



500 West Big Beaver
Troy, MI 48084
troymi.gov

CITY COUNCIL AGENDA ITEM

Date: October 1, 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



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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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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

- 5,160 views
- 34 comments

Check out the Bond website for FAQs and more

- 8,381 views
- 75 comments

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.

Community Engagement Opportunity: Aug. 7 @ Summer Concert Series

- Staff engaged with concert attendees, many of whom who were unaware of the bond proposal. Informational flyers and pamphlet were handed out to increase education.

Week of Aug. 10:

Two social media posts

Comparison of Troy's City taxes v other communities

- Views: 11,828
- Comments: 33

Aug. 14 Town Hall Reminder

- Views: 2,585
- Comments: 0



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Aug. 14 2025 Bond Town Hall at the Troy Public Library

- There were about 20 attendees who listened to a 20-minute PowerPoint presentation from City Manager Frank Nastasi. The presentation covered everything from why the question is on the ballot, how City Council decided on the \$137 million bond, and what the projects will entail if the proposal is approved by voters. Following the presentation, there was a healthy question and answer session, with the below questions asked. Staff from the City Managers Office, Library, Finance, Recreation, Public Works, Police, and Communications all attended the Town Hall to assist in answering detailed questions. The questions listed below will be added the FAQs and uploaded to the website soon.

2025 Bond Proposal Informational flyer sent to printer to be inserted in utility bills for the months of August, September and October. This insert will reach 27,175 homes.

2025 Bond Information Poster Boards sent to print. Expected to be displayed in City Hall, Community Center, Library and DPW beginning the week of Aug. 25. One will also be used at community engagement events.

Week of Aug. 18:

Six social media posts

Bond FAQ: Grant Funding for the City

- Views: 4,302
- Comments: 36

Library Tour Information

- Views: 3,773
- Comments: 0

Bond Talk Information

- Views: 3,263
- Comments: 4

Sept. 2 Town Hall Promotion

- Views: 2,805
- Comments: 4

Size needs for TPL

- Views: 14,887
- Comments: 243



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Aug. 20 2025 Bond Community Engagement Session
at Summer Concert Series in Stine Park

Email sent to HOAs with information on Community
Engagement sessions and general bond proposal
information.

Week of Aug. 25:

Two social media posts
Bond Talk Advertisement

- Views: 2,096
- Comments: 4

Sept. 2 Town Hall Promo

- Views: 3,893
- Comments: 12

Bond Talk was held at Percent Coffee on Aug. 27.

Poster Boards with Bond information placed in City
buildings.

Week of Sept. 1:

Three social media posts
Bond Brochure Highlight

- Views: 6,060
- Comments: 54

Roads FAQ

- Views: 6,404
- Comments: 58

Bond Proposal Breakdown: Yes v No Vote

- Views: 7,877
- Comments: 117

Bond Town Hall Held at Community Center on Sept. 2.

- There were about 10 attendees who listened to a 20-minute presentation from City Manager Frank Nastasi, which covered everything from why the question is on the ballot, how City Council decided on the \$137 million bond, and what the projects will entail if the proposal is approved by voters. There was also a healthy question-and-answer session. Town Hall to assist in answering detailed questions.



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Week of Sept. 8:

Four social media posts

Bond Talk Advertisement

- Views: 5,893
- Comments: 18

Engagement Schedule

- Views: 3,215
- Comments: 4

Library Tour Information

- Views: 5,666
- Comments: 5

Bond Tax Calculator

- Views: 5,876
- Comments: 16

- Bond Talk was held at Panera Bread on Sept. 10.
- A City of Troy Booth with Bond Information was staffed at Troy Daze Sept. 11-14.

Week of Sept. 15:

Two social media posts

Troy's Capital Tax Revenue

- Views: 13,275
- Comments: 133

Town Hall Promotion

- Views: 4,288
- Comments: 6

- Bond Information Booth at Senior Expo on Sept. 16

Week of Sept. 22:

Three social media posts

Town Hall Promotion

- Views: 2,983
- Comments: 57

Where Do Your Taxes Go?

- Views: 12
- Comments: 4,736

Town Hall Promotion

- Views: 4,787
- Comments: 3



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Sept. 23 2025 Bond Town Hall at the Troy Public Library

- There were about 25 attendees who listened to a 20-minute PowerPoint presentation from City Manager Frank Nastasi. The presentation covered everything from why the question is on the ballot, how City Council decided on the \$137 million bond, and what the projects will entail if the proposal is approved by voters. Following the presentation, a healthy question-and-answer session ensued.

Week of Sept. 29:

Detroit News publishes article:

<https://www.detroitnews.com/story/news/local/oakland-county/2025/09/28/troy-latest-city-in-metro-to-propose-bond-package/86293248007/>

Four social media posts

Troy Farm FAQ

- Views: 49
- Comments: 7,542

Town Hall Promotion

- Views: 2,155
- Comments: 11

Town Hall Promotion

- Views: N/A
- Comments: N/A

Bond Project Breakdown

- Views: N/A
- Comments: N/A

2025 Bond Flyers to be sent to families via the Troy School District

Sept. 29 2025 Bond Town Hall at the Troy Public Library

- There were about 5 attendees who listened to a 20-minute PowerPoint presentation from City Manager Frank Nastasi. The presentation covered everything from why the question is on the ballot, how City Council decided on the \$137 million bond, and what the projects will entail if the proposal is approved by voters. Following the presentation, a healthy question-and-answer session ensued.

Oct. 2 2025 Senior Bond Town Hall at the Community Center

Oct. 5 Bond Table at Fire Station 1 for the Fire Open House, Poster Boards displayed at all Fire Stations



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Staff continues to work on information materials for the bond proposal, such as new social media posts, and informational postcards to be mailed to Troy voters. The FAQ on the website is updated regularly, with the newest version being posted on Fridays. Library tours continue to be advertised and provided to interested parties.