

Novi 2050
Top Trends Briefing Book



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Ready or not, the future is coming.

As Novi prepares for its next strategic plan, the City Council and senior staff looked ahead to 2050 - how will trends in society, technology, the economy, the environment, and politics/regulations affect Novi's next 25 years?

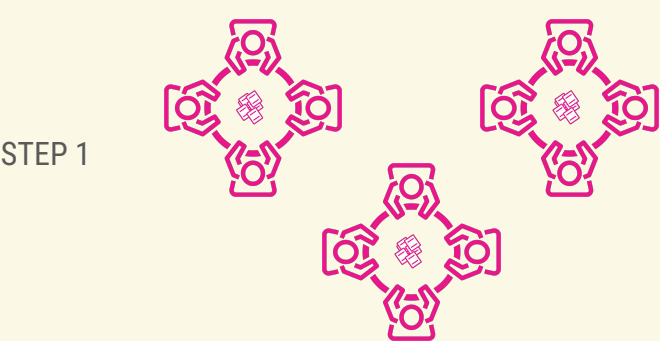
To move forward, Novi must look ahead. Novi's [Big Sort workshop](#) in March 2025 helped leaders face the future, to discuss and debate which trends would have the most impact on the city, and how ready the community is, for what's to come.

What's the Big Sort?

Adults learn best when they're actively engaged and enjoying themselves. The Big Sort is a tabletop card game played by diverse teams of residents that encourages relationship-building and cross-pollination of insight and ideas.

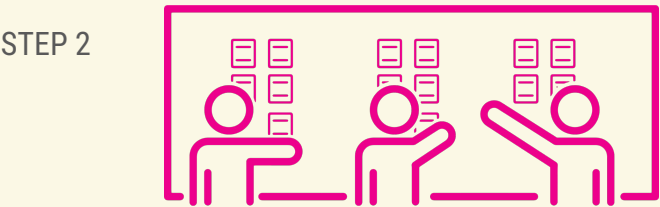
Through this interactive workshop, participants evaluated key societal, technological, economic, environmental, and political/regulatory (STEEP/R) trends shaping Novi through 2050. They assessed each trend's certainty and impact, then determined the community's readiness for the most critical ones.

This hands-on approach fosters collaboration, insight-sharing, and informed decision-making. By the end, attendees have prioritized the trends most likely to shape Novi's future, laying the groundwork for strategic action.



Participants answer two questions about each STEEP/R trend:

1. How certain are we that this trend will affect Novi through 2050? (low/high)
2. How much impact will this trend have on our future? (low/high)



Participants answer the following question:

3. How ready is our community for each high certainty-high impact trend?

Top Trends shaping Novi by 2050

Trend descriptions are available online here: <https://drive.google.com/file/d/1-EV8uCrGyNc3zzYjQWCzZUI0eVCLc3QI/view?usp=sharing>

TOTAL FQ	TREND #	TREND TITLE	VARIABILITY IN READINESS RANKING			
4	1	Increasing Population & Households	2	3	4	5
4	13	Increasing (Conversions to) Mixed-Use Developments	1	5	5	6
3	17	Increasing Housing Demand, But...	2	2	6	
3	14	Increasing Demand for Healthcare Professionals	0	5	8	
3	3	Increasing Racial & Ethnic Diversity	4	5	9	
3	11	Increasing Cyber Threats & Impacts	5	7	7	
2	24	Increasing Next-Gen Impact on Policies & Priorities	1	1		
2	9	Increasing Automation & AI Integration in Business & Industry	0	6		
2	19	Increasing Heat & Extreme Weather	2	5		
2	2	Increasing Share of Older Adults & Decreasing Share of Working-Age Residents	3	5		
2	5	Decreasing Talent Attraction	4	4		
2	15	Increasing Foreign Investment	5	5		
2	4	Rising Incomes	5	6		
2	6	Growing School Enrollment	5	8		
2	12	Increasing Employment, Especially Service & Tech	6	7		
1	7	Increasing Electrification & Decreasing Total Energy Demand	3			
1	18	Increasing Child Care Costs	3			
1	20	Changing Risk Profile for Roads, Bridges & Culverts	5			
1	22	Increasing Minimum Wage & Policy Debates	5			
1	16	Increasing GDP Growth, Slower than National Growth	6			
1	25	Increasing Bipartisan Negotiations or Policy Gridlock Due to Divided Government	6			
1	21	Increasing Threat of Invasive Species	8			
1	26	Increasing Reliance on Personal Networks & Social Media for Civic Engagement	8			
0	8	Diversifying Mobility Ecosystem				
0	10	Growing Impact of Auto Industry Trends				
0	23	Increasing Impact of Carbon Neutrality Commitment				

* Total FQ (Frequency) is the number of teams that selected the trend as a "high impact" and "high certainty" trend. Four teams played.

** Variability in Readiness Ranking uses a color scale to convey the diversity of ranks per trend per team. In this scale, 0 refers to "not ready" and 10 refers to "totally ready" for the respective trend.

Trends above the red line had an FQ of 50% or more, meaning half or more of the teams rated them "high impact" and "high certainty."

Write-ins

Big Sort participants suggested additional trends and forces that would impact the region through 2050. These “Write Ins” were ranked by the participants at the same time the provided trends were ranked. The table below shows the suggested write-ins.

TOTAL FQ	TREND #	TREND TITLE & DESCRIPTION	READINESS RANKING
1	Wild Card	"Data Speeds Connectivity"	2
1	Wild Card	"Public Safety Services: More staff, technology"	3

Insight & Next Steps

Top Trends Shaping Novi's Future: Looking ahead to 2050, nearly all teams agree that the following trends are highly certain and will have a high impact on Novi: **increasing population and households, (conversions to) mixed-use developments, housing demand, demand for healthcare professionals, racial and ethnic diversity, and cyber threats and impacts.**

Urgent Challenge: Novi is not well prepared for the challenges of **population and household growth (average readiness rating: 3.50)**. To ensure the city can support future residents, strategic planning should focus on housing, infrastructure, and public services.

Moderate Strength, But...: Novi is somewhat prepared for cyber threats and their impacts (average readiness rating: 6.33). Even so, continued investment in cybersecurity protections and resilience will be important as technology evolves.

Readiness Uncertainty: The teams significantly disagreed on Novi's readiness for several key trends, particularly **increasing demand for healthcare professionals**, followed by **increasing racial and ethnic diversity, increasing housing demand, and increasing (conversions to) mixed-use developments**. These differences suggest that **Novi would benefit from further research and discussions** with community leaders, businesses, and residents to build a shared vision and ensure the city is ready for these shifts.

A Potential Game-Changer: Another key trend to watch is **increasing automation and artificial intelligence integration in business and industry**. While only half of the teams considered it a high-impact trend, those who did rated Novi as relatively unprepared (average readiness rating: 3.00), with major disagreement (standard deviation: 4.24). Because this trend has the potential to dramatically reshape the workforce and economy, Novi's leaders should agree about how it will monitor developments in AI and automation and consider proactive policies to help the city adapt.

Novi 2050: Future-Ready

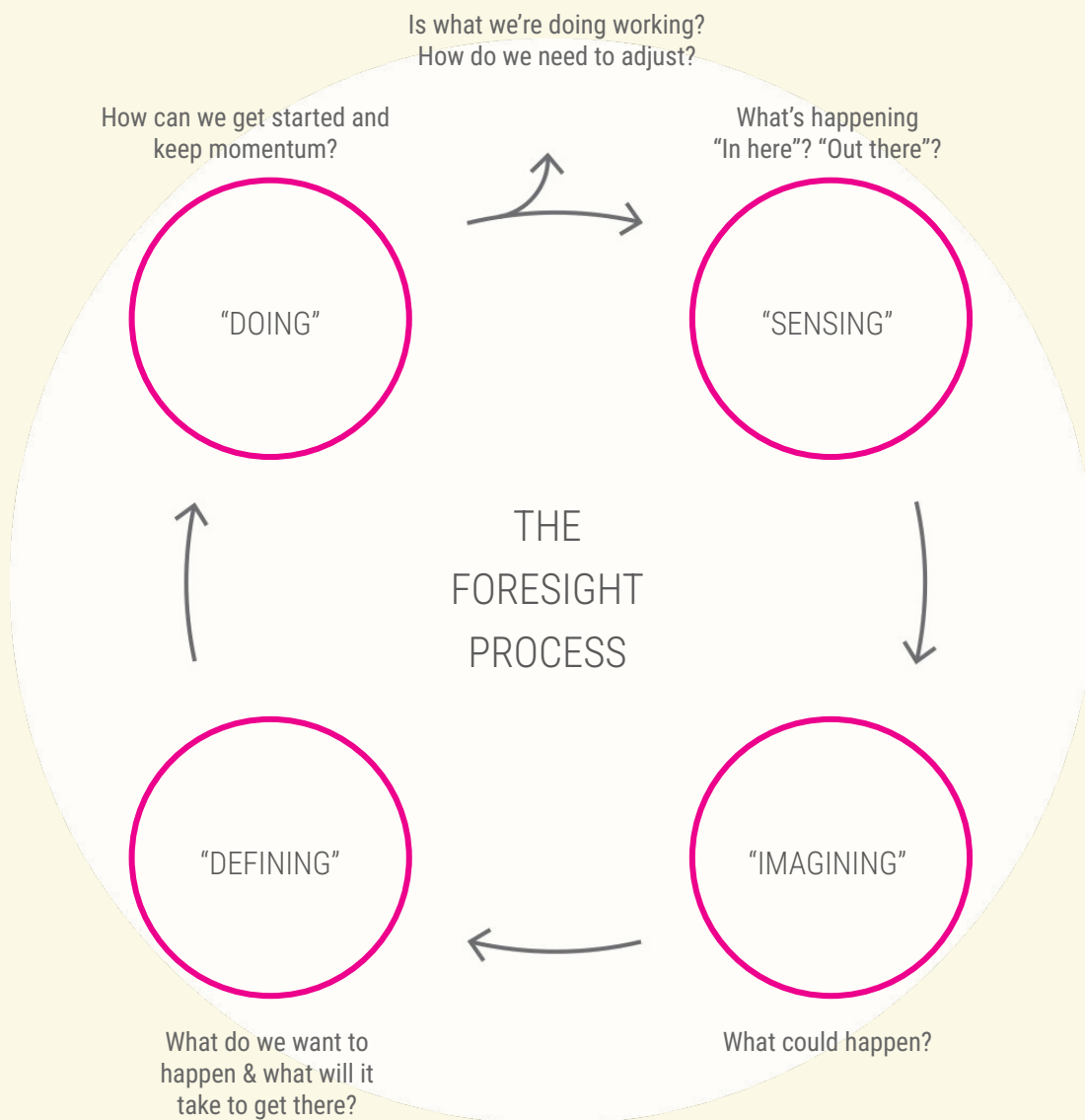
The Big Sort is a first step. The City should consider how it wants to play a role in these trends - even those that might seem like private sector concerns. For example, "increasing demand for health care professionals" might not seem like a local government issue. But proactive cities reach out to their private sector partners and say, "We've noticed this trend and wonder how we can help." The results can be dramatic - and positive for the City, employers, and residents.

Remember, the future isn't a place we visit, it's a place we create. By engaging stakeholders, being proactive, and planning for what's coming, Novi increase its opportunities and remain resilient.

What is Strategic Foresight?

Strategic foresight is a proven process used by the oil and gas industry, NATO, the World Bank, the U.S. military, and other Fortune 500 and global NGOs to identify risk, plan for uncertainty, mitigate disruption, unlock creativity, drive innovation, and shape the future. Strategic foresight is a competitive advantage yet less than 3% of senior leaders' time is spent thinking strategically about the future.

Novi completed the Sensing phase in March 2025 through the Big Sort.



Meet the Team



Rebecca Ryan, APF is a top-50 professional futurist, economist, and author. Her team at NEXT Generation Consulting has worked with hundreds of clients since 1998. Their vision and planning has affected one in 15 Americans. Rebecca is author of *10X10: Ten Trends for the Next Ten Years* (2024); *The Work Better Project* (2023); *The Next Big Things: The Next 20 Years in Local Government* (2015); *ReGENERATION: A Manifesto for America's Future Leaders* (2013); and *Live First, Work Second: Getting Inside the Head of the Next Generation* (2007). She has held residencies at the Alliance for Innovation, the Governing Institute, the Association of Governmental Risk Pools (AGRiP), and others. She has a professional certificate in Strategic Foresight from the University of Houston and BA degrees with honors in Economics and International Relations from Drake University. [LinkedIn](#). [Email](#). Cell: 414-559-1528



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Lisa Loniello is the Director of Fun, but behind the scenes she's the "logician" — the person who makes logistics magically fall into place and ensures every workshop and on-site meeting is perfectly executed. Lisa has a Bachelor's degree in Spanish from the University of Wisconsin-Oshkosh. [LinkedIn](#). [Email](#). Cell: (608) 438-6034