



# The ARPA Engagement Package

Polco, through our engagement platform and benchmark data, can help communities around the country:


- 1 **Measure** resident/business stakeholder needs to **prioritize** ARPA-funded initiatives.
- 2 **Monitor** changes to assess the **effectiveness** of these initiatives.
- 3 Provide **data-driven evidence** of program efficacy for audits or reporting.

Polco will provide a space for local governments to **connect, learn, and share** with each other - creating an impact greater than any one community. Together we will build a **National Index** to better understand and monitor **recovery trends** around the country - providing a foundation for regional comparisons.

# Components of the ARPA Package

There are three primary components to the ARPA Package on Polco:

## Engagement

ARPA Index Survey  
of residents and  
business stakeholders 

Issue deep dives


Hot topic resolution

## Collaboration


Polco Connect - a forum for  
local leader discussions


Best practices

Shared findings


Benchmarks and eBooks 


## Expert Guidance

Outreach templates and  
guidance 

“Next steps” workshops 

Webinars 

Expert-vetted follow-up  
surveys for common issues 

 Lead by National Research Center (all others are supported)

This feeds a National Index which supports research and thought leadership from NRC, partners, and the member participants.

# Survey instrument content

## Section

## Sample questions or topics

### Overall community quality

Rating: Excellent ↔ Poor

Overall economic health  
Quality of transportation systems  
Design of residential areas  
Feelings of safety  
Parks and recreation opportunities

### Personal Impact

Rating: Major ↔ None

Physical health of household members  
Emotional health of family members  
Making rent or mortgage payments  
Lack of technology to work or attend school remotely

### Business Impact **Business Index**

Rating: Major ↔ None

Decline in business/sales  
Funds to pay employees  
Need to lay off employees  
Time needed to return to pre-COVID19 levels

### ARPA fund use focus

Rating: Essential ↔ Not important

Replenish lost revenues to return local services to pre-COVID19 levels  
Provide economic aid to households affected by the pandemic  
Provide economic aid to small businesses  
Make investments in broadband infrastructure  
*Plus all areas in the "overall community quality" section*

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# Using the Community Index for ARPA Performance Evaluation

 2021 City of Ballena Point  
**American Rescue Plan Act**

Only show results for  
All of Ballena Point

Areas of community livability    Quality-importance matrix    Participants    Questions    Crosstab

## Areas of community livability

This is a high-level summary of each area's performance. **Critical focus areas**, which are highlighted, were areas rated as **more important and lower quality** by residents.

For more on how we identified the critical focus areas, view your quality-importance matrix.

[View quality-importance matrix >](#)



See trends over time to help evaluate the impact of recovery efforts

These focus areas will relate to content in our library for follow up questions



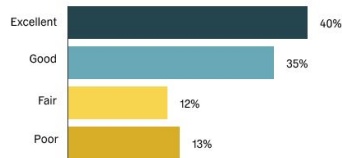
## Quality of life

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.

Only show results for

All of Ballena Point

Overall quality of life in Ballena Point



## Questions

View  Graph  Table

Sort

Characteristic	Trend	% Positive	Benchmark
Ballena Point as a place to live	→	95%	—
Your neighborhood as a place to live	↗	97%	^
Ballena Point as a place to raise children	↙	70%	∨
Ballena Point as a place to work	↙	92%	∩
Ballena Point as a place to visit	→	92%	⤴
Ballena Point as a place to retire	↙	87%	—
The overall quality of life in Ballena Point	→	83%	—
Sense of community in Ballena Point	→	80%	—

Drill down into the details at a question level. You will also be able to do cross tab analysis.

# Cross tab analysis



2021 City of Ballena Point  
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## Crosstab

A crosstab is a way to quantitatively analyze the relationship between multiple variables.

### Survey question (Y Axis)

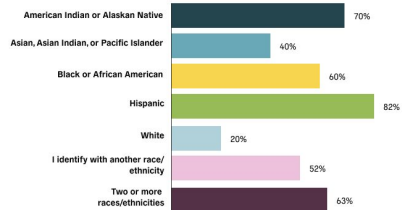
We know the COVID-19 pandemic has affected many of us. Please rate how much of a problem, if at all, the following are for your household CURRENTLY.  
[Change](#)

### Respondent characteristic (X Axis)

Which of the categories below best describes your racial/ethnic identity?  
[Change](#)

#### Paying for food

Percentage of race/ethnic group that said this is a major or moderate problem.



Easily see which demographics have been most impacted

#### Lack of good internet/broadband service

Percentage of race/ethnic group that said this is a major or moderate problem.

