



STAFF REPORT

DATE: January 2, 2019

CONSENT

AGENDA ITEM: Approve Agreement with Polco

TO: Mayor and Council

SUBMITTED BY: Jake Foster, Assistant City Administrator

BACKGROUND:

In order to receive a broader range of input from the growing community, staff has identified a need for a community engagement/community survey tool. Additionally, staff sought a tool which would provide greater detail as to the specific location and demographic background of respondents. Staff recommends approving the agreement with Polco and their Civic Engagement Platform.

ISSUE BEFORE COUNCIL:

Should Council approve the Polco services and license agreement?

PROPOSAL DETAILS/ANALYSIS:

The Polco tool will be used to gain resident input in various facets. Staff intends to use the platform to create an annual resident/community survey, update various data based upon old survey information (e.g. parks survey from 2013), and provide additional and alternative avenues for residents to participate in the public process. The Polco platform will provide a vehicle for residents to provide their feedback on projects without having to attend public hearings, which will ensure a broader scope of input.

Polco also allows for the ability to track demographic and location data, which is unique to this platform at this price point. This will allow staff to better understand who is responding, and from where they are responding (e.g. the neighborhood in which a resident lives, age, sex, etc.). The platform can be used to live-stream public events with integrated survey questions. Respondents are also verified in real-time, so data can be seen and populated nearly instantaneously.

Staff recommends Council approve the Polco services and license agreement as a three year agreement and pay the cost as one upfront fee. By agreeing to a three year term and paying upfront, the City will save 15% on the cost of the platform and licensing. Additionally, staff be able to track and compare data year-over-year (for at least three years), and more effectively use data collected from any annual community survey(s).

FISCAL IMPACT:

The cost of this platform reflects 2018 pricing, and would need approval in order to maintain the proposed price. As this tool would be used across all departments, the cost of the platform will be spread out over the general, sewer, and water funds in the 2018 budget.

If the three year agreement is approved with upfront payment, the cost will be \$7,650 or \$2,550 from each fund. The cost of a one year term would be \$3,000. That fee would then be subject to increased pricing in any subsequent year if the City decides to continue using the platform. If the cost is paid annually for a three year term, the cost would be the same \$3,000 paid at the beginning of each year. That \$3,000 reflects

the 2018 pricing, but would be honored for 2020 and 2021 if the City approved a three year agreement with annual payments.

OPTIONS:

- 1) Approve the Polco agreement with a three year term and with upfront payment
- 2) Approve the Polco agreement under different terms
- 3) Do not approve Polco agreement

RECOMMENDATION:

If removed from the consent agenda:

“Move to approve the City’s agreement with Polco.”

ATTACHMENTS:

None