

### **What is The National Community Survey (The NCS)?**

- Developed over 20 years ago and continually refined, The NCS is a survey of resident opinion that provides robust benchmark comparisons among communities across the nation. It has been used in more than 350 jurisdictions across 46 states. Communities using The NCS have reported that the tool improved service delivery, strengthened communications with community stakeholders, and helped leaders identify clear priorities for use in strategic planning and budget setting. It is the only resident survey endorsed by the International City/County Management Association and the National League of Cities.

### **Background of Polco**

- Polco is an online community engagement polling platform that is conducting The NCS. Polco launches surveys and analyzes the data, providing local governments and other public sector leaders with important information needed to make decisions within the community. Hundreds of organizations nationwide use Polco for strategic planning, budgeting, and empowering resident voices.

### **Why is The NCS broken down into two surveys?**

- The Sampled Survey was designed to be as representative as possible of the population of the city. A sampling of community households are selected to participate and they are randomly selected from a comprehensive list of residential addresses as an effort to reduce bias and get feedback from all areas within the community. The sampled group is mailed a paper invitation and survey packet, though they may opt to fill out the survey online. Their link is unique to their household and should not be shared. This effort is to gather accurate data from the residents who make up our community today.
- The Open Participation Survey is offered to all residents so each voice in the community can be heard. This survey is hosted online only. It is identical to the Sampled Survey except that it asks if you are a resident of the community and to confirm which area of the community you live in.

### **How long will The NCS be open?**

- The Sampled Survey is open January 9th through February 20th at midnight.
- The Open Participation Survey is open February 6th through February 20th at midnight.

### **Who can participate in the survey?**

- The Sampled Survey is for the randomly selected households only.
- The Open Participation Survey is open to all residents.

### **How long will the survey take to complete?**

It takes ~ 15-16 minutes to complete.

### **How can I be assured that my feedback will remain anonymous?**

- Your responses are confidential and no identifying information will be shared.

- This is a confidential survey conducted by an outside firm, so your identity is completely secure. <https://info.polco.us/your-privacy>

**Can I share my survey link with another person?**

- If you received a postcard invitation and paper survey in the mail, then this survey has a unique link for randomly selected households only and should not be shared.
- We encourage everyone to share the Open Participation survey link with their neighbors. The link <https://polco.us/glendale2023>, will be open February 6th through February 20th.

**How will the survey results be used?**

- The survey results will be provided to the city in a report format and the results will be shared with city leadership. Your feedback will help guide decisions that affect your city.

**What if my URL is not working?**

- We find that there are a few reasons why a link may not be working. First, when you are typing the URL into your address bar, make sure that it is typed exactly the same as how it appears on the invitation you received. Even one wrong character can make the URL unsearchable.
- Second, ensure that you are typing the URL into the address bar not the search bar. The survey links are not accessible through most search engines because we only want people from our community to participate.

**Who can I contact with additional questions?**

- The City of Glendale at 623-930-3190 or email at [communitysurvey@glendaleaz.com](mailto:communitysurvey@glendaleaz.com)
- For other information about Polco visit <https://info.polco.us/>