



# Polco Quote for Richmond, CA - Polco Performance with The NCS

## Richmond, CA

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Richmond, CA 94804  
United States

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Quote created: October 19, 2022  
Quote expires: December 18, 2022  
Quote created by: Damema Mann  
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## Products & Services

Item & Description	Quantity	Unit Price	Total
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Polco Performance Plan 2022	1	\$17,000.00 / year	\$17,000.00 / year
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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).

#### Expanded Outreach

1

\$5,000.00 / year

\$5,000.00 / year  
for 1 year

When you want to be sure you can have more robust comparisons between geographic and/or demographic groups - outreach must be expanded. We will use statistically appropriate methodologies to target community-wide representativeness with a 3-4% margin of error jurisdiction-wide with a MOE goal 7%-10% for 4 to 5 geographic subgroups. This assumes that each subarea is at least 20% of your population - (e.g., if only 5% of your population are in a given subarea we cannot ensure they will be 15% of your respondents) proportion to your population.

#### Spanish Translation of Benchmark Survey

1

\$1,350.00 / year

\$1,350.00 / year

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.

#### 1/2 Page of Custom Questions

1

\$2,800.00 / year

\$2,800.00 / year

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.

#### The NCS - Online Custom Benchmark Comparisons

1

\$2,000.00 / year

\$2,000.00 / year

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. Your program manager will assess the viability of unique cohorts (i.e., if too specific, there may not be enough communities in the database to provide a comparison). Cost is per custom group and will be included as an additional tab in your online report

+Reminder postcards

45

\$75.00

\$3,375.00

A third contact (a reminder postcard) will be mailed to all sampled household with the web link and instructions in English and Spanish

Subtotals

Annual subtotal	\$28,150.00
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One-time subtotal	\$3,375.00
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Total	\$31,525.00
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Questions? Contact me



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