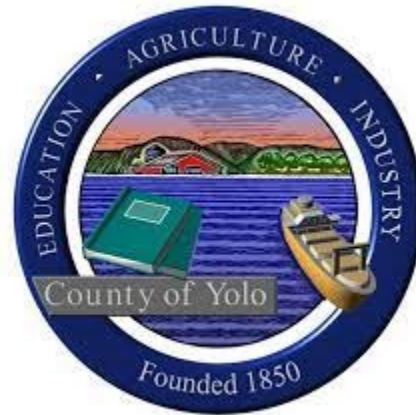


Yolo County Fire Protection Districts

Proposition 218 Community Outreach efforts



Community Outreach

Tell Your Story

- Services you provide
- Funding challenges
- What would be gained with a ballot measure
- What will be lost without a ballot measure
- Rigorous Financial Detail
- Authenticity, Accuracy, Transparency



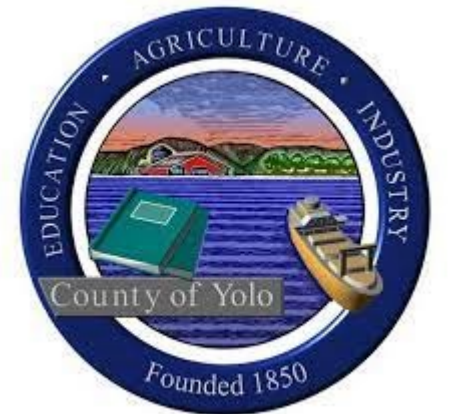
Community Outreach Approaches

- Community Meetings
- Direct Outreach
 - Conversation with community leaders, stakeholders
- General Outreach
 - Website, social media, fliers, etc.



Community Meeting Content

- Service Levels
 - Establish District goals for service levels, identifying the need for funding and the potential for diminished service
- Budgets
 - Highlight District budgetary needs
 - Outline efforts to minimize budget
- Optimal Messaging Focal Points
 - Rigorous financial analysis
 - Service details
 - Transparency and authenticity are key



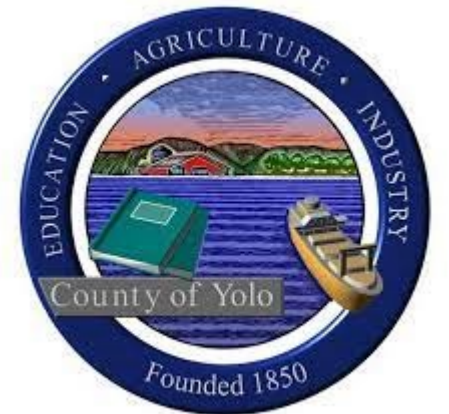
Limitations on Outreach

Local Agencies may not expend funds advocating for the passage of a measure or assessment.

- *An officer, employee, or consultant of a local agency may not expend or authorize the expenditure of any of the funds of the local agency to support or oppose the approval or rejection of a ballot measure, or the election or defeat of a candidate, by the voters. (Gov't Code 54964)*

What You Can Do:

- Communicate facts
- Respond to questions about a measure and its impact
- Use District resources to publicize factual information



Facing budget woes, North County Fire District looks for a property tax boost.

Celia Jiménez

Apr 19, 2021



Firefighter John Baldwin suits up in gear at North County Fire Protection District's Station No. 2 in Prunedale. Without a new funding source, stations may close some days.

Joel Angel Juárez

The North County Fire Protection District is one the busiest in Monterey County, covering 125 square miles and serving more than 42,000 people. But the district operates light, with only two firefighters per engine instead of the three or four most surrounding agencies have. Last year, the district received 3,005 calls, 90 percent of which involved collisions or medical emergencies.

District Chief Joel Mendoza says the issue with having two firefighters is safety. If, for example, they respond to a fire – like the one that happened April 12 in Prunedale when a shed exploded and a person inside suffered burns – the first two firefighters to arrive at the scene would focus on the victim first before tackling the fire. If there were four firefighters, the crew would normally split and tackle both matters at the same time.

Local Firefighter/Paramedic 2020 Parcel Tax Measure FD

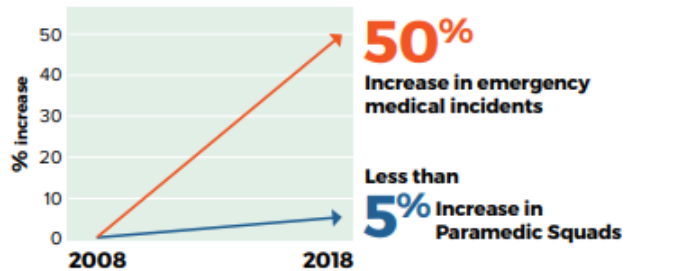


Measure FD Will Affect Your Local Fire Department – LA County Fire

From neighborhood fire stations, LA County firefighters and paramedics respond to 911 emergencies at local homes and businesses in your community.



Measure FD Will Provide Additional Resources for Local 911 Fire and Increased Emergency Medical Response and Rescue



More Fast Moving, Extreme Wildfires

Longer fire seasons and increased 911 calls are increasing demand on a limited number of firefighters and paramedics.

Outdated Communications Systems

LA County Fire's communication systems, used for emergency response, lifesaving protection and rescue, date back nearly three decades and are incompatible with wireless networks and other modern digital systems.



Outdated Lifesaving Rescue Vehicles and Equipment

Some fire engines, medical emergency and rescue vehicles are more than 20 years old and costly to repair and maintain.

Local Parcel Tax Measure FD: LA County Fire is proposing a 6 cent per square foot tax on certain parcel improvements to address emergency response needs. Details about the measure are on the other side.



Local Parcel Tax on March Ballot for Fire and 911 Emergency Response

It's been more than 20 years since voters approved local funding for 911 emergency response and fire protection. Existing revenues are no longer sufficient to provide our first responders with the tools and equipment needed to meet today's demands. In recent wildfires, support from the State and outside agencies has been less reliable than in the past.

LA County Fire is proposing Measure FD, a local parcel tax measure, on the March 3, 2020 ballot. The 6 cents per square foot parcel tax will be used to support and improve emergency response. Measure FD will require approval of 2/3rds of local voters.

Independent Citizens' Oversight to Ensure Fiscal Accountability

Measure FD would require all funds be used to support local fire protection and emergency medical response, with independent citizens' oversight and annual expenditure reports published online and made available at local libraries and neighborhood fire stations.

SAMPLE BALLOT

LOS ANGELES COUNTY FIRE DISTRICT 911 FIREFIGHTER/PARAMEDIC EMERGENCY RESPONSE MEASURE

"Shall an ordinance ensuring local firefighter/paramedic emergency response, involving house fires, wildfires, heart attacks, strokes, and car accidents, to hire/train firefighter/paramedics, upgrade/replace aging firefighter safety equipment, vehicles, facilities, life-saving rescue tools, and emergency communications technology, by levying 6 cents per square foot of certain parcel improvements, providing \$134 million annually, limited to 2% annual adjustment, until ended by voters, exempting low-income seniors, with independent citizens oversight, be adopted?"

YES
 NO

Additional funds would be used by your local fire department, LA County Fire, to:

- Increase the number of firefighter/paramedics on duty
- Upgrade outdated equipment and vehicles to effectively fight house fires and fast-moving extreme wildfires
- Communicate directly with emergency rooms and trauma centers to provide critical information when transporting patients — especially vulnerable people, like seniors or children
- Communicate reliably to coordinate fast, effective emergency response — including when it is time to evacuate
- Provide emergency tools (like Jaws of Life) to rescue trapped car accident victims, replace defibrillators and other emergency medical response equipment and provide emergency medication
- Replace old breathing devices, protective clothing and equipment used by firefighters
- Provide firefighters with thermal image cameras to locate and rescue vulnerable citizens unable to evacuate on their own
- Provide real-time mapping software and other advanced technology and upgrade 911 dispatch center computer technology to improve response times



Learn more at WeAreLACountyFire.org



Why now?

Due to the increased level of fire and emergency calls, there is a critical need for additional funding to meet industry safety standards by restoring the number of firefighters to three per state engine. This will better prepare Santa Cruz County Fire for large-scale wildfires and emergencies.

What is a Prop 218 Benefit Assessment Ballot Proceeding?

A sustainable and reliable option available to the County is to seek community support for a local property tax assessment, a Proposition 218 ballot proceeding, where property owners are the "voters" who decide on the measure.

This allows your local Santa Cruz County Fire Department to meet safety standards and replace aging equipment so our firefighters can continue to provide life-saving fire and emergency protection services.

The proposed funding would be an annual assessment on each property in the Santa Cruz County Fire – CSA 48.

How will the funds from the proposed measure be used?

The funds would be used to:

- ▶ Maintain the quality of local fire protection services.
- ▶ Ensure quick response times to 9-1-1 emergencies.
- ▶ Repair, upgrade or replace outdated fire engines and life-saving emergency and rescue equipment.
- ▶ Restore the number of local firefighters needed to keep our community safe.



Who is Santa Cruz County Fire and what is County Service Area 48?

The Santa Cruz County Fire Department serves specific areas of unincorporated Santa Cruz County known as "County Service Area 48" (CSA 48). CSA 48 includes the communities of Bonny Doon, Davenport, Loma Prieta, Corralitos, Las Cumbres and the wider South Skyline area.

The County Fire Department operates in CSA 48 with five year-round volunteer fire stations in cooperation with five State fire stations. The County contracts with CAL FIRE to keep these State fire stations open during the non-fire season to ensure year-round fire protection and emergency response services.

Why should I pay attention to our local fire service?

Santa Cruz County Fire cannot maintain the current level of service in CSA 48 to protect you, your family and your property without additional funding to restore paid firefighter staffing levels to meet State recommended standards and to replace aging fire and life-saving emergency and rescue equipment.

Why does it matter if there is a delay in 9-1-1 response times?

The American Heart Association states that brain deterioration begins between four and six minutes after a person stops breathing. The average 9-1-1 response time for Santa Cruz County Fire – CSA 48 area is approximately 10 minutes. A third firefighter and reliable equipment allows your fire department to provide faster patient care and reduce response times.



Santa Cruz CSA 48
6059 Highway 9
Felton, CA 95018



PRSR STD
US POSTAGE
PAID
Pacific Print
Resources

Provided for your information only as a public service from County Service Area 48.

What if the proposed assessment is not approved?

Without the additional funding:

- ▶ Santa Cruz County Fire Department would face further cuts to services, forcing it to continue to rely on outdated fire engines and life-saving emergency rescue technologies.
- ▶ One or more State fire stations would likely be closed during the non-fire season due to lack of staffing.
- ▶ With a reduction in services due to lack of funding, 9-1-1 response times would likely increase.

If a Prop 218 Benefit Assessment is approved by property owners, how much will it cost me?

California law requires that special assessments for improved fire protection services are based upon the calculated "special benefit" conferred on a property.

The special benefit for each parcel is calculated based upon these four factors:

- 1. Parcel-related fire risk factors:** Likelihood of fire ignition based upon parcel use.
- 2. Structure replacement value factors:** Relative cost to replace structure on parcel.
- 3. Fire hazard zone risk factors:** Very High, High Critical, Mitigatable Critical or None as designated by CAL FIRE.
- 4. Proximity (travel time) risk factors:** Relative travel time from the closest appropriate responding fire station.

The average single family resident would pay about \$151 per year, or \$12.60 a month, for fire services. This benefit assessment would

provide a stable, local source of funding for Santa Cruz County Fire. No funds from this assessment can go to the County's General Fund. All funding generated by the assessment under consideration would go directly to Santa Cruz County Fire – CSA 48. The State cannot take this funding away.

How do the number of fire stations and staffing levels affect my insurance rates?

The Insurance Standards Organization (ISO) determines insurance premiums based on multiple criteria. 50% [of the ISO rating] comes from the quality of your local fire department including staffing levels, training and proximity of the firehouse. Keeping our fire stations staffed to industry standards and open 24/7 year-round can help maintain our current ISO ratings.

Doesn't the State or County provide funding for this?

No funding is available from the State or County. With a growing demand for fire protection and life-saving services and a limited operating budget, it's becoming problematic to meet our community's increasing demand for fire protection and life-saving calls.



For more information go to www.SantaCruzCountyFire.com or email us at: CSA48feedback@gmail.com



Your Local Fire and Emergency Services Provider

Working to Maintain Life-Saving Fire Protection & Emergency Services



OUR CHALLENGES:

Fact: We have 25% fewer firefighters on staff today than we did 10 years ago and a declining number of volunteer firefighters (down from 110 to 60). Meanwhile, our number of emergency calls has grown steadily—approximately 22% since 2010.

Fact: For the safety of the public and first responders, the State recommends at least three firefighters per engine. Currently, Santa Cruz County Fire has a budget for two paid firefighters per engine.

Fact: To enter a burning structure or rescue a trapped victim, the law REQUIRES 4 firefighters: two firefighters to enter the structure and two outside for backup (the law has an exception to this rule in the event there is a known rescue). Funding for a 3rd paid firefighter means that, along with one volunteer firefighter, we would have the 4 firefighters required to quickly enter and perform a rescue or put out a fire.

Fact: Local fire stations are so short-staffed that when multiple emergency calls come in, we don't have the staff to respond. More than 56 times in 2018, ALL County Fire firefighters were out on emergency incidents, leaving no one available to respond to the next emergency call.

Fact: With climate change and drought, wildland fires are getting larger, faster and deadlier. We need to make sure we have the resources and staff to respond quickly to structure fires, wildland fires, and medical emergencies when they happen.

Fact: Without additional funds, the County will be forced to close a fire station, resulting in slower 9-1-1 response times in many areas of rural Santa Cruz County.



Survey: COMMUNITY INPUT IS WELCOME! Take our survey at: www.SantaCruzCountyFire.com

Why does it matter to the Santa Cruz County Fire – CSA 48 Community?

- ✓ The American Heart Association states that brain deterioration begins between four and six minutes after a person stops breathing. The average response time is 10 minutes in Santa Cruz County Fire – CSA 48.
- ✓ The number of emergency calls has increased by 22% since 2010.
- ✓ Fire emergency response vehicles need to be decommissioned after 20 years for continued reliability and safety. Currently, 3 out of 7 CSA 48 fire engines have been in service for at least 25 years.
- ✓ BEAR FIRE (November 2018) 10 acres burned and 1 structure destroyed;
BEAR FIRE (October 2017) 391 acres burned and 4 structures destroyed;
LOMA FIRE (September 2016) 4,474 acres burned and 28 structures destroyed.



North County Fire Protection District: Assessment FAQ's

What are the proposed annual rates for the Benefit Assessment?

Property Type	Proposed Rate	SFE Factors	Unit
Single Family	\$ 97.91	1.0000	each
Multi-Family	\$ 57.52	0.5875	res unit
Commercial/Industrial	\$ 283.38	2.8943	acre
Office	\$ 198.78	2.0302	acre
Storage	\$ 585.86	5.9837	acre
Parking Lot	\$ 26.25	0.2681	each
Vacant	\$ 26.25	0.2681	each
Agriculture	\$ 4.30	0.0440	acre
Range Land & Open Space	\$ 0.09	0.0009	acre

Where can I find the District's Financial Statements?

Please visit: <https://www.ncfpd.org/district-financials>

Will you explain why relying on grant funding and other-onetime funds is not sustainable?

Grants are not sustainable as there is no guarantee that the district will be awarded those grants. 5 previous layoffs were due to a grant that ran out and the district was unable to sustain staffing levels.

Has there been any discussion of establishing a reserve firefighter program to augment staffing?

NCFPD currently has an active reserve firefighter program. We are currently working on bolstering our Reserve Firefighter program. We have 8 personnel and augmenting with 8 more.

How would shutting a fire station affect fire insurance rates?

Shutting down a fire station would directly affect our ISO rating. Shutting down a station would translate into one less fire engine as well as 2-3 firefighters less arriving at a fire/emergency scene within the first 10 minutes. This would increase ISO ratings and insurance costs.

Are taxpayers still paying the \$152.33 CalFIRE Prevention fee?

No. The CalFIRE Fire Prevention Fee was suspended effective July 1, 2017.

How much money did North County Fire Protection District receive from the CalFIRE Prevention fee?

North County Fire Protection District did not receive any funds from the CalFIRE Prevention fee.

Didn't the Fire District pass a tax measure a couple of years ago?

Measure "T" was on the Ballot in November of 2018 and although it received majority votes, it did not Pass successfully as it needed 2/3 majority votes to be implemented as the rules state for special districts.

I own multiple properties and they vary in "Use Type" when will I know specifically what my costs will be?

The chart on this list provides the rates for every "Use Type". The ballot you receive in the mail will indicate the proposed amount for the properties you own.

Don't the North County residents already pay an EMS tax?

Yes, there is a \$5.00 EMS tax that was implemented in the '90s which provides funding to replenish EMS supplies used on medical emergencies and to fund a portion of EMS training for personnel. This generates approximately \$30,000 in revenue per year.



North County Fire Protection District

Phone Script (use this to guide conversation)

Friendly Introduction: "Hi (Good Morning/Afternoon) my name is (____), with the North County Fire Protection District (Pres., VP, Director, Chief, firefighter etc.,) How are you today?"

I am calling you with important information about North County Fire and the fire services for your property. May I speak with (property owner name) or the "property owner?"

***Note: If commercial:** "...and/or who ever pays the property tax bill?"

Establish reason of call: "As you may have heard, the Fire District is facing significant challenges in our ability to provide critical fire protection and emergency response services in your area.

Note: *If this is something they have not heard about before take the time to briefly summarize district communication efforts such as recent community meetings.*

Introduce Challenges: "Some of our day to day safety concerns include:

- o **We have 33% fewer firefighters on staff today than we had 2 years.** Meanwhile, our numbers of emergency calls have grown steadily.
- o For the safety of the public and first responders, the State recommends at least three firefighters per engine. **Currently, North County Fire can only afford two paid firefighters per engine.**
- o **what.** When multiple emergency calls come in, the 3 stations, do not have the staff to respond **There have been times when all North County Fire fighters were out on emergency incidents, leaving no one available to respond to the next emergency call."**

Introduce Assessment: Without additional funds, North County Fire might be forced to lay off additional firefighters and possibly close a fire station, resulting in slower 9-1-1 response times in many areas of urban and rural North Monterey County.

North County Fire Protection District is seeking community approval for funding through a Proposition 218 ballot proceeding, where property owners are the "voters" who decide on the measure.