



NEWS RELEASE

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For Immediate Release

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SIERRA MADRE LAUNCHES NEW WEBSITE

March 2, 2026 – The City of Sierra Madre is proud to announce the launch of its redesigned website at sierramadreca.gov, which went live on February 24th. The new site makes it faster and easier for residents, businesses, and visitors to find City services, get answers, and stay connected with their community.

The redesign focuses on what residents need most: a clean, intuitive layout that works seamlessly on any device — phone, tablet, or desktop. Improved search functionality means fewer clicks to find permits, meeting agendas, utility information, and more.

One standout feature is Sierra, the City's new AI-powered chatbot. Available around-the-clock, Sierra helps users quickly locate services and get answers to common questions without having to navigate multiple pages or wait for business hours.

The new site also debuts a Community Calendar, where local organizations can submit events directly for City review and publication — making it a one-stop resource for what's happening in town.

“This website reflects our commitment to transparent, accessible government.” said Mayor Kristine Lowe. “We want every resident to be able to connect with City Hall easily, whether they're paying a bill, attending a meeting, looking for information about building in town, or just finding out what's going on at Memorial Park.”

Visit the new City website at sierramadreca.gov.

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About Sierra Madre

Nestled against the scenic foothills of the San Gabriel Mountains and adjacent to the Angeles National Forest, Sierra Madre is a close-knit, village-like community with a population of just under 11,000. Located 15 miles northeast of downtown Los Angeles, Sierra Madre offers easy access to regional transportation corridors while maintaining the charm and tranquility of a small mountain town. The City is known for its historic downtown, iconic Wistaria vine, walkable neighborhoods, and vibrant community traditions, including its beloved Fourth of July and Mount Wilson Trail Race events. With its strong volunteer spirit, highly engaged residents, and a longstanding commitment to preserving its unique character, Sierra Madre continues to be recognized as one of the most desirable places to live in the San Gabriel Valley—offering a quality of life that truly feels like “Village Living in the Foothills.”

For more information, please visit sierramadrecalifornia.gov or follow us on Facebook and Instagram.



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