

CITY COUNCIL STRATEGIC PLANNING MEETING
300 WEST CROWELL STREET
MONROE, NORTH CAROLINA 28112
AUGUST 12, 2025 – 4:00 P.M.
AGENDA
www.monroenc.org

1. On-Demand Microtransit Program Discussion
2. Murals in Downtown District (*Tabled from April 8, 2025 and June 10, 2025*)
 - A. Code of Ordinances Amendment to Chapter 160 titled Downtown District to Add Section 160. 04 titled Murals in Downtown
 - B. Guidelines for Mural Project on Private Building and Public Mural Project in Downtown District
3. Citizens Appointment Committee Appointment – Council Member Gary Anderson
4. City Council Planning Retreat
5. Code of Ordinances Amendment to Section 32 titled Boards, Commissions and Committees
6. Consideration of Amended Developer Agreement with Pulte Home Company, LLC for Riverstone Subdivision
7. Discussion on Recognizing 250th Anniversary of American Independence to Occur on July 4, 2026
8. Energy Services Department Advanced Metering Infrastructure Project
 - A. Award of System Development, Integration, Meter Installation and Removal Services Contracts to Wesco Distribution, Inc.
 - B. Capital Project Budget Ordinance
 - C. City Manager to Execute Documents
9. Parks and Recreation Facility Rental Regulations
10. Parks and Recreation Customer Service Policy Amendments and Fiscal Year 2025-2026 Fee Schedule Amendment

- **Cell Phones/Pagers:** As a courtesy, please turn off cell phones and pagers while Meeting is in progress.



STAFF REPORT

TO: City Council

VIA: Mark Watson, City Manager

DATE: August 12, 2025

FROM: Jeff Wells, Assistant City Manager

PREPARED BY: Lisa Stiwinter, Director of Planning and Development

SUBJECT: On-Demand Microtransit Program Discussion

SUMMARY STATEMENT

City Council is requested to consider, discuss, and provide direction on an On-Demand Microtransit Program.

REVIEW

Mayor Pro Tem Anthony and Council Member McGee have requested that On-Demand Microtransit be placed on the Strategic City Council agenda for review, consideration and discussion. Mayor Pro Tem Anthony and Council Member McGee provided background information and purpose of the agenda item for consideration below:

Background Information:

“The City of Monroe has experienced nearly a 25% population increase since the last census, with over 6,000 new housing units projected to come online. As this residential growth accelerates, the City is facing an urgent need to improve transportation access - particularly for residents without a personal vehicle or those working in areas with limited connectivity.

Currently, Monroe does not operate a municipal transit system, and the existing Union County Transportation offerings are limited to their ability to meet daily commuter needs. This gap impacts economic mobility, job access, and overall quality of life”.

Purpose of Agenda Item:

“To initiate a formal discussion on the feasibility of launching a microtransit pilot program as a temporary, scalable, and data-informed solution to address immediate transportation needs while the City explores longer-term transit planning options”.

Planning staff has conducted research on what on-demand Microtransit is, why microtransit is important, what the benefits and challenges are and example Microtransit programs in NC.

What is On-Demand Microtransit?

Microtransit is a flexible, on-demand transportation service option for public transit agencies, similar to Uber and Lyft. It utilizes smaller vehicles, like vans or shuttles and leverages technology for dynamic routing and scheduling based on real-time passenger demand.

Why Microtransit?

Microtransit addresses unmet transportation needs, promotes multimodal services that are comparable to driving in terms of time, convenience, and cost. Microtransit can be a more convenient and reliable option than traditional pre-scheduled demand response or infrequent fixed route services.

Microtransit benefits:

- More efficient and responsive service to rider demands with shorter wait times
- Does not require advance reservations
- Flexible for serving late-shift workers and those with unpredictable schedules
- Generates robust data and insights on trip behavior
- Assists with providing paratransit services
- Improves customer service experience through scheduling apps and payment technology

Microtransit challenges:

- Implementing a startup microtransit program (staff, vehicle fleet, software vendors, etc.) including funding sources
- Data gatekeeping by on-demand microtransit vendors
- Less control over cost increases
- More responsive service may require additional resources due to increased demand
- Ensuring equitable access for unbanked riders and those without mobile app access
- Rising costs of software vendor contracts

Microtransit has grown in popularity over the past few years due to its uniqueness of how it delivers transportation services to the public. North Carolina has become a leader in on-demand microtransit service with several services already in operation such as GoWake Forest, GoGastonia, and Orange County. Many public transit systems across the state are currently exploring or planning for on-demand microtransit service.

Nearly every on-demand microtransit service in NC began with a feasibility study that provides a comprehensive evaluation of the service model to include the following:

- Public and stakeholder engagement and surveys
- Funding mechanism and capital needs analysis
- Evaluation of “turnkey” (Mobility as a Service) vs. (Software as a Service)
- Software and technology needs and procurement guidance

- Recommendations for service options (service zones, schedules, staffing and drivers and vehicle estimates)

The North Carolina State University (NCSU) Institute of Research and Education (ITRE) provided an in-depth review of the various on-demand microtransit services across North Carolina, and discovered some lessons learned. One important lesson learned was the need to start with a feasibility study to assess the following:

Market Analysis: Evaluate demographic and socioeconomic characteristics, as well as land use, travel patterns, prior studies, and any existing public transportation services.

Service Analysis: Utilizes the Market Analysis and public engagement to develop a range of potential microtransit service concepts. The concepts will vary based on area, travel rules, rider eligibility, service hours, vehicle type, and fare structure. The different service alternatives are then simulated to understand the benefits and drawbacks to each one.

Capital and Operating Implementation Plan: Involves developing a capital and on-going cost estimates for each service alternative. Specific recommendations for service implementation will also be developed.

If City Council chooses to move forward with exploring an On-Demand Microtransit Program for the City of Monroe, Planning staff recommends conducting a feasibility study that will provide a comprehensive evaluation service model that will tailor a service to local needs, qualify for grants and avoid costly missteps.

The Planning and Development Department has retained an On-Call Transportation consulting firm for various transportation or traffic services. Staff received a cost estimate for a feasibility study in the range of \$120,000 to \$165,000 depending on the level of detail in the scope.

The Charlotte Regional Transportation Planning Organization (CRTPO) receives discretionary funds or grants that are allocated to member jurisdictions for specific projects on a competitive basis. CRTPO is responsible for allocating federal transportation funds and ensuring that funds are preauthorized as stipulated within the Federal Highway Administration (FHWA) policy. The CRTPO discretionary funds set aside funds for planning studies such as feasibility studies. The City would be eligible to apply for the CRTPO discretionary funds to perform a feasibility study. The grant would be a reimbursable grant with a 20% local match.

RECOMMENDATION

Staff is requesting that City Council hold discussion on the On-Demand Microtransit Program and provide direction.

Attachments: NCDOT On-Demand Microtransit Annual Report
Example On-Demand Microtransit programs

On-Demand Microtransit Annual Report

October 2023



Glossary

Accessible: Able to be reached or connected to another mode of transportation from an existing mode of transportation or an individual property. Vehicles that do not restrict access, are usable, and provide allocated space and/or priority seating for individuals who use wheelchairs, and which are accessible using lifts or ramps.

Blended Model: Separate contracts for software, drivers, or vehicles with different entities.

Demand Response (DR): A transit mode comprised of passenger cars, vans or small buses operating in response to calls from passengers or their agents to the transit operator, who then dispatches a vehicle to pick up the passengers and transport them to their destinations.

Equitable: Fair and impartial use or access of transportation service without bias towards specific parties or groups. Equitable outcomes in transportation include:

- Minimization of transportation barriers and unmet needs
- Multimodal options that rival driving in terms of time, convenience, and cost
- Zero transportation-related fatalities or injuries
- Zero transportation-related greenhouse gas emissions

Fixed Route: Services provided on a repetitive, fixed schedule basis along a specific route with vehicles stopping to pick up and deliver passengers to specific locations; each fixed route trip serves the same origins and destinations, such as rail and bus; unlike demand responsive and vanpool services.

On-Demand Microtransit: On-demand microtransit is an emerging service option for public transit agencies utilizing an on-demand transportation solution that is flexible and responsive to the real-time needs of transit riders.

On-demand microtransit is similar to private rideshare services, allowing riders to book and pay for trips online, whether using personal computers or personal mobile devices connected to the internet. Riders are typically picked up at their preferred origin and taken to their preferred destination (curb-to-curb service). The ability to use transit for spontaneous trips similar to driving is fundamental to providing equitable mobility.

Operational Characteristics: The context in which transportation modes operate, including speed limits, safety conditions, or operating hours.

Software as a Service (SaaS): A service model where a transportation system provides microtransit services by purchasing software from a third-party. Third-party platforms typically include dynamic vehicle routing capacity, passenger aggregation, rider and driver apps, among other features. The agency directly provides drivers, vehicles, and operations management.

Temporal: Of or relating to time as distinguished from space.

Transportation as a Service (TaaS): A service model where a transportation system contracts with a microtransit vendor to provide a turnkey solution that includes both microtransit technology/software and drivers, vehicles, operations, and marketing.

Transportation Disadvantaged Populations: Demographic groups more likely to experience difficulty accessing transportation. Several demographic groups typically regarded as Transportation Disadvantaged include:

- Low-income populations
- Elderly (65 or older) populations
- Racial/ethnic minorities
- Disabled populations
- Limited English Proficiency populations
- Carless populations

Transportation Network Companies: Companies that utilize online platforms to connect passengers with drivers and automate reservations, payments, and customer feedback. Riders can choose from a variety of service classes, including drivers who use personal, non-commercial, vehicles; traditional taxicabs dispatched via the providers' apps, and premium services with professional livery drivers and vehicles.

Unbanked Riders: Transportation system riders who do not use or do not have access to a banking account and must use cash in the process of fare payment.

On-Demand Microtransit Annual Report 2023

By the Numbers

Systems providing microtransit service

9

Residents served

240K

Zero-vehicle households reached

5,200

WHAT IS ON-DEMAND MICROTRANSIT?

A technology-enabled, public transportation system with flexible routing based on real-time trip demand and origin-destination patterns



Models



Software as a Service (SaaS)

Provides the software and the transit agency provides the drivers, vehicles, and operations management.

Blended Model

Separate contracts for software, drivers or vehicles with different entities.

Transportation as a Service (TaaS) / Turnkey

Provides the drivers, vehicles, software, and operations management as a turnkey solution on behalf of the transit agency.

Why Microtransit?

- ▷ Addresses **unmet needs** for transportation **disadvantaged populations**
- ▷ **Promotes transportation equity** by providing transit that is **comparable to driving** in terms of time, convenience and cost
- ▷ Can be a **more convenient and reliable** option than traditional pre-scheduled demand response or infrequent fixed route services

Overview

Benefits

- ▷ More efficient and responsive service to rider demands with shorter wait times
- ▷ Provides transit to rural, low density, hilly or otherwise difficult to serve areas
- ▷ Does not require advance reservations
- ▷ Flexible for serving late-shift workers and those with unpredictable schedules
- ▷ Generates robust data and insights on trip behavior
- ▷ Assists with providing paratransit services
- ▷ Improves customer service experience through scheduling apps and payment technology

What has IMD learned from projects across the state and nationally?*

- ▷ **Plan for the increased ridership demand** potentially resulting from an on-demand service that is more convenient and efficient.
- ▷ **Establish level of service metrics** which may be different from those used for fixed-route or other demand-responsive services.
- ▷ **Design a service that is equitable and accessible** to diverse rider populations by operating a call center and accepting pre-paid debit cards.
- ▷ **Include an option for pre-booking** trips when designing the service.
- ▷ **Identify a local maintenance provider** to minimize vehicle downtime.
- ▷ **Provide flexible service** that includes curb-to-curb service for non-ambulatory passengers and virtual stops for ambulatory riders.
- ▷ **Identify priorities of service** by balancing wait times with the size of the service zone and the number of vehicles.

* Selected National Examples

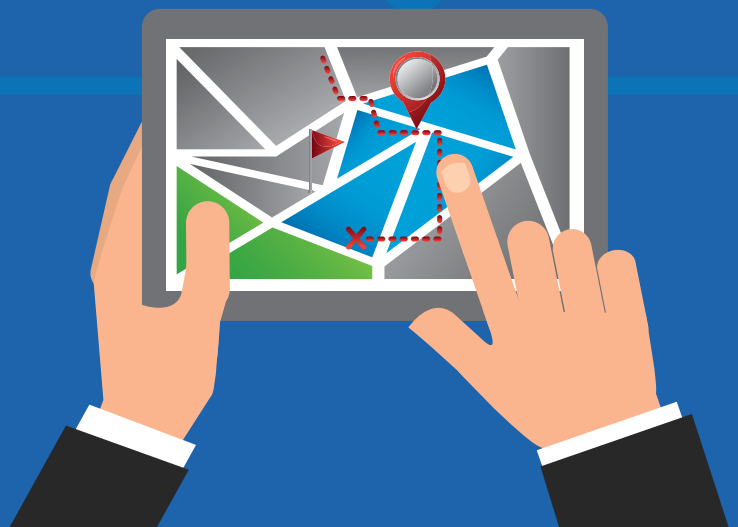
[Sacramento, CA](#) [Lubbock, TX](#)
[Los Angeles, CA](#) [Dallas, TX](#)
[Detroit, MI](#) [Austin, TX](#)

Potential Challenges

- ▷ Implementing changes to transit agency staff and vehicle fleets
- ▷ Data gatekeeping by on-demand microtransit vendors
- ▷ Less control over cost increases
- ▷ More responsive service may require additional resources due to increased demand
- ▷ Equitable access for unbanked riders and those without mobile app access
- ▷ Rising costs of software vendor contracts

How does on-demand microtransit support equity?

- ▷ **Reaches underserved communities** not served by fixed route public transportation or communities with high prevalence of carless households
- ▷ **Improves access** to essential services, healthcare and employment opportunities, which improves quality of life
- ▷ Provides **more responsive service with shorter wait times and a higher level of service**
- ▷ **Expands freedom** to riders to schedule their trips when they need them
- ▷ **Shortens walking** and waiting times



Community Impact

"**RIDE** is a great thing for Wilson. More convenient because you can get to more destinations than the city bus all around town. **I love it.**"

"The **service was as easy** as taking my own car really. It's always fun to share a ride with others and reduce my impact...If Micro extended to where I live, I would use it far more often."

"Microtransit is an **innovative model** to serve those in our community who may not live or work near a dedicated bus route."

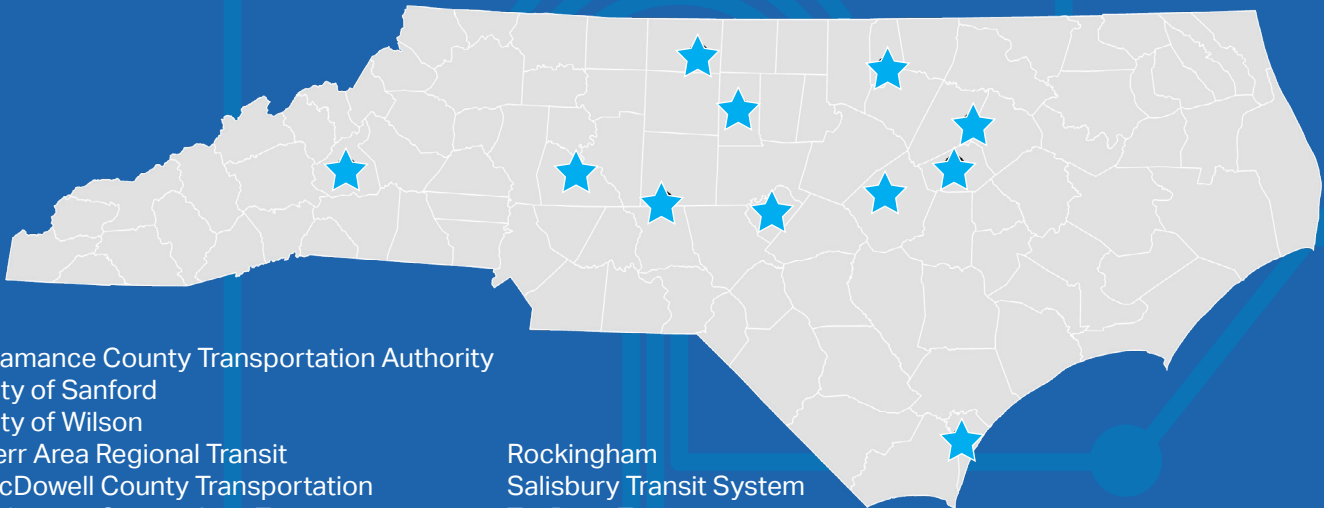
Mobility for Everyone, Everywhere

The U.S. Department of Transportation through the Rural Surfaces Transportation Grant Program awarded NCDOT \$10.4 million for Mobility for Everyone, Everywhere in NC, or MEE NC.

The grant advances NCDOT's vision and strategy to partner with the state's rural transit systems to launch on-demand microtransit in 11 communities throughout the state. This program will accelerate the deployment of high-quality, on-demand transit services leading to more equitable mobility and improved access to opportunities, services, and resources from 2024 to 2026.

NCDOT will work with MEE NC communities on sustainable ways to continue on-demand service beyond the three-year grant window and engage with the public to evaluate the effectiveness of the service.

MEE NC Participating Communities

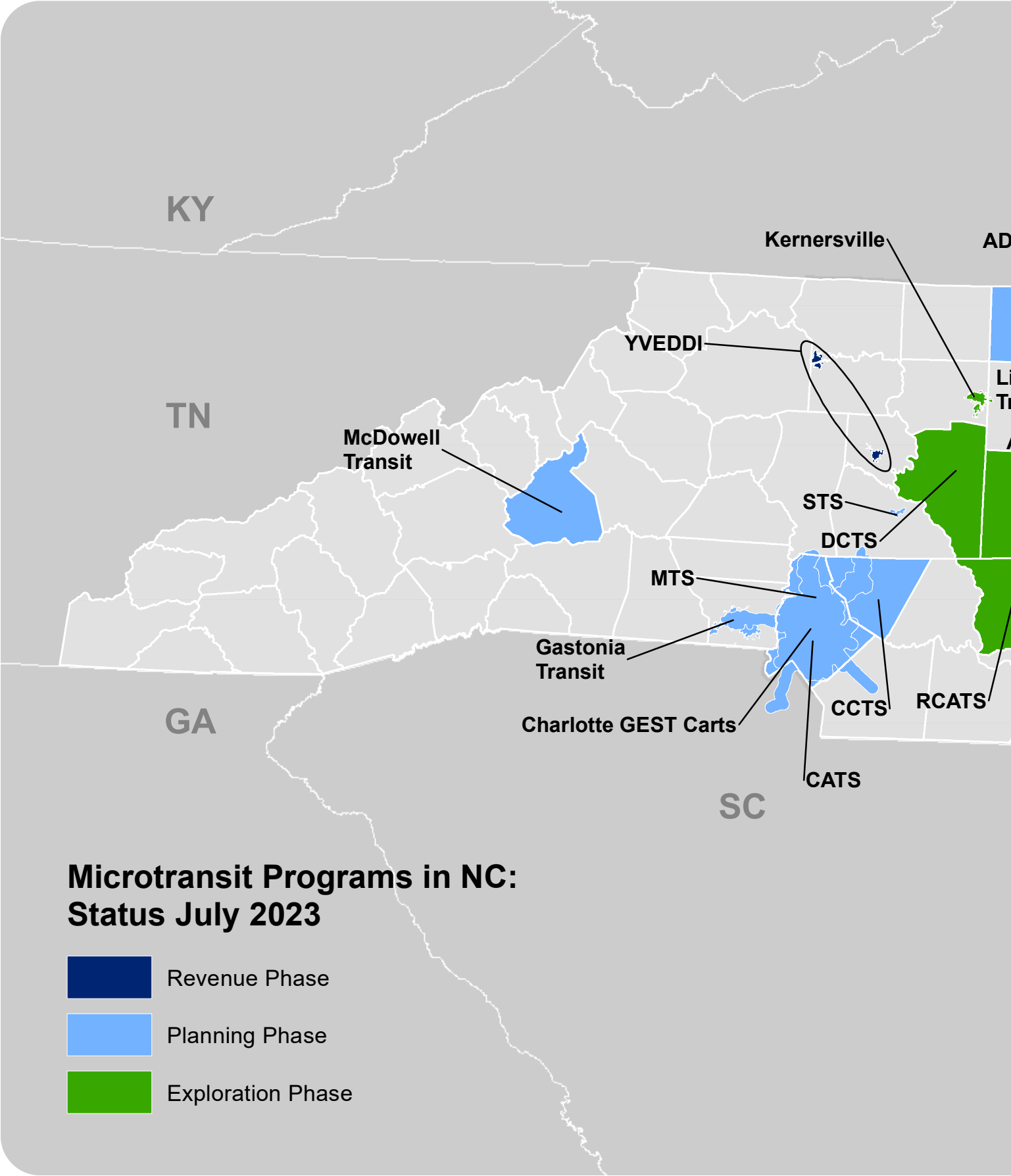


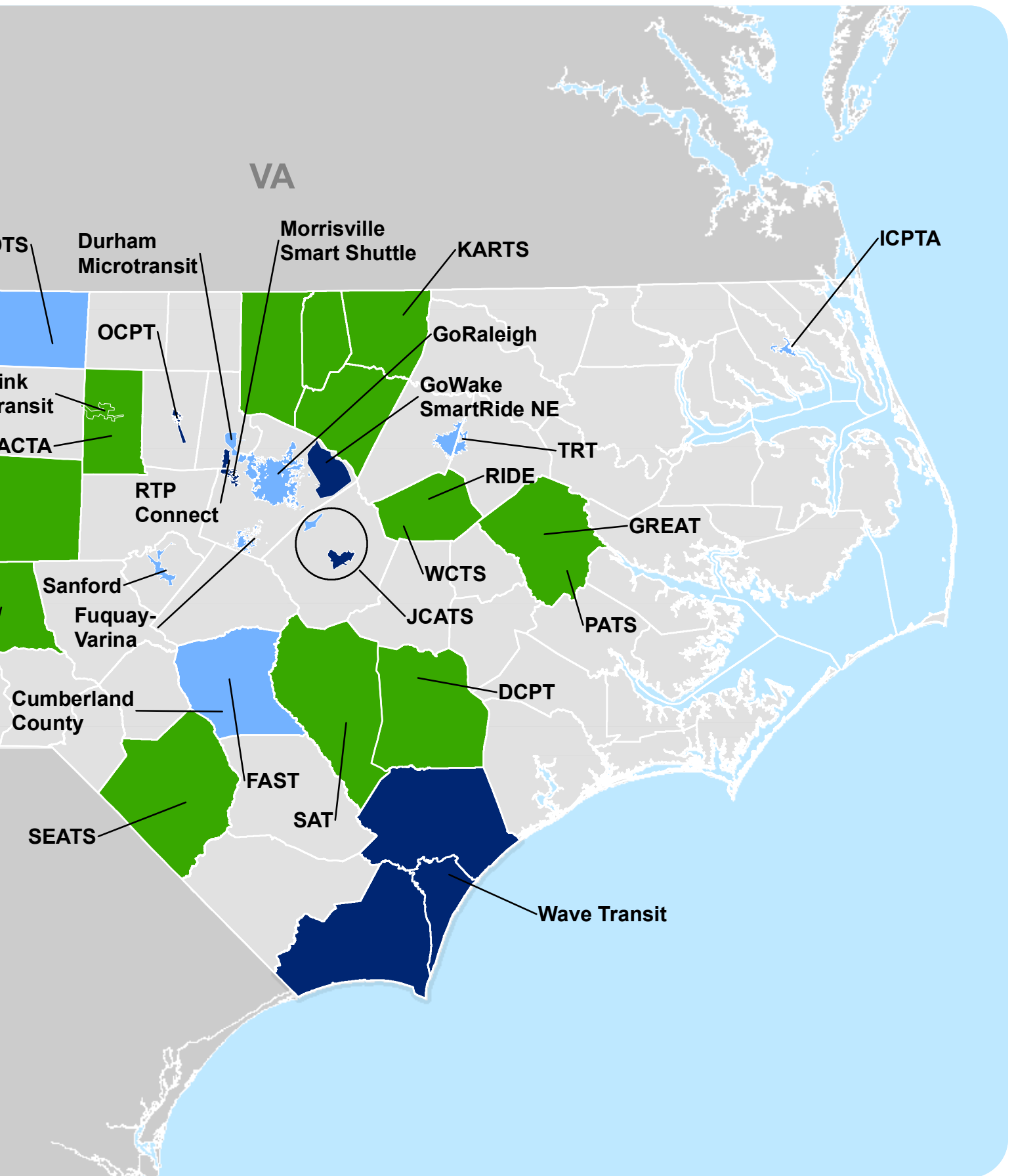
Alamance County Transportation Authority
City of Sanford
City of Wilson
Kerr Area Regional Transit
McDowell County Transportation
Johnston County Area Transit
Randolph County

Rockingham
Salisbury Transit System
Tar River Transit
Wave Transit



Where is on-demand microtransit being implemented?





Microtransit Service	Type	Primary Purpose					Vehicle Provider
		Connection	Replacement	Low-Density	Temporal	Convenience	
Orange County Mobility On-Demand	SaaS						Orange County Public Transportation
RideMICRO (Wave Transit)	TaaS						Bus.com
RIDE (City of Wilson)	TaaS						Buggy
Morrisville Smart Shuttle	Blended						GoCary
GoWake SmartRide NE	Blended						MV Transportation
GoDurham Connect	TaaS						Lyft driver
RTP Connect (GoTriangle)	TaaS						Lyft and Uber driver
YVEDDI (Elkin and Mocksville Microtransit)	SaaS						YVEDDI
Charlotte GEST Carts	TaaS						GEST
Johnston QuickRIDE (JCATS)	SaaS						JCATS

* From Public Microtransit Pilots in the State of North Carolina: Operational Characteristics, Costs, and Lessons Learned, NCSU (see page 9 for more information)

Technology Provider	Driver Provider	Project Administration	Fleet Size	Pre-schedule availability	Wait Time	Funding Source
TransLoc	Orange County Public Transportation	Orange County Public Transportation	5	Not available	Within 15 minutes	Orange County Transit Plan (Sales tax, rental tax, vehicle registration fee)
Bus.com (Moovit)	Bus.com (Daniel's Tours)	City of Wilmington with Brunswick Transit System Inc and Pender County	5	Up to a week in advance	30 minute maximum	NCDOT ConCPT, Community Grant
Via	Via	City of Wilson	26	Not available	Within 15 minutes	FTA Section 5311, NCDOT ConCPT, Local funding
Via	GoCary	Town of Morrisville	2	Not available	Within 15 minutes	Town of Morrisville, Wake Transit Plan (Sales tax, rental tax, vehicle registration fee)
Uber	MV Transportation	Wake County Health and Human Services	3	Up to 14 days in advance	Within 30 minutes	Integrated Mobility Innovation grant, Wake County funds, Wake Transit Plan, GoWake
Lyft	Lyft	GoDurham	Dynamic	Extent of Lyft pre-scheduling availability	No wait time target set	Durham Transit Plan (Sales tax, rental tax, vehicle registration fee)
Lyft and Uber	Lyft and Uber	GoTriangle	Dynamic	Extent of Lyft and Uber pre-scheduling availability	No wait time target set	Research Triangle Foundation and GoTriangle General Funds
CTS Software	YVEDDI	YVEDDI	4 (2 per town)	Up to one day in advance	Within 15 minutes	FTA Section 5311, Rural Operating Assistance Program
GEST	GEST	GEST	10	Not available	No wait time target set	Paid sponsorships
CTS Software	JCATS	JCATS	5	Available	Variable, no wait time target set	Modivcare pilot, Local funding

Comparison to Other Transit Modes

The following table compares public on-demand microtransit services with private transportation network companies, demand response, and fixed-route transit service.

Service Element	Public On-Demand Microtransit	Demand Response	Fixed-Route	Transportation Network Companies
Curb to Curb Service				
Operates within defined service zone			N/A	
Trips may be shared with other riders				
Trips must be booked				
Reservations needed 24 hours in advance				
Booking options for riders without access to internet and/or banking			N/A	
Accessible vehicle mandated				

Public Microtransit Pilots in the State of North Carolina: Operational Characteristics, Costs, and Lessons Learned

North Carolina State University (NCSU) Institute for Research and Education (ITRE) provided an in-depth review of the various on-demand microtransit services across North Carolina, conducted a literature review, and provided a summary of lessons learned. Click [here](#) for more information.

- ▷ Need for feasibility studies to assess/inventory existing services and consider the applicability of microtransit service based on analysis and market.
- ▷ Diversify funding sources to expand service delivery. It is not recommended that funding from other coordinated demand response transportation be reallocated to microtransit as that may negatively impact existing riders.
- ▷ Decision-making process should involve multiple stakeholders from the beginning of the planning phase, especially focusing on disadvantaged groups to achieve more equitable service.
- ▷ Service delivery model selection depends on the resources available at the agency and their previous experience operating transit service. The study identifies the advantages and challenges of TaaS, SaaS, and technology acquisition.
- ▷ Service providers should be selected based on careful review of bids and be meticulous regarding details of the contract. It is important to clearly communicate expectations from microtransit service in the RFP process.
- ▷ Marketing is important to all service delivery models, and across all interviewed services with branded vehicles as a useful strategy to attract a larger population while adding to legitimacy of the service.
- ▷ Finding a balance between user convenience and system efficiency is critical to microtransit operations.
- ▷ Successful microtransit programs uncover latent demand for transit, which can be leveraged to become the foundation for future fixed-route services.

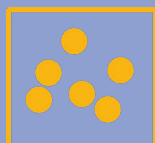
Primary purposes for operating on-demand microtransit:



Connection to fixed-route service



Replace an inefficient fixed-route



Transit service in low-density area



Temporal service (provide transit when other modes are not available)



Convenience beyond demand response

Awards

Smart Cities Connect Awards:

- ▷ Morrisville Connect Smart Shuttle App (2023)
- ▷ Connecting Communities: RideMICRO On-Demand (Wilmington, NC)

Southeastern Association of State Highway and Transportation Officials:

- ▷ Wilson RIDE 2021 Best Use of Innovation and Technology

NC Public Transportation Association:

- ▷ Wave Transit 2022 – Transit System of the Year

Forthcoming On-Demand Microtransit Feasibility Studies Funded by NCDOT:

- ▷ City of Greensboro / Greensboro Transit Agency (GTA)
- ▷ Davidson County Transportation
- ▷ Hoke County / Hoke Area Transit Service
- ▷ Onslow United Transit System
- ▷ Robeson County / South East Area Transit System (SEATS)
- ▷ Wilson County Transportation

RIDE (Wilson)

OPERATIONAL PHASE

General information

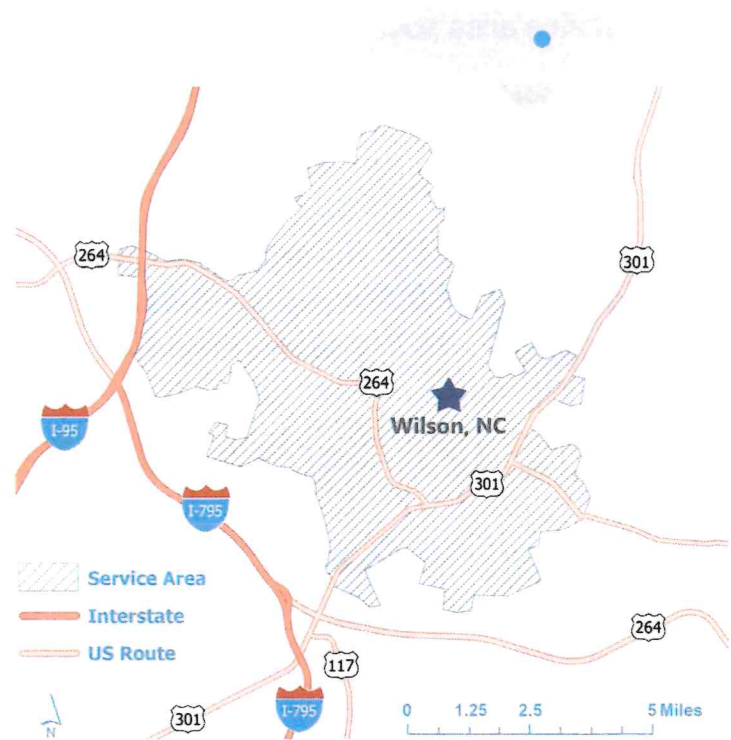
- **Service area:** City limits plus nearby large employers
- **Project type:** Microtransit
- **Turnkey:** Yes
- **Technology provider:** Via (scheduling and routing)
- **Data ownership:** Via
- **Project administration:** City of Wilson
- **Vehicle provider:** Buggy
- **Service start date:** September 1, 2020
- **Service hours:** Mon - Fri 5:30 AM - 7:00 PM, Sat 7:00 AM - 6:00 PM

Fare structure

- **Payment:** App, cash, or ticket books
- **Fare:** \$2.50/trip (additional passenger is \$1)
- **Books of 20 trips:** \$20

Scheduling

- **To schedule:** App (Via), telephone, or website
- **ADA requests:** App (Via), telephone, or website
- **Pre-schedule:** Not available
- **Stop locations:** Nearby intersections and major destinations
- **Wait times:** Within 15 minutes

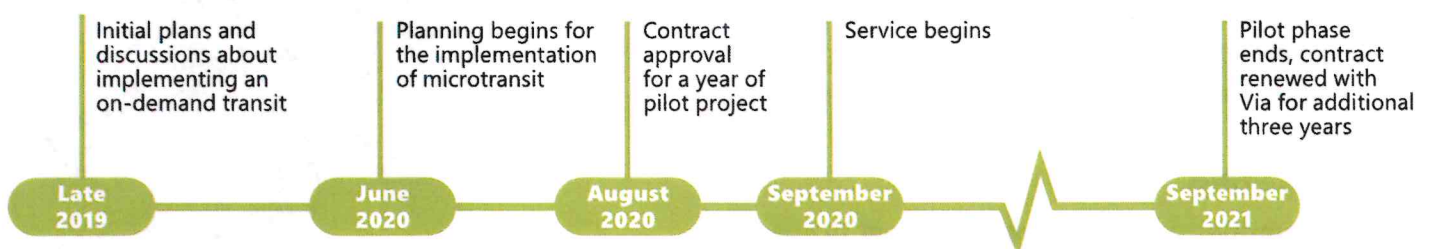


Wilson's on-demand microtransit project, RIDE, replaced its entire fixed route system on September 1, 2020. The intent was to serve a greater part of the city than before and to do it more efficiently.

Funding

- Formula Grant for Rural Areas – 5311 (Federal)
- Consolidation and Coordination of Public Transit Systems – ConCPT (State)
- Local funds

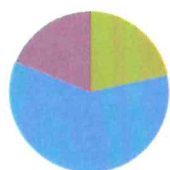
Project timeline



Service area socio-demographics

Total population:
40,351

Population density:
1,301
persons per sq mile



21% Population under 18

60% Population 18-64

18% Population over 64

Zero-vehicle households

12%



9%

Vehicle deficient households



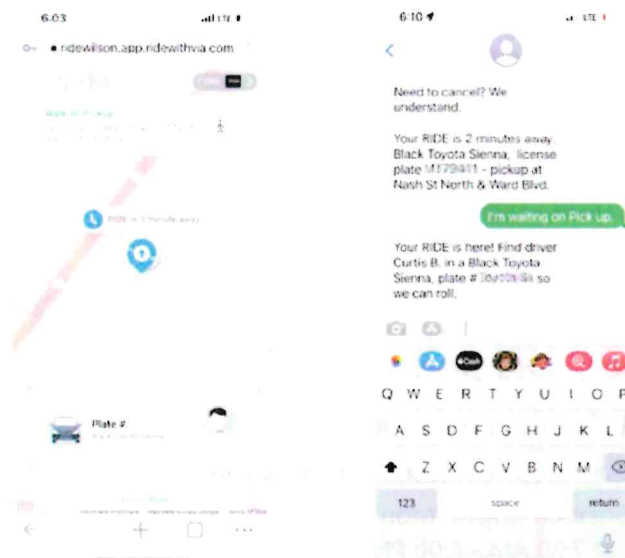
59%
non-white



23%
below poverty

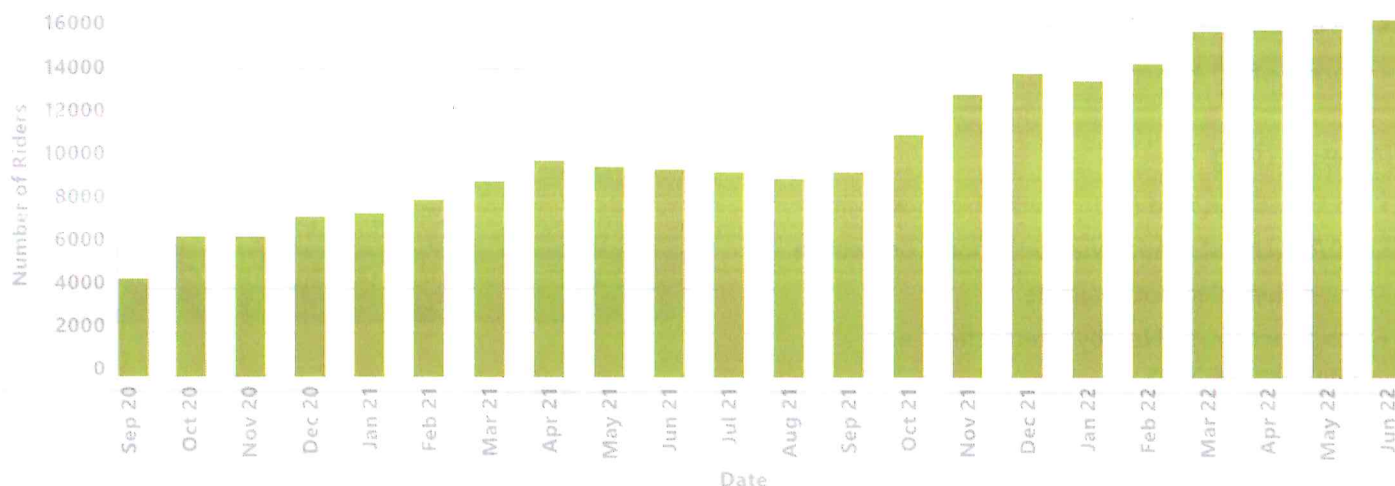


15%
non-ambulatory



App screenshots

Ridership



Fleet

- **Fleet size:** 26
- **Vehicles operating in maximum service:** 15
- **Fleet ownership:** individual drivers lease the vehicles from Buggy during their shifts
- **ADA compatible:** 6 vehicles are wheelchair accessible

Marketing

- **Promotions:** At start, people could get 10 free trips
- **Website:** <https://www.wilsonnc.org/residents/all-departments/public-works/wilson-transit-ride-wilson-industrial-air-center/ride>



Microtransit vehicle

Elkin Microtransit Service and Mocksville Microtransit Service

(Yadkin Valley Economic Development District Inc (YVEDDI))

PILOT PHASE

General information

- **Service area:** Within the town limits of Mocksville and Elkin (plus Jonesville)
- **Project type:** Microtransit
- **Turnkey:** No
- **Technology provider:** CTS Software
- **Vehicle provider:** YVEDDI
- **Driver provider:** YVEDDI
- **Project administration:** YVEDDI
- **Data ownership:** YVEDDI
- **Service start date:** July 1, 2022
- **Service hours:** Mon - Fri 7:00 AM - 6:00 PM

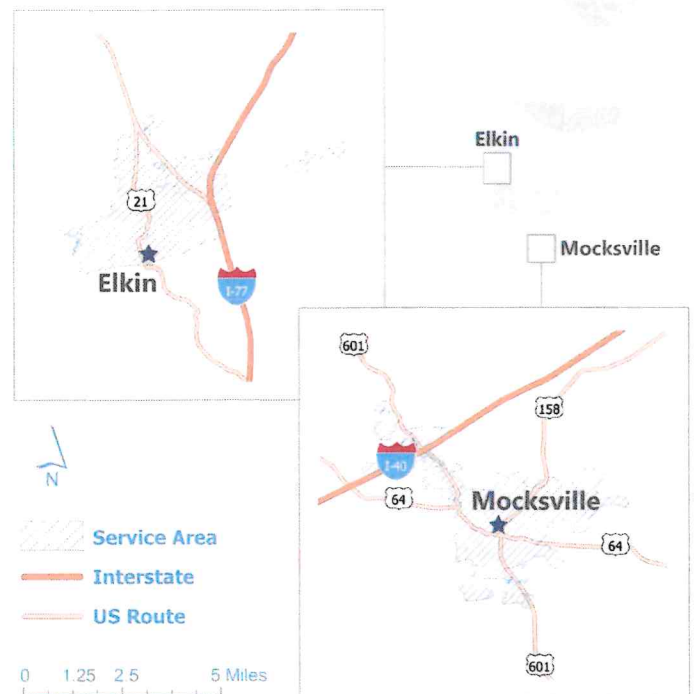
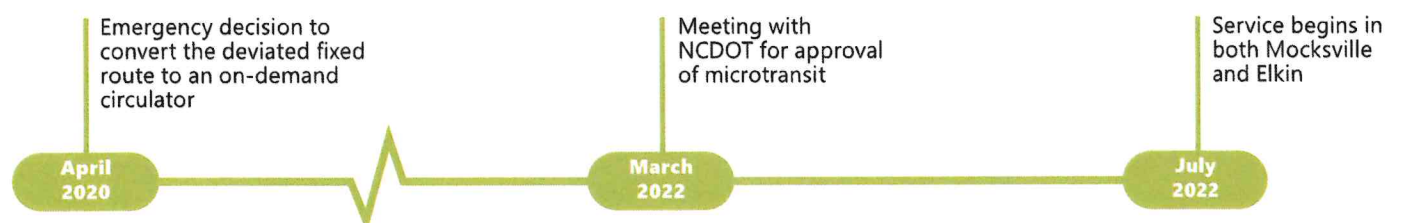
Fare structure

- **Payment:** Cash, passes
- **Fare:** \$1 per trip
- **Discount:** \$30 for up to 100 trips within 30 days; \$10 for up to 25 trips within the same week
- **Credit card:** Not accepted

Scheduling

- **To schedule:** App (CTS Rider Portal), telephone, or website
- **ADA requests:** App (CTS Rider Portal), telephone, or website
- **Pre-schedule:** Available (Medicaid passengers must be pre-approved and pre-scheduled to ride)
- **Stop locations:** Door-to-door service
- **Wait time target:** Within 15 minutes

Project timeline



YVEDDI microtransit service area map

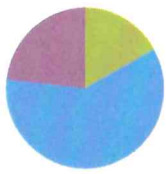
YVEDDI's pilot program offers on-demand microtransit service in and around the towns of Elkin and Mocksville, replacing previous fixed route and pre-scheduled services.

Funding

- 50% from Formula Grant for Rural Areas - 5311 (Federal)
- 50% from Rural Operating Assistance Program (State)

Service area socio-demographics

Total population: **5,484**
Population density: **378**
persons per sq mile



17% Population under 18
60% Population 18-64
23% Population over 64

Zero-vehicle households **8%**  **11%** Vehicle deficient households


17%
Non-white


20%
Below poverty


20%
Non-ambulatory

Fleet

- **Fleet size:** 4 (2 vehicles in each town)
- **Fleet ownership:** YVEDDI
- **ADA compatible:** Built-in

Marketing

- Communicated with the town councils
- Used social media, press release and media campaigns during the pandemic
- Developing marketing plan, as the program was rushed into service due to the pandemic



Microtransit vehicle



Microtransit driver

RTP Connect (GoTriangle)

PILOT PHASE

General information

- **Service area:** 20 square miles in and around Research Triangle Park
- **Project type:** Transportation Network Company subsidy
- **Technology provider:** Lyft and Uber
- **Vehicle provider:** Driver's personal vehicle
- **Driver provider:** Lyft and Uber
- **Project administration:** GoTriangle
- **Data ownership:** Lyft and Uber
- **Service start date:** August 19, 2019
- **Service hours:** Mon - Fri 6:30 AM - 10:30 PM

Fare structure

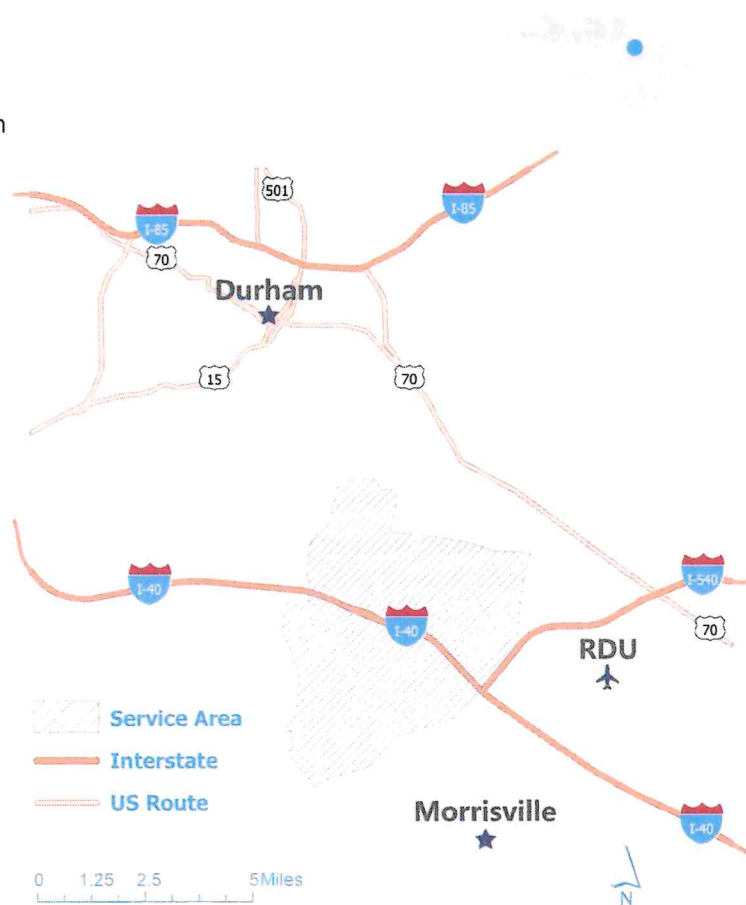
- **Payment:** Use the voucher link (if using Uber) or enter promo code/pass (if using Lyft) in the app (first time only) to get the subsidy
- **Fare:** \$10 subsidy for each trip (user pays the excess fee)
- **Credit/Debit card:** Required

Scheduling

- **To schedule:** App (Lyft or Uber), telephone
- **ADA requests:** Telephone
- **Pre-schedule:** App (Lyft or Uber)
- **Stop locations:** Curb to/from Regional Transit Center or Boxyard RTP

Funding

- 50% from Research Triangle Foundation (Local)
- 50% from GoTriangle General Funds (Local)



GoTriangle microtransit service area map

RTP Connect is a pilot program that subsidizes trips carried by on-demand Transportation Network Companies in and around the Research Triangle Park (RTP) employment cluster. The service is designed to provide a first/last mile connection to fixed route transit and a dining destination. All trips must originate from or terminate at the transit center or dining destination.

Service area socio-demographics

Total population:
12,252

Population density:
635
persons per sq mile

Zero-vehicle households **2%**  **8%** Vehicle deficient households



16% Population under 18
75% Population 18-64
9% Population over 64


58%
Non-white


3%
Below poverty


5%
Non-ambulatory

Fleet

- **Fleet size:** Dynamic
- **Fleet ownership:** Driver's personal vehicle
- **ADA compatible:** Not available on regular Lyft and Uber trips (should call GoTriangle)

Marketing

- Coordinated with employer transportation coordinators
- Promoted through business and tenant groups
- Worked with the Research Triangle Foundation's marketing group

GoWake SmartRide NE (Wake County)

PILOT PHASE

General information

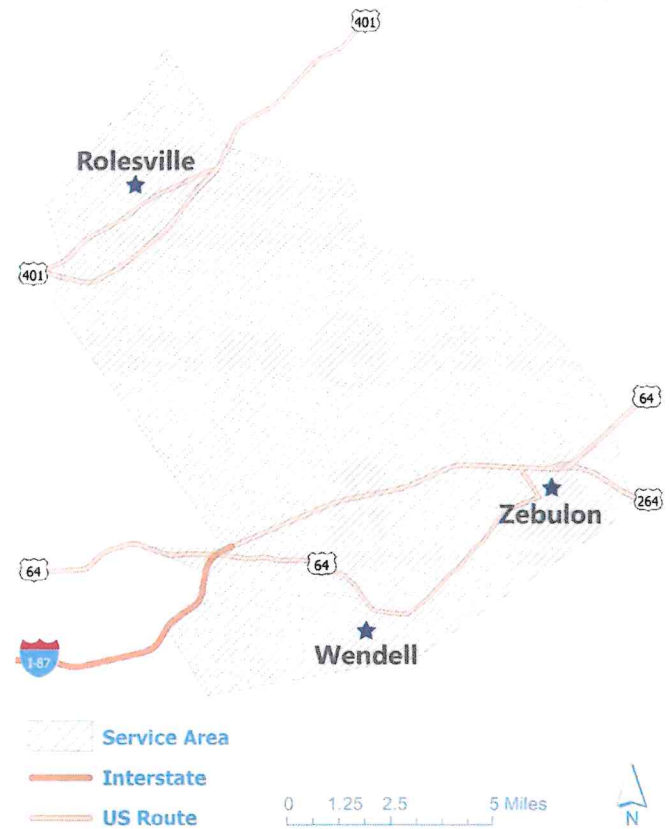
- **Service area:** Roughly 90 square miles in Northeastern Wake County, including Rolesville, Wendell, Zebulon, and all areas in between
- **Project type:** Microtransit
- **Turnkey:** No
- **Technology provider:** Uber
- **Vehicle provider:** MV Transportation
- **Driver provider:** MV Transportation
- **Project administration:** Wake County Health & Human Services
- **Data ownership:** Uber
- **Service start date:** March 21, 2022
- **Service hours:** Mon - Fri 6:00 AM - 7:00 PM

Fare structure

- **Payment:** App
- **Fare:** Free
- **Credit Cards:** Required if ride is requested in the app

Scheduling

- **To schedule:** App (Uber), telephone
- **ADA requests:** App (Uber), telephone
- **Pre-schedule:** Available
- **Stop locations:** Curb-to-curb with door-to-door available
- **Wait times:** Within 30 minutes



Wake County microtransit service area map

Wake County's on-demand microtransit service, GoWake SmartRide NE, was designed to provide trips from the traditional first/last mile up to 5 to 7 miles away from major destinations and regional transit connections in Wake County. It also aims to provide residents with greater accessibility to jobs, schools, healthcare, and other essential services.

Funding

- Integrated Mobility Innovation grant (Federal)
- County funds (Local)
- Wake Transit Plan (roughly \$30,000) (Local)
- GoWake Program (\$15,000) (Local)

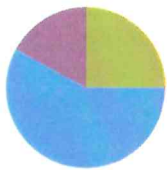
Project timeline



Service area socio-demographics

Total population:
36,984

Population density:
379
persons per sq mile



25% Population under 18

58% Population 18-64

18% Population over 64

Zero-vehicle households

2%



4%

Vehicle deficient households



39%
Non-white



7%
Below poverty



12%
Non-ambulatory

Ridership

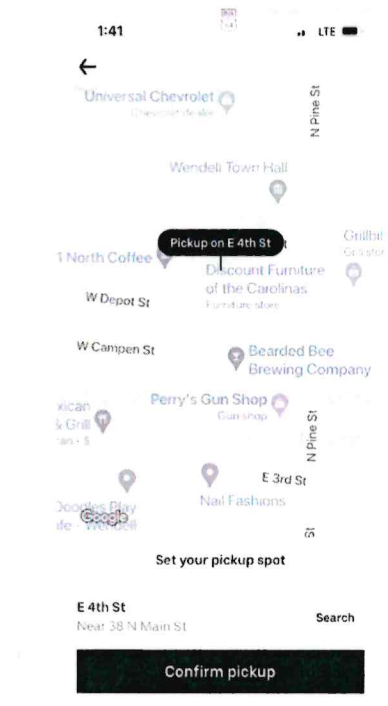


Fleet

- Fleet size: 3
- Fleet ownership: MV transit
- ADA compatible: Built-in

Marketing

- Mailed postcards
- Conducted focus groups
- Produced yard signs and t-shirts



App screenshot



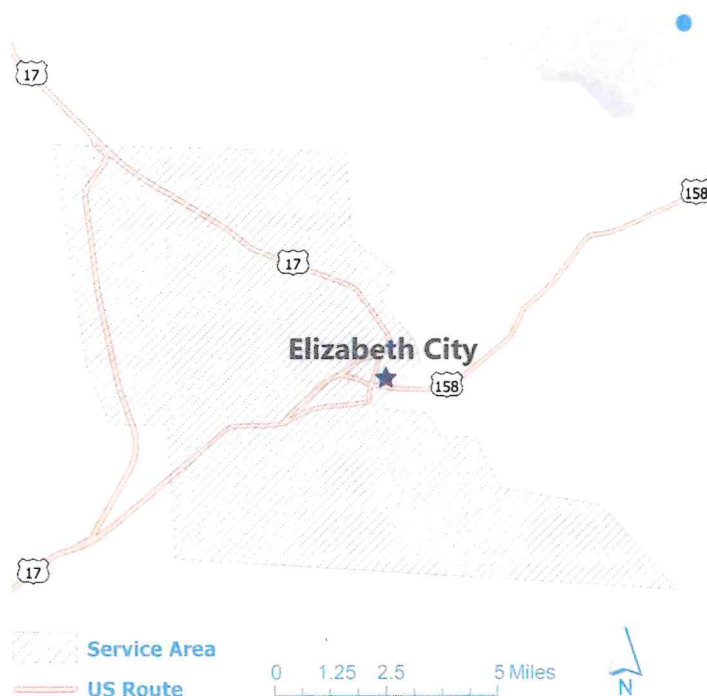
Microtransit vehicle

ICPTA Inter County Public Transportation Authority (Elizabeth City)

PLANNING PHASE

General information

- **Service area:** Elizabeth City and 5 surrounding counties (Chowan, Perquimans, Pasquotank, Camden, and Currituck counties)
- **Project type:** Microtransit (in Elizabeth City) and pre-scheduled service (in 5 surrounding counties)
- **Turnkey:** No
- **Technology provider:** Via
- **Vehicle provider:** ICPTA
- **Driver provider:** ICPTA
- **Project administration:** ICPTA
- **Data ownership:** ICPTA
- **Service start date:** To be determined
- **Service hours:** Mon - Fri 4:30 AM - 7:30 PM
- **Age restrictions:** Children under 13 should be accompanied by adults



ICPTA microtransit service area map

Fare structure

- **Fare:** Free
- **Credit/Debit card:** Not required

Scheduling

- **To schedule:** App (Via), telephone, or webpage
- **ADA requests:** App (Via), telephone, or webpage
- **Pre-schedule:** Available
- **Stop locations:** Curb-to-curb (door-to-door when necessary)
- **Wait time target:** Within 15 minutes

ICPTA's on-demand microtransit service will provide on-demand transportation in and around Elizabeth City using public transportation vehicles and operators. Pre-scheduled demand response transportation will remain an option.

Funding

- USDOT Mobility for All Grant (Federal)

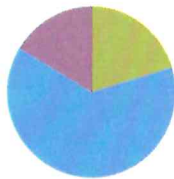
Project timeline



Service area socio-demographics

Total population:
25,968

Population density:
456
persons per sq mile



22% Population under 18

61% Population 18-64

17% Population over 64

Zero-vehicle households **8%**  **7%** Vehicle deficient households

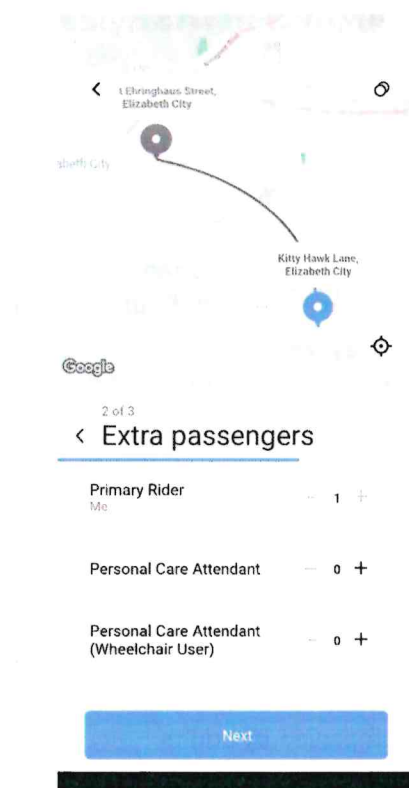

49%
Non-white


15%
Below poverty


15%
Non-ambulatory

Fleet

- Fleet size: 5 available
- Fleet ownership: ICPTA
- ADA compatible: Built-in



App screenshot

Orange County Mobility On-Demand (Orange County)

PILOT PHASE

General information

- **Service area:** Orange County
- **Project type:** Microtransit
- **Turnkey:** No
- **Technology provider:** TransLoc
- **Vehicle provider:** Orange County Public Transportation
- **Driver provider:** Orange County Public Transportation (drivers are part-time)
- **Project administration:** Orange County Public Transportation
- **Data ownership:** Orange County Public Transportation
- **Service start date:** March 2020
- **Service hours:** Fri 5:00 PM - 9:00 PM, Sat 9:00 AM - 5:00 PM

Fare structure

- **Payment:** App only, no cash
- **Fare:** \$5 per trip
- **Credit/Debit card:** Required

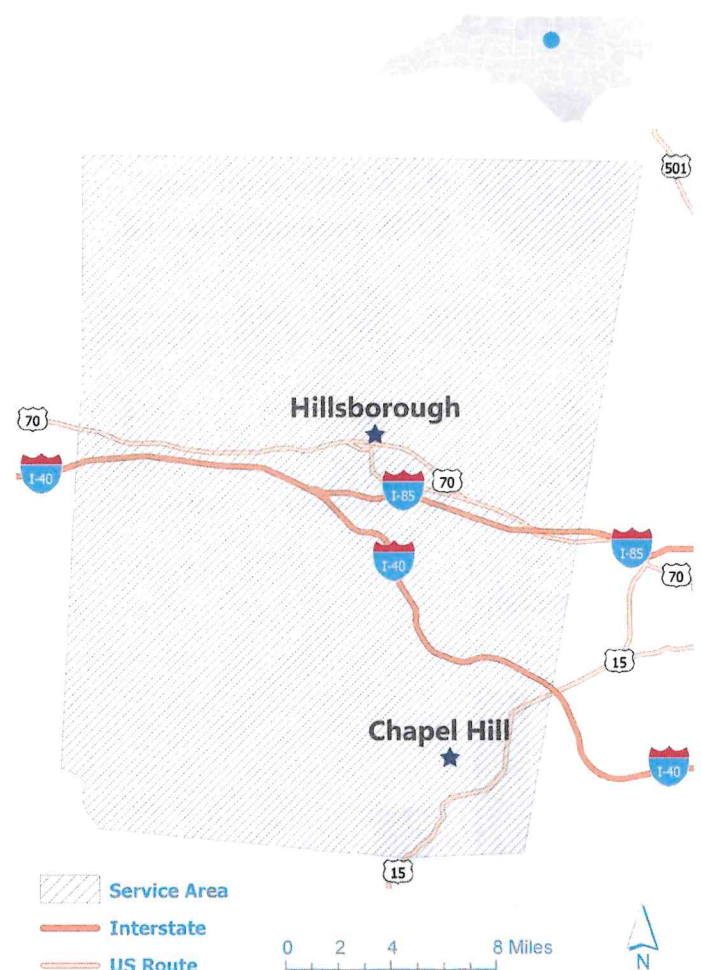
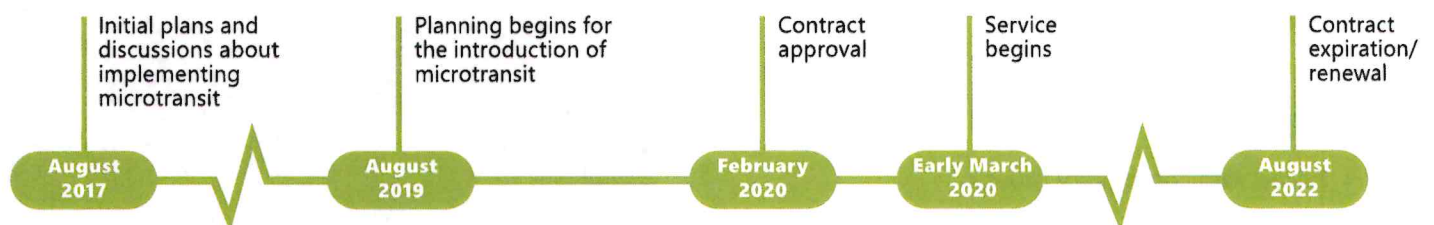
Scheduling

- **To schedule:** App (TransLoc), telephone, or website
- **ADA requests:** App (TransLoc), telephone, or website
- **Pre-schedule:** Not available
- **Stop locations:** Curb-to-curb
- **Wait time target:** Within 15 minutes

Funding

- Orange Transit Plan (Local)

Project timeline



Orange County microtransit service area map

Orange County's on-demand microtransit service operates on weekends outside of the regular demand response hours.

Service area socio-demographics

Total population: **146,354**
Population density: **364**
persons per sq mile



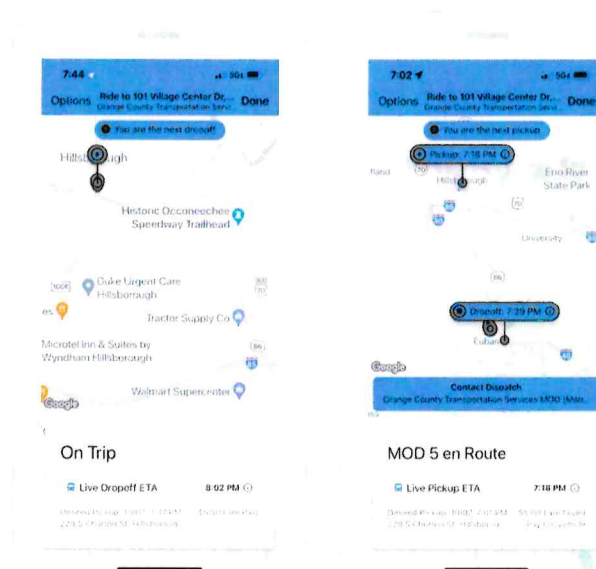
20% Population under 18
67% Population 18-64
13% Population over 64

Zero-vehicle households **5%** **7%** Vehicle deficient households

25%
Non-white

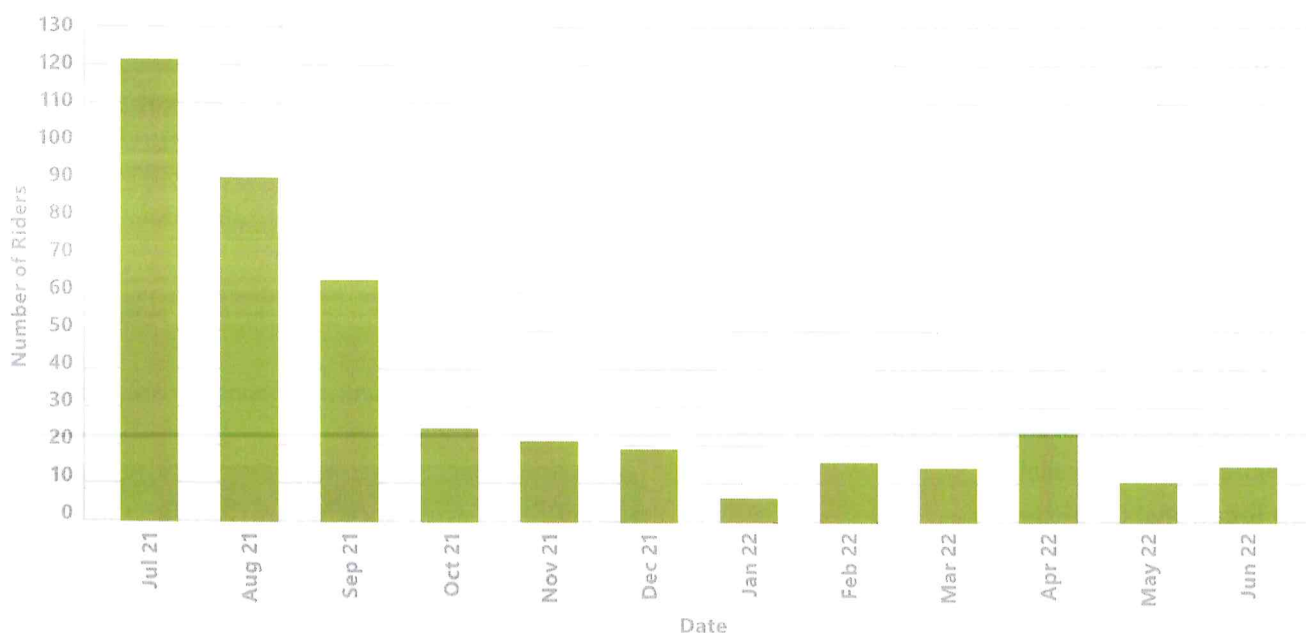
12%
Below poverty

7%
Non-ambulatory



App screenshots

Ridership



Fleet

- Fleet size: 5
- Fleet ownership: Orange County
- ADA compatible: Built-in

Marketing

- Talked with community groups



Microtransit vehicle

Sanford Microtransit Project (Sanford)

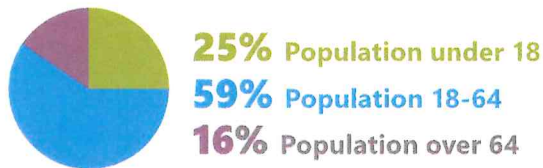
PLANNING PHASE

General information

- Project administration: City of Sanford

Service area socio-demographics

Total population: **61,083** Population density: **235**
persons per sq mile



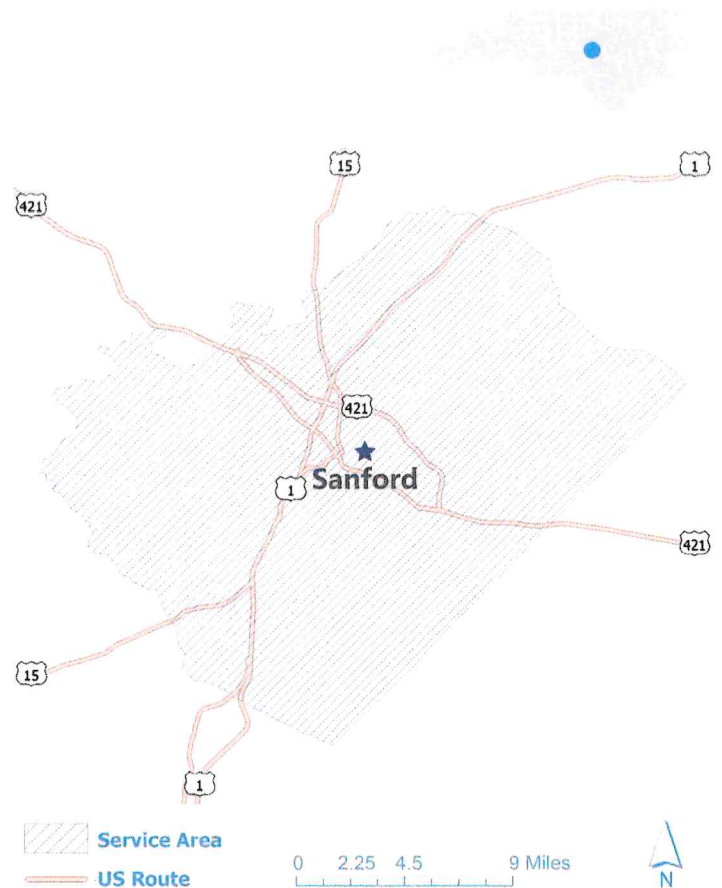
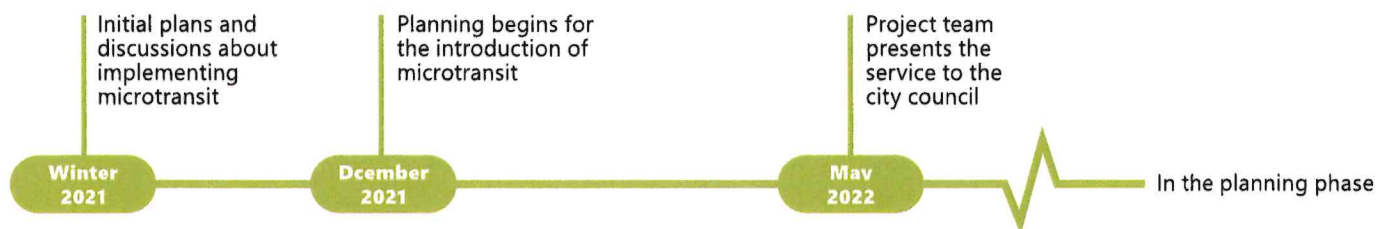
Zero-vehicle households **5%** **5%** Vehicle deficient households

27% Non-white **15%** Below poverty **17%** Non-ambulatory

Funding (potential)

- USDOT Rural Surface Transportation Grant (Federal)
- Future FTA Discretionary Grants for microtransit (Federal)
- Formula Grant for Rural Areas - 5311 (Federal)
- Fare and advertising revenue (Local)

Project timeline



Sanford and Lee County potential microtransit service area

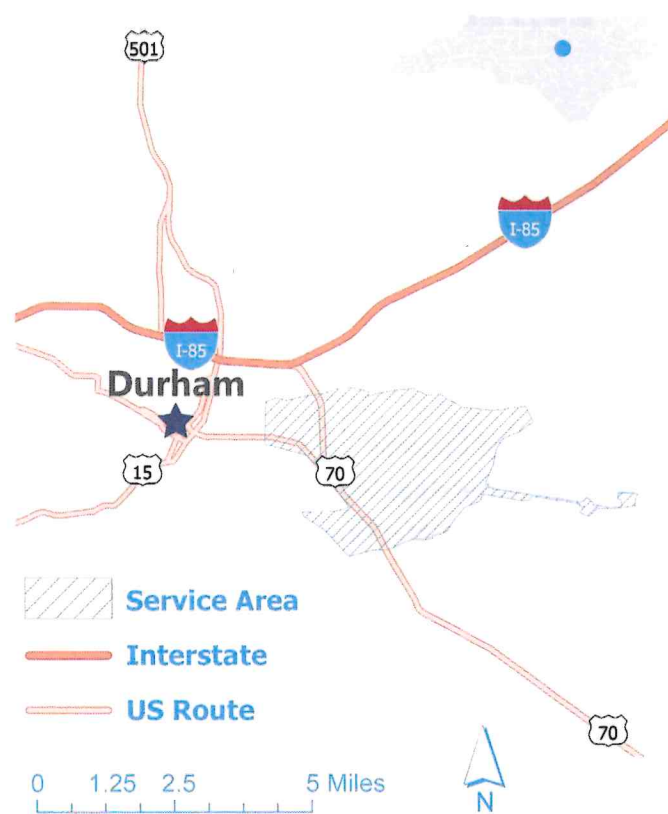
Sanford's on-demand microtransit project aims to increase access and quality of service in the community.

GoDurham Connect (Durham)

PILOT PHASE

General information

- **Service area:** 7.5 square miles in East Durham
- **Project type:** Transportation Network Company subsidy
- **Technology provider:** Lyft
- **Vehicle provider:** Driver's personal vehicle
- **Driver provider:** Lyft
- **Project administration:** GoDurham
- **Data ownership:** Lyft
- **Service start date:** March 7, 2022, expansion in November 2022
- **Service hours:** Mon - Sat 7:00 AM - 8:00 PM, Sun 8:00 AM - 7:00 PM
- **Age restriction:** Children under 17 should be accompanied by adults
- **Allowed maximum trips per person:** 120 trips per month



Fare structure

- **Payment:** Enter promo code in Lyft app to get the subsidy
- **Fare:** A maximum of \$25 subsidy for each trip, user pays excess fee
- **Credit/Debit card:** Required

Scheduling

- **To schedule:** App (Lyft), telephone
- **ADA requests:** Telephone
- **Pre-schedule:** App (Lyft)
- **Stop locations:** Curb-to-curb service

Funding

- Durham Transit Plan (Local)

GoDurham Connect is a pilot program that subsidizes trips carried by an on-demand Transportation Network Company. The service is designed to connect people between their homes and bus stops, shopping centers, schools, and libraries for trips entirely within East Durham.

Project timeline



Service area socio-demographics

Total population:

20,722

Population density:

2,760
persons per sq mile

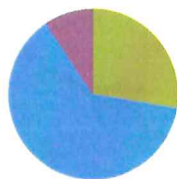
Zero-vehicle
households

10%



12%

Vehicle deficient
households



29% Population under 18

61% Population 18-64

10% Population over 64



67%
Non-white



6%
Below poverty



10%
Non-ambulatory

Fleet

- **Fleet size:** Dynamic
- **Fleet ownership:** Driver's personal vehicle
- **ADA compatible:** Not available on regular Lyft trips (should call GoDurham)

Marketing

- Attended tabling events and shared project information with residents prior to implementation
- Distributed instructional pamphlets among users and trained Regional Information Staff about project
- Communicated with non-profit organizations and Durham housing authority



STAFF REPORT

TO: City Council

VIA: Mark Watson, City Manager

DATE: August 12, 2025

FROM: Donna O’Keefe, Downtown Manager

PREPARED BY: Donna O’Keefe, Downtown Director

SUBJECT: Mural Guidelines and Land Uses Ordinance - Title XV, Chapter 160, Section 160.04 Murals in Downtown District

SUMMARY STATEMENT

City Council is requested to consider and approve the Mural Ordinance and accompanying Guidelines for Mural Projects on a Private Building in Downtown Monroe.

REVIEW

A mural ordinance was created and presented to the Downtown Advisory Board on February 19, 2025 and to City Council on April 8, 2025. The DAB recommended that ordinance to City Council. City Council denied the ordinance at their April 8, 2025, regular meeting. City Council did not adopt the Mural Ordinance but did recommended staff come back to council with the Mural Ordinance along with accompanying guidelines for public and private mural projects.

On July 17, Staff presented the Mural Ordinance, Guidelines for Mural Projects on a Private Building in Downtown Monroe, and Guidelines for a Public Mural Project. The Downtown Advisory Board recommended both the ordinance and the guidelines to the General Services Committee and City Council at their July 17, 2025 regular meeting.

Donna O’Keefe presented the Mural Guidelines and the Land Uses Ordinance to the General Services Committee on August 7, 2025. The committee is recommending both the guidelines and ordinance to City Council

RECOMMENDATION

The General Services Committee, Downtown Advisory Board, and Staff requests City Council approve of the Mural Ordinance: Title XV, Chapter 160, Section 160.04 and Guidelines for Murals Projects in Downtown District of Monroe to City Council.

Attachment(s):
Guidelines for Mural Projects on Private Buildings in Downtown Monroe
and Public Mural Project Guidelines
Mural Ordinance - Title XV, Chapter 160, Section 160.04

ORDINANCE TO AMEND CITY OF MONROE CODE OF ORDINANCES
TITLE XV: LAND USES
CHAPTER 160: DOWNTOWN DISTRICT
O-2025-12

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MONROE THAT TITLE XV: LAND USAGE OF THE CITY OF MONROE CODE OF ORDINANCES BE AMENDED AS FOLLOWS:

TEXT AMENDMENT

Section 1. Add §160.04 MURALS IN DOWNTOWN to read as follows:

Murals are permitted in the Downtown District as defined in Section 160.04 herein as follows:

(A) *Public Policy and Purpose.* The Monroe City Council finds that the painting of art or murals on buildings located in the Downtown District can enhance the quality of life, vitality, and appearance of Monroe's Downtown. Murals are a form of public art in that they are by design intended to be public displays. Therefore, the commissioning, painting, and maintenance of public art as murals in the Monroe Downtown District should be carried out on behalf of the public only by the City of Monroe utilizing a well-designed process involving public input and approval by Monroe City Council.

(B) *Definitions.* The following definitions shall apply in this Section:

(1) Mural – A picture or design painted on or otherwise attached to an exterior surface of a structure or building.

(2) Sign – A picture or design clearly related by language, logo or pictorial depiction to a business, or advertisement of any product or service of any business. Such Signs are not Murals and are regulated as a sign by the sign provisions of the Monroe Unified Development Ordinance.

(3) Private Mural – Any Mural as defined herein commissioned with or without consideration for painting or attachment to the exterior of a structure or building by a private individual or entity and not commissioned or approved by the City of Monroe.

(4) Public Mural – Any Mural commissioned through the City of Monroe's Downtown Mural Policy and approved by Monroe City Council.

(C) *Private Murals Prohibited.* The commissioning and painting or attaching Private Murals is hereby prohibited in the Downtown District.

(D) *Public Murals.* Only Public Murals commissioned and approved by the Monroe City Council may be painted or attached to a structure or building in the Downtown District.

(E) *Enforcement.*

(1) Civil Enforcement. The Monroe City Manager is authorized to appoint and designate one or more Enforcement Agent(s) to enforce the provisions of this ordinance. Any Mural in the Downtown District observed violating any provision of this ordinance and upon written Notice of Violation by a duly appointed City of Monroe Enforcement Agent is subject to the following civil penalty in the following amounts:

First Citation	\$250.00
Second Citation For Same or Similar Violation	\$500.00

Upon issuance of a notice of violation of this ordinance, the owner of the building or structure on which the Mural is painted or attached shall have thirty (30) days from the date of the Notice of Violation to remove the Mural.

Notices of violation of this ordinance shall be in writing and may be served by personal delivery to the building owner or served by US Mail addressed to the owner of the building as shown on the Union County tax records. Service is complete upon personal delivery or depositing the notice by first class United States Postal Services mail.

(2) Injunction and Abatement. If the building owner fails to remove a Mural that is the subject of a Notice of Violation within the time provided above, the City may apply to the General Court of Justice seeking an injunction and order of abatement pursuant to North Carolina General Statute 160A-175(c). Upon failure of the building owner to comply with the order of the court, the City may abate the violation and any cost incurred by the City be assessed as a lien against the property as provided by state statute.

(3) Appeal. A Notice of Violation of this ordinance may be appealed for a hearing by the building owner upon written notice to the City of Monroe with ten (10) days of receipt of the Notice of Violation. Upon receipt of a notice of appeal, the City Manager and/or their designated Hearing Officer shall schedule a hearing to be held within thirty (30) days of receipt of the notice of appeal. The building owner shall be sent written notice of the date and time of the hearing. The City Manager and/or their designated Hearing Officer shall conduct the hearing during which the building owner shall be given an opportunity to offer evidence or testimony regarding the violation. After conclusion of the hearing, the City Manager and/or their designated Hearing Officer shall make a written determination and provide copies to the building owner. The written decision of

the City Manager and/or their designated Hearing Officer is final and no additional administrative appeals are available. Appeal of the Notice of Violation issued pursuant to paragraph E above shall stay the removal requirement pursuant to (E)(1) above until the date the written hearing determination letter is mailed to the building owner. If the Violation is upheld as a result of the hearing, the building owner shall have thirty (30) days from the date of mailing the notice of violation to remove the Mural.

Section 2. This Ordinance shall be effective upon adoption.

Adopted this 12th day of August, 2025.

Attest:

Robert A Burns, Mayor

Bridgette H. Robinson, City Clerk

Guidelines for Mural Project on a Private Building in Downtown Monroe

The Monroe City Council finds that the painting of art or murals on buildings located in the Downtown District can enhance the quality of life, vitality, and appearance of Monroe's Downtown. Murals are a form of public art intended to be public displays. Commissioning and painting, or attaching Private Murals is prohibited in the Downtown District unless approved pursuant to the policies and guidelines provided herein. Therefore, the commissioning, painting, and maintenance of public art as murals in the Monroe Downtown District should be carried out on behalf of the public only by the City of Monroe utilizing a well-designed process involving public input and approval by Monroe City Council.

1. Purpose

These guidelines outline a process for requesting consideration of a mural project on a private building in the Downtown District. A private property owner can pursue a mural project within the downtown district through a standardize process that includes public input and approval of Monroe City Council.

These guidelines will help ensure the continued visual aesthetic of Downtown Monroe while striking an appropriate balance between historic character and creative expression. It will also ensure that the location, size, shape, color palette, materials used, theme, and relationship to historic context are appropriate for our downtown.

2. Definitions

- a) Mural – A picture or design painted on or otherwise attached to an exterior surface of a structure or building.
- b) Sign – A picture or design clearly related by language, logo or pictorial depiction to a business, or advertisement of any product or service of any business. Such Signs are not Murals and are regulated as a sign by the sign provisions of the Monroe Unified Development Ordinance.
- c) Private Mural – Any Mural as defined herein commissioned with or without consideration for painting or attachment to the exterior of a structure or building by a private individual or entity and not commissioned or approved the City of Monroe.
- d) Public Mural – Any Mural commissioned through the City of Monroe Downtown Mural Policy and approved by Monroe City Council.

3. Application

Private Property owners may submit a Private Mural Application for consideration. An application does not guarantee selection. All murals will be commissioned and approved by the Monroe City Council pursuant to this policy which includes public review, vetting, and input.

Requirements:

- ❖ Mural themes and designs
- ❖ Murals locations must be on the side or rear walls of the building, and not on its primary façade or above its roof line.

- ❖ Murals will not be approved for location any historically significant surfaces.
- ❖ Murals must complement and enhance the building and should not cover or detract from significant or character-defining architectural features.

The application must include:

1. A Completed application
2. Description of the mural concept, composition, and purpose of the mural.
3. A conceptual drawing of the proposed mural project including measurements of the final size.
4. A detailed description of the location including photographs of the location and measurements of the wall, the wall material and condition.
5. The proposed artist resume, description of prior art experience, including a minimum of 6 previous mural projects. A link to their website will be accepted.
6. Estimate or proposal for the cost of the mural project including: fees, supplies, insurance, wall prep, cost of scaffolding, ladders, lifts, etc.
7. (Not required but recommended) Any letter(s) of support from organizations and/or neighbors.
8. A description of the funding source or sponsor.

Approval – The Downtown Advisory Director will be assigned to review all projects, artists, and proposed mural designs. The Director will seek input as needed and assemble all information necessary and present the project proposal to the Downtown Advisory Board for their recommendation. The Downtown Advisory Board will use a 5 point scoring system based on the criteria set in the guidelines to make a recommendation to City Council to approve or deny the project proposal. Once the Downtown Advisory Board has reviewed the project the Downtown Director will request a public hearing and present the project to City Council along with the recommendation from the Downtown Advisory Board for their final approval or denial.

The scoring criteria will include:

1. Quality/originality in keeping with Paragraph 3 themes
2. Capabilities of the Artist
3. Merit of the proposed mural project
4. Appropriate in scale, material, form, and content for community and physical environment;
5. Durability of the mural based on the surface integrity and reasonable cost of maintenance.
6. The Work of Art should not present any safety issues in these areas.
7. A funding source or sponsorship has been identified

An average of 25 points or higher from the panel is need to be approved. Once a mural proposal is approved the property owner will enter into a Mural Easement Agreement with The City of Monroe.

Design & Materials

- ❖ The scale of the mural should be appropriate to the building and the site.
- ❖ The mural should be an original design.
- ❖ The mural should be composed of a color palette that compliments the colors or architecture found within its location.

- ❖ Sponsor and artist names may be incorporated but should be discreet and not exceed 5% of the design or 2 square feet in area, whichever is less.
- ❖ The paints and materials used should not chemically corrode nor compromise the integrity of the building's exterior or structure.
- ❖ Reflective, neon, and fluorescent paints should not be used.
- ❖ Once completed, the mural should be sealed with a sealant sufficient to protect the mural for a minimum of ten years. In the alternative, the materials, paints, etc. used should be of such quality sufficient to last for ten years without significant maintenance or repainting.
- ❖ Include recommendations for removal or covering the mural when the term (ten years) expires.
- ❖ All costs associated with installing the mural, artist fees, materials, and related costs will be the responsibility of the owner unless an agreement is reached with the City of Monroe to share in the cost of the mural. In the public interest, the owner may apply to the City to share in the cost of funding the mural.

Installation

Funding Sources – Staff will be active in applying for private funds, and grants to support Public Mural projects as appropriate. Individuals, businesses and organizations will also be encouraged to sponsor public or private mural projects.

Once approved as provided herein, the mural must be completed within six (6) months of approval or the approval expires.

Maintenance

The property owner will be responsible for any and all maintenance or repairs to the mural after it is installed. This includes the repair of material failure (peeling paint) and promptly removing vandalism in accordance with the City Code. Murals will be inspected periodically by city staff to determine if they need maintenance. However, if a maintenance issue arises between such inspections, the property owner shall notify city staff of the issue. The mural will be painted over by the city, at its expense

Guidelines for a Public Mural Projects

Step 1: Call for Walls - Any business owner may apply

Step 2: Call to Artists- Any Artist may apply, subject to any limitations established by the Downtown Advisory Board

Step 3: The Downtown Advisory Director will review the project, artists, and proposed mural designs. The Director will seek input as needed and assemble all information necessary.

Step 4: The artist will be given the mural location, theme and budget. They will submit their mural design and fee. If the initial design, is not acceptable, the artist will have the opportunity to submit a revised design.

Step 5: The Downtown Advisory Director will present the mural project artist, design, and budget to the Downtown Advisory Board.

Step 6: The Downtown Advisory Board will review and will determine if a project is acceptable and make their recommendation to City Council

Step 7: The Downtown Advisory Director will schedule and advertise a public hearing to be held during a City Council meeting during which City Council will receive public input regarding the proposed mural.

Step 8: The Downtown Advisory Director will present the mural project to City Council. If approved by City Council the mural will be scheduled for installation.

Step 9: Prior to beginning installation of the mural, the property owner will provide the City of Monroe with a recordable Mural Easement provided by the City and signed by the property owner(s).

ORDINANCE TO AMEND CITY OF MONROE CODE OF ORDINANCES
TITLE XV: LAND USES
CHAPTER 160: DOWNTOWN DISTRICT
O-2025-12

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(B) *Definitions.* The following definitions shall apply in this Section:

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(4) Public Mural – Any Mural commissioned through the City of Monroe's Downtown Mural Policy and approved by Monroe City Council.

(C) *Private Murals Prohibited.* The commissioning and painting or attaching Private Murals is hereby prohibited in the Downtown District.

(D) *Public Murals.* Only Public Murals commissioned and approved by the Monroe City Council may be painted or attached to a structure or building in the Downtown District.

(E) *Enforcement.*

(1) Civil Enforcement. The Monroe City Manager is authorized to appoint and designate one or more Enforcement Agent(s) to enforce the provisions of this ordinance. Any Mural in the Downtown District observed violating any provision of this ordinance and upon written Notice of Violation by a duly appointed City of Monroe Enforcement Agent is subject to the following civil penalty in the following amounts:

First Citation	\$250.00
Second Citation For Same or Similar Violation	\$500.00

Upon issuance of a notice of violation of this ordinance, the owner of the building or structure on which the Mural is painted or attached shall have thirty (30) days from the date of the Notice of Violation to remove the Mural.

Notices of violation of this ordinance shall be in writing and may be served by personal delivery to the building owner or served by US Mail addressed to the owner of the building as shown on the Union County tax records. Service is complete upon personal delivery or depositing the notice by first class United States Postal Services mail.

(2) Injunction and Abatement. If the building owner fails to remove a Mural that is the subject of a Notice of Violation within the time provided above, the City may apply to the General Court of Justice seeking an injunction and order of abatement pursuant to North Carolina General Statute 160A-175(c). Upon failure of the building owner to comply with the order of the court, the City may abate the violation and any cost incurred by the City be assessed as a lien against the property as provided by state statute.

(3) Appeal. A Notice of Violation of this ordinance may be appealed for a hearing by the building owner upon written notice to the City of Monroe with ten (10) days of receipt of the Notice of Violation. Upon receipt of a notice of appeal, the City Manager and/or their designated Hearing Officer shall schedule a hearing to be held within thirty (30) days of receipt of the notice of appeal. The building owner shall be sent written notice of the date and time of the hearing. The City Manager and/or their designated Hearing Officer shall conduct the hearing during which the building owner shall be given an opportunity to offer evidence or testimony regarding the violation. After conclusion of the hearing, the City Manager and/or their designated Hearing Officer shall make a written determination and provide copies to the building owner. The written decision of

the City Manager and/or their designated Hearing Officer is final and no additional administrative appeals are available. Appeal of the Notice of Violation issued pursuant to paragraph E above shall stay the removal requirement pursuant to (E)(1) above until the date the written hearing determination letter is mailed to the building owner. If the Violation is upheld as a result of the hearing, the building owner shall have thirty (30) days from the date of mailing the notice of violation to remove the Mural.

Section 2. This Ordinance shall be effective upon adoption.

Adopted this 8th day of April, 2025.

Attest:

Robert A Burns, Mayor

Bridgette H. Robinson, City Clerk



STAFF REPORT

TO: City Council

VIA: Mark Watson, City Manager

DATE: August 12, 2025

FROM: Donna O’Keefe, Downtown Manager

PREPARED BY: Donna O’Keefe, Downtown Director

SUBJECT: Mural Guidelines and Land Uses Ordinance - Title XV, Chapter 160, Section 160.04 Murals in Downtown District

SUMMARY STATEMENT

City Council is requested to consider and approve the Mural Ordinance and accompanying Guidelines for Mural Projects on a Private Building in Downtown Monroe.

REVIEW

A mural ordinance was created and presented to the Downtown Advisory Board on February 19, 2025 and to City Council on April 8, 2025. The DAB recommended that ordinance to City Council. City Council reviewed the ordinance at their April 8, 2025, regular meeting. City Council did not adopt the Mural Ordinance but did recommended staff come back to council with the Mural Ordinance along with accompanying guidelines for public and private mural projects.

On July 17, Staff presented the Mural Ordinance, Guidelines for Mural Projects on a Private Building in Downtown Monroe, and Guidelines for a Public Mural Project. The Downtown Advisory Board recommended both the ordinance and the guidelines to the General Services Committee and City Council at their July 17, 2025 regular meeting.

Donna O’Keefe presented the Mural Guidelines and the Land Usage Ordinance to the General Services Committee on August 7, 2025. The committee is recommending both the guidelines and ordinance to City Council

RECOMMENDATION

The General Services Committee, Downtown Advisory Board, and Staff requests City Council approve the Mural Ordinance: Title XV, Chapter 160, Section 160.04 and Guidelines for Murals Projects in Downtown District of Monroe.

Attachment(s):

Guidelines for Mural Projects on Private Buildings in Downtown Monroe
and Public Mural Project Guidelines
Mural Ordinance - Title XV, Chapter 160, Section 160.04



STAFF REPORT

TO: City Council

VIA: Mark Watson, City Manager

DATE: August 12, 2025

FROM: Julie Thompson, Council Member
Surluta Anthony, Mayor Pro Tem

PREPARED BY: Bridgette H. Robinson, City Clerk

SUBJECT: Citizens Appointment Committee Appointment – Council Member Gary Anderson

SUMMARY STATEMENT

Appointment of Council Member Gary Anderson to the Citizens Appointment Committee.

REVIEW

City Council is requested to appoint Council Member Gary Anderson to serve as a member of the Citizens Appointment Committee.

RECOMMENDATION

City Council is requested to appoint Council Member Gary Anderson to serve as a member of the Citizens Appointment Committee.



STAFF REPORT

TO: City Council

VIA: Mark Watson, City Manager

DATE: August 12, 2025

FROM: Lisa Hollowell, Assistant to the City Manager

PREPARED BY: Bridgette H. Robinson, City Clerk

SUBJECT: City Council Planning Retreat

SUMMARY STATEMENT

This is a discussion on a proposed City Council Planning Retreat and proposed date.

REVIEW

Staff is requesting that City Council hold a one-day Planning Retreat to discuss specific City services and needs. The proposed dates for the Retreat are September 16, 2025 or September 30, 2025 beginning at 8:00 a.m. The location will be the City Hall Council Chambers.

RECOMMENDATION

Staff recommends City Council discuss the proposed Retreat, and if acceptable, determine what date would be best for their availability and call for a Special Meeting to be held on the determined date beginning at 8:00 a.m.

08012501



STAFF REPORT

TO: City Council

VIA: Mark Watson, City Manager

DATE: August 12, 2025

FROM: Terry Sholar, Senior Staff Attorney

PREPARED BY: Terry Sholar, Senior Staff Attorney

SUBJECT: Amendment of Chapter 32 – Boards, Commissions, and Committees

SUMMARY STATEMENT

Council is requested to consider amending Section 32.10 of Chapter 32 – Boards, Commissions, and Committees to clarify the role of City Council Committees.

REVIEW

Council Member Franco McGee and Mayor Pro Tem Surluta Anthony requested the item be added to the agenda to clarify the role of City Council Committees. Each City Council Committee is composed of City Council members, which, in the normal course of business, are charged with reviewing, and making recommendations on all matters before the matter is added to a City Council Agenda. The role of a City Council Committee is to review and make recommendations to Council but not prevent an item from being considered by City Council. The suggested amendment adds that a City Council Committee review a matter and either refer it back to a committee or to staff for more information or consideration or referring the matter to City Council with a recommendation.

RECOMMENDATION

Staff recommends consideration of the clarifying amendments to Section 32.10 of Chapter 32 – Boards, Commissions, and Committees.

Attachment: Proposed O-2025-32 to Amend Section 32.10 of Chapter 32 – Boards, Commissions and Committees

ORDINANCE TO AMEND CITY OF MONROE CODE OF ORDINANCES
TITLE III: ADMINISTRATION
CHAPTER 32: BOARDS, COMMISSIONS AND COMMITTEES
O-2025-32

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MONROE THAT TITLE III, CHAPTER 32 OF THE MONROE ORDINANCES IS HEREBY AMENDED AS FOLLOWS:

Section 1. Amend Chapter 32, Section 32.10 as follows:

CITY COUNCIL COMMITTEES

32.10. The purpose of a Council Committee is to review all items coming to City Council from a Citizen Advisory Committee or Statutory Committee, refer matters for consideration to a Citizen Advisory Committee within the subject matter of the committee, and make appropriate recommendations before an item is placed on a City Council agenda. City Council Committees shall be composed of up to three City Council members without citizen appointees. The Public Enterprise Committee, General Services Committee, Citizens Appointment Committee, and Public Safety Committee comprise the Council Committees. Before an item is placed on a City Council Agenda, any item coming to a City Council Committee from an Advisory, Statutory, or Ad Hoc Committee will be reviewed and either sent back to the referring Committee for further consideration/information or be referred on to City Council with a recommendation from the reviewing City Council Committee.

Section 2. This Ordinance shall be effective upon adoption.

Adopted this 12th day of August, 2025.

Attest:

Robert A. Burns, Mayor

Bridgette H. Robinson, City Clerk



STAFF REPORT

TO: City Council

VIA: Mark Watson, City Manager

DATE: August 12, 2025

FROM: Robert Miller, General Manager of Energy Services and Water Resources

PREPARED BY: Richard Riser, Assistant Director of Water Resources

SUBJECT: Consideration of Amended Developer Agreement with Pulte Home Company, LLC for Riverstone Subdivision

SUMMARY STATEMENT

This is a request for the City Council to consider amendments to a Developer Agreement to provide for a means of recouping some of the expenditures for infrastructure installed that can be used by future developments.

REVIEW

City Council approved the rezoning of the Riverstone Subdivision on June 8, 2021. As part of the approval and analysis of capacity availability within the collection and conveyance system for this development it was determined that an upgrade to the existing City of Monroe Unionville/Indian Trail pump station was required. Final analysis of capacity needs, pump station operations and maintenance requirements and pump station operational efficiency, determined that a new pump station and larger force main was required to handle flow from the Riverstone Subdivision. This design allowed for service to other parcels within the pump station tributary area.

To be fair to the developer, Pulte Home Company, LLC, a Developer Agreement is being proposed that will allow for the developer to recoup a portion of the cost for the pump station and force main installation. Compensation to the developer will be based upon percentage of drainage area within the tributary area for a particular development. The compensation to the developer will be directly between developments. The City of Monroe is only the facilitator.

This matter came to City Council for public hearing and consideration during its March 11, 2025 Regular Meeting at which time City Council denied entering into the Developer Agreement. Subsequently, City Staff has worked to revise the Developer Agreement to address concerns of

the City Council at that time. This is coming before City Council to consider the amendments and to call for a public hearing to consider entering into the amended agreement.

This information was presented to the Public Enterprise Committee on August 5, 2025.

RECOMMENDATION

It is the recommendation of Staff that the City Council consider the amendments to the Developer Agreement if consider calling for a public hearing during its September 23, 2025 City Council Agreement and consider adoption of the Developer Agreement following the public hearing.

Attachment: Developer Agreement

STATE OF NORTH CAROLINA

COUNTY OF UNION

**INFRASTRUCTURE AGREEMENT FOR OFF-SITE SEWER UTILITY COSTS
BETWEEN THE CITY OF MONROE, NORTH CAROLINA
AND
PULTE HOME COMPANY, LLC**

THIS AGREEMENT, made this the _____ day of _____, 20____, by and between the **CITY OF MONROE, NORTH CAROLINA** (hereinafter called "CITY"), a municipal corporation located in Union County, North Carolina; and **PULTE HOME COMPANY, LLC**, (hereinafter called "DEVELOPER"), a corporation organized and existing under the laws of the State of North Carolina.

WITNESSETH:

WHEREAS, the DEVELOPER has installed CITY water and sewer main extensions to serve the proposed Riverstone Subdivision (hereinafter called "DEVELOPMENT") located on 174.7232 acres of land bordered on the west by N Rocky River Rd., and to the east by Poplin Rd. and to the south by the Monroe Expressway, identified as parcel numbers 08300054A, 07012007, 07012007A (portion of), 07027034C, 08300035E, 08300040B, 07300033 90, 07012003, 07012010, 08300054D, 08300054 and 08300054E in the records of the Union County Tax Office, and

WHEREAS, DEVELOPER has constructed upgrades the City of Monroe Unionville pump station and force main within existing and proposed dedicated public rights-of-way or general public utility easements located on parcels not owned by DEVELOPER (hereinafter called "off-site" sewer and illustrated in Figure 1); and

WHEREAS, to provide future access to sewer capacity for other undeveloped land parcels listed in Exhibit A, and shown in Figure 1, DEVELOPER incurred significant costs to construct off-site sewer improvements in excess of what was necessary for the DEVELOPMENT pursuant to the City's Water and Sewer Extension Policy; and

WHEREAS, the DEVELOPER petitioned for annexation of portions of the DEVELOPMENT into the corporate limits of the CITY and the CITY has approved such petition; and

WHEREAS, State law permits the CITY to establish special conditions for the service including the payment of additional fees pursuant to Article 16 of Chapter 160D of the North Carolina General Statutes; and

WHEREAS, nothing contained herein nor entering into this Agreement shall obligate the City of Monroe to approve future development in any areas identified in Exhibit A attached hereto,

annex any property into the City of Monroe, expend funds, or take any other action except for those expressly provided for in this Agreement.

WHEREAS, the CITY has determined that, to help offset the costs the DEVELOPER incurred for the upsizing necessary to provide sewer infrastructure to the aforementioned area by installing the off-site sewer illustrated in Figure 1 and providing service capacity and size to accommodate the DEVELOPMENT and other potential development in the area; and at the sole discretion of the CITY and consistent with GS 160D, the CITY has elected to allow the DEVELOPER to recoup some of the cost incurred for oversizing beyond that level of service to accommodate the DEVELOPMENT and additional potential development within the area;

NOW, THEREFORE, for and in consideration of the mutual covenants and promises herein made, the parties do hereby agree as follows:

1. To the extent not already completed, the DEVELOPER shall prepare, through a qualified professional engineer, all plans and specifications for the off-site sewer improvements as defined above. Such plans and specifications shall meet all requirements of the City's Standard Specifications and Details Manual, and be subject to approval by the CITY. Off-site sewer shall be sized in accordance with the references in Figure 1 and constructed at the DEVELOPER's expense or oversized at the City expense, if directed.

2. To the extent not already completed, the DEVELOPER shall submit through the North Carolina Department of Environmental Quality (NCDEQ) plans and specifications and receive a permit for the off-site sewer improvements from the NCDEQ prior to beginning construction on said improvements. The DEVELOPER shall provide a certification to the NCDEQ through the DEVELOPER's engineer, upon completion of construction, stating that the construction was completed in substantial conformance with the permitted plans and specifications.

3. To the extent not already completed, the DEVELOPER shall provide, through a qualified registered land surveyor, General Public Utility Easement (GPUE) plats for all easements required for installation of the off-site sewer improvements. The DEVELOPER shall be responsible for the cost of acquiring all GPUE's.

4. To the extent not already completed, the DEVELOPER shall employ licensed and reputable utility contractor(s), to whom the CITY has no reasonable objection, to install the off-site sewer improvements. The off-site sewer improvements shall be constructed to all applicable standards and requirements, and be dedicated to the CITY's ownership upon engineering certification of completion.

Should any of the parcels in Exhibit A gain approval to connect to the City sewer system as part of a development project, and provide a schedule for development and connection, then the DEVELOPER will initiate the installation of the off-site sewer in order to recoup payment from the parcel being developed. Development approvals for any parcel shown on Exhibit A is at the discretion of the Monroe City Council in accord with City land use policies and ordinances and nothing herein obligates the City of Monroe to approve any future developments.

5. To the extent not already completed, the DEVELOPER shall obtain competitive bids from at least 3 contractors for determination of upsizing cost. The bids shall provide unit pricing for installation of infrastructure sized to accommodate the development and unit pricing for infrastructure as designed. The cost of oversizing shall be based upon the cost differential between the two unit prices when applied to like number of units.

6. To the extent not already completed, the DEVELOPER shall prepare “as built” record drawings of the sewer extension upon completion of the work and certify that such drawings accurately reflect actual construction. A reproducible Mylar of these drawings bearing the words "Record Drawings" with date and signature of the engineer appearing on these drawings shall be provided to the CITY. In addition to the Mylar, the same “Record Drawings” shall be provided in both ACAD as well as PDF format.

7. To the fullest extent permitted by law, the DEVELOPER shall release, indemnify, keep and save harmless the CITY, its agents, officials and employees, from any and all responsibility or liability for any and all damage or injury of any kind or nature whatever (including death resulting therefrom) to all persons, whether agents, officials or employees of the CITY, and to all property damage proximately caused by, incident to, resulting from, arising out of, or occurring in connection with the performance or nonperformance of the DEVELOPER provided that such damage or injury is caused in whole or in part by a negligent act or omission by DEVELOPER, his agents, officials, or employees. The indemnification obligation shall not be limited in any way to the amount or type of damages, compensation, or benefits payable by DEVELOPER or his agents under worker's compensation, disability benefits acts, or other employee benefit acts. It is understood that the relationship of DEVELOPER to CITY is that of an independent contractor.

8. In the event the DEVELOPER shall fail to perform satisfactorily in the installation of the off-site sewer improvements under this AGREEMENT, the CITY shall notify the DEVELOPER in writing of the DEVELOPER's unsatisfactory performance or nonperformance and shall permit ten (10) days for a response by the DEVELOPER. If the DEVELOPER's unsatisfactory performance or nonperformance failure(s) is(are) serious and have or may contribute to significant environmental consequences, violation of approved permits, or a material breach of this Agreement, the CITY may immediately suspend this AGREEMENT and arrange separately for the continuation of services described by this AGREEMENT during the response period. Following the response period, if in the opinion of the CITY the DEVELOPER remains in violation of the AGREEMENT, the CITY may terminate this AGREEMENT whereupon all obligations of the CITY to the DEVELOPER shall cease. In the event of such termination, the CITY shall have the exclusive right to assume ownership of the off-site sewer improvements as may be completed or partially completed at the time of termination and may undertake additional construction to complete all or any sections of the these utilities to a point acceptable to satisfy regulatory or permit requirements. In such case, no payments shall be due to the DEVELOPER as provided in this AGREEMENT, and the CITY will not be obligated to serve water and sewer to the DEVELOPMENT.

9. The DEVELOPER shall comply with any and all applicable federal, state, or local standards, regulations, laws, statutes and ordinances, and permits in performing all work required by this AGREEMENT. Among these regulations are Construction Standards of the U. S. Occupational Safety and Health Administration (OSHA).

10. Upon dedication to the CITY the DEVELOPER's off-site sewer cost shall be based upon audited construction, engineering and land acquisition costs.

11. Within thirty (30) days following the City's acceptance of the completed off-site sewer improvements and public dedication of these facilities, the CITY will further obligate to the DEVELOPER, its assigns and successors in writing as follows:

A. The CITY shall pledge to the DEVELOPER not to permit the properties listed in Exhibit A, or future subdivisions thereof, to connect to the off-site sewer improvements constructed by the DEVELOPER, for the first fifteen (15) years after the date of this AGREEMENT, except as specified in Paragraph 11B, until such property owner remits to the DEVELOPER the monetary amount specified in Exhibit A. The monetary amounts shown in Exhibit A shall also be increased annually based on the U.S. Department of Labor Consumer Price Index percentage for the Southeastern United States, Urban Consumers, compounded annually beginning on the effective date of this agreement. Proof of payment shall be submitted to the CITY in the form of a notarized affidavit signed by the DEVELOPER and the property owner prior to allowing said connection. Payment shall be by the then current property owner, regardless of changes of ownership, and shall be due prior to the date when the sewer main extension used to connect to the off-site sewer improvements receive NCDEQ (or City of Monroe Self Permitting) certification of completion. In the event the property owner submits to the CITY documentation of a good faith effort to make the required payment, but the DEVELOPER fails to provide the signed affidavit, the CITY at its sole discretion may allow connection to the off-site sewer improvements.

B. When determined by the CITY that the connection is for providing service to a single residence where there will be no subdivision or development of the property, connection to the off-site sewer improvements is to be allowed without payment to the DEVELOPER.

12. The City's pledge, once committed as defined in Paragraphs 10 and 11, shall be binding upon the CITY to the extent allowed by law, however, the CITY is under no obligation to approve future development or to make payments to the DEVELOPER to the extent that the properties described in Paragraph 11 and Exhibit A remain undeveloped during the 15-year period, to the extent these property owners develop alternative sanitary sewer systems, which does not require connection to the off-site sewer, or as otherwise provided in this Agreement. No payment schedule or commitment is guaranteed by this AGREEMENT beyond the specific terms of Paragraphs 10 and 11.

13. If the DEVELOPER acquires any of the additional land parcels listed in Exhibit A, and connects to the off-site sewer improvements for service to these properties, then no payment will be required.

14. The DEVELOPER agrees that this AGREEMENT is not exclusive, and that the CITY reserves the right to enter into other agreements with property owners in Exhibit A related to other utility costs not directly related to the off-site sewer improvements.

15. Upon engineering certification and dedication of the off-site sewer improvements to the CITY, the CITY maintains the sole right to allocate capacity in the off-site sewer improvements and the DEVELOPER shall not enter into any agreement with any other party or property owner guaranteeing water and/or sewer service capacity or allowing a connection to any water or sewer facility, without the advanced written consent of the CITY. Consideration of off-site water costs shall be handled under a separate Infrastructure Agreement.

16. Any notice to be given hereunder shall be made in writing and mailed by first class U.S. Mail to each of the parties as hereinafter stated or to such other address as such party may designate to the other in writing:

City of Monroe:

Richard Riser
City of Monroe
Assistant Director of WR
P.O. Box 69
Monroe, N.C.28111

Pulte Home Company:

Dan Rossi
Pulte Home Company
VP Land Planning and Development, Charlotte
11116 Lismore Ln.
Matthews, NC 28104

17. Subject to the terms and provisions hereof, either party may assign or transfer its right hereunder upon written approval of the other party, such approval not unreasonably withheld.

18. This agreement shall be binding upon and inure to the benefit of the parties hereto and their respective lawful successors and assigns.

19. This Agreement contains the entire understanding between the parties. No other agreement, statement, or promise made by either Party, orally or in writing, which is not contained in this Agreement shall be valid or binding.

20. This Agreement may be modified or amended upon the mutual written agreement of the parties and duly adopted by the governing bodies of both parties.

21. No waiver by either party of any one or more defaults by the other in the performance of any provisions of this Agreement shall operate or be construed as a waiver of any future default(s) whether of a like or different character.

22. This Agreement is subject to all present and future valid and applicable laws, rules, regulations, and statutes of any governmental authority having jurisdiction.

23. Except as otherwise stated in this Agreement, if any article, paragraph, or provision of this Agreement is declared or rendered unlawful by a court or is deemed unlawful for any reason by a

regulatory agency with jurisdiction, the remainder of this Agreement shall be not affected thereby and shall continue in full force and effect to the extent permitted by law.

IN WITNESS WHEREOF, the CITY has caused this AGREEMENT to be duly executed in its name and behalf and the DEVELOPER has caused this AGREEMENT to be duly executed in its name and behalf and its corporate seal to be hereunto affixed, and attested to.

CITY OF MONROE, NORTH CAROLINA

William Watson, City Manager

ATTEST:

Bridgette H. Robinson, City Clerk

(SEAL)

PULTE HOME COMPANY, LLC

**DAN ROSSI,
VP LAND PLANNING AND
DEVELOPMENT, CHARLOTTE**

ATTEST:

, Secretary

(SEAL)



STAFF REPORT

TO: City Council

VIA: Mark Watson, City Manager

DATE: August 12, 2025

FROM: James Kerr, Council Member
Julie Thompson, Council Member

PREPARED BY: Bridgette H. Robinson, City Clerk

SUBJECT: Discussion on Recognizing 250th Anniversary of American Independence to Occur on July 4, 2026

SUMMARY STATEMENT

Discussion on recognizing the 250th Anniversary of American Independence which will occur on July 4, 2026.

REVIEW

Council Member James Kerr and Council Member Julie Thompson have requested a discussion on recognizing the 250th Anniversary of American Independence which will occur on July 4, 2026.

RECOMMENDATION

City Council is requested to hold a discussion on this recognition.



STAFF REPORT

TO: City Council
VIA: Mark Watson, City Manager
DATE: August 12, 2025
FROM: Robert Miller, General Manager of Energy Services and Water Resources
PREPARED BY: Richard Price, Energy Services Business Process and Systems Manager
SUBJECT: Advanced Metering Infrastructure for Energy Services

SUMMARY STATEMENT

Energy Services staff requests the City Council to consider awarding contracts to Wesco Distribution Inc. as the selected vendor for the Advanced Metering Infrastructure (AMI) project and approving a Budget Ordinance to provide the necessary additional funding.

REVIEW

Several departments of the City teamed together to evaluate the potential AMI project for the City of Monroe. Bids were solicited for the Electric and Natural Gas portion of this project and Wesco Distribution Inc. is the lowest responsive bidder. This solution is comprised of Hubbell Aclara electric meters, gas meter modules, AMI communication network, AclaraONE® Head End / MDM system, and Parsons Customer Engagement portal. The project will be administered through two contracts:

Contract #1 includes AMI system development and integration with a cost of \$5,381,884.53; and, Contract #2 includes AMI meter installation and removal services with a cost of \$1,519,318.85. Total Project Cost: \$6,901,203

To fund the electric AMI project, \$3,214,983 needs to be transferred from the Electric Undesignated Capital Project EL9900 to capital project EL1701 AMI Metering Solutions. To fund the natural gas AMI project, \$1,478,444 needs to be transferred from the Natural Gas fund balance to capital project NG1902 AMI Metering Solutions. Budget Ordinance BO-2025-16 is proposed to transfer this funding.

At its August 5, 2025 meeting, the Public Enterprise Committee (PEC) approved the Energy Services Department's request to place this item on City Council's August 12th, 2025 strategic agenda and that Council approve the associated budget ordinance BO-2025-16, the two contracts between the City of Monroe and Wesco, and to authorize the City Manager to execute the necessary documents.

RECOMMENDATION

Staff recommends that City Council approve the associated budget ordinance BO-2025-16, the two contracts between the City of Monroe and Wesco, and to authorize the City Manager to execute the necessary documents.

Attachment(s):

- 2025-08-05 – PEC AMI Project Presentation
- Budget Ordinance BO-2025-16
- City of Monroe/Wesco Contract for AMI Project System Deployment
- City of Monroe/Wesco Contract for AMI Project Installation Services

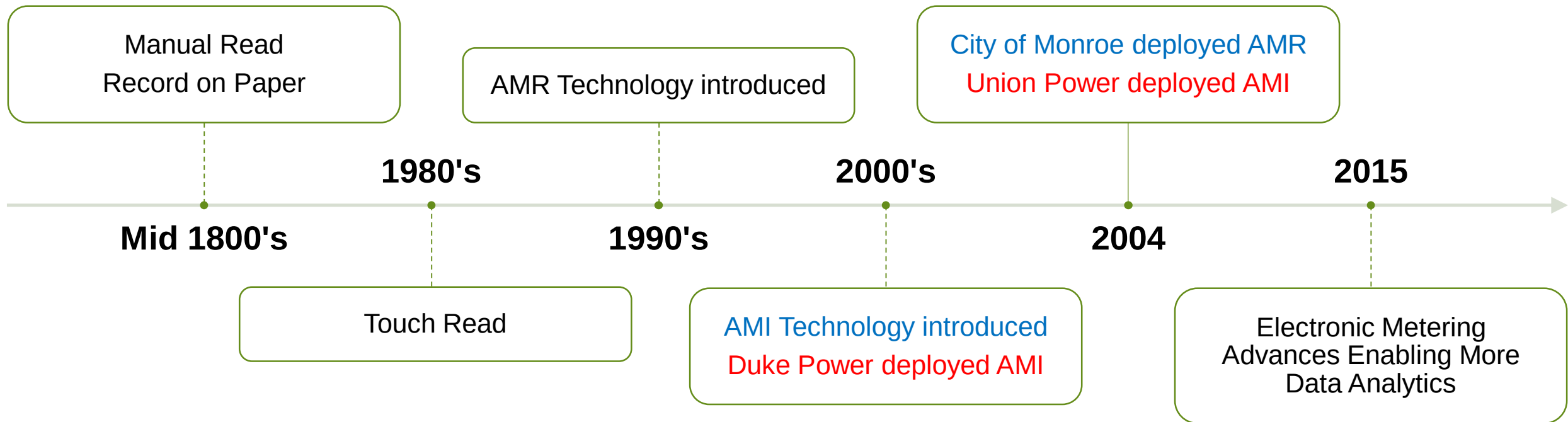
Advanced Metering Infrastructure (AMI)

City Council
August 12, 2025

Outline

1. AMI System
2. Benefits of AMI
3. Project Process
4. Project Financial Information
5. Recommendation/Next Steps

Utility Meter Reading History



AMI System

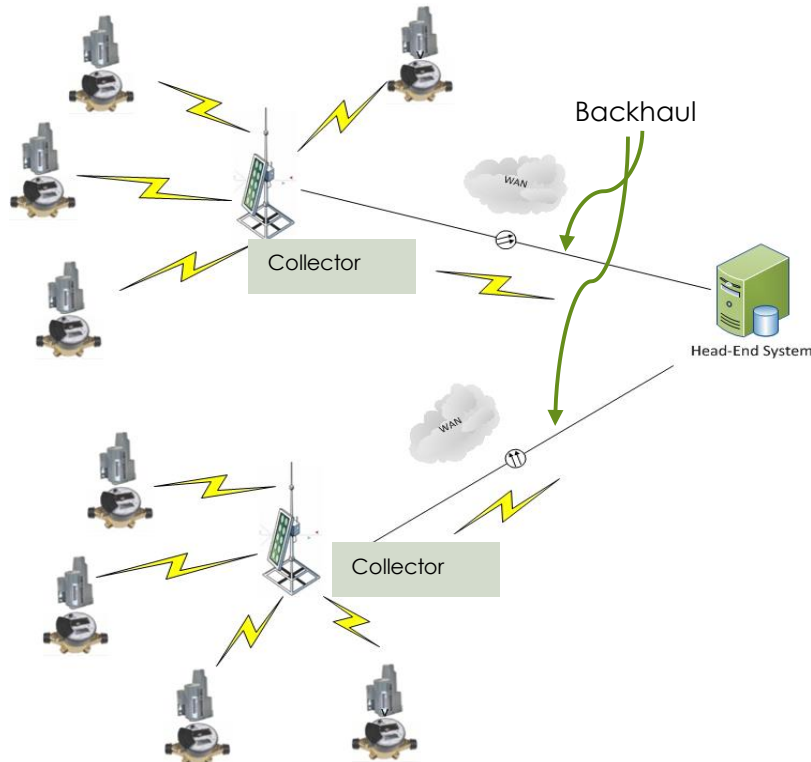
The City of Monroe will use the AMI system to read all electric and natural gas customer consumption.

The AMI system will be setup to use the current meters and the new meters throughout the project transition from AMR to AMI.

The AMI system will be set up for to read water meters in the future. Once the system is set up Water Resources will begin to require/install AMI water meters and transition through attrition.

AMI System

Advance Metering Infrastructure or AMI allows two-way communication between a customer's meter and the utility and provides near real-time information regarding system health and customer consumption.



AMI System

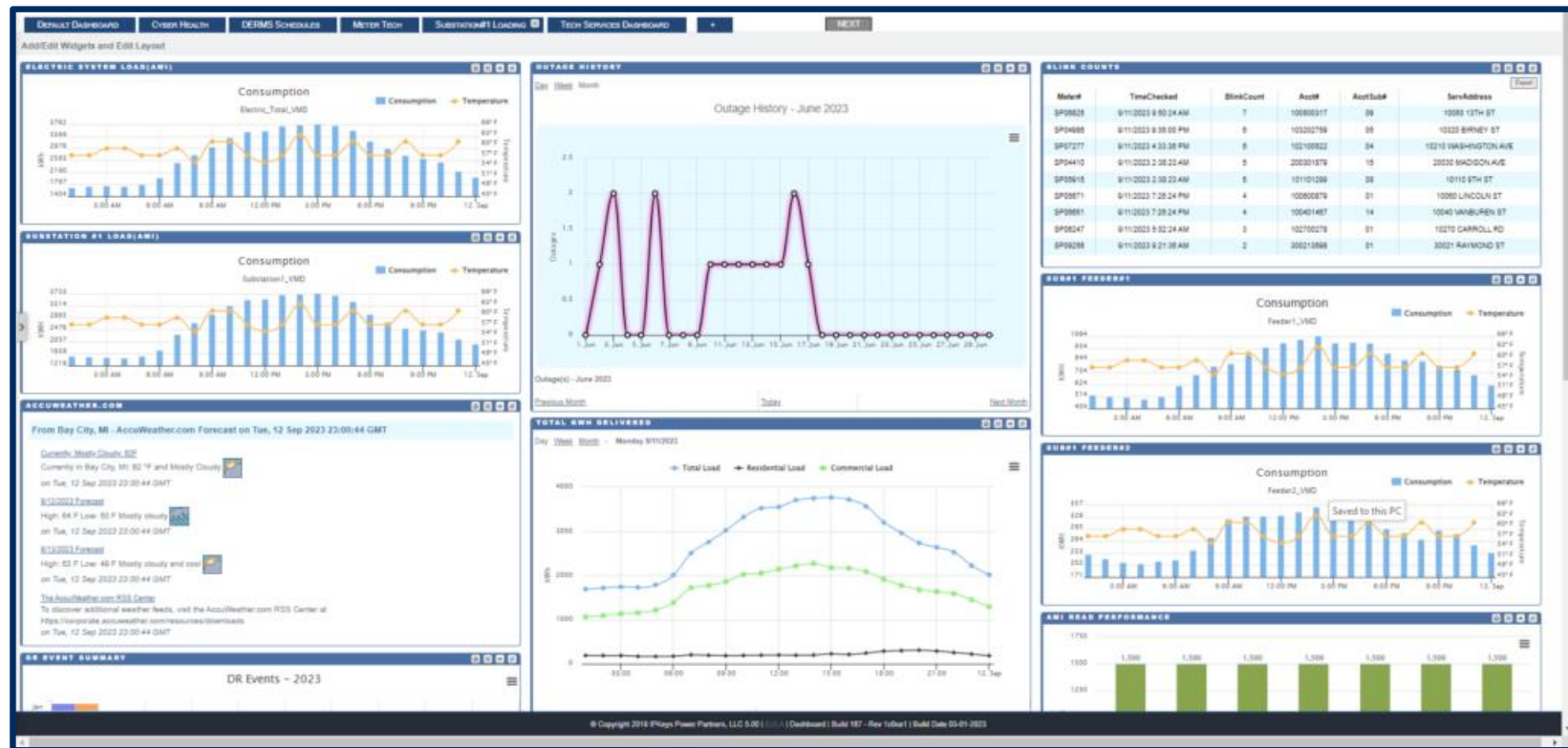
- Higher Power Radio
- Licensed Frequencies
- Longer Communications distance
- Customer Engagement Portal

Communications Direct from Endpoints to “Collectors” and “Collectors” to the centralized system

- Meter Reading
- Alerts
- Customer Communication

Customer Engagement Portal

- Transparency to customers on consumption
 - Platform for communication between utilities and customers
- System can be leveraged for City communications.
- Customers learn about behavior, consumption, and conservation
 - Field Personnel can use CEP tools to support field investigations



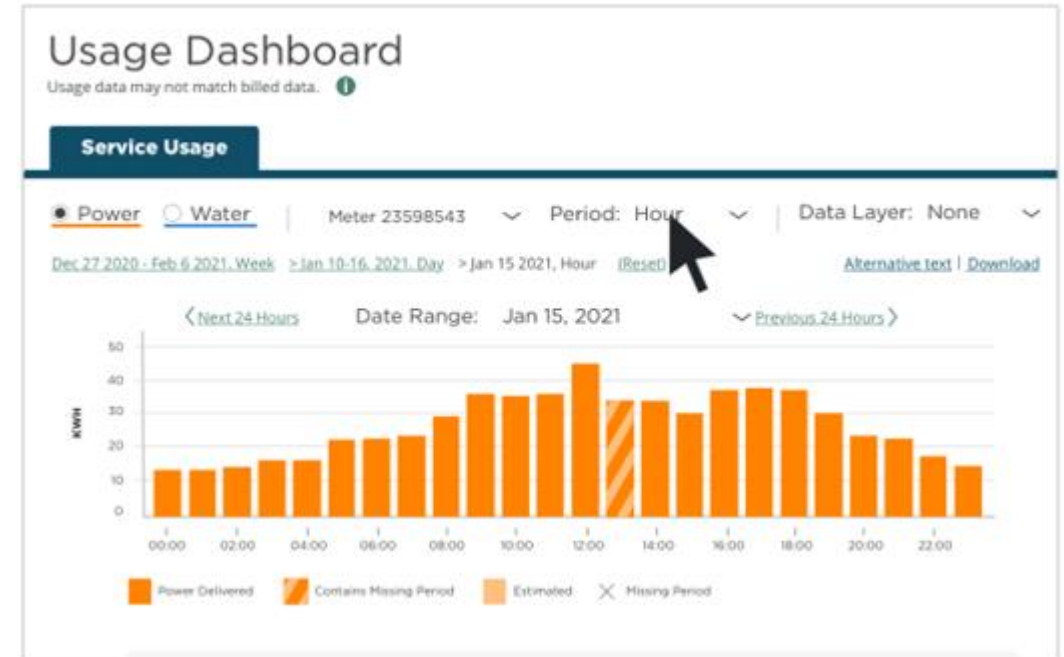
Benefits of AMI

Increase Customer Service

- Customer Engagement System
- Timely Meter Consumption Information
- Improve CSR ability to assist Customers
- Ability to Conserve
- Improved Response Times
- Customer Efficiency Education
- Reduced or Avoided Costs
- Rate Stabilization

Operational Efficiencies

- Improved Safety
- Improved Outage Management
- Cost of Service
- Real time Leak Detection
- Reduced Truck Rolls



System Design and Engineering Improvements

- System Analysis / Modeling
- Efficient Engineering Designs

Future Benefits of AMI

Potential Future Benefits

- Potential Pre-pay for Utility Bills
 - Improves customer experience for fixed income
- Automated Customer Notifications (OMS)
 - Improves customer knowledge and understanding
- Electric System Distribution Automation
 - Improves electric system reliability, reduction of system outages
- Electric System Self Healing
 - Improves electric system reliability, reduction of system outages

The Process

- The City completed a business case for the investment versus the benefit.
- The City completed a thorough Request for Proposal (RFP) process.
 - RFP responses were received from five vendors.
 - Wesco is recommended as the lowest responsible bidder with a proposed contract cost of \$6,901,203.



The AMI project team consist of Energy Services, Information Technology, Finance (Purchasing, Customer Service and Utility Billing), and Water Resources departments. The AMI project team completed the review and recommendations for the business case, RFP process, and contract.

Wesco Proposal Summary

- AMI Infrastructure (Aclara)
 - 30 DCUs on City assets
 - 4 on water towers (100ft height)
 - 21 on utility poles (35-60 ft height)
 - 5 on customer poles (40ft height)
 - 15 DCUs on Third-party assets (40 ft height)
 - AclaraOne head-end system on-premises
 - Licensed 450-470 MHz Frequency
- Metering
 - Electric Res Meters: Aclara I-210+C
 - Electric C&I Meters: Aclara kV2c
 - Gas Modules: Aclara Series 3500 Gas meter communication modules
- Electric Meter/Gas MTU Installation Services
 - 13,500 Electric meter remove/install
 - 14,000 Gas meter communication modules remove/install
- Meter Data Management System
- Customer Engagement Portal

Contract Cost : \$6,901,203

Financial Benefit for Customers

Financial Metric	Energy Services
Total 20 Year Est. Benefits	\$22.52M
Total 20 Year Est. Costs	\$8.76M
Capital Expense (CapEx)	\$6.90M
Annual OpEx for 20 Years	\$1.86M
Payback Period (Years)	<8 Years

Project Budget

Contract Cost: \$6,901,203

Electric Fund

Project share

=\$4,189,762

Available Capital Project Fund (EL 1701)

=\$974,780

Budget Ordinance B-2025-16

=\$3,214,982

Remaining Fund Balance = \$89,049,740

153.5% of FY 26 Adopted Budget

Natural Gas Fund

Project share

=\$2,711,441

Available Capital Project Fund (NG 1902)

=\$1,232,997

Budget Ordinance B-2025-16

=\$1,478,444

Remaining Fund Balance = \$29,482,808

96.43% of FY 26 Adopted Budget

Fund balance policy is 60% of current adopted budget.

The AMI Project will not require a rate increase.

Recommendation/Next Steps

Recommendation:

- **Council Approve Contracts**
- **Council Approve Budget Ordinance BO-2025-16 for Electric and Natural Gas**
- **Council authorize the City Manager to execute necessary documents.**

Next Steps

- August 2025 = City Manager execute contract with Wesco
- August/September 2025 = Notice to Proceed
- December 2026 = Initial Deployment Area and System Testing
- September 2028 = Full AMI System Operational

Questions



**CAPITAL PROJECT BUDGET ORDINANCE
ADVANCED METERING INFRASTRUCTURE
BO-2025-16**

WHEREAS, the City Council has previously approved funding for the assessment and bidding of Electric and Natural Gas Advanced metering projects; and,

WHEREAS, Electric AMI Metering Solution project (EL1701) and Natural Gas AMI Metering Solution project (NG1902) have been created to implement this solution; and

WHEREAS, Wesco Distribution Inc. was the lowest responsive bidder and staff recommends awarding contracts totaling \$6,901,204 to cover the system development, installation and removal of the old meters; and

WHEREAS, additional funding totaling \$3,214,983 in the Electric Utility and \$1,478,444 in the Natural Gas Utility is needed in the existing capital projects. Electric Funding will be obtained through a transfer from the reserve for undesignated capital projects and Natural Gas funding will be obtained through a transfer from the Natural Gas Fund reserves.

NOW, THEREFORE, BE IT ORDAINED that the City Council hereby transfers to the Electric and Natural Gas AMI Metering Solution projects and appropriates the following revenues and expenditures:

Electric Capital Project Fund:

Revenue:

Transfer from Undesignated Capital Project EL9900	\$3,214,983
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Expense:

Project EL1701 – Advanced Meter Infrastructure (AMI)	\$3,214,983	
Transfer to Capital Project EL1701		\$3,214,983
Reserve for Future EL9900		(\$3,214,983)

Natural Gas Fund:

Revenue:

Appropriation from Fund Balance	\$1,478,444
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Expense:

Transfer to Natural Gas Project Fund	\$1,478,444
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Natural Gas Capital Project Fund:

Revenue:

Transfer from Natural Gas Fund

\$1,478,444

Expense:

Project NG 1902 – Advanced Meter Infrastructure (AMI)

\$1,478,444

Adopted this 12th day of August, 2025.

Attest:

Robert A. Burns, Mayor

Bridgette H. Robinson, City Clerk



STAFF REPORT

TO: City Council

VIA: Mark Watson, City Manager

DATE: August 12, 2025

FROM: Lisa Hollowell, Assistant City Manager

PREPARED BY: Pete Hovanec, Director of Parks, Recreation and Tourism
Lisa Hollowell, Assistant City Manager

SUBJECT: Parks and Recreation Customer Service Policy Amendments and Fiscal Year 2025-2026 Fee Schedule Amendment

SUMMARY STATEMENT

The City Council is requested to consider revising Policy PR-01 to ensure that all organizations using City facilities are treated fairly regarding rental payments. The revision also removes the discretion of City staff to waive fees for certain users and that all policy changes be subject to City Manager approval. Also requested is a Fee Schedule Ordinance amendment.

REVIEW

Policy PR-01 outlines the Parks and Recreation Department's mission, goals, philosophy, and fee guidelines, with the actual fee schedule established and approved annually by City Council. The policy allows community groups or organizations to request a waiver of fees. Currently, 18 organizations have such waivers in place and do not pay facility rental fees, a practice that has continued for many years. These waivers were initially approved by City staff and have been routinely renewed each year.

Additionally, internal operational policies of City departments are typically created and approved by the City Manager. However, this particular policy requires that any policy change be approved by City Council prior to implementation, which is inconsistent with other internal City policies, where the City Manager has the authority to establish departmental practices and procedures.

RECOMMENDATION

Staff respectfully requests that City Council removes Section “B. 3 Community groups or organizations holding meetings in facilities may request to have established rental fee waived”. This will make all groups subject to the established fee schedule approved by the City Council, revise Section XI, “Evaluation of Policy and Fee Schedule,” to remove the requirement for Council approval of the policy itself and adopt an Ordinance amending the Parks and Recreation Fees Chapters of the Fiscal Year 2025-2026 Fee Schedule.

Attachments: Parks and Recreation Customer Service Policy (Current)
Parks and Recreation Customer Service Policy Proposed Revisions
Ordinance O-2025-45

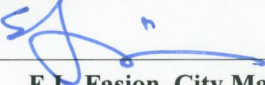
	Policy: Parks & Recreation Customer Service	Effective Date: January 2003
		Revision Effective Date: April 4, 2017
	Policy Number: PR-01	Page 1 of 13
	 E.L. Fasion, City Manager	<u>Parks and Recreation</u> Responsible Party

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I. MISSION AND GOALS

To provide quality leisure services that meet the current and future needs of all City residents through comprehensive programming, facilities, public parks, greenways and open space.

GOALS:

To establish, expand and improve park and leisure opportunities.

To provide opportunities which will be personally satisfying, and consistent with the varied interests, needs and competencies of the changing population regardless of age, sex, race, creed, social or economic status.

To work cooperatively with other departments, agencies and organizations to enhance the leisure service opportunities available to citizens city-wide.

Establish connectivity to neighborhoods through development and construction of greenways and bikeways.

Keep citizens involved through user input, surveys and community meetings.

Establish land acquisition and development standards through coordination with future plan of other City Departments.

To maintain a current Capital Improvement Plan for future improvements and development of parks and facilities.

To provide good environmental stewardship by actively seeking preservation of open space for quality of life.

To seek and develop creative marketing plans to promote facilities and programs.

To improve the overall appearance of the City of Monroe through established landscaping and maintenance standards.

II. STATEMENT OF NEEDS

It is the responsibility of the Monroe Parks and Recreation Department to provide quality leisure services for city residents through comprehensive recreation programming, and to provide recreation facilities, public parks, and open space. In addition, the Department seeks to employ qualified park and recreation professionals and well-trained technical and support staff.

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Quality leisure services are clearly important to the City's desire to offer residents a pleasing environment and diverse opportunities. In addition, such services contribute significantly to the City's efforts to attract business and industry.

In a community of residents with diverse socioeconomic backgrounds and a variety of leisure interests, the ability to provide for specialized needs is crucial. However, expanding services when operating costs are on the rise is increasingly difficult to do.

The desire of the Monroe Parks and Recreation Department is to effectively meet expanded service demands from City residents and nonresidents and to fund specialized recreation opportunities against a backdrop of rising operation costs. This policy will guide the search, evaluation and generation of revenues to supplement tax dollars – appropriated to provide needed services.

III. AUTHORITY AND RESPONSIBILITY

Council has authorized and charged the Director of Parks and Recreation through the City Manager with policy implementation and with the establishment of appropriate procedures to administer policy goals and guidelines. All fee schedules will be approved by the City Council upon recommendation from the City Manager and the Director of Parks and Recreation.

IV. STATEMENT OF REVENUE PHILOSOPHY

The Monroe Parks and Recreation Department seeks to provide comprehensive leisure services to all citizens such that opportunity for participation exists without regard to age, sex, race, creed, social or economic status. It is also the position of the Department that a system of fees and charges must supplement other sources of Departmental revenue, not replace them or be used to diminish government's responsibility to provide public open space and leisure opportunities. Equitable distribution of leisure services is of primary importance, yet charging fees to those who receive special, identifiable benefits provides a viable mechanism for recovering costs to non-users of special services, and to the City taxpayers. Fees and charges, however, must be thoroughly evaluated prior to their adoption and will be but one source of revenue. The general benefit of services made possible through fees and charges must exceed any detriment imposed by the fees themselves and collections must be practical.

A. BASIC SERVICES AND FACILITIES

The City recognizes that certain services and facilities should be provided for all citizens at minimal or no charge. Basic services are those which preserve and promote physical and mental well-being; provide for patron safety; provide basic park maintenance and beautification of publicly owned land; preserve and conserve open space; provide for program planning and administration; and provide parks

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and recreation services to individuals or groups with limited or no ability to provide for themselves such as the disadvantaged, elderly, and the physically and mentally challenged.

1. Basic services include but are not limited to community events, recreation center programs, and programs for physically and mentally challenged.
2. Basic facilities include but are not limited to outdoor basketball courts, picnic areas, tennis courts, park playgrounds and amenities, and recreation centers.

B. SPECIAL SERVICES AND FACILITIES

The City recognizes that certain services and facilities cannot be solely financed from tax funds. Special services and facilities are those in which an individual or group benefit directly rather than the general public. These opportunities can be supported by the direct service users, and shall be assigned participation or usage fees based upon a specified percentage of the direct operation and maintenance costs incurred by the Department.

1. Special services include, but are not limited to, organized athletics, instructional programs and classes, tournaments, trips, and summer day camps.
2. Special facilities include, but are not limited to, lighted ballfields, lighted tennis courts, reserved picnic shelters, reserved ballfields, rental rooms and buildings, park facilities, and rental equipment.

V. GUIDELINES FOR IMPLEMENTATION OF FEES AND CHARGES

A. CRITERIA FOR ESTABLISHING FEES AND CHARGES

The determination to establish a fee for special services or facilities shall be made when one or more of the following conditions exist:

1. The cost per user hour of the service or the facility includes:
 - a. Consumable materials or supplies;
 - b. Capital, operating or maintenance costs;
 - c. Special preparation or clean up;
 - d. Special supervision or instruction at extra cost;

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e. Activities extending beyond normal operation.

2. A fee will allow for the expansion of recreation programs for all people with the least possible cost to the majority. Charging a fee aids in the provision of activities of a special interest nature that extends beyond normal operation. The extension of recreation services will continue to be based on need and not entirely on the revenue-producing value of the service.
3. Use of the service or facility tends to be limited to a relatively few individuals or special interest groups of a private nature. Those who benefit to the exclusion of others should pay extra for the privileges enjoyed by a small segment of the community.
4. When public property is used by closed membership groups, the fee charged for use of public recreation facilities shall be comparable to commercial rates.
5. Charging an admission fee to a special event allows for revenues collected to be used to extend the activity or cover the cost of the event.

B. PRICING ALTERNATIVES FOR FEES AND CHARGES

The City of Monroe Fee Schedule establishes the minimum fees charged for rentals, pool admissions and special services.

The following pricing alternatives will be used to establish fees and charges in addition to or not less than established in the Fee Schedule:

1. Fees may be computed to recover partial costs of providing the service based on the exact costs associated with the provision of the service.
2. Fees may be computed to recover all direct operating expenses.
3. Fees may be computed to recover the actual cost of providing the service, and the interest and amortization of the initial capital investment.
4. Fees may be computed at a rate which will result in efficient use of a given area.

VI. FEES FOR SPECIAL SERVICES

- A. Fees for special services shall be reviewed annually, and adjusted as necessary to recover an established percentage of the program's direct operation and

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maintenance costs. Direct operation and maintenance costs include, but are not limited to:

1. A percentage of the full-time supervisor's salary.
 2. All pro-rated wages and benefits for Department personnel necessary to conduct the program.
 3. The payment of sports officials, ballfield attendants, and recreation instructors for special interest classes.
 4. The purchase of all equipment, supplies, food, T -shirts and awards for use by program participants or personnel
 5. The provision of commercial transportation and the purchase of admission tickets for cultural, educational, commercial or outdoor adventure activities required for program use.
 6. The rental of specialized facilities such as camp sites, sport facilities and banquet halls.
 7. A percentage of maintenance costs relative to the amount of facility preparation required for specific program use.
 8. A fee for clean-up will be included.
- B. In the event a profit or non-profit agency provides the required staffing, a portion of the services and supplies, or a portion of the costs through a sponsorship agreement, the fee shall be established to recover only direct operation costs incurred by the Department after subtracting the amount of the donation.
- C. The following service categories and percentages shall be used to determine annual Departmental program fees and charges:
1. Instructional Classes and Programs

Includes programs for which skilled personnel must be present to provide specialized instruction or supervision. Participants, regardless of age, will be charged a fee to be determined by adding the cost of contract instructors, supplies and a 15% area and facility maintenance fee, then dividing this figure by the estimated number of participants necessary to successfully conduct the class or program. Examples include, but are not limited to, art, craft, and leisure learning classes, and swimming lessons.
 2. Organized Athletic Programs

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Includes athletic programs that are of longer duration than tournaments

a. Youth Programs

Fees will be established to recover a minimum of 65% direct operation and maintenance costs required to provide the program.

b. Adult Programs

Fees will be established to recover a minimum of 65% direct operation and maintenance costs required to provide the program. Examples include, but are not limited to, basketball, softball, volleyball and soccer leagues.

3. Summer Day Camps / After School Program

Includes weekly summer day camp program and year-round after school program which staff must be hired to provide specialized instruction or supervision. Fees will be established to recover 100% of direct operation required to provide the programs.

4. Special Programs, Events and Competitions

Includes one-time programs or community-wide events which may require hiring skilled personnel or professional performance groups, purchasing supplies or rental of special equipment, or activities offering individual or team competition in which winners or high scorers receive recognition. Such programs and events will be structured to maximize revenues to foster future events or projects within the Parks and Recreation system. Examples include, but are not limited to, special events, visual or performing arts programs.

Exception: Special programs for young children and recreation center programs.

5. Trips and Tours

Includes day, overnight or weekend excursions for which transportation, lodging and meals are purchased or provided; admission tickets are purchased; and/or equipment is provided. Participants will be charged a fee to be determined by adding the cost of transportation, lodging, meals, tickets, equipment maintenance and 10% administrative charges fee, and dividing this figure by the established number of participants necessary to successfully conduct the trip or tour.

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Examples include, but are not limited to, backpacking, canoeing, and white water rafting trips, sports trips and senior citizen tours.

VII. FEES FOR SPECIAL FACILITIES

A. When not in use for Department sponsored and co-sponsored activities, designated areas, facilities, and equipment may be rented by organizations and the general public in accordance with established policies and procedures. Fees for special facilities shall be reviewed annually, and adjusted as necessary to recover the following costs:

1. Area and facility rental rates will be computed by adding personnel costs, an hourly utility cost, and any related cost for the facility in question.
2. Equipment rental rates will be based upon original and depreciated life.

B. CHARITABLE USE OF FACILITIES

1. Charitable, non-profit, community serving organizations who conduct an event on Department property must pay an established rental fee.
2. Charitable, non-profit, community serving organizations who conduct an event on Department property for the purpose of raising funds must pay an established rental fee.
3. Community groups or organizations holding meetings in facilities may request to have established rental fee waived.

C. COMMERCIAL USE OF FACILITIES

The City of Monroe Parks & Recreation Department does not provide rentals of City facilities to businesses, groups, or individuals holding for profit events.

D. CO-SPONSORED USE OF FACILITIES

1. Groups or organizations co-sponsored by the City Department, who conduct an event on Department property, whether for the purpose of raising funds or not, will not pay the established rental fee. They will, however, be requested to pay the insurance fee required for the use of the facility or park.
2. Requests for co-sponsored status will be reviewed on an individual basis by the Director of Parks and Recreation or his designee. A group or organization's interest, purpose, goal, objectives, rules and regulations must be consistent with those of the Parks and Recreation Department.

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E. REVENUE PRODUCING FACILITIES

1. Revenue producing facilities may be developed to supplement General Fund revenue and to provide to the public the broadest scope of recreation opportunities available. The number and type of facilities will be gauged to provide desired services without acquiring a commercial image. The service itself must be the first priority in determining the need and standard of facility operation.
 - a. Revenue producing facilities shall be constructed with public funds and, depending on the nature of the service provided, operated and maintained from user fee revenues.
 - b. General Fund appropriations shall be used to support operation of revenue producing facilities at such times that cash flow from revenues is inadequate to maintain the facility to the highest standard of service.

F. ENTERPRISE FUND FACILITIES

1. The Monroe Aquatics and Fitness Center shall be operated and maintained as an enterprise fund that is firmly self-supporting. This includes cost of operation, capital maintenance and improvements, debt service and system expansions.
 - a. Membership and User Fees shall be the primary source of revenue. Fees shall be set to be reviewed annually to ensure that they are competitive and adequate to cover costs. Recommendations for Membership fee adjustments will be submitted to the Parks and Recreation Director for review and approved by City Council prior to implementation.
 - b. Marketing Discounts and Offerings: Joining discounts and specials may be offered as needed to promote and attract memberships and to ensure competitiveness.
 - c. Other Revenue Sources: Services, programs, retail sales and rentals may be offered to generate additional revenue. Fees will be set at a rate to cover no less than all direct program costs. These fees will be reviewed annually and may be adjusted to cover costs or to address market trends.

VIII. GUIDELINES FOR VARIANCES IN FEES AND CHARGES

A. DIFFERENTIAL FEES

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Consistent with the Department's philosophy of ensuring all citizens the opportunity to participate in specialized recreation programs, this policy recognizes that paying fees may prohibit some individuals and/or families, due to their financial resources, from program participation. Therefore, the Department will make program scholarships available on a case-by-case basis. For some programs, a sliding scale fee may be utilized. Requests for scholarships or sliding scale fees will be reviewed on an individual basis by the Director of Parks and Recreation or his designee.

B. NON-RESIDENT PARTICIPATION

Services and facilities offered by the Department are financially supported by taxes paid by City residents. Therefore, City residents will be given preference over nonresidents. The Department may, with certain programs and facility rentals, determine that it is in the City's best interest to establish a separate and higher nonresident fee and to set limits on non-resident participation in any program or use of a facility maintained or operated by the Department. It is also recognized, however, that including nonresidents may be desirable in situations where increased participation is required for the successful operation of a given program or facility. In the case of specialized programs with limited enrollment, the Department will permit residents the first opportunity to register, and will establish the nonresident's fee to be at least 20% higher than the resident's fee.

IX. GUIDELINES FOR RECEIVING SUPPLEMENTAL REVENUE

A. GRANTS

1. Any permanent employee of the Department, or interested citizen, may investigate the possibility of securing a grant or outside funding source for Parks and Recreation facilities and programs.
2. All Department grant applications must be approved by the Director of Parks and Recreation, City Manager's Office, and the City Council.

B. GIFTS, DONATIONS AND BEQUESTS

Any member of the general public may from time-to-time make a gift, donations or bequest to the City in the name of the Department for the purposes of equipment purchase, land acquisition, planning, development, maintenance, operations and administration of Parks and Recreation facilities and programs.

The City Council may accept or reject any gift, donation or bequest made to or in favor of the City in trust for any public purpose. The City may hold and dispose of

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the property and the income and increase thereof for such lawful uses and purposes as are prescribed in the terms of the gift, donation or bequest.

X. FACILITY RENTAL FORM

CITY OF MONROE, Parks & Recreation Department, P.O. Box 69, Monroe, NC 28111-0069, 704-282-4651

FACILITY USE APPLICATION

Facility Requested _____ # of Attending _____ Date of Event _____
 Space Needed _____ Type of Event _____
 Time Requested: From _____ am pm until _____ am pm

OFFICE AND ADMINISTRATIVE USE ONLY:

Employee Completing Application: _____ Date _____
 Approved _____ Denied _____ Facility Supervisor _____ Date _____
 Approved _____ Denied _____ Program Director _____ Date _____

Charges: At least half of the rental fee must be secured to reserve date. Full payment should be received if reserving within 30 days of your requested date. Some events may require additional information and permits, which would add additional fees for the event.

Hourly _____ @ \$ _____ Addtl Hours _____ @ \$ _____ Deposit \$ _____ (1/2 rental, if outside of 30 days)

Additional Equipment @\$ _____ Total \$ _____

OFFICE USE ONLY: Facility was left in satisfactory condition Yes _____ No _____
 Refund of \$ _____ to be processed Signature of Facility Supervisor _____ Date _____

Name of Group/Event/Company _____

____ Internal Organization ____ Organization with valid Non-Profit status (501 C must be attached) (Check if applicable only)

Contact Person _____ City Resident ____ or Non-City Resident ____

Address _____ City/State _____ Zip _____

Email Address _____ Driver's License # _____

Home Phone _____ Cell Phone/Business Phone _____

I hereby certify that I am the authorized and responsible representative of the petitioning group, that the above statements are true to the best of my knowledge, that I have received and read a copy of the rules and regulations governing the use of the facilities; and that our group will comply with the regulations, policies and fee schedule governing the use of the facility.

The undersigned applicant hereby agrees to indemnify and save harmless the City of Monroe from and against any and all loss, costs, damages, expense and liability causes by any accident or other occurrence causing bodily injury or property damage or damage for libel or slander to any person or property arising from or out of the use or occupancy of the premises by the undersigned applicant, its agents, employees, or invitees. I understand that a 48 hour notice is required for changes or cancellation.

I understand that all banners, signs or flyers must be pre-approved by the Parks and Recreation Director.

The person to whom this facility use permit is issued is the contact person and must be on the premises during the entire event and have the approved permit in his/her possession during the time of approved use. I understand that any special arrangements must be made in advance. Failure to disclose all information and failure to comply with regulations will mean forfeiture of my deposit and/or other charges. I certify that the undersigned is at least 21 years of age.

Today's Date _____ Signature _____

Parks and Recreation Director / Date

ADMINISTRATIVE USE ONLY: Permit#: _____ Certificate of Insurance (If applicable): _____ Temporary Use
 City Permit (If applicable): _____ Receipt#: _____
 Payee: _____ Cash/Credit Card/Ck# _____ Amount _____ Date _____

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XI. EVALUATION OF POLICY AND FEE SCHEDULE

The customer service policy and related schedule of fees and charges will be reviewed annually by the Director of Parks and Recreation. All recommendations for policy changes or fee adjustments will be approved by the City Council prior to implementation.

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I. MISSION AND GOALS

To provide quality leisure services that meet the current and future needs of all City residents through comprehensive programming, facilities, public parks, greenways and open space.

GOALS:

To establish, expand and improve park and leisure opportunities.

To provide opportunities which will be personally satisfying, and consistent with the varied interests, needs and competencies of the changing population regardless of age, sex, race, creed, social or economic status.

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Establish connectivity to neighborhoods through development and construction of greenways and bikeways.

Keep citizens involved through user input, surveys and community meetings.

Establish land acquisition and development standards through coordination with future plan of other City Departments.

To maintain a current Capital Improvement Plan for future improvements and development of parks and facilities.

To provide good environmental stewardship by actively seeking preservation of open space for quality of life.

To seek and develop creative marketing plans to promote facilities and programs.

To improve the overall appearance of the City of Monroe through established landscaping and maintenance standards.

II. STATEMENT OF NEEDS

It is the responsibility of the Monroe Parks and Recreation Department to provide quality leisure services for city residents through comprehensive recreation programming, and to provide recreation facilities, public parks, and open space. In addition, the Department seeks to employ qualified park and recreation professionals and well-trained technical and support staff.

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Quality leisure services are clearly important to the City's desire to offer residents a pleasing environment and diverse opportunities. In addition, such services contribute significantly to the City's efforts to attract business and industry.

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Council has authorized and charged the Director of Parks and Recreation through the City Manager with policy implementation and with the establishment of appropriate procedures to administer policy goals and guidelines. All fee schedules will be approved by the City Council upon recommendation from the City Manager and the Director of Parks and Recreation.

IV. STATEMENT OF REVENUE PHILOSOPHY

The Monroe Parks and Recreation Department seeks to provide comprehensive leisure services to all citizens such that opportunity for participation exists without regard to age, sex, race, creed, social or economic status. It is also the position of the Department that a system of fees and charges must supplement other sources of Departmental revenue, not replace them or be used to diminish government's responsibility to provide public open space and leisure opportunities. Equitable distribution of leisure services is of primary importance, yet charging fees to those who receive special, identifiable benefits provides a viable mechanism for recovering costs to non-users of special services, and to the City taxpayers. Fees and charges, however, must be thoroughly evaluated prior to their adoption and will be but one source of revenue. The general benefit of services made possible through fees and charges must exceed any detriment imposed by the fees themselves and collections must be practical.

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The City recognizes that certain services and facilities should be provided for all citizens at minimal or no charge. Basic services are those which preserve and promote physical and mental well-being; provide for patron safety; provide basic park maintenance and beautification of publicly owned land; preserve and conserve open space; provide for program planning and administration; and provide parks and recreation services to individuals or groups with limited or no ability to provide

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for themselves such as the disadvantaged, elderly, and the physically and mentally challenged.

1. Basic services include but are not limited to community events, recreation center programs, and programs for physically and mentally challenged.
2. Basic facilities include but are not limited to outdoor basketball courts, picnic areas, tennis courts, park playgrounds and amenities, and recreation centers.

B. SPECIAL SERVICES AND FACILITIES

The City recognizes that certain services and facilities cannot be solely financed from tax funds. Special services and facilities are those in which an individual or group benefit directly rather than the general public. These opportunities can be supported by the direct service users, and shall be assigned participation or usage fees based upon a specified percentage of the direct operation and maintenance costs incurred by the Department.

1. Special services include, but are not limited to, organized athletics, instructional programs and classes, tournaments, trips, and summer day camps.
2. Special facilities include, but are not limited to, lighted ballfields, lighted tennis courts, reserved picnic shelters, reserved ballfields, rental rooms and buildings, park facilities, and rental equipment.

V. GUIDELINES FOR IMPLEMENTATION OF FEES AND CHARGES

A. CRITERIA FOR ESTABLISHING FEES AND CHARGES

The determination to establish a fee for special services or facilities shall be made when one or more of the following conditions exist:

1. The cost per user hour of the service or the facility includes:
 - a. Consumable materials or supplies;
 - b. Capital, operating or maintenance costs;
 - c. Special preparation or clean up;
 - d. Special supervision or instruction at extra cost;
 - e. Activities extending beyond normal operation.

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2. A fee will allow for the expansion of recreation programs for all people with the least possible cost to the majority. Charging a fee aids in the provision of activities of a special interest nature that extends beyond normal operation. The extension of recreation services will continue to be based on need and not entirely on the revenue-producing value of the service.
3. Use of the service or facility tends to be limited to a relatively few individuals or special interest groups of a private nature. Those who benefit to the exclusion of others should pay extra for the privileges enjoyed by a small segment of the community.
4. When public property is used by closed membership groups, the fee charged for use of public recreation facilities shall be comparable to commercial rates.
5. Charging an admission fee to a special event allows for revenues collected to be used to extend the activity or cover the cost of the event.

B. PRICING ALTERNATIVES FOR FEES AND CHARGES

The City of Monroe Fee Schedule establishes the minimum fees charged for rentals, pool admissions and special services.

The following pricing alternatives will be used to establish fees and charges in addition to or not less than established in the Fee Schedule:

1. Fees may be computed to recover partial costs of providing the service based on the exact costs associated with the provision of the service.
2. Fees may be computed to recover all direct operating expenses.
3. Fees may be computed to recover the actual cost of providing the service, and the interest and amortization of the initial capital investment.
4. Fees may be computed at a rate which will result in efficient use of a given area.

VI. FEES FOR SPECIAL SERVICES

- A. Fees for special services shall be reviewed annually, and adjusted as necessary to recover an established percentage of the program's direct operation and maintenance costs. Direct operation and maintenance costs include, but are not limited to:
 1. A percentage of the full-time supervisor's salary.

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2. All pro-rated wages and benefits for Department personnel necessary to conduct the program.
 3. The payment of sports officials, ballfield attendants, and recreation instructors for special interest classes.
 4. The purchase of all equipment, supplies, food, T -shirts and awards for use by program participants or personnel
 5. The provision of commercial transportation and the purchase of admission tickets for cultural, educational, commercial or outdoor adventure activities required for program use.
 6. The rental of specialized facilities such as camp sites, sport facilities and banquet halls.
 7. A percentage of maintenance costs relative to the amount of facility preparation required for specific program use.
 8. A fee for clean-up will be included.
- B. In the event a profit or non-profit agency provides the required staffing, a portion of the services and supplies, or a portion of the costs through a sponsorship agreement, the fee shall be established to recover only direct operation costs incurred by the Department after subtracting the amount of the donation.
- C. The following service categories and percentages shall be used to determine annual Departmental program fees and charges:
1. Instructional Classes and Programs

Includes programs for which skilled personnel must be present to provide specialized instruction or supervision. Participants, regardless of age, will be charged a fee to be determined by adding the cost of contract instructors, supplies and a 15% area and facility maintenance fee, then dividing this figure by the estimated number of participants necessary to successfully conduct the class or program. Examples include, but are not limited to, art, craft, and leisure learning classes, and swimming lessons.
 2. Organized Athletic Programs

Includes athletic programs that are of longer duration than tournaments

 - a. Youth Programs

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Fees will be established to recover a minimum of 65% direct operation and maintenance costs required to provide the program.

b. Adult Programs

Fees will be established to recover a minimum of 65% direct operation and maintenance costs required to provide the program. Examples include, but are not limited to, basketball, softball, volleyball and soccer leagues.

3. Summer Day Camps / After School Program

Includes weekly summer day camp program and year-round after school program which staff must be hired to provide specialized instruction or supervision. Fees will be established to recover 100% of direct operation required to provide the programs.

4. Special Programs, Events and Competitions

Includes one-time programs or community-wide events which may require hiring skilled personnel or professional performance groups, purchasing supplies or rental of special equipment, or activities offering individual or team competition in which winners or high scorers receive recognition. Such programs and events will be structured to maximize revenues to foster future events or projects within the Parks and Recreation system. Examples include, but are not limited to, special events, visual or performing arts programs.

Exception: Special programs for young children and recreation center programs.

5. Trips and Tours

Includes day, overnight or weekend excursions for which transportation, lodging and meals are purchased or provided; admission tickets are purchased; and/or equipment is provided. Participants will be charged a fee to be determined by adding the cost of transportation, lodging, meals, tickets, equipment maintenance and 10% administrative charges fee, and dividing this figure by the established number of participants necessary to successfully conduct the trip or tour.

Examples include, but are not limited to, backpacking, canoeing, and white water rafting trips, sports trips and senior citizen tours.

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VII. FEES FOR SPECIAL FACILITIES

A. When not in use for Department sponsored and co-sponsored activities, designated areas, facilities, and equipment may be rented by organizations and the general public in accordance with established policies and procedures. Fees for special facilities shall be reviewed annually, and adjusted as necessary to recover the following costs:

1. Area and facility rental rates will be computed by adding personnel costs, an hourly utility cost, and any related cost for the facility in question.
2. Equipment rental rates will be based upon original and depreciated life.

B. CHARITABLE USE OF FACILITIES

1. Charitable, non-profit, community serving organizations who conduct an event on Department property must pay an established rental fee.
2. Charitable, non-profit, community serving organizations who conduct an event on Department property for the purpose of raising funds must pay an established rental fee.

~~3. Community groups or organizations holding meetings in facilities may request to have established rental fee waived.~~

C. COMMERCIAL USE OF FACILITIES

The City of Monroe Parks & Recreation Department does not provide rentals of City facilities to businesses, groups, or individuals holding for profit events.

D. CO-SPONSORED USE OF FACILITIES

1. Groups or organizations co-sponsored by the City Department, who conduct an event on Department property, whether for the purpose of raising funds or not, will not pay the established rental fee. They will, however, be requested to pay the insurance fee required for the use of the facility or park.
2. Requests for co-sponsored status will be reviewed on an individual basis by the Director of Parks and Recreation or his designee. A group or organization's interest, purpose, goal, objectives, rules and regulations must be consistent with those of the Parks and Recreation Department.

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E. REVENUE PRODUCING FACILITIES

1. Revenue producing facilities may be developed to supplement General Fund revenue and to provide to the public the broadest scope of recreation opportunities available. The number and type of facilities will be gauged to provide desired services without acquiring a commercial image. The service itself must be the first priority in determining the need and standard of facility operation.
 - a. Revenue producing facilities shall be constructed with public funds and, depending on the nature of the service provided, operated and maintained from user fee revenues.
 - b. General Fund appropriations shall be used to support operation of revenue producing facilities at such times that cash flow from revenues is inadequate to maintain the facility to the highest standard of service.

F. ENTERPRISE FUND FACILITIES

1. The Monroe Aquatics and Fitness Center shall be operated and maintained as an enterprise fund that is firmly self-supporting. This includes cost of operation, capital maintenance and improvements, debt service and system expansions.
 - a. Membership and User Fees shall be the primary source of revenue. Fees shall be set to be reviewed annually to ensure that they are competitive and adequate to cover costs. Recommendations for Membership fee adjustments will be submitted to the Parks and Recreation Director for review and approved by City Council prior to implementation.
 - b. Marketing Discounts and Offerings: Joining discounts and specials may be offered as needed to promote and attract memberships and to ensure competitiveness.
 - c. Other Revenue Sources: Services, programs, retail sales and rentals may be offered to generate additional revenue. Fees will be set at a rate to cover no less than all direct program costs. These fees will be reviewed annually and may be adjusted to cover costs or to address market trends.

VIII. GUIDELINES FOR VARIANCES IN FEES AND CHARGES

A. DIFFERENTIAL FEES

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Consistent with the Department's philosophy of ensuring all citizens the opportunity to participate in specialized recreation programs, this policy recognizes that paying fees may prohibit some individuals and/or families, due to their financial resources, from program participation. Therefore, the Department will make program scholarships available on a case-by-case basis. For some programs, a sliding scale fee may be utilized. Requests for scholarships or sliding scale fees will be reviewed on an individual basis by the Director of Parks and Recreation or his designee.

B. NON-RESIDENT PARTICIPATION

Services and facilities offered by the Department are financially supported by taxes paid by City residents. Therefore, City residents will be given preference over nonresidents. The Department may, with certain programs and facility rentals, determine that it is in the City's best interest to establish a separate and higher nonresident fee and to set limits on non-resident participation in any program or use of a facility maintained or operated by the Department. It is also recognized, however, that including nonresidents may be desirable in situations where increased participation is required for the successful operation of a given program or facility. In the case of specialized programs with limited enrollment, the Department will permit residents the first opportunity to register, and will establish the nonresident's fee to be at least 20% higher than the resident's fee.

IX. GUIDELINES FOR RECEIVING SUPPLEMENTAL REVENUE

A. GRANTS

1. Any permanent employee of the Department, or interested citizen, may investigate the possibility of securing a grant or outside funding source for Parks and Recreation facilities and programs.
2. All Department grant applications must be approved by the Director of Parks and Recreation, City Manager's Office, and the City Council.

B. GIFTS, DONATIONS AND BEQUESTS

Any member of the general public may from time-to-time make a gift, donations or bequest to the City in the name of the Department for the purposes of equipment purchase, land acquisition, planning, development, maintenance, operations and administration of Parks and Recreation facilities and programs.

The City Council may accept or reject any gift, donation or bequest made to or in favor of the City in trust for any public purpose. The City may hold and dispose of the property and the income and increase thereof for such lawful uses and purposes as are prescribed in the terms of the gift, donation or bequest.

X. FACILITY RENTAL FORM

CITY OF MONROE, Parks & Recreation Department, P.O. Box 69, Monroe, NC 28111-0069,
704-282-4651

FACILITY USE APPLICATION

Facility Requested _____ # of Attending _____ Date of Event _____
 Space Needed _____ Type of Event _____
 Time Requested: From _____ am pm until _____ am pm

OFFICE AND ADMINISTRATIVE USE ONLY:

Employee Completing Application: _____ Date _____
 Approved _____ Denied _____ Facility Supervisor _____ Date _____
 Approved _____ Denied _____ Program Director _____ Date _____

Charges: At least half of the rental fee must be secured to reserve date. Full payment should be received if reserving within 30 days of your requested date. Some events may require additional information and permits, which would add additional fees for the event.

Hourly _____ @ \$ _____ Addtl Hours _____ @ \$ _____ Deposit \$ _____ (1/2 rental, if outside of 30 days)

Additional Equipment @\$ _____ Total \$ _____

OFFICE USE ONLY: Facility was left in satisfactory condition Yes _____ No _____
 Refund of \$ _____ to be processed Signature of Facility Supervisor _____ Date _____

Name of Group/Event/Company _____

_____ Internal Organization _____ Organization with valid Non-Profit status (501 C must be attached) (Check if applicable only)

Contact Person _____ **City Resident** _____ **or Non-City Resident** _____

Address _____ **City/State** _____ **Zip** _____

Email Address _____ **Driver's License #** _____

Home Phone _____ **Cell Phone/Business Phone** _____

I hereby certify that I am the authorized and responsible representative of the petitioning group, that the above statements are true to the best of my knowledge, that I have received and read a copy of the rules and regulations governing the use of the facilities; and that our group will comply with the regulations, policies and fee schedule governing the use of the facility.

The undersigned applicant hereby agrees to indemnify and save harmless the City of Monroe from and against any and all loss, costs, damages, expense and liability causes by any accident or other occurrence causing bodily injury or property damage or damage for libel or slander to any person or property arising from or out of the use or occupancy of the premises by the undersigned applicant, its agents, employees, or invitees. I understand that a 48 hour notice is required for changes or cancellation.

I understand that all banners, signs or flyers must be pre-approved by the Parks and Recreation Director.

The person to whom this facility use permit is issued is the contact person and must be on the premises during the entire event and have the approved permit in his/her possession during the time of approved use. I understand that any special arrangements must be made in advance. Failure to disclose all information and failure to comply with regulations will mean forfeiture of my deposit and/or other charges. I certify that the undersigned is at least 21 years of age.

Today's Date _____ **Signature** _____

Parks and Recreation Director / Date

ADMINISTRATIVE USE ONLY: Permit#: _____ Certificate of Insurance (If applicable): _____ Temporary Use
 City Permit (If applicable): _____ Receipt#: _____
 Payee: _____ Cash/Credit Card/Ck# _____ Amount _____ Date _____

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XI. EVALUATION OF ~~POLICY AND~~ FEE SCHEDULE

~~The customer service policy and related schedule of fees and charges will be reviewed annually by the Director of Parks and Recreation.~~ All recommendations for ~~policy changes~~ or fee adjustments will be approved by the City Council prior to implementation.

**ORDINANCE TO AMEND
CITY OF MONROE FEE SCHEDULE
FISCAL YEAR 2025-2026
O-2025-45**

BE IT ORDAINED BY THE CITY OF MONROE COUNCIL THAT THE FISCAL YEAR 2025-2026 CITY OF MONROE FEE SCHEDULE IS HEREBY AMENDED AS FOLLOWS:

Section 1. Chapter XI. Parks and Recreation Fees
Article A. Facility and Program Fees
Section 1. Facility Rental Fees

Picnic Shelters		
Full Day - Up to 8 hours	\$75	\$95
(Belk Tonawanda, Creft, Dickerson, Don Griffin, Sunset Park)		
Max Occupancy (60-75) Varies by Location		
Community Center Shelters		
Sutton Park, Old Armory – Max Occupancy (60) – Includes Meeting Room Access		
Full Day (Up to 8 hours)	\$120	\$150
½ Day (Up to 4 hours)	\$70	\$90

Section 2. Chapter XI. Parks and Recreation Fees
Article E. Old Armory
Section 1. Facility Rental

	City Resident	Non City Resident
4-Hour Rental (Access to room 1 hour prior to	\$300	\$400
6-Hour Rental (Access to room 2 hours prior to	\$400	\$500
Hourly Rate (Additional hours)	\$100	\$100
Damage Deposit*	½ Rental Rate	½ Rental Rate
Additional Equipment Cost:		
Projector/Screen/ CD Player/Laptop	\$100	\$150
China/Crystal/Flatware	\$100	\$150

Note: Facility rental fees include the use of chairs and tables for 120 people, catering kitchen, podium and one (1) microphone.

*Damage deposits will be refunded in their entirety if all rental agreement rules and regulations are met.

Section 3. This Ordinance shall be effective upon adoption.

Adopted this 12th day of August, 2025.

Attest:

Robert A. Burns, Mayor

Bridgette H. Robinson, City Clerk



STAFF REPORT

TO: City Council

VIA: Mark Watson, City Manager

DATE: August 12, 2025

FROM: Pete Hovanec, Parks and Recreation Director

PREPARED BY: Pete Hovanec, Parks and Recreation Director

SUBJECT: Parks & Recreation Facility Rental Regulations

SUMMARY STATEMENT

The Parks and Recreation Commission requested modifications to the Community Center Use Application/Park Shelter Use Application and subsequent Facility Rental Regulations. The commission asked for consideration of deleting language specific to the promotion and use of City owned facilities and parks.

REVIEW

Parks and Recreation staff oversee the City's community centers and park shelters that are available for public rentals. The Parks and Recreation Commission recently reviewed the regulations specifically with regards to the differentiation of public and private events.

The Parks and Recreation Commission specifically requests the following language be taken out of the Applications and the Facility Rental Regulations:

One the Community Center Use Application:

**** Community Centers are not available for events that are open to the public.*

On the Park Shelter Use Application:

**Entire Park Rentals are not available to the public. All rentals must be considered private and are not available as events open to the public.*

On the Park Shelter Use Application and Community Center Application:

4. Parks and Recreation Facilities are available for private rentals only. Rentals or events that are advertised or open to the public are not allowed.

The Parks and Recreation Commission specifically requests the following language be reviewed or clarified in the Applications and the Facility Rental Regulations:

5. No admission fees may be charged at the door or entry; no concessions may be sold; no admission fees shall be used for personal financial gain. Fundraising events permitted only for approved non-profit (501c3) organizations. Any fundraising event must be a private event and invitation only.

These two changes were presented to the General Services Committee on July 3, 2025. The General Services Committee discussed the changes and unanimously recommended to remove “approved and (501c3)” from section 5.

The committee did not recommend any additional changes.

RECOMMENDATION

Based on the unanimous actions of the Parks and Recreation Commission and General Services Committee, staff is requesting City Council approve the removal of “approved” and “(501c3)” from section 5 of the Community Center Use and Park Shelter Use Applications.

The Parks and Recreation Commission unanimously approved the following language be taken out of the Applications and the Facility Rental Regulations:

**** Community Centers are not available for events that are open to the public.*

**Entire Park Rentals are not available to the public. All rentals must be considered private and are not available as events open to the public.*

4. Parks and Recreation Facilities are available for private rentals only. Rentals or events that are advertised or open to the public are not allowed.

The General Services Committee did not approve the above language being removed.

Staff is asking for council direction regarding the above language.

Attachment: Community Center Use Application and Park Shelter Use Application.



COMMUNITY CENTER USE APPLICATION

Date of Event _____ Time of Event _____ ☐ am ☐ pm until _____ ☐ am ☐ pm

Type of Event _____ # Attending _____

Facility Requested (Circle one): J. RAY SHUTE WINCHESTER DICKERSON
OLD ARMORY (OACC) SUTTON PARK BAZEMORE ACTIVE ADULT (PBAAC)

Contact Person _____ City Resident ___ Non-City Resident ___

Address _____ City/State _____ Zip _____

Email Address _____ Driver's License # _____

Home Phone _____ Cell Phone/Business Phone _____

Name of Group/Event/Company _____

___ Internal Organization ___ Organization with valid Non-Profit status (Proof of Non-Profit required) (Check if applicable only)

Charges: 50% of rental fee due at time of reservation. Balance is due 30 days prior to rental.

Meeting Room \$ _____
Multi-Purpose Room (OACC and PBAAC) \$ _____
Hourly Fee \$ _____
Community Center Shelter \$ _____
Total Amount Due \$ _____

Cancellations are subject to a 10% administration fee. Full refunds, minus administration fee, if cancelled 30 days prior to use. After that date, 50% (minus administration fee) will be issued.

I hereby certify that I am the authorized and responsible representative of the petitioning group, that the above statements are true to be the best of my knowledge, that I have received and read a copy of the rules and regulations governing the use of the facilities; and that our group will comply with the regulations, policies and fee schedule governing the use of the facility.

The undersigned applicant hereby agrees to indemnify and save harmless the City of Monroe from and against any and all loss, costs, damages, expense and liability causes by any accident, illness (communicable diseases such as MRSA, influenza and COVID-19) or other occurrence causing bodily injury or property damage or damage for libel or slander to any person or property arising from or out of the use or occupancy of the premises by the undersigned applicant, its agents, employees, or invitees.

The person to whom this facility use permit is issued is the contact person and must be on the premises during the entire event and have the approved permit in his/her possession during the time of approved use. I understand that any special arrangements must be made in advance. Failure to disclose all information and failure to comply with regulations will mean forfeiture of my deposit and/or other charges. Cancellations are subject to a 10% administration fee. Full refunds, minus administration fee, if cancelled 30 days prior to use. After that date, 50% (minus administration fee) will be issued. I certify that the undersigned is at least 21 years of age.

Today's Date _____ Signature _____

ADMINISTRATIVE USE ONLY: Permit#: _____

Certificate of Insurance (If applicable): _____ Temporary Use City Permit (If applicable): _____ Receipt#: _____

Payee: _____ Cash/Credit Card/Ck# _____ Amount _____ Date _____

8/16/2023

FACILITY FEES AND REGULATIONS***

Type of Space	Occupancy	Time Frame	City Resident Fee	Non-City Resident Fee
Meeting Room	50	Daily (4 hours)	\$50.00	\$75.00
Meeting Room	50	Hourly (After 4 hours)	\$10.00	\$20.00
Multi-Purpose*	135	Daily (6 hours)	\$400.00	\$500.00
Multi-Purpose*	135	½ Day (4 hours)	\$300.00	\$400.00
Community Center Shelter**	75	Daily (8 hours)	\$120.00	\$150.00
Community Center Shelter**	75	½ Day (4 hours)	\$70.00	\$95.00

* Multi-Purpose Rooms are located at the Old Armory Community Center and the Phil Bazemore Active Adult Center

** Community Center Shelters include shelters located at Sutton Park, Dickerson and Old Armory Community Centers. Meeting room within the community center is included for restroom access.

*** Community Centers are not available for events that are open to the public.

Facility Rental Regulations

- Any outside vendor (DJ, caterer etc) associated with your rental must be approved by the appropriate department and included in the rental. Additional permits and a certificate of insurance may apply.
- Any flyers advertised for any private event cannot contain the City of Monroe Logo.
- Large rental items or large items used during the rental (smokers, large grills etc) must be approved by the appropriate department. Most park facilities have grills on site. Inflatables are only allowed at facilities that offer outdoor rentable spaces (outdoor picnic shelters). Please check with specific facility to ensure inflatables are allowed at that particular facility. Inflatables, including bounce houses, require additional permits, including a certificate of insurance listing the City of Monroe as additionally insured, if permitted. Additional equipment, including generators, may be required at the expense of the renter.
- Parks and Recreation facilities are available for private rentals only. Rentals or events that are advertised or open to the public are not allowed.
- No admission fees may be charged at the door or entry; no concessions may be sold; no admission fees shall be used for personal financial gain. Fundraising events permitted only for approved non-profit (501c3) organizations. Any fundraising event must be a private event and invitation only.
- Individuals listed on rental forms are responsible for the facility during the rental period. Please provide adequate supervision of guests.
- Renter must leave the facility as it was found. Trash should be placed in receptacles. Tables and chairs must be cleaned and left as the renter found them.
- Confetti, streamers and water balloons are not allowed at any rental event. No tape, staples or glue is to be used on the walls.
- Failure to leave any park facility or amenity as you found it could result in suspending the responsible parties ability to reserve for future functions.
- All functions must begin at the designated time listed on the facility use application. SET UP AND BREAK DOWN TIME MUST BE INCLUDED IN THE RENTAL TIME. INDIVIDUALS WILL NOT BE ALLOWED TO ACCESS THE BUILDING BEFORE THE TIME STIPULATED ON THE FACILITY USE

8/16/2023

APPLICATION. ADDITIONAL FEES WILL BE CHARGED TO INDIVIDUALS WHO STAY PASSED THE TIME STIPULATED ON THE FACILITY APPLICATION FEE.

11. Renter must have a copy of the approved permit at the time of their event.
12. Person listed on Usage Application must be present at the facility for the duration of their rental.
13. Outdoor space, including parking lots, at City Community Centers are not available for rental for special events.
14. Use of alcohol and tobacco products are strictly prohibited.
15. No stages of any kind are permitted unless prior authorization is given and noted on your rental form.
16. Reservations cannot be made outside of a year in advance.

Specific regulations require certain permits in addition to the parks and recreation facility permit. Checking yes to all or some of these items may require more action before the application can be approved.

Do any of the following items pertain to your request?

The use of amusement attractions including inflatables: YES NO

Will concessions be made available: YES NO

Large items of equipment, including rental equipment: YES NO

Fee associated with reservation?:* YES NO

*(Permitted for Non-Profit Use Only; i.e. Tickets sold, sponsors, donations)

ADMINISTRATIVE USE ONLY:

Permit required: Health Department City Permit Parks and Rec Permit ONLY

Appropriate Permit Received YES _____ NO _____ N/A _____

Certificate of Insurance YES _____ NO _____ N/A _____

Staff Signature _____ Date _____



PARK SHELTER USE APPLICATION

Date of Event _____ **Time of Event** _____ ☐ am ☐ pm until _____ ☐ am ☐ pm

Type of Event _____ # Attending _____

Park Shelter Requested (Circle one):

Belk Tonawanda Park	Don Griffin Park	Creft Park
Sherrod Park (Old Armory)	Dickerson Park	Sutton Park

Contact Person_____ **City Resident**_____ **Non-City Resident**_____

Address_____ **City/State**_____ **Zip**_____

Email Address_____ **Driver's License #**_____

Home Phone _____ Cell Phone/Business Phone _____

Name of Group/Event/Company_____

Internal Organization Organization with valid Non-Profit status (Proof of Non-Profit required) (Check if applicable only)

Charges: 50% of rental fee due at time of reservation. Balance is due 30 days prior to rental.

Shelter	\$ _____
Community Center Shelter	\$ _____
Total Amount Paid	\$ _____
Total Amount Due	\$ _____

Cancellations are subject to a 10% administration fee. Full refunds, minus administration fee, if cancelled 30 days prior to use. After that date, 50% (minus administration fee) will be issued.

I hereby certify that I am the authorized and responsible representative of the petitioning group, that the above statements are true to be the best of my knowledge, that I have received and read a copy of the rules and regulations governing the use of the facilities; and that our group will comply with the regulations, policies and fee schedule governing the use of the facility.

The undersigned applicant hereby agrees to indemnify and save harmless the City of Monroe from and against any and all loss, costs, damages, expense and liability causes by any accident, illness (communicable diseases such as MRSA, influenza and COVID-19) or other occurrence causing bodily injury or property damage or damage for libel or slander to any person or property arising from or out of the use or occupancy of the premises by the undersigned applicant, its agents, employees, or invitees.

The person to whom this facility use permit is issued is the contact person and must be on the premises during the entire event and have the approved permit in his/her possession during the time of approved use. I understand that any special arrangements must be made in advance. Failure to disclose all information and failure to comply with regulations will mean forfeiture of my deposit and/or other charges. Cancellations are subject to a 10% administration fee. Full refunds, minus administration fee, if cancelled 30 days prior to use. After that date, 50% (minus administration fee) will be issued. I certify that the undersigned is at least 21 years of age.

Today's Date_____ **Signature**_____

ADMINISTRATIVE USE ONLY: Permit#: _____

Certificate of Insurance (If applicable): _____ Temporary Use City Permit (If applicable): _____ Receipt#: _____

Payee: _____ Cash/Credit Card/Ck# _____ Amount _____ Date _____

PARK SHELTER FEES AND REGULATIONS*

Type of Space	Occupancy	Time Frame	City Resident Fee	Non-City Resident Fee
Park Shelter	75	Daily (8 hours)	\$75.00	\$95.00
Community Center Shelter**	75	Daily (8 hours)	\$120.00	\$150.00
Community Center Shelter**	75	½ Day (4 hours)	\$70.00	\$95.00

* Entire Park rentals are not available to the public. All rentals must be considered private events and are not available as events open to the public.

** Community Center Shelters include shelters located at Sutton Park, Dickerson and Old Armory Community Centers. Meeting room within the community center is included for restroom access.

1. Any outside vendor (DJ, caterer etc) associated with your rental must be approved by the appropriate department and included in the rental. Additional permits and a certificate of insurance may apply.
2. Any flyers advertised for any private event cannot contain the City of Monroe logo.
3. Large rental items or large items used during the rental (smokers, large grills etc) must be approved by the appropriate department. Most park facilities have grills on site. Inflatables are only allowed at facilities that offer outdoor rentable spaces (outdoor picnic shelters). Please check with specific facility to ensure inflatables are allowed at that particular facility. Inflatables, including bounce houses, require additional permits, including a certificate of insurance listing the City of Monroe as additionally insured, if permitted. Additional equipment, including generators, may be required at the expense of the renter.
4. Parks and Recreation facilities are available for private rentals only. Rentals or events that are advertised or open to the public are not allowed.
5. No admission fees may be charged at the door or entry; no concessions may be sold; no admission fees shall be used for personal financial gain. Fundraising events permitted only for approved non-profit (501c3) organizations. Any fundraising event must be a private event and invitation only.
6. Individuals listed on rental forms are responsible for the facility during the rental period. Please provide adequate supervision of guests.
7. Renter must leave the facility as it was found. Trash should be placed in receptacles. Tables and chairs must be cleaned and left as the renter found them.
8. Confetti, streamers and water balloons are not allowed at any rental event. No tape, staples or glue is to be used on the walls.
9. Failure to leave any park facility or amenity as you found it could result in suspending the responsible parties ability to reserve for future functions.
10. All functions must begin at the designated time listed on the facility use application. SET UP AND BREAK DOWN TIME MUST BE INCLUDED IN THE RENTAL TIME. INDIVIDUALS WILL NOT BE ALLOWED TO ACCESS THE BUILDING BEFORE THE TIME STIPULATED ON THE FACILITY USE APPLICATION. ADDITIONAL FEES WILL BE CHARGED TO INDIVIDUALS WHO STAY PAST THE TIME STIPULATED ON THE FACILITY APPLICATION FEE.
11. Renter must have a copy of the approved permit at the time of their event.
12. Person listed on Usage Application must be present at the facility for the duration of their rental.

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13. Outdoor space, including parking lots, at City Community Centers are not available for rental for special events.
14. Use of alcohol and tobacco products are strictly prohibited.
15. No stages of any kind are permitted unless prior authorization is given and noted on your rental form.
16. Reservations cannot be made outside of a year in advance.

Specific regulations require certain permits in addition to the parks and recreation facility permit. Checking yes to all or some of these items may require more action before the application can be approved.

Do any of the following items pertain to your request?

The use of amusement attractions including inflatables:	YES	NO
Large items of equipment, including rental equipment:	YES	NO
Fee associated with reservation?:*	YES	NO

*(Permitted for Non-Profit Use Only; i.e. Tickets sold, sponsors, donations)

ADMINISTRATIVE USE ONLY:

Permit required:	Health Department	City Permit	Parks and Rec Permit ONLY
Appropriate Permit Received	YES _____	NO _____	N/A _____
Certificate of Insurance	YES _____	NO _____	N/A _____
Staff Signature _____	Date _____		