



500 West Big Beaver
Troy, MI 48084
troymi.gov

CITY COUNCIL AGENDA ITEM

Date: September 9, 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 31: Millage information/infographic featured in the Fall 2020 Troy Today. Town Hall meeting promotion. Millage websites updated to feature library millage calculator.

Week of September 7: Sponsored infographic posted on City and Library social media channels. Town Hall meeting promotion. The City Clerk's Office will begin distributing military and overseas absentee ballots. An 8.5" x 11" half-fold postcard mailed to approximately 28,000 households of registered voters.

Week of September 14: Press release with millage Town Hall meeting information distributed to local press. 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 and promotion of Town Hall meetings.



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- 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. R. Bruner and C. Russ have been invited to speak to the Troy Democratic Club at their monthly meeting on Thursday, September 24 at 7 pm.
- 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. R. Bruner and C. Russ have been invited to speak to the Troy Rotary Club at their weekly meeting on Wednesday, September 30, at 11:45 am.
- 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.

The current dedicated library millage expires on June 30, 2021. Voters will decide whether to approve a new millage.

Troy City Council has approved the ballot question below for the November 3, 2020 General Election.

CITY COUNCIL WOULD BE AUTHORIZED TO LEVY UP TO 1.1 MILLS FOR TEN YEARS FOR DEDICATED LIBRARY FUNDING WITH THE PASSAGE OF THE FOLLOWING QUESTION:

In 2011, the City of Troy voters approved a levy of .70 mills against all property for the operation and maintenance of the library, and then approved a renewal in 2015. This levy is scheduled to expire June 30, 2021. Should the City of Troy replace and increase the expiring millage, and levy up to 1.1 mills against all taxable property for a 10 year period of time for the dedicated purpose of operating and maintaining the library and making capital improvements to the library building? 1.1 mills is equal to \$1.10 on each \$1000 of taxable value. If approved, the millage would raise approximately \$5,787,978 in 2021, the first year it is levied. The majority of the revenue from the levy millage would be disbursed to the City, and could be used only for library operations, maintenance, and capital improvements. State law also requires disbursement to the Troy Brownfield Redevelopment Authority.

Yes: _____
No: _____



LIBRARY DECISION 2020



A LITTLE BACKGROUND INFO

The Troy Public Library's dedicated millage provides for the operations and maintenance of the Library. The current millage expires on June 30, 2021. To continue operating TPL, Troy City Council approved the rate of 1.1 mills, for a term of 10 years, to be placed on the November 3, 2020, ballot.

If voters approve the new library millage, the Troy Public Library will restore 7-day service (open on Fridays), perform important building maintenance, and implement needed upgrades.



RESTORE
7-DAY
SERVICE



PERFORM
BUILDING
MAINTENANCE



IMPLEMENT
NEEDED
UPGRADES

STREAMING SERVICE	MONTHLY FEE*
Audible	\$14.95
Disney+, Hulu, & ESPN+	\$12.99
Troy Public Library	\$11.92
Spotify	\$10.00
Amazon Prime (Music & Video)	\$9.92
Netflix	\$8.99

1.1 mills equates to about \$12 a month for the average residential Troy taxpayer. That is comparable to the price of popular streaming services.

TPL offers books, audiobooks, movies, music, magazines and more in a variety of platforms, all in one place!

*All pricing data was gathered from public inquiry search. All streaming service prices listed are subject to change as the market changes.

Currently, Troy ranks 17 out of 22 comparable Oakland County communities in terms of library funding rates.

If voters approve the new library millage, Troy would rank 6 out of 22.

*Rankings based on 2019 millage rates and Taxable Values. Based on average Troy residential Taxable Value of \$124,403.

AVERAGE RESIDENTIAL LIBRARY TAX Oakland County

1. BLOOMFIELD TOWNSHIP (\$471)
2. BIRMINGHAM (\$307)
3. WEST BLOOMFIELD TOWNSHIP (\$181)
4. BLOOMFIELD HILLS (\$157)
5. FARMINGTON HILLS (\$141)
- 6. TROY (\$137)**
7. ORION TOWNSHIP (\$131)
8. INDEPENDENCE TOWNSHIP (\$129)
9. WHITE LAKE TOWNSHIP (\$127)
10. SOUTHFIELD (\$124)

“Where would Troy rank?”

Library Millage Estimator

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Voters approved a five-year, 0.7 mills dedicated library millage on August 2, 2011 and again on November 3, 2015. The current millage expires on June 30, 2021. City Council approved the rate of 1.1 mills, for a term of 10 years, to be placed on the November 3, 2020, ballot.

This tax estimator will help estimate how much the new library millage will cost you if approved.

Enter Address:

[Estimate Taxes](#)

Street Directions should appear as single letter abbreviations (e.g. E Big Beaver, W Long Lake)
Do not include suffixes with street names (e.g. Drive, Court, etc)



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Results

Results for 4816 CAROL

2020 Taxable Value: \$112,280

	Annually	Monthly
Estimated 2021 Library taxes @ 11000 mills	\$124	\$10.29
Actual 2020 total City taxes @ 9.9991 mills (included 0.6805 mills for Library)	\$1123	\$93.56
Estimated 2021 total City taxes @ 10.0386 mills (includes 1.1 mills for Library)	\$1127	\$93.93
\$ Difference	\$4	\$0.37
% Difference	0.4 %	0.4 %

The City's 2020 total millage included the following:

Operating	(6.5000 mills)
Capital	(1.3486 mills)
Refuse	(1.0900 mills)
Library	(0.6805 mills)
Debt	(0.3800 mills)
Total	(9.9991 mills)

The debt millage ends in 2021 and cannot be renewed or replaced without voter approval so the City's total millage will be reduced by 0.3800 mills in 2021. Accordingly, the City's total millage is estimated to be 10.0386 mills in 2021 if voters approve the 1.1 mills dedicated library millage.

Operating	(6.5000 mills)
Capital	(1.3486 mills)
Refuse	(1.0900 mills)
Library	(1.1000 mills)
Total	(10.0386 mills)



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E-Notification



BSAOnline



Parcel Data Search



Citizen Request Portal



500 W. Big Beaver Rd
Troy, Michigan 48064

Ph: 248.524.3300
Hours: 8am-4:30pm

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