



LONG RANGE STRATEGIC PLANNING COMMITTEE AGENDA

CITY OF NOVI

June 23, 2026 | 5:30 PM

Mayor's Conference Room
Novi Civic Center | 45175 Ten Mile Road
(248) 347-0460

CALL TO ORDER

ROLL CALL - Mayor Pro Tem Casey, Council Members Gurumurthy, Smith

APPROVAL OF AGENDA

APPROVAL OF MINUTES

[April](#) 21, 2026 Minutes

[April](#) 27, 2026 Minutes

PURPOSE OF THE MEETING

[Workshop](#) Session with Shockey Consulting

[Overview](#) of Shockey Consulting Community Workshop (June 24, 2026)

PUBLIC COMMENT

ADJOURNMENT

NOTICE: *People with disabilities needing accommodations for effective participation in this meeting should contact the City Clerk (248) 347-0456 at least two working days in advance of the meeting. An attempt will be made to make reasonable accommodations.*



CITY OF NOVI
Long-Range Strategic Planning Committee Meeting
April 21, 2026, 5:30 p.m.
Mayor's Conference Room | Novi Civic Center | 45175 Ten Mile Road
(248) 347-0445

CALL TO ORDER: 5:32 p.m.

ROLL CALL: Mayor Pro Tem Casey, Council Members Gurumurthy, Smith

PRESENT: Mayor Pro Tem Casey, Councilmember Smith

ABSENT EXCUSED: Councilmember Gurumurthy

STAFF LIAISON: Danielle Mahoney, Assistant City Manager (Remote)

ALSO PRESENT: Katherine Oppermann, Recording Secretary

APPROVAL OF AGENDA

Motion: Smith; Seconded: Casey; Approve: 2:0

APPROVAL OF MINUTES – March 30, 2026 Minutes

Motion: Smith; Seconded: Casey; Approve: 2:0

PURPOSE OF THE MEETING

1. Shockey Consulting Pre-Visit Review

Mayor Pro Tem Casey welcomed the Shockey Consulting team, Grant Mayfield and Sheila Shockey, and thanked them for joining virtually ahead of their in-person visit next week. Mr. Mayfield stated that they will be going over the planned Community Workshop materials for the upcoming session on April 28th. Mayor Pro Tem briefly noted that she and the other council members will have any final feedback on the materials by tomorrow evening and that they will send the comments to Assistant City Manager Mahoney and Mr. Mayfield.

Mr. Mayfield explained that the main goal of the Community Workshop will be to prioritize the various identified issues, to help us to define and organize the Strategic Plan. By the end of next week we should have the final focus areas for the plan. The Committee will then be able to review and decide what is most urgent. Ms. Shockey noted that there shouldn't be anything new as it has been created through a combination of the trends from the Rebecca Ryan Future Visioning workshop the Council previously went through and other issues previously discussed by the Committee. By having the public identify their own priorities it will allow us to be more strategic with what we work on.

Mr. Mayfield then spoke on some of the other plans for while the Shockey team is in town including a city tour to familiarize themselves more with the area, recording a

podcast with Studio VI, attending an executive staff team meeting, an internal project team (staff) workshop, and an in-person workshop with this Committee. Ms. Mahoney said it will be a full, but fun two days. For the tour they would like to see the main commercial corridors as well as a range of housing in the city (single family homes both old and new, townhomes, apartments, etc.).

At the community Workshop they will use 2 – 3, or up to five issue to work through both generationally and with labor/workforce in mind. They will have participants break out into smaller table groups to discuss, working through each issue one by one, and then report out to the full group at the end. It is intended to get the participants thinking more broadly, and beyond themselves. Mr. Mayfield asked if there were any questions at this stage and Mayor Pro Tem said she thinks that they are good for now regarding the process and plans.

It is planned to also further elevate invitations to the workshop by sending information out to the various City Board and Commissions. Ms. Mahoney said she had also pinged the sounding board to let them know and spoken with the Chamber of Commerce president so that she can circulate the invitation amongst Chamber members. Mayor Pro Tem asked if we had a number of current RSVPs and Ms. Mahoney said no, but that we can get the number from Community Relations.

Mr. Mayfield asked if the Committee needed anything else from the Shockey team ahead of next week and Mayor Pro Tem went through some of the feedback; she had to refine the Generation and Labor Exercises. She also expressed that she was very impressed by the breadth of their knowledge about Novi, despite not having yet visited in person. She also questioned if the questions posed at the should be more focused on “how” instead of “should”. Ms. Shockey responded by saying that the “how” is more of an operational ask for City staff while “should” is more the decision making for City Council and the Committee. Mayor Pro Tem then spoke a bit more about the refinement of some of the issues, particularly noting those which are already being addressed in part by other City plans as she wants to be sure to note what work has already been done. Ms. Shockey agreed, saying that would be included in the discussion at the next workshop session for the Committee (4/27).

Ms. Mahoney then spoke briefly about the change of thinking regarding the online vision survey, and that it is now planned to keep it open longer. Mr. Mayfield agreed, saying it could be valuable to continue gathering “big ideas” and hopefully further spread the word so more residents can take part, especially for those demographics not yet well represented in the numbers. To date they have had approx. 330 responses, though there may have been a small spoke after it was mentioned at the most recent City Council meeting.

Mayor Pro Tem thanked the Shockey team once more for attending, and for the good work so far.

AUDIENCE COMMENTS: None

ADJOURNMENT: 6:11 p.m.

Motion: Casey; Seconded: Smith; Approve: 2:0



CITY OF NOVI
Long-Range Strategic Planning Committee Meeting
April 27, 2026, 6:00 p.m.
Mayor's Conference Room | Novi Civic Center | 45175 Ten Mile Road
(248) 347-0445

CALL TO ORDER: 6:01 p.m.

ROLL CALL: Mayor Pro Tem Casey, Council Members Gurumurthy, Smith

STAFF LIAISON: Danielle Mahoney, Assistant City Manager

ALSO PRESENT: Katherine Oppermann, Recording Secretary
Sheila Shockey, Shockey Consulting
Grant Mayfield, Shockey Consulting

APPROVAL OF AGENDA

Motion: Smith; Seconded: Gurumurthy; Approve: 3:0

PURPOSE OF THE MEETING

1. Workshop Session with Shockey Consulting

Mayor Pro Tem invited the Shockey team to begin the Workshop. Ms. Shockey stated that the purpose of this session is to sort through the issues they've identified through the environmental scan. Mr. Mayfield said that ahead of the sorting activity they will briefly review where they are in the process, in the initial stages/1st wave of engagement with the community. As Sheila said, they are trying to narrow the scope somewhat for a more focused plan.

Mr. Mayfield then proceeded to go through the Focus Area Identification presentation (see attached) including what we've heard from residents so far about what they value in the City, what they are concerned about, a current view of "Novi at a Glance", and Nine topic areas examined in the environmental scan with their associated strategic issues.

Following Mr. Mayfield's presentation, the Committee started the exercise wherein they took all of the individual issues identified, working to discuss and categorize them between four categories of urgency/importance (Quick Wins, Act Now, Monitor, and Plan & Invest).

Once the activity was completed the Committee asked what comes next. Ms. Shockey said that the Shockey team and City staff will work to put the different topics in budget ranges and further determine the "how" of potential implementation including further questions that might need to be asked. It's essentially all a big sorting process that works like a funnel, starting large and narrowing as we proceed further.

The planned Generations exercise for the Community Workshop was briefly discussed. We will learn more about the trends/issues as they are approached by the Community and work to think more futuristically about them, as well as how other people will be affected long term. Ms. Shockey said that she loves to listen to how people discuss the different topics. She also said that the Committee and other Council members are welcome to join the tables as they discuss but they should do so as residents of the City, not elected officials.

AUDIENCE COMMENTS: None

ADJOURNMENT:

Motion: Smith; Seconded: Gurumurthy; Approve: 3:0

Focus Area Identification

Long-Range Strategic Planning Committee Workshop

MONDAY, APRIL 27, 2026

6:00 – 8:00 PM · Mayor's Conference Room

Shaping Tomorrow, Together

Meeting Objectives

Two hours to review what we've learned — and sharpen what the plan must tackle.

01

Review synthesized engagement input

Hear what the community, stakeholders, and staff have told us so far.

02

Review the initial vision input

Discuss methods and strategies to increase the response and participation in defining the vision for the community

03

Prioritize strategic issues

Sort issues by urgency and importance to surface Focus Areas.

04

Discuss cross-cutting questions

Examine the big choices that span multiple topics.

05

Refine engagement questions

Sharpen what we ask the community at the Community Workshop.

06

Request additional information

Identify any gaps staff can help close before next steps.

TONIGHT

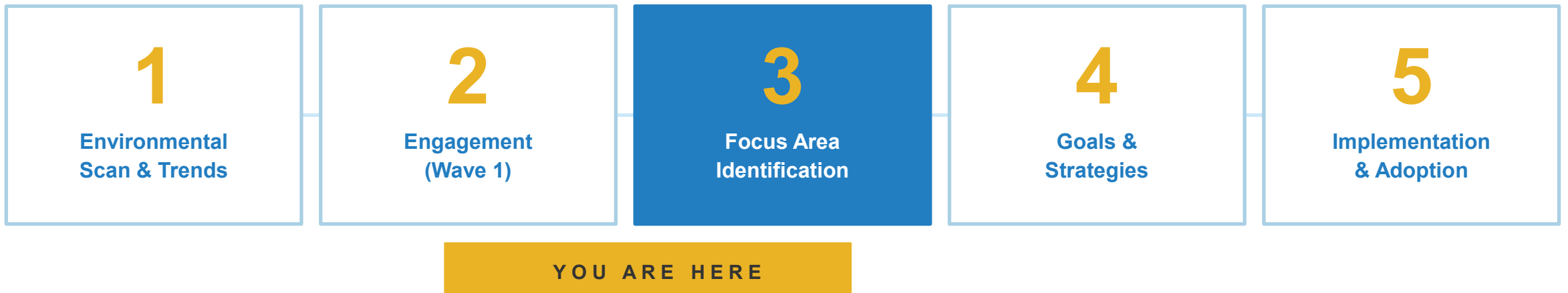
Our Two Hours Together

A flow from context → discussion → decisions.

6:00	Welcome & Objectives	Why we're here and what we need to accomplish.
6:10	What We've Heard	Synthesized engagement input & initial vision statement.
6:30	Strategic Issues Overview	Nine topic areas drawn from the Environmental Scan.
6:45	Prioritization Exercise	Sort issues by Urgency × Importance into four quadrants.
7:25	Cross-Cutting Questions	The big choices that span multiple topic areas.
7:45	Focus Areas & Next Steps	Agree on Focus Areas; refine engagement questions.
8:00	Adjourn	

Where We Are Tonight

Tonight we move from listening to prioritization — setting the frame for the Focus Areas.



Why this matters. Focus Areas are the organizing structure for everything that follows — goals, strategies, implementation priorities, and how the plan is measured.

What We've Heard So Far

Input across committees, staff, stakeholders, and the online Vision Questionnaire.



What Residents Value

- Safe, high-quality neighborhoods and schools
- Parks, trails, and natural areas
- Strong public services and responsiveness
- Cultural diversity and vibrant local economy



What's Top of Mind

- Traffic, congestion, and mobility options
- Housing cost and variety across life stages
- Corridor redevelopment and placemaking
- Services for an aging population



Tensions & Tradeoffs

- Growth vs. neighborhood character
- Service expectations vs. fiscal constraints
- Auto-orientation vs. multimodal future
- Preservation vs. reinvestment

Note. *This is a working synthesis — Community Workshop #1 and online input will continue to refine these themes.*

Novi at a Glance

Why the issues ahead need careful prioritization.

66K+

Residents in 2020

20% growth since 2010 — already ahead of SEMCOG 2025 forecast

91%

Built out

Future growth comes through reinvestment, not expansion

26%+

Foreign-born

One of Oakland County's most diverse communities

7,300

New jobs by 2050

Projected growth concentrated in service, health, knowledge

29K

Housing units needed

Up from 26K — vs. 208 units/year recent pace

\$474K

Median home value

More than doubled since 2014; 40% of renters cost-burdened

Nine Topic Areas

Issues are organized by the nine topic areas examined in the Environmental Scan.

 <p>01 Community Identity & Demographics</p>	 <p>02 Housing & Neighborhoods</p>	 <p>03 Economic Development & Fiscal Health</p>
 <p>04 Public Services, Staffing & Governance</p>	 <p>05 Infrastructure & Utilities</p>	 <p>06 Mobility & Transportation</p>
 <p>07 Parks, Recreation, Arts & Cultural Assets</p>	 <p>08 Public Safety & Emergency Services</p>	 <p>09 Environmental Resilience & Sustainability</p>

Strategic Issues at a Glance

Community, Housing, and Economy — three areas shaping who Novi is and who stays in the community.

01 Community Identity & Demographics



1. Managing Growth That Has Already Outpaced Projections
2. Preparing for an Aging Community
3. Lifecycle Retention Across Age Groups
4. Serving a Multilingual, Multicultural Community
5. Strengthening the City–School Relationship
6. Building Social Cohesion Across Cultures and Generations
7. Civic Engagement Gaps
8. Leveraging Educational Attainment as a Strategic Asset

02 Housing & Neighborhoods



1. Closing the Housing Production Gap
2. Affordability for the Workforce and Essential Workers
3. Missing-Middle and Lifecycle Housing
4. Manufactured Housing
5. Mixed-Use Redevelopment as a Housing Strategy
6. Reinvestment in Aging Neighborhoods
7. Balancing Neighborhood Character with Needed Change
8. Addressing Rental Market Pressures

03 Economic Development & Fiscal Health



1. The Growth-Revenue Gap
2. Healthcare as an Economic Anchor
3. Talent Attraction in a Competitive Region
4. Repositioning the Office Market
5. Auto Industry Transformation
6. Protecting and Leveraging Foreign Investment
7. Corridor Redevelopment as Economic Strategy
8. Fiscal Impact as a Planning Tool
9. Sustaining Industrial and Logistics Sector Strength
10. Retail Recovery and Evolving Consumer Markets

Strategic Issues at a Glance

Services, Infrastructure, and Mobility — the systems that deliver Novi every day.

04 Public Services, Staffing & Governance



1. Modernizing Human Resources Technology
2. Recruitment for Specialized and Municipal Roles
3. Staying Competitive on Compensation
4. Staff Capacity and Organizational Resilience
5. Aligning Governance with Long-Range Direction
6. Aging Facilities Across Departments
7. Scaling the High-Performance Organization (HPO) Model

05 Infrastructure & Utilities



1. Sustaining Capital Investment Through the CIP Millage
2. Road Network Reinvestment
3. Electric Reliability and Grid Modernization
4. Closing the Broadband Gap
5. Climate-Informed Infrastructure Design
6. Skilled Trades Workforce Gaps
7. Leveraging Smart Infrastructure and Data-Driven Asset Management

06 Mobility & Transportation



1. Managing Congestion Without Road Expansion
2. Building on Transit and Microtransit Momentum
3. Completing the Active Transportation Network
4. I-96 as a Connectivity Barrier
5. Inter-Community Pathway Connections
6. Rethinking Corridors for Redevelopment and Multimodal Access
7. Improving Neighborhood Connectivity

Strategic Issues at a Glance

Parks & Culture, Safety, and Environment — quality of life and long-term resilience.

07 Parks, Recreation, Arts & Cultural Assets



1. The Community Center Question
2. Facility Capacity and Modernization
3. Older Adult Services Beyond Recreation
4. Culturally Responsive Programming
5. Population Health Through Public-Private Partnerships
6. Overcoming the Collaboration Barrier with Schools
7. Grant Funding and the Affluence Perception
8. Public Art, Gathering Spaces, and Placemaking

08 Public Safety & Emergency Services



1. Rising EMS Demand from an Aging Population
2. Maximizing the Public Safety Facilities Investment
3. Emerging Technology and Energy Risks
4. Recruiting and Retaining Public Safety Professionals
5. Climate-Related Preparedness
6. Community Risk Reduction
7. Leveraging the Integrated Public Safety Model and New Facilities

09 Environmental Resilience & Sustainability



1. Stormwater System Capacity and Climate Adaptation
2. Invasive Species Management and Funding
3. Green Infrastructure as Standard Practice
4. Heat Island Mitigation
5. Aligning with State Climate Policy
6. Unifying Sustainability Efforts Across Departments
7. Energy Transition and Fleet Electrification
8. Parks and Natural Areas as Resilience Infrastructure
9. Establishing Resilience Metrics and Performance Tracking

EXERCISE

Prioritization Exercise

Sort each strategic issue into one of four quadrants by Urgency × Importance.

HOW IT WORKS

- 1 Work individually first**
Take 5 minutes to place each issue on your own worksheet.
- 2 Compare in small group**
Discuss where you agreed, where you differed, and why.
- 3 Post to the shared matrix**
Add dots to the large matrix; we'll look at the pattern together.
- 4 Discuss the outliers**
Where there's real disagreement, that's what we dig into.

TWO DIMENSIONS



IMPORTANCE → (Horizontal axis)

How consequential is this issue for Novi's long-term success?

Consider: scale of impact · number of residents affected · irreversibility · fiscal or systemic weight



URGENCY ↑ (Vertical axis)

How soon must Novi act before the window narrows?

Consider: cost of waiting · external deadlines · momentum or timing pressure · likelihood of near-term change

EXERCISE

The Four Quadrants

Each issue lands in one box. Where it lands suggests how the plan should treat it.



WATCH FOR...

Too many in "Act Now"

If most issues feel urgent and critical, the plan can't focus — debate the harder calls.

Urgency Outweighing Importance

Long-horizon investments (climate, succession, lifecycle housing) often get under-weighted.

Quick wins still matter

They build credibility and unlock the harder structural work.

Questions That Span Topic Areas

These choices can't be solved in isolation — they cross topic areas and frame the whole plan.

91% Built Out

Shifting from a growth era to a reinvestment era — across every topic.

Who Gets to Stay

Housing cost, childcare cost, lifecycle options — is Novi accessible?

How to Fund the Future

State constraints, Headlee, rising costs — sustainable fiscal strategy.

A Restructuring Economy

Healthcare, knowledge work, auto/EV transition — positioning for 2050.

A Truly Multimodal Future

PEX, SMART, Active Mobility — is Novi ready to invest?

Serving the Community We've Become

Diversity, language, lifecycle — systems were built for a different Novi.

The Right Level of Service

Honest tradeoffs between expectations, cost, and staff capacity.

Reimagining Corridors

Grand River, Novi Rd, Beck Rd — mobility, land use, and placemaking together.

Aligning with MI 2050 Climate Future

State carbon-neutrality policy will increasingly shape local action.

Agreeing on Focus Areas

From many issues to a manageable number of organizing themes for the plan.

WHAT IS A FOCUS AREA?

A Focus Area is an organizing theme that groups related strategic issues under a shared direction.

Focus Areas will drive:

- How goals and strategies are organized
- How the plan communicates with the community
- How progress is measured and reported
- How resources get prioritized year to year

DISCUSSION QUESTIONS

- 1 Which "Act Now" issues belong together?**
Look for clusters of related critical issues.
- 2 How many Focus Areas is the right number?**
Typically 4–6 — enough to cover ground, few enough to stay focused.
- 3 Do Focus Areas mirror topic areas — or cut across them?**
Cross-cutting themes often make stronger organizing frames.
- 4 What language feels right for our community?**
Action-oriented, plain, and distinctively Novi.
- 5 What would make this plan different from the last?**
Where should this plan push further than prior efforts?

WHAT'S NEXT

From Here to Focus Areas

Tomorrow, 2 PM

Staff Leadership Workshop

Review LRSPC direction; refine engagement questions.

Tomorrow, 6 PM

Community Workshop #1

Build shared understanding of issues and trends.

April - May

Engagement Wave 2

Online tools, stakeholder conversations, pop-ups.

Summer

Draft Goals & Strategies

Within agreed Focus Areas.

Thank you. Shaping Tomorrow, Together.

Workshop #3 — Vision & Goals

DATE

Tuesday, June 23, 2026

TIME

5:30 – 7:30 pm ET

LOCATION

Mayor's Conference Room | Novi City Hall

PURPOSE

This is the third LRSPC workshop in the Novi 2050 planning process. Tonight's session transitions the committee from discovery into direction-setting: reviewing draft vision statement options, confirming the plan's five focus areas, and developing the initial goal statements that will form the foundation of the plan.

AGENDA

1. Welcome & Meeting Objectives

2. Process Update

Overview of milestones completed since April and what remains in Phase 3 and beyond.

3. Engagement Update — Community Input Synthesis

Summary of community input collected since April, including the Community Vision Survey (368 responses), Board & Commission Questionnaire, and Sounding Board Workshop.

4. Draft Vision Statement Review

The committee reviews three draft vision statement options and identifies a directional preference — a single option or composite — to be refined ahead of the July 20 briefing.

5. Focus Area Confirmation & Goal Development

Working session. The committee confirms the plan's five focus areas and drafts at least one goal statement per area.

6. Cross-Cutting Themes Discussion

Brief discussion on how Environmental Resilience & Sustainability, Public Safety & Emergency Services, and Parks, Recreation, Arts & Cultural Assets will be woven through all focus areas.

7. Next Steps & Adjourn

Preview of the July 20 virtual briefing and August LRSPC Workshop.

PREPARATION FOR COMMITTEE MEMBERS

To make the most of this session, committee members are encouraged to review the April 27 workshop summary and come prepared to react to the draft vision options with specific language feedback, and to think about what success looks like in 2050 for each of the five focus areas.

Draft Vision — Your Reactions

We're deciding on direction tonight, not exact wording. Complete this sheet on your own first, then we'll discuss as a group.

Options (Circle words or phrases that must stay.)	What's MISSING or off?
<p>Option A - A City for Every Stage of Life In 2050, Novi works for every stage of life and every background — a true downtown, excellent schools, safe neighborhoods, inviting gathering spaces, quality services and infrastructure serving a multicultural community where everyone belongs.</p>	
<p>Option B - A City That Delivers In 2050, Novi is reliable by design — sound finances, well-maintained infrastructure, responsive services, and revitalized corridors — with no problems left for the next generation to inherit.</p>	
<p>Option C - A Thriving City with Character In 2050, Novi is a larger, more diverse city that still feels like Novi — new homes and new neighbors alongside, job opportunities, protected green space, lasting neighborhood character, and the schools and quality that drew people here.</p>	

My starting preference (circle one):

Option A

Option B

Option C

Composite (mix)

...because:

Anything over-emphasized or under-emphasized across all three?

Vision Elements

Every stage of life — lifecycle, aging in place

Belonging & connection — gathering places, seeing yourself in the community

Accessibility & inclusion — open to everyone

Diversity — a multilingual, multicultural community

Housing — a home at every stage (lifecycle, missing-middle, affordable)

Growth & redevelopment — change on purpose; aging corridors into housing and activity, keeping neighborhood character

Downtown — a true, walkable downtown

Cultural spaces & civic life — places and institutions that bring people together

Mobility — connected, with options for those who don't drive

Schools, safety & quality — the assets that define Novi

Services & delivery — reliable, responsive, high-value; a city that keeps its promises

Infrastructure — reliable systems, well-maintained, climate-ready

Fiscal sustainability — revenue matched to the true cost of quality; nothing deferred to the next generation

Opportunity — room to thrive (jobs and prosperity)

Identity & retention — worth staying for, known for who it's become

Focus Area 1: Infrastructure

Strategic issues we've heard:

- Sustaining capital investment through the CIP millage
- Leveraging smart infrastructure and data-driven asset management
- Climate-informed infrastructure design

What would success look like in 2050?

Build it — SMART:

S — Specific What exactly do we want to achieve?	
M — Measurable How will we know we're making progress — what would we count or track?	
A — Achievable Is this realistic for Novi? What would it take?	
R — Relevant How does this connect to the vision / why does it matter?	
T — Time-bound By when? Milestones (e.g., 2030 / 2040 / 2050)	

Draft Goal Statement (one sentence):

Hint: "By [year], Novi will [specific achievement], measured by [indicator]."

Focus Area 2: Housing & Redevelopment

Strategic issues we've heard:

- Mixed-use redevelopment as a housing strategy
- Reinvestment in aging neighborhoods
- Closing the housing production gap
- Affordability for the workforce and essential workers
- Missing-middle and lifecycle housing
- Balancing neighborhood character with needed change

What would success look like in 2050?

Build it — SMART:

S — Specific What exactly do we want to achieve?	
M — Measurable How will we know we're making progress — what would we count or track?	
A — Achievable Is this realistic for Novi? What would it take?	
R — Relevant How does this connect to the vision / why does it matter?	
T — Time-bound By when? Milestones (e.g., 2030 / 2040 / 2050)	

Draft Goal Statement (one sentence):

Hint: "By [year], Novi will [specific achievement], measured by [indicator]."

Focus Area 3: Mobility & Transportation

Strategic issues we've heard:

- Building on transit and microtransit momentum
- Completing the active mobility network
- Inter-community pathway connections

What would success look like in 2050?

Build it — SMART:

S — Specific What exactly do we want to achieve?	
M — Measurable How will we know we're making progress — what would we count or track?	
A — Achievable Is this realistic for Novi? What would it take?	
R — Relevant How does this connect to the vision / why does it matter?	
T — Time-bound By when? Milestones (e.g., 2030 / 2040 / 2050)	

Draft Goal Statement (one sentence):

Hint: "By [year], Novi will [specific achievement], measured by [indicator]."

Focus Area 4: Aging & Shifting Service Needs

Strategic issues we've heard:

- Rising EMS demand from an aging population
- Community risk reduction
- Climate-related preparedness

What would success look like in 2050?

Build it — SMART:

S — Specific What exactly do we want to achieve?	
M — Measurable How will we know we're making progress — what would we count or track?	
A — Achievable Is this realistic for Novi? What would it take?	
R — Relevant How does this connect to the vision / why does it matter?	
T — Time-bound By when? Milestones (e.g., 2030 / 2040 / 2050)	

Draft Goal Statement (one sentence):

Hint: "By [year], Novi will [specific achievement], measured by [indicator]."

Focus Area 5: Long-term Funding

Strategic issues we've heard:

- The growth-revenue gap
- Fiscal impact as a planning tool

What would success look like in 2050?

Build it — SMART:

S — Specific What exactly do we want to achieve?	
M — Measurable How will we know we're making progress — what would we count or track?	
A — Achievable Is this realistic for Novi? What would it take?	
R — Relevant How does this connect to the vision / why does it matter?	
T — Time-bound By when? Milestones (e.g., 2030 / 2040 / 2050)	

Draft Goal Statement (one sentence):

Hint: "By [year], Novi will [specific achievement], measured by [indicator]."

Community Workshop #2

Vision & Goals

Wednesday, June 24, 2026 · 6:00–8:00 pm ET · Police Training Center

Date:	Wednesday, June 24, 2026
Time:	6:00–8:00 pm ET (Doors open at 5:45 pm)
Location:	Police Training Center, 45125 W 10 Mile Rd
Purpose:	Help shape the Novi 2050 vision and define what success looks like for our community

This guide details the three working segments of Community Workshop #2 and supplements the master Facilitator Guide. The community's role tonight is to react, not to author. Residents react to the LRSPC's draft vision direction (set June 23), prioritize the five draft goals, and test whether those goals serve people at every stage of life — using the Generation and Labor personas the community first met at Community Workshop #1, now aged forward to 2050. Outcomes: a community read on the vision direction; a prioritization of the five goals; and a “lifelong” gap-check showing which life stages each goal serves and who may be left out. Everything captured tonight feeds the July 20 LRSPC briefing, where the vision and goals are refined.

MEETING OBJECTIVES

- Community feedback on the vision direction
- Prioritization of the five goals
- Understanding of which life stages each goal serves and who may be left out

AGENDA AT A GLANCE

TIME	ACTIVITY	WHO
5:45 pm	Doors open — refreshments, display boards, and sign-in	All
6:00 pm	Welcome & Where We Are	MPT + Shockey
6:12 pm	Activity 1 — The Vision: Does This Capture Novi in 2050?	Shockey
6:32 pm	Activity 2 — Goals Gallery Walk: Prioritize & Mark the Gaps	Shockey
7:20 pm	Activity 3 — The Lifelong Test	Shockey
7:48 pm	Close & What's Next	Shockey + MPT
8:00 pm	Adjourn	All

MATERIALS CHECKLIST

Item	Qty	Prepared By	Notes
Facilitation Markers	10	Shockey	For flip charts
Flip chart + Easels	2	City staff	For capturing notes

Item	Qty	Prepared By	Notes
Presentation slides (loaded + tested)	1	Shockey	Test AV before 5:00 pm
Printed facilitator guide	10	Shockey	Do not share with participants
Prepped Goal Boards	5	Shockey	One for each Focus Area/Goal
Participant Worksheets	50	Shockey	For table exercises
Persona Cards	50	Shockey	About 4 sets of cards (12 personas per set)
Dots and Sticky Notes	50	Shockey	3 dots + 5 pink and 5 green sticky notes/person
Refreshments	50	City Staff	Drinks and Treats for 50 people

DETAILED FACILITATION GUIDE

Before the session — setup

- Load the LRSPC’s June 23 vision direction (the chosen option or composite, exactly as the committee left it) onto the screen and onto the Activity 1 worksheet box.
- Write each of the five LRSPC draft goal statements (June 23) on its own station board — one board per focus area, the goal at the top, the strategic issues beneath it.
- Print the twelve persona lens cards (Appendix — six Generation, blue edge; six Labor, yellow edge), about two copies of each (≈24 cards) for ~20 attendees. Cut and stack.
- Per table: participant worksheets, dark markers. Per station: the goal board, dot stickers (3 per participant), green + pink sticky notes. Three flip charts: “Vision: Keep / Add” and “Most Important / Biggest Gap.”

Welcome & Where We Are (12 minutes)

- **6:00 (5 min) — Welcome.** Mayor Pro Tem Laura Marie Casey welcomes attendees, as at Community Workshop #1. Thank people for coming out on a weeknight; close the doors-open mingling.
- **6:05 (7 min) — Where we are.** Shockey gives a fast recap: 360+ vision survey responses, the April community workshop, the move from a long issues list to five focus areas, and what the committee drafted last night. Frame tonight’s three jobs — react to the vision, prioritize the goals, and test them for every life stage. State it plainly: “These are early drafts. Your reactions shape what gets refined.”

Activity 1 — The Vision: Does This Capture Novi in 2050? (20 minutes)

Purpose

Get a community read on the LRSPC’s draft vision direction — what resonates, what’s missing — before Shockey refines it.

Outcome

A keep / add list for the vision, plus an early signal on whether it speaks across life stages.

Run of show

- **6:12 (3 min) — Present.** Show the LRSPC direction as-is and read it aloud, slowly. Frame: “The committee landed here last night. We’re not wordsmithing — does this capture where Novi should be in 2050?”
- **6:15 (5 min) — Individual jot.** Worksheet: what resonates and must stay, what’s missing or off, and whether it speaks to someone at the participant’s own stage of life. (Personas come out in Activity 2 — this reaction is personal.)

- **6:20 (10 min) — Table + room share.** Tables surface keep / add; facilitator pulls a few to the full room. Note-taker captures keep language verbatim and add themes on the “Vision: Keep / Add” flip chart.
- **6:30 (2 min) — Bridge to goals.** “A vision is the destination. The five goals are how we get there — and we’re going to test them through the eyes of real Novi residents.” Hand out persona cards now or at the top of Activity 2.

Facilitation tips

- Keep it directional, not a line-edit. If the room starts wordsmithing: “Hold the exact wording — flag the idea, the team drafts language later.”
- Protect quieter voices — call on the worksheet: “Anyone mark something missing they haven’t said yet?”
- If someone says the vision doesn’t fit their stage of life, capture it — that’s the bridge into the persona work.

Note-taker captures

- Must-keep words / phrases (verbatim)
- Must-add themes
- Any life-stage gap flagged for the persona work

Activity 2 — Goals Gallery Walk: Prioritize & Mark the Gaps *(48 minutes)*

CORE WORKING SESSION. Five station boards around the room, one per focus area, each showing the LRSPC draft goal plus the strategic issues behind it. Participants circulate at their own pace, each carrying one persona card.

Purpose

Prioritize the five goals and surface, through a resident’s eyes — aged to 2050 — what each goal is missing and who it leaves out.

Outcome

A dot-ranked prioritization of the five goals, plus a green / pink sticky harvest at each board.

Setup note (do before the session). Each board carries one LRSPC draft goal at the top and the focus area’s strategic issues beneath it, so participants react to a specific goal — not the topic in the abstract.

The five stations

- **Infrastructure**
- **Housing & Redevelopment**
- **Mobility & Transportation**
- **Aging & Shifting Service Needs**
- **Long-term Funding**

Run of show

- **6:32 (5 min) — Frame + hand out persona cards.** Give each participant one persona card (mix Generation and Labor across the room). “You’re carrying a real Novi resident tonight — someone you may have met in April. Read their card, step into their life, and picture who they’ll be in 2050. Walk all five boards at your own pace.”
- **6:37 (33 min) — Gallery walk.** At each board, participants do three things:

- Dots — place a dot where getting the goal right matters most for Novi’s future. Three dots total across all five boards; stack them on one board if you feel strongly. The three-dot cap forces real choices.
- Green sticky — what’s strong here and must stay.
- Pink sticky — through your persona’s eyes, including who they’ll be in 2050, what’s missing or who gets left out?

Roving facilitators keep people moving and prompt the lens: *“You’re carrying Tom — he’s 90 in 2050. Does this mobility goal work for him?”*

- **7:10 (10 min) — Board readouts.** Each station facilitator gives a 90-second readout: where the dots landed and the loudest pink sticky.

Facilitation discipline — community room

- Keep it moving; nobody should park at one board.
- Protect the three-dot cap — the dots are the prioritization data, so the choice has to be real.
- Pink stickies are the lifelong test. Push for “who’s left out,” not just “I like this” — and keep people in their persona, not themselves.

Note-taker captures (per board)

- Dot count (the prioritization signal)
- Top “keep”
- Top “missing / who’s left out,” by persona / life stage

Activity 3 — The Lifelong Test (28 minutes)

Purpose

Synthesize the persona work into a clear community signal: which goal Novi most needs to get right, and the biggest life-stage gap across all five.

Outcome

Per table — the single most important goal and the biggest “who’s left out” gap — surfaced to the full room.

Run of show

- **7:20 (3 min) — Frame.** Back at tables. “You each carried one resident. As a table, you now hold several — spanning Asher at 8 to Barbara in her hundreds. Use them.”
- **7:23 (12 min) — Table work.** Worksheet: (a) Across the five goals, where is the table’s biggest gap — a persona or group of people not well served by 2050? (b) If Novi could fully deliver only one of these five goals by 2050, which one and why? (c) One thing missing from the whole set.
- **7:35 (11 min) — Report-out.** Each table: 90 seconds — your #1 goal and your biggest gap (name the persona). Note-taker captures on the “Most Important / Biggest Gap” chart.
- **7:46 (2 min) — Reflect.** Name the through-line you heard across the tables.

Facilitation tips

- Drive to one goal per table — “if you could fully deliver only one.” A forced choice is the point.
- A persona left out by every goal is itself a finding — capture it by name.
- Hold report-outs to 90 seconds; the dots and stickies already carry the detail.

Note-taker captures


- Per table: #1 goal + rationale
- Biggest life-stage gap (named persona)

- “Missing from the set” items
- Recurring through-line across tables

Close & What’s Next *(12 minutes)*

- **7:48 (8 min) — What we heard + what happens next.** Reflect the night’s headline. Next: Shockey refines the vision and goals using tonight’s input alongside the committee’s and staff’s; the LRSPC reviews the refined draft at its July 20 briefing. Topical surveys (Housing, Community Identity, and more) are open now at cityofnovi.org/Novi2050 — take them and share them. Later phases turn goals into strategies and then a plan.
- **7:56 (4 min) — Thank you + sign up for updates.** Mayor Pro Tem closes.

Handoff to the project team. Shockey distributes a summary of June engagement — combining LRSPC, SLT, and community input — within two weeks.



Community Workshop #2 — Vision & Goals

Wednesday, June 24, 2026 · Police Training Center · Novi 2050 Community Strategic Plan

Part A — The Vision: Does This Capture Novi in 2050?

We're reacting to direction tonight, not final words. Work this sheet on your own first — then we'll talk as a group.

The committee's draft vision direction (from June 23):

1. What resonates with you — what must stay?

2. What's missing or isn't quite right?

3. Does this speak to someone at *your* stage of life? What would make it fit?

