

Community Resilience

Organization of Hartford (CROH):

An overview of process and outcomes

Outline

- Community Profile
- The CROH
- Initial Goals
- Project Planning
- Action Plan
- Idea Board
- Next Steps
- Lessons Learned
- Questions

Community Profile



Community Profile

- The Town of Hartford
 - Five geographically dispersed villages (46 sq. mi):
 - Hartford, West Hartford, White River Jct., Wilder and Quechee
 - Each village retains its own unique identity
 - Population = 9,952 (2010)
 - 9th Largest Community in Vermont, 1st Burlington 38,889
 - Seasonal occupancy = est. 2,000
 - Median Age = 43
 - 37 (VT), 37 (USA)
 - Median income = \$52,455
 - \$54,267 (VT), \$53,046(USA)

The CROH

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

12 Tips for Network Mapping & Community Outreach

1. Know your community
 - Asset Mapping
2. Know your goals
 - Bystanders, Spreaders, Participants, Evangelist & Instigators
3. Meet people where they are
4. Find connectors
5. Keep it local
6. Surprise them
7. Mix it up
 - Multimedia approach
8. Tell stories
9. Call to action
10. Use technology... sometimes
11. Just do it
12. Celebrate!

Initial Goals

INITIAL GOALS

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

HOW MIGHT WE...?

- How might we introduce the CROH to the community?
 1. Meetings with potential partners
 2. Messaging & Advertising
 3. Attend existing events – ex. Glory Days, First Friday, etc.
 4. Major Event – “Day of CROing”

Project Planning

PROJECT PLANNING

- Meetings with potential partners
 - Tailor message to organization – Civic Groups vs. Schools
 - Informative – clear message
 - Include youth - audience
 - Libraries - venues
- Messaging & Advertising
 - Media blitz – utilize all available media tools
 - **Idea Boards** – at various venues with probing question(s)
 - Follow-up

PROJECT PLANNING

- Attend Existing Events
 - Glory Days, Gory Days, Balloon Fest, etc.
 - Have a presence, distribute info, elicit feedback, activities, etc.
- Major Event – “Day of CROing”
 - Kick-off celebration
 - Music, food, activities, etc.
 - Seasonally suited, i.e. cider press

Action Plan

- Why?
 - Introduce the CROH to the community in a engaging, fun and informative way while gathering information from the community regarding issues of resiliency and preparedness.
- What?
 - Post materials (Idea Board) in public spaces with high traffic volume.
- How?
 - Utilize established, reoccurring event to market Idea Board, as well as popular venues throughout the community.
- How will you know?
 - Quality and volume of responses

Action Plan

- 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 at First Friday and posted in local libraries, town offices and other high profile venues, i.e. Coop.
 - Provide materials for writing and drawing (paper and markers, as well as general info related to the CROH.)

Next Steps

- Craft CROH mission statement
- Determine objectives
- Identify specific actions
- Establish and strengthen community partnerships
 - Upper Valley Strong, Transition Towns, Rotary Club, Hartford schools, Upper Valley Interfaith Project, etc.
- Media and messaging – Facebook, listserve
- Plan future event specific the CROH & CROs
- 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 and why
- Ally with existing organizations
- Think big, act small

Questions?

Town of Hartford

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<http://www.hartford-vt.org/2325/Community-Resilience-Organization>