NEWS RELEASE

Sierra Madre Fire Department
242 W. Sierra Madre Blvd.
Sierra Madre, CA 91024
(626) 355-5728

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For Immediate Release
Media Contact: sconchas@sierramadreca.gov

SIERRA MADRE FIRE DEPARTMENT SELECTS FIRST DEPUTY FIRE CHIEF

October 14, 2026 – The Sierra Madre Fire Department has selected Daniel Sifuentes as its first Deputy Fire Chief. Sifuentes brings more than 20 years of California fire service experience, with a background in fire prevention, emergency management, and emergency response.

The City Council approved the new position as part of the Fiscal Year 2026–27 budget in response to the Eaton Fire and the need to strengthen the City's emergency preparedness and Fire Department leadership. The fire reinforced the importance of preparing for major emergencies, reducing risks before an incident occurs, and having sufficient command staff to manage a prolonged response while maintaining daily operations.

"The creation of this position represents an important step forward for our Department and our commitment to protecting the community," said Fire Chief Bartlett. "Daniel brings the experience, leadership, and collaborative approach needed to strengthen our prevention efforts and build lasting community partnerships. I am excited to welcome him to Sierra Madre and look forward to working together to build a safer, more resilient community."

As the Department's second-in-command, Sifuentes will support Fire Chief Bartlett and lead the Department's Community Risk Reduction efforts. His responsibilities will include fire prevention, public education, emergency preparedness, and coordination with residents and regional partners.

Sifuentes' experience also includes code enforcement, fire engineering, program development, and mentoring personnel. He helped establish an emergency food distribution program in Torrance during the COVID-19 pandemic and coordinated damage assessment efforts following the March 2023 tornado in Montebello.

Sifuentes lives in Whittier with his wife and two children. He enjoys supporting his children's activities and maintaining an urban garden established in honor of his late father.

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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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