



500 West Big Beaver
Troy, MI 48084
troymi.gov

CITY COUNCIL AGENDA ITEM

Date: August 6, 2025

To: Frank Nastasi, City Manager

From: Robert J. Bruner, Deputy City Manager
Courtney Flynn, Communications Director

Subject: 2025 Bond Proposal Communications Plan Updates

Background

The Troy City Council approved ballot language at its July 14 meeting that allows residents to shape the City's future. The ballot proposal for the November 4, 2025, election asks if the City of Troy shall borrow up to \$137 million, to be paid back over 20 years, to build a new library, improve local roads, invest in parks and recreation amenities, and support public safety.

The City Council's decision to place this question on the November ballot came after more than a year of research and public meetings regarding the City's infrastructure needs. Supporting information that identified the City's needs to provide additional investment into its infrastructure includes the Troy Public Library's Strategic Plan, the decline of the City's capital property tax revenue, the overall age of City infrastructure, and evaluations of City roads, facilities, and parks.

To best inform and engage the public on why the bond proposal was placed on the ballot and what it would mean for the community if it is approved or denied by voters, a detailed Communications Plan has been put into motion. The purpose of this memo is to provide regular updates on the Communications Plan by describing what actions have been taken every week to disseminate bond proposal information.

Week of July 14:

The Bond Proposal webpage went live. This page has all updated project information, FAQs, and access to all City Council meetings where the proposed bond was discussed.

Two social media posts were published.

Announcement of Bond Proposal:

- Views: 17,190
- Comments: 14

Announcement of Bond Webpage going live:

- Views: 3,142
- Comments: 3

C&G Newspaper publishes article:

<https://www.candgnews.com/news/council-approves-137-million-bond-proposal-for-november-ballot-8799>

One social media post

Bond Proposal \$137 Million breakdown of the \$137 million

- Views: 17,190
- Comments: 152

Week of July 28:

Bond trifolds made available to the public in City facilities and on the 2025 Bond webpage.

Troy Talk, previously held on July 30, will be rebranded as “Bond Talk” moving forward, until the election.

An email for general bond questions was created and made public on the website (2025bond@troymi.gov).

Business cards with QR codes to the website have been ordered for distribution at events and in City buildings.

Two social media posts

Bond Proposal Breakdown: Yes v No Vote

- Views: 11,094
- Comments: 70

How to calculate how the bond would impact you

- Views: 10,260
- Comments: 42

Oakland Press publishes article:

<https://www.theoaklandpress.com/2025/07/31/troy-voters-to-decide-bond-initiative-that-includes-new-library/>

Two Troy Today informational ads have been finalized and sent to the printer.

The website host was contacted to improve the appearance and usability of the Bond webpage.



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Week of Aug. 4:

Six social media posts

Project Breakdown Library

- Views: 18,323
- Comments: 85

Project Breakdown Roads

- Views: 9,373
- Comments: 64

Announcement of Town Hall at TPL on Aug. 14

- Views: 2,427
- Comments: 0

Project Breakdown Parks and Rec

- Views: 11,094
- Comments: 70

Project Breakdown Public Safety (Unknown at time of memo submission)

Check out the Bond website for FAQs and more (Unknown at time of memo submission)

The library e-newsletter was sent to subscribers with information regarding the library portion of the proposed bond.

Citizen Engagement Schedule finalized and published on troymi.gov/2025. Flyers are being created.

Community Engagement Opportunity: Aug. 7 @ Summer Concert Series
Staff are available to answer questions, and trifolds and FAQs are available.

Week of Aug. 10:

First 2025 Bond Town Hall at the Troy Public Library
Thursday, Aug. 14 at 6 pm

At least two social media posts to be scheduled

Staff continues to work on information materials for the bond proposal, such as new social media posts, large posters for City facilities, yard signs with QR codes to the website, and informational postcards to be mailed to Troy voters. The FAQ on the website is updated weekly, with the newest version being posted every Friday. Library tours continue to be advertised and provided to interested parties.