



## LONG-RANGE STRATEGIC PLANNING COMMITTEE AGENDA

CITY OF NOVI

**October 02, 2025 | 6:15 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

[August](#) 28, 2025 Minutes

### PURPOSE OF THE MEETING

[Follow-Up](#) Discussion with Shockey Consulting

### 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  
**August 28, 2025, 5:30 p.m.**  
Mayor's Conference Room | Novi Civic Center | 45175 Ten Mile Road  
(248) 347-0445

**CALL TO ORDER:** 5:30 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

**APPROVAL OF AGENDA**

Motion: \_\_\_\_\_; Seconded: \_\_\_\_\_; Approved \_\_:\_\_

**APPROVAL OF MINUTES – July 28, 2025 Minutes**

Motion: \_\_\_\_\_; Seconded: \_\_\_\_\_; Approved \_\_:\_\_

**PURPOSE OF THE MEETING**

1. Discussion with Shockey Consulting  
Sheila Shockey, Shockey Consulting  
Grant Mayfield, Shockey Consulting

Mayor Pro Tem Casey stated that the Committee is here today to talk with Sheila Shockey who worked on the Strategic Plans for Lenexa and Olathe, KN. They have requested that the presentation be limited to 15 minutes so that they have plenty of time for questions.

Assistant City Manager Mahoney welcomed the Shockey Consulting representatives and suggested that everyone present go through introductions before turning over the time to Shockey Consulting for their presentation. Following brief introductions Sheila Shockey went through the prepared slide deck for her firm. This included such items as their plan approach, the proposed project team for the City of Novi, roles of governing bodies in the process, planning pitfalls, a rough 9-month project task list and schedule, launch phase, discovery, vision, and crafting of the plan. She concluded the presentation by stating that this is what her firm does, a full custom fit for a City's needs, flexible since they've done this many times and in many different ways. Their work would support Novi continuing to be a High Performing Organization (HPO) in local government. She congratulated the Committee on making this plan for a clear, shared vision to see the City through 2050 and then asked for any questions the Committee might have.

Mayor Pro Tem Casey asked, regarding the timeline, how the community was engaged during launch and continued to be engaged through discovery

(specifically in regards to the peer cities of Lenexa and Olathe, KN). Ms. Shockey said that the Launch phase asks questions that can be answered without a lot of prep or background being given, it works to get a sense and get people excited/invested in the Strategic Vision. Discovery creates pillars that they will return to. She stressed that there should always be a continuous loop/beat of engagement and follow-up with any trends identified at the end of discovery. Mayor Pro Tem Casey then asked if, at the beginning of engagement, if it is done more in-person or more electronically/digitally and what medium it is done through (in-person conversations, focus groups, etc.). Ms. Shockey said that you want a mix of approaches, giving people multiple ways to engage. Online usually follows where you are in the process – are you just asking questions, sharing background information, asking more in-depth questions later. In-person approaches may vary throughout the process, approaching stakeholder interviews and focus groups at the beginning, preferably in person. They can also help formulate questions and provide mechanism to compile information into their database if the Committee prefers to run those interviews themselves. You may want to start a “roadshow” going to business leaders, to HOAs, etc. Mr. Mayfield stated that It can also depend on the depth of engagement you want. To drive excitement and interest they find that pop-ups at community events works well, but to get deeper insights on more complicated topics using a “pulse panel” of the same group that might be polled several times, or a steering committee. It is very customizable to the questions that you want answered and the point of the plan you are in. Ms. Shockey agreed, saying that they don't necessarily recommend a committee being set up but instead that they like creating these “pulse panels” that they can tap into periodically for polls and focus group sessions. Mayor Pro Tem stated that as this Strategic Plan Process ultimately comes from Council Goals it is not, at this stage, staff or community driven, and they've struggled with knowing how to use an advisory body in the right way. She likes the suggested “pulse panel” to use them as a way of validating what they are hearing and what decisions are being made. Ms. Shockey stressed that establishing roles early on in the process is important, noting that the document is one the City Council adopts but that leads staff and ultimately the community. They've done engagement many different ways, some the City did almost all the engagement themselves and in others Shockey Consulting did all the engagement, it can be done many ways.

Mayor Pro Tem stated that, on a similar thread, she thinks a Project Charter and established Project roles are necessary so that everyone knows how they play. She thinks such a document would be critical to the project and asked for an example of similar duration, Council initiated, and pitfalls to avoid. Ms. Shockey said that you shouldn't go out initially with ideas of what City Council wants to do. Go out, listen, attend the events, participate, and even facilitate the engagement. It is important to build strength in partnerships with the community, noting it can work against Councilmembers if they aren't connected/engaged throughout the process.

Mayor Pro Tem then asked how Shockey Consulting would envision working with a staff project team. Ms. Shockey said that they usually always work alongside a staff team. Staff has the information and will be the ones implementing the plan. Novi is recognized as an HPO and they'll have great ideas. They want staff engaged and excited about the Strategic Plan and process. Mr. Mayfield shared that they also have training and backgrounds that can be provided so that everyone is speaking

the same language as far as roles, and comparisons of the differences of said roles in the process.

Mayor Pro Tem then asked what the process, based on the data received and goals understood, to recommend the individual forms/initiatives/xyz processes. Ms. Shockey said that have templates used a lot which allows them to illustrate the different ways things can be implemented: ordinances, investing in capital, add/subtract to organization to work on a given initiative. They have templates to help understand what the role is on certain tasks, is it something the City is a service provider for or a facilitator to the community to help get it done. It includes roles, what can be done ourselves, if we can't do it ourselves then when partners are needed on strategies. Mayor Pro Tem Casey then asked what kind of questions would they ask of us, what do we need to provide, a clear understanding of what needs to be executed to get a Strategic Vision at the end. Ms. Shockey said that they have a big database of questions that can be answered and process steps they go through to access the data from the City as well as other sources so they can create the baseline and infographics that can then be used to determine how they can proceed with what questions Council wants answered through the process.

Councilmember Gurumurthy asked what the deliverables of each phase would be. Ms. Shockey said that the deliverable for the 1<sup>st</sup> phase "Launch" would be the project management memo, a data request, draft of the stakeholder development plan. These would be presented to both staff and City Council. Councilmember Gurumurthy asked what comes out of the community workshop? Ms. Shockey said that they have meeting notes that can then be turned into a press release and recommendations to the Committee. Mr. Mayfield said that each engagement event comes with an engagement report at the end that identifies raw data, key themes, etc. This helps build the framework and plan along the way. Ms. Shockey continued that the Discovery Phase deliverables would be a "snapshot" data document that shows where Novi currently is, they also use an trends identified as high priority/high impact to engage the public with through social media and meetings. Councilmember Gurumurthy clarified that goals are determined through trends to which Ms. Shockey said yes. Using the feedback/themes from the community they would report back to the governing body with the goal statements established through the process. They could then decide, for example, "five big ideas" to change the community which would then be shared back with the community as a loop of communication. Staff would then help develop the strategies and key actions/priorities needed to meet the milestones. Councilmember Gurumurthy also asked how existing documents would be incorporated. Ms. Shockey said that they collect those as part of the data request and categorize them, recognizing where there are already good plans/strategies that can be applied to the goals of the Strategic Plan. Mr. Mayfield stated that they can make recommendations as to how disparate ideas can come together during the implementation phase.

The Committee briefly discussed the example of Lenexa, Kansas, Councilmember Gurumurthy asked that, if they could go back, what Shockey Consulting would do differently with their processes in Kansas. Ms. Shockey said that that plan was very community driven and Council wasn't very involved, she would have wanted more

Council engagement. They could have listened and attended, gaining a deeper understanding of what citizens wanted. She noted that it still passed unanimously and that it went well but she thinks that there could have been more understanding. When you don't hear something firsthand you don't feel it in the same way. She noted that, similarly in Olathe, Council was involved initially but could have been more involved during engagement. She also spoke on some occasions when she had to coach Councilmembers on being more open during the initial stages.

Councilmember Gurumurthy said that she didn't entirely understand what was included in the baseline package from Shockey Consulting and what were add-ons. Ms. Shockey said that ultimately, they can mix and match. Councilmember Gurumurthy asked that the Committee be provided with a more detailed, clearly priced package so that they can discuss it in the future.

Councilmember Staudt briefly talked about his background and what sets him apart from some of the other Councilmembers as far as his perspective. He stated that he thinks of Council as a series of two-year segments in that every two years there is the potential of a new group of people. He thinks that the result of a lot of Strategic Plans he's seen don't apply to Novi and that they might be different than other cities Shockey Consulting has worked with. Given that council members are often elected because they bring something new to the table, and that a plan can be thrown out the moment the current council is gone, he wants to know how flexible these plans are so that they can sustain over 25 years and the ebb/flow of ideology. Mr. Shockey said that they've seen a lot of this, in 30 years she has worked with about 70 different municipalities and it's true that Council turns over and new ideas come in. They have to know what to do to accommodate new city members. She noted that that in Novi's recent Public Safety bond issues they probably involved various others throughout the community to ensure it would pass. It can be hard to get communities to pass a bond issue. It works well when you involve the community in the decision making. Those who get active and involved are often those you will then see to step up for public office themselves. If Novi's plan sustains depends on how well the community has been invested in the elements in the plan so that new champions will come up to effect that long-range vision. Vision statements need to be broad and staff needs to be bought into it as the community direction as they can sustain longer than Council. Councilmember Staudt said that he is interested in big broad ideas with some deliverable at the end, he wants 4 or 5 things that can be agreed on regardless of political position. He noted that anything too ideological will be the first to go. Any plan that is made and sits on a shelf to gather dust is a failed endeavor. Ms. Shockey said that a Strategic Plan is to decide what you want to do and what you don't want to do, she agreed that if you can get a consensus on 4-5 big things that will get you where you want to go you can establish performance measures. This allows you to measure your progress towards the goals that have been set.

Councilmember Staudt noted that Shockey Consulting has been brought in to potentially replace a prior consultant that we did not feel was giving adequate attention to Novi and their project, they don't want to be the stepchild. He further stated that he would like to see a timely process where we get people in, get the information, and proceed. He thinks that Council already probably knows 90% of

what they will hear back from the community, but he wants to know the 10% that they are missing and what angle they need to take to achieve success in that area.

Mayor Pro Tem Casey also spoke briefly on the difficulty with the previous consultant, that they were not understanding or customizing things to us. For next steps she would appreciate, balancing the level of detail, an initial base plan, revised pricing, and a bit more detail regarding community meetings and other events. She also asked how many other clients they would have at the same time. Ms. Shockey said that Novi would be the only Strategic Plan, they have other projects that other staff members are focused on (such as infrastructure projects, management consulting, comprehensive plans), and noted that she and Mr. Mayfield would be the main ones working with Novi.

Councilmember Staudt also asked what they think City Council should be thinking about as to what is important in a Public Safety Building, as Public Safety will continue to be one of the most important things into the future.

Mayor Pro Tem Casey thanked Ms. Shockey and Mr. Mayfield.

Councilmember Staudt asked what the total cost would be. Mayor Pro Tem Casey said that was still an evolving discussion but that the proposal was \$146,000. Councilmember Staudt stated that if they do what we want it doesn't really matter.

Ms. Shockey and Mr. Mayfield thanked the Councilmembers and exited the meeting.

Mayor Pro Tem Casey appreciates them but said she needs a little bit more, especially regarding how they do their process, in order to make a decision. Councilmember Staudt said that he thinks that Ms. Shockey was far more engaging than anyone else they've talked to and that he thinks she "gets it". Assistant Manager Mahoney noted that in her discussions with Shockey Consulting she asked that they not be overly rigid and that with this meeting they should be able to revise it to what they want. She agreed that, from a staff perspective, she also very much appreciated her interactions with Ms. Shockey.

**AUDIENCE COMMENTS:** None

**ADJOURNMENT:** 7:04 p.m.

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



## Shockey Pulse Panel for Novi 2050

A Pulse Panel serves as a standing community sounding board—our way of keeping a consistent “finger on the pulse” of Novi residents throughout the planning process. This panel is typically made up of a broad, representative group of community members who volunteer to participate. Anyone can join, with no maximum number of participants, ensuring we capture the widest possible range of perspectives.

### ***Purpose***

The Pulse Panel creates a reliable channel of real-time feedback on issues as they emerge. This helps the project team and City leaders understand what people are thinking and feeling—not just at formal meetings, but in their daily lives. It ensures that engagement remains ongoing, inclusive, and responsive to community voices.

### ***How It Works***

- **Recruitment:** Interested individuals complete a brief intake questionnaire covering interests, experiences, and demographics. This ensures the panel is diverse and allows us to tailor opportunities for deeper participation. Participants often include leaders of community institutions like nonprofits, major employers, school districts, homeowners associations, and more.
- **Participation Opportunities:** Panelists are invited to take part in quick polls, online discussion forums, conversation kits, and other feedback activities. All activities are optional—participants can engage as much or as little as their time allows.
- **Targeted Input:** Certain panelists may be invited to provide specialized input based on their expertise or experiences—for example, small business owners on economic growth strategies, or parents on youth-related initiatives.
- **Communication:** Panelists will receive regular updates, calls-to-action, and invitations to weigh in on key questions at each stage of the planning process.

### ***Value to Novi***

The Pulse Panel can complement more formal engagement activities by creating a continuous feedback loop. It gives the City a living dashboard of community sentiment, helping decision-makers quickly identify opportunities, concerns, and shifts in priorities. This approach builds transparency, keeps residents engaged over the long term, and ensures every voice helps shape Novi’s bold future



## **Maximizing Staff Time for Novi 2050**

### ***Purpose of Staff Engagement***

The City of Novi's staff will play a critical role in shaping the strategic plan. Shockey's approach helps staff connect their day-to-day experience and unique expertise to the city's long-term vision. This ensures that the resulting plan is grounded in operational reality while also capturing innovative thinking that may not naturally surface from typical decision-making structures.

### ***Leveraging Staff Expertise***

Shockey recognizes that staff knowledge extends well beyond position descriptions. For example:

- A parks maintenance employee may identify patterns of community use that inform long-term capital investments.
- Administrative staff often have insight into resident frustrations and service delivery gaps.
- Staff from any department may have expertise from their work with local non-profits or community groups, as well as prior professional experience.

By engaging staff through the entirety of the process, we validate their expertise and uncover operational wisdom that enriches the planning process.

### ***Benefits and Growth Opportunities for Staff***

Participation in the strategic planning process is itself a professional development opportunity. Staff gain:

- Broader perspective: Understanding how their role contributes to citywide priorities.
- Skill development: Exposure to planning, facilitation, and problem-solving exercises they may not encounter in daily work.
- Ownership and motivation: When staff see their fingerprints in the final plan, it fosters buy-in and strengthens commitment to implementation.

Through Shockey's engagement approach, Novi's staff are not just consulted but empowered as co-creators of the city's future. This process both strengthens the strategic plan and develops internal capacity, leaving the organization better equipped to achieve its goals long after the plan is adopted.

| Task                                                                        | Format                             | Shockey Role                                                                                                                                                                                                                             | Deliverables                                                                   | City of Novi Role                                                                                                      | Long Range Plan Council Committee                                                                                                     | Timeframe           | Fee      |
|-----------------------------------------------------------------------------|------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------|
| <b>Phase 1: Launch</b>                                                      |                                    |                                                                                                                                                                                                                                          |                                                                                |                                                                                                                        |                                                                                                                                       |                     |          |
| Project Management Team Meetings (2, virtual)                               | Virtual Meetings                   | Facilitate coordination meetings with City staff to confirm timelines, roles, and decision-making pathways.                                                                                                                              | Meeting agendas, notes, and updated project tracker                            | Attend coordination meetings and provide timely feedback.                                                              | Attend coordination meetings and provide timely feedback.                                                                             | September - October | \$ 1,000 |
| Project Management Plan                                                     | Shockey Work Product               | Prepare a written plan defining scope, schedule, communications, and progress monitoring.                                                                                                                                                | Project Management Plan document                                               | Review drafts, provide comments.                                                                                       | Review drafts, provide comments, and approve final deliverables.                                                                      | October             | \$ 1,000 |
| Branding Meeting (virtual) & Style Guide                                    | City Work Product                  | Attend Branding Meeting with Novi City Staff (virtual)                                                                                                                                                                                   | Novi 2050 branding and style guide                                             | Develop project brand identity (logo, colors, messaging) to unify materials and communications.                        | Review branding concepts and approve final style guide.                                                                               | October             | \$ 5,000 |
| Staff Leadership Team Workshop #1                                           | Launch Phase In-Person Visit #1    | Gather community and organizational data available. Prepare and administer a pre-workshop questionnaire. Facilitate a workshop to capture issues, discuss previous trend work, staff leadership priorities and align staff perspectives. | Workshop summary highlighting staff assessment and identify future data needs. | Provide staff leadership participation, promote attendance, and assist with logistics.                                 | Receive results of workshop in report                                                                                                 | November            | \$ 8,000 |
| Long-Range Strategic Planning Committee Workshop #1                         |                                    | Convene and facilitate committee kickoff; establish charter and role in process. Develop stakeholder engagement approach and stakeholder groups to target for outreach. Discuss potential methods and engagement opportunities.          | Agenda packet, committee charter and meeting summary                           | Identify stakeholder groups, outreach opportunities and review agenda materials.                                       | Prepare to discuss potential stakeholder groups, outreach opportunities, participate actively, and come to consensus on path forward. | November            | \$ 1,500 |
| Governing Body Presentation #1                                              |                                    | Provide briefing and orientation to Council, confirming alignment.                                                                                                                                                                       | Council presentation slides and discussion summary                             | Provide time on Council agenda, review presentation, and offer feedback.                                               | Lead council discussion at meeting.                                                                                                   | November            | \$ 1,000 |
| Stakeholder Engagement Plan                                                 | Shockey Work Product               | Design outreach strategy including tools like surveys, workshops, and pop-ups.                                                                                                                                                           | Written Engagement Plan with strategies and timeline                           | Promote engagement opportunities through City channels and encourage community participation.                          | Review and approve stakeholder engagement plan.                                                                                       | December            | \$ 3,200 |
| Task                                                                        | Description                        | Shockey Role                                                                                                                                                                                                                             | Deliverables                                                                   | City of Novi Role                                                                                                      | Long Range Plan Council Committee                                                                                                     | Timeframe           | Fee      |
| <b>Phase 2: Discovery</b>                                                   |                                    |                                                                                                                                                                                                                                          |                                                                                |                                                                                                                        |                                                                                                                                       |                     |          |
| Project Management Team Meetings (2, virtual)                               | Virtual Meetings                   | Coordinate and monitor progress with staff.                                                                                                                                                                                              | Meeting summaries with next steps                                              | Attend coordination meetings and provide timely feedback.                                                              | Attend coordination meetings and provide timely feedback.                                                                             | January - February  | \$ 1,000 |
| Insight & Foresight Series Trends (For Focus Area Identification)           | Shockey Work Product               | Provide data-rich materials and facilitate discussion on demographics, housing, economy, mobility, and environment.                                                                                                                      | Insight & Foresight packets for Council, staff, and community                  | Provide input, review materials, and support outreach.                                                                 | Read Insight & Foresight series trends in preparation for engagement.                                                                 | January             | \$ 9,000 |
| Boards & Commission Member Questionnaire                                    | Shockey Work Product               | Administer online questionnaire to city boards/commission members to identify key issues.                                                                                                                                                | Questionnaire summary report identifying issues                                | Provide input, review materials, and support participation.                                                            | Provide input, review materials, and support participation.                                                                           | January             | \$ 4,500 |
| Begin Online Engagement                                                     | Shockey Work Product               | Create project site with surveys, interactive maps, and updates.                                                                                                                                                                         | Online engagement platform and participation report                            | Promote engagement opportunities through City channels and encourage community participation.                          | Promote engagement opportunities through personal channels and encourage community participation.                                     | February            | \$ 8,000 |
| Community Workshop #1 -- Trends & Focus Area Identification                 | Discovery Phase In-Person Visit #2 | Host workshop where residents react to trends, data, and foresight scenarios.                                                                                                                                                            | Workshop materials and public summary report                                   | Provide staff and elected official participation, promote attendance, provide refreshments, and assist with logistics. | Participate in workshop & listen to community feedback.                                                                               | February            | \$ 9,000 |
| Long-Range Strategic Planning Committee Workshop #2 - Identify Vision Theme |                                    | Facilitate committee meeting to review emerging themes.                                                                                                                                                                                  | Agenda Packet & Summary Notes                                                  | Staff Workshop                                                                                                         | Prepare by reading agenda packet and actively participate in workshop.                                                                | February            | \$ 1,500 |
| Governing Body Presentation #2                                              |                                    | Provide briefing to Council on discovery findings.                                                                                                                                                                                       | Council presentation                                                           | Provide time on Council agenda, review presentation, and offer feedback.                                               | Attend presentation and provide comments.                                                                                             | February            | \$ 1,000 |
| Task                                                                        | Description                        | Shockey Role                                                                                                                                                                                                                             | Deliverables                                                                   | City of Novi Role                                                                                                      | Long Range Plan Council Committee                                                                                                     | Timeframe           | Fee      |
| <b>Phase 3: Visioning &amp; Goal Setting</b>                                |                                    |                                                                                                                                                                                                                                          |                                                                                |                                                                                                                        |                                                                                                                                       |                     |          |
| Project Management Team Meetings (2, virtual)                               | Virtual Meetings                   | Coordinate progress on engagement and vision development.                                                                                                                                                                                | Summary                                                                        | Attend coordination meetings and provide timely feedback.                                                              | Attend coordinating meetings and provide timely feedback                                                                              | March - April       | \$ 1,000 |
| Continue Online Engagement                                                  | Shockey Work Product               | Create project site with surveys, interactive maps, and updates.                                                                                                                                                                         | Online engagement platform and participation report                            | Promote engagement opportunities through City channels and encourage community participation.                          | Promote engagement opportunities through personal channels and encourage community participation.                                     | March - April       | \$ 1,000 |
| Prepare Materials for Community Outreach                                    | Shockey Work Product               | Develop toolkits, maps, and facilitation guides for staff/partners.                                                                                                                                                                      | Engagement materials package                                                   | Promote engagement opportunities through City channels and encourage community participation.                          | Read through engagement materials                                                                                                     | March               | \$ 8,000 |

|                                                                                     |                                            |                                                                                                                                                                             |                                                                    |                                                                                                                              |                                                                                                                              |                  |            |
|-------------------------------------------------------------------------------------|--------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|------------------|------------|
| Train Local Community Engagers & Begin local community outreach                     | Vision & Goals Phase<br>In-Person Visit #3 | Train Novi-based ambassadors/city staff to conduct engagement and outreach tabling/pop ups at association meetings, major employers, activity centers and community events. | Training session, toolkit, and method to track and organize input. | Recruit participants for training and encourage ongoing outreach support. Participate in training.                           | Recruit participants for training and encourage ongoing outreach support. Participate in training.                           | April            | \$ 8,000   |
| Community Workshop #2 - Vision & Goals                                              |                                            | Facilitate interactive workshop to define vision elements & goal areas.                                                                                                     | Workshop agenda, materials, summary.                               | Provide staff and elected official participation, promote attendance, provide refreshments, and assist with logistics.       | Promote attendance & participate in workshop                                                                                 | April            | \$ 9,000   |
| Long-Range Strategic Planning Committee Workshop #3 - Identify goals and strategies |                                            | Facilitate committee session to refine elements & goals.                                                                                                                    | Meeting report with refined goals                                  | Appoint members, participate actively, and review materials.                                                                 | Read agenda packet & actively participate in meeting                                                                         | April            | \$ 1,500   |
| Staff Leadership Team Workshop #2                                                   |                                            | Facilitate workshop to link operational needs with vision.                                                                                                                  | Summary memo linking operations with vision                        | Provide staff and elected official participation, promote attendance, and assist with logistics.                             | Review summary meeting notes                                                                                                 | April            | \$ 8,000   |
| Governing Body Presentation #3                                                      |                                            | Provide update to Council on draft vision & goals                                                                                                                           | Council presentation                                               | Provide time on Council agenda, review presentation, and offer feedback.                                                     | Attend presentation and provide comments.                                                                                    | April            | \$ 1,000   |
| <b>Task</b>                                                                         | <b>Description</b>                         | <b>Shockey Role</b>                                                                                                                                                         | <b>Deliverables</b>                                                | <b>City of Novi Role</b>                                                                                                     | <b>Long Range Plan Council Committee</b>                                                                                     | <b>Timeframe</b> | <b>Fee</b> |
| <b>Phase 4: Scenarios &amp; Strategies</b>                                          |                                            |                                                                                                                                                                             |                                                                    |                                                                                                                              |                                                                                                                              |                  |            |
| Project Management Team Meetings (2, virtual)                                       | Virtual Meetings                           | Facilitate coordination during strategy development.                                                                                                                        | Meeting notes                                                      | Attend coordination meetings and provide timely feedback.                                                                    | Attend coordination meetings and provide timely deliverables                                                                 | May - June       | \$ 2,000   |
| Continue Online Engagement                                                          | Work product                               | Maintain online input collection and track trends.                                                                                                                          | Ongoing participation reports                                      | Promote engagement opportunities through City channels and encourage community participation. Receive participation updates. | Promote engagement opportunities through City channels and encourage community participation. Receive participation updates. | May - June       | \$ 1,000   |
| Continue Community Outreach by Local Engagers                                       | City                                       | Obtain updates                                                                                                                                                              | interim engagement update                                          | Engage community                                                                                                             | Participate in engagement, listen & receive input                                                                            | May - June       | \$ -       |
| Staff Leadership Team Workshop #3: Strategy Development                             | Strategies Phase<br>In-Person Visit #3     | Prepare agenda packets & facilitate workshop                                                                                                                                | Summary meeting memo                                               | Provide staff and elected official participation, promote attendance, and assist with logistics.                             | Receive summary meeting & read notes                                                                                         | June             | \$ 8,000   |
| Community Workshop Scenario Planning & Resilient Strategies                         |                                            | Facilitate workshop testing scenarios and co-designing strategies.                                                                                                          | Workshop materials and strategy recommendations report             | Provide staff and elected official participation, promote attendance, and assist with logistics.                             | Encourage participation and attend workshop                                                                                  | June             | \$ 9,000   |
| Long-Range Strategic Planning Committee Workshop #4 - Refine goals and strategies   |                                            | Facilitate committee meeting to refine strategies.                                                                                                                          | Committee meeting summary capturing input                          | Appoint members, participate actively, and review materials.                                                                 | Read agenda packet & actively participate in workshop                                                                        | June             | \$ 1,500   |
| Governing Body Presentation #4                                                      |                                            | Present strategies to Council for input.                                                                                                                                    | Council presentation                                               | Provide time on Council agenda, review presentation, and offer feedback.                                                     | Attend presentation & provide comments                                                                                       | June             | \$ 1,000   |
| <b>Task</b>                                                                         | <b>Description</b>                         | <b>Shockey Role</b>                                                                                                                                                         | <b>Deliverables</b>                                                | <b>City of Novi Role</b>                                                                                                     | <b>Long Range Plan Council Committee</b>                                                                                     | <b>Timeframe</b> | <b>Fee</b> |
| <b>Phase 5: Craft Plan</b>                                                          |                                            |                                                                                                                                                                             |                                                                    |                                                                                                                              |                                                                                                                              |                  |            |
| Project Management Team Meetings (3, virtual)                                       | Virtual Meetings                           | Facilitate coordination as plan is finalized.                                                                                                                               | Meeting notes                                                      | Attend coordination meetings and provide timely feedback.                                                                    | Attend coordinating meeting & provide timely feedback                                                                        | July - September | \$ 3,000   |
| City Staff Leadership Workshop #4                                                   | Virtual Meetings                           | Facilitate workshop                                                                                                                                                         | Agenda packet and summary notes                                    | Prepare by reviewing agenda packet and participate in workshop                                                               | Receive workshop summary notes                                                                                               | August           | \$ 8,000   |
| Continue Online Engagement                                                          | Shockey Work Product                       | Create project site with surveys, interactive maps, and updates.                                                                                                            | Online engagement platform and participation report                | Promote engagement opportunities through City channels and encourage community participation.                                | Promote & encourage community engagement; Receive and read previous updates                                                  | July - August    | \$ 1,000   |
| Draft Novi 2050 Document                                                            | Shockey Work Product                       | Prepare written draft, including visuals, goals, and strategies; allow one revision cycle.                                                                                  | Draft Novi 2050 Plan Document                                      | Review drafts, provide comments, and provide a compiled set of revisions to Shockey.                                         | Review drafts, provide comments, and approve final deliverables.                                                             | August           | \$ 8,000   |
| Long-Range Strategic Planning Committee Workshop #5 - Refine draft plan             | Virtual Meetings                           | Facilitate meeting to confirm revisions.                                                                                                                                    | Agenda, Draft Vision Plan, Revisions to Draft Vision Plan          | Staff workshop                                                                                                               | Read agenda packet to preapre and participate in workshop                                                                    | August           | \$ 1,500   |
| Novi 2050 Plan Reveal                                                               | Craft Plan Phase<br>In-Person Visit #4     | Provide guidance and support in preparation of event materials and programming; Provide any necessary follow-up reporting/summary.                                          | Vision Fest event and materials                                    | Host celebratory community event with displays, video, and presentations. Staff and take feedback on draft plan reveal.      | Recruite attendees, attend event & listen to feedback; read summary                                                          | September        | \$ 3,500   |
| Long-Range Strategic Planning Committee Workshop #6 - Revisions to Final Plan       |                                            | Facilitate meeting to confirm revisions.                                                                                                                                    | Committee meeting notes                                            | Appoint members, participate actively, and review materials.                                                                 | Provide final revisions to Draft Vision Plan based upon community feedback at Novi 2050 Plan Reveal                          | September        | \$ 1,500   |
| Governing Body Meeting #5                                                           |                                            | Provide as-needed guidance                                                                                                                                                  | Council presentation                                               | Prepare presentation and present to governing body prior to adoption.                                                        | Prepare presentation and present to governing body prior to adoption.                                                        | September        | \$ -       |

|                                   |                      |                                  |                                                                       |                                                                  |                                                                  |              |                   |
|-----------------------------------|----------------------|----------------------------------|-----------------------------------------------------------------------|------------------------------------------------------------------|------------------------------------------------------------------|--------------|-------------------|
| Final Vision Plan Document        | Shockey Work Product | Produce final written plan.      | Final Novi 2050 Vision Plan. Provide electronic copy to City of Novi. | Review drafts, provide comments, and approve final deliverables. | Receive final document & summary at council meeting              | October      | \$ 4,000          |
| Final Vision Plan Companion Video | City Work Product    | Provide input into video content | Final Novi 2050 Vision Plan and video                                 | Review drafts, provide comments, and approve final deliverables. | Review drafts, provide comments, and approve final deliverables. | October      | \$ 800            |
|                                   |                      |                                  |                                                                       |                                                                  |                                                                  | <b>TOTAL</b> | <b>\$ 146,000</b> |