



LONG-RANGE STRATEGIC PLANNING COMMITTEE AGENDA

CITY OF NOVI

July 16, 2025 | 6:00 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, Staudt

APPROVAL OF AGENDA

APPROVAL OF MINUTES

[May](#) 27, 2025 Minutes

PURPOSE OF THE MEETING

[Review](#) of BerryDunn Documents

- Project Schedule/Timeline
- External Stakeholders List
- Community Engagement Interview Packets
- Community Survey
- [Social Pinpoint Website](#)

Advisory Committee Membership Roles/Makeup

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
May 27, 2025, 5:30 p.m.
Mayor's Conference Room | Novi Civic Center | 45175 Ten Mile Road
(248) 347-0445

CALL TO ORDER: 5:33 p.m.

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

STAFF LIAISON: Danielle Mahoney, Assistant City Manager

ALSO PRESENT: Katherine Oppermann, Recording Secretary
Michelle Kennedy, BerryDunn
Bailey Dickinson, BerryDunn

APPROVAL OF AGENDA

Motion: Gurumurthy; Seconded: Staudt; Approved 3:0

APPROVAL OF MINUTES – April 14, 2025 Minutes

Motion: Gurumurthy; Seconded: Staudt; Approved 3:0

PURPOSE OF THE MEETING

1. Strategic Plan Kickoff with BerryDunn

Assistant City Manager Mahoney introduced Michelle Kennedy as the City's new Project Lead on the BerryDunn side. Ms. Kennedy has been provided with background on the project as well as recent feedback. She also shared that city staff recently had their own internal project team kickoff and that this meeting will be a bit of a mini kickoff on the project for the Committee. Mayor Pro Tem Casey thanked Ms. Kennedy for coming and introduced herself and the other councilmembers present. Ms. Kennedy stated that she loves this work and is excited to get started with Novi. Mr. Dickinson also introduced himself and noted that he has enjoyed looking at the materials provided so far, seeing where the City is, and looking forward to where it can go.

Ms. Kennedy then proceeded to go through the [Strategic Planning Kickoff slide deck](#) she and BerryDunn had prepared. Following the presentation, she asked the Committee if they had any questions on the slides, or any other clarification, or if they should move forward with the first discussion point regarding the steering committee.

Following brief discussion of the August and November elections Mayor Pro Tem Casey said that they'll need to talk about how comfortable they are talking about and promoting the Strategic Plan while the Public Safety Building Bond issue is in focus. Councilmember Staudt stated that the Bond issue will be essentially completed by the end of July so he doesn't think we need to worry too much. Mayor

Pro Tem Casey further noted that, given BerryDunn's current expectation to be out in the community in August they can simply adjust the timeline to be in September should there be any concern. Councilmember Staudt reiterated that he doesn't think it makes much a difference, with the only exception being if the bond doesn't pass, in which case that matter will be their top priority. Ms. Kennedy pointed out that the social pinpoint website can be turned on whenever we like once the development is finalized. It can even be left on beyond the point that the community input component is completed so that people can continue to track any updates and development. It could even be repurposed as an avenue for getting public input on the draft plan.

Councilmember Gurumurthy wanted to know what the individual items that are expected to be completed and deliverables for the end of each phase (the approach and the project itself). Ms. Kennedy said that the deliverables are all laid out in the draft and includes: the social pinpoint website, project timeline, stakeholder list, design for community forum, and design for the questions/interviews. The outcome of the project will of course be the Strategic Plan itself, it will first go to City Council in draft form, then following any Council revisions the next draft will go to the community for a public comment period, and then finally the final draft will go to Council for formal adoption. Councilmember Gurumurthy said she appreciated the explanation and that, looking at the current workplan draft, it is more what she expected beyond a few details. Ms. Kennedy said that yes, the workplan draft was created prior to meeting with the city or committee and that any necessary details, especially anything pertaining to timing, can be finessed to meet what the city needs. Councilmember Gurumurthy stated that she is looking forward to reviewing the more detailed plan when it is ready.

Mayor Pro Tem Casey suggested moving on to the discussion of the steering committee roles, responsibilities, and composition. Ms. Kennedy said that it is important to make the committee's rules clear to ensure proper flow. She noted that sometimes when a committee is not properly chartered it can slow down progress. Councilmember Staudt asked what the method is used by Cities who don't have a steering committee. Ms. Kennedy said that they are then primarily run administratively, typically from the City Manager's office alongside a project team. Often said team involves directors of finance, community development, communications, etc. Typically, such a composition does not include community or council members.

Mayor Pro Tem Casey said that the angle they are taking is to have an internal project team made up of staff, this committee [the long-range strategic planning committee] as the decision-making entity, and an advisory committee with community members made up of residents and business owners. She then asked Ms. Mahoney to go over the internal project team. Ms. Mahoney said that the project team is working behind the scenes to provide BerryDunn with the information and data the need. There are eight staff members on the internal team, representing several departments. Councilmember Staudt asked to be provided with a list of the team members.

Mayor Pro Tem then asked Ms. Kennedy if she had previously seen a makeup like the one they are proposing. Ms. Kennedy replied yes, on two occasions and continued that on one the process was somewhat hijacked, which is why clear rules and charter are so important. On the other it was a group with a lot of influence over vision though not as a voting body. The value of a mixed-member committee is the guidance they can provide. While we might not give them input on the timeline, they can give review/input on other things like the environmental scan and draft plan. She also noted that if we don't plan on giving them a meaningful role then we shouldn't have an advisory committee at all. Mayor Pro Tem Casey agreed with the point and asked what Ms. Kennedy thought the right number of members for an advisory committee would be. Ms. Kennedy replied that 8 – 12 members would be the sweet spot, you don't want anything much larger than that because it can become unwieldy and difficult to reach a consensus.

Mayor Pro Tem asked what a realistic timeline would be for the Strategic Plan. Ms. Kennedy said that she believes that, unless there is an especially challenging dynamic, the process should be completed within a year. If you go beyond that you risk losing buy-in and engagement with the community. Mayor Pro Tem noted the need for a schedule for the advisory committee so that they have clear expectations of when they need to do things. Councilmember Gurumurthy also suggested that they be provided with a monthly update. Ms. Kennedy agreed and pointed out that said update could be made in various formats such as a brief meeting, an email, slide deck, etc.

The conversation then turned to the stakeholders and community engagement approach. Councilmember Gurumurthy suggested that we should target engagement at a specific percentage of the City's population. Ms. Kennedy agreed that yes, a target can be set but cautioned that we may not meet it. With strategic planning we want to engage the community and invite them in but there is no guarantee as to what the actual engagement level will be. Importantly, we should use all channels of engagement and look at those for recurring themes across different groups. Aligning themes means we know that we are accessing the broad environment. Councilmember Staudt asked what some examples of groups would be. Ms. Kennedy noted that a sheet with examples has already been supplied to city staff and included such groups as youth, seniors, parent and community-based organizations, foundations, businesses, boards/commissions, faith-based organizations, etc. Councilmember Staudt pointed out that Novi's population is approximately 30% Asian (Japanese, Indian, Chinese, etc.). Ms. Kennedy said yes, and that they should be reachable through a combination of interviews and community forums. Councilmember Staudt asked how you reach groups that are apathetic to public forums. Ms. Kennedy suggested that the social pinpoint website can be a great avenue since people can access it and give input without having to show up in person. The group then briefly discussed the sequence of community involvement initiatives (1:1 interviews to focus groups, and finally to community forums) with Ms. Kennedy assuring that they can be taken in any order the committee prefers.

Councilmember Staudt brought up the fact that the Strategic Plan process will be ongoing throughout a November election where, while we know at least 4

Councilmembers will be retained, there is the possibility of three new Councilmembers being elected. Ms. Kennedy assured him that BerryDunn has experience navigating changes of that nature. From her experience it is best to have the bulk of work completed under the current council but to be sure to give 1st draft input access to any new councilmembers and to be sure to properly onboard them on the process. Though another option would be to put off the full plan development until after the election and to only do visioning with the current council.

Councilmember Staudt asked if BerryDunn was familiar with the past community surveys. Ms. Kennedy said that yes, the staff project team had provided them with the 2022 survey results. Mayor Pro Tem noted that she does not expect there to be a big difference in responses with a new survey. She also liked the idea of working on the plan with the current council and giving any new council members elected in November the option to weigh in at a draft stage.

Mayor Pro Tem asked if anything else needed to be covered in this meeting. Ms. Kennedy said that she thinks the BerryDunn team has everything they need to build out a timeline and workplan. Mayor Pro Tem said yes, and that there will be things that we can weave in as we go such as the trends Council discussed at their futurist session. Ms. Kennedy agreed that they will build things like the futurist trends as well as the most recent community survey into their environmental scan. She then thanked the Committee and said that she looks forward to continuing working with them and the project team moving forward.

AUDIENCE COMMENTS: None

ADJOURNMENT: 7:00p.m.

Motion: Casey; Seconded: Gurumurthy; Approved 3:0

Novi, MI Strategic Planning - Schedule

Project Phase		Responsibility	Start Date	End Date
Project Planning and Management	Background research and internal project team prep for project initiation	BerryDunn	4/1/2025	4/30/2025
	Project Initiation Meeting with City Project Team	Shared	4/30/2025	4/30/2025
	Request documents and data	BerryDunn	4/30/2025	4/30/2025
	Compile documents and data and upload to the project SharePoint site (Knowledge Link)	City	5/1/2025	6/30/2025
	Develop Project Workplan and Schedule and incorporate client-requested changes	BerryDunn	5/23/2025	7/15/2025
	D1. Project Workplan and Schedule		7/16/2025	7/16/2025
	Review and analyze City-provided documents and data	BerryDunn	7/1/2025	7/15/2025
	Identify stakeholders and stakeholder groups and develop a stakeholder list (with guidance from consulting team)	City	5/1/2025	6/30/2025
	Develop questions for a community survey for the Social Pinpoint virtual engagement platform	BerryDunn	4/30/2025	5/20/2025
	Review and finalize the survey questions for Social Pinpoint.	City	5/21/2025	7/15/2025
	Prepare for and conduct biweekly project status meetings	Shared	4/1/2025	5/28/2026
	D2. Biweekly Project Status Meetings		Ongoing	
	Prepare for project orientation session with Long Range Steering Committee	BerryDunn	4/30/2025	5/20/2025
	Review Project Orientation session slide deck and incorporate client-requested changes	Shared	5/20/2025	5/27/2025
	Conduct Project Orientation session with City Leadership	BerryDunn	5/27/2025	5/27/2025
	Develop Social Pinpoint site	BerryDunn	5/27/2025	6/30/2025
	Develop interview and focus group guides for stakeholder engagement	BerryDunn	6/3/2025	6/30/2025
	Review project messaging and finalize for distribution to virtual stakeholder engagement participants	City	7/16/2026	7/23/2025
	Develop schedule and strategy for on-site community/stakeholder engagement, including promotional messaging and materials	Shared	6/18/2025	7/31/2025
Visioning, Stakeholder and Community Engagement and Strategic Analysis	Strategic Planning Advisory Committee Meeting: review of stakeholder list, Social Pinpoint survey, and stakeholder interview guides	Shared	7/28/2025	8/1/2025
	Send introductory email to internal and external stakeholders regarding virtual interviews and focus groups	City	8/1/2025	8/1/2025
	Launch and administer Social Pinpoint site	BerryDunn	8/1/2025	8/1/2025
	Conduct virtual one-on-one and group interviews with City Council, department directors, City staff, and selected external stakeholders	BerryDunn	8/4/2025	8/29/2025
	Launch marketing and promotion of on-site stakeholder engagement activities	City	8/4/2025	8/8/2025
	Conduct on-site stakeholder engagement activities per agreed upon plan and schedule	BerryDunn	9/8/2025	9/12/2025
	Strategic Planning Advisory Committee: Update on Stakeholder/Community Engagement	Shared	9/29/2025	10/3/2025
	Develop design and agenda for City Council visioning session	BerryDunn	10/6/2025	10/10/2025
	Conduct on-site stakeholder engagement activities per agreed upon plan and schedule	BerryDunn	10/6/2025	10/10/2025
	Finalize design and agenda for City Council visioning session with City project team	Shared	10/13/2025	10/17/2025
	City Council Visioning Session: Review engagement data collected and facilitate early visioning brainstorming (use futurist input)	BerryDunn	10/27/2025	10/31/2025
	Conduct on-site stakeholder engagement activities per agreed upon plan and schedule	BerryDunn	11/3/2025	11/7/2025
	Synthesize information gathered and develop an Environmental Scan/SWOC/Strategic Analysis	BerryDunn	11/10/2025	11/21/2025
	Strategic Planning Advisory Committee: Review Environmental Scan/SWOC/Strategic Analysis	Shared	11/24/2025	11/28/2025
	Finalize Environmental Scan/SWOC/Strategic Analysis in preparation for plan development	Shared	12/1/2025	12/12/2025
	D3. Environmental Scan, SWOC, and Strategic Analysis		12/12/2025	12/12/2025
	Develop the meeting design and agendas for strategic planning sessions 1 and 2	BerryDunn	12/16/2025	12/31/2025
	Finalize design and agendas with City project team	Shared	1/5/2026	1/16/2026
	Strategic Planning Advisory Committee: Review design and agendas for plan development sessions	Shared	1/26/2026	1/30/2026
Strategic Plan Development	Facilitate planning session 1 with City elected officials - Onsite	BerryDunn	2/9/2026	2/13/2026
	Facilitate planning session 2 with City leadership team - Onsite	BerryDunn	2/9/2026	2/13/2026
	Refine strategies, objectives and performance measures (iterative process with department directors and key staff)	Shared	2/16/2026	3/13/2026
	Strategic Planning Advisory Committee: Review initial draft of strategic plan	Shared	3/16/2026	3/20/2026
	Gather community input on draft strategic plan via Social Pinpoint	BerryDunn	3/16/2026	3/20/2026
	Incorporate Advisory Committee changes, analyze community input and prepare for City Council presentation	BerryDunn	3/23/2026	3/27/2026
	Present strategic plan draft and community input to City Council in a work session	BerryDunn	4/6/2026	4/17/2026
	D4. Initial Novi Strategic Plan Draft		4/17/2026	4/17/2026
	Incorporate Council feedback and develop final strategic plan with graphic design	BerryDunn	4/20/2026	5/8/2026
	Strategic Planning Advisory Committee: Review final draft of strategic plan	Shared	5/4/2026	5/8/2026
	Present the final strategic plan to City Council for adoption	BerryDunn	5/11/2026	5/28/2026
	D5. Final Novi Strategic Plan		5/28/2026	5/28/2026
	Implementation Planning Tasks (TBD)	Shared	TBD	TBD
	Project Close Out	Shared	TBD	TBD

Stakeholder	Title	Contact Name	Email	Phone	Preferred Interaction Type	Priority	Comments
Elected Official	Mayor & City Council	internal list			Group Interview/1:1	High	
Elected Official	Past Mayors	internal list			Email Survey Link	High	MPT may request 1:1
Elected Official	Council Candidates						As we near the election, we want to loop in the council candidates in some way
City Leadership	Department Directors	internal list			Group Interview	High	
	Fire Chief Martin	internal list			Part of this ^?	High	
Businesses	Novi Chamber of Commerce	Katie Chuba, President	katie@novichamber.com	248-349-3743	email Social Pinpoint Site	Medium	
Businesses	Twelve Oaks Mall	Kelsey Ames, Marketing & Sponsorship Manager	kames@taubman.com		email Social Pinpoint Site	Medium	
Businesses	Twelve Mile Crossing at Fountain Walk	Property Manager	mary@greeneearthrealty.net				
Businesses	Henry Ford Providence Novi Hospital	Jennifer Hubbard, Account Executive	jubbar7@hfhs.org	810-412-8450			This is Novi's top employer
Businesses	ITC	Adel Pascaris, Area Manager, Local Govt & Community Affairs	apascaris@itctransco.com				This is one of Novi's top employers
Seniors	Fox Run Senior Living Community	Allison Murphy, Sales Director	allison.murphy@erickson.com		Group Interview		
Seniors	Meadowbrook Commons	Ginny Hallam, Community Manager	virginia.hallam@kmgprestige.com		Group Interview		
Seniors	Rose Senior Living	Taylor Darby, Executive Director	taylor_darby@roseseniiorliving.com				
Seniors	Waltonwood Twelve Oaks	Joe Whitney, Executive Director	joe.whitney@singhmail.com				
Residents	Ambassador Academy Graduates	internal list			email Social Pinpoint Site	Medium	This is a group of residents who have completed an 8-week course to learn about City operations. Started in 2014.
Residents	HOA Leaders	internal list			email Social Pinpoint Site	Medium	
Residents	E-Engage	e-newsletter distribution list					This is a list of emails subscribed to our Parks and Recreation events/classes bi-weekly e-newsletter.
Residents	Boards and Commissions Chairs	Melissa Morris, Deputy Clerk	mmorris@cityofnovi.org		Group Interview/1:1		
Boards & Committees	Corridor Improvement Authority (CIA)	Victor Cardenas, Staff Liason	vcardenas@cityofnovi.org				Comprised of several prominent business owners along Grand River Ave
Boards & Committees	Beautification Commission	Kate Oppermann, staff liason	koppermann@cityofnovi.org				
Boards & Committees	Historical Commission	Julie Farkas, staff liason	jfarkas@novilibrary.org				
Boards & Committees	Library Board	Julie Farkas, staff liason	jfarkas@novilibrary.org				
Boards & Committees	Parks, Recreation & Cultural Services Commission	Jeff Muck, staff liason	jmuck@cityofnovi.org				
Boards & Committees	Planning Commission	Barb McBeth, staff liason	bmcbeth@cityofnovi.org				
Boards & Committees	Zoning Board of Appeals	Alan Hall, staff liason	ahall@cityofnovi.org				
Boards & Committees	Older Adult Advisory Board	Kit Kieser, staff liaison	kkieser@cityofnovi.org				
Education	Novi Community School District	Ben Mainka, Superintendent	benjamin.mainka@novik12.org				
Education	Catholic Central High School	Ed Turek, President	eturek@catholiccentral.net				
Education	Walled Lake Consolidated School District	Michael Lonze, Superintendent	michaellonze@wlcsl.org				
Education	Northville	RJ Webber, Superintendent	webberj@northvilleschools.org				
Social Services/Community Organizations	Novi Parks Foundation	Jeff Muck, staff liaison	jmuck@cityofnovi.org				
Social Services/Community Organizations	Living and Learning Center	Erica Milette, Program Director	emilette@llecml.org	313-900-6289			This is a non-profit that provides services and work opportunities for folks with disabilities
Social Services/Community Organizations	Alpha Kappa Alpha Sorority	Dr. Jaronique Devezin, President	jd1995aka@gmail.com	313-333-4073		Low	This is a sorority that is very involved in our community (through volunteer efforts, Novi Community Fest, etc)
Social Services/Community Organizations	Novi Robotics Teams	Novi Robotits, Novi Black Frogs, Novi Cosmic Toads, Novi Frog Force	blackfrog6134@gmail.com / parvathy22@yahoo.com / harinkumar.rathod@yanfeng.com / frogforce@frogforce503.org			Low	These teams range from middle school – high school. Could be an avenue when seeking input from youth. The teams are large in number and are active in the community, have presented in front of council, etc.
Social Services/Community Organizations	Novi Youth Assistance	Carrie Reichley, Office Administrator	carrie.reichley@novik12.org				
Social Services/Community Organizations	VFW Post 1519, District 4	Barry Teagan, Commander	barryteagan@gmail.com				
Social Services/Community Organizations	Friends of the Rouge	Lara Edwards, Development Director	ledwards@therouge.org / friends@therouge.org				
Social Services/Community Organizations	Rotary	Tom Kavanagh, Upcoming President	tomkavanaghdm@gmail.com				
Social Services/Community Organizations	People's Express	Eveliina Taylor, Interim Director	evellinat@peoplesexpressmi.com				
Social Services/Community Organizations	Novi Youth Council	internal list					
Social Services/Community Organizations	Japanese School of Detroit						

City of Novi, MI

Citywide Strategic Plan Project

Department Director Interview Guide

Purpose: Initial conversations to capture department director's pertinent thoughts regarding what makes the City of Novi distinctive as a community; what the City of Novi does well, what can be improved, and how it can become an even stronger and more dynamic city in the coming years.

- 1) Tell me about yourself and your department within the City of Novi.
- 2) What makes you proud to work for the City of Novi? What do you think makes your staff proud to work here?
- 3) Name a few things that the City of Novi government does well. Be specific.
- 4) Name a few things that the City of Novi can do better. How can the City of Novi be more effective and more efficient? How can your area of the City help in these efforts? Be specific.
- 5) What are the biggest obstacles facing your staff right now? What do you think you can do to support staff in that regard?
- 6) What resources, including staffing, capacity, and/or technology would your department need to start addressing the issues, emerging trends, and community needs?
- 7) If you and your department could accomplish one thing over the next three years, what would that be? What about over the next five years?
- 8) If you could share one thing with the City Council about your department or the City of Novi at large, what would it be?
- 9) In an ideal world, what does the City of Novi look and feel like five years from now?
- 10) What are the biggest obstacles or challenges facing the City of Novi right now? How do you think the City of Novi can and should address these?

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- 11) Based on what we have discussed, what do you think are the highest priorities for the City of Novi to focus on in the next two to five years?
- 12) Is there anything else we haven't discussed that you believe is important for consideration in developing the City of Novi's strategic plan?

City of Novi, MI Citywide Strategic Plan Project Staff Interview Guide

Purpose: Initial conversations to capture staff member pertinent thoughts regarding what makes the City of Novi distinctive as a community; what the City does well, what can be improved, and how it can become an even stronger and more dynamic City in the coming years.

- 1) Tell me about yourself and your role within the City of Novi.
- 2) What makes you proud to work for the City of Novi? What do you think makes other staff proud to work here?
- 3) Name a few things that the City of Novi government does well. Be specific.
- 4) Name a few things that the City of Novi can do better. How can your area of the City help in these efforts? Be specific.
- 5) What are the biggest obstacles facing you in your role right now? What do you think you can directors can do to better support you in that?
- 6) What resources, including staffing, capacity, and/or technology would your department need to start addressing the issues, emerging trends, and community needs?
- 7) If you and your department could accomplish one thing over the next three years, what would that be? What about over the next five years?
- 8) If you could share one thing with the City Council, what would it be? If you could share one thing with your department directors?
- 9) What do you think are the biggest concerns of community members? (Examples might be traffic, taxes, development, etc.) How do you think the City of Novi can and should address these?
- 10) How do you define “quality of life” for the community? That can mean different things to different people. What does it mean to you, and what can the City do to improve on the

existing quality of life here?

- 11) Based on what we have discussed, what do you think are the highest priorities for the City to focus on in the next two to five years? What about for you as an employee?
- 12) Is there anything else we haven't discussed that you believe is important for consideration in developing the City of Novi's strategic plan?

City of Novi, MI

Citywide Strategic Plan Project

Elected Official Interview Guide

Purpose: Initial conversations to capture elected officials' pertinent thoughts regarding what makes the City of Novi distinctive, what the City of Novi does well, what can be improved, and how it can become an even stronger and more dynamic area in the coming years.

- 1) In an ideal world, what does the City of Novi look and feel like five years from now?
- 2) What are the biggest obstacles to realizing that vision in the City of Novi?
- 3) How do you define "quality of life" for the residents and neighborhoods in City of Novi? That can mean different things to different people. What does it mean to you, and what can City of Novi do to improve the existing quality of life here?
- 4) What does/should effective community engagement look like in City of Novi – so that all segments of Novi's population are represented, feel listened to, and can positively impact our community?
- 5) What should the City of Novi's relationship be with other local governments and other regional government partners? What realistic collaborations and strategies would you suggest that could benefit Novi?
- 6) What do you think are the biggest concerns of community members? (Examples might be traffic, taxes, development, etc.) How do you think the City of Novi can and should address these?
- 7) Name a few things that the City of Novi does well. Be specific.
- 8) Name a few things that the City of Novi can do better. How can improvement be achieved in that regard? Be specific.
- 9) If you could accomplish one thing as a City Council member over the next three years that would make a positive and lasting impact on the lives of City of Novi residents,

businesses, and communities what would that be? What about over the next five years?

10) Is there anything else we haven't discussed that you believe is important for consideration in developing City of Novi's strategic plan?

City of Novi, MI
Citywide Strategic Plan Project
External Stakeholder Interview Guide

Purpose: Initial conversations to capture external stakeholder's thoughts regarding what makes the City of Novi distinctive as a community; what the City of Novi does well, what can be improved, and how it can become an even stronger and more dynamic area in the coming years.

- 1) In an ideal world, how do you think the City of Novi *should* look and feel five years from now? What might residents/community members be experiencing in living their lives within the City of Novi?
- 2) What are the three biggest obstacles/challenges/issues the City of Novi is facing over the next two to five years? Those issues should be continuing trends or scenarios that might affect – for better or worse – the current look, feel and experience of living in the community.
- 3) What do you think are the biggest concerns for City of Novi residents? (Examples might be economic opportunity, taxes, development, etc.) How do you think the City of Novi can and should address these?
- 4) The City of Novi often talks about promoting a high “quality of life.” That can mean different things to different people. What does it mean to you? What can the City of Novi do to improve residents’ quality of life?
- 5) Name a few things that the City of Novi government does well. Who benefits most from the things the City of Novi does well?
- 6) Name a few things that the City of Novi could do better. What can and should the City of Novi do to improve? Be specific.
- 7) What has the City of Novi done (or could do) to welcome members of diverse identities, backgrounds and experiences?

- a. What barriers, real or perceived, if any, might prevent community members from feeling welcomed and able to fully engage in life in the community?
- 8) How can and should community leaders, like yourself help to make the City of Novi an inclusive, welcoming, better place to live? How can the City of Novi best connect and collaborate with others to reduce disparities?
- 9) On a scale of 1-to-5, with 5 being the most confident, how confident are you that the City of Novi will be an even better place to live five years from now than now? What must happen to make that a 5?
- 10) If you could pick three or four priorities for the City of Novi to focus on in the next two to five years, what would those be and why? Out of those priorities, which one do you believe is the most important?
- 11) What do you think will be important for the Novi City Council to think about and consider as it develops a vision for the City of Novi's future?
- 12) Is there anything else you would like to share that would help us better understand your concerns and your hopes for the City of Novi?

Novi 2050 Strategic Plan Survey

1. Which five areas should be the top priorities for the City to invest in over the next 25 years? (Select up to five)

- ☐ Attracting and retaining large employers
- ☐ Community health and wellness
- ☐ Efficient and responsive local government
- ☐ Environmental sustainability
- ☐ Equity, inclusion, and belonging
- ☐ Housing that's affordable for all
- ☐ Jobs and workforce training
- ☐ Supporting small and local businesses
- ☐ Public safety
- ☐ Quality transportation options
- ☐ Thoughtful growth and development
- ☐ Well-maintained parks, trails, and outdoor spaces
- ☐ Other (please explain): _____

2. What are some things the City of Novi does well? (Check all that apply)

- ☐ Accessible and helpful city services
- ☐ Addressing housing needs
- ☐ Community engagement and communication
- ☐ Encouraging large business investment
- ☐ Environmental programs
- ☐ Growth and development planning
- ☐ Health and well-being initiatives
- ☐ Parks, trails, and outdoor recreation
- ☐ Promoting inclusion and equity
- ☐ Public safety services
- ☐ Responsible use of public funds
- ☐ Road and infrastructure maintenance
- ☐ Supporting small/local businesses
- ☐ Workforce and job opportunities
- ☐ Other (please explain): _____

3. What are some areas where Novi could improve? (Check all that apply)

- ☐ Business support
- ☐ Engaging residents and neighborhoods
- ☐ Environmental practices
- ☐ Equity and inclusion
- ☐ Government transparency and service
- ☐ Growth and development
- ☐ Housing options
- ☐ Job training and workforce
- ☐ Managing public funds
- ☐ Outdoor spaces and maintenance
- ☐ Public health
- ☐ Public safety
- ☐ Road and bridge upkeep
- ☐ Transportation systems
- ☐ Other (please explain): _____

4. Thinking about your everyday experience, what would make Novi a more vibrant and enjoyable place to live? (Choose up to five)

- ☐ Accessible, efficient government services
- ☐ Active parks and recreation
- ☐ Community gathering spaces (community center, multi-use community facility, indoor recreation facility)
- ☐ Emergency preparedness programs
- ☐ Events that build community pride
- ☐ High-quality public safety services
- ☐ Nature preserves and trails
- ☐ Public education and awareness
- ☐ Shopping, dining, and entertainment
- ☐ Strong local economy and job opportunities
- ☐ Transit options
- ☐ Other (please explain): _____

5. What are your top five concerns about Novi's future? (Choose up to five)

- ☐ Crime or safety
- ☐ Homelessness or housing insecurity
- ☐ Maintaining high-quality city services
- ☐ Overcrowded schools or amenities
- ☐ Overdevelopment or loss of green space
- ☐ Taxes
- ☐ Traffic congestion
- ☐ Utility costs
- ☐ Water quality
- ☐ Other (please explain): _____

6. Do you feel Novi is a welcoming and inclusive community for people of all backgrounds and identities?

- ☐ Yes
- ☐ Somewhat
- ☐ No
- ☐ Not sure

7. What barriers might prevent people from fully participating in community life in Novi?

8. Looking ahead, what do you see as Novi's biggest challenges over the next 25 years? (Check all that apply)

- ☐ Adapting to demographic changes
- ☐ Balancing development with green space
- ☐ Cost of living and housing affordability
- ☐ Crime and public safety
- ☐ Economic changes
- ☐ Infrastructure upkeep
- ☐ Managing growth
- ☐ Promoting equity and inclusion
- ☐ Social division or lack of unity

- ☐ Supporting people facing homelessness
☐ Traffic and mobility

9. On a scale of 1 to 5, how much do you agree with the following statements about Novi's economy and business climate?

(1 = Strongly Disagree, 5 = Strongly Agree, N/A = Not Sure)

Statement	1	2	3	4	5	N/A
The City supports new businesses	☐	☐	☐	☐	☐	☐
Novi is a good place to do business	☐	☐	☐	☐	☐	☐
The City attracts high-quality employers	☐	☐	☐	☐	☐	☐
The City supports local/small businesses	☐	☐	☐	☐	☐	☐
Novi offers strong economic opportunity	☐	☐	☐	☐	☐	☐

10. How confident are you that Novi will be an even better place to live 25 years from now?

(1 = Not confident, 5 = Very confident)

- ☐ 1
☐ 2
☐ 3
☐ 4
☐ 5

11. If you rated your confidence as a 3 or lower, what would need to change to make you more confident in Novi's future?

12. If the City could accomplish one thing to improve your quality of life, what would it be?

13. What do you think makes Novi unique?

14. What characteristics make you proud to call Novi home?

15. If the City could do one thing to meet an unmet need in the community or government, what would it be?