

MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
FROM: SHERYL WALSH-MOLLOY, DIRECTOR OF COMMUNICATIONS
SUBJECT: PUBLIC SAFETY BOND PROPOSAL EDUCATION UPDATE
DATE: JULY 2, 2025

We are now three months into our community education campaign for the upcoming bond initiative, and I'd like to share a brief update on our outreach efforts through the month of June. From neighborhood meetings to regional media coverage, we continue to expand awareness and provide residents with clear, accessible information about the initiative. Below is a snapshot of June's activities, and the attached infographic highlights outreach efforts visually.

Printed Materials & In-Person Engagement

- Educational **display banners** remain at the Civic Center, Police Department, and Library, paired with brochures available for the public and at community events.
- **Pole banner signs** have been placed at
- Police officers and firefighters are distributing **wallet-sized info cards** during daily interactions.
- Our kid-friendly **coloring sheet** has been a popular takeaway item at school and family events attended by the public safety team.

Digital Outreach

- The bond webpage (cityofnovi.org/2025bond) continues to serve as the go-to source for residents seeking detailed information.
- Targeted **email newsletters** and **social media posts** are helping drive traffic to the site while answering common community questions.

Video and Visual Content

- A new "**Update Novi**" segment is currently in production to provide another visual update for the community.

Community Outreach & Events

- City leadership participated in three **Public Information Meetings** in June at the Police Station and Fire Stations #2 and #4.
- The bond proposal was highlighted during the **City Open House/Community Fest** on June 5.
- The **HOA Leaders Picnic** at Lakeshore Park offered another opportunity for direct conversation and Q&A.
- We continue to attend **HOA meetings** across the city to engage with residents where they live.

Regional Media Attention

- The proposal has received sustained attention, with stories airing on **WDIV, WXYZ, CBS News Detroit**, and in the **Novi Note** and **Novi News**.
- Additional outreach to local media outlets is planned for mid-July to keep the community conversation active and informed.

Upcoming Outreach

- Public Information Meeting at Fire Station #3 on July 24
- Continued presentations at HOA meetings
- Dedicated e-newsletter
- Weekly Social Media education

As we enter the next phase of our campaign, we will continue building on the momentum of these efforts, using community feedback to guide future messaging and outreach strategies. Our goal remains clear: ensuring every resident has access to accurate, transparent information about what this proposal means for the future of public safety in Novi.

I welcome your thoughts and ideas as we enter this last month of education before the August 5 election.