

Polco and Balancing Act Merge to Empower Communities With Data-Driven Engagement Tools

The companies' combined capabilities provide governments with next-generation solutions to increase trust, empathy, and confidence in decision making.

MADISON, WI and DENVER, CO, Feb. 15, 2023 – Digital engagement platform [Polco](#) and online simulation provider [Balancing Act](#) announced today they have merged to provide data-driven tools to empower government-citizen collaboration. One of the most complementary unions in govtech industry history, the combined companies will shape a new era of community problem-solving.

The merger joins two philosophically aligned government technology organizations to address the challenges local governments face today. Together, they provide the next generation of solutions to address polarization, declining trust, staffing issues, housing shortages, and other concerns.

Polco brings the voice of everyday residents to government leaders with award-winning community engagement services, online polls, and survey research. Balancing Act offers award-winning simulation-based public engagement tools such as Budget Simulation and Housing Simulation.

The union enhances Polco's offerings with educational simulations that create two-way communication between communities and governments. The simulations build empathy for the tough trade-offs involved in budgeting for local governments, schools, transit systems, and parks, as well as community planning for housing and sustainability. In turn, Polco broadens Balancing Act's capabilities through social science rigor, data verification and validation, and an understanding of public sentiment.

"This merger furthers Polco's mission to bring communities together around their most important topics in a civil and constructive way," said Polco CEO Nick Mastronardi. "The budgeting process is one of most important parts of the fiscal operational year, and Balancing Act excels at getting input on that process."

Balancing Act's brand, service, and staff, including President Chris Adams, will continue under the same name, while operating under the Polco umbrella, for growth and impact.

"Our team is thrilled to join with Polco's in this mission to provide governments with multiple methods of community involvement for increased transparency and trust," Adams said. "Our public engagement tools help local governments establish effective communication with their constituents, no matter the conditions."

The combined companies support the government decision-making process in multiple ways, including:

- user-based platforms;
- gold-standard survey research;
- verified public input;
- expert consulting;
- benchmark comparisons to other communities; and,
- simulation-based public engagement tools.

About Polco

Polco is a community engagement company driven by its mission to bring residents and government leaders together to inform decision-making and create better outcomes. Polco makes it easy to capture and understand resident sentiment with award-winning community engagement services, online polls, survey research, and local performance data. More than 500 local governments trust Polco to empower their organization to build trust, maximize the impact of public resources, and drive resident satisfaction. Polco is a GovTech100 Company of 2023, multi-winner of ELGL's Government Choice Awards, and exclusive ICMA and NLC partner. To learn more, visit <https://info.polco.us/>.

About Balancing Act

Balancing Act is a maker of award-winning public engagement software enabling government leaders, and public and private stakeholders to tackle complex challenges through productive public input. Started in 2015, Balancing Act provides online simulation tools for budgeting and housing that bridge the gap between people and the policies that impact their lives. Balancing Act is used by more than 150 public and private entities worldwide and is a seven-time GovTech 100 Company, a 2022 *Fast Company* World Changing Ideas Award winner for its Housing simulation, and a 2019 and 2020 ELGL Haverford Award Winner. To learn more, visit abalancingact.com.

Contacts:

Stacey Hartmann, Keeton Public Relations, stacey@keetonpr.com