



CRITICAL RESPONSE GROUP

A Rodgers Group Company

PLAN. COMMUNICATE. LEAD.

Understanding and Communicating with CRGs



CRITICAL RESPONSE GROUP



A Collaborative Response Graphic (CRG) is a GeoRelevant™ highly-functional visual planning and response tool. With a Collaborative Response Graphic, the critical information contained in an entire emergency plan binder can be reduced to a single, easy to understand, geospatially accurate graphic. Personnel can plan, collaborate, and respond with a universal understanding of the emergency plan, operational area, and available resources and options. A CRG is commonly observed as a standard overhead image or map with gridlines superimposed over the imagery.

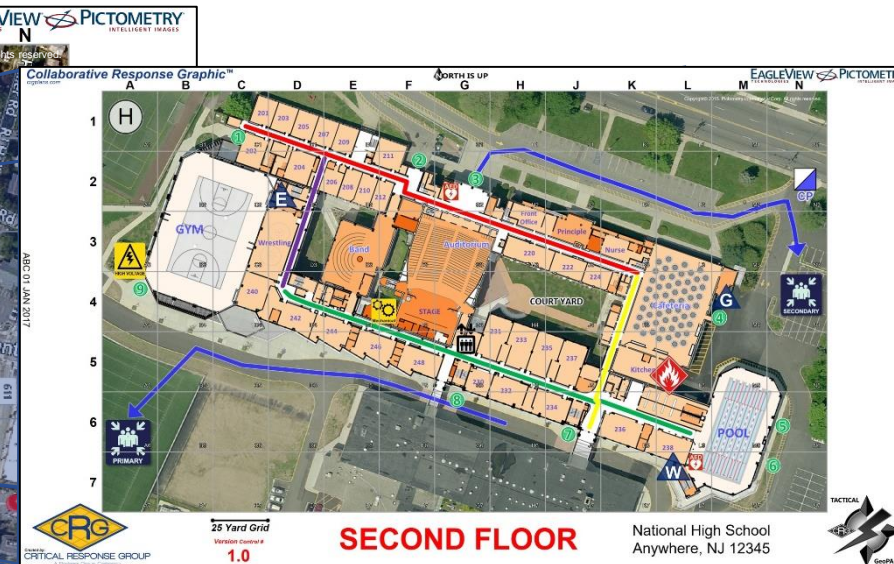
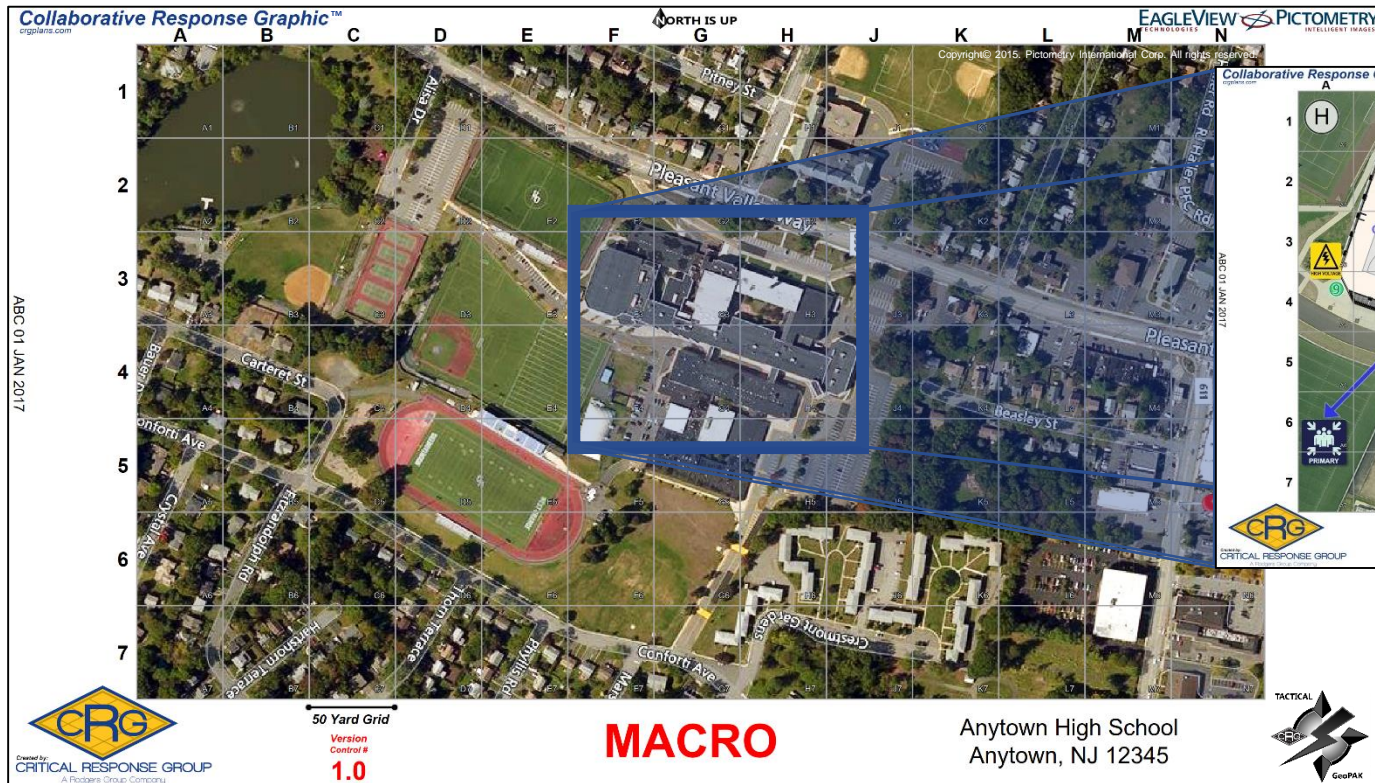
The product makes the complex look incredibly simple. That inherent simplicity is what makes a CRG such an effective communication tool. It allows faculty, staff, and first responders to rapidly understand the layout of the facility regardless of their familiarity with the building. This rapid comprehension combined with a clear, concise, common language allows for the fastest response to an emergency.

This short presentation will provide a general overview of CRGs including their component parts and how to effectively communicate using a CRG. For more information on how CRGs are revolutionizing emergency planning and response, please reference the [Critical Response Group White Paper](#) or our website at CRGplans.com



The Two Types of CRGs

Critical Response Group generates a MACRO and Micro CRG for each location.



Use the Micro(s) to understand the detailed structure of your building(s)

- View high-resolution imagery and floorplans as if you are directly overhead
- Use the overlaid alphanumeric grid to more rapidly communicate positions within and around the building
- Allows those with no previous knowledge of the facility to quickly understand the layout
- Use to direct assets when the situation dictates a change in tactics or operations
- Use it to find the best evacuation route in an emergency
- Use to communicate to first responders where you are as well as the current location of the incident

Use the MACRO to understand the outer perimeter of the entire property or location.

- Use for planning evacuation routes and assembly areas
- Plan traffic control points and traffic management
- Plan designated areas for arriving family members and media
- Quickly expand the operational area in emergent circumstances
- Quickly identify and communicate triage areas and helicopter landing zones
- Plan positions for command posts and supporting personnel and equipment
- Plan staging areas for contingencies

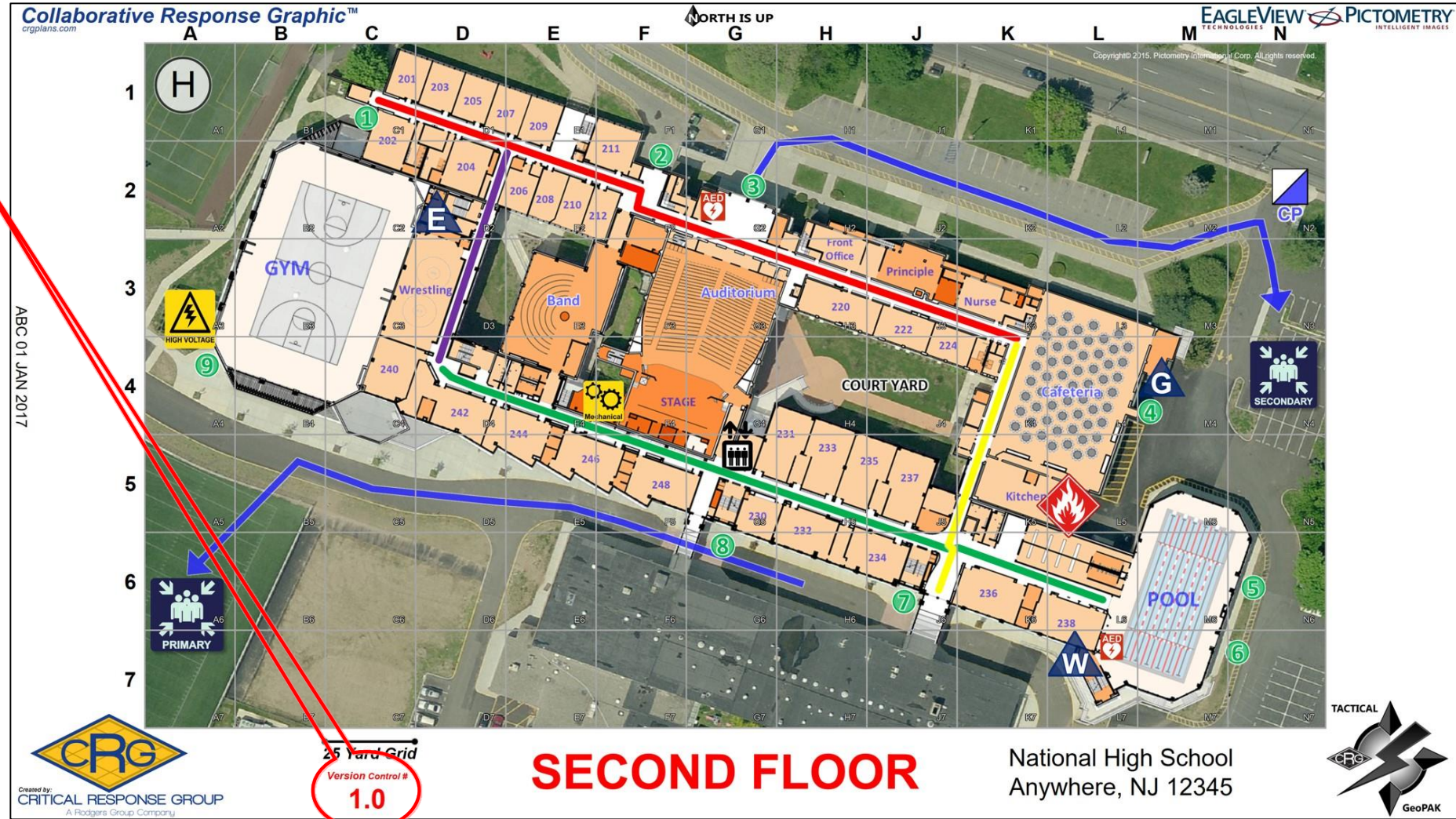


Version Control

This is the Version Control Number.

This number designates the version of the Collaborative Response Graphic being used and ensures that everyone is, quite literally, on the same page.

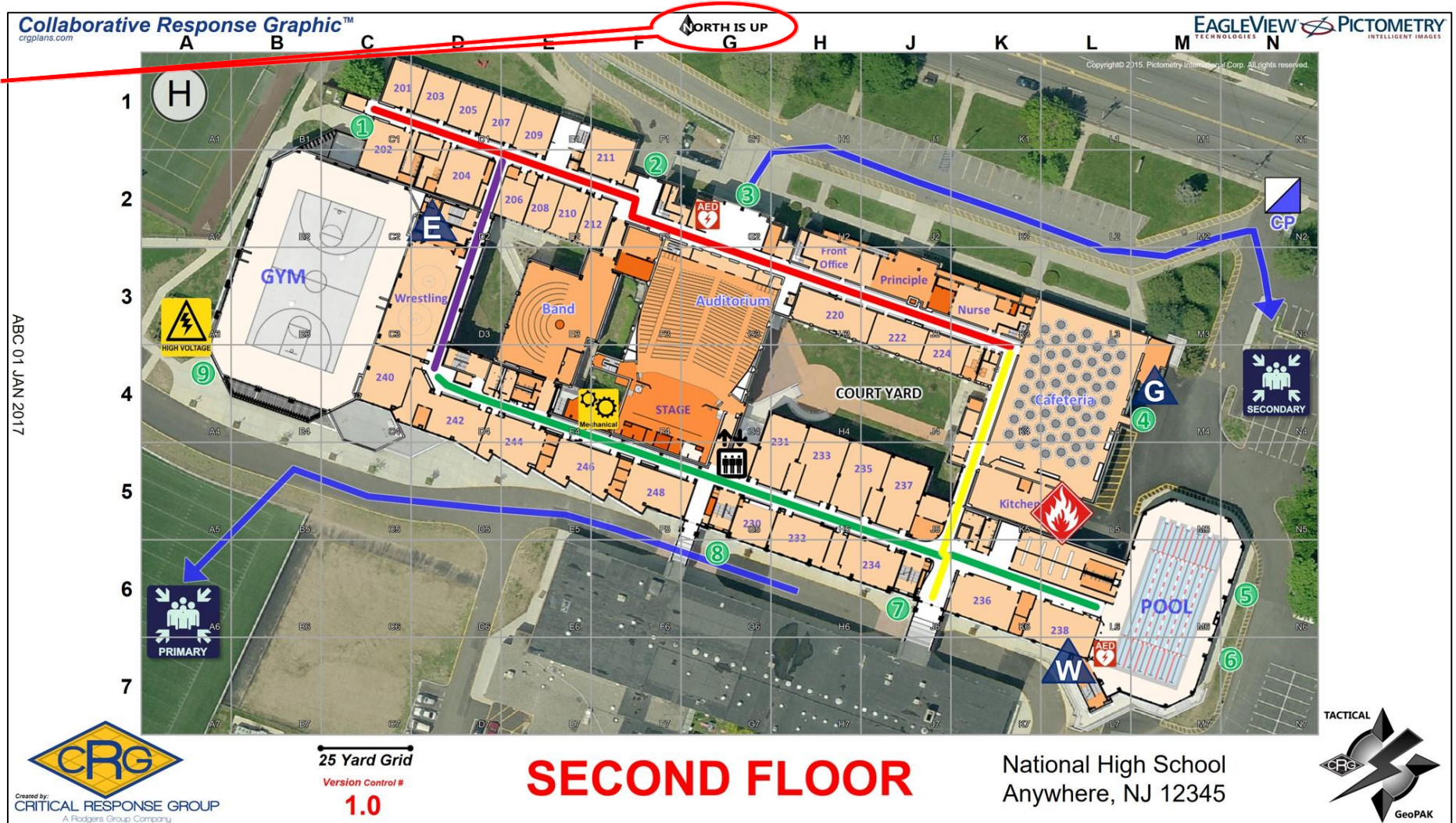
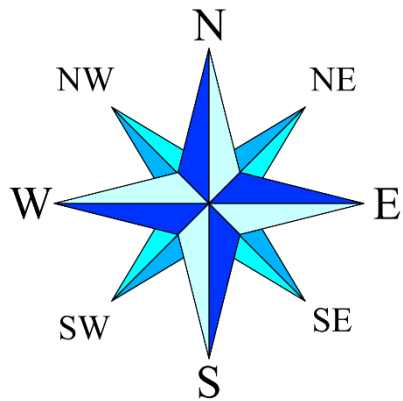
The version control number **must** be verified before a CRG is used for planning or operations to ensure that all personnel are using the most current version of the product.



Orientation

On a CRG North is always up.

This one absolute is the foundation for common communication as it allows for easy communication of cardinal directions.

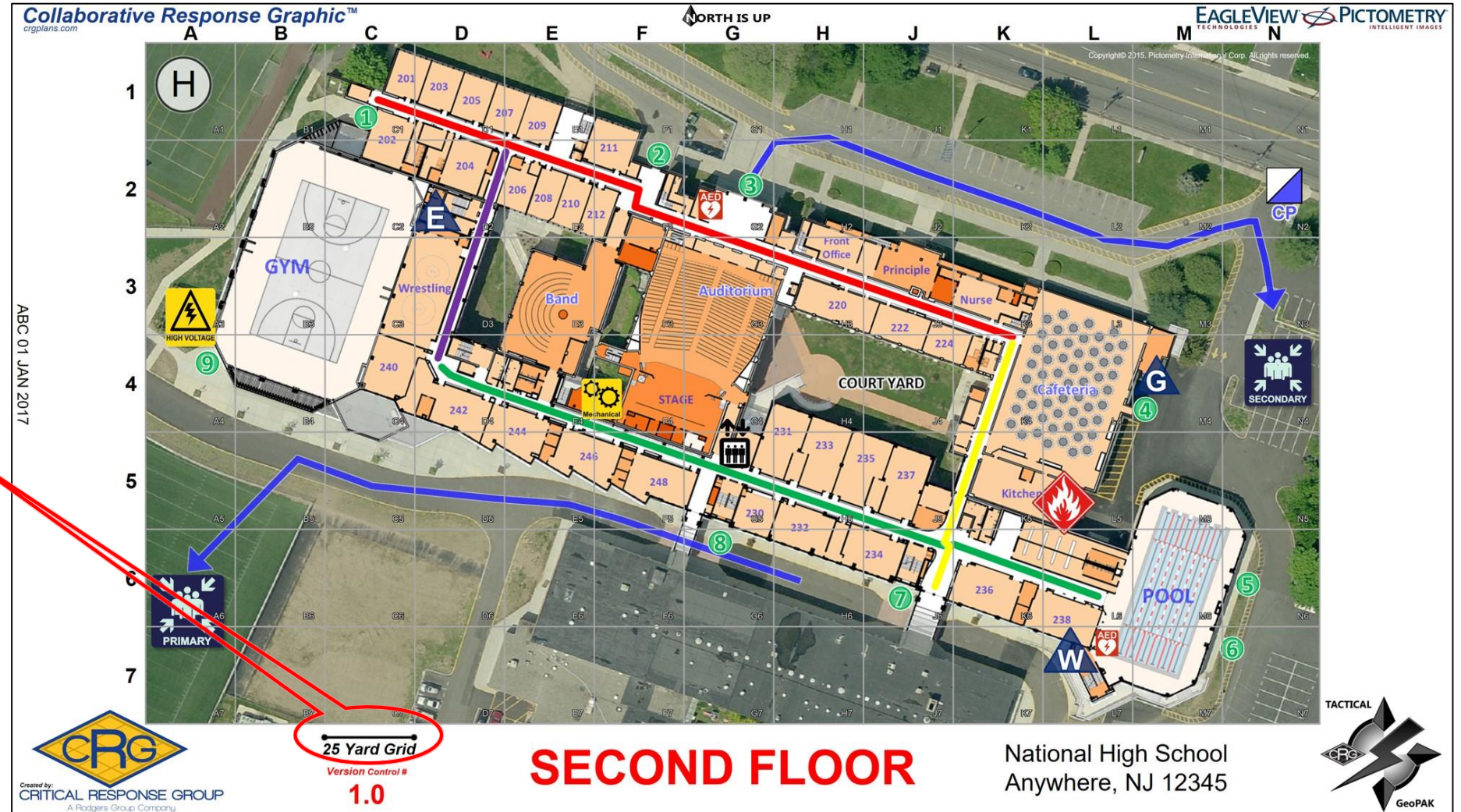




Grid Size

This is both the horizontal and vertical distance of each grid square. In this case, each grid square is 25 yards across and 25 yards from top to bottom.

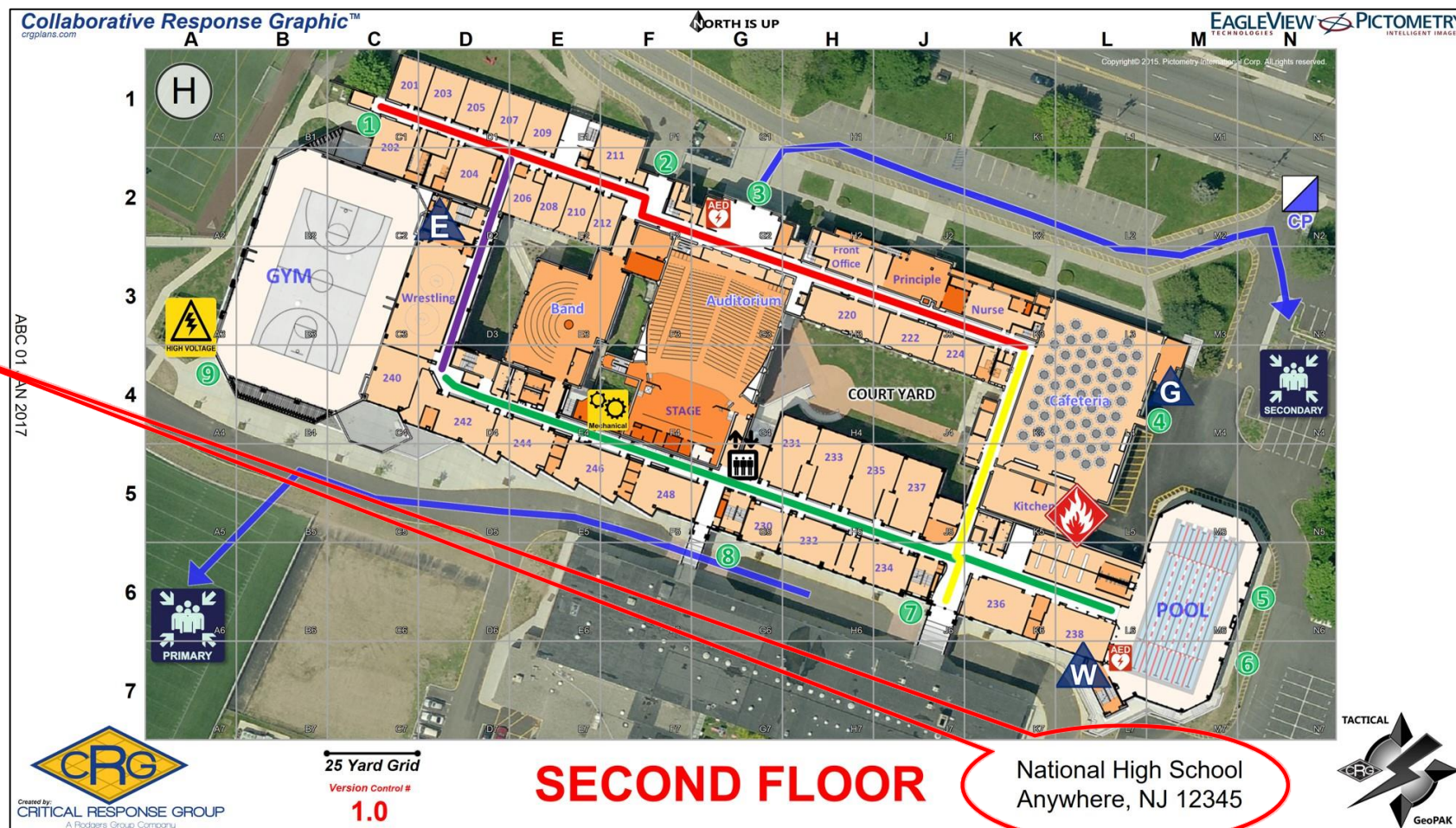
Grid squares can be used to visualize and communicate distances.



Location Identification

This is the street address and/or common name of the location depicted on the CRG.

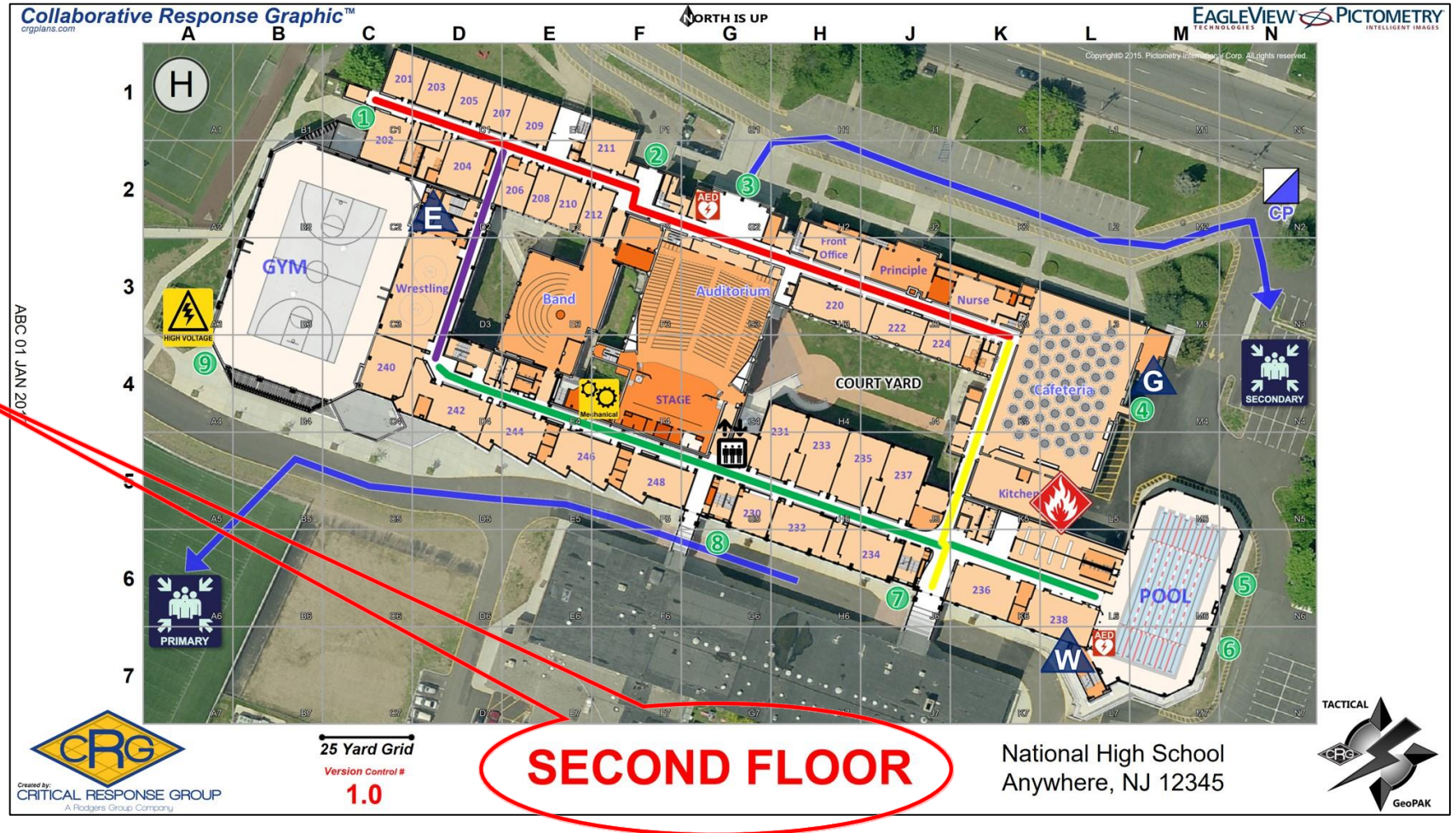
This should be used in conjunction with the CRG Product Designator and Version Control Number to ensure that all personnel are referencing the proper product.



Product Designator

This is the Product Designator.
This specifies a MACRO CRG or,
for Micro CRGs, the Floor
Number or level depicted on
the CRG.

This should be used in
conjunction with the address
or common name and Version
Control Number to ensure that
all personnel are referencing
the proper product.

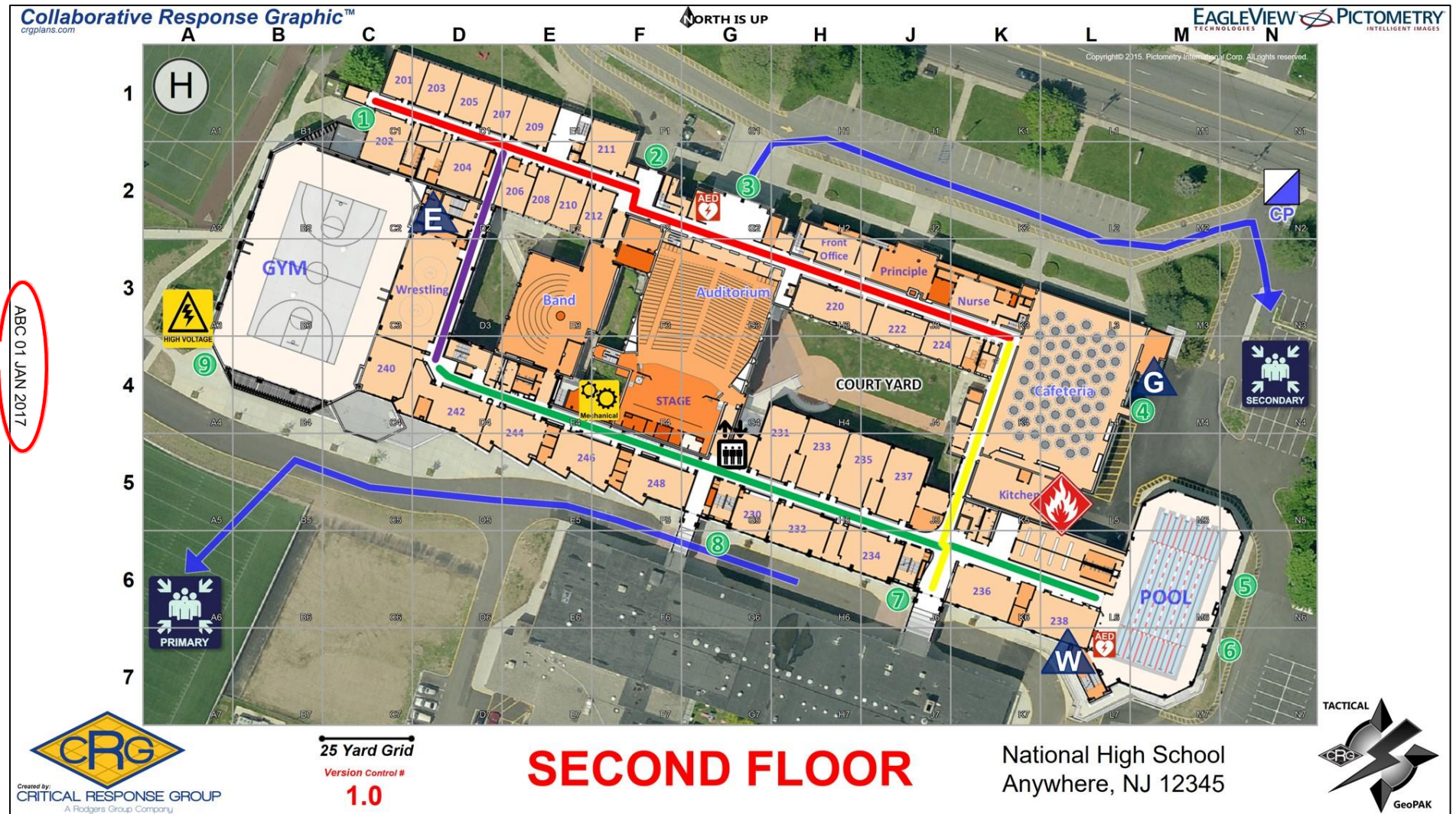


Product Creation Date

This is the date that
the product was
created
(DAY/MONTH/YEAR).

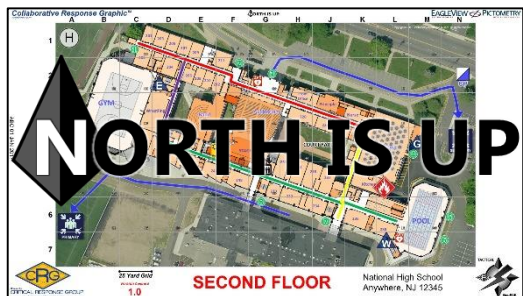
*This is not the date
of imagery capture.*

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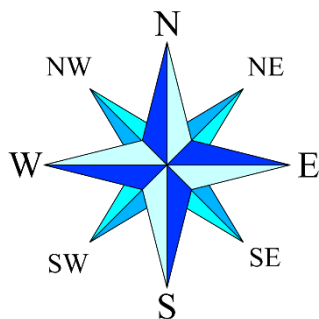
Communicating with a CRG



The first principle of a CRG is that the orientation of the map is always positioned with the top of the page being north. Sometimes a structure could be made to appear larger if it was rotated to better fit into the rectangular page. However, strict adherence to “North is always ‘up’” allows for consistent use of cardinal directions. When using cardinal directions, anyone who picks up a CRG knows that something to the left on the CRG is west; right is east; below is south; and above is north.

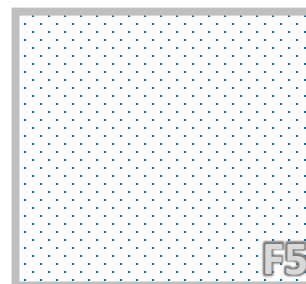
North, South, East, and West can then be combined to more accurately describe positions. Using North or South first, and adding East or West, gives the eight ways to describe location and/or direction:

- 1) North
- 2) Northeast
- 3) Northwest
- 4) East
- 5) South
- 6) Southeast
- 7) Southwest
- 8) West



Every CRG is made with a grid overlay to allow for rapid communication and identification using the subsequent grid squares. The horizontal rows are numbered, and the vertical columns are lettered:

Using this alphanumeric combination, small areas with no notable features can be rapidly and clearly identified and communicated. For example: “grid square F5.”



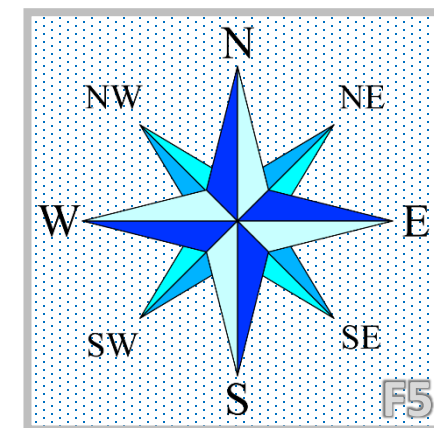
Grid Squares used in conjunction with cardinal directions, allow any point on a CRG to be communicated with just a few words. For example:

*The northern half of grid square F5

*Southeast corner of grid square F5

*Eastern edge of F5

*Dead center of F5



Next Steps

Now that you have your CRGs– how do you maximize their potential?

- ❖ Incorporate use of CRGs into your emergency action plan and associated policies
- ❖ Distribute copies of your CRGs to law enforcement, fire, and first aid agencies that could reasonably be expected to respond to an incident at your facilities
- ❖ Exercise and become familiar with CRGs by incorporating them into tabletop exercises and mandated emergency drills
- ❖ Contact Critical Response Group with any questions or concerns about your products