

Disaster-Driven Outreach Analysis

Q3: Community Context & Disaster Exposure

This analysis combines outreach call records with FEMA disaster declarations to assess whether outreach strategies were informed by disaster history and community vulnerability. The insights below validate targeting intent.

1. Outreach Followed Recent Disasters

By calculating 'post_disaster_outreach', we confirmed that calls often occurred after a county's disaster began. Counties like Lake, El Dorado, and Shasta saw outreach spikes post-disaster, supporting the idea of reactive, timely outreach.

2. High-Risk Counties Got More Calls

Counties with frequent FEMA declarations-such as Riverside, Butte, and Tuolumne-received more total calls and longer conversations. This suggests data-informed prioritization of historically vulnerable geographies.

3. Demographic Targeting Based on Risk

Age groups 31-75 and ethnic groups associated with rural or exposed communities (e.g., SS, AR) saw more outreach post-disaster. This aligns with outreach strategies tuned for vulnerability and access challenges.

4. Temporal Alignment with Disaster Seasons

Monthly trends show outreach volume peaks aligned with disaster declarations, especially during wildfire season. This demonstrates calendar-based scheduling of outreach to maximize relevance.

Conclusion

The integration of FEMA disaster data reveals that outreach was not random. It was strategically timed and geographically focused, with demographic considerations based on community risk. This validates that targeting strategies were evidence-based and context-aware.