

Polco 2026 Engage + Assess(NCS) Proposal | Vienna, VA

Scope of Services Options:

Polco Engage + Assess - The National Community Survey®

All Polco **Engage** features are available to you during your subscription term to engage with your target audiences. 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.

The **Assess** Module(Formerly Performance) includes 1 benchmark survey per contract period. 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)

- **3,200 Household Sample Size. 2 Part Outreach - 1 Postcard Invitation & 1 Mailed Survey Packet**

\$20,000

Optional Add Ons:

Half Page of Custom Questions

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.

\$2,800

Custom Benchmark Comparisons

In addition to the national benchmarks (included with The NCS Online reporting), Custom Benchmarks can be purchased to compare your results to custom cohorts such as communities within a state or region, with similar population sizes, with similar median household incomes, or a combination of these.

**\$1,500
Included**

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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

Total: \$25,200

Expiration:

This quote is valid through June 30, 2026.

Contact:

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