

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



GOAL

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.

WHAT'S NEXT?

- 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

WHAT'S NEXT?

- 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

WHAT'S NEXT?

- 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.

LIVABILITY LAB
100-Day Challenge

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

WHAT'S NEXT?

- 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



photo from facebook.com/MuskegonHeightsTigers

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

LIVABILITY LAB 100-Day Challenge

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

WHAT'S NEXT?

- 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

WHAT'S NEXT?

- 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

LIVABILITY LAB
100-Day Challenge

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

WHAT'S NEXT?

- 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

WHAT’S NEXT?

- 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

WHAT'S NEXT?

- 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

LIVABILITY LAB
100-Day Challenge

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

WHAT'S NEXT?

- 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

LIVABILITY LAB
100-Day Challenge

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

WHAT'S NEXT?

- 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

LIVABILITY LAB
100-Day Challenge

ACHIEVEMENTS

- Connected with existing groups that 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

WHAT'S NEXT?

- 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

WHAT'S NEXT?

- 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

WHAT'S NEXT?

- 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

LIVABILITY LAB
100-Day Challenge

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

WHAT’S NEXT?

- 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