

WELCOME TO THE



**Michigan
Municipal
Executives**

2024 Winter Institute



14 COMMUNITY ENGAGEMENT Projects Launched in 2023

OVER 100 EVENTS AND 300+ HOURS



ARPA - Community Impact

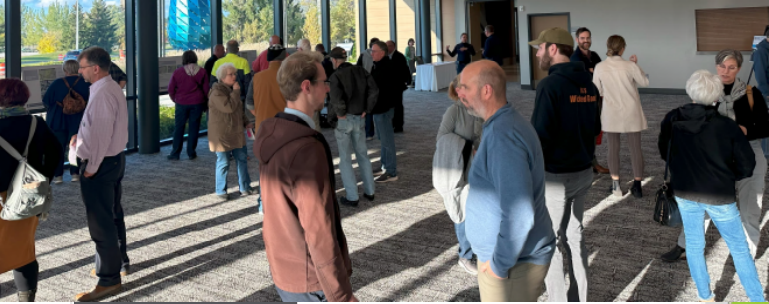
The City of Muskegon is using funding to enhance services provided to residents impacted by COVID-19 and to investing in a variety of transformational projects that will have a long-lasting impact on residents.

[View Project](#)



Parks & Recreation Master Plan

The Parks & Recreation Department is up and running! Review this page to give your input and



Windward Pointe

Parkland Properties of Michigan has executed a purchase agreement for the acquisition of the 122-acre Windward Pointe (former Sappi Paper Mill) site in Muskegon.



Parks & Recreation

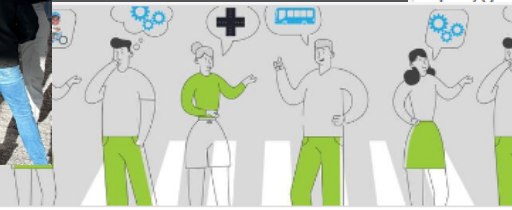
Playground Equipment Op

The city is seeking input from residents, especially young residents and families, to select the playground design for McCrea Park, Sheldon Park, and Drake Elliott Park.



Rebranding the City of Muskegon

The city is undergoing a rebranding. Review this page to understand the process and complete the interest form to get involved.



Apple Avenue Redesign

Help plan the future of Apple Ave in Muskegon, MI. The Michigan Department of Transportation (MDOT) and the City of Muskegon's Department of Public Works (DPW) are working together to engage stakeholders for the visioning and redesign process...

[View Project](#)

Master Land Use Plan Update

Updates to the City of Muskegon's Master Land Use Plan are fairly regular, but the last major rewrite of the Plan occurred in 1997. With an effort beginning in 2019, the City of Muskegon Planning Department has been working on a comprehensive rewrite of th...

[View Project](#)

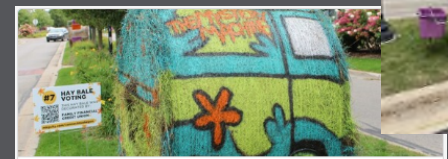
Source Water Intake Protection..

We want to hear your thoughts about protecting source water. Water for the Muskegon Filtration



Housing Needs Assessment

The results show that there is a serious shortage of both for-sale and rental housing units at all price points across our city, and so we will be taking a tour hosting public engagement sessions to inform residents of the study results.



Hay Bale Decorating Competition

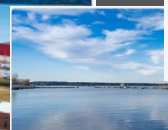
Join in on some fall fun! Downtown Muskegon hay bale competition this October.



[Project](#)

Shoreline Drive Pilot Project

Phase Two of the Shoreline Drive Pilot Project is underway and impacts all motorists and pedestrians.



Hartshorn Marina & Adelaide...

Find out what changes are coming to Hartshorn Municipal Marina and surrounding developments.

[View Project](#)

Short-Term Rentals

Residents and business owners across the city have been asking commissioners and staff about short-term rental housing units (STRs). In May 2023, the city hosted a community workshop to understand the impacts of STRs around the city. Continue

Zencity thought we **CRUSHED IT.**



City of Muskegon is a finalist for the **Best Project Implementation** award.

This award is given to a Zencity partner that has excelled in implementing one or more projects while incorporating engagement and trust building practices with the community.

SESSION RULES



- Leave whenever you want
- Ask questions whenever you want
- Leave your ego at the door
- Be respectful
- Have fun



Deborah Santiago-Sweet

- Community Engagement Manager for the City of Muskegon
- IAP2 Member
- City of Muskegon population is about 38k
- The City is revitalization + growth
- Our Community Engagement Department launched in Q4 of 2022



Community Engagement



is a continuous practice to improve communities by addressing local ideas, concerns, and opportunities. It includes multifaceted ways of communication to reach citizens and engage them in processes that affect them and their community.

In English please...

- Communicating regularly
- Forming relationships
- Building trust
- Giving opportunity
- Following through





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TIPS AND TRICKS TO MAKE
COMMUNITY ENGAGEMENT

~~SUCK LESS~~ BETTER

#1

DEFINE YOUR
ENGAGEMENT
PROCESS EARLY



#2

**KEEP YOUR
CONTENT FRESH,
CONSISTENT AND
DIGESTIBLE**



#3

**PUT EXTREME
EMPHASIS ON
RELATIONSHIP
BUILDING**



#4 DON'T WASTE PEOPLE'S TIME





#5 MEET PEOPLE WHERE THEY ARE





TAKE HOME INFO

TURN IDEAS INTO ACTION