c zencity

Community insights and Analytics for local government



Jean Chavannes

Government Solutions Manager

The Zencity Network













City of Phoenix





















State & Local Governments are Hard to Manage

How do we measure impact?







Measurement Tools are often limited to "STP"s

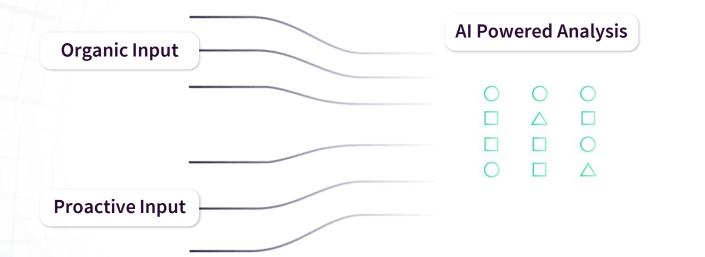


HOW CAN WE REACH OUR "WIDER COMMUNITY"?

The feedback is already out there

Zencity makes sense of millions of data points





Actionable Insights

"I've been studying this area for years, and Zencity is the

most robust and innovative solution I've seen".

Prof. Stephen Goldsmith, Harvard

Former Deputy Mayor of NYC

AI Capabilities

Award-winning Al technology for cities.





Sentiment



Anomaly Detection



Geolocation

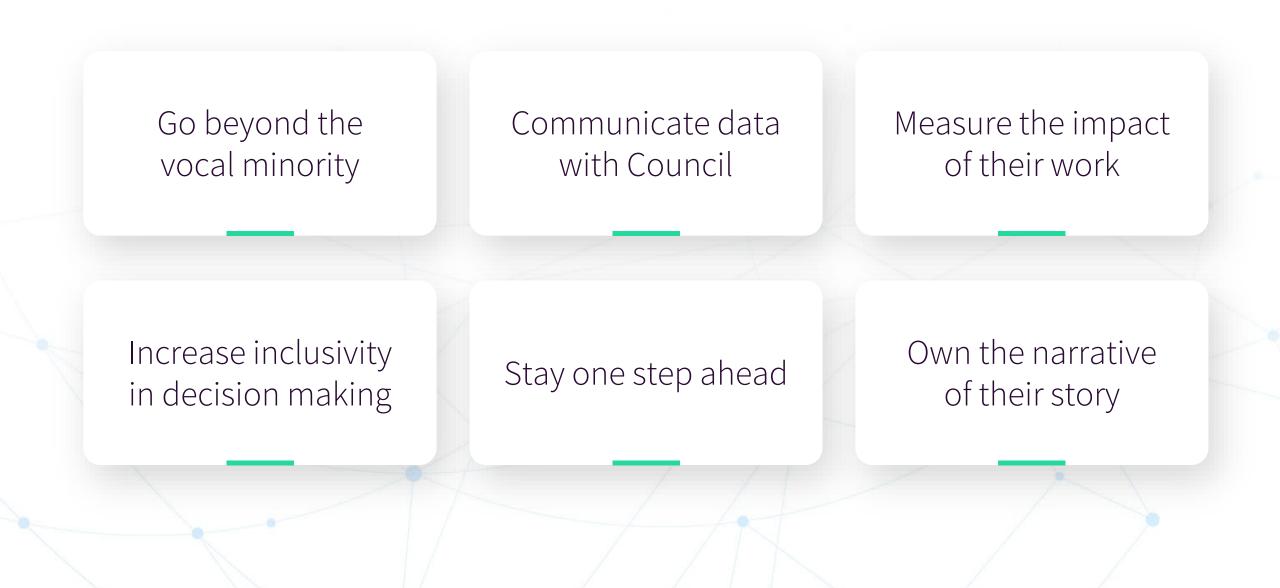
From Data to Dashboard to Insights



| May 2021 V Any All Show More + | | | | ① Export + Take an Acti | |
|--------------------------------|-------------------------|------------|--|-------------------------------|------------|
| | | | | | |
| Analysis Convers | ation Map | | | Q Sear | ch keyword |
| City Snapshot | | | | On My Desk | |
| Volume of intera | ctions ① | Day : | Sentiment analysis ① : | My projects 🛈 | View al |
| Total | Positive | Negative | Selected Period | Pilot Food Waste Drop-Off | Project |
| 472K | 148K | 28.7K | 31% 6% | Interactions: 1,096 · ↓ 21.5% | |
| ↑ 423% 📀 | † 426% 🥑 | ↑ 1,978% 🔗 | Previous Period | | 11% 10% |
| 160K | | | 31% 2% | Citizen's Convenience Cen | tor |
| 140K | ٨ | | | Interactions: 243 · | iter |
| 120K | 1 | | | | 1% 4% |
| 100K | | | Popular words ① | | |
| 60K | | A | american company patients data quit | Toxic algae in Bond Lake | |
| 40K | | | thank park payment | | 40% 0% |
| 20К | Al | 1 | water apple epic | | |
| 5 5 5 5 | 6° 5° 5° 5° 5° 5° 5° 5° | `& & & & & | study permit notice | Create a Project | |

Municipalities and Counties use Zencity to







City of Long Beach, CA

A Data Informed Approach to COVID Response and Recovery

City of Long Beach, California

- 467,000 residents, very diverse
 - Largest Cambodian Community in US
 - Perfect score in Human Rights Municipal Equality Index
- Manager-Council City
- Best known for 2nd busiest US Port, award winning LGB airport, tourism, "LBC"
- Top 10 Digital City
- Municipal Health Department



Covid-19 Management in Long Beach

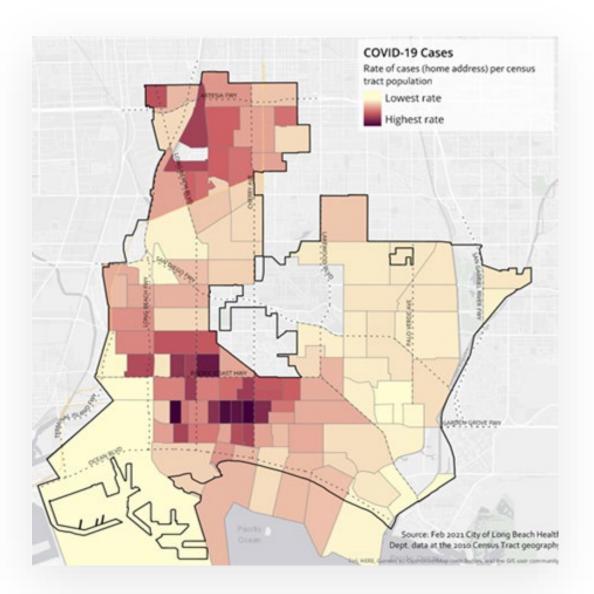


"As I've said from day one, our reopening will be guided by the data"

Long Beach Mayor Robert Garcia

Activated:

- Emergency Operations Center
- Testing/vaccination sites
- Homeless services, shelters & housing
- Data team
- Equity focus
- Resilience and Recovery Planning



Data Informed Decision Making

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e police

8528

3015

2478

1449

550

521

500

460

439

316

192

Social Media: Zencity **Total Interaction Count** Sentiment Overview **Popular Words** Positive Negative Neutral tribgroce residents 23,169 hazan coronavirus renaming daily ear 5049 (22%) pandemic cloud petition^{free}mf part million KMO ching doom support W abalone Score Over Time store employees students • southern health_{data}council Positive Neutral Negative 3052 (13%) 15068 (65%) plan 10K **Related Projects by Discourse Volume** 8K Projects Positive Neutral Negative Interactions **Coronavirus: Local Economy** 5288 725 2515 Score 6K **Coronavirus: At-Risk Communities** 317 2362 336 **Coronavirus: Reopening Businesses** 411 1799 268 **Coronavirus: Reopening** 431 925 93 **Coronavirus: Testing** 22 490 38 4K **Coronavirus: Schools** 95 399 27 60 **Coronavirus: Hospitals** 108 332 **Enforcement of Health Regulations** 267 148 45 2K **Coronavirus: Confirmed Cases** 16 308 115 174 90 52 **Coronavirus: Social Distancing** 2/24 2/25 2/26

Coronavirus: Face masks and covers

17

159

16



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Want to learn more? Visit <u>zencity.io</u>

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