



THE NCSTM

THE NATIONAL COMMUNITY SURVEYTM

**Results for
Prescott, AZ
2023 National
Community SurveyTM**





Civic Communication & Analytics Platform

Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.

Questions about our product?

Visit www.polco.us to learn more



Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

Exclusive partners of:

ICMA

NLC NATIONAL LEAGUE OF CITIES

Role of Resident Surveys in Local Governance



**Monitor trends in
resident opinion**



**Measure government
performance**

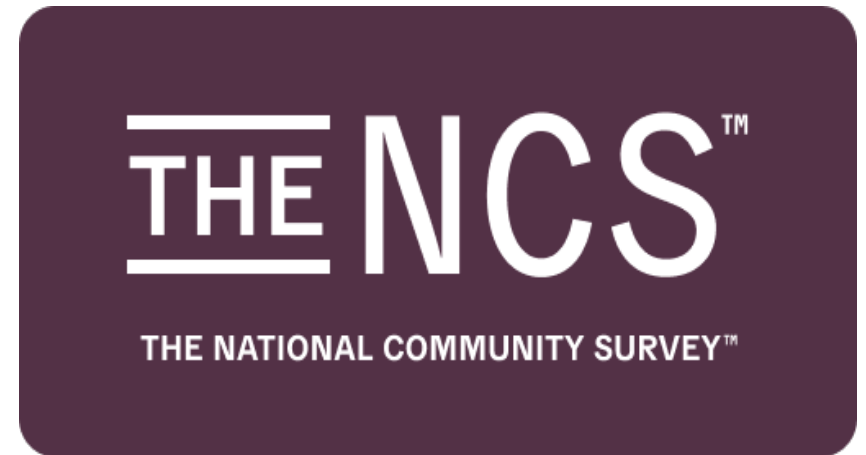


**Inform budget,
land use, strategic
planning decisions**



**Benchmarking
to other
communities**

Facets of Community Livability



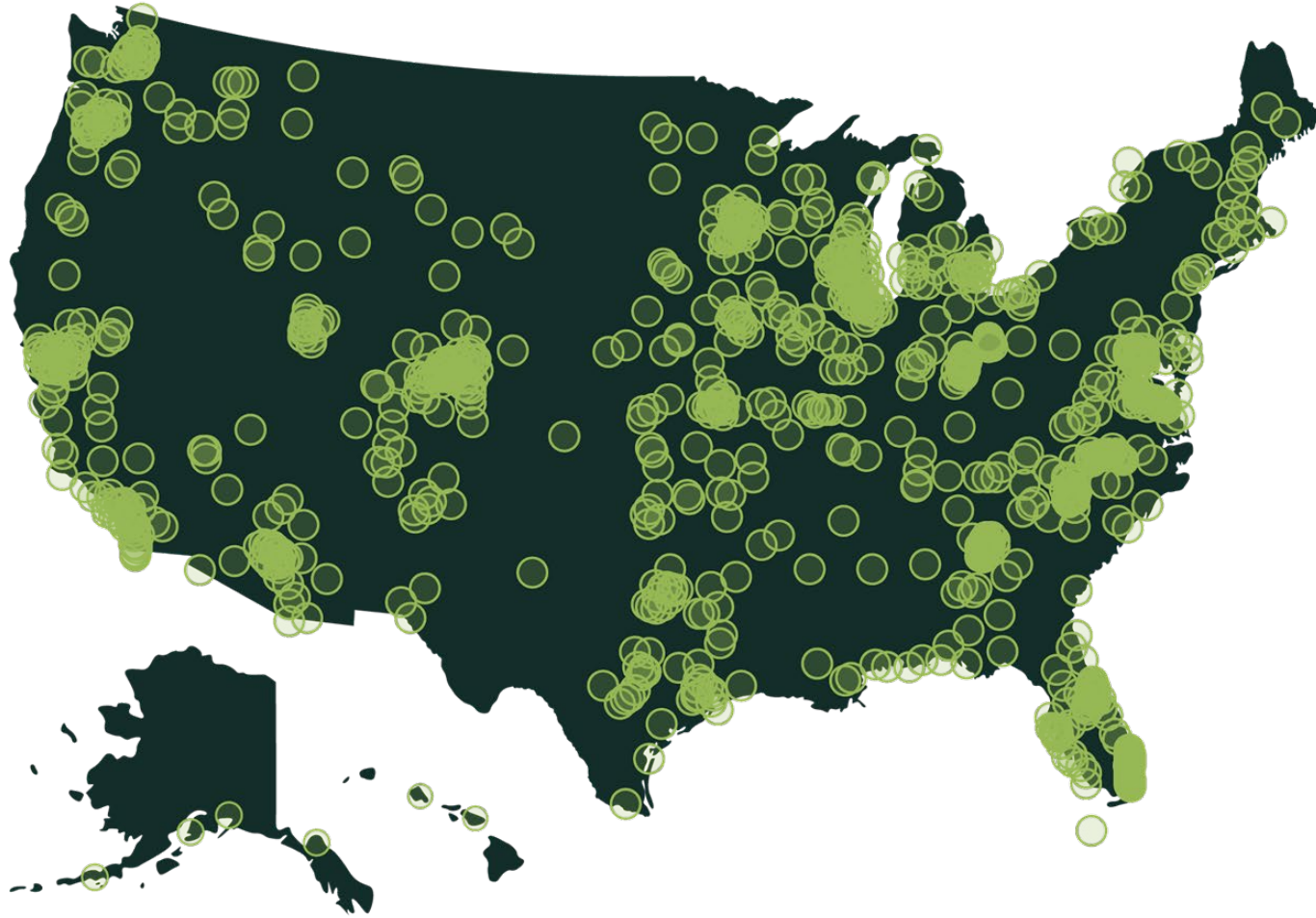
The National Community Survey™ in Prescott



The NCS™ for Prescott, AZ

- First time conducting The NCS
- Survey conducted from October 10, 2023 – November 21, 2023
- Mailing approach employed:
 - Probability-based sample of 3,000 randomly selected households
 - 770 total responses received
 - 27% overall response rate
- Results statistically weighted to reflect Prescott overall
- 95% confidence interval with a +/- 3% margin of error
- Non-probability, open-participation survey: 270 responses

Polco's Benchmarking Database



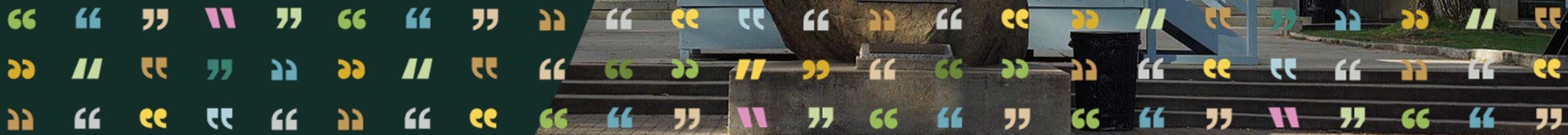
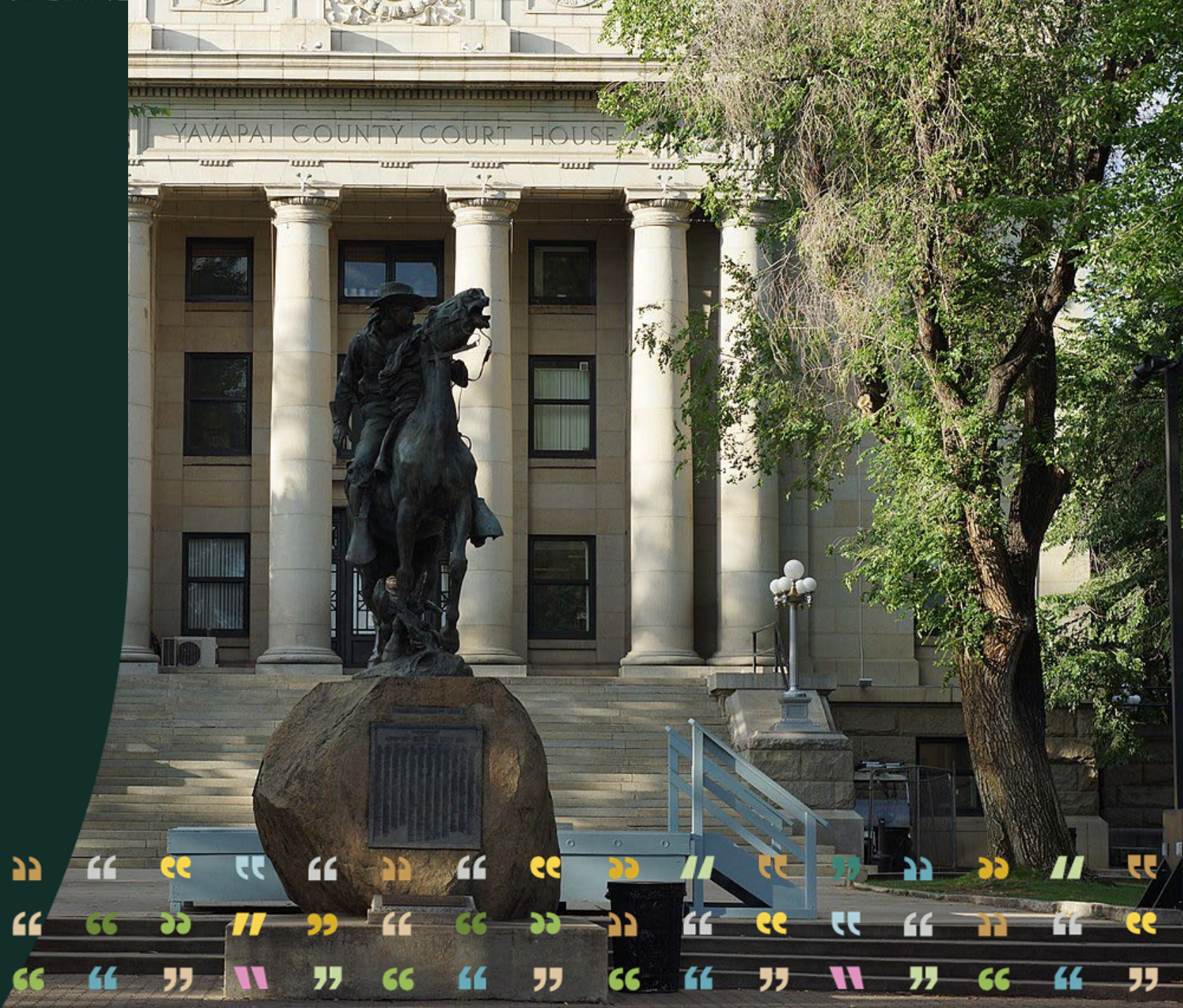
More than **500**
comparison communities
across the nation.

Representing the opinions
of more than **50 million**
residents.





Overview of Survey Results



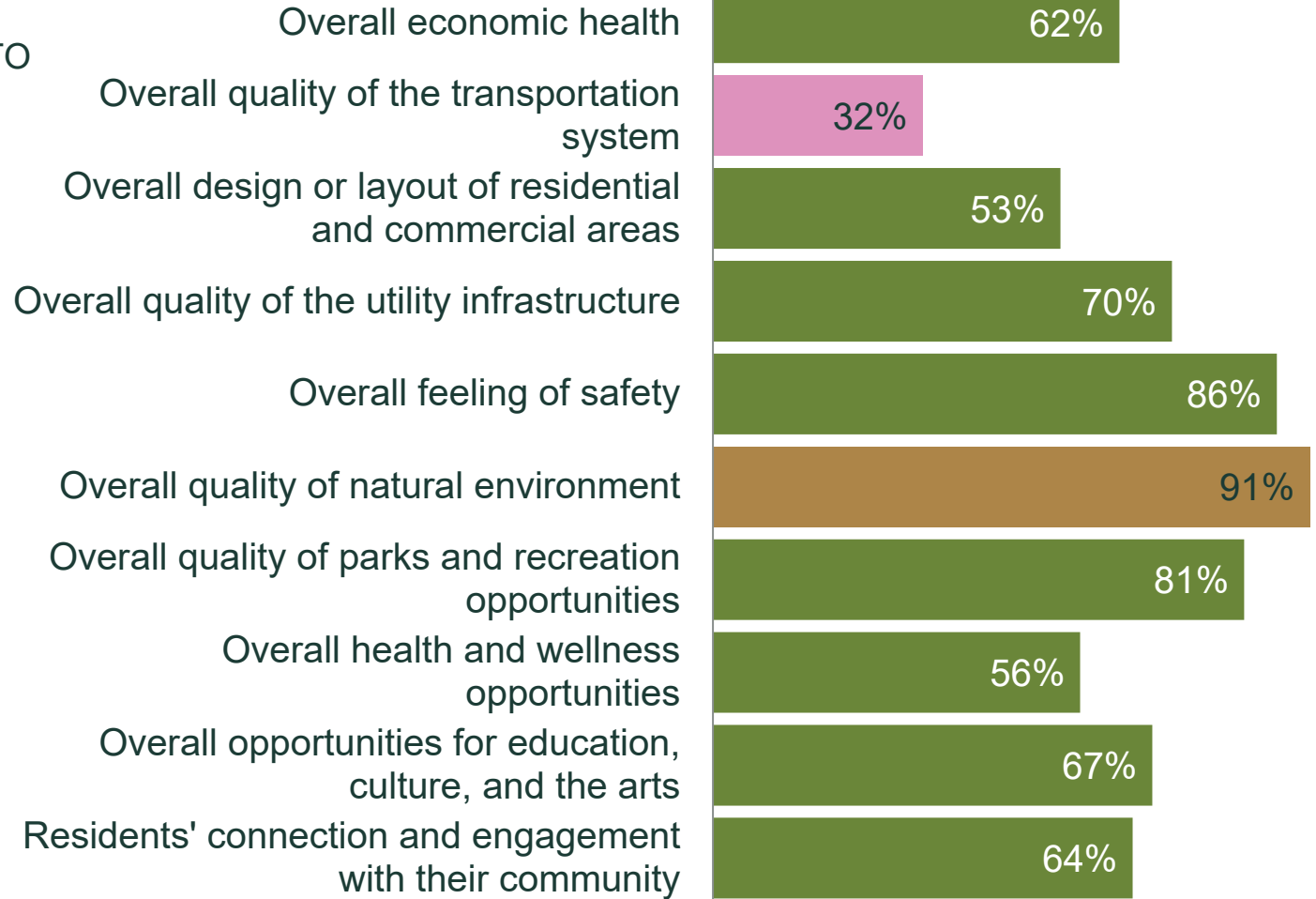


Facets of Community Livability: Quality

COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

PERCENT EXCELLENT or GOOD



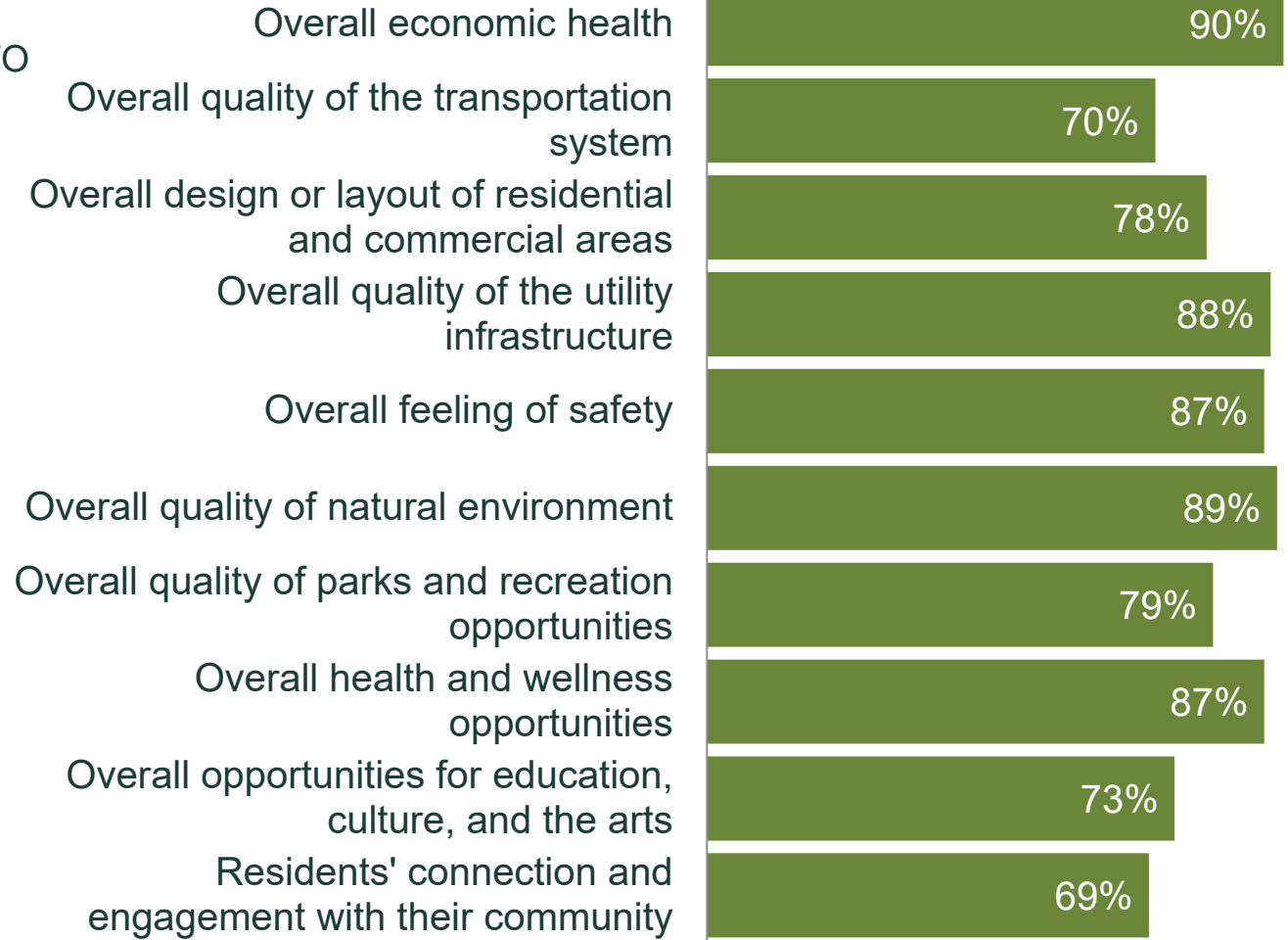


Facets of Community Livability: Importance

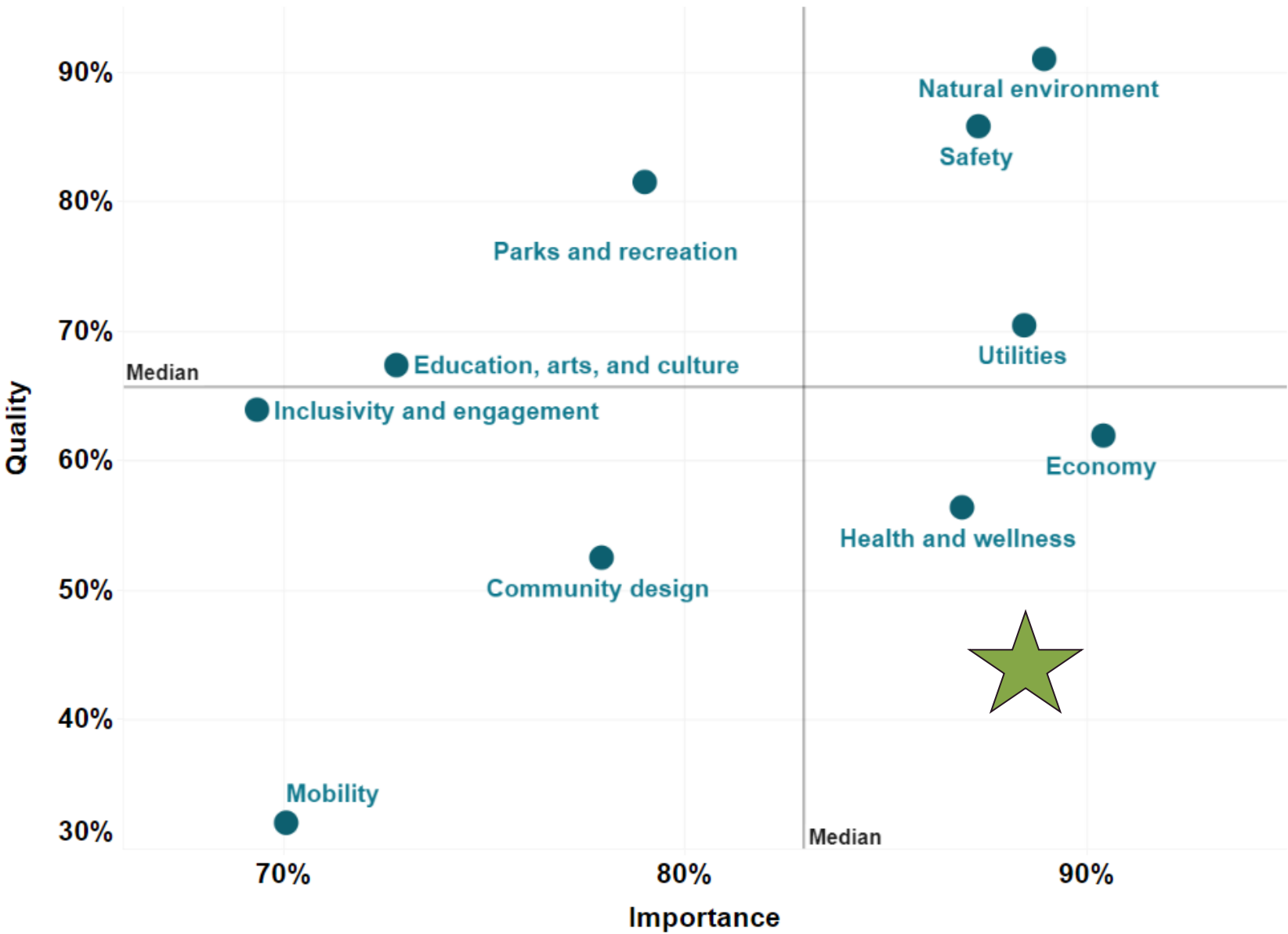
COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

PERCENT ESSENTIAL OR VERY IMPORTANT



Balancing Quality and Importance





Key Finding #1

The city's natural environment is valued by residents.



The Natural Environment in Prescott



Overall quality of natural environment in Prescott, 2023

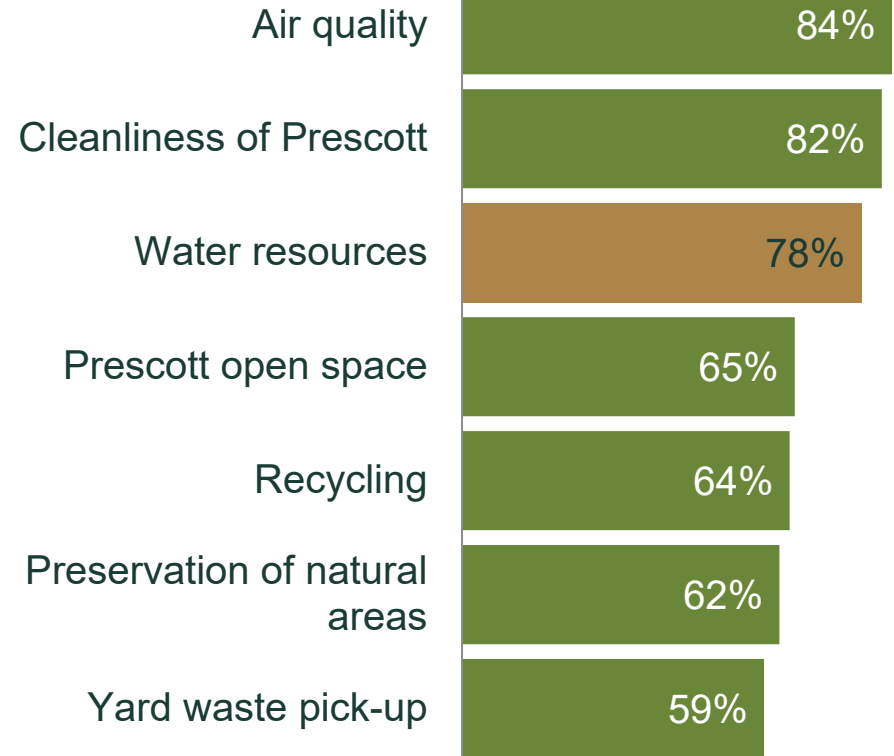


Please rate each of the following in the Prescott community:

COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

PERCENT EXCELLENT OR GOOD





Key Finding #2

Prescott residents feel safe and indicate support for additional investment in public safety.



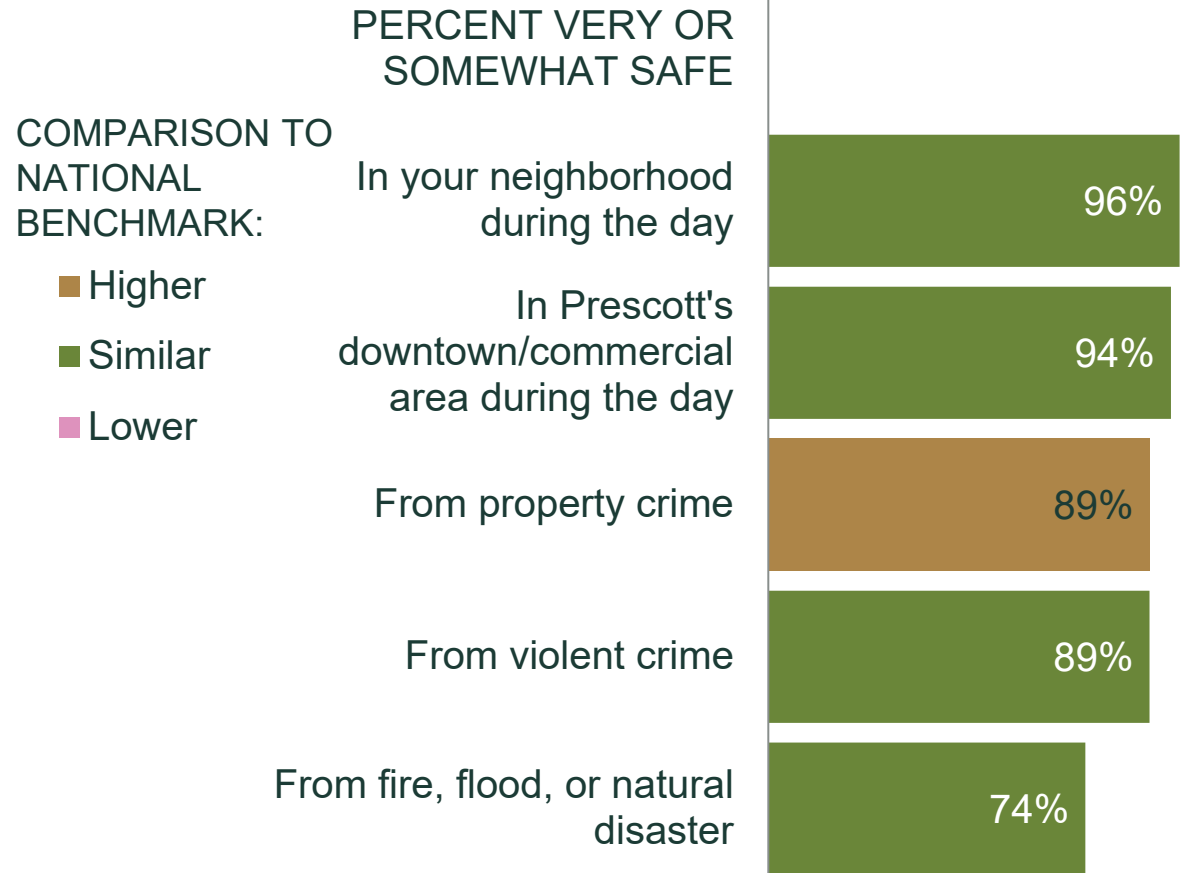
Safety in Prescott



Overall feeling of safety in Prescott, 2023



Please rate how safe or unsafe you feel:



Safety Services in Prescott



90%
Fire services

82%
Fire prevention and education

82%
Police Services

78%
Crime prevention

68%
Ambulance or emergency medical services

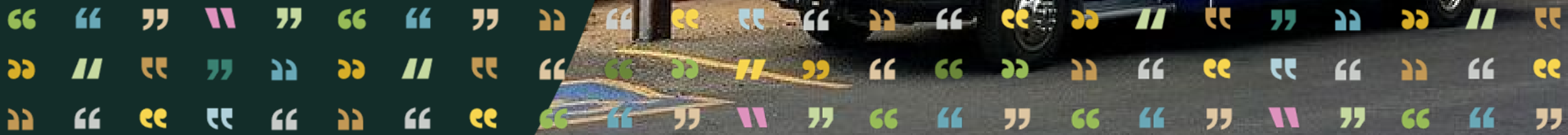
66%
Emergency Preparedness

*Percent excellent or good



Key Finding #3

Some aspects of mobility could present opportunities for growth for the City.



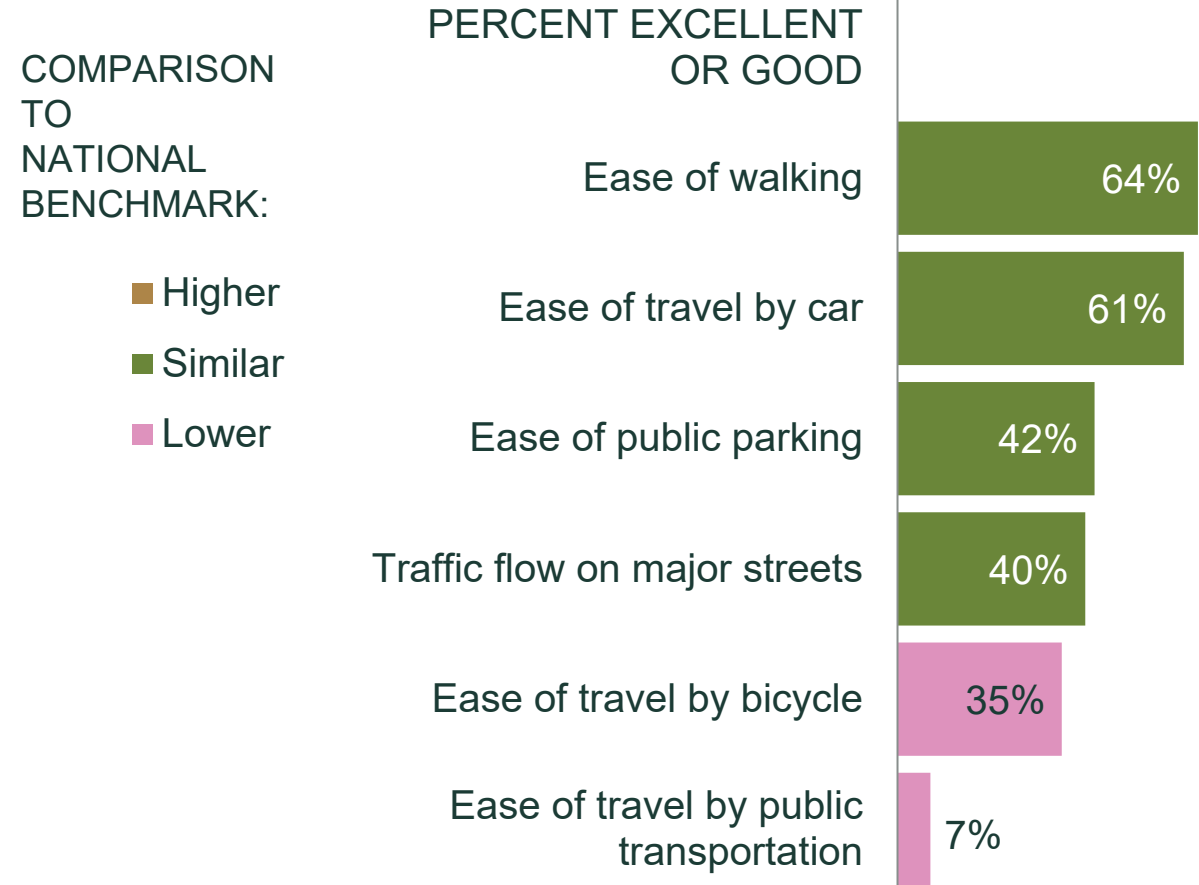
Mobility in Prescott



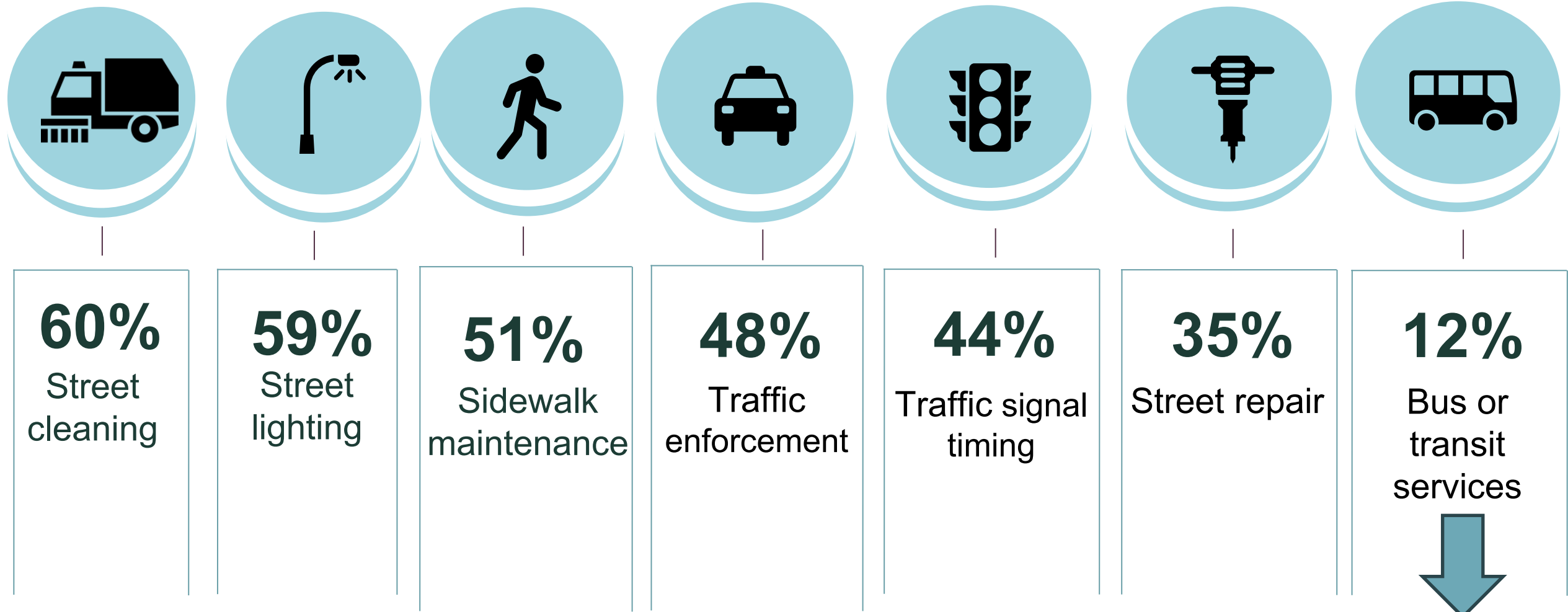
Overall quality of the transportation system in Prescott, 2023




Please rate the quality of each of the following in Prescott:



Mobility-Related Services in Prescott



*Percent excellent or good


*Below Benchmark

Additional Special Topics

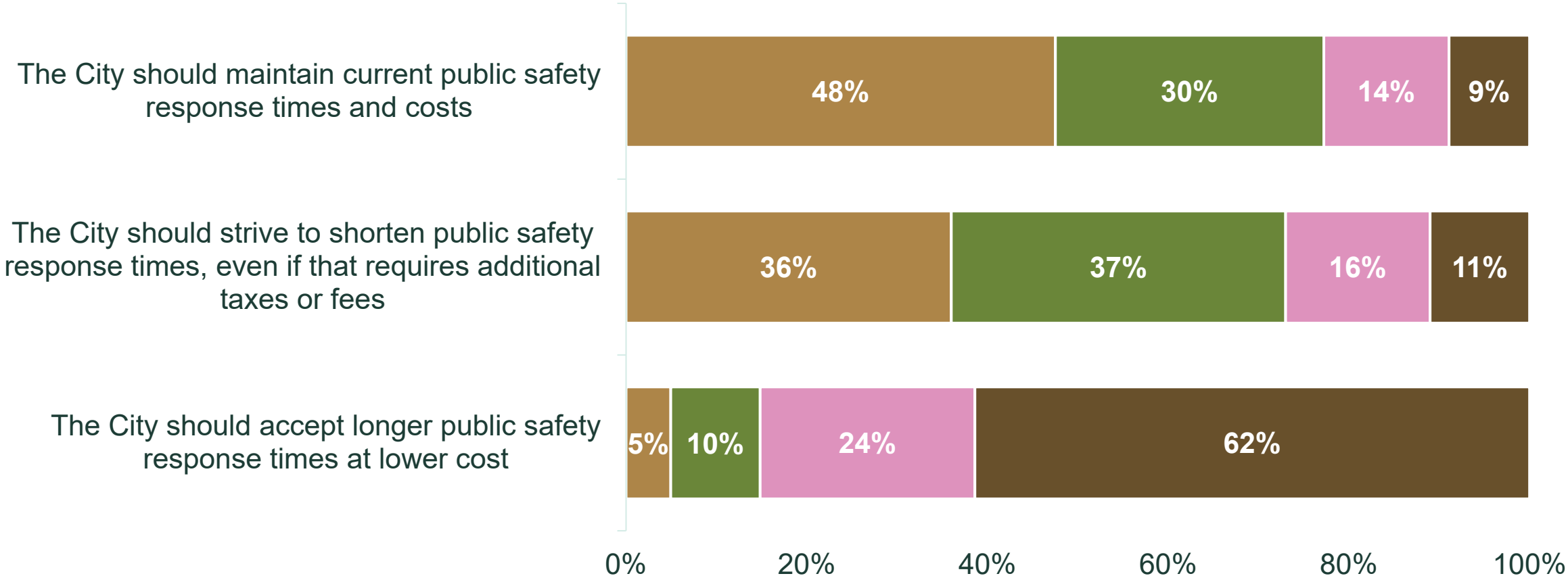


Balancing Public Safety Response Times



Please indicate to what degree you would support or oppose each of the following approaches to balancing public safety response times with the associated costs.

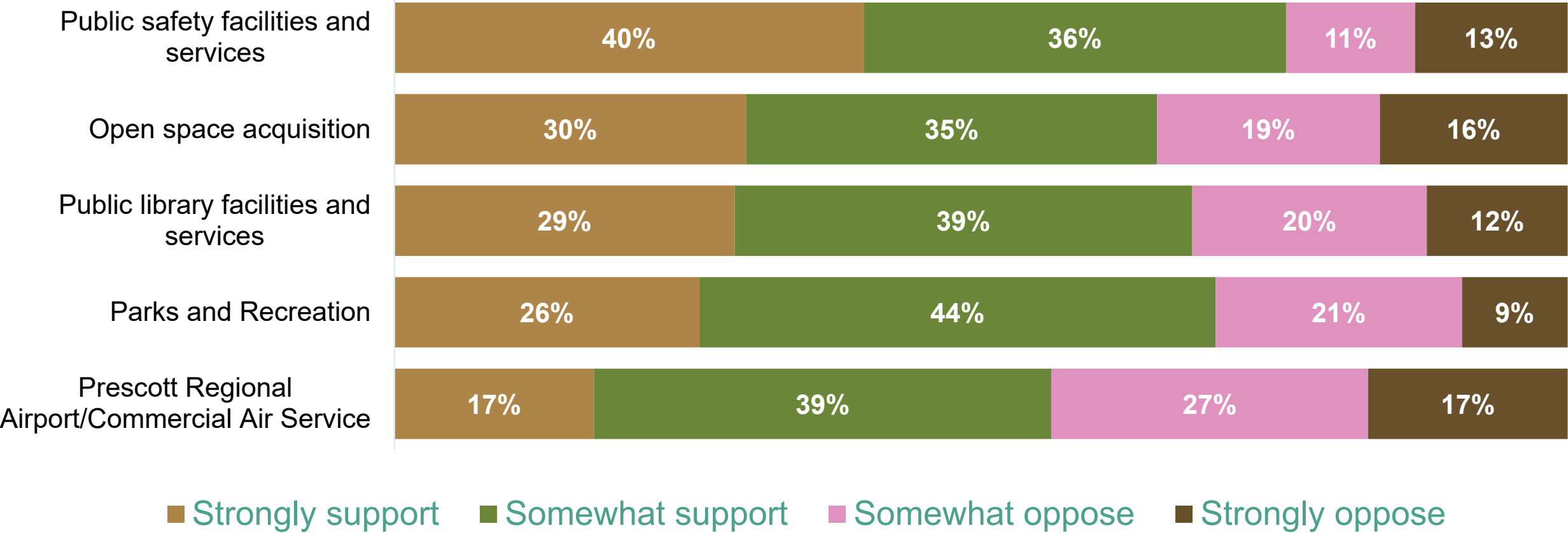
■ Strongly support ■ Somewhat support ■ Somewhat oppose ■ Strongly oppose



Potential Uses for Additional Revenue



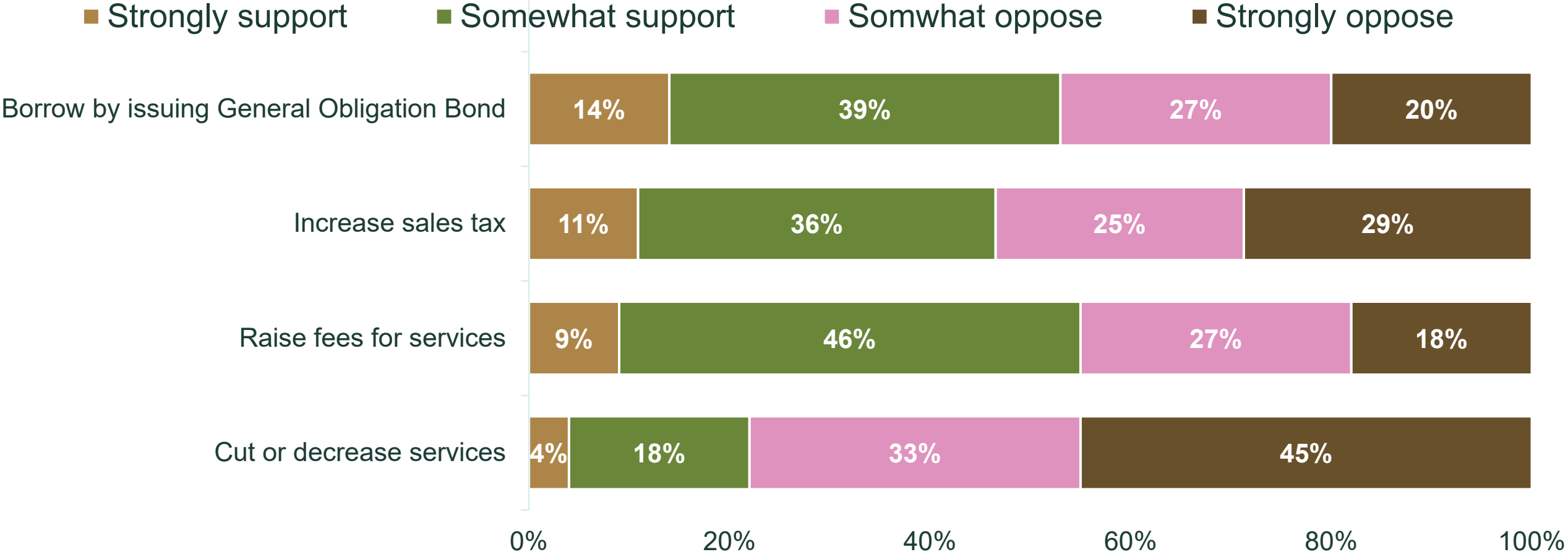
How much would you support or oppose an increase in sales tax as a funding source for the following City purposes?



Balancing Costs and Revenue



If the gap between costs and revenues widens, how much would you support or oppose the City taking each of the following actions?





Summary of Conclusions

- The city's natural environment is valued by residents.
- Prescott residents feel safe and indicate support for additional investment in public safety.
- Some aspects of mobility could present opportunities for growth for the City.



Debriefing The Survey Results

What findings did you expect?

What findings were surprising?

Are there areas where you need to dig deeper?

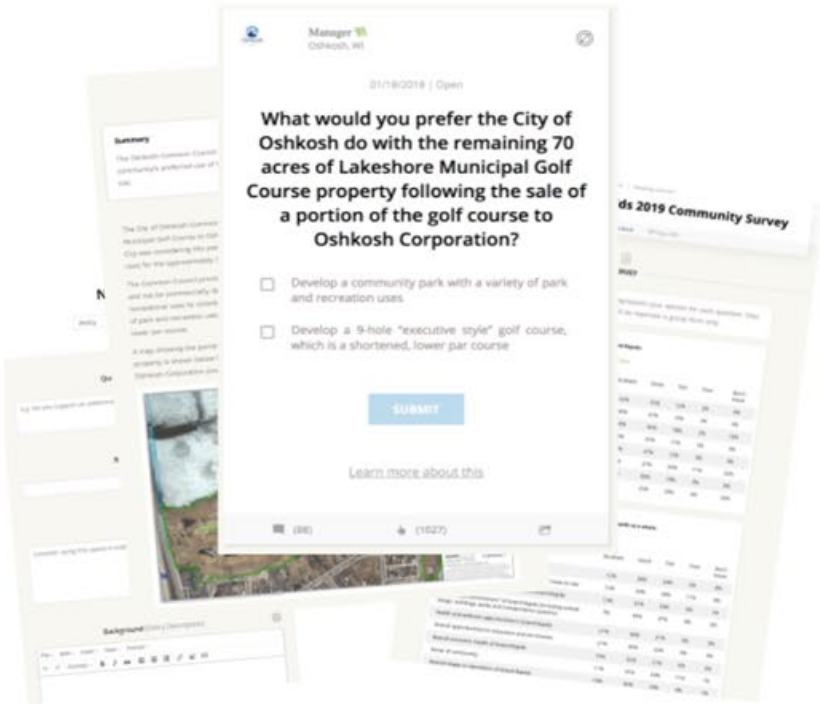
In what areas should you focus?

Continue Resident Engagement on Polco



Don't let the community input and dialogue conclude with the survey.

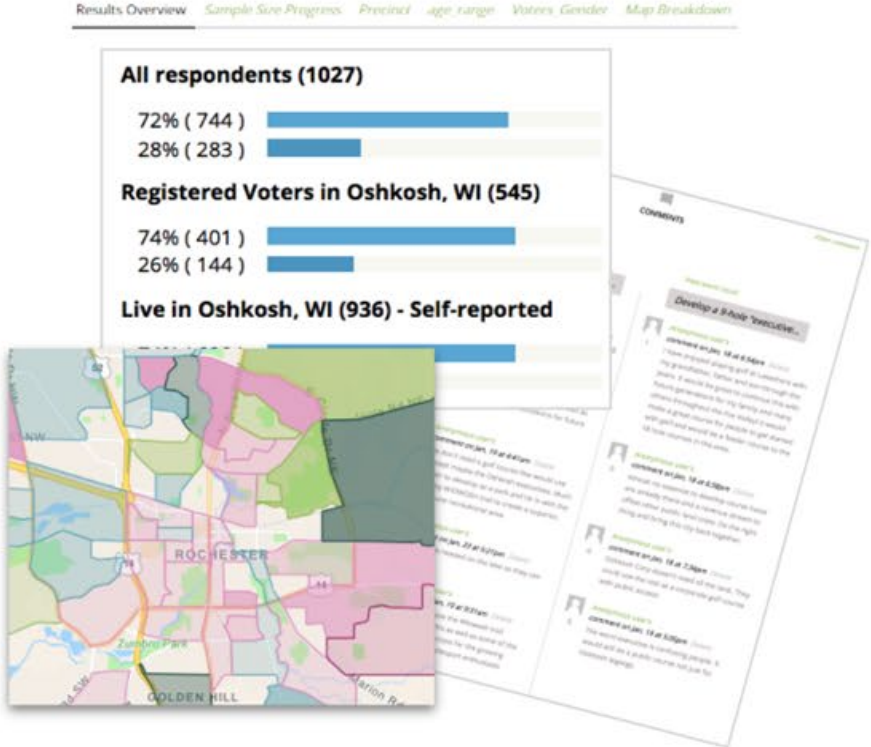
Post



Share



Analyze



- Library of professional civic content
- Easily post custom surveys & polls

- Representative samples of households
- Accumulating residents on digital panels

- Maps, trendlines and dashboards
- Advanced benchmarking analyses

Polco Performance Dashboards



More participation



Good government



More informed participation



Data driven performance management

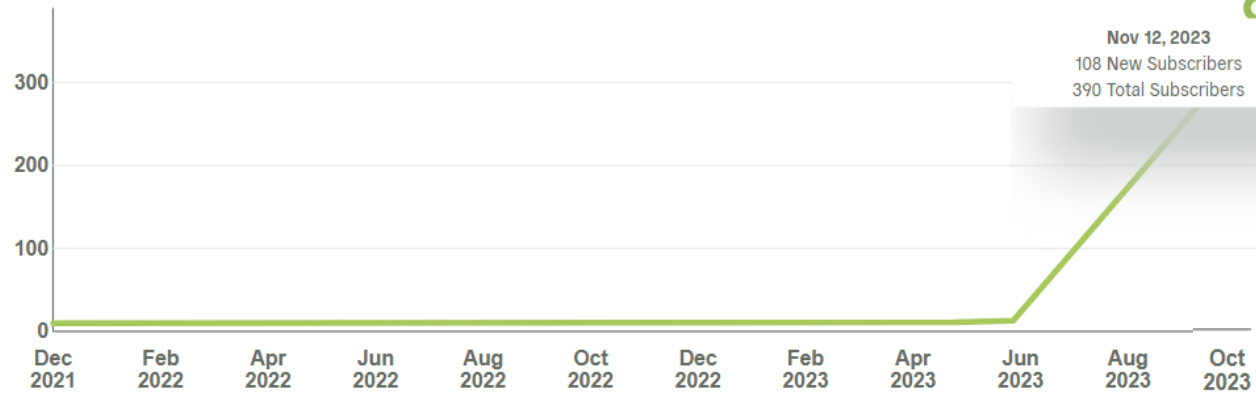


Better balanced participation



Save staff time and effort

Subscriber Growth Over Time (per month)

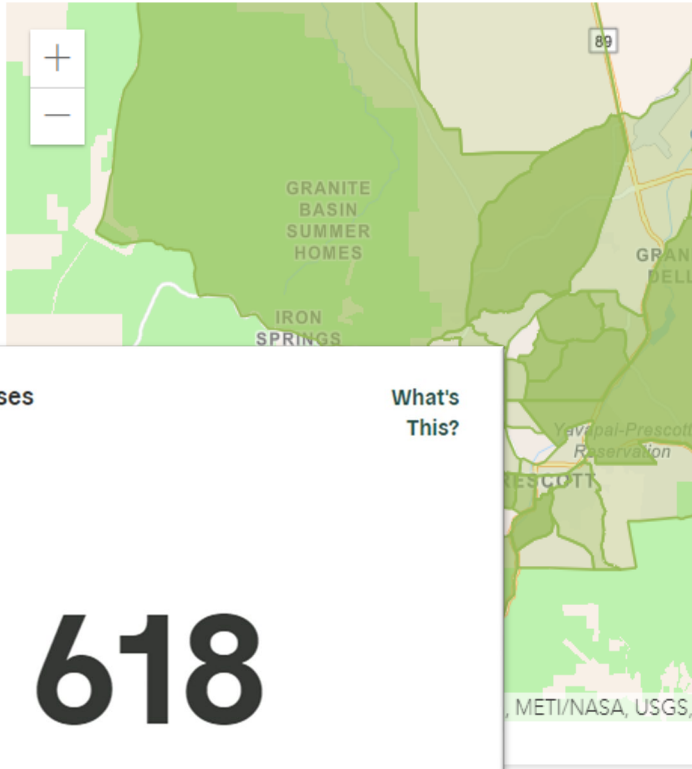


Polco

- ASSESS
- Benchmark Reports
- Learn More New
- TRACK
- Learn More New
- ENGAGE
- Participants**
- Content
- Outreach
- Polco Library
- Learn More

Participants

Residence of verified subscribers as reported by voter registration



Total Responses

What's This?

618

UNCHANGED
in the last 30 days

Questions?



Thank you!

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Polco



NRC