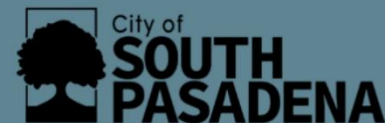




PRESS RELEASE



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FOR IMMEDIATE RELEASE

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City of South Pasadena Launches New Website

South Pasadena (Calif.) – The City of South Pasadena is excited to announce the launch of its new and improved municipal website, designed to provide residents with a more user-friendly, accessible, and visually appealing online experience. After months of diligent work by our Communications Division, we are proud to present a website that embodies a modern design and significantly enhances the way our community interacts with City services.

The website redesign was driven by valuable feedback from a communitywide communications survey in early 2023, that gathered over 500 responses. Many of the responses highlighted the need for a new website to better serve our residents, businesses, and visitors. The digital upgrade also aligns with the City's 2021-2026 Strategic Plan to develop and launch a strong Economic Development program, which included a new City website.

Key features of the new site include an intuitive search bar, increased consistency across pages, accessibility, multiple languages the website can be translated to, and easier navigation for visitors to find what they need as quickly as

possible. The Communications Division continued to work collaboratively with all departments and community members with feedback to ensure the website encompasses the needs of the City. We encourage the community to explore our new website by visiting: www.southpasadenaca.gov, and to send us any feedback at socialmedia@southpasadenaca.gov.

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