



Street Level Feedback:

How do we measure and
benchmark neighborhood
quality?

April 6th, 2022
GeoMob meetup

**300+ local governments
use Zencity every day to build
trust, improve services &
increase satisfaction**



“

The platform allows us to understand the needs and concerns of our residents to make the best decisions.

- Todd Gloria, San Diego Mayor

Hearing from the entire community is challenging

It's hard to reach beyond the STPs
for community input and participation

It requires significant effort & resources
to continually collect and analyze community input



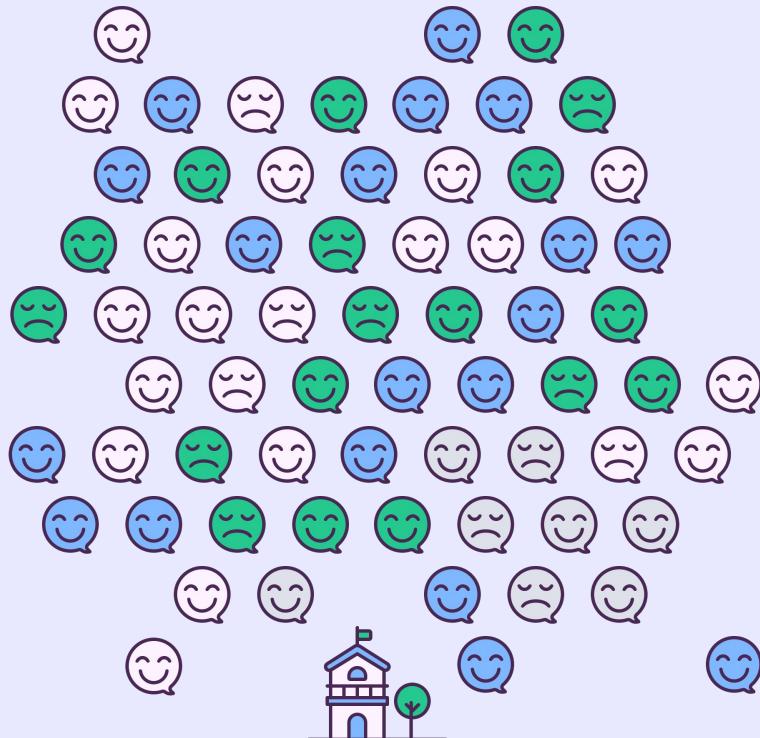
Zencity makes it easier to gather meaningful input

Hear from many more voices

by lowering the barriers to participation

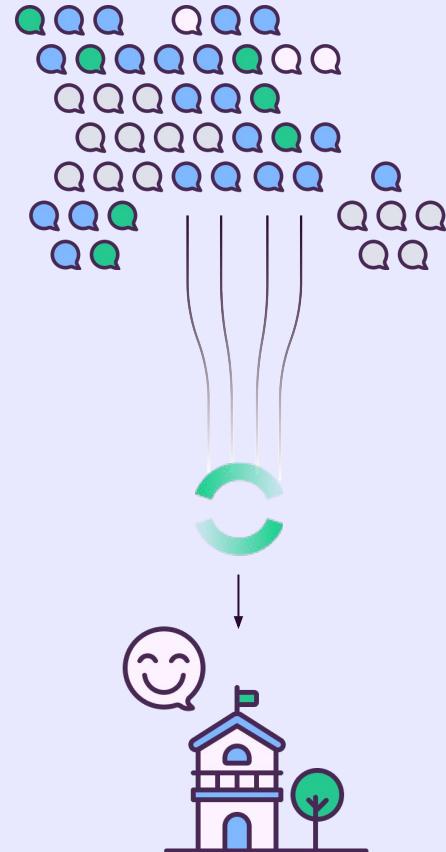
Easily get meaningful takeaways

extracted for you from the community's input



**One platform that
reaches more voices
in the community &
turns that inputs into
actionable takeaways**

Here's how it works →



More ways to be heard



Organic input

Understand the conversation
across publicly available
sources, like social & local
media and 311/211 tickets



Proactive input

Gather feedback
on any issue using
recurring & one-time
scientific surveys



Collaborative input

Shape & discuss ideas
over interactive digital
forums, together with
your community

More resident voices

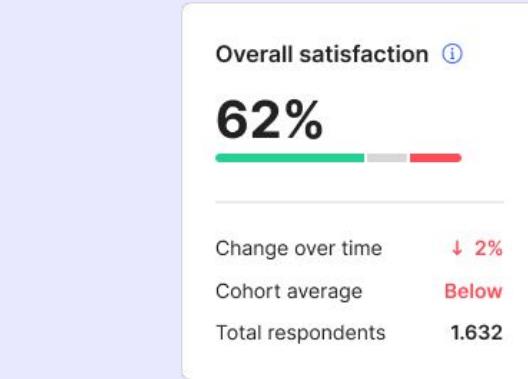
3 ways we compare neighborhoods / districts





The Zencity Community Survey:

“KPIs for running a city”



Instagram

Zencity
Sponsore

What do you think about your city?

Take this short survey to share your thoughts on the quality of life and services here.

Learn More >

08:34

2+ Let's start with some questions about the quality of life in Grand Rapids.
For each question, please choose the rating that best matches your answer.

Next

Powered by Typeform

Bettendorf

Dashboard

Projects New

Insights Feed

Subscriptions

Surveys New

Benchmarking Beta

+ More



Community Survey

Cycle: Q3 2021

Geographic area

Demographic

Summary

Feed

Map

Questions



Quality of life

5 questions

How is the overall quality of life in Bettendorf?



How likely are you to recommend Bettendorf as a place to live?



How likely are you to be living in Bettendorf in 5 years from now?



What is your favorite thing about living in Bettendorf?

See 302 answers on Feed →



Community Survey

Cycle: Q3 2021

Geographic area

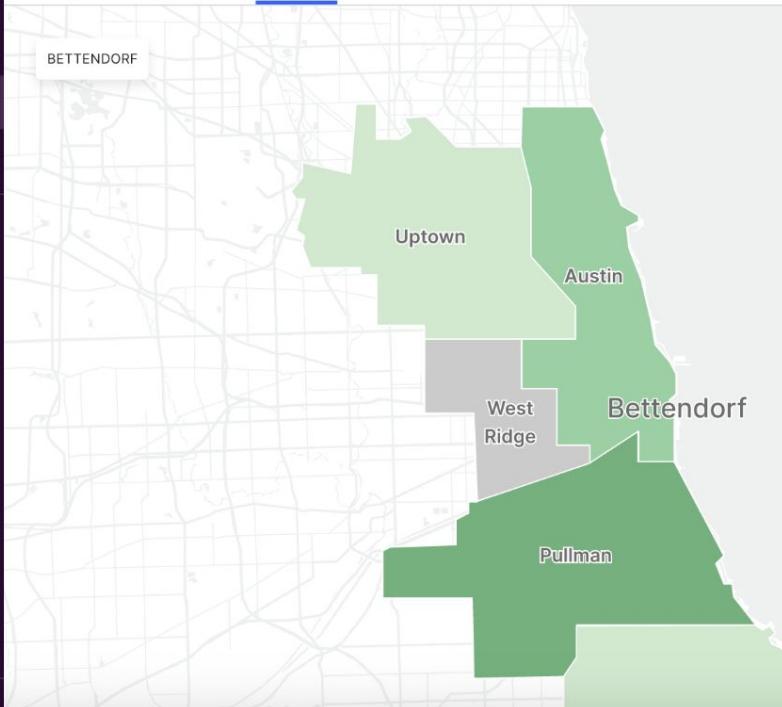
Demographic

Summary

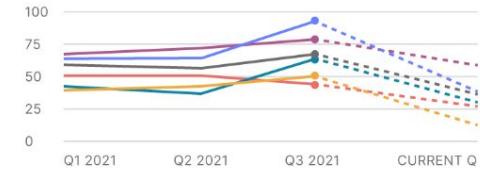
Feed

Map

Questions



Satisfaction by geographic area

 AREA

SATISFACTION

— Bettendorf overall 72% ↑ 2%

— Austin 76% ↑ 2%

— Pullman 92% ↑ 3%

— Roseland 65% ↑ 2%

— Uptown 45% ↓ 1%

Dashboard & Live Feed

Good morning springfield

Summary Feed

Springfield Scorecard Aug 1 – Today

Overall satisfaction
82%

Percentage of residents who positively rated quality of life and community characteristics.

Total respondents 1,632

SEP OCT NOV NOV

Springfield

Add-On Topic ⓘ

Transportation

Satisfaction Breakdown

Most satisfied demographics

Race: White

Age: 24-35

Area 1 84%

Area 2 65%

Across the city

Aug 26, 2020
Female, 30-45, White, Hispanic/Latinx
I love that there are dog parks everywhere
Public Health

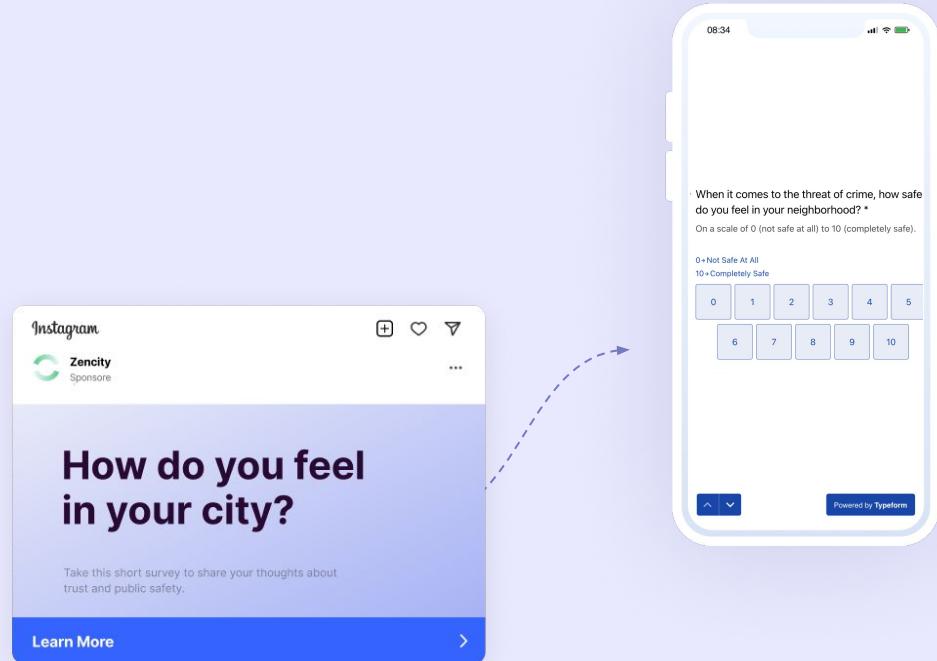
Aug 26, 2020
Female, 30-45, White, Hispanic/Latinx
The best thing to me is that I can be in one of the world's largest, densest and most diverse cities and at the same time be surrounded by nature.
Public Health

Aug 26, 2020
Female, 30-45, White, Hispanic/Latinx
It's beautiful, peaceful, and safe.
Public Health

Aug 26, 2020
Female, 30-45, Native American or Alaskan Native
I love the people, the diversity, their inv and

Zencity Blockwise Survey

“Measuring outcomes and not outputs for good policing”



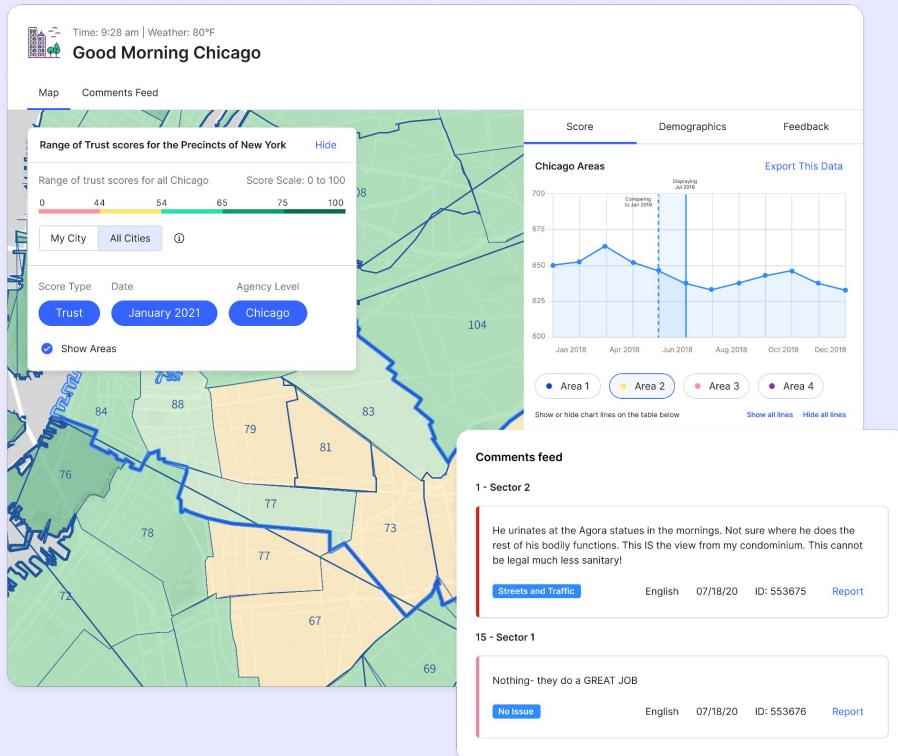


Scores breakdown by district & demographic

Live feed of responses to open-ended questions

Zencity Blockwise Dashboard

Keep a finger on public safety perception & trust levels among your community.



Chicago

Dashboard

Blockwise

Users

? Help Center

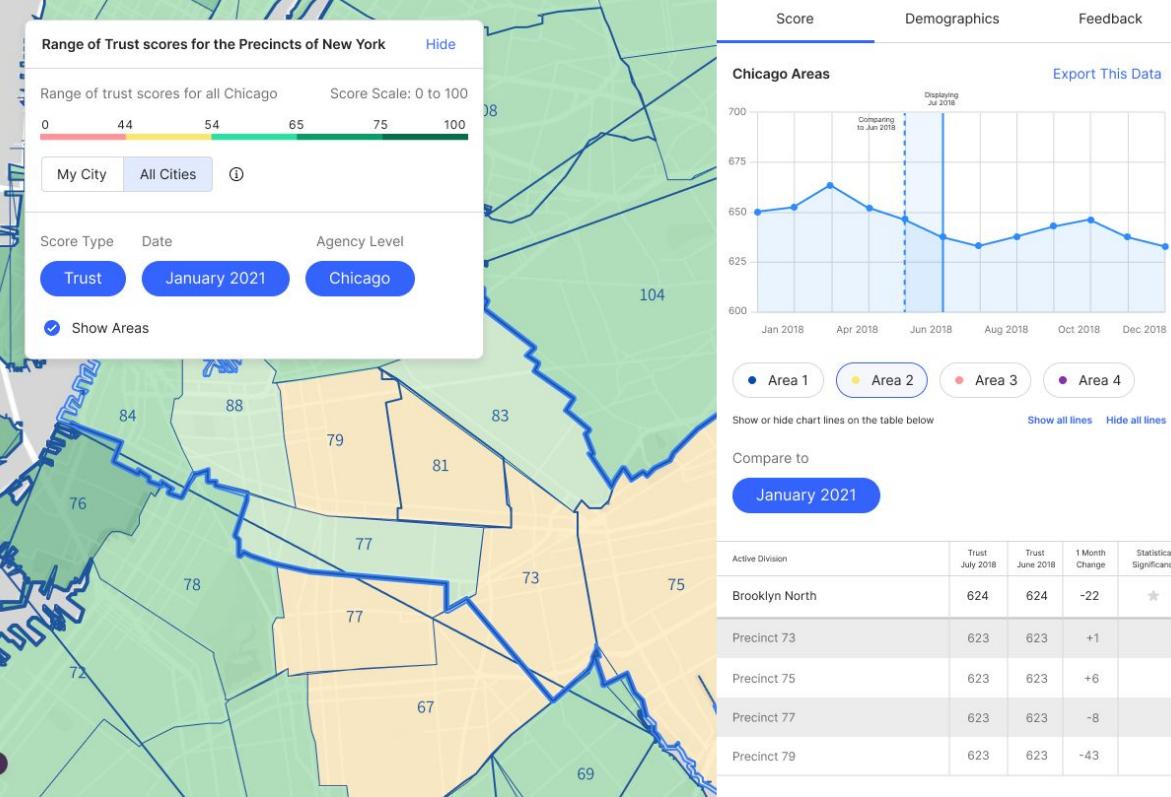
🔔 Notifications

Rick Panditwitz >



Time: 9:28 am | Weather: 80°F
Good Morning Chicago

Map Comments Feed



<https://home.chicagopolice.org/statistics-data/data-dashboards/sentiment-dashboard/>

Chicago Police Sentiment Dashboard

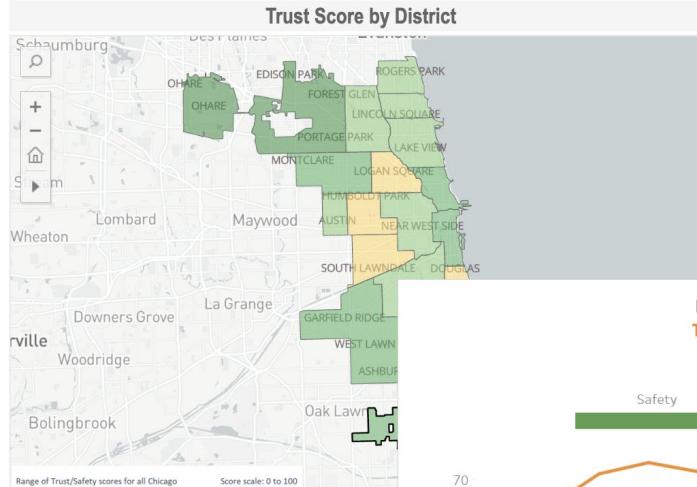
This dashboard shows data about community sentiment based on surveys from our partner, Elucd. The surveys, delivered through local digital ads, reach a balanced sample of Chicago residents each month. These confidential surveys measure how safe Chicago residents feel and how much they trust police. This tool provides city leaders with an inclusive and accurate understanding of Chicagoans' views on important public safety issues. Data is updated on the first Monday of each month.

To have your voice heard, complete the survey here:

[Elucd Survey](#)



Year	Month	Safety/Trust	Area/District
2021	July	Trust	District



Click on the map or the legend below to filter by specific area.



Safety Score in Selected Period Trust Score in Selected Period

55

59

What do these scores mean?

The following survey questions feed into each Sentiment Score (Trust and Safety):

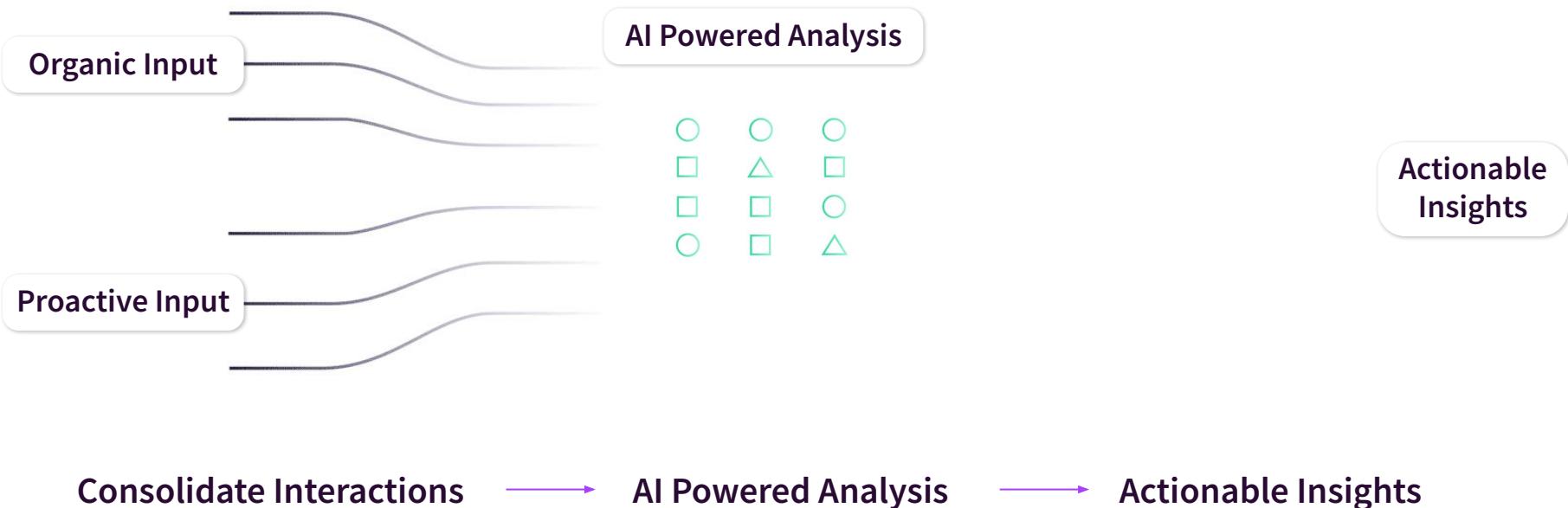
Trust Score:

District 22
Trust Score
65

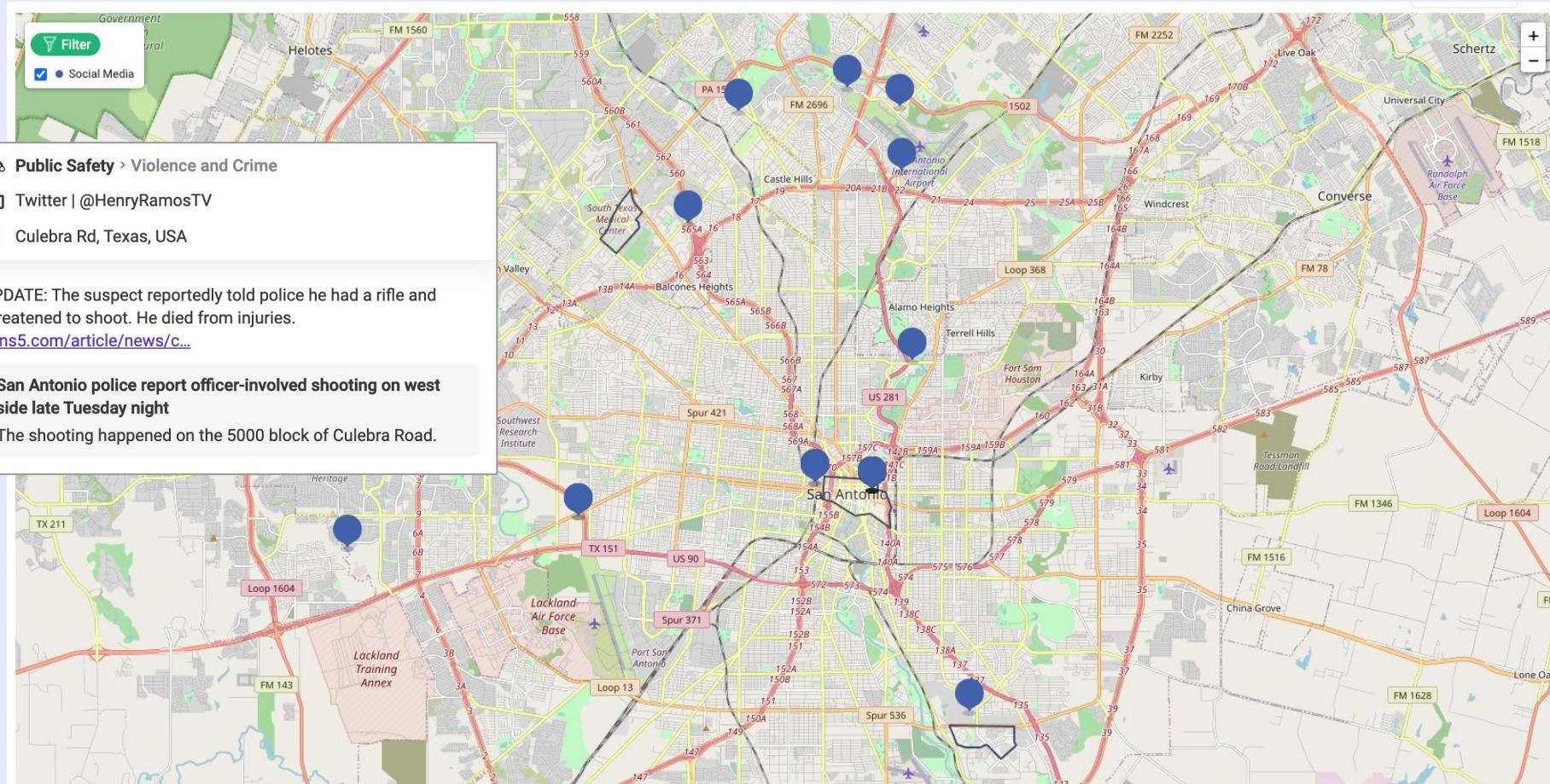


**And now for something
completely different**

Zencity “organic”



How do we “anchor” conversations on social media?



Where Do Locations Come From Today?

1. Locations from item's **data source** (i.e. a Facebook resident group)
2. Locations **extracted** from **text** by **AI model**:

“The shooting happened on Culebra Road”

Public Safety › Violence and Crime

Twitter | @HenryRamosTV

Culebra Rd, Texas, USA

UPDATE: The suspect reportedly told police he had a rifle and threatened to shoot. He died from injuries.
kens5.com/article/news/c...

San Antonio police report officer-involved shooting on west side late Tuesday night

The shooting happened on the 5000 block of Culebra Road.

What Can be Done to Improve our algorithms?

Filter location suggestions by a Client-Specific Lexicon

Example: Lancaster, TX

Name	Type	City
colgate court	street	Lancaster
shadybrook	street	Lancaster
northampton trail	street	Lancaster
old red oak	street	Lancaster
oakbrook street	street	Lancaster
southwood estates	neighbourhood	Lancaster
millbrook east	neighbourhood	Lancaster
raintree acres	neighbourhood	Lancaster
waynelee heights	neighbourhood	Lancaster
spring creek	neighbourhood	Lancaster
river bend	neighbourhood	Lancaster

How to Create a Client-Specific Lexicon Automatically?



Example:
Lancaster, TX

Name	Type
colgate court	street
shadybrook	street
northampton trail	street
old red oak	street
oakbrook street	street
southwood estates	neighbourhood
millbrook east	neighbourhood
raintree acres	neighbourhood
waynelee heights	neighbourhood
spring creek	neighbourhood
river bend	neighbourhood

Name	Type
cedardale highlands	neighbourhood
wilmer-hutchins high school	high school
lancaster high school	high school
cedar valley college	university
cedar valley college	school
life school	school
wilmer-hutchins high school	school
randlett house	nrhp
randlett house	house
w. a. strain farm-strain house	house
lancaster airport	airport

Example

Example: Los Angeles, CA

Tuesday marked one year since the sudden death of Los Angeles rapper and activist Nipsey Hussle. Hussle was murdered on March 31, 2019, near his clothing store at West Slauson Avenue and Crenshaw Boulevard in South Los Angeles.'

Tuesday marked one year since the sudden death of **Los Angeles** rapper and activist Nipsey Hussle. Hussle was murdered on March 31, 2019, near his clothing store at **West Slauson Avenue** and **Crenshaw Boulevard** in **South Los Angeles**'.

Text



AI Model

Location suggestions



Search
in Lexicon

West Slauson Avenue - street
Crenshaw Boulevard - street
South Los Angeles - neighborhood

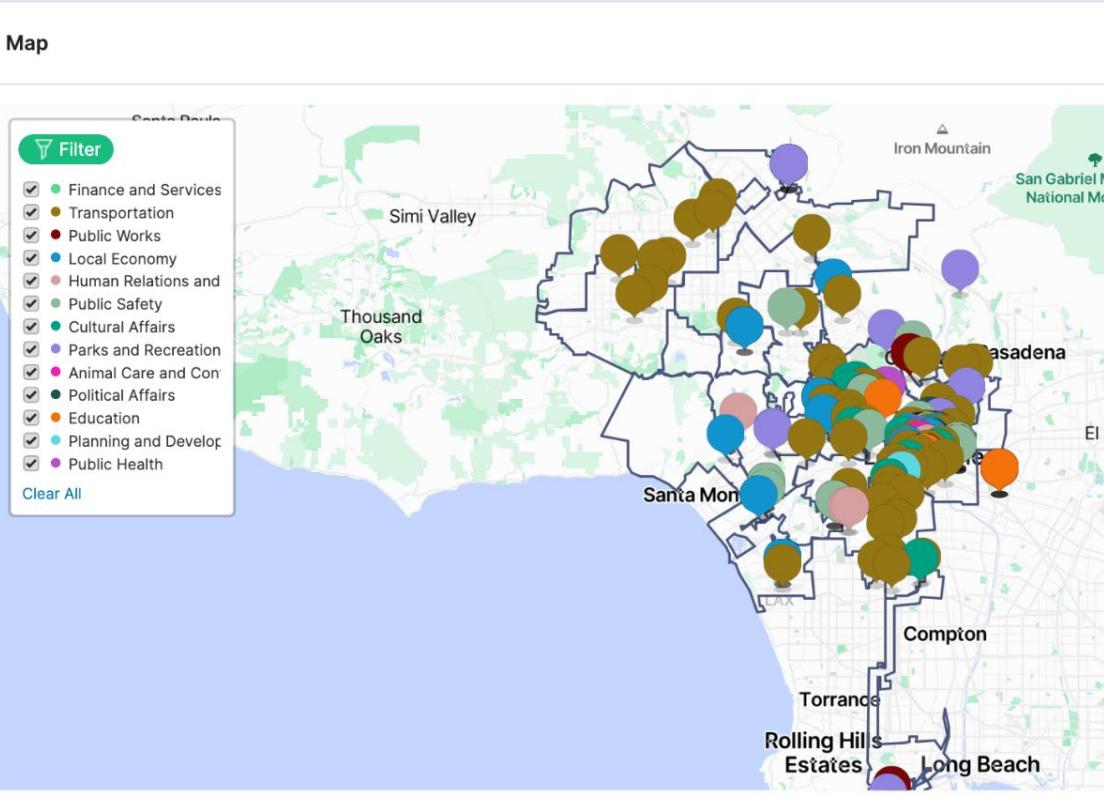
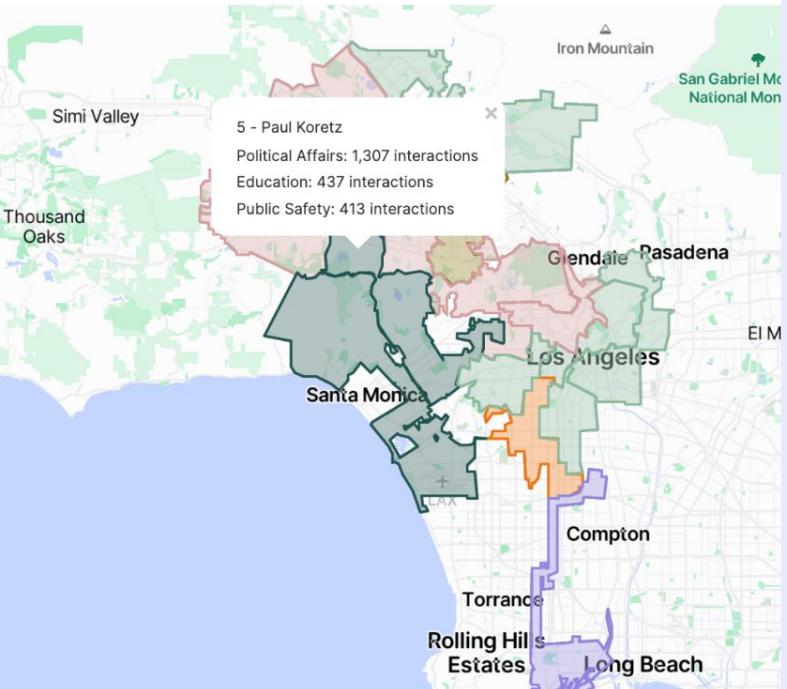


Found
in Lexicon!



Not found
in Lexicon

So, eventually we get...



We're (always) hiring!

Want to benchmark cities and neighborhoods?

Come seek us at

<https://zencity.io/careers>

Or write to me:

ido@zencity.io



Thank you!

