



CITY OF BANNING STAFF REPORT

TO: CITY COUNCIL
FROM: Robert Fisher, Acting City Manager
PREPARED BY: Lincoln Bogard, Administrative Services Director
MEETING DATE: February 25, 2025
SUBJECT: Zencity Contract Presentation, Discussion and Direction

RECOMMENDATION:

Provide direction to City Manager regarding Zencity contract.

BACKGROUND:

Mayor Flynn consideration of the Zencity contract as a future agenda item. The Zencity platform is a central element of the City's community engagement program because it provides ongoing surveying, project dialogue, and lesser used feature called organic. The current contract requires a 90-day notice of termination, which means notice must be provided no later than September 1, 2025, if the City chooses to terminate the agreement.

Zencity Community Survey is a rolling 3-month survey of community members. The survey is a tool that is used to measure community satisfaction levels with City services and characteristics. In addition, the survey results can be tracked to compare the current survey results with prior periods so trends can be measured. The information is useful because it provides insight into community satisfaction, which can be used to focus resources in areas needing improvement.

Zencity Engage/Projects is the feature used to provide information to the community about current and upcoming projects (public and private). This feature is embedded in the City website and has been invaluable for staff and community members.

Zencity Organic is a feature that monitors and summarizes social media feeds to track conversations. This feature is helpful because it provides staff with information to help us better understand issues that are important to the community. This feature also gives staff a better understanding of the sentiment of social media conversations so we can provide information that is relevant and helpful to the community.

JUSTIFICATION:

A City Council adopted priority for the past 8 years has been to enhance community engagement efforts. The implementation of Zencity is one of several actions intended to enhance community engagement.

FISCAL IMPACT:

The total cost for all features of Zencity is \$42,000 annually.

ALTERNATIVES:

Provide direction to City Manager.

BUDGETED?:

Yes

CONTRACT/AGREEMENT:

Yes

ATTACHMENTS:

1. [Banning, CA Community Survey Report - July 2024.pdf](#)