MAC
MICHIGAN ASSOCIATION OF COUNTIES

# What do residents *actually* know about their county's work?

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**Lenawee County**

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

> The platform allows us to **understand the needs and concerns of our residents to make the best decisions.**
>
> - Todd Gloria, San Diego Mayor

County of Nevada, California · Sarasota County · The Great Seal of Washington County, Tennessee · Calhoun County, Michigan · Seal of the County of Jasper, Iowa · Jefferson County, Wisconsin · Fairfield County, Ohio · Upson County, Georgia

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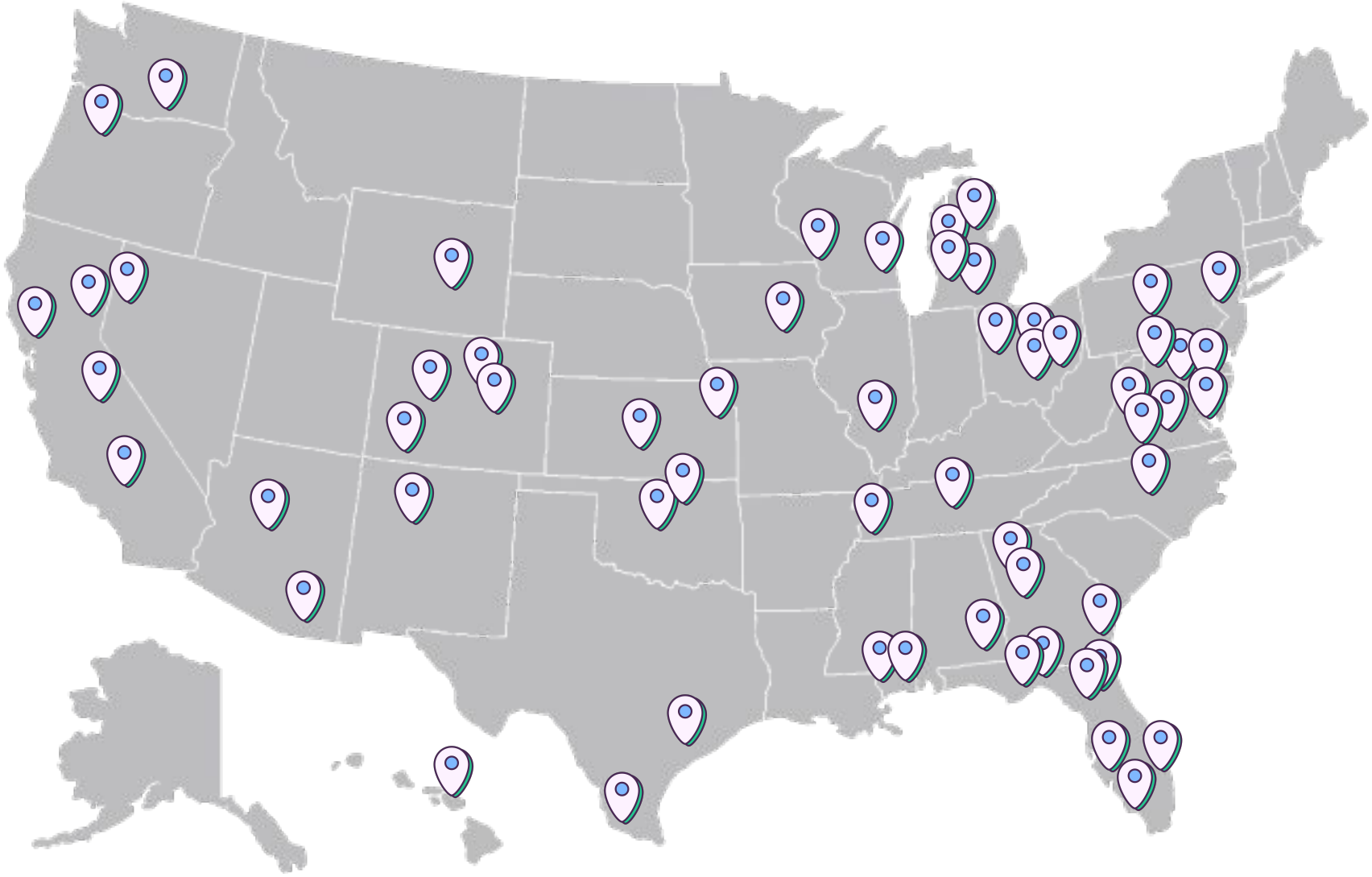
The ZenCounty Network

57 Counties Nationwide.

In Michigan:

- Calhoun
- Kalamazoo
- Kent
- Lenawee
- Midland
- Ottawa



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# Building trust with your community is the key to success

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To build trust you need to →

# Accurately understand your community's diverse needs and priorities

# Evaluating quality of life & services is challenging

**Residents often hold misconceptions**

about the division of responsibility between the county and the jurisdictions within it

**What does success look like**

and how do you know if you're on the right track?

# The things we do today:

## Most

**Engaging people in meetings**

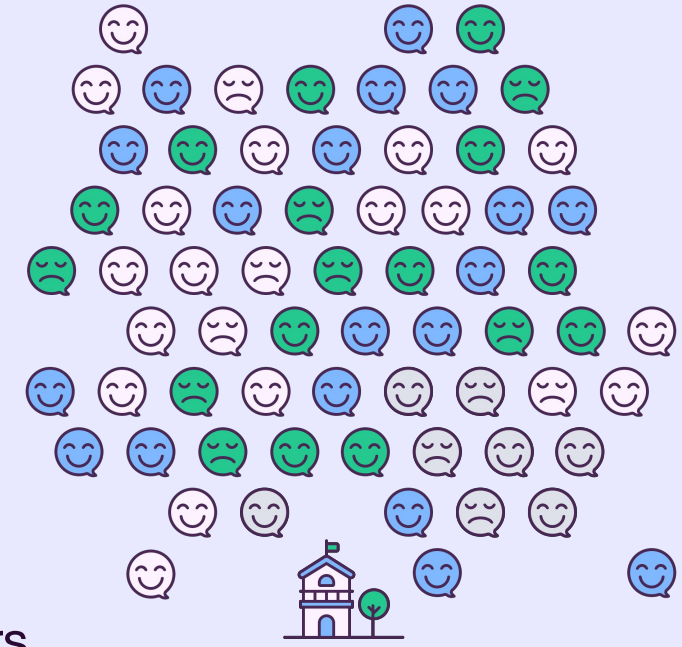
Poor attendance, not inclusive

**Occasional survey**

Annual physical

**Engagement around projects**

Only the most engaged stakeholders



## Some

**Online feedback**

Voluminous, but who?

**Employee feedback**

How was your service?

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# A complex problem requires a multifaceted solution

# Four “must have” capabilities

# Zencity Organic

## Discourse and sentiment analysis

Your community conversation is happening online.
Understand the conversation across publicly available sources, including social media and news channels.
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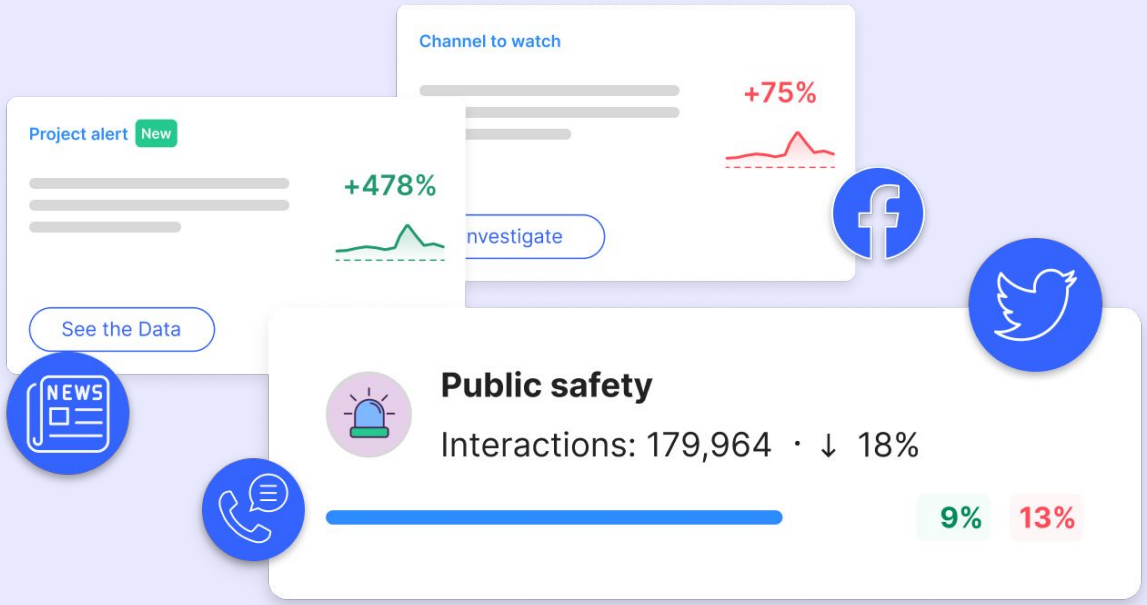
- Official + unofficial online sources
- Smart anomaly alerts
- Custom dashboards

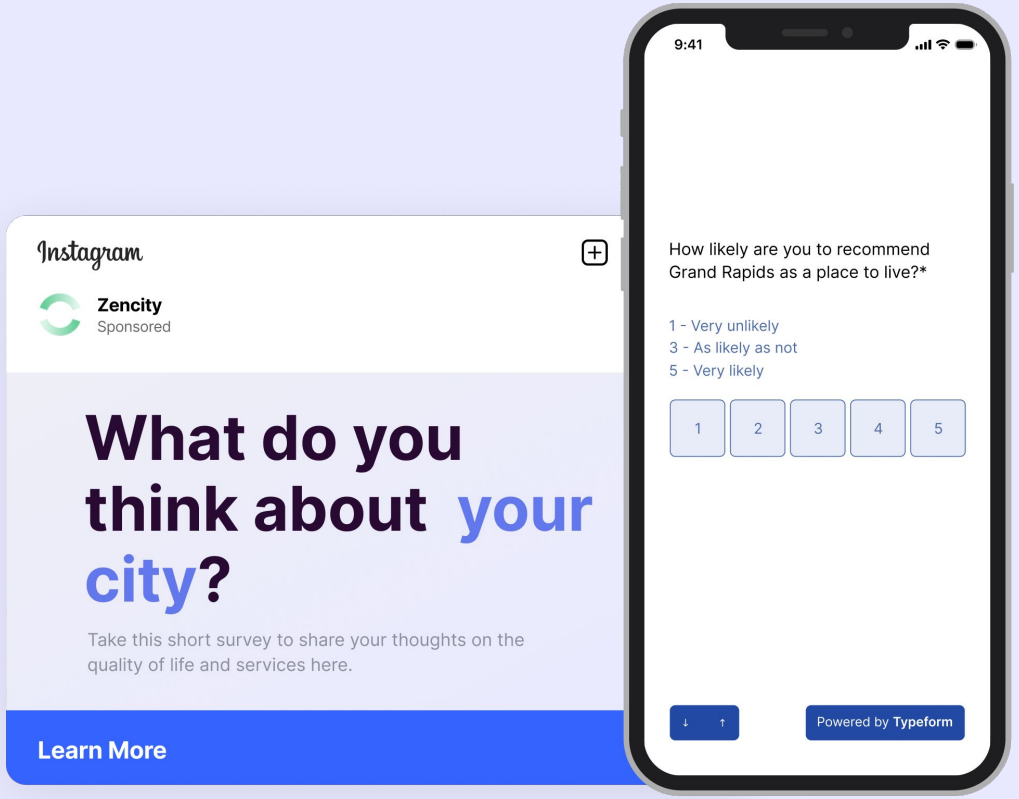


# Zencity Community Survey

## Always-on, representative surveys

Hear from more voices in your community and measure performance and satisfaction over time with scientific recurring surveys.

- Full service distribution
- Customized add-on questions
- Advanced open-ended question analysis

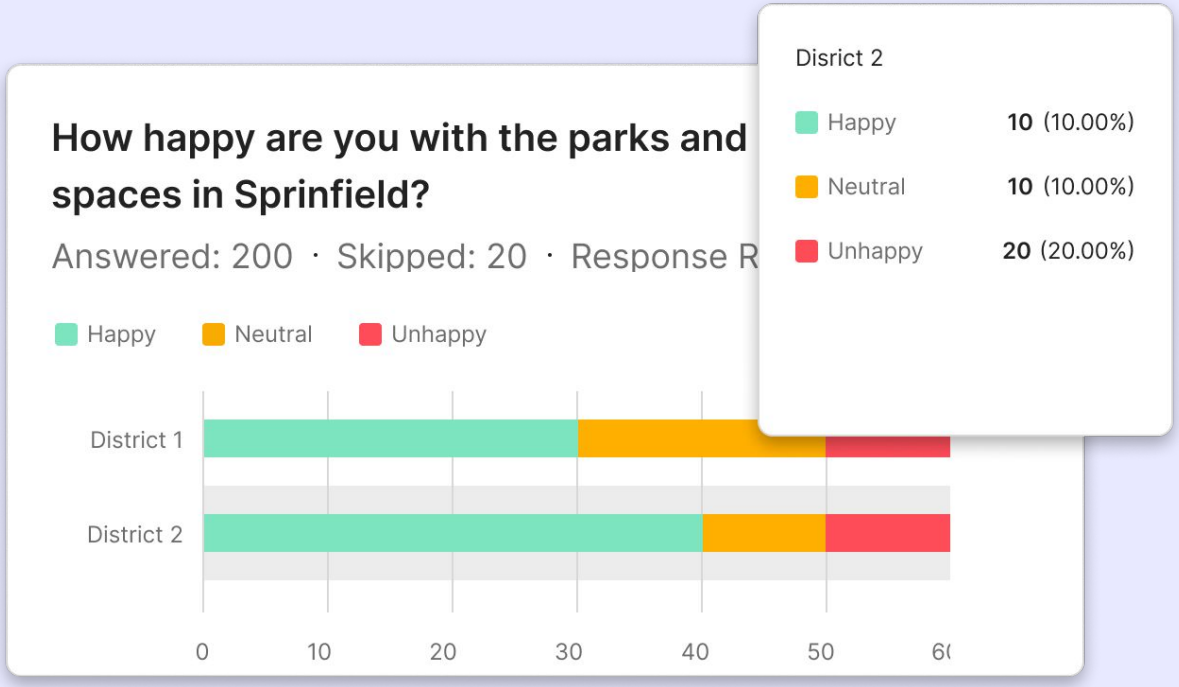


# Zencity Engage

## Modern sites for collaborative input

Shape & discuss ideas over interactive digital spaces, together with your community

- Intuitive collaboration tools
- Auto-translation
- Mobile first & ADA-compliant

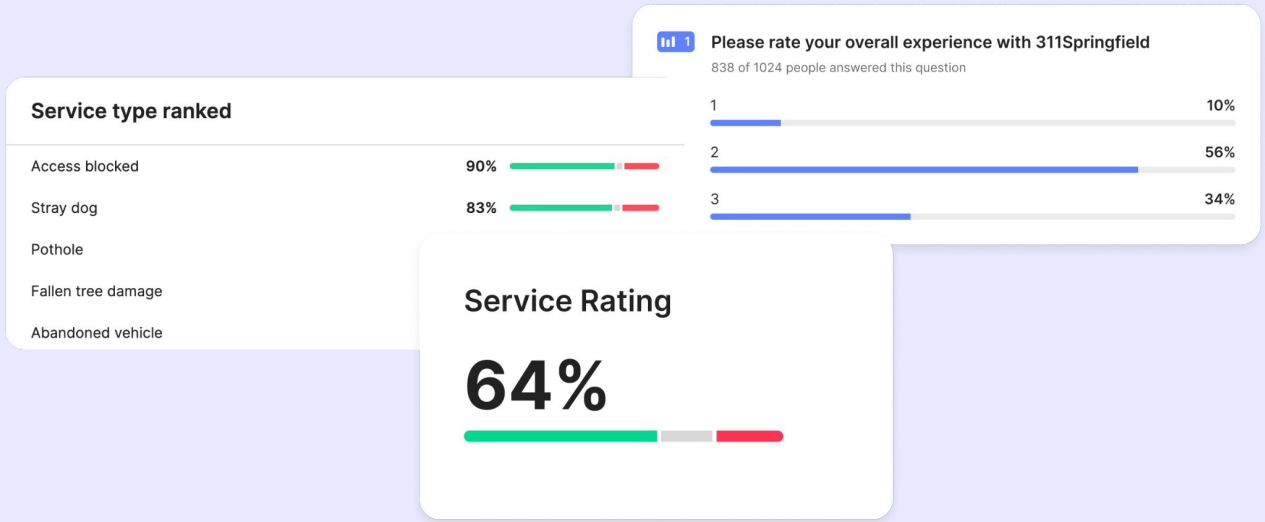


# Zencity Experience Surveys

## Smart service satisfaction surveys

Build trust and measure the performance of services by engaging residents at the right time

- Accessible questionnaires
- Smart distribution mechanism
- Live scores for service & staff ratings



# Lenawee County, MI

Using community data analytics to
make better decisions for the county

**Shannon Elliott**
Deputy County Administrator
**Lenawee County**

**Kim Murphy**
County Administrator
**Lenawee County**

# Lenawee County

While most of Lenawee County is farmland, industrial business is growing, and the area known as The Irish Hills has been a popular tourist destination for many generations.

Broken off from the western portion of Monroe County in 1822, Lenawee County was the eighth county formally organized (1826) in the Michigan Territory (later the state of Michigan in 1837). The county seat was moved from Tecumseh to Adrian in 1837.

Lenawee is comprised of 33 municipalities and covers approximately 771 sq mi.

# Lenawee County - Who are we?

**Michigan International Speedway**
**Hosts 2 NASCAR events annually**

**3**
**Major Highways**
*US-12, US-223,US-127*

**75**
**Miles from Michigan's Capital**
*Lansing*

**$143,000**
**Median Housing Value**

**$57,314**
**Median HH Income**

**6%**
**Sales Tax | Income Tax**

**83.5%**
**Cost-of-Living Rating**
*Cheaper than the national average*

**59**
***Lakes***

**5,601**
**Acres of parkland**

**17**
**Miles of trails**

# Lenawee County - Who are we?

**99,423**
Residents, according to the 2020 Census

**21st**
Most populous county in Michigan

**3 Campuses**
Siena Heights University
Adrian College
Jackson College

**181**
Degree & Certificate programs

**3,971**
Students enrolled

**91%**
Residents with high school degrees
Ages 25 or older

**334,000 acres**
Acres of Agricultural Land

**$49,610,000**
Lenawee County Government Revenue 2021

**$45,901,000**
Lenawee County Government Expenses 2021

# How We have used Zencity to Date:

- Lenawee County utilizes Zencity to track hot topics to quickly and easily summarize resident discourse to provide to our legislative body with concrete data points to drive decisions.  Oftentimes, elected officials can be inundated with phone calls, emails, and other forms of communication from residents and it can seem overwhelmingly one-sided.  This gives them the full picture of residents across multiple demographics across our county.

- During COVID-19, we utilized Zencity to track residents' frustrations, feelings, and responses to public health mandates and adjusted our communications strategies accordingly.

- We have utilized surveys and community asks effectively to seek scientifically-driven results on large projects, ARPA, and COVID-19 vaccination hesitancy.

- When we know we have a pending public relations issue, we utilize insights to track discourse during that period of time.  This gives us not only data points but anecdotal information to provide our legislative body on that issue.

# How We Plan to Use Zencity in the Future:

- Social Determinants for Health – Future Programs & Services for Residents
- Community Survey | Quarterly Updates for Legislature
- Insights and Project Dashboard Data for Committee Meetings for Policy Decision Making

# Michigan Works!

Uncovering communication needs and opportunities for Michigan Works! offices

**Chelsea Maupin**
Research Manager & Strategist
**Güd Marketing**

# Güd to Meet You!

**Experience and expertise** focusing on behavior change & improvement of societal outcomes.

40+ team members - are committed to being **strategic partners** to bring insights that inform solutions.

We leverage the **power of communications** to make a **meaningful and measurable impact** in people's lives.

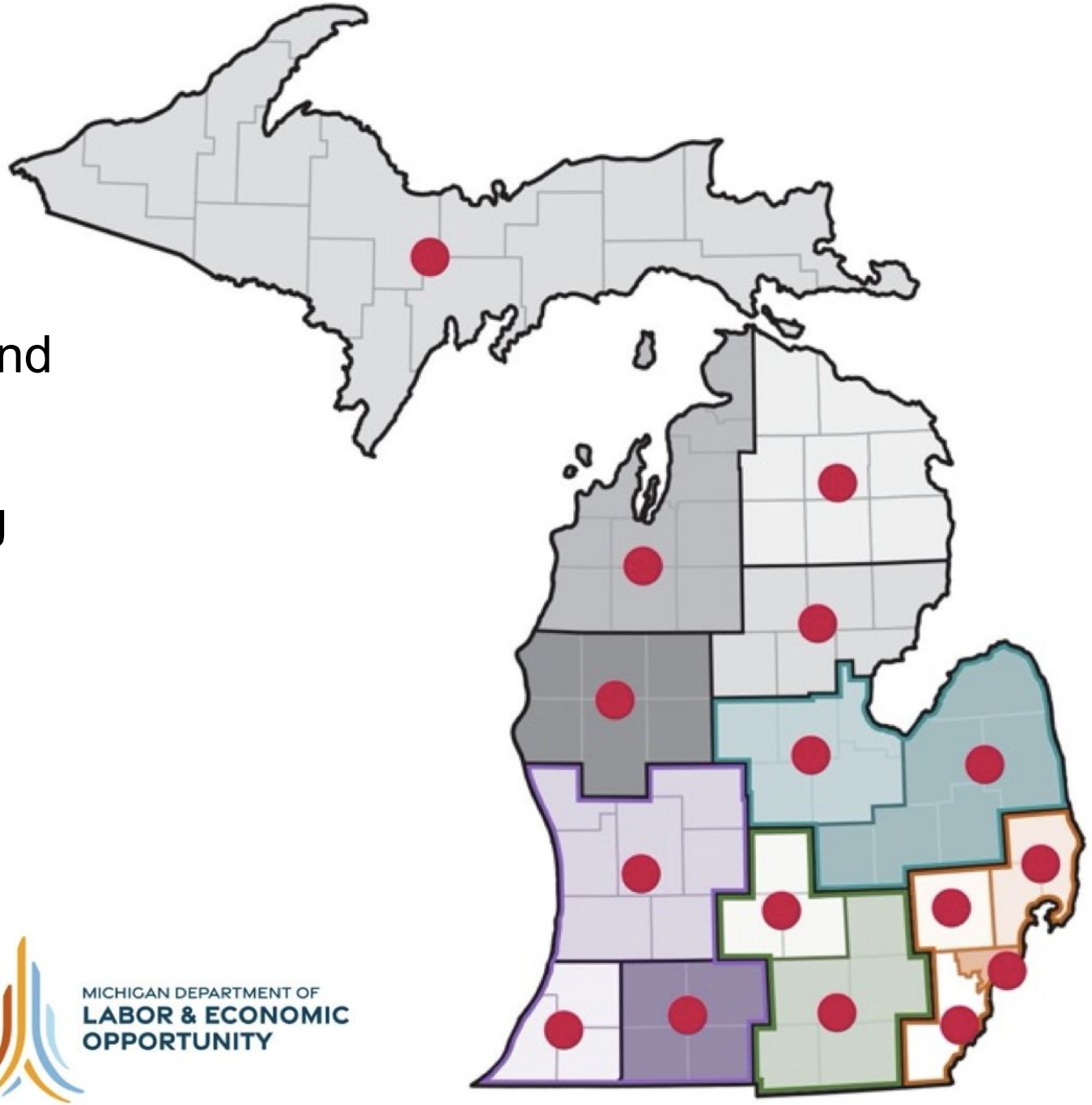
FOR THE GREATER

certified WBENC WOMEN'S BUSINESS ENTERPRISE

DISABILITY-OWNED BUSINESS IN

# Research Needs

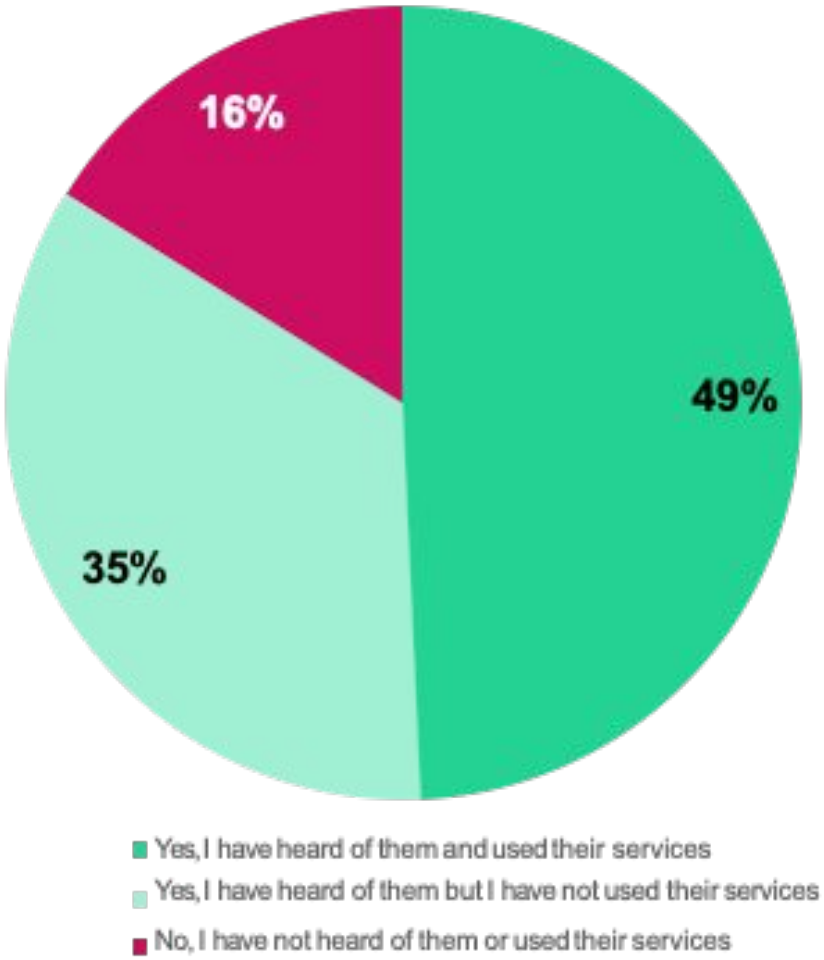
- Gauge **awareness and familiarity** with Michigan Works! and its services
- **Understand barriers** to contacting Michigan Works! for services
- Understand what services would **motivate audiences** to use Michigan Works!
- Help **drive communications** strategy

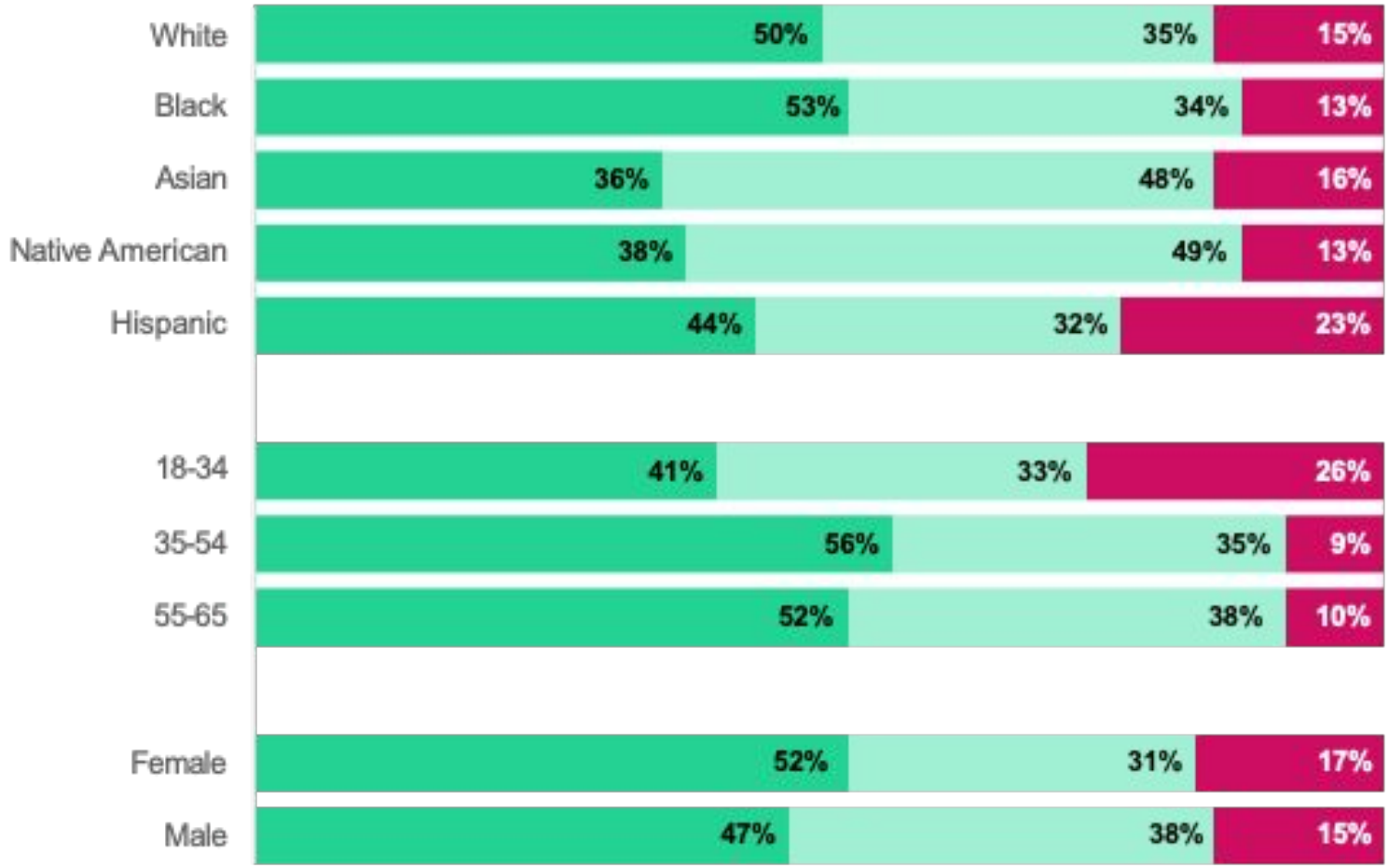


MICHIGAN DEPARTMENT OF
LABOR & ECONOMIC
OPPORTUNITY

**Awareness:** The large majority of respondents (84%) reported that they had heard of Michigan Works! prior to this survey. Hispanic respondents and respondents aged between 18 and 34 reported having never heard of Michigan Works! significantly more than the other race/ethnicity groups and age groups (respectively).

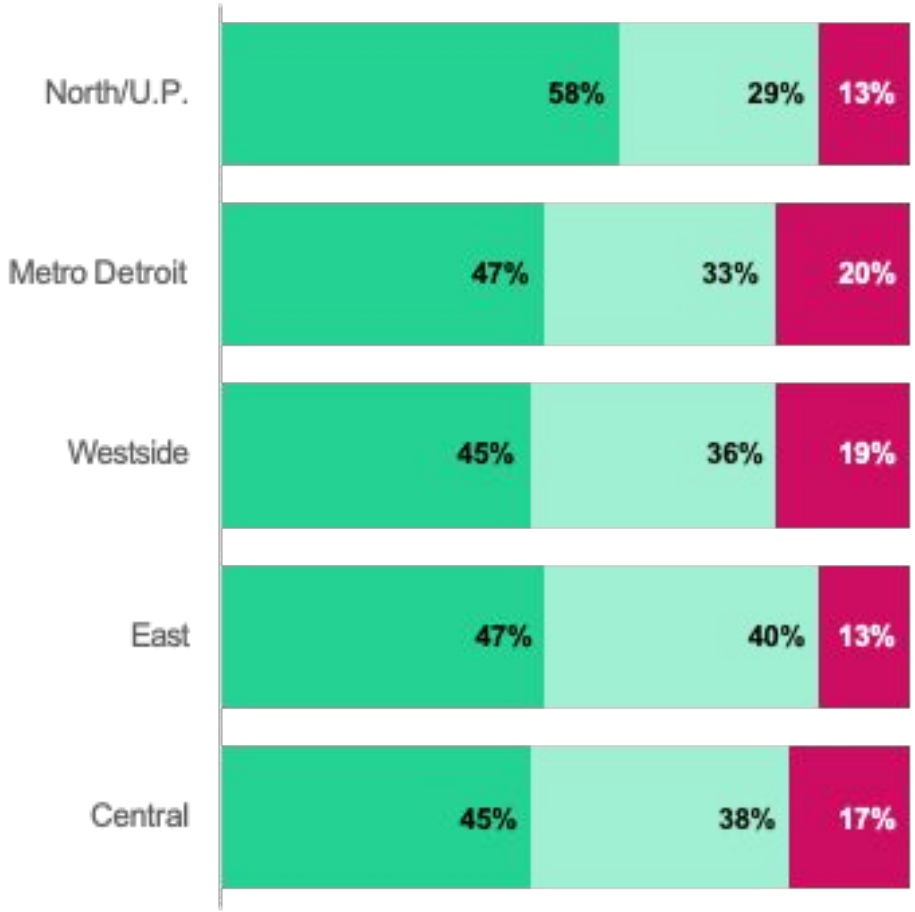
## Question: Have you heard of Michigan Works! prior to this survey?

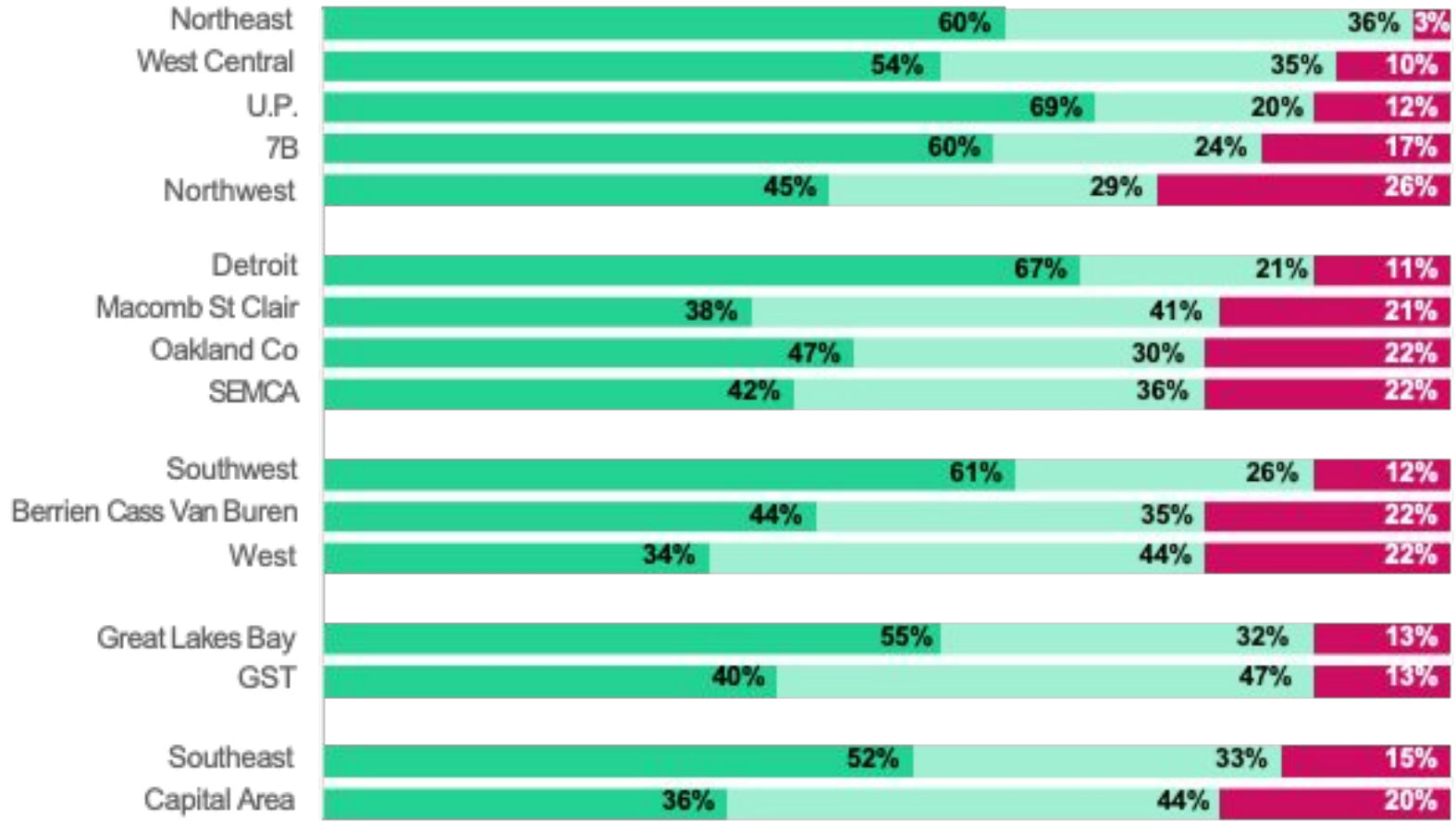


**Awareness by region:** Awareness of Michigan Works! was similar across the five regions, though respondents in the North/U.P. region did report having heard and used Michigan Works! services significantly more than the other regions. Similarly, respondents in U.P. and Detroit reported having heard and used the services significantly more than the other hubs. Respondents in the Northeast hub reported the highest overall awareness, with only 3% of respondents reporting that they had never heard of Michigan Works!.

## Question: Have you heard of Michigan Works! prior to this survey?

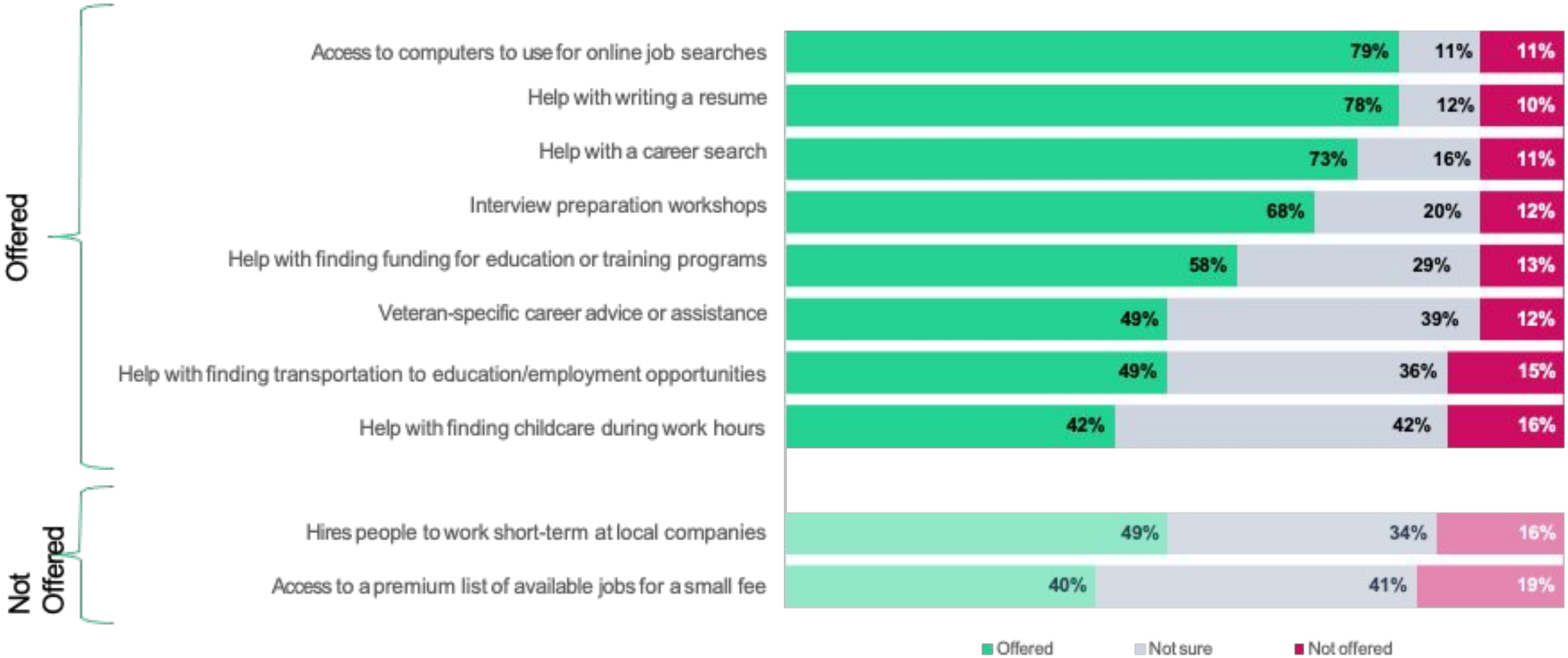



Yes, I have heard about them and used their services
Yes, I have heard about them but I have not used their services
No, I have not heard about them or used their services

**Familiarity:** Over 70% of respondents who had previously heard of Michigan Works! reported that they knew or thought that Michigan Works! offers access to computers for job searches, help with resume writing and help with a career search. Only 42% of respondents reported that they believed that Michigan Works! offers help with finding childcare during working hours.

**Question: For each of the following, please give your best guess about whether or not Michigan Works! offers this service.**



**Need for services by region:** Access to computers for online job searches and help with career searches were the two services that were most commonly chosen across the hubs. Across the regions, there were significant differences between the most commonly chosen services, with respondents in the East region choosing access to computers for online career searches significantly more than respondents from other regions.

## Question: Do you think any of the following Michigan Works! services could currently help you?

| Region | Most Chosen | Second Most Chosen |
|---|---|---|
| North/U.P. | Funding (22%) | Career search (22%) |
| Metro Detroit | Career search (28%) | Access to computers (26%) |
| Westside | Resume writing (21%) | Career search (21%) |
| East | Access to computers (31%) | Resume writing (28%) |
| Central | Interview preparation (22%) | Career search (21%) |

| Hubs | Most Chosen | Second Most Chosen |
|---|---|---|
| Northeast | Funding (27%) | Resume writing (19%) |
| West Central | Transportation (16%) | Career search (15%) |
| U.P. | Access to computers (33%) | Career search (23%) |
| 7B | Career search (38%) | Resume writing (29%) |
| Northwest | Funding (31%) | Resume writing (22%) |
| Detroit | Access to computers (34%) | Resume writing (29%) |
| Macomb St Clair | Career search (31%) | Resume writing (29%) |
| Oakland Co | Access to computers (28%) | Interview preparation (27%) |
| SEMCA | Career search (30%) | Access to computers (26%) |
| Southwest | Resume writing (24%) | Access to computers (24%) |
| Berrien Cass Van Buren | Career search (24%) | Funding (23%) |
| West | Career search (21%) | Resume writing (20%) |
| Great Lakes Bay | Access to computers (34%) | Resume writing (32%) |
| GST | Access to computers (28%) | Resume writing (24%) |
| Southeast | Access to computers (24%) | Career search (20%) |
| Capital Area | Interview preparation (28%) | Resume writing (25%) |

Highlighting 30% and above

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# Discussion and Q&A

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