



MONROE CITY COUNCIL

Agenda Bill No. 20-026

| | |
|-----------------|--|
| SUBJECT: | 2020 Potential Park Capital Bond Election |
|-----------------|--|

| 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



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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



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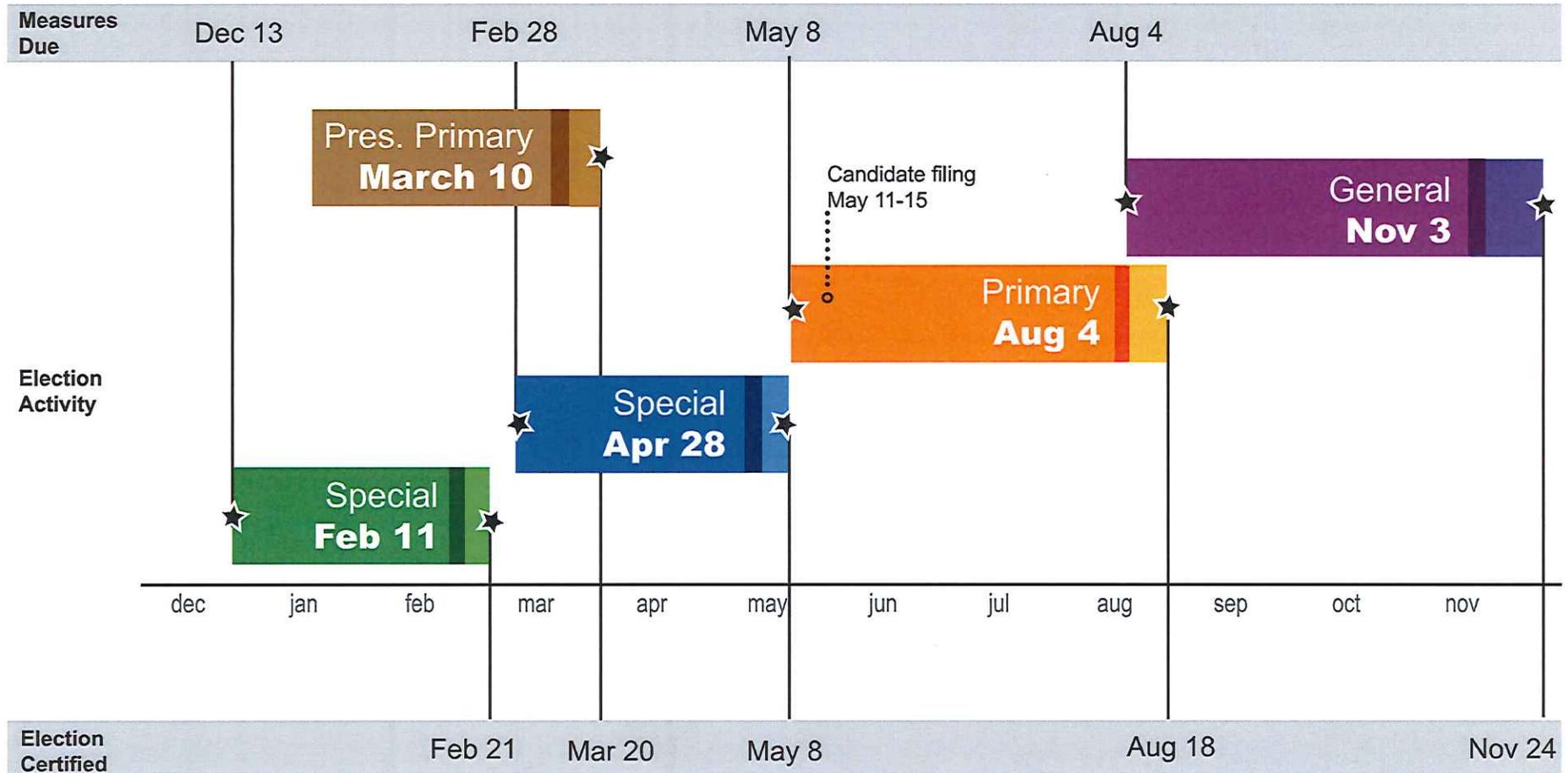
Total Ballots Cast: 204160, Registered Voters: 475926, Overall Turnout: 42.90%
 781 precincts reported out of 784 total

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 |

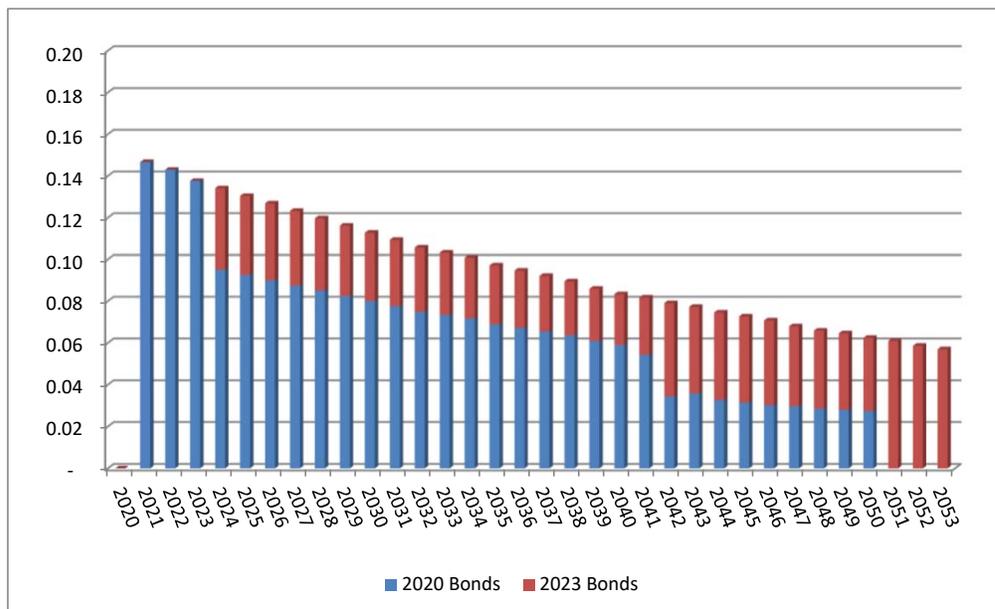
City of Monroe Recommended Projects List

- **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.



806 West Main Street
 Monroe, WA 98272-2198
 (360) 794-7400 Fax: (360) 794-4007
 www.monroewa.gov

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.