

Case Study


Data-Backed Recommendations for City Council


How the Town of Cary, NC, used AI to develop and pass its strategic approach to e-scooters

When electric scooters arrived on the streets of Cary, North Carolina (pop. 165K), the Town sought a way to balance their benefits with the operational and safety challenges they posed. Cary's leadership used Zencity's analytics to design its strategic approach to e-scooters and get it passed with the Town Council.

The Challenge While neighboring cities had been heavily regulating e-scooters, the Town wanted to take a data-driven approach to e-scooters that integrated the feedback of a majority of its community, not just the vocal voices of a few. Cary wanted to gauge city-wide perceptions and the impact of e-scooters on the community in a quantitative, measurable way.


The Zencity Solution From the first day the scooters landed and for the following three months, Cary began tracking and quantifying resident sentiment towards e-scooters using Zencity, which automatically aggregated, analyzed and visualized the resident feedback. Zencity's data, helped Cary understand the extent of discourse on e-scooters, how it changed over time, and the sentiment behind it in a quantitative way:

 By and large, the public was still forming its own opinions and most discourse on e-scooters was neutral chatter.

 Vocal opponents and proponents of e-scooters were actually a minority.

Actionable, Data-based Insights

Based on this data, the Town of Cary decided to take a “wait & see” approach to e-scooters. They then compiled a staff report for the Town Council based on Zencity data and presented the report at a Town Council meeting. The staffs' recommendations included ordinance changes, taking a “wait & see approach” while continuing to track and monitor feedback data, and avoiding heavily regulating e-scooters to respect that the majority of residents didn't oppose them.

 Zencity was a powerful tool for helping us make data-driven recommendations to Town Council, and also imperative in helping Council Members feel confident about their decision.



Dan Ault

Assistant Town Manager, Town of Cary, NC

Results



With the help of its data-driven staff report, all of the Town staff's recommendations were adopted by the Town Council.

The icing on the cake was that Cary's approach was well received by the community and [local press](#) alike, and they could track that as well on Zencity's platform.