

Security, Energy, and Environment



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Issues in the security, energy, and environment domains are often interrelated and create complex, multifaceted challenges for our society. Experience has shown that interdisciplinary approaches are often far more effective than single methods when it comes to global challenges like climate change, fossil fuel depletion, deforestation, or infrastructure vulnerabilities.

Committed to this integrative philosophy, NORC's Security, Energy, and Environment (SEE) department provides crucial services that address the most pressing problems in these domains, including:

- **Independent Research** that provides data to people who make key decisions
- **Objective Analysis** to inform public policy and drive behavioral change
- **Facilitation** for the innovative exchange of ideas
- **Thought Leadership** to bring new and original ideas to projects and the fields in which we work

SEE draws upon NORC's core strengths in data collection, analysis, and dissemination, as well as policy analysis, program support, and evaluation. In providing these services, the department informs the work of governmental and nonprofit groups, helping to shape policy formulation and implementation, while fostering the widespread behavioral change necessary for programs to succeed.

Recent efforts include collaboration on green building practices as a member of the National Institute of Building Sciences (NIBS) Consultative Council and behavioral research on terrorist activity as a partner with the Center for the Study of Terrorism and Responses to Terrorism (START).

SEE's work is also shaped by two key initiatives: First Responder Individual Engagement and Network Development (FRIEND) and the Security, Energy, and Environment Working Group (SEEWG). These collaborations, which SEE launched and continues to support, bring together individuals and public and private organizations to address issues of security, energy, and the environment. Key topics include transportation, food safety, climate change, and energy delivery and consumption.

The SEE team is committed to delivering objective, data-driven insights for informed decision making.

Areas of Expertise:

Facilitating behavioral adaptation
Transportation mode choice

Security

Community resilience
Critical infrastructure risk analysis
Cybersecurity
Emergency management and first response
Terrorism perception and momentum

Energy

Alternative energy policy
Energy consumption
Energy efficiency

Environment

Climate change
Ecosystem vitality
Environmental health
Land management and administration
Toxic substances

Major Capabilities:

Study design and methodology
Data collection
Evaluation and performance measurement
Program monitoring
Policy analysis and recommendations
Qualitative methods
Dissemination and knowledge management
Biomeasure and environmental data collection
Statistical design and analysis



Sample Projects

Residential Energy Consumption Survey. The Residential Energy Consumption Survey (RECS) Household Survey is a research program for the U.S. Department of Energy's Energy Information Administration. NORC collects information from households regarding uses of energy, behaviors and housing characteristics that affect present and long-term uses of energy, and the size of household energy bills. RECS data are critical to a broad range of stakeholders in the energy and environmental fields, as these data form the foundation for programs such as the Leadership in Energy and Environmental Design (LEED) and Energy Star.

Development of Community Resilience Metrics. Increasingly, preparedness priorities are being placed on community-based approaches to resilience, where the strength of community networks plays a major role in overall strength. The SEE team is working with the American Red Cross to help communities measure and improve their community-based resilience. NORC also is developing metrics to measure baseline and change over time in community resilience. These metrics will help to evaluate the effectiveness of disaster preparedness and resilience strategy at the community level.

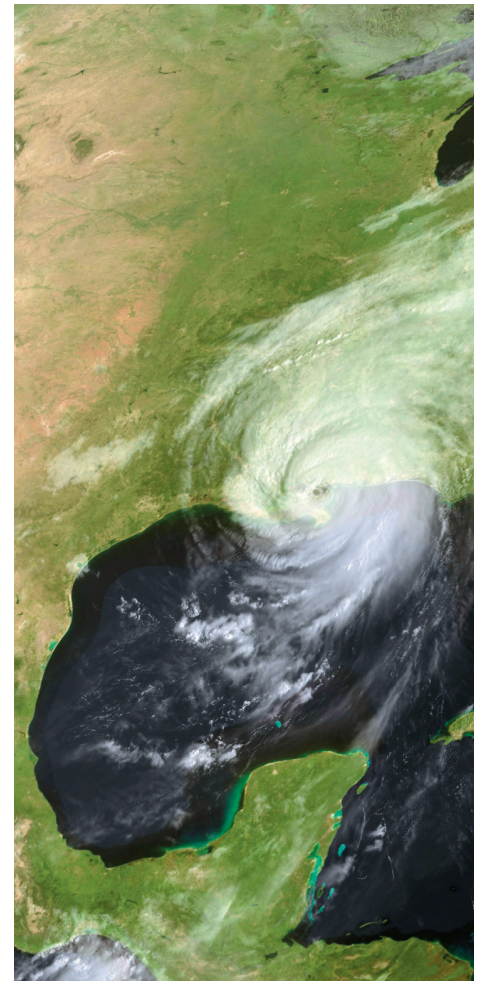
Civil Liberties and Security: 10 years after 9/11. In this inaugural study from the Associated Press-NORC Center for Public Affairs Research, SEE co-directed a nationally representative survey of more than 1,000 Americans, examining the impact of 9/11 on the way Americans live their lives today. This survey explored public opinion about national security and the rights that define the American way of life, asking citizens to weigh the costs and benefits of civil liberties and security. The study received wide coverage in the mainstream press, with over 3.6 million readers and online viewers. Additionally, the study has already been used in at least one national policy conference.

Argonne National Laboratory Impact Evaluation. In collaboration with Argonne National Laboratory senior leadership, SEE completed Phase One of an objective evaluation of the impact of Argonne's scientific and technological research. SEE analyzed Argonne's formal evaluative framework for discrepancies between the stated needs and values of its stakeholders, both within and beyond the Chicago area.

WHOIS Registrant Identification Study. The SEE department performed the WHOIS Registrant Identification Study for the Internet Corporation for Assigned Names and Numbers (ICANN), an international, not-for-profit community dedicated to keeping the internet secure, stable, and interoperable. SEE extracted internet content via a customized web-bot (the NORC-BOT) to develop a representative sample of generic top-level domain names. SEE also classified registrant names and organization data, analyzed available content and activities of each sample entity, as well as analyzed interrelationships among entity types and activities. The study will help the ICANN community meet its goals and better understand the variety of correlations and their implication on policy.

First Responder Individual Engagement and Network Development (FRIEND). First responders play a critical role in securing public safety and infrastructure after natural disasters, terrorist attacks, and other catastrophic events. These types of response efforts require a great deal of cross-jurisdictional planning, logistics, training, and communications. NORC is positioned to bring thought-leading innovation to the field of emergency response through this internal initiative. The FRIEND project brings together a multidisciplinary team that includes leaders in emergency response, policy makers, community volunteer responders, information technology specialists, engineers, and social science researchers with the goal of innovating research and practices in disaster response.

Lead in Soil Immobilization Project. The SEE department has partnered on a Small Business Technology Transfer (STTR) grant from the National Institutes of Environmental Health Sciences at the National Institute of Health. The objective is to reduce the risk of lead poisoning in children by developing an inexpensive, commercially viable treatment that permanently reduces bioavailable lead levels in soil. SEE's small business partner is leading with the benchscale testing of an innovative soil treatment, while NORC is assessing stakeholder awareness of lead in the soil, interest in lead remediation, costs, and perceived barriers to use. The project's primary outcome will be the identification of the best combination of an effective in-situ treatment product with potential user interest.



Other Projects

Modeling the Impact of Urban Evacuation on Surrounding Jurisdictions

Migrant and Seasonal Farm Worker Preparedness Planning

Economic Growth, Social Change, and Environmental Change in Thailand and Cambodia

Measurement Errors in Environmental Epidemiology

Department of Veterans' Affairs Office of Rural Health, Policy and Planning Group

Evaluation of Advancing System Improvements to Support Targets for Healthy People 2010 Program

National 2009 H1N1 Flu Survey

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Security policy and technology; emergency preparedness, response, and mitigation; community resilience and sustainability; defense technology application and technology transfer; megacommunity engagement

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Impact assessment, transportation mode choice, transportation survey methods

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Energy policy and technology; energy security; gas and oil recovery; alternative fossil production; homeland security; defense; emergency preparedness and response; environmental protection and remediation; climate change mitigation and adaptation

Molly Jones
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Metrics development; community resilience; human and environmental security

Matthew Kozey, J.D.
Principal Research Analyst

Energy law and policy; regulatory and policy structure of wholesale and retail domestic electricity markets; legal frameworks for greenhouse gas emissions regulation

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Senior Research Analyst

Emergency response needs analyses and network development; perceptions on terrorism and terrorism momentum; cyber infrastructure security and risk analysis; program evaluation and management; financial analysis; business operations; systems analysis

Mike Magoon, Ph.D.
Research Scientist

Behavior analysis, research design; environmental policy analysis; community resilience and sustainability; multisector engagement; behavior-technology interactions; behavioral adaptation to security, energy, and environmental issues, policies, and technologies



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