



TO: VICTOR CARDENAS, CITY MANAGER
FROM: SHERYL WALSH-MOLLOY, DIRECTOR OF COMMUNITY RELATIONS
SUBJECT: ANNUAL CITY CALENDAR
DATE: NOVEMBER 4, 2024

MEMORANDUM

Mayor and Council –

The following memo proposes a new way in which to distribute community calendars going forward. This proposed change would limit distribution to residents 49 and older and sending out to anyone who requests a hardcopy. Please advise if you have concerns with this proposed change.

- Victor

As we prepare the 2025 annual calendar for print production, the Community Relations team has been evaluating its effectiveness as a communication tool, while also looking at our commitment to sustainability and ways to optimize the budget. Just over 33,000 calendars are printed and mailed to all addresses in Novi for a total cost of approximately \$35,000 (printing and postage).

While considering the calendar's value, we find the following key points worth noting:

- **Digital Access:** The City calendar is available online, making it easily accessible to residents on any device. This approach not only saves resources but also allows us to provide more up-to-date information as events and programs are updated throughout the year.
- **Print on Request:** For those who may still wish to have a physical calendar, we would offer a limited number of printed calendars, making them available at locations throughout the city (Civic Center, Meadowbrook Commons, Library and Novi Chamber of Commerce), ensuring accessibility for residents who prefer printed materials.
- **Add a Calendar Pull-out Page to the Engage Magazine:** We would create a quarterly 'reminder' calendar of events page for inclusion in the publication which is mailed to all 33,000 addresses.
- **Targeted Mailing for Older Demographics:** Deliver a mailed calendar for residents aged 49 and older, as research indicates they are more likely to utilize printed calendars for event planning and community engagement.
- **Sustainability Benefits:** By moving to a digital format, we are reducing our paper use, decreasing our carbon footprint, and contributing to a greener future for our community.
- **Cost Efficiency:** This change will result in significant cost savings by eliminating printing and mailing expenses. These resources can now be reallocated to other City initiatives which directly benefit our residents.

Printing 10,000 calendars would see a cost savings of approximately \$22,000. This supply would produce enough calendars to direct mail to residents 49 and older and have 4,000 extra copies to pick up at the locations in the community.

We would communicate the opportunity to pick up a copy of the calendar through our social media, e-newsletters and the Engage publication. Our goal is to ensure everyone is informed and able to access the City's calendar with ease in a new, sustainable format.

The Community Relations team would like to roll out this cost-effective and more sustainable calendar delivery method later this month, with printed publications being available in early December. Please let me know if you have any questions or concerns.

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