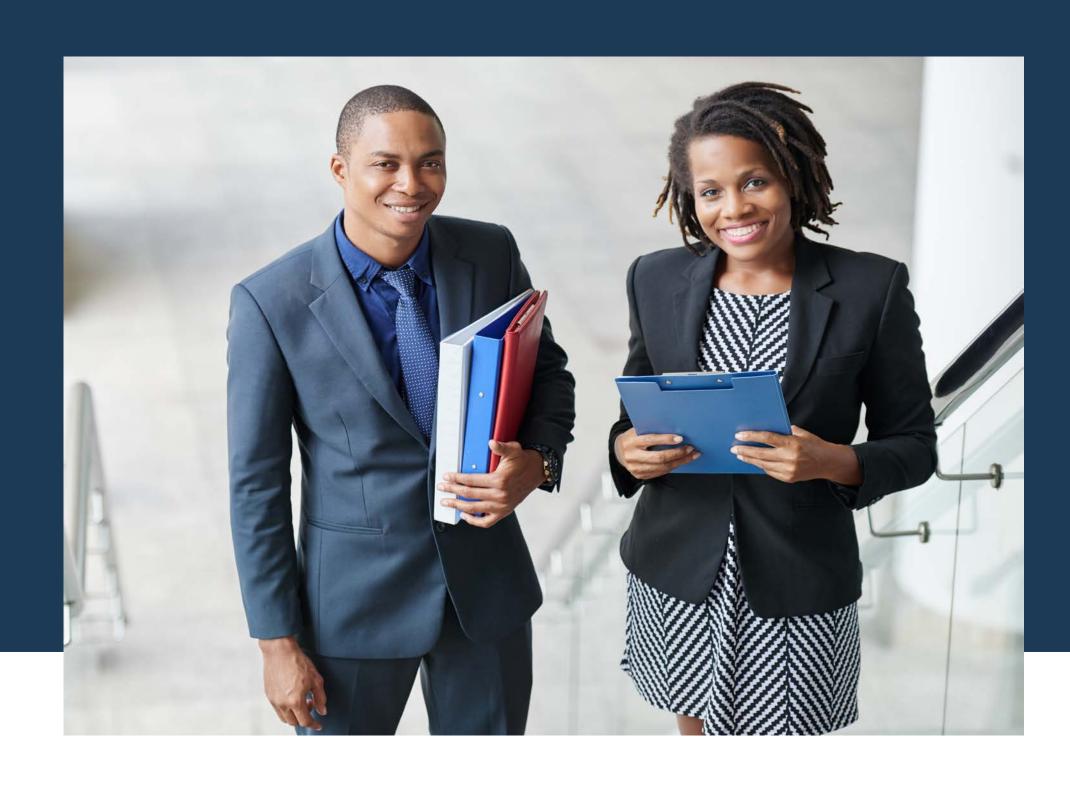
# TEAM #1 Business Ambassadors Program (B.A.P.S)



To create a business ambassador program to help entrepreneurs of color connect with area resources



### LIVABILITY LAB 100-Day Challenge

#### ACHIEVEMENTS

- Developed a training program for community ambassadors to learn about resources and prepare them for networking
- Introduced B.A.P.S. to key business stakeholders and received approval thus far

### COMMUNITY & CROSS-SECTOR

- Started conversations with area business resources to connect and learn
- Including both business owners and entrepreneurs was a key component to our success, providing insight from both sides
- A group with more diverse occupational backgrounds would help further identify areas of need.

- Set meetings to connect and engage with business resources in the area
- Select and recruit ambassadors for the program
- Determine the "parent" agency/organization/ business to house the program
- Complete first pilot!

# TEAM #2 Medical Debt in Muskegon County

#### GOAL

To better understand the level of medical debt held by residents in Muskegon County: the causes, how it can be avoided, and what resources are available and needed



# LIVABILITY LAB 100-Day Challenge

#### **ACHIEVEMENTS**

- Designed a community survey that will provide insight about the specific impact and issues medical debt causes in our community
- Outlined a plan to collect survey results and present findings to the community

### COMMUNITY & CROSS-SECTOR

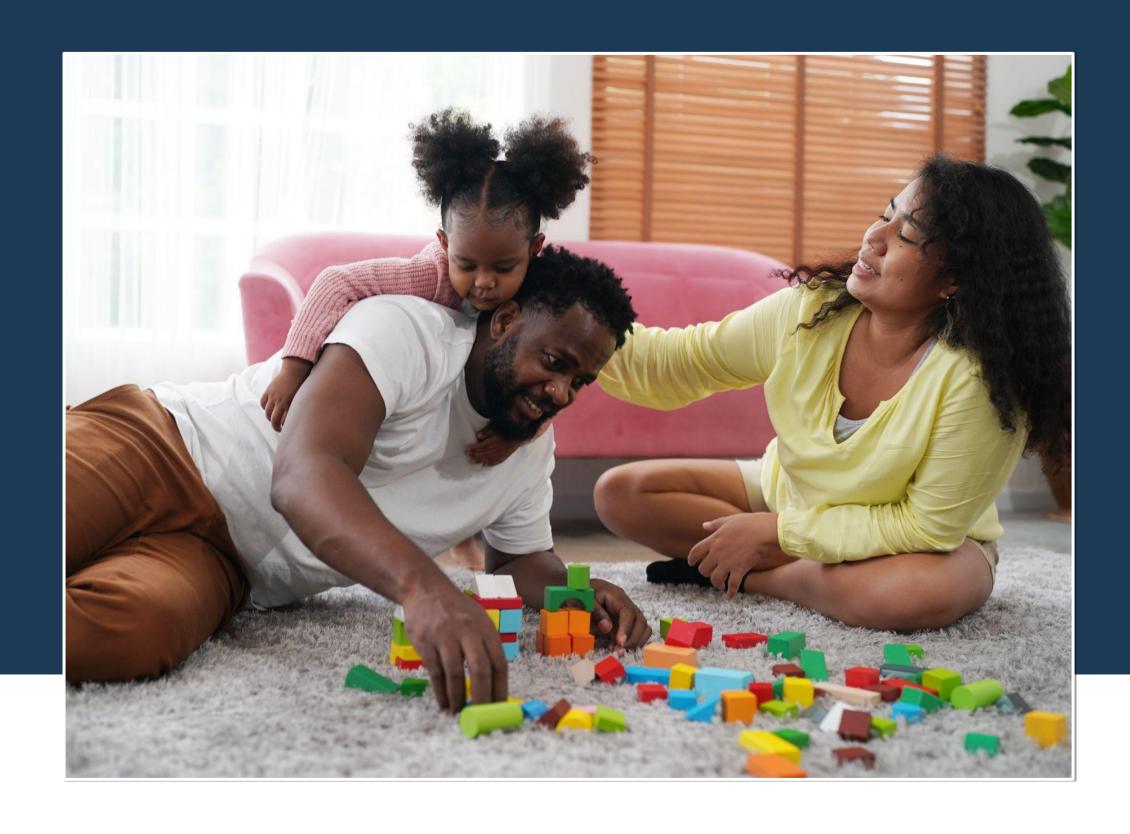
- Conversations with local healthcare about billing processes
- Residents will have the opportunity to engage in the community survey
- Participation from Trinity Health and Access Health (as the BBO) allowed us to make meaningful progress in a short amount of time

- Deploy the Medical Debt Understanding survey
- Host a community forum to present survey results and provide the community an opportunity to learn more about medical debt and to raise questions and concerns (involve local health care)
- Invite RIP Medical Debt (national nonprofit) to present their plans to help in Muskegon

# TEAM #3 Parent Villages

#### GOAL

To implement the Parent Village concept in Muskegon to provide an additional support for parents in our community



### LIVABILITY LAB 100-Day Challenge

#### **ACHIEVEMENTS**

- Completed 2 full Parent Villages, which included four weekly meetings facilitated by trained members of our Livability Lab action team
- Identified groups typically not included in parent conversations, for example, women in the Muskegon County jail

### COMMUNITY & CROSS-SECTOR

- Partnered with Grand Rapids Women's Resource
   Center and the Muskegon County Jail
- Utilized existing parent groups in the Greater Muskegon Area to test the Parent Village framework

- Secure consistent funding
- Develop facilitator training manual and identify a host organization to maintain records & training documents
- Engage local family-serving organizations for partnership and support in a shared mission

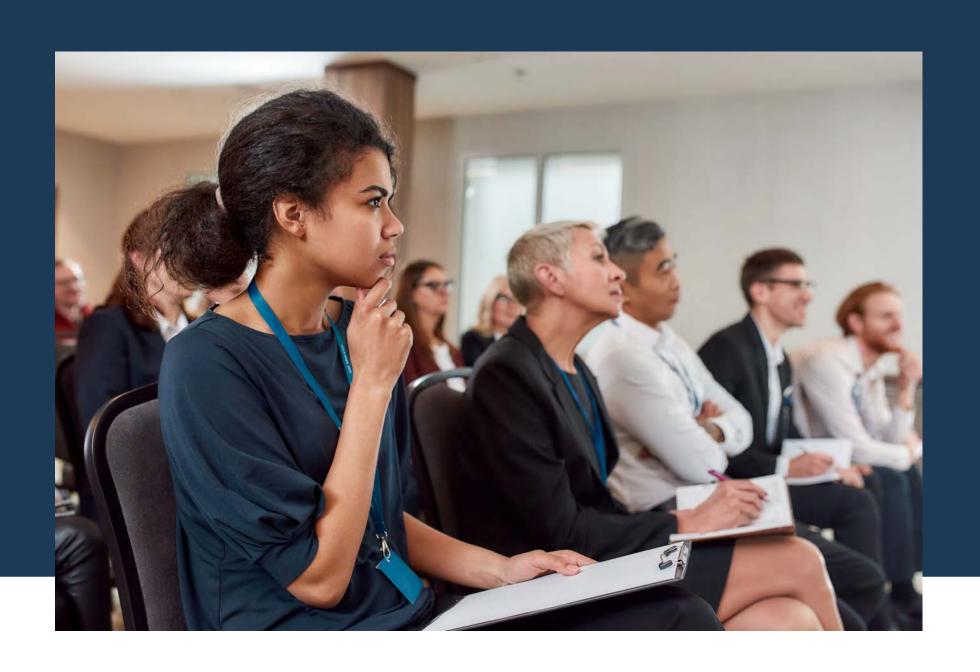
# TEAM #4 Civic Engagement in Muskegon Heights

#### GOAL

To design a strategy that engages

Muskegon Heights residents in local
government using the Citizen's

Academy training model that offers a
place for residents to gather and learn
about local decision-making.





#### **ACHIEVEMENTS**

- Recruited Muskegon Heights residents to join our team
- Identified a professional (Tera Wozniak Stortz of Civicize.Me) to lead the launch of a Citizen's Academy for Muskegon Heights

### COMMUNITY & CROSS-SECTOR

- Gathered resident feedback & concerns about interacting with local government, and will ensure that residents' input part of the entire process
- Partnered with the Community Foundation and Greater Muskegon Economic Development to be part of launch the Citizen's Academy

- Funding for Citizen's Academy Training proposal for residents
- Identify how long the training should be and when it can be held; invite city staff and city council to training to help build connections
- Gain support from groups like Neighborhood
   Associations to help get the word out to residents

# TEAM #5 Muskegon Heights Explorers

#### GOAL

To build upon current career readiness supports at Muskegon Heights Public School Academy (MHPSA) and link school to existing career readiness agencies in the community

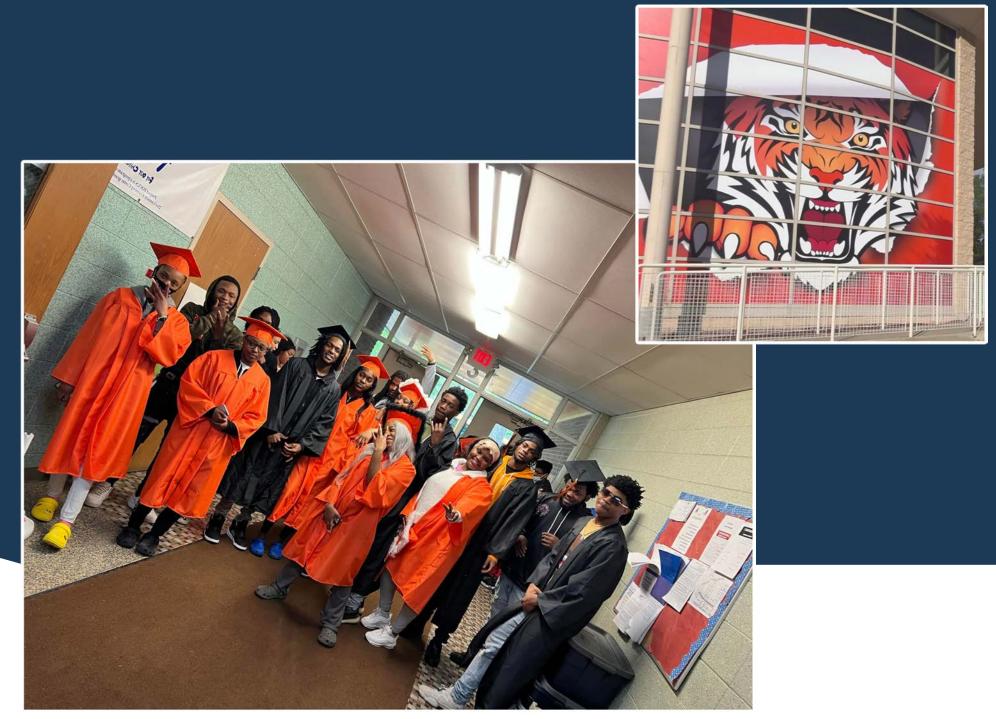


photo from facebook.com/MuskegonHeightsTigers



#### **ACHIEVEMENTS**

- Developed field trips for MHPSA students related to career readiness to occur in early 2023
- Created new connection between ISD and MHPSA, resulting in ISD staff offering direct, in-person, 1-on-1 career counseling for MHPSA students
- Worked directly with JAG coordinator for MHPSA

### COMMUNITY & CROSS-SECTOR

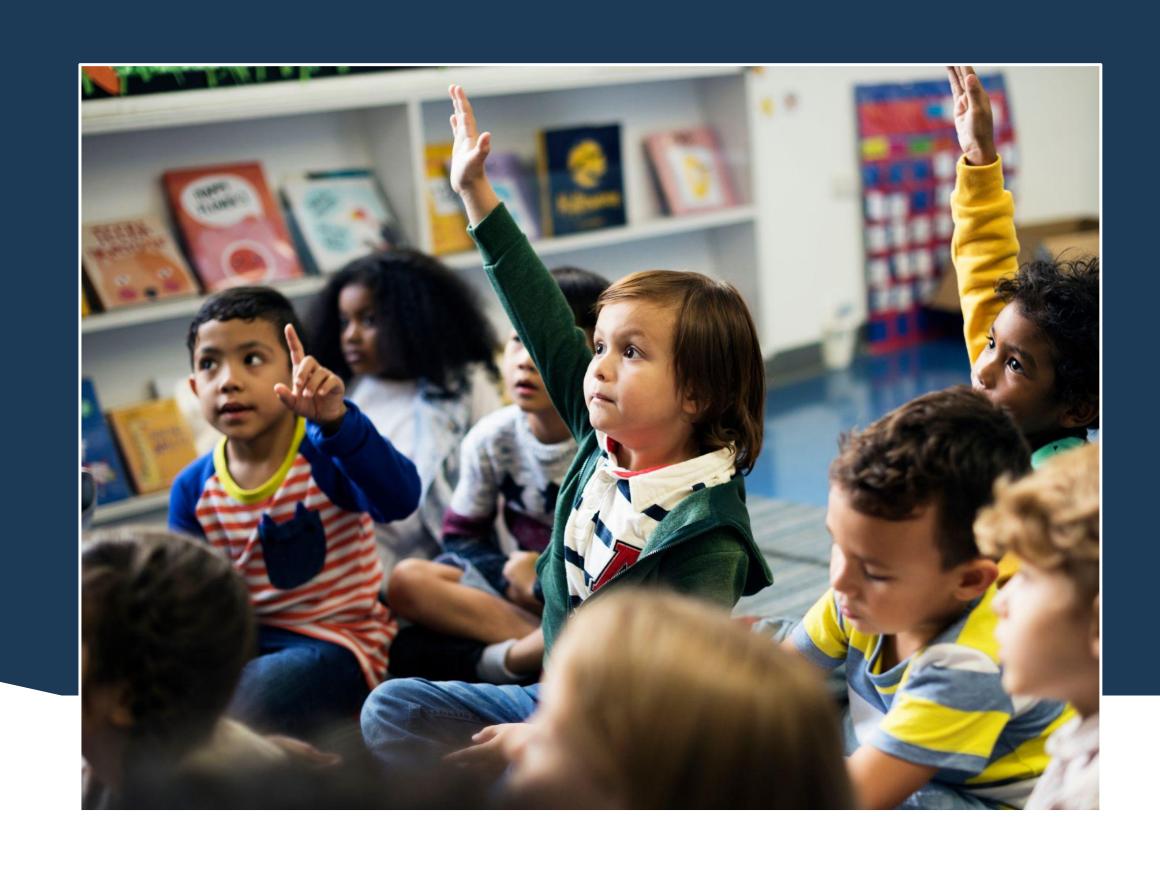
- Team expanded to include reps from the Community Foundation and MI Alliance
- Connected with New Paradigm and the Muskegon ISD
- Team diversity, commitment, and strong community leadership helped us succeed

- Develop a team of mentors for the students at MHPSA
- Bring in MHPSA Principal Erica Patton

# TEAM #6 Direct Support Connectors

#### GOAL

To recruit volunteers and workers for schools, childcare centers, and direct support positions.



# LIVABILITY LAB 100-Day Challenge

#### **ACHIEVEMENTS**

- Pilot program ready to launch with Orchard View Schools using volunteers from the United Way Retired and Senior Volunteer Program (RSVP)
- Second pilot in progress with the Y Learning Center to also use RSVP volunteers to fill staffing gaps

### COMMUNITY & CROSS-SECTOR

- Four retired school teachers, engaged in RSVP, were recruited to help plan and evaluate the pilot program at OV Schools
- Team success relied on collaboration with colleges, individual school districts and MAISD, United Way, senior volunteers, YMCA Learning Center, Preferred Employment and Living Services

- Look for additional team members with key skill sets and/or relationship to guide the next phase
- Expand the volunteer programs in schools and daycare centers and begin addressing employment gaps in the direct care sector

# TEAM #8 Drivers' Licenses for All



#### **GOAL**

To urge local representatives to support legislation allowing Michigan residents to obtain a driver's license without proof of citizenship; to recruit allies and raise awareness about the importance of Drivers' Licenses for All



#### **ACHIEVEMENTS**

- Identified which industries and organizations support the bill, and where support is lacking
- Designed an Action Week strategy to engage local residents to help our efforts

## COMMUNITY & CROSS-SECTOR

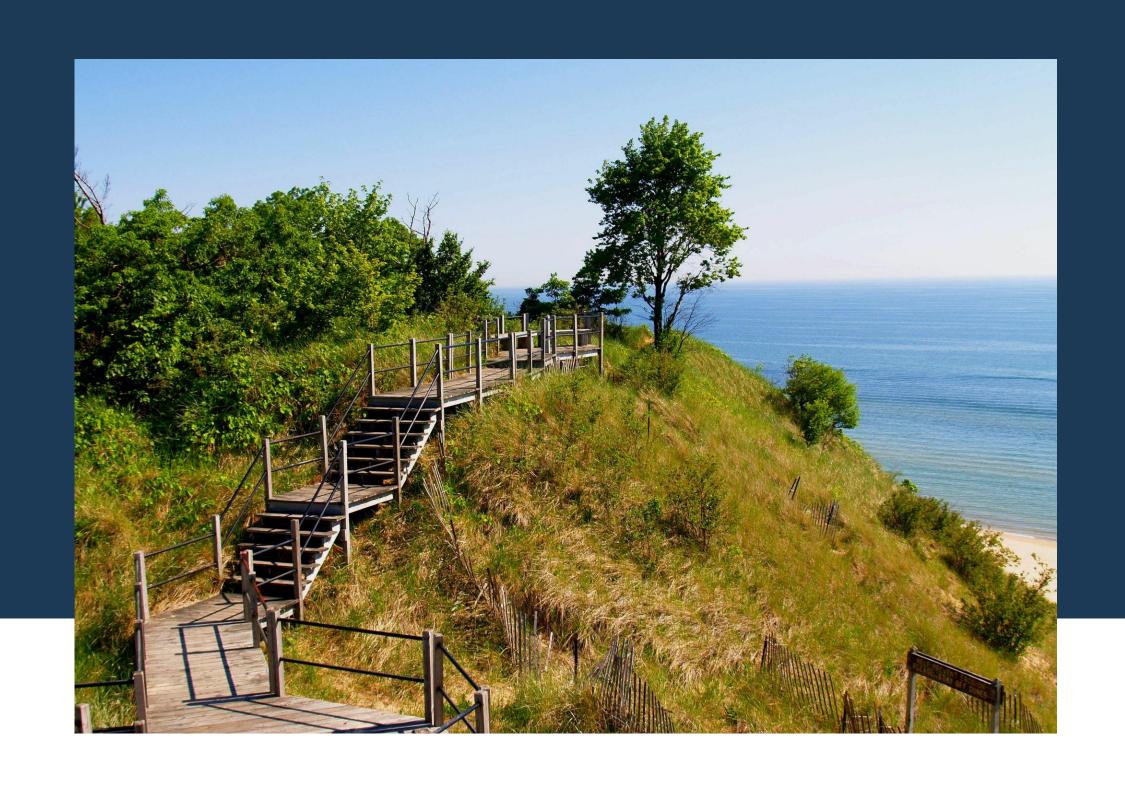
- We will leverage quotes from Muskegon County resident surveys about how this issue impacts their lives, their health, and how it is a barrier
- We are building on existing coalition efforts and operationalizing it in our local communities
- Cross-sector involvement helped our efforts by identifying and recruiting potential allies who are committed to change and have a track record of engaging on cultural issues

- Recruit allies to attend an upcoming event and to help gather letters of support
- Educate and promote Drivers' Licenses for All through participation in an Action Week around this issue (Mar. 9-16), including hosting a booth where we will engage and recruit local residents to help our efforts

# TEAM #7 Welcome Home Muskegon County

#### GOAL

To address isolation, strengthen social connections, and encourage people to get out into the community, meet their neighbors, and discover what Muskegon has to offer.



# LIVABILITY LAB 100-Day Challenge

#### **ACHIEVEMENTS**

- Created a "Welcome Home, Muskegon" video with Andy O'Riley to highlight the variety of experiences, quality of life, and things Muskegon County has to offer
- Designed a strategy for sustainability of the program after the 100-day challenge

## COMMUNITY & CROSS-SECTOR

- Diverse backgrounds nonprofit, public health, service, faith, small business, and local government - highlighted different perspectives
- Partnered with Muskegon Career Tech Center to design a logo for the project
- Leveraged established partnership with local media contact, Andy O'Riley to assist in video production and distribution

- Strategy sessions to discuss additional breakout videos; seek financial support for production
- Retain a marketing agency to help spread the message
- Solidify more partnerships throughout Muskegon
   County

# TEAM #9 New Generation of Leaders

#### GOAL

To bring students together for a
Livability Lab type event where they can
identify problems in their schools
and/or communities and then develop
action plans to address them



# LIVABILITY LAB 100-Day Challenge

#### **ACHIEVEMENTS**

- Discussed possible survey questions to have youth use within their schools to identify areas that they could address with some kind of action
- Established a date for planning the youth event with local student groups
- Two MAISD staff designed a protocol for planning with youth for the event

### COMMUNITY & CROSS-SECTOR

- Invited representatives from existing student groups to be part of planning process to ensure youth voice is part of the event
- Identifying data sources helped us to think of ways to engage youth in conversation

- Continue the planning for a potential event launch in spring 2023
- Communicate with student groups when the date, time, location of the event is established
- Create protocols for engaging youth and ensuring they drive the work. (Get out of the way and let the youth lead!)

# TEAM #10 Unified Renters Application



#### GOAL

To create a one-stop-shop resource for our community that simplifies the process for those seeking rental housing



#### **ACHIEVEMENTS**

- Learned about root causes that prevent underserved residents from finding safe and affordable housing, including lack of internet access, cost, confusion, and scams
- Launched our strategy and began developing a free online platform includes a user dashboard, an application that meets property manager needs, and an in-depth vetting process

### COMMUNITY & CROSS-SECTOR

- We leveraged existing resources, connected with local agencies and neighborhood groups, and we talked to the community about their experience with scams and the rental application process
- Without diversity of our team, representing landlord, community, agency, development, 211, technical side, data side, Care Convene, we would not be able to develop this resource

- Finish developing the online resource
- Navigator program for people without internet
- Create a plan to get the word out to property managers and the community

# TEAM #11 Coming Together for Racial Understanding

#### GOAL

To convene two Coming Together for Racial Understanding (CTRU) training sessions made up of diverse groups from the larger Livability Lab participant group





#### **ACHIEVEMENTS**

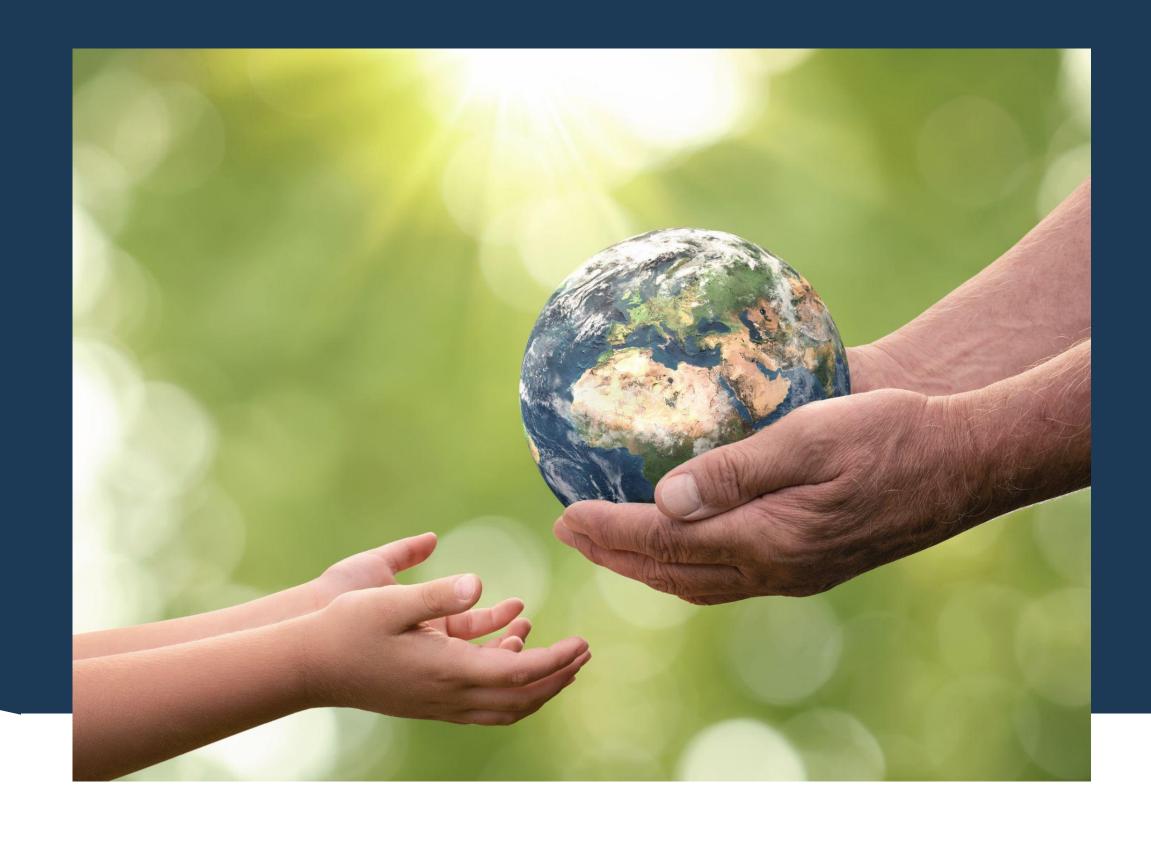
- We reached our goal and held two CTRU training sessions with diverse participants (both in-person and virtually)
- We were able to promote participation in future CTRU sessions and identify potential trainers.

### COMMUNITY & CROSS-SECTOR

- We were able to recruit two training groups that represented various sectors and groups from our community and come together to work toward a common goal
- Worked with the office of Diversity, Equity, and Inclusion (DEI) from Muskegon Community College

- Identify and coordinate future CTRU training sessions (location, dates, communication, budget)
- Recruit more participants for the CTRU program to continue the dialogue around diversity, equity, and inclusion
- Assess feedback from the CTRU sessions

# TEAM #12 Muskegon Area Climate Change Ambassadors



#### GOAL

To build a network of Climate Change ambassadors and to launch our strategy in the community



#### **ACHIEVEMENTS**

- Connected with existing groups that have have been addressing climate change for years
- Learned that not everyone believes that climate change is real and more education must reach communities

### COMMUNITY & CROSS-SECTOR

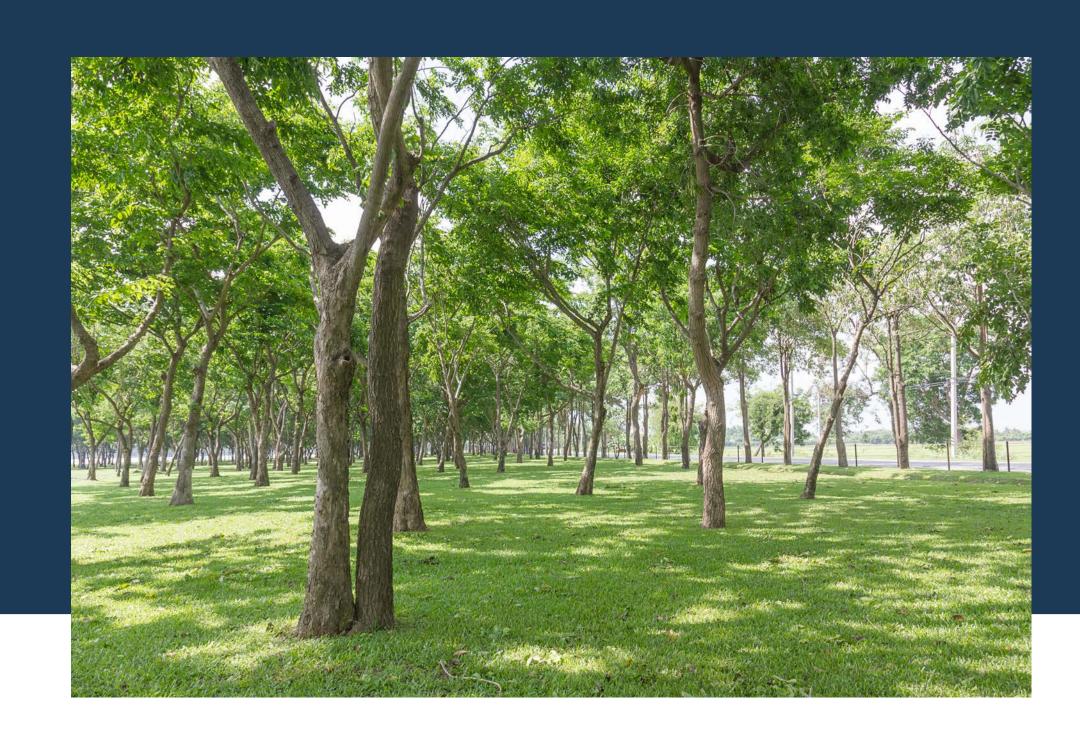
- Connected with White Lake Area Climate Action Council
- Staying connected through events and meetings to learn more, and keep the conversations going

- Continue to learn about and work on root causes
- Find community, local and state decision-makers, solar companies, and people who can validate the results
- Get support from people with time and resources to move action forward

# TEAM #13 Ecological Learning Greenspaces

#### GOAL

To design a plan to create educational & ecological learning greenspaces; connect with residents, local groups and government entities; form a coalition of stakeholders dedicated to this goal



### LIVABILITY LAB 100-Day Challenge

#### **ACHIEVEMENTS**

- Located framework for public park assessment through existing "Promoting Active Communities" (PAC) program and learned how to use it
- Completed 4 park audits to date
- Curated list of stakeholders and service providers to invite to future meetings about improving the greenspaces that we audit

## COMMUNITY & CROSS-SECTOR

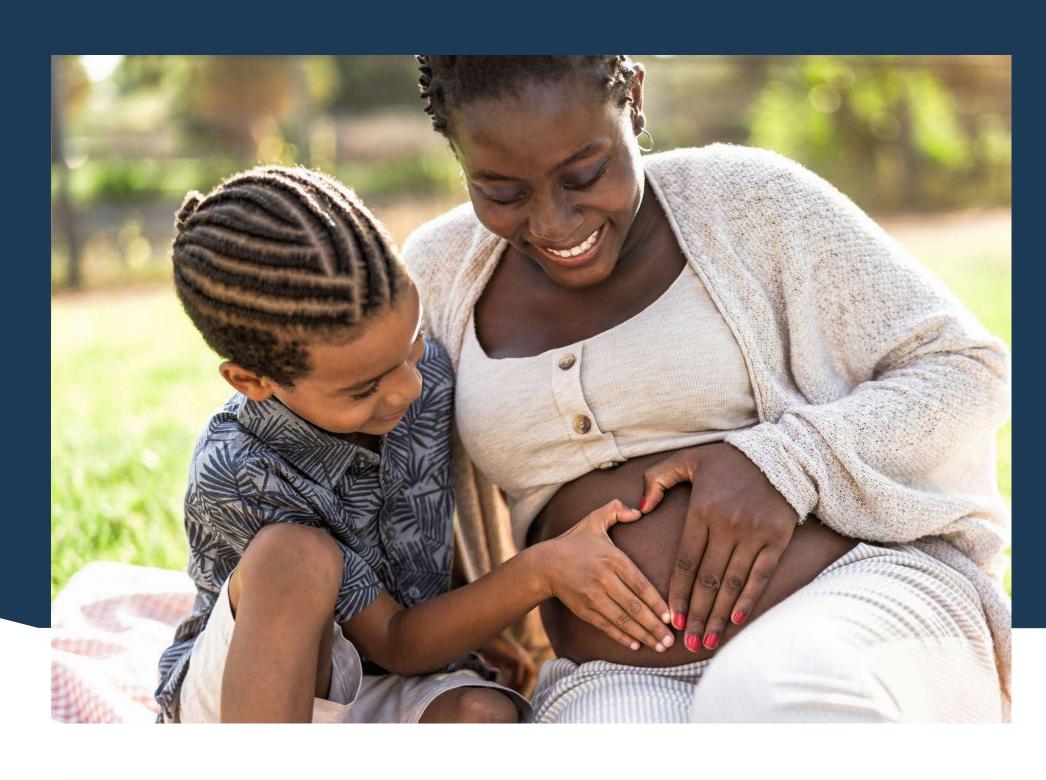
- Park assessment framework was from the Michigan Fitness Foundation
- Engaged with neighborhood associations & local government to ensure community engagement and to promote our PAC work
- Connected with YMCA to allow for assigned team member to continue work after 100 days

- Secure funding/ meeting space to discuss next steps
- Conduct live park audit with coalition at McGraft Park to demonstrate how park audits work and what data they provide

# TEAM #14 How YOU Birth Doula Initiative

#### GOAL

Reduce health disparities by improving birth outcomes in populations of color through coordinated doula access and culturally competent care.



### LIVABILITY LAB 100-Day Challenge

#### ACHIEVEMENTS

- Identified our mission, vision, and target population
- Developed an action plan for the How YOU Birth Doula Initiative
- Advocated for Medicaid Services for doula services this is now a reality! Our doula member is an approved provider to receive Michigan Medicaid reimbursement for services
- Created a job description for a coordinator
- Developed informational presentation for providers on doulas and How YOU Birth Initiative

## COMMUNITY & CROSS-SECTOR

- Partners included Trinity Health, Hackley Community Care, Public Health, MAISD/Great Start Collaborative, Just Be Doula Services, Goodwill, Access Health, COGIC Community Center, and more
- Engaging community members who are deeply interested helped center our work

- Hire coordinator, schedule cohort and recruit doula trainees
- Outreach and education to clinicians
- Determine administrative/organizational structure for the future; continue to seek funding

# TEAM #15 Championing Minority Voices for Inclusion



#### GOAL

To design an event to engage minorities in our community to have a voice alongside decision makers



#### **ACHIEVEMENTS**

- We reached our goal and designed an event called "Rappin' w/ ya Rep" to bring together community members and local leaders to support truth telling, healing, and solutions-focused action
- This event will take place on February 18

### COMMUNITY & CROSS-SECTOR

- Our event will bring together both residents and local leaders representing various groups in the community
- Each member of our cross-sector team brought a different lens to the planning process, which means we were able to plan an event that will reach different sectors

- Support and attendance from team members,
   Livability Lab participants, and CHIR supporting staff at the Feb 18 event and following.
- Help getting the word out, access to funding resources, inclusion in future efforts