



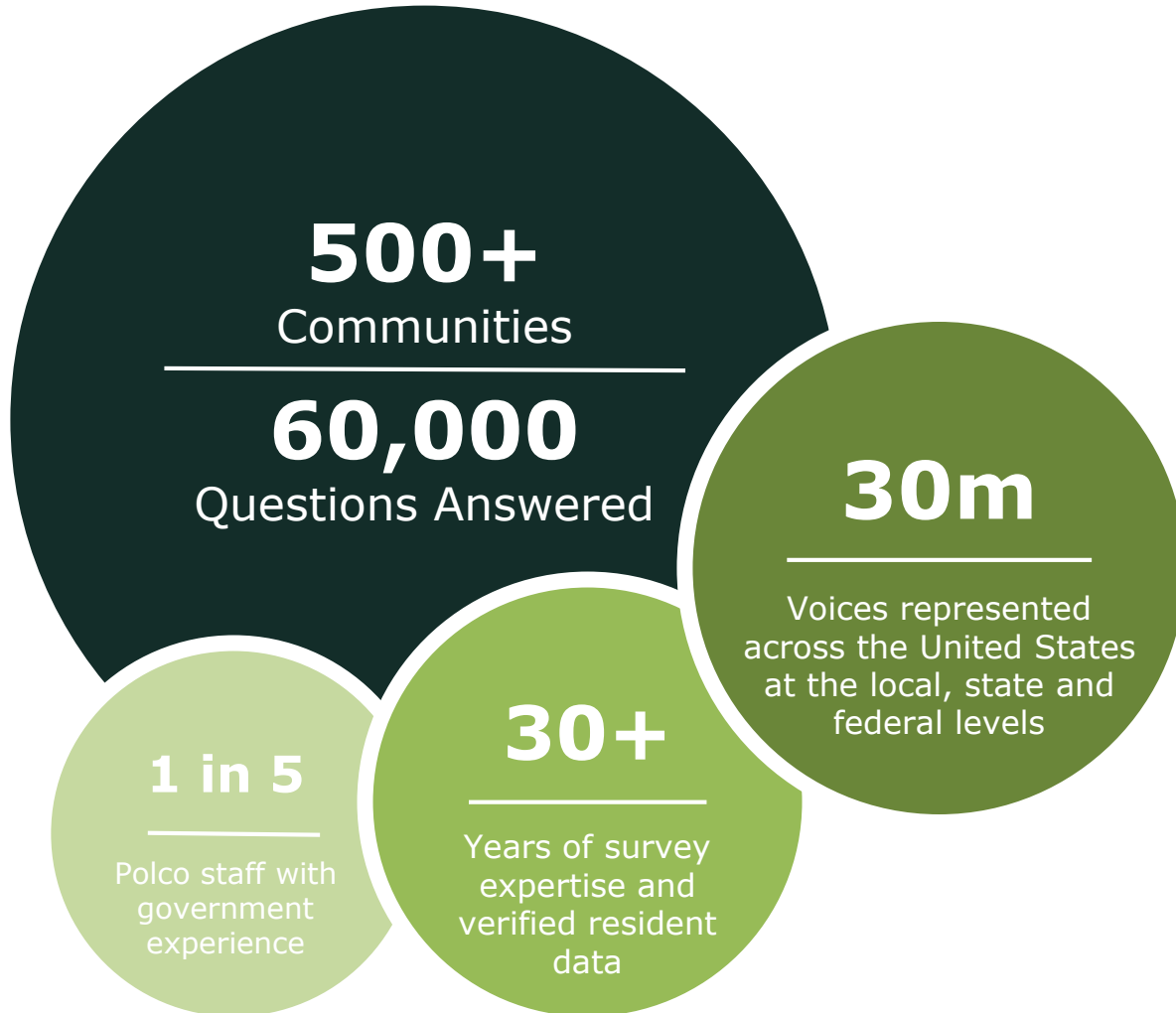
Polco

Bringing together people, data, and AI to **build strong communities.**

better allocate grants
identify resident needs
develop strategic plans
create sustainable budgets

improve access to healthcare
use AI for social good
craft tailored policies
create safer cities

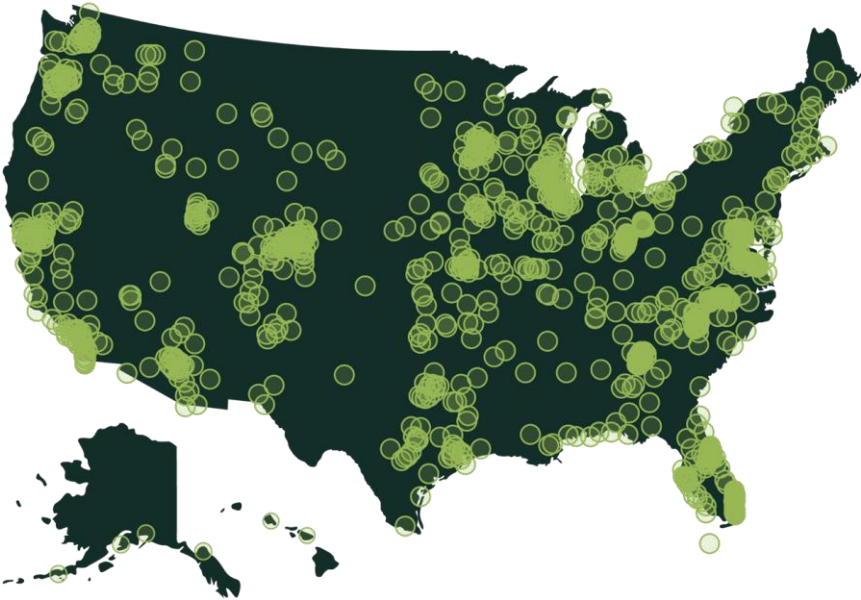
About Polco



Polco is a mission-driven organization dedicated to building stronger communities through representative surveying, meaningful community input, reliable and accurate data, and AI.

Our team includes survey researchers, data scientists, certified engagement professionals, communication experts, PhDs, and MPAs. We share decades of experience working with and for local, state and federal governments. We understand your opportunities and challenges, and will support you every step of the way.

Local Governments Around The Country Trust Polco



Exclusive partners of: **ICMA** **NLC** NATIONAL LEAGUE OF CITIES



Along with 500+ other communities

The Polco Platform



Engage



Assess



Track



Polco AI



BalancingAct[®]
FROM POLCO

The National Community Survey



THE NCS™

THE NATIONAL COMMUNITY SURVEY™

CONNECT WITH RESIDENTS • MAKE DATA-DRIVEN DECISIONS

The National Community Survey™ (The NCS™)

- Gold standard for gauging public opinion
- Originated in 1987 at City of Boulder
- Became templated early 2000; endorsed by ICMA
- Benchmark to 500+ communities and trends over time
- Demographic questions matched to U.S Census
- Provides a comprehensive and accurate picture of community livability
- Clear, unbiased, accurate, and representative results

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



NCS Sample Project Timeline



WEEKS 1-5

Survey Development

- Custom question development (if applicable)
- Random sampling
- Survey invitations

WEEKS 5-7

Printing and Mailing

- Printing and mailing invitation postcards
- Preparing online survey

WEEKS 7-13

Data Collection

- Survey open
- Open participation survey (2 weeks)

WEEKS 13-17

Analysis and
Report Writing

- Survey results analysis
- Weighting
- Report writing & delivery



NCS Mailing Materials



Battle Creek Resident,


We invite you to help shape our future! You've been randomly selected to participate in the 2025 Battle Creek Community Survey.

An adult 18 or older in your household should complete this survey. Please do not share your survey link. This survey is for randomly selected households only. Please complete the confidential survey online at:


polco.us/xxplaceholder

If you have any other questions about the survey, please call the City at 269-966-3311.

Thank you, Gracias, ကျေးဇူးတင်ပါသည်,



Mark Behnke
Mayor/Alcalde/မြို့တော်ဝန်

 City of Battle Creek
10 N. Division St., Suite 206
Battle Creek, MI 49014

Residente de Battle Creek,

¡Te invitamos a ayudar a dar forma a nuestro futuro! Ha sido seleccionado al azar para participar en la Battle Creek Encuesta Comunitaria del 2025.

Un adulto de 18 años o más en su hogar debe completar esta encuesta. No comparta el enlace de su encuesta. Esta encuesta es únicamente para hogares seleccionados al azar. Complete la encuesta confidencial en:

polco.us/xxplaceholder

Si tienes alguna otra pregunta sobre la encuesta, llama la Ciudad al 269-966-3311.

ခင်မင်ရပ်သော Battle Creek တွင် မဲဆိုင်ရာလူမျိုးစုစာရင်း

ဤအခွင့်အလမ်းအတိုင်း လုပ်ဆောင်ခြင်းအတွက် အချိန်မရွေးအမျိုးမျိုး ဟုတ်မဟုတ် Battle Creek ၏ 2025 စစ်တမ်းမှာ ပါဝင်ခြင်းအတွက် လူကြီးမင်း၏အိမ်ထောင်စုကို ကျွန်ုပ်တို့ ရွေးချယ်ထားပါသည်။ လူကြီးမင်းအနေဖြင့် အချိန်ရိုက်ကိုင်အသုံးပြုကာ အောက်ဖော်ပြပါ တက်မရဲဘဲ မှတ်စံဆင့် စစ်တမ်းကို ဖွဲ့စည်း ပြုစုနိုင်ပါသည်။

polco.us/xxplaceholder

ကျေးဇူးပြု၍ သတိပြုရန်အတွက် ဖုန်းနံပါတ်များ ယခုစစ်တမ်းသည် ကျွန်ုပ်တို့ ရွေးချယ်ခံရသည့် အိမ်ထောင်စုများအတွက်သာ ဖြစ်ပါသည်။ မြို့တော်အနေဖြင့် မဲဆိုင်ရာများ အားလုံးအတွက် သိရှိပြီးစစ်တမ်းတစ်ခုကို ယခုအချိန်မှစ၍ လာမည့်ရက်အတွက် အချိန်ရိုက်ကိုင်အသုံးပြု လုပ်ဆောင်သူမည် ဖြစ်ပါသည်။ လူကြီးမင်းအနေဖြင့် စစ်တမ်းနှင့်သက်ဆိုင်သည့် မေးခွန်းများ ဖော်ပြပါလိုက်ပါက ကျေးဇူးပြု၍ 269-966-3311 ကို ခေါ်ဆိုပါ။

ပိုမိုသိရှိလိုပါက သတိပြုရန်အတွက် ဖုန်းနံပါတ်များ ကျွန်ုပ်တို့အသုံးပြုသည့် ကျေးဇူးတင်ရှိပါသည်။

ဦးစီးအရာရှိများ

မြို့တော် မန်နေဂျာ



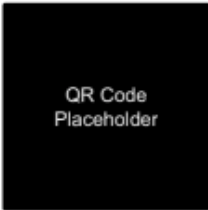
City of Battle Creek
10 N. Division St., Suite 206
Battle Creek, MI 49014

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First Class Mail
US Postage
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Boulder, CO
Permit NO.94

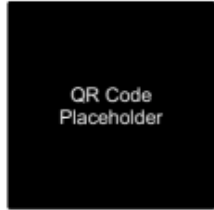
Let your voice be heard!
Take the Battle Creek
community survey now.



Hazte oír!
Toma la Battle Creek
Encuesta Comunitaria ahora.



သင်၏အသံကိုကြားပါစေ။
Battle Creek ကိုယူပါ။



City of Battle Creek
10 N. Division St., Suite 206
Battle Creek, MI 49014

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Tell us what you think!
Complete the
Battle Creek
community survey.



¡Dinos qué piensas!
Completa la
Battle Creek
encuesta comunitaria.



သင်၏အသံကိုကြားပါစေ။
Battle Creek ကိုယူပါ။

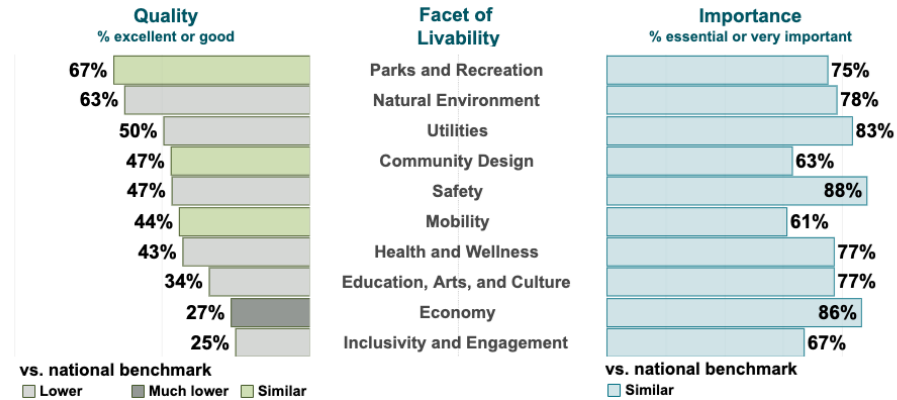


NCS Results



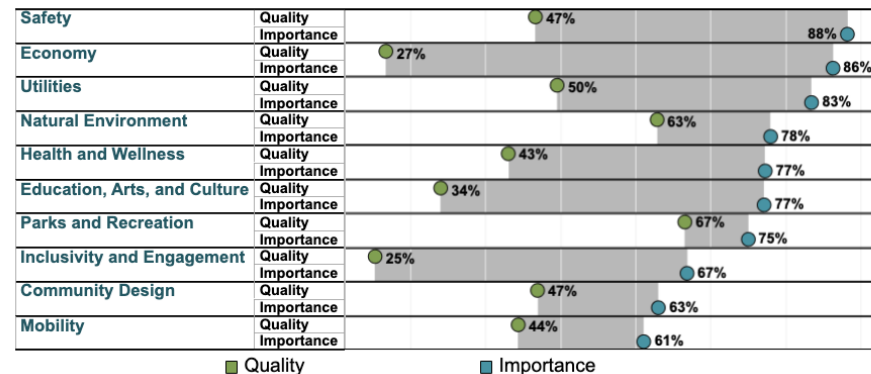
Quality and Importance by the Numbers

The table below shows the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local quality ratings were lower, similar, or higher than communities across the country (the national benchmark).

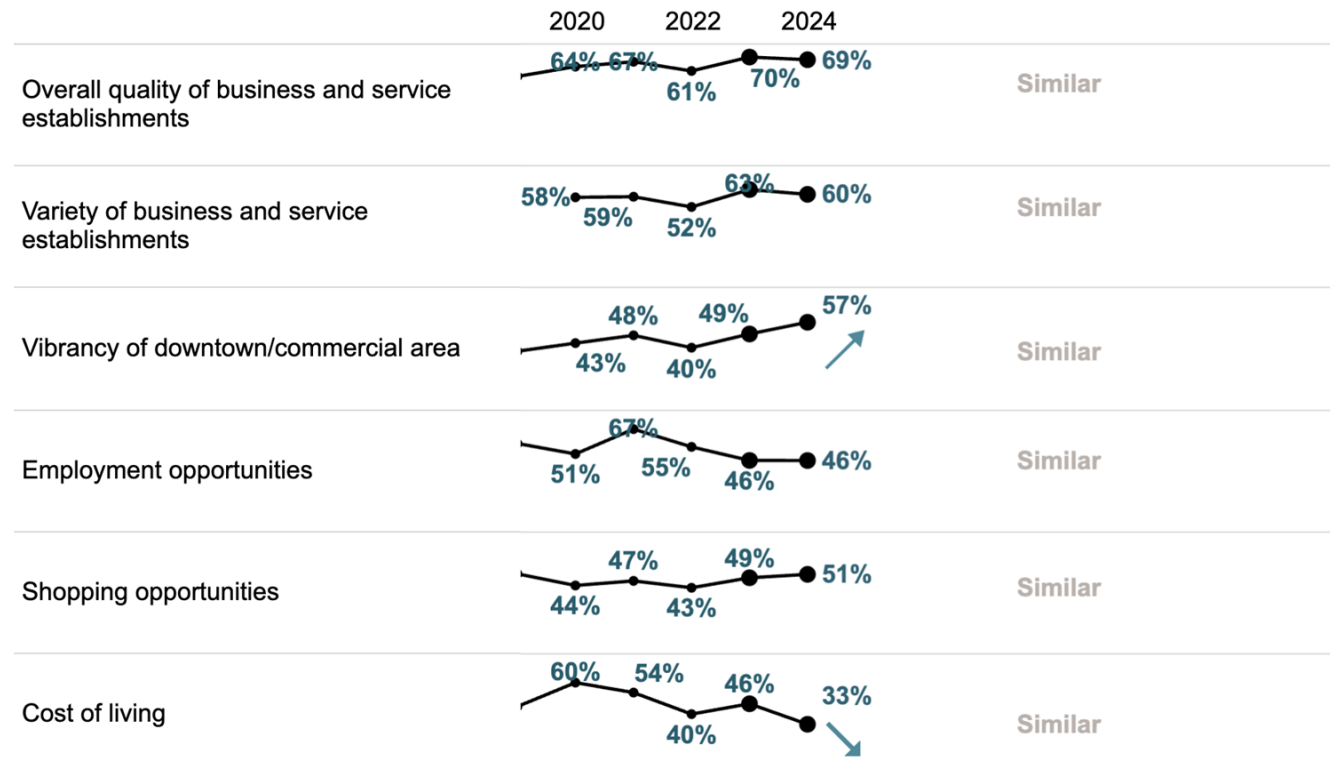


Quality/Importance Gap Analysis

The gap analysis chart below shows the same data as above; however, this chart more clearly illustrates the comparative differences in quality and importance ratings for each facet, as well as the absolute ratings for each.



Please rate each of the following in the Morristown community. (% excellent or good)



Track: Community Data and Insights

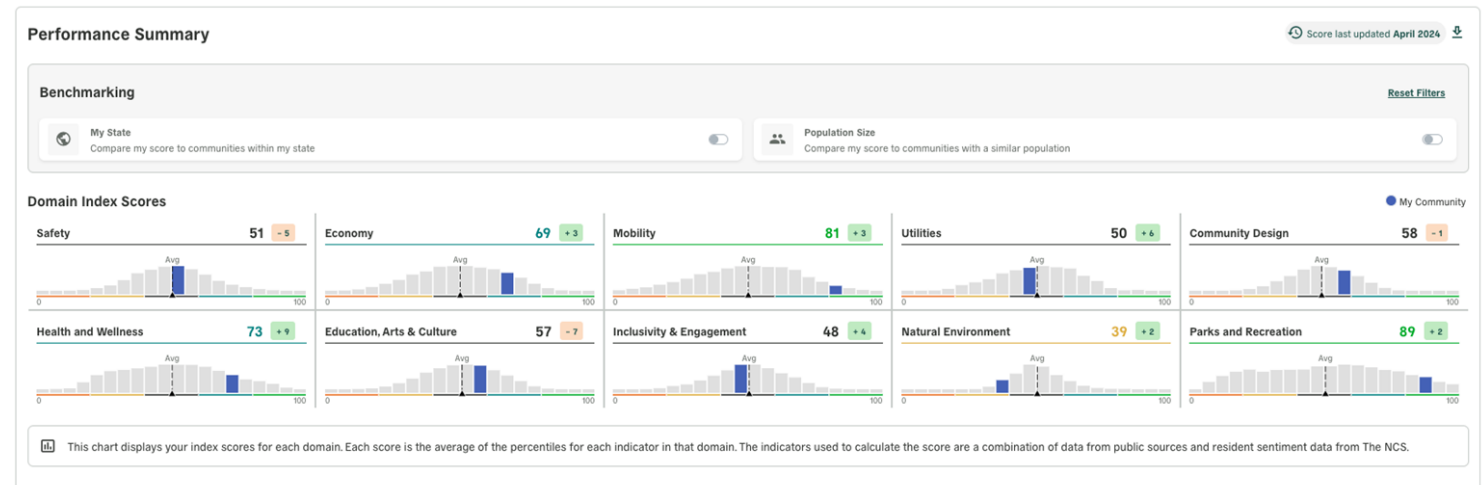


400+ actionable indicators
measuring community livability

Measures are a mix of public data, resident evaluations, and organization inputs

Data are standardized,
benchmarked, and presented over time

Data dashboards and advanced data analytics assist in summary and action planning



High Road Strategy Center

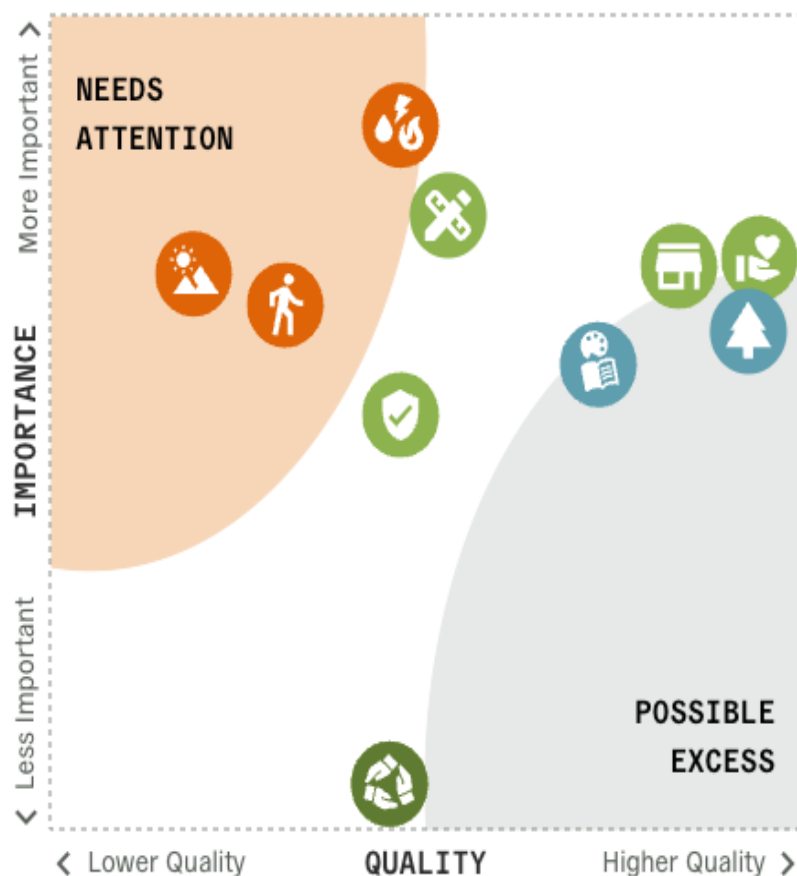


ICMA



 **National Research Center**

Data from National Community Survey 2023 & Community Assessment Survey for Older Adults 2022 & GPAL data





ON TRACK

-  Economy
-  Health and Wellness
-  Inclusivity and Engagement
-  Safety
-  Community Design

NEEDS ATTENTION

-  Utilities
-  Mobility
-  Natural Environment

POSSIBLE EXCESS

-  Education, Arts, and Culture
-  Parks and Recreation

Polco - Examples of Texas and Southwest US Cities



- Frisco, TX
- Garland, TX
- Celina, TX
- Cedar Park, TX
- Anna, TX
- Pearland, TX
- Sedona, AZ
- Farmers Branch, TX
- Portland, TX
- Sachse, TX
- Temple, TX
- Glendale, AZ
- Gilbert, AZ
- Buckeye, AZ
- Leander, TX
- New Braunfels, TX
- Flower Mound, TX
- Scottsdale, AZ



Questions?