

To whom it may concern,

Below are the service specifications included the community survey Zencity would seek to run for Kyle, TX:

- Survey cycles: Digital adds are distributed to residents on an ongoing basis, requested them to fill a short satisfaction questionnaire on their city and its services. Zencity's dashboard will provide a live feed of free text responses. This will be combined with data from close-ended questions in a report twice a year.
- Survey dissemination: Zencity works with digital add networks to solicit a statistically valid and representative sample of Kyle's residents. The number of responses and demographic breakdown is determined by Kyle's 2020 census results.
- Guarantee for demographic benchmarks: For Kyle's population size, Zencity will guarantee a minimum of 400 responses per cycle (800 yearly). These are the necessarily numbers to maintain statistical significance, though it is possible the team gathers more responses than that.
- Survey questions: Zencity has developed a set of questions for the questionnaire, based on a rigorous study on best practices. City staff will be able to review the template, as well as tweak it to reflect specific city services, or questions from previous community surveys for continuity and benchmarking purposes.
- Reports: Twice a year, analysts on Zencity's survey team will compile the data into a report. The report is generally presented to the city manager and relevant staff. Raw is also provided if requested. The reports include:
 - **The bottom line of your community survey.** The overall satisfaction score is the average of the percentage of satisfied residents for each metric in the survey questionnaire. It is scientifically calculated based on results from a representative group of your community.
 - **An analysis of open-ended questions by topic and sentiment.** Learn what your residents are most satisfied with and what they want changed in their own words.
 - **Breakdown of satisfaction by area.** Percentage of residents from each geographic area who are satisfied with life in Springfield
 - **Satisfaction with different aspects to quality of life.** Satisfaction scores are collected for each characteristic. We then calculate the correlation of each score with the overall satisfaction score. This analysis shows which characteristic has the highest connection to satisfaction levels, highlighting those that perform well, and those that require attention.

- **A deep-dive into topics that perform well.** For each topic, we provide a breakdown by area and demographics, in addition to examples of open-ended feedback that residents wrote.
- **A deep-dive into topics that require attention.** For each topic, we provide a breakdown by area and demographics, in addition to examples of open-ended feedback that residents wrote.
- **A breakdown of resident feedback to one question of your choice.** The rotating survey section focuses on one issue per survey cycle and can be updated as new areas of interest emerge.
- **A breakdown of satisfaction by demographic groups.** See how satisfaction scores change over different demographics including gender, age, ethnicity, education levels and household income.

Happy to answer further questions, if necessary.

Best,

Elena Grissom

Account Manager at Zencity