



MEMORANDUM

To: Saint Anthony Village City Council
From: Charlie Yunker, City Manager
Date: February 22, 2022 City Council Meeting
Resolution: Agreement with POLCO for Community Engagement platform
Community Survey Policy

OVERVIEW

During our annual goal setting in January 2021, the City Council and staff identified an objective of exploring community surveys to help inform decisions. The use of community surveys will not replace current community engagement efforts but add an additional tool for council and staff to use in the decision making process. Staff has researched vendors, and recommends using POLCO community engagement platform to conduct the National Community Survey (NCS) and utilize other community engagement surveys offered by POLCO as staff deems appropriate.

NATIONAL COMMUNITY SURVEY

The National Community Survey (NCS) evaluates the “livability” of St. Anthony. The phrase “livable community” is used to describe a place that is not simply habitable, but that is desirable. Great communities include partnerships between government, private sector, community organizations, and residents. The NCS captures residents’ opinions on the following ten facets of community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts and Culture
- Inclusivity and Engagement

Based on the questions asked, both council and staff can use the results for strategic planning, operations planning and evaluation of comparisons to other cities to gauge how St. Anthony compares to other local or national communities in determining trends.

USE OF COMMUNITY SURVEY POLICY

Attached is the new policy regarding the use of community surveys. The purpose of this policy is to layout the purpose of using surveys, frequency of the National Community Survey (NCS), community engagement benefits, and how the results of the surveys will be utilized.

RECOMMENDATION

Staff recommends moving forward with the POLCO agreement for use of the community engagement platform and conducting the National Community Survey in 2022. The attached agreement is for a two (2) year period for conducting the NCS in year one, and continued access to the Polco platform in year two. Once the agreement is signed staff will begin working the vendor to identify the desired timeline for conducting the NCS.

ATTACHMENTS:

- POLCO agreement
- National Community Survey sample questions
- Use of Community Survey Policy