



# City of Sierra Madre

## **VOTER INFORMATION GUIDE**

**GENERAL MUNICIPAL ELECTION  
TUESDAY, APRIL 10, 2018**

**MARK AND SAVE THIS SAMPLE BALLOT**

For use at your Polling Place or for voting your "VOTE-BY-MAIL" Ballot


**POLLS OPEN at 7 A.M.  
AND CLOSE at 8 P.M.**

The location of your  
**POLLING PLACE**  
is shown on the back cover


**CAUTION:** Your polling place may have changed from a previous election


# INSTRUCTIONS FOR OPTO-MARK BALLOTS

## INSTRUCTIONS TO VOTERS:















To vote for any candidate whose name appears on the ballot, completely fill in the oval  in the area to the right of the arrow pointing from the candidate(s) of your choice with a black or dark colored pen only!

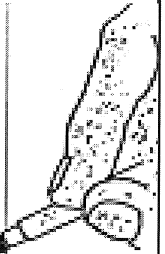
Where two or more candidates for the same office are to be elected, vote for all candidates for that office for whom you desire to vote, not to exceed, however, the number of candidates who are to be elected.

To vote for a qualified write-in candidate (a person not listed on the ballot), write the name of the qualified write-in candidate in the blank space provided for that purpose under the appropriate office heading and completely fill in the oval  in the area to the right of the name written in.

To vote on any measure, completely fill in the oval  in the area to the right of the arrow pointing from the word "YES" or from the word "NO" with a black or dark colored pen only!

If you wrongly mark, tear or deface the ballot card, return it to the precinct board member and obtain another.


For MEMBER of the HISTORICAL PARTY	
JOHN ADAMS	
JOSIAH BARTLETT	
SAMUEL CHASE	
WILLIAM ELLERY	
AMELIA EARHART	
JOHN HART	
FRANCIS LIGHTFOOT LEE	
PHIL LIMINGTON	
WILLIAM PAGA	
JOHN PENN	
NETSY ROSS	
	
	
	



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I HAVE VOTED – HAVE YOU?  
**OFFICIAL BALLOT**  
**CITY OF SIERRA MADRE**  
**GENERAL MUNICIPAL ELECTION**  
**TUESDAY, APRIL 10, 2018**

THIS BALLOT STUB SHALL BE REMOVED AND RETAINED BY THE VOTER

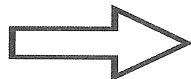
Mark your choice(s) by  
FILLING IN OVAL  COMPLETELY  
with a **BLACK OR DARK PEN ONLY.**



**No. 12345**

<b>SIERRA MADRE</b>	
For <b>MEMBER</b> of the <b>CITY COUNCIL</b> Vote for no more than <b>THREE</b>	
<b>RACHELLE ARIZMENDI</b> Incumbent	→ <input type="radio"/>
<b>DENISE DELMAR</b> Director, Human Resources	→ <input type="radio"/>
<b>GENE GOSS</b> College Professor	→ <input type="radio"/>
<b>ANDY BENCOSME</b> Businessman	→ <input type="radio"/>
_____	→ <input type="radio"/>
_____	→ <input type="radio"/>
_____	→ <input type="radio"/>

**CONTINUE VOTING  
ON BACK  
FOR MEASURE D AND  
ADVISORY MEASURE A**



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Sierra Madre 4/10/18

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<b>SIERRA MADRE</b>	
<b>MEASURES SUBMITTED TO THE VOTERS</b>	
<b>D STOP THE UTILITY USERS' TAX</b>	<b>YES</b> → <input type="radio"/>
Shall the City of Sierra Madre adopt a measure repealing the City's Utility Users Tax in its entirety?	<b>NO</b> → <input type="radio"/>
<b>ADVISORY MEASURE</b>	
<b>A</b> If Measure "D" passes, repealing the Utility Users' Tax and eliminating approximately 24% or \$2.6 million of the City's General Fund Revenues, should the City Council eliminate paramedic services, reduce and outsource police services and library services, reduce code enforcement, and fire suppression services, in addition to other reductions which will be required to balance the budget?	<b>YES</b> → <input type="radio"/>
	<b>NO</b> → <input type="radio"/>

**END OF BALLOT**

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Sierra Madre 4/10/18

# VOTER INFORMATION PAMPHLET

The following pages contain:

## CANDIDATE STATEMENTS

Each Candidate's Statement in this pamphlet is volunteered by the candidate. Although all candidates had the opportunity to submit a statement, some candidates may not have submitted a statement. A complete list of candidates appears on the Sample Ballot page of this pamphlet.

## BALLOT MEASURES, ANALYSES, ARGUMENTS AND REBUTTALS

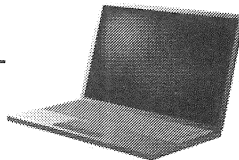
**ANALYSES:** The Impartial Analysis is an impartial summary of the results of the proposed measure or proposition.

**ARGUMENTS:** Arguments and/or rebuttal arguments in support of or in opposition to the proposed laws are the opinions of the authors and have not been checked for accuracy by any official agency.

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Vote by Mail ballots may be dropped off at a polling place or to the elections official by the close of the polls on election day. Pursuant to Election Code Section 3020, Vote by Mail ballots received via United States Postal Service or a bona fide private mail delivery company must be postmarked or date/time stamped by April 10, 2018, and received by the elections official no later than 3 days after the election (April 13, 2018).

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**Los Angeles County General Voter Information**

<http://www.lavote.net>

To find your polling place:

Click on Voting & Elections then follow the directions.

**FOR  
MEMBER OF THE CITY COUNCIL**

**RACHELLE ARIZMENDI**

Age: 45  
Occupation: COO/Mayor

As a Council Member and your current Mayor, it has been my honor to serve you for the last four years. I have worked with my City Council colleagues to:

Balance the city budget and reduce total annual expenses by \$1M. Restore full Police Department staffing.

Establish a professional Fire Department. Hire a new City Manager

Reduce water loss by investing in water infrastructure

As a business professional managing hundreds of employees and a \$24M budget, I have the knowledge and experience to continue to enforce fiscal discipline.

As a long-time Sierra Madre homeowner, I am dedicated to maintaining home values and enhancing the quality of life in our neighborhoods. That means limiting and controlling development to preserve the unique charm and character that makes Sierra Madre a special place.

Important issues remain. We need to maintain fiscal discipline, protect our water system, complete the infrastructure improvement plan, work with the PUSD to maintain the quality of our neighborhood schools, and continue promoting a safe community.

I am committed to maintaining a beautiful, safe place where individuals, seniors and families can flourish. Please visit me at [www.arizmendiforcitycouncil.com](http://www.arizmendiforcitycouncil.com)

I respectfully ask for your vote.

/s/ Rachelle Arizmendi

**FOR  
MEMBER OF THE CITY COUNCIL**

**DENISE DELMAR**

Age: 57  
Occupation: Human Resource Director

My husband and I relocated to Sierra Madre 11 years ago. Since that time, I served as Chair of the General Plan Update Steering Committee, and am in my 4" year as a City Council Member.

During my time on City Council, along with my fellow Council Members, we have developed policy to preserve the unique village character of Sierra Madre and stabilized the City budget without reducing services. If given the opportunity to continue to serve, I will continue to work towards an efficient and effective City government.

I respectfully ask for your vote to allow me the honor of continuing to serve the citizens of Sierra Madre.

/s/ Denise Delmar

**FOR  
MEMBER OF THE CITY COUNCIL**

**GENE GOSS**

Age: 59  
Occupation: College Professor

I am honored to have served you for four years on the City Council, including serving as your Mayor last year. I promised to bring back collegiality to our council. Working with my Council colleagues this has been accomplished. As a team we have succeeded at meeting significant challenges facing our city including:

- Implementing fiscally responsible management of financial resources.
- Preserving local control of our police department and saving the SMPD.
- Professionalizing our Fire Department.
- Developing and implementing comprehensive plans to rebuild our decaying infrastructure.
- Completing the General Plan and developing reasonable approaches to land use planning.
- Hiring our City Manager during my year as Mayor.

As a government professor for 26 years I have taught the virtues of responsiveness and transparency. As your Council Member I have worked to put this into practice. If reelected, I will continue to work with my Council colleagues to improve our city government, ensuring that Sierra Madre's future is bright.

I respectfully ask for your vote on April 10th.

[www.GeneGoss.com](http://www.GeneGoss.com)    [ggoss626@gmail.com](mailto:ggoss626@gmail.com)

/s/ Gene Goss

**FOR  
MEMBER OF THE CITY COUNCIL**

**ANDY BENCOSME**

Age: 49  
Occupation: Businessman/Community Services Commissioner

15 years ago, I took a job Managing a Mid-Sized Business in Sierra Madre and fell in love with the community. I later moved here with my wife Julie, who grew up in Sierra Madre.

As both a business operator and resident, I have a well-rounded perspective on why people come and why people stay in Sierra Madre.

I have the background and expertise to help lead this city. I have an undergraduate degree in History and a Master's degree in Business Administration. I was a teacher and later in upper management for a tech company before moving to Sierra Madre. I have managed budgets of \$90 Million with 2,000 employees and classrooms of 35 high schoolers with \$0 budget.

I care and am passionate about this town and the traditions that make it special. I believe in keeping our traditions, small-town character, sense of pride in having our own Police and Fire Departments, Public Library, Rose Float and unique local businesses.

We have challenges, but none that cannot be surmounted by critical thinking, thorough analysis and prioritizing what makes us special. Together we can!

Thank you. I would be honored for your vote on April 10.

[www.Andy4SierraMadre.com](http://www.Andy4SierraMadre.com)    [Andy4SierraMadre@gmail.com](mailto:Andy4SierraMadre@gmail.com)

/s/ Andy Bencosme

**CITY ATTORNEY'S IMPARTIAL ANALYSIS OF  
MEASURE D**

**STOP UTILITY USERS' TAX**

Residents of Sierra Madre currently pay a Utility Users Tax (UUT) for water, gas and electricity service. The current rate is 10%, which was approved by 71.5% of Sierra Madre voters in April 2016. The UUT is a general tax, where revenues are paid into the City's General Fund. General Fund revenues are budgeted by the City Council annually for general City services, such as police and fire protection, 9-1-1 emergency response, paramedics, parks, libraries, and street maintenance and repairs. If approved by a majority of Sierra Madre voters, Measure "D" would amend the City's Municipal Code by repealing the UUT on gas, electric and water service in its entirety. This measure is on the ballot because a number of residents circulated a petition and obtained sufficient signatures to qualify for the ballot under California Elections law. Therefore, the City Council placed this measure on the ballot. If the measure is approved, the General Fund will no longer receive UUT revenues resulting in a loss of approximately \$2.6 million per year, representing a loss of 24% of the City's annual General Fund budget. The UUT is the City's second largest source of General Fund revenue after property taxes.

If the UUT is repealed, there would be a significant impact on the City's ability to provide services and programs at current levels. The City Council will have to decide, as part of the budgeting process, whether alternative revenues can be found, or whether City services and programs will have to be reduced or eliminated. Options to offset this potential revenue loss were considered in the Elections Code Section 9212 report approved by the City Council on February 9, 2016 which included: contracting out police services; eliminating locally controlled paramedic program; reducing Planning counter services to 2 hours per day, four days a week; reducing sidewalk and street repair and maintenance, eliminating most City special events, City programs and Senior programs; and reduce library program and hours by 50%. For a more detailed discussion of the potential impacts of Measure "D", we refer you via the hyperlinks below to the Staff's impartial reports to the City Council. February 9, 2016 Report: <http://cityofsierramadre.hosted.civicle.com/common/pages/DisplayFile.aspx?itemId=2547338>  
Measure "D" requires simple majority approval of the voters to pass.

A "Yes" vote on Measure "D" will repeal the Utility Users Tax, and eliminate the General Fund revenue source.

A "No" vote on Measure "D" will not repeal the Utility Users Tax and will maintain the existing tax and the General Fund revenue source it provides.

The above statement is an impartial analysis of Measure "D". If you desire a copy of the proposed ordinance, please call the Sierra Madre Assistant City Clerk at (626) 355-7135, ext. 202; a copy will be mailed to you at no cost.

/s/ Teresa L. Highsmith, Sierra Madre City Attorney

**ARGUMENT IN FAVOR OF  
MEASURE D**

**“Stop the Utility Users Tax”**

Sierra Madre faces a grave fiscal crisis that many residents are not aware of. Neither the City Council nor the staff has adequately reported Sierra Madre's dire fiscal situation caused by growing debt, chronic overspending and increasing taxes.

Although Sierra Madre's population has not changed in 10 years, the General Fund from 2006 – 2016 grew an astonishing 55% from \$6.1 million to \$9.4 million while total city revenues grew 25% from \$17.5 million to \$21.4 million.

The City claims to have tried to reduce employee compensation, yet in 2016, 36% of full time employees earned over \$100,000 in pay and benefits. (Source [www.transparentcalifornia.com](http://www.transparentcalifornia.com)).

The Big Story is our burgeoning pension debt. Sierra Madre residents are on the hook for paying city employees up to 90% of their salaries for the rest of their lives. Sierra Madre's pension debt is officially over \$10 million. But the real number, according to Stanford Institute for Economic Research, could be as much as \$40 million, 185% of the city's total annual budget. (Source: [www.pensiontracker.org](http://www.pensiontracker.org)) Government elites enjoy pay, pensions and job security the average taxpayer can only dream about. This city, like other cities in California, is on the brink of insolvency.

We do not need the 10% utility tax voted in in 2016. The City needs to get spending under control. The City must move employees to 401(k) retirement plans and pay off the pension debt.

Give taxpayers the relief they need and VOTE YES to Stop the Utility Users Tax.

/s/ Earl Richey  
Real Estate Investor  
Proponent of Measure D  
Sierra Madre Resident

/s/ David McMonigle  
Marketing Executive  
Proponent of Measure D  
Sierra Madre Resident

**REBUTTAL TO ARGUMENT IN FAVOR OF  
MEASURE D**

**VOTE NO on Measure D.**

It is a misleading and misguided stunt. Its authors are self-serving and do not have the best interests of Sierra Madre in mind. Eliminating the Utility Tax will serve only to decimate the services that Sierra Madreans value.

Sierra Madre has been extremely frugal. The salaries for its employees are the LOWEST in the San Gabriel Valley. Sierra Madreans are not burdened by additional property or sales taxes as are our neighboring cities. Sierra Madre has taken radical steps to reduce expenses over the years by cutting staff, giving up control of our municipal pool, and subcontracting recreation services.

In December 2015, City Staff provided a report to the City Council on what it would take to buy out of our pension obligation (CalPERS). The price tag: A \$60M upfront payment to relieve ourselves of future obligations. This is impossible!

Pension funding is a serious problem for EVERY California municipality. It can't be solved by eliminating the \$2.6M generated by the Utility Tax.

Repealing the tax altogether is simply absurd for a community such as ours that places a high premium on its low crime, outstanding community events, library, and services that are the envy of neighboring cities.

Sierra Madre, the “Village of the Foothills” is the jewel of the San Gabriel Valley - a town in which its citizens take tremendous pride. Please do your part to preserve our village- VOTE NO on Measure D.

/s/ Rachelle Arizmendi  
Mayor, City of Sierra Madre

/s/ John Capoccia  
City Council Member, City of Sierra

## ARGUMENT AGAINST MEASURE D

Vote NO on Measure D.

In 2016, respected leaders in Sierra Madre, organizations throughout the community, and 72% of Sierra Madre voters approved the current UUT rates, which cannot increase without a vote of the people.

The proposed UUT Repeal, if approved, will undo this vote by taking away 24% (\$2.6M) of the entire General Fund of the City. This drastic and extreme cut would result in the inevitable dismantling of the City as we know it, including the following possibilities:

- **REDUCTION** or **ELIMINATION** of our Fire Department and Paramedic Services, resulting in **SLOWER RESPONSE** for victims of heart attacks, strokes, car accidents, fires, or other emergencies;
- **REDUCTION** of our Police Force by more than 60% and elimination of 6 officers, risking our public safety;
- **ELIMINATION** of community events and services, such as the Mt. Wilson Trail Race, 4th of July Parade, Wistaria Festival, Concerts & Movies in the Park, and senior activities;
- **REDUCTION** of library services with only 1-2 days of service; and
- **REDUCTION** in general fund dollars dedicated to fixing potholes, sidewalks, streets, and other infrastructure.

Who supports this misguided and poorly written initiative on our ballot? An out-of-town political extremist group that failed to pass this same measure on the ballot in several cities is now targeting Sierra Madre. These outsiders do not care about our City's needs or how Measure D will hurt our neighborhoods, quality of life, and property values.

As Sierra Madre residents, we enjoy living in a safe, quiet city, and we will not compromise this great community because of outside political and ideological agendas.

To learn more about the **negative effects** of Measure D, please visit:

[www.sierramadreusa.com](http://www.sierramadreusa.com)

Please join us in **Voting NO** on Measure D.

/s/ Rachelle Arizmendi, Mayor, City of Sierra Madre

/s/ Denise Delmar, Mayor Pro Tem, City of Sierra Madre

/s/ John Capoccia, City Council Member, City of Sierra Madre

/s/ Gene Goss, City Council Member, City of Sierra Madre

/s/ John Harabedian, City Council Member, City of Sierra Madre

## REBUTTAL TO ARGUMENT AGAINST MEASURE D

Don't be fooled! According to the California Tax Limitation Committee (CATLC.net), the City claims it will lose 24% (\$2.6 million) of the General Fund if they lose the utility tax revenue. They fail to mention that over the last ten years, General Fund revenues grew a shocking 55% (from \$6.1 million to \$9.4 million.) General Fund spending grew an equally shocking 46% over the same period from \$5.5 million to \$8 million. Considering the 2016 salaries and benefits earned by highest-paid city employees (TransparentCalifornia.com), it's obvious they spent the "surplus" on themselves.

City Manager	\$233,947
Dev Services Dir	\$141,190
Public Safety Dir.	\$194,186
Police Officer	\$135,183
Public Works Dir.	\$173,055
Police Corporal	\$133,587
Police Sergeant	\$163,826
Fire Captain	\$133,144
Finance Director	\$160,826
Dep PW Director	\$130,797
Fire Chief	\$160,385
Police Officer	\$130,485
Dep PW Director	\$151,684
Assist City Manager	\$128,169
Fire Captain	\$150,287
Fire Captain	\$123,232
Fire Captain	\$149,683
Planning Manager	\$115,618
Police Sergeant	\$144,922
Accounting Manager	\$107,523

Claims that repealing the Utility Tax will require drastic cuts in city services, namely police and fire, are nonsense. The City has a spending problem, not a revenue problem. It needs to stop expecting taxpayers to keep footing the bill, and get spending under control.

**VOTE YES ON MEASURE D TO REPEAL THE SIERRA MADRE UTILITY TAX!**

/s/ David McMonigle

Marketing Executive

Proponent of Measure D

Sierra Madre Resident

**CITY ATTORNEY'S IMPARTIAL ANALYSIS OF  
MEASURE A**

The Sierra Madre City Council voted unanimously to place Measure "A" on the April 2018 ballot as an advisory measure. Measure "A" is a companion ballot measure to the separate "Stop Utility Users' Tax, Measure "D," and seeks voter input regarding the elimination and reduction of general fund services, if a majority of voters eliminate the \$2.6 million General Fund revenue annual stream provided by the City's existing Utility Users Tax.

The City's General Fund is used to provide public safety services, including fire suppression and paramedic services, police services, library services, road and sidewalk maintenance and other public works and facilities maintenance and repair, administrative services, such as finance, planning and building, and City management. Public safety services, including police protection, fire suppression and paramedic services, comprise the largest General Fund expense, the cost of which exceeds the annual revenue produced by the Utility Users' Tax. Without the revenue stream provided by the City's Utility Users' Tax, the City will be required to find or create new revenues or reduce or eliminate services. This is explained in the February 9, 2016 Elections Code Section 9212 report which analyzed the impacts of eliminating the City's Utility Users' Tax. This document can be found on the City's website at: <http://cityofsierramadre.hosted.civiclive.com/common/>

State law allows the City Council to place advisory measures on the ballot. An advisory measure such as Measure "A" is not binding on the City Council, but expresses voters' views which the City Council may wish to follow if voters approve the Measure.

Measure "A" asks the Sierra Madre voters, that IF they vote to repeal the City's Utility Users' Tax, would they also advise the City Council to eliminate and reduce public safety and other General Fund services to balance the budget. Elimination of services is one approach to balancing the General Fund budget, as opposed to attempting to raise new revenues to replace the loss of the Utility Users' Tax in order to maintain the current level of services.

If a simple majority of voters vote "Yes," then the advisory measure is approved.

A "No" vote means that the voter advises the City Council not to cut General Fund services.

/s/ Teresa L. Highsmith, Sierra Madre City Attorney

**ARGUMENT IN FAVOR OF  
MEASURE A  
None Submitted**

**ARGUMENT AGAINST  
MEASURE A  
None Submitted**


# Detach this stub before mailing back Vote-by-Mail Application

Detach Here



Detach Here

SIERRA MADRE CA 91024-2312  
232 W SIERRA MADRE BLVD  
CITY HALL  
OFFICE OF THE CITY CLERK



Place a  
First Class  
Stamp  
Here



DID YOU SIGN YOUR APPLICATION AND  
PRINT YOUR RESIDENCE ADDRESS  
ABOVE YOUR SIGNATURE?

FROM:

Detach Here



Detach Here

## NOTICE TO THE PHYSICALLY HANDICAPPED VOTER:



If the polling place is not accessible to the physically handicapped voter, such voter is entitled to vote in one of the following ways:

1. A precinct board member shall take a regular ballot to the physically handicapped person at a place as near as possible to the polling place and which is accessible to such person, qualify that person to vote, and return the voted ballot to the polling place;
2. If it is impractical to vote a regular ballot outside the polling place, please use the attached application and apply for a vote-by-mail ballot.

OFFICE OF THE CITY CLERK  
232 WEST SIERRA MADRE BLVD  
SIERRA MADRE CA 91024-2312  
PHONE 626/ 355-7135



PRSRT STD  
U.S. POSTAGE  
**PAID**  
Permit No. 2259  
Long Beach, CA

BT  
**19-640**

Detach Here

Detach Here

POLLING PLACE or Drop your Vote-by-Mail ballot off here



**APPLICATION TO "VOTE BY MAIL"**

**CITY OF SIERRA MADRE**

**GENERAL MUNICIPAL ELECTION - TUESDAY, APRIL 10, 2018**

To obtain a vote-by-mail ballot, complete the information on this form.

The elections official **MUST RECEIVE** this application by April 3, 2018

Print Name: \_\_\_\_\_ Date of Birth \_\_\_\_\_

Residence Address: \_\_\_\_\_  
(As Registered) Number and Street City, State, Zip Code

Mail My Ballot To: \_\_\_\_\_  
(If different from above) Number and Street City, State, Zip Code

**SIGNATURE**

Signature of Applicant (Must be signed to be processed)

Date

Daytime Phone No

I have not applied for a vote by mail ballot for this election by any other means. I declare under penalty of perjury under the laws of the State of California that the information I have provided on this application is true and correct.

Detach Here

Detach Here

**POLLS OPEN AT 7 A.M.  
AND CLOSE AT 8 P.M.**

TAKE THIS SAMPLE BALLOT TO YOUR  
POLLING PLACE FOR REFERENCE

**POLLING PLACE: Your polling place may have changed!**

**See above for your polling place location.**