

# Community Heart & Soul™



# Who We Are and What We Do

— Community —  
**Heart & Soul**<sup>®</sup>  
*Guided by what matters most*



# What is Community Heart & Soul?



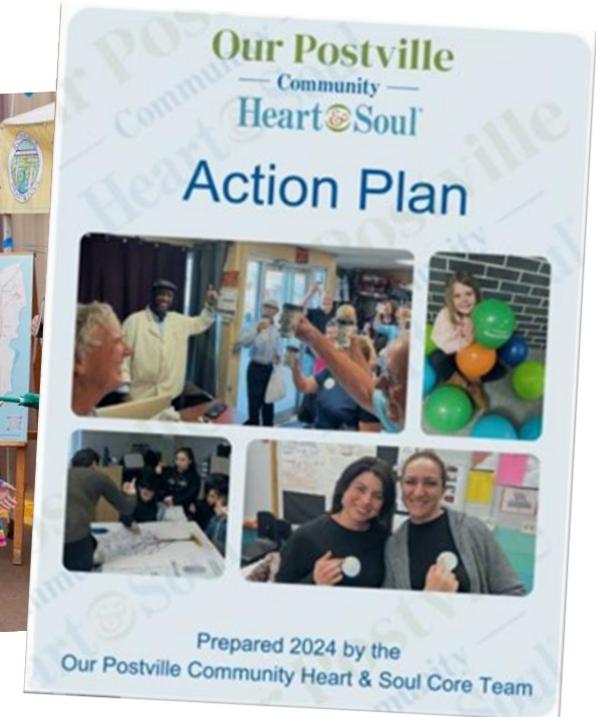
- resident-driven process, guided by a Coach
- engages the entire population of a town
- helps the community identify
  - **what they love most about their community**
  - **what future they want for it**
  - **how to achieve it together**



# Origin of Community Heart & Soul

# Summary of Community Heart & Soul Features

- People-centered
- Focused on relationship building
- Unique to each community
- Data-driven
- Action-oriented



# Three Principles



— Community —  
**Heart & Soul**<sup>®</sup>  
Project Roadmap



# Four Phases

## Imagine

### Phase 1

Heart & Soul teams are formed to build awareness, interest, and commitment in all segments of the community.



## Connect

### Phase 2

Stories are gathered from residents, leading to the development of Heart & Soul Statements that identify what matters most and reflect what they love about their towns.



## Plan

### Phase 3

Residents develop action plans to guide future town planning based on their Heart & Soul Statements.



## Act

### Phase 4

Heart & Soul Statements are officially adopted by town and city councils, incorporated into comprehensive and other plans, and are used to guide future policies and decisions.



# Connect

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