CRD Community Liaison Program - Outline

## Project Key Activities

The CRD Community Liaison program will be staged in three phases: 1. Program Development Phase, 2. Program Implementation Phase, and 3. Program Evaluation and Improvement Phase to be executed over 24 months.

The long-term management and maintenance of the program is outside of this program application and will be the sole responsibility of the CRD to identify and secure funding for program continuity and long-term success.

## Primary application/project objective:

Secure funding to achieve program goals and objectives, ie. hire program coordinator and fund program phases 1, 2, and 3 for two years to ensure program is well designed, developed, accepted and functional at community and CRD levels, producing outcomes that are measurable, evaluated, improved upon, replicable/transferable and reported out to the funder as required.

## Project Description

Phase 1. Program Development (6 months)

- Define the Community Liaison role and the role of the CRD in promoting, launching and establishing the program.

- Develop program scope, goals, objectives and evaluable measures.

- Develop communication tools to support and effectively promote program. May include key messaging, brochures, fact sheets, web site copy, coordination call talking points and agendas, meeting schedules, meeting minutes, report templates.

- Identify opportunities for establishing long-term community liaison key players and reliable communication channels in each of the CRD's 12 electoral areas (A,B,C,D,E,F,G,H,I,J,K,L).

- Identify and establish contact lists for emergency response agencies in each electoral area (volunteer fire departments and search and rescue).

- Establish community liaison communications coordination platform for EOC use (phone number, email, plan for various eoc activation scenarios for tabletop exercises/practise).

Develop effective and suitable Community Liaison program communication plans for each electoral area (considering reliable channels and community specific needs, significant hazards, risks and vulnerabilities in each electoral area) for promoting:

i)        emergency preparedness activities,

ii)        emergency operation centre activation communications, and

iii)       post response/recovery activity coordination

aiming to ensure reliable and factual communications coordination throughout all stages of regional emergency planning and response to support disaster risk reduction and recovery.

- Establish program coordinator phone number, email, business cards.

- Establish effective information sharing platform and data management tools.

- Develop spreadsheet for tracking outcomes and statistics for program reporting and analysis/comparisons over time.

- Review and confirm program funding and reporting requirements for CRC.

- Develop report templates as needed for CRC and CRD.  Include status, goals and objectives achieved, lessons learned and areas for improvement/challenges/solutions.

- Develop appropriate schedule for achieving/ receiving CRD approval on and submitting all relevant reports.


## Phase 2. Program Implementation (12 months)

Implement all aspects of the Community Liaison program:

- Schedule meetings with electoral area directors and define program scope and roles.

- Work with electoral area directors to identify communities at risk and potential liaison key players who are already part of a communication and response network ie. volunteer fire department or search and rescue organization. Identify areas with none/neither of these established networks as priority areas.

- Focus on priority areas and locate appropriate channels/key players to assist in developing the program with area director.

- Schedule face to face meetings in each area with area director and key players to socialize program and roles/responsibilities. Implement communications plans and communications tools to promote and improve/modify program as needed.

- Schedule and commence liaison conference calls to manage/disseminate key messaging and program development.

- Gather community engagement opportunity information from Community Liaisons and Area Directors to create calendar and action plan.

- Schedule Community Preparedness events with Liaisons as key players (community preparedness events should be coordinated as part of existing community events to ensure community participation and engagement, ie. harvest fairs, community information sessions, mental health fairs, etc).

- Refine EOC tabletop exercise for Community Liaison participation with information gathered to date.

- Work with Community Liaisons to develop key recovery communication channels for each electoral area to ensure that information is equitably and effectively distributed throughout the region.

- Maintain and update recovery key messaging, fact sheets/posters, web site and Facebook/social media post copy as needed.

- Track stats and outcomes for reporting and analysis.

- Report out program status and goals/objectives achieved including lessons learned and areas for improvement to CRD.

- Report out on CRC schedule using CRC templates as directed.


Phase 3. Program Evaluation/ Improvements and Turnover to CRD (6 months)

Continue scheduling and coordinating Liaison participation in emergency preparedness planning at a local community level.  Gather feedback from Liaisons and identify opportunities for additional preparedness programing and information coordination.

Schedule EOC tabletop with Community Liaisons, record outcomes and gather feedback.

Evaluate CRD Community Liaison program and make improvements:

- Monitor Key Player/Community Liaison participation in coordination calls (Key players can be guest speakers or agencies with relevant information for engagement with Community Liaison education and feedback).

- Improve key messaging to refine communication tools before and during emergency events.

- Increase opportunities for feedback from Community Liaisons.

- Debrief after any EOC activations for continuous improvement.

- Work with Community Liaisons to establish unmet needs/ long term recovery committees in areas significantly impacted by emergencies.

- Schedule community consultations in areas impacted by emergency events with Community Liaisons.

- Monitor program stats, feedback and make improvements and adjustments as needed.

Meet with CRD Manager of Protective Services and Communications Manager for program transition and turnover to CRD for long term management.  Provide program summary, outcomes, considerations for long term improvement and sustainability. Transition over 2 months.