

USER SURVEY RESULTS

WHAT USERS TOLD US

Data governance, security, and a budget problem.

Drawing on customer survey responses and platform search activity from government agencies across 20 states, we learned what's driving their technology decisions in 2026 — where budgets are going, what's slowing procurement down, and how much agencies lean on each other to get unstuck.

01 WHERE THE INTEREST IS

TOP 5 TECHNOLOGY AREAS, RANKED

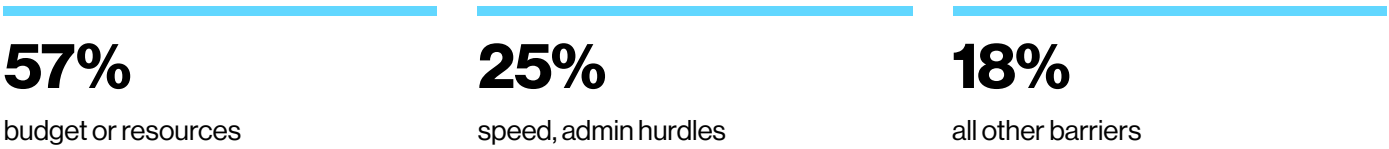
- 1 Data governance
- 2 Cybersecurity
- 3 311 voice agents
- 4 Traffic and mobility data collection
- 5 AI pavement management

MOST NAMED IN THE PIPELINE

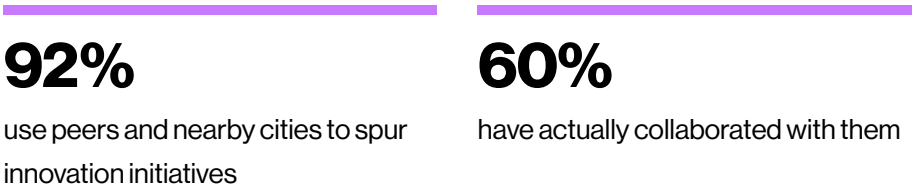
- Data security and AI
AI risk, AI chatbots, data governance
- IT infrastructure
Fiber, cybersecurity

02 THE NUMBER ONE PROCUREMENT BARRIER

Procurement is not as streamlined as it should be. The majority of respondents pointed at money and people, not process.



03 COLLABORATION: INTENT OUTRUNS ACTION



WHAT PEERS COLLABORATED ON



USER SURVEY RESULTS

WHAT YOU WANT FROM MARKETPLACE

Document search and peer cohorts are what users want most.

From our latest satisfaction survey of users across 20 government agencies, rating desirability of new platform features and interest in peer collaboration.

04 WHAT YOU WANT FROM MARKETPLACE

HIGHEST INTEREST

57%

Rated a searchable document database as the most desirable new feature.

PEER-TO-PEER COHORTS

54%

Would be interested in a Marketplace.city facilitated small group conversation with peer agencies.

05 TOP AREAS FROM JUST USER SEARCHES

Based on 2026 Marketplace.city landscape searches, de-duplicated per user and grouped into themes by keyword. About 60% of searches were one-off or vendor-specific and fall outside these themes.

- 1 Tools for Public Works (utilities / water / infrastructure)
- 2 Finance & Administration Tools
- 3 Public Safety
- 4 AI and Automation
- 5 Constituent Experience (311/ constituent engagement)

06 HOW MARKETPLACE.CITY HELPS

370+ Market Landscapes

Including data on markets ranging from cybersecurity to ERP solutions.

Contract & quote analysis

Helps confirm you're getting a competitive price when budget is the #1 barrier.

100+ agency network

Connects you directly to peers who've already bought and deployed a solution.

From research to RFP to contract — we're with you at every step

Search documents, benchmark pricing, find peers, and manage procurement end to end on Marketplace.city.

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