



Meeting Name: Town Council Meeting
Meeting Date: May 22, 2024
Prepared By: D. Dyess, Town Manager
Item Title: Discussion on Polco Survey Ideas

Item requested via consensus from Vice Mayor Halpern

DISCUSSION:

Polco has three levels of survey/polls. The council was sent a link to access the demo site login to evaluate the information. Below is information on the survey types.

Assess:

These are the national benchmarking surveys that are used to see how well our town is comparatively. The snapshot appears to be free while the others are an additional fee. I am trying to determine the costs for the additional surveys.

“Polco's benchmark surveys were developed by in-house data scientists and have been conducted in hundreds of jurisdictions nationwide over the past 25 years. Each assessment targets a different facet of your community or organization, allowing you to focus efforts as needed. Implementing different benchmark surveys can provide additional context for your data and a deeper understanding of your community's overall performance. Designed to provide actionable insights, these benchmark assessments provide the most value when conducted regularly (at whatever cadence is right for you!) to refresh your results and see historical trends over time.”



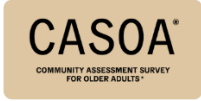
National Community Survey Snapshot

The National Community Survey Snapshot (NCS-S) is a digital survey that swiftly gathers residents' perspectives. It offers a concise overview of community sentiment at no cost.



The National Community Survey

Provides a comprehensive and accurate picture of livability and resident perspectives about local government services, policies and management.



Community Assessment Survey for Older Adults

Provides a clear description of the community's readiness to serve the needs of the aging demographic.



The National Business Survey

Provides a clear description of the community's readiness to serve the needs of the aging demographic.



The National Law Enforcement Survey

Provides a comprehensive and accurate picture of resident opinions related to community police services and compares your local results with benchmarks compiled from a national survey panel.



The National Employee Survey

Provides a comprehensive and accurate picture of resident perspectives about local government services, policies and management.



The National Employee Survey - Law Enforcement

A comprehensive and accurate picture of livability and resident perspectives about local government services, policies and management.

Engage Surveys:

This is the type of survey that we have been using and we currently have engaged with 264 people. This section has a free library for surveys, or we can build one from scratch (like the playground survey). Attached is an example of one of the surveys in the library.

Balancing Act:

I believe that this is an additional paid section that I have requested more information on. This section does simulations, for instance a budget simulation allows the community to change funding allocations and shows what happens to the funding of other areas.

RECOMMENDATION:

Review the information and provide staff direction.