

2022 ANNUAL CONFERENCE & EXPOSITION

ADAMS COUNTY COLORADO

Inclusive Civic Engagement to Create Thriving, Equitable Counties

Sunday, July 24, 8:00 AM – 9:15 AM | Location: Cottonwood 4-5 | Level 1

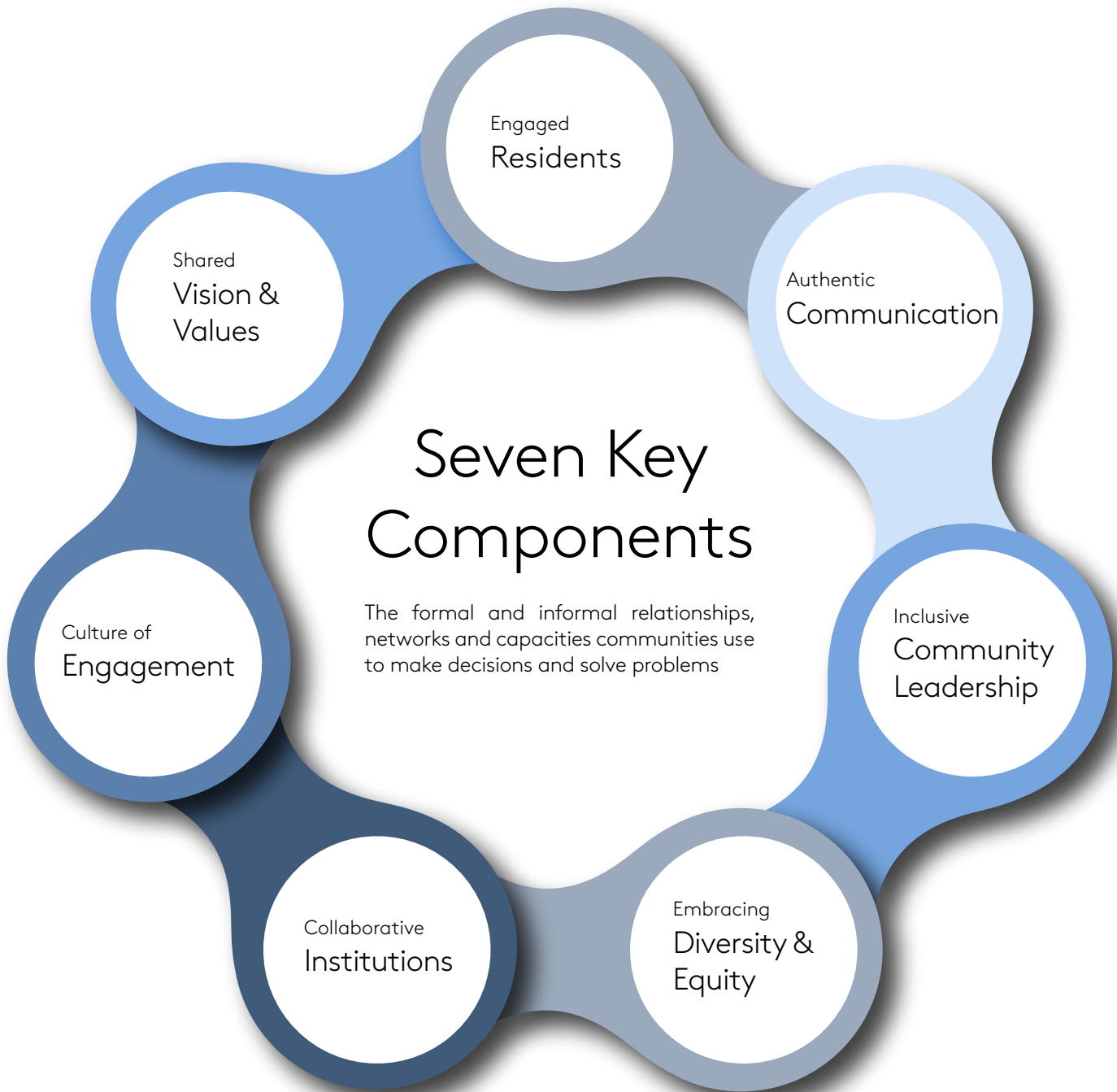
WiFi Network: Celerium4Counties

Passcode: Networkdefender!





National Civic League **Civic Index**



Sunday, July 24, 8:00 AM – 9:15 AM | Location: Cottonwood 4-5 | Level 1
Sunday, July 24, 8:00 AM – 9:15 AM | Location: Cottonwood 4-5 | Level 1
Sunday, July 24, 8:00 AM – 9:15 AM | Location: Cottonwood 4-5 | Level 1

2022 ANNUAL CONFERENCE & EXPOSITION

ADAMS COUNTY COLORADO

Inclusive Civic Engagement to Create Thriving, Equitable Counties

Sunday, July 24, 8:00 AM – 9:15 AM | Location: Cottonwood 4-5 | Level 1

WiFi Network: Celerium4Counties

Passcode: Networkdefender!



American Rescue Plan Act

State & Local Fiscal Recovery Fund
Community Outreach & Engagement

NaCo Annual Conference

July 24, 2022

Funding Principles

- **Center community voice** in decision-making
- **Honor County values** of equity/inclusion, accountability, service excellence, and transparency/communication
- **Build on foundation** of existing County and regional efforts
- **Maximize funding** by cross-mapping initiatives against more restrictive funding streams and State/Federal opportunities
- **Invest in best practices** by adding capacity, infrastructure, and expertise early
- **Focus on sustainability** with one-time uses or by establishing a path to sustainability

Engagement Efforts



COMMUNITY SURVEY
ETC INSTITUTE



**COMMUNITY
CONVERSATIONS &
LISTENING SESSIONS**
PUBLIC PARTICIPATION
PARTNERS



ECONOMIC ANALYSIS
EMSI BURNING GLASS



**DIGITAL INCLUSION
ANALYSIS**
GUIDEHOUSE &
PUBLIC PARTICIPATION
PARTNERS

Community Survey Findings

healthcare & education

25% of respondents experienced
severe daily disruption in 7 areas

1 of 10 respondents accessed
unemployment & food assistance

3 out of 5 received local COVID-19
info. from TV

Community Conversations

Guilford County ARPA Public Input Finding **Healthcare Investments**



- Making physical healthcare more affordable and more accessible
- Expanding access to mental health services
- Increasing support for community-based healthcare organizations
- Financing and increasing access to pandemic response supplies (PPE, testing, vaccines, etc.)

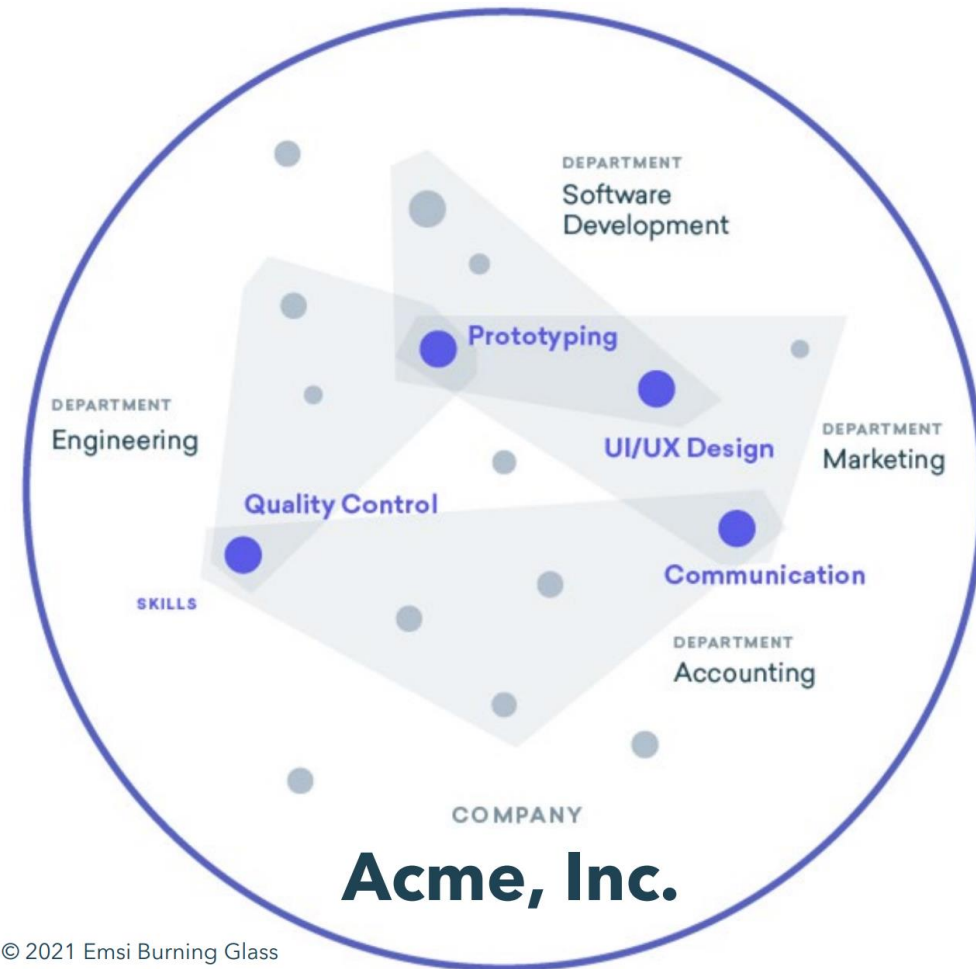
Guilford County ARPA Public Input Finding **Education Investments**



- After-school programs
- School facility repairs and rebuilds
- Teacher and school staff retention and recruitment
- School supplies
- Tuition assistance for college students

Economic Analysis

- Built on
 - 18 billion data points in Labor Market Info.
 - 100M+ Job Postings
 - 110M+ profiles and resumes
 - 30K Emsi open-sourced skills



© 2021 Emsi Burning Glass

Broadband Analysis

It is vital. Working from home, online classes, etc. are a part of my daily life. I get poor internet service in my area so it can be pretty frustrating.

Survey respondent

Thank goodness for the internet bill assistance out now cuz [sic] without it my internet would have been the first one cut off. I was on unemployment till September and since then we have struggled so bad. I'm trying to work what I can but I have 2 disabled adults to care for and 2 minor kids.

Survey respondent

Frustrating that home internet is so slow or goes out frequently. That's ok if it only impacts entertainment, but definitely NOT ok when it comes to remote learning

Survey respondent

Availability

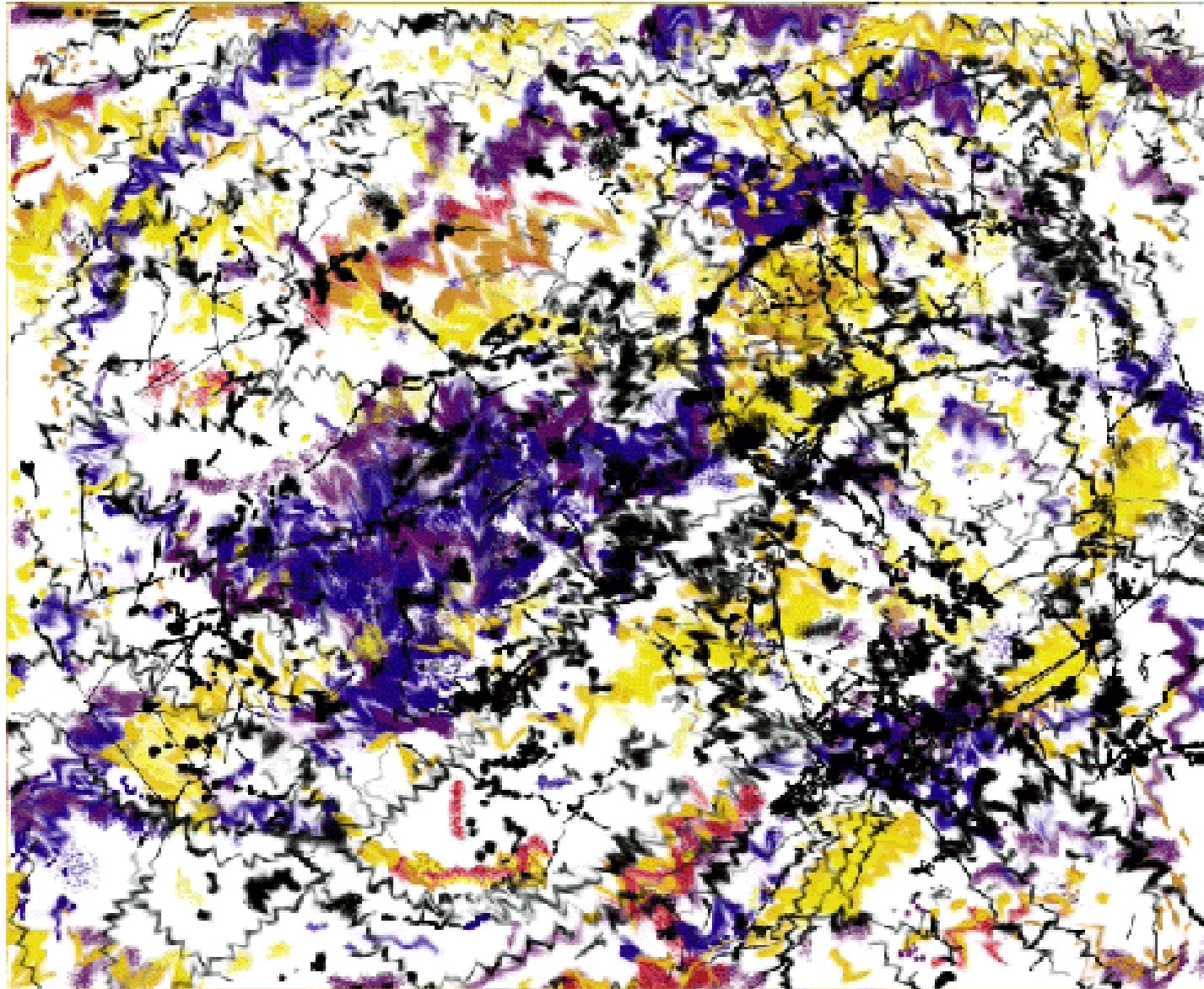
Is broadband available at an adequate speed necessary for work, school, etc.?

Affordability

Are the available broadband speeds at an affordable price point?

Adoption

Could households successfully use broadband if available and affordable?



Funding Principles

- **Center community voice** in decision-making
- **Honor County values** of equity/inclusion, accountability, service excellence, and transparency/communication
- **Build on foundation** of existing County and regional efforts
- **Maximize funding** by cross-mapping initiatives against more restrictive funding streams and State/Federal opportunities
- **Invest in best practices** by adding capacity, infrastructure, and expertise early
- **Focus on sustainability** with one-time uses or by establishing a path to sustainability

Board Priorities

Healthy Early Childhood Environments & Education

Access to Healthcare

Behavioral Health & Substance Use

Small Business, Economy, & Workforce Development

Broadband & Digital Inclusion

Strong Community & Government

Sunday, July 24, 8:00 AM – 9:15 AM | Location: Cottonwood 4-5 | Level 1
Sunday, July 24, 8:00 AM – 9:15 AM | Location: Cottonwood 4-5 | Level 1
Sunday, July 24, 8:00 AM – 9:15 AM | Location: Cottonwood 4-5 | Level 1

2022 ANNUAL CONFERENCE & EXPOSITION

ADAMS COUNTY COLORADO

Inclusive Civic Engagement to Create Thriving, Equitable Counties

Sunday, July 24, 8:00 AM – 9:15 AM | Location: Cottonwood 4-5 | Level 1

WiFi Network: Celerium4Counties

Passcode: Networkdefender!



Helping 300+ county & local governments engage residents, build trust, and improve services



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

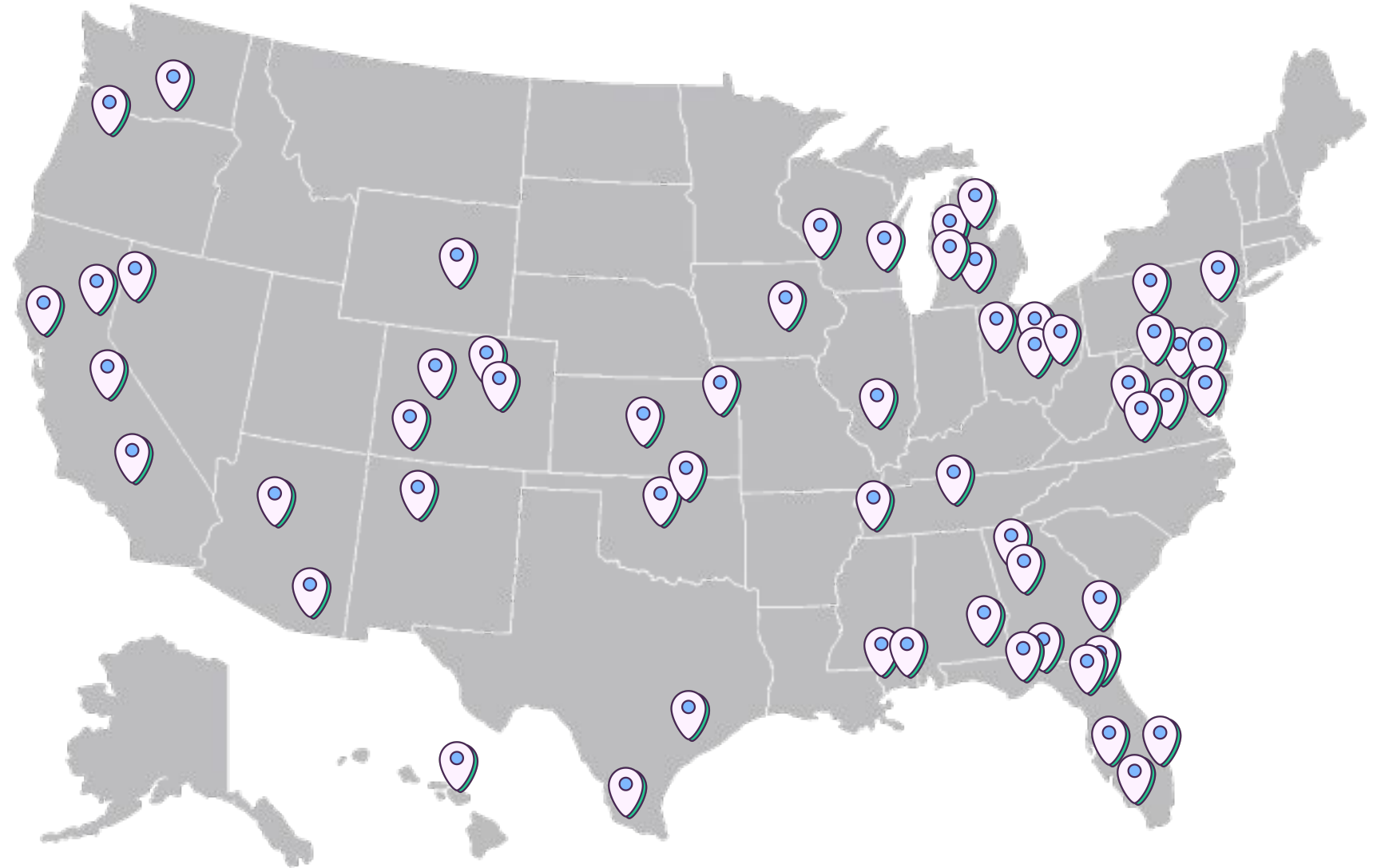
- Todd Gloria, San Diego Mayor





The ZenCounty Network

**56 Counties
Nationwide**



Evaluating quality of life & services is **challenging**

Residents often hold misconceptions

about the division of responsibility between the county and the jurisdictions within it

It requires significant effort, time & resources

to continually collect and analyze resident feedback



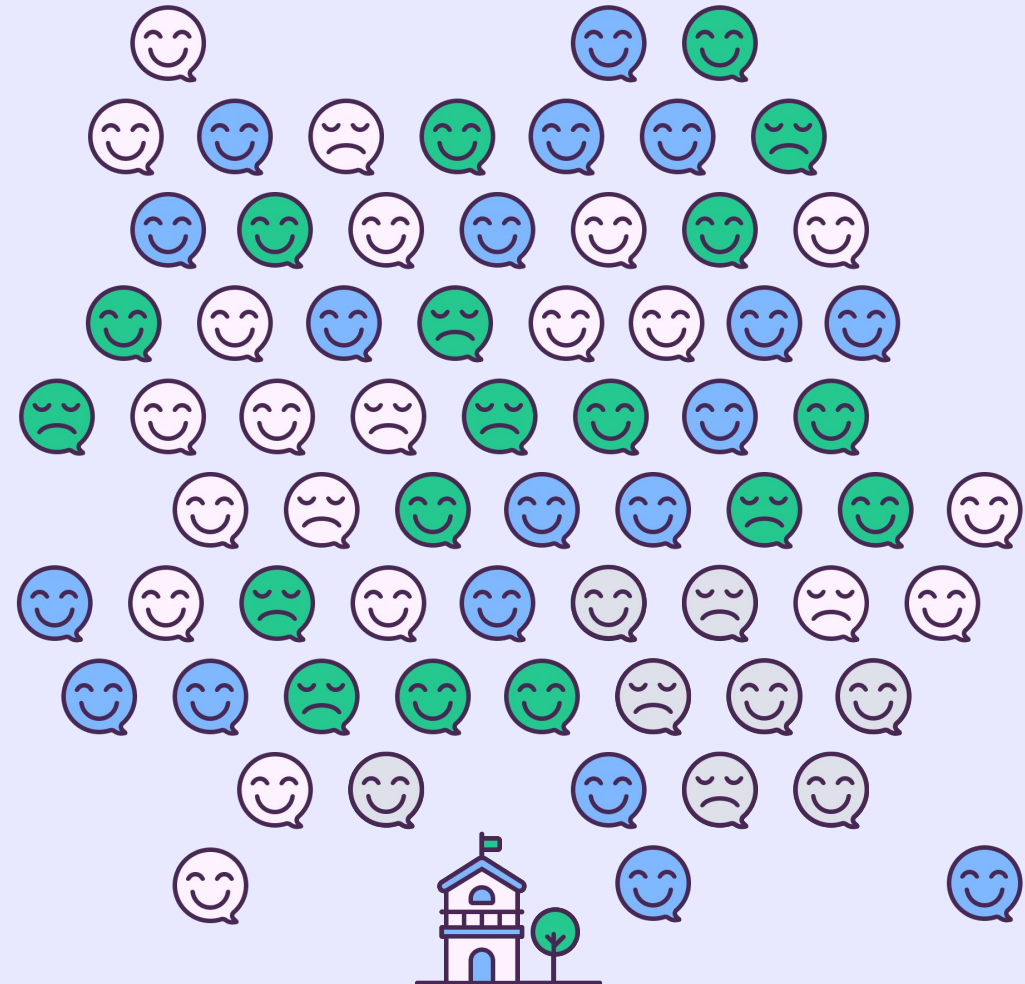
Making it **easier** to gather meaningful input

Hear from many more voices

by lowering the barriers to participation

Easily get meaningful takeaways

extracted for you from your community's input



More ways to be heard, more ways to listen



Organic input

Understand the conversation

across publicly available sources, like social & local media and 311/211 tickets



Proactive input

Gather feedback

on any issue using recurring & one-time scientific surveys



Collaborative input

Shape & discuss ideas

over interactive digital forums, together with your community

All in one platform

Organic Input - for a snapshot of your community

The dashboard for Springfield provides a comprehensive overview of community sentiment. Key features include:

- Springfield Scorecard (Aug 1 - Today):** Overall satisfaction is at 72%, with a 2% increase over time. The cohort average is above the target. Total respondents: 1,632.
- Organic Discourse Preview:** A notification indicates 5,000 new items for review, with a link to view the discourse.
- Discourse Analysis:** A detailed report from Nov 19, 2020, by Sara Lambert, highlights that July 4th fireworks discussions supported local government PSAs on safe fireworks usage, while minor negative sentiment was linked to concerns about poor enforcement.
- Add-On Section:** A progress bar for the American Rescue Plan Act shows 92% completion.
- Satisfaction Breakdown:** Most satisfied demographics include White (92%), while least satisfied include Black or African American (10%).
- Mobile App:** A notification for 'Daily Michigan Summary' (Dec 8, 2021) features a trending alert: a 75% increase in negative interactions in the COVID-19 Vaccine: Distribution Process project.

AI algorithms to group your data by departmental focus

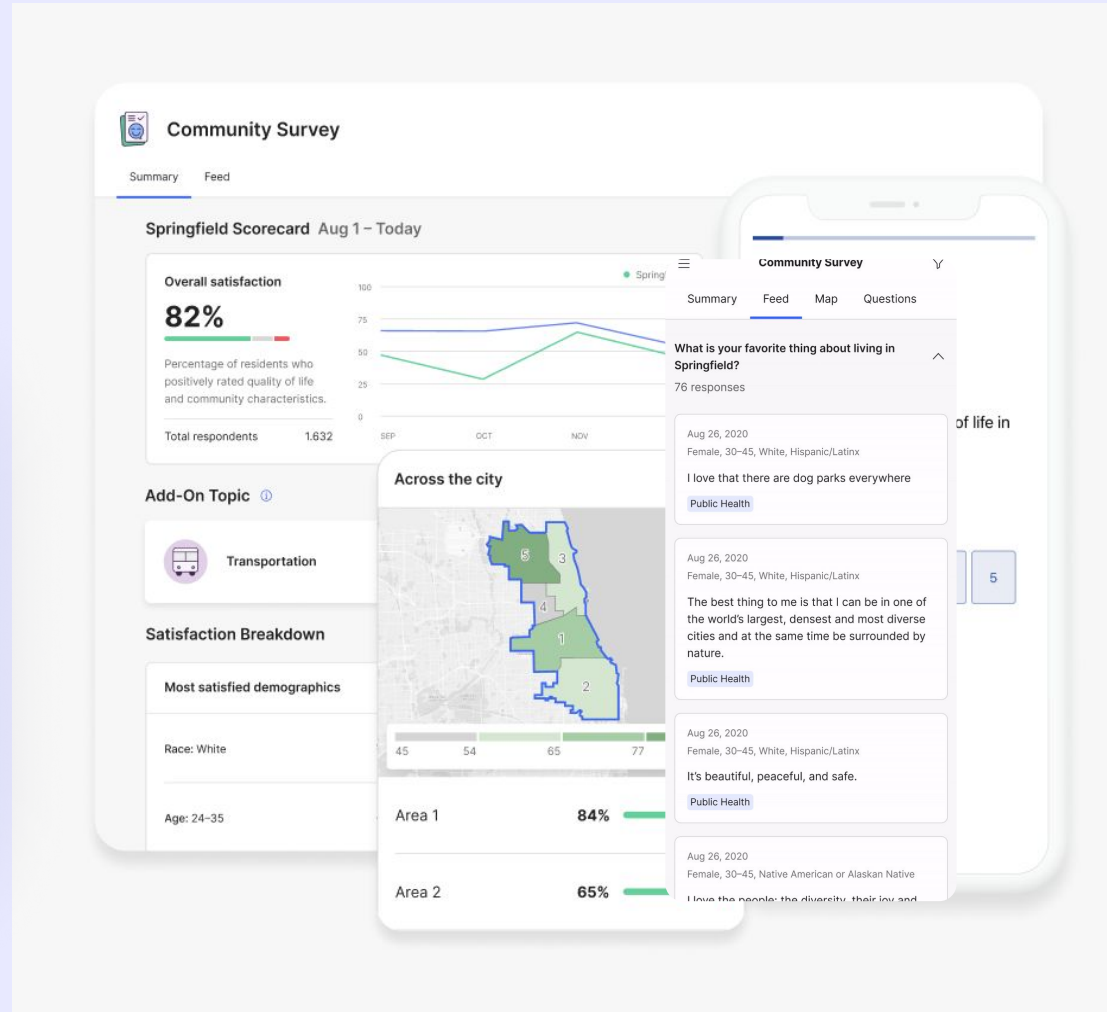
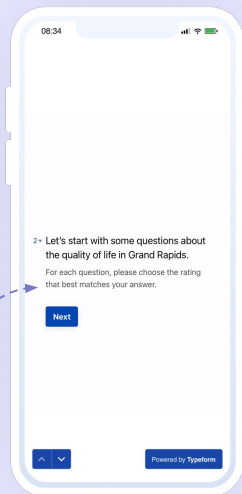
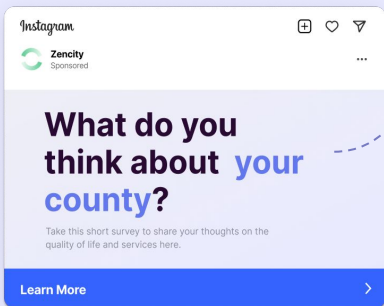
Filterable dashboard to browse data over time and by topic

Automated alerts & email roundups of your data

In-depth insights, reports & strategy from our experts

Proactive Input - for an in-depth understanding

Community Satisfaction Survey



Meet residents where they are with targeted ads to reach a census representative sample

Raise awareness of county responsibilities by sharing background info in the questionnaire

Access actionable insights from your own interactive dashboard

Get timely feedback & reports to support ongoing performance management

National Trends in Community Sentiment and Discourse

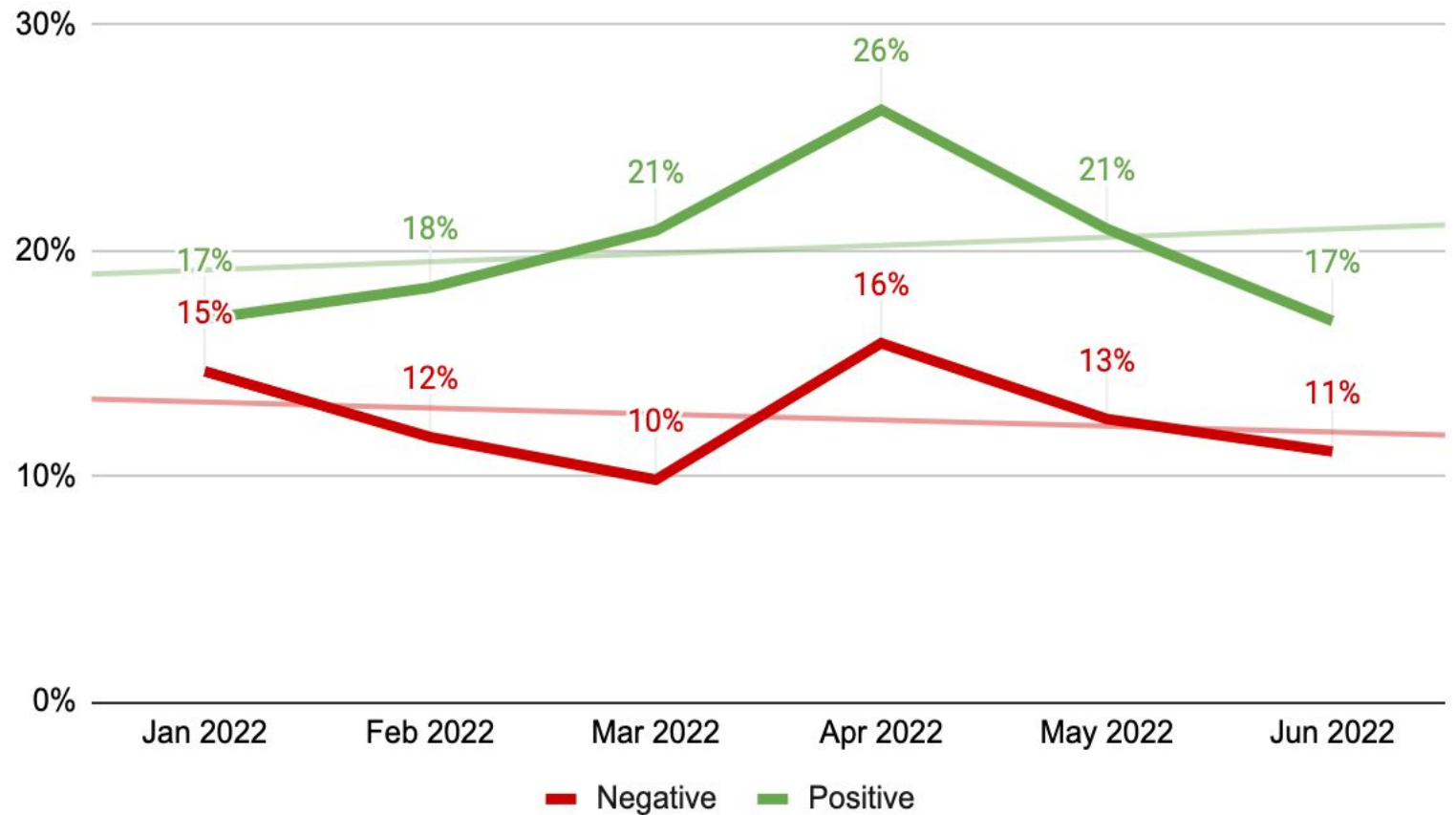


Local Discourse on a National Scale (Jan-June 2022)

Local discourse across the country has consistently shown higher positive sentiment than negative.

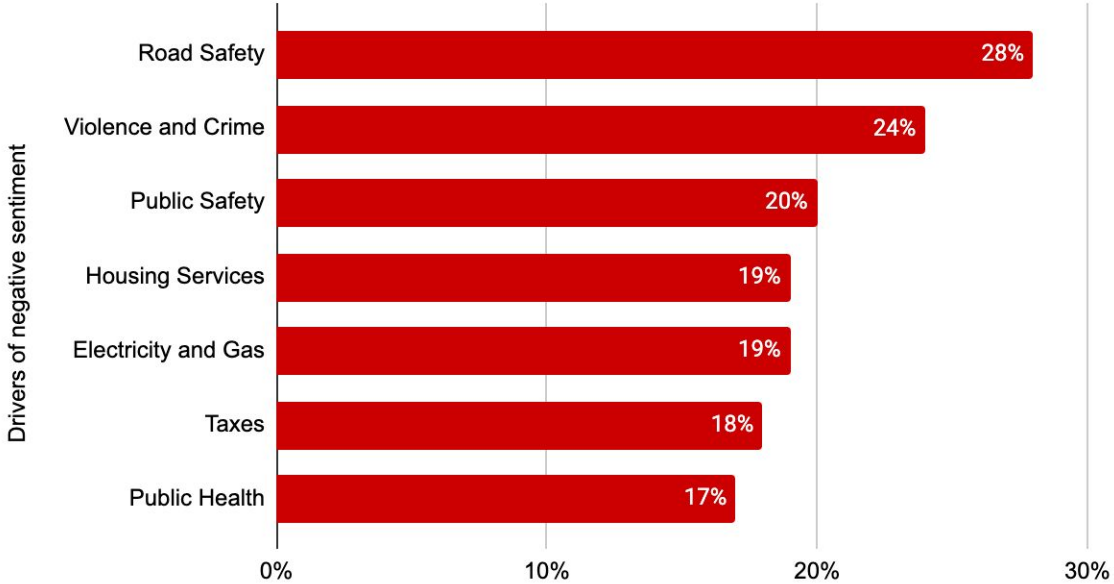
** Data from 260 cities and counties in the US*

Sentiment Trend Over Time

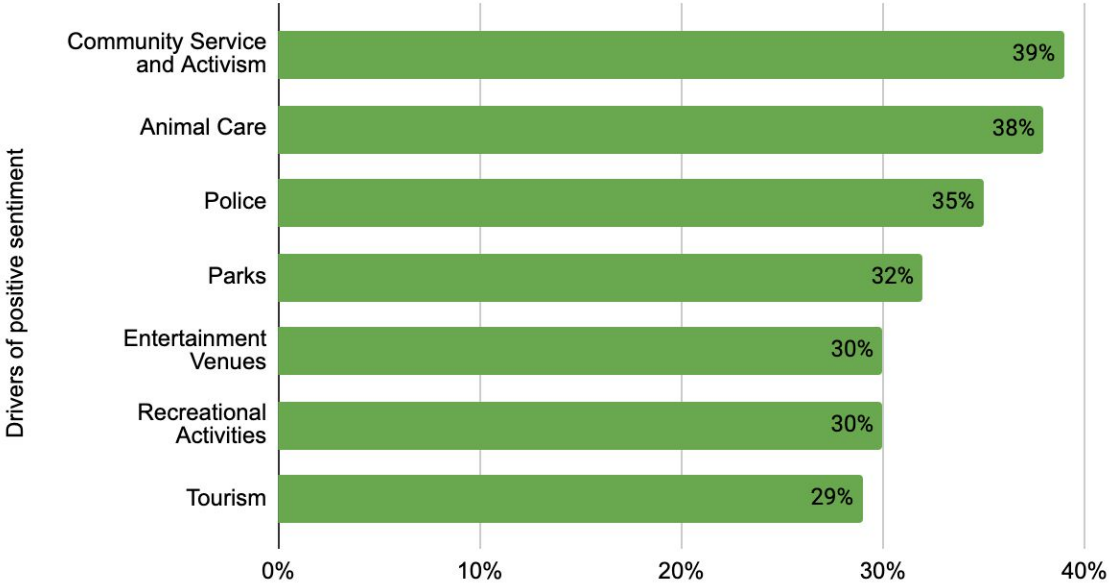


Local Discourse on a National Scale (Jan-June 2022)

Drivers of negative sentiment

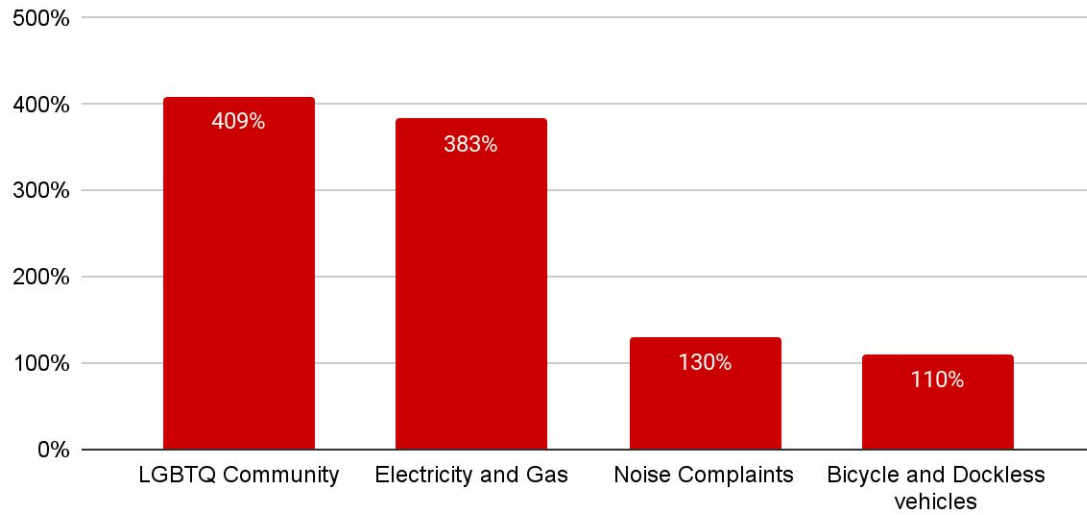


Drivers of positive sentiment



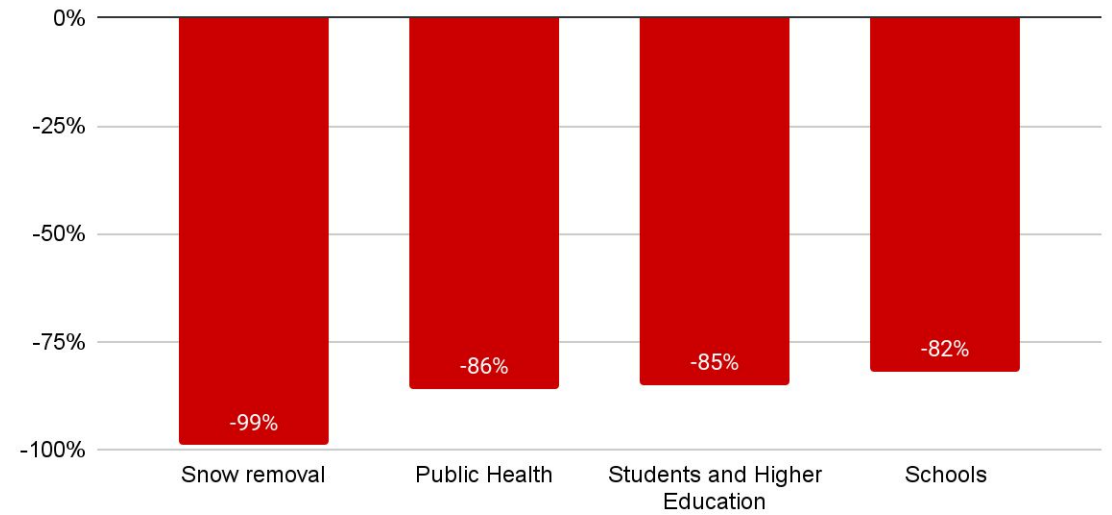
Local Discourse on a National Scale (Jan-June 2022)

Increase in Negative Interactions from Jan to June 2022



Biggest increase in negative sentiment june compared to jan

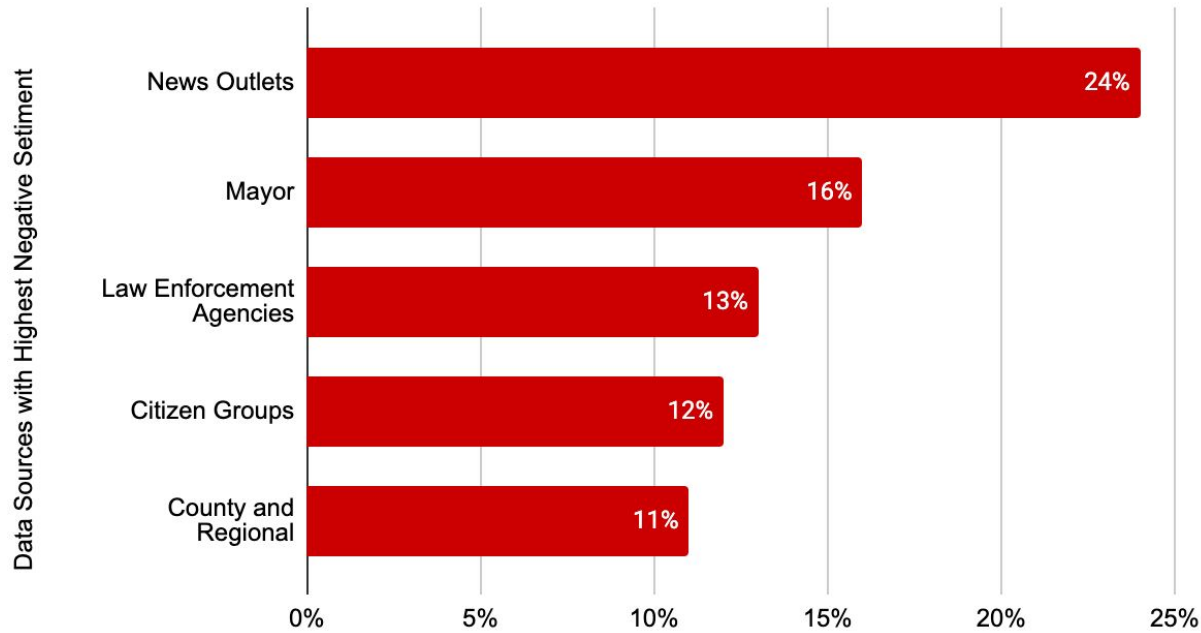
Decrease in Negative Interactions from Jan to June 2022



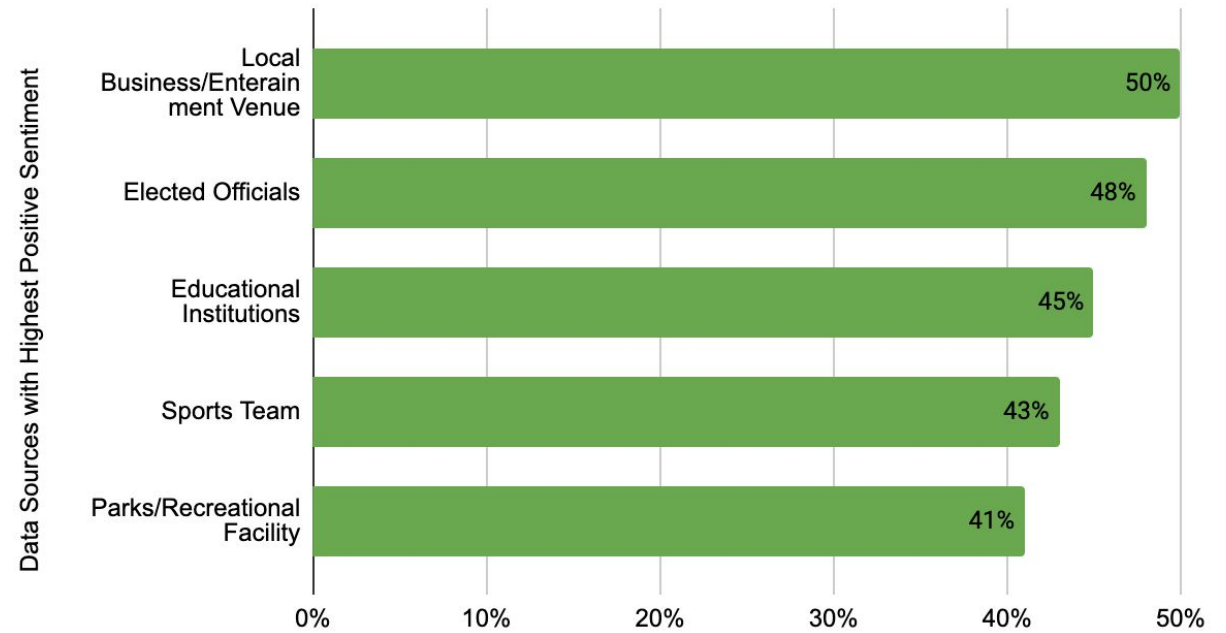
Biggest drop in negative sentiment

Local Discourse on a National Scale (Jan-June 2022)

Data Sources with Highest Negative Sentiment



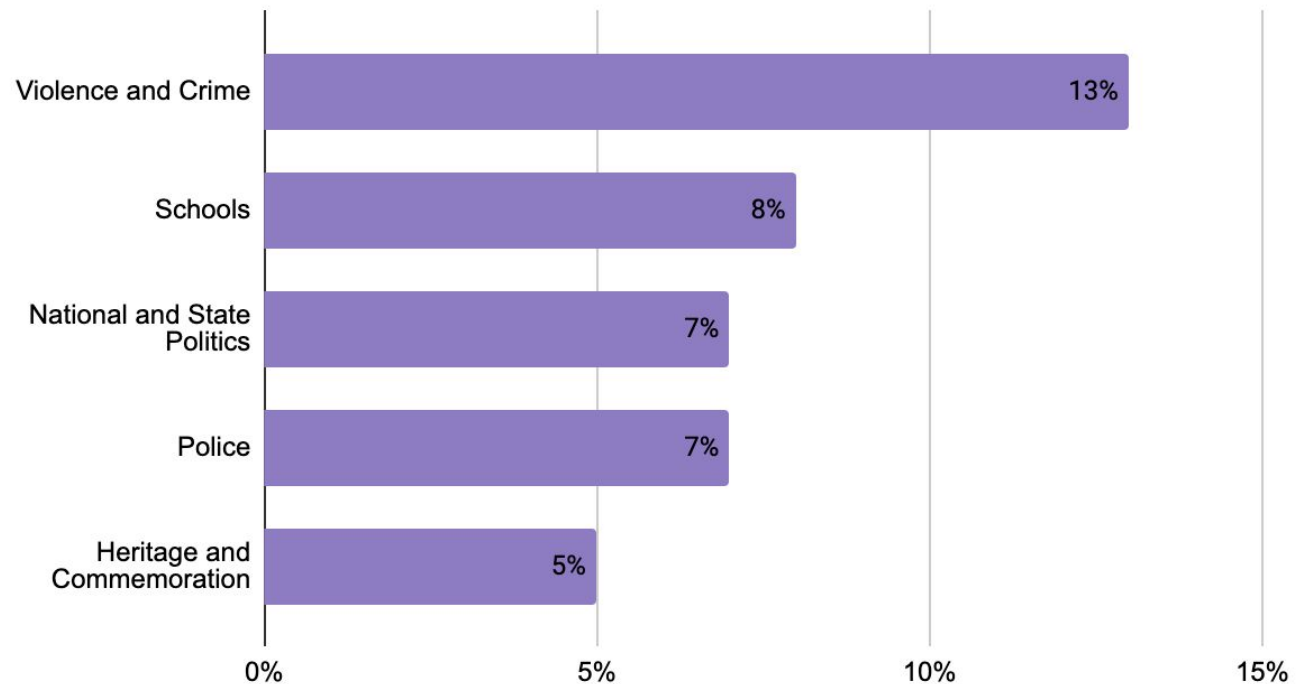
Data Sources with Highest Positive Sentiment



Counties Trending Topics - May 2022

- May Uvalde shooting impacting the conversation
- The prism of conversation - national issues

Tending Topics - May 2022

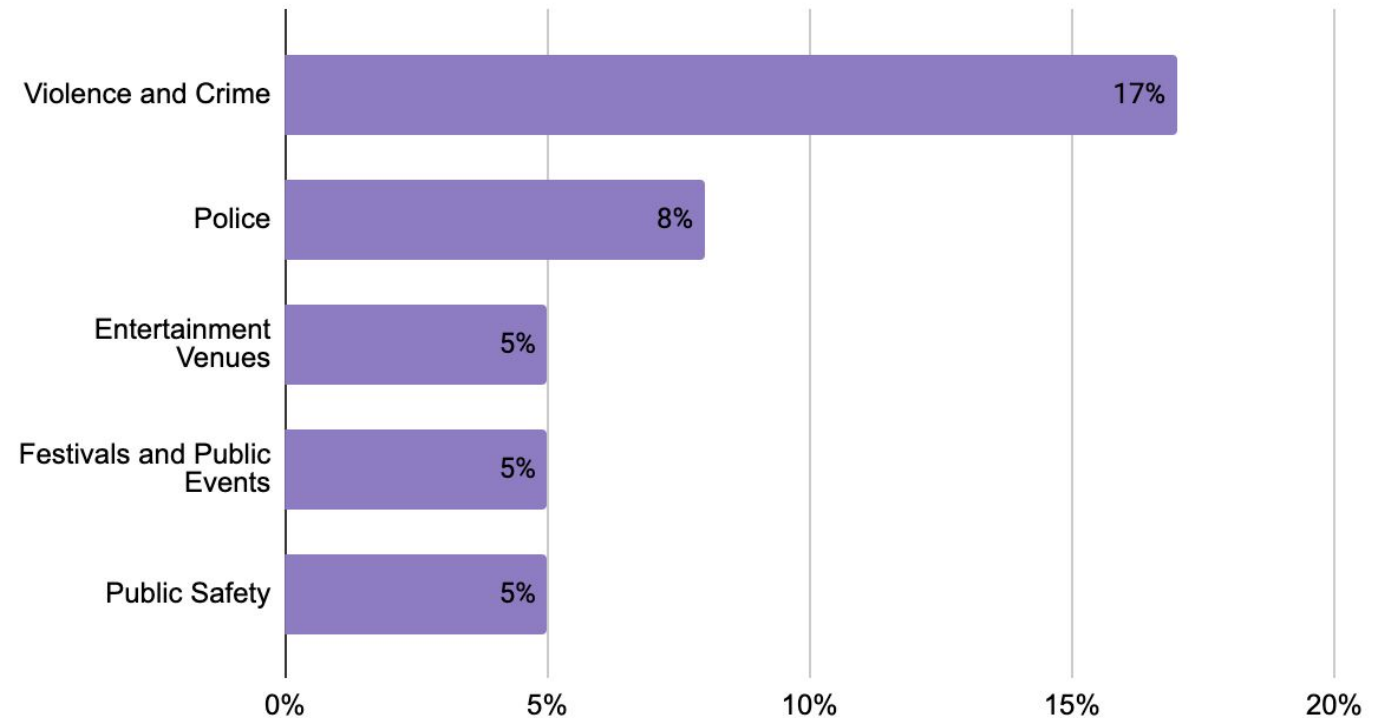


** Data from 56 US counties*

Counties Trending Topics - June 2022

- Most conversation focus back on routine
- public safety continues to dominate discourse
- Summer...Attention turned back to leisure and entertainment

Trending Topics - June 2022

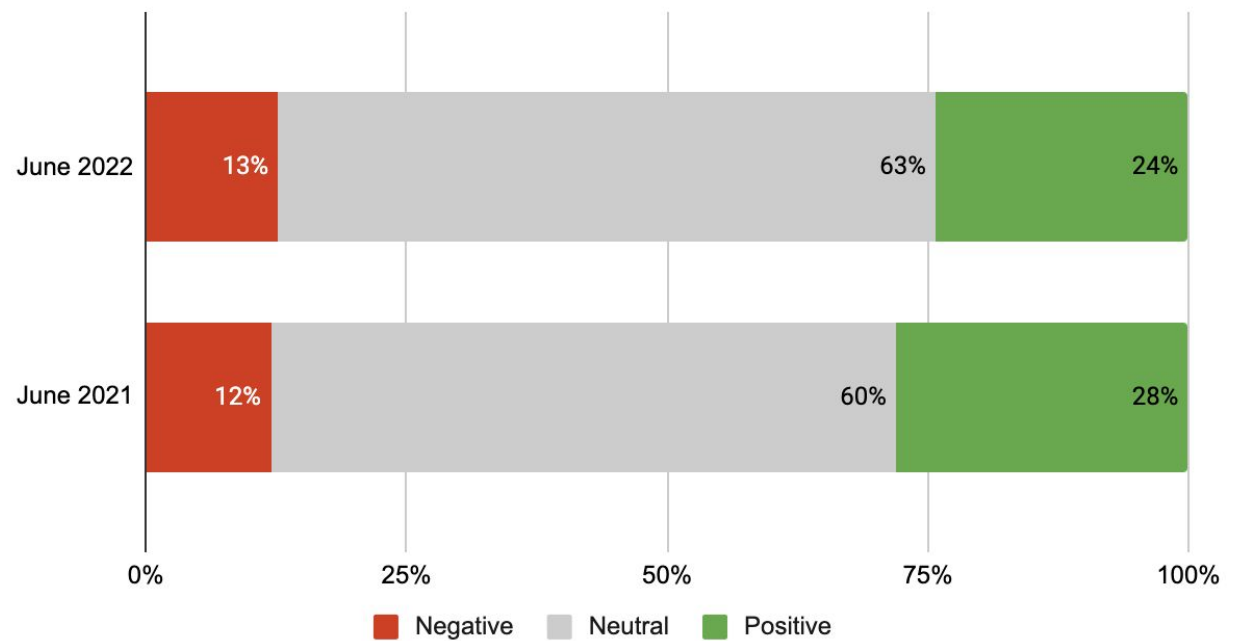


* Data from 56 US counties

Counties Trending Topics - June 2022

- “Mood check”
- Negative discourse remained the same
- Positive discourse decreased

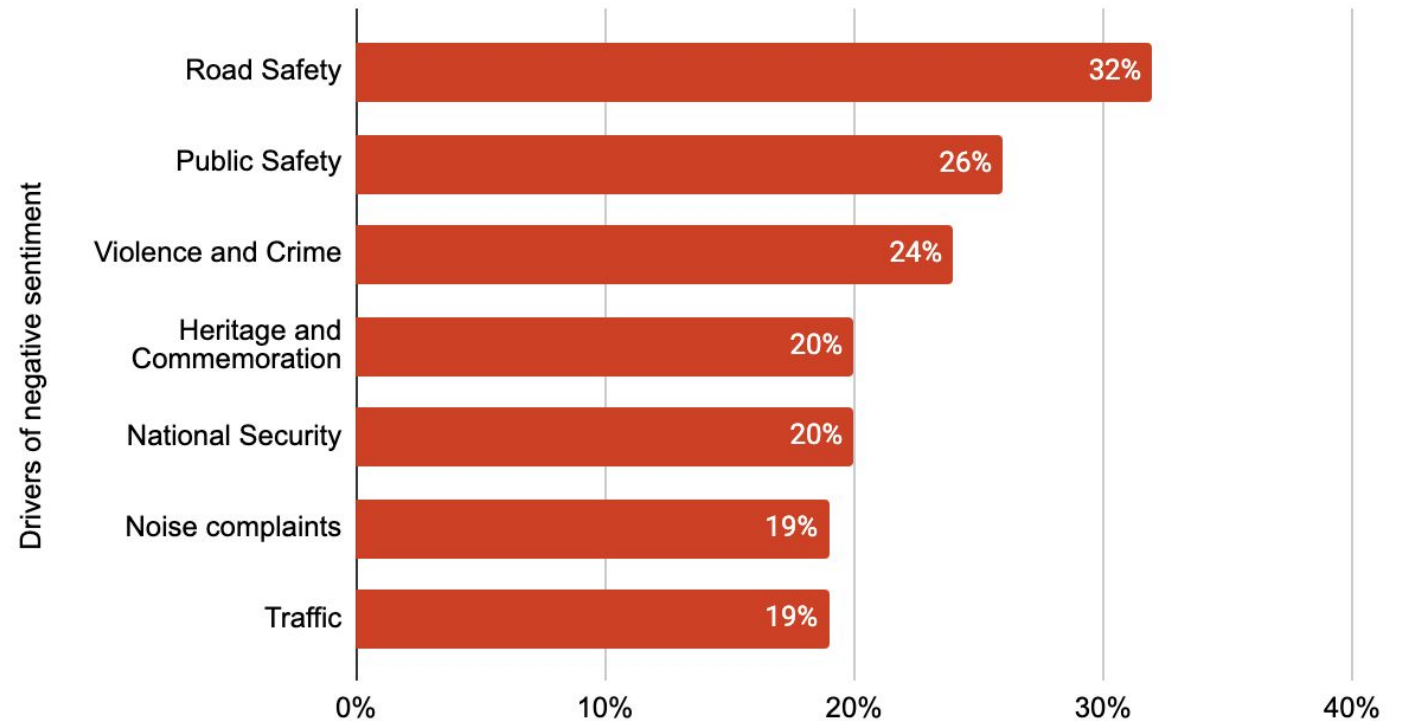
Sentiment Comparison



Counties Trending Topics - Negative Sentiment

- quality of life issues take a back seat to public safety and national issues

Drivers of negative sentiment - June 2022



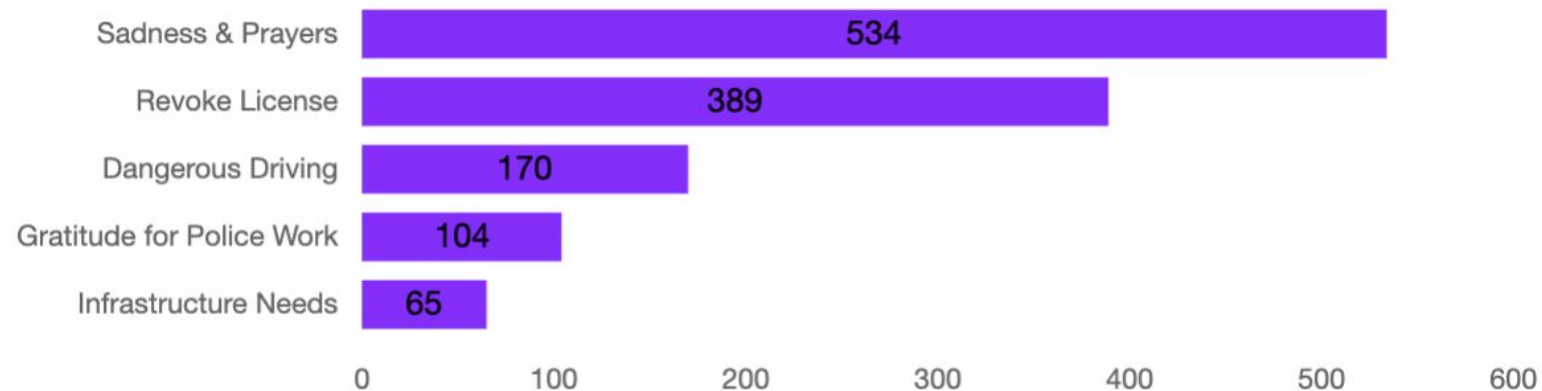
* Data from 56 US counties

Zoom in - Road Safety Insight

Road and sidewalks six-month overview: Discourse analysis reveals that conversations predominantly occur in the topic of Road Safety; Sadness and anger surrounding fatal accidents are key drivers of negativity

Sep 1, 2021 - Mar 1, 2022

Roads & Sidewalks Six Month Review: Leading Areas of Discourse

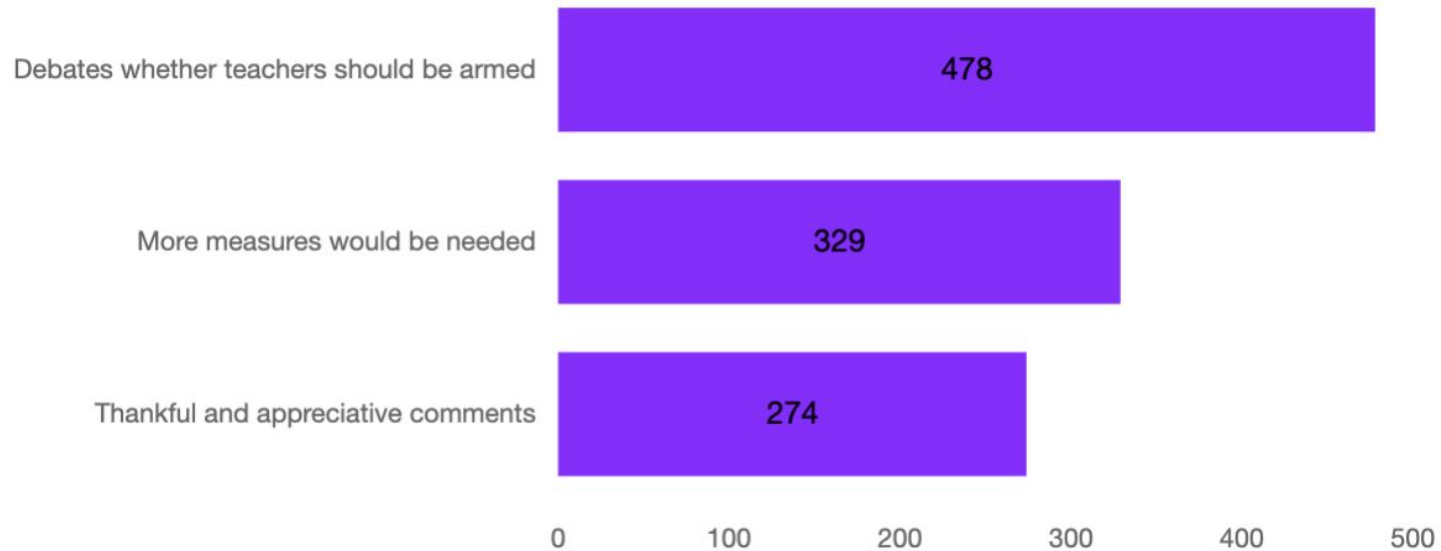


Zoom in - Public Safety Insight

[Analyst Insight]: The department's initiative to increase school safety was overall well-received; residents debated about whether teachers should be armed and stated that more measures would be needed

Jun 1 - Jun 30, 2022

School Safety Initiative: Main Stances in the Comments



Sunday, July 24, 8:00 AM – 9:15 AM | Location: Cottonwood 4-5 | Level 1
Sunday, July 24, 8:00 AM – 9:15 AM | Location: Cottonwood 4-5 | Level 1
Sunday, July 24, 8:00 AM – 9:15 AM | Location: Cottonwood 4-5 | Level 1

2022 ANNUAL CONFERENCE & EXPOSITION

ADAMS COUNTY COLORADO

Inclusive Civic Engagement to Create Thriving, Equitable Counties

Sunday, July 24, 8:00 AM – 9:15 AM | Location: Cottonwood 4-5 | Level 1

WiFi Network: Celerium4Counties

Passcode: Networkdefender!

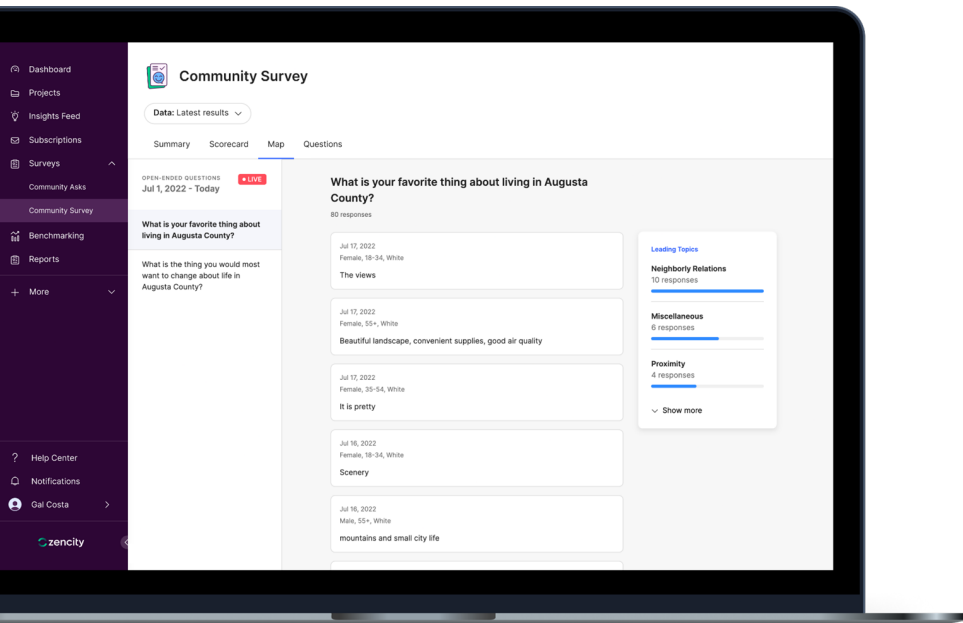




Kent County, MI Community Survey

May – June 2022

Powered by  zencity



The Zencity Community Survey

A recurring survey that never stops running, the Zencity Community Survey measures how satisfied residents are with their community and with local government-provided services and allows officials to compare these scores over time and against a cohort of similar communities.



Survey Methodology

772 respondents were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between May – June, 2022. An additional 399 responses were collected through the county’s distribution efforts, which were used to supplement the Zencity-recruited responses for free-text questions. Zencity built a representative sample by matching respondent data to the U.S. Census Bureau’s race, ethnicity, age, and gender distributions in Kent County. Finally, rake-weighting was applied as a statistical safeguard to balance out any remaining discrepancies in distribution, so no demographic group is overrepresented or underrepresented in the final score.

Score Calculation

The overall satisfaction score is calculated by averaging how each resident rated quality of life and community characteristics on a numeric scale (1-5), and classifying this average as satisfied, neutral, or not satisfied. The resulting score, then, is the weighted percentage of residents who gave an overall satisfied rating.

Overall Satisfaction

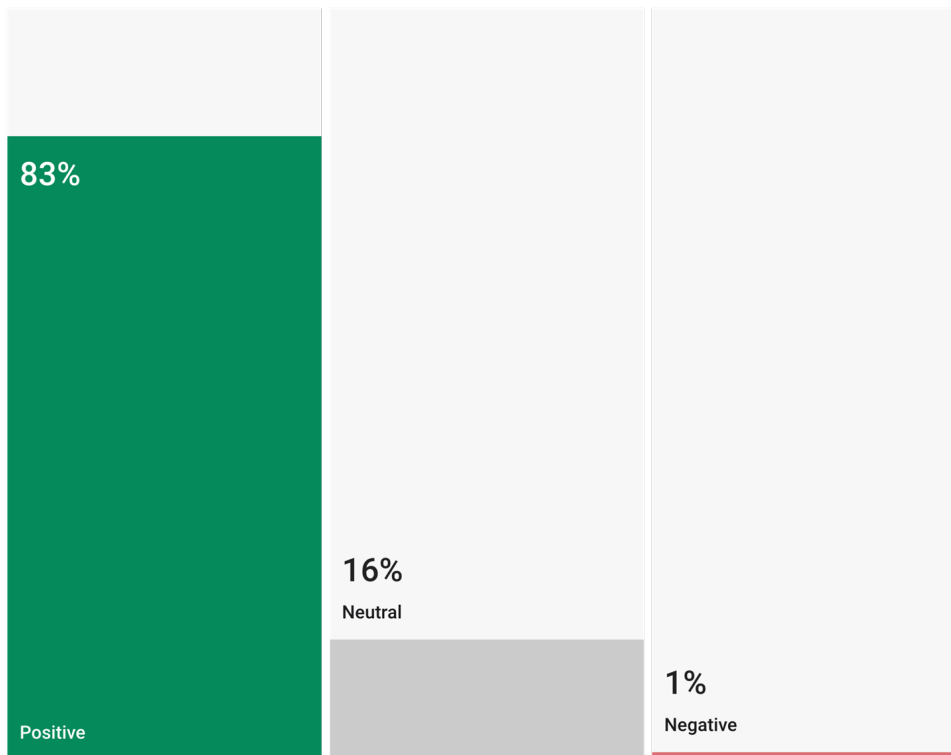
Overall Satisfaction Score

Kent County, MI
May – June 2022

Powered by
zencity

83%

of 685 surveyed
residents are **satisfied**
with life in Kent County







Overall Satisfaction Score

Kent County, MI
May – June 2022

Powered by


These are the main
measures of satisfaction in
your community

QUESTION	RESIDENT SATISFACTION
How is the overall quality of life in Kent County?	70% 
How likely are you to recommend Kent County as a place to live?	66% 
How likely are you to be living in Kent County 5 years from now?	70% 
Average rating from the Community Characteristics questions Average rating from the Community Characteristics questions	75% 

Free-Text Responses

Free-Text Responses

Kent County, MI
May – June 2022

Powered by
zencity



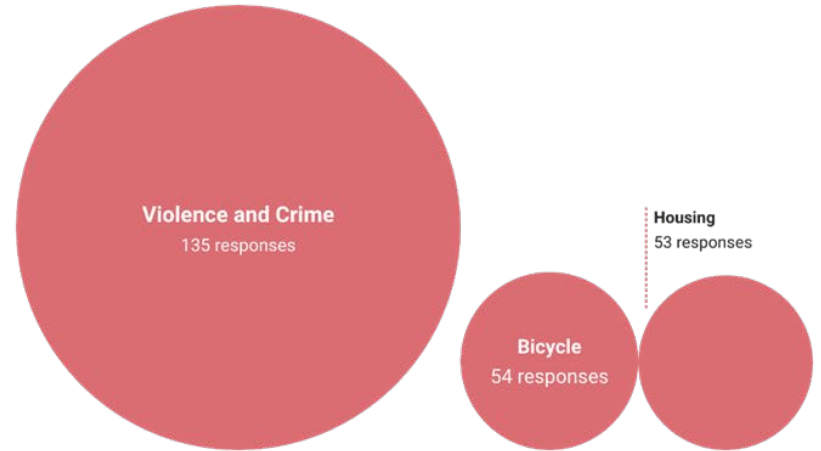
What residents love

Question: What is your favorite thing about living in Kent County?



What residents want changed

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

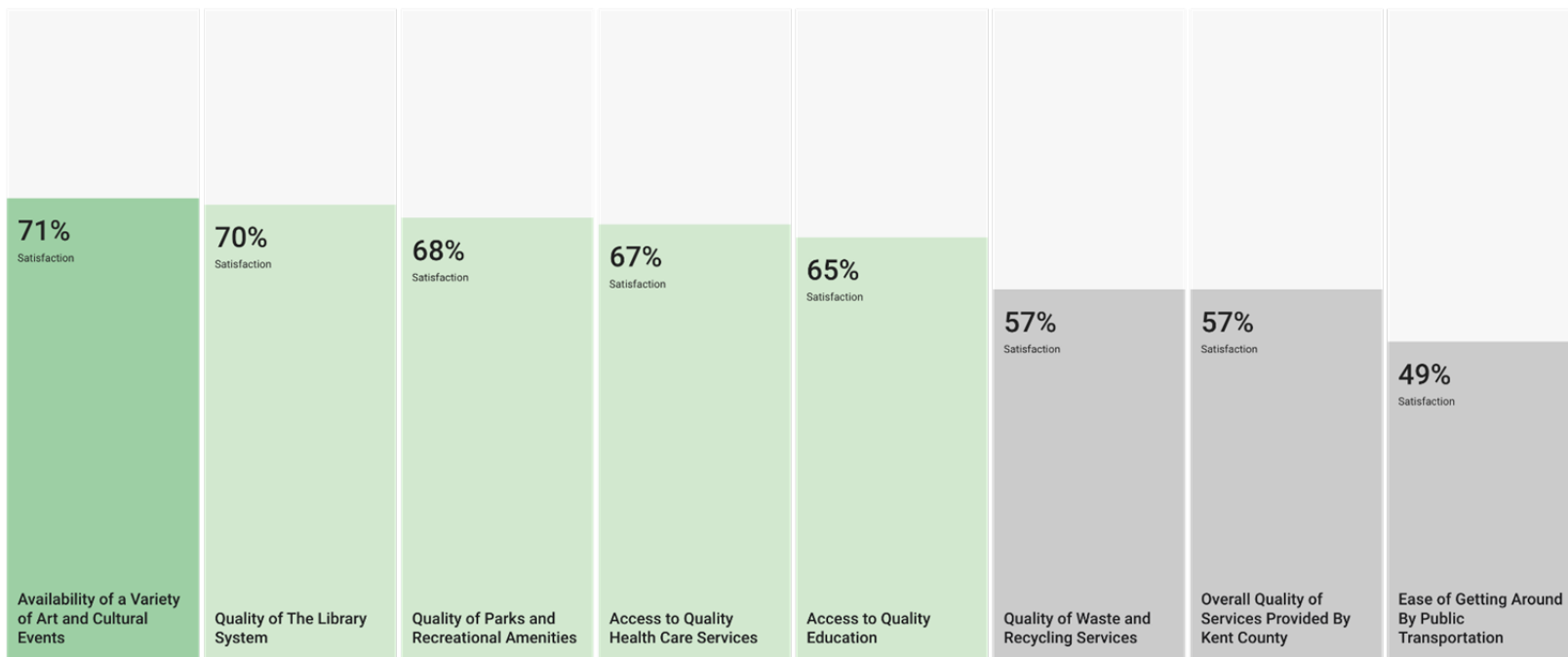


Life in Kent County

Satisfaction with Life in Kent County

Kent County, MI
May – June 2022

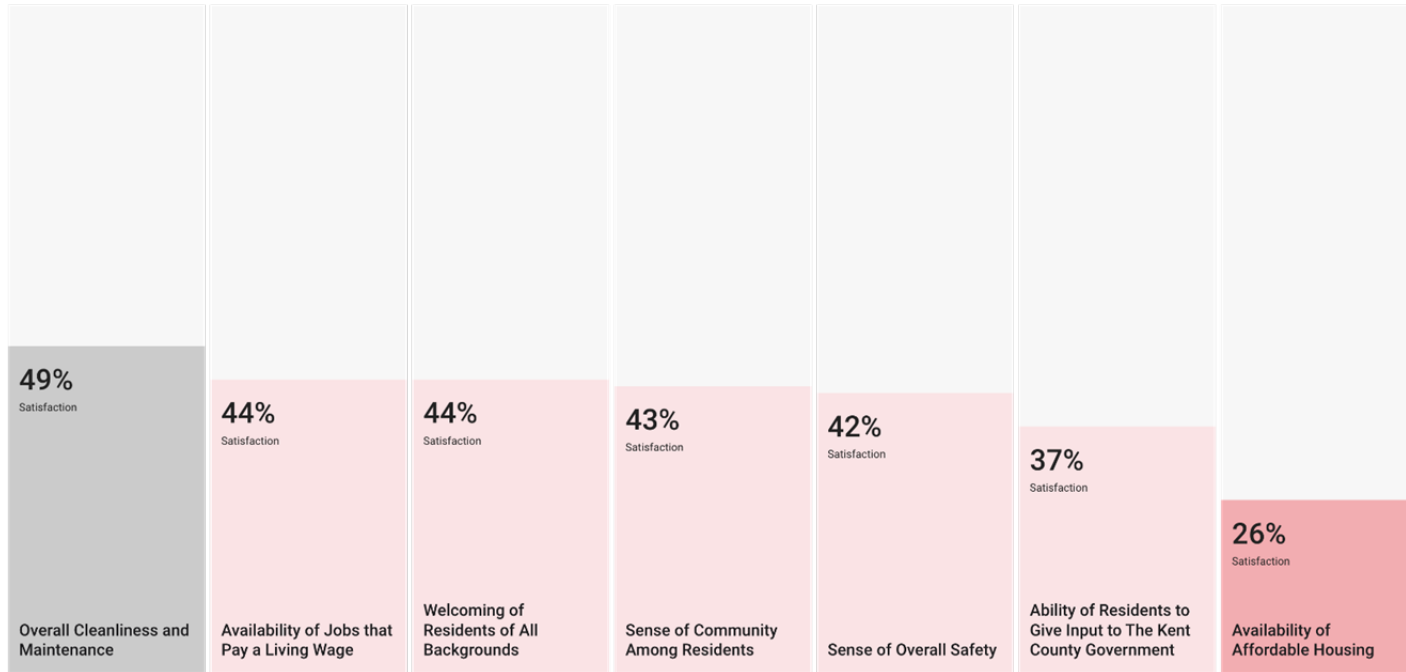
Powered by

Satisfaction with Life in Kent County

Kent County, MI
May – June 2022

Powered by

The Questionnaire

Section 1

General Satisfaction

QUESTION	CHOICES
How is the overall quality of life in Kent County? *	1-5 Scale (Poor to excellent)
How likely are you to recommend Kent County as a place to live? *	1-5 Scale (Very unlikely to very likely)
How likely are you to be living in Kent County 5 years from now? *	1-5 Scale (Very unlikely to very likely)
What is your favorite thing about living in Kent County?	Open-ended
What is the thing you would most want to change about life in Kent County?	Open-ended

* Mandatory question

Section 2

Community Characteristics

All questions in this section were ranked on a scale of 1-5 (poor to excellent)

QUESTION
Availability of affordable housing
Availability of jobs that pay a living wage
Access to quality health care services
Access to quality education
Availability of a variety of art and cultural events
Ease of getting around by public transportation
Sense of overall safety

QUESTION
Sense of community among residents
Welcoming of residents of all backgrounds
Ability of residents to give input to the Kent County government
Overall cleanliness and maintenance
Quality of parks and recreational amenities
Quality of the library system
Quality of waste and recycling services
Overall quality of services provided by Kent County

Section 3

Rotating Survey Section

In the past 12 months, how often have you or members of your household visited a park in Kent County?	Every day; Once a week; Every couple of weeks; Once a month; Every few months; A few times a year; Never
Do any of the following limit you or members of your household from using the Kent County parks?	Lack of time; Health limitations; Lack of Interest; No one to participate with; Lack of ADA friendly conditions; Too far away/difficult to access; Don't have the facilities I desire; The level of maintenance and cleanliness; Don't feel safe in the parks; None of the above
Would the voting-age members of your household generally support a millage for County park improvements?	Yes; Possibly, depending upon the projects; Possibly, depending upon the amount; Possibly, depending upon the projects and the amount; No; No opinion
How much would your household be willing to pay as a yearly millage to improve County parks?	Up to \$25 per year; Up to \$50 per year; Up to \$75 per year; Up to \$100 per year; None

* Mandatory question

Section 4

Demographics

QUESTION	CHOICES
What year were you born in? *	Open-ended
Which of the following do you identify as? *	Female / Male / Prefer to self-describe / Other (+free text input)
What is your current employment status? *	Employed full-time / Employed part-time / Not employed and looking for work / Not employed and not looking for work / In school / Retired
Are you of Hispanic, Latino/a/x or Spanish origin? *	Yes / No
What is your race? *	Asian / Black or African American / Native American or Alaskan Native / Native Hawaiian or Other Pacific Islander / White / Prefer not to answer / Other
Do you, or someone else in your family, own the home you currently live in? *	Yes / No

* Mandatory question

Section 3

Demographics

QUESTION	CHOICES
What is your home zip code? *	Open-ended
What is the highest level of education you've completed to date? *	Less than high school / Some high school / High school degree or GED / Some college / Associate's degree / Bachelor's degree / Graduate degree
What is your marital status? *	Single / Married / Divorced or separated / Widowed
Do any children under the age of 18 live in your household? *	Yes / No
Were you born outside of the United States? *	Yes / No
Which category best represents your household's total income over the past year? *	\$14,999 or less / \$15,000-\$29,999 / \$30,000-\$49,999 / \$50,000-\$74,999 / \$75,000-\$99,999 / \$100,000-\$124,999 / \$125,000-\$149,999 / \$150,000-\$199,999 / \$200,000-\$299,999 / \$300,000 or more

* Mandatory question



Published on April 1, 2022 by Zencity
surveys@zencity.io

Sunday, July 24, 8:00 AM – 9:15 AM | Location: Cottonwood 4-5 | Level 1
Sunday, July 24, 8:00 AM – 9:15 AM | Location: Cottonwood 4-5 | Level 1
Sunday, July 24, 8:00 AM – 9:15 AM | Location: Cottonwood 4-5 | Level 1

2022 ANNUAL CONFERENCE & EXPOSITION

ADAMS COUNTY COLORADO

Inclusive Civic Engagement to Create Thriving, Equitable Counties

Sunday, July 24, 8:00 AM – 9:15 AM | Location: Cottonwood 4-5 | Level 1

WiFi Network: Celerium4Counties

Passcode: Networkdefender!

