



## Internal Memo

June 11, 2020

TO: Mayor and City Council

FROM: Mark C. Meyers, City Administrator *MCM*

SUBJECT: General Information Packet

Attached are general items of information you may find interesting. If you have any questions or comments regarding the information, please contact me.

MCM/th  
Attachments



## Internal Memo

June 10, 2020

TO: Mayor and City Council

FROM: Mark C. Meyers, City Administrator *MEM*

SUBJECT: Policing

The events of the past weeks are a reminder that as a nation, and as local communities, there is much to be done with regard to relationships with people of color. The Norton Shores' Mission Statement says "we strive to create a diverse and welcoming community" and, also, "afford our residents every opportunity to experience an exceptional quality of life". Part of carrying out this mission is how City leadership ensures that law enforcement services are provided in a safe and equitable manner, treating everyone with dignity and respect.

Attached is a memo from Police Chief Jon Gale outlining the City's efforts to improve police services by meeting strict standards in policies, procedures and practices to help ensure that what occurred in Minneapolis does not occur in Norton Shores. While we may not be perfect 100% of the time, what is important is that we make tangible efforts to be so. And, when we fail, we respond positively to the situation and do all we can to correct it.

Also attached is a report outlining a new community policing initiative called "Operation Cares" which will place community officers in 13 locations throughout the City that historically experience the largest number of calls for service. The problem-oriented approach seeks to address core issues by first establishing relationships with community stakeholders and providing them with solutions and resources that will support them.

I believe in lifelong learning and there is much to be learned both professionally and personally from current events in our country. This is a teaching moment in our history.

/th



## Internal Memo

April 8, 2016

TO: Mark C. Meyers, City Administrator  
FROM: Jon Gale, Chief of Police  
SUBJECT: Emergency Preparedness

This is a response to your question regarding the Norton Shores Police Department and our preparedness in avoiding a situation like what occurred in Minneapolis.

The Norton Shores Police Department is one of the longest accredited police departments in the State of Michigan and the only one in Muskegon County. As you know we have been certified through a national accreditation process called C.A.L.E.A. since 1993. We are currently in the process of being accredited by the Michigan Association of Chiefs of Police. The accreditation and re accreditation process ensure that the police departments meet several levels of training. Many agencies cannot meet this difficult criterion. Our officers must attend Cultural Diversity training, Ethics training, Mental Health Training, De-escalation techniques and several levels of Use of Force training. Currently, the State of Michigan only requires firearm qualification and minimal Use of Force training, but as stated earlier we train well above the state standards. All standards which include training, policy review, recruitment practices, internal affair reports are reviewed by an independent authority. This authority reviews all aspects of the department through an onsite review every three years. The goals of accreditation are;

- Strengthen crime prevention and control capabilities;
- Formalize essential management procedures;
- Establish fair and nondiscriminatory personnel practices;
- Improve service delivery;
- Solidify interagency cooperation and coordination; and
- Increase community and staff confidence in the agency.

Also, our officers are equipped with body cameras and car cameras. This dual camera view assists the department with transparency and officer safety. The cameras have been deployed for over a year now and have helped clear several false accusations of police misconduct. Our cameras are on during every citizen contact. Additionally, the police department has video cameras to capture all interactions within the police department.

Most importantly is our hiring process which centers around hiring officers with good moral character and being able to make sound judgement decisions in emergency conditions. We are one of the only agencies in the area that utilizes a use of force scenario-based testing program for our hiring process. Potential officers must demonstrate that they can make good decisions under pressure. Also, this past year the Norton Shores Police department partnered with Baker College to create a recruitment video that is used to gain more interest for the Law Enforcement career and especially in the minority populations. Our officers regularly attend college and University career fairs to expand our applicant pool.

We believe we are well equipped to make proper judgement calls under stressful situations and will continue to evaluate local and national scenarios to train and be ready for difficult encounters that we face on a daily basis.



## Internal Memo

June 1, 2020

TO: Mark C. Meyers, City Administrator  
FROM: Jon Gale, Chief of Police  
SUBJECT: Operation C.A.R.E.S.

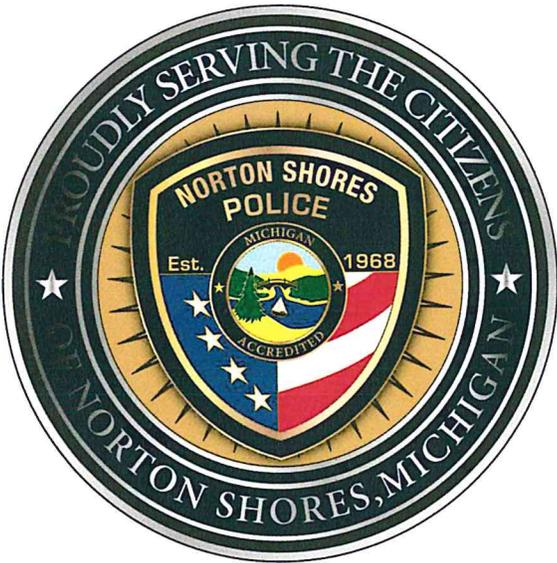
In response to the uncertainty of Police-Community relations in the United States. The Norton Shores Police Department will continue to strive to stay in touch with the community we serve by initiating Operation Citizen Advancement Through Residential and Environmental Support. (C.A.R.E.S.)

Even though our citizens made it clear by supporting the 2020 Public Safety Millage vote, we cannot become complacent in our efforts to reach out and connect with the community.

Operation C.A.R.E.S. will place community officers in thirteen locations that historically create the largest portion of calls for service. This problem-orientated approach to policing would address core issues by establishing relationships with the management/housing associations and the citizens within these areas. A plan for coordination would then establish a long-term working relationship, resolve on going issues and assist with providing citizens with solutions and resources that will support them.

Please review the attached information on Operation C.A.R.E.S. and let me know if you have any questions on this program.

# NSPD C.A.R.E.S.



**POINT Sgt. Dan Hibler**

## Citizen Advancement through Residential & Environmental Support (CARES)

In the POINT Division's early years, concerted efforts were devoted toward our City's dense population centers (e.g. trailer parks). With our current staffing levels, assistance from MCSD to primarily cover marine duties, and the 12-hour shifts, I believe it is feasible to again provide focused attention during this temporary slow-down in Community Events due to Coronavirus related restrictions.

### **Locations:**

#### *Trailer Parks (6)*

- Norton Shores Estates (Large)
- Nomad (Medium)
- The Oaks (Medium)
- Crestview (Small)
- Pontaluna Shores (Medium/Large)
- Belaire Estates (Small/Medium)

#### *Apartment Complexes (7)*

- Hamptons (Medium)
- Shoreline Landing (Large)
- Lake Forest (Large)
- Hidden Cove (Small/Medium)
- The Reserves (Large)
- The Lakes (Medium)
- Mona Shores Apartments (Small)

### **Response:**

Due to population density, the 13 locations listed above reflect a disproportionate amount of calls for service. A problem-oriented approach that works to address core issues and increase independence would be achieved by the following:

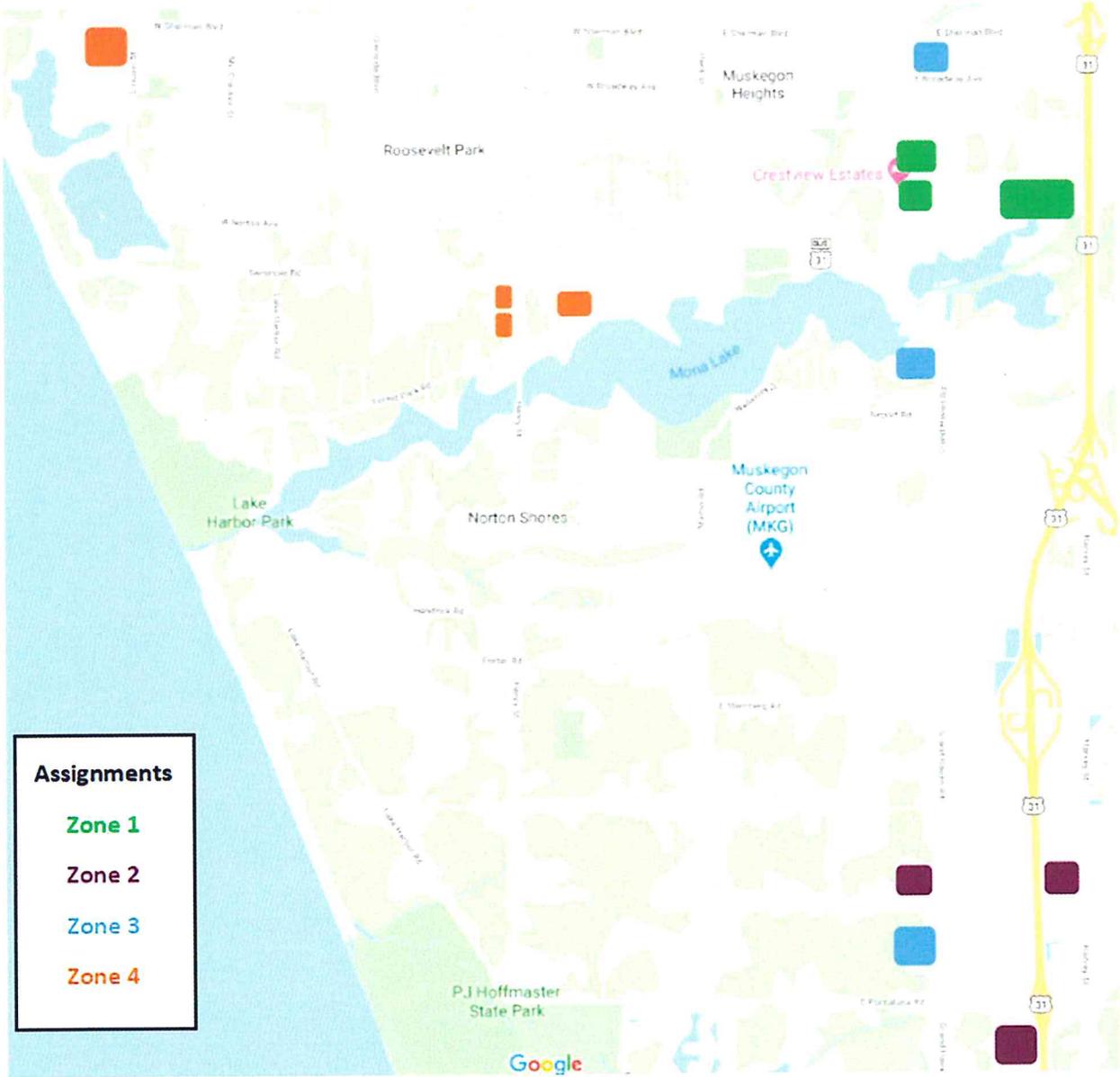
1. The 13 locations would be broken down into four zones, each with a dedicated officer (Memorial Day through Labor Day).
2. Assigned Officers would be responsible for establishing relationships with management/housing associations
  - a. Communication should minimally achieve:
    - i. Identify the location's perceived problems
    - ii. Identify stakeholders (internal and external)
    - iii. Identify needed resources
  - b. Create a plan for follow up coordination
    - i. Weekly "check-ins"

## Citizen Advancement through Residential & Environmental Support (CARES)

1. Identify new/resolved issues
  2. Build long term working relationship
  3. Share insights from police perspective
    - a. The release of specific incident information must be done in accordance with Department Policy.
  4. Frequency may be adjusted based on the needs of the neighborhood and department.
3. Coordination of outside services
- a. Issues should be evaluated with an eye for human service referrals (Health West, V.A., Every Woman's Place, Education, etc)
  - b. Make referrals when appropriate
4. Proactive measures and community presence
- a. Foot/Bike Patrol
  - b. Traffic Enforcement (complaint based in trailer home parks)
  - c. Neighborhood Events
    - i. National Night Out
5. Limitations
- a. Each Zone Officer must make clear what their defined role is (what they can/can't do). Zone Officer's are not meant to supersede the Patrol Divisions role as the primary responder to calls for service nor are they meant to takeover all required follow up investigations
  - b. Park staff will be instructed to continue using 911 as their primary mechanism to request service
  - c. Zone Officers are meant to address long term and big picture needs
    - i. This may include requesting follow up investigations be assigned to them
6. Off-Season wind down
- a. In recognition of the POINT Division's duties during the school year
    - i. POINT Officers assigned to Mona Shores High School and Middle School will be relieved of CARES related responsibilities
    - ii. The four Zones will be combined to make two zones, monitored by POINT Officers not assigned to full time school duties
      1. Weekly check ins will be replaced with monthly check ins
      2. This reduction and reasoning behind it must be clearly communicated with CARES partners

Citizen Advancement through Residential & Environmental Support (CARES)

Assignments (Memorial Day- Labor Day)







## Internal Memo

June 8, 2020

TO: Mike Huston, Finance Director/ Park Superintendent  
FROM: Brian Clarke, Parks and Recreation Supervisor  
SUBJECT: Softball Action Plan for Maintaining Covid-19 Mandates

Mike,

Looking over our options on how to best limit groups to 100 or less during softball games at Ross Park, I have come up with a list of rules that will need to be followed while playing or attending these games.

- 1) We will be restricting entrance behind bench area and spectator seating to players only to maintain social distancing. Areas will be cordoned off and will be strictly enforced.
- 2) Signage to remind people of Social Distancing will be displayed in numerous areas around the park.
- 3) Porta Johns will be maintained and hand sanitizer will be available.
- 4) Handwashing stations will be available during contests
- 5) There will be no concessions at this time.
- 6) Picnic Tables are lined up down the fence line and in picnic areas for all non- players.
- 7) Tournament games will be contested on Fields 1 & 3 which are 250- 300 yards apart.

As stated, these rules and protocols will be strictly enforced to maintain every ones safety and enjoyment of the games.

Respectfully,

A handwritten signature in black ink, appearing to read "Brian Clarke", written in a cursive style.

Brian Clarke  
Parks and Recreation Supervisor

# COVID-19 Indicator Dashboard

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MUSKEGON COUNTY

JUNE 5, 2020



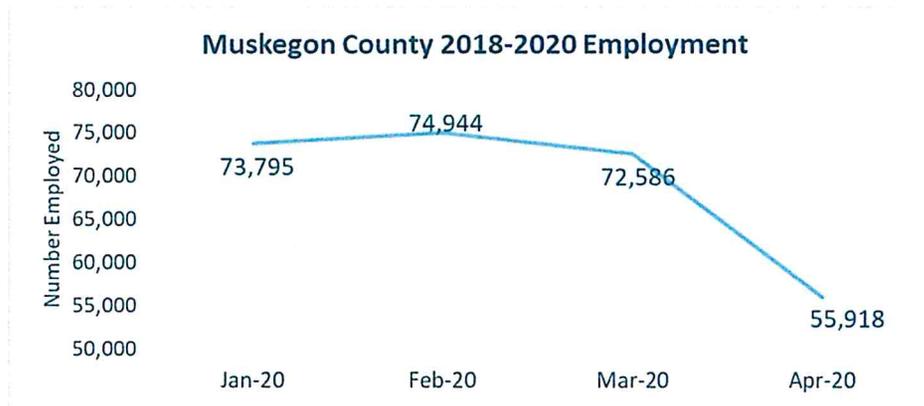
**Muskegon Area First**

*Driving Economic Growth Along the  
Lakeshore*

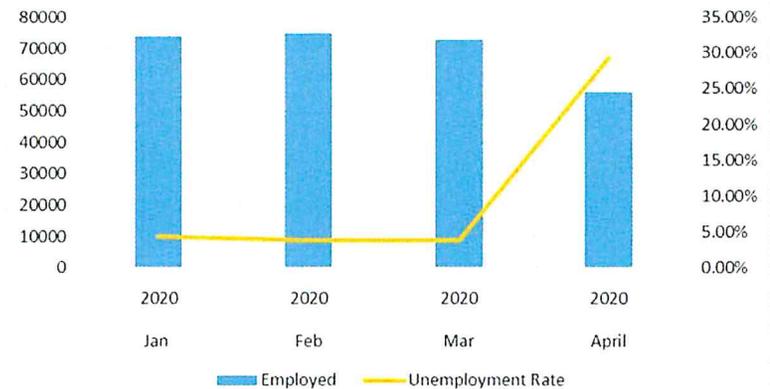
# Muskegon County COVID-19 Indicator Dashboard

## How has County employment been impacted during the Pandemic?

Employment drops by 19,026 from February 2020 – April 2020.



Muskegon County's Unemployment Rate increased by 25.4% from March 2020-April 2020



Source: State of Michigan



# Muskegon County COVID-19 Indicator Dashboard

Auto sector production dropped by 32.9% from February 2020 to March 2020. PMI grew by 1.6 points from April 2020 – May 2020.

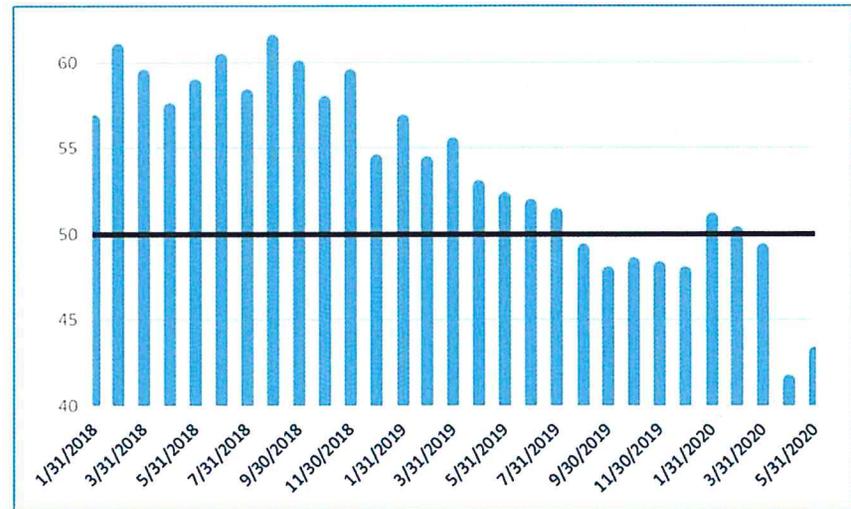
## Monthly Domestic Auto Production

March 2019 to March 2020



## Purchasing Managers Index

January 2018 to May 2020



Source: Federal Reserve Bank of St. Louis

Source: Institute for Supply Management

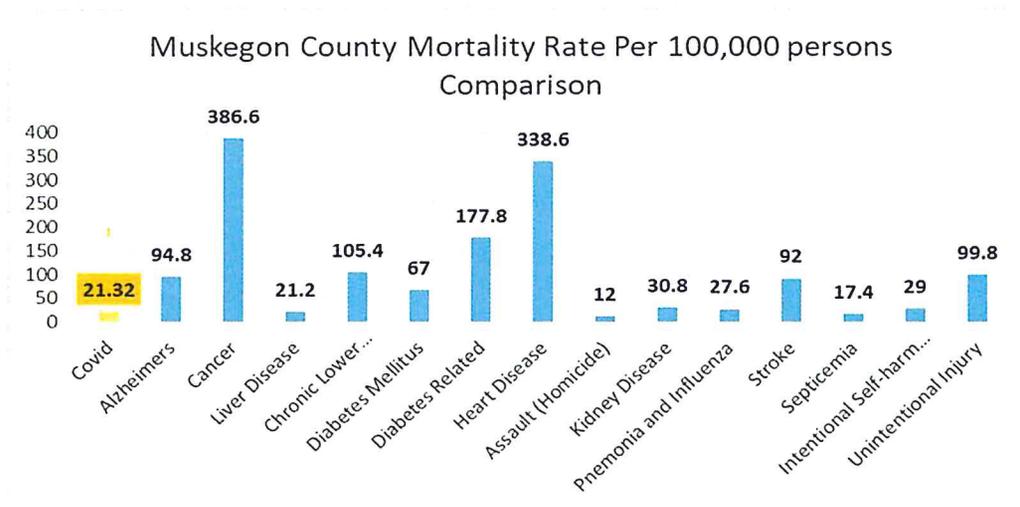


# Muskegon County COVID-19 Indicator Dashboard

## County case and mortality statistics.

County	COVID Cases	Cases/100k	COVID Deaths	Mortality Rate	Mortality/100k
Muskegon	643	370.46	37	5.75	21.32
State	57,532	576.07	5,516	9.59	55.23

Source: Michigan Department of Health and Human Services, June 2, 2020



Source: Muskegon County Health Department, May 15, 2020 – All but COVID, 2014-2018 – 5 year moving average

# Muskegon County COVID-19 Indicator Dashboard

With loosening of restrictions our activities are changing.

On May 25<sup>th</sup> we spent more time at retail establishments and less time at parks and work compared to May 9<sup>th</sup>.

## May 25, 2020

County	Retail & Recreation	Grocery & Pharmacy	Parks	Transit Stations	Workplace	Residential
Muskegon	-17%	9%	58%	-	-74%	16%
State	-31%	-6%	228%	-42%	-76%	20%

## May 9, 2020

County	Retail & Recreation	Grocery & Pharmacy	Parks	Transit Stations	Workplace	Residential
Muskegon	-29%	14%	151%	-	-27%	8%
State	-37%	3%	55%	-34%	-32%	11%

Source: Google Mobility Change Report, May 25, 2020 and May 9, 2020



# Muskegon County COVID-19 Indicator Dashboard

Select national observations regarding long term impacts of COVID-19

- 42% of those laid off will not return to work in the same job
- 20% of those currently working from home will continue to work from home
- For every 10 jobs lost during COVID, 3 new were created during COVID
- Consumer Spending dropped by 13.6% in April 2020 from March 2020
- More than 2/3 of those eligible for unemployment insurance receive benefits exceeding their lost earnings

*Source: Becker Friedman Institute at the University of Chicago and the Wall Street Journal*



**Muskegon Area First**



City of Norton Shores

COVID-19 Preparedness and Response Plan

June 11, 2020

In an effort to further protect employee health, all employees will adhere to the following COVID-19 preparedness and response plan beginning on Monday, June 15:

City facilities will re-open to the public on Monday, June 15.

- Maintain sanitizing of personal work areas, hygiene practices, and other standard cleaning practices.
Wash hands frequently and thoroughly for at least 20 seconds.
Use of hand sanitizer with a minimum 60% alcohol content.
Cover sneezes and coughing with tissues or use your inside elbow.
Resist any touching of your eyes, nose and mouth.
Clean and disinfect frequently touched surfaces (door handles, light switches, arm rests, tables and counters, desks and any work station hard surface, phones, vehicle door handles, steering wheel, shifters, and any other commonly touched area.
Employees must continue to conduct self-screening protocol by tracking symptoms associated with COVID-19 and completing the self-monitoring form when reporting to work.
Employees who feel ill, please stay home and report your symptoms to your Supervisor.
Avoid any contact with others that are feeling sick.
Maintain a physical distance of at least six feet from the public and other employees unless it is a direct safety hazard to the job you are performing.
Customer service points will be open for in-person service.
Employees must wear facemasks when assisting in-person customers other than at service windows.
Employees must wear facemasks in common areas (e.g., hallways and restroom) where the general public is present.
Sanitization practices will continue two times per work day.
When possible, no more than one person in a city vehicle.
Business-related travel for employees is limited to essential travel only.
When an employee is identified with a confirmed case of COVID-19, within 24 hours, the employee must notify both:
The County Health Department, and
Any co-workers, contractors, or suppliers who may have come into contact with the person.

Table with 6 columns: Administration/City Clerk, Assessing Division, Building Division, Finance/Treasurer, Fire Prevention, Fire Department. Includes phone numbers for each department.

- In the event of an exposure, all facilities will be sanitized prior to employees returning to work.

As always, please continue to follow the guidelines provided by the Michigan Department of Health and Human Services to mitigate the spread of COVID-19 and keep yourself and family members healthy.

Please contact the Office of City Administrator, Mark C. Meyers at (231) 798-4391 with any questions regarding the COVID-19 Preparedness and Response Plan. We appreciate our residents and visitors understanding as we work together to reduce exposure to the COVID-19 virus.

Stay Healthy!

# When is it safe to leave home

if you have symptoms of COVID-19 or live with someone who does?

**Employers can't retaliate against workers for taking time away from work under these circumstances, but you must notify your employer.**

If necessary, file a complaint with MIOSHA. Learn more at [Michigan.gov/MIOSHAcomplaint](https://Michigan.gov/MIOSHAcomplaint).

## For Me (Home Isolation)

I have been diagnosed with COVID-19.

I have developed one or more symptoms of COVID-19.

You have had no fever for **at least 72 hours (3 full days)**, without the use of medicine that reduces fevers,

— AND —

other symptoms, like cough or shortness of breath, **have improved**,

— AND —

**at least 10 days** have passed since your symptoms first appeared.

If you answered yes to all conditions, you may end home isolation.



## Should I wear a face covering?

If you must leave home, every person regardless of health, should cover their nose and mouth with a homemade mask, scarf, bandana or handkerchief, especially when a 6-foot distance is difficult to maintain.

## Close Contacts (Quarantine)

I live with someone diagnosed with COVID-19.

I live with someone who has developed one or more symptoms of COVID-19.

**Stay home for 14 days** after your **last contact** with the sick person.  
**Monitor yourself for symptoms twice a day.**

If one or more symptoms **do not appear within the 14-day quarantine period**, you may end home quarantine.

## How do I monitor myself?



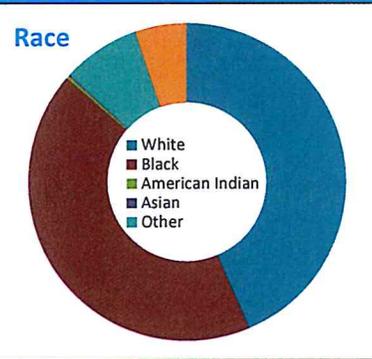
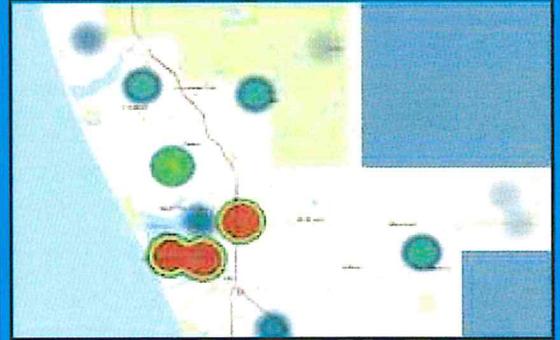
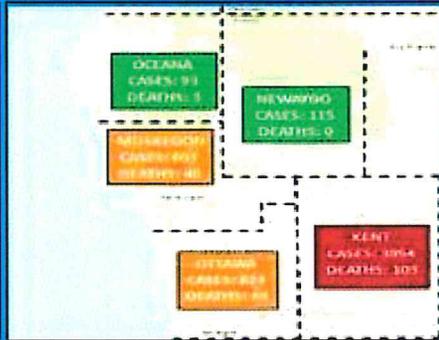
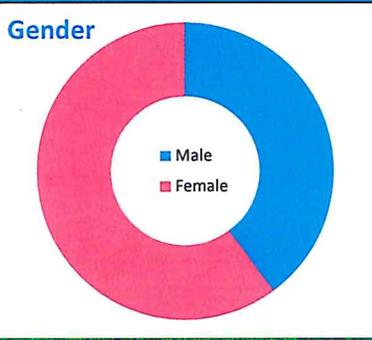
Check your temperature twice a day and look for common symptoms like:

- **Fever**
- **Cough**
- **Shortness of breath**

For a full list of symptoms, visit [bit.ly/2xQkl60](https://bit.ly/2xQkl60). If you are concerned about your health or have developed symptoms, contact your health care provider or urgent care.

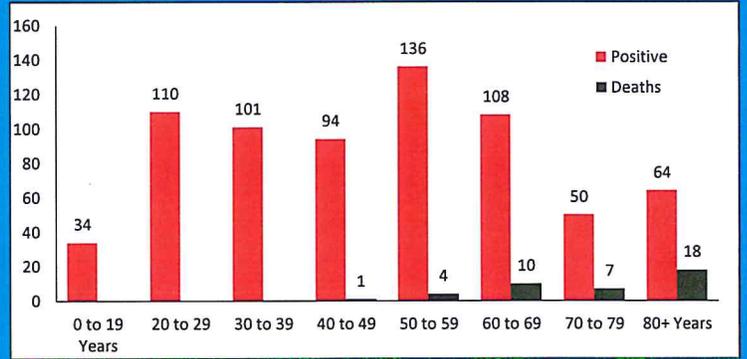
\*If you had a test to determine if you are still contagious, you can leave home after receiving two negative tests in a row, at least 24 hours apart. All processes on this chart are for the general public. They do not specifically apply to workers at a health-care facility, first responders (e.g., police officers, fire fighters, paramedics), and prison employees.

# County of Muskegon: Profile of Confirmed Covid-19 Cases as of 6/8/2020



**Total Cases**  
**697**

**Total Deaths**  
**40**



		#	%
<b>Gender</b>	Male	278	39.9%
	Female	419	60.1%
	Unknown	0	0.0%
<b>Age</b>	0 to 19 Years	34	4.9%
	20 to 29	110	15.8%
	30 to 39	101	14.5%
	40 to 49	94	13.5%
	50 to 59	136	19.5%
	60 to 69	108	15.5%
	70 to 79	50	7.2%
80+ Years	64	9.2%	
<b>Race</b>	White	304	43.6%
	Black	298	42.8%
	American Indian	2	0.3%
	Asian	1	0.1%
	Other	55	7.9%
	Unknown	37	5.3%
<b>Ethnicity</b>	Hispanic/Latino	51	7.3%
	Non-Hispanic/Latino	534	76.6%
	Unknown Hispanic/Latino	112	16.1%
	Arab	2	0.3%
	Non-Arab	447	64.1%
	Unknown Arab	248	35.6%

Municipal Location	#	%
Blue Lake Township	3	0.4%
Casnovia Township	6	0.9%
Casnovia Village	0	0.0%
Cedar Creek Township	1	0.1%
Dalton Township	16	2.3%
Egelston Township	21	3.0%
Fruitland Township	11	1.6%
Fruitport Charter Township	31	4.4%
Fruitport Village	2	0.3%
Holton Township	3	0.4%
Laketon Township	13	1.9%
Lakewood Club Village	1	0.1%
Montague, City	4	0.6%
Montague Township	1	0.1%
Moorland Township	3	0.4%
Muskegon, City	253	36.3%
Muskegon Charter Township	40	5.7%
Muskegon Heights, City	128	18.4%
North Muskegon, City	4	0.6%
Norton Shores, City	74	10.6%
Ravenna Township	9	1.3%
Ravenna Village	0	0.0%
Roosevelt Park, City	32	4.6%
Sullivan Township	3	0.4%
White River Township	0	0.0%
Whitehall, City	3	0.4%
Whitehall Township	2	0.3%
Not Yet Determined*	33	4.7%
(*unable to reach patient to confirm address)		
<b>Total Muskegon County</b>	<b>697</b>	

Summary of COVID-19 Related Deaths			
<b>Gender</b>		#	%
	Male	22	55.0%
	Female	18	45.0%
<b>Age</b>	Average	76.2	
	Median	76	
	Range	49 - 101	
<b>Race/Ethnicity</b>			
	White	23	1150.0%
	Black	12	600.0%
	Asian	1	50.0%
	Hispanic/Latino	2	100.0%
	Unknown	2	100.0%

Current Status COVID-19 Positive Cases		
	Total Positive	697
	Recovered**	343 49.2%
	Died	40 5.7%
	Active	314 45.1%

\*\*Recovered defined as alive 30 days after diagnosis date.



**Public Health**  
Prevent. Promote. Protect.  
**Muskegon County**

This report updated and published weekly.  
Visit [MuskegonHealth.net](http://MuskegonHealth.net) for daily status.

Updated 6/8/2020

Note: Data on race and ethnicity is missing or unspecified on many of the case reports.

