

A “Fitbit” for Public Perception

Massive Scale Problems Meet Methodology

May 4, 2023



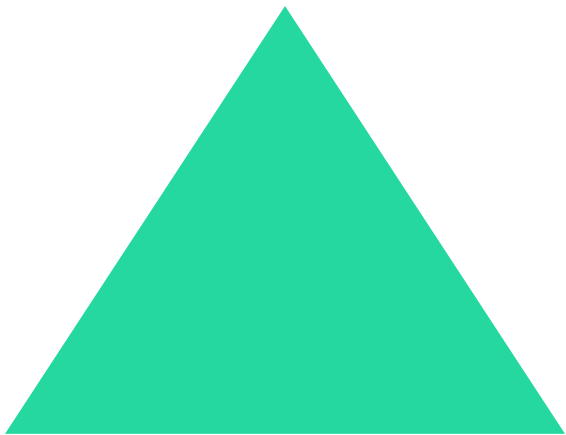
The Vision

- Manage what you measure
- Continuousness
- Ubiquity
 - Local effect vs Not
- Goal: Performance management and shared accountability



Precision

*Demographic & Geographic
Balance*



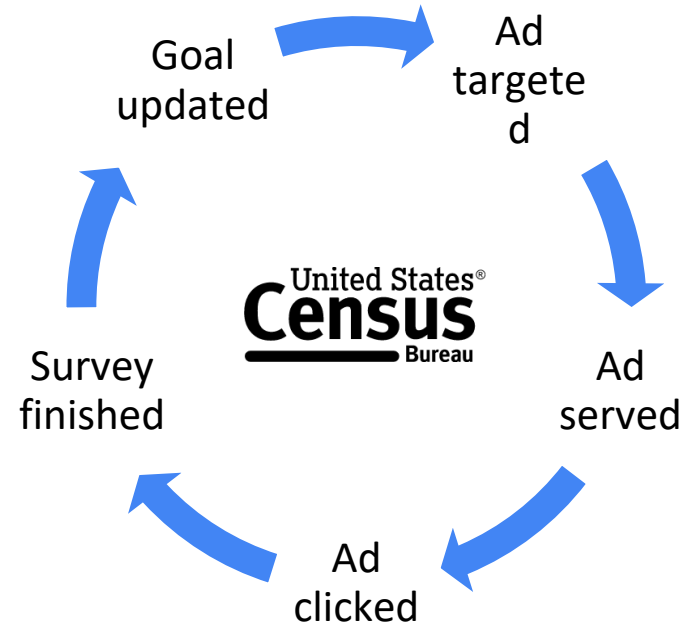
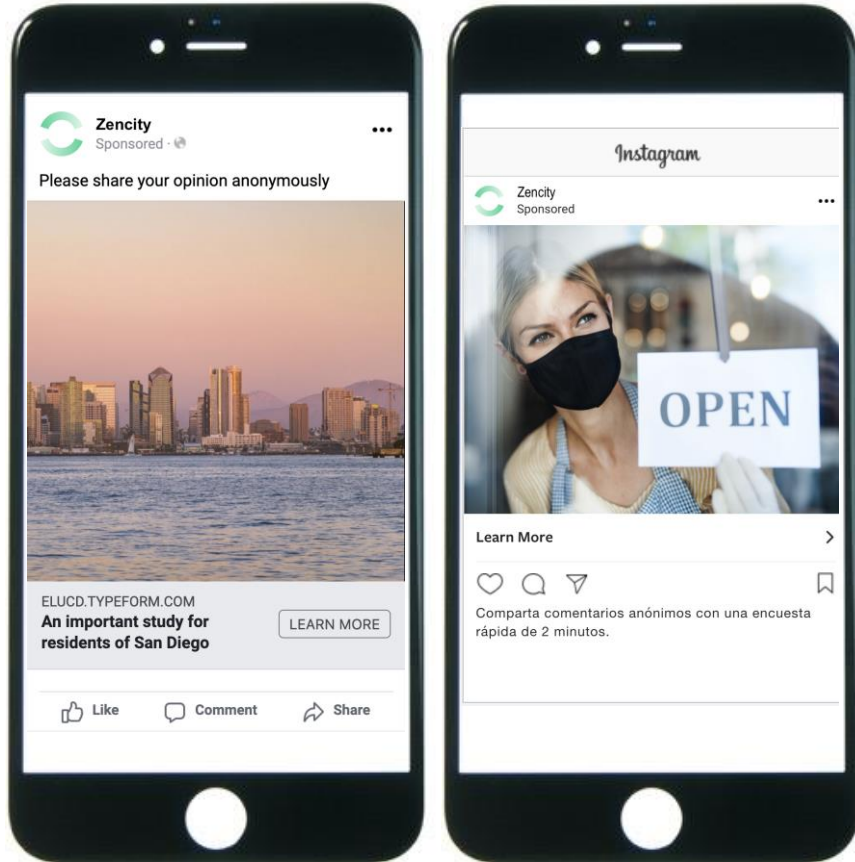
Scale

*Every day,
everywhere*

Cost

Accessible to every
locality in the world

Dynamically Deliver Surveys to Geofenced Populations



Base Questionnaire

Aspect 1 - Overall Safety perception

1. When it comes to the threat of crime, how safe do you feel in your neighborhood?

Aspect 2 - Fairness

1. In general, the police in my area treat everyone fairly regardless of who they are.
2. The police in my area provide the same quality of service to all citizens.

Aspect 3 - Respect

1. The police in my area would treat you with respect if you had contact with them for any reason.
2. The police in my neighborhood treat local residents with respect.

Aspect 4 - Voice

1. The police in my neighborhood are approachable.
2. The police in my neighborhood listen to and take into account the concerns of local residents.
3. How willing would you be to contact the police dept if you were a victim of crime or were worried about something?

Aspect 5 - Transparency

1. How much access to information does the police department make available to the public about crime and arrest patterns in the community?

Resident's main concerns

1. What is the number one issue or problem in your local area that you would like the police to deal with? Location information can be acted on. E.g. (your issue) near (road / park / station).

Scale Today

- >300 Cities/Counties
- US, UK, Canada, Australia, Israel
- Approaching 1M unique resident interviews a year
- 14 of 100 largest cities, 8 in the last 6 months.

Metropolitan Police Service, UK
Harris County Sheriff, TX
Los Angeles, CA
British Transport Police, UK
Chicago PD, IL
Houston, TX
San Diego, PD, CA
Phoenix PD, AZ
Fairfax County PD, VA
Austin, TX
County of Shelby, TN
Prince George's County, MD
Seattle PD, WA
Washington Metro PD, DC
Kent County, MI
Louisville PD, KY
Delaware County, PA
New Castle County, DE
Fresno, CA
Albuquerque PD, NM
Adams County, CO
Long Beach, CA
Colorado Springs, PD, CO
Oakland, CA
Tulsa, OK
Manatee County, FL
New Orleans, LA
Tampa, FL
Lane County, OR
Greensboro Police Department, NC
St. Lucie County, FL

Clayton County, GA
Aurora, IL
Akron, OH
Tempe PD, AZ
Fort Lauderdale, FL
Palmdale, CA
Garden Grove, CA
Corona, CA
Charles County, MD
Cary, NC
McAllen, TX
Miramar, FL
Calhoun County, MI
North Hertfordshire, UK
Sugar Land, TX
Lansing, MI
Clearwater, FL
St. Mary's County, MD
Peoria, IL
Antioch, CA
Thunder Bay, Canada
Roanoke, VA
Nevada County, CA
Kenosha, WI
Lenawee County, MI
Montgomery County, VA
Calvert County, MD
Santa Monica, PD, CA
Menifee, CA
Hawthorne, CA
San Leandro PD, CA
Midland County, MI