



CITY OF NOVI
Long-Range Strategic Planning Committee Meeting
March 30, 2026, 5:30 p.m.
Mayor's Conference Room | Novi Civic Center | 45175 Ten Mile Road
(248) 347-0445

CALL TO ORDER: 5:32 p.m.

ROLL CALL: Mayor Pro Tem Casey, Council Members Gurumurthy, Smith

STAFF LIAISON: Danielle Mahoney, Assistant City Manager

ALSO PRESENT: Katherine Oppermann, Recording Secretary
Grant Mayfield, Shockey Consulting

APPROVAL OF AGENDA

Motion: Smith; Seconded: Gurumurthy; Approved 3:0

APPROVAL OF MINUTES – February 10, 2026 Minutes

Motion: Gurumurthy; Seconded: Smith; Approved 3:0

PURPOSE OF THE MEETING

1. Shockey Consulting Workshop Session

Mayor Pro Tem Casey opened the meeting and welcomed Mr. Mayfield to start his presentation. Mr. Mayfield stated that they will primarily be reviewing the Vision Survey results to date, as of this afternoon. These are currently still unofficial results, once the survey is closed in April a final summary will be provided. Following this they will briefly review some draft documents and go over what is currently happening and what is incoming since the group last met. Mayor Pro Tem noted that she would be interested in a verbatim of the Vision Survey responses, does not just want to receive an AI summary. Mr. Mayfield said that while they do use AI to summarize, they also have all responses reviewed by people and checked against what the AI summary to ensure accuracy (no AI hallucinations) and clarity. He then proceeded to review the Vision Survey.

Mr. Mayfield stated that since the Vision Survey went live, they have received 297 responses. Of that 85% of residents/property owners in the City and 38% have lived in the City for 20 years or longer, many of which are 65 years of age or older. As far as age demographics the current breakdown in responses is: 33% 65 or older, 24% 45-54 years old, 21% 55-64 years old, 16% 35-44 years old, and 7% 20-34 years old, there is not currently a statistically relevant sample of those 20 years old or younger. Mr. Mayfield noted that the results are currently a bit unbalanced with an overrepresentation of residents 65 years old or older, but that this is fairly typical for the age group as they tend to be more engaged and responsive to City activities. Additionally white residents are overrepresented especially as compared to the

Asian population. There has been no use of the Japanese language survey to date. Mayor Pro Tem agreed that she's like to see additional diverse responses but that none of the demographic responses are unexpected.

Respondents strongly identified Novi's Greatest Strengths as the high-quality schools and safe neighborhoods/public safety. Novi's Biggest Challenges were primarily Aging roads, water/sewer, and drainage matters as well as traffic congestion. It was noted that the timing of the Survey being concurrent with the GLWA water main break, resulting water outage and subsequent boil water order likely impacted some of the responses. Mayor Pro Tem Casey was curious if there was a split in responses selecting water/sewer as a big challenge before and after the water main break. Mr. Mayfield said that yes, there was and he has a breakdown available. When respondents identified what excites them about the City of Novi schools/educational excellence, a safe family-friendly community, as well as diversity and multicultural vibrancy were recurring themes. Parks, walkability, and green space also came up. When posed the question "what concerns you if things stay the same?" overdevelopment, loss of green space, rising property taxes, aging infrastructure/utilities, housing availability including senior housing options, traffic congestion and loss of community identity all came up. Mr. Mayfield noted that "Community Identity" is an idea worth diving further into so they can better understand the stance as it can mean a variety of things to different people. Mayor Pro Tem again affirmed that these results are consistent with what she and the rest of Council already know and hear from residents. She also said she was impressed with how well Mr. Mayfield knows that data.

When looking at the most urgent challenges to address and respondents "big ideas" for a 2050 vision fixing and modernizing infrastructure was at the top of both lists. Urgent challenges also had addressing traffic congestion and controlling growth/protecting green spaces while on the "big idea" side there was support for walkable mixed-use downtown or district and an emphasis on smart growth and land preservation.

Overall, across the survey and respondents there was broad consensus on the Schools being a huge asset, safety being foundation to the community, and concerns about infrastructure, traffic congestion, and over development. There were also some interesting divergences of opinions. Housing affordability was of great concern for younger residents (44% of those 20-24) but only 15% of residents 65+ noted it. Diversity as a strength of the City was again primarily represented by the younger 20-24 age demographic, with open responses celebrating cultural diversity and 39% naming it a top strength. For those 65 and older only 19% recognized diversity as a strength and some openly expressed concerns about demographic changes in the area. Younger and more diverse respondents often favored investment in walkability, mobility hubs, and mixed-use districts while the long-tenured residents often explicitly opposed bike lanes and favored car-centric planning as the correct choice. Finally, there were some split views on development/growth versus land and preservation, 15% had overall positive views on new development while 38% expressed frustration or outright opposition to continued development, and desire to lock in existing green space.

The Committee was impressed with the report breakdown and expressed interest in whether there was a feasible way to get greater geographic breakdown behind the responses, suggesting perhaps requesting zip code, subdivision, or even street name. Mayor Pro Tem also noted that she was hoping for a bit more innovation to come from the "big ideas" and would be interested to see more. Councilmember Gurumurthy agreed she would also like to see more data. She also is interested in the data response gaps; she thinks we should take efforts to actively pursue and promote the survey and Novi 2050 to those missed groups. She said "WhatsApp" might be an option as it is more commonly used in some of the diverse communities. Mr. Mayfield also noted the option of having an Indian language option for future surveys, most likely Hindi. Councilmember Gurumurthy noted some other Indian languages (Telugu, etc.) but agreed Hindi would probably be the best choice as the national language of India. Mayor Pro Tem suggested some other avenues for outreach such as the Ringo Kai school, Korean church, Sri Venkateswara Temple, Parents of African American Students group, Chamber of Commerce (especially young professionals), etc.

The Committee then briefly discussed other polling groups and surveys. They went over the positive responses to the Sounding Board invitations, and alternative ways to reach out to those they hadn't been able to reach. The Board and Commission Questionnaire is planned to go out later in the week. Mayor Pro Tem Casey was curious about how similar the survey is to the current Vision Survey. She is especially interested in what the Board and Commission members see coming in the future, more than the current strengths of the City. Mr. Mayfield said that there are some similar questions and some different, it will also include a request to rate trend items on a scale of importance. Mayor Pro Tem said that she likes the current form of the report out, she likes the ability to compare responses. When we reach out to former Councilmembers, she suggests using a range of approximately 2000 onward.

Mr. Mayfield then went over the topics originally laid out for individual surveys and highlighted those that, based on the feedback from the Vision survey and their discussion, he would like to prioritize sooner. Following some discussion it was decided that the topic list should go in the following order: April – Community Identity, and Housing/Neighborhoods; May – Infrastructure/Utilities, Money/Transportation; June – Environment/Sustainability, Parks, Recreation, and Culture; July – Public Safety/Emergency Services, Services, Staffing, Governance; and August – Economic Development/fiscal health. Mayor Pro Tem Casey said that should be cautious when wording questions to do with housing (both affordable and senior-specific) and the nuance in the missing gap of single floor/ranch style living.

Councilmember Gurumurthy wondered if it would be valuable to leave the Vision Survey open longer, perhaps concurrent to the other surveys. Mr. Mayfield said that they'd be open to that but wouldn't advise leaving it open much longer than 2 – 3 weeks longer since the responses are what informs the upcoming in-person Community Workshop. Councilmember Gurumurthy understood and said that they should clearly indicate the survey closing date. Mr. Mayfield agreed that could be added and suggested a small promotional "don't miss your chance" style message for a final push of the survey.

Mr. Mayfield asked if there is anything else he and Shockey Consulting should be made aware of. Mayor Pro Tem said that there is the upcoming 26/27 Budget upcoming, that there was discussion on the potential sale of the Novi Ice Arena (still preliminary, Council is open to the idea, and they are getting resident feedback). Ms. Mahoney added the CIP millage renewal which may be re-timed for the November election.

For upcoming meetings, the Committee noted that Fridays during business hours may be a flexibility they can accommodate. Mayor Pro Tem also briefly noted her expectation of Shockey to get meeting materials far enough ahead of the meeting for the Committee members to review.

The Sounding Board was once more briefly discussed. The Committee needs to select how they want to engage the Sounding Board. It is planned to have a formal, scheduled meeting date. The group is about 26 people so the Police Training Center might be the best location, they may need multiple facilitators given the group size. The Sounding Board should be asked to promote the Novi 2050 Vision Survey, and subsequent surveys to the community. Councilmember Gurumurthy suggested it might be helpful to get them together to give them a more in-depth background on the Novi 2050 project, so they are more equipped to talk to others and promote it.

Ms. Mahoney noted that she would like to be sure to engage the Community Workshop participants past to workshop as well. Mayor Pro Tem agreed, stating that they should be send a follow-up email 1. Thanking them for participating, 2. Encouraging them to take the surveys, 3. Promote the surveys, 4. Let them know what is next and when to expect it.

Mayor Pro Tem Casey also briefly noted that she would like to see Novi 2050 included as part of the Mayor's upcoming State of the City address. Councilmember Gurumurthy also suggested that they could have a promotional reel from the Mayor.

AUDIENCE COMMENTS: None

ADJOURNMENT: 7:10 p.m.

Motion: Gurumurthy; Seconded: Smith; Approved 3:0