

**FOCUS GROUP SESSIONS MEMO**

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## MEMORANDUM



**TO:** MASTER PLAN STEERING COMMITTEE  
**FROM:** BARBARA MCBETH, AICP, CITY PLANNER  
**SUBJECT:** FOCUS GROUPS  
**DATE:** JANUARY 24, 2023

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Planning staff have been reviewing calendars for the month of February and March to identify dates for possible Focus Group sessions. The Focus Group sessions will consist of facilitated discussions led by our consultants with the intent to assemble a diverse group of people from various geographic locations in the city, including residents, property owners, developers, as well as the members of the Steering Committee, in order to collect feedback on specific questions, and to review the work that has been done to date on the Master Plan for Land Use.

Our consultants have suggested that there are two approaches we can take to the topics of the meetings:

- We could solicit input from property owners and adjacent owners on specific sites that we have identified, or
- We could have a community open house to allow members of the community and residents to provide input on how selected sites should be (re)developed from the opportunities map.

We could also do a combination of these efforts.

Since we are also currently undertaking a review and update to the Non-Motorized Master Plan, where community input sessions are also anticipated, we would like to combine efforts where possible, and reserve some time (15-20 minutes) at each of the Focus Group sessions to discuss non-motorized aspects of the plan and seek comments through a brief survey.

The attached calendar provides some possible dates for the events and the dates that are not available for our consultants for the Non-Motorized update to attend (shown in red). The Master Plan for Land Use consultants may provide availability prior to, or at the meeting. The calendar also includes the upcoming public sessions for the Novi

Public Library so that Focus Group sessions for the Master Plan don't directly conflict with other public sessions.

Important dates for the City publications, Engage and Novi 6 (shown in gold) are included to provide enough time for advertising the dates of the upcoming events. For the Master Plan for Land Use, staff is considering allowing four opportunities to participate in Focus Group Sessions. Ideally, before our next meeting on March 1, we would like to have held at least two of these focus group sessions, and all of the focus group sessions should be held before the second Steering Committee meeting on March 29. We suggest alternating in-person meetings with meetings held remotely, in order to allow as many people as possible to participate.

We will be seeking input from the Steering Committee this week on the formats and dates of these Focus Group sessions, as well as finalizing the intended study areas.

# February 2023

January '23							March '23						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30	31	

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>29</b>	<b>30</b>	<b>31</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
morning	TGC not available					Conflict/unavailability Library public sessions City publication info Available for public session
afternoon						
evening						
<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>
morning	TGC not available			Library public session #2 (in person)	Library public session #3 (virtual)	
afternoon				E-Engage goes out		
evening	City Council	Library public session #1 (in person)	Planning Commisison			
<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>
morning	TGC not available	TGC not available all day				*If good time for others, TGC could make this work
afternoon	TGC not available 3:30-5		TGC not available after 3*			
evening		Six e-newsletter goes out		Library public session #4 (virtual)		
<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>
morning	Presidents Day					
afternoon						
evening			Planning Commission			
<b>26</b>	<b>27</b>	<b>28</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
morning	TGC not available					
afternoon			TGC not available 2-4pm			**Ideally at least 2 Master Plan focus group sessions before this meeting
evening	City Council		MPSC meeting**			
<b>5</b>	<b>6</b>	Notes				
		<p>Library public sessions are not necessarily a conflict; the meetings are only one hour and there is potential for our focus group sessions to take place on the same day as these but before or after the library's designated time slot. However, effort should be made to not directly conflict with these sessions</p> <p>TGC = The Greenway Collaborative, the consultant for the Non-Motorized update</p>				

# March 2023

February '23							April '23						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4							1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28					23	24	25	26	27	28	29
							30						

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>26</b>	<b>27</b>	<b>28</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
morning	TGC not available			Physical copy of Engage hits mailboxes		Conflict/unavailability
afternoon			TGC not available 2-4			Library public sessions
evening	City Council		MPSC meeting			City publication info
						Available for public session
<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>
morning	TGC not available					
afternoon						
evening	City Council		Planning Commission			
<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>
morning	TGC not available					
afternoon						
evening				Walkable Novi Committee		
<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>
morning	TGC not available					
afternoon						
evening	City Council		Planning Commission			
<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>	<b>1</b>
morning	TGC not available					
afternoon						
evening			MPSC meeting*			*Ideally all focus group sessions before this meeting
<b>2</b>	<b>3</b>	Notes				