



NORTHERN SONOMA COUNTY FIRE PROTECTION DISTRICT

20975 Geyserville Avenue • PO Box 217 • Geyserville • California • 95441 • (707) 857-4373 • northernsonomacountyfire.org

Subject: Funding contribution to Sales Tax Measure Feasibility Study

Dear Steve Akre:

While we, the Board of Directors of the Northern Sonoma County Fire Protection District, recognize the need for additional funding to sustain and improve fire protection services throughout the County and, in particular, funding needed to sustain individual fire districts and funding to comprehensively reduce wildfire hazard risks throughout the County, we are reluctant to provide financial support for the current sales tax feasibility study at this time and as presently proposed and envisioned by the Fire Services Working Group.

Our concern, as has previously been expressed, is that the proposed feasibility study as presently conceived: 1) does not reveal or seek resolution of a proper transparent and broad-based governance structure for managing the funding over time; 2) does not seek a statutory allocation formula for the funding to the various uses, agencies, or jurisdictions; 3) does not develop specific fire protection objectives that would guide such allocation and measure effectiveness (as an example: “insurability” i.e. the ability to insure our homes and other improvements); and 4) does not reveal and quantify public benefits in terms of increased fire protection services and reduced risks to life and property.

We strongly recommend that the proposed feasibility study, rather than focusing largely on polling and related political analysis, focus on these four fundamentals. Indeed, we believe that the transparency and precision that results from resolving such fundamentals as part of the measure must be the basis of a successful campaign for the Sales Tax Measure, a lesson learned from the previous attempts to pass the measure and from similar sales tax campaigns around the State.

This said, we would be pleased to contribute towards the costs of advancing the initiatives in 1 - 4 above.

Sincerely,

NSCFPD Board