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Monday, November 1, 2021

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# **SDPD Launches New Survey Tool to Better Understand Community Concerns**

## **PARTNERSHIP WITH ZENCITY WILL GAUGE TRUST AND SENTIMENT TOWARD POLICE & PUBLIC SAFETY ISSUES**

**San Diego, CA** – In efforts to better understand community concerns in San Diego, Mayor Todd Gloria, Police Chief David Nisleit, and local leaders announced today the launch of a survey tool to gauge trust and sentiment toward police and public safety issues.

Through a partnership with Zencity, a global technology company redefining community engagement to build better local governments, the San Diego Police Department joins a list of cities and law enforcement agencies across the U.S. taking advantage of software to effect change.

**“Making decisions on public safety should involve input from the public, and this new tool allows us to do just that,” Mayor Gloria said. “These surveys will have a much broader reach into our communities by putting it on the apps and websites people use most. While we’ve collected extensive data over the years, this tool gives us a chance to connect with residents quickly and directly, offering us real-time sentiments. This will be a great step toward really understanding the needs and concerns of our residents to make the best decisions for the future of public safety in our city.”**

Starting this week, surveys translated into seven languages will begin to appear to San Diegans through the use of digital ads in various locations such as news websites, social media platforms, blogs and apps. Based on responses, the tool will measure the safety and trust residents have in their communities, while also identifying key concerns residents want the police to address.

**“This survey allows us to engage and collaborate with our community in new ways,” Police Chief David Nisleit said. “It will help us understand how residents across San Diego feel about police in their communities, make improvements based on that feedback, and monitor how that sentiment changes over time.”**

In under five minutes, San Diegans can help the San Diego Police Department and City leaders know how they feel. Questions asked include:

- When it comes to the threat of crime, how safe do you feel in your neighborhood? Please indicate on a scale of 0 (not safe at all) to 10 (completely safe).
- How much do you agree with this statement? The police in my neighborhood treat local residents with respect. (Level of agreement from 0-10)
- How much do you agree with this statement? The police in my neighborhood listen to and take into account the concerns of local residents. (Level of agreement from 0-10)
- What is the number one issue or problem on your block or in your neighborhood that you would like the police to deal with? Please be specific. [Open-ended response]

The survey is completely anonymous and does not gather or track personal data of respondents. The survey will typically gather 1,000 responses from San Diego, California, residents each month, across all police divisions. Once a good sampling of responses has been received, SDPD will work with Zencity to create public dashboards on the trust and sentiment expressed by residents to a page on the SDPD website, [similar to those shared by the Seattle Police Department](#).

**“We are proud to partner with the City of San Diego, as they continue finding new ways to build trust and dialogue between the public and the police,” said Eyal Feder-Levy, CEO, Zencity. “This tool will enable San Diego to better understand local attitudes, and the concerns of every neighborhood, enabling further innovation and responsiveness to the community the San Diego Police Department serves.”**

In addition to an ongoing general survey, SDPD’s partnership with Zencity includes the ability to develop two customized surveys per year. With the help of Zencity experts, SDPD could utilize this feature to gauge public sentiment on policy or other public safety initiatives being explored in San Diego.

**“CAB has and continues to recommend genuine communication and relationship building between the community and our police department,” said Norma Sandoval, Chair of the Citizens’ Advisory Board on Police/Community Relations. “The dashboard is a vehicle by which our community can express its trust in law enforcement, while providing SDPD with concrete data about it. The vision is to have this information guide SDPD in reflective practice to improve the trust in all sectors of our community.”**

This is the latest effort by the City of San Diego to increase community engagement and collaboration between San Diegans and SDPD.

## **SCORE CALCULATION METHODOLOGY**

Zencity’s Blockwise scores reflect the diversity of San Diego’s neighborhoods, incorporating voices from every corner of the community. To do so, Zencity sets response targets based on U.S. Census data about the districts and areas measured. Using geotags or zip codes associated with each confidential and

anonymous survey response, the system assigns responses to the neighborhoods where they originate. Zencity ensures the security and privacy of its data and survey respondents. Survey responses are anonymous, unless a respondent chooses to share their email address for follow-up purposes, in which case their survey responses are kept confidential. Zencity does not collect a respondent's name, address or any other personally-identifying information.

Zencity's trust and safety scores are generated from rating scale questions that people answer within surveys. Residents respond to three questions to create scores measuring their level of trust in police and how safe they feel in their community. Zencity then generates a monthly score, based on the latest data. Those scores represent the average response among respondents in that neighborhood, weighted to match that neighborhood's demographic makeup. These scores are not percentages. Zencity's weighting accounts for the responses of every single person who answered a question. The responses give a proportional voice to all demographics (e.g., by age, sex, race, education level, and income level) based on the makeup of that area.

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