



Highlights of a City of Sierra Madre Community Issues Survey

Summary of Findings from a Survey of Sierra Madre Voters Conducted December 1-10, 2025



Survey Methodology

Dates	December 1-10, 2025
Survey Type	Dual-mode Voter Survey
Research Population	City of Sierra Madre Voters
Total Interviews	309
Margin of Sampling Error	(Full Sample) $\pm 5.7\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Languages	English & Spanish

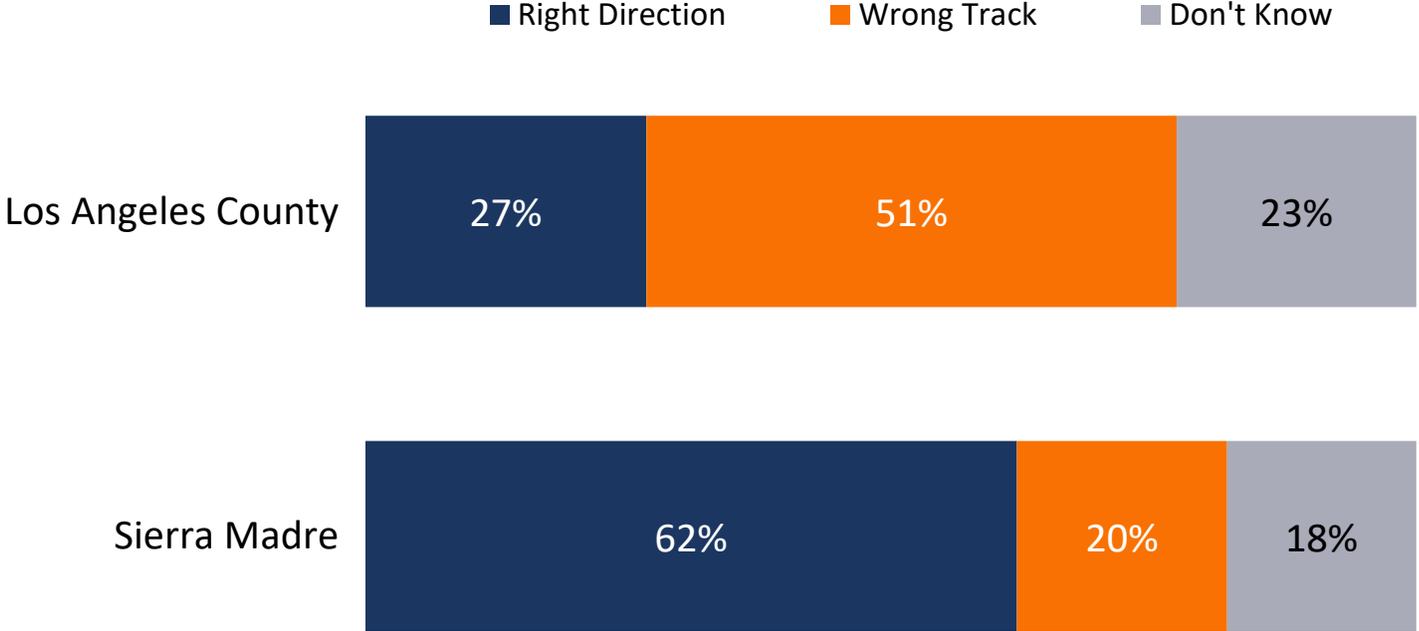
(Note: Not All Results Will Sum to 100% Due to Rounding)



Resident Mood & Issue Context

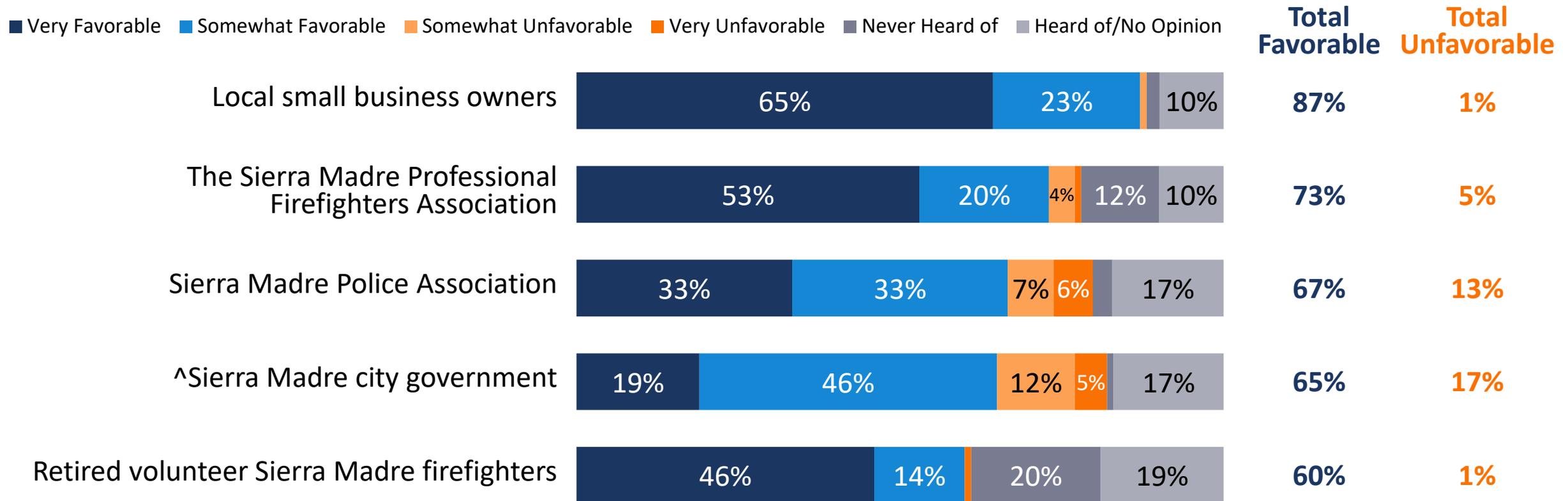
Sierra Madre residents hold a much more positive view of their city than they do of California.

For each of the following, please indicate whether you would say things in _____ are generally headed in the right direction, or feel they are off on the wrong track.

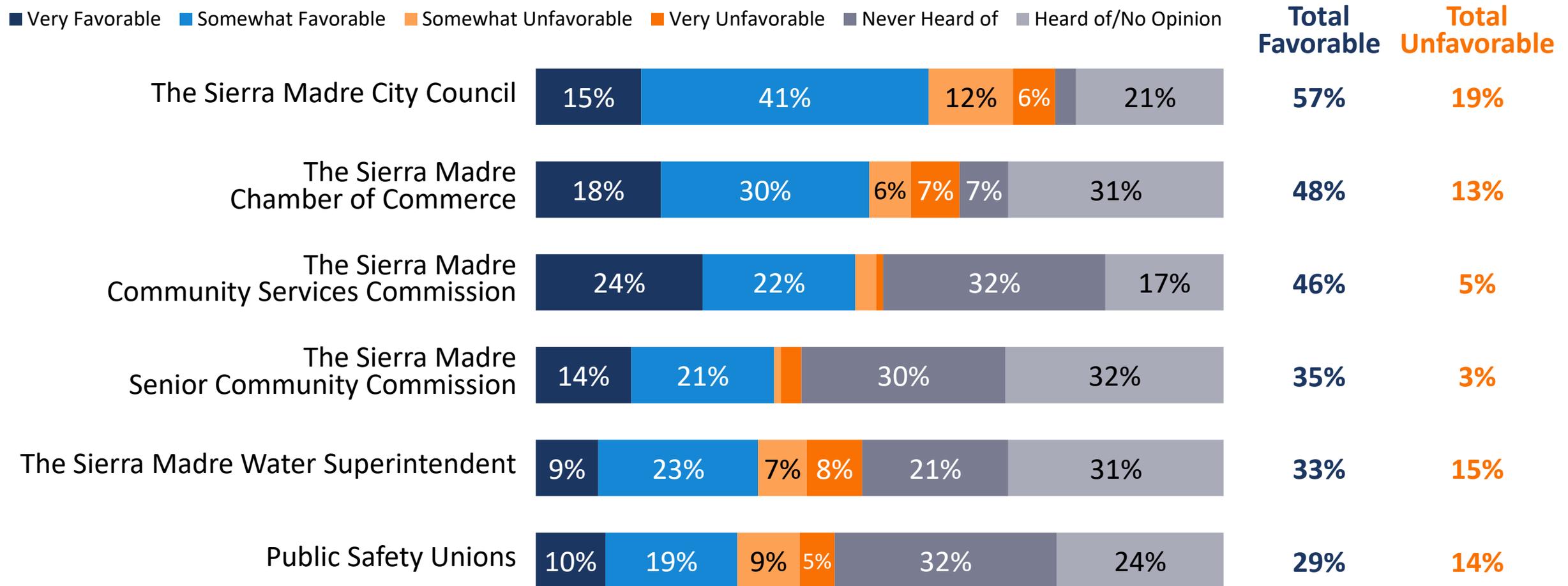


Local small business owners and the city's first-responders are well-regarded and two-thirds have a favorable opinion of Sierra Madre city government.

Next, here are some names of groups and organizations active in public life. For each one, please indicate whether you have a favorable or unfavorable opinion of that group or organization.

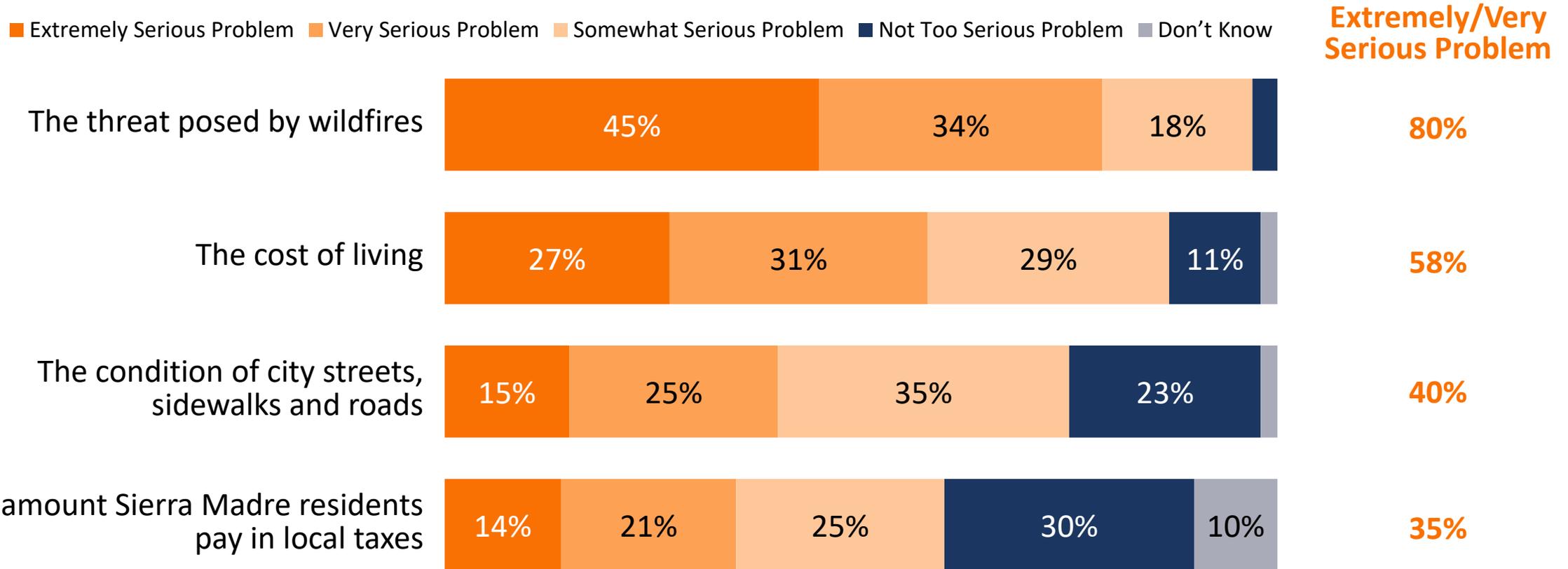


Voters rate the City Council favorably by a three to one margin; other local organizations are viewed positively among voters who hold opinions.



Nearly a year after the Eaton Fire, Sierra Madre voters remain deeply concerned about the threat of wildfires.

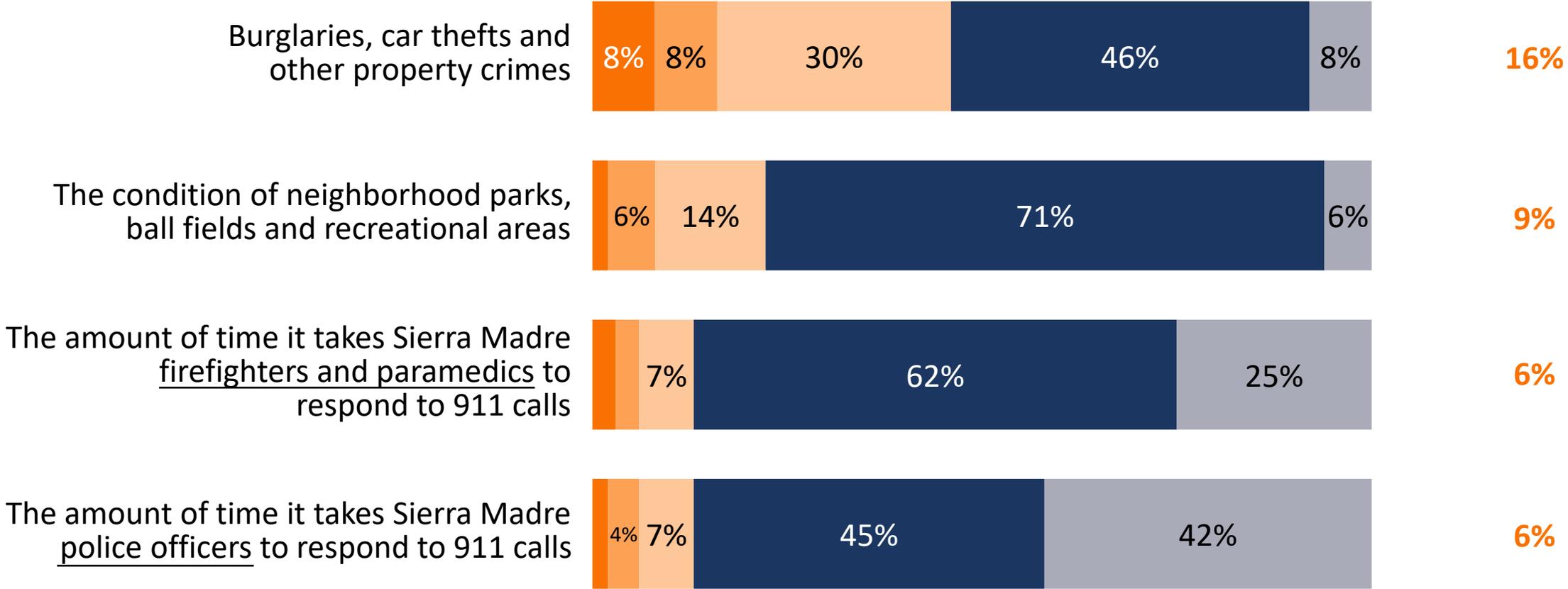
Next, please consider the following issues that some people suggest are problems facing Sierra Madre. For each one, please indicate whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or a not too serious problem for Sierra Madre residents.



Few residents consider crime, the condition of local parks and 911 response times to be significant problems in Sierra Madre.

Extremely Serious Problem Very Serious Problem Somewhat Serious Problem Not Too Serious Problem Don't Know

Extremely/Very Serious Problem



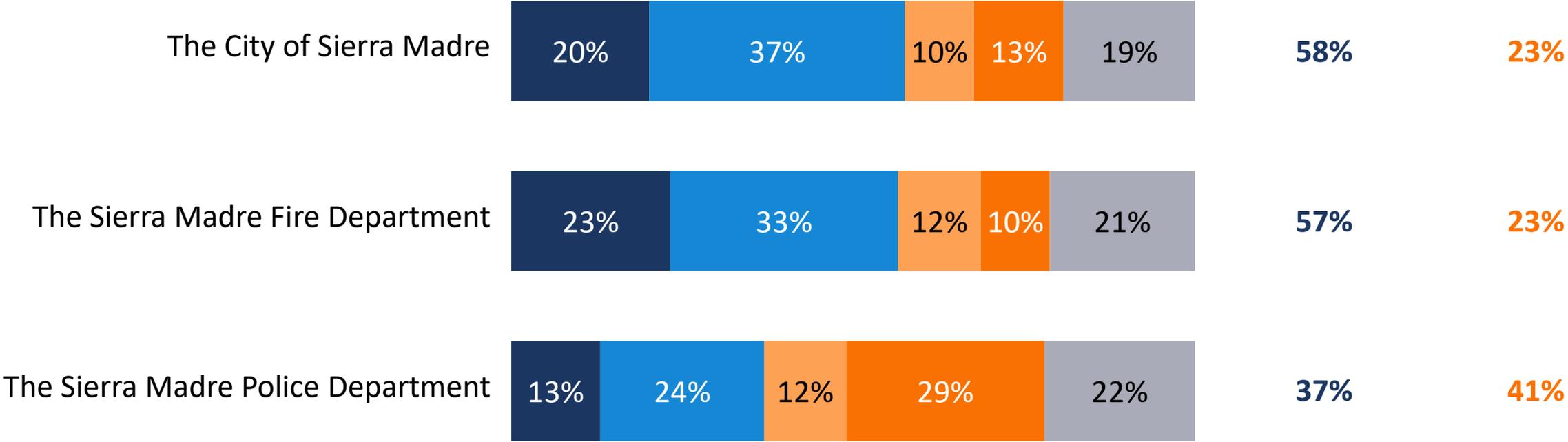
Nearly six in ten believe the City of Sierra Madre and its fire department have a significant need for additional funding.

Generally speaking, would you say that _____ has a great need for additional funding, some need, a little need, or no real need for additional funding?

■ Great Need ■ Some Need ■ A Little Need ■ No Real Need ■ Don't Know

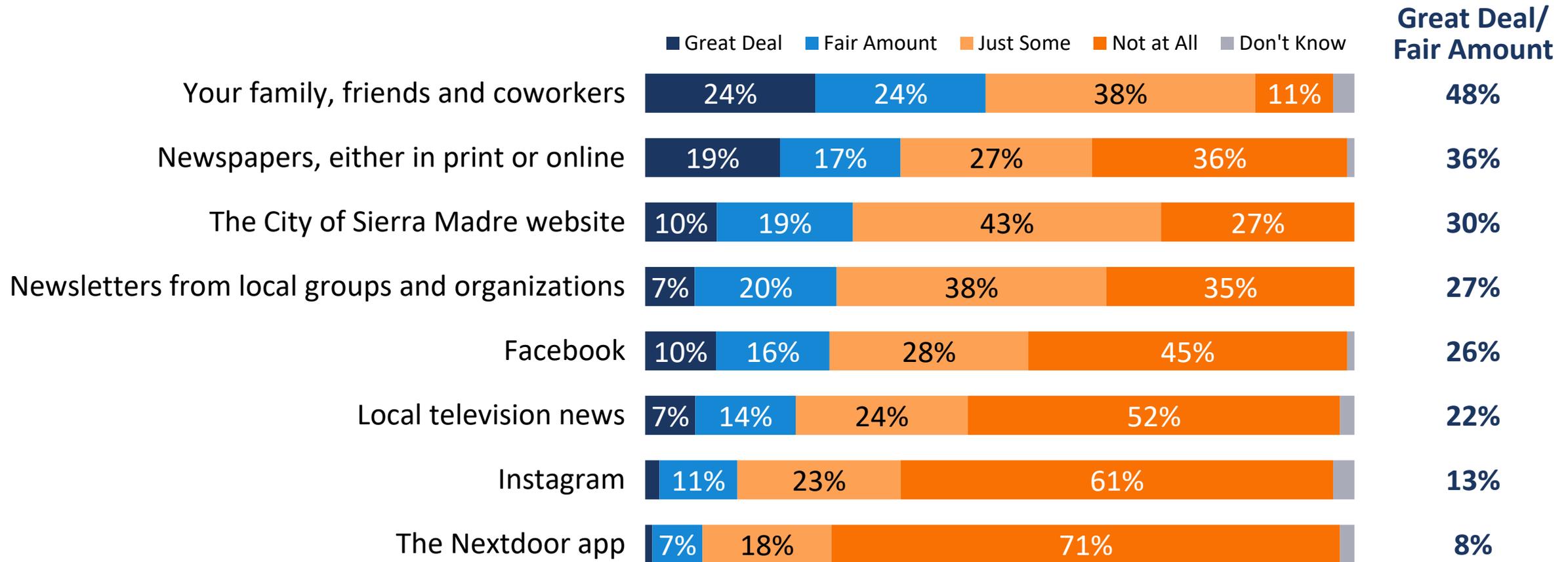
Great/Some Need

A Little/No Real Need



Sierra Madre residents rely on a variety of sources for news and information about their community.

For each of the following, please indicate if you personally rely on it a great deal, a fair amount, just some, or not at all for local news and information about Sierra Madre.



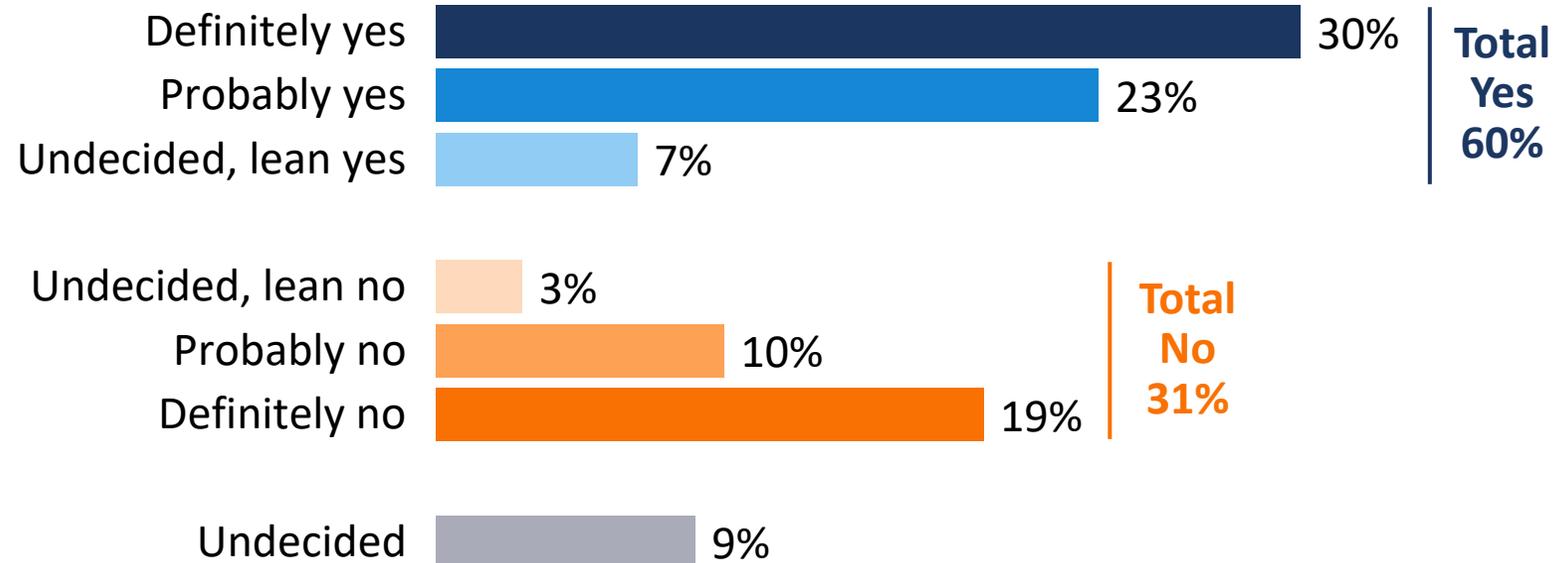


Initial Reaction to a Hypothetical City of Sierra Madre Ballot Measure

Hypothetical Ballot Measure Language

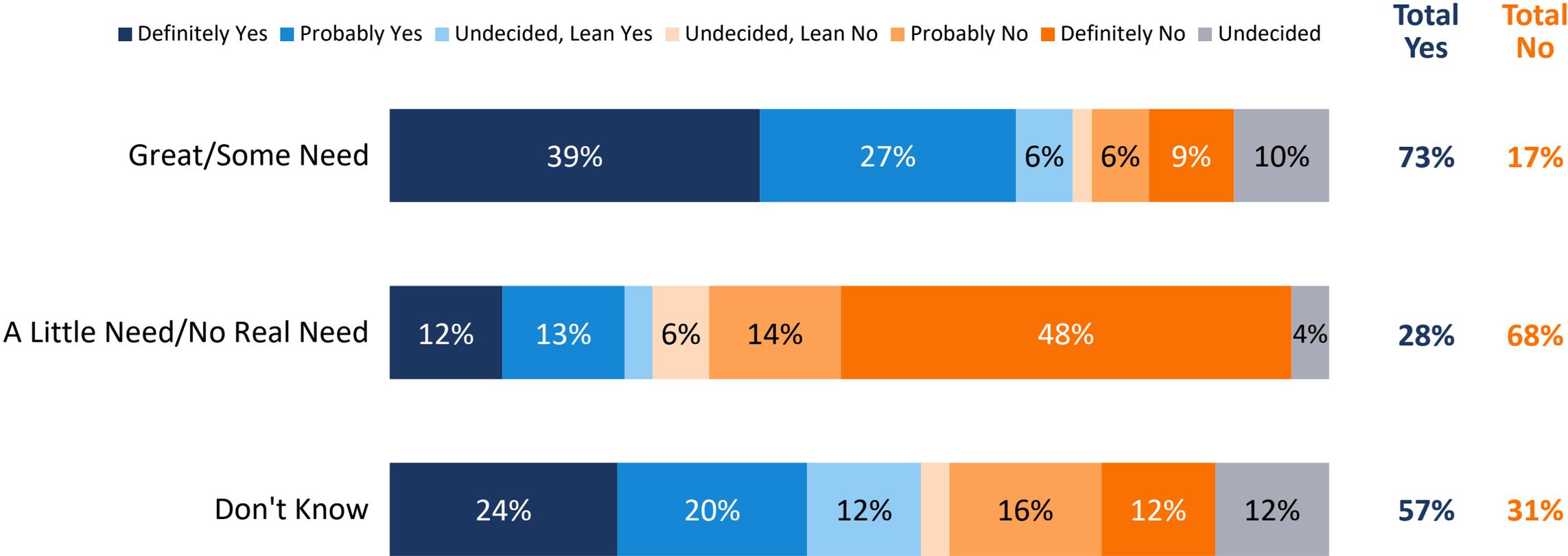
(Two-thirds requirement for passage. Ballot Question reviewed by City Attorney)

SIERRA MADRE COMMUNITY HEALTH AND SAFETY MEASURE. Shall the ordinance to stabilize City of Sierra Madre community safety; prevent cuts to 911 emergency response services, firefighter/paramedic/police staffing levels; fix potholes/roads; upgrade storm drain to protect groundwater; maintain libraries, parks, and other community health/safety services used by levying 9¢ per square foot of certain parcel improvements, providing \$4,800,000 annually, until ended by voters, exempting low-income seniors, requiring audits, spending disclosure, all funds used locally, be adopted?



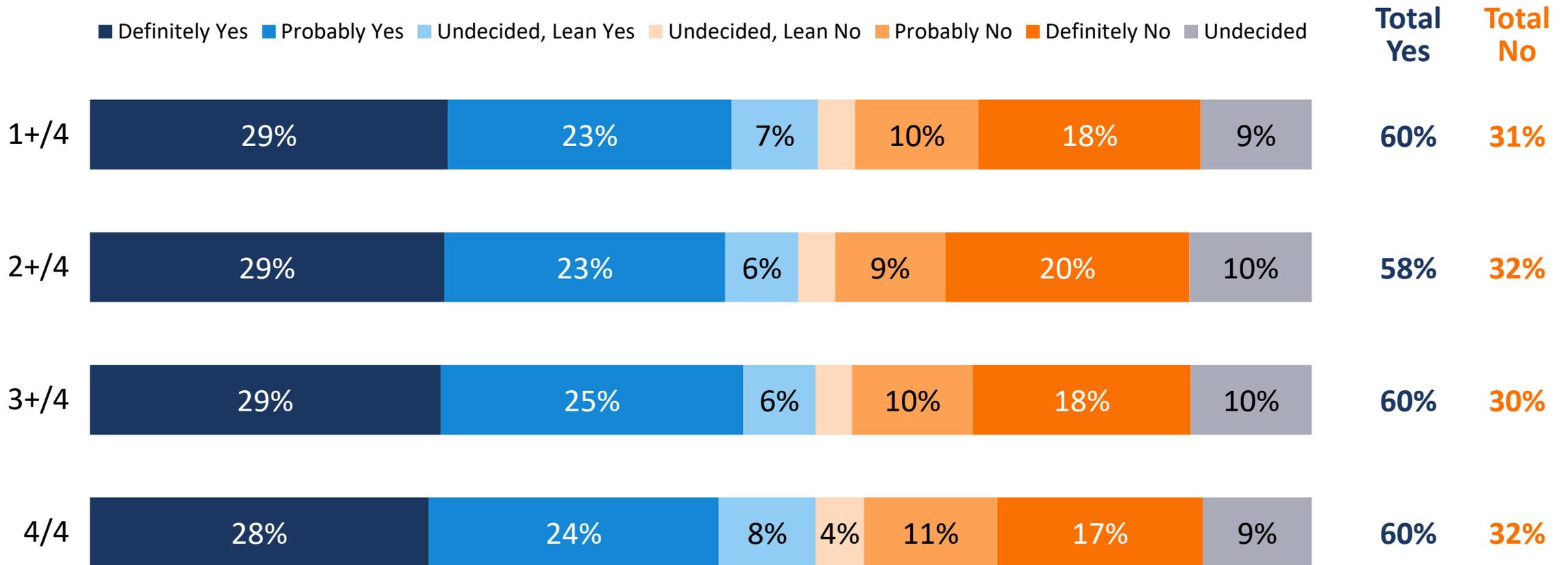
A Supermajority Recognize the Need for Additional Funding.

Initial Vote by City of Sierra Madre Need for Funding



Support is consistent among the broader electorate that turns out in November general elections.

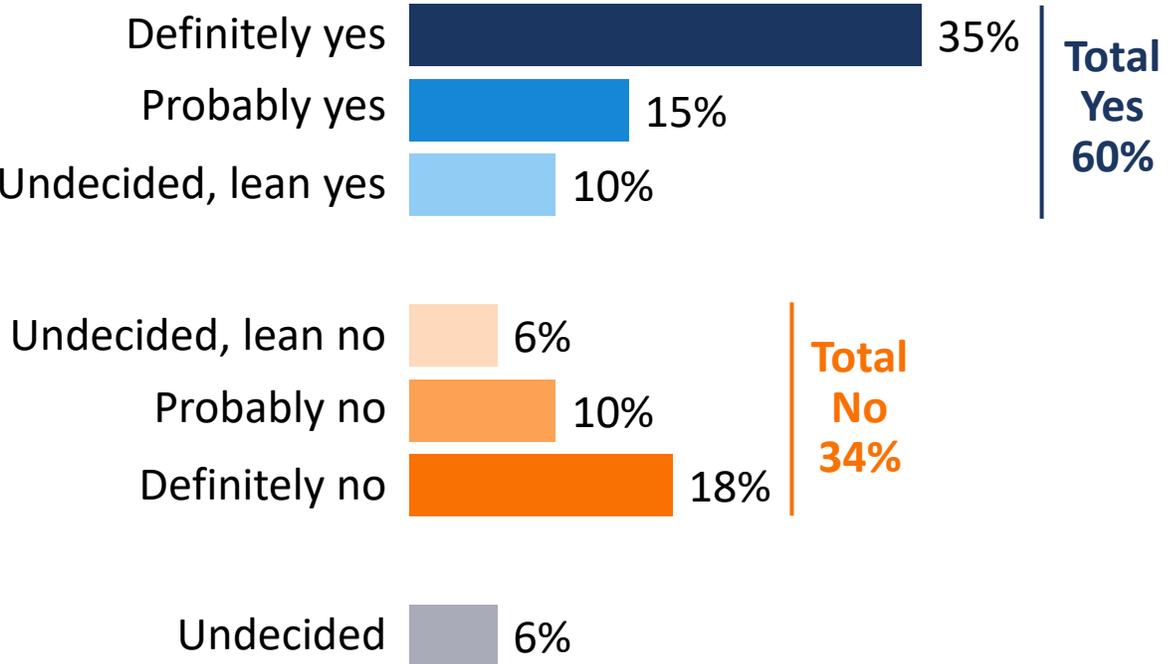
Initial Vote by General Election Participation



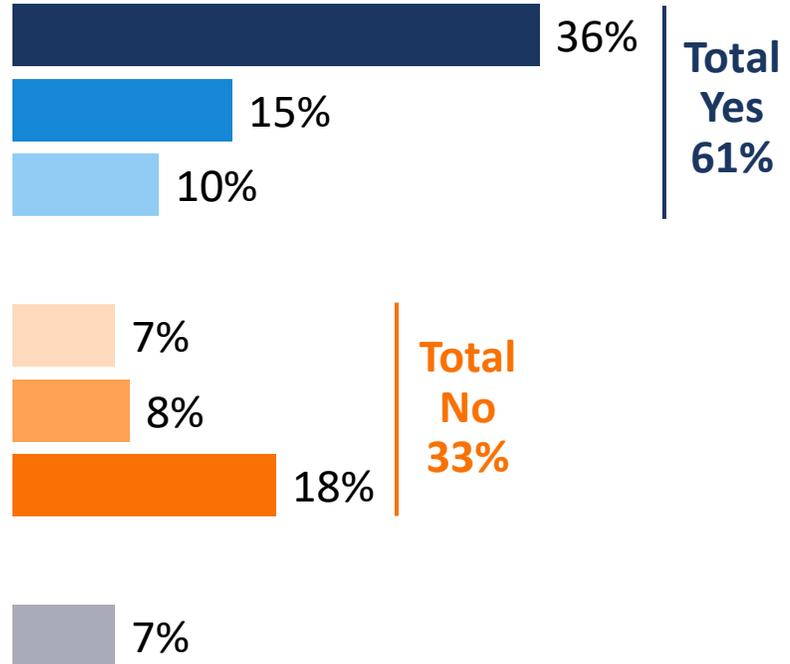
Lowering the assessment rate does not increase total support, but does impact support intensity.

If the SIERRA MADRE COMMUNITY HEALTH AND SAFETY MEASURE levied ___ to prevent cuts to Sierra Madre's 911 emergency response, fire protection, paramedic and public safety services, would you vote yes in favor or no to oppose?

7¢ Per Square Foot of Certain Parcel Improvements Raising \$3,800,000



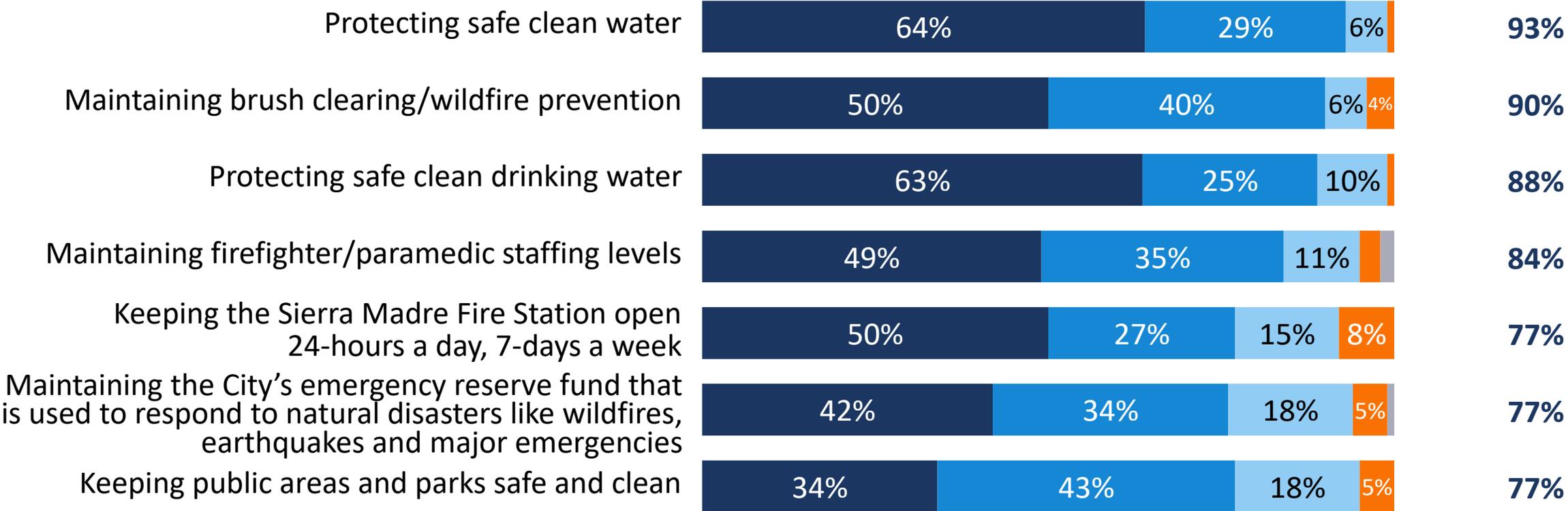
6¢ Per Square Foot of Certain Parcel Improvements Raising \$3,200,000



Sierra Madre residents prioritize city services that focus on clean water, wildfire prevention and maintaining a well-staffed Fire Department to provide the community with quality emergency services.

Next, here are different City of Sierra Madre services. For each one, please indicate how important each one is to you personally: extremely important, very important, somewhat important, or not too important.

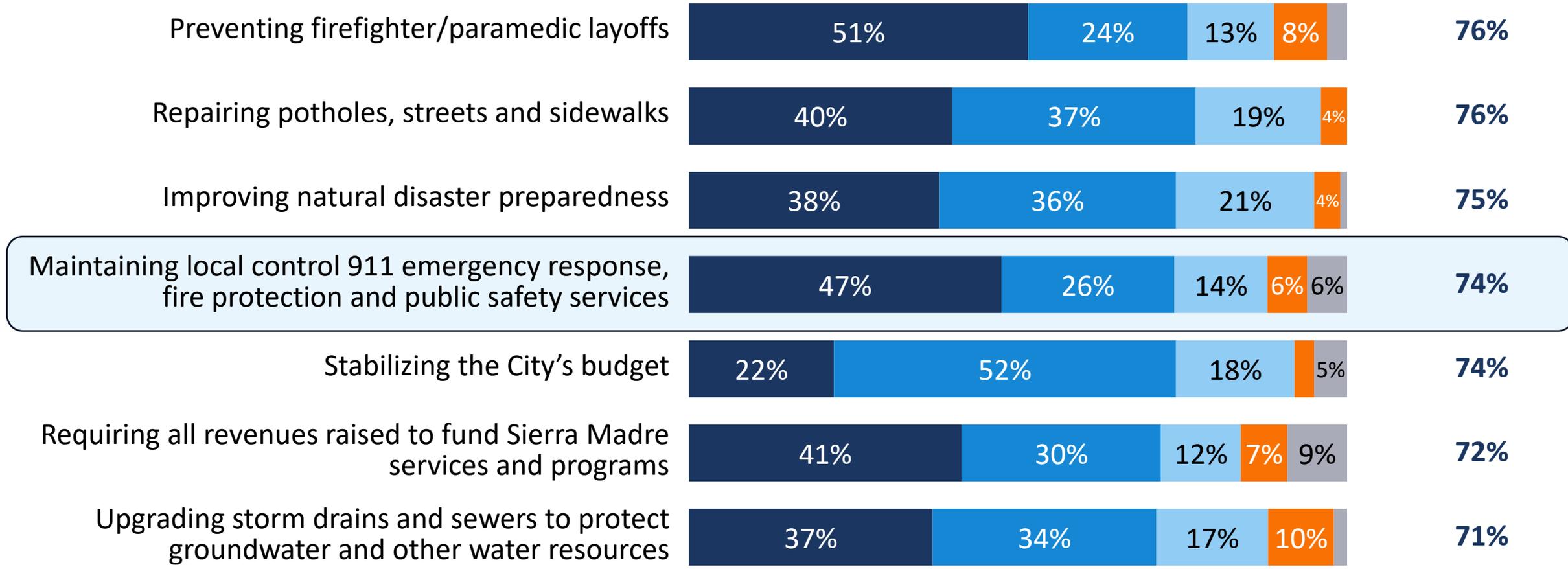
■ Extremely Important
 ■ Very Important
 ■ Somewhat Important
 ■ Not Too Important
 ■ Don't Know
 Extremely/Very Important



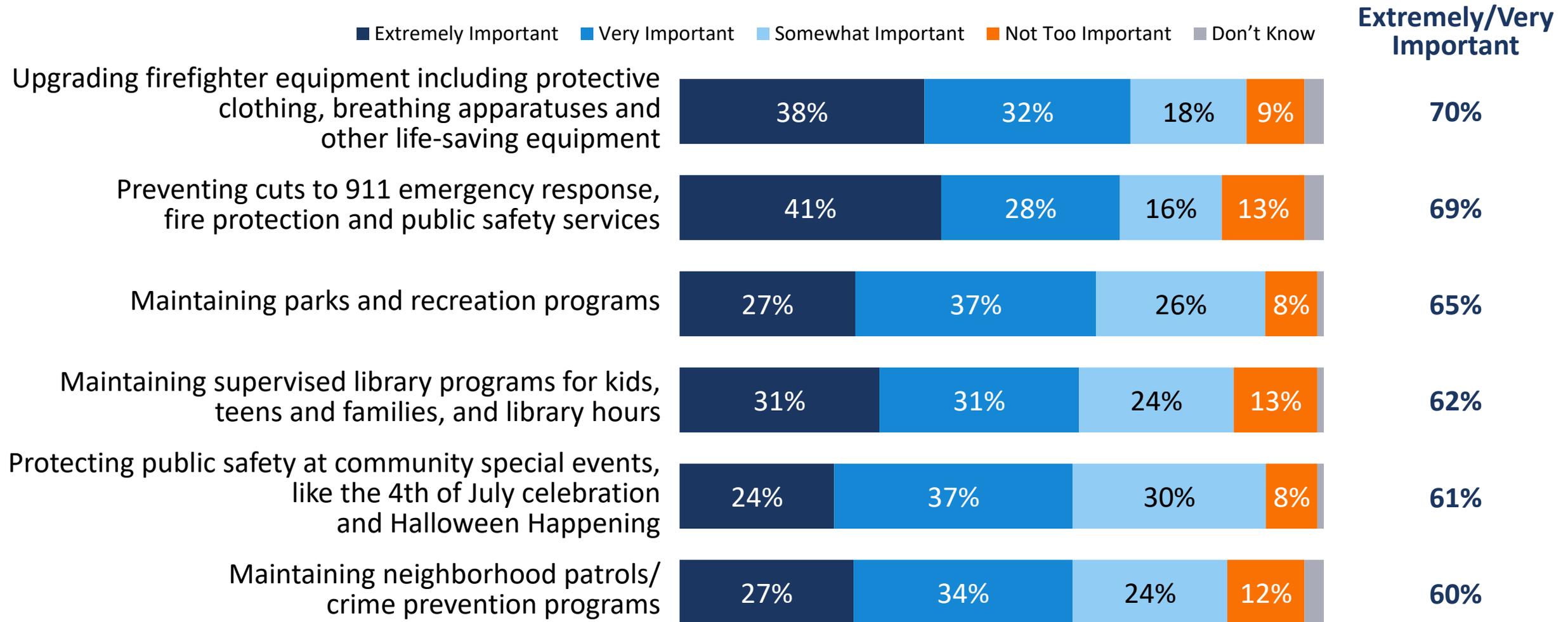
Nearly half say it is “extremely important” to maintain local control of 911 public safety services.

Extremely Important Very Important Somewhat Important Not Too Important Don't Know

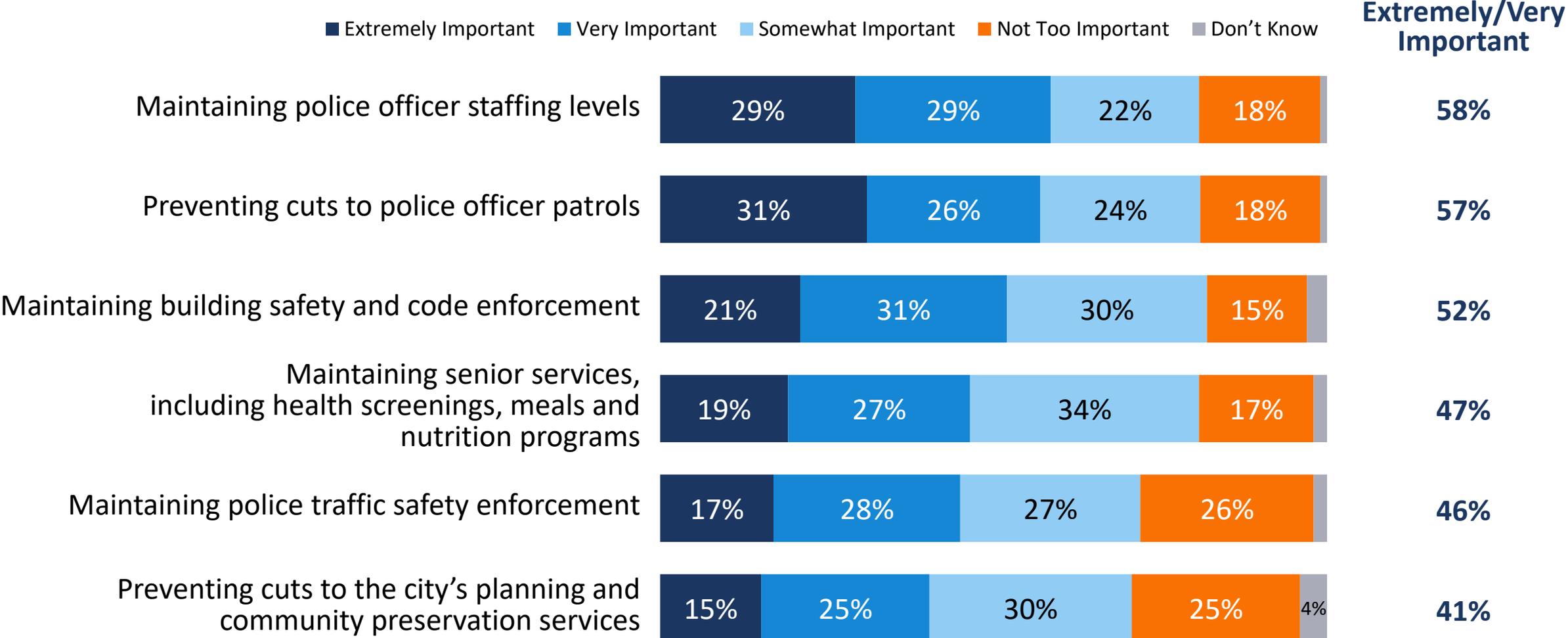
Extremely/Very Important



Seven in ten also identify investing in firefighter equipment as a highly important use of city resources.



Respondents prioritize funding police services, though not with the same degree of intensity they exhibit for fire protection and paramedic response.





The Impact of Information

Educational Statements

Ranked by Percentage Saying VERY Convincing Reason to Vote Yes

67%

(EATON FIRE/DISASTER PREPAREDNESS) The Eaton Fire made it clear that maintaining Sierra Madre's full-time, professional Fire Department is critical for local disaster response. Unlike other foothill communities that contract with LA County, Sierra Madre firefighters are stationed here 24-7 so they can respond quickly and provide effective 911 services that save lives, protect homes and help to stop brushfires from erupting out of control.

42%

^(911 CALLS) Over the past five years, 75% of all 911 calls in Sierra Madre are for medical emergencies such as heart attacks, strokes, and car accidents. When seconds matter in a life-threatening situation, this measure will ensure we continue to have enough on-duty local first-responders with the training and resources to provide fast and effective life-saving emergency services.

42%

(LOCAL CONTROL) As a small city, Sierra Madre must be independent and self-reliant — larger cities like LA get the bulk of money from the state. And, in an emergency, first-responders go to big cities first. Passing this measure will strengthen local control by keeping our tax dollars in Sierra Madre and the law prohibits them from being taken by the state or federal government.

33%

^(ACCOUNTABILITY) This measure requires strict accountability requirements to ensure transparency and public oversight. This includes independent annual financial and performance audits, prohibiting Sacramento from taking any of the funds, and local control so every dollar raised is used in Sierra Madre to make sure funds are spent efficiently, effectively, and as promised.

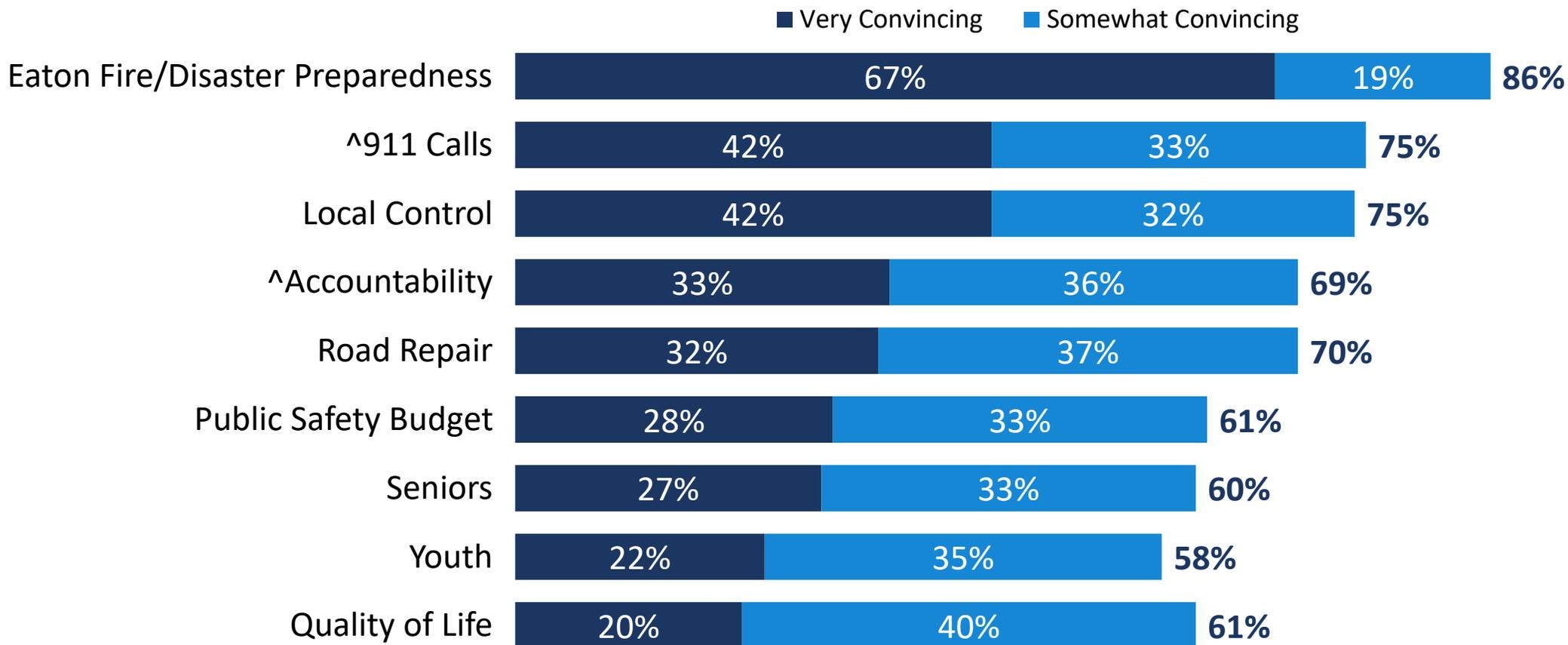
Educational Statements, Continued

Ranked by Percentage Saying VERY Convincing

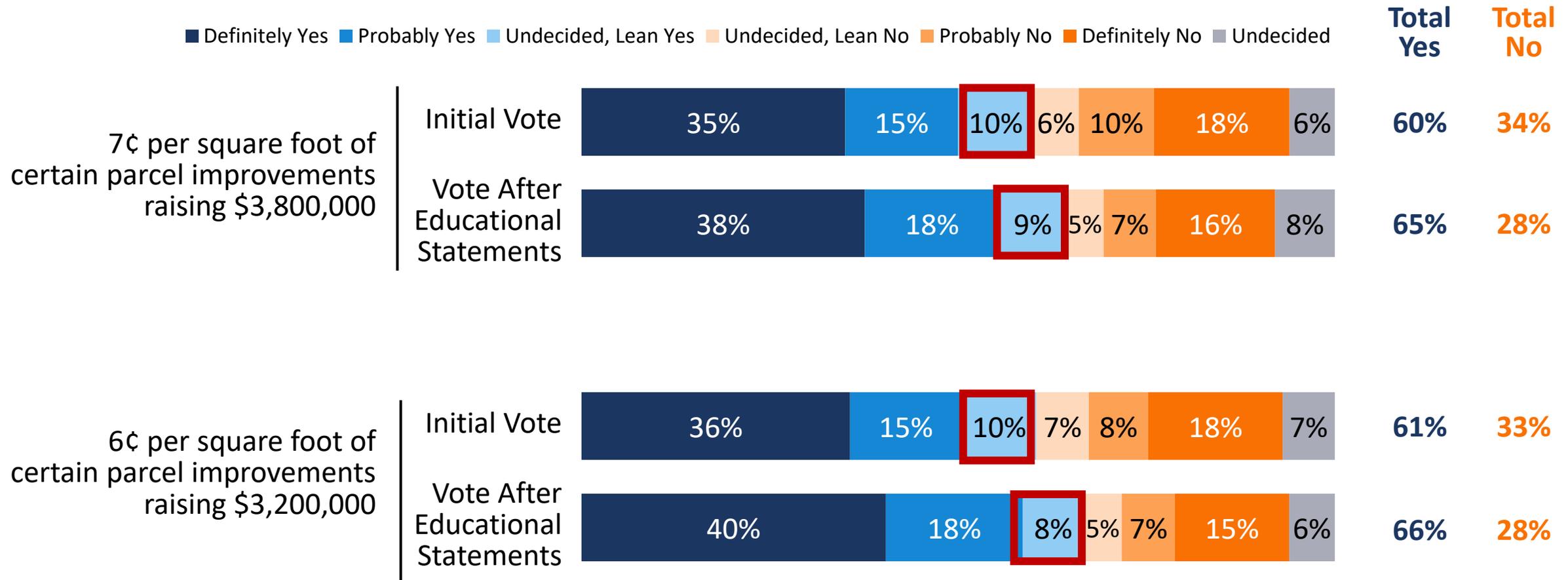
32%	<p>(ROAD REPAIR) According to independent experts, 41% of Sierra Madre’s roads are rated fair, poor, or very poor. This makes our commute times longer, adds wear and tear on our cars, and slows down emergency response services when every second counts. This measure will help increase repair of our local roads, which will only continue to deteriorate further, become more expensive to fix and help first responders reach neighborhoods faster.</p>
28%	<p>(PUBLIC SAFETY BUDGET) More than 60% of Sierra Madre’s annual budget goes to local public safety services — 911 emergency medical response, fire protection and policing. Passing this measure will make sure that the City has the resources to retain trained and qualified firefighters, paramedics and police officers who are essential to keeping our neighborhoods safe and protecting residents’ quality of life.</p>
27%	<p>(SENIORS) This measure would help maintain senior services including supporting healthy hot and nutritious meals, programs to promote health and fitness, and maintain senior transportation programs so that seniors can age in place.</p>
22%	<p>(YOUTH) This measure will help maintain and expand funding for thousands of Sierra Madre children and youth who participate in City-run and supervised library and recreation programs. These programs provide our community's kids safe places to go with quality recreation and education programs that families rely upon.</p>
20%	<p>(QUALITY OF LIFE) People live in Sierra Madre because it offers a better quality of life and better services than other nearby communities. Passing this ballot measure will maintain vital community health and safety services, like emergency response services, street repairs, and parks, supervised programs for local youth and hot meals for seniors - to make our community a healthy and safe place to live and raise a family.</p>

Wildfire response and prevention, providing medical emergency response services and preserving Sierra Madre's independence within the broader LA County region resonate with strongly with residents.

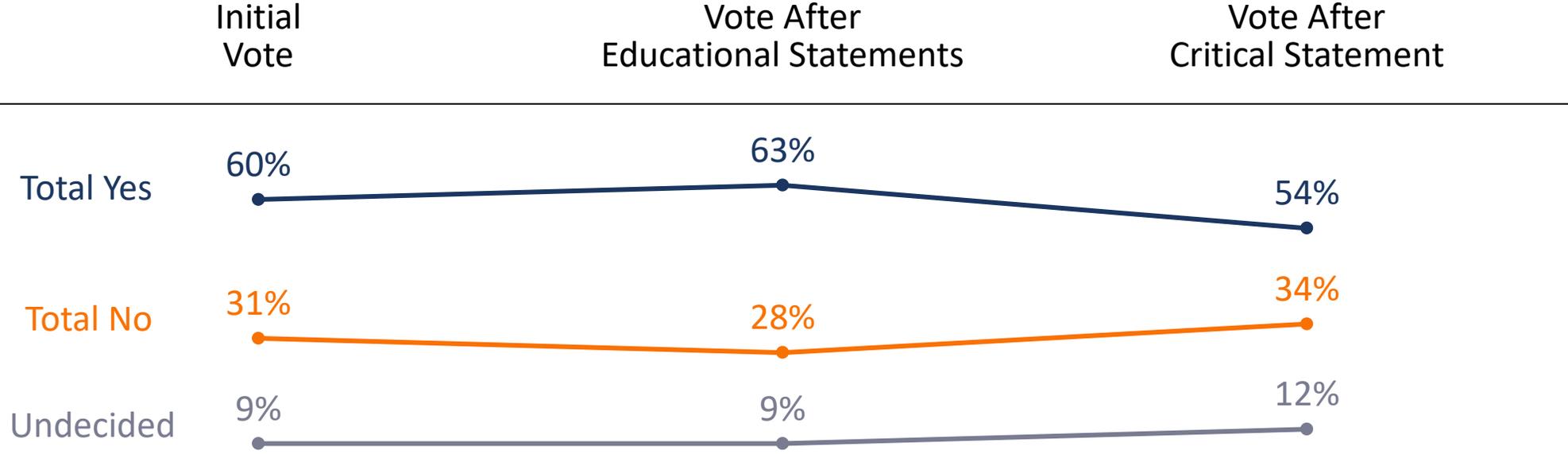
(Ranked by Percentage Saying VERY Convincing Reason to Vote Yes)



A lower assessment rate does not clear the 66.67% passage threshold outside the Margin of Error, and support is soft.

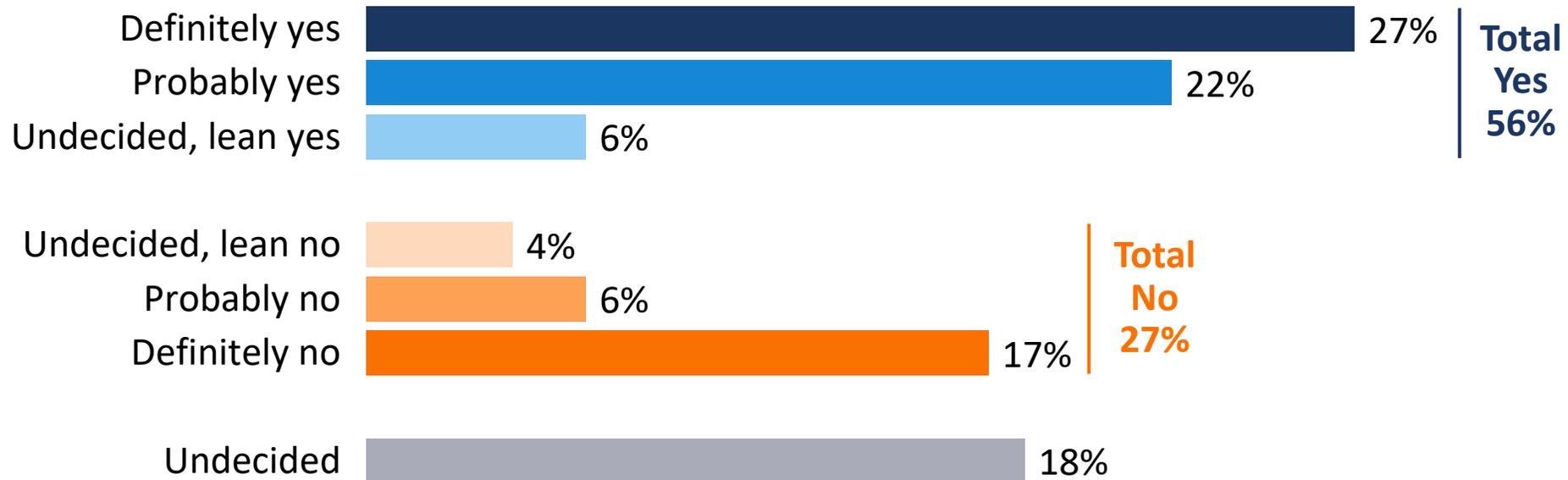


At no point in the survey does a hypothetical measure clear the 66.67% threshold required for passage.



A majority supports a no-tax increase Gann Limit ballot measure, though the undecided response suggest resident education on this mechanism is warranted.

Shall the measure adjusting the City of Sierra Madre’s appropriations limit to allow increased budgeting of City revenues for general governmental purposes, including 911 response, fire protection, emergency medical services, community policing; upgrading storm drains to protect local groundwater supplies; repairing potholes/repaving streets; maintaining library programs, parks, youth recreation, seniors services, building safety/code enforcement; natural disaster preparedness for four years (this measure doesn’t increase taxes or impose a new tax), be adopted?





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