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City Launches New Community Engagement Initiative: Voices of Lorain

*Partnership with Zencity for surveys and digital engagement site to
understand community priorities and collaborate with residents*

Lorain, Ohio — The City of Lorain is launching [Voices of Lorain](#), a new community engagement initiative to better hear from, inform and collaborate with residents. In partnership with community engagement platform Zencity, this two-part initiative will include a digital community engagement site and ongoing surveys to gauge sentiment toward local services and community priorities.

The Voices of Lorain site will inform and engage residents about upcoming plans and initiatives, and shape them together with the community through collaborative conversations. As part of this, Lorain will create engagements for local projects, upload supporting information, and invite residents to give input using interactive participatory tools. The site will enable the City to more easily incorporate more resident voices in the planning and execution of priority initiatives to improve local services and the overall quality of life. Initial engagements on the [site](#) will focus on the American Rescue Plan funding, affordable housing development, road conditions, and other ongoing projects.

Lorain is also launching a new public survey tool to better understand local priorities and concerns on a wide range of city services and the local quality of life. The tool will enable the City to more holistically understand local neighborhood issues and enhance their responsiveness to community priorities. The survey asks residents to rate their experience with different aspects of life in Lorain including affordable housing, education, transportation, and public safety.



“One of our top priorities is incorporating resident input to help us make the best decisions for the future of our city. This partnership with Zencity to launch Voices of Lorain will lower the barriers for residents to participate and enable us to create an inclusive, collaborative digital space for all to participate while also ensuring we are gathering representative feedback through surveys residents can quickly and easily complete on their phones”, said Mayor Jack Bradley.

“I applaud forward-thinking leaders like Mayor Bradley who understand local government must make it easier for residents to participate and effectively leverage data on their needs and priorities.” said Eyal Feder-Levy, CEO of Zencity: “Zencity is proud to provide a platform for cities to more reach more voices in the community and turn that input into action.”

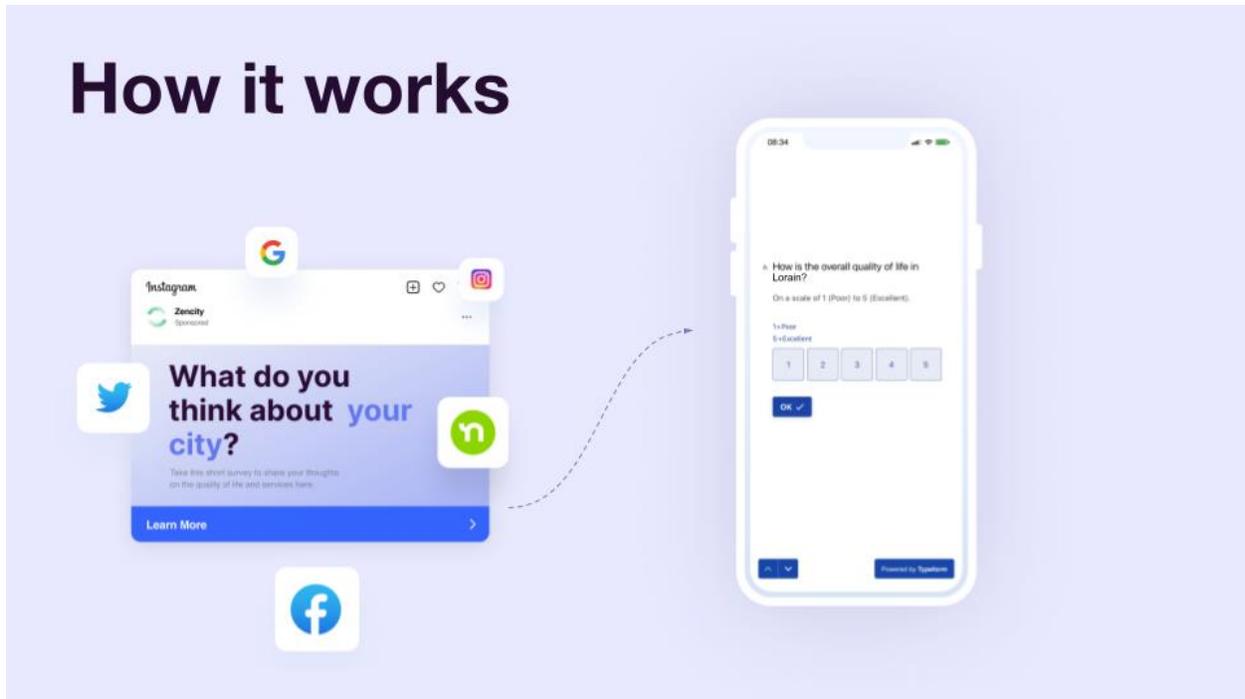
The Voices of Lorain initiative builds on an existing partnership between Lorain and Zencity, the community input platform used by local governments to hear from more residents and get meaningful and actionable insights. Starting last year, Lorain began working with Zencity to better understand the feedback residents are already voicing about the issues that matter to them the most—whether on publicly available social media channels, comments on traditional news sources, or through official channels like 311—helping the city to hear from all corners of the community. 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.

The new community engagement site will inform and gather feedback from residents in up to 27 languages and make it easier for residents to participate—on their own time, from wherever is convenient. Residents can participate at www.voicesoflorain.civilspace.io.

Additionally, later this month, the survey will gather responses from residents in English and Spanish 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 local services and quality of life in the city, while also identifying key concerns residents want local leaders to address.



How it works



In addition, residents can find and respond to the survey on our website and on our facebook page.

In keeping with the City's commitment to transparency and accountability, the survey results will be shared with the semi-annually as they become available.

Survey Methodology

Zencity's community survey incorporates 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.