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

We Are Here
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

- 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?
- Meet with potential partners
- Messaging & Media
  - Idea Boards
- Attend existing events
- 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.
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 you're going to get there and why
- Ally with existing organizations
- Think big, act small