

Increasing Population & Households

Between 2020 and 2050, Novi is expected to grow faster than Oakland County (see table).

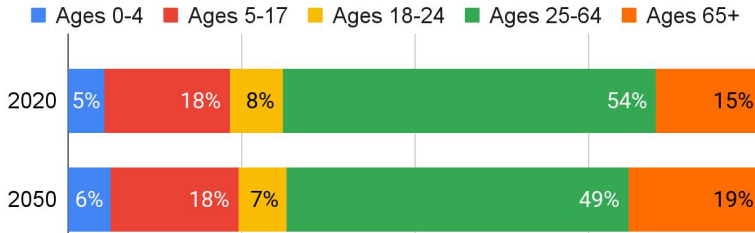
The number of households in Novi will rise 11%, from 26,000 to 29,000, similar to Oakland County's 10% increase, from 524,000 to 574,000.

	2020	2050	2020-50 Number Change	2020-50 Percent Change
City of Novi				
Total Pop	66,243	74,081	7,838	11.8%
Household Pop	65,639	73,318	7,689	11.7%
Oakland County				
Total Pop	1,274,395	1,387,838	113,443	8.9%
Household Pop	1,258,123	1,365,814	107,691	8.6%

Increasing Share of Older Adults & Decreasing Share of Working-Age Residents

By 2050, Novi's population is expected to be older, with more seniors (increasing to 19% of total population) and fewer working-age (18-64) residents (falling from 62% to 56%).

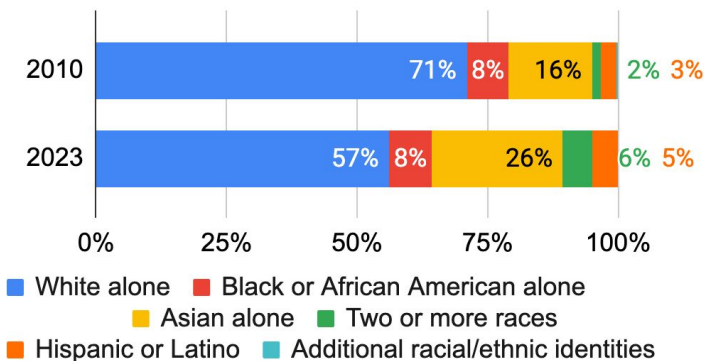
Share of Novi Population by Age Group in 2020 vs. 2050



Increasing Racial & Ethnic Diversity

Specific forecasts for Novi's future racial and ethnic diversity are unavailable, but recent trends show that Novi is becoming more diverse, with people of color increasing from 29.0% in 2010 to 44.5% in 2023.s

Share of Novi Population by Race & Ethnicity

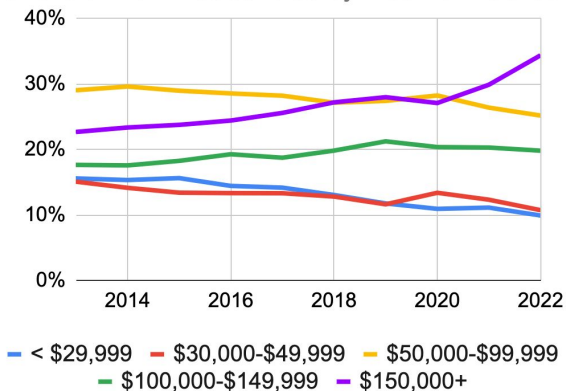


Sources: City of Novi, Census Update, accessed 02/05/25; U.S. Census Bureau, QuickFacts: Novi city, Michigan, accessed 02/05/25

Rising Incomes

Incomes in Southeast Michigan are expected to grow 1.6% per year, staying 6.3% higher than the national average by 2032 and 5.2% higher by 2050. In Novi, this trend is already visible, with more households earning \$150,000+ (purple line in chart) and fewer in lower-income brackets.

Share of Novi Households by Income Bracket



Sources: Data USA, Novi, MI Household Income, accessed 02/05/25; SEMCOG, The Economic and Demographic Outlook for Southeast Michigan through 2050: A Baseline and Four Alternative Scenarios, section on Southeast Michigan Personal Income, 2023

Decreasing Talent Attraction

Lightcast's annual "Talent Attraction Scorecard" measures how well communities bring in and support talented workers to meet local needs. It looks at six factors: job growth, net migration, education levels, regional competitiveness, job openings per capita, and skilled job growth.

Among large U.S. counties with populations over 100,000, Oakland County's overall ranking dropped from a high of #153 in 2017 to a low of #586 in 2023. Large Michigan counties that ranked higher than Oakland in 2023 include Muskegon, Calhoun, Berrien, and St.Clair, which placed #418-483.

Growing School Enrollment

Novi Community School District's enrollment is expected to grow by 922 students (+13.2%) from 2020 to 2050, reaching 7,925 students. This growth is expected to require more school space, additional teachers, and increased funding for education and infrastructure.

Unlike many other Oakland County districts that are losing students, Novi is one of the few growing. Farmington (-1,276 students, -11.1%), West Bloomfield (-1,351 students, -28.8%), and Bloomfield Hills (-658 students, -9.4%) are all projected to decline. Meanwhile, South Lyon (+2,363 students, +22.6%) is another growing district, but overall, most districts are expected to shrink while Novi expands.

Increasing Electrification & Decreasing Total Energy Demand

Between 2022 and 2050, Oakland County's electricity use will rise in all sectors:

- Transportation from 0% to 6-11%
- Residential from 7% to 9-12%
- Commercial from 15% to 22-26%
- Industrial from 3% to 4-5%

Meanwhile, non-electric energy use will decline in transportation, homes, and businesses, except industrial natural gas which is expected to increase slightly (from 5% to 7-9%) but remain a small part of overall energy use.

Total energy demand is also expected to drop 10-22% due to improved efficiency.

Diversifying Mobility Ecosystem

Urban mobility is evolving to improve freight movement, reduce congestion, and expand access. For example, Pittsburgh's Move PGH transit app integrates public transit, bike-sharing, e-scooters, and car-sharing. This "Mobility as a Service" (MaaS) app enables residents to pay bus fares; rent vehicles like e-bikes, mopeds, and scooters; find someone to carpool with; and rent a car for a few hours. Other examples include a commuter flight service connects Long Island and New Jersey to New York City for \$95, offering faster alternatives to driving. And Joby Aviation is developing electric vertical takeoff and landing aircraft to commercialize air taxis. Private cars are expected to remain the top transportation choice globally by 2035, but their share in overall mobility will drop from 45% of all trips in 2022 to 29% in 2035.

Sources: American Planning Association and Lincoln Institute of Land Policy, Urban Air Mobility, PAS QuickNotes 91, 2021; McKinsey Quarterly, Global mobility in 2035, 2023; usa.streetsblog.org, U.S. Finally Gets First Mobility as a Service Platform, 2021; Joby Aviation, Joby completes landmark 523-mile hydrogen-electric flight, 2024; nypost.com, Helicopter company Blade offers \$95-a-ride to NYC for commuters from Long Island, NJ, 2025

Increasing Automation & AI Integration in Business & Industry

Advances in automation, machine learning, and artificial intelligence (AI) applications are expected to continue transforming how we live, work, interact, heal, and move, impacting innovation, efficiency, and resilience across industries.

For example, by 2030, up to 30% of currently worked hours could be automated, enhancing STEM, business, legal fields, urban planning, energy management, and more.

In Michigan, job impacts will vary, with Monroe metro area potentially experiencing the highest effect (66% of jobs), Ann Arbor the lowest (57%), and Detroit-Warren-Livonia around 60%.

Sources: McKinsey Global Institute, Generative AI and the future of work in America, 2023; Frank, Morgan R., et al., Small Cities Face Greater Impact from Automation: Supplementary Material, 2018; World Economic Forum, Here's how AI will accelerate the energy transition, 2021; Science Alert, AI Can Already Design Better Cities Than Humans, Study Shows, 2023

Growing Impact of Auto Industry Trends

Advances in electrification, autonomous driving, and standardization are transforming communities tied to the automotive industry.

- Electrification & Job Growth: \$154B in EV investment is fueling battery and powertrain innovation, with EVs projected to reach 80-100% of U.S. sales by 2050.
- Workforce Development: Automakers and universities are training engineers, with competitions like the American Solar Challenge as key EV recruiting hubs.
- Industry Collaboration: Joint ventures are streamlining manufacturing. For example, Bosch and Tenstorrent are standardizing chiplet-based automotive chips for faster, cheaper production.

Sources: World Resources Institute, How the EV Transition Will Impact Auto Manufacturing Jobs, 2024; SmartCitiesDive, Automakers and universities team up to fix AV industry's talent gap, 2021; WSJ, The Solar-Car Competition That Has EV Recruiters Buzzing, 2024; Reuters, Bosch, Tenstorrent to collaborate on standardizing automotive chips, 2024



Increasing Cyber Threats & Impacts

Cyber threats are expected to continue to evolve as:

- Hackers become more sophisticated and aggressive in their approach, including targeting vendors or using ransomware-as-a-service offers to execute attacks without needing advanced technical skills.
- Services and infrastructure become more digital due to demands for smart cities and digital innovation, e.g., industrial control systems, the proliferation of the Internet of Things devices, and the use of GPS to synchronize operations.

Michigan communities recently targeted by cyber threats include Wayne County, Flint, and Traverse City. Additionally, in 2024, two major hospital systems with operations in Michigan experienced significant ransomware attacks that disrupted their services.

Sources: Avast, The Rise of Ransomware as a Service, 2021; US Government Accountability Office Critical Infrastructure Protection: Actions Needed to Address Significant Cybersecurity Risks Facing Electric Grid, 2019; US Department of Energy, Smart Grid System Report, 2022; CSO, Municipal CISOs Grapple with Challenges as Cyber Threats Soar, 2023; The Record, Detroit-area government services impacted by cyberattack, 2024

Increasing Employment, Especially Service & Tech

Between 2019 and 2050, Novi's workforce is projected to grow 12.7%, adding 7,300 jobs. This growth is expected to shift the local economy's focus from traditional sectors to more knowledge-based and service-driven industries (see deeper green and red cells). But the same five industries will remain dominant (purple).

Source: SEMCOG, Novi - 2050 Forecast Summary Report, accessed 02/07/25

	2019 Number Jobs	2050 Number Jobs	Percent Growth	Change 2019 - 2050 Industry Proportion of Total Jobs
Info. & Fin. Activities	6,576	9,254	41%	2.8%
Prof./Tech. Serv. & Corp HQ	8,452	11,441	35%	3.0%
Healthcare Services	7,679	9,839	28%	1.8%
Nat Res & Construction	2,219	2,840	28%	0.5%
Transportation & Utilities	1,418	1,783	26%	0.3%
Admin, Supp., & Waste Serv	3,477	4,107	18%	0.3%
Other Services	2,137	2,513	18%	0.2%
Education Services	2,212	2,398	8%	-0.1%
Leisure and Hospitality	7,103	7,405	4%	-0.9%
Public Administration	719	731	2%	-0.1%
Wholesale Trade	3,118	3,138	1%	-0.6%
Manufacturing	4,670	3,913	-16%	-2.1%
Retail Trade	7,892	5,623	-29%	-5.0%
Total Jobs	57,672	64,985	12.70%	

Increasing (Conversions to) Mixed-Use Developments

Retail spaces are increasingly being converted into mixed-use developments as owners seek new revenue sources and ways to revitalize commercial centers. With rising e-commerce competition, integrating residential, retail, and recreational spaces helps sustain businesses while addressing housing shortages and modern preferences for walkable, integrated communities.

Developers are repurposing vacant malls and shopping centers, with 200 U.S. malls planning residential additions as of 2022. Novi, Michigan, is actively embracing this trend through projects like Sakura Novi, a 46,000-square-foot Asian-themed development with retail, dining, offices, and 132 townhomes.

Sources: Urban Land Magazine, Turning Malls into Neighborhoods, 2023; NYPost, Living at the mall – inside the rise of apartments in America's shopping centers, 2024; City of Novi, February 4, 2025 - Master Plan for Land Use DRAFT (pg. 10); rebusinonline.com, Three New Retail Tenants to Open at Sakura Novi Mixed-Use Development in Michigan, 2024



Increasing Demand for Healthcare Professionals

Michigan's healthcare industry is experiencing rapid growth, driven by an aging population and expanding medical needs.

- In the Novi region, healthcare employs 17.7% of the workforce, making it an important economic driver.
- The state is projected to have thousands of annual job openings, with home health aides (11,555), nursing assistants (6,665), and registered nurses (6,345) in highest demand.
- The *fastest* growth is expected among nurse practitioners, occupational therapy assistants, dental laboratory technicians, physician assistants, and medical and health services managers.

Source: Michigan Center for Data and Analytics and the Michigan Department of Labor and Economic Opportunity, Michigan Healthcare Industry Cluster Workforce Analysis, 2023



Increasing Foreign Investment

Through 2050, Michigan is expected to remain a national leader in foreign direct investment (FDI), particularly in electric vehicle (EV) battery production, AI-driven automation, and supply chain logistics. From 2014 to 2019, Michigan's FDI-related employment grew by 33%, increasing from approximately 240,000 to over 320,000 jobs.

As of 2024, Novi is home to over 130 foreign-owned businesses, with strong investments from Japan, Germany, and Canada in automotive R&D, advanced manufacturing, and technology.

Sources: SEMCOG, Novi - 2050 Forecast Summary Report, accessed 02/07/25; City of Novi, Economic Development ANNUAL REPORT 2023-24 and 2022 Economic Development Annual Report; Michigan Economic Development Corporation, This Just In: Michigan a Top State for Foreign Direct Investment, accessed 2/07/25

Increasing GDP Growth, Slower than National Growth

Southeast Michigan's real GDP is projected to grow at 1.65% annually from 2019 to 2050, up from 0.86% between 2001 and 2019. This growth reflects a recovery in manufacturing, especially motor vehicle production.

Despite this acceleration, the region's growth is expected to lag behind the national average and Southeast Michigan's share of total U.S. GDP will decline slightly by 2050.

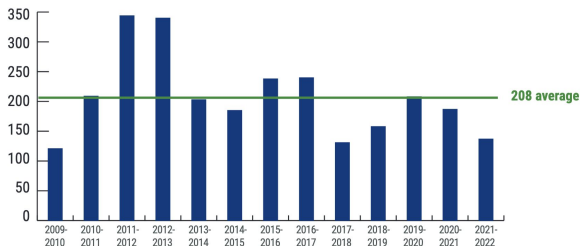
Long-term growth will depend on manufacturing recovery, economic diversification, and investments in technology and infrastructure, but the region is not expected to match the broader national growth rate over the coming decades.

Increasing Housing Demand, But...

By 2050, Novi is projected to need approximately 29,000 housing units, an 11% increase from 26,000 in 2020, driven by population and job growth.

Novi has added an average of 208 housing units annually between 2009 and 2022. At this rate, it would take approximately 139 years to add 29,000 housing units. If housing development remains slow, it will exacerbate challenges with access and affordability.

Combined Housing Units Added



Sources: SEMCOG, Novi - 2050 Forecast Summary Report, accessed 02/07/25; City of Novi, 2022 Economic Development Annual Report, accessed 02/12/25

Increasing Child Care Costs

Concerns about childcare affordability and accessibility will increase with Novi's population growth.

- Between 2019 and 2024, Oakland County's childcare costs increased from an average of \$786 to \$1,061 monthly. Consequently, a minimum wage worker earning \$10.56/hour in 2024 would spend about 58% of their monthly income on childcare.
- In 2024, Michigan allocated \$24 million in one-time grants to nearly 4,000 childcare providers and secured \$33 million in federal funding to improve affordability and access. However, in January 2025, a pause on federal funding is raising concerns about the future of childcare programs statewide.

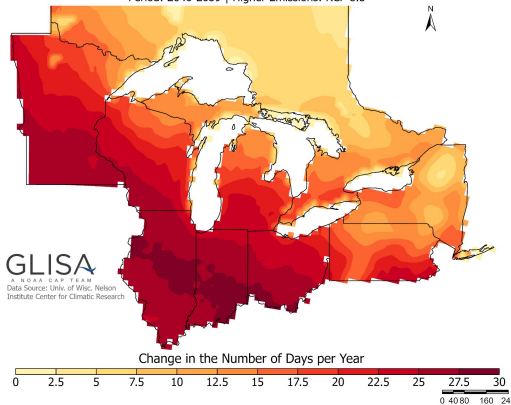
Sources: The Annie E. Casey Foundation, Kids County Data Center statistics for Michigan, accessed 2/7/25; 9&10 News, Michigan awarded \$33M grant to improve and expand child care, 2024; Governor Whitmer, MiLEAP Distribute \$24 Million in One-Time Operational Grants to Nearly 4,000 Child Care Providers, 2024; fox2detroit.com, Trump federal funding pause: Metro Detroit child care center concerned for future, 2025

Increasing Heat & Extreme Weather

Michigan's annual and seasonal temperatures are increasing, and more frequent extreme weather events – including heat waves, droughts, wildfires, floods, and heavy precipitation – are expected. In Novi:

- The average number of days with temps over 90 degrees is expected to increase from 6 (1961-1990) to 27-37 by 2050.
- The average number of freezing days is projected to drop from 52 (1961-1990) to 24-29 by 2050.

Projected Change in the Number of Days over 90°F by Mid-Century
Period: 2040-2059 | Higher Emissions: RCP 8.5



Sources: GLISA, Great Lakes Regional Climate Change Maps, accessed 02/06/25;

U.S. Climate Resilience Toolkit Climate Explorer, Novi - Days w/ maximum temp < 32°F and Days w/ maximum temp > 90°F, accessed 02/06/25

Changing Risk Profile for Roads, Bridges & Culverts

By mid-century, the number of days per year exceeding one inch of precipitation is projected to increase by 15-23% on average in the Midwest. The number of days exceeding 2 inches of precipitation is projected to increase faster (37-46%) on average. As Novi and Oakland County prepare for more intense rain events, the following infrastructure is at moderate or critical risk:

- Five road segments at critical risk: two segments of W I-96; two segments of W 8 Mile Rd; and Novi Rd
- Five bridges are at moderate risk (Eight Mile Road, Rouge River, I-96, Middle Br Rouge River, 9 Mile Road)
- Five culverts are at moderate risk: four on I-96 and one on I-696

Increasing Threat of Invasive Species

As average temperature and rainfall increase, Novi and Oakland County are likely to face increasing invasive insects and plants.

- Estimating their growth is complex, but a 0.65°F rise can boost some invasive populations by about 15% annually.
- Invasives can clog irrigation systems (European Frogbit), destroy the understory of the Lakeshore Park and ITC trails (Japanese Stiltgrass), and affect stormwater retention and drainage (Red Swamp Crayfish), among other things.

Sources: Ecological Society of America, Ecology Volume102 Issue1, Warming and shifting phenology accelerate an invasive plant life cycle, 2021; Oakland County Cooperative Invasive Species Management Area, Michigan Invasive Species Coalition, and additional information on European Frog-bit and Red Swamp Crayfish, accessed 02/10/25

Increasing Minimum Wage & Policy Debates

Michigan's minimum wage is scheduled to reach nearly \$15/hour in 2028, with subsequent adjustments based on inflation. The wage for tipped employees will also rise incrementally, achieving parity with the standard minimum wage by 2030.

Compared to other states, Michigan will rank 19th after the increase compared to 28th prior to the increase.

Minimum wages will increase in 23 states in 2025. "Blue" states increase minimum wage through legislation, while "red" states often raise wages through ballot measures.

Increasing Impact of Carbon Neutrality Commitment

Michigan aims for 100% carbon neutrality by 2050 under the MI Healthy Climate Plan by cutting emissions, expanding renewables, and investing in clean tech. Key 2024 updates that may affect Novi include:

- A new law lets HOA homeowners install solar panels and make other energy improvements.
- Those who need energy assistance will have access to more funding from the Michigan Energy Assistance Program.
- A bipartisan budget funds clean energy, public transit, and housing.
- Measuring and sharing data across the state re: emission reductions in energy, transit, buildings, industry, and natural lands, while supporting workers and communities.

Sources: Michigan Department of Environment, Great Lakes, and Energy, MI Healthy Climate Plan, accessed 2/7/25; Michigan Business, Whitmer Unveils MI Healthy Climate Plan to Create Good-Paying Jobs, Protect Air and Water, accessed 2/7/25; Michigan Department of Environment, Great Lakes & Energy, 2024 MI Healthy Climate Plan Annual Report highlights continued progress toward climate goals, 2025

Increasing Next-Gen Impact on Policies & Priorities

In 2050, Generation Z will be 38-50 years old and play a larger role in the electorate and leadership. Their background and preferences will shape priorities and policy. Surveys suggest they:

- Are more racially and ethnically diverse, with higher rates of LGBTQ identification.
- Lean moderate or liberal, favoring inclusiveness and diversity.
- Exhibit skepticism towards traditional party affiliations, including notable detachment from established political parties.
- Are primarily concerned about economic issues, including access to healthcare, reproductive rights, LGBTQ rights, education challenges, racial discrimination, rising crime rates, and immigration, with a strong emphasis on economic struggles across various demographics.

Increasing Bipartisan Negotiations or Policy Gridlock Due to Divided Government

Legislative decision-making in Michigan is expected to slow down in 2025, requiring more bipartisan cooperation for major policy changes.

- Key issues like economic incentives, infrastructure funding, and education reforms may face delays as Republicans and Democrats negotiate their priorities.
- This shift comes as Michigan's state government is divided, with Republicans gaining control of the House of Representatives while Democrats retain control of the Senate and Governor's office.

This political balance will shape the state's future policy direction.

Increasing Reliance on Personal Networks & Social Media for Civic Engagement

Americans' news sources are changing (see table.) Only 25% of them are very satisfied with the quality of local political news, and only 45% find it easy to get the info they need to vote in local elections, compared to 59% for presidential elections. Younger people struggle more than older adults to find local voting information. People with stronger community connections are more engaged in local politics, more satisfied with news quality, and find it easier to access voting info, demonstrating the importance of local ties in fostering civic participation.

Sources: Friends, family and neighbors are Americans' most common source of local news, Pew Research Center, 2024; How Americans Get Local Political News, Pew Research Center, 2024

