



11333 N. Cedarburg Road
Mequon, WI 53092
Phone: 262-236-2941
Fax: 262-242-9655

www.ci.mequon.wi.us

Office of the City Administrator

PUBLIC WELFARE COMMITTEE

Tuesday, June 11, 2024

5:15 PM

Lower Conference Room

Agenda

- 1) Call to Order, Roll Call
- 2) Approval of Meeting Minutes
Action requested: review and approve
 - a. May Meeting Minutes
- 3) Polco Presentation
 - a. Polco Proposal
 - b. Polco PowerPoint
- 4) Work Calendar
- 5) Adjourn

Dated: June 11, 2024

/s/ Dale Mayr, Chair

Notice is hereby given that a quorum of other governmental bodies may be present at this meeting to present, discuss and/or gather information about a subject over which they have decision-making responsibility, although they will not take formal action thereto at this meeting.

Persons with disabilities requiring accommodations for attendance at this meeting should contact the City Clerk's Office at 262-236-2914, twenty-four (24) hours in advance of the meeting.

Any questions regarding this agenda may be directed to the City Administrator's Office at 262-236-2941, Monday through Friday, 8:00 AM – 4:30 PM



11333 N. Cedarburg Road
 Mequon, WI 53092
 Phone: 262-236-2941
 Fax: 262-242-9655

www.ci.mequon.wi.us

Office of the City Administrator

PUBLIC WELFARE COMMITTEE

Tuesday, May 14, 2024

5:00 PM

Lower Conference Room

Minutes

1) Call to Order, Roll Call

Present:

Chair Dale Mayr
 Alderman Gregg Bach
 Alderman Brian Parrish

Also Present: City Attorney Brian Sajdak, Community Development Assistant Director Zader, Executive Assistant Enea, and Alderwoman Tolocko

2) Approval of Meeting Minutes

a. April Meeting Minutes

RESULT: **Approved by Voice Acclamation [Unanimous]**

MOVED BY: Alderman Bach

SECONDED BY: Alderman Parrish

AYES: Mayr, Bach, Parrish

3) Election of Chair

Alderman Bach nominated Alderman Mayr to be the Committee Chair and Alderman Parrish seconded. His nomination was approved by voice acclamation.

4) Ordinances

Action requested: review and recommend approval

a. **ORDINANCE 2024-1662** An Ordinance Repealing and Recreating Article XI within Chapter 58 of the Mequon Municipal Code, as it Relates to Floodplain Zoning

Community Development Assistant Director Zader explained to the Committee that the flood plain maps were already sent to FEMA and they had been approved. Alderman Parrish inquired how much it would cost to hire a consultant to challenge the maps. Assistant Director Zader said that is unknown since the City does not know what it would be challenging at this point. Zader went on to explain what would be presented at the upcoming

Attachment: PW Mins 051424 (9444 : May Meeting Minutes)

Open House, how the Department sent out 1,400 notices to residents that reside within the flood plain and may be affected, and how people are coming into City Hall on a daily basis to see if they are negatively impacted or not. Alderwoman Tolocko asked if the Open House Presentation could be recorded for those that can't come on May 29, the answer was yes.

RESULT: **Approved by Voice Acclamation [Unanimous]**

MOVED BY: Alderman Bach

SECONDED BY: Alderman Parrish

AYES: Mayr, Bach, Parrish

5) ETC Institute Presentation

Robert Heacock, Senior Project Manager, from ETC Institute presented the Committee with their Community Survey Proposal. ETC is a national leader in market research for local governmental organizations and have surveyed more than 2.5 million people in more than 1,000 communities for more than 40 years. There are three necessary phases including designing the survey/developing a sampling plan, administering the survey, and performing the survey analysis/preparing the final report. ETC will tailor the survey to meet Mequon's needs and to make sure that current issues are addressed. A hybrid approach (mail/online/phone) is utilized and the survey with a cover letter on City Letterhead will be mailed to a statistically valid sample of households, approximately 2,500-3,000. Mr. Heacock provided an example from Sugar Land, TX on how data will be presented via comparisons, GIS maps, benchmarking, and crosstabulations. An interactive data dashboard is being included at no additional cost (usually \$5,000), bringing the total all-inclusive cost to \$18,500. The Committee inquired how the survey would be promoted to residents and if more residents could have the opportunity to take it outside of the random sample.

6) Work Calendar

Polco, the third Community Survey vendor, will present their proposal at the June meeting.

7) Adjourn

Alderman Bach moved to adjourn at 5:56 P.M. and Alderman Mayr seconded.

Respectfully Submitted,

Carrie Enea
Executive Assistant

Attachment: PW Mins 051424 (9444 : May Meeting Minutes)



Exclusive partners of:



Proposal and Recommendation prepared for Mequon, WI



Updated- Spring 2024

Justin Schoenemann
 City of Mequon
 Assistant City Administrator
 11333 N. Cedarburg Road
 Mequon, WI 53092

Justin,

We are pleased to submit this proposal to the city of Mequon. Polco's core business is the administration of community surveys for local governments. Over the last 25 years, we have conducted more than 1,000 such surveys in more than 500 local governments across the U.S. Polco is the only strategic partner of the International City/County Management Association's (ICMA) to offer survey research to local governments. We have been in partnership with ICMA for over 20 years and conduct training about using citizen surveys to advance community livability.

Polco understands that the city is evolving and is ready for their first round of the National Community Survey to gauge a comprehensive resident opinion regarding the services, activities, and direction of the city Leadership. Polco will work with city staff to develop and administer a survey of residents; analyze the survey responses and report on the results. We will ensure the results of the survey are weighted to reflect the demographic make-up of all adults (18 years old or older) living in the community, so that the results can be generalized to the entire adult population. Additionally, because Polco conducts and collects the most current community surveys from jurisdictions across the country, we have the largest database of current comparative resident opinion of any firm. Conducted with typically no fewer than 300 residents in each jurisdiction, opinions represent over 30 million Americans.

Thank you in advance for your review and consideration.

Sincerely,

James Windisch

Senior Account Executive

james@polco.us | Direct (608) 609-0274

Attachment: Mequon WI Polco Update March 2024 (9445 : Polco Proposal)

Executive Summary

About Polco

Air Force veterans Nick Mastronardi and Alex Pedersen founded Polco in 2015 out of their passion for public service. They shared a desire to see local governments better utilize technology to foster productive conversations and make data-driven decisions. Nick's experience at Amazon and Alex's at Google, in addition to shared experiences in academia, gave them the expertise they needed to create Polco. They saw how technology had contributed to residents' declining trust in government and increasing polarization and hoped that they could be a part of reversing these concerning trends through technology. From the start, they founded Polco with the mission to improve how governments engage their residents, understand the resident sentiment, and ultimately use this input to make decisions that improve the quality of life for all.



Nick and Alex quickly realized that there were other great practitioners doing innovative work that they could amplify through a partnership with Polco. In 2019, National Research Center (NRC) joined Polco to set a new standard for survey research. NRC was the leading provider of community surveys for local governments across the country for 25 years, and the merger with Polco combined NRC's extensive library of professional local government surveys, a database of local government performance, and survey research expertise with Polco's technical capabilities for enhanced communication and engagement. Today, Polco is headquartered in Middleton, Wisconsin, with over 75 employees across the country, including an office in Boulder, Colorado.

Balancing Act joined Polco in 2023, bringing best-in-class budget and housing simulations, prioritization tools, and Taxpayer Receipts to Polco's community engagement platform. Balancing Act has provided these capabilities to local, state, federal, and academic institutions around the world. The core of the Balancing Act suite is the budget simulation. This easy-to-set-up, interactive tool is the best way to communicate financial information to residents and get their informed feedback. Balancing Act's online housing simulation changes the participation dynamic in planning and zoning by putting residents in the shoes of decision-makers and asking them to help solve the problem. Prioritize gathers stakeholder preferences on budgeted projects with a unique dual approach that allows users to make selections and then rank order them. The resulting data provides deeper insight to support decision-making within a fixed budget or one-time expense such as stimulus funds. Finally, the Balancing Act Taxpayer Receipt is an easy, effective way to demonstrate to residents that their money is being put to good use. Residents anonymously input data to generate a customized estimate of taxes paid.

Polco has received the highest levels of endorsement from the International City/County Managers Association (ICMA), the National League of Cities (NLC), and the Government Financial Officers

Association (GFOA). Together, these organizations comprise thousands of city and county managers, council members, elected officials, and government finance professionals.

Polco continues to grow as we add additional capabilities to our community engagement platform. Our suite of tools ensures communities engage with residents and receive the insights necessary to optimize their resources and deliver the highest level of services to residents.

Our team's combined expertise has produced a robust digital engagement platform to gather critical information from community stakeholders, assess their needs, and monitor resident satisfaction and government performance. The platform includes three modules: Track, Engage, and Assess. Balancing Act is currently part of our Engage module and will eventually be part of our Assess module as well. Each module provides an innovative and impactful approach to community engagement which can be used to meet specific needs or combined for a more holistic approach to engagement.

We take pride in all the work we have done to positively impact public services and the quality of life in hundreds of communities. At the same time, we believe there is much important work left to be done. The public sector constitutes a significant portion of the economy, with over \$4 trillion available to state and local governments in the US alone in the past year. In order to allocate and spend these funds, it's more important than ever that local governments have access to accurate and reliable data to make decisions with confidence.

Our team of community engagement experts is committed to understanding your community's goals and challenges so we can tailor a solution aligned to the unique needs of your community. We look forward to working in partnership with you to power the best possible decisions for your community and see positive outcomes in the years to come.



Polco is proud to be in partnership with NLC & ICMA



Approach and Methodology

Survey Instrument - The National Community Survey™ (The NCS™)

We are proposing our turn-key benchmark survey product, The National Community Survey™ (The NCS™) for the City's Public Opinion Survey.

The NCS has been the survey tool of choice for more than 500 communities across the country and is the only resident survey tool endorsed by the International City/County Management Association (ICMA) and the National League of Cities (NLC). It has the advantage of being a cost-efficient, scientific tool for measuring resident satisfaction levels and perceptions. The NCS starts from a base of questions that ask respondents about the quality of local government services. The overall focus is on community livability, so other questions relate to the characteristics of the community that contribute to quality of life, as well as residents' experiences and engagement in community life. The level of standardization of this survey product makes it possible to provide benchmark comparisons for each standard item.

The National Community Survey™ (The NCS™)

- Gold standard for gauging public opinion.
- Trusted by hundreds of jurisdictions.
- Benchmark to 500+ communities
- Clear, unbiased, and accurate results

We help our customers by:

- Evaluating services
- Enhancing communication
- Measuring quality of life
- Building trust
- Planning capital investments
- Informing budgeting
- Monitoring performance
- Assisting strategic planning

The NCS covers 10 key facets of community livability:

- | | |
|------------------------|--------------------------------|
| 1) Economy | 6) Utilities |
| 2) Mobility | 7) Parks and Recreation |
| 3) Community Design | 8) Health and Wellness |
| 4) Natural Environment | 9) Education, Arts and Culture |
| 5) Safety | 10) Inclusivity and Engagement |



Outreach Administration

A representative sample of residents (or other appropriate stakeholders) will be invited to complete the survey to ensure statistically significant response and results. We will use statistically appropriate methodologies to garner community-wide representativeness with at least a 6% margin of error (4-6% is typical and meets best practices for performance measurement, about 250-450 responses) per local jurisdiction. The invitations will contain an introduction outlining the importance of the survey and instructions for completing it. To supplement this effort, the city will be asked to participate in outreach efforts with guidance on best practices from Polco. Responses will be statistically weighted to ensure the best representation of your community (or stakeholder group, if applicable).

We propose to employ multiple modes for outreach.

- Mailed postcard invitations to randomly selected households (with URL for online survey access) 3,000 households.
- Paper surveys will be mailed to all 3,000 randomly selected households. A postage-paid reply envelope would also be provided to return the survey to Polco for data entry.

We will work with the city to optimize the outreach plan, combining our experience with your knowledge of your residents and their needs (e.g., comfort with and access to technology and level of English literacy).

The online portion of the survey will be hosted on the Polco platform. The city will have a branded profile (using your logo) on which the survey would be hosted.

While the city will be conducting the survey with a random, scientific selection of households, officials may still want to hear from everyone in the community. To this end, we include an open participation option once the random survey has been in the field for at least a few weeks. To this end, we provide another web link that the city can post on its website and publicize it to encourage maximum participation. Polco will analyze the open participation data and determine whether combining the opt-in data with the scientific data would be beneficial toward reducing the margin of error around survey results, or if it should be reported under separate cover. The combination of scientifically collected data (via random selection) and opt-in data (non-random) is an emerging practice in the survey research industry.

A strength of Polco is the ability to turn what could be one-off respondents into a “panel” of residents for continued engagement. To take advantage of this feature, residents must be asked, or even required to register at Polco. In the first scenario, the resident completes the survey and after submitting, is given an option to provide an email address and zip code for continued engagement. In the second, the resident would be required to provide their email address and zip code to access the survey. Historically Polco has matched around 70% of its responding users on local voter files. Each user successfully matched against the verification list no longer needs to self-report most additional demographic and geographic information (age, gender, precinct/ward, etc.). This not only improves the accuracy of the results but helps stave off survey fatigue.



City Responsibilities

While Polco will do most of the heavy lifting to provide the approach and methodology described in this proposal, the following would be the City's responsibilities:

- 1) Provide a project point person for Polco to work with on the survey logistics.
- 2) Provide input on the half of page of custom questions to be covered on the survey, provide feedback on survey drafts, and give final approval.
- 3) Provide necessary files for customizing the survey materials (e.g., logos, letterhead, electronic signature) as well as GIS files for any geographic sub areas to be tracked.
- 4) Publicize the survey effort, particularly the open participation survey, if the city desires to implement that option.
- 5) Provide feedback and final approval on reporting and presentation slide deck.

Analysis of Survey Results

The first step in preparing the resident data for analysis will be to weigh the data to reflect the demographic profile of the residents of the community. Weighting is a best practice in survey research to adjust for potential non-response bias and ensure that the demographic characteristics of the survey respondents mirror the overall population. In general, residents with certain characteristics (for example: those who are older or homeowners) are more likely to participate in surveying. Weighting allows us to increase or decrease the weight of each respondent to mimic as closely as possible the demographic profile of the community as described by the U.S. Census and American Community Survey (ACS) data. The weighting variables to be considered will be all those demographics included in the survey. Additionally, Polco has extensive experience with complex weighting schemes required with targeting specific geographic subareas.

For quantitative analysis of the resident survey, we rely on IBM Statistical Package for the Social Sciences (SPSS). We believe that analysis must be replicable and leave a clear path. To this end, we keep every label and command run in SPSS in a syntax file available for audit and re-running, as necessary. We will code any open-ended responses using both an emergent approach, where themes are revealed through the analysis, combined with a deductive approach, where a scheme or codes are predetermined and applied to the data. We use various analysis techniques suited to the project and question.

In addition to providing a full set of responses to each survey question, our online reporting includes interactive charts that show cross tabulations by geographic area and respondent characteristics, as well as comparisons of results against benchmark communities. The data and reports will undergo a thorough quality assurance review. We will audit the original data files and our statistical syntax/analysis files, compare automatically generated output to the formatted output in the report and data check all numbers and text prior to submitting the reports. This will ensure the data analyses are correct and staff, the media and the public will trust the results.

Benchmarking

Polco conducts and collects the most current resident surveys from jurisdictions across the country; we have the largest database of comparative resident opinion of any firm, containing over 700 comparison communities across the nation. The Polco Performance Plan includes comparisons to the national benchmarks. Should the City wish to add optional custom benchmark sets, Polco's benchmark database contains communities that range widely in size, location, and other features, so we can easily create benchmarks to make comparisons to the entire nation or a subset, such as all jurisdictions in a region or population range among other factors.

Reporting

Reports and presentations must serve staff and council members, appointed boards, and commissions as well as the lay public and must be documents that the media can understand and find robust should they wish to press their credibility. These are challenges we accept enthusiastically.

Reporting for The NCS is online on Polco. This allows for interactive displays of your survey results - for ease of exploring and sharing. The reports include an executive summary, explanation of methods and breakdowns of results by areas (if included in the sampling) and respondent characteristics. Comparisons to national benchmarks are also included, and comparisons to regional benchmarks can be purchased. The reports can also be downloaded in PDF form.

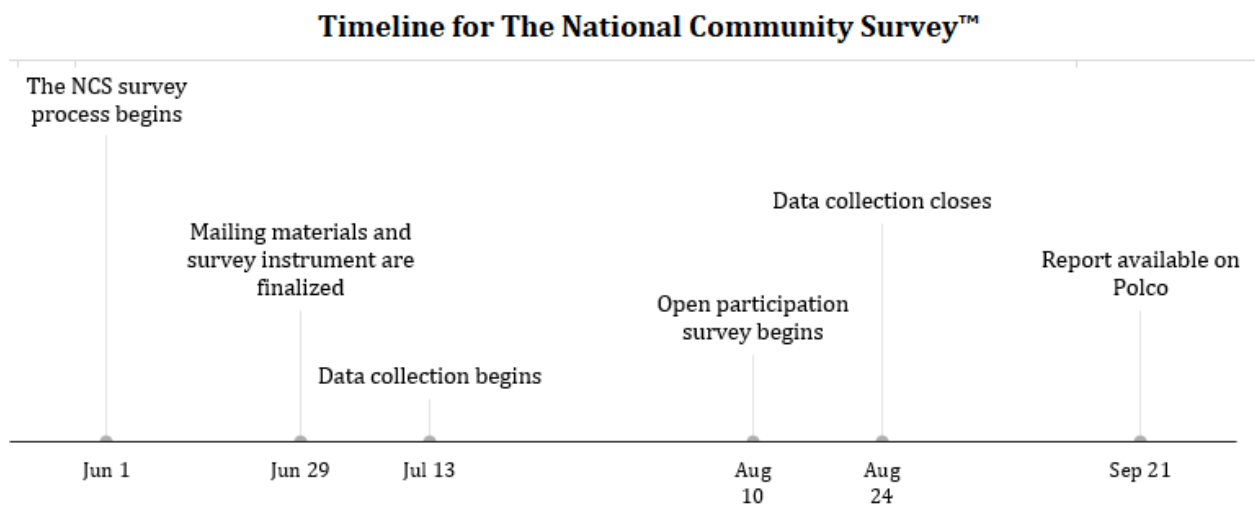


Presentation of Results

We believe in making results interesting and straightforward in our presentations. Our presentations are attractive and visually intuitive; typically, 20-30 minutes in length. We recommend having 15-30 minutes following the presentation portion for questions, depending on your preferences. A remote presentation by Polco adds a great degree of confidence in the independence and reliability of your findings. Whether presenting to staff or council, the credibility of the presentation rests as much on the response to questions from the audience as on the summary of the slides. This is where the benefit of the reputation, education and experience of the Polco team will be especially helpful in providing you the credibility and trust that top level managers expect.

Sample Project Timeline

The actual timeline is subject to change, based on contract award date, and the length of the City's approval process for finalizing the survey and related materials, etc. We are happy to further discuss the City's timing needs and provide other options if needed.



The Polco project management team will produce an exact timeline during the onboarding process.

Survey Timeline

Preparing for the Survey, Weeks 1-7

Week 1	Program Manager (PM) sends The NCS for review
Week 2	[Optional add-on] Send PM drafts of custom questions to add to the survey, if applicable
Week 5	Mailing materials and survey instrument are finalized
Week 6	PM generates representative sample of households in your community



Week 7	Polco prints materials, prepares mailings, and sets up the survey online
--------	--

Conducting the Survey, Weeks 7-16

Week 7	Data collection opens for The NCS
Week 8	Initial postcard invitation sent
Week 9	Second invitation sent
Week 12	Final invitation sent
Week 14	Open participation survey begins
Week 16	Data collection closes
Week 15	Send PM final count of returned initial postcards

Creating the Survey, Weeks 16-20

Weeks 16-20	PM conducts survey analysis and prepare report
Week 20	Provides final report

Our Team

The Polco team has expertise in all aspects of community engagement. Team members have strong backgrounds in fields including city management, public policy, software engineering, communications, technology, data science and research analysis. We are proud to have worked with hundreds of jurisdictions nationwide for more than two decades. Supportive, highly skilled, and knowledgeable- our team is resolute in helping the public sector, using our wealth of knowledge to help move communities forward.

Investment:

Item & Description	Unit Price
Assess Module-National Community Survey The National Community Survey® (The NCS®): The nation's most trusted community assessment of resident opinion. Respondents answer questions via Polco's civic surveying and engagement platform which includes real time results and the option to have respondents verified against voter lists. As participants respond they become part of your community's digital panel available for follow up questions, surveys, polls, and other engagement. Your online report will include comparisons to our National Benchmarks, and demographic and geographic comparisons (if response is sufficient by subgroup). Our customer success team will guide your benchmark survey process to ensure smooth implementation. A representative sample of residents (or other appropriate stakeholders) will be invited to complete the survey to ensure statistically significant response and results. We will use statistically appropriate methodologies to garner community-wide representativeness with approximately a 6% margin of error (4-6% is typical and meets best practices for performance measurement, about 250-450 responses) per local jurisdiction. The invitations will contain an introduction outlining the importance of the survey and instructions for completing it. To supplement this effort, the client will be asked to participate in outreach efforts with guidance on best practices from Polco. Responses will be statistically weighted to ensure the best representation of your community (or stakeholder group, if applicable).	\$18,500.00/yr.
Optional -The NCS - 1/2 Page of Custom Questions As The NCS is a comprehensive survey we suggest not adding custom questions to minimize respondent burden and recommend asking custom questions in a separate survey on Polco. However, we recognize that while you are making this larger effort to get input from your residents you may want to add a few custom items. This is not included in the Polco Performance plan but can be added.	\$2,800.00/yr. (full page of custom questions is \$5,000.00)

Attachment: Mequon WI Polco Update March 2024 (9445 : Polco Proposal)



Optional-Remote Presentation of Results A senior Polco staff member will make one presentation of survey results to staff, Council, Boards, or other appropriate groups. This will be conducted on Zoom or another appropriate technology (that is feasible for both parties and suits the purpose). For this presentation, we use Microsoft® PowerPoint or Google Slides as a visual aid and a copy of the slideshow is shared with your staff for internal use.	\$3,000.00/yr. (in-person presentation is available at same rate for WI cities)
Spanish Translation of Benchmark Survey Polco will provide a Spanish translation of your survey and publish it online for Spanish speaking respondents. Survey invitations will provide a URL and Spanish language instructions for completing the Spanish survey online. Surveys will also be mailed in both Spanish and English.	Included
Total	\$24,300.00
Other Options for the City of Mequon	
A "Digital Only NCS" with postcard-postcard outreach, includes a "full page" of custom questions". This includes postcard invites to a sample of 3k households.	\$18,000.00/yr. (with remote presentation and Spanish the total is \$21,750.00)
"Digital Only NCS" Polco will build the NCS with your custom questions, eliminate the postcard outreach to save cost, and it would be a purely non-probability survey.	\$15,000.00/yr. (with remote presentation and Spanish the total is \$18,750.00)

Attachment: Mequon WI Polco Update March 2024 (9445 : Polco Proposal)



A Full Custom Survey with Polco

Assess Module - Custom Assessment (Per assessment, per iteration) \$15,000.00

Custom assessments include custom question development, programming, and implementation with our survey science team. Polco's researchers will guide the development of up to a 5-page survey through an iterative process with 3 meetings and homework on each side to refine information needs and priorities (client) and develop appropriate survey questions to meet those needs (researchers) We will also guide you on which demographic questions, if any, to add to the survey for weighting and crosstabulation.

Custom survey analysis and reporting for up to 5-page equivalent survey \$10,000.00

Polco will conduct all survey analysis and reporting. Our Survey Research team will prepare the data for weighting to reflect the demographic profile of the residents of your community. Your data will be subject to quantitative analysis using various techniques suited to the project and questions. In addition to providing a full set of responses to each survey question, our online reporting includes charts that show cross-tabulations by geographic area and respondent characteristics, as well as comparisons of results against benchmark communities, where applicable. The data and reports will undergo a thorough quality assurance review. We will audit the original data files and our statistical syntax/analysis files, compare automatically generated output to the formatted output in the report and data check all numbers and text prior to submitting the reports. This will ensure the data analyses are correct and staff, the media and the public will trust the results.

Custom Survey Outreach Random Sample Size of 3,000 Households \$8,200.00

Mailed postcard invitations to randomly selected households (with URL for online survey access) Mailed paper surveys will be sent to the random sample as a second round of outreach (three-part mailing to each household, with postage paid envelopes and cover letters that include the option to complete the survey online if preferred).

\$33,200.00/yr. (with remote presentation and Spanish the total is **\$36,950.00**. A full custom digital only survey **\$28,750.00**)

Attachment: Mequon WI Polco Update March 2024 (9445 : Polco Proposal)

Below is an overview of more engagement options for Mequon to consider:

The Engage Module -INCLUDED

Module Overview

Community leaders use our Engage module to get essential input from residents and other stakeholders. They engage their community on a wide variety of topics at critical points in policy and decision-making



cycles - information gathering, needs assessment, resource trade-offs, policy review, performance measurement, etc. Polco provides the platform to build from with customizable or templates surveys, polls, live events, and simulations.

Participant Overview

The Participant Overview empowers local governments to easily view their entire subscriber base in one place to see which residents are interacting with surveys, polls, live events, and simulations. This overview also allows you to view the demographics of your subscribers and watch your subscriber base grow over time.

Ask

Ask allows community leaders to post unlimited surveys, polls, and live events for resident input and measures resident satisfaction on a variety of livability topics. Choose from a variety of flexible question types, including open-ended, checkbox, satisfaction scale, option button, and point allocation. Conditional logic allows residents to skip questions where applicable and avoid survey fatigue. Use email outreach and social media templates to get the word out. View results on a heatmap to understand location-related issues. Hear from a representative group of residents on a wide range of everyday, emerging, and project-related issues with auto-weighting.

Polco Live

Try real-time polling with Polco Live to engage stakeholders at your in-person and virtual events. With Polco Live, your organization can gather useful information instantly, while encouraging audience participation at the same time. Polco Live brings you feedback seamlessly along with online streamed events, webinars, video calls, in-person meetings, and conferences. These capabilities allow residents to engage in real-time and transform static presentations into interactive, visual experiences that are engaging.

Engagement Library

Find 100+ expert-designed surveys and polls in the Library to help you save time and avoid fears or perceptions of bias. This library contains curated surveys and polls created by survey scientists at the National Research Center, Polco's dedicated research team. They cover a wide variety of topics and service areas for which local governments commonly seek input

When the city is ready to investigate more data to drive decisions, grant applications, and policy recommendations, we suggest reviewing our track module.



The Track Module

The Track Module's data dashboards place community statistics alongside resident sentiment to provide insight into areas of strength and need in your community. Comparisons to our nationwide database provide context for your community's data. These dashboards are powered by the strategic Government Performance Action and Learning (GPAL) collaboration. GPAL was originally envisioned by Polco and COWS at UW Madison in conversation with ICMA.

Data scientists from Polco and COWS vetted data from hundreds of potential sources and chose the highest quality, most comparable, and most comprehensive performance metrics. Thousands of hours were dedicated to collect, clean, and integrate hundreds of data points. This data was then added to Polco's proprietary database of longitudinal stakeholder sentiment from hundreds of communities and organized into the domains from the National Research Center's model of community livability - a model developed through decades of research and work with local governments. Indices were developed to provide an overview of community health in each domain, with deep dives into the components. The indices and overall model were improved through review and discussion with key initial collaborators at Arizona State University, Envisio, and Stanford.

The Dashboards: (The overview Dashboard is included at no cost to the city)

The data from the GPAL partnership powers six Domain Dashboards and one Overview Dashboard. **The Overview Dashboard** brings together community statistics and resident sentiment to reveal the overall health of a community or district. The dashboard shows change over time, identifies characteristics of the community needed to enhance the quality of life, shows resident perceptions of the quality of current government services and community life, and enables you to see how your community performs in comparison to others.

The Domain Dashboards focus on six key areas: Economy, Community Health, Community Connection, Land Use, Safety, and Education, Arts, and Culture.

The Community Connection Dashboard provides the data that local governments need to foster an environment of connection across the community, which results in more engaged residents. The dashboard includes the following community statistics, among others: a sense of civic community and provide, attracting people from diverse backgrounds, and social vulnerability index (0-100).

Here is a quick summary of our Balancing Act Budget Engagement tools: (ask us about pricing if interested)



- **Budget Simulation:** provides a way for the City to frame tough financial tradeoffs and puts residents in the shoes of decision makers. It offers several different ways to interact with the budget items and produces detailed, visual reports. We have adapted the budget simulation to be used with plans for housing, climate action, transit, parking and more.
- **Prioritize:** is a simple, visual way to present projects and costs. Based on a set budget, users select projects up to the specified amount, and rank order them. The report provides weighted and unweighted results and can identify top projects based on a variety of voting techniques. This tool is well suited for a specific funding source such as budget surpluses or capital projects.
- **Taxpayer Receipt:** produces for residents an estimate of taxes paid and how they are utilized, illustrating the value received from the city.

Included is **Meeting Mode** (where you can get feedback in real time from your constituents), detailed back-end **Analytics** and unlimited technical assistance. The software requires no installation, is easy to set up and easy to use.





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

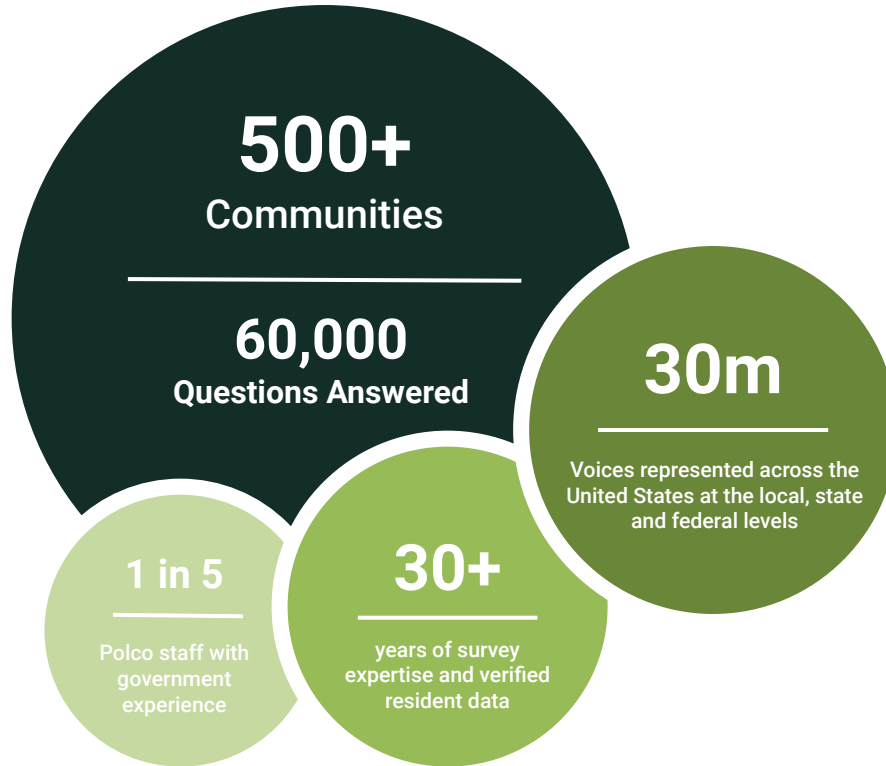
3.b.a

Attachment: Polco Presentation (9446 : Polco PowerPoint

Packet Pg. 20

About Polco

3.b.a



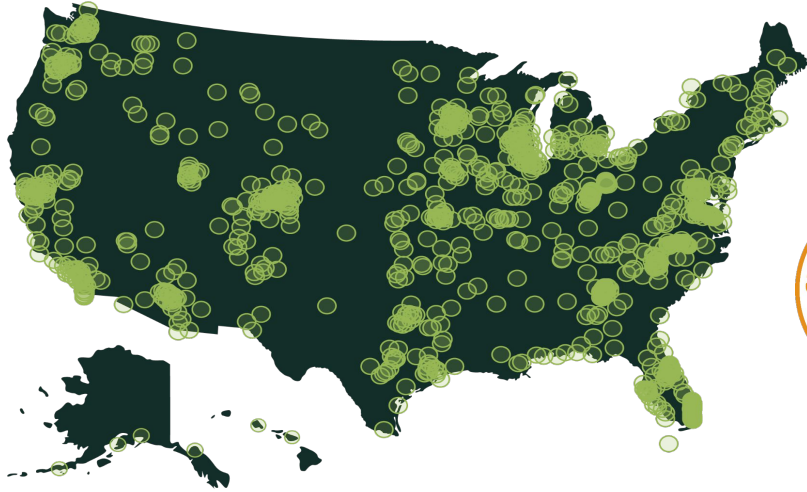
Polco is a mission-driven organization dedicated to building stronger communities through representative surveying, meaningful community input, reliable and accurate data and leading-edge insights.

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.

Attachment: Polco Presentation (9446 : Polco PowerPoint

Local Governments Around The Country Trust Polco

3.b.a

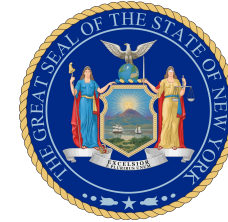


Metro

Los Angeles County Metropolitan
Transportation Authority (Metro)



**CITY OF
GRAND
RAPIDS**



Exclusive partners of:

IGMA

NLC

NATIONAL
LEAGUE
OF CITIES



WEST PALM BEACH

Along with 500+ other communities

Packet Pg. 22

Attachment: Polco Presentation (9446 : Polco PowerPoint)

Local Governments in Wisconsin Trust Polco

3.b.a



- Appleton
- Eau Claire
- (Insert Mequon here?)
- Merrill
- Middleton
- Milton
- Oshkosh
- River Falls
- Oshkosh
- River Falls
- St. Croix County
- Waukesha
- Waunakee
- Wauwatosa
- West Bend
- Whitewater

Polco Modules

3.b.a



Assess



Engage



Track

Attachment: Polco Presentation (9446 : Polco PowerPoint



Assess Module

3.b.a



THE NCS™

THE NATIONAL COMMUNITY SURVEY™

CASOA™

COMMUNITY ASSESSMENT SURVEY
FOR OLDER ADULTS™

THE NBS™

THE NATIONAL BUSINESS SURVEY™

THE NES™

THE NATIONAL EMPLOYEE SURVEY™

THE NES-LE

THE NATIONAL EMPLOYEE SURVEY LAW ENFORCEMENT

THE NLES

THE NATIONAL LAW ENFORCEMENT SURVEY



National Research Center

Packet Pg. 25



The National Community Survey (The NCS)

3.b.a

Attachment: Polco Presentation (9446 : Polco PowerPoint

The National Community Survey (The NCS)

3.b.a

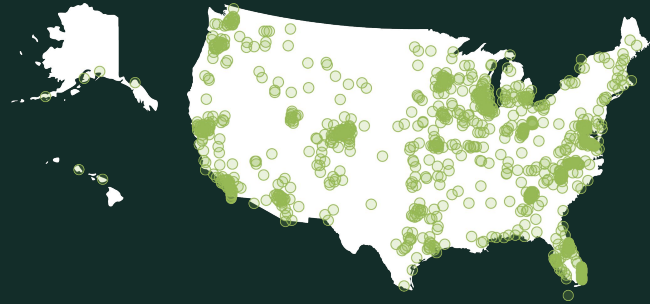
Assess government performance

Monitor trends in resident opinion

Understand benchmark comparisons

Inform budget, land use, strategic plan

- More than **500** comparison communities across the nation.
- Representing the opinions of more than **33 million** Americans ≥ 18 years of age
- Developed in 2001 w/ the ICMA



**Templatized community livability
and local government performance
survey of residents**



Polco

Packet Pg. 27

Attachment: Polco Presentation (9446 : Polco PowerPoint

The National Community Survey

3.b.a



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



Attachment: Polco Presentation (9446 : Polco PowerPoint

The National Community Survey

3.b.a

- Random sampling
 - Source: List of household addresses from USPS
 - Default sample size: 2,800 households
- Data collection
 - Mailed postcards
 - Survey open for 6 weeks
 - Open participation component encouraged (final 2 weeks of data collection)
- Data analysis
 - Results weighted to match Census data
 - Report of results provided via PDF and interactive dashboard

Attachment: Polco Presentation (9446 : Polco PowerPoint

NCS Sample Project Timeline

3.b.a



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



Attachment: Polco Presentation (9446 : Polco PowerPoint



Engage Module- Included with NCS

3.b.a



Hear beyond the loudest residents



Educate residents on difficult budget tradeoffs



Save staff time and effort on creating survey questions and analyzing results



Increase resident trust in local government through transparency

Uncover what's important to community members

Data from surveys, polls, live events, and simulations inform decisions and strengthen trust.

Surveys



Polls



Live Events



✓ 60,000+ questions answered

✓ 30+ years of data & survey expertise

✓ 350+ communities on Polco

✓ 30 million voices represented



Police-Community Interaction Survey



Used by 22 profiles

We are conducting this survey about police-resident interactions in ABC. Your answers will be completely confidential and no identifying information will be shared.

law enforcement

safety

police

[View](#)

community policing

public safety



Your Experience as a Resident of {ABC}



Used by 32 profiles

We are conducting this survey to hear from our residents about their experience living in {ABC}. Your answers will be completely confidential and no identifying information will be shared.

placemaking

intro

quality of life

community

[View](#)

repairs

survey

resident satisfaction

resident

satisfaction

branding

Packet Pg. 31

Track Overview included with NCS

3.b.a



500+ local governments trust Polco to help them turn data into decisions so they can solve tough issues with confidence.

100 + data sources compiled into one place to provide actionable insights

The GPAL Partners:



Government Performance Action & Learning (GPAL)

3.b.a



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



Synthesis of Dozens of Public Datasets Related to Community Livability

3.b.a

1. Bureau of Labor Statistics Local Area Unemployment Statistics
2. Center for Neighborhood Technology
3. Climate Mapping Resilience And Adaptation (CMRA)
4. County Health Rankings & Roadmaps
5. Federal Bureau of Investigation Uniform Crime Reporting
6. Federal Emergency Management Agency's National Risk Index
7. Institute of Museum and Library Services Public Libraries Survey
8. Map the Meal Gap
9. PLACES (CDC, the Robert Wood Johnson Foundation, and the CDC Foundation)
10. The Government Finance Database, Willamette
11. U.S. Bureau of Economic Analysis
12. U.S. Census Bureau American Community Survey
13. U.S. Census Bureau Community Population Survey Volunteering and Civic Life Supplement
14. U.S. Census County Business Patterns
15. U.S. Department of Education EDFacts
16. U.S. Department of Housing & Urban Development
17. U.S. Environmental Protection Agency Walkability Index
18. Open Energy Data Initiative
19. HUD - Point in Time Estimates of Homelessness in the U.S.
20. EPA - The Safe Drinking Water Information System



11333 N. Cedarburg Road
Mequon, WI 53092-1930
Phone: 262-242-3100
Fax: 262-242-9655

www.ci.mequon.wi.us

Office of Administration

TO: Public Welfare Committee
FROM: Justin Schoenemann, Assistant City Administrator
DATE: February 6, 2024
SUBJECT: Work Calendar

Meeting Topics

May

- Election of Chair
- FEMA Model Ordinance
- Community Survey (Continued)

June

- Community Survey (Continued)

July

- Community Survey (Continued)

Future Agenda Topics

- Chapter II, Article IV Review (Continued)
- Adopt-A-Median Program
- Community Outreach Initiatives
- Logo Redesign/Branding

2024 Completed Items

- Aldermanic Ward Redistricting
- Architectural Board Review
- Sign Code Ordinance