

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

A photograph of several hands of different skin tones stacked on a wooden surface. The hands are arranged in a row, with the fingers pointing towards the center. The image has a dark purple overlay. The text is white and centered over the hands.

Thank you
for championing your
communities through
COVID-19

+130 Cities and Counties. 4 Countries.
+30,000,000 People Impacted



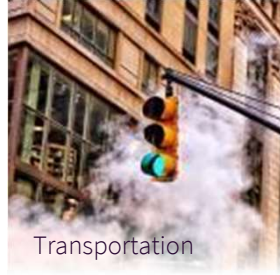
Data-Driven Decision Making

Zencity is an AI-powered platform to transform multiple data streams into local government decisions.





Sanitation



Transportation



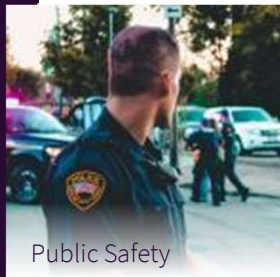
Cultural Activities



Education



Waste Management



Public Safety



Public Works



Fire Department

Local Gov is Hard to Manage



A photograph showing five hands of various skin tones (dark brown, medium brown, light brown, and two shades of white) stacked on a dark wooden surface. The hands are positioned in a row, with fingers slightly overlapping. A black watch is visible on the leftmost hand. The text "Serving Our Community" is overlaid in white, bold, sans-serif font across the center of the image.

Serving Our Community

A photograph of three students sitting in a classroom, focused on reading papers. The student on the left is a young man with his hand to his chin, the student in the middle is a young woman with glasses, and the student on the right is a young man holding a pen. They are surrounded by colorful chairs in shades of blue, orange, and green. The background shows a whiteboard and a door.

**Measurement tools are
often limited to “STP”s**

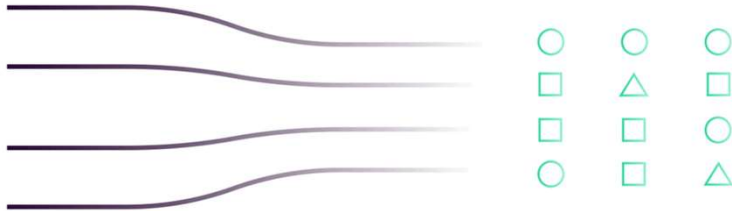


**How can we reach the
“Silent Majority”?**

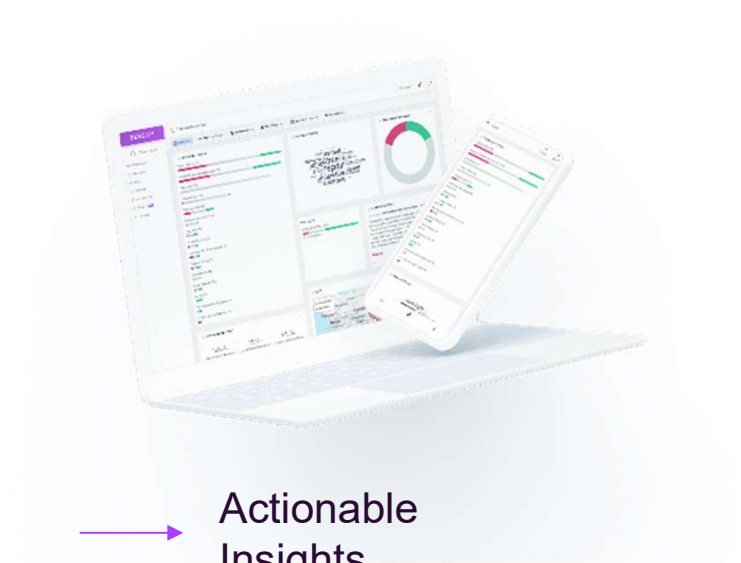
**The feedback is
already out there.**



■ Our Solution



Consolidate Interactions → AI Powered Analysis



→ Actionable Insights

An aerial photograph of Cedar Rapids, Iowa, showing a dense urban area with various buildings, streets, and a river winding through the city. The image is overlaid with a dark purple semi-transparent filter. A teal-colored banner with a white border is positioned horizontally across the middle of the image, containing the text 'Cedar Rapids, IA'.

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



Cedar Rapids Mayor Brad Hart

Winthrop, MA

Austin Faison
Town Manager

Keeping critical development projects moving forward

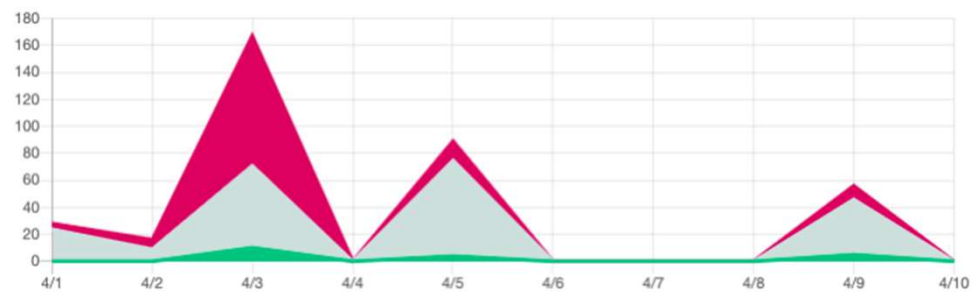
- Responding to resident concerns
- Protecting workers
- Preparing for economic recovery

Winthrop Revises Construction Plan, Will Not Shut Off Water For Residents

April 6, 2020 at 5:10 pm Filed Under: Boston News, Coronavirus, Winthrop News



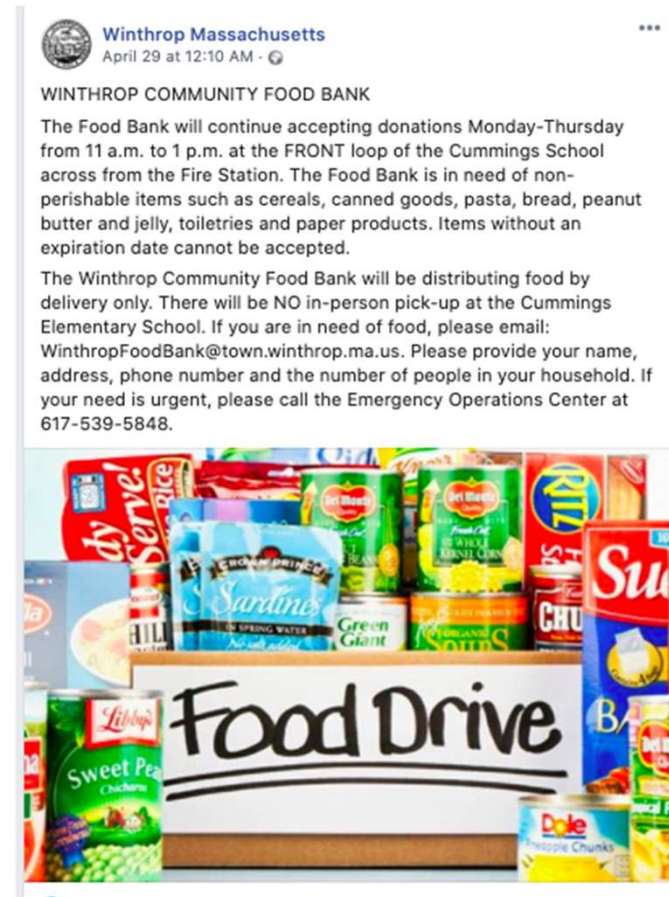
SCORE OVER TIME



Central Business District Conversation Monitoring

■ Helping the community come together

- Sharing available local and regional resources
- Keeping city services functioning remotely

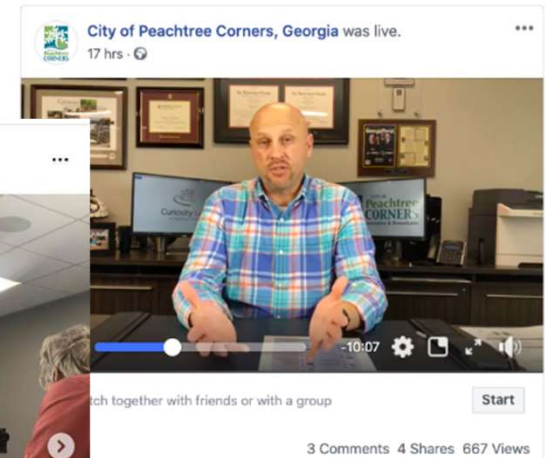


Peachtree Corners, GA

Brian Johnson
City Manager

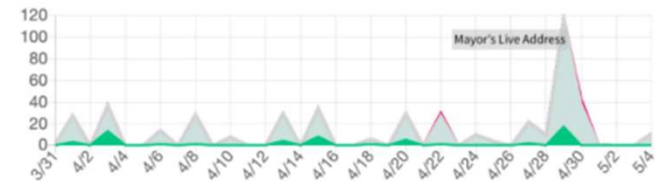
City officials are always available

- Infrastructure to support remote work
- Regularly engaging the community for feedback and questions



City's live video updates are appreciated and gain relatively low but consistent engagement, with the Mayor's address gaining the most traction 1 April - 5 May, 2020

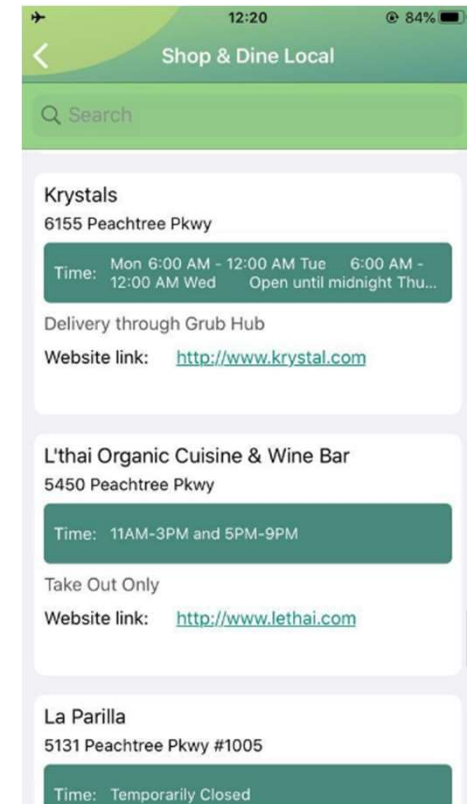
Score Over Time - Live Updates by the City



The city's move to [online platforms](#) to communicate with residents and conduct city business generated 470 interactions over the time period of April 1 - May 5

■ 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

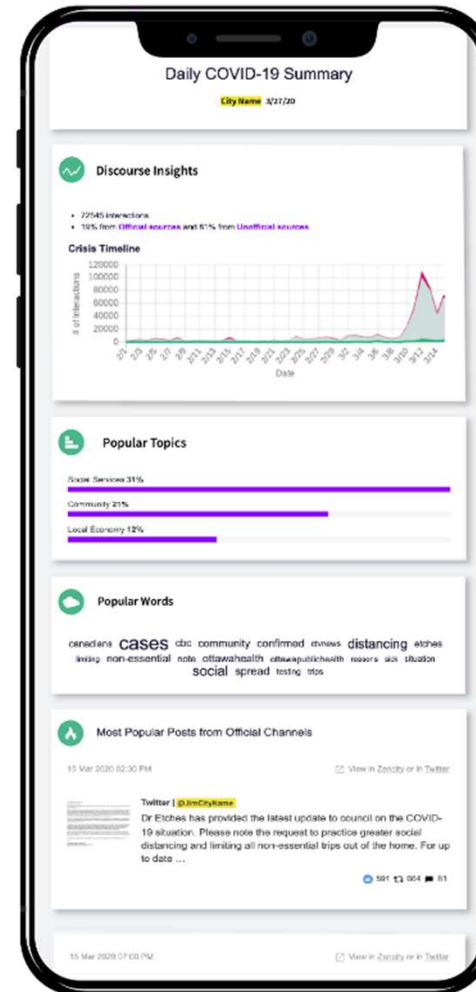
Track all online discourse about COVID-19 in your city, manage misinformation, and communicate important data trends using your project dashboards.

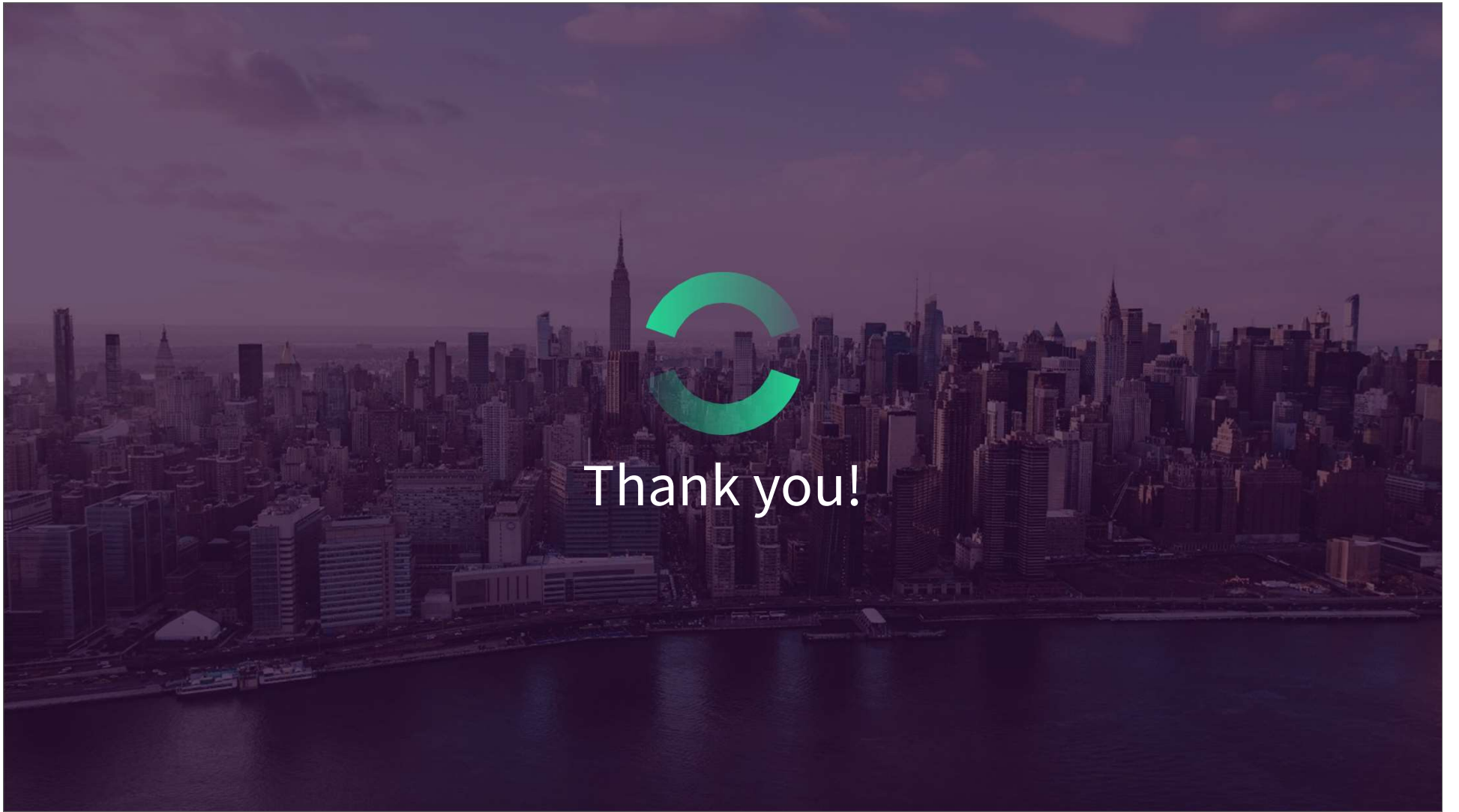
Zencity Community of Champions

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





Thank you!