Fireside Chat: Crafting your AI Policy with The Community in Mind

Prof. Stephen Goldsmith, Harvard Kennedy School, in conversation with Eyal Feder-Levy, CEO and Co-Founder, Zencity
What is AI?
Community Engagement + AI

Create a realistic image of a community engagement meeting in local government
Community engagement

Create a realistic image of a community engagement meeting in local government
“make it more”

More round tables FTW
“make it more”

Less faces, more emotions?
“make it more”

After some pushback >>>
“make it more”

Now make everyone a cat
What does ChatGPT think of trust in government?

The image captures a cityscape that subtly conveys a sense of mistrust towards the local government, highlighting the contrast between neglected public spaces and well-maintained government buildings.
Trust

Built by Engagement

The AI opportunity
300+ government organizations use Zencity every day to improve services, increase satisfaction & build trust

"The platform allows us to understand the needs and concerns of our residents in order to make the best decisions."

Todd Gloria, San Diego Mayor
We start from the belief that

Local government keeps our world running
Building trust with your community is the key to success

“Trust helps government connect with residents and encourages voluntary compliance with rules and regulations.”

Deloitte Center for Government Insights
Trust in government is at historic lows.

Only 1 in 3 Americans have high trust in their state and local government.

State Policy Network Research, May 2023

~10% drop of Americans’ trust in local government to handle local problems.

Gallup, 2021

41% trust score
Government leaders are the least trusted societal leaders with a 41% trust score.

Edelman Trust Barometer, 2023
To build trust you need to

Accurately understand your community’s diverse needs and priorities

Civic engagement is the most important factor in building trust in our institutions, and our communities need to find better ways to encourage active participation in civic life.”

Erin Norman, State Policy Network
Current methods of community engagement are limited, giving you a skewed view of resident needs and priorities.

64% Of public meeting attendees oppose new projects or plans
BU Study, 2018

6% Response rate to phone surveys
PEW Research, 2018
Community engagement is **broken**

- It’s hard to reach beyond the STPs
- It requires significant effort & resources
- No clear understanding of residents' needs and priorities
- It’s difficult to build community trust
A complex problem requires a comprehensive solution, built for our time.

Everyone is online

>95% Of US adults use the internet
PEW Research, 2023

Multi-model approach

Combining passive and proactive tools is required to ensure effective engagement
The Responsive City Cycle Report, 2022

AI productivity boom

Average productivity growth through use of AI is 66%
Nielsen Research Group, 2023
Introducing the Zencity 360 platform

- Sentiment analysis
- Community surveys
- Digital engagement
- Experience surveys

Collect Input
Analyze with advanced AI
Build Trust

Performance Management
Public Safety & Trust
Messaging & Communications
Annual & Strategic Planning
Capital Projects
Budget & Resource Allocation

ICMA conference

Local Government REIMAGINED CONFERENCE
APRIL 10-12, 2024 BOSTON, MASSACHUSETTS
Introducing: Prof. Stephen Goldsmith

• Professor of the Practice of Urban Policy and the Director of the Data-Smart City Solutions program at Harvard’s Kennedy School of Government.

• Previously served as the Deputy Mayor of NYC and the Mayor of Indianapolis.

• Published several seminal books including “The Responsive City”, “A New City O/S” and “Sharing Cities”.

ICMA conference
Using Generative AI for Community Engagement

- Create content
- Translate to create more inclusive engagement
- Analyze and understand trends
- Setup online engagement websites
- Create summaries and reports
Thank you!

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