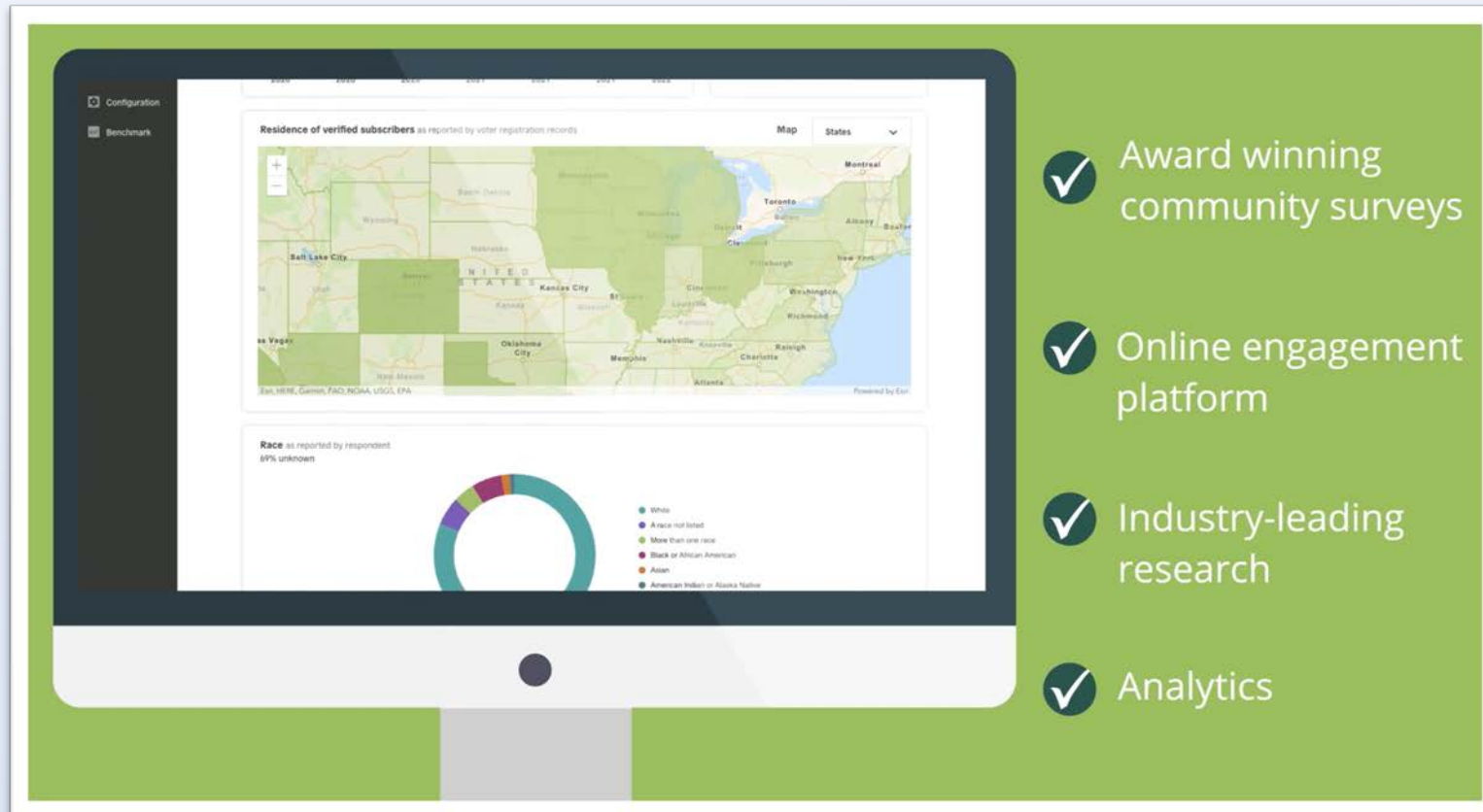


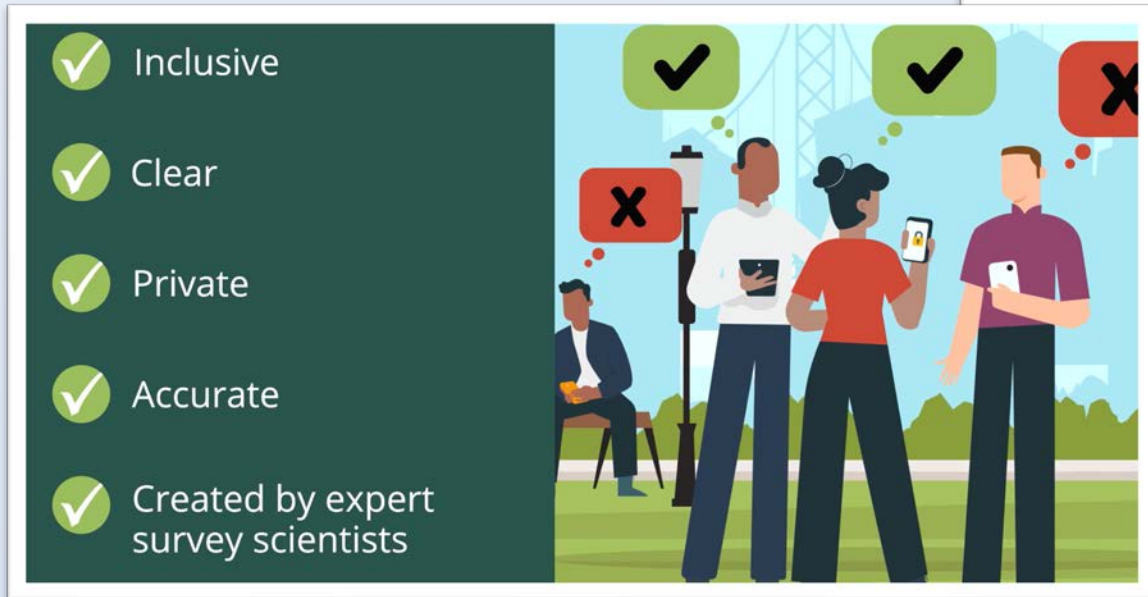
POLCO Community Survey & Engagement Platform

January 17, 2023



Established Standard in the Industry

- Exclusive partner of National League of Cities
- Exclusive Partner of International City/County Managers Association



Polco

Exclusive Partner of:

NLC NATIONAL
LEAGUE
OF CITIES

ICMA



Race as reported by respondent

- American Indian or Alaskan Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White
- A race not listed
- More than one race



Inclusive

Collect input from your community's unique demographics, so you represent all voices.



Benchmarks

- Much more favorable (1)
- More favorable (1)
- Similar (1)
- Less favorable (3)
- Much less favorable (1)

% problematic	Trend	National benchmark
83%	↗	^
80%	→	↓
63%	→	↓
80%	↘	↓

Private

Attract more participants with secure and anonymous surveys.

Instant

Post questions directly to your audience for quick feedback on any topic.



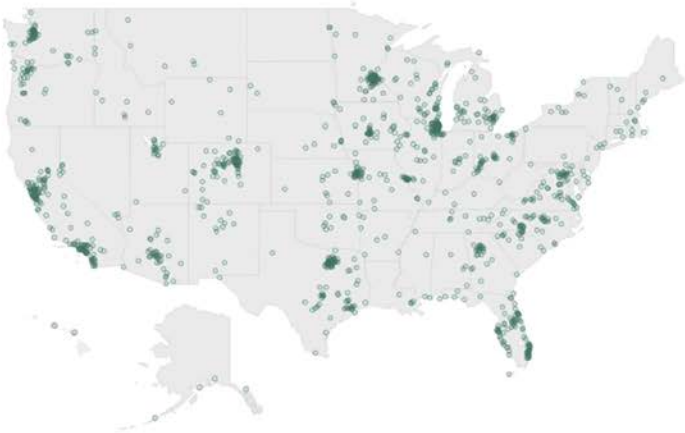
Comparable

See where you stand next to other local governments and measure your own progress.

Benchmarks

- The NCS provides comparisons to established benchmarks, set by hundreds of previous surveys issues
- Provide comparison against our own data, in future surveys

Local governments around the country trust Polco



VILLAGE OF SCHAUMBURG
PROGRESS THROUGH THOUGHTFUL PLANNING



City of Fort Collins

Minneapolis
City of Lakes



Along with over 500 other communities

More than **500** comparison communities across the nation.

Representing the opinions of more than **50 million** residents.

Participating Communities – Local & Illinois

The NCS is a standard for municipal surveys, and has been implemented by hundreds of communities around the country, as well as many local municipalities

- Batavia
- Buffalo Grove
- Carol Stream
- Collinsville
- Glen Ellyn
- Highland Park
- Homer Glen
- Lake in the Hills
- Lake Zurich
- Libertyville
- Lincolnwood
- Lombard
- Moline
- Niles
- O'Fallon
- Oak Park
- Orland Park
- Palatine
- Park Ridge
- Peoria
- Riverside
- Schaumburg
- Skokie
- South Elgin
- St. Charles
- Sugar Grove
- Tinley Park
- Vernon Hills
- Western Springs
- Wilmington

10-Key Facets of Community Livability

- Scientifically formatted questions will measure the 10 key facts of community livability



Customizable Questions

- The Village opted to include customizable questions
- ½ page of custom questions to be covered in the survey
 - Village Staff will provide insight on how to best develop these questions, provide feedback on drafts and give final approval
- The Village can utilize these questions for unique questions or can track trends by repeating questions in subsequent surveys

Approach and Methodology for Survey

- Scientific sample of residents to receive mailed survey
- Responses weighted to ensure best representation of community
- Mailed postcard invitations to randomly selected households
 - Unique URL for online survey access
- Paper surveys mailed to randomly selected households with postage-paid reply envelope
- After the random survey is issued and responses are collected, a digital version of the survey can be shared with community at large
 - Village can share this link on our social media, website & e-news



Timeline for Survey

- From start to finish, the NCS takes approximately 4 months
- Results by May

PREPARING FOR THE SURVEY, WEEKS 1-7

(Week 1)	Program Manager (PM) sends The NCS for review
(Week 2)	[Optional add-on] Send PM drafts of custom questions to add to the survey, if applicable
(Week 5)	Mailing materials and survey instrument are finalized
(Week 6)	PM generates representative sample of households in your community
(Week 7)	Polco prints materials, prepares mailings, and sets up the survey online

CONDUCTING THE SURVEY, WEEKS 7-16

(Week 7)	Data collection opens for The NCS
(Week 8)	Initial postcard invitation sent
(Week 9)	Second invitation sent
(Week 12)	Final invitation sent
(Week 14)	Open participation survey begins
(Week 16)	Data collection closes
(Week 16)	Send PM final count of returned initial postcards

CREATING THE REPORT, WEEKS 16-20

(Weeks 16-20)	PM conducts survey analysis and prepares report
(Week 20)	PM provides final report

Reporting

- A representative from POLCO will present the final findings
- Online, digital, interactive displays of survey results
 - Demographics
 - Geographic Maps
- Executive Summary
 - Explanation of methods
 - Breakdown of results
- Comparisons to National Benchmarks
- Comparisons to Regional Benchmarks
- Download as a PDF

Report Examples

In addition to raw data, easy-to-understand reports are provided

Comparisons to National Benchmarks



Comparisons to Custom/Peer Benchmarks

Custom/peer benchmark group: communities of similar population size, same region, and similar median household incomes



Safety in Santa Cruz

Please rate how safe or unsafe you feel:
(% very or somewhat safe)

In your neighborhood during the day	87%	Similar
In Santa Cruz's downtown/commercial area during the day	64%	Lower
From violent crime	69%	Lower
From fire, flood, or other natural disaster	54%	Lower
From property crime	37%	Much Lower

Overall feeling of safety in Santa Cruz



Safety Services in Santa Cruz

Lower than peer benchmarks



87%

Fire services



75%

Emergency medical services



71%

Animal control



70%

Fire prevention and education



46%

Police services



30%

Crime prevention

Facets of Community Livability: Quality

Please rate each of the following characteristics as they relate to Santa Cruz as a whole.
(% excellent or good)

		vs. benchmark*
Overall economic health	28%	Much lower
Overall quality of the transportation system	40%	Lower
Overall design or layout of residential and commercial areas	43%	Lower
Overall quality of the utility infrastructure	52%	Lower
Overall feeling of safety	40%	Much lower
Overall quality of natural environment	86%	Higher
Overall quality of parks and recreation opportunities	82%	Similar
Overall health and wellness opportunities	77%	Similar
Overall opportunities for education, culture, and the arts	69%	Higher
Residents' connection and engagement with their community	54%	Similar

Facets of Community Livability: Importance

Please rate how important, if at all, you think it is for the Santa Cruz community to focus on each of the following in the coming two years.
(% essential or very important)

Overall economic health	85%	Similar
Overall quality of the transportation system	78%	Similar
Overall design or layout of residential and commercial areas	68%	Similar
Overall quality of the utility infrastructure	77%	Similar
Overall feeling of safety	79%	Similar
Overall quality of natural environment	81%	Similar
Overall quality of parks and recreation opportunities	71%	Similar
Overall health and wellness opportunities	67%	Similar
Overall opportunities for education, culture, and the arts	64%	Similar
Residents' connection and engagement with their community	57%	Similar

* Comparison to the peer community benchmark is shown. If no comparison is available, this is left blank.

Ongoing Citizen Engagement Platform

- Beyond the NCS, POLCO offers a digital survey platform for 10 admin users that can be available for all departments' survey needs
- Engage community and stakeholders with an unlimited amount of surveys issued
- Online platform provides timely, ongoing input from community on important topics
- POLCO platform allows users ability to subscribe to POLCO surveys based on geolocation
- POLCO ensures privacy of individual respondents in reports
- Build a panel of users to poll with future questions

Sharing Info With Community



Any Questions?

POLCO Community Survey & Engagement Platform

