

Local Government  
**REIMAGINED CONFERENCE**

APRIL 10 - 12, 2024 BOSTON, MASSACHUSETTS

**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?

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# Community Engagement + AI

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

# Community engagement

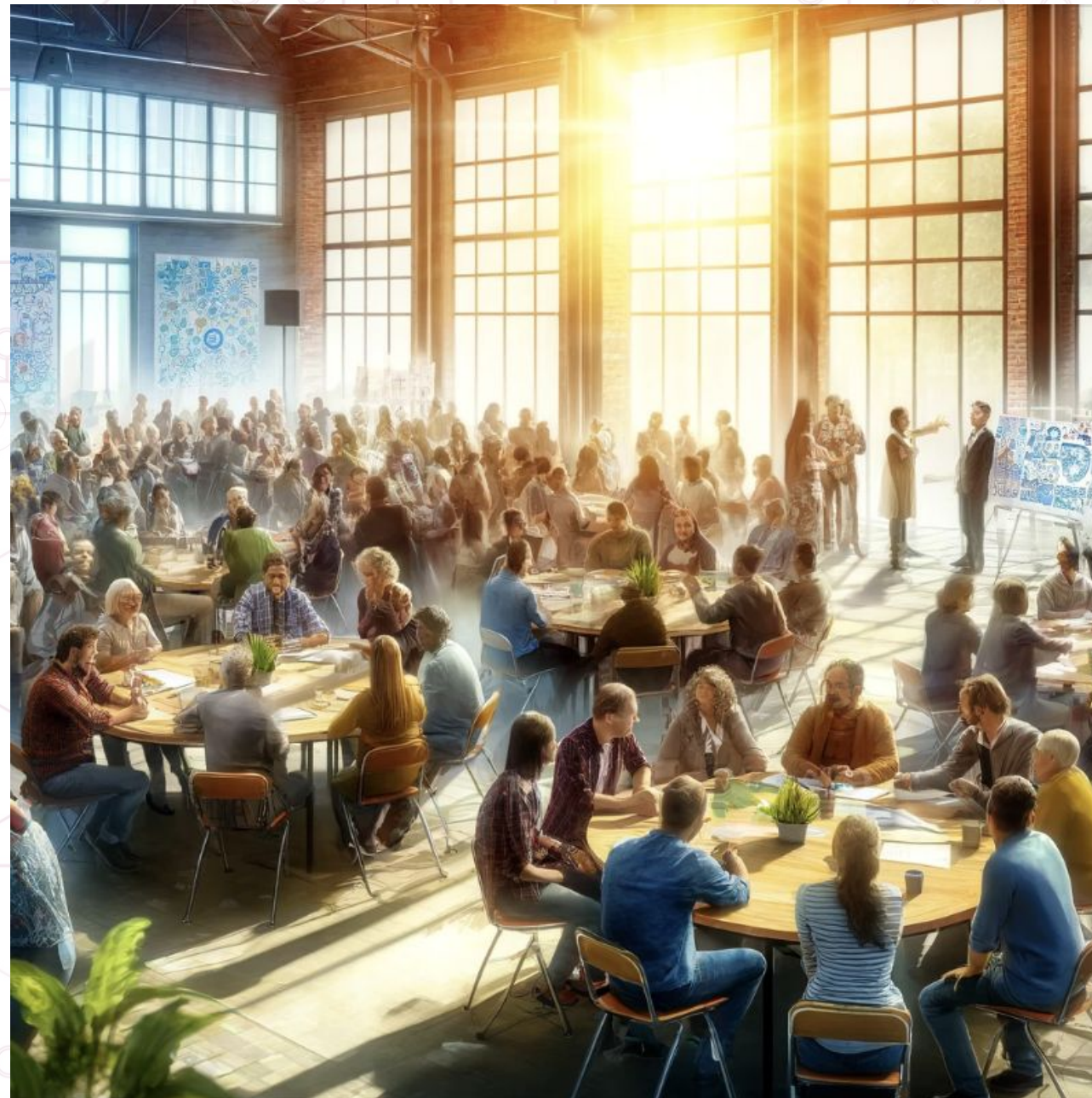
Create a realistic image of a community engagement meeting in local government



**“make it more”**

More round tables FTW

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“make it more”

Less faces, more emotions?



“make it more”

After some pushback >>>



“make it more”

Now make everyone a cat

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# Trust

What does ChatGPT think of trust in government?

**E** You  
create an image of a city where people don't trust their local government

 ChatGPT



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

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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

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# 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



**COMMUNITY MEETING**

*Open to public!*

The city invites residents, contractors and all interested persons to attend a community meeting on

**THURSDAY, AUGUST 10  
10:00AM - 2:30PM**

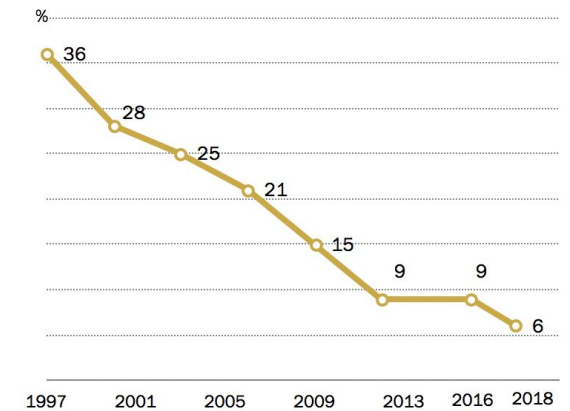
6%

Response rate to phone surveys

PEW Research, 2018

After brief plateau, telephone survey response rates have fallen again

Response rate by year (%)





# Community engagement is broken



It's hard to reach beyond the STPs



No clear understanding of residents' needs and priorities



It's difficult to build community trust



It requires significant effort & resources

# 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

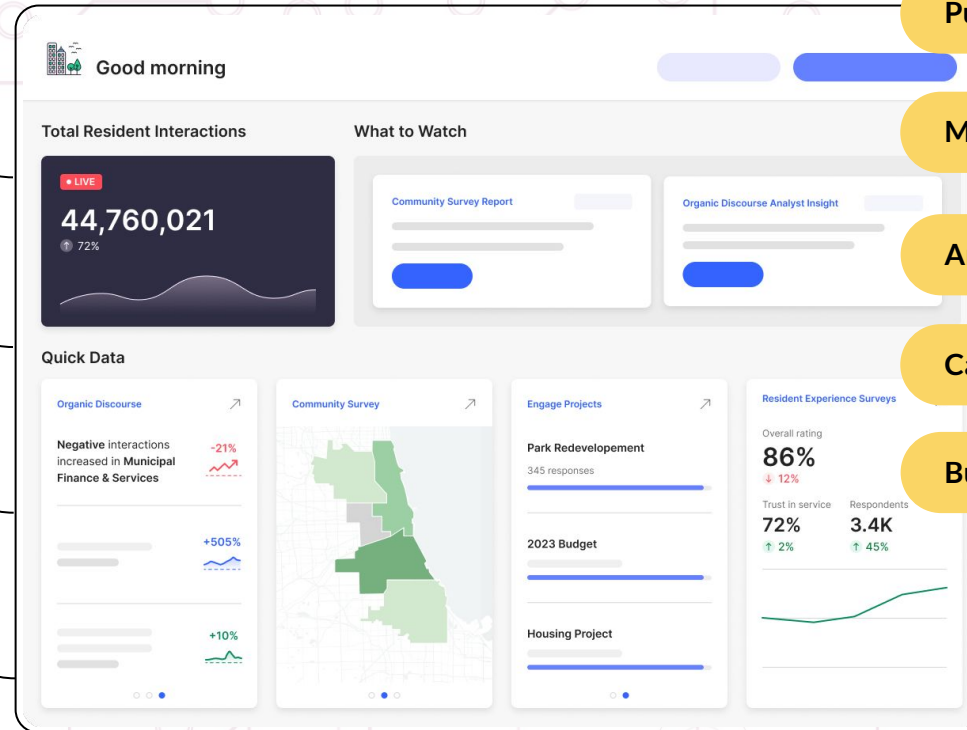
# Introducing the Zencity 360 platform

Sentiment analysis

Community surveys

Digital engagement

Experience surveys



Performance Management

Public Safety & Trust

Messaging & Communications

Annual & Strategic Planning

Capital Projects

Budget & Resource Allocation

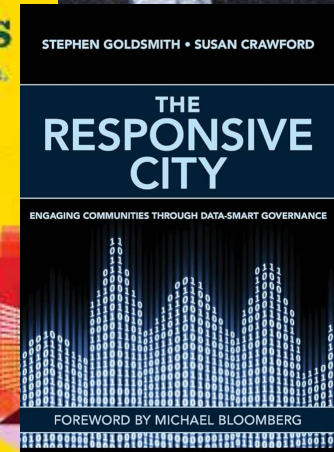
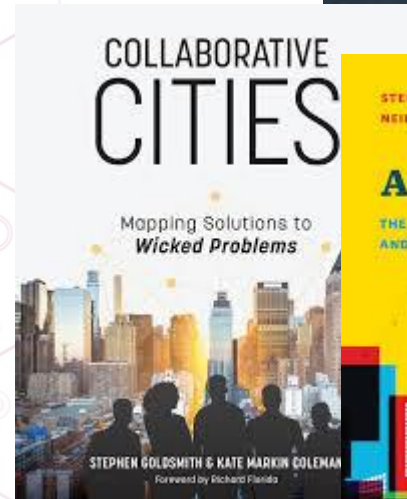
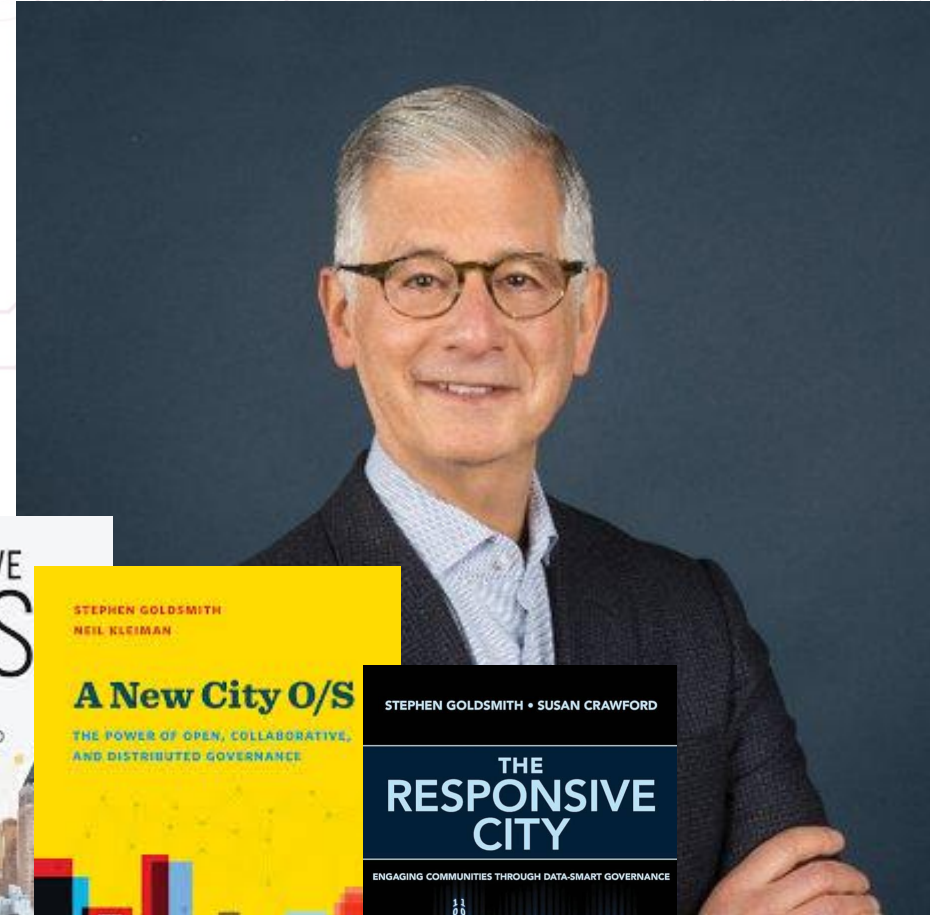
Collect Input

Analyze with advanced AI

Build Trust

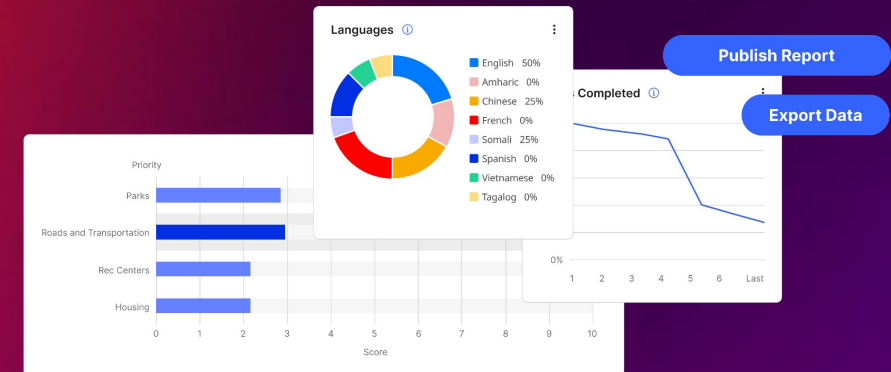
# Introducing: Prof. Stephen Goldsmith

- 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".



# 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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