



## City of Madison

### **NOTICE OF POSSIBLE QUORUM OF THE COMMON COUNCIL**

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

#### **Vendor Demonstration: POLCO.us**

**Monday, August 1, 2016**

**5:30 p.m. – 6:30 p.m.**

**Room 201, City-County Building  
210 Martin Luther King Jr. Boulevard**

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below at least three business days prior to the meeting.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.

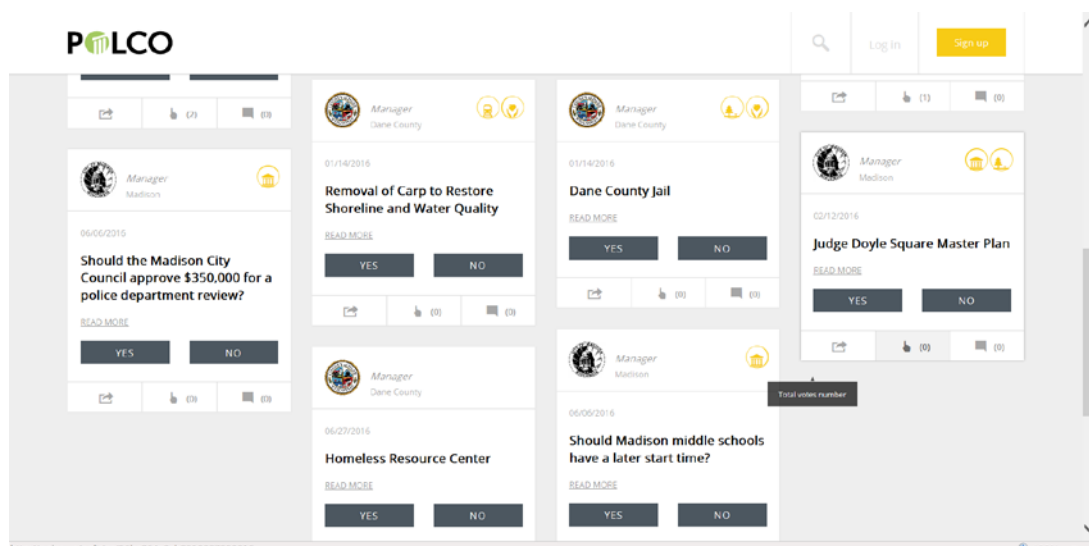
Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg peb hnub ua hauj lwm ua ntej yuav tuaj sib tham.

For more information on this meeting please contact:

Lisa Veldran, Legislative Administrative Assistant, Common Council Office, 266-4074 or [lveldran@cityofmadison.com](mailto:lveldran@cityofmadison.com)

Please note that a possible quorum exists of the Common Council at a vendor demonstration by [POLCO.us](http://POLCO.us), (a Madison company) of their polling service for cities.

*POLCO is an advanced civic engagement platform with authentication, analytics, and a focus on agenda items and policy polls at the local level of government. They provide citizens a convenient place to learn about and participate in their public policies. They provide officials with insightful real-time data and civic analytics. <http://polco.us/info/why>*





Policy Crowdsourcing Platform

## Overview

POLCO is an advanced civic engagement platform with authentication, analytics, and a focus on agenda items and policy polls at the local level of government. We provide citizens a convenient place to learn about and participate on their public policies. We provide officials with insightful real-time data and civic analytics.

### Save Staff Time



Spend less time in 1:1 meetings and emails.

### Broader Support



Get better buy-in on strategic initiatives.

### Spend Wiser



Cite more than just the vocal few.

We understand the challenges of correctly engaging citizens at the local level. Our team of economists, policy analysts and software engineers is dedicated to helping local officials use the technology, data, and analytics to inform decisions and help improve government operations across the country.

[www.polco.us](http://www.polco.us)

[hello@polco.us](mailto:hello@polco.us)

## What makes POLCO unique?

### Citizens can Vote anywhere

Officials and citizens can embed e-ballot voting widgets on websites, social networks, news media, blogs, and in emails for truly distributed engagement. POLCO is also available via mobile. Meeting citizens where they are helps spread correct information and collect broad constituent sentiment.

### Get reliable Results & Analytics

We allow officials to filter data to ensure proper citizens' input counts on correct issues, and that no one votes more than once. We are able to do this by cross-referencing users against voter registration lists during registration. The result is validated, accurate, real-time polling data, analysis and visualization by city district, age, gender, time-trends, media re-shares and by combinations of these factors.

### Load Agenda Items and Policy Polls

City staff can quickly add legislative agenda items, staff reports, and create policy polls. For larger cities, we also provide the ability to bulk upload agenda items from their legislative management system. Citizens can engage on actual agenda items and on multiple choice and budgeting polls to help help city officials throughout the legislative process (discovery, formulation, adoption, implementation).

## Setup

To setup an account, simply fill out our contact form at <http://polco.us/info/contact>. We will give you an administrator account and provide you with a platform walkthrough and demo to help you get started!

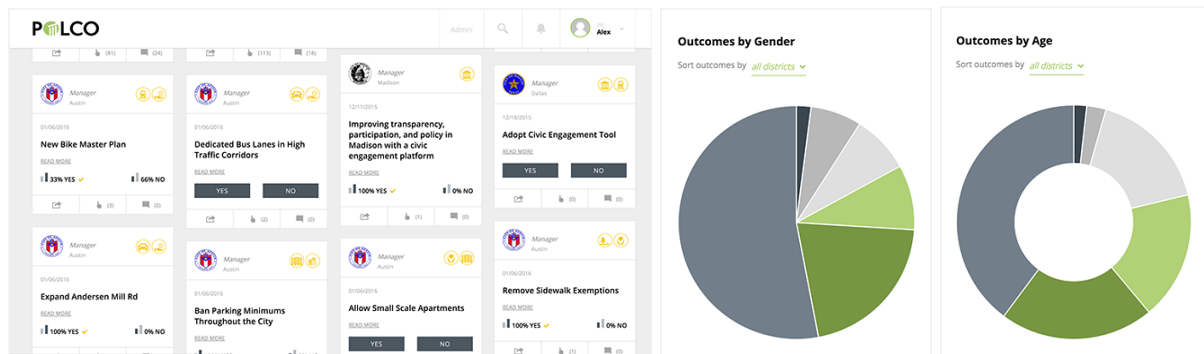


# Pricing

Choose among the following options.

## Basic - Free

Start using POLCO for free. Post polls and agenda items for citizens and view simple results: *for* and *against* tallies, by city, age and gender. Create unlimited questions, embed unlimited e-ballot widgets on external sites and platforms, and collect an unlimited number of votes.



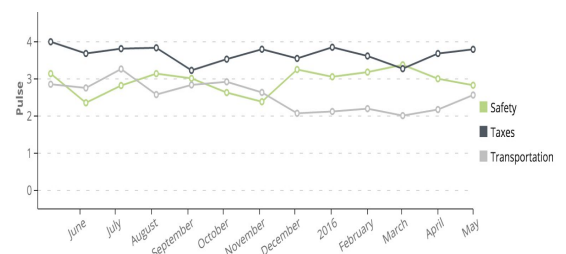
## Validation - \$250 per month

Basic plus helps you authenticate users with voter registration data and filter validated results.

1. Unlimited policy polls, unlimited embeddable e-ballots, unlimited citizen participation
2. Authentication of user input against the voter file
3. Validated results analyzed by district, demographic, and by time.

## POLCO Pulse - \$500 per month

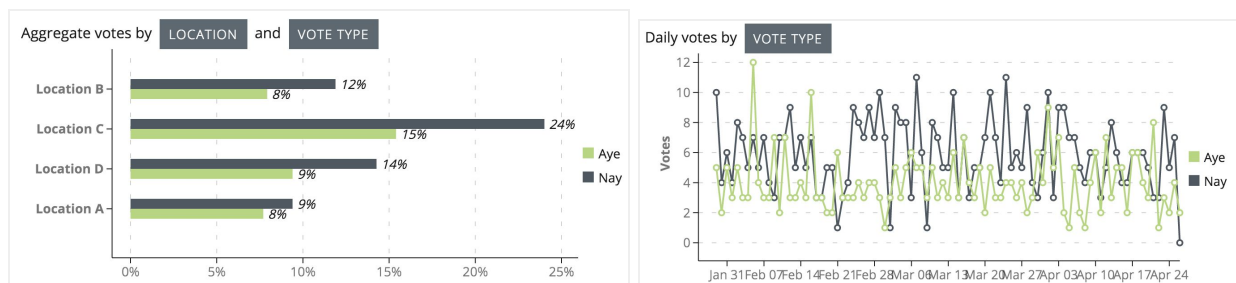
Watch live trends of your citizens' satisfaction on key metrics - like safety, transportation, and taxes. See



how city actions affect these metrics. Learn from and compare with other cities. *Includes Validation.*

## Advanced Polls & Validated Analytics - \$1000 per month

Post multiple types of polling questions such as multiple choice, budgeting polls, and discussion topics. Access advanced real-time dashboards with detailed breakdowns, analyses, and visualizations by district, age, gender, time trends, media re-shares, commentary, and combinations of these factors. Find pockets of influence, see influencer metrics, and identify leading indicators of participation rates and polling outcomes. *Includes POLCO Pulse.*



Features, Package, Prices/Month	Basic Free	Validation \$250	Pulse \$500	Advanced \$1000
Unlimited Polls, E-ballots, Basic Analytics	✓	✓	✓	✓
Authentication		✓	✓	✓
Authentication Analytics Package		✓	✓	✓
Live Trends for your City			✓	✓
Learn from Compare with Other Cities			✓	✓
Advanced Polling Questions				✓
Causal Impact Analyses and Leading Indicators				✓

Advanced Analytics Package and Dashboards				✓
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A la Carte Add Ons.

## Engagement Services - \$100+ per poll campaign

Let us help you achieve greater engagement with underrepresented districts and demographics. We have insight on what media channels and messaging approaches work best for different ages and are adept at running targeted efficient outreach campaigns.

*Requires Validation*

## Custom Civic Analyses - \$1500+ set-up & \$250+ per month

We employ best practices for objectively analyzing civic participation data. Whether it be

- Statistical significance tests of representation along custom district and citizenry characteristic dimensions and combinations
- Well trained multivariate regression analysis disentangling the impacts of media shares and other polling events on time trends of for-and-against participation rates
- And much more, all presented in beautiful dashboards with real-time dials

Improper analyses can easily yield wrong answers. Chat with our data science experts!

## Public Finance Policy Analyses - \$2500+ per project

We bring professional policy analyses and techniques to local governance. Is your city considering increasing the local minimum wage? We can look at local labor supply and demand curves and help you assess how many workers this will help earn more and how much, and how many current workers this will cause to be left out of the labor market. We can also use historical polling data to help you infer the likelihood of different levels of support. Maybe your city is considering changing its hotel tax rate, or a new parking fee structure. Let us know.

## Polling & Survey Design - Available per month or \$100+ per poll

Are your city surveys and policy polls suffering framing or anchoring biases? The POLCO team includes Dr. Jamie Griffin, a PhD in Survey Research and Methodology from the University of Nebraska-Lincoln, who has helped several cities design, administer, and review professional policy polling.

## POLCO Team

The POLCO team brings experience from top data science, technology and policy institutions in academia, private, and public sectors. When appropriate we also work with academic communities and top tier graduate student policy analysis researchers to deliver detailed insights of the overall budgetary impacts, as well as the incidence on different districts and demographics. All analyses are subject to shared peer review and critique. Our core team is comprised of hard working community servants whose mission is to make combining technology and public policy a great experience for you. Meet our leadership!



Nick Mastronardi. Founder and CEO

Ph.D. in Economics from U.T. Austin

Bachelors in Honors Math and Physics from the University of Notre Dame

[nick@polco.us](mailto:nick@polco.us)

Nick is a former Senior Economist for both the President's Council of Economic Advisers and for Amazon where he designed and developed several big data analytics architectures. Nick brings policy experience, tech expertise, and leadership from over a decade as an Air Force Officer.

Our tremendous POLCO team includes software developers, technical leadership (hosting - security - site operations - customer service), & business leadership (relationships - media - PR).

Reach out, we would love to discuss bringing POLCO to your city.

