



April 2026
First Edition

MEASURE H NEWSLETTER

Protecting Sonoma County

Welcome to
our
newsletter! We
are happy you
are here.

President Steve Akre's Welcome



On behalf of the Sonoma County Fire Chiefs Association (SCFCA), I am pleased to share the first edition of our Measure H Quarterly Newsletter. This publication is an important step in keeping our communities informed about how Measure H resources are being thoughtfully invested to strengthen fire protection and emergency services across Sonoma County.

Since the passage of Measure H, we have made meaningful progress toward our shared goals. Most notably, fire agencies across the county have collectively hired approximately 100 new fire service personnel. These additions are already enhancing our operational capacity, improving response times, and increasing the level of service we are able to provide to our residents.

We are also seeing significant advancement in our capital improvement efforts. Critical projects are underway that will modernize facilities, replace aging equipment, and ensure our firefighters have the tools they need to operate safely and effectively in an increasingly complex emergency environment.

Wildfire risk reduction remains a top priority. The countywide vegetation management crew is fully deployed and booked for the foreseeable future, reflecting both the high demand for these services and our proactive approach to mitigating fire risk before incidents occur.

In addition, we are moving forward with the procurement and implementation of innovative, countywide technology systems that will improve coordination, communication, and data-sharing among agencies. These investments are essential to building a more integrated and resilient regional fire service.

Finally, Measure H is enabling expanded investment in training, recruitment, and firefighter wellness. These efforts are critical to sustaining a highly skilled workforce and supporting the long-term health and readiness of the men and women who serve our communities.

While there is still important work ahead, the progress to date reflects a strong foundation and a shared commitment to delivering on the promise of Measure H. We appreciate the continued support and trust of Sonoma County residents as we work together to enhance public safety across our region.

Quarterly Newsletter Spotlight

Measure H at Work: Santa Rosa Welcomes New Staffing

The Santa Rosa Fire Department recently announced the hiring of several new Firefighters, a second on-duty Battalion Chief and two additional Fire Inspectors for the department's Vegetation Management Program. The improvements were made possible by the voter-approved Measure H Sonoma County Fire Sales Tax.

The rollout marked the first tangible investment from Measure H for Santa Rosa — and the first additional permanent staffing added to the department's daily staffing in nearly 20 years.

Measure H funding began reaching local departments in March 2025. For Santa Rosa, the funding is especially significant. The department has seen emergency calls grow dramatically — from about 19,000 calls in 2007 to over 31,000 last year — while staffing levels remained largely unchanged. Measure H is now helping firefighters respond faster and more effectively when emergencies occur.

Every new resource funded through Measure H helps strengthen the regional fire system that protects us all — and this new staffing is a great example of those investments already rolling into service.





New Sonoma Valley FD Paramedics

As we move forward, the Sonoma County Fire Chiefs Association remains committed to transparency, accountability, and measurable progress in the implementation of Measure H. We will continue to provide regular updates so our community can clearly see how these investments are strengthening fire protection, emergency response, and wildfire resilience across Sonoma County. We are grateful for the trust placed in us through Measure H and remain dedicated to delivering meaningful improvements that enhance fire safety and preparedness and emergency response for all who live, work, and visit here.

For more information, please visit one of the following websites:

[SCFCA Measure H Webpage](#)

[Measure H Oversight Committee Webpage](#)

