

**Cyndie Martel**

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**From:** John Pritzker <jp@geolo.com>  
**Sent:** Wednesday, January 7, 2026 1:44 PM  
**To:** CouncilAll  
**Subject:** [EXTERNAL] Friends of Ross Firehouse Presentation

Dear Town Councilors

My name is John Pritzker. I have lived at 36 Glenwood Avenue for the past 13 years. We moved from the city for a myriad of reasons, chief among them that Ross provided a quiet and safe environment for our family. At no time would it have crossed my mind that Ross would *not* offer fire or EMT services. Yet, this is where we find ourselves. I also find it ironic that I write on this issue on the first anniversary of the Palisades/Malibu/Altadena fires.

I have just reviewed the Friends of Ross Firehouse presentation deck. As a real estate developer and operator, I have received and produced dozens of such presentations across my career. I am struck by the quality of the vendors and contractors that have been engaged and by their commonsense approach and conclusions. I find the Friends deck incredibly compelling. Is it possible that it was simpler for the Town Council to rely on its consultant's (seemingly faulty, bordering on lazy) conclusions than to find feasible workarounds?

So, I am left asking myself, WTF? Why is every other town surrounding Ross able to provide these services yet one of the wealthiest and most vulnerable towns in America unable to afford to do similarly? Given the proximity to Mt Tam and the idea that Ross is more filled with vegetation than Palisades, Altadena, and Malibu, how is it our Town management believes it's in anyone's best interest to effectively subcontract our emergency services. Should Ross residents be expected to simply exercise patience when EMT services take longer to access? Is it fair to assume that those of you who vote to discontinue fire and EMT services will, in the event of a SoCal type conflagration in Ross, step up to defend the wisdom of outsourcing these services? No one wants to think it but SoCal-like fires in our area likely aren't a matter of if, but when.

I sincerely hope you will take the Friends proposal seriously. Ross is not well served on any level by outsourcing our emergency services.

Respectfully,

John

John Pritzker

Geolo Capital  
One Letterman Drive  
Building A, Suite A4-300

John Martel <jm@gaol.com>  
Wednesday, January 3, 2007 1:44 PM  
Council  
[REDACTED] Friends of Ross Firehouse Presentation

From:  
Sent:  
To:  
Subject:

Dear Town Council:

My name is John Martel. I have lived at 36 Glenwood Avenue for the past 13 years. We moved from the city for a variety of reasons, chief among them that Ross provided a quiet and safe environment for our family. At no time would it have crossed my mind that Ross would not offer fire or EMT services. Yet, this is where we find ourselves. I also find it ironic that I write on this issue on the first anniversary of the Palisades Fire in Altadena.

I have just reviewed the Friends of Ross Firehouse presentation book. As a real estate developer and operator, I have received and provided dozens of such presentations across my career. I am struck by the quality of the vendors and contractors that have been engaged and by their commonsense approach and conclusions. I find the Friends book interesting compelling. Is it possible that it was simpler for the Town Council to rely on its consultant's seemingly fairly, bordering on laugh conclusions than to find possible workarounds?

So, I am left asking myself, WHY? Why is every other town surrounding Ross able to provide these services yet one of the wealthiest and most vulnerable towns in America unable to afford to do similarly? Given the proximity to Mt. Tam and the fact that Ross is now filled with vegetation that Palisades, Altadena, and Malibu, how is it that Town management believes it's in anyone's best interest to effectively subcontract our emergency services to outside vendors? Residents be expected to simply exercise patience when EMT services take longer to arrive? Is it fair to assume that those of you who vote to discontinue fire and EMT services will, in the event of a SoCal type conflagration in Ross, step up to defend the wisdom of outsourcing these services? No one wants to think it but SoCal-like fires in our area likely won't be a matter of if, but when.

I sincerely hope you will take the Friends proposal seriously. Ross is not well served in any level by outsourcing our emergency services.

Respectfully,

John

John Martel  
36 Glenwood Avenue  
San Francisco, CA 94129  
415-694-5811