



MONROE CITY COUNCIL

Agenda Bill No. 20-027

SUBJECT:	2020 Park Capital Bond Election Ordinance – First and Final Reading
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DATE:	DEPT:	CONTACT:	PRESENTER:	ITEM:
02/11/2020	Parks/Finance	Mike Farrell/ Becky Hasart	Becky Hasart	New Business #2

Discussion: 02/04/2020, 02/11/2020

01/21/2020 Finance/HR Committee

Attachments:

1. Precinct Report from 11/05/2019 Election with notes
2. 2020 Elections Timeline (Snohomish County Elections)
3. Monroe Recommended Projects List 2020
4. Debt Service Amortization Schedule (DA Davidson)
5. Park Bond measure impacts spreadsheet
6. Strategies360 Proposal – Digital Education Efforts
7. Q&A from 01/21/2020 FHR Committee
8. Ordinance No. ____ providing for the submission to the voters of the City at a special election to be held on April 28, 2020, of a proposition authorizing the City to issue its general obligation bonds for the purpose of financing park and recreation acquisitions and improvements, in the principal amount of not to exceed \$8,155,000, payable by annual property tax levies to be made in excess of regular property tax levies, and to levy those excess property taxes.

REQUESTED ACTION:

- A. Move to waive Council Rules of Procedure requiring two readings of ordinances.
- B. Move to adopt Ordinance No. ____ - An Ordinance of the City of Monroe, Washington, providing for the submission to the voters of the City at a special election to be held on April 28, 2020, of a proposition authorizing the City to issue its general obligation bonds for the purpose of financing park and recreation acquisitions and improvements, in the principal amount of not to exceed \$8,155,000, payable by annual property tax levies to be made in excess of regular property tax levies, and to levy those excess property taxes; adopting findings; providing for severability; and establishing an effective date.

POLICY CONSIDERATIONS

Approve an ordinance to place the Parks Bond Measure on the April 28, 2020 ballot.

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

Unlike a Parks District that would utilize a resolution, the City of Monroe must pass an ordinance to place a measure on a ballot for voter consideration. To qualify for the April 28, 2020 special election, the City’s ordinance would need to be remitted to the County no later than February 28,



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2020. Because of the time it would take to publish and become effective, staff is requesting that this ordinance be adopted at first reading.

DESCRIPTION/BACKGROUND

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

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

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

In order to be qualified for the April 28, 2020 special election, the City Council must adopt an ordinance (Attachment 8) related to the excess levy request and submit this ordinance to the county no later than February 28, 2020. This ordinance would include the wording as it will appear on the ballot and the purpose of the tax request. The purpose identifies that the bond would be used for Parks Capital projects, the life of the bond, and the potential tax impact to real property within the City.

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

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

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

The East County Parks and Recreation Board (ECPRD) bond request had an estimated impact of \$0.16 per \$1,000 in the first year and a \$0.26 per \$1,000 at its highest point. Again, the



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proposed City of Monroe Parks Capital bond would have an estimated \$0.15 per \$1,000 impact in the first year and would steadily decrease in the remaining years (Attachment 4).

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

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

OTHER CONSIDERATIONS

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

IMPACT – BUDGET

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

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

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

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

TIME CONSTRAINTS

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

ALTERNATIVES TO REQUESTED ACTION

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

Precinct Report
 Snohomish County, 2019 General, Nov 05, 2019
 All Precincts, All Districts, All ScanStations, All Contests, All Boxes
 Official Precinct Results
 Total Ballots Cast: 204160, Registered Voters: 475926, Overall Turnout: 42.90%
 781 precincts reported out of 784 total

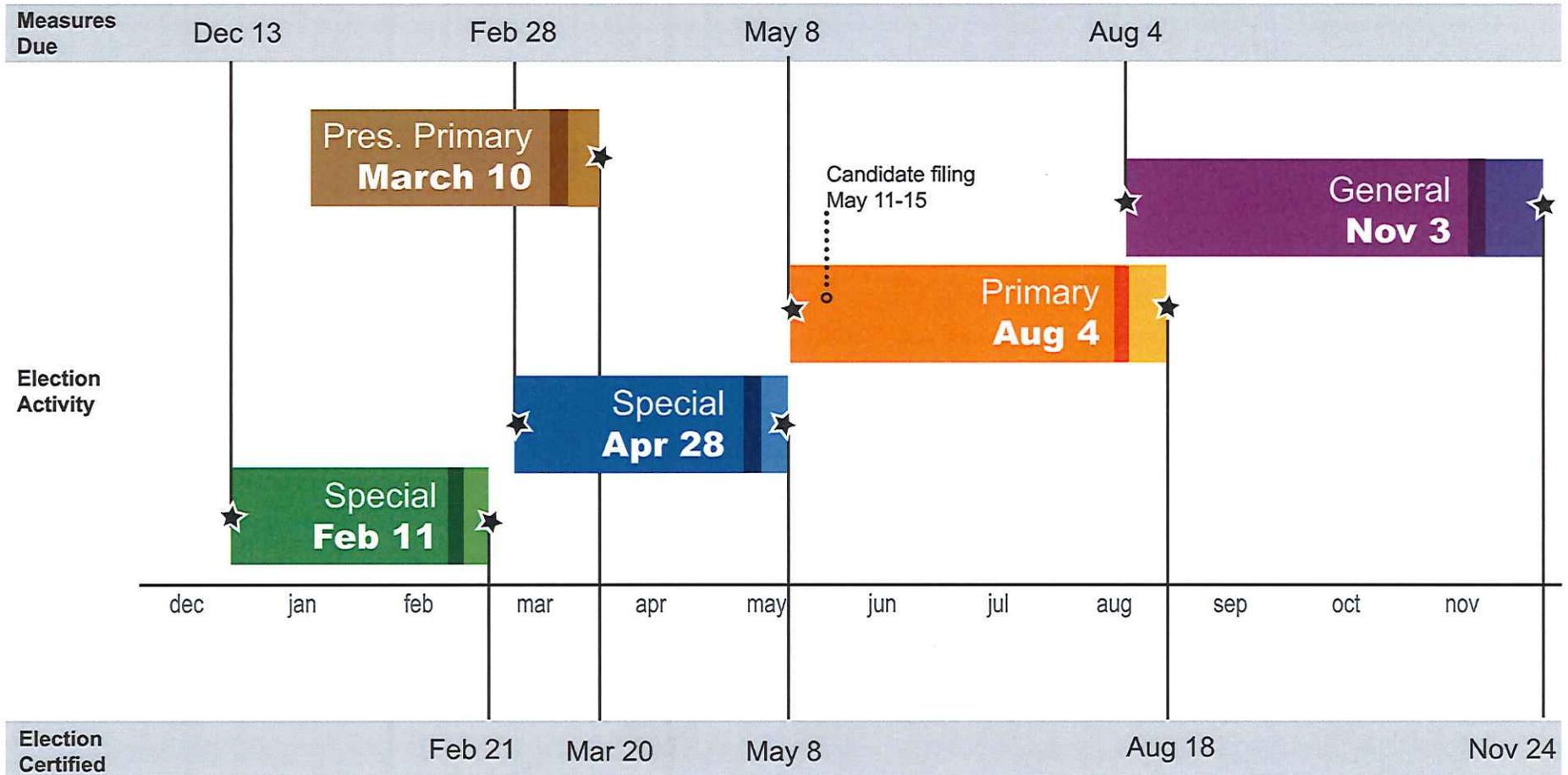
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ECPRD Prop. 1 Bonds (Vote for 1)

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

2132 yes
 3444 total > 61.90%

2020 Elections Timeline



New Business #2
AB20-027

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

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

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



Snohomish County Elections
A Division of the Auditor's Office

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

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

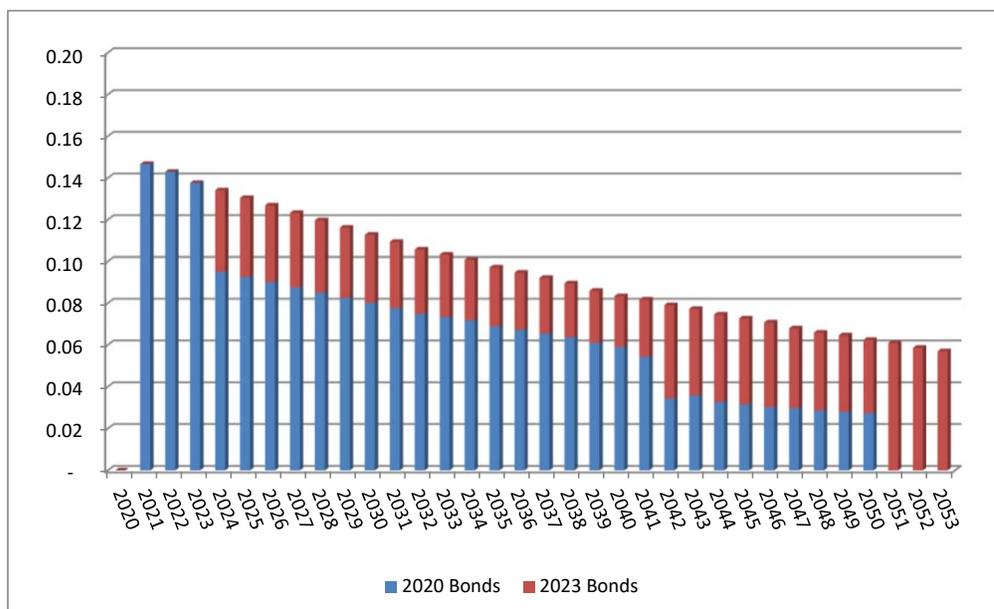
City of Monroe Recommended Projects List

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

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

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

*3% AV Growth



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

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



City of Monroe Election Outreach Proposal

January 16, 2020

Strategies 360

www.strategies360.com

Overview

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

Campaign Goals

The online marketing objectives are:

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

Scope of Work

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

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

Targeting

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

Budget Recommendations (April 1st-April 28th)

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

Phase 1 Education: April 1st – April 8th

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

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

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

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

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

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

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

Addendum

PROGRAMMATIC DISPLAY ADVERTISING

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

GEO-FENCED MOBILE ADS

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

SOCIAL MEDIA MARKETING

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

SEARCH / CONTEXTUAL

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

RE-TARGETING

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

ANALYTICS

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



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MEMO

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

FROM: Becky Hasart, Finance Director

DATE: 02/04/2020

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

CITY OF MONROE
ORDINANCE NO. _____

AN ORDINANCE OF THE CITY OF MONROE, WASHINGTON, PROVIDING FOR THE SUBMISSION TO THE VOTERS OF THE CITY AT A SPECIAL ELECTION TO BE HELD ON APRIL 28, 2020, OF A PROPOSITION AUTHORIZING THE CITY TO ISSUE ITS GENERAL OBLIGATION BONDS FOR THE PURPOSE OF FINANCING PARK AND RECREATION ACQUISITIONS AND IMPROVEMENTS, IN THE PRINCIPLE AMOUNT OF NOT TO EXCEED \$8,155,000, PAYABLE BY ANNUAL PROPERTY TAX LEVIES TO BE MADE IN EXCESS OF REGULAR PROPERTY TAX LEVIES, AND TO LEVY THOSE EXCESS PROPERTY TAXES.

WHEREAS, the City Council of the City of Monroe, Washington (the "City"), has determined that it is in the best interest of the City to undertake park and recreation acquisitions and improvements (the "Projects") to be located within the City; and

WHEREAS, the City Council wishes to seek voter approval for the issuance and sale of not to exceed \$8,155,000 of general obligation bonds of the City to pay the costs of the Projects and the costs of issuance of such bonds, to be repaid by an annual excess property tax levy; and

WHEREAS, the constitution and laws of the State of Washington provide that the question of whether or not the City may issue such bonds be submitted to the qualified electors of the City for their ratification or rejection at an election;

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF MONROE, WASHINGTON, DOES ORDAIN AS FOLLOWS:

Section 1. Projects. The City Council finds that in order to provide park and recreation opportunities for its citizens, it is in the best interest of the City to undertake the following Projects:

- Lake Tye Park athletic fields renovation - convert unlighted, poor draining grass fields to all-weather, lighted, synthetic turf, multi-purpose athletic fields that increase capacity and improve the use experience.
- Replace and upgrade playground equipment at 8 remaining City parks – Cedar Grove, Currie View, Hillcrest, Stanton Meadows, Wales Street, Rainier View, Blueberry, Park Meadows – utilizing features and materials similar to recent upgrades to Lake Tye & Sky River Parks.

- North Hill Park acquisition, design & development to serve the North Hill area residents.
- Develop Chain Lake Road Trail (between Rainier View Park and Brown Road) – extend existing southerly segment to connect new residential developments in north area of City to central commercial core services.

The Projects shall include all necessary equipment, supplies, and appurtenances. The cost of all necessary architectural, engineering, legal and other consulting services, inspection and testing, administrative expenses, site acquisition or improvement, demolition, site utilities, related improvements and other costs incurred in connection with the Projects shall be deemed a part of the costs of such capital improvements.

The estimated cost of the Projects, including the costs of issuing and selling the bonds authorized by this ordinance, is declared to be approximately \$11,200,000.

The City Council may modify the details of the foregoing Projects where necessary or advisable in the judgment of the City Council.

Section 2. Description of Proposed Bonds. The Bonds may be issued as a single issue, as a part of a combined issue with other authorized bonds, or in more than one series, as deemed advisable by the City Council and as permitted by law. The Bonds shall be fully registered bonds; shall bear interest payable as permitted by law; shall mature within 31 years from the date of issue, or within any shorter period fixed by the City Council; shall be paid by annual property tax levies sufficient in amount to pay both principal and interest when due, which annual property tax levies shall be made in excess of regular property tax levies without limitation as to rate or amount but only in amounts sufficient to meet such payments of principal and interest as they come due; and shall be issued and sold in such manner, at such times and in such amounts as shall be required for the purpose for which such Bonds are to be issued. The exact date, number of series, form, terms, option of prior redemption, price, interest rate or rates and maturities of the Bonds shall be hereafter fixed by ordinance of the City Council. Pending the issuance of the Bonds, the City may issue short-term obligations pursuant to chapter 39.50 RCW or such other obligations as are permitted by law to pay for the costs of the Projects. Such obligations and their costs may be paid or refunded with proceeds of the Bonds when issued.

Section 3. Proceeds of the Bonds. If available money from the proceeds of the Bonds is more than sufficient to pay the costs of the Projects, or if state or local circumstances require any alteration in the Projects, the City may acquire, construct, equip and make other park and recreation related capital improvements, or retire and/or defease a portion of the Bonds, all as the City Council may determine and as permitted by law. If the proceeds of the sale of the Bonds and other available money are insufficient to make all of the capital improvements herein provided for, or if it has become impractical to accomplish the Projects or portions of the Projects, the City may use the proceeds of the Bonds and other available money for paying the costs of those portions of the Projects deemed by the City Council to be most necessary and in the best interest of the City.

Section 4. Calling of Election. The City Council requests that the Auditor of Snohomish County, Washington (the "Auditor") call and conduct a special election in the City, in the manner provided by law, to be held therein on April 28, 2020, for the purpose of submitting to the voters of the City, for their approval or rejection, the question of whether or not general obligation bonds of the City shall be issued in the principal amount of not more than \$8,155,000 (or such lesser maximum amount as may be legally issued under the laws governing the limitation of indebtedness), the proceeds of which shall be expended to pay the costs of the Projects, and annual excess property taxes shall be levied to pay and retire the Bonds.

If such proposition is approved by the requisite number of voters, the City shall be authorized to issue the Bonds in the manner described in this ordinance, to spend the proceeds thereof to pay the costs of the Projects, and to levy excess property taxes to pay and retire such Bonds. The proceeds of the Bonds shall be used for capital purposes only and not for the replacement of equipment.

Section 5. Ballot Proposition. The City Clerk is authorized and directed to certify, no later than February 28, 2020 to the Auditor, as *ex officio* supervisor of elections in the City, a copy of this ordinance and the proposition to be submitted at that election in the form of the following ballot title, as follows:

PROPOSITION NO. ____

CITY OF MONROE
PARK AND RECREATION BONDS

The City Council of the City of Monroe adopted Ordinance _____ concerning a proposition for financing park and recreation acquisitions and improvements. If approved, this proposition authorizes the City to issue bonds to finance or reimburse costs of renovating Lake Tye Park athletic fields, improve playground equipment at 8 parks, develop Chain Lake Road Trail and acquire and develop North Hill Park. It authorizes the issuance of not more than \$8,155,000 of general obligation bonds maturing within 31 years, and authorizes the annual levy of excess property taxes to pay such bonds, as provided in Ordinance _____. Should this proposition be approved?

YES.....
NO.....

For purposes of receiving notice of any matters related to the ballot title, as provided in RCW 29A.36.080, the City Council hereby designates its bond counsel, Foster Garvey P.C. (Nancy Neraas, 206-447-6277, Nancy.neraas@foster.com), as the person to whom such notice shall be provided.

Section 6. Authorization of Local Voters' Pamphlet. The City Council authorizes the Finance Director to elect to prepare and distribute a local voters' pamphlet, including an explanatory statement and statements in favor of and in opposition to the ballot measure, if any. The preparation of explanatory statement, the appointment of pro/con committees and the preparation of statements in favor or and in opposition to the ballot title shall be in accordance with chapter 29A.32 RCW and the rules and guidelines of the Auditor, and the City authorizes the Finance Director to take such actions as may be necessary on behalf of the City to carry out the foregoing.

Section 7. General Authorization. The proper City officials are authorized to perform such duties as are necessary or required by law to the end that the question of whether or not Bonds shall be issued and excess taxes necessary to pay and retire the Bonds be levied, all as provided in this ordinance, shall be submitted to the voters of the City at the April 28, 2020 general election.

Section 8. Intent to Reimburse. The City Council declares that to the extent that the City makes capital expenditures for the Projects, prior to the date the Bonds or other short-term obligations are issued to finance the Projects, those capital expenditures are intended to be reimbursed out of proceeds of the Bonds or other short-term obligations issued in an amount not to exceed the principal amount of the Bonds provided by this ordinance.

Section 9. Severability. If any provision of this ordinance is declared by any court of competent jurisdiction to be invalid, then such provision shall be null and void and shall be severable from the remaining provisions of this ordinance, and shall in no way affect the validity of the other provisions of this ordinance or of any other ordinance or resolution or of the Bonds.

Section 10. Publication and Effective Date. This ordinance or a summary thereof consisting of the title shall be published in the official newspaper of the City, and shall take effect and be in full force five days after publication.

Section 11. Ratification of Prior Acts. Any action taken consistent with the authority of this ordinance, after its passage but prior to the effective date, is ratified, approved, and confirmed.

PASSED by the City Council and APPROVED by the Mayor of the City of Monroe, Washington, at an open public meeting thereof, this _____ day of February, 2020.

Mayor

ATTEST:

City Clerk

APPROVED AS TO FORM:

Bond Counsel

CERTIFICATION

I, the undersigned, City Clerk of the City of Monroe, Washington (the "City"), hereby certify as follows:

1. The attached copy of Ordinance No. _____ (the "Ordinance") is a full, true and correct copy of an ordinance duly passed at a regular meeting of the City Council of the City held at the regular meeting place thereof on February __, 2020, as that ordinance appears on the minute book of the City.

2. The Ordinance will be in full force and effect five days after publication of a summary of the Ordinance in the City's official newspaper, which publication date is _____, 2020.

3. A quorum of the members of the City Council was present throughout the meeting and a majority of the members voted in the proper manner for the passage of the Ordinance.

Dated: _____, 2020.

CITY OF MONROE, WASHINGTON

City Clerk