

A portrait of Rachelle Arizmendi, a woman with dark hair, smiling, wearing a dark blazer, a pearl necklace, and a pearl earring. The background is a soft, out-of-focus green.

# Rachelle Arizmendi

for Sierra Madre City Council

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***“I will always give priority  
to the quality of life  
in our neighborhoods.”***

***– Rachelle Arizmendi***

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# *Uniquely Qualified*



**Rachelle Arizmendi** was born in Carmel, California and is a graduate of San Diego State University (two bachelor's degrees) and Eastern Illinois University (master's degree).

For the last 14 years, Rachelle has been the Education Project Director for a large non-profit organization, managing an annual budget of over \$20 million and 300 employees serving thousands of children and their families at 27 schools.

In addition to her full-time job, Rachelle is an Adjunct Faculty member at Pasadena City College. She is also a Board Member on several non-profits, and serves as a member on the LA Child Care Planning Committee, PBS So Cal Advisory Committee, and the Advisory Board for the CA Department of Education and Head Start Collaborative Office.

Rachelle and her husband made Sierra Madre their home 7 years ago.



Rachelle has served on the City of Sierra Madre's Community Services Commission since 2009. In her role as a Sierra Madre Commissioner, Rachelle has worked to enhance and improve the quality of life throughout Sierra Madre. The Community Services Commission is responsible for overseeing Sierra Madre's parks, public facilities, transportation, community communication, and matters relating to Sierra Madre's recreational and service needs.

# *Keep Sierra M*

# *Protecting Our Quality of Life*

**City of Sierra Madre, California**

*Village of the Foothills*

## **Comprehensive Annual Financial Report**



For the Year Ending June 30, 2013

## **Enforcing Fiscal Discipline**

**No other candidate has  
Rachelle's financial experience.**

As a business professional managing over 300 employees and a budget of \$20 million, Rachelle has the knowledge and experience to establish and enforce fiscal discipline. The City of Sierra Madre must learn to live within its means without tax increases. The city's unfunded pension liability is a growing problem that must be solved. Rachelle will work cooperatively with city employees to find a solution that minimizes the burden on taxpayers.

## **Limit and Control Development**

To protect home values and our quality of life, Sierra Madre must limit and control development. Rachelle will advocate for ordinances, zoning codes and building regulations that will prevent our neighborhoods from being overrun with homes oversized for their parcels or homes not in harmony with their neighborhoods. She will also protect our hillsides and canyons from development and strictly enforce our Hillside Management Zone Ordinance.

## **Keep Downtown Neighborhood Friendly**

Our downtown should be a unique place that nurtures our sense of community and small town character. It should be a comfortable place that is attractive, interesting and safe with places to sit or walk in a relaxed atmosphere. Rachelle supports a pedestrian friendly environment and bicycle safe streets.

## **Strengthen Neighborhood Schools**

The city should be more proactive in supporting and working collaboratively with our neighborhood schools. Rachelle will work cooperatively with the PUSD to make sure Sierra Madre receives its fair share of resources. She believes we all benefit when we have good quality neighborhood schools. Rachelle is endorsed by the organization representing PUSD teachers.

# *Madre Great!*

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# *Keep Sierra Madre Great!*

## **Public Safety**

Sierra Madre must remain a safe place for families and seniors. I will work proactively with our police department and community members to effectively address our problems. Of particular concern are serious crimes committed by nonresidents. I will also work to promote fire safety in our canyons and hillsides.

## **Neighborhood Protection**

I will work to protect our hillsides, canyons, home views, and wildlife. I am committed to maintaining Sierra Madre's small town atmosphere.

## **Water**

Historically, Sierra Madre was able to obtain adequate and quality water from local groundwater wells and natural spring tunnels. Because these supplies have run dangerously low, Sierra Madre now imports a portion of its water. During the last ten years, Sierra Madre has spent \$20 million to improve its water infrastructure. Yet, significant repairs are still necessary. The funding has been a combination of Federal Grants, loans from other water districts, and bonds (borrowed dollars).

As the only candidate with direct and successful experience in obtaining Federal grants, I will work with city staff to maximize funding from Grant Sources with the goal of eliminating Sierra Madre's debts.