

Inclusive Rebranding Engagement Outline:

City staff outlined and presented an inclusive engagement plan to the City Commission at the 10/24/23 Commission Meeting. Outlined in that plan was having community engagement at the beginning of the project to gather both qualitative and quantitative data which would guide the design work. The community engagement data has been compiled and shared on Connect Muskegon. See the outline of engagement below.

Inclusive Rebranding Process:

1. City Commission approved Kindred Marketing Agency Contract
2. Project Planning
 - a. Launch Connect Muskegon page and stakeholder interest form
3. Community Engagement (see details below)
4. Brand Story Creation
5. Design Work Begins
6. Brand Review (see details below)
7. Recommendation by staff to City Commission
8. Roll out of new brand

Detail of Community Engagement Plan in Chronological Order

1. **Individual In-Person or Phone Interviews with Elected Officials, Manager, and Deputy Manager-** Meeting with each City Commissioner, Commissioner Elect and the City Managers.
 - a. Ken Johnson
 - b. Willie German
 - c. Rachel Gorman
 - d. Michael Ramsey
 - e. Rebecca St. Clair
 - f. Teresa Emory
 - g. Jay Preston Kilgo
 - h. Katrina Kochin
 - i. Destinee Keener
 - j. Jonathan Seyferth
 - k. LeighAnn Mikesell
2. **City Staff Focus Groups-** Two focus groups held at City Hall Conference Room 204 with city staff.
 - a. **Senior Leadership-** Jonathan Seyferth, LeighAnn Mikesell, Pete Wills, Dan Vanderheide, Tim Kozal, Ken Grant, and Jake Eckholm meeting date was 11/27/23.
 - b. **C2EM Committee-** Communications, Community Engagement and Marketing (C2EM) Internal Staff Committee has a representative from each division and department meeting date was 12/13/23.
3. **2 Large Community Focus Groups-** Held downtown Muskegon (one at Chamber of Commerce 2/12/24 and one at Central Fire 2/29/24). The online interest form asked for preferred scheduling times so we schedule the times to accommodate as many residents as possible.
4. **1 Large Business Community Focus Group-** Held downtown Muskegon (Chamber of Commerce). 2/12/24.

5. **20+ Organization Focus Groups-** The plan was to hold focus groups throughout the city with pre-existing community groups such as MPS students JCI, Muskegon Run Club, Muskegon Young Black Professionals, church groups, fitness clubs, Neighborhood Associations etc. These groups would be limited to 12 members at a time. If more than 20 groups register to participate, we planned to accommodate them.

Update: This step had little to no interest. We reached out to MPS and held two focus groups, one with middle schoolers and another with high schoolers. Outside of that, we had one group, the North Muskegon Knitting Club, complete the interest form, but we did not pursue that group because they were not within the city. In the absence of this step, we launched a “mini-interview” process where city staff went out into the community and interviewed residents directly. In total, staff collected 46 mini-interviews.

6. **Online and Print Survey-** The data and general themes from all of the above engagements were analyzed and simplified into a short survey. The intention of this survey was to have residents agree or disagree with the sample size data. This survey was published through Connect Muskegon, shared online through media channels, had paid advertising, was made available in English and Spanish, and was mailed to every address in the city inside the spring newsletter. At the end of the survey on 4/19/24 we had 1050 surveys completed through online and mail-in responses. [You can see the results here.](#)

Estimated Community Engagement Hour Breakdown

Hours	Engagement	# of People
11 Hours	Interviews Elected + Manager	11
3 Hours	Staff Input	30
6 Hours	Large Focus Groups	45
50 Hours	MPS and Mini Interviews	70
NA	Survey Responses	1050
70 Hours	Totals	1,206

Brand Review Steps

After analyzing the survey results, we learned that the in-person data collection matched the responses of the greater community. Using all of the input and knowledge, the creative team got to work drafting the written side of the brand, the *Brand Story*. Once that was set, they moved onto drafting visual elements like the logo, colors, and fonts. Below is the review process. Please note that we did not move to a next step without first completing the prior step.

Champs, or “Community Champions” was a small group of residents who were interested in the rebranding process. It was one resident from each ward whose input and selection helped guide the review process to get us to the logo we are presenting. **THANK YOU, CHAMPS! YOU ROCK.**

Community Champions “Champs”:

- 1. Ward 1- Chris Carter
- 2. Ward 2- Sara Sherwood
- 3. Ward 3- Jonathan Wilson
- 4. Ward 4- Daisy Colcleasure

	Steps	Reviewers
Written	1- Rough Brand Story	Staff
	2- Polished Written Brand Story	Champs
Visual	3- Logo Selection / Revisions	Champs + Staff
	4- Brand Visual & Logo Variations	Staff
Both	4- Commission Review Written and Visual at LPC	Commission
	5- Approval of Brand (7/9/24)	Commission