

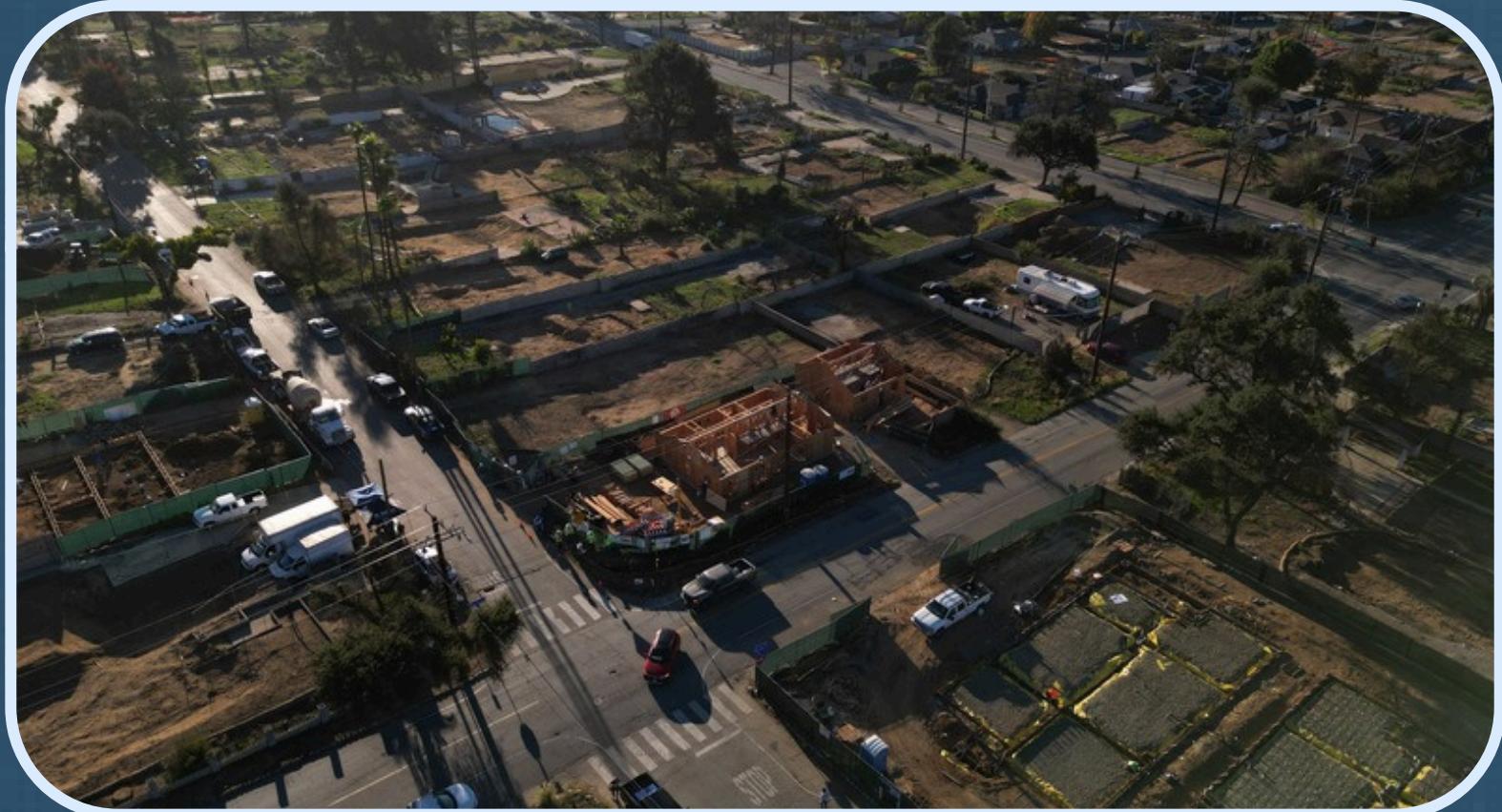
# THE ALTADENA RECOVERY: Who Gets to Come Back?



Webinar  
06 January, 2026



# Agenda Overview



- 01 Welcome
- 02 Recovery Research Findings
- 03 Panel Discussion
- 04 Audience Q&A



## PRESENTERS



**SILVIA GONZÁLEZ**

DIRECTOR OF RESEARCH  
UCLA LPPI



**GABBY CARMONA**

SENIOR RESEARCH ANALYST  
UCLA LPPI

## PANELISTS



**LORI GAY**

PRESIDENT & CEO  
NEIGHBORHOOD HOUSING SERVICES OF LA COUNTY



**KATIE CLARK**

ORGANIZER & CO-FOUNDER  
ALTADENA TENANTS UNION



**JOY CHEN**

EXECUTIVE DIRECTOR  
EATON FIRE SURVIVORS NETWORK



**DIANA GONZALEZ**

ALTADENA SMALL BUSINESS OWNER  
CACTUS FOODS

# Eaton Wildfire

## OVERALL IMPACT



### Burn Zone

**14,000** acres burned

**10,500** structures damaged or destroyed



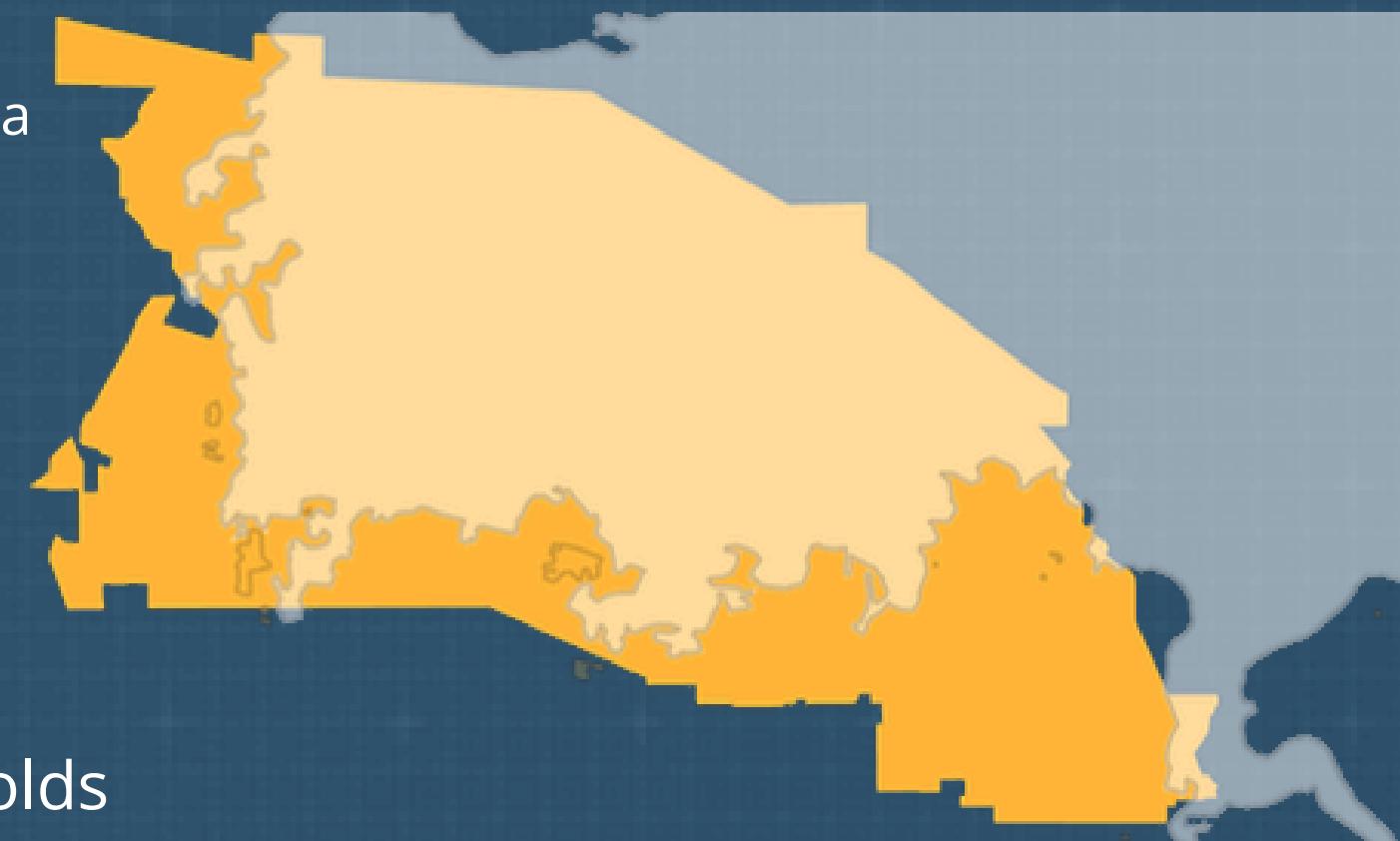
### Population

**216,465** individuals were at risk of displacement or displaced

## ALTADENA IMPACT

City of Altadena

Fire Perimeter



### Population

**15,291** households

# Altadena Diversity

## RACIAL DIVERSITY

**51 percent**  
of households were  
nonwhite

- 49% White
- 20% Latino
- 18% Black
- 7% Asian
- 6% Other

## HOME OWNERSHIP

**70 percent**  
of nonwhite households  
were homeowners

## ENTREPRENEURSHIP

**1,097 to 4,348\***  
private businesses  
\*includes home-based

Sources: Silvia R. González, Paul M. Ong, and Chhandara Pech, "Impacts of the January 2025 Wildfires on Businesses: The Local Business Landscape in Altadena and the Pacific Palisades Before the Wildfires" (UCLA Latino Policy & Politics Initiative, University of California Los Angeles, Los Angeles, October 2025), [available online](#); Paul Ong, Chhandara Pech, Lorrie Frasure, Samyu Comandur, Eric Lee, and Silvia R. González, "LA Wildfires: Impacts on Altadena's Black Community Rapid Response Data Brief" (UCLA Latino Policy & Politics Initiative, University of California Los Angeles, Los Angeles, January 2025), [available online](#).

Note: No single data source provides a complete or fully consistent picture of the local business landscape. To address this limitation, we draw on three business directories—AtoZdatabases (AtoZ), Data Axle, and Dun & Bradstreet (D&B)—each of which captures different segments of business activity. As a result, estimates for businesses in Altadena are presented as ranges to reflect variation across the three datasets.

# Altadena Vulnerability

## INCOME DISPARITIES

**1 in 6**  
residents had incomes below  
twice the federal poverty line

## HOUSING BURDEN

**17 percent**  
of households were severely  
cost-burdened by housing

## CAPITAL CONSTRAINTS

**71% to 97%**  
of businesses were  
microbusinesses

Sources: Silvia R. González, Paul M. Ong, and Chhandara Pech, "Impacts of the January 2025 Wildfires on Businesses: The Local Business Landscape in Altadena and the Pacific Palisades Before the Wildfires" (UCLA Latino Policy & Politics Initiative, University of California Los Angeles, Los Angeles, October 2025), [available online](#); Paul M. Ong, Gabriella Carmona, Silvia R. González, and Jonathan Ong. "Underserved and Overlooked: Understanding Pre-Fire Economic Inequality Among Residents in Altadena, California" (UCLA Latino Policy & Politics Initiative, University of California Los Angeles, Los Angeles, May 2025), [available online](#).

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# wildfire Impact in Altadena



# Wildfire Impact was ... Severe

Inside the  
Fire Perimeter...

Destroyed by Fire...

## Businesses

7 in 10  
were destroyed.  
private businesses

34% to 43%

## Homeowners

7 in 10  
single family homes

46%

## Rental Market

7 in 10  
properties with  
rental units

41%

Sources: Paul M. Ong, Chhandara Pech, and Silvia R. Gonzalez, "Impacts of the January 2025 Wildfires on Businesses: Documenting Business Damages in Altadena and Pacific Palisades" (UCLA Latino Policy & Politics Initiative, University of California Los Angeles, Los Angeles, October 2025), [available online](#); Paul Ong, Chhandara Pech, Lorrie Frasure, Samyu Comandur, Eric Lee, and Silvia R. González, "LA Wildfires: Impacts on Altadena's Black Community Rapid Response Data Brief" (UCLA Latino Policy & Politics Initiative, University of California Los Angeles, Los Angeles, January 2025), [available online](#); Gabriella Carmona, Paul M. Ong, Xalma M. Palomino, Dr. Vinit Mukhija, and Rodrigo Dominguez-Villegas, "Who's Coming Home? An Analysis of the Property Sales, Permits, and Rebuilding Efforts of Single-Family Homeowners in Altadena, CA After the Eaton Fire" (UCLA Latino Policy & Politics Initiative, University of California Los Angeles, Los Angeles, October 2025), [available online](#); UCLA LPPI Analysis of 10-year Rental listings in Altadena using data provided by RentHub.

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# Wildfire Impact was ... Unequal

**Losses were concentrated among...**

## Small Businesses

**56% - 74%**  
were destroyed.  
of destroyed businesses were microbusinesses

## Homeowners

**58%**  
of Black-owned single-family homes were destroyed

*Compared to 45% of white homeowners.*

## Rental Market

**76%**  
of rental properties destroyed were located in West Altadena

Sources: Paul M. Ong, Chhandara Pech, and Silvia R. Gonzalez, "Impacts of the January 2025 Wildfires on Businesses: Documenting Business Damages in Altadena and Pacific Palisades" (UCLA Latino Policy & Politics Initiative, University of California Los Angeles, Los Angeles, October 2025), [available online](#); Gabriella Carmona, Paul M. Ong, Xalma M. Palomino, Dr. Vinit Mukhija, and Rodrigo Dominguez-Villegas, "Who's Coming Home? An Analysis of the Property Sales, Permits, and Rebuilding Efforts of Single-Family Homeowners in Altadena, CA After the Eaton Fire" (UCLA Latino Policy & Politics Initiative, University of California Los Angeles, Los Angeles, October 2025), [available online](#); UCLA LPPI Analysis of 10-year Rental listings in Altadena using data provided by RentHub.

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# Wildfire Recovery in Altadena



# Wildfire Recovery Remains... Uncertain

Seven Months  
Into Recovery

Few Sold So Far...

But Causes  
For Alarm...

## Small Businesses

20 to 90  
properties with  
private businesses

73% - 98%  
were microbusinesses

## Homeowners

225  
properties with  
single family homes

64%  
were sold to real  
estate investors

## Rental Market

21  
properties with  
rental units

50%  
had rental prices  
below \$2,000

Sources: Gabriella Carmona, Paul M. Ong, Xalma M. Palomino, Dr. Vinit Mukhija, and Rodrigo Dominguez-Villegas, "Who's Coming Home? An Analysis of the Property Sales, Permits, and Rebuilding Efforts of Single-Family Homeowners in Altadena, CA After the Eaton Fire" (UCLA Latino Policy & Politics Initiative, University of California Los Angeles, Los Angeles, October 2025), [available online](#); Chhandara Pech, Silvia R. Gonzalez, Paul M. Ong, "Impacts of the January 2025 Wildfires on Businesses: Six-month Assessment in Altadena and Pacific Palisades," (UCLA Latino Policy & Politics Initiative, University of California Los Angeles, Los Angeles, October 2025), [available online](#); UCLA LPPI Analysis of 10-year Rental listings in Altadena using data provided by RentHub.

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# Wildfire Recovery Remains... in limbo

Seven Months  
Into Recovery

## Small Businesses

**140 to 160**  
<sup>were destroyed</sup>

Private businesses were delisted, the majority were microbusinesses

## Homeowners

**23%**

of destroyed single-family homes filed a reconstruction permit

## Rental Market

**8%**

of properties with rental units in the fire perimeter had filed a reconstruction permit

Sources: Chhandara Pech, Silvia R. Gonzalez, Paul M. Ong, "Impacts of the January 2025 Wildfires on Businesses: Six-month Assessment in Altadena and Pacific Palisades," (UCLA Latino Policy & Politics Initiative, University of California Los Angeles, Los Angeles, October 2025), [available online](#); Gabriella Carmona, Paul M. Ong, Xalma M. Palomino, Dr. Vinit Mukhija, and Rodrigo Dominguez-Villegas, "Who's Coming Home? An Analysis of the Property Sales, Permits, and Rebuilding Efforts of Single-Family Homeowners in Altadena, CA After the Eaton Fire" (UCLA Latino Policy & Politics Initiative, University of California Los Angeles, Los Angeles, October 2025), [available online](#); UCLA LPPI Analysis of 10-year Rental listings in Altadena using data provided by RentHub.

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# Looking Ahead

## Small Business Policy Toolkit

Coming Early 2026



**WILDFIRE IMPACTS ON ALTADENA AND PACIFIC PALISADES SMALL BUSINESSES**

Published → October 10, 2025

By: Silvia R. González, Chhandara Pech, Paul M. Ong

**5 Facts to Strengthen Resilience for CA Small Businesses**

This data brief presents two key findings from our 2022-2023 survey of California small businesses to inform disaster preparedness policies for small entrepreneurs.

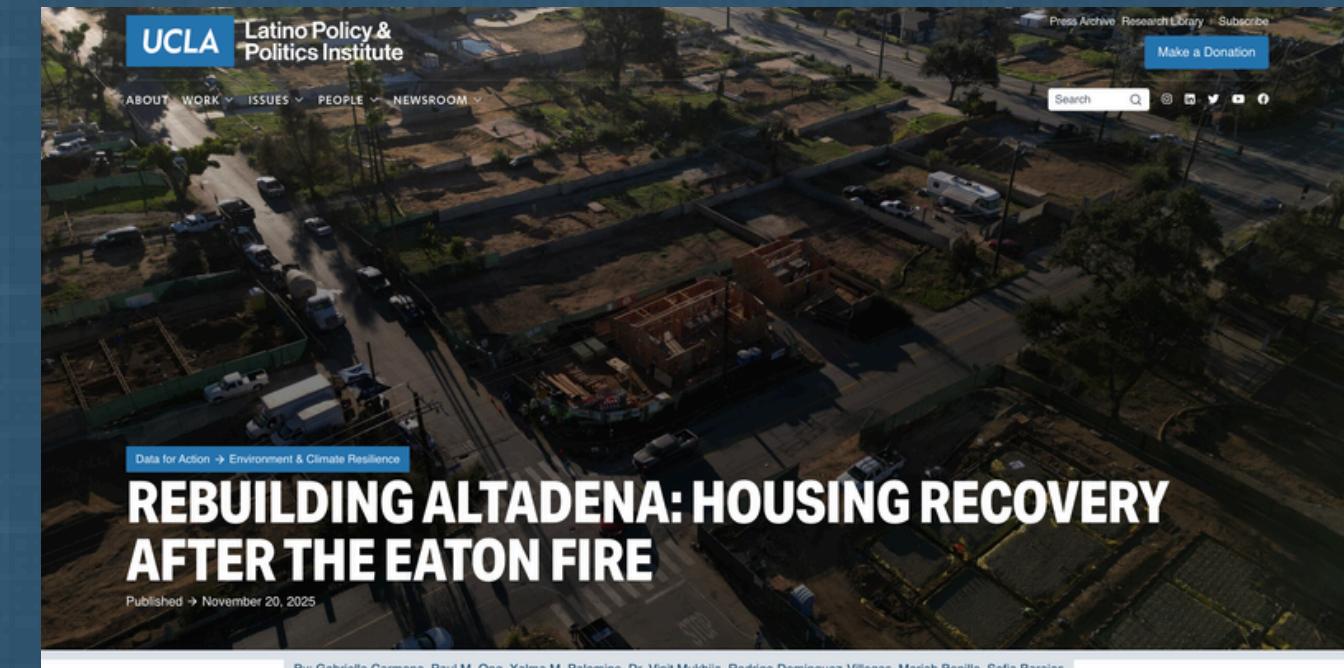
[View Data Brief](#)

**Policy Toolkit**

Coming Soon!

## Tenant and Rental Landscape Brief

Coming Early 2026



**REBUILDING ALTADENA: HOUSING RECOVERY AFTER THE EATON FIRE**

Published → November 20, 2025

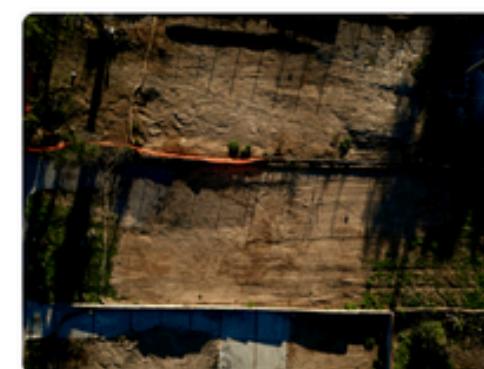
By: Gabriella Carmona, Paul M. Ong, Xalma M. Palomino, Dr. Vinit Mukhija, Rodrigo Dominguez-Villegas, Mariah Bonilla, Sofia Barajas

### Data Brief #2: Which Rentals Remain?

Tracking Rental Loss, Affordability Gaps & Recovery in Altadena, After the Eaton Fire

This second brief will analyze how the Eaton Fire reshaped Altadena's rental housing landscape, focusing on pre-Eaton fire rental market and how the loss of affordable units might increase displacement pressures.

Coming 2026!



# PANEL DISCUSSION



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PRESIDENT & CEO  
NEIGHBORHOOD HOUSING SERVICES LA COUNTY



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# THANK YOU

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**Research Questions**  
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