



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Santa Rosa Fire Department Announces Measure H Improvements on the Eight-Year Mark of the 2017 Wildfires

Santa Rosa, CA – The City of Santa Rosa continues to recognize and honor the resilience of our community following the 2017 wildfires. October 8, 2025 is the eight-year mark of the 2017 Tubbs and Nuns Fires. These fires, in addition to the 2020 Glass Fire, 2019 Kincade Fire, and others, have had lasting effects locally. Mitigating future large-scale wildfires has been a priority and having the resources to keep fires small is critical.

On March 5, 2024, the voters of Sonoma County approved Measure H, a one-half cent sales tax to provide funding to fire agencies across the Sonoma County for the purpose of achieving effective and efficient regional response and services throughout the county. The measures will help to fill service gaps that have been identified by the recipient fire agencies.

After over a year of planning between Santa Rosa Fire Department (SRFD) Management and the Santa Rosa Firefighters IAFF Local 1401 representatives, the SRFD is proud to announce the opening of an additional engine company, a second on-duty Battalion Chief, and two Fire Inspectors that are fully funded by Measure H. The engine will be temporarily housed at Fire Station 1 on Sonoma Avenue and will help with the increased demand for service in the downtown and south Santa Rosa areas. The second Battalion Chief will allow for two chief officers to be on-duty 24 hours a day, 7 days a week to provide effective emergency management and oversight during day-to-day operations for a community of our size. The new Battalion Chief and engine company represent the first time the SRFD has added permanent resources to daily staffing since 2007. The additional Fire Inspectors aid in conducting defensible space inspections and the assessment of approximately 9,000 parcels in the City of Santa Rosa Wildland Urban Interface.

To meet the needs of the new staffing, an academy of our new firefighters officially started this week at our own Training Center. Future and ongoing funding through Measure H will provide for additional enhancements, including new fire station construction and staffing for the SRFD.

Event Details:

Date: October 8, 2025

Time: 11:00 a.m.

Location: Santa Rosa Fire Department Training Center: 2126 W. College Ave., Santa Rosa, CA

Media is invited to join Fire Management and Santa Rosa Firefighters Union leadership at the Training Center to view the new Battalion Chief vehicles and Engine 9 while given an opportunity to meet with staff, including recruit academy members.

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