



NEWS RELEASE

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For Immediate Release

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SIERRA MADRE APPOINTS JERRY PRICE AS INTERIM POLICE CHIEF

September 28, 2026 – The Sierra Madre City Council has appointed veteran law enforcement executive Jerry Price to serve as Interim Chief of Police following the announcement of Police Chief Gustavo Barrientos' retirement.

The City Council approved Price's appointment at its September 8th City Council Meeting. Price brings more than 30 years of municipal law enforcement experience to Sierra Madre, including nearly a decade as Chief of Police for the City of La Habra.

"Jerry brings extensive experience leading a full-service municipal police department and understands the unique role local law enforcement plays in the community," said City Manager Mike Bruckner. "His experience and leadership will provide stability and continuity for the Police Department during this transition. I am confident that our officers, professional staff, and community will be well served under his leadership."

Price began his law enforcement career with the La Habra Police Department in 1991 and rose through the ranks from Police Officer to Chief of Police. As Chief, he led a department of more than 100 full-time employees serving a community of more than 62,000 residents and managed an annual budget exceeding \$20 million. His career includes leadership assignments in patrol, investigations, professional standards, emergency response, personnel and labor relations, and community policing.

Price holds a Master of Arts in Public Administration from California State Polytechnic University, Pomona, and a Bachelor of Science in Organizational Leadership from Azusa Pacific University. He also holds California POST Executive, Management, and Supervisory Certificates and has completed advanced executive leadership training through POST and the Senior Management Institute for Police.

“The Sierra Madre Police Department has a proud tradition of providing professional, community-focused law enforcement services,” Price said. “I am honored to have the opportunity to serve Sierra Madre and look forward to working alongside the men and women of the Department, City staff, and the community.”

Price will assume his duties as Interim Chief of Police beginning October 5th, and will serve in that role while the City determines its next steps for the permanent leadership of the Sierra Madre Police Department.

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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.”

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