

Livability Lab Update: Muskegon County's Audacious Goal

A fundamental goal of a Community Health Innovation Region (CHIR) is the engagement of all sectors of a community to identify ways to improve local health and well-being. A unique highlight of this effort in Muskegon County has been the *Livability Lab: Muskegon's 100-day Challenge*. As teams near the end of their aggressive 100-day process, we thought you might like to learn a little more how this exciting initiative came to be.

Visit the [Livability Lab website](#) where we've added more details about:

- Formation of the Design Team and creation of the community vision
- Setting an audacious goal: the boldness of Muskegon County residents
- Engaging a cross-sector advisory group known as the Core Team
- Resident engagement throughout Muskegon County
- Recruiting and training coaches for the 100-day Challenge
- The *Livability Lab* launch and unprecedented number of Challenge Teams
- Documentary video inspired by *Livability Lab: Muskegon's 100-day Challenge*



One thing is for sure, we can all be very proud of the groundbreaking work we are doing together. It's innovative, it's different, it's inclusive, it's important, and for those reasons and more, it's getting good attention. Let's show them how it's done, Muskegon!

THE LIVABILITY LAB FRAMEWORK: UNPACKED

Each week, we've focused on portions of this [framework](#) to help navigate through its different facets. Today, however, let's step back and look at it as a whole, because it really is a unique and useful tool that enables us to do our groundbreaking work. It looks like a simple graphic, but it is loaded with an incredible amount of data that helps produce results. When action is taken through the Livability Lab process it leads to measurable outcomes in the categories listed in the framework.



The Vision is in the center, and the five Livability Elements are the areas that the community has prioritized as necessary for optimum livability to attain that Vision. Click on those Elements and you will see the definition and the measurable outcome categories in each. The orange Community Conditions contain the data needed to inform our action. These identify community assets and areas of concern that affect Livability Elements.

As we continue to use the Livability Lab process to address the Community Conditions, over time those measurable outcomes of the Livability Elements will move in a positive direction toward the Vision for Muskegon County.

SPOTLIGHT ON: DESIGN TEAM

While we normally highlight one of the 19 Challenge Teams in this space for each newsletter, it seems fitting that we take a moment to get to know the people behind the scenes.



Many of the members of the Livability Lab Design Team were involved in the Muskegon CHIR work in various capacities before pulling together to build the data and framework for the 100-day Challenge.

The *Livability Lab* Design Team and their role in the 100-day Challenge (in alphabetical order):

- Marquis Childers, Jr.**—Resident engagement lead, targeted sector and neighborhood association involvement in Livability Lab. Methods implemented include focus groups and community surveys. Challenge team coach.
- Logan Jensen**—Support for Challenge coaches, reporting on Challenge team goals and progress. Arranges meetings and distributes notes to Challenge team members.
- Mary McDonald**—Director of the Muskegon CHIR and lead organizer and liaison with the Core Team, which was formed as an advisory group for the Design Team. Meets regularly with CHIR Steering Council and MSU ABLe Change team.
- Michael Ramsey**—Community outreach lead, targets sectors/organizations in Muskegon County to participate in Livability Lab. Coach coordinator, convenes coaches and coordinates training sessions, both prior to the 100-day Challenge launch and throughout the process.
- Kerri VanderHoff**—Communications lead, including messaging, branding, and front-facing media plan. Development of launch day and celebration day agendas, story, and speakers. Ensure partner linkage in communications and presentations.
- Katherine Weessies**—Support for Design Team and director. Coordinates meeting schedules and distributes information.
- Kim Wood**—Logistics and assistance with database management, pre-event coordinating for venues and hospitality requirements. Meeting notes and reporting duties.
- Vondie Woodbury**—100-day Challenge process management, Design Team decision-making and oversight. Feedback loop with ABLe Change for alignment. Coach of coaches for the Challenge teams in action.

Any questions or feedback? Feel free to reach out to members of the team!

Special thanks to Design Team partners at MSU who advise and participate in the 100-day Challenge process, and help organize data collection and presentation/launch materials. Thanks also to PSC for public relations support.

CORE TEAM

The Core Team is an important part of the Livability Lab. This cross-sector group of community leaders committed early on to the Livability Lab and help advise the Design Team. These leaders have agreed to take a bold step forward together with the groundbreaking work of Muskegon's 100-day Challenge!

Gary Allore	President, Mercy Health
Jane Clingman-Scott	Chair, Community Health Innovation Region
Mark Eisenbarth	Administrator, Muskegon County
Mark Glover	Treasurer/Secretary, Bethlehem Park Neighborhood Association and former educator
Brad Hilleary	CEO, Webb Chemical/Heights Business
Todd Jacobs	President and CEO, Community Foundation for Muskegon County
Erin Kuhn	Executive Director, West Michigan Shoreline Regional Development Commission/Chair, Regional Prosperity Group)
Cindy Larsen	President, Muskegon Lakeshore Chamber of Commerce
Kathy Moore	Director, Muskegon County Health Department
Dr. Dale Nesbary	President, Muskegon Community College
Christine Robere	President and CEO, United Way of the Lakeshore
Antonette Robinson	Chair, Crescent Neighborhood Association
Lisa Sabourin	President and CEO, Employers Association of West Michigan
Dr. John Severson	Superintendent, Muskegon Area Intermediate School District
Kim Sims	Former Mayor, City of Muskegon Heights (2015–2019)
Jonathan Wilson	Regional Manager, DTE Energy

If you see them, please thank them!

SAVE THE DATE! CHALLENGE CELEBRATION

JANUARY 23, 2020

Registration opens next week!

Are you following the Livability Lab on [Facebook](#)? If not, please do!



Supported by the Muskegon Community Health Innovation Region. More information can be found at [www.LivabilityLab.com](#).

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