

# Vision, Values & Voice



[cityofnovi.org](http://cityofnovi.org)

## Community Relations Toolkit

City of Novi, Michigan



September 2020



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This publication serves as a guide to City of Novi communications, including electronic and printed publications, social media, and community events.

## Goals

- Provide open, honest and timely communication.
- Use communications technology that is state-of-the-art, yet sensible.
- Provide useful municipal information to residents and help foster community pride.
- Develop a sense of organizational pride among employees.
- Provide a comprehensive, unified delivery of information – look, feel, content

## Strategies

Utilize existing tools and methods with a consistent set of messages to increase awareness and understanding of the City's services (internal and external) through:

- Electronic Communications
- Print Communications
- Social Media
- Community Events
- Civic Engagement

And also provide channels for feedback from citizens, businesses, and partners.

## Training Opportunities

Additional educational opportunities regarding Community Relations functions are available on the eWeb and through Novi University. Community Members are invited to participate in the annual Novi Ambassador Academy (information available on [cityofnovi.org](http://cityofnovi.org)) Or, to learn more about Novi communications , call ext. 628 and arrange a personal tour.

## Community Relations Team

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# Determining Community Impact/Interest

## High Impact/Interest

## Low Impact/Interest

### City-Wide

#### I. Critical - Safety/Money; Everyone should be aware

- Project impacts a wide range of area/people
- High level of real or perceived impact on City assets
- High level of public interest
- High level of real or perceived impact on health and safety of public
- Major change of service
- High level of real or perceived financial impact across the City

##### Examples

- Major road construction Novi Road/Grand River/Beck/Wixom/Meadowbrook
- Millage or Bond Proposals
- Major Police activity
- Extended power outages
- Natural disasters

#### II. Engagement; Everyone may have an interest

- Project impacts a wide range of area/people
- Lower level of real or perceived impact on City assets
- Lower level of interest from the public

##### Examples

- Assessing and tax billing format changes
- Charter Amendment proposal
- Community-wide special events – Fall for Novi, Sizzling Summer Art Series, CPL classes
- Sport league registrations
- Non-motorized transportation

### Area/Neighborhood

#### III. Critical - Safety/Money; Segment of the population

- Project impacts a local area, neighborhood, user group, facility or service
- High level of real or perceived impact on City assets
- High level of public interest
- High level of real or perceived impact on health and safety of public
- Change of service in local area
- High level of real or perceived financial impact across the City

##### Examples

- Gas/Water/Sewer disruptions
- Neighborhood road construction
- Special event road closures
- Burglaries

#### III. Engagement; Segment of the population may have an interest

- Project impacts a local area, neighborhood, user group, facility or service
- Lower level of real or perceived impact on local assets
- Lower level of interest from the public
- Low or no risk of controversy

##### Examples

- Playscape improvements
- Targeted special events – Fireup Fest, Older Adult Services' programs
- Street tree Plantings
- Novi Youth Council happenings

# Communications Checklist

After determining the community impact and interest level, the following communication avenues are available. Detailed information regarding each opportunity is included in this guide. The below list is not all inclusive and is meant to serve as a guide.

## I. High Impact/City-Wide

### Electronic Tools

- ☐ cityofnovi.org - homepage or otherwise
- ☐ Electronic Message Board posting
- ☐ Nixle messages (if emergency)
- ☐ Dialogic Notification System - Reverse 911 (if emergency)
- ☐ e-Newsletters  
e-biz (business leaders), Keeping You Posted (General City Audience), e-Engage! (Recreation)
- ☐ Novi Video - Television show, bulletin board, special message

### Print Tools

- ☐ Annual Report Calendar (if annual event or advanced notice)
- ☐ Engage! (with advanced notice)
- ☐ Enhance (older adult population)
- ☐ Novi Today (with advanced notice)

### Social Media

- ☐ City of Novi - Government & Community Services Facebook Page (possible cover page image)  
Facebook & Twitter
- ☐ Novi, Michigan Economic Development Facebook & Twitter
- ☐ Novi Parks, Recreation & Cultural Services Facebook & Twitter (recreation focus)
- ☐ City of Novi Boomers and Beyond (older adult focus)

### Media Relations

- ☐ Media Release - Community Relations sends to targeted media audience (i.e. Crains and Detroit Auto Scene for business; Metro Parent for Parks programs)
- ☐ On Camera/Radio Interviews – Directors or assigned personnel if invited by media outlet

### Miscellaneous

- ☐ City Council Correspondence - Administrative e-packets or through City Manager's office



# Communications Checklist

After determining the community impact and interest level, the following communication avenues are available. Detailed information regarding each opportunity is included in this guide. The below list is not all inclusive and is meant to serve as a guide.

## II. Low Impact/City-Wide

### Electronic Tools

- ☐ cityofnovi.org - calendar/internal page
- ☐ Electronic Message Board posting
- ☐ e-Newsletters
  - e-biz (business leaders), Keeping You Posted (General City Audience), e-Engage! (Recreation)
- ☐ Novi Video - bulletin board

### Print Tools

- ☐ Annual Report Calendar (if annual event or advanced notice)
- ☐ Engage! (with advanced notice)
- ☐ Enhance (older adult population)
- ☐ Novi Today (with advanced notice)

### Social Media

- ☐ City of Novi - Government & Community Services Facebook Page (possible cover page image)  
Facebook & Twitter
- ☐ Novi, Michigan Economic Development Facebook & Twitter
- ☐ Novi Parks, Recreation & Cultural Services Facebook & Twitter (recreation focus)
- ☐ City of Novi Boomers and Beyond (older adult focus)

### Media Relations

- ☐ Media Release - Community Relations sends to targeted media audience (i.e. Crains and Detroit Auto Scene for business; Metro Parent for Parks programs)

# Communications Checklist

After determining the community impact and interest level, the following communication avenues are available. Detailed information regarding each opportunity is included in this guide. The below list is not all inclusive and is meant to serve as a guide.

## III. High Impact/Interest Area

### Electronic Tools

- ☐ cityofnovi.org - Internal page
- ☐ Nixle messages (if emergency)
- ☐ Dialogic Notification System - Reverse 911 (if emergency)
- ☐ e-Newsletters  
e-biz (business leaders), Keeping You Posted (General City Audience), e-Engage! (Recreation)
- ☐ Novi Video - bulletin board, special message
- ☐ Email blast to HOA leaders in the interest area
- ☐ Door to door information bulletin - construction contractor

### Print Tools

- ☐ Engage! (with advanced notice)
- ☐ Enhance (Older Adult Population)

### Social Media

- ☐ City of Novi - Government & Community Services Facebook Page (possible cover page image)  
Facebook & Twitter
- ☐ Novi, Michigan Economic Development Facebook & Twitter
- ☐ Novi Parks, Recreation & Cultural Services Facebook & Twitter (recreation focus)
- ☐ City of Novi Boomers and Beyond (older adult focus)

### Media Relations

- ☐ Media Release - Community Relations sends to targeted media audience (i.e. Crains and Detroit Auto Scene for business; Metro Parent for Parks programs)
- ☐ On Camera/Radio Interviews – Directors or assigned personnel if invited by media outlet

# Communications Checklist

After determining the community impact and interest level, the following communication avenues are available. Detailed information regarding each opportunity is included in this guide. The below list is not all inclusive and is meant to serve as a guide.

## III. Low Impact/Interest Area

### Electronic Tools

- ☐ cityofnovi.org - calendar/internal page
- ☐ Electronic Message Board posting
- ☐ e-Newsletters
  - e-biz (business leaders), Keeping You Posted (General City Audience), e-Engage! (Recreation)
- ☐ Novi Video - bulletin board

### Print Tools

- ☐ Engage! (with advanced notice)
- ☐ Enhance (older adult population)

### Social Media

- ☐ City of Novi - Government & Community Services Facebook Page (possible cover page image)  
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### Media Relations

- ☐ Media Release - Community Relations sends to targeted media audience (i.e. Crains and Detroit Auto Scene for business; Metro Parent for Parks programs)

# Communications Checklist

## Community Development Public Participation Practices

### Master Plan for Land Use/Transportation Plan

- ☐ High Impact/City Wide-applicable measures
- ☐ Workshops
- ☐ Online surveys/ input
- ☐ Media outreach/Novi Video/Newspapers
- ☐ Notice to Homeowner Association (HOA) leadership
- ☐ Community Events (Spring into Novi)
- ☐ Public Hearing(s) with notice per Michigan Zoning Enabling Act (MZEA)

### Planning Study Area

- ☐ High Impact/Interest Area–applicable measures
- ☐ Public Hearing(s) with notice per MZEA
- ☐ Notice to nearby HOA

### Rezoning/Planned Rezoning Overlay/Special Land Use/ Other considerations requiring Public Notice

- ☐ High Impact/ Interest Area–applicable measures
- ☐ Newspaper notice
- ☐ Notices to property owners within 300 feet per MZEA
- ☐ Agenda and packets available on website
- ☐ Post at Civic Center
- ☐ Public Hearing(s) with notice per MZEA
- ☐ Sign(s) on property (rezoning)

### Planning Commission Agenda

- ☐ Agenda and packets available on website
- ☐ Post at Civic Center

# Community Development Public Participation Practices

## Zoning Board of Appeals

- ☐ Newspaper notice
- ☐ Notices to property owners within 300 feet per MZEA
- ☐ Agenda and packets available on website
- ☐ Post at Civic Center

## Text Amendment

- ☐ Low Impact/City Wide or Interest Area as appropriate – applicable measures
- ☐ Newspaper notice
- ☐ Agenda and packets available on website
- ☐ Post at Civic Center

## Temporary Special Land Use

- ☐ Newspaper notice
- ☐ Notices to property owners within 300 feet per MZEA



# **ELECTRONIC & BROADCAST COMMUNICATION**





# Tools - Electronic / Broadcast

## cityofnovi.org

cityofnovi.org is the City's website brand and averages 30,000 visits per month. It serves as a one-stop-shop for City and community information including special events, meeting agendas, emergency updates, program registration, job opportunities, assessing records, citizen assistance, community maps, and more.

The Community Relations staff is responsible for overall website content and design. The website is maintained by a contracted administrator, Municipal Web Services. City staff is required to take "ownership" of their department's pages and share updates, keep current, etc.



### How to update departmental pages

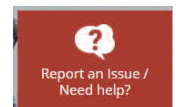
- Departmental designees (assigned by department heads) may contact Municipal Web Services (noviupdate@muniweb.com) directly to updates to their pages (including photos).
- A member of the Community Relations team should be cc'd on all correspondence from City staff.

If any design or major updates are required, the Community Relations staff must be notified prior to engaging Municipal Web Services. Community Relations will approve requests on a case-by-case basis.

Cityofnovi.org usage data can be found via the e-web under the Manager's Office tab.

### Citizen Assistance

cityofnovi.org features a Need help? link which directs people to the Citizen Self-Help Knowledge Base or submit a service request.



Requests are logged into the Customer Relationship Management database (CRM) and forwarded to the appropriate staff members who are expected to respond. All communication from the responding staff member and the citizen, as well as any steps taken to address the concern/question are documented in the CRM database.

### Citizen Self-Help Knowledge Base

Located at cityofnovi.org, the database allows citizens to query a variety of frequently asked questions.

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## All Council Emails

Visitors to cityofnovi.org have the opportunity to contact City Council individually or as a group. If the visitor chooses to send the comment/suggestion/concern to the entire City Council, Community Relations is copied.

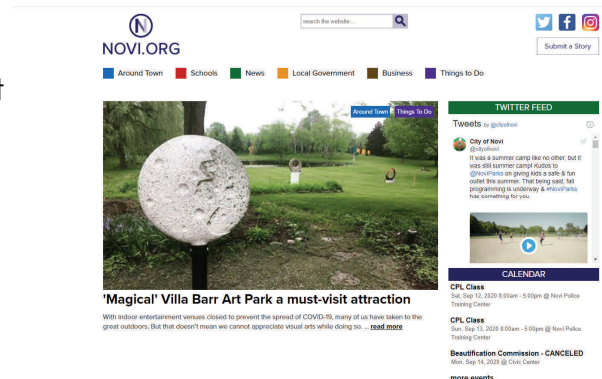
To ensure timely response and decrease replication of efforts, please see response process below:

- **Those that require a personal opinion from the Council Members (for instance, requesting Council Members opinion on a policy issue)** – Community Relations staff will respond to ALL City Council members that the visitor was requesting personal feedback from the members and NO response is forthcoming from City administration.
- **Those requiring departmental data/support (for instance, what are the requirements for snow removal and clearing of sidewalks)** – Community Relations will respond to ALL City Council members that a response from City staff is forthcoming and will forward the request to the appropriate Department head for follow up with the community member. Community Relations will be cc'd on any department response and then will forward the response to ALL City Council Members to ensure they are informed of the follow-up. It will then be left to each individual Council Member as to whether or not he/she chooses to additionally respond.

The City Manager will be included as a cc on all correspondence between Community Relations staff and the City Council.

## Novi.org

The City of Novi also hosts a public site geared to serve as a centralized source for information and news about the Novi, its residents, schools, businesses, and community organizations; and to promote the economic welfare, tourism, and industry of the city. Content across all sections of the site will be posted by the City



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## eWeb

The Intranet (eWeb) is accessible to City and Library employees only. The site houses program information, news, administrative packets, forms, employee directory, and engagement and wellness information. Employees may access the Intranet and their email from anywhere.

## Peek at the Week

A Monday morning email sent to all City and Library email addresses. The messages include happenings for the week ahead.

## Electronic Message Board

The Civic Center message board is a valuable communication tool to promote happenings. The message board is not intended for use by private organizations, political campaigns, etc. Community Relations reserves the right to include/edit messages submitted for consideration. Input form is on the e-Web.



## Emergency Communication

### Nixle

The City of Novi partners with Nixle - a free subscription-based services used to alert community members of emergencies such as traffic issues, missing persons, targeting criminal activity, etc. Nixle messages are created/shared by Public Safety personnel.

### Dialogic Notification System (Reverse 911)

The City of Novi has the ability to perform emergency notifications directly to home phone numbers through the Dialogic Notification System. Use of this system requires consent of the Communications team and/or Public Safety officials.

### Emergency Operations Center

In the case of an EOC activation, the Community Relations Office serves as the point of contact for news media and others by:

- Preparing news releases
- Acting as liaison with news media
- Establishing news release centers and dates/time of news releases
- Controlling media reporters and photographers from interfering with emergency operations, assisted by police as required.
- Serving as central clearing house for information to the media
- Serving as source by which media gains access to public officials
- Maintaining liaison with EOC to stay abreast of current information
- Establishing procedures and methods for the flow of information to the public in an emergency/disaster situation
- Preparing and maintaining a list of media key contacts
- Working with County Public Information Officer, in the case of a County-wide emergency

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## e-Newsletters

Keeping You Posted, e-Engage, Beyond Books, E-Biz are monthly e-newsletters subscribed to by nearly 9,500 people. Keeping You Posted relays general City information, programs and services. e-Engage! focuses on recreation and cultural service offerings. Beyond Books advertises Novi Public Library programs. e-biz shares business related information and regional programs. Community members, and employees, may subscribe to e-newsletters via [cityofnovi.org](http://cityofnovi.org). City of Novi e-newsletters boast an above government industry average open rate of more than 30 percent\*.

### Novi Business Connection

- Sent first Friday of each month
- More than 2,800 subscribers

Content is determined by the Economic Development Director and members of the Community Relations team

**Target Audience:** Business Owners, Managers, CEO's, Location Scouts, Realtors etc.



### The Six

- Sent First Friday of the month
- More than 9,000 subscribers
- Content is determined by the Communications team

**Target Audience:** Novi citizens, business owners



### E-Engage

- Sent every other Thursday (opposite I am NOVI)
- More than 6,000 subscribers
- Content is determined by Communications team with input from Parks, Recreation & Cultural Services team

**Target Audience:** Novi citizens, families, business owners



### Beyond Books

Sent first business day of each month

Nearly 2,500 subscribers

Content is determined by the Library Director

**Target Audience:** Families, business owners and managers, teens, older adults

*\*Open rate could be higher than what is reported. Tracking opens involves an embedded tracking pixel and is designed to give an indication of the number of opens. If images in the email are visible, an open is recorded. However, contacts may have opened a text-only version of email which are not always trackable. Some email readers do not allow for open tracking and others allow the recipient to choose whether to allow or disallow open tracking.*

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## Novi Video

Spectrum and AT&T U-verse subscribers can tune in to Studio No.VI to find out what is happening in Novi. The channel, which can also be found on YouTube, has something for everyone. Novi Video content is determined by the Director of Communications.

### City of Novi regular programming

- Behind the Badge
- Beyond Books
- Update Novi
- Engage
- Business Avenue
- After the Gavel
- Board and Commission Meetings

### Meetings

- City Council meetings are televised live and streamed at [cityofnovi.org](http://cityofnovi.org) every other Monday at 7 p.m. Council meetings are rebroadcast on Novi Television on the alternating Monday's and hosted on [cityofnovi.org](http://cityofnovi.org) for 90 days.
- Planning Commission meetings are televised and streamed typically on the 2nd & 4th Wednesday of each month at 7 p.m.
- Zoning Board of Appeals meetings are televised and streamed the 2nd Tuesday of each month at 7 p.m.
- Parks, Recreation and Cultural Services Commission meetings and televised and streamed the third Thursday of each month at 7 p.m.
- Library Board meetings are televised and streamed the 3rd Wednesday of each month.

### Bulletin Board Slides

City staff create bulletin boards for promotion of community events, etc. referencing Engage!, Annual Report Calendar, [cityofnovi.org](http://cityofnovi.org). Anyone wishing to have their program promoted with a slide may email Damon Parnell, [dparnell@cityofnovi.org](mailto:dparnell@cityofnovi.org), or Josh Buscher, [jbuscher@cityofnovi.org](mailto:jbuscher@cityofnovi.org).



# Print Communications





# Tools - Print

The following regular publications are produced by the Community Relations team or through various collaborations. Most publications are available online at [cityofnovi.org](http://cityofnovi.org).

## Annual Report Calendar

The calendar is mailed to all homes and businesses in Novi. The calendar lists all Council and Commission meetings and includes a number of special events and updates on City happening such as road construction, budget, and tax information.

## Engage!

Engage! is a comprehensive recreation and City information guide. The publication is produced six times annually and includes recreation programs, health and safety programs, and general City information. It is mailed to all homes and businesses. The guidelines for submitting information for inclusion in Engage! are included in the appendix of this document.

## Community/Business Profile

Biennially, a Community Profile is produced in partnership with the Novi Chamber of Commerce at no charge to the City, with oversight of content coordinated by the Community Relations Office.





# Social Media



# Tools - Social Media

## Why use social media?

- Help achieve business goals
- Monitor and respond to hot topics and emerging issues quickly
- Proactively share stories to address current issues and projects
- Expand communication tools with a vast distribution system for content, while broadening and engaging new audiences
- Open up government to encourage citizen participation, strengthen democracy, and support a civic culture
- Increase transparency
- Listen to residents, customers - enabling us to improve City services, programs and practices
- Reach out - go to the conversation, don't wait for it to come to us
- Answer what people want to know



The City currently utilizes **Facebook and Twitter** to provide updates to community members. Each account has multiple admins, allowing for messages created by the "expert" in a timely manner.

### **Facebook/Twitter:**

Novi Michigan Economic Development / @investnovi

Novi Parks, Recreation and Cultural Services / @NoviPRCS

City of Novi Government and Community Services / @cityofnovi

City of Novi Boomers and Beyond

**New Facebook Admins will receive training from the Community Relations Department.**

## Pinterest

Pinterest allows users to pin images/links to virtual bulletin boards and others can re-pin, like or comment (similar to Facebook). Businesses can curate boards with the images sourcing back to a direct informational/registration URL. Community Relations Office will manage City's Pinterest account. In order to link back to the City site, it is imperative to have quality photos supplied for the City website. To learn how to supply updated photos to cityofnovi.org, see page 10.

## Instagram

Instagram is an online photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services, such as Facebook, Twitter, Tumblr and Flickr. A City of Novi Instagram account is currently being investigated.

## Social Media Policy

**It is required of all who participate in social media on behalf of Novi to understand and follow the guidelines outlined in the Web 2.0 (Social Media) policy** found in its entirety on the e-Web. The policy applies to all City of Novi employees or contractors creating or contributing to blogs, wikis, social networks, virtual worlds, or any other kind of social media both on and off cityofnovi.org (and our related websites).

It is to be understood all employees of the City represent the City before, during and after work hours. Badmouthing or painting the City in a negative light is discouraged and may result in discipline. While there is currently no formal policy regarding the personal use of social media during work hours, be cognizant of proper use of time and the image you portray.



# MEDIA RELATIONS





# Media Guidelines

These guidelines were developed to foster positive relations between City employees and the news media; and to keep management, the Mayor and City Council members informed of emerging media issues.

## Speaking with the media

- Directors are at liberty to respond to representatives of the news media. In doing so, employees should be aware they are representing the City of Novi and should conduct themselves accordingly. Never answer a question you are not comfortable with; you can always call back once something is confirmed.
- While staff may speak with media in response to media release, article, flyer, etc. initiated by the City, they may not send information such as flyers, photos, etc. without it first being requested by a media outlet. This is to ensure the City of Novi's practice of open and transparent government, sharing information equally.
- Information given to the media should be accurate and never speculative in nature.
- Information provided to the media should at all times reflect City management's interpretation and administration of City Council policy, and not the personal views of the employee.
- The Community Relations Office is available to City staff for professional advice and assistance in dealing with the news media. News releases or public announcements of City events or projects should also be coordinated through the Community Relations Office.
- Finally, if you are contacted by the media for any information that may appear in print, on the air, etc., please contact the Community Relations Office with the name of the reporter, news organization, and when the material may appear (if known).

## Public Record Requests/Freedom of Information Act

- All public records/FOIA requests should go through the City Clerk's Office.
- Employees should be aware the public records law in Michigan requires most reports, memoranda, electronic mail and files should be made available in a reasonable time to the public and members of the news media upon request. If an employee believes that a particular record contains information the public disclosure of which may violate a resident's right to privacy, the employee should consult with his or her supervisor, City Clerk's Office and/or the City Attorney before releasing it. FOIA requests forms are available at [cityofnovi.org](http://cityofnovi.org).

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## Interviews

Information given to the media should be conveyed by the City employee who is most qualified to speak on the topic. If the information needed by the media should more appropriately come from a more qualified source, employees should refer the media representative to the other source or to the Community Relations Office. Additionally, directors may wish to designate spokespeople within their departments to communicate with the media.

- Employees are asked to notify the Community Relations Office by e-mail when they conduct an interview with the media.
- Employees are encouraged to determine the nature of the interview and find out what questions might be asked by the media representative in order to properly prepare for the interview.
- Employees should prepare for the interview by reviewing potential questions, developing key messages or talking points and practicing responses. If uncertain, an employee should call the Community Relations Office for advice or direction.

### **During the actual interview, employees should follow these guidelines:**

- Each question should be answered directly. If the employee does not know the answer, the employee should respond with "I don't know, but I would be happy to get back to you on that," and then follow through by finding out the answer promptly.
- Employees should not divulge confidential information on an "off the record" basis.
- Employees should speak from the perspective of what best represents the views of the City.
- An interview is not a conversation with a reporter, but with the reporter's readers, listeners or viewers.
- If the media representative asks for information, which the employee is uncomfortable releasing, the employee should direct the reporter to his or her supervisor or the Community Relations Office.
- If the media representative becomes abusive or discourteous, the employee may use discretion in terminating the interview. An appropriate response in such a situation might be "I'm sorry, I don't feel I can discuss that at this time. Please direct your questions to the Community Relations Office."
- A response of "No comment" is inappropriate. The Community Relations Office should be contacted following an interview of this nature.

## Training

The Community Relations Office offers media training and on-camera training to supervisors and employees who interact with the media. In addition, media training sessions are scheduled throughout the year and will be publicized on the e-Web.

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## Media Releases

Media releases are to be sent by the Community Relations Office. When creating a release for review by Community Relations, please consider the following:

- Catchy and/or clearly understood title
- Subtitle supports title with a bit more information
- Century Gothic font- title 14 point, subtitle and body, 11 font
- Pertinent information in the first paragraph (lead paragraph), supporting information below (body of text)
- Use quotations and or submit photo for interest
- Paragraphs should be at least three sentences in length
- See page 30 in the appendix for more detailed style guidelines

### Examples of media release leads:

#### *Summary lead*

The City of Novi has received a grant from ABC Corp. in the amount of \$100,000 for the purchase of an Older Adult Transportation vehicle.

#### *Feature lead*

Each January, people focus on getting fit and healthy and resolve to make this year more successful than the last. The City of Novi Parks, Recreation and Cultural Services Department can make the journey to health easy to achieve with a variety of fitness classes.

### Timing

Media releases drafts should be provided to the Community Relations Office one week prior to preferred release date (if able). Best practice is to provide program/class information to media three weeks prior to event start date.

Past press releases are available for viewing at [cityofnovi.org](http://cityofnovi.org) - Government tab



## MEDIA RELEASE

Contact: Sheryl Walsh, Director of Communications  
(248) 739-5628

#### FOR IMMEDIATE RELEASE

#### City Manager Pearson receives prestigious KUCIMAT Award for Managerial Excellence

**NOVI, Mich., September 23, 2013** – Last evening, Sunday, September 22, Novi City Manager Clay J. Pearson was presented with the Edwin O. Stene Award for Managerial Excellence at the Kansas University Managers and Trainees Alumni Organization's (KUCIMAT) banquet at the annual International City/County Management Association conference in Boston, MA. This award recognizes individuals who have performed in an exceptional manner in the management of the organization in which they are employed.

Award winners are chosen based upon nomination letters submitted on behalf of the nominee. The awards committee, consisting of the KUCIMAT president, president-elect, and past-president, make written recommendations to the full KUCIMAT executive board for selection of the annual honoree.

Excerpts from Pearson's nomination letter include, "He is extremely supportive and dedicated to numerous organizations where he has previously or currently serves on their executive boards; Alliance for Innovation, Michigan Local Government Association, ICMA International Committee, Treasurer of the Intelligent Transportation Society-Michigan, and the Michigan Library Network. All of the aforementioned organizations benefit greatly from his involvement because he constantly is thinking "out of the box" and never accepts mediocrity. He challenges anyone who utters the words "it can't be done," and truly believes anything is possible."

The letter goes on to state, "He has worked with the City of Novi for thirteen years, serving as City Manager for the past seven. Since arriving in 2006, he, in conjunction with a dedicated administrative team, has positioned Novi as one of the best communities in Michigan and is recognized nationally in terms of public management. Under Clay's guidance, Novi has seen a new library constructed, merged the administrations of the Police and Fire Departments, created a Plan Review Center, witnessed the development of three new parks, oversaw the construction of a new state of the art regional hospital, and assisted with the site facilitation and construction of several multi-state corporate headquarters. Clay's many accomplishments read similar to that of a 25-year seasoned City Manager at the end of their career, conversely, Clay is just getting started."

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# COMMUNITY EVENTS



# Coordinating a City Event

What is considered an official City function? Basically, any function coordinated, sponsored or hosted by the City of Novi or its representatives, in which some semblance of etiquette and protocol is required.

## Examples

- Ribbon cuttings and grand openings.
- Dedications or services commemorating an award, event or service of or to the community.
- Breakfasts, luncheons or dinners commemorating an award, event or service of or to the Community.
- Any other event where elected officials may be present or are scheduled to speak.

## Basics

There are a few necessary, yet basic actions which need to be taken before plans for an event are actually carried through.

- Identify the purpose of the event.
- Verify a date, time and place for the activity.
- Identify a lead person through which all activities are coordinated.
- In an event involving the City and other governmental agencies such as a School District or County, all plans -- including invitation lists and logistics for the event -- must go through the Community Relations Office for approval.

## Checklist

A checklist is included in the appendix to help plan an official City function. Keep in mind the list is a guide and all activities may not be necessary for an event.

## Event Protocol

The term "protocol" comes from the Greek word meaning "the first glue." Indeed it may be said that protocol is the glue which holds official life in our society together. Whether on the local, state or national level, proper protocol is vital in assuring that relations between officials of organizations and governments are conducted with minimal friction and maximum efficiency. The best guide to protocol, whether writing the agenda, preparing a guest list or making a seating chart, is common sense. Below is a guide to a few of the necessities when it comes to planning official events.

## Setting the Date

Before making a firm commitment to a date for an event, it should be checked with the City Manager's Office and the Community Relations Office to avoid potential conflicts with other events.

## Permits/Liability

Check with Community Development to determine if permits are needed (signage). Health Division of Oakland County for any food vendor needs. If alcohol is to be served, refer to the Alcohol Allowance Policy for City facilities available on [cityofnovi.org](http://cityofnovi.org). A copy of vendor Liability Insurance is preferred and the City should be named as the additional insured.

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## Introductions

The first speaker at an event will normally welcome all attending, state the reason for the event and introduce either honored guests in attendance or the next to speak. Speakers in charge of acknowledging guests or introducing other speakers should be furnished, in advance, with a full list of names (if the name is difficult to pronounce, write out the name phonetically), and proper titles. Introductions should be made in the following order:

- National elected officials
- State elected officials
- County elected officials
- City elected officials
- Elected officials of other municipalities
- Other elected officials (such as school board members)

Optional:

- Board and Commission members
- Other dignitaries such as Chamber president, et al
- City Manager and department heads

## Location

A few things to think about when it comes to event location:

- Be sure to have plenty of signage to any event where people may not be familiar with the surroundings. This includes parking and directional signage if there is also walking involved or finding a particular room in a building.
- Greeters should also be considered for building entry areas to direct attendees to the appropriate area.
- Remember to plan for electrical power, A/C and other amenities if the meeting or event will not take place during regular business hours. City facilities are managed by Parks, Recreation and Cultural Services Department with the Department of Public Services overseeing specialty items such as the mobile sound stage, large tents and generators.
- Have a contingency plan ready for all events in which the weather might be a factor.

## Coordinator

The department/division with the primary responsibility for the project should name a coordinator. For example, for a park dedication, the Parks, Recreation and Cultural Services or his/her designated representative is responsible for coordinating activities for the event. The Community Relations Office will assist as needed/requested.

The coordinating department/division is responsible for all costs related to the event, such as refreshments, printing costs, etc. The Community Relations Office can provide assistance with invitations, programs and special mementos for the event. Whether or not you use the services of Community Relations, they should be consulted if there are any questions as to the appropriateness of any activities related to the event. They should be notified of any contacts the department has had with the media.



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If a special event is being held in Novi but hosted or co-hosted by another city or government agency, there should still be a coordinating person from Novi. The Novi coordinator should assure that the host agency is referred to the proper local contacts and that City support services are orchestrated satisfactorily.

## Flags

There is considerable protocol revolving around the use and display of flags. Flags may be transported to off-site locations by coordinating with the Parks, Recreation and Cultural Services Department. For information regarding the proper use of flags, please see the appendix of this document.

## Invitations and Speeches

Here are a few suggestions when inviting members of the Novi City Council to an event:

- Once approved by Community Relations, invitations may be included as a PDF in the weekly Administrative e-Packet. Forward to the City Manager's Office- Administrative Assistant.

Include the following information with invitations:

- Reason for the event.
- Date, time, and location.
- Expected length of event.
- Whether they will be expected to speak, on what subject, and for how long.
- Allow at least one month notice for the Council.
- If more than three Council members are expected to attend an event, it must be posted in a public area at least 24 hours before the event. This must be done (by law) through the City Clerk's office.

Remember these tips when requesting members of the Novi City Council to speak at an event:

- Determine a length of time for them to speak.
- Contact the Community Relations Office to determine whether the speaker will be available and will want remarks prepared in advance.
- The Community Relations staff can offer help in preparing remarks and should be given a copy of a speech before it goes to a Council Member. This should be done one week in advance of the event.
- Remember, remarks should never go longer than five minutes.

## Publicity

If information is to be sent to the media for upcoming events, material must be forwarded to the Community Relations Office to review and send. The Community Relations Office has a variety of sources to get information out (publications, e-newsletters, press releases, Internet, Intranet, Electronic Message Board, school district information postings, etc). Finally, if you are contacted by the media for any information that may appear in print, on the air, etc., please contact the Community Relations Office with the name of the reporter, news organization, and when the material may appear (if known).

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## Graphic Design

Graphics can convey information in stimulating ways that will captivate your reader. They can dramatize and enlighten any publication but must be used cautiously as they may also irritate and distract the reader if over-used or used incorrectly. The City of Novi style guide highlights the usage of photos. Clip art is not recommended unless part of a logo.

### Policy

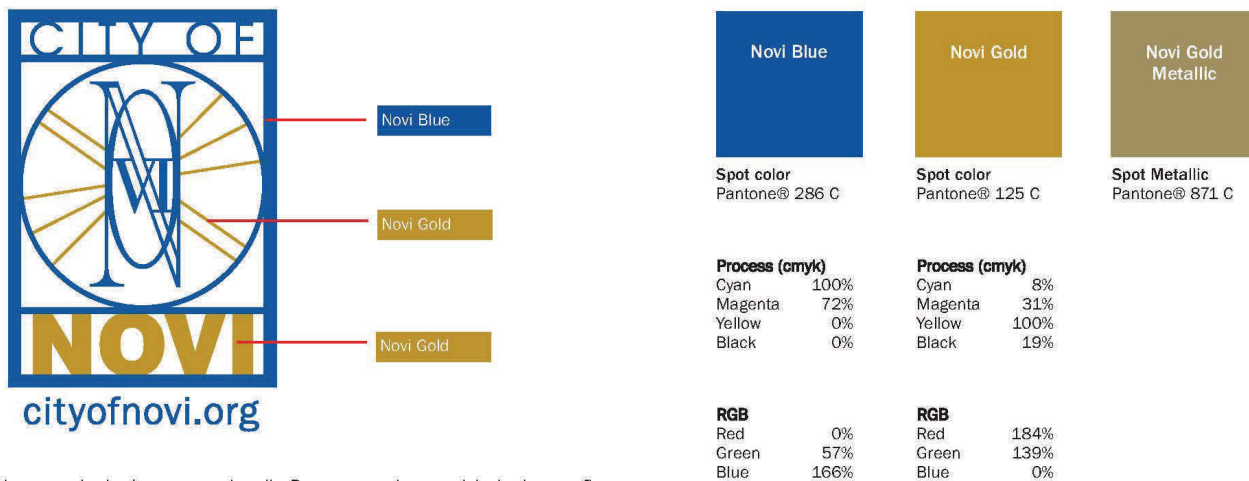
In order to develop and maintain a consistent look for all Novi publications (brochures, fliers, promotional items, logo wear, etc.) to be disseminated to the public, please make sure these materials are reviewed by the Community Relations Office if they vary from the Style Guide or templates located on the e-Web.

### Outside Vendors

Some projects need professional graphics attention outside the constraints of the pre-approved templates. Please coordinate these needs through the Community Relations Office. In some instances, graphic assistance may be donated or completed by a student. Before approval of these, the Community Relations Office should review. When using an outside source, always ensure the City has ownership of all graphic artwork. This way the art may be used in other formats as needed by the City. Also, it is a good idea to request that the design be formatted for use on the Web and poster size as well.

### Logo Guidelines

See images below. Additional guidelines are available on the e-web under the technology tab.



Always scale the logo proportionally. Do not stretch or squish the logo to fit a space.



# COMMUNITY ORGANIZATIONS/ HOMEOWNER ASSOCIATIONS



# COMMUNITY ORGANIZATIONS/HOMEOWNER ASSOCIATIONS

Community Relations maintains relationships and contacts for Novi Community Organizations and Homeowner Associations. Both group lists are updated annually.

## Community Organizations

- Novi Rotary
- Novi Kiwanis
- Novi Lions
- Area Churches
- American Business Women's Association
- Common Ground
- Community Closet at Holy Family
- Gardeners of Northville & Novi
- Goodfellows
- Novi Ministers Association
- Toastmasters
- Novi MOMS
- Novi Girl Scouts
- Novi Boy Scouts

For more information about partnering with or reaching out to these groups, contact Community Relations at ext. 628.

## Homeowner Associations

The Community Relations Office is the point of contact/liason to Homeowner Associations. The team coordinates the annual HOA Leaders Breakfast/Informational Meeting, as well the opportunity for groups to have a web presence on [cityofnovi.org](http://cityofnovi.org). Although the Community Relations team maintains the list of HOA leaders, it is not for public distribution. The list is solely for communication between the City and the Homeowner Associations. The groups are added to the e-newsletter distribution (I am Novi and Destination Recreation) and called upon regularly for various special communication efforts/surveys.

The Community Relations Team also works with each HOA group to attend an annual meeting and share City Updates.

To reach a Homeowner Association, contact a member of the Community Relations team at ext. 628.



# APPENDICES





# Writing Style Guide

Every person has their own writing style and it is important that all staff be able to communicate effectively and in their own way. However, for official City communications staff needs to write in the same style. Carefully consider the topic and the best way to deliver your work group's message to the Council, media and others that might read the communication. Any formatting and style NOT specifically referenced here should be written according to the most recent Associated Press (AP) Style Guide.

## City of Novi Specific

- City is capitalized when referring to Novi, lower case when referring to cities in general. Library when referring to the Novi Public Library
- Council Member is two words. Never use Councilman or Councilwoman.
- Departments are capitalized, even when accompanied by "Novi" (ex. Police Department, Department of Public Services, etc.).
- The City's Website is cityofnovi.org (all lowercase letters). Website is one word
- The City's largest publication for residents is Engage! - with the exclamation point.
- Novi's government access cable channel should be referred to as Novi Television (Bright House channel 13 and AT&T U-verse channel 99).

## Abbreviations

- Spell out "and;" do not use "&" unless it is part of a formal title.
- Do not abbreviate days. Use "Saturday," not "Sat" (with the exception of Engage! and Enhance)

## Acronyms

- When acronyms are used, spell out the term the first time it is used with the acronym/ abbreviation following in parentheses. Then refer to the acronym in the remainder of the document. Example: "The City of Novi has been awarded a Michigan Natural Resources Trust Fund (MNRTF) grant in the amount of \$325,000. The MNRTF grant will fund park development

## Addresses

- Spell out "Road and Avenue" and similar words; do not use "Rd." or "Ave."
- When writing about intersections or multiple streets, use at the corner of Ten Mile and Taft Roads"

## General Capitalization

- Capitalize proper nouns, such as "Novi Civic Center"
- Do not capitalize "staff" when referring to City of Novi employees.
- Titles should be capitalized when referring to specific people. As an example: "City Manager Clay J. Pearson," would include a capitalized title, while, "Clay J. Pearson, city manager for the City of Novi," would not.
- Use only official job titles as approved by Human Resources.
- Use accurate terms of organization (departments or divisions)
- Divisions are typically sub-units of departments. Example: there is no Engineering Department, but rather the Engineering Division within the Department of Public Services.

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## Regional

- When referring to the greater Novi region, use "Southeast Michigan"
- Times should be written as follows: "10 a.m." or "5:30 p.m." – with the exception of Engage!, Enhance, and the Annual Report Calendar
- Use the terms "noon" and "midnight" rather than "12 a.m." or "12 p.m."
- Use all four digits in year. Use "2002" and not "'02"
- When referring to fiscal years, the correct format is "FY 2013-14."

## Dollars and Cents

- For dollar amounts, only refer to cents that are NOT zero. For instance \$250,558.23 is correct, but \$325,149.00 is NOT correct. Instead simply use \$325,149.
- For amounts more than \$1 million, use up to three numerals and spell out the remaining amount. Example: "\$125 million" or "\$4.35 million" or "\$400,000."
- Spell out numbers one through nine, and use numerals for numbers 10 and higher.

## Punctuation

- AP style recommends one space following a period. Employees are encourage to migrate to this style.
- When using quotation marks, punctuation should always be to the left of the quotation marks. Note in the following example that the comma comes before the first quotation mark and the period comes before the last quotation mark. Example: The contract clearly states, "XYZ Company shall provide all landscaping on the property."

## Technical Language/Jargon/Slang

- Avoid technical language, jargon or slang.
- Assume the reader will be totally unfamiliar with such terms.
- When it is absolutely necessary to use technical language, clearly define it upon its first usage.

## Writing Specifications and Tips

- Remember that your audience is the general public, as well as the City Council, residents and the media. Businesses and interest groups may also read your item. Try to think of what those audiences might ask about the topic and answer those questions
- Do not write in the "first person." Refrain from saying "I", "we", or "our." Instead write in the "third person." Example: "The Community Development Department recommends...." rather than, "I believe we should...."
- Spell out percent when referred to in text, % symbol should only be used in charts.
- After writing the first draft, ask someone who knows less about the topic to read it; does it still make sense? Is the information understandable?
- Follow the ABC's of writing: Be Accurate, Be Brief, Be Clear.
- Revise and edit so that expressions are clear and direct, sentences are short, paragraphing is logical, figures in text and tables are consistent and accurate, and titles are complete,
- Eliminate non-essential material. Avoid jargon and bureaucratic sounding words.
- Put statements in a positive form. Try to avoid using no, not, or never.

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- Double-check all punctuation.
  - Be especially careful with names, dates and numbers. Don't guess, look it up.
  - Check all phone numbers by actually dialing them prior to publication.
  - Use the computer's spell check for all documents, however, remember that the computer only recognizes words already in its dictionary and does not check for homonyms (to, too, two).
  - Proof your copy on another day so you can look at it with "fresh eyes."
  - Have someone else read your draft to check for errors and to make sure it makes sense. All written materials to the Council, City Manager or any material of a legal or controversial nature must be reviewed by the Department Head or Division Manager and initialed prior to be forwarded the City Manager's Office.
  - Use white space to draw the eye to visual data.
  - Determine who your audience is before you begin.

# Special Event Checklist

<b>Rationale for Event</b>	<ul style="list-style-type: none"> <li>• What do you hope to accomplish by having the event?</li> <li>• What are the goals and objectives of the event?</li> </ul>
<b>Intended Public</b>	<ul style="list-style-type: none"> <li>• Who are you inviting? Why them?</li> <li>• How will you invite them?</li> <li>• What is the value proposition for the attendees? What will the audience get/learn/feel from attending the event?</li> <li>• Who else should be invited?</li> <li>• Who from the organization must be there? Mayor, Council, City Manager?</li> </ul>
<b>Event Theme/Program Plans</b>	<ul style="list-style-type: none"> <li>• What kind of event is it?</li> <li>• What will happen at the event?</li> <li>• What is the agenda?</li> </ul>
<b>Budget</b>	<ul style="list-style-type: none"> <li>• What is the budget for the event? How much money is available spend?</li> </ul>
<b>Timing</b>	<ul style="list-style-type: none"> <li>• When is the best day and time for the event? (When deciding this, think about when your target public is available and most willing to attend.)</li> </ul>
<b>Venue/Location</b>	<ul style="list-style-type: none"> <li>• What is the best location for the event? Need to consider your public and the type of event?</li> </ul>
<b>Food/Refreshments</b>	<ul style="list-style-type: none"> <li>• Almost every event needs at least refreshments. What food/refreshments will be available?</li> <li>• How much is needed?</li> <li>• What caterer? Will you need servers? Serving area? Tables/chairs?</li> <li>• Other things to consider: Special dietary needs of people? Serving alcohol? If so, is a liquor license needed? Cold food/hot food concerns.</li> </ul>
<b>Ambiance/Atmosphere/Decorations/Signage</b>	<ul style="list-style-type: none"> <li>• Think about comfort items for attendees, i.e., a number rest rooms, tables, chairs, air conditioning/fans/heater</li> <li>• Directional signage, convenient parking?</li> <li>• How will you take care of people with special or physical needs?</li> <li>• Decorations</li> </ul>
<b>Takeaways/Gifts/Tokens/Brochures</b>	<ul style="list-style-type: none"> <li>• What will you give attendees to remember the event?</li> </ul>
<b>Additional Materials/Staffing</b>	<ul style="list-style-type: none"> <li>• How many support staff and volunteers are needed? What's everyone's role?</li> <li>• What supplies are needed? Name tags, pens, copiers?</li> <li>• What about First Aid care? Should a medic be on duty or on call?</li> <li>• Do you need a photographer and videographer?</li> </ul>
<b>Media Planning</b>	<ul style="list-style-type: none"> <li>• Are you inviting the media to cover the event?</li> <li>• Who will be in charge of working with the media?</li> <li>• Who will conduct interviews? Accompany media at event?</li> </ul>
<b>Contingency Planning</b>	<ul style="list-style-type: none"> <li>• Always have a "What if?" plan. What if it rains, or there's a fire, or too many or not enough people show?</li> </ul>
<b>Follow-Up</b>	<ul style="list-style-type: none"> <li>• How will you follow-up? Thank you notes, photos, video?</li> </ul>
<b>Evaluation</b>	<ul style="list-style-type: none"> <li>• Will you ask attendees to evaluate the event?</li> <li>• How will you evaluate the event?</li> <li>• How can you make the event better next time?</li> </ul>

# Flag Etiquette



It is the universal custom to display the flag only from sunrise to sunset on buildings and on stationary flagstaffs in the open. However, when a patriotic effect is desired, the flag may be displayed twenty-four hours a day if properly illuminated during the hours of darkness.

When displayed either horizontally or vertically against a wall, the union should be uppermost and to the flag's own right, that is, to the observer's left. When displayed in a window, the flag should be displayed in the same way, with the union or blue field to the left of the observer in the street.

No other flag or pennant should be placed above, or, if on the same level, to the right of the flag of the United States of America, except during church services conducted by naval chaplains at sea... for the personnel of Navy...when the church pennant may be flown above the flag.

No person shall display the flag of the United Nations or any other national or international flag equal, above, or in a position of superior prominence or honor to, or in place of, the flag of the United States at any place within the United States or any Territory or possession thereof; Provided, that nothing in this section shall make unlawful the continuance of the practice heretofore followed of displaying the flag of the United Nations in a position of superior prominence or honor, and other national flags in positions of equal prominence or honor, with that of the flag of the United States at the headquarters of the United Nations.



When flags of States, cities, or localities, or pennants of societies are flown on the same halyard with the flag of the United States, the latter should always be at the peak.



When the flags are flown from adjacent staffs, the flag of the United States should be hoisted first and lowered last. No such flag or pennant may be placed above the flag of the United States or to the United States flag's right.



The flag of the United States of America, when displayed with another flag against a wall from crossed staffs, should be on the right, the flag's own right, and its staff should be in front of the staff of the other flag.



The flag of the United States of America should be at the center and at the highest point of the group when a number of flags of States or localities or pennants of societies are grouped and displayed from staffs.



When flags of two or more nations are displayed, they are to be flown from separate staffs of the same height. The flags should be of approximately equal size. International usage forbids the display of one nation above that of another nation in time of peace

# Signage

The Community Relations Office oversees the design and installation of City signage including:

- Welcome signs - located at City entrance points
- Park Entry signs - at all City park locations
- Special Recognition signs - examples include sport championships, clubs and organizations
- Civic Center Campus signs - directional
- Electronic Message Board - located at the Novi Civic Center  
See page 12 to learn how to add information.



City signage follows a design template approved in 2008. Departments looking to add signage to a facility, park, etc. must make the Community Relations Office aware.

Together, the Community Relations Office and the Department of Public Services are responsible for the maintenance and replacement of signage. If you notice a damaged to a sign listed above, please report it to both departments.

## Banners

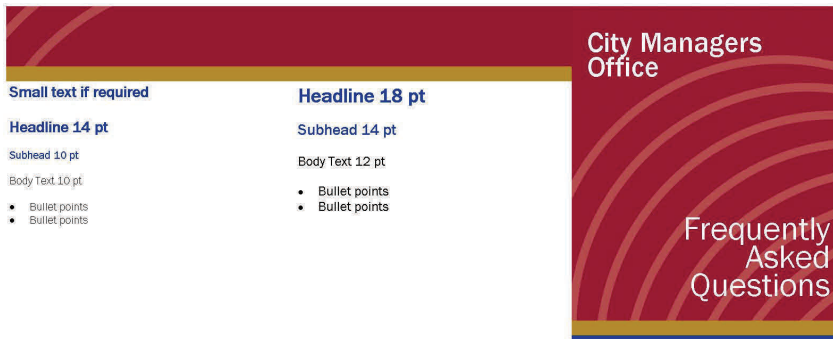
Departments interested in having special banners created to advertise an event, must have approval from the Community Relations Office.



## Street Signage

Street signs, including directional and traffic signage, are created and maintained Signage by the Department of Public Services.

# Templates

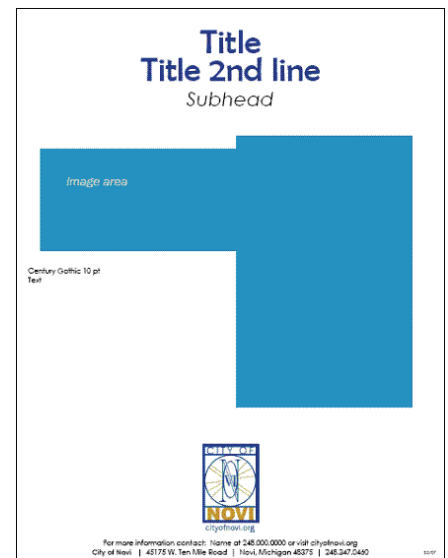
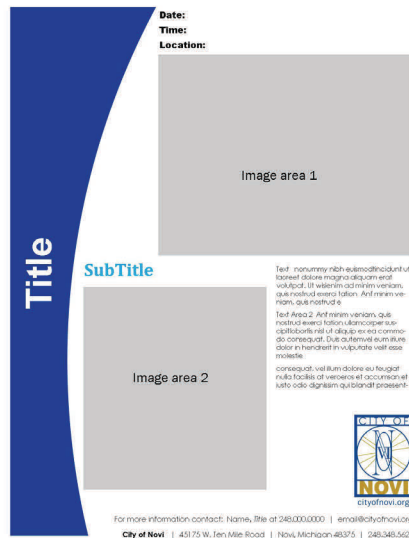
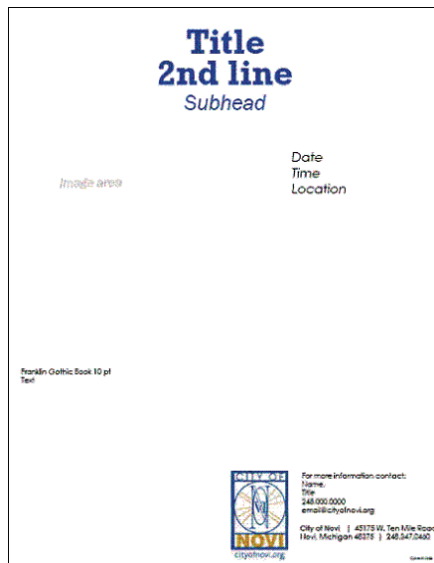


Templates for program flyers, informational brochures, letterhead, council motion sheets, etc. are available for download from the e-web.

Templates are designed to offer an easy-to-use solution to professional looking documents.



For more information contact:  
Name, Title  
248.735.5628  
email@cityofnovi.org  
City of Novi | 45375 W. Ten Mile Road  
Novi, Michigan 48375 | 248.347.0490 12/07



# Legal Notices

Requirements of certain forms of public notification are governed by City Charter or State law. The City Charter defers to state law requirements in regards to notification methods for zoning and land use changes.

Other forms of notification are at the discretion of the City and may include e-newsletters, website, Novi Video channel, etc. which are above and beyond the requirements outlined in the City Charter. Public hearing notification requirements may be outlined in some grant applications.

Multiple forms of notification will be used when a topic is defined as High Impact/Interest City-Wide or High Impact/Interest Area/Neighborhood (see page 4 for more details).

For questions regarding legal notices, contact the City Clerk's Office.



# Communication Evaluation/Effectiveness

This plan will be updated annually and reviewed for effectiveness. Additionally, the Communications team will review quarterly outreach statistics (opens, reach, engagement) for social media, electronic newsletters and the website. Information will be shared with Department Directors to best determine the effectiveness of communication efforts.





[cityofnovi.org](http://cityofnovi.org)

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