

LA Wildfire Recovery and Rebuilding: Understanding Pacific Palisades Resident Preferences and Priorities

NORC Proposal for the Pacific Palisades Community Council

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Agenda

1. Introductions
2. About NORC
3. Research goals and approach
4. Questions





NORC at the University of Chicago is an objective, nonpartisan,
research organization that delivers insights
and analysis decision-makers trust.



One of the largest U.S. independent research institutions

1,000

NORC Professionals

Researchers, Economists,
Data Scientists, Statisticians

1,500

Survey Interviewers

Skilled at discussing sensitive
topics with a variety of subjects

\$300M

Annual Revenue

Working with governments,
companies, and foundations

AREAS OF FOCUS

Health Care & Public Health | Education & Child Development

Economics, Justice & Society | International Programs

Statistics & Methods | Public Affairs & Media Research

NORC brings decades of experience and expertise in research design and execution



Tailored approaches: ranging from small local studies to county- and statewide studies to large longitudinal and cross-sectional national studies



Wide range of clients: federal, state, and local government agencies, foundations and nonprofits, media organizations, and others



Strong collaboration: finding the optimal approach to data collection based on research needs, resources, the population, and survey complexity



Specialized expertise: national reputation for successfully surveying, interviewing, and recruiting an array of respondents especially **hard-to-find and hard-to-engage populations**

NORC is a trusted provider of federal data and statistics. We conduct many of the nation's largest and most relied-upon studies, informing countless policies and programs.



National Survey of **Early Care & Education**



National Longitudinal Survey of Youth | 1997

For over a decade, NORC has invested in building its research presence in California and has research staff and projects across the state.



Los Angeles Times



Office of Medicare Innovation and Integration



Experience with conducting research to inform disaster preparedness and recovery



MAPPING CALIFORNIA
NEIGHBORHOODS AT RISK
FOR DISASTER EVENTS TO
IMPROVE COMMUNITY
RESILIENCE



SURVEY OF COMMUNITY
RESILIENCE IN THE WAKE OF
SUPERSTORM SANDY



EVALUATION OF RED CROSS
HOME FIRE CAMPAIGN

Research Goal and Approach

Research goal: Measure Pacific Palisades residents' preferences and priorities for recovery & rebuilding.



We will collect information about ideal preferences and choices under different conditions and tradeoffs

Focus will be on residents' priorities, values, and sensitivity to constraints



Results will be actionable for decisionmakers in community organizations, private sector investment, and government institutions as they consider policy and appropriations options

NORC proposes a 3-phase research approach:



1

**Focus groups to inform
a well-designed survey
instrument**

- Four 60-minute focus groups with 6-8 residents from the Pacific Palisades community



2

**Survey to generate
high-quality evidence
of resident preferences**

- 15-minute survey (50 items) available to the full population of residents



3

**Ongoing measurement
to capture the dynamic
situation**

- Repeating the survey at least once, and more often if possible

Phase I: focus groups will ask about a range of topics to inform the survey content.

NORC will work with PPCC to recruit focus group volunteers and determine if groups should be in person or by zoom, or a mix.

We will deliver a focus group findings memo that highlights key themes across sessions, with implications for survey development.

Sample focus group topics

Experiences after the fire and current living situation

Awareness and understanding of different options and timelines for rebuilding, selling, resettling

Resident priorities and primary factors influencing decisions

Organizations, institutions, and individuals that residents are aware of and relying on for assistance

Citizen confidence in the ability of federal, state, and local governments to address the planning and implementation of recovery and rebuilding

Residents' general outlooks, emotional states, and tolerance for different rebuilding scenarios and timelines

Phase 2: NORC will conduct the survey.

- NORC will take a multiprong approach to building the full population frame of approximately 10,000-11,000 addresses in collaboration with PPCC.
 - HOA lists plus NORC expertise with GIS, USPS Delivery Sequence File, tax, real estate, voter, proprietary commercial and marketing databases
- We will invite every Pacific Palisades household for whom email and/or mobile phone numbers are available.
- Survey questions based on focus group findings and brief scan of the literature.
 - Programmed on-line, optimized for desktop, tablet, and mobile devices
 - May offer \$5 incentive or charitable donation for survey completion

NORC will develop an outreach strategy.

- Using an email and text message outreach strategy to reach as many as possible.
- Work with PPCC on compelling branding and recruitment messaging.
- If needed, NORC will work with PPCC on a strategy for outreach through HOAs or other community organizations if response rates are lower than needed for analysis.

NORC will analyze and summarize results.

- NORC will conduct a comprehensive analysis of the survey data to synthesize and summarize it into a research report.
 - We produce visual & accessible reports for non-technical audiences
 - Presentation of actionable findings to inform communications, policies, and appropriations
- We will provide a draft for PPCC's input and incorporate it into a final report.
- NORC does not advocate for policies, positions, or programs, and our objective reporting of the data ensures credibility of the findings.

Phase 3: ongoing measurement to capture the dynamic situation.

- Our current proposal includes a second survey to capture additional information about how residents' experiences may have evolved.
 - We will work with PPCC to determine the appropriate interval and adjustments needed for the survey
- We recommend updating and repeating the survey at least one time and preferably at several intervals to align with the dynamic situation.

Proposed Timeline

Task	Timeline
Focus Groups	4-6 weeks
Questionnaire Development & Sample Locating	3-4 weeks
Survey Data Collection	6-8 weeks
Analysis & Report Writing	3-4 weeks

Subsequent survey waves would require two to three months to deploy – including the questionnaire redesign, the data collection, and the analysis and reporting.

Questions?



Thank you.

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 **NORC** at the
University of
Chicago