



# Developed by local firefighters and fire chiefs for normal people like us.

## What is Measure H?

For starters, Measure H is a done deal, and it's already making a difference. Voters approved the half-cent sales tax in 2024. That seemingly tiny amount is contributing a whopping \$60 million annually to help strengthen Sonoma County's fire safety and emergency services infrastructure. We're talking about new equipment, better protective gear, upgraded technology, more firefighters and paramedics, and much more. Collectively these funds support a comprehensive approach to emergency preparedness and response.

## Why Measure H?

Like so many counties in California, Sonoma has faced major challenges funding fire services. While our county grows and public safety demands increase, our community relies on prompt and effective 24/7 emergency response. Unfortunately several service gaps exist, especially in rural areas where there are extended response times. There are also potential delays when it comes to fighting small fires that can turn into major incidents. All these threats, along with the corresponding costs, pile up in a hurry.



## So where does the money go? (Spoiler alert: It's all important)

### Fire Response, Equipment and Personnel:

Update engines, protective gear, and new technology to improve firefighting capabilities.

### Reduced Emergency-Response Times:

Expansion of 24/7 emergency medical response teams.

**Disaster Mitigation:** Implementation of vegetation management, firebreaks, fuels reduction, and community education programs to mitigate wildfire risks.

**Flood Response:** Provide emergency response during floods and atmospheric rivers.





**"Measure H was written by local firefighters and fire chiefs to address a critical fire and emergency services need facing Sonoma County. It reflects our collective knowledge and is already making a big difference."**

**-Chief Steve Akre**

President, Sonoma County Fire Chiefs Association

### **Who's keeping track of these funds?**

You don't have to take our word for any of the accounting. Independent audits and a citizens' oversight committee are built into the measure to ensure implementation, compliance, and transparency.

### **How's it going so far?**

Thanks to the first revenue distribution in March of 2025, Measure H has already empowered the SCFCA and its fire agency members to make some impressive headway. More specifically, here's what we've accomplished to date:

- Hired over 70 fire personnel, including paramedic firefighters.
- Completed several countywide roadside clearing vegetation management projects.
- Made significant progress assessing, planning for, and implementing facilities projects including new stations and strategically relocated stations.
- Updating existing stations to accommodate 24/7 staffing and improve the safety and well-being of our firefighters.

- Strengthened our 911 dispatch and large incident emergency communications.
- Funded firefighter personnel training to support all hazard emergency response, including active shooter incidents.

And that's just the tip of the fire hose.

### **Measure H Highlights**

- Improved emergency response times
- Increased wildfire prevention, preparedness, and response
- Expanded paramedic services
- Staffing for red flag and winter storm warnings
- Staffing for rural and underserved communities
- Supporting an improved local 911 dispatch center
- Enhanced vegetation management and fuels reduction
- Improved infrastructure
- Providing collaborative technology platforms

### **What's Next?**

Measure H is here for the long haul. We are the funding engine transforming Sonoma County's fire and emergency preparedness and response for years to come. The safety and well-being of our residents, businesses, visitors and the firefighters protecting us all is our chief concern now and into the future.