



Polco Performance Plan Quote for Ramsey, MN

2020





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

Polco/National Research Center is excited to announce a new, innovative approach to surveying and community engagement since our 2019 merger. This guide is intended for clients who have previously conducted The National Community Survey™ (The NCS™).

The Polco Performance tier of services allows you to conduct one of our statistically sampled benchmarked surveys per 12-month period on a subscription basis. In addition to The NCS, our benchmark surveys include The National Employee Survey™, The National Business Survey™, The National Police Services Survey™, and others; more information on these products is provided later in this document.

If you want to conduct more than one benchmark survey in a 12-month period, we have discounted rates available.

CONNECT WITH RESIDENTS MAKE DATA-DRIVEN DECISIONS

The National Community Survey™ (The NCS™) is the gold standard for gauging public opinion. Endorsed by ICMA, tested and trusted by hundreds of jurisdictions, The NCS provides an accurate assessment of quality of life, community livability and local government policies and services. We recently revamped the survey, using our extensive experience, and all the knowledge our clients have shared, to create an updated model of community livability.

The NCS allows you to compare your local results with benchmarks from hundreds of communities across the U.S. The best practices in scientific survey methods guarantee valid findings to produce the clear, unbiased and accurate results you need to take action. Bring the voice of the people into your decision-making processes.

- Evaluate services
- Measure quality of life
- Monitor performance
- Enhance communication
- Assist strategic planning
- Inform budgeting and plan capital investments
- Build trust

As always, The NCS™ Basic Service includes all aspects of conducting the survey

Survey instrument

Sampling

Implementation

Weighting and analysis

Benchmark comparisons

Detailed reporting

Survey Instrument

The NCS measures your community's livability.

NRC has conducted thousands of surveys for hundreds of jurisdictions in our 25-year history. In that process we have spent a lot of time thinking about local governments and their jurisdictions, talking with staff, residents and stakeholders, presenting survey results and facilitating discussions and strategic planning sessions. Combining this deep experience with extensive research on models of community livability, we have revised The NCS to focus on ten key facets of community livability:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts and Culture
- Inclusivity and Engagement

Custom questions: now available as an add-on

Standardization is required to allow benchmark comparisons to other communities, but most jurisdictions have a few unique topics, projects, policies or planning processes for which they would like resident input. If this add-on is selected, The NCS provides a space to add a few custom questions and the expert guidance from your project manager to ensure they are of the highest quality.

The XYZ of ABC 2020 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (year of birth does not matter). Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in ABC.

	Excellent	Good	Fair	Poor
ABC as a place to live.....	1	2	3	4
Your neighborhood as a place to live.....	1	2	3	4
ABC as a place to raise children.....	1	2	3	4
ABC as a place to work.....	1	2	3	4
ABC as a place to visit.....	1	2	3	4
ABC as a place to retire.....	1	2	3	4
The overall quality of life in ABC.....	1	2	3	4
Sense of community.....	1	2	3	4

2. Please rate each of the following characteristics as they relate to ABC as a whole.

	Excellent	Good	Fair	Poor
Overall economic health of ABC.....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in ABC.....	1	2	3	4
Overall design or layout of ABC's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.).....	1	2	3	4
Overall quality of the utility infrastructure in ABC (water, sewer, storm water, electric/gas).....	1	2	3	4
Overall feeling of safety in ABC.....	1	2	3	4
Overall quality of natural environment in ABC.....	1	2	3	4

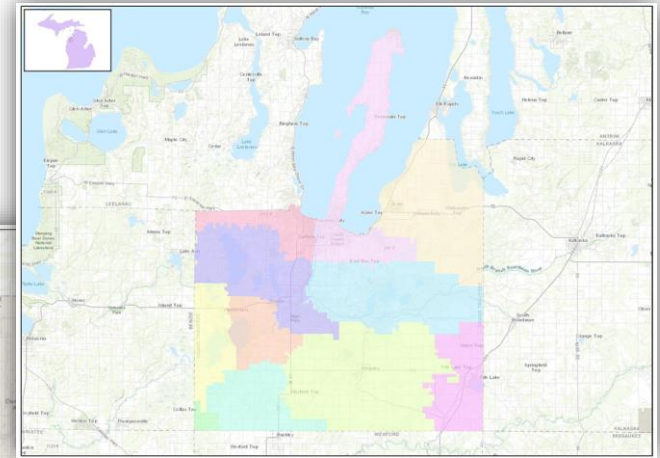
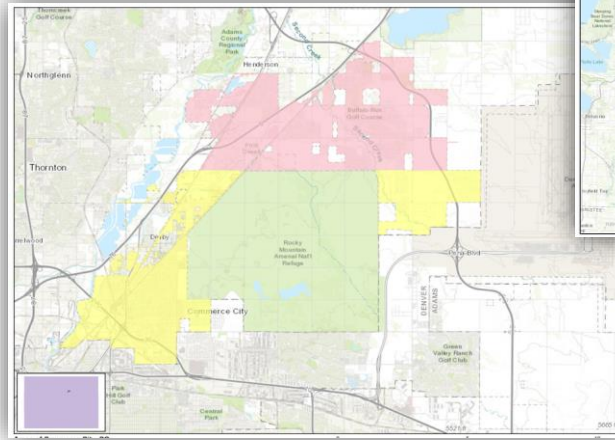
Sampling

Selecting households and residents

As in previous years, all households will be eligible for the survey. We have found that United States Postal Service (USPS) lists, updated quarterly,, provide the best representation of all households in a specific geographies. We geocode each address location to assure it is within your boundaries and identify each specified area for sub-sampling.

Multi-family housing units will be over-sampled as these residents typically respond to surveys at lower rates and we want to hear from them! To further support scientific results, we also use an unbiased procedure to select a single individual within the household.

Using unbiased methods helps ensure the attitudes expressed by our respondents closely approximate the attitudes of all adult residents living in your community.



Selecting the right number

How many households we mail to is dependent on your budget, the level of precision you would like to see, the level of effort you expect to be able to dedicate to promotion and outreach, and our best estimates of expected response rates. We can't guarantee response numbers, but we work hard to maximize them.

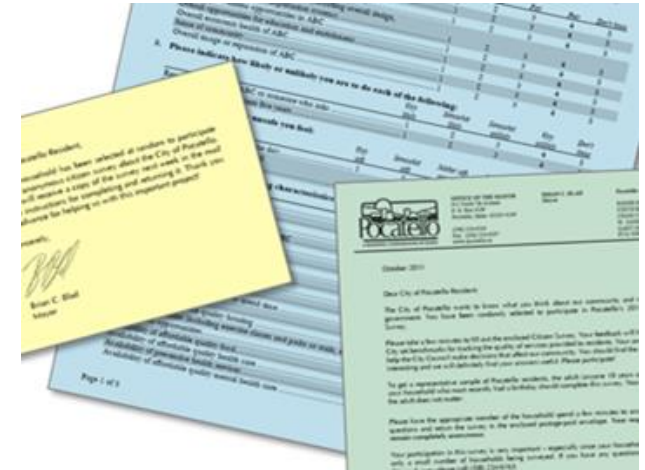
Your program manager can discuss any questions you may have about sampling approaches, their associated costs, and pros and cons of each.

Implementation

Mailed surveys receive the highest response rates

Using best practices, each selected household will be contacted more than once.

- The NCS includes multi-contact mailed invitations to a selection of households to complete the survey online; paper surveys may be mailed for an additional cost
- The mailed materials will explain the importance of participation and give instructions on completing and/or returning the survey.
- To lend legitimacy, mailing materials use your letterhead and the signature of an official representative (e.g., mayor, councillor, board member, etc.).
- A web address and instructions allow for online completion.



An additional opportunity for people to participate

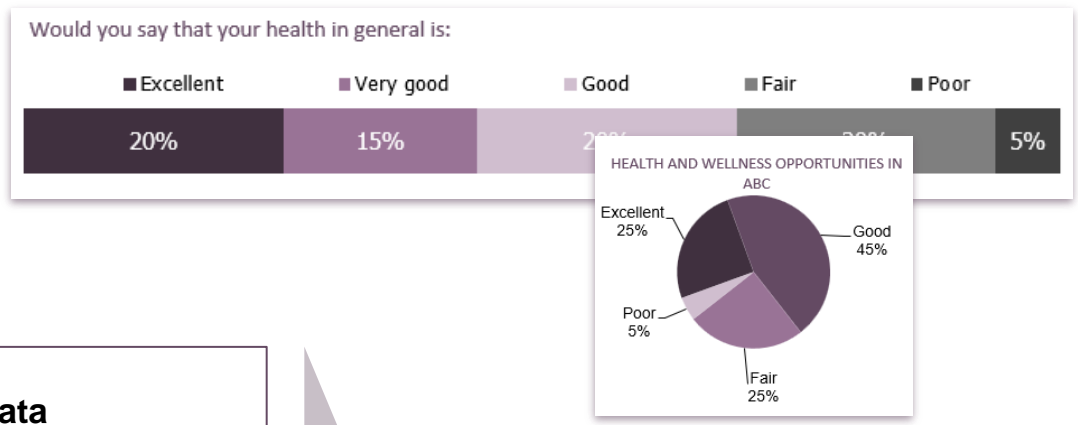


While the random sample helps ensure representativeness, you may have residents who were not chosen for the mailed survey who want to participate. NRC will host your survey on Polco, *and once the main mailed survey data collection window is closed*, you may choose to open a new window to wider public participation.

In Polco we will have set up a profile for your community and you can use the platform to connect the survey to your social media accounts to send invitations for more people to “opt-in” to provide input. We also have resources to guide you in sharing your survey through a variety of other communication channels.

Once a respondent has completed the survey on Polco, they can have the opportunity to join your panel of resident respondents. Clients on the Polco Performance subscription plan can continue to use Polco for no additional charge, in perpetuity, to ask residents follow up questions once this survey effort is complete. More info on this later in this guide!

Weighting and Analysis



Survey Processing

Data from the web surveys are automatically entered into an electronic dataset, downloaded, cleaned as necessary, and then merged with the data from the mailed surveys to create one complete dataset.

If mailing paper surveys is selected as an add-on, returned surveys are scanned electronically (and stored in case review is needed) and entered into an electronic dataset using “key and verify” to ensure accuracy. While we find little cleaning is needed due to our expertise in question construction and formatting, completed surveys are always reviewed for inconsistencies visually, through range checks and other quality controls.

Weighting the Data

Weighting is a best practice in survey research which addresses the non-response bias. Over-sampling those who tend to under-respond helps ensure a diverse respondent base, but we will likely still hear from more women than men, more older adults than younger and more owners than renters.

Weighting increases or decreases the weight of each respondent to mimic as closely as possible your jurisdiction’s demographic profile as described by the US Census. The impact on most results are small, but where the opinions of subgroups differ, weighting is very important.

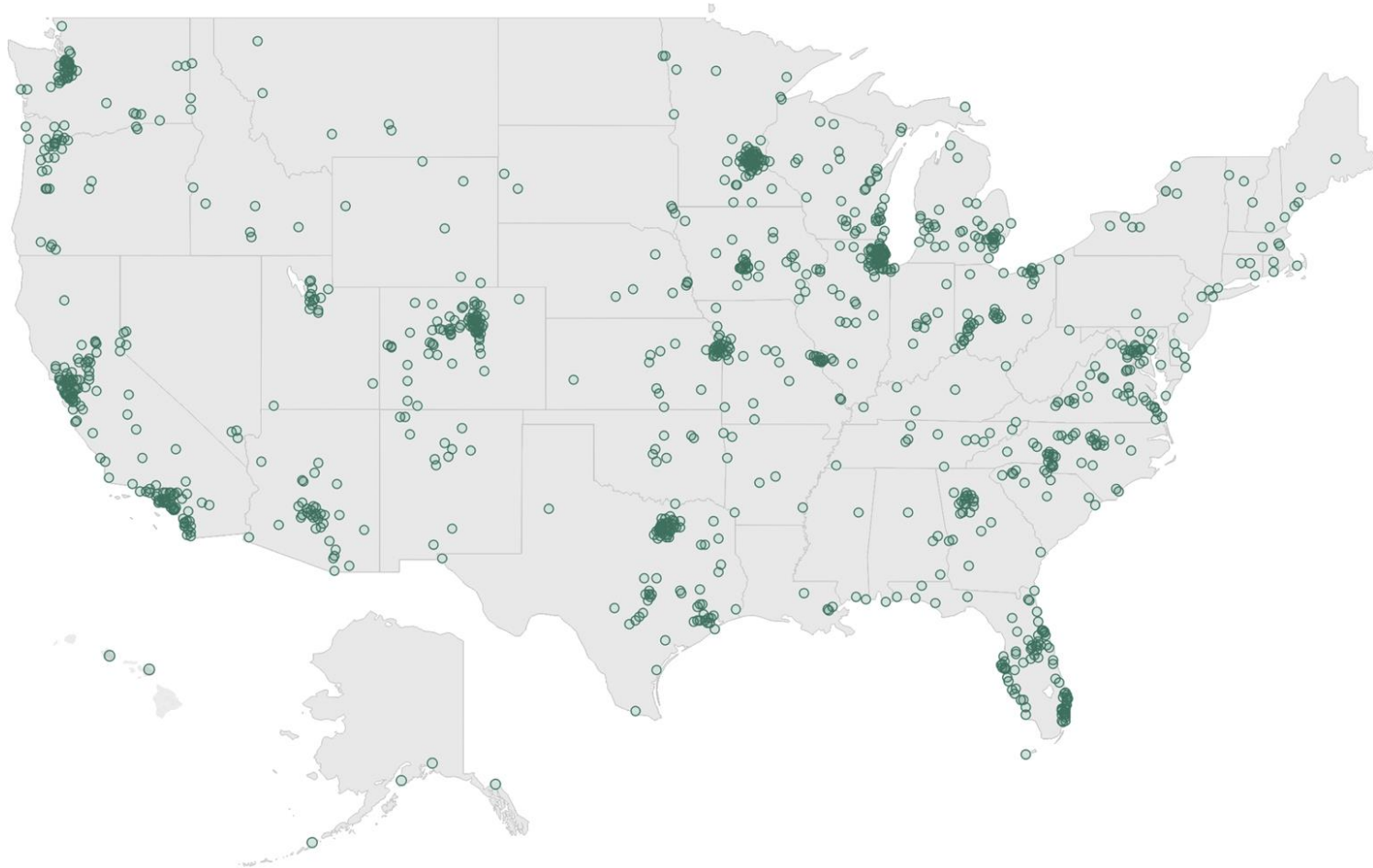
Analyzing the Data

We use documented algorithms crafted and maintained by our team of professional, academically trained, and experienced survey and data scientists. Every command is retained in a syntax file, and available for audit and re-running, as necessary.

In addition to providing a full set of responses to each survey question, we will include comparisons to national benchmarks. As always, comparisons to a custom subset of communities are available as an add-on. Repeat clients also receive a report of trends over time.

Benchmark comparisons

NRC has the largest database of resident opinion of any firm, containing over 600 comparison communities across the nation. We innovated a method to quantitatively integrate the results of surveys conducted by us and others. We maintain normative comparisons for over 120 services: police, fire, EMS, garbage collection and recycling, utilities and billing, library services, street maintenance and repair, water quality, code enforcement, senior services, transportation, city employee ratings, job opportunities, public safety, economic development, public trust and many others.





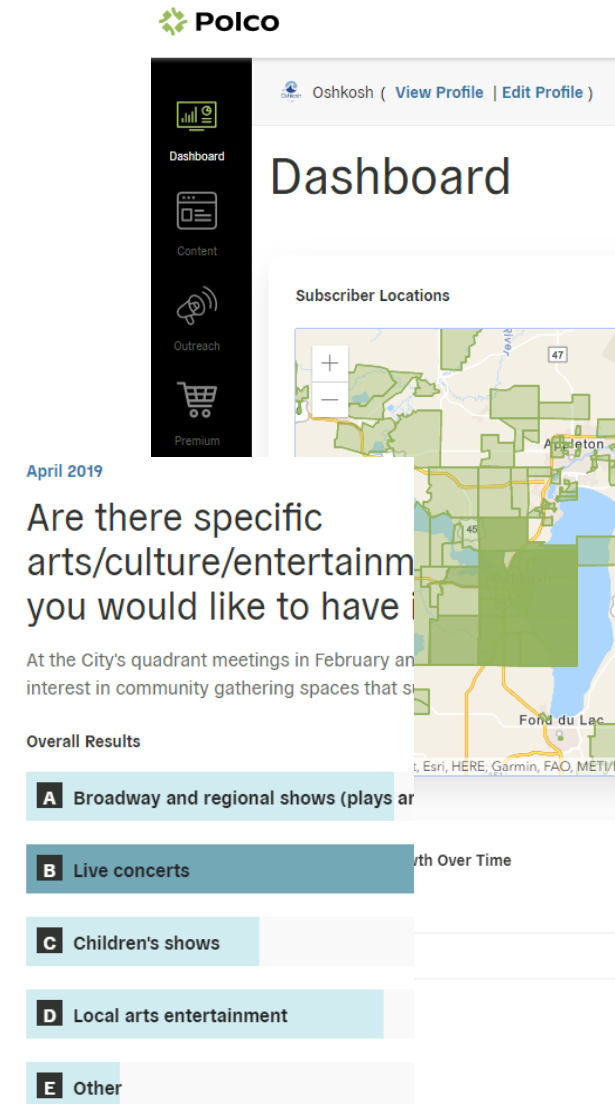
Follow up with Polco

In 2019, NRC merged with Polco and now happily provides **the highest tier of services for our online community engagement platform** to our Polco Performance subscription clients!

The platform combines the ease of online polls/micro-surveys with the verification and reliability of in-person engagement. Polco lets you build a “standing panel” of residents who are available to give their perspective on any number of items whenever you want to ask a question and receive that input.

- The online version of The NCS will be hosted on Polco.
- After completing The NCS online, residents will be asked if they would like to join your Polco panel.
- You can use the Polco platform to ask follow-up questions to your community survey or ask about hot topics or other issues as they arise.
- Municipal staff or elected officials can post unlimited short surveys or single questions. Questions can include images (maps, pictures, and video) in addition to links to better inform respondents about more complex issues.
- To further build your panel, you can share new questions through social media, email, in-person events, local media, and other channels as appropriate (we can provide guidance on the best ways to communicate with residents about Polco).
- Polco responses are organized in visually compelling real-time dashboards and can be aggregated by districts.
- Polco is also able to provide aggregated demographic information (e.g., age, gender, etc.) for the majority of the verified response group.

Don't let the community input and dialogue conclude with the survey. On Polco you can continue to evolve highlighted areas for improvement through follow-up online verified surveys, policy polls and focus groups with real-time online dashboards which show the demographic/geographic variation of participation levels and resident opinion.



Polco Performance (\$8300/year)

- One benchmark survey per 12 month period
- Advanced report for benchmark survey
- Program manager to implement your benchmark survey process and provide guidance on use of Polco

Includes Premium Polco features

- Custom Profile
- Unlimited Content
- 10 Administrator Seats
- Resident Verification
- Guest Responses
- Demographic breakdowns
- Geographic Maps
- Access to Full Library of Polls and Surveys
- Results Filtered by Verification Status
- Advanced Survey Creation Options
- Custom Geographic Areas

→ Our program managers are analysts, survey scientists, and experts in using Polco. They are here to guide you!

- Choose one of our benchmark surveys, developed by our National Research Center experts
- We will mail two postcard (initial and reminder) invitations to up to 1,500 statistically sampled addresses.
- Data will be weighted to improve representativeness, when possible.
- The advanced online report includes national benchmark comparisons (when available) and an executive summary written by your program manager.



A La Carte Options

- Mail to *additional* constituents -managed by us - to ensure representativeness for you community!
 - ☆ Mail two postcard invitations -initial and reminder (\$120 per 100)
 - ☆ Mail two paper surveys - initial and reminder with a prenotification postcard (\$3,500 per 1,000)
- Spanish translation for benchmark survey (\$945)
- Add custom questions to your benchmark survey: developed with guidance from your program manager (½ page \$1,600, full page \$2,380).
- Custom benchmark comparisons (*The NCS only*) by region, population size or other criteria, as available (\$1,120 per custom group)
- Presentation of results (\$3,605 in-person, \$2,170 online)
- Next Steps Workshop: NRC leads a workshop with four key activities: debriefing survey data, identifying areas of focus, identifying strategies and creating initial action plans. (\$5,670 in-person, \$4,235 online)

CONNECT WITH RESIDENTS • MAKE DATA-DRIVEN DECISIONS



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- ▶ Evaluate services
- ▶ Enhance communication
- ▶ Inform budgeting
- ▶ Measure quality of life
- ▶ Build trust
- ▶ Plan capital investments
- ▶ Monitor performance
- ▶ Assist strategic planning

NRC has conducted thousands of surveys for hundreds of jurisdictions in our 25 year history. In that process we have spent a lot of time thinking about local governments and their jurisdictions, talking with staff, residents and stakeholders, presenting survey results and facilitating discussions and strategic planning sessions. Combining this deep experience with extensive research on models of community livability we have honed The NCS to focus on 10 key facets of community livability:

- Economy
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- Health and Wellness
- Education, Arts and Culture
- Inclusivity and Engagement

SUPPORT LOCAL BUSINESS • STRENGTHEN YOUR ECONOMY



The National Business Survey™ (The NBS™) helps you assess the state of your business community. The NBS gives you the answers you need from business owners and managers to strengthen business development, retain employers, bolster the economy and track business expectations for the coming year.

- ▶ Attract and retain new and existing businesses
- ▶ Develop labor market programs
- ▶ Enact business-friendly policies

The NBS™ is the fastest and easiest way for you to stay in tune with the needs and demands of your local business owners. The NBS provides the reconnaissance local governments need to make informed choices and strengthen business development, retention and the community's economy.

The NBS tracks business expectations for the coming year, identifies characteristics of the business environment needed to enhance local economic vitality, monitors the kind of services and policy support that would allow local businesses to succeed, describes local companies and shows business owners' perceptions of the quality of current services and community life.

PROMOTE SAFETY • BUILD POSITIVE COMMUNITY CONNECTIONS



The National Police Services Survey™ (The NPSS™) helps strengthen community relationships, aligns resident and government priorities and increases community safety. Talk to us about how to use scientific survey methods to provide an accurate picture of resident opinions related to community police services. Benchmark your local results comparing them to a national survey panel. The NPSS data can be used for:

- ▶ Communications and Engagement
- ▶ Evidence-based Decision-making and Innovation
- ▶ Disparity Analysis
- ▶ Strategic Planning and Performance Measurement
- ▶ Program and Capital Investment
- ▶ Budgeting and Fundraising
- ▶ Compliance with Public Feedback Requirements and Guidelines

The NPSS gathers the opinions of residents regarding their satisfaction with police services, covering areas that impact public safety and confidence in policing:

- Quality of Service
- Public Trust
- Communications
- Diversity and Inclusion
- Perceptions of Safety

ENGAGE YOUR EMPLOYEES • EMPOWER YOUR ORGANIZATION



The National Employee Survey™ (The NES™) is a powerful tool that uses rigorous and statistically-valid methods of administration and analysis while sensitively ensuring employee anonymity to encourage candor. Results may be segmented by departments, tenure, exemption status and more, providing a comprehensive and specific picture of employee opinion. HR managers/senior staff use the The NES to:

- ▶ Show management interest in employee satisfaction
- ▶ Develop strategies to improve work conditions and employee engagement
- ▶ Identify areas for improvement
- ▶ Strengthen the connection of the local government workforce to residents
- ▶ Improve staff morale

The NES gathers the opinions of employees regarding their satisfaction on the job and other key characteristics of a quality work environment: communication, organizational ethics, employee fit, wages and benefits, the physical work space, supervisory relationships, the job feedback system, professional development and self-reported performance.

The NES covers six aspects of organizational climate:

- Job Satisfaction
- Supervisor and Work Group
- Executive Leadership
- Workplace
- External Customers
- Support Services

PROMOTE SUCCESSFUL AGING • HELP YOUR COMMUNITY THRIVE



The Community Assessment Survey for Older Adults™ (CASOA™) helps you develop informed plans to support healthy aging and sustain a thriving, age-friendly community. CASOA assesses the strengths and needs of older adult residents and compares their perceptions of community livability to others across the country. Bring the voice of older adults into your decision-making processes!

- ▶ Evaluate services
- ▶ Assist strategic planning
- ▶ Monitor performance
- ▶ Promote inter-agency engagement
- ▶ Measure quality of life
- ▶ Enhance communication services
- ▶ Build trust
- ▶ Inform budgeting
- ▶ Plan capital investments

CASOA™ serves as a strategic planning and evaluation tool that clients (cities, counties, Area Agencies on Aging, etc.) use to develop their older adult service plans, determine how future resources will be allocated and evaluate their current service provision.

- Identify community strengths in serving older adults
- Articulate the specific needs of older adults in the community
- Estimate contributions made by older adults to the community
- Determine the connection of older adults to the community

BUILD LOCAL RESOURCES • STRENGTHEN YOUR WORKFORCE



The Economic Development Workforce Survey™ (The EDWS™) was developed by research experts and economic development thought-leaders to produce clear, unbiased, actionable results that you can rely on. Communities across the nation use The EDWS data to:

- ▶ Assess employment opportunities
- ▶ Align workforce skills with existing jobs
- ▶ Identify training and education needs
- ▶ Plan the recruitment and retention of desirable businesses
- ▶ Assist business leaders to build capacity within the existing workforce
- ▶ Understand the relationship between jobs that pay a livable wage, community affordability and housing stress

The EDWS helps plan for growth by exploring a community's strengths and weaknesses related to economic development.

Pricing for Ramsey NCS 2020

Polco Performance Package

- One statistically sampled benchmark survey per year
- Polco premium features

Subscription \$8,300/year

Recommended Add-Ons - These reflect a similar scope of work to past survey years

- Hybrid mailing approach: 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)
\$4,200/year
- Half-page of custom questions: **\$1,600/year**
- Custom benchmark comparisons: **\$1,120 per group/year**

2020 Total: \$15,220



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