



ICMA Annual Conference
Tuesday, October 22nd, 2019

The Key to Becoming a Data-Driven City:

Using Technology to Understand Resident Feedback, Crisis Manage, and Make Data-Driven Decisions

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A faded, grayscale background image of a city skyline, likely New York City, with numerous skyscrapers and buildings visible. The image is semi-transparent, allowing the text to be clearly read.

So, what actually is AI: Artificial Intelligence?

WT* is AI?



The capability of a machine to imitate
intelligent human behaviour.

Merriam

Webster

WT* is AI?



WT* is AI?



An aerial photograph of a city street intersection, showing buildings, cars, and a green banner overlay. The banner is a solid green rectangle with a white diagonal line running from the bottom-left corner to the top-right corner. The text is white and bold, positioned on the left side of the banner.

Getting on the AI-for-Government Bandwagon

The background is a dark blue field filled with glowing orange and yellow lines that crisscross diagonally. Overlaid on these lines are various binary digits (0s and 1s) in a light blue, monospace font. Some of the digits are slightly blurred, creating a sense of depth and motion. The overall effect is a high-tech, digital aesthetic.

**What kind of data is out there
and ready to be harnessed
by local governments?**

It's a Big Data world

Applications of AI



“Listening” to social media for public feedback on government-relevant topics



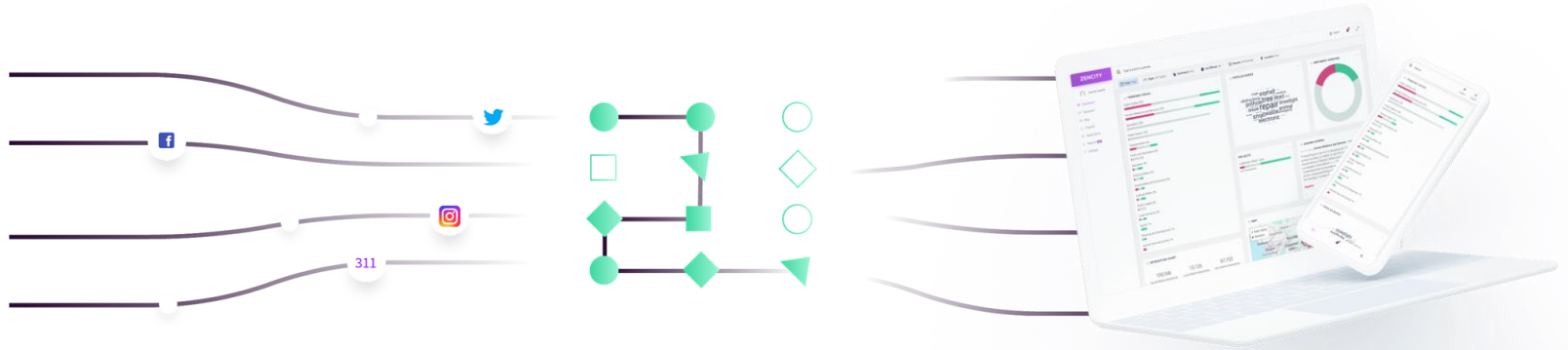
Predicting traffic congestion and car accidents



Handling the most common types of service requests



AI Solution Deep Dive: Zencity



Consolidate Interactions



AI Powered Analysis



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



30 days in the Fort Lauderdale, FL

140,541

Interactions

A photograph of a person's arm and hand writing on a document on a wooden table. The person is wearing a light-colored long-sleeved shirt and a black watch. In the background, another person's hands are visible, gesturing. The image has a dark purple overlay.

Yearly Neighbor Surveys

Key Pillars to Fostering a Data-Driven Culture

- Shift the mindset
- Strengthen the skillset
- Sharpen the toolset
- Solidify the dataset



We love data, we love a whole lot of data

A photograph of four women riding e-scooters on a city street. The image has a purple tint. The women are wearing casual summer clothing. The scooters are black with 'BIRD' written on the handlebars. The background shows a busy street with cars and pedestrians.

E-Scooters January-October, 2019

E-Scooters: What Happened

- The scooters “descended upon the City” Early November 2018
- Residents were split in support of the scooters
- Scooter use during Spring Break was a major concern
- The ordinance was up for review and modification in October 2019...



Quantifying Resident Support for Ban

Residents View - For or Against E-Scooter Ban



January 2019

Residents View - Position on Temporary Scooter Ban

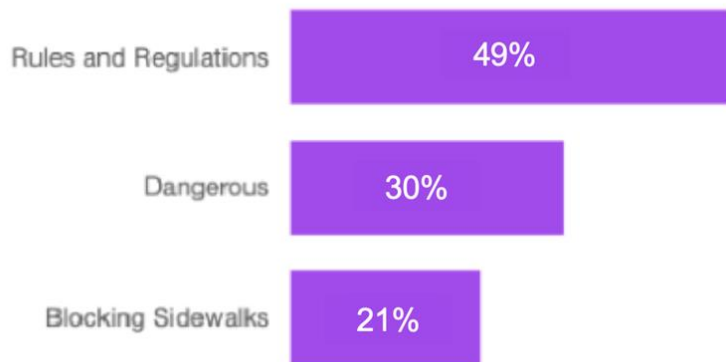


April 2019

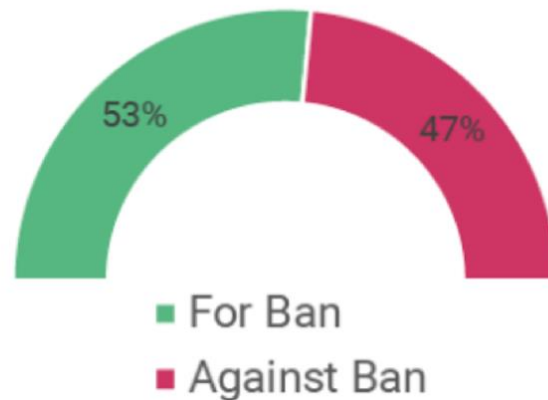
Quantifying Resident Support for Ban

Residents View - Review of E-Scooter Ban

Key Issues Concerning Residents



Residents Positions



August 2019

An architectural rendering of the Lockhart Stadium, a large sports arena with a distinctive, curved, metallic roof structure. In the foreground, a wide, paved plaza is filled with a large crowd of people, some walking and others standing. To the left, there are palm trees and other tropical vegetation. In the background, the stadium's facade is visible, featuring a large, illuminated scoreboard that displays the name 'LOCKHART STADIUM' and various game statistics. The overall scene is set during the day under a clear sky.

Major League Soccer - Lockhart Stadium April-July, 2019

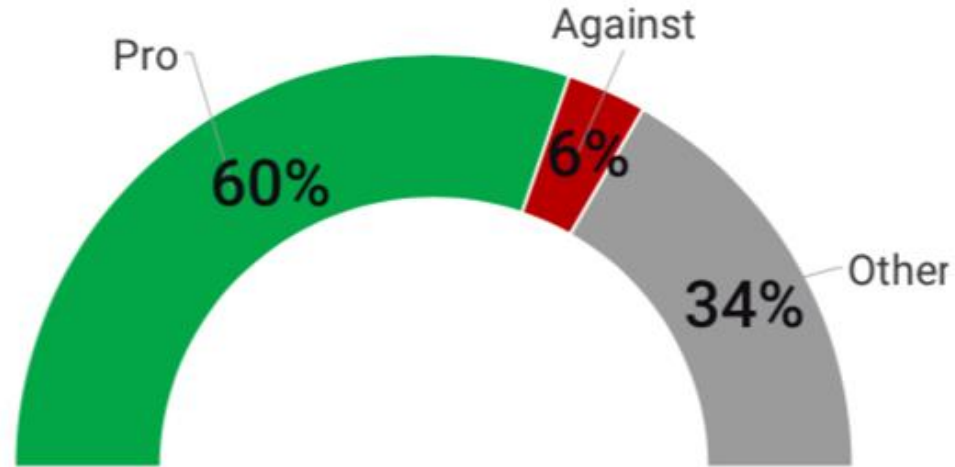
Lockhart Stadium: What Happened

- Agreement with Inter Miami (a Major League Soccer expansion team) to re-develop the abandoned Lockhart Stadium site
- History of two failed projects on the site prior to the agreement
- One of the last available large tracts of land in the city
- Competing project litigation



Understanding the broader context

Residents View - Pro/Against New Stadium



Understanding the broader context

Lawsuit vs Demolition Approval



April 2019

A satellite image of Hurricane Dorian, showing a well-defined eye and concentric cloud bands. The image is in grayscale with a purple tint. The text is overlaid in the center.

Hurricane Dorian

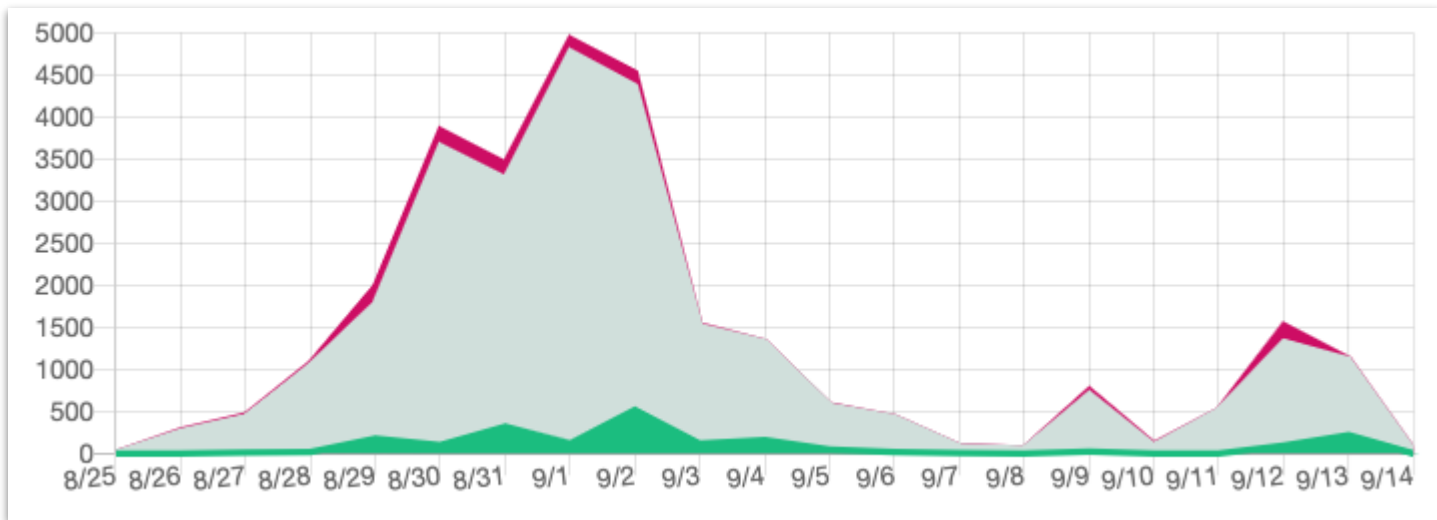
August-September, 2019

Hurricane Dorian: What Happened

- Hurricane Dorian
 - Category 5
 - Sustained winds of 185 miles per hour
 - Stalled over the Bahamas before making landfall in NC
- Residents were worried about the implications and looked to the city for information and guidance



Real Time Monitoring



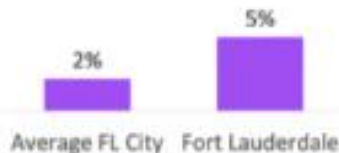
Interaction Count:

28,601

Regional Benchmarking



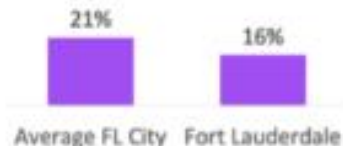
Parking



Residents talked about **Parking MORE** than the average Florida city (in terms of % of discourse)



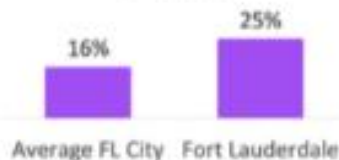
Preparedness



Residents talked about **Preparedness LESS** than the average Florida city (in terms of % of discourse)



Bahamas



Residents talked about the **Bahamas humanitarian relief MORE** than the average Florida city (in terms of % of discourse)



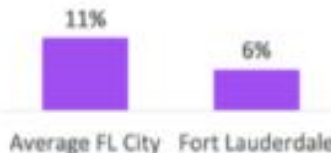
Waste



Residents talked about **Waste THE SAME AS** the average Florida city (in terms of % of discourse)



Schools



Residents talked about **Schools LESS** than the average Florida city (in terms of % of discourse)

Insight to Action Protocol

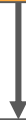
What should I do once I get an insight from Zencity?



Who (else) should see this?



What should they do with this?



What did they actually do with this?



Thank you!

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