, or others who face greater risks during extreme heat.

The following personas represent common audiences cities may need to reach during periods of extreme heat.

- While no single resident will fit perfectly into one category, these personas can help communicators better understand how different audiences experience extreme heat, what motivates them to take action, who they trust, and what information they need most.
- They are not mutually exclusive: one resident may be an outdoor worker, face financial stress, prefer to remain home, and care for children or older family members.

Use these personas to:

- Identify what may prevent an audience from taking action.
- Determine what information and support they need most.
- Match messages with credible messengers and effective channels.
- Offer actions that reflect how residents actually live.
- Localize communications for different neighborhoods and communities.

As a general rule, the more barriers an audience faces, the more communications should focus on helping residents access resources and support—not simply raising awareness about heat risks.



AUDIENCE PERSONAS & MESSAGE ADAPTATION



What this means for communicators:

Across personas, communicators should consider whether residents:

- Prefer to remain at home
- Care for children, relatives, pets, or animals
- Limit AC because of cost
- Lack transportation
- Are unfamiliar or uncomfortable with public resources
- Need information in another language
- Have limited control over their home or workplace



BARRIER: HEAT EXPOSURE

Outdoor Worker

Who am I?

I spend much of my workday outdoors, whether I'm working in construction, landscaping, public works, agriculture, delivery services, maintenance, or another outdoor profession. Unlike some residents, staying indoors during extreme heat isn't an option. My job requires me to be outside, often during the hottest parts of the day. Extreme heat can make it harder to stay comfortable, productive, and safe at work, but I still need to earn a paycheck and get the job done.

Data Supporting This Persona

- 85% of people surveyed support required heat-safety standards for outdoor workplaces.

Vulnerability Due To Extreme Heat

Low

High

How Does Extreme Heat Affect Me?

- I spend long periods of time working outdoors during hot weather.
- Extreme heat can make it harder to stay hydrated, comfortable, and productive throughout the workday.
- Finding shade or opportunities to cool down may not always be easy.
- Heat can increase fatigue and make physically demanding work more difficult.
- I may worry about how extreme heat affects my health, safety, and ability to continue working.
- Taking time to cool down may feel like risking my income or job.
- Heat exposure at work can continue affecting me after I return home.

What Motivates Me To Take Action?

- Staying healthy and avoiding heat-related illness.
- Being able to work safely throughout the day.
- Protecting my income and ability to earn a paycheck.
- Knowing where to find relief if temperatures become dangerous.
- Making sure my coworkers and crew stay safe too.

What Gets In My Way?

- Long periods of exposure to direct sunlight and heat.
- Limited access to shade, cooling, or hydration during the workday.
- Pressure to keep working despite high temperatures.
- Not knowing what worker protections or resources are available.
- Difficulty accessing cooling locations during work hours.

What Messaging & Information Do I Need?

Exposure-vulnerable audiences need practical, location-based information that helps them stay safe while they're on the move. Messages should focus on nearby relief options, shade, cooling locations, hydration resources, and clear guidance on when and where to seek help if conditions become dangerous.

- How can I stay safe while working outdoors?:** Practical guidance on hydration, rest breaks, recognizing heat illness, and reducing heat exposure.
- What protections and resources are available?:** Information about worker protections, cooling resources, hydration stations, and support services.
- Where can I find relief if I need it?:** Nearby cooling locations, public facilities, and places to cool down before, during, or after work.
- When should I seek help?:** Clear guidance on heat-related illness symptoms and when to seek medical attention.

Where Will I Get Information On Extreme Heat That I Trust?

Trusted Messengers

- Employers and supervisors
- Coworkers
- Labor unions and worker organizations
- Healthcare providers
- Community organizations
- Occupational-safety agencies

Information Sources

- Transit alerts and signage
- Workplace communications
- Employer text alerts
- Local news
- Social media
- Worker organizations and unions
- Community outreach



BARRIER: AFFORDABILITY

Cost-Burdened Resident

Who am I?

I work hard to make ends meet, but rising costs seem to affect everything, including staying cool. During extreme heat, I often find myself balancing comfort, health, and affordability. Hot nights can make it difficult to sleep, long stretches of heat can leave me feeling drained, and running the air conditioning can quickly drive up my electricity bill. Every heat wave brings a new worry: how much staying comfortable will cost. Sometimes it feels like a tradeoff between protecting my health today and managing my budget tomorrow.

Data Supporting This Persona

- 65% have experienced higher energy bills.
- 58% limit AC use at least sometimes because of cost.

Vulnerability Due To Extreme Heat

Low

High

How Does Extreme Heat Affect Me?

- Extreme heat drives up my electricity bills and puts pressure on my household budget.
- I may keep the AC set higher or turn it off even when my home remains dangerously hot.
- Unexpected cooling costs can force difficult tradeoffs with other household expenses.
- As a renter, I may have limited ability to repair or improve my home's cooling.
- I may prefer to stay home but lack the resources to keep it safely cool.

What Motivates Me To Take Action?

- Staying cool without increasing financial stress.
- Protecting my health and my family's comfort.
- Avoiding surprise utility bills.
- Finding practical ways to lower cooling costs.
- Accessing support before costs become overwhelming.

What Gets In My Way?

- Not knowing what financial assistance programs are available.
- Assuming I won't qualify for help.
- Confusing eligibility requirements or application processes.
- Feeling like assistance programs are difficult to access.
- Not knowing whether the savings or assistance are worth the effort.
- Believing I need to manage the problem on my own.

What Messaging & Information Do I Need?

Residents experiencing financial stress often experience extreme heat as both a health challenge and a cost-of-living challenge. Messages should acknowledge the discomfort and risks of extreme heat while connecting residents to practical resources that help them stay cool, comfortable, and financially secure.

- **What financial help is available?:** How can I afford to keep my home safely cool? Information about utility assistance, rebates, discounts, payment plans, and other cost-saving programs that can help reduce energy costs.
- **Where can I find relief without increasing my bill?:** Information about assistance with weatherization or home-improvement. Specific locations, hours, transportation options, and information about free places to stay cool, including cooling centers, libraries, pools, and community spaces.
- **How can I make my home more comfortable?:** Information about fans, air conditioning assistance, and other resources that can help keep my home cooler.

Where Will I Get Information On Extreme Heat That I Trust?

Trusted Messengers

- Utility companies
- Community organizations
- Housing providers and tenant organizations
- Friends and family
- Financial assistance and social service providers
- Local government agencies

Information Sources

- Utility bill inserts, emails, and alerts
- Text alerts
- Community newsletters
- Local television and radio
- Social media
- City websites and resource guides



BARRIER: TRUST

Spanish-Speaking, Immigrant Resident

Who am I?

I am a Spanish-speaking immigrant. I rent my home, work full-time, and help care for both my children and older family members. I want to keep my family safe during extreme heat, but I'm not always sure what resources are available, who qualifies for them, or whether it's safe for my family to use them. Language barriers, transportation challenges, financial constraints, and concerns about interacting with government agencies can make it difficult to access support.

Data Supporting This Persona

- Only 17% of Spanish-speaking participants recalled receiving any city communication about extreme heat.
- Fewer than 4 in 10 knew that cooling centers existed in their community.

Vulnerability Due To Extreme Heat

Low

High

How Does Extreme Heat Affect Me?

- I worry about keeping my children, older relatives, and loved ones safe when temperatures rise.
- Long stretches of hot weather can make my home uncomfortable, increase my electricity bills, and leave me wondering how I'll keep my family cool.
- If my home becomes too hot or the power goes out, I'm not always sure where to turn for help.
- I rely on trusted community networks for information and may hesitate to access resources if they aren't clearly explained, available in Spanish, or shared through sources I trust.

What Motivates Me To Take Action?

- Protecting my children.
- Caring for older family members.
- Keeping my family healthy and comfortable.
- Recommendations from trusted community leaders.
- Knowing exactly where to go and what to do.
- Helping friends and neighbors stay safe too.

What Gets In My Way?

- Uncertainty about resource eligibility.
- Hesitation to interact with government agencies or services.
- Information that isn't available in Spanish or shared through trusted sources.
- Transportation barriers that make it difficult to access cooling centers and services.
- Financial constraints that make it harder to stay cool at home.
- Not knowing where to go or who to contact when temperatures become dangerous.

What Messaging & Information Do I Need?

High-vulnerability audiences need clear information about how to access help. Messages should focus on reducing barriers and connecting residents to resources, not simply raising awareness about heat risks.

- **Can I use this?:** Clear information about eligibility, identification requirements, and whether resources are available regardless of immigration status.
- **Where do I go?:** Specific locations, hours, transportation options, and instructions for accessing available resources.
- **How do I keep my family safe?:** Practical guidance and nearby resources that help protect children, older relatives, and loved ones during extreme heat.
- **What help is available:** Information about cooling centers, utility assistance, transportation services, and other forms of support.

Where Will I Get Information On Extreme Heat That I Trust?

Trusted Messengers

- Community organizations
- Faith leaders
- Schools and teachers
- Healthcare providers
- Family members and friends
- Spanish-speaking community leaders
- Community health workers / promotores

Information Sources

- Spanish-language television and radio
- Facebook & WhatsApp
- Text alerts
- Community newsletters
- School & church communications
- Printed materials at grocery stores, laundromats, libraries, and community centers



BARRIER: DOESN'T PERSONALLY FEEL VULNERABLE

Community Caregiver

Who am I?

Community caregivers like me may not see themselves as vulnerable, but they are often motivated to protect others. I have air conditioning, can stay indoors when I need to, and generally feel prepared when temperatures rise. What I do worry about are the people around me—older parents, young children, neighbors living alone, friends with health conditions, outdoor workers, and others who may have a harder time staying safe. When extreme heat arrives, I often find myself checking in on loved ones, sharing information, offering rides, or helping connect people to resources and support.

Data Supporting This Persona

- 88% say extreme heat communications should include information about how to help others in their community.

Vulnerability Due To Extreme Heat

Low

High

How Does Extreme Heat Affect Me?

- I worry about older family members, neighbors, and loved ones who may be more vulnerable to heat.
- I often find myself checking in on others during periods of extreme weather.
- I want to help, but I don't always know what resources are available or how to connect people to support.
- I often become the person friends, family members, or neighbors turn to for information and support.
- Extreme heat can disrupt community activities, gatherings, and daily routines.

What Motivates Me To Take Action?

- Protecting family, friends, and neighbors.
- Making sure vulnerable residents have the support they need.
- Being a good neighbor and helping my community.
- Sharing trusted information and resources.
- Knowing that small actions can make a meaningful difference.

What Gets In My Way?

- Not knowing who may be struggling or what support they need.
- Uncertainty about what resources are available.
- Not knowing which resources are most useful to share.
- Not knowing where to direct someone for assistance.
- Feeling like someone else is probably checking in.
- Assuming people will ask for help if they need it.

What Messaging & Information Do I Need?

Community caregivers may not see themselves as vulnerable, but they are often motivated to protect others. Messages should emphasize community responsibility, encourage neighbor-to-neighbor support, and equip residents with the information and resources they need to help family members, friends, and neighbors stay safe during extreme heat.

- **Who may need extra support?:** Information about populations most affected by extreme heat and signs that someone may need assistance.
- **How can I help?:** Simple actions I can take to check on, support, or assist friends, neighbors, and loved ones.
- **What resources can I share?:** Cooling centers, transportation services, utility assistance, wellness checks, and community support programs.
- **Where can I direct someone for help?:** Clear contact information, locations, and services available to residents who need assistance.

Where Will I Get Information On Extreme Heat That I Trust?

Trusted Messengers

- Family members and friends
- Community leaders
- Local government
- Healthcare providers
- Community organizations
- Schools
- Faith leaders
- Neighborhood associations

Information Sources

- Local news
- Community newsletters
- Social media
- School communications
- Faith communities
- City websites and alerts



TEMPLATE SOCIAL COPY



HOW TO USE THESE TEMPLATES

The following copy templates center around extreme heat core messaging, tailored to the specific personas identified above. You should personalize these messages to the services available to your city, while keeping these audiences in mind, and how different personas will receive different messages

TOPLINE MESSAGE 1: HEALTH & SAFETY



TOPLINE MESSAGE 2: AFFORDABILITY



TOPLINE MESSAGE 3: QUALITY OF LIFE





HOW TO USE THESE TEMPLATES

Every post should include:

1. **What residents need to know:** The timing or immediate concern.
2. **What they should do:** One clear, specific action.
3. **What support is available:** A named program, location, or service.
4. **How to access it:** Hours, address, eligibility, phone number, or link.
5. **Who is providing the guidance:** The city, public health department, utility, or another trusted partner.

Before publishing:

1. Confirm that all programs, locations, and hours are current.
2. Use neighborhood-level information whenever possible.
3. Offer both at-home support and public cooling options.
4. Have translated content reviewed by a native speaker.
5. Use social media to reinforce—not replace—texts, local news, signage, and partner outreach.



Hot days are more than uncomfortable—they leave us exhausted, make it harder to sleep, and put our health at risk. Knowing where to find relief and when to seek help can make all the difference.

PERSONA: Outdoor Worker

It's the beginning of another heat wave in [city]. Feeling tired, dizzy, sick, or overwhelmed can be a sign of heat exposure!

Learn the signs, and know that [city] is here to help with cooling centers, transportation assistance, and other resources at [phone #]

PERSONA: Cost-Burdened Resident

For some families, extreme heat means having to decide between running your AC or paying for monthly expenses. Don't put your health at risk! [city] has bill assistance, fans, AC repair, and other resources available so your home can stay cool.

Find comfortable, easy, and affordable ways to beat the heat at [website]

PERSONA: Spanish-Speaking, Immigrant Resident

[city's] extreme heat can have serious negative health effects. Finding relief for your family is easy by accessing one of the [#] cooling centers nearest you at [website].

El calor extremo de [ciudad] puede tener efectos graves para la salud. Encontrar alivio para usted y su familia es fácil y gratuito: localice uno de los [#] centros de enfriamiento más cercanos en [sitio web].

PERSONA: Community Caregiver

Do you have a neighbor without reliable air conditioning? This heat wave will hit the elderly, children, and other at-risk groups the hardest.

Help us look out for our neighbors by asking whether their home is staying cool, if they are limiting AC because of cost, and whether they have a cooler place to go if needed. [city] is offering support to stay cool both inside and outside of your home at [phone #/website]



No one should have to worry about how they'll pay their next energy bill just to stay cool. We're helping residents find relief from rising cooling costs and connect them with resources and support that make it easier to stay comfortable during extreme heat.

PERSONA: Outdoor Worker

When you work outside all day, there's nothing like coming home to an air conditioned space. But as energy costs continue to rise, [\[city\]](#) wants to help save you money by offering alternative spaces to cool down.

Find energy bill support, fans, AC repair, home-cooling improvements, and other ways to save and stay cool at [\[website\]](#).

PERSONA: Cost-Burdened Resident

Extreme heat means having to run your AC for longer periods, which can lead to higher monthly energy bills. [\[city\]](#) has support for utility bills, cooling equipment, or home energy improvements, and other resources available so you don't have to cool your home for long periods of time.

Find comfortable, easy and free ways to beat the heat at [\[website\]](#)

PERSONA: Spanish-Speaking, Immigrant Resident

Durante las altas temperaturas nadie debería de elegir entre mantenerse cómodo y el precio alto de la luz. [\[ciudad\]](#) ha creado centros de refrigeración gratuitos que no requieren pruebas de residencia. Escape del calor aquí [\[sitio web\]](#).

During days of extreme heat you shouldn't have to worry between staying comfortable or an expensive AC bill. [\[city\]](#) has created free cooling centers available to all without proof of residency. Find a cooling center near you at [\[website\]](#).

PERSONA: Community Caregiver

As good neighbors we sometimes know when someone in our block, apartment complex, or mobile home community is struggling to make ends meet. One way to show up for them is by sharing this list of free resources created by [\[city\]](#) to help residents keep cool and some money while doing it.



Hot days shouldn't mean putting life on hold. We're helping make our city a more comfortable place to live, work, and spend time, even when temperatures rise.

PERSONA: Outdoor Worker

When it's hot, feeling sick and dizzy shouldn't be the norm for outdoor workers. [City] ordinance [name] allows the city to adjust construction schedules allowing for work to start as early as 5:00 a.m. to protect crews from peak daytime heat. Learn how this mayor and council are protecting workers at [website].

PERSONA: Cost-Burdened Resident

In addition to being dangerous, extreme heat is a major lifestyle disrupter. As AC becomes more expensive, this means less money in our pockets to enjoy things like a weekend trip, or going out to the movies with the family. That's why [City] is creating weatherization programs to insulate our homes so that less energy is wasted keeping our spaces cool.

PERSONA: Spanish-Speaking, Immigrant Resident

Bajo el calor extremo las actividades al aire libre se sienten insoportables. Por eso [la ciudad] ofrece albergas y parques acuáticos públicos para que las familias no tengan que poner sus vidas en pausa.

Under extreme heat, outdoor activities can feel unbearable. That's why [City] offers public pools and splash pads so that extreme heat doesn't mean putting your life on pause.

PERSONA: Community Caregiver

Volunteering to assemble cooling kits, or canvassing neighborhoods to check in on neighbors during the hottest parts of the day and sharing resources on cooling locations are great ways to get involved and care for those around you. Visit [City website] for upcoming opportunities to give back!

