

# MEASURE H, MARCH 2024 COUNTYWIDE FIRE PREVENTION & RESPONSE



*“The countywide measure will allow the North Sonoma Coast Fire Protection District to maintain and enhance our CAL FIRE and administrative staffing and ensure our ability to continue to keep our facilities and apparatus fleet reliable and safe. Additionally, the measure 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

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## MEASURE H WILL PROVIDE THE FOLLOWING TO NORTH SONOMA COAST

- Increased career (CAL FIRE) staffing to meet minimum standards
- Funding to expand and provide residential facilities at the North Fire Station
- <https://www.northsonomacoastfpd.org/march-2024-ballot-measure/>
- Funding for paid administrative staff to augment our volunteers
- NSCFPD will receive approximately \$1.4 million annually (2.39% of total revenue)

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## MEASURE H WILL PROVIDE THE FOLLOWING 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

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## FREQUENTLY ASKED QUESTIONS

### ➤ **How much will Measure H 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**

