Engagement During a Crisis: Local Government's Response to COVID-19

Cedar Rapids, IA
Sandi Fowler
Deputy City Manager

Peachtree Corners, GA
Brian Johnson
City Manager

Winthrop, MA
Austin Faison
Town Manager
Agenda

Introductions & Overview - 5 minutes
Cedar Rapids, IA - 7 minutes
Peachtree Corners, GA - 7 minutes
Winthrop, MA - 7 minutes
Q&A - 15 minutes
Zencity Recap
Thank you for championing your communities through COVID-19
+130 Cities and Counties. 4 Countries.  
+30,000,000 People Impacted
Data-Driven Decision Making

Zencity is an AI-powered platform to transform multiple data streams into local government decisions.
Local Gov is Hard to Manage
Serving Our Community
Measurement tools are often limited to “STP”s
How can we reach the “Silent Majority”?  
The feedback is already out there.
Our Solution

Consolidate Interactions → AI Powered Analysis → Actionable Insights
Cedar Rapids, IA

Sandi Fowler
Deputy City Manager
Tenacious Communication

- Repeating consistent messaging on multiple channels
- Staff with dedicated domain expertise
Increased intergovernmental cooperation

- Sharing staff and resources
- Coordinating regional messaging
Winthrop, MA

Austin Faison
Town Manager
Keeping critical development projects moving forward

- Responding to resident concerns
- Protecting workers
- Preparing for economic recovery
Helping the community come together

- Sharing available local and regional resources
- Keeping city services functioning remotely
City officials are always available

- Infrastructure to support remote work
- Regularly engaging the community for feedback and questions
Finding creative ways to support local businesses

- Shop & Dine Local
- Financial support
Zencity COVID-19 Resources

**COVID-19 Daily Digest**

Get quantitative and qualitative reports that reveal trends on coronavirus topics in your community sent directly to your inbox everyday.

**Dedicated COVID-19 Project Dashboards**

Track all online discourse about COVID-19 in your city, manage misinformation, and communicate important data trends using your project dashboards.

**Zencity Community of Champions**

Join our new Facebook community to discuss cross-city issues and share best practices with other “Zencities” on COVID-19.

**Zencity Help Center**

Find all the latest product updates for our Zencity tools & platform to support you in your effort to manage this crisis.