



The National Community Survey™

2020 Pricing





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.

n-r-c.com



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.

polco.us

Below are descriptions and costs for implementation options for The NCS™ Basic Service. The following pages contain descriptions and costs for add-on options.

Basic Service



We offer two price levels, one which uses our subscription contract and the second for single year (one-time purchase) projects. Subscriptions can be set for one, two or three year cycles and may be canceled with no penalty.

Pricing options can also be reviewed online at polco.us

The NCS™ Basic Service

Includes assistance with crafting custom questions; choose your multi-contact methods; all survey recipients will have the option to complete the survey online if they prefer; data entry Recommended Method ; draft reports for review; electronic final reports with national benchmark comparisons, analysis and detailed methods; technical assistance in understanding survey results via phone and email with key staff of The NCS; and a community-wide opt-in web survey to be conducted on Polco after the majority of mail data collection has occurred.

Recommended Data Collection Method - Mailed Surveys and Invitations

Multi-contact mailed invitations to 2,700 households (1,200 receive paper surveys with postage paid return envelopes, 1,500 receive postcard invitations to complete the survey online); all survey recipients will have the option to complete the survey online if they prefer

Subscription \$16,000

one-time purchase \$18,000

Data Collection Method - Online only

All survey recipients complete the survey online on the Polco platform; online reporting with national benchmark comparisons. No custom questions (although other questions can be posted separately on the platform). City is responsible for recruiting respondents to complete the survey on the Polco platform with guidance from Polco.

Subscription only \$6,265

Data Collection Method - Online only with mailed invitations

All survey recipients complete the survey online on the Polco platform; online reporting with national benchmark comparisons. No custom questions (although other questions can be posted separately on the platform). NRC will mail out invitations to complete the survey online to ensure wider response, Three contacts will be made via postcard, letter and reminder postcard. City can also recruit respondents to complete the survey on the Polco platform with guidance from Polco.

Subscription only \$12,215

Survey

Spanish Translation Mailing materials will include dual-language instructions so respondents can complete the survey online in Spanish.

Subscription \$945 / one time purchase \$980

Additional Translations The postcards and cover letters will include an in-language paragraph, giving instructions in-language on how to complete the survey online in the selected language. (Hard copies of the non-English survey would result in additional fees.)

Subscription \$2,695 / one time purchase \$2,870

Open-ended question Includes one open-ended question added to the survey. Responses will be categorized and reported in a table under separate cover, accompanied by a complete list of verbatim responses.

Subscription \$2,240 / one time purchase \$2,380

Additional page of custom questions NRC staff will guide you in developing an additional page of custom questions.

Subscription \$2,380 / one time purchase \$2,520

Additional customization The Basic Service allows some minor modifications to the template survey, and assistance with custom question development. Inclusion of unique line items and larger changes involve an additional charge.

Subscription \$945 / one time purchase \$1,015

Implementation

NRC may recommend that you consider increasing the mailing size to bring about a better margin of error for the overall reporting and when comparing geographic subgroups.

Increase the number of surveys mailed Example levels below for three contact mailing (postcard, survey and reminder survey)

700 additional addresses **\$2,720**

1,500 additional addresses **\$5,210**

Increase the number of postcard invitations mailed to households to complete the survey online

Households will receive two mailings of postcard invitations, and will NOT receive a hard copy of the survey.

1,000 additional addresses **Subscription \$2,065** / one time purchase \$2,170

Reminder postcard In addition to the standard mailing, households will receive an additional mailing of a reminder postcard.

1,000 households **Subscription \$1,030** / one time purchase \$1,265

Unique IDs printed on Surveys Add unique ID's to track household location.

Subscription \$735 / one time purchase \$770

Reporting

Custom Benchmark Comparisons In addition to the national benchmarks (included with The NCS Basic Service), NRC can base custom benchmarks on region, population size or other criteria as requested (and available in our dataset).

Subscription \$1,120 per custom group / one time purchase \$1,175 per custom group

Demographic Comparison Report Crosstabulations will be provided in a separate report for up to five demographic questions on the survey. Statistically significant differences will be noted in the tables.

Subscription \$945 / one time purchase \$1,015

Geographic Comparison Report Comparisons will be provided in a separate report for geographic subgroups (as predetermined by NRC and jurisdiction staff) by questions on the survey responses, Statistically significant differences will be noted in the tables.

Subscription \$945 / one time purchase \$1,015

Additional Demographic or Geographic Comparison Report Crosstabulations will be provided in a separate report for up to five additional questions on the survey. Statistically significant differences will be noted in the tables.

Subscription \$490 / one time purchase \$525

Integrate Prior Results (of surveys conducted by other entities) If you did not use NRC for your past surveys, but have past reports or datasets available, NRC can match your past data to any survey items that are also on The NCS.

Subscription \$2,135 / one time purchase \$2,275

Presentation

In-person presentation of results NRC staff member will present survey results with City staff, Council, Boards or other appropriate groups. For this presentation, we use Microsoft® PowerPoint as a visual aid and a copy of the slideshow is left with the City, this pricing is for one presentation.

Subscription \$3,605 / one time purchase \$3,815

Presentation materials only NRC will create a Microsoft® PowerPoint slideshow for City staff to use in conducting presentations.

Subscription \$1,190 / one time purchase \$1,260

Next Steps Workshop A senior NRC staff member will lead your through a 3.5 hour workshop with four key activities: debriefing survey data, identifying areas of focus, identifying strategies and creating initial action plans.

Subscription \$5,670 / one time purchase \$6,020

In-person presentation of results and Next Steps Workshop Combination A senior NRC staff member will present survey results with Village staff, Council, Boards or other appropriate groups. For this presentation, we use Microsoft® PowerPoint as a visual aid and a copy of the slideshow is left with the Village. This representative will also facilitate a half-day interactive workshop and help to develop strategy and offer recommendations.

Subscription \$7,980 / one time purchase \$8,470

For further information on The NCS:

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For further details on how communities are using Polco for free:

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