

COUNTYWIDE FIRE PREVENTION & RESPONSE PROPOSED MEASURE, MARCH 2024



"The countywide half cent sales tax will allow the North Sonoma Coast Fire Protection District to maintain and enhance our CAL FIRE staffing, provide for some paid administrative staff to relieve the burden on volunteers, and ensure our ability to continue to keep our apparatus fleet reliable and safe. The tax will support completion of the North Fire Station to better serve the community. Additionally, the tax will provide career staffing and facility improvements to neighboring agencies, which improves emergency response capabilities for the entire north coast."

- **Bonnie Plakos**, North Sonoma Coast Fire Chief

REVENUE WILL PROVIDE THE FOLLOWING BENEFITS TO NORTH SONOMA COAST

- ✓ Increased career (CAL FIRE) staffing to meet minimum standards
- ✓ Funding for paid administrative staff to augment our volunteers
- ✓ Funding to expand and complete the North Fire Station
- ✓ NSCFPD will receive approximately \$1.4 million annually (2.39% of total revenue)

REVENUE WILL PROVIDE THE FOLLOWING BENEFITS COUNTYWIDE

- ✓ Increased wildfire prevention, preparedness and response
- ✓ Increased career staffing to rural and underserved communities
- ✓ Recruitment and retention of firefighters
- ✓ Improved response times
- ✓ Expanded paramedic services
- ✓ Infrastructure improvements
- ✓ Red flag and winter storm upstaffing
- ✓ Supports emergency dispatch expenses
- ✓ Enhanced vegetation management and fuels reduction
- ✓ 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?**

All 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.



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

