



## Fire Chiefs' Fire Service Working Group

February 2023

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Chief, Sonoma Valley  
County Chiefs' Association  
EMS Representative

**Kelly Bradley**  
Battalion Chief, Wilmar VFC  
VFC Association

**Mark Heine**  
Chief, Sonoma County FPD  
State Chiefs' Association

**Mike Marcucci**  
Unit Chief, Sonoma County  
CAL FIRE

**Jeff Schach**  
Chief, Petaluma FPD  
South County

**Shepley Schroth-Cary**  
Chief, Gold Ridge FPD  
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**Mike Stornetta**  
President, Santa Rosa  
Fire Fighters L1401

**Robert Taylor**  
Director, Cloverdale FPD  
Fire Districts' Association

**Marshall Turbeville**  
Chief, NSCFPD  
North County

**Scott Westrope**  
Chief, Santa Rosa  
Cities' Representative

### Objective:

Efficient, Effective, and Sustainable county-wide fire delivery system

To: Sonoma County Fire Chiefs' Association  
Sonoma County Fire Districts' Association  
Sonoma County Fire Fighters Labor Groups and Associations

At the February Sonoma County Fire Chiefs Association meeting, the group unanimously voted to approve a tiered dues special assessment and to move forward with the Fire Service Working Group's (FSWG) recommendation to hire election/polling consultants for a feasibility study. The consultants' work will help us determine the next steps associated with a potential citizens' initiative based half-cent countywide sales tax to support increased fire services throughout the County.

On Thursday February 16<sup>th</sup>, the FSWG moved forward with the hiring of the consultants and is currently working on developing the timelines and details regarding the polling. When the polling is completed in early spring (late March/early April), we will have a better idea of regarding the proposed language for the ballot initiative and the feasibility of moving forward. At that point, a decision will be made by the SCFCA members regarding next steps. If we decide to move forward, the FSWG will then be able to activate labor's (who is a member of the FSWG and has been deeply engaged from the start) fundraising plan to support the gathering of signatures required to place the initiative on the March '24 or November '24 ballot. The campaign committee will be established at this point as well.

In the meantime, the FSWG is reviewing the county wide standards of coverage project conducted roughly five years ago and the most recent "Current Needs" that each fire agency provided us through past stakeholder meetings. The FSWG knows that the fire chiefs and board members representing Sonoma County fire agencies are the experts equipped to determine the specific needs within their service areas. The FSWG will be scheduling meetings very soon (March and early April) with representatives from each fire agency to meet as a zone to review past organizational

requests, to seek updates on current organizational needs, and to work with each organization to determine a collaborative approach within each zone and within the county wide standards of coverage plan.

The FSWG will continue to provide updates at both the SCFCA and Districts Association meetings, as well as through email blasts when there are significant milestones in this project.

The goal of the Sonoma County Fire Chiefs Association's FSWG is to evaluate and support the potential for a significant influx of revenue into all Sonoma County fire agencies for the benefit of improving emergency services throughout Sonoma County.

The FSWG strives to make this process transparent, inclusive and collaborative. Your input, guidance, support, and collaboration will assist us all in making this significant opportunity to improve “all-hazard” fire services in our county a reality.