



City of Aurora, IL

Pulse Surveys



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



Todd Gloria, San Diego Mayor

300+ local governments
use Zencity every day to
build trust, improve
services & increase
satisfaction



Zencity Pulse Surveys



Zencity’s Pulse surveys offer local governments a powerful tool to engage with residents and gather essential feedback. Designed by data scientists, these always-on, digital benchmarking surveys are accessible, representative of your community, and statistically sound. They provide ongoing insights into long-term community satisfaction and performance metrics.

Pulse in Action – A Hands-Off and Hassle-Free Experience

Zencity Pulse surveys make it easy for local governments to measure the long-term health of their cities through recurring, reliable surveys. Our team collaborates directly with clients to design and customize survey questions that align with the city’s priorities. **We take care of everything**—from crafting the surveys to distributing them—ensuring the right sample size is achieved for accurate insights.

Survey data is analyzed and consolidated into an easily digestible format, allowing users to quickly see how key metrics on long-term issues have changed over time, empowering them to make informed, data-driven decisions.

What You Can Achieve with Pulse

Pulse survey data is designed to be **representative of your community and statistically sound**, providing **reliable insights**. Pulse surveys are built to be **recurring, providing richer insights over time**. With regular data collection, users can track their city’s performance, compare trends, and benchmark against other cities. This representative data empowers local governments to make informed, data-driven decisions with confidence.

User Experience	Hands-off; surveys are executed by the Zencity Surveys team and results are sent to city users.
Survey Topic	Focuses on higher-level, citywide issues such as public safety, census, downtown and economic development, lead pipe replacement, and more.
Survey Customization	Pre-set number of questions and survey length for consistency and benchmarking.
Survey Output	Provides representative, statistically sound data.
Sharing Results	Export raw data and PDF reports; view insights on the Zencity Survey dashboard.

Pulse Talking Points

Pulse provides hands-off, always-on digital surveys that offer representative and statistically sound data, making it easier to track city-wide trends over time.

Pulse Surveys Overview Powerful Resident Engagement Tool

- **Designed by data scientists to gather essential feedback from residents.**
- **Always-on, digital benchmarking surveys** that are accessible and representative of your community.
- **Statistically sound data** providing ongoing insights into long-term satisfaction and performance metrics.

Pulse in Action: A Hands-Off and Hassle-Free Experience

- **Fully managed survey process:** Zencity handles everything from survey design to distribution, ensuring the right sample size.
- **Customized survey questions** tailored to the city's specific needs and priorities.
- Survey results are **consolidated into an easy-to-digest format**, making it simple to track key metrics over time
- Provides a clear view of **how long-term issues** evolve, empowering data-driven decisions.
- **Richer insights are gained over time** through recurring surveys that track trends and benchmarks.

What You Can Achieve with Pulse

- **Reliable and Representative Data:** Pulse surveys are designed to produce statistically sound data, representing the target population accurately. To maintain consistency and reliability, surveys have limited flexibility regarding question types and length.
- **Benchmarking and Long-Term Insights:** Recurring surveys allow cities to track performance over time and compare against internal and external benchmarks. Representative data empowers local governments to make informed, strategic decisions with confidence.

Use Case: Minnehaha 3000 Ave Building Project

Minneapolis, MN

Introduction

Minnehaha 3000 Ave is a former police station that sustained fire damage during the George Floyd unrest. It has remained vacant for a number of years.

Problem or challenge

A very sensitive and high profile project engagement, Minneapolis needed to conduct community engagement in summer 2024, starting with an open house and survey, to understand if community members supported this proposal and also what they would like to see in the community space and the exterior of the development.

Zencity solution

Hearing from the community with intentional survey and engagement initiatives informed and guided next steps in this important city development process. An Engage survey for self-distribution and open houses in addition to a Pulse survey for representative sampling were used in tandem as highlighted by local news outlet (ex:[one](#) and [two](#)) to inform the City with their plans for this building project.

Impact

The Engage survey ran in June with 5 languages, Pulse in July. Engage collected 1,122 and Pulse collected 913 responses representative to the city. Minneapolis shared Zencity's compiled data to news outlets, poster boards, mayoral and council reports, in-person City Council meetings, and various community meetings.

Minnehaha 3000 survey details
This survey is for people who live in Minneapolis.
You can share your thoughts on:
• Plans to redevelop Minnehaha 3000 into a:
◦ Democracy center
◦ Elections and Voter Services
• Community use for the Minnehaha 3000 building.
[Take the survey](#)
Watch the video to learn more
We recommend you watch the video

Survey Results:

- Strongly support (45.61%)
- Somewhat support (22.5%)
- Neither support nor oppose (8.78%)
- Somewhat oppose (6.93%)
- Strongly oppose (16.18%)

Use Case: Addressing Hate Crime through Data Storytelling

Austin, TX

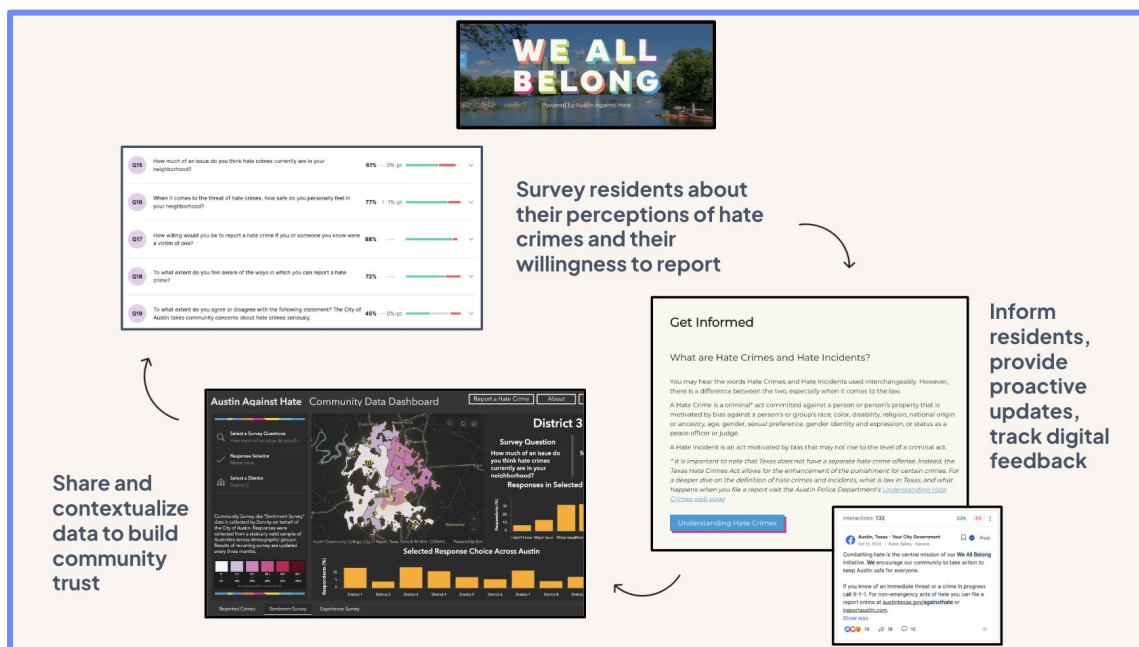
Problem or challenge

Amidst a surge in hate crimes, the City of Austin had a clear mission. They wanted to address the increasing hate crimes and ensure their residents knew they were aware of the issue, help people reach the right resources, and understand why some residents weren't reporting these crimes.

Zencity solution

Instead of taking action based on assumptions or anecdotal evidence, they wanted to contact the community directly.

- 1) Use of rotating Community Survey questions helped Austin measure the size of the challenge
- 2) Use of Pulse Survey helped the City of Austin hear from a diverse set of residents and gather responses quickly. This data informed a communications campaign known as "[We All Belong](#)".
- 3) Leveraged Organic to monitor communications campaign performance



Impact

As part of the campaign, Zencity and Esri partnered to use the Zencity survey data for a resident-facing [StoryMap](#) and [Dashboard](#) to contextualize the city's challenges. These layered APD reported data with Zencity's data on residents' perceptions of hate crimes.