

MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
FROM: SHERYL WALSH-MOLLOY, DIRECTOR OF
SUBJECT: PEX COMMUNICATION STRATEGY
DATE: MAY 2, 2024

Mayor and Council –

Please see the letter to be sent to all Novi Senior Transit riders. It's a basic introduction to PEX; it does not address fees, just the expanded services.

- Victor

With the upcoming transition of Senior Transportation Services to People's Express (PEX), our Communications team, in partnership with our colleagues in Parks, Recreation & Cultural Services, have met with PEX and Oakland County Transit to best determine a communication strategy to ensure a seamless shift in services for current riders and education to all Novi residents.

The attached letter was sent to all current system users and provides an overview of the transition and history. Planned over the next few months until the handoff on July 1, 2024:

- Photos of PEX in Novi for marketing
- Postcard from PEX to current riders – mid-May
- Engage Article – Summer edition hitting mailboxes at the end of May
- Video promo
- Social media posts
- Informational brochure (similar to piece when we transitioned trash collection from WM to GFL) mailed to all Novi addresses no later than June 1
- Web page creation for all transportation information

Additionally, since the Council's action on March 18 to transition to PEX, OAS Manager Kit Kieser has been documenting rider feedback on the change in services. To date, six riders have contacted OAS for clarification.

If you have any questions, please let me know.