

MONROE CITY COUNCIL

Regular Study Session
February 4, 2020, 7:00 P.M.

Council Chambers, City Hall
806 W Main Street, Monroe, WA 98272

Mayor: *Geoffrey Thomas*

Councilmembers: *Ed Davis, Mayor Pro Tem; Patsy Cudaback; Jason Gamble;
Kevin Hanford; Jeff Rasmussen; Kirk Scarboro; and Heather Rousey*

AGENDA

Call To Order

Roll Call

Pledge Of Allegiance

1. Councilmember Cudaback

Announcements And Presentations

1. AB20-022: FCS Group Introduction to Planning Fee Cost of Service Study

Documents:

[AB20-022 FCS Group Introduction to Planning Fee Cost of Service Study.pdf](#)

Public Comments

[This time is set aside for members of the public to speak to the City Council on any issue related to the City of Monroe; except any quasi-judicial matter subject to a public hearing. **Please sign in prior to the meeting; three minutes will be allowed per speaker.**]

Councilmember Reports

1. Finance & Human Resources Committee Update

Documents:

[FHR Agenda Packet 1-21-20.pdf](#)

Staff/ Department Reports

Mayor/ Administrative Reports

1. City Administrator Update (D. Knight)

2. Mayor's Update/Monroe This Week (January 31, 2020, Edition No. 4)
(Mayor Thomas)

Documents:

[MTW Volume 6 Edition 4.pdf](#)

Discussion Items

1. AB20-023: Discussion of Potential Urban Growth Area (UGA) Expansion
(B. Swanson)

Documents:

[AB20-023 Discussion of Potential UGA Expansion.pdf](#)

2. AB20-024: 2019 Strategic Plan Accomplishments and 2020-2025
Strategic Priorities (D. Knight)

Documents:

[AB20-024 2019 Strategic Plan Accomplishments and 2020-2025 Strategic
Priorities.pdf](#)

3. AB20-025: Vision 2050 Sounding Board (D. Knight)

Documents:

[AB20-025 Vision 2050 Sounding Board.pdf](#)

4. AB20-026: 2020 Potential Park Capital Bond Election (B. Hasart)

Documents:

[AB20-026 2020 Potential Park Capital Bond Election.pdf](#)

Executive Session

1. Collective Bargaining Pursuant to RCW 42.30.140(4)(a) - 10 minutes
Action may or may not be taken.

Adjournment

Majority vote to extend past 10:00 p.m.

THE CITY COUNCIL MAY ADD AND TAKE ACTION ON OTHER ITEMS NOT LISTED ON THIS
AGENDA

Accommodations for people with disabilities will be provided upon request. Please call City Hall at
360-794-7400. Please allow advance notice.



MONROE CITY COUNCIL

Agenda Bill No. 20-022

SUBJECT:	FCS Group Introduction to Planning Fee Cost of Service Study
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DATE:	DEPT:	CONTACT:	PRESENTER:	ITEM:
2/04/2020	Community Development	Ben Swanson	Ben Swanson/ FCS Group	Presentation #1

Discussion: 09/17/19 (FHR Committee), 12/17/19 (FHR Committee), 01/21/2020 (FHR Committee)

Attachments: 1. FCS PowerPoint

REQUESTED ACTION: Provide policy direction to City staff regarding the proposed cost recovery methods associated with the revisions to the City’s development fees. After receiving policy direction from the Council as a whole, staff will return to the Finance and Human Resources Committee for further refinement.

POLICY CONSIDERATIONS

RCW 82.02.020 allows cities to collect fees "...from an applicant for a permit or other governmental approval to cover the cost...of processing applications, inspecting and reviewing plans, or preparing detailed statements..." The policy decision which will eventually come before the Council is at what level the Council wants to recover the costs associated with these services.

DESCRIPTION/ BACKGROUND

The purpose of this meeting is to provide City Council with an understanding of the City’s current cost recovery level as it relates to land use development fees and review alternative cost recovery methods for potential adoption by City Council.

The City of Monroe Community Development and Public Works Departments administer the City’s development regulations for zoning, subdivisions, shoreline management, environmental review, and other land use development related actions. The Departments initiated a cost-of-service study to determine the full cost to provide related planning fee services and potentially adjust the current fees charged for these services to improve the program’s cost recovery.

The goal of the review was to:

- Understand the City’s cost to issue a permit related to land use development;
- Research potential remedies to discourage low quality permit submittals;
- Develop policies that best reflect the City’s cost recovery goals.

Current City fees are established by City Council and adopted by resolution in the City’s “Fees Resolution.” Within the Fees Resolution, the City establishes fees for land use development services. Our current fees recover approximately 18% of planning and 51% of public works permit review costs. Any costs not recovered through fees are paid for from revenue General Fund (e.g., property tax and sales tax).

The City’s Finance and Human Resources Committee reviewed the City’s current fee structure, to include the history leading to the existing fees, statutory guidance on how fees can be set, how those fees relate to neighboring jurisdictions, and various policy options to



MONROE CITY COUNCIL

Agenda Bill No. 20-022

consider for future cost recovery. Based on this discussion the Committee determined the following general principles for future cost recovery:

- Not seeking to recover full cost of service
- Fees should be competitive with neighboring jurisdictions
- Cost recovery targets should be tiered, increasing with private benefit

Using these general principles Committed develop the following draft cost recover policy:

- “The City establishes fees for development services recognizing that a portion of the cost of providing these services benefits the entire community and should be borne by the City’s General Fund. Fees for these services are evaluated based on several factors, including:
 - The cost of issue the permit;
 - The public benefit versus private gains of the permit;
 - Fees for similar services in comparable cities
- Generally, the City seeks to recover more eligible costs on those permits that have an overwhelming private benefit and seeks to recover less than all eligible costs on those permits that have a mix of private and public benefits.
- The City’s land use planning fees are categorized into three cost recovery tiers based on the factors described above.”

Based on these discussions, the committee and staff have narrowed down the potential policy regarding cost recovery to utilize a three tiered system based on whether the development service provided would have a more public versus private benefit.

Using a tiered system, the City’s land use planning fees would be categorized into three cost recovery tiers based on the factors described below:

Tier	Rationale	Example Permits
Tier 1 (lower cost recovery)	The cost of service exceeds the benefit received by the permittee; or where the cost of service is higher than fees in comparable cities for similar services.	Reasonable Use Permits and Pre-Application Meetings
Tier 2	Permits that serve a public good or where the City wants to ensure that the fee does not discourage applicants from the permitting process.	Boundary Line Adjustments
Tier 3 (Higher cost recovery)	Individuals or businesses are the primary financial beneficiaries of the permit.	Subdivisions and Final Plats

Staff would review the City’s fees to determine which tier applies to each fee. The policy, to be adopted by Council, would establish the target recovery amount associated with each tier.



MONROE CITY COUNCIL

Agenda Bill No. 20-022

FISCAL IMPACTS

The salary of City staff who review permit submittals are paid from the general fund; therefore, the fiscal impacts of fee recovery are directly tied to the general fund. Those cost of service not covered by the land use fees are subsidized by the general fund. Conversely, full cost recovery of land use fees may deter developers from building within the City.

TIME CONSTRAINTS

None

ALTERNATIVES

None at this time



City of Monroe City Council



Development Fee Cost of Service Study

February 4th, 2020
Matt Hobson, Project Manager





Agenda

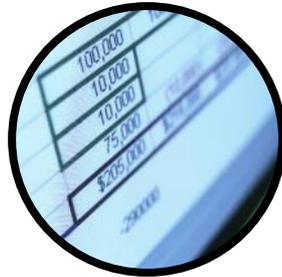
- ◆ **Overview of Study Process**
- ◆ **Summary of Results**
 - Land Use Planning
 - Development Engineering
- ◆ **Summary of Finance Committee Discussion**
- ◆ **Proposed Cost Recovery Policy**
- ◆ **Next Steps**

Key Study Steps



Cost of Service Analysis

What does it cost the City to provide planning fee services?



Cost Recovery Analysis and Policy

How does the cost compare to the current fee and cost recovery policy?



Fee Design

How can the City structure the fees for these services?



Fee Survey

How do current and proposed fees compare to comparable jurisdictions?



What costs can be recovered?

Legal authority for setting fees

- Authorized within RCW 82.02.020
- City can collect fees “from an applicant for a permit or other governmental approval to cover the cost...of processing applications, inspecting and reviewing plans, or preparing detailed statements [related to SEPA reviews]”

Recoverable costs

- Direct cost of permitting services
- Reasonable portion of indirect and overhead costs

Examples of costs that cannot be recovered

- Comprehensive long-range planning
- Code enforcement

Interviews With City Staff

Direct Non-Permitting Activities

Direct Permitting Activities

Indirect Activities

Code Enforcement

Citywide Capital Projects

Long-Range Planning

Land Use Permits

Public Works Permits

Customer Service

General Administration

Land Use Applications (56)

Rights-of-Way (10)

Grading (12)

Design Engineering (9)

Other Fees (15)

Note: building, plumbing, and mechanical permits were not included in this study.



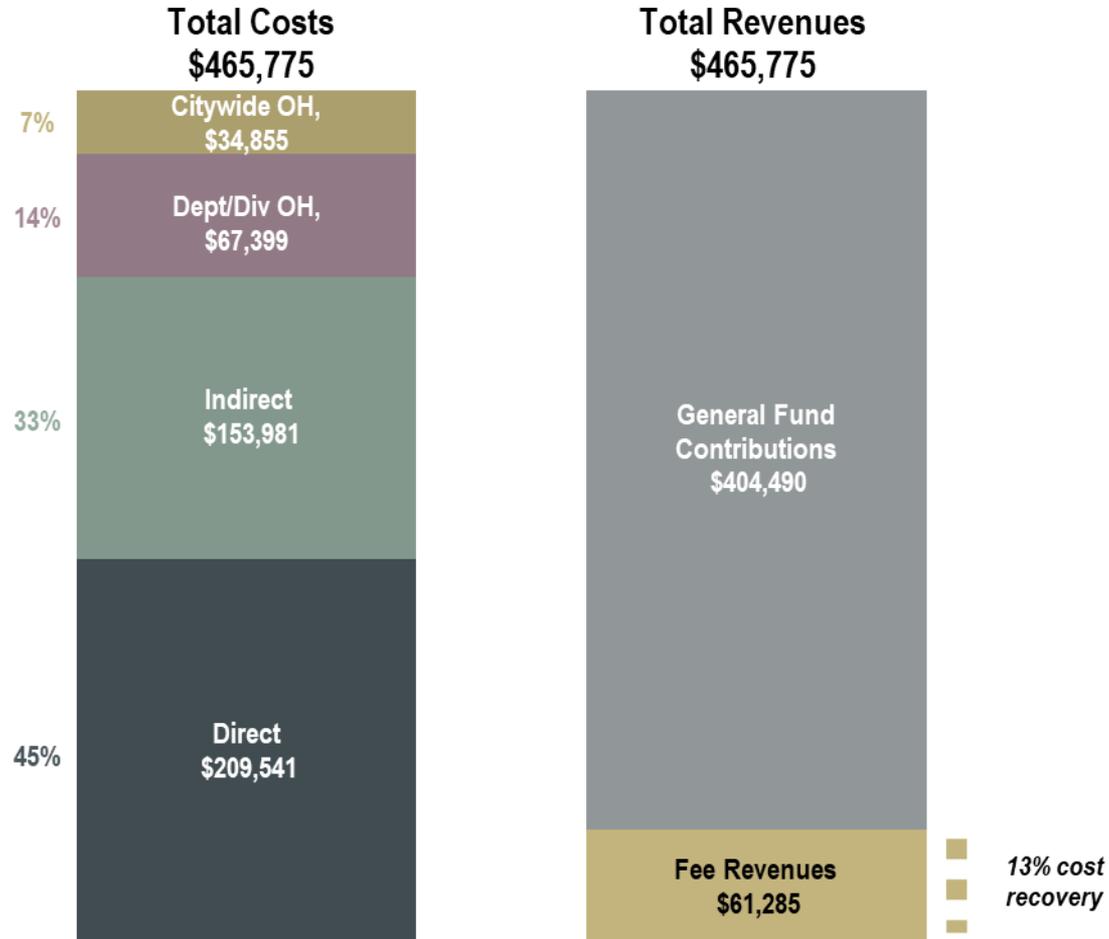
Planning Cost of Service (2018)

- Employee hourly rate includes portion of indirect, non-labor costs

<i>Planning Services</i>		Annual Cost Components		Total Costs	% of Total Costs
		Labor Costs	Non-Labor Costs		
Direct Costs	Total Direct Services	\$ 204,288	\$ 5,253	\$ 209,541	45%
Subtotal Direct Costs		\$ 204,288	\$ 5,253	\$ 209,541	45%
Indirect Costs	Public Info & Cust. Svc.	\$ 86,664	\$ 2,364	\$ 89,027	19%
	Training & Certification	11,209	290	11,499	2%
	General Admin & Mgt	40,333	962	41,295	9%
	Breaks	11,826	334	12,160	3%
Subtotal Indirect Costs		150,032	3,949	\$ 153,981	33%
Overhead Costs	Department Administration OH - Fee Related	\$ 43,083	\$ 24,315	\$ 67,399	14%
	Citywide OH - Fee Related	-	34,855	34,855	7%
Subtotal Overhead Costs		\$ 43,083	\$ 59,170	\$ 102,253	22%
Loaded Hourly Rate		\$ 124.50	\$ 21.42	\$ 145.92	100%
Total Planning Services Costs		\$ 397,403	\$ 68,372	\$ 465,775	100%

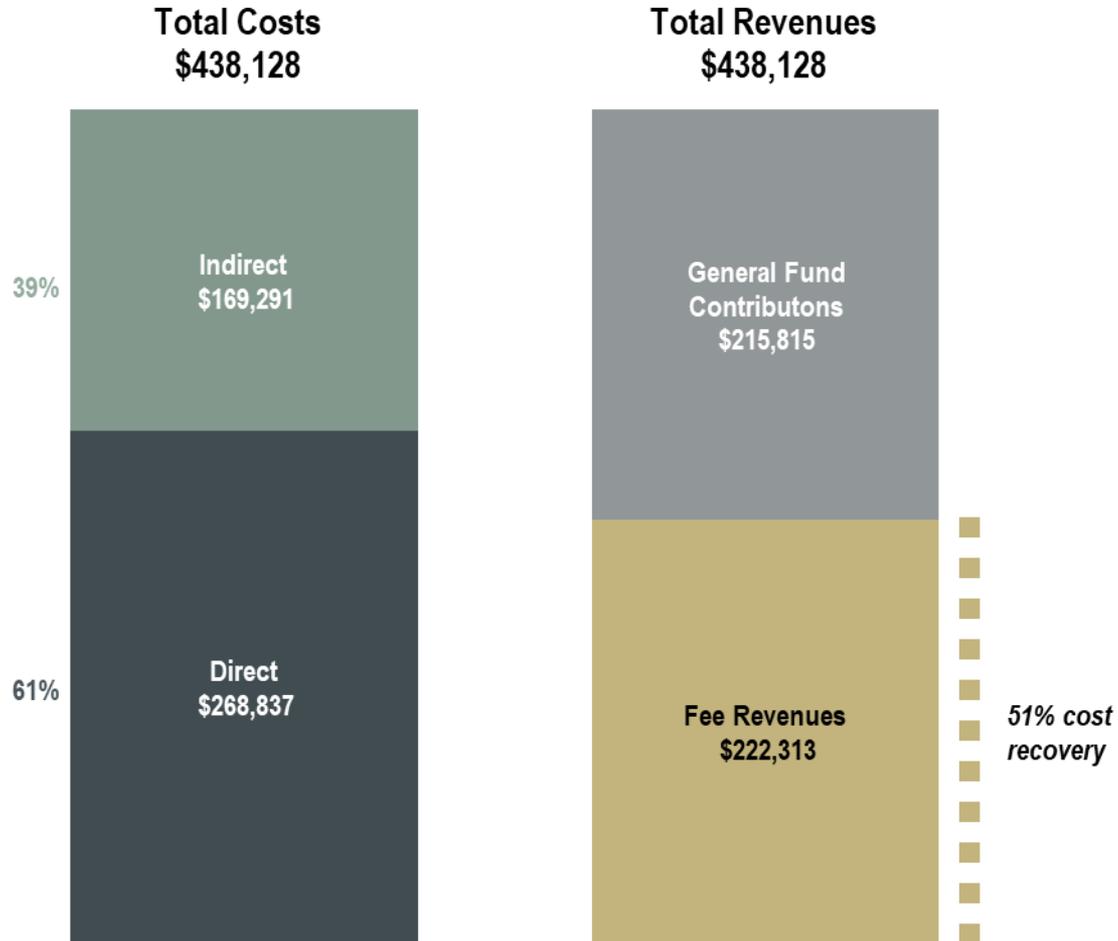


Existing Overall Cost Recovery - Planning





Existing Overall Cost Recovery – Public Works





Summary of Results

- 10 50 fees reviewed
- 10 13% overall cost recovery
- 10 1 fee currently above cost of service

Land Use Planning



- 10 40 fees reviewed
- 10 51% overall cost recovery
- 10 17 fees currently above cost of service

Development Engineering





Finance Committee Discussion (Dec 17)



Not seeking to recover full cost of service



Fees should be competitive with neighboring jurisdictions



Cost recovery targets should be tiered, increasing with private benefit



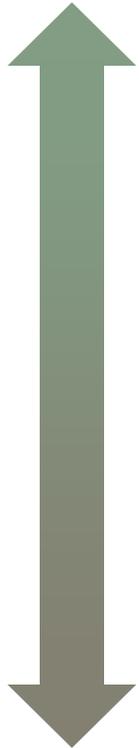
Draft Cost Recovery Policy

- ◆ **“The City establishes fees for development services recognizing that a portion of the cost of providing these services benefits the entire community and should be borne by the City’s General Fund. Fees for these services are evaluated based on several factors, including:**
 - The cost of issue the permit;
 - The public benefit versus private gains of the permit;
 - Fees for similar services in comparable cities
- ◆ **Generally, the City seeks to recover more eligible costs on those permits that have an overwhelming private benefit and seeks to recover less than all eligible costs on those permits that have a mix of private and public benefits.**
- ◆ **The City’s land use planning fees are categorized into three cost recovery tiers based on the factors described above.”**



Draft Cost Recovery Policy

Lower Cost
Recovery



Higher Cost
Recovery

Tier	Rationale	Example Permits
Tier 1	The cost of service exceeds the benefit received by the permittee; or where the cost of service is higher than fees in comparable cities for similar services.	Reasonable Use Permits and Pre-Application Meetings
Tier 2	Permits that serve a public good or where the City wants to ensure that the fee does not discourage applicants from the permitting process.	Boundary Line Adjustments
Tier 3	Individuals or businesses are the primary financial beneficiaries of the permit.	Subdivisions and Final Plats



Next Steps

- ◆ **City staff to apply proposed cost recovery framework to development fees**
 - Review preliminary fee schedule with Finance Committee
- ◆ **Presentation to City Council (late February)**
 - Summary of study results and recommendations
 - Presentation of proposed fee schedule for City Council consideration

Matt Hobson
Project Manager
matthewh@fcsgroup.com

Contact FCS GROUP:
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Public Works Fee Cost of Service (2018)

<i>Public Works Services</i>		Annual Cost Components		Total Costs	% of Total Costs
		Labor Costs	Non-Labor Costs		
Direct Costs	Total Direct Services	\$ 268,837	\$ -	\$ 268,837	61%
Subtotal Direct Costs		\$ 268,837	\$ -	\$ 268,837	61%
Indirect Costs	Public Info & Cust. Svc.	\$ 34,695	\$ -	\$ 34,695	8%
	Training & Certification	27,607	-	27,607	6%
	General Admin & Mgt	80,657	-	80,657	18%
	Breaks	26,333	-	26,333	6%
Subtotal Indirect Costs		169,291	-	\$ 169,291	39%
Overhead Costs	Department Administration OH - Fee Related	\$ -	\$ -	\$ -	-
	Citywide OH - Fee Related	-	-	-	-
Subtotal Overhead Costs		\$ -	\$ -	\$ -	-

Loaded Hourly Rate	\$ 96.02	\$ -	\$ 96.02	100%
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Total Public Works Services Costs	\$ 438,128	\$ -	\$ 438,128	100%
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MONROE CITY COUNCIL
Finance & Human Resources
Committee Meeting
Tuesday, January 21, 2020, 5:30 p.m.
Monroe City Hall, Coordination Center

Committee
Councilmembers
Patsy Cudaback
Jason Gamble
Kirk Scarboro

AGENDA

I. Call to Order

II. Approval Minutes

A. Meeting of Tuesday, December 17, 2019 [\[Page 2\]](#)

III. Old Business

A. FCS Group – Direct Billing Study (Finance) [\[Page 4\]](#)

IV. New Business

A. Potential Parks Bond (Finance/Parks) [\[Page 16\]](#)

B. Affordable Housing Sales and Use Tax (Finance) [\[Page 27\]](#)

V. Next Committee Meeting (February 18, 2020, 5:30 p.m.)

A. Bi-Annual Budget Discussion (Finance)

B. Water Station Annual Fee (Finance)

C. Select 2020 Committee Chair

D. Confirm Meeting Date/Time

E. 2020 Work Plan

F. City Severance Policy (HR)

VI. Adjournment



MONROE CITY COUNCIL
Finance & Human Resources
Committee Meeting
Tuesday, December 17, 2019, 4:00 P.M.
Monroe City Hall, Council Chambers

2019 Committee
Councilmembers
Patsy Cudaback
Jason Gamble
Kirk Scarboro

DRAFT MINUTES

I. Call to Order

A regular meeting of the Monroe City Council Finance & Human Resource Committee was held on December 17, 2019, at the Monroe City Council Chambers. The Meeting was called to order by Councilmember Cudaback at 4:10 p.m.

Committee Present: Councilmembers Scarboro, Cudaback
Mayor Present: N/A
Staff Present: Becky Hasart, Finance Director; Ben Swanson, Community Development Director; Scott Peterson, Deputy City Engineer; Gina Pfister, Clerical Specialist

II. Approval Minutes (Meeting of Tuesday, November 19, 2019)

Councilmember Scarboro moved to approve the Monroe City Council Finance & Human Resource Committee Meeting Minutes of Tuesday, November 19, 2019; the motion was seconded by Councilmember Cudaback. Motion carried 2-0.

III. Other

New Business was moved to the end of the meeting due to the timing of FCS Group.

IV. Next Committee Meeting (January 21, 2020, 5:30 p.m.)

Agenda Items: City Severance Policy (Human Resources); Water Station Annual Fee (Finance); Bi-Annual Budget Discussion (Finance); Potential Parks Bond (Finance/Parks)

The Committee discussed 2020 Work Plan ideas including: Purchasing Policy updates, Republic Services surcharge ideas, Budgeting 101, sales tax breakdown, and revenue projections.

The Committee discussed having a refresher on the Downtown Master Plan; organizational needs and upcoming assessments; and resources allotted to assessments.

V. New Business

Mr. Swanson provided background information on the City's development fee structure and gave a brief comparison with other jurisdictions, and the scope of work provided by FCS Group.

Consultants from FCS Group led the Committee through a PowerPoint presentation highlighting their summary of results, comparative fee survey, key policy issues, and next steps. The Consultants and staff answered questions from the Committee throughout the presentation.

Discussion ensued related to cost recovery, cost of service, potential fee structures, policy issues, and potential recommendations. This item will be brought to Council in 2020.

VI. Adjournment

There being no further business, Councilmember Scarboro moved to adjourn the Tuesday, December 17, 2019, Monroe City Council Finance & Human Resource Committee meeting; the motion was seconded by Councilmember Cudaback. Motion carried 2-0.

The meeting adjourned at 6:18 p.m.

DRAFT



Finance & HR Committee

SUBJECT:	<i>FCS Group Introduction to Planning Fee Cost of Service Study</i>
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DATE:	DEPT:	CONTACT:	PRESENTER:	ITEM:
1/21/2020	Community Development	Ben Swanson	Ben Swanson/ FCS Group	Old Business #1

Discussion (F&H Committee): 09/17/19, 12/17/19, 01/21/2020
Public Hearing – Plan. Com.: N/A
Public Hearing – Council: N/A
First Reading: N/A

Attachments: 1. PowerPoint Presentation

REQUESTED ACTION: Provide policy direction to City and FCS Group (consultant) staff on the proposed amendments to the City’s development related fees.

POLICY CONSIDERATIONS

RCW 82.02.020 allows cities to collect fees “...from an applicant for a permit or other governmental approval to cover the cost...of processing applications, inspecting and reviewing plans, or preparing detailed statements...” The policy decision which will eventually come before the Council is at what level the Council wants to recover the costs associated with these services.

DESCRIPTION

The City of Monroe Community Development and Public Works Departments administer the City’s development regulations for zoning, subdivisions, shoreline management, environmental review, and other land use development related actions. The Departments initiated a cost-of-service study to determine the full cost to provide related planning fee services and potentially adjust the current fees charged for these services to improve the program’s cost recovery.

The goal of the review was to:

- Understand the City’s cost to issue a permit related to land use development;
- Research potential remedies to discourage low quality permit submittals;
- Develop policies that best reflect the City’s cost recovery goals.

The purpose of this meeting is to provide City Council with an understanding of the City’s current cost recovery level as it relates to land use development fees and review new cost recovery methods for potential adoption by City Council.

Current City fees are established by City Council and adopted by resolution in the City’s “Fees Resolution.” Within the Fees Resolution, the City establishes fees for land use development services. Our current fees do not recover the City’s full cost for development services. Any costs borne by the City not recovered through fees are paid for from the General Fund.

The City’s Finance and Human Resources Committee reviewed various options for cost recovery at their meeting on December 17, 2019 and January 21, 2020. The Committee reviewed the City’s current fee structure, to include the history leading to the existing fees,



Finance & HR Committee

statutory guidance on how fees can be set, how those fees relate to neighboring jurisdictions, and various policy options to consider for future cost recovery. Based on these discussions, the committee and staff have narrowed down the potential policy regarding cost recovery to utilize a three tiered system based on whether the development service provided would have a more public versus private benefit.

Using a tiered system, the City’s land use planning fees would be categorized into three cost recovery tiers based on the factors described below:

Cost Recovery Target	Rationale	Example Permits
XX-XX% of Full Cost (higher cost recover target)	Individuals or businesses are the primary financial beneficiaries of the permit.	Subdivisions and Final Plats
XX-XX% of Full Cost (moderate cost recovery target)	Permits that have a public benefit or where the City wants to ensure that the fee does not discourage applicants of the permitting process.	Boundary Line Adjustments and Environmental Review
XX-XX% of Full Cost (lowest cost recover target)	The cost of service exceeds the benefit received by the permittee; or where the cost of service is higher than fees in comparable cities for similar services	Variances and Pre-Application Meetings

Staff would review the City’s fees to determine which tier applies to each fee. The policy, to be adopted by Council, would establish the target recovery amount associated with each tier. Fees would then be increased annually at the beginning of the calendar year based on the Consumer Price Index – Urban Wage and Clerical Workers (CPI-W) for Seattle/Tacoma/Bellevue June to June of the prior year, with a potential reassessment of our recovery targets versus cost and market every five years.

FISCAL IMPACTS

The City of Monroe contracted with FCS Group to perform the above study for an amount not to exceed \$30,140. Actual impacts based on fee adjustments will be dependent on cost recovery targets and future development activity.

TIME CONSTRAINTS

None

ALTERNATIVES

None at this time



City of Monroe Finance & HR Committee



Development Fee Cost Recovery Discussion

January 21st, 2020
Matt Hobson, Project Manager





Agenda

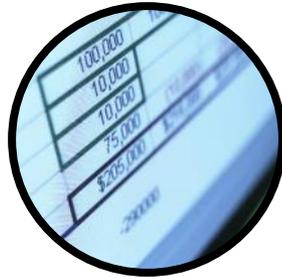
- ◆ **Overview of Study**
- ◆ **Summary of Cost of Service Results**
- ◆ **Discussion: Cost Recovery Policy**
 - Draft Policy
 - Cost Recovery Options
- ◆ **Next Steps**

Key Study Steps



Cost of Service Analysis

What does it cost the City to provide planning fee services?



Cost Recovery Analysis and Policy

How does the cost compare to the current fee and cost recovery policy?



Fee Design

How can the City structure the fees for these services?



Fee Survey

How do current and proposed fees compare to comparable jurisdictions?



Summary of Results

- 10 50 fees reviewed
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- 10 1 fee currently above cost of service

Land Use Planning



- 10 40 fees reviewed
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Development Engineering





Finance Committee Discussion (Dec 17)



Not seeking to recover full cost of service



Fees should be competitive with neighboring jurisdictions



Cost recovery targets should be tiered, increasing with private benefit



Draft Cost Recovery Policy

- ◆ **“The City establishes fees for development services recognizing that a portion of the cost of providing these services benefits the entire community and should be borne by the City’s General Fund. Fees for these services are evaluated based on several factors, including:**
 - The cost of issue the permit;
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- ◆ **Generally, the City seeks to recover more eligible costs on those permits that have an overwhelming private benefit and seeks to recover less than all eligible costs on those permits that have a mix of private and public benefits.**
- ◆ **The City’s land use planning fees are categorized into three cost recovery tiers based on the factors described above.”**



Draft Cost Recovery Policy

Tier	Cost Recovery Target	Rationale	Example Permits
Tier 1	XX-XX% of Cost	The cost of service exceeds the benefit received by the permittee; or where the cost of service is higher than fees in comparable cities for similar services.	Reasonable Use Permits and Pre-Application Meetings
Tier 2	XX-XX% of Cost	Permits that have a public benefit or where the City wants to ensure that the fee does not discourage applicants from the permitting process.	Boundary Line Adjustments and Short Plats
Tier 3	XX-XX% of Cost	Individuals or businesses are the primary financial beneficiaries of the permit.	Subdivisions and Final Plats



Discussion

- ◆ **Definition of cost recovery tiers**
- ◆ **Cost recovery rates for tiers**
- ◆ **Assignment of fee services to tiers**



Next Steps

- ◆ **Council Presentation of Study Results (February 4)**
- ◆ **Deliver draft report and proposed fee schedule to City Council (late February)**

Matt Hobson
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MONROE CITY COUNCIL
Finance & Human Resources Committee Meeting
Tuesday, January 21, 2020, 5:30 P.M.
Agenda Bill

2020 Committee
 Councilmembers
 Jason Gamble
 Kirk Scarboro
 Patsy Cudaback

SUBJECT:	2020 Park Bond Election
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DATE:	DEPT:	CONTACT:	PRESENTER:	ITEM:
01/21/2020	Parks/Finance	Becky Hasart/ Mike Farrell	Becky Hasart	New Business #1

- Discussion:** 01/21/2020
Attachments:
1. Precinct Report from 11/05/2019 Election with notes
 2. 2020 Elections Timeline (Snohomish County Elections)
 3. Monroe Recommended Projects List 2020
 4. Park Bond measure impacts spreadsheet
 5. Strategies360 Proposal – Digital Education Efforts

REQUESTED ACTION: After discussion, recommend this item be presented to the full Council for discussion on February 4, 2020 and to the full council to adopt a resolution placing a ballot measure for the Parks Bond on the April 28, 2020 special election.

POLICY CONSIDERATIONS

RCW 35A.40.090 allows cities to contract for indebtedness. Cities may also request, through a supermajority vote (60% passage), to tax real property within its jurisdiction above current taxing levels to pay for indebtedness associated with park’s capital projects per the Washington State constitution. The City of Monroe’s Debt Policy also allows the City to request an excess tax levy for a capital projects bond measure.

DESCRIPTION/BACKGROUND

RCW 35A.40.090 and the City’s Debt Policy allows the City to requests its own park bond measure. Based on the returns from the November 5, 2019 election, it is recommended that the City place a bond measure request on the April 28, 2020 special election.

During 2019, the City assisted the East County Parks and Recreation District with a bond/excess levy request to help fund capital parks projects located within the District. Because the City is part of this District, the excess levy request included City of Monroe priority capital parks projects.

The Washington State constitution requires that excess tax levies (bond request) used to pay for capital projects must pass by a minimum of 60% (sixty percent). As illustrated in Attachment 1, the bond measure only passed by 56.79%, thus failed to meet the 60% threshold. However, within the City of Monroe precincts, the bond measure passed by 61.90%.

In order to be qualified for the April 28, 2020 special election, the City Council must adopt a resolution related to the excess levy request and submit this resolution to the county no later than February 28, 2020 (Attachment 2). This resolution would include the wording as it will appear on the ballot and the purpose of the tax request. The purpose would identify that the bond would be used for Parks Capital projects, the life of the bond, and the potential tax impact to real property within the City.

Attachment 3 is the list of projects that the bond measure would fund. Staff has updated both the timing and the estimated costs associated with each project. Total authority being requested ranges from \$7.5 million to \$8.155 million pending discussion tonight (difference is the estimate

associated with the Chain Lake Road Trail development). Bonds would be issued in two installments, to be timed with when the identified projects are ready for development. Bonds can be issued this fiscal year, with first payments due in 2021, once the election is certified.

Attachment 4 illustrates the conservative potential impacts to real property located within the City of Monroe based on issuing 30 year bonds. The first three years would only collect for the first issuance of bonds, currently estimated at \$5.355 million. Beginning in fiscal year 2024, impacts would increase once all bonds are issued. Impacts per property would begin to decrease after 2024 as new construction values continue to be added to the City of Monroe’s overall assessment. The following table highlights specific year’s impacts based on a \$8.155 million 30 year bond issued in two installments (2020 & 2023 issue years):

Year	Rate per \$1,000	Annual impact on \$300,000 home	Annual impact on \$500,000 home	Annual impact on \$600,000 home	Monthly impact on \$500,000 home
2021	\$0.1114	\$33.41	\$55.69	\$66.83	\$4.64
2024	\$0.1526	\$45.77	\$76.29	\$91.55	\$6.36
2054	\$0.0202	\$6.07	\$10.11	\$12.14	\$0.84

As illustrated by the table above, the initial impact to property owners would be under \$0.12 per \$1,000 of assessed value. The highest year’s impact would be in 2024, when all bonds are issued. In 2024, the estimated impact would be \$0.15 per \$1,000 of assessed value. After 2024, the yearly impact is estimated to decrease as new construction continues to be added to the City.

As with the East County Parks and Recreation District’s (ECPRD) bond measure in November, this item is considered an excess levy request. Thus, low income seniors and low income disabled property owners can request relief from this measure based on qualifying factors. To obtain additional information regarding this exemption, interested property owners can contact Snohomish County at 425-388-3540 or snohomishcountywa.gov/328/Property-Tax-Exemptions.

OTHER CONSIDERATIONS

During 2019, the City engaged Strategies360 to help with a digital education campaign related to the Monroe specific projects associated with the ECPRD’s bond measure. Total cost of this engagement was \$9,350 (\$650 less than the \$10,000 not to exceed contract). If Council approves placing this measure on the April 28, 2020 special election, the City would like to again engage Strategies360 to assist with the education campaign. Staff would present a contract with Strategies360 on the same evening as the bond resolution (February 11, 2020) for consideration by the entire Council. It is anticipated that costs should not exceed \$6,000 for this effort (see Attachment 5).

Precinct Report
 Snohomish County, 2019 General, Nov 05, 2019
 All Precincts, All Districts, All ScanStations, All Contests, All Boxes
 Official Precinct Results

Page: 748 of 751
 2019-11-26
 09:20:18

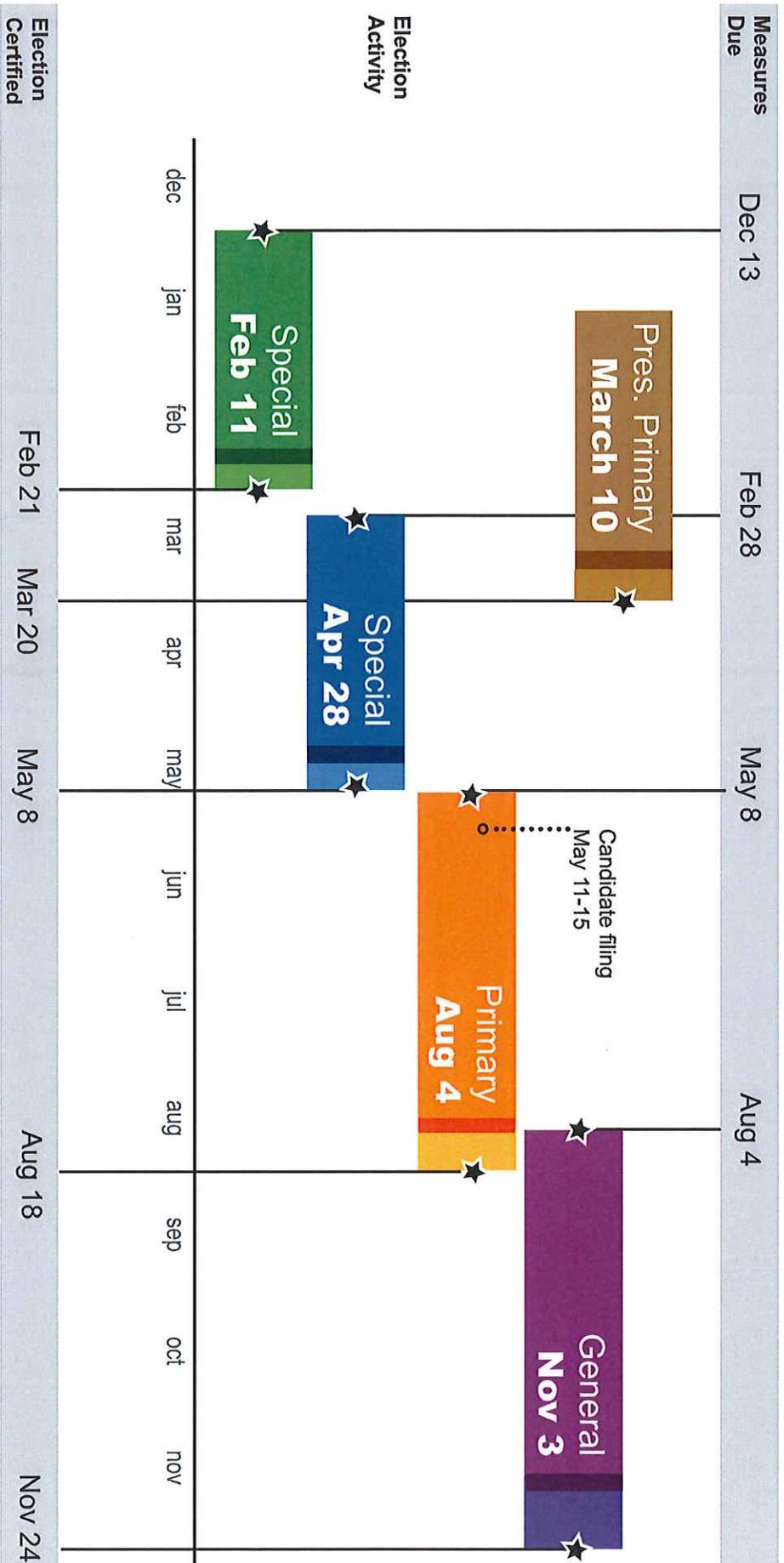
Total Ballots Cast: 204160, Registered Voters: 475926, Overall Turnout: 42.90%
 781 precincts reported out of 784 total

ECPRD Prop. 1 Bonds (Vote for 1)

Precinct	Ballots Cast	Reg. Voters	Total Votes	Yes	No	Over Votes	Under Votes
Precinct BLUFF	313	632	306	185 60.46%	121 39.54%	0	7
Precinct BROCKLIN	329	689	311	148 47.59%	163 52.41%	0	18
Precinct CHAIN LAKE	442	900	429	248 57.81%	181 42.19%	0	13
Precinct CLEARVIEW	351	730	337	189 56.08%	148 43.92%	0	14
Precinct ECHO LAKE	396	810	375	187 49.87%	188 50.13%	0	21
Precinct FAIRVIEW	250	550	241	163 67.63%	78 32.37%	0	9
Precinct HIGH BRIDGE	429	850	404	204 50.50%	200 49.50%	0	25
Precinct HIGH ROCK	253	571	243	120 49.38%	123 50.62%	0	10
Precinct HIGHLAND	244	499	237	115 48.52%	122 51.48%	0	7
Precinct LOST LAKE	205	410	197	130 65.99%	67 34.01%	0	8
Precinct LUPINE	254	520	239	147 61.51%	92 38.49%	0	15
Precinct MALTBY	307	642	300	160 53.33%	140 46.67%	0	7
Precinct MONROE 1	344	842	338	214 63.31%	124 36.69%	0	6
Precinct MONROE 2	340	915	326	209 64.11%	117 35.89%	0	14
Precinct MONROE 3 ←	251	841	241	139 57.68%	102 42.32%	0	10
Precinct MONROE 4 ←	353	862	337	190 56.38%	147 43.62%	0	16
Precinct MONROE 5	372	884	359	226 62.95%	133 37.05%	0	13
Precinct MONROE 6	289	657	278	169 60.79%	109 39.21%	0	11
Precinct MONROE 7 ←	318	716	300	162 54.00%	138 46.00%	0	18
Precinct MONROE 8	196	402	186	127 68.28%	59 31.72%	0	10
Precinct MONROE 9	435	993	418	278 66.51%	140 33.49%	0	17
Precinct MONROE 10	329	817	323	205 63.47%	118 36.53%	0	6
Precinct MONROE 11 ←	102	229	99	54 54.55%	45 45.45%	0	3
Precinct MONROE 12	167	491	161	108 67.08%	53 32.92%	0	6
Precinct MONROE 13	81	245	78	51 65.38%	27 34.62%	0	3
Precinct OWEN	245	616	234	129 55.13%	105 44.87%	0	11
Precinct PARADISE	361	751	343	172 50.15%	171 49.85%	0	18
Precinct PARK PLACE	107	281	102	48 47.06%	54 52.94%	0	5
Precinct PIPELINE	295	632	289	149 51.56%	140 48.44%	0	6
Precinct POND	227	473	217	120 55.30%	97 44.70%	0	10
Precinct RICHLAND	128	286	123	65 52.85%	58 47.15%	0	5
Precinct SILER	183	384	178	98 55.06%	80 44.94%	0	5
Precinct SOFIE	157	363	151	90 59.60%	61 40.40%	0	6
Precinct TROMBLEY	252	593	238	130 54.62%	108 45.38%	0	14
Precinct TUALCO	278	563	266	140 52.63%	126 47.37%	0	12
Precinct TURNER	438	846	419	247 58.95%	172 41.05%	0	19
Precinct WAGNER	335	710	322	150 46.58%	172 53.42%	0	13
Precinct WELCH	344	690	329	167 50.76%	162 49.24%	0	15
Precinct WELLINGTON	8	22	8	6 75.00%	2 25.00%	0	0
Total	10708	23907	10282	5839 56.79%	4443 43.21%	0	426

2132 yes
 3444 total > 61.90%

2020 Elections Timeline



Measures for special elections are due 60 days before an election day.
 Measures for the primaries are due by the Friday before candidate filing.
 Measures for general elections are due by the date of the primary.

Ballots are mailed 19 days before an election day.
 Military and overseas ballots are mailed 30 days before special election days
 and 45 days before primary and general election days.

Special elections are certified 10 days after and election day.
 Primaries are certified 14 days after an election day.
 General elections are certified 21 days after an election day.



Snohomish County Elections
 A Division of the Auditor's Office

(425) 388-3444 • elections@snoco.org
 www.snoco.org/elections

Priority	Total Estimate	Dollars in-hand	Remaining Est. need	Shovel-ready (Y/N/WB)	2020-2022	2023-2025
1. Lake Tye Park athletic fields renovation	\$3,500,000	\$1,300,000	\$2,300,000	Yes	\$2,300,000	
2. Playground equipment renovations	\$2,000,000		\$2,000,000	Yes	\$1,000,000	\$1,000,000
3. North Hill Park acquisition, design/development	\$3,200,000		\$3,200,000	Will be	\$1,400,000	\$1,800,000
4. Chain Lake Rd. Trail development	\$2,500,000	\$1,845,000	\$655,000	Yes	\$655,000	
Total	\$11,200,000	\$3,145,000	\$8,155,000		\$5,355,000	\$2,800,000

City of Monroe Recommended Projects List

- **Lake Tye Park** athletic fields renovation - \$2,300,000. Convert un-lighted, poor-draining grass fields to all-weather, lighted, synthetic turf, multi-purpose athletic fields that increase capacity and improve the use experience.
- Replace and upgrade playground equipment at 8 remaining City parks - **Cedar Grove, Currie View, Hillcrest, Stanton Meadows, Wales Street, Rainier View, Blueberry, Park Meadows** - utilizing features and materials similar to recent upgrades to Lake Tye & Sky River Parks- \$2,000,000
- **North Hill Park** acquisition, design & development - \$3,200,000. Priority project from Parks 6-year CIP. Would become new city park serving North Hill area residents.
- Develop **Chain Lake Road Trail** (between Rainier View Park and Brown Road) - \$655,000. Priority pedestrian project from 6-year TIP. Will extend existing southerly segment to connect new residential developments in north area of City to central commercial core services.

	A	E	F	G	H	I	J	K	L	M	N	O	P
1		\$4,700,000 first year											
2		\$2,800,000 third year											mo impact
3			annual	rate per		\$ 250,000	\$ 300,000	\$ 450,000	\$ 500,000	\$ 600,000	\$ 750,000		\$500,000
4		new AV	debt service	thousand									
5													
6	2021	\$ 2,991,614,465	\$ 292,458	\$ 0.0977591	\$ 24.44	\$ 29.33	\$ 43.99	\$ 48.88	\$ 58.66	\$ 73.32	\$ 4.07		
7	2022	\$ 3,101,362,899	\$ 292,458	\$ 0.0942997	\$ 23.57	\$ 28.29	\$ 42.43	\$ 47.15	\$ 56.58	\$ 70.72	\$ 3.93		
8	2023	\$ 3,214,403,786	\$ 292,458	\$ 0.0909834	\$ 22.75	\$ 27.30	\$ 40.94	\$ 45.49	\$ 54.59	\$ 68.24	\$ 3.79		
9	2024	\$ 3,325,835,899	\$ 466,688	\$ 0.1403219	\$ 35.08	\$ 42.10	\$ 63.14	\$ 70.16	\$ 84.19	\$ 105.24	\$ 5.85		
10	2025	\$ 3,440,610,976	\$ 466,688	\$ 0.1356409	\$ 33.91	\$ 40.69	\$ 61.04	\$ 67.82	\$ 81.38	\$ 101.73	\$ 5.65		
11	2026	\$ 3,558,829,306	\$ 466,688	\$ 0.1311351	\$ 32.78	\$ 39.34	\$ 59.01	\$ 65.57	\$ 78.68	\$ 98.35	\$ 5.46		
12	2027	\$ 3,680,594,185	\$ 466,688	\$ 0.1267968	\$ 31.70	\$ 38.04	\$ 57.06	\$ 63.40	\$ 76.08	\$ 95.10	\$ 5.28		
13	2028	\$ 3,806,012,010	\$ 466,688	\$ 0.1226185	\$ 30.65	\$ 36.79	\$ 55.18	\$ 61.31	\$ 73.57	\$ 91.96	\$ 5.11		
14	2029	\$ 3,935,192,371	\$ 466,688	\$ 0.1185933	\$ 29.65	\$ 35.58	\$ 53.37	\$ 59.30	\$ 71.16	\$ 88.94	\$ 4.94		
15	2030	\$ 4,068,248,142	\$ 466,688	\$ 0.1147146	\$ 28.68	\$ 34.41	\$ 51.62	\$ 57.36	\$ 68.83	\$ 86.04	\$ 4.78		
16	2031	\$ 4,200,295,586	\$ 466,688	\$ 0.1111083	\$ 27.78	\$ 33.33	\$ 50.00	\$ 55.55	\$ 66.66	\$ 83.33	\$ 4.63		
17	2032	\$ 4,336,304,454	\$ 466,688	\$ 0.1076233	\$ 26.91	\$ 32.29	\$ 48.43	\$ 53.81	\$ 64.57	\$ 80.72	\$ 4.48		
18	2033	\$ 4,476,393,587	\$ 466,688	\$ 0.1042552	\$ 26.06	\$ 31.28	\$ 46.91	\$ 52.13	\$ 62.55	\$ 78.19	\$ 4.34		
19	2034	\$ 4,620,685,395	\$ 466,688	\$ 0.1009996	\$ 25.25	\$ 30.30	\$ 45.45	\$ 50.50	\$ 60.60	\$ 75.75	\$ 4.21		
20	2035	\$ 4,769,305,957	\$ 466,688	\$ 0.0978523	\$ 24.46	\$ 29.36	\$ 44.03	\$ 48.93	\$ 58.71	\$ 73.39	\$ 4.08		
21	2036	\$ 4,922,385,136	\$ 466,688	\$ 0.0948092	\$ 23.70	\$ 28.44	\$ 42.66	\$ 47.40	\$ 56.89	\$ 71.11	\$ 3.95		
22	2037	\$ 5,080,056,690	\$ 466,688	\$ 0.0918666	\$ 22.97	\$ 27.56	\$ 41.34	\$ 45.93	\$ 55.12	\$ 68.90	\$ 3.83		
23	2038	\$ 5,242,458,390	\$ 466,688	\$ 0.0890207	\$ 22.26	\$ 26.71	\$ 40.06	\$ 44.51	\$ 53.41	\$ 66.77	\$ 3.71		
24	2039	\$ 5,409,732,142	\$ 466,688	\$ 0.0862681	\$ 21.57	\$ 25.88	\$ 38.82	\$ 43.13	\$ 51.76	\$ 64.70	\$ 3.59		
25	2040	\$ 5,582,024,106	\$ 466,688	\$ 0.0836054	\$ 20.90	\$ 25.08	\$ 37.62	\$ 41.80	\$ 50.16	\$ 62.70	\$ 3.48		
26	2041	\$ 5,759,484,829	\$ 466,688	\$ 0.0810294	\$ 20.26	\$ 24.31	\$ 36.46	\$ 40.51	\$ 48.62	\$ 60.77	\$ 3.38		
27	2042	\$ 5,942,269,374	\$ 466,688	\$ 0.0785369	\$ 19.63	\$ 23.56	\$ 35.34	\$ 39.27	\$ 47.12	\$ 58.90	\$ 3.27		
28	2043	\$ 6,130,537,456	\$ 466,688	\$ 0.0761251	\$ 19.03	\$ 22.84	\$ 34.26	\$ 38.06	\$ 45.68	\$ 57.09	\$ 3.17		
29	2044	\$ 6,324,453,579	\$ 466,688	\$ 0.0737910	\$ 18.45	\$ 22.14	\$ 33.21	\$ 36.90	\$ 44.27	\$ 55.34	\$ 3.07		
30	2045	\$ 6,524,187,187	\$ 466,688	\$ 0.0715319	\$ 17.88	\$ 21.46	\$ 32.19	\$ 35.77	\$ 42.92	\$ 53.65	\$ 2.98		
31	2046	\$ 6,729,912,802	\$ 466,688	\$ 0.0693453	\$ 17.34	\$ 20.80	\$ 31.21	\$ 34.67	\$ 41.61	\$ 52.01	\$ 2.89		
32	2047	\$ 6,941,810,186	\$ 466,688	\$ 0.0672285	\$ 16.81	\$ 20.17	\$ 30.25	\$ 33.61	\$ 40.34	\$ 50.42	\$ 2.80		
33	2048	\$ 7,160,064,492	\$ 466,688	\$ 0.0651792	\$ 16.29	\$ 19.55	\$ 29.33	\$ 32.59	\$ 39.11	\$ 48.88	\$ 2.72		
34	2049	\$ 7,384,866,427	\$ 466,688	\$ 0.0631951	\$ 15.80	\$ 18.96	\$ 28.44	\$ 31.60	\$ 37.92	\$ 47.40	\$ 2.63		
35	2050	\$ 7,616,412,419	\$ 466,688	\$ 0.0612739	\$ 15.32	\$ 18.38	\$ 27.57	\$ 30.64	\$ 36.76	\$ 45.96	\$ 2.55		
36	2051	\$ 7,854,904,792	\$ 466,688	\$ 0.0594135	\$ 14.85	\$ 17.82	\$ 26.74	\$ 29.71	\$ 35.65	\$ 44.56	\$ 2.48		
37	2052	\$ 8,100,551,936	\$ 174,230	\$ 0.0215084	\$ 5.38	\$ 6.45	\$ 9.68	\$ 10.75	\$ 12.91	\$ 16.13	\$ 0.90		
38	2053	\$ 8,353,568,494	\$ 174,230	\$ 0.0208570	\$ 5.21	\$ 6.26	\$ 9.39	\$ 10.43	\$ 12.51	\$ 15.64	\$ 0.87		
39	2054	\$ 8,614,175,549	\$ 174,230	\$ 0.0202260	\$ 5.06	\$ 6.07	\$ 9.10	\$ 10.11	\$ 12.14	\$ 15.17	\$ 0.84		
40													
41						\$ 742.38	\$ 890.85	\$ 1,336.28	\$ 1,484.76	\$ 1,781.71	\$ 2,227.13		

\$5,355,000 first year
 \$2,800,000 third year

Impact Per Year

	new AV	annual debt service	rate per thousand	\$ 250,000	\$ 300,000	\$ 450,000	\$ 500,000	\$ 600,000	\$ 750,000	mo impact \$500,000
2021	\$ 2,991,614,465	\$ 333,215	\$ 0.1113830	\$ 27.85	\$ 33.41	\$ 50.12	\$ 55.69	\$ 66.83	\$ 83.54	\$ 4.64
2022	\$ 3,101,362,899	\$ 333,215	\$ 0.1074414	\$ 26.86	\$ 32.23	\$ 48.35	\$ 53.72	\$ 64.46	\$ 80.58	\$ 4.48
2023	\$ 3,214,403,786	\$ 333,215	\$ 0.1036630	\$ 25.92	\$ 31.10	\$ 46.65	\$ 51.83	\$ 62.20	\$ 77.75	\$ 4.32
2024	\$ 3,325,835,899	\$ 507,445	\$ 0.1525766	\$ 38.14	\$ 45.77	\$ 68.66	\$ 76.29	\$ 91.55	\$ 114.43	\$ 6.36
2025	\$ 3,440,610,976	\$ 507,445	\$ 0.1474869	\$ 36.87	\$ 44.25	\$ 66.37	\$ 73.74	\$ 88.49	\$ 110.62	\$ 6.15
2026	\$ 3,558,829,306	\$ 507,445	\$ 0.1425876	\$ 35.65	\$ 42.78	\$ 64.16	\$ 71.29	\$ 85.55	\$ 106.94	\$ 5.94
2027	\$ 3,680,594,185	\$ 507,445	\$ 0.1378704	\$ 34.47	\$ 41.36	\$ 62.04	\$ 68.94	\$ 82.72	\$ 103.40	\$ 5.74
2028	\$ 3,806,012,010	\$ 507,445	\$ 0.1333272	\$ 33.33	\$ 40.00	\$ 60.00	\$ 66.66	\$ 80.00	\$ 100.00	\$ 5.56
2029	\$ 3,935,192,371	\$ 507,445	\$ 0.1289505	\$ 32.24	\$ 38.69	\$ 58.03	\$ 64.48	\$ 77.37	\$ 96.71	\$ 5.37
2030	\$ 4,068,248,142	\$ 507,445	\$ 0.1247330	\$ 31.18	\$ 37.42	\$ 56.13	\$ 62.37	\$ 74.84	\$ 93.55	\$ 5.20
2031	\$ 4,200,295,586	\$ 507,445	\$ 0.1208117	\$ 30.20	\$ 36.24	\$ 54.37	\$ 60.41	\$ 72.49	\$ 90.61	\$ 5.03
2032	\$ 4,336,304,454	\$ 507,445	\$ 0.1170224	\$ 29.26	\$ 35.11	\$ 52.66	\$ 58.51	\$ 70.21	\$ 87.77	\$ 4.88
2033	\$ 4,476,393,587	\$ 507,445	\$ 0.1133602	\$ 28.34	\$ 34.01	\$ 51.01	\$ 56.68	\$ 68.02	\$ 85.02	\$ 4.72
2034	\$ 4,620,685,395	\$ 507,445	\$ 0.1098203	\$ 27.46	\$ 32.95	\$ 49.42	\$ 54.91	\$ 65.89	\$ 82.37	\$ 4.58
2035	\$ 4,769,305,957	\$ 507,445	\$ 0.1063981	\$ 26.60	\$ 31.92	\$ 47.88	\$ 53.20	\$ 63.84	\$ 79.80	\$ 4.43
2036	\$ 4,922,385,136	\$ 507,445	\$ 0.1030892	\$ 25.77	\$ 30.93	\$ 46.39	\$ 51.54	\$ 61.85	\$ 77.32	\$ 4.30
2037	\$ 5,080,056,690	\$ 507,445	\$ 0.0998896	\$ 24.97	\$ 29.97	\$ 44.95	\$ 49.94	\$ 59.93	\$ 74.92	\$ 4.16
2038	\$ 5,242,458,390	\$ 507,445	\$ 0.0967952	\$ 24.20	\$ 29.04	\$ 43.56	\$ 48.40	\$ 58.08	\$ 72.60	\$ 4.03
2039	\$ 5,409,732,142	\$ 507,445	\$ 0.0938022	\$ 23.45	\$ 28.14	\$ 42.21	\$ 46.90	\$ 56.28	\$ 70.35	\$ 3.91
2040	\$ 5,582,024,106	\$ 507,445	\$ 0.0909070	\$ 22.73	\$ 27.27	\$ 40.91	\$ 45.45	\$ 54.54	\$ 68.18	\$ 3.79
2041	\$ 5,759,484,829	\$ 507,445	\$ 0.0881059	\$ 22.03	\$ 26.43	\$ 39.65	\$ 44.05	\$ 52.86	\$ 66.08	\$ 3.67
2042	\$ 5,942,269,374	\$ 507,445	\$ 0.0853958	\$ 21.35	\$ 25.62	\$ 38.43	\$ 42.70	\$ 51.24	\$ 64.05	\$ 3.56
2043	\$ 6,130,537,456	\$ 507,445	\$ 0.0827733	\$ 20.69	\$ 24.83	\$ 37.25	\$ 41.39	\$ 49.66	\$ 62.08	\$ 3.45
2044	\$ 6,324,453,579	\$ 507,445	\$ 0.0802354	\$ 20.06	\$ 24.07	\$ 36.11	\$ 40.12	\$ 48.14	\$ 60.18	\$ 3.34
2045	\$ 6,524,187,187	\$ 507,445	\$ 0.0777790	\$ 19.44	\$ 23.33	\$ 35.00	\$ 38.89	\$ 46.67	\$ 58.33	\$ 3.24
2046	\$ 6,729,912,802	\$ 507,445	\$ 0.0754014	\$ 18.85	\$ 22.62	\$ 33.93	\$ 37.70	\$ 45.24	\$ 56.55	\$ 3.14
2047	\$ 6,941,810,186	\$ 507,445	\$ 0.0730998	\$ 18.27	\$ 21.93	\$ 32.89	\$ 36.55	\$ 43.86	\$ 54.82	\$ 3.05
2048	\$ 7,160,064,492	\$ 507,445	\$ 0.0708716	\$ 17.72	\$ 21.26	\$ 31.89	\$ 35.44	\$ 42.52	\$ 53.15	\$ 2.95
2049	\$ 7,384,866,427	\$ 507,445	\$ 0.0687142	\$ 17.18	\$ 20.61	\$ 30.92	\$ 34.36	\$ 41.23	\$ 51.54	\$ 2.86
2050	\$ 7,616,412,419	\$ 507,445	\$ 0.0666252	\$ 16.66	\$ 19.99	\$ 29.98	\$ 33.31	\$ 39.98	\$ 49.97	\$ 2.78
2051	\$ 7,854,904,792	\$ 507,445	\$ 0.0646023	\$ 16.15	\$ 19.38	\$ 29.07	\$ 32.30	\$ 38.76	\$ 48.45	\$ 2.69
2052	\$ 8,100,551,936	\$ 174,230	\$ 0.0215084	\$ 5.38	\$ 6.45	\$ 9.68	\$ 10.75	\$ 12.91	\$ 16.13	\$ 0.90
2053	\$ 8,353,568,494	\$ 174,230	\$ 0.0208570	\$ 5.21	\$ 6.26	\$ 9.39	\$ 10.43	\$ 12.51	\$ 15.64	\$ 0.87
2054	\$ 8,614,175,549	\$ 174,230	\$ 0.0202260	\$ 5.06	\$ 6.07	\$ 9.10	\$ 10.11	\$ 12.14	\$ 15.17	\$ 0.84
				\$ 809.53	\$ 971.43	\$ 1,457.15	\$ 1,619.06	\$ 1,942.87	\$ 2,428.58	



City of Monroe Election Outreach Proposal

January 16, 2020

Strategies 360

www.strategies360.com

Overview

While last November's defeat of Prop. 1 was disappointing, it did present a silver lining. Monroe residents handily supported the measure, even if county residents did not. This means that the City can place a similar measure on the April 28th special election ballot. Additionally, we're able to use learnings from November to inform our plan for April.

Campaign Goals

The online marketing objectives are:

- Inform residents of Monroe about the April special election
- Drive Monroe residents to the parks website so they can learn more about the ballot measure and what they would be voting on.
- Remind Monroe residents about the election day, and encourage them to vote.

Scope of Work

Strategies 360's scope of work will include the following:

- 1) Keyword search for people looking to learn more about local elections and ballot measures that would impact them.
- 2) Detailed analytics and metrics tracking to identify top performing messages and audiences (A/B testing).
- 3) Programmatic display campaigns across our ad network to drive people to informational page website using micro geotargeting.
- 4) Targeted Facebook and display campaigns to drive to a landing page.
- 5) Ongoing optimization based on real-time data to continually increase overall results.
- 6) Reporting results with key metrics and data points.

Targeting

For this campaign we'd like to keep targeting at adults 18+ living in the city of Monroe. The goal is to reach as many citizens as possible with the same information.

Budget Recommendations (April 1st-April 28th)

We're recommending breaking up this campaign into two different phases with different messaging and creative. Phase 1 will be before ballots drop, while Phase 2 will start after ballots are received by Monroe residents.

Phase 1 Education: April 1st – April 8th

By analyzing election results from this past November, we've taken our learnings and built a media mix that is informative and keeps the issue top of mind for Monroe residents. There will likely be confusion and misunderstanding by those who thought the measure passed in November. We will work to educate the public on how the measures are different and the timelines they need to be aware of in order to cast their vote.

Marketing Component	Estimated Impressions	Budget
Facebook/Instagram	41,667	\$500
Display	41,667	\$500
Search	83,333	\$1,000
MARKETING TOTAL	166,667	\$2,000

**Note that we estimate impressions on social media/re-targeting and overall web visitors on search marketing due to the way we buy media on a CPM basis*

Phase 2 Action and Get Out the Vote: April 9th– April 28th

After ballots are received by residents, we'd like to encourage action, engagement with the issue, and to vote on the measure after giving resident's as much information as possible. Action takes more time and effort than awareness, so we'd recommend doubling your budget and impressions for the final push of the campaign.

Marketing Component	Estimated Impressions	Budget
Facebook/Instagram	104,167	\$1,250
Display	104,167	\$1,250
Search	125,000	\$1,500
MARKETING TOTAL	333,333	\$4,000

**Note that we estimate impressions on social media/re-targeting and overall web visitors on search marketing due to the way we buy media on a CPM basis*

Addendum

PROGRAMMATIC DISPLAY ADVERTISING

We can micro-target our messaging using The Trade Desk and/or the Google Display Network. With programmatic display, we buy audiences and not websites. We will then target them with interactive banners across the web when they check the weather, look at sports scores or read the news.

GEO-FENCED MOBILE ADS

We can launch geo-targeted ads across mobile placements based on GPS coordinates readily available in smart phones. We can place these ads around the entire city with this campaign.

SOCIAL MEDIA MARKETING

Strategies 360 will leverage Facebook to build a loyal following. Facebook currently accounts for 17% of all Internet traffic in the U.S. and will be a very important piece of any campaign that we build. There is a tremendous amount of information readily available across social media due to Monroe's loyal social media followers.

SEARCH / CONTEXTUAL

With search and contextual placements, our targeting is keyword driven. Individuals searching for keywords related local elections and ballot measures around Google will be exposed to our messaging with the goal of driving them to our landing page. We will also place ads in articles that mention similar types of words (hence the context of the article comes into play). This type of advertising can be really impactful at getting in front of audiences at the exact moment that they are in the mindset of reading about local issues.

RE-TARGETING

We can also place re-targeting pixels (code that fires after an audience clicks on an ad) that we will build through our networks to track any individual that has been to our website and/or engaged with us on social media. We will then follow up with additional messaging. This can be very effective at driving a repetition of message, which is crucial in a campaign of this nature.

ANALYTICS

As with every one of the digital marketing tactics Strategies 360 has proposed, all of our marketing efforts will be tracked and regularly reported. We'll be able to provide tremendous insights through traditional analytics such as Google Analytics and our own proprietary macros that we've built into S360s customized reports.



MONROE CITY COUNCIL
Finance & Human Resources Committee Meeting
Tuesday, January 21, 2020, 5:30 P.M.
Agenda Bill

2020 Committee
 Councilmembers
 Jason Gamble
 Kirk Scarboro
 Patsy Cudaback

SUBJECT:	<i>Affordable Housing Sales and Use Tax Follow Up</i>
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DATE:	DEPT:	CONTACT:	PRESENTER:	ITEM:
01/21/2020	Administration/ Finance	Deborah Knight/ Becky Hasart	Becky Hasart	New Business #2

- Discussion – Committee:** 08/27/2019; 10/15/2019; 01/21/2020
Discussion – Council: 09/17/2019 (Study Session)
Attachments:
1. 10-15-2019 Q&A follow up memo
 2. RCW 82-14-530 Affordable Housing Sales Tax
 3. Exert from 10/15/2019 FHR HB1406 agenda bill

REQUESTED ACTION: None. Informational only.

POLICY CONSIDERATIONS

RCW 82-14-530 allows a jurisdiction to impose up to a 1/10 of 1 percent sales and use tax for affordable housing purposes. If approved by the voters prior to July 28, 2020, this tax would also be a qualifying local tax for purposes of House Bill 1406.

During discussion at the committee meeting on October 15, 2019, the FHR committee requested additional information regarding this potential tax source. After tonight’s discussion, should the Finance/HR Committee recommend that the City Council pursue implementing this qualifying local tax before July 31, 2020 to qualify for HB1406?

DESCRIPTION/BACKGROUND

RCW 82-14-530 allows cities, with voter approval, to implement up to a 1/10th of 1 percent sales and use tax for housing and related services, which can also be a qualifying local tax for purposes of House Bill 1406. Attachment 1 is the memo sent out after the October meeting with details on how this money may be used and lists estimates for how much this money can generate.

In order to be “instated” prior to the July 29, 2020 deadline for HB1406 purposes, the vote to enact this sales tax would have to occur on the April 28, 2020 special election. The City Council would have to adopt a resolution and submit it to County elections no later than February 28, 2020 to qualify for the April election. The City may request its voters to approve this tax after July 28, 2020. However, while the City would collect the new sales tax from this measure, anything after the July timeline would not qualify the City for the second half of the **State’s** sales tax associated with HB1406.



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MEMO

TO: Mayor Thomas, City Council, and City Administrator Deborah Knight

FROM: Becky Hasart, Finance Director

DATE: 11/4/2019

RE: Questions from October 15, 2019 Finance/HR Committee

The following memo lists out the questions that were asked at the 10/15/2019 Finance/HR Committee associated with the attached committee agenda item. Also attached is a sales tax breakdown graph and sales tax comparison for Monroe along with the text of RCW 82.14.530.

One item to note on the attached committee agenda item—there is a mistake regarding expected revenues associated with the QLT – Sales and Use Tax. One tenth of one percent (0.1%) should be \$477,000, not \$47,700 and one half of one tenth of one percent (0.05%) should be 238,500 not \$23,850. The information below includes the corrected projections.

As always, if you have any questions, please let me know. Thank you.

Q: How can we spend the money?

A: Per RCW 82.14.530 (attached), a sales and use tax for housing and related services, one of the qualifying local taxes that the City is eligible to assess, must use:

§(2)(a) ...a minimum of sixty percent of the moneys collected under this section...for the following purposes:

- (i) Constructing affordable housing, which may include new units of affordable housing within an existing structure, and facilities providing housing-related services; or
- (ii) Constructing mental and behavioral health-related facilities; or
- (iii) Funding the operations and maintenance costs of new units of affordable housing and facilities where housing-related programs are provided, or newly constructed evaluation and treatment centers.

§(2)(c) The remainder of the moneys collected under this section must be used for the operation, delivery, or evaluation of mental and behavioral health treatment programs and services or housing-related services.

Q: Does the sales tax vote require a simple majority or supermajority to pass?

A: The sales tax vote requires a simple majority.

Q: When would we need to run an election for the sales tax option to be a qualifying local tax for HB 1406?

A: To be a qualified local tax for the purposes of HB 1406, legislation regarding the Sales and Use Tax for Housing and Related Services only requires that the tax be “instated” by July 28, 2020, which has been determined to mean voter approved. Actual collections can occur after the July 28, 2020 date.

To be “instated” by July 28, 2020, the City would have to present the sales and use tax to the voters in either February or April 2020. Department of Revenue (DOR) requires a minimum of 75 days’ notice prior to the start of collections for the sales tax. DOR also will only start collections at the beginning of a quarter with the exception of the fourth quarter, which is not eligible for the start of a new sales tax. The following chart outlines the timelines associated with both the February 2020 and April 2020 special elections:

Table 1: Special Election Timelines

Election date	February 11, 2020	April 28, 2020
Resolution to county	By December 13, 2019	By February 28, 2020
Election certification	February 21, 2020	May 8, 2020
Start date for collection of taxes (after min 75 day notice)	July 1, 2020	October 1, 2020
Actual receipts to the City (sales taxes are on two month lag after collection)	September 1, 2020	December 1, 2020

The City can request this tax at any time in the future as long as the County has not enacted this sales tax; however the tax would not qualify as a “qualified local tax” per HB 1406 unless it is “instated” prior to July 28, 2020.

Q. What would the cost of an election be to run in either February or April?

A. Election costs vary depending on how many jurisdictions have an issue on that special election. The average cost of a standalone election can be \$50,000. If there are multiple items on a specific election date, costs are shared among the appropriate jurisdictions based on the number of each jurisdiction’s registered voters. Snohomish County elections has indicated that there has been interest from other jurisdictions to run ballot measures for both February and April, 2020. If that is the case, costs for the City of Monroe can be as low as \$20,000.

Q. If approved by the voters, does this tax have an expiration date?

A: This tax is an ongoing tax (does not have a sunset date).

Q: What other sales taxes are currently being collected in Monroe/included in the 9.3% sales tax rate in Monroe?

A: The City of Monroe’s current sales tax rate is 9.3%. The rate breaks down per the table below (also see attached Sales Tax graph and comparison):

Table 2: Monroe sales tax rate breakdown

Jurisdiction	Rate	Notes
State of Washington general tax	6.5%	Ongoing (no sunset)
State criminal justice tax	0.1%	Ongoing
City regular and optional tax	1.0%	Ongoing
Monroe TBD tax	0.2%	Ends December 2024
Monroe public safety tax	0.1%	Ongoing
Local transit tax	1.2%	Ongoing
County mental health	0.1%	Ongoing
Snohomish County 911	0.1%	Ongoing
Total	9.3%	

The Monroe Transportation Benefit District (TBD) tax expires in December 2024. The Monroe TBD board can request one additional 10 year collection period for the TBD portion of sales tax with voter approval (simple majority).

Q: How does Monroe’s sales tax rate compare to other local jurisdictions?

A: The following table compare’s Monroe’s current sales taxes to other Snohomish County cities:

Table 3: Sales tax rate comparison

Rate Comparison	City
<i>Monroe*</i>	9.3%
Bothell in SnoCo	10.4%
Everett	9.8%
Gold Bar	9.0%
Granite Falls	9.0%
Lake Stevens	9.0%
Lynnwood	10.5%
<i>Marysville*</i>	9.3%
Mill Creek	10.5%
<i>Snohomish*</i>	9.2%
Sultan	9.0%
<i>*Italics includes TBD</i>	

As indicated in the Table 3, the sales tax rate for those cities in italics include sales taxes for their local transportation benefit district.

**Q: If approved, how much revenue do we anticipate receiving in the first year?
Over the next ten years?**

A: The sales tax rate for the Sales and Use Tax authorized in RCW 82.14.530 can be up to one tenth of one percent (0.1%), similar to Monroe’s public safety sales tax. The minimum the City could request from its voters is one half this amount. The follow table represents a conservative estimate for revenue over a ten year period for the full 0.1% authorization:

Table 4: Potential sales tax collection (10 Years)

	Ongoing	Construction	Total
2020	\$ 432,000	\$ 45,000	\$ 477,000
2021	\$ 437,443	\$ 40,000	\$ 477,443
2022	\$ 442,955	\$ 40,000	\$ 482,955
2023	\$ 448,536	\$ 40,000	\$ 488,536
2024	\$ 454,188	\$ 40,000	\$ 494,188
2025	\$ 459,911	\$ 40,000	\$ 499,911
2026	\$ 465,705	\$ 40,000	\$ 505,705
2027	\$ 471,573	\$ 40,000	\$ 511,573
2028	\$ 477,515	\$ 40,000	\$ 517,515
2029	\$ 483,532	\$ 40,000	\$ 523,532
2030	\$ 489,624	\$ 40,000	\$ 529,624
2031	\$ 495,794	\$ 40,000	\$ 535,794
		10 year total	\$ 6,043,776

The sales tax revenue in Table 4 is similar to our expectations for the public safety portion of sales taxes. This amount was escalated 1.26% per year for the ongoing amount, similar to the agreed upon escalator used for our Six Year General Fund Forecasts. The construction portion of sales taxes remains stagnate to remain conservative. Actuals on the construction portion of sales taxes would be cyclical based on the economy. All numbers would be halved if the City requests one half of the full tax authority (the minimum tax request).

RCW 82.14.530

Sales and use tax for housing and related services.

(1)(a) A county legislative authority may submit an authorizing proposition to the county voters at a special or general election and, if the proposition is approved by a majority of persons voting, impose a sales and use tax in accordance with the terms of this chapter. The title of each ballot measure must clearly state the purposes for which the proposed sales and use tax will be used. The rate of tax under this section may not exceed one-tenth of one percent of the selling price in the case of a sales tax, or value of the article used, in the case of a use tax.

(b)(i) If a county with a population of one million five hundred thousand or less has not imposed the full tax rate authorized under (a) of this subsection within two years of October 9, 2015, any city legislative authority located in that county may submit an authorizing proposition to the city voters at a special or general election and, if the proposition is approved by a majority of persons voting, impose the whole or remainder of the sales and use tax rate in accordance with the terms of this chapter. The title of each ballot measure must clearly state the purposes for which the proposed sales and use tax will be used. The rate of tax under this section may not exceed one-tenth of one percent of the selling price in the case of a sales tax, or value of the article used, in the case of a use tax.

(ii) If a county with a population of greater than one million five hundred thousand has not imposed the full tax authorized under (a) of this subsection within three years of October 9, 2015, any city legislative authority located in that county may submit an authorizing proposition to the city voters at a special or general election and, if the proposition is approved by a majority of persons voting, impose the whole or remainder of the sales and use tax rate in accordance with the terms of this chapter. The title

of each ballot measure must clearly state the purposes for which the proposed sales and use tax will be used. The rate of tax under this section may not exceed one-tenth of one percent of the selling price in the case of a sales tax, or value of the article used, in the case of a use tax.

(c) If a county imposes a tax authorized under (a) of this subsection after a city located in that county has imposed the tax authorized under (b) of this subsection, the county must provide a credit against its tax for the full amount of tax imposed by a city.

(d) The taxes authorized in this subsection are in addition to any other taxes authorized by law and must be collected from persons who are taxable by the state under chapters 82.08 and 82.12 RCW upon the occurrence of any taxable event within the county for a county's tax and within a city for a city's tax.

(2)(a) Notwithstanding subsection (4) of this section, a minimum of sixty percent of the moneys collected under this section must be used for the following purposes:

(i) Constructing affordable housing, which may include new units of affordable housing within an existing structure, and facilities providing housing-related services; or

(ii) Constructing mental and behavioral health-related facilities; or

(iii) Funding the operations and maintenance costs of new units of affordable housing and facilities where housing-related programs are provided, or newly constructed evaluation and treatment centers.

(b) The affordable housing and facilities providing housing-related programs in (a)(i) of this subsection may only be provided to persons within any of the following population groups whose income is at or below sixty percent of the median income of the county imposing the tax:

(i) Persons with mental illness;

(ii) Veterans;

(iii) Senior citizens;

(iv) Homeless, or at-risk of being homeless, families with children;

(v) Unaccompanied homeless youth or young adults;

(vi) Persons with disabilities; or

(vii) Domestic violence survivors.

(c) The remainder of the moneys collected under this section must be used for the operation, delivery, or evaluation of mental and behavioral health treatment programs and services or housing-related services.

(3) A county that imposes the tax under this section must consult with a city before the county may construct any of the facilities authorized under subsection (2)(a) of this section within the city limits.

(4) A county that has not imposed the tax authorized under RCW 82.14.460 prior to October 9, 2015, but imposes the tax authorized under this section after a city in that county has imposed the tax authorized under RCW 82.14.460 prior to October 9, 2015, must enter into an interlocal agreement with that city to determine how the services and provisions described in subsection (2) of this section will be allocated and funded in the city.

(5) To carry out the purposes of subsection (2)(a) and (b) of this section, the legislative authority of the county or city imposing the tax has the authority to issue general obligation or revenue bonds within the limitations now or hereafter prescribed by the laws of this state, and may use, and is authorized to pledge, up to fifty percent of the moneys collected under this section for repayment of such bonds, in order to finance the provision or construction of affordable housing, facilities where housing-related programs are provided, or evaluation and treatment centers described in subsection (2)(a)(iii) of this section.

(6)(a) Moneys collected under this section may be used to offset reductions in state or federal funds for the purposes described in subsection (2) of this section.

(b) No more than ten percent of the moneys collected under this section may be used to supplant existing local funds.

[2015 3rd sp.s. c 24 § 701.]

NOTES:

Construction—2015 3rd sp.s. c 24: See note following RCW 36.160.030.

10/15/2019 FHR Agenda Bill exert

POLICY CONSIDERATIONS

House Bill 1406 was introduced to the City Council at the September 17, 2019, Study Session (see Attachment 1) and was first introduced to the Legislative Affairs Committee on August 27, 2019.

House Bill 1406 requires the City Council to adopt a “resolution of intent” between July 28, 2019, and January 31, 2020, in order to receive a portion of the state’s sales tax for affordable housing and rental assistance programs for twenty years.

There were two policy questions:

- 1. Does the City Council want to implement HB 1406 before January 31, 2020?*
- 2. Does the City Council want to implement a qualifying local tax before July 31, 2020?*

The first policy question was answered at the September 17, 2019, Study Session. The City Council provided direction to move forward with a letter of intent to access the first half of the state’s sales tax credit.

The City Council requested additional information regarding a qualifying local tax. After tonight’s discussion, should the Finance/HR Committee recommend that the City Council pursue implementing a qualifying local tax before July 31, 2020?

DESCRIPTION/BACKGROUND

Attachment One details the state sales tax credit the City can utilize to help provide affordable and/or supportive housing. Again, the City is eligible to receive 0.0073 percent of the state sales tax credit with the adoption of the resolution of intent and then the appropriate ordinance. The City can access an additional 0.0073 percent if it also implements a “qualifying local tax” (QLT) prior to July 31, 2020.

The three QLT options available to a city our size and in our geographic region are:

- A sales and use tax for affordable housing (RCW 82.14.530);
- Affordable housing tax levy (RCW 84.52.105); or
- A levy lid lift (RCW 84.55.050) that is restricted solely to affordable housing.

All three options would require voter approval with a simple majority vote and would have to be approved prior to July 31, 2020.

QLT – Sales and Use Tax

House Bill 1406 allows cities, with voter approval, to implement up to one tenth of one percent (0.1 percent) of a sales tax to be used for affordable housing. The minimum sales tax that could be requested is half this amount or one half of one tenth of one percent (0.05 percent). Again, this amount would have to be voter approved but can be presented at any special, primary, or general election. Current estimates on the amount that would be raised is:

- One tenth of one percent (0.1%) \$47,700
- One half of one tenth of one percent (0.05%) \$23,850

QLT – Affordable housing levy (excess levy)

House Bill 1406 allows cities, with voter approval, to implement an affordable housing levy up to \$0.50 per \$1,000 of assessed valuation for ten years. MRSC believes this levy would require an annual vote. There is no minimum on the amount of the levy but if the County also obtains an approval for this levy, the two levies cannot exceed \$0.50 in the aggregate. If the two levies exceed the \$0.50, the levy adopted last would adjust down until the aggregate is below \$0.50.

Before the City could go to the voters for this levy, the following is required by RCW 84.52.105 (see Attachment 2):

- The governing body of the county, city, or town declares the existence of an emergency with respect to the availability of housing that is affordable to very low-income households in the taxing district; and
- The governing body of the county, city, or town adopts an affordable housing financing plan to serve as the plan for expenditure of funds raised by a levy authorized under this section, and the governing body determines that the affordable housing financing plan is consistent with either the locally adopted or state-adopted comprehensive housing affordability strategy, required under the Cranston-Gonzalez national affordable housing act (42 U.S.C. Sec. 12701, et seq.), as amended.

For tax year 2019, the following are amounts that could be realized from this tax levy:

- \$0.01 per \$1,000 AV \$ 28,850
- \$0.10 per \$1,000 AV \$ 288,500
- \$0.25 per \$1,000 AV \$ 721,250
- \$0.50 per \$1,000 AV \$ 1,442,500

QLT – Levy Lid Lift restricted solely to affordable housing

House Bill 1406 allows cities, with voter approval, to implement an affordable housing levy lid lift to our existing property tax levy. There is no minimum or maximum rate per \$1,000 of assessed value but the levy would be subject to our \$1.60 property tax jurisdictional limit. However, Municipal Research Services Center (MRSC) has confirmed with the Department of Revenue that a city cannot request a levy lid lift while it still has banked property tax capacity. The City of Monroe would have to exhaust our banked capacity before we could request a levy lid lift, regardless of the use for the voted levy. In addition, we cannot use our banked capacity as a qualifying local tax as this amount would not be subject to voter approval. The City of Monroe’s current property tax banked capacity is \$252,852



MONROE THIS WEEK

January 31, 2020 • Vol 6/Edition 4



Home Town Takeover COMMUNITY PHOTO SHOOT



Thank you for reading Monroe This Week. Learn what is happening and has happened during the week. Please contact me with any and all feedback regarding the articles below. I can be reached at gthomas@monroewa.gov.



Yours in Service,

A handwritten signature in black ink, appearing to read "G. Thomas".

Mayor Geoffrey Thomas

HGTV COMMUNITY PHOTO SHOOT THIS SATURDAY

Exciting news! The City is submitting a video to HGTV for a chance to be featured on their new show, Home Town Takeover; the network's biggest renovation project ever. Our video submission will be focused on historic downtown and the gateway entrances to the area.

On Saturday, February 1st at 10am, we're holding a community photo shoot to be used as part of our submission video. Please join us if you can. The photo will be taken on West Main Street (between Blakeley and Lewis Streets). The bigger the group the better!

NEW MAIN STREET POTTED TREES

Our Parks Department worked this week to plant 11 Coral Bark Maples along Main Street. A huge Monroe thank you to Plants Northwest, Inc. in Redmond for donating the trees. Also, thank you to Samantha Idle with the Downtown Monroe Association for procuring the trees. We look forward to seeing them grow!



MONROE CHILIBOWL RESULTS

The 4th Annual Chilibowl Tuesday evening was an amazing community event. Thank you to everyone who participated and to the chefs for making it a tough competition.

The following organizations brought the heat:

- Spiciest: Kathleen's Day Spa
- Best Original Chili: The City of Monroe
- People's Choice Award: The City of Monroe's
- Most Meatiest: Michol Philips American Family Insurance



Proceeds from the event went to the Monroe Chamber of Commerce, Sky Valley Food Bank, Monroe Boys & Girls Club, and Monroe Community Senior Center. Thank you for supporting your City's organizations!

JAYME BIENDL MEMORIAL 5K RUN/WALK RECAP

The 9th Annual Jayme Biendl Memorial 5k Run/Walk was a success and the weather held out for us. Thank you to everyone who participated. We had 309 total registrations.

All proceeds from the event are donated to Behind the Badge Foundation at the request of Officer Biendl's family.



UPCOMING COUNCIL MEETING

The next City Council Study Session is Tuesday, February 4, 2020.

[Council Agendas/Minutes](#)

UPCOMING EVENT

2/1

HGTV Community Photo Shoot;

10:00am;

West Main Street (between Blakeley and Lewis Streets)

[View All Events](#)

YEAR-TO-DATE COMPARISONS

Curious about some of the City's major revenue streams? Don't have time to read through the entire budget? **Here** are a few of the City's revenue year to date numbers along with their prior year comparisons. Of course, if you would like further information, contact the Finance Department at 360-794-7400. Just reference the Monroe This Week.

CITY COUNCIL MEMBERS



Councilmember
Kevin Hanford



Councilmember
Patsy Cudaback



Councilmember
Jeff Rasmussen



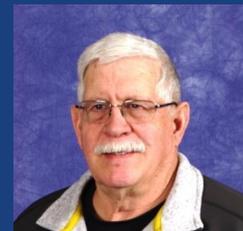
Councilmember
Heather Rousey



Councilmember
Ed Davis



Councilmember
Jason Gamble



Councilmember
Kirk Scarboro

Have a question for your Councilmembers?
Contact them at councilmembers@monroewa.gov





MONROE CITY COUNCIL

Agenda Bill No. 20-023

SUBJECT:	<i>Discussion of Potential UGA Boundary Amendments</i>
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DATE:	DEPT:	CONTACT:	PRESENTER:	ITEM:
2/04/2020	Community Development	Ben Swanson Shana Restall	Ben Swanson	Discussion Item #1

- Discussion:** 02/04/2020
- Attachments:**
1. Map of Potential UGA Expansion Areas
 2. Letter from Susan and Lonnie Davis to Mayor Thomas dated November 5, 2019
 3. 2015 – 2035 Comprehensive Plan FLUM

REQUESTED ACTION: Provide policy direction to City staff regarding potential modifications to the City’s existing UGA boundaries.

POLICY QUESTION

Does the City Council want to pursue modifications to the City of Monroe’s Urban Growth Area (UGA) boundaries or to maintain the existing UGA boundaries and increase the density contained therein?

BACKGROUND

Snohomish County processes proposed amendments to urban growth area boundaries every four years in association with the eight-year, state-mandated, periodic update to its comprehensive plan and the midpoints between those periodic reviews. The next deadline for submitting applications to the County to modify the UGA is October 30, 2020. Submittal of an application does not guarantee its approval. If the City’s decides to move forward with modifying the UGA boundaries, additional financial resources will be needed.

Establishing a robust foundation on which to ground the application will necessitate a number of technical studies to be prepared by consultants. These studies are intended to evaluate the potential land use, environmental, and capital facilities impacts. Additional expenses will also be incurred from the increased staff time needed to prepare the application. Depending upon the scenario pursued, the expenditures are likely to range from \$100,000 to \$150,000. In addition the studies, City staff will need to justify to the County why the expansion is necessary. Basing the justification on existing conditions and Countywide Planning Policies, this will be difficult process for City staff as there are no obvious deficiencies in the City’s population or growth rate.

Snohomish County has 24 months from the date of submittal to process the application. The Snohomish County Council is the decision authority on UGA amendments. With the understanding that the County reviews UGA boundary modifications every four years, staff is seeking direction from the Council regarding the City’s will to amend its existing UGA. As shown in Attachment 1, four potential UGA expansion areas have been identified.

DESCRIPTION

In 2019, City staff was approached by Susan and Lonnie Davis and their consultant, Clay White, from LDC. The Davis’ are requesting an amendment to the City’s UGA to allow for future annexation of four contiguous tax parcels into the City. The subject properties are located immediately contiguous to the City’s northern boundary and have a combined area of approximately 21.72 acres (Attachment 2). As the specified properties are not located within the



MONROE CITY COUNCIL

Agenda Bill No. 20-023

City's urban growth area, the Davis's request includes amending the City's UGA boundaries while concurrently annexing into the City.

In consideration of the increased work required of staff to process the Davis's request, City staff began evaluating other areas contiguous to the existing UGA to include in the proposal to take advantage of potential economies of scale. City staff identified three additional areas located to the southwest of the existing city limits/UGA. These areas are identified in Attachment 1 as Areas 2, 3, and 4.

Staff requests that the Mayor and City Council consider and provide feedback regarding five UGA amendment scenarios, which are based on the potential expansion areas. An analysis of the potential scenarios is also provided in this agenda bill.

Scenario 1:

Scenario 1 proposes the modification of the UGA boundaries to only incorporate Area 1, which contains the four parcels identified by Susan and Lonnie Davis in Attachment 2.

Scenario 2:

Scenario 2 proposes to modify the City's UGA boundaries to include both Areas 1 and 2 identified in Attachment 1.

Scenario 3:

Under Scenario 3, the existing UGA boundaries would be amended to include Areas 1, 2, and 3.

Scenario 4:

Scenario 4 proposes amending the City's UGA boundaries to include all potential expansion areas - Areas 1, 2, 3, and 4.

Scenario 5:

This scenario provides a "no action" option for the Council for consideration. Scenario 5 does not propose any modifications to the existing UGA boundaries.

Regulatory Framework

The Growth Management Act (GMA) provides statutory authority for local governments to plan in Washington State. GMA establishes a framework for coordinated and comprehensive planning to help local communities manage their growth. A major goal of the Growth Management Act is to reduce urban sprawl by encouraging development in urban areas where adequate public facilities already exist or where such facilities can be more efficiently provided [RCW 36.70A.020(1-2)]. The GMA calls for the creation of urban growth areas (UGAs) where growth will be encouraged and supported with adequate facilities and urban services (RCW 36.70A.110). Essentially, the UGA is an area that has been identified for future expansion of a city. Areas outside the UGAs are reserved for non-urban uses such as rural and resource lands [RCW 36.70A.070(5)].

Analysis of Scenarios

A. Current Conditions of Potential UGA Expansion Areas

MONROE CITY COUNCIL

Agenda Bill No. 20-023

1. Area 1:



a. Land Use and Zoning

Area 1 contains 4 parcels and an approximate area of 21.72 acres, and is zoned Rural Residential – 1 dwelling unit per 5 acres. The existing land uses are residential and vacant.

b. Environmental

Area 1 is impacted by a seasonal stream that is not fish-bearing. The stream coincides with a portion of the northern boundary of the lot identified by parcel number 28062500407700. Additionally, there are some portions of the subject site that are classified as being within erosion hazard areas. No other critical areas appear to be present in Area 1.

2. Area 2:



a. Land Use and Zoning

Area 2 contains approximately 76 parcels and an approximate area of 229.41 acres, and is zoned Rural Residential – 1 dwelling unit per 5 acres. The predominant existing land uses are residential and vacant.

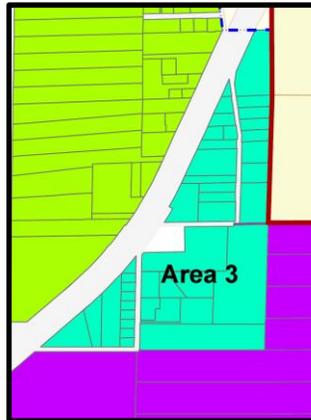
b. Environmental

Area 2 significantly, but not completely impacted by critical areas. Geohazard areas, wetlands, and non fish-bearing streams are present.

MONROE CITY COUNCIL

Agenda Bill No. 20-023

3. Area 3:



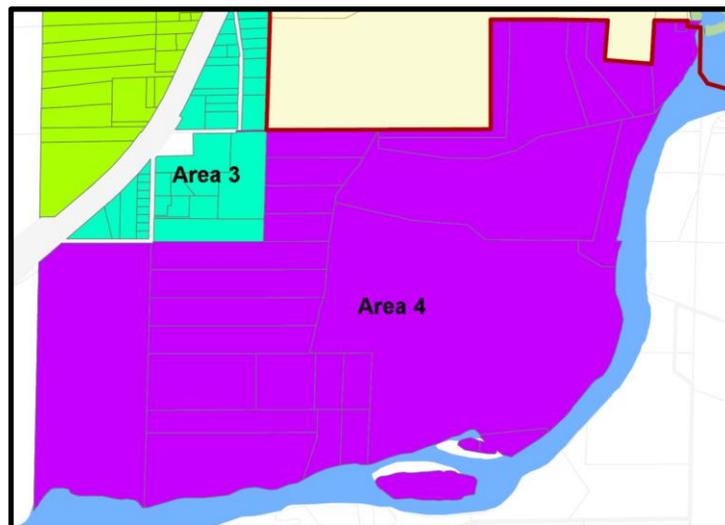
a. Land Use and Zoning

Area 3 contains approximately 40 parcels and an approximate area of 75.5 acres, and is zoned Rural Residential – 1 dwelling unit per 5 acres. The predominant existing land uses are residential and vacant.

b. Environmental

Area 3 appears to be completely encumbered by critical areas, containing a Shoreline of the State, wetlands, a fish habitat stream, and extensive geohazard areas.

4. Area 4:



a. Land Use and Zoning

Area 4 contains approximately 76 parcels and an approximate area of 229.41 acres and is zoned Agriculture – 10 acres. The predominant existing land uses are residential and vacant.

b. Environmental

Area 4 also appears to be completely encumbered by critical areas, containing a Shoreline of the State, wetlands, a fish habitat stream, and extensive geohazard areas. Furthermore, the entirety of Area 4 is located within a floodway.



MONROE CITY COUNCIL

Agenda Bill No. 20-023

B. Scenarios

1. Scenario 1

Scenario 1 is a proposal to amend the City's existing UGA boundaries to include the parcels identified by Susan and Lonnie Davis, which are shown in Area 1 of Attachment 1.

Development Suitability

As Scenario 1 only affects area 1 in Attachment 1. Area 1 is minimally encumbered by critical areas. Additionally, the zoning of the properties allows for less dense residential development than is permitted by adjacent zoning in the City of Monroe (R4). This option is likely to add residential capacity to the City.

2. Scenario 2

Scenario 2 proposes to amend the City's existing UGA boundaries to include the parcels in Area 1 and Area 2, as shown in Attachment 1.

Development Suitability

Scenario 2 would incorporate Areas 1 and 2 into the City's UGA. Areas 1 and 2 are less impacted by critical areas than Area 3 or Area 4. Additionally, the zoning of the properties allows for less dense residential development than is permitted by adjacent residential zoning in the City of Monroe (R4). This option is likely to add residential capacity to the City.

3. Scenario 3

Scenario 3 proposes to amend the City's existing UGA boundaries to include the parcels in Area 1, Area 2, and Area 3, as shown in Attachment 1.

Development Suitability

Area 3 appears to be entirely impacted by critical areas, thus resulting in a mostly undevelopable area. Areas 1 and 2, which are included in the scenario, are less impacted and more developable, and still may add residential capacity, as described above.

4. Scenario 4

Scenario 4 proposes to amend the City's existing UGA boundaries to include the parcels in Area 1, Area 2, Area 3, and Area 4, as shown in Attachment 2.

Development Suitability

Areas 3 and 4 appears to be entirely impacted by critical areas, thus resulting in a mostly undevelopable area. Areas 1 and 2, which are included in the scenario, are less impacted and more developable, and still may add residential capacity, as described above.

5. Scenario 5

This scenario assumes no changes to the existing UGA boundaries and is based on future land use categories and zoning districts in place today. On October 22, 2019, the City Council adopted pre-annexation zoning designations for the City's UGA, as authorized by RCW 35A.14.330. Pre-annexation zoning designations are consistent with the land use designations for the UGA that were adopted as part of the 2015 - 2035 Monroe Comprehensive Plan Future Land Use Map (Attachment 3). The majority of the properties in the City's UGA have been pre-zoned as single-family residential (R-4 or R-7) with the other areas pre-zoned as General Commercial (GC), Mixed Use



MONROE CITY COUNCIL

Agenda Bill No. 20-023

General (MG), or Institutional (IN). As this scenario does not modify the existing UGA boundaries, no additional action would be needed at this time.

Future Considerations

1. Scenarios 1 - 4

Scenarios 1 through 4 would require amending the City's UGA. Each of these scenarios would have substantial fiscal impacts, which could range between \$100,000 and \$150,000, depending upon which scenario is pursued. Furthermore, applications to the County are due by October 30, 2020. The City would need to hire consultants to complete the required technical studies prior to submittal of the amendment application to Snohomish County. These scenarios would also significantly impact staff workloads.

2. Scenario 5

As stated previously, this scenario does not modify the existing UGA boundaries. No additional studies, legislative actions, or financial resources are needed to maintain the existing UGA boundaries, as proposed by this scenario.

FISCAL IMPACTS

The fiscal impacts vary depending upon which scenario the City Council wishes to pursue. Scenarios 1 – 4 may result in expenditures up to \$150,000 to account for required technical studies and consultant fees. Scenario 5 assumes no changes and would not require the provision of additional financial resources.

TIME CONSTRAINTS

Applications to amend the UGA must be filed with Snohomish County by October 30, 2020.

ALTERNATIVES

None at this time. Discussion only.



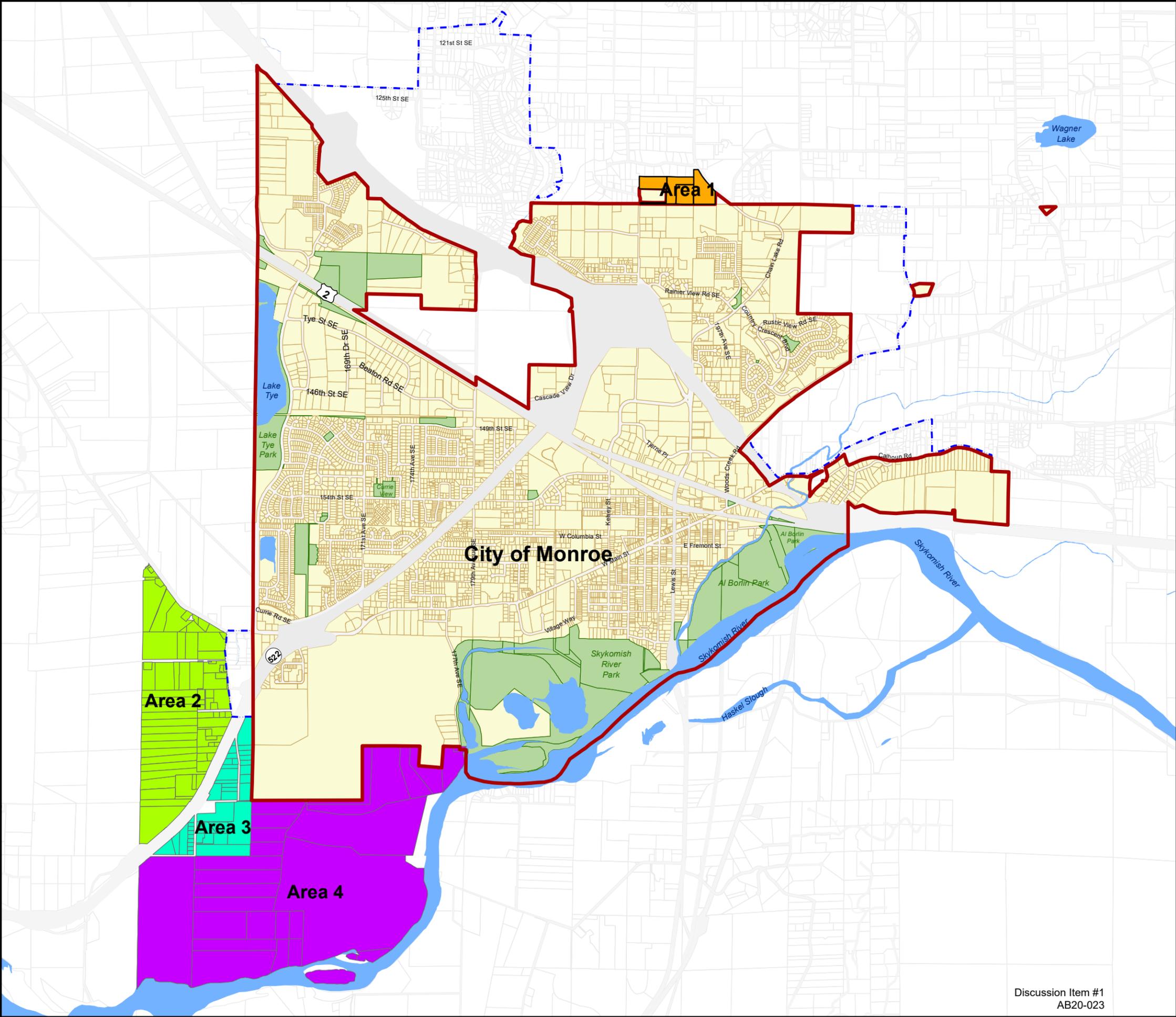
POTENTIAL UGA EXPANSION AREAS

-  Area 1
-  Area 2
-  Area 3
-  Area 4

Boundaries
 Monroe City Limits  Urban Growth Area



Map data shown is the property of the City of Monroe and Snohomish County. Inaccuracies may exist and the City of Monroe and Snohomish County imply no warranties or guaranties regarding any aspect of data depiction. No real estate decisions are to be made using this map. Please contact the City of Monroe Planning and Permitting Department to verify the designation(s).
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November 5th, 2019

Mayor Geoffrey Thomas
806 West Main Street
Monroe, WA 98272
Sent via email: gthomas@monroewa.gov

RE: Request to engage with the City of Monroe regarding docket application to expand the City of Monroe Urban Growth Area (UGA) and subsequent annexation

Dear Mayor Thomas:

It was a pleasure meeting with both you and Community Development Director Swanson on October 24th to discuss our desire to be included in the City of Monroe UGA and to annex our property into the city corporate boundaries. While we understand that it is ultimately Snohomish County that makes decisions about UGA expansions, we want to determine whether the City of Monroe has any desire to include this property in the City before we move forward with a submitting docket application at this time. Over the next 3-4 months, we would very much like to work with you, Director Swanson, and the City Council as you set your strategic direction for the coming Comprehensive Plan update process.

Background – why this is the right time to discuss

While we understand that the next Comprehensive Plan update won't be enacted until June of 2023, a docket application is due to Snohomish County in October of 2020 (should we decide to move our project forward). Further, we understand that the County is already in the early stages of the Comp Plan Update process. Our goal is to actively work with the City leaders and staff during this time.

In speaking with our consultant (Clay White with LDC) now is the right time for the City to be thinking about its goals as this process begins. How much population and employment growth do you want to plan for? What policy changes are necessary to support your goals? As the table below demonstrates, the Buildable Lands update process has already begun and both the initial population target setting process and Countywide Planning Policy (CPP) update will take place in 2020. The next few months are critically important, especially given how much the City has grown since the Comprehensive Plan was adopted four years ago.

2023 Update Timeline



Overview of our proposal

The Davis/Johnson properties have been in the same family since the late 30's/early 40's, and are approximately 21.72 acres combined (parcels 28062500407600, 28062500407700, 28062500300600, 2806250040800). These properties are in the North Hill Area, adjacent to Mainvue's residential developments and City of Monroe water towers (which we believe Sue's grandparents sold to the City back in the 80's). Together, these properties span the entire distance between 191st Ave SE and 197th Ave SE, with 60% of our property boundary line being a common boundary with the City of Monroe. We also have a natural gas/water line easement running east/west from 197th to 191st, and believe this could be a great opportunity to create an east/west trail connection between the proposed Chain Lake Road Trail and the North Hill Park anticipated at the intersection of 191st Ave SE and 134th St SE.

It is our collective desire that these 4 properties be brought in the UGA and concurrently annexed into the City of Monroe. If the City believes this to be a logical expansion and agrees with making this docket application during the October 2020 docketing process, we would be happy to work with the City to put together an agreement to not further develop this property until the annexation takes place.

We understand that the City may want to focus future UGA expansion to the SW portion of the City. However, in speaking to Clay, this set of properties would provide a relatively small amount of new residential development and create a solid City limit boundary. Both goals could be accomplished.

Conclusion

Out of great respect for the City of Monroe, we are asking to engage with you first on this very important issue. We hope to have the opportunity to be part of a future City Council study session about future growth in the City and garner your support for this proposed project. Our family has been a part of this community for the past eight decades and would really love to be a part of the City. We would also enjoy having the opportunity to answer any questions you might have at this stage.

We look forward to hearing from you soon. If you need additional information, just let us know. We can be reach at realestatesue@comcast.net or at 425-344-1029

Best regards,

A handwritten signature in blue ink, appearing to read "Susan and Lonnie Davis". The signature is stylized and includes a long horizontal flourish extending to the right.

Susan and Lonnie Davis

Cc: Ben Swanson, Community Development Director

Davis & Johnson properties



City of Monroe



COMPREHENSIVE PLAN MAP

COMP. PLAN DESIGNATIONS

- Downtown Commercial
- Tourist Commercial
- General Commercial
- Mixed Use
- Industrial
- Institutional
- Low Density SFR
- Medium Density SFR
- High Density SFR
- Multifamily
- Parks
- Limited Open Space
- Shoreline Industrial
- Transportation

BOUNDARIES

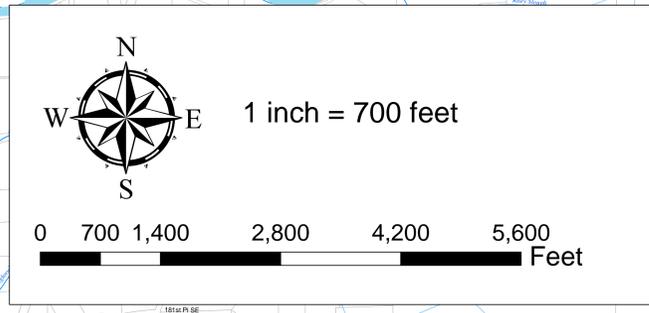
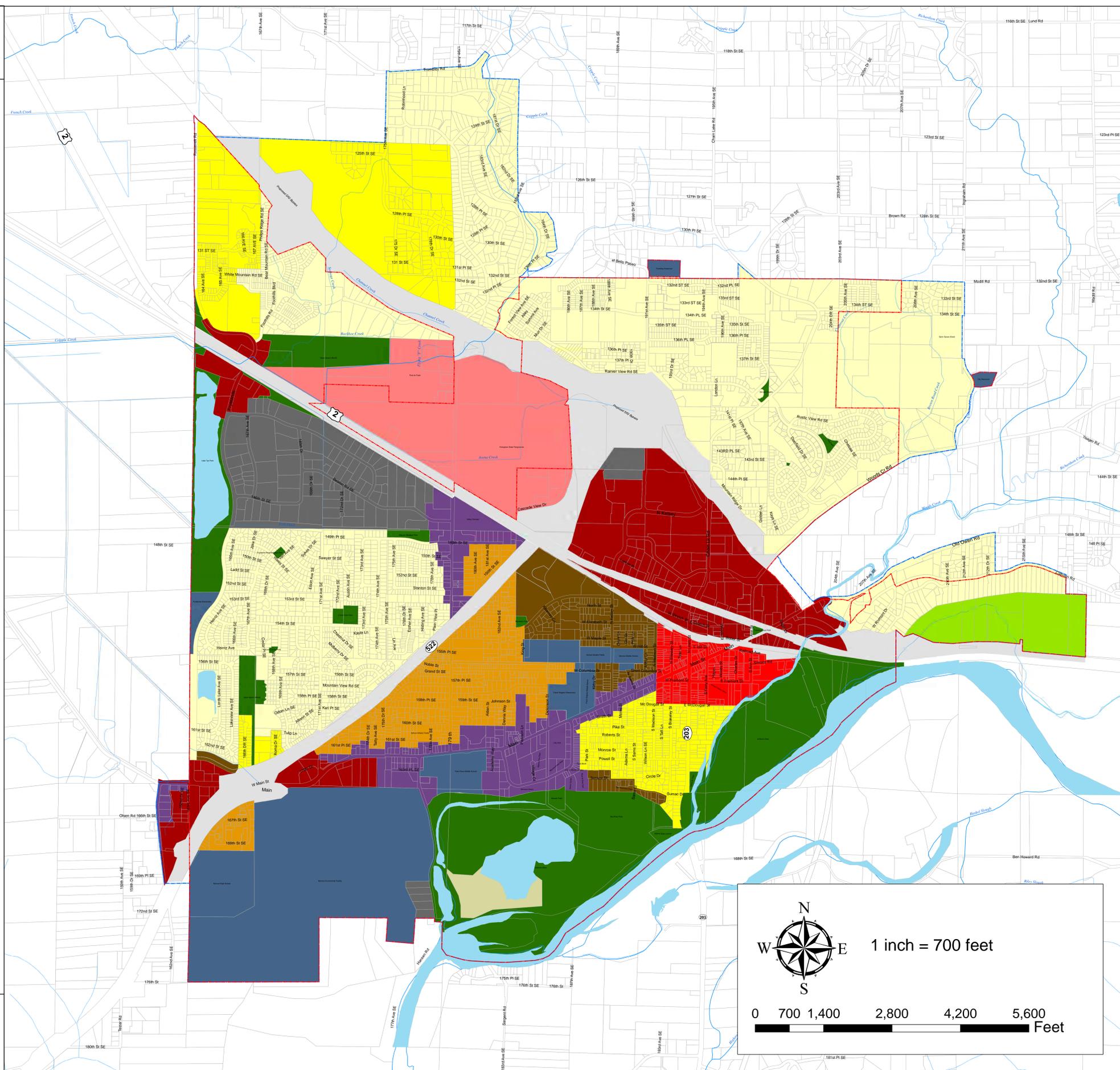
- Urban Growth Area
- Monroe City Limits

Official City of Monroe 2016 Comprehensive Plan Map

This is to certify that this is the official comprehensive plan map of the City of Monroe, Washington.

Adopted December 8, 2015
(Signed Copy in City Records)

Map data shown is the property of the City of Monroe & Snohomish County. Inaccuracies may exist and the City of Monroe & Snohomish County imply no warranties or guarantees regarding any aspect of data depiction. No real estate decisions are to be made using this map. Please contact the City of Monroe Planning and Permitting Department to verify the designation(s).





MONROE CITY COUNCIL

Agenda Bill No. 20-024

SUBJECT:	<i>Review the 2019 Strategic Plan Accomplishments and 2020-2025 Strategic Priorities</i>
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DATE:	DEPT:	CONTACT:	PRESENTER:	ITEM:
02/04/2020	Executive	Deborah Knight	Deborah Knight	Discussion Item #2

Discussion: 04/30/2019 Council Workshop
Attachments: 1. 2019 Strategic Plan Accomplishment
2. 2020-2025 Strategic Priorities

REQUESTED ACTION: *Review the 2019 Strategic Plan Accomplishments and the 2020-2025 Strategic Priorities. Ask questions. Provide feedback to Mayor and city staff.*

POLICY CONSIDERATION

As the legislative branch of local government, the City Council has a responsibility to prepare the organization for the future by identifying the community's long-range priorities; adopting goals to achieve those priorities; and providing the funding necessary to implement the priorities.

This is an opportunity for the City Council to review accomplishments for the prior year and the 2020-2025 Strategic Priorities. The City Council will discuss the strategic priorities for 2021-2026 at the workshop scheduled for Tuesday, March 31, 2020.

DESCRIPTION/BACKGROUND

2019 Work Plan

In 2018, the City Council adopted the 2019-2024 Strategic Plan with the intent of adjusting the Strategic Plan during the annual budget process. The City has accomplished the majority of the 2019 strategic goals. Efforts to complete the remaining 2019 goals are well underway. Attachment 1 lists the 2019 Strategic Accomplishments.

2020-2025 Strategic Plan

At the April 30, 2019 council workshop, the City Council reviewed the prior year's strategic plan and updated it for the years 2020 through 2025. The Council also identified six core strategic priorities for the City, which will continue to inform the City's long term mission and goals:

- Safe and Secure
- Economic Development
- Manage Growth
- Utilities and Transportation
- Community Culture
- Good Government



MONROE CITY COUNCIL

Agenda Bill No. 20-024

The Six-Year Strategic Plan helps prioritize and organize efforts based on consensus with an observable and trackable timeline. In this way, the Six-Year Strategic Plan guides near-term progress towards achieving Monroe's long-term vision.

The strategic plan serves as the tool to prioritize initiatives, resources, goals, and department operations and projects.

The Six-Year Strategic Plan (Attachment 2) is incorporated into the 2020 Budget. The connection between the strategic plan and the City's financial resources, as outlined in the General Fund Six-Year Forecast, insures a strong link between long-range comprehensive planning, mid-range strategic planning, and short-term implementation decisions included in the annual budget and reflected in department work plans.

FISCAL IMPACTS

The 2020 budget includes funding for project listed in the 2020 strategic plan.

TIME CONSTRAINTS

This is an introduction to the 2020 work plan. The proposal is to get City Council input on the 2021-2026 Strategic Plan during the council workshop on March 31, 2020.

The Council's priorities will be considered in preparing the Mayor's 2021 Recommended Budget. A final strategic plan will be presented to the City Council for adoption with the annual budget.

RECOMMENDATION

Review the 2019 Strategic Plan Accomplishments (Attachment 1) and 2020-2025 Strategic Plan (Attachment 2). Provide direction to Mayor Thomas and city staff.

**2019 STRATEGIC PLAN COUNCIL UPDATE
FEBRUARY 4, 2019**

Project	Status	Next Steps
SR522 Funding Request	<ul style="list-style-type: none"> • Formed #Finish522 Coalition • Created webpage and video • Moved \$10 million Connecting Washington funding for design from 2025 to 2020 • Construction funding included in proposed transportation package 	<ul style="list-style-type: none"> • Work with state legislature to secure construction funding in next transportation package
Tjerne Pl. Phase III	<ul style="list-style-type: none"> • Securing right of way 	<ul style="list-style-type: none"> • Design improvements • Seek grant funding
191 st Street	<ul style="list-style-type: none"> • Council evaluated design and cost alternatives • Determination project is no longer needed as a result of alternative access points to neighborhoods along Chain Lake Rd. • Council directed Mayor and staff to stop work and remove 191st Street from project list 	None
Regional Transportation Improvement Dist (RTID)	<ul style="list-style-type: none"> • Informally discussed RTID with city and county partners. • Focused attention on SR 522 funding request 	None
City Hall Facilities Report	<ul style="list-style-type: none"> • Completed facilities report in 2019. • Presented findings to City Council 12/3/19 	<ul style="list-style-type: none"> • Discuss funding strategies during 2021 budget workshop
Design Wayfinding Signs/Select Locations	<ul style="list-style-type: none"> • Funding approved for 2020 • Issued Request for Proposal • Selected Tangram • Public survey issued 	<ul style="list-style-type: none"> • Gateway design underway • Installation of one gateway sign and one park sign budgeted for 2020
Quiet Train Designation Approved		

**2019 STRATEGIC PLAN COUNCIL UPDATE
FEBRUARY 4, 2019**

Project	Status	Next Steps
Parks bond and levy measure	<ul style="list-style-type: none"> • Developed partnership with East County Park and Rec District and Snohomish County • Formed citizen advisory committee • Develop cost estimates and bond underwriting • Implemented education campaign • Bond passed in Monroe by over 60% 	<ul style="list-style-type: none"> • Evaluate opportunity for second ballot measure in April 2020
Lake Tye Field Design	<ul style="list-style-type: none"> • Design underway • Included in East County Park and Recreation Bond 	<ul style="list-style-type: none"> • Design Completed • Included in 2020 bond • Funding strategy adopted • Construction scheduled for summer 2020
North Hill Park Acquisition	<ul style="list-style-type: none"> • Negotiate acquisition • Sign letter of intent 	<ul style="list-style-type: none"> • Sign purchase and sale agreement • Complete due diligence • Transfer property
Cadman Pk Reclamation	<ul style="list-style-type: none"> • Negotiating removal of berm as required by floodplain regulations 	<ul style="list-style-type: none"> • Confirm property meets permit requirements
Cadman Property Transfer	None	<ul style="list-style-type: none"> • Hire consultant to negotiate property transfer
Downtown Art Install	<ul style="list-style-type: none"> • Council approved increasing budget from \$10,000 to \$20,000 • Issued request for proposal (RFP) • Selected art work and installed fall 2019 	<ul style="list-style-type: none"> • No funding for program in 2020 budget
Parks Department Reorg	<ul style="list-style-type: none"> • Hired park planner, Denise Johns and Tourism, promotion and marketing specialist, Katie Darrow 	<ul style="list-style-type: none"> • Project complete

**2019 STRATEGIC PLAN COUNCIL UPDATE
FEBRUARY 4, 2019**

Project	Status	Next Steps
Initiate Homelessness Policy Advisory Committee	<ul style="list-style-type: none"> • Committee evaluated causes of homelessness and best practices • Identified areas of need • Created draft recommendations • Held open house to take public comment 	<ul style="list-style-type: none"> • Finalized recommendations • Developed communications strategy • Present recommendations to council • Initiate implementation plan
Monroe Court Strategic Plan	<ul style="list-style-type: none"> • Issued RFP • Selected Anne Pflug and Karen Reed • Negotiate ILA with Lake Stevens and Sultan 	<ul style="list-style-type: none"> • Approve contract • Complete assessment • Present results to Mayor and City Council • Discuss investments in 2021-2022 budget
Implement EDAB Recommendations	<ul style="list-style-type: none"> • Recommended contract for gateway/wayfinding signs • Completed annual business survey • Evaluated economic development websites • Recommended changes to city's website 	<ul style="list-style-type: none"> • Recommend gateway/wayfinding sign design • Update economic development web page • Update 6-year plan
Compensation Study	<ul style="list-style-type: none"> • Issued RFP • Selected Ross Audrey • Selected comparable cities • Interviewed staff • Issued final report 	<ul style="list-style-type: none"> • None
IT Strategic Plan	<ul style="list-style-type: none"> • Issued RFP • Interviewed consultants • Bringing contract to council for approval 2/2020 	<ul style="list-style-type: none"> • Complete assessment • Present results to Mayor and City Council • Discuss investments in 2021-2022 budget
Street/Stormwater Funding Strategy(\$)	<ul style="list-style-type: none"> • Discuss with council during 2020 budget deliberations • Adopted strategy in 2020 budget 	None

**2019 STRATEGIC PLAN COUNCIL UPDATE
FEBRUARY 4, 2019**

Project	Status	Next Steps
Adopt Unified Development Code	<ul style="list-style-type: none"> • Code adopted 	<ul style="list-style-type: none"> • Review and recommended updates • Review and update street design standards
Updated Code Enforcement Process	<ul style="list-style-type: none"> • Completed Phase I to understand and streamline code enforcement 	<ul style="list-style-type: none"> • Hire code enforcement officer • Initiate new process • Update code • Adopt International Property Maintenance Code
Adopt Shoreline Master Plan	<ul style="list-style-type: none"> • Adopted and approved by Department of Ecology 	<ul style="list-style-type: none"> • None
Initiate "No Protest" Annexations	<ul style="list-style-type: none"> • Identified properties • Contacted owners • Waiting responses 	<ul style="list-style-type: none"> • Initiate annexations
Update land use fees	<ul style="list-style-type: none"> • Selected FCS Group • Evaluated Fee structure • Presented findings to finance committee 	<ul style="list-style-type: none"> • Discuss policy alternatives • Adopt new fees
Initiate Vision 2050	<ul style="list-style-type: none"> • Issued RFP • Interviewed consultants • Selected Enviroissues 	<ul style="list-style-type: none"> • Form Steering Committee • Hold focus groups • Gather community input • Adopt vision, mission and core values
Document Records Mngt software Implement (\$)	<ul style="list-style-type: none"> • Issued RFP • Interviewed consultants • Approved contract • Working with departments to implement 	Continue implementation

Strategic Priorities

Safe and Secure	Economic Development	Manage Growth	Utilities and Transportation	Parks and Recreation <u>Place-Making</u> <u>Community Culture</u>	Good Government
<ul style="list-style-type: none"> • Court strategic plan • Homelessness/ Addiction strategic plan • Community Resource Center • Police Dept Assessment • Smart City • Code Enforcement • Emergency Management 	<ul style="list-style-type: none"> • Implement Economic development priorities • Gateway/Wayfinding signs • Underground Utilities • Hotel Study • Festival Lot 	<ul style="list-style-type: none"> • Vision 2050 • Implement Economic development priorities • Update development regulations • Affordable housing strategic plan • Annex UGA (Incorporate) 	<ul style="list-style-type: none"> • SR522 funding • US 2 Bypass • Blueberry Ln • Tjerne Place • 191st Street • Quiet train designation • RR Grade Separation • Water/Sewer Plan updates • SVT Transit 	<ul style="list-style-type: none"> • Lake Tye Park • Cadman Reclamation • Cadman Park • North Hill Park • Centennial Trail • Downtown Art • Update Parks Plan • Al Borlin/ Lewis Street Master Plan • Trails Plan • Update Parks Plan • Community Center • Festival Lot • Chain Lake Trail • N. Kelsey Park • Stage (Bathrooms) 	<ul style="list-style-type: none"> • City Campus Facilities rpt • City Campus Remodel • Document Management • N. Kelsey Debt Payment • Parks and Street funding • Utility Rate Studies • Evaluate Staffing Needs • IT Strategic Plan • Smart City • Diversity • Springbook upgrade/modules

Strategic Plan 2020-2025



- Lake Tye All Weather Fields Construct
- N. Kelsey Debt Payment
- SR522 Design
- Design Tjerne Place Phase III
- City Campus Design
- RCO Grant N. Hill
- Acquire N. Hill Park
- RR Crossings Evaluation
- Design Wayfinding Signs/Select Locations
- Install Gateway Signs
- Voter Approved Park Bond/Levy
- Implement Homelessness/Addiction Strategic Plan (\$)
- Authorize two-year budget
- Implement IT Strategic Plan
- Implement EDAB Recommendations
 - Prioritize Annexations
 - Update Park Plan
 - Finalize Vision 2050
 - Evaluate Staffing Needs
 - SR522 Funding Request
 - Tjerne Pl. Phase III Grant
 - City Hall Facilities Report
 - Cadman Pk Reclamation
 - Cadman Property Transfer
 - Smart City
 - Park Wayfinding/Gateway Signs
 - Records Management Phase II
 - Recoding of Gender Bias
 - Monroe Court Assessment

- US 2 Bypass Funding Strategy
- City Hall/Court bond
- Centennial Trailhead Acquisition
- N. Hill Park Design
- Adopt Park Plan
- Al Borlin/Lewis St Parks
- Master Plan
- Train Station/Parallel Tracks
- Hotel Study
- Adopt two-year budget
- RR Grade Separation Strategy
- Install Wayfinding Signs
- Design/Construct Voter Approved Park Projects
- Initiate Annexations
- Water/Sewer Plan Update
- Utility Rate Studies
- Scope Comprehensive Plan
- Implement Vision 2050

- US 2 Bypass Funding Request
- Court/Council Chambers Construction
- N. Hill RCO Grant
- Centennial Trailhead
- Design
- Al Borlin/Lewis St Parks RCO Grant
- Funding for RR Grade Separation Design
- Evaluate Cost to Underground Utilities Downtown
- Install Wayfinding Signs
- Update Transportation Benefit District for Ballot
- Design/Construct Voter Approved Park Projects
- RCO Grant Cadman
- Cadman Construct

- N. Hill Park Construct
- Centennial Trailhead Construct
- Al Borlin/Lewis St Parks Construct
- Adopt Comp Plan
- Citywide paved multi-use & on-street bicycle accommodations
- Funding RR Grade Separation Permits
- Funding Strategy to Underground Utilities
- TBD Ballot Measure

- Implement Comp Plan Priorities
- Funding RR Grade Separation
- Underground Utilities Phase I

FINAL 12/10/2019



MONROE CITY COUNCIL

Agenda Bill No. 20-025

SUBJECT:	<i>Vision 2050 Sounding Board</i>
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DATE:	DEPT:	CONTACT:	PRESENTER:	ITEM:
02/02/2020	Executive	Deborah Knight	Deborah Knight	Discussion Item #3

Discussion: 12/10/2019, 05/21/2019, 02/26/2019

Attachments: 1. *Scope of Work and timeline*

REQUESTED ACTION: *Review the Vision 2050 timeline. Discuss the qualifications for the scheduled Sounding Board. Direct Mayor and City Staff to begin seeking qualified Sounding Board members.*

POLICY CONSIDERATION

A thoughtful vision statement is one of the elements needed to form a forward looking strategic framework that gives councils the long-term-comprehensive perspective necessary to make rational and disciplined tactical/incremental decisions on community issues as they arise. Community vision statements are typically crafted through a collaborative process that involves a wide variety of community residents, stakeholders and elected officials.

The policy question for the City Council is to discuss and provide direction on the desired qualifications for Sounding Board members to ensure a diverse, cross-section of Monroe residents and business owners.

DESCRIPTION/BACKGROUND

On December 10, 2019, the City Council approved a contract with Enviroissues to oversee a collaborative community process to help develop a long-range vision, mission, and core values statement for the city.

The vision, mission and core values statement will be used to guide the 2023 Comprehensive Plan Update and six-year strategic plan.

A key component of the project is the creation of a 10-12 member community “Sounding Board”.

The purpose of the community Sounding Board is to provide guidance to City Council, Mayor and staff during the research, planning, public outreach, and coordination phases of Vision 2050. After the visioning process is complete, the function of the Sounding Board changes to educate other stakeholders about the City’s revised vision, mission and core values statements.

The Sounding Board is expected to be convened by the city, with potential members identified by Mayor Thomas, City Council, and city staff to represent significant community constituencies, including:

- Residents
- Communities of color
- Neighborhood associations



MONROE CITY COUNCIL

Agenda Bill No. 20-025

- Businesses
- Business organizations / groups
- Boards and Commissions
- School District
- Faith-based organizations
- Non-profits
- Community-based organizations and agencies

It is essential that people of color, minority-owned businesses and residents who speak languages other than English are well represented from the beginning, as well as stakeholders from a selection of socially and ethnically-diverse neighborhoods.

EnviroIssues recommends convening the Sounding Board once in the spring (during the initial Assessment phase) and once in the fall of 2020 to finalize the vision, mission and core values statements before making a recommendation to the city council.

The primary focus of the first meeting will be a workshop to explore the city's core values and the vision statement. Sounding Board members will be invited to attend and/or present at a final City Council briefing with the recommended vision, mission and core values.

EnviroIssues will provide meeting materials and a note-taker as well as expertise on structure and operating guidelines, roles and responsibilities to leverage the exponential networks of the members within the community. EnviroIssues, working through the Sounding Board structure, will share findings from individual tasks to the public, community groups, City Council, the Mayor, City staff and other stakeholders at key milestones throughout the contract.

Some of this outreach may occur in person through briefings, while other updates may be shared online using a digital platform.

Sounding Board meetings will be scheduled at City Hall. City staff will create a city webpage where all meetings will be noticed and materials posted, as prescribed by Washington's Open Public Meetings Act.

IMPACT – BUDGET

Support for the Sounding Board is included in the project budget for 2020.

TIME CONSTRAINTS

The Sounding Board is scheduled to convene in late March. The City Council should confirm the Mayor's appointments to the Board by March 9, 2020 in order for the Board to convene by March 23, 2020. The last Board meeting is tentatively early September with the final report delivered to the City Council in late October.

Advertising and outreach for Board members should begin as soon as possible in order to meet this schedule.

ALTERNATIVES TO REQUESTED ACTION

Do not direct Mayor Thomas and city staff to begin recruiting Sounding Board members. Identify areas of concern.

Vision 2050 project schedule (1/9/2020)



Project Kickoff  Project kick off

Assessment  Sounding Board Mtg 1
 1:1 interviews  Focus groups

Planning  City Council Briefing
 Communication & Outreach Plan
 Print & online notifications
 Participate.online website

Engagement  Movies Under the Moon
 National Night Out
 Sounding Board Mtg 2
 Outreach planning
 Outreach activities

 Finalize mission statement and core values
 Final report to Council



MONROE CITY COUNCIL

Agenda Bill No. 20-026

SUBJECT:	2020 Potential Park Capital Bond Election
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DATE:	DEPT:	CONTACT:	PRESENTER:	ITEM:
02/04/2020	Parks/Finance	Mike Farrell/ Becky Hasart	Becky Hasart	Discussion Item #4

Discussion: 02/04/2020

01/21/2020 Finance/HR Committee

Attachments:

1. Precinct Report from 11/05/2019 Election with notes
2. 2020 Elections Timeline (Snohomish County Elections)
3. Monroe Recommended Projects List 2020
4. Debt Service Amortization Schedule (DA Davidson)
5. Park Bond measure impacts spreadsheet
6. Strategies360 Proposal – Digital Education Efforts
7. Q&A from 01/21/2020 FHR Committee

REQUESTED ACTION: After discussion, move this item to February 11, 2020 for adoption of a Resolution to place this bond request on the April 28, 2020 ballot.

POLICY CONSIDERATIONS

Recommend staff bring this item back to the February 11, 2020 as a resolution for adoption to place the Parks Bond Measure on the April 28, 2020 ballot.

RCW 35A.40.090 allows cities to contract for indebtedness. Cities may also request, through a supermajority vote (60% passage), to tax real and personal property within its jurisdiction above current taxing levels to pay for indebtedness associated with park's capital projects per the Washington State constitution. The City of Monroe's Debt Policy also allows the City to request an excess tax levy for a capital projects bond measure.

DESCRIPTION/BACKGROUND

RCW 35A.40.090 and the City's Debt Policy allows the City to requests its own park capital bond measure. Based on the returns from the November 5, 2019 election, it is recommended that the City place a bond measure request on the April 28, 2020 special election.

During 2019, the City assisted the East County Parks and Recreation District with a bond/excess levy request to help fund capital parks projects located within the District. Because the City is part of this District, the excess levy request included City of Monroe priority capital parks projects.

The Washington State constitution requires that excess tax levies (bond request) used to pay for capital projects must pass by a minimum of 60% (sixty percent). As illustrated in Attachment 1, the bond measure only passed by 56.79%, thus failed to meet the 60% threshold. However, within the City of Monroe precincts, the bond measure passed by 61.90%.

In order to be qualified for the April 28, 2020 special election, the City Council must adopt a resolution related to the excess levy request and submit this resolution to the county no later than February 28, 2020 (Attachment 2). This resolution would include the wording as it will appear on the ballot and the purpose of the tax request. The purpose would identify that the



MONROE CITY COUNCIL

Agenda Bill No. 20-026

bond would be used for Parks Capital projects, the life of the bond, and the potential tax impact to real property within the City.

Attachment 3 is the list of projects that the bond measure would fund. Staff has updated both the timing and the estimated costs associated with each project. Total authority being requested ranges from \$7.5 million to \$8.155 million pending discussion tonight (difference is the estimate associated with the Chain Lake Road Trail development). Bonds would be issued in two installments, to be timed with when the identified projects are ready for development. Bonds can be issued this fiscal year, with first payments due in 2021, once the election is certified.

Attachment 4 and 5 illustrate the conservative potential impacts to real property located within the City of Monroe based on issuing 30 year bonds. The first three years would only collect for the first issuance of bonds, currently estimated at \$5.355 million. In fiscal year 2024, tax collection would include the entire bond amount (estimated at \$8,155 million). Impacts per property are estimated to be approximately \$0.15 per \$1,000 of assessed valuation the first year and would decrease steadily each year as new construction values continue to be added to the City of Monroe's overall assessment. The following table highlights specific year's impacts based on a \$8.155 million 30 year bond issued in two installments (2020 & 2023 issue years):

Year	Rate per \$1,000	Annual impact on \$300,000 home	Annual impact on \$500,000 home	Annual impact on \$600,000 home	Monthly impact on \$500,000 home
2021	\$0.14669	\$44.01	\$73.34	\$88.01	\$6.11
2024	\$0.13413	\$40.24	\$67.07	\$80.48	\$5.59
2053	\$0.05700	\$17.10	\$28.50	\$34.20	\$2.38

The East County Parks and Recreation Board (ECPRD) bond request had an estimated impact of \$0.16 per \$1,000 in the first year and a \$0.26 per \$1,000 at its highest point. Again, the proposed City of Monroe Parks Capital bond would have an estimated \$0.15 per \$1,000 impact in the first year and would steadily decrease in the remaining years (Attachment 4).

In order to be successful, the City of Monroe voters would need to approve this measure by 60% (sixty percent). To validate, we would have to have a minimum voter turnout of 1,480. Per Attachment 1, we had 3,444 Monroe voters participate in the ECPRD election out of 3,699 total voters participating in all ballot measures in November 2019 (per Snohomish County elections).

As with the ECPRD bond measure in November, this item is considered an excess levy request. Thus, low income seniors and low income disabled property owners can request relief from this measure based on qualifying factors. To obtain additional information regarding this exemption, interested property owners can contact Snohomish County at 425-388-3540 or snohomishcountywa.gov/328/Property-Tax-Exemptions.

OTHER CONSIDERATIONS

During 2019, the City engaged Strategies360 to help with a digital education campaign related to the Monroe specific projects associated with the ECPRD's bond measure. Total cost of this engagement was \$9,350 (\$650 less than the \$10,000 not to exceed contract). If Council approves placing this measure on the April 28, 2020 special election, the City would like to again engage Strategies360 to assist with the education campaign. Staff would present a contract



MONROE CITY COUNCIL

Agenda Bill No. 20-026

with Strategies360 on the same evening as the bond resolution (February 11, 2020) for consideration by the entire Council. It is anticipated that costs should not exceed \$6,000 for this effort (see Attachment 6).

IMPACT – BUDGET

Cost of a special election in April 2020 can vary depending on if we are the only ballot measure or if there will be addition jurisdictions running ballot measures. Also, costs can be mitigated if we choose not to have a voter's pamphlet, which is an option with a special election if we are running solo.

Potential election costs can range from \$15,000 to \$50,000.

Bond counsel and bond underwriting services would only attach if the bond measure is approved by voters and we issue the bonds. These costs would be incorporated into the bond issue and paid from bond proceeds.

An additional \$6,000 may be spent on Strategies360 to assist with the educational efforts associated with this bond measure.

TIME CONSTRAINTS

In order to qualify for the April 28, 2020 special election, the City must present an approved resolution to the County no later than February 28, 2020.

ALTERNATIVES TO REQUESTED ACTION

- Move forward as recommended.
- Delay the vote until November 2020.
- Do not move forward with a Park Capital Bond request.

Precinct Report
 Snohomish County, 2019 General, Nov 05, 2019
 All Precincts, All Districts, All ScanStations, All Contests, All Boxes
 Official Precinct Results

Page: 748 of 751
 2019-11-26
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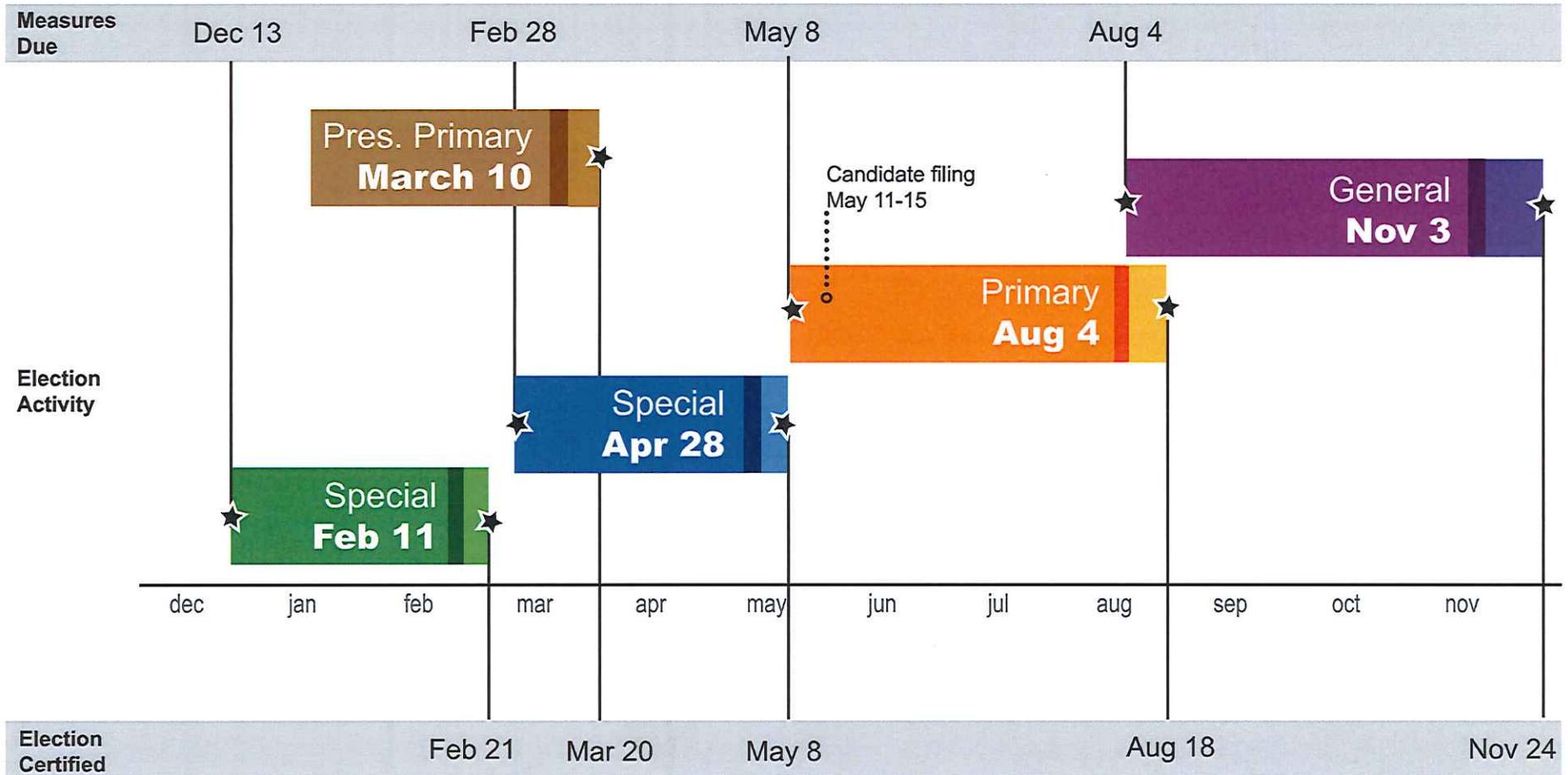
Total Ballots Cast: 204160, Registered Voters: 475926, Overall Turnout: 42.90%
 781 precincts reported out of 784 total

ECPRD Prop. 1 Bonds (Vote for 1)

Precinct	Ballots Cast	Reg. Voters	Total Votes	Yes	No	Over Votes	Under Votes
Precinct BLUFF	313	632	306	185 60.46%	121 39.54%	0	7
Precinct BROCKLIN	329	689	311	148 47.59%	163 52.41%	0	18
Precinct CHAIN LAKE	442	900	429	248 57.81%	181 42.19%	0	13
Precinct CLEARVIEW	351	730	337	189 56.08%	148 43.92%	0	14
Precinct ECHO LAKE	396	810	375	187 49.87%	188 50.13%	0	21
Precinct FAIRVIEW	250	550	241	163 67.63%	78 32.37%	0	9
Precinct HIGH BRIDGE	429	850	404	204 50.50%	200 49.50%	0	25
Precinct HIGH ROCK	253	571	243	120 49.38%	123 50.62%	0	10
Precinct HIGHLAND	244	499	237	115 48.52%	122 51.48%	0	7
Precinct LOST LAKE	205	410	197	130 65.99%	67 34.01%	0	8
Precinct LUPINE	254	520	239	147 61.51%	92 38.49%	0	15
Precinct MALTBY	307	642	300	160 53.33%	140 46.67%	0	7
Precinct MONROE 1	344	842	338	214 63.31%	124 36.69%	0	6
Precinct MONROE 2	340	915	326	209 64.11%	117 35.89%	0	14
Precinct MONROE 3 ←	251	841	241	139 57.68%	102 42.32%	0	10
Precinct MONROE 4 ←	353	862	337	190 56.38%	147 43.62%	0	16
Precinct MONROE 5	372	884	359	226 62.95%	133 37.05%	0	13
Precinct MONROE 6	289	657	278	169 60.79%	109 39.21%	0	11
Precinct MONROE 7 ←	318	716	300	162 54.00%	138 46.00%	0	18
Precinct MONROE 8	196	402	186	127 68.28%	59 31.72%	0	10
Precinct MONROE 9	435	993	418	278 66.51%	140 33.49%	0	17
Precinct MONROE 10	329	817	323	205 63.47%	118 36.53%	0	6
Precinct MONROE 11 ←	102	229	99	54 54.55%	45 45.45%	0	3
Precinct MONROE 12	167	491	161	108 67.08%	53 32.92%	0	6
Precinct MONROE 13	81	245	78	51 65.38%	27 34.62%	0	3
Precinct OWEN	245	616	234	129 55.13%	105 44.87%	0	11
Precinct PARADISE	361	751	343	172 50.15%	171 49.85%	0	18
Precinct PARK PLACE	107	281	102	48 47.06%	54 52.94%	0	5
Precinct PIPELINE	295	632	289	149 51.56%	140 48.44%	0	6
Precinct POND	227	473	217	120 55.30%	97 44.70%	0	10
Precinct RICHLAND	128	286	123	65 52.85%	58 47.15%	0	5
Precinct SILER	183	384	178	98 55.06%	80 44.94%	0	5
Precinct SOFIE	157	363	151	90 59.60%	61 40.40%	0	6
Precinct TROMBLEY	252	593	238	130 54.62%	108 45.38%	0	14
Precinct TUALCO	278	563	266	140 52.63%	126 47.37%	0	12
Precinct TURNER	438	846	419	247 58.95%	172 41.05%	0	19
Precinct WAGNER	335	710	322	150 46.58%	172 53.42%	0	13
Precinct WELCH	344	690	329	167 50.76%	162 49.24%	0	15
Precinct WELLINGTON	8	22	8	6 75.00%	2 25.00%	0	0
Total	10708	23907	10282	5839 56.79%	4443 43.21%	0	426

2132 yes
 3444 total > 61.90%

2020 Elections Timeline



Measures for special elections are due 60 days before an election day.
 Measures for the primaries are due by the Friday before candidate filing.
 Measures for general elections are due by the date of the primary.

Ballots are mailed 19 days before an election day.
 Military and overseas ballots are mailed 30 days before special election days
 and 45 days before primary and general election days.

Special elections are certified 10 days after an election day.
 Primaries are certified 14 days after an election day.
 General elections are certified 21 days after an election day.



Snohomish County Elections
 A Division of the Auditor's Office

(425) 388-3444 • elections@snoco.org
 www.snoco.org/elections

Priority	Total Estimate	Dollars in-hand	Remaining Est. need	Shovel-ready (Y/N/WB)	2020-2022	2023-2025
1. Lake Tye Park athletic fields renovation	\$3,500,000	\$1,300,000	\$2,300,000	Yes	\$2,300,000	
2. Playground equipment renovations	\$2,000,000		\$2,000,000	Yes	\$1,000,000	\$1,000,000
3. North Hill Park acquisition, design/development	\$3,200,000		\$3,200,000	Will be	\$1,400,000	\$1,800,000
4. Chain Lake Rd. Trail development	\$2,500,000	\$1,845,000	\$655,000	Yes	\$655,000	
Total	\$11,200,000	\$3,145,000	\$8,155,000		\$5,355,000	\$2,800,000

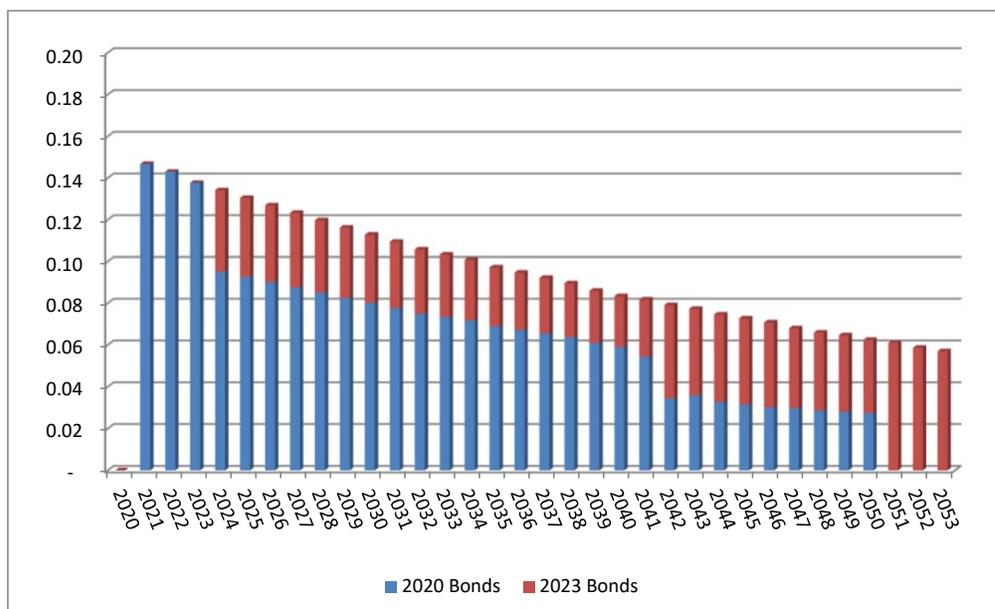
City of Monroe Recommended Projects List

- **Lake Tye Park** athletic fields renovation - \$2,300,000. Convert un-lighted, poor-draining grass fields to all-weather, lighted, synthetic turf, multi-purpose athletic fields that increase capacity and improve the use experience.
- Replace and upgrade playground equipment at 8 remaining City parks - **Cedar Grove, Currie View, Hillcrest, Stanton Meadows, Wales Street, Rainier View, Blueberry, Park Meadows** - utilizing features and materials similar to recent upgrades to Lake Tye & Sky River Parks - \$2,000,000
- **North Hill Park** acquisition, design & development - \$3,200,000. Priority project from Parks 6-year CIP. Would become new city park serving North Hill area residents.
- Develop **Chain Lake Road Trail** (between Rainier View Park and Brown Road) - \$655,000. Priority pedestrian project from 6-year TIP. Will extend existing southerly segment to connect new residential developments in north area of City to central commercial core services.

City of Monroe - \$8.155 million, 2 sales, Rated AA, 3% AV growth, Level Debt Service

	AV*	2020 DS	2023 DS	Total DS	2020 Bonds	2023 Bonds	Total Rate
2020	2,875,260,978			-	-	-	-
2021	2,932,766,198	430,200.00		430,200.00	0.15	-	0.15
2022	3,020,749,183	432,000.00		432,000.00	0.14	-	0.14
2023	3,111,371,659	428,400.00		428,400.00	0.14	-	0.14
2024	3,204,712,809	304,600.00	125,250	429,850.00	0.10	0.04	0.13
2025	3,300,854,193	305,400.00	125,250	430,650.00	0.09	0.04	0.13
2026	3,399,879,819	306,000.00	125,250	431,250.00	0.09	0.04	0.13
2027	3,501,876,213	306,400.00	125,250	431,650.00	0.09	0.04	0.12
2028	3,606,932,500	306,600.00	125,250	431,850.00	0.09	0.03	0.12
2029	3,715,140,475	306,600.00	125,250	431,850.00	0.08	0.03	0.12
2030	3,826,594,689	306,400.00	125,250	431,650.00	0.08	0.03	0.11
2031	3,941,392,530	306,000.00	125,250	431,250.00	0.08	0.03	0.11
2032	4,059,634,306	304,000.00	125,250	429,250.00	0.07	0.03	0.11
2033	4,181,423,335	306,750.00	125,250	432,000.00	0.07	0.03	0.10
2034	4,306,866,035	309,000.00	125,250	434,250.00	0.07	0.03	0.10
2035	4,436,072,016	305,750.00	125,250	431,000.00	0.07	0.03	0.10
2036	4,569,154,176	307,250.00	125,250	432,500.00	0.07	0.03	0.09
2037	4,706,228,802	308,250.00	125,250	433,500.00	0.07	0.03	0.09
2038	4,847,415,666	308,750.00	125,250	434,000.00	0.06	0.03	0.09
2039	4,992,838,136	303,750.00	125,250	429,000.00	0.06	0.03	0.09
2040	5,142,623,280	303,500.00	125,250	428,750.00	0.06	0.02	0.08
2041	5,296,901,978	287,750.00	145,250	433,000.00	0.05	0.03	0.08
2042	5,455,809,037	187,250.00	244,250	431,500.00	0.03	0.04	0.08
2043	5,619,483,309	201,250.00	233,250	434,500.00	0.04	0.04	0.08
2044	5,788,067,808	189,250.00	242,500	431,750.00	0.03	0.04	0.07
2045	5,961,709,842	187,500.00	246,000	433,500.00	0.03	0.04	0.07
2046	6,140,561,137	185,500.00	249,000	434,500.00	0.03	0.04	0.07
2047	6,324,777,971	188,250.00	241,500	429,750.00	0.03	0.04	0.07
2048	6,514,521,311	185,500.00	244,000	429,500.00	0.03	0.04	0.07
2049	6,709,956,950	187,500.00	246,000	433,500.00	0.03	0.04	0.06
2050	6,911,255,658	189,000.00	242,500	431,500.00	0.03	0.04	0.06
2051	7,118,593,328		433,750	433,750.00	-	0.06	0.06
2052	7,332,151,128		430,000	430,000.00	-	0.06	0.06
2053	7,552,115,662		430,500	430,500.00	-	0.06	0.06

*3% AV Growth



	\$5,355,000 first year \$2,800,000 third year			Impact Per Year							mo impact \$500,000
	new AV	annual debt service	rate per thousand	\$ 250,000	\$ 300,000	\$ 450,000	\$ 500,000	\$ 600,000	\$ 750,000		
2021	\$ 2,932,766,198	\$ 430,200	\$ 0.1466875	\$ 36.67	\$ 44.01	\$ 66.01	\$ 73.34	\$ 88.01	\$ 110.02	\$ 6.11	
2022	\$ 3,020,749,183	\$ 432,000	\$ 0.1430109	\$ 35.75	\$ 42.90	\$ 64.35	\$ 71.51	\$ 85.81	\$ 107.26	\$ 5.96	
2023	\$ 3,111,371,659	\$ 428,400	\$ 0.1376885	\$ 34.42	\$ 41.31	\$ 61.96	\$ 68.84	\$ 82.61	\$ 103.27	\$ 5.74	
2024	\$ 3,204,712,809	\$ 429,850	\$ 0.1341306	\$ 33.53	\$ 40.24	\$ 60.36	\$ 67.07	\$ 80.48	\$ 100.60	\$ 5.59	
2025	\$ 3,300,854,193	\$ 430,650	\$ 0.1304662	\$ 32.62	\$ 39.14	\$ 58.71	\$ 65.23	\$ 78.28	\$ 97.85	\$ 5.44	
2026	\$ 3,399,879,819	\$ 431,250	\$ 0.1268427	\$ 31.71	\$ 38.05	\$ 57.08	\$ 63.42	\$ 76.11	\$ 95.13	\$ 5.29	
2027	\$ 3,501,876,213	\$ 431,650	\$ 0.1232625	\$ 30.82	\$ 36.98	\$ 55.47	\$ 61.63	\$ 73.96	\$ 92.45	\$ 5.14	
2028	\$ 3,606,932,500	\$ 431,850	\$ 0.1197278	\$ 29.93	\$ 35.92	\$ 53.88	\$ 59.86	\$ 71.84	\$ 89.80	\$ 4.99	
2029	\$ 3,715,140,475	\$ 431,850	\$ 0.1162406	\$ 29.06	\$ 34.87	\$ 52.31	\$ 58.12	\$ 69.74	\$ 87.18	\$ 4.84	
2030	\$ 3,826,594,689	\$ 431,650	\$ 0.1128026	\$ 28.20	\$ 33.84	\$ 50.76	\$ 56.40	\$ 67.68	\$ 84.60	\$ 4.70	
2031	\$ 3,941,392,530	\$ 431,250	\$ 0.1094156	\$ 27.35	\$ 32.82	\$ 49.24	\$ 54.71	\$ 65.65	\$ 82.06	\$ 4.56	
2032	\$ 4,059,634,306	\$ 429,250	\$ 0.1057361	\$ 26.43	\$ 31.72	\$ 47.58	\$ 52.87	\$ 63.44	\$ 79.30	\$ 4.41	
2033	\$ 4,181,423,335	\$ 432,000	\$ 0.1033141	\$ 25.83	\$ 30.99	\$ 46.49	\$ 51.66	\$ 61.99	\$ 77.49	\$ 4.30	
2034	\$ 4,306,866,035	\$ 434,250	\$ 0.1008274	\$ 25.21	\$ 30.25	\$ 45.37	\$ 50.41	\$ 60.50	\$ 75.62	\$ 4.20	
2035	\$ 4,436,072,016	\$ 431,000	\$ 0.0971580	\$ 24.29	\$ 29.15	\$ 43.72	\$ 48.58	\$ 58.29	\$ 72.87	\$ 4.05	
2036	\$ 4,569,154,176	\$ 432,500	\$ 0.0946565	\$ 23.66	\$ 28.40	\$ 42.60	\$ 47.33	\$ 56.79	\$ 70.99	\$ 3.94	
2037	\$ 4,706,228,802	\$ 433,500	\$ 0.0921120	\$ 23.03	\$ 27.63	\$ 41.45	\$ 46.06	\$ 55.27	\$ 69.08	\$ 3.84	
2038	\$ 4,847,415,666	\$ 434,000	\$ 0.0895322	\$ 22.38	\$ 26.86	\$ 40.29	\$ 44.77	\$ 53.72	\$ 67.15	\$ 3.73	
2039	\$ 4,992,838,136	\$ 429,000	\$ 0.0859231	\$ 21.48	\$ 25.78	\$ 38.67	\$ 42.96	\$ 51.55	\$ 64.44	\$ 3.58	
2040	\$ 5,142,623,280	\$ 428,750	\$ 0.0833718	\$ 20.84	\$ 25.01	\$ 37.52	\$ 41.69	\$ 50.02	\$ 62.53	\$ 3.47	
2041	\$ 5,296,901,978	\$ 433,000	\$ 0.0817459	\$ 20.44	\$ 24.52	\$ 36.79	\$ 40.87	\$ 49.05	\$ 61.31	\$ 3.41	
2042	\$ 5,455,809,037	\$ 431,500	\$ 0.0790900	\$ 19.77	\$ 23.73	\$ 35.59	\$ 39.55	\$ 47.45	\$ 59.32	\$ 3.30	
2043	\$ 5,619,483,309	\$ 434,500	\$ 0.0773203	\$ 19.33	\$ 23.20	\$ 34.79	\$ 38.66	\$ 46.39	\$ 57.99	\$ 3.22	
2044	\$ 5,788,067,808	\$ 431,750	\$ 0.0745931	\$ 18.65	\$ 22.38	\$ 33.57	\$ 37.30	\$ 44.76	\$ 55.94	\$ 3.11	
2045	\$ 5,961,709,842	\$ 433,500	\$ 0.0727140	\$ 18.18	\$ 21.81	\$ 32.72	\$ 36.36	\$ 43.63	\$ 54.54	\$ 3.03	
2046	\$ 6,140,561,137	\$ 434,500	\$ 0.0707590	\$ 17.69	\$ 21.23	\$ 31.84	\$ 35.38	\$ 42.46	\$ 53.07	\$ 2.95	
2047	\$ 6,324,777,971	\$ 429,750	\$ 0.0679470	\$ 16.99	\$ 20.38	\$ 30.58	\$ 33.97	\$ 40.77	\$ 50.96	\$ 2.83	
2048	\$ 6,514,521,311	\$ 429,500	\$ 0.0659296	\$ 16.48	\$ 19.78	\$ 29.67	\$ 32.96	\$ 39.56	\$ 49.45	\$ 2.75	
2049	\$ 6,709,956,950	\$ 433,500	\$ 0.0646055	\$ 16.15	\$ 19.38	\$ 29.07	\$ 32.30	\$ 38.76	\$ 48.45	\$ 2.69	

2050	\$	6,911,255,658	\$	431,500	\$	0.0624344	\$	15.61	\$	18.73	\$	28.10	\$	31.22	\$	37.46	\$	46.83	\$	2.60
2051	\$	7,118,593,328	\$	433,750	\$	0.0609320	\$	15.23	\$	18.28	\$	27.42	\$	30.47	\$	36.56	\$	45.70	\$	2.54
2052	\$	7,332,151,128	\$	430,000	\$	0.0586458	\$	14.66	\$	17.59	\$	26.39	\$	29.32	\$	35.19	\$	43.98	\$	2.44
2053	\$	7,552,115,662	\$	430,500	\$	0.0570039	\$	14.25	\$	17.10	\$	25.65	\$	28.50	\$	34.20	\$	42.75	\$	2.38
							\$	786.66	\$	943.99	\$	1,415.98	\$	1,573.31	\$	1,887.98	\$	2,359.97		



City of Monroe Election Outreach Proposal

January 16, 2020

Strategies 360

www.strategies360.com

Overview

While last November's defeat of Prop. 1 was disappointing, it did present a silver lining. Monroe residents handily supported the measure, even if county residents did not. This means that the City can place a similar measure on the April 28th special election ballot. Additionally, we're able to use learnings from November to inform our plan for April.

Campaign Goals

The online marketing objectives are:

- Inform residents of Monroe about the April special election
- Drive Monroe residents to the parks website so they can learn more about the ballot measure and what they would be voting on.
- Remind Monroe residents about the election day, and encourage them to vote.

Scope of Work

Strategies 360's scope of work will include the following:

- 1) Keyword search for people looking to learn more about local elections and ballot measures that would impact them.
- 2) Detailed analytics and metrics tracking to identify top performing messages and audiences (A/B testing).
- 3) Programmatic display campaigns across our ad network to drive people to informational page website using micro geotargeting.
- 4) Targeted Facebook and display campaigns to drive to a landing page.
- 5) Ongoing optimization based on real-time data to continually increase overall results.
- 6) Reporting results with key metrics and data points.

Targeting

For this campaign we'd like to keep targeting at adults 18+ living in the city of Monroe. The goal is to reach as many citizens as possible with the same information.

Budget Recommendations (April 1st-April 28th)

We're recommending breaking up this campaign into two different phases with different messaging and creative. Phase 1 will be before ballots drop, while Phase 2 will start after ballots are received by Monroe residents.

Phase 1 Education: April 1st – April 8th

By analyzing election results from this past November, we've taken our learnings and built a media mix that is informative and keeps the issue top of mind for Monroe residents. There will likely be confusion and misunderstanding by those who thought the measure passed in November. We will work to educate the public on how the measures are different and the timelines they need to be aware of in order to cast their vote.

Marketing Component	Estimated Impressions	Budget
Facebook/Instagram	41,667	\$500
Display	41,667	\$500
Search	83,333	\$1,000
MARKETING TOTAL	166,667	\$2,000

**Note that we estimate impressions on social media/re-targeting and overall web visitors on search marketing due to the way we buy media on a CPM basis*

Phase 2 Action and Get Out the Vote: April 9th– April 28th

After ballots are received by residents, we'd like to encourage action, engagement with the issue, and to vote on the measure after giving resident's as much information as possible. Action takes more time and effort than awareness, so we'd recommend doubling your budget and impressions for the final push of the campaign.

Marketing Component	Estimated Impressions	Budget
Facebook/Instagram	104,167	\$1,250
Display	104,167	\$1,250
Search	125,000	\$1,500
MARKETING TOTAL	333,333	\$4,000

**Note that we estimate impressions on social media/re-targeting and overall web visitors on search marketing due to the way we buy media on a CPM basis*

Addendum

PROGRAMMATIC DISPLAY ADVERTISING

We can micro-target our messaging using The Trade Desk and/or the Google Display Network. With programmatic display, we buy audiences and not websites. We will then target them with interactive banners across the web when they check the weather, look at sports scores or read the news.

GEO-FENCED MOBILE ADS

We can launch geo-targeted ads across mobile placements based on GPS coordinates readily available in smart phones. We can place these ads around the entire city with this campaign.

SOCIAL MEDIA MARKETING

Strategies 360 will leverage Facebook to build a loyal following. Facebook currently accounts for 17% of all Internet traffic in the U.S. and will be a very important piece of any campaign that we build. There is a tremendous amount of information readily available across social media due to Monroe's loyal social media followers.

SEARCH / CONTEXTUAL

With search and contextual placements, our targeting is keyword driven. Individuals searching for keywords related local elections and ballot measures around Google will be exposed to our messaging with the goal of driving them to our landing page. We will also place ads in articles that mention similar types of words (hence the context of the article comes into play). This type of advertising can be really impactful at getting in front of audiences at the exact moment that they are in the mindset of reading about local issues.

RE-TARGETING

We can also place re-targeting pixels (code that fires after an audience clicks on an ad) that we will build through our networks to track any individual that has been to our website and/or engaged with us on social media. We will then follow up with additional messaging. This can be very effective at driving a repetition of message, which is crucial in a campaign of this nature.

ANALYTICS

As with every one of the digital marketing tactics Strategies 360 has proposed, all of our marketing efforts will be tracked and regularly reported. We'll be able to provide tremendous insights through traditional analytics such as Google Analytics and our own proprietary macros that we've built into S360s customized reports.



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MEMO

TO: Mayor Thomas, City Council, and City Administrator Deborah Knight

FROM: Becky Hasart, Finance Director

DATE: 02/04/2020

RE: Questions from January 21, 2020 Finance/HR Committee – Park Capital Bond request

The following memo lists out the questions that were asked at the 01/21/2020 Finance/HR Committee associated with the Parks Capital Bond request.

As always, if you have any questions, please let me know. Thank you.

Q: In order to both pass and validate, what is the minimum number of votes needed?

A: Per Snohomish County election, the highest turnout for any ballot issue at the November 2019 general election was 3,699. In order for the Monroe bond request to validate, we would need a minimum turnout of 1,480 votes and a 60% passage rate of the votes that turn out. So for 1,480, we would need 888 yes votes.

Q: Has the City run a bond measure in the past during a special election?

A: Per the history supplied by Snohomish County elections, the City has only requested one bond measure since 2004, which was a Transportation Improvement Capital bond measure. This measure ran on the November 4, 2008 general election and failed with only a 56.55% passage rate. Total voter turnout was 5,346 votes.

The City did run the public safety sales and use tax measure on a special election date, August 6, 2013 (primary). While this measure only needed a 50% passage rate, it passed with 62.18% of the vote. Total turnout was 2,049 votes.

Q: Could the City wait to run this item on the November 2020 general election?

A: The City could chose to run this item at any eligible election. However, there are pros and cons to waiting until November 2020. The strongest pro for November would be voter turnout. The November 2020 general election is also the national presidential election, so voter turnout is anticipated to be large. The two strongest cons to waiting until November is 1) it is the general election and 2) the timing of the election since the November 2019 East County Parks and Recreation District

(ECPRD) vote. Regarding the first con, there tends to be a large number of issues on a general election ballot. Local bond issues tend to be listed towards the end of a ballot and our request could suffer from voter fatigue. Also, special elections don't include state wide initiatives while general elections can. Regarding the second con, running earlier in the year (April) presents a better opportunity to capitalize on the momentum created by the City of Monroe voters that supported the ECPRD measure. And the Park's Department has two projects, the purchase of a north hill park and the construction of the Lake Tye All Weather fields that are ready to be started and completed this fiscal year.

Q. What would the cost of an election be to run in April?

A. Election costs vary depending on how many jurisdictions have an issue on that special election. The average cost of a standalone election can be \$50,000. If there are multiple items on a specific election date, costs are shared among the appropriate jurisdictions based on the number of each jurisdiction's registered voters. If there are multiple ballot issues, the costs for the City of Monroe can be as low as \$20,000.

Q. If approved by the voters, does this tax have an expiration date?

A: Yes, tied to the bond maturity date. The intent is to request a 30 year bond. Taxes associated with this vote may only be used to pay the bond and would expire once all bonds are paid. Also, bond proceeds may only be used for the stated purposes in the vote, e.g. Parks Capital projects.