Rural Adaptation

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CRO’s Role

Designated State lead for resilience.

- Resiliency and community recovery program
- Long-term recovery
- State and local technical assistance
- State investments and grants programs
- Metrics and targets
- Policy advocacy on federal resilience efforts
Have a vision!
Opportunity for creativity and experimentation
Public/private partnership paradigm shift: Let industry and small businesses play a lead role in economic response and recovery
  ○ Community examples:
    ■ Gunnison has created industry sector led subcommittees
    ■ Montrose partners closely with businesses to develop resources-has weekly business relief calls

Tourism and marketing/messaging
  ○ Communities will be at various stages of open and readiness to receive visitors
  ○ CTO has some awesome resources for PR and strategies for communication no matter what stage you are in

Community adaptation
  ○ Many communities are discussing opportunities to convert downtowns to pedestrian malls for the summer
  ○ Exploring code/zoning changes for various adaptations such as:
    ■ Using vacant lots for outdoor dining
    ■ Creating parklets on street where retail can sell outside
    ■ Enabling large vacant building to be converted into smaller retail/office space
    ■ Enabling easier access for food trucks
  ○ Exploring building consumer trust through health seal of safety for establishments which meet certain criteria
  ○ The CRO is launching a Community Adaptation Hub to share emerging adaptations across the state