



NEWS RELEASE

**FOR IMMEDIATE RELEASE –
February 9, 2022**

The Adams County Sheriff's Office Launches New Survey Tool to Better Understand Public Trust and Community Priorities

The Partnership with Zencity will use ongoing surveys to better understand local concerns, priorities, and trust in public safety officers

Adams County, Colo. (February 9, 2022):

The Adams County Sheriff's Office is launching a new public survey tool to better understand local concerns, attitudes, and trust in their public service. The survey will appear to local residents on their mobile devices. The tool will enable the Adams County Sheriff's Office to understand local neighborhood issues and enhance their responsiveness to community priorities more holistically.

"Understanding the community's perception of public safety in our community and priorities gives us all a roadmap for continued improvement in the service we provide", said Sheriff Rick Reigenborn. "Our partnership with Zencity will enable the Adams County Sheriff's Office to be even more responsive to our community, as we seek to build a safer, fairer county."

"I applaud forward-thinking leaders like Sheriff Reigenborn who understand that effective public safety in 2022 means more than just reducing crime rates – it means building trust with the community they serve. Zencity is proud to support the important work the Adams County Sheriff's Office is doing to understand and prioritize the needs of residents of Adams County," said Eyal Feder-Levy, CEO of Zencity.

The launch of the new community survey is in partnership with Zencity, a global technology company redefining community engagement to enhance the responsiveness of local governments. Zencity works with hundreds of municipalities across the U.S. including Chicago, Phoenix, Seattle, and San Diego on issues ranging from public safety to American Rescue Plan Act implementation.

Beginning February 10, 2022, the survey will typically gather approximately 600 responses from Adams' County, Colorado, residents each quarter, across all jurisdictional service areas. The survey results

measure the overall feeling of safety and trust while also identifying specific concerns residents want the Adams County Sheriff's Office to address.



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

On a scale of 0 (not safe at all) to 10 (completely safe).

0 = Not Safe At All
10 = Completely Safe

0 1 2 3 4 5
6 7 8 9 10

OK ✓

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Score Calculation Methodology

Zencity's Blockwise scores reflect the diversity of Adams' County 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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For more Information, please contact:

Contact: Sgt. Adam Sherman

303-655-3223 (Office)

asherman@adcogov.org