



LAPD Engage Page & Survey QR Code Distribution Best Practices

For LAPD Station Captains & Community Engagement Leads

Purpose:

This guide outlines effective strategies for distributing [LAPD's Engage](#) QR code surveys to maximize resident participation and gather actionable insights at the station level.

Engage is a Zencity tool for self-distributed resident engagement surveys to be shared directly with the community. This document serves as a best practices guide for 1) how to share the surveys, and 2) best practices for where to share the surveys

1. Key Objectives

- Increase resident participation in [Engage surveys](#)
- Ensure consistent and visible presence of the survey in the community

Zencity and LAPD have partnered on monthly Blockwise surveys to support the LAPD Compstat process in 2024 and 2025. As the partnership continues to grow, we are adding elements of localized data, insights, and opportunity for your residents to connect with you, and share critical feedback that may influence sentiments and perceptions of public safety and connection to the Department. Below are best practices for how to distribute those surveys to ensure you are getting the best possible participation.

2. Recommended QR Code Formats

✓ Flyers/Posters ([like North Hollywood example](#))

- Ideal for posting at community centers, libraries, gyms, grocery stores, schools, and places of worship
- Keep the message simple: who it's for, why it matters, and how to scan

✓ Business Cards

- Highly effective for 1:1 distribution
- Officers, SLOs, and community partners can hand them out at meetings, events, or during outreach
- Include station name, LAPD logo, and a short URL as backup to the QR

✓ Digital Distribution

- Add to LAPD station webpages and social media (Facebook, Instagram, Nextdoor, X)

- Include in community newsletters, Nixle alerts, and email blasts from each station

Slide Deck or Screens

- Display QR during public safety meetings, CPABs, Basic Car meetings, and school visits
 - Encourage scanning at the beginning or end of presentations
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3. High-Impact Distribution Locations

- **Local businesses** (cafés, markets, barbershops, etc.)
 - **Community centers and YMCAs**
 - **Public libraries**
 - **Faith-based institutions**
 - **School front offices**
 - **Transit stations or bus shelters**
 - **Events:** Farmer’s markets, National Night Out, community fairs
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4. Best Practices for Officers

- **Keep business cards with QR codes on hand** for patrols, community visits, or casual encounters
 - **Leverage known surrogates** (e.g., neighborhood leaders, business owners, school staff) to help spread the word
 - **Use talking points** like:
“Your feedback helps shape how we police this neighborhood—scan this to tell us what matters to you.”
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Access QR Codes for Each Community Station

All LAPD station-specific QR codes can be found here:

[LAPD Engage QR Code Directory](#)

Use this link to download, print, or share your station’s QR code for flyers, business cards, or presentations.