



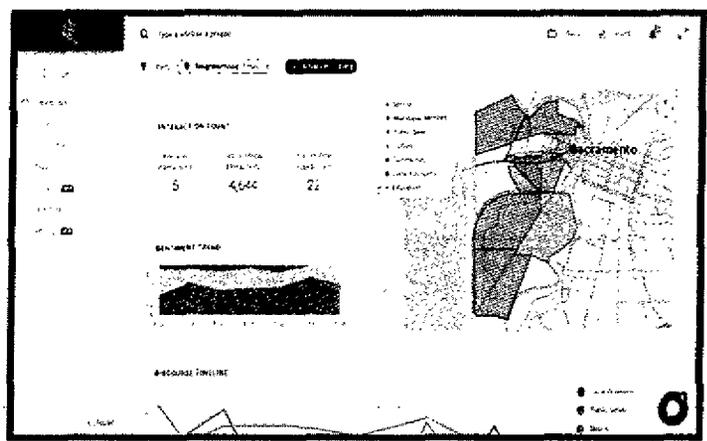
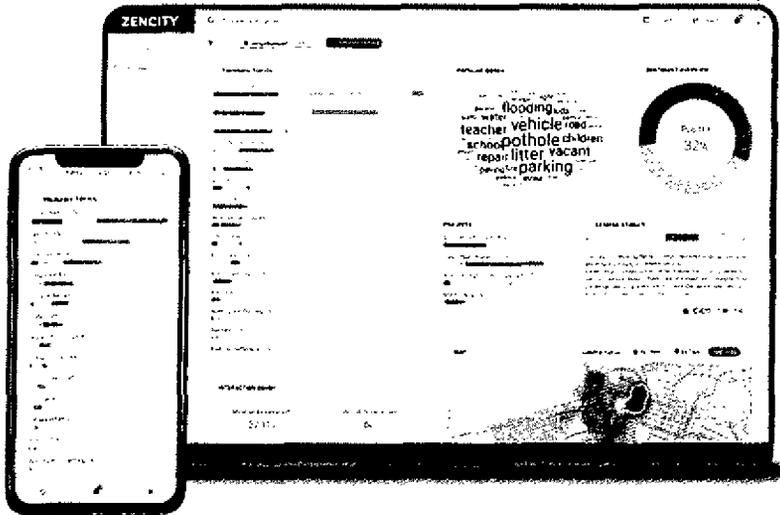
4

Date: 11-14-18  
 Submitted to: PWR Committee  
 Council File No: 18-1054  
 Item No.: 4  
 Deputy: Comm from

*office of the Mayor*

## Bringing ZenCity to Los Angeles

ZenCity is a product that combines publicly available and city-collected data to uncover broader patterns and trends and allows city officials to better understand the views of their constituents so that they can make more informed decisions and engage with a broader group of constituents. In addition, we aim to create a Spanish-language pilot, which will be the first Spanish-language tool to allow city leaders to better understand Spanish-speaking constituents' sentiments.



### Core features

- *Sentiment analysis*
- *Topic recognition and categorization*
- *Hot-spot maps showing where people are talking about particular topics most*
- *Anomaly detection*

### Sample ZenCity clients

- *San Antonio, TX*
- *San Francisco, CA*
- *Fort Lauderdale, FL*
- *Arlington, TX*
- *Fort Worth, TX*
- *Tel Aviv, Israel*
- *Jerusalem, Israel*



## Case studies

### Increasing Public Trust with the Local Police Department

ZenCity's platform is being used by a local Police Department to detect unreported crimes in direct response to citizen complaints. The PD felt that there was a lack of trust between the police force and the city's residents due to consistent complaints that police officers were failing to follow up on reports, specifically of car break-ins. In response, the PD is now using ZenCity's platform to validate this theory by monitoring discussions on social media where residents complain about police "ineffectiveness," and matching these discussions with actual incident reports.

### Tracking Resident Response to a New Car-Sharing Initiative

One of ZenCity's larger cities implemented an extensive, city-wide car sharing program, which was met by a significant amount of criticism and controversy. Using ZenCity's classification engine, the city was able to easily carve out conversations about the program, and by looking at keyword clustering, see that most of the criticism was centered around the parking spaces utilized by the shared cars. In fact, more than 70% of the mentions of the project were negative and addressed its impact on the availability of parking.

As a first step, the city used this data to modify policy and address parking concerns. Additionally, the city is now measuring satisfaction with the program over time, mostly focusing on whether or not negativity decreases.

### For more information, please contact us:

- Amanda Daflos, Director, Innovation Team: [amanda.daflos@lacity.org](mailto:amanda.daflos@lacity.org)
- Karli Stander, Deputy Director, Innovation Team: [karli.stander@lacity.org](mailto:karli.stander@lacity.org)
- Sari Ladin-Sienne, Chief Data Officer: [sari.ladin-sienne@lacity.org](mailto:sari.ladin-sienne@lacity.org)
- Alex Pudlin, Senior Data Scientist, Innovation Team: [alex.pudlin@lacity.org](mailto:alex.pudlin@lacity.org)