



IMAGINE MONROE

Community Survey Report

Survey Results Gathered from June 16 – July 12, 2021

Survey Summary

In the summer of 2021, the City of Monroe invited community members to participate in a survey to help shape the future of Monroe. The City will use the survey results, along with other community feedback, to develop a new vision, mission, and set of core values and to inform planning and investments for the future.

Key Themes

Participants responded to multiple choice and open-ended questions about their current experience in Monroe, what they value now, and what they want the future to look like. These themes emerged.

Monroe community members who took the survey appreciate and want ...

- **Community:** A friendly, close-knit, supportive, welcoming, and inclusive community
- **Amenities and activities:** More shops, restaurants, and entertainment
- **A family-friendly city:** More activities and spaces for families and youth
- **Small businesses:** Thriving small and local businesses – particularly downtown
- **Safety:** To feel safe and worry less about crime
- **Parks:** Improved and well-maintained parks, trails, and open spaces to gather and recreate
- **Nature:** Access to healthy and protected natural areas and waterways
- **A small-town feel:** To maintain Monroe's small-town character
- **Easier driving:** Less traffic, well-maintained roads, and easier parking
- **Social services:** Everyone has a safe place to live and access to services if needed
- **Calm and quiet:** A sense of calm and quiet in the community

Participants

The survey was taken by 1,323 people who are connected to Monroe in some way. The vast majority live in or near Monroe, and nearly half have lived in the area for more than 10 years. Full demographic details are provided in the following sections.

Survey Design and Promotion

The survey and its promotion were informed by Monroe community members who serve on the [Imagine Monroe Sounding Board](#) and who participated in [focus groups or interviews](#) in early 2021.

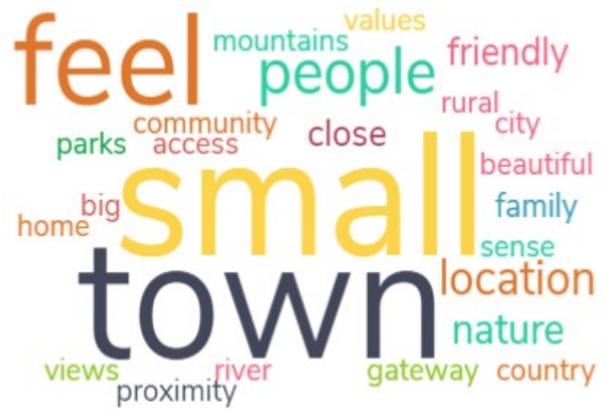
The City of Monroe ran the survey from June 16 – July 12. Online and paper versions were available, and materials were in English and Spanish. The survey was shared through a printed newsletter that was mailed to all residents, social media posts, digital and print ads, flyers in local businesses and gathering spaces, partner organization communications, the City website and emails, Imagine Monroe Sounding Board members, and in-person outreach at events. (See appendix for details.)

Survey Results

In 6 words or less:

What makes Monroe special?

In this open-ended question, survey participants were invited to share what makes Monroe special. Of the 1,323 participants, 949 responded to this question. The table below captures the common themes that were mentioned in at least one out of every 10 responses.



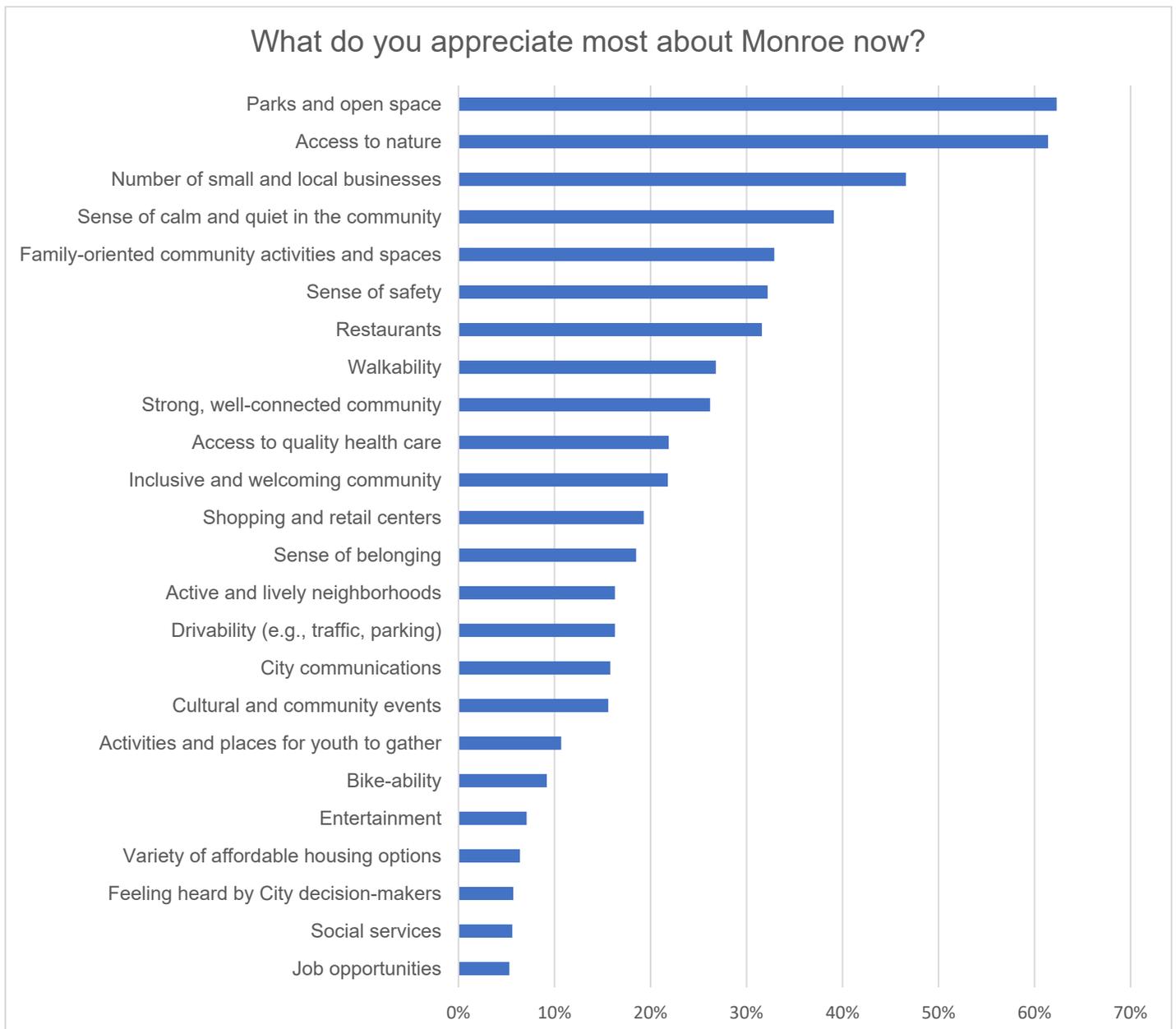
Key Themes	Sample Quotes
Small town feel (size, character, quiet, safety/security)	<p>“That friendly neighborhood vibe”</p> <p>“Small town with a big heart!”</p> <p>“It’s a peaceful place”</p> <p>“Safe friendly small-town character”</p> <p>“Large town amenities, small town feel.”</p> <p>“Slower pace than city life.”</p>
Caring, accepting, close-knit, supportive community	<p>“The people”</p> <p>“It’s a friendly, family-oriented community”</p> <p>“We are all connected”</p> <p>“Diversity and lack of snobbiness”</p> <p>“Neighbor caring for neighbor community”</p>
Access to nature and outdoor recreation in a beautiful location (river, forests, parks, views, designated wilderness areas)	<p>“Trees, wildlife, mountain views”</p> <p>“Access to parks and the great outdoors”</p> <p>“Kayaking, hiking, swimming, biking, dog friendly”</p> <p>“Monroe is where you can find adventure”</p> <p>“Mountain views and river access”</p>
Amenities and activities (retail, restaurants, parks, fairgrounds, community gathering spaces and events)	<p>“Family, farmers market, food, fair, fun, friends”</p> <p>“Walking distance to many necessities”</p> <p>“A variety of stores, restaurants, and pubs”</p> <p>“Fair, races, Lake Tye, downtown events”</p> <p>“Unique restaurants, cute historic downtown area”</p>
Location, proximity, and rural living with urban conveniences	<p>“A unique blend of nature, farming and living”</p> <p>“Being able to live on acreage and commute to work”</p> <p>“Close to almost everything you need”</p> <p>“City conveniences, small town atmosphere”</p> <p>“It’s quiet and everything close”</p>

What do you appreciate most about Monroe now?

The top five things that survey participants enjoyed about Monroe were:

1. Parks and open space (62%)
2. Access to nature (61%)
3. The number of small and local businesses (47%)
4. A sense of calm and quiet in the community (39%)
5. Family-oriented community activities and spaces (33%)

In the open-ended part of this question, participants were invited to add additional thoughts. About a third of respondents mentioned that they appreciated one or more of the following: Monroe's "small-town feel," the friendly and supportive community, proximity to surrounding cities and nature, the responsive police force, and outdoor amenities such as the Fair, Speedway, and Farmer's Market.



In 6 words or less: What do you want the future of Monroe to be?

In this open-ended question, survey participants were invited to share their vision for the future of Monroe. Of the 1,323 participants, 885 responded to this question. The table below captures the common themes that were mentioned in at least one out of every 10 responses.



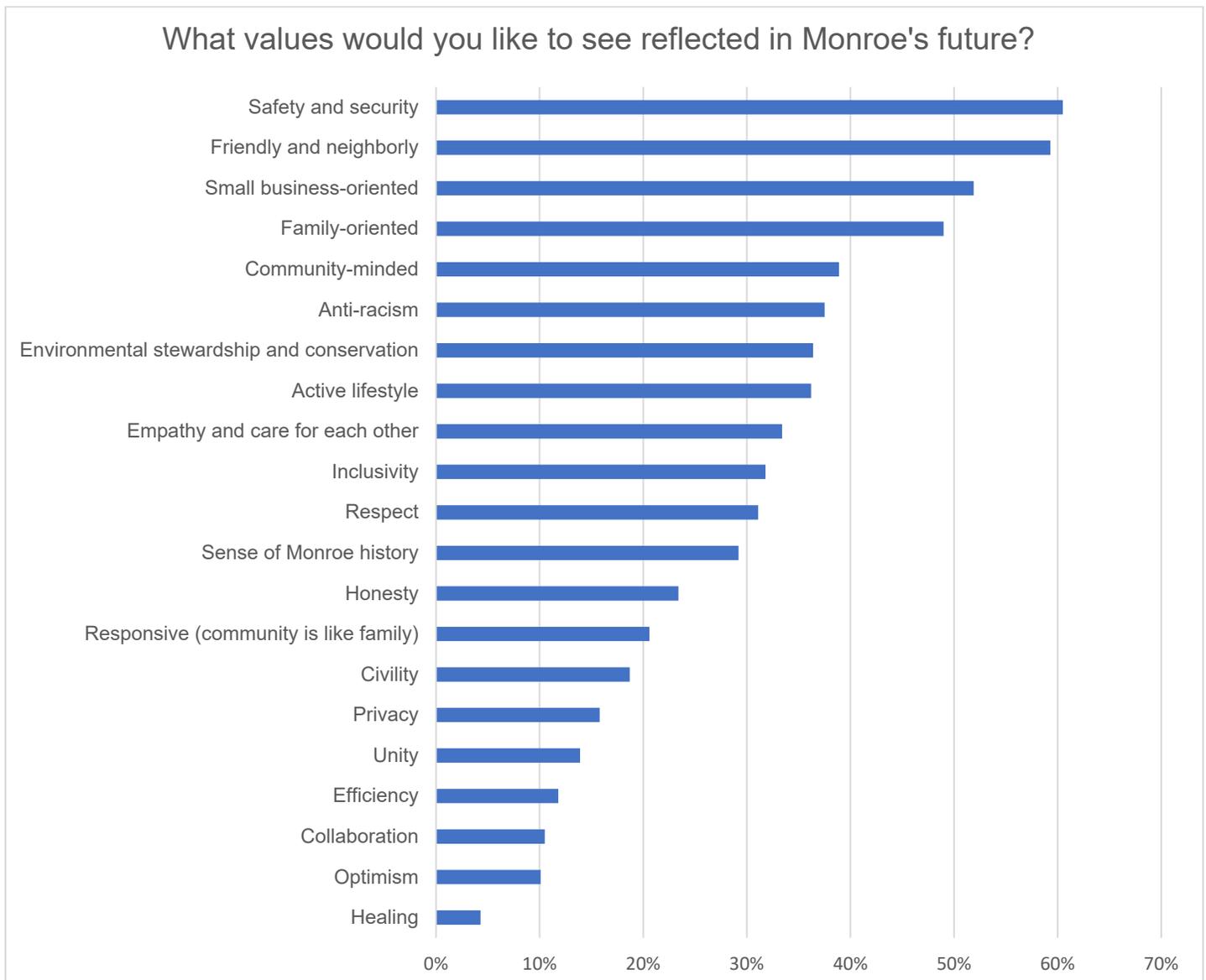
Key Themes	Sample Quotes
Inclusive, welcoming, caring community for all	<p>“A city that cares for all.”</p> <p>“A place for everyone”</p> <p>“Community like family”</p> <p>“An inclusive and diverse community”</p>
Small-town feel	<p>“Maintain hometown feel”</p> <p>“Getting back to our small-town feel”</p> <p>“Charming little town connected to nature”</p> <p>“Close-knit, small, original, clean, humble”</p>
Safe community	<p>“Safe permanent home for our family”</p> <p>“Safe place for families and continued commitment to community”</p> <p>“Safe with less crime”</p>
Fun activities, culture, and community events, spaces, and festivals	<p>“Full of opportunity for entertainment”</p> <p>“Public cultural, ethnic and musical events and celebrations”</p> <p>“Art and recreational hub”</p> <p>“Keep the fairgrounds”</p>
Family-oriented	<p>“State of the art parks for kids”</p> <p>“Thriving recreational family-centered community”</p> <p>“Would like more for families with small children”</p> <p>“More stuff for young people, especially teens”</p>
Parks, recreation opportunities, access to nature, sustainability, and environmental stewardship	<p>“Fewer billboards, more green spaces”</p> <p>“Green, safe, welcoming, and fun”</p> <p>“Environmentally conscious and preserving”</p> <p>“More outdoor attractions to get people outdoors. More parks. Splash spray park for summer.”</p>
More restaurants, shops, and local businesses / support for small and local business	<p>“A better variety of stores and restaurants”</p> <p>“A bustling town full of options”</p> <p>“Downtown shopping / dining”</p> <p>“Small business-oriented”</p> <p>“More local businesses, events, restaurants”</p>

What values would you like to see reflected in Monroe's future?

In this question, survey participants were asked to select their top seven values. The results include:

1. Safety and security (61%)
2. Friendly and neighborly (59%)
3. Small business-oriented (52%)
4. Family-oriented (49%)
5. Community-minded (39%)
6. Anti-racism (38%)
7. Environmental stewardship and conservation (36%)

In the open-ended part of this question, participants were invited to add any values that they thought were missing. About a third of the responses included something about culture and community. For example, maintaining the historic character of the community while adding more activities that “bring people together,” especially young people. Nearly two in every 10 comments mentioned one or more of the following: inclusivity and a sense of connectedness, desire for more local businesses such as restaurants, entertainment, and activities (e.g., bowling, skating, sports clubs), and infrastructural concerns (e.g., downtown parking, traffic, and walkability).



In the future, I want to _____.

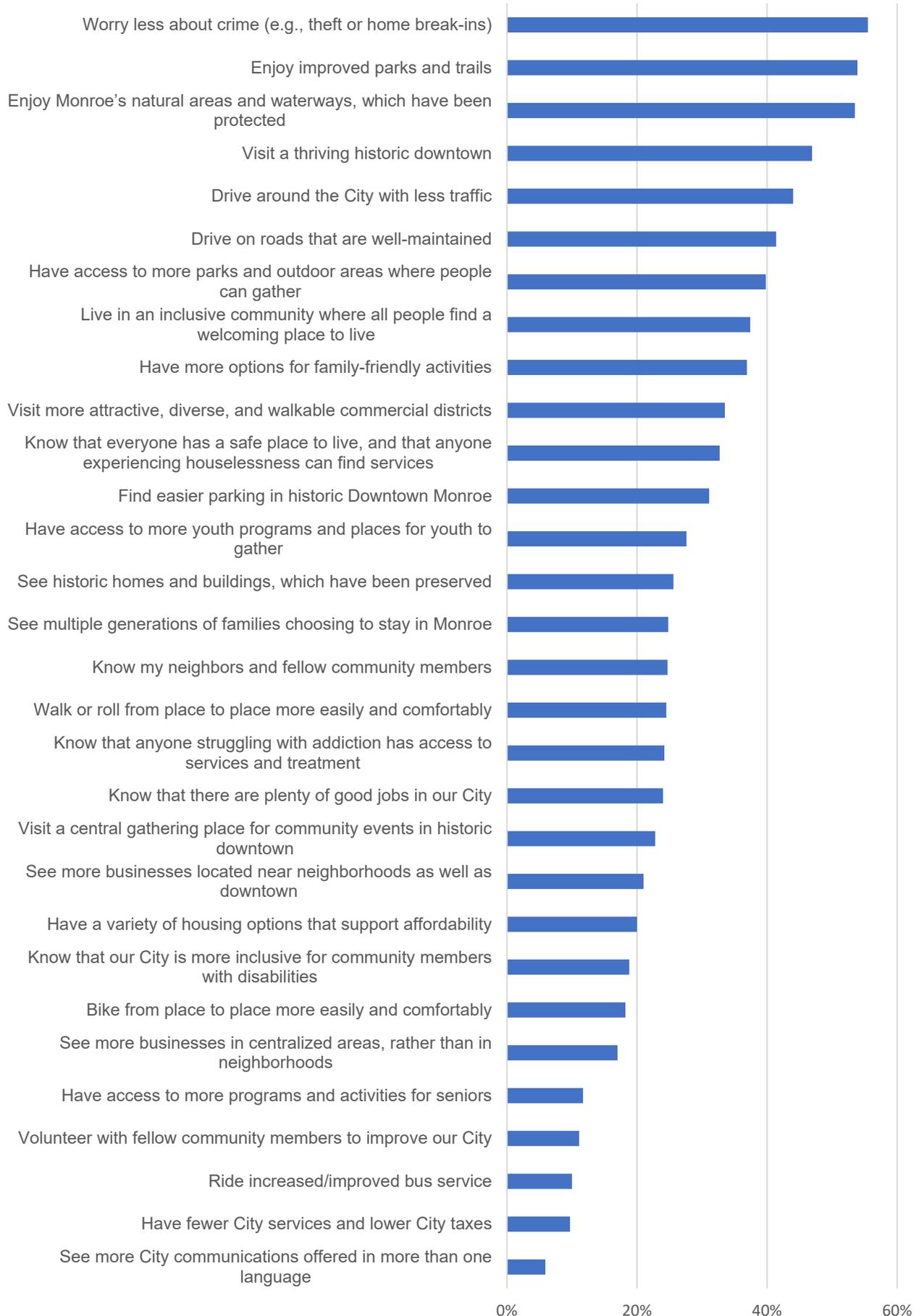
In this question, survey participants were asked to select the top 10 things they want in the future Monroe. Looking forward, survey respondents want to ...

1. Worry less about crime (56%)
2. Enjoy improved parks and trails (54%)
3. Enjoy Monroe's protected natural areas and waterways (54%)
4. Visit a thriving historic downtown (47%)
5. Drive around the City with less traffic (44%) and on roads that are well-maintained (41%)
6. Have access to more parks and outdoor areas where people can gather (40%)
7. Live in an inclusive community where all people find a welcoming place to live (37%)
8. Have more options for family-friendly activities (37%)
9. Visit more attractive, diverse, and walkable commercial districts (34%)
10. Know that everyone has a safe place to live and has access to services if needed (33%)

In the open-ended part of this question, participants were invited to add additional things they would like to see in the future of Monroe. Nearly one out of every five responses included one or more of the following themes. Survey respondents expressed desire for:

- More activities and places to gather, especially for families and youth. Suggestions include live music festivals, community events at local parks, art and culture, a year-long farmer's market, sporting events and recreational leagues for adults and families, a bowling alley, community swimming pool, arcade, jump park, and development around Lake Tye that adds water-sport activities and rentals, a splash pad, and retail.
- Improved infrastructure for people who drive, walk, roll, bike, or ride transit. Suggestions include widening Highway 2 and 522, adding more sidewalks and bike lanes to connect Downtown core to places like Ben Howard Road, Old Owen Road, Snohomish, Duvall, and Centennial Trail, adding more transit options, enforcing low speed limits in neighborhoods, creating more equestrian and pet-friendly trails and parks, adding charging stations for electric vehicles, and creating more off-street parking for apartments and condos.
- More amenities. Suggestions include increasing the variety of restaurants (including healthy food options, fast-food chains, culturally diverse options, family-friendly and pet-friendly places, up-scale fine dining, breweries and wineries), expanding retail and grocery options to avoid having to go to neighboring cities (e.g., Costco, Trader Joe's, Target, sporting goods stores, clothing stores, dispensaries), and revitalizing downtown to make it destination-worthy.

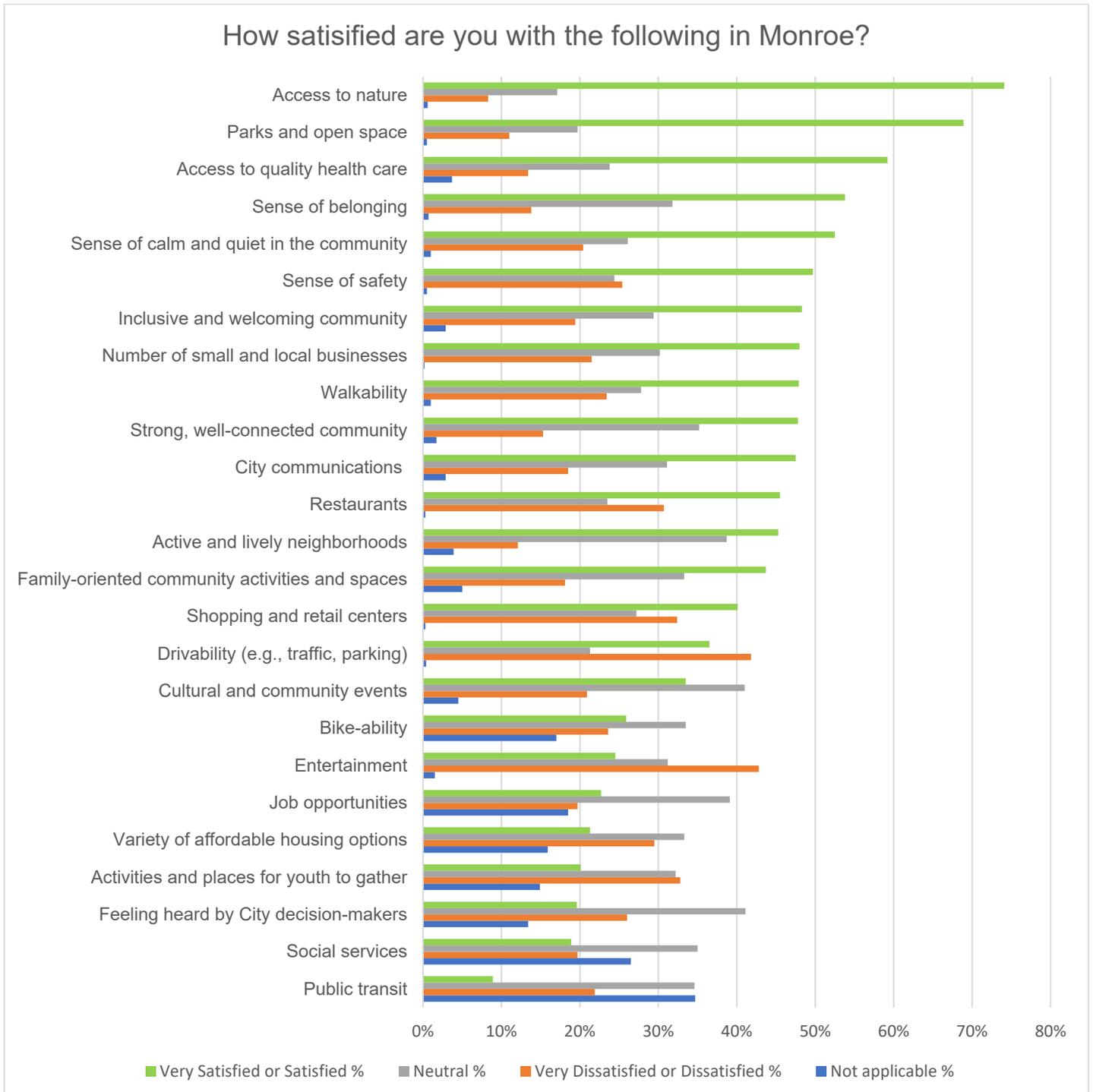
In the future, I want to _____.



How satisfied are you with the following things in Monroe?

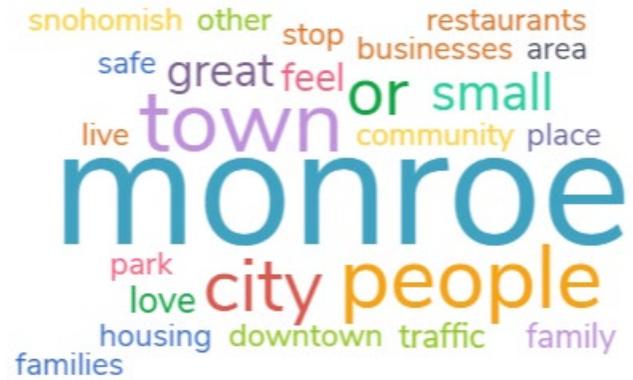
In this question, survey participants were asked to rate their level of satisfaction with different aspects of Monroe today. Similar to the results in earlier questions, over 69% of respondents were satisfied or very satisfied with the access to nature and parks and open space. Additionally, the majority of respondents were satisfied with their access to quality health care, the sense of belonging in Monroe, and the sense of calm and quiet in the community.

Survey participants were most dissatisfied with drivability, including traffic and parking (42%) and entertainment (31%). This was reflected in the open-ended part of this question as well as with at least one in every 10 comments referencing traffic or the lack of amenities such as family-friendly activities, events, night life, and climbing walls or other recreation spaces.



Do you have additional thoughts you'd like to share as we develop a new vision, mission, and set of core values for Monroe?

Survey participants were given the option to share any other thoughts they might have. Of the 1,323 participants, 372 responded to this open-ended question. The table below captures the common themes that were mentioned in at least one out of every 10 responses.



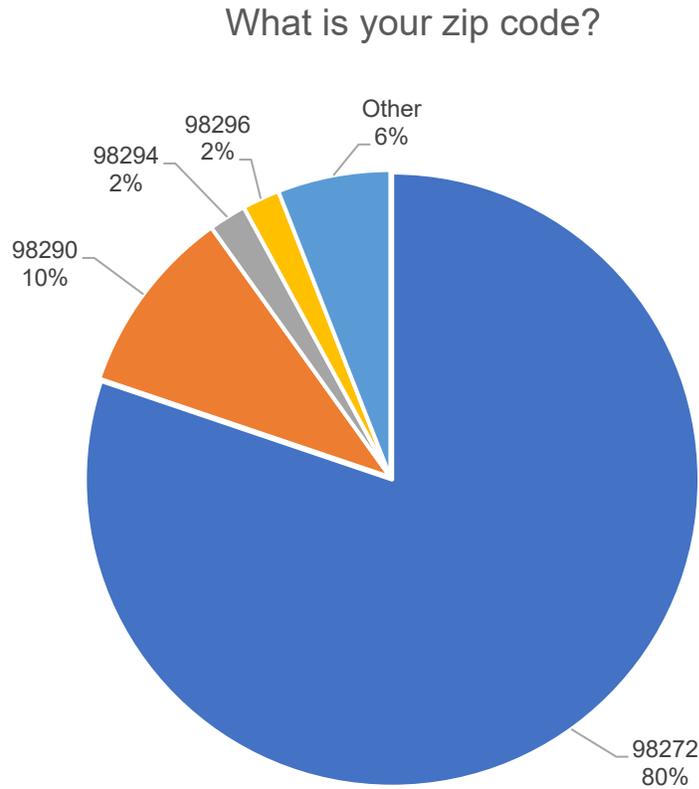
Key Themes	Sample Quotes
<p>More restaurants, shops, local businesses, activities, events, and other amenities – particularly downtown and for families and young people</p>	<p>“We need more shops and restaurants and a thriving downtown.”</p> <p>“We need a biking pump track and a rock-climbing wall.”</p> <p>“Promote more activities for the community and children.”</p> <p>“I would like more open-air markets all year round.”</p> <p>“Have more cultural events.”</p> <p>“Community dinners, dances, game nights”</p> <p>“Downtown needs to be revitalized and painted.”</p> <p>“Help the businesses thrive so we can have a great downtown core area.”</p> <p>“Teens need safe places to go – bowling alley, skating rink, or actual events focused on teens/young adults!!”</p>
<p>Reduce traffic and improve roads</p>	<p>“Fix highways 522 and 2.”</p> <p>“A way to separate drive-through traffic from local traffic.”</p> <p>“Traffic is a nightmare.”</p> <p>“I would love to see 522 finished, and maybe some more east/west roads to deal with growing hwy 2 traffic.”</p>
<p>Control development to help traffic, protect nature, and keep town character</p>	<p>“Stop building housing till you deal with traffic.”</p> <p>“Maintain the historic look and feel. Less cookie cutter housing developments. Save the trees.”</p> <p>“Stop the over development of properties. Traffic is a nightmare. We are losing the small-town feel.”</p> <p>“Monroe is losing a sustainable, local farm community ... Please consider the importance of our rural communities and preserve them.”</p> <p>“Value healthy growth. What can our environment, streets, schools, school staff and resources handle in a healthy way?”</p> <p>“Obviously Monroe is growing but try to keep the smaller town pride and cozy town feeling that has been here for so long. I love having the same vet for 20 years, knowing the pharmacist or local shop and restaurant owners.”</p>

Key Themes	Sample Quotes
<p>Parks, recreation opportunities, access to nature, environmental stewardship, more walking and biking trails</p>	<p>“Preserve forests and natural habitats.”</p> <p>“Maintain farmland and green spaces.”</p> <p>“Just take care of the open spaces. They are great now, just keep it up!”</p> <p>“Love the availability of parks and walkways. Would love to see more food/drink businesses along these areas.”</p> <p>“Where is the vision for capitalizing on the fantastic river frontage??? Why have we not developed bike/walk trails to the Duvall and Snohomish trail network???”</p> <p>“Make sidewalks for those who need sidewalks that go all the way from historic Monroe to Lake Tye area!”</p> <p>“Sidewalks/bike trails would help my family be more active and increase our time downtown”</p>
<p>Inclusive, welcoming, caring community for all</p>	<p>“Respect modeled and show to each other ... Equal opportunities and respect for all races.”</p> <p>“I want to see Monroe value inclusion for everyone, including people with different opinions (mainly political) instead of excluding or hating.”</p> <p>“I want to myself and others to feel safe to be unapologetically themselves.”</p> <p>“A strong message that Monroe is no place for hate.”</p> <p>“Love, inclusivity, fun!”</p>
<p>People who are experiencing houselessness / affordable housing options</p>	<p>“I know this is a tough one but coming up with a plan for homelessness should be a priority, e.g., many don't feel safe walking and enjoying nature between Buck Island and Al Borlin park.”</p> <p>“Listen to the people, do more research than just a publicly accessed survey – look at county research, talk to actual homeless and low-income families. See who you are missing! There is great wealth disparity in this town and a deep lack of understanding of social issues between economic classes. It often feels like the city only hears the middle-high income story.”</p> <p>“More social services for homeless and victims of domestic abuse, and mental health accessibility.”</p> <p>“If you are high-income, there is housing. If you are low-income there is housing. If you are in your 30's and working here, chances are you can't afford to buy a home here.”</p> <p>“I hope housing prices do not change the feel of Monroe. That only people with large amounts cash can move here. Kids who grew up in Monroe should be able to continue to live here if they choose.”</p> <p>“We need additional subsidized housing for people trying to make it living on disability, social security, and minimum wage.”</p>

Demographics: Who Took the Survey?

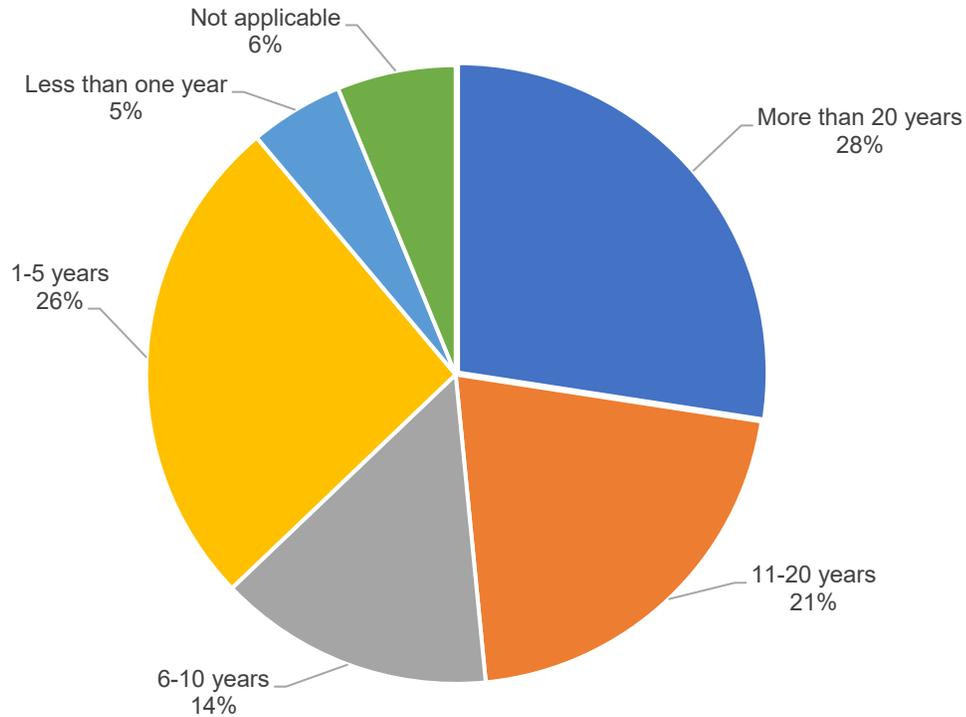
The survey was taken by 1,323 people. They include residents (74%), people who live in nearby communities (30%), those who work in Monroe (17%), and those who own a business in Monroe (8%). Fewer than five percent are previous residents, visitors, or students.

Most participants (81%) live/work in the 98272 zip code area, 9% are in 98290, 2% in 98294 and 98292 respectively, and 6% in other zip code areas.

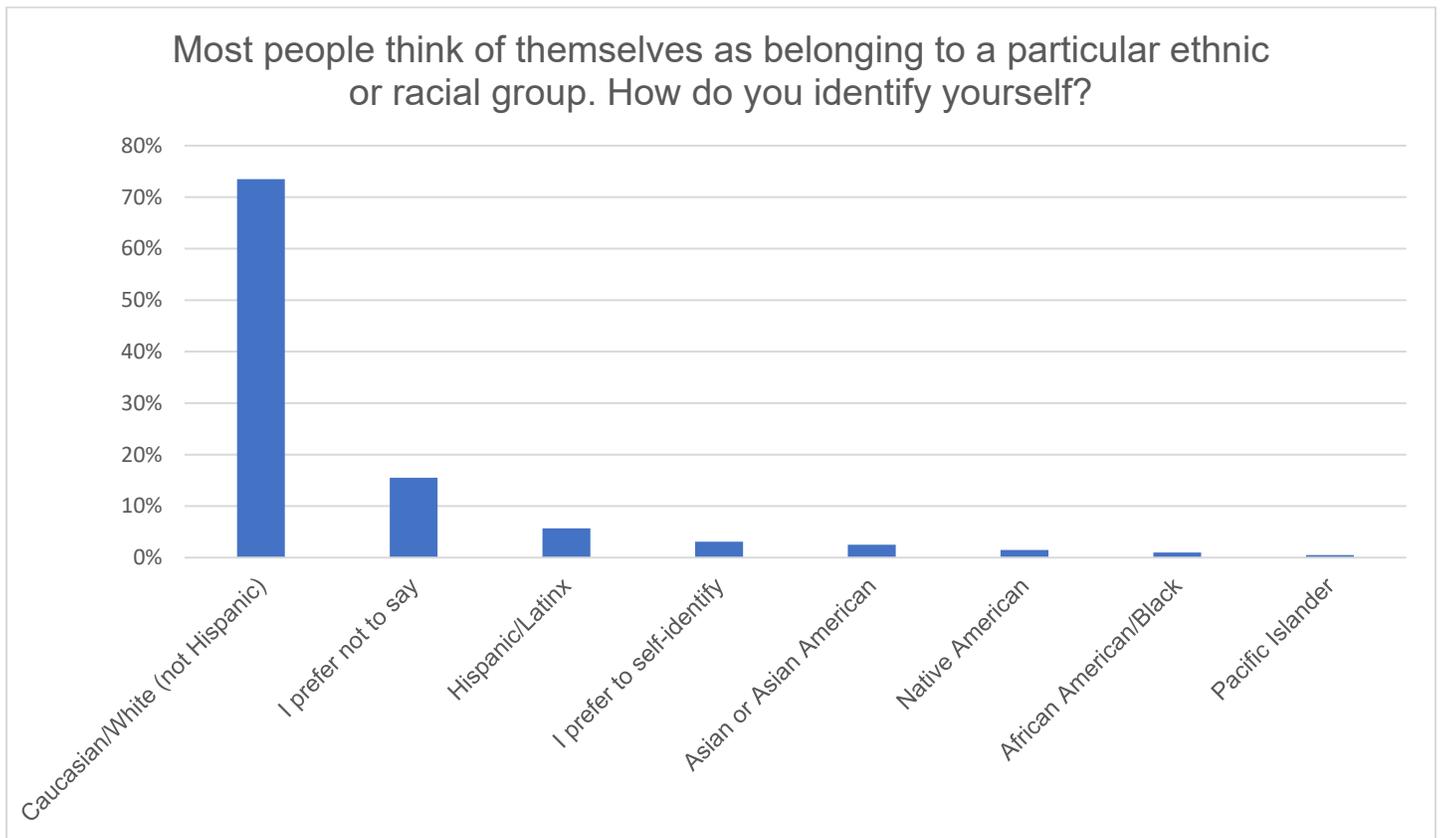


More than a quarter (28%) of the participants have lived in Monroe for more than 20 years, 21% for more than 10 years, 26% for 1-5 years, 14% for 6-10 years, and 5% for less than one year.

How long have you lived in Monroe?

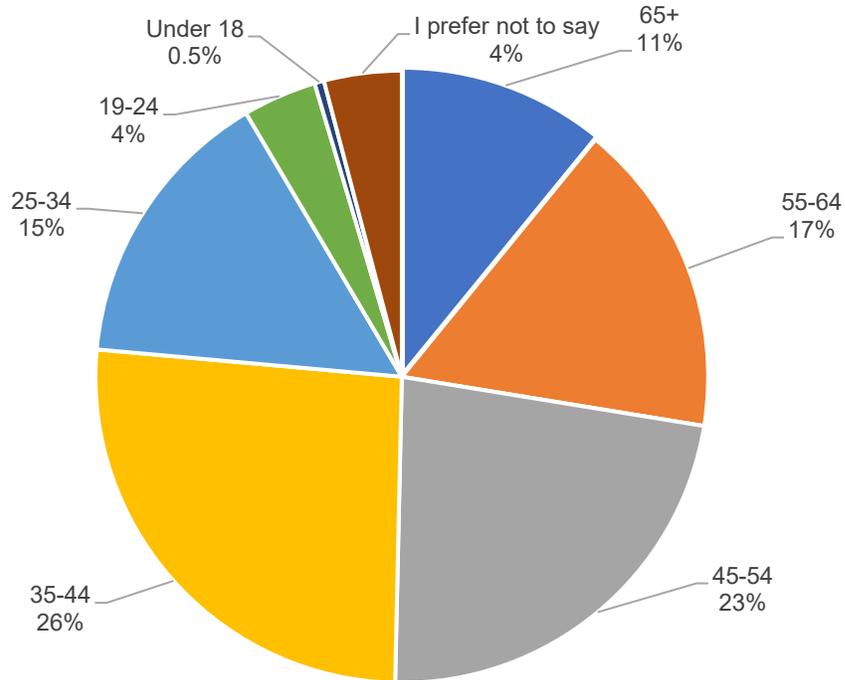


Most of the respondents (74%) identify as non-Hispanic Caucasian, while 6% identify as Hispanic/Latinx, 2.5% as Asian or Asian American, 1.5% as Native American, 1% as African American/Black and 0.5% as Pacific Islander. 16% preferred to not say.



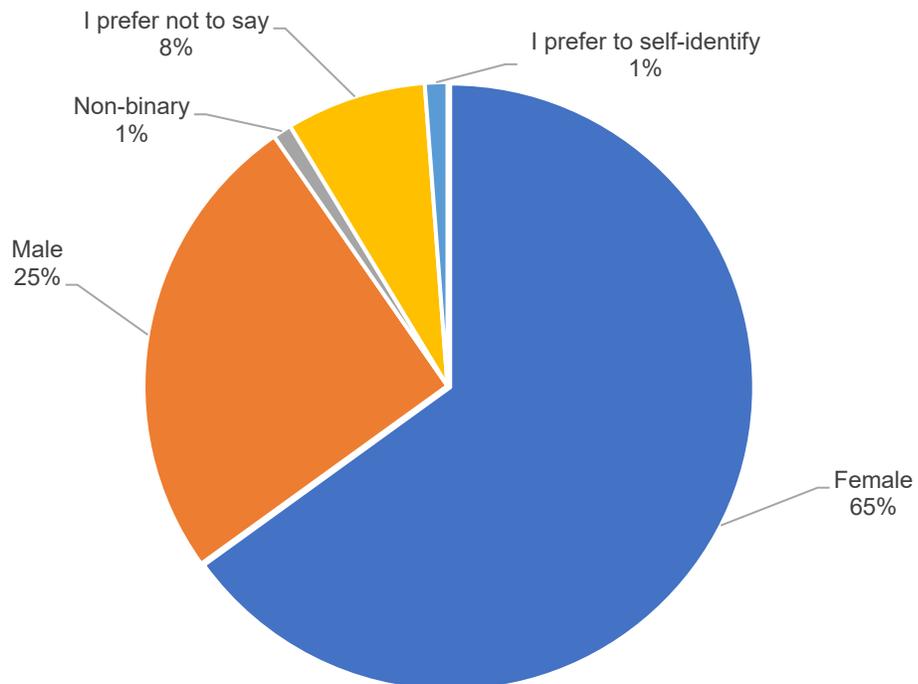
Nearly half of the respondents are between the ages of 35-54. The other age groups that are represented include 55-64 years (17%), 25-34 years (15%), 65+ years (11%), 19-24 years (4%) and under 18 years (0.5%). 4.1% of respondents preferred to not share their age.

How old are you?



In terms of gender, 65% of participants identify as female, 25% as male, 1% as non-binary, 1% self-identify, and 8% preferred not to say.

How do you identify your gender?



Appendix: Survey Notifications and Promotion

Newsletter

11"x17" newsletter was distributed to approximately 8,030 homes and businesses.



A new vision for Monroe

The City is updating their vision statement (adopted in 2015) and developing a new mission and set of core values to better reflect the current needs and priorities of our community. Monroe is growing, with new businesses opening and more people moving to the area. And COVID-19 presented new challenges that are not yet fully understood.

We need a fresh vision to guide our work – **and we need your help.** To better understand your current and future priorities, we are collecting City-wide input that will inform planning, policymaking, budgeting, and programming for the next thirty years.

We are excited to learn more and hear about:

- What makes Monroe a unique and livable community?
- What do you appreciate about Monroe?
- What values would you like to see reflected in your community?
- What's most important for the future Monroe?

Take the survey at: bit.ly/ImagineMonroeWA



Una nueva visión para Monroe

La Ciudad está actualizando su declaración de visión (adoptada en 2015) y desarrollando una nueva misión y un conjunto de valores fundamentales para reflejar mejor las necesidades y prioridades actuales de nuestra comunidad. Monroe está creciendo, con la apertura de nuevos negocios y más personas mudándose al área. Y COVID-19 presentó nuevos desafíos que aún no se comprenden completamente.

Necesitamos una nueva visión para guiar nuestro trabajo y necesitamos su ayuda. Para comprender mejor sus prioridades actuales y futuras, estamos recopilando información de toda la ciudad que informará la planificación, la formulación de políticas, la elaboración de presupuestos y la programación para los próximos treinta años.

Estamos emocionados de aprender más y escuchar sobre:

- ¿Qué hace que Monroe sea una comunidad única y habitable?
- ¿Qué le gusta de Monroe?
- ¿Qué valores le gustaría ver reflejados en su comunidad?
- ¿Qué es más importante para el futuro Monroe?

Realice la encuesta en: bit.ly/ImagineMonroeWA



Listening to Monroe voices from start to finish

To ensure our visioning effort included diverse voices in Monroe, the City convened a Sounding Board in Fall 2020. The Sounding Board is made up of 20 community members with a variety of lived experiences. They provide input on public outreach activities, reflect the interests and needs of the community, and will assist in recommending a draft mission, vision, and set of core values.

In early 2021, the City also conducted English and Spanish-speaking focus groups and one-on-one interviews with community members to learn about their experiences and explore how we can engage all who live, work, and play in Monroe. Their input shaped the community-wide survey that we hope you'll take today! Learn more and meet our Sounding Board members: monroewa.gov/995



Escuchar las voces de Monroe de principio a fin

Para asegurarnos de que el proceso de desarrollar la visión incluye diversas voces en Monroe, la ciudad convocó una Junta consultiva en el otoño de 2020. Dicha junta está compuesta por 20 miembros de la comunidad con diferentes experiencias de vida. Su función es proporcionar comentarios sobre actividades de participación comunitaria, reflejar los intereses y necesidades de la comunidad y ayudar en la recomendación de un borrador de la misión, visión y valores fundamentales.

A principios de 2021, la ciudad también llevó a cabo grupos focales en inglés y español y entrevistas personales con miembros de la comunidad para conocer sus experiencias y explorar cómo involucrar a todos quienes viven, trabajan y disfrutan de Monroe. Estos comentarios dieron forma a la encuesta para toda la comunidad que esperamos pueda completar hoy. Conozca a los miembros de la Junta Integradora monroewa.gov/995



Timeline | Cronología

2020		2021	
Nov. - Dec.	Feb.	Jun. - Jul.	Sept.
Formed Sounding Board	Focus groups and interviews	Community-wide survey and outreach activities	Finalize mission, vision and core values
Conformación de la Junta consultiva	Grupos focales y entrevistas	Encuesta para toda la comunidad y actividades de difusión	Finalizar la misión, visión y valores fundamentales
		★ We are here Estamos aquí	

Newsletter sample

Display Ads

Ads were featured on The Herald, La Raza del Noreste and the Snohomish County Tribune websites during the campaign. A weekly print ad ran in the Snohomish County Tribune for 4 weeks. 10,000 impressions and 76 click-throughs (The Herald); 8,651 impressions and 72 click-throughs for Spanish ads (La Raza del Noreste).

IMAGINE MONROE

Let's build the future we want together.



Click here to share your ideas.



IMAGINE MONROE

Construyamos el futuro que queremos juntos.



¡Llene nuestra encuesta hoy!

Estamos creando una nueva visión para la ciudad de Monroe que guiará nuestro trabajo durante los próximos 30 años y necesitamos sus ideas: monroewa.gov/995




Ad samples

Flyers

Approximately 600 quarter-sheet flyers, plus 8.5x11 posters were distributed to local businesses and community organizations in Monroe. Flyers were also shared at in-person events such as the Monroe Farmer's Market, Concerts in the Park, and Monroe Pride.

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Flyer samples

Social Media Posts

Social media posts ran throughout the duration of the campaign on Facebook and Instagram. Posts on Instagram received a total of 79 likes and 4 comments. Posts on Facebook were available in English and Spanish and received a total of 648 likes, 59 comments, 96 shares, 41,762 views and 4,999 engagements.

Engagement	English posts	Spanish posts
Likes	439	209
Comments	49	10
Shares	78	18
Views	30,562	11,200
Engagements	4,470	529



Facebook post samples



Instagram post sample