



COUNTY EXECUTIVE OFFICE

950 Maidu Avenue, Suite 220
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Alison Lehman
County Executive Officer

NEVADA COUNTY BOARD OF SUPERVISORS
Board Agenda Memo

MEETING DATE: August 8, 2023

TO: Board of Supervisors

FROM: Alison Lehman, County Executive Officer

SUBJECT: Resolution approving the contract between the County of Nevada and Polco, pertaining to conducting one National Citizen Survey and one National Employee Surveys, in the total amount of \$39,855 for the period July 1, 2023, through June 30, 2025, and authorizing the Chair of the Board of Supervisors to Execute the contract.

RECOMMENDATION: Adopt the Resolution.

FUNDING: Surveys with Polco for the period of July 1, 2023, through June 30, 2025 in the amount of \$39,855, including \$30,930 for fiscal year 2023/24 and \$8,925 for fiscal year 2024/25. By contracting for planned surveys through 2025 the County of Nevada receives cost savings.

BACKGROUND: The National Community Survey (the NCS) is the gold standard in community assessments today. Polco is a leading survey research firm focusing on the information requirements of the public sector, including local governments, non-profit agencies, foundations and more.

The NCS is a benchmarking, community survey that provides a comprehensive and accurate picture of livability and resident perspectives about local government services, policies, and management. The NCS is conducted in hundreds of communities in nearly every U.S. state. The NCS uses scientific survey methods and best practices of the modern day to guarantee valid findings and puts results into meaningful context. Drawing from the largest resident opinion database of its kind, representing well over 30 million Americans, the NCS compares local results with benchmarks compiled from surveys conducted across the U.S.

The NCS is a tried-and-trusted enterprise of Polco and the International City/County Management Association (ICMA), and was developed by experts to produce clear, unbiased, actionable results that local government leaders can rely on. Local governments across the nation use the NCS for evidence-based decision making, strategic planning, program and capital investment, budgeting, performance measurement, communications and engagement, fundraising, and innovation.

The County of Nevada conducted the NCS with Polco (then National Research Center) in 2017 and the National Employee Survey (NES) in 2018 and 2022. By contracting for two total surveys with Polco, one National Citizen Survey and one National Employee Survey for fiscal years



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2023/24 and 2024/25, the County of Nevada receives additional cost savings on top of National Research Center's ICMA member discount.

Item Initiated by: Taylor Wolfe, Public Information Officer, and Caleb Dardick, Assistant County Executive Officer

Approved by: Alison Lehman, County Executive Officer