

LRSP Committee Meeting

Date: Monday, January 26, 2026

Time: 5:30pm ET

Location: Virtual



AGENDA

5:30 pm Introductions

5:35 pm Review Overall Process and Project Roles

5:40 pm Upcoming LRSC / IPT Meetings

6:10 pm Community Engagement Overview

6:30 pm April in-person visit – making the most of it

6:45 pm Adjourn

Long-Range Strategic Planning Committee (LRSP)

Visioning + Overall Direction + Strategic Guidance

Purpose


The Long-Range Strategic Planning (LRSP) is responsible for the overall direction of the plan and process. Their input will be used to shape the plan, its focus, and scope. They will identify practical actions, choices, and investments that can help the community achieve their vision for Novi in 2050.

This committee will begin with three members of City Council, who will lead the initial phase by shaping the committee's overall structure and recommending how to expand membership to include a broader set of community voices and stakeholder expertise.

Core Roles & Responsibilities

The LRSP Committee will function as a strategic advisory and direction-setting group, responsible for the following:

- 1) **Set the Vision for Novi 2050** — Help define a shared, community-centered picture of Novi's desired future, including priorities, values, and the kind of city Novi aspires to be across generations.
- 2) **Guide the Strategic Planning Process** — Provide steady leadership and oversight as the plan is built, including confirming key planning topics, identifying milestones, and ensuring the process stays focused, transparent, and results-driven.
- 3) **Evaluate Options and Tradeoffs** — Review future scenarios, strategies, and policy options, helping the City weigh benefits, risks, feasibility, timing, community impact, and alignment with long-term goals.
- 4) **Recommend a Structure for Broader Community Participation** — Provide input and direction on community engagement activities and establish expectations for representation and decision-making. Review and approve stakeholder engagement plan.
- 5) **Elevate Diverse Perspectives** — Ensure the planning process reflects voices from across Novi, bringing forward concerns, aspirations, and ideas that might otherwise be missed.
- 6) **Serve as Ambassadors** — Elevate messaging through personal networks, act as trusted connectors, and help residents and partners understand what the plan is, why it matters, and how people can participate.

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- 7) **Review and Strengthen Draft Recommendations** — Provide feedback on draft elements including guiding principles, goals, potential initiatives, and implementation strategies.
 - 8) **Support Implementation Readiness** — Keep the plan grounded in action by helping identify near-term wins, long-term investments, and tools to track progress over time.

Outcome

A future-ready strategic plan that represents the community's vision with broad consensus and the political will to implement its recommendations.

Internal Project Team (IPT)

Internal City Leadership + Operational Alignment

Purpose

The Internal Project Team provides continuous internal guidance to shape content, ensures alignment with day-to-day city operations, and provides logistical coordination throughout the process. This group helps keep the work grounded in how the City actually functions—while supporting bold thinking about the future.

Core Roles & Responsibilities

- **Internal Coordination and Continuity** — Serve as the City's primary internal working group and ensure cross-department alignment and collaboration.
- **Operational Expertise and Feasibility** — Provide on-the-ground insight into City services, constraints, staffing, and implementation realities. Stress-test ideas to confirm they can be executed effectively.
- **Content Shaping and Validation** — Review draft goals, strategies, and actions for accuracy and clarity. Ensure City operations, policies, and priorities are correctly represented.
- **Data, Context, and Institutional Knowledge** — Share relevant plans, reports, performance metrics, and internal insights. Provide historical context on what has been tried, what worked, and what didn't.
- **Implementation Planning** — Help identify ownership, sequencing, and resource considerations for action items. Support early identification of quick wins and long-term investments.
- **Communication Support** — Coordinate communications, digital engagement and staff awareness. Support engagement by helping City staff answer questions consistently. Oversee translation services and video production.

Outcome

A strategic plan that reflects Novi's organizational values and works in real life because City departments helped shape it from the inside out.

Shockey Consulting

Strategic Planning Leadership + Facilitation + Deliverable Production

Purpose

Shockey Consulting leads the overall strategic planning process and provides strategic planning leadership, facilitation, engagement design, project management, and production of all deliverables. The consulting team brings an outside perspective, proven methods, and a disciplined project management approach to produce a clear, high-quality Novi 2050 Strategic Plan.

Core Roles & Responsibilities

- **Strategic Planning Leadership** — Guide the process design from launch through final plan adoption and implementation. Help Novi translate long-range aspirations into clear priorities and actions.
- **Facilitation and Meeting Design** — Plan and lead internal and community workshops to drive decisions and build alignment. Ensure discussions are productive, inclusive, and outcome-focused.
- **Community Engagement and Participation Design** — Design engagement approaches that reduce barriers and expand participation. Train and support Local Engagers. Collect input, identify themes, and ensure community priorities are reflected.
- **Project management and schedule control** — Maintain timeline, workplan, communications tracker, and deliverable coordination. Manage tasks, deadlines, and documentation to keep the project moving.
- **Communications strategy and content** — Draft content for: project website, social posts, newsletters, flyers, and talking points for pop-ups. Prepare materials for City review.
- **Research, Analysis, and Synthesis** — Analyze data and engagement findings to uncover trends and strategic opportunities. Translate complex information into clear recommendations.
- **Deliverable production** — Draft and produce all project deliverables, including meeting materials, engagement tools and summaries, strategy and action frameworks, and final strategic plan documents.

Outcome

A bold, well-facilitated, and professionally produced strategic plan—built with community voice, staff realities, and a strong roadmap for action.

Local Engagers

Trained Community Connectors

Purpose

Local Engagers are trusted community members trained by Shockey Consulting to extend the reach of the Novi 2050 engagement process into neighborhoods, networks, and communities that traditional outreach may not easily access.

Core Roles & Responsibilities

- **Distribute Materials** — Share flyers, posters, and QR cards within their communities and networks.
- **Amplify Messaging** — Share content and updates through personal and organizational channels.
- **Support Multilingual Outreach** — Serve as trusted messengers for Japanese, Spanish, Hindi/Marathi, Mandarin, and other language communities.
- **Attend Pop-ups and Events** — Staff engagement tables at community events, external organization meetings, and pop-up locations to gather input from renters, immigrant communities, and youth who are otherwise hard to reach.

Outcome

Deeper community reach and trust—ensuring that residents who might not attend a traditional workshop still have a voice in Novi's future.

Long Range Planning Committee Workshop

Date: Tuesday, February 10, 2026

Time: 6:00-8:00pm ET (Tentative)

Location: Virtual

Meeting Purpose: To review and discuss the draft Environmental Scan for NOVI 2050, confirm key trends and priority issues shaping the plan, and review the overall planning process to ensure the project is on the right track and aligned with the Committee's expectations.



AGENDA

6:00 p.m.	Welcome & Meeting Objectives	Sheila Shockey, Shockey Consulting
6:05 p.m.	Introductions and Agenda	Grant Mayfield, Shockey Consulting
6:10 p.m.	Review of NOVI 2050 Planning Process & Roles - Presentation & Discussion	Grant Mayfield
6:45 p.m.	Environmental Scan Presentation & Discussion	Sheila Shockey
7:45 p.m.	Committee Guidance & Confirmation	All
7:55 p.m.	Next Steps & Upcoming Committee Involvement	Grant Mayfield
8:00 p.m.	Adjourn	

Explanation of Agenda Activities

Review of NOVI 2050 Planning Process & Roles

- Discuss overall process and provide more detail on engagement activities
- Preview Community Workshop activity – generational and labor profiles
- Discuss workflow for engagement planning and communications
- Identify Staff engagement team members

Environmental Scan Presentation & Discussion

- Review identified trends and supporting data
- Discuss questions and information to share during community engagement

Committee Guidance & Confirmation – Open discussion of work completed to date and committee needs

Internal Project Team Workshop

Date: Monday, February 9, 2026

Time: 2:00-4:00pm ET

Location: Virtual

Meeting Purpose:

- Review and discuss the draft Environmental Scan for NOVI 2050 - identify anything missing
- Identify priority issues and questions for community engagement
- Practice generational & labor profiles exercise to inform long-term strategy development and prep for future community workshops.

AGENDA

2:00 p.m.	Welcome, Introductions, Agenda Review	Sheila Shockey, Shockey Consulting
2:15 p.m.	Presentation: Environmental Scan Overview	Grant Mayfield and Sheila Shockey
2:45 p.m.	Group Discussion: Environmental Scan	Grant Mayfield
3:05 p.m.	Community Engagement Overview and Discussion	Sheila Shockey
3:40 p.m.	Key Takeaways & Initial Implications for NOVI 2050	Sheila Shockey
3:55 p.m.	Next Steps	Grant Mayfield
4:00 p.m.	Adjourn	All

Explanation of Agenda Activities

Presentation: Environmental Scan Overview – Review identified trends and supporting data

Group Discussion: Environmental Scan

Identify:

- Missing topics and trends
- Priority issues (i.e. financial sustainability)
- Questions and information to share during community engagement

Community Engagement Overview and Discussion

- Preview Generation and Labor profiles
- Who are we planning the community of the future for?

Key Takeaways & Initial Implications for NOVI 2050

- How we will include takeaways from this meeting in the rest of the process

Stakeholder Mapping



Increasing Impact on Decisions									
Inform		Consult			Involve			Collaborate	
Public Participation Goal To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions. Promise to the Public We will keep you informed.		Public Participation Goal To obtain public feedback on analysis, alternatives and/or decisions. Promise to the Public We will keep you informed, listen to and acknowledge concerns and future aspirations, and provide feedback on how public input influenced the plan.			Public Participation Goal To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered. Promise to the Public We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.			COLLABORATE Public Participation Goal To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution. Promise to the Public We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	
Engagement Tools & Activities Planned		Inform through the Website, Handouts, Newsletters, Social Media - typically one-way communication only	Reach out at Pop Up Events - Community Events, Apartment Complex Events, Homes Association Block Parties, Employer Lobby, Religious Group Meetings, etc.	Presentations at their organizational meetings with Conversation Kit exercise or online questionnaire	Recruit to Participate in Online Forum & Questionnaires	Environmental Scan Questionnaire	NOVI 2050 Pulse Panel Member	Special Invite to Participate in the Community Workshops & Plan Reveal (both open to the public)	Governing Body Presentations
Strategy Developers & Decision-Makers									
City Council		X			X	X	X	X	X
Long-Range Strategic Plan Committee		X			X	X	X	X	X
Internal Project Team (City Staff)		X			X	X		X	
Leadership Team		X			X	X			X
City Boards & Committees									
Boards and Commissions Chairs		X			X	X	X	X	
Corridor Improvement Authority (CIA)		X		X	X			X	
Beautification Commission		X		X	X			X	
Historical Commission		X		X	X			X	
Library Board		X		X	X			X	
Parks, Recreation & Cultural Services Commission		X		X	X			X	
Planning Commission		X		X	X			X	
Zoning Board of Appeals		X		X	X			X	
Influencers									
Education & Youth Partners (i.e. school district leadership, PROs, teachers, students)		X		X	X		X	X	
Community Service Organizations (i.e. Alpha Kappa Alpha Sorority)		X		X	X		X	X	
Resident/Community Leaders (i.e. HOA Boards, Past Mayors, Ambassador Academy Graduates)		X		X	X		X	X	

Stakeholder Mapping



SHAPING TOMORROW, TOGETHER

Increasing Impact on Decisions									
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Business & Economic Stakeholders (i.e. small business owners, major employers, chambers of commerce)		X		X	X			X	
Commercial & Industrial Property Owners		X			X			X	
Housing & Development Partners (i.e. residential developers, property managers, architects, builders)		X		X	X			X	
Religious Leaders		X		X	X		X	X	
Public Safety & Health Stakeholders (i.e. police, fire, EMS, healthcare networks)		X			X		X	X	
Infrastructure, Mobility, & Environment (i.e. public works, utilities, transit providers, environmental organizations)		X			X		X	X	
Innovation, Technology & Future Economy (i.e. tech companies, mobility researchers, smart-city partners)		X			X		X	X	
Cultural, Civic & Community Organizations (i.e. faith-based groups, cultural associations, nonprofits)		X		X	X		X	X	
Equity & Access Stakeholders (i.e. Disability / Senior / Ethnic Community)		X		X	X		X	X	
Oakland County (and sub-agencies)		X		X	X			X	
Neighboring Municipalities		X							
SEMOG		X		X					
Public									

Stakeholder Mapping



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All residents	X	X		X					
Seniors	X			X					
Youth	X			X					
Residents with disabilities & Accessibility Focused Audiences	X			X					
Residents who are not typically the "average" Novi resident	X			X					
Economically disadvantaged households	X			X					
Asian community	X			X					
South Asian community	X			X					
Muslim community	X			X					
Multi-generational households	X			X					
Environmental Advocates	X			X					
Employees of Major Employers	X	X		X					

Task	Format	Shockey Role	Deliverables	City of Novi Role	Long Range Plan Council Committee	Timeframe	Fee
Phase 1: Launch (1-2 Months)							
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
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
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

Task	Format	Shockey Role	Deliverables	City of Novi Role	Long Range Plan Council Committee	Timeframe	Fee
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
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
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 coorindating 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

SCHEDULE	October 2025	November 2025	December 2025	January 2026	February 2026	March 2026	April 2026	May 2026	June 2026	July 2026	August 2026	September 2026	October 2026	
PHASES	PHASE 1: LAUNCH					PHASE 3: VISIONING & GOAL SETTING				PHASE 5: CRAFTING THE PLAN				
				PHASE 2: DISCOVERY				PHASE 4: SCENARIOS & STRATEGIES						
STAFF LEADERSHIP TEAM Every other Tuesday 4:00-5:00pm	Project Branding Begin 10/31	Existing Plan Review / Data Gathering	Stakeholder Engagement Planning		Workshop #1 (virtual) Date 2/9	Prepare Outreach Materials	Train Local Engagers Date TBD		Workshop #3 (in-person) Date TBD	Plan Drafting			Final Plan Delivery and Adoption	
	Team Kick-off 11/4		Finalize PM Memo 12/31	Insight & Foresight Trends (Environmental Scan) 1/31	Workshop #1 (virtual) Date 2/10				Workshop #4 (Virtual) Date TBD					
LONG RANGE STRATEGIC PLANNING COMMITTEE Weekly updates every Thursday							Workshop #2 (in-person) Date TBD		Workshop #3 (in-person) Date TBD	Workshop #4 (Virtual) Date TBD	Workshop #5 (Virtual) Date TBD	Workshop #6 (in-person) Date TBD		
CITY COUNCIL Weekly updates every Thursday							Council Presentation #1 Date TBD		Council Presentation #2 Date TBD			Council Presentation #3 Date TBD		
STAKEHOLDER GROUPS					Stakeholder Questionnaire (incl. Boards and Commissions) Date 2/10	Sounding Board Engagement (periodically as needed)								
COMMUNITY ENGAGEMENT							Community Workshop #1 Date TBD		Community Workshop #2 Date TBD			Companion Video Development	Plan Reveal and Celebration	
								Local Engagers Outreach						
					Online Engagement									