

MEMORANDUM



TO: MAYOR FISCHER AND CITY COUNCIL
FROM: DANIELLE MAHONEY, ASSISTANT CITY MANAGER
SUBJECT: MARCH 3 FUTURIST WORKSHOP – WHAT TO EXPECT
DATE: FEBRUARY 26, 2025

As part of the Long-Range Strategic Planning Committee's efforts to shape Novi's future, we have scheduled a Futurist Workshop on March 3. This session will be facilitated by professional futurist Rebecca Ryan and is designed to help us explore long-term trends, uncertainties, and potential scenarios that may impact Novi by 2050.

What to Expect

The workshop will be interactive and engaging, encouraging strategic thinking about the forces shaping our community. Below is a condensed overview of the session:

1. **Welcome & Introduction (15 min)**
 - Icebreaker: Reflection on history vs. future-focused thinking.
 - Participants share their name, role, and a personal experience that inspired their civic involvement.
2. **Understanding Cognitive Bias (22 min)**
 - Introduction to "Fast" and "Slow" Thinking and how biases shape decision-making.
 - Small groups identify a cognitive bias, create a bumper sticker to represent it, and discuss how to manage it.
 - Groups present their findings to the larger team.
3. **The Big Sort Strategic Foresight Game (90 min)**
 - Teams analyze and rank emerging trends based on their potential impact and Novi's readiness.
 - The Twist is introduced near the end to challenge assumptions.
 - Results are displayed visually, assessing whether the city is more "Ready" or "Not Ready" for future trends.
4. **Debrief & Next Steps (20 min)**
 - Reflection on key takeaways and how findings inform long-term strategic planning.
 - Participants complete debrief questions and discuss next steps for Novi 2050.

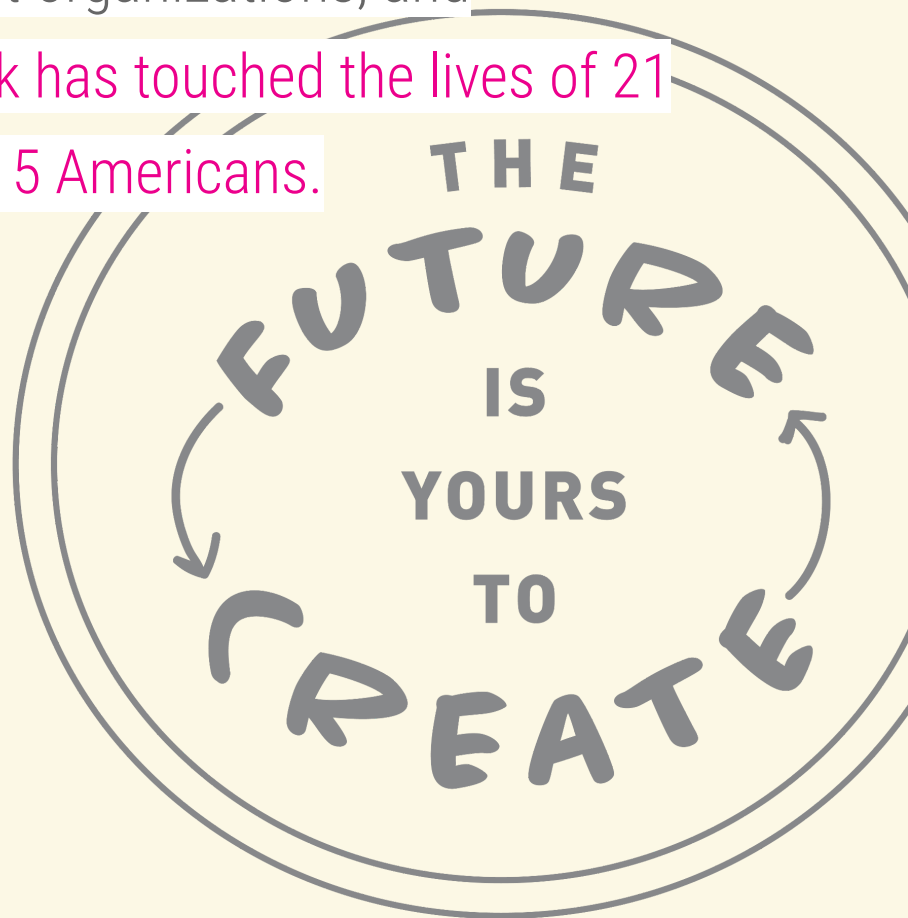
This workshop will challenge traditional thinking, help identify blind spots, and foster a future-ready mindset as the City plans for long-term success.

The following resources are enclosed:

- NEXT Generation Consulting/[Rebecca Ryan bio](#)
- Social, Technological, Economic, Environmental, & Political (STEEP) Trend Cards
- Council Agenda

Who is NEXT Generation Consulting?

We are futurists, economists, and executives who aim to leave the world better for future generations. We accomplish this through partnerships with more than 300 communities, chambers of commerce, economic development organizations, and governments. Our work has touched the lives of 21 million people, one in 15 Americans.



COMPANY BASICS

COMPANY NAME: NEXT Generation Consulting, Inc.

NET PROMOTER SCORE: 96%

EST: April 1, 1998

LOCATIONS: Washington, DC, Madison, Omaha, Tucson

ADDRESS: PO Box 562, Madison WI 53703

PHONE: 888-922-9596

WEBSITE: rebeccaryan.com

EMAIL: hello@rebeccaryan.com

STRUCTURE: 100% woman-owned C-corporation

CORE VALUES

1. Wow! We give clients "9s and 10s"
2. We go the extra mile
3. We are positive
4. We have a growth mindset
5. We use the power of teamwork.

PROFESSIONAL SERVICES

- Strategic foresight (New to foresight? Start [here](#).)
- Three Horizons workshop: Identifying alignment/misalignment in how the organization sees its present and future.
- STEEP/R trend identification (society, technology, economy, environment, politics/regulatory) - Are we all seeing what's coming in our domain's future?
- Scenario development - What could happen to our domain? What are the possible narratives?
- Delphi Panels: Data-driven market analysis to avoid groupthink
- Visioning - What's our North Star, the guidance system that will align our efforts and inspire our best?
- Strategic Planning and Backcasting - What must we get right to reach our potential? Stretching our thinking to our maximum potential. What can we control or influence that will have the greatest impact on our future, regardless of external pressures?
- Strategic Doing - Assertive, proactive active planning. How can we get started and keep momentum?
- "Think Like a Futurist" executive education/training
 - Module 1: What is foresight? Clarifying the difference between strategic planning and Strategic Foresight
 - Module 2: How do futurists think? How our thinking habits impact future thinking. How mental shortcuts prevent us from seeing what's there.
 - Module 3: What's coming and getting ahead of the herd. Practice hunting signals and trends and discussing their potential implications.
 - Module 4: Red Teaming: How to respectfully disagree, a new collaboration technique

CLIENTS (PARTIAL LIST)

Asheville, NC	Danville, VA	Quad Cities, IL
Austin, TX	Eagan, MN	Racine County, WI
Beaufort, SC	Henderson, NV	Rockford, IL
Buncombe County, NC	Indianapolis, IN	St. Joseph, MO
Campbell, CA	Iowa City/Johnson County, IA	St. Louis Park, MN
Catawba County, NC	Lafayette-West Lafayette, IN	Sauk County, WI
Charleston, SC	Milwaukee, WI	Southwest Louisiana
Charleston, WV	Minnetonka, MN	Spokane, WA
Chattanooga, TN	Nashville, TN	Sugar Land, TX
Chippewa Valley, WI	Olathe, KS	Tacoma, WA
Columbia, SC	Omaha, NE	West Des Moines, IA
Cottage Grove, MN	Portage County, WI	

BRIEF OVERVIEW OF HISTORY AND GROWTH

NEXT Generation Consulting, Inc. ([NGC](#)) was founded in 1998 to help companies attract and keep young talent. During a vacation to the Grand Canyon in 2000, founder Rebecca Ryan scanned the list of Fortune's "Best Places to Work." She noticed that many places that over-indexed on young professionals were clustered in cool communities with amenities that her peers favored. NGC released its first "Hot Jobs-Cool Communities" report on Labor Day, 2001. The report listed the best metros for young talent based on amenities and the best companies to work for in those cities.

From 2004-2009, NGC developed indexing systems to help companies and communities evaluate and compare themselves on the metrics that mattered to young talent. The Nashville Chamber was NGC's first community client - indexing themselves against Atlanta and other metros in the Southeast to attract healthcare workers. NGC hired a local musician, Tim Beys, to write a song about everything that made Nashville great. Nashville radio stations aired the song - and Tim did a live performance - when the Nashville Chamber rolled out its talent strategy.

In 2004, Rebecca was instrumental in creating the awarding-winning Young Professional Council at the Greater Omaha Chamber of Commerce. NGC hosted an annual summit for leaders of the Young Professionals' Organization for several years. In 2007, [Live First. Work Second](#) was published, cataloging NGC's experience helping companies and communities attract and keep young workers. The book's premise: people first choose a place they want to live and then find a job. That insight is even more prescient today.

After the Great Recession in 2009, NGC returned to school to learn strategic foresight to give clients more tools to understand and explore the future. Key staff became certified in strategic foresight from the University of Houston. NGC invented games and workshops to help clients explore the future - Futures Labs, Futurist Camp, the Big Sort, and other visioning processes. Rebecca became a favorite presenter at the Association of Chamber of Commerce Executives (ACCE) Convention, always speaking to over-subscribed events. NGC's approach to strategic foresight is based on a four-phase process rooted in research and collaboration to ensure communities, organizations, and companies are well-equipped for future trends and challenges.

In 2014, ACCE launched the Horizons Initiative: Chambers 2025 to identify forces and influences that might reshape chambers and their regions. Of the eight influences identified, none was more important than “Catalytic Leadership,” the role chambers would be asked to play in the coming decade. In the years since, many Chambers have realized and optimized their unique position as conveners, collaborators, and transformation agents in their communities and regions. While chambers have long held the responsibility of gathering members to build their businesses, Chambers are emerging as important players in bringing multiple partners from the community to help solve problems together. That’s the role that the Greater Omaha Chamber took in its 2040 vision and plan, and it’s a key reason that NGC added David G. Brown, a 40-year Chamber, and EDO veteran, to the team in 2021.

HIGHLIGHTS AND AWARDS

Entrepreneur of the Year, U.S. Association of Small Business and Entrepreneurship (2003)

Fast Company’s Fast 50 shortlist (2004)

Communicator of the Year, Women in Communication (2005)

Top 40 Under 40 Milwaukee Business Journal (2006)

Live First, Work Second ([book](#), 2007)

Young Professionals Organization Summit convener (2007-2009)

Top 100 in Public Accounting, Accounting Today (2009-2011)

Regeneration ([book](#), 2014)

The Next Big Things: The Future of Local Government ([Report](#), 2015)

Futurist Camp founder and host (2017-2021)

Work Better Project ([collaboration](#), 2023)

CORE TEAM



DAVID G. BROWN - After forty years serving the Chamber of Commerce, [David](#) retired from the award-winning Greater Omaha Chamber in May, 2022 and joined NEXT Generation Consulting. David is a past Chairman of ACCE and led ACCE's groundbreaking Horizons effort, which forecasted the futures of Chambers. David hired NGC in 2014 to lead Omaha's long-range visioning future, Greater Omaha 2040, which became the region's North Star.



REBECCA RYAN, APF - Trained as a futurist and an economist, [Rebecca](#) is NGC's founder and helps clients see what's coming - as an acclaimed keynote speaker, a dynamic workshop facilitator, and a plain-spoken author of books, blogs, and articles. Rebecca is described as "a human spark plug."



DR. CHARLIE GRANTHAM - Charlie Grantham, Ph.D., APF, is a futurist, author, and strategist who's helped dozens of our clients over the years. [Charlie](#) served in Special Forces in Vietnam and earned his Ph.D. in Sociology. Afterward, he worked on the front lines of the telecommunications and remote work revolutions. He's seen a thing or two. His current focus is health care and well-being.



YASEMIN ARIKAN, MA - Trained in futures and social science methods, [Yas](#) works closely with clients to find the local trends shaping their future. She also helps design and facilitate valuable activities and materials. Her work includes developing scenarios on the futures of public health, health care, society, and technology for associations, foundations, government, and business. Yas speaks fluent English, German, and Turkish.



LISA LONIELLO - Lisa Loniello is our "logician" - a magician with logistics. She is also the captain of fun and will leave you LOLing. Before joining NGC, [Lisa](#) ran the show at the Greater Madison Chamber of Commerce.

MEDIA

Please visit rebeccaryan.com/media

Increasing Population & Households

Between 2020 and 2050, Novi is expected to grow faster than Oakland County (see table).

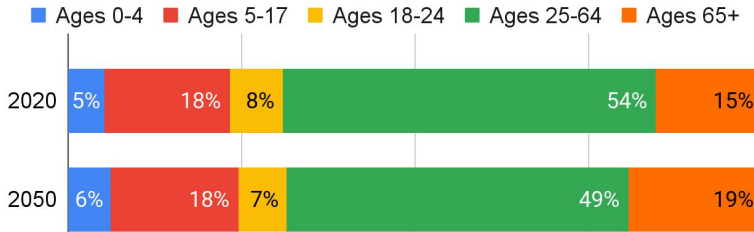
The number of households in Novi will rise 11%, from 26,000 to 29,000, similar to Oakland County's 10% increase, from 524,000 to 574,000.

	2020	2050	2020-50 Number Change	2020-50 Percent Change
City of Novi				
Total Pop	66,243	74,081	7,838	11.8%
Household Pop	65,639	73,318	7,689	11.7%
Oakland County				
Total Pop	1,274,395	1,387,838	113,443	8.9%
Household Pop	1,258,123	1,365,814	107,691	8.6%

Increasing Share of Older Adults & Decreasing Share of Working-Age Residents

By 2050, Novi's population is expected to be older, with more seniors (increasing to 19% of total population) and fewer working-age (18-64) residents (falling from 62% to 56%).

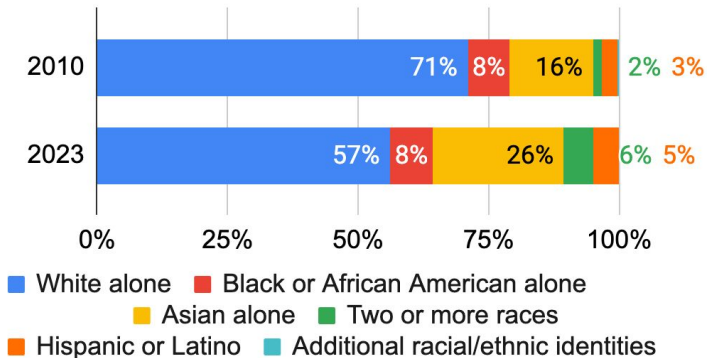
Share of Novi Population by Age Group in 2020 vs. 2050



Increasing Racial & Ethnic Diversity

Specific forecasts for Novi's future racial and ethnic diversity are unavailable, but recent trends show that Novi is becoming more diverse, with people of color increasing from 29.0% in 2010 to 44.5% in 2023.s

Share of Novi Population by Race & Ethnicity

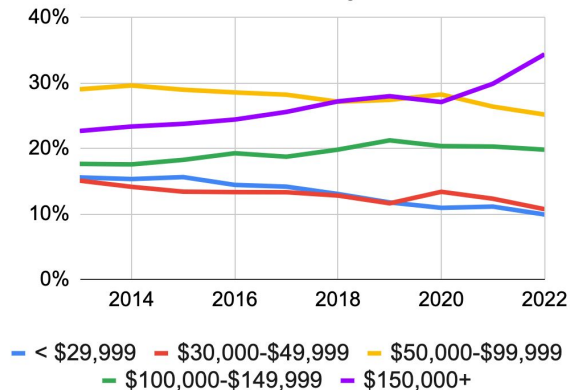


Rising Incomes

Incomes in Southeast Michigan are expected to grow 1.6% per year, staying 6.3% higher than the national average by 2032 and 5.2% higher by 2050. In Novi, this trend is already visible, with more households earning \$150,000+ (purple line in chart) and fewer in lower-income brackets.

Sources: Data USA, Novi, MI Household Income, accessed 02/05/25; SEMCOG, The Economic and Demographic Outlook for Southeast Michigan through 2050: A Baseline and Four Alternative Scenarios, section on Southeast Michigan Personal Income, 2023

Share of Novi Households by Income Bracket



Decreasing Talent Attraction

Lightcast's annual "Talent Attraction Scorecard" measures how well communities bring in and support talented workers to meet local needs. It looks at six factors: job growth, net migration, education levels, regional competitiveness, job openings per capita, and skilled job growth.

Among large U.S. counties with populations over 100,000, Oakland County's overall ranking dropped from a high of #153 in 2017 to a low of #586 in 2023. Large Michigan counties that ranked higher than Oakland in 2023 include Muskegon, Calhoun, Berrien, and St. Clair, which placed #418-483.

Growing School Enrollment

Novi Community School District's enrollment is expected to grow by 922 students (+13.2%) from 2020 to 2050, reaching 7,925 students. This growth is expected to require more school space, additional teachers, and increased funding for education and infrastructure.

Unlike many other Oakland County districts that are losing students, Novi is one of the few growing. Farmington (-1,276 students, -11.1%), West Bloomfield (-1,351 students, -28.8%), and Bloomfield Hills (-658 students, -9.4%) are all projected to decline. Meanwhile, South Lyon (+2,363 students, +22.6%) is another growing district, but overall, most districts are expected to shrink while Novi expands.

Increasing Electrification & Decreasing Total Energy Demand

Between 2022 and 2050, Oakland County's electricity use will rise in all sectors:

- Transportation from 0% to 6-11%
- Residential from 7% to 9-12%
- Commercial from 15% to 22-26%
- Industrial from 3% to 4-5%

Meanwhile, non-electric energy use will decline in transportation, homes, and businesses, except industrial natural gas which is expected to increase slightly (from 5% to 7-9%) but remain a small part of overall energy use.

Total energy demand is also expected to drop 10-22% due to improved efficiency.

Diversifying Mobility Ecosystem

Urban mobility is evolving to improve freight movement, reduce congestion, and expand access. For example, Pittsburgh's Move PGH transit app integrates public transit, bike-sharing, e-scooters, and car-sharing. This "Mobility as a Service" (MaaS) app enables residents to pay bus fares; rent vehicles like e-bikes, mopeds, and scooters; find someone to carpool with; and rent a car for a few hours. Other examples include a commuter flight service connects Long Island and New Jersey to New York City for \$95, offering faster alternatives to driving. And Joby Aviation is developing electric vertical takeoff and landing aircraft to commercialize air taxis. Private cars are expected to remain the top transportation choice globally by 2035, but their share in overall mobility will drop from 45% of all trips in 2022 to 29% in 2035.

Sources: American Planning Association and Lincoln Institute of Land Policy, Urban Air Mobility, PAS QuickNotes 91, 2021; McKinsey Quarterly, Global mobility in 2035, 2023; usa.streetsblog.org, U.S. Finally Gets First Mobility as a Service Platform, 2021; Joby Aviation, Joby completes landmark 523-mile hydrogen-electric flight, 2024; nypost.com, Helicopter company Blade offers \$95-a-ride to NYC for commuters from Long Island, NJ, 2025

Increasing Automation & AI Integration in Business & Industry

Advances in automation, machine learning, and artificial intelligence (AI) applications are expected to continue transforming how we live, work, interact, heal, and move, impacting innovation, efficiency, and resilience across industries.

For example, by 2030, up to 30% of currently worked hours could be automated, enhancing STEM, business, legal fields, urban planning, energy management, and more.

In Michigan, job impacts will vary, with Monroe metro area potentially experiencing the highest effect (66% of jobs), Ann Arbor the lowest (57%), and Detroit-Warren-Livonia around 60%.

Sources: McKinsey Global Institute, *Generative AI and the future of work in America*, 2023; Frank, Morgan R., et al., *Small Cities Face Greater Impact from Automation: Supplementary Material*, 2018; World Economic Forum, *Here's how AI will accelerate the energy transition*, 2021; Science Alert, *AI Can Already Design Better Cities Than Humans*, Study Shows, 2023



Growing Impact of Auto Industry Trends

Advances in electrification, autonomous driving, and standardization are transforming communities tied to the automotive industry.

- Electrification & Job Growth: \$154B in EV investment is fueling battery and powertrain innovation, with EVs projected to reach 80-100% of U.S. sales by 2050.
- Workforce Development: Automakers and universities are training engineers, with competitions like the American Solar Challenge as key EV recruiting hubs.
- Industry Collaboration: Joint ventures are streamlining manufacturing. For example, Bosch and Tenstorrent are standardizing chiplet-based automotive chips for faster, cheaper production.

Sources: World Resources Institute, How the EV Transition Will Impact Auto Manufacturing Jobs, 2024; SmartCitiesDive, Automakers and universities team up to fix AV industry's talent gap, 2021; WSJ, The Solar-Car Competition That Has EV Recruiters Buzzing, 2024; Reuters, Bosch, Tenstorrent to collaborate on standardizing automotive chips, 2024

Increasing Cyber Threats & Impacts

Cyber threats are expected to continue to evolve as:

- Hackers become more sophisticated and aggressive in their approach, including targeting vendors or using ransomware-as-a-service offers to execute attacks without needing advanced technical skills.
- Services and infrastructure become more digital due to demands for smart cities and digital innovation, e.g., industrial control systems, the proliferation of the Internet of Things devices, and the use of GPS to synchronize operations.

Michigan communities recently targeted by cyber threats include Wayne County, Flint, and Traverse City. Additionally, in 2024, two major hospital systems with operations in Michigan experienced significant ransomware attacks that disrupted their services.

Sources: Avast, *The Rise of Ransomware as a Service*, 2021; US Government Accountability Office *Critical Infrastructure Protection: Actions Needed to Address Significant Cybersecurity Risks Facing Electric Grid*, 2019; US Department of Energy, *Smart Grid System Report*, 2022; CSO, *Municipal CISOs Grapple with Challenges as Cyber Threats Soar*, 2023; *The Record*, *Detroit-area government services impacted by cyberattack*, 2024

Increasing Employment, Especially Service & Tech

Between 2019 and 2050, Novi's workforce is projected to grow 12.7%, adding 7,300 jobs. This growth is expected to shift the local economy's focus from traditional sectors to more knowledge-based and service-driven industries (see deeper green and red cells). But the same five industries will remain dominant (purple).

Source: SEMCOG, Novi - 2050 Forecast Summary Report, accessed 02/07/25

	2019 Number Jobs	2050 Number Jobs	Percent Growth	Change 2019 - 2050 Industry Proportion of Total Jobs
Info. & Fin. Activities	6,576	9,254	41%	2.8%
Prof./Tech. Serv. & Corp HQ	8,452	11,441	35%	3.0%
Healthcare Services	7,679	9,839	28%	1.8%
Nat Res & Construction	2,219	2,840	28%	0.5%
Transportation & Utilities	1,418	1,783	26%	0.3%
Admin, Supp., & Waste Serv	3,477	4,107	18%	0.3%
Other Services	2,137	2,513	18%	0.2%
Education Services	2,212	2,398	8%	-0.1%
Leisure and Hospitality	7,103	7,405	4%	-0.9%
Public Administration	719	731	2%	-0.1%
Wholesale Trade	3,118	3,138	1%	-0.6%
Manufacturing	4,670	3,913	-16%	-2.1%
Retail Trade	7,892	5,623	-29%	-5.0%
Total Jobs	57,672	64,985	12.70%	

Increasing (Conversions to) Mixed-Use Developments

Retail spaces are increasingly being converted into mixed-use developments as owners seek new revenue sources and ways to revitalize commercial centers. With rising e-commerce competition, integrating residential, retail, and recreational spaces helps sustain businesses while addressing housing shortages and modern preferences for walkable, integrated communities.

Developers are repurposing vacant malls and shopping centers, with 200 U.S. malls planning residential additions as of 2022. Novi, Michigan, is actively embracing this trend through projects like Sakura Novi, a 46,000-square-foot Asian-themed development with retail, dining, offices, and 132 townhomes.

Sources: Urban Land Magazine, Turning Malls into Neighborhoods, 2023; NYPost, Living at the mall – inside the rise of apartments in America's shopping centers, 2024; City of Novi, February 4, 2025 - Master Plan for Land Use DRAFT (pg. 10); rebusinssonline.com, Three New Retail Tenants to Open at Sakura Novi Mixed-Use Development in Michigan, 2024

Increasing Demand for Healthcare Professionals

Michigan's healthcare industry is experiencing rapid growth, driven by an aging population and expanding medical needs.

- In the Novi region, healthcare employs 17.7% of the workforce, making it an important economic driver.
- The state is projected to have thousands of annual job openings, with home health aides (11,555), nursing assistants (6,665), and registered nurses (6,345) in highest demand.
- The *fastest* growth is expected among nurse practitioners, occupational therapy assistants, dental laboratory technicians, physician assistants, and medical and health services managers.



Increasing Foreign Investment

Through 2050, Michigan is expected to remain a national leader in foreign direct investment (FDI), particularly in electric vehicle (EV) battery production, AI-driven automation, and supply chain logistics. From 2014 to 2019, Michigan's FDI-related employment grew by 33%, increasing from approximately 240,000 to over 320,000 jobs.

As of 2024, Novi is home to over 130 foreign-owned businesses, with strong investments from Japan, Germany, and Canada in automotive R&D, advanced manufacturing, and technology.

Increasing GDP Growth, Slower than National Growth

Southeast Michigan's real GDP is projected to grow at 1.65% annually from 2019 to 2050, up from 0.86% between 2001 and 2019. This growth reflects a recovery in manufacturing, especially motor vehicle production.

Despite this acceleration, the region's growth is expected to lag behind the national average and Southeast Michigan's share of total U.S. GDP will decline slightly by 2050.

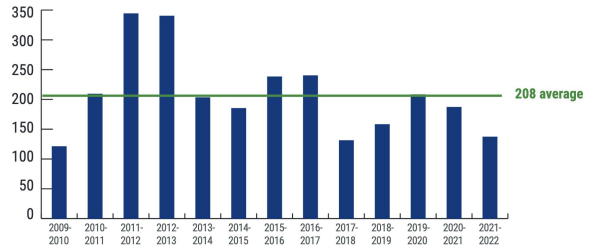
Long-term growth will depend on manufacturing recovery, economic diversification, and investments in technology and infrastructure, but the region is not expected to match the broader national growth rate over the coming decades.

Increasing Housing Demand, But...

By 2050, Novi is projected to need approximately 29,000 housing units, an 11% increase from 26,000 in 2020, driven by population and job growth.

Novi has added an average of 208 housing units annually between 2009 and 2022. At this rate, it would take approximately 139 years to add 29,000 housing units. If housing development remains slow, it will exacerbate challenges with access and affordability.

Combined Housing Units Added



Increasing Child Care Costs

Concerns about childcare affordability and accessibility will increase with Novi's population growth.

- Between 2019 and 2024, Oakland County's childcare costs increased from an average of \$786 to \$1,061 monthly. Consequently, a minimum wage worker earning \$10.56/hour in 2024 would spend about 58% of their monthly income on childcare.
- In 2024, Michigan allocated \$24 million in one-time grants to nearly 4,000 childcare providers and secured \$33 million in federal funding to improve affordability and access. However, in January 2025, a pause on federal funding is raising concerns about the future of childcare programs statewide.

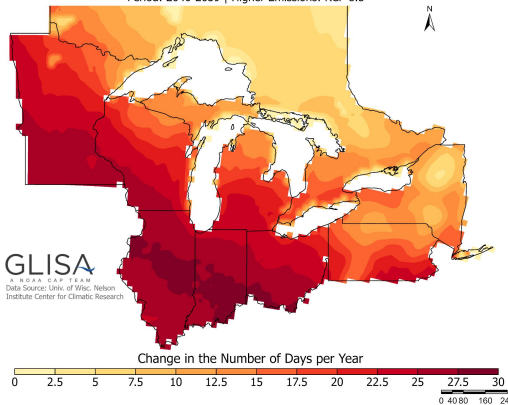
Sources: The Annie E. Casey Foundation, Kids County Data Center statistics for Michigan, accessed 2/7/25; 9&10 News, Michigan awarded \$33M grant to improve and expand child care, 2024; Governor Whitmer, MiLEAP Distribute \$24 Million in One-Time Operational Grants to Nearly 4,000 Child Care Providers, 2024; fox2detroit.com, Trump federal funding pause: Metro Detroit child care center concerned for future, 2025

Increasing Heat & Extreme Weather

Michigan's annual and seasonal temperatures are increasing, and more frequent extreme weather events – including heat waves, droughts, wildfires, floods, and heavy precipitation – are expected. In Novi:

- The average number of days with temps over 90 degrees is expected to increase from 6 (1961-1990) to 27-37 by 2050.
- The average number of freezing days is projected to drop from 52 (1961-1990) to 24-29 by 2050.

Projected Change in the Number of Days over 90°F by Mid-Century
Period: 2040-2059 | Higher Emissions: RCP 8.5



Sources: GLISA, Great Lakes Regional Climate Change Maps, accessed 02/06/25;

U.S. Climate Resilience Toolkit Climate Explorer, Novi - Days w/ maximum temp < 32°F and Days w/ maximum temp > 90°F, accessed 02/06/25

Changing Risk Profile for Roads, Bridges & Culverts

By mid-century, the number of days per year exceeding one inch of precipitation is projected to increase by 15-23% on average in the Midwest. The number of days exceeding 2 inches of precipitation is projected to increase faster (37-46%) on average. As Novi and Oakland County prepare for more intense rain events, the following infrastructure is at moderate or critical risk:

- Five road segments at critical risk: two segments of W I-96; two segments of W 8 Mile Rd; and Novi Rd
- Five bridges are at moderate risk (Eight Mile Road, Rouge River, I-96, Middle Br Rouge River, 9 Mile Road)
- Five culverts are at moderate risk: four on I-96 and one on I-696

Increasing Threat of Invasive Species

As average temperature and rainfall increase, Novi and Oakland County are likely to face increasing invasive insects and plants.

- Estimating their growth is complex, but a 0.65°F rise can boost some invasive populations by about 15% annually.
- Invasives can clog irrigation systems (European Frogbit), destroy the understory of the Lakeshore Park and ITC trails (Japanese Stiltgrass), and affect stormwater retention and drainage (Red Swamp Crayfish), among other things.

Increasing Minimum Wage & Policy Debates

Michigan's minimum wage is scheduled to reach nearly \$15/hour in 2028, with subsequent adjustments based on inflation. The wage for tipped employees will also rise incrementally, achieving parity with the standard minimum wage by 2030.

Compared to other states, Michigan will rank 19th after the increase compared to 28th prior to the increase.

Minimum wages will increase in 23 states in 2025. "Blue" states increase minimum wage through legislation, while "red" states often raise wages through ballot measures.

Increasing Impact of Carbon Neutrality Commitment

Michigan aims for 100% carbon neutrality by 2050 under the MI Healthy Climate Plan by cutting emissions, expanding renewables, and investing in clean tech. Key 2024 updates that may affect Novi include:

- A new law lets HOA homeowners install solar panels and make other energy improvements.
- Those who need energy assistance will have access to more funding from the Michigan Energy Assistance Program.
- A bipartisan budget funds clean energy, public transit, and housing.
- Measuring and sharing data across the state re: emission reductions in energy, transit, buildings, industry, and natural lands, while supporting workers and communities.

Increasing Next-Gen Impact on Policies & Priorities

In 2050, Generation Z will be 38-50 years old and play a larger role in the electorate and leadership. Their background and preferences will shape priorities and policy. Surveys suggest they:

- Are more racially and ethnically diverse, with higher rates of LGBTQ identification.
- Lean moderate or liberal, favoring inclusiveness and diversity.
- Exhibit skepticism towards traditional party affiliations, including notable detachment from established political parties.
- Are primarily concerned about economic issues, including access to healthcare, reproductive rights, LGBTQ rights, education challenges, racial discrimination, rising crime rates, and immigration, with a strong emphasis on economic struggles across various demographics.

Increasing Bipartisan Negotiations or Policy Gridlock Due to Divided Government

Legislative decision-making in Michigan is expected to slow down in 2025, requiring more bipartisan cooperation for major policy changes.

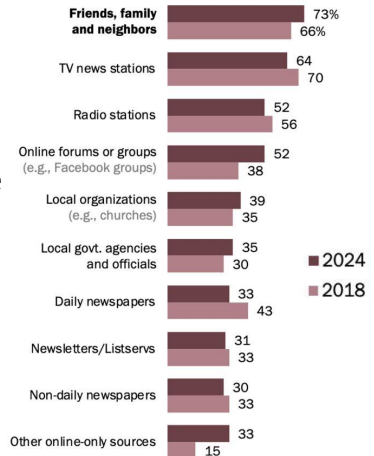
- Key issues like economic incentives, infrastructure funding, and education reforms may face delays as Republicans and Democrats negotiate their priorities.
- This shift comes as Michigan's state government is divided, with Republicans gaining control of the House of Representatives while Democrats retain control of the Senate and Governor's office.

This political balance will shape the state's future policy direction.

Increasing Reliance on Personal Networks & Social Media for Civic Engagement

Americans' news sources are changing (see table.) Only 25% of them are very satisfied with the quality of local political news, and only 45% find it easy to get the info they need to vote in local elections, compared to 59% for presidential elections. Younger people struggle more than older adults to find local voting information. People with stronger community connections are more engaged in local politics, more satisfied with news quality, and find it easier to access voting info, demonstrating the importance of local ties in fostering civic participation.

Sources: Friends, family and neighbors are Americans' most common source of local news, Pew Research Center, 2024; How Americans Get Local Political News, Pew Research Center, 2024



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