

COUNTYWIDE FIRE PREVENTION & RESPONSE PROPOSED MEASURE, MARCH 2024



“The countywide sales tax will allow the Sonoma County Fire District, an independent fire district, to recruit and retain highly skilled Firefighter/Paramedics, enhance our fire prevention programs and services that align with the Community Wildfire Protection Plan CWPP, provide additional advanced life support Paramedic services, rebuild critical facilities to better serve our communities for many years to come, and prepare for the next flood, fire, or major disaster that we may all encounter. The revenue will be managed by your local fire district elected Board of Directors and will directly enhance the safety of the communities served by the Sonoma County Fire District.”

– Mark Heine, Fire Chief, Sonoma County Fire District

REVENUE WILL PROVIDE THE FOLLOWING BENEFITS 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?

The Sonoma County Fire District will receive 6.61% of the annual tax revenue, estimated at nearly \$4.0 million annually.

➤ What will the funding be used for?

- Hire and retain staffing for an additional fire engine to reduce 911 response time
- Hire and retain staffing for a firefighting and EMS helicopter program
- Increased wildfire prevention and vegetation management resources
- Critical facility replacement of three fire stations



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

