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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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?
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

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
Resident-centric crisis monitoring

Better communication
○ Cross-department and resident-facing

Misinformation management

Positive engagement and service efficacy

We love data, we love a whole lot of data
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

Residents View - Position on Temporary Scooter Ban

January 2019

April 2019
Quantifying Resident Support for Ban

Residents View - Review of E-Scooter Ban

Key Issues Concerning Residents

- Rules and Regulations: 49%
- Dangerous: 30%
- Blocking Sidewalks: 21%

Residents Positions

- For Ban: 53%
- Against Ban: 47%

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
Residents View - Pro/Against New Stadium

- **Pro**: 60%
- **Against**: 6%
- **Other**: 34%
Understanding the broader context

Lawsuit vs Demolition Approval
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).
  - Average FL City: 2%
  - Fort Lauderdale: 5%

- **Preparedness**: Residents talked about **Preparedness LESS** than the average Florida city (in terms of % of discourse).
  - Average FL City: 21%
  - Fort Lauderdale: 16%

- **Bahamas**: Residents talked about the **Bahamas humanitarian relief MORE** than the average Florida city (in terms of % of discourse).
  - Average FL City: 16%
  - Fort Lauderdale: 25%

- **Waste**: Residents talked about **Waste THE SAME AS** the average Florida city (in terms of % of discourse).
  - Average FL City: 8%
  - Fort Lauderdale: 8%

- **Schools**: Residents talked about **Schools LESS** than the average Florida city (in terms of % of discourse).
  - Average FL City: 11%
  - Fort Lauderdale: 6%
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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