

COUNTYWIDE FIRE PREVENTION & RESPONSE PROPOSED MEASURE H, MARCH 2024



“Funding from a countywide measure will allow the Petaluma Fire Department to implement several significant improvements to emergency services. Several needs were recently confirmed during a comprehensive analysis of the Fire Department. We plan to use measure funds to staff a ladder truck and increase paramedic first-response. Funds would support the construction of a new Fire Headquarters to place the ladder truck in a more city-central location, improving response times, and improving rapid access to multi-story buildings in the downtown area. Current Fire Stations would receive funds for short- and long-term improvements to meet current code requirements, receive seismic improvements, expand to meet operational needs, and effectively accommodate a diverse workforce. This measure will also significantly support Petaluma’s neighboring fire agencies, allowing increased staffing and capacity to expand emergency assets and resiliency in the south county, helping wildfires from becoming major incidents that may impact the City.”

- **Jeff Schach**, Petaluma Fire Chief

REVENUE WILL PROVIDE THE FOLLOWING TO COUNTY RESIDENTS

- Recruitment and retention of local firefighters
- Improved response times
- Increased wildfire prevention, preparedness, and response
- Expanded paramedic services
- Infrastructure improvements
- Red flag and winter storm upstaffing
- Provide staffing to rural and underserved communities
- Supports an improved local dispatch center
- Enhanced vegetation management and fuels reduction
- Provides collaborative technology platforms

FREQUENTLY ASKED QUESTIONS

➤ How much will this tax generate?

This ½ cent sales tax is expected to generate approximately \$60 million annually to address the current and future funding challenges that face EVERY fire agency in the county.

➤ How will the expenditures be governed?

Revenue will go directly to fire agencies. Their governing bodies, either City Councils or District Boards will be responsible for ensuring that the funds are spent in accordance with the ordinance. Additionally, an independent oversight committee will review the expenditures of each agency.

➤ How much funding will my local fire department get?

Petaluma will directly receive 7.19 % of the annual tax revenue, estimated at roughly \$4.6 million including emergency dispatch fees.

➤ What will the funding be used for?

- Staffed Ladder Truck for specialty equipment, emergency access, and paramedic 1st-response.
- Funding for a new fire station and safety/operational improvements to current fire stations.
- Enhanced wildfire prevention and mitigation.



**For more information, please visit
SonomaChiefs.org**

