



TO: VICTOR CARDENAS, CITY MANAGER
FROM: DANIELLE MAHONEY, ASSISTANT CITY MANAGER
SUBJECT: 2ND QUARTER COUNCIL GOALS UPDATE
DATE: JANUARY 2, 2025

MEMORANDUM

Mayor and Council –

As we are a year into our current slate of goals, Monday's meeting will be an opportunity for the City Council to dive deeper into the status of your goals and make changes to what was agreed upon in January 2024. As a reminder, Council will not add or create new goals but have the chance to change to the current list.

- Victor

On January 6, 2024, City Council convened for the Early Input Budget and Goal Setting Session. The strategic goals discussed during this session were unanimously approved at the February 12, 2024, Council Meeting. These goals are prominently displayed on the [City's website](https://www.cityofnovi.org) and are integral to the annual budget process.

As we begin 2025, we are prioritizing continuity and focus by building on the goals already established rather than embarking on a brand-new goal-setting process. This approach enables us to sustain momentum, ensure consistency, and deepen progress on the initiatives already in motion.

To keep Council informed and engaged, staff will provide quarterly updates on the status of these goals, detailing accomplishments, ongoing work, and opportunities for refinement. These updates will serve as a tool for Council to:

- Ask questions about current progress.
- Shift focus or pivot strategies, if necessary, based on new insights or evolving community needs.
- Ensure alignment with the City's strategic priorities.

As a reminder, an update on goals from the first quarter were presented at the [September 30, 2024 City Council Meeting](#).

Second quarter key highlights are below and align with the City's three core program areas:

OPERATE a World-Class, Sustainable Local Government

Q2 key highlights include:

- **Long-Range Strategic Planning:** The Long-Range Strategic Planning Committee has made significant progress toward the Novi 2050 Strategic Plan, establishing a draft timeline that extends through early summer 2026. To support this effort, an RFP for facilitation services was posted on December 27, with a submittal deadline of January 21. Submitted bids will be reviewed by the committee at the end of January for consideration and selection. Additionally, the first Council Workshop in support of the Novi 2050 Strategic Plan is scheduled for January 21,

providing an opportunity to engage in preliminary discussions and set the stage for the planning process.

- **Fiscal Governance:** An RFP for a review of other post employment benefits (OPEB) investment strategies was awarded to AON earlier this fall. The effort will consist of an asset liability study, fiduciary and governance training, and governance review. A project kickoff with staff is slated for early January, with an expected completion date sometime in late winter.

BUILD a Desirable and Vibrant Community for Residents and Businesses

Q2 key highlights include:

- **Novi Town Center:** Significant progress has been made in revitalizing the Main Street area. With improvements initiated by Pulte, the streetscape has undergone noticeable enhancements, and the façade of Town Center has been refreshed. These updates have contributed to the opening of several new businesses in the area, fostering a renewed sense of vibrancy. Additionally, the Corridor Improvement Authority (CIA) has resumed meetings and expressed interest in developing a cohesive “look” for the entire corridor, further unifying the area's visual and functional appeal.

INVEST Properly in Being a Safe Community for All

Q2 key highlights include:

- **Roads:** The 2023 Road Report Update, which addressed the current Pavement Surface Evaluation and Rating (PASER) condition, was presented and discussed further by the Mobility Committee in the first quarter. Since, the PASER evaluation was completed in Fall 2024, and the new data will be assessed and updated for a report to be presented to the Mobility Committee and City Council in early 2025.
- **Senior Transit:** To address the growth in Novi's senior population and increased demand for expanded transit services, we are in the process of developing a plan for financial sustainability. As of now, we have gathered five months' worth of billing data, which will help inform future planning and analysis. Additionally, the PEX agreement extension is currently in progress.

In addition to this memo, staff will provide a summary Q2 goals update at the January 6th Council meeting. We look forward to working together in 2025 to advance these shared priorities and further strengthen our community.

Thank you for your leadership and continued guidance.

Attachment: Red Box Objectives spreadsheet.