



Erie, CO

Performance Plan Overview



Moving Communities Forward

Community perspectives
that inspire change.
National Research Center's gold-
standard surveys and benchmarking
data deliver reliable insights that
guide you to action.



Let Every Voice Count

Smarter, more connected
communities. Polco's online
civic engagement platform
provides the tools you need to
bring community members and
leaders together.



ABOUT POLCO

| OVERVIEW |

Civic Engagement That Counts



THE GOAL

Polco's mission is to make it easier for community leaders to seek input on important topics and improve how community members provide it. You will hear from verified residents to inform decisions and encourage a healthy culture of civil participation.

THE TEAM

Our team has decades of combined experience as government consultants and employees, survey researchers, data scientists, and communication experts. You will be assisted by knowledgeable and supportive team members throughout the entire duration of your Performance Plan.

THE PRODUCT

The Polco Platform

- Online community engagement
- Hear from verified residents
- Build a growing audience over time
- Library of topics and surveys
- Real-time reporting
- Benchmark survey(s)
- And more!

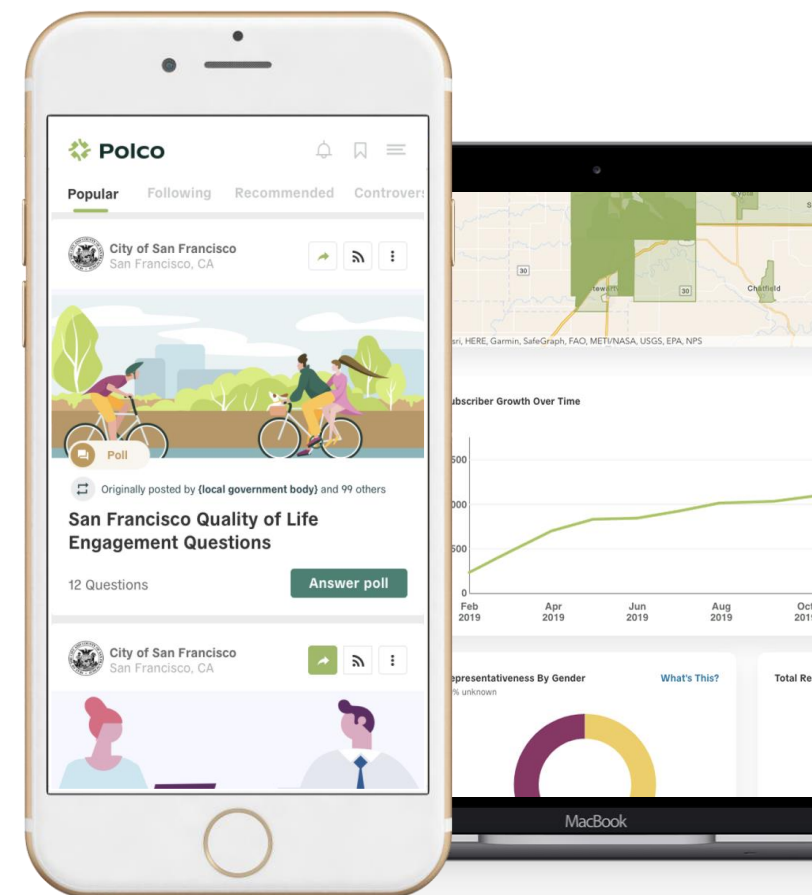
What can you do with Polco?

For community leaders, Polco:

- Is a single tool for accurate and reliable input from the community
- Makes it easy to post surveys and polls to residents
- Use Polco's outreach tools to reach more than the vocal few
- Builds a broad audience of residents
- Communicates how input was used or what decisions were made

For residents, Polco:

- Is a comprehensive and safe place to participate in their community
- Guarantees the privacy and security of their personal information
- Is an easy and reliable way to make their voices heard to civic leaders on important community matters





YOUR PROGRAM

DETAILS | ADDITIONAL ITEMS

Polco Performance Plan Overview

Polco Advanced Features:

- 10 Administrator Seats
- Demographic Breakdowns
- Geographic Breakdowns
- Access to the Polco Library
- Results filtered by Verification Status
- Advanced Survey Creation Options

Annual Sample Benchmark Surveys:

- A dedicated program manager who is an analyst, survey scientist, and Polco expert.
- One benchmark survey each year.
- Outreach to residents.
- Weighted data to represent community demographics.
- Advanced reporting that includes national benchmark comparisons, trends, highlights.

THE NCSTM
The National Community SurveyTM

THE NBSTM
The National Business SurveyTM

THE NPSSTM
The National Police Services SurveyTM

THE NESTM
The National Employee SurveyTM

CASOATM
Community Assessment Survey
for Older AdultsTM

THE EDWS
The Economic Development Workforce
Survey



YOUR BENCHMARK SURVEY

METHODOLOGY | TIMELINE | REPORTING | OPEN PARTICIPATION SURVEY



Benchmark Survey Methodology



Sampling

- Households selected from USPS lists
- Randomly select survey recipients
- "Birthday method" to select within household

Data Collection

- Multiple mailed contacts
- Use your logo and the signature of high-ranking official to add legitimacy
- Mailed surveys include postage-paid return envelope
- All mailings include a URL to respond online

Data Processing

- Web data stored electronically
- Mail and web data combined into a single electronic dataset
- Completed surveys reviewed, and "cleaned"
- Weight survey results to increase representation

Data Analysis

- The survey dataset is analyzed using SPSS, R, Python and/or Tableau

Open Participation Survey

WHO: All residents that were not included in the sampled survey

WHAT: The same questions as the sampled survey with two small updates

- A map at the beginning to help identify the respondent's location (if applicable)
- A question, at the very end, asking where they heard about the survey.

WHEN: Around the time that the sampled survey is closing

HOW: **Erie** invites the community to participate

- You promote a single link through as many communication channels as possible
- We will provide a strategy document and some template messaging to guide you

WHY: Engage your community and build your panel for future research

Most clients require respondents to provide their email address and zip code before submitting a response to this survey

- Ensures one response per person
- Connects residents to your profile to answer future questions about initiatives or hot topic issues

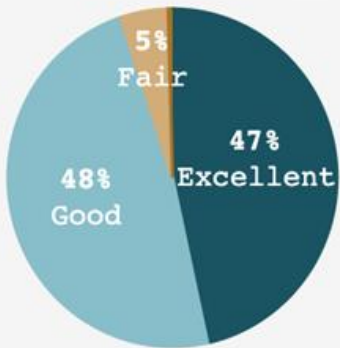
Reports

Making results understandable and actionable

Quality of life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

The overall quality of life in Middleton



		% positive *	vs. benchmark **
Please rate each of the following aspects of quality of life in Middleton.	Middleton as a place to live	97%	Higher
	The overall quality of life in Middleton	95%	Higher
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Middleton to someone who asks	95%	Similar
	Remain in Middleton for the next five years	84%	Similar
Please rate each of the following characteristics as they relate to Middleton a..	Overall image or reputation of Middleton	88%	Higher

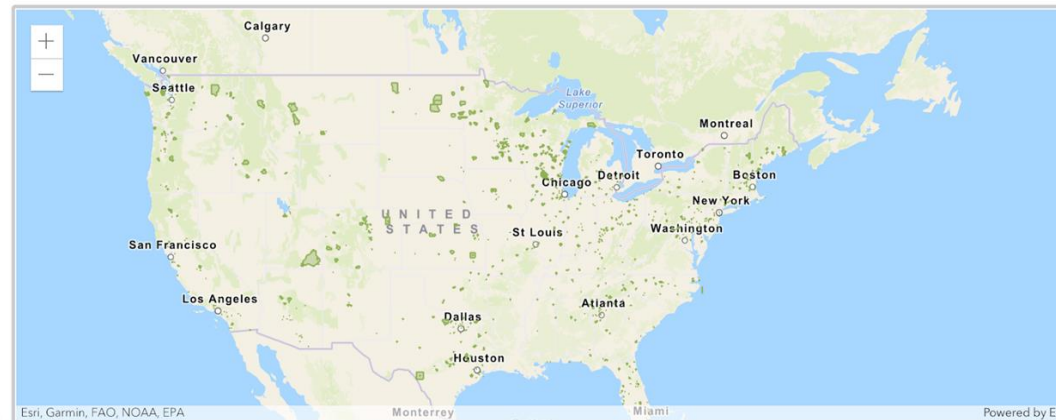
* The percentage of positive responses is shown. Positive responses may differ by question (e.g. "excellent" or "good", "very likely" or "somewhat likely").

** Comparison to the national benchmark is shown.

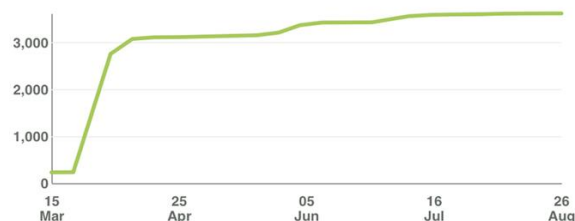
The Polco Dashboard

Dashboard

Subscriber Locations



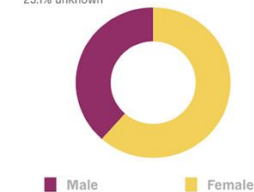
Subscriber Growth Over Time



[What's This?](#)

Representativeness By Gender

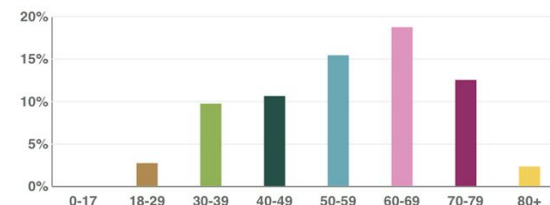
25.1% unknown



[What's This?](#)

Representativeness By Age

28.1% unknown



[What's This?](#)

Total Responses

[What's This?](#)

8,261

^ 33.02%
in the last 30 days

Content

Create

This page contains all of your poll sets and surveys. Choose a collection to view its questions and results or click "Create" if you want to post something new.



COVID-19 Resident Readiness Survey II

Closed

Survey Created on: Oct 1, 2020 Closes on: Nov 1, 2020

As part of our continuing efforts to respond to COVID-19, we need critical input from residents to help us keep our community healthy and safe. Please take this quick survey. The results will help us inform our decisions as we work alongside other local,

View



COVID-19 Halloween Poll

Closed

Poll Set Created on: Sep 24, 2020 Closes on: Nov 1, 2020 Polls: 4

As we enter the fall, we need to start thinking about Halloween, trick-or-treating and other festivities related to the holiday. To this end, we would like to hear from you!

View



COVID-19 Household Economic Impact Survey

In Progress

Survey Created on: Sep 9, 2020 Closes on: Dec 31, 2020

Your answers will be completely confidential and survey results will be reported in group form only.

View



COVID-19 Economic Recovery Survey

Not Started

Survey Created on: Aug 5, 2020 Closes on: —

Your answers will be completely confidential and survey results will be reported in group form only.

View



YOUR POLCO TEAM

PROGRAM MANAGER | ACCOUNT EXECUTIVE | CLIENT DEVELOPMENT

A Whole Team to Support You



Program Manager
Jade Arocha

Your program manager is your day-to-day contact throughout the duration of your benchmark survey process. PM's manage all aspects of your project from helping create your survey, to data analysis and reporting. Your project manager is your advisor and here to guide you throughout the benchmark process.



Director of National Engagement
Damema Mann

Damema will help manage your subscription, check in occasionally to make sure all of your needs are being met with Polco, and will reach out when it's time to renew.



VP of Client Development
Cory Poris Plasch

Cory and the Client Development team will assist you with any research you want to do on Polco outside of the benchmark survey. Her team can work with other staff across the organization to answer questions about getting started on Polco, clarify aspects of the platform and provide guidance about how to reach residents to garner high responses.



QUESTIONS?