



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 8/18/2026

To: County of Sonoma Board of Supervisors
Department or Agency Name(s): Department of Health Services
Staff Name and Phone Number: Nolan Sullivan, 707-565-4774
Vote Requirement: 4/5th
Supervisory District(s): Countywide

Title:

Measure O Ballot Consultant Services

Recommended Action:

- A) Authorize the Director of Health Services, or designee, to execute an agreement with TeamCivX, LLC to provide Civic Engagement Strategies, Polling, Community Outreach and Education, Feasibility Analyses, and Expenditure Plan Revision services for the period from date of execution through August 31, 2028, for an amount not to exceed \$669,500.
- B) Authorize the Director of Health Services, or designee, to execute modifications to the agreements in this Board Item which do not significantly change the scopes of service in order to address increased service needs, payment or reimbursement methodologies, subject to available funding and approval by County Counsel.
- C) Authorize \$669,500 in General Fund Contingencies for Measure O ballot consultant services. (4/5th Vote Required)
- D) Adopt a Resolution authorizing budgetary adjustments to the fiscal year 2026-2027 adopted budget, increasing appropriations in the amount of \$669,500 to reflect revenue and expenditures associated with the Measure O ballot consultant services. (4/5th Vote Required)

Executive Summary:

The Department of Health Services is preparing for the renewal of Measure O, the voter-approved quarter-cent sales tax that previously generated approximately \$30 million annually to support behavioral health, homelessness, crisis response, substance use disorder treatment, and supportive housing services. To support planning for the renewal of the tax, which expires March 31, 2031, the department issued a Request for Proposals for Civic Engagement Strategies, Polling, Community Outreach and Education, Feasibility Analyses, and Expenditure Plan Revision services. Following a competitive process, an evaluation committee recommended awarding the contract to TeamCivX, LLC, a firm with extensive experience in Sonoma County. This includes TeamCivX partners who consulted on the original Measure O ballot initiative in 2020.

The proposed contract will support voter research, community engagement, and potential ballot measure development through 2028. Approval of this item will authorize an agreement with TeamCivX, LLC for an amount not to exceed \$669,500 and authorize non-substantive contract amendments subject to County Counsel review and approval. Additionally, this item will authorize the use of \$669,500 in General Fund Contingencies to cover these services, as well as adopting a resolution authorizing budgetary adjustments to

the fiscal year 2026-2027 adopted budget, increasing appropriations in the full amount of \$669,500, to reflect revenue and expenditures associated with these services.

Discussion:

The Department of Health Services (DHS) is preparing for the renewal of Measure O, a quarter-cent sales tax, first approved by voters in 2020. This renewal effort will ensure the continued investment in vital community services that support the health, housing stability, and overall well-being of County residents.

Measure O Background

In November 2020, Sonoma County voters approved Measure O, a one-quarter-cent sales tax designed to provide essential funding for mental health and homeless services. Passing with 68.07 percent of the vote, the sales tax currently generates over \$30 million annually and will continue through March 31, 2031.

Measure O supports numerous programs across five funding categories:

- Behavioral Health Facilities
- Emergency Psychiatric and Crisis Services
- Mental Health and Substance Use Disorder Outpatient Services
- Behavioral Health Homeless and Care Coordination
- Transitional and Permanent Supportive Housing

Each funding category receives a defined share of revenue as outlined in the expenditure plan.

Measure O funded programs and services have directly provided a critical lifeline to many Sonoma County residents in need, and many more family members and loved ones have indirectly benefited from Measure O since its inception.

Procurement

On February 24, 2026, the Department of Health Services released a Request for Proposals (RFP) for Civic Engagement Strategies, Polling, Community Outreach and Education, Feasibility Analyses, and Expenditure Plan Revision services. Proposals were due on April 9, 2026. Three proposals were received and reviewed by an evaluation committee. The evaluation committee--composed of representatives from the DHS Divisions of Behavioral Health, Homelessness Services, and Administration, alongside a representative from the Measure O Citizens' Oversight Committee--completed review of the proposals and recommended the award of an agreement to TeamCivX, LLC.

TeamCivX, LLC

The partners of TeamCivX, LLC have decades of experience helping public agencies navigate the ballot measure process to secure locally controlled funding. They are strategy and communications consultants with extensive experience evaluating the feasibility of local funding measures, designing measures for the ballot that align with community priorities and implementing informational communication efforts to raise awareness of funding needs and a potential ballot measure.

In addition, TeamCivX is uniquely positioned to support the Measure O renewal planning efforts because of its consultant's experience working on the original Measure O ballot initiative. Lead consultant Barry Barnes served as the primary consultant and strategist on a county-sponsored feasibility study and communications strategy related to securing local funding for behavioral health and homelessness services which was used by

the Board of Supervisors to inform their decision to place Measure O on the ballot in 2020. Once Measure O was placed on the ballot, the private campaign committee also engaged Mr. Barnes to support efforts leading up to the election. In addition, TeamCivx partners have worked on the following relevant, local ballot initiative campaign projects:

- Sonoma County Fire - Measure H (2024) - Successful countywide sales tax measure for fire prevention/response
- Santa Rosa Junior College - Measure H (2014), Measure A (2002) -Successful countywide bond measures to fund facilities for Santa Rosa Junior College
- Sonoma County Transportation Authority - Measure M (2004) - Successful countywide sales tax for transportation improvements
- Sonoma County Agricultural Preservation and Open Space District - Measure F (2006) - Successful countywide sales tax for agriculture/open space preservation.

Additional relevant clients within the county of Sonoma include:

- Cities/Towns:
 - City of Sonoma
 - City of Santa Rosa
 - Town of Windsor
- School Districts
 - Cotati Rohnert Park School District
 - Petaluma City Elem. School District
 - Petaluma Joint Union High School District
 - Santa Rosa Elementary School District
 - Santa Rosa High School District
 - Sonoma Valley Unified School District

Overview of Consulting Services

Phase 1: Feasibility Assessment (2026-2027)

TeamCivX will evaluate the viability of a Measure O renewal through voter research and analysis. TeamCivX will subcontract with EMC Research to provide survey design, data collection, focus groups, analysis, reporting, and presentation of voter research findings.

Services include:

- Designing and conducting a statistically valid voter opinion survey.
- Collecting, analyzing, and reporting survey results, including demographic and voter subgroup analysis.
- Reviewing County voter demographics, turnout trends, and past election results.
- Providing recommendations regarding measure viability, election timing, and communications

strategies.

- Presenting findings and recommendations to County staff, the Board of Supervisors, and other stakeholders.

As needed, the County may authorize additional voter surveys and focus groups to refine messaging, assess changing voter sentiment, and inform measure development over the multi-year planning process.

Phase 2: Public Information and Awareness (2027)

If directed by the department to proceed, TeamCivX will develop and implement a public information program to educate the community regarding County funding needs and a potential Measure O renewal. Services include:

- Developing informational materials, fact sheets, presentations, website content, and social media content.
- Preparing talking points, Frequently Asked Questions (FAQs), and message training for County representatives.
- Supporting outreach to community stakeholders, business leaders, employee groups, elected officials, and other interested parties.
- Managing content development, graphic design, production, and distribution of informational materials.

Depending on community outreach needs identified during the feasibility phase, services may be supplemented by countywide informational mailings to increase public awareness of Measure O accomplishments, fiscal accountability, and future funding needs.

Phase 3: Measure Development (2027-2028)

If the measure is determined to be viable, TeamCivX will assist with ballot measure development and qualification, including:

- Recommending final election timing.
- Revising expenditure plan as needed.
- Working with County Counsel to draft and refine ballot materials.
- Preparing resolutions and presentations for Board consideration.
- Coordinating with election officials to ensure ballot qualification.

Funding Need

Although Measure O generates approximately \$30 million annually, the Department, with guidance from county counsel, does not recommend using existing Measure O revenues to fund renewal-related consulting services. These funds are dedicated to voter-approved behavioral health and homelessness services and using them for renewal activities could create concerns regarding the appropriate use of restricted local tax revenue.

The Department is therefore requesting General Fund Contingency support for this contract. Planning for the measure's renewal serves a significant County interest because Measure O currently supports critical behavioral health, crisis, substance use disorder, homelessness, and housing-related services. If Measure O is not renewed, the County would face a substantial loss of local flexible funding, significantly increasing

pressure on the General Fund to maintain mandated services and preserve core service capacity.

DHS is requesting authorization to execute an agreement with TeamCivX from date of execution through August 31, 2028 for an amount not to exceed \$669,500; and to execute amendments for non-substantive changes, subject to review and approval by Counsel.

Strategic Plan:

This item directly supports the County's Five-year Strategic Plan and is aligned with the following pillar, goal, and objective.

Pillar: Healthy and Safe Communities

Goal: Goal 1: Expand integrated system of care to address gaps in services to the County's most vulnerable.

Objective: Objective 3: Create a "no wrong door" approach where clients who need services across multiple departments and programs are able to access the array of services needed regardless of where they enter the system.

Racial Equity:

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

No

Prior Board Actions:

On March 24, 2026, the Board received the Measure O Annual Report for Fiscal Year 2024-2025.

On March 18, 2025, the Board authorized the execution of agreements with organizations selected as a result of the Measure O Behavioral Health and Homelessness Pathways to Sustainability Notice of Funding Availability as well as the execution organizations selected for Homeless Housing, Assistance and Prevention funding as part of the same Notice of Funding Availability.

On September 23, 2025, the Board approved the Appointment of Mark Beiting to the Measure O Citizens' Oversight Committee.

On June 3, 2025, the Board approved the Appointment of Colleen O'Neal to the Measure O Citizens' Oversight Committee.

On March 11, 2025, the Board received the Measure O Annual Report for Fiscal Year 2023-2024

On December 10, 2024, the Board received an informational update on the status of Measure O.

On November 5, 2024, the Board approved the Re-appointments of Edward Sheffield, Betzy Chavez, Shannon McEntee, Gregory Fearon, Shirley Zane, Ben Ford, and Kevin McDonnell the Measure O Citizens' Oversight Committee.

On February 27, 2024, the Board received the Measure O Annual Report for Fiscal Year 2022-2023.

On April 18, 2023, the Board A) Received the Measure O Annual Report for Fiscal Year 2021-2022.

On May 24, 2022, the Board received the Measure O Annual Report for Fiscal Year 2020-2021.

FISCAL SUMMARY

Expenditures	FY 26-27 Adopted	FY 27-28 Projected	FY 28-29 Projected
Budgeted Expenses			
Additional Appropriation Requested	\$669,500		
Total Expenditures	\$669,500		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other			
Use of Fund Balance			
General Fund Contingencies	\$669,500		
Total Sources	\$669,500		

Narrative Explanation of Fiscal Impacts:

The proposed allocation of \$669,500 in General Fund Contingency support for the period of July 1, 2026, through August 31, 2028, will fund an agreement with TeamCivX to provide civic engagement strategies, polling, community outreach and education, feasibility analysis, and expenditure plan revision services related to a potential renewal of Measure O.

This request will increase DHS FY 2026-2027 appropriations by \$669,500, and reduce General Fund Contingencies by the same amount.

Narrative Explanation of Staffing Impacts (If Required):

None

Attachments:

Attachment 1 - Budget Resolution

Attachment 2 - Draft Agreement

Attachment 3 - Request for Proposals

Related Items "On File" with the Clerk of the Board:

None