

MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
FROM: SHERYL WALSH-MOLLOY, DIRECTOR OF COMMUNICATIONS
SUBJECT: PUBLIC SAFETY BOND PROPOSAL EDUCATION UPDATE
DATE: MAY 1, 2025

As we reach the one-month mark of our community education campaign for the upcoming bond initiative, I would like to provide an update on our outreach efforts and the progress we've made informing residents about the proposal.

Our comprehensive, multi-faceted campaign is designed to ensure residents have clear, accurate, and accessible information about the bond proposal. Below are some highlights of accomplishments and the attached infographic provides an easy-to-read overview of the outreach efforts for April.

Printed Materials

One thousand brochures were printed and are being distributed at the Civic Center, Police Department and Library counters as well as HOA meetings. Pocket-size information cards have been shared with police officers and fire fighters to provide quick access to the bond page when they are asked about the proposal while out in the community.

Digital Outreach

The dedicated webpage, cityofnovi.org/2025bond, is now live and serves as a central hub for information. Social media posts and email newsletters are driving traffic to the webpage and helping answer common questions.

Video and Visual Content

Our first podcast and reels were released simplifying complex components of the proposal and has received positive engagement online.

Community Partnerships

We've begun attending HOA meetings and connecting with business groups to broaden our reach. These efforts have allowed us to maintain consistent, fact-based messaging throughout the community.

Regional Media Attention

The proposal has garnered attention from several media outlets with stories appearing in the Novi Note and on television channels [WXYZ](#), [CBS News Detroit](#) and [WDIV](#).

Looking ahead, we will continue to refine our strategy based on resident feedback and participation data to ensure our outreach remains effective and inclusive.

Upcoming Outreach

- Public Information Meeting at Fire Station #1 on May 8
- Community presentation at Fox Run
- HOA meetings
- Ambassador Academy Reunion on May 28
- Three standing banner displays to be placed in the Civic Center Atrium, Library and Police Department Lobby
- Dedicated e-newsletter
- Weekly Social Media education beginning May 5

I am happy to discuss further efforts and welcome your insights as we move forward.