

MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
FROM: SHERYL WALSH-MOLLOY, DIRECTOR OF COMMUNITY DEVELOPMENT
SUBJECT: COMMUNITY SURVEY
DATE: AUGUST 17, 2026

Mayor and Council –

FYI on the status and plan for the Community Survey, slated to launch next month.

- Victor

The City of Novi has contracted with ETC Institute, an independent research firm that conducts community surveys for local governments, to conduct a statistically valid Community Survey.

In early September, ETC Institute will mail the survey to 4,000 randomly selected Novi households. The survey will ask residents about their experiences, priorities, and perceptions of City services, programs, and the community. The attached letter explains the purpose of the effort and will accompany the survey. Residents selected to participate will be able to complete the survey by mail or online. ETC Institute will collect and analyze responses, and report results to the City in aggregate form.

The City will also make the survey available online to all Novi residents who were not among the randomly selected households. However, responses from residents who were not part of the random sample will not be included in the statistically valid results. This provides an opportunity for broader community input while maintaining the integrity of the formal survey results.

Results are anticipated late this fall. The survey is also designed to allow the City to build on its previous community survey work. Results will be comparable with community surveys conducted through NRC/Polco in Novi between 2006 and 2022. This will allow the City to identify longer-term trends, measure changes in resident perceptions and priorities, and provide valuable context for understanding where Novi stands today.

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