



CARES Surveys for COVID-19 Recovery

Community recovery from COVID-19 is no small task. So [Polco](#), a proud partner with the **Virginia Municipal League**, is providing essential public engagement services and surveys that are eligible for CARES Act funding. These CARES surveys can provide reliable insights with no new strain on your budget.

As part of your COVID-19 recovery planning efforts, it is important to understand and track local impacts to inform decisions. A major component of guiding your community forward is understanding and considering the needs and preferences of residents, businesses, and other stakeholders. So Polco's survey science team, [National Research Center \(NRC\)](#), created a suite of CARES Community and Business surveys to assist local governments in this endeavor.

Because these services will help create an effective, evidence-based recovery plan, they are eligible for CARES funding. According to Section 601(d) of the Coronavirus Aid, Relief, and Economic Security Act, (the CARES Act) expenses associated with conducting a recovery planning project / operating a recovery coordination office are eligible for CARES funding.

Our surveys have helped local governments get a representative picture of constituents' needs and perspectives for nearly two decades. We developed the CARES suite of surveys by tailoring our gold standard benchmark surveys to include specific reporting and questions that will inform COVID-19 recovery. (These include The National Community Survey™, The National Business Survey™, The National Employee Survey™, The National Police Services Survey™, and the Community Assessment Survey of Older Adults™.)

You can use Polco CARES surveys to:

- **Gather input from residents and businesses now to inform tough decisions in the upcoming months.** Our benchmark CARES surveys ensure you are asking the right questions to guide recovery efforts, performance measurement tracking, and budgeting.
- **Reach residents and businesses that are actively seeking ways to engage.** Your constituents are not only searching for information right now, they are also looking to give feedback to their community leaders. The survey is for them to share their thoughts and concerns.
- **Assess and understand local impacts of COVID-19.** You'll get new, vetted questions and updated language for invitations and cover letters that will help explain why it is important for the local government to survey constituents to address the health of COVID-19 recovery.
- **Leverage CARES Act funds** as these CARES surveys are an eligible expense when used to measure and respond to COVID-19 recovery needs. You should include the costs of COVID-19 impact assessments (such as The National Community Survey CARES) in your request/justification for CARES Act assistance.

Why Polco?

Polco helps local governments navigate COVID-19 recovery with reliable survey research, outreach, and administration services. Subscribing to Polco now enables you to assess resident concerns, business needs, and various program efforts through 2020 and into 2021.

Through our National Research Center team, we offer industry-leading resident, business, public health surveys and more. We have worked with over 500 communities for over 25 years. We've also partnered with National League of Cities (NLC) to conduct a national study on COVID-19 impacts on local governments and have since worked with nearly 50 communities on local COVID-19 related research.

The NRC team is powered by Polco. Our online survey and resident panel management platform makes timely surveys on key topics available when you need them. When you subscribe to Polco, you get access to national benchmark surveys, sound results with real-time reporting, and the ability to track trends over time. Our extensive experience, along with our user-friendly platform, ensures you have the resident input you need to craft your crisis management and recovery strategies and get the best return on those efforts.

Because of CARES Act timelines, you must take immediate action to unlock funding.

Polco is here to help. To request further information, please contact Lisa Dowling at lisa@polco.us or give her a call at 858-295-3872.

