

COUNTYWIDE FIRE PREVENTION & RESPONSE PROPOSED MEASURE H, MARCH 2024



“Countywide Measure H could generate additional revenue for the fire service, allowing for improvements, expansions, or enhancements that may have been needed for many years. As reflected in our Strategic Plan and Deployment Analysis, the Santa Rosa Fire Department has needed to exponentially grow to provide the service our community deserves. We must factor in the environmental changes we have experienced leading to devastating wildfires and other weather-related events as well as the significant growth and planned growth of our community. Additional resources are required and will be provided by this measure to increase our capacity. Building a stronger fire service within the city limits as well as throughout the county vastly improves our ability to achieve our mission of providing protection to the community we are dedicated to serving.”

– Fire Chief Scott Westrope, Santa Rosa Fire Department

REVENUE WILL PROVIDE THE FOLLOWING TO COUNTY RESIDENTS

- Recruitment and retention of local firefighters
- Improved response times
- Increased wildfire prevention 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?

Your local fire department will receive 14.40% of the annual tax revenue, estimated at \$8.64 million.

➤ What will the funding be used for in Santa Rosa?

- 35 additional Santa Rosa Fire Department employees
 - Personnel for two new fire stations with three-person fire engines
 - Personnel for one new heavy rescue with four-person staffing
 - An additional shift supervisor to manage complex incidents and manage resources
 - Two additional fire inspectors dedicated to vegetation management
- Construction of three new fire stations
 - One replacement station and two new stations with new staffing
- Increase capacity for vegetation management and fuels reduction projects



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

