



Shockey Pulse Panel for Novi 2050

A Pulse Panel serves as a standing community sounding board—our way of keeping a consistent “finger on the pulse” of Novi residents throughout the planning process. This panel is typically made up of a broad, representative group of community members who volunteer to participate. Anyone can join, with no maximum number of participants, ensuring we capture the widest possible range of perspectives.

Purpose

The Pulse Panel creates a reliable channel of real-time feedback on issues as they emerge. This helps the project team and City leaders understand what people are thinking and feeling—not just at formal meetings, but in their daily lives. It ensures that engagement remains ongoing, inclusive, and responsive to community voices.

How It Works

- **Recruitment:** Interested individuals complete a brief intake questionnaire covering interests, experiences, and demographics. This ensures the panel is diverse and allows us to tailor opportunities for deeper participation. Participants often include leaders of community institutions like nonprofits, major employers, school districts, homeowners associations, and more.
- **Participation Opportunities:** Panelists are invited to take part in quick polls, online discussion forums, conversation kits, and other feedback activities. All activities are optional—participants can engage as much or as little as their time allows.
- **Targeted Input:** Certain panelists may be invited to provide specialized input based on their expertise or experiences—for example, small business owners on economic growth strategies, or parents on youth-related initiatives.
- **Communication:** Panelists will receive regular updates, calls-to-action, and invitations to weigh in on key questions at each stage of the planning process.

Value to Novi

The Pulse Panel can complement more formal engagement activities by creating a continuous feedback loop. It gives the City a living dashboard of community sentiment, helping decision-makers quickly identify opportunities, concerns, and shifts in priorities. This approach builds transparency, keeps residents engaged over the long term, and ensures every voice helps shape Novi’s bold future



Maximizing Staff Time for Novi 2050

Purpose of Staff Engagement

The City of Novi's staff will play a critical role in shaping the strategic plan. Shockey's approach helps staff connect their day-to-day experience and unique expertise to the city's long-term vision. This ensures that the resulting plan is grounded in operational reality while also capturing innovative thinking that may not naturally surface from typical decision-making structures.

Leveraging Staff Expertise

Shockey recognizes that staff knowledge extends well beyond position descriptions. For example:

- A parks maintenance employee may identify patterns of community use that inform long-term capital investments.
- Administrative staff often have insight into resident frustrations and service delivery gaps.
- Staff from any department may have expertise from their work with local non-profits or community groups, as well as prior professional experience.

By engaging staff through the entirety of the process, we validate their expertise and uncover operational wisdom that enriches the planning process.

Benefits and Growth Opportunities for Staff

Participation in the strategic planning process is itself a professional development opportunity. Staff gain:

- Broader perspective: Understanding how their role contributes to citywide priorities.
- Skill development: Exposure to planning, facilitation, and problem-solving exercises they may not encounter in daily work.
- Ownership and motivation: When staff see their fingerprints in the final plan, it fosters buy-in and strengthens commitment to implementation.

Through Shockey's engagement approach, Novi's staff are not just consulted but empowered as co-creators of the city's future. This process both strengthens the strategic plan and develops internal capacity, leaving the organization better equipped to achieve its goals long after the plan is adopted.