



City of Novi, Michigan
Strategic Planning Kick-off
Strategic Planning Steering Committee

May 27, 2025



Agenda

- ▲ Introductions
- ▲ Strategic Planning Overview
- ▲ Project Phases and Approach
- ▲ Key Tasks
- ▲ Questions and Discussion



Introducing the BerryDunn Team



Michelle Kennedy

Project Manager and
Lead Facilitator



Keith Linton

Facilitator



Kristen Dow

Facilitator



**Maddison Powers
Spencer**

Facilitator



Bailey Dickinson

Research Analyst



**335+ Consulting Resources
and 38 Years Serving the
Public Sector**

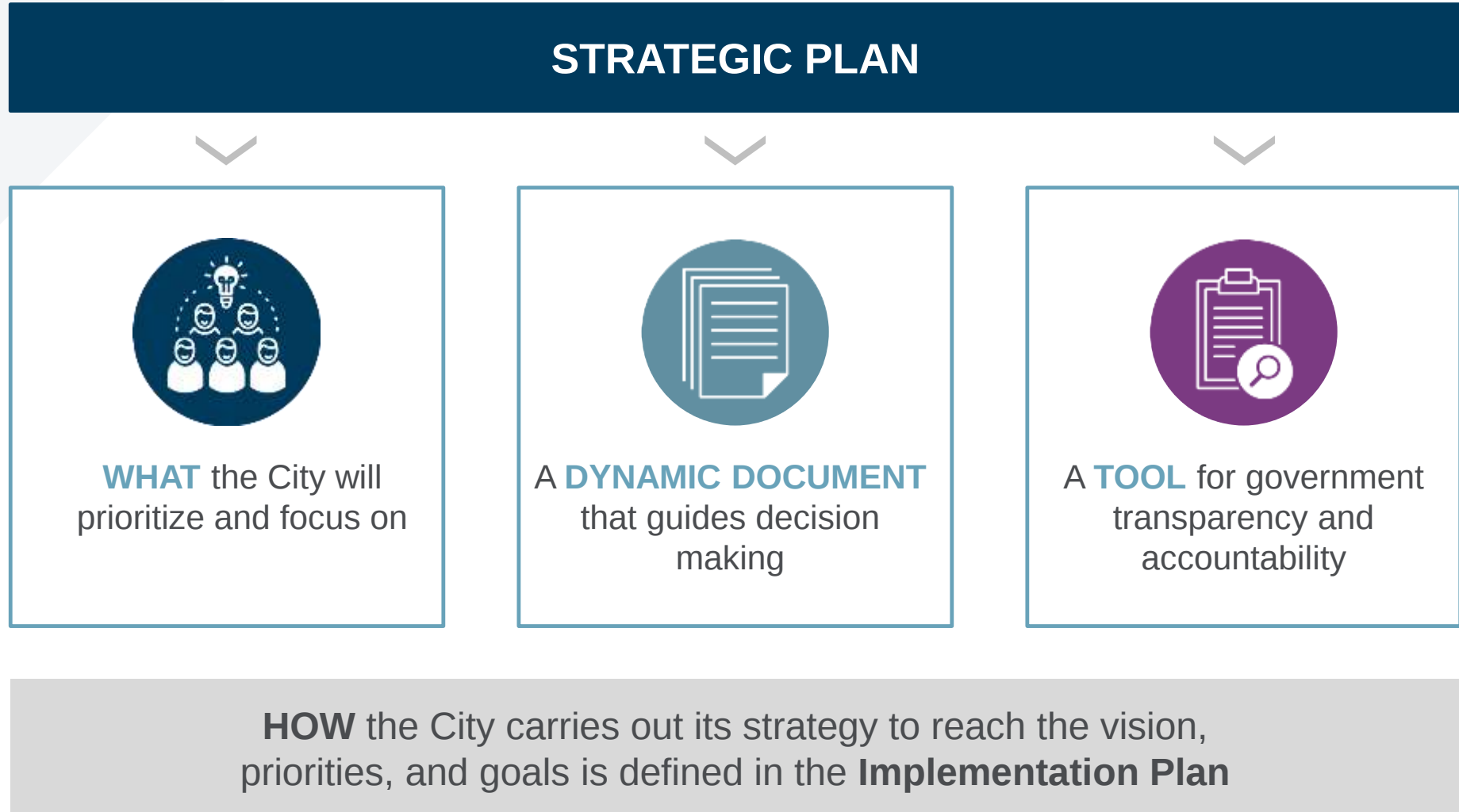


Inspiring Government Organizations to Transform and Innovate

BerryDunn has an in-depth understanding of the operations, business processes, and systems required to provide services to the public, partnering agencies, and internal stakeholders.

This understanding was gained through our work with more than 625 state, local, and quasi-governmental clients across the country, as well as through our team members' prior work in various roles across state and local government.

What is a Strategic Plan?



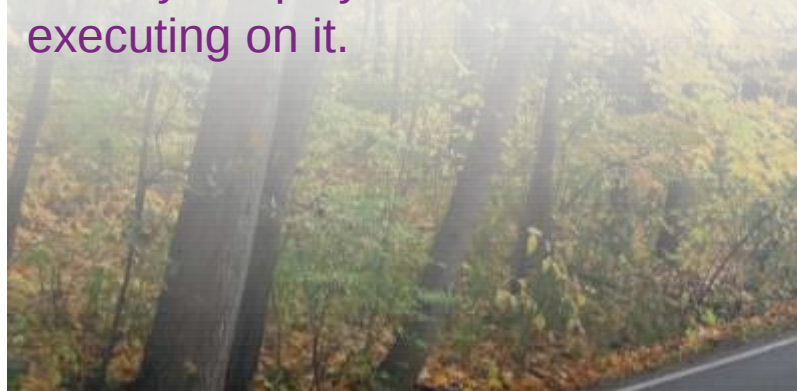
How Does the Strategic Plan Help the City?

Having a clear, concrete strategic direction will help keep the City **on track and focused** on what is important when challenges, setbacks, and unanticipated events occur.

It also helps ensure decisions, policies, plans, programs, and processes are designed through the lenses of stewardship of resources and collective impact.

The North Star Vision

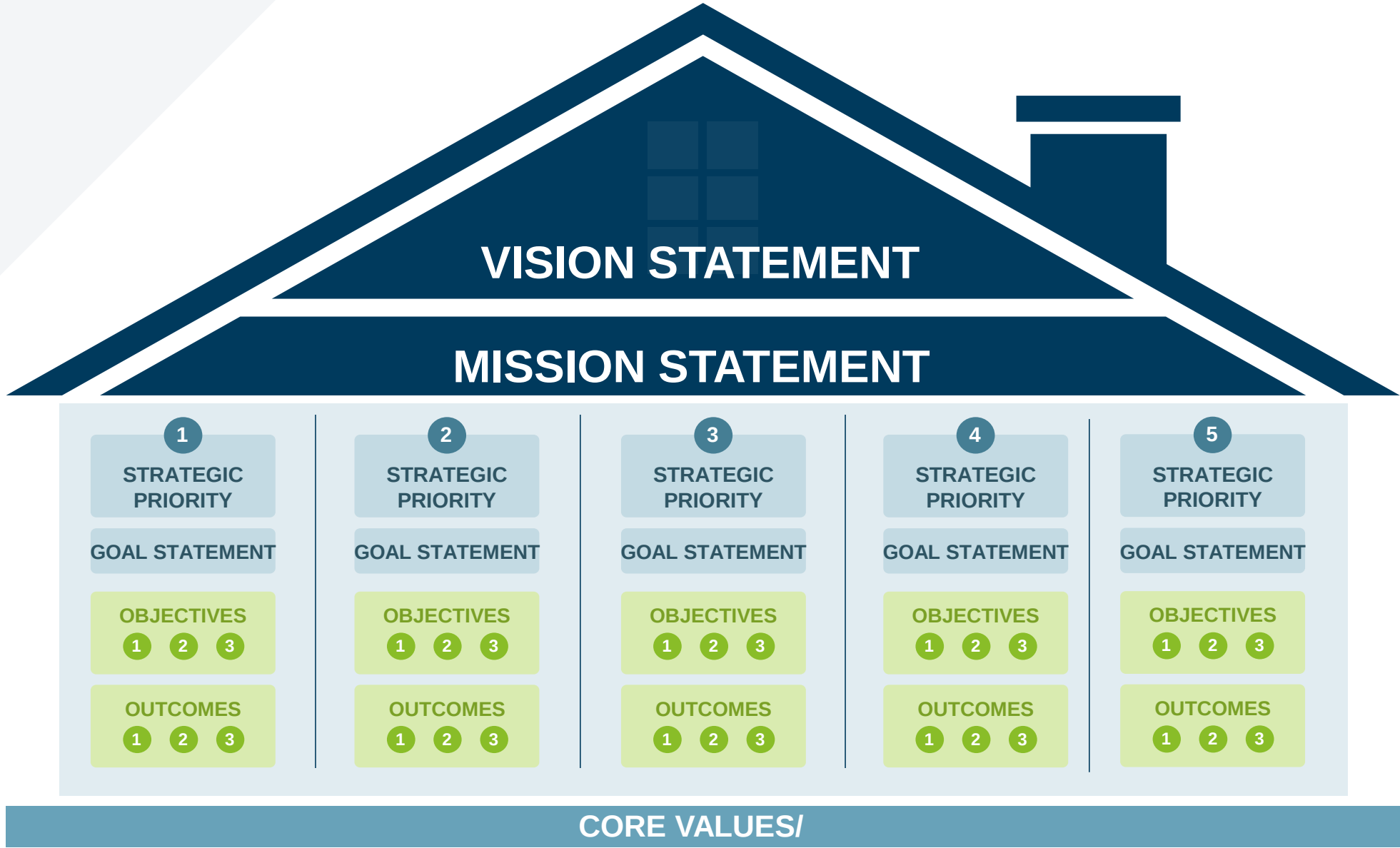
An organization's North Star Vision serves as a unifying focal point for long-term achievement. It must be clear enough for stakeholders to know what they are working towards and how to get there. Stakeholders must see their role in this vision and believe in the organization's dream, as they will play a vital role in executing on it.



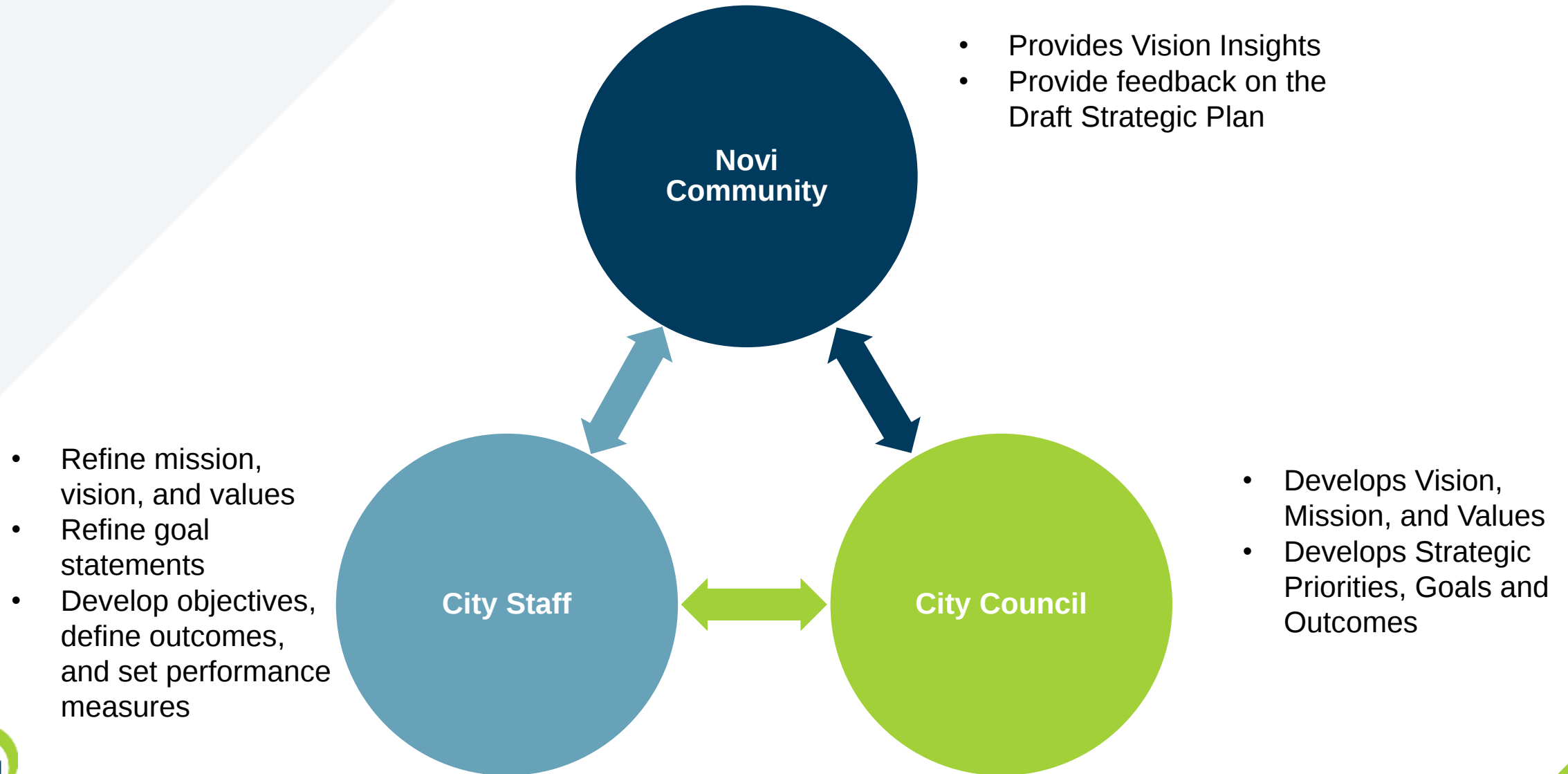
Flexible and Highly Actionable

- Broad priorities and goals
- Clear, time-bound objectives
- Clear performance measures
- Regular cadence of status and progress reporting

Elements of the Strategic Plan



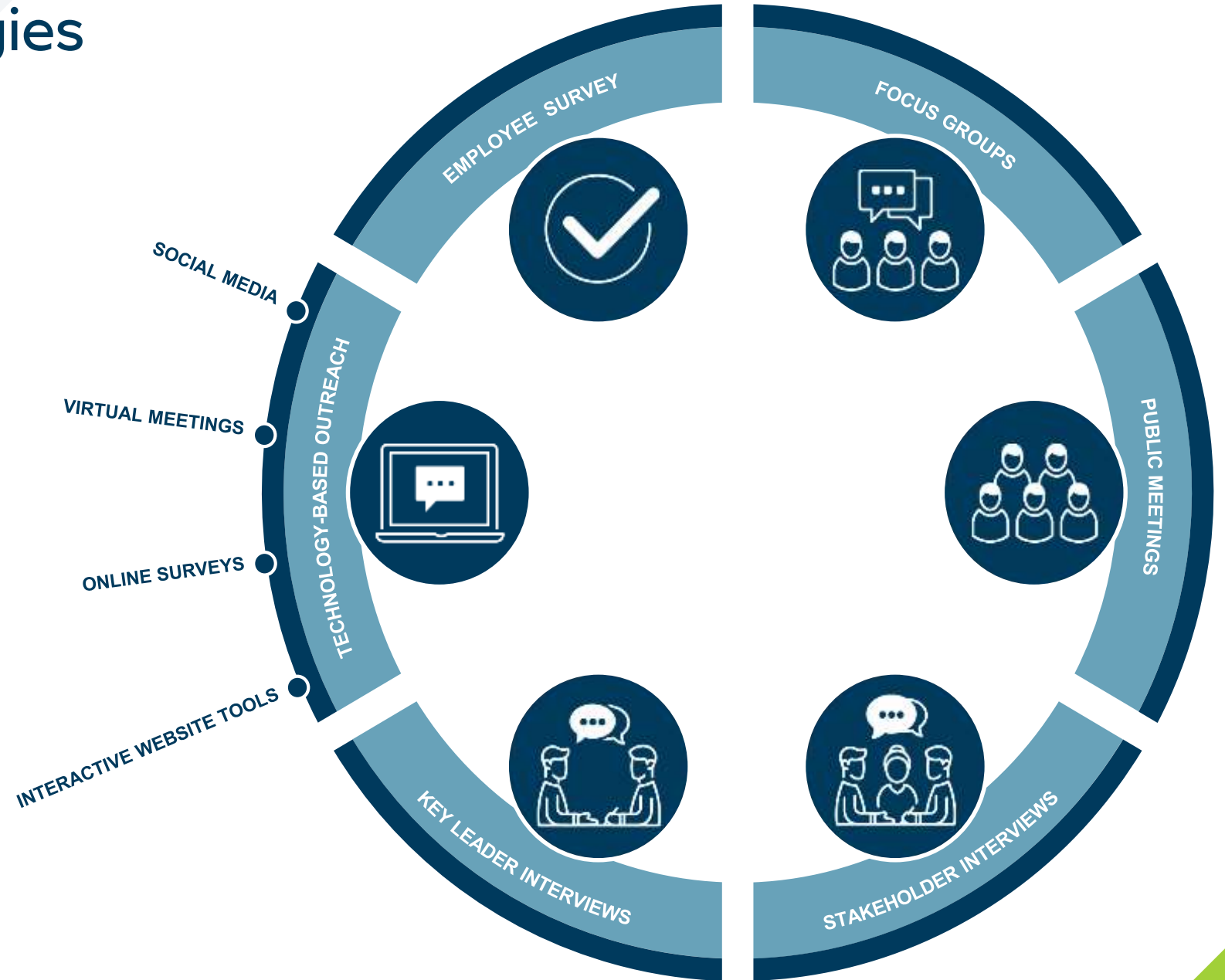
Roles in the Strategic Planning Process



Engagement Strategies

We meet people where they are

- Midday and evening hours
- Welcoming venues and gathering spaces
- Communications, meeting-in-a-box, interviews and focus groups, community forums, Social Pinpoint
- Existing City connections and engagement methods



What Sources Inform the Strategic Planning Process?



Community and employee input including individual interviews, group interviews, written responses, and community forums



Social Pinpoint Strategic Planning website including a survey, poll, ideas wall, and discussion board



City, and regional demographic and economic data



Current City plans, budget, and policy documents



City Council and staff plan development sessions

Project Approach and Phases



**Project Planning and
Management**
April – July 2025



**Visioning, Engagement,
and Strategic Analysis**
July – September 2025



Strategic Planning
September 2025 - February
2026

Key Project Activities

Project Planning

- Stakeholder identification
- Social Pinpoint creation
- Development of engagement plan and surveys

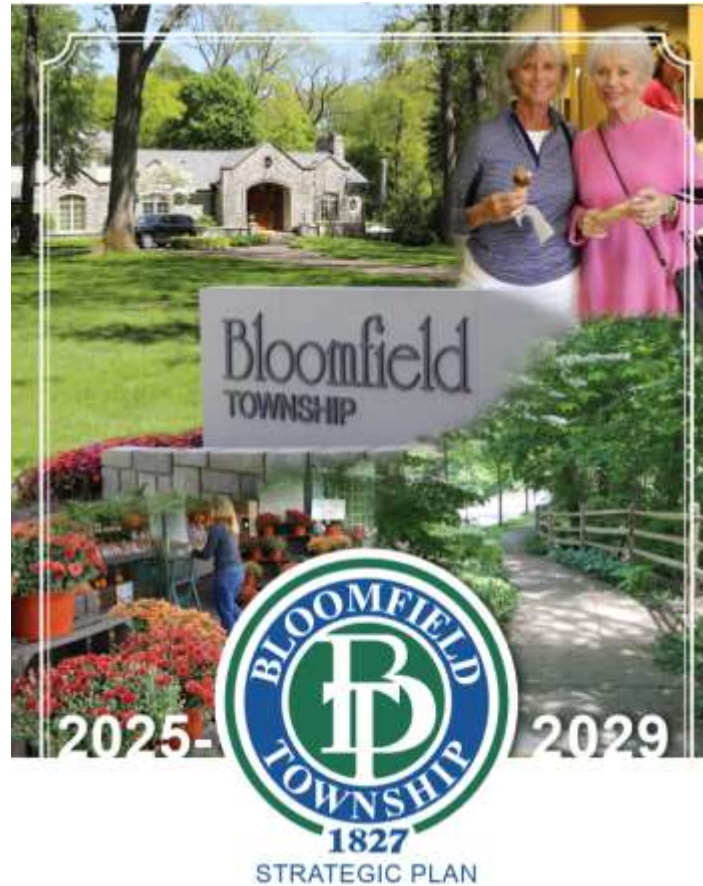
Community and Employee Engagement

- Interviews and focus groups with community leaders, elected officials
- Interviews with staff
- Community forums

Plan Development

- Strategic planning workshops with City Council and City Leadership
- Refinement of goals, objectives and performance measures through work sessions with staff
- Graphically designed version of the final strategic plan adopted by the City Council

Final Strategic Plan Example



Who We Are



Our Mission

Bloomfield Township delivers best-in-class services in a fiscally responsible manner, fostering a premiere community where all can thrive, while protecting our natural resources.

Our Vision

Bloomfield Township is a safe, inviting, and vibrant community where residents' quality of life is enhanced with outdoor recreation opportunities, well-maintained infrastructure and natural spaces, leading-edge technology, and an exemplary Township government.

Values

Stewardship

We are committed to careful management of public funds and resources to ensure long-term financial viability.

Excellence

We strive for best-in-class service and continuous improvement through visionary leadership that places the needs of the community first.

Integrity

We uphold honesty and transparency in all our interactions by fostering trust and respect within our organization and throughout the community.

Innovation

We embrace forward-thinking, aspirational solutions and positive change to continually enhance our services and community impact.

Collaboration

We work together with approachability and friendliness to build strong partnerships and effectively address community needs.

Why a Strategic Plan?



What does it do?

We know our community has big dreams for Bloomfield Township and want to see them come true. Our strategic plan charts a course for the future that identifies the results we want to achieve.

The strategic plan defines a shared vision for the future and focuses the Township's resources on five clearly defined priorities – *Vibrant Lifestyle, Welcoming Community, Enhance Community Character, Reliable Infrastructure, and Best-in-Class Government* – along with goals, objectives, and clear measures for tracking progress and accountability.

At its core, the strategic plan maximizes our chances of realizing the

Township's vision by balancing the short-term, immediate reality with long-term goals that help us prepare for and navigate a changing environment.

It provides a "north star" direction that keeps us on track and working together to keep our commitment to the Township's mission and reach our desired destination.



Final Strategic Plan Example

Plan at a Glance Strategic Priorities



1 Vibrant Lifestyle

Our Goal...

Support outdoor recreational and cultural activities for all ages and abilities while encouraging a thriving retail and hospitality presence.

Objectives

- A. Explore opportunities that will enhance and promote community and cultural events by partnering with other cities, villages, townships (CVTs), and community organizations to develop or expand programming to the community.
- B. Build relationships with the local restaurant and business communities to foster business start-up, retention, and expansion that creates a bustling restaurant scene.
- C. Develop a recreational strategy that is fiscally sustainable to offer green space settings, park amenities, outdoor activities, performance space, and recreational programs for all ages.
- D. Develop an action plan to create outdoor spaces for more recreational opportunities.
- E. Create a Vibrant Lifestyle community board to collaborate and support community events.

Outcomes

- Board of Trustees approval of an actionable plan to develop new parks and recreation opportunities.
- The Township is more bike-friendly.
- Community events are created and supported by the Township in partnership with other organizations.
- The Township has the information it needs to seek funding for the creation of parks and green spaces.



Vibrant Lifestyle



Performance Measures

- Create a list of potential partners with community, recreation, and gathering spaces by June 2025.
- Number of Township initiated events.
- Number of ribbon cuttings.
- Develop one community event at Bowers Farm by December 2026.
- Engage in one co-sponsored community event with CVTs by December 2026.
- Cost of community events in comparison to attendance.
- Maintain/increase resident satisfaction with community engagement (measured by annual community survey).
- Complete an inventory of potential green spaces and conduct a feasibility study of their viability within 18 months of inventory completion.
- Maintain/increase resident satisfaction with the recreational opportunities in the Township measured by a community survey within three years.
- Percentage increase in funding available for parks and green spaces.
- Increased participation in recreational programs and opportunities (measured through program registration and counting program attendance with a clicker).
- Complete a needs analysis for multi-use space.



Discussion

- ▲ Long-Range Strategic Planning Committee Roles, Responsibilities and Composition
- ▲ Navigating the August 2025 Special Election
- ▲ Stakeholder and Community Engagement Tasks and Timeline





Questions?

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