

MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
FROM: SHERYL WALSH-MOLLOY, DIRECTOR OF COMMUNICATIONS
SUBJECT: PUBLIC SAFETY BOND PROPOSAL EDUCATION
DATE: MARCH 11, 2025

As we prepare for the upcoming bond initiative, I would like to provide an overview of our comprehensive community education plan. Our approach is designed to ensure residents have clear, accurate, and accessible information about the bond proposal and its impact on our community.

We are implementing a multi-faceted education plan to inform residents through various channels to maximize outreach and understanding. This plan includes:

Public Meetings and Open Houses: We will host a series of in-person events to provide residents with opportunities to ask questions and hear directly from the City team.

- Public Information Meetings scheduled at the Police Department and Fire Stations 1, 2, 3 and 4
- Public Information Meetings to be held at Fox Run and Meadowbrook Commons
- State of the City Address being scheduled at Fox Run
- Novi Community Fest, June 5th
- Ambassador Academy Reunion

Printed Materials: Informational brochures and fact sheets will be shared throughout the community and distributed at local events, HOA meetings, the library, etc.

Digital Outreach: A web page is under development (cityofnovi.org/2025bond) which will share information regarding the proposal. We will utilize the website social media platforms, and email newsletters to share updates, answer common questions, and direct residents to this one all-encompassing information source.

Video and Visual Content: Informational videos and infographics will be created to simplify complex details and effectively convey the bond proposal.

Community Partnerships: We will visit local service organizations, attend homeowner association meetings, and meet with local business groups to extend our reach and ensure consistent information is shared.

Our goal is to equip residents with the information they need to make informed decisions while maintaining transparency and accessibility throughout the process. We will continue

to refine our strategy based on community feedback to ensure our outreach efforts are both effective and inclusive.

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

C: