

Appendix 1-C

Community Engagement Plan and Summary

**CITY OF MONROE
RESOLUTION NO. 2023-009**

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
MONROE, WASHINGTON, ADOPTING A PUBLIC
PARTICIPATION PLAN FOR THE 2024 COMPREHENSIVE
PLAN UPDATE PURSUANT TO RCW 36.70A.130.

WHEREAS, the State Growth Management Act (GMA) requires the periodic review and, if necessary, revisions to GMA compliant comprehensive plans and development regulations; and

WHEREAS, GMA Statewide Planning Goal 11 (Revised Code of Washington (RCW) 36.70A.020) states, “(11) Citizen participation and coordination. Encourage the involvement of citizens in the planning process and ensure coordination between communities and jurisdictions to reconcile conflicts;” and

WHEREAS, RCW Section 36.70A.035 requires reasonable public participation efforts be conducted whenever comprehensive plans or development regulations are amended; and

WHEREAS, the GMA requires the City of Monroe to review, and if necessary, revise the Comprehensive Plan by December 31, 2024, to ensure compliance with the requirements of GMA, as amended; and

WHEREAS, the City of Monroe passed Resolution 2012/020, establishing comprehensive plan amendment procedures in 2012 and adopted said procedures into the Monroe Municipal Code; and

WHEREAS, the City of Monroe wishes to supplement the standard public participation processes outlined by Resolution 2012/020 and Monroe Municipal Code (MMC) Chapter 22.72, Amendments to Unified Development Regulations, and MMC Chapter 22.74, Comprehensive Plan Amendments; and

WHEREAS, an Equitable Engagement Plan (EEP) (Exhibit A) was prepared to afford the public with a greater opportunity to be informed about, review, comment, and provide suggestions on the amendments to the comprehensive plan and development regulations; and

WHEREAS, on May 22, 2023, the City of Monroe Planning Commission reviewed the Draft EEP and found the EEP provides reasonable notice to property owners and other affected and interested individuals, tribes, government agencies, businesses, school districts, and organizations of the proposed amendments to the comprehensive plan and development regulations throughout the review and update process; and

WHEREAS, the City of Monroe Planning Commission found the EEP provides intends to broadly disseminate information about the procedures employed to amend the comprehensive plan and provides for early and continues opportunities for the public to participate in the update process; and

WHEREAS, after review and deliberation at a public meeting, the Monroe Planning Commission recommended the City Council approve and adopt the EEP; and

WHEREAS, the Monroe City Council concurs with the Planning Commission's findings and wants to ensure compliance with the participation goal of the GMA and give due consideration to comments it may receive while still reiterating the City's good faith commitment toward the timely completion of the 2024 period update process.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF MONROE, WASHINGTON, HEREBY RESOLVE AS FOLLOWS:

That the City Council of the City of Monroe, Washington, does hereby accept and adopt the Equitable Engagement Plan attached hereto and incorporated herein as Exhibit A, and such plan shall guide participation efforts during the 2024 periodic comprehensive plan amendment cycle.

ADOPTED by the City Council of the City of Monroe, at its regular meeting thereof, and APPROVED by the Mayor this 25th day of July, 2023.

Adopted: July 25, 2023
Effective: July 25, 2023

CITY OF MONROE, WASHINGTON:


Geoffrey Thomas (Jul 26, 2023 15:27 PDT)

Geoffrey Thomas, Mayor

ATTEST:

APPROVED AS TO FORM:


Jodi Wycoff (Jul 27, 2023 09:53 PDT)

Jodi Wycoff, City Clerk


Zach Zell (Jul 26, 2023 13:49 PDT)

J. Zachary Zell, City Attorney

MONROE 2024 COMPREHENSIVE PLAN UPDATE: DRAFT EQUITABLE ENGAGEMENT PLAN – APRIL 2023

I. INTRODUCTION

Once every 10 years, the City of Monroe (City) has the opportunity to reassess its goals and priorities as part of the state mandated review and update process for the Monroe’s twenty-year comprehensive plan. The last update process was completed in 2015. Since 2015, much has changed at the state, regional and local levels, including the city’s adoption of the *Imagine Monroe* aspirational vision statement.

During the next 18 to 24 months, the residents of Monroe once again have the opportunity, as a community, to define who they want to be, where and how to focus growth, and how best to deliver the best municipal services and projects to the community with the resources available. Using *Imagine Monroe* as the guiding principle, the 2024 Comprehensive Plan Update (Update) will help refine the City’s goals, policies and development regulations to protect the natural beauty surrounding Monroe, ensure residents, employers, and visitors have equitable and equal access to City services and facilities, to support business districts and a downtown that are thriving with locally-owned businesses and locally sourced products, to support a more robust variety of housing and employment choices, and to create and sustain Monroe as a safe place for all where everyone feels at home and everyone feels they belong.

At the center of the effort is an inclusive community engagement approach that intentionally solicits, listens to, and incorporates the thoughts, concerns, and hopes of the community. This engagement approach goes beyond the standard outreach and review processes prescribed by the Washington State Growth Management Act (GMA), City of Monroe Resolution 2012/020 and Monroe Municipal Code (MMC) Title 22, Uniform Development Regulations (UDR). The results of this inclusive community engagement approach will inform the policies, priorities, and actions in the Update. These elements include, but are not necessarily limited to the location, intensity, diversity, and other characteristics of new and redevelopment; inclusive and equitable community engagement; actions to address and mitigate for climate change and to protect and enhance critical and natural resource areas; and balancing the public’s responsibilities and priorities with individual’s property rights and responsibilities.

The City of Monroe is committed to designing and implementing an intentional, inclusive community engagement approach to ensure that the Update is founded on robust and representative dialogue and responses from residents, employers, and other people with a genuine interest in or would be genuinely impacted by the project. The development of the Comprehensive Plan will require engagement across many different platforms. The approach is intended to be equitable in that the consultants and City personnel will identify deficiencies in the approach as its being implemented and, if necessary, adjust within the scope of work to better facilitate engagement. Where adjustments would be outside of the scope of work or budget or would impact schedule, discussions would occur between the consultants and City personnel. The goal is to ensure extensive awareness and the ability to participate in dialogue with and providing comment to City personnel or the consultant during the project and that no one is limited or excluded because of any personal or societal characteristic (e.g., social norms, political philosophies, and economic conditions).

The **Equitable Engagement Plan (EEP)** outlines guiding principles grounded on the community values developed

through *Imagine Monroe* (see Attachment A), key outreach strategies and methods, prioritizes audiences, communication tools and the proposed timeline for implementation with roles and responsibilities of City staff and the consultant team. The EEP is organized by the following topics:

- Approach
- Guiding Principles
- Key Audiences
- Phases of Engagement Activities
- Metrics of Success

II. APPROACH

The approach includes the following goals:

1. **Leverage Local Networks and Existing Community Engagement Efforts and Relationships.** Build on the variety and depth of existing community involvement initiatives in Monroe to engage the public effectively and efficiently in the Comprehensive Plan process. *Imagine Monroe* may provide insight into community priorities from a process that concluded less than a year ago. Contact existing community-based networks and to connect with a wider range of community members. This includes specifically leveraging the community connections, networks and trust that may have been established during the development of *Imagine Monroe* and through other city-led community engagement efforts.
2. **Create Opportunities for Inclusive and Equitable Participation with People.** Provide multiple and varied opportunities for a broad range of community residents, businesses owners and employers, and people and organizations with an interest in Monroe to share meaningful input. This engagement will focus on neighborhoods and local businesses throughout Monroe. Methods will be designed to specifically engage people and communities with lived experiences who have not typically participated in planning efforts.
3. **Build Long-Term Capacity for Public Engagement around Growth, Development and Community Design.** Build relationships with residents, employers and business owners, and service providers in Monroe, and support people who are engaged throughout the process and share their concerns and issues as well as solutions and strategies necessary to implement the Comprehensive Plan.

III. GUIDING PRINCIPLES

The Equitable Engagement Plan is based on the following guiding principles:

- **Authentic and Equitable.** One of the principles of this outreach effort is to start and continue authentic dialogue to inform the community and participants about the Update process and share planning research and data, and to establish a framework for future development and investments.
- **Inclusive and Flexible.** The Project Team will proactively and intentionally contact and engage with a diverse and representative of people and organizations interested in and/or potentially directly or indirectly affected by the Update across Monroe. The outreach process will accommodate

engagement in a variety of settings, for both individuals and groups and will be tailored to ensure accessibility to people of all lived experiences to the greatest extent possible. Where accessibility would require work that is outside of the scope of work or budget or could impact schedule, the consultant will discuss alternatives with City staff.

- **Inclusive Community.** The Comprehensive Plan Update process will include a focus on social justice and equity. The consultant and City staff will take intentional actions to engage in dialogue with people with lived experiences that are under-represented in positions of leadership and management in the City of Monroe and in the Monroe community. The goal of the dialogue will be to establish relationships, share information about the city and the Update, ask for thoughts and comments regarding the Update, and listen and record responses. The Consultant Team will consider the results of the 2020 Census and other information, including recently completed outreach processes, in identifying which communities should be intentionally prioritized in the inclusive community involvement plan.
- **High-Touch and High-Tech.** Both in-person and remote engagement is critical to ensure all voices are heard and represented regardless of access to technology, income, or language proficiency. Outreach methods such as focus groups, interviews and pop-up events will allow the Project Team to interact with people in the Monroe community in a “high touch” fashion. Many of these same materials will be adapted to the digital environment to supplement a “high tech” aspect to the engagement through social media, online questionnaires, and websites. Spanish translation will ensure that the second largest demographic group in Monroe is represented and informed.
- **Clear, Focused, and Understandable.** Activities will have a clear purpose and use of the input will be plainly communicated. Language used will be easy to understand to ensure transparency.
- **Integrated Framework for Growth, Development and Community Design.** Our approach will focus on synthesizing the best of what is working in terms of growth policies, and creating new, and community-centered strategies for addressing Monroe’s opportunities and priorities.

IV. KEY AUDIENCES

The Comprehensive Plan Update is an opportunity for Monroe to further build a network of increasingly diverse and engaged people. Community outreach will seek out and consider the perspectives and lived experiences of all people in Monroe. The key audiences, identified below, will be targeted through the appropriate engagement methods and recruitment will be led by city staff. The City and consultant will continue to add interested and/or impacted people or organizations to the list to ensure inclusive representation.

- Monroe Residents
 - Youth and students
 - Seniors and older residents
 - People with disabilities
 - Neighborhood associations (e.g., Foothills Homeowners Association, etc.)
- Employers and business owners, employees

- Large employers and local businesses (e.g., Washington State Department of Corrections, Canyon Creek Cabinets, etc.)
- Minority or Women Owned Businesses
- Monroe Chamber of Commerce and business associations
- Civic Organizations
 - Monroe Boys and Girls Club, YMCA, Kiwanis Club of Monroe, Matthew House, Rotary of Monroe, Veterans of Foreign Wars (Post 7511), etc.
 - Monroe Gospel Women's Mission, St. Vincent de Paul of Snohomish County, Cascade Community Church, etc.
- Advocacy Groups
 - Transportation, public health, and environmental advocacy groups
 - Trail, park, and open space advocacy groups
 - Housing advocacy groups
- The Mayor and City Council
- City Departments
 - City Administrator's Office
 - Community Development
 - Economic Development
 - Emergency Management
 - Finance
 - Human Services
 - Parks & Recreation
 - Police
 - Public Works
- Partner Agencies
 - Snohomish County Fire District 7
 - County staff and departments
 - Transportation and utility providers (e.g., Community Transit, Snoqualmie Valley Transit, Snohomish PUD, PSE, etc.)
- Educational institutions (schools and higher education institutions)
 - Monroe School District
 - Monroe School District
 - Snohomish School District (at least extend an invitation – properties along Roosevelt Rd are in their district)
- Tulalips, Snoqualmie, and Stillaguamish Tribes

Local Community and Nonprofit Partners

Partnering with community-based organizations (CBOs) is an effective approach to engaging and collaborating with those that have not been part of prior planning processes.

- **Inform.** Meet one-on-one with the organization's leadership team to describe why the Update is important to Monroe and the community the organization serves. These discussions should also link the comprehensive plan goals and key policy decisions to the mission of the CBO.

- **Clear and Defined Plan.** The Project Team can prepare talking points for the CBO to clearly identify out the potential engagement activities and the roles and expectations of the organization and city staff to engaging and gathering comments. The roles of the organization and expectation for level of input should be mutually agreed on by the organization and City staff.
- **Compensate.** Recognizing that the organization’s time and resources are limited, compensation, whether monetary or in-kind, could be offered. Additionally, incentives for community members could be considered in exchange for individual time and input. **[NOTE: there is not currently project budget allocated for compensation.]**
- **Communicate and Update.** Following direct participation, the CBO or person should be continually updated throughout the duration of the project.

V. PHASES OF ENGAGEMENT ACTIVITIES

A. Prepare

Review and Finalize Equitable Engagement Plan (EEP)

Working together with the city, the Project Team will finalize the Equitable Engagement Plan. The team will integrate local and expert knowledge to refine the EEP, ensuring that it is inclusive and equitable and deploys a range of creative strategies to reach diverse populations. The EEP will explore how the 2024 Comprehensive Plan Update can capitalize on opportunities to coordinate with other City and County planning and engagement. The final EEP will also confirm the threshold for providing translation and interpretation services to community members for whom English is not their primary language. It will also indicate how engagement will be recorded to determine who is being reached and which stakeholders may need additional effort to engage. The City of Monroe working with its consultant team, will revisit the EEP at each planning phase to add the required detail on specific events, dates, etc.

Background Review of Current and Recent Community Input Efforts

The City of Monroe working with its consultant team will conduct a high-level background review of the community input collected through *Imagine Monroe* s and other current and recent planning processes and initiatives. The goal of this review is to mine the existing outreach comments and results that may have been collected from recent engagement efforts for common priorities, issues, and opportunities. This synthesis of community data and priorities will be used to not only inform the overall Comprehensive Plan Update process but also the overall EEP. Building on the contact lists from these community input efforts, City staff working with the MIG consulting team will also compile a parties of interest database, which will be updated throughout the process.

Calendar of Community Events

City staff, working with the MIG consulting team, will develop a “consolidated calendar” of key community events and planning activities to strategically leverage our efforts and ensure timely participation. This primary calendar will allow the Project Team to participate in and build on existing community events. Examples of community events include the farmer’s market, Monroe PRIDE, the Monroe Community Senior Center Spaghetti Dinner, and existing recreation and library events, to name a few. A table of potential community events from the 2022 year is included as Attachment B, assuming that the same events will be offered in 2023 and planned in 2024.

B. Inform

This first stage of community engagement is to explain to the public and key partners why the comprehensive plan

is important and why this update should matter to community members. The project process, milestones, and expectations will be outlined and defined, bringing the public along for the duration of the update process.

Project Website

Working with the Project Team, the City will establish a dedicated webpage linked to the city website for the Update. The website will be used as an outreach tool to connect online with target audiences throughout each phase of the process. The website will provide a broad spectrum of information on the planning process including a library for documents, a schedule of events and plan updates.

The website will include information about meetings for the project. It will be used as a public portal to access and complete online surveys. When documents are available to the public, the City will provide the documents in PDF format and make them available on the website. The City, in coordination with the MIG consulting team's in-house webmaster, will be responsible for managing and updating the website, including PDF files made available for downloading.

Communications and Media Roll-Out

The City of Monroe will post the MIG Team prepared Comprehensive Plan materials on the web portals and/or social media accounts. E-blasts, social media posts and website updates will coincide with key milestones and/or dates to educate, inform, and promote activities. To the extent possible, the content will be containing images, graphics, and otherwise be visual in nature. The City will be responsible for disseminating on social media. The outreach and media rollout will draw on established communication channels (e.g., the project webpage, Facebook, Twitter, NextDoor, etc.) and key news outlets (e.g., La Raza, The Everett Herald and Tribune, etc.). While maintaining flexibility, the content updates will include:

- Project kickoff with a project description
- Promotion of pop-up events and workshops
- Promotion of online surveys
- Posting visualizations and plan development
- Posting of final reports/plan

Translation Services (on-going)

The City will coordinate with MIG to translate materials in Spanish. Meeting notices and written materials, as appropriate, will be translated into Spanish. The project website will use Google Translate or similar for website text. Meetings and workshops facilitated in English will offer translation services. In addition, executive summaries for all technical documents will be produced in English and Spanish.

Task 2.5 JOINT PC AND CC WORK SESSION

At the City's direction, MIG will present the regulatory and equity audit and EEP at a joint Planning Commission and City Council work session. The project schedule and process will also be incorporated.

C. CONSULT, INVOLVE, AND COLLABORATE

City staff, with the MIG Team, will consult and collaborate with the public to acknowledge concerns and aspirations, and document how public input has influenced the decisions and direction of the Update process. This will be

completed in the following ways:

Task 3.2 Focus Groups/Individual Interviews

At the City's direction, MIG and CAI will conduct up to ten individual meetings or focus groups to identify key issues and opportunities and determine ways to partner with and engage people in Monroe. Interviews and focus group participants will be determined with collaboration with City staff.

Task 3.3 Community Advisory Committee Meetings (on-going)

City staff, with the assistance of the MIG Team, will prepare for and facilitate a series of up to six Community Advisory Committee (CAC) meetings to provide guidance on the Update. The CAC will meet at key points in the project to provide feedback on work products such as the baseline analysis, Land Use and Circulations Alternatives, and Draft Comprehensive Plan. City staff, working with the MIG Team, will at the outset of the project determine the appropriate meeting topics and target dates for the CAC. In coordination with City staff, a senior MIG staff person will facilitate and attend all meetings. The CAC will include one to two members from the Planning Commission and City Council and a member from each advisory Board.

Task 3.4 Public Engagement Toolkit

Partnering with community leaders, CBOs, and other departments is central to successful public engagement. City staff will have an outreach toolkit, developed by the MIG Team, to assist with community partners to communicate project updates, solicit, and collect feedback. The staff and CBOs and other volunteers will be able to administer the toolkit activities in a variety of settings, such as regular meetings of community organizations or at a gathering of interested neighbors.

Using the Public Engagement Toolkit, the City will conduct a series of pop-up events to “meet people where they are” and engage them in leisurely settings or at events that they were going planning to attend. Traditional meetings and workshops often attract a regular and active group of residents to planning events. To attract a larger audience beyond the usual participants, pop-up events will be held in a popular area such as the Monroe library or community events that draw in the public.

The pop-ups will be visual, colorful, and allow for brief interactions so a person can participate on their own terms. The pop-ups will include information about the planning process, visualizations and the related graphics/imagery completed to date, and an interactive exhibit that solicits feedback from community members. When possible, the pop-up will include a method to collect demographic information to understand how representative the participation is. City staff, working with the MIG Team, will look for opportunities to join established events (e.g., Community Egg Hunt, Earth Day Celebration, USA Birthday Bash & fireworks, etc.) with pop-up activities to reach a larger audience. Appendix A provides a preliminary list of potential venues for pop-up outreach and engagement.

Youth and Multi-Generational Engagement Activities

City staff, working with the MIG Team, will coordinate to identify ways that it could work with the Monroe school district to create tailored events and classroom programs to allow youth and teachers the opportunity to engage in the project in a fun and informative way. Youth focused activities could include photo or drawing contests, team design competitions (usually tied with civics or architectural design classes), class presentations, and youth-led outreach events. Community events and workshops could also include a performance to encourage attendance and generate energy and excitement. For example, a high school or senior musical, choral, or dance group could be

arranged to perform. Pop-ups using the meeting toolkit at sporting events may also be a good opportunity to engage youth and family audiences.

Multi-Generational Engagement

A multi-generation approach to engagement connect youth with aging adults in their community and/or their guardians is an effective way of engagement through non-traditional methods. MIG, at the direction of City staff, will prepare a questionnaire as part of the stakeholder interview task for teachers to distribute to middle or high school students to interview their parents or guardian with questions focused on current perceived or real barriers or issues to health, safety, equity, development, economic, and growth opportunities for the future direction of Monroe.

The public engagement toolkit will also include a facilitator's guide that can be used to engage existing programs at the Monroe Community Senior Center, with the Historical Society, or with the Veterans of Foreign Wars group to host small group discussions.

Task 3.5.1 Community Kickoff and Scoping

The first interactive community workshop will focus on introducing the project and process, confirm the Imagine Monroe vision and values, present major trends, and discuss future urban form. This will also include discussions about neighborhood cohesiveness, economic development, housing affordability, smart development and growth, economic mobility, and redevelopment.

Required topic areas to be covered for SEPA will be identified, meeting the requirements for a SEPA scoping meeting.

After a brief presentation to introduce the project and answer questions, participants will be separated into small groups for a table-facilitated discussion to confirm the current vision for the future of Monroe and the most challenging issues people want to see the City address to achieve that vision. This includes a discussion on what likely conditions and events will drive how the community looks in the future—changes to the climate, natural resources, economic shifts—and how in turn the community can become more responsive.

MIG, at the direction of City staff, will also provide table maps for each group, on which participants can identify specific issues that are geographically based and/or preliminary ideas about where changes in land use may be appropriate. After the small group discussions, participants will reconvene in a large group to share reports back summarizing the vision and challenges each group identified.

Promotion Materials

The City will distribute mailers, post on the website and social media prepared by the MIG Team to provide information about the event. The mailer will be prepared by MIG and distributed by the city.

Task 3.5.2 Community Priorities Workshop

Following the land use scenarios development and analysis, City staff, MIG, and the subconsultants, will plan, attend, and facilitate a workshop to review the alternatives with the community and work toward identification of a preferred scenario.

City staff, working with the MIG Team, will work to define the approach for the workshop but anticipate that they will include a presentation of the alternatives and the results of the analysis undertaken in the baseline analysis and equity audit. MIG, at the direction of City staff, will describe the relative benefits, trade-offs, and potential impacts

of the alternatives.

Following the presentation, participants will break into small, facilitated groups with maps of each alternative. Each group will be asked to create its own preferred future land use and circulation scenario and report their findings back to the larger group. Participants will be encouraged to assemble components of the starting point alternatives in any combination they desire, plus add new ideas. As with other meeting as part of this process, meetings may be conducted in English or Spanish and, if appropriate, will offer simultaneous interpretation into the two languages, with outreach materials in multiple languages.

The interactive scenario workshop will illustrate how the guiding principles and values inform key plan recommendations. There will be focus on review and discussion of Areas of Stability and Change, preliminary place types, street typologies, placemaking and how each relate to values articulated through the Imagine Monroe process and at the community kick-off meeting. This discussion will also include input on initial mapping of these concepts.

Promotion Materials

The City will distribute mailers, post on the website and social media posts prepared by the MIG Team that provides information about the event. The mailer will be prepared for by MIG and distributed by the city.

Task 3.5.3 Draft Future Land Use Map Open House

During this meeting, City staff and the MIG Team will facilitate an open house to present and receive feedback on the Draft Future Land Use Map and land use designations with the community. City staff, in collaboration with the MIG Team, will define the approach for the open house, and anticipate at a minimum the meeting will include a presentation of a summary of public feedback to-date, an overview of the Draft Future Land Use Map, how the map accommodates projected population and employment growth. This feedback will help inform the final selection of a Preferred Scenario that will be used as the basis for the updated Comprehensive Plan.

Promotion Materials

The City will distribute mailers, post on the website and social media that provides information about the event. The mailer will be prepared for by MIG and distributed by the city.

Task 3.5.2 Community Priorities Workshop and 3.5.3 Draft Future Land Use Map Open House Online Surveys

As a complement to physical materials and face-to-face outreach, the City will also use MIG designed on-line tools to engage community members. These tools include online comment and discussion forum features with a variety of options, such as map-based and prioritization exercises that enable people to participate in the Comprehensive Plan Update process when it is convenient for them. The digital engagement strategy will include online surveys that provide opportunities to weigh in on priorities and land use and circulation concepts, as well as tools to assist in outreach and information gathering prior to, during, and following community workshops. These tools will connect the Monroe community in a professionally facilitated forum that builds public awareness of and trust in the Comprehensive Plan Update process, without constraints on the time, place, or method of public input.

Task 4.11 Planning Commission and City Council Meetings

City staff along with the MIG Team, will jointly present at up to ten meetings to review and gather input from the Planning Commission and City Council. The following project milestones are where meetings are anticipated to take place.

- Following completion of the baseline analysis and draft EEP are completed
- Following the development of land use scenarios
- During the land use scenario analysis
- Following the land use scenario analysis and the community priorities workshop
- Before and after the Draft Land Use Map Open House and survey
- Following the development of the draft comprehensive plan elements and during the review
- Adoption of the draft comprehensive plan

D. EMPOWER

Task 3.5.4 Draft Comprehensive Plan Open House

City staff, along with the MIG Team, will facilitate and present the Draft Comprehensive Plan to the Monroe community. City staff will work with the MIG Team to define the approach for the meeting and anticipate that it will include an Open House format where display boards summarizing the major themes and content of the Draft Comprehensive Plan will be shown during the open house and can travel to various community events.

City staff and MIG consultant team members will be available to answer questions about the project and the draft Comprehensive Plan elements. This will provide an opportunity for members of the public to provide feedback on the draft elements, including the vision, goals, policies, and programs. In coordination with City staff, MIG will prepare large boards or posters that describe each of the draft elements, highlighting new policy concepts and major changes from the existing Comprehensive Plan. In coordination with City staff and the Project Team, MIG will be responsible for developing the content, printing materials, and facilitating the workshop.

For City facilitated events with presentation boards, MIG will design and print comment cards for participants to provide real-time feedback.

VI. METRICS

The Community Engagement Plan will be evaluated based on the targeted objectives outlined below:

1. **Accessibility.** The process should serve multi-generational community members and those of diverse needs.
 - Engagement activities will be held in a variety of locations and formats to accommodate hard-to-reach groups such as youth, seniors, communities of color, low-income families, and people with disabilities.
 - Engagement activities will be scheduled at varying times to allow participation by people who have diverse work schedules.
 - Meetings will be held at ADA accessible venues that are served by public transit (as feasible).
2. **Extent.** Reach of the process to involve and inform as many members of the public as possible.
3. **Diversity.** Range of people that reflects the diversity of age groups, ethnicities, incomes, geographies, and special needs of the Monroe population.
 - Outreach efforts will be designed to reach community members that are reflective of the

demographics of Monroe community members, specifically, with consideration of age, ethnicity, language, and income.

- Outreach efforts will include a variety of groups and organizations that are representative of the community geography, interests, and constituencies.

4. **Impact.** Ability of the public outreach process to inform the decision-making process for the Comprehensive Plan.

- Major themes and trends identified through the public engagement efforts will be presented to City staff, Planning Commission, and City Council for their consideration.

ATTACHMENT A: IMAGINE MONROE

Imagine Monroe Vision Statement

Imagine Monroe:

A lively center surrounded by nature.

A place of beauty and goodwill. Our parks, waterways, and environment are healthy and accessible for everyone to enjoy.

Our historic downtown and business districts are thriving and full of locally owned businesses and locally sourced products.

We can find everything we need with regional connections and with a variety of choices for work, housing, dining, shopping, arts, and activities.

Friendly and responsive, we strengthen connections through gathering spaces, events, services, and community-centered infrastructure – creating a safe place for all.

In Monroe, everyone feels at home and everyone feels they belong.

ATTACHMENT B: PRELIMINARY LIST OF POTENTIAL VENUES FOR OUTREACH AND ENGAGEMENT

The Project Team developed this preliminary list of community events and existing meetings to target for pop-up outreach and engagement. These recurring events allow the Project Team to establish rapport with community partners and to meet people where they are.

| Event/Venue | Date | Promotions | Staffing Needs |
|--|---|--|---------------------------------|
| Community Egg Hunt | April 2023 April 2024 | Social media announcement / flyers / recreation guide | 2 Planners |
| Community Open House | April 2023 Fall 2023 Spring 2024 | Social media announcement / flyers / Utility Bills / Pear Jar | Consultant Team + 4 planners |
| Monroe Farmer's Market | May – August 2022, 2023 & 2024 | Social media announcements / Choose Monroe | 2 Planners |
| Monroe High School Civics Class | May 2023 Sept. 2023 May 2024 | Coordinate with High School | 2 Planners |
| Monroe PRIDE | June 2023 June 2024 | Social media announcement / flyers | 2 Planners |
| Monroe Juneteenth | June 2023 June 2024 | Social media announcement / flyers | 2 Planners |
| Monroe Block Party | June 2023 June 2024 | Social media announcements / Choose Monroe | 2 Planners |
| Monroe National Night Out Against Crime | August 2022 August 2023 August 2024 | Social media announcement / flyers | 2 Planners |
| Monroe Belonging | Sept. 2023 Sept. 2024 | Social media announcement / flyers | 2 Planners |

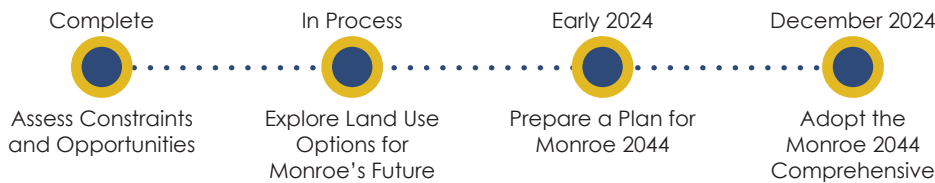


Monroe Comprehensive Plan Community Vision and Opportunities

March - July 2023

Monroe residents and businesses are helping to define where and how to focus future growth, improve transportation for all modes of travel, and how to deliver municipal services and improvements to the community with the resources available.

At the center of the Comprehensive Plan update is an inclusive community engagement approach that solicits, listens, and incorporates the thoughts, concerns, and hopes of the community. The results of this community outreach will inform the policies, priorities, and actions in the plan update. The City is using this information to develop land use scenarios to test how future growth patterns might affect transportation and other public services.



WHAT'S BEEN DONE



Community Kickoff



Meetings & Focus Groups



Online Survey



Outreach to High School Students



Farmer's Market
Monroe PRIDE
Juneteenth
Block Party

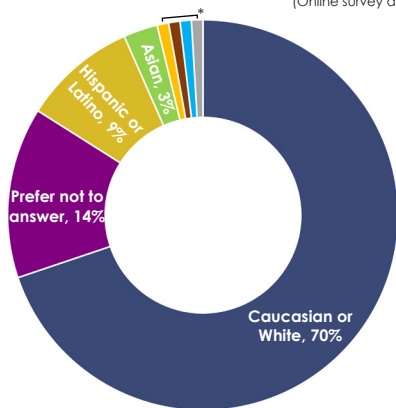
WHO WE REACHED



Over 500 people gave input

Race and Ethnicity

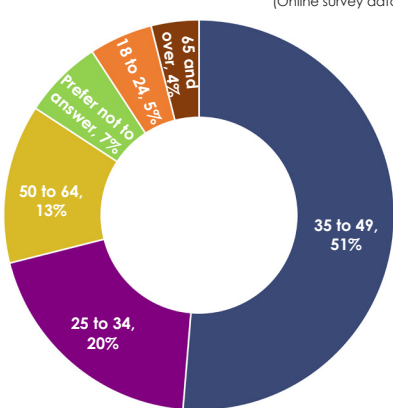
(Online survey data)



* Black or African American, Native American, Pacific Islander, Prefer to self-identify: 1% respectively

Age group

(Online survey data)





Monroe Comprehensive Plan

Community Vision and Opportunities

WHAT WE HEARD



Where should the City focus?

- #1. Small businesses
- #2. Amenities and activities
- #3. A family-friendly city



What do you like most about Monroe?

- Small town feel, great community culture
- Respect for every individual
- Beautiful surroundings, parks, trails
- Our historic downtown



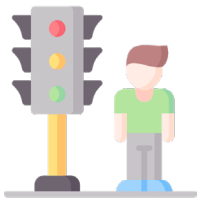
How should we address housing?

- Increase the variety of housing and add more affordable housing
- Allow higher density housing
- Address homelessness



Where and what kind of new development should occur?

- Provide more entertainment options and places to hang out
- Build more housing and businesses in the North Kelsey area
- Allow more mixed-use development along Main Street and in the Downtown area
- Redevelop the airport area to generate jobs and add more housing



What are Monroe's transportation issues?

- Reduce traffic congestion, while also improving bicycle and pedestrian connections
- Increase public transit service
- Address pedestrian crossings along US-2 at North Kelsey, Lewis St., and Main St.



What kinds of employment do we need?

- Attract more businesses and visitors to the City
- Bring more industrial companies and commercial development to the industrial park
- Improve job opportunities so younger people can stay in Monroe after they graduate



If Monroe was a song, what would it be?

- #1. Old Town Road by Lil Nas X
- #2. Small Town by John Mellencamp
- #3. Home by Phillip Phillips
- #4. Highway to Hell by AC/DC
- #5. Changes by David Bowie

WHAT'S NEXT?

Visit the project website at monroe2044.com for more information about the project and to stay up-to-date future events.





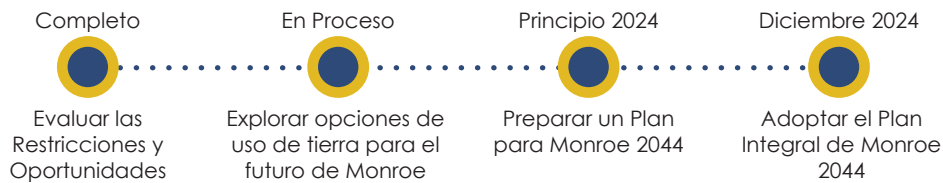
Plan Integral de Monroe

Visión y Oportunidades de la Comunidad

Marzo - Julio 2023

Los residentes y las empresas de Monroe están ayudando a definir dónde y cómo enfocar el crecimiento futuro, mejorar el transporte para todos los modos de viaje, y cómo brindar servicios municipales y mejoras a la comunidad con los recursos disponibles.

La actualización del Plan Integral tiene un enfoque de participación comunitaria inclusiva que solicita, escucha e incorpora los pensamientos, preocupaciones y esperanzas de la comunidad. Los resultados de este alcance comunitario informarán las políticas, prioridades y acciones en la actualización del plan. La ciudad está utilizando esta información para desarrollar escenarios de uso del suelo para probar cómo los patrones de crecimiento futuro podrían afectar el transporte y otros servicios públicos.



QUÉ SE HA HECHO



Lanzamiento de la Comunidad



Reuniones y Grupos Focales



Encuesta En Línea



Acercamiento a los Estudiantes de Secundaria



Mercado de Agricultores PRIDE en Monroe
Fiesta en la calle Juneteenth

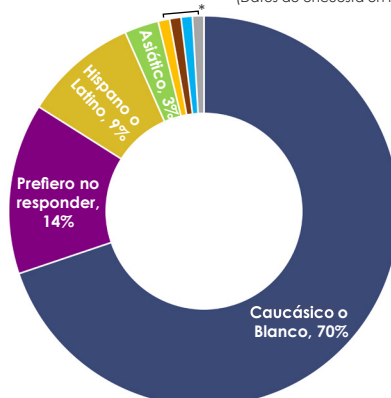
A QUIÉN LLEGAMOS



Más de 500 personas dieron su opinión

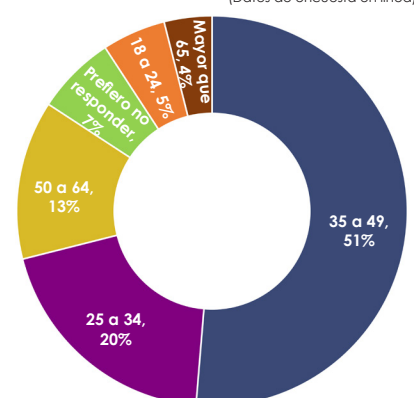
Raza y Etnia

(Datos de encuesta en línea)



Grupo de Edades

(Datos de encuesta en línea)



* Negro o afroamericano, nativo americano, Isleño del Pacífico, prefiere identificarse a sí mismo: 1% respectivamente



Plan Integral de Monroe

Visión y Oportunidades de la Comunidad

LO QUE ESCUCHAMOS



¿Cuál debería ser la prioridad?

- #1. Pequeñas empresas
- #2. Amenidades y actividades
- #3. Una ciudad familiar



¿Qué te gusta más de Monroe?

- El ambiente de pueblo pequeño, la gran cultura comunitaria
- El respeto por cada individuo
Los hermosos alrededores, los parques, los senderos
- Nuestro centro histórico



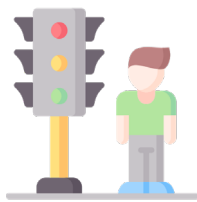
¿Cómo debemos abordar la vivienda?

- Aumentar la variedad de viviendas, más viviendas asequibles
- Permitir viviendas de mayor densidad
- Abordar la falta de vivienda



¿Dónde y qué tipo de desarrollo nuevo debería ocurrir?

- Proporcionar más opciones de entretenimiento y lugares para pasar el rato
- Construir más viviendas y negocios en el área de North Kelsey
- Permitir un desarrollo mixto a lo largo de Main Street y en el Centro
- Reconvertir el área del aeropuerto para generar empleos y agregar más viviendas



¿Cuáles son los problemas de transporte de Monroe?

- Reducir la congestión del tráfico, y mejorar las conexiones para bicicletas y peatones
- Incrementar el servicio de transporte público
- Tratar los cruces peatonales a lo largo de la US-2 en North Kelsey, Lewis St. y Main St.



¿Qué tipos de empleo necesitamos?

- Atraer más empresas y visitantes a la ciudad
- Traer más empresas industriales y desarrollo comercial al parque industrial
- Mejorar las oportunidades de empleo para que los jóvenes puedan quedarse en Monroe después de graduarse



Si Monroe fuera una canción, ¿cuál sería?

- #1. Old Town Road - Lil Nas X
- #2. Small Town - John Mellencamp
- #3. Home - Phillip Phillips
- #4. Highway to Hell - AC/DC
- #5. Changes - David Bowie

¿QUÉ SIGUE?

Visita el sitio web del proyecto en monroe2044.com para obtener más información sobre el proyecto y estar al día de los eventos futuros.



Monroe 2044 Comprehensive Plan: Progress Report

WE HEARD YOU LOUD AND CLEAR!

We've heard you loud and clear! Your input is guiding us as we work toward a shared vision for Monroe's future, focusing on important areas like housing, economic development, land use, the environment, transportation, and community services.

City staff have been actively engaging with the community, sharing updates, and listening to your priorities, concerns, and aspirations. This report highlights the feedback we've gathered and how it's shaping Monroe's future.

Thank you for being a key part of this process!



COMPLETE



Assess Constraints and Opportunities

COMPLETE



Explore Land Use Options for Monroe's Future

IN PROGRESS



Prepare a Plan for Monroe's 2044

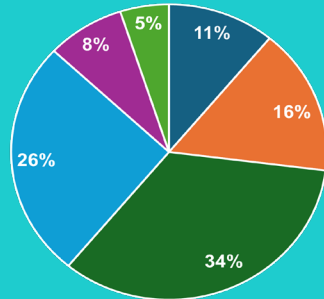
NEXT STEP



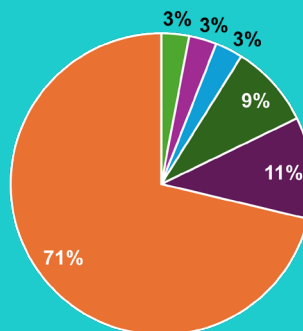
Adopt the Monroe 2044 Comprehensive Plan

DIGITAL ENGAGEMENT METHODS

- Engaged Social Media
- Developed a Project Website
- Launched a Goals and Policy Survey Online

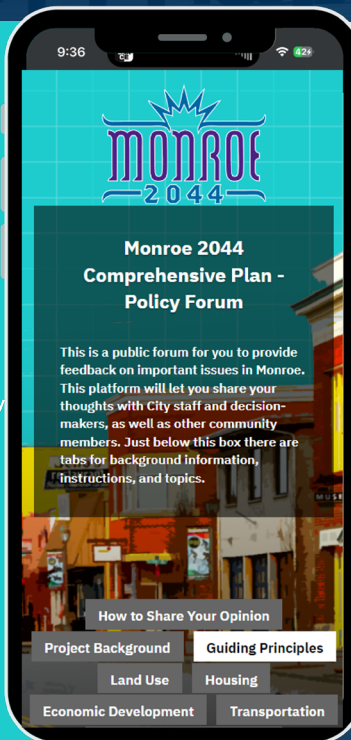
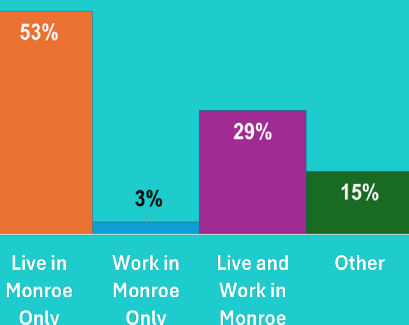


☐ 18-24
☐ 25-34
☐ 35-49
☐ 50-64
☐ 65 and over
☐ Prefer not to say



☐ American Indian or Alaska Native
☐ Asian
☐ Black or African American
☐ Hispanic or Latino
☐ Prefer Not to Answer
☐ Caucasian or White

37 Participants
522 Opinions Shared
153 Written Comments



IN-PERSON ENGAGEMENT METHODS

- Community Priorities Workshop & Monroe Board Game
- Youth Engagement
- Senior Center
- Block Party
- Juneteenth
- Monroe PRIDE
- Farmer's Market

Monroe 2044 Comprehensive Plan: Progress Report



PRESERVE MONROE'S UNIQUE CHARACTER

Support growth and development that aligns with the community's needs while preserving Monroe's historical charm and natural beauty.



ENHANCE COMMUNITY ENGAGEMENT

Residents expressed a desire for more transparency and opportunities to participate in the decision-making process, staying informed and involved in shaping their community.



PROMOTE INTENTIONAL DEVELOPMENT AND DIVERSE HOUSING OPTIONS

Encourage mixed-use and denser development, particularly in areas like Downtown and North Kelsey.



IMPROVE CONNECTIVITY, SAFETY, AND ACCESS

Enhance access to local services, amenities and public spaces. Improve transportation infrastructure to promote safer walking and biking and implement measures to reduce traffic congestion



PRESERVE AND ENHANCE NATURAL SPACES

Invest in and maintain parks and open spaces, providing more opportunities for community gather and connect.



IMPROVE ECONOMIC DEVELOPMENT

Support economic initiatives that create local jobs and opportunities for residents, strengthening Monroe's local economy.



Plan Integral Monroe 2044: Informe de Progreso

¡LOS ESCUCHAMOS FUERTE Y CLARO!

Sus opiniones nos están guiando mientras trabajamos hacia una visión compartida para el futuro de Monroe, enfocándonos en áreas importantes como vivienda, desarrollo económico, uso del suelo, medio ambiente, transporte y servicios comunitarios.

El personal de la ciudad ha estado participando activamente con la comunidad, compartiendo actualizaciones y escuchando sus prioridades, preocupaciones y aspiraciones. Este informe destaca los comentarios que hemos recopilado y cómo están dando forma al futuro de Monroe.

¡Gracias por ser una parte clave de este proceso!



COMPLETADO



Evaluar Límites y Oportunidades

COMPLETADO



Explorar Opciones de Uso del Suelo para el Futuro de Monroe

EN PROGRESO



Preparar un Plan para Monroe 2044

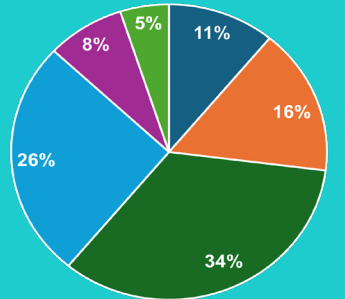
SIGUIENTE PASO



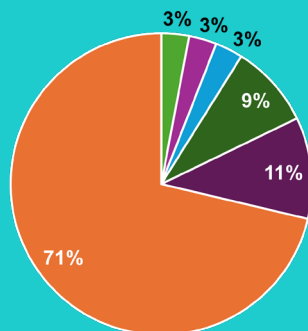
Adoptar el Plan Integral Monroe 2044

MÉTODOS DE PARTICIPACIÓN DIGITAL

- Interacciones en Redes Sociales
- Desarrollo de un Sitio Web del Proyecto
- Lanzamiento de Encuesta en Línea.

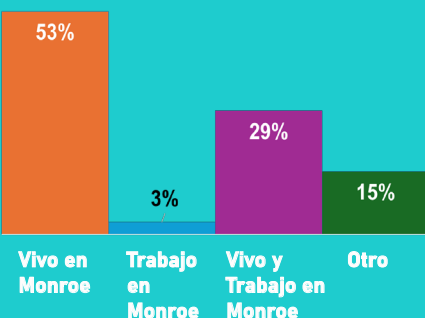


18-24 25-34
 35-49 50-64
 65 y más Prefiero no decir

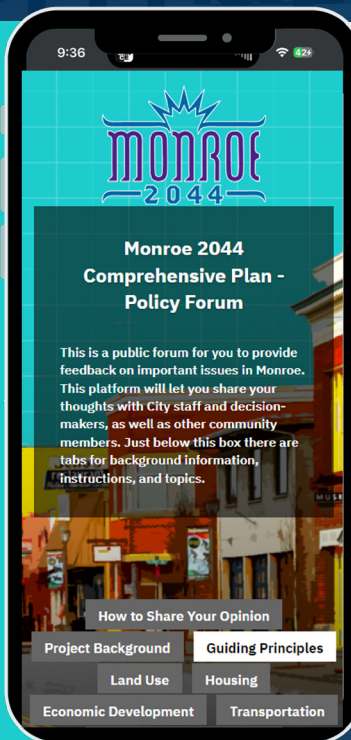


Indio Americano o Nativo de Alaska
 Asiático
 Negro o Afroamericano
 Hispano o Latino
 Prefiero No Responder
 Caucásico o Blanco

37 Participantes
522 Opiniones Dadas
153 Comentarios Escritos



Vivo en Monroe
Trabajo en Monroe
Vivo y Trabajo en Monroe
Otro



MÉTODOS DE PARTICIPACIÓN EN PERSONA

- Taller de Prioridades Comunitarias y Juego de Mesa de Monroe
- Participación de Jóvenes
- Centro para Adultos Mayores
- Fiesta de Barrio
- Juneteenth
- Monroe PRIDE

Plan Integral Monroe 2044: Informe de Progreso



PRESERVAR EL CARÁCTER ÚNICO DE MONROE

Apoyar el crecimiento y desarrollo que se alinee con las necesidades de la comunidad mientras se preserva el encanto histórico y la belleza natural de Monroe.



MEJORAR LA PARTICIPACIÓN COMUNITARIA

Los residentes expresaron el deseo de tener más transparencia y oportunidades para participar en el proceso de toma de decisiones, manteniéndose informados e involucrados en la formación de su comunidad.



PROMOVER EL DESARROLLO INTENCIONAL Y OPCIONES DE VIVIENDA DIVERSAS

Fomentar el desarrollo de uso mixto y más denso, particularmente en áreas como el Centro y North Kelsey.



MEJORAR LA CONECTIVIDAD, SEGURIDAD Y ACCESO

Mejorar el acceso a servicios locales y espacios públicos. Mejorar la infraestructura de transporte para promover caminar y andar en bicicleta de manera más segura e implementar medidas para reducir la congestión del tráfico.



PRESERVAR Y MEJORAR LOS ESPACIOS NATURALES

Invertir y mantener parques y espacios abiertos, proporcionando más oportunidades para que la comunidad se reúna y conecte.



MEJORAR EL DESARROLLO ECONÓMICO

Apoyar iniciativas económicas que creen empleos locales y oportunidades para los residentes, fortaleciendo la economía local de Monroe.





Phase 2 Engagement: Community Priorities and Values

Engagement Methods

IN-PERSON ENGAGEMENT

- Community Priorities Workshop & Monroe Board Game
- Youth Engagement
- Senior Center
- Block Party
- Juneteenth
- Monroe PRIDE
- Farmer's Market

**Monroe 2044 Comprehensive Plan
Community Priorities
Workshop**

Join us for an interactive "game night" as we start to build Monroe's Future Land Use Map for the Monroe 2044 Comprehensive Plan. Feedback from the workshop will inform future decisions about growth and change.

**Wednesday, June 5th
Miércoles, 5 de junio
6:00 - 8:00 PM
MSD Admin Office &
Community Rooms
14692 179th Ave SE**

**Plan Integral de Monroe 2044
Taller de Prioridades
de la Comunidad**

Participa en una "noche de juegos" interactiva mientras comenzamos a construir el Mapa de Uso del Suelo Futuro de Monroe para el Plan Integral Monroe 2044. Los comentarios del taller ayudarán a tomar decisiones futuras sobre viviendas y empleos en la ciudad.


**SAVE THE DATE!
¡RESERVA LA FECHA!**

Family-friendly, everyone is welcome!
Evento amigable con la familia, ¡todos son bienvenidos!

Doors open at 5:30 PM and refreshments are provided.
Las puertas se abren a las 5:30 PM y se proporcionan refrescos.

Can't make it? Visit the project website to learn more about upcoming surveys and events.
¿No puedes venir? Visite el sitio web del proyecto para obtener más información sobre las próximas encuestas y eventos.

Monroe2044.com



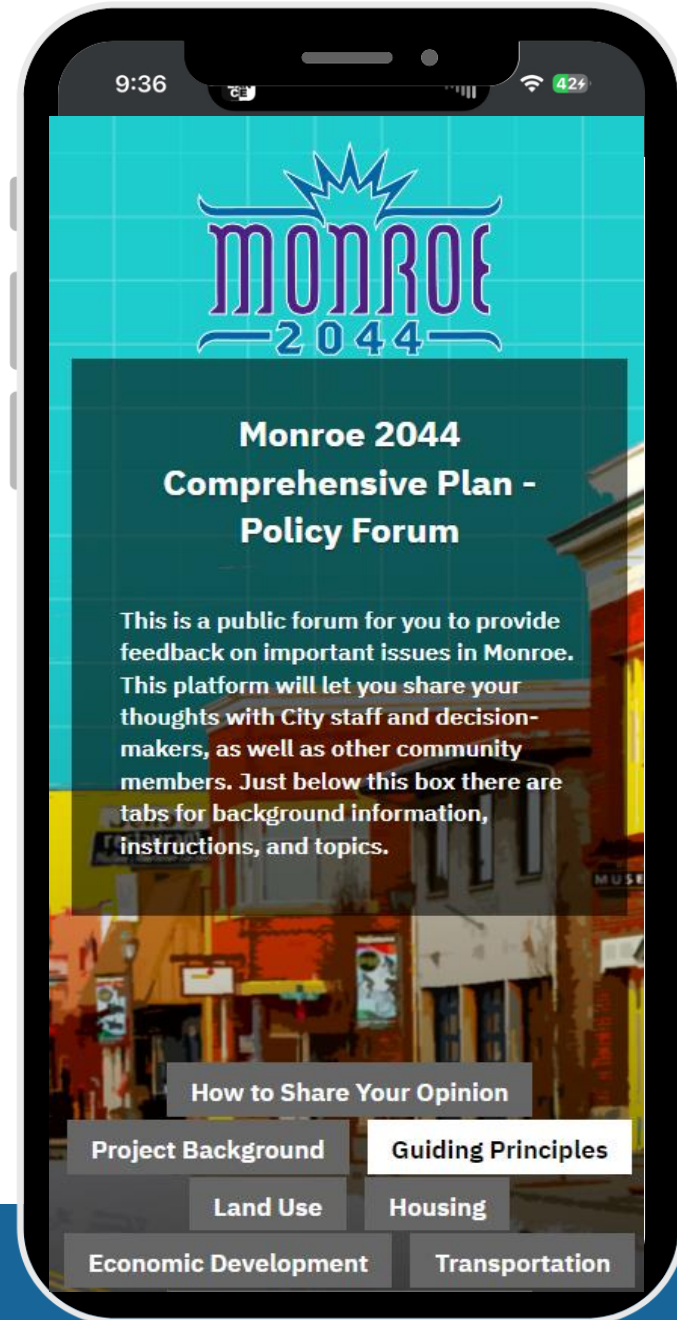
Engagement Methods

ONLINE ENGAGEMENT:

- Social Media
- Project Website
- Goals and Policy Survey



37 TOTAL PARTICIPANTS
522 OPINIONS SHARED
153 WRITTEN COMMENTS



Overarching Themes



Overarching Themes



General Themes

- **Preserve Monroe's Character:** There was a clear message about the importance of maintaining Downtown's historical character. While residents welcome new development, they want to ensure that the unique charm of the area is preserved.
 - Many residents voiced that they moved to Monroe intentionally seeking more space and lower density compared to cities like Seattle and Bellevue.
 - Residents fear of losing “small town hospitality” vibe.
 - Residents fear of displacement of current residents and local businesses.

General Themes

- **Regular Outreach and Engagement:** Feedback from the workshop and Senior Center conversations highlighted a strong interest among community members to be involved in decision-making processes. Some residents mentioned feeling disconnected or uninformed about local developments and planning concepts.
 - Increasing outreach and educational efforts will help ensure that residents are more aware and engaged in the happenings within Monroe.
 - Ensure equitable presence and attendance in the community.



Land Use Themes

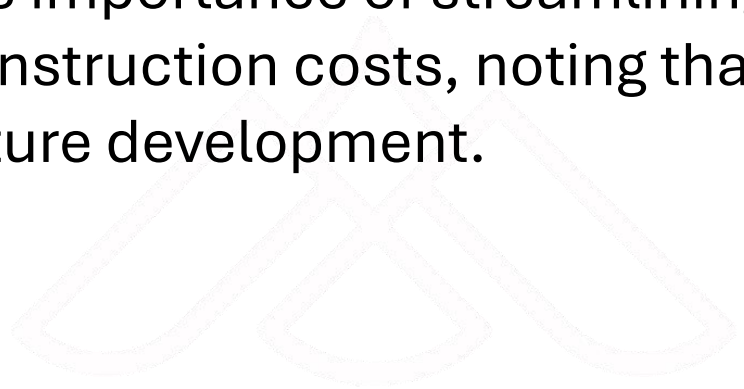


Land Use and Development

- **Downtown and N. Kelsey:** Community members see Downtown and N. Kelsey as key areas for mixed-use development. There's strong support for projects that can boost local businesses and provide more housing, but many stressed the importance of improving roads and infrastructure to manage traffic as these areas grow.
 - N. Kelsey and Lake Tye have been recognized as important areas that warrant further resource investment considerations.
- **Unsafe Areas in Monroe:** Concerns were raised about pedestrian safety and the need for adequate infrastructure in developing areas like Lake Tye, N. Kelsey, and 154th Street SE.
 - Housing near high-traffic areas is mentioned as a safety concern for pedestrians.

Land Use and Development

- **Enhancing the Development Process:** A community resident highlighted the importance of streamlining the permitting process and minimizing construction costs, noting that these factors often serve as barriers to future development.





Housing Themes



Housing

- **Diverse Housing Options:** Participants highlighted the need for more affordable housing, particularly in areas like Chain Lake Road. They also see value in higher-density developments in Downtown, but with careful consideration to avoid displacing current residents.
- **Maintain Neighborhood Character:** There is a strong desire to protect existing neighborhoods, such as Fryelands and historic Downtown, from overdevelopment.
 - Residents emphasized that any new housing should fit the character of these areas and be supported by appropriate infrastructure.

Housing

- **Targeted Redevelopment:** Many suggested focusing on revitalizing underused areas, like certain apartment complexes, to provide more housing options while maintaining the community's integrity.
 - Monroe game players identified housing as most needed in the general downtown area, specifically on the east side, W. Main Street, and N. Kelsey.

Monroe
WASHINGTON

Housing

- **Housing Subsidies and Incentives:** To enhance Monroe's housing stock, community discussions revealed that increasing the availability of homes alone may not fully address the barriers residents face in securing housing. To tackle this, implementing supplementary subsidies could be effective in encouraging development and reducing rental costs, ultimately making housing more accessible to residents.

Monroe
WASHINGTON

Housing

- **Investment Senior Housing:** There is a strong demand for affordable senior housing in Monroe, particularly to help long-term residents remain in the community.
 - Current wait times for housing stretch up to 2 years, need to provide more affordable options quickly.
 - Prioritize one-level homes that are easily accessible for older residents with mobility challenges.
 - Subsidized or affordable senior housing options



Natural Environment



Natural Environment

- **Strategic Flood Measures:** Residents expressed concerns about development near environmentally sensitive areas like Roosevelt, Chain Lake Road, and the Skykomish River. Particularly stormwater management.
- **More Nature:** There was strong support for creating new parks, such as a wetland park near Lake Tye, which could enhance environmental quality and provide additional recreational opportunities.
- **Balance Preservation with Development:** The community wants development that are low-impact to the natural environment.
 - Roosevelt is recommended for reduced development and preserve green space in the area.



Parks, Recreation and Open Space



Parks, Recreation, and Open Space

- **New Parks Needed:** Many participants pointed out that areas like N. Kelsey, Roosevelt, and Chain Lake Road are in need of more parks and recreational facilities, particularly as these neighborhoods grow.
 - Woods Creek is identified as an area with limited parks and recreational opportunities, similar to other areas such as Lake Tye, North Kelsey, and W. Main Street, where more recreational amenities would also be appreciated.

Parks, Recreation, and Open Space

- **Maintaining Existing Parks:** There was also a call to maintain and upgrade existing parks like Lake Tye and Al Borlin Park to keep them safe and enjoyable for everyone.
- **Community Spaces:** Residents expressed a desire for more gathering spaces, especially in Downtown, where they can come together for events and activities.

Monroe
WASHINGTON



Transportation



Transportation

- **Traffic Management:** There were frequent concerns about traffic, particularly in areas like Chain Lake Road, US-2, SR-522, and Main Street. Many community members suggested the need for better traffic management solutions, including road extensions, improved crossings, and more public transit options.
- **Traffic Calming Measures:** Residents advocate for more traffic calming measure due to concerns of speeding or racing in neighborhoods or straight-aways.

Transportation

- **Pedestrian and Bike Infrastructure:** The community emphasized the need for more sidewalks, bike lanes, and safer crossings throughout Monroe to improve accessibility and reduce reliance on cars.
 - Concerns about unsafe sidewalks, particularly in North Kelsey and US-2, making it difficult for senior residents and those with mobility challenges to navigate safely. Community suggested a pedestrian-overpass.
 - Many who like to walk discuss how it isn't viable to go anywhere without a car, even if they want to.

Transportation

- **Public Transit:** Expanding bus routes and increasing the frequency of service were common suggestions to help connect different parts of the city and ease traffic congestion.
- **Traffic and Safety Concerns:** Concerns about excessive traffic in Monroe and the impact on emergency vehicle response times, especially when trains block major routes, raising equity and safety issues.
- **Accessible Transportation:** Need for improved transportation options for senior residents, including accessible public transit that accommodates service animals, scooters, and other mobility aids.

Transportation

- **Parking and Transit Downtown:** Desire for better parking solutions downtown, or alternative transit options to reduce the need for parking when accessing local amenities.
 - Main Street is mentioned to have limited parking availability. Suggesting alternative options slightly away from Main Street to keep it pedestrian-friendly, but still accessible.
- **Improved Connections:** Community conversations highlighted areas like Chain Lake Road, where there is a need to strengthen connections to other parts of the city and local resources.



Employment



Employment

- **Job Creation:** There was strong support for creating more job opportunities, especially in areas like N. Kelsey and Fryelands. Residents are looking for diverse businesses that can provide employment and contribute to the local economy.
 - Healthcare services in Monroe, particularly for seniors, who often need to travel to Everett or Bellevue for care due to local doctors being overbooked or unavailable.
 - Incentives to occupy vacant storefronts on Main Street.
 - More high paying professions in Monroe.

Employment

- **Commercial Development:** Many participants want to see more commercial spaces, particularly in underserved areas, to keep local spending within Monroe and provide more options for residents.
 - Retain younger professionals
 - Increase diversity of options in Monroe.



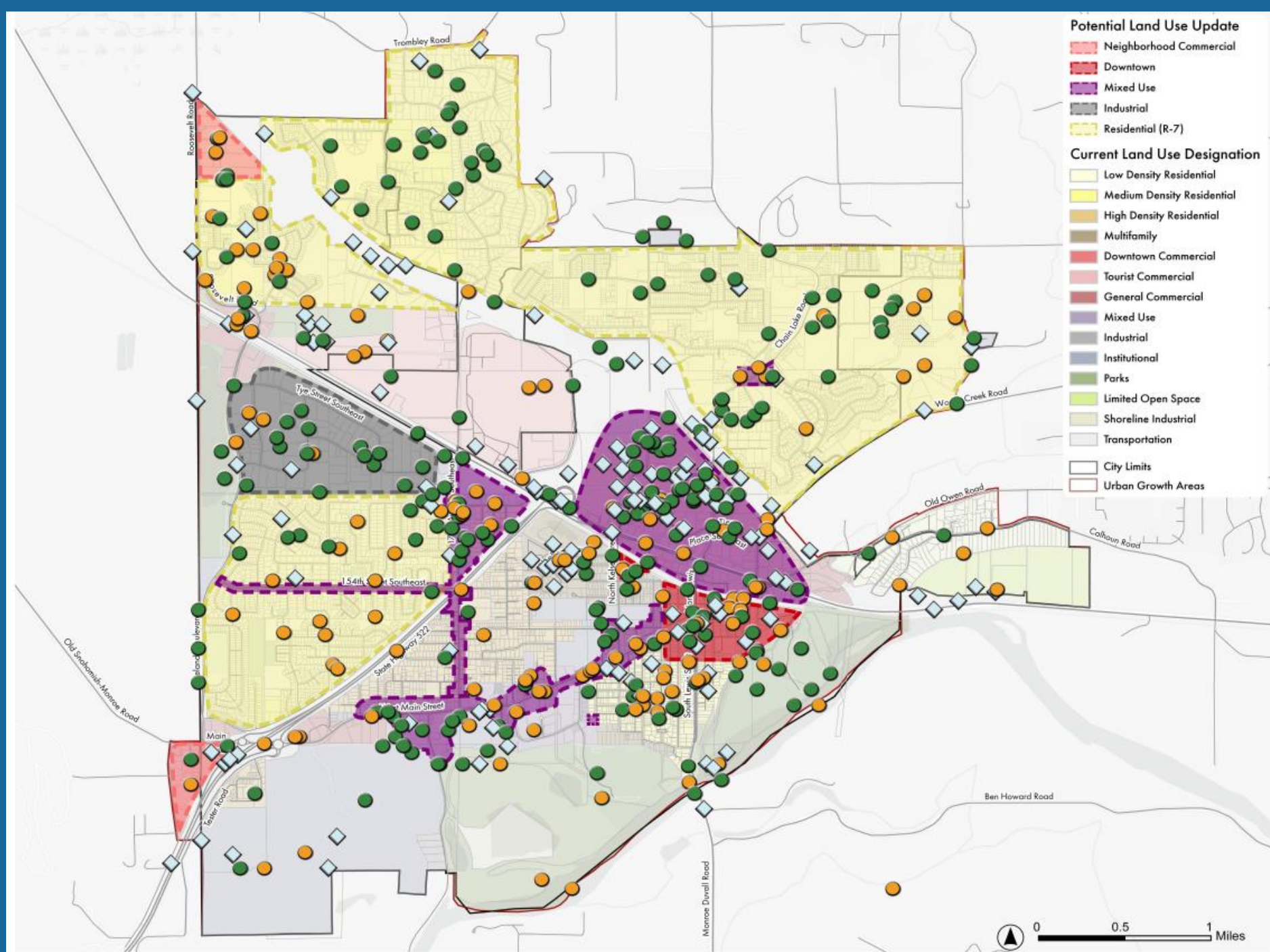
Monroe Game Board Results



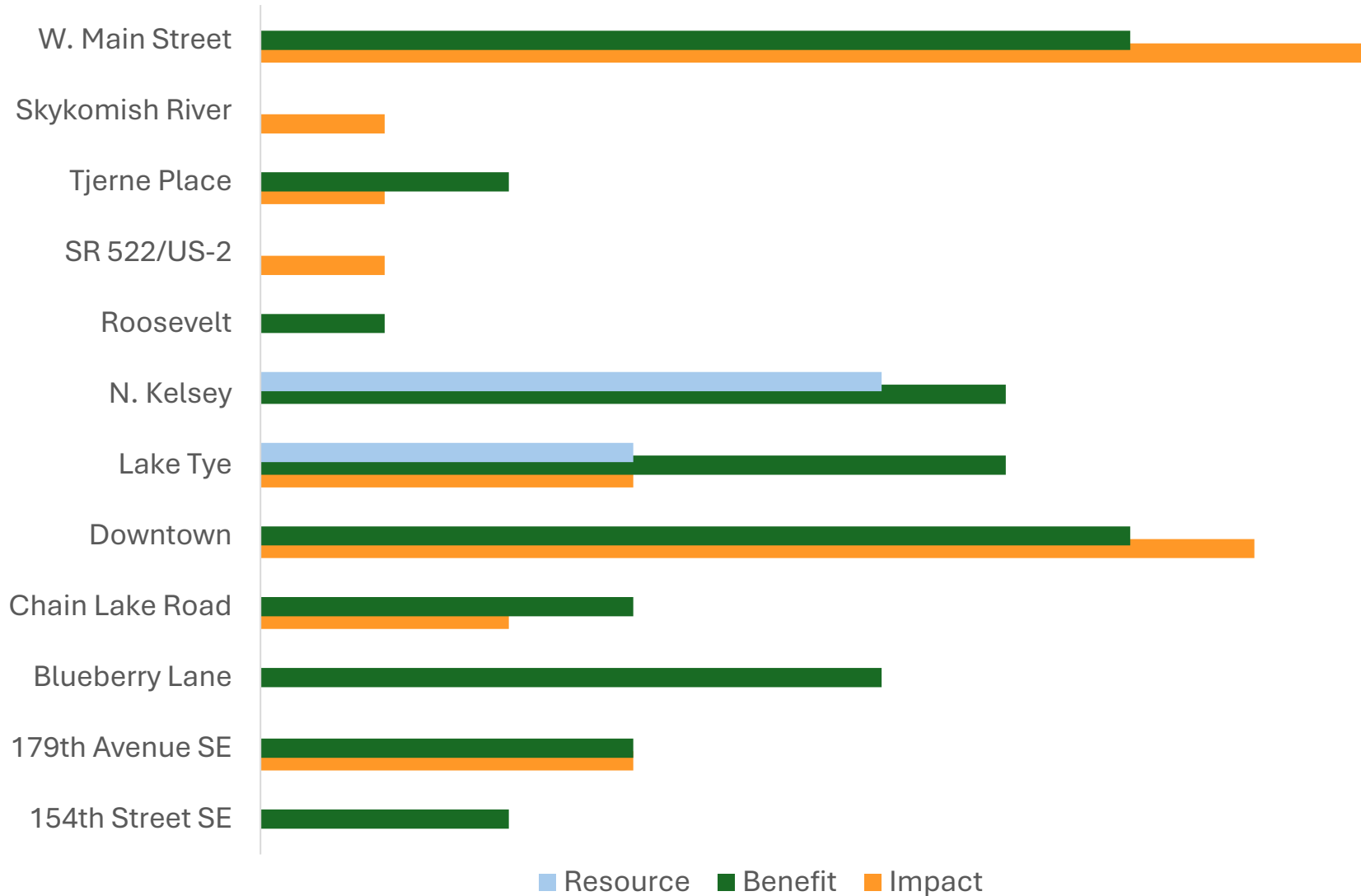
Game Board at a Glance

Resource allocation was concentrated in areas such as North Kelsey, Lake Tye, Blueberry Lane, West Main Street, Downtown, and along US-2 with some dispersedly allocated throughout the City.

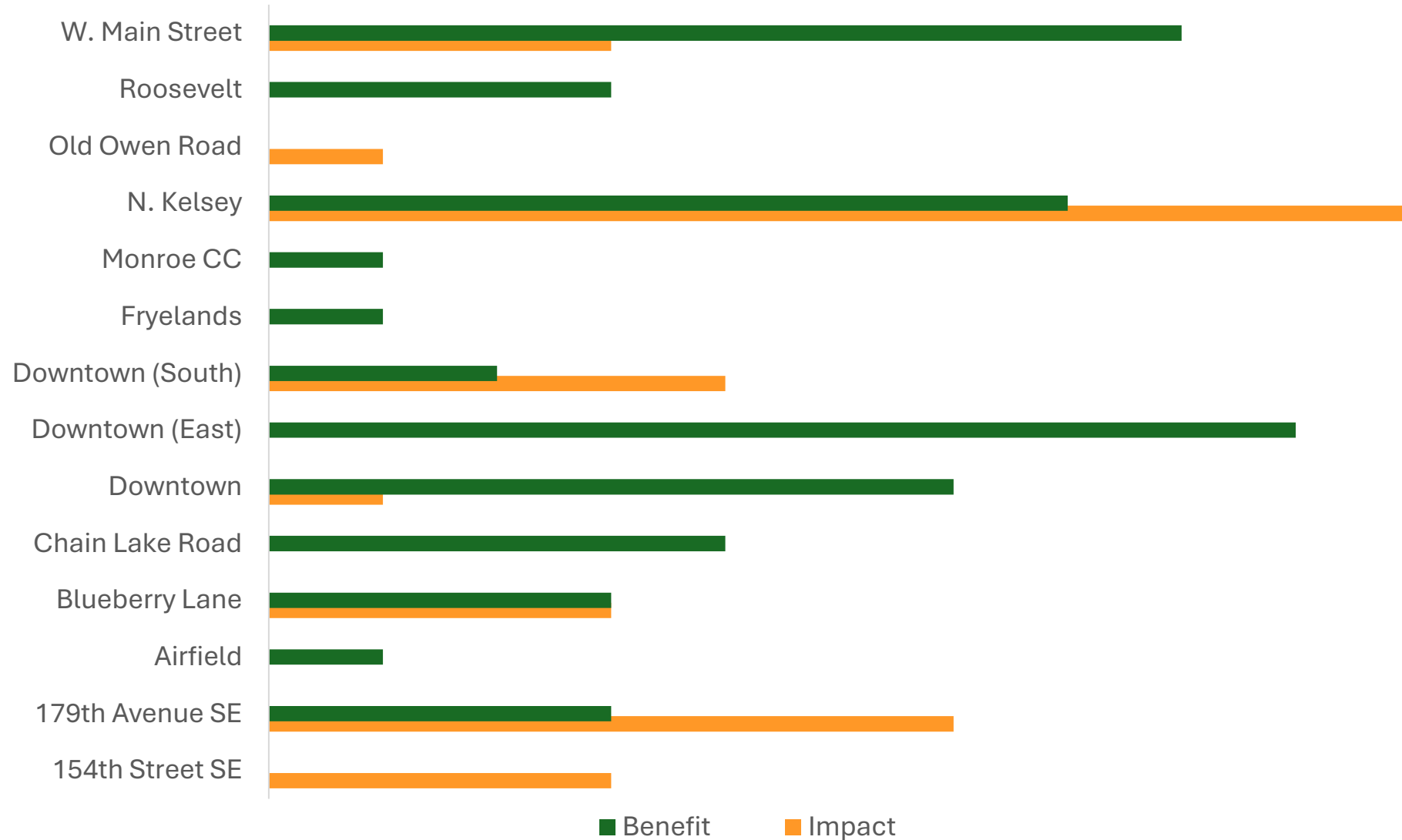
-  Benefit Tokens: Contributions, Opportunities and Strengths
-  Impact Tokens: Barriers and Challenges
-  Resources Tokens



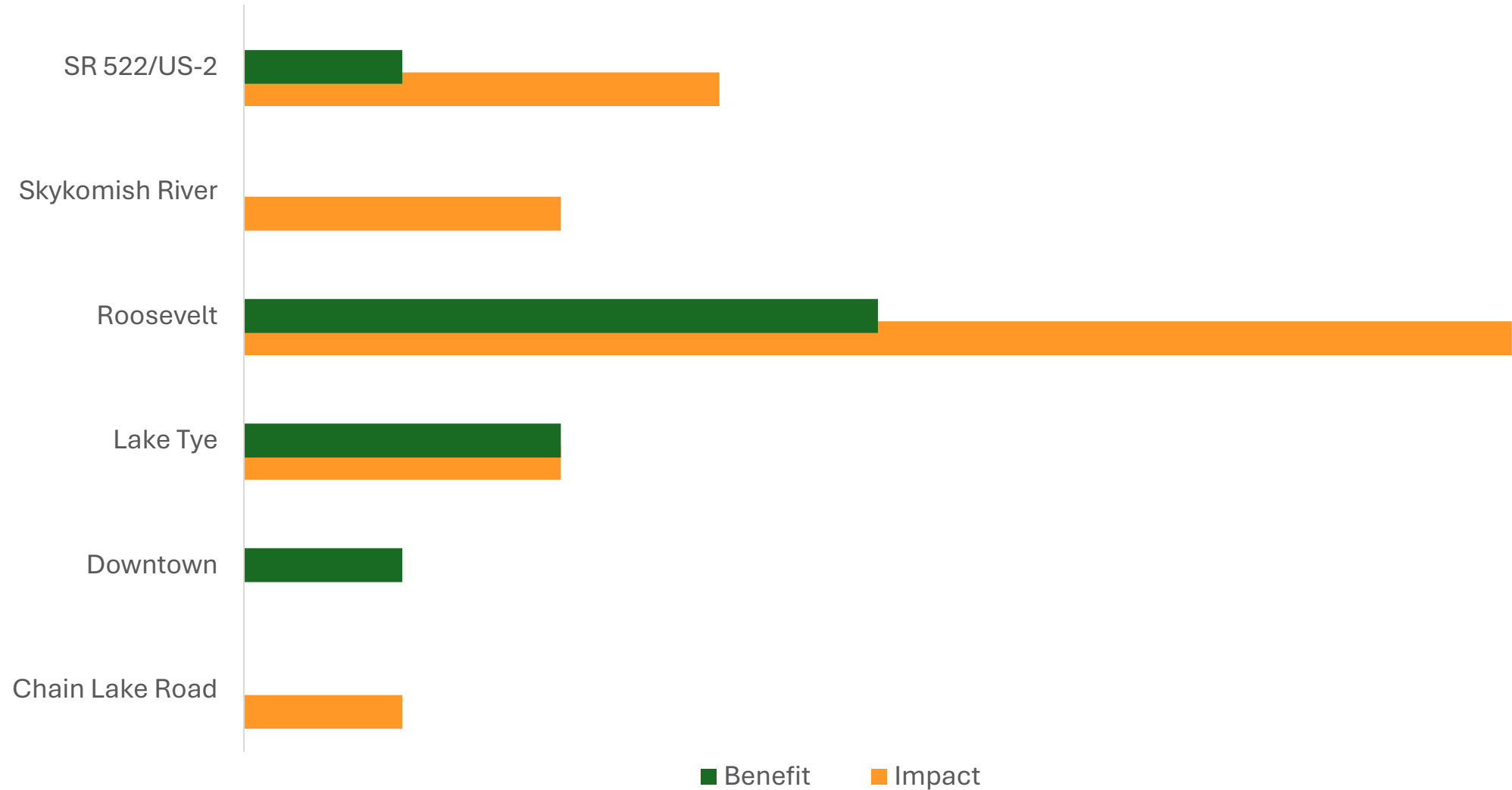
Land Use



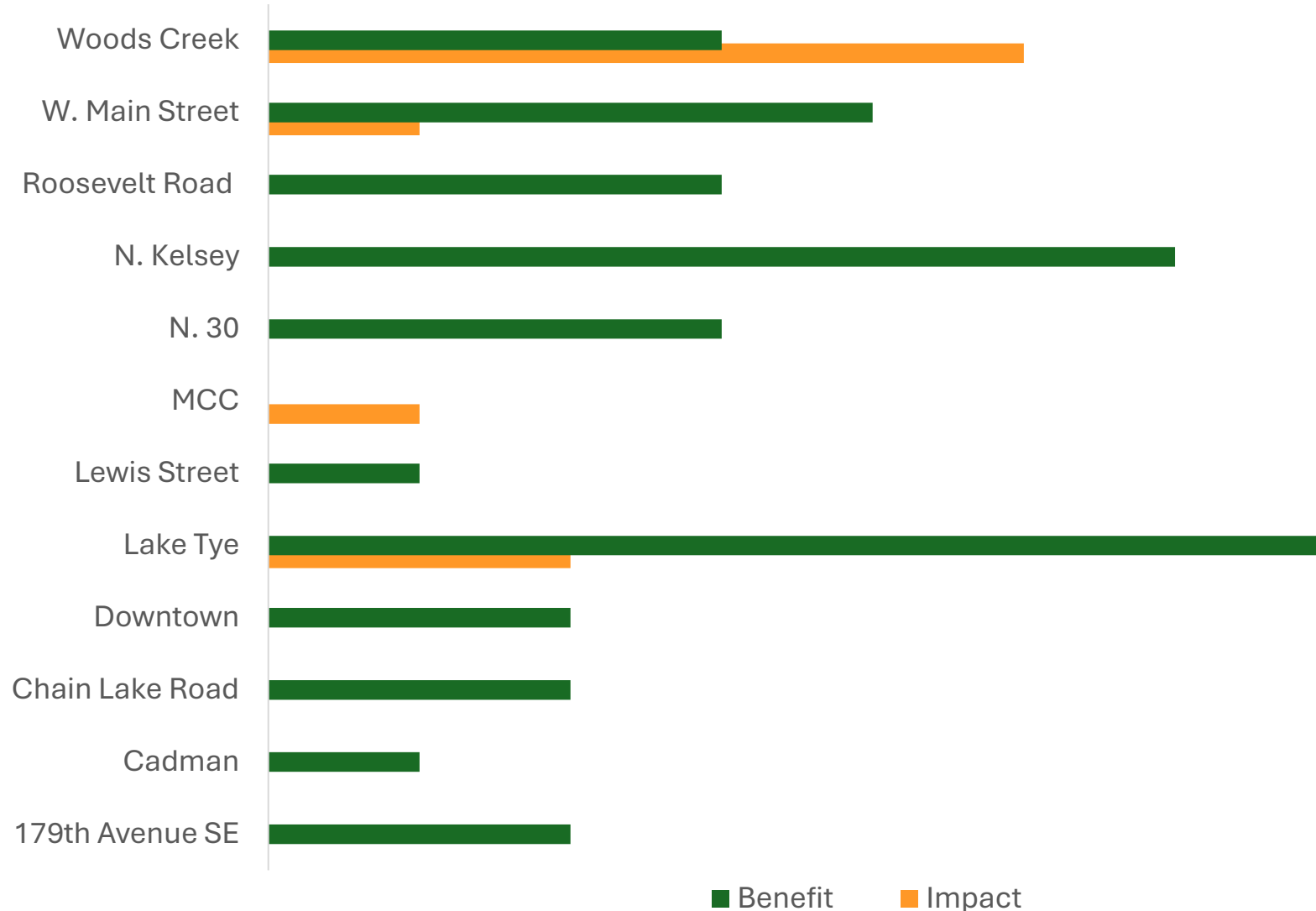
Housing



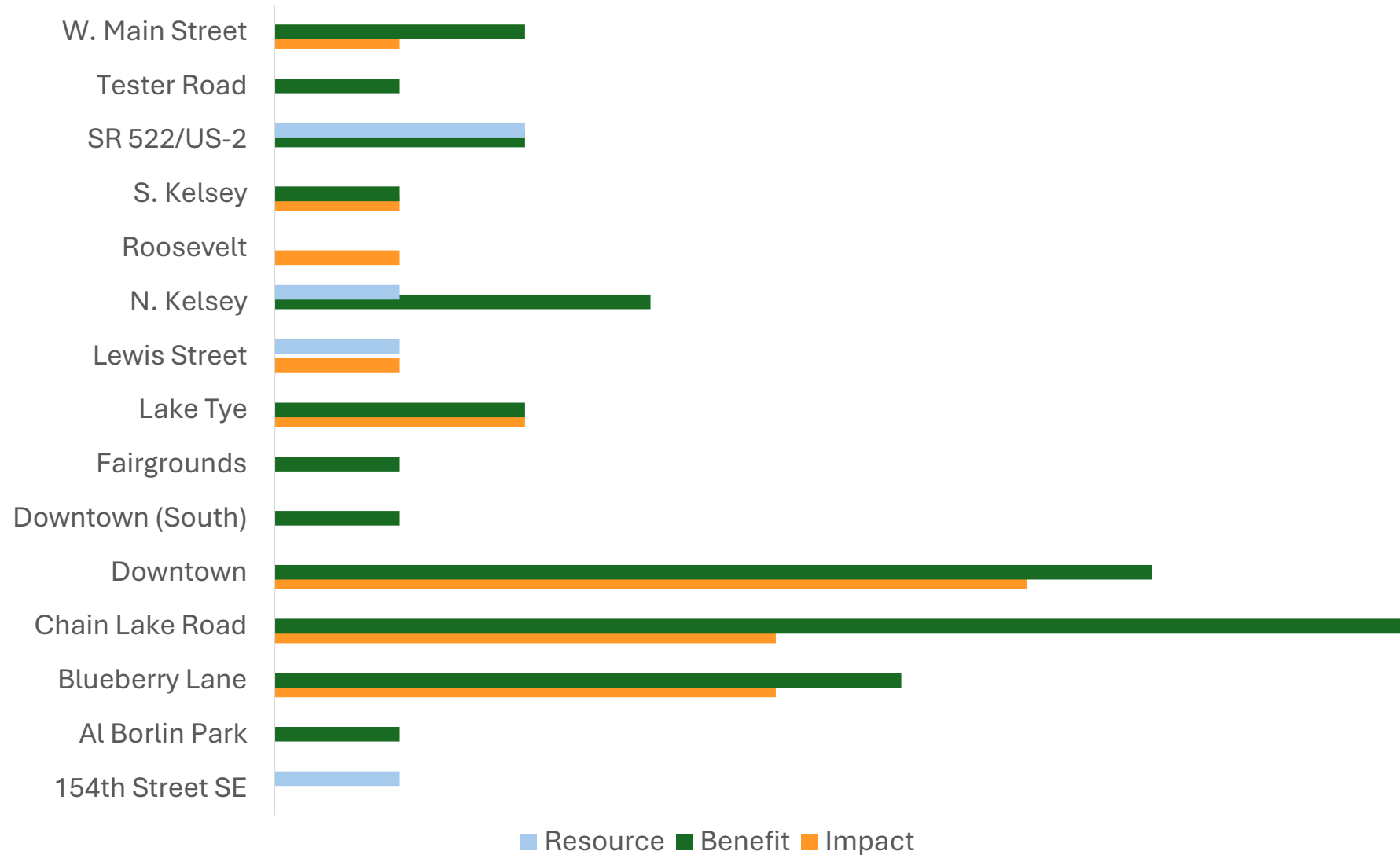
Natural Environment



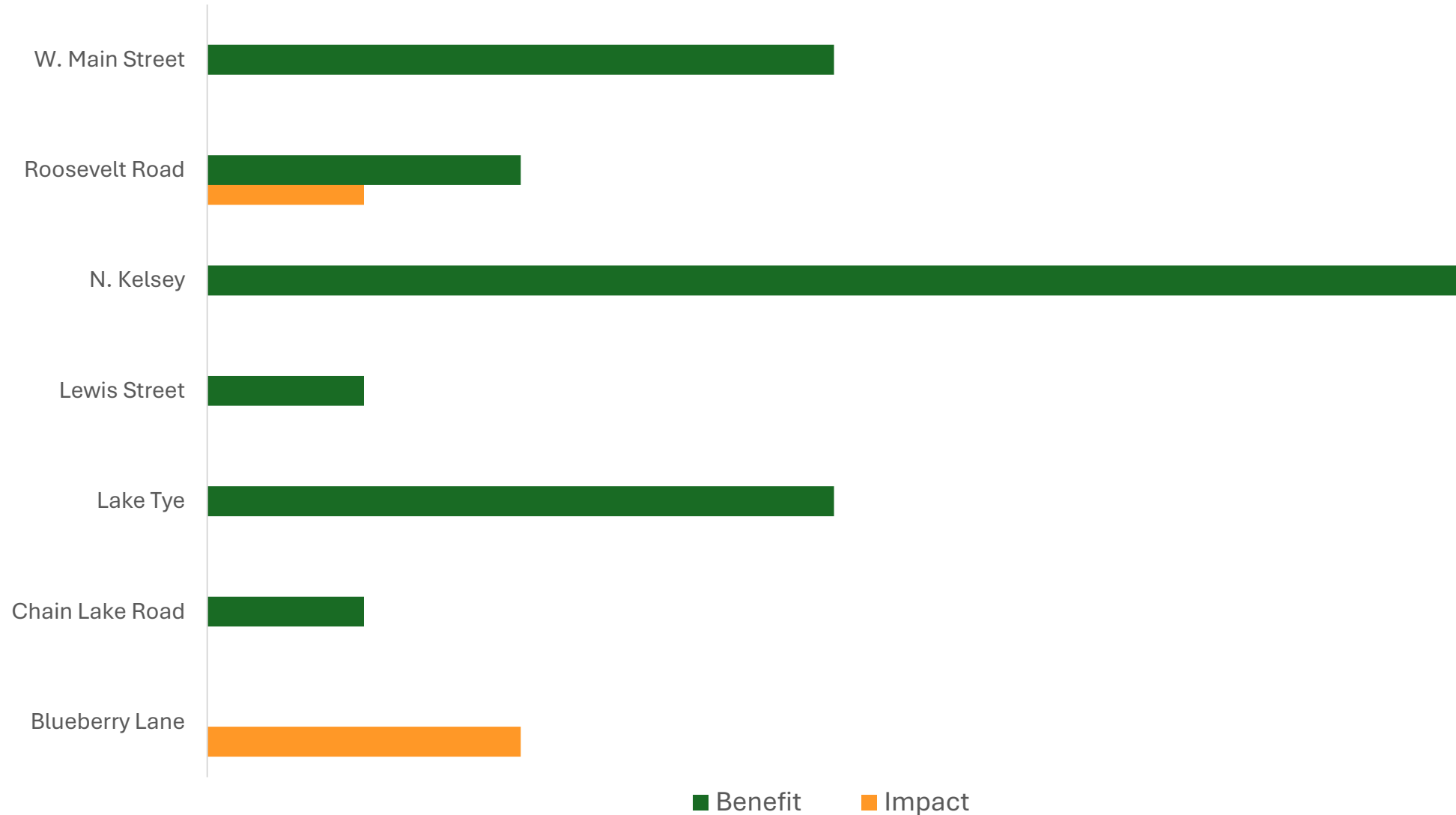
Parks, Recreation, and Open Space



Transportation



Employment



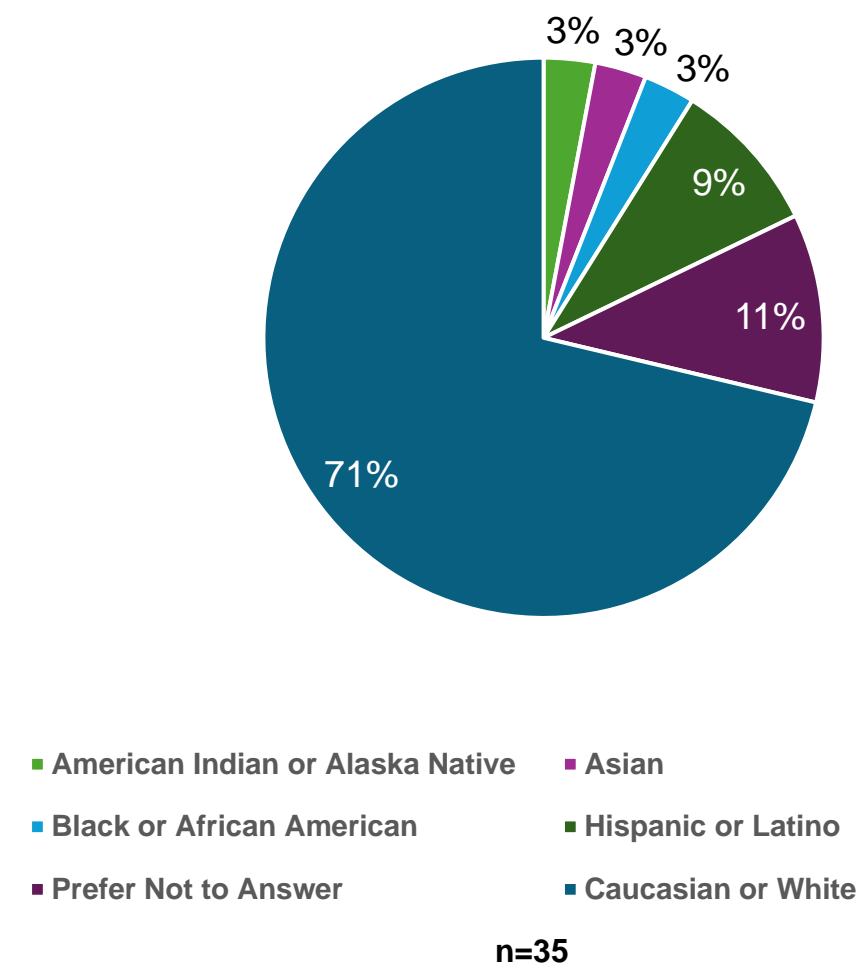
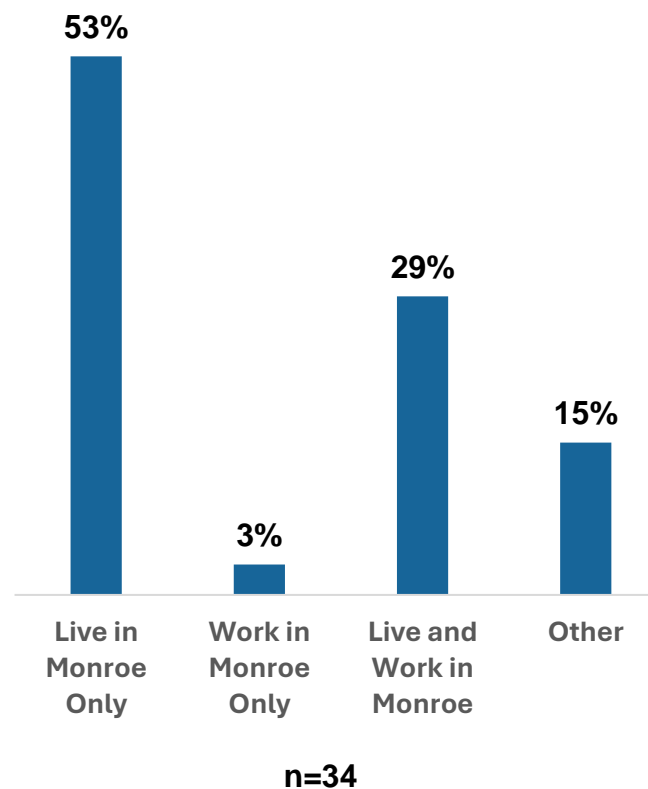
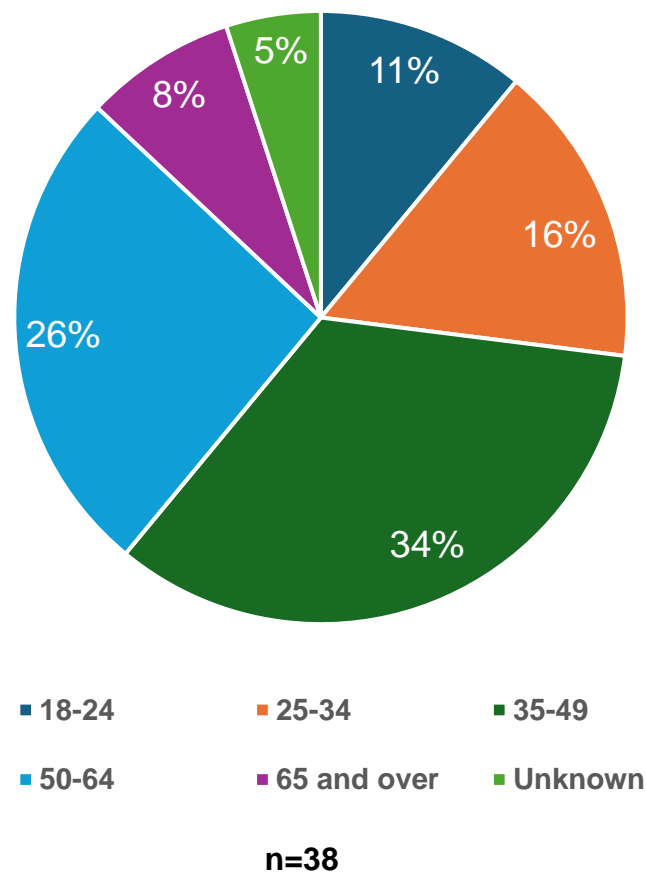


Consider.it Survey Results

Online Goals and Policies Forum

- **Platform Used:** Consider.it
- **Purpose:** Receive input and feedback on long-term guiding principles and goals that would guide policies and investments throughout the City.
- **Participation:**
 - 37 total participants
 - 522 opinions shared
 - 153 written comments

Online Survey Demographics



Guiding Principles



Local and Community Driven

Monroe is a community of people that support locally owned businesses, locally made products, arts, and culture. All residents support one another to grow and flourish in Monroe.

3/18/2024 [20 opinions](#) [2 pros & cons](#)



Connected and Active

Monroe strives for interconnected neighborhoods where people of all abilities can access services, parks, and community gathering places through a variety of travel options. Safe and

3/18/2024 [21 opinions](#) [8 pros & cons](#)



Safe and Accessible

Monroe is a diverse and welcoming community where everyone feels safe, and everyone feels they belong. We aspire for all to have access to safe, dependable, efficient services,

3/18/2024 [20 opinions](#) [3 pros & cons](#)



Guiding Principles



Affordable and Diverse Housing

In Monroe, everyone has a place to call home. Monroe residents have a wide range of incomes and diverse housing needs that may change over time. Monroe will have housing

3/18/2024 [19 opinions](#) [7 pros & cons](#)



Equity-Centered

Monroe is a community that is a safe place for all, where everyone feels at home, and everyone feels they belong. Equity is central in achieving Imagine Monroe as it addresses

3/18/2024 [18 opinions](#) [3 pros & cons](#)



Guiding Principles Feedback

- All the Guiding Principles scored **positively**, except for #5.
- Guiding Principle #5. Equity Centered
 - Received a total score of – 3.9, and an average score of - 0.22
 - Range is from -1 to 1; with 0 being neutral
 - Some of the comment included concerns over DEI and equity-centered planning “creating unequal outcomes and favoring some over others”

Land Use



Goal 1. Support and manage development to implement the Imagine Monroe Vision.

This looks like:

- Promoting the development of neighborhood commercial centers;

5/7/2024 [20 opinions](#) [5 pros & cons](#)



Goal 2. Create places that provide housing, retail, and urban services that are accessible without a car.

This looks like:

- Prioritizing development in Downtown and North Kelsey areas.

5/7/2024 [23 opinions](#) [7 pros & cons](#)



Goal 3. Connect land use with a multimodal transportation system that focuses on creating walkable and vibrant neighborhoods.

This looks like:

- Integrating parking facilities in the Downtown area;

5/7/2024 [21 opinions](#) [6 pros & cons](#)



Land Use



Goal 4. Manage open space and natural habitats to improve the environment and reduce conflicts with development.

This looks like:

- Encouraging buildings to be set back away from slopes to maintain slope stability;

5/7/2024 [23 opinions](#) [6 pros & cons](#)



Goal 5. Balance future annexation interest with protection of the natural environment.

This looks like:

- Evaluating how proposed annexations align with the preservation of natural features

5/7/2024 [21 opinions](#) [4 pros & cons](#)



Goal 6. Encourage cooperation and collaboration between government entities and the community to ensure effective and transparent governance.

This looks like:

- Conducting regular evaluations to assessment the effectiveness and alignment of

5/7/2024 [18 opinions](#) [2 pros & cons](#)



Land Use Feedback

- Goals 1-3 had total scores below zero, although average scores were more neutral
 - Goal 1 scored a total of -5.52
 - Goal 2 scored a total of -3.73
 - Goal 3 scored a total of -0.96
- Some comments included:
 - Concern for displacement for infill
 - The need of a car where transit isn't available or utilized
- Most participants felt that Goals 4-6 were “more important”

Housing

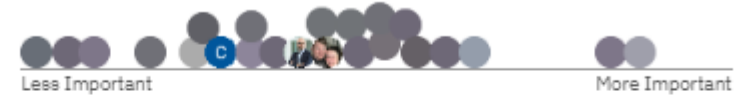


Goal 1. Encourage a diversity of housing types in Monroe.

This looks like:

- Allowing a variety of smaller housing types, like tiny homes, ADUs, cottage housing,

3/18/2024 [23 opinions](#) [8 pros & cons](#)



Goal 2. Support the development of housing that meets the needs of all people living in Monroe.

This looks like:

- Identifying barriers for low- to moderate-income housing;

3/18/2024 [21 opinions](#) [4 pros & cons](#)



Goal 3. Promote housing production in close proximity to employment, services, and transportation options.

This looks like:

- Promoting mixed-use development that blends uses of buildings near Downtown and

3/18/2024 [19 opinions](#) [5 pros & cons](#)



Housing



Goal 4. Enhance the living conditions of housing and elevate the quality of the social and physical surroundings.

This looks like:

- Promoting energy-efficient housing design to reduce utility costs;

3/18/2024 [19 opinions](#) [1 pro or con](#)



Goal 5. Minimize the involuntary displacement of people from their communities as the city grows and changes.

This looks like:

- Conducting a trends analysis to identify initial shifts in neighborhoods and rental price

5/7/2024 [17 opinions](#) [4 pros & cons](#)



Housing Feedback

- Goal 4. Enhance the living conditions of housing and elevate the quality of the social and physical surroundings
 - Participants are more neutral about this goal
- Goals 1, 2, 3, and 5 all trended as “less important”
 - Oppose: Concerns over too much housing creating traffic congestion, removing the small-town feel, and economic displacement
 - Support: More diversity of housing could create ownership opportunities. Positive sentiment for diverse housing types with quicker permit processing.

Economic Development



Goal 1. Be a great place to do business.

City Services and Economic Development strategies strengthen and communicate Monroe's positive business climate.

5/9/2024 [18 opinions](#) [2 pros & cons](#)



Goal 2. Provide equitable local business and entrepreneurship support.

Help small, local, minority, women, and independently-owned businesses to found and flourish in Monroe.

5/9/2024 [16 opinions](#) [1 pro or con](#)



Goal 3. Cultivate Monroe's welcoming identity and expand opportunities for a diverse workforce.

Create a supportive environment that prioritizes the needs of families, ensures broad and durable access to economic opportunity, and maintains Monroe's high quality of life.

5/9/2024 [18 opinions](#) [3 pros & cons](#)



Economic Development



Goal 4. Be an outdoor and adventure destination.

Invest in and leverage outdoor and recreation assets, and promote and market Monroe in order to attract businesses, people, and visitors.

5/9/2024 [19 opinions](#) [4 pros & cons](#)



Goal 5. Establish thriving and accessible centers and commercial areas throughout Monroe as vibrant retail hubs and community gathering places.

Plan and grow pedestrian-oriented, mixed-use hubs in designated centers, including Downtown Monroe and the North Kelsey Subarea, and in other commercial areas such as the

5/9/2024 [17 opinions](#) [2 pros & cons](#)



Economic Development Feedback

- Goals 1 and Goal 4 received strong support
- Opinions we divided on Goal 2 (Provide equitable local business and entrepreneurship support)

Transportation



Goal 1. Provide and promote multimodal transportation infrastructures that coincide with need, growth, and long-term objectives.

This looks like:

- Coordinating active transportation and transit connections with higher-density and

5/20/2024 [16 opinions](#) [5 pros & cons](#)



Goal 2. Plan for the types, quality, and quantity of housing and commercial development to assure land use compatibility, enhance neighborhood character, and facilitate Monroe's long-term sustainability.

This looks like:

- Directing new housing and employment development near areas with sufficient

5/20/2024 [13 opinions](#) [2 pros & cons](#)



Transportation



Goal 3. Provide multimodal means of transportation in a safe, compatible, and efficient manner for people of all ages and abilities.

This looks like:

- Identifying areas that need transportation improvements or services more than

5/20/2024 [12 opinions](#) [2 pros & cons](#)



Goal 4. Support the local and regional economy with timely transportation system investments.

This looks like:

- Recognizing the connection to the region through intermodal transportation hubs; and

5/20/2024 [14 opinions](#) [5 pros & cons](#)



Goal 5. Protect Monroe's environment and natural resources, while supporting the health, safety, welfare, recreational needs, and economic well-being of current and future generations.

This looks like:

- Supporting measures that protect the climate (like, renewable energy and greenhouse

5/20/2024 [13 opinions](#) [2 pros & cons](#)



Transportation



Goal 6. Provide and maintain an inventory of locally-owned multimodal transportation facilities and identify regional transportation service needs.

This looks like:

- Establishing Level of Service (LOS) standards for state routes;

5/20/2024 [13 opinions](#) [3 pros & cons](#)



Goal 7. Secure funding to ensure an adequate multimodal transportation network that meets the City's Level of Service (LOS) policy.

This looks like:

- Maintaining at least a six-year Capital Facilities Plan to anticipate the financial needs of

5/20/2024 [11 opinions](#) [3 pros & cons](#)

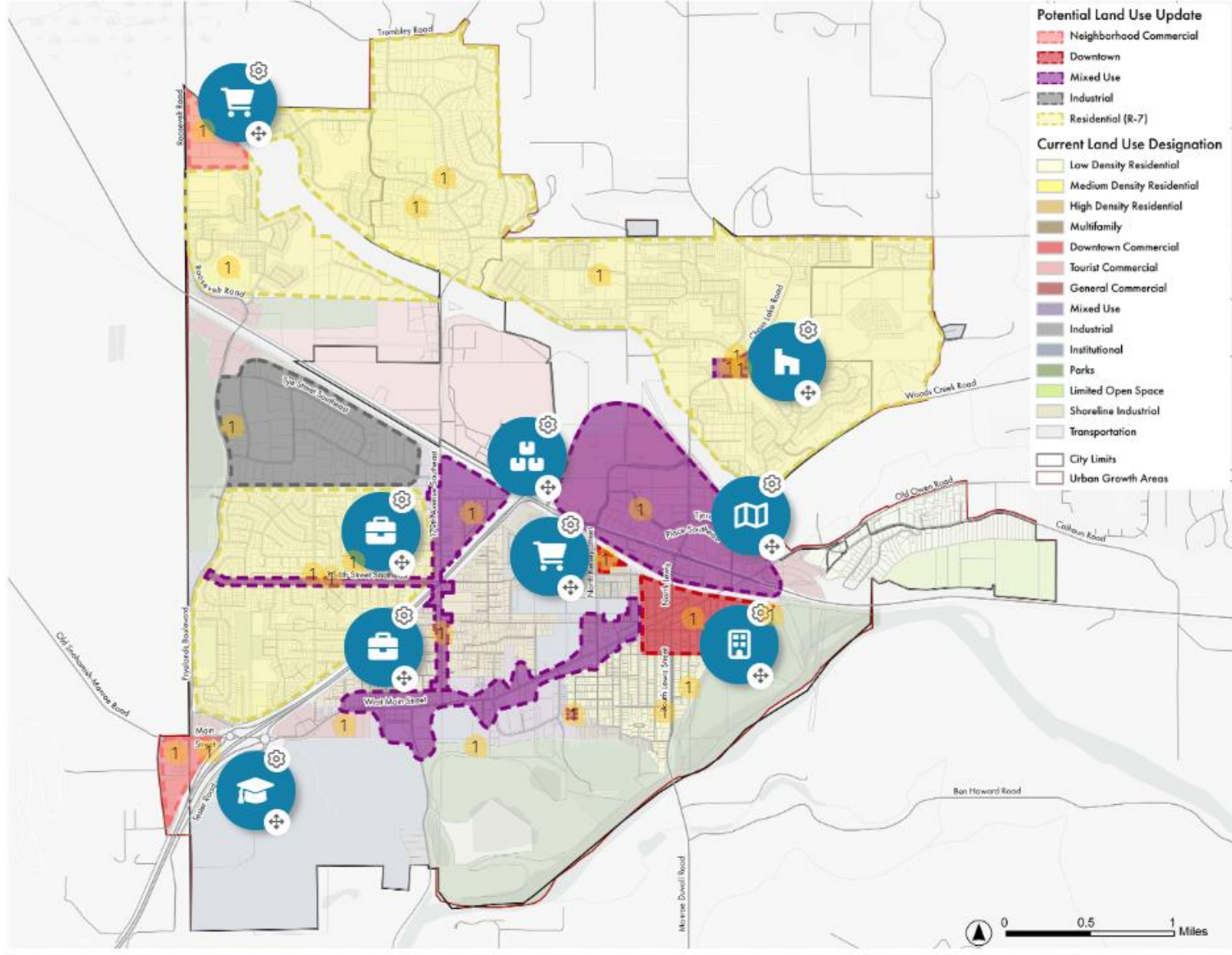


Transportation Feedback

Participants generally fell in the middle, not feeling strongly one way or the other for the transportation-related goals

Map-Based Feedback

One participant provided comments on the potential map changes, most related to questioning whether the options were realistic



To Read More Comments...

All comments and opinions are made available to the public. To read more in-depth responses, please visit the survey website at: <https://monroe2044.consider.it/>



Phase 2 Engagement: Community Priorities and Values