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Zencity Blockwise Trust & Safety Scores Explained

What is a Blockwise survey?

Our partner, Zencity (formerly known as Elucd) , delivers short, confidential surveys to our city's residents through digital ads. This type of survey is referred to as "Blockwise", an "always-on" version of survey research that measures key performance indicators (KPIs) continually, over time. Blockwise surveys are designed to measure how safe city residents feel and how much they trust local police, and to identify the main concerns residents want police to address. Trust and Safety Scores are generated from rating scale questions that people answer in the surveys.

Survey Respondents and methodology

Zencity meets residents where they are through the devices we carry and the apps and websites we use every day, using technology to reach all corners of our city's population.

Zencity collects survey responses every day all across the city, and then generates a score each month on a scale of 0-100, based on the latest data. Those scores represent the average response among respondents in that neighborhood, weighted to match that neighborhood's demographic makeup. The following survey questions feed into each Sentiment Score (Trust and Safety):

- **Trust Score:**
  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)

- **Safety Score:**
  When it comes to the threat of crime, how safe do you feel in your neighborhood? (Level of safety from 0-10)

The Blockwise survey also asks respondents an open-ended question in order to measure **residents' main concerns** in terms of Public Safety:

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]

The answers for these questions are visible on the Comment Feed and are categorized by AI into 10 categories: Drugs, Streets and Traffic, Policing Issues, Theft Burglary and Break-Ins, Gangs, Homelessness, Loitering and Harassment, Noise, Vandalism, Violence.

Who answers the questions?

Real people do! Specifically, hundreds of residents in every neighborhood in our city, making up a highly representative demographic proportion of the city's population. Zencity uses the US Census ACS data for demographic statistics on any location and dynamically adjusts sampling to reach demographic audiences that match the real population.

How many survey responses are collected?

Zencity typically gathers about 650 survey responses from Seattle residents every month, spread across all areas of the city.

How often does the Blockwise dashboard update?

The scores on the dashboard are updated on a monthly basis.

How are the trust and safety scores calculated?

Survey respondents select their answers on a rating scale of 0 to 10. The data is then collated and processed to create a weighted average response (out of 10) that, when multiplied by ten, produces a score between 0-100. Those scores show how an area stacks up on these trust and safety measures. These scores are not percentages; they come from the weighted average response to the questions. Although using percentages is a common way of analyzing survey data, weighting accounts for the responses of every single person who answered the question. This method essentially gives a proportional voice to all demographics (e.g., by age, sex, race, education, income level) based on the makeup of that area.

How are the scores interpreted?

Trust and Safety scores—ranging from 0-100—are NOT a percentage. They represent the average level of trust and safety residents have in that part of the city. A Trust score of 65 does not mean that 65% of respondents trust their local police; instead, it means that the average response to those questions is 6.5 out of 10. This allows users to compare Trust and Safety scores across different neighborhoods in a city and track how they change over time, and to compare scores to national or cohort benchmarks.

How reliable are these scores?

Blockwise scores reflect the diversity of a city's neighborhoods and incorporate voices from all corners of the community. In the process of gathering raw data from the respondents directly, the survey system ensures that it gets responses from people across all major demographic groups so that scores reflect the demographic composition of the neighborhood they represent. To do so, targets are based on U.S. Census data about the districts or neighborhoods measured. Using geotags or zip codes associated with each confidential survey response, the system assigns responses to the neighborhoods where they originate (e.g., sectors, districts, precincts, etc.). Zencity weight responses based on the demographics of that area. What this means is that Zencity makes sure each data point—representing an individual voice from the community or area—is equally heard and weighted, without the risk of getting lost or overlooked.

What about privacy?

Zencity ensures the security and privacy of its data in a number of ways. Survey responses are confidential, and unless a respondent chooses to share their email address for follow-up purposes, remain completely anonymous. No personal information is collected when a respondent takes a survey. Zencity does not collect a respondent's name, address, or other personal identifying information.

How does Zencity ensure that survey responses come from city residents?

Zencity uses two main methods to ensure that survey responses are appropriately attributed to city residents. First, through digital advertising networks, it focuses ads to solicit survey responses from residents of a city. Second, survey respondents are asked to provide their zip code in the survey so that responses from people outside a city or community can be filtered out.

How does Zencity ensure that each respondent has answered the survey only once?

Every survey response is appended to a unique, anonymous identifier in order to prevent multiple responses from the same device to be counted. In cases where Zencity has recognized multiple responses from the same device, these answers are filtered out on a monthly basis.