

Sonoma County Fire District Association

I have been on the Board of Directors for the Valley of the Moon Fire District for seventeen years. I have been on the board as the district has evolved through providing fire protection to the City of Sonoma with a JPA, to the Sonoma Valley Fire Rescue Authority, to the present, as part of the Sonoma Valley Fire District. I am presently president of the Sonoma Valley Fire District. I am a past president of the Sonoma County Fire District Association.

I am retired as a Lieutenant from the San Francisco Fire Department after thirty years of service. I hold a Bachelor's Degree in Geography/Geology from Sonoma State University. I've worked as a substitute teacher in the Sonoma Valley School District. I Assisted City of Sonoma and VOM Fire Chiefs and Captains in development of Sonoma Valley Fire Rescue Authority's "Standards of Coverage," a business plan for our combined Fire Departments. I Developed a SVRA, GIS computer based, "Standards of Coverage" including a model providing the optimum relocation for Fire Station 2. I have served on various SFFD department committees and have taken numerous State Fire Marshal courses including; fire instructor, urban search and rescue, water rescue, cliff rescue, fire safety director and emergency medical technician.

I bring the experience of being a career fire officer with over thirty years of firefighting and fire department administration experience. I have attended training sessions for Special District Directors in Sacramento to better my knowledge of Special District functioning and operations. I have served as a Fire District Director for the past seventeen years and feel that I have made a positive contribution. I have the highest respect for the dedication and professionalism of our department members: chiefs, officers, engineers, firefighters and paramedics.

Thank you,

Bill Norton

Fred Peterson

It is my belief that the SCFDA has failed to become a viable voice in the County during this movement toward fewer districts and more sustainable fire/emergency services. As an organization we face irrelevancy if we continue with the status quo. My goal, if selected as Vice President of the SCFDA, is to work with fire districts throughout Sonoma County to develop that voice creating and promoting a plan that furthers the Board of Supervisors mandate to ensure effective, efficient and sustainable fire/emergency services: first in the diverse regions of our county and when that is achieved to move forward with a county wide entity. For the past 6 years I have been immersed in the various county led committees, councils and advisory groups tasked with formulating the future of the fire service in Sonoma County. In addition to the hundreds of hours spent in committee meetings, I have had numerous meetings with the Board of Supervisors Fire Ad Hoc's, as well as the various consultants hired by the CAO to steer this project. During this process it has become increasingly clear to me there is no coherent and shared vision or plan from our organization. I believe that opportunity exists, if we have the will and the consensus to make it happen. We can ensure that the views and voice of the diverse SCFDA members is heard and have a hand in shaping the future of fire services in the County.

I am currently a director for the Northern Sonoma County FPD (formerly Geyserville FPD). I was a director on the first Geyserville district board in 1996 when the Geyserville VFC became the Geyserville FPD. I started as a volunteer fire firefighter with Geyserville in 1987, a few years after moving to the Dry Creek Valley to develop and manage vineyards in Sonoma and Mendocino counties. I retired last year as a frontline firefighter/engineer, but continue to serve as an auxiliary and active member of the volunteer association. I am also on the leadership/steering committee for our Northern Sonoma County COPE (citizens organized to prepare for emergencies). Begun after the 2017 fires, this organization is now a 501(c)3 that extends from Wiki-Up to the Mendocino County line. While at UC Davis obtaining my BS degree in Viticulture & Enology, I spent two summers as a squad leader on a USFS hand crew out of the Plumas NF.

If chosen for this position, I will work hard to ensure our organization takes a leadership role in designing and promoting a durable vision for the future of our county's fire and rescue services.

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