



Virginia Mayor's Institute

September, 2020



Civic Communication & Analytics Platform

Smarter, better connected communities.
A civic surveying, policy polling, and
constituent communication tech platform.

polco.us



Advanced Survey Science & Performance Analytics

Data insights to help communities move forward.
The premiere provider of professional civic surveys
and performance benchmarking analyses.

n-r-c.com



2008 - PRESENT

COVID 19 Economic Impacts



Weekly initial unemployment claims in 2020

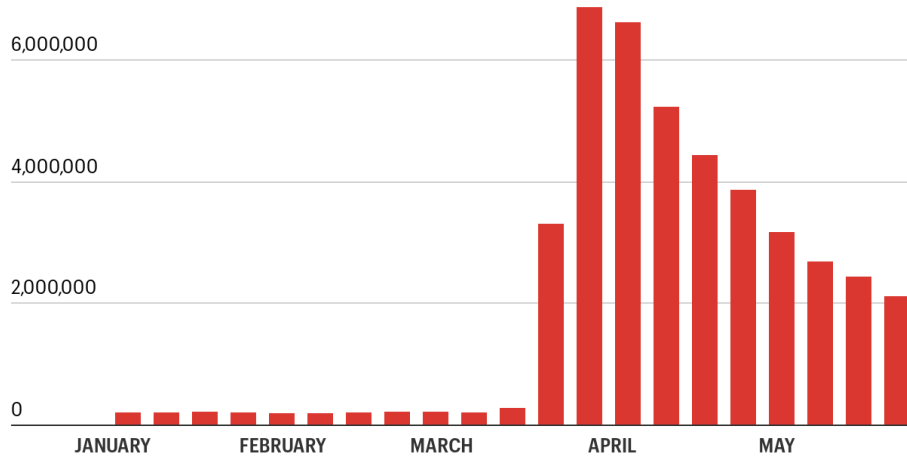
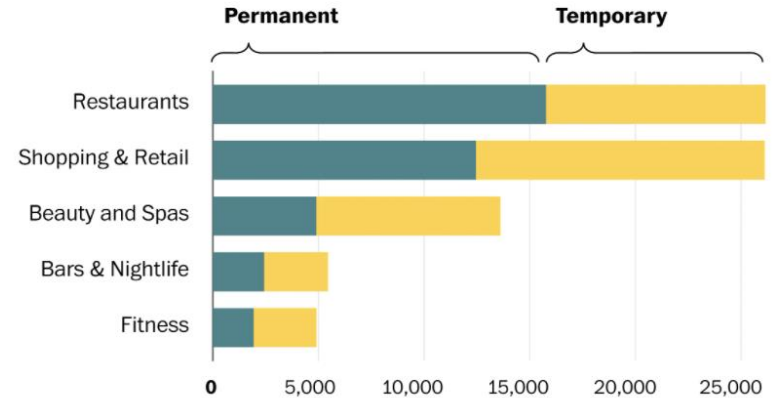


CHART: LANCE LAMBERT • SOURCE: U.S. DEPARTMENT OF LABOR

FORTUNE

Business closures by industry

From March 1 to July 10, select industries




Source: Yelp

THE WASHINGTON POST

A RIOT IS THE
LANGUAGE
OF THE UNHEARD

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COMMON METHODS TO ENGAGE RESIDENTS IN DECISION-MAKING



Resident
Comment

Town Hall
Meetings

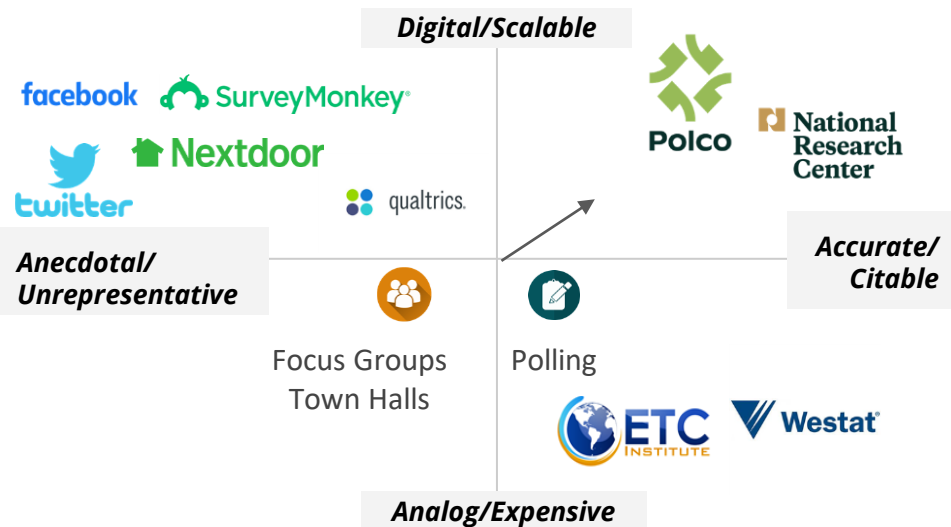
Focus
Groups



Surveys
& Polls

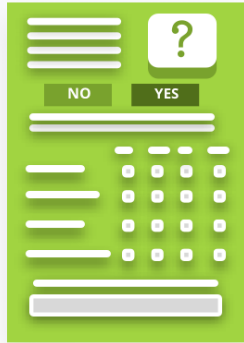
Current State & Local Public Input

State and local organizations are currently struggling to understand public sentiment and make better data driven decisions.



Administrator Services Overview

Publish



- Library of professional civic content
- Custom question development
- Post your own additional surveys and polls

Engage



- Representative samples
- Broad multi-mode outreach services
- Accumulate digital panels

Analyze

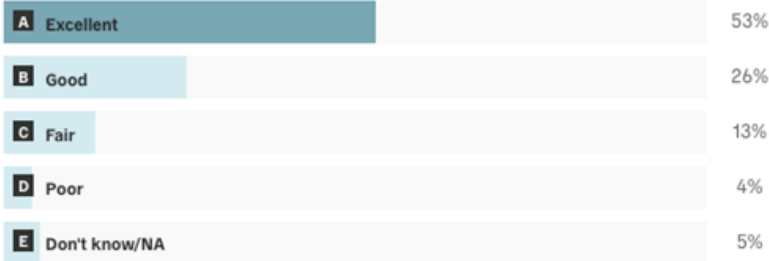


- Reweighting analyses
- Results maps, trendlines and dashboards
- Performance benchmarking

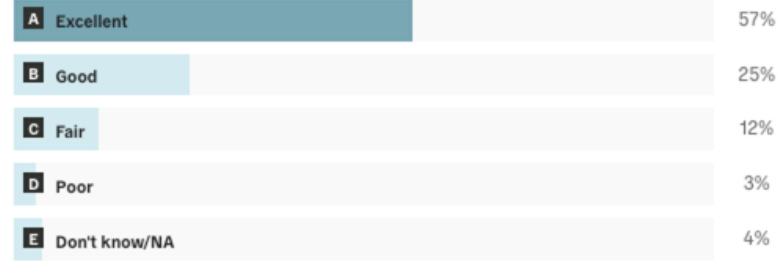
Real-time, Verified Results

Resident Perceptions of Rochester Police Department

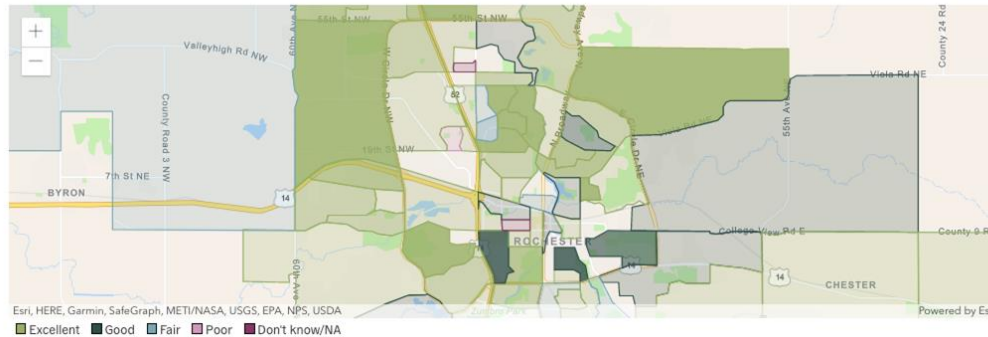
All Responses

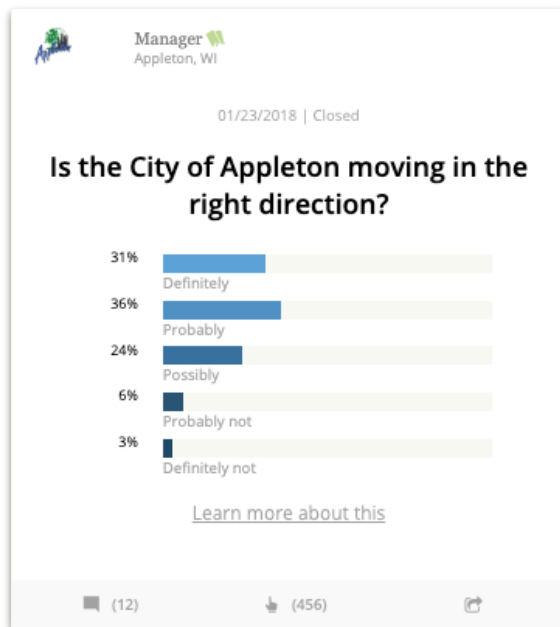


Registered Voters



Location



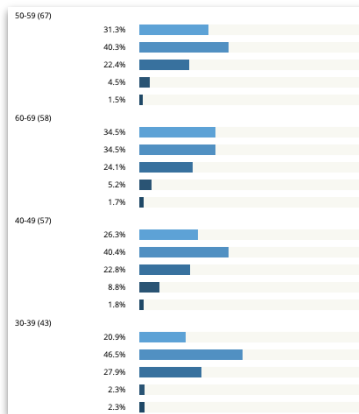


'We want to know simply, do you think Appleton is moving in the right direction as a city? We recently updated our 20-year comprehensive plan that guides planning for the City. The detailed plan outlines areas for growth, the types of housing needs we have, development opportunities and much more.'

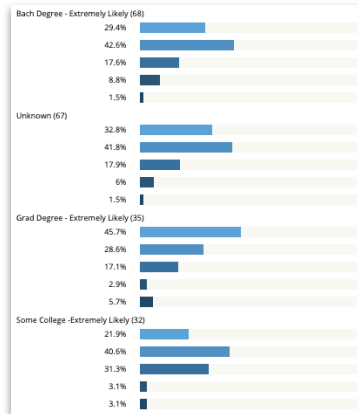
'We also recently completed a downtown parking study and downtown mobility study. Those studies are already driving decisions for improving the downtown area.'

Over $\frac{2}{3}$ of respondents think Appleton is moving in the right direction. This is consistent across demographics and geographies.

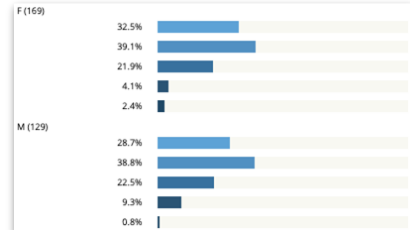
Age Range



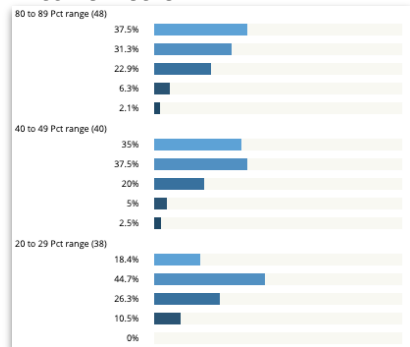
Education Level



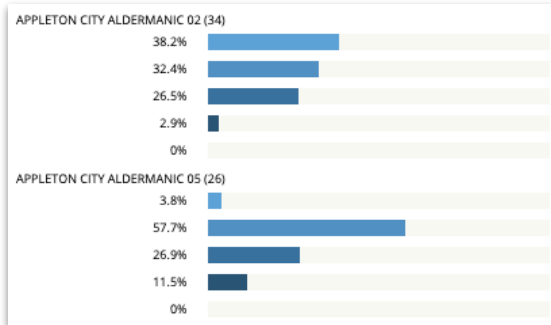
Gender



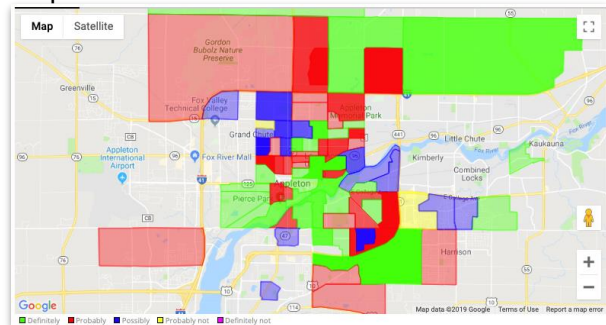
Income Decile



Commissioner District



Map Breakdown



Benchmark surveys to support strategic performance

THE NCSTM
The National Community SurveyTM

CASOATM
Community Assessment Survey
for Older AdultsTM

THE NBSTM
The National Business SurveyTM

THE NESTM
The National Employee SurveyTM

THE NPSSTM
The National Police Services SurveyTM





Understanding Economic impacts of COVID19



Resident Recovery Survey

- A series of surveys to assess the health, social and economic impacts of COVID-19 on residents and their communities.

Business Recovery Survey

- A series of surveys to assess the economic impacts of COVID-19 on businesses and their workforces.

Municipality Recovery Survey

- A series of surveys to assess the services needs and economic impacts of COVID-19 on local governments.

Older Adult Recovery Survey

- A survey to assess the health, social and economic impacts of COVID-19 on older residents and their ability to age in place.

K-12 Education Recovery Surveys

- A suite of surveys to administrators, teachers, students, and parents/guardians to assess the quality of online K-12 education.

Higher Education Recovery Surveys

- A suite of surveys to administrators, faculty, students, and parents/guardians to assess the quality of higher education institutions.

Community Quality of Life

Gain an understanding of resident perception of overall quality of life in the community.

Sense of Safety

What are residents overall sense of safety in the community and neighborhoods?

Community Safety Issues

What do residents feel are the most significant community safety issues?

Departmental Performance

How well does the police department perform with specific community issues and is the department professional and accountable in their performance.

Level of contact with Police Service

How frequently have residents interacted with the Police Department?

Types of Police Interaction

What type of interactions have residents had with the Police Department?

Police Officer Performance

What was the quality of service received by the specific Police Officer where interaction occurred

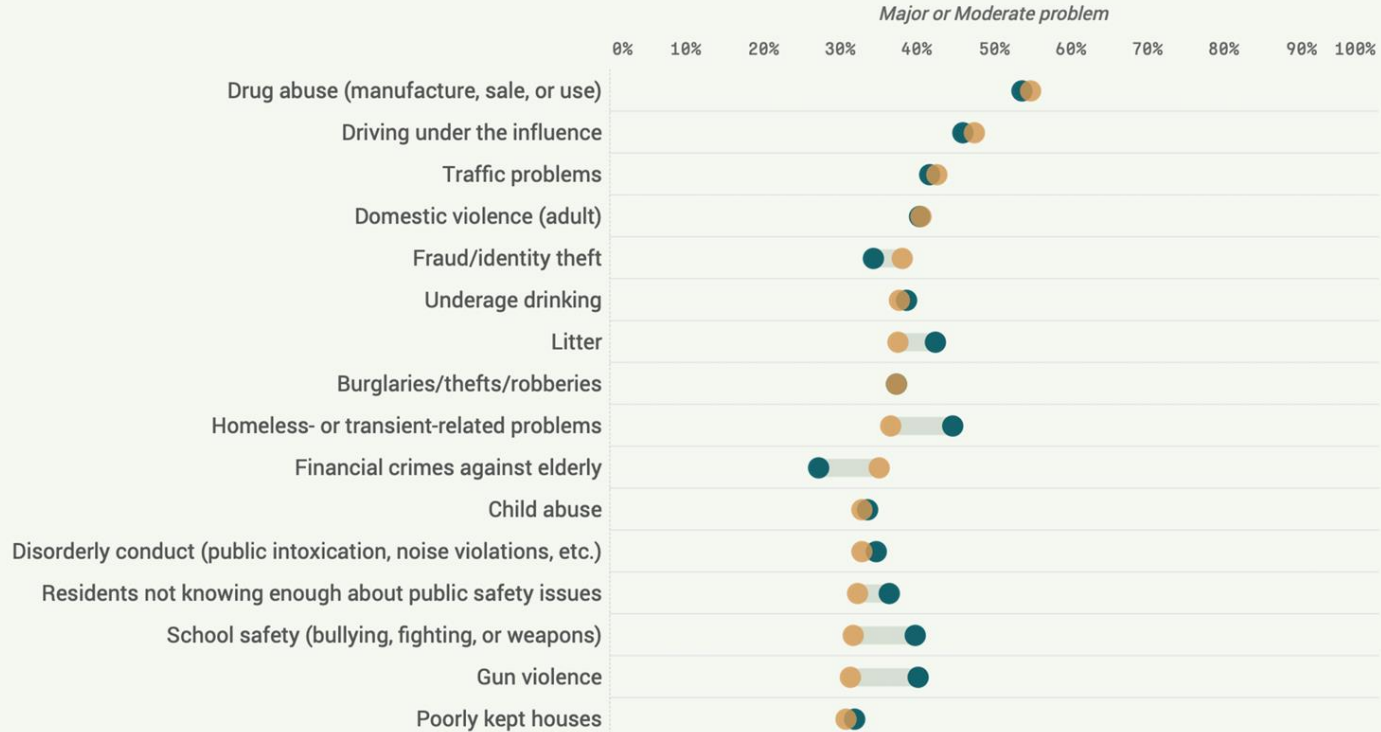
Community Public Safety Priorities

What are the community's public safety priorities?

How do **white residents** ● and **black residents** ● differ on...

Feelings of safety

How much of a problem, if at all, are these issues in your community?



Data from The National Police Services Survey (The NPSS)

How do **white residents** ● and **black residents** ● differ on...

Trust in police

Please rate your community's police department on the following.

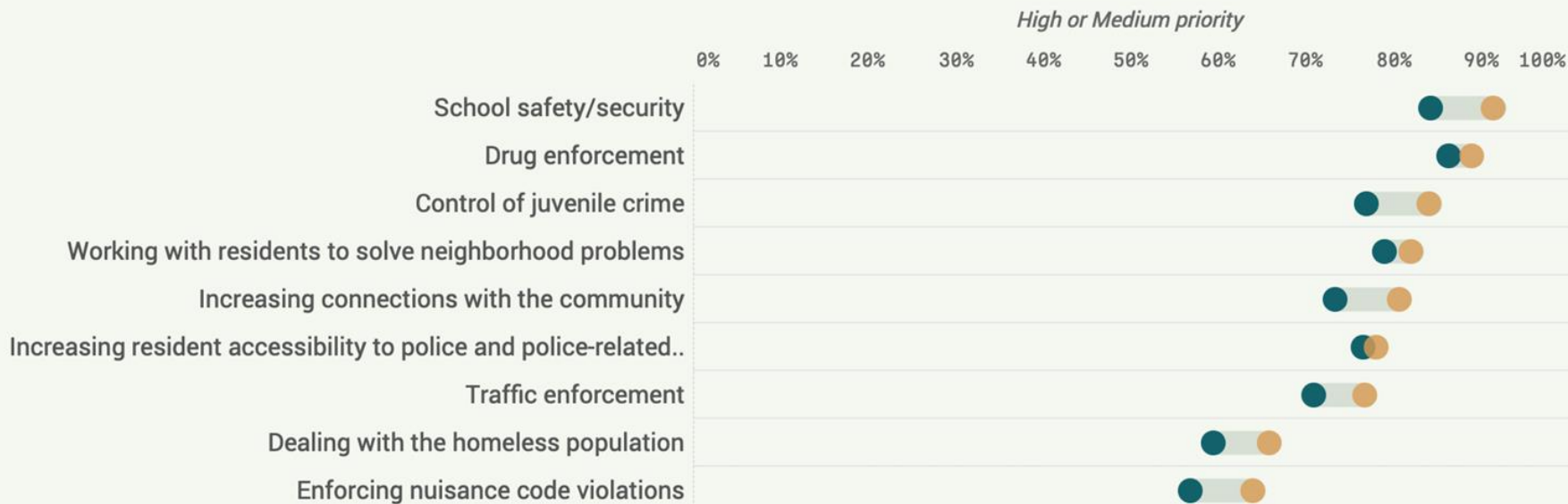


Data from The National Police Services Survey (The NPSS)

How do **white residents** ● and **black residents** ● differ on...

Priorities

How much of a priority, if at all, should the police department in your community place on each of the following in the next two years?



Coming soon: Polco LIVE!

Real time engagement at a social distance.

Embed video streams of public meetings on your Polco to receive immediate organized and verified responses from your constituents

The screenshot displays the Polco web application interface. At the top, the Polco logo is on the left, and navigation links (Super Admin, Group Management, My Groups, Launch Docs, Dashboard, Blog) and a search bar are on the right. A notification banner states: "Due to the recent COVID-19 epidemic, we will be hosting our city council meeting via stream and collecting input on Polco. Please respond with feedback on the Polco polls below." The main content area features a video stream titled "City of Carterville Council Meeting" dated "April 21, 2020". The video grid shows several council members with their names: Cynthia Black, Deb Mulderhoff, Graham Kendrick, Stephen Smith, Darius Nigam, Doris Fleming, Lisa Lewis, Steven Myrick, Seth Maragh, and Rob Gearhart. The video title "Vote on Changes to Downtown Master Plan" and the Zoom logo are at the bottom of the grid. Below the video, there are icons for 5 comments, 25 likes, and 10 shares, along with a link to "Unsubscribe from this group". A "Viewing:" filter bar shows options: New (selected), Draft, Ongoing, Results, and Awaiting Outcome. Below the filter bar, two poll cards are visible. The first poll, titled "What would you like to see more of in the future downtown plan?", is posted by Carterville on 04/24/2020 and has three options: "Improved Walkability", "Improved Safety and Crosswalks", and "More Small Business Opportunities". The second poll, titled "Do you approve on the council's decision to pause on all current downtown master plan developments?", is also posted by Carterville on 04/24/2020.



Get your free community profile at www.polco.us

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