



Economic Development Advisory Board

Regular Business Meeting
Thursday, February 25, 2021, 8:00 AM
Zoom Online Meeting Platform

Voting Members
Allan Dye; Bridgette Tuttle;
Jacob Walker; John Whims; Katy
Woods; Liz Nugent;
Sally King
Ad-hoc Member
Janelle Drews

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](#)
- Dial in: (253) 215-8782
- Passcode: 414796
- Meeting ID: 874 6608 2901

2. ROLL CALL

3. APPROVAL OF MINUTES

- 3.1. Minutes from the February 11, 2021 EDAB Meeting 3 - 8
[Approval of Minutes](#)

4. DISCUSSION ITEMS

- 4.1. Imagine Monroe Update - Deborah Knight 9 - 10
[Imagine Monroe Update](#)
- 4.2. Parks, Recreation and Open Space (PROS) Plan / Demographic Analysis 11 - 37
Update - Mike Farrell
[PROS Plan Demographic Analysis Update](#)
[Monroe Questionnaire Summary](#)

5. BOARD MEMBER REPORTS

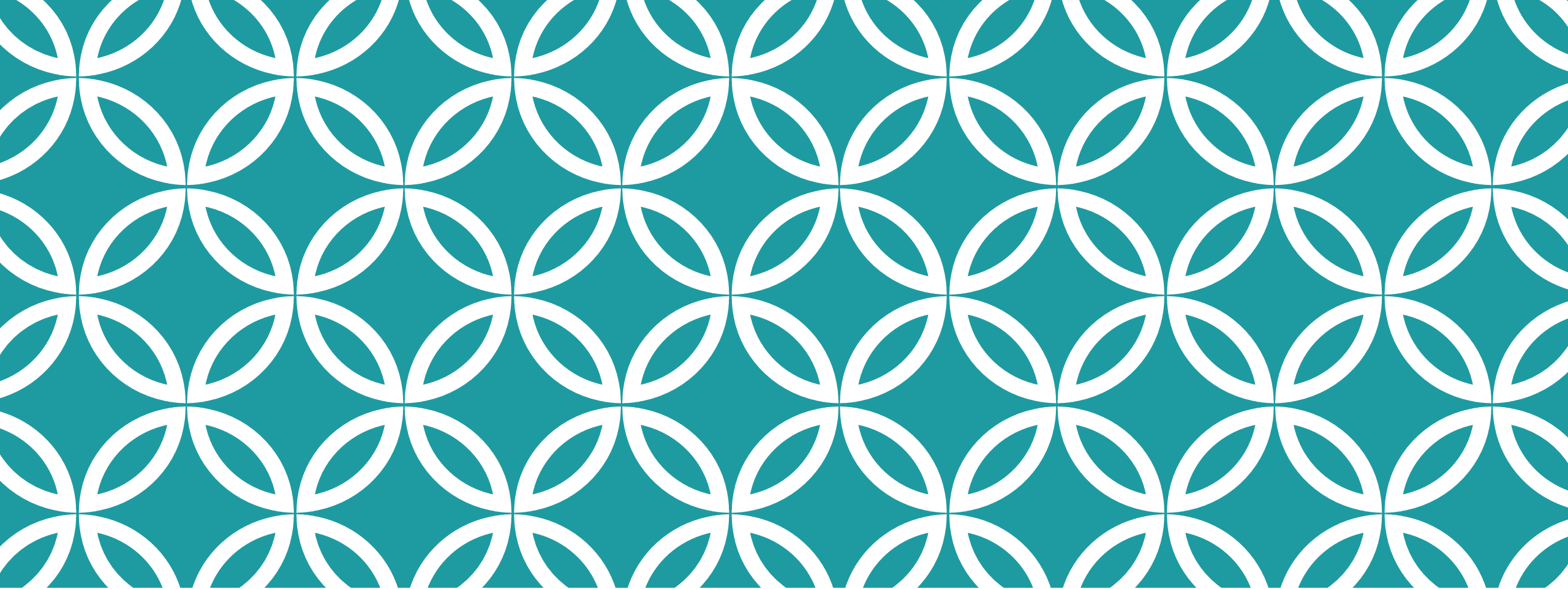
- 5.1. Board Member Comments and Updates 38 - 39
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6. CITY / STAFF REPORTS

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[Adjournment](#)



APPROVE MEETING MINUTES

February 11, 2021

Economic Development Advisory
Board

February 25, 2020

CALL TO ORDER

The February 11, 2021 Monroe Economic Development Advisory Board Meeting was called to order at 8:05 a.m.; Zoom Meeting Platform.

ROLL CALL

Members present: Allan Dye, Bridgette Tuttle, Jacob Walker, John Whims, Katy Woods, Liz Nugent, and Sally King

Staff present: Deborah Knight, James Palmer, Rich Huebner, Ben Swanson and Rachel Adams

APPROVAL OF THE MINUTES

Board Member Bridgette Tuttle made motion to approve the minutes of the January 28, 2021 meeting. The motion was seconded by Board Member Jacob Walker. Motion carried 7-0.

DISCUSSION ITEMS**A. City Preliminary Financial Analysis**

Ms. Knight presented the preliminary City financial analysis for 2020. The four primary sources of revenues for the City are: Real Estate Excise Tax (REET), Sales Tax, Lodging Tax, and Admission Tax. Ms. Knight presented the analysis broken down by revenue source.

Ms. Knight commented the REET is a general fund revenue, which is used to fund development and improvement of City assets such as roadways, parks and facilities; the usage of REET is focused on accommodating new growth. REET collection generally rises during phases on strong single- and multi-family development and high sales/transfers of property, and is intended to be spent during periods of slow economic activity. An example of a current project being funded through REET is the all-weather fields at Lake Tye Park; the North Hill park development and the expansion of Chain Lake Road will also utilize REET funds. In 2020, residential development was strong, but commercial property transfers were minimal.

Board Member Tuttle asked how uses of REET is determined. Ms. Knight stated those decisions are made by the City Council, and are included in the City's six-year capital budget; REET-eligible projects must be included in the City's Capital Improvement Plan.

Board Member Walker asked if the City projects a decrease in collection as buildable land is developed. Ms. Knight commented that the collection is on both construction and sale, as well as when structures are torn down and redeveloped, so continued development is not considered to be a hindrance.

Ms. Knight commented that the sales tax collection is inclusive of both retail sales and construction sales, and that the "Construction Only" column on her slide is reflective of

taxes collected exclusively on construction-related transactions. Sales tax is collected both on goods purchased in Monroe and on goods delivered to Monroe addresses.

Ms. Knight commented that the lodging tax is collected on hotel rooms rented, and is spent on tourism promotion and marketing. Past expenditures have included supporting specific events and tourism-focused marketing efforts, such as the Fair Parade (event) and the Cascade Loop Association (marketing). Board Member Nugent asked if a decision had yet been made on whether a 2021 Fair will be held. Ms. Knight commented that Parks Director Mike Farrell is on the County Parks Advisory Board, and he has shared that a decision will be made on the Fair by May 1; prior discussions have focused on ways to possibly spread the fair out over a longer period of time to encourage social distancing.

Ms. Knight commented that the Admission Tax is a tax on admission to events, with the primary source being Galaxy Theatres, which was closed for most of 2020 due to the COVID-19 pandemic; similar to REET, revenues from the Admission Tax are placed into the City's General Fund. Board Member King commented that she's surprised Galaxy Theatres hasn't yet reopened at 25% capacity, as that is allowed under the state's current guidelines. Board Members Walker and Woods commented that they've heard the theatre will be opening on Friday, February 12.

Board Member Whims asked how the City fared overall in 2020. Ms. Knight commented that the City is "doing fine". When it became clear in 2020 that the economy would not fully reopen quickly, Mayor Thomas asked City departments to make budget cuts, and the City ultimately reduced its budget by approximately \$1 million; the revised revenue projections in this budget amendment were quite accurate. Ms. Knight further commented that unlike cities that are reliant on workers to drive the economy, and cities that entered into 2020 with significant budget deficits, Monroe had been preparing for a recession and was as prepared as possible. Board Member Walker commented that this is demonstrated by the City not needing to utilize reserves to balance the budget; Ms. Knight confirmed this to be accurate, as well as the City's ability to retire the North Kelsey debt, allowing the funds dedicated to that debt to be redirected.

B. Community Human Services Advisory Board (CHSAB) Update

Rachel Adams, the City's contracted Project Management Consultant, delivered the 2020 Human Services Report and CHSAB Update. Ms. Adams detailed the procedural history of Human Services in Monroe, beginning in spring 2019 when Mayor Thomas proposed and the City Council approved the formation of the Homelessness Policy Advisory Committee (HPAC). The HPAC delivered its recommendations on February 25, 2020, which were adopted by resolution of the Mayor and City Council.

Ms. Adams commented that the City's focus in 2020 expanded from just the issue of homelessness to include those at risk of becoming homeless, and those living in crisis and/or marginalized communities. The report is broken into sections which match the HPAC recommendations, with the overall themes of relationships and capacity building.

Addressing first the COVID-19 pandemic and the City's response, Ms. Adams detailed the collaborations built with the Snohomish County Department of Emergency Management and SAFE Teams. City staff also joined the Police Department's embedded social worker to distribute Personal Protective Equipment (PPE) kits to and screen the local homeless population for COVID-19 symptoms.

In regards to grants, the City received a \$10,000 grant from the Community Foundation of Snohomish County, with which the City was able to:

- Provide housing assistance grants to three separate agencies.
 - With these and additional City CARES Act funds, 35 families, totaling 116 individuals, remain safely in their homes
- Reopen Showers After Hours programs and increase the frequency of the service.
- Provide 100 PPE Kits to the SAFE Teams for distribution.
- Provide non-perishable food to local food outreach programs.
- Create a laundry certificate program supported by a local business.

The City also utilized CARES Act funds to distribute \$100,000 in the form of grants to local service providers, and a utility forgiveness program to residents behind on their accounts between March and October.

Partnerships have been cultivated with numerous stakeholders and subject matter experts, several of which have joined together as an ad-hoc Technical Advisory Committee (TAC) to provide non-binding advice to the City. The TAC's initial focus was on a one-stop-shop model, but has shifted to conducting a needs analysis to determine the biggest gaps in service; this project was included in the City's 2021 budget. A focus of this analysis will be needs in the areas of addiction, mental health, job training, and support services. Volunteers of America will be submitting an application to become the East County 2-1-1 Coordinated Entry/Navigation provider, which should help in this area.

In the area of Public Safety, the Monroe Police Department has established an embedded social worker program (discussed above), and the City has received a two-year grant from the state Office of Public Defense to establish a similar program for the public defense team.

In the area of Prevention, the City has established the WeAreMonroeWA campaign to promote awareness of homelessness issues; the campaign started with a focus on random acts of kindness, and has shifted to a *Humans of New York*-style focus of promoting commonalities and stories of shared humanity.

Board members collectively expressed their appreciation to Ms. Adams for the report, and her work in the human services sector. Board Member Whims commented that he is passionate about addressing the issue of homelessness as he believes you can't have economic development without addressing the issue of homelessness.

Ms. Knight commented that the coordination of responding agencies has not only provided the City with additional resources to refer persons to, but has given the City

the ability to enforce its own municipal code; according to the case *Boise v. Martin*, persons cannot be removed from public areas without somewhere to go, which is why shelter is so important. The City has enacted a Stay Out of Drug Area (SODA), identified as the downtown, and can direct persons repeatedly caught with drugs and/or drug paraphernalia to stay out of that area.

Discussion ensued regarding communication of the City's Human Services efforts. Board Member Woods commented that she works with young people that do not use social media or websites, and that a plan to reach them should be a focus.

Board Member Tuttle suggested a gathering of downtown business owners/managers; Board Member Walker commented that this was a great idea, and he would be happy to help spearhead this effort.

NEW BUSINESS

A. Subcommittee Meeting Schedule

Mr. Huebner presented the proposed subcommittee meeting schedule:

- Growth & Development: 1st Thursday from 8:00 a.m. to 9:00 a.m.
- Tourism: 3rd Thursday from 8:00 a.m. to 9:00 a.m.
- Business Recruitment: 3rd Thursday from 9:00 a.m. to 10:00 a.m.

Consensus was that this meeting schedule worked for board members and staff liaisons.

BOARD MEMBER REPORTS

Board Member Tuttle commented that some City staff and board members, as well as Chamber of Commerce Executive Director Janelle Drews, recently had a great tour of the Lewis & Main restaurant currently under construction and on track to open in March. Board Member Tuttle further commented that she heard from Chef Josh Soult that he had difficulty finding information online about some of the steps he needed to complete; Board Member Tuttle suggested the City gauge the struggles that new businesses have in this area, and add tabs to its website.

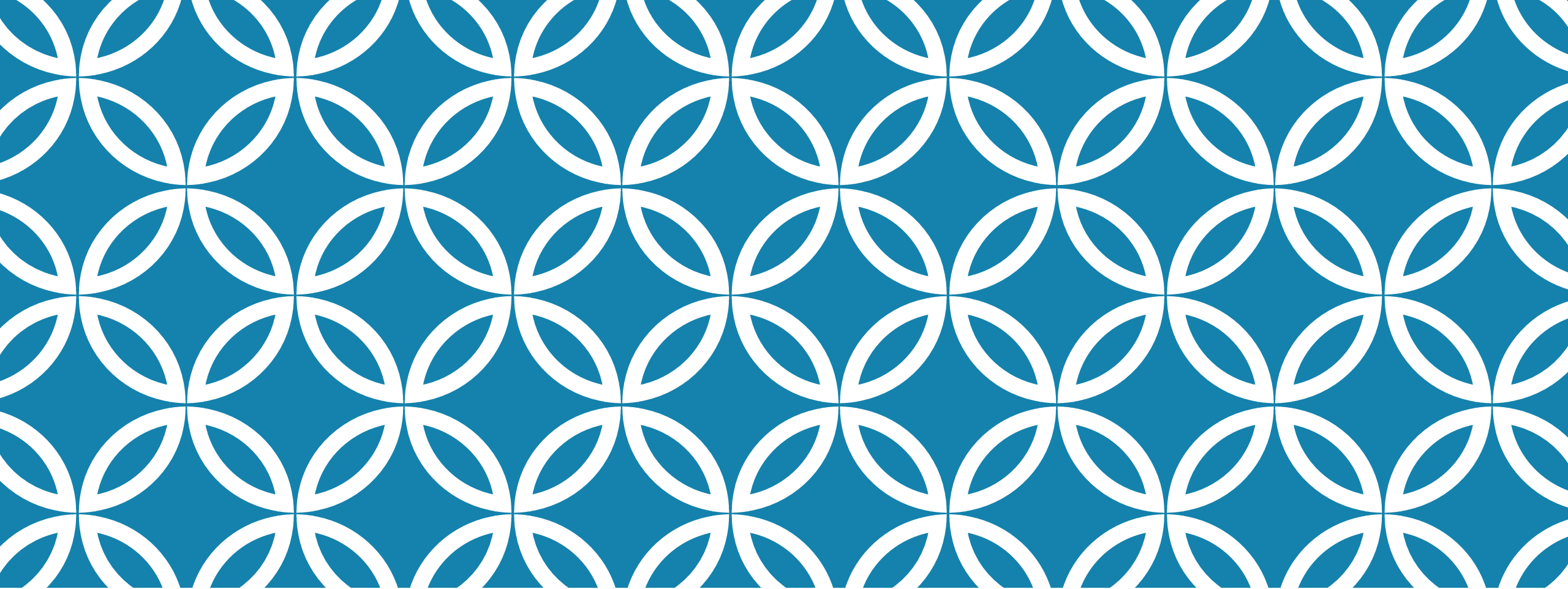
Board Member Tuttle commented that she recently spoke with Ben Wise, who is spearheading an effort to acquire and redevelop the former Monroe School District Administration Building. Board Member Tuttle asked if the City plans to make a push to acquire the building. Ms. Knight commented that such an acquisition is not on the City Council's current strategic or work plan and that such an effort would need to be privately driven; Ms. Knight's understanding is that the district plans to place the building on the market to the highest bidder.

Board Member Woods commented that she was on a call the prior day with the Small Business Administration, and it is her understanding that Paycheck Protection Program (PPP) still has plenty of funds available, is still accepting new applications, and is anticipated to have funding available through mid-March.

ADJOURNMENT

The meeting adjourned at 9:26 a.m.

Deborah Knight, City Administrator



IMAGINE MONROE UPDATE

Economic Development Advisory
Board
February 25, 2021

IMAGINE MONROE

Adopt an aspirational vision statement, mission statement, and core values to guide comprehensive plan update and strategic priorities

Timeline

December

- Project kick-off
- Sounding Board Meeting

January/February

- Focus groups
- One-on-one interviews

March

- Sounding Board Meeting

April

- Finalize Engagement Plan

May-July

- Community Engagement

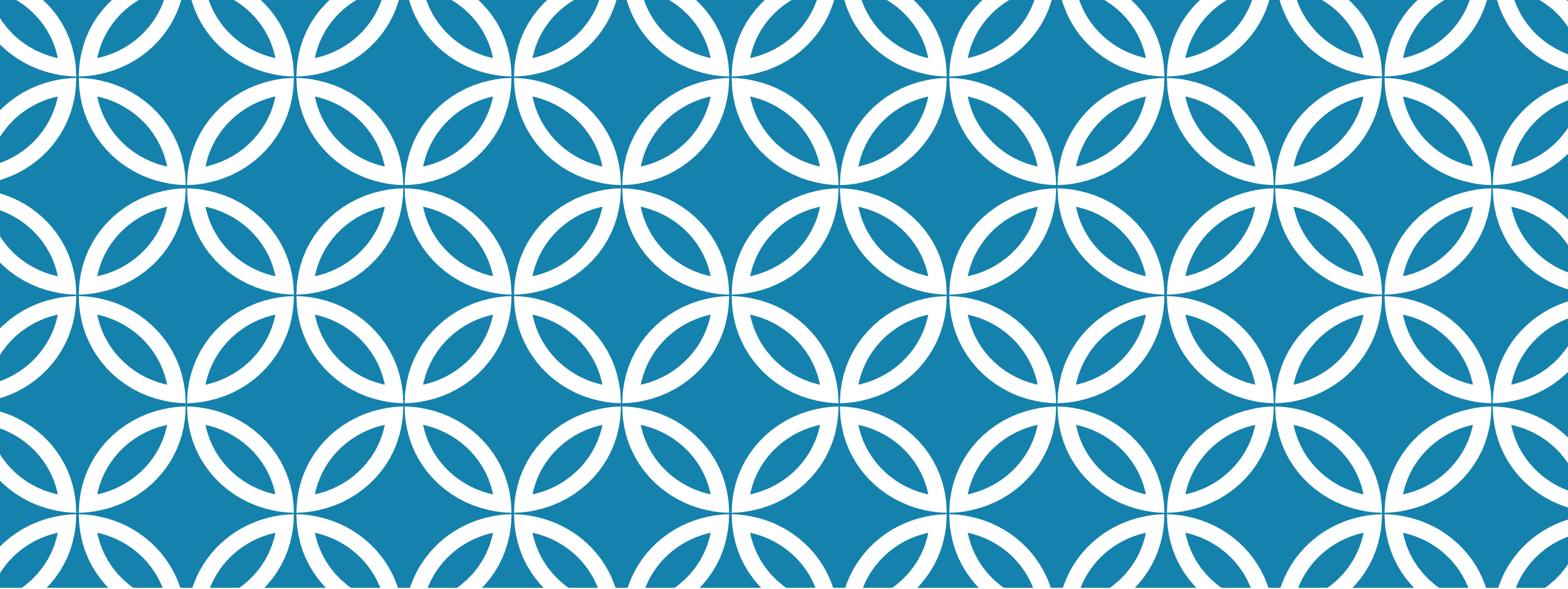
August

- Draft presented to Sounding Board
- Draft presented to Mayor and Council

Engagement Phase

- May 2021-July 2021
- Survey
- Meet with Community Groups
- Pop-up events (parks, farmers mrkt, etc)
- Social media
- Direct mail





PARKS, RECREATION, & OPEN SPACE (PROS) PLAN / DEMONOGRAPHIC ANALYSIS

Economic Development Advisory
Board
February 25, 2021



Online Questionnaire Summary

Introduction

In August 2020, the City of Monroe began updating its Parks, Recreation & Open Space Plan to identify community priorities, funding options, tourism impacts, and recommendations to improve and enhance parks, recreation facilities, trails, programs, events, and related services.

As part of the planning process, an online survey was conducted from December 16, 2020 to January 19, 2021, inviting community members to provide input on the state of parks and recreation, current needs, funding priorities, and funding mechanisms. The input received will help shape the goals and strategies of the Plan, expected to be completed and adopted in January, 2022.

A link to the questionnaire was posted on the City's website and distributed via email, social media, press releases, School District information and other outreach methods. A total of 996 responses were received. Several questions allowed respondents to write in responses. Write-in responses will be included as an Appendix within the Plan.

The following slides are key takeaways from the survey results summary, which is included in your agenda packet.



Key Takeaways

The Monroe Parks and Recreation Questionnaire provided some clear insights about community priorities and needs.

Trails and Paths. There is an overall desire for more trails and paths for walking and biking, with 51% of respondents saying that *building more trails and paths* should be the top funding priority. While the community would like to see more off-street trails and connections, respondents also answered they were satisfied with their current ability to walk or bike to destinations.

Key Connections. Respondents thought a connection to the Centennial Trail (69%) was the most important connection for the City to develop, with a "Riverwalk" trail (50%) and extension of the Snoqualmie Valley Trail (46%) as other top choices.

System Satisfaction. Overall respondents are highly satisfied with general park maintenance and generally satisfied with the variety of park opportunities. However, respondents are less satisfied with the current access to the Skykomish River. On average respondents were satisfied with the mix/availability of special events and recreation programming, but there is a desire for more special events and activities that would bring people downtown.



Play. Respondents would like to see unique play features and challenge elements in more parks. Swimming and water play was an activity that respondents would like to see expanded.

Specific Site Improvements. Most respondents answered that they were very excited for Lake Tye and Cadman Site improvements as well as the idea of a linked riverfront. At a new park in the North Hill area, respondents thought the most important features to include were restrooms, a playground, nature play elements, a viewpoint, picnic area, and open turf area for play.

Top Funding Priorities: Based on the percentage of respondents that selected priorities from a list of options, the City's top five park funding priorities emerged (see figure below).

If the City had more money to invest in parks and recreation, which of the following should be our top priorities? Check your top 3.





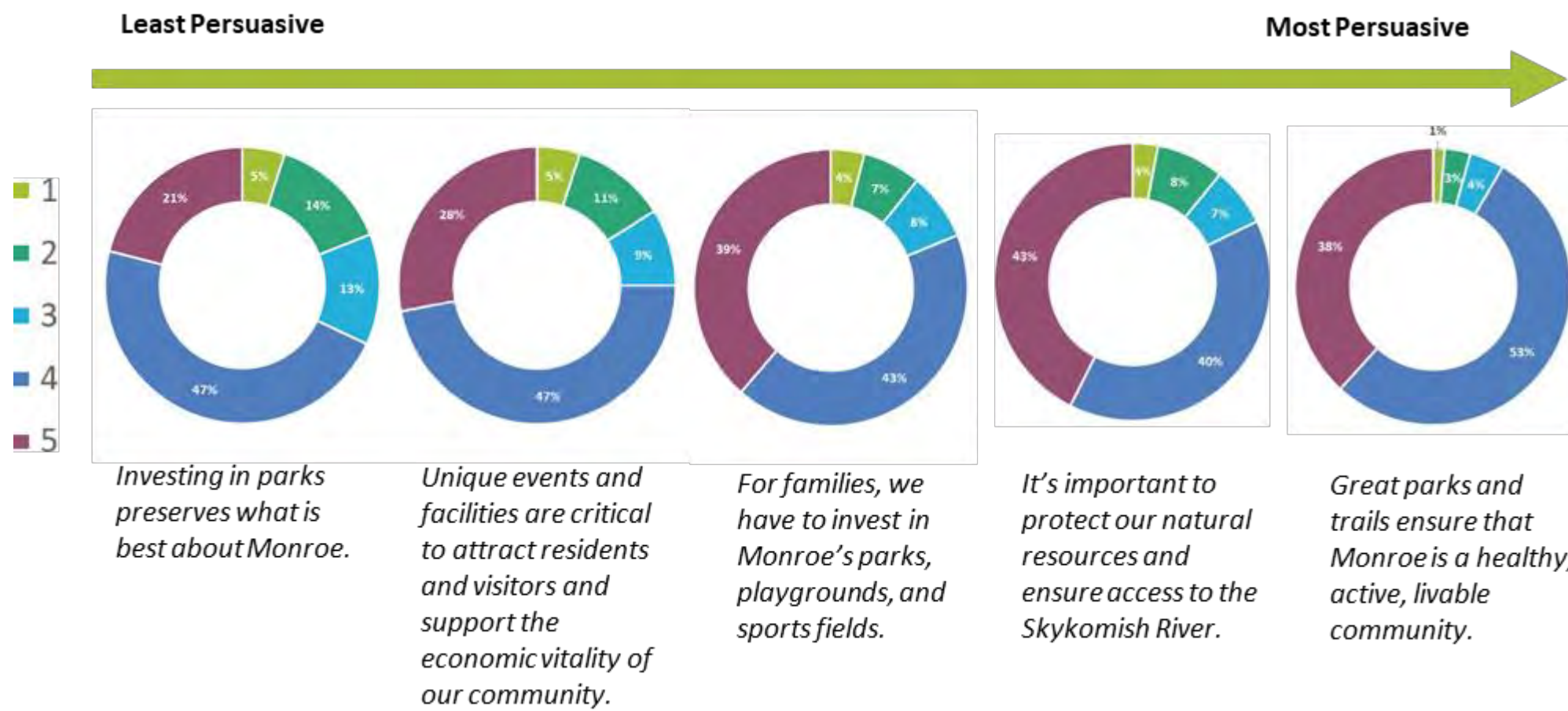
Funding Mechanisms. A little over half of respondents (52%) indicated that they would support a bond measure, and three quarters believe that parks funding should increase. Based on a home with a \$500,000 value, approximately 80% of respondents indicated that they would support or strongly support a bond measure that increases property taxes between \$50 to \$75.

Increasing Funding Support for Parks: COVID-19 appears to have affected respondents' value of parks in the last year, with 52% saying it had increased somewhat or greatly. A majority (76%) thought that funding should increase to reflect this great value of parks.

Post COVID, should parks funding change?

- 26% Increase greatly
- 50% Increase somewhat
- 20% Stay the same
- 3% Decrease

Reasons to Increase Funding: On a scale from 1 (Least Persuasive) to 5 (Most Persuasive), respondents rated reasons for continuing to invest in the future of Monroe's parks.





PARKS, RECREATION & OPEN SPACE PLAN



Online Questionnaire Summary

Introduction

In August 2020, the City of Monroe began updating its Parks, Recreation & Open Space Plan (the Plan) to identify community priorities, funding options, tourism impacts, and recommendations to improve and enhance parks, recreation facilities, trails, programs, events, and related services. As part of the planning process, an online survey was conducted, inviting community members to provide input on the state of parks and recreation, current needs, funding priorities, and funding mechanisms. The input received will help shape the goals and strategies of the Plan. This document summarizes the questionnaire methodology and key findings.

QUESTIONNAIRE METHODOLOGY

The online questionnaire ran from December 16, 2020 to January 19, 2021. It included 21 questions related to parks and recreation and six questions related to demographics (Appendix A). It also included the option to be entered in to a prize drawing. A number of questions related to how respondents used the park system, their satisfaction with it, and what they would like to see more of. The second half focused on priority projects, funding, and bond measures as a funding mechanism.

A link to the questionnaire was posted on the City's website and distributed via email, social media, press releases, School District information and other outreach methods. The online survey is open to anyone who wants a voice in the planning process. While survey results should not be interpreted as statistically representative, the results help identify common and shared themes, concerns, and priorities. When combined with other outreach findings and cross-checked through a technical analysis of the park system, these findings inform the planning process.

A total of 1,131 responses were received. As a standard practice, results of the online questionnaire were reviewed for completeness and potential duplicate or fake responses. Between January 1 and 11, some responses were submitted by an automated web-based program. These results were screened out due to suspicious IP addresses and inconsistencies in contact information provided for the prize drawing. After filtering out these automated responses, the validity of 996 responses were confirmed. The survey summary is based on these 996 responses.

Several questions allowed respondents to write in responses. Write-in responses are included in Appendix B.

Key Takeaways

The Monroe Parks and Recreation Questionnaire provided some clear insights about community priorities and needs.

- **Trails and Paths.** There is an overall desire for more trails and paths for walking and biking, with 51% of respondents saying that *building more trails and paths* should be the top funding priority. While the community would like to see more off-street trails and connections, respondents also answered they were satisfied with their current ability to walk or bike to destinations.
- **Key Connections.** Respondents thought a connection to the Centennial Trail (69%) was the most important connection for the City to develop, with a "Riverwalk" trail (50%) and extension of the Snoqualmie Valley Trail (46%) as other top choices.
- **System Satisfaction.** Overall respondents are highly satisfied with general park maintenance and generally satisfied with the variety of park opportunities. However, respondents are less satisfied with the current access to the Skykomish River. On average respondents were satisfied with the mix/availability of special events and recreation programming, but there is a desire for more special events and activities that would bring people downtown.
- **Play.** Respondents would like to see unique play features and challenge elements in more parks. Swimming and water play was an activity that respondents would like to see expanded.
- **Specific Site Improvements.** Most respondents answered that they were very excited for Lake Tye and Cadman Site improvements as well as the idea of a linked riverfront. At a new park in the North Hill area, respondents thought the most important features to include were restrooms, a playground, nature play elements, a viewpoint, picnic area, and open turf area for play.
- **Top Funding Priorities:** Based on the percentage of respondents that selected priorities from a list of options, the City's top five park funding priorities emerged (see figure).

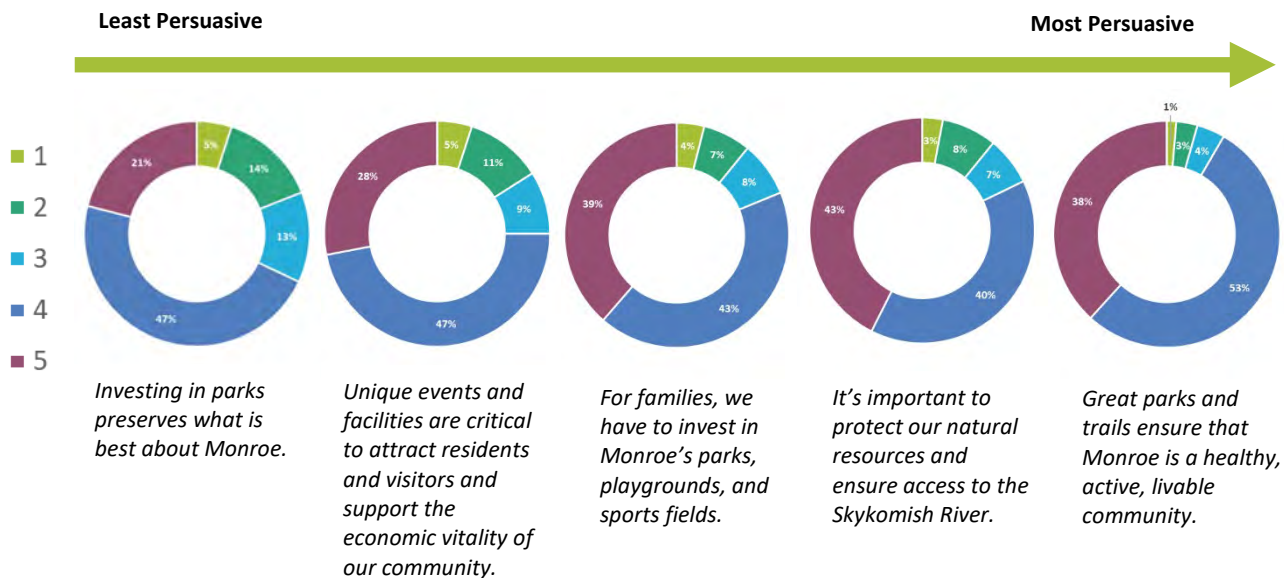
If the City had more money to invest in parks and recreation, which of the following should be our top priorities? Check your top 3.



- Funding Mechanisms.** A little over half of respondents (52%) indicated that they would support a bond measure, and three quarters believe that parks funding should increase. Based on a home with a \$500,000 value, approximately 80% of respondents indicated that they would support or strongly support a bond measure that increases property taxes between \$50 to \$75.
- Increasing Funding Support for Parks:** COVID-19 appears to have affected respondents' value of parks in the last year, with 52% saying it had increased somewhat or greatly. A majority (76%) thought that funding should increase to reflect this great value of parks.
- Reasons to Increase Funding:** On a scale from 1 (Least Persuasive) to 5 (Most Persuasive), respondents rated reasons for continuing to invest in the future of Monroe's parks.

Post COVID, should parks funding change?

26% Increase greatly
50% Increase somewhat
20% Stay the same
3% Decrease



Park Use and Activities

Respondents indicated they visit a variety of parks and recreation facilities, including those close to home, across town, or other county and regional parks. A high number of respondents also reported using City trails and paths. While few respondents visit City parks every day, most visit them at least once a week or a few times a month.

Figure 1: Types of Parks and Facilities Visited

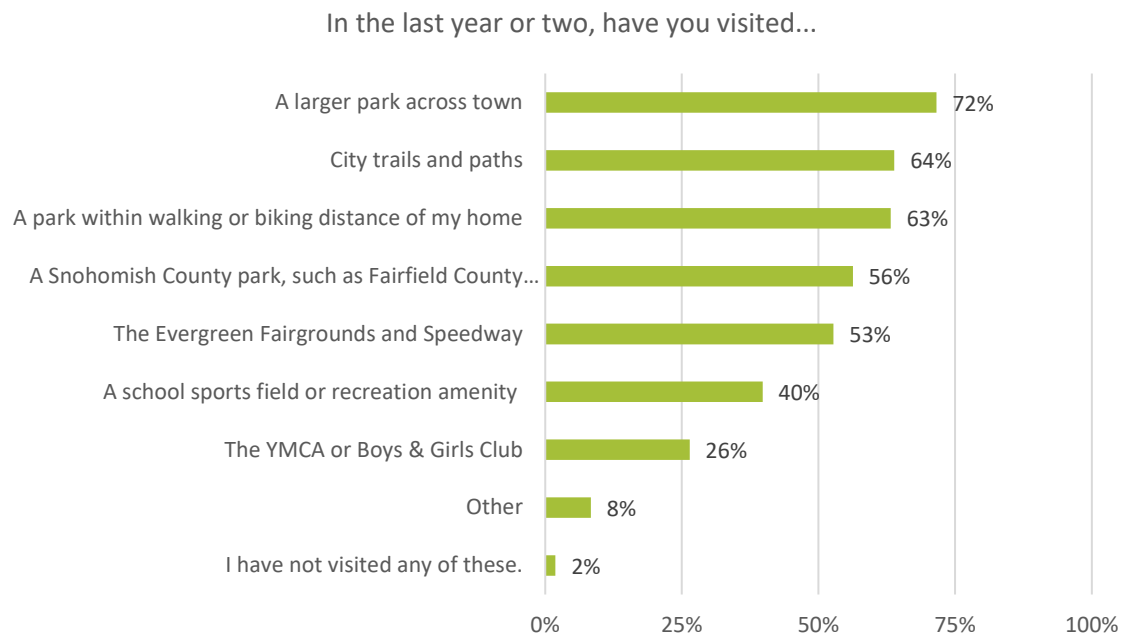
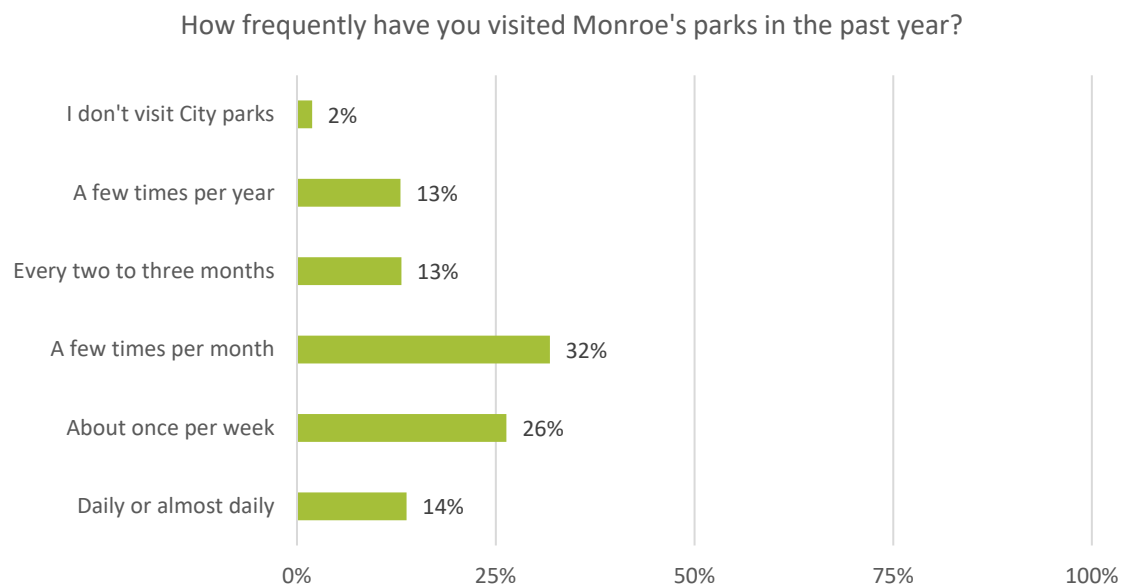


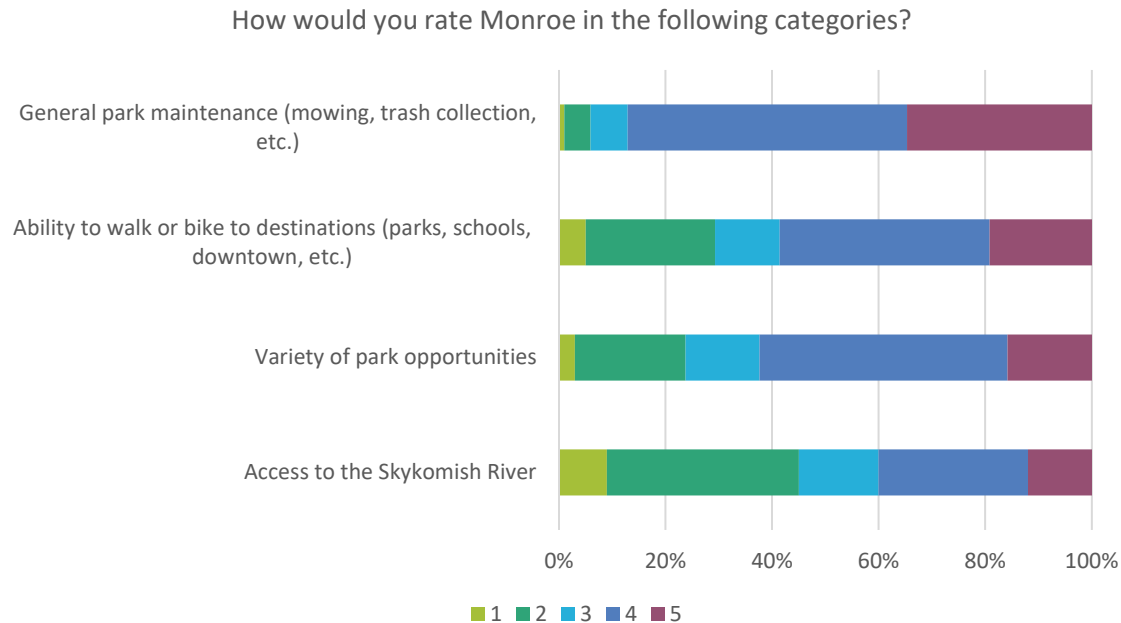
Figure 2: Frequency of Park Use



System Satisfaction

Participants were asked to rate their satisfaction with certain components of the Monroe parks system on a scale of 1 to 5, with 1 being very unsatisfied and 5 being very satisfied. Respondents indicated that they were very satisfied with general park maintenance, with an average rating of 4.16. Compared to the ability to walk or bike to destinations and the variety of park opportunities, respondents were a little less satisfied although both received an average rating of around 3.5. Access to the Skykomish River was rated the lowest, with an average of 2.97, with the highest number of respondents (45%) giving 1s and 2s.

Figure 3: System Satisfaction



Mix of Activities and Features

In terms of activities, respondents would like to see more walking and biking as well as swimming or water play. Artistic or cultural expression, playing, and river activities were other top responses. Respondents would also like to see unique play features and challenge elements incorporated into more parks. Similar to how they would like to see more walking and biking in the overall parks system, respondents also desire more off-street trails connections to parks and other destinations.

Figure 4: New Activities

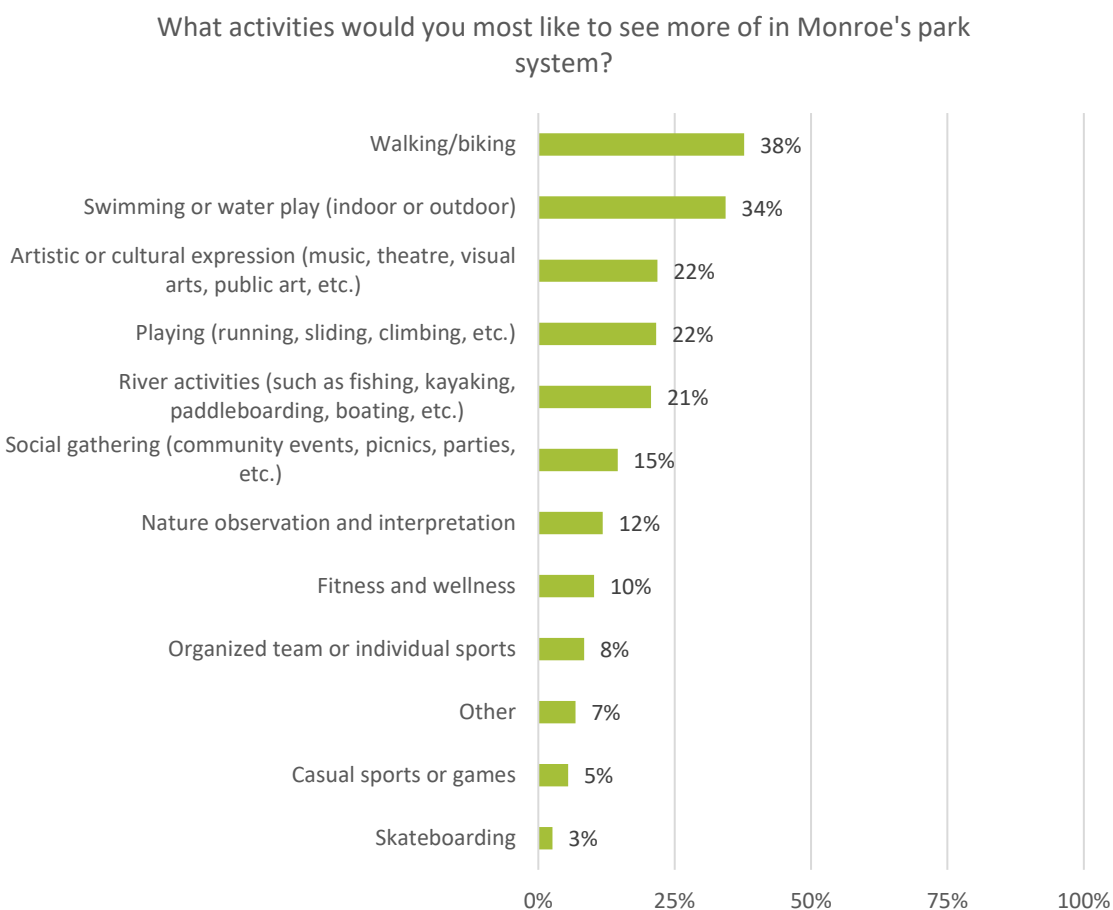
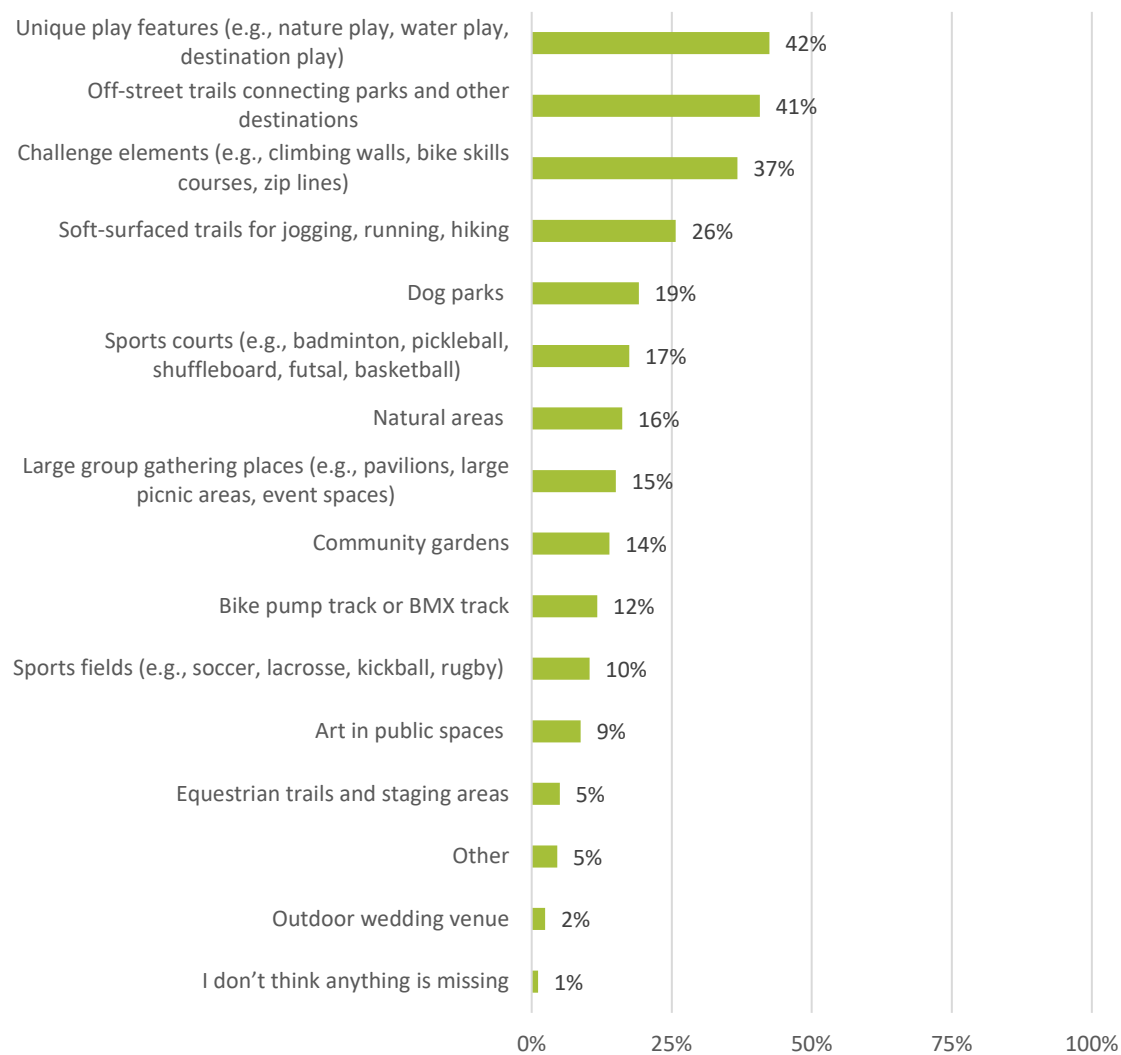


Figure 5: New Features or Facilities

What features or facilities would you like to see more of in Monroe's parks?



COMMUNITY IDENTITY

Respondents were also asked what the most important aspects of Monroe's identity were that should be incorporated into parks. While respondents were allowed to pick their top two, half of them chose 'A community that supports kids and families.' The next top aspects that respondents chose were a close tie and related to the community's connection to nature and the outdoors.

Figure 6: Most Important Aspects of Monroe's Identity

- 50%** A community that supports kids and families.
- 36%** A place with abundant outdoor recreation opportunities.
- 35%** A place surrounded by and connected to nature's beauty.
- 23%** A city with a strong economy and thriving small businesses.
- 19%** A strong community where we know our neighbors.
- 7%** An exciting place to live.

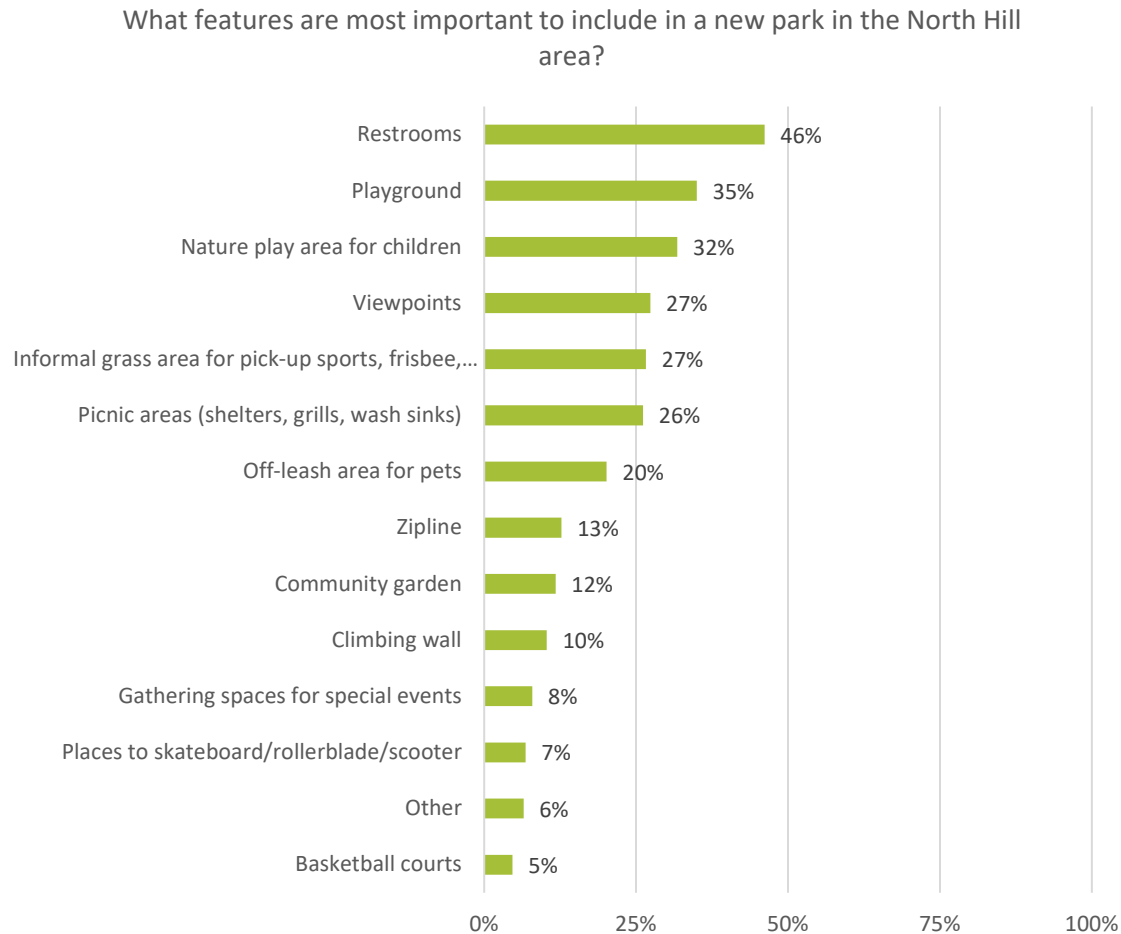
Specific Site Improvements

The online questionnaire also provided insights into improvements at specific park sites.

NORTH HILL AREA

Respondents felt that restrooms were the most important feature to provide at a new park in the North Hill area. A playground and nature play area for children were also desired.

Figure 7: North Hill Area Park Improvements

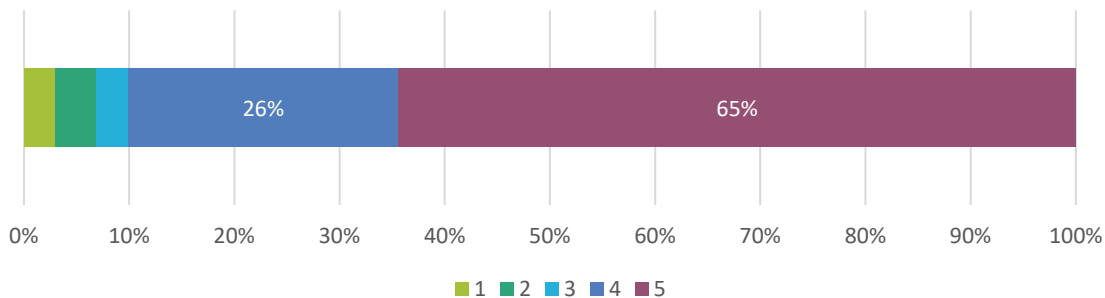


LAKE TYE, CADMAN SITE, AND THE RIVERFRONT

For the following three figures, respondents were asked to rate how exciting certain improvements and ideas were to them on a scale of 1 to 5 with 1 being 'Not Very Exciting' and 5 being 'Exciting!'.

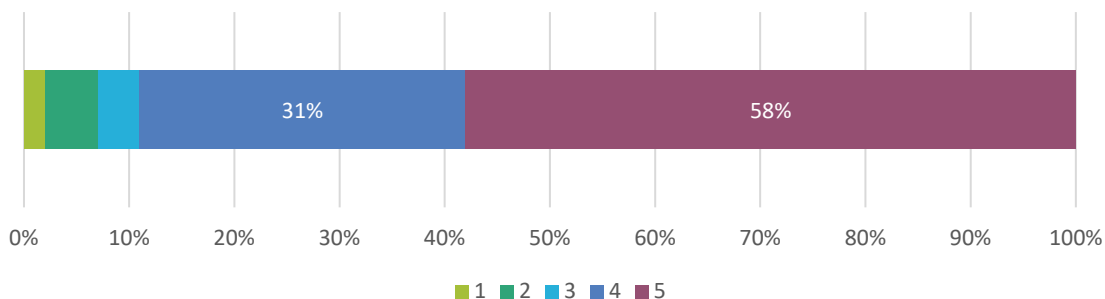
An existing city park, Lake Tye underwent a master planning process in 2018. Improvements identified under the plan included a splash pad/water play area, picnic plaza, accessible beach, as well as a loop trail with boardwalk, fishing stops and lake edge access. Respondents indicated that they still found these improvements to be exciting with around 91% giving 4's and 5's and an average rating of 4.46.

Figure 8: How exciting are the planned improvements for Lake Tye Park?



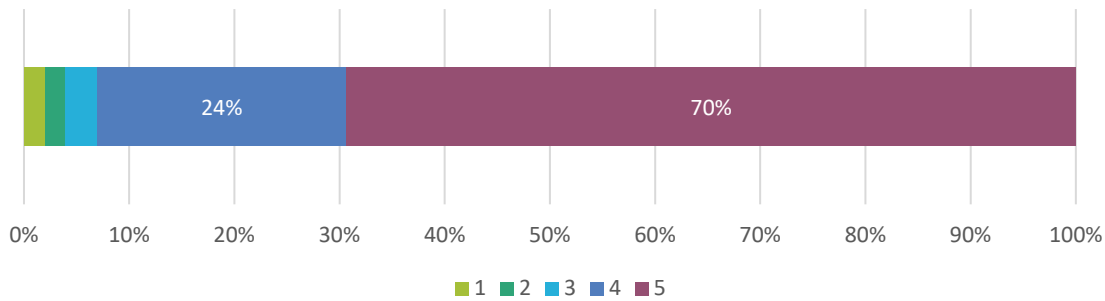
Similar to Lake Tye, Cadman Site, a future city park, also underwent a master planning process in 2018. Improvements for the Cadman Site include a camping area, hand-carry boat launch, loop trails, boardwalk and a climbing/zipline or ropes area. Respondents also reported still finding these previously identified improvements exciting with around 89% giving 4's and 5's and an average rating of 4.39.

Figure 9: How exciting are the planned improvements for Cadman Site?



While no specific improvements or master planning efforts have been completed for this, respondents were also asked how exciting a linked riverfront would be. Overall respondents found this idea very exciting, with 94% giving 4's and 5's and an average rating of 4.58.

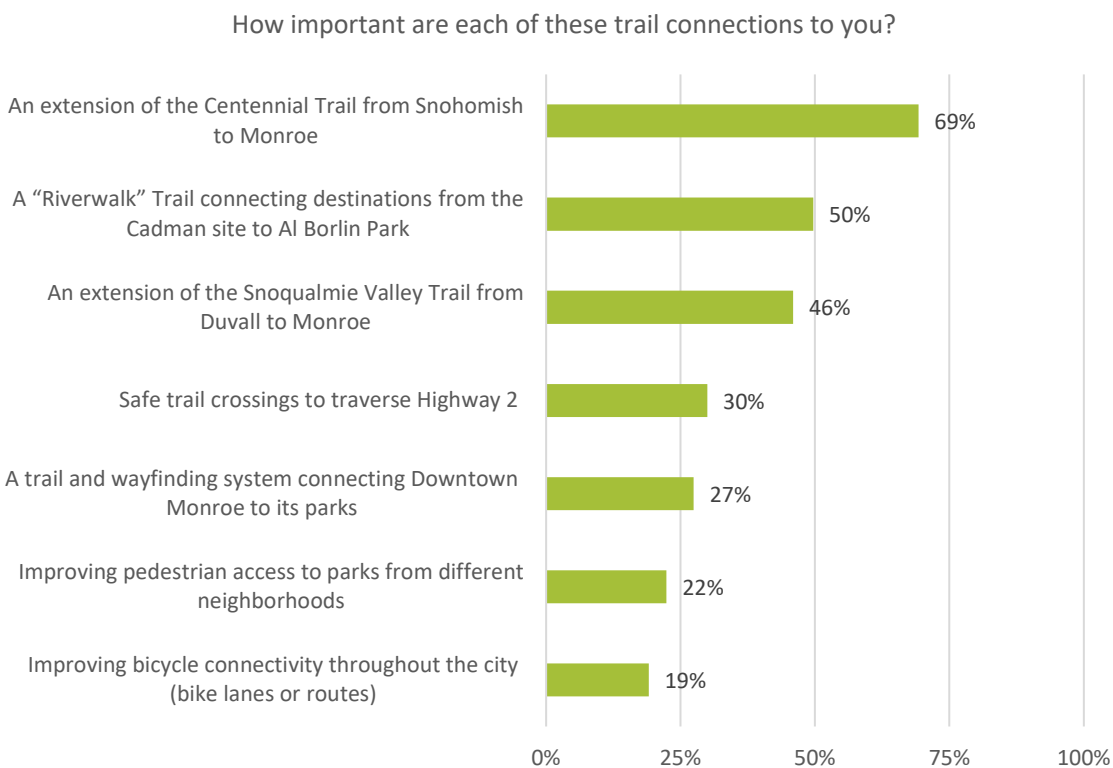
Figure 10: How exciting would a linked “riverfront” be?



Trail Connections

With the understanding that the City can work with partners to develop various trails in or near the City, a large portion of respondents felt that an extension of the Centennial Trail from Snohomish to Monroe was the most important trail connection. Respondents also chose a “Riverwalk” Trail connecting destinations from the Cadman site to Al Borlin Park and an extension of the Snoqualmie Valley Trail from Duvall to Monroe.

Figure 11: Important Trail Connections



Programming

Respondents were asked how satisfied they were with the mix and availability of both special events and organized recreation programming in Monroe on a scale of 1 to 5 with 1 being very unsatisfied and 5 very satisfied. Respondents are slightly more satisfied with the availability and mix of special events such as music in the park, annual fishing derby, and fun runs, which received an average score of 3.65. Respondents felt similarly about organized recreation programs, activities, leagues, camps, and classes, which received a slightly smaller average score of 3.35.

Figure 12: Special Events

Special events such as music in the park, annual fishing derby, and fun runs

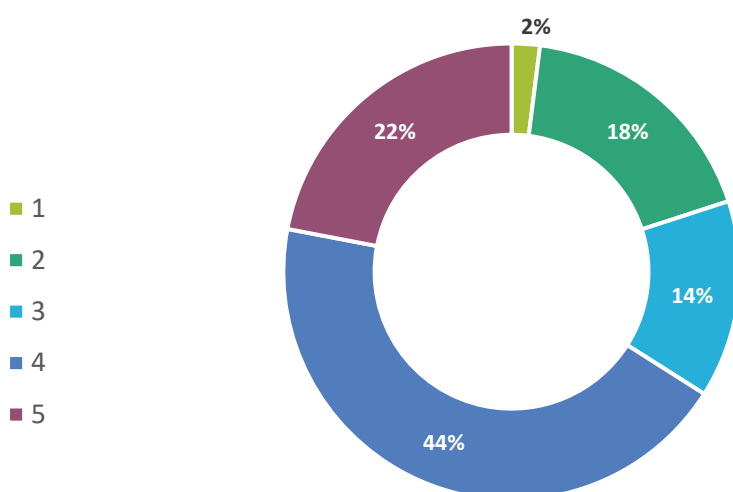
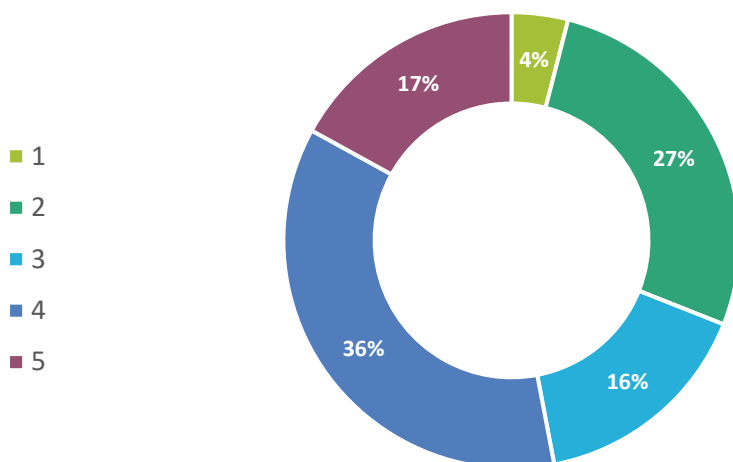


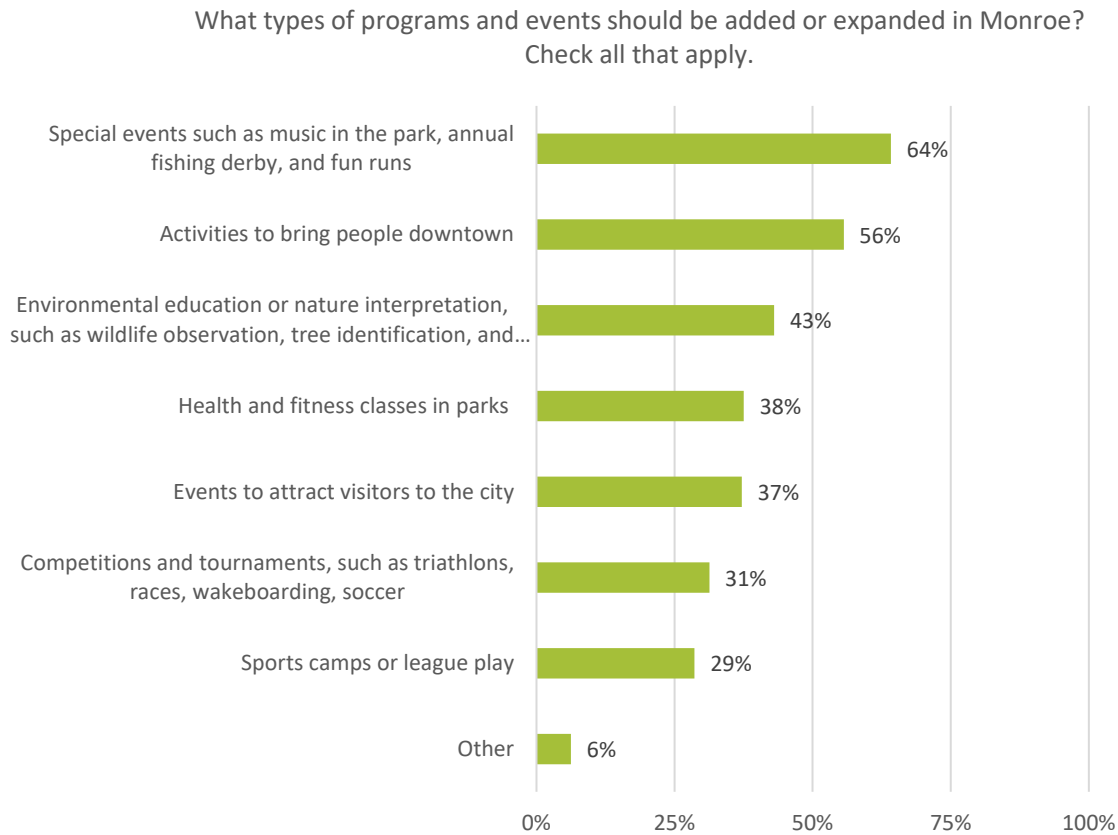
Figure 13: Organized Recreation Programming

Organized recreation programs, activities, leagues, camps, and classes



Respondents strongly supported expanding special events in Monroe as well as activities that would bring people downtown.

Figure 14: New or Expanded Programming and Events



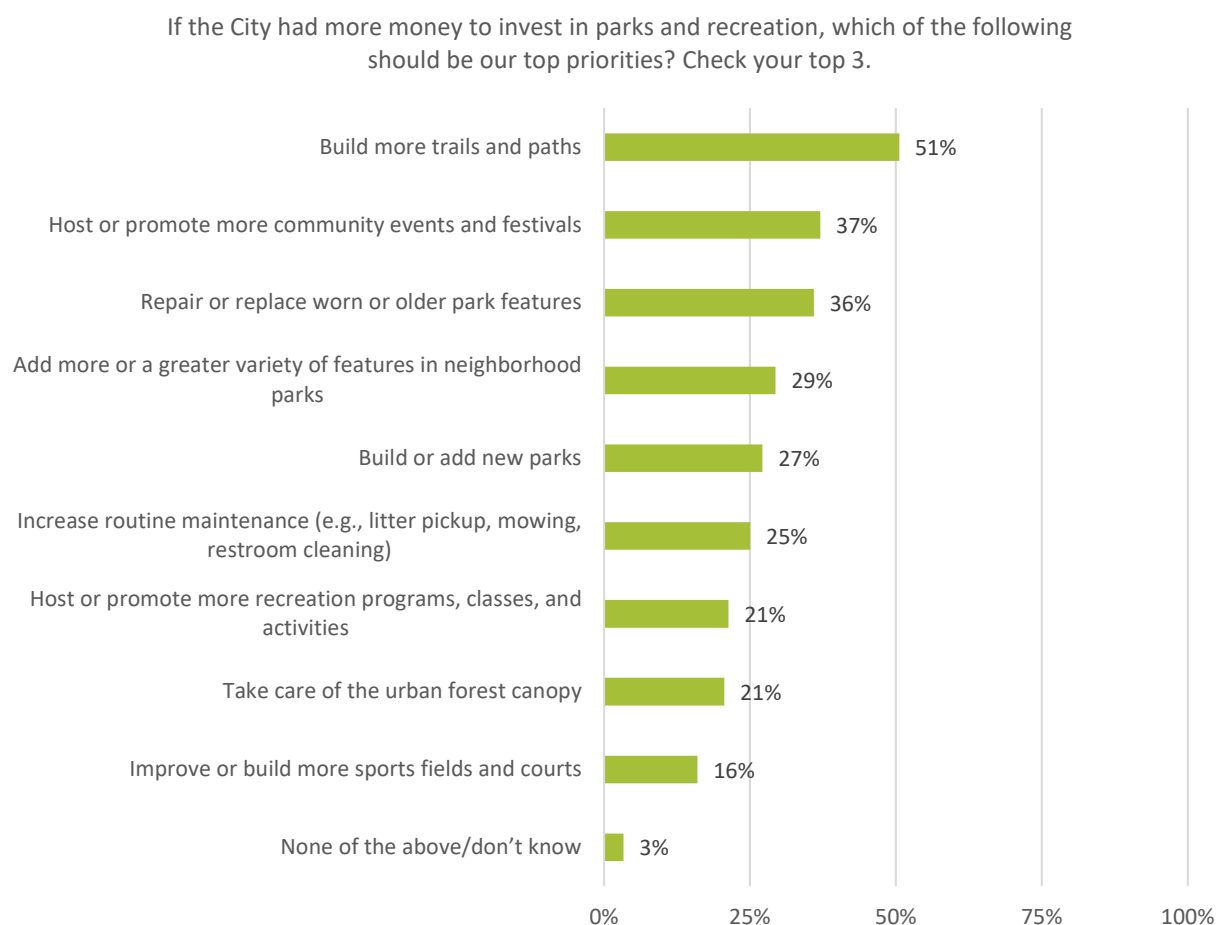
Funding

Several questions focused on funding, asking what the top funding priorities should be, whether the level of funding should change, and the use of a bond measure as a potential funding mechanism.

FUNDING PRIORITIES

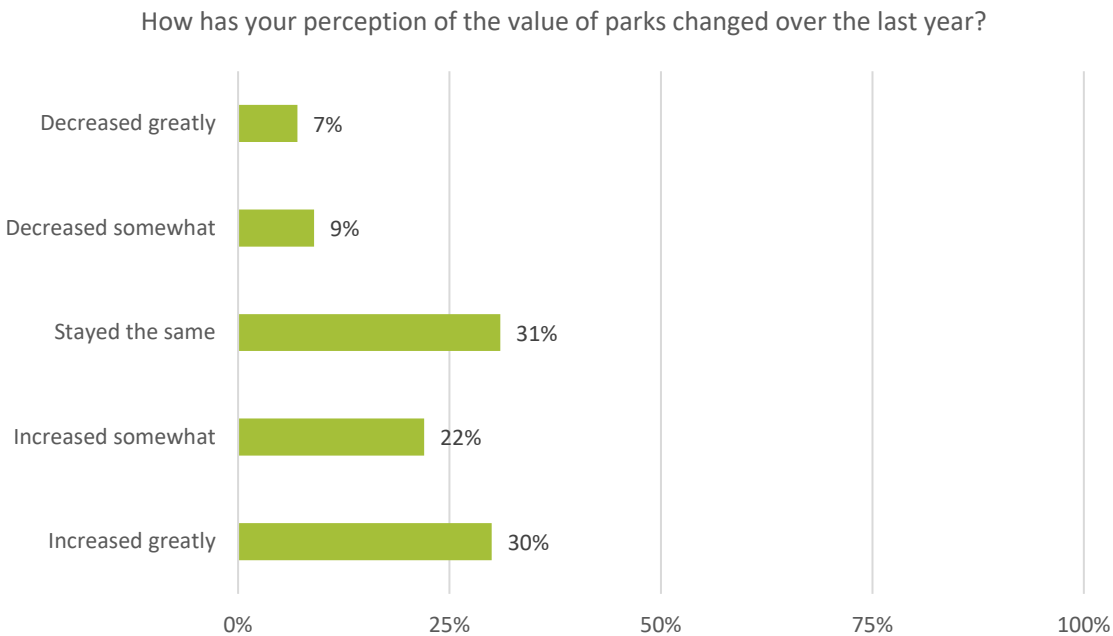
In keeping with the desire for more trails and paths seen in other question results, respondents felt that building more trails and paths should be the City's top priority. Respondents also identified hosting or promoting more community events and festivals and repairing or replacing worn/old park features as other funding priorities.

Figure 15: Top Funding Priorities



COVID-19 appears to have affected respondents' value of parks in the last year. While a third of respondents reported that their value of parks had stayed the same, over half felt that it had increased on some level.

Figure 16: Perception of Park Value



As a follow-up question to how their perception may have changed, respondents were also asked whether funding should change. A majority (76%) thought that funding should increase, although most felt that funding should increase somewhat, compared to increasing greatly. Few respondents reported that funding should decrease.

Figure 17: Should parks funding change to reflect your value of parks?

26% Increase greatly.

50% Increase somewhat.

20% Stay the same.

2% Decrease somewhat.

1% Decrease greatly.

FUNDING MECHANISMS

Slightly more than half of respondents indicated that they would be willing to support a bond measure to improve the parks system in the future and about a fifth said that they did not know or were unsure whether they would support it (Figure 18). In a follow-up question, respondents were asked how likely they were to support a bond measure with certain property tax increases based on the rate for a home with a \$500,000 assessed value (Figure 19). Respondents most strongly supported a \$50 increase, with \$75 still receiving a significant amount of support. As the amount increased to \$100, respondents were more divided in their support with around the same number responding, 'Strongly Oppose' as did 'Strongly Support'. At \$150, a third of respondents answered, 'Strongly Oppose'.

Figure 18: Bond Measure Support

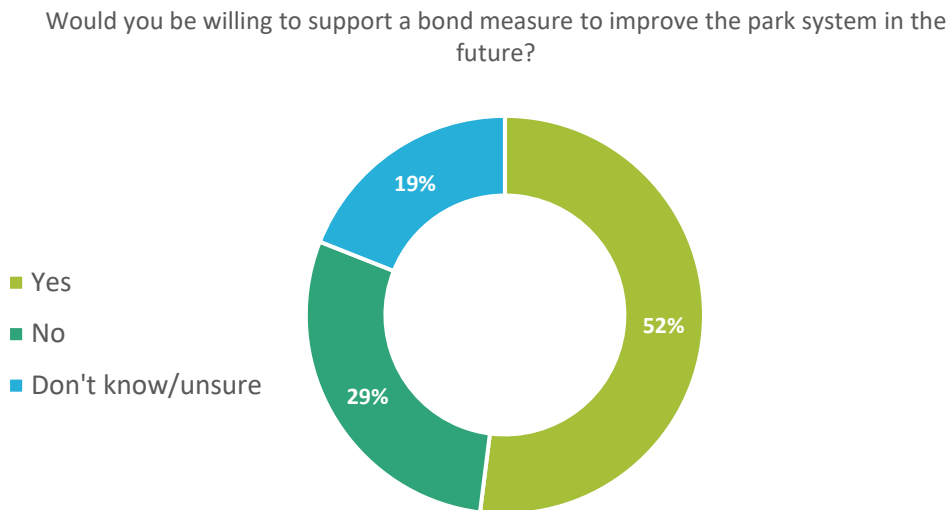
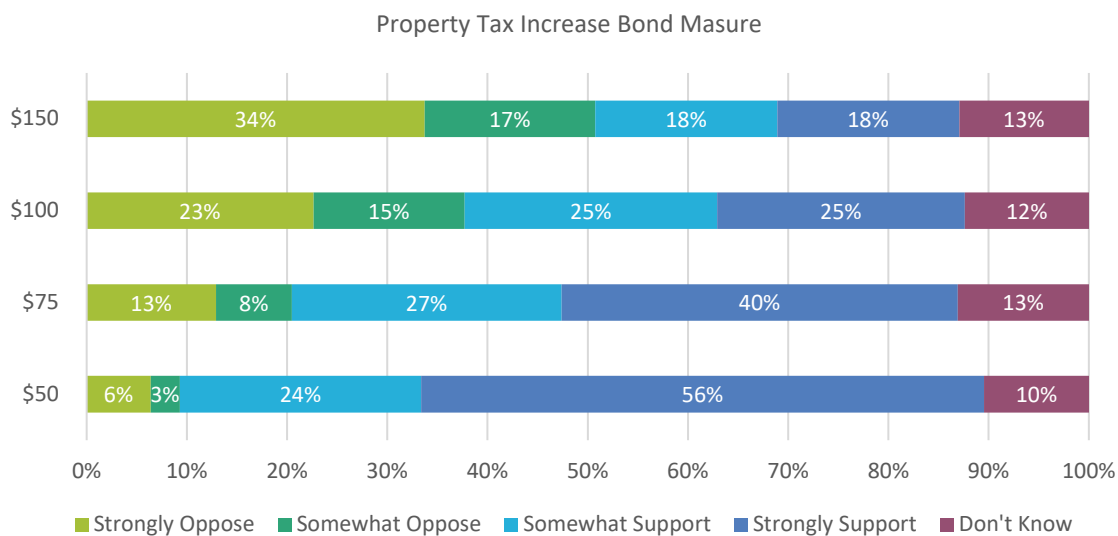


Figure 19: Support for Specific Measures



The questionnaire also asked respondents what reason for continuing to invest in the future of Monroe's parks resonated the most with them. Respondents rated each reason on a scale from 1 to 5 with 1 being 'Least Persuasive' and 5 being 'Most Persuasive'. Overall respondents felt that 'Great parks and trails ensure that Monroe is a healthy, active, livable community' the most persuasive reason. Respondents indicated that 'Investing in parks preserved what is best about Monroe' was the least persuasive reason, with the other reasons falling somewhere in between the two.

Figure 20: Investing in parks preserves what is best about Monroe.

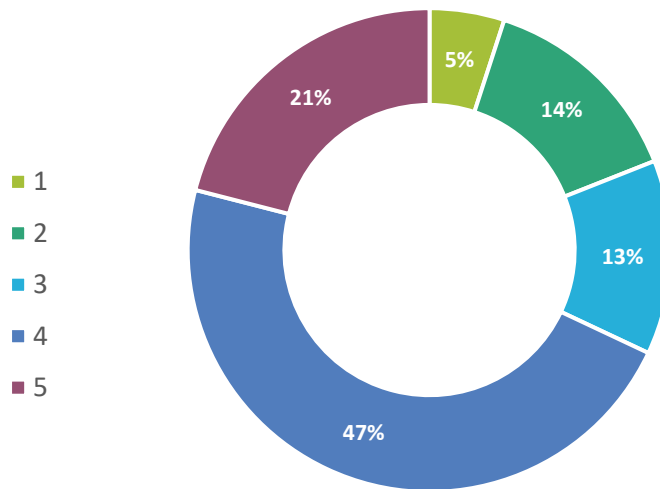


Figure 21: Great parks and trails ensure that Monroe is a healthy, active, livable community.

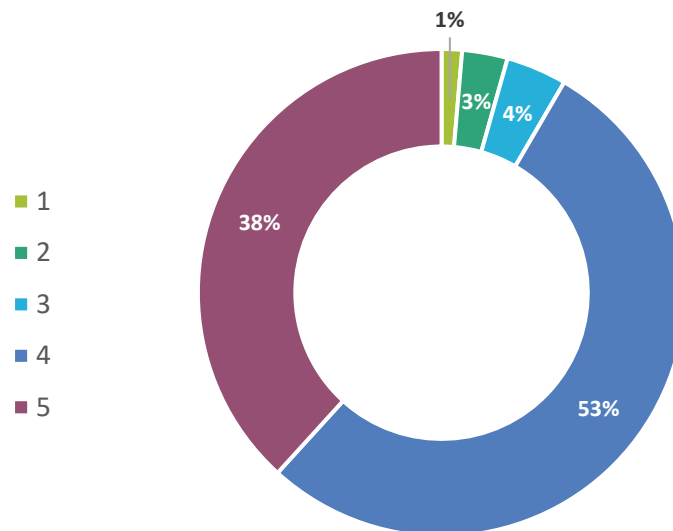


Figure 22: For families, we have to invest in Monroe’s parks, playgrounds, and sports fields.

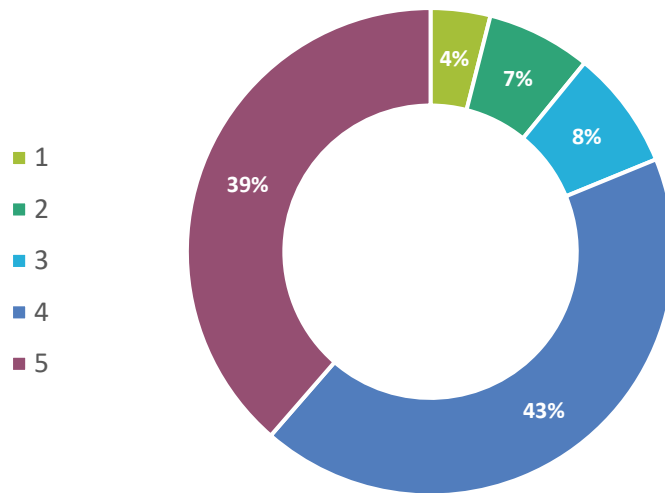


Figure 23: It’s important to protect our natural resources and ensure access to the Skykomish River.

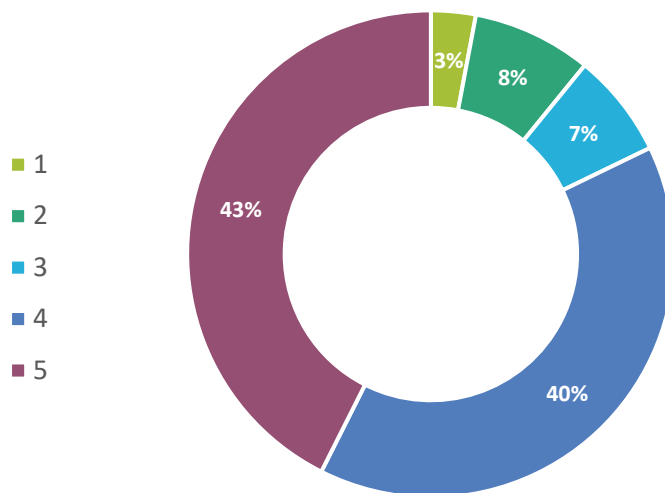
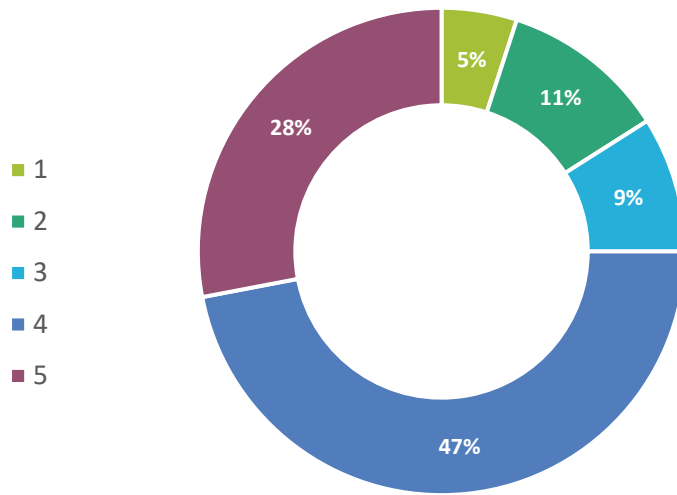


Figure 24: Unique events and facilities are critical to attract residents and visitors and support the economic vitality of our community.



Other Input

Several questions allowed people to write-in responses. All write-in comments are included as Appendix B. Many write-in comments related to safety and security concerns in parks, particularly Al Borlin. Other comments requested low fencing around playgrounds, a dog park, equestrian trails, a bike pump track, more accessible parks and recreation facilities, and other elements and amenities.

Demographics

The following questions were optional. Most respondents to the Survey were Monroe residents with a zip code of 98272. Those surveyed were predominately people aged 35-54 who identify as Caucasian/White. More women responded to the questionnaire than men and respondents were roughly equal in numbers of those who had children under the age of 18 living in their household versus those that did not.

Figure 25: Age

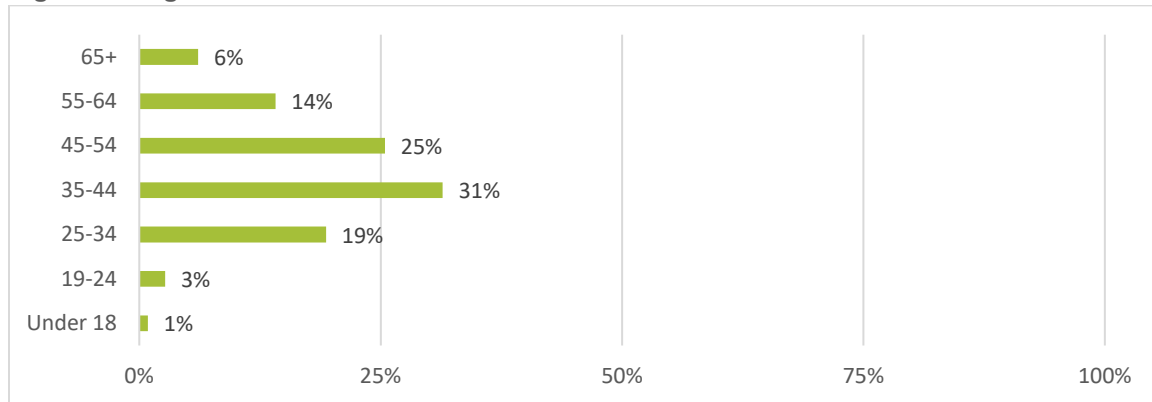


Figure 26: Ethnic Identity

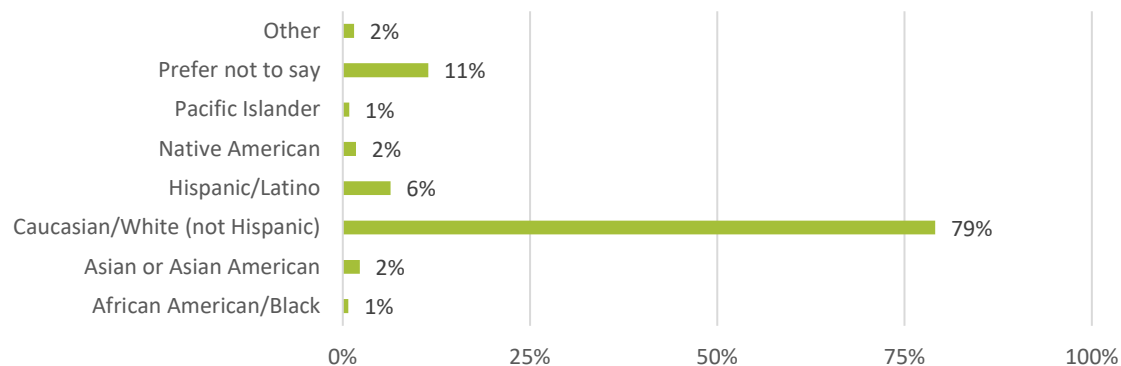


Figure 27: Gender Identity

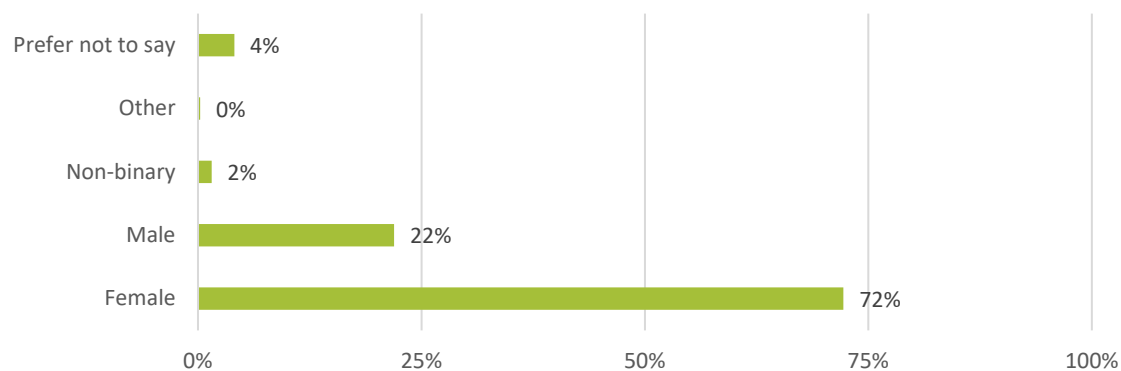


Figure 28: Children in the Household

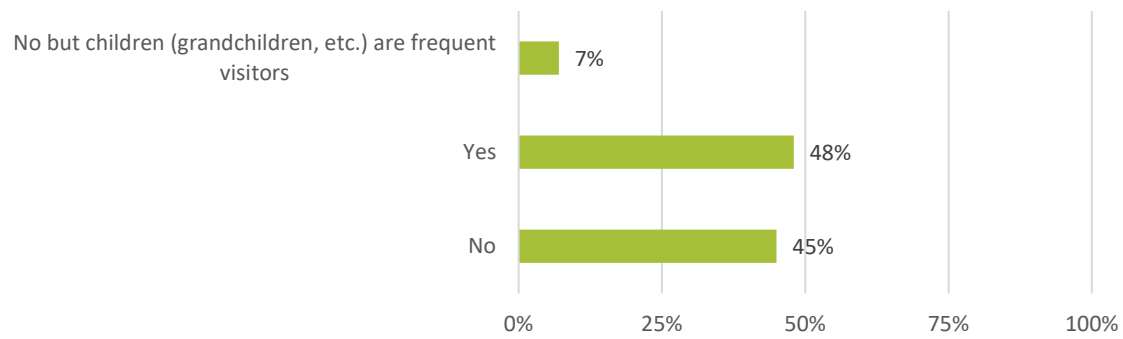


Figure 29: Relationship to Monroe

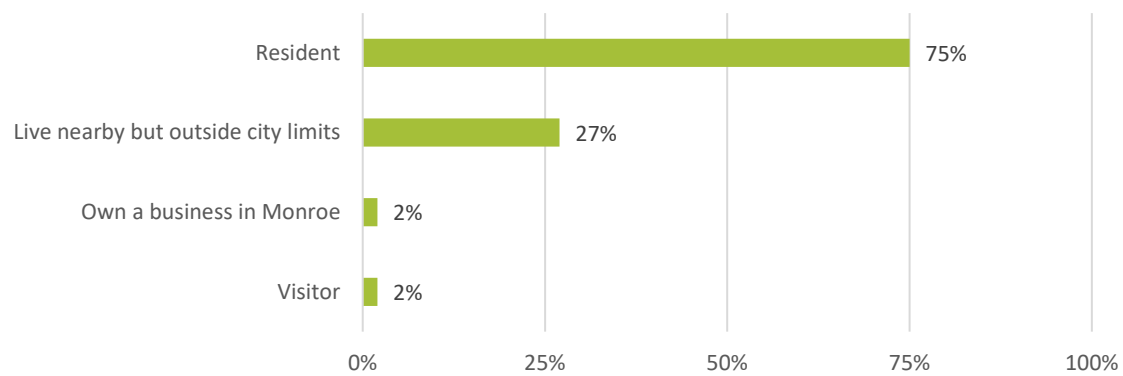
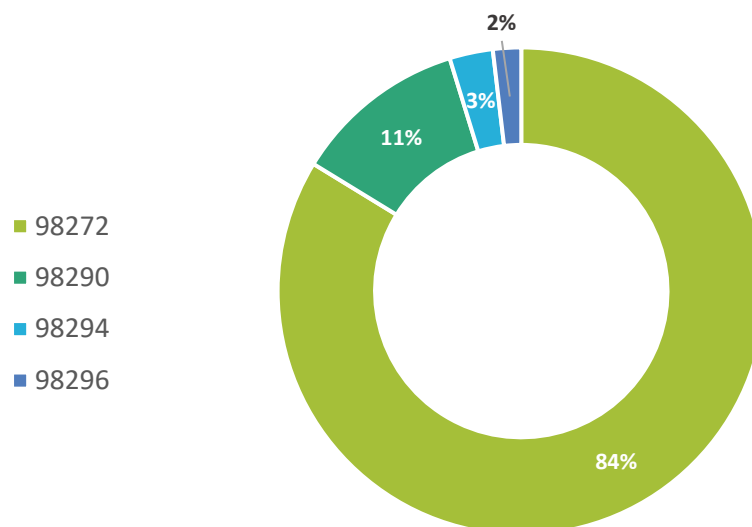


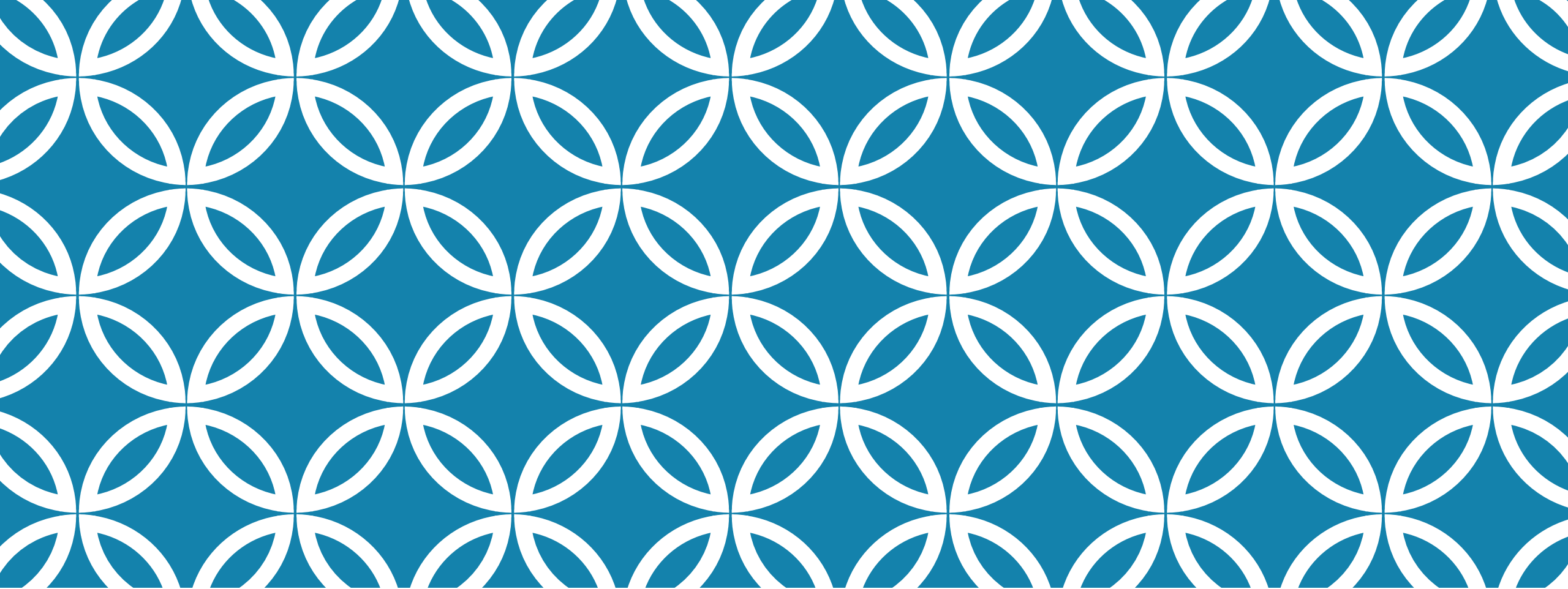
Figure 30: Top 5 Respondent Zip Codes



Appendices

Appendix A: Survey Questions

Appendix B: Open Ended Responses



BOARD MEMBER REPORTS

Economic Development Advisory
Board
February 25, 2021

EDAB SUBCOMMITTEES AND WORK PLANS



Bridgette Tuttle
Liz Nugent
Sally King



Allen Dye
John Whims
Katy Woods



Bridgette Tuttle
Jacob Walker
John Whims

Tourism **Meeting Date**

3rd Thursday
8:00 a.m. to 9:00 a.m.

Work Plan

Lodging Needs Assessment
Wayfinding/Gateway Signs

Business Recruitment **Meeting Date**

3rd Thursday
9:00 a.m. to 10:00 a.m.

Work Plan

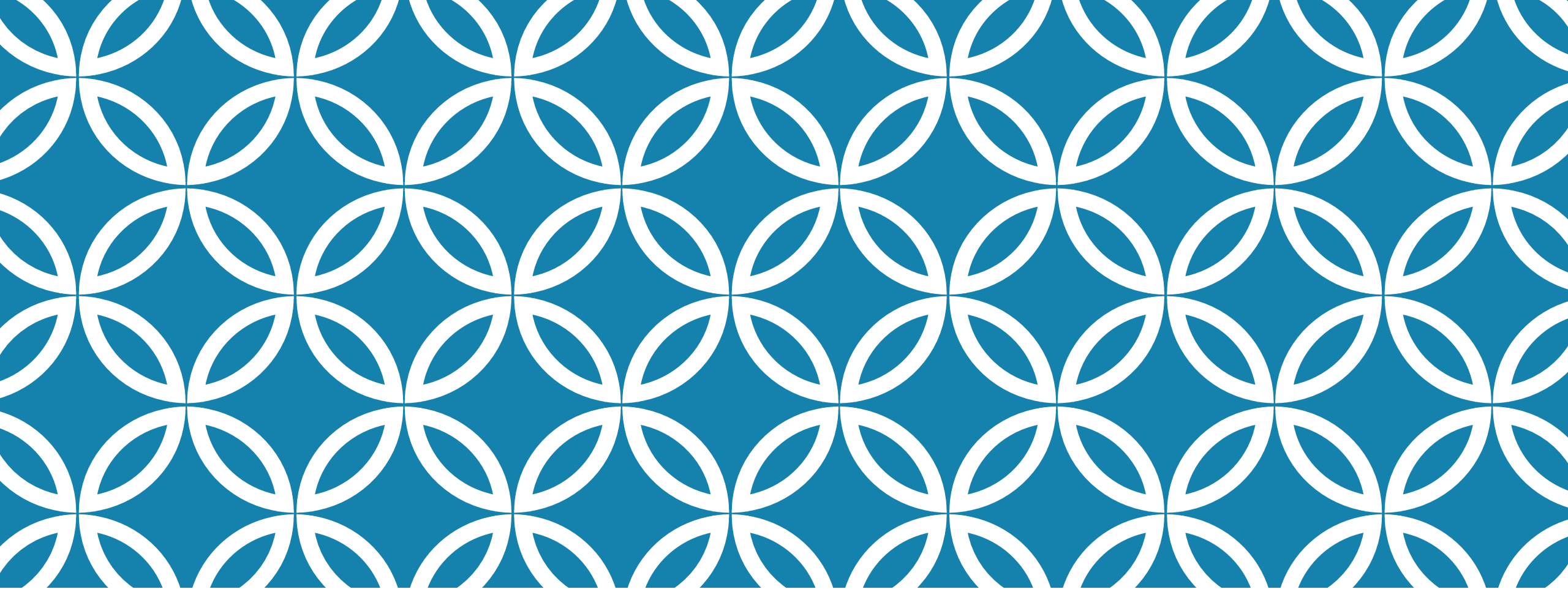
Annual Report
Business Survey
Recruitment & Retention Strategies
North Kelsey (Tjerne Place)
Economic Development Webpage

Growth & Development **Meeting Date**

1st Thursday
8:00 a.m. to 9:00 a.m.

Work Plan

Masterplan Riverfront Park
Connect Downtown to Riverfront
Develop Community Hub Space
Underground Utilities



CITY / STAFF REPORTS

Economic Development Advisory
Board
February 25, 2021

NEXT MEETING THURSDAY, MARCH 11, 2021

8:00AM-9:30AM

Zoom Meeting

