


Memorandum

To: Honorable Mayor and Members of the City Council
From: Elaine I. Aguilar, City Manager 
Date: November 8, 2013
Subject: City Manager's Report

CITY MANAGER

NEXT WEEK'S MEETINGS

Please note that the agenda is available on the City's website approximately 72 hours before the meeting. Unless otherwise noted, all meetings are held in City Council Chambers at City Hall. Next week's meetings are:

- Tuesday, November 12 – City Council meeting 6:30 pm

UPCOMING DATES FOR YOUR CALENDAR

Please note the following dates on your calendar.

- Veterans' Day – November 11th
- Woman's Club Prayer Breakfast, November 20th
- Annual Firefighters' Ball - December 14th at St. Rita's Parish O'Malley Hall - 8:00 PM

VETERAN'S DAY

Please note, all non-Public Safety offices are closed on Monday, November 11th for the Veterans' Day. The Veterans of Foreign Wars will be hosting a ceremony at 1 p.m. at the photo wall in Memorial Park on Sunday, November 9, 2013.

WATER AND SEWER RATE STUDY

To allow additional time for interested individuals to review the preliminary draft Water and Sewer rate report, on Wednesday, the PowerPoint presentation for Tuesday night's Council meeting was posted on the City's website. On Thursday, the preliminary draft report was posted. The availability of the information was included in this week's E-blast.

The entire agenda packet for Tuesday night's Council meeting, including the Water and Sewer agenda report was posted to the City's website today. On Tuesday evening, the City Council will be asked to provide direction regarding the draft rate study and to consider initiating the Proposition 218 process. In addition the Council will be reviewing the Proposition 218 related documents.

RESPONSE TO POST CARDS – PROPOSITION 218 PROCESS

Early this week we mailed post cards to all water/sewer customers notifying them that the City would be initiating a Proposition 218 process for increased water and sewer rates. The post cards asked our customers to verify that we had the correct “responsible party” in the City’s billing system. In response to the post cards, we received about a dozen requests to revise the customer information. I think the post cards also served to help notify the public of the current water and sewer rate study. We received a number of compliments, thanking the City for mailing the notices.

2014-2021 HOUSING ELEMENT UPDATE

On Thursday night, the Planning Commission conducted a community meeting to begin updating the City’s 5th Cycle Housing Element. The meeting was televised, but was not very well attended; although four individuals did ask questions.

Once the draft is completed, it will return to the Planning Commission at Public Hearing, for their review and comments. Eventually, the Planning Commission will make a recommendation to the City Council. If the project stays on schedule, the Draft Housing Element will be presented to the City Council in January 2014. As a reminder, due to the fact that the City’s previous Housing Element was certified by the State, this current process is truly an “update” as compared to a complete re-write.

I have attached a copy of the PowerPoint presentation from the Planning Commission. The presentation provides a good overview of the process, the legal requirements, and an update of accomplishments from the 2008-2014 Housing Element.

UPCOMING COUNCIL MEETING ITEMS

Please note this is staff’s best estimate of the scheduling of future agenda items. This schedule is subject to revision as agenda items may be rescheduled to a future meeting, and are occasionally moved forward. Items may be rescheduled due to staff needing additional time to complete an item, too many items on a single agenda, or other issues impacting scheduling. Items are not listed in the order that they will appear on the Council’s agenda. Additionally, agenda items are occasionally dropped from the list. (Agenda items are only deleted when it is a staff generated item that is no longer necessary, or if a Council Member withdraws a requested item.) Lastly, the Mayor determines the scheduling and order of agenda items.

Items on the November 26th agenda may be carried over to a future meeting, depending upon any items that are carried over from Tuesday night’s Council meeting.

26-Nov	Presentation	Recognition of Bottle Shop's 50th Anniversary
26-Nov	Consent	Extension of Contract for SMTV
26-Nov	Consent	Notice of Completion - Street Work
26-Nov	Consent	1st Quarter Financial Report
26-Nov	Consent	Warrants
26-Nov	Public Hearing	Ordinance: Amendment to 2nd Unit
26-Nov	Discussion	UUT Ballot Measure
26-Nov	Discussion	Way Finding Signs
26-Nov	Discussion	SGV Economic Partnership Membership
26-Nov	Discussion	Ordinance: Tree Preservation
26-Nov	Discussion	Memorial Park Restroom Remodel
10-Dec	Presentation	Presentation of Sierra Madre Rose Float Princesses

10-Dec	Presentation	Water Conservation Update
10-Dec	Consent	Second Reading: Amendment to 2nd Unit
10-Dec	Consent	Warrants
10-Dec	Consent	Record Retention Schedule
10-Dec	Consent	Award of Contract to Sequoia for debt collection services
10-Dec	Public Hearing	Water and Sewer Rates (<i>tentative</i>)
10-Dec	Discussion	April 2014 Municipal Election Resolutions
10-Dec	Discussion	UUT Ballot Measure
10-Dec	Discussion	Prioritizing Deferred Maintenance Capital Projects
10-Dec	Discussion	Athens Contract amendment - adding discounts for seniors
10-Dec	Discussion	Strategic Plan Update from October 15, 2013 Retreat
10-Dec	Discussion	Audit
14-Jan	Presentation	Water Conservation Update
14-Jan	Consent	Park and Facility Master Plan Scorecard
14-Jan	Consent	UUT Committee Appointments
14-Jan	Consent	Warrants
14-Jan	Public Hearing	Development Impact Fees
14-Jan	Public Hearing	Re-zone Sierra Vista Park & City Maintenance Yard (Koerber)
14-Jan	Public Hearing	Appeal - 610 Baldwin Court
14-Jan	Public Hearing	Appeal - 630 Baldwin Court
14-Jan	Public Hearing	Appeal - 638 Baldwin Court
14-Jan	Discussion	Rental options for Duty Man House
14-Jan	Discussion	Strategic Plan Update from October 15, 2013 Retreat
14-Jan	Discussion	Increased fines for illegal fireworks
28-Jan	Consent	Second Quarter Financial Report
28-Jan	Consent	Warrants
28-Jan	Public Hearing	Adopt Housing Element (Tentative)
28-Jan	Discussion	Ordinance: Multi-Family Housing Smoking Ordinance
28-Jan	Discussion	Gray Water Systems
28-Jan	Discussion	Municipal Volunteer Program Improvements (from 10/8)

COMMUNITY SERVICES

SENIOR CENTER

Eight seniors received a free hearing test from The Hear Center on Tuesday, November 5th. Additional, hear screenings will be held on Tuesday, December 3rd from 10:00am-12:00pm, appointments can be made by calling 626-355-7394.

Nine seniors received free memory screenings from the Alzheimer's Foundation of American on, November 7th and November 8th. The screenings will likely continue in future months.

In other news, there will be free blood pressure testing on Tuesday, November 12th from 11:00-12:00pm, on Wednesday, November 13th is the monthly Lunch and Learn with a presentation on care-

giving options, and on November 14th from 12:00 – 1:00 the Sierra Madre Fire Department will host a CPR and AED workshop; no reservation is necessary.

EXCURSIONS

The trip to see the taping of Jeopardy on November 13th is sold out.

Wednesday, November 13th is the last day to register for the “*Because It’s Christmas*” show at the Candlelight Pavilion on Friday, December 13th.

Thursday, November 14th is the last day to sign-up for the completely FREE trip to see *Oliver*, a musical production at the Luckman Theater, on Saturday, November 16th.

To register for an excursion please call 626.355.7394.

MOUNT WILSON TRAIL RACE

The Mount Wilson Trail Race Committee is hosting their first meeting for the 2014 race next week. The race is scheduled for Memorial Day weekend in May 2014.

HALLOWEEN HAPPENINGS

The Downtown Trick-or-Treating, Costume Parade, and Costume Contest were a great success last Halloween. The Costume Contest had 126 youth sign-up to participate in five age categories and a scariest costume category.

The City would like to thank the following Halloween Happenings sponsors and contributors: Sierra Madre Kiwanis Club, Sierra Madre Chamber of Commerce, Arcadia High School Key Club, Sierra Madre Middle School Builders Club, A.S. Rogers Income Tax, Contest Judges, Mayor Nancy Walsh, Judy-Webb Martin, Jacquie and Joe Pergola, Shirley Anhalt, Susan Henderson, Emcee Lisa Spigai, and all Downtown businesses. We also want to acknowledge and thank the Civic Club for completely organizing this year’s Halloween Window Painting!

FIRE DEPARTMENT

ANNUAL FIREFIGHTER’S BALL

The 88th Annual Firefighters’ Ball will be held on Saturday, December 14th at St. Rita’s Parish O’Malley Hall from 8:00 PM to Midnight. The annual festivity that began in 1925 is sponsored by the Sierra Madre Volunteer Firefighters’ Association and will host live entertainment, and refreshments. The U.S. Marine Corps “Toys for Tots” collection box will be at the dance for those who wish to donate to a worthy cause.

Tickets to the ball are \$5.00 each; however, contributions of any amount are sincerely appreciated. Ticket sales and donations from the Ball finance S.M.V.F.A. sponsored events such as the Christmas Eve visit from Santa and stocking distribution, the Easter Egg Hunt, continued sponsorship of youth athletic teams, and more.

HUMAN RESOURCES

RECRUITMENT

Open Recruitments

- Police Officer
- Part-time Fire Engineer

Closed Recruitments

- Part-time Fire Engineer
- Part-time Code Enforcement Officer
- Part-time Water Pump Operator
- Police
 - Part-time Cadet
 - Captain
 - Part-time LAPD Officers
 - Part-time Community Services Officer
 - Police Dispatcher
- Library
 - Associate Librarian for Youth Services
 - Electronic Resources Analyst

LIBRARY SERVICES

IN N OUT READING PROGRAM

Still time for children ages 4 through 12 are invited to sign up for the In-N-Out reading program beginning Saturday, October 5, 2013 at the Library. Each child reads five books and notes the titles on a reading log. After five books are read, a parent or guardian will sign the log and the child will receive a coupon for a free hamburger or cheeseburger. Children too young to read may participate if an adult reads to them. Each child may earn up to three certificates during the program, while supplies last. The program ends on November 16, 2013.

GREEN EYED LADY

Sierra Madre is the setting for a new mystery series by author Chuck Greaves who will be speaking at the Sierra Madre Library on Wednesday, November 13 at 7:00 p.m. Greaves will talk about his series set in town and featuring the Sierra Madre police department. He has written the first three of the Jack MacTaggart series of legal mysteries, - *Hush Money*, *Green-eyed Lady*, and the forthcoming, *The Last Heir*. Starting with the second installment, this year's *Green-Eyed Lady*, is set in Sierra Madre. Greaves is a former resident of both Sierra Madre and Pasadena who spent 25 years as an L.A. trial lawyer before turning his attention to fiction.

JOIN US FOR THIRD THURSDAY BOOK CLUB

The reading selection for our next book club is *Gone Girl* by Gillian Flynn. Imploding careers, secrets in a marriage, and dark truths make this novel a page-turner. Although "dark", the story is suspenseful throughout and was a Best Book of 2012. Join us for a lively discussion and treats on Thursday, November 21, in the library, at 11:00 am.

TEEN DOCENT TRAINING HAS BEGUN

Teens have signed up for the docent training to promote the digital storyboards. They are learning about our local history, our new technology, and how to present tours to the public. Other teens interested in becoming a volunteer history docent can sign up now at the Sierra Madre Public Library. Call the Library at (626)355-7186 for more information.

CALIFORNIA LIBRARY ASSOCIATION CONFERENCE

Three Library staff members attended the annual California Library Association Conference held at the Long Beach Convention Center. There, they were able to catch up on the latest technological trends including open source software for an Integrated Library System which houses our patron and materials database. Also reviewed was RFID technology, which is a SelfCheck System that helps libraries be more efficient and focus their time on other tasks in the library. Staff was pleased to see that our digital storyboards were the featured display at one of the vendor booths, showcasing new ways to integrate library and historical resources! Staff appreciated the opportunity to connect with librarians from around the state.

FRIEND OF THE LIBRARY SILENT AUCTION

Recent donations to the Friends of the Sierra Madre Library Best Used Book Sale Committee have contained some very special books including a signed novel by the late Tom Clancy. These exceptional books will be featured in a Silent Auction held in the Sierra Madre Public Library, 440 W. Sierra Madre Blvd., Sierra Madre, from Friday, November 1, through Monday, November 25. The books will be on display in the display case in the Library's main room.

PUBLIC WORKS

MIDDLE SCHOOL STUDENT DROP-OFF PROVIDED

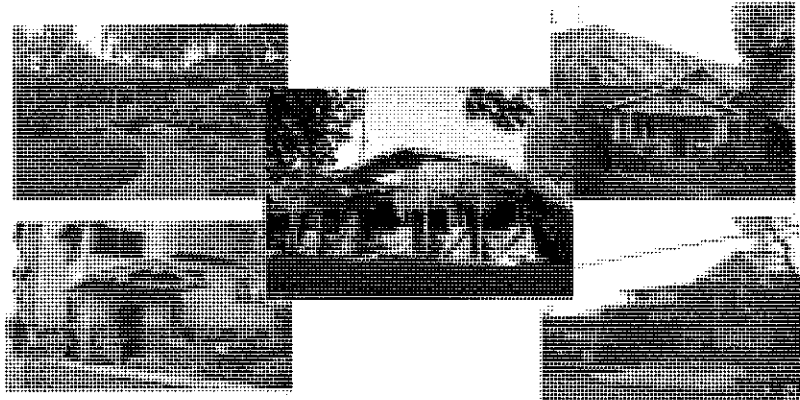
PUSD Board Member Mikala Rahn recently attended a City Council meeting, where she requested that the provision for student drop-off and pickup be improved. After conferring with the school, Public Works has completed that work, re-painting the curb and installing appropriate signage along the N. Cañon school frontage.

DOWNTOWN BOW-OUTS RE-PLANTED

Public Works staff has been replacing plants in the downtown bow-outs along with adding new yarrow, agave, and dwarf bottlebrush. All plant material selections are drought tolerant plants that need little watering once established.

Attachment

Sierra Madre 2014-2021 Housing Element Update



**Planning Commission Workshop
November 7, 2013**

Presentation Overview



- **Why a Housing Element?**
- **Sierra Madre's Housing Needs**
- **RHNA and Residential Sites**
- **Housing Element Accomplishments**
- **Community Input**



Housing Element 101








- Part of City's General Plan - statutes mandate that local governments *"adequately plan to meet existing and projected housing needs of all economic segments of the community"*
- Unlike other General Plan Elements, Housing Element required to undergo State HCD review for compliance with State law.
- Unlike other General Plan Elements, Housing Element required to be updated according to a defined statutory schedule.

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What is in a Housing Element?



	Review of accomplishments under current Housing Element
	Assessment of population and housing needs
	Analysis of sites and other resources available to provide housing
	Analysis of potential constraints to providing housing
	Housing Plan: Goals, Policies and Programs

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5th Cycle Housing Element Timing

SCAG jurisdictions – *Oct 15, 2013 adoption due date + 120 day grace period - Feb 12, 2014*

NEW - SB 375 Impact on Timing

- ❖ **Penalty for being late.** *If Element not adopted within 120 days of due date, jurisdiction subject to update every 4 years instead of 8*

*“If you want eight,
Don’t be late”*



1990-2010 Demographic Trends

- **Limited population growth**
 - ✓ 1990-2010: ↑ 150 residents to 10,900
- **Population aging**
 - ✓ ↑ Median Age to 46.6 years
 - ✓ Aging in place of Young Adults to Middle Age
- **Changing Household Composition**
 - ✓ Modest ↓ in families with children
 - ✓ ↑ in single person households



Special Needs Households



Continued growth in senior population

17% Sierra Madre households age 65+

- ❖ ½ of seniors age 75+
- ❖ >1/3 seniors have one or more disabilities
- ❖ 1,000 homeowners, 300 renters
- ❖ 36% senior homeowners live alone



HOUSING NEEDS OF SIERRA MADRE SENIORS:

- ✓ Home accessibility/housing maintenance assistance
- ✓ Second units, shared housing to prolong independent living
- ✓ Multi-generational housing development
- ✓ Supportive living environments

Special Needs Households



13% of City's population living with disabilities

Of these 1,430 disabled persons:

- 650 have a physical disability
- 200 have self-care limitations
- 45% are seniors



San Gabriel Valley Regional Center serves 116 Sierra Madre residents with developmental disabilities

HOUSING NEEDS OF CITY'S DISABLED POPULATION

- ✓ Home Accessibility Improvements
- ✓ Supportive Housing
- ✓ Community Care Facilities

2013 Los Angeles County Income Thresholds

Household Size	Extremely Low Income (<30% AMI)	Very Low Income (31-50% AMI)	Low Income (51-80% AMI)	Moderate Income (81-120% AMI)	Above Moderate Income (>120% AMI)
3-person Area Median Income: \$58,300	Less than \$23,050	Up to \$38,450	Up to \$61,500	Up to \$70,000	Over \$70,000

Married preschool teacher and nurses aide with one child.
\$58,500 annual income.



Married bookkeeper and retail salesperson with one child.
\$67,000 annual income.

In Summary, Who in Sierra Madre Needs Affordable Housing?

- People who work in town and cannot afford to live here

Teachers, nurses, retail and hospitality workers, childcare providers



- Special needs households

Senior citizens, disabled persons, single-parent households



- Children of long-time Sierra Madre residents

Regional Housing Needs (RHNA)

- RHNA = Regional Housing Needs Assessment
- Requires cities to zone for “fair share” of region’s housing needs
 - ✓ Based on State population growth
 - ✓ Mix of housing for economic segments
 - ✓ Affordability linked to zoning & density
- RHNA is a planning target, not a building quota
- Sierra Madre filed request with SCAG for ↓ RHNA

Sierra Madre’s 2014-2021 RHNA

Income Level	2013 Income (3 ppl hh)	2014-2021 RHNA	“Default Density”
Very Low	\$38,450	14 units	Min. 20 du/acre
Low	\$61,500	9 units	Min. 20 du/acre
Moderate	\$70,000	9 units	Min. 12 du/acre
Above Mod	> \$70,000	23 units	
Total		55 units	

No rezoning required to address City’s RHNA

2008-2014 Housing Element Accomplishments

HOUSING PRODUCTION

- RDA assistance in development of Sierra Vista Senior Housing, providing 10 very low and 36 low income units
- Development of 2 new second units
- Issuance of 5 second unit permits for existing units



Income Level	2008-2014	2015-2021
Very Low	26 units	12 units
Low	72 units	40 units
Moderate	14 units	7 units
Above Mid	56 units	23 units
TOTALS	168 units	82 units

2008-2014 Housing Element Accomplishments

HOUSING IMPROVEMENT AND CONSERVATION

- Implementation of second unit amnesty program - 12 applications complete or in process
- Exclusive Negotiating Agreement with Heritage Housing Partners for adaptive reuse of historic Highland Ave church to provide 3 moderate income first-time homebuyer units
- Commitment of funds for rehabilitation of City-owned "Duty Man House" and provision as affordable rental unit



2008-2014 Housing Element Accomplishments



SPECIAL NEEDS HOUSEHOLDS

- Adoption of written procedures for granting “Reasonable Accommodations” for persons with disabilities
- Approval of 75 unit Kensington Assisted Living Facility
- Per SB 2, est. of special needs zoning for transitional and supportive housing, and emergency shelters (adopt by Jan 2014)



Elimination of Redevelopment



- Loss of Redevelopment eliminates Low-Moderate Income Housing Funds
- Effect on City’s existing housing programs
- Future funding options:
 - New City Housing Asset Fund, proceeds from certain RDA Low/Mod assets (land, loan repayments, etc.)
 - State legislation pending for permanent funding source (SB 391 – California Home and Jobs Act)
 - HCD approved Element provides access to State funds



Provide Us Your Input



What are Sierra Madre's Most Important Housing Needs?

What programs should the City Pursue to Address Its Housing Needs?

