



**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 Shockey Consulting to provide facilitation, guidance, and support in developing the community's long-range vision.

Shockey'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 Shockey Consulting to facilitate the Novi 2050 planning process for \$156,000, as recommended by the Long-Range Strategic Planning Committee.



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
Task	Description	Shockey Role	Deliverables	City of Novi Role	Long Range Plan Council Committee	Timeframe	Fee
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
Task	Description	Shockey Role	Deliverables	City of Novi Role	Long Range Plan Council Committee	Timeframe	Fee
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
Task	Description	Shockey Role	Deliverables	City of Novi Role	Long Range Plan Council Committee	Timeframe		Fee
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 prepare 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

Approach & Methodology

Shockey Consulting will guide Novi through a **10-month process** that combines strategic planning expertise with inclusive, high-impact community engagement. Our approach builds from a strong launch, moves through discovery and visioning, and culminates in a bold, actionable **Novi 2050 Plan**—supported by both a long-range vision and specific near-term priorities.

The process is structured in **five phases**, with clear deliverables at each stage. We align with the City’s schedule, so the plan is ready to inform **Council priority-setting in January** and provide a guiding “North Star” for years to come.

Phase One – Launch (*Months 1–2, \$31,700*)

We start by laying the groundwork for success:

- **Project Management Team Meetings** (virtual) to align expectations and timelines.
- **Project Management Plan** to define scope, schedule, and communication protocols.
- **Branding Meeting & Style Guide** to create a recognizable identity for Novi 2050.
- **Staff Leadership Team Workshop** to capture leadership insights.
- **Long-Range Strategic Planning Committee** kickoff to establish their role in shaping the process.
- **Community Workshop – Vision Launch** to energize residents and invite participation.
- **Stakeholder Engagement Plan** outlining outreach strategies and target audiences.

Phase Two – Discovery (*Months 2–3, \$24,000*)

We engage residents, leadership, and the Committee in understanding Novi’s present and future context:

- **Insight & Foresight Series** exploring trends in five focus areas.
- Committee review of emerging themes.

- **Community Workshop – Trends** to share findings and gather perspectives.
- **Governing Body Presentation** to keep leadership aligned.

Phase Three – Visioning (*Months 2–5, \$40,000*)

We turn data and insights into a shared vision and measurable goals:

- **Materials for Participatory Engagement** so staff and partners can extend outreach.
- **Community Workshop – Goals** to refine aspirations.
- **Online Engagement** platform for ongoing input.
- **Staff Leadership Team Workshop** to integrate operational perspectives.
- **Vision Summit** to present and validate the draft vision.
- **Governing Body Presentation** to keep decision-makers informed.

Phase Four – Scenarios & Strategies (*Months 6–7, \$13,500*)

We explore pathways to achieve the vision:

- **Scenario Planning Workshop** to test strategic options.
- Continued **Committee guidance** and **online engagement**.

Phase Five – Craft Plan (*Months 8–10, \$29,000*)

We finalize the vision and ensure it's ready for adoption and implementation:

- **Draft Vision Document** with one revision cycle.
- **Vision Fest – Plan Reveal** to celebrate community contributions.
- **Final Vision Plan Document** and **Video Plan of Novi 2050** to communicate widely.
- **Governing Body Meeting** for review and approval.

Engagement Philosophy & Menu of Options

Our engagement approach reflects the **IAP2 Public Participation Spectrum**—from informing to involving and collaborating. We blend techniques to reach diverse audiences, from digital storytelling and online surveys to pop-up events and participatory mapping.

Novi can scale engagement beyond the base scope by selecting add-ons from our **Engagement Menu** (Appendix). This flexibility ensures you get the right depth and breadth of community input within your budget.

The **base project fee is \$146,200**, which includes training local “engagers” to extend our reach. Additional in-person engagement can be added from the menu between Months 3–10 to deepen community participation.

With this process, Novi will have a **north star vision** anchored in community values, backed by actionable strategies, and ready to guide decisions through 2050.

NOVI MICHIGAN 2050 PLAN	BASE COST ESTIMATE	TIMELINE
Phase One - Launch		MONTHS
Project Management Team Meetings (2) - virtual	\$1,000	1
Project Management Plan	\$1,000	1
Branding Meeting (virtual) & Style Guide	\$5,000	1
Staff Leadership Team Workshop	\$8,000	2
Long-Range Strategic Planning Committee	\$2,500	2
Community Workshop - Vision Launch	\$11,000	2
Stakeholder Engagement Plan	\$3,200	2
Phase One - Launch Total	\$31,700	1 - 2
Phase Two - Discovery		
Project Management Team Meetings (2) - virtual	\$1,000	2 - 3
Insight & Foresight Series - Trends - 5 Focus Areas Materials	\$9,000	2 - 3
Long-Range Strategic Planning Committee	\$2,500	3
Community Workshop - Trends	\$9,000	3
Governing Body Presentation	\$2,500	3
Phase Two - Discovery Total	\$24,000	2 - 3
Phase Three - Visioning		
Project Management Team Meetings (2) - virtual	\$1,000	4 - 5
Prepare Materials for Participatory Engagement (for use by Consultant and/or Staff)	\$8,000	2 - 3
Long-Range Strategic Planning Committee	\$2,500	4
Community Workshop - Goals	\$9,000	4
Online Engagement - establish site and post materials	\$9,000	3 - 5
Staff Leadership Team Workshop	\$8,000	5
Governing Body Presentation	\$2,500	5
Phase Three - Visioning Total	\$40,000	2 - 5
Phase Four - Scenarios & Strategies		
Project Management Team Meetings (2) - virtual	\$2,000	6 - 7
Continue Online Engagement	\$0	6 - 7
Long-Range Strategic Planning Committee	\$2,500	7
Community Workshop - Scenario Planning & Resilient Strategies	\$9,000	7
Phase Four - Scenarios & Strategies Total	\$13,500	6 - 7
Phase Five - Craft Plan		

Project Management Team Meetings (3) - virtual	\$3,000	8 -10
Draft Vision Document (one draft & one set of revisions)	\$8,000	9
Long-Range Strategic Planning Committee	\$2,500	9
Vision Fest - Plan Reveal	\$9,000	9
Governing Body Meeting	\$2,500	9
Final Vision Plan Document	\$4,000	10
Phase Five - Craft Plan Total	\$29,000	8 -10
BASE PROJECT TOTAL	\$138,200	10 months
TRAIN ENGAGERS LOCALLY	\$8,000	4
SUBTOTAL	\$146,200	
ADD IN-PERSON ENGAGEMENT YOU WOULD LIKE CONSULTANT TO PERFORM FROM ENGAGEMENT MENU	\$ -	3 - 10
TOTAL FEE	\$ 146,200.00	10 months

IAP2 SPECTRUM OVERVIEW: The IAP2 Public Participation Spectrum is a framework that outlines different levels of public participation, ranging from minimal to maximum involvement of the community in decision-making processes. The spectrum includes five levels: Inform, Consult, Involve, Collaborate, and Empower. Each level represents a distinct approach to public participation, characterized by varying degrees of public involvement, the role of the public, and the promise made to them.

IAP2 INFORM DEFINITION: Inform is the most basic level, where the primary goal is to provide the public with balanced and objective information to help them understand the issues, alternatives, and potential solutions. The public's role is passive, as they receive information but are not invited to contribute to the decision-making process. The promise to the public is to keep them informed.

APPROACH LANGUAGE: Recruit, Educate & Inform

At Shockey Consulting, we know that successful community engagement starts with clear and accessible information. Our approach begins at the "Inform" level of the IAP2 Public Participation Spectrum, using a strategic mix of marketing techniques to educate the community about the project's goals, benefits, and potential impacts. We deliver this information through a variety of channels—empowering residents with the knowledge they need to confidently engage in the public participation process. Our goal is to build trust and understanding from the outset, creating a solid foundation for deeper and more meaningful involvement as the project progresses.

To reach and engage a diverse cross-section of the community, including traditionally underserved populations, we use branded marketing materials and tailored outreach strategies. Our visually compelling materials reflect

PHASE	Task	Description	Objective	Scope of Work & Steps	Our Approach	Price Per Item	Per Item Description
RECRUIT & EDUCATE	Create Basic Project Printed Pieces	Informational materials such as fact sheets, posters, brochures, and display boards to communicate key project information.	To educate and inform the community about project details and ways to get involved.	Develop content, design materials, print, distribute at events, and make available at public locations.	Distribute at public meetings, community events, and high-traffic locations. Consider multiple languages for wider reach. Ensure consistency in messaging across all materials.	\$6,000	Per Piece Designed
RECRUIT & EDUCATE	Create and Place Yard Signs with QR Codes for input	Highly visible signs placed in strategic locations to promote project awareness and engagement opportunities.	To increase project visibility and direct the community to engagement opportunities.	Design signs, produce materials, identify strategic locations, install signs, and monitor effectiveness.	Check local regulations for sign placement. Use QR codes for additional information. Ideal for high-traffic areas. Regularly monitor and replace damaged signs.	\$6,000	Per Sign Design
RECRUIT & EDUCATE	Create and Distribute Newsletters/E-newsletters	Regular publications sent via email or print to keep stakeholders informed about project developments, including updates, events, and engagement opportunities.	To provide ongoing communication and updates, keeping stakeholders engaged and informed.	Develop content, design template, compile distribution list, distribute newsletters regularly, and track engagement metrics.	Ensure newsletters are visually appealing, concise, and include clear calls to action. Track open rates and adjust content based on feedback. Create translations for non-English speakers.	\$5,000	Per Issue
RECRUIT & EDUCATE	Prepare and Distribute Direct Mail Campaign	Sending informational materials via mail to targeted community members to ensure they are informed about the project.	To provide direct communication to households, ensuring everyone has access to information.	Develop content, design materials, compile mailing list, send mail, and track responses.	Use direct mail for hard-to-reach groups or areas with low digital engagement. Include a call to action such as attending an event or visiting the website.	\$6,000	Per Mail Piece Designed (does not include mailing cost)
RECRUIT & EDUCATE	Design and Place Advertisements	Advertisements in local media, online, or community spaces to promote project awareness and engagement opportunities.	To reach a broad audience and increase awareness of the project.	Develop ad content, design visuals, select media channels, place ads, and track engagement metrics.	Tailor ads to specific media channels and audience demographics. Use clear calls to action and consider digital ads for broader reach.	\$6,000	Per Ad
RECRUIT & EDUCATE	Design and Post Messages on Community Bulletin Boards	Posting project-related messages on bulletin boards in public spaces and on government TV channels.	To inform and engage community members through accessible and visible communication channels.	Develop message content, design visuals, identify bulletin boards, post messages, and update regularly.	Post in high-traffic areas such as libraries and community centers. Keep messages concise and updated. Include links or QR codes for additional information.	\$2,000	Per Message
RECRUIT & EDUCATE	Prepare and Issue Press Releases	Official statements provided to media outlets to announce major project milestones, events, or decisions.	To communicate important updates and ensure accurate information reaches the public.	Develop press release content, distribute to media contacts, and monitor media coverage.	Tailor content to highlight newsworthy aspects. Maintain a media contact list and follow up with outlets. Track coverage and impact.	\$2,000	Per Press Release
RECRUIT & EDUCATE	Produce Public Service Announcements (PSAs)	Short, informative messages broadcast on television, radio, or online to inform the public about important project developments or events.	To provide important information to a wide audience quickly and effectively.	Develop PSA script, record and edit PSA, distribute to media channels, and track outreach effectiveness.	Use clear and concise messaging. Tailor PSAs to different media formats. Regularly update to reflect current project needs.	\$4,000	Per PSA
RECRUIT & EDUCATE	Develop Social Media Posts to Inform About Project and engagement opportunities	A coordinated effort to use social media platforms to share information and encourage participation.	To educate about project and encourage participation.	Create a content calendar, design posts for client to post.	Tailor content for each platform. Monitor and adapt based on analytics.	\$9,000	Per Campaign
RECRUIT & EDUCATE	Develop Website Content for Existing Site	Creating and updating content for a pre-existing website to ensure it reflects current project information and engagement opportunities.	To keep the public informed and engaged through up-to-date online information.	Assess current content, develop updates, upload new content, and maintain regular updates.	Ensure content is aligned with the project's messaging. Regularly review for accuracy and relevance. Include interactive elements where possible.	\$6,000	Per Update
RECRUIT & EDUCATE	Design Website and Create Content	A dedicated online platform that serves as the central hub for project information, updates, and engagement opportunities.	To provide accessible, up-to-date information and facilitate online engagement.	Develop site structure, create and upload content, ensure mobile compatibility, and conduct usability testing.	Regularly update content. Ensure accessibility standards are met. Include interactive elements like surveys or feedback forms to engage users.	\$12,000	Per 6 Website Pages
RECRUIT & EDUCATE	Produce and Post Videos	Creating videos to provide a more engaging and accessible way to communicate project information and updates.	To visually communicate key messages and increase engagement through dynamic content.	Develop video script, shoot and edit video, upload and promote on various platforms.	Use professional quality visuals. Include captions for accessibility. Use storytelling to engage the audience. Regularly update video content based on project progress.	\$12,000	Per Video
RECRUIT & EDUCATE	Produce Podcast Episode	Audio series providing in-depth information on the project, featuring interviews, discussions, and updates.	To reach a broad audience and provide detailed project information in an easily accessible format.	Develop episode content, record and edit podcast, distribute on podcast platforms, and promote episodes.	Ensure audio quality is high. Use engaging storytelling techniques. Include interviews with stakeholders. Promote on multiple channels to increase reach.	\$8,000	Per Episode

IAP2 CONSULT DEFINITION: Consult involves gathering public feedback on analysis, alternatives, and decisions. The public is asked for their input, and their feedback is considered in the decision-making process. However, decision-makers still retain ultimate control over the outcomes. The promise here is to listen to and acknowledge the public's concerns and aspirations and to provide feedback on how their input influenced the decision.

APPROACH LANGUAGE: At Shockey Consulting, we understand that authentic public engagement goes beyond simply gathering feedback—it's about building a genuine connection with the community and ensuring their voices are heard and valued in the decision-making process. We excel in the "Consult" level of the IAP2 Public Participation Spectrum, where our role is to actively seek community input, listen deeply, and thoughtfully integrate their perspectives into project outcomes. Our approach includes a variety of tailored methods, to capture diverse viewpoints. We also create interactive opportunities like to reach people where they are and engage them in meaningful dialogue. Through these methods, we ensure that the feedback we receive is not only comprehensive but also representative of the community's true concerns and aspirations.

We know that effective consultation requires both strategy and trust. That's why we use clear communication, visually engaging materials, and innovative tools to make the consultation process accessible and welcoming for

PHASE	Task	Description	Objective	Scope of Work & Steps	Our Approach	Price Per Item	Per Item Description
ENGAGE	Make Elected Officials Briefing	Meetings with elected officials to provide them with project updates, gather their input, and answer their questions.	To ensure elected officials are well-informed and can represent their constituents effectively.	Develop briefing materials, schedule meetings, present project updates, document input, and follow up on questions or concerns.	Tailor briefing materials to each official's interests or concerns. Schedule at times convenient for officials. Keep meetings concise and focused.	\$2,500	Per Briefing
ENGAGE	Conduct Stakeholder Interviews	One-on-one or small group interviews with key stakeholders to gather in-depth insights and understand their specific concerns and ideas. Stakeholder interviews target key individuals with specific interests or influence. Participants: Stakeholder interviews target key individuals with specific interests or influence. Stakeholder interviews aim to gather detailed insights from influential stakeholder. Stakeholder interviews are often confidential to encourage openness.	To gather detailed insights from key community members or stakeholders on specific project issues.	Identify stakeholders, develop interview guide, schedule and conduct interviews, analyze responses, and integrate into project planning.	Select a diverse range of stakeholders. Use open-ended questions to encourage detailed responses. Keep interviews confidential to ensure honest feedback.	\$8,000	Per Session
ENGAGE	Conduct Focus Groups	Facilitated small group discussions to explore community perspectives, ideas, and concerns in-depth on specific topics related to the project. Focus groups include a broader range of community members. Focus groups explore community views in a group setting to understand broader public sentiment. Focus groups are public and interactive.	To gain detailed insights and understand diverse community viewpoints on specific topics.	Identify participants, develop discussion guide, facilitate session, record and analyze discussions, and report outcomes.	Select a diverse group of participants to ensure a range of perspectives. Use skilled facilitators to guide discussions and manage group dynamics.	\$8,000	Per Session
ENGAGE	Develop and use an Interested Parties Questionnaire (Stakeholder Survey)	Surveys targeted at key stakeholders to gather their specific input and concerns on project-related issues.	To gather targeted feedback from stakeholders who have a particular interest in the project.	Develop survey, distribute to stakeholders, collect responses, analyze feedback, and integrate into project planning.	Ensure the survey is relevant to stakeholders' interests. Follow up with non-respondents to encourage participation. Share results with stakeholders and the broader community.	\$6,000	Per Survey
ENGAGE	Develop and Administer Online Questionnaires (not statistically valid)	Surveys designed to gather community input on specific issues without needing to be statistically representative.	To gather preliminary or exploratory feedback on community opinions and preferences.	Develop questionnaire, distribute via digital platforms, collect responses, and analyze data for trends.	Use clear, unbiased language. Provide context for questions to avoid confusion. Offer incentives for participation if response rates are low.	\$8,000	Per Questionnaire
ENGAGE	Develop and Administer Online Surveys (statistically valid)	Structured surveys designed to gather representative data on community opinions and preferences.	To collect statistically valid data on community opinions that can be used for informed decision-making.	Design survey with input from statisticians, distribute to a representative sample, collect responses, and analyze data.	Ensure the sample is representative of the community. Use a mix of closed and open-ended questions. Monitor response rates and adjust sampling if necessary.	\$19,000	Per Survey
ENGAGE	Collect Crowd-Sourced Data	Using online platforms or mobile apps to gather data and insights directly from community members about specific issues or topics.	To involve the community in data collection and gather diverse perspectives on local issues.	Develop data collection platform, promote participation, analyze data collected, and report findings to the community.	Ensure data collection methods are user-friendly and accessible. Provide clear instructions and examples. Regularly update participants on how their data is being used.	\$8,000	Per Project
ENGAGE	Develop and Manage Online Feedback Forums	Digital platforms where community members can discuss project-related issues, ask questions, and provide feedback.	To provide an ongoing platform for community discussion and engagement on project topics.	Set up and moderate forums, promote participation, monitor discussions, and summarize key findings for project teams.	Ensure forums are moderated to prevent misinformation or inappropriate content. Regularly update topics to keep discussions relevant. Respond to questions in a timely manner.	\$8,000	(Per Forum Set Up) * (# of Months)

ENGAGE	Intercept Surveys	Short surveys conducted in person at strategic locations to gather immediate feedback from community members.	To capture real-time community input and feedback in public spaces where people naturally gather.	Develop survey questions (up to 10 questions). Identify and secure locations for survey administration (up to 5 locations). Train staff or volunteers on survey administration. Conduct surveys over 3-5 sessions, 2-3 hours each. Compile and analyze results.	Conduct intercept surveys to engage community members in places they naturally gather, ensuring we capture diverse perspectives in real-time. Our team is trained to approach people in a friendly and respectful manner, asking targeted questions that elicit valuable insights without disrupting their day. By meeting people where they are—whether at community events, transit hubs, or popular public spaces—we gather authentic feedback that helps shape project outcomes and ensures that all voices are heard in the decision-making process.	\$8,000	Per Survey Design (includes training, administration, and data analysis for each session)
ENGAGE	Organize Pop-up Engagements	Temporary setups in public spaces to engage passersby in conversations about the project, providing information and gathering feedback in an informal setting.	To reach a diverse audience in a low-pressure environment and gather spontaneous feedback.	Identify high-traffic locations, develop materials, set up and staff pop-ups, engage with the public, and document feedback.	Choose locations with high visibility and foot traffic. Use interactive and engaging displays to attract attention. Provide follow-up opportunities for those interested in more information.	\$4,800	Per Event
ENGAGE	Pop-up at Community Events to Engage	Temporary setups at existing community events to share information and gather feedback from attendees in an informal setting.	To reach a broad audience by engaging with community members at events they already attend.	Identify key events, develop materials, set up and staff booths, engage with attendees, and document feedback.	Choose events with high attendance and diverse participants. Use interactive activities to attract and engage people. Provide information on how to get involved further.	\$4,800	Per Event
ENGAGE	Conduct Mobile Outreach or Canvassing	Engaging the community through direct outreach in public spaces or door-to-door to share information and gather input on project issues and opportunities.	To reach a broad audience, including those who may not attend formal meetings, and gather their input.	Develop outreach plan, train canvassers, create materials, conduct outreach, and document feedback collected.	Use culturally relevant messaging and materials. Be respectful of personal space and time when conducting outreach. Utilize multilingual canvassers if needed.	\$8,000	(Per Day)* (# of Days)
ENGAGE	Design and Place Engagement Boxes or Sidewalk Stickers	Physical boxes or sidewalk stickers with QR Codes where community members can submit ideas, concerns, or feedback anonymously.	To provide a convenient and anonymous way for the community to share their thoughts and concerns.	Develop feedback prompts, place boxes in accessible locations, collect and analyze suggestions regularly, and share findings.	Place in high-traffic, accessible areas. Regularly empty and review contents. Offer online engagement boxes as an alternative for those unable to visit physical locations.	\$6,000	Per Box Design
ENGAGE	Create Engagement Stations/Interactive Exhibits or Kiosks	Interactive displays or kiosks in public spaces that provide project information and gather community feedback through interactive elements.	To engage the community in public spaces and gather feedback in an interactive, engaging way.	Design interactive exhibits, identify strategic locations, install and monitor usage, and collect feedback for analysis.	Ensure the station is accessible to all community members. Regularly update content to keep it relevant. Monitor and maintain the physical setup for durability and usability.	\$6,000	Per Design
ENGAGE	Create Conversation Kits	Toolkits that provide materials and guidance for community members to host their own discussions on project topics and report back their insights.	To enable community-led discussions and gather feedback from a wider audience.	Develop conversation topics, create kits, distribute to community hosts, collect feedback from hosts, and analyze inputs.	Include clear instructions and diverse perspectives in the kits. Provide support for hosts if they have questions. Follow up with hosts to ensure feedback is returned.	\$6,000	Per Kit Designed
ENGAGE	Develop Road Show Presentation to Groups	Traveling presentations or displays that bring project information and engagement opportunities to various community locations.	To reach different segments of the community and provide information and engagement opportunities in accessible locations.	Develop materials, schedule locations and dates, promote events, conduct road shows, and collect feedback.	Select locations with high visibility and foot traffic. Tailor presentations to each community. Use portable and durable materials for easy transport and setup.	\$4,000	Per Basic Presentation Prepared
ENGAGE	Hold a Community Open House	Informal public events where community members can drop in, learn about the project, ask questions, and provide feedback.	To provide a flexible, informal setting for community members to engage with the project team.	Select accessible venue, develop informational displays, invite project team members, promote event, and gather feedback.	Use interactive displays to engage participants. Provide refreshments and seating to encourage longer stays. Offer multiple time slots to accommodate different schedules.	\$12,000	Per Open House
ENGAGE	Hold a Public Hearing	Formal meetings where the public can provide official testimony on specific project issues, typically as part of a regulatory or decision-making process.	To gather formal input from the community as part of the decision-making process.	Develop hearing agenda, publicize hearing, facilitate testimony, document input, and report findings to decision-makers.	Ensure the hearing is accessible and well-publicized. Use clear procedures for testimony. Provide multiple ways to submit input for those unable to attend in person.	\$14,000	Per Hearing

IAP2 INVOLVE DEFINITION: Involve increases the level of public participation by working directly with the public throughout the process to ensure that their concerns and aspirations are consistently understood and considered. The public plays a more active role in shaping the project or decision, and the promise is to work with them to ensure their concerns are directly reflected in the alternatives developed.

APPROACH LANGUAGE: At Shockey Consulting, we believe that involving the community in decision-making is key to building solutions that truly reflect their needs and values. Our expertise in the "Involve" level of the IAP2 Public Participation Spectrum focuses on creating collaborative opportunities for the public to actively participate throughout the process. We design and facilitate planning process that bring community members and interested parties together to explore options, address concerns, and develop solutions collectively. Whether it's through hands-on activities, interactive discussions, or virtual meetings, we ensure that community members are not only heard but are integral to shaping project outcomes. Our goal is to create an inclusive environment where every voice matters and where the community's insights are embedded in the project's development from start to finish.

We recognize that genuine involvement requires more than just inviting people to the table—it's about giving them the tools to contribute meaningfully. That's why we use a range of engaging techniques to foster deeper dialogue and shared decision-making. We make it a priority to remove barriers to participation by hosting events in accessible locations, providing multilingual resources, and partnering with local leaders to build trust and encourage diverse participation. By involving the community at every step, we ensure that the project not only addresses their needs but also earns their support and commitment, creating outcomes that are sustainable and embraced by all.

PHASE	Task	Description	Objective	Scope of Work - Steps	Our Approach	Price Per Item	Per Item Description
ENGAGE	Conduct Elected Official Workshop	Workshops specifically designed for elected officials to discuss project aspects, enhance their understanding, and gather their input.	To ensure elected officials are well-informed and can effectively support and communicate the project.	Develop agenda, invite officials, prepare presentations, facilitate discussions, and document feedback.	Tailor content to the specific concerns and needs of elected officials. Provide follow-up materials and a summary of key discussion points.	\$8,300	Per Workshop
ENGAGE	Develop and Manage Social Media Campaign to Engage	Interactive campaigns on social media that encourage community participation and engagement through themed questions, challenges or competitions.	To increase online engagement and reach a broader audience. Challenges and competitions can make this fun and more interactive.	Design challenge themes, create promotional content, launch on social media, monitor participation, and award prizes or recognition.	Tailor challenges to community interests. Promote on multiple platforms with links to engagement platform to reach diverse audiences. Monitor and respond to participation promptly to maintain engagement.	\$6,000	Per Campaign
ENGAGE	Conduct Listening Sessions	Informal meetings where staff listen to community members' concerns and ideas, building trust and gathering input.	To create an open platform for community members to voice their opinions and build relationships.	Schedule sessions at convenient times, promote through various channels, prepare staff to listen and document feedback, and follow up on concerns raised.	Select accessible locations and times. Ensure all voices are heard and recorded. Provide summaries of sessions to participants.	\$7,000	Per Session
ENGAGE	Develop Digital Storytelling In-Person Engagement Project	Workshops where community members create digital stories about their experiences and perspectives related to the project.	To capture diverse community narratives and provide a platform for personal expression.	Organize workshops, provide training on digital storytelling tools, support participants in story creation, and share stories through digital channels.	Provide a safe and inclusive space for participants. Offer technical support and resources. Obtain consent for sharing stories publicly.	\$9,000	Per Project Design
ENGAGE	Develop Digital Storytelling Online Engagement Project (Photovoice)	Online platform where community members use photos to express their views on project-related issues, accompanied by short narratives.	To gather visual and narrative input from the community on key project themes or issues.	Develop online platform, provide guidelines for submissions, promote participation, curate and share submissions, and analyze themes and insights.	Ensure the platform is user-friendly and accessible. Provide clear instructions for submissions. Respect participants' privacy and obtain consent for sharing submissions.	\$8,000	Per Project Design
ENGAGE	Establish & Facilitate Advisory Committees	Regular meetings with advisory groups composed of community members or stakeholders to provide ongoing input and guidance on the project.	To ensure continuous community input and oversight throughout the project.	Establish committee structure, schedule regular meetings, develop agendas, facilitate discussions, and document and act on recommendations.	Ensure diverse representation in committee membership. Provide regular updates on how recommendations are being implemented.	\$9,000	Per Committee
ENGAGE	Facilitate Community Participatory Workshops	Workshops where community members actively engage in discussions and activities to explore project issues and develop solutions or recommendations.	To ensure active community participation in exploring and addressing project challenges.	Develop workshop agenda, invite participants, organize activities, facilitate discussions, and document outcomes.	Use a variety of activities to engage different learning styles. Provide opportunities for small group discussions. Summarize and share workshop outcomes with participants.	\$9,000	Per Workshop
ENGAGE	Conduct Participatory/Interactive Mapping Session	Sessions where community members can provide input directly on maps, identifying areas of concern or opportunity in relation to the project.	To visualize community input spatially and identify specific areas of interest or concern.	Develop interactive maps, invite participants, facilitate mapping sessions, document inputs, and integrate findings into planning.	Use large, easy-to-read maps. Provide instructions on how to contribute. Ensure all voices are heard and recorded, especially in group settings.	\$9,000	Per Session
ENGAGE	Develop and Facilitate Deliberative Polling Session (in person)	Structured sessions where a representative sample of community members discusses issues in depth before providing their input or vote.	To gather informed community opinions on complex issues after providing participants with background information.	Select representative participants, develop briefing materials, facilitate sessions, collect and analyze inputs, and report findings.	Provide balanced information on the topic to avoid bias. Use skilled facilitators to manage discussions. Allow enough time for participants to fully understand the issues.	\$9,000	Per Session
ENGAGE	Manage Art Installations Engagement	Using public art installations to engage the community in conversations about the project, often featuring interactive or participatory elements.	To use art as a medium to engage and inspire community input and reflection on project themes.	Develop art concept, identify artist(s), select installation sites, promote engagement, document community reactions, and integrate feedback into the project.	Choose locations with high visibility and foot traffic. Use art that resonates with the community. Provide opportunities for community interaction with the installation.	\$13,000	Per Installation
ENGAGE	Manage Community Art Projects	Collaborating with community members to create art that reflects their views and aspirations for the project, creating lasting symbols of community involvement.	To engage the community in expressing their perspectives through collaborative art projects.	Develop project concept, recruit participants, facilitate art creation, display completed projects, and document community impact.	Select accessible and meaningful art themes. Provide necessary materials and guidance for participants. Highlight the completed projects in prominent locations.	\$9,000	Per Project

IAP2 DEFINITION COLLABORATE: Collaborate takes public participation further by partnering with the public in each aspect of the decision, including the development of alternatives and the identification of preferred solutions. The public's role is a partnership, and their input is sought actively throughout the process. The promise is to look to the public for advice and innovation and to incorporate their recommendations into the decisions to the maximum extent possible.

APPROACH LANGUAGE: At Shockey Consulting, we know that true collaboration means working side-by-side with the community to co-create solutions that reflect a shared vision for the future. Our expertise in the "Collaborate" level of the IAP2 Public Participation Spectrum is rooted in building strong, productive partnerships with community members and stakeholders throughout the entire process. We believe that the best outcomes come from harnessing collective wisdom, which is why we engage in co-design, establish recommendations, and facilitate to bring diverse voices together in a spirit of cooperation. Through these collaborative efforts, we ensure that the community is not just providing input, but actively shaping the project, developing alternatives, and making critical decisions together with us.

Collaboration at Shockey means more than just working together—it means building a sense of shared ownership and commitment to the project's success. We utilize a variety of innovative methods to create a platform where community members, government officials, and other stakeholders can come together as equal partners. We strive to create an environment of trust and transparency, where all participants feel valued and empowered to contribute their expertise and perspectives. By collaborating deeply and authentically, we build robust solutions that not only meet the needs of the community but are supported and sustained by those who helped create them.

PHASE	Task	Description	Objective	Scope of Work - Steps	Our Approach	Price Per Item	Per Item Description
ENGAGE	Partner with Trusted Leaders	Engaging community leaders to foster relationships and build trust, helping to reach and involve underrepresented or harder-to-reach groups in the community.	To leverage community leaders' influence and trust to engage diverse community members effectively.	Identify and engage leaders, build relationships, co-design engagement strategies, support leaders in outreach efforts, and document impact.	Choose leaders who are trusted and respected in their communities. Provide them with support and resources to effectively engage their networks. Recognize their contributions.	\$4,000	Per Session
ENGAGE	Hire & Manage Community Engagement Ambassadors	Recruiting and managing community members who serve as ambassadors to engage their peers, gather input, and increase participation in the project.	To build trust and engagement within the community through peer-to-peer outreach.	Develop ambassador program, recruit and train ambassadors, provide ongoing support, monitor activities, and document impacts.	Select ambassadors who are trusted within their communities. Provide training on key project issues and effective engagement techniques. Recognize and reward their contributions.	\$7,000	Per Session & Recruit & Pay 8 Engagement Ambassadors
ENGAGE	Facilitate Citizen Committee	Establishing and guiding a diverse committee of community representatives to provide strategic oversight and input throughout the project.	To ensure the project is guided by community values and priorities.	Recruit committee members, develop committee charter, organize meetings, facilitate discussions, and report recommendations to project teams.	Select members who represent the community's diversity. Provide clear roles and responsibilities. Regularly update the community on committee activities and recommendations.	\$8,000	Per Committee Meeting