

MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
FROM: SHERYL WALSH-MOLLOY, DIRECTOR OF COMMUNICATIONS
SUBJECT: PUBLIC SAFETY BOND PROPOSAL EDUCATION UPDATE
DATE: JUNE 4, 2025

We are now two months into our community education campaign for the upcoming bond initiative. I would like to provide an update on our outreach efforts and the progress we've made informing residents about the proposal through May. Below are highlights of education avenues and the attached infographic provides an easy-to-read overview of the outreach efforts for May.

Printed Materials

Three display banners with accompanying information tables are now positioned at the Civic Center, Police Department and Library. Each display includes the brochures which are handed out at HOA meetings. Pocket-size information cards are being shared by police officers and fire fighters. A coloring sheet was created to hand out at school functions attended by public safety team members.

Digital Outreach

The dedicated webpage, cityofnovi.org/2025bond, serves as a central hub for information. Social media posts and email newsletters are driving traffic to the webpage and helping answer common questions.

Video and Visual Content

We have completed two podcasts and reels from each were released simplifying complex components of the proposal.

Community Partnerships

We continue to attend HOA meetings and connecting with business groups to broaden our reach. The first Public Information Meeting was held at Fire Station #1.

Regional Media Attention

The proposal has garnered attention from several media outlets with stories appearing in the Novi Note and on television channels WXYZ, CBS News Detroit and WDIV. We will reach out to all entities in early July to request additional information sharing.

As we move forward, we'll build on resident feedback and participation trends to sharpen our strategy and make sure our outreach connects meaningfully and inclusively.

Upcoming Outreach

- Public Information Meetings at the Police Station (June 10) and Fire Stations #2 (June 14) and #4 (June 16)
- City Open House/Community Fest on June 5
- Continued presentations at HOA meetings
- HOA Leaders Picnic at Lakeshore Park on June 9
- Dedicated e-newsletter
- Weekly Social Media education
- Update Novi video

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