



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.

Task	Format	Shockey Role	Deliverables	City of Novi Role	Long Range Plan Council Committee	Timeframe	Fee
Phase 1: Launch							
Project Management Team Meetings (2, virtual)	Virtual Meetings	Facilitate coordination meetings with City staff to confirm timelines, roles, and decision-making pathways.	Meeting agendas, notes, and updated project tracker	Attend coordination meetings and provide timely feedback.	Attend coordination meetings and provide timely feedback.	September - October	\$ 1,000
Project Management Plan	Shockey Work Product	Prepare a written plan defining scope, schedule, communications, and progress monitoring.	Project Management Plan document	Review drafts, provide comments.	Review drafts, provide comments, and approve final deliverables.	October	\$ 1,000
Branding Meeting (virtual) & Style Guide	City Work Product	Attend Branding Meeting with Novi City Staff (virtual)	Novi 2050 branding and style guide	Develop project brand identity (logo, colors, messaging) to unify materials and communications.	Review branding concepts and approve final style guide.	October	\$ 5,000
Staff Leadership Team Workshop #1	Launch Phase In-Person Visit #1	Gather community and organizational data available. Prepare and administer a pre-workshop questionnaire. Facilitate a workshop to capture issues, discuss previous trend work, staff leadership priorities and align staff perspectives.	Workshop summary highlighting staff assessment and identify future data needs.	Provide staff leadership participation, promote attendance, and assist with logistics.	Receive results of workshop in report	November	\$ 8,000
Long-Range Strategic Planning Committee Workshop #1		Convene and facilitate committee kickoff; establish charter and role in process. Develop stakeholder engagement approach and stakeholder groups to target for outreach. Discuss potential methods and engagement opportunities.	Agenda packet, committee charter and meeting summary	Identify stakeholder groups, outreach opportunities and review agenda materials.	Prepare to discuss potential stakeholder groups, outreach opportunities, participate actively, and come to consensus on path forward.	November	\$ 1,500
Governing Body Presentation #1		Provide briefing and orientation to Council, confirming alignment.	Council presentation slides and discussion summary	Provide time on Council agenda, review presentation, and offer feedback.	Lead council discussion at meeting.	November	\$ 1,000
Stakeholder Engagement Plan	Shockey Work Product	Design outreach strategy including tools like surveys, workshops, and pop-ups.	Written Engagement Plan with strategies and timeline	Promote engagement opportunities through City channels and encourage community participation.	Review and approve stakeholder engagement plan.	December	\$ 3,200
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Phase 2: Discovery							
Project Management Team Meetings (2, virtual)	Virtual Meetings	Coordinate and monitor progress with staff.	Meeting summaries with next steps	Attend coordination meetings and provide timely feedback.	Attend coordination meetings and provide timely feedback.	January - February	\$ 1,000
Insight & Foresight Series Trends (For Focus Area Identification)	Shockey Work Product	Provide data-rich materials and facilitate discussion on demographics, housing, economy, mobility, and environment.	Insight & Foresight packets for Council, staff, and community	Provide input, review materials, and support outreach.	Read Insight & Foresight series trends in preparation for engagement.	January	\$ 9,000
Boards & Commission Member Questionnaire	Shockey Work Product	Administer online questionnaire to city boards/commission members to identify key issues.	Questionnaire summary report identifying issues	Provide input, review materials, and support participation.	Provide input, review materials, and support participation.	January	\$ 4,500
Begin Online Engagement	Shockey Work Product	Create project site with surveys, interactive maps, and updates.	Online engagement platform and participation report	Promote engagement opportunities through City channels and encourage community participation.	Promote engagement opportunities through personal channels and encourage community participation.	February	\$ 8,000
Community Workshop #1 -- Trends & Focus Area Identification	Discovery Phase In-Person Visit #2	Host workshop where residents react to trends, data, and foresight scenarios.	Workshop materials and public summary report	Provide staff and elected official participation, promote attendance, provide refreshments, and assist with logistics.	Participate in workshop & listen to community feedback.	February	\$ 9,000
Long-Range Strategic Planning Committee Workshop #2 - Identify Vision Theme		Facilitate committee meeting to review emerging themes.	Agenda Packet & Summary Notes	Staff Workshop	Prepare by reading agenda packet and actively participate in workshop.	February	\$ 1,500
Governing Body Presentation #2		Provide briefing to Council on discovery findings.	Council presentation	Provide time on Council agenda, review presentation, and offer feedback.	Attend presentation and provide comments.	February	\$ 1,000
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Phase 3: Visioning & Goal Setting							
Project Management Team Meetings (2, virtual)	Virtual Meetings	Coordinate progress on engagement and vision development.	Summary	Attend coordination meetings and provide timely feedback.	Attend coordinating meetings and provide timely feedback	March - April	\$ 1,000
Continue Online Engagement	Shockey Work Product	Create project site with surveys, interactive maps, and updates.	Online engagement platform and participation report	Promote engagement opportunities through City channels and encourage community participation.	Promote engagement opportunities through personal channels and encourage community participation.	March - April	\$ 1,000
Prepare Materials for Community Outreach	Shockey Work Product	Develop toolkits, maps, and facilitation guides for staff/partners.	Engagement materials package	Promote engagement opportunities through City channels and encourage community participation.	Read through engagement materials	March	\$ 8,000

Train Local Community Engagers & Begin local community outreach	Vision & Goals Phase In-Person Visit #3	Train Novi-based ambassadors/city staff to conduct engagement and outreach tabling/pop ups at association meetings, major employers, activity centers and community events.	Training session, toolkit, and method to track and organize input.	Recruit participants for training and encourage ongoing outreach support. Participate in training.	Recruit participants for training and encourage ongoing outreach support. Participate in training.	April	\$ 8,000
Community Workshop #2 - Vision & Goals		Facilitate interactive workshop to define vision elements & goal areas.	Workshop agenda, materials, summary.	Provide staff and elected official participation, promote attendance, provide refreshments, and assist with logistics.	Promote attendance & participate in workshop	April	\$ 9,000
Long-Range Strategic Planning Committee Workshop #3 - Identify goals and strategies		Facilitate committee session to refine elements & goals.	Meeting report with refined goals	Appoint members, participate actively, and review materials.	Read agenda packet & actively participate in meeting	April	\$ 1,500
Staff Leadership Team Workshop #2		Facilitate workshop to link operational needs with vision.	Summary memo linking operations with vision	Provide staff and elected official participation, promote attendance, and assist with logistics.	Review summary meeting notes	April	\$ 8,000
Governing Body Presentation #3		Provide update to Council on draft vision & goals	Council presentation	Provide time on Council agenda, review presentation, and offer feedback.	Attend presentation and provide comments.	April	\$ 1,000
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Phase 4: Scenarios & Strategies							
Project Management Team Meetings (2, virtual)	Virtual Meetings	Facilitate coordination during strategy development.	Meeting notes	Attend coordination meetings and provide timely feedback.	Attend coordination meetings and provide timely deliverables	May - June	\$ 2,000
Continue Online Engagement	Work product	Maintain online input collection and track trends.	Ongoing participation reports	Promote engagement opportunities through City channels and encourage community participation. Receive participation updates.	Promote engagement opportunities through City channels and encourage community participation. Receive participation updates.	May - June	\$ 1,000
Continue Community Outreach by Local Engagers	City	Obtain updates	interim engagement update	Engage community	Participate in engagement, listen & receive input	May - June	\$ -
Staff Leadership Team Workshop #3: Strategy Development	Strategies Phase In-Person Visit #3	Prepare agenda packets & facilitate workshop	Summary meeting memo	Provide staff and elected official participation, promote attendance, and assist with logistics.	Receive summary meeting & read notes	June	\$ 8,000
Community Workshop Scenario Planning & Resilient Strategies		Facilitate workshop testing scenarios and co-designing strategies.	Workshop materials and strategy recommendations report	Provide staff and elected official participation, promote attendance, and assist with logistics.	Encourage participation and attend workshop	June	\$ 9,000
Long-Range Strategic Planning Committee Workshop #4 - Refine goals and strategies		Facilitate committee meeting to refine strategies.	Committee meeting summary capturing input	Appoint members, participate actively, and review materials.	Read agenda packet & actively participate in workshop	June	\$ 1,500
Governing Body Presentation #4		Present strategies to Council for input.	Council presentation	Provide time on Council agenda, review presentation, and offer feedback.	Attend presentation & provide comments	June	\$ 1,000
Task	Description	Shockey Role	Deliverables	City of Novi Role	Long Range Plan Council Committee	Timeframe	Fee
Phase 5: Craft Plan							
Project Management Team Meetings (3, virtual)	Virtual Meetings	Facilitate coordination as plan is finalized.	Meeting notes	Attend coordination meetings and provide timely feedback.	Attend coordinating meeting & provide timely feedback	July - September	\$ 3,000
City Staff Leadership Workshop #4	Virtual Meetings	Facilitate workshop	Agenda packet and summary notes	Prepare by reviewing agenda packet and participate in workshop	Receive workshop summary notes	August	\$ 8,000
Continue Online Engagement	Shockey Work Product	Create project site with surveys, interactive maps, and updates.	Online engagement platform and participation report	Promote engagement opportunities through City channels and encourage community participation.	Promote & encourage community engagement; Receive and read previous updates	July - August	\$ 1,000
Draft Novi 2050 Document	Shockey Work Product	Prepare written draft, including visuals, goals, and strategies; allow one revision cycle.	Draft Novi 2050 Plan Document	Review drafts, provide comments, and provide a compiled set of revisions to Shockey.	Review drafts, provide comments, and approve final deliverables.	August	\$ 8,000
Long-Range Strategic Planning Committee Workshop #5 - Refine draft plan	Virtual Meetings	Facilitate meeting to confirm revisions.	Agenda, Draft Vision Plan, Revisions to Draft Vision Plan	Staff workshop	Read agenda packet to preapre and participate in workshop	August	\$ 1,500
Novi 2050 Plan Reveal	Craft Plan Phase In-Person Visit #4	Provide guidance and support in preparation of event materials and programming; Provide any necessary follow-up reporting/summary.	Vision Fest event and materials	Host celebratory community event with displays, video, and presentations. Staff and take feedback on draft plan reveal.	Recruite attendees, attend event & listen to feedback; read summary	September	\$ 3,500
Long-Range Strategic Planning Committee Workshop #6 - Revisions to Final Plan		Facilitate meeting to confirm revisions.	Committee meeting notes	Appoint members, participate actively, and review materials.	Provide final revisions to Draft Vision Plan based upon community feedback at Novi 2050 Plan Reveal	September	\$ 1,500
Governing Body Meeting #5		Provide as-needed guidance	Council presentation	Prepare presentation and present to governing body prior to adoption.	Prepare presentation and present to governing body prior to adoption.	September	\$ -

Final Vision Plan Document	Shockey Work Product	Produce final written plan.	Final Novi 2050 Vision Plan. Provide electronic copy to City of Novi.	Review drafts, provide comments, and approve final deliverables.	Receive final document & summary at council meeting	October	\$ 4,000
Final Vision Plan Companion Video	City Work Product	Provide input into video content	Final Novi 2050 Vision Plan and video	Review drafts, provide comments, and approve final deliverables.	Review drafts, provide comments, and approve final deliverables.	October	\$ 800
						TOTAL	\$ 146,000