

Community Resilience Organization of Hartford (CROH): An overview of process and outcomes

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Outline

- Community Profile
- The CROH
- Initial Goals
- Action Plan
- Results
- Next Steps
- Lessons Learned
- Questions

Community Profile



The CROH

- Representation
 - Town of Hartford Planning Staff – 2
 - Planning Commission - 1
 - Conservation Commission – 1
 - Energy Commission (anticipated) - 1
 - Public Safety & Emergency Management (HFD) – 1
 - Community Members - 3
- Organization
 - Chair
 - Recorder

Initial Goals

INITIAL GOALS

- Increase public awareness of hazard mitigation and preparedness
- Increase community cohesion
- Strengthen partnerships & create new ones

HOW MIGHT WE...?

- How might we introduce the CROH to the community?
 1. Meet with potential partners
 2. Messaging & Media
 - **Idea Boards**
 3. Attend existing events
 4. Major Event

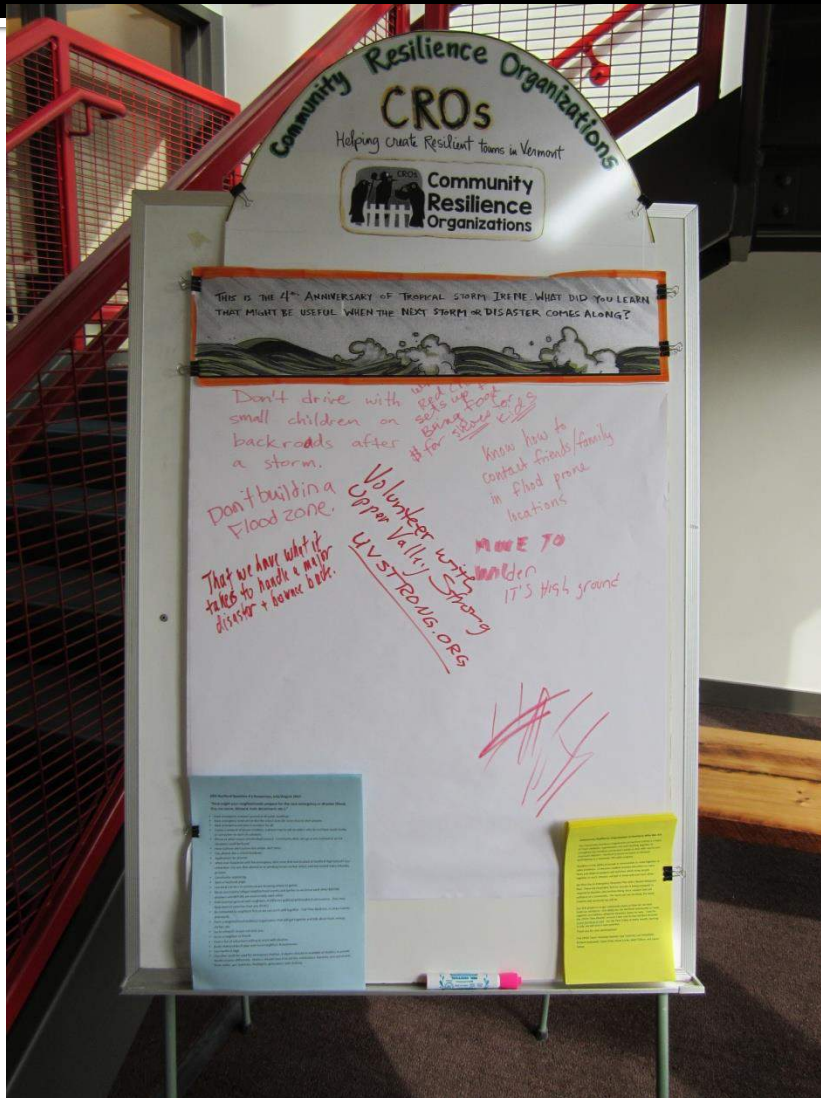
12 Tips for Network Mapping & Community Outreach

1. Know your community
 - Asset Mapping
2. Know your audience
 - Messaging
3. Meet people where they are
4. Find connectors
5. Keep it local
6. Surprise them
7. Mix it up
 - Multiple approaches
8. Tell stories
9. Call to action
10. Use technology...
sometimes
11. Just do it
12. Celebrate!

Action Plan - Idea Boards

- Idea Boards
 - A space where community members can write and/or draw their reactions and ideas in response to a specific question.
- The question...
 - How might your neighborhood prepare for the next emergency or disaster. For example, flood, fire, wind/ice storm, train derailment, etc.
- Where and What?
 - Boards staffed local events, municipal buildings and other high profile venues.
 - Provide materials and general info related to the CROH.

Results



- Create a phone tree to notify vulnerable community groups, i.e. elderly.
- Have a phone/text alert system.
- Start a **Facebook page** & utilize local listservs.
- Connect with neighbors first so we can work together
 - Time Banking & community events

Next Steps

- Craft a mission statement
- Determine relevant objectives
 - Establish & strengthen community partnership
 - Plan for future event
- Identify specific actions that will achieve objectives
 - Media and messaging
 - Continually measure progress/success

Lessons Learned

- Relationship building is important
- Take the time to get to know your community
 - Strengths, Weaknesses, Opportunities and Threats
- Know where you are going, how your going to get there and why
- Ally with existing organizations
- Think big, act small

Question?

Town of Hartford

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<http://tinyurl.com/HartfordCRO>

Find us on Facebook at:

Community Resilience Organization of Hartford