



Stakeholder Questionnaire Draft

4 February 2026

EMAIL TO GO ALONG WITH QUESTIONNAIRE

Dear Community Leader,

As Mayor Pro Tem and Chair of the City of Novi's Long Range Strategic Planning Committee, I want to personally thank you for taking time to share your perspective through the Novi 2050 Key Stakeholder Vision & Trends Questionnaire.

Novi is at an important moment. Our city is growing, changing, and facing both new opportunities and real challenges. The purpose of the Novi 2050 Community Strategic Plan is to set a clear, long-term direction—one that reflects our values, prepares us for the future, and guides decisions for years to come.

Your input plays a critical role in that effort.

How the Long Range Strategic Planning Committee Will Use Your Input

The Long Range Strategic Planning Committee is responsible for interpreting community and stakeholder input, weighing long-term trends, and shaping recommendations for City Council. Your survey responses help us do that work thoughtfully and responsibly.

Specifically, your input will be used to:

- Validate what we know – Your responses help confirm or challenge findings from the Environmental Scan, existing plans, and trend analysis—ensuring the plan reflects both data and real-world experience.
- Clarify priorities and tradeoffs – By understanding where leaders see strengths, challenges, and emerging pressures, the Committee can focus on what truly matters over the next 20–25 years.
- Shape the vision and goals for Novi 2050 – Your reflections on the future and your “big ideas” help us articulate what success looks like for Novi—and what bold moves may be worth exploring.
- Inform strategy development – As strategies are developed, your input helps us test ideas, weigh tradeoffs, and ensure the plan is both ambitious and achievable.

- Strengthen engagement moving forward – Your suggestions about who else should be engaged help ensure this process is inclusive and representative of Novi’s diverse community.

It is important to note that this input is not a vote on individual projects or budgets. Rather, it informs the direction, priorities, and long-term choices that guide future decisions.

From Input to Action

Survey results will be synthesized and discussed by the Long Range Strategic Planning Committee, reflected in the draft Novi 2050 Strategic Plan, and ultimately shared with City Council as part of our recommendations. In this way, your insight directly contributes to how Novi plans, invests, and prepares for the future.

On behalf of the Committee, thank you for your leadership, your perspective, and your commitment to Novi. This is how we plan for tomorrow—by shaping it together.

Sincerely,

Laura Casey
Mayor Pro Tem
Chair, Long Range Strategic Planning Committee
City of Novi

KEY STAKEHOLDER VISION & TRENDS SURVEY

City Council • Boards & Commissions

Purpose of This Survey

This questionnaire is part of the Novi 2050 Community Strategic Plan. It is designed to gather insight from elected officials and key community leaders who bring a deep understanding of Novi's assets, challenges, and future opportunities.

Your responses will help:

- Validate and refine findings from the Environmental Scan
 - Test and prioritize key trends shaping Novi's future
 - Inform the development of the Novi 2050 vision, goals, and strategies
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Your Role

What is your role in the Novi community?

- ☐ City Council
 - ☐ Board or Commission Chair
 - ☐ Board or Commission Member
 - ☐ Other (please describe): _____
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Novi Today: Strengths & Challenges

1. From your perspective, what are Novi's greatest strengths today?

(Select up to 3)

- ☐ Strong local economy and employment base
- ☐ Overall quality of life for residents
- ☐ Business climate and innovation ecosystem
- ☐ Regional connectivity and location
- ☐ Parks, trails, and natural amenities
- ☐ Housing options and residential neighborhoods
- ☐ Strong schools and educational assets

- ☐ Healthcare and medical services
 - ☐ Cultural, entertainment, and dining options
 - ☐ Sense of community and civic pride
 - ☐ City services and core infrastructure
 - ☐ Other (please specify): _____
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2. What do you see as Novi's most significant challenges over the next 10–20 years?

(Select up to 3)

- ☐ Housing affordability and housing diversity
 - ☐ Transportation, mobility, and congestion
 - ☐ Aging or capacity-limited infrastructure
 - ☐ Talent attraction and workforce retention
 - ☐ Economic diversification and long-term competitiveness
 - ☐ Revitalization of aging retail and mixed-use areas
 - ☐ Environmental sustainability and climate resilience
 - ☐ Long-term fiscal sustainability
 - ☐ Equity, inclusion, and access to opportunity
 - ☐ Adapting to technological change
 - ☐ Changing demographics and service needs
 - ☐ Other (please specify): _____
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Looking Ahead: Trends Shaping Novi's Future

The following trends were identified through the Environmental Scan, existing plan review, demographic data, and prior discussions with City leadership.

3. Please rate how much focus each trend should receive in the Novi 2050 Strategic Plan.

(1 = Very Low Focus | 5 = Very High Focus)

A. Changing workforce expectations and work patterns

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

B. Population aging and changing household needs

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

C. Shifts in housing preferences and demand

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

D. Technological innovation, automation, and data use

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

E. Climate, environmental, and resilience pressures

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

F. Regional growth, competition, and collaboration

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

G. Changing retail, office, and mixed-use markets

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

H. Mobility, transportation, and access to destinations

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

I. Public health, wellness, and community well-being

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

4. Are there any trends or issues you feel are missing, underemphasized, or misunderstood?

[OPEN RESPONSE]

5. How do these trends show up in your role, organization, or work in Novi?

[OPEN RESPONSE]

Vision & Big Ideas

6. Imagine it is the year 2050 and the Novi Strategic Plan has been successful. What does Novi look like, feel like, and function like?

[OPEN RESPONSE]

7. What is your big idea—a bold or transformative concept Novi should explore as part of Novi 2050?

[OPEN RESPONSE]



Engagement & Final Input

8. Are there any groups, communities, or perspectives we should be sure to engage as this process continues?

[OPEN RESPONSE]

9. Is there anything else you would like the planning team to consider as we move forward?

[OPEN RESPONSE]

Thank you for your leadership and insight.

Your perspective helps ensure the Novi 2050 plan is informed, forward-looking, and grounded in real experience.