



MONROE CITY COUNCIL

Regular Business Meeting
Tuesday, February 16, 2021, 7:00 PM
Zoom Online Meeting Platform

Mayor
Geoffrey Thomas

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

Page

1. CALL TO ORDER

1.1. Virtual Participation Information:

The City Council meeting will be held virtually via Zoom Meeting. Due to the COVID-19 pandemic, and [Proclamation 20-28.14](#) issued by Governor Jay Inslee, in-person attendance is not permitted at this time.

Join Zoom Meeting:

- Click link: <https://us02web.zoom.us/j/89536855135>
- Dial in: (253) 215-8782
- Meeting ID: 895 3685 5135

2. ROLL CALL

3. PLEDGE OF ALLEGIANCE

3.1. Councilmember Hanford

4. 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. Three minutes will be allowed per speaker.)

If you are attending the meeting virtually (using the link or number provided above) please indicate that you would like to speak by clicking “raise hand” and the Mayor will call on attendees to speak at the appropriate time. If you are joining by phone, dial *9 to “raise hand.”

5. STAFF/DEPARTMENT REPORTS

5.1. Emergency Management Report - Brad Feilberg

ACCOMMODATIONS FOR PEOPLE WITH DISABILITIES WILL BE PROVIDED UPON REQUEST.
For assistance, please contact the City Clerk’s Office at 360-794-7400 in advance of the meeting.
THE CITY COUNCIL MAY ADD AND TAKE ACTION ON OTHER ITEMS NOT LISTED ON THIS AGENDA

6. COUNCILMEMBER REPORTS

7. MAYOR/ADMINISTRATIVE REPORTS

- 7.1. City Administrator Update - Deborah Knight 3
[Extended Agenda](#)
- 7.2. Mayor's Update 4 - 9
[Monroe This Week - Volume 7 Edition 6](#)

8. DISCUSSION ITEMS

- 8.1. Economic Development Update - Rich Huebner 10 - 61
[Agenda Bill - Socioeconomic Baseline and Regional Demand Analysis - Pdf](#)
- 8.2. 2020 Fireworks Report - Chief Jeff Jolley 62 - 69
[Agenda Bill - 2020 Fireworks Report - Pdf](#)

9. EXECUTIVE SESSION

- 9.1. If needed.

10. ADJOURNMENT

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



MONROE CITY COUNCIL EXTENDED AGENDA

Current as of 02/11/2021
TENTATIVE LISTING, SUBJECT TO CHANGE

Mayor
Geoffrey Thomas

Councilmembers
Heather Rousey, Mayor Pro Tem;
Patsy Cudaback; Kevin Hanford;
Ed Davis; Jason Gamble;
Jeff Rasmussen; & Kirk Scarborough

TUESDAY 02/16/2021 PofA Hanford

5:30 p.m. City Council Finance/HR Committee Meeting
• 2021 Work Plan; Preliminary 2020 Year End Revenue analysis; ACH/Electronic Payment policy (tentative)

7 p.m. City Council Regular Study Session
• Economic Development Update (J Palmer)
• Fireworks Regulations
• Staff Report – Emergency Mngt

TUESDAY 02/23/21 PofA Rasmussen

6 p.m. City Council P3 Committee Meeting
• WRIA

7 p.m. City Council Regular Business Meeting
• Presentation – Snohomish Health District
• PH: N Kelsey Design Standards (Ord 001/2021) and ordinance final reading
• Consent Agenda: ILA Public Works Mutual Aid; RFP for Human Services; Committee work plans
• NB: ILA with Sunnyside – inmate housing
• Reports: Finance, Police, Comm Dev, Econ Dev, HR/IT
• Executive Session

TUESDAY 03/02/21 PofA Rousey

6 p.m. Public Safety Committee Meeting
• TBD

7 p.m. City Council Regular Study Session
• Potential cancellation
• Staff Report – Emergency Mngt

TUESDAY 03/09/21 PofA Davis

6 p.m. Legislative Affairs Committee Meeting
• TBD

7 p.m. City Council Regular Business Meeting
• Consent Agenda: WWTP CIP1 Engineering Services Amendment
• Reports: Parks; Public Works, Emerg Mgt; Court

TUESDAY 03/16/2021 PofA Scarboro

5:30 p.m. City Council Finance/HR Committee Meeting
• TBD

7 p.m. City Council Regular Study Session
• Legislative Session Update
• Council meeting Zoom/In person hybrid format
• Staff Report – Emergency Mngt

TUESDAY 03/23/21 PofA Gamble

6 p.m. City Council P3 Committee Meeting
• Sewer Code review/Proposed Code revisions (tentative)

7 p.m. City Council Regular Business Meeting
• Consent Agenda: TBD
• NB:
• Reports: Finance, Police, Comm Dev, Econ Dev, HR/IT; Emergency Mngt
• Executive Session

TUESDAY 03/30/21 PofA Cudaback

7 p.m. City Council Meeting - Retreat
May not have this meeting

CITY COUNCIL MEETING LOCATION (unless otherwise noted):

City Hall, Council Chambers: 806 W Main Street, Monroe

COUNCIL COMMITTEE MEETING LOCATION (unless otherwise noted):

City Hall, Permit Assistance Center: 806 W. Main Street, Monroe

UPCOMING ITEMS:

- ACH/Electronic Payment Policy
- Financial Reserves Policy
- Retirement Recognition
- Wireless Regulations
- Criminal Justice System Priorities
- Solid Waste Contract Renewal
- TAC Recommendations



MONROE THIS WEEK

February 12, 2021 • Volume 7/Edition 6



Thank you for reading Monroe This Week.

This week's edition includes details on Presidents Day 2021, a recent increase in cyber attacks, job openings with the City of Monroe, a public hearing scheduled for February 23, an upcoming Bloodworks Northwest Pop-Up Donation event, a fire safety reminder from Snohomish Regional Fire & Rescue, a Monroe High School alum debuting Sunday on American Idol, and tomorrow's drive-thru food drive.



Please contact me with any and all feedback regarding the articles below. I can be reached at GThomas@MonroeWA.gov.

Yours in Service,



Mayor Geoffrey Thomas

MONDAY, FEBRUARY 15 IS PRESIDENTS DAY

This Monday, February 15, we recognize the federal holiday of Presidents Day. Originally enacted to recognize and celebrate George Washington's birthday, the day now commonly recognized as Presidents Day was established in 1879 as February 22. On January 1, 1971, the Uniform Monday Holiday Act shifted the holiday to the third Monday in February, which can land between the 15th and 21st days of the month. Originally established as "Washington's Birthday", the day has become known colloquially - and officially in over 20 states - as Presidents Day to honor President Abraham Lincoln as well. I wish all residents of Monroe a very Happy Presidents Day.



TIPS TO PROTECT YOURSELF WITH CYBER ATTACKS ON THE RISE

Last year brought significant changes to our world. Unfortunately, one in particular has been an increase in cyber attacks. Experts predict twice as many cyber attacks in 2021 than in 2019; just this week, the City learned of a possible data breach related to our third party utility billing vendor, Automatic Funds Transfer Services, Inc. With cyber security threats on the rise, here are ten tips to stay cyber aware:



1. Keep your software up-to-date
2. Use anti-virus protection and firewall
3. Use strong passwords and a password management tool
4. Use two-step or multi-factor authentication
5. Learn about phishing scams, and be suspicious of emails, phone calls, and flyers from unknown sources
6. Protect your sensitive Personal Identifiable Information
7. Use mobile devices securely
8. Back-up your data regularly
9. Limit your use of public wi-fi
10. Review your online accounts and credit cards regularly for fraudulent charges

If you are the victim of a cyber attack, here are some steps to take:

1. Change your passwords to all online accounts
2. Cancel any unauthorized or compromised credit/charge accounts
3. File a report with your local law enforcement agency
4. Contact a credit agency and request a fraud alert be placed on your credit report

CITY RECRUITING FOR A RECORDS MANAGER, THREE OTHER POSITIONS

The City of Monroe recently announced that it is recruiting for a Records Manager for the Monroe Police Department. This position provides supervisory tasks in the administrative division and/or specialty units of the police department, including first line supervision, assigning and reviewing work production, coordinating activities and workloads, and special projects as assigned by the Chief of Police. Minimum qualifications for the position include, but are not limited to:

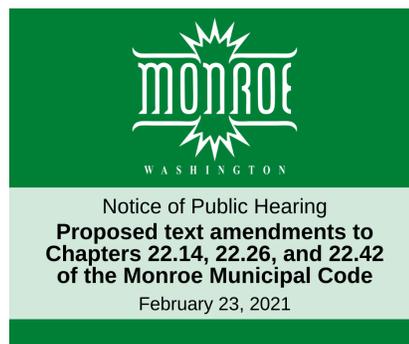


- High School diploma or GED required. AA degree preferred.
- Three years supervisory experience in criminal justice, including public records.
- Knowledge of the entire police department operation including community resources to which the department refers.
- Within six months of appointment, must complete First Level Supervision through the WSCJTC.

Additionally, the City is actively recruiting for a City Clerk, Senior Parks Planner, and a Lateral Police Officer. Prospective applicants are invited to review these [job openings](#) and apply online.

PUBLIC HEARING SCHEDULED FOR NEXT TUESDAY'S CITY COUNCIL MEETING

This week, the City issued [notice](#) that on Tuesday, February 23, 2021, at approximately 7:00 p.m., during the City Council Meeting, a public hearing will be held to consider proposed text amendments to Chapters 22.14, 22.26, and 22.42 of the Monroe Municipal Code. The proposed amendments, if enacted, would revise the Monroe Zoning Map and the North Kelsey Development Plan Design Guidelines to



allow stand-alone multi-family residential development.

A public comment period will be available during the public hearing, and anyone may provide public testimony during that period. Written comments can also be submitted by emailing Becky Hasart, Finance Director/Interim City Clerk, at BHasart@MonroeWA.gov, and must be received prior to the public hearing. For additional information, please contact the Community Development Department at (360) 863-4501.

BLOODWORKS NORTHWEST HOSTING POP-UP BLOOD DONATION EVENT

Bloodworks Northwest is hosting a Pop-Up Donation event in Monroe, February 22 and 23, at the Church of Jesus



Christ of Latter Day Saints. Donors at the event will be automatically entered into a drawing to win a new car, and all donated blood will be screened for COVID-19 antibodies. There are approximately 30 donation spots still available, so make your [online appointment](#) today.

FIRE SAFETY REMINDER FROM SNOHOMISH REGIONAL FIRE & RESCUE

We are still in the midst of winter and this time of year we see a spike in fire calls. Snohomish Regional Fire & Rescue wants to remind you to be fire smart! Remember to keep a 3-foot parameter around any heat source, always plug heat-producing appliances directly into the wall outlet, and only plug one appliance into a wall outlet at a time. Additionally, make sure your home has properly working smoke detectors and close your bedroom doors before you go to bed at night.



For more information visit www.SRFR.org, or contact Public Information & Education Officer Heather Chadwick at hchadwick@snofire7.org or (360) 282-3962.

MONROE HIGH SCHOOL GRADUATE DEBUTS SUNDAY ON AMERICAN IDOL

As I shared in a recent edition of [Monroe This Week](#), Monroe High

School's own Benson Boone will be a contestant on the new season of [American Idol](#). The upcoming 19th season will begin airing on Sunday, February 14. Tune in to follow his journey, support him, and vote for him along the way!



EVERGREEN SPEEDWAY HOSTING DRIVE-THRU FOOD DRIVE TOMORROW

As I shared in a recent edition of [Monroe This Week](#), tomorrow, Saturday, February 13, area residents will have the opportunity to support the [Sky Valley Food Bank](#) and take a spin on the [Evergreen Speedway](#) racetrack! [Ragnarok's Garage](#) is sponsoring a drive-thru food drive from 9:00 a.m. to 12:00 p.m. at the Speedway. Any food donation comes with the opportunity to drive your car through the Auto X Course. On-track participants will be required to sign a liability waiver before driving on the track surface. Most requested items from food bank patrons are:

- Canned vegetables and fruits
- Peanut butter and jelly
- Tuna and canned meats
- Canned soups, stews and chili
- Canned tomatoes, paste, and sauce
- Canned beans (all types)
- Oatmeal and cereal
- Pasta and rice
- Masa corn flour
- Toilet paper
- Paper towels
- Feminine hygiene products
- Diapers and baby wipes
- Dish and laundry soap
- Shampoo and conditioner
- Bath soap
- Toothpaste
- Deodorant
- Gift cards



UPCOMING CITY COUNCIL MEETING SCHEDULE

The City Council will meet in a Regular Study Session Meeting on Tuesday, February 16, 2021. The meeting will be held via the Zoom remote meeting platform and participation information will be posted with the February 16 agenda, which can be accessed by clicking the button below.

[Council Agendas/Minutes](#)

CITY COUNCIL MEMBERS



Councilmember
Patsy Cudaback



Councilmember
Kevin Hanford



Councilmember
Ed Davis



Councilmember
Jason Gamble



Councilmember
Jeff Rasmussen



Councilmember
Kirk Scarboro



Councilmember
Heather Rousey

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



City of Monroe | (360) 794-7400 | 806 West Main Street, Monroe, WA 98272

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AGENDA BILL

Meeting Date: February 16, 2021

Staff Contact: Rich Huebner, Management Analyst

Department: Executive

SUBJECT: Economic Development Report

PREVIOUS DISCUSSION:

12/08/2020

REQUESTED ACTION:

Discussion. Review the Socioeconomic Baseline and Regional Demand Analysis Report. Ask follow up questions as needed.

POLICY CONSIDERATIONS:

N/A

DESCRIPTION/BACKGROUND:

In late November 2020, the Economic Alliance Snohomish County ("EASC") issued a Notice of Available Funds to Snohomish County cities for projects that will enhance local economic resiliency by mitigating the negative impacts of the COVID-19 pandemic.

Economic Development Specialist James Palmer recommended and the City applied for funds to complete a Socioeconomic Baseline and Regional Demand Analysis report (Attachment 1).

The City was notified of the award by EASC on Friday, December 4, 2020. At its Regular Business Meeting of December 8, 2020, the City Council approved Agenda Bill 20-219, authorizing the acceptance of the grant and approving a Consultant Agreement with High Peak Analytics, LLC ("High Peak") to perform the work.

The goal of this project was to create a comprehensive data profile of the City of Monroe, including an online, interactive dashboard for all data captured. This dashboard will allow City staff to seamlessly pull data for reports, and for data trends to be made readily and publicly available. Tourism and service industry businesses in Monroe that have been particularly impacted by the COVID-19 pandemic will be provided tutorials on how to use the data to market and promote visitation to Monroe.

The Regional Demand Analysis assessed overall projections for our region, economic opportunities tied to tourism, the strengths and specializations of Monroe industries, and estimated consumer and household demand to inform post-pandemic growth opportunities.

The report includes six recommended strategies. The city is already making progress on a number of the recommendations:

Strategy #1: Invest in signage and marketing materials to make travelers aware of downtown Monroe amenities.

- Expand existing efforts to place signage and other wayfinding tools and messaging to make travelers aware of downtown Monroe amenities.
- Invest in marketing materials at destinations along the Route 2 corridor to attract potential travelers to stop in Monroe.

The 2021 budget includes funding to install gateway signs at key entrances in Monroe. Future investments in wayfinding signs are prioritized in the city council's six year strategic plan. The city has also invested Lodging Tax funds in the bi-annual "Choose Monroe" magazine that is mailed to households in Monroe and distributed a key tourist stops in eastern and western Washington. The city currently advertises in publications such as the "Cascade Loop" to increase awareness about the City of Monroe and its tourism assets.

Strategy #2: Invest in placemaking by integrating Monroe's tourism attraction efforts within the larger context of the Snohomish & Skykomish River Valleys region.

- Coordinate with the County to leverage existing efforts
- Use the "basecamp" model to frame Monroe within the broader context of the Snohomish & Skykomish River Valleys region.

City staff have contacted Snohomish County Tourism to discuss establishing a micro-website tied to the County's Seattle Northcountry platform.

Strategy #3: Invest in riverfront park access and amenities.

- Study other riverfront parks.
- Leverage existing designs and plans

Additional placemaking opportunities exist with the development of the Cadman property and connection to the existing Sky River, Lewis Street boat launch, and Al Borlin Parks. Additional place making strategies such as connecting the downtown to Lewis Street Park and Al Borlin Park are included in the city's Downtown Master Plan and Economic Development Plan. The city council may want to prioritize investments in these areas in the future.

Strategy #4: Look at other models for developing real estate for tourism.

- Assess properties in Monroe that have potential for tourism and/or retail
- Interview 2-3 businesses who can speak to the rationale behind their investment location decision.
- Organize focus groups to discuss possible uses.
- Develop recommendations

The city's Economic Development Advisory Board has formed a tourism promotion and marketing subcommittee to begin working with business and building owners to explore these opportunities.

Strategy #5: Maintain updated economic development data.

A dashboard of current economic development data was added to the City's Economic Development webpage (<http://monroewa.gov/87/Economic-Development>) in mid-January 2021. The data is built on a platform that automatically updates the data as new information becomes available.

Mr. Palmer and High Peak Principal/Founder Spencer Cohen, Ph.D., presented the draft report to the Economic Development Advisory Board ("EDAB") at its January 14, 2021 meeting, and to the Planning Commission at its January 25, 2021 meeting. With feedback from both bodies, Dr. Cohen has refined the report into a final draft for City Council discussion.

FISCAL IMPACTS:

N/A

TIME CONSTRAINTS:

N/A

ALTERNATIVES TO REQUESTED ACTION:

N/A

ATTACHMENTS:

[Monroe Econ Analysis Final Report](#)
[Economic Development Report](#)

City of Monroe

Economic and Regional Demand Analysis



February 11, 2021

Submitted to:



Submitted by:





Spencer Cohen, PhD
Principal and Founder
High Peak Strategy LLC
Seattle, WA
www.highpeakstrategy.com

EXECUTIVE SUMMARY

Background and Purpose

The City of Monroe has commissioned this study to examine the following:

- Socioeconomic and demographic trends in the City of Monroe, both over time and compared with other regions.
- The role of the City of Monroe as a central place and economic hub for the broader regional economy.
- Opportunities for the City of Monroe to attract more spending within the city, including both: 1) individuals and households who would otherwise pass through Monroe *en route* to and from destinations in the Cascades; and 2) new visitors whose destination is Monroe.

Findings presented in this report will inform economic development strategy and drive decision-making among city officials to support economic recovery efforts and new opportunities for economic growth.

Socioeconomic Baseline and Outlook for Monroe

Local Businesses and Workers

In 2019, the City of Monroe was home to an average of 870 employer establishments (i.e., those with employees, thereby excluding the self-employed), though this declined to 824 in Q1 2020.

City of Monroe businesses employed 10,100 workers in 2019. Covered employment grew every year between 2010 and 2019, though 2020 employment is expected to have declined due to the pandemic. Annual covered employment (i.e., employees covered under the state unemployment insurance system) grew by 2,300 jobs between 2010 and 2019—a compound annual growth rate of 2.9%.

In 2019, the services sector—including information, professional, technical, and scientific services, administrative support, healthcare, restaurants, and hotels—was the largest employment sector, employing more than 2,900 workers. Government (inclusive of the state penitentiary) was the second largest employment sector, with 2,100 workers, followed by manufacturing (more than 15% of the citywide workforce) and retail. The average wage in 2019 among workers employed in Monroe was \$47,200. This compares against a statewide wage in 2019 of \$69,600 and a Snohomish County wage of \$63,500.

In 2018, nearly one fifth (19%) of all workers in Monroe (irrespective of place of residence) earned \$1,250 per month or less in workplace earnings, while almost half (49%) earned more than \$3,333 per month. Approximately 52% of Monroe’s workforce were between the ages of 30 and 54, and 88% identified as “white alone.” An estimated 8.5% of workers in the City of Monroe had less than a high school diploma, while 47% had at least some college, and 21% with a bachelor’s degree or an advanced degree.

Population and Housing

In 2019, there were nearly 20,000 residents in the City of Monroe. Since the year 2000, the City of Monroe has seen its population increase 43.5%, as compared with 37% for Snohomish County overall. As of April 2020, there were 6,100 housing units in the City.

Approximately one quarter of all residents within the City of Monroe are below the age of 20, nearly the same as for Washington state overall. However, 60% of residents are considered part of the working age population (defined here as between the ages of 25 and 64), compared with 54% for the state overall.

In 2019, an estimated 7.3% of City of Monroe residents lived below the federal poverty line, including 18% of those 25 years of age or older and without a high school diploma or GED. By comparison, the King County poverty rate in 2019 was 7.6%, while Snohomish County was 6.8%.

The estimated median household income in Monroe in 2019 was \$85,900. The median household income of Hispanic or Latino origin households, representing 15% of all households in Monroe, was \$69,500.

Growth

The City of Monroe’s population is forecast to grow from 19,800 to 23,800, or an addition of 4,000 residents over twenty years—a compound annual growth rate of 0.9%. By comparison, Snohomish County is projected to grow 1.3% over this same twenty-year period. The Route 2 Corridor population, including the cities of Monroe, Gold Bar, and Sultan and surrounding unincorporated Snohomish County, is projected to increase by 11,200 residents between 2020 and 2040.

Regional growth will support new spending. Residents of other communities within the Route 2 corridor passing through Monroe are estimated to spend **\$10.1 million in Monroe by 2030**. Additionally, annual tourism spending in Monroe under one scenario modeled in this report could increase by \$800,000 by 2030.

Employment in Monroe is projected to increase 0.7% per year between 2019 and 2040. The largest source of growth is expected to be in the FIRES sector

(finance, insurance, real estate, and services), with 1.7% growth per year over this period.

Monroe’s Role as a Central Place

The City of Monroe serves as a central place within the broader Route 2 corridor, a region extending from the western edge of Monroe to Stevens Pass, including the jurisdictions of Sultan and Gold Bar and areas of unincorporated Snohomish County. In 2019, Monroe was home to 3.5% of all covered jobs in Snohomish County, as compared with 2.4% of the county’s total population. More than 90% of all covered jobs in “warehousing, transportation, and utilities” (WTU) and government within the Route 2 corridor were based on Monroe, along with 86% of all manufacturing jobs and 85% of all retail jobs.

Recommendations

Strategy #1: Invest in signage and marketing materials to make travelers aware of downtown Monroe amenities.

- Expand existing efforts to place signage and other wayfinding tools and messaging to make travelers aware of downtown Monroe amenities.
- Invest in marketing materials at destinations along the Route 2 corridor to attract potential travelers to stop in Monroe. For example, engage with Stevens Pass Ski Area about opportunities to place Monroe marketing signage, brochures, and other marketing materials at the resort.

Strategy #2: Invest in placemaking by integrating Monroe’s tourism attraction efforts within the larger context of the Snohomish & Skykomish River Valleys region.

- **Coordinate with the County to leverage existing efforts, such as the Seattle NorthCountry platform, to market Monroe as part of a broader marketing initiative.** This includes using the existing Seattle NorthCountry website and development of a microsite embedded on this platform for marketing Monroe as part of a broader tourism itinerary.
- **Use the “basecamp” model to frame Monroe within the broader context of the Snohomish & Skykomish River Valleys region.** Monroe is uniquely positioned as a central place for retail and commerce along Route 2. These advantages can be exploited to position Monroe as a dining and river recreation center within the broader tourism experience of the Snohomish & Skykomish River Valleys region.

Strategy #3: Invest in riverfront park access and amenities.

- **Study other riverfront parks.** There are many useful, informative examples of best practices in designing and building family-friendly riverfront parks. Possible case studies include River Meadows County Park in Snohomish County and Oxbow Park in the Portland Metro area.
- **Leverage existing designs and plans.** The City of Monroe should examine existing analysis in recent years on riverfront water access and implement or build on these existing plans. For example, in 2017 the City of Monroe participated in a design charette, which included design concepts for riverfront parks and access between the historic downtown and the river.

Strategy #4: Look at other models for developing real estate for tourism.

- **Assess properties in Monroe that have potential for tourism and/or retail.** Possible properties include the Monroe School District administrative building (high school). Possible examples in other jurisdictions include McMenemy's in Bothell and the Wallingford schoolhouse that was converted to retail. Identify 3-4 case studies that closely match the characteristics of existing properties in Monroe.
- **Interview 2-3 businesses who can speak to the rationale behind their investment location decision.** One of these interviews should be with McMenemy's. Interviews will probe what types of building and location characteristics are most important in attracting these investments.
- **Organize focus groups to discuss possible uses.** Meet with residents and businesses to understand, from their perspective, what would be the best way to revitalize the downtown area and improve the quality of life of Monroe through development of a linchpin property.
- **Develop recommendations.** Based on the above analysis, recommendations on how to develop available properties and necessary investments to attract tenants that will draw outside visitors and improve the quality of life for Monroe residents.

Strategy #5: Maintain updated economic development data.

High Peak Strategy LLC will provide guidance for updating leading economic development data indicators. This will include data sources, any necessary manipulations or transformations, and frequency of releases and requests.

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INTRODUCTION

Background and Purpose

The advent of the coronavirus pandemic has upended supply chains, employment, household demand, and economic systems across the globe. These impacts have materialized in large numbers of unemployed workers, negative gross domestic product growth, and pernicious uncertainty. In the second quarter of 2020, U.S. real GDP contracted an historically unprecedented 32% on an annualized basis; subsequent growth of 19.5% in Q3 and projected 4.6% growth in Q4 will still result in an overall negative growth in the U.S. economy for 2020 (Federal Reserve Bank of St. Louis, 2020). Nonfarm employment in the Seattle Metropolitan Statistical Area (MSA), representing the counties of King, Pierce, and Snohomish, has risen nearly 10% since April, but remains nearly 8% below levels in January 2020, before the crisis (U.S. Bureau of Labor Statistics, 2020).

These challenges have been further accentuated by the prolonged grounding of the 737 MAX and trade war with China, adversely affecting manufacturing exporters, aerospace suppliers, and households with members and relatives laid off or furloughed due to the aerospace industry downturn.

The wide scale availability of vaccines beginning in late 2020 and through the first half of 2021 will likely bring an end to the immediate impacts of the crisis. However, many regional and local economies will struggle to recover from these economic disruptions, requiring local leaders and economic development practitioners to innovate new solutions to both steward regional economic recovery and identify new development pathways to boost growth and wealth generation in their respective communities.

The City of Monroe has commissioned this study to examine the following:

- Socioeconomic and demographic trends in the City of Monroe, both over time and compared with other regions.
- The role of the City of Monroe as a central place and economic hub for the broader regional economy.
- Opportunities for the City of Monroe to attract more spending within the city, including both: 1) individuals and households who would otherwise pass through Monroe *en route* to and from destinations in the Cascades; and 2) new visitors whose destination is Monroe.

Findings presented in this report will inform economic development strategy and drive decision-making among city officials to support economic recovery efforts and new opportunities for economic growth.

Methods

This study leverages federal, state, and private vendor data sources, along with qualitative research obtained through correspondence with industry representatives, city officials, reports, and articles. To the greatest extent possible, existing definitions of select subsectors were used, based on veritable research, to allow for consistency in measures.

Organization of Report

The remainder of this report is organized as follows:

- **Socioeconomic city profile.** Detailed, data-rich profile of the City of Monroe, including current and historic economic and demographic trends and forecasts.
- **Regional demand analysis.** Overall growth projections for the region, assessment of economic opportunities, industry cluster analysis, projected future household demand, and review of economic development assets and strengths and alignment with growth opportunities.
- **Key findings and recommendations.** Review of key findings and recommended actions to support economic growth in Monroe.

CITY OF MONROE SOCIOECONOMIC PROFILE

Growth and Competitiveness

GDP, Businesses, and Workers

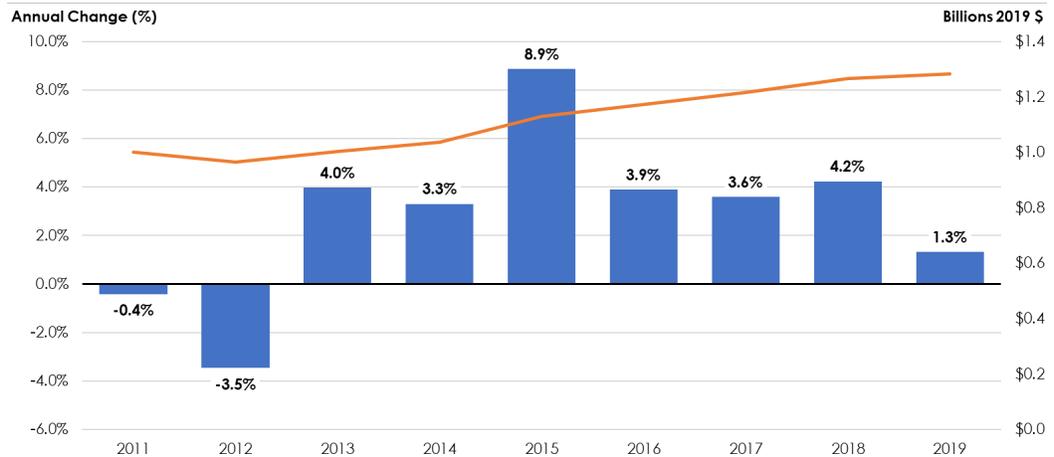
In 2019, estimated real GDP for the City of Monroe reached \$1.3 billion, representing a 1.3% growth rate over 2018 (**Exhibit 1**).¹ This compares with Seattle MSA real GDP growth of 5.1% year-over-year in 2019 (U.S. Bureau of Economic Analysis, 2020). The City of Monroe's estimated share of countywide real GDP has averaged 2.8% each year between 2010 and 2019, nearly the same as the City's share of countywide employment (2.9%).

There was an average of 870 employer establishments (i.e., those with employees, thereby excluding the self-employed) in 2019 in the City of Monroe. The number of establishments fell to 824 in the first quarter of 2020, due largely to the onset of the pandemic (**Exhibit 2**).

¹ City of Monroe GDP is not published, requiring an estimation approach. These estimates were developed by taking the average of two shares and applying to countywide GDP. These ratios were: 1) city share of labor income (a key component of value-added) out of countywide labor income; and 2) city share of jobs + population for total county jobs + population.

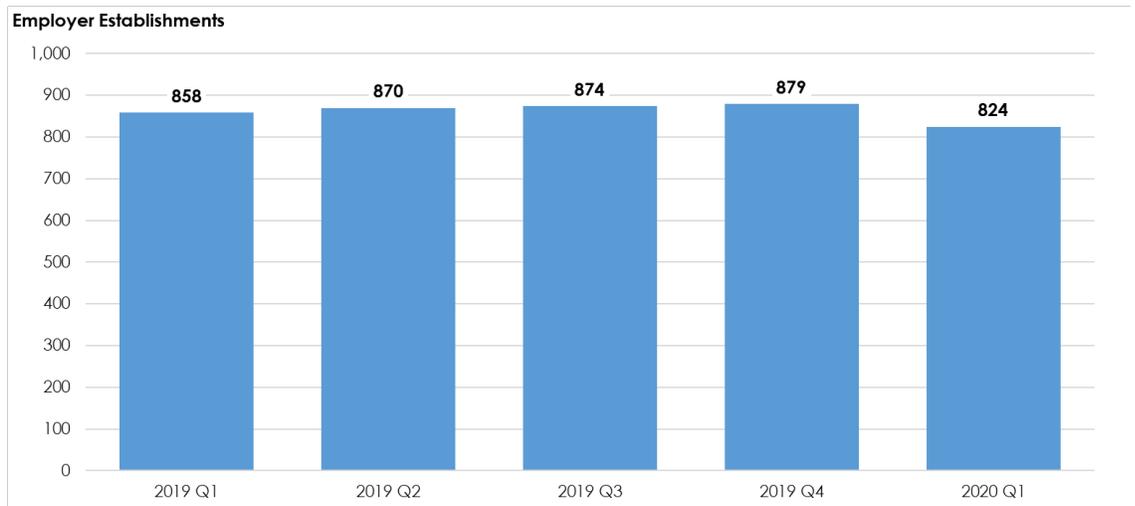
While no city-level unemployment data is available, Snohomish County unemployment, after peaking at 19.2% in April, has since come down to 5.2%, consistent with statewide and U.S. trends during the pandemic (U.S. Bureau of Labor Statistics, 2020).

Exhibit 1. Estimated Real GDP, City of Monroe, 2011-2019



Data sources: U.S. Bureau of Economic Analysis (2020); Puget Sound Regional Council (2020); U.S. Bureau of Labor Statistics (2020); author's calculations.

Exhibit 2. Employer Establishments by Quarter, City of Monroe, 2019 Q1 to 2020 Q1



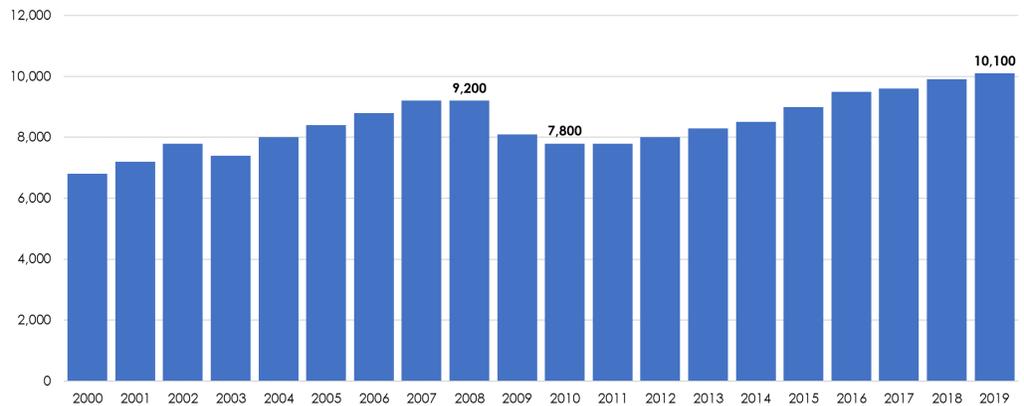
Data source: Washington State Employment Security Department (2020).

Covered employment refers to workers included in the state unemployment insurance system (i.e., payroll workers). City of Monroe businesses employed 10,100 workers in 2019 (**Exhibit 3**), a substantial increase over 2010 (during the last recession). Covered employment grew every year between 2010 and 2019, though 2020 employment is expected to have declined due to the pandemic. Annual covered employment grew by 2,300 jobs between 2010 and 2019, equal to a compound annual growth rate of 2.9%.

In 2019, the services sector—including information, professional, technical, and scientific services, administrative support, healthcare, restaurants, and hotels—employed more than 2,900 workers. Government was the second largest employer, with 2,100 workers, followed by manufacturing (more than 15% of the citywide workforce) and retail (**Exhibit 4**).

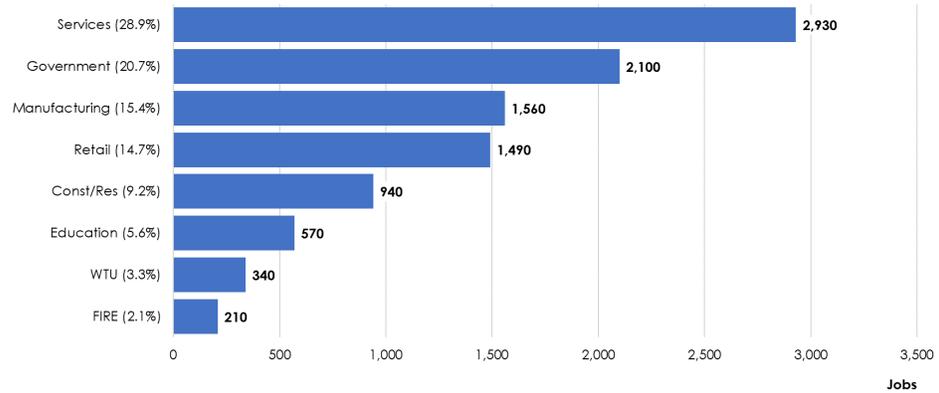
The average wage in 2019 among workers employed in Monroe was \$47,200. This compares against a statewide wage in 2019 of \$69,600 and a Snohomish County wage of \$63,500 (Washington State Employment Security Department, 2020).

Exhibit 3. Covered Workers Employed in the City of Monroe, 2000-2019



Data source: Puget Sound Regional Council (2020).

Exhibit 4. Covered Workers Employed by Sector in the City of Monroe, 2019



Data source: Puget Sound Regional Council (2020).

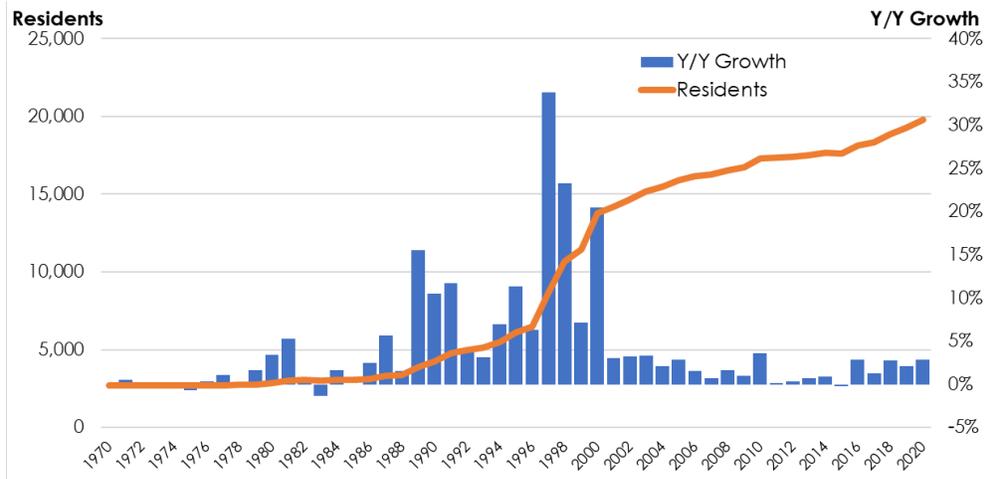
Const/Res = “construction and resources,” WTU = “warehousing, transportation, and utilities,” FIRE = “finance, insurance, and real estate.”

In 2018, nearly one fifth (19%) of all workers in Monroe (irrespective of place of residence) earned \$1,250 per month or less in workplace earnings, while almost half (49%) earned more than \$3,333 per month. Approximately 52% of Monroe’s workforce were between the ages of 30 and 54, and 88% identified as “white alone.” An estimated 8.5% of workers in the City of Monroe had less than a high school diploma, while 47% had at least some college, and 21% with a bachelor’s degree or an advanced degree (U.S. Census Bureau, 2020).

Population and Housing

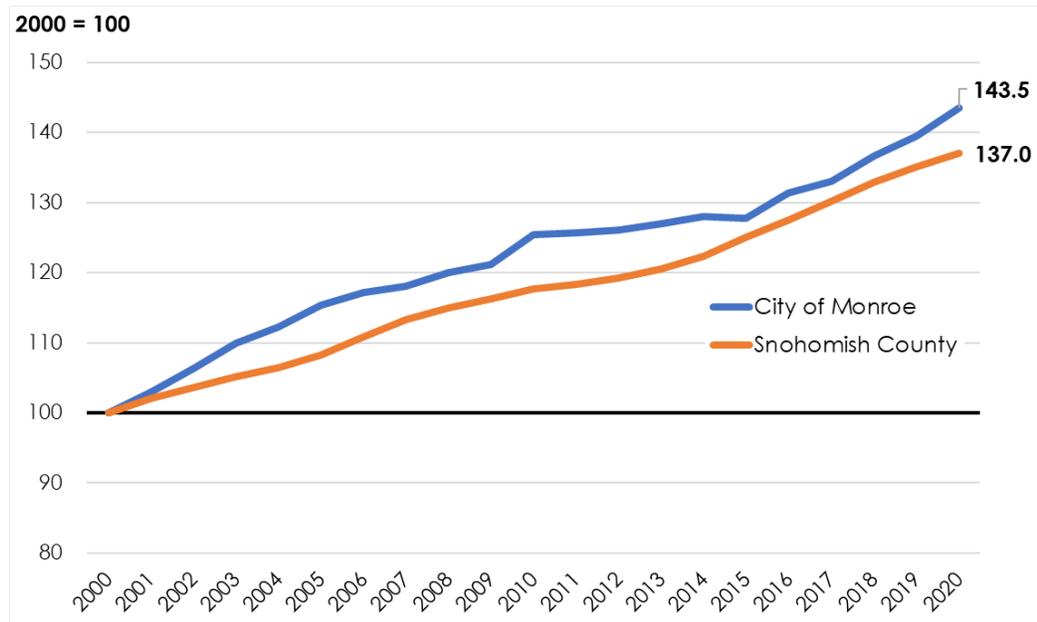
In 2020, there were nearly 20,000 residents in the City of Monroe (**Exhibit 5**). The City’s largest period of growth was in the late 1980s through 2000, when the City’s population increased from 3,300 residents (1987) to 13,800—a compound annual growth rate of almost 12%. Since the year 2000, the City of Monroe has seen its population increase 43.5%, as compared with 37% for Snohomish County overall (**Exhibit 6**).

Exhibit 5. Total Residents and Year-over-Year Change, City of Monroe, 1970-2020



Data source: Washington State Office of Financial Management (2020).

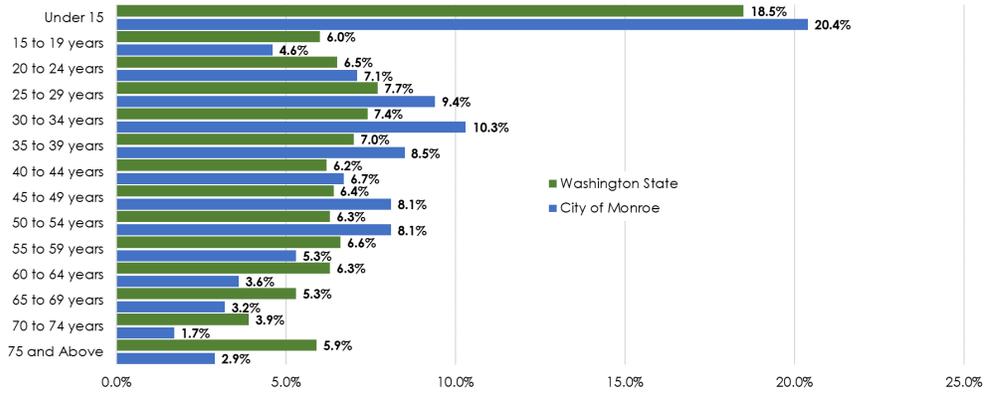
Exhibit 6. City of Monroe and Snohomish County Population Growth, Indexed to 2000



Data source: Washington State Office of Financial Management (2020).

Approximately one quarter of all residents within the City of Monroe are below the age of 20, nearly the same as for Washington state overall. However, nearly 60% of residents are considered part of the working age population (defined here as between the ages of 25 and 64), compared with 54% for the state overall (**Exhibit 7**). Residents 65 years old and above in Monroe represent less than 8% of the population, slightly more than half the rate for Washington state (15.1%).

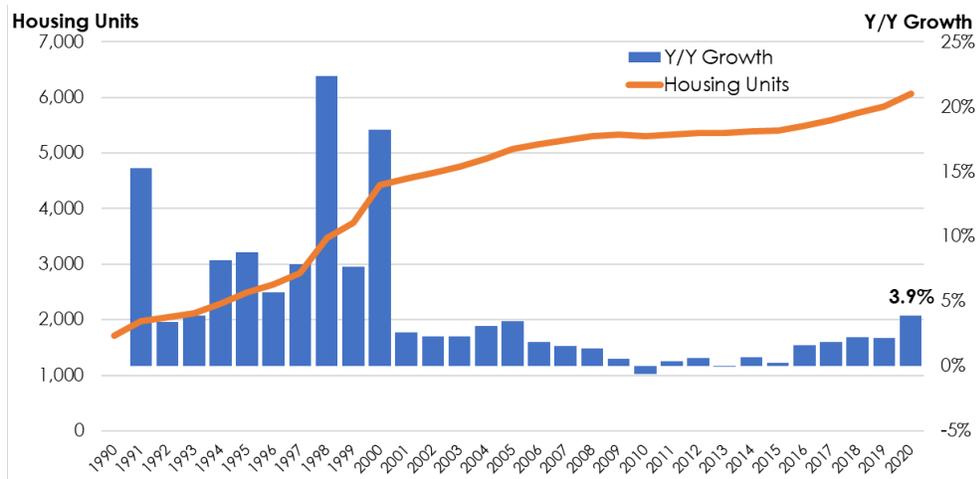
Exhibit 7. Population Age Distribution, City of Monroe and Washington State, 2019



Data source: U.S. Census Bureau (2020).

Housing units experienced a similar growth period. As of April 2020, there were nearly 6,100 housing units in the City (Exhibit 8). Population has grown faster than housing units since 2000, indicating growth in the residents per housing unit over this period. There were an estimated 5,266 households in the City of Monroe in 2019, based on the American Community Survey Five-Year Estimates for 2019 (Exhibit 9).² Married couples constituted 54% of all households in 2019; 43% of households included one or more persons under the age of 18, and 19% included one or more members 65 years of age or older. The average family size was 3.4 persons (U.S. Census Bureau, 2020).

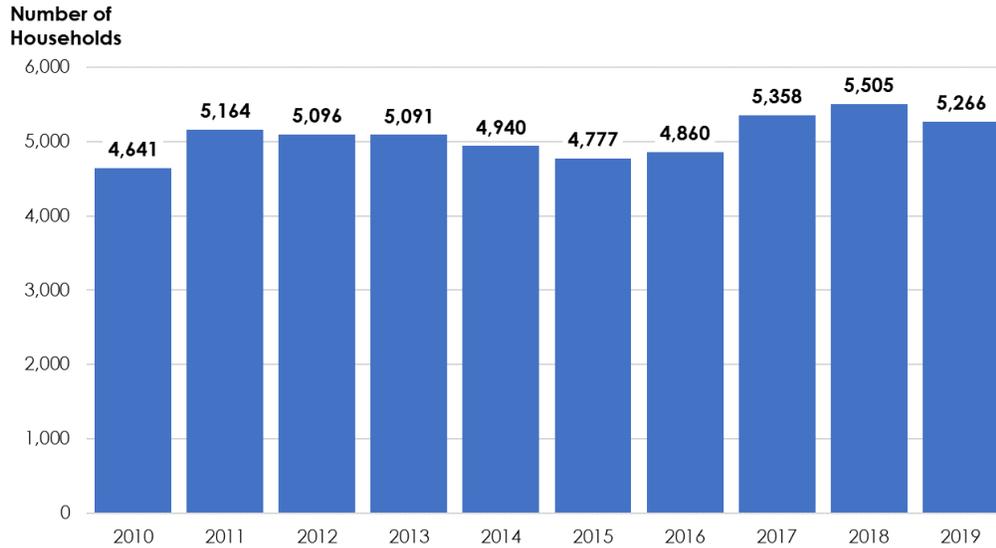
Exhibit 8. Housing Units (#) and Change Year-over-Year (%), City of Monroe, 1990-2020



Data source: Washington State Office of Financial Management (2020).

² “Households” represent the number of occupied “housing units.”

Exhibit 9. Households in City of Monroe, 2010-2019

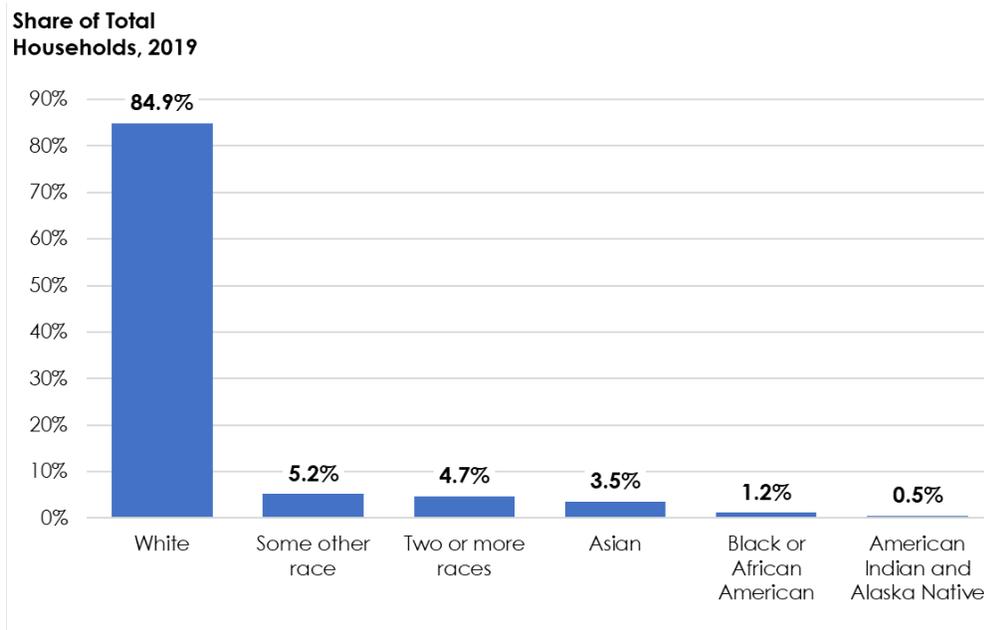


Data source: U.S. Census Bureau, American Community Survey Five-Year Estimates (2020).

Note: Each reported year represents a five-year average, due to limited annual sample size for the City of Monroe.

Nearly 85% of all households in the City of Monroe identified as “white” in 2019 (**Exhibit 10**), of which 76% identified as “white, non-Hispanic.” This share is higher than the U.S. overall in 2019, in which 76% of all households identified as “white,” and 66% as “white, non-Hispanic.” However, the share of Monroe’s population that is white is slightly less than Washington state and Snohomish County, which were both approximately 79% in 2019 (U.S. Census Bureau, 2020).

Exhibit 10. Households by Race, City of Monroe, 2019



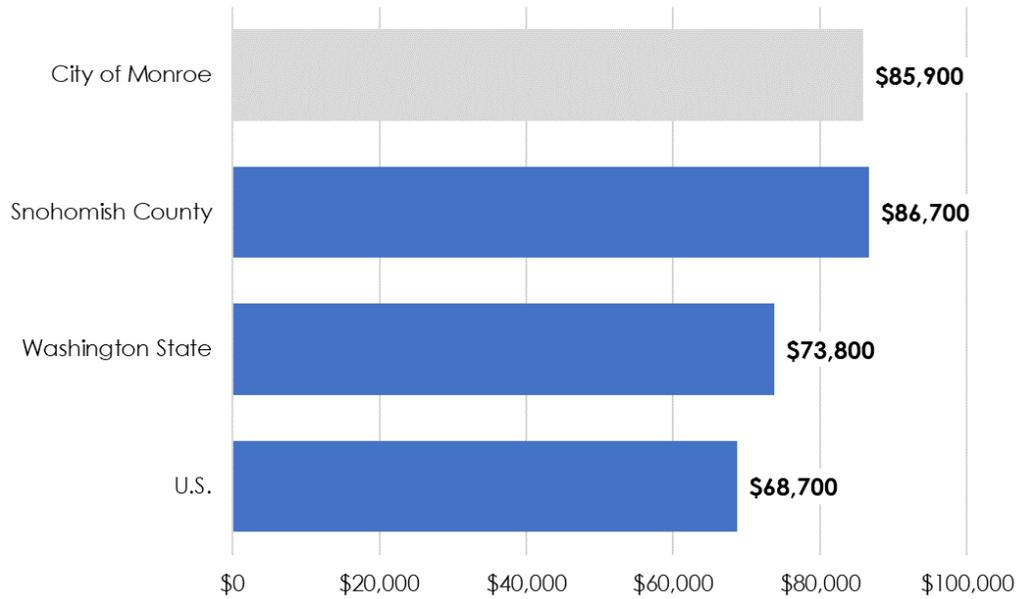
Data source: U.S. Census Bureau, American Community Survey Five-Year Estimates (2020).

Median household income among City of Monroe residents (irrespective of place of employment) reached \$85,896 in 2019. This was slightly lower than Snohomish County overall but 16% higher than Washington state overall and more than 25% higher than for the U.S. (**Exhibit 11**).

In 2019, an estimated 7.3% of City of Monroe residents lived below the federal poverty line, including 18% of those 25 years of age or older and without a high school diploma or GED. By comparison, the King County poverty rate in 2019 was 7.6%, while Snohomish County was 6.8% (U.S. Census Bureau, 2020).

Among white households (representing 85% of all households in the City of Monroe), the median household income was the same as for all households in 2019, at \$85,900. However, among Black or African American households (1.2% of all households), the median household income was significantly lower, at \$56,300. Households with two or more races had the highest median income in Monroe in 2019, at \$118,300. The median household income of Hispanic or Latino households was \$69,500 (**Exhibit 12**).

Exhibit 11. Median Real Household Income, City of Monroe, Snohomish County, Washington State, U.S., 2019



Data source: U.S. Census Bureau (2020).

Exhibit 12. Median Household Income by Ethnic Group, City of Monroe, 2019

	Median Share of Households	Median Household Income
One race		
White	85%	\$85,900
Black or African American	1%	\$56,300
American Indian and Alaska Native	1%	N/A
Asian	4%	\$106,100
Native Hawaiian and Other Pacific Islander	0%	N/A
Some other race	5%	\$51,000
Two or more races	5%	\$118,300
Hispanic or Latino origin (of any race)	15%	\$69,500
White alone, not Hispanic or Latino	76%	\$86,500
All Households		\$85,900

Data source: U.S. Census Bureau (2020).

Talent

Among residents of Monroe in 2019, an estimated 62% of individuals ages 25 and older had some post-secondary education, including 22% with a bachelor’s degree or higher (compared with 36% for Washington state overall). An estimated 11% of residents ages 25 and older had less than a high school diploma or GED, compared with 9% for Washington state and 8% for Snohomish County (**Exhibit 13**).

Exhibit 13. Educational Attainment Levels, Monroe, Snohomish County, Washington State, 2019

Educational Attainment Level	Washington State	Snohomish County	City of Monroe
Less than 9th grade	3.7%	2.8%	4.3%
9th to 12th grade, no diploma	5.0%	4.9%	6.8%
High school graduate (includes equivalency)	22.0%	23.3%	27.2%
Some college, no degree	23.3%	25.5%	30.0%
Associate's degree	10.0%	10.7%	9.6%
Bachelor's degree	22.4%	22.2%	16.4%
Graduate or professional degree	13.6%	10.6%	5.7%
<i>High school graduate or higher</i>	91.3%	92.3%	88.9%
<i>At least some post-secondary education</i>	69.3%	69.0%	61.7%
<i>Bachelor's degree or higher</i>	36.0%	32.8%	22.1%

Data source: U.S. Census Bureau (2020).

Note: “some post-secondary education” includes “some college, no degree” and above.

Among labor force participants living in Monroe ages 16 and above, approximately one sixth were employed in “management, business, and financial occupations,” followed by office and administrative positions (**Exhibit 14**). This compares with 11% of workers both countywide and statewide employed in office and administrative support occupations. Monroe has a lower share of its resident labor force employed in “computer, engineering, and science occupations” compared to the state average (7.1% versus 9.4%).

Exhibit 14. Residents 16 and Older by Occupation, City of Monroe, Snohomish County, and Washington State, 2019

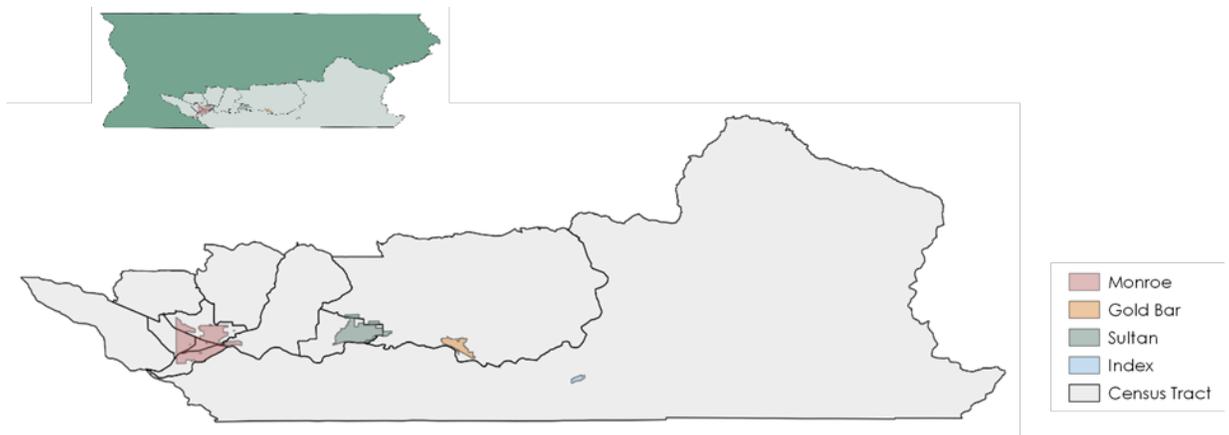
Occupation	City of Monroe	Snohomish County	Washington State
Management, business, and financial occupations	16.0%	16.9%	16.9%
Office and administrative support occupations	14.8%	10.8%	10.5%
Sales and related occupations	9.0%	9.7%	9.3%
Education, legal, community service, arts, and media occupations	8.6%	9.0%	10.6%
Construction and extraction occupations	8.0%	6.2%	5.0%
Computer, engineering, and science occupations	7.1%	9.4%	8.8%
Production occupations	6.0%	5.7%	4.8%
Material moving occupations	4.8%	3.1%	3.6%
Food preparation and serving related occupations	4.7%	5.0%	5.5%
Healthcare support occupations	3.9%	3.4%	3.5%
Building and grounds cleaning and maintenance occupations	3.7%	3.2%	3.3%
Personal care and service occupations	3.2%	2.6%	2.8%
Healthcare practitioners and technical occupations	3.0%	5.1%	5.4%
Protective service occupations	2.8%	1.7%	1.8%
Installation, maintenance, and repair occupations	2.2%	4.1%	3.0%
Transportation occupations	1.8%	3.6%	3.7%
Farming, fishing, and forestry occupations	0.5%	0.3%	1.6%

Data source: U.S. Census Bureau (2020).

REGIONAL ANALYSIS AND CENTRAL ROLE OF MONROE

Monroe is an important central place and hub for commerce along the corridor running from Monroe to Stevens Pass, including the cities of Monroe, Sultan, Gold Bar, and Index, as well as various unincorporated areas. **Exhibit 15** below presents the geography of the study region.

Exhibit 15. Route 2 Economic Corridor



Across the corridor, there were an estimated 52,700 residents in 2019. Monroe’s population of 19,800 residents (including approximately 2,500 incarcerated at the state penitentiary) represented 38% of residents in the region, while nearly half (47%) of residents lived in unincorporated census tracts (Washington State Office of Financial Management, 2020; U.S. Census Bureau, 2020).

In 2019, the combined covered employment within this corridor totaled 13,900 jobs. Monroe is the primary nexus for employment in this region,

with 10,100 of these covered jobs. There were an estimated 2,600 covered jobs within unincorporated areas along the Route 2 corridor, of which nearly 1,100 were in the services sector (excluding retail but including recreation and accommodations).

The largest sector of Monroe employment was services, with more than 2,930 workers. This was followed by government, including the state penitentiary, local government, and school district employees. Monroe was home to 1,560 manufacturing workers, primarily in the North Industrial Park. There were 1,490 workers employed in the retail sector, such as Lowes Home Improvement and Walmart Supercenter. Hotels and restaurants in Monroe employed more than 1,000 workers, representing nearly all sectoral workers within the corridor (Puget Sound Regional Council, 2020).

In addition to covered workers, there are numerous self-employed workers operating in the City of Monroe and the region. These include professional services, food services, and various retail operations. In 2019, there were an estimated additional 1,300 self-employed workers in Monroe, primarily in retail (940) (Puget Sound Regional Council, 2020; 2019).

Regional Specializations

Location quotients are a common technique for evaluating the relative concentration and specialization of sectoral activities in a region, measured against a broader, regional benchmark. A location quotient (LQ) above 1 indicates the geography of analysis (in this case, the City of Monroe) has a higher relative concentration of a given industry than the region overall, suggesting some degree of industry specialization. Conversely, a LQ for an industry and geography less than one suggests that residents in the analysis area are more likely to purchase goods and services from outside their home geography.

In 2019, Monroe was home to 3.5% of all covered jobs in Snohomish, as compared with 2.4% of the county's total population. Government jobs in Monroe as a share of the total covered workforce were nearly three times the share of government jobs countywide (LQ of 2.82); these jobs are primarily related to the state penitentiary. Manufacturing displayed a location quotient of 0.74, though this value is skewed by the high concentration of manufacturing jobs in Everett and surrounding communities, primarily associated with The Boeing Company and suppliers. Retail services displayed a location quotient of 1.23, pointing to the importance of Monroe as a regional hub for both big box retailers such as Walmart and various smaller businesses along Route 2 and the downtown corridor (**Exhibit 16**).

Exhibit 16. Covered Jobs, Industry Shares, and Local Quotients for City of Monroe, Benchmarked Against Snohomish County, 2019

	Monroe	Snohomish County	Monroe Industry Share, Snohomish County	Monroe LQ
Const/Res	940	25,400	3.7%	1.06
FIRE	210	12,500	1.7%	0.48
Manufacturing	1,560	60,400	2.6%	0.74
Retail	1,490	34,500	4.3%	1.23
Services	2,930	103,700	2.8%	0.81
WTU	340	13,100	2.6%	0.74
Government	2,100	21,300	9.9%	2.82
Education	570	18,700	3.0%	0.87
Total	10,140	289,600	3.5%	

Exhibit 17 below presents covered workers in the City of Monroe and corridor by industry grouping, Monroe’s share of the Route 2 Corridor’s total employment per industry group, and Monroe’s location quotients for each. Monroe’s highest LQs, as an indication of regional specialization, were in government (1.25), wholesale trade, transportation, and utilities (WTU, 1.25), manufacturing (1.16), and retail (1.15). These relatively high location quotients indicate Monroe is a regional hub for these activities, serving the broader set of communities within the Route 2 Corridor.

Exhibit 17. Covered Jobs, Industry Shares, and Local Quotients for City of Monroe, Benchmarked Against Route 2 Corridor, 2019

	Monroe	Corridor	Monroe Regional Industry Share	Monroe LQ
Const/Res	940	1,800	52%	0.71
FIRE	210	300	70%	0.95
Manufacturing	1,560	1,820	86%	1.16
Retail	1,490	1,760	85%	1.15
Services	2,930	4,350	67%	0.92
WTU	340	370	92%	1.25
Government	2,100	2,290	92%	1.25
Education	570	1,090	52%	0.71
Total	10,140	13,780	74%	

Data source: Puget Sound Regional Council (2020).

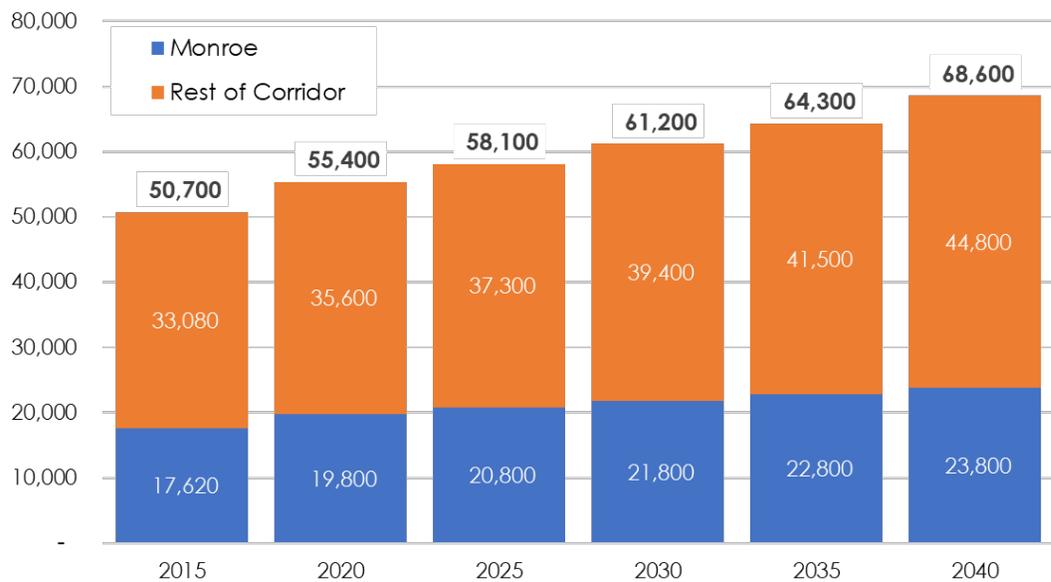
WTU = “warehousing, transportation, and utilities,” FIRE = “finance, insurance, and real estate,” Const / Res = “construction and resource extraction.”

ECONOMIC GROWTH OPPORTUNITIES

Population Growth and Trends for the Region

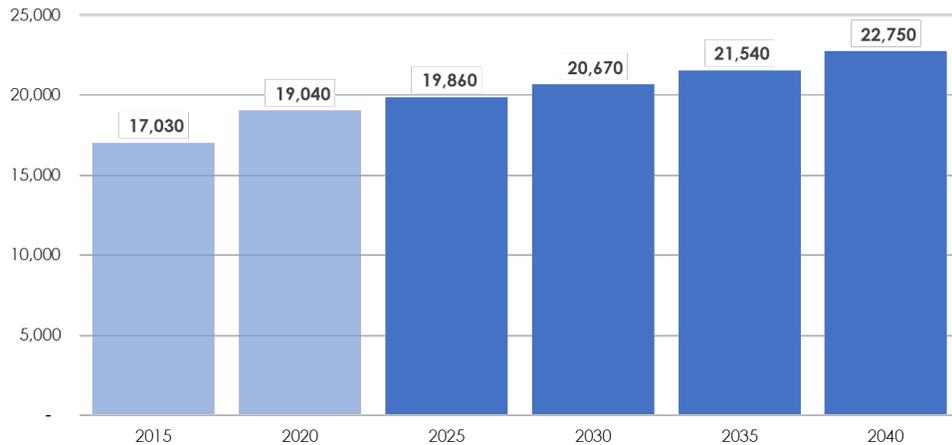
Based on growth projections published by the Puget Sound Regional Council, the City of Monroe’s population is forecast to grow from 19,800 to 23,800, or an addition of 4,000 residents over twenty years—a compound annual growth rate of 0.9%. By comparison, Snohomish County is projected to grow 1.3% over this same twenty-year period. The Route 2 Corridor population, including the cities of Monroe, Gold Bar, and Sultan and surrounding unincorporated Snohomish County, is projected to increase by 11,200 residents between 2020 and 2040 (**Exhibit 18**). Total households within the Route 2 corridor are projected to increase from 19,040 in 2019 (estimated) to 20,670 by 2030 and 22,750 by 2040 (**Exhibit 19**).

Exhibit 18. Projected Population, City of Monroe and Route 2 Corridor, 2015-2040



Data sources: Puget Sound Regional Council (2019); Washington State Office of Financial Management (2020); author’s calculations.

Exhibit 19. Projected Total Households, Route 2 Corridor, 2015-2020



Data sources: Puget Sound Regional Council (2019); Washington State Office of Financial Management (2020); author's calculations.

Population growth will support projected increases in household spending in the region. According to the U.S. Bureau of Labor Statistics Consumer Expenditure data series, in 2018-2019 Seattle Metropolitan Statistical Area (MSA) households spent on average \$81,300 on various goods, services, and basic household necessities, across all household types and sizes (U.S. Bureau of Labor Statistics, 2020). Of this, nearly two-thirds (64%, \$52,000) were on non-housing expenses. Approximately \$18,000 was spent per household on groceries and various consumer goods, such as food (at home and away from home), alcoholic and tobacco products, entertainment, apparel, and personal care products and services.

Based on household count projections from the Puget Sound Regional Council's Land Use Vision forecast, by 2030 Monroe is expected to see a 10% increase in the number of households (between 2020 and 2030), or a net change of 400. Applying U.S. Bureau of Labor Statistics estimated spending per household, this increase will yield an increase in local resident grocery and consumer spending of more than \$7.3 million by 2030. A large share of this is expected to be spent within Monroe, based on the existing strong concentration of retail services.

For the broader region of Monroe plus the cities and unincorporated areas of the Route 2 corridor, household retail and consumer goods spending will grow by more than \$28.0 million by 2030. If households within the region spend upwards of 50% of their retail expenditures within the region, this would imply \$14.0 million in new spending retained within the region. **Of this, an estimated \$10.1 million would be spent in Monroe.**³

³ This estimate is based on Monroe's combined share of regional retail and services employment, which in 2019 equaled 73%. This share was then applied to the

The broader region, including King and Snohomish Counties, is projected to see a net increase of 236,400 residents between 2020 and 2030. This population growth will support additional visitors to Route 2 corridor (Washington State Office of Financial Management, 2020; Puget Sound Regional Council, 2019).⁴

Employment Growth and Impacts

Employment in Monroe is projected to increase 0.7% per year between 2019 and 2040. The largest source of growth is expected to be in the FIRES sector (finance, insurance, real estate, and services, i.e., FIRE + Services), with 1.7% growth per year over this period. Retail covered employment is expected to grow 1.1% per year, adding 400 jobs between 2019 and 2040 (**Exhibit 20**).

Exhibit 20. Projected Covered Employment, City of Monroe, 2019-2040

Sector	2019 Employment	2040 Employment	CAGR
FIRES	3,100	4,400	1.7%
Government	2,100	1,900	-0.5%
Manufacturing & WTU	1,900	1,800	-0.3%
Retail	1,500	1,900	1.1%
Construction & Resource Extraction	900	900	0.0%
Education	600	600	0.0%
Total	10,100	11,600	0.7%

Data source: Puget Sound Regional Council (2019; 2020).

Note: the PSRC Land Use Vision (LUV) forecast is a projection of total employment, including both covered workers and the self-employed. In this analysis, the implicit growth rates are imputed and applied to covered employment by industry sector for years after 2019. Industry categories are also combined due to industry groupings used in the LUV forecast.

Tourism

Tourism is a significant economic driver in Washington state and Snohomish County, and continues to grow. According to the Washington Tourism Alliance, there were 110 million visitors in Washington state in 2019, a 2% increase over 2018. Direct visitor spending summed to \$21.9 billion, up 4.5% over 2018, and supported 165,000 jobs across the state (Washington Tourism Alliance, 2020). Based on Puget Sound Regional Council projections, the Seattle metropolitan area (combined counties of King and Snohomish) will grow by 0.7% per year between 2020 and 2030, or a net increase of 224,000

estimated amount of spending (\$14.0 million) retained within the Route 2 Corridor to arrive at estimated retained consumer spending in Monroe.

⁴ Estimates based on 2020 actuals for King and Snohomish Counties and imputed growth rates derived from the PSRC LUV forecast through 2030.

residents. This growth will support increased daytrip tourist activities, including along the Route 2 corridor.

Estimates by Dean Runyan Associates for 2018 show that tourism spending in Snohomish County summed to nearly \$1.2 billion, of which \$1.1 billion was in the form of “destination spending.” This spending included \$771.1 million among overnight visitors who spent on average nearly three nights in the county. Primary spending categories included “food services” (\$366.4 million) and “local transportation and gas (\$174.9 million) (Dean Runyan Associates, 2019).

Visitor Profile and Objectives

According to a Snohomish County Visitor Survey conducted by Resonance as part of the Snohomish County Tourism Strategic Plan, most travelers to the county visit via automobile and more than a third were day-trippers. Among overnight visitors, approximately 10% stayed at a campground or RV park. Nearly 40% of respondents indicated they are regular visitors to the county (Resonance, 2016).

“Active Adventurers” and “Sophisticated Explorers”—two categories of visitors whose primary destinations involve the mountains and outdoor activities—represented 58.4% of all survey respondents. The most common reasons for visiting the county included “sightseeing” (29.2%), nature/outdoors (27.3%), and hiking (26.8%). “Regular” or “occasional” visitors represented more than 70% of those surveyed. Approximately 12% of surveyed respondents indicated they visited Monroe as part of their itinerary. Fifteen percent (15%) of respondents indicated that they had also visited Stevens Pass (King and Chelan Counties) as part of their Snohomish County visit.

Estimating Tourism Economic Opportunities for Monroe

Monroe has a unique opportunity to increase the number of stopovers and local retail spending among tourists and travelers along the Route 2 corridor. Tourism spending spans all four seasons. In the winter months, each weekend thousands of travelers pass through Monroe to and from the Stevens Pass Ski Area. In 2018, there were more than 450,000 visitors to the ski area, setting a record (Bray, 2018). The summer and autumn months see a large flow of visitors also heading to the Cascades for hiking and other outdoor recreation activities. At points along the Route 2 corridor, annual average daily traffic (AADT) in 2019 ranged between 45,000 vehicles in downtown Monroe on Route 2 to 21,000 in Sultan and 6,100 in Stevens Pass (Washington State Department of Transportation, 2020).

Of these traffic volumes, an estimated 6.2% were single, double, or triple unit trucks. There were thus 15.4 million non-truck vehicles annually in

2019 that entered or exited SR 522 at milepost 14.48 on Route 2. This volume of estimated annual non-truck traffic declined to 12.0 million in Monroe along the Route 2 corridor near Kelsey and 7.2 million vehicles at the eastern edge of the city. Volumes continued to decline to 4.8 million in downtown Sultan and 1.8 million just west of Stevens Pass (**Exhibit 21**). We assume that 50% of these travelers passing through or near Stevens Pass are day or multiday tourists and recreationists with an average of two passengers per vehicle. After accounting for roundtripping, there were an estimated 970,000 unique traveler trip-days in 2019 that can be considered “tourist” trips.⁵

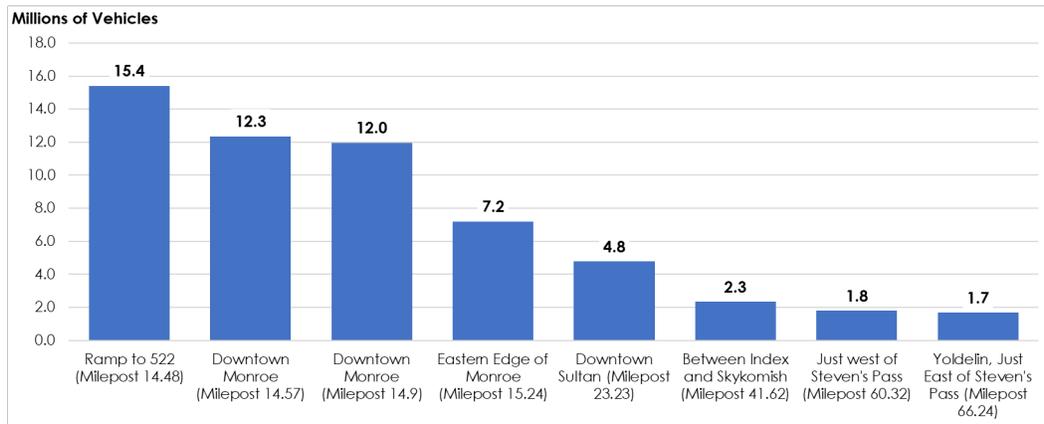
This flow of tourist traffic could increase to over 1 million traveler trip days by 2030. Currently, based on Arrivalist data provided by the City of Monroe, approximately 2% of travelers passing through Monroe originating from outside the region stop in Monroe (not including visitors to the Evergreen State Fairgrounds).⁶ If Monroe is able to increase this market share from 2% to 10%, the City would see an increase in visitor spending of nearly \$800,000 per year.

If the Greater Seattle area population grows (as projected) by 8% between 2019 and 2030, the annual flow of passenger tourist vehicle traffic passing through Monroe heading to the Cascades could increase to 1.05 million. If Monroe captures 10% of these travelers, and assuming an average per capita budget of \$10, this will yield a total annual spending of more than \$1 million for local businesses by 2030, or an increase of \$900,000 over 2019 estimated spending levels.

⁵ This estimate uses the average of vehicular non-truck traffic between Index and Stevens Pass, since some day visitors for outdoor recreational purposes reach their destination west of Stevens Pass (e.g., Wallace Falls State Park, other hikes along Route 2 between Gold Bar and Skykomish).

⁶ Arrivalist is a subscription-based data service that uses mobile data to track the anonymized movements and spending of individuals in a defined, “geo-fenced” area.

Exhibit 21. Estimated Passenger Vehicle Annual Traffic Volumes (Both Ways) Along Route 2 Between Monroe and Stevens Pass, 2019



Data sources: Washington State Department of Transportation (2020).

KEY FINDINGS AND RECOMMENDATIONS

Growth will bring increased local demand for tourist outings and amenities. The broader Snohomish and King County region will continue to grow, which will support more vacation and daytrip travelers along the Route 2 corridor. The Greater Seattle region is one of the fastest growing major metropolitan regions in the U.S., as measured in total population. Moreover, much of this growth is supported by middle-aged professionals who are drawn to the Northwest in part by the ease of access to the outdoors and majestic natural landscapes of the Cascade Range.

Between 2010 and 2019, residents between the ages of 25 and 49 in King and Snohomish counties combined increased by 163,500, while the two-county region overall has seen a 400,400 person increase (Washington State Office of Financial Management, 2020). Many of these individuals and families desire outdoor recreation and seek opportunities in the Cascades along Route 2. The Seattle region’s population is projected to continue to grow at a significant rate for the near future.

Monroe has a unique, advantageous role within the broader region. Monroe is positioned as the last major node along the corridor for a wide selection of food and beverage services, as well as for groceries, household supplies, and gasoline; the cities of Sultan and Gold Bar do offer similar amenities, but not at the same volume, scale, or range of selection as offered in Monroe. This retail specialization can be leveraged to attract more visitors to Monroe, who will spend money on goods and services, spurring new jobs, wealth generation, and local tax revenues.

The overall unified objective of the following strategies is to **increase tourist spending in the City of Monroe**. This can be accomplished through one or both of the following:

- **Attracting more visitors to stop in Monroe** to purchase amenities on their way to or from destinations elsewhere in the Cascades, e.g., skiing at Stevens Pass, hiking in the summertime, visits to Leavenworth. Most of these travelers will be day-trippers from the Greater Seattle region.
- **Placemaking**. Making the City of Monroe a destination for tourist day trips and overnights within the larger Snohomish & Skykomish River Valleys region.

Strategy #1: Invest in signage and marketing materials to make travelers aware of downtown Monroe amenities.

A large and growing share of travelers are outdoors-oriented. In the winter months, Stevens Pass Ski Area is a leading destination and seen record visitor volumes, leading to increased vehicle volumes along Route 2. Based on the analysis above, there were an estimated close to 1 million tourists that drove through Monroe on their way to and from destinations further east in the Cascades in 2019.

Actions

- Expand existing efforts to place signage and other wayfinding tools and messaging to make travelers aware of downtown Monroe amenities.
- Invest in marketing materials at destinations along the Route 2 corridor to attract potential travelers to stop in Monroe. For example, engage with Stevens Pass Ski Area about opportunities to place Monroe marketing signage, brochures, and other marketing materials at the resort.

Strategy #2: Invest in placemaking by integrating Monroe’s tourism attraction efforts within the larger context of the Snohomish & Skykomish River Valleys region.

Snohomish County has been leading efforts to promote tourism in the county, such as the Seattle NorthCountry initiative, subscriptions to tourism data providers with geofencing queries by city and points of interest, and tourism strategy and planning. Central to these efforts has been the development and marketing of the Snohomish & Skykomish River Valleys region, comprised of most of the southern half of the county, excluding urban centers along the coast and I-5.

Actions

- **Coordinate with the County to leverage existing efforts, such as the Seattle NorthCountry platform, to market Monroe as part of a broader marketing initiative.** This includes using the Seattle NorthCountry website and development of a microsite embedded on this platform for marketing Monroe as part of a broader tourist itinerary.
- **Use the “basecamp” model to frame Monroe within the broader context of the Snohomish & Skykomish River Valleys region.** Monroe is uniquely positioned as a central place for retail and commerce along Route 2. These advantages can be exploited to position Monroe as a dining and river recreation center within the broader tourism experience of the Snohomish & Skykomish River Valleys region.

Strategy #3: Invest in riverfront park access and amenities.

Monroe has the unique advantages of both a historic downtown and river access. However, there is no obvious, easy-to-walk route between the two. As part of this placemaking effort, the City should invest in integrating the waterfront with downtown, and in investing in attractive, family-friendly park space, including structures—such as yurts—for glamping and other outdoor activities.

The combination of both waterfront park space with primitive overnight structures and safe, easy, and well-marked pathways and access to the historic downtown will attract families to both stay in Monroe and visit one or more restaurants for meals during the summer months.

Actions

- **Study other riverfront parks.** There are many useful, informative examples of best practices in designing and building family-friendly riverfront parks. Possible case studies include River Meadows County Park in Snohomish County and Oxbow Park in the Portland Metro area.
- **Leverage existing designs and planning.** The City of Monroe should examine existing analysis in recent years on riverfront water access and implement or build on these existing plans. For example, in 2017 the City of Monroe participated in a design charrette, which included design concepts for riverfront parks and access between the historic downtown and the river (Snohomish County Parks, Recreation and Tourism; National Park Service; Washington Chapter of the American Society of Landscape Architects, 2017).

Strategy #4: Look at other models for developing real estate for tourism.

The City should conduct a study to evaluate the highest and best use of currently vacant available properties, and what building attributes and surrounding amenities might be needed to attract a brewery, restaurant, or other tourist-oriented business. The actions below outline a scope of work.

Actions

- **Assess properties in Monroe that have potential for tourism and/or retail.** Possible properties include the Monroe School District administrative building (high school). Possible examples in other jurisdictions include McMenamín's in Bothell and the Wallingford schoolhouse that was converted to retail. Identify 3-4 case studies that closely match the characteristics of existing properties in Monroe.
- **Interview 2-3 businesses who can speak to the rationale behind their investment location decision.** One of these should interviews should be with McMenamín's. Interviews will probe what types of building and location characteristics are most important in attracting these investments.
- **Organize focus groups to discuss possible uses.** Meet with residents and businesses to understand, from their perspective, what would be the best way to revitalize the downtown area and improve the quality of life of Monroe through development of a linchpin property.
- **Develop recommendations.** Based on the above analysis, recommendations on how to develop available properties and necessary investments to attract tenants that will draw outside visitors and improve the quality of life for Monroe residents.

Strategy #5: Maintain updated economic development data.

High Peak Strategy LLC will provide guidance for updating leading economic development data indicators. This will include data sources, any necessary manipulations or transformations, and frequency of releases and requests.

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City of Monroe

Socioeconomic Baseline Assessment and Recommendations

February 16, 2021

Spencer Cohen, PhD
Principal, High Peak Strategy LLC

Prepared for:

Prepared by:



Discussion Outline

Background and outline



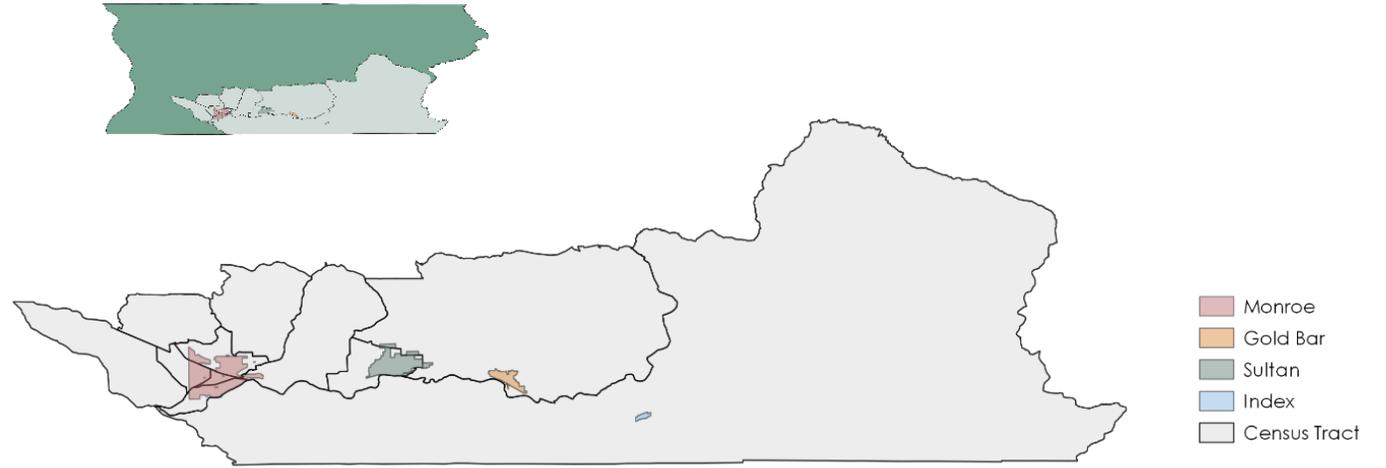
Background and Purpose

- City of Monroe socioeconomic assessment (baseline and outlook), both over time and compared with other regions.
- Determine how Monroe serves as a central place and economic hub for the broader regional economy.
- Identify opportunities for the City of Monroe to attract more spending within the city, including both: 1) individuals and households who would otherwise pass-through Monroe *en route* to and from destinations in the Cascades; and 2) new visitors whose destination is Monroe.

Outline of Report

- Socioeconomic baseline
- Growth outlook and opportunities
- Monroe's position within region
- Recommendations

Monroe and Route 2 Corridor



Socioeconomic Baseline

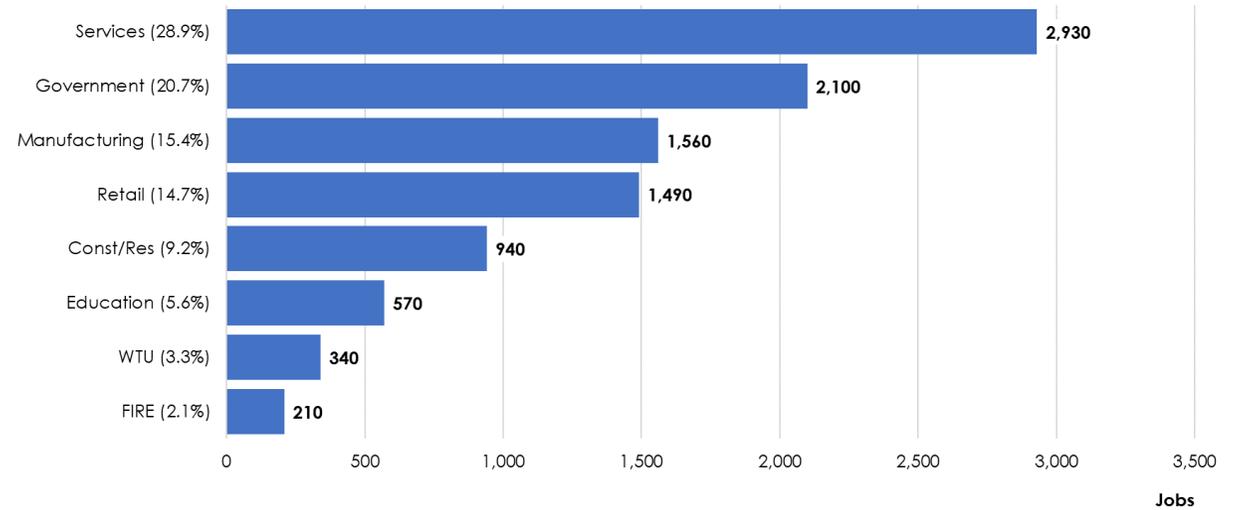
Local businesses and workers



- 870 employer establishments in 2019.
- 10,100 workers (2019).
- Among workers employed in Monroe, in 2018 nearly one-fifth (19%) earned \$1,250 per month or less in workplace earnings.
- The **average wage** in 2019 among workers employed in Monroe was \$47,200.
 - This compares against a statewide wage in 2019 of \$69,600 and a Snohomish County wage of \$63,500.



Covered Workers Employed by Sector in the City of Monroe, 2019



Data sources: Puget Sound Regional Council (2020); U.S. Census Bureau LEHD, 2020; Washington State Employment Security Department, 2020.
Const/Res = “construction and resources,” WTU = “warehousing, transportation, and utilities,” FIRE = “finance, insurance, and real estate.”

Socioeconomic Baseline

Labor force



- Approximately 52% of Monroe's labor force were between the ages of 30 and 54, and 88% identified as "white alone."
- 11.1% of city residents 25 and above have less than a high diploma, while 47% had at least some college, and 21% with a bachelor's degree or an advanced degree.

Educational Attainment Levels, Population 25 Years Old and Above: City of Monroe, Snohomish County, Washington State, 2019

Educational Attainment Level	Washington State	Snohomish County	City of Monroe
Less than 9th grade	3.7%	2.8%	4.3%
9th to 12th grade, no diploma	5.0%	4.9%	6.8%
High school graduate (includes equivalency)	22.0%	23.3%	27.2%
Some college, no degree	23.3%	25.5%	30.0%
Associate's degree	10.0%	10.7%	9.6%
Bachelor's degree	22.4%	22.2%	16.4%
Graduate or professional degree	13.6%	10.6%	5.7%
<i>High school graduate or higher</i>	91.3%	92.3%	88.9%
<i>At least some post-secondary education</i>	69.3%	69.0%	61.7%
<i>Bachelor's degree or higher</i>	36.0%	32.8%	22.1%

Data source: U.S. Census Bureau (2020).

Note: "some post-secondary education" includes "some college, no degree" and above.

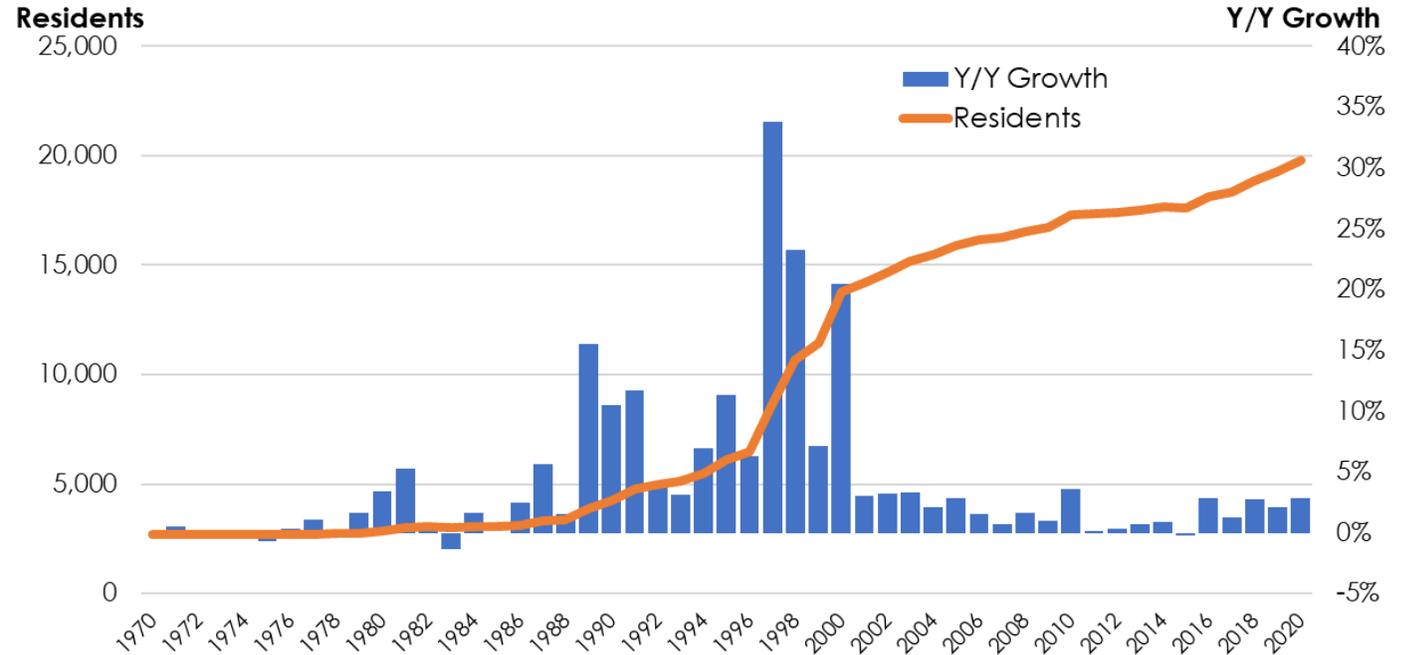
Socioeconomic Baseline

Population and housing



- In 2020, there were nearly 20,000 residents in the City of Monroe.
- Since the year 2000, the City of Monroe has seen its population increase 43.5%, as compared with 37% for Snohomish County overall.
- As of April 2020, there were nearly 6,100 housing units in the City.
- Approximately one quarter of all residents within the City of Monroe are below the age of 20, nearly the same as for Washington state overall.
- However, nearly 60% of residents are considered part of the working age population (defined here as between the ages of 25 and 64).
 - Compared with 54% for the state overall.

Population and Growth, 1970-2020



Data source: Washington State Office of Financial Management (2020).

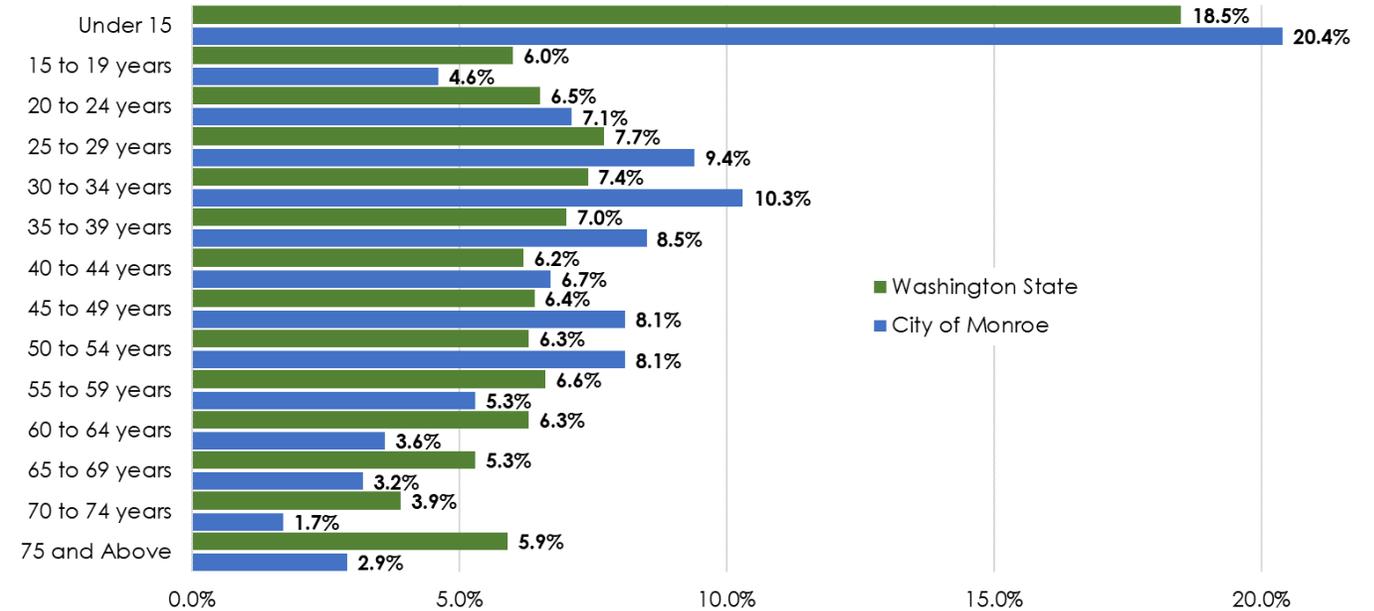
Socioeconomic Baseline

Population and housing



- Approximately one quarter of all residents within the City of Monroe are below the age of 20, nearly the same as for Washington state overall.
- However, nearly 60% of residents are considered part of the working age population (defined here as between the ages of 25 and 64), compared with 54% for the state overall.
- Residents 65 years old and above in Monroe represent less than 8% of the population, slightly more than half the rate for Washington state (15.1%).

Population Age Distribution, City of Monroe and Washington State, 2019



Data source: U.S. Census Bureau (2020).

Socioeconomic Baseline

Population and housing

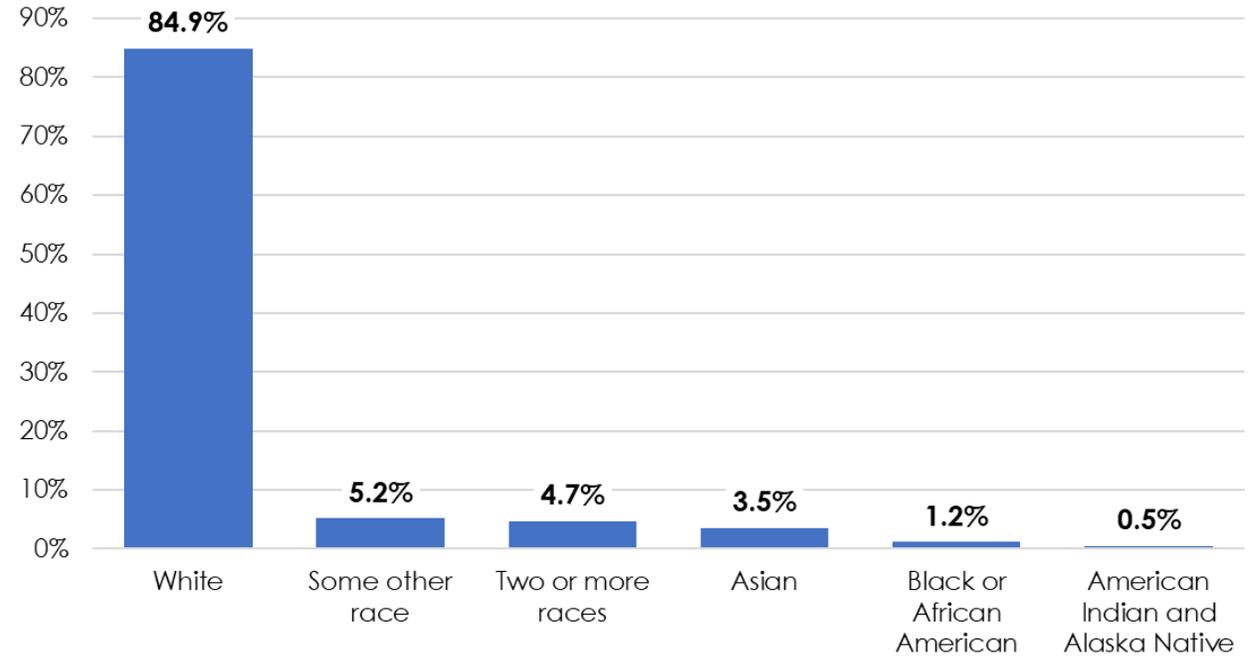


- The median household income among white households was \$85,900. Among Hispanic or Latino households, it was \$69,500.
- 84.9% of households identify as “White.”
- **Poverty:** an estimated 7.3% of City of Monroe residents lived below the federal poverty line, including 18% of those 25 years of age or older and without a high school diploma or GED. (2019)
 - The King County poverty rate in 2019 was 7.6%, while Snohomish County was 6.8%.



Households by Race, City of Monroe, 2019

Share of Total Households, 2019



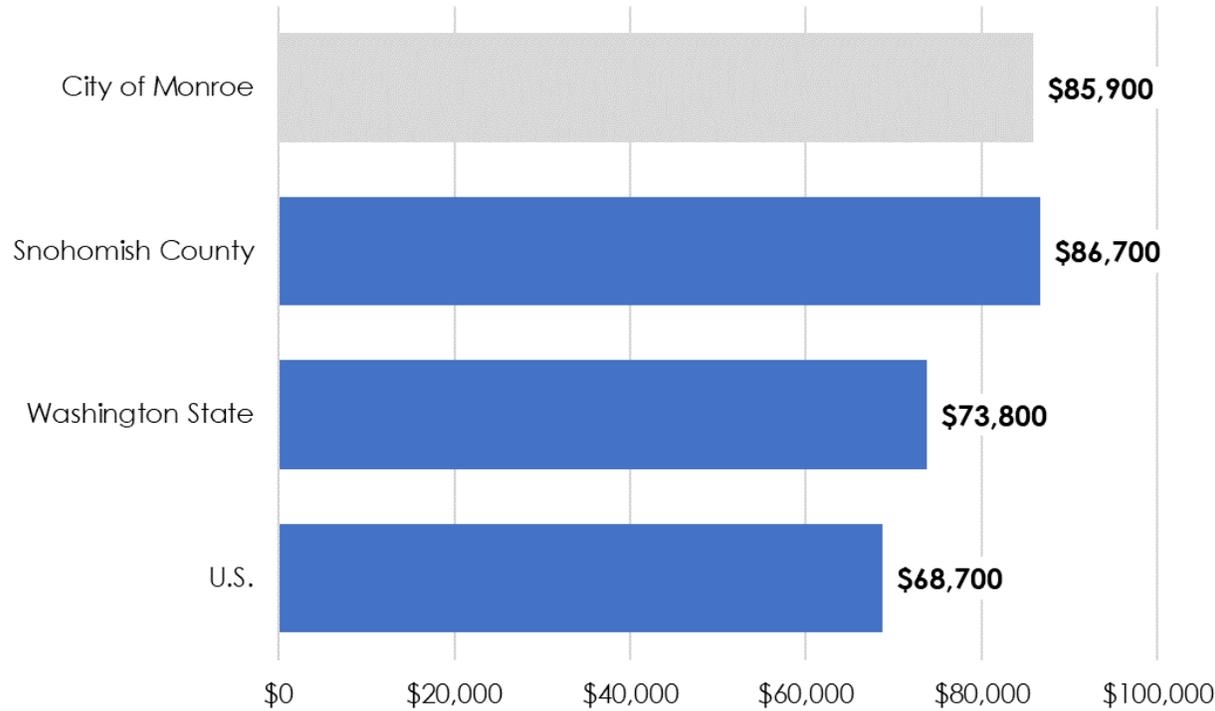
Data source: U.S. Census Bureau, American Community Survey Five-Year Estimates (2020).

Socioeconomic Baseline

Population and housing



Median Real Household Income, City of Monroe, Snohomish County, Washington State, U.S., 2019



Data source: U.S. Census Bureau (2020).

Median Real Household Income, City of Monroe, by One and Ethnicity, 2019

	Share of Households	Median Household Income
One race		
White	85%	\$85,900
Black or African American	1%	\$56,300
American Indian and Alaska Native	1%	N/A
Asian	4%	\$106,100
Native Hawaiian and Other Pacific Islander	0%	N/A
Some other race	5%	\$51,000
Two or more races	5%	\$118,300
Hispanic or Latino origin (of any race)	15%	\$69,500
White alone, not Hispanic or Latino	76%	\$86,500
All Households		\$85,900

Socioeconomic Baseline

Monroe's role as a central place



	Monroe	Snohomish County	Monroe Industry Share <i>Snohomish County</i>	Monroe LQ
Const/Res	940	25,400	3.7%	1.06
FIRE	210	12,500	1.7%	0.48
Manufacturing	1,560	60,400	2.6%	0.74
Retail	1,490	34,500	4.3%	1.23
Services	2,930	103,700	2.8%	0.81
WTU	340	13,100	2.6%	0.74
Government	2,100	21,300	9.9%	2.82
Education	570	18,700	3.0%	0.87
Total	10,140	289,600	3.5%	

Covered Jobs, Industry Shares, and Local Quotients for City of Monroe, Benchmarked Against Snohomish County, 2019

(An LQ >1 indicates regional industry specialization)

	Monroe	Corridor	Monroe Industry Share <i>Route 2 Corridor</i>	Monroe LQ
Const/Res	940	1,800	52%	0.71
FIRE	210	300	70%	0.95
Manufacturing	1,560	1,820	86%	1.16
Retail	1,490	1,760	85%	1.15
Services	2,930	4,350	67%	0.92
WTU	340	370	92%	1.25
Government	2,100	2,290	92%	1.25
Education	570	1,090	52%	0.71
Total	10,140	13,780	74%	

Benchmarked Against Route 2 Corridor

Data source: Puget Sound Regional Council (2020).
 Const/Res = "construction and resources," WTU = "warehousing, transportation, and utilities," FIRE = "finance, insurance, and real estate."

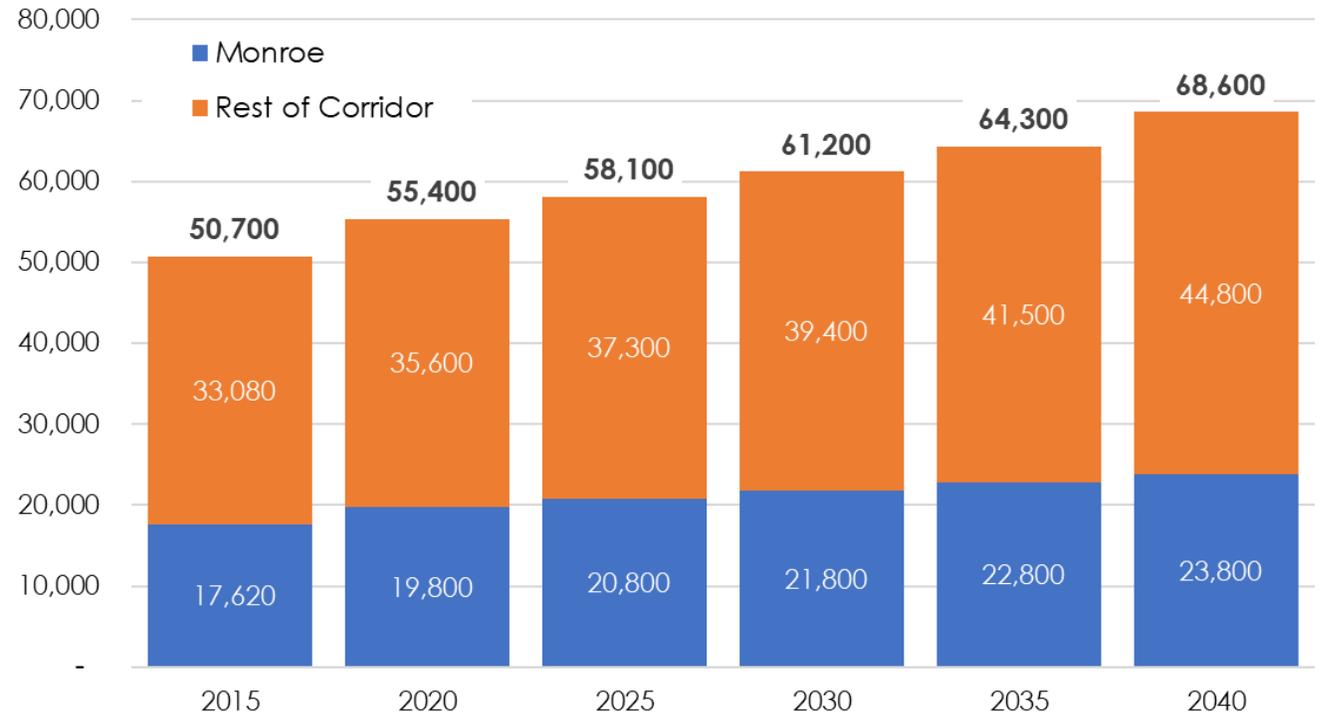
Growth Outlook and Opportunities



Population growth

- The City of Monroe's population is forecast to grow from 19,800 to 23,800, or an addition of 4,000 residents over twenty years (compound annual growth rate of 0.9%).
 - Snohomish County projected to grow 1.3% over this same twenty-year period.
- The number of households will increase by 10% between 2020 and 2030.
- The Route 2 corridor population, including the cities of Monroe, Gold Bar, and Sultan and surrounding unincorporated Snohomish County, is projected to increase by 11,200 residents between 2020 and 2040.
- Regional growth will support new spending. Residents of other communities passing through Monroe are estimated to spend \$10.1 million in Monroe by 2030.

Projected Population, City of Monroe and Route 2 Corridor, 2015-2040



Data sources: Puget Sound Regional Council (2019); Washington State Office of Financial Management (2020); U.S. Census Bureau, 2020; High Peak Strategy LLC, 2021.

Growth Outlook and Opportunities



Employment growth

- Employment in Monroe is projected to increase 0.7% per year between 2019 and 2040.
- The largest source of growth is expected to be in the FIRES sector (finance, insurance, real estate, and services), with 1.7% growth per year over this period



Projected Covered Employment, City of Monroe, 2019-2040

Sector	2019 Employment	2040 Employment	CAGR
FIRES	3,100	4,400	1.7%
Government	2,100	1,900	-0.5%
Manufacturing & WTU	1,900	1,800	-0.3%
Retail	1,500	1,900	1.1%
Construction & Resource Extraction	900	900	0.0%
Education	600	600	0.0%
Total	10,100	11,600	0.7%

Data source: Puget Sound Regional Council (2019; 2020).

Note: the PSRC Land Use Vision (LUV) forecast is a projection of total employment, including both covered workers and the self-employed. In this analysis, the implicit growth rates are imputed and applied to covered employment by industry sector for years after 2019. Industry categories are also combined due to industry groupings used in the LUV forecast.

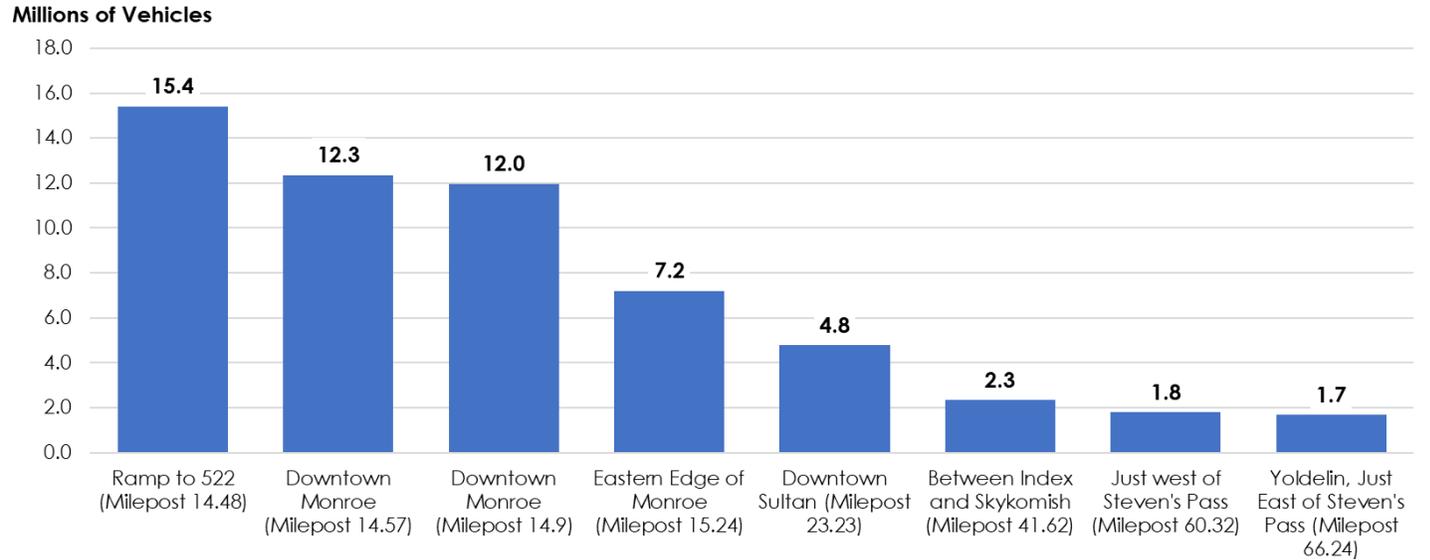
Growth Outlook and Opportunities



Travelers along Route 2

- Monroe has a unique opportunity to increase the number of stopovers and local retail spending among tourists and travelers along the Route 2 corridor.
- In 2018, there were more than 450,000 visitors to the Stevens Pass Ski Area, setting a record.
- The summer and autumn months see a large flow of visitors also heading to the Cascades for hiking and other outdoor recreation activities.
- If Monroe captures 10% of future estimated tourist travelers passing through the city (up from 2% now), this could yield an estimated nearly \$900,000 in additional local spending annually.

Estimated Passenger Vehicle Annual Traffic Volumes (Both Ways) Along Route 2 Between Monroe and Stevens Pass, 2019



Data source: Washington State Department of Transportation (2020).

**Assuming an 8% total growth in the Greater Seattle region, this flow of tourist traffic could increase to over 900,000 traveler trip days. If just 10% of these traveler daytrips include a stop in Monroe, and an average per capita budget of \$10, this would yield a total annual spending of nearly \$1 million for local businesses.*

Recommendations

Actions and outcomes



Key Findings

- Regional population growth will bring increased local demand for tourist outings and amenities.
 - Between 2010 and 2019, residents between the ages of 25 and 49 in King and Snohomish counties combined increased by 163,500, while the two-county region overall has seen a 400,400 person increase
- Monroe has a unique, advantageous role within the broader region.

Objectives

- **Attracting more visitors to stop in Monroe** to purchase amenities on their way to or from destinations elsewhere in the Cascades, e.g., skiing at Stevens Pass, hiking in the summertime, visits to Leavenworth. Most of these travelers will be day-trippers from the Greater Seattle region.
- **Placemaking.** Making the City of Monroe a destination for day trips and overnights within the larger tourist region of the Snohomish and Skykomish River Valley.



Strategy #1: Invest in signage and marketing materials to make travelers aware of downtown Monroe amenities

- Expand existing efforts to place signage and other wayfinding tools and messaging to make travelers aware of downtown Monroe amenities.
- Invest in marketing materials at destinations along the Route 2 corridor to attract potential travelers to stop in Monroe. For example, engage with Stevens Pass Ski Area about opportunities to place Monroe marketing signage, brochures, and other marketing materials at the resort.

Strategy #2: Invest in placemaking by integrating Monroe's tourism attraction efforts within the larger context of the Snohomish & Skykomish River Valleys region

- Coordinate with the County to leverage existing efforts, such as the Seattle NorthCountry platform, to market Monroe as part of a broader marketing initiative.

Use the "basecamp" model to frame Monroe within the broader context of the Snohomish & Skykomish River Valleys region.

Strategy #3: Invest in riverfront park access and amenities

- Study other riverfront parks. There are many useful, informative examples of best practices in designing and building family-friendly riverfront parks.
- Leverage existing designs and planning. The City of Monroe should examine existing analysis in recent years on riverfront water access and implement or build on these existing plans.



Recommendations

Actions and outcomes



Strategy #4: Look at other models for developing real estate for tourism

- Conduct assessment of properties in Monroe that have potential for tourism and/or retail.
- Interview 2-3 businesses who can speak to the rationale behind their investment location decision.
- Organize focus groups to discuss possible uses.
- Recommendations on developing available properties and investments.

Strategy #5: Maintain updated economic development data

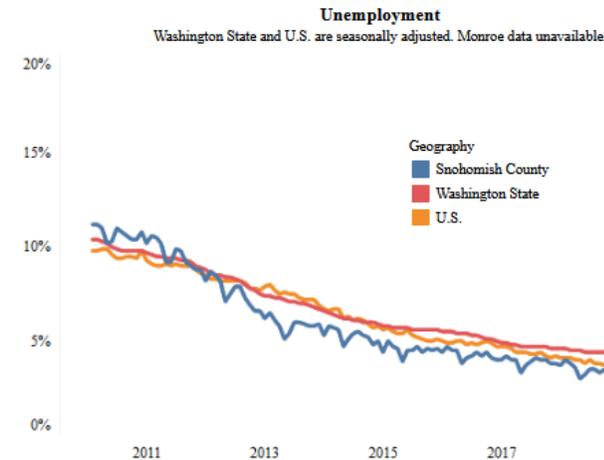
- High Peak Strategy LLC will provide guidance for updating leading economic development data indicators. This will include data sources, any necessary manipulations or transformations, and frequency of releases and requests.

Jobs and Economic Data



Source: Puget Sound Regional Council

Source: Washington State Employment Security Department



Source: U.S. Bureau of Labor Statistics

Additional Questions and Feedback:

Spencer Cohen, PhD

High Peak Strategy LLC

spencer@highpeakstrategy.com



AGENDA BILL

Meeting Date: February 16, 2021

Staff Contact: Eloisa Rodriguez, Executive Assistant

Department: Police

SUBJECT: 2020 Fireworks Report

PREVIOUS DISCUSSION:

06/14/2016; 9/12/2017; 7/10/2018; 7/23/2019

REQUESTED ACTION:

Discussion Only

POLICY CONSIDERATIONS:

RCW 35.21.500 provides Cities the authority to complete "Compilation, codification, revision of city or town ordinances..."Codification" means the editing, rearrangement and/or grouping of ordinances under appropriate titles, parts, chapters and sections and includes but is not limited to the following:

- (1) Editing ordinances to the extent deemed necessary or desirable, for the purpose of modernizing and clarifying the language of such ordinances, but without changing the meaning of any such ordinance...
- (6) Striking provisions manifestly obsolete and eliminating conflicts and inconsistencies so as to give effect to the legislative intent."

Any proposed amendments to code regulations regarding fireworks are subject to the State Fireworks Law (Chapter 70.77 RCW). Cities may be more restrictive than state law; however local rules may be effective no sooner than one year from their adoption.

DESCRIPTION/BACKGROUND:

At the January 12th, 2021 council meeting, the city council requested mayor and staff schedule a discussion of fireworks for an upcoming council meeting.

In 2016, Council reviewed information regarding Monroe's regulations related to fireworks found in the Monroe Municipal Code 9.26; At that time Ordinance No. 006/2016, amending the restrictions on times for sale and discharge of fireworks, was approved These changes were effective June 14, 2017.

On September 12, 2017, Council reviewed the 2017 call data noting a decrease in the number of police calls for service from 13 to 8 calls. Upon discussion, Council consensus was to

increase public education on fireworks safety and enforcement and review related calls for service in July 2018.

On July 10, 2018, Council reviewed the 2018 call data, and requested this item be scheduled for further discussion, to include: a review of previous agenda bills and three to five years' worth of fireworks related calls for service data from the Police Department and Fire District, as well as data from local agencies with a fireworks ban adopted.

On July 23, 2019, Council review of the 2019 call data noting 21 calls for service for the police department were received in the first seven days of July which was less calls than July 2018 with 26 calls. No further action.

2020 FIREWORKS REPORT

The Calls for Police Service data table has been updated with 2020 data (Attachment 1). In 2020, the Monroe Police Department received sixteen calls for service referencing fireworks from July 3, through July 5, 2020. Twelve of those calls were received on July 3, 2020. In total, for the first seven days of July 2020, the department received nineteen calls; which is less than 2019 with twenty-one calls. This is a three-year downward trend since 2018.

Additionally, the City of Monroe received eight fireworks related inquiries via Comcate in 2019 and seven in 2020. The summary of those inquiries are as follows:

2019 Communications via Comcate – total 8

- Complaint with enforcing fireworks laws/ordinances -2
- Complaint of fireworks at the fairgrounds, outside city limits – 1
- Fireworks complaint - 1
- Complaint about 4th of July block party – 1
- Inquiry to the City to clean streets after the 4th of July – 1
- Requests to ban Fireworks in the city – 2

2020 Communications via Comcate – total 6

- New Year's complaint -1
- Seahawks games complaint – 1
- Inquiry only on times to set off fireworks – 2
- Complaint on enforcing fireworks laws (January) – 1
- Request to not ban fireworks in the City - 1

The city's current fireworks regulations per MCC 9.26, states consumer fireworks may be purchased and sold within the city of Monroe only between the hours of 9:00 am and 11:00 pm on July 1st through July 4th; and only between the hours of noon to 11:00 pm on December

27th through December 31st. Consumer fireworks may be discharged within the city of Monroe, only between the hours of 9:00 am and midnight on the 4th of July and between the hours of 6:00 pm on December 31st and 1:00 am on January 1st. All persons discharging fireworks shall police the area in which such fireworks were discharged and pick up and pick up all litter resulting from such fireworks.

RCW 70.77.395 provides a process for changes to the city's fireworks regulations.

(3) A city or county may enact an ordinance within sixty days of June 13, 2002, to limit or prohibit the sale, purchase, possession, or use of consumer fireworks on December 27, 2002, through December 31, 2002, and thereafter as provided in RCW 70.77.250 (4).

RCW 70.77.250 (4) The Chief of the Washington State Patrol, through the director of fire protection, shall adopt those rules as are necessary to ensure statewide minimum standards for the enforcement of this chapter. Counties and cities shall comply with these state rules. Any ordinances adopted by a county or city that are more restrictive than state law shall have an effective date no sooner than one year after their adoption.

FISCAL IMPACTS:

N/A

TIME CONSTRAINTS:

Any proposed amendments to code regulations regarding fireworks will be subject to the State Fireworks Law (Chapter 70.77 RCW). Cities may be more restrictive than state law; however local rules may be effective no sooner than one year from their adoption.

ALTERNATIVES TO REQUESTED ACTION:

- Make no changes at this time; and schedule a review of annual call data in July 2021.
- Provide direction to the Mayor and City Staff to bring back additional information on fireworks for further discussion.
- Provide direction to the Mayor and City Staff to bring back proposed code amendments for further consideration.

ATTACHMENTS:

[Att1 FireworksPoliceData](#)

[Ch. 9.26 Fireworks Monroe Municipal Code](#)

[RCW 70.77.395](#)

Chart 1

FIREWORKS CALLS FOR POLICE SERVICE DATA

Jurisdiction	Fireworks Ban	Year Ban in Effect	2016		2017		2018		2019		2020	
			4th	5th								
Snohomish County	No		222	79	209	125	199	79	235	95	157	126
Arlington	No		18	5	18	4	18	5	21	8	15	7
Edmonds	Yes	1995	70	2	73	7	74	8	70	12	79	9
Everett	Yes	2015	204	29	200	54	142	31	70	32	191	50
Lynnwood	Yes	2013	59	5	66	6	35	5	50	6	57	7
Marysville	Yes	2018	67	15	223	31	157	16	116	19	139	19
Mountlake Terrace	Yes	2006	30	4	19	5	14	5	20	1	41	2
Snohomish	No		6		11	8	12		17	0	14	1
Brier	Yes	2016	15		15	1	15	1	9	1	5	0
Gold Bar	Yes	2015	1		3		1			3	8	2
Granite Falls	No		4		2		1	1	4	1	2	3
Monroe	No		9	4	7	1	11	2	13	2	2	2
Mukilteo	Yes	1993	23	2	26	8	17	2	18		30	10
Stanwood	No		3	3	4	1	3		3	4	2	3
Sultan	No		3		2	2	4	3	6	5	1	0
Woodway	Yes	1995	2						1		1	0
Lake Stevens	No		24	12	26	6	17	9	21	6	16	12
Mill Creek	Yes	1992	6	2	16	2	16		7	2	10	1
Grand Total			766	162	920	261	736	167	681	197	770	254

Monroe Police Department Fireworks Calls

Chart 2

	1-Jul	2-Jul	3-Jul	4-Jul	5-Jul	6-Jul	7-Jul	Total
2016	2	0	2	9	4	2	0	19
2017	1	0	5	7	1	0	0	14
2018	5	3	5	11	2	0	0	26
2019	0	0	4	13	2	1	1	21
2020	1	1	12	2	2	0	1	19

Monroe Police Department Fireworks Comcate Complaints

Chart 3

	Jan	June	July	Aug	Oct	Dec	*Total
2019	0	3	2	1	1	1	8
2020	3	2	0	0	0	2	7

* Other months had 0 data

[Municipal Code](#) → [Title 9, Offenses against Peace, Morals and Safety](#) →

Chapter 9.26

FIREWORKS



Sections:

- 9.26.010** RCW adopted – Copies filed and authenticated.
- 9.26.020** Restriction on times for sale and discharge of fireworks.
- 9.26.030** Restrictions and permits.
- 9.26.040** Littering.
- 9.26.050** Violation – Penalty.
- 9.26.060** Severability.

9.26.010 RCW adopted – Copies filed and authenticated.



Except as otherwise provided herein, Chapter [70.77](#) RCW, State Fireworks Law, is hereby adopted by reference, including all future amendments or additions thereto, and under the provisions of RCW [35A.12.140](#), the sections codified in this chapter shall be published as required by law, but the specified Chapter [70.77](#) RCW adopted by reference need not be published but shall be authenticated and recorded with the Monroe city clerk, and not less than one copy of such chapter in the form in which it was adopted shall forthwith be filed in the office of the Monroe city clerk for use and examination by the public. (Ord. 005/2005)

9.26.020 Restriction on times for sale and discharge of fireworks.



The sale, purchase and discharge of consumer fireworks shall not be permitted at any time except during the following times and dates:

- A. Consumer fireworks may be purchased and sold within the city of Monroe, Washington, only between the hours of nine a.m. and eleven p.m. on July 1st through July 4th of any year; and only between the hours of noon and eleven p.m. on December 27th through December 31st of any year; and
- B. Consumer fireworks may be discharged within the city of Monroe, Washington, only:
 1. Between the hours of nine a.m. and midnight on the fourth of July of any year; and
 2. Between the hours of six p.m. on December 31st and one a.m. on January 1st of the subsequent year. (Ord. 006/2016 § 1; Ord. 005/2005)

9.26.030 Restrictions and permits.



A. Fireworks, including any composition or device designed to produce a visual or audible effect by combustion, deflagration, or detonation, and which meets the definition of articles pyrotechnic or consumer fireworks or display fireworks under Ch. [70.77](#) RCW, shall not be manufactured, used, sold or detonated within the city of Monroe, Washington, except as follows:

1. Flares for emergency operation;
2. Signal device to begin an athletic event or sport;
3. Use by military organizations;

4. Blank cartridges for show or theater;
 5. A public fireworks display permitted in accordance with MMC [15.04.110](#) and RCW [70.77.260](#); and
 6. "Common fireworks" as such term is defined by WAC [212-17-035](#).
- B. Any person desiring to:
1. Manufacture, import, possess with intent to sell, or sell any fireworks at wholesale or retail for any use; or
 2. Make a public display of fireworks in accordance with MMC [15.04.110](#) and RCW [70.77.260](#) within the city of Monroe shall, not less than five days prior to such activity, obtain from the city a business license pursuant to Chapter [5.02](#) MMC. (Ord. 005/2005)

9.26.040 Littering.



The debris from discharged fireworks shall be properly disposed of. All persons discharging fireworks shall police the area in which such fireworks were discharged and pick up all litter resulting from such fireworks. Violation of this section shall be a violation under this chapter, MMC [9.28.170](#), and RCW [70.93.060](#). (Ord. 005/2005)

9.26.050 Violation – Penalty.



- A. Any person violating any provision of this chapter is guilty of a misdemeanor, and upon conviction shall be punished by a fine in an amount not exceeding one thousand dollars, or by imprisonment in jail for a term not exceeding ninety days, or by both. In the case of a conviction for a violation of this chapter, the city's fire marshal or designee may order the fireworks stand closed and may deny approval of a request by the person for a fireworks permit for a period of one year.
- B. A person is guilty of a separate offense for each separate and distinct violation of any provisions of this chapter, and a person is guilty of a separate offense for each day during which he/she commits or allows to continue any violation of the provisions of this chapter.
- C. Any fireworks which are illegally sold, offered for sale, used, discharged, possessed or transported in violation of the provisions of this chapter or of Chapter [70.77](#) RCW shall be subject to seizure by any police officer. (Ord. 005/2005)

9.26.060 Severability.



If any section, sentence, clause or phrase of this chapter should be held to be invalid or unconstitutional by a court of competent jurisdiction, such invalidity or unconstitutionality shall not affect the validity or constitutionality of any other section, sentence, clause or phrase of this chapter. (Ord. 005/2005)

The Monroe Municipal Code is current through Ordinance 025/2020, passed December 8, 2020.

Disclaimer: The city clerk's office has the official version of the Monroe Municipal Code. Users should contact the city clerk's office for ordinances passed subsequent to the ordinance cited above.

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City Website: www.monroewa.gov

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RCW [70.77.395](#)

Dates and times consumer fireworks may be sold or discharged—Local governments may limit, prohibit sale or discharge of fireworks.

- (1) It is legal to sell and purchase consumer fireworks within this state from twelve o'clock noon to eleven o'clock p.m. on the twenty-eighth of June, from nine o'clock a.m. to eleven o'clock p.m. on each day from the twenty-ninth of June through the fourth of July, from nine o'clock a.m. to nine o'clock p.m. on the fifth of July, from twelve o'clock noon to eleven o'clock p.m. on each day from the twenty-seventh of December through the thirty-first of December of each year, and as provided in RCW [70.77.311](#).
- (2) Consumer fireworks may be used or discharged each day between the hours of twelve o'clock noon and eleven o'clock p.m. on the twenty-eighth of June and between the hours of nine o'clock a.m. and eleven o'clock p.m. on the twenty-ninth of June to the third of July, and on July 4th between the hours of nine o'clock a.m. and twelve o'clock midnight, and between the hours of nine o'clock a.m. and eleven o'clock p.m. on July 5th, and from six o'clock p.m. on December 31st until one o'clock a.m. on January 1st of the subsequent year, and as provided in RCW [70.77.311](#).
- (3) A city or county may enact an ordinance within sixty days of June 13, 2002, to limit or prohibit the sale, purchase, possession, or use of consumer fireworks on December 27, 2002, through December 31, 2002, and thereafter as provided in RCW [70.77.250](#)(4).

RCW [70.77.250](#)

Chief of the Washington state patrol to enforce and administer—Powers and duties.

- (1) The chief of the Washington state patrol, through the director of fire protection, shall enforce and administer this chapter.
- (2) The chief of the Washington state patrol, through the director of fire protection, shall appoint such deputies and employees as may be necessary and required to carry out the provisions of this chapter.

- (3) The chief of the Washington state patrol, through the director of fire protection, shall adopt those rules relating to fireworks as are necessary for the implementation of this chapter.
- (4) The chief of the Washington state patrol, through the director of fire protection, shall adopt those rules as are necessary to ensure statewide minimum standards for the enforcement of this chapter. Counties and cities shall comply with these state rules. Any ordinances adopted by a county or city that are more restrictive than state law shall have an effective date no sooner than one year after their adoption.
- (5) The chief of the Washington state patrol, through the director of fire protection, may exercise the necessary police powers to enforce the criminal provisions of this chapter. This grant of police powers does not prevent any other state agency and city, county, or local government agency having general law enforcement powers from enforcing this chapter within the jurisdiction of the agency and city, county, or local government.
- (6) The chief of the Washington state patrol, through the director of fire protection, shall adopt rules necessary to enforce the civil penalty provisions for the violations of this chapter. A civil penalty under this subsection may not exceed one thousand dollars per day for each violation and is subject to the procedural requirements under RCW [70.77.252](#).
- (7) The chief of the Washington state patrol, through the director of fire protection, may investigate or cause to be investigated all fires resulting, or suspected of resulting, from the use of fireworks.