



CITY OF NOVI CITY COUNCIL
OCTOBER 6, 2025

SUBJECT: Consideration of approval to engage Shockey Consulting to facilitate the Novi 2050 planning process for \$156,000 as recommended by the Long-Range Strategic Planning Committee.

SUBMITTING DEPARTMENT: City Manager's

KEY HIGHLIGHTS:

- Initial contract with another consultant concluded earlier this summer due to misalignment with project needs.
- Long-Range Strategic Planning Committee recommends moving forward with Shockey Consulting for \$146,000 (base), with estimated travel costs of \$10,000, for a total of \$156,000.
- Shockey brings extensive experience in strategic planning and strong alignment with Novi 2050's vision and engagement goals.

FINANCIAL IMPACT

	FY25/26	Total
EXPENDITURE REQUIRED	\$ 156,000	\$ 156,000
BUDGET		
1. Misc – special projects (101-101.00-963.005)	\$ 34,025	\$ 34,025
APPROPRIATION REQUIRED	\$ 121,975	\$ 121,975
FUND BALANCE IMPACT	\$ (121,975)	\$ (121,975)
Rollover budget from the original \$50,000 budgeted in FY 2025 is \$34,025. \$15,375 was expensed from the previous consultant.		

BACKGROUND INFORMATION:

The Long-Range Strategic Planning Committee has been evaluating options for external facilitation of the Novi 2050 planning process. The City initially entered into a contract with another consultant in Spring 2025; however, that engagement was concluded earlier this summer due to misalignment with project needs and expectations. Following further review and discussion, the Committee now recommends engaging Shockley Consulting to provide facilitation, guidance, and support in developing the community's long-range vision.

Shockley's proposal emphasizes a comprehensive engagement approach that includes:

- Establishing a Pulse Panel as a standing community sounding board for real-time feedback throughout the process.
- Maximizing staff involvement, treating employees as co-creators, and linking day-to-day experience to long-term visioning.
- Hosting community workshops, interactive online engagement, and structured input from boards, commissions, and stakeholders.
- Expanding on previous foresight work to help Council, staff, and the community examine emerging trends in housing, economy, mobility, and environment, among others.

RECOMMENDED ACTION: Approval to engage Shockley Consulting to facilitate the Novi 2050 planning process for \$156,000, as recommended by the Long-Range Strategic Planning Committee.