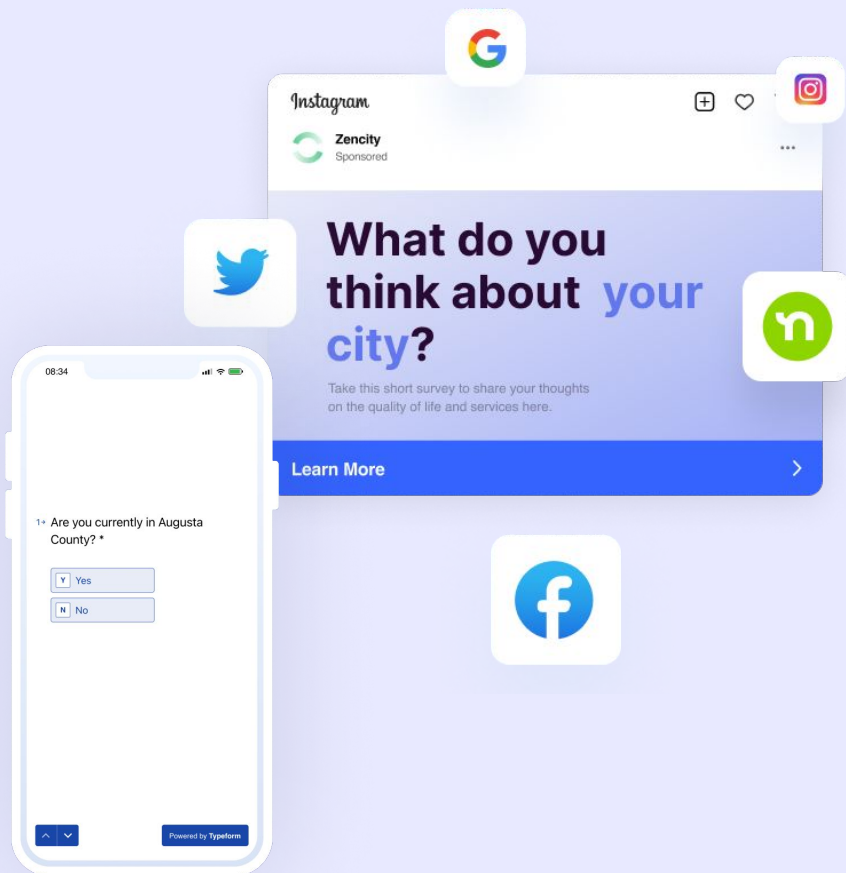


Zencity Community Survey

Kyle, TX

Hear from more voices.

Extend your feedback circle beyond the residents who are already engaged to reach all corners of your community.



Community Survey Reimagined

**Hear from more
voices**

**Align with your
workflow.**

**Spot major
takeaways right
away.**

**The whole
conversation,
in one place.**

Instead of
feedback from
self-selecting residents,

**reach all corners
of your community.**

Instead of
results that arrive
every year,

**receive info at the
same speed you
act.**

Instead of
combing through lists of
raw data,

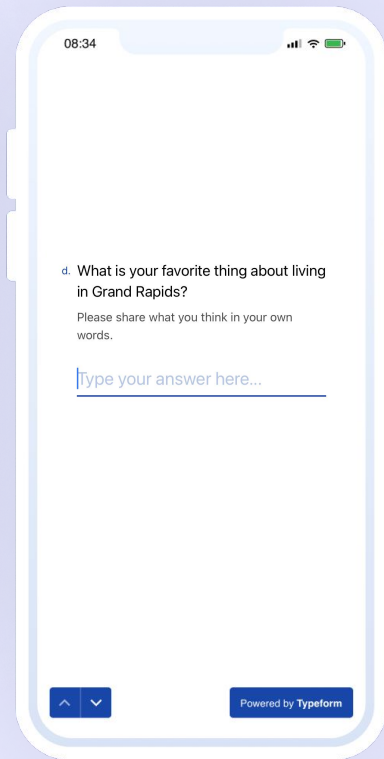
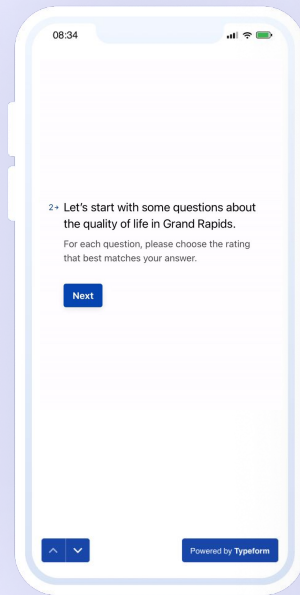
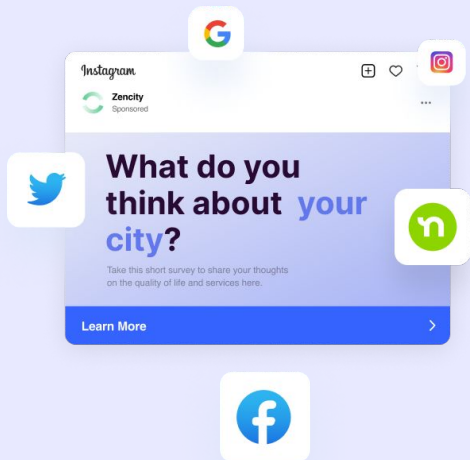
**let us surface major
patterns for you.**

Instead of
limiting feedback to
proactive input,

**access organic
discourse to get the
full picture.**

How it works.

Zencity's community survey is a statistically valid, representative survey intended for local governments to measure resident satisfaction—with the community and with local government-provided services—on an ongoing basis, as opposed to a static snapshot every year.



Survey Overview Process

When running a survey, here is the process you can expect:

1. Approve questionnaire with Zencity's survey team
2. Zencity digitally distributes the questionnaire through digital adds, using census data to reach a representative sample of your community. It's on Zencity to fill the quotas in a statistically valid way, broken down by demographic categories- distribution is supplemented by phone surveying methods if needed
3. Findings are presented in a report twice a year
4. And the cycle repeats, with the possibility of changing your add-on topic to further explore trends that surfaced in your results, free text responses, or organic discourse

The questionnaire

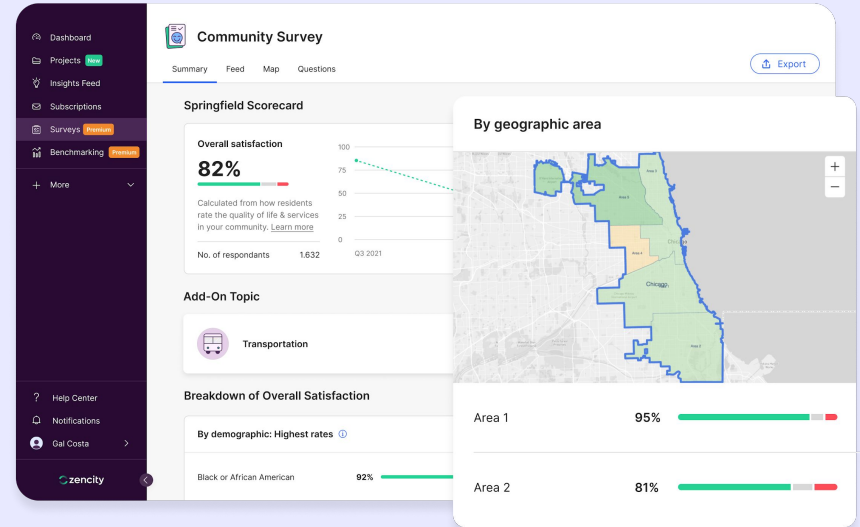
The questionnaire

Zencity's community survey is designed by a team of experts, centered around a user-friendly design and language.

It includes:

- 18-20 “base” questions focused on quality of life and resident satisfaction
- 7 demographic questions
- One add-on section

The short questionnaire is able to capture sentiment on wide-ranging topics, while removing the time barriers that traditional lengthy surveys can impose.



Zencity Community Survey

Cities version

Part 1

Overall Quality of Life

Part 2

City Characteristics

Part 3

Rotating 'add-on' section

Part 4

Demographics

- | | | |
|----|--|------------|
| 1. | Do you live or work within the limits of [City name]? | Yes/No |
| 2. | How is the overall quality of life in [City name]? | 1-5 scale |
| 3. | How likely are you to recommend [City name] as a place to live? | 1-5 scale |
| 4. | How likely are you to be living in [City name] in 5 years from now? | 1-5 scale |
| 5. | What is your favorite thing about living in [City name]? | Open ended |
| 6. | What is the thing you would most want to change about life in [City name]? | Open ended |

Zencity Community Survey

Cities version

Part 1

Overall Quality of Life

Part 2

City Characteristics

Part 3

Rotating 'add-on' section

Part 4

Demographics

- | | | |
|-----|--|-----------|
| 7. | Availability of affordable housing | 1-5 scale |
| 8. | Availability of jobs that pay a living wage | 1-5 scale |
| 9. | Access to quality health care services | 1-5 scale |
| 10. | Access to quality education | 1-5 scale |
| 11. | Availability of a variety of art and cultural events | 1-5 scale |
| 12. | Ease of getting around by public transportation | 1-5 scale |
| 13. | Sense of overall safety | 1-5 scale |
| 14. | Sense of community among residents | 1-5 scale |
| 15. | Acceptance of residents of all backgrounds | 1-5 scale |
| 16. | Ability of residents to give input to the [City name] government | 1-5 scale |
| 17. | Overall cleanliness and maintenance | 1-5 scale |
| 18. | Quality of parks and recreational amenities | 1-5 scale |
| 19. | Quality of waste and recycling services | 1-5 scale |
| 20. | Overall quality of services provided by [city name] | 1-5 scale |

Zencity Community Survey

Cities version

Part 1

Overall Quality of Life

Part 2

City Characteristics

Part 3

Rotating 'add-on' section

Part 4

Demographics

You have the option to add up to 3 questions (open-ended or closed-ended) on any topic. We recommend adding questions that can be valuable over a few survey cycles so that you can benefit from benchmarking and evaluating long term.

Zencity Community Survey

Cities version

Part 1

Overall Quality of Life

Part 2

City Characteristics

Part 3

Rotating 'add-on' section

Part 4

Demographics


- | | | |
|-----|--|------------|
| 24. | What year were you born in? | Open ended |
| 25. | Which of the following do you identify as? | Choices |
| 26. | What is your current employment status? | Choices |
| 27. | Are you of Hispanic, Latino/a/x or Spanish origin? | Yes/No |
| 28. | What is your race? | Choices |
| 29. | Do you, or someone else in your family, own the home you currently live in? | Yes/No |
| 30. | What is your home zip code? | Open ended |
| 31. | What is the highest level of education you've completed to date? | Choices |
| 32. | What is your marital status? | Choices |
| 33. | Do any children under the age of 18 live in your household? | Yes/No |
| 34. | Were you born outside of the United States? | Yes/No |
| 35. | Which category best represents your household's total income over the past year? | Choices |

The Report



Adams County, CO Community Survey

January – March 2022

Powered by  zencity

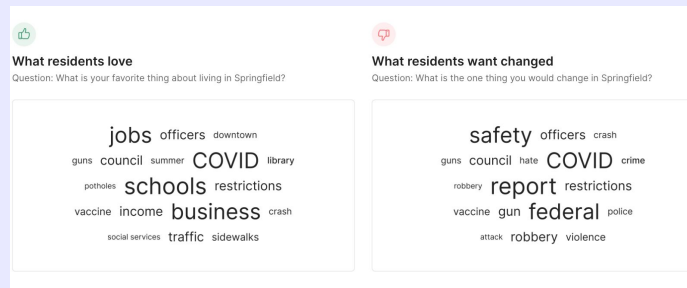
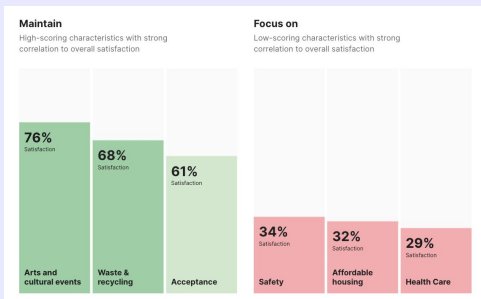
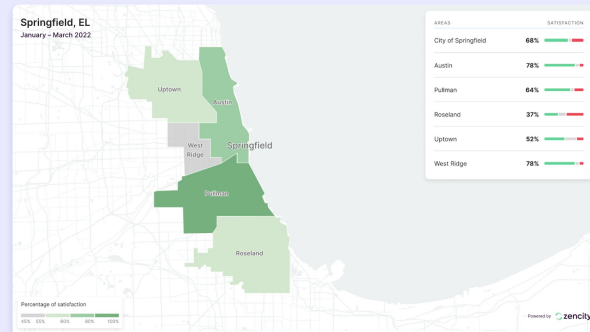
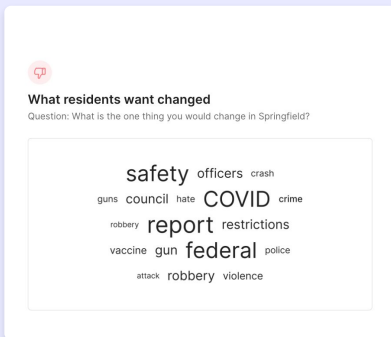
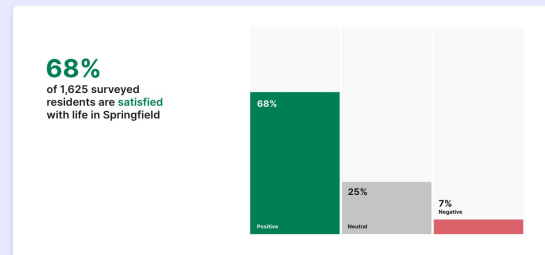
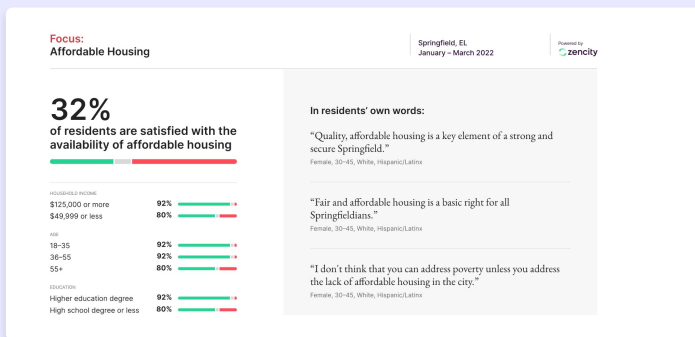
Powered by  zencity

Reporting

Twice a year, reports are compiled and presented to the city.

Reports include findings such as:

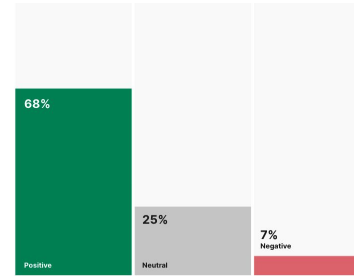
- The bottom line of your community survey
- A breakdown of satisfaction by demographic groups.
- An analysis of open-ended questions by topic and sentiment.
- A deep-dive into topics that perform well, or require attention



The Report

1. Overall Satisfaction
2. Free-Text Responses
3. Across Your Community
4. Quality of Life
5. Strengths
6. In Focus
7. Rotating Survey Section
8. Demographics

68%
of 1,625 surveyed
residents are **satisfied**
with life in Springfield



What residents love

Question: What is your favorite thing about living in Springfield?

jobs officers downtown
guns council summer COVID library
potholes schools restrictions
vaccine income business crash
social services traffic sidewalks

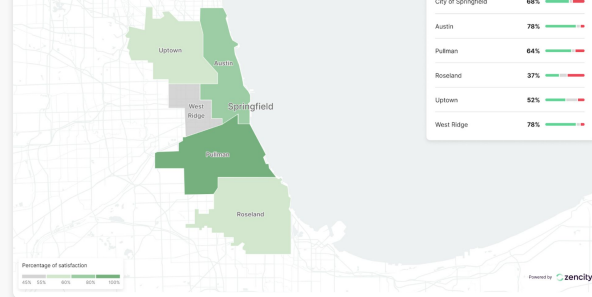


What residents want changed

Question: What is the one thing you would change in Springfield?

safety officers crash
guns council hate COVID crime
robbery report restrictions
vaccine gun federal police
attack robbery violence

Springfield, EL
January - March 2022



Focus: Affordable Housing

32%
of residents a
availability of

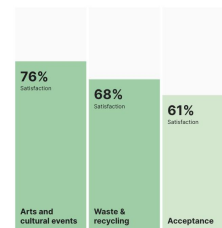
HOUSING INCOME
\$105,000 or more
\$48,999 or less

AGE
18-35
36-55
55+

EDUCATION
Higher education degree
High school degree or

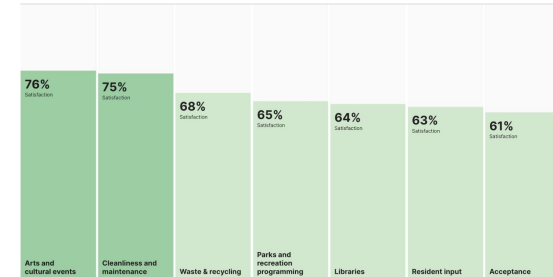
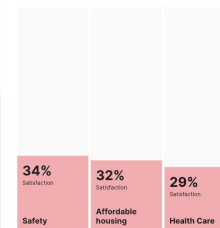
Maintain

High-scoring characteristics with strong
correlation to overall satisfaction



Focus on

Low-scoring characteristics with strong
correlation to overall satisfaction

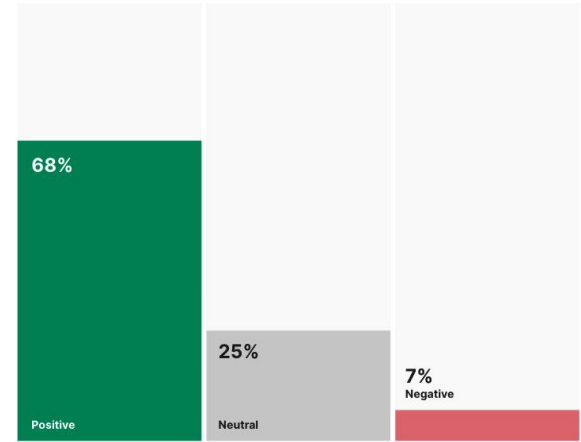


The Report

1. Overall Satisfaction
2. Free-Text Responses
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8. Demographics

68%

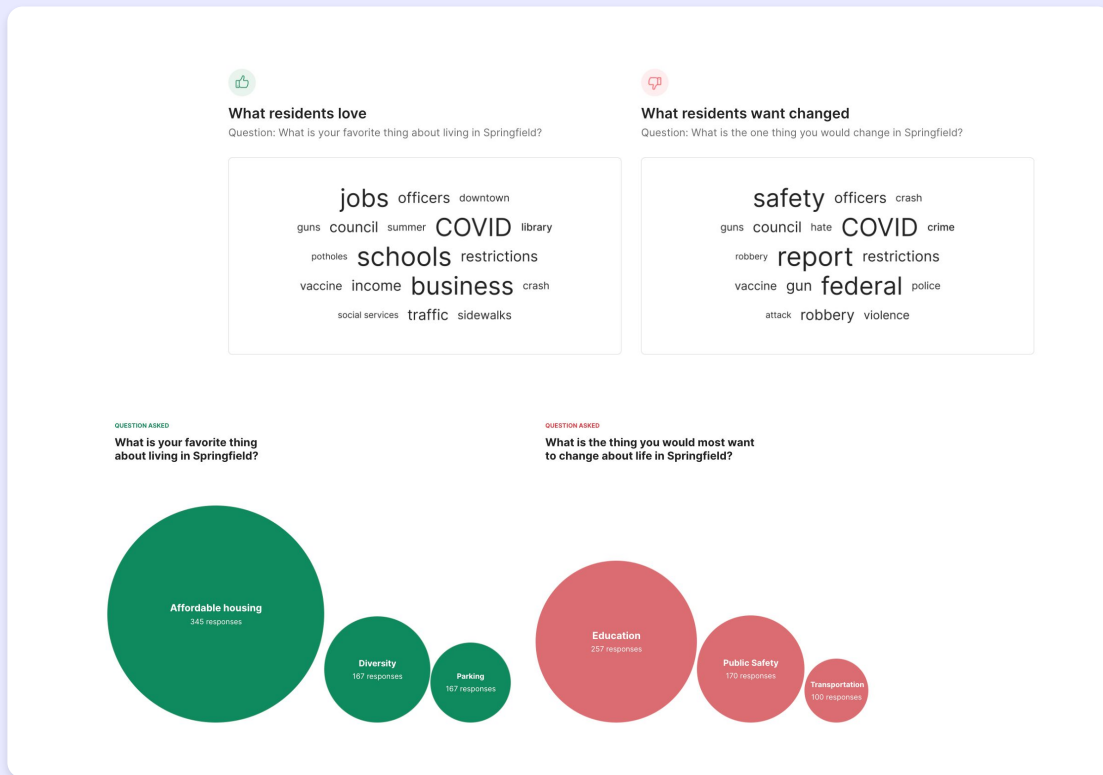
of 1,625 surveyed
residents are **satisfied**
with life in Springfield



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.

The Report

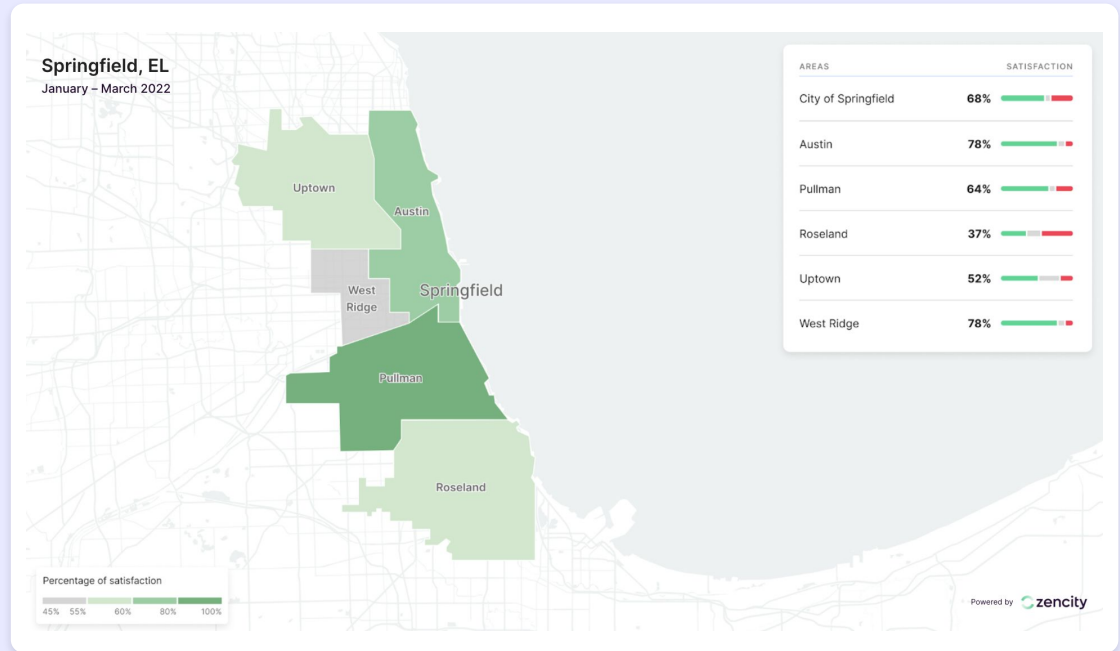
1. Overall Satisfaction
2. Free-Text Responses
3. Across Your Community
4. Quality of Life
5. Strengths
6. In Focus
7. Rotating Survey Section
8. Demographics



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.

The Report

1. Overall Satisfaction
2. Free-Text Responses
3. **Across Your Community**
4. Quality of Life
5. Strengths
6. In Focus
7. Rotating Survey Section
8. Demographics



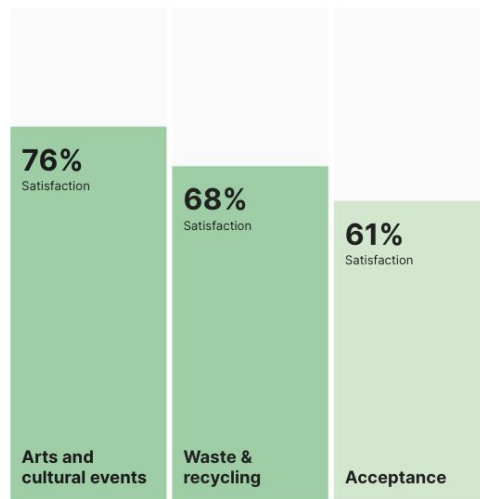
Breakdown of satisfaction by area. Percentage of residents from each geographic area who are satisfied with life in Springfield

The Report

1. Overall Satisfaction
2. Free-Text Responses
3. Across Your Community
4. **Quality of Life**
5. Strengths
6. In Focus
7. Rotating Survey Section
8. Demographics

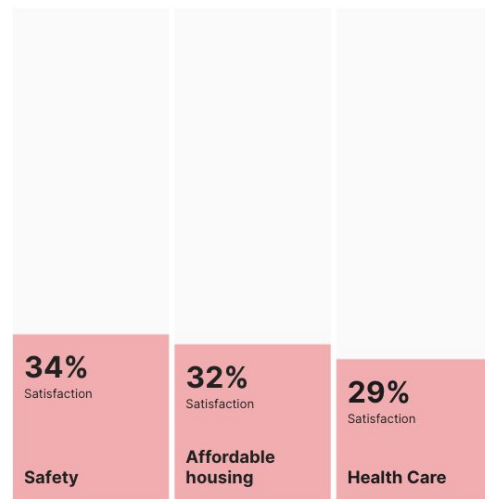
Maintain

High-scoring characteristics with strong correlation to overall satisfaction



Focus on

Low-scoring characteristics with strong correlation to overall satisfaction



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.

The Report

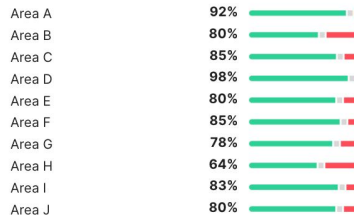
1. Overall Satisfaction
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5. **Strengths**
6. In Focus
7. Rotating Survey Section
8. Demographics

68%

of residents are satisfied with
cleanliness and maintenance



ZIP CODE



In residents' own words:

"Clean up street, especially Memorial Ave area. Lots of trash and shopping carts"

Female, 30-45, White, Hispanic/Latinx

"Make the town commons on Elm Street more beautiful and better maintained"

Female, 30-45, White, Hispanic/Latinx

"We need more scelerisque purus semper eget dui at tellus at. Amet aliquam id diam maecenas ultricies."

Female, 30-45, White, Hispanic/Latinx

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.

The Report

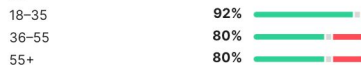
1. Overall Satisfaction
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6. In Focus
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29%

of residents are satisfied with
getting around by public
transportation



AGE



HOUSEHOLD INCOME



In residents' own words:

“The traffic noise is lorem ipsum dolor sit amet consenqua a nulla.”

Female, 30–45, White, Hispanic/Latinx

“Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.”

Female, 30–45, White, Hispanic/Latinx

“Bus stops at scelerisque purus semper eget duis at tellus at. Amet aliquam id diam maecenas ultricies.”

Female, 30–45, White, Hispanic/Latinx

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.

The Report

1. Overall Satisfaction
2. Free-Text Responses
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4. Quality of Life
5. Strengths
6. In Focus
7. Rotating Survey Section
8. Demographics

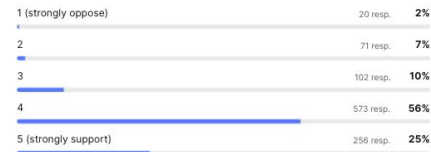
Your residents **somewhat support** this initiative

The question: Springfield is considering implementing a City Ordinance that would mandate large corporate grocery stores in Springfield to pay hazard pay to employees for working during the COVID-19 pandemic.

The rotating survey section focuses on one issue per survey cycle and can be updated as new areas of interest emerge

Resident support for the initiative on a scale of 1 to 5

838 of 1024 people answered this question



Affordable housing

345 responses

Education

286 responses

Transportation

172 responses

jobs officers downtown
guns council summer COVID library
potholes schools restrictions
vaccine income business crash
social services traffic sidewalks

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.

The Report

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DEMOGRAPHIC	GROUP	SATISFACTION	AVERAGE	PARTICIPANTS
Age	18–35	94%	4.8	150
Age	36–55			
Age	55+			
Ethnicity	Hispanic/Latinx			
Education	High school degree or less			
Education	Some college or college degree			
Education	Higher education degree			
Household income	\$49,999 or less			
Household income	\$50,000–\$124,999			
Household income	\$125,000 or more			

DEMOGRAPHIC	GROUP	SATISFACTION	AVERAGE	PARTICIPANTS
Race	Asian	61%	4.8	150
Race	Black or African American	72%	4.8	150
Race	Native American or Alaskan Native	94%	4.8	150
Race	Native Hawaiian or Other Pacific Islander	94%	4.8	150
Race	White	61%	4.8	150
Race	Other	72%	4.8	150
Gender	Female	94%	4.8	150
Gender	Male	61%	4.8	150
Gender	Non-binary	72%	4.8	150
Gender	Other	94%	4.8	150

A breakdown of satisfaction by demographic groups. See how satisfaction scores change over different demographics including gender, age, ethnicity, education levels and household income.

Share Proactively With Your Council & Residents That You Are Incorporating Their Feedback



Showcase your commitment to representing all residents & making engagement more accessible



Collect better data by leveraging press to drive more input from residents



Resources

- draft press release language
- language for your website explaining our partnership
- presentation for council / the public / other stakeholders
- background Q&A
- methodology documentation

Thank you

