



500 West Big Beaver
Troy, MI 48084
troymi.gov

CITY COUNCIL AGENDA ITEM

Date: August 3, 2020

To: Mark F. Miller, City Manager

From: Robert J. Bruner, Assistant City Manager
Cathleen A. Russ, Library Director
Jenna Fillmore, Marketing Specialist

Subject: Library Millage Community Engagement Plan

History

- Voters approved a five-year, 0.7 mills dedicated library millage on August 2, 2011 and again on November 3, 2015.
- The current library millage will fund the Troy Public Library through the fiscal year that ends on June 30, 2021.
- Voters must renew or replace the library millage in order for the City to continue operating and maintaining the Library beyond June 30, 2021.
- City Council must determine the library millage rate and duration to be presented at the November general election by August 11, 2020, the deadline to approve ballot wording for November 2020.
- City Council held a special meeting to discuss library funding on June 8, 2020.
- On June 22, 2020, City Council approved an agreement with Cobalt Community Research (Cobalt) for library survey research. City Council also discussed library funding and City staff outlined a preliminary public engagement plan including the survey, virtual focus group(s), and virtual town hall meeting(s).

City staff provided City Council with a detailed community engagement plan for the Library millage on July 13. The community engagement plan was divided into two phases. Phase 1 included survey research and three virtual focus groups. The results of the focus groups and preliminary survey results were presented to City Council on July 20. The final survey results were presented to City Council on July 27. Phase 1 will be completed when City Council approves ballot language at on August 10. Approved ballot language must be submitted to Oakland County Clerk's Office by 4 pm on August 11.

Phase 2

The second phase is intended to provide the public with information regarding the ballot proposal consistent with the Michigan Campaign Finance Act.

Week of August 10: This week will be primarily devoted to finalizing content to be delivered during Phase 2.

Week of August 17: Information about the library millage will be posted on the City and Library websites.



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- Week of August 24: A 8.5" x 11" half-fold postcard will be mailed to registered voters.
- Week of August 31: Educational millage information and/or infographics featured in the Fall 2020 Troy Today.
- Week of September 7: Sponsored social media infographic post on City and Library pages. The City Clerk's Office will begin distributing military and overseas absentee ballots.
- Week of September 14: Sponsored social media infographic post on City and Library pages. Troy Public Library Update (weekly newsletter sent to patrons) will feature a headline article regarding the library millage.
- Week of September 21: City staff will conduct a virtual town hall meeting via Zoom, which will also be broadcast on Government Access TV (WTRY). Sponsored social media infographic post on City and Library pages.
- Week of September 28: City staff will conduct a second virtual town hall meeting via Zoom, which will also be broadcast on Government Access TV (WTRY). The City Clerk's Office will begin distributing absentee ballots.
- Week of October 5: City newsletter sent to Homeowners' Associations regarding the library millage and upcoming election.
- Week of October 12: City newsletter sent to all residents regarding the library millage and upcoming election.
- Week of October 19: Troy Public Library newsletter sent to patrons regarding the library millage and upcoming election.
- Week of October 26: Social media post on Library page.