City of Aurora

Legislation Details (With Text)

File #:	20-0148	**Version:** 1	**Name:**	
Type:	Resolution	**Status:**	Passed	
File created:	2/25/2020	**In control:**	Finance Committee	
On agenda:	4/28/2020	**Final action:**	4/28/2020	

Title: A Resolution requesting approval for a three-year software maintenance agreement with Zencity Technologies US Inc. for the Zencity platform in the amount of $144,000.00 which will be paid annually in the amount of $48,000.00.

Sponsors:

Indexes:

Code sections:

Attachments: 1. Zencity -- Amendment to Agreement - Aurora IL - Clean.pdf, 2. Aurora - Social Listening Briefing Overview.pdf, 3. Copy of Social Listening Basic Report 41420.pdf, 4. Social_-__311_two_pager (002).pdf, 5. Zencity_-_Spanish (002).pdf

Date	Ver.	Action By	Action	Result
4/28/2020	1	City Council	approved on the Consent Agenda	

TO: Mayor Richard C. Irvin

FROM: Michael R. Pegues, Chief Information Officer
  Clayton Muhammad, Director Public Information Officer

DATE: February 25, 2020

SUBJECT:
Requesting approval for a three-year software maintenance agreement with Zencity Technologies US Inc. for the Zencity platform in the amount of $144,000.00 which will be paid annually in the amount of $48,000.00.

PURPOSE:
Zencity is a platform for understanding people in the city on a wide scale. With the use of advanced AI algorithms, we analyze data from social media, city hotlines and other relevant sources, and provide local government stakeholders with detailed, real time insights about how their citizens view and use the city. The analysis can be accessed through a web-based interface on desktop and mobile devices.

The City will be piloting both social to 311 and the inclusion of Spanish Algorithm to enhance city efforts to help collect, organize and handle potential resident request being shared on social media. Zencity's unique machine learning technology can translate Spanish into English and thereafter assign a topic, category, and sentiment to posts and comments.

BACKGROUND:
The ZenCity platform collects data about citizen interactions from a variety of sources and analyzes them in real time using a set of Machine-learning based algorithms. The analyzed data can be

accessed via a variety of graphs on our admin dashboard, including the following:

1.   PLATFORM FEATURES

1.1.   Category bar chart - the main bar chart shows how many interactions relate to each area of responsibility of the city, and what is the sentiment towards that topic. The name and number of topics can be modified to fit the customer's needs based on our list of automatically identified sub-categories.

1.2.   Alerts and notifications - the platform can create alerts about popular posts or comments or about significant changes in whole categories. The alerts can be accessed through the dashboard, but can also go out on a daily, weekly or real time basis via email - per the user's request.

1.3.   Word cloud - The word cloud shows the most popular terms used in interactions analyzed by the platform. The larger the word is the more popular it was.

1.4.   Overall sentiment view - the overall sentiment pie chart shows the ratio of positive, negative and neutral interactions out of the total sum of interactions analyzed.

1.5.   Popular stories - the rotating digest of popular stories shows the stories which received the most interactions across all data sources.

1.6.   Map interface - the map interface will show all interactions which have a location property, divided by category, by type or in a heatmap format.

1.7.   Category drill down - each category has a drill down view which shows the level of discussion over time in that category, alerts, word cloud, map and popular stories views which include data just for this category and an operative view of city hotline calls for the category - including open calls, calls over the last week and changes over time.

1.8.   Conversation analysis - the third level of drill down will be the "conversation analysis" which allows drilling down to the level of stories themselves. In this view, users can analyse conversations based on category, date range, sentiment or keyword search, or a combination of the above, and see both the trend and the stories themselves that make up the data. Each story will include its source, category, sentiment, location and a link to the original content.

2.   DATA SOURCES

2.1.   Facebook - we analyze all interactions (posts, comments, likes, tags etc.) from public pages and public groups, both official and unofficial. This includes official accounts of the city and other agencies, resident groups, accounts of local businesses, community organizations, causes and any other relevant page or open group.

2.2.   Twitter - apart from the same analysis employed on facebook, on twitter we also collect all geotagged interactions in the area and all interactions mentioning specific hashtags or keywords.

2.3.   City Hotline reports - we take all city hotline reports from your database.

2.4.   Additional sources - we may be able to incorporate other relevant data sources identified, such

as local news sites, community message boards, other social media platforms etc. General new data sources implemented (such as new social media platforms) will be offered once they are available. Unique sources (such as local news sites) will be discussed and agreed upon by both sides.

DISCUSSION:
Funds will be available in account 101-1380-419.45-02 with a budgeted amount of $440,000.00. The IT Division will be requesting a budget transfer in the amount of $48,000.00 to pay for the maintenance.

The City has used the ZenCity platform pilot for a year and will be purchasing this using Marketplace.city (approved by Resolution R19-294 on September 10, 2019).

IMPACT STATEMENT:
N/A.

RECOMMENDATIONS:
Requesting approval for a three-year software maintenance agreement with Zencity Technologies US Inc. for the Zencity platform in the amount of $144,000.00 which will be paid annually in the amount of $48,000.00.

cc: Finance Committee

CITY OF AURORA, ILLINOIS

RESOLUTION NO. _____
DATE OF PASSAGE _____
A Resolution requesting approval for a three-year software maintenance agreement with Zencity Technologies US Inc. for the Zencity platform in the amount of $144,000.00 which will be paid annually in the amount of $48,000.00.
WHEREAS, the City of Aurora has a population of more than 25,000 persons and is, therefore, a home rule unit under subsection (a) of Section 6 of Article VII of the Illinois Constitution of 1970; and

WHEREAS, subject to said Section, a home rule unit may exercise any power and perform any function pertaining to its government and affairs for the protection of the public health, safety, morals, and welfare; and

WHEREAS, Zencity is a platform for understanding people in the city on a wide scale:

WHEREAS, With the use of advanced AI algorithms, we analyze data from social media, city hotlines and other relevant sources, and provide local government stakeholders with detailed, real time insights about how their citizens view and use the city, and

WHEREAS, Funds will be available in account 101-1380-419.45-02 with a budgeted amount of $440,000.00. The IT Division will be requesting a budget transfer in the amount of $48,000.00 to pay for the maintenance, and)

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Aurora, Illinois, as follows: requesting approval for a three-year software maintenance agreement with Zencity Technologies US Inc. for the Zencity platform in the amount of $144,000.00 which will be paid annually in the amount of $48,000.00.