



CITY OF
SIERRA MADRE

CITY COUNCIL
REGULAR MEETING AGENDA

**Mayor Kristine Lowe | Mayor Pro Tem Gene Goss
Council Member Edward Garcia | Council Member Kelly Kriebs | Council Member Robert Parkhurst**

Tuesday, March 10, 2026, 5:30 PM

City Council Chambers, 232 W. Sierra Madre Blvd.

AMERICANS WITH DISABILITIES ACT

Pursuant to the Americans with Disabilities Act, persons with a disability who require a disability related modification or accommodation in order to participate in a meeting, including auxiliary aids or services, may request such modification or accommodation from the City Clerk at (626) 355-7135. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to assure accessibility to the meeting.

PUBLIC COMMENT & ACCESS

The Brown Act provides the public with an opportunity to make public comments at any public meeting. As an alternative, public comment may be submitted by e-mail to publiccomment@sierramadrec.gov by 3:00PM on the day of the meeting. Emails will be acknowledged at the City Council meeting, filed into public record, and scanned onto the City website for public review.

A copy of the posted agenda and a live video stream of the meeting can be found on the City's website at sierramadrec.gov, on Foothills Media website at foothillsmedia.org/sierramadre, and broadcast on Government Access Channel 3 (Spectrum).

If you require special assistance to participate in this meeting, please contact the City Clerk's Office at (626) 355-7135 at least 48 hours prior to the meeting.

CODE OF CONDUCT

The purpose of a City Council meeting is to conduct City business. Members of the public that behave in a manner that interrupts or obstructs the City Council's ability to conduct City business may be asked to leave the meeting. Any and all demonstrations which disrupt, interrupt, or obstruct the City Council's ability to conduct City business are prohibited. No signs, posters, or other large objects shall be brought into the Council Chambers or other meeting place if doing so would disrupt, disturb, or otherwise impede the orderly course of the meeting.

1. CALL TO ORDER

2. PLEDGE OF ALLEGIANCE AND INSPIRATION

A. Council Member Parkhurst

3. ROLL CALL OF CITY COUNCIL MEMBERS

Kristine Lowe, Mayor
Gene Goss, Mayor Pro Tem
Edward Garcia, Council Member
Kelly Kriebs, Council Member
Robert Parkhurst, Council Member

4. REPORT FROM CITY ATTORNEY REGARDING CLOSED SESSION

5. SUPPLEMENTAL INFORMATION FROM CITY CLERK REGARDING AGENDA ITEMS

6. REPORTS FROM MAYOR AND CITY COUNCIL (including reports from City Council related to meetings attended at City expense per AB 1234)

7. REPORTS FROM CITY STAFF

8. PRESENTATIONS

- A. Presentation from Clean Power Alliance
- B. Annual Public Safety Report from Sierra Madre Fire Department
- C. Annual Public Safety Report from Sierra Madre Police Department
- D. 2025 Legislative Session Update
- E. Presentation from Information Technology - City Website Launch and Digital Service Enhancement

9. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Any person wishing to speak before the City Council is asked to complete a Speaker Card and provide it to the City Clerk prior to the start of the meeting. Speakers are generally limited to three (3) minutes per person and time may not be delegated; any changes to the allotted time will be announced prior to the Public Comment period. Under the Brown Act, the City Council is prohibited from discussing or taking action on any item not listed on the posted agenda.

Addressing the City Council from the audience is not permitted; all comments addressing the Council must be made from the podium. Persons with a disability who require disability related modifications or accommodations in order to participate in the meeting, including auxiliary aids or services, may request such modification or accommodation from the City Clerk.

10. CONSENT CALENDAR

All matters listed under the Consent Calendar are considered to be routine and can be acted on by one roll call vote. There will be no separate discussion of these items unless a member of the City Council requests that a specific item be removed from the Consent Calendar for separate discussion and action.

A. Regular Meeting Minutes of February 24, 2026

CEQA: Not a Project

Recommended Action: Approve

B. Resolution No. 26-22 Approving Certain Demands for Payment

CEQA: Not a Project

Recommended Action: Approve

C. Resolution No. 26-23 Amending the Fiscal Year 2025-2026 Budget Authorizing a Supplemental Appropriation from the Public Education and Government (PEG) Fund Reserve in the amount of \$15,205

CEQA: Not a Project

Recommended Action: Approve

11. DISCUSSION ITEMS

A. Report, Discussion, and Direction on Potential Economic Development Programs

CEQA: Not a Project

Recommended Action: Provide Direction

B. Resolution No. 26-24 Approving a Teleconferencing Procedures Policy and A Disruption of Remote Access Services Policy

CEQA: Not a Project

Recommended Action: Approve

12. ITEMS FOR FUTURE AGENDAS

13. ADJOURNMENT

The City Council will adjourn to its next regular meeting on March 24, 2026.

Date Posted: March 5, 2026



CITY OF SIERRA MADRE

CITY COUNCIL REGULAR MEETING MINUTES

**Mayor Kristine Lowe | Mayor Pro Tem Gene Goss
Council Member Edward Garcia | Council Member Kelly Kriebs | Council Member Robert Parkhurst**

Tuesday, February 24, 2026, 5:30 P.M.

City Council Chambers, 232 W. Sierra Madre Blvd.

AMERICANS WITH DISABILITIES ACT

Pursuant to the Americans with Disabilities Act, persons with a disability who require a disability related modification or accommodation in order to participate in a meeting, including auxiliary aids or services, may request such modification or accommodation from the City Clerk at (626) 355-7135. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to assure accessibility to the meeting.

PUBLIC COMMENT & ACCESS

The Brown Act provides the public with an opportunity to make public comments at any public meeting. As an alternative, public comment may be submitted by e-mail to publiccomment@sierramadreca.gov by 3:00PM on the day of the meeting. Emails will be acknowledged at the City Council meeting, filed into public record, and scanned onto the City website for public review.

A copy of the posted agenda and a live video stream of the meeting can be found on the City's website at sierramadreca.gov, on Foothills Media website at foothillsmedia.org/sierramadre, and broadcast on Government Access Channel 3 (Spectrum).

If you require special assistance to participate in this meeting, please contact the City Clerk's Office at (626) 355-7135 at least 48 hours prior to the meeting.

CODE OF CONDUCT

The purpose of a City Council meeting is to conduct City business. Members of the public that behave in a manner that interrupts or obstructs the City Council's ability to conduct City business may be asked to leave the meeting. Any and all demonstrations which disrupt, interrupt, or obstruct the City Council's ability to conduct City business are prohibited. No signs, posters, or other large objects shall be brought into the Council Chambers or other meeting place if doing so would disrupt, disturb, or otherwise impede the orderly course of the meeting.

1. CALL TO ORDER

The meeting was called to order at 5:34 pm

2. PLEDGE OF ALLEGIANCE AND INSPIRATION

Council Member Kriebs led the audience in the Pledge of Allegiance. Afterwards, she announced that baseball spring training was underway. She also announced Opening Day parades for Sierra Madre Little League and Sierra Madre Girls Softball on Saturday and Sunday, respectively. She concluded her inspiration with a quote from Babe Ruth, "Never let your fear of striking out get in your way".

3. ROLL CALL OF CITY COUNCIL MEMBERS

Kristine Lowe, Mayor
Gene Goss, Mayor Pro Tem
Edward Garcia, Council Member
Kelly Kriebs, Council Member
Robert Parkhurst, Council Member

Also Present: Michael Bruckner, City Manager
Aleks Giragosian, City Attorney
Laura Aguilar, City Clerk
Leila Regan, Library Services Director
Joshua Wolf, Senior Planner
Brent Bartlett, Fire Chief
James Carlson, Public Works Senior Analyst
Eric Lozick, Public Works Management Analyst
Oscar Millan, IT Manager
Denise Mendoza, Administrative Analyst

4. REPORT FROM CITY ATTORNEY REGARDING CLOSED SESSION

- a. Conference with Real Property Negotiator (G.C. 54956.8)
Property: 350 Sierra Madre Blvd., Sierra Madre, CA 91024
City Negotiator: Michael Bruckner, City Manager
Negotiating Party: Thomas Swick
Under Negotiation: Terms of Payment

City Attorney Giragosian announced that the City Council met to discuss this item. No reportable action was taken.

- b. Public Liability Claims (Gov. Code 54956.95)
Claimant: Roland and Julie Fargo
Claim Against: City of Sierra Madre

City Attorney Giragosian announced that the City Council met to discuss this item. The City Council voted unanimously to deny the claim.

5. SUPPLEMENTAL INFORMATION FROM CITY CLERK REGARDING AGENDA ITEMS

City Clerk Aguilar announced that there were no updates to report.

6. REPORTS FROM MAYOR AND CITY COUNCIL (including reports from City Council related to meetings attended at City expense per AB 1234)

Council Member Parkhurst: Reported that the Transportation Sub-Committee meeting met two Fridays ago. Their next meeting is tomorrow. The contract with Uber is currently going through legal review. The committee is discussing an RFP for longer-term plans and options.

The Natural Resources Commission met last week. He reported that the Community Bike Ride will be April 18 with Earth Day the following Wednesday. They are also trying to organize an event at Bailey Canyon. Lastly, the Commission discussed Open Space Element.

On February 19 the Clean Power Alliance held an Executive Committee meeting. They are considering a pilot program to offer no charge during certain hours, and long-term energy rate contracts with businesses.

Council Member Garcia: Reported that he attended a performance at the Sierra Madre Playhouse.

He reported a Special meeting of the Senior Community Commission. It was a lunch time town hall forum with about 25-30 attendees. After the presentation, the commissioners spent time talking to the audience.

Council Member Kriebs: Reported that she attended the San Gabriel Valley Council of Governments Natural Resources Committee meeting. They discussed a UC Riverside report on the effects of data centers.

She reported being invited to Sierra Madre Middle School Service and Debate Club. She spoke about the City structure and what the City does.

She also attended the Library Trustee meeting. They discussed the progress of the library construction project and the upcoming grand opening.

Mayor Pro Tem Goss: Reported that on February 11 he attended the Library Construction Project Ad-Hoc Committee meeting. He reported that the project is still on schedule and under budget. On February 13 he reported that he attended a meeting of the Transportation Sub-Committee meeting.

Mayor Lowe: reported that she attended Gooden Schools 50th anniversary chapel along with former Mayor Josh Moran.

On February 17 she attended a memorial service for a former firefighter Steve Giddy

On February 19 she attended the Planning Commission meeting. They discussed nuisance properties. A Public Hearing will be held in the near future for one Carter.

7. REPORTS FROM CITY STAFF

Library Services Director Regan

Announced that the library is scheduled to open in June. Many digital library services remain available.

8. PRESENTATIONS

a. Presentation for the Meadows at Bailey Canyon Soil Testing Timeline

This report was presented by City Attorney Giragosian

5:50 pm - Technical difficulties regarding the broadcast on Government Channel 3 were discovered. Mayor Lowe called for a brief recess to allow staff to work on the issue.

5:56 pm – The City Council reconvened their meeting. Mayor Lowe announced that Government Channel 3 had audio, but not visual and directed the public to watch the meeting live on the City's website and on YouTube.

City Clerk announced for the record that three (3) emails were received. From:

1. Matthew Bryant
2. Maria Karafilis
3. Amy Wasson

All emails were forwarded to the City Council in advance of the meeting and posted onto the City's website for public access.

Six (6) Speaker Cards were submitted from the following members of the public:

4. Ruth Torres, 501 Sierra Keys
5. Alicia Yao, Sierra Keys
6. Dr. Christie Kederian
7. Rob Fukuzaki, Sunnyside Avenue
8. Sharil Fukuzaki, Sunnyside Avenue
9. Deb Sheridan, 635 Valle Vista

City Attorney Giragosian and city staff clarified some of the points made during public comment.

9. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Any person wishing to speak before the City Council is asked to complete a Speaker Card and provide it to the City Clerk prior to the start of the meeting. Speakers are generally limited to three (3) minutes per person and time may not be delegated; any changes to the allotted time will be announced prior to the Public Comment period. Under the Brown Act, the City Council is prohibited from discussing or taking action on any item not listed on the posted agenda.

All comments addressing the Council must be made from the podium. Persons with a disability who require a disability related modification or accommodation in order to participate in the meeting, including auxiliary aids or services, may request such modification or accommodation from the City Clerk.

Seeing no one come forward, Mayor Lowe closed public comment for items not on the agenda.

10. PUBLIC HEARING

Any person wishing to speak before the City Council on a public hearing item is asked to complete a Speaker Card noting the agenda item number and provide it to the City Clerk prior to the start of the public hearing. Separate and apart from the applicant (who may speak longer in the discretion of the City Council) speakers are generally limited to three (3) minutes per person; any changes to the allotted time will be announced prior to the Public Comment period. Under the Brown Act, the City Council is prohibited from discussing or acting on any item not listed on the posted agenda. The applicant may additionally submit rebuttal comments, at the discretion of the City Council.

- a. Resolution No. 26-14 and Appeal of the Planning Commission's Decision to Approve a Design Review Permit (DRP 25-02) for The Meadows at Bailey Canyon Project

CEQA: Pursuant to California Public Resources Code Section 21100, state law requires the preparation of an EIR for proposed projects that may have a significant effect on the environment. The EIR is an informational document intended for use by the City of Sierra Madre as the lead agency, other public agencies, and members of the public. 14 CCR Section 15090 requires a lead agency to certify the final EIR prior to approving a proposed project.

Recommended Action: Adopt

Mayor Lowe opened the Public Hearing for the Appeal of the Planning Commission's Decision to Approve a Design Review Permit for The Meadows at Bailey Canyon Project. Senior Planner Wolf presented the report.

Mayor Lowe asked City Attorney Giragosian if he had anything to add.

City Attorney Giragosian made a presentation on the analysis of the appeal and addressed CEQA, Public Resources Code 2116. City Attorney Giragosian defined and shared the differences between Subsequent EIR, Supplemental EIR, and Addendum EIR.

Mayor Lowe called the Appellant forward to provide their presentation. Mr. Yao provided a Power Point Presentation.

Mayor Lowe called the Applicant forward to provide their presentation Mr. Frankel, representing Toll Brothers stepped forward.

Mayor Lowe invite members of the public to provide testimony, announcing that each speaker was limited to three minutes.

The following individuals came forward to provide comment:

1. Fire Chief Bartlett
2. Joachim Kederian, 615 Edgeview Drive:
3. Philip Yao
4. Senior Planner Wolf

Seeing no one else come forward, Mayor Lowe announced that the Public Hearing was closed, and the matter was before the City Council for deliberation.

Mayor Lowe asked the Council for a motion.

Council Member Kriebs made a motion to adopt Resolution 26-14 with the addition of Section 7 to attach a record of

Mayor Pro Tem Goss seconded the motion.

Mayor Lowe called for a vote of the Council:

Ayes:	Mayor Lowe, Mayor Pro Tem Goss, Council Members Garcia, Kriebs, and Parkhurst
Noes:	None.
Absent:	None.
Abstain:	None.

The motion passed by unanimous voice vote.

10:22 pm Mayor Lowe called for a brief recess

10:33 pm The City Council reconvened their meeting.

Council Member Kriebs immediately proposed moving Discussion 1 to a future meeting.

Mayor Lowe proposed moving Discussion 2 to be presented this evening, before Consent.

Council Member Garcia proposed moving Consent G to Discussion and moving it to a future meeting.

A motion to the three proposed changes was made by Council Member Parkhurst

The motion was seconded by Council Member Garcia.

Mayor Lowe called for a vote of the Council:

Ayes:	Mayor Lowe, Mayor Pro Tem Goss, Council Members Garcia, Kriebs, and Parkhurst
Noes:	None.
Absent:	None.
Abstain:	None.

The motion passed by unanimous voice vote.

11. DISCUSSION ITEMS

- a. Resolution No. 26-21 Amending the Fiscal Year 2025-2026 Budget Authorizing a Supplemental Appropriation in the amount of \$200,000 for Wildfire Recovery and Resilience Improvements funded by the Los Angeles County Regional Park and Open Space District Restore Grant

CEQA: Not a Project

Recommended Action: Approve

The presentation was made by Management Analyst Lozick.

Mayor Lowe brought the matter to the City Council for questions.

Mayor Lowe opened the podium for public comment. City Clerk Aguilar noted for the record that no public comment e-mails had been received for this discussion item.

The following individual came forward to provide comment:

1. Alison Snow, Sierra Madre Environmental Council

Seeing no one else come forward, Mayor Lowe closed Public Comment and brought the matter back to the City Council for discussion.

Mayor Lowe asked the Council for a motion.

Council Member Garcia made a motion to select Option B from the staff report: an alternate crossing area (approximately 80 feet south of the bridge area) that could be used to construct a resilient “wet crossing” to connect the “Canyon View Nature Trail” to the “Live Oak Nature Trail” loop. The western slope of the wet crossing area is in very good shape and easily traversable. The eastern slope of the wet crossing area would need some trail installation and at least one switchback. It is estimated that constructing the wet crossing would be considerably less expensive, and the additional funds could be used for improvements. These improvements will address erosion and restore safe passage, consistent with the grant’s trail repair objectives, and will provide hikers with an educational opportunity to observe natural wildfire recovery; and adopt Resolution 26-21.

Council Member Parkhurst seconded the motion.

Mayor Lowe called for a vote of the Council:

Ayes: Mayor Lowe, Mayor Pro Tem Goss, Council Members Garcia, Kriebs, and Parkhurst
Noes: None.
Absent: None.
Abstain: None.

12. CONSENT CALENDAR

All matters listed under the Consent Calendar are considered to be routine and can be acted on by one vote. There will be no separate discussion of these items unless a member of the City Council requests that a specific item be removed from the Consent Calendar for separate discussion and action.

- a. Regular Meeting Minutes of February 10, 2026
CEQA: Not a Project
Recommended Action: Approve
- b. Resolution No. 26-15 Approving Certain Demands for Payment
CEQA: Not a Project
Recommended Action: Approve
- c. Quarterly Treasurer’s Report – Quarter Ending December 31, 2025
CEQA: Not a Project
Recommended Action: Receive and File

- d. Annual Comprehensive Financial Report for Fiscal Year 2024-2025
CEQA: Not a Project
Recommended Action: Receive and File
- e. Second Reading of Ordinance No. 1490 Amending Section 3.08.040 of the Sierra Madre Municipal Code Related to Purchasing for Non-Public Projects
CEQA: Not a Project
Recommended Action: Adopt
- f. Professional Services Agreement with Willdan Engineering for Public Works Inspection Services for the Meadows at Bailey Canyon Development Project, in an Amount Not to Exceed \$340,260
CEQA: Exempt
Recommended Action: Approve
- ~~g. Resolution No. 26-16 Approving a Supplemental Budget Appropriation and Professional Services Agreement with Transpo Group USA, Inc. in the Amount of \$49,995 for the Sierra Madre Downtown Parking Study~~
~~CEQA: Not a Project~~
~~Recommended Action: Approve~~
- h. Resolution No. 26-17 Calling a Special Election for Tuesday, June 2, 2026, to Place a Measure to Override the Gann Limit on the Ballot; Resolution 26-18 Requesting the Los Angeles County Board of Supervisors render specified services, and Resolutions 26-19 and 26-20 authorizing written arguments and rebuttal statements for ballot measures
CEQA: Not a Project
Recommended Action: Approve

Item G was pulled by Council action to return to a future meeting as a Discussion item.

Mayor Lowe opened the podium for public comment. City Clerk Aguilar noted for the record that no e-mails had been received prior to the City Council meeting.

Seeing no one come forward, Mayor Lowe closed Public Comment and brought the matter back to the City Council.

Mayor Lowe asked the Council for a motion.

Council Member Parkhurst made a motion to approve Consent A-F and H, with an update to Resolution 26-19, striking Section 1.

Council Member Kriebs seconded the motion.

Mayor Lowe called for a vote of the Council:

Ayes: Mayor Lowe, Mayor Pro Tem Goss, Council Members Garcia, Kriebs, and Parkhurst
Noes: None.
Absent: None.
Abstain: None.

Consent Items A-F and H were approved by unanimous voice vote, as amended.

13. DISCUSSION ITEMS

- a. Report, Discussion, and Direction on Potential Economic Development Programs
CEQA: Not a Project
Recommended Action: Provide Direction

This Discussion item was pulled by City Council action from this agenda to return to a future City Council meeting.

14. ITEMS FOR FUTURE AGENDAS

15. ADJOURNMENT

The City Council adjourned their meeting at 11:23 pm to its next regular meeting on Tuesday, March 10, 2026.

Minutes taken and typed by:

Laura Aguilar

City Clerk

APPROVED by the City Council this 10th day of March, 2026.

Mayor, City of Sierra Madre, California



CITY OF SIERRA MADRE

STAFF REPORT

FINANCE

DATE: March 10, 2026

TO: Honorable Mayor and City Council

FROM: Michael Bruckner, City Manager
By: William Zaragoza, Accounting Technician

SUBJECT: Resolution No. 26-22 Approving Certain Demands for Payment

RECOMMENDATION

It is recommended that the City Council adopt Resolution No. 26-22 and approve payment for the following:

1. **Outstanding Obligated City Warrants:** \$1,033,275.64
2. **Outstanding Obligated Sierra Madre Library Warrants:** \$562.89
3. **Payroll Transfer:** \$526,553.98

SUMMARY

The City Council is requested to ratify warrants and approve checks issued for payment, as certified by the Director of Finance. These payments have been reviewed for compliance with the City's approved budget, financial policies, and authorized spending limits. Ratification by the City Council formally authorizes the disbursement of public funds, ensuring transparency, accountability, and adherence to sound fiscal management practices.

DISCUSSION & ANALYSIS

The Warrant Register provides an aggregated breakdown of the warrants, including descriptions (e.g. categories of payments), amounts, and corresponding fiscal year allocations. Note that the last page serves as a reference document to support the warrant approvals requested in this report, ensuring transparency and accountability in financial transactions. The attachment includes details on general warrants, utility bills, library warrants, and payroll transfers.

The Check Approval Register provides a comprehensive record of financial disbursements by the City of Sierra Madre, detailing payment transactions, vendor information, and check dates to ensure transparency and accountability. Additionally, the Payroll Summary Register outlines payroll disbursements, including total earnings, employer expenses, and overall payroll costs for each pay period. The total payroll expenditure for the most recent pay period (PR #04) for Date 2/26/26:

- Total Earnings (Salaries) @ \$373,362.89 plus Total Employer Expenses for Benefits @ \$153,191.09 = Total @ \$526,553.98,

This aligns with the payroll transfer amount listed in the attachment. These records collectively support the accuracy and legitimacy of the financial transactions presented for approval.

STRATEGIC PLAN RELATIONSHIP

Not applicable.

ENVIRONMENTAL ANALYSIS

The proposed action does not constitute as a project under the California Environmental Quality Act ("CEQA"), based on Section 15061(b)(3) of the CEQA Guidelines, as it can be determined with certainty that it will have no impact on the environment.

FISCAL IMPACT

There is no impact to the General Fund as a result of the recommended action.

Approved by:

Michael Bruckner
City Manager

Attachments

[3.10.26 RESOLUTION 26-22.pdf](#)

[Register 26-22.pdf](#)

[WARRANT REGISTER 26-22 3.10.26.pdf](#)

RESOLUTION NUMBER 26-22

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SIERRA MADRE
APPROVING CERTAIN DEMANDS**

WHEREAS, Government Code sections 37208-37209 authorize the City Council to ratify and approve warrants or checks drawn in payment of demands certified or approved by the Director of Finance as conforming to the budget; and,

WHEREAS, the following demands have been reviewed and approved by the Finance Director; and,

WHEREAS, the Finance Director has verified that appropriated funds are available for payment thereof; and,

WHEREAS, the register of audited demands has been submitted to the City Council for approval; and

WHEREAS, City Warrants are the payment of bills, invoices and contractual obligations incurred by the City of Sierra Madre during the period enumerated therein, based on the approved fiscal year budget and existing budgetary authority, Municipal Code authority, or prior policy direction by the City Council; and

WHEREAS, Payroll Transfer is the transfer of funds to cover the payroll costs for all City employees for the period enumerated therein.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Sierra Madre does hereby approve payment of City Warrants in the aggregate amount of \$1,033,275.64; Sierra Madre Library Warrants in the aggregate amount of \$562.89; and Payroll Transfer in the aggregate amount of \$526,553.98 for the fiscal year ending June 30, 2026.

APPROVED AND ADOPTED this 10th day of March 2026.

Mayor, City of Sierra Madre, California

I hereby certify that the foregoing Resolution Number 26-22 was adopted by the City Council of the City of Sierra Madre at a regular meeting held on the 10th day of March 2026.

AYES:

NOES:

ABSTAIN:

ABSENT:

City Clerk, City of Sierra Madre, California

**City of Sierra Madre
Department of Finance
Warrant Register Recap
City Council Meeting of March 10, 2026**

CITY OF SIERRA MADRE AND SIERRA MADRE LIBRARY

City of Sierra Madre Warrants	\$1,033,275.64
Sierra Madre Library Warrants.....	\$562.89
Payroll Transfer.....	\$526,553.98

Warrant Register Post Date 3.10.26**Attachment 1A**

Fiscal Year	Description	Amount	Page #
FY25/26	General Warrants	\$1,025,144.03	1-5
FY25/26	General Manual Utility Bills	\$8,131.61	6
	Total	\$1,033,275.64	

FY25/26	Library Warrant	\$562.89	7
	Total	\$562.89	

Pay Date:			
2/26/2026	Payroll #04	\$526,553.98	8
	From: City of Sierra Madre-General Acct. To: City of Sierra Madre-Payroll Acct.		
	Total	\$526,553.98	



Packet: APPKT08552 - GEN 3/10/26
 Vendor Set: 01 - Vendor Set 01

Check Date: 02/27/2026

Vendor Number	Vendor Name	Invoice #	Invoice Description	Account Number	Vendor Total
Bank Code	Payment Type				Distribution Amount
VEN03454	AMAZON CAPITAL SERVICES				4,078.46
APBWEST	Check	1DKH-3RCD-6DNT	MISC SUPPLIES 1/19/26 - 2/1/26	10000.50000.53100	256.98
		1HLR-JFHJ-4LHN	MISC COMPUTER SUPPLIES	60003.30000.53103	3,598.00
		1QVD-RPQV-6X6G	MISC SUPPLIES 2/2/26 - 2/15/26	10000.61000.52302	159.09
				10000.61000.53300	64.39
VEN03981	ANGEL'S AUTO REPAIR INC				4,858.63
APBWEST	Check	039175	REPAIR OF PD VEHICLE/#2094	60000.83100.53208	2,597.34
		039605	VEHICLE MAINT/#5119	60000.83100.53208	986.20
		039623	VEHICLE MAINT/#2099	60000.83100.53208	1,275.09
0859	AQUA METRIC				16,951.35
APBWEST	Check	INV0111416	WATER METER PURCHASE	71000.81100.56011	16,951.35
VEN04026	ARCADIA TIRES				26.66
APBWEST	Check	INV043476	VEHICLE MAINT/#5109	60000.83100.53208	26.66
0122	ARNOLD'S FRONTIER HARDWARE - PW				246.15
APBWEST	Check	118336	FY 25/26 STREET DEPT. MAINTENANCE SUPPLIES	10000.83500.53206	24.29
		118381	FY 25/26 MAINTENANCE SUPPLIES	60001.83200.53200	16.56
		118382	FY 25/26 WATER DEPT. MAINTENANCE SUPPLIES	71000.81100.53200	7.92
		118388	FY 25/26 MAINTENANCE SUPPLIES	60001.83200.53200	35.32
		118390	FY 25/26 WATER DEPT. MAINTENANCE SUPPLIES	71000.81100.53200	24.84
		118392	FY 25/26 MAINTENANCE SUPPLIES	60001.83200.53200	67.28
		118397	FY 25/26 MAINTENANCE SUPPLIES	60001.83200.53200	56.32
		118421	FY 25/26 WATER DEPT. MAINTENANCE SUPPLIES	71000.81100.53200	11.03
		118448	FY 25/26 WATER DEPT. MAINTENANCE SUPPLIES	71000.81100.53200	2.59
1200	BLUE DIAMOND MATERIALS				557.11
APBWEST	Check	4448918	MAINT. SUPPLIES	10000.83500.53206	557.11
VEN04557	CALIFORNIA CONSULTING INC				4,600.00
APBWEST	Check	7689	2/1/26 - 2/28/26 GRANT CONSULTING SERVICES	10000.32000.52200	4,600.00
VEN03855	CITIG INC				2,926.25
APBWEST	Check	40840	REMOTE SUPPORT	60003.30000.52100	1,126.25
		41290	REMOTE SUPPORT	60003.30000.53503	1,800.00
0169	CITY ELECTRIC SUPPLY				93.93
APBWEST	Check	PDA/031436	MISC. SUPPLIES	60001.83200.53200	93.93
VEN04099	CIVICPLUS LLC				4,705.46
APBWEST	Check	361554	1/1/26 - 12/31/26 MUNICODE SUBSCRIPTION RE	10000.12000.52204	4,705.46
0171	CLINICAL LABORATORY OF SAN BERNARDINO, INC.				1,882.50
APBWEST	Check	2600274-SIE01	1/6/26 - 1/27/26 WATER TREATMENT TESTING	71000.81100.52200	1,882.50
VEN04233	COMMLINE INC				665.00
APBWEST	Check	0481839-IN	SERVICE CALL PD CAR	10000.50000.53301	665.00
1167	COMMUNITY MEDIA OF THE FOOTHILLS				2,547.16
APBWEST	Check	048	FEB 2026 TELECAST OF CITY MEETINGS	60003.30000.52100	2,547.16
VEN02953	CPACINC.COM				2,851.21
APBWEST	Check	SI-1301572	MICROSOFT SURFACE DOCK THUNDERBOLT	60003.30000.53103	871.85
		SI-1301588	MICROSOFT WINDOWS SERVER 2025	60003.30000.53503	1,143.00
		SI-1302051	ADOBE ACROBAT SUBS STANDARD DC FORM LIC	60003.30000.53503	153.69
		SI-1302157	ADOBE INDESIGN PRO ED	60003.30000.52200	502.73
		SI-1302433	ADOBE ACROBAT PRO FOR TEAMS ML LIC	60003.30000.53503	179.94
0186	DANIELS TIRE SERVICE				116.67
APBWEST	Check	200562004	FY 25/26 FLEET MAINTENANCE & TIRES	60000.83100.53208	116.67
1181	DELTA DISTRIBUTING				2,194.57
APBWEST	Check	170563	FY 25/25 JANITORIAL SUPPLIES	60001.83200.53200	2,194.57
VEN03180	DICKS AUTO SUPPLY				440.68
APBWEST	Check	235852	FY 25/26 AUTO PARTS	60000.83100.53208	308.29
		235915	FY 25/26 AUTO PARTS	60000.83100.53208	132.39
VEN01177	EYEMED				34.42

Vendor Number	Vendor Name				Vendor Total
Bank Code	Payment Type	Invoice #	Invoice Description	Account Number	Distribution Amount
APBWEST	Check	INV043478	COBRA VISION COVERAGE - KEVIN MANGA	60007.00000.21603	34.42
VEN02778	FORMLA LANDSCAPING INC				1,165.00
APBWEST	Check	45273	1/11/26 - 2/10/26 CITY HALL MAINTENANCE	10000.83300.52200	1,165.00
VEN01613	GANAHL LUMBER COMPANY				694.89
APBWEST	Check	142241222	MISC. MAINT. SUPPLIES	60001.83200.53200	614.52
		142261034	MISC. MAINT. SUPPLIES	60001.83200.53200	71.15
		LP40739	MISC. MAINT. SUPPLIES	60001.83200.53200	9.22
1510	GARVEY EQUIPMENT CO.				119.82
APBWEST	Check	172811	MISC. SUPPLIES	60000.83100.53208	119.82
0567	GENERAL PUMP COMPANY				8,125.90
APBWEST	Check	33143	FY 25/26 ANNUAL SERVICE & MAINTENANCE OF 71000.81100.53212		8,125.90
0236	HACH COMPANY				5,453.88
APBWEST	Check	14817637	FY 25/26 ANNUAL MANUFACTURERS MAINTENANCE	71000.81100.52200	5,121.00
		14862379	FIELD INSTRUMENT EVALUATION	71000.81100.53209	332.88
VEN02851	HEIDI HARTMAN				1,808.47
APBWEST	Check	INV043429	REIMB: MT. WILSON TRAIL RACE SOUVENIRS	10000.79007.52999	1,808.47
0937	INTERSTATE BATTERY SYSTEM OF				255.24
APBWEST	Check	43036	BATTERY 6121 VOLT	60000.83100.53208	255.24
1724	LAWRENCE ROLL UP DOORS INC				418.10
APBWEST	Check	2619123	SERVICE CALL: JOB#01B-5125-26 DOOR INSPECTI	60001.83200.56010	418.10
0640	LIFE-ASSIST INC.				1,468.29
APBWEST	Check	2070190	FY 25/26 EMS Medical Supplies	10000.64000.53300	1,468.29
0296	MERRIMAC ENERGY GROUP				33,855.71
APBWEST	Check	2245330	FY 25/26 FUEL PURCHASE	60000.83100.55001	33,855.71
VEN04596	MICHAEL BRUCKNER				255.53
APBWEST	Check	INV043430	REIMB: PEPPERDINE CONF-HOTEL/PARKING FEE	60002.30000.53402	255.53
1608	MUNICIPAL MAINTENANCE EQUIP IN				6,691.74
APBWEST	Check	044339	REPLACEMENT PARTS FOR VACCON/#5135	72000.81200.52302	6,691.74
0786	OFFICE DEPOT, INC				305.90
APBWEST	Check	458282193001	OFFICE SUPPLIES	60002.31100.53100	300.46
		458326234001	OFFICE SUPPLIES	60002.31100.53100	5.44
VEN04556	OUTSIDE PLANT CONSTRUCTION INC				41,732.00
APBWEST	Check	SM001	AUBURN PARKING LOT RESURFACING	32012.83000.56010	12,792.00
		SM002	MARIPOSA PARKING LOT RESURFACING	32012.83000.56010	28,940.00
0323	PASADENA HUMANE SOCIETY				4,703.57
APBWEST	Check	JAN2026CtySM	JAN 2026 Animal Control Services	10000.50000.52004	4,703.57
VEN03819	PAYDIRT PRINTING SERVICES				265.80
APBWEST	Check	248644	BUSINESS CARDS: LOWE & GOSS	10000.11000.53999	132.90
		248653	BUSINESS CARDS: STEVEN MCGEE	10000.11000.53999	66.45
		248656	BUSINESS CARDS: DICKINSON	10000.11000.53999	66.45
1483	PRO PRINTING INC				898.75
APBWEST	Check	58846	PD BADGE LABEL/VEHICLE WALL LOGO	10000.50000.53301	397.98
		59214	PD NCR FORMS	10000.50000.53304	500.77
0338	PRUDENTIAL OVERALL SUPPLY				260.84
APBWEST	Check	52952996	FY 25/26 PUBLIC WORKS UNIFORMS	60001.83200.53303	130.42
		52954703	FY 25/26 PUBLIC WORKS UNIFORMS	60001.83200.53303	130.42
1032	PUENTE READY MIX, INC.				711.73
APBWEST	Check	115914	READY MIX	10000.83500.53206	711.73
0360	QUINN COMPANY				12,256.32
APBWEST	Check	W0810279467	REPAIR AND MAINTENANCE TO LOADER	60000.83100.53208	12,256.32
VEN04165	R&A TANK TECHNOLOGIES LLC				300.00
APBWEST	Check	010127-88	ANNUAL CERS SUBMITTAL	60000.83100.55001	300.00
0346	RED WING SHOES				1,631.71
APBWEST	Check	20260110014862	FY 25/26 PW AND UTILITIES WORK BOOTS	60001.83200.53303	611.94
		20260210014862	FY 25/26 PW AND UTILITIES WORK BOOTS	60001.83200.53303	1,019.77
VEN03177	RELIABLE BUILDING MAINTENANCE LLC				3,250.00
APBWEST	Check	1174	FEB 2026 JANITORIAL SERVICES	60001.83200.52200	3,250.00
VEN04235	RIO HONDO/SAN GABRIEL RIVER WATERSHED MANAGEMENT JOINT POWERS AUTHORITY				37,864.00
AP EFT WEST	Electronic Funds Transfer	MEM-25-05	FY 25/26 ANNUAL MEMBERSHIP	38015.81201.52001	37,864.00
VEN01670	ROGERS, ANDERSON, MALODY & SCOTT, LLP				4,600.00
APBWEST	Check	79748	AUDIT SERVICE - PROG BILLING #6 FY 2025	60002.30000.52100	4,600.00

Vendor Number	Vendor Name				Vendor Total
Bank Code	Payment Type	Invoice #	Invoice Description	Account Number	Distribution Amount
0797	SAN GAB VALLEY MUNICIPAL WATER DISTRICT				644,846.00
APBWEST	Check	2025	CALENDAR YEAR 2025 PURCHASED WATER 1306 71000.81100.53601		644,846.00
0386	SPARLING INSTRUMENT INC				2,700.00
APBWEST	Check	11181801	WELL 6 METER SERVICE, OVERHAUL AND REBUIL71000.81100.53212		2,700.00
VEN03912	STEVEN MCGEE				160.00
APBWEST	Check	INV043472	REIMB: D2 CERTIFICATION FEE	71000.81100.53409	160.00
1245	THE WORKSHOP				176.80
APBWEST	Check	75032	CAR SHOW BIG BELLY SIGNS	60003.30000.53102	88.40
		75147	YARD SALE SIGNS/ENCHANTED FOREST SIGNS	10000.79003.52999	44.20
				37006.72000.52200	44.20
VEN04051	TITAN AUTOMATION & IRON				5,632.45
APBWEST	Check	2488	CITY YARD GATE SECURITY UPGRADES	60001.83200.56010	5,632.45
VEN04576	TRANSTECH ENGINEERS INC				52,906.50
APBWEST	Check	20257284	11/30/25 251135 PW OVERSIGHT SERV.	10000.83500.52100	4,050.00
				38005.83500.52200	2,025.00
				60000.83100.52200	4,050.00
				60001.83200.52200	4,050.00
				71000.81100.52200	3,037.50
				72000.81200.52200	3,037.50
		20257285	11/30/25 251234 TRF TRAF STUDY&PRKG MGM1	10000.83500.52100	823.69
				38005.83500.52200	411.85
				60000.83100.52200	823.70
				60001.83200.52200	823.70
				71000.81100.52200	617.78
				72000.81200.52200	617.78
		20257286	11/30/25 251157 475 MANZANITA AVE B-BLD-25	10000.83500.52100	210.40
				38005.83500.52200	105.20
				60000.83100.52200	210.40
				60001.83200.52200	210.40
				71000.81100.52200	157.80
				72000.81200.52200	157.80
		20257287	11/30/25 251167 588 LOTUS LN ENT-250041 CO.	10000.83500.52100	104.00
				38005.83500.52200	52.00
				60000.83100.52200	104.00
				60001.83200.52200	104.00
				71000.81100.52200	78.00
				72000.81200.52200	78.00
		20257288	11/30/25 251174 420 N LIMA ST B-BLD-250084 F	10000.83500.52100	189.11
				38005.83500.52200	94.55
				60000.83100.52200	189.10
				60001.83200.52200	189.10
				71000.81100.52200	141.82
				72000.81200.52200	141.82
		20257290	11/30/25 251185 181 E ALEGRIA AVE B-BLD-250	10000.83500.52100	88.00
				38005.83500.52200	44.00
				60000.83100.52200	88.00
				60001.83200.52200	88.00
				71000.81100.52200	66.00
				72000.81200.52200	66.00
		20257291	11/30/25 251221 333 WISTARIA WY 214928 PW	10000.83500.52100	189.11
				38005.83500.52200	94.55
				60000.83100.52200	189.10
				60001.83200.52200	189.10
				71000.81100.52200	141.82
				72000.81200.52200	141.82
		20257292	11/30/25 251222 205 MT. TRAIL AVE 212547 PW	10000.83500.52100	72.00
				38005.83500.52200	36.00
				60000.83100.52200	72.00
				60001.83200.52200	72.00
				71000.81100.52200	54.00
				72000.81200.52200	54.00

Vendor Number	Vendor Name				Vendor Total
Bank Code	Payment Type	Invoice #	Invoice Description	Account Number	Distribution Amount
APBWEST	Check	20261241	12/31/25 251135 PW OVERSIGHT SERV.	10000.83500.52100	4,170.00
				38005.83500.52200	2,085.00
				60000.83100.52200	4,170.00
				60001.83200.52200	4,170.00
				71000.81100.52200	3,127.50
				72000.81200.52200	3,127.50
		20261242	12/31/25 251157 475 MANZANITA AVE B-BLD-2	10000.83500.52100	64.00
				38005.83500.52200	32.00
				60000.83100.52200	64.00
				60001.83200.52200	64.00
				71000.81100.52200	48.00
				72000.81200.52200	48.00
		20261243	12/31/25 251175 435 E LAUREL AVE B-BLD-2500	10000.83500.52100	40.00
				38005.83500.52200	20.00
				60000.83100.52200	40.00
				60001.83200.52200	40.00
				71000.81100.52200	30.00
				72000.81200.52200	30.00
		20261244	12/31/25 251185 181 E ALEGRIA AVE B-BLD-250	10000.83500.52100	64.00
				38005.83500.52200	32.00
				60000.83100.52200	64.00
				60001.83200.52200	64.00
				71000.81100.52200	48.00
				72000.81200.52200	48.00
		20261245	12/31/25 251221 333 WISTARIA WY 214928 PW	10000.83500.52100	32.00
				38005.83500.52200	16.00
				60000.83100.52200	32.00
				60001.83200.52200	32.00
				71000.81100.52200	24.00
				72000.81200.52200	24.00
		20261246	12/31/25 251222 205 MT. TRAIL AVE 212547 PW	10000.83500.52100	64.00
				38005.83500.52200	32.00
				60000.83100.52200	64.00
				60001.83200.52200	64.00
				71000.81100.52200	48.00
				72000.81200.52200	48.00
		20261247	12/31/25 251262 305 W HIGHLAND ENT-250050	10000.83500.52100	88.00
				38005.83500.52200	44.00
				60000.83100.52200	88.00
				60001.83200.52200	88.00
				71000.81100.52200	66.00
				72000.81200.52200	66.00
		20261248	12/31/25 251264 164 SAN GABRIEL CT ENT-2500	10000.83500.52100	40.00
				38005.83500.52200	20.00
				60000.83100.52200	40.00
				60001.83200.52200	40.00
				71000.81100.52200	30.00
				72000.81200.52200	30.00
		20261249	12/31/25 251347 90 E BONITA AVE 210627 PW	10000.83500.52100	93.20
				38005.83500.52200	46.60
				60000.83100.52200	93.20
				60001.83200.52200	93.20
				71000.81100.52200	69.90
				72000.81200.52200	69.90
		20261250	12/31/25 251360 109 N LIMA ST B-BLD-250203	10000.83500.52100	50.60
				38005.83500.52200	25.30
				60000.83100.52200	50.60
				60001.83200.52200	50.60
				71000.81100.52200	37.95
				72000.81200.52200	37.95
		20261251	12/31/25 251361 574 SIERRA MEADOWS DR B-B	10000.83500.52100	109.20

Vendor Number	Vendor Name	Invoice #	Invoice Description	Account Number	Vendor Total
Bank Code	Payment Type				Distribution Amount
APBWEST	Check	20261251	12/31/25 251361 574 SIERRA MEADOWS DR B-B	38005.83500.52200	54.60
				60000.83100.52200	109.20
				60001.83200.52200	109.20
				71000.81100.52200	81.90
				72000.81200.52200	81.90
		20261252	12/31/25 251387 674 E SM BLVD B-BLD-250231	10000.83500.52100	40.00
				38005.83500.52200	20.00
				60000.83100.52200	40.00
				60001.83200.52200	40.00
				71000.81100.52200	30.00
				72000.81200.52200	30.00
VEN03472	WEST & ASSOCIATES ENGINEERING INC				8,360.00
APBWEST	Check	1025.10.08	ENGINEERING OF BANNER POLE INSTALLATION	10000.82000.52100	6,120.00
		1025.10.09	ENGINEERING OF BANNER POLE INSTALLATION	10000.82000.52100	2,240.00
0574	WEST COAST ARBORISTS, INC.				7,200.00
APBWEST	Check	240057	1/30/26 - 1/30/26 ARBORIST CONTRACT	38004.83300.52200	7,200.00
VEN04577	WESTERN AV				17,775.61
APBWEST	Check	23636	COUNCIL CHAMBERS AV UPGRADE	60003.30000.52100	9,656.61
		23677	COUNCIL CHAMBERS AV UPGRADE	60003.30000.52100	5,847.67
				60003.30000.56009	2,271.33
0426	WESTERN WATER WORKS				6,672.57
APBWEST	Check	1279431-01	FY 25/26 WATER DISTRIBUTION SUPPLIES	71000.81100.53200	1,314.73
		1279753-00	FY 25/26 WATER DISTRIBUTION SUPPLIES	71000.81100.53200	163.43
		1279981-00	FY 25/26 WATER DISTRIBUTION SUPPLIES	71000.81100.53200	2,010.01
		1279981-01	FY 25/26 WATER DISTRIBUTION SUPPLIES	71000.81100.53200	375.48
		1280471-00	FY 25/26 WATER DISTRIBUTION SUPPLIES	71000.81100.53200	2,808.92
0425	WILLDAN ASSOCIATES				56,259.83
APBWEST	Check	002-37289	JAN 2026 PLAN CHECK AND INSPECTIONS	10000.40000.52100	56,259.83
1053	WITTMAN ENTERPRISES, LLC				3,584.87
APBWEST	Check	2512056	DEC 2025 EMS Billing Services	10000.64000.52200	3,584.87
Report Total:					1,025,144.03



Packet: APPKT08553 - UB 3/10/26
Vendor Set: 01 - Vendor Set 01

Check Date: 02/27/2026

Vendor Number	Vendor Name				Vendor Total
Bank Code	Payment Type	Invoice #	Invoice Description	Account Number	Distribution Amount
VEN04342	WESTBOUND SOLAR 3 LLC				8,131.61
APBWEST	Check	26260649	JAN 2026 SOLAR ENERGY	71000.81100.55003	8,131.61
Report Total:					8,131.61



Packet: APPKT08554 - LIB 3/10/26
Vendor Set: 01 - Vendor Set 01

Check Date: 03/02/2026

Vendor Number	Vendor Name	Invoice #	Invoice Description	Account Number	Vendor Total
Bank Code	Payment Type				Distribution Amount
VEN03454	AMAZON CAPITAL SERVICES				78.85
APBWEST	Check	1M7H-X3GM-41FM	MISC SUPPLIES 2/2/26 - 2/15/26	39006.90000.53406	37.47
		1X7T-1J4M-7MG4	MISC SUPPLIES 2/2/26 - 2/15/26	10000.90000.53406	41.38
VEN01190	ARNOLD'S FRONTIER HARDWARE - Library				37.55
APBWEST	Check	118452	MISC. SUPPLIES	10000.90000.53100	37.55
0428	GREY HOUSE PUBLISHING				348.50
APBWEST	Check	374051	REFERENCE BOOK	10000.90000.53406	348.50
VEN04560	INGRAM LIBRARY SERVICE LLC				28.88
APBWEST	Check	94359972	BOOKS & REFERENCE	10000.90000.53406	28.88
1578	PETTY CASH FUND-LIBRARY				69.11
APBWEST	Check	INV043473	SHELF STORIES SNACKS	39006.90000.53999	26.47
		INV043474	SHELF STORIES SNACKS	39006.90000.53999	25.67
		INV043475	SHELF STORIES SNACKS	39006.90000.53999	16.97
Report Total:					562.89

Payroll Summary Register

City of Sierra Madre, CA
2/24/2026 4:05:57 PM

Payroll Summary

Packet PYPKT03214 - PR #04 02.26.2026
Payroll Set 01 - Sierra Madre
Department All - All Department Codes

Pay Period: 2/8/2026 - 2/21/2026

Employees Paid 110

Total Earnings	373,362.89	Total Benefit Allowance	187.24	Input Type	Count
Total Deductions	77,209.17	Total Employer Expenses	153,191.09	Regular	110
Total Taxes	47,101.44				
<hr/>		Total Direct Deposits	249,052.28		
Net Pay	249,052.28	Total Check Amount	0.00		



CITY OF SIERRA MADRE

STAFF REPORT

INFORMATION TECHNOLOGY

DATE: March 10, 2026

TO: Honorable Mayor and City Council

FROM: Miguel Hernandez, Assistant City Manager
By: Christian Delgado, Senior Network Administrator

SUBJECT: **Resolution No. 26-23 Amending the Fiscal Year 2025-2026 Budget Authorizing a Supplemental Appropriation from the Public Education and Government (PEG) Fund Reserve in the amount of \$15,205**

RECOMMENDATION

It is recommended that the City Council adopt Resolution No. 26-23 amending the Fiscal Year 2025-26 budget and authorizing a supplemental budget appropriation of \$15,205 from the Public, Education, and Government (PEG) Special Revenue Fund.

SUMMARY

On November 18, 2025, the City Council authorized the City Manager to execute a contract to modernize the Council Chambers audio-visual equipment to comply with Senate Bill 707. During implementation, the City's primary Cable CTV3 broadcast server, which was more than 10 years old, out of warranty, and beyond its useful life, failed when it was powered down to be moved to the new equipment rack. Because this server was the sole means of broadcasting meetings to the public access channel, its failure created an immediate risk of service disruption and an urgent need for replacement.

To avoid disruption to City Council meetings while the modernization project was underway, the City Manager approved a change order for additional hardware and licensed electrical work, and authorized the purchase of a replacement broadcast server to restore service. The action before the City Council is limited to approving a supplemental appropriation from the PEG Fund to cover these costs; no further contractual authorization is requested.

DISCUSSION & ANALYSIS

During the Council Chambers A/V modernization project, the City's primary broadcast server failed when it was powered down for relocation. The server was the City's only means of broadcasting meetings to the public access channel, resulting in an immediate interruption of service and an urgent need for replacement.

The City also incurred a small change order covering the purchase of a new hardware rack and unanticipated licensed electrical work. The additional rack allowed the contractor to configure new equipment off-site, then deliver it to City Hall largely pre-configured. This minimized on-site disruption and allowed existing equipment to remain operational for regularly scheduled City Council Meetings. The licensed electrical work was required to properly power and support the wall-mounted television in the Council Chambers. The licensed electrical work and the new server rack cost \$4,787.07. The replacement broadcast server and installation services totaled \$10,418, for a combined cost of \$15,205.

The City Manager approved the change order and the purchase of the replacement broadcast server to restore service to the public access channel. The action before the City Council is limited to approving the related budget appropriation from the PEG Fund; no further contractual authorization is requested. This after-the-fact budget action is necessary because the emergency replacement was required to immediately restore broadcasting capabilities during a period when significant policy items are being considered by the City Council.

Without the broadcast server, the City would be unable to air live or recorded public meetings on the public information channel, adversely affecting transparency and public access to local government deliberations. The new broadcast hardware is modern equipment under full vendor and manufacturer warranty and support, and is designed to integrate with the City's new audio-visual system as well as the City's new Agenda Management software, streamlining production and delivery of meeting content to the public across multiple platforms.

STRATEGIC PLAN RELATIONSHIP

Strategic Objective: Align infrastructure with projected population size and needs.

- Goal 1. Strategically Manage Infrastructure Improvements

Strategic Objective: Promote an unparalleled quality of life with an engaged and collaborative culture.

- Goal 2. Improve Communication and Collaboration

ENVIRONMENTAL ANALYSIS

The proposed action does not constitute as a project under the California Environmental Quality Act ("CEQA"), based on Section 15061(b)(3) of the CEQA Guidelines, as it can be determined with certainty that it will have no impact on the environment.

FISCAL IMPACT

There is no impact to the General Fund. The budget appropriation will use Public, Educational, and Governmental (PEG) Access Funds, which are restricted special revenues collected from cable franchise fees. The funds are designated by federal and state law for the purpose of supporting and improving community broadcasting, and related technology infrastructure. Resolution No. 26-23 appropriates fund of \$15,205 from the PEG Access Funds.

Approved by:

Michael Bruckner
City Manager

Attachments

[Resolution 26-23.pdf](#)

RESOLUTION NO 26-23

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SIERRA MADRE, CALIFORNIA, AMENDING THE FISCAL YEAR 2025-26 BUDGET APPROVING A SUPPLEMENTAL BUDGET APPROPRIATION FROM THE PUBLIC EDUCATION AND GOVERNMENT FUND RESERVE.

RECITALS

WHEREAS, on June 10th 2025, the City of Sierra Madre City Council adopted the Fiscal Year 2025-26 Annual Budget via Resolution 25-39; and

WHEREAS, on November 18th, 2025, the City of Sierra Madre City council approved Resolution 25-70, amending the Fiscal Year 2025-26 budget by approving a Supplemental Budget Appropriation from the Public, Education, and Government (PEG) Fund Reserve and approved a Professional Services Agreement for Audio/Visual System Upgrades to City Council Chambers; and

WHEREAS, the City collects Public, Education, and Government (PEG) fees that are restricted for PEG capital expenditures, including equipment, broadcasting, and infrastructure supporting public access video and communication services; and the City collects Public, Education, and Government (PEG) fees that are restricted for PEG capital expenditures, including equipment, broadcasting, and infrastructure supporting public access video and communication services; and

WHEREAS, the City of Sierra Madre completed emergency improvements to the Council Chambers to restore the City's broadcasting server infrastructure to support enhanced public access to City Council meetings;

THEREFORE, THE CITY COUNCIL OF THE CITY OF SIERRA MADRE, CALIFORNIA, DOES RESOLVE AS FOLLOWS:

SECTION 1. Recitals. The Recitals above are true and correct and incorporated herein by reference.

SECTION 2. Appropriation. The sum of Fifteen Thousand Two Hundred and Five Dollars (\$15,205) is hereby appropriated from the Public, Education, and Government (PEG) Fund Reserve.

SECTION 3. CEQA. The proposed action does not constitute a project under the California Environmental Quality Act ("CEQA"), based on Section 15061(b)(3) of the CEQA Guidelines, as it can be determined with certainty that it will have no impact on the environment.

SECTION 4. Severability. If any sections, subsections, subdivisions, paragraph, sentence, clause or phrase of this Resolution or any part hereof or exhibit hereto is for any reason held to be invalid, such invalidity shall not affect the validity of the remaining portions of this Resolution or any part thereof or exhibit thereto. The City Council hereby declares that it would have passed each section, subsection, subdivision, paragraph, sentence, clause or phrase hereof, irrespective of the fact that anyone or more sections, subsections, subdivisions, paragraph, sentences, clauses or phrases be declared invalid.

SECTION 5. Certification. Pursuant to Government Code Section 36932, the City Clerk shall certify the passage, approval, and adoption of this Resolution by the City Council.

SECTION 6. Effective Date. This Resolution shall take effect immediately upon adoption.

PASSED, APPROVED, AND ADOPTED this 10th day of March, 2026.

Kristine Lowe, Mayor

I HEREBY CERTIFY the foregoing Resolution was duly passed, approved, and adopted by the City Council of the City of Sierra Madre, California, at a meeting held on the 10th day of March, 2026, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAINED:

Laura Aguilar, City Clerk



CITY OF SIERRA MADRE

STAFF REPORT

PLANNING & COMMUNITY PRESERVATION

DATE: March 10, 2026
TO: Honorable Mayor and City Council
FROM: Clare Lin, Planning Director
SUBJECT: Report, Discussion, and Direction on Potential Economic Development Programs

RECOMMENDATION

It is recommended that the City Council receive and file the report on economic development strategies for built-out jurisdictions, and provide direction regarding preferred approaches for developing a comprehensive economic development policy for Sierra Madre.

SUMMARY

The City of Sierra Madre faces unique challenges as a fully built-out community with one city-owned commercial property in the downtown central core area. Unlike larger neighboring jurisdictions with redevelopment agencies or city-controlled parcels, Sierra Madre must rely on partnerships, zoning tools, and creative funding mechanisms to foster sustainable economic vitality.

This report provides background analysis on regional conditions, identifies legal and financial constraints, and presents potential programs and policy frameworks suitable for the City's context. The recommended approach emphasizes activation, partnerships, and regulatory streamlining rather than new development or General Fund subsidy.

DISCUSSION & ANALYSIS

At the October 14, 2025, City Council meeting, Mayor Lowe, with the consensus of the City Council, requested that staff explore potential economic development strategies for Sierra Madre's Downtown District. The discussion originated from City Council comments noting that, unlike neighboring jurisdictions such as Monrovia in the 1990s, Sierra Madre does not own commercial property downtown and does not have access to redevelopment agency tools or similar fiscal mechanisms.

Sierra Madre's downtown is characterized by small parcels, historic architecture, and independently owned businesses. While this supports the City's small-town charm, it limits traditional redevelopment or large-scale infill. Neighboring cities like Monrovia, Pasadena, and Arcadia employ business improvement districts and offer useful models for supporting downtown vitality without direct City ownership of land. For example:

- Monrovia Old Town Advisory Board manages a business improvement district to curate a downtown business mix, emphasizing restaurants and retail.

<https://www.monroviaca.gov/your-government/boards-and-commissions/monrovia-old-town-advisory-board>

- Old Pasadena Management District manages a business improvement district generating funds for maintenance, marketing, and safety services. <https://www.oldpasadena.org/do-business/resources/>
- The Arcadia Downtown Business Association manages smaller-scale beautification and business marketing programs funded by business improvement district assessments and partnerships. https://www.arcadiaca.gov/shape/development_services_department/economic_development/index.php

Sierra Madre's market area is highly localized, with strong community loyalty but limited regional draw. The Kosmont Downtown Assessment Report in March 2025 (Attachment 1) identifies significant retail leakage of approximately \$19.5 million in grocery store sales and \$14 million in restaurant sales, as residents shop and dine in adjacent cities with broader commercial amenities. These findings suggest opportunities to strengthen the local business ecosystem and enhance visitor experiences to improve fiscal sustainability.

ECONOMIC DEVELOPMENT POLICY CONSTRAINTS

Physical Constraints

The City is fully built-out, with few vacant or underutilized parcels downtown. Limited parking capacity and shallow parcel depth further constrain new development. These conditions reduce the feasibility of assembling larger sites for traditional redevelopment projects.

In addition, the absence of City-owned commercial land in the downtown area, except for the temporary library building, limits the City's leverage to initiate public-private partnerships or land-based catalyst projects, requiring a greater reliance on private property owners and external funding sources.

Financial Constraints

Statewide dissolution of redevelopment agencies in 2012 eliminated a key source of tax-increment financing and significantly reduced the City's tools to fund major economic development and revitalization efforts. Limited General Fund capacity further constrains the City's ability to support dedicated economic development staffing or offer financial incentives.

Legal and Zoning Policy Constraints

Measure V and related voter-adopted provisions in the Zoning Code (Title 17, Chapter 17.35, "Voter's Empowerment") limit the scale and intensity of new construction in the downtown area by restricting building height and density. These constraints reinforce the need to focus on tenant activation, adaptive reuse, and small-scale reinvestment within the existing downtown fabric rather than large-scale or vertical redevelopment.

State law further limits the City's ability to prohibit certain business types or to select or approve individual tenants in privately owned commercial spaces, requiring regulation to occur at the land-use category level.

Finally, CEQA compliance and historic preservation requirements may extend timelines and increase costs for physical improvements, particularly for projects involving façade changes, alterations to historic structures, or new construction near historic resources.

Organizational Constraints

Economic development functions are currently limited and decentralized among existing staff, with no single division or position dedicated full-time to business attraction, retention, and downtown management. This structure can make it difficult to consistently manage new programs, pursue grant opportunities, and provide proactive support to local businesses.

Staff capacity for ongoing program management will depend on City Council priorities and overall workload, underscoring the importance of identifying external partners and sustainable funding sources to deliver economic development services.

POTENTIAL PROGRAMS AND POLICY TOOLS

Based on the constraints identified above and the findings of the Kosmont Market Assessment, the following programs and policy tools are presented for City Council consideration:

Land Use Control – Cap and Spacing Options

- Utilize conditional use permits and zoning development standards, such as spacing requirements and reasonable numerical caps, to address over-concentration of specific use types (e.g., massage establishments and other sensitive uses).
- Ensure that standards are objective, uniformly applied, and clearly tied to community character, health, safety, and welfare goals to minimize legal risk.

Chamber of Commerce Based Economic Development Delivery

- Establish a formal multi-year service agreement (e.g., 3–5 years) with the Sierra Madre Chamber of Commerce to serve as a primary delivery partner for downtown economic development services, including business retention, marketing, and event programming.
- Provide City funding to support Chamber staff positions dedicated to Sierra Madre economic development, responsible for:
 - Administering “Pop Up to Permanent” initiatives, façade grants, and direct business outreach.
 - Leading “Destination Sierra Madre” branding, digital marketing, social media, and coordination with regional tourism and marketing partners.
 - Serving as a first point of contact and concierge for prospective and existing businesses seeking to locate or expand in the downtown.

Business Improvement District (BID) Formation

A Business Improvement District (BID) is a voluntary, property-owner-funded tool that allows downtown stakeholders to collectively fund services such as beautification, marketing, events, and maintenance without relying on the City’s General Fund.

- The City may explore the feasibility of a small-scale downtown BID with an estimated annual budget funded through commercial parcel assessments consistent with Proposition 218 requirements. BID services would be designed to supplement, not replace, existing City services.
- The City would include an administrative cost recovery component to offset staff time associated with BID formation, coordination, and ongoing oversight.
- Under Proposition 218, a BID may only be established if property owners determine that the proposed services provide a special benefit to their parcels and approve the district through a formal petition and mailed ballot process. Formation would require participation and support from downtown property owners and businesses.

How is a Business Improvement District is different than the existing Downtown Maintenance Assessment District?

The Property and Business Improvement District Law of 1994 is the principal act authorizing the formation of a BID (Streets and Highways Code section 36600 et seq.), whereas the existing Downtown Maintenance Assessment District is formed under the Landscaping and Lighting Act of 1972 (Streets and Highways Code Section 22500 et seq.)

A modern BID, similar to those used in Monrovia, Arcadia, and Old Pasadena, is typically parcel-based and funds services such as beautification, enhanced maintenance, marketing, promotions, and downtown management activities beyond baseline City services. BIDs operate pursuant to a Management District Plan and are generally governed by a private, nonprofit board representing assessed stakeholders.

By contrast, the City’s existing downtown assessment district is administered by the City and is limited to a defined set of maintenance and infrastructure-related services. A new downtown BID would be legally structured to dedicate revenues exclusively to downtown-focused services, with oversight provided through a contractual relationship between the City and a nonprofit district manager.

Downtown Design and Use Overlay

Adopt a Downtown Design, Specific Plan & Use Overlay Zone within Measure V area that:

- Protects historic scale and architecture.
- Prioritizes active ground floor uses (restaurants, cafés, specialty retail, food halls, and experiential tenants) and mixed use where feasible within existing height and density limits.
- Simplifies permitting for desired uses (e.g., reduced parking for small restaurants, by right outdoor dining, relaxed signage standards for historic buildings)
- Proactively identify housing developers interested in small-scale, downtown-compatible projects consistent with Measure V.

Façade Improvement Grant Program

- Create a façade improvement grant program offering 50 percent matching grants up to \$10,000 per project, modeled on successful programs in nearby cities.
- Establish an annual program budget of approximately \$40,000-\$100,000, funded through a combination of grants and private or BID partnerships, with Community Development Block Grant (CDBG) funds (estimated at roughly \$30,000 per year) serving as a reliable core contribution.

Grant and Partnership Development

- Proactively pursue funding through CDBG, the U.S. Small Business Administration, California Competes, and other state and federal programs to support small business recovery, placemaking, infrastructure improvements, and technical assistance.
- Coordinate grant pursuits with regional partners, the Chamber of Commerce, and a potential BID to maximize leverage, align projects with funding priorities, and reduce the burden on City staff.

STRATEGIC PLAN RELATIONSHIP

The policy discussion correlates to Strategic Plan Goal 4 – Community Enrichment, Objective 4.2: Enhance communication and collaboration across community groups and in fostering collaboration between residents and business.

ENVIRONMENTAL ANALYSIS

The proposed action does not constitute as a project under the California Environmental Quality Act (“CEQA”), based on Section 15061(b)(3) of the CEQA Guidelines, as it can be determined with certainty that it will have no impact on the environment.

FISCAL IMPACT

There is no impact to the General Fund as a result of the recommended action. Depending on City Council policy direction, staff will return with an estimated cost for program implementation. Staff has observed inconsistencies in certain historical sales tax data in the Kosmont report; however, these data issues do not affect the overall analysis or conclusions of this staff report.

Approved by:

Michael Bruckner
City Manager

Attachments

[1. Kosmont - Downtown Sierra Madre Market Assessment March 2025.pdf](#)



CITY OF SIERRA MADRE

DOWNTOWN SIERRA MADRE MARKET ASSESSMENT

MARCH 2025



2301 Rosecrans Ave., Suite 4140
El Segundo, CA 90245
TEL: 424-297-1070 | URL: www.kosmont.com

KOSMONT COMPANIES

Kosmont Companies ("Kosmont"), a real estate & economics advisory firm serving hundreds of cities and local governments for over 38 years, has been retained by the City of Sierra Madre ("City") to develop a Market Assessment whose goal is to analyze market conditions in the City (with a focus on the Measure V area or Downtown Sierra Madre), develop key economic development strategies, and assist in initial implementation of those strategies in the City's Downtown.

- **Kosmont's expertise covers a full range of economics & real estate advisory services including:**
 - Market and Feasibility Analyses
 - Fiscal Impact & Economic Benefit Studies
 - Economic Development Strategies & Implementation
 - Business/Retailer & Developer Recruitment
 - Identification of Funding Sources & Financing Strategies
 - Public-Private Transaction Structuring & Negotiation
- **Winning track record of initiating and implementing projects for municipalities**
 - In-house team includes economists, registered municipal advisors, financial analysts, lawyers, real estate professionals, former city managers & economic development department heads
 - Extensive network of brokers, investors and market data for real-time information, and industry leadership

Disclaimer: The analyses, projections, assumptions, and any examples presented herein are for illustrative purposes and are not a guarantee of actual and/or future results. Actual results are difficult to predict as a function of market conditions, natural disasters, pandemics, legislation and administrative actions.

Note: If needed, Financial Advisory and Real Estate Brokerage services can be provided by Kosmont Transactions Services, Inc. (SEC / MSRB Registered Municipal Advisor) and Kosmont Real Estate Services, Inc. (Licensed Real Estate Brokerage Firm), respectively.

TABLE OF CONTENTS

Executive Summary	Page 4
1. SWOT Analysis	Page 8
2. Areas of Econ. Dev. Consideration and Action Items	Page 11
3. Demographic and Economic Profile	Page 18
1. City Revenue Information	Page 21
2. Population & Household Demographics	Page 28
3. Employment/Unemployment by Industry	Page 32
4. Visitation Data	Page 40
4. Market Demand Analysis	Page 47
1. Market Trends	Page 49
2. Retail Market	Page 55



EXECUTIVE SUMMARY

CITY OF SIERRA MADRE – DOWNTOWN SIERRA MADRE MARKET ASSESSMENT

EXECUTIVE SUMMARY

INTRODUCTION

- For this assignment, Kosmont performed demographic and market research, spoke to community members and local businesses to understand the strengths and challenges that face Downtown Sierra Madre, and prepared a SWOT Analysis to highlight Strengths, Weaknesses, Opportunities, and Threats
- Downtown Sierra Madre is a hidden gem of an area that is walkable, authentic, and has good infrastructure
- Downtown Sierra Madre received 2.1 million visitors between 10/1/23 and 9/30/24. Visitors are well-educated (58% Bachelor's or higher) and have high incomes (avg. household income \$170,000). 70% of visitors to Downtown are coming from adjacent areas, primarily north of the 210 Freeway, including: Altadena, Arcadia, Monrovia, and Pasadena
- Retail market data was culled from CoStar. Given most of the City's commercial space is in Downtown Sierra Madre, citywide metrics reflect the Downtown. The retail market is small and relatively healthy. Retail space is fully leased, though there have not been new additions to the market in the last 10 years
- Key challenges identified in our discussions include the following:
 - Chamber of Commerce does not have much social media infrastructure / presence and has limited retail perspective
 - Downtown hosts few events throughout the year and has limited activity past 8 or 9pm on weekends
 - Downtown cannot rely just on local support
- An additional challenge is that the internet is drawing money away from brick-and-mortar retail. Retail is now being driven by trip generators like entertainment, experience, and essentials
- Based on feedback, Kosmont devised three areas of economic development consideration (Visibility / Exposure, Trips / Place, and Business Expansion, Attraction, and Retention ["BEAR"]), and developed associated action items for each area
- Some of these potential action items include:
 - Improve communication between businesses and City / Chamber
 - Utilize social media to promote Downtown and encourage visits
 - Host new events (e.g., "taste of", themed nights, pop-up markets) to create a sense of place in Downtown Sierra Madre
 - Develop technical assistance and business incentive programs

EXECUTIVE SUMMARY

SWOT ANALYSIS

SWOT Analysis

- A Strengths, Weaknesses, Opportunities, and Threats (“SWOT”) analysis was conducted utilizing feedback received during a meeting with the Chamber of Commerce and from individual business owners in Downtown Sierra Madre
- The adjacent SWOT table summarizes key comments taken from the analysis. These comments were later incorporated in determining potential economic development goals and action items to achieve each goal

Comments	
STRENGTHS	<ul style="list-style-type: none"> • Sierra Madre is a “hidden gem” and has an authentic community • Downtown is walkable and has good infrastructure
WEAKNESSES	<ul style="list-style-type: none"> • Chamber of Commerce lacks social media infrastructure and has limited retail voice / understanding within Chamber leadership • Limited activity past 8 or 9pm • Downtown cannot rely on local support
OPPORTUNITIES	<ul style="list-style-type: none"> • Improve communication between businesses and the Chamber • Promote the destination that is Sierra Madre • Utilize existing resources for more events
THREATS	<ul style="list-style-type: none"> • Costs of Chamber hiring social media manager and support staff to handle additional tasks and visitors • Competition of nearby downtown destinations such as Old Pasadena and Old Town Monrovia

EXECUTIVE SUMMARY

AREAS OF ECON. DEV. CONSIDERATION, ACTION ITEMS, AND NEXT STEPS

- Using information gathered from the SWOT Analysis, Kosmont highlighted the following areas of economic development consideration: Visibility / Exposure, Trips / Place, and Business Expansion, Attraction, and Retention (“BEAR”)
- Kosmont created key action items that the City could consider to address each area of economic development consideration
- The adjacent table summarizes each area and its relevant action items
- Potential next steps include:
 - Assisting in developing business expansion, attraction, and retention (“BEAR”) strategies
 - Marketing business opportunities at conferences, such as ICSC
 - Attracting interest from other industries, like hospitality (e.g., conduct a hotel market demand analysis)

Areas of Econ. Dev. Consideration	Potential Action Items
VISIBILITY / EXPOSURE	<ol style="list-style-type: none"> 1. Improve lines of communication between businesses and Chamber of Commerce/City 2. Utilize social media/Al to promote visitation and tell the story of Downtown Sierra Madre 3. Develop a multi-pronged marketing approach where businesses and City / Chamber are marketing events in Downtown
TRIPS / PLACE	<ol style="list-style-type: none"> 1. Allocate budget to create new events (e.g., farmers markets, “taste of” events, pop-up markets, themed nights, concerts) in Downtown to increase foot traffic 2. Leverage existing assets to develop unique events that emphasize local aesthetic 3. Maintain consistent events in Downtown throughout the year 4. Increase frequency of events 5. Consider rescheduling events to not conflict with key small business dates
Business Expansion, Attraction, and Retention (“BEAR”)	<ol style="list-style-type: none"> 1. Develop technical assistance and business incentive programs to support emerging businesses in Downtown 2. Streamline processes and requirements to appeal to existing and future businesses 3. Develop a cross-marketing system where businesses and City / Chamber are marketing Downtown events and businesses, with the goal to attract high-volume, experiential retailers 4. Attend and market opportunities at ICSC and other conferences with a retail and hospitality presence



1. SWOT ANALYSIS

CITY OF SIERRA MADRE – DOWNTOWN SIERRA MADRE MARKET ASSESSMENT

SUMMARY OF COMMENTS FROM CHAMBER OF COMMERCE MEETING (8/22/24)

Category	
Positive	<ul style="list-style-type: none"> ▪ City has a small, romantic town feeling ▪ City has a hidden gem aspect to it. Some may have heard of it, but remains to be discovered by many ▪ Good infrastructure (incl. parking for out-of-town visitors) ▪ Downtown is very walkable ▪ Great culture; No snobbish attitudes ▪ Authentic, beautiful, pleasant community ▪ Conversion of Sierra Madre Playhouse from playhouse to performing arts center has allowed for varied programming and 50% of visitors are from out of town and most want to stay to dine/drink after a show
Needs Work	<ul style="list-style-type: none"> ▪ More cross-marketing between events ▪ Better communication between Chamber of Commerce and local businesses ▪ Limited retail voice / understanding within Chamber leadership ▪ Chamber lacks social media manager ▪ Chamber needs to move Winter Fest closer to Christmas and not on Small Business Saturday (does little to boost sales) ▪ People need to shop during fall and winter (slower times) ▪ Resistance to growth and making Sierra Madre a destination location as Downtown cannot survive purely on local support ▪ Parking restrictions for businesses ▪ More locational information needed ▪ City is sleepy at night, including weekends (particularly past 8 or 9pm); More late-night options (only The Buccaneer Lounge is open past midnight) ▪ More community events – take full advantage of Kersting Ct. (concerts, themed nights) ▪ Potentially close part of the street (i.e. Old Town Monrovia has lots of traffic on Friday nights) ▪ Only two major events throughout the year – Wistaria Festival and Winter Festival; Maybe make Thursday or Fridays themed nights ▪ High rents; Need to attract tenants who can pay higher rents; Store owners do not own property ▪ Need to find other methods of arriving; More people would come if there was a better way to get here (Possible shuttle service) ▪ More variety of shops/eateries given the arts/galleries attract a more open-minded visitor

SWOT ANALYSIS



<p>STRENGTHS</p>	<ul style="list-style-type: none"> • Small, romantic “hidden-gem” town • Good infrastructure, walkable Downtown • Authenticity of the community and its stores • Downtown is an experience
<p>WEAKNESSES</p>	<ul style="list-style-type: none"> • Chamber of Commerce has limited retail voice / perspective • Chamber lacks social media infrastructure – limiting communication and promotion • Reluctant/Resistant to growth; Downtown cannot rely purely on local support • During the weekends, the City has limited activity past 8 or 9pm
<p>OPPORTUNITIES</p>	<ul style="list-style-type: none"> • Utilize Kersting Ct. for more events, concerts, themed nights • Potentially close part of the street for more activities in the Downtown • Improve communication between businesses and the Chamber (Chamber needs to have a retail-focused mindset and actively promote the businesses to create a destination) • Promoting the destination that is Sierra Madre. The City has the “bones” but it’s a matter of drawing more people • Offer a variety of other limited and full-service high-volume restaurants/breweries to serve a diverse set of visitors
<p>THREATS</p>	<ul style="list-style-type: none"> • Costs of hiring social media manager and other support staff (e.g., Chamber staff, shuttle drivers) • Competition with other nearby downtown destinations (e.g., Old Pasadena, Old Town Monrovia)



2. AREAS OF ECON. DEV. CONSIDERATION AND ACTION ITEMS

CITY OF SIERRA MADRE – DOWNTOWN SIERRA MADRE MARKET ASSESSMENT

AREAS OF ECONOMIC DEVELOPMENT CONSIDERATION AND POTENTIAL ACTION ITEMS

Areas of Econ. Dev. Consideration	Potential Action Items
<p>VISIBILITY / EXPOSURE</p> 	<ul style="list-style-type: none"> • Improve communication between business and Chamber / City – Consider adding a person with a strong retail background to conduct outreach to businesses and act as a liaison between businesses and Chamber • Increase visibility by using social media/AI to actively promote visitation to Downtown Sierra Madre (e.g., Instagram, Facebook, LinkedIn, Canva, Snapchat, YouTube, X [formerly Twitter]) • Develop a multi-pronged marketing approach with businesses and Chamber / City each actively marketing events with intent to draw larger share of visits outside of Sierra Madre
<p>TRIPS / PLACE</p> 	<ul style="list-style-type: none"> • Create new events to meet goal of increasing foot traffic (e.g., First Fridays, farmers markets, pop-up markets, “taste of”, concerts, themed nights) • Utilize existing assets (e.g., Kersting Ct.) to develop unique events that emphasize the local flavor / aesthetic of the City and create an experience for visitors • Maintain consistency of events to develop a schedule that the public remembers (e.g., Monrovia Street Fair occurs almost every Friday night) • Increase frequency of events in Downtown Sierra Madre throughout the year as opposed to a few major events • Revise scheduling of existing events (e.g., Winter Fest moved to a different date other than Small Business Saturday) • High foot traffic = greater potential spending
<p>ECONOMIC DEVELOPMENT</p>	<ul style="list-style-type: none"> • High foot traffic also allows Chamber / City to attract future businesses and potentially expand / retain existing businesses • As the City receives more foot traffic, there is a potential to attract higher-volume retail (i.e., businesses that cater to a large and diverse customer population and operate at a relatively high capacity throughout the day), particularly breweries / restaurants (emphasis on experiential retail) • As business increases in Downtown Sierra Madre, the businesses and Chamber / City can develop a cross-marketing ecosystem where businesses can market Downtown Sierra Madre and the Chamber / City can profile or highlight local businesses • Chamber / City can consider attendance, membership, and representation at conferences with strong retail and hospitality presence, such as Innovating Commerce Serving Communities (“ICSC”, formerly International Council of Shopping Centers) to gain knowledge and actively market opportunities

VISIBILITY / EXPOSURE

The City and Chamber of Commerce may consider the following action items to increase Downtown Sierra Madre's visibility to attract more visitors.

Recommended Action Items:

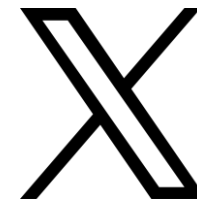
Action Item 1: Improve lines of communication between businesses and the Chamber/City. Consider adding a liaison that will regularly and proactively contact business/property owners to understand challenges and opportunities.

Action Item 2: Utilize social media/AI to actively promote visitation and “tell the story” of Downtown Sierra Madre. Emphasize the character and the charm of the City. It is observed that approximately 70% of visitors are coming from adjacent cities (particularly neighborhoods north of the 210 Freeway). Some of these areas, particularly Altadena, have recently been ravaged by the Eaton Fire. Thus, it is imperative for Sierra Madre to cast a wider net of visitors.

Action Item 3: Develop a multi-pronged marketing approach with businesses and Chamber / City each actively marketing events using various social media channels with intent to draw larger share of visitors from outside of Sierra Madre.

Social Media/AI Platforms for Marketing

The following represent a sample of platforms that could be utilized for marketing efforts



YouTube

LinkedIn

TRIPS / PLACE

High foot traffic may lead to greater potential spending in the City.* Below are action items that the City/Chamber could take to generate additional trips and, ultimately, create a sense of place. Additional examples of such events can be observed on the following slide.

Recommended Action Items:

Action Item 1: Chamber of Commerce should consider allocating budget to create new events whose goal would be to increase foot traffic to Downtown Sierra Madre (e.g., First Fridays, farmers markets, pop-up markets, “taste of” events, themed nights, and concerts).

Action Item 2: Leverage existing assets, such as Kersting Ct., to develop unique events that emphasize the local aesthetic of the City to create a memorable experience for visitors.

Action Item 3: Maintain consistent events in Downtown Sierra Madre. This will create a schedule in the minds of visitors (e.g., an event that is held every Friday will be a potential destination for visitors in the future).

Action Item 4: Increase frequency of events in Downtown Sierra Madre as opposed to a few events per year. Encourage evening events that extend past 8 or 9pm.

Action Item 5: Consider rescheduling events to not conflict with key dates for small business (e.g., Winter Fest could be moved to a different date other than Small Business Saturday).

TRIPS / PLACE EXAMPLES



Notes: Examples of how trip generation and consistency leads to a sense of place. (Top Left: The South Pasadena Farmers Market occurs every Thursday afternoon. Bottom Left: Old Town Monrovia hosts the Monrovia Street Fair Friday evenings. Right: Smorgasburg LA is a unique pop-up style event featuring local vendors (with an emphasis on food and clothing) held on Sundays at ROW DTLA in Downtown Los Angeles. These events not only generate foot traffic but create a sense of place and community.

ECONOMIC DEVELOPMENT (BEAR)

As foot traffic increases, City may consider expanding / enhancing Business Expansion, Attraction, and Retention (BEAR) efforts and provide enhanced customer service to support business development.

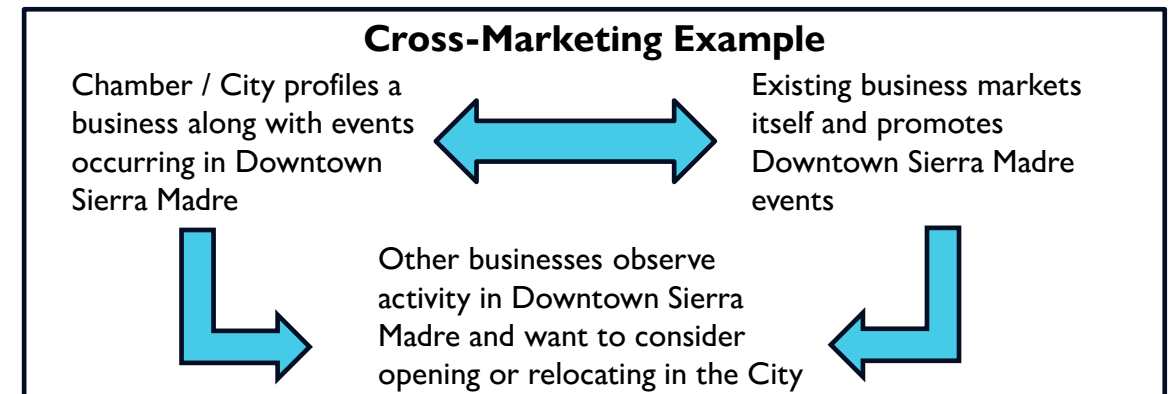
Recommended Action Items:

Action Item 1: Develop technical assistance and business incentive programs, such as efficient permitting and tax sharing agreements to support emerging businesses/entrepreneurs in the City. Additional examples of such programs can be found on the following page.

Action Item 2: Consider working with Planning staff to streamline / improve planning processes and requirements, as applicable. Doing so will make Sierra Madre appealing to both existing and future businesses.

Action Item 3: Develop a cross-marketing system where businesses can market Downtown Sierra Madre as a strong place to do business and Chamber / City can profile or highlight an existing business with the intent to attract businesses, including high-volume, experiential retailers that are complementary to the existing set of businesses in the City, such as breweries/pubs and restaurants.

Action Item 4: Attend ICSC and other conferences with retail and hospitality presence to meet with major retailers / restaurants / hotels / developers / brokers, gain knowledge, and actively market opportunities.



ECONOMIC DEVELOPMENT (BEAR) BUSINESS INCENTIVE PROGRAMS

There are a wide range of business and economic development incentive programs utilized by communities across the State. The City can create such a program, but first it is important to set specific goals (e.g. assist small business, expand job creation, attract major tax generator, attract specific type of development) and create a system to measure the success of each initiative. Cost of implementing can vary: job credits, façade improvement and infrastructure represent out of pocket costs, while tax sharing agreements and fee waivers are offset by new development tax revenues.

Examples of incentives include:

- Efficient permitting
- Tax sharing agreements / tax abatements
- Job tax credits / Workforce training
- Façade improvement program
- Infrastructure investment
- Fee waivers / deferrals in targeted areas



3. DEMOGRAPHIC AND ECONOMIC PROFILE

CITY OF SIERRA MADRE – DOWNTOWN SIERRA MADRE MARKET ASSESSMENT

SUMMARY

DEMOGRAPHIC AND ECONOMIC PROFILE

City Revenue Information

- Sierra Madre is highly reliant on property tax compared to cities in California. In 2022, 57% of City general fund tax revenues come from property tax, while California cities average is 39%
- The City is not overexposed to sales or hotel tax risk since just 3% of the City's general fund tax revenues in 2022 come from sales tax and the City does not collect transient occupancy tax ("TOT"). In contrast, sales tax is 22% and TOT is 8% of general fund tax revenues for California cities
- Much of the City's sales tax revenues come from food and beverage shops, clothing stores, restaurants and bars, and other retail, including art dealers, pet supply stores
- In the 10-year period between 2012 and 2022, sales tax revenues in Sierra Madre have grown by 83% (6.2% per year). Over the same period, sales tax revenues to Sierra Madre from the County Pool have more than tripled. County Pool revenues have grown significantly due to rise in e-commerce sales, particularly during the COVID-19 pandemic (18.2% increase from 2019 to 2020)

Population and Household Demographics

- 10,900 residents and 4,800 households in the City
- Average household size in the City is 2.28, lower compared to County and State (2.78 and 2.83, respectively)
- Median age in the City is 48.1, older than County and State (38.4 for both)
- Sierra Madre features a highly educated population with nearly 69% of residents holding a Bachelor's degree or higher (82% higher attainment than the County, 78% higher than the State)
- Education levels are correlated with incomes. The average household income in Sierra Madre is \$193,800 (52% higher and 39% higher than County and State, respectively)
- The average price of a home in Sierra Madre is \$1.45 million, 64% higher than Los Angeles County and 85% higher than the State

SUMMARY

ECONOMIC AND DEMOGRAPHIC PROFILE (CONT'D)

Employment

- More residents leave the City compared to those that come into Sierra Madre for work, yielding a **net outflow** of jobs
- Residents go to Los Angeles, Pasadena, Burbank, Arcadia, and Glendale for work. Employees who work in Sierra Madre are coming from Los Angeles, Pasadena, Monrovia, Arcadia, and Altadena CDP
- The top five industries with the most employees in the City are: health care and social assistance, accommodation and food services, educational services, finance and insurance, and wholesale trade. Of these industries, **two** (health care and social assistance and accommodation and food services) are among the fastest growing industries in L.A. County
- The jobs/housing ratio for Sierra Madre is 0.64, smaller than County and State (1.32 and 1.28, respectively). While this number would indicate a possible need for more jobs in the City overall, it is important to note that Downtown Sierra Madre has an 8.10 jobs/housing ratio, indicating a strong concentration of businesses

Visitation Trends

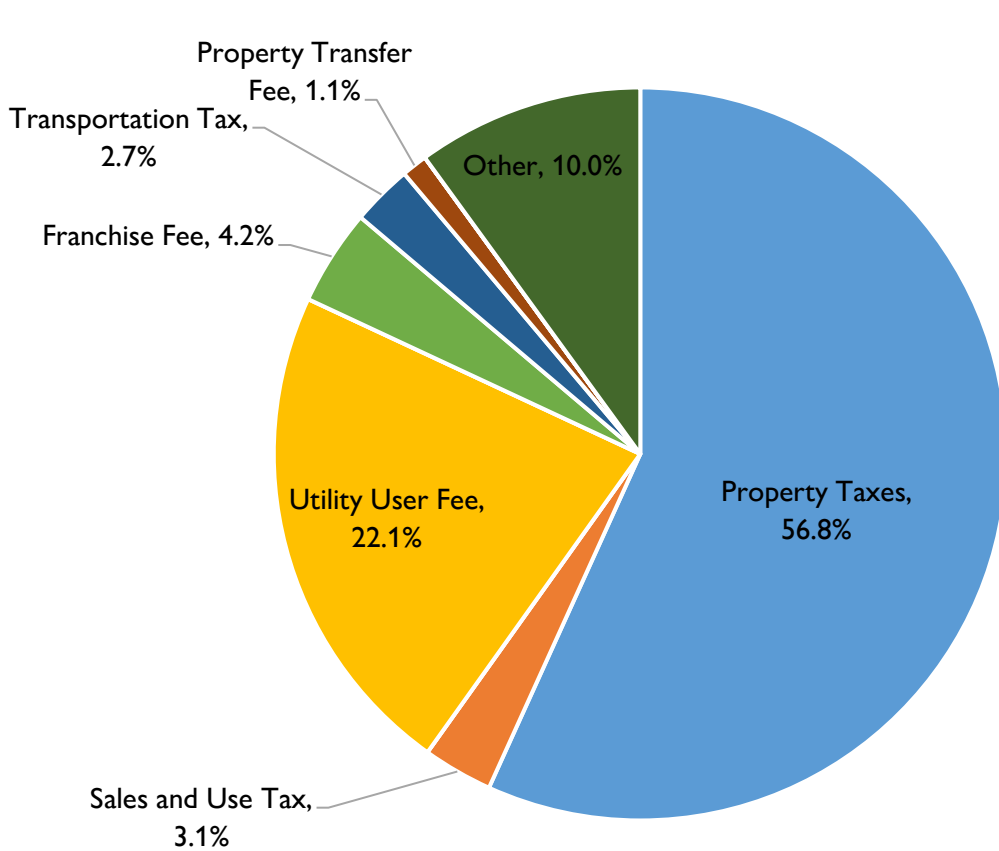
- Visitation data, including visitor demographics, to Downtown Sierra Madre was culled from Placer.ai, a mobile data analytics provider
- In the most recent available one-year period between 10/1/23 and 9/30/24, Downtown Sierra Madre received a total of 2.1 million visits from 335,100 people (or ~130,900 households). Thus, a typical visitor visited Downtown Sierra Madre approximately six times
- The median age of visitors to Downtown Sierra Madre was 40.6 and visitors typically stayed for approximately 100 minutes on average
- Visitors featured similar demographics to residents, with 58% possessing a Bachelor's degree or higher and an average household income of \$170,000, indicating visitors with higher disposable incomes
- Nearly three-quarters of visitors to Downtown Sierra Madre come from within a 7-mile distance, indicating a strong local presence. Many visitors are arriving from adjacent communities such as Pasadena, Altadena, Monrovia, and Arcadia

3.1 – CITY REVENUE INFORMATION

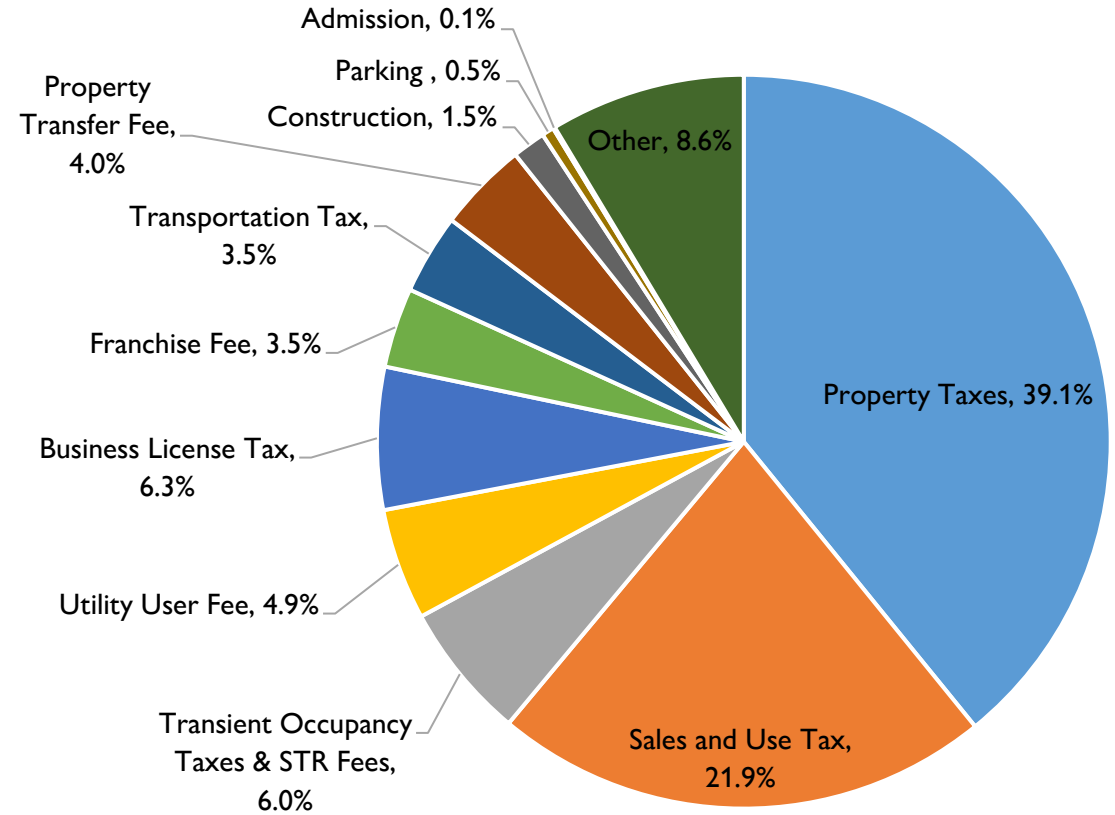
CITY OF SIERRA MADRE – DOWNTOWN SIERRA MADRE MARKET ASSESSMENT

2022 GENERAL FUND TAX REVENUES

CITY OF SIERRA MADRE VS. ALL CA CITIES



City of Sierra Madre

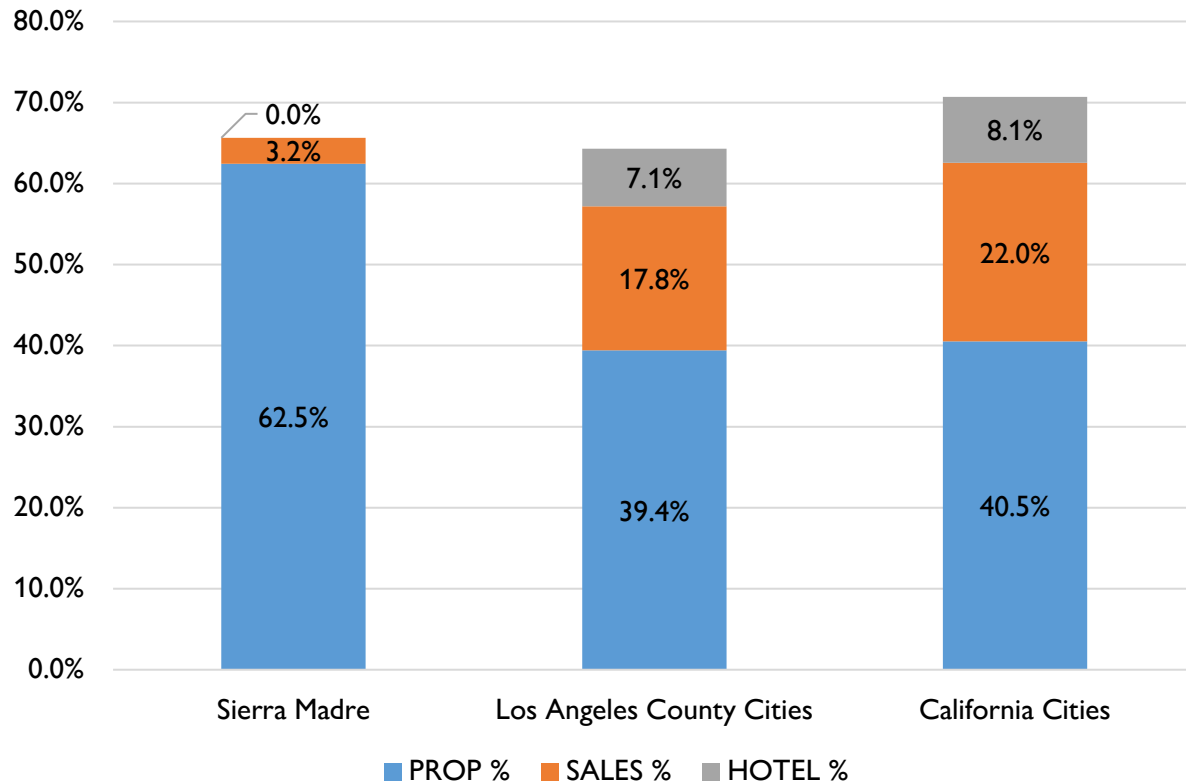


All CA Cities

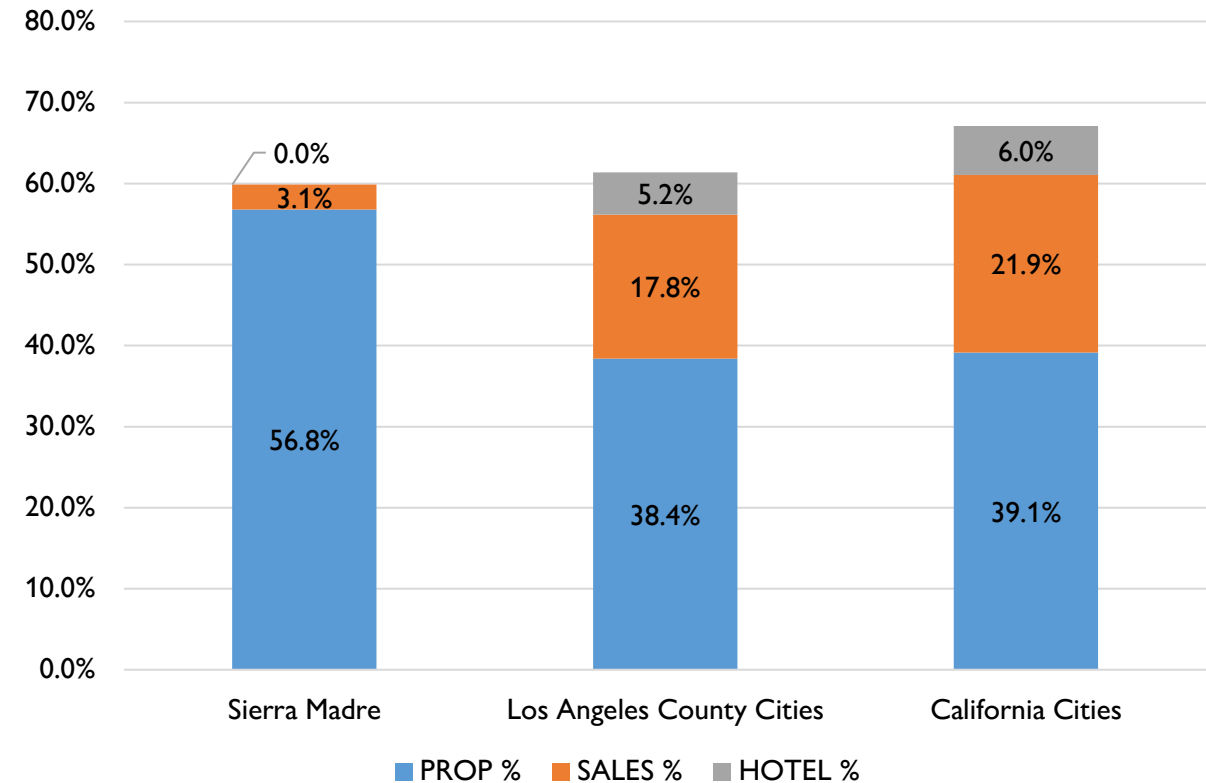
2018 VS. 2022 TAX REVENUES (% PROPERTY, SALES, HOTEL TOT)

CITY OF SIERRA MADRE VS LOS ANGELES COUNTY CITIES VS ALL CA CITIES

2018 Tax Revenues



2022 Tax Revenues



HISTORIC TAX REVENUE GROWTH TABLES (2018-2022)

CITY OF SIERRA MADRE VS LOS ANGELES COUNTY CITIES VS ALL CA CITIES

City of Sierra Madre

YEAR	TOTAL	PROPERTY	SALES AND USE	HOTEL	PROP %	SALES %	HOTEL %
2018	\$ 9,737,063	\$ 6,081,650	\$ 309,590	\$ -	62.5%	3.2%	0.0%
2019	\$ 10,256,303	\$ 6,482,779	\$ 360,836	\$ -	63.2%	3.5%	0.0%
2020	\$ 10,907,445	\$ 6,785,200	\$ 329,687	\$ -	62.2%	3.0%	0.0%
2021	\$ 12,154,791	\$ 7,247,481	\$ 325,625	\$ -	59.6%	2.7%	0.0%
2022	\$ 13,501,189	\$ 7,665,426	\$ 416,754	\$ -	56.8%	3.1%	0.0%
% Chg. '18-'22	39%	26%	35%	-	-9%	-3%	-

Los Angeles County Cities

YEAR	TOTAL	PROPERTY	SALES	HOTEL	PROP %	SALES %	HOTEL %
2018	\$ 9,365,891,719	\$ 3,693,338,550	\$ 1,663,636,730	\$ 664,272,234	39.4%	17.8%	7.1%
2019	\$ 9,962,713,016	\$ 3,945,306,831	\$ 1,811,498,455	\$ 686,201,674	39.6%	18.2%	6.9%
2020	\$ 9,973,259,931	\$ 4,146,176,314	\$ 1,674,122,681	\$ 512,573,659	41.6%	16.8%	5.1%
2021	\$ 10,533,231,636	\$ 4,505,071,415	\$ 1,825,720,001	\$ 310,604,715	42.8%	17.3%	2.9%
2022	\$ 12,063,160,472	\$ 4,629,152,762	\$ 2,146,683,814	\$ 629,887,650	38.4%	17.8%	5.2%
% Chg. '18-'22	29%	25%	29%	(5%)	(3%)	0%	(26%)

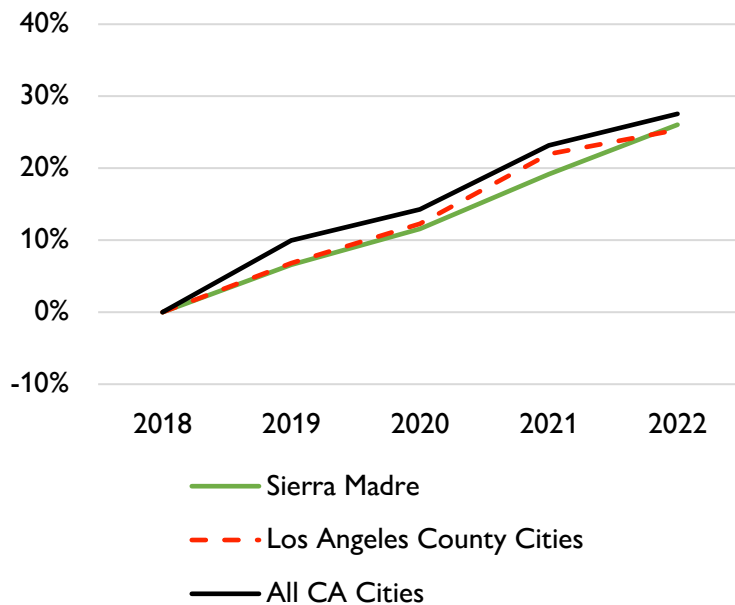
All CA Cities

YEAR	TOTAL	PROPERTY	SALES	HOTEL	PROP %	SALES %	HOTEL %
2018	\$ 31,799,746,521	\$ 12,890,489,342	\$ 7,005,395,050	\$ 2,585,451,532	40.5%	22.0%	8.1%
2019	\$ 34,539,905,371	\$ 14,177,924,698	\$ 7,726,240,615	\$ 2,748,778,129	41.0%	22.4%	8.0%
2020	\$ 34,343,088,470	\$ 14,733,616,783	\$ 7,273,442,316	\$ 2,052,851,870	42.9%	21.2%	6.0%
2021	\$ 37,523,287,391	\$ 15,875,562,038	\$ 7,935,922,642	\$ 1,299,716,160	42.3%	21.1%	3.5%
2022	\$ 42,007,714,014	\$ 16,441,856,815	\$ 9,212,861,760	\$ 2,532,105,390	39.1%	21.9%	6.0%
% Chg. '18-'22	32%	28%	32%	(2%)	(3%)	0%	(26%)

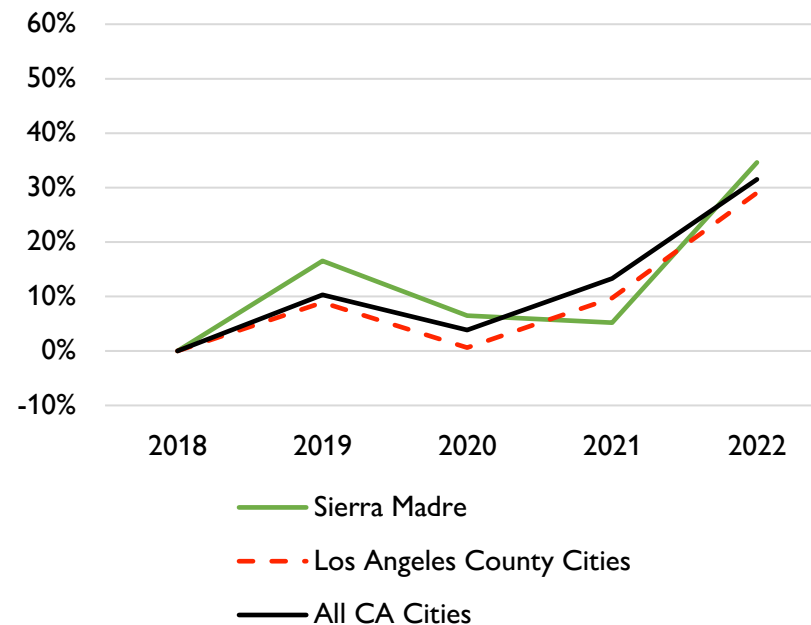
HISTORIC TAX REVENUE GROWTH (2018-2022)

CITY OF SIERRA MADRE VS LOS ANGELES COUNTY CITIES VS ALL CA CITIES

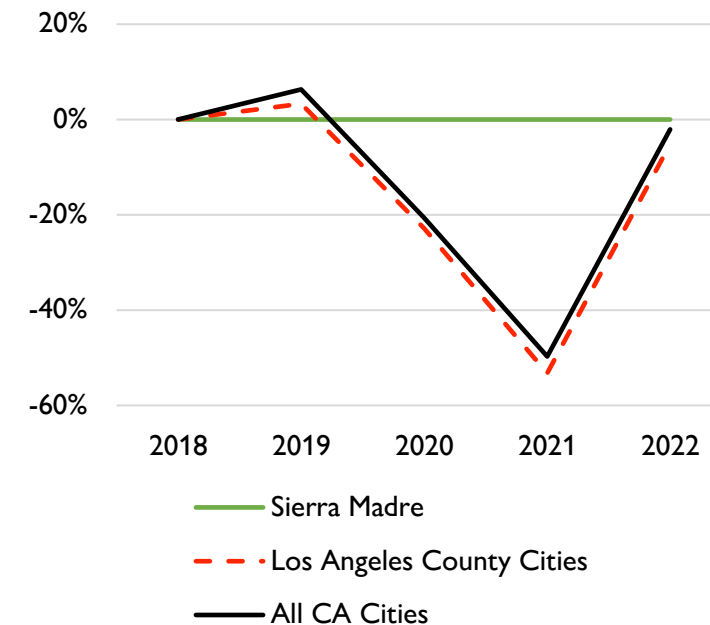
Property Tax Revenue Growth Since 2018



Sales Tax Revenue Growth Since 2018



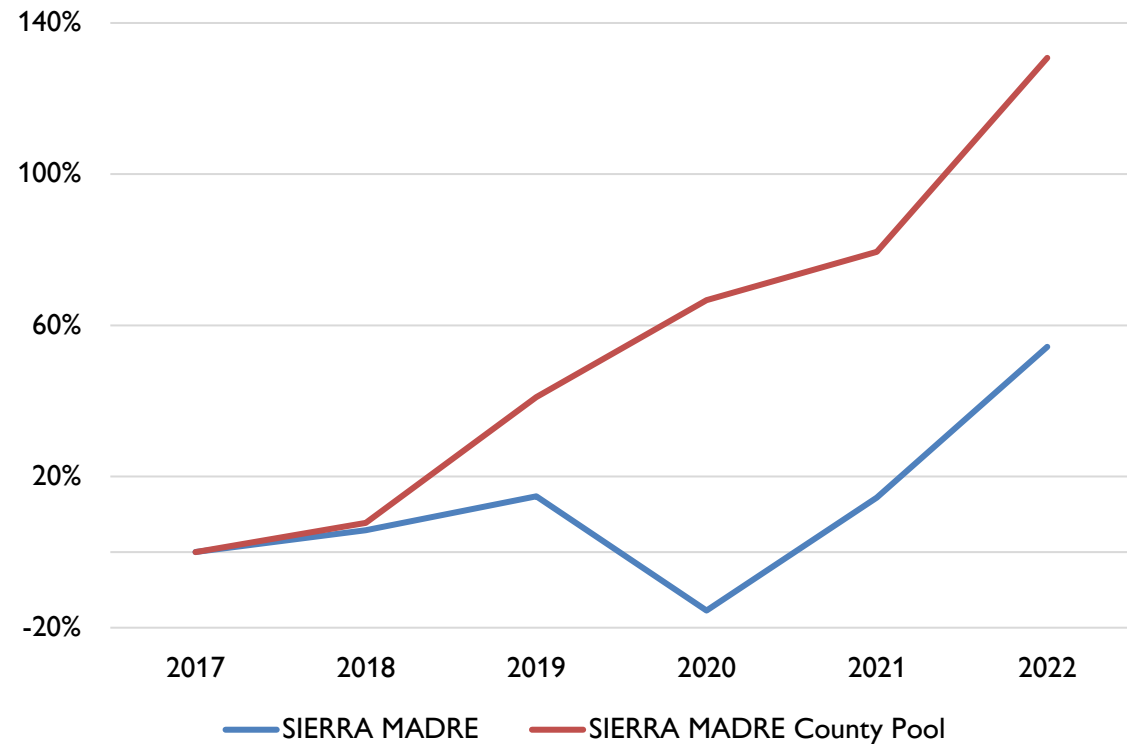
TOT Revenue Growth Since 2018



SALES TAX REVENUES BY YEAR

CITY OF SIERRA MADRE (2012-2022)

**Change Since 2017:
City Subtotal and County Pool**



Year	City Subtotal	County Pool	City Total
2012	\$234,000	\$28,000	\$262,000
2013	\$254,000	\$30,000	\$284,000
2014	\$277,000	\$35,000	\$312,000
2015	\$286,000	\$38,000	\$324,000
2016	\$274,000	\$39,000	\$313,000
2017	\$278,000	\$39,000	\$317,000
2018	\$294,000	\$42,000	\$336,000
2019	\$319,000	\$55,000	\$374,000
2020	\$235,000	\$65,000	\$300,000
2021	\$318,000	\$70,000	\$388,000
2022	\$429,000	\$90,000	\$519,000
10-Year Growth	83.3%	221.4%	98.1%
COVID-19 Effect (2019-2020)	(26.3%)	18.2%	(19.8%)
CAGR	6.2%	12.4%	7.1%

RETAIL SALES BY CATEGORY BY YEAR

CITY OF SIERRA MADRE (2015-2022)

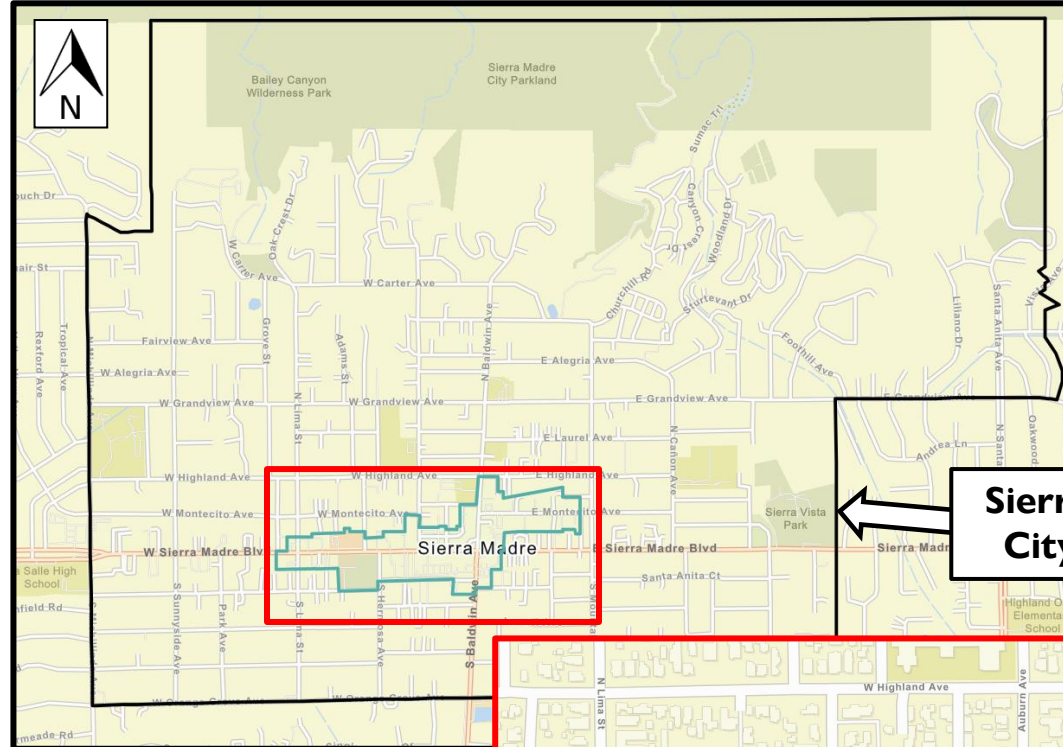
Retail Category	2015	2016	2017	2018	2019	2020	2021	2022	% Growth (2015-22)	2022 % of Total
Motor Vehicle & Parts	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	-	0.0%
Home Furnishings	\$145,865	\$72,913	\$110,454	\$90,044	\$85,822	\$66,428	\$40,147	\$9,448	(93.5%)	0.0%
Building Materials	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	-	0.0%
Food & Beverage	\$2,468,769	\$2,630,584	\$2,698,569	\$2,639,529	\$2,757,233	\$3,539,835	\$3,440,955	\$3,672,390	48.8%	9.4%
Gas Stations	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	-	0.0%
Clothing Stores	\$491,896	\$441,457	\$387,302	\$427,559	\$1,251,295	\$385,755	\$497,524	\$725,858	47.6%	1.9%
Gen. Merchandise	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	-	0.0%
Restaurants/Bars	\$9,966,246	\$9,823,839	\$10,690,599	\$11,743,398	\$12,003,352	\$8,939,027	\$13,203,769	\$15,502,159	55.5%	39.8%
Other Retail	\$10,252,747	\$10,214,147	\$10,421,379	\$11,789,227	\$11,871,283	\$7,689,493	\$12,292,860	\$15,142,079	47.7%	38.9%
Total Retail & Food Services	\$23,325,523	\$23,182,940	\$24,308,303	\$26,689,757	\$27,968,985	\$20,620,538	\$29,475,255	\$35,051,934	50.3%	90.1%
All Other Outlets	\$4,761,922	\$3,813,430	\$2,793,658	\$2,931,459	\$2,630,548	\$2,443,391	\$2,460,622	\$3,869,457	(18.7%)	9.9%
TOTAL	\$28,087,445	\$26,996,370	\$27,101,961	\$29,621,216	\$30,599,533	\$23,063,929	\$31,935,877	\$38,921,391	38.6%	100.0%



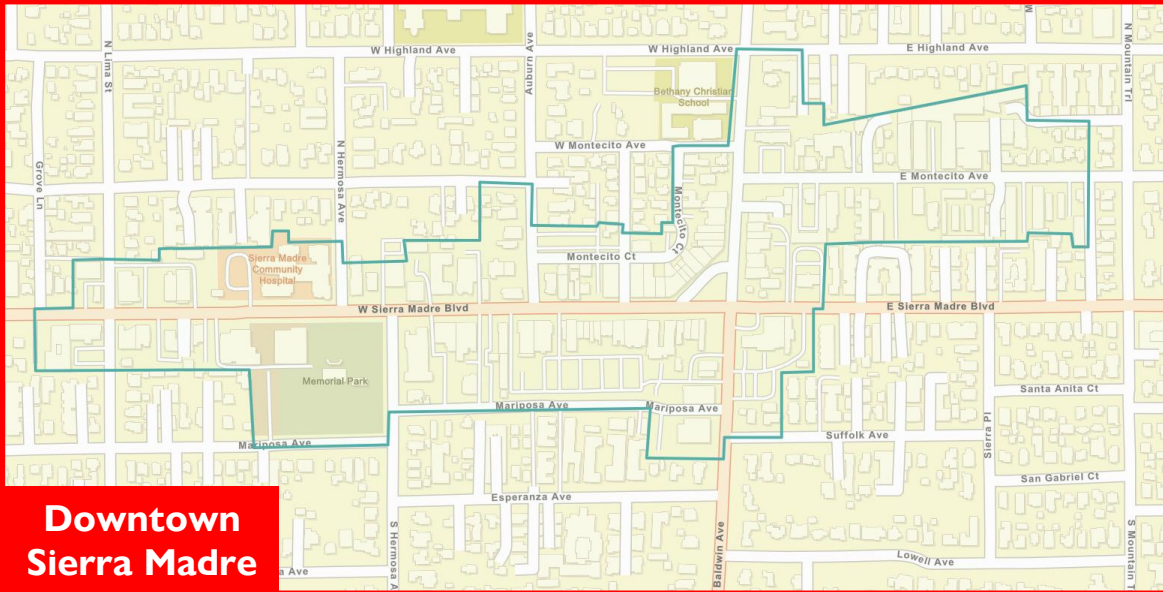
3.2 – POPULATION & HOUSEHOLD DEMOGRAPHICS

CITY OF SIERRA MADRE – DOWNTOWN SIERRA MADRE MARKET ASSESSMENT

CITY AND DOWNTOWN SIERRA MADRE (“MEASURE V AREA”)



Sierra Madre City Limits



Downtown Sierra Madre

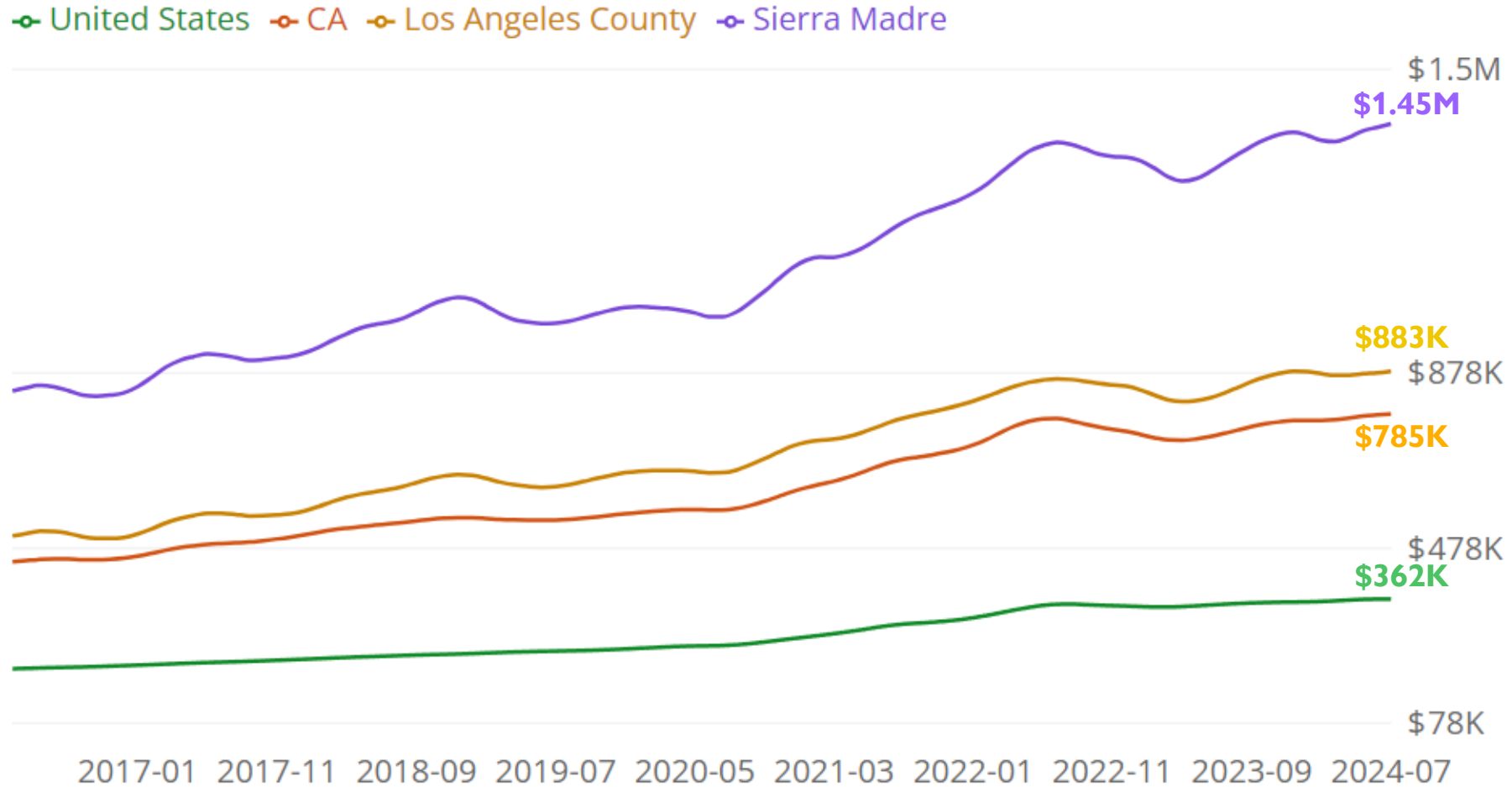
POPULATION & INCOME

STUDY AREA, CITY, COUNTY, AND STATE

2024	Downtown Sierra Madre	Sierra Madre City	Los Angeles County	California State
Population	380	10,931	9,768,886	39,530,491
Households	177	4,764	3,436,464	13,641,471
Average HH Size	2.12	2.28	2.78	2.83
Median Age	45.7	48.1	38.4	38.4
% Bachelor's Degree or Higher	64.4%	68.8%	37.8%	38.7%
% Hispanic Origin	20.3%	18.5%	49.1%	40.7%
% Asian/Pacific Islander Origin	12.6%	13.8%	15.6%	16.6%
Per Capita Income	\$70,000	\$84,500	\$44,900	\$48,200
Median HH Income	\$93,700	\$133,900	\$87,900	\$97,600
Average HH Income	\$152,000	\$193,800	\$127,400	\$139,300

HOME VALUE HISTORY

2017 - 2024



Source: Zillow.com (Accessed August 2024)

Notes: Numbers shown for most recent available month (July 2024)

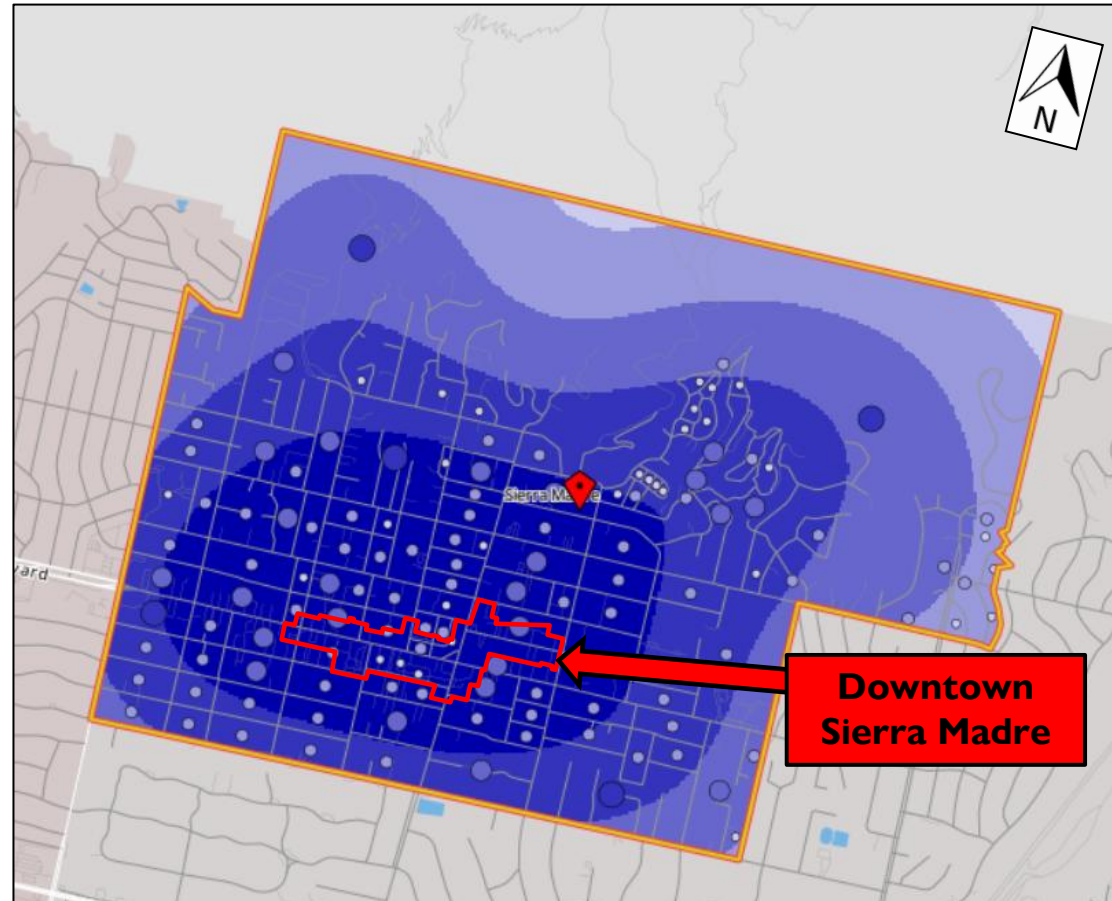
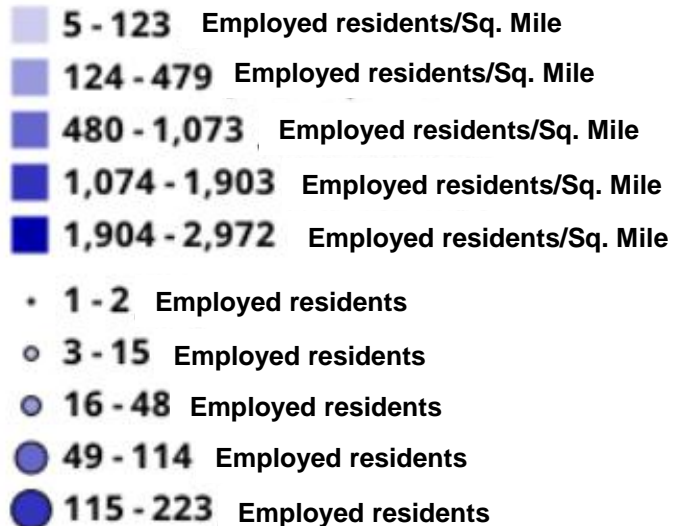


3.3 – EMPLOYMENT/UNEMPLOYMENT BY INDUSTRY

CITY OF SIERRA MADRE – DOWNTOWN SIERRA MADRE MARKET ASSESSMENT

RESIDENT CONCENTRATION

CITY OF SIERRA MADRE



- Residents are primarily concentrated outside of Downtown Sierra Madre
- The primary land use in the City is residential. Medium and high density residential surrounds Downtown Sierra Madre, while lower density residential can be found in the outer areas of the City

EMPLOYMENT BY INDUSTRY

CITY OF SIERRA MADRE

Resident Employed Population (Age 16+)	
Sector	Share
Health Care and Social Assistance	15.6%
Educational Services	12.9%
Professional, Scientific, and Technical Services	9.6%
Information	9.1%
Retail Trade	7.2%
Accommodation and Food Services	5.6%
Finance and Insurance	5.5%
Administration & Support, Waste Management and Remediation	5.0%
Manufacturing	4.5%
Public Administration	4.0%
Construction	3.6%
Wholesale Trade	3.5%
Other Services (excluding Public Administration)	3.4%
Transportation and Warehousing	2.6%
Arts, Entertainment, and Recreation	2.2%
Real Estate and Rental and Leasing	2.1%
Management of Companies and Enterprises	1.9%
Utilities	0.9%
Agriculture, Forestry, Fishing and Hunting	0.6%
Mining, Quarrying, and Oil and Gas Extraction	0.0%

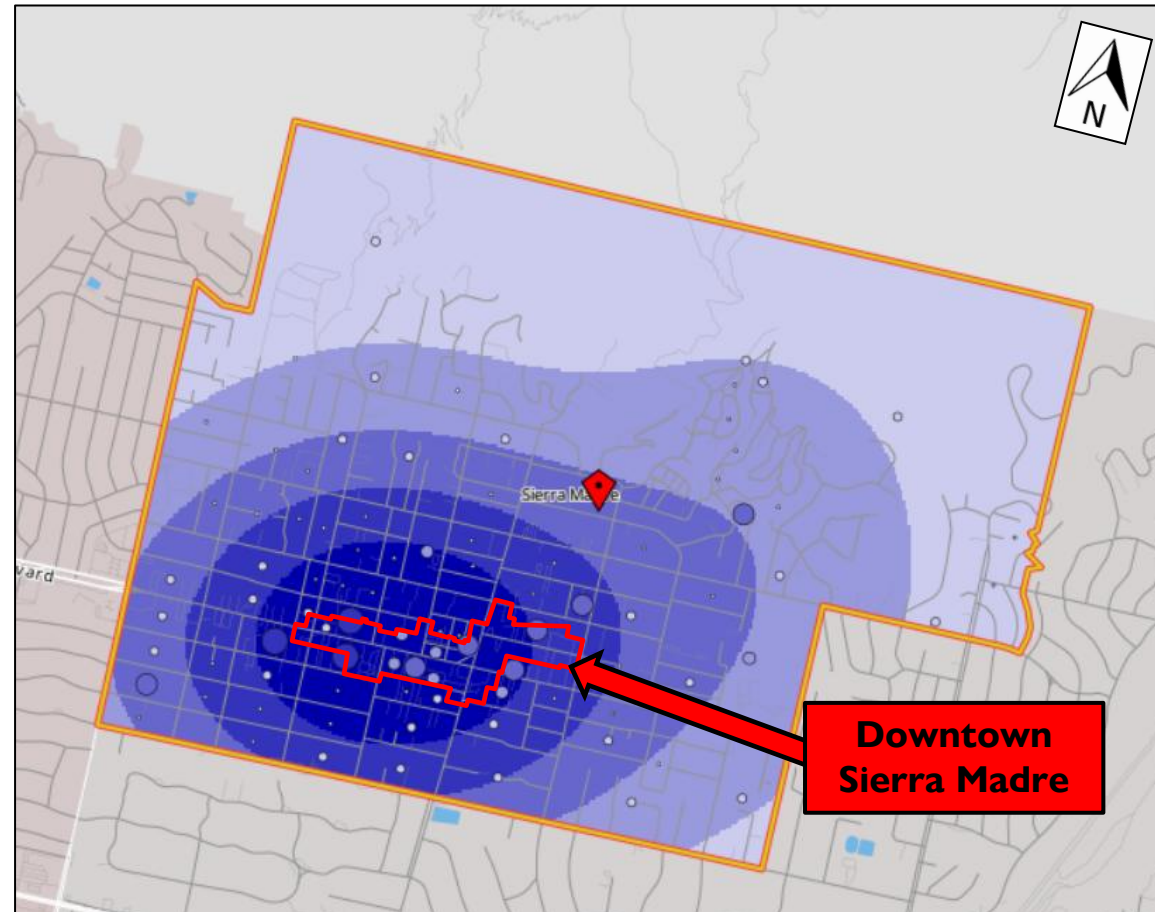
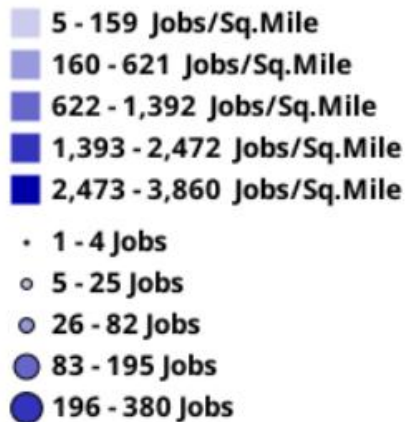
“Industries in which City residents work”

Workers Employed in Study Area (Age 16+)	
Sector	Share
Health Care and Social Assistance	38.0%
Accommodation and Food Services	9.7%
Educational Services	9.3%
Finance and Insurance	7.8%
Wholesale Trade	5.1%
Public Administration	4.7%
Professional, Scientific, and Technical Services	4.1%
Construction	4.1%
Administration & Support, Waste Management and Remediation	3.6%
Retail Trade	3.6%
Other Services (excluding Public Administration)	2.5%
Arts, Entertainment, and Recreation	2.1%
Real Estate and Rental and Leasing	1.5%
Management of Companies and Enterprises	1.4%
Manufacturing	1.2%
Information	0.8%
Transportation and Warehousing	0.3%
Agriculture, Forestry, Fishing and Hunting	0.1%
Mining, Quarrying, and Oil and Gas Extraction	0.0%
Utilities	0.0%

“Jobs in the City”

EMPLOYMENT CONCENTRATION

CITY OF SIERRA MADRE



- The majority of the commercial land is located in Downtown Sierra Madre primarily along Sierra Madre Blvd., Baldwin Ave., and on smaller adjacent streets. Thus most of the jobs in the City are concentrated within the boundaries of Downtown Sierra Madre
- There is also a small industrial manufacturing area located just east of Baldwin Ave. on Montecito Ave. (also located within the Downtown Sierra Madre boundary)

WORKER DESTINATIONS & ORIGINS

CITY OF SIERRA MADRE

Outflow: Where Residents Commute To For Work		
City	Count	Percentage
Los Angeles city, CA	1,206	24.6%
Pasadena city, CA	712	14.5%
Sierra Madre city, CA	271	5.5%
Burbank city, CA	261	5.3%
Arcadia city, CA	155	3.2%
Glendale city, CA	133	2.7%
Monrovia city, CA	78	1.6%
Alhambra city, CA	60	1.2%
Duarte city, CA	54	1.1%
Irvine city, CA	51	1.0%
El Monte city, CA	47	1.0%
Azusa city, CA	46	0.9%
San Diego city, CA	44	0.9%
Altadena CDP, CA	43	0.9%
San Francisco city, CA	42	0.9%
Monterey Park city, CA	37	0.8%
Industry city, CA	35	0.7%
El Segundo city, CA	34	0.7%
Irwindale city, CA	33	0.7%
South Pasadena city, CA	33	0.7%
Santa Clarita city, CA	32	0.7%
West Covina city, CA	32	0.7%
Santa Monica city, CA	31	0.6%
San Marino city, CA	30	0.6%
Beverly Hills city, CA	27	0.6%
All Other Locations	1,380	28.1%

Inflow: Where Workers Come From		
City	Count	Percentage
Los Angeles city, CA	319	11.9%
Sierra Madre city, CA	271	10.1%
Pasadena city, CA	204	7.6%
Monrovia city, CA	115	4.3%
Arcadia city, CA	100	3.7%
Altadena CDP, CA	69	2.6%
El Monte city, CA	65	2.4%
Alhambra city, CA	55	2.1%
Duarte city, CA	55	2.1%
Glendale city, CA	54	2.0%
Azusa city, CA	43	1.6%
Temple City city, CA	37	1.4%
Glendora city, CA	34	1.3%
Baldwin Park city, CA	30	1.1%
West Covina city, CA	29	1.1%
Torrance city, CA	27	1.0%
Monterey Park city, CA	24	0.9%
San Diego city, CA	24	0.9%
Whittier city, CA	24	0.9%
Rosemead city, CA	23	0.9%
Burbank city, CA	22	0.8%
San Gabriel city, CA	22	0.8%
Long Beach city, CA	21	0.8%
Santa Clarita city, CA	21	0.8%
Covina city, CA	19	0.7%
All Other Locations	970	36.2%

WORKER INFLOW / OUTFLOW

CITY OF SIERRA MADRE

Reference	Sierra Madre	L.A. County
Workers Living and Working	271	3,370,445
Workers Coming (Inflow)	2,406	1,107,719
Workers Going (Outflow)	4,636	830,815
Net Inflow/Outflow	(2,230)	276,904
Employment Ratio*	0.55	1.07



- Employees who work in Sierra Madre are coming from Los Angeles, Pasadena, Monrovia, Arcadia, and Altadena CDP
- Employed residents of the City are going to Los Angeles, Pasadena, Burbank, Arcadia, and Glendale for work
- Per the San Gabriel Valley Economic Partnership, top employers in Sierra Madre include**
 - City of Sierra Madre (148 employees)
 - George Brazil HVAC (100)
 - Sierra Madre Rec. Center (79)
 - Sierra Madre Elementary School (68)
 - Sierra Madre Dial-a-Ride (65)
 - Sierra Madre Fire Department (60)
 - Sierra Madre Middle School (50)
 - Climb Work Activity Adult Day Care Center (43)
 - Bethany Christian School (40)
 - Berkshire Hathaway (35)
 - Christ Church Sierra Madre (35)
 - YMCA Sierra Madre (35)

JOBS / HOUSING BALANCE

2024	Downtown Sierra Madre	Sierra Madre City	Los Angeles County	California State
Employment	1,433	3,043	4,531,369	17,417,963
Households	177	4,764	3,436,464	13,641,471
Jobs / Housing Ratio	8.10	0.64	1.32	1.28

EMPLOYMENT PROJECTIONS BY INDUSTRY

LOS ANGELES COUNTY

<i>Industry</i>	<i>2020</i>	<i>2030</i>	<i>Annual Growth 2020-2030</i>	<i>Total Growth 2020-2030</i>	<i>Total Change 2020-2030</i>
Health Care and Social Assistance	698,100	850,500	15,240	152,400	21.8%
Accommodation and Food Services	328,600	480,300	15,170	151,700	46.2%
Professional and Business Services	599,800	707,200	10,740	107,400	17.9%
Retail Trade	380,200	424,900	4,470	44,700	11.8%
Information	191,000	231,200	4,020	40,200	21.0%
Arts, Entertainment, and Recreation	64,900	103,700	3,880	38,800	59.8%
Transportation and Warehousing	196,100	234,600	3,850	38,500	19.6%
Other Services (excludes 814-Private Household Workers)	128,700	161,300	3,260	32,600	25.3%
Educational Services (Private)	122,200	147,600	2,540	25,400	20.8%
Government	570,200	595,200	2,500	25,000	4.4%
Construction	146,500	165,300	1,880	18,800	12.8%
Wholesale Trade	200,000	216,300	1,630	16,300	8.2%
Financial Activities	212,600	225,100	1,250	12,500	5.9%
Utilities	11,700	11,600	(10)	(100)	(0.9%)
Manufacturing	315,100	296,300	(1,880)	(18,800)	(6.0%)
Total Nonfarm	4,167,300	4,852,500	68,520	685,200	16.4%
Total Other	296,700	313,600	1,690	16,900	5.7%
Total Farm	4,400	4,000	(40)	(400)	(9.1%)
Total Employment	4,468,400	5,170,100	70,170	701,700	15.7%

Source: California Employment Development Department, (Accessed August 2024)

Notes: Other refers to self-employed and private household workers. Numbers in parentheses and in red indicate negative numbers. Professional and Business Services include professional, scientific, tech services, admin support and waste management and remediation, and management of companies.



3.4 – VISITATION DATA

CITY OF SIERRA MADRE – DOWNTOWN SIERRA MADRE MARKET ASSESSMENT



DOWNTOWN SIERRA MADRE VISITOR ANALYTICS 10/1/23 TO 9/30/24

- Downtown Sierra Madre is the main commercial center of the City. It is primarily situated along Sierra Madre Blvd. and Baldwin Ave.
- Downtown Sierra Madre features several coffee shops and restaurants with patio and sidewalk seating, along with a variety of service-oriented businesses including attorneys, real estate agents, and spas. Downtown is highly walkable and offers a small-town charm
- General visitor data is shown in the table below. More in depth visitor information can be found on the following slides

Visitor Data

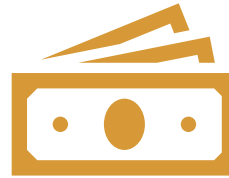
Visits	2.1 million
Average Visit Length	100 minutes
Avg. HH Income	\$170,000



Above: Scenes around Downtown Sierra Madre. Bottom right is a picture taken during a film shoot in Downtown.

DOWNTOWN SIERRA MADRE VISITOR DEMOGRAPHICS 10/1/23 TO 9/30/24

Demographic Highlights	
<i>Total Visits</i>	2.1 million
<i>Visit Frequency</i>	6.31
<i>Total Visitors</i>	335.1 thousand
<i>Average HH Size</i>	2.56
<i>Number of Households (calculated)</i>	130,900
<i>Median Age</i>	40.6
<i>Most Common Ethnicity</i>	White (42.6%)
<i>Bachelor's Degree or Higher</i>	57.9%
<i>Median HH Income</i>	\$124,900
<i>Average HH Income</i>	\$170,000



Visitor Incomes	
< \$50,000	20%
\$50,000 - \$100,000	22%
> \$100,000	58%

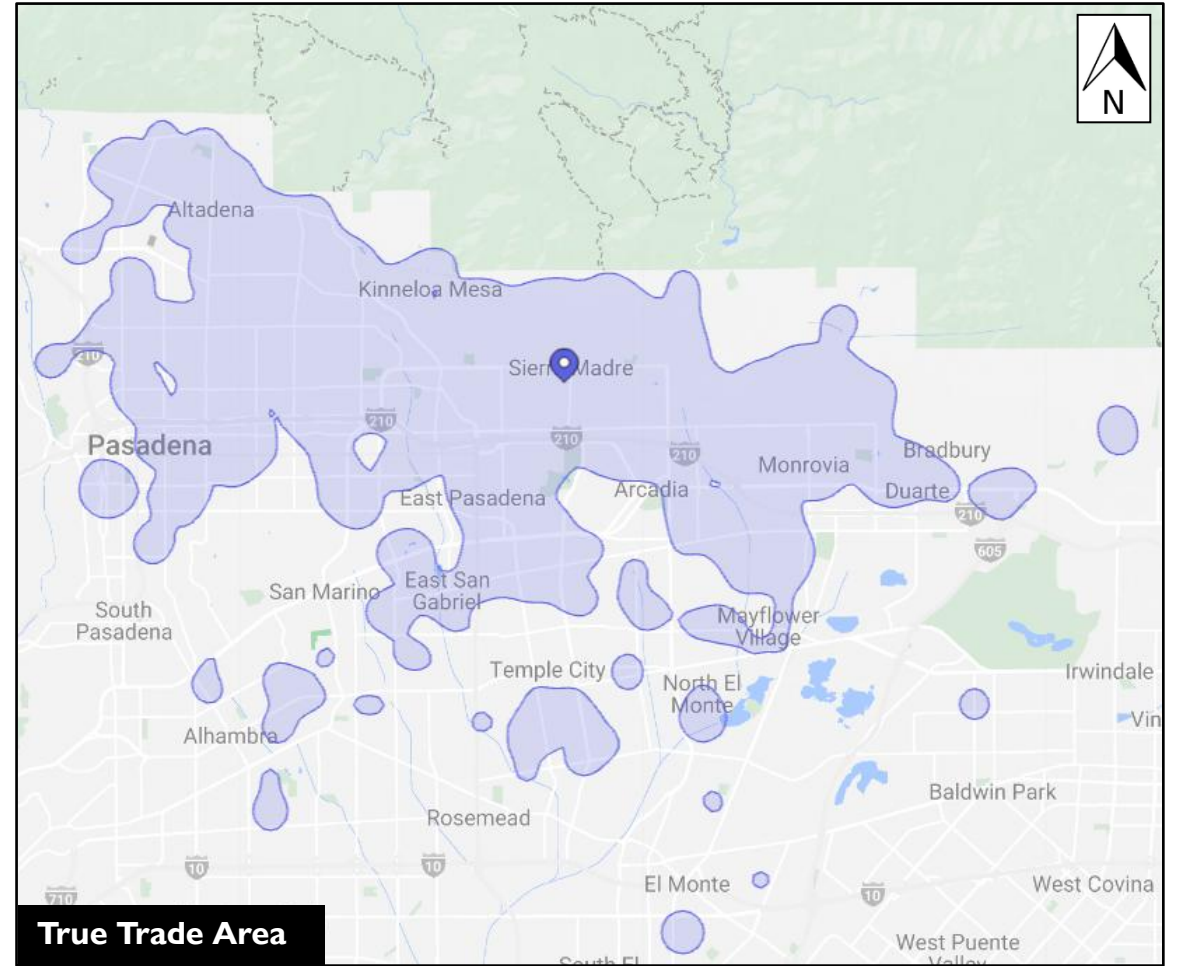
Visitor Ethnicities	
White	43%
Asian/Pacific Islander	24%
Hispanic	23%
Black	5%
Two or More Races	5%

Education Levels	
High School or Less	18%
Some College/Associates	24%
Bachelor's or Higher	58%

DOWNTOWN SIERRA MADRE VISITOR ANALYTICS 10/1/23 TO 9/30/24 (CONT'D)

Distance from Home Area		
Distance	Visits	Percentage
0 - 3 Miles	943,300	45%
3 - 7 Miles	616,700	29%
7 - 10 Miles	120,000	5%
10 - 30 Miles	270,000	13%
30 - 50 Miles	49,000	2%
50 - 100 Miles	21,000	1%
100+ Miles	80,000	5%

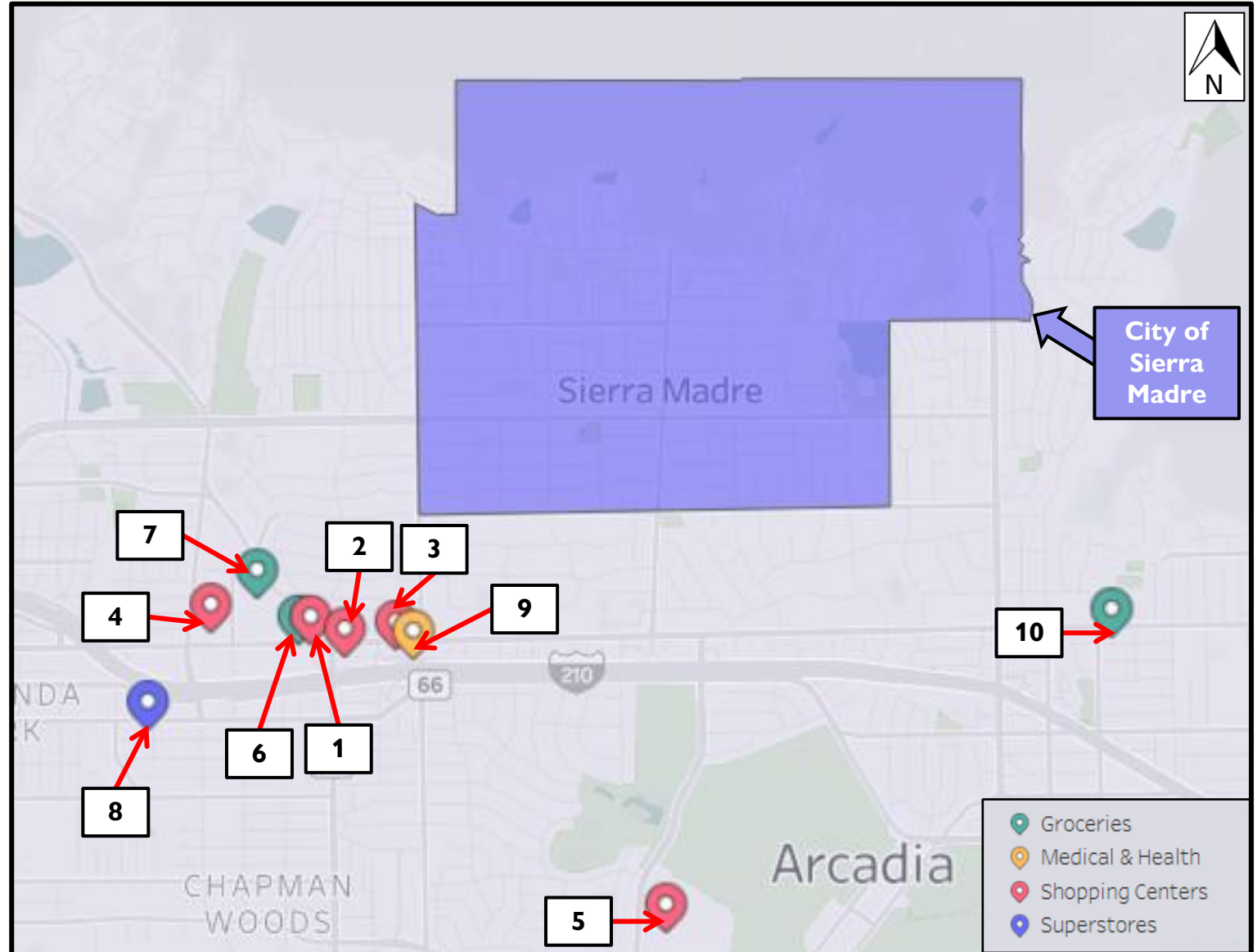
Top 5 Home Locations (Zip Codes)			
Zip Code	City	Visits	Percentage
91024	Sierra Madre	376,000	18%
91107	Pasadena	259,000	12%
91006	Arcadia	164,000	8%
91016	Monrovia	146,000	7%
91001	Altadena	128,000	6%



RETAIL LEAKAGE MAP

The points on the map show the top retail centers and establishments across retail categories where Sierra Madre residents shop outside of the City. Numbers are ordered by the number of visits made by Sierra Madre residents to these locations. It appears that essentials (e.g., groceries, health/personal care) are being shopped outside of Sierra Madre.

Sierra Madre residents do not travel too far for these essential items given the proximity of several shopping centers within a five-minute drive time just south of the City's boundaries (along Foothill Blvd. in Pasadena and Arcadia) to shop. The Shops at Santa Anita, a major regional shopping center on South Baldwin Ave. is also a major point of retail leakage among Sierra Madre residents.



TOP 10 AREAS OF RETAIL LEAKAGE SIERRA MADRE RESIDENTS (9/1/23 TO 8/31/24)

Top 10 Areas Where Sierra Madre Resident Sales Are Leaking (by Number of Visits)

Rank	Location	GLA (SF)	City	Anchor Tenants / Major Retail	# of Residents	# of Visits	Average Distance From Home (mi)
1	Foothill Rosemead Marketplace	113,299	Pasadena	Ralphs, Golf Galaxy, Citibank	10,950	237,620	1.49
2	Hastings Ranch Shopping Center	135,154	Pasadena	Whole Foods, Rite Aid	9,930	204,740	1.52
3	Hastings Ranch Plaza	290,784	Pasadena	At Home, Hobby Lobby, Marshalls, CVS	11,250	201,600	1.33
4	Hastings Village	297,943	Pasadena	Best Buy, Ross, PetSmart, Nordstrom Rack, Party City, Old Navy, Ulta Beauty	11,700	191,800	1.75
5	The Shops at Santa Anita	1,475,732	Arcadia	Nordstrom, Macy's, JCPenney, 99 Ranch Market, Bowlero, Forever 21, Dave & Busters, AMC Theatres	11,760	172,150	2.11
6	Ralphs*	37,487	Pasadena	N/A	9,180	164,460	1.49
7	Trader Joe's	12,983	Pasadena	N/A	7,650	124,730	1.59
8	Target	136,553	Pasadena	N/A	9,010	107,350	2.19
9	CVS**	13,013	Pasadena	N/A	6,220	94,540	1.32
10	Ralphs	36,790	Arcadia	N/A	6,970	92,000	1.83

RETAIL LEAKAGE (9/1/23 TO 8/31/24)

Retail categories featuring high retail leakage among Sierra Madre residents include: grocery stores, health and personal care stores, limited and full-service restaurants, and gasoline stations.

UNMET RETAIL DEMAND BY RETAIL CATEGORY (SIERRA MADRE RESIDENT PURCHASES)

Retail Category	Supply (Sales) \$	Demand \$	Surplus / Leakage	Online Sales Leakage Potential
Book & Music Stores	0.46 M	0.53 M	(0.06 M)	High
Bars / Drinking Places	0.45 M	1.04 M	(0.59 M)	Low
Home Furnishings Stores	0.41 M	2.32 M	(1.90 M)	Medium
Electronics & Appliance Stores	0.95 M	3.17 M	(2.21 M)	High
Sporting Goods Stores	0.30 M	3.14 M	(2.83 M)	High
Department Stores	1.68 M	5.61 M	(3.92 M)	Varies
Auto Parts / Accessories Stores	0.55 M	4.60 M	(4.04 M)	Low
Clothing Stores	4.39 M	10.64 M	(6.24 M)	High
Building Material & Supplies	9.62 M	16.46 M	(6.83 M)	Low
Health & Personal Care Stores	1.58 M	14.49 M	(12.90 M)	Medium
Limited-Service Restaurants	3.50 M	17.90 M	(14.38 M)	Low
Full-Service Restaurants	2.78 M	17.66 M	(14.88 M)	Low
Gasoline Stations	10.90 M	28.18 M	(17.18 M)	Low
Grocery Stores	10.60 M	30.14 M	(19.52 M)	Low
Other General Merchandise Stores	4.15 M	28.50 M	(24.33 M)	Medium

Source: Placer.ai (Accessed October 2024)

Note: Numbers in parentheses and in red indicate a negative number (leakage). Limited data available for supply (sales) for the following categories: auto dealers, shoe stores, furniture stores, and office supply stores.



4. MARKET DEMAND ANALYSIS

CITY OF SIERRA MADRE – DOWNTOWN SIERRA MADRE MARKET ASSESSMENT

SUMMARY

MARKET DEMAND ANALYSIS

Market Trends

- *Retail:*
 - Retail store closures, bankruptcies, and e-commerce has changed economics of retail centers
 - Retail centers are being reimaged into mixed/blended use developments;
 - Retail is driven by trip-generators like entertainment, experience, and essential;
 - In 2023, e-commerce sales hit \$1.1T and accounted for 17.1% of total retail sales; E-commerce sales growth represented 46% of total retail sales growth
 - E-commerce is reshaping economic development. Sierra Madre resident e-commerce spending, is replacing the equivalent of approximately 92,760 SF of retail space in the City. Thus, e-commerce spending by each household in Sierra Madre is equivalent to approx. 19 SF of retail space*

Market Demand Analysis

- Kosmont observed existing retail market supply conditions for the most recent available quarter (Q2 2024) and over a ten-year historic period for were observed in the City, a defined Trade Area, and the Western San Gabriel Valley Submarket, as defined by CoStar
- *Retail:*
 - Sierra Madre has a small retail market (255K SF) that is fully leased as of Q2 2024 (according to CoStar), primarily concentrated in Downtown. There is no retail space currently planned, proposed or under construction in the City and no retail space has been added to the market in the last 10 years
 - Retail vacancy is **lower** than the Trade Area and the Submarket and rents are **on par** with the Submarket, but **lower** than the Trade Area
 - According to Placer.ai, retail categories that had high retail sales leakage among residents included: grocery stores, health and personal care stores, and limited and full-service restaurants
 - City residents are traveling outside of the City for essentials (e.g., groceries, health/personal care). Residents do not travel far for these items given there are several shopping centers and freestanding retailers within a five-minute drive time

4.1 – MARKET TRENDS

CITY OF SIERRA MADRE – DOWNTOWN SIERRA MADRE MARKET ASSESSMENT

MARKET TRENDS SUMMARY

- Key trends in the post-COVID-19 economy:

- **Retail**

- Retail store closures, bankruptcies, and e-commerce has driven changes in retail; Retail centers are being reimagined (e.g. blended use development)
- Retail driven by trip-generators such as entertainment, experience, and essentials (e.g. food)

- **Office**

- Office leasing activity dropping as remote work becomes new normal; Social distancing led to offices resizing/reconfiguring
- Integrating office in blended use environments; Possible shift to suburban offices

- **Industrial**

- E-commerce is accelerating growth of industrial;
- Retail and industrial are merging, with space being used for Buy Online Pick Up in Store (BOPIS), fulfillment, last mile and warehousing (including flex)

- **Residential**

- Homes are live, play, **and work** environments
- Strength in suburban markets; Home office is the new home amenity as single and multifamily housing developments are designed to facilitate work
- New residential sites within shopping centers

- **Hospitality**

- Hospitality sector hurt the most by COVID-19 (conventions and business), but leisure travel is rebounding

Key Market and Economic Development Trends



Housing is Not a Loss Leader, it's a Growth Driver

Housing Creation as Economic Development

- New housing can generate significant new tax revenues and support local jobs from resident spending
- Housing is not necessarily a net negative fiscal impact, especially at current property values



Retail is Not Just Retail Anymore

Retail Reimagination as Economic Development

- U.S. retail over-built and needs “right sizing;” Covid accelerated trends; today its about essentials, experience & e-commerce
- Blended/mixed use projects integrate multiple uses (housing, retail, open space, creative office, hotel)



Telework is Reconfiguring Office

Office Conversions as Economic Development

- Telework and work from home options are reshaping the needs for office space and business districts
- Job redistribution tied to housing
- Vacancies can lead to fiscal impact pressure



Industrial / Distribution is Critical for the Economy

Industrial & Fulfillment as Economic Development

- Modern industrial is not “your father’s industrial” – it is a blend
- Retail can’t thrive without distribution; Booming demand for e-commerce, particularly smaller last-mile delivery facilities
- Flex space (a blend of industrial, office, research and development space) is a growing market. Cities can attract high tech / skill firms with such space

HOUSING AS ECONOMIC DEVELOPMENT

Housing / hybrid living spaces.
High costs are a burden, but
high assessed value = tax \$\$\$

Telecommuting now common.
Remote work can alleviate
traffic and support local
businesses.

E-commerce will capture 25%
of sales within 5 years
(~\$9K per CA household). E-
commerce spending by each
household is equivalent to 19 SF
of retail



Rooftops Needed

New housing can generate new demand for commercial and retail uses, significant new tax revenues, and support local jobs. Office reconfiguration and work at home schedules are keeping “wallets” in local communities -- capturing local spend is a key objective.

E-COMMERCE RESHAPING ECONOMIC DEVELOPMENT

EST. E-COMMERCE (RESIDENTS)

Population	10,900
Avg HH Size	2.28
HH	4,800
Average HH Income	\$193,800
% of HH Income for Expenditures	84%
% of Expenditures for Retail Spending	24%
% Retail spending via e-commerce	20%
Avg HH E-commerce sales	\$7,730
Retail Sales PSF	\$400
Per HH Retail Space Equivalence	19 SF
Community E-Commerce Sales	\$37,104,000
Community Retail Space Equivalence	92,760 SF
FAR	0.25
Retail Acreage Equivalence	8.5 AC

EST. E-COMMERCE (VISITORS)

Population	335,100
Avg HH Size	2.56
HH	130,900
Average HH Income	\$170,000
% of HH Income for Expenditures	84%
% of Expenditures for Retail Spending	24%
% Retail spending via e-commerce	20%
Avg HH E-commerce sales	\$6,850
Retail Sales PSF	\$400
Per HH Retail Space Equivalence	17 SF
Community E-Commerce Sales	\$896,665,000
Community Retail Space Equivalence	2,241,663 SF
FAR	0.25
Retail Acreage Equivalence	205.8 AC

Sources: Kosmont Companies, ESRI, Placer.ai (Accessed December 2024)

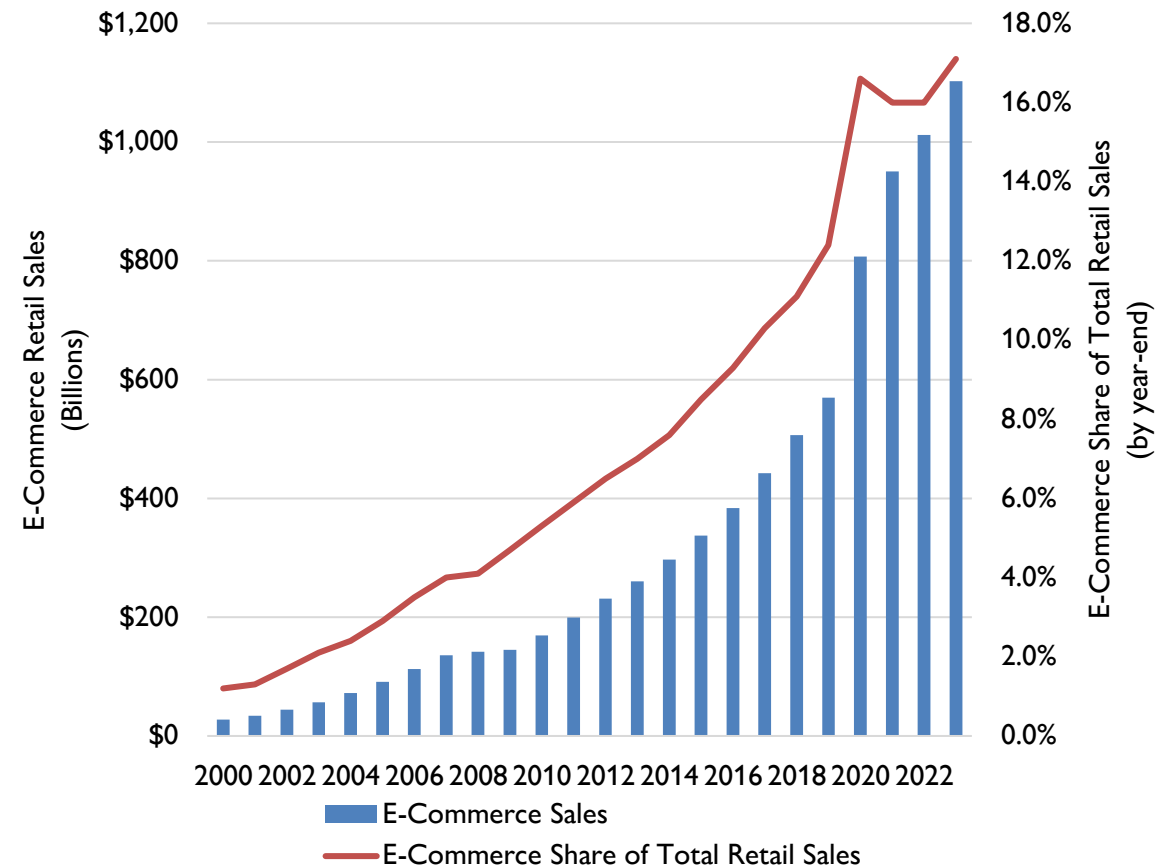
Notes: Assumptions made for % of HH Expenditures for Retail Spending and e-commerce.

E-COMMERCE GROWTH

SIGNIFICANT IMPACTS ON BRICK-AND-MORTAR RETAIL

- Historically, e-commerce sales in the U.S. have increased steadily over time from 2000 to 2019. The COVID-19 pandemic saw increased online retail utilization and e-commerce sales soared by 42% compared to 2019. E-commerce sales continued to grow by double-digits into 2021 but cooled to just 6% growth in 2022. 2023 saw an increase in e-commerce sales by 9%
- The share of e-commerce sales continues to grow as well with e-commerce reaching 17.1% of total retail sales by year-end 2023.
- FTI Consulting's 2024 Online Retail Report projections indicate U.S. online retail sales would hit \$1.2 trillion in 2024, an increase of 9.8% or \$108 billion compared to 2023. Additionally, the report states that e-commerce sales growth represented 46% of total retail sales growth in 2023.
- Furthermore, a UBS report estimates that 45,000 net retail store closures will occur in the U.S. by 2028 (approximately 5% of the total retail store base)

E-Commerce Retail Sales





4.2 – RETAIL MARKET

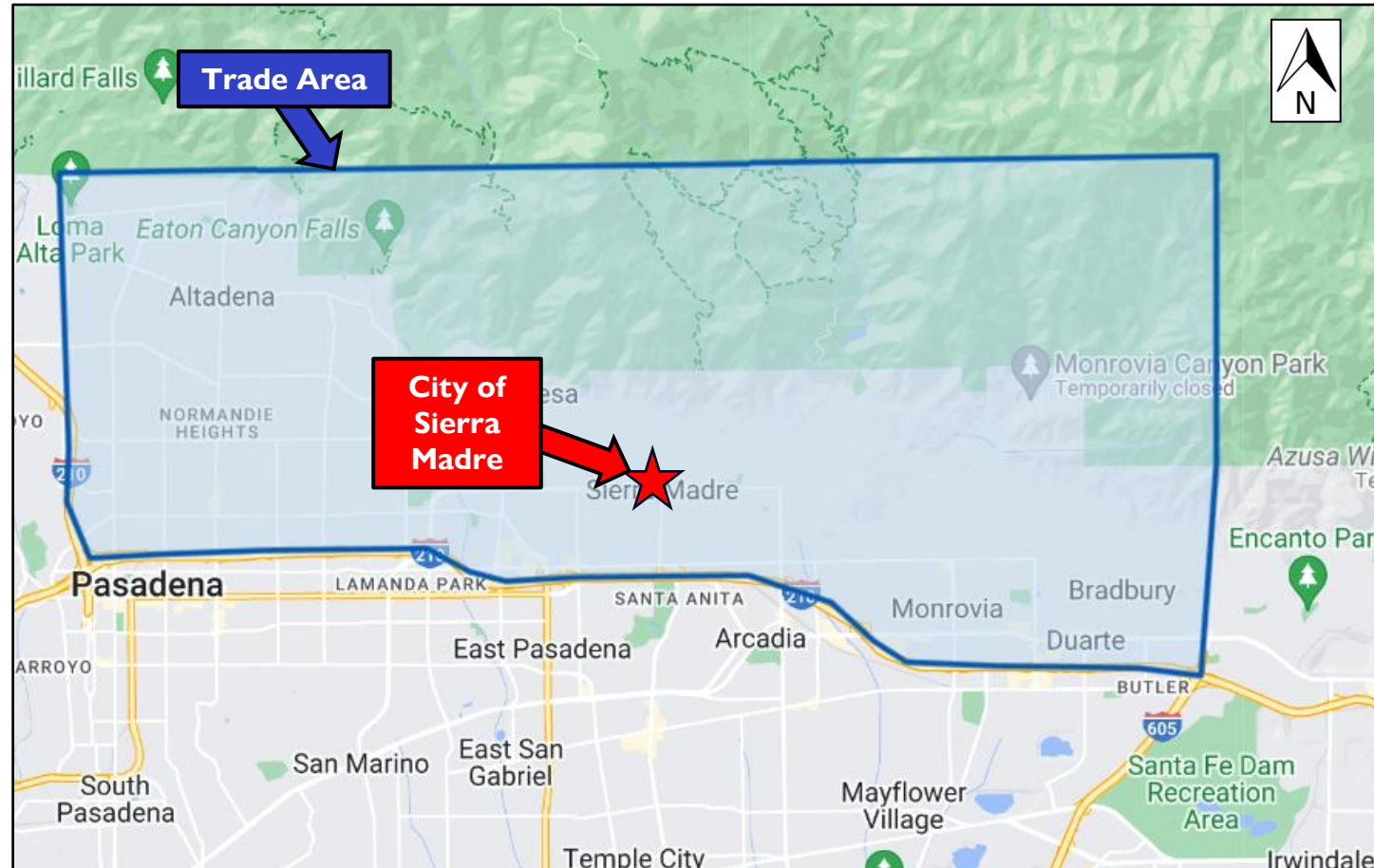
CITY OF SIERRA MADRE – DOWNTOWN SIERRA MADRE MARKET ASSESSMENT

OVERVIEW

RETAIL MARKET

Overview

- This section evaluates the retail real estate market. Geographies observed in the Market Demand Analysis include:
 - City of Sierra Madre (“City”). It is important to note that most of the commercial space in the City is found in Downtown Sierra Madre, thus for this analysis the entire City is observed
 - Trade Area (outlined in adjacent map). The Trade Area was determined based on the True Trade Area map in the Visitor Analysis. Most visitors to the City come from areas north of the 210 Freeway from Altadena (on the west) and Duarte (on the east)
 - Western San Gabriel Valley Submarket (“Submarket”, as defined by CoStar)
- The following retail market analysis observes:
 - Existing supply conditions for retail space for the most recent available quarter (Q2 2024)
 - Historical trends in vacancy and market asking rents on an annual basis over the last ten years (2013 to 2023)



RETAIL MARKET QUARTERLY SNAPSHOT

	Q2 2024		
	City of Sierra Madre	Trade Area	Western San Gabriel Valley Submarket
Availability			
Market Asking Rent \$PSF	\$32.13	\$35.38	\$32.72
Vacancy Rate	0.0%	3.1%	3.7%
Vacant SF	0	211,491	1,029,250
Net Absorption	-	(20,823)	(118,802)
Inventory			
Existing SF	255,465	6,845,038	27,671,790

- Sierra Madre is a very small retail market (255K SF)
- As of Q2 2024, retail space in the City is fully leased
- According to CoStar, there is no retail space currently planned, proposed, or under construction
- A majority of the retail in the area is comprised of locally-owned shops or regional chains (e.g., Tacos Ensenada). There are few national brand retailers in the City (e.g., Starbucks, Chase, BMO Bank)

Source: CoStar (Accessed August 2024); **Note:** We observed the City of Sierra Madre as a whole given that a majority of the commercial space in the City is concentrated in Downtown Sierra Madre. Vacant space refers to all space that is not occupied by a tenant regardless of availability or lease obligation. Available space is the amount of space currently being marketed as available for lease or sale in a given time period. It includes any space that is vacant, occupied, or available at a future date. Negative net absorption refers to the fact that more tenants vacated retail space as opposed to renewing or expanding.

RETAIL MARKET HISTORY

2013 – 2023

CITY OF SIERRA MADRE

Year	Inventory SF	Vacant SF Total	Vacant % Total	Net Absorp. SF Total	Market Asking Rent Overall
2023	255,465	-	-	2,215	\$31.78
2022	255,465	2,215	0.9%	65	\$30.66
2021	255,465	2,280	0.9%	(420)	\$29.67
2020	255,465	1,860	0.7%	290	\$28.80
2019	255,465	2,150	0.8%	(1,150)	\$28.24
2018	255,465	1,000	0.4%	7,753	\$27.39
2017	255,465	8,753	3.4%	(8,253)	\$26.65
2016	255,465	500	0.2%	3,350	\$26.16
2015	255,465	3,850	1.5%	1,200	\$25.47
2014	255,465	5,050	2.0%	5,868	\$24.45
2013	255,465	10,918	4.3%	32	\$23.57

TRADE AREA

Year	Inventory SF	Vacant SF Total	Vacant % Total	Net Absorp. SF Total	Market Asking Rent Overall
2023	6,845,038	183,013	2.7%	28,470	\$35.43
2022	6,839,009	205,454	3.0%	(61,241)	\$34.49
2021	6,825,025	130,229	1.9%	(19,125)	\$33.23
2020	6,871,573	157,652	2.3%	32,302	\$32.18
2019	6,871,573	189,954	2.8%	(3,876)	\$31.69
2018	6,871,350	185,855	2.7%	(33,883)	\$30.88
2017	6,910,195	190,817	2.8%	119,533	\$30.12
2016	6,885,550	285,705	4.1%	(15,406)	\$29.54
2015	6,879,004	263,753	3.8%	(53,278)	\$28.55
2014	6,880,970	212,441	3.1%	23,155	\$27.43
2013	6,847,190	201,816	2.9%	19,605	\$26.42

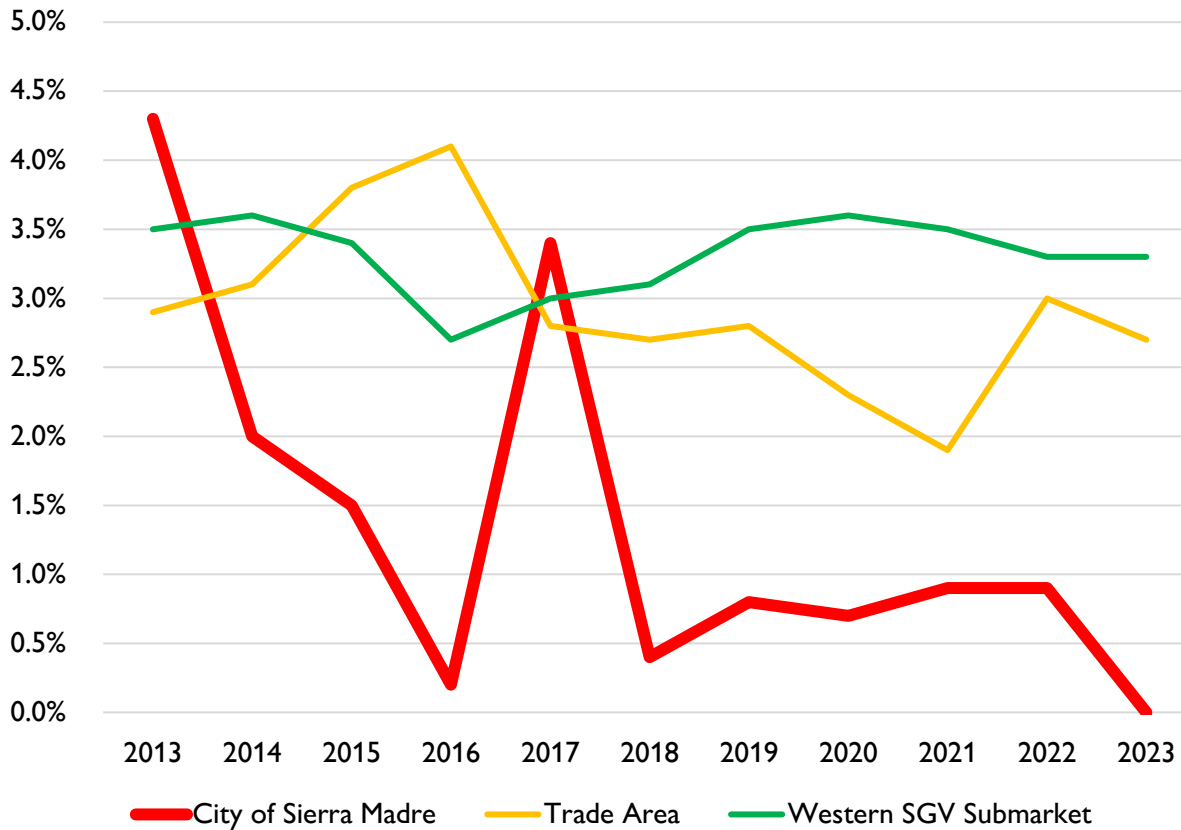
WESTERN SAN GABRIEL VALLEY SUBMARKET

Year	Inventory SF	Vacant SF Total	Vacant % Total	Net Absorp. SF Total	Market Asking Rent Overall
2023	27,685,367	907,153	3.3%	14,830	\$32.74
2022	27,667,722	905,370	3.3%	48,011	\$31.82
2021	27,671,332	955,959	3.5%	(231,244)	\$30.62
2020	27,958,439	1,011,822	3.6%	(17,478)	\$29.62
2019	27,941,660	980,065	3.5%	(109,483)	\$29.09
2018	27,930,519	860,441	3.1%	193,550	\$28.37
2017	27,701,128	824,600	3.0%	(36,955)	\$27.65
2016	27,664,511	751,028	2.7%	248,875	\$26.77
2015	27,590,353	925,745	3.4%	155,742	\$26.06
2014	27,495,463	990,745	3.6%	(62,503)	\$25.12
2013	27,525,933	957,407	3.5%	280,834	\$24.23

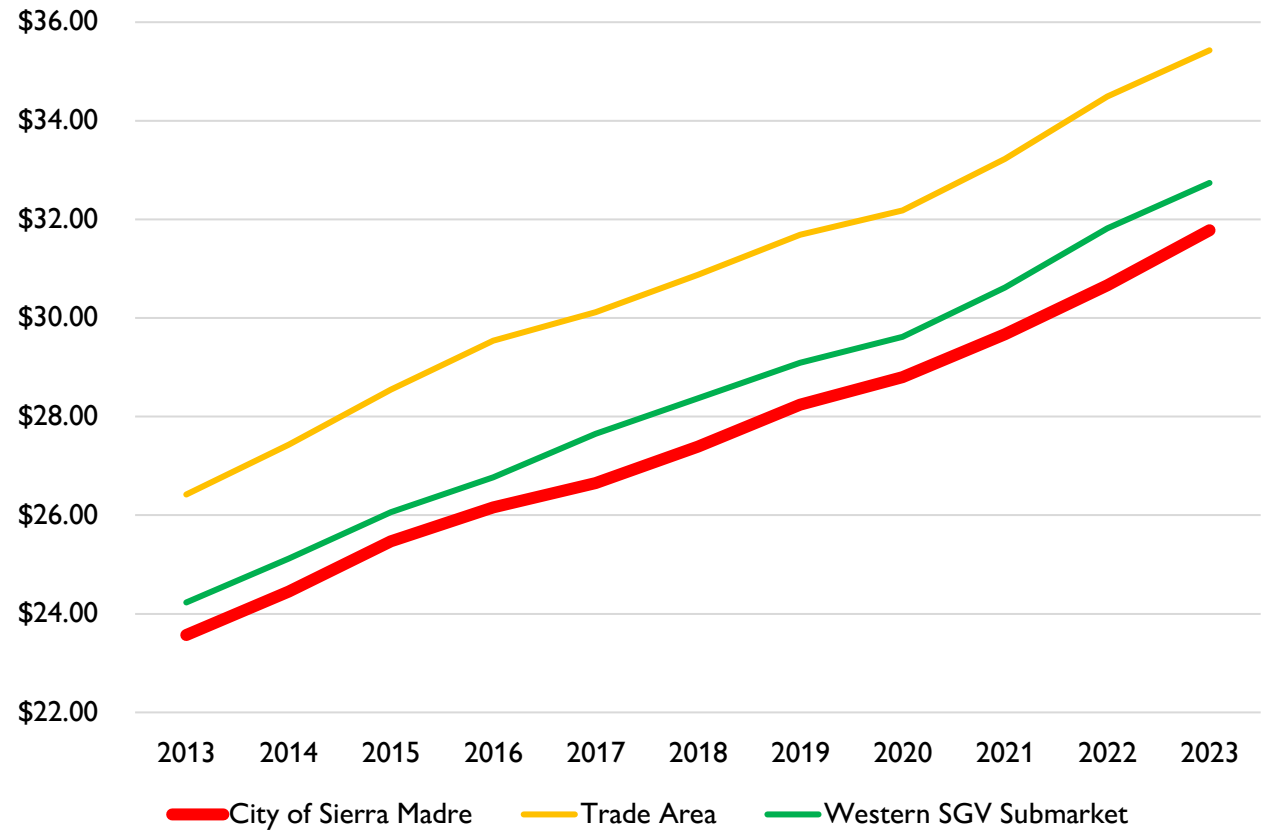
RETAIL MARKET HISTORY

2013 – 2023

Vacancy Rates



Market Asking Rent \$PSF/Yr.



NEXT STEPS

- City Council / Chamber presentation
- Additional implementation / advisory services:
 - Assist in developing business expansion, attraction, and retention (“BEAR”) strategies;
 - Marketing business opportunities at various conferences, including ICSC
 - Potentially attract interest from other industries, including hospitality (e.g., hotel market demand analysis)

CITY OF SIERRA MADRE DOWNTOWN SIERRA MADRE MARKET ASSESSMENT

MARCH 2025



2301 Rosecrans Ave., Suite 4140
El Segundo, CA 90245
TEL: 424-297-1070 | URL: www.kosmont.com



CITY OF SIERRA MADRE

STAFF REPORT

CITY ATTORNEY

DATE: March 10, 2026

TO: Honorable Mayor and City Council

FROM: Aleks Giragosian, City Attorney

SUBJECT: **Resolution No. 26-24 Approving a Teleconferencing Procedures Policy and A Disruption of Remote Access Services Policy**

RECOMMENDATION

It is recommended that the City Council adopt Resolution No. 26-24 approving a Teleconferencing Procedures Policy and a Disruption of Remote Access Services Policy.

SUMMARY

The policies presented in this report are proposed in furtherance of the Ralph M. Brown Act and Senate Bill No. 707 ("SB 707"), which became effective January 1, 2026. SB 707 amended the Brown Act to (1) revise teleconferencing procedures for members of legislative bodies and (2) require eligible legislative bodies to adopt policies addressing disruptions of remote access services for public participation. The Sierra Madre City Council qualifies as an eligible legislative body" under SB 707 because it is located in Los Angeles County, a county with a population of 600,000 or more people. As such, the City must adopt a disruption of remote access services policy by July 1, 2026, in open session and not on the consent calendar.

DISCUSSION & ANALYSIS

Senate Bill No. 707 ("SB 707"), effective January 1, 2026, revised the Brown Act's teleconferencing procedures for members of a legislative body and the protocol for remote access services for the public. This proposed resolution would adopt policies that address two aspects of SB 707.

Teleconferencing Procedures Policy

First, SB 707 revised the teleconferencing exemptions for members of a legislative body. The policy provides a comprehensive framework summarizing the six statutory exceptions under which City Council members and subsidiary body members may teleconference into meetings (traditional, disability, state of emergency, just cause, eligible subsidiary body, and eligible multijurisdictional body exceptions). The policy details the requirements for each exception, including whether the member counts toward quorum, required methodology (audio vs. audio-visual), public participation requirements, and annual usage limits. The policy also establishes procedures for members to properly recuse themselves from decisions when participating by teleconference, requiring public identification of the conflict, turning off audio/video during the affected item, and rejoining only after the Mayor or presiding officer announces they may return.

Disruption of Remote Access Services Policy

Second, SB 707 requires all "eligible legislative bodies" to approve by July 1, 2026, in open session and not on consent, a policy regarding disruption of remote service access for members of the public. The Sierra Madre City Council is an eligible legislative body under SB 707 because it is located in Los Angeles County — a county with a population of 600,000 or more people. This policy establishes procedures for responding to service disruptions that prevent the public from participating remotely in City Council meetings. The policy defines key terms including "service disruption," "disrupting," and "remote access services." It outlines a structured response protocol: (1) the Mayor or City Clerk announces the disruption; (2) the Mayor calls a recess of up to one hour while staff attempts to restore service; (3) after one hour, the City Council may adjourn, extend the recess, or continue the meeting by roll call vote upon finding that the public interest in continuing outweighs the public interest in remote access. The policy also addresses disruptive public participants, authorizing the Mayor to warn, mute, or remove individuals who disrupt meetings while attempting to preserve their ability to observe. The City Clerk must document all service disruptions and related actions in the meeting minutes.

In conclusion, the adoption of Resolution No. 26-24 and its accompanying policies will ensure the City's compliance with SB 707's January 1, 2026 effective date and the July 1, 2026 deadline for adopting a disruption of remote access services policy. These policies strike an appropriate balance between providing flexibility for Councilmembers and subsidiary body members to participate remotely when justified under the Brown Act's statutory exceptions, while preserving the public's right to access and participate in City Council meetings. The Teleconferencing Procedures Policy provides clear guidance on when and how members may teleconference, including proper recusal procedures to maintain transparency in decision-making. The Disruption of Remote Access Services Policy establishes a practical framework for responding to technological failures and disruptive participants, ensuring that meetings can proceed in an orderly manner even when remote access is compromised. Together, these policies modernize the City's approach to remote participation while upholding the Brown Act's core principles of transparency, accessibility, and public accountability.

STRATEGIC PLAN RELATIONSHIP

This item is in furtherance of Action Step CE 2.1 C (Increase accessibility of community communications, including emergency communications, City event, Major PW projects, and general City programs and services) of Strategy CE 2.1 (Create a City Information hub to Encourage Information Exchange) of Goal 2 (Improve Communication and Collaboration) of Strategic Objective: Community Enrichment (Promote an Unparalleled Quality of Life with an Engaged and Collaborative Culture). Allowing members of the public to participate remotely in meetings remotely to listen and provide public comment increases the accessibility of public meetings and promotes a collaborative culture in the City.

ENVIRONMENTAL ANALYSIS

The proposed action does not constitute as a project under the California Environmental Quality Act ("CEQA"), based on Section 15061(b)(3) of the CEQA Guidelines, as it can be determined with certainty that it will have no impact on the environment.

FISCAL IMPACT

There is no impact to the General Fund as a result of the recommended action.

Approved by:

Michael Bruckner
City Manager

Attachments

[Resolution 26-24 Teleconference Procedures Policy.pdf](#)

[Policy re Disruption of Remote Access Services.pdf](#)

[Policy re Teleconferencing Procedures.pdf](#)

RESOLUTION NO. 26-24

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SIERRA MADRE, CALIFORNIA, APPROVING A TELECONFERENCING PROCEDURES POLICY AND DISRUPTION OF REMOTE ACCESS SERVICES POLICY

RECITALS

WHEREAS, Senate Bill 707 (“SB 707”) amends the Brown Act to improve public access and transparency for “legislative bodies”;

WHEREAS, the Sierra Madre City Council and all of the subsidiary bodies created by the City Council are “legislative bodies” for purposes of the Brown Act;

WHEREAS, SB 707 revises the teleconferencing procedures for members of a legislative body;

WHEREAS, SB 707 requires “eligible legislative bodies” to adopt a policy regarding the disruption of remote access services;

WHEREAS, the City of Sierra Madre is an eligible legislative body, as it is located within Los Angeles County;

WHEREAS, the City Council desires to adopt a policy that summarizes the exemptions that members of a legislative body may use to teleconference into a meeting and the procedures required when invoking those exemptions;

WHEREAS, the City Council desires to adopt a policy that provides clear instructions regarding the method of recusal when participating in a meeting via teleconference; and

WHEREAS, the City Council desires to adopt a policy regarding the disruption of remote access services under SB 707.

THEREFORE, THE CITY COUNCIL OF THE CITY OF SIERRA MADRE, CALIFORNIA, DOES RESOLVE AS FOLLOWS:

SECTION 1. Recitals. The Recitals above are true and correct and incorporated herein by reference.

SECTION 2. Teleconferencing Procedures Policy. The City Council adopts the Teleconferencing Procedures Policy attached hereto as “Exhibit A”.

SECTION 3. Disruption of Remote Access Services Policy. The City Council adopts the Disruption to Remote Access Services Policy attached hereto as “Exhibit B”.

SECTION 4. CEQA. The adoption of this resolution is exempt from review under the California Environmental Quality Act (CEQA) under Title 14 of the California Code of Regulations because it does not meet the definition of a project 14 CCR 15378(b)(5) because it is an organizational or administrative activity of government that will not result in direct or indirect physical changes in the environment.

SECTION 5. Severability. If any sections, subsections, subdivisions, paragraph, sentence, clause or phrase of this Resolution or any part hereof or exhibit hereto is for any reason held to be invalid, such invalidity shall not affect the validity of the remaining portions of this Resolution or any part thereof or exhibit thereto. The City Council hereby declares that it would have passed each section, subsection, subdivision, paragraph, sentence, clause or phrase hereof, irrespective of the fact that anyone or more sections, subsections, subdivisions, paragraph, sentences, clauses or phrases be declared invalid.

SECTION 6. Certification. Pursuant to Government Code Section 36932, the City Clerk shall certify the passage, approval, and adoption of this Resolution by the City Council.

SECTION 7. Effective Date. This Resolution shall take effect immediately upon adoption.

PASSED, APPROVED, AND ADOPTED this 10th day of March, 2026.

Kristine Lowe, Mayor

I HEREBY CERTIFY the foregoing Resolution 26-24 was duly passed, approved, and adopted by the City Council of the City of Sierra Madre, California, at a meeting held on the 10th day of March, 2026, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAINED:

Laura Aguilar, City Clerk

Policy: Disruption of Telephonic or Internet Service During Meetings

1. Background

Senate Bill 707 (2025) amended the Brown Act to require eligible legislative bodies to adopt, on or before July 1, 2026, a policy addressing how the agency will respond to disruptions in telephonic or internet service that prevent members of the public from participating remotely.

2. Purpose

This policy establishes procedures for responding to a disruption in the telephonic or internet services that provide two-way remote public access to meetings of the City Council, as required by the Brown Act (Government Code section 54953.4). The policy ensures transparency, public participation, and the continuation of meetings during technological disruptions.

3. Definitions

“Service Disruption” means any failure, outage, or other interruption to the agency’s remote access services that prevents members of the public from participating in a City Council meeting through the remote access service.

“Disrupting” means engaging in behavior during a meeting of the City Council that actually disrupts, disturbs, impedes, or renders infeasible the orderly conduct of the meeting and includes, but is not limited to one of the following:

1. A failure to comply with reasonable and lawful regulations adopted by the City Council of the City of Sierra Madre.
2. Engaging in behavior that constitutes use of force or a true threat of force.

“Remote access services” means the two-way telephonic service and/or two-way audiovisual platform used to provide real-time remote public attendance and observation of meetings.

“Two-way audiovisual platform” means an online platform that provides participants with the ability to participate in a meeting via both an interactive video conference and a two-way telephonic service.

“Two-way telephonic service” means a telephone service that does not require internet access and allows participants to dial a telephone number to listen and verbally participate.

“True threat of force” means a threat that has sufficient indicia of intent and seriousness, that a reasonable observer would perceive it to be an actual threat to use force by the person making the threat.

4. Applicability

This policy applies to all open and public meetings of the City Council at which remote public participation is required under the Brown Act. Consistent with the Brown Act, this policy shall not apply to the following meetings:

1. Meetings held to attend a judicial or administrative proceeding to which the City is a party.
2. Meetings held to inspect real or personal property provided that the topic of the meeting is limited to items directly related to the real or personal property.
3. Meetings held to meet with elected or appointed officials of the United States or the State of California, solely to discuss a legislative or regulatory issue affecting the City and over which the federal or state officials have jurisdiction.
4. Meetings held to meet in or nearby a facility owned by the City, provided that the topic of the meeting is limited to items directly related to the facility.
5. Meet in an emergency situation pursuant to Government Code section 54956.5.

5. Response to Service Disruption

If the Mayor or City Clerk becomes aware of a service disruption:

1. The Mayor or City Clerk shall immediately announce the service disruption to the public.
2. The Mayor shall call for a recess of the open session and may convene the legislative body in an authorized closed session, consistent with the Brown Act. The recess shall last for one hour or until service is restored, whichever is earlier.
3. During the recess, City staff shall make a good faith effort to diagnose and restore the disrupted service.

6. Reconvening the Open Session

After the expiration of the hour, if service has not been restored, the Mayor or City Clerk shall report on the status of staff's efforts to restore remote access services, and the City Council may reconvene to:

1. Adjourn the meeting;
2. Extend the recess to allow staff more time to make a good faith effort to restore remote access services; or
3. Continue the open session portion of the meeting by adopting, by roll call vote, the following or a substantially similar finding:

“The City has made good faith efforts to restore telephonic or internet service in accordance with its adopted policy, and the public interest in continuing the meeting outweighs the public interest in remote public access.”

Upon adoption of the finding, the City Council may continue the open session portion of the meeting despite the fact that remote access services have not been restored.

7. Recordkeeping

The City Clerk shall enter a brief statement into the meeting minutes, including:

- The nature and time of the service disruption;
- The time the meeting was reconvened (if applicable);
- Any finding adopted pursuant to Section 6.

8. Response to Members of the Public Disrupting a Meeting

If the Mayor or City Clerk becomes aware of a member of the public who is attending the meeting through remote access services and is disrupting the meeting or otherwise preventing other members of the public from attending or observing the meeting remotely or in-person:

1. The Mayor shall warn the person who is participating through remote access services that he or she is disrupting the meeting and his or her failure to cease that behavior may result in his or her removal.
2. If the person to whom the Mayor gave the above warning persists in disrupting the meeting, the Mayor shall order staff to:
 - a. mute or otherwise limit the individual’s ability to disrupt the meeting, while allowing the individual to continue to observe and attend the meeting; or
 - b. remove the individual from the meeting if paragraph (a) does not address the disrupting behavior or is not available using the remote public service.

8. Review and Updates

This policy may be amended by the City Council at a noticed public meeting in open session and may not be placed on the consent calendar.

Broad Teleconferencing Policy

1. Rules for Teleconferencing

It is the policy of the City of Sierra Madre that members of the City Council or any subsidiary body shall attend all regular and special meetings of the such body in-person, unless the member’s absence is excused or the member qualifies for one of the following teleconferencing exceptions:

Remote Meeting Exceptions	Traditional Exception (GC 54953(b))	Disability Exception (GC 54953(c))	State of Emergency Exception (GC 54953.8.2)	Just Cause Exception (GC 54953.8.3)	Eligible Subsidiary Body Exception (GC 54953.8.6)	Eligible Multijurisdictional Body Exception (GC 54953.8.7)
Reason for Teleconferencing	No reason required	Disability or reasonable accommodation	Proclaimed State of Emergency or local emergency	Childcare or caregiving need, Contagious illness, Physical or mental condition, Physical or family medical emergency; Agency-related travel; Military service; or Immunocompromised family members	No reason required	No reason required
Teleconferencing Member Counts Toward Quorum	No	Yes	Yes	No	No	No
Method of Teleconferencing	Audio or Audio-Visual	Audio-Visual only	Audio or Audio-Visual	Audio-Visual Only	Audio-Visual only	Audio-Visual only
Requires Opportunity for Public Participation	Yes, in-person at each teleconference location	No	Yes, call-in or internet-based	Yes, call-in or internet-based and in-person	Yes, call-in or internet-based and in-person	Yes, call-in or internet-based and in-person
Teleconferencing Approved by the Legislative Body	No	No	Yes	No	Yes, approved by legislative body that created subsidiary body	Yes
Votes Taken by Roll Call	Yes	Yes	Yes	Yes	Yes	Yes

Remote Meeting Exceptions	Traditional Exception (GC 54953(b))	Disability Exception (GC 54953(c))	State of Emergency Exception (GC 54953.8.2)	Just Cause Exception (GC 54953.8.3)	Eligible Subsidiary Body Exception (GC 54953.8.6)	Eligible Multijurisdictional Body Exception (GC 54953.8.7)
Teleconference Location Included on Agenda/Posting Requirements	Yes	No	No	No	No	No, unless member is compensated
Disruption in Teleconferencing	Meeting proceeds	No further action taken	No further action taken	No further action taken	No further action taken	No further action taken
Limits on the Number of Times Teleconferencing May be Use	None	For the duration of the disability	For the duration of the emergency, to be reauthorized every 45 days	2 meetings per calendar year (if body meets once per month) 5 meetings per year (if body meets twice per month) 7 meetings per year (if body meets three or more times per month)	For the duration of the legislative body's approval, to be reauthorized every 6 months	2 meetings per calendar year (if body meets once per month) 5 meetings per year (if body meets twice per month) 7 meetings per year (if body meets three or more times per month)

2. Recusal During Teleconferenced Meetings

Any member of the City Council or subsidiary legislative body who has a conflict of interest, or who is required to recuse himself or herself from a proceeding pursuant to California Government Code section 87100, shall comply with the following procedures during a teleconferenced or otherwise remote public meeting:

2.1 Public Identification of the Conflict.

Immediately prior to the consideration of the affected agenda item, the member shall publicly identify the conflict of interest on the record and disclose the circumstances giving rise to the conflict in sufficient detail to be understood by the public.

2.2 Non-Participation.

The member shall recuse themselves from all discussion, deliberation, and action on the matter by turning off his or her audio and video and shall not attempt to influence the decision in any manner.

2.3 Rejoining Meeting.

Upon conclusion of a discussion, vote, and any other disposition of the matter, the Mayor or presiding officer shall announce that the member may turn on his or her audio and video to rejoin the meeting.