



CITY OF NOVI
Long-Range Strategic Planning Committee Meeting
June 23, 2026, 5:30 p.m.
Mayor's Conference Room | Novi Civic Center | 45175 Ten Mile Road
(248) 347-0445

CALL TO ORDER: 5:32 p.m.

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

PRESENT: Mayor Pro Tem Casey, Council Member Smith
** Council Member Gurumurthy arrived at 6:22 p.m., during workshop session

STAFF LIAISON: Danielle Mahoney, Assistant City Manager

ALSO PRESENT: Katherine Oppermann, Recording Secretary
Sheila Shockey, Shockey Consulting
Grant Mayfield, Shockey Consulting

APPROVAL OF AGENDA

Motion: Smith; Seconded: Casey; Approved: 2:0

APPROVAL OF MINUTES

Motion: Smith; Seconded: Casey; Approved: 2:0

PURPOSE OF THE MEETING

1. Workshop Session with Shockey Consulting

Mr. Mayfield briefly introduced himself and Ms. Shockey to the Committee once more and went over what they plan to do tonight. They will be working on the draft vision statement which will then also be reviewed by staff and the sounding board, as well as confirming the five focus areas and start drafting a few goal statements. He stated that we are now effectively in the middle of the overall Strategic Plan process, the "visioning" phase, and went over some of the work that has been done since they last met with the Long-Range Strategic Planning Committee in April including the internal project team (staff) workshop, 1st Community Workshop, the Community Vision Survey, various pop-up outreach events, an initial Sounding Board workshop, and a briefing with the staff executive team. He then proceeded to go through the rest of his presentation slide deck (attached) with the Committee covering engagement by numbers, what the Community is Telling us so far, and where opinions diverge. Mayor Pro Tem Casey asked Mr. Mayfield if there was a way to identify resident tenure (IE how long a resident has lived in the City) and if matters like Traffic Congestion are affected by that as she hypothesizes that those who have been around to see the City grow may feel more negatively towards the traffic versus newer residents who may see it as consistent with traffic patterns in other areas. Mr. Mayfield said that yes, they should be able to identify that if it is a trend in

the data. Councilmember Smith asked if Mr. Mayfield could check if there was a age demographic split on those who did or did not note limited public transportation as a top concern. Mr. Mayfield affirmed he could check. Both Councilmembers agreed that there was some interesting space that comes up with regards to where opinions diverge or are consistent between various groups/demographics. The group further discussed some of the prevailing themes coming up from what residents are telling us across surveys and workshops. It was noted that it is sometimes difficult to develop clear understanding of the relation between City services and taxes paid, that residents taxes cover services beyond the City like the School District, County, etc. and that can sometimes cause confusion. We may also need to provide better education regarding how debt works within the context of a municipal body, how it can be put towards long-term assets and investing in the future.

The Committee then started their active workshop session, reviewing draft vision statements that had been devised by Shockey Consulting and working to refine one that better fit the City and the Committee member's preferences. At the completion of this drafting session the vision statement was:

"In 2050, Novi is a welcoming community where people of all cultures, ages, and abilities come together and want to stay — because we designed it that way. Well-cared-for neighborhoods, parks, and natural spaces; services that residents count on and expect; and businesses built on innovation and talent provide a purposeful, forward-thinking foundation for generations to come."

Following this meeting, the draft vision statement will be passed on for further review by internal project team staff and the sounding board.

Mr. Mayfield then went over the current Five Focus Areas: Infrastructure, Housing & Redevelopment, Mobility & Transportation, Aging & Shifting Service Needs, and Long-Term Funding. The Councilmembers took time individually reflecting on what success would look like for each of those areas in the year 2050 and discussed potential SMART goals that would fall under each. Mr. Mayfield then also reviewed cross-cutting themes that run throughout all five focus areas and finally went over the next upcoming novi 2050 events. There was some brief discussion on current survey feedback and how to reach more residents with the surveys.

2. Overview of Shockey Consulting Community Workshop (June 24, 2026)

The Committee reviewed the planned agenda and activities for the upcoming 2nd Community Workshop, taking place at the Police Training Center on June 24th.

AUDIENCE COMMENTS

ADJOURNMENT: 7:51 p.m.

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

NOVI 2050

LRSPC WORKSHOP

Vision & Goals

Tuesday, June 23, 2026 · 5:30 – 7:30 pm ET · Mayor's Conference Room, Novi City Hall

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

Tonight at a Glance

- 1 Welcome & Meeting Objectives
- 2 Process Update
- 3 Engagement Update — Community Input Synthesis
- 4 Draft Vision Statement Review
- 5 Focus Area Confirmation & Goal Development
- 6 Cross-Cutting Themes Discussion
- 7 Next Steps & Adjourn

**Meeting
Objectives**

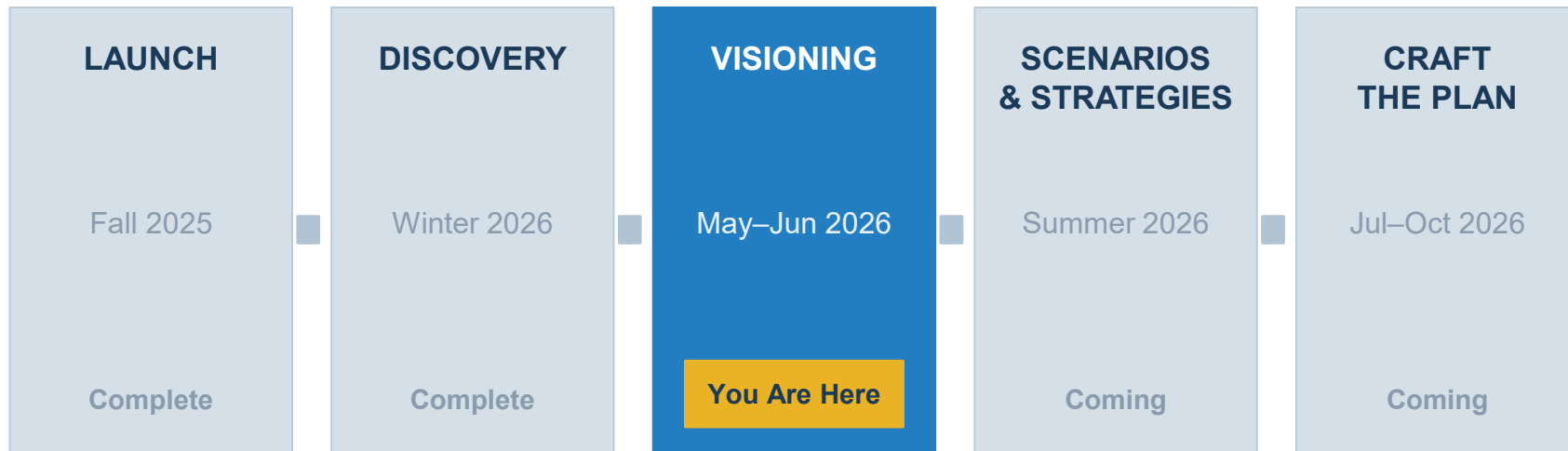
**Create draft vision
statement**

**Confirm the plan's five
focus areas**

**Develop initial goal statements for
each focus area**

Where We Are in the Process

A five-phase journey — we're in Phase 3: Visioning & Goal Setting



Since We Met in April

Milestones completed — and what comes next

COMPLETED

- SLT Workshop #1 — April 28
- Community Workshop #1 — April 28 (20+ residents)
- Community Vision Survey — ~370 responses
- Pop-up outreach — Community Fest, HOA Leaders Picnic
- Sounding Board Workshop — June 9
- Executive Team Briefing — June 16

WHAT'S AHEAD

Tonight

LRSPC Workshop #3 — Vision & Goals

June 24

SLT Workshop #2 & Community Workshop #2

July 20

Virtual Briefing & Engagement Update

August TBD

LRSPC Workshop #4 — Plan Drafting

Engagement by the Numbers

All community input collected through June 2026

372

Vision Survey Responses
(March–June 2026)

30

Stakeholder Questionnaire
Responses

29

Sounding Board Members

20+

Community Workshop
Attendees — April 28

4

In-Person Workshops

4

Pop-Up Outreach
Events Completed

Source: Novi 2050 engagement records, June 2026

What the Community Is Telling Us

Community Vision Survey — ~370 responses, June 2026

GREATEST STRENGTHS

72% named schools a top strength

62% safety is foundational to Novi's identity

25% parks/recreation and diversity highly valued

25% diverse and welcoming community

TOP CHALLENGES

62% aging roads, water, sewer & drainage systems

54% traffic congestion demands action

26% balancing growth with existing neighborhoods

25% housing affordability

Source: Novi 2050 Community Vision Questionnaire (June 2026); Vision Survey Results, June 19, 2026

Where Opinions Diverge

Key splits across age groups and demographics

Housing Affordability

named it a top challenge

Age 20–34



Age 65+



Traffic Congestion

listed it as a top concern

Age 55–64



Age 20–34



Limited Public Transportation

identified it as a top concern

Asian & Black residents



White residents



Source: Novi 2050 Community Vision Questionnaire (June 2026); Vision Survey Results, June 9, 2026

What the Community is Telling Us

Fifteen themes residents have raised most consistently across the Vision Survey and workshops:

- **Every stage of life** — lifecycle, aging in place
- **Belonging & connection** — gathering places, seeing yourself in the community
- **Accessibility & inclusion** — open to everyone
- **Diversity** — a multilingual, multicultural community
- **Housing** — a home at every stage (lifecycle, missing-middle, affordable)
- **Growth & redevelopment** — change on purpose; aging corridors into housing and activity, keeping neighborhood character
- **Downtown** — a true, walkable downtown
- **Cultural spaces & civic life** — places and institutions that bring people together
- **Mobility** — connected, with options for those who don't drive
- **Schools, safety & quality** — the assets that define Novi
- **Services & delivery** — reliable, responsive, high-value; a city that keeps its promises
- **Infrastructure** — reliable systems, well-maintained, climate-ready
- **Fiscal sustainability** — revenue matched to the true cost of quality; nothing deferred to the next generation
- **Opportunity** — room to thrive (jobs and prosperity)
- **Identity & retention** — worth staying for, known for who it's become

AGENDA ITEM 4

Draft Vision Statement Review

Choose direction tonight — not exact wording.

How This Works Tonight

Three options. One direction. All in 30 minutes.

1 Read & Listen

Shockey presents all three options on screen, reading each aloud. Follow along on your Vision Reaction worksheet.

2 Work Independently (7 min)

Circle language that must stay. Note what's missing or off. Mark your starting preference. Silence is intentional.

3 Discuss as a Group (15 min)

Share reactions option by option. Note-taker captures must-keep phrases and must-add themes on the flip chart.

4 Converge (4 min)

Quick straw poll: A, B, C, or composite? Shockey refines and returns with a revised draft at the July 20 briefing.

Draft Vision Statement

A	A City for Every Stage of Life In 2050, Novi works for every stage of life and every background — a true downtown, excellent schools, safe neighborhoods, inviting gathering spaces, quality services and infrastructure serving a multicultural community where everyone belongs.
B	A City That Delivers In 2050, Novi is reliable by design — sound finances, well-maintained infrastructure, responsive services, and revitalized corridors — with no problems left for the next generation to inherit.
C	A Thriving City with Character In 2050, Novi is a larger, more diverse city that still feels like Novi — new homes and new neighbors alongside, job opportunities, protected green space, lasting neighborhood character, and the schools and quality that drew people here.

Draft Vision Statement Options

In 2050, Novi's a community where people from all cultures, ages, and abilities come together and want to stay because we designed it that way.

Well-cared for neighborhoods, parks, and natural spaces support well-being...

Thriving businesses built on innovation and talent propel all to prosperity...

A purposeful and forward-thinking foundation for future generations.

AGENDA ITEM 5

Focus Area Confirmation & Goal Development

Confirm the five areas. Draft at least one SMART goal per area.

The Five Focus Areas

Emerging strategic direction — confirm and build on these tonight

1	Infrastructure	<i>Reinvestment, resilience & smart systems</i>
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2	Housing & Redevelopment	<i>Production, affordability & mixed-use corridors</i>
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3	Mobility & Transportation	<i>Congestion management, transit & active mobility</i>
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4	Aging & Shifting Service Needs	<i>Senior services, EMS demand & lifelong community design</i>
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5	Long-term Funding	<i>Revenue strategy, CIP millage & fiscal sustainability</i>
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What Makes a Strong Goal?

The SMART framework — your guide for tonight

S**Specific**

Names exactly what we want to achieve.

M**Measurable**

We can tell whether we're making progress — something we can count or track.

A**Achievable**

Realistic for Novi's capacity and resources.

R**Relevant**

Connects to the vision and to why this matters.

T**Time-bound**

Has a horizon or milestones (e.g., 2030 / 2040 / 2050).

Example: *"By 2035, the City keeps all major roads at a 'good' condition rating or better, funded through a sustained capital program."*

1 Infrastructure

STRATEGIC ISSUES WE'VE HEARD:

- Sustaining capital investment through the CIP millage
- Leveraging smart infrastructure and data-driven asset management
- Designing infrastructure with climate in mind

Master Plan direction — Goal D. Invest wisely in maintaining and improving utilities and the transportation network; ensure new development relates to existing and planned infrastructure.

What would success look like in 2050?

Specific:

What exactly do we want to achieve?

Measurable:

What would we count or track?

Time-bound:

By when? (2030 / 2040 / 2050)

Draft: "By [year], Novi will [achievement], measured by [indicator]."

2 Housing & Redevelopment

STRATEGIC ISSUES WE'VE HEARD:

- Utilizing mixed-use redevelopment as a housing strategy
- Reinvesting in aging neighborhoods
- Closing the housing production gap
- Ensuring affordability for the workforce and essential workers
- Missing-middle and lifecycle housing
- Balancing neighborhood character with needed change

Master Plan direction — Goal A. Ensure a wide range of attractive housing choices (Goal A) and pursue sustainable redevelopment of activity centers (Goal E).

What would success look like in 2050?

Specific:

What exactly do we want to achieve?

Measurable:

What would we count or track?

Time-bound:

By when? (2030 / 2040 / 2050)

Draft: "By [year], Novi will [achievement], measured by [indicator]."

3 Mobility & Transportation

STRATEGIC ISSUES WE'VE HEARD:

- Building on transit and microtransit momentum
- Completing the active mobility network
- Connecting inter-community pathways

Master Plan direction — Goal D. Support the full transportation network, including the development and enhancement of nonmotorized facilities and amenities.

What would success look like in 2050?

Specific:

What exactly do we want to achieve?

Measurable:

What would we count or track?

Time-bound:

By when? (2030 / 2040 / 2050)

Draft: "By [year], Novi will [achievement], measured by [indicator]."

4 Aging & Shifting Service Needs

STRATEGIC ISSUES WE'VE HEARD:

- Staffing for rising EMS demand from an aging population
- Reducing community risk
- Preparing for climate-related impacts
- Building social cohesion across cultures and generations
- Providing culturally responsive programming

Master Plan direction — Goal B. Build community identity through schools, parks, and culture (Goal B); promote welfare, health, and safety (Guiding Principle).

What would success look like in 2050?

Specific:

What exactly do we want to achieve?

Measurable:

What would we count or track?

Time-bound:

By when? (2030 / 2040 / 2050)

Draft: "By [year], Novi will [achievement], measured by [indicator]."

5 Long-term Funding

STRATEGIC ISSUES WE'VE HEARD:

- Addressing the growth-revenue gap
- Utilizing fiscal impact modeling as a planning tool

Master Plan direction — Goal E. Sustainable development for today and future generations (Goal E); use fiscal resources wisely (Guiding Principle).

What would success look like in 2050?

Specific:

What exactly do we want to achieve?

Measurable:

What would we count or track?

Time-bound:

By when? (2030 / 2040 / 2050)

Draft: "By [year], Novi will [achievement], measured by [indicator]."

Cross-Cutting Themes

These themes run through all five focus areas — not standalone chapters

01

Community Identity & Demographics

Multilingual community, social cohesion, school–city relationship, lifecycle belonging

02

Environmental Resilience & Sustainability

Stormwater capacity, green infrastructure, climate adaptation, departmental alignment

03

Public Safety & Emergency Services

Public safety facilities, evolving models for mental health response, integrated model, recruiting & retaining talent

04

Parks, Recreation, Arts & Cultural Assets

Community center question, culturally responsive programming, school collaboration

What Comes Next

Your continued involvement shapes the plan

June 24

SLT Workshop #2 & Community Workshop #2

Staff leadership team + community goal-setting. Police Training Center, 2:00–8:00 pm.

10 days

In-Person Visit Synthesis Memo

Summary of tonight's LRSPC session, SLT, and Community Workshop #2 distributed to committee.

July 20

Virtual Briefing & Engagement Update

LRSPC virtual briefing — 5:00–6:30 pm. Refined vision statement presented. Review of community workshop outcomes.

August TBD

LRSPC Workshop #4 — Plan Drafting

Virtual session. Goal refinement and initial plan narrative direction.

NOVI 2050

Thank you.

Tonight's work — the direction you set, the goals you draft — forms the foundation that the July and August sessions will build on.

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