CITY OF NOVI
cityofnovi.org


Social Enrichment


Transportation Services


Exercise & Fitness

Novi Older Adult Services
2018-2022
STRATEGIC PLAN


Health & Wellness


Support Services


Lifelong Learning

Promoting ***healthy, active lifestyles.***

NURTURE services for adults 55+ that residents want and value.

OPERATE a premier 55+ Adult Services office that develops and utilizes community resources efficiently and effectively.

VALUE and build desirable and vibrant community connections for adults 55+ now and into the future.

INVEST time and resources effectively in being a safe, healthy and active community.

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Acknowledgments

City Council
Bob Gatt, Mayor
David Staudt, Mayor Pro-Tem
Andrew Mutch
Wayne Wrobel
Laura Marie Casey
Gwen Markham
Kelly Breen

City Manager
Peter E. Auger, City Manager
Victor Cardenas, Assistant City Manager

Parks, Recreation and Cultural Services Commission
Shelley Thomopoulos
Jay Dooley
Douglas Bauss
Gerald Jewell
Scott Pratt
Charles A. Staab
Hideki "Harry" Torimoto
Jooho Lee, Student Representative
Alice Wou, Student Representative

Parks, Recreation and Cultural Services Department
Jeffery A. Muck, Director
Tracie Ringle, Deputy Director
Chris Jackett, Management Assistant

Older Adult Services Advisory Board
Joslen Letscher
Michael Meyer
Cheryl McNamara
Mary Storch, Novi Public Library Liaison

Older Adult Services
Karen Kapchonick, OAS Manager
Sandy Fisher, Social Services Coordinator
Shannon Janes, Account Clerk
Brandon Carson, Recreation Programmer
Judy Klein, Recreation Programmer



December 2017

CITY COUNCIL

Mayor
Bob Gatt

Mayor Pro Tem
Dave Staudt

Andrew Mutch

Wayne Wrobel

Laura Marie Casey

Gwen Markham

Kelly Breen

City Manager
Peter E. Auger

Parks, Recreation & Cultural Services Director
Jeffrey A. Muck

Older Adult Services Manager
Karen Kapchonick

Older Adult Services
45175 Ten Mile Road
Novi, Michigan 48375
248.347.0414
248.347.3286 fax
cityofnovi.org

Thank you for your interest in the City of Novi's Older Adult Services (OAS) Strategic Plan. The plan offered demonstrates a focus on the well-being of our older adult residents is crucial to building a desirable and vibrant Novi community for all ages.

Novi Parks, Recreation and Cultural Services would like to express appreciation to the many Novi staff members and residents who participated in the development of this plan. In particular, we thank OAS Manager Karen Kapchonick and her staff; members of the OAS Advisory Board; City of Novi Leadership Team; Mayor Bob Gatt, City Council and other appointed officials; and Novi residents who offered their ideas through participation in discussions, surveys and Community Conversations. The response by the community on behalf of its older residents is impressive.

Please feel free to learn more about the services, programs and opportunities available to older adults in Novi by visiting cityofnovi.org, visiting our offices at the Novi Civic Center and following us on social media.

Sincerely,

Jeffrey A. Muck, CPRP
Director
Parks, Recreation and Cultural Services

jmuck@cityofnovi.org

248.347.0400

Executive Summary

The make-up of America is changing, more Americans are living longer, healthcare awareness is on the rise, advanced technology is changing lifestyles, economic factors vary widely, and the senior population is rapidly increasing. As prominent leaders of the Novi community, the need to position ourselves for the changes is critical as we will service three distinctive age groups in the next five years. The Strategic Plan will provide guidance to Older Adult Services (OAS) staff as they provide direction, support and programs to the Silent Generation (1945 and earlier), Baby Boomers (1946-64) and Gen X (1965-80).

The first OAS Strategic Plan for 2008-11was systematized to address and recognize the evolving needs of Novi's older adult population. The 2013-15 OAS Strategic Plan highlighted the accomplishments of the 2008-11 plan and established new Action Steps recognizing statistics from the Southeast Michigan Council of Governments (SEMCOG) that Novi households with one or more people aged 65 or older increased by more than 70 percent from 2000-10 and the results of the 2012 Novi Community Assessment of Older Adults survey.

OAS staff progressively and effectively addressed Action Steps of the 2013-15 Older Adult Services Strategic Plan by completing 23 of 26 Action Steps **(Appendix A).**
Highlights include:

- Established the Older Adult Services Advisory Board
- Audience participation increased
- A sense of community pride is flourishing
- Participants are engaging in socialization
- Transportation services are valued
- Participants are sharing their interest
- Focused programming continually improved



Recognizing the 2013-15 OAS Strategic Plan was coming to completion, OAS staff, supported by the OAS Advisory Board, formulated a process to seek public input in creating a five-year 2018-22 Strategic Plan. The OAS Advisory Board played an integral role in the development of the 2018-22 Strategic Plan.

Novi Older Adult Services recognizes the importance of the responses and appreciates participants taking time out of their busy schedule to share thoughts and visions. This Strategic Plan will provide guidance to the OAS staff and Advisory Board.







Executive Summary

To understand the needs and interests of Novi residents 55+, two formats were used to obtain feedback. The first format was hosting four Community Conversations and the second format was a survey. Ninety-eight individuals attended the Community Conversations, which included Novi Leadership Team, residents and healthcare providers. More than 4,400 surveys were sent to City of Novi Parks, Recreation & Cultural Arts and Older Adult Services program participants. Two-hundred-sixty survey responses were received via SurveyMonkey and 71 paper surveys, having a 7.5 percent return. The Community Conversations and survey results gave a broad range of information that provided guidance to the staff and Advisory Board of Older Adult Services in developing the Strategic Plan.

Through the process, the following key Service Areas were established to promote healthy, active lifestyles, provide socialization and offer efficient resources to individuals 55 and older.

SERVICE AREAS

- **EXERCISE AND FITNESS**
- **HEALTH AND WELLNESS**
- **LIFE-LONG LEARNING**
- **SOCIAL ENRICHMENT**
- **SUPPORT SERVICES**
- **TRANSPORTATION SERVICES**



Global planning will be essential in all service areas, taking into consideration age, cultural diversity, economics, socialization, interest, health and housing needs, accessibility and evolving trends.

Novi values the opinions of all residents and, on a bi-annual basis, contracts with the National Research Center Inc. to administer the National Citizen Survey (NCS). The 2016 survey focused on three pillars of a community (community characteristics, governance and participation) across eight central facets of community (safety, mobility, natural environment, built environment, economy, recreation and wellness, education and enrichment, and community engagement). In reviewing the NCS survey (**Appendix B)** of 323 residents in the pillar of Community Characteristics for those 55+, the comments shared in the Community Conversations were similar to those in the citizen survey.

Approval of the 2018-22 Older Adult Services Strategic Plan will strengthen Novi's commitment to provide premier services for those 55+ that promote healthy, active lifestyles.

Strategic Plan

Prior to seeking input from the community, Older Adult Services (OAS) staff and OAS Advisory Board members suggested expanding the strategic plan from a three-year to a five-year, which provides better long-term outcomes to measure the results of the action steps and an opportunity to make adjustments annually. A three-year plan provided limited performance measures and seemed rushed, with staff needing to start laying the foundation for the next strategic plan during the first year of the current active plan.

OAS staff and Advisory Board members met to review the Strategic Plan (format, time line, identify representative community groups and ways to generate resident notices). and established a strategy for collecting input from the community. Out of these discussions the idea of community conversations was developed and a focus group facilitator was contracted.

To assist in engaging the Community Conversation participants, discussion took place about creating a Vision and Mission Statement for Older Adult Services, and developing strategies using City Council format. Presenting the established Vision, Mission Statement & Strategies allowed the facilitator to engage the audience in expressing their experiences with OAS and what they would like to see offered in the future. Survey questions were developed after the Community Conversations. After hearing and reviewing the thoughts and visions of the participants, the Action Plan was established.



Vision

Be the premier community for empowering adults 55+ to live healthy, active lifestyles.

Mission

Promote healthy, active lifestyles that support independence and vitality for adults 55+ by providing opportunities and networks within the community for socialization, health and fitness, transportation, life-long learning and support services.

Strategies

Nurture services for adults 55+ that residents want and value.

Operate a premier 55+ Adult Services office that develops and utilizes community resources efficiently and effectively.

Value and build desirable and vibrant community connections for adults 55+ now and into the future.

Invest time and resources effectively in being a safe, healthy and active community for adults 55+.

Action Plan

The Older Adult Services (OAS) Action Plan assists staff and stakeholders in setting priorities that ultimately strengthens operation and implements the Vision & Mission through the use of the four strategies: **N**urture, **O**perate, **V**alue and **I**nvest in all programs and services offered. Annual reviews will create opportunities for adjustment to meet community interest, evolving trends, or conditions at that time.

Action Steps have two clarifying statements to drive continuous improvement and lead to multiple phases of attainment. Outcomes will be measurable and listed under the appropriate step.

1. Communication Avenues – **Recognize current communication trends and utilize all methods of communication to reach Novi adults age 55+.**

A. Continually evaluate and effectively use all communication tools being utilized by targeted audiences.

B. Use brand recognition to promote greater awareness of programs.

2. Program Effectiveness – **Establish a baseline from which to move forward.**

A. Refine criteria for offering services and programs, make adjustments accordingly. Measure outcome effectiveness of programs and services through participant and community feedback and periodic surveys.

B. Increase program participation by strengthening partnerships; collaborating with municipalities and service providers.

3. Resource Awareness – **Increase avenues to access and use available resources for those needing assistance and provide opportunities for individuals to volunteer.**

A. Utilize communication methods and outreach to the community to heighten awareness and use of OAS Support Services.

B. Grow community volunteer participation through increased awareness and applications for involvement.

4. Strengthen Community – **Cultivate a vibrant, connected community through social engagement that promotes healthy, active lifestyles.**

A. Build a common gathering facility for Novi residents age 55+ that strengthens community, supports continuing independence and encourages involvement with each other.

B. Provide programs and services that promote opportunities for exercise & fitness, health & wellness, life-long learning, social enrichment, support services and transportation services.

Navigating the Future

As a service provider, we shall ensure the needs of all older adults are being met, while empowering adults 55 and older to live healthy, active lifestyles. Providing avenues for positive socialization, encouraging independent living and offering effective resources are essential for enhancing one's quality of life. Understanding generational differences, cultural diversity, health limitations, economic concerns and accessibility are critical in developing programs and services for the residents now and into the future.

OAS currently provides opportunities for two different generations with varying degrees of characteristics, preferences, values, communication skills, along with health and economic factors. The two generations are Silent Generation (born 1945 and earlier; 72 years and older) and Baby Boomers (born 1946-64; 53 years and older). Moving forward, the focus of understanding the generation demographics and differences is key to understanding what residents would like. Coming on board quickly is the Gen X generation, born between 1965-80 and the first of whom will be turning 55 in 2020. Communicating and providing for all three generations will be the key to a vibrant community.

As we navigate into the future, the input from the Community Conversations, surveys and one-on-one conversations provide insight as to the interest and needs of the targeted groups. Key areas that emerged were:

- **COMMUNICATION METHODS**
- **ADDITIONAL SPACE FOR PROGRAMMING**
- **AFFORDABLE HOUSING**
- **TRANSPORTATION SERVICES**
- **PROGRAMS & SERVICES**
- **INDIVIDUALS DON'T LIKE THE WORD "OLD"**
- **FUNDING FOR SUPPORT SERVICES**
- **BUILD PICKLEBALL COURTS**



Novi Parks, Recreation and Cultural Services joins the national average of 92 percent of agencies offering facilities, activities and programming dedicated to older adults, per the National Parks and Recreation Association (NRPA).

As Novi moves into the third decade of the 21st century, the Strategic Plan incorporates four Action Steps to assist staff in providing quality programs and services while creating opportunities to make changes when needed.

Novi Older Adult Services History

Novi Senior Services was renamed Older Adult Services in 2012 after formally starting in 1981, with a part-time employee tasked to research the needs for programming specific to the older adult population. Research indicated older adults were seeking affordable housing, transportation services, socialization and opportunities to participate in group classes, and wanted more access to active and passive activities specific to their abilities. As such, programs such as trips, softball and golf, and the senior theater show were expanded, using locations throughout Novi.

Novi continued to grow throughout the 1980s and, in 1983, the Parks and Recreation director and the city manager agreed the City of Novi should undertake a comprehensive older adult program with funding from the City, as well as grants from the Area Agency on Aging 1-B and assistance from the Oakland Livingston Human Services Agency (OLHSA). During this time, a campaign was started to build the Novi Civic Center as a central gathering space for community members, programs and to house City offices.

In 1987, construction of the Novi Civic Center was completed and the building became home to Novi Senior Services, with one full-time manager and a coordinator through a contract with OLHSA. Novi Senior Services grew exponentially during the late 1980s and 1990s to include sports, dances, leagues, holiday events and a lunch program. To meet the growing needs of the community, the Senior Transportation Service was launched in 1986 with one vehicle and a volunteer driver through a partnership with Independence for Life Association.

Realizing the need for dedicated, affordable older adult housing in 1999, the City of Novi created a Building Authority and a bond was issued for the construction. No millage was proposed or passed. All operational expenses and the bond debt retirement are covered by rental revenue. The facility is managed by a contractual property management company.



Completed in 2001, Novi Older Adult Services oversees the independent living apartment community, which is composed of 60 bedroom ranch-style units (10 buildings), which surround the three-story main building. The main building contains 85 one-bedroom apartments and 30 two-bedroom apartments. Approximately 200 residents reside at Meadowbrook Commons, with 80+ individuals on a waiting list as of December 2017.

Novi Older Adult Services History

During development of Meadowbrook Commons, it was determined the Senior Services administrative office, along with many programs, would be moved from the Novi Civic Center to Meadowbrook Commons, thus creating a dedicated place for Novi's older adults to congregate. The move created the opportunity for a full-time account clerk, dedicated programming area and administrative office, which was designed and incorporated within the main building. It became known as the Novi Senior Center.

The 2008-11 Strategic Plan paved the way for the expansion of programs due in part to the hiring of two part-time programmers.

In 2012, recognizing statistics from the Southeast Michigan Council of Governments forecast for a growing older adult population, the 2013-15 Older Adult Services Strategic Plan was established with new Action Steps. As growth continued, it was determined the Older Adult Services administrative office should move back to the Novi Civic Center. The move would accommodate Baby Boomers seeking opportunities to participate, but not necessarily at a center designated as a "senior" gathering place.

Other factors contributed to the decision, including the perception that programs and services offered at the Novi Senior Center were for those living at Meadowbrook Commons. In addition, the move would increase the visibility of OAS and programming amenities. Also, the proximity to Novi Public Library and Fuerst Park, where cross-generational and diverse programming could take place, was ideal.

During the summer of 2012, the move was completed and the Novi Senior Center was renamed Meadowbrook Activity Center. Programming currently takes place at both the Novi Civic Center and Meadowbrook Activity Center.

The 2013-15 OAS Strategic Plan created the opportunity to establish the Older Adult Services Advisory Board in April 2013 with the responsibility to create new and innovating ideas, new trends in programming for both older adults (70+) and attracting the "boomer" generations (55+).

In October 2017, the City of Novi dedicated a wing of the Novi Civic Center as the "Fuerst Sisters Senior Citizens Wing", in recognition of sisters Iva and Ruby Fuerst, who bequeath funds for furnishing a senior citizens wing.

Recognizing the 2013-15 OAS Strategic Plan was coming to completion, OAS staff, supported by the newly formed OAS Advisory Board, formulated a process in 2016 and 2017 to seek public input in creating a five-year 2018-22 Strategic Plan.

Administrative Structure

Older Adult Services is a division under the umbrella of Novi Parks, Recreation and Cultural Services Department and provides services, programs and access to multiple resources to residents of Novi. A strong commitment to service is a key component to the Novi community and the success of OAS. This is made possible with the assistance of three full-time staff, two part-time recreation programmers, and 100+ dedicated and enthusiastic instructors, presenters and volunteers.

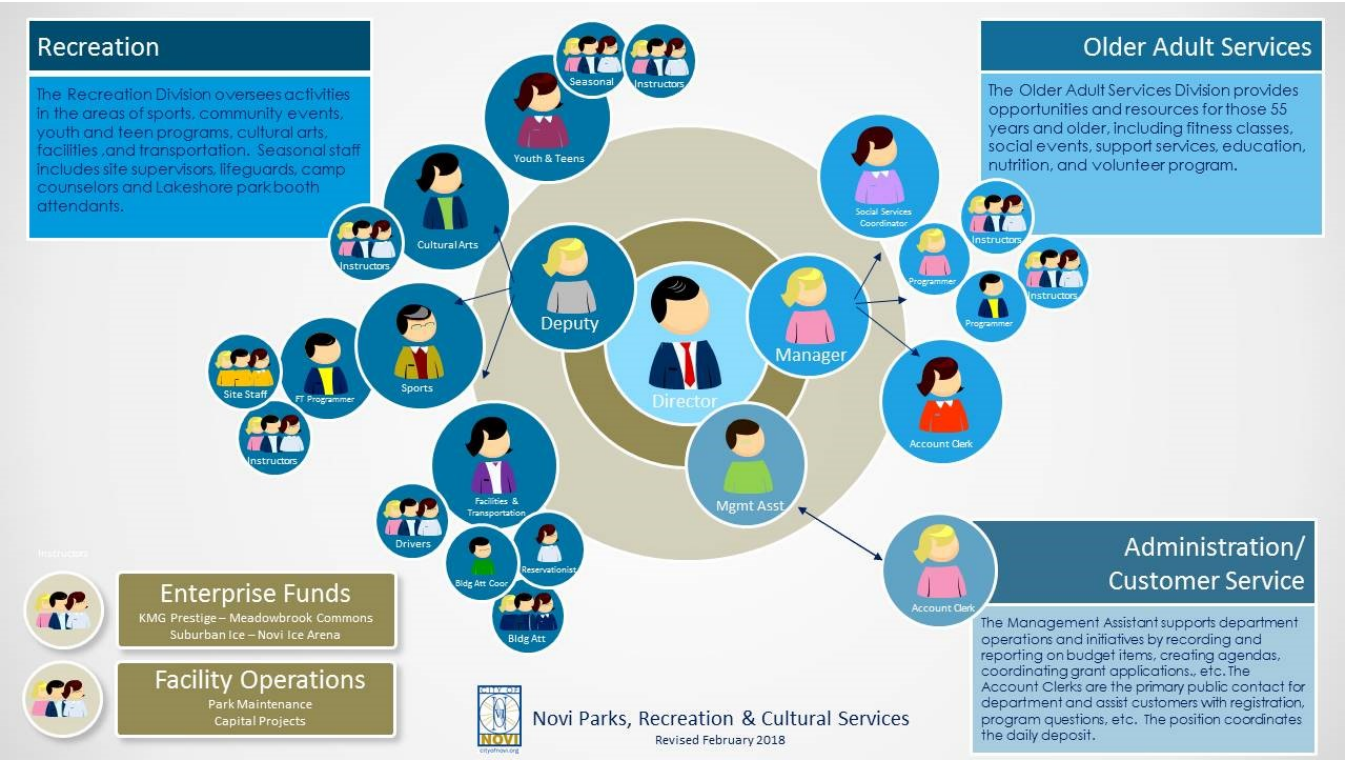
Staff are a critical and essential component to the department, as they provide quality services in an efficient and effective manner. Their knowledge and expertise in seeking out resources, marketing, programming and promoting healthy, active lifestyles is well received by all.

Older Adult Services Manager administers the operation of the department and oversees the operation of Meadowbrook Commons independent living facility, and Transportation Services. Reports to the director and deputy director of Parks, Recreation and Cultural Services and works in tandem with other City departments.

Social Services Coordinator administers Support Services and Health and Wellness service areas. Oversees marketing and social media venue.

Account Clerk interacts with the public, handles phone calls and registrations, maintains data, designs special event tickets, proof reads flyers/correspondences and creates monthly calendar.

Recreation Programmers administers Exercise & Fitness, Lifelong Learning and Social Enrichment service areas. Assists with marketing and social media.



Service Areas

Key Service Areas were established to promote healthy, active lifestyles, provide positive socialization, encourage independent living and offer efficient resources to individuals. Following is a list of current programs offered within each service area.

EXERCISE & FITNESS

- Yoga
- Tai Chi
- Zumba Gold
- Keep on Movin'
- Stretch & Strength
- Morning Tone and Stretch
- Interval Cardio Workout
- Chair Volleyball
- Men's, Women, Coed Golf Leagues
- Men's, Coed Softball League
- Drums Alive!
- Outdoor Fitness Programs
- Walking & Biking Programs



HEALTH & WELLNESS



- Foot Care Clinic
- Health Screenings
- Therapeutic Massage
- Annual Flu Shot Clinic
- Health & Wellness Fair
- Health and Wellness Workshops
- Weekly Blood Pressure Screenings
- Evidence-based Healthy Aging Programs
- Self-Management Health Improvement Programs

LIFE-LONG LEARNING

- Bits & Bytes Café
- Technology Classes
- "A Novel Bunch" Book Club
- AARP Smart Driver Program
- Creating Confident Caregivers
- Bookmobile & Lending Library
- What's the Buzz Speaker Series
- Health and Wellness Educational Workshops





Service Areas

SUPPORT SERVICES

Advice from the Experts
- Estate Planning
- "Ask the Lawyer"
- Medicare Counseling



Nutrition Programs
- Focus: HOPE & TEFAP
- Daily Lunch (M-F)
- Meals on Wheels (M-F)

Support Groups
- Hearing Loss Support Group
- Bereavement Support Group



Support Services
- AARP Income Tax Aide
- DME Loan Closet
- Caregiver Support

Information & Resource Services

Volunteer Program

SOCIAL ENRICHMENT

Cards & Games
- Bingo
- Euchre
- Pinochle
- Mah Jongg
- Contract Bridge
- Duplicate Bridge
- Canasta
- Samba

Hobbies and Crafts
- Colored Pencils
- Craft Classes
- "Novi Needlers" Quilting
- In Stitches - Needlework
- All Things Yarn Knitting/Crocheting



Social Hours
- Chinese Club
- Indian Club
- Ladies Lunch Bunch
- Monday Movie Matinee
- Sing-A-Long
- Coffee Hour at Meadowbrook Café'



Special Events
- Monthly Themed Luncheons
- Euchre Tournament
- Pinochle Tournament



Travel Program
- Out and About with OAS
- Day/Extended Trips
- Novi Group Travel Fairs

TRANSPORTATION SERVICES

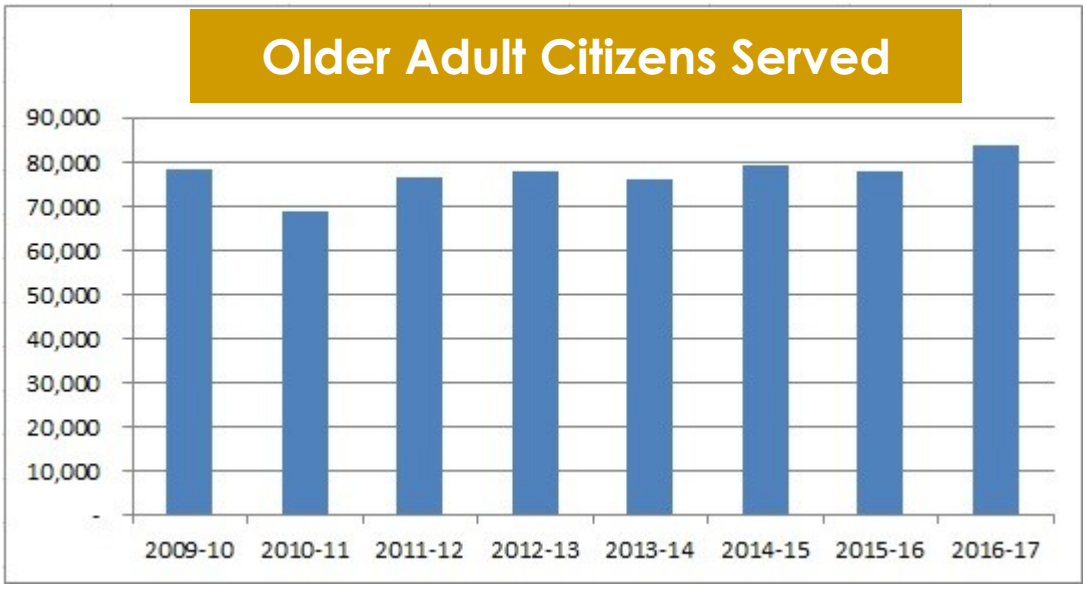
- 6 Vehicle Fleet
- Curb to Curb Service
- Wheelchair accessible vans
- Specialized, community-based transportation

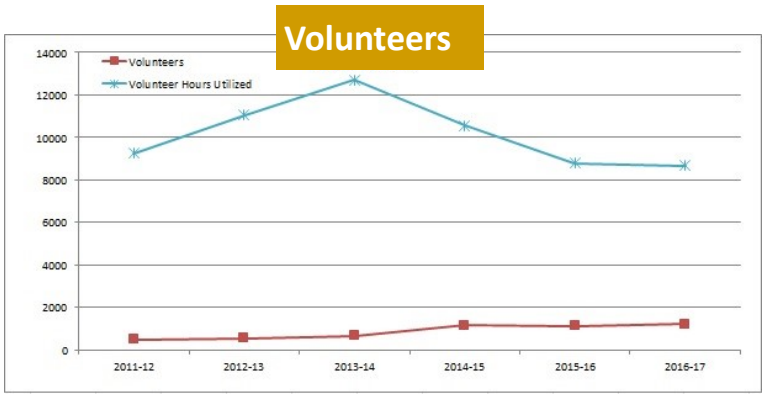


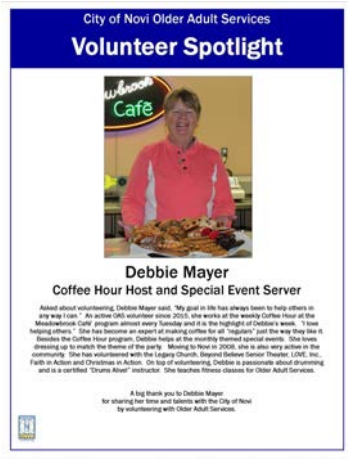
Older Adults Served

The City of Novi continues to be committed to promoting healthy, active lifestyles for the older adult population by providing programs and transportation services, offering support services and housing at Meadowbrook Commons. Older Adult Services has experienced peaks and slight dips in the number of individuals served over the years. During Fiscal Year 2016-17, Support Services had an increase of 5,133 interactions over the previous year, primarily due to an increase in homebound meals. Social Enrichment saw a slight increase in the weekly coffee hour and the expansion of cards/games.

Volunteers are the backbone to the success of OAS. Without their assistance, many programs and services would not be available. They assist with Meals on Wheels, cards/ games, special events, welcome desk, support services, hobbies and crafts, coffee hour and food commodities, to name a few. In appreciation for their service, a Volunteer Appreciation evening is scheduled each spring. OAS recognizes volunteers through a bi-monthly Volunteer Spotlight Program.







Strategic Plan Development

Community Conversation

The City of Novi Older Adult Services (OAS) and the OAS Advisory Board invited the Novi Leadership Team, support groups and residents to participate in Community Conversations to share their views and vision on how the City of Novi OAS can serve the 55+ population now and as Novi moves into the third decade of the 21st century. The OAS Advisory Board established three main questions that served as a conversation starter at each of the sessions along with a bonus question:

- WHEN YOU TALK ABOUT NOVI, WHAT DO YOU BRAG ABOUT?
- WHAT IS THE BEST WAY TO COMMUNICATE THE MESSAGE?
- WHAT DO OTHER COMMUNITIES HAVE THAT YOU WISHED NOVI WOULD HAVE?
- HOW DO YOU FEEL ABOUT THE NAME, OLDER ADULT SERVICES?

Jim Jordan of 4North Associates facilitated the Community Conversations held on Tuesday, March 29, 2017, at Fire Station 4; Wednesday, April 20, 2017, at the Novi Civic Center; Thursday, April 21, 2017, at the Meadowbrook Activity Center; and Friday, April 22, 2017, at Fox Run.

Each session began with a short PowerPoint presentation highlighting key programs and services. This showed collaboration between the City, the 55+ population and the many hours of volunteer involvement to make programs and services available. Jordon discussed why a strategic plan is needed and the value it can bring to the successful operation of Older Adult Services, namely:

- TO IDENTIFY WHAT'S IMPORTANT
- WHERE ARE WE CURRENTLY
- DEFINE WHAT WE MUST ACHIEVE
- DETERMINE HOW AND WHO IS ACCOUNTABLE
- REVIEW, REVIEW, REVIEW



The following are key thoughts expressed during the Community Conversation's.

When you talk about Novi, what do you brag about?

Those attending the Community Conversations bragged about Novi's sense of community. A community that is friendly, safe, diverse and economically sound under the direction of caring leaders. Appreciative of city support services (police/fire, senior transportation, senior housing, loan closet) and city facilities (parks, natural features, bike paths, dog park, ITC Community Sports Park). Novi is a community with multiple assets (library, shopping/ restaurants, schools, access to medical care). Participants were impressed with programs and activities, volunteer program and partnerships. Overall, all of the groups had a lot to share about Novi and the services offered by Older Adult Services.

Strategic Plan Development

What is the best way to communicate the message?



Regarding best ways to communicate Older Adult Services message appears to be the traditional tactics. The "Engage" catalog rated the highest followed by word of mouth, flyers, cable, city website and social media. New ideas on ways to inform residents were texting, robo call, e-blast, newsletters, community outreach, senior transportation vehicles, Fox Run and Chamber of Commerce. There were suggestions that the "Engage" cover should feature multiple generations. Communication habits are changing with all generations, so more technical methods of reaching targeted audiences will become essential for successful programs and services in the future.

What do other communities have that you wished Novi had?

It was interesting to see how engaged participants were in sharing ideas of what other cities offered. At the same time, recognizing how many of those suggested ideas were already being offered by Novi Older Adult Services. Which confirms the importance of communicating the OAS story.

Some suggested new programs like pen pal, job fairs, special dances, evening programs, senior prom, classic board games, evening trips and music at Meadowbrook Commons' gazebo.

New services shared were transportation in the evening, special field trips, adult care, e-newsletter, volunteers for yard and snow work, help for low income seniors, Town Hall meetings and senior volunteers at high school games.

When it came to facilities, the top five mentioned were community/cultural center, stand alone senior center, more affordable housing, outdoor pool or water spray park, and pickleball courts. Other suggestions included walking trails, shuffleboard and bocce ball courts, paddleboat and kayak launch, and a memorial park.



Of particular note by facilitator Jim Jordan, "There was a number of suggestions about educating the younger generation on the needs and challenges of the older population. Rather than segregating the older adults, more intermingling of all demographics should be considered when providing programs and services."

How do you feel about the name Older Adult Services?

The final bonus question was related to the name of the office. The Older Adult Services moniker was met with varying degrees of acceptance. Some felt it was too limiting and negatively impacted participation from those under 65. Others were under the impression it was fine. In reality, there was no consensus as to what the name should be.

Strategic Plan Development

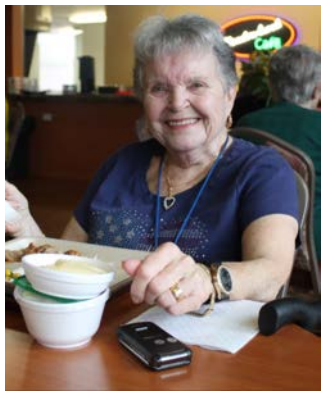
Survey Summary

With today's age 55+ residents looking at retirement differently and not considering themselves seniors or older adults, but active adults, it became apparent Older Adult Services (OAS) needed to research the interest of the rapidly growing Boomer population. In May 2017, a 40-question survey was developed focusing on the four areas discussed in the Community Conversation meetings, with additional focus on demographics, insight into the community's perceptions about the programs and services that OAS offers and the projections of future needs. Results follow on pages 20-29.

Methods used to encourage residents to complete the survey were promoted through Novi's City website, "Enhance" newsletter, Parks Facebook, Boomers & Beyond Facebook, Peek of the Week email, Novi Library newsletter, Spring Palooza, OAS programs and classes. More than 4,401 surveys were distributed by email or in person with a 7.52 percent return rate. Of 331 returned surveys, 71 were paper and 260 completed online. The majority of responses came from females (77 percent), with 87 percent of all genders participating, aware of Older Adult Services. Sixty percent are retired and 50 percent say they have lived in Novi 16+ years. Eighty-two percent view Novi as a community for a lifetime.

A challenge faced by many municipalities in serving the estimated population growth of Boomers and Gen X will be the reference to "Senior" and "Older Adult." When asked about the department title "Older Adult Services," 48.7 percent thought it was appropriate, 14.5 percent said "no," while 35.4 percent said it didn't matter. Over time, changing the name to "Adult Services" may be more appropriate, as many individuals 55+ don't consider themselves old or seniors.

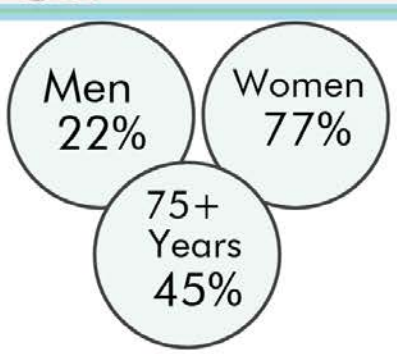
Overall, Novi Older Adult Services was rated positively, with some limitations in the areas of programs, services and facilities. OAS addresses those areas through the Action Steps listed on page nine. Residents experience a good quality of life, are engaged in a variety of productive programs and, in general, are healthy and mobile.



Survey Results - Demographics

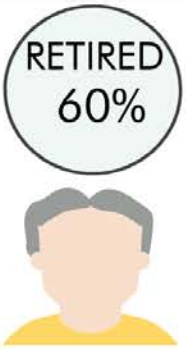




RESPONDENTS

The majority of respondents were between 65 years and above and 19% were 64 and younger. 78% were residents and the majority have lived in Novi for more than 16 years.



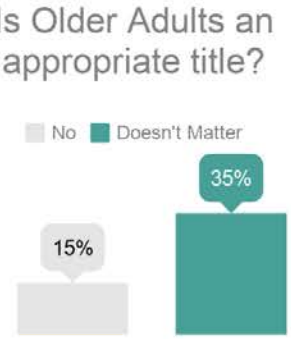


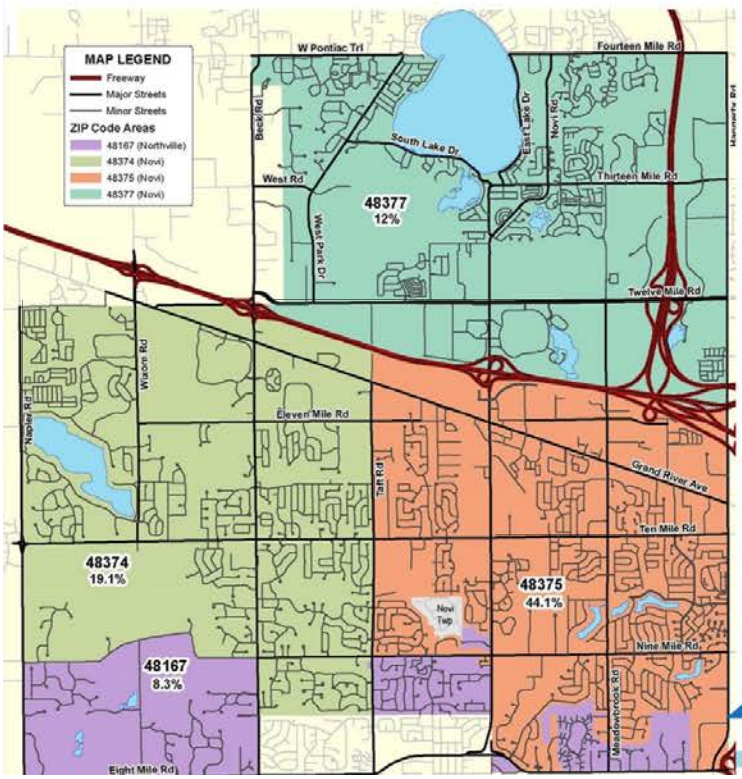
RETIREMENT

Of those surveyed, 33% continue to work either full-time or part-time.

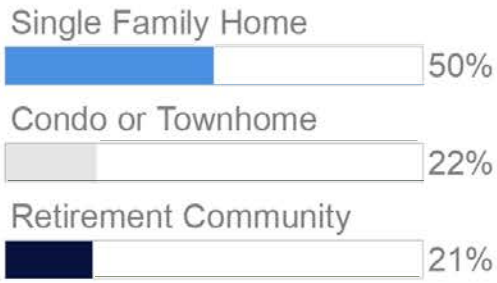
"OLDER ADULT"

Suggestions other than "Older Adult Services" include Senior Adult Services or Adult Services





LIVING IN NOVI





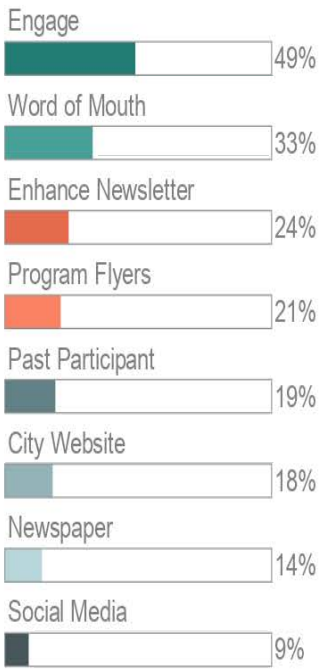
HOW ARE WE REACHING YOU?

85% of respondents are aware Older Adult Services provides activities, programs, services and transportation

52% of respondents are currently participating in a Older Adult Services program

Of those not currently participating, 80% said they would likely inquire or participate in programs in the future.

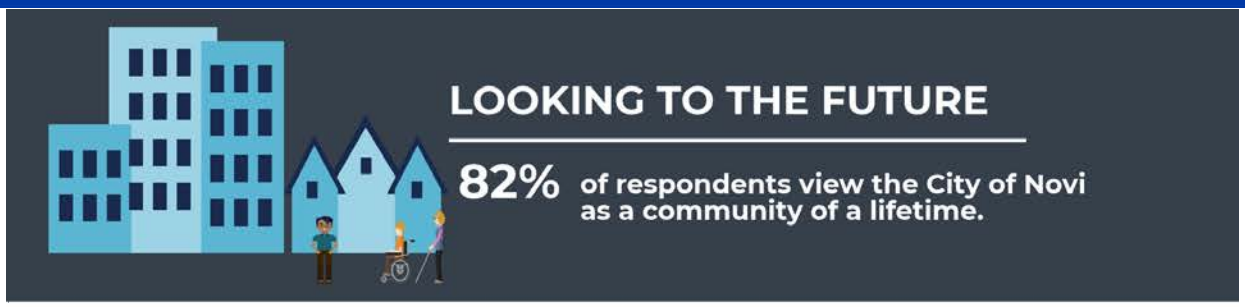
HOW INDIVIDUALS LEARN ABOUT OAS PROGRAMS & SERVICES



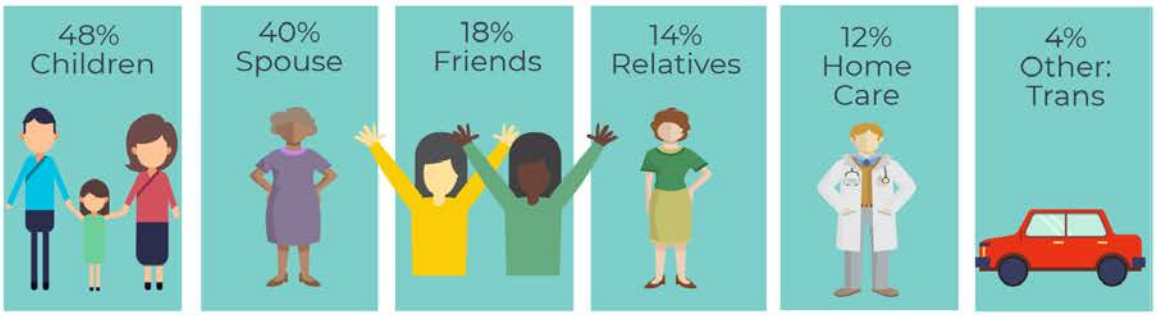
Other outreach avenues include:
Information at Meadowbrook Commons & Novi Public Library
Direct Email
Studio 6 Television
Meals on Wheels



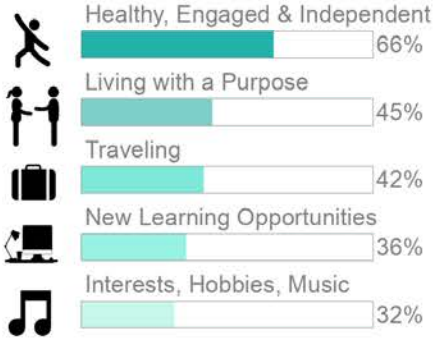
Survey Results - Future Planning



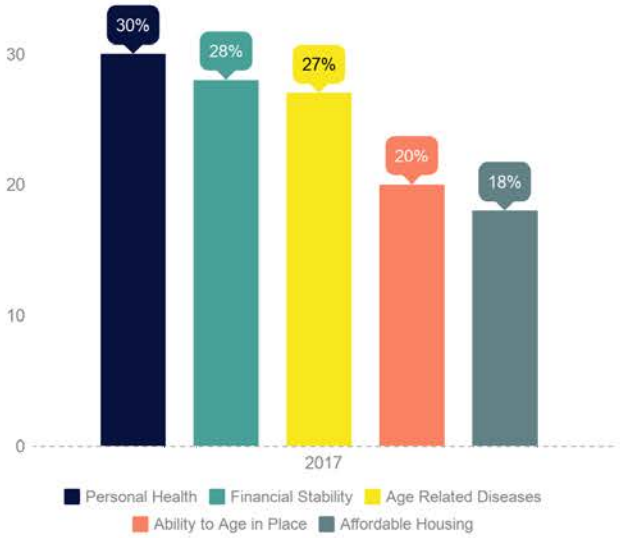
WHO WILL YOU RELY ON FOR SUPPORT IN YOUR SENIOR YEARS?



TOP PLANS FOR SPENDING THE GOLDEN YEARS



TOP CONCERNS DURING THE SENIOR YEARS

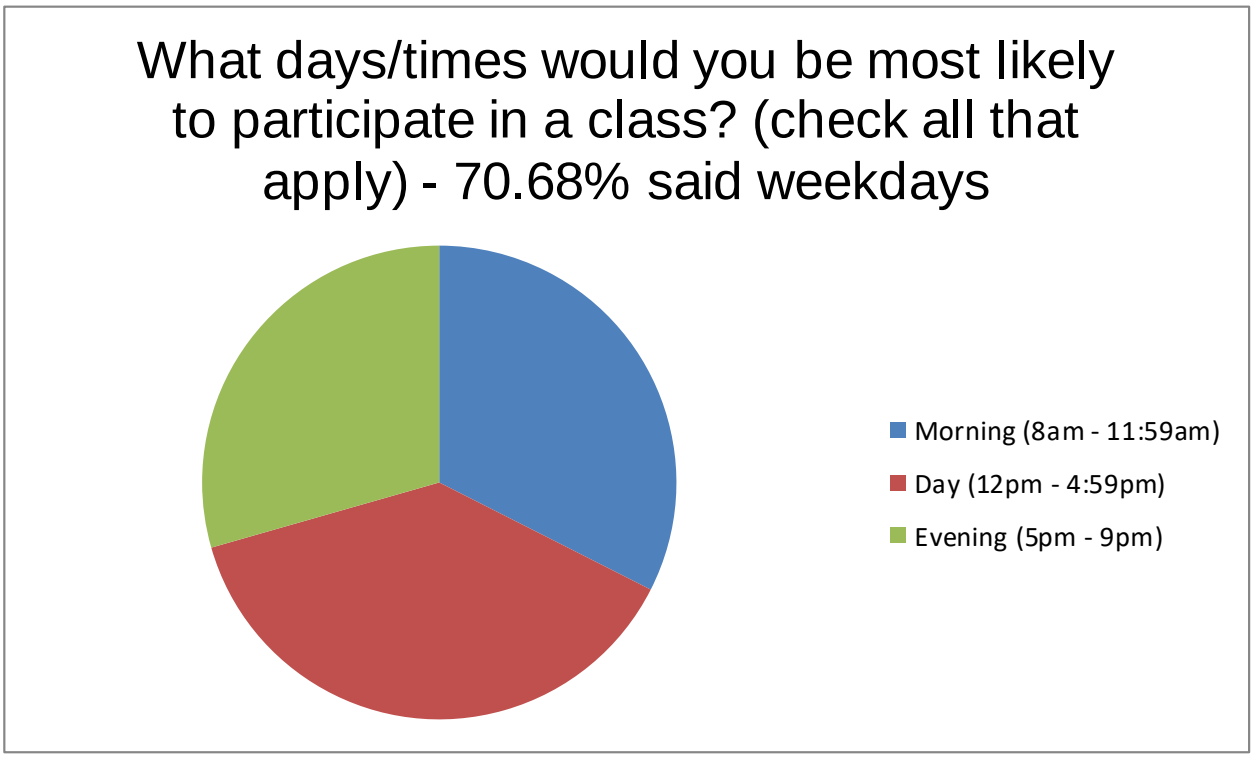


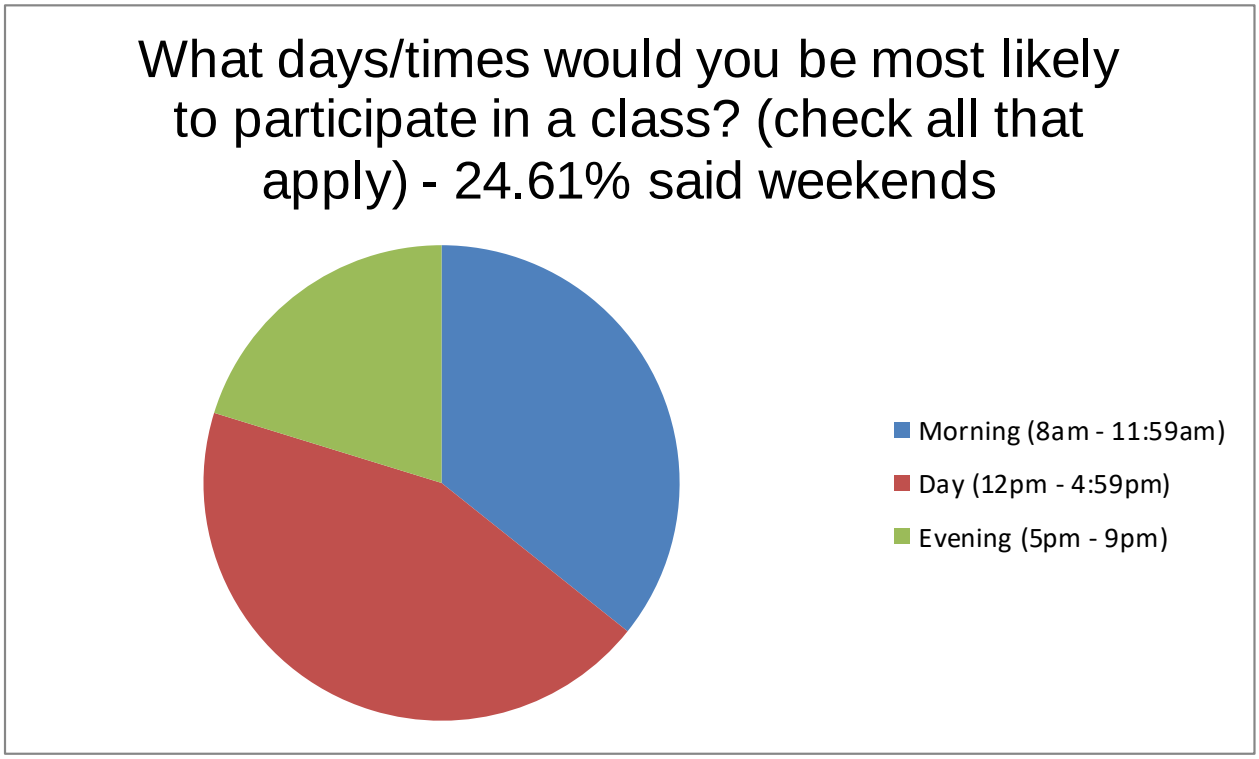
Other concerns indicated include:

Programs that fit needs
Having adequate information
Available social and support resources
Access to affordable transportation



Survey Results - Programs





Survey Results - Programs

42% respondents, participate in programs 4-8 times a month

32% 1-3 times a month

6.5% attended 13+ a month

12.5% don't participate



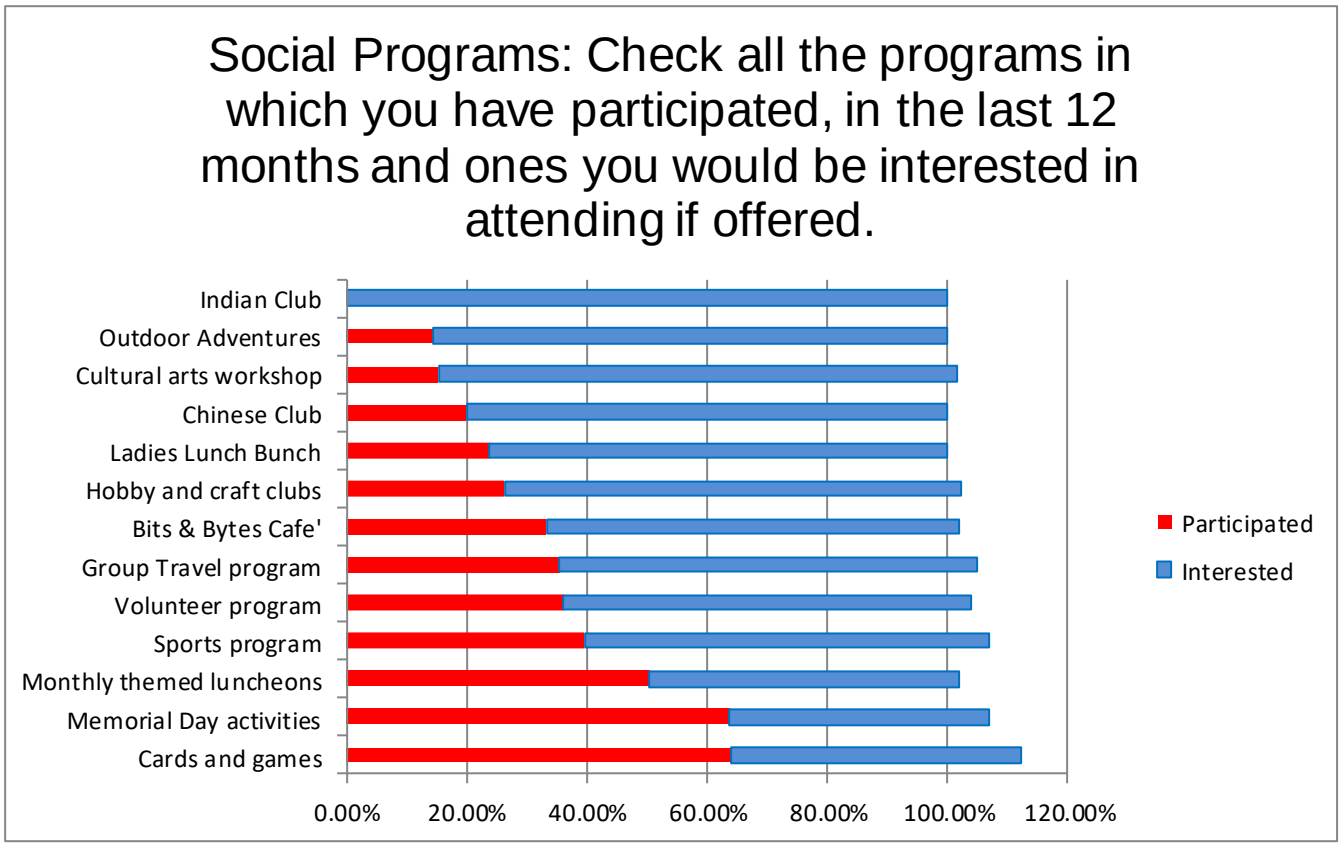
Factors one considers when deciding to participate in a program.
Ranked in order of importance 1 = most important and 7 = least important.

OAS Programs	1	2	3	4	5	6	7
Personal interest in topic	**37.75%**	27.71%	13.65%	8.84%	7.63%	2.01%	2.01%
Program content or activities	**35.89%**	24.19%	18.55%	12.10%	5.24%	2.82%	2.82%
Schedule (time of day/days of the week)	**23.20%**	22.00%	22.40%	15.60%	9.20%	4.80%	4.80%
Location	11.60%	12.00%	15.20%	15.60%	**18.40%**	17.60%	17.60%
Quality	5.74%	6.15%	16.39%	**23.36%**	22.95%	21.31%	21.31%
Cost	7.72%	5.69%	8.13%	12.20%	11.79%	**21.14%**	**21.14%**
Instructor or presenter	4.20%	3.36%	3.78%	6.30%	17.23%	**22.27%**	**22.27%**

Survey Results - Programs

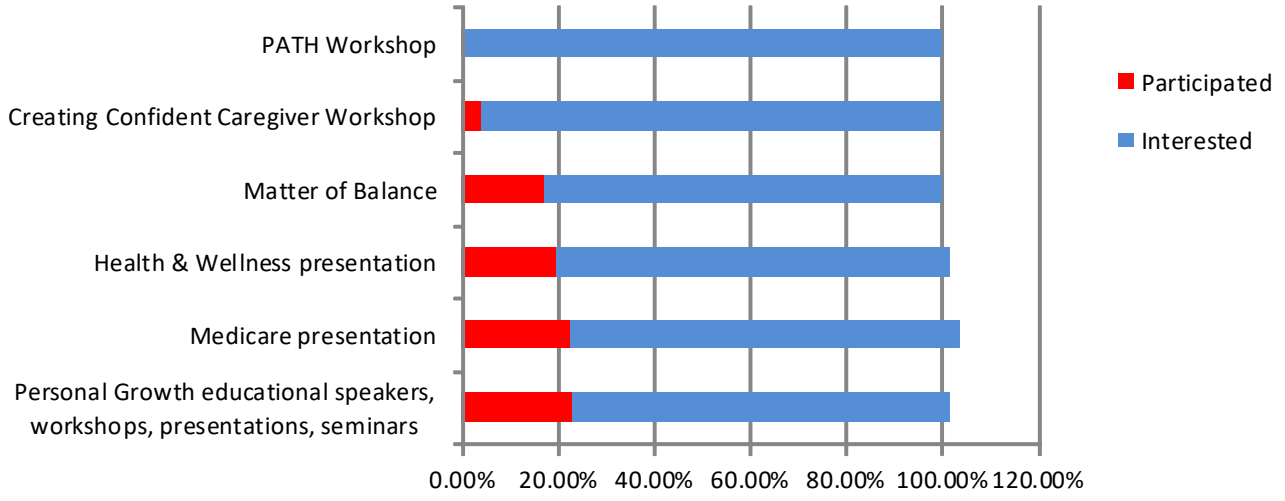
Factors one considers when deciding NOT to participate in a program. Ranked in order of importance 1= most important and 8 = least important.

OAS Programs	1	2	3	4	5	6	7	8
Program content or activities	**51.20%**	14.83%	12.44%	10.53%	7.66%	2.39%	2.39%	0.96%
Schedule (time of day/ days of the week)	34.63%	**36.59%**	10.73%	8.29%	5.85%	1.95%	1.95%	0.49%
Location	10.45%	12.94%	**36.32%**	17.41%	13.43%	3.98%	3.98%	2.49%
Cost	16.58%	15.58%	13.07%	**18.09%**	10.05%	11.56%	11.56%	8.04%
Accessibility	6.70%	7.22%	11.34%	**19.07%**	17.53%	9.79%	9.79%	18.04%
Instructor or presenter	3.27%	9.80%	8.50%	11.76%	0.00%	**32.03%**	**32.03%**	20.26%
Buying or having equipment required to participate	2.86%	0.71%	8.57%	7.86%	12.86%	**27.14%**	**27.14%**	6.43%
Purchasing supplies is required to participate	1.32%	4.61%	5.26%	6.58%	9.87%	**19.74%**	**19.74%**	28.95%

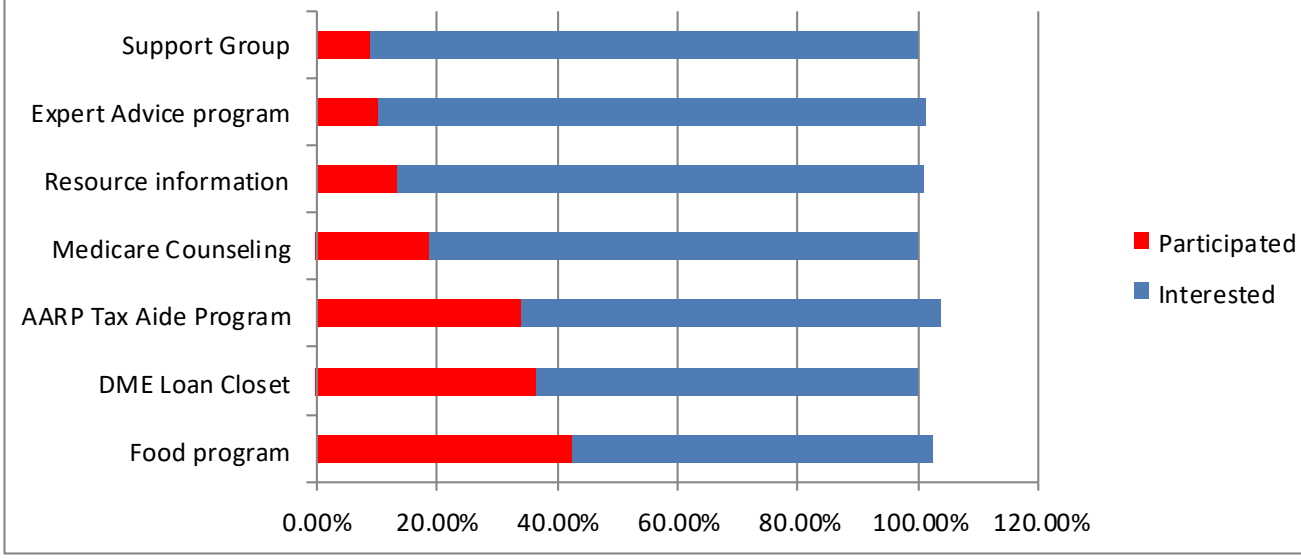


Survey Results

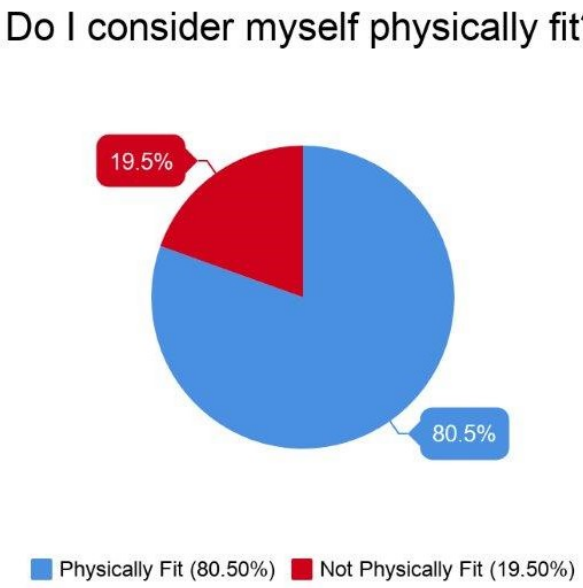
Personal Growth and Health & Wellness Programs: Check all the programs in which you have participated, in the last 12 months and ones you would be interested in attending if offered.



Support Services: In the last 12 months, which of the following Older Adult support services have you utilized? Which ones would you be interested using in the future?



Survey Results - Fitness







70.4% respondents said they had participated in physical activities or exercise in the last month.

55 individuals commented on the type of physical activity or exercises they did.

Factors one considers when deciding to participate in a fitness program.
Ranked in order of importance 1 = most important and 6 = least important.

Fitness Programs	1	2	3	4	5	6
Type of fitness program offered	**47.88%**	19.49%	18.22%	9.32%	2.97%	2.12%
Schedule (time of day/days of the week)	31.33%	**32.19%**	21.46%	7.73%	4.72%	2.58%
Location	12.07%	15.95%	**21.55%**	21.12%	15.95%	13.36%
Quality	3.96%	15.42%	17.18%	25.11%	**28.63%**	9.69%
Cost	11.40%	10.09%	9.65%	16.23%	22.37%	**30.26%**
Instructor or presenter	6.55%	7.42%	10.48%	16.59%	20.52%	**38.43%**

Survey Results - Transportation

83.9% Respondents are aware that transportation services are offered.

With 212 respondents

79.7% don't use service

16% use it occasionally

2.3% use it weekly

1.8% use it monthly



Of the **79.7%** who don't use the service **67.1%** could see themselves using it in the future.

Rider satisfaction rating Weighted average

Transportation rating	Very Satisfied	Somewhat Satisfied	Satisfied	Somewhat Dissatisfied	Very Dissatisfied
Driver attentiveness, respectful	**72.73%**	6.06%	18.18%	3.03%	0.00%
Reservation process by phone	**53.33%**	23.33%	20.00%	3.33%	0.00%
Responsiveness of schedulers	**58.62%**	13.79%	20.69%	6.90%	0.00%
Vehicle conditions	**58.06%**	16.13%	16.13%	9.68%	0.00%
Promptness of drivers	**60.00%**	13.33%	16.67%	10.00%	0.00%
Ease of entering and exiting the vehicle	**56.67%**	13.33%	23.33%	3.33%	3.33%
Price of one way rides ($3.00 in city limits and $5.00 outside city)	**56.67%**	6.67%	30.00%	3.33%	3.33%
Online reservation process	**60.00%**	6.67%	20.00%	6.67%	6.67%

Survey Results - Transportation

Means of transportation

89.4% drive their own car

6.2% rely on family/friends, Uber, Lyft

Reasons for using the service

55.3% of respondents use the service for healthcare appointments

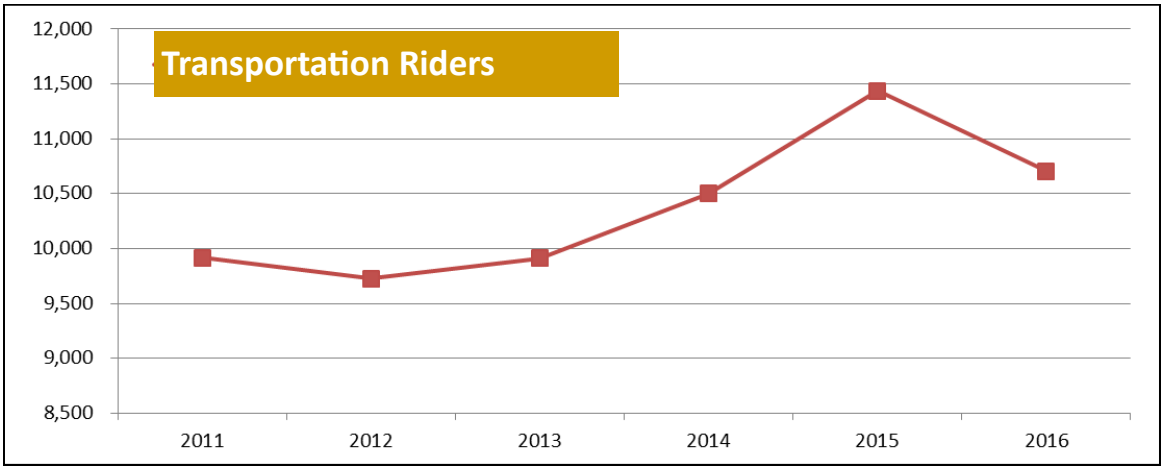
23.4% for OAS or city programs

17.1% for shopping

12.7% other library, state fair, special events



When considering future enhancements	Very Interested	Somewhat Interested	Do not know	Somewhat Disinterested	Not interested
Using a self-service web portal to book rides?	18.18%	20.00%	25.45%	3.64%	**32.73%**
Receiving text notifications?	22.64%	20.75%	18.87%	0.00%	**37.74%**



OLDER ADULT SERVICES
2013-2015
STRATEGIC PLAN
SUMMARY OF ACTION ITEMS

City of Novi, Michigan









December 2015

Promoting Healthy Active Lifestyles for the benefit of Novi Older Adults

City of Novi 2013-15 Older Adult Services (OAS) Strategic Plan has been the roadmap that has guided the OAS department for the past three years. Older Adult Services (OAS) staff and Older Adult Advisory Board have progressively and effectively addressed the Action Steps of the 2013-15 Older Adult Services Strategic Plan with 23 of 26 action steps being completed. Through this process, we have widen our audience, promoted a sense of community, increased program awareness, provided and promoted social service focused programming and continually improved Transportation services.

No project of this nature would be possible without those who have a desire to share their time and talents in building our community. Created during the first year of the 2013-15 OAS Strategic Plan, the OAS Advisory Board has made an impact. Since its inception in September 2013, the OAS Advisory Board has continued to become acquainted with programs and services, provided guidance, and shared creative and resourceful ideas. Their unique perspective continues to provide the OAS staff with much needed feedback on many departmental initiatives.

Through this plan, OAS staff was able to expand programming, opportunities to obtain resident feedback, promote OAS services and increase collaboration with civic organizations and businesses. Highlights of our accomplishments:

- 27 new active recreation programs were created.
- 7 new marketing strategies were employed to a reach wider audience.
- 8 new fitness classes were offered to meet the needs every fitness level.
- 7 new marketing partnerships were developed.
- 5 new intergenerational activities were implemented.
- 10 new sponsorship agreements were developed to increase revenue.
- 300+ people "liked" the OAS Facebook page – Boomers and Beyond.
- 20 new collaborations with Novi community organizations were developed.
- 8 cross-promotion activities were implemented in conjunction with Novi Department of Public Safety.

ACTION STEPS

"Anyone who stops learning is old, whether at 20 or 80. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young."

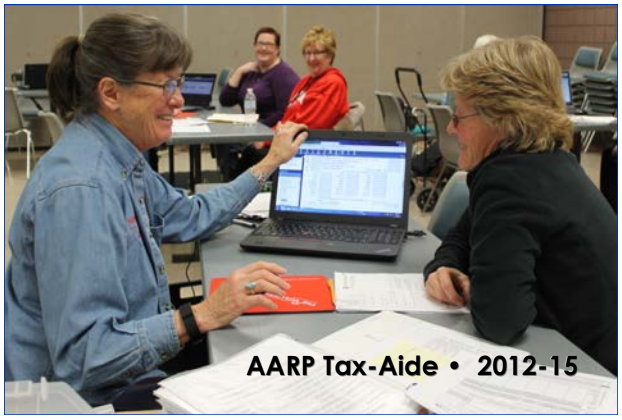
Henry Ford



Euchre • 2013


Interval Cardio Workout • 2015


Ladies Lunch Bunch • 2014


AARP Tax-Aide • 2012-15

Strategic Action Items

1. Engaging a wider audience.

Goal: To ensure adult residents have activities and program opportunities specific to their needs.

Completed strategies - 7 of 7 strategies completed.

A. Research and create five new active recreation programs each year for Older Adults in response to research to be collected and implemented.
- 2013 - Keep on Movin' for Men only fitness class, Bird watching, Horseshoes, Coed Sand Volleyball, Euchre and 20/20/20 Fitness class.
- 2014 - Ladies Lunch Bunch, Bits & Bytes, Yoga, Feeling Fit, Mah Jongg, AARP Smart Driver, Personal Action Toward Health (PATH), Creating Confident Caregivers Workshop, All Things Yarn and bi-annual Euchre Tournament.
- 2015 – "A Novel Bunch" Book Club, Indian Club, "In Stitches," Boomer University, A Matter of Balance, Canasta, Interval Cardio Workout, Folk Guitar, Writing from Memory, Gardening in Small Places, Healthy Habits and Crafty Afternoons.

B. Develop three new marketing techniques to promote the new Older Adult Services office to reach a wider adult audience.





- 2013 - Created "Boomer and Beyond" Facebook page, updated Older Adult website, press releases and creating a postcard with directions of how to "like" the Facebook page.
- 2014 – Travel Program e-blast of new trips. The Facebook page reached 200 "likes in May 2014."
- 2015 – Facebook page (as of December, 300 likes), revise flyer template, posted Novi Times on Facebook, Enhance distributed community wide through Novi Today publication, Facebook boost for Boomer University and Travel Fair.

C. Cross promote within the division to develop three new physical fitness classes to target adult residents to more effectively reach all levels of fitness needs and a more efficient use of building space.
- 2013 – No Sweat Lunchtime Workout and Basic Yoga.
- 2014 – Tai Chi, Zumba Gold, 20/20/20 Fitness and Beginner/Gentle Yoga.
- 2015 – Biking Club, Interval Cardio Workout, Tai Ji Quan: Moving for Better Balance and the re-organization of Healthy Active Section in Engage!



Strategic Action Items

D. Identify 5 new businesses in and around Novi to partner for the marketing of programs.

- 2013 – Care Link Newsletter - St. John Providence and Maple Manor.
- 2014 – Novi Public Library and area veteran organizations.
- 2015 – Boomer University at Oak Pointe Church, outreach event at Fox Run and Senior Day activities at the Fifth Third Bank Michigan State Fair.


Boomer University • 2015

E. Develop and implement two new intergenerational programs working within the division.

- 2013 - High School students assist with Kentucky Derby Day special event.
- 2014 & 2015 - Novi Youth Assistance Silver Linings mentoring program, Madonna University nursing students provided assistance with special events and Novi Health Fair, Novi Youth Council assist with the special event - Veteran's Day Brunch.
- 2014 & 2015 - Color Your World art classes, taught by the Novi High School Art Club.


Kentucky Derby Day Event • 2013

F. Offer a monthly program on retirement, social security and financial seminars.

- 2013 - 2015 offer monthly Estate Planning and Ask the Lawyer and expanded programming by adding evening hours in 2013.
- 2013 - 2015 offer seasonal programs, Ask a MMAP Counselor, AARP Income Tax Preparation and Removing the Mysteries of Probate Court.
- 2015 Accessing Our Veterans Benefits, Identity Theft & Financial Crime/Scams, Foundations of Investing and Financial Exploitation Close to Home.

G. Increase revenue by seeking grants and sponsorships. New sponsors are:

- 2013 – Providence Grant for Transportation.
- 2014 – Providence Grant for Transportation, Novi Wellness, Addington Place, Heartland and Maple Manor.
- 2015 – Providence Grant for Transportation, Whitehall Health Care of Novi, Novi Rotary Club and Novi Parks Foundation.



Providence Grant • 2013 - 2015

Strategic Action Items

2. Encouraging a sense of community through volunteer opportunities.

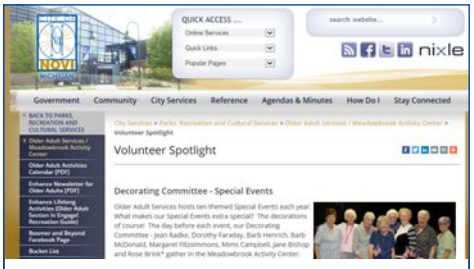
Goal: Work together with the Volunteer Novi program to identify opportunities utilizing adult skill sets.

Completed strategies - 2 of 4 strategies completed.


Novi Rotary Club • 2014-5

A. Develop communication methods for volunteer opportunities to volunteer their time and talents working with Volunteer Novi.
   - Actively promote in Enhance and on Facebook.
   - Revised the volunteer application packet.
   - Press release – recruiting Meals on Wheels drivers.
   - Outreach Program – Novi Rotary, Oak Pointe Church and Fox Run.

B. Research and implement three forms of communicating appreciation for hard-working volunteers.
   - Annual Volunteer appreciation dinner held at the Sheraton Novi (2013-2014) and new format at Buddy's Pizza (2015).
   - Spotlighting one volunteer of the month. Posting a picture of individual with description of what they do at Civic Center and Meadowbrook Activity Center. After the month, they are given the picture frame.
   - Highlight volunteers in Novi Today and Enhance.
   - Highlight volunteers on Facebook and city website.
   - Ribbon cutting ceremony and lunch for Novi Rotary Club gazebo volunteers.



Volunteer Spotlight • Began in 2014

C. Build and enhance the volunteer program by helping to place five new permanent volunteers per year throughout city departments.
   - Action step not attainable as Volunteer Novi program was terminated. During conception phase, complications and logistics became a bearer to its success.

D. Utilize a marketing plan to enhance the Volunteer Novi program and communicate available volunteer positions within Older Adult Services.
   - Restructuring the Volunteer Novi program that never materialized. However, as a department moving forward to better communicate available volunteer positions in conjunction with other departments (i.e. C.E.R.T., C.A.R.E. Days, Library.)

3. Increasing program awareness through effective communication.

Goal: To increase program awareness using a variety of methods including current technology and social media.

Completed strategies - 4 of 4 strategies completed.

A. Educate residents how to use the online option for program registration.
- Developed a "how to register" guide.

B. Increase the content of the Older Adult Services website to include photos, volunteers, marketing of specific classes and information about programs.
- Facebook and website changes done on an ongoing basis.



OAS Webpage • 2012-15
Increase awareness

C. Increase the number of social media interactions by 30% percent each year and devise methods of promotional incentives.
- Created e-blast for Novi Group Travel Program (2013 - 40, 2014 - 120, 2015 - 150).
- Giveaway– Fifth Third Michigan State Fair tickets on Facebook.
- September Senior Center Month – giveaways.
- Facebook - 2013 – 100 "likes," Oct. 2014 – close to 200 "likes," Dec. 2015 – 300+ "likes."


Senior Center Month

D. Collaborate with schools, hospitals and other non-profit organizations for off-site programming.
- Providence Park Hospital – Walking Program.
- MSU Tollgate Center – Walking Program.
- Novi Group Travel Program – Above & Beyond, Brookside Travel, Collette Travel, Ed & Ted's Excellent Adventures, Escapades Travel, Rybicki Tours, Step on Bus Tours, Shoreline Tours and Your Premier Travel.
- Oak Pointe Church - Boomer University.
- Riverbank Golf Course - Golf Program.
- Fifth Third Michigan State Fair – Senior Day.
- Novi Public Library.
- Fox Run – Open House.


Walking Program • 2012

Strategic Action Items

4. Provide and promote social service focused programming.

Goal: To determine ways to identify target audience to better meet needs of community members.

Completed strategies - 5 of 5 strategies completed.

A. Provide resources for staff to attend three workshops yearly pertaining to social services with focus on implementing new programs and services.
   - Area Agency on Aging 1-B – Solutions for Family Caregiver Expo 2013 and 2015, Maximizing SNAP Benefits Through the Medical Expenses Deduction, Think Bigger with Rebecca Ryan, Social Justice Support Staff Training, Encouraging Everyday Adventures, AAA 1-B Age Sensitivity Training, Judith J. Wahlberg Memorial Lecture: "Myth Busting Common Concerns About Aging," TEFAP Training 2014 and 2015, Michigan Association for Senior Centers Annual Conference 2013 and 2015.

B. Work with social service agencies to develop a comprehensive list of senior centers and homeless shelters.
   - Completed 2014 – on file.

C. Work with the City of Novi Police and Fire Department to cross promote programming to include public safety, fire protection and fall prevention.
   - 2013 - Offered a Fire and Fall Prevention Program at Meadowbrook Commons, registered 30, promoted on Common Knowledge show.
   - Hosted a Common Knowledge show with Det. Mince on neighborhood safety.
   - Offered Medication Take Back Program with Police Department.
   - 2014 to present - Fire Department provides Blood Pressure 2nd Wednesday at the MAC.
   - 2014-2015 – Fire Department Booth at Health Fair with screening.
   - 2015 – Det. Stempien presented "Identity Theft and Financial Crimes & Scams."
   - 2015 – Hosted Fire & Fall Prevention program at the MAC.
   - 2016 – Fire Department will provide glucose checks in the 2nd Wednesday of each month at the MAC.

D. Research, develop and implement a program that helps to meet the growing needs of family caregivers that includes presentations on the subject of the needs of caregivers.
   - Partner with Area Agency on Aging 1-B to offer the Creating Confident Caregivers Training™ program – presented yearly.

E. Expand partnership with Providence Park Hospital to utilize their medical equipment loan closet in conjunction with Older Adult Services.
   - Providence Park Hospital no longer offers a loan closet therefore they refer their patients to Older Adult Services.
   - Beaumont Hospital, Botsford Hospital and Henry Ford West Bloomfield also refer their patients to us.

5. Transportation

Goal: To provide a safe transportation option for Older Adult residents (55 and over), to stay active in the community, maintain their sense of independence and reach a variety of destinations.

Completed strategies - 5 of 6 strategies completed.

A. Actively seek and apply for grants to support the program.
- Awarded $20,000 grant from Providence Hospital Mission Fund 2013, 2014 & 2015.
- Received $54,450 in SMART funding in 2013, 2014 & 2015.
- Applied for $15,000 in CDBG funding in 2015 and received $10,000 for 2016.

B. Research and implement training opportunities for transportation drivers.
- Evaluated current training program and recommend the development of a defined continuing education program in 2016.

C. Require drivers to participate in an annual driving test to ensure safe transport of passengers.
- All drivers tested in annual driving test in June and August 2013.
- Suggest every four years or earlier based on conditions.

D. Develop a plan to utilize the Global Positioning System to its full potential to gather pertinent data for monthly reports such as maintenance done on vehicles, mileage, oil changes.
- The fleet of eight vehicles were equipped with GPS, but upon AVL implementation and current vehicle reporting, other tracking methods are being used which more efficiently and conveniently gathered the necessary information for gas, mileage, maintenance, etc.

E. Plan and implement a program to utilize the transportation vehicles for field trips when not in use which would then enhance services and generate increased revenue.
- Villa Barr Tours, Detroit Zoo, Light Tour with Maple Manor, Ambassador Academy Tour Novi, provide shuttle services for community events; Memorial Day Parade and Easter Egg Hunt.

F. Establish a yearly revenue goal of $5,000 for the van transportation advertising program.
- 2013 - Secured six advertisements for transportation vehicle program. ($7,200)
- 2014 - Secured two new advertisements and one renewal. ($3,600)
- 2015 - Revise program towards vehicle wraps.

Looking Towards the Future

Vision

Be the premiere community for empowering adults 55+ to live healthy lifestyles.

Mission

Promote healthy and active lifestyles that support independence and vitality for adults 55+, by providing opportunities and networks within the community for socialization, health and fitness, nutrition, education, and social services.

Strategies



urture services for adults 55+ that residents want and value.



perate a premiere 55+ Adult Services Office that develops and utilizes community resources efficiently and effectively.



alue and build desirable and vibrant community connections for adults 55+ now and into the future.



nvest time and resources effectively in being a safe, enjoyable and healthy community.

Action Plan

Created with the input from Leadership Team, City Council, Parks, Recreation and Cultural Services Commission, Older Adult Advisory Board, staff and with the Novi Community through Community Conversation Sessions scheduled in April 2016.

"The result of planning should be effective, efficient, and economical...that is, suitable for the intended purpose, capable of producing the desired results..." Clark Crouch

"Someone's sitting in the shade today because someone planted a tree a long time ago."

Warren Buffet

"Strategy is about shaping the future.

Max Mckeown



Morning Softball League
Active rec. program



Mah Jongg • 2014
New active rec. program



Health & Wellness Fair • 2014 and 2015
Intergenerational programming



Zumba Gold
Active rec. program



DME Loan Closet
Social service program

THE NCS™

The National Citizen Survey™

Novi, MI

Comparisons by Demographic Subgroups

2016

NRC
National Research Center Inc

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA
Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by survey questions D6 (number of years in Novi), D12 (annual household income), D14 (race of respondent) and D15 (age of respondent).

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as "excellent" or "good," or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A "p-value" of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are "real." Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (374 completed surveys). For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
The overall quality of life in Novi	98%	95%	95%	96%	97%	94%	95%	94%	100%	95%	92%	95%
Overall image or reputation of Novi	100%	90%	93%	95%	91%	93%	94%	90%	95%	95%	89%	93%
Novi as a place to live	100%	94%	97%	97%	92%	98%	97%	95%	94%	98%	96%	96%
Your neighborhood as a place to live	92%	86%	90%	93%	87%	87%	88%	90%	83%	90%	93%	89%
Novi as a place to raise children	100%	90%	98%	89%	97%	96%	97%	90%	94%	96%	95%	95%
Novi as a place to retire	49%	72%	65%	76%	73%	56%	66%	66%	66%	57%	77%	66%
Overall appearance of Novi	100%	81%	88%	84%	92%	86%	88%	83%	79%	91%	87%	87%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Overall feeling of safety in Novi	97%	95%	93%	96%	93%	94%	94%	95%	97%	94%	94%	95%
In your neighborhood during the day	100%	96%	97%	96%	98%	99%	98%	96%	100%	97%	95%	97%
In Novi's downtown/commercial area during the day	87%	97%	96%	100%	98%	92%	95%	97%	95%	95%	95%	95%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Overall ease of getting to the places you usually have to visit	48%	77%	66%	73%	74%	64%	63%	84%	62%	69%	75%	69%
Traffic flow on major streets	33%	40%	32%	37%	45%	29%	36%	36%	33%	32%	45%	35%
Ease of public parking	71%	71%	75%	68%	80%	71%	73%	73%	67%	74%	78%	73%
Ease of travel by car in Novi	48%	70%	57%	64%	68%	57%	57%	72%	68%	57%	64%	61%
Ease of travel by bicycle in Novi	72%	37%	45%	54%	41%	45%	48%	40%	37%	47%	49%	45%
Ease of walking in Novi	70%	43%	56%	53%	51%	53%	56%	45%	49%	48%	64%	52%
Availability of paths and walking trails	83%	49%	56%	66%	51%	56%	61%	47%	56%	53%	65%	57%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Quality of overall natural environment in Novi	88%	81%	78%	78%	77%	84%	80%	84%	73%	83%	85%	81%

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Air quality	82%	80%	88%	79%	85%	86%	85%	81%	76%	87%	88%	83%
Cleanliness of Novi	85%	83%	90%	76%	92%	89%	87%	85%	79%	88%	91%	86%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	81%	65%	63%	71%	69%	62%	65%	69%	65%	66%	69%	67%
Public places where people want to spend time	95%	69%	66%	73%	77%	65%	73%	65%	68%	71%	73%	71%
Variety of housing options	78%	66%	73%	73%	68%	72%	74%	63%	69%	70%	76%	71%
Availability of affordable quality housing	47%	49%	48%	42%	33%	57%	48%	47%	43%	46%	56%	48%
Overall quality of new development in Novi	77%	70%	61%	60%	70%	68%	68%	64%	79%	63%	65%	67%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Overall economic health of Novi	85%	81%	92%	88%	89%	85%	89%	79%	80%	90%	88%	86%
Novi as a place to work	78%	79%	87%	71%	95%	80%	82%	82%	71%	88%	86%	82%
Novi as a place to visit	87%	80%	68%	84%	74%	72%	78%	70%	77%	73%	80%	76%
Employment opportunities	94%	65%	59%	66%	58%	72%	71%	58%	71%	66%	62%	67%
Shopping opportunities	96%	87%	94%	92%	93%	90%	93%	87%	91%	91%	92%	92%
Cost of living in Novi	50%	41%	53%	33%	39%	56%	49%	43%	35%	47%	59%	47%
Overall quality of business and service establishments in Novi	90%	78%	83%	72%	85%	83%	86%	71%	81%	83%	80%	82%
Vibrant downtown/commercial area	66%	56%	32%	58%	49%	41%	46%	48%	48%	45%	47%	46%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Health and wellness opportunities in Novi	97%	82%	86%	90%	88%	82%	87%	83%	87%	83%	87%	85%
Fitness opportunities (including exercise classes and paths or trails, etc.)	93%	69%	75%	77%	77%	73%	76%	72%	72%	73%	80%	75%
Recreational opportunities	78%	69%	73%	81%	68%	73%	74%	66%	67%	71%	77%	72%
Availability of affordable quality food	84%	75%	82%	77%	84%	76%	80%	78%	64%	81%	87%	79%

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Availability of affordable quality health care	93%	74%	80%	68%	85%	81%	82%	73%	71%	77%	90%	79%
Availability of preventive health services	94%	75%	82%	69%	78%	87%	82%	77%	58%	84%	90%	80%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Overall opportunities for education and enrichment	97%	86%	92%	96%	89%	90%	93%	84%	95%	90%	88%	90%
Availability of affordable quality child care/preschool	75%	69%	77%	71%	65%	78%	77%	68%	72%	75%	73%	74%
K-12 education	100%	94%	93%	96%	94%	94%	95%	92%	100%	93%	93%	94%
Adult educational opportunities	63%	75%	84%	80%	74%	82%	82%	72%	80%	76%	83%	79%
Opportunities to attend cultural/arts/music activities	66%	64%	63%	58%	59%	70%	64%	63%	52%	69%	64%	64%
Opportunities to participate in religious or spiritual events and activities	77%	73%	82%	66%	76%	83%	83%	67%	62%	82%	82%	78%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Opportunities to participate in social events and activities	50%	69%	61%	59%	65%	64%	61%	69%	55%	66%	65%	63%
Opportunities to volunteer	43%	72%	74%	71%	73%	71%	71%	69%	58%	71%	77%	70%
Opportunities to participate in community matters	33%	67%	68%	62%	61%	67%	64%	66%	51%	68%	68%	64%
Openness and acceptance of the community toward people of diverse backgrounds	78%	77%	87%	72%	89%	82%	85%	71%	80%	82%	82%	82%
Neighborliness of residents in Novi	77%	66%	70%	72%	68%	71%	73%	63%	67%	72%	71%	70%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
The City of Novi	87%	79%	85%	77%	93%	80%	85%	78%	78%	82%	88%	83%
The value of services for the taxes paid to Novi	84%	52%	63%	69%	59%	60%	66%	49%	53%	61%	70%	61%

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Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
The overall direction that Novi is taking	90%	65%	70%	70%	78%	66%	72%	66%	65%	71%	76%	70%
The job Novi government does at welcoming citizen involvement	51%	63%	66%	74%	47%	65%	66%	56%	52%	68%	67%	63%
Overall confidence in Novi government	76%	66%	63%	72%	56%	69%	67%	62%	56%	68%	71%	66%
Generally acting in the best interest of the community	91%	67%	65%	72%	70%	66%	71%	63%	60%	70%	73%	68%
Being honest	91%	73%	63%	74%	69%	68%	75%	58%	65%	72%	73%	70%
Treating all residents fairly	87%	74%	70%	74%	82%	68%	77%	66%	73%	76%	72%	73%
Overall customer service by Novi employees (police, receptionists, planners, etc.)	89%	75%	81%	66%	92%	76%	82%	73%	69%	83%	83%	80%
The Federal Government	56%	37%	40%	52%	34%	41%	38%	49%	48%	40%	37%	41%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Police services	92%	89%	89%	84%	94%	87%	92%	80%	83%	89%	94%	89%
Fire services	92%	94%	97%	95%	97%	94%	98%	87%	94%	95%	95%	95%
Ambulance or emergency medical services	100%	93%	97%	94%	96%	95%	98%	87%	93%	97%	95%	96%
Crime prevention	87%	86%	86%	84%	96%	80%	90%	78%	85%	84%	91%	86%
Fire prevention and education	83%	89%	94%	93%	95%	85%	96%	76%	89%	90%	93%	90%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	69%	61%	68%	65%	73%	59%	69%	55%	55%	62%	76%	65%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Traffic enforcement	89%	67%	73%	69%	85%	65%	77%	60%	73%	69%	79%	73%
Street repair	47%	38%	33%	49%	44%	26%	39%	31%	30%	39%	40%	37%
Street cleaning	76%	57%	53%	64%	72%	48%	57%	61%	51%	63%	58%	58%
Street lighting	60%	59%	59%	60%	67%	54%	63%	49%	58%	58%	63%	59%
Snow removal	45%	66%	59%	61%	66%	59%	66%	50%	52%	58%	74%	61%
Sidewalk maintenance	73%	63%	51%	75%	64%	50%	65%	46%	65%	55%	64%	60%
Traffic signal timing	50%	49%	43%	46%	55%	43%	46%	48%	48%	45%	48%	46%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Recycling	56%	75%	78%	54%	81%	78%	77%	67%	51%	82%	84%	74%
Drinking water	67%	75%	88%	54%	90%	85%	82%	74%	70%	80%	89%	79%
Preservation of natural areas such as open space, farmlands and greenbelts	58%	60%	57%	54%	55%	61%	59%	55%	39%	64%	65%	58%
Novi open space	47%	57%	53%	53%	44%	59%	52%	58%	39%	61%	57%	54%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Storm drainage	68%	71%	76%	49%	76%	82%	75%	69%	58%	79%	78%	73%
Sewer services	75%	74%	89%	77%	78%	85%	83%	78%	75%	82%	88%	81%
Power (electric and/or gas) utility	75%	81%	85%	69%	85%	85%	86%	70%	76%	83%	86%	82%
Utility billing	59%	66%	81%	67%	74%	73%	77%	61%	56%	74%	84%	72%
Land use, planning and zoning	78%	65%	48%	59%	61%	55%	58%	55%	65%	55%	60%	57%
Code enforcement (weeds, abandoned buildings, etc.)	46%	75%	61%	72%	67%	60%	65%	64%	69%	62%	68%	65%
Cable television	62%	51%	61%	50%	63%	54%	55%	62%	54%	58%	57%	56%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Economic development	64%	74%	75%	62%	84%	73%	75%	70%	66%	74%	79%	74%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
City parks	90%	77%	82%	77%	82%	83%	83%	77%	63%	91%	82%	82%
Recreation programs or classes	93%	85%	82%	84%	90%	83%	87%	79%	92%	84%	80%	85%
Recreation centers or facilities	80%	81%	74%	79%	72%	81%	77%	78%	80%	80%	72%	77%
Health services	88%	81%	82%	87%	86%	77%	89%	67%	86%	78%	84%	82%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Public library services	94%	87%	94%	90%	93%	91%	94%	84%	87%	93%	93%	91%
City-sponsored special events	46%	71%	63%	75%	54%	65%	65%	65%	42%	70%	75%	65%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Public information services	90%	78%	84%	84%	87%	78%	87%	69%	81%	81%	85%	82%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Sense of community	53%	67%	65%	62%	60%	70%	63%	68%	45%	69%	74%	64%
Recommend living in Novi to someone who asks	100%	95%	96%	96%	96%	96%	97%	94%	100%	96%	94%	96%
Remain in Novi for the next five years	88%	87%	90%	94%	85%	89%	91%	81%	87%	90%	88%	89%
Contacted the City of Novi (in-person, phone, email or web) for help or information	48%	29%	40%	25%	35%	40%	39%	28%	22%	37%	47%	36%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Was NOT the victim of a crime	90%	94%	90%	93%	94%	90%	91%	93%	92%	91%	93%	91%
Did NOT report a crime	88%	92%	85%	91%	91%	87%	88%	90%	92%	87%	88%	88%
Stocked supplies in preparation for an emergency	24%	21%	21%	12%	21%	24%	22%	19%	21%	24%	18%	22%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Walked or biked instead of driving	76%	46%	52%	49%	60%	52%	53%	52%	63%	58%	36%	53%
Carpooled with other adults or children instead of driving alone	52%	23%	28%	18%	32%	35%	30%	29%	43%	33%	13%	30%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Recycle at home	72%	80%	93%	79%	76%	93%	84%	85%	75%	88%	86%	84%
Made efforts to make your home more energy efficient	72%	70%	81%	81%	70%	74%	74%	78%	89%	73%	67%	75%
Made efforts to conserve water	83%	68%	81%	80%	67%	78%	77%	72%	74%	75%	78%	76%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
NOT under housing cost stress	70%	75%	79%	45%	69%	93%	72%	84%	74%	83%	65%	75%
Did NOT observe a code violation	88%	69%	60%	65%	72%	68%	68%	69%	79%	64%	66%	68%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Purchase goods or services from a business located in Novi	98%	99%	99%	98%	98%	100%	99%	99%	100%	98%	98%	99%
Economy will have positive impact on income	31%	30%	30%	25%	27%	35%	30%	31%	20%	38%	26%	30%
Work in Novi	18%	26%	28%	30%	20%	29%	24%	32%	23%	36%	13%	26%

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Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Used Novi recreation centers or their services	53%	50%	44%	40%	48%	55%	46%	52%	37%	64%	34%	48%
Visited a neighborhood park or City park	80%	72%	71%	66%	61%	81%	67%	88%	72%	85%	55%	73%
Eat at least 5 portions of fruits and vegetables a day	82%	85%	88%	89%	72%	91%	84%	91%	85%	87%	84%	86%
Participate in moderate or vigorous physical activity	95%	86%	93%	83%	93%	91%	91%	87%	86%	94%	89%	90%
Reported being in "very good" or "excellent" health	66%	68%	72%	55%	69%	76%	68%	74%	73%	75%	60%	70%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Used Novi public libraries or their services	50%	70%	76%	68%	65%	72%	66%	80%	64%	78%	62%	70%
Participated in religious or spiritual activities in Novi	29%	38%	45%	33%	30%	49%	40%	39%	28%	45%	41%	40%
Attended a City-sponsored event	30%	38%	36%	19%	40%	42%	34%	41%	26%	46%	29%	36%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Campaigned or advocated for an issue, cause or candidate	9%	18%	16%	13%	18%	15%	16%	12%	14%	16%	16%	16%
Contacted Novi elected officials (in-person, phone, email or web) to express your opinion	11%	7%	13%	8%	12%	10%	11%	8%	8%	8%	15%	11%
Volunteered your time to some group/activity in Novi	21%	29%	33%	31%	28%	32%	26%	41%	27%	37%	21%	30%
Participated in a club	8%	19%	21%	9%	20%	22%	16%	24%	8%	23%	20%	18%
Talked to or visited with your immediate neighbors	91%	82%	96%	83%	93%	90%	95%	73%	92%	87%	90%	89%
Done a favor for a neighbor	73%	76%	85%	76%	74%	83%	85%	64%	71%	80%	86%	80%
Attended a local public meeting	2%	20%	23%	14%	13%	25%	18%	18%	13%	19%	23%	19%
Watched (online or on television) a local public meeting	4%	11%	21%	13%	18%	14%	15%	13%	6%	16%	19%	14%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Read or watch local news (via television, paper, computer, etc.)	64%	77%	87%	77%	79%	81%	79%	82%	60%	87%	85%	80%
Vote in local elections	66%	65%	85%	66%	78%	73%	83%	47%	56%	73%	89%	74%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Overall feeling of safety in Novi	97%	95%	97%	100%	98%	94%	95%	98%	98%	95%	97%	96%
Overall ease of getting to the places you usually have to visit	90%	91%	93%	95%	87%	92%	94%	84%	95%	90%	92%	92%
Quality of overall natural environment in Novi	84%	86%	83%	82%	88%	84%	84%	86%	84%	84%	86%	84%
Overall "built environment" of Novi (including overall design, buildings, parks and transportation systems)	59%	78%	83%	75%	81%	77%	76%	82%	70%	79%	82%	77%
Health and wellness opportunities in Novi	66%	85%	67%	81%	75%	71%	72%	83%	69%	72%	83%	74%
Overall opportunities for education and enrichment	71%	90%	81%	81%	92%	80%	81%	91%	82%	81%	87%	83%
Overall economic health of Novi	87%	89%	95%	90%	95%	92%	93%	89%	91%	92%	92%	92%
Sense of community	74%	83%	81%	82%	86%	79%	78%	91%	77%	84%	81%	81%

Table 29: Question 14

The City of Novi is interested in knowing what priorities you think are important for your municipal government. Please rate how important you think each of the following priorities should be to the City of Novi over the next five years: (Percent rating as "Essential" or "Very important").	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Annual investments in facilities and equipment for police and fire	95%	86%	85%	86%	88%	86%	92%	74%	84%	85%	91%	87%
Annual investments in municipal infrastructure (i.e. roads, water and sewer)	89%	85%	96%	84%	94%	92%	93%	85%	90%	90%	93%	91%
Annual investments in parks and recreation/cultural facilities	70%	64%	65%	56%	70%	67%	66%	65%	68%	65%	65%	66%
Work cooperatively with neighboring communities, school districts and other public entities	68%	66%	65%	61%	76%	65%	66%	68%	63%	70%	65%	66%
Preserve natural areas (including open spaces, wetlands, woodlands)	82%	67%	76%	66%	74%	75%	73%	75%	85%	70%	69%	73%
Add new and enhance existing services to address Novi's changing demographics	62%	41%	54%	52%	51%	50%	50%	52%	40%	50%	59%	50%
Promote services and programs for seniors	59%	48%	65%	57%	73%	47%	58%	56%	57%	45%	77%	58%
Expand and enhance recreational and cultural programs	61%	49%	46%	56%	61%	40%	51%	47%	63%	42%	51%	49%

The City of Novi is interested in knowing what priorities you think are important for your municipal government. Please rate how important you think each of the following priorities should be to the City of Novi over the next five years: (Percent rating as "Essential" or "Very important").	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
Promote and maintain an attractive community	86%	85%	83%	73%	89%	88%	86%	80%	89%	81%	87%	84%

Table 30: Question 15

Please indicate if each of the following is a major source, minor source, or not a source of information for you about the City of Novi and its activities:: (Percent rating as "Major source" or "Minor source").	Number of years in Novi			Annual household income			Race		Age			Overall
	Less than 2 years	2 to 10 years	11 or more years	Less than $49,999	$50,000 to $99,999	$100,000 or more	White	Not white	18-34	35-54	55+	
City of Novi Newsletter (Engage!)	62%	86%	84%	75%	82%	85%	81%	82%	67%	86%	87%	82%
City of Novi website (cityofnovi.org)	62%	69%	69%	61%	70%	73%	64%	79%	64%	78%	57%	68%
E-newsletters (I am Novi, Destination Recreation)	29%	49%	54%	45%	58%	47%	46%	55%	26%	62%	48%	49%
Cable television (Channel 13-1 or AT&T U-verse)	43%	33%	36%	45%	39%	31%	37%	32%	39%	29%	44%	35%
Novi News	48%	41%	70%	63%	62%	49%	53%	61%	42%	59%	61%	55%
Social media (e.g., Facebook, Twitter, YouTube, Instagram)	39%	45%	49%	39%	42%	53%	45%	48%	50%	53%	31%	46%
Word of mouth	77%	78%	82%	71%	83%	82%	85%	64%	81%	78%	80%	79%
Homeowner Association	35%	52%	68%	37%	60%	63%	59%	50%	44%	60%	61%	57%


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