



BLOOMINGTON POLICE DEPARTMENT



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The Bloomington Police Department Launches New Survey Tool to Measure Public Trust and Safety

Bloomington, IL - The Bloomington Police Department has launched a new public survey tool to better understand local concerns, attitudes, and trust in the police department and gain area-level visibility into your community's confidence in local law enforcement efforts.

The survey will appear to local residents on their mobile devices. The tool will enable the Department to more holistically understand local neighborhood safety issues and enhance their responsiveness to community priorities.

"The Bloomington Police Department welcomes input from its residents and businesses as we strive to improve effectiveness and efficiencies in this wonderful city. This survey tool will allow us to have a real-time finger on the pulse of this community's needs as it pertains to public safety. If we are doing well, we want to know about it. If we can do better, we need to hear about it and work with you to do so," said Chief Jamal Simington. "The BPD will make strategic decisions based on the feedback from our residents, providing a benchmark for where we need to go next. The utilization of this business tool is competent community policing and aligns well with our agency's strategic goals."

The launch of the new public safety survey is in partnership with Zencity, the community input platform used by local governments to hear from more residents and get meaningful and actionable insights. Zencity works with hundreds of municipalities across the U.S., including Chicago, Phoenix, Seattle, and San Diego.

"I applaud forward-thinking leaders who understand that effective public safety in 2024 requires building trust with the community they serve as part of an overall effort to reduce crime," said Eyal Feder-Levy, CEO of Zencity. "Zencity is proud to support the important work the Bloomington Police Department is doing to understand and prioritize the needs of residents."

The survey will appear to residents through the use of digital ads in various locations such as social media platforms. Based on responses, the survey will measure resident satisfaction regarding residents' feeling of safety and various aspects of trust in police while also identifying key concerns residents want the Bloomington Police Department to address.

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In keeping with the Bloomington Police Department's commitment to transparency and accountability, the survey results will be shared with the public quarterly as they become available.

Survey Methodology

Zencity's community surveys incorporate voices from every corner of the community. To do so, Zencity sets response targets based on U.S. Census data about the municipality. 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. Regardless, survey responses are kept confidential. Zencity does not collect a respondent's name, address, or any other personally-identifying information. 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 the municipality.



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If you wish to submit a crime tip and remain anonymous, please contact the Crime & Intelligence Analysis Unit (CIAU) at 309-434-2963 or email CIAU@cityblm.org. You can also text the number 847411 by texting the word "BPDTIPS", then a space, followed by your tip information.

The tip line is not monitored 24/7. The CIAU office is staffed from 8am-4:30pm, weekdays. If no one is available to answer your call, please leave the information on the voicemail or send it by e-mail.

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