



COUNCIL ENGAGEMENT BRIEFING

Strategic Plan Process and Framework

Monday, July 27, 2026

S H A P I N G T O M O R R O W , T O G E T H E R

Where We Are in the Process

Phase 4 is nearly complete — plan drafting has begun



Engagement by the Numbers

All community input collected through July 2026

377

Vision Survey Responses
(Mar 1 – Jul 19, 2026)

30

Stakeholder Questionnaire
Responses

29

Sounding Board Members

~50

Community Workshop
Attendees — April & June

7

In-Person Workshops

4

Pop-Up Outreach
Events Completed

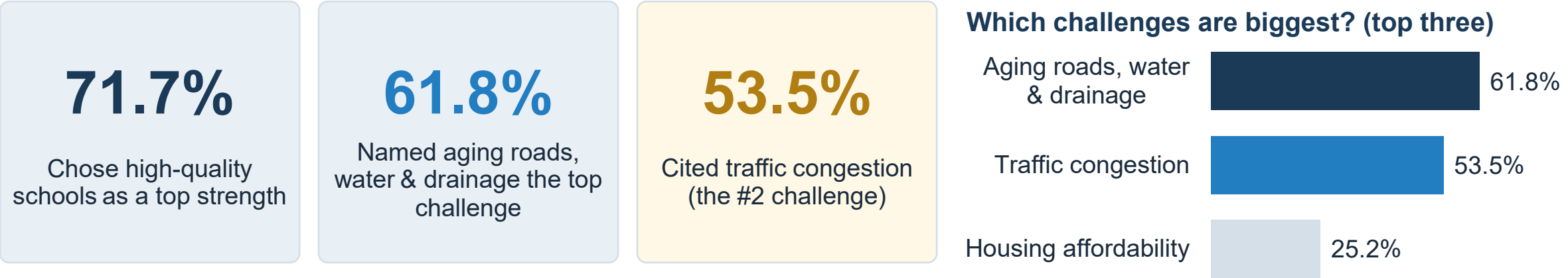
Source: Novi 2050 engagement records, June 2026

What We've Heard

Key Engagement Findings and Community Priorities

Vision Survey — High-Level Takeaways

377 responses (Mar 1 – Jul 19, 2026)



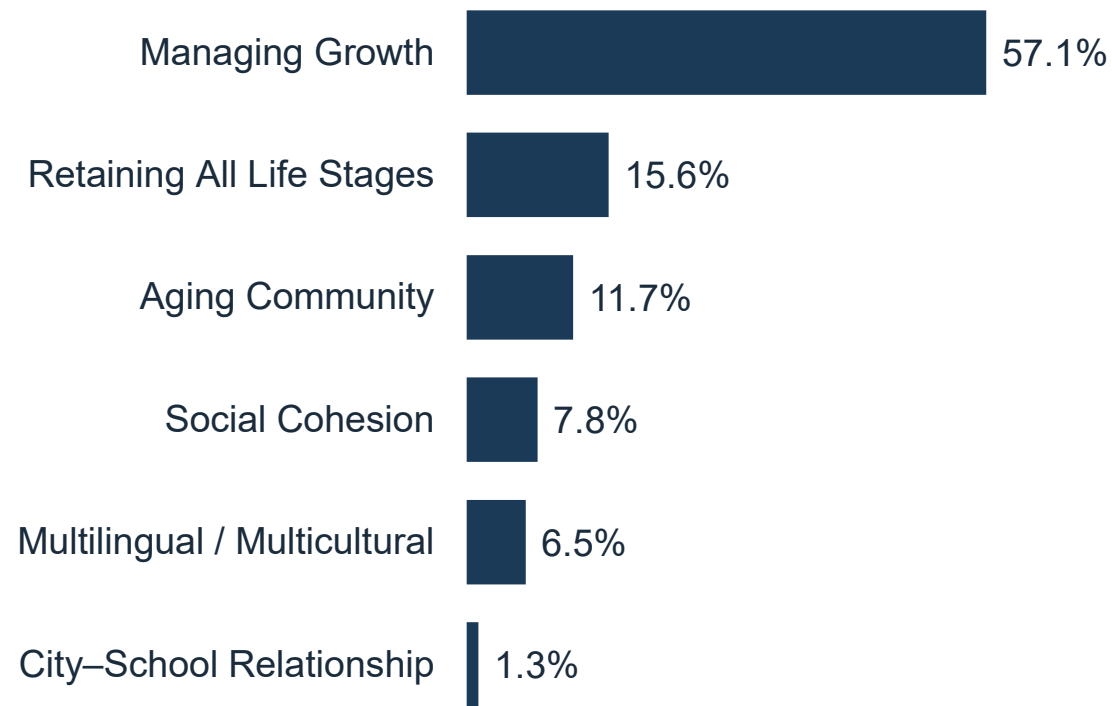
WHAT CARRIES INTO THE DRAFT

- Infrastructure is the clearest concern — the top challenge and the top “most urgent” theme.
- Traffic is a strong second, closely tied to the pace of growth.
- Schools and safety anchor Novi’s strengths; protecting green space is the strongest open-ended thread.
- Housing pressure shows up as affordability and options across life stages (starter and senior homes).
- The 2050 vision is constructive: sustained infrastructure investment, protected green space, walk/bike/transit, and real gathering places.

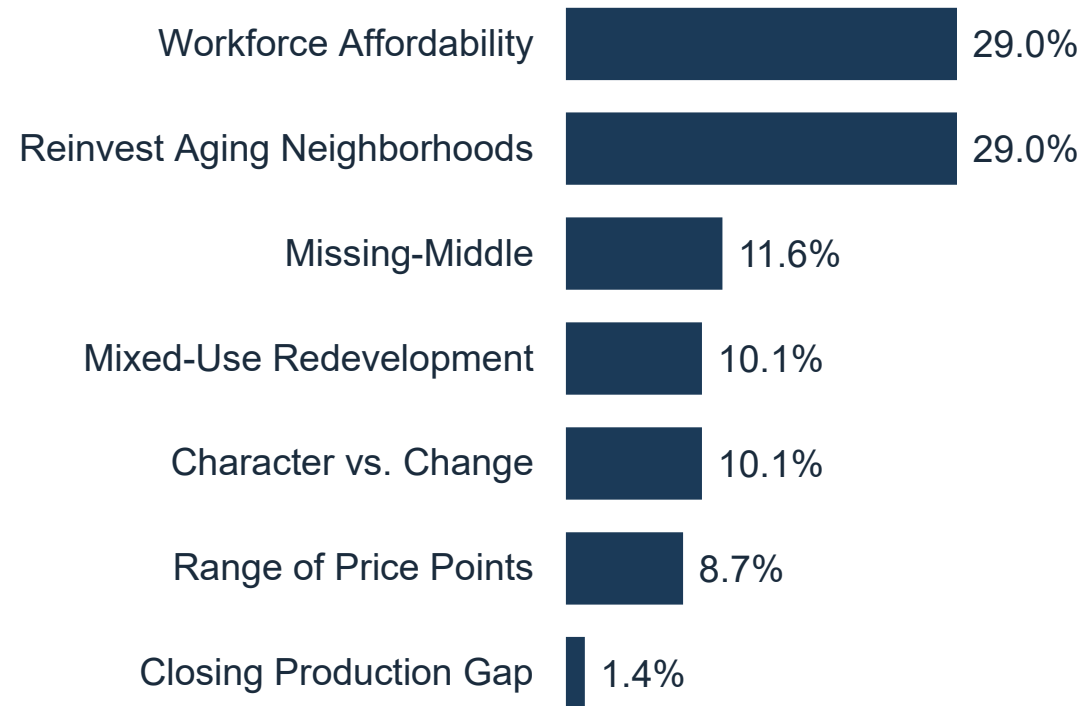
Source: Novi 2050 Vision Survey

Topic Survey 1 — Community Identity and Housing

Which identity priority is most urgent? (%)



Which housing priority is most urgent? (%)



Source: Novi 2050 Topic Survey 1 – Community Identity and Housing · 93 usable responses

Workshops and In-person Engagements

What residents and stakeholders told us in the April and June sessions

April 2026 Workshops

Focus Area Identification · Apr 27–28 · LRSPC, SLT & Community Workshop (~20 residents)

- Plan for residents across their whole lifespan; decisions made today shape Novi 10, 20, and 50 years out.
- Accessibility for all means housing options, access to jobs, and transportation, not only mobility.
- A gap in starter homes for younger residents, and a need for more senior housing across formats.
- Strong value is put on walkable neighborhoods, intergenerational gathering spaces, and access to nature.

June 2026 Workshops

Visioning & Goal-Setting · Jun 9–24 · Sounding Board, Executive Team, LRSPC #3, SLT & Community Workshop

- In the Goals Gallery Walk, Housing & Redevelopment (19 dots) and Mobility (15) drew the most priority; Infrastructure the fewest (3).
- Affordability for young people, seniors, and the workforce was the most consistent gap named.
- Residents asked the vision to name affordability and better capture what makes Novi unique.
- A generational divide: older residents wary of density; younger residents prioritizing walkability and connectivity.

Source: Novi 2050 April 2026 Visit Summary; June 2026 Visit and Engagement Summary

Draft Plan Framework & Goals Matrix

Draft vision and mission, the five focus areas, and how the cross-cutting themes carry through

Draft Vision Statement

Where Novi is headed by 2050

By 2050, Novi is:

- 1 Welcoming to people of all cultures, ages, and abilities, where every resident feels a lasting sense of belonging.
- 2 Protecting and investing in its neighborhoods, parks, and natural spaces, balancing cherished community character with thoughtful growth.
- 3 Advancing responsive, innovative government that attracts and retains businesses and talent.
- 4 Purposefully designed to meet residents' evolving needs, now and for generations to come.

Draft Mission Statement

A mission is a present-tense statement of purpose (distinct from the future-facing vision)

“Through partnerships, innovation, and expertise, the City of Novi provides sound fiscal stewardship and delivers infrastructure, housing, environmental, and transportation systems that serve the community’s evolving needs.”

Plan Structure & Cross-Cutting Themes

Five focus areas — with four coordination needs woven through them

- 1

Infrastructure and Facilities
- 2

Housing & Redevelopment
- 3

Mobility & Transportation
- 4

Responsive and Anticipatory Services
- 5

Long-Term Funding
- 6

Environment

CROSS-CUTTING COORDINATION

Four coordination needs from the prior draft are now integrated into the focus areas as key considerations and strategies, rather than standing alone:

Climate Resilience

Infrastructure (+ Mobility, Responsive Services)

Community Health & Risk Reduction

Responsive Services

Multicultural & Accessible Service Delivery

Responsive Services

Fiscal Impact Analysis

Long-Term Funding (+ Infrastructure, Housing)

Infrastructure and Facilities

VISION *In 2050, Novi has seamless, reliable, efficient infrastructure supporting everyday life.*

GOAL Invest in and maintain infrastructure utilizing technology and strategic partnerships.

STRATEGIES

PROVIDE

- Move to predictive infrastructure modeling and a preventative maintenance program.
- Implement technology when it improves efficiency and effectiveness (sensors, smart systems, data-driven asset management).
- Provide training and enhanced staffing for in-house teams leading infrastructure modeling and technology improvements.
- Incorporate climate resiliency into infrastructure planning.

PARTNER

- Partner with other agencies and communities on shared infrastructure solutions.
- Coordinate with outside utility providers to improve reliability and minimize service disruptions.

ADVOCATE

- Advocate for state and federal resources.

KEY EXISTING PLANS

Master Plan · Strategic Community Recreation & Master Park Plan

Housing & Redevelopment

VISION *In 2050, Novi has a wide range of attractive, affordable, and accessible housing that supports the community's evolving needs.*

GOAL Expand and diversify the range of housing options using existing tools and new ideas about redevelopment.

STRATEGIES

PROVIDE

- Modernize zoning and land use tools to enable the desired housing mix in appropriate locations (missing-middle types, ADUs, mixed-use redevelopment).
- Regularly monitor housing-type supply against market demand to inform timely policy and zoning adjustments.
- Shift toward a more proactive approach to identifying and pursuing redevelopment opportunities, rather than responding only as proposals come in.

PARTNER

- Incentivize and partner with the development community to achieve the desired housing mix.

ADVOCATE

- Educate the public about the importance of this housing mix and its appropriate location.
- Coordinate with state and federal agencies that regulate housing, economic incentives, land use, and local control.

KEY EXISTING PLANS

Master Plan · Older Adult Needs Committee Final Report

Mobility & Transportation

VISION *In 2050, Novi has an integrated transportation system that makes it easy to get around quickly and safely, regardless of how you travel.*

GOAL Incorporate walking, biking, transit, and other ways of getting around into transportation planning, alongside managing vehicle traffic.

STRATEGIES

PROVIDE

- Use technology to reduce congestion and improve traffic flow (access management, signal optimization, operational strategies).
- Plan the community to improve mobility for all modes of transportation.
- Coordinate infrastructure investments with development and redevelopment planning.
- Launch public education to improve mobility.
- Integrate planning efforts across land use, infrastructure, and mobility rather than treating them separately.

PARTNER

- Combine advocacy efforts with neighboring communities on shared mobility priorities.
- Strengthen partnerships to provide better regional mobility (transit, microtransit, inter-community pathways).

ADVOCATE

- Consider additional revenue sources to fund transportation improvements (requires policy adoption and, potentially, state enabling authority).

KEY EXISTING PLANS

Master Plan · Active Mobility Plan · Older Adult Needs Committee Final Report

Responsive and Anticipatory Services

VISION *In 2050, Novi has services that respond and adapt to people of every age and background as Novi changes.*

GOAL Improve engagement and analysis to improve the efficiency, effectiveness, and adaptability of City services.

STRATEGIES

PROVIDE

- Invest in facilities and technology to serve changing needs.
- Improve communication, outreach, and accessibility for non-English speakers.
- Recruit, develop, and retain the talent needed to serve a changing community.
- Practice foresight to plan and anticipate future needs.
- Build data analysis capacity and staffing to monitor changing resident needs, including benchmarking against comparable municipalities (e.g., Ann Arbor).
- Make organizational changes needed to provide

translation and multilingual access in emergency services.

- Expand public education campaigns on demographic- and season-specific health and safety risks (e.g., safe snow shoveling for older adults).

PARTNER

- Build partnerships and regional models to meet shifting needs (schools, county, healthcare systems, community organizations).
- Partner with local health systems to support data collection and understand the health impacts of more responsive services.

KEY EXISTING PLANS

Master Plan · Older Adult Needs Committee Final Report

Long-Term Funding

VISION *In 2050, Novi has sustainable funding for the quality services residents need today and tomorrow, delivered efficiently through smarter and more innovative approaches.*

GOAL Build long-term resiliency through a diverse mix of funding sources and operations that prioritize efficiency and organizational agility.

STRATEGIES

PROVIDE

- Capture the cost of providing services to ensure adequate cost recovery.
- Create an innovative, reliable, resilient mix of funding streams.
- Use fiscal impact modeling as a way to plan for the future and ensure long-term financial resiliency.
- Finance long-lifespan infrastructure, facilities, and equipment to ensure assets are funded by those that benefit from them.
- Build staffing capacity for fiscal impact modeling, data management, and true-cost analysis.

- Explore alternative funding mechanisms such as expanded franchise fees and use of available debt capacity, informed by fiscal impact analysis of actual cost drivers.
- Educate on the pros and cons of fees, taxes, and debt as distinct funding sources, and the benefits received for services and tax dollars.
- Use Public Works and emergency services site inspections as a way to improve community risk-reduction and public education.

ADVOCATE

- Advocate for changes to state legislation that limit city revenue and available sources.

KEY EXISTING PLANS

Master Plan

Next Steps & What's Coming in August

Aug 17

Long-Range Strategic Planning Committee Workshop

Refine the full draft plan and prepare for the public reveal

Aug 18

Staff Project Team & Community Workshops

Continued staff and community input on the draft

Sep/Oct

Public Reveal & Council Adoption

Share the plan community-wide and move toward adoption

**NOVI
2050**

Thank You

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