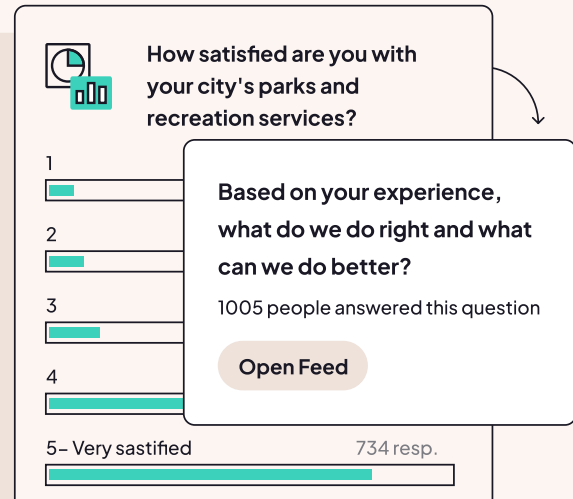


# Zencity

## Pulse Survey

Actively engage your community with short and representative surveys designed to quickly understand your residents' needs and priorities on pressing issues and strategic projects.



### Support New and Ongoing Engagement Efforts

Pulses allow you to dive deeper into a specific topic of your choice. Issues identified through your Blockwise, Community Survey and/or an Engage sites are opportunities to use Pulse and proactively gather more feedback.



### Online Distribution and Representative Sampling

The surveys are distributed by Zencity to gather a representative sample of your community with respect to race/ethnicity, gender, and age. Survey results are weighted by these demographic characteristics.



### Full Picture Report and Recurring Surveying Option

Produced and delivered by our team of survey experts, you will receive a comprehensive report presentation in a timely manner with the option to track change over time using recurring Pulses.

## How it Works

5–8 week turnaround from approval to final report

### 1. Topic Selection:

Identify the focus area and consult with our team to customize the right survey for your community.

### 2. Data Collection:

Zencity will distribute the survey for you to ensure a representative sample is collected.

### 3. Data Analysis:

Our team of data analysts will extract key insights and conclusions from the data.

### 4. Report Presentation:

A full report presentation, including a live dashboard, will be delivered to you and your team to support your decision making process.

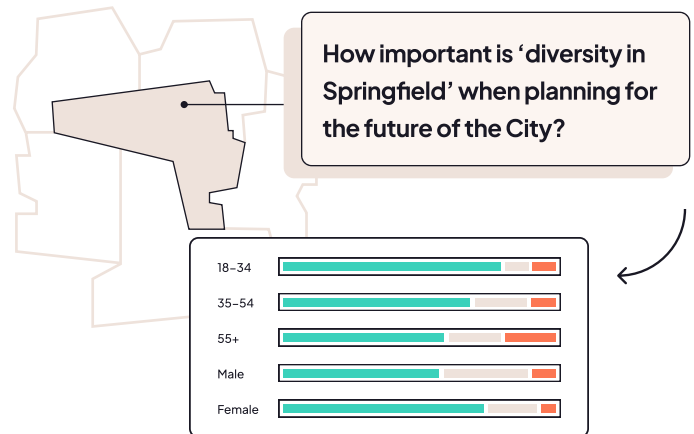
# Pulse surveys

## for specific topic deep dives

Pulse surveys are designed to rapidly collect actionable insights from a representative sample of community residents to a specific set of questions. Our survey experts work with your team to translate policy needs into a clear and concise set of questions which will then be answered by a representative sample of residents. The data collected will be analyzed and presented in a detailed report and dashboard that highlights key findings as well as insights into specific groups of interest and geographic locations when relevant.

### Common topics for Pulses include

- Crime and safety
- Housing and homelessness
- Parks and rec
- Services feedback (e.g. 311, senior services)
- Program/initiative adjustment/planning
- Trust and opinion assessment (e.g. of health departments)
- Budgeting priorities
- Communication preferences



### What else do you need to know?

- Up to 20 questions including 2 open-ended
- Track open-ended responses on your Zencity Dashboard in real-time
- Representation is ensured through the use of both quota sampling during collection and weighting once the full sample is reached.
- 5-8 week turn around from approval to final report

