



LONG-RANGE STRATEGIC PLANNING COMMITTEE AGENDA

CITY OF NOVI

August 28, 2025 | 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, Staudt

APPROVAL OF AGENDA

MINUTES

[July](#) 28, 2025 Minutes

OLD BUSINESS

[Discussion](#) with Shockey Consulting

PUBLIC COMMENT

ADJOURNMENT

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CITY OF NOVI
Long-Range Strategic Planning Committee Meeting
July 28, 2025, 5:30 p.m.
Mayor's Conference Room | Novi Civic Center | 45175 Ten Mile Road
(248) 347-0445

CALL TO ORDER: 5:35 p.m.

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

STAFF LIAISON: Victor Cardenas, City Manager

APPROVAL OF AGENDA - As amended by Mayor Pro Tem, adding an "Advisory Group" item
Motion: Staudt; Seconded: Gurumurthy; Approved: 3:0

APPROVAL OF MINUTES – July 16, 2025 Minutes
Motion: Staudt; Seconded: Gurumurthy; Approved: 3:0

PURPOSE OF THE MEETING

1. Long-Range Strategic Plan Consultant Professional Services Contract

Mayor Pro Tem Casey started by stating that, as the Councilmembers have seen, there was a memo and motion sheet put forward by staff for removing the City from the BerryDunn contract. It is intended that BerryDunn will be informed about this decision at the upcoming Bi-weekly meeting with the staff project team on Tuesday. It is not her intent to have the motion come from this body but to let it go forward as a staff recommendation.

As for next steps, she doesn't intend to re-bid the project. They are looking instead to reach out to other consultants such as Sheila Shockey and SBrand.

The Committee wants someone who will be personable, and that we will like working with. We have some time at this point to have discussions with other firms and make sure we feel good about who we move forward with. It was also suggested that it be included in the new contract who the primary contact will be with whatever firm is selected.

2. Advisory Group

The next matter, as brought by Mayor Pro Tem, is with the new luxury of time to form a better vision of what the Committee wants an Advisory Group to look like. It remains the preference that the elected Councilmembers be the decision makers but to have input from an Advisory Group.

For the group size, a larger group might mean more diversity and engagement. In looking at other public bodies for Strategic Plans many had very large advisory

groups of 20, 30, or even 40 members. The Committee should decide on both what they want the Advisory body to do and what the size of that body should be.

The Committee then took some time to look over an example from Greenville, SC that had been recommended by residents at Fox Run. Mayor Pro Tem noted that she like that they set their values as Resourceful, Enterprising, Inclusive, and Courageous. She also appreciated that they had a whole conversation about the necessary and expected difficulty of the decisions. She noted it they also utilized trends like Novi had already worked on in their futurist session. Some other valuable turns of phrase in the Greenville plan included "do no harm to our assets without committed mitigation" and "Fidentlity to our value...". Overall, the Greenville example gave a presentation that had the level, scenario planning, and conversational style that Mayor Pro Tem was envisioning. City Manager Cardenas agreed that Greenville's presentation was very well done.

Mayor Pro Tem then asked the other Councilmembers what electeds should keep as their responsibility and what should be the purview of the advisory body? Councilmember Gurumurthy stressed that determining roles first would be important. She also briefly discussed the process that the Library had used for their Strategic Committee. Mayor Pro Tem added that she understood that the Library used their resident group to validate, rate and prioritize insights that had already been developed by the staff and Board. Councilmember Staudt suggested that he thinks the advisory body should not be named as a Board/Committee since it is not intended to be a long-standing group but only for the duration of the plan formation. Mayor Pro Tem agreed with the point. When we build our timeline we may want to build it in such a way to have specific points that the advisory group are called for check-ins and feedback. Mr. Cardenas asked what they envision the decision-making power of the advisory body to be and Mayor Pro Tem stated none, they would be purely advisory. Mr. Cardenas continued, asking what would happen in the theoretical scenario that we bring in the advisory group and they don't approve of the current direction. Mayor Pro Tem says we would then take that feedback, go back to the plan, access if they agree with that "no" and make decisions from there. Councilmember Staudt asked if Mayor Pro Tem envisions a facilitator/consultant to be present for the advisory check-ins and Mayor Pro Tem said yes. He then asked how many meetings we would anticipate with the group and Mayor Pro Tem suggested three or four. Councilmember Staudt thinks that that many meetings may be a big commitment but Mayor Pro Tem Casey thinks it is entirely achievable given her experience with the focus groups that were used for the Older Adult Needs Committee.

The Committee then spoke briefly on the topic of focus groups and on assuring that we use both them and other avenues (surveys, other engagement) to ensure we get the conversations and feedback we want and need for the process. Councilmember Staudt said that he would love to have two or three managed focus groups in the beginning, to make sure they avoid going too far down a path and then finding they were biased in what they thought the community wanted. Though he noted that, given his and Mayor Pro Tem's tenues as Councilmembers, he doesn't expect that they would be too surprised by what they learn in focus groups. Mayor

Pro Tem agreed that they need to be thoughtful in how they put together the focus groups and that they should be included near the beginning of the timeline.

The Committee briefly discussed some matters that they think may come up, particularly housing affordability, the desire for more affordable houses but the opposition to housing density, the senior population, population growth vs. the possibility of stagnation or decline, etc.

Mayor Pro Tem posed the question if the Committee thinks that a advisory body is needed or if they would be comfortable with just focus groups/surveys in the preparation of the plan. Councilmember Gurumurthy thinks having the advisory body in place to assist in guiding and providing additional perspective would be helpful. We should have an idea with the key stakeholders to move forward and reconvene them together when needed. Mayor Pro Tem Casey noted that some groups that should be engaged would be those that live in the mobile home communities, disabled residents to speak to ADA issues/universal design, various ethnic groups, etc.

Next Steps

1. Have Assistant City Manager Mahoney talk to Sheila Shockey and assess her firm as an option. If positively assessed, the firm should be brought before the Committee
2. Think about focus groups
3. Reconvene with a more concrete plan for moving forward
4. Determine advisory assembly members

AUDIENCE COMMENTS: None

ADJOURNMENT: 6:32p.m.

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

Approach & Methodology

Shockey Consulting will guide Novi through a **10-month process** that combines strategic planning expertise with inclusive, high-impact community engagement. Our approach builds from a strong launch, moves through discovery and visioning, and culminates in a bold, actionable **Novi 2050 Plan**—supported by both a long-range vision and specific near-term priorities.

The process is structured in **five phases**, with clear deliverables at each stage. We align with the City’s schedule, so the plan is ready to inform **Council priority-setting in January** and provide a guiding “North Star” for years to come.

Phase One – Launch (*Months 1–2, \$31,700*)

We start by laying the groundwork for success:

- **Project Management Team Meetings** (virtual) to align expectations and timelines.
- **Project Management Plan** to define scope, schedule, and communication protocols.
- **Branding Meeting & Style Guide** to create a recognizable identity for Novi 2050.
- **Staff Leadership Team Workshop** to capture leadership insights.
- **Long-Range Strategic Planning Committee** kickoff to establish their role in shaping the process.
- **Community Workshop – Vision Launch** to energize residents and invite participation.
- **Stakeholder Engagement Plan** outlining outreach strategies and target audiences.

Phase Two – Discovery (*Months 2–3, \$24,000*)

We engage residents, leadership, and the Committee in understanding Novi’s present and future context:

- **Insight & Foresight Series** exploring trends in five focus areas.
- Committee review of emerging themes.

- **Community Workshop – Trends** to share findings and gather perspectives.
- **Governing Body Presentation** to keep leadership aligned.

Phase Three – Visioning (*Months 2–5, \$40,000*)

We turn data and insights into a shared vision and measurable goals:

- **Materials for Participatory Engagement** so staff and partners can extend outreach.
- **Community Workshop – Goals** to refine aspirations.
- **Online Engagement** platform for ongoing input.
- **Staff Leadership Team Workshop** to integrate operational perspectives.
- **Vision Summit** to present and validate the draft vision.
- **Governing Body Presentation** to keep decision-makers informed.

Phase Four – Scenarios & Strategies (*Months 6–7, \$13,500*)

We explore pathways to achieve the vision:

- **Scenario Planning Workshop** to test strategic options.
- Continued **Committee guidance** and **online engagement**.

Phase Five – Craft Plan (*Months 8–10, \$29,000*)

We finalize the vision and ensure it's ready for adoption and implementation:

- **Draft Vision Document** with one revision cycle.
- **Vision Fest – Plan Reveal** to celebrate community contributions.
- **Final Vision Plan Document** and **Video Plan of Novi 2050** to communicate widely.
- **Governing Body Meeting** for review and approval.

Engagement Philosophy & Menu of Options

Our engagement approach reflects the **IAP2 Public Participation Spectrum**—from informing to involving and collaborating. We blend techniques to reach diverse audiences, from digital storytelling and online surveys to pop-up events and participatory mapping.

Novi can scale engagement beyond the base scope by selecting add-ons from our **Engagement Menu** (Appendix). This flexibility ensures you get the right depth and breadth of community input within your budget.

The **base project fee is \$146,200**, which includes training local “engagers” to extend our reach. Additional in-person engagement can be added from the menu between Months 3–10 to deepen community participation.

With this process, Novi will have a **north star vision** anchored in community values, backed by actionable strategies, and ready to guide decisions through 2050.

NOVI MICHIGAN 2050 PLAN	BASE COST ESTIMATE	TIMELINE
Phase One - Launch		MONTHS
Project Management Team Meetings (2) - virtual	\$1,000	1
Project Management Plan	\$1,000	1
Branding Meeting (virtual) & Style Guide	\$5,000	1
Staff Leadership Team Workshop	\$8,000	2
Long-Range Strategic Planning Committee	\$2,500	2
Community Workshop - Vision Launch	\$11,000	2
Stakeholder Engagement Plan	\$3,200	2
Phase One - Launch Total	\$31,700	1 - 2
Phase Two - Discovery		
Project Management Team Meetings (2) - virtual	\$1,000	2 - 3
Insight & Foresight Series - Trends - 5 Focus Areas Materials	\$9,000	2 - 3
Long-Range Strategic Planning Committee	\$2,500	3
Community Workshop - Trends	\$9,000	3
Governing Body Presentation	\$2,500	3
Phase Two - Discovery Total	\$24,000	2 - 3
Phase Three - Visioning		
Project Management Team Meetings (2) - virtual	\$1,000	4 - 5
Prepare Materials for Participatory Engagement (for use by Consultant and/or Staff)	\$8,000	2 - 3
Long-Range Strategic Planning Committee	\$2,500	4
Community Workshop - Goals	\$9,000	4
Online Engagement - establish site and post materials	\$9,000	3 - 5
Staff Leadership Team Workshop	\$8,000	5
Governing Body Presentation	\$2,500	5
Phase Three - Visioning Total	\$40,000	2 - 5
Phase Four - Scenarios & Strategies		
Project Management Team Meetings (2) - virtual	\$2,000	6 - 7
Continue Online Engagement	\$0	6 - 7
Long-Range Strategic Planning Committee	\$2,500	7
Community Workshop - Scenario Planning & Resilient Strategies	\$9,000	7
Phase Four - Scenarios & Strategies Total	\$13,500	6 - 7
Phase Five - Craft Plan		

Project Management Team Meetings (3) - virtual	\$3,000	8 -10
Draft Vision Document (one draft & one set of revisions)	\$8,000	9
Long-Range Strategic Planning Committee	\$2,500	9
Vision Fest - Plan Reveal	\$9,000	9
Governing Body Meeting	\$2,500	9
Final Vision Plan Document	\$4,000	10
Phase Five - Craft Plan Total	\$29,000	8 -10
BASE PROJECT TOTAL	\$138,200	10 months
TRAIN ENGAGERS LOCALLY	\$8,000	4
SUBTOTAL	\$146,200	
ADD IN-PERSON ENGAGEMENT YOU WOULD LIKE CONSULTANT TO PERFORM FROM ENGAGEMENT MENU	\$ -	3 - 10
TOTAL FEE	\$ 146,200.00	10 months

IAP2 SPECTRUM OVERVIEW: The IAP2 Public Participation Spectrum is a framework that outlines different levels of public participation, ranging from minimal to maximum involvement of the community in decision-making processes. The spectrum includes five levels: Inform, Consult, Involve, Collaborate, and Empower. Each level represents a distinct approach to public participation, characterized by varying degrees of public involvement, the role of the public, and the promise made to them.							
IAP2 INFORM DEFINITION: Inform is the most basic level, where the primary goal is to provide the public with balanced and objective information to help them understand the issues, alternatives, and potential solutions. The public's role is passive, as they receive information but are not invited to contribute to the decision-making process. The promise to the public is to keep them informed.							
APPROACH LANGUAGE: Recruit, Educate & Inform At Shocky Consulting, we know that successful community engagement starts with clear and accessible information. Our approach begins at the "Inform" level of the IAP2 Public Participation Spectrum, using a strategic mix of marketing techniques to educate the community about the project's goals, benefits, and potential impacts. We deliver this information through a variety of channels—empowering residents with the knowledge they need to confidently engage in the public participation process. Our goal is to build trust and understanding from the outset, creating a solid foundation for deeper and more meaningful involvement as the project progresses.							
To reach and engage a diverse cross-section of the community, including traditionally underserved populations, we use branded marketing materials and tailored outreach strategies. Our visually compelling materials reflect							
PHASE	Task	Description	Objective	Scope of Work & Steps	Our Approach	Price Per Item	Per Item Description
RECRUIT & EDUCATE	Create Basic Project Printed Pieces	Informational materials such as fact sheets, posters, brochures, and display boards to communicate key project information.	To educate and inform the community about project details and ways to get involved.	Develop content, design materials, print, distribute at events, and make available at public locations.	Distribute at public meetings, community events, and high-traffic locations. Consider multiple languages for wider reach. Ensure consistency in messaging across all materials.	\$6,000	Per Piece Designed
RECRUIT & EDUCATE	Create and Place Yard Signs with QR Codes for input	Highly visible signs placed in strategic locations to promote project awareness and engagement opportunities.	To increase project visibility and direct the community to engagement opportunities.	Design signs, produce materials, identify strategic locations, install signs, and monitor effectiveness.	Check local regulations for sign placement. Use QR codes for additional information. Ideal for high-traffic areas. Regularly monitor and replace damaged signs.	\$6,000	Per Sign Design
RECRUIT & EDUCATE	Create and Distribute Newsletters/E-newsletters	Regular publications sent via email or print to keep stakeholders informed about project developments, including updates, events, and engagement opportunities.	To provide ongoing communication and updates, keeping stakeholders engaged and informed.	Develop content, design template, compile distribution list, distribute newsletters regularly, and track engagement metrics.	Ensure newsletters are visually appealing, concise, and include clear calls to action. Track open rates and adjust content based on feedback. Create translations for non-English speakers.	\$5,000	Per Issue
RECRUIT & EDUCATE	Prepare and Distribute Direct Mail Campaign	Sending informational materials via mail to targeted community members to ensure they are informed about the project.	To provide direct communication to households, ensuring everyone has access to information.	Develop content, design materials, compile mailing list, send mail, and track responses.	Use direct mail for hard-to-reach groups or areas with low digital engagement. Include a call to action such as attending an event or visiting the website.	\$6,000	Per Mail Piece Designed (does not include mailing cost)
RECRUIT & EDUCATE	Design and Place Advertisements	Advertisements in local media, online, or community spaces to promote project awareness and engagement opportunities.	To reach a broad audience and increase awareness of the project.	Develop ad content, design visuals, select media channels, place ads, and track engagement metrics.	Tailor ads to specific media channels and audience demographics. Use clear calls to action and consider digital ads for broader reach.	\$6,000	Per Ad
RECRUIT & EDUCATE	Design and Post Messages on Community Bulletin Boards	Posting project-related messages on bulletin boards in public spaces and on government TV channels.	To inform and engage community members through accessible and visible communication channels.	Develop message content, design visuals, identify bulletin boards, post messages, and update regularly.	Post in high-traffic areas such as libraries and community centers. Keep messages concise and updated. Include links or QR codes for additional information.	\$2,000	Per Message
RECRUIT & EDUCATE	Prepare and Issue Press Releases	Official statements provided to media outlets to announce major project milestones, events, or decisions.	To communicate important updates and ensure accurate information reaches the public.	Develop press release content, distribute to media contacts, and monitor media coverage.	Tailor content to highlight newsworthy aspects. Maintain a media contact list and follow up with outlets. Track coverage and impact.	\$2,000	Per Press Release
RECRUIT & EDUCATE	Produce Public Service Announcements (PSAs)	Short, informative messages broadcast on television, radio, or online to inform the public about important project developments or events.	To provide important information to a wide audience quickly and effectively.	Develop PSA script, record and edit PSA, distribute to media channels, and track outreach effectiveness.	Use clear and concise messaging. Tailor PSAs to different media formats. Regularly update to reflect current project needs.	\$4,000	Per PSA
RECRUIT & EDUCATE	Develop Social Media Posts to Inform About Project and engagement opportunities	A coordinated effort to use social media platforms to share information and encourage participation.	To educate about project and encourage participation.	Create a content calendar, design posts for client to post.	Tailor content for each platform. Monitor and adapt based on analytics.	\$9,000	Per Campaign
RECRUIT & EDUCATE	Develop Website Content for Existing Site	Creating and updating content for a pre-existing website to ensure it reflects current project information and engagement opportunities.	To keep the public informed and engaged through up-to-date online information.	Assess current content, develop updates, upload new content, and maintain regular updates.	Ensure content is aligned with the project's messaging. Regularly review for accuracy and relevance. Include interactive elements where possible.	\$6,000	Per Update
RECRUIT & EDUCATE	Design Website and Create Content	A dedicated online platform that serves as the central hub for project information, updates, and engagement opportunities.	To provide accessible, up-to-date information and facilitate online engagement.	Develop site structure, create and upload content, ensure mobile compatibility, and conduct usability testing.	Regularly update content. Ensure accessibility standards are met. Include interactive elements like surveys or feedback forms to engage users.	\$12,000	Per 6 Website Pages
RECRUIT & EDUCATE	Produce and Post Videos	Creating videos to provide a more engaging and accessible way to communicate project information and updates.	To visually communicate key messages and increase engagement through dynamic content.	Develop video script, shoot and edit video, upload and promote on various platforms.	Use professional quality visuals. Include captions for accessibility. Use storytelling to engage the audience. Regularly update video content based on project progress.	\$12,000	Per Video
RECRUIT & EDUCATE	Produce Podcast Episode	Audio series providing in-depth information on the project, featuring interviews, discussions, and updates.	To reach a broad audience and provide detailed project information in an easily accessible format.	Develop episode content, record and edit podcast, distribute on podcast platforms, and promote episodes.	Ensure audio quality is high. Use engaging storytelling techniques. Include interviews with stakeholders. Promote on multiple channels to increase reach.	\$8,000	Per Episode

IAP2 CONSULT DEFINITION: Consult involves gathering public feedback on analysis, alternatives, and decisions. The public is asked for their input, and their feedback is considered in the decision-making process. However, decision-makers still retain ultimate control over the outcomes. The promise here is to listen to and acknowledge the public's concerns and aspirations and to provide feedback on how their input influenced the decision.

APPROACH LANGUAGE: At Shockey Consulting, we understand that authentic public engagement goes beyond simply gathering feedback—it's about building a genuine connection with the community and ensuring their voices are heard and valued in the decision-making process. We excel in the "Consult" level of the IAP2 Public Participation Spectrum, where our role is to actively seek community input, listen deeply, and thoughtfully integrate their perspectives into project outcomes. Our approach includes a variety of tailored methods, to capture diverse viewpoints. We also create interactive opportunities like to reach people where they are and engage them in meaningful dialogue. Through these methods, we ensure that the feedback we receive is not only comprehensive but also representative of the community's true concerns and aspirations.

We know that effective consultation requires both strategy and trust. That's why we use clear communication, visually engaging materials, and innovative tools to make the consultation process accessible and welcoming for

PHASE	Task	Description	Objective	Scope of Work & Steps	Our Approach	Price Per Item	Per Item Description
ENGAGE	Make Elected Officials Briefing	Meetings with elected officials to provide them with project updates, gather their input, and answer their questions.	To ensure elected officials are well-informed and can represent their constituents effectively.	Develop briefing materials, schedule meetings, present project updates, document input, and follow up on questions or concerns.	Tailor briefing materials to each official's interests or concerns. Schedule at times convenient for officials. Keep meetings concise and focused.	\$2,500	Per Briefing
ENGAGE	Conduct Stakeholder Interviews	One-on-one or small group interviews with key stakeholders to gather in-depth insights and understand their specific concerns and ideas. Stakeholder interviews target key individuals with specific interests or influence. Participants: Stakeholder interviews target key individuals with specific interests or influence. Stakeholder interviews aim to gather detailed insights from influential stakeholder. Stakeholder interviews are often confidential to encourage openness.	To gather detailed insights from key community members or stakeholders on specific project issues.	Identify stakeholders, develop interview guide, schedule and conduct interviews, analyze responses, and integrate into project planning.	Select a diverse range of stakeholders. Use open-ended questions to encourage detailed responses. Keep interviews confidential to ensure honest feedback.	\$8,000	Per Session
ENGAGE	Conduct Focus Groups	Facilitated small group discussions to explore community perspectives, ideas, and concerns in-depth on specific topics related to the project. Focus groups include a broader range of community members. Focus groups explore community views in a group setting to understand broader public sentiment. Focus groups are public and interactive.	To gain detailed insights and understand diverse community viewpoints on specific topics.	Identify participants, develop discussion guide, facilitate session, record and analyze discussions, and report outcomes.	Select a diverse group of participants to ensure a range of perspectives. Use skilled facilitators to guide discussions and manage group dynamics.	\$8,000	Per Session
ENGAGE	Develop and use an Interested Parties Questionnaire (Stakeholder Survey)	Surveys targeted at key stakeholders to gather their specific input and concerns on project-related issues.	To gather targeted feedback from stakeholders who have a particular interest in the project.	Develop survey, distribute to stakeholders, collect responses, analyze feedback, and integrate into project planning.	Ensure the survey is relevant to stakeholders' interests. Follow up with non-respondents to encourage participation. Share results with stakeholders and the broader community.	\$6,000	Per Survey
ENGAGE	Develop and Administer Online Questionnaires (not statistically valid)	Surveys designed to gather community input on specific issues without needing to be statistically representative.	To gather preliminary or exploratory feedback on community opinions and preferences.	Develop questionnaire, distribute via digital platforms, collect responses, and analyze data for trends.	Use clear, unbiased language. Provide context for questions to avoid confusion. Offer incentives for participation if response rates are low.	\$8,000	Per Questionnaire
ENGAGE	Develop and Administer Online Surveys (statistically valid)	Structured surveys designed to gather representative data on community opinions and preferences.	To collect statistically valid data on community opinions that can be used for informed decision-making.	Design survey with input from statisticians, distribute to a representative sample, collect responses, and analyze data.	Ensure the sample is representative of the community. Use a mix of closed and open-ended questions. Monitor response rates and adjust sampling if necessary.	\$19,000	Per Survey
ENGAGE	Collect Crowd-Sourced Data	Using online platforms or mobile apps to gather data and insights directly from community members about specific issues or topics.	To involve the community in data collection and gather diverse perspectives on local issues.	Develop data collection platform, promote participation, analyze data collected, and report findings to the community.	Ensure data collection methods are user-friendly and accessible. Provide clear instructions and examples. Regularly update participants on how their data is being used.	\$8,000	Per Project
ENGAGE	Develop and Manage Online Feedback Forums	Digital platforms where community members can discuss project-related issues, ask questions, and provide feedback.	To provide an ongoing platform for community discussion and engagement on project topics.	Set up and moderate forums, promote participation, monitor discussions, and summarize key findings for project teams.	Ensure forums are moderated to prevent misinformation or inappropriate content. Regularly update topics to keep discussions relevant. Respond to questions in a timely manner.	\$8,000	(Per Forum Set Up) * (# of Months)

ENGAGE	Intercept Surveys	Short surveys conducted in person at strategic locations to gather immediate feedback from community members.	To capture real-time community input and feedback in public spaces where people naturally gather.	Develop survey questions (up to 10 questions). Identify and secure locations for survey administration (up to 5 locations). Train staff or volunteers on survey administration. Conduct surveys over 3-5 sessions, 2-3 hours each. Compile and analyze results.	Conduct intercept surveys to engage community members in places they naturally gather, ensuring we capture diverse perspectives in real-time. Our team is trained to approach people in a friendly and respectful manner, asking targeted questions that elicit valuable insights without disrupting their day. By meeting people where they are—whether at community events, transit hubs, or popular public spaces—we gather authentic feedback that helps shape project outcomes and ensures that all voices are heard in the decision-making process.	\$8,000	Per Survey Design (includes training, administration, and data analysis for each session)
ENGAGE	Organize Pop-up Engagements	Temporary setups in public spaces to engage passersby in conversations about the project, providing information and gathering feedback in an informal setting.	To reach a diverse audience in a low-pressure environment and gather spontaneous feedback.	Identify high-traffic locations, develop materials, set up and staff pop-ups, engage with the public, and document feedback.	Choose locations with high visibility and foot traffic. Use interactive and engaging displays to attract attention. Provide follow-up opportunities for those interested in more information.	\$4,800	Per Event
ENGAGE	Pop-up at Community Events to Engage	Temporary setups at existing community events to share information and gather feedback from attendees in an informal setting.	To reach a broad audience by engaging with community members at events they already attend.	Identify key events, develop materials, set up and staff booths, engage with attendees, and document feedback.	Choose events with high attendance and diverse participants. Use interactive activities to attract and engage people. Provide information on how to get involved further.	\$4,800	Per Event
ENGAGE	Conduct Mobile Outreach or Canvassing	Engaging the community through direct outreach in public spaces or door-to-door to share information and gather input on project issues and opportunities.	To reach a broad audience, including those who may not attend formal meetings, and gather their input.	Develop outreach plan, train canvassers, create materials, conduct outreach, and document feedback collected.	Use culturally relevant messaging and materials. Be respectful of personal space and time when conducting outreach. Utilize multilingual canvassers if needed.	\$8,000	(Per Day)* (# of Days)
ENGAGE	Design and Place Engagement Boxes or Sidewalk Stickers	Physical boxes or sidewalk stickers with QR Codes where community members can submit ideas, concerns, or feedback anonymously.	To provide a convenient and anonymous way for the community to share their thoughts and concerns.	Develop feedback prompts, place boxes in accessible locations, collect and analyze suggestions regularly, and share findings.	Place in high-traffic, accessible areas. Regularly empty and review contents. Offer online engagement boxes as an alternative for those unable to visit physical locations.	\$6,000	Per Box Design
ENGAGE	Create Engagement Stations/Interactive Exhibits or Kiosks	Interactive displays or kiosks in public spaces that provide project information and gather community feedback through interactive elements.	To engage the community in public spaces and gather feedback in an interactive, engaging way.	Design interactive exhibits, identify strategic locations, install and monitor usage, and collect feedback for analysis.	Ensure the station is accessible to all community members. Regularly update content to keep it relevant. Monitor and maintain the physical setup for durability and usability.	\$6,000	Per Design
ENGAGE	Create Conversation Kits	Toolkits that provide materials and guidance for community members to host their own discussions on project topics and report back their insights.	To enable community-led discussions and gather feedback from a wider audience.	Develop conversation topics, create kits, distribute to community hosts, collect feedback from hosts, and analyze inputs.	Include clear instructions and diverse perspectives in the kits. Provide support for hosts if they have questions. Follow up with hosts to ensure feedback is returned.	\$6,000	Per Kit Designed
ENGAGE	Develop Road Show Presentation to Groups	Traveling presentations or displays that bring project information and engagement opportunities to various community locations.	To reach different segments of the community and provide information and engagement opportunities in accessible locations.	Develop materials, schedule locations and dates, promote events, conduct road shows, and collect feedback.	Select locations with high visibility and foot traffic. Tailor presentations to each community. Use portable and durable materials for easy transport and setup.	\$4,000	Per Basic Presentation Prepared
ENGAGE	Hold a Community Open House	Informal public events where community members can drop in, learn about the project, ask questions, and provide feedback.	To provide a flexible, informal setting for community members to engage with the project team.	Select accessible venue, develop informational displays, invite project team members, promote event, and gather feedback.	Use interactive displays to engage participants. Provide refreshments and seating to encourage longer stays. Offer multiple time slots to accommodate different schedules.	\$12,000	Per Open House
ENGAGE	Hold a Public Hearing	Formal meetings where the public can provide official testimony on specific project issues, typically as part of a regulatory or decision-making process.	To gather formal input from the community as part of the decision-making process.	Develop hearing agenda, publicize hearing, facilitate testimony, document input, and report findings to decision-makers.	Ensure the hearing is accessible and well-publicized. Use clear procedures for testimony. Provide multiple ways to submit input for those unable to attend in person.	\$14,000	Per Hearing

IAP2 INVOLVE DEFINITION: Involve increases the level of public participation by working directly with the public throughout the process to ensure that their concerns and aspirations are consistently understood and considered. The public plays a more active role in shaping the project or decision, and the promise is to work with them to ensure their concerns are directly reflected in the alternatives developed. APPROACH LANGUAGE: At Shockey Consulting, we believe that involving the community in decision-making is key to building solutions that truly reflect their needs and values. Our expertise in the "Involve" level of the IAP2 Public Participation Spectrum focuses on creating collaborative opportunities for the public to actively participate throughout the process. We design and facilitate planning process that bring community members and interested parties together to explore options, address concerns, and develop solutions collectively. Whether it's through hands-on activities, interactive discussions, or virtual meetings, we ensure that community members are not only heard but are integral to shaping project outcomes. Our goal is to create an inclusive environment where every voice matters and where the community's insights are embedded in the project's development from start to finish. We recognize that genuine involvement requires more than just inviting people to the table—it's about giving them the tools to contribute meaningfully. That's why we use a range of engaging techniques to foster deeper dialogue and shared decision-making. We make it a priority to remove barriers to participation by hosting events in accessible locations, providing multilingual resources, and partnering with local leaders to build trust and encourage diverse participation. By involving the community at every step, we ensure that the project not only addresses their needs but also earns their support and commitment, creating outcomes that are sustainable and embraced by all.							
PHASE	Task	Description	Objective	Scope of Work - Steps	Our Approach	Price Per Item	Per Item Description
ENGAGE	Conduct Elected Official Workshop	Workshops specifically designed for elected officials to discuss project aspects, enhance their understanding, and gather their input.	To ensure elected officials are well-informed and can effectively support and communicate the project.	Develop agenda, invite officials, prepare presentations, facilitate discussions, and document feedback.	Tailor content to the specific concerns and needs of elected officials. Provide follow-up materials and a summary of key discussion points.	\$8,300	Per Workshop
ENGAGE	Develop and Manage Social Media Campaign to Engage	Interactive campaigns on social media that encourage community participation and engagement through themed questions, challenges or competitions.	To increase online engagement and reach a broader audience. Challenges and competitions can make this fun and more interactive.	Design challenge themes, create promotional content, launch on social media, monitor participation, and award prizes or recognition.	Tailor challenges to community interests. Promote on multiple platforms with links to engagement platform to reach diverse audiences. Monitor and respond to participation promptly to maintain engagement.	\$6,000	Per Campaign
ENGAGE	Conduct Listening Sessions	Informal meetings where staff listen to community members' concerns and ideas, building trust and gathering input.	To create an open platform for community members to voice their opinions and build relationships.	Schedule sessions at convenient times, promote through various channels, prepare staff to listen and document feedback, and follow up on concerns raised.	Select accessible locations and times. Ensure all voices are heard and recorded. Provide summaries of sessions to participants.	\$7,000	Per Session
ENGAGE	Develop Digital Storytelling In-Person Engagement Project	Workshops where community members create digital stories about their experiences and perspectives related to the project.	To capture diverse community narratives and provide a platform for personal expression.	Organize workshops, provide training on digital storytelling tools, support participants in story creation, and share stories through digital channels.	Provide a safe and inclusive space for participants. Offer technical support and resources. Obtain consent for sharing stories publicly.	\$9,000	Per Project Design
ENGAGE	Develop Digital Storytelling Online Engagement Project (Photovoice)	Online platform where community members use photos to express their views on project-related issues, accompanied by short narratives.	To gather visual and narrative input from the community on key project themes or issues.	Develop online platform, provide guidelines for submissions, promote participation, curate and share submissions, and analyze themes and insights.	Ensure the platform is user-friendly and accessible. Provide clear instructions for submissions. Respect participants' privacy and obtain consent for sharing submissions.	\$8,000	Per Project Design
ENGAGE	Establish & Facilitate Advisory Committees	Regular meetings with advisory groups composed of community members or stakeholders to provide ongoing input and guidance on the project.	To ensure continuous community input and oversight throughout the project.	Establish committee structure, schedule regular meetings, develop agendas, facilitate discussions, and document and act on recommendations.	Ensure diverse representation in committee membership. Provide regular updates on how recommendations are being implemented.	\$9,000	Per Committee
ENGAGE	Facilitate Community Participatory Workshops	Workshops where community members actively engage in discussions and activities to explore project issues and develop solutions or recommendations.	To ensure active community participation in exploring and addressing project challenges.	Develop workshop agenda, invite participants, organize activities, facilitate discussions, and document outcomes.	Use a variety of activities to engage different learning styles. Provide opportunities for small group discussions. Summarize and share workshop outcomes with participants.	\$9,000	Per Workshop
ENGAGE	Conduct Participatory/Interactive Mapping Session	Sessions where community members can provide input directly on maps, identifying areas of concern or opportunity in relation to the project.	To visualize community input spatially and identify specific areas of interest or concern.	Develop interactive maps, invite participants, facilitate mapping sessions, document inputs, and integrate findings into planning.	Use large, easy-to-read maps. Provide instructions on how to contribute. Ensure all voices are heard and recorded, especially in group settings.	\$9,000	Per Session
ENGAGE	Develop and Facilitate Deliberative Polling Session (in person)	Structured sessions where a representative sample of community members discusses issues in depth before providing their input or vote.	To gather informed community opinions on complex issues after providing participants with background information.	Select representative participants, develop briefing materials, facilitate sessions, collect and analyze inputs, and report findings.	Provide balanced information on the topic to avoid bias. Use skilled facilitators to manage discussions. Allow enough time for participants to fully understand the issues.	\$9,000	Per Session
ENGAGE	Manage Art Installations Engagement	Using public art installations to engage the community in conversations about the project, often featuring interactive or participatory elements.	To use art as a medium to engage and inspire community input and reflection on project themes.	Develop art concept, identify artist(s), select installation sites, promote engagement, document community reactions, and integrate feedback into the project.	Choose locations with high visibility and foot traffic. Use art that resonates with the community. Provide opportunities for community interaction with the installation.	\$13,000	Per Installation
ENGAGE	Manage Community Art Projects	Collaborating with community members to create art that reflects their views and aspirations for the project, creating lasting symbols of community involvement.	To engage the community in expressing their perspectives through collaborative art projects.	Develop project concept, recruit participants, facilitate art creation, display completed projects, and document community impact.	Select accessible and meaningful art themes. Provide necessary materials and guidance for participants. Highlight the completed projects in prominent locations.	\$9,000	Per Project

IAP2 DEFINITION COLLABORATE: Collaborate takes public participation further by partnering with the public in each aspect of the decision, including the development of alternatives and the identification of preferred solutions. The public's role is a partnership, and their input is sought actively throughout the process. The promise is to look to the public for advice and innovation and to incorporate their recommendations into the decisions to the maximum extent possible.

APPROACH LANGUAGE: At Shockey Consulting, we know that true collaboration means working side-by-side with the community to co-create solutions that reflect a shared vision for the future. Our expertise in the "Collaborate" level of the IAP2 Public Participation Spectrum is rooted in building strong, productive partnerships with community members and stakeholders throughout the entire process. We believe that the best outcomes come from harnessing collective wisdom, which is why we engage in co-design, establish recommendations, and facilitate to bring diverse voices together in a spirit of cooperation. Through these collaborative efforts, we ensure that the community is not just providing input, but actively shaping the project, developing alternatives, and making critical decisions together with us.

Collaboration at Shockey means more than just working together—it means building a sense of shared ownership and commitment to the project's success. We utilize a variety of innovative methods to create a platform where community members, government officials, and other stakeholders can come together as equal partners. We strive to create an environment of trust and transparency, where all participants feel valued and empowered to contribute their expertise and perspectives. By collaborating deeply and authentically, we build robust solutions that not only meet the needs of the community but are supported and sustained by those who helped create them.

PHASE	Task	Description	Objective	Scope of Work - Steps	Our Approach	Price Per Item	Per Item Description
ENGAGE	Partner with Trusted Leaders	Engaging community leaders to foster relationships and build trust, helping to reach and involve underrepresented or harder-to-reach groups in the community.	To leverage community leaders' influence and trust to engage diverse community members effectively.	Identify and engage leaders, build relationships, co-design engagement strategies, support leaders in outreach efforts, and document impact.	Choose leaders who are trusted and respected in their communities. Provide them with support and resources to effectively engage their networks. Recognize their contributions.	\$4,000	Per Session
ENGAGE	Hire & Manage Community Engagement Ambassadors	Recruiting and managing community members who serve as ambassadors to engage their peers, gather input, and increase participation in the project.	To build trust and engagement within the community through peer-to-peer outreach.	Develop ambassador program, recruit and train ambassadors, provide ongoing support, monitor activities, and document impacts.	Select ambassadors who are trusted within their communities. Provide training on key project issues and effective engagement techniques. Recognize and reward their contributions.	\$7,000	Per Session & Recruit & Pay 8 Engagement Ambassadors
ENGAGE	Facilitate Citizen Committee	Establishing and guiding a diverse committee of community representatives to provide strategic oversight and input throughout the project.	To ensure the project is guided by community values and priorities.	Recruit committee members, develop committee charter, organize meetings, facilitate discussions, and report recommendations to project teams.	Select members who represent the community's diversity. Provide clear roles and responsibilities. Regularly update the community on committee activities and recommendations.	\$8,000	Per Committee Meeting

Role of the Project Team: We'd like to better understand how you see the project team being leveraged throughout the process, particularly beyond information gathering, to ensure we're providing meaningful opportunities for staff involvement.

Engagement with Council and Leadership: We had anticipated early conversations with the full current Council **before** moving into public forums. Can you share how you envision sequencing these conversations and whether adjustments could be made?

Yes, we can add more briefings.

Advisory Structure: We'd appreciate your perspective on the potential role of an advisory group and how it complements our existing Long-Range Strategic Planning Council Committee. An Advisory Committee made up of community stakeholders and lead by your elected officials on your Long-Range Strategic Planning Council Committee members as elected officials makes this a more of a community effort and community vision. It is not necessary. We can work with the Long-Range Strategic Planning Council to review materials and come up with the final plan. It is really how you want to do it. We are flexible.

Phase One Launch: Could you expand more on this phase, including what the early "vision launch" entails in the first two months, and whether there's flexibility to shift that effort toward later-stage community forums? The vision launch gets people excited about the planning process and helps to kick the process off in the community. It sets the stage for all the community engagement activities. It is a way to share the background information you have gathered. The media typically covers it so this background information and baseline data is shared more broadly into the community. A direction for the vision of the community is developed. Let me send you example agendas from Lenexa so you can see how the process builds. Community forums later on where the plan is more developed are usually not well attended because those are mostly opportunities to comment on work already done. Online forums and surveys are better for that phase. People like to share their ideas early on to influence the plan rather than comment on a plan developed by others. But yes, if you want to do community forums later on, we absolutely can design the process to fit your community's needs.

Building on Past Work: Several elements of the stakeholder engagement plan have already been developed through previous efforts. We'd like to understand how this existing work will be integrated. That is great! This plan is very collaborative. We will look to you to know your community and we will simply bring it together and advise to help you fill any gaps based upon our experience. We absolutely will take what you have done and build it out further. If not much work is needed, we will shift this part of the budget to other more important tasks you prioritize.

Insight & Foresight Series: More detail on this component would be helpful, particularly the focus areas you anticipate (STEEP) and how these insights are carried forward into the planning process (especially since we've done work with Rebecca Ryan). In Olathe, we took the work of Rebecca Ryan in terms of the product she

produced and used it as a basis for our community engagement process. I know you said your leadership team has done some trend analysis work also. We will absolutely take this work and help you move it forward. I

Environmental Scan: We didn't see a reference to a current environmental scan or leveraging existing data. Is this included or assumed elsewhere in the process? **We take all the existing data you have collected and pull it into the engagement process. The environmental scan is done during the Vision Launch stage.**

Council Updates: We'd like to revisit the approach (and cost) of providing regular updates to Council, as this is something staff can handle directly to allow more budget flexibility elsewhere. **Absolutely. You should have what you need from us to make these updates.**

Public Forums: It appears we may be responsible for determining the structure and participants for community forums. Since this is such a critical element, we'd like to hear more about how your team would support us in shaping and facilitating these sessions. **Sorry, I should have clarified that better. We will develop the agenda and materials and facilitate the public forums and community workshops.**

Add-On Items: Some items currently listed as optional feel more central to a successful process. We'd like to talk through which elements are essential versus supplemental, and if there's flexibility to better customize the "base package" to our needs. **Let's set up a call, send me your availability.**

Budget Flexibility: Related to the above, we'd like to discuss opportunities to adjust the scope within the base price, for example, reducing certain consultant-led sessions and reallocating resources to other facilitation options. **Absolutely. We can help structure the process, create materials, train your staff on how to effectively lead sessions to keep within your budget. We've done everything, shared the load, and supported staff/community leaders. We can make whatever your preference is work for you.**

LENEXA VISION 2040 PROCESS

JOINT STEERING + CITIZEN TASK FORCES

June 20 WORKSHOP 1

Explore Trends

- Determine high probability & impact

Define focus areas

July 18 WORKSHOP 2

Gain Insight

- Discuss data about trends by focus area

Identify opportunities & challenges

August 1 WORKSHOP 3

Develop Foresight

- Describe preferred future scenario

Identify adaptive strategies

October 24 WORKSHOP 4

Evaluate Strategies

- Learn from case studies
- Discuss vision elements
- Screen strategies (preliminary)

Identify potential strategies
• Recommend vision elements

STEERING COMMITTEE

June 27 MEETING 1

Develop Decision-Making Process

- Consensus & criteria

Develop screening criteria for recommendations

July 25 MEETING 2

Consolidate Opportunities Map

Define top challenges & opportunities

September 19 MEETING 3

Tie the Insight Series & Foresight work to Case Studies

Identify Case Studies for workshop

November 14 MEETING 4

Review Draft Plan

- Screen strategies (final)

LENEXA VISION 2040

- Overall Vision Statement
- Core Values
- BIG 5 Ideas
- Vision Statement by Focus Area
- Strategies

COMMUNITY ENGAGEMENT

Activities

- VisionFest
- Plug In to existing methods
 - » Online survey
 - » Social media
- Pop Up at community events
- Drop In & present to existing groups

- Drop By at places people gather
- Drive Around to reach those who might not typically participate

Vision Elements

- What I love about Lenexa Today
- What I'd like Lenexa to be like in the future
- How trends might impact Lenexa's future

September 20 VisionFest

- Share vision input to-date
- Futurist thinking keynote presentation
- Gather input into potential strategies by focus area

Comments on Draft Plan

VISIONING PROCESS OVERVIEW

The Olathe City Council began the **Olathe 2040: Future Ready** strategic planning process in spring 2018, meeting for a FuturesLab with Rebecca Ryan, Futurist*. During this time, the Council provided strategic direction, considered future trends, and shaped five areas of community focus for the visioning process.

- Quality of Life
- Infrastructure
- Economy
- Exceptional Services
- Future Ready

On November 6, 2018, City staff updated the City Council on the strategic planning progress, followed with Councilmembers' participation in a visioning workshop.

*A *futurist* conducts research and analyzes trends to make projections about the future - everything from shifting demographic patterns and new technologies to potential disease outbreaks and social conditions.

Source: Global Future Report

PLANNING PROCESS

