

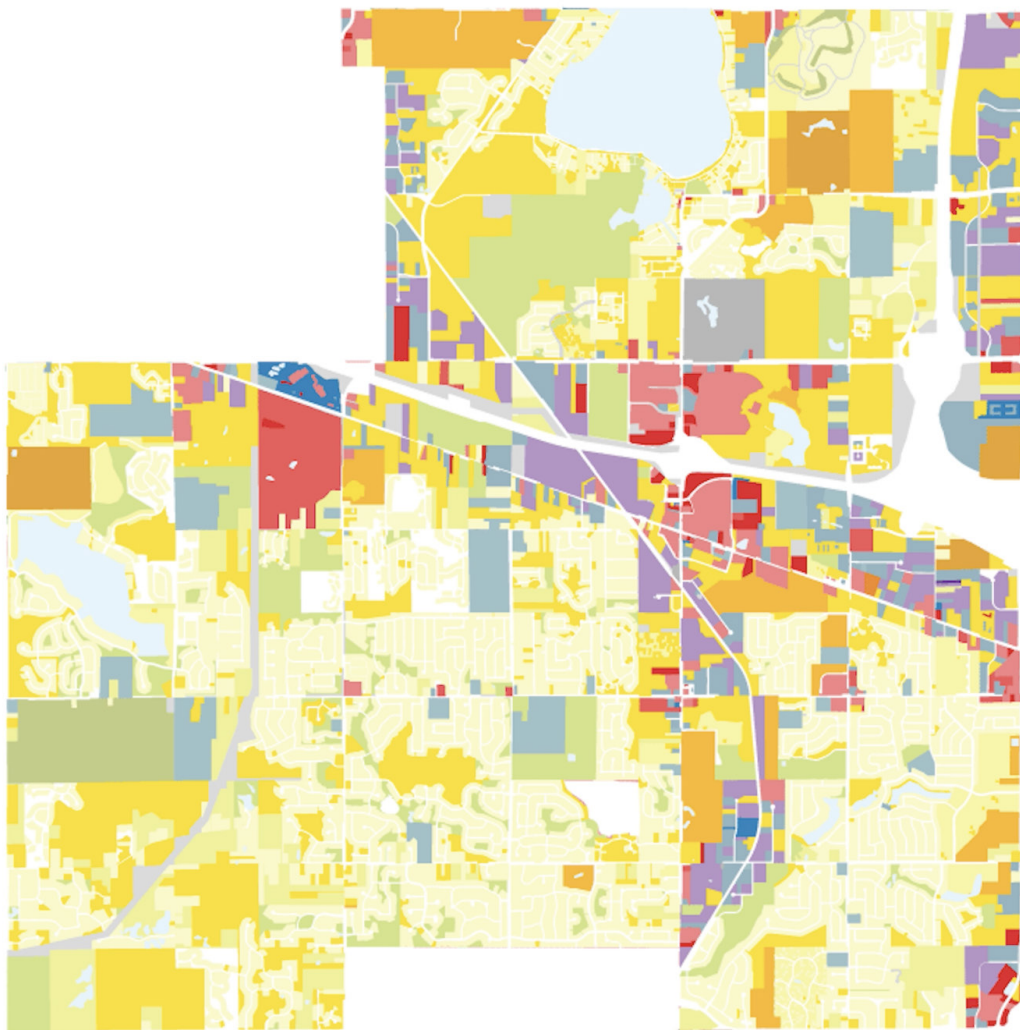
FACILITATION OF THE NOVI 2050 COMMUNITY STRATEGIC PLANNING PROCESS

Prepared for



City of Novi
Finance Counter, 2nd Floor
45175 Ten Mile Road
Novi, MI 48375

P: 248-347-0460
W: <https://cityofnovi.org/>
E: vcardenas@cityofnovi.org
RFP Novi 2050



City of Novi Land Use map 2020

Address

1001 Woodward
Suite 500
Detroit, MI 48226

Contact

Phone : +248-854-1287
Email: salam@9xsdesign.com
Website: www.9xsdesign.com

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9XS Design

PROJECT PROPOSAL

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Letter of Transmittal

Victor Cardenas
City Manager
City of Novi
Finance Counter, 2nd Floor
45175 Ten Mile Road
Novi, MI 48375

Re: Proposal for Facilitation of the Novi 2050 Community Strategic Planning Process

Dear Mr. Cardenas,

On behalf of 9XS Design, I am excited to submit this proposal to facilitate the Novi 2050 Community Strategic Planning Process. With a deep commitment to fostering inclusive, innovative, and actionable strategies, we aim to support the City of Novi in developing a visionary plan that reflects the community's aspirations and priorities.

Our team brings extensive experience in municipal strategic planning, public engagement, and placemaking. Notable projects include Downtown Design Dialogue, which facilitated collaborative conversations around urban design in a dynamic city context; Museum Trail, an initiative that combined innovative mobility planning and public art integration; and Fertile Ground, a citywide public art project rooted in community engagement and funded by Bloomberg Philanthropies. These experiences demonstrate our ability to collaborate with stakeholders, navigate complex urban issues, and deliver actionable, community-centered outcomes.

This proposal outlines our approach to delivering a comprehensive and community-driven process. Our commitment is to facilitate meaningful engagement with residents, City Council members, business leaders, and other key stakeholders, ensuring that the Novi 2050 plan is grounded in collective vision and data-driven insights.

I will serve as the primary point of contact and am authorized to make representations on behalf of 9XS Design. Please do not hesitate to reach out at the contact information listed above with any questions or requests for clarification.

We look forward to the opportunity to partner with the City of Novi on this transformative initiative. Thank you for considering our proposal, and we are excited to contribute to shaping a thriving future for your community.

Cordially,



Salam Rida | Principal | 9XS Design

Statement of Addendum

I, Salam Rida, Principal of 9XS Design, acknowledge receipt of the following addenda issued by the City of Novi for the Novi 2050 Community Strategic Planning Process RFP:

Addendum No. 1, dated 01/14/2025 01:54 PM EST

Addendum No. 2, dated 01/17/2025 04:38 PM EST

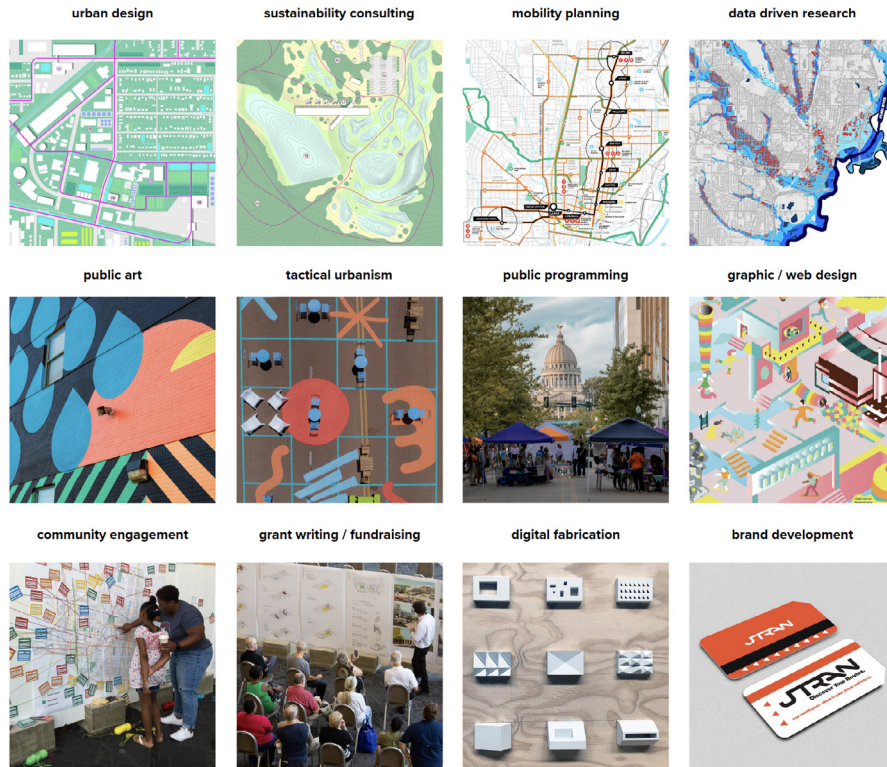
These addenda have been reviewed, and any modifications or clarifications provided within them have been incorporated into our proposal.

Sincerely,

A handwritten signature in black ink, reading "Salam Rida", is positioned above a horizontal line.

Salam Rida | Principal | 9XS Design

9XS Design



About

9XS Design is an interdisciplinary design firm dedicated to creating impactful solutions that bridge the gap between urban design, community engagement, and sustainability. Founded on the principle that thoughtful design has the power to transform communities, 9XS Design specializes in projects that balance innovation with inclusivity. From strategic planning to creative placemaking, our work reflects a deep commitment to amplifying local voices and fostering environments where people thrive. Headquartered in Detroit, we bring a unique perspective shaped by years of experience working in urban environments across the country.

Values

At 9XS Design, we believe that collaboration is the cornerstone of successful projects. Our process begins with listening to communities, stakeholders, and the natural and built environments. Using data-driven analysis and creative thinking, we craft strategies that are as actionable as they are visionary. Engagement is woven throughout our approach, ensuring that every plan is informed by the lived experiences of those it serves. From the first sketch to the final implementation, we prioritize adaptability, allowing our designs to evolve with changing circumstances while remaining grounded in the community's goals.

Process

At the heart of 9XS Design is a commitment to equity, sustainability, and impact. We believe that every project should leave a community better than we found it socially, economically, and environmentally. A key part of our process involves providing accessible visualizations and physical 3D-printed models that allow community members to fully engage with and shape the design process. These tools make complex ideas tangible, fostering dialogue, collaboration, and trust among all stakeholders. Our work is grounded in the principles of environmental stewardship, creating spaces and systems that are resilient and regenerative. Above all, we are committed to fostering joy and connection through design, empowering communities to realize their full potential.

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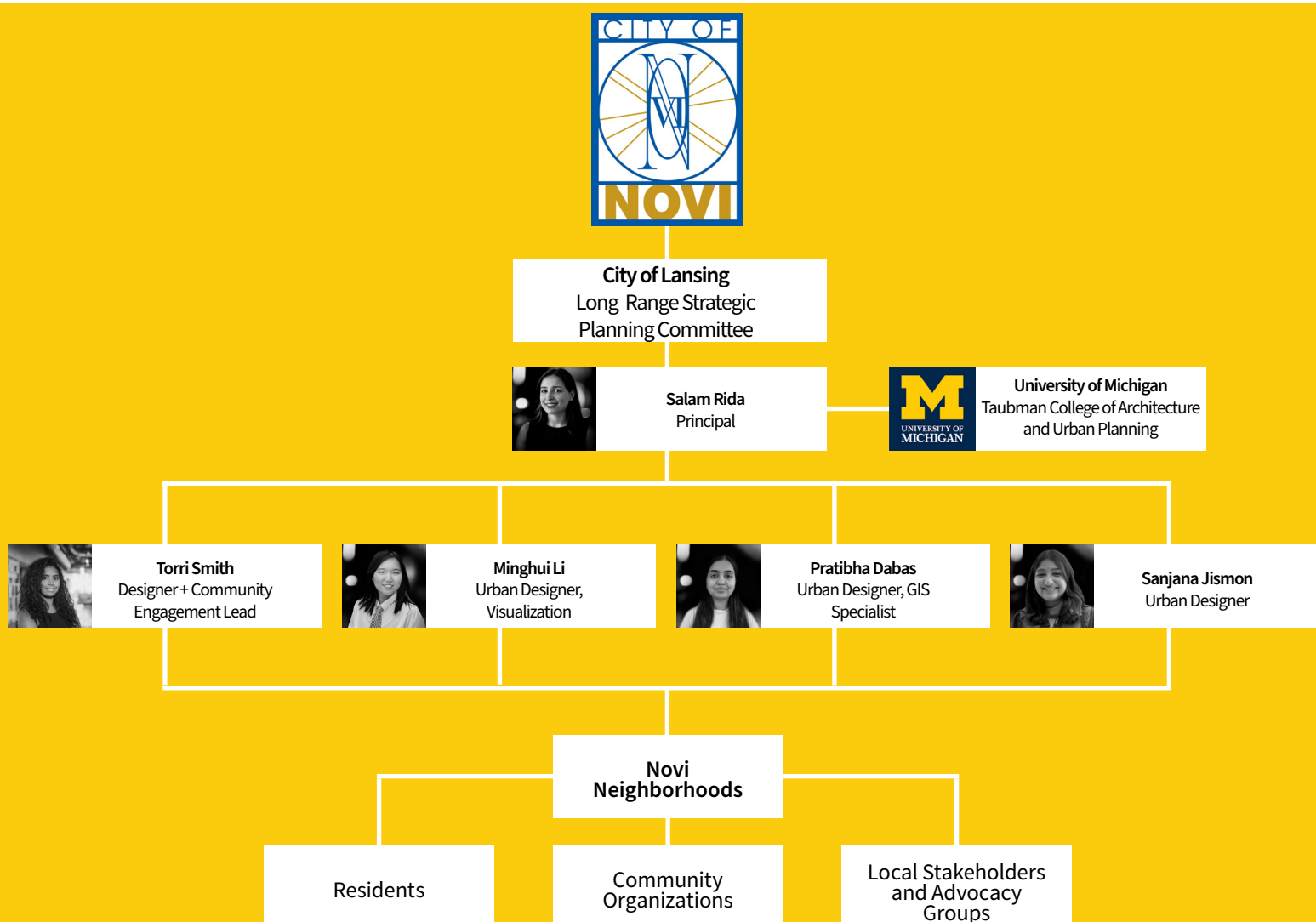
Project Team

The organizational chart demonstrates our commitment to a structured yet collaborative approach that aligns directly with the goals of the Novi 2050 Community Strategic Planning Process. By positioning the City of Novi and its Long-Range Strategic Planning Committee at the forefront, we emphasize their leadership role in driving the visioning process. Our team structure reflects a clear and strategic distribution of expertise, bringing together specialists in strategic planning, community engagement, urban design, and data analysis to support the city's aspirations for a dynamic and inclusive future.

This chart highlights our process of actively engaging with the City of Novi to understand and collaboratively address its unique needs and priorities. Our structure is designed to integrate seamlessly with the City's Steering Committee, ensuring that diverse voices, residents, business leaders, civic organizations, and other stakeholders are effectively engaged at every stage. By emphasizing these connections, we aim to create a collaborative and transparent framework that bridges professional expertise with local insights.

Our team includes specialists in public engagement, equity-focused design, and long-term strategic planning, ensuring that every aspect of this process, from visioning workshops to strategy development, is executed with care, precision, and a commitment to inclusivity. By engaging residents from all segments of Novi's community, including historically underrepresented groups, we ensure that the strategic planning process reflects the full breadth of voices shaping the city's future.

In addition to our focus on inclusivity, our team is experienced in designing actionable frameworks for performance measurement and ongoing evaluation, ensuring that Novi 2050's goals are not only aspirational but also achievable. Together, we bring a unique combination of local knowledge, technical expertise, and innovative methodologies to deliver a strategic plan that positions Novi as a model for thoughtful, inclusive, and forward-looking community planning.



9XS DESIGN

SALAM RIDA

PRINCIPAL



Salam Rida is a designer and educator recognized for her unwavering commitment to advancing spatial justice and equity within the realm of design. She previously established and led the long-range planning division at the City of Jackson, where she worked on transformative projects that addressed systemic challenges across multiple scales. Rida's extensive experience spans the non-profit, government, private, academic, and philanthropic sectors, equipping her with the ability to navigate complex, interdisciplinary projects with ease. She is the founder of 9XS Design, an interdisciplinary practice focused on creative placemaking, tactical urbanism, incremental design, and sustainability. Salam is passionate about the impact of the built environment on quality of life and the responsive role design plays in engaging stakeholders throughout the design process.

EDUCATION

Bachelor of Science

University of Michigan
Ann Arbor
2011

Master of Architecture

University of Michigan
Ann Arbor
2017

RECENT AWARDS

ARIA GRANT

Detroit At Play

Arts Initiative, University of
Michigan
2024

ARTS AND RESISTANCE

Unearthed Currents

Arts Initiative, University of
Michigan
2023

EXPERIENCE

Detroit MI | Design Coordinator 2022-Current

FMP 1 and 5 Detroit Public School District- New construction

Ann Arbor MI | Lecturer 2022-Current

Michigan Mellon Design Fellow- Taubman College

Detroit MI | Designer 2024

Unearthed Currents, Public Art Installation

Jackson MS | Project Manager 2021

Farish Street- Masterplan

Jackson MS | Project Manager 2020-2022

Museum Trail- Masterplan, Brand Identity

Jackson MS | Designer, Co-Founder, Co-Owner 2017-2022

Ecoshed- Adaptive Re-Use Construction

Jackson MS | Project Manager 2018-2020

ONELINE Bus Rapid Transit- Masterplan

Jackson MS | Project Manager 2018-2020

Downtown Convention Center- Masterplan

Jackson MS | Project Manager 2018-2020

Bloomberg Philanthropies Public Art Challenge: Fertile Ground Project

9XS DESIGN

TORRI SMITH

DESIGNER AND ENGAGEMENT LEAD



Torri Smith is a Detroit based designer, artist and educator; her investigations span from environmental justice and design biology to storytelling and urban placemaking. Smith has nine years of design experience within the city of Detroit. She currently works at both Hannah Architects and additionally serves as the Principal + Founder of ARC BAE. In addition, Smith teaches as a Lecturer I faculty in both the Architecture and Urban Technology programs at Taubman College and is the current Director for ArcStart; a pre-college summer program for high school students. Smith currently conducts research related to her interests at the intersection of environmental justice, urban activism and design while simultaneously exploring the ways in which ecological regeneration can address systemic racial inequity.

EDUCATION	EXPERIENCE
Bachelor of Science Lawrence Technological University 2015 Master of Architecture University of Michigan Ann Arbor 2021	Detroit MI , Designer 2024-Current Michigan Central Station- Tenant Space Interior Design Ann Arbor MI Director 2024-Current ArcStart Pre-College Program- Taubman College South Bronx NY Principal, Design Lead 2023-2024 Emerging Leaders Center- Interior buildout Detroit MI Designer 2023-Current North End Landing- Masterplan, New construction Detroit MI Designer 2021-Current Perfecting Church- New construction Detroit MI Design Lead, Owner 2021 14801 East Jefferson- Adaptive reuse Green Bay WI Designer 2017-2019 Lambeau Field- Interior renovation Phoenix AZ Designer 2016-2018 ISM Raceway- Exterior Renovation, New construction
RECENT AWARDS	
ARIA GRANT Detroit At Play Arts Initiative, University of Michigan 2024 JASON PETTIGREW AWARD Memorial ARE Award Architects Foundation 2021	

9XS DESIGN

MINGHUI LI

URBAN DESIGNER



Minghui Li is a passionate urban designer and architect actively seeking to make an impact in changing the world creatively focusing on sustainability and the social environment. Her interest is across urban design, landscape, and architecture fields at various scales with varying typologies. Before coming to 9XS Design, she worked as a project assistant collaborating with the Institute of Sociology and Taubman College, using models and animations to visualize and disseminate knowledge of the housing inequality problem and scenarios of initiative solutions in Detroit. She had rich experience working on architecture and urban design projects in China. Her curiosity about the design world drives her to continually explore design methods and cutting-edge technologies while being committed to creating innovative and impactful solutions for urban and building challenges.

EDUCATION

Master of Urban Design

*University of Michigan
Ann Arbor*

2023

Master of Science, Architecture and Urban Design

University of California, Los Angeles

2022

Bachelor of Architecture

Tianjin University

2020

AWARDS

FIRST AWARD

Beijing 798(Art Dist.) International Design Week Brick-Construction Design Award

/ 2016

CERTIFICATION

LEED Green Associate

/ 07.2013 - 07.2025

EXPERIENCE

PROGRAM ASSISTANT

University of Michigan / Ann Arbor / 2022-2023

Designed a series of scenarios and used Cinema4D to produce the animations for the Housing Inequality video, intended to: examine housing inequality, discuss historical context, highlight the racial wealth gap, address contemporary issues, and propose solutions.

INTERN

URBANUS, Architecture and Design / Beijing / 2021

Developed preliminary design for the renovation of the Shenyang Iron and Steel Works. Assisted with schematic design of Baisha Island Mixed-Use Project, Yang's Art Exhibition in Hangzhou, facade design of the Cultural Hall of Zhuozhou. Wrote weekly reports in Sanlian Chengdu magazine.

INTERN

Tianjin Construction Engineering Group Architectural Design Co., Ltd / Tianjin / 2019

Made construction drawings and assisted with design development for a bus stop and residential renovation.

VISITING STUDENT

Senior Students Urban Design- TJU & University of Michigan Joint Design Workshop / Ann Arbor / 2018

Participated in the joint urban design of the Hutong area in Xiguan Avenue, Tianjin. Selected as undergraduate student representative to give the final presentation on Vertical Hutong at Taubman College.

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PRATIBHA DABAS

URBAN DESIGNER AND GIS SPECIALIST



Pratibha is an architect from India who recently earned a Master's degree in Urban Design from the University of Michigan. She consistently views design as a powerful tool to influence people's lives positively. Before embarking on her graduate studies, Pratibha worked in an multidisciplinary design firm where she contributed to three city redevelopment projects. While pursuing her studies, Pratibha undertook a thesis project focused on the rapid urban transformation affecting rural land and livelihoods on the urban fringe of New Delhi, India. Her research highlights the importance of incorporating ethnographic methods to integrate local knowledge into design work effectively. Most importantly, in an era marked by climate uncertainty, Pratibha emphasizes the need to develop co-design solutions that are adaptable and responsive to the needs and capacities of citizens.

EDUCATION

Bachelor of Architecture*G.G.S.I.P.U.**New Delhi, India*

2021

Master of Urban Design*University of Michigan**Ann Arbor*

2023

AWARDS

FIRST AWARD*International Institute Individual Fellowship (IIIF)*

/ 2022 - 2023

SECOND AWARD*Merit based scholarship from the University of Michigan*

/ 2022 - 2023

CERTIFICATION*CA/2022/142531*

/ 2022 - Present

EXPERIENCE

RESEARCH EXPERIENCE*University of Michigan / Ann Arbor / 2022-2023*

Proposal: Inside-Out: Delhi's peripheral Urbanities

Researched encroachment issues in Delhi's peri-urban fringes, revealing how unchecked development led to waterlogging and decline of existing villages.

ARCHITECTURAL DESIGNER*Daaki Pvt. Ltd. / India / 2021-2022*

Daaki Headquarters: Mixed-use development: Adaptive reuse and Energy efficient design of an old factory

Co-lead conceptual and schematic design, building construction and 3-d modelling.

DESIGN INTERN*Studio Archohm / India / 2020-2021*

Ekamra Plan Urban Rejuvenation :\$20 million+ District and Citywide master planning and landscape design project.

Hussainabad Heritage Walk, Museum Design: 0.8 mile heritage walk mixed-use development.

H&N Temple Design: Master planning and Landscape design project.

Oranje Castle Group Housing/MVRDV+Studio Archohm: 437-unit housing project on a 7-acre site.

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SANJANA JISMON

URBAN DESIGNER



Sanjana is an urban designer and architect who finds her interests deeply rooted in envisioning cities that champion social justice and equity, emphasize resilience, and weave compelling narratives. Her approach to crafting inclusive environments seamlessly merges imaginative urban design tactics with a keen focus on placemaking. With each project, she prioritizes community empowerment, firmly believing that design possesses the power to eloquently convey narratives, enthralling audiences and fostering a sense of belonging. Throughout her career, she endeavors to co-create cities that surmount obstacles and pave the way for a future characterized by egalitarianism, sustainability, and connectivity.

EDUCATION

Bachelor of Architecture

*University of Kerala
India*

2019

Master of Urban Design

*University of Michigan
Ann Arbor*

2023

AWARDS

FIRST AWARD

*Merit Based Scholarship from
the University of Michigan*

/ 2022 - 2023

SECOND AWARD

*'Popular Entry' award for Streets
for People Kochi Competition*

/ 2021

CERTIFICATION

COA India CA/2020/114283

/ 2020-2025

EXPERIENCE

GRADUATE RESEARCH ASSISTANT

University of Michigan / Ann Arbor / 2023

Collaborated in developing the website for the 'River [hi]stories: Wahnabezee and the Urban Park Futures' project, facilitating community engagement events at Belle Isle, Detroit

JUNIOR ARCHITECT

Studio Recyclebin / India / 2020 - 2022

Worked with local governments and non-profit organizations to develop and implement urban scale proposals and strategies for projects such as the UN HRML Project in Kerala, Slum Rehabilitation in Chennai and art installations at Vellanikalpara Park in Trivandrum.

INTERN ARCHITECT

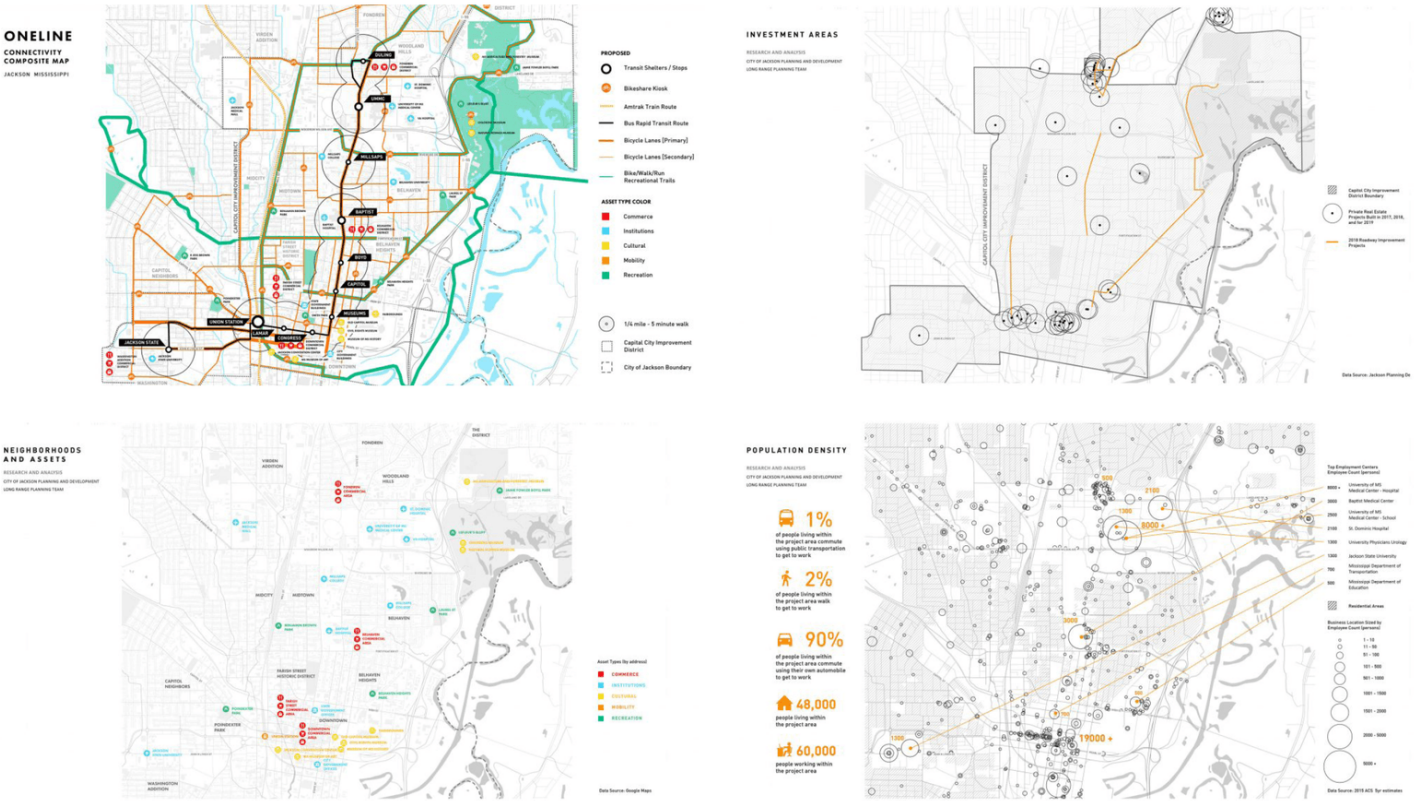
Lacasa Architects and Planners / U.A.E / 2020

Contributed to the design and development stages of hospitality, residential, and commercial projects as well as master planning for multi-use zoned islands in the Middle East.

INTERN ARCHITECT

Binesh Architects / India / 2017

Facilitated effective communication and client satisfaction by coordinating regular meetings with clients, actively discussing design changes, project budget, and material selection for various private residential projects.



ONELINE (click for more info on website)

ONELINE is a 5-mile multi modal corridor that aims to connect neighborhood nodes, institutions, and economic centers. The project is centered around a dynamic BRT (Bus Rapid Transit) system that extends from the Fondren area through Downtown to Jackson State University. This project will provide new infrastructure that prioritizes pedestrians, bicycles, bikeshare, carshare, electric scooters, and the bus rapid transit system. Smart street infrastructure is also deployed throughout the corridor which will include public WiFi, smart cameras, street lights, traffic signals, digital display panels.

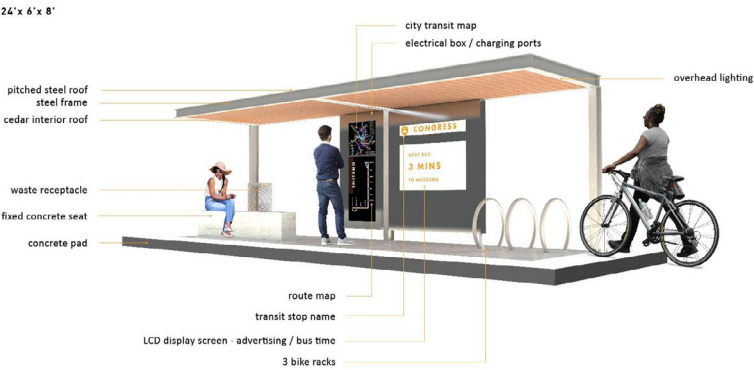
PROJECT GRANT AWARD

[\\$1 Million Federal Transit Authority Planning Grant](#)

PROJECT ROLE

Planning
MASS mobility evaluation
Grant Writer
Designer

TRANSIT SHELTER MODEL M



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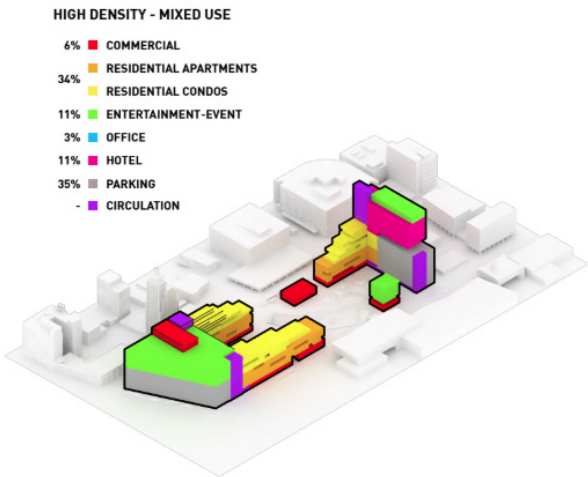
Downtown Design Dialogue

Master plan and Community Engagement

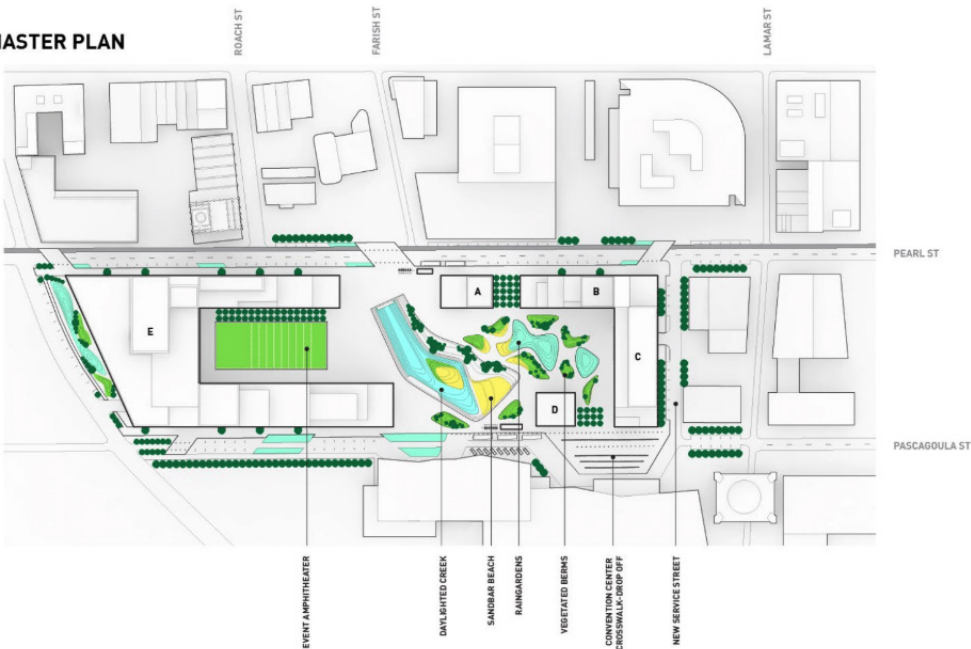
The purpose of the dialogue is to critically engage the public about the future of downtown redevelopment. This dialogue focuses on challenging the standard processes that the Planning Department, developers, and other stakeholders go through when developing a project. This dialogue is about downtown and how a 9 acre undeveloped parcel of land across from the Jackson Convention Complex can completely transform how Jackson’s downtown functions.

PROJECT ROLE

Project Manager
Community Engagement Coordinator
Designer



CONCEPTUAL MASTER PLAN



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X	X	X
X	X	X



Belhaven CID
**Building Community, Enhancing
Neighborhood Life.**

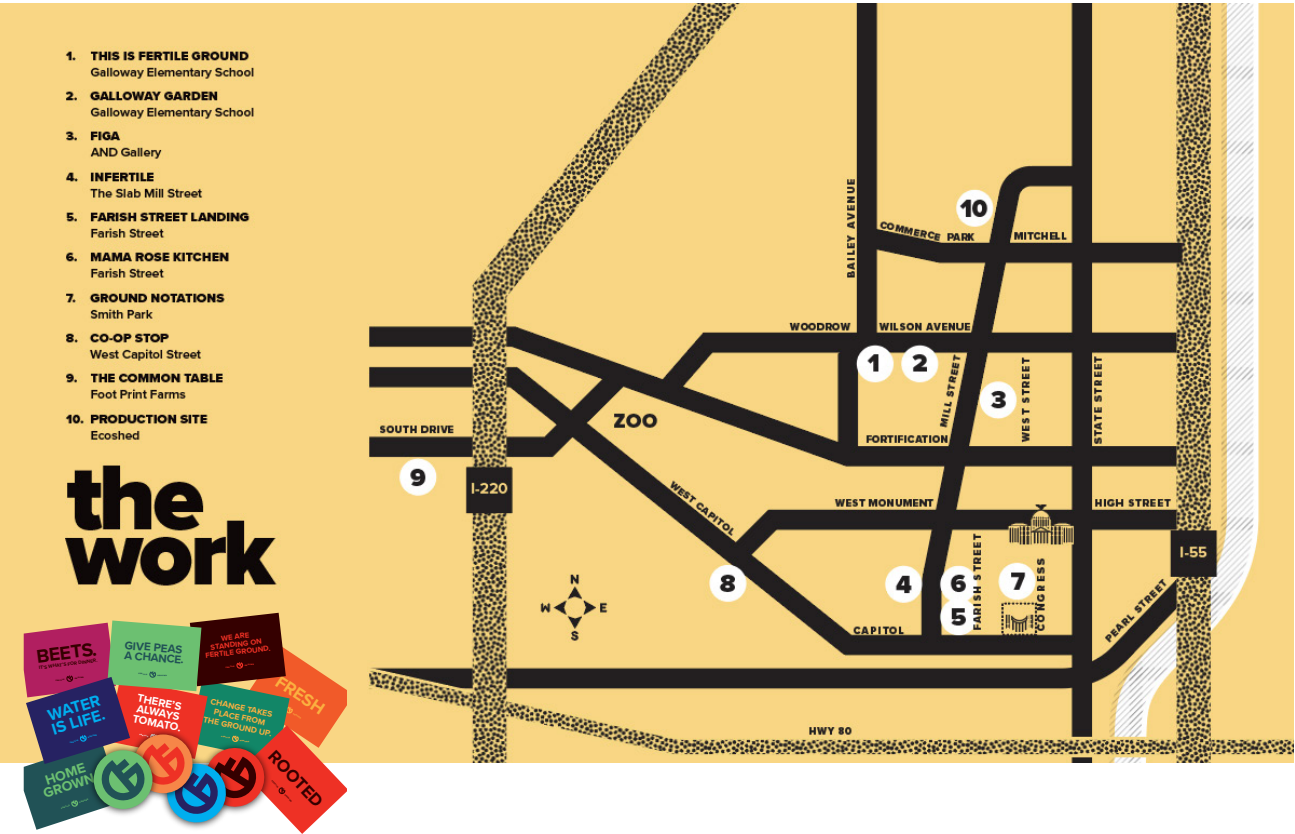
The Belhaven neighborhood master plan envisions a vibrant, sustainable community that fosters a sense of belonging and well-being among its residents. As part of this vision, exploring the establishment of a Community Improvement District (CID) holds significant promise in enhancing neighborhood amenities. Through a CID designation, Belhaven can leverage collective resources to implement crucial infrastructure improvements, beautification projects, and enhanced public services. These could include initiatives such as streetscape enhancements, landscaping, public art installations, improved lighting, and increased security measures. Additionally, a CID could facilitate the development of community gathering spaces, recreational facilities, and cultural hubs, enriching the neighborhood’s social fabric and fostering a stronger sense of community pride. By harnessing the power of collective action, a CID in Belhaven has the potential to transform the neighborhood into a more livable, sustainable, and thriving urban enclave for residents and visitors alike.

PROJECT ROLE

- Project Manager
- Community Engagement Coordinator
- Planning
- Designer

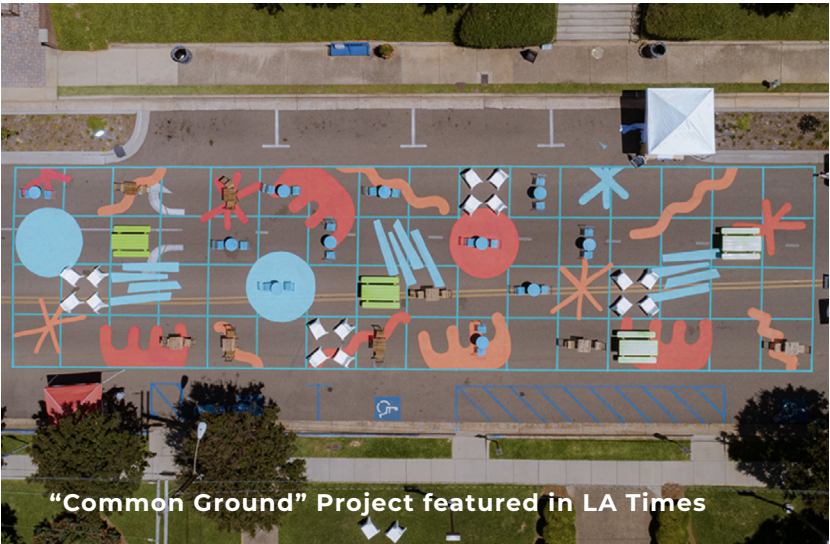


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X	X	X



Fertile Ground

10 project installation located within a food desert. The sites are positioned along the linear path of the railroad in the center of the city that has historically been the segregation “redline” between West and East Jackson. The installations alternate from the east to the west side of the track aiming to bring the segregated communities together within public space to talk about food. The project grant proposal originally concentrated the artwork and activities at three sites but quickly expanded into ten sites after project team discussions. Installations are situated in a variety of urban typologies ranging from government spaces, elementary schools, industrial parks, neighborhoods, and the countryside.



PROJECT BUDGET

\$1 MILLION from Bloomberg Philanthropies

PROJECT ROLE

Grant Writer and Project Manager
Non-Profit Foundation Founder
Creative Director

PROJECT OBJECTIVE

To deploy installations and performances across areas of the city experiencing food access issues, exploring topics such as food sovereignty, nutrition, domestic hunger, and the agrarian landscape. Through tactical art and strategies, the project aimed to raise awareness and stimulate conversation about food access challenges and solutions within the community and state.

DELIVERABLE (link for more)

- 50+ project installations across the City
- [Project Evaluation](#)
- [Documentary: Awarded Southeast Emmy](#)
- [Project Booklet](#)
- Transportation Policy Development

X	X	X
X	X	X
X	X	X



Galloway Learning Garden
Part of Fertile Ground Project

The Galloway Learning Garden is an innovative outdoor classroom installed at Galloway Elementary School in Jackson, Mississippi, as part of a cross-disciplinary collaboration involving students and faculty from Mississippi State University’s landscape architecture, architecture, and graphic design programs. Recognized with an Honor Award for Student Collaboration by the American Society of Landscape Architects, the garden integrates five educational themes—math, science, art, health, and food education—into its design. The project features groundbreaking elements, including 3D-printed concrete benches, and was tailored to the school’s needs through extensive collaboration with educators and stakeholders. By reimagining outdoor learning spaces, the Galloway Learning Garden promotes hands-on, interdisciplinary education while addressing critical topics such as food access and sustainability. This project exemplifies the power of design to transform educational environments and foster community engagement.



PROJECT BUDGET

\$50,000

PROJECT ROLE

Grant Writer and Project Manager
Non-Profit Foundation Founder
Creative Director

PROJECT TEAM

MSU Architecture and Landscape School
MSU Graphic Design Program
Galloway Elementary

Award

Design award from the American Society of Landscape Architects

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X	X	X
X	X	X



Ecoshed
Cultivating Creativity,
Nurturing Innovation in
Sustainable Spaces and Adaptive Reuse

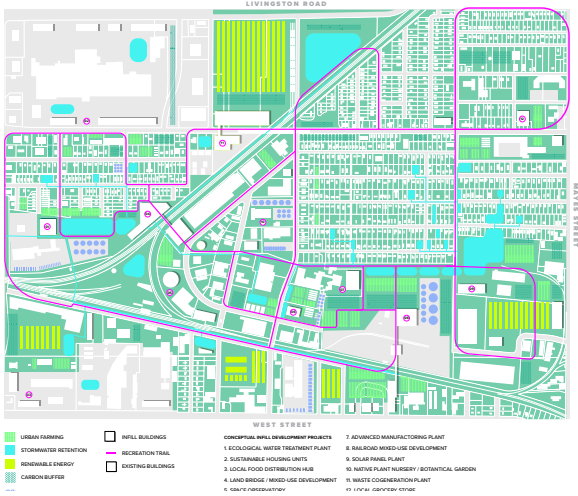
Ecoshed is a creative mixed-use development based in the Industry Park neighborhood of Jackson, Mississippi. The facility features shared workspace for entrepreneurs and offers indoor and outdoor event spaces. Our site exhibits urban farming, water recycling, passive energy systems, and other examples of green infrastructure. The dynamic design and combination of shared uses stimulates creativity, collaboration, and interdisciplinary thinking. We call this unique combination “creative infrastructure”.

PROJECT COST

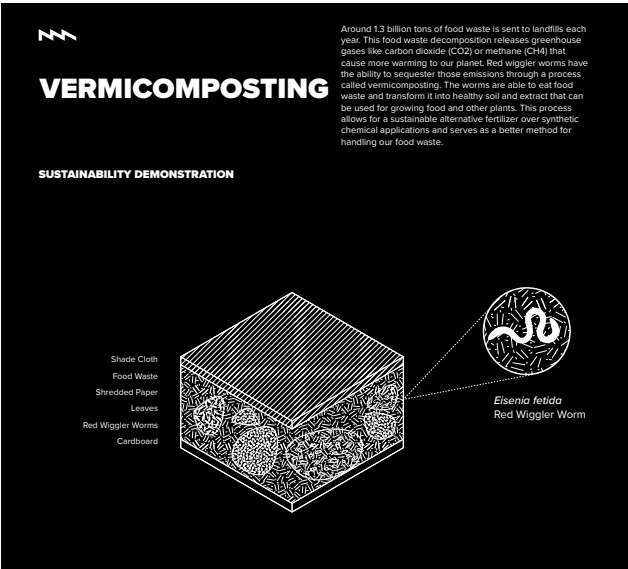
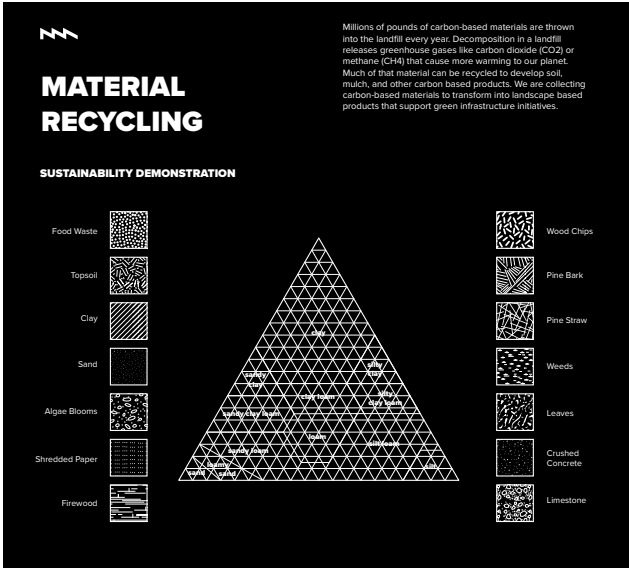
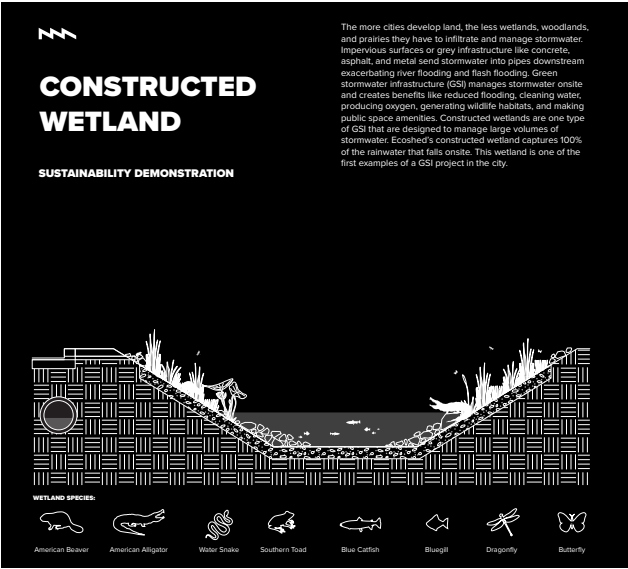
\$2.2 MILLION funded by angel investors

PROJECT ROLE

Co-designer, Co-owner, Co-operator



X	X	X
X	X	X
X	X	X



Ecoshed

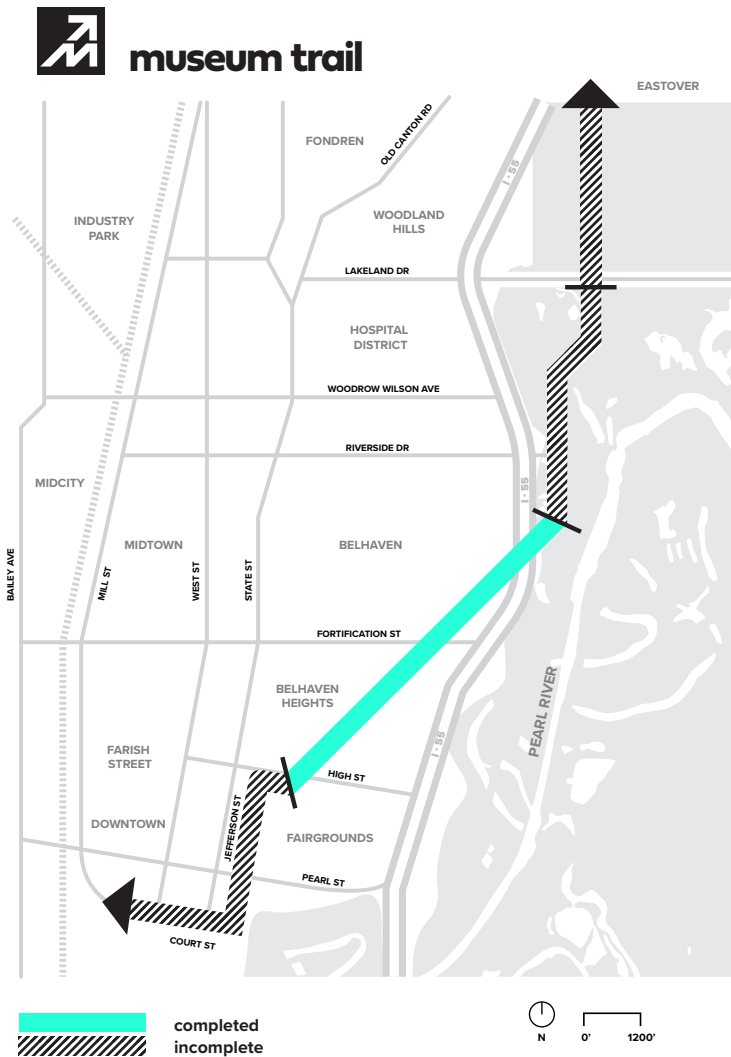
Environmental Mapping and Educational Signage

This project signage for the Ecoshed integrates sustainability education with community engagement through thoughtfully designed signage and visual materials. These displays, created with durable digital prints on Alumilite, highlight topics such as green stormwater infrastructure, regenerative farming, vermicomposting, and energy-efficient building practices. By combining environmental mapping with engaging graphics, the project educates visitors on critical sustainability practices while promoting awareness of urban ecosystems. This initiative exemplifies how accessible design and educational tools can foster environmental stewardship and inspire sustainable community action.

PROJECT ROLE

Co-designer, Co-owner, Co-operator

X	X	X
X	X	X
X	X	X



Museum Trail

Multi-use trail in Jackson that connects the city to museums, parks, and communities

In 2021, we developed a conceptual development pitchdeck and brand package for the new Museum Trail in Jackson, Mississippi. Our goal was to communicate an energetic brand identity that can catalyze more public and private investment into the trail system. The materials we produced outlines where the trail is today, targets where investment is needed, and offers direction for future public space investment along the trail.

PROJECT ROLE

Planning
 MASS mobility evaluation
 Grant Writer- Received \$50,000 from AARP
 Brand Identity and Social Media



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X	X	X
X	X	X

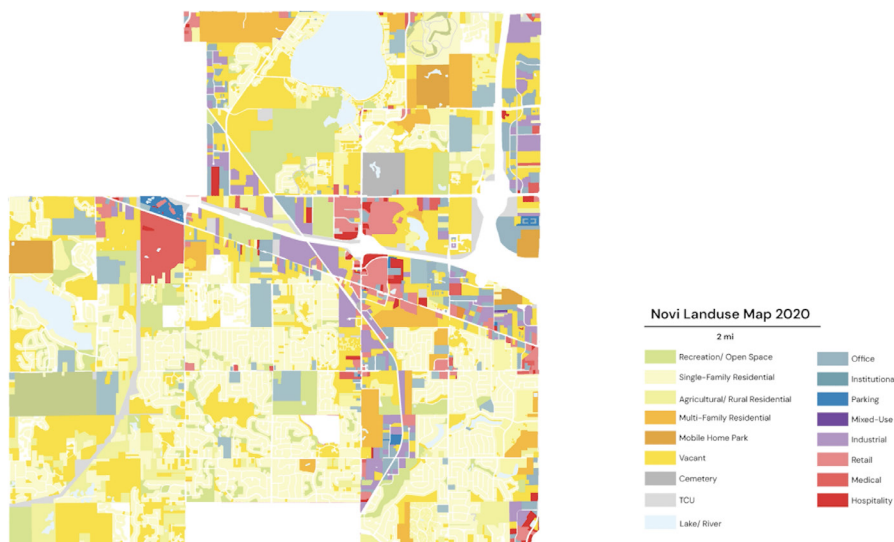
Project Approach

Building a Collaborative, Inclusive, and Actionable Vision for Novi 2050

In Novi, **“Quality of life...is the way of life.”** This guiding principle reflects the city’s commitment to fostering vibrant communities, excellent schools, and a thriving business environment. As Novi looks toward 2050, our approach is designed to honor this legacy while charting a bold and inclusive path forward. At 9XS Design, we believe the foundation of a successful community strategic plan lies in thoughtful collaboration, deep community engagement, and innovative yet pragmatic solutions. Our approach to the Novi 2050 Community Strategic Planning Process centers on three guiding principles: inclusivity, adaptability, and actionability.

Phase 1: Discovery and Contextual Understanding

We begin by immersing ourselves in Novi’s unique character, leveraging existing plans, demographic data, and community assets. Through stakeholder interviews, GIS mapping, and benchmarking comparable cities, we will define the core challenges and opportunities that Novi faces as it looks toward 2050. This phase lays the groundwork for an evidence-based and community-informed approach.



For example, the Novi Land Use Map 2020, created in collaboration with my students at the University of Michigan, serves as an illustrative tool to contextualize land use patterns, zoning, and spatial relationships across the city. This map demonstrates how visualizing data can highlight areas of opportunity and challenges, laying the groundwork for informed discussions and decision-making. Tools like this will guide our efforts in identifying trends, defining critical gaps, and setting the foundation for future scenarios.

Key activities in this phase include:

- **GIS Mapping and Analysis:** Using advanced mapping tools to visualize land use, demographics, and infrastructure data.
- **Benchmarking Peer Cities:** Examining best practices and comparable models for quality of life, sustainability, and growth.
- **Asset Mapping:** Identifying key cultural, natural, and economic assets that define Novi’s character.

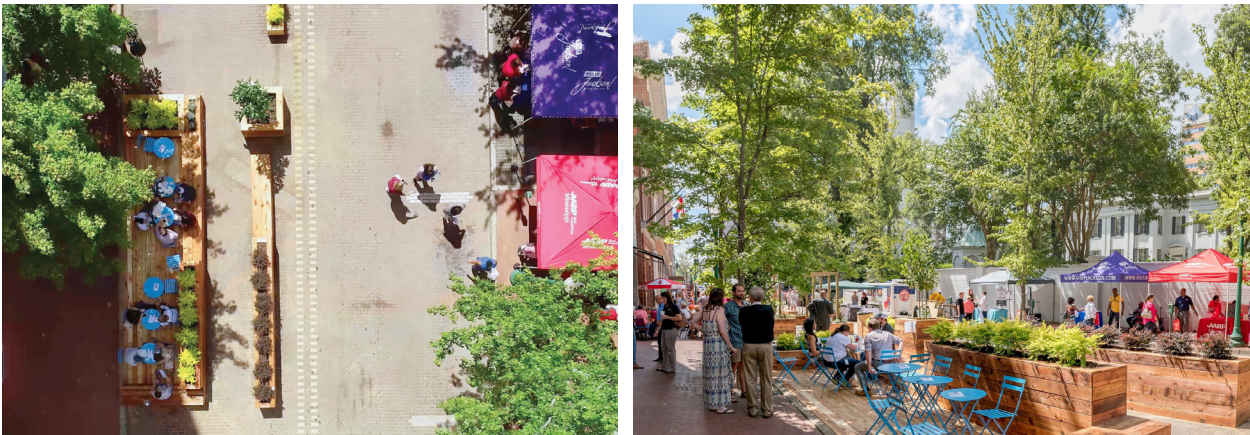
By emphasizing visualization and accessibility in this phase, we aim to ensure that all stakeholders can engage meaningfully with the data, laying a strong foundation for the collaborative and inclusive process that follows.

Project Approach

Phase 2: Visioning and Community Engagement

Engagement is at the heart of our process. We will design an engagement framework that prioritizes diverse participation and fosters a shared vision. Key tactics will include:

- Citywide Workshops to solicit ideas and priorities for Novi's future.
- Neighborhood Listening Sessions to understand hyperlocal concerns and aspirations.
- Interactive Digital Tools for data collection and input visualization.
- Pop-Up Engagement Events to meet residents where they are, ensuring accessibility and inclusivity.



Parking Day Event Funded by AARP allowed us to setup an event where we could interview residents about planning issues.

By fostering open dialogue, we aim to amplify community voices, especially from underrepresented groups, and ensure they directly inform the strategic vision.

Phase 3: Data-Driven Insights and Scenario Development

Using the insights gathered, we will analyze trends, identify critical gaps, and develop future scenarios. These scenarios will test policy ideas, resource allocations, and infrastructure investments, ensuring alignment with Novi's goals. Visualization tools and GIS mapping will help communicate these findings clearly and accessibly.

Phase 4: Strategic Planning and Implementation Framework

The strategic plan will translate vision into actionable strategies. This includes:

- Clear goals and objectives tied to community feedback and data insights.
- Performance metrics for tracking progress over time.
- Short-, Medium-, and Long-Term Action Plans to guide implementation and maintain momentum.
- Our focus will be on ensuring the plan is not only visionary but also achievable, providing a roadmap that can adapt to future challenges.

Phase 5: Communication and Plan Adoption

Finally, we will create an accessible, visually compelling final plan. Through presentations and public open houses, we will support the City of Novi in generating broad buy-in and excitement for Novi 2050.

Public Engagement Plan Overview

Setting clear public engagement goals is essential to ensure the process is inclusive, fosters trust and transparency, and empowers community members to actively shape Novi's future while building long-term buy-in and ownership of the strategic plan.

PRINCIPLES



Engage in Space

Meet residents in locations that are accessible, familiar, and welcoming.



Inclusive by Design

Prioritize equity by removing barriers and creating opportunities for everyone to participate meaningfully.



Close the Loop

Build trust by showing how public input shapes decisions and ensuring clear communication.



Collaborate to Amplify

Strengthen the process through partnerships with local organizations, civic groups, and trusted community leaders.

GOALS & METRICS

20+

Stakeholder and Technical Advisory Taskforce (TAT) Interviews and Listening Sessions

3

Keystone Citywide Workshops

10+

Pop-Ups and Smaller Engagement Events (Targeting Over 1,000 Interactions)

3

Community Surveys (Translated into 3+ Languages to Ensure Accessibility)

12+

Monthly Email Updates Sent to Stakeholders and Community Members

6+

Advisory Group Sessions To Guide and Refine Project Milestones

500+

Youth Participants Through School and Community Engagement Programs

5000+

Unique Website Visitors Engaging Through Interactive Tools and Updates

Public Engagement Plan

Goals of Engagement

- **Inclusive Participation:** Ensure all community segments, including underrepresented groups, have opportunities to participate meaningfully.
- **Transparency and Trust:** Build confidence in the process through clear communication and follow-through on feedback.
- **Informed Decision-Making:** Gather actionable insights that directly inform the strategic framework.
- **Sustained Involvement:** Maintain momentum and engagement throughout the process to foster long-term community buy-in.

Key Engagement Strategies

Community Visioning Workshops

Host three large-scale workshops to bring together residents, businesses, and civic leaders to explore Novi's future.

Activities:

- Vision boards and priority-setting exercises.
- Interactive discussions on challenges and opportunities.
- Live polling for real-time feedback.

Stakeholder and Technical Advisory Taskforce (TAT) Listening Sessions

Conduct 20+ sessions with key stakeholders, businesses, and organizations to guide and refine the plan.

Format: One-on-one interviews and group discussions.

Purpose: Gather specific insights and technical feedback throughout the process.

Pop-Up Engagement Events

Deploy mobile engagement activities at community hubs, such as parks, libraries, and local events.

Features:

- Interactive tools like feedback walls and mapping exercises.
- Casual setups to encourage participation from passersby.

Goal: Reach residents who may not attend formal meetings.

Community Surveys

Conduct three citywide surveys to gather input during key phases.

Focus Areas:

- June 2025: Community priorities and aspirations
- September 2025: Feedback on draft scenarios
- March 2026: Input on final strategies

Public Engagement Plan

Accessibility: Multilingual surveys to ensure inclusivity.

Online Engagement Platform

Create an online platform for ongoing participation and feedback.

Features:

- Surveys with interactive elements (e.g., priority ranking, mapping).
- A live dashboard showing engagement results and updates.

Goal: Attract 5,000+ unique visitors and ensure accessibility for those unable to attend in person.

Email Updates

Provide consistent updates to stakeholders and community members throughout the process.

Frequency: Monthly emails reflecting key milestones, upcoming events, and opportunities for feedback.

Phased Public Engagement Breakdown

PHASE

01

AWARENESS AND OUTREACH

- Launch the project through public announcements and outreach campaigns.
- Form the Stakeholder and Technical Advisory Taskforce (TAT).
- Begin committee planning for the engagement framework.

Deliverables:

- Launch materials (flyers, press releases, social media posts).
- Initial project website with the engagement timeline and resources.
- Committee planning session notes and TAT member list.

PHASE

02

LISTENING AND VISIONING

- Host Council Workshop #1 (May 2025) to align leadership on priorities.
- Launch Survey 1 (June 2025) to collect community aspirations and challenges.
- Conduct Community Workshop 1 (July 2025) for community visioning and idea generation.
- Organize Futurist Workshop #2 (July 2025) to introduce innovative ideas for Novi's future.
- Hold Stakeholder and TAT Listening Sessions to refine early insights.
- Conduct pop-up events in neighborhoods, targeting youth, businesses, cultural organizations, and the school district.
- Launch Survey 2 (August 2025) to establish metrics and performance indicators that allow for regular tracking of the city's progress toward achieving Novi 2050 goals.
- Host Council Workshop #2 (September 2025) to review thematic frameworks and draft scenarios.
- Conduct Community Workshop 2 (September 2025) for follow-up and scenario planning.
- Host Council Workshop #3 (December 2025) to review feedback and project updates.

Deliverables:

- Workshop summaries (visioning, thematic frameworks, metrics, and scenarios).
- Survey results report.
- Stakeholder session notes with actionable insights.
- Pop-up event feedback summaries.

PHASE

03

DATA-DRIVEN INSIGHTS AND SCENARIO DEVELOPMENT

- Develop thematic frameworks based on early input.
- Launch Survey 3 (March 2026) to collect community feedback on the draft scenarios.
- Continue Stakeholder and TAT Listening Sessions to validate strategies.
- Host a Board/Commission Chair Workshop to gather leadership input on the thematic frameworks.

Deliverables:

- Survey 3 results report.
- Stakeholder session notes highlighting refinements.
- Updated thematic frameworks based on community and leadership input.

Phased Public Engagement Plan

PHASE

04

DRAFT PLAN FEEDBACK

- Host final Stakeholder and TAT Listening Sessions for feedback on the draft plan.
- Update the online platform to share the draft plan for public review.

Deliverables:

- Draft plan summary and workshop materials.
- Finalized stakeholder session notes.
- Public-facing draft plan visualization on the project website.
- Review graphics and images meet City standards.
- Ensure goals and metrics aligned with City's vision.

PHASE

05

FINAL PLAN LAUNCH

- Host Workshop 3: a public event to unveil the final plan.
- Present the final plan to stakeholders and the broader community.
- Provide implementation tools and ongoing resources for tracking progress.

Deliverables:

- Final plan document (print and online versions).
- Public event materials (e.g., invitations, summary handouts).
- Final website update with adopted plan and tracking tools.

Timeline

The proposed 15-month timeline for the Novi 2050 Community Strategic Planning Process is structured into five key phases: Pre-Engagement Planning, Community & Stakeholder Engagement, Analysis and Draft Development, Draft Plan Feedback, and Final Plan Launch. This phased approach ensures a comprehensive and inclusive process, from establishing partnerships and gathering community input to delivering actionable strategies, draft reviews, and a finalized plan that reflects the collective vision of Novi's residents and stakeholders. The timeline demonstrates a commitment to sustained engagement, transparency, and alignment with the City's goals, with flexibility to adjust based on the City's evolving needs.

Task	Start	End	Duration (Months)
Phase 1: Pre-Engagement Planning			
Project Kickoff with City	03/01/2025		-
Plan community engagement process with the City	03/01/2025	03/31/2025	1
Identify Key Engagement Groups and Neighborhood Working Groups	04/01/2025	04/30/2025	1
Design & print flyers and digital outreach materials	04/01/2025	04/30/2025	1
Host first Steering Committee meeting	04/15/2025	04/30/2025	.5
Phase 2: Community & Stakeholder Engagement			
Host Council Workshop #1 to define project vision and priorities	05/05/2025		-
Design In-Person Engagement Activities (Pop-Ups, Open Houses)	05/01/2025	07/31/2025	3
Conduct Survey 1 to gather community input on priorities & challenges	06/01/2025	06/30/2025	1
Host Futurist Workshop to discuss forward-thinking themes	07/01/2025		-
Host Community Workshop 1	07/15/2025		-
Launch pop-up events, youth engagement, Workshop 2, and Survey 2	05/15/2025	09/30/2025	4.5
Host Council Workshop #2 to refine thematic frameworks	09/08/2025		-
Synthesize engagement learnings to guide framework development	10/01/2025	12/01/2025	2
Host Council Workshop #3 to finalize frameworks for the community	12/08/2025		-
Phase 3: Analysis and Draft Development			
Analyze Feedback for Actionable Recommendations	12/01/2025	01/31/2026	2
Develop Goals, Benchmarks, and Keystone Projects	02/01/2026	02/28/2026	1
Community Validation Forums and Survey 3	03/01/2026	03/31/2026	1
Phase 4: Draft Plan Feedback			
Share draft recommendations with advisory committees for review	04/01/2026	04/15/2026	.5
Share Feedback Integration Updates	04/15/2026		-
Make updates to the draft plan based on the feedback	04/16/2026	04/30/2026	.5
Phase 5: Final Plan Launch			
Finalize Writing and Design (Print Plan, Pamphlet, Web Versions)	05/01/2026	05/15/2026	.5
Present finalized plan to Steering Committee	05/15/2026		-
Host Workshop 3: a public event to unveil the final plan	05/20/2026		-
Plan adoption with City Council and distribution of final materials	05/30/2026		-

Timeline: Ongoing Activities with City

Bi-Weekly Meetings and Coordination

To ensure clear communication and efficient project management, bi-weekly meetings will be held with the City of Novi project leadership and other key stakeholders. These meetings will serve as a platform to review project progress, address emerging challenges, and align on upcoming tasks and deliverables. Meetings may be conducted in person or virtually.

Structure of Bi-Weekly Meetings:

Agenda Preparation: Agendas will be prepared and shared at least three business days before each meeting. This will provide participants adequate time to review the topics, supporting materials, and relevant data.

Key Discussion Points:

- Review of recent activities and accomplishments.
- Updates on community engagement efforts, including progress on surveys, workshops, and other activities.
- Discussion of feedback received and its integration into project deliverables.
- Planning for upcoming phases, milestones, and deliverables.
- Addressing any challenges or roadblocks requiring resolution.

These bi-weekly meetings will ensure transparency, maintain accountability, and foster strong collaboration between the project team and stakeholders throughout the project duration. By keeping all parties informed and engaged, we will stay on track to meet project goals efficiently and effectively.

Community Engagement Review and Vetting Process

To ensure alignment with the City of Novi's goals and priorities, all community engagement materials, strategies, and activities will be reviewed and vetted by city staff prior to dissemination. This process will ensure consistency in messaging, compliance with accessibility standards, and alignment with Novi's vision for inclusive and effective engagement.

Review and Vetting Process:

1. Development of Engagement Materials:

- Outreach materials, including flyers, surveys, social media posts, and visual aids, will be designed to reflect the project's objectives and meet accessibility standards.
- Materials will include translations into Novi's primary languages and ADA-compliant formatting for individuals with disabilities.

2. City Staff Review:

- Drafts of engagement materials and agendas will be submitted to city staff for review at least five business days before dissemination or use.
- Feedback from city staff will be promptly addressed to ensure materials meet expectations.

Timeline: Ongoing Activities with City

3. Final Approval:

- Revised materials will be resubmitted for final approval by city staff before distribution.
- Only materials that have been approved by the city will be shared with the community or used during engagement activities.

Quarterly Steering Committee Meetings

To ensure alignment with project goals and maintain stakeholder engagement, quarterly steering committee meetings will be held. These meetings will serve as a checkpoint for the overall strategic direction and progress of the project.

Structure of Quarterly Steering Meetings:

- Review of overall project progress and milestones.
- Updates on key engagement outcomes and findings.
- Discussions on major decisions and alignment with city priorities.
- Stakeholder input and guidance on upcoming phases.

Monthly Updates on Project Website and Social Media Platforms

To keep the public informed and engaged, the project website, social media, and Newsletter platforms will be updated monthly with the latest information. These updates will provide:

- Progress Reports: Summaries of activities completed, ongoing tasks, and upcoming milestones.
- Engagement Opportunities: Announcements of upcoming workshops, surveys, and pop-up events.
- Interactive Elements: Online tools, such as surveys, mapping exercises, and feedback forms, to facilitate virtual participation.
- Meeting Summaries: Highlights from bi-weekly meetings and quarterly steering committee discussions.

Project Line Item Budget

Project Planning and Design	Amount	Percentage
Phase 1: Pre-Engagement Planning	\$ 25,000	21%
Phase 2: Awareness and Outreach	\$ 27,500	23%
Phase 3: Community Engagement	\$ 30,000	25%
Phase 4: Feedback and Reporting	\$ 20,000	16%
Phase 5: Finalization	\$18,500	15%
Professional Services	\$ 121,000	-
Reimbursable	\$ 16,500	-
Total	\$ 137,500	
Reimbursable Breakdown	Amount	Percentage
Travel	\$ 5,000	30%
Materials for Engagement: (Printing, Design, Event Collateral)	\$ 4,500	27%
Translation Services: (as needed for multiple languages)	\$ 2,500	15%
Event Support: (Refreshments, Venue Rentals, etc.)	\$ 3,000	18%
Contingency	\$ 1,500	10%
Total	\$ 16,500	

Notes

Validity of Proposal: This budget is valid for 120 days from the proposal submission date or until a contract is executed, whichever comes first.

Flexibility: Elements of the scope and fee structure can be adjusted to better align with the City of Novi's needs or budget constraints.

Payment Schedule

We propose the following milestone-based payment schedule:

- 15% upon contract execution
- 20% upon completion of Phase 2
- 30% upon completion of Phase 3
- 25% upon completion of Phase 4
- 10% upon project finalization and adoption

Prioritizing Inclusive Solutions

Commitment to Diversity and Representation

As a Detroit-based, woman- and minority-owned business, 9XS Design is deeply committed to fostering diversity in every aspect of our work. We prioritize inclusive hiring practices and partnerships, seeking out collaborators, consultants, and community members from underrepresented groups. By ensuring diverse representation, we aim to bring a wide range of perspectives and experiences to our projects, enriching the outcomes and fostering equity.

Equity-Centered Design and Community Engagement

Equity is at the core of our design process. We develop projects that center on community needs, ensuring that traditionally marginalized voices are heard and represented. Through tools like accessible visualizations and 3D-printed models, we create tangible ways for all stakeholders—regardless of background or technical expertise—to engage meaningfully. This approach ensures that our designs are collaborative, inclusive, and directly responsive to the people they serve.

Pro Bono Commitment

In line with our mission to give back to the communities that inspire us, 9XS Design allocates 10% of our annual work hours to pro bono projects in Detroit. These initiatives focus on creating equitable, impactful design solutions for underserved neighborhoods. Whether through tactical urbanism, public art, or community space improvements, we strive to support grassroots organizations and amplify the voices of those who might otherwise go unheard.

Continuous Learning and Accountability

We are dedicated to ongoing growth and reflection in our DEI efforts. Our team participates in regular training and workshops to stay informed about equity and inclusion in design. At the end of each year, we evaluate our DEI initiatives by assessing the diversity of our partnerships, the impact of our pro bono work, and the inclusivity of our community engagement strategies. By sharing these reflections transparently, we hold ourselves accountable and continually strive to improve.

Inclusive Design Practices

9XS Design is committed to creating spaces that are inclusive and accessible to all. This includes ensuring compliance with ADA standards, designing for multi-generational use, and addressing the needs of diverse cultural communities. By integrating universal design principles, we aim to craft environments that are welcoming and usable for everyone, regardless of age, ability, or background.

Partnerships and Local Empowerment

We actively seek to collaborate with local businesses, non-profits, and community organizations that align with our values. These partnerships are designed to empower local voices and ensure that resources and opportunities stay within the community. By prioritizing partnerships with small, minority-owned businesses and Detroit-based organizations, we amplify local talent and create a ripple effect of impact.

Education and Youth Engagement

We believe in cultivating the next generation of designers, planners, and leaders. Through workshops, internships, and mentorship programs, we engage with youth in Detroit and beyond. These programs introduce young people to the fields of urban design and architecture, empowering them with skills, knowledge, and confidence to shape their communities.

Sustainability as a Tool for Equity

Sustainability is an integral part of our DEI approach. We recognize that environmental justice is inseparable from equity, and we design systems and spaces that address disparities in access to green infrastructure, clean air, and safe public spaces. By focusing on resilience and regeneration, we strive to create designs that benefit underserved communities and promote long-term environmental equity.

References

1. Mukesh Kumar (mukeshk@wacotx.gov)

Connection: Worked together at the City of Jackson Planning Department.

Shared Projects: Collaborated on various significant projects, including:

- Fertile Ground: A city-wide public art initiative.
- Oneline: A multimodal corridor project integrating transit and urban design.
- PARK(ing) Day: A tactical urbanism project to reclaim urban spaces for public use.
- Downtown Design Study: Focused on long-range urban planning and design.

Key Strengths: Deeply engaged in community-driven initiatives and long-range planning.

2. Kim Dokes (kim@dokesdesign.com)

Connection: Collaborated on Detroit Public Schools Community District (DPSCD) Facility Master Plans.

Shared Projects:

FMP 1 & FMP 5: Worked specifically on engagement strategies, emphasizing community input and integration into school facility planning.

Key Strengths: Partnership focused on engaging stakeholders and implementing impactful community design solutions.

3. Ahmed Beasley (ahmed.beasley@plantemoran.com)

Connection: Professional relationship through Plante Moran Realpoint during work on the DPSCD Facility Master Plan (FMP 1).

Role: Served as a key point of contact for Realpoint's involvement in the planning and implementation process.

Key Strengths: Collaboration on large-scale, multi-phase planning projects, emphasizing efficiency and stakeholder alignment.

THANK YOU

9XS Design

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Visit Our Site

Thank you for considering our proposal. We appreciate the opportunity to contribute to this transformative project and are excited about the prospect of creating a vibrant cultural legacy for the community. To learn more about our firms please visit our websites for more images and projects.
