



500 West Big Beaver
Troy, MI 48084
troymi.gov

CITY MANAGER'S OFFICE

Date: October 20, 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 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 October 5: Press release with millage information distributed to local press; resulting in feature in below publications. City newsletter sent to Homeowners' Associations with information regarding the Library millage.

The Oakland Press: https://www.theoaklandpress.com/news/elections/troy-voters-to-decide-library-millage-that-will-restore-7-day-service/article_17cc7bd6-09ab-11eb-8582-2b0390a10633.html

C&G Newspapers: <https://www.candgnews.com/news/troy-voters-to-decide-library-millage-proposal-118884>

Week of October 12: City newsletter sent to City of Troy newsletter subscribers with information regarding the Library millage.



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- Week of October 19: Troy Public Library newsletter sent to patrons with information regarding the Library millage and City resources for upcoming election.
- Week of October 26: Educational millage information post on Library social media channels.