

**ORDINANCE NO. 611-24**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MURRIETA, CALIFORNIA, AMENDING THE COMPENSATION OF THE CITY COUNCIL**

Summary: This ordinance amends the compensation rate for members of the City Council, effective January 1, 2025.

**WHEREAS**, Government Code section 36516 sets the maximum rate of compensation of council members for cities with a population between 75,000 and 150,000 at \$1,900.00 a month and permits that amount to be increased at a rate not to exceed 5% for each calendar year from the operative date of the last adjustment; and

**WHEREAS**, On November 2, 2010, City of Murrieta (“City”) voters passed Measure D, placing limits on City Council members compensation to 15% of the City’s annual median/family income; and

**WHEREAS**, the City’s Municipal Code section 2.04.050(A) establishes a stipend for City Council members limited to fifteen percent (15%) of the median family/household income; and

**WHEREAS**, on November 15, 2022, the City Council adopted Ordinance No. 585-22, which increased the monthly stipend from \$1,134.20 to \$1,246.94, which was approximately a 9.94% increase; and

**WHEREAS**, the 2024 base figure for median family income in Murrieta is \$122,990 per year, as shown in the attached Median Family Income Study prepared by The Retail Coach (Exhibit 1), fifteen percent of which is \$1,537.38 per month; and

**WHEREAS**, the fifteen percent (15%) of the median family/household income of \$1,537.38 per month does not exceed the maximum amount permitted under State law; and

**WHEREAS**, Government Code section 36516.5 restricts council member compensation adjustments to the beginning of a new term in office for one or more members.

**NOW, THEREFORE, THE CITY COUNCIL OF MURRIETA, CALIFORNIA, DOES HEREBY ORDAIN AS FOLLOWS:**

**SECTION 1. CITY COUNCIL COMPENSATION.**

Effective January 1, 2025, the base monthly stipend for the City Council is increased from \$1,246.94 to \$1,537.38, pursuant to the provisions of Government Code section 36516 and the City’s Municipal Code section 2.04.050.

SECTION 2. EFFECTIVE DATE.

This ordinance shall take effect thirty (30) days after its adoption.

SECTION 3. SEVERABILITY.

If any provision of this ordinance or the application thereof to any person or circumstance is held invalid, such invalidity shall not affect other provisions or applications, and to this end the provisions of this ordinance are declared to be severable.

SECTION 4. NOTICE OF ADOPTION.

The City Clerk shall certify to the adoption of this ordinance and shall publish a summary of this ordinance and post a certified copy of the full ordinance in the office of the City Clerk at least five (5) days prior to the adoption of the proposed ordinance; and within fifteen (15) days after adoption of the ordinance, the City Clerk shall publish a summary of the ordinance with the names of the council members voting for and against the ordinance.

**PASSED AND ADOPTED** this 15th day of October, 2024.

\_\_\_\_\_  
Lori Stone, Mayor

ATTEST:

\_\_\_\_\_  
Cristal McDonald, City Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
Tiffany J. Israel, City Attorney

STATE OF CALIFORNIA )  
COUNTY OF RIVERSIDE )§  
CITY OF MURRIETA )

I, Cristal McDonald, City Clerk of the City of Murrieta, California, do hereby certify that the foregoing Ordinance No. 611-24 was duly passed and adopted by the City Council of the City of Murrieta at the regular meeting thereof, held on the 15th day of October, 2024, and was signed by the Mayor of the said City, and that the same was passed and adopted by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

\_\_\_\_\_  
Cristal McDonald, City Clerk

**Certificate of Publication**

STATE OF CALIFORNIA )  
COUNTY OF RIVERSIDE )§  
CITY OF MURRIETA )

I, Cristal McDonald, City Clerk of the City of Murrieta, California further certify that the summary of Ordinance No. 611-24 was duly published according to law and the order of the City Council of said City and the same was so published in *Press Enterprise*, a newspaper of general circulation on the following dates:

Introduced Ordinance:

Adopted Ordinance:

In witness whereof, I have hereunto subscribed my name this \_\_\_ day of \_\_\_\_\_, 2024.

\_\_\_\_\_  
Cristal McDonald, City Clerk

**Scott Agajanian**  
**Director of Economic Development**  
**City of Murrieta**  
**1 Town Square**  
**Murrieta, CA 92562**

Dear Mr. Agajanian,

The Retail Coach, LLC has been engaged by the City of Murrieta to provide the best estimate of current family income for residents of the City. Historically, third-party vendors of demographic data typically included these statistics in their demographic reports. However, beginning with the 2010 Census, that statistic is no longer collected in the Census form. It is now estimated by the Census Bureau based on the results of the ongoing American Community Survey and no longer provided by third-party demographic vendors.

In the case of the City of Murrieta, income estimates are based on the results of the surveys of 28,001 families within the community, collected over the 2018 - 2022 period. The data has been adjusted to provide a figure in 2022 inflation-adjusted dollars, and the results of the survey in Murrieta have a margin of error of 8.18% for median family income and 7.37% for average family income.

To arrive at accurate figures for 2024, The Retail Coach, LLC has adjusted the statistics using the Consumer Price Index - All Urban Wage Earners for the U.S., which increases the base-year figures by 3.0% to June 2024 (the most-recent month for which the statistic is available.)

As shown in the table following, in 2022, the base figure for median family income in Murrieta is \$119,408. With the margin of error factored in, the figure could range from \$102,444 to \$136,372.

**CITY OF MURRIETA, CALIFORNIA  
CURRENT FAMILY INCOME ESTIMATES**

<i>Income Statistic</i>	<i>2022 Base Figure*</i>	<i>Margin of Error +/-</i>	<i>Low Estimate</i>	<i>High Estimate</i>	<i>Figure in 2024**</i>	<i>Low 2024**</i>	<i>High 2024**</i>
Median Family Income, Past 12 Months	\$119,408	\$16,964	\$102,444	\$136,372	\$122,990	\$112,935	\$133,046

*\*Base figure calculated by the U.S. Census Bureau in 2022 inflation-adjusted dollars, representing an average of responses to the U.S. Census Bureau, American Community Survey over the 2018-2022 period.*

*\*\*Adjusted from 2022 to 2024 utilizing U.S. Consumer Price Index-All Urban Wage Earners.*

*Sources: U.S. Census Bureau, American Consumer Survey (retrieved July 2024); The Retail Coach, LLC.*

Please contact us if you have any questions about the data sources or methodology utilized in this analysis. The attached chart is an export of the data pulled from the U.S. Census Bureau American FactFinder website.

Thank you,

**Charles Parker**  
**Project Director - The Retail Coach, LLC**

**DISCLAIMER**



The Retail Coach, LLC has used reasonable skill and care in preparing this report, and while the information contained herein is believe to be reliable, The Retail Coach, LLC does not guarantee or warrant its accuracy or completeness. The Retail Coach, LLC shall not be responsible nor liable for any loss of profit, business, revenues or any special indirect or consequential damage of any nature whatsoever, or loss of anticipated saving, or for any increased costs sustained by the client or his/her agents arising in any way, whether directly or indirectly, as a result of reliance on this report or of any error or defect herein. The Retail Coach, LLC makes no warranty whatsoever, either express or implied, as to the accuracy of any data used in preparing this report including but not limited to any projections contained in this report which are necessarily of a subjective nature and subject to uncertainty. The findings, conclusions and recommendations set forth in this report constitute only The Retail Coach, LLC's opinion as to likely future trends or events based on information known to The Retail Coach, LLC at the date of issuance of this report.

This report is intended for use only by the client for whom it was prepared and shall not be quoted or made public in any way without The Retail Coach, LLC's written consent. The Retail Coach, LLC shall not in any circumstance whatsoever be liable to any other person/entity for any claim, expense, loss or damage arising in any way as a result of reliance on this report.

## **About The Retail Coach**

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## **Acknowledgements**

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSATM, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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