

NOVI 2050 STRATEGIC PLAN

# Community Workshop #2

## Vision & Goals

Wednesday, June 24, 2026 · 6:00–8:00 PM

Police Training Center · 45125 W. 10 Mile Rd · Novi

**NOVI  
2050**

# WHERE WE ARE

*Our community has 360+ voices shaping this plan. Tonight we react to what the committee drafted.*



# TONIGHT'S THREE JOBS

*These are early drafts. Your reactions shape what gets refined at the July 20 LRSPC briefing.*

1

## The Vision

*Does this capture Novi in 2050?*

React to the draft vision direction. What resonates — and what's missing?

2

## Goals Gallery Walk

*Prioritize & mark the gaps*

Carry a persona card through five goal stations. Use your three dots. Leave green and pink stickies.

3

## The Lifelong Test

*Who does each goal serve?*

Back at your table: which goal matters most for Novi — and who gets left out by 2050?

1

# The Vision (draft)

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.

# ACTIVITY 1 · THE VISION

*We're reacting to direction tonight — not the final words. Work this individually, then we'll share.*

1

**What resonates —  
what must stay?**

*Jot your thoughts —  
we'll share as a group.*

2

**What's missing or  
isn't quite right?**

*Jot your thoughts —  
we'll share as a group.*

3

**Does it speak to  
your stage of life?**

*Jot your thoughts —  
we'll share as a group.*



2

# Goals Gallery Walk

Prioritize & mark the gaps — through the eyes of a real Novi resident.

# MEET YOUR RESIDENT FOR TONIGHT

## GENERATION PROFILES (blue card)

**BARBARA** Age 82 → 2050: age 106  
Silent Gen · Lifelong Novi resident

**TOM** Age 66 → 2050: age 90  
Baby Boomer · Retired auto-tech leader

**KEIKO** Age 45 → 2050: age 69  
Gen X · Engineering project manager

**SWATHI** Age 32 → 2050: age 56  
Millennial · UX designer, renter

**MARCUS** Age 21 → 2050: age 45  
Gen Z · OCC student, part-time retail

**ASHER** Age 8 → 2050: age 32  
Gen Alpha · 3rd grader, future Novi-an

## LABOR PROFILES (yellow card)

**EDWARD** Age 23 → 2050: age 47  
Certified Nursing Assistant · Healthcare

**LAUREN** Age 33 → 2050: age 57  
Registered Nurse · Healthcare

**MARY** Age 37 → 2050: age 61  
Sr. Financial Analyst · Transportation

**JOHN** Age 41 → 2050: age 65  
Consumer Strategist · Auto Manufacturing

**JUDY** Age 60 → 2050: age 84  
Teacher · Education

**SURESH** Age 54 → 2050: age 78  
Mfg. Engineer · Manufacturing

*You carry one resident's perspective tonight. Picture who they'll be in 2050 — and test each goal through their eyes.*

# ACTIVITY 2 · HOW THE GALLERY WALK WORKS

Five goal stations around the room:

Infrastructure

Housing &  
Redevelopment

Mobility &  
Transportation

Aging &  
Service Needs

Long-Term  
Funding

A

## Place your dots

*3 dots total across all five boards*

Put a dot where getting the goal right matters most for Novi's future. Three dots — choose how to spread them. Stack them all on one board if you feel strongly.

B

## Leave a green sticky

*What's strong here — must stay?*

What about this goal is already on the right track? Write it and stick it on the board.

C

## Leave a pink sticky

*What's missing — who gets left out?*

Through your persona's eyes in 2050: what's missing from this goal — or who does it leave behind? Name the person.





3

# The Lifelong Test

Which goal matters most — and who does Novi still need to reach?

# ACTIVITY 3 · THE LIFELONG TEST

*You each carried one resident. As a table, you now hold several — from Asher at 8 to Barbara in her hundreds. Use them.*

**Where's the biggest gap?**

Across all five goals, which persona or group of people is not well served by 2050? Name them.

**If Novi could fully deliver only ONE goal by 2050, which one — and why?**

Infrastructure  
Housing & Redevelopment  
Mobility & Transportation  
Responsive Services  
Long-Term Funding

**What's missing from the whole set?**

One thing the five goals collectively don't yet address.

*Each table: 90 seconds to report your #1 goal and biggest life-stage gap. Name the persona.*

# Thank you.

Stay connected and share your perspective.

[cityofnovi.org/Novi2050](https://cityofnovi.org/Novi2050)

# NOVI 2050



Take the next survey

- Community Identity
- Housing