



# CITY COUNCIL REGULAR MEETING

**Tuesday, February 17, 2026  
6:00 p.m.**

Snohomish Carnegie, 105 Cedar Avenue  
Remote Option Available

Zoom Meeting Participation Information  
Use link: <https://us02web.zoom.us/j/83715588252>  
Dial in: (253) 215-8782  
Meeting ID: 837 1558 8252

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## **AGENDA**

- 1. CALL TO ORDER**
  - a. Roll Call
  - b. Pledge of Allegiance
- 2. PROCLAMATIONS, PRESENTATIONS, AND RECOGNITIONS**
  - a. A Proclamation of the City of Snohomish Recognizing Black History Month
- 3. PUBLIC COMMENTS** - Members of the public may address the City Council on items not listed as a Public Hearing or Action Item. Comments are limited to three (3) minutes per speaker.
- 4. APPROVE AGENDA Contents and Order**
- 5. CONSENT ITEMS**
  - a. APPROVE Minutes of the February 3, 2026 Regular Meeting
  - b. APPROVE Vouchers and ACH Transactions
- 6. DISCUSSION ITEMS**
  - a. WSDOT SR9 Update
- 7. OTHER BUSINESS/INFORMATION ITEMS**
- 8. COUNCILMEMBER COMMENTS**
- 9. COUNCIL PRESIDENT'S ITEMS/REPORTS**
- 10. STAFF BRIEFINGS**
  - a. Rental Assistance Program Report for Q3 and Q4 2025
  - b. 2025 Snohomish Microsite Ad Campaign Results
  - c. Cold Weather Shelter 2025 Report Summary
- 11. CITY ADMINISTRATOR'S COMMENTS**
- 12. MAYOR'S COMMENTS**
- 13. RECESS TO EXECUTIVE SESSION** To Discuss Potential Litigation Pursuant to RCW 42.30.110(1)(i) and For Consideration of Price to Buy or Sell Property, Pursuant to RCW

42.30.110(1)(b). Action May Follow.

#### **14. RECONVENE AND ADJOURN**

**NEXT SCHEDULED MEETING:** Tuesday, March 3, 2026, Regular City Council Meeting

#### **Notice of Accommodations and Equal Opportunity Statement**

Specialized accommodations are available upon request with at least five (5) days' advance notice. To request accommodation, please contact the City Clerk's Office at (360) 568-3115.

This organization is an Equal Opportunity Provider.



# CITY OF SNOHOMISH

## A PROCLAMATION OF THE CITY OF SNOHOMISH RECOGNIZING BLACK HISTORY MONTH

**WHEREAS**, each year, Black History Month is observed in February; and

**WHEREAS**, Carter G. Woodson, also known as “The Father of Black History,” created what is now known as the Association for the Study of African American Life and History (ASALH) in 1916 to research and promote achievements by Black Americans, and in 1926 launched “Negro History Week” with the purpose of bringing attention to the need for acknowledging and accurately representing Black history; and

**WHEREAS**, in 1976, President Gerald Ford declared February as Black History Month and called on the country at the United States Bicentennial to “seize the opportunity to honor the too-often neglected accomplishments of Black Americans in every area of endeavor throughout our history”; and

**WHEREAS**, observing Black History Month provides opportunities to gain a deeper understanding of African American history and acknowledge the centuries of struggles for equality and freedom; and

**WHEREAS**, Black History Month also celebrates the achievements and contributions that African Americans have made in shaping our country, society, and communities; and

**WHEREAS**, to participate in observing Black History Month, those interested can visit [www.asalh.org](http://www.asalh.org) to learn more about the origins of the month, this year’s theme, and African American history.

**NOW, THEREFORE**, I Aaron Hoffman, Mayor of Snohomish, on behalf of the City Council, do hereby proclaim February 2026 as

### BLACK HISTORY MONTH

As a nation founded on civic ideals, social and economic justice was a cornerstone of this country from its inception. As we continue to define these ideals, over time, through struggle, and working together as one people to deliver on America’s promise of equity and dignity for all, we encourage everyone to observe this month by acknowledging the history and challenges faced by African Americans, and to recognize this community for its strength, perseverance, character, and contributions, all of which enrich our lives.

SIGNED by the Mayor of Snohomish this 17<sup>th</sup> day of February 2026.



  
\_\_\_\_\_  
Aaron Hoffman, Mayor

ATTEST:  
  
\_\_\_\_\_  
Melissa Collins, City Clerk



**CITY COUNCIL MEETING STAFF REPORT**

**Date:** February 17, 2026

**Agenda Section:** CONSENT ITEMS

**From:** Jeremy Harrod, Deputy City Clerk

**Subject:** **APPROVE Minutes of the February 3, 2026 Regular Meeting**

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**SUMMARY:** APPROVE Minutes of the February 3, 2026 Regular Meeting

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**ATTACHMENT(S):**

02.03.2026 REG Minutes DRAFT.pdf

**City of Snohomish City Council Meeting Minutes**  
**Tuesday, February 3, 2026**

1. **CALL TO ORDER:** Mayor Aaron Hoffman called the Snohomish City Council Regular Meeting to order at 6:00 p.m., Tuesday, February 3, 2026. The meeting was held in hybrid format with in-person attendance at the Snohomish Carnegie, 105 Cedar Avenue, Snohomish, and remote online access via Zoom.

- a. Roll Call

Deputy City Clerk Jeremy Harrod called the roll with the following Councilmembers

Present: Anup Deol, Gabe Jacobs, Judith Kuleta, Terry Lippincott, Tom Merrill, and Felix Neals.

Absent: Councilmember David Flynn

*Motion by Councilmember Neals, second by Councilmember Kuleta to excuse Councilmember Flynn. **Motion passed (6-0).***

- b. Pledge of Allegiance

2. **PROCLAMATIONS, PRESENTATIONS AND RECOGNITIONS**

- a. Presentation by Sheriff Susanna Johnson

3. **PUBLIC COMMENTS**

Public comments were made.

4. **APPROVE AGENDA Contents and Order**

*Motion by Councilmember Neals, second by Councilmember Kuleta to approve the agenda as presented. **Motion passed (6-0).***

5. **CONSENT ITEMS**

- a. APPROVE Vouchers and ACH Transactions
- b. APPROVE Minutes of the January 20, 2026, Regular Meeting

*Motion by Councilmember Lippincott, second by Councilmember Jacobs to approve the Consent Items as presented. **Motion passed (6-0).***

6. **OTHER BUSINESS/INFORMATION ITEMS**

Councilmembers Kuleta, Merrill, Lippincott, Jacobs commented.

7. **COUNCILMEMBER COMMENTS**

Councilmembers Lippincott, Kuleta, Merrill, Jacobs, Deol commented.

8. **COUNCIL PRESIDENT'S ITEMS/REPORTS**

Council President Neals made comments.

**9. STAFF BRIEFINGS**

Mayor Hoffman reminded council of the staff briefing:

- a. Kikendall Cabin Update

**10. CITY ADMINISTRATOR'S COMMENTS**

City Administrator Klein made comments.

Police Chief Alanis responded to comments.

**11. MAYOR'S COMMENTS**

Mayor Hoffman made comments.

**12. ADJOURN**

There being no objection, the meeting adjourned at 7:10 p.m.

CITY OF SNOHOMISH

ATTEST:

\_\_\_\_\_  
Aaron Hoffman, Mayor

\_\_\_\_\_  
Jeremy Harrod, Deputy City Clerk



## CITY COUNCIL MEETING STAFF REPORT

**Date:** February 17, 2026

**Agenda Section:** CONSENT ITEMS

**From:** Alisha Hendren, CPA, Finance Director

**Subject:** **APPROVE Vouchers and ACH Transactions**

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**SUMMARY:** Approve issuance of Coastal Community Bank voucher checks #84414 - #84499 in the amount of \$661,336.76, issuance of electronic fund transfers in the amount of \$45,383.07, and issuance of a payroll electronic fund transfer in the amount of \$306,865.66.

**COUNCIL GOAL(S):** City Services, City Infrastructure

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**ATTACHMENT(S):**

ACH Council Warrants 02-17-2026 Council Packet.pdf

**Council Warrants - ACH Transactions**

Council Meeting Date: 2/17/2026  
 Date Range: 1/29/2026-2/6/2026

<b>Date</b>	<b>Vendor</b>	<b>Description</b>	<b>Amount</b>
1/29/2026	Navia Benefit Solutions	HSA Contributions	\$66.34
2/2/2026	Global Payments	Merchant Fees - City Hall	\$44,776.89
2/2/2026	Global Payments	Merchant Fees - Online	\$291.04
2/3/2026	Paycom	Payroll	\$306,865.66
2/5/2026	Navia Benefit Solutions	FSA Reimbursements	\$248.80

2/5/2026 Check Run #84414 - #84499 \$ 661,336.76

Total Checks: \$ 661,336.76  
 Total ACH: \$45,383.07  
 Total Payroll ACH: \$306,865.66  
**Grand Total: \$ 1,013,585.49**

CERTIFICATION: I, the undersigned do hereby certify under penalty of perjury, that the materials have been furnished, the services rendered or the labor performed as described herein and that the claim is a just, due and unpaid obligation against the City of Snohomish, and that I am authorized to authenticate and to certify to said claim pursuant to Chapter 42.24 RCW.

**APPROVED**  
*By Alisha Hendren at 2:13 pm, Feb 06, 2026*

Finance Director/City Treasurer

Date



City of Snohomish

# Check Report

By Check Number

Date Range: 01/29/2026 - 02/06/2026

Vendor Number	Vendor Name	Payment Date	Payment Type	Discount Amount	Payment Amount	Number
<b>Bank Code: AP Bank 2-AP Bank Coastal Community Bank</b>						
BHCCon	BHC Consultants	01/29/2026	Regular	0.00	2,945.00	84414
BilBlu	Bills Blueprint Inc.	01/29/2026	Regular	0.00	709.34	84415
COEnv	City of Everett Environmental Lab	01/29/2026	Regular	0.00	270.00	84416
COEuti	City of Everett Utilities	01/29/2026	Regular	0.00	56,491.10	84417
Comct1668	Comcast (1668)	01/29/2026	Regular	0.00	141.98	84418
Comct7405	Comcast (7405)	01/29/2026	Regular	0.00	64.80	84419
Comct8258	Comcast (8258)	01/29/2026	Regular	0.00	359.31	84420
DLTSol	DLT Solutions, LLC	01/29/2026	Regular	0.00	569.04	84421
FerWat	Ferguson Waterworks #3156	01/29/2026	Regular	0.00	1,985.63	84422
Gra& O	Gray & Osborne, Inc.	01/29/2026	Regular	0.00	12,655.85	84423
HonBuc	Honey Bucket	01/29/2026	Regular	0.00	174.85	84424
MDDCwt	McDaniel Do It Center - Water	01/29/2026	Regular	0.00	97.66	84425
PacEng	PACE Engineers, Inc.	01/29/2026	Regular	0.00	149.50	84426
PugSou	Puget Sound Clean Air Agency	01/29/2026	Regular	0.00	9,454.00	84427
RobHalf	Robert Half	01/29/2026	Regular	0.00	2,919.36	84428
SnoAut	Snohomish Auto Parts	01/29/2026	Regular	0.00	35.14	84429
Snocoo	Snohomish Co-Op	01/29/2026	Regular	0.00	14.74	84430
SnoRes	Snohomish County Conservation & Natural Res	01/29/2026	Regular	0.00	2,144.23	84431
EveDis	Snohomish County District Court	01/29/2026	Regular	0.00	5,187.11	84432
SCPAtt	Snohomish County Prosecuting Attorney	01/29/2026	Regular	0.00	4,018.76	84433
TMGSer	TMG Services, Inc.	01/29/2026	Regular	0.00	4,393.86	84434
TraGro	TranspoGroup	01/29/2026	Regular	0.00	3,196.85	84435
WhiWor	Whistle Workwear	01/29/2026	Regular	0.00	5,418.44	84436
AliHen	Alisha Hendren	01/29/2026	Regular	0.00	230.00	84437
DavAtk	David Atkins	01/29/2026	Regular	0.00	250.00	84438
MouGha	Moustafa Ghazal	01/29/2026	Regular	0.00	500.00	84439
PacEng	PACE Engineers, Inc.	01/29/2026	Regular	0.00	7,028.25	84440
AAAEve	AAA Everett Fire Extinguisher Company	02/05/2026	Regular	0.00	60.45	84445
IntTel	Allstream	02/05/2026	Regular	0.00	335.45	84446
ARGInd	ARG Industrial	02/05/2026	Regular	0.00	1,254.40	84447
AWC	Association of Washington Cities	02/05/2026	Regular	0.00	7,254.00	84448
AFTS	Automatic Funds Transfer Services, Inc	02/05/2026	Regular	0.00	1,127.31	84449
CIVPLU	CivicPlus LLC	02/05/2026	Regular	0.00	13,005.85	84450
Comct1347	Comcast (1347)	02/05/2026	Regular	0.00	167.45	84451
Comct2016	Comcast (2016)	02/05/2026	Regular	0.00	168.24	84452
Comct2709	Comcast (2709)	02/05/2026	Regular	0.00	128.24	84453
Comct5627	Comcast (5627)	02/05/2026	Regular	0.00	287.54	84454
DVARel	Day Vengley & Associates LLC	02/05/2026	Regular	0.00	4,195.56	84455
DunInd	Dunlap Industry	02/05/2026	Regular	0.00	3,819.63	84456
FriTec	Frix Technologies LLC D/B/A FreeDoc	02/05/2026	Regular	0.00	7,250.96	84457
GenCod	General Code, LLC	02/05/2026	Regular	0.00	4,274.69	84458
GirRes	Girard Resources & Recycling, LLC	02/05/2026	Regular	0.00	3,207.54	84459
GraCon	Granite Construction Supply	02/05/2026	Regular	0.00	517.63	84460
GreDot	Green Dot Concrete	02/05/2026	Regular	0.00	609.35	84461
HBJae	ICONIX Waterworks (US) Inc	02/05/2026	Regular	0.00	843.70	84462
InEnv	Inland Environmental Resources, Inc.	02/05/2026	Regular	0.00	11,246.97	84463
LakInd	Lakeside Industries	02/05/2026	Regular	0.00	4,338.94	84464
MDDCfc	McDaniel Do It Center - Facilities	02/05/2026	Regular	0.00	40.67	84465
MDDCsf	McDaniel Do It Center - Shop/Fleet (Support)	02/05/2026	Regular	0.00	107.70	84466
OweEqu	Owen Equipment Company	02/05/2026	Regular	0.00	269.97	84467
PapMac-WA Tractor	Pape Machinery	02/05/2026	Regular	0.00	541.07	84468
PlaEle	Platt Electric Supply	02/05/2026	Regular	0.00	181.57	84469
RobHalf	Robert Half	02/05/2026	Regular	0.00	2,189.52	84470
SnoAut	Snohomish Auto Parts	02/05/2026	Regular	0.00	227.37	84471

Check Report

Date Range: 01/29/2026 - 02/06/2026

Vendor Number	Vendor Name	Payment Date	Payment Type	Discount Amount	Payment Amount	Number
Scaudi	Snohomish County Auditor	02/05/2026	Regular	0.00	2,845.48	84472
EvgSta	Evergreen State Heat & AC	02/05/2026	Regular	0.00	929.05	84475
NeoGov	Governmentjobs.com, Inc.	02/05/2026	Regular	0.00	6,888.99	84476
KelCre	Kelley Create Co	02/05/2026	Regular	0.00	260.54	84477
PolCon	Policy Confluence, Inc	02/05/2026	Regular	0.00	6,000.00	84478
GuaSec	Robblee's Total Security Inc	02/05/2026	Regular	0.00	8,940.97	84479
SnoAut	Snohomish Auto Parts	02/05/2026	Regular	0.00	178.65	84480
SCDeme	Snohomish County Department of Emergency	02/05/2026	Regular	0.00	3,726.00	84481
Snopac	Snohomish County 911	02/05/2026	Regular	0.00	13,642.27	84482
SCDpub	Snohomish County Department of Public Works	02/05/2026	Regular	0.00	1,305.40	84483
Schuma	Snohomish County Human Services	02/05/2026	Regular	0.00	780.32	84484
Scplan	Snohomish County Planning & Development	02/05/2026	Regular	0.00	3,219.00	84485
SCPDef	Snohomish County Public Defender Association	02/05/2026	Regular	0.00	2.00	84486
SCSO	Snohomish County Sheriff's Office	02/05/2026	Regular	0.00	349,765.00	84487
SCSOCor	Snohomish County Sheriff's Office Corrections	02/05/2026	Regular	0.00	15,888.04	84488
SouEqu	Sound Equipment Rental and Sales	02/05/2026	Regular	0.00	612.50	84489
TheHer	Sound Publishing	02/05/2026	Regular	0.00	165.12	84490
SouSaf	Sound Safety Products Co.	02/05/2026	Regular	0.00	1,177.91	84491
TylTec	Tyler Technologies, Inc	02/05/2026	Regular	0.00	50,415.07	84492
UniSit	United Site Services	02/05/2026	Regular	0.00	249.01	84493
UnuLif	Unum Life Insurance	02/05/2026	Regular	0.00	232.00	84494
USBond	US Bank	02/05/2026	Regular	0.00	147.67	84495
UtiUnd	Utilities Underground Location	02/05/2026	Regular	0.00	132.30	84496
Voyage	Voyager	02/05/2026	Regular	0.00	4,077.09	84497
WhiWor	Whistle Workwear	02/05/2026	Regular	0.00	232.42	84498
AnuDeo	Anup Deol	02/05/2026	Regular	0.00	467.39	84499

Bank Code AP Bank 2 Summary

Payment Type	Payable Count	Payment Count	Discount	Payment
Regular Checks	129	80	0.00	661,336.76
Manual Checks	0	0	0.00	0.00
Voided Checks	0	0	0.00	0.00
Bank Drafts	0	0	0.00	0.00
EFT's	0	0	0.00	0.00
	<b>129</b>	<b>80</b>	<b>0.00</b>	<b>661,336.76</b>

### All Bank Codes Check Summary

Payment Type	Payable Count	Payment Count	Discount	Payment
Regular Checks	129	80	0.00	661,336.76
Manual Checks	0	0	0.00	0.00
Voided Checks	0	0	0.00	0.00
Bank Drafts	0	0	0.00	0.00
EFT's	0	0	0.00	0.00
	<b>129</b>	<b>80</b>	<b>0.00</b>	<b>661,336.76</b>

### Fund Summary

Fund	Name	Period	Amount
998	Pooled Cash (Incode)	1/2026	121,404.80
998	Pooled Cash (Incode)	2/2026	539,931.96
			<b>661,336.76</b>



## CITY COUNCIL MEETING STAFF REPORT

**Date:** February 17, 2026

**Agenda Section:** DISCUSSION ITEMS

**From:** Ken Klein  
City Administrator

**Subject:** WSDOT SR9 Update

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**SUMMARY:** WSDOT has awarded the SR9 bridge over the Snohomish River Project and the construction mobilization has already begun. Early construction work includes Pile driving which can cause sound and vibration impacts.

**BACKGROUND & ANALYSIS:** This work proposes to impact city streets during detours. Here is a summary of the most impactful closures to our city:

- Six Weekend Full Closures of SR 9 (9 p.m. Friday to 5 a.m. Monday)
- Two Weekend Closures on NB SR 9 (9 p.m. Friday to 5 a.m. Monday)
- One 30-Day Closure of Lowell Snohomish River Road (9 p.m. Friday to 5 a.m. Monday)
- Nightly Full SR 9 Closures (9 p.m. to 5 a.m.)
- Nightly Full Closures of Marsh Rd (8 p.m. to 5 a.m.)
- SB SR 9 On Ramp Closures (8 p.m. to 5 a.m.)
- NB SR 9 Off Ramp Closures (8 p.m. to 5 a.m.)

Please see attached for more specific information regarding these closures.

**REFERENCE(S):** [SR 9 – Marsh Road to 2nd Street Vicinity – Widening & Bridge Painting | WSDOT](#)

**COUNCIL GOAL(S):** Community Involvement

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**ATTACHMENT(S):**

SR 9 Marsh Rd PPT SNOHOMISH.pdf  
SR 9 Marsh Traffic Control Closures.pdf

The title of the project is displayed in a large, bold, black font, centered within a white, cloud-like graphic that has a soft, feathered edge. The text reads: 'SR 9 Marsh Road to 2nd Street Vicinity Widening & Bridge Painting'.

# SR 9 Marsh Road to 2nd Street Vicinity Widening & Bridge Painting

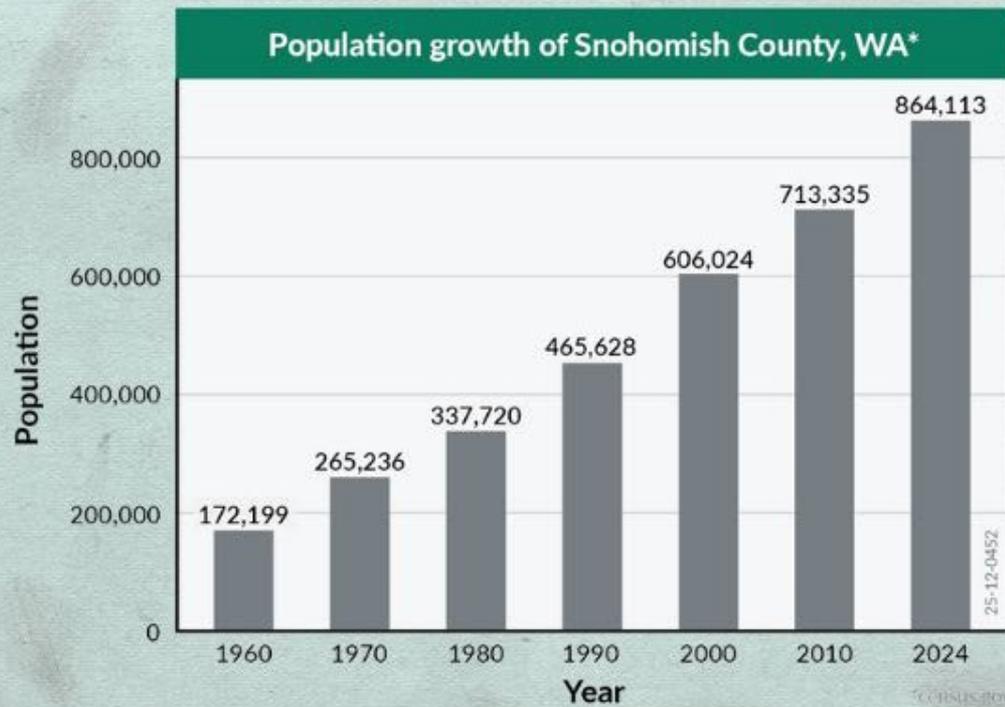
Della Kostelnik Juarez  
Communications

Shawn Wendt  
Project Engineer

# IN THIS PRESENTATION

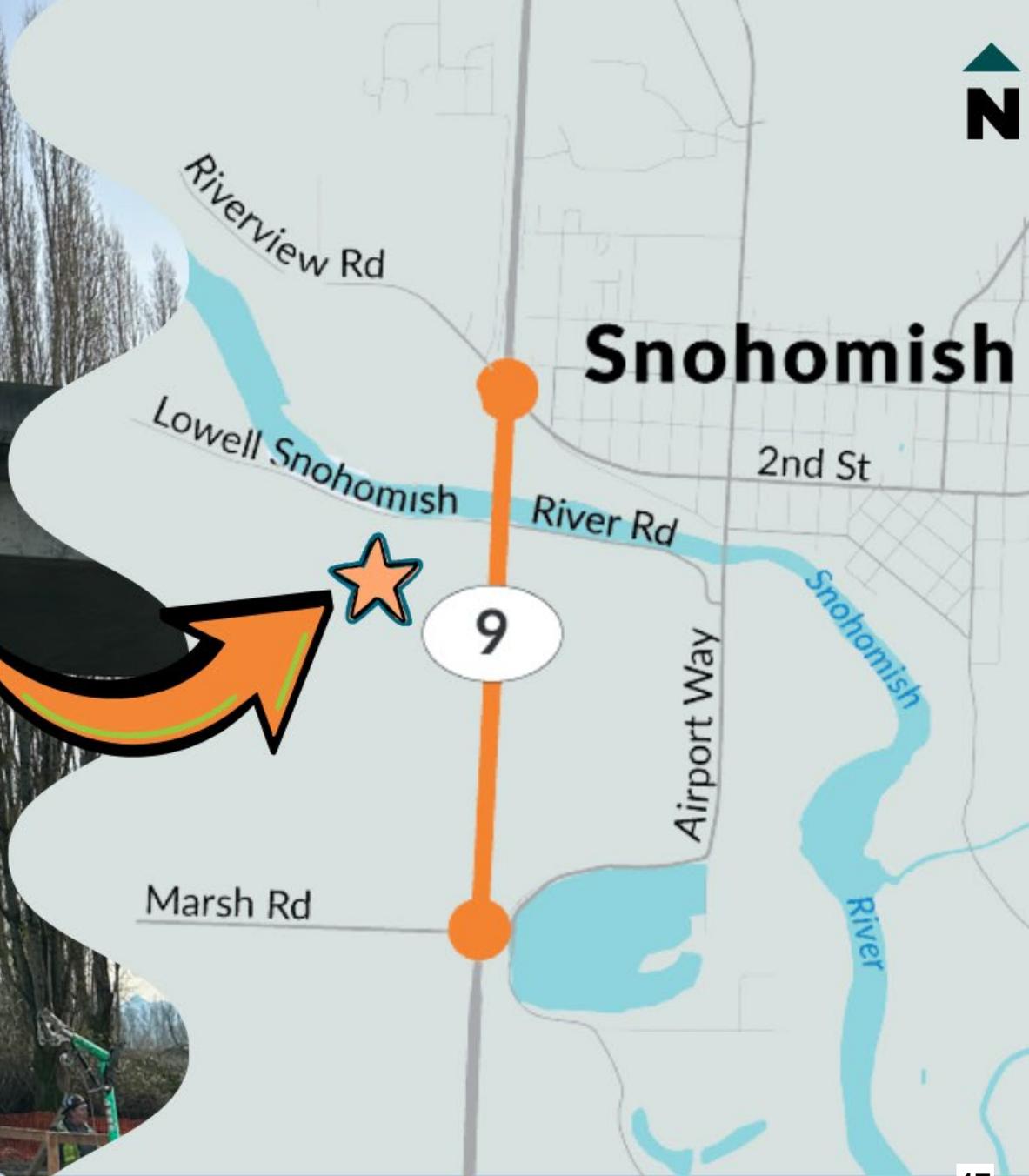
- **Population growth**
- **Funding**
- **Two new bridges**
- **New SR 9 on- and off-ramps**
- **Americans with Disabilities Act (ADA) compliant improvements at Marsh Road intersection**
- **Signed detour routes**
- **Project background**
- **What can influence a construction timeline?**
- **Communications**
- **Our friends with City of Snohomish**
- **Questions?**

# POPULATION GROWTH



# FUNDING

- This project received \$142 million from the 2015 Connecting Washington transportation package.
- Connecting Washington is a 16-year program funded primarily by the gas tax increase that was fully phased-in on July 1, 2016.
- Connecting Washington and Move Ahead Washington are multi-billion-dollar, multi-year state efforts that help preserve our state's highway system and reduce congestion in the central Puget Sound area.



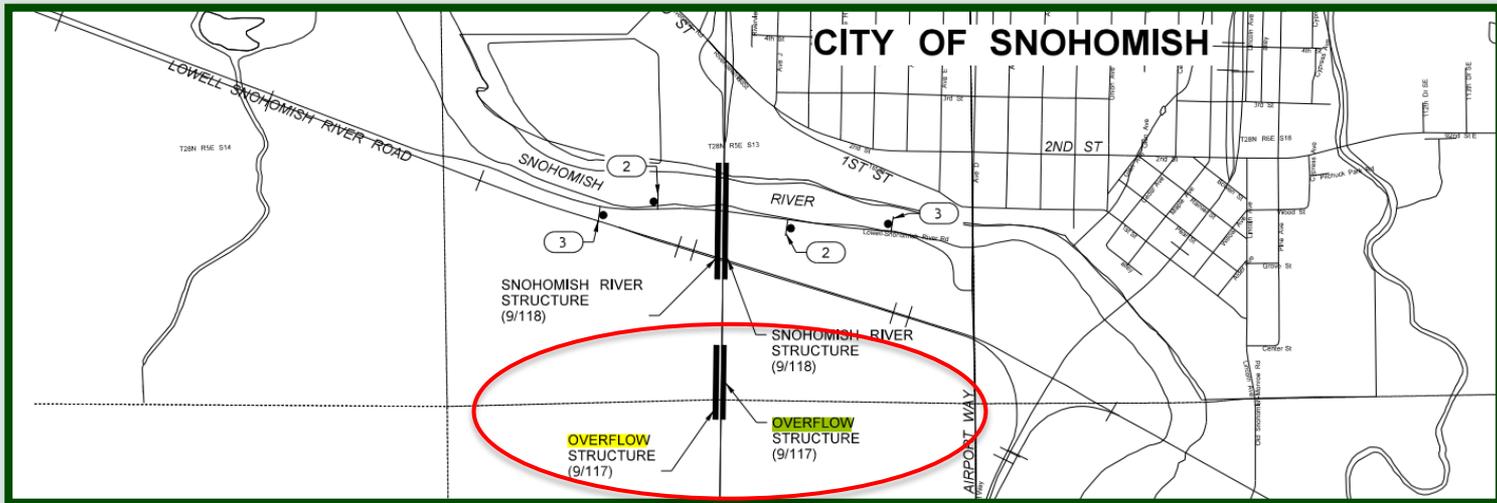
# NEW BRIDGE #1

An additional bridge over the Snohomish River for State Route 9

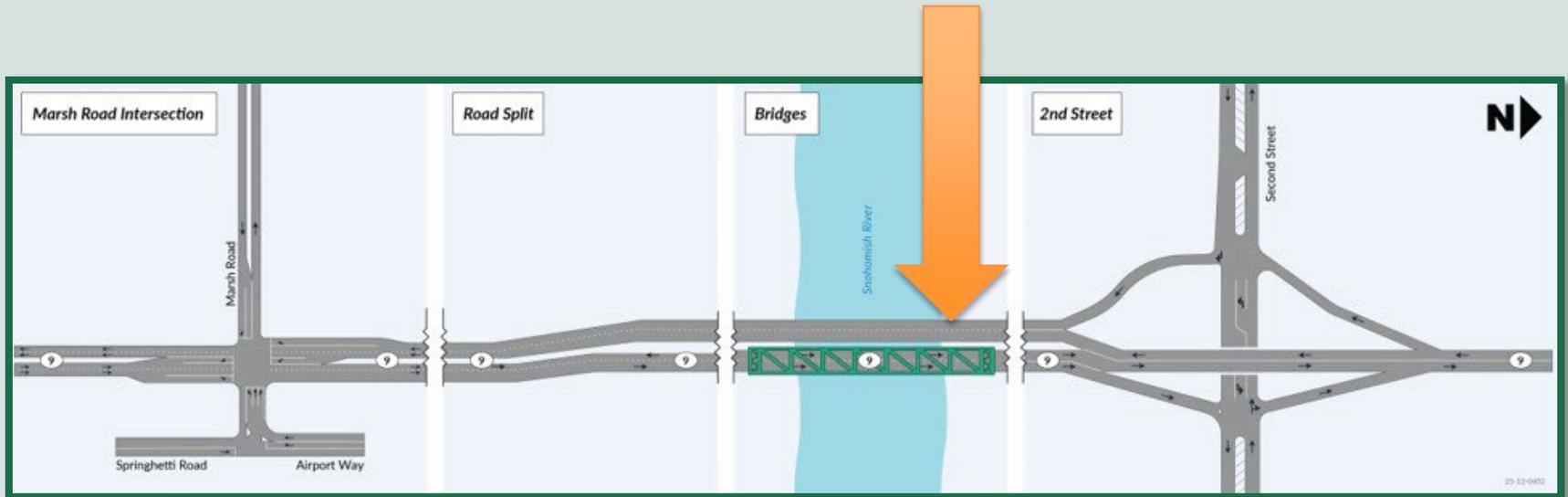


# NEW BRIDGE #2

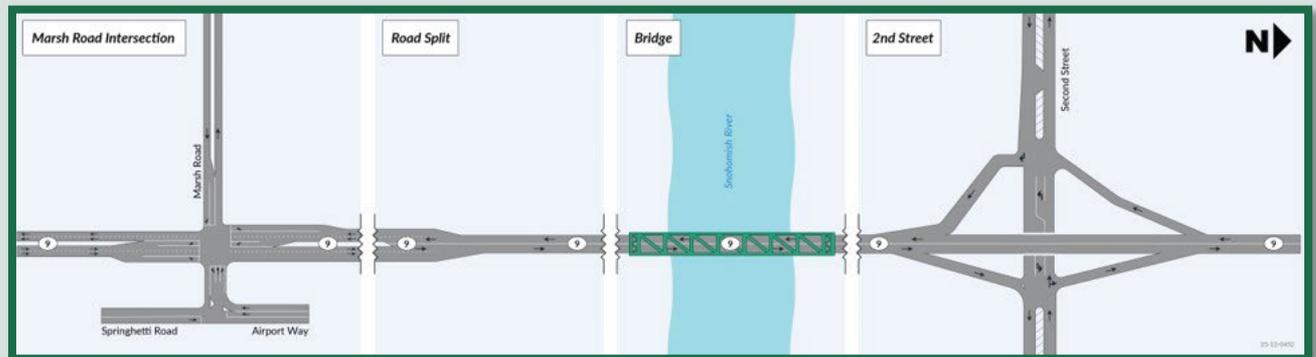
Overflow bridge (south of the SR 9 Snohomish River Bridge)



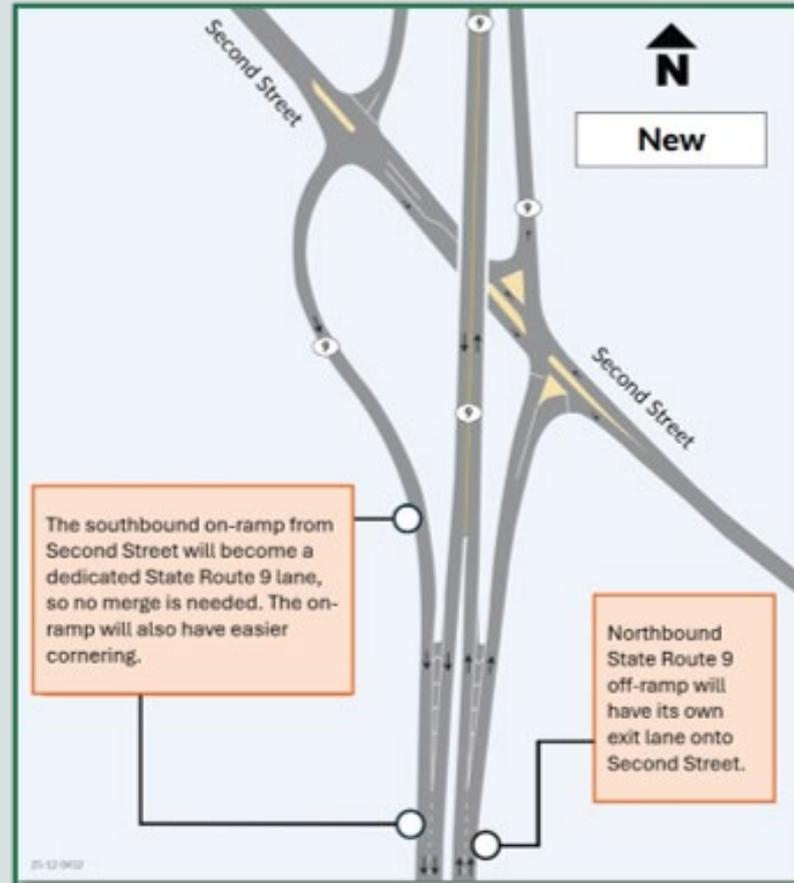
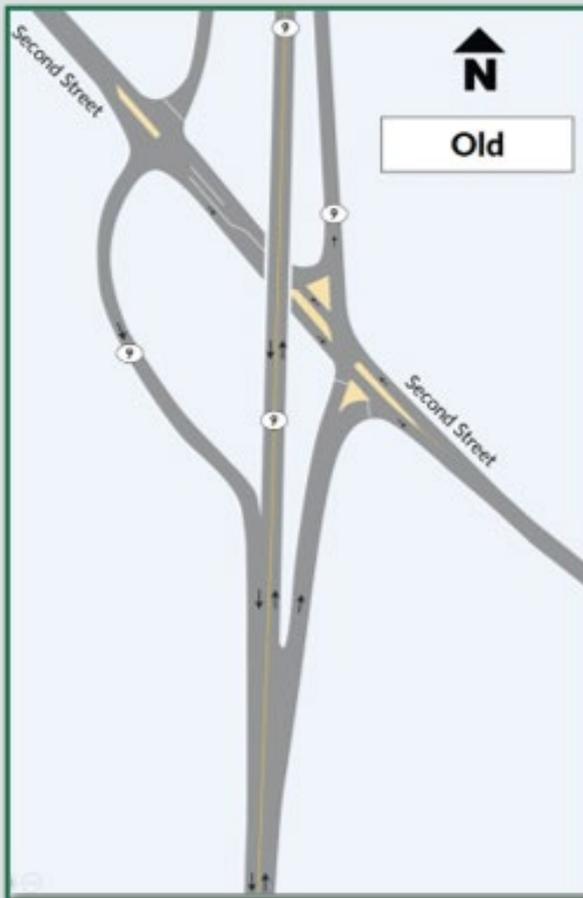
# NEW BRIDGE WILL CARRY SOUTHBOUND TRAFFIC



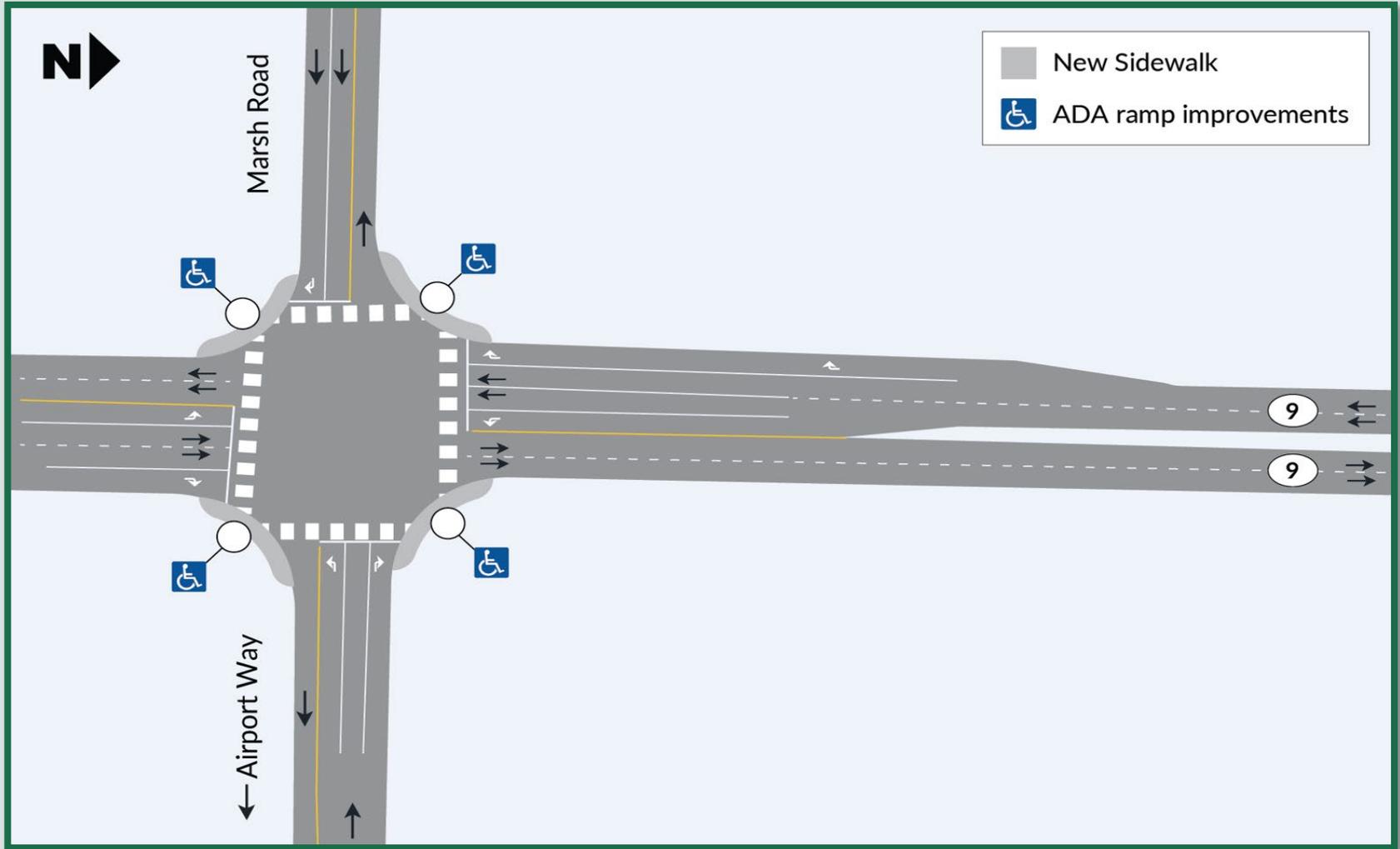
Current configuration



# NEW OFF- AND ON- RAMPS TO AND FROM SECOND AVENUE

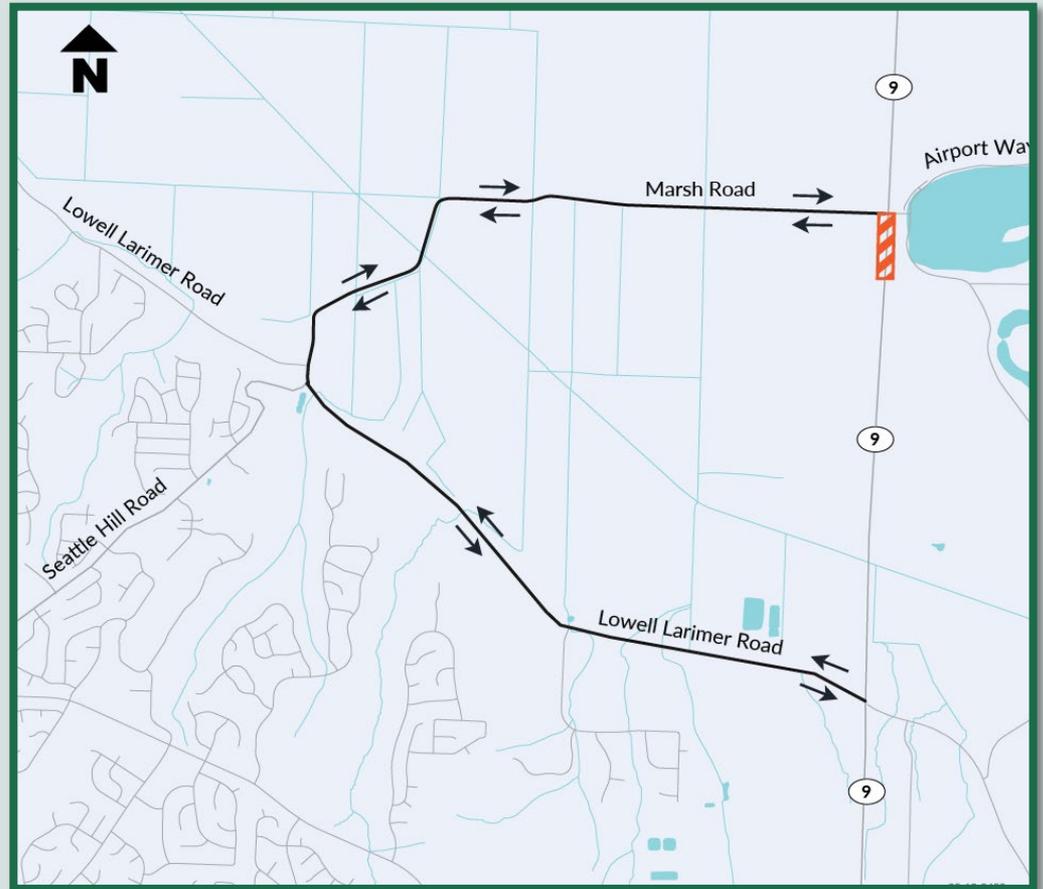


# IMPROVED ADA ACCESS



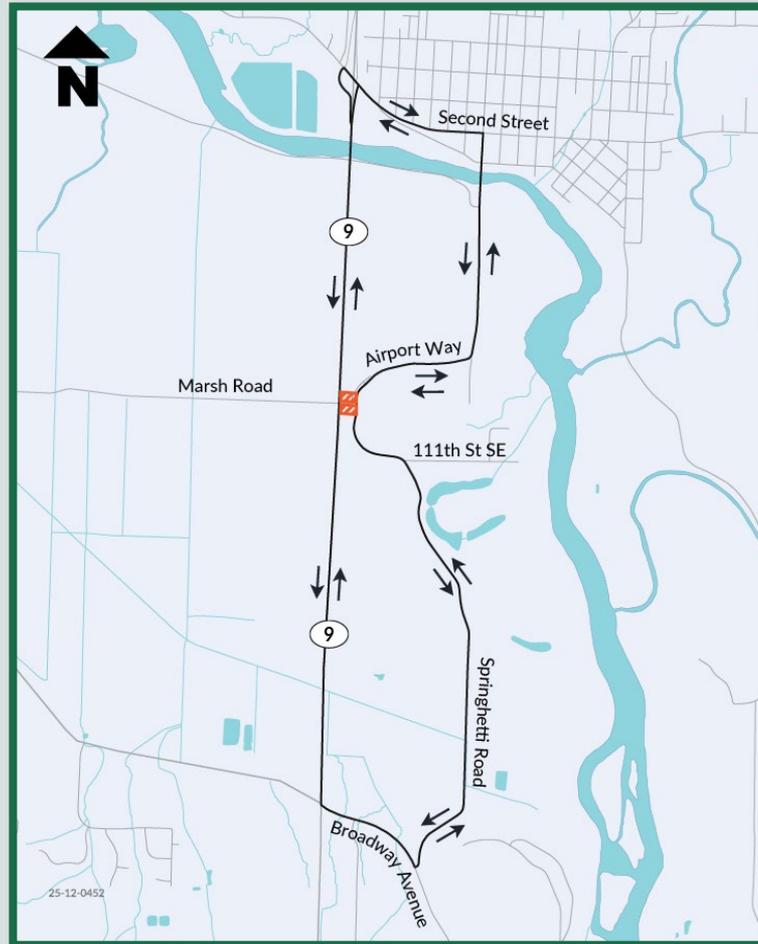
# SIGNED DETOUR ROUTES

During full closures of SR 9



# SIGNED DETOUR ROUTES

During closure of Marsh Road to Airport Way



# PROJECT BACKGROUND

- Design work on the project began in October 2019.
- Project was delayed while we worked through right-of-way issues and railroad and utility agreements.
- These issues were resolved in late 2024, allowing the project to move forward pending budget approval from the legislature in 2025.
- The project was awarded in July 2025.
- Pre-construction began in October 2025.

# WHAT CAN INFLUENCE A PROJECT TIMELINE?



## Construction delays can be caused by:

- Issues getting right-of-way permissions or permits.
- Challenges coordinating with utility companies.
- Challenge sourcing materials.
- Large regional events.



## Fish windows:

- There are specific time frames when we limit in-water work to minimize the impact on fish populations.
- This window is determined by the Department of Fish and Wildlife. Every project is different because of its location, but typically we do in water work from mid-July to mid-October.



## Weather:

- Some work is weather dependent (must be dry), for example paving and striping.
- Seasonal natural disasters like the flooding of December 2025.

# COMMUNICATIONS

## Community outreach

- Postcards/mailers
- Door-to-door canvassing
- Web page
- Social media
- Earned media
- Noise flyer
- Virtual open house (coming soon)

## City of Snohomish

Who we're working with in the City of Snohomish:

- Ann Ray, Community Service Program Specialist
- Shari Ireton, Director of Community Engagement & Strategic Initiatives
- Nova Heaton, Public Works Director



**Sign up for WSDOT's Snohomish County Newsletter!**



# Questions?

[Della.KostelnikJuarez@wsdot.wa.gov](mailto:Della.KostelnikJuarez@wsdot.wa.gov)

[Shawn.Wendt@wsdot.wa.gov](mailto:Shawn.Wendt@wsdot.wa.gov)

## **SR 9 Marsh Traffic Control Closures**

The Contract has the following Traffic Control Closures:

### **Full Weekend / Long Term Closures:**

- Six Weekend Full Closures of SR 9 (9 p.m. Friday to 5 a.m. Monday).
  - The Contractor's preliminary schedule\* indicates that they will utilize all six closures starting in mid-March 2026. Three more will be used in May, June and October of 2027, and the remaining two in February 2028.
  - Detour: The detour will route traffic around the work site via Airport Rd and Avenue D to the 2<sup>nd</sup> St Interchange.
  
- Two Weekend Closures on NB SR 9 (9 p.m. Friday to 5 a.m. Monday)
  - The Contractor's preliminary schedule\* indicates that they will utilize these closures in 2027 and 2028.
  - Detour: The detour will route traffic around the work site via Airport Rd and Avenue D to the 2<sup>nd</sup> St Interchange.
  
- One 30-Day Closure of Lowell Snohomish River Road (9 p.m. Friday to 5 a.m. Monday)
  - The Contractor's preliminary schedule\* indicates that they will utilize this closure in August 2026.
  - Detour: The detour will route traffic around the work site via Airport Rd and Avenue D to the 2<sup>nd</sup> St Interchange.

### **Nightly Full Closures:**

- Nightly Full SR 9 Closures (9 p.m. to 5 a.m.)
  - Detour: The detour will route traffic around the work site via Airport Rd and Avenue D to the 2<sup>nd</sup> St Interchange.
  
- Nightly Full Closures of Marsh Rd (8 p.m. to 5 a.m.)
  - Detour: Some of the closure, depending on with direction Marsh Rd is closed, will detour traffic around the work site via Airport Rd and Avenue D to the 2<sup>nd</sup> St Interchange.

**2<sup>nd</sup> St Interchange Ramp Closures:**

- SB SR 9 On Ramp Closures (8 p.m. to 5 a.m.)
  - Detour: EB 2<sup>nd</sup> St traffic will be detoured around the work site via 2<sup>nd</sup> St and Airport Way. WB traffic will be detoured around the work site via Ludwig Rd, 89<sup>th</sup> Ave SE, Weaver Rd, and Bickford Ave.
  
- NB SR 9 Off Ramp Closures (8 p.m. to 5 a.m.)
  - Detour: Traffic will be detoured around the work site via Ave D and Airport Way.

**Typical Lane/Shoulder Closures as Needed:**

- SR 9 Lane Closures (nightly 8 p.m. to 5 a.m.)
- Marsh Rd Closures (nightly 8 p.m. to 5 a.m.)
- NB SR 9 Shoulder Closures (daily 5 a.m. to 1 p.m. and nightly 8 p.m. to 6 a.m.)
- SB SR 9 Shoulder Closures (daily 10 a.m. to 3 p.m. and nightly 7 p.m. to 5 a.m.)

*\* Please note that the dates shown are subject to change. The Baseline schedule is still in review and has not been approved.*



## CITY COUNCIL MEETING STAFF REPORT

**Date:** February 17, 2026

**Agenda Section:** STAFF BRIEFINGS

**From:** Shari Ireton, Director of Community Engagement and Strategic Initiatives

**Subject:** Rental Assistance Program Report for Q3 and Q4 2025

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**SUMMARY:** Since July 2024, the City of Snohomish has contracted with Take the Next Step to administer the City's rental assistance program, funded by a portion of the state sales tax allocated for affordable housing under HB 1406. The goal of the program is to help low-income residents at risk of homelessness remain stably housed.

**BACKGROUND & ANALYSIS:** During the second half of 2025, the program provided timely, targeted rental assistance to 16 households (40 individuals) at immediate risk of losing housing due to medical emergencies, job loss, family crises, or unexpected disasters. Most households remained housed as a direct result of this intervention. All households qualified at or below 60% Area Median Income (AMI), with a substantial share living at deeply low incomes (30% AMI, or \$47,130 for a family of four), leaving little financial cushion when crises arise.

The City of Snohomish Rental Assistance Program functions as a gap-filler of last resort, stepping in when other systems fall short or are delayed. While the assistance is short-term, the impact is long-lasting, preventing eviction, avoiding shelter entry, keeping children in school, and giving families the stability needed to recover from unexpected hardship.

### Impact

- One man preparing for retirement was struggling due to a large dental bill and an upcoming necessary surgery. Rental assistance allowed him to focus on his health and recovery without losing his housing.
- A single mother missed work after the sudden death of her father and had not received child support for six months. Rental assistance brought her and her two children current on rent and stabilized their housing during an incredibly difficult time.
- After losing their home in a fire, a family was able to secure a new apartment that fit their size and income. Rental assistance covered their first month's rent, helping them quickly rebuild stability after a total loss.

In 2025, the program assisted 26 households (62 individuals), with an average household income of approximately 45% AMI (about \$70,695 for a family of four). The number of Snohomish households assisted increased from four in Q1 to 13 in Q4 - a 225% increase over the year, including a 333% jump from Q3 to Q4.

Take the Next Step determines eligibility by verifying that applicant households reside within the City of Snohomish, earn at or below 60% AMI, and are experiencing housing instability or risk of eviction. Eligibility is confirmed through documentation of income, residency, and current housing status, with payments made directly to landlords to prevent displacement.

**FISCAL IMPACT:**

None; the program is funded through the existing HB 1406 one-tenth of one percent sales tax, which is restricted to homelessness prevention and affordable housing uses.

**COUNCIL GOAL(S):** Housing, Equity & Inclusion

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## CITY COUNCIL MEETING STAFF REPORT

**Date:** February 17, 2026

**Agenda Section:** STAFF BRIEFINGS

**From:** Brady Begin, Economic Development & Outreach Coordinator

**Subject:** 2025 Snohomish Microsite Ad Campaign Results

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**SUMMARY:** Discover Snohomish County, formerly Seattle NorthCountry, is Snohomish County's tourism brand. The Discover Snohomish County website includes a "microsite" for the City of Snohomish, which is embedded within the larger website. The microsite promotes events, things to do, and places to stay.

The City contracts with DVA Advertising & Public Relations, which also manages the County's ad campaign, to further promote traffic to the microsite. These campaigns are partially funded by Snohomish County grant funding. DVA recently completed their 2025 campaign, which made two adjustments from the 2024 campaign:

1. The campaign was shortened from six months to four months.
2. Meta ads were added as an outbound marketing strategy, in addition to inbound marketing from Google ads.

Overall, the campaign met or exceeded industry benchmarks for efficiency. The City has also been awarded Snohomish County grant funding for another campaign in 2026. City staff will work with DVA to assess the feasibility of targeting FIFA World Cup 2026™ visitors.

**FISCAL IMPACT:** The total cost of this campaign was \$20,000:

- \$13,794.50 from CESI's marketing & advertising services budget
- \$6,205.50 from Snohomish County's Hotel-Motel Small Fund

**REFERENCE(S):** City of Snohomish 2025 Recap

**COUNCIL GOAL(S):** Economic Vitality

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**ATTACHMENT(S):**

COS 2025 Recap .pdf



# City of Snohomish

2025 Recap



*THINGS TO DO IN SNOHOMISH*

*EVENTS IN SNOHOMISH*

*PLAN YOUR TRIP TO SNOHOMISH*



# Web Traffic

- Search campaigns are the top-performing channel, successfully driving visits 50.93% of total to Snohomish content.
- Paid advertising strategy is working effectively across multiple platforms, with Google and Meta combined delivering over 19,000 visits to promote the destination.
- Meta campaigns show strong diversification with both static and GIF formats performing well, demonstrating successful multi-format engagement.

Total		20,354 5.69% of total
/visitor-regions/sky-sno-valleys/snohomish/	google / cpc	10,366 (50.93%)
/visitor-regions/sky-sno-valleys/snohomish/events/	Meta / Static	4,295 (21.1%)
/visitor-regions/sky-sno-valleys/snohomish/plan-your-trip/	Meta / GIF	2,279 (11.2%)
/visitor-regions/sky-sno-valleys/snohomish/	snohomishwa.gov / referral	525 (2.58%)
/visitor-regions/sky-sno-valleys/snohomish/things-to-do/	Meta / GIF	464 (2.28%)
/visitor-regions/sky-sno-valleys/snohomish/things-to-do/	google / cpc	382 (1.88%)
/visitor-regions/sky-sno-valleys/snohomish/	google / organic	380 (1.87%)
/visitor-regions/sky-sno-valleys/snohomish/events/	google / cpc	374 (1.84%)

# Search Campaign

Impressions: 242,802  
Clicks: 11,183  
CTR: 4.61%  
CPC: \$0.57

- Highly cost-effective performance at \$0.57 CPC—63% below the industry benchmark of \$1.53—making this an efficient channel for driving quality traffic at scale
- Solid click-through rate of 4.61% while maintaining significant cost savings, delivering substantial visitor volume at a fraction of typical industry costs

Discover Snohomish | Historic Downtown Snohomish | Snohomish, Washington +4...  
[www.seattlenorthcountry.com](http://www.seattlenorthcountry.com)  
Just 15 miles north of Seattle, 100 miles south of Vancouver. Historic Downtown...  
[View assets details](#)

Discover Snohomish | Historic Downtown Snohomish | Snohomish, Washington +4...  
[www.seattlenorthcountry.com](http://www.seattlenorthcountry.com)  
Just 15 miles north of Seattle, 100 miles south of Vancouver. Historic Downtown...  
[View assets details](#)

Benchmarks:  
CTR: 4.68%  
CPC: \$1.53

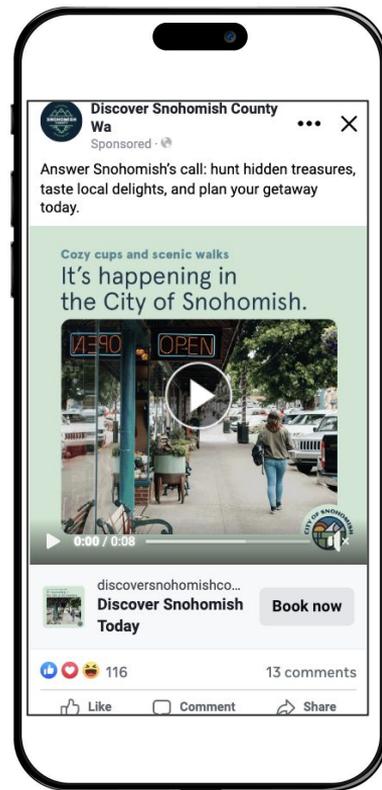
# Meta Campaigns

Impressions: 160,326  
Clicks: 3,620  
CTR: 2.26%  
CPC: \$0.32

- Exceptional cost efficiency at \$0.32 CPC—49% below the industry benchmark of \$0.63—delivering maximum reach while minimizing cost per visitor
- Outstanding CTR of 2.26%, significantly outperforming the benchmark of 0.90% by 151%, indicating highly effective creative and audience targeting

Benchmarks:  
CTR: 0.90%  
CPC: \$0.63

## Top Performers





DVA ADVERTISING & PUBLIC RELATIONS



## CITY COUNCIL MEETING STAFF REPORT

**Date:** February 17, 2026

**Agenda Section:** STAFF BRIEFINGS

**From:** Shari Ireton, Director of Community Engagement & Strategic Initiatives

**Subject:** Cold Weather Shelter 2025 Report Summary

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### **SUMMARY:**

This briefing provides background and outcomes related to the City of Snohomish's funding of the Cold Weather Shelter and summarizes shelter operations during November and December 2025.

### **BACKGROUND & ANALYSIS:**

In 2024, the City of Snohomish began providing financial support for the local Cold Weather Shelter after it was identified that Snohomish was the only city in the county not contributing funding to its local shelter program. This gap was inconsistent with Council priorities related to public safety and did not align with the shared countywide approach to emergency cold weather response.

The City has a Professional Services Agreement with Volunteers of America Western Washington to operate the shelter at Snohomish Evangelical Free Church, located at 210 Avenue B. The agreement, which was renewed for 2026, supports emergency shelter operations including meals, laundry access, and supplies during activation periods. Under standard program criteria, the shelter operates between November 1 and March 15 when overnight temperatures are forecasted at 34 degrees or lower. Shelter operations in December 2025 were influenced in part by historic flooding rather than cold temperatures alone, as flooding created unsafe conditions for unsheltered individuals regardless of temperature.

Between November 1 and December 31, 2025, the Cold Weather Shelter was open for 14 nights. During this period, 36 individuals were served, representing a total of 175 bed nights. Shelter staff served approximately 350 meals and distributed 134 laundry vouchers. No individuals were turned away due to lack of space. Guest registration data indicated that most shelter users were unsheltered and reported staying primarily on the streets, in vehicles, or in temporary couch surfing situations. While many guests identified Snohomish as the community where they usually spent their time, others reported ties to nearby cities, reflecting the regional nature of homelessness and emergency shelter use.

Overall, City funding supported the provision of safe shelter, meals, and hygiene services during high risk conditions and aligned Snohomish with our regional partners in emergency shelter response. The November and December 2025 data demonstrate that modest City investment supported meaningful life safety outcomes, including the ability to meet demand without turning individuals away during both cold weather and flood related emergencies.

**FISCAL IMPACT:** \$7,500 from the General Fund annually

**COUNCIL GOAL(S):** Public Safety, Equity & Inclusion

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