



SUMMARY REPORT

Agenda Date: 10/14/2025

To: Sonoma County Board of Supervisors

Department or Agency Name(s): County Executive's Office

Staff Name and Phone Number: M. Christina Rivera, Christel Querijero, and Maggie Luce 565-2431

Vote Requirement: Majority

Supervisorial District(s): Countywide

Title:

Sonoma County Fire Chiefs Association Measure H

Recommended Action:

- A) Receive an update submitted by the Sonoma County Fire Chiefs Association regarding activities associated with revenue received from the "Improved and Enhanced Local Fire Protection, Paramedic Services and Disaster Response" Initiative (Measure H). (Informational Only)
- B) Authorize the County Executive, or designee, to execute a conflict waiver between the County and the Sonoma County Fire Chiefs Association related to Measure H Oversight Committee administrative services (Majority vote).

Executive Summary:

Measure H, the "Improved and Enhanced Local Fire Protection, Paramedic Services and Disaster Response Initiative" Transaction and Use Tax was approved by voters in March 2024 and became operative in October 2024. Measure H authorizes a countywide one-half cent special transaction and use tax (sales tax) to supplement existing funding for wildfire prevention and preparedness, paramedic services, and emergency and disaster response. The Sonoma County Fire Chiefs Association (Association), the proponent of Measure H and one of its designated tax recipient entities, prepared a written summary of Measure H-funded activities. This item also requests the Board authorize the County Executive or designee to execute a conflict waiver with the Association to allow Ms. Dana Hampson, the Association's Executive Director, to provide administrative support services to the Measure H Oversight Committee under the terms of this waiver. The Measure H sales tax revenue will fund Dana Hampson's administrative services.

Discussion:

On March 5, 2024 the "Improved and Enhanced Local Fire Protection, Paramedic Services and Disaster Response Initiative" (Measure H) passed successfully with 61.71% of voters approving a one-half cent sales tax on the sale and use of tangible property within Sonoma County, including both incorporated and unincorporated areas, until ended by the voters, to supplement existing funding for wildfire prevention and preparedness, paramedic services, and emergency and disaster response, raising approximately \$60,000,000 annually. The new sales tax became operative as of October 1, 2024.

Sonoma County Fire Chiefs Association Measure H Update

The Sonoma County Fire Chiefs Association (Association), the proponent of Measure H and one its designated tax recipient entities, prepared a summary of Measure H funded activities (Attachment A) as an update for the

public and the Board of Supervisors. This summary includes:

- Measure H Overview & Highlights
- Accomplishments
- Oversight Committee Update
- Anticipated Upcoming Measure H Activities

Some examples of specific accomplishments reported by the Association include the following:

- Personnel - Fire agencies hired over 75 fire personnel, including 18 paramedic firefighters
- Improved emergency response time
- Facility enhancements, including assessments, property purchases, construction, and seismic upgrades
- Funded REDCOM Dispatch for Measure H recipient members dues, infrastructure, and technology upgrades
- Sponsored the HERo Girls Fire Camp at SRJC
- Funding for vegetation management, enhanced technology, upstaffing of community events, sponsorship of youth programs, and post deployment treatment wellness clinics

Please see Attachment A for more the Association's presentation and details on Measure H funded activities and accomplishments.

Conflict Waiver

Measure H required the formation of an independent Oversight Committee to provide transparency and ensure fiscal accountability of the tax proceeds. On [January 14, 2025 <https://sonoma-county.legistar.com/LegislationDetail.aspx?ID=7085820&GUID=12C03924-4551-479E-A16B-450D651EA4A4&Options=&Search=>](https://sonoma-county.legistar.com/LegislationDetail.aspx?ID=7085820&GUID=12C03924-4551-479E-A16B-450D651EA4A4&Options=&Search=>), the Board of Supervisors created the Measure H Oversight Committee. The Committee will review, at least on an annual basis, the receipt and expenditures of the revenue from the sales tax, including an annual report of each recipient Agency's use of the tax. There are approximately 20 tax recipient entities pursuant to Measure H. The County Executive's Office entered into a professional services agreement with Dana Hampson, as an independent contractor, to provide administrative support to the Oversight Committee due to her expertise in providing fire services related administrative support. The Measure H sales tax revenue will fund Dana Hampson's administrative services. Ms. Hampson also serves as the Executive Director of the Association, which is an entity that receives a percentage of tax allocated by Measure H. The County and the Association prepared a conflict waiver (Attachment B) to acknowledge and waive any perceived or actual conflict of interest with regard to Ms. Hampson providing administrative support to the Oversight Committee. Staff recommends your Board authorize the County Executive or designee to execute this conflict waiver to allow Ms. Hampson to provide the specified administrative support.

Strategic Plan:

N/A

Racial Equity:

Was this item identified as an opportunity to apply the Racial Equity Toolkit?

No

Prior Board Actions:

[5/13/25: Measure H Oversight Committee Appointments <https://sonoma-county.legistar.com/LegislationDetail.aspx?ID=7374152&GUID=C4439F08-88A2-4327-A66D-](https://sonoma-county.legistar.com/LegislationDetail.aspx?ID=7374152&GUID=C4439F08-88A2-4327-A66D-)

Agenda Date: 10/14/2025

[8B867379FAEE&Options=&Search=>](#)

[1/14/25: Measure H Oversight Committee Creation <https://sonoma-county.legistar.com/LegislationDetail.aspx?ID=7085820&GUID=12C03924-4551-479E-A16B-450D651EA4A4&Options=&Search=>](#)

[9/26/23: Adopt a Resolution submitting the Improved and Enhanced Local Fire Protection, Paramedic Services, and Disaster Response Initiative and Sales Tax Petition to the Voters of Sonoma County <https://sonoma-county.legistar.com/LegislationDetail.aspx?ID=6338188&GUID=927F17A6-F5F9-4774-8CAB-6B50A3FC9F45&Options=&Search=>](#)

[9/12/23: Accepting Certificate of Sufficiency for the Improved and Enhanced Local Fire Protection, Paramedic Services, and Disaster Response Initiative and Sales Tax Petition <https://sonoma-county.legistar.com/LegislationDetail.aspx?ID=6338188&GUID=927F17A6-F5F9-4774-8CAB-6B50A3FC9F45&Options=&Search=%3E>](#)

FISCAL SUMMARY

| Expenditures | FY25-26 Adopted | FY26-27 Projected | FY27-28 Projected |
|------------------------------------|----------------------------|------------------------------|------------------------------|
| Budgeted Expenses | | | |
| Additional Appropriation Requested | | | |
| Total Expenditures | 0 | 0 | 0 |
| Funding Sources | | | |
| General Fund/WA GF | | | |
| State/Federal | | | |
| Fees/Other | | | |
| Use of Fund Balance | | | |
| General Fund Contingencies | | | |
| Total Sources | 0 | 0 | 0 |

Narrative Explanation of Fiscal Impacts:

There are no fiscal impacts associated with the recommended actions. The Measure H sales tax revenue will fund Dana Hampson's administrative services.

| Staffing Impacts: | | | |
|--|--|-------------------------------|-------------------------------|
| Position Title (Payroll Classification) | Monthly Salary Range (A-I Step) | Additions (Number) | Deletions (Number) |
| | | | |
| | | | |
| | | | |

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

Agenda Date: 10/14/2025

Attachment A: Sonoma County Fire Chiefs Association Measure H Update

Attachment B: Conflict Waiver for Measure H Oversight Committee Administrative Support

Attachment C: Administrative Services MOU

Related Items “On File” with the Clerk of the Board:

N/A