

2022 MASTER PLAN SURVEY SUMMARY

SURVEY SUMMARY

The Novi Master Plan Survey was released on [redacted] and distributed via [redacted]. Additionally, the survey was publicized [redacted]. On [redacted] the survey closed garnering 842 responses, a statistically valid sample at the 95% confidence level and a $\pm 3.37\%$ margin of error.

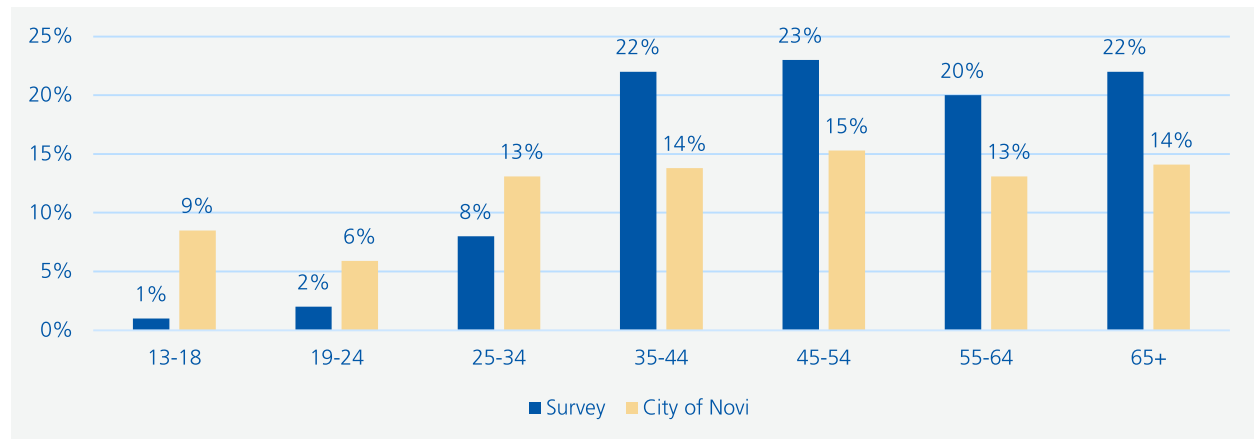
Q1: In one word or phrase, how would you describe Novi?

The word cloud represents common answers to Question 1. The larger the word, the more frequently it was mentioned. "Safe", "Diverse", and "Great Place", were the most common words/phrases.



Q2: What age group do you fall into?

Survey respondents skewed older, compared to Novi's population. Ages 35 and above were overrepresented and ages 34 and younger were underrepresented. However, young children are not the target audience for this survey, which contributes slightly to the skewness.

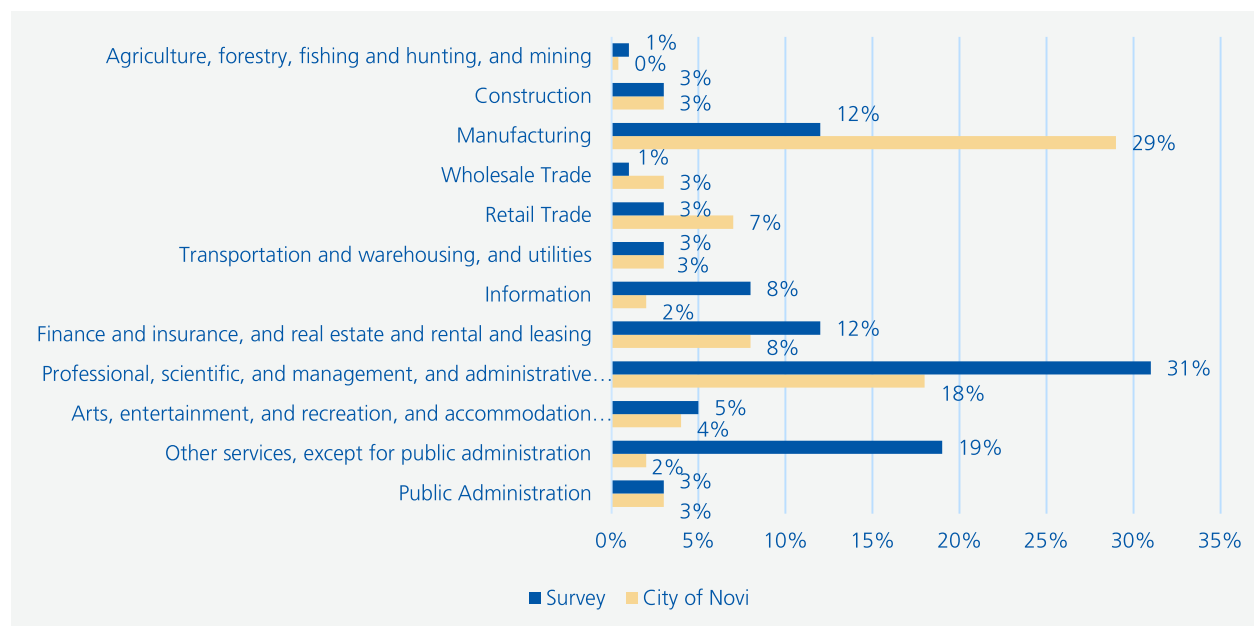


Q3: What is your connection to the City of Novi?

The vast majority of respondents were residents of Novi (93%). 15% of respondents worked in Novi, and 4% owned property in Novi. The remaining 4% of respondents were a combination of all.

Q4: What employment sector do you work in?

The employment data for the survey respondents was fairly consistent with the employment data from the US Census. However, those employed in manufacturing were underrepresented in the survey and those in “professional, scientific, and management, and administrative and waste management services” were overrepresented. Additionally, those who responded “other services, except for public administration” were overrepresented potentially capturing those who felt like their employment did not fall into any available category.



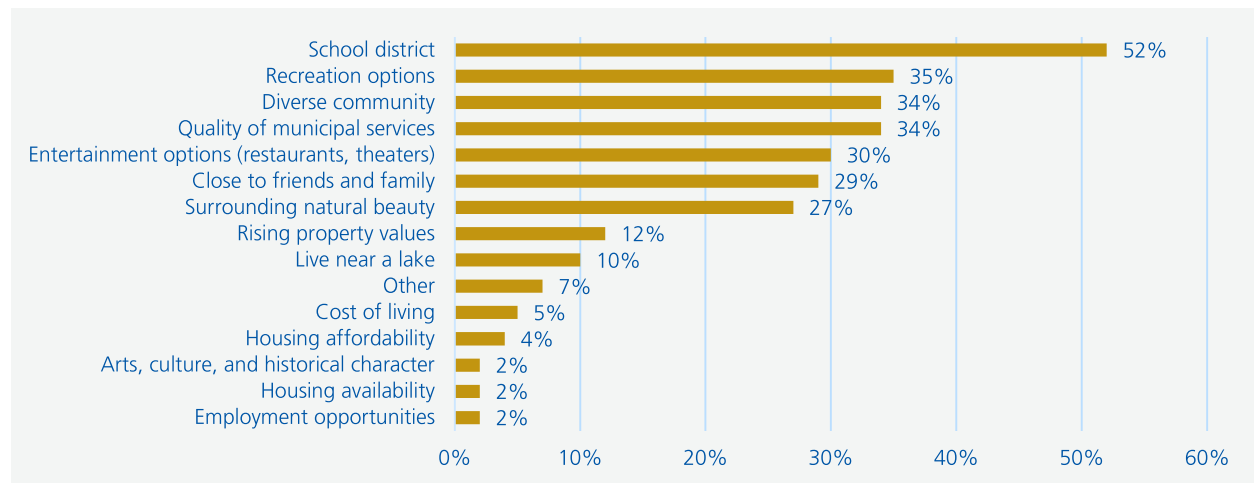
Q5: Which of the following describes your work experience?

Roughly a quarter of respondents indicated that they worked from home for a company outside of Novi/region. An additional quarter of respondents worked in a hybrid format. Those who worked onsite in Novi/region comprise 17% of respondents and 6% worked from home for a company in Novi. The final 29% indicated that their work experience does not align with any of the available options.

Q6: If you answered "other" in question 6, please explain your answer here.

Of those who answered "other", 54% are retired, 35% commute to their place of work, and 7% work from their home.

Q7: What are the top three things you like about Novi?



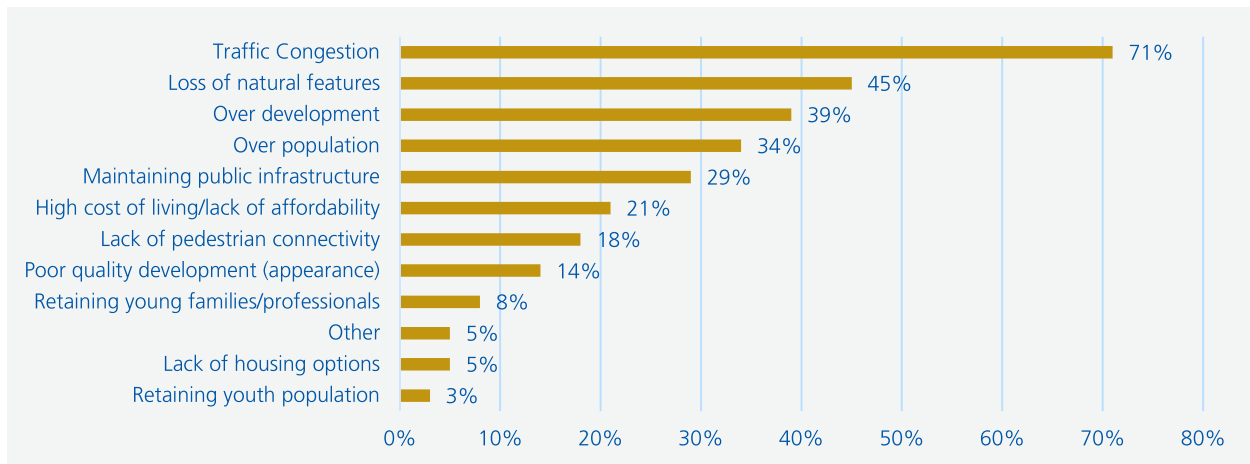
The majority of respondents indicated that the school district was one of the top three reasons they like living in Novi. Following school district "recreation options" (35%), "diverse community" (34%), and "quality of municipal services" (34%), were the top answers. Arts, culture, and historical character (2%), housing availability (2%), and employment opportunities (2%) received the fewest votes.

Q8: If you answered "other" in question 7, please explain your answer here.

Those who answered "other" mentioned accessibility to goods and services and accessibility to the highways (56%) and that Novi is a safe community (15%) as the top things they liked about Novi.

Q9: What are the three biggest challenges Novi faces in the next 10 years?

Respondents resoundingly stated that traffic congestion is the top challenge in Novi (71%). Loss of natural features (45%) and over development (39%) were the second and third most commonly selected challenges, respectively. Retaining youth (3%), lack of housing options (5%), and retaining young families/professionals (8%) were the least frequently selected options.

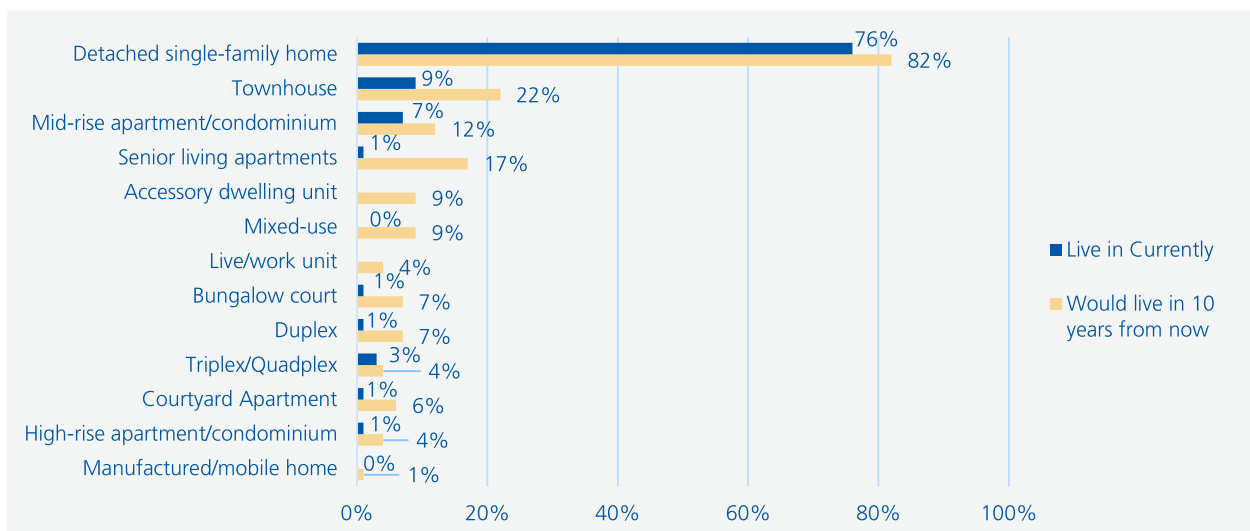


Q10: If you answered "other" in question 9, please explain your answer here.

Common answers for those who selected "other" include a lack of community character, lack of new businesses, and no defined downtown/commercial space.

Q11: What type of housing do you live in?

The majority of survey respondents live in a detached single-family home (76%). Other common responses included townhomes (9%) and mid-rise apartments/condominiums (7%). All other housing types accounted for less than 8% of responses combined.



Q12: What are the top three housing options you would like to live in 10 years from now?

When asked what housing options respondents would like to live in 10 years from now, the responses for each housing type were higher than the number of people who are currently living in that housing type, indicating demand for more diverse housing types. The most popular housing unit type remained the detached single-family home, followed by townhouse, and senior living apartments. Two of the more uncommon housing types (accessory dwelling units and mixed-use units) received 9% interest among respondents. However, interest in housing unit type varied by age, as shown in the table titled “Housing Preferences by Age.” Understandably senior living apartments were most popular among older populations. Courtyard apartments and accessory dwelling units were also popular housing choices. Younger generations tended to prefer mixed-use and live/work buildings compared to the older generations. Detached single-family homes remained the strong preference in all age groups.

Table XX: Housing Preferences by Age

Housing Type	25-34	35-44	45-54	55-64	65+	Total
Detached single-family home	87%	94%	91%	76%	65%	82%
Townhouse	14%	20%	25%	24%	20%	22%
Mid-rise apartment/condominium	14%	7%	8%	22%	13%	12%
Senior living apartments	3%	1%	6%	23%	45%	17%
Accessory dwelling unit	6%	4%	10%	10%	13%	9%
Mixed-use	20%	10%	11%	7%	3%	9%
Live/work unit	10%	4%	2%	4%	2%	4%
Bungalow court	1%	5%	7%	9%	8%	7%
Duplex	8%	7%	6%	6%	7%	7%
Triplex/Quadplex	4%	4%	3%	3%	4%	4%
Courtyard Apartment	7%	6%	4%	3%	12%	6%
High-rise apartment/condominium	4%	7%	4%	3%	2%	4%
Manufactured/mobile home	3%	0%	1%	1%	2%	1%

Q13: What are the top three factors preventing you from living in your desired housing type?

The majority of respondents (59%) indicated that nothing is preventing them from living in their desired housing type. For those who are not living in their desired housing type, housing affordability (30%) and lack of housing supply (18%) were the top two concerns.

Q14: If you answered “other” in question 12, please explain your answer here.

Those who answered “other” (8%) mentioned that there were not enough housing options in their preferred style/type/price point or that they are content in their current housing unit.

Q15: To what extent do you agree with the following statement: “I can age in place in Novi.”

Of the survey respondents, 53% agreed or strongly agreed that they could age in place in Novi. One quarter neither agreed or disagreed and the remaining 23% disagreed or strongly disagreed. There was no significant difference of opinions on aging in Novi among the age cohorts.

Q16: Changing demographics and housing preferences have made higher density housing developments a popular trend state and nationwide. Smaller units can help to offer more variety and different price points to residents, which Novi may consider during this planning process. If you are concerned about higher density residential units, what are your top three biggest concerns?

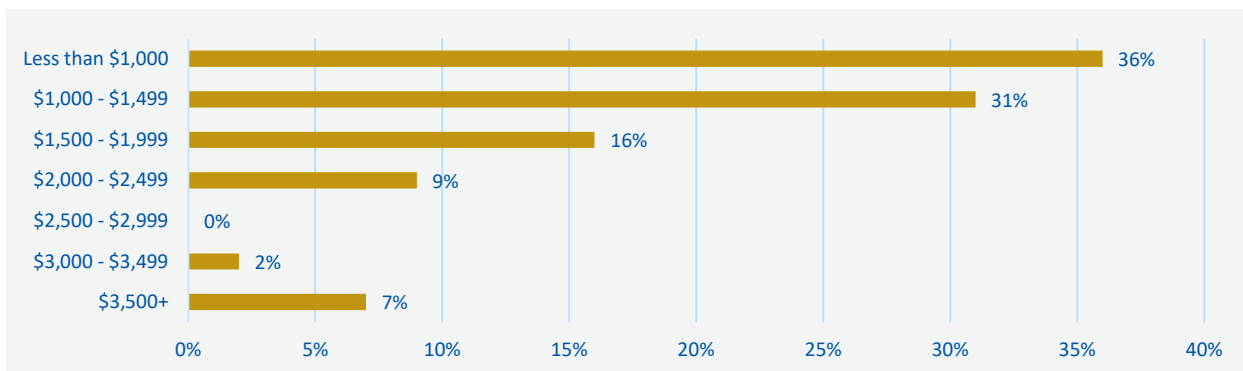
The three biggest concerns of respondents regarding higher density residential units were increased traffic (75%), lack of open space/natural features (46%), and strain on existing infrastructure (39%). It is important to note that this question had a poor response rate (28 responses in total).

Q17: What is your housing status?

The majority of respondents were homeowners (94%), substantially higher than the citywide rate of 67%. Renters accounted for 4% of the survey respondents compared to 33% of the city, indicating renters are substantially underrepresented in the survey results.

Q18: What price range do you feel financially comfortable paying for monthly rent?

Question 18 was only given to those who answered “renter” in question 17. Roughly two thirds of respondents indicate that they were comfortable spending less than \$1,500 a month on rent. Additionally, only 9% of respondents indicate that they were comfortable spending more than \$3,000 a month on rent.



Q19: How strongly do you agree with the following statement "with my current household income, I feel homeownership in Novi is financially attainable."

Question 19 was only given to those who answered "renter" in question 17. Of the renters only 18% agreed or strongly agreed that home ownership in Novi is financially attainable. Over half (55%) disagreed or strongly disagreed with the statement.

Q20: What price range do you feel financially comfortable buying a home?

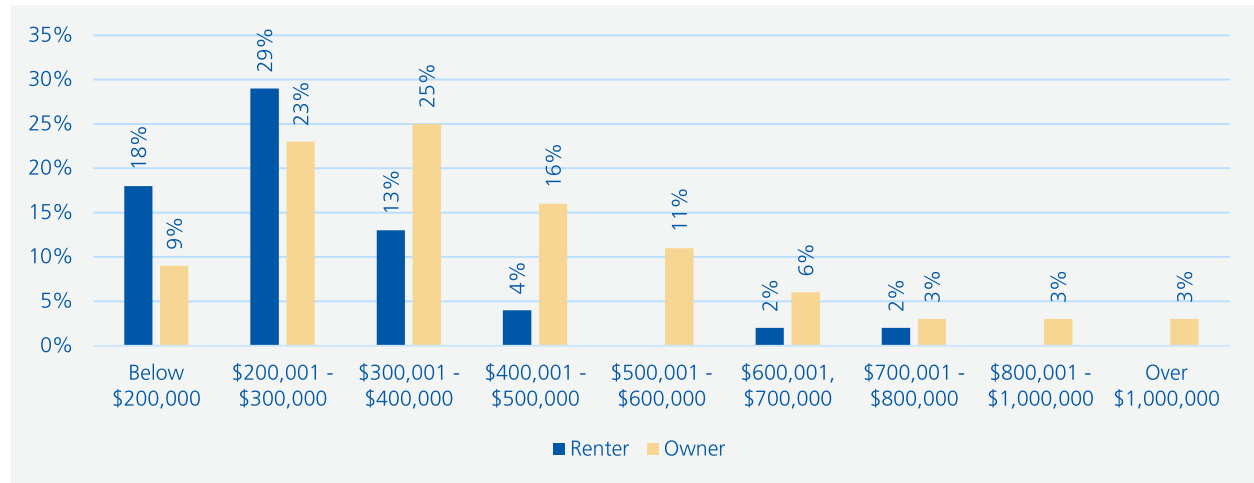
Question 20 was also only posed to renters. Of the "renter" respondents, 31% indicated that they are not interested in becoming a homeowner. The majority of remaining renters fell between "below \$200,000" and "\$300,001 - \$400,000". "Below \$200,000" accounted for 18% of renters, 29% felt comfortable buying a home in the \$200,000 - \$300,000 price range, and 13% were comfortable buying a home between 300,001 - \$400,000.

Q21: If your housing needs were to change (i.e. you needed a smaller/larger home, less expensive mortgage, different neighborhood) and you were to buy another home, how strongly would you agree with the following statement "There are sufficient housing options in Novi to meet my future housing needs."?

Only 32% of respondents agreed or strongly agreed with the statement, indicating that if their future housing needs are not likely to be met in Novi. Of the remaining respondents, 41% disagreed or strongly disagreed with the statement, 22% were neutral, and 6% did not know.

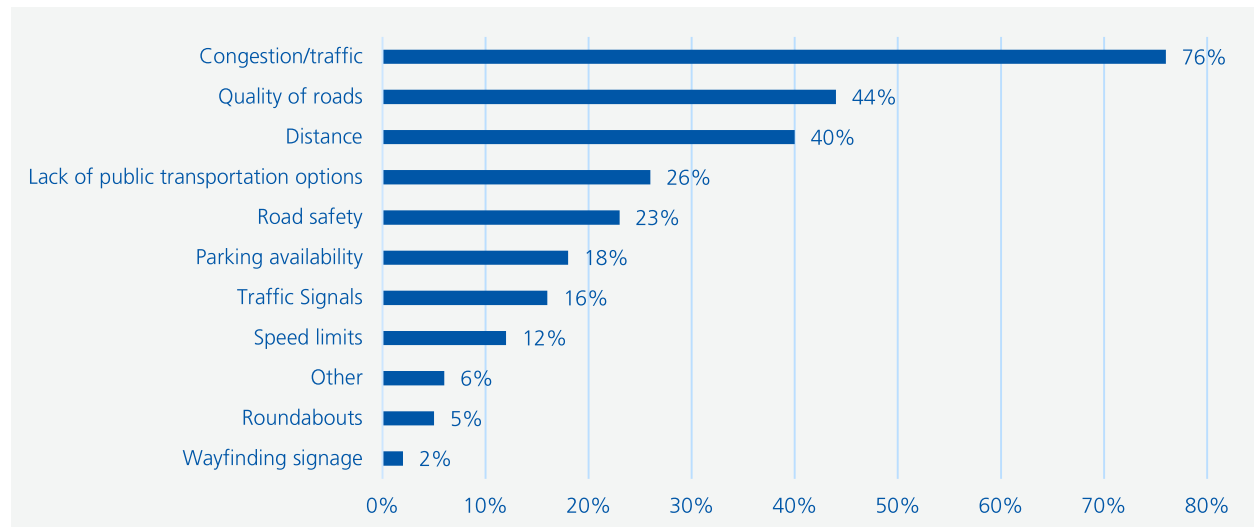
Q22: If you were to move in the near future, what price range would you feel financially comfortable buying a home?

Compared to renters, homeowners were more comfortable buying more expensive homes. The distribution of responses peaks at the \$300,001 - \$400,000 price range with 32% of respondents comfortable paying less than \$300,001 and 42% comfortable paying more than \$400,000.



Q23: When traveling through the city, what are the three primary factors that influence your decision to drive?

Over three quarters of respondents indicated that “congestion/traffic” was one of their three primary factors influencing their decision to drive. “Quality of roads” (44%) and “distance” (40%)



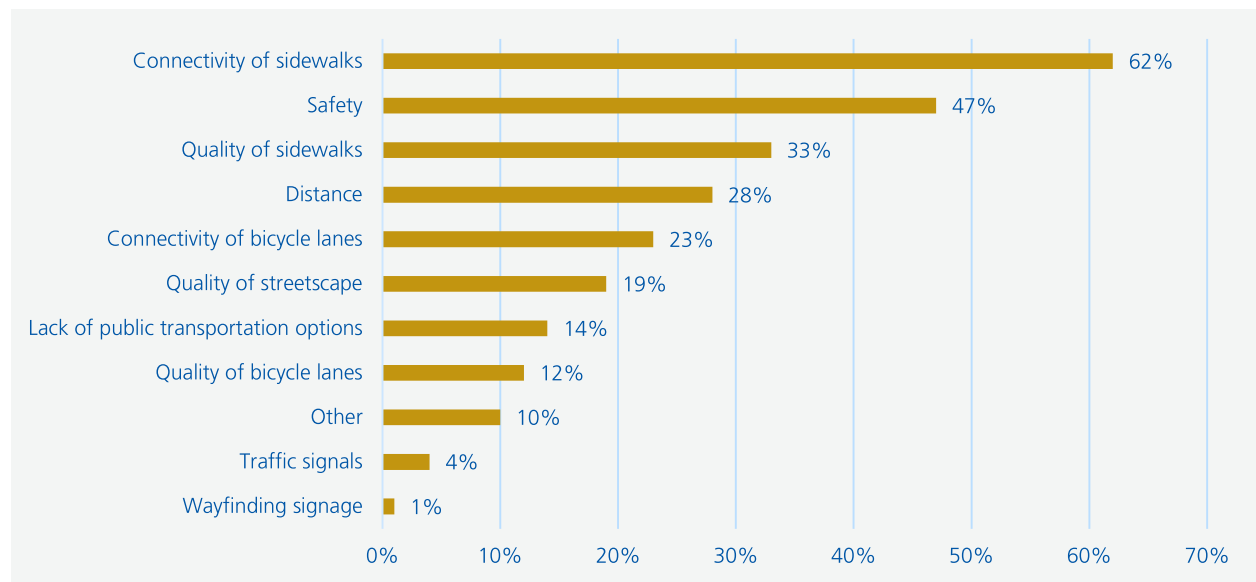
were the second and third most frequently selected options, respectively. "Lack of public transportation" was selected by 26% of respondents, indicating that if there were public transportation options available, 26% of people may not drive their personal vehicle to get to their destination.

Q24: [If you answered "other" in question 23, please explain your answer here.](#)

Of those who answered "other" (6%), 38% mentioned the lack of non-motorized infrastructure and 18% mentioned the length of time it takes to drive to their destination.

Q25: [What are the three primary factors that influence your decision to walk or bicycle in and around Novi?](#)

"Connectivity of sidewalks" was the most frequently selected option that influences respondents' decision to walk or bike in Novi. "Safety" (47%) and "Quality of sidewalks" (33%) were the second and third most frequently selected options, respectively. "Distance" was also selected by 28% of respondents indicating that there may not be destinations that respondents want to travel to within walking or biking distance of their home.



Q26: [If you answered "other" in question 25, please explain your answer here.](#)

Of the "other" responses (10%), 31% of respondents indicated that the lack of non-motorized infrastructure prevents them from biking and walking, specifically mentioning the difficulty crossing

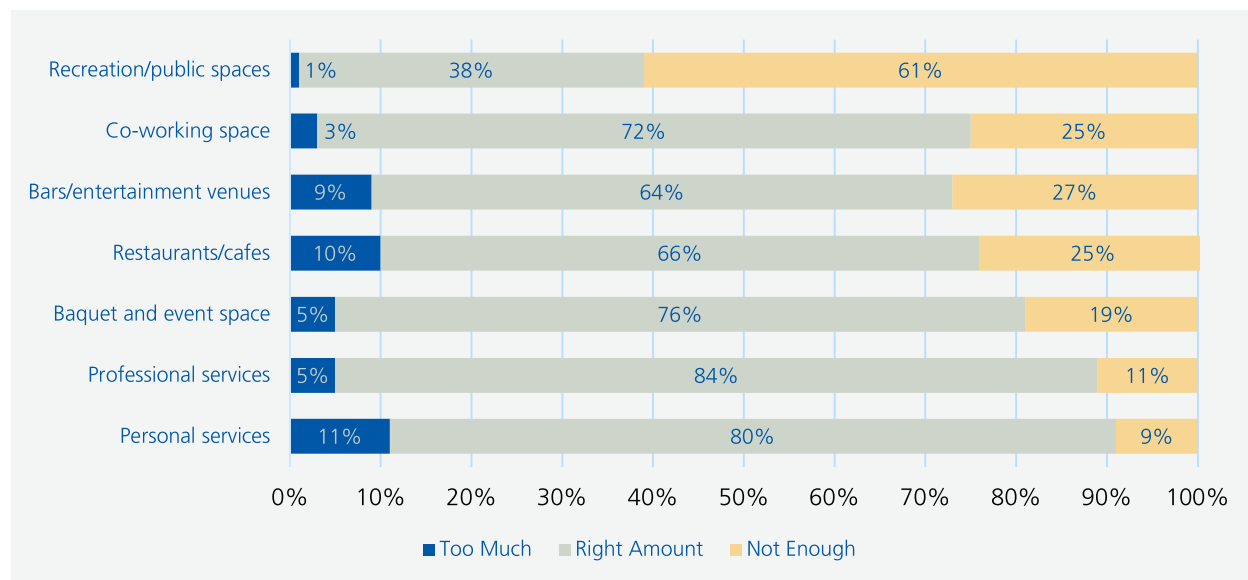
roads. An additional 18% mentioned safety and the poor non-motorized atmosphere along busy and fast roads.

Q27: Would you be willing to pay higher property taxes to support a regional transit system?

The majority of respondents (56%) indicated that they would not be willing to pay higher taxes to support a regional tax system, with the remaining respondents split between “yes” and “unsure.” In 2016, Novi voters were narrowly in support of a tax to support a regional transit system (51%), although the measure failed regionally.

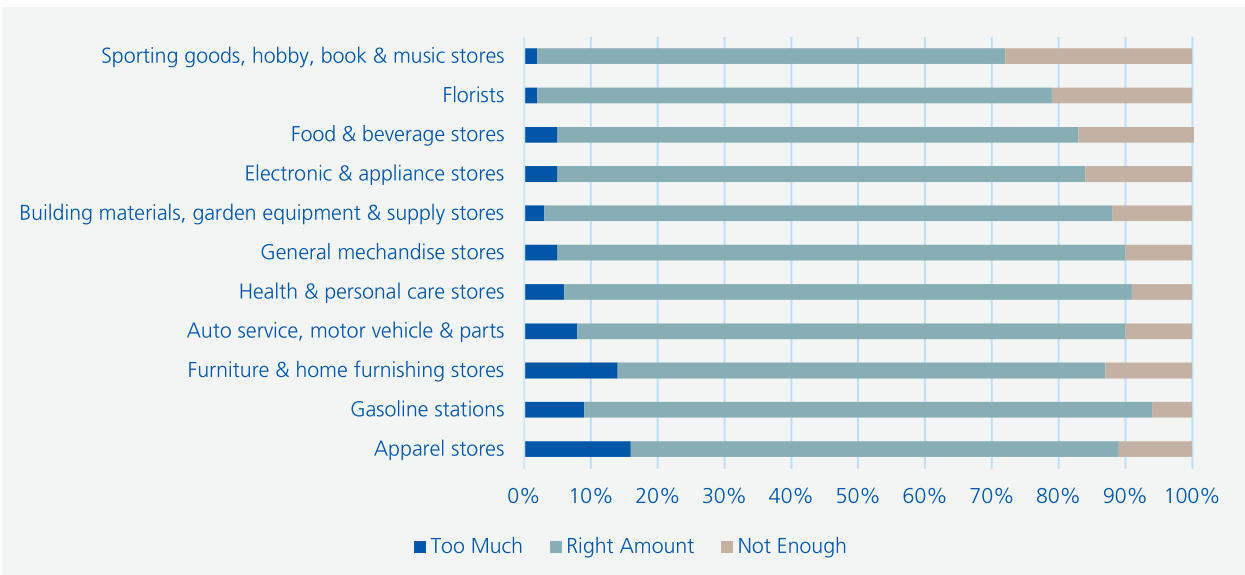
Q28: What do you think of the current supply of these service businesses in Novi?

Respondents indicated the highest demand for more recreation/public space, with 61% indicating that there was not enough in Novi. Co-working space and bars/entertainment venues were next highest in demand, although a substantial portion of respondents indicated that there was the right amount of these two businesses in Novi.



Q29: What do you think about the current supply of these retail establishments in Novi?

For all retail establishments, 70% or more of respondents indicated that there was the right amount of business in Novi. The greatest demand for retail goods was in the sporting goods, hobby, book & music store sector, with 28% of respondents indicating that there was not enough of this sector in Novi. Apparel stores had the lowest demand of the listed retail sectors.




Q30: Please provide any specific businesses/establishments you would like to see operate/open in Novi.

Of the 109 responses, 33% mentioned food/grocery stores and 10% mentioned general retail businesses.

Q31: In general, what type of commercial redevelopment do you support?

Commercial Redevelopment Style	Example	Percent Support
Downtown		77%

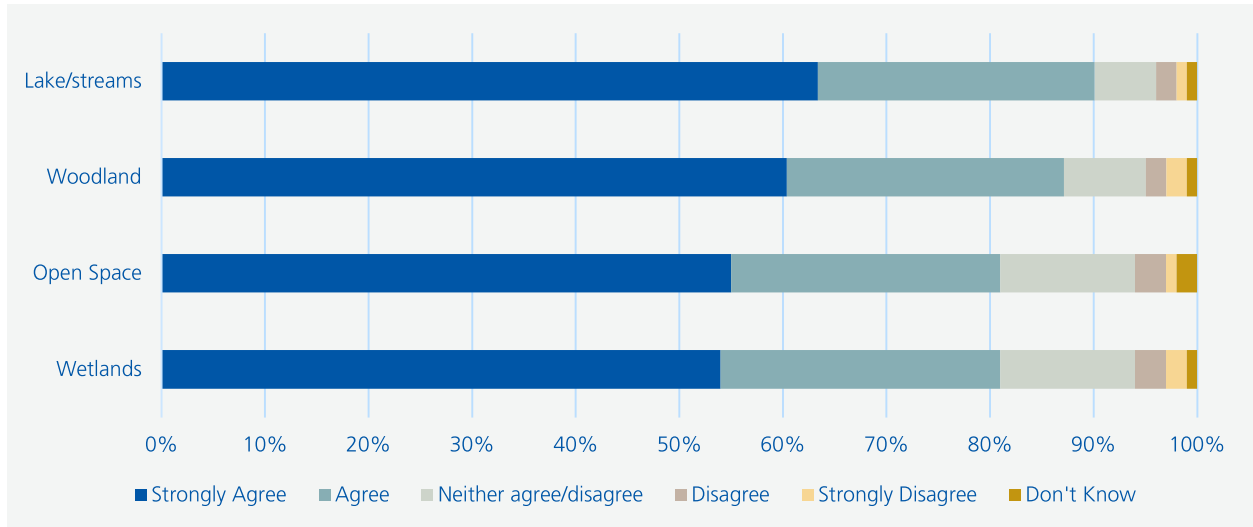
Hybrid		51%
Strip Mall		19%
Regional Mall		13%

Q32: To what extent do you agree with the following statement: “Natural features (woodlands, wetlands, lakes, and streams) are an asset in Novi.”?

Roughly 89% of respondents agreed or strongly agreed with the statement, only 5% disagreed or strongly disagreed with the statement.

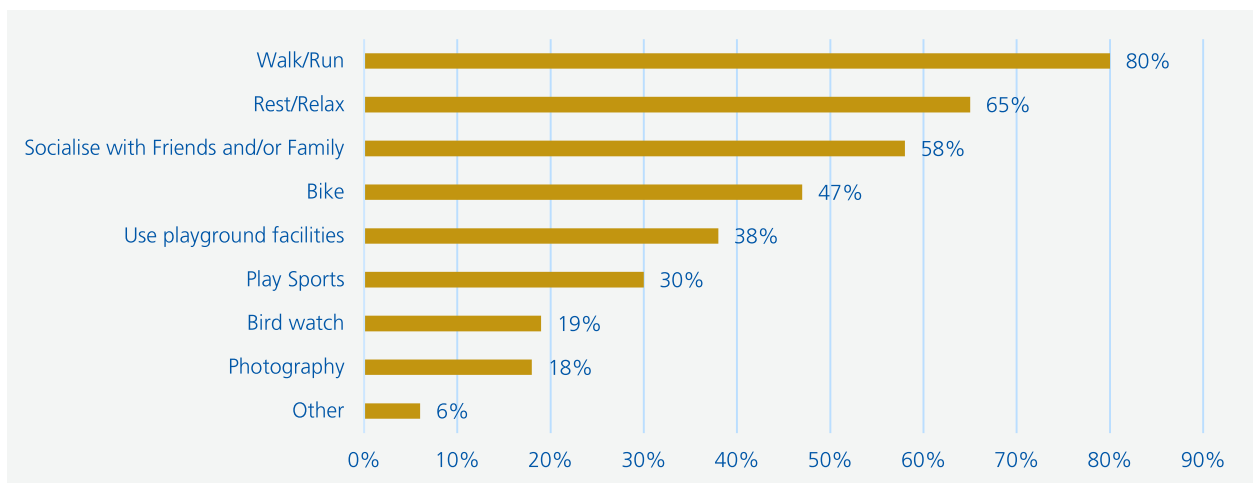
Q33: To what extent do you agree with the following statement: “City funds should be spent to better protect these natural features.”?

All listed natural features had above 80% support for spending city funds on preservation, with the most support for protecting the lakes/streams.



Q34: What do you do in Novi's open spaces and parks?

Passive recreation is the dominant use among open space and park users, 80% of respondents use the parks for walking/running, 65% use them for rest and relaxation, and 58% of them use parks to socialize with friends and family. The COVID-19 pandemic placed a renewed emphasis on public outdoor space as a social space, allowing people to gather and maintain social relationships in a safe environment.



Q35: If you selected "other" in question 34, please explain your answer here.

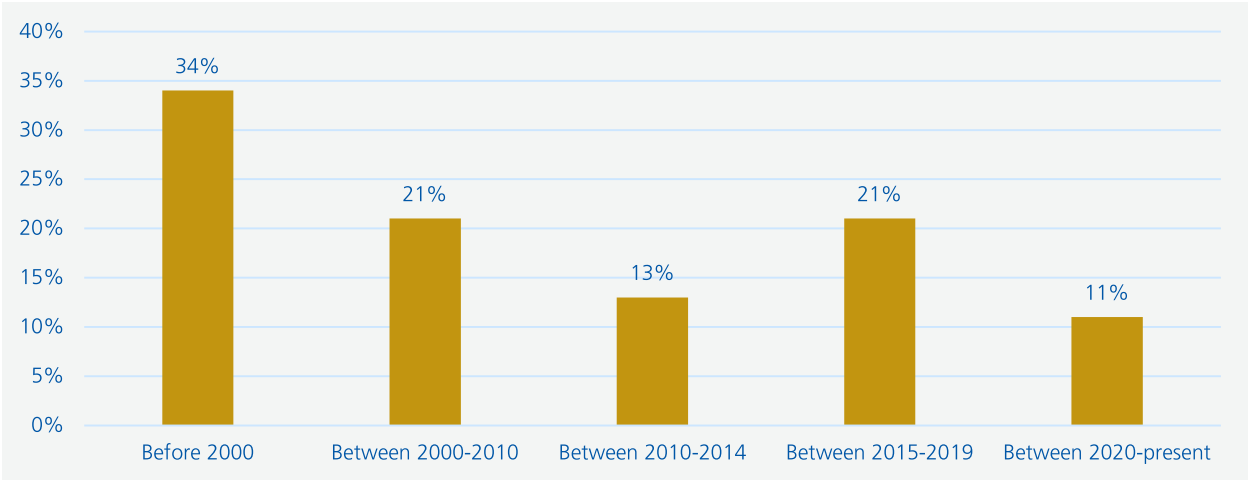
Of the "other" responses (6%), dog walking, picnicking, and aesthetic benefits were mentioned frequently.

Q36: How did you hear about the survey?

Social media was the most common way the survey reached people, 34% indicated they heard about the survey on social media. Word of mouth and the E-newsletter both reached 17% of respondents. An additional 24% of respondents heard about the survey from an option not listed in the question.

Q37: What year did you move to Novi?

Over half of survey respondents (55%), moved to Novi before 2010. Notably, 11% of respondents moved to Novi within the past two years indicating that new residents are well represented in the survey.

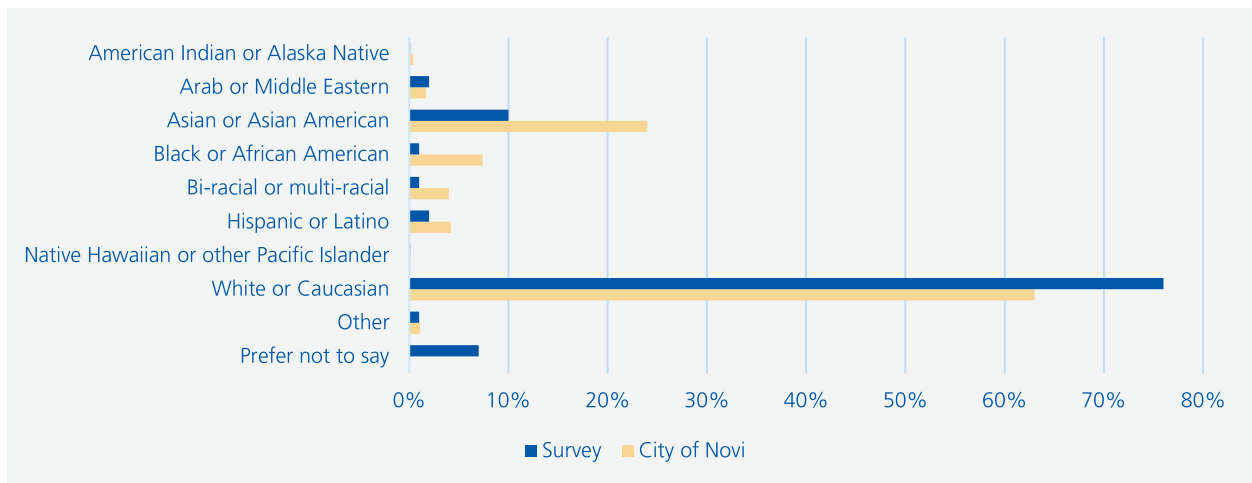


Q38: What is your gender?

Slightly more women (55% of respondents) completed the survey. The survey did not offer more options beyond "Male" or "Female", which some respondents expressed displeasure with in open responses.

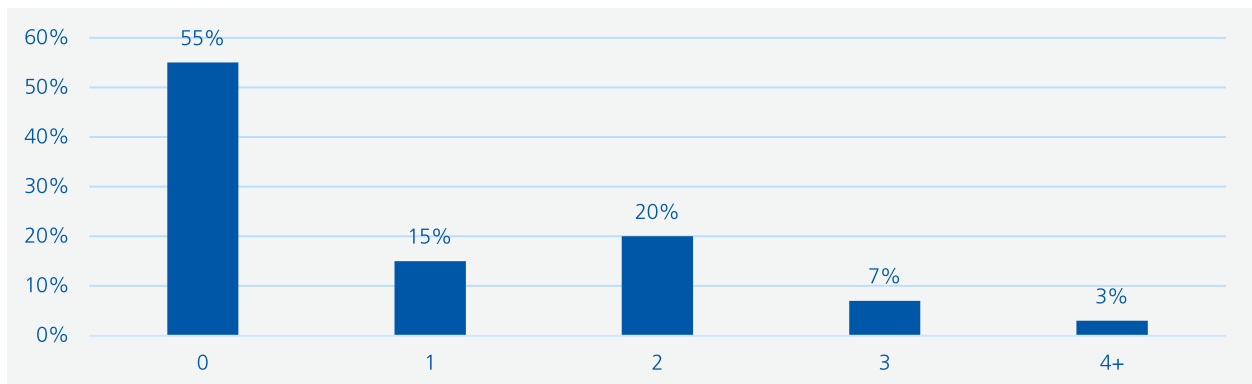
Q39: What race or ethnicity do you identify with?

White or Caucasian respondents comprise roughly three quarters of survey respondents but account for less than 65% of the total city population. All non-white groups had lower representation in the survey, compared to the citywide average.

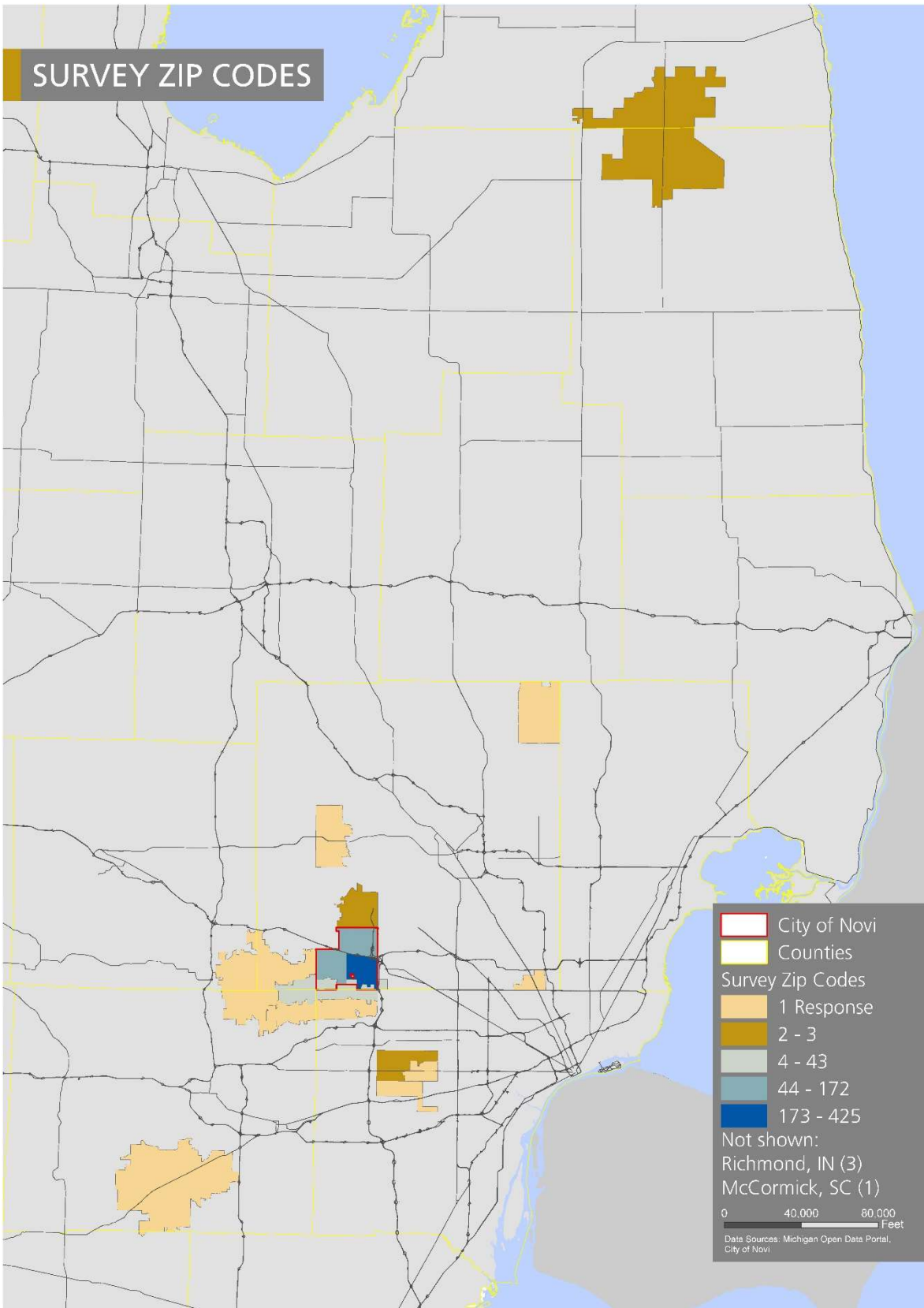


Q40: How many members of your household are under the age of 18?

The majority of survey respondents (55%) do not have children in their household, roughly 65% of Novi's households do not have children.



Q41: Please list what zip code you reside in.

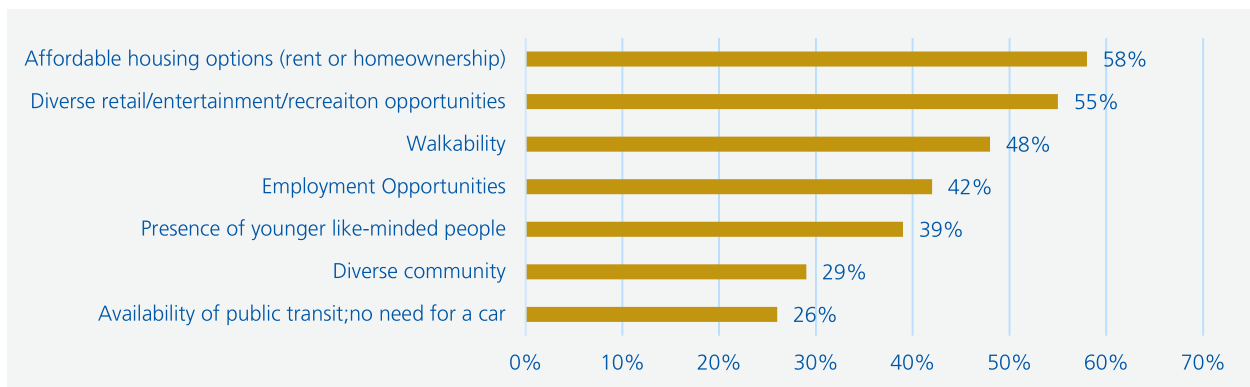


Gen Z Survey

Those under the age of 18 were given an additional set of questions asking about their future plans and opinions on Novi.

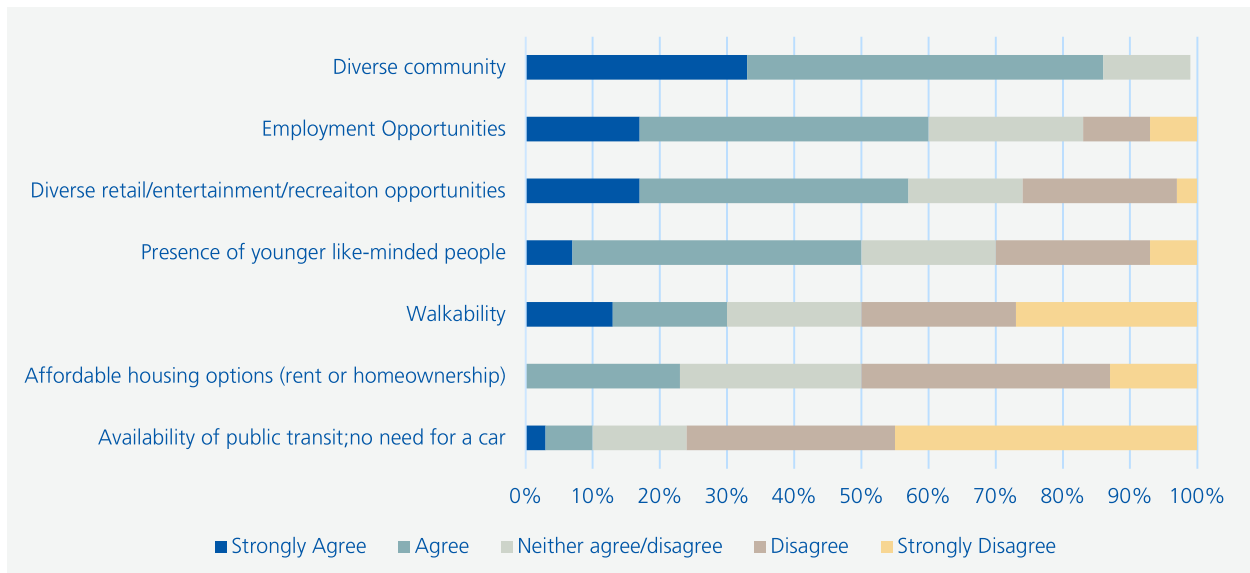
Q42: What are the top three characteristics of the place you want to live?

Gen Z respondents indicated that “affordable housing options”, “diverse retail/entertainment/recreation opportunities”, and “walkability” were their top characteristics of the place they want to live.



Q43: To what extent do you agree with the following statement: “Novi offers the characteristics of a place I want to live in with respect to...”?

Gen Z respondents indicated that affordable housing was the most important characteristic of where they want to live but only 23% agreed that Novi offers affordable housing, and no respondents strongly agreed. Diversity of retail/entertainment/recreation performed slightly better with 57% of respondents strongly agreeing or agreeing that Novi offers a diversity of retail. Like housing affordability, walkability in Novi scored fairly low among respondents, only 30% agreed or strongly agreed that Novi is walkable.



Q44: In the next few years, I plan to:

The majority of survey respondents (61%) indicated that they intend to take some time to evaluate their options, 13% intend to pursue higher education but live in Novi, and 13% intend to find work in the area.

Q45: If you answered “other in question 44, please explain your answer here.

Three respondents provided additional insights on their plans which included “Finish High School”, “Move”, and “Purchase home or apartment.”

Q46: What are your plans in the next few years?

A slight majority of respondents (52%) plan to stay in Novi over the next few years with the remainder planning to move away.

Q47: If you plan to work in Novi, which sector do you wish to be employed in?

One quarter of Gen Z respondents indicated that they wish to be employed in the Arts, entertainment, and recreation industry, followed by 19% in the professional services industry, and 19% in the education services, health care, and social assistance industry. Manufacturing, Novi’s largest industry was not selected by any of the respondents.

Q48: I plan to move out of Novi to...

The most common response for why respondents were leaving Novi was to live in a bigger city (33%), an additional 27% said they were leaving to pursue higher education.

Q49: If you selected "other" in question 48, please explain your answer here.

Two respondents provided additional insights on why they are moving out of Novi which included "rent is too expensive here" and "live somewhere with more green space and starter homes."

Q50: Do you plan on returning to Novi in the future?

The majority of respondents (55%) indicated they are unsure if they would return, 32% stated they are planning on returning, and 13% are not planning on returning.

Q51: What are the top three reasons you would return to Novi?

When asked what would bring them back to Novi, Gen Z respondents stated that it was a safe community (75%), proximity to family and friends (50%), access to nature (50%), and good housing/neighborhoods (50%). One open response to this question stated the "availability of small starter homes."

Q52: What are the top three reasons you don't wish to return to Novi?

Limited/unaffordable housing (75%), limited access to nature (75%), and limited entertainment/recreation opportunities (50%) were the most commonly selected options. One open response answer to this question stated, "Novi makes me think of strip malls that is it's [sic] only defining aspect."

Q53: If you have additional comments you would like to provide related to the Master Plan please enter them below.

Common Themes:

- » Natural features preservation is a priority
- » Novi is being overdeveloped
- » Road condition/maintenance is an issue
- » Traffic has substantially worsened in recent years
- » Developers prioritize big development over the natural features
- » Strip commercial development is unattractive and not needed

- » Non-motorized infrastructure is underdeveloped
- » New businesses should use existing vacant structures rather than developing on Greenfields
- » Need for senior facility/amenities
- » Resistance to expanding road widths/lanes
- » Lack of smaller/starter homes