



500 West Big Beaver
Troy, MI 48084
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CITY COUNCIL AGENDA ITEM

Date: August 19, 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 Update

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 June 30, 2021.
- Voters must renew or replace the Library millage in order for the City to continue operating and maintaining the Library after June 30, 2021.
- City Council held a special meeting to discuss Library funding on June 8, 2020.
- On August 10, 2020, City Council approved wording for a November 2020 ballot question for a rate of 1.1 mills and a ten-year term.

What follows is the most recent update of the community engagement plan first shared with City Council on July 13, 2020. The community engagement plan was divided into two phases. Phase 1 was completed when City Council approved ballot language on August 10. Phase 2 began on August 11 and continues until Election Day on November 3.

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 was primarily devoted to finalizing content to be delivered in subsequent weeks via newsletter, a direct mail postcard, PowerPoint presentation, Troy Today, social media and City and Library websites.

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

Week of August 24: An 8.5" x 11" half-fold postcard mailed to approximately 28,000 households of registered voters.

Week of August 31: Millage information/infographic featured in the Fall 2020 Troy Today.



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- Week of September 7: Sponsored infographic posted on City and Library social media channels. The City Clerk's Office will begin distributing military and overseas absentee ballots.
- Week of September 14: Press release with millage information distributed to local press. Sponsored infographic post on City and Library social media channels. 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 on Wednesday, September 23 at 7 pm. The meeting will also be broadcast on Government Access TV (WTRY), and reshown on WTRY in rotation with regular programming. Sponsored infographic post on City and Library social media channels.
- Week of September 28: City staff will conduct a second virtual town hall meeting via Zoom on Thursday, October 1 at 7 pm. The meeting will also be broadcast on Government Access TV (WTRY), and reshown on WTRY in rotation with regular programming. The City Clerk's Office will begin distributing absentee ballots this week.
- Week of October 5: Press release with millage information distributed to local press. City newsletter sent to Homeowners' Associations with information regarding the Library millage and upcoming election.
- Week of October 12: City newsletter sent to all residents with information regarding the Library millage and upcoming election.
- Week of October 19: Troy Public Library newsletter sent to patrons with information regarding the Library millage and upcoming election.
- Week of October 26: Educational millage information post on Library social media channels.