

Sonoma County Fire Districts' Association

MEETING MINUTES

Schell-Vista Fire Protection District

22950 Broadway Sonoma CA, 95476

October 24, 2019

ATTENDANCE:

Bodega Bay Fire: Dave Kruppa, Sean Grinnell

Cazadero CSD: Mike Nicholls, Paul Barry

Cloverdale: Carol Giovanatto, Michael Pigoni

Forestville: None

Geyserville: Paul Bernier

Glen Ellen: Charles Palenchaur,

Gold Ridge: Bod Glockner, Charlie Lachman, Joe Petersen

Graton: Jason Nunes

Kenwood: Daren Bellach, John Cooper, Jim Kempers, Daymon Doss, Dennis McIntosh,
Richard Gulson

Monte Rio: None

North Bay Fire: Doug Hamilton

North Sonoma Coast: None

Rancho Adobe: Mark Hemmendinger, Michael Gadoua

Russian River: None

Schell-Vista: Ernie Lovelace, Ken Finn, Robin Woods, Bob Kruljac, Joe Petersen, Ray
Mulas

Sonoma County Fire Dist: Bob Braire, Gary So, Frank Treanor

Sonoma Valley FRA: See VOM

Timber Cove: None

Valley of the Moon: Steve Akre, Brian Brady, Nick Greben, Bill Norton

Santa Rosa: None

Sebastopol: None

FSWG: Dana McKnight

MAJ: Bill Adams

SMART: Doug Williams

Sonoma LAFCO: Mark Bramfitt

CALL MEETING TO ORDER

President Trainer call the meeting to order at 7:05 PM and started the group off with self-introductions while the roster was passed around.

TREASURER'S REPORT:

President Trainer asked for the financial report. Sec/Tres Grinnell reported, the Balance in the account as of 10/01/2019, was \$5,639.49. The only expense was our last meeting dinner expense.

The group was informed that dinner was ready, the meeting was recessed at 7:09.

The meeting reconvened at approximately 7:40.

APPROVAL OF AGENDA

President Treanor asked if anyone wanted to approve or amend the agenda as presented? Cazadero moved to approve, 2nd by Cloverdale, all were in favor, none were opposed.

COMMITTEE REPORTS:

- FDAC & FDAC/EBA: No report
- LAFCO:

Mark Bramfitt reported, in November, the MSR for Sonoma Valley will come forward as well as the recommended sphere change that will grant Glen Ellen Fire the new sphere, the remaining districts will be zeroed out. Schell Vista and Kenwood will not join in the first application, but the recommendation will be for all Sonoma Valley Fire agencies be included in the Sphere. We will discuss Sonoma County Fire plan to add five agencies and three IRP areas to there sphere in December. Mark also mentioned a back log of projects and concerns for three different districts that are vying for the remaining corridor agencies. Mark will attend a FSWG meeting in the future.

Please let me understand your needs as I try to meet the workflow needs.

- POLITICAL ACTION: No Report
- FAIRA: No Report
- FASIS:

Director Giovanato said FASIS as not met since our last meeting, but meets next week, Oct 31.

- FIRE SERVICES:

Presenting tonight

PROGRAM:

None

OLD BUSINESS:

- Approve 7-25-19 Meeting Minutes (Action Item)

President Treanor called for a motion to approve or amend the minutes as presented. Cloverdale moved, 2nd by Geyserville, all were in favor, none opposed.

- Discussion of Guidelines for our Representative to FSWG with input from representative/Director Petersen (Action/Discussion)

President Treanor started off by asking how many people downloaded a version of Director Petersen's guidelines? President Treanor read Director Petersen's guidelines the group and asked for comments at the end (attached to these minutes). The SCFDA version was then read aloud by President Treanor (Also Attached 2 to these minutes): President Treanor then asked the group if they like one or the other version or did they prefer a combination of both? Chief Akre offered-I realize there is a process in place-perhaps I am more practical and let Director Petersen have a few months without guidance and see how he does? Three months to see how things work? The last nine months have been 95% financial issues, that is our focus, to find a source of revenue that will help all districts. Build up service and review all proposals, such as those from Cazadero, Occidental and Kenwood. "I want to hear about those" said a Rancho Adobe board member, 95% or more of finances, you should bring these things to this group, its all financial. Director Lovelace added he agreed, it should not just deal with finance and operations. Chief Akre said finance and operations drove this plan so its operationally focused. We have engaged with chiefs several times and asked "what are your needs?" this has been a collaborative planning process. Now we have an operational plan, and we need to fund it. Our group has worked long hours for years on top of what we already do. President Treanor reminded Chief Akre that we put a person in a position, so he could report back to us, so we could ask the questions or know which questions to ask...In talking with Director Petersen, he is doing a good job and I am comfortable, people are not giving him the information...he was able to get the info for tonight's meeting. So, One or the other or both, or let Director Petersen figure it our or just watch Director Peterson and see if we get the info we want.. What do you want? Asked President Treanor. Director Peterson added, I forgot to add-who is going to take this job after me? I can do this forever. I have been meeting with you and been available as much as I can. I have been looking at who is going to replace me? So good guidelines-yes, trust-yes, checks and balances- yes, but I propose a term limit to my proposal. Director Lovelace added, do what you are doing, exchanged info, I am happy with what we have so far. The issue was we did not see what we wanted, but that is out of your control, like the handout tonight, it was completed an hour before our meeting. President Treanor said to Director Petersen, we voted for you so we have some trust in you. Lets give you some time and if something comes up we will tackle it then. Director Hemmingdinger said if you condense the first version, you get most of what joe proposes (with a term limit) add to that the representative can use his/her own judgement on what to bring to us for info. We will re-write this for the next meeting? The idea was approved by a straw poll. With a two-year limit and a mentorship period with off going member. Director Nicholls offered a second term option for consideration. A revised version will be presented at the next meeting in January.


NEW BUSINESS:

- Discuss & Vote on FSWG Implementation Plan.

President Trainer keyed up the implementation plan and everyone was handed a power point presentation (attached to these minutes) that was made before Director Petersen's handout was created. Director Petersen said the first full look occurred on Oct 22 with the Board of Supervisors. It was great to see the board come together. FPO's were added, as was fuels management crews (no home base yet). Chief Akre added, whoever gets the crew, they are not stuck with one agency, they are a fuel crew for the whole county operating out of each zone/region, but it does need a home agency. As went through the polling information, it gave us new data and what the public wanted; VFC support/funding and find a home agency. Recruitment and retention for districts. We used an average of Sonoma County Fire District employee rate. R/R money to help off-set current rates to increase to SCFD level. Director Hemmingdinger asked if the money only applies to district if it ceases to exist? Two parts, incentives to consolidate and money set aside to make up the gap. We can't compete unless we consolidate, you will get parody right out the gate, we need that in writing. Read on page one, the consolidation clause, Director Giovanato said she reads it the same way, at one point there will only be one county agency. How do I negotiate with my FF when all they have to say is why don't you go with agency x? Chief Akre added, first of all, when we talk about R/R money to get to parody, it respects every district's right under MMB to negotiate your own rates. In an attempt to level the playing field, we can compete in the way we want to compete, not one wage scale for all. We provided the resources to make up the difference in rates of pay. "But the third paragraph says only if agencies work for consolidation" someone from the groups said. What does that mean? Reviewed every three years. The reason it was formed, to address the facts that we have/had 40 different fire agencies, but the goal was set; to consolidate all fire agencies. They have seen evidence of the betterment of improved-you don't have to consolidate, you can work toward that end, like what you have going on in the North, Cloverdale and Geyserville working together. Director Petersen said If the language stays the same, it says to work toward consolidation. We can take it back to the ad hoc and follow up. Its our mission, everybody is included, if everyones agrees we cant do everything then we can go back to the ad hoc added Dana McKnight. President Treanor asked about #5 on page 5, allocation-the idea was to make a district and the vfc's around them-one, that way training and service are the same. But this says a single fire department-my fear is the span of control, not to get to great, maybe five is the magic number. Director Bernier said Thank you all of you, I saw all of you, there was a group of Sonoma County Fire engines who had come in. I saw many of you, I saw your names, Thank You. That is the strength of regional and local fire departments. I see this tax measure and the wrong direction- 2nd paragraph- shall receive allocation

only if those agencies consolidate and into a single agency...I have experienced 30 years of a county that has not done the right thing for us, I will not support this as written, our area knows how to protect our area. Director Lovelace said, speaking personally, we cannot go down this road for one department, we cannot give up local support, we have seen what happens with big bureaucracy, that part needs to get fixed or you will not get our support. Director Petersen asked, assuming we have willing partners, it might take us 4/5 years to regionalize. I see about 40-50 million reason why we need to say yes, to not hire 200 more firefighters is detrimental, are we going to turn down 40/50 mil? How can we maintain local control and get the money we need? This money funds the firefighters and gets our volunteers more support. Director Hemmingdinger added, this is very eloquent defense of the plan. This brings us back to our first group you when you reversed the intent of what we wanted our rep to do, we wanted you to represent this group, not the other way around. This is the first time I have heard, to have this come out now, it felt like that, you are selling the FSWG, what got me---where are your comments before now...lets examine the solutions- the county is relinquishing control. Chief Akre interjected, we have had this plan for only one day, not a week. We still have over 30 agencies. How can we possibly meet the needs of all 30? Let us know what changes need to be made. Joe and I worked hard against the single agency. We will work harder to get your inputs in. President Treanor moved us along. Director Petersen continued explaining the rest of the proposal. The early alerts/sirens/warnings, we know they are not good in every area, but it is what the polling told us that people want. This was difficult for us-it was not on our radar screen, polling showed that it was important to our constituents. Chief Bellach asked if staffing is based on 2/0? No based on 3/0 was the answer. Director Petersen said his next steps are: our meeting tonight, BOS needs our feedback, the item is on the Board agenda for Nov 5th.

President Treanor said you will take your comments back to the FSWG- you all have the words-take them back to your directors/boards and look at the positives and then the negatives and send your comments to me and Director Petersen. Looking at the research, we need 66% yes, we need just a little more, is there a plan b? Do we have a plan b? It's a tight margin, it needs our support, it does not take into account our credibility- this can pass and we can re-work some items as needed. We might have 6 competing measures in March but research shows Sonoma county voters are not going to shy away from 6 measures. Director Lachman said take single agency away and make it regional, it sounds better. President Treanor said, I agree with you, it may be there intent lets go with regional. Someone from the crowd asked if you know that three districts are working on measures now and the impact on the tax allocation. If this sales tax were to pass, you might see some consolidations that save taxpayer money.



President Treanor re-stated to let him and Director Petersen know your concerns and they will bring to the right people for discussion and if we need another meeting we can call another meeting...Thank you for a great discussion.

GOOD OF THE ORDER:

- Raffle Prize Drawing-The raffle was held and many great gifts were given away.

NEXT MEETING:

- Glen Ellen FPD, January 23, 2020

MOTION TO ADJOURN MEETING

President Treanor asked for a motion to adjourn, and motion was made by many, and seconded by even more, approved by all at 9:30pm.

Minutes submitted by Secretary Grinnell.

Minutes approved on: 1-23-20

President Frank Treanor: Frank Treanor

Date: 1-23-20

EXPENDITURE PLAN

SONOMA COUNTY WILDFIRE PREVENTION, EMERGENCY ALERT AND RESPONSE MEASURE

Statement of Principles

The fundamental principle guiding this Expenditure Plan is to provide more efficient, effective, and sustainable fire response, emergency alert, and wildfire prevention capabilities that protect the health and safety of the public in Sonoma County. To achieve this goal, the Sonoma County Board of Supervisors sought the guidance of Fire Agencies in Sonoma County to develop a plan that looks beyond established boundaries to protect the public's safety. The ensuing Deployment Plan, which is the basis of this Expenditure Plan, was informed by an analysis of population density, call volumes, station coverage response times, special hazard areas, and local knowledge and was developed to provide a long-term framework for planning, funding, and implementing enhanced fire, emergency alert services, and wildfire capabilities within Sonoma County. The goals of this Expenditure Plan embody the lessons learned from the October 2017 fires and the more than 296 years of experience of the chiefs, firefighters, and emergency managers that informed this Expenditure Plan.

Introduction

The expenditure plan for the Sonoma County Fire and Emergency Alert and Wildfire Prevention Measure ("Expenditure Plan") provides for investment into five program categories. Each program category will receive a percentage share of the sales tax revenue, currently estimated at [\$45] million per year. The tax proceeds must be spent for the purposes authorized in this Expenditure Plan and may not be used for other purposes. The revenues collected from the tax shall be used only to supplement existing services and shall not be used to pay for existing operations. Refer to Exhibit A for percentage of tax being distributed to each Agency.

Fire suppression agencies shall receive the funds allocated in this Expenditure Plan only if those agencies work towards regional consolidation with the ultimate goal of creating a single fire suppression agency in the unincorporated area of the County. The requirement to work towards consolidation does not apply to the cities who provide municipal fire suppression services; however, cities are still encouraged to participate in consolidation. The Board of Supervisors, in conjunction with Sonoma County Local Agency Formation Commission ("Sonoma County LAFCO") will conduct a review of the agencies that provide fire suppression services, excluding cities with municipal firefighting services, once every three (3) years to determine if the agencies are taking appropriate steps toward consolidation in order to provide efficient, cost effective and reliable delivery of fire services.

1. **Alert, Warnings, and Sirens.** The sales tax will fund approximately 200 additional firefighters throughout Sonoma County, which will provide much needed resources to keep communities safe in the event of future fires and/or disasters. In addition, the funding will be used to provide hi low sirens on emergency vehicles. The addition of these capabilities throughout the County will greatly improve the ability of local fire agencies to assist with community alerts, including direct in person alerting and facilitating neighborhood evacuations. The additional firefighters will also be available to staff pre-positioned trucks and apparatus when necessary for red flag warning events and other disaster events. The local agency may use the staffing funds to pay for reasonable one-time start-up costs associated directly with the 200 additional firefighters. Such one-time startup costs may include the equipment, and apparatuses to support additional firefighters and paramedics. Under no circumstances, shall any of

the equipment and facilities proceeds be used for startup costs after December 31, 2022. In addition, a portion of the sales tax will be provided to the Department of Emergency Management to construct, operate and maintain networks of sirens (where appropriate) for alerting residents and visitors of emergency wildfire threats and other disasters; enhance use of the Wireless Emergency Alert system, SoCo Alert, and Nixel notifications; and other alert and warning services. In addition, as new fire stations are constructed or remodeled, local fire suppression agencies will install sirens at the stations.

2. **Vegetation Management, and Wildfire Prevention and Preparedness.** The additional 200 firefighters, along with 7 new fire inspectors supported by the tax will provide enhanced vegetation management fire prevention services throughout the county. Local fire suppression agencies' staff shall provide vegetation management services in their jurisdictions, including parcel inspections to ensure that property owners are complying with minimum vegetation management standards. The tax will support local fire suppression agencies to remediate non-compliant parcels, including, conducting hearings and pursuing recovery of administrative costs associated with managing and enforcing the County of Sonoma's Abatement of Hazardous Vegetation and Combustible Material ordinance or relevant ordinance (that meets the minimum standards established by the County) within an agency's jurisdiction. Agencies shall inspect every property subject to the County of Sonoma's Abatement of Hazardous Vegetation and Combustible Material ordinance or relevant ordinance within an agency's jurisdictions located within the Wildland Urban Interface and along all evacuation routes once every three (3) years. An Agency may satisfy this requirement by performing vegetation management fire prevention services itself or by contracting with another local or regional agency. Additionally, the sales tax shall fund a regional crew to perform vegetation management fire prevention services that will directly mitigate hazards, reduce fuels, reinforce evacuation routes, and construct fuel breaks. The agency hosting the regional crew shall report annually the following: size and location of fuel breaks created, evacuation routes improved, and total estimated tons of fuel reduced or removed. The Board of Supervisors shall enter into a contract with a fire agency performing services within Sonoma County for services provided by a regional vegetation management crew and shall use the funds identified in Exhibit A to pay for such services. This report shall be attached to the annual report provided to the oversight committee covering the expenditures of staffing, alert/warning and capital improvement.

3. **Recruitment of Firefighters.** As described above, the sales tax will provide support for approximately 200 additional firefighters throughout the county to protect the public's health and safety. The enhanced level of service will fund qualified firefighters and paramedics to provide fire suppression, alert and warning, emergency response, and vegetation management fire prevention services. In addition, 5.5% of the sales tax will go to certain Fire Agencies that have specific challenges recruiting and retaining full-time firefighters. Refer to Exhibit B for percentage of tax being distributed to those Agencies for recruitment and retention purposes.

4. **Incentivize Consolidation and Address Other Fire Response and Prevention Needs.** One and one-quarter percent (1.25%) of the sales tax will provide funding for the Board of Supervisors to use to incentivize consolidation, enhance regional vegetation management efforts, and/or improve alert and warning systems.

5. **Equipment and Facilities.** The County Board of Supervisors will allocate proceeds of the tax measure to agencies based on the facility improvement distribution plan included as Exhibit C. These sales tax proceeds shall not be utilized for operations by the local agencies who receive these funds. The County of Sonoma and the agency to receive funds for equipment and facilities will agree upon the terms and conditions for receipt of these proceeds, including but not limited to timelines for completion of construction or acquisition, requirements to provide funding to complete the construction or

acquisition if there is a funding shortfall, etc. The agencies that provide fire suppression services are authorized upon the approval of their respective legislative bodies, to use their allocation of Equipment and Facilities tax proceeds to bond for the purpose of improving and/or replacing fire facilities, equipment and/or apparatuses to increase the capacity of their respective fire suppression agencies to respond to the fire suppression, emergency alert, and fire prevention needs of their respective communities including equipment and facilities upgrades, construction and/or acquisition. An agency with municipal fire suppression services may issue limited tax bonds, from time to time, to finance any program or project in accordance with this Expenditure Plan as allowed by applicable law and as approved by their respective legislative body, and the maximum bonded indebtedness shall not exceed the projected 30-year distribution of their annual allocation. All costs associated with the issuance of bonds, including debt service payments, issuance costs, interest, reserve requirements, and insurance shall be accounted for within this program category. Such bonds will be payable solely from the allocation of the retail transactions and use tax of the agency issuing the bonds and may be issued any time before expiration of the tax. Refer to Exhibit C for the facility improvement distribution plan.

Independent Oversight Committee and Annual Audit

The Board of Supervisors shall establish an Oversight Committee to provide transparency and ensure fiscal accountability. The Committee shall review the receipt and expenditures of the revenue from the transactions and use tax, including the County's independent audit of each Agency's use of the tax, which is to be conducted every three years. Any written report shall be a public record. The Board shall adopt a resolution regarding the appointment of seven Committee members, and any additional duties of the Committee. The Sonoma County Board of Supervisors shall appoint two members of the Board of Supervisors to sit on the Oversight Committee. Two of the Committee members will be selected from a list of names submitted by the Mayors of Sonoma County Cities. The Sonoma County Fire Chiefs Association will appoint three members at least one of which is a representative of an independent fire district. Committee Members will serve a three-year term and are eligible to be reappointed by their appointing body.

The funds collected from the Fire and Emergency Alert and Wildfire Prevention Measure shall be accounted for and tracked by the County Auditor-Controller-Treasurer-Tax Collector. The amount generated by this revenue source and how it was used shall be included in the annual audit of the County's financial operations by an independent certified public accountant, which the Committee shall review.

To preserve the integrity and independence of the oversight process, the Committee's responsibilities shall not include decision making on spending priorities, financing plans or tax rate projections or assumptions and the Committee shall have no authority to direct, nor shall it direct, County staff or officials or fire suppression agency staff or officials.

Annual Report

All agencies receiving funding from the Fire and Emergency Alert and Wildfire Prevention Measure, including the County of Sonoma, shall prepare a report that will be submitted to the Oversight Committee (Committee) no later than the last day of the sixth month following the end of the fiscal year. Each agency's Annual Report shall include the following information:

1. A detail of the prior fiscal year's activities related to the Transaction and Use Tax by providing a budget to actual report, balance sheet, and fund balance report.
2. A summary of the positions and start up, equipment and facilities that were funded with the Transaction and Use Tax.

3. The specific activities that support each of the following activities: (a) alert and warning, (b) vegetation management, and (c) fire prevention activities.
4. The efforts undertaken to cooperate with LAFCO to facilitate consolidation efforts.
5. Update on the status of facility improvements that are funded with the Transaction and Use Tax.
6. Demonstration of compliance with the requirements of this plan that the funds shall be used to pay for additional personnel and not existing operations (except as allowed by Exhibit B).
7. Any material changes in the service needs within their jurisdiction.

The Committee shall submit their findings to the Sonoma County Board of Supervisors and the Sonoma County LAFCO regarding the utilization of funding towards the priorities identified in this Expenditure Plan.

Oversight and Administration

The implementation of the Sonoma County Fire and Emergency Alert and Wildfire Prevention Measure will be the responsibility of the Sonoma County Administrator, who reports directly to the Sonoma County Board of Supervisors. The County is charged with a fiduciary duty in administering the tax proceeds in accordance with applicable laws and this Sonoma County Fire and Emergency Alert and Wildfire Prevention Measure. Receipt of tax proceeds may be subject to appropriate terms and conditions as determined by the County in its reasonable discretion, including, but not limited to, the right to require recipients to execute funding agreements and the right to audit recipient's use of the tax proceeds. Environmental reporting, review and approval procedures as provided for under the National Environmental Policy Act, and/or California Environmental Quality Act, or other applicable laws will be adhered to as a prerequisite to the implementation of any project. Actual tax proceeds may be higher or lower than estimated over the duration of this Measure. Funding agreements shall be required before and tax proceeds are distributed. Each funding agreement shall establish existing revenues used to fund existing personnel in order to establish the baseline for measuring compliance with the requirement that sales tax proceeds shall only be used to pay for additional personnel (except as set forth in Exhibit B).

California Department of Tax and Fee Administration Costs

Payment for the costs of contracting with the California Department of Tax and Fee Administration for administration of the tax shall be the responsibility of the County. If the election is successful, the County shall be reimbursed for any fee charged by the California Department of Tax and Fee Administration from the proceeds of the tax.

Election and Administration Costs

Payment for the costs of the election and oversight shall be the responsibility of the County. If the election is successful, the County shall be reimbursed for the cost of the election from the proceeds of the tax. The annual administrative cost borne by the County's Auditor and County Administrator staff, the Oversight Committee administrative costs and the California Department of Tax and Fee Administration will be deducted from the annual proceeds from the tax before quarterly distribution to the fire suppression agencies and other agencies listed below.

Maintenance of Effort Requirement The proceeds from this measure shall not be used to supplant an agency's historical general fund(s) contribution originating from ad valorem property taxes or parcel taxes in support of the operating (non-capital project) cost for providing its fire related services.

Appropriation Limits

Refer to Exhibit A for list of agencies that require appropriations limit increases to authorize the expenditure of those revenues.

Reallocation

Actual tax proceeds will be programmed annually in accordance with the percentage distributions, or the reallocated percentages as authorized in this Expenditure Plan. The ability to fully fund or complete all programs or projects in the Expenditure Plan may be impacted by changing circumstances over the duration of the tax. Tax proceeds originally allocated may become available for reallocation due to any of the following reasons:

1. A listed project is completed under budget;
2. A listed project is partially or fully funded by funding sources other than tax proceeds;
3. A project sponsor and implementing agency request deletion of a listed project;
4. A listed project cannot be completed due to an infeasible design, construction limitation or substantial failure to meet specified implementation milestones.
5. Fire suppression agencies shall receive the funds allocated in this Expenditure Plan only if those agencies work towards consolidation with the goal of creating a single fire suppression agency in the unincorporated area of the County. The cities who provide municipal fire suppression services are not subject to this requirement of working towards consolidation, but are free to join in consolidation efforts. The Board of Supervisors, in conjunction with Sonoma County LAFCO will conduct a review of the agencies that provide fire suppression services, excluding cities with municipal firefighting services, once every three (3) years to determine if the agencies are taking appropriate steps toward consolidation. If both LAFCO and Board of Supervisors each determine by a 4/5ths vote that an agency has not made appropriate steps toward consolidation, that agency's share of tax revenue shall, at the sole discretion of the Board of Supervisors, be held in trust, or redistributed to other fire suppression agencies listed in Exhibit A within the same region or a neighboring region as the non-compliant agency, until such time as the Sonoma County Board of Supervisors and Sonoma County LAFCO each determine by majority vote that the agency is acting in accordance with this Expenditure Plan's consolidation requirements. Upon such a determination, the funds will be released from trust or reallocated as provided in Exhibit A, respectively.
6. Upon consolidation, the tax share going to the local fire suppression agency that is annexed into another fire agency shall be transferred to the annexing fire agency, provided, however, that the annexing fire agency ensures LAFCO that service levels within the former local fire suppression agency shall not degrade as a result of the annexation.
7. Upon a material change in service delivery needs due to the passage of time, technological advances, an act of God or other significant event, an agency may request a change to the tax allocation. The requesting agency shall first seek the approval of the Fire Chiefs Association (or its successor agency) and if the Chiefs Association is supportive of the request the requesting agency can bring it forward to the Board of Supervisors for consideration. The Board may approve the request by legislative action which is affirmed by a unanimous vote at a regular scheduled board meeting.

Exhibit A

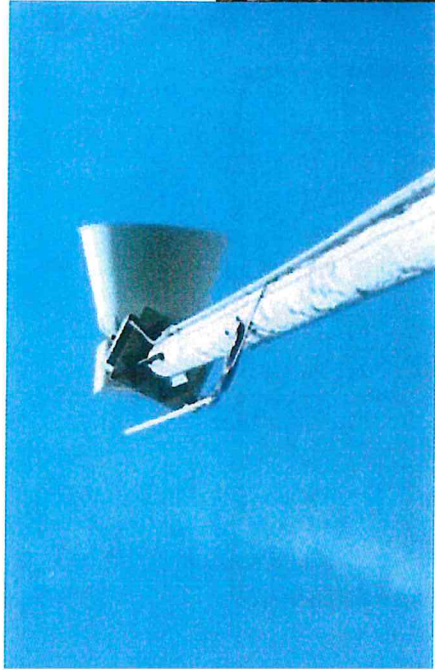
Agency	The following Agencies will receive a percentage of Tax Allocated from the Expenditure Plan's Category Descriptions: Alert, Warnings, and Sirens; Vegetation Management and Wildfire Prevention and Preparedness; and Recruitment and Retention of Firefighters.
City of Healdsburg	1.28%
City of Petaluma	3.08%
City of Rohnert Park	4.18%
City of Santa Rosa	8.55%
City of Sebastopol	1.82%
City of Sonoma	1.11%
Bodega Bay	1.22%
Cazadero	1.82%
Cloverdale	1.37%
Forestville	2.00%
Geyserville	4.13%
Glen Ellen	0.76%
Gold Ridge	2.60%
Graton	2.70%
Kenwood	1.39%
Monte Rio	5.55%
N. Sonoma Coast	1.71%
Occidental	2.78%
Rancho Adobe	0.42%
Russian River	0.76%
Schell-Vista	0.76%
Sonoma County FD	4.41%
Timber Cove	0.22%
Bloomfield	2.70%
Bodega	3.01%
Camp Meeker	0.31%
Fort Ross	0.31%
Lakeville	3.08%
Mayacamas	0.31%
San Antonio	0.00%
Two Rock	0.31%
Valley Ford	0.31%
Valley of the Moon	3.20%
Wilmar	3.08%
Regional Veg Management	3.74%
County of Sonoma Emergency Management	5.00%
Total	80.0%

Exhibit B

Agency	Percentage of Tax Allocated From Expenditure Plan's Project Description: Recruitment and Retention of Firefighters
Kenwood	0.28%
Schell-Vista	0.42%
North Sonoma Coast	0.42%
Forestville	0.42%
Cloverdale	0.43%
Geyserville	0.43%
Bodega Bay	0.88%
Gold Ridge	1.03%
Sebastopol	0.06%
Rancho Adobe	1.14%
Total	5.5%

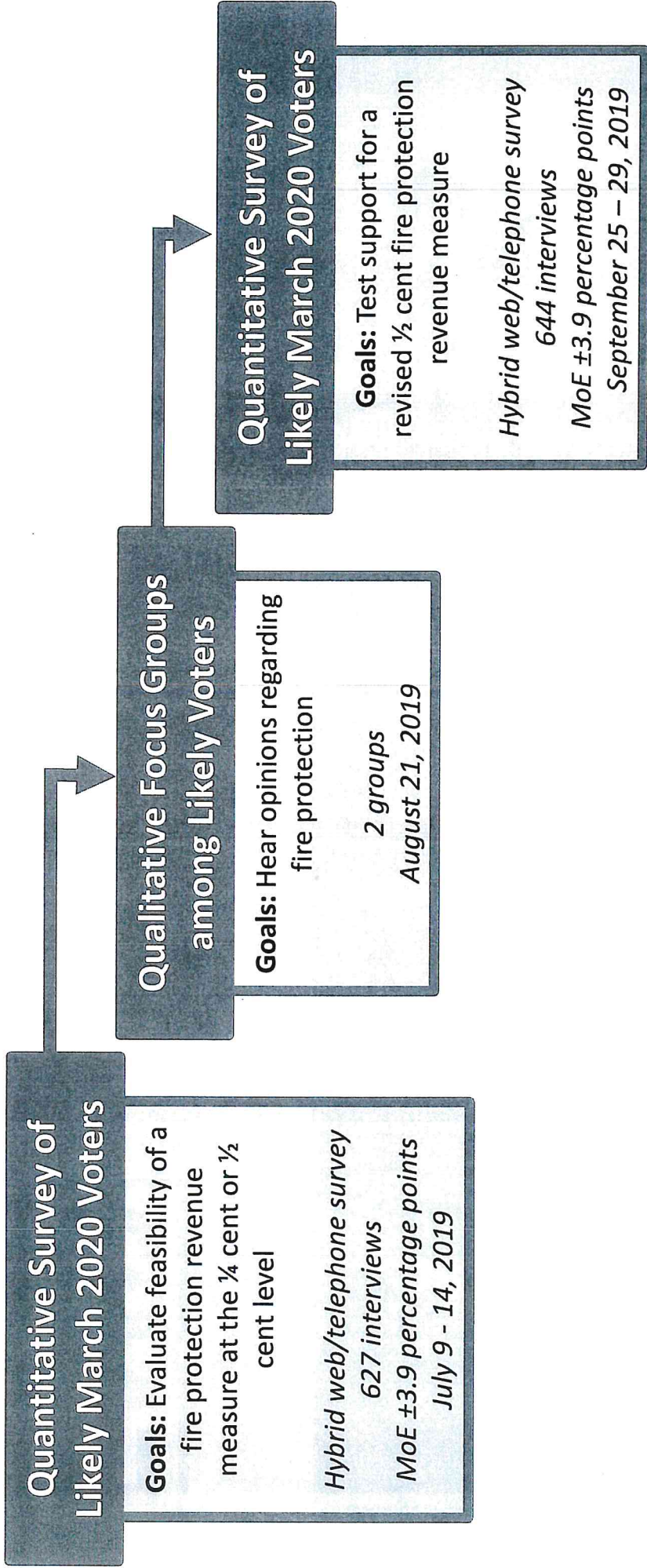
Exhibit C

Agency	Percentage of Tax Allocated From Expenditure Plan's Project Description: Equipment and Facilities
City of Healdsburg	0.26%
City of Petaluma	0.75%
City of Rohnert Park	0.75%
City of Santa Rosa	2.25%
Cazadero	0.37%
Glen Ellen	0.37%
Gold Ridge	0.37%
Kenwood	0.37%
Monte Rio	0.93%
N Sonoma Coast	0.19%
Geyserville	0.79%
Russian River	0.75%
Sonoma County FD	3.19%
Timber Cove	0.04%
Bloomfield	0.56%
Fort Ross	0.37%
Lakeville	0.56%
Wilmar	0.37%
Total	13.25%



Executive Summary
Sonoma County Voter Research Regarding
Fire Protection Revenue Measure
October 2019

Research Process



Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

- ▶ Although top of mind voter concern today is primarily focused on housing and homelessness, fire protection is seen as a very high priority for most voters.
- ▶ The 2017 wildfires are still a very recent memory and voters are concerned that it could easily happen again.
- ▶ Sonoma County voters think local firefighters are doing a good job and are supportive of making sure they have the resources they need.
- ▶ There is significant interest in improved emergency systems. Support for a sales tax measure hovers right at the two-thirds threshold and may be viable in the right environment.

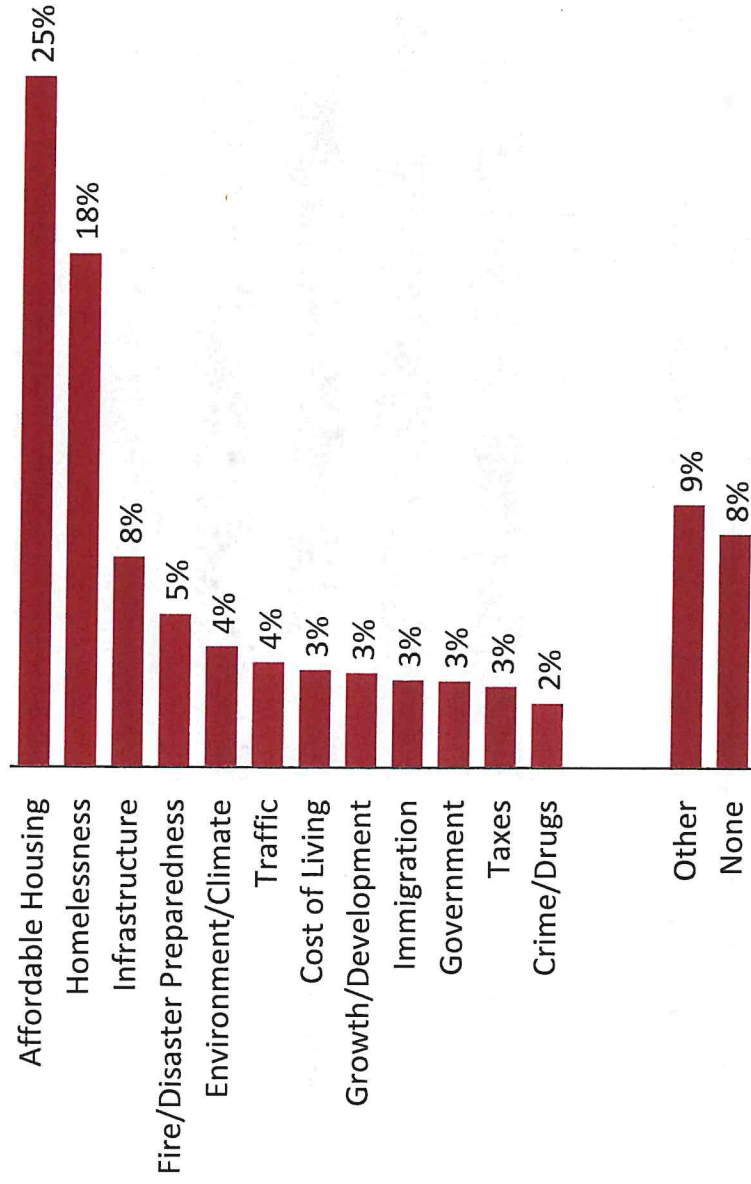


Issue Environment

Most Important Problem – Open End



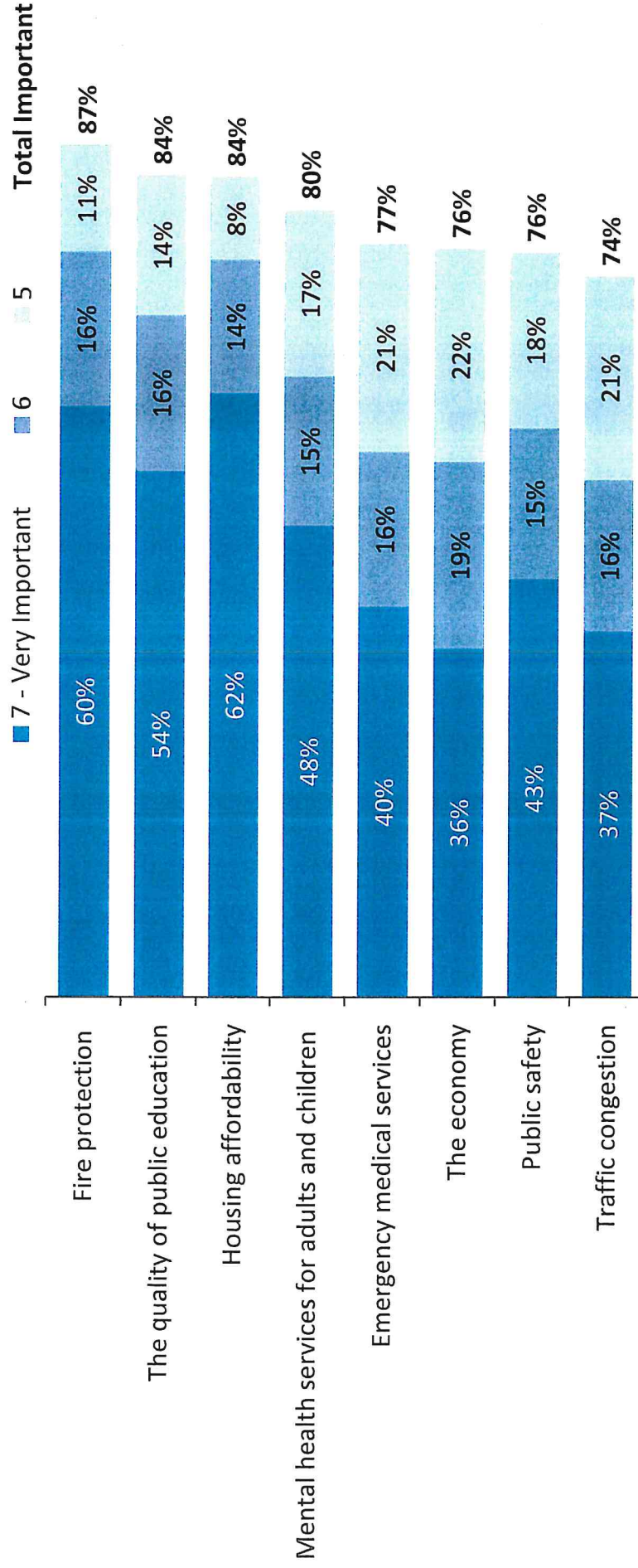
Affordable housing and homelessness are the most frequently mentioned top of concerns.



July 2019 Survey: What do you think is the most important problem facing Sonoma County today? (OPEN END)

Issue Importance – Close Ended

Fire protection, education, housing, and mental health all rise to the top.

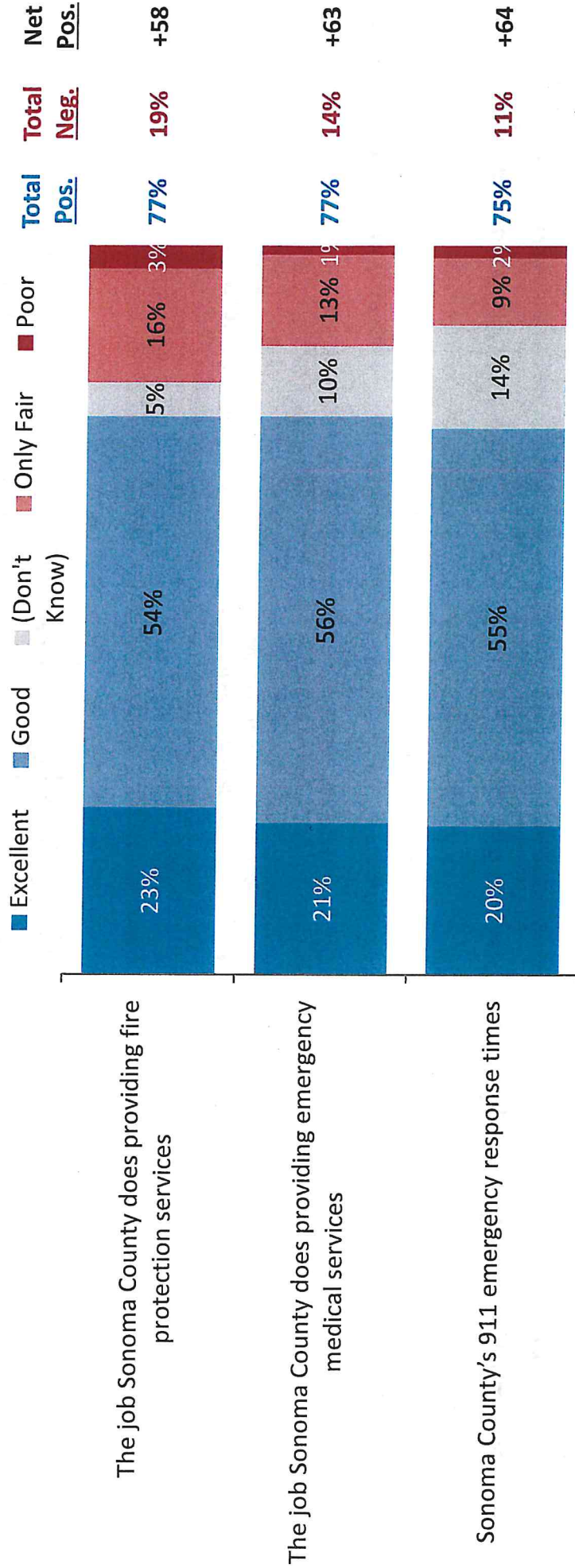


July 2019 Survey: I'm going to read you a list of issues in Sonoma County. For each one, please tell me how important that issue is to you, using a scale of 1 to 7, where 1 means not at all important, and 7 means very important. Executive Summary of Sonoma County Fire Protection Revenue Measure | 6

Emergency Service Job Ratings



Voters give overall positive ratings to local fire protection, EMS, and 911 services.

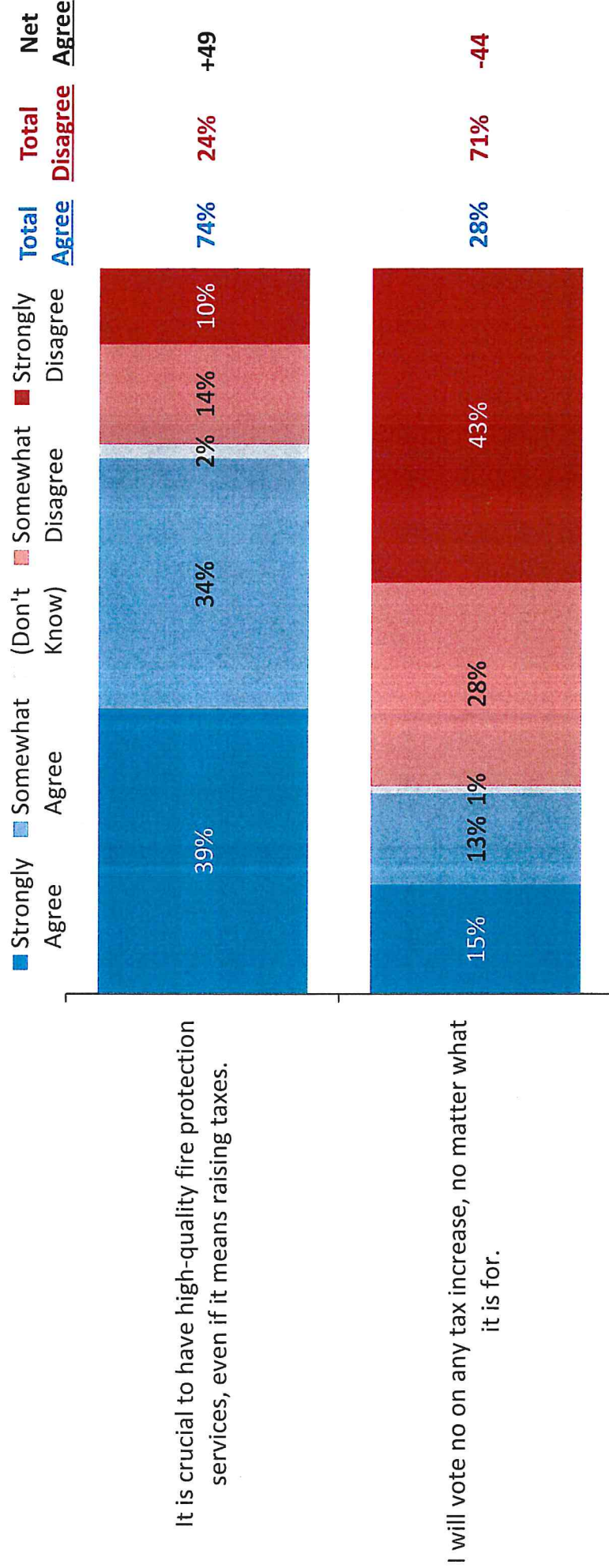


July 2019 Survey: Using a scale of excellent, good, only fair, or poor, please rate each of the following for Sonoma County.

Tax Attitudes



Few voters consider themselves to be strongly anti-tax, and the vast majority are conceptually supportive of new taxes for fire protection.

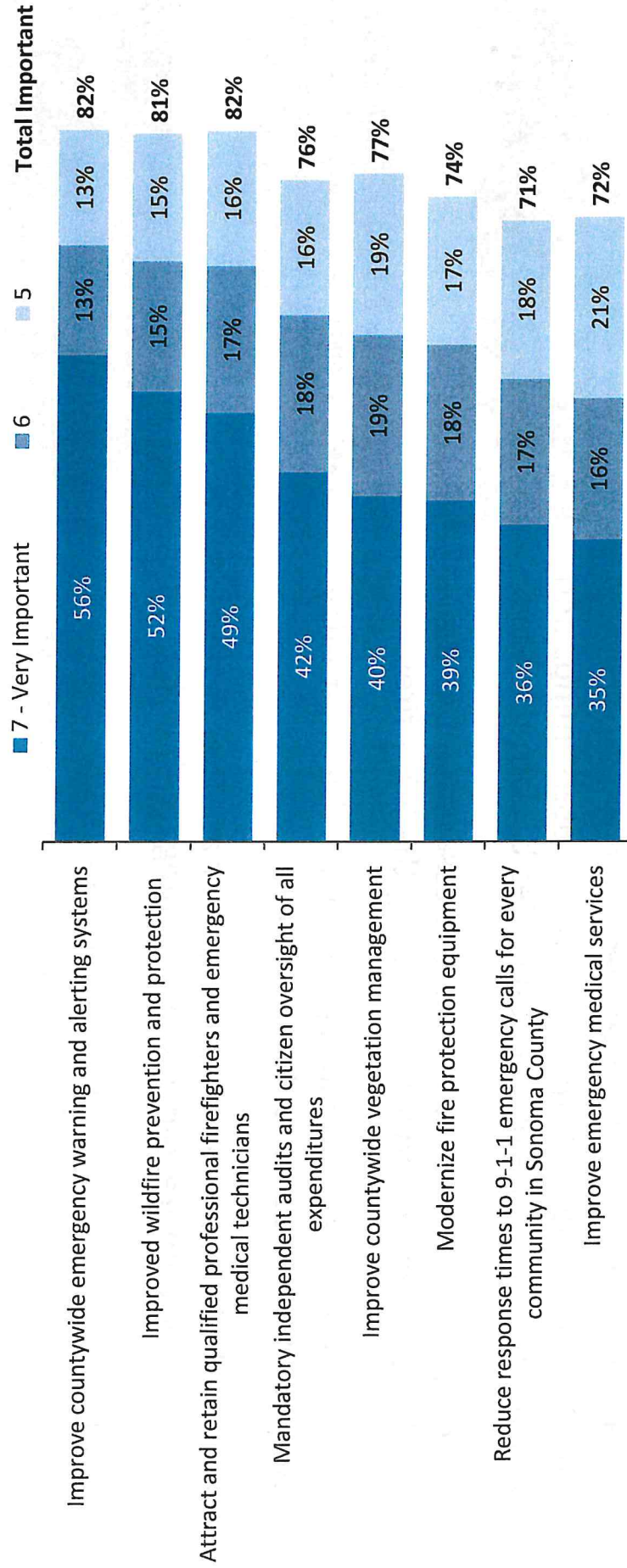


July 2019 Survey: Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

Potential Elements



There is a strong intensity of support for alert systems and wildfire prevention. Other elements are important to voters, but with less intensity.



July 2019 Survey: I'm going to read you a list of components that could be included in the proposed measure. On a scale from one to seven, where one is not at all important and seven is extremely important, please tell me how important each of the following components are to you.

Focus Group Findings

- ▶ The 2017 fires were at the forefront of voters' minds and any discussion of fire protection circles back to the fires.
- ▶ Participants generally had a positive assessment of the job fire protection services did during the 2017 fires.
- ▶ Participants were generally satisfied with the day-to-day service of their local fire departments.
- ▶ Many felt there was an ongoing risk for another severe fire and were interested in ways to mitigate that risk.
- ▶ There was significant concern about the inadequate warning systems in 2017 and want something in place for the future.

"Everybody's on their toes after what happened two years ago." – Group 1 Man

"We're at this point right now where the pain is so still raw and on a lot of people's nerves, and a lot of people really want this because they're really terrified." – Group 2 Man

"Some things I know, like from the big fires, the response was there, but it was too much for them to be able to do anything about." – Group 2 Woman

"I live right by Coffey Park and I had no idea that the fire was behind me and to the left of me." – Group 1 Woman

"They're doing a good job." – Group 2 Man



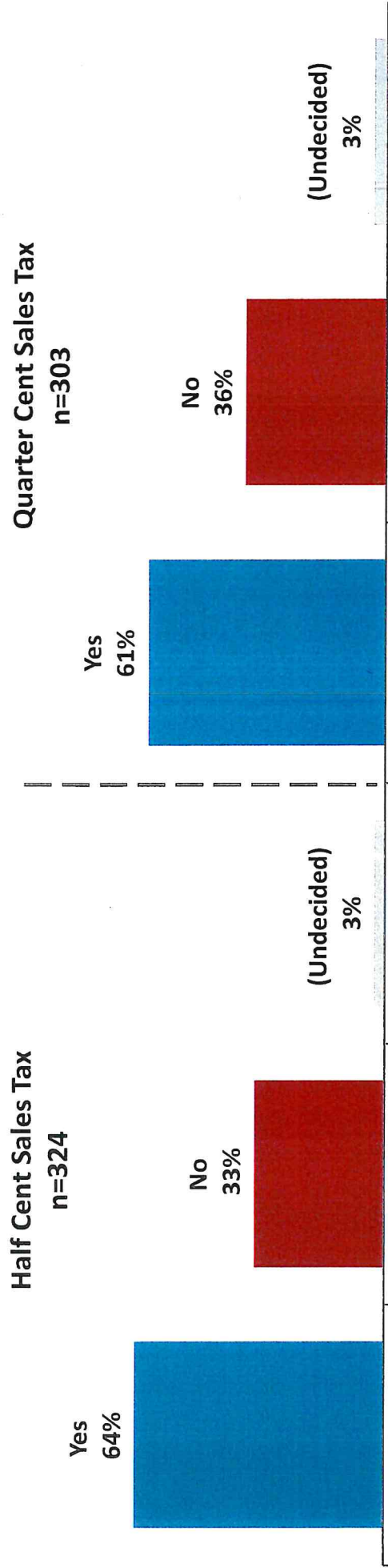
Potential Fire Protection Revenue Measure

First Poll – Uninformed Vote



The first poll saw no statistical difference between the tax amounts, but both were below the two-thirds threshold.

To improve emergency medical services, provide improved wildfire prevention and protection, reduce response times for 911 emergency calls, and modernize fire protection equipment, shall the County of Sonoma establish a [Sample A: half/Sample B: quarter] cent sales tax countywide for a 25 year period, providing approximately [Sample A: \$45/Sample B: \$23] million annually, with citizens' oversight and annual audits?



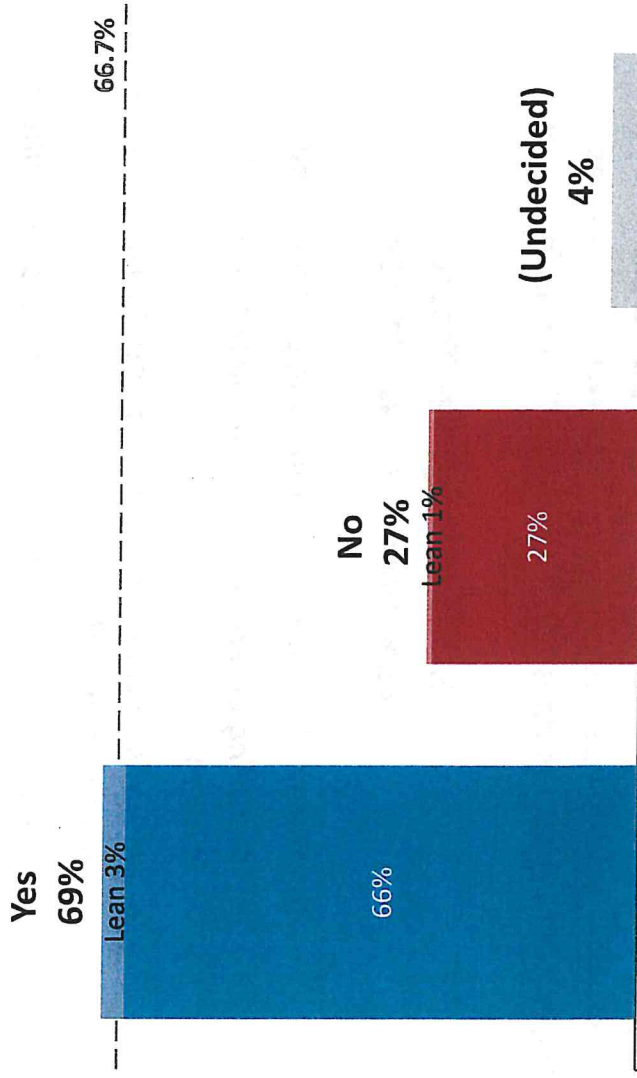
July 2019 Survey: If the election were held today, would you vote yes to approve or no to reject this measure?

Second Poll – Uninformed Voted



The second poll tested a revised measure. Support exceeds two-thirds when including those that are initially undecided, but lean toward yes.

To improve local fire prevention and protection by: installing emergency warning sirens and alerting systems; improving vegetation management to prevent the spread of wildfire; attracting and retaining qualified, local firefighters and emergency personnel; and, modernizing fire department equipment, facilities and stations, shall the County of Sonoma establish a half cent sales tax until ended by voters, providing approximately \$45 million annually, with annual audits and citizen oversight?



September 2019 Survey: If the election were held today, would you vote yes to approve or no to reject this measure?

Fire Protection Measure Language Comparison



Providing additional information about outcomes into the ballot question does result in a slight increase in support.

Original Language Tested **64% Total Yes; +31 Net Yes**

To:

- improve emergency medical services
 - provide improved wildfire prevention and protection
 - reduce response times for 911 emergency calls,
 - and modernize fire protection equipment
- shall the County of Sonoma establish a half cent sales tax countywide for a 25 year period, providing approximately \$45 million annually, with citizens' oversight and annual audits?

Revised Language Tested **69% Total Yes; +42 Net Yes**

To improve local fire prevention and protection by:

- installing emergency warning sirens and alerting systems;
- improving vegetation management to prevent the spread of wildfire;
- attracting and retaining qualified, local firefighters and emergency personnel;
- and, modernizing fire department equipment, facilities and stations

shall the County of Sonoma establish a half cent sales tax until ended by voters, providing approximately \$45 million annually, with annual audits and citizen oversight?

Measure Strengths

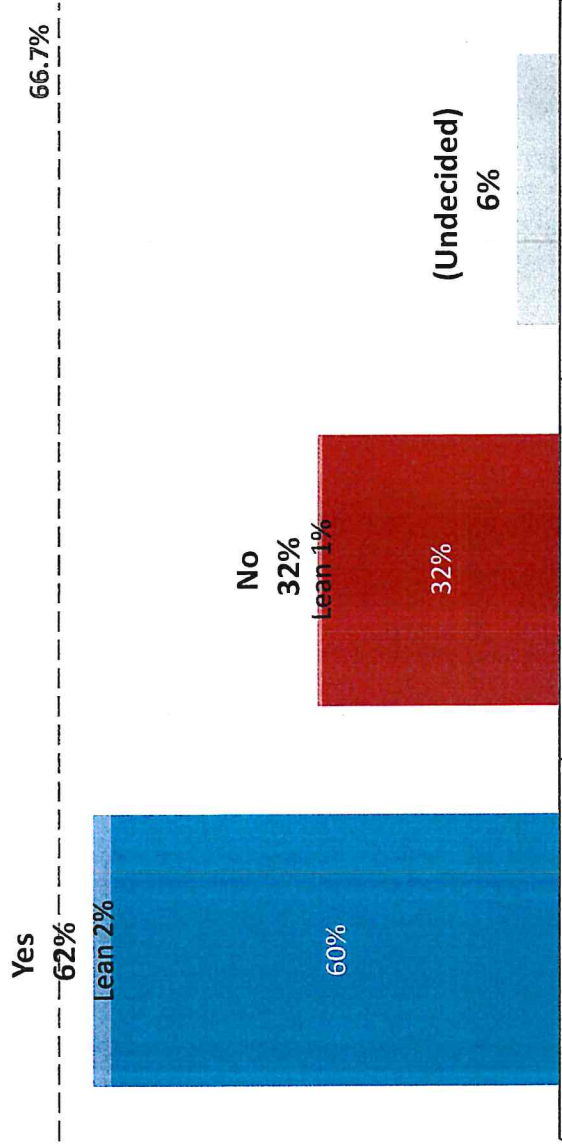
- ▶ Funding wildfire prevention efforts making the community safer and reducing the likelihood of future wildfires
- ▶ Installing emergency warning sirens and alerting systems
- ▶ Improving vegetation management and fuel reduction efforts
- ▶ Fiscal accountability provisions, including citizen’s oversight and independent audits, ensuring money is spent properly

Impact of Potential Opposition



An opposition statement resonates with voters and drives total support below the two-thirds threshold.

Some people say we just don't need this. This measure is a significant increase to our taxes and, it has no end date and would continue forever. Fire Departments in the County already get local funding from parcel taxes or sales taxes, we don't need this new additional tax.



Conclusions

- ▶ Fire protection is an important issue for voters with the 2017 wildfires still being a very recent memory.
- ▶ Wildfire prevention and improving warning systems are especially important to local voters given recent experiences.
- ▶ Support for a measure hovers right around the two-thirds threshold. Strong local support with a privately funded campaign effort, and no organized opposition will be required for measure approval.



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