

Long-Range Strategic Planning Committee (LRSP)

Visioning + Overall Direction + Strategic Guidance

Purpose

The Long-Range Strategic Planning (LRSP) is responsible for the overall direction of the plan and process. Their input will be used to shape the plan, its focus, and scope. They will identify practical actions, choices, and investments that can help the community achieve their vision for Novi in 2050.

This committee will begin with three members of City Council, who will lead the initial phase by shaping the committee's overall structure and recommending how to expand membership to include a broader set of community voices and stakeholder expertise.

Core Roles & Responsibilities

The LRSP Committee will function as a strategic advisory and direction-setting group, responsible for the following:

- 1) **Set the Vision for Novi 2050** — Help define a shared, community-centered picture of Novi's desired future, including priorities, values, and the kind of city Novi aspires to be across generations.
- 2) **Guide the Strategic Planning Process** — Provide steady leadership and oversight as the plan is built, including confirming key planning topics, identifying milestones, and ensuring the process stays focused, transparent, and results-driven.
- 3) **Evaluate Options and Tradeoffs** — Review future scenarios, strategies, and policy options, helping the City weigh benefits, risks, feasibility, timing, community impact, and alignment with long-term goals.
- 4) **Recommend a Structure for Broader Community Participation** — Provide input and direction on community engagement activities and establish expectations for representation and decision-making. Review and approve stakeholder engagement plan.
- 5) **Elevate Diverse Perspectives** — Ensure the planning process reflects voices from across Novi, bringing forward concerns, aspirations, and ideas that might otherwise be missed.
- 6) **Serve as Ambassadors** — Elevate messaging through personal networks, act as trusted connectors, and help residents and partners understand what the plan is, why it matters, and how people can participate.

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- 7) **Review and Strengthen Draft Recommendations** — Provide feedback on draft elements including guiding principles, goals, potential initiatives, and implementation strategies.
 - 8) **Support Implementation Readiness** — Keep the plan grounded in action by helping identify near-term wins, long-term investments, and tools to track progress over time.

Outcome

A future-ready strategic plan that represents the community's vision with broad consensus and the political will to implement its recommendations.

Internal Project Team (IPT)

Internal City Leadership + Operational Alignment

Purpose

The Internal Project Team provides continuous internal guidance to shape content, ensures alignment with day-to-day city operations, and provides logistical coordination throughout the process. This group helps keep the work grounded in how the City actually functions—while supporting bold thinking about the future.

Core Roles & Responsibilities

- **Internal Coordination and Continuity** — Serve as the City's primary internal working group and ensure cross-department alignment and collaboration.
- **Operational Expertise and Feasibility** — Provide on-the-ground insight into City services, constraints, staffing, and implementation realities. Stress-test ideas to confirm they can be executed effectively.
- **Content Shaping and Validation** — Review draft goals, strategies, and actions for accuracy and clarity. Ensure City operations, policies, and priorities are correctly represented.
- **Data, Context, and Institutional Knowledge** — Share relevant plans, reports, performance metrics, and internal insights. Provide historical context on what has been tried, what worked, and what didn't.
- **Implementation Planning** — Help identify ownership, sequencing, and resource considerations for action items. Support early identification of quick wins and long-term investments.
- **Communication Support** — Coordinate communications, digital engagement and staff awareness. Support engagement by helping City staff answer questions consistently. Oversee translation services and video production.

Outcome

A strategic plan that reflects Novi's organizational values and works in real life because City departments helped shape it from the inside out.

Shockey Consulting

Strategic Planning Leadership + Facilitation + Deliverable Production

Purpose

Shockey Consulting leads the overall strategic planning process and provides strategic planning leadership, facilitation, engagement design, project management, and production of all deliverables. The consulting team brings an outside perspective, proven methods, and a disciplined project management approach to produce a clear, high-quality Novi 2050 Strategic Plan.

Core Roles & Responsibilities

- **Strategic Planning Leadership** — Guide the process design from launch through final plan adoption and implementation. Help Novi translate long-range aspirations into clear priorities and actions.
- **Facilitation and Meeting Design** — Plan and lead internal and community workshops to drive decisions and build alignment. Ensure discussions are productive, inclusive, and outcome-focused.
- **Community Engagement and Participation Design** — Design engagement approaches that reduce barriers and expand participation. Train and support Local Engagers. Collect input, identify themes, and ensure community priorities are reflected.
- **Project management and schedule control** — Maintain timeline, workplan, communications tracker, and deliverable coordination. Manage tasks, deadlines, and documentation to keep the project moving.
- **Communications strategy and content** — Draft content for: project website, social posts, newsletters, flyers, and talking points for pop-ups. Prepare materials for City review.
- **Research, Analysis, and Synthesis** — Analyze data and engagement findings to uncover trends and strategic opportunities. Translate complex information into clear recommendations.
- **Deliverable production** — Draft and produce all project deliverables, including meeting materials, engagement tools and summaries, strategy and action frameworks, and final strategic plan documents.

Outcome

A bold, well-facilitated, and professionally produced strategic plan—built with community voice, staff realities, and a strong roadmap for action.

Local Engagers

Trained Community Connectors

Purpose

Local Engagers are trusted community members trained by Shockey Consulting to extend the reach of the Novi 2050 engagement process into neighborhoods, networks, and communities that traditional outreach may not easily access.

Core Roles & Responsibilities

- **Distribute Materials** — Share flyers, posters, and QR cards within their communities and networks.
- **Amplify Messaging** — Share content and updates through personal and organizational channels.
- **Support Multilingual Outreach** — Serve as trusted messengers for Japanese, Spanish, Hindi/Marathi, Mandarin, and other language communities.
- **Attend Pop-ups and Events** — Staff engagement tables at community events, external organization meetings, and pop-up locations to gather input from renters, immigrant communities, and youth who are otherwise hard to reach.

Outcome

Deeper community reach and trust—ensuring that residents who might not attend a traditional workshop still have a voice in Novi's future.