



Elucd Trust & Safety Scores, Explained



What do these scores mean?

Our partner, Elucd, delivers short, confidential surveys to our city's residents through digital ads. Elucd 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.

Elucd's 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. Elucd's Trust and Safety Scores are generated from rating scale questions that people answer in the surveys.

Elucd uses residents' responses to three key survey questions (see below) to create scores measuring their level of trust in local police and how safe they feel in their neighborhood. Elucd 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)



How is the score calculated?

Survey respondents select their answers on a rating scale of 0 to 10. Elucd then collates this data and processes it 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, Elucd's weighting accounts for the responses of every single person who answered the question. We essentially give a proportional voice to all demographics (e.g., by age, sex, race, education, income level) based on the makeup of that area.



How do you interpret the score?

Elucd 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 a 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?

Elucd's 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, Elucd's 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, Elucd sets its targets 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.).



Elucd then weights responses based on the demographics of that area. What this means is that Elucd 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 questions are asked?

Elucd's surveys, which take about three minutes on average to complete, continuously collect data in a city on a variety of topics. Below are examples of questions asked:

- 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]



Who answers these surveys?

Real people do! Specifically, thousands of residents in every neighborhood in our city, making up a highly representative demographic proportion of the city's population.



How many survey responses are collected?

Elucd typically gathers 1,500-2,000 survey responses from Chicago residents every month, spread across all 22 CPD districts in the city.



How often will the dashboard be updated?

The dashboard will be updated by CPD on a monthly basis.



What about my privacy?

Elucd 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. Elucd does not collect a respondent's name, address, or other personal identifying information. Elucd takes measures to protect the privacy of respondents and the scores their surveys generate. It ensures that all survey responses are kept confidential.

Elucd understands privacy extends beyond the survey responses to the data created from these responses. Elucd uses industry best practices and systems to keep its systems and databases secure.



How does Elucd collect data?

Elucd collects anonymous survey responses from residents through advertisements on the websites and social media platforms people visit every day. Elucd reaches upwards of 90% of Internet users, and can target ads on millions of websites, along with popular platforms like Facebook and Instagram. Through these ads, respondents are invited to answer a short survey about their city. These surveys are delivered in a variety of languages, depending on what language a device is set to. The makeup of the population of smartphone users very closely matches the population in general, making this method an effective way of reaching all corners of a city.



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

Elucd 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.