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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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CITY OF FORT LAUDERDALE

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?

Getting on the AI-for-Government Bandwagon

What kind of data is out there and ready to be harnessed by local governments?
It’s a Big Data world

Applications of AI

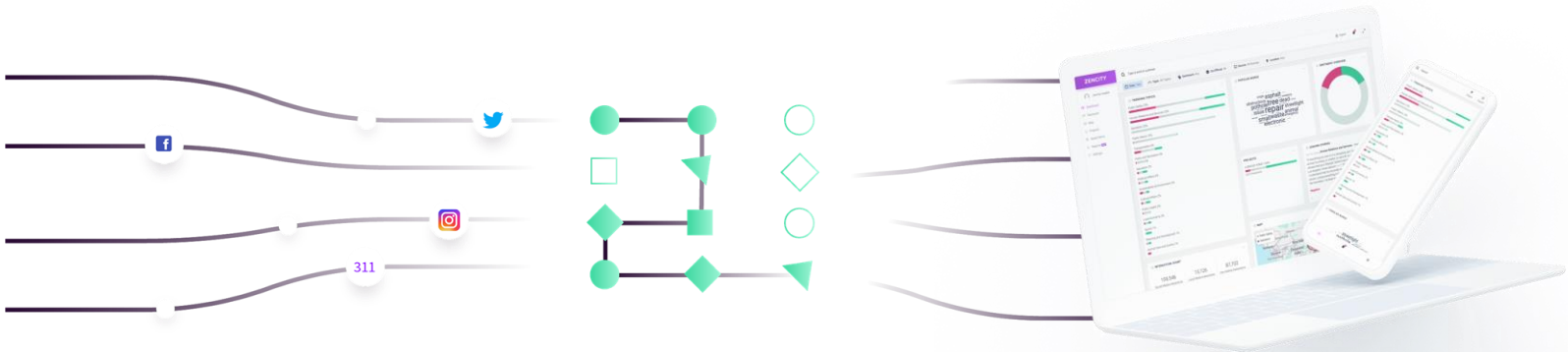
"Listening" to social media for public feedback on government-relevant topics

Predicting traffic congestion and car accidents

Handling the most common types of service requests

Source: http://www.govtech.com/civic/GT-September-Automation-Beyond-the-Physical-AI-in-the-Public-Sector.html

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

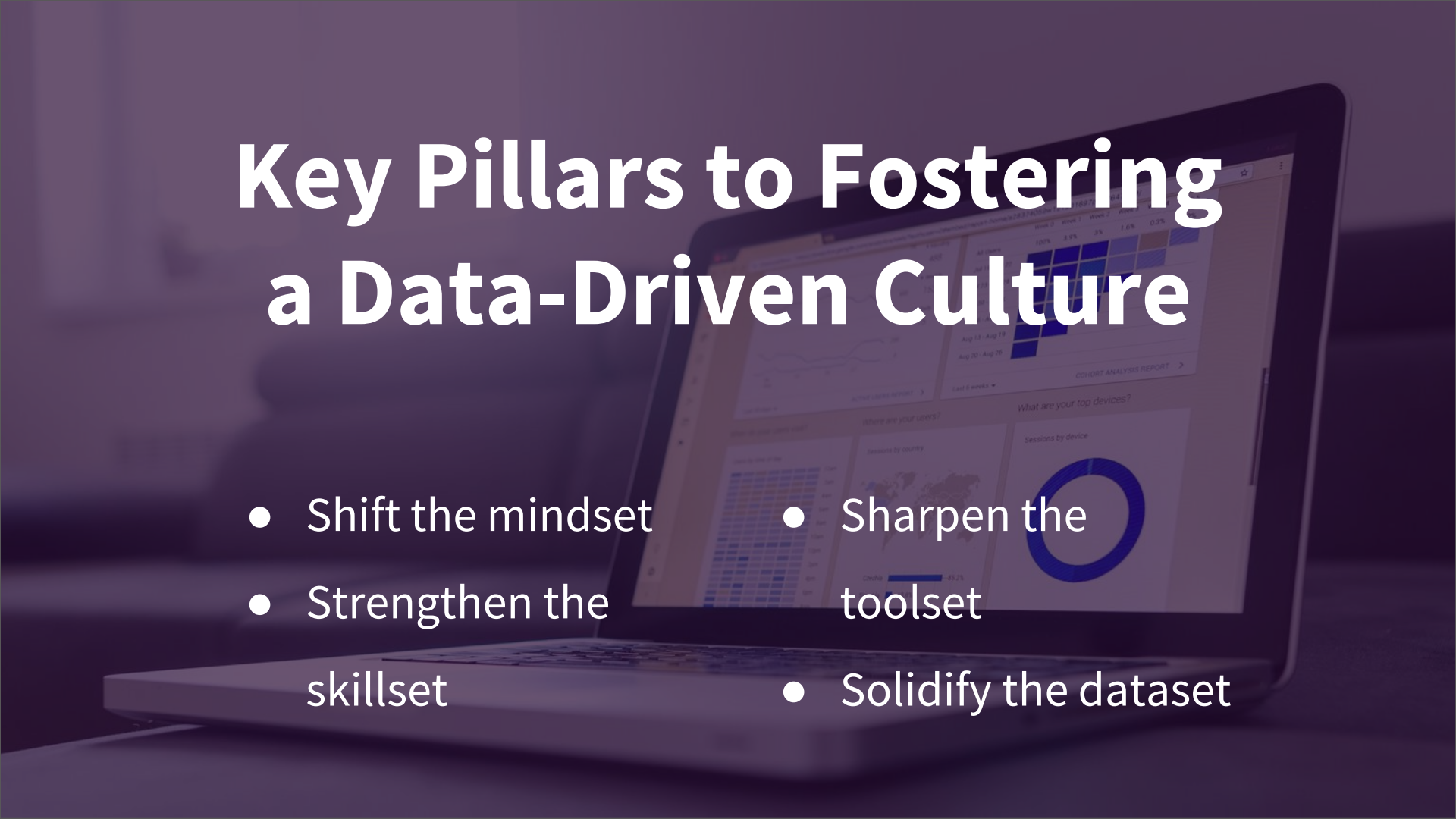
30 days in the Fort Lauderdale, FL

140,541

Interactions

Yearly Neighbor Surveys

Key Pillars to Fostering a Data-Driven Culture



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

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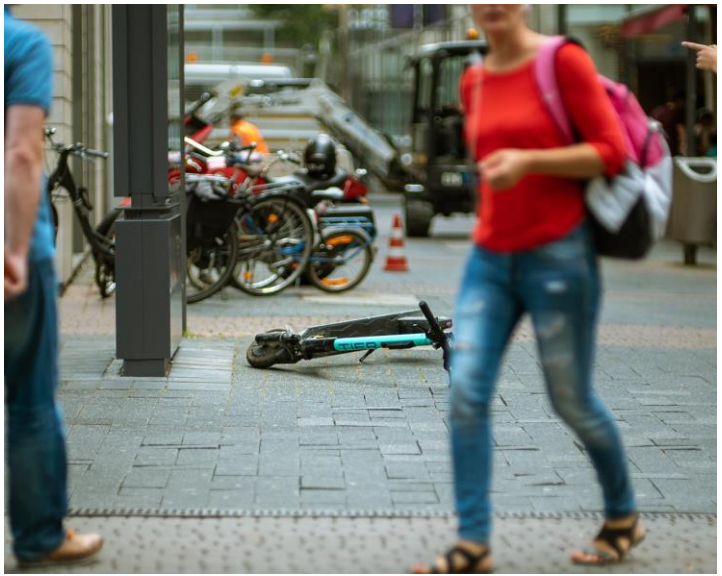
We love data, we love a whole lot of data

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

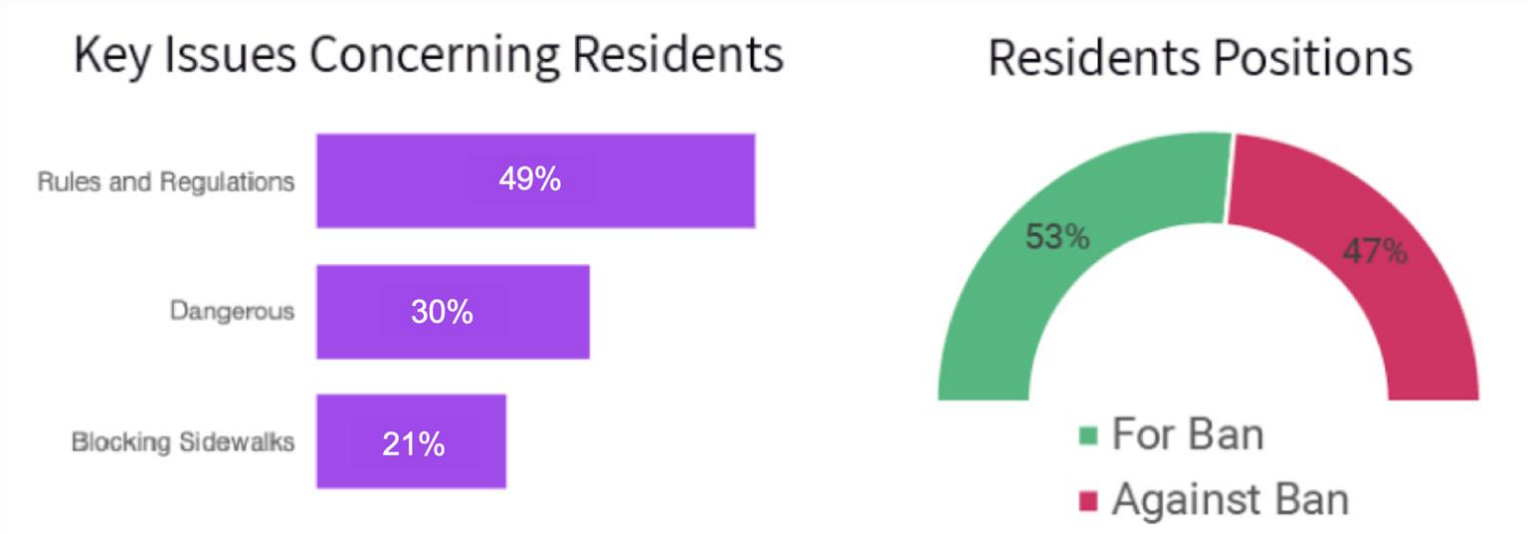
January 2019

Residents View - Position on Temporary Scooter Ban

April 2019

Quantifying Resident Support for Ban

Residents View - Review of E-Scooter Ban



August 2019

Major Leauge Soccer - Lockhart Stadium

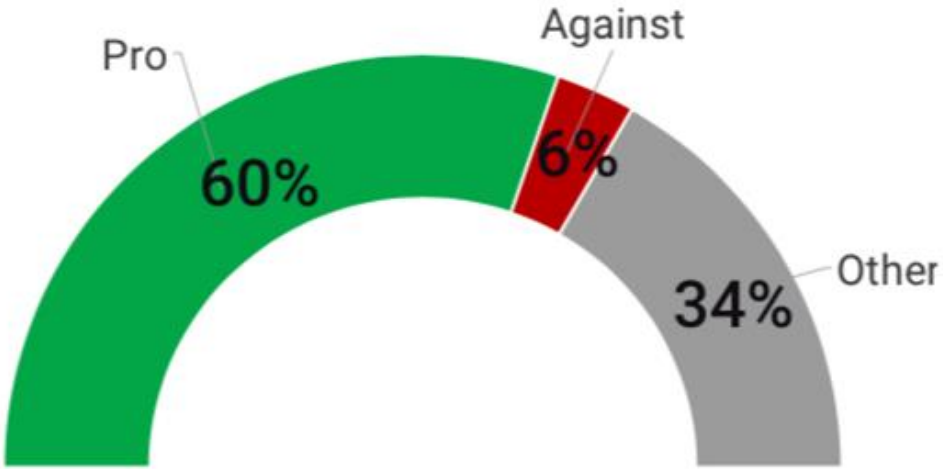
April-July, 2019

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

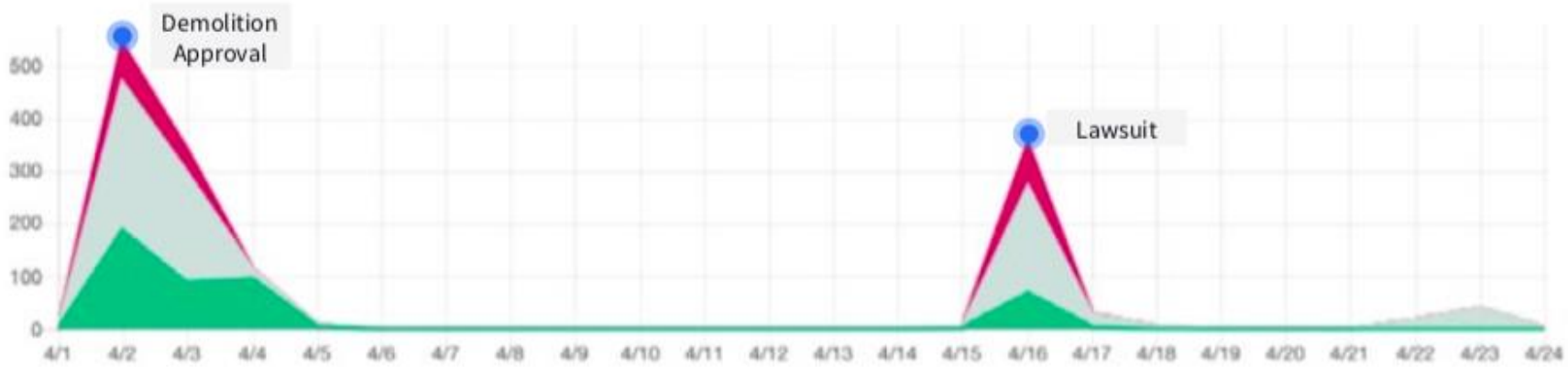
Understanding the broader context

Residents View - Pro/Against New Stadium



Understanding the broader context

Lawsuit vs Demolition Approval



April 2019

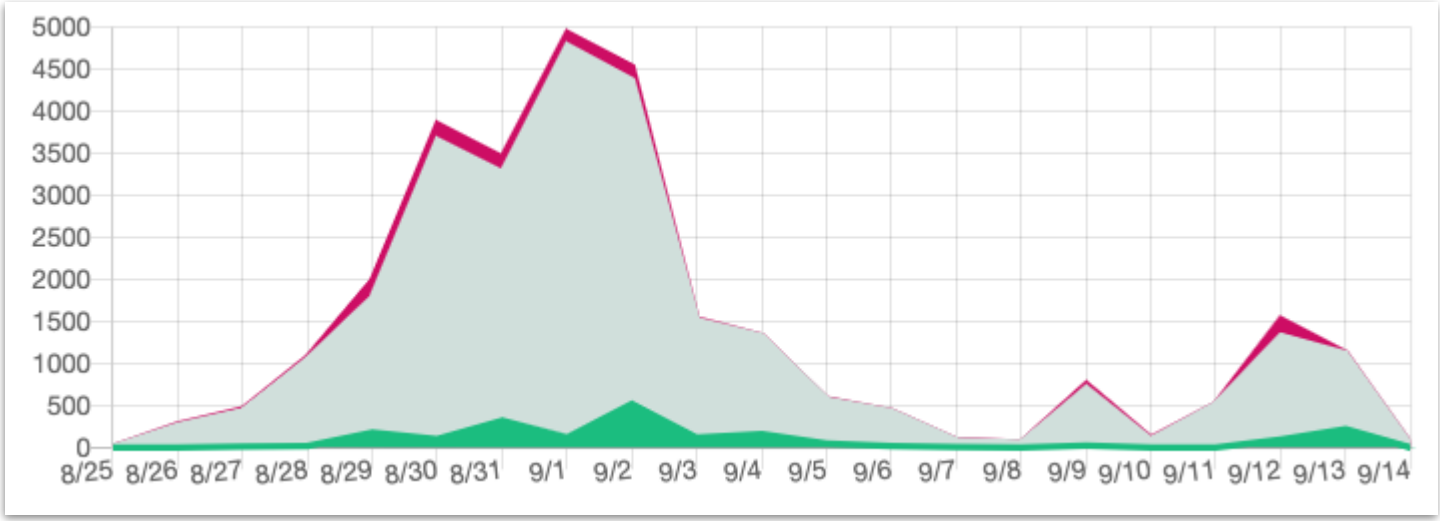
Hurricane Dorian

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

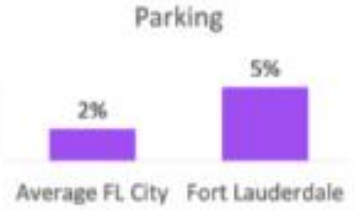
Real Time Monitoring



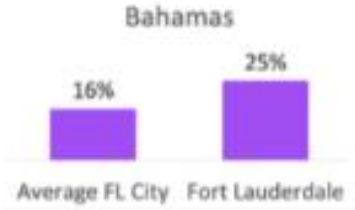
Interaction Count:

28,601

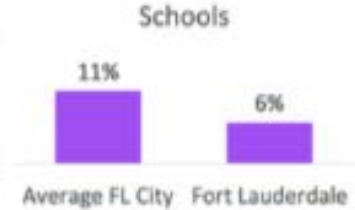
Regional Benchmarking



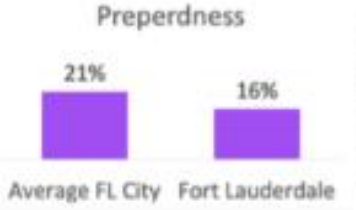
Residents talked about **Parking MORE** than the average Florida city (in terms of % of discourse)



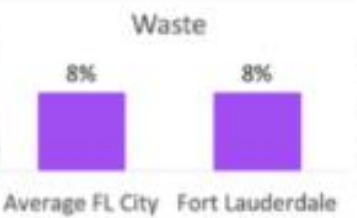
Residents talked about the **Bahamas humanitarian relief MORE** than the average Florida city (in terms of % of discourse)



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

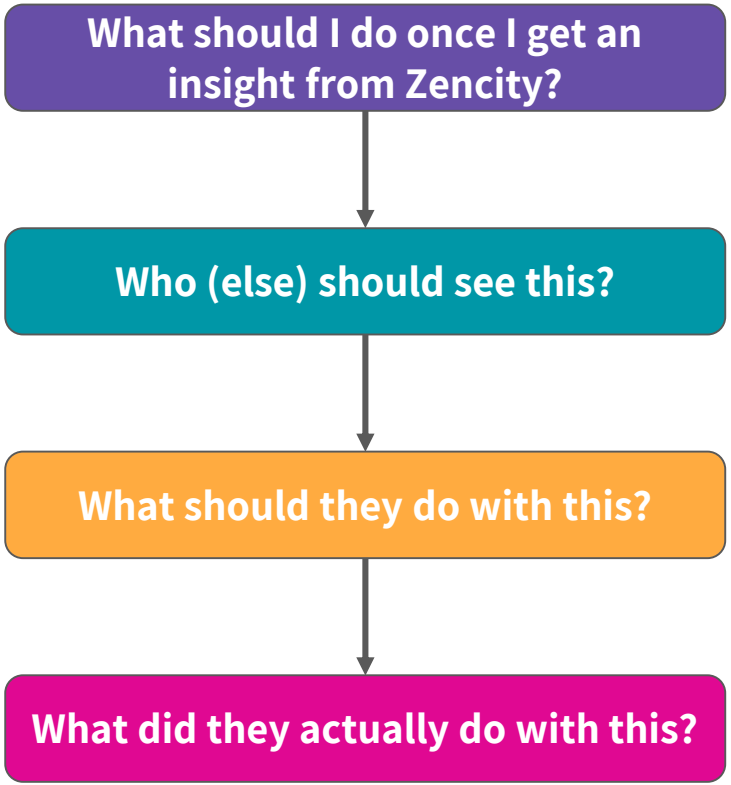


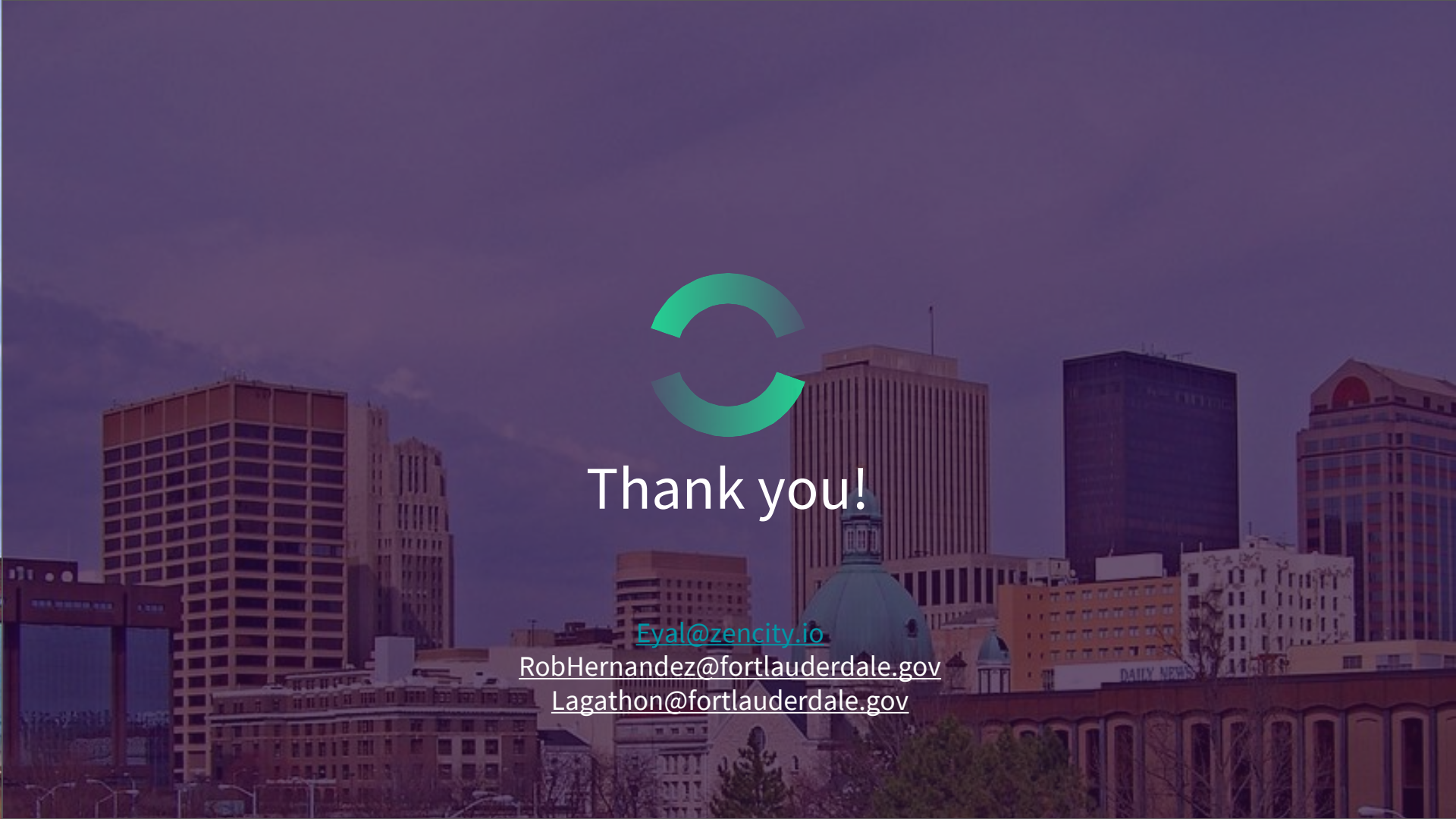
Residents talked about **Preparedness LESS** than the average Florida city (in terms of % of discourse)



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

Insight to Action Protocol





Thank you!

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