

MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
FROM: SHERYL WALSH-MOLLOY, DIRECTOR OF COMMUNICATIONS
SUBJECT: JULY UPDATE: BOND INITIATIVE COMMUNITY OUTREACH
DATE: JULY 31, 2025

With the election just days away on Tuesday, August 5, the community education campaign is winding down. Over the past several months, we've worked diligently to ensure Novi residents have clear, accessible information about the Public Safety Bond Initiative—and that effort continued strong through July. Below is a brief overview of July's activities, with the attached infographic offering a visual snapshot of our efforts this past month.

Printed Materials & In-Person Engagement

- Educational banners and brochures remain available at the Civic Center, Police Department, and Library.
- Wallet-sized info cards continue to be shared by police officers and firefighters during their daily community interactions.
- Pole banners highlighting the initiative are hung across the city.

Digital Outreach

- The bond webpage (cityofnovi.org/2025bond) remains the central hub for accurate and up-to-date information.
- Targeted email newsletters and weekly social media content continue to engage residents and address frequently asked questions.

Video and Visual Content

- An "Update Novi" segment aired this month to further support community understanding.
- Infographics continue to be shared across digital platforms and at events.

Community Outreach & Events

- The final Public Information Meeting was held at Fire Station #3 on July 24.
- City representatives continued to visit HOA meetings and speak directly with residents.
- A dedicated e-newsletter was distributed to residents, reinforcing key facts and dates ahead of Election Day.

Regional Media Attention

- The proposal continues to generate media interest, with coverage again in the **Novi Note** and **the Detroit News**.

As we approach the final days before the election, our focus remains on transparency, accessibility, and community engagement.