

Wildfire R1 CIC Pilot Interviews

Fill in the Interview Tracker and use this for reference information on each stakeholder:

* Required

How to generate the submission form
Remember to click 'Send' button, then the Link icon tab, 'Copy' button, to copy the Link, and then open link/form in new browser to have form in 'Fill-In'/submission mode.

1. What's your name? *

2. What is your role in the interview today? *

Mark only one oval.

- ☐ Lead interviewer
- ☐ Verbatim Note taker
- ☐ Key Take-aways Note taker
- ☐ Support interviewer

3. Note take affiliation : CU or Deloitte? *

Mark only one oval.

- ☐ CU Earth Lab
- ☐ Deloitte

4. What is the Organization that you are interviewing? *

5. What is the Interviewee's name? *

6. What is the Interviewee's title? *

7. User Archetype - Sector *

Check all that apply.

- ☐ Public
- ☐ Non-Profit/Volunteer
- ☐ Private

8. User Archetype - Domain of Interest *

Check all that apply.

- ☐ Local
- ☐ State
- ☐ Regional
- ☐ Tribal Nation
- ☐ Federal
- ☐ International

9. User Archetype *

Mark only one oval.

- ☐ Emergency Responders
- ☐ Public Information Officers
- ☐ Land Use/Asset Planning
- ☐ Recovery
- ☐ Resilience Planning
- ☐ Land Managers (lower Priority)
- ☐ Policy Implementation / Enforcement

10. What space does the interviewee work in? *

Check all that apply.

- ☐ pre-fire resilience planning and mitigation to
- ☐ active fire response and public engagement to
- ☐ post-fire recovery

[5 minutes] -

First, thank you so much for taking this hour to talk with us today.

Next, we'd like to take a couple minutes to introduce ourselves

Our joint team from CU Boulder and Deloitte is looking to create analytics of value to help in wildfire resilience planning, response, and recovery efforts. In this first round of interviews, we are looking across many organizations to understand key information of value to improve decision making. Once we identify common information gaps and challenges, we will work with stakeholders, like yourself, in the ideation, design, and creation of analytics solutions.

Today's goal is to better understand the management and organizational systems in the wildfire decision space and to identify current challenges from:

- * pre-fire resilience planning and mitigation to
- * active fire response and public engagement to
- * post-fire recovery

We are approaching this conversation from an exploratory perspective and are truly curious about the decisions made within your organization, how they are made, and where there might be areas for improvement.

FORMAT: For the format of this interview, so you know what to expect, we have about a dozen questions lined up, and we're hoping to take about 2 minutes per question to make sure we hit all the important areas we'd like to learn about! So please let us know if you can't make the full hour and we'll adjust accordingly!

Interviews
- Round 1
Preamble

All responses will be anonymized in the synthesis of key insights. We would like to take notes and an audio recording to support note taking and synthesis after the discussion. Is this alright with you?
[PAUSE - DELOITTE TO START AUDIO RECORDING (SAVE TO ONE DRIVE FOLDER AFTER INTERVIEW ENDS.)]

Thank you! Let's get started.

Interview Questions

11. [1-2 min] Can you tell me a little about yourself, and about your role and responsibilities in the organization.

12. [3 min] What keeps you up at night?

13. [3-4 min] Tell me about the company or organization you work for. [PROBE: What is the mission of your organization? What does the company do? How do they organize themselves (org structures)? Who do they serve? How do they serve? Who do they partner with? What information is important to you and your role when doing x?]

14. [3-4 min] Key Performance Indicators: What indicators do you use to measure success in achieving your organization's mission? [PROBE: For example, less X (lives lost) or more Y (e.g. more fires contained in less than 2 days)?]

15. [3-5 min] Decision Context: What decisions are made by your organization to achieve their desired impact? [PROBE: For example, to reduce lives lost we decide to evacuate early.]

SHOULD BE 1/4 WAY DONE

16. [3-5 min] Decision Context: How are those decisions made? [PROBE: Seek to understand how the management structures work within their organization.]
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17. [3 min] Decision Context: Who is responsible for making each of those key decisions in your organization? [PROBE: certain groups within the organization who have the authority and responsibility to make those decisions.]
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18. [3 min] Decision Context: What are the driving motivations for making those decisions? [PROBE: Are there any motivations such as policy mandates, shareholder expectations, or budget mandates driving decision making?]
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19. [3 min] Decision Context: What is the source of funding once you decide to take action? [PROBE: If your decision requires increased funding, where do you get that funding from? Does this have a dedicated budget?]
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20. [2-4 min] Process Knowledge Mapping: On what information do your decisions rely and what conditions make that information useful (e.g., latency, accuracy, etc.)? [PROBE: For example, for the XX decision you mentioned, what information is needed? Is there any information missing that you would like to have to better inform how you make that decision?]
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21. [3-5 min] Decision Context: What current technologies/tools are you using, piloting, exploring, or considering using to inform those decisions? [PROBE: What do you like or dislike about those technologies/tools? How would you change or improve them? What features or solutions do you (and your teams) need that you need / do not currently exist?]
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SHOULD BE 1/2 WAY DONE

22. [2-4 min] How do you think information on public and community communications, like through social media, could be used as a tool to support the decisions we've discussed? [PROBE: In what ways would you find that information useful? What barriers, if any, do you see to using social media data as a basis for extracting that information? Would you trust this data source? How would you weight this information in comparison to other information?]

23. [2-4 min] How do you think information on things like fire risk, community and population exposures, mapping of fire progression or fire event information could be used to support your decisions? [PROBE: In what ways would you find that information useful? What barriers, if any, do you see to using image or raster-based data? Would you trust this data source? How would you weight this information in comparison to other information?]

24. [10 min] Process Knowledge Mapping: What are the greatest challenges you face in your role? (What are the current limitations of the existing decision-making approach? What would improve this process?) [PROBE: What makes your job difficult? What are the greatest challenges you face relating to information? How do you think these problems could be solved? What would make your job easier?]

SHOULD BE 3/4 OF WAY DONE

25. [3-5 min] Process Knowledge Mapping: Now we want you to think outside the box, into the "art of the possible." Imagine an ideal world, where there were no resource constraints, and any information or tools were available to you. As compared to how it is, can you describe an ideal world/process of how things could function if things went smoothly and you had more tools/resources/data/analytics/information available? [PROBE: Illustration of an ideal solution or scenario and probe them to think outside the box, ignoring resource constraints. Focus on PROCESS first then TOOLS second.]

26. [3 min] OPTIONAL (if not already covered in company mission overview) - Process Knowledge Mapping: Who are your stakeholders - either people you interact with the most or are accountable to? [PROBE: Try to illustrate an organizational chart and process flow/journey map of how information, funding, and actions flow from one level to another]

27. [5 min] OPTIONAL FREE FORM --- Story Capture(can jump here at any point): Is there an example or story you can tell that describes the challenge or pain point you face? (Illustration of the pain point)

28. OPTIONAL ADD-ONS IF TIME: Probe further into potential biases by suggesting comfort or excitement with different types of solutions. You mentioned you do x and y for your job. Can you walk me through that a bit more? I'd like to know what a day looks like in your role. Can you walk me through a day? Can you walk me through a fire from when you first predict or hear about it, to a few months after the fire is out?

Closing & Follow-up

29. [1 min] Who else should we be talking to in this space? PROBE: Are there POCs for the decision makers? The funding organizations? Common tech providers? Others?

30. [30 sec] We will be sharing a quarterly newsletter with interview participants and stakeholders to provide updates on our team's progress. Would you like to receive this newsletter? If yes, can we use the same email we have used to contact you for scheduling this interview?

Mark only one oval.

- ☐ Yes, same email -
- ☐ Yes - new email: _(List in Other))
- ☐ No
- ☐ Other: _____

31. [30 Seconds] Would you be willing for a follow-up interview to discuss initial prototypes and our ideas for solutions in this space?

Mark only one oval.

- ☐ Yes
- ☐ Yes and I'd like other members of my team to be part of those prototyping conversations - list in other
- ☐ No
- ☐ Maybe
- ☐ Other: _____

32. [1 min] Are there any other items we haven't discussed that you'd like to share with us?

33. [30 sec] Are there any questions you have for us before we close?

Closing
Remarks

Thank you for your time! We will be in touch with you in the future about a potential follow-up conversation as well as any outputs from our exploration today.