



*Community insights and Analytics
for local government*



Jean Chavannes
Government Solutions
Manager

The Zencity Network



+230

Cities and Counties

7

Countries

+40,000,000

People Impacted





**State & Local
Governments are
Hard to Manage**



State & Local Governments are Hard to Manage

How do we measure impact?

**Measurement
Tools are often
limited to “STP”s**

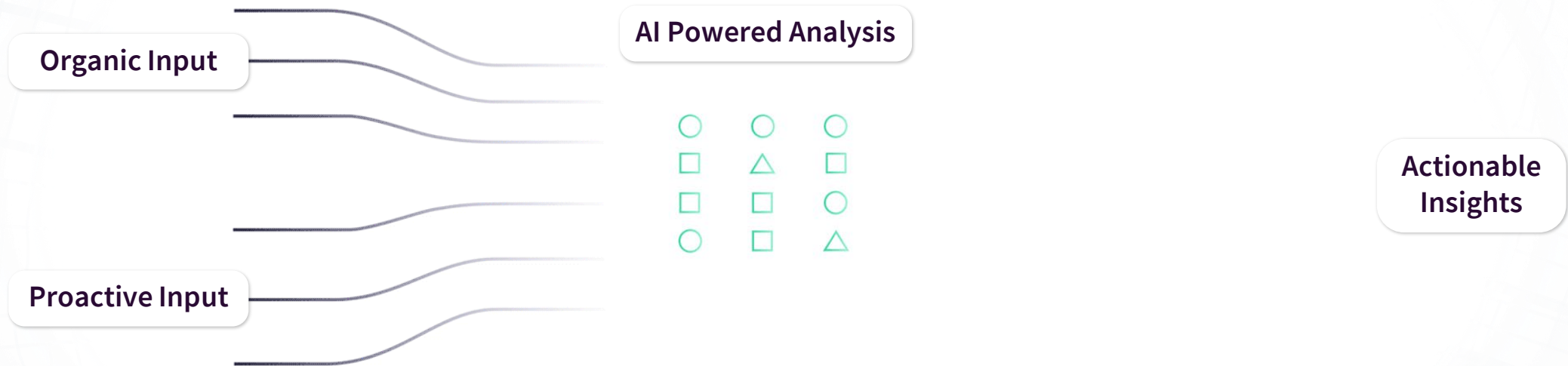




HOW CAN WE REACH OUR “WIDER COMMUNITY”?

The feedback is
already out there

Zencity makes sense of millions of data points



“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 AI technology for cities.



Classification



Sentiment

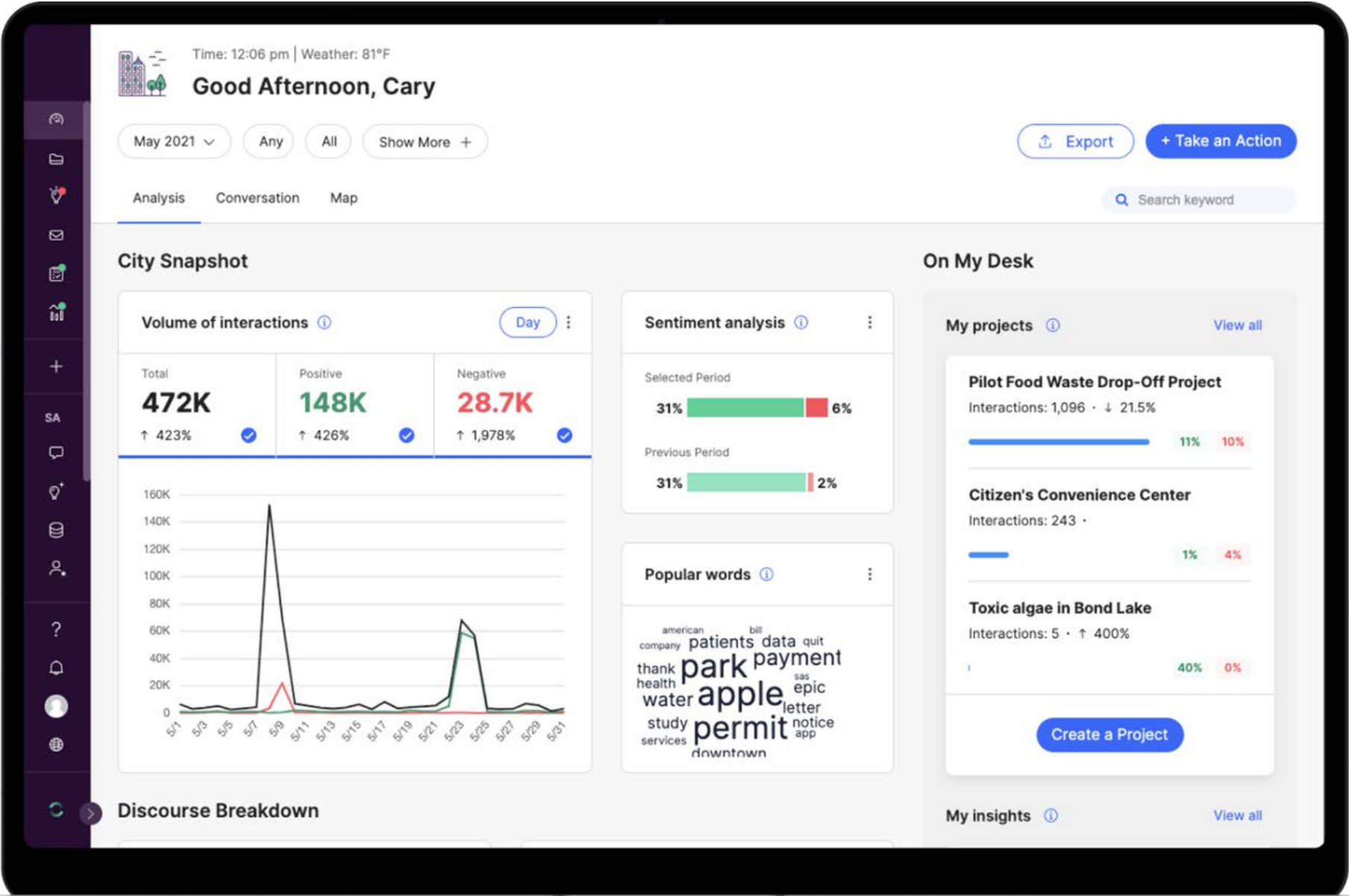


Anomaly Detection



Geolocation

From Data to Dashboard to Insights



Municipalities and Counties use Zencity to



Go beyond the
vocal minority

Communicate data
with Council

Measure the impact
of their work

Increase inclusivity
in decision making

Stay one step ahead

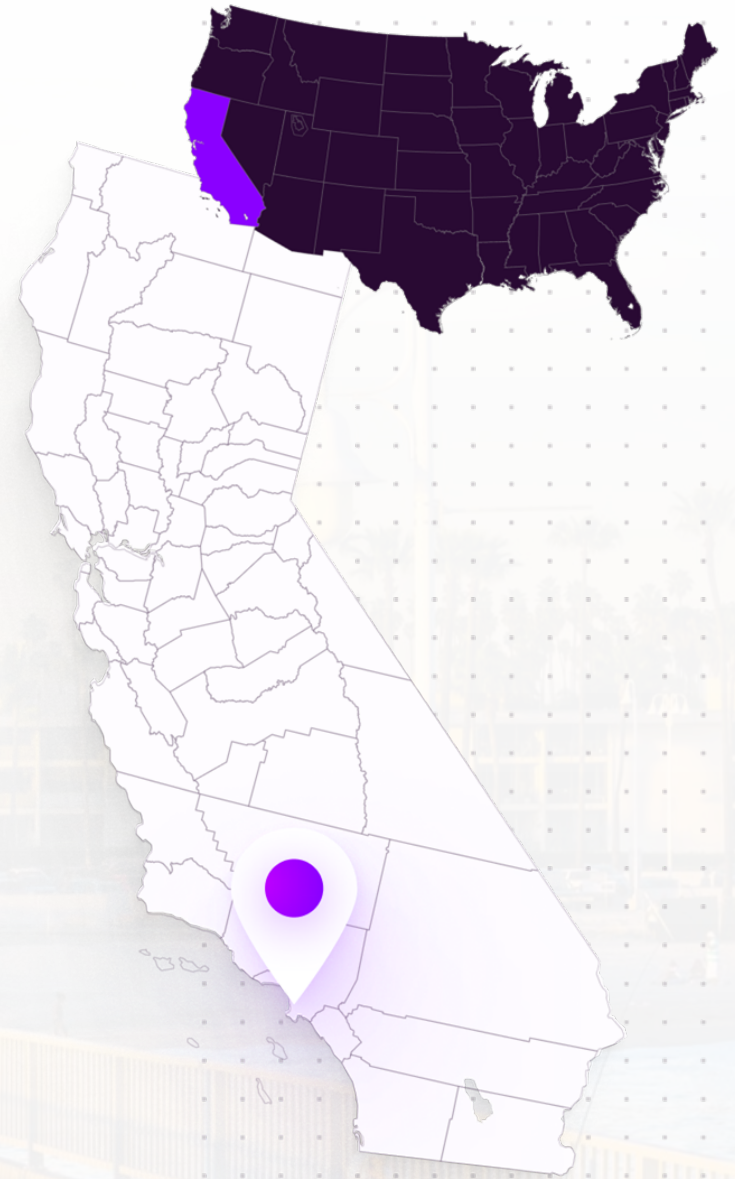
Own the narrative
of their story

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



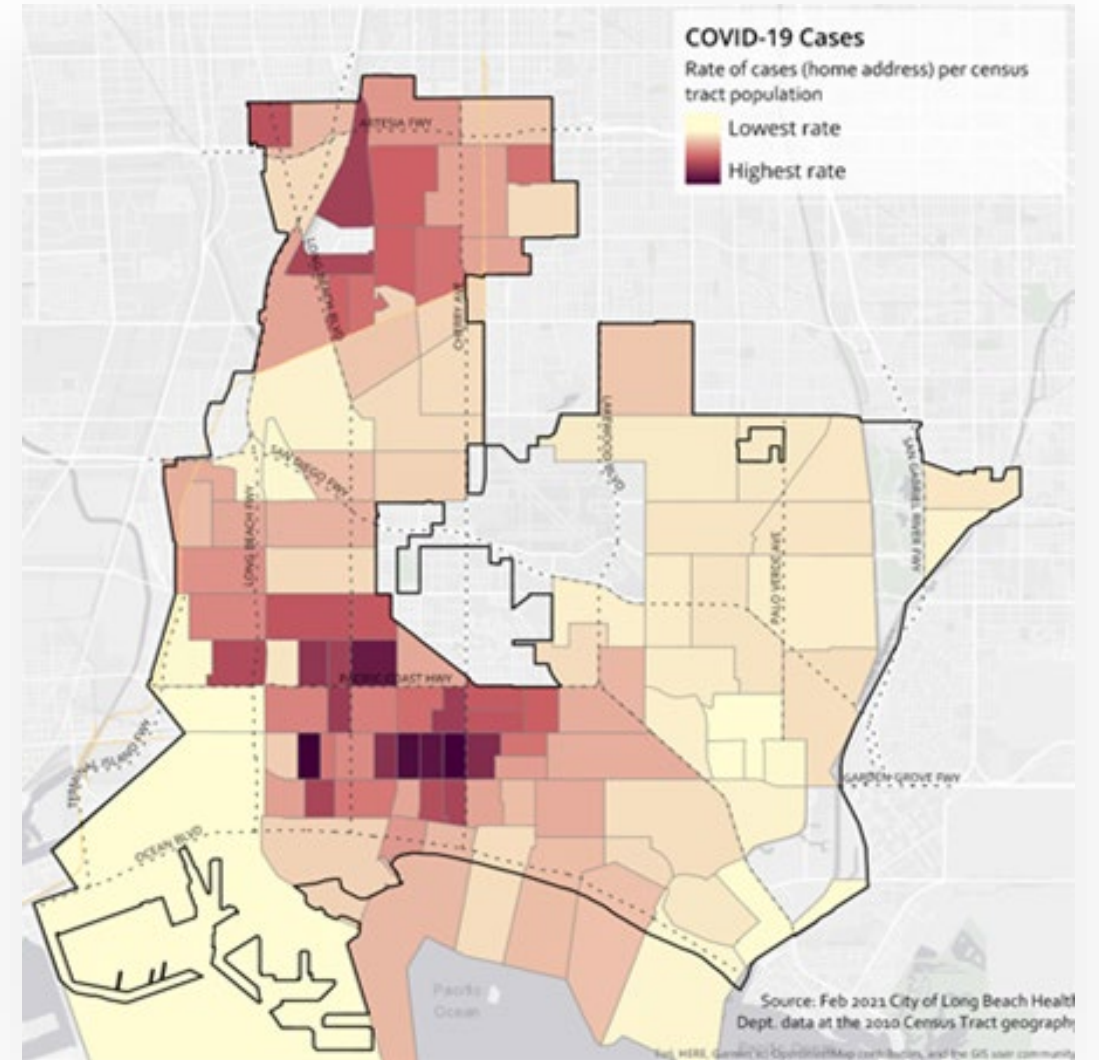
Covid-19 Management in Long Beach

“As I’ve said from day one, our re-opening 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

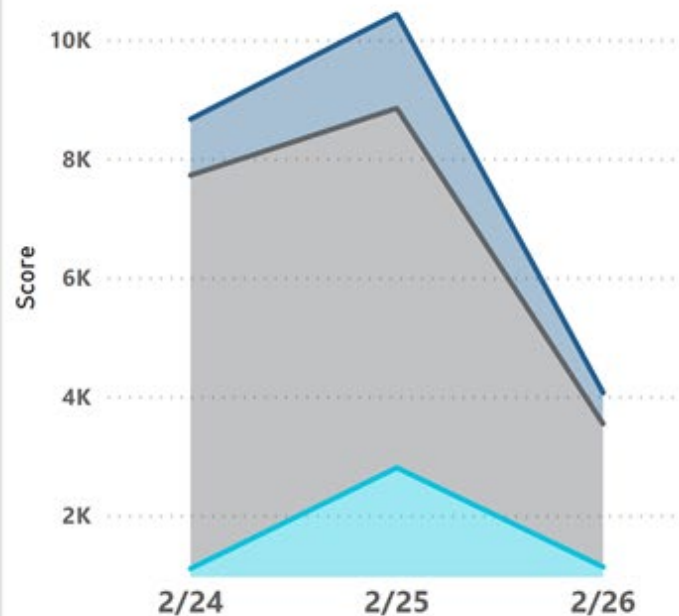
Social Media: Zencity

Total Interaction Count

23,169

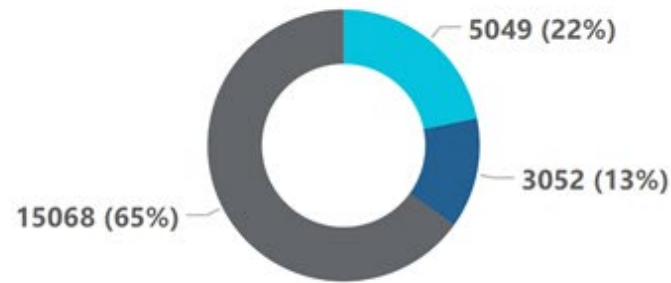
Score Over Time

Positive Neutral Negative



Sentiment Overview

Positive Negative Neutral



Popular Words



Related Projects by Discourse Volume

Projects	Positive	Neutral	Negative	Interactions
Coronavirus: Local Economy	2515	5288	725	8528
Coronavirus: At-Risk Communities	317	2362	336	3015
Coronavirus: Reopening Businesses	411	1799	268	2478
Coronavirus: Reopening	431	925	93	1449
Coronavirus: Testing	22	490	38	550
Coronavirus: Schools	95	399	27	521
Coronavirus: Hospitals	108	332	60	500
Enforcement of Health Regulations	267	148	45	460
Coronavirus: Confirmed Cases	16	308	115	439
Coronavirus: Social Distancing	90	174	52	316
Coronavirus: Face masks and covers	17	159	16	192



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Want to learn more?

Visit zencity.io

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