

## Recommended Research Study by NORC

The reason for the research study is to provide a comprehensive understanding of Palisadians' desires, preferences, and options post-fire. This research will inform PPCC's advocacy vis-à-vis local, state, and federal officials to reflect resident's preferences. A credible, non-partisan research survey can be used to help PPCC more effectively advocate for government policies and funding.

Though peoples' initial response was to rebuild, with the passage of time people are becoming more aware of what their options actually are. People are realizing that "business as usual" cannot be how the recovery proceeds, and the survey will uncover what options or trade-offs people are willing to endure to rebuild the Palisades.

NORC, affiliated with the University of Chicago, is considered the "gold standard" of public opinion research. The lead researcher on this proposed survey directed NORC's research on community resilience and recovery after Superstorm Sandy.

There are three distinct phases to the research project: pre-survey, survey, and post-survey.

Pre-survey. The research project will begin with four focus group sessions: two with people whose homes were destroyed by the fire, and two with people whose homes still stand. These two groups have distinct issues. The benefit of focus groups is that they can uncover issues unknown to the research sponsors and NORC. Input from the focus groups will be used to determine the survey questions.

Survey. The survey instrument will be designed to be completed within 15 minutes and consist of approximately 50 questions. It will be an online survey. NORC will utilize USPS delivery databases as well as public and paid databases including tax, real estate, voter, and proprietary commercial and marketing databases. PPCC will assist this process by obtaining HOA databases.

Post-survey. Following analysis, a report will be generated containing executive summaries presenting the key findings and implications of the research. The final summary report can be either a narrative report or a PowerPoint deck. Because the situation in the Palisades is dynamic, the survey will be repeated approximately three to six months later to determine what perspectives are changing and what is remaining constant.

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