



Question & Answer: Minneapolis Police Department
12/20/2023

Q: What is the technology? How does it work?

Zencity's Blockwise product provides a real-time view of community perception and satisfaction levels on issues of public safety and trust. Using existing ad networks to deliver anonymous, hyper-local community surveys, the resulting survey data enables local government leaders to be more responsive to the Minneapolis communities' concerns, attitudes, and issues. The survey's framework is based on principles of procedural justice to reliably and consistently measure components of the framework.

Q: How will this data be used?

The Minneapolis Police Department will be using survey data from the community to better understand and respond to local concerns, attitudes and issues. The tool will enable the Minneapolis Police Department to better address in a holistic way local crime and quality of life issues that are impacting or important to the local community.

Q: Why is it necessary?

It is vital that organizations of all kinds be more responsive and inclusive, lowering the barriers for their constituents to have their voices heard. Community meetings and other engagement channels remain vital, but present a higher burden to the participant to participate. Augmenting these approaches with digital approaches ensures that we go where the residents we serve already are, instead of making them come to us.

Like measuring changing crime rates, you can only improve what is measured. Zencity will provide better data on trust and key public safety measures to government leaders to be more responsive to local concerns, attitudes and issues.

Q: How do I participate?

The surveys will be delivered to you on your electronic device. The survey will appear as a digital ad.

Q: How do you verify if people live in a particular neighborhood?

Zencity uses existing digital advertising networks to target digital advertisements, localized to reach each neighborhood. Respondents who choose to take the surveys voluntarily provide their ZIP code. The combination of where the ads are targeted combined with the respondent's

self-reported ZIP code enables the assignment of a response to a neighborhood. This enables local government leaders to better serve their constituents by knowing local concerns, attitudes and issues.

It is important to note that survey responses are only assigned a neighborhood based on an anonymous, voluntary sharing of generalized location information. It is impossible to assign a response to a specific location or an individual.

Q: As a member of the public, can I see the data and survey results?

Zencity works with its local government customers to publish community survey results at regular intervals. This is determined on a case by case basis depending on the city and input from the community. Should this be decided the data will be published.

Q: How do you ensure the accuracy and inclusiveness of the data?

We recruit our survey respondents through advertisements that may appear in millions of locations on the Internet -- from news websites and social media platforms, to blogs and apps, from any device they might be using -- from smartphones to tablets. Using highly targeted digital advertisements, we reach a very wide group of people and put together a diverse and highly representative sample of respondents.

No one has to download an app, go to a specific site or join a panel -- our surveys find the right respondents thanks to the precision of our targeted outreach.

We use the US Census ACS data for demographic statistics on any location and dynamically adjust sampling to reach demographic audiences that match the real population. We customize the language we use to where we apply the technology in order to ensure easy access to our surveys for the population despite language and cultural barriers.

We use the standard rake-weighting methods to balance the resulting data for maximum precision -- that is, if it doesn't match the proportions in the given population.

Q: What languages will the survey be delivered in?

The survey is offered in English, Spanish, Hmong, Somali, Amharic, Oromo, Lao, and Vietnamese

Q: Are there any restrictions on how the data can be used?

It is prohibited to use Zencity for electoral campaign purposes, for tracking specific individuals or groups, or any other purpose prohibited by law or Terms of Service of Zencity or any of its data partners.

Q: How do you maintain an individual's anonymity?

Zencity does not collect personally identifiable individual information, and only aggregated statistics and open-form suggestions for enhancing government customer service are shared with its customers.

Demographic information is voluntarily provided by survey respondents, is only reported by group (e.g., "Age 18-24" group), and is used for demographic analysis purposes to understand trends and performance by group.

Q: Who is Zencity? What is their role?

Zencity is a technology startup that believes local government is the most vital and relevant civic institution. Local leaders are at the forefront of providing the most essential government services--from public health to safety--and are best positioned to improve quality of life.

Zencity takes civic engagement to the next level and ensures that local governments can easily hear from all corners of their community via online channels and community surveys. This data is transformed into actionable information for local leaders.

Q: Where does the name Blockwise come from? Where can I learn more about it?

Blockwise is the name of our local survey product, which enables local government leaders to better understand and to be more responsive to local concerns, attitudes and issues.