

S T A T E O F M I C H I G A N

BOARD OF COMMISSIONERS OF THE COUNTY OF ALLEGAN

NATIONAL COMMUNITY SURVEY (NCS)—AUTHORIZE SURVEY

BE IT RESOLVED the Board authorizes the County Administrator to negotiate and sign contract documents purchasing the services from the Polco National Research Center, Inc., 8001 Terrance Ave, Middleton, WI 53562; and

BE IT FURTHER RESOLVED that the Board appropriates \$24,200 for this project for the following services

- Polco Performance Plan 2022 \$17,000
- Full page of Custom Question \$4,800
- Remote Presentation of Results \$2,400

and contingent upon collection of the following contributing agencies

- Community Action of Allegan County \$2,000
- Allegan County Community Mental Health \$2,000
- Allegan Area Educational Services Agency \$1,000
- Allegan United Way \$500; and

BE IT FURTHER RESOLVED, Administration will build within the County's five year operational budget a plan to conduct a survey every three years; and

BE IT FINALLY RESOLVED that the Executive Director of Finance is authorized to make necessary budget adjustments within the existing operational budgeted funds and revenue collections to complete this project.

Summary of past Board Actions -

- On February 10, 2022, the Board of Commissioners Meeting referred discussion to the March 10, 2022, Meeting to have Administration's recommendation on continuing the citizen survey and engage with other community groups to participate in the survey.
- On January 27, 2022, the Board of Commissioners Meeting authorized County Administration to receive an updated quote from the National Community Survey along with a request on the cost for increased distribution.
- On October 24, 2019, the Board of Commissioners approves the release of the survey; as presented.

- On September 12, 2019, the Board of Commissioners authorized the County Administrator to negotiate and sign contract documents, purchasing the services of the National Research Center, Inc., 2955 Valmont Rd, Suite 300, Boulder, CO 80301.

DRAFT

MEMORANDUM

March 7, 2022

TO: Rob Sarro, County Administrator

FROM: Dan Wedge, Executive Director of Services

RE: National Community Survey (NCS)

At the January 27, 2022 Board of Commissioners meeting several questions were asked about the past National Community Survey conducted in November of 2019 and reported on in March of 2020. At the February 10, 2022 Board of Commissioners meeting, Dan Wedge, Executive Director of Services, presented information on the past survey and initial pricing. The Board requested the former 2019 workgroup assemble and form a recommendation on National Community Survey for 2022.

The workgroup met on February 18, 2022. Below are the following outcomes from that meeting:

- Members of the workgroup shared how their organization use the data and confirmed the survey met expectations.
- Each partner agency confirmed willingness to serve on the workgroup.
- Workgroup recommends keeping the existing workgroup and may consider input from Lakeshore Advantage, Housing Next, Health Care, Judicial, city, or township.
- There is a financial commitment from four partner agencies for a total of \$5,500
 - Community Action of Allegan County
 - Allegan County Community Mental Health
 - Allegan Area Educational Service Agency
 - Allegan United Way
- Workgroup recommends the Polco Performance Plan 2022 including the recommended 2,700 mailing address made up of 1,500 paper copies and 1,200 postcards with links to web data entry. This is expected to provide a statistically appropriate methodology 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) The package would include an on-line (supplemental) version in addition to the representative sample
- Workgroup recommend the full page of custom question as was used in 2019.
- Considered the in-person Presentation of Results with included Microsoft® PowerPoint for use with other groups or presentations by the County, however decided this was too costly at \$3,900 and asked for cost on Remote Presentation.
- Workgroup recommends adding the Remote Presentation of Results at \$2,400, this will be conducted on Zoom and include a Microsoft® PowerPoint for use with other groups or presentations by the County.
- There will be additional discussion on determining the geographical areas.

As reported previously, with the County's 2019 participation in The National Community Survey™, Allegan County conducted a mailed survey to 1,700 resident's addresses and 293 were

returned. Surveys were mailed to selected households in mid-November 2019 and data was collected through early January. The National Community Survey: [Community Livability Report](#). The results from this main survey effort represented residents' opinions. After the above data collection period was underway, the County made available a web-based survey to its residents through a link on the County's website. Visitors to the site were able to complete the survey from December 20, 2019 to January 13, 2020 and 532 surveys were received. The results from both the mailed survey (Opt-in) and the online survey (Supplemental) were reported separately.

The National Community Survey™ Conducted in 2019 mailed 1,700 surveys for a total cost of \$17,500 and included 3 additional options, 1. Custom Questions, 2. Cross tabulation by geographic subgroups and 3. Cross tabulation by demographic subgroups.

The 2022 quote received includes mailing 2,700 surveys for a base cost of \$17,000 and includes Cross tabulation by geographic subgroups and demographic subgroups. The custom question option is an additional \$2,800 for a total cost \$19,800. This would be for a similar services with additional mailed out surveys and new on line services available to the public.

Additional service options costs:

- Not recommended: Mailed Paper Surveys - Add mailed paper surveys as a portion of the sample (three-part mailing to each household, with postage paid envelopes and cover letters that include the option to complete the survey online if preferred). \$350 per 100 addresses
- Not recommended: Postcard Invitations - Additional addresses will be selected to receive mailed invitations to complete the survey online. Each address will receive two mailings, an initial, and a reminder postcard. \$120 per 100 addresses

This memorandum includes the revised pricing. For additional information please contact me at 269-686-4529.

Thank you,

Dan Wedge

Executive Director of Services

National Community Survey Scope of Work 2022

Polco Performance Plan 2022

All Polco Premium 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 Performance plan includes 1 benchmark survey per 12-month 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).

Full 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.

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.

Allegan County, MI - NCS

Allegan County, MI	Dan Wedge	Reference: 20220201-143233246
113 Chestnut Street	County Development, Planning	Quote created: February 1, 2022
Allegan County, MI 49010	dwedge@allegancounty.org	Quote expires: April 2, 2022
United States	2696864529	Quote created by: Damema Mann
		damema@n-r-c.com
		+1 (303) 226-6983

Products & Services

Item & Description	Quantity	Unit Price	Total
<p>Polco Performance Plan 2022</p> <p>All Polco Premium 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.</p> <p>The Performance plan includes 1 benchmark survey per 12-month 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.</p> <p>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</p>	1	\$17,000.00 / year	\$17,000.00 / year for 1 year

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).

Full 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.	1	\$4,800.00 / year	\$4,800.00 / year
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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.	1	\$2,400.00 / year	\$2,400.00 / year
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Subtotals

Annual subtotal	\$24,200.00
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Questions? Contact me **Total \$24,200.00**



Damema Mann
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