



Emergency Communications

EMERGENCY COMMUNICATIONS



COMMITTEE OVERVIEW

The Hardwick Emergency Communications Committee serves as the essential hub for collecting, coordinating, and dispersing information during emergency situations. By deploying flexible, timely, and accurate communication strategies, the Town of Hardwick and its neighboring communities are ensured responsiveness and access to critical updates during emergencies.

In close cooperation with the Town of Hardwick, volunteers will collaborate directly with the Emergency Operations Center (EOC) to gather, consolidate, and distribute vital information throughout Hardwick and its surrounding areas. A variety of communication channels will be utilized to ensure broad and effective news-sharing, including TV, radio, newspapers, social media, email, text, phone alerts, community websites, neighboring municipalities, and partner agencies.

Equally critical to the dissemination of information is the ability to receive and process timely updates on emerging situations during an emergency. To facilitate this, the Hardwick Emergency Communications Committee will establish a robust feedback loop, ensuring that vital information flows efficiently in both directions and enabling swift responses to critical circumstances.

This document outlines the foundational procedures to maintain effective communication during emergencies. It includes step-by-step guidelines for:

ROLES AND RESPONSIBILITIES

- Operational Details - Page A3
- Volunteer Preparedness - Page A4
- Information Review - Page A5
- Information Dispersement - Page A5

TRAINING

- Training Resources - Page A6

DOCUMENTS

- Emergency Communications Flow - Page A7
- Example Media Release Template - Page A8
- Example Emergency Alert Template - Page A9
- Example Emergency Alerts Brochure - Page One A10
- Example Emergency Alerts Brochure - Page Two A11
- Example Volunteer Recruitment Messaging - Page A12
- Hardwick Communications Channels List can be found at: [communications channels doc](#).
- The Hardwick Communications Register can be found at: [emergency communications register](#).



The Hardwick Area Neighbor to Neighbor Group will oversee the Emergency Communications Committee as directed by the Town Manager and or by the Emergency Operations Center. A team of identified and trained volunteers will remain prepared to mobilize as needed and ensure continuous readiness.

EMERGENCY COMMUNICATIONS



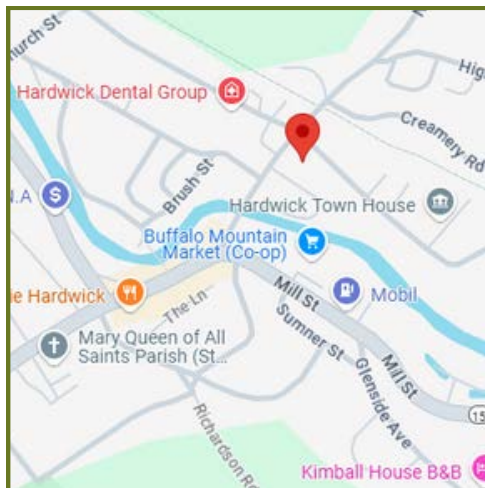
ROLES AND RESPONSIBILITIES

OPERATIONAL DETAILS

TRIGGER: The Town Manager or LEMP Advisory Group will reach out to an Emergency Communications Volunteer Coordinator to initiate communication efforts. The communications coordinator will physically come to the EOC to assist with communications. The coordinator will alert other emergency communications coordinators and volunteers that their volunteer work has been activated.

ROLES: Coordination of the Emergency Communications Committee is best accomplished by a team of 3-4 Hardwick Neighbor to Neighbor volunteers. This team may assign themselves a specific "point person" role while also sharing the day-to-day demands and delegating work assignments.

LOCATION: The Emergency Communications Committee volunteers will work in shifts out of the Hardwick Memorial Building town offices at:



Hardwick Memorial Building
20 Church Street
Hardwick, VT

HOURS OF COVERAGE: Shifts are expected to span 7 AM until 7 PM or until as needed. If possible (given the availability and feasibility of travel and relative safety), volunteers will work 6-hour shifts during the crises. Hours are subject to change depending upon need.



**HARDWICK EMERGENCY
REPORTING HOTLINE**

802-472-5475

**EMERGENCY INQUIRY
RECORDED LINE FOR
UPDATES**

802-472-6120

TO VOLUNTEER



EMERGENCY COMMUNICATIONS



ROLES AND RESPONSIBILITIES CONT'D

VOLUNTEER PREPAREDNESS

Emergency Communications Committee volunteers play a crucial role in ensuring a swift and organized response during a community emergency. Their preparedness to act quickly and efficiently allows for the rapid dissemination of vital information to residents, helping to protect lives, minimize confusion, and coordinate resources. By staying well-trained, informed, and ready to engage with multiple communication platforms, these volunteers help maintain clear, reliable communication during crises, ensuring that the community receives timely updates and guidance when it's most needed.



DEPLOYMENT

- When the Hardwick EOC declares an emergency, the volunteer emergency communications coordinator(s) will head immediately to the Hardwick Town Offices, 20 Church Street, Hardwick, VT, Phone 802-472-5475.



EQUIPMENT

- To be prepared for the evolving situation, volunteers working at the EOC should bring:
 - A laptop computer with a charging cord
 - Pen and paper
 - Cell phone
 - Food & necessities (water, nutritious snacks, meals, medications)



VOLUNTEER COORDINATION & SCHEDULING

The emergency communications coordinator(s) will alert other members of the communications team to prepare them to assume shifts at the EOC during the emergency. The coordinator will set up a two-week schedule for shift rotations at the EOC.



EMERGENCY COMMUNICATIONS



INFORMATION MANAGEMENT

INFORMATION REVIEW



INFORMATION REVIEW

- At the EOC, the coordinator and later communications volunteers will review and monitor reports as they arrive from sources that may include the town manager, chief of police, road foreman, and other town employees. Communications volunteers can also expect information to arrive from residents, agencies, municipalities, and other organizations in the region.



INFORMATION RETRIEVAL

- Upon the invitation of the EOC, communications volunteers will participate in situational awareness briefings so that they can synthesize information for outgoing communication to the public, as well as to partnering NtN committees and other associated entities.
- Closely review any VTWARN Emergency Notification forms:
 - https://dec.vermont.gov/sites/dec/files/VTWARN/docs/VTWARN_OperationalPlan_FINALDRAFT.pdf
- Review of Hardwick's Operation Log. Attention should also be paid to Section 4.2.2 on maps, Section 4.2.3, the Information Request Tracker, and Section 4.2.4, the Damage Report, also known as the "Local Spot Report." If requested by the EOC and if time allows, communications volunteers may also be helpful in completing these forms once outgoing media alerts and releases are composed and sent.
- Watch for specific information on what FEMA calls "community lifelines": Safety and Security, Food, Water, Shelter, Health and Medical, Energy (Power and Fuel), Communications, Transportation, Hazardous Materials

INFORMATION DISPERSEMENT



ONE-PAGE ALERTS & MEDIA RELEASES

- Communications volunteers will need to discern whether a quick one-page alert is required or whether a fuller media release will serve current information needs. This determination will be based on volunteer time, urgency, depth of available information, and audience. Volunteers will consult the Hardwick Communications Channels spreadsheet to ensure information is dispersed in a timely and effective array of formats, be it TV, newspaper, radio, email, social media, and other avenues.
- Note that all communications by volunteers to the public and to partnering agencies/organizations are to be logged in the Emergency Communications Register located in the Emergency Communications binder and online in the committee's Google Town of Hardwick folder.
- The Hardwick Communications Channels List can be found at: [communications channels doc](#).
- The Hardwick Communications Register can be found at: [emergency communications register](#).

At EOC briefings, emergency communications volunteers will be prepared to update EOC officers on the progress of alerts and media releases from the Town of Hardwick. Sharing a copy of the Emergency Communications Register will be useful to the EOC. Link to the register can be found at: <https://docs.google.com/spreadsheets/d/1gQCjGBDdeZz7i3ScqZ9hHGZnaADpMqRzH1eBEIOdvhQ/edit?usp=sharing>

EMERGENCY COMMUNICATIONS



TRAINING

TRAINING RESOURCES

Emergency Communications volunteers will want to familiarize themselves with Hardwick's most recent LEMP document. In addition, they need to know how to access and complete the forms and templates created by the committee for quick access and facile completion.

A tabletop exercise will be offered to practice approaches and to improve upon proposed operations.

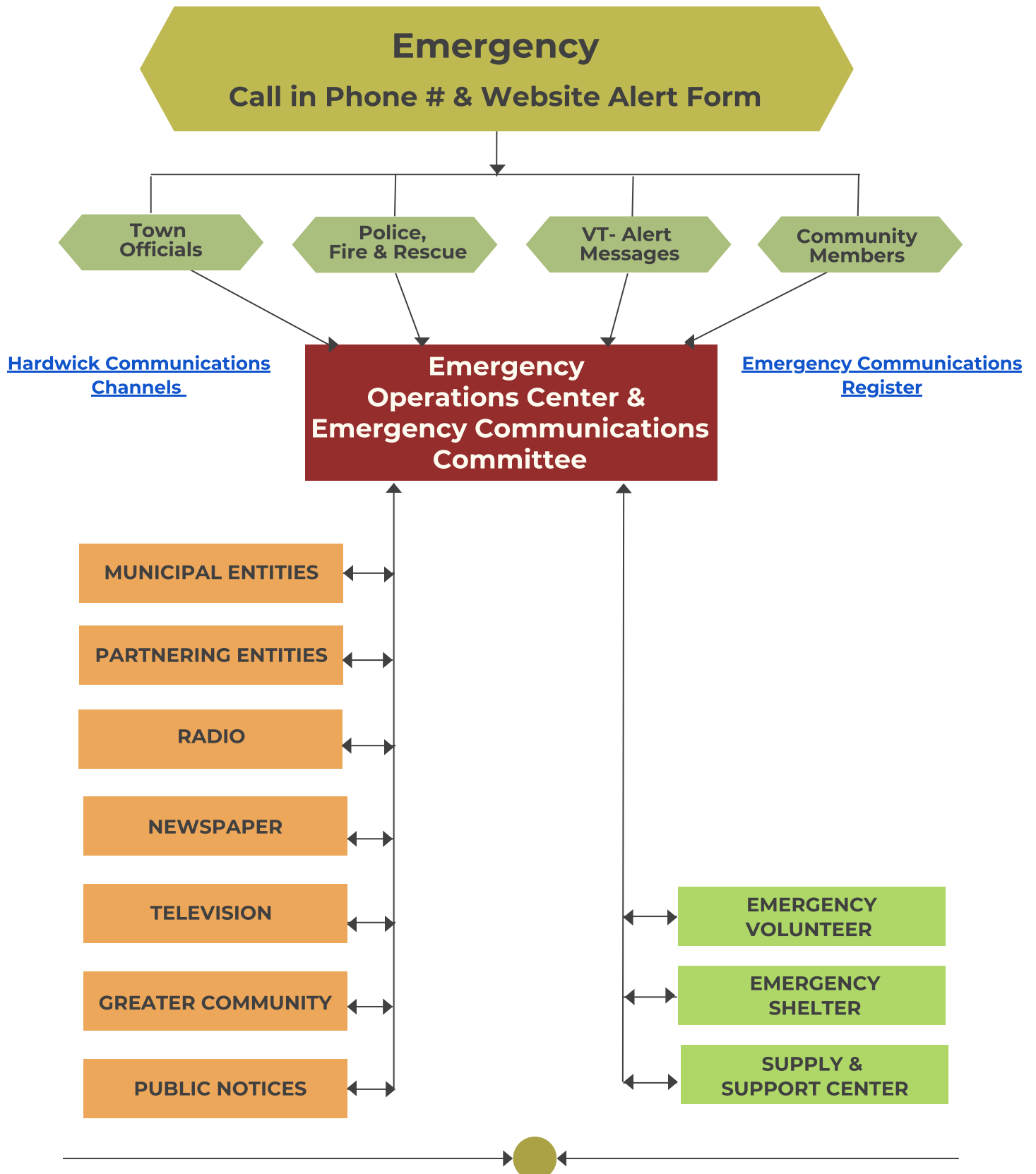
For training, it may be of use to read the following:

- Town of Hardwick's LEMP 2024 document
- Hardwick Neighbor to Neighbor LEMP Addendum report on volunteer mobilization.
- VTWARN Operational Plan
 - https://dec.vermont.gov/sites/dec/files/VTWARN/docs/VTWARN_OperationalPlan_FINALDRAFT.pdf
- FEMA Communication Training and Tools
 - https://training.fema.gov/emiweb/is/is242b/student%20manual/sm_03.pdf
 - IS-242.C: Effective Communication
 - <https://training.fema.gov/is/courseoverview.aspx?code=IS-242.c&lang=en>





EMERGENCY COMMUNICATIONS FLOW



EMERGENCY COMMUNICATIONS



DOCUMENTS

EXAMPLE EMERGENCY MEDIA RELEASE TEMPLATE



Media Release Town of Hardwick VT

Media Release #

Date and Time of release

Emergency Operations Center Report

Include updated objectives, roles and responsibilities to be viewed on the Town website
(Information to be passed to the state EOC)

Hardwick Public Works Report on Roads, Bridges and Infrastructure

Hardwick Electric Department Report

Water Treatment Plant updates

Drinking Water

Waste Water

Emergency Shelter at Hazen Union High School North Main Street: Updates of availability for overnight shelter, food, water, blankets.

Emergency Supply and Support Center: Specifics of what is available and what is needed depending on the emergency.

Civic Standard Report

Weather Report

Waste Management Information and updates

Household Debris Removal

Hazardous Waste: Any releases should be reported

Metal Waste: Can be brought to Gates or All Metal Recycling free of charge

Town of Hardwick
Phone: 802-472-6120

EMERGENCY COMMUNICATIONS



DOCUMENTS

EXAMPLE EMERGENCY ALERT TEMPLATE



ALERT

Issue Date

Topic

Urgency Level

Description: include timing, location (include neighborhood), nature of emergency, expectation for length of exposure and other situational awareness components

Recommended Actions:

Include safety precautions

Next update due out-

(Encourage ongoing information sharing by word of mouth, text, social media, email and phone)

Resources available with contact information and their service hours

Additional Sources of Information

(Include ongoing information about water quality/ access, waste management, medical services, utilities, transportation & available forms of support)

Town of Hardwick key contact information: Town Clerk 802-472-5971
Town Manager 802-472-6120
Call to record or receive info:
802-472-6120

EMERGENCY COMMUNICATIONS



DOCUMENTS

EXAMPLE EMERGENCY ALERTS BROCHURE PAGE 1

Hello Friends...

What you hold in your hands is a critical roadmap to action both in preparation for and in the midst of an emergency. Its purpose is to secure your safety and wellbeing, that of your family's and by extension, that of your community's.

These communication avenues are your means to both obtain and report vital information; they can help you to make informed decisions during a crisis.

Power lies in action. Your actions. Familiarize yourself with this flyer's content. Encourage your friends to do the same. Sign up for the alerts. Emergency preparedness empowers effective action when it is most needed.

Keep this flyer on the refrigerator, in the car, or handbag. Create a file of numbers and resources on your computer and/or on your phone.

Never underestimate the power of community. Cherish with pride, this community to which you belong. Safeguard the lives and welfare of those most precious to you. Our collective strength lies within each of us. Let's control what we can control. Let's be prepared.

With gratitude,
Your neighbors

Build a Preparedness Kit

A basic emergency supply kit could include the following items:

- ☐ An emergency plan! This includes contact information for families and friends, locations to evacuate to, meeting places, etc.
- ☐ Water, one gallon of water per person per day for at least three days, for drinking and sanitation
- ☐ Food, at least a three-day supply of non-perishable food
- ☐ Pet food/medications
- ☐ Battery-powered or hand crank radio and a NOAA Weather Radio with tone alert and extra batteries for both
- ☐ Flashlight and extra batteries
- ☐ Prescription and over-the-counter medications
- ☐ First aid kit
- ☐ Moist towelettes, garbage bags and plastic ties for personal sanitation
- ☐ Wrench or pliers to turn off utilities
- ☐ Extra gas can
- ☐ Comfort items for children like stuffed animals or games
- ☐ Manual can opener for food
- ☐ Local maps
- ☐ Cell phone with chargers, inverter, or solar charger



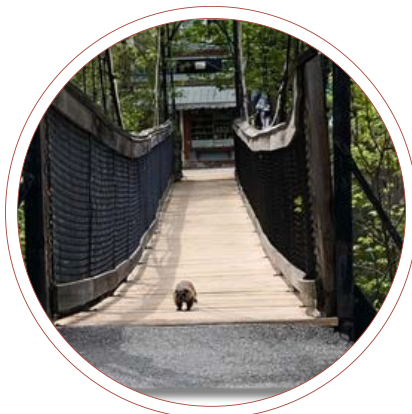
**Town of Hardwick
Emergency Communications**

PREPARATION and RESOURCES

Sign up for

TextMyGov

02/13/25





EMERGENCY COMMUNICATIONS



DOCUMENTS

EXAMPLE EMERGENCY ALERTS BROCHURE PAGE 2

Where to register to receive alerts

Hardwick Town Alert Notification System		The Town Manager's Office is collecting contact information to be used to communicate with the residents of Hardwick, Vermont including water and wastewater alerts, emergency response, and other town business. The main method of communication from the town will be via email.
TextMyGov	Text "Hi" to 802-494-4332 any time you need to. Text "Hardwick" to 91896 to opt in to text alerts.	Enables efficient, convenient, and personalized interactions between municipalities and their citizens. This is through cell phone communication.
VT Alert	 https://vem.vermont.gov/vtalert	VT-ALERT is used by the state and local responders to notify the public of emergency situations. Those include, but are not limited to, evacuation information; chemical spills; shelter-in-place alerts; severe weather advisories; boil water advisories, and roadway interruptions. Residents can tailor the alerts to specific locations, types of alerts and on which devices they will be notified.
New England 511	https://newengland511.org/region/Vermont	View a map of current closures, active projects, and state road conditions for Vermont, New Hampshire, and Maine. Call 511 to access.

Why should I register for alerts or sign up for services?



During an emergency, access to ongoing information is key to your safety and wellbeing. Signing up for alerts or services is the best way to know what is happening.

Emergency related contact information

VT 211	https://vermont211.org/ or Text your zipcode to 898211	The State of Vermont asks that people call 211 to report damage, even if it is minimal. This may help with funding recovery efforts.
		The CARE program was created to help emergency responders identify Vermonters who might need additional assistance in case of a wide-scale event.
Hardwick Specific Please call 911 for Emergencies	<div> Hardwick Town Clerk: 802-472-5971 Hardwick Police Department: 802-472-5475 Hardwick Public Works: 802-472-6029 Hardwick Health Center: 802-472-3300 Hardwick Electric: 802-472-5201 Hardwick Neighbor to Neighbor: 802-441-3301 </div> <div> Kristen Leahy, Hardwick Zoning and Floodplain Administrator: 802-472-1686 Town Managers Office: 802-472-6120 Town of Hardwick (recorded message): 802) 472-6120 Hardwick Designated Shelter location: Hazen Union High School </div>	



EMERGENCY COMMUNICATIONS



DOCUMENTS

EXAMPLE VOLUNTEER RECRUITMENT MESSAGING



Call for Volunteers

4/3/2025

Town of Hardwick & Neighbor to Neighbor Emergency Communications Team

Volunteer Position Description:

In close collaboration with the Town of Hardwick, a small team of dedicated volunteers will help to support communication efforts before, during and after an emergency or critical incident confronting the community. Volunteers will work with Hardwick's Emergency Operation Center to compose and deliver messaging through a broad array of channels including: flyers, social media, newspaper, radio, email, phone and other pathways. Communications will be timely, accurate and concise. Volunteers will share day shifts and be guided by the emergency communications coordinators. Advance training will be provided.

Skills & Attributes:

To be a successful team player, volunteers will possess:

- Composure to remain calm and dependable under pressure
- Good organization and attention to detail
- Facile communication skills, including computer & phone abilities
- Proficient typing ability

Interested Individuals who would have 2-8 hours/ day available just before, during and after an emergency can contact:

Mary Braun, Emergency Communications Co-Coordinator

E: mebraun1@outlook.com

P: 612-867-4873