

# Request for Legislative Action

Ord. #5770  
Sponsor: Megan L. Marshall  
Date: July 31, 2023

Completed by County Counselor's Office			
Action Requested:	Ordinance	Res.Ord No.:	5770
Sponsor(s):	Megan L. Marshall	Legislature Meeting Date:	7/31/2023

Introduction
<b>Action Items:</b> ['Authorize', 'Appropriate', 'Award', 'Transfer']
<b>Project/Title:</b>
Appropriating \$200,000 from the Undesignated Fund Balance of the American Rescue Plan Fund (ARPA) No. 050 for the purpose of conducting ongoing community surveys to help the County determine community priorities for the use of ARPA funds and future budget allocations; authorizing the County Executive to enter into a one-year contract with Zincity via a cooperative purchasing agreement with Harris County, Texas and allowed under Section 1030.4 of the Jackson County Code.

Request Summary
<p>This ordinance requests the appropriation of \$200,000 in ARPA funds to conduct a community survey for Jackson County to determine budget and policy priorities for the coming term of the County legislature. ARPA guidelines allow the use of these funds for community engagement. Administration staff did some research to identify the latest trends in conducting community surveys to determine the most efficient and effective way of collecting this information. The recommended approach is a series of surveys with a limited number of questions where residents are accessed via social media and phone. This replaces the traditional approach of long surveys that are conducted primarily by mail, have long lag times, lower overall response and are the same cost as this new approach.</p> <p>This ordinance further asks that the Legislature authorize a \$200,000 contract with Zincity who will conduct the survey on our behalf and report the findings. They will also open up the platform for use by the other cities in the County who may wish to take advantage of these surveys. The software will also allow the County to expand its real-time social media monitoring and recommend strategies to quickly respond to issues involving County government. County staff working with the Legislature will develop the ongoing series of questions and the various topics to be surveyed (budget, housing, etc.) with Zincity distributing the questions, managing the data collection and integrity and reporting the results. Surveys can also be targeted to specific geographic locations such as legislative districts or specific parks to gather more targeted information.</p> <p>Under Section 1030.4 of the Code we are recommending that a contract procured by Harris County, TX through the OMNIA Partners, Public Sector Cooperative Purchasing Program be used as the vehicle to procure these services and allow survey work to commence in time for the 2024 County budget cycle. In some States, governments may only be able to purchase specific goods (or may choose to for internal governance reasons) through specific contracting vehicles. This was the case with Harris County. In these circumstances, Zincity uses a reseller like Carahsoft who has access to these connecting vehicles, and authorizes them to enter into a contract with the County on our behalf. The end result for the client is not affected in any way</p>

## Request for Legislative Action

This ordinance recommends a one year contract with up to two options to extend. If value is received, non-ARPA funds would be utilized for years two and three of the contract and with approval of the Legislature.

### Contact Information

<b>Department:</b>	County Executive Office	<b>Submitted Date:</b>	6/30/2023
<b>Name:</b>	Troy Schulte	<b>Email:</b>	TSchulte@jacksongov.org
<b>Title:</b>	County Administrator	<b>Phone:</b>	816-881-1079

### Budget Information

Amount authorized by this legislation this fiscal year:	\$200,000		
Amount previously authorized this fiscal year:	\$ 0		
Total amount authorized after this legislative action:	\$200,000		
Is it transferring fund?	Yes		
<b>Transferring Fund From:</b>			
Fund:	Department:	Line Item Account:	Amount:
050 (American Rescue Plan Fund)	9999 (*)	32810 (Undesignated Fund Balance)	\$200,000
<b>Transferring Fund To:</b>			
Fund:	Department:	Line Item Account:	Amount:
050 (American Rescue Plan Fund)	1221 (Office of Communications)	56663 (Software As A Service)	\$200,000

### Prior Legislation

#### Prior Ordinances

Ordinance:	Ordinance date:

#### Prior Resolution

Resolution:	Resolution date:

### Purchasing

Does this RLA include the purchase or lease of supplies, materials, equipment or services?	Yes
Chapter 10 Justification:	Fixed Price Contract
Core 4 Tax Clearance Completed:	Not Applicable
Certificate of Foreign Corporation Received:	Not Applicable
Have all required attachments been included in	Yes

## Request for Legislative Action

this RLA?	
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<b>Compliance</b>	
<b>Certificate of Compliance</b>	
In Compliance	
<b>Minority, Women and Veteran Owned Business Program</b>	
Goals Not Applicable for following reason: Contract is with another government agency	
MBE:	.00%
WBE:	.00%
VBE:	.00%
<b>Prevailing Wage</b>	
Not Applicable	

<b>Fiscal Information</b>	
<ul style="list-style-type: none"><li>Funds sufficient for this appropriation and/or transfer are available from the source indicated on the budget information tab.</li></ul>	

## Request for Legislative Action

### History

Submitted by County Executive Office requestor: Troy Schulte on 6/30/2023. Comments:

Approved by Department Approver Sylvya Stevenson on 6/30/2023 2:10:57 PM. Comments:

Returned for more information by Purchasing Office Approver Barbara J. Casamento on 6/30/2023 3:14:27 PM. Comments: The attached contract is for educational software with Carahsoft and does not match the vendor suggested for award

Submitted by Requestor Troy Schulte on 7/14/2023 2:28:57 PM. Comments:

Approved by Department Approver Sylvya Stevenson on 7/14/2023 3:12:25 PM. Comments:

Approved by Purchasing Office Approver Barbara J. Casamento on 7/14/2023 3:33:07 PM. Comments:

Approved by Compliance Office Approver Jaime Guillen on 7/14/2023 4:01:31 PM. Comments:

Approved by Budget Office Approver David B. Moyer on 7/17/2023 9:27:22 AM. Comments:

Approved by Executive Office Approver Sylvya Stevenson on 7/17/2023 9:44:03 AM. Comments:

Approved by Counselor's Office Approver Jamesia Manning on 7/26/2023 10:50:52 AM. Comments:

# Supplemental Appropriation Request Jackson County, Missouri

Funds sufficient for this appropriation are available from the source indicated below.

Date: July 24, 2023

Ord # 5770  
eRLA ID #: 1000

<u>Org Code/Description</u>	<u>Object Code/Description</u>	<u>From</u>	<u>To</u>
<b>050</b> <b>American Rescue Plan Fund</b>			
9999 -	32810 Undesignated Fund Balance	\$ 200,000	\$ -
1221 Office of Communications	56663 Software As A Service	-	200,000
		<u>\$ 200,000</u>	<u>\$ 200,000</u>

**APPROVED**  
By Mark Lang at 1:55 pm, Jul 24, 2023

Budget Office



# Continuous and Inclusive Community Engagement

## Zencity Scope of Work for Jackson County, MO



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

Todd Gloria, San Diego Mayor



# Executive Summary

## Background

Understanding the diversity of a community's sentiment is a crucial part of the success of Jackson County's work. A key step in that effort is the creation of feedback through which residents can communicate needs, priorities and opinions on the various aspects of County government, so that departments can take action around those priorities and serve their community.

The challenge is that understanding these needs can be daunting - traditional engagement methods used to gauge sentiment tend to be limited and skewed, often hearing from a small sample of the community resulting in anecdotal, point in time data. It also requires investing incredible resources from staff while doing so.

This challenge becomes ten fold more difficult in a County like Jackson, made up of over a dozen individual municipalities, each with different needs, priorities, language and habits.

## Proposed

## Approach

In the following pages, we outline how Zencity's platform can be applied to better understand Jackson County residents' sentiment, priorities and opinions toward key County services and projects, and provide County staff a granular understanding of service delivery satisfaction and gaps. We also outline a model for executive leadership to track this data.

We believe there is no "one solution" that can fully address the task of gauging resident sentiment. To really hear from the community in an inclusive and continuous manner, we are required to use a multifaceted approach - a combination of utilizing different "sensors" to hear from all the community, around all issues, over time and on time.

## Outcome

By utilizing Zencity, Jackson County will understand public perception about County services, projects, and other areas of focus. Zencity will collect **real-time data countywide** across various communities. Staff will be able to better test what strategies are or are not working in the public's eye, and investigate - down to the neighborhood and demographic level - the critical factors driving sentiment around safety, health, public works and more.

Utilizing technology & methodology leveraged by over 300 local governments - including the Counties of Shelby, Riverside, Santa Clara - **Jackson County will be able to reach residents in an equitable, inclusive manner**, to deliver inclusive community-informed solutions.

# Understanding the County of Jackson - Goals

## Scope of work - Goals

During our initial conversations with Jackson County leadership, we have learned that the Legislature has a strong desire for inclusive engagement, and wishes to maximize gauging community input over the coming years in the critical decisions that will drive the future of the County. This sentiment was echoed by County Administration.

- Having been granted over \$100 million in ARPA funding, Jackson County wishes to better understand resident priorities in spending these funds, as well as a mechanism to understand the impact of investments made on resident satisfaction. With several competing priorities, getting ongoing feedback around specific services and areas can help Elected Officials and Administration ensure funds are going to the areas of most impact.

Moreover, moving from ad-hoc and 'point-in-time' feedback to an ongoing process will allow County leadership to assess the success of projects mid-cycle, rather than having to rely on operational data or anecdotal feedback.

- The traditional functions of Jackson County are evolving, with needs around crime prevention, homelessness and transportation planning potentially becoming part of the County's remit (traditionally functions handled by local cities and partner agencies). As the County cannot take on every potential role with limited resources and budget, it needs a way to rank and assess the areas of largest possible impact.
- With limited in-house Communications resources, it is impossible to keep track of the thousands of different resident conversations taking place across the County. Many of these 'conversations' have significant impact of County government, doubly so if misinformation is circulating (the recent example of property tax filing overwhelming County systems).

An efficient system to highlight key community conversations, plus understand takeaways for effective communication, can alleviate the pressure caused by an increasingly digitized resident base.

**The Scope of Work that follows is designed to begin to address these goals.**



# The Zencity Solution - Overview



## Zencity Community Survey

Measure satisfaction over time and ask about timely issues.



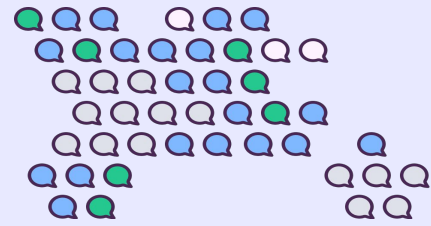
## Zencity Organic

Connect to the conversations that are already happening online.



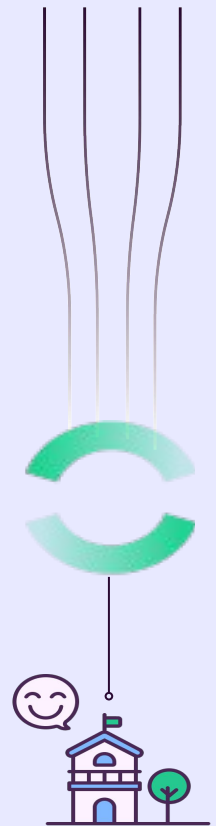
## Zencity Engage

Shape ideas through collaborative conversations.



## The whole view in one platform

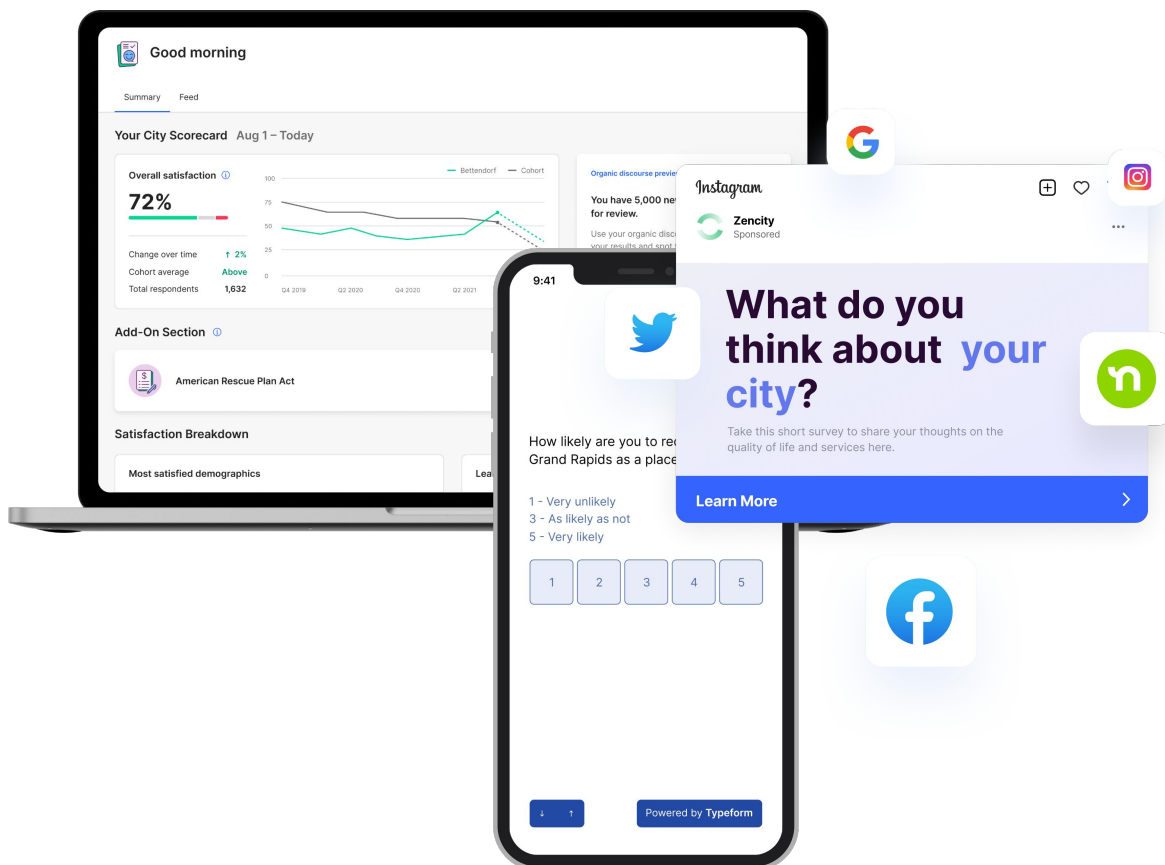
More angles.  
More voices.  
All in one place.



# Zencity Community Survey

Zencity Surveys aim to address the main challenges that cause traditional government surveying to be inefficient and ineffective including:

- Traditional surveys are conducted offline via mail and phone interviews to a random sample of residents (usually resulting in the most engaged and vocal taking the time to respond);
- Some surveys include lengthy questionnaires that are formally structured, reducing accessibility;
- Surveys that rely on printed, static reports with long lists of raw text, creating high dependency on vendor for conclusions; and
- A stale process that usually takes 3 months, occurs every 1-2 years, and results in a 'moment in time' feedback.



# Zencity Community Survey

In contrast, Zencity Surveys are designed, deployed, and analyzed for you, and are:

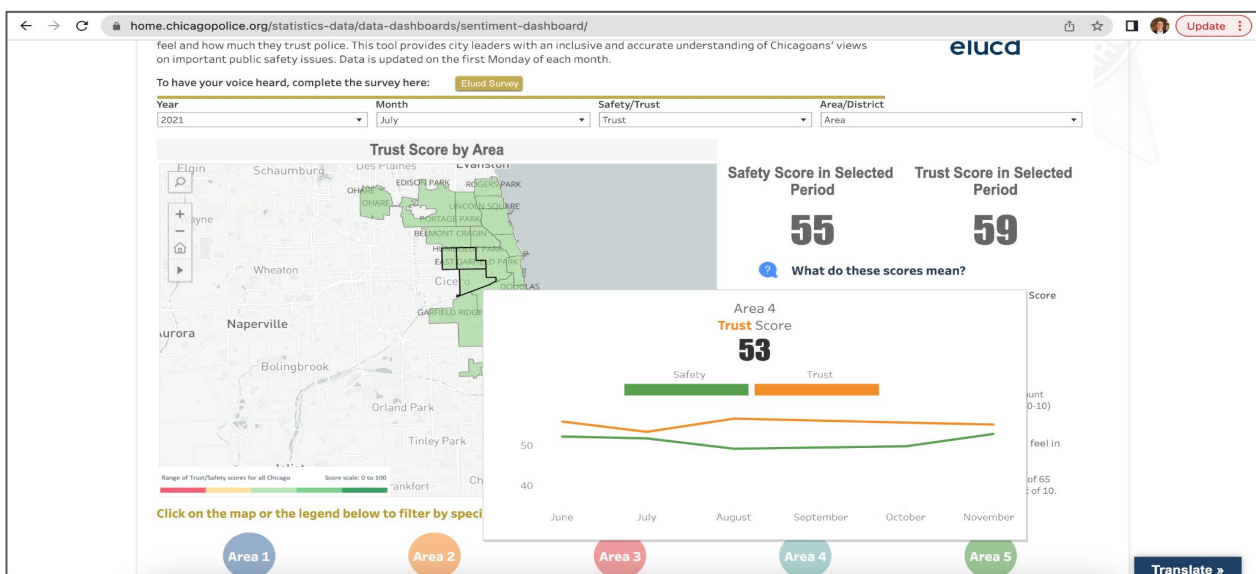
- Digitally distributed via targeted ads to reach a representative sample (based on Census data), meeting Jackson County residents 'where they are';
- Encompass multiple target languages;
- Include concise, user-friendly questionnaires to remove barriers to completion;
- Are displayed via a dashboard with updated 24/7 with resident satisfaction score and live view of responses to open-ended questions;
- Can reach 90% of residents; and
- Completed in 8 minutes or less.

Zencity will survey the Jackson County community 24/7, 365, ensuring that responses are statistically significant and demographically representative based on the latest Census data, taking into account: race, age, sex, education, income level, language.

Importantly, these surveys can be **geographically segmented** into areas of Jackson County as chosen by the Agency (e.g. City, district, Zip etc.), and **the questionnaire can be amended** as priorities evolve month over month.

Additionally, the County has the option to distribute the survey manually and 'offline'. Zencity can enable a 24/7 phone-line that residents can call to answer the survey questionnaire.

For transparency and trust-building, this data can be published on the County's website.



# Zencity Organic Sentiment Analysis

Zencity’s Organic tool will help the County of Jackson recognize emerging trends and get a bird’s eye view on public sentiment around services and initiatives, by analyzing the publicly available, anonymized discourse happening online regarding life in the County. Used in concert with Community Surveys, Organic helps provide a 360 view of resident perception of County government and related issues.




By **mapping, tracking and measuring** resident sentiment over time you will be able to understand how residents feel towards Jackson County initiatives on sanitation or other issues. This powerful tool will allow you to identify opportunities to communicate proactively, and allocate the right resources early.

Our platform enables users to monitor discourse and sentiment about services at large as well as about specific topics over any given period of time – focusing attention and saving time. The County will have access to an unlimited number of “projects”. Projects can cover a variety of topic areas including:

- Crisis Response issues (e.g. protests, public safety issues, floods / hurricanes)
- Strategic Initiatives (e.g. homelessness, budget, development projects)
- Communications strategy and operation (i.e. to analyze resident feedback to various communication methods / channels).

With Jackson County project dashboards you will be able to aggregate all relevant anonymized discourse taking place on publicly available channels, including the ability to alert staff when anomalies are detected in your discourse on key issues.

The screenshot displays a dashboard interface for managing sentiment analysis projects. At the top right, there is a prominent blue button labeled "Request a Project". Below this, a table lists three projects, each with a representative image, a name, sentiment data, and a management button.

NAME	SENTIMENT	Management
 <b>Winter Carnival</b>	13% ↑ 36% 16% ↓ 28%	<a href="#">Manage</a>
 <b>Sense of Public Safety</b>	13% ↑ 36% 16% ↓ 28%	<a href="#">Set Up</a>
 <b>Bicycle Lanes</b>	13% ↑ 36% 16% ↓ 28%	<a href="#">Set Up</a>

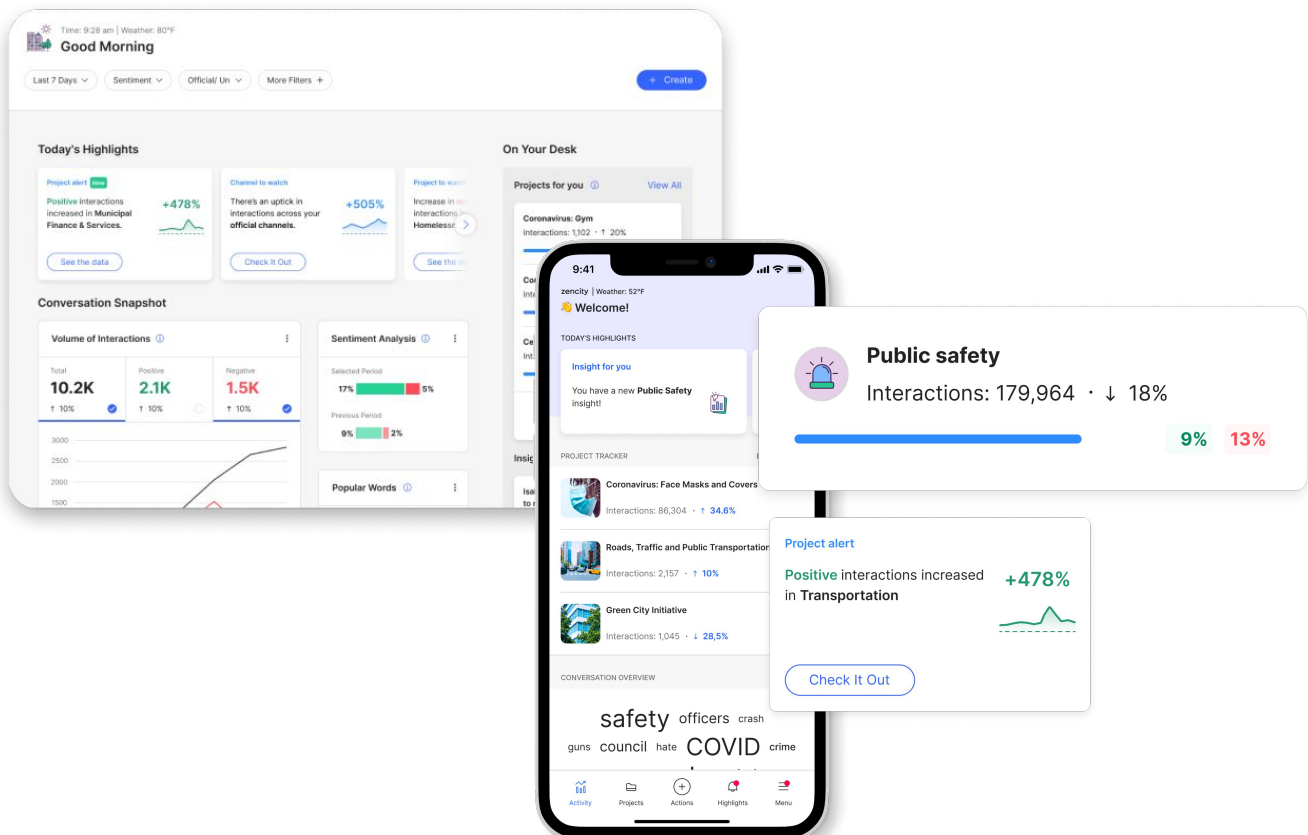
# Zencity Organic Sentiment Analysis

## Insights:

Included in the County's package is an ongoing relationship with a team of data analysts who will comb through public discourse to find actionable insights to advance your work. Jackson County's users will have the opportunity to highlight specific areas of importance (e.g. an upcoming Legislative meeting, or a contentious initiative) where analysis will be most helpful.

For example, with this information, the Jackson County assigned Zencity team will synthesize public discussion about a homelessness clean-up effort to deliver an Executive Brief ('Insight Report') that can summarize everything said on that topic and how Jackson County staff might change strategy or communications to address the concerns.

**Insights are purpose-built to provide leaders with the information to make informed decisions, beyond relying on a vocal minority of voices through traditional channels.**



# Zencity Engage

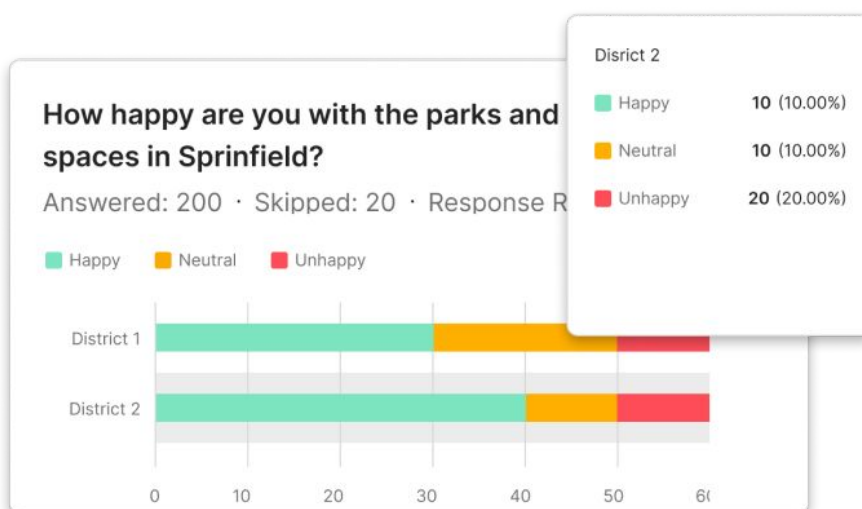
**Engage** is a collaborative portal for public conversations - enabling Jackson County stakeholders to foster meaningful dialogue, and understand the communities they serve. By accessing Engage across the entire County, every department can aim to connect with residents in the same way.

**Zencity Engage** is branded to the County's needs, incorporating the images, colors and text that speaks specifically to Jackson County's unique community. Specific projects enable residents to visit a portal, learn about your work, and submit feedback relating their sentiment. Many of our clients use Engage to foster participatory budgeting conversations or allow residents to provide feedback on transportation or key capital projects.

Ultimately, Jackson County has access to an unlimited number of projects, which allows you to create living, breathing project pages that targeted residents can use to:

- Understand Department programming (justification, timeline, impacts);
- Sign up for updates / notifications;
- Provide direct, in-depth feedback on initiatives; and
- Collaborate with other residents (overseen by AI moderation).

Building projects on Engage is simple, and analysis of any engagement effort is completed automatically within the platform – there is no need to export Excel spreadsheets – which allows you to understand results in record time, with machine learning for text analysis, and cross-tabbing for quantitative responses.



# Services, support and roll out

Zencity’s solutions are designed for simple setup and maintenance where you’ll go live with your projects and learn from resident feedback in weeks – not months. As a cloud solution, we are committed to your success. Our services are a continuum of our offering, and are designed to ensure a best-in-class implementation, maximize ROI and save valuable staff time.

In our premium services approach, we make it a priority to understand your organizational needs in order to design and implement a service layer which provides meaningful ongoing value. Here is how you will be onboarded to the Zencity platform with ongoing support:

Service Package	What’s included
<p><b>Ongoing Support and Service (included)</b></p> <p>Zencity’s dedicated Enterprise Customer Success Manager partners with your organization to design a fit-for-purpose approach which trains and enables staff to be capable users of the platform.</p>	<ul style="list-style-type: none"> <li>- Dedicated Enterprise Customer Success Manager</li> <li>- Onboarding for key stakeholders</li> <li>- Quarterly check-in and Review of Survey Results</li> <li>- Survey expert support for phrasing of custom questions</li> </ul>
<p><b>Premium Onboarding Services</b></p> <p>Zencity’s Premium Onboarding Service starts with an in-depth needs assessment which is used to inform a custom integration model. Our Industry Experts work with your Executive team to drive alignment from leadership through to day-to-day use of the platform.</p>	<ul style="list-style-type: none"> <li>- Dedicated Industry Expert</li> <li>- Executive Platform Briefings and Analyses</li> <li>- Needs Assessment including internal stakeholder interviews and Executive Workshops</li> <li>- Custom Integration Model and Recommendations</li> <li>- Premium training sessions, based on custom use cases, informed by Industry Experts</li> </ul>
<p><b>Premium Ongoing Analytics and Content</b></p> <p>Zencity’s Premium Ongoing services provides a dedicated Sr. Data Analyst and researcher to guide your organization through custom data analytics, survey research presentations, Executive Quarterly Reviews, setup of your Engage Platform and an annual Gap Analysis with strategic and tactical recommendations.</p>	<ul style="list-style-type: none"> <li>- Dedicated Sr. Data Analyst</li> <li>- Custom Data Analysis and Insights</li> <li>- Executive Quarterly Reviews, informed by Sr. Data Analyst &amp; Industry Expert</li> <li>- Engage Platform Setup</li> <li>- Survey Results Presentation</li> <li>- Gap Analysis with recommendations</li> </ul>



# Commercial Terms

Name	SKU	Product Description	Unit Price	Term	Net Price (per year)
<b>Zencity 360 Full Community Engagement Platform</b>	ZC-360	<p><b>Community engagement platform provides local government professionals with all the essential tools to hear from their communities:</b></p> <p><b>Zencity Community Surveys:</b></p> <ul style="list-style-type: none"> <li>• Quarterly recurring, online survey measuring resident satisfaction, statistically significant to 95% confidence interval</li> <li>• Up to 30 standardized questions with 10 additional custom sections.</li> <li>• Quarterly summary report with automatic ongoing midterm reports</li> <li>• Live dashboard, including resident response comment feed, and performance scores</li> <li>• Broken down to the chosen geographic level</li> <li>• Includes demographic information including race, age, sex, education level and income.</li> </ul> <p><b>Zencity Organic:</b></p> <ul style="list-style-type: none"> <li>• Unlimited usage across the County.</li> <li>• Unlimited projects on any topic for County staff to process and analyze organic discourse;</li> <li>• Unlimited public data sources across social media (Facebook, Twitter, Reddit, Instagram etc.) and traditional media;</li> <li>• In depth reporting tool including templates for comms reports, Legislature briefings and more.</li> <li>• Monthly 'Insight reports': Executive briefings created by Zencity data team that summarize public discourse on specific issues</li> <li>• Ongoing access to live dashboard to monitor discourse in real-time</li> <li>• Automated notifications to alert County staff on key issues driving resident attention and sentiment</li> <li>• Access to Zencity publishing to manage social media publishing on select accounts</li> <li>• API access to integrate data to any other dashboard.</li> </ul> <p><b>Zencity Engage:</b></p> <ul style="list-style-type: none"> <li>• Community engagement interface to share essential project context and invite resident collaboration and input</li> <li>• All basic engagement templates with automatic translation to 29 languages</li> <li>• Community Asks - unlimited simple templated polling with selected language translations</li> <li>• Community Idea Boards: pages for residents to collaborate and discuss initiatives / projects together</li> <li>• Automated comment and discussion moderation for civility</li> <li>• External data publishing capabilities</li> <li>• Access to up to 3 projects for each of the 16 incorporated cities within Jackson County</li> </ul>	\$200,000	3 Years	<b>\$200,000</b>
<b>Professional Services</b>	ZC-PSC	<ul style="list-style-type: none"> <li>• As detailed on page 8</li> <li>• Dedicated Industry Expert to embed into workflow</li> <li>• Needs Assessment</li> <li>• Premium training sessions</li> </ul>	\$50,000	1 year	<b>\$50,000</b>
<b>Total Price</b>					<b>\$650,000</b>
<b>Total Fees Year 1</b>					<b>\$250,000</b>
<b>Total Fees Year 2</b>					<b>\$200,000</b>
<b>Total Fees Year 3</b>					<b>\$200,000</b>