

MEMORANDUM



TO: MAYOR FISCHER AND CITY COUNCIL
FROM: DANIELLE MAHONEY, ASSISTANT CITY MANAGER
SUBJECT: NOVI 2050 STRATEGIC PLAN – PROJECT UPDATE
DATE: NOVEMBER 6, 2025

Since entering into a contract with Shockey Consulting for the Novi 2050 Strategic Plan, the project team has initiated several key efforts under **Phase 1: Launch**.

Over the past few weeks, three foundational meetings have taken place:

- A **project planning session** with City leadership and Shockey Consulting to establish structure, roles, and milestones.
- A **branding and marketing meeting** with the Communications team to develop project identity and messaging.
- An **internal project team kickoff**, which brought together department representatives to outline data needs, engagement goals, and coordination protocols.

Biweekly project management meetings are now underway between the City Manager's Office and Shockey to maintain alignment and momentum. The next steps include finalizing project branding and preparing for the initial stakeholder engagement phase, which will begin later this year.

Lastly, the Shockey team is gearing up for a kickoff with the Long-Range Strategic Planning Committee and their first on-site visit in early 2026 - more information will follow as plans take shape.

Encl: 2050 Weekly Status Update