POLCO SURVEY RESULTS

ARPA FUNDING
OUTLINE

1. Responses
2. Resident Key Takeaways
3. Business Key Takeaways
4. Communication Efforts
RESPONSES

RESIDENT
A total of 891 completed surveys.
537 residents completed the open participation survey.

BUSINESS
A total of 204 completed surveys.
125 business owners/managers completed the open participation survey.

1,095 COMPLETED SURVEYS
RESIDENT RESULTS
RESIDENT RESULTS

Highest-quality topics
Respondents rated these topics as highest in quality

- Natural Environment
  79% positive

- Parks and Recreation
  63% positive

- Safety
  52% positive

Lowest-quality topics
Respondents rated these topics as lowest in quality

- Economy
  23% positive

- Utilities
  29% positive

- Mobility
  31% positive
Critical focus topics are topics that are considered more important and of lower quality relative to other topics. Lewis County, Washington's critical focus topics are:

- **Economy**: 23% positive, 80% important
- **Utilities**: 29% positive, 84% important
**Most important funding categories**

The percentages displayed are the proportion of respondents that rated the funding category as **essential** or **very important**.

- **69%** rated investments in broadband infrastructure (e.g., high speed internet) as important.

- **61%** rated services or programs to promote healthy childhood environments (e.g., expanded childcare, enhanced services for child welfare-involved families and foster youth) as important.

- **61%** rated economic aid and assistance to small businesses and non-profits experiencing financial hardships due to the pandemic as important.

**Biggest challenges**

The percentages displayed are the proportion of respondents that rated the challenge as **major problem** or **moderate problem**.

- **49%** rated having access to good internet/broadband service as problematic.

- **47%** rated affording good internet/broadband service as problematic.

- **41%** rated lack of affordable quality child care as problematic.
BUSINESS RESULTS
BUSINESS RESULTS

Highest-quality topics
Respondents rated these topics as highest in quality

- Natural Environment: 89% positive
- Parks and Recreation: 64% positive
- Safety: 56% positive

Lowest-quality topics
Respondents rated these topics as lowest in quality

- Economy: 32% positive
- Utilities: 34% positive
- Mobility: 38% positive
**Critical focus topics** are topics that are considered more important and of lower quality relative to other topics. Lewis County, Washington’s critical focus topics are

- **Economy**: 32% positive, 92% important
- **Utilities**: 34% positive, 86% important
Most important funding categories

The percentages displayed are the proportion of respondents that rated the funding category as essential or very important.

- 81% rated investments in broadband infrastructure (e.g., high speed internet) as important.
- 67% rated services to address behavioral healthcare needs increased by the pandemic (e.g., mental health treatment, substance abuse services, hotlines, etc.) as important.
- 64% rated financial aid to high poverty school districts to help reduce gaps in educational achievement as important.

Biggest challenges

The percentages displayed are the proportion of respondents that rated the challenge as major problem or moderate problem.

- 66% rated a shortage of skilled employees as problematic.
- 55% rated having access to good internet/broadband service as problematic.
- 45% rated affording good internet/broadband service as problematic.
COMMUNICATION EFFORTS

Direct Mail – by far the most effective effort in getting survey responses

Social Media (BOCC Facebook) – Reach of 9,790
  • Engagement rates, timing of spikes in survey submissions, and other key communications data points are being included in the development of future communication plans.

Email List - larger effectiveness than pre-survey anticipation

Stakeholder Efforts - groundwork for communications channels
  - good insight for project/survey “branding”
More details

The PDF Report contains all information available on the POLCO platform.

The POLCO Platform does allow you to filter the data easily.

Let us know if there are specific areas of analysis that you would like presented in further detail.