



Cities on Volcanoes 9
November 20-25, 2016
Puerto Varas, Chile

'Understanding volcanoes and society: the key for risk mitigation'



Strategic approaches to developing community planning and coordination for volcano hazards at the Cascade Range volcanoes, Washington State, USA

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In communities that are subject to hazards from Cascade Range volcanoes of the USA, public officials, emergency and land-use managers, first responders, and scientists participate in volcano hazard work groups that plan responses to volcanic activity within their jurisdictions and regions. These community-based work groups develop and exercise emergency coordination plans, and promote hazards education and internal coordination among infrastructure specialists. Each work group encourages involvement by representatives of organizations responsible for physical facilities required for operation of community infrastructure, including systems for transportation, communication, power, and water, as well as buildings used for public health, safety, and education. The list of potential work group members and stakeholders is large and the task of finding the most effective people and organizations for involvement is daunting. Many of the groups have existed for 10-20 years and original work group membership evolved somewhat randomly by personal or professional association or ease of availability. Gradually, tools borrowed from fields of marketing and organizational strategy have been used to aid stakeholder analysis, refining work group membership, and identifying tactics for success. The tools have helped groups to identify people with functional responsibility for information dissemination and hazard mitigation, as well as those who have a personal interest and stake in decision making. Public Learning Activities (PLAs) involving stakeholder mapping of infrastructure help group members to identify people and organizations that will be affected by hazards. Influence-interest grids maximize effectiveness through classifying people and groups by their ability and likelihood to promote risk mitigation. Diagramming stakeholder proximity to risk aids in development of audience-specific messaging. Pre-identifying stakeholders' common interests and concerns, and areas of potential controversy increases efficacy. Planning for success using professionally developed tactics for process planning, for public input, news media response, and for issues management all contribute to group proficiency and success.



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