

Motion for Retention of NORC to Conduct Survey of Community Opinion

Approved by the PPCC Board on May 8, 2025

“The Board of Pacific Palisades Community Council (PPCC) approves the retention by the Executive Committee, on the recommendation of the PPCC Rebuild Committee, of NORC (formerly known as the National Opinion Research Center), to conduct a professional survey of Palisades community opinion regarding the reconstruction of Pacific Palisades (Survey), pursuant to the NORC Business Plan Proposal to PPCC of March 6, 2025, and further agrees to provisionally commit \$50,000 from the funds donated to PPCC by the California Community Fund toward the total cost of the Survey (approximately \$172,750); provided that sufficient funds for the balance of the cost of the Survey (approximately \$122,750) are also donated or made available to PPCC, to be determined by the Executive Committee.

“The work on the Survey shall be overseen by the Rebuild Committee, which shall report regularly to the Executive Committee and PPCC Board on the status and progress of the Survey.”

Background information:

Summary: <https://pacpalicc.org/wp-content/uploads/2025/04/NORC-Executive-Summary.pdf>

NORC Proposal: <https://pacpalicc.org/wp-content/uploads/2025/04/NORC-Research-Proposal.pdf>

NORC Slide Show / Presentation to Rebuild Committee 4/18/25:

https://pacpalicc.org/wp-content/uploads/2025/04/pdfhandler.ashx_.pdf

NORC information/website: <https://www.norc.org/>

“NORC delivers objective nonpartisan insights and analysis decision-makers trust.”