Polco

Polco Product Overview

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TWO PLATFORMS
Engagement · Analytics

Agenda

1. Introduction & Welcome
2. Engagement
3. Analytics
4. How It All Comes Together
5. Contact Information
6. Appendix

Welcome

Our Mission

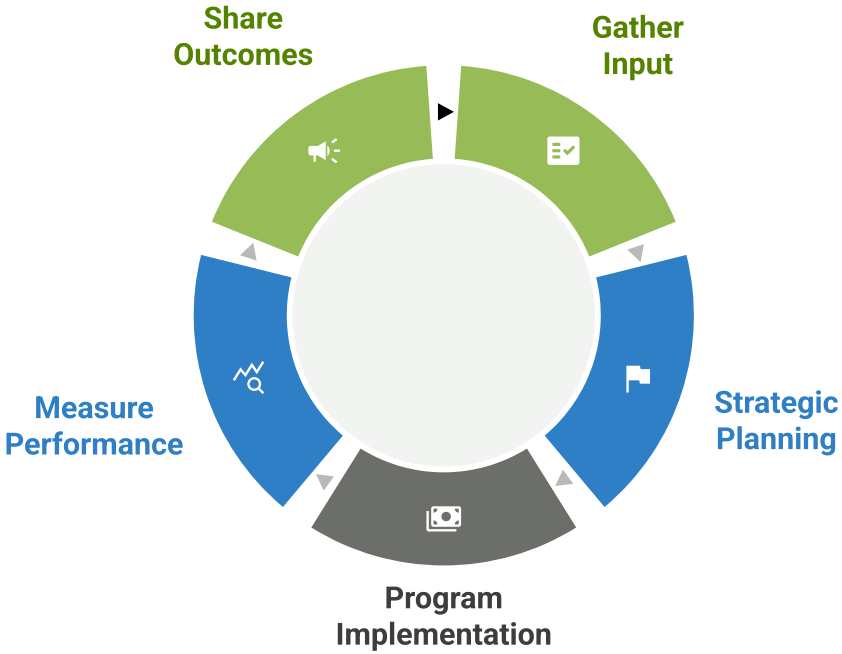
Bring communities together around their most important topics via high-quality engagements.

The Engagement Platform. Surveys, polls, simulations, prioritizations, engagement pages and live events, run on a verified resident panel.

Combine sentiment and other key performance data into citable performance analytics and workflow deliverables to help community leaders and government officials improve resource allocations and resident quality of life.

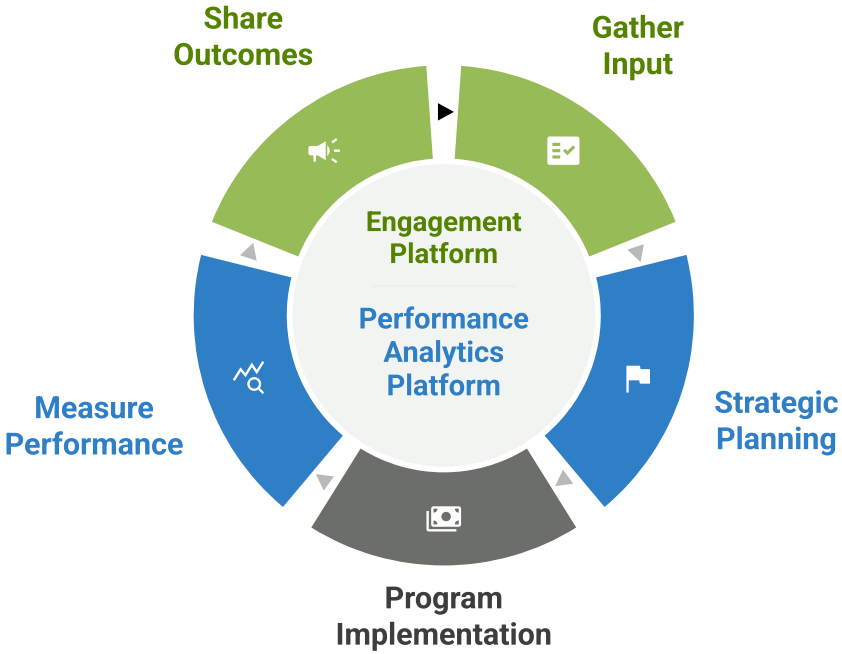
Polco Analytics, powered by GPAL. Produced and delivered through SaaS and AI, on 40,000 jurisdictions of comparable performance data.

Polco's Annual Governance Cycle Framework



Each round rewards engagement and enhances the data, so the next round is even easier and says more.

How Polco's Two Platforms Fit Into the Annual Governance Cycle



Each round rewards engagement and enhances data, so the next round is even easier and says more.

OUR MISSION → PLATFORM ONE — ENGAGEMENT

The Engagement Platform

Bring residents together around their most important issues and shared initiatives — with the right content, the right outreach, and results leaders can present.

The Engagement Platform

3 steps to good engagement

1 Content

- Build your own from civic formats
- Start from the library
- Run a trademarked benchmark survey
- Custom Content

2 Outreach / Sampling

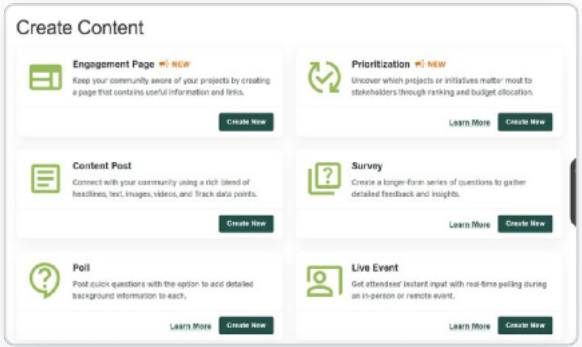
- Scientific, probability-based random sampling
- Open participation, with demographic reweighting

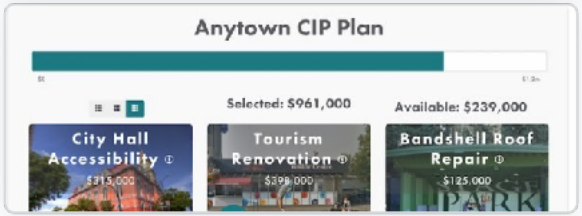
Plus a growing Polco Panel, passive social listening, and synthetic surveying and polling.

3 Results

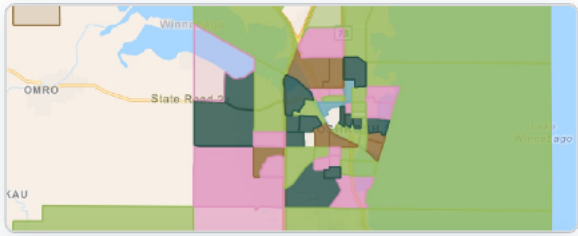
Analysis, reporting and visualization leaders can present:

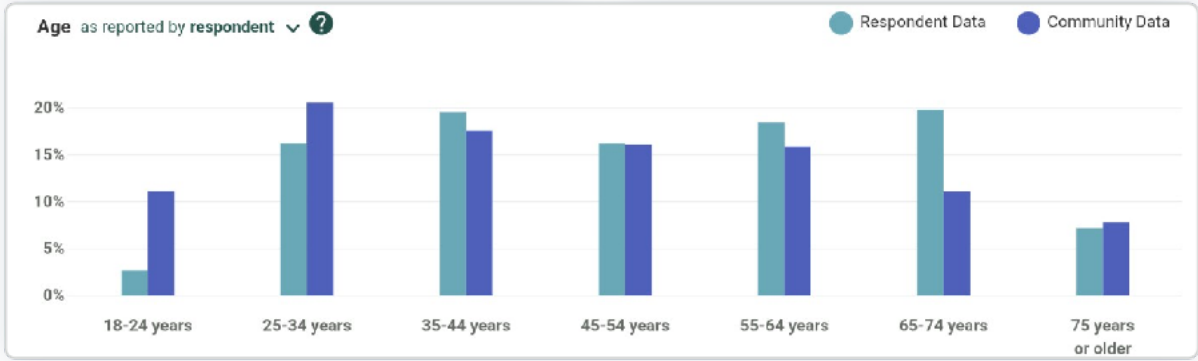
- Geographic mapping
- Socio-economic and demographic reweighting
- Cross-tabs
- CSV exports







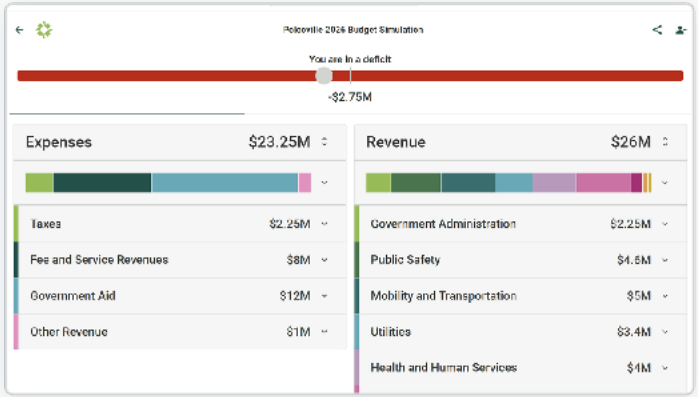




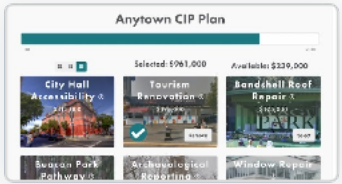
1 Content

Polco | NRC FROM POLCO

BUILD YOUR OWN with formats built for the public sector



Budget Simulation A forward-looking budget engagement tool where residents balance the real budget — and an interactive budget book for the adopted one



Prioritize Rank projects within real limits



Housing Simulation Pick sites to meet targets



Tax Receipts

MORE CONTENT TYPES

- Surveys
- Polls
- Informational posts
- Engagement & project pages, with embedded content
- State of the City reports
- Other combinations

LIBRARY / TEMPLATES

190+ professionally developed local government surveys and engagements — field as-is, or edit to fit

BENCHMARK SURVEYS

NCS | NBS | NES | NES-LE | NLES | PARCS | CASOA

Trademarked NRC instruments, compared with 2,000+ communities over 30 years

CUSTOM CONTENT

Work with our survey scientists on a professionally designed instrument for your most important issue — built to avoid framing, anchoring and order bias

2 Outreach / Sampling

Scientific sampling and open participation — we are experts in both. You choose for each engagement.

Option A · Two waves

MOST CITABLE

A scientific sample, then open to everyone.

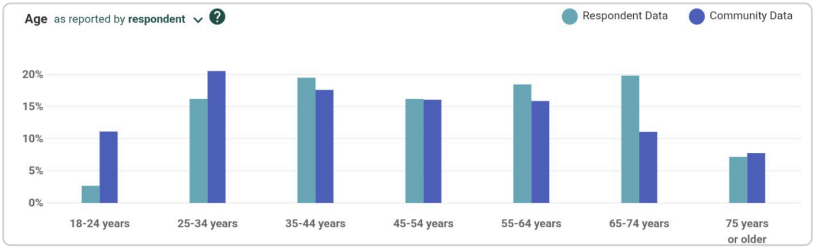
Wave 1	Probability-based random sample, fielded multi-mode — digital and analog — to reach especially hard-to-reach respondents; about ±5% at 95% confidence
Wave 2	Open participation — optional, and recommended
Timing	A couple months
Result	Thousands of respondents; secure, citable and defensible

Option B · One wave

LOWEST COST & FASTEST

Open participation, done well, with demographic reweighting.

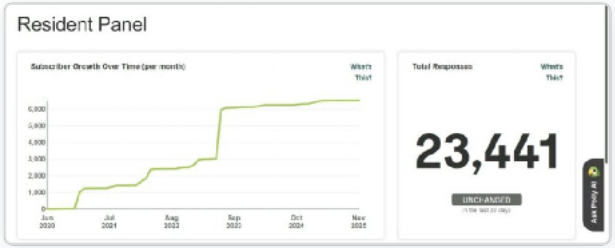
Rigor	Still representative and citable — a little less rigorous
Timing	Days with an existing Polco Panel; a couple weeks for a first engagement
Result	Thousands of respondents when well promoted

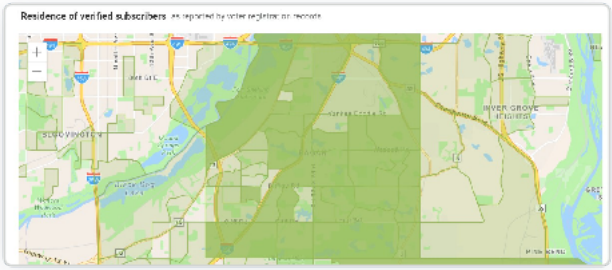


2 Outreach / Sampling (continued)

Not one-and-done engagement.

You don't start from scratch. You start with — and keep adding to — your community's digital focus group: the Polco Panel.





CHOOSE THE ACCESS SETTING FOR EACH DIGITAL ENGAGEMENT

Guest mode

Anyone can find and respond, no registration. Easiest to take part.

Most open

Open, with a verified track

Anyone can answer; registered, verified input is reported as a separate, weightier result set.

Best of both

Registered & verified

Registration and verification required, with privacy protections. For topics where trust matters most.

Most trusted

Share it everywhere, review one clean result set

Verification mitigates ballot stuffing, so you can embed the same engagement across every channel — without managing noisy conversations on each one.

EMBER Add passive social listening across 11+ platforms, and synthetic surveying with digital twins of your community — results in minutes.

3 Results Data, Dashboards and Reports

Demographic reweighting
Results reweighted to reflect the community, not just who answered

Comparison / Disparity Reports
Cohorts you define — state, region, population, median income

CSV export
Full response data for your own analysis

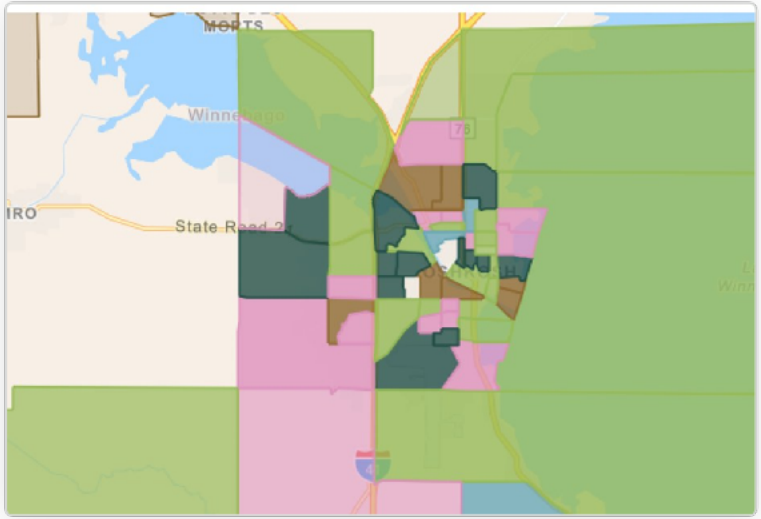
EMBER ADD-ON

Media sentiment reporting
Traditional and social media sentiment, monitored and reported alongside your survey results

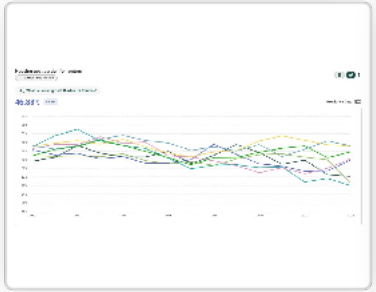
National benchmarking
Compared against peer communities and national norms

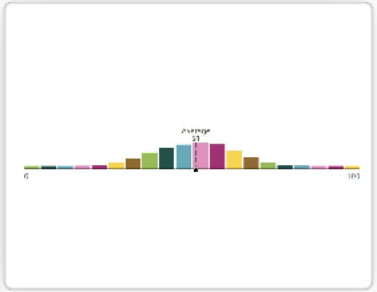
Community Livability Analysis
Quality against importance across the livability domains

Presentations & workshops
Senior Polco staff present to staff, council or boards, remote or on-site



Geographic variation


Trends over time


Benchmark distribution

~~PLATFORM ONE — ENGAGEMENT~~ → PLATFORM TWO — ANALYTICS

The Analytics Platform

We have the community's sentiment. Now combine it with all the other community performance data as we gather — and turn all of it into analytics leaders can allocate against.

Watch the walkthrough

GPAL

THE DATA ASSET POWERING IT ALL

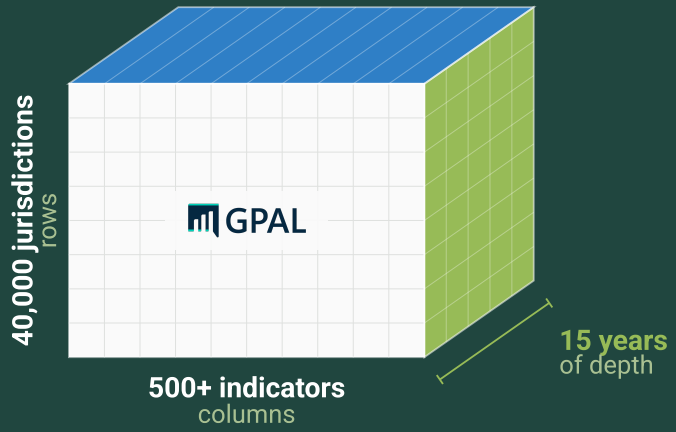
Analytics Platform

40,000 jurisdictions

500+ indicators each

15 years of history

2,000 with NRC survey benchmarks



Stanford University · HOOVER INSTITUTION · The University of Wisconsin Madison · HIGH ROAD STRATEGY CENTER · NRC



"This is the database I wish I had when I was working in the White House on local economic growth."

Nick Mastronardi, PhD
Former Senior Economist, President's Council of Economic Advisers

60+ INTEGRATED SOURCES

- U.S. Census Bureau American Community Survey
- BLS Local Area Unemployment Statistics
- The Government Finance Database (Willamette)
- U.S. Bureau of Economic Analysis
- FBI Uniform Crime Reporting
- U.S. Dept. of Education EDFacts
- FEMA National Risk Index
- County Health Rankings & Roadmaps
- PLACES — CDC / Robert Wood Johnson Foundation
- EPA Walkability Index & Safe Drinking Water
- HUD Point-in-Time Estimates of Homelessness
- Climate Mapping Resilience & Adaptation

...and many more, with new indicators added every month

THE NCS™ The National Community Survey™

THE NBS The National Business Survey

THE NES™ The National Employment Survey™

THE NES-LE The National Employee Survey - Law Enforcement

THE NLES The National Law Enforcement Survey

THE PARCS Parks, Recreation and Open Space Experience

CASOA Community Assessment Survey for Older Adults

Polco Track/GPAL

The visualization system for GPAL's data and analytics

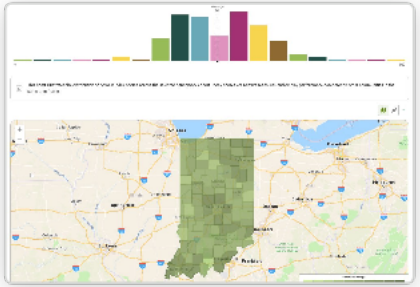
GPAL

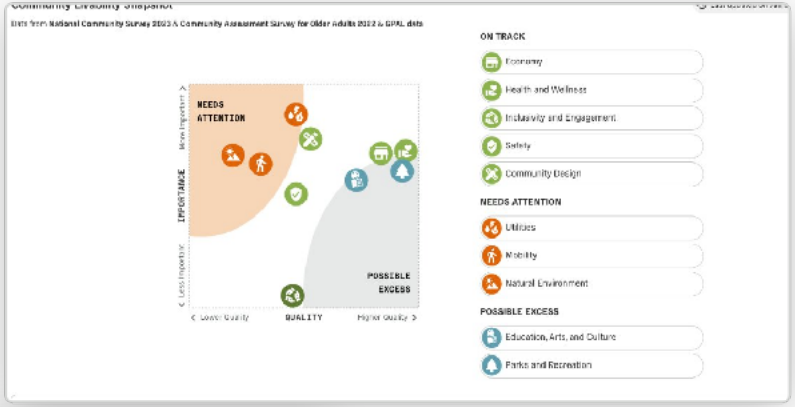
Descriptive analytics

- Benchmarking histograms
- Time trends
- Community disparity cross-tabs
- Combinations of these

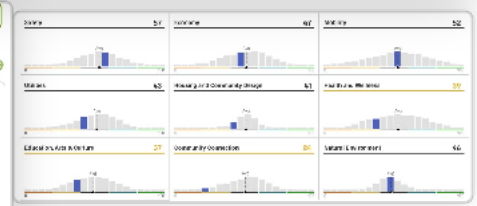
Predictive analytics

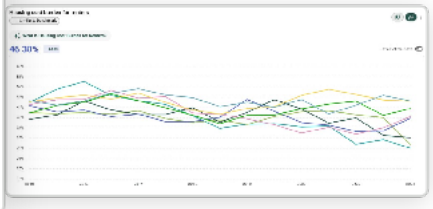
- Best estimates of where you are today, even when federal government data is stale
- Where you have over- or under-performed relative to expectation











Plans & Reports We Help You Draft With the Data

GPAL

Overall Conditions — City Manager

Polly — Live

- Strategic Plan
- Comprehensive Plan
- Annual State of the City Report
- Performance Dashboard

Housing & Community Design

Clara — Live

- Comprehensive Plan
- Housing Needs Assessment
- Affordable Housing Strategy
- Land Use and Neighborhood Plans
- Consolidated Plan

Economic Development

Econ Dev Agent — Forthcoming

- Economic Development Strategic Plan
- Workforce Development Plan
- Downtown or Corridor Plan
- Business Recruitment & Retention Strategy
- Annual Economic Report

Public Safety & Readiness

Forthcoming

- Public Safety Strategic Plan
- Emergency Operations Plan
- Hazard Mitigation Plan
- Community Risk Assessment
- Police and Fire Annual Reports

Environment & Resilience

Forthcoming

- Climate Action or Resilience Plan
- Sustainability Plan
- Natural Resources Plan
- Hazard Mitigation Plan
- Environmental Sustainability Report

Communications & Engagement

EMBER + Ronnie — Live

- Public Engagement Plan
- Communications Plan
- Volunteer Strategy
- Social Connection or Belonging Initiative

Plans & Reports Continued

GPAL

Parks, Recreation & Open Space

Forthcoming

- Parks and Recreation Master Plan
- Open Space Plan
- Trails Plan
- Capital Improvement Plan
- Recreation Program Assessment

Health & Well-Being

Forthcoming

- Community Health Improvement Plan
- Public Health Strategic Plan
- Behavioral Health Plan
- Healthy Aging Plan
- Health Needs Assessment

Education, Arts & Culture

Forthcoming

- Arts and Culture Plan
- Library Strategic Plan
- Youth and Education Plan
- Public Art Plan
- Cultural Assets Assessment

Mobility & Access

Forthcoming

- Transportation Master Plan
- Transit Plan
- Bicycle and Pedestrian Plan
- Vision Zero or Traffic Safety Plan
- ADA Transition Plan

Utilities & Infrastructure

Forthcoming

- Utility Master Plans
- Capital Improvement Plan
- Infrastructure Asset Management Plan
- Rate and Affordability Study
- Infrastructure Resilience Plan

Successful Aging

Forthcoming

- Age-Friendly Action Plan
- Aging in Place Plan
- Older Adult Services Strategic Plan
- Healthy Aging Plan
- Emergency Preparedness Plan

Across every department: Grace drafts grant applications for any of these plans, and Buddy turns them into budget requests.

GPAL / Track Customizations & Add-Ons

GPAL

BYOD — Bring Your Own Data

Load your internal systems data alongside GPAL's 40,000-jurisdiction public record, on the same indicator spine.

Custom Dashboards

Dashboards built around your goals, drawing on GPAL and your own data together.

Custom Agents

Agents trained for your community, with GPAL and your own data in their knowledge base.

Employee Compensation Benchmarking

18M covered employees, mapped titles and 10 years of pay trends

Fiscal Health & Advanced Credit Monitoring

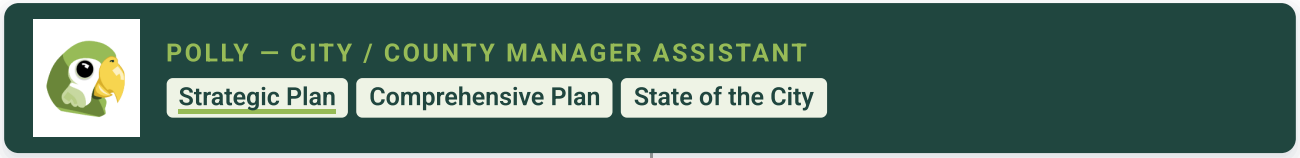
Fiscal health ratings and option-adjusted muni bond credit spread forecasting

News & Social Sentiment Tracking

Resident sentiment across traditional and social media, trended over time

Meet Polly, and our other Assistants Doing the Work!

An assistant for the city manager, and one for every department head, all using GPAL



Budget & Finance
Buddy

Grants
Grace

Communications & Engagement
EMBER
Ronnie

Human Resources
HR Agent
○ Forthcoming

Housing & Community Design
Clara

Economic Development
Econ Dev Agent
○ Forthcoming

Public Safety & Readiness
○ Forthcoming

Environment & Resilience
○ Forthcoming

Parks, Recreation & Open Space
○ Forthcoming

Health & Well-Being
○ Forthcoming

Education, Arts & Culture
○ Forthcoming

Mobility & Access
○ Forthcoming

Utilities & Infrastructure
○ Forthcoming

Successful Aging
○ Forthcoming

⊕ **Custom agents** — built on your workflows and your data, for any department not shown. Available today.

Live On the roadmap

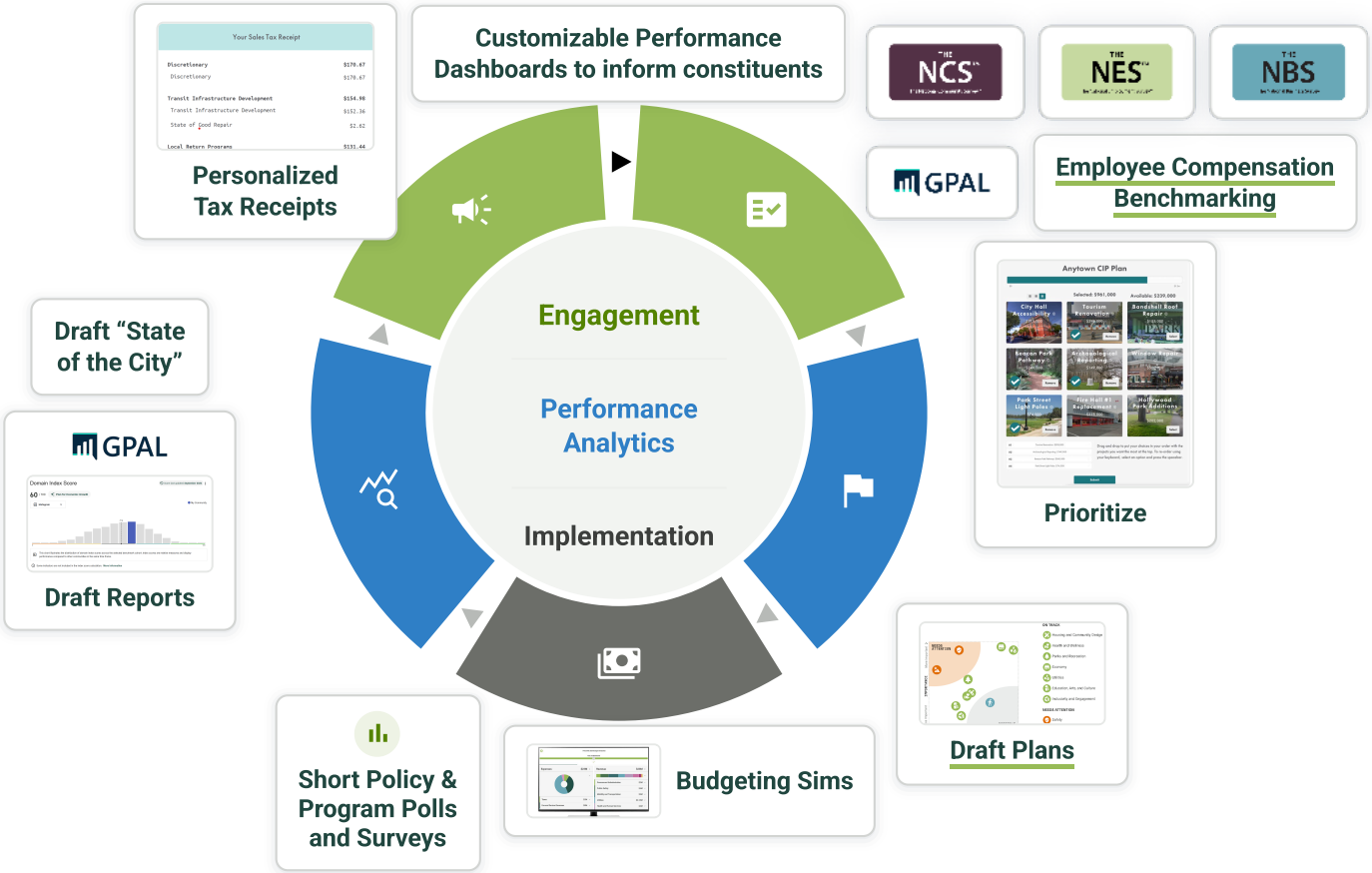
ENGAGEMENT + ANALYTICS + AGENTS → ONE GOVERNING CYCLE

How It All Comes Together

Each piece is useful on its own. They compound because local government already runs on an annual cyle.

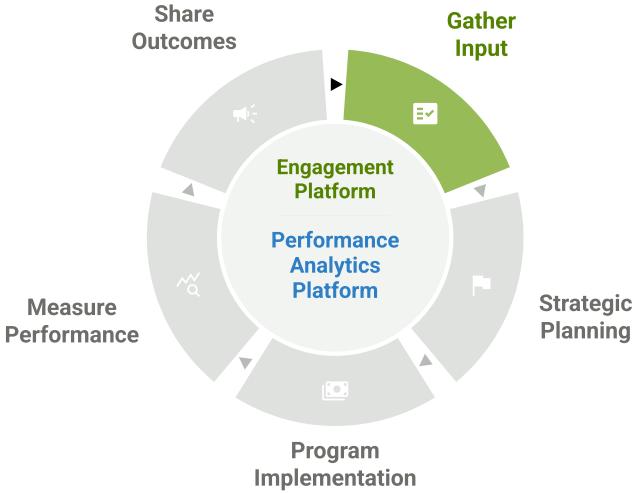
A Peek Into How It Looks When It Functions Together

The artifacts Polco shares at stage of the cycle.



Polco Tools for **Gathering Input**

Establish what residents value and where the community actually stands.

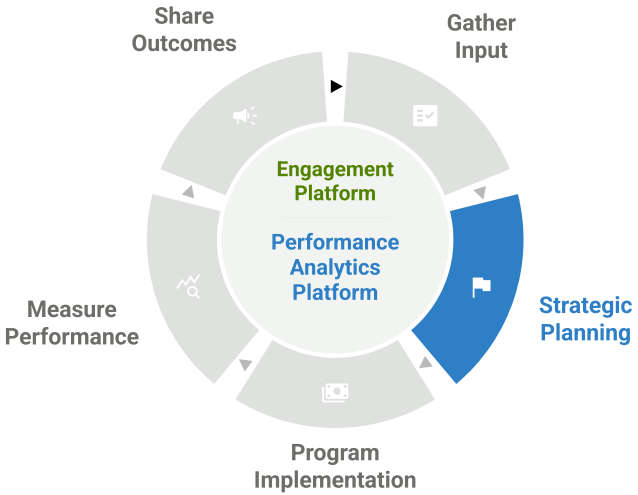


Polco Engagement Platform	INCLUDED
GPAL **Data**	INCLUDED
NCS™ NES™ Usually one per year, alternating	$15K/YR PACKAGE
NBS	ADD-ON
Employee Compensation Benchmarking	ADD-ON
BYOD — Bring Your Own Data / Internal Systems Data	ADD-ON
EMBER **Passive Social Sentiment Monitoring**	ADD-ON

Included — in the Polco Platform Package · **$15K/yr Package** — in the typical $15K/year agreement · **Add-on** — priced separately

Polco Tools for **Strategic Planning**

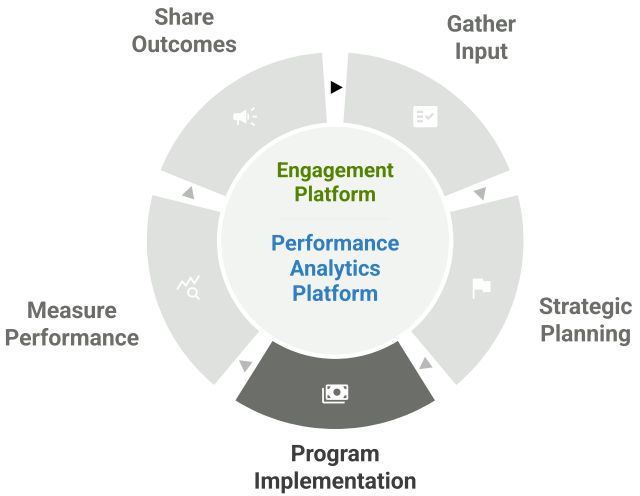
Turn your baselines, forecasts, and goals into an incredible strategic plan.



GPAL **Analytics**	INCLUDED
Polly Strategic Planning Assistant	INCLUDED
 **Budget Sim**	INCLUDED
 **Prioritize Input**	INCLUDED
EMBER **Communications Planning Assistant**	ADD-ON
Other Department Planning Assistants	ADD-ON

Polco Tools for **Program Implementation**

Adopt the budget, then deliver the services behind it.

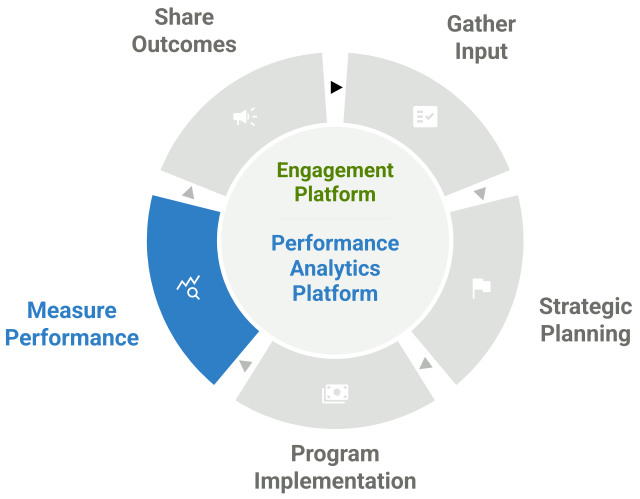


Polco Engage For Departmental Community Engagement	INCLUDED
Permitting Agents	ADD-ON
BYOD — Bring Your Own Data / Internal Systems Data	ADD-ON

Wraps your existing systems: ERP, permitting and finance systems stay where they are; Polco complements them. Polco pairs especially well with Tyler PBB.

Polco Tools for **Performance Measurement**

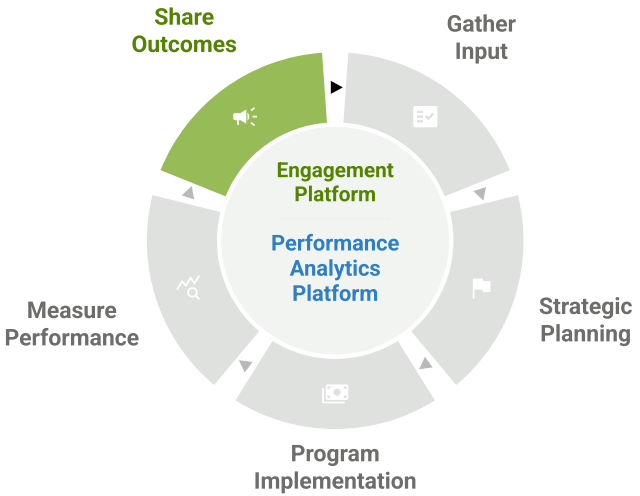
Take stock: what moved, against whom, and why.



GPAL	INCLUDED
AI Agent Reports: **Polly Performance Reports - State of the City Report** **Grace Grant Performance Evaluations**	INCLUDED
Other Departmental Reports	ADD-ON

Polco Tools for **Sharing Outcomes**

Close the loop with the stakeholders to build transparency and trust



Polco Engagement Platform	INCLUDED
 Personalized Tax Receipts	INCLUDED
 Interactive Budget Book	INCLUDED
Sharing State of the City Report via Engage Comms Tools	INCLUDED
Ronnie — Externally Facing Resident Customer Service Agent	INCLUDED
Customizable Performance Dashboards	ADD-ON

WHAT YOU GET → WHAT IT COSTS

What It Costs & What's Delivered

Both platforms, the core agents, and a benchmark survey every year — in one predictable annual investment.

Typical Community Survey Investment

THE NCS™ The National Community Survey™

WHAT MOST COMMUNITIES COME IN EXPECTING

A "one-and-done" implementation of The NCS™

$18K + add-ons

One survey. The next one starts from scratch, at full price.

WITH POLCO ENGAGEMENT

Polco Engagement Platform + The NCS™

$18K + add-ons

The same survey — plus two years of unlimited engagement, and add-ons at about half price.

⊗	**Polco Engagement Platform** Unlimited constituent engagement for 2 years	$10K
$18K	**The NCS™** instrument, sampling, and reporting	$8K
$6K	Texting outreach	$3K
$4K	Custom questions	$2K
$3K	Custom benchmark comparisons	$1.5K
$3K	Remote presentation of results	$1.5K
$32k total for a 1 time project	TOTAL COST	$26k total covering access to the platform for 2 years
	OTHER COMMON ADD-ONS UTILIZED AFTER COMPLETING THE NCS™	
$8K+	**Additional benchmark or custom survey** NBS · NES · NES-LE · NLES · PARCS · CASOA	$4K+
$8K	**Analytics Platform w/ AI Plan & Report Writing Assistants** GPAL	$8K

Typical Community Investment with Performance Platform

START HERE · LICENSED ON MIN TWO-YEAR TERMS

Base Polco Engagement Platform — **$5K** per year

OPTIONAL ADD-ON · ALSO ON MIN TWO-YEAR TERMS

Base Analytics Platform — Track / GPAL — ~~$5K~~ **+$4K** per year

$5K/year stand-alone — discounted to $4K/year when added to the Engagement Platform

- 500+ indicators, peer benchmarks, trends, forecasts and dashboards
- Core AI agents for draft plans and reports — Polly, Grace and Ronnie
- Unlocks member pricing on Analytics add-ons

Engagement + Analytics together make up the **Polco Platform Package**, $9K/year.

TYPICAL OPTIONAL ADD-ONS AND PRICING AT PLATFORM MEMBER RATE

THE NCS™ + Sampling Add-Ons + Reporting — **$8K**

Statistically valid, nationally benchmarked resident assessment at 95/5

THE NES™ + Reporting — **$4K**

Employee experience, benchmarked against peer organizations

$30K TWO-YEAR AGREEMENT
$4-8K LESS THAN PROJECT PRICING

$15K average per year

Engagement Platform · $5K × 2	**$10K**
Analytics Platform · $4K × 2	**$8K**
THE NCS™ + add-ons · year one	**$8K**
THE NES™ + reporting · year two	**$4K**
Total over two years	**$30K**

Price can vary slightly with population.

Four Ways to Get Started

All on a two-year term · **10% off on a four-year term**



OPTION 1

Engagement or **Analytics Platform**

$5K per year

- One platform, unlimited use
- Member pricing on its add-ons

OPTION 2

Engagement and **Analytics Platforms**

$9K per year

- Both platforms
- Core AI agents for draft plans and reports
- Member pricing on all add-ons

OPTION 3 — MOST COMMON

Both Platforms + THE NCS™ or another benchmark survey

$15K per year

- Both platforms and core AI agents
- A benchmark survey every year
- Member pricing on all add-ons

OPTION 4

Everything

$50K per year

- Both platforms and every AI agent
- Benchmark surveys and sampling
- All engagement and analytics add-ons

PRICING SCALES WITH YOUR COMMUNITY

↓ **Roughly half** for communities under 10,000 residents or a $10M annual budget

↑ **Roughly double** for communities over 1 million residents or a $1B annual budget

Additional Information

Who we work with, who we are, and how to reach us — with the appendix behind it for anything you want to go deeper on.

Communities Across All 50 States





Nearly 400 customers, coast to coast. Polco is headquartered in Madison, Wisconsin

Four years running on the GovTech 100. Among our customers: two Baldrige Award winners, hundreds of GFOA Distinguished Budget Award winners, ICMA Voice of the People winners, Best In Governance (BIG) Award Winners, and Bloomberg Philanthropies What Works Cities recipients.

Helping Every Community Govern Like the Best

LED BY ECONOMISTS AND SURVEY SCIENTISTS

Nick Mastronardi, PhD

CEO & Founder, Polco & GPAL

Former active-duty officer and economics professor at the Air Force Academy, Senior Economist on the President's Council of Economic Advisers, and Senior Economist for Amazon. Fellow at Stanford's Hoover Institution and UW–Madison.

Michelle Kobayashi

COO & Co-Founder, National Research Center & GPAL

Co-founder of the National Research Center — Polco's in-house think tank — and of GPAL. A pioneer of resident surveys for local government, with three decades shaping the science of community benchmarking, including THE NCS™.

Polco

The civic engagement and performance platform

NRC FROM POLCO

Our in-house think tank — pioneers of the national benchmark surveys

GPAL

Government Performance Action Lab — the data platform behind Track

OUR VISION

Strengthen local democracy and government performance

Help tens of thousands of community leaders better understand constituent values and allocate resources against it to achieve, for tens of millions of Americans, not only better outcomes and netter transparency, but also more trust.

Polco



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Founder & CEO

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POLCO

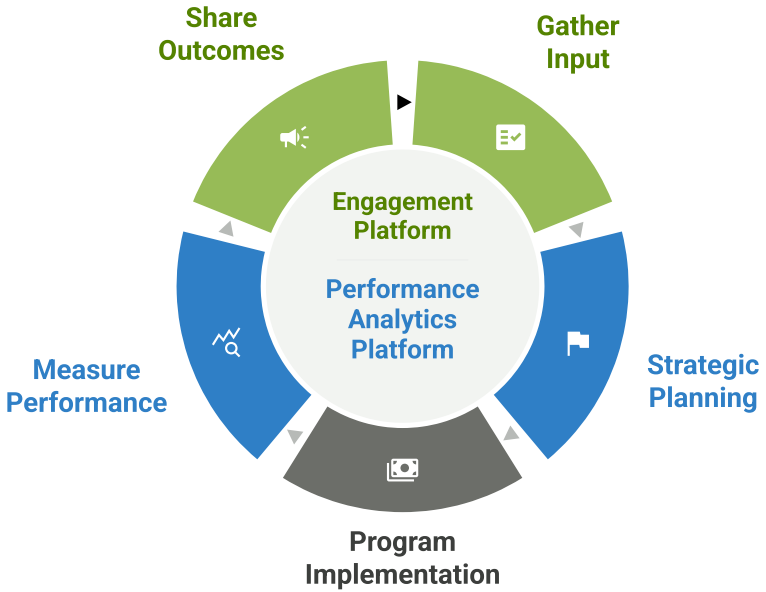
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APPENDIX

The Annual Governance Cycle



1 · Gather Input

Constituent input on priorities and service ratings,
GPAL public record data,
Your own internal systems data

2 · Strategic Planning

Baselines, trends, forecasts, Benchmarks and Goals set against evidence
Draft strategic plan using curated templates

3 · Program Implementation

Trade-offs weighed, budget adopted, services delivered
Budget Sims, Prioritizations, Engagement, Permitting

4 · Performance Measurement

Year-end stocktake, peer benchmarking, performance reports

5 · Share Outcomes

Taxpayer receipts, dashboards - interactive budget book - state of the city

Engagement Capabilities — Content & Instruments

IN PLATFORM PACKAGE = included in the $9K/year Polco Platform Package. **ADD-ON** = priced separately, at member rates.

Base Engage content — IN PLATFORM PACKAGE
Field all the engagement you want with your constituents, unlimited seats

Engagement Pages — IN PLATFORM PACKAGE
Project and topic pages that organize related content

NRC benchmark & custom surveys — ADD-ON
The gold-standard instrument family, statistically valid and nationally benchmarked

Open-ended question coding — ADD-ON
Up to 1,000 responses coded and reported, with a full verbatim list

Prioritizations — ADD-ON
Select-and-rank inside realistic cost, space and capacity constraints

LIME strategic communications package — VARIES
Sequenced content to get a community referendum- or ballot-measure ready

Polco Library — IN PLATFORM PACKAGE
190+ professionally developed and reviewed civic surveys, polls and content

Polco Live — IN PLATFORM PACKAGE
Real-time engagement for in-person, virtual and hybrid events

Custom questions on benchmark surveys — ADD-ON
Add your own items — half page or full page

Simulations — ADD-ON
Budget, housing, carbon and transit trade-off exercises with line-item comments

Personalized taxpayer receipts — ADD-ON
“Where do my taxes go?” answered line by line for each household

Ready-to-Go digital instruments — ADD-ON
Faster digital versions of the benchmark surveys

Engagement Capabilities — Outreach & Sampling

IN PLATFORM PACKAGE = included in the $9K/year Polco Platform Package. **ADD-ON** = priced separately, at member rates.

Polco Panel — IN PLATFORM PACKAGE
A verified resident panel you own, accumulating with every engagement

Polco Live — IN PLATFORM PACKAGE
Real-time input for in-person, virtual and hybrid events

Texting & email management — ADD-ON
Bulk outreach, list management and delivery analytics

Multi-mode, digital and analog — ADD-ON
QR codes, kiosks, social channels, paper returns, embedded widgets

Community outreach playbook — IN PLATFORM PACKAGE
Draft social posts, press releases and ready-made content for your community outreach channel partners

Digital re-posting with affiliated brands — FREE / ADD-ON
Re-post under multiple affiliated brands — free for each government department; add-on for non-government brands

Engagement Pages — IN PLATFORM PACKAGE
A public home for each project: context, updates, ways to weigh in

Probability-based sampling — ADD-ON
Address-based random samples designed by NRC research staff

Mailed household outreach — ADD-ON
Postcard invitations and full paper packets for benchmark survey samples

Open participation — IN PLATFORM PACKAGE
Anyone in the community can weigh in alongside the statistical sample

Polco-assisted social outreach — ADD-ON
Our team promotes your engagement across social channels to widen reach

EMBER **Synthetic polling** — ADD-ON
Digital synthetic twins mapped to your community's socio-economics and demographics. Not as good as the real thing, but fast and efficient — and often close.

Engagement Capabilities — Results & Reporting

IN PLATFORM PACKAGE = included in the $9K/year Polco Platform Package. **ADD-ON** = priced separately, at member rates.

Interactive results dashboards — IN PLATFORM PACKAGE
Live, shareable dashboards of engagement results

CSV of results — IN PLATFORM PACKAGE
Full response export for your own analysis

Community Livability Analysis — IN PLATFORM PACKAGE
Resident priorities against quality ratings across the livability domains

Geographic and demographic mapping — IN PLATFORM PACKAGE
See how sentiment varies across the community, area by area

Custom comparison reports — ADD-ON
Cohorts you define — state, region, population size, median income

In-person presentation of results — ADD-ON
Senior Polco staff present on site; the deck stays with your team

Demographic reweighting — IN PLATFORM PACKAGE
Results reweighted to reflect the community's true demographics

National benchmark comparisons — IN PLATFORM PACKAGE
Your results against peer communities and national norms

Longitudinal trends — IN PLATFORM PACKAGE
Movement across years on every question

Advanced cross-tab disparity analytics — ADD-ON
Cross-tabs across demographic groups to surface disparities

Remote presentation of results — ADD-ON
Senior Polco staff present to staff, council or boards over video

Next steps workshop — ADD-ON
A facilitated session that turns results into concrete next steps

Analytics Capabilities — Track & GPAL

IN PLATFORM PACKAGE = included in the $9K/year Polco Platform Package. **ADD-ON** = priced separately, at member rates.

Full GPAL with descriptive analytics — IN PLATFORM PACKAGE
500+ indicators per jurisdiction — benchmarks, trends and cross-tabs

Predictive analytics & projections — IN PLATFORM PACKAGE
Forecasts with historical backcasts to validate accuracy

Community Livability Snapshot — IN PLATFORM PACKAGE
Quality-importance matrix: where resources are over- or under-aligned

Goals and backtests — IN PLATFORM PACKAGE
Track progress against adopted targets, with accuracy checks

Causal impact analyses — VARIES
Estimate the effect of programs and policy changes

Advanced credit monitoring — ADD-ON
Option-adjusted muni bond credit spread forecasting

Custom peer comparison groups — IN PLATFORM PACKAGE
Benchmark every indicator against cohorts you define

Overview dashboard — IN PLATFORM PACKAGE
At-a-glance community performance for leadership and council

Historical survey results — IN PLATFORM PACKAGE
Your community's past survey results integrated into the platform

Bring your own data — VARIES
Additional community and internal systems data in your dashboards

Advanced social sentiment analytics — ADD-ON
Deeper resident sentiment from social and traditional media

Employee compensation benchmarking — ADD-ON
18M covered employees, mapped titles, 10 years of trends

Benchmark Survey Instruments

Polco | NRC FROM POLCO

INSTRUMENT	WHO RESPONDS	PRIMARY USE
THE NCS™ The National Community Survey™	Residents	Community livability and service ratings — strategic plan, budget priorities, service targets
THE NBS The National Business Survey	Local employers	Business climate seen by local employers — economic development, regulatory reform
THE NES™ The National Employment Survey™	Employees	Employee experience across the organization — retention, compensation, culture
THE NES-LE The National Employee Survey - Law Enforcement	Agency staff	Employee experience inside law enforcement — recruitment, staffing cases, accreditation
THE NLES The National Law Enforcement Survey	Residents	Public safety and police services — community policing plans, public safety budget
THE PARCS Parks, Recreation and Open Space Experience	Residents	Parks and recreation use, satisfaction and priorities — parks master plans, facility and program investment
CASOA Community Assessment Survey for Older Adults	Residents 55+	Needs and quality of life of older adults — age-friendly plans, senior services, grants

Fielded by our National Research Center. Roughly 2,000 communities carry these benchmarks, most surveyed more than once, with history going back 30 years.

AI Infrastructure Built Around GPAL & Your Data

Seeded with industry expertise in prompts, skills and templates — so we can field digital public-sector staff, not a generic chatbot. The data and agentic structure is secure and pulls from GPAL to minimize hallucinations.

Trusted Sites — Customizable whitelists / approved ports

Skills / Tools / Apps — Financial forecasting · Policy analysis · Program evaluation

Additional Data — Your ERP and internal system APIs

Polco Agents, Other Trusted MCPs

GPAL

Customizable Smart Orchestrator

Industry-Tailored Prompts & Templates — Strategic plans · Economic development plans · Housing plans · Environmental action plans · Comprehensive plans · Budgeting · Grant writing

Interchangeable — LLM Agnostic — Frontier and lower-cost models: Claude, ChatGPT, Gemini…

Customizable Hosting & Access Options — On Polco or embedded internally · Restricted access and constituent-facing

Resources

Case studies

Communities like yours, by size and challenge

References

Managers and directors who will take your call

Client list

Who is on the platform in your state and region

Demo NCS report

A full report of results, start to finish

Proposal template

Scope and pricing in a format procurement accepts

Appendix deck