



County of Sonoma

State of California

Date: August 26, 2025

Item Number: _____

Resolution Number: _____

☐ 4/5 Vote Required

Resolution Of The Board Of Supervisors of the County of Sonoma, State Of California, Approving the First 5 Sonoma County Commission Expenditure Plan for Fiscal Year 2025-2026 and Disbursement of Measure I Tax Revenue

Whereas, the Sonoma County Child Care and Children's Health Initiative, more commonly known as Measure I, was approved by voters in the November 5, 2024 general election and authorized a countywide one-quarter cent transactions and use tax; and

Whereas, collection of the Measure I tax began on April 1, 2025 and is estimated to generate approximately \$32 million annually; and

Whereas, the First 5 Sonoma County Commission (Commission) is serving as the administering agency of Measure I to develop and administer all of the programs, activities and services to be paid for with the tax, including those supporting childcare, early education, and children's health; and

Whereas, the Community Advisory Council (CAC) is the advisory body for Measure I, with responsibilities including the development of policy and program recommendations for Measure I implementation; and

Whereas, Measure I requires that the Commission, in collaboration with the CAC, develop the Child Care and Children's Health plan and budget, including an annual budget, on a five-year cycle to govern the use of the funds; and

Whereas, the plan and budget shall be approved by the Commission and the Board of Supervisors, and, when feasible, the planning, funding allocation and budgeting processes shall be integrated into the Commission's existing strategic planning cycle; and

Whereas, the Commission's current strategic plan and budget goes through Fiscal Year 2025-2026, but the Commission has adopted a one-year expenditure plan for Fiscal Year 2025-2026 so the Measure I tax revenue can be allocated to serve the community in this fiscal year and prior to the adoption of the subsequent five-year strategic plan and budget; and

Whereas, the CAC made a recommendation to the Commission to expend \$11.4 million of Measure I tax revenue in Fiscal Year 2025-2026, as set forth in the attached expenditure plan, to address current needs in the early care and education sector, perinatal mental health and children's health, with 60% (\$6.88 million) allocated to support strategies to strengthen the early care and education sector, and 40% (\$4.52 million) allocated to support strategies that address perinatal mental health and the mental and physical health of children, prioritizing children who are or have experienced homelessness or other traumas; and

Whereas, on June 23, 2025, the Commission approved an update to its current strategic plan and the recommendation from the CAC to expend \$11.4 million of Measure I tax revenue in Fiscal Year 2025-2026; and

Whereas, the County and Commission previously executed an interagency agreement to govern the administration and distribution of Measure I tax revenue, with quarterly distributions of tax proceeds; and

Whereas, in order to immediately disburse the Measure I tax revenue to the Commission to allocate in accordance with the expenditure plan, it is desirous to make a one time change to the distribution of tax proceeds as memorialized in the interagency agreement to authorize the first tranche of Measure I tax proceeds be disbursed to the Commission as soon as practicable and not wait until September 15, 2025.

Now, Therefore, Be It Resolved That, the Board of Supervisors approves the Commission's expenditure plan for Fiscal Year 2025-2026, as attached hereto.

Now, Therefore, Be It Further Resolved That, the Board of Supervisors approves a one time change from the interagency agreement to authorize disbursement of the first tranche of Measure I tax proceeds as soon as practicable following adoption of this resolution.

Supervisors:

Hermosillo: Rabbitt: Coursey: Gore: Hopkins:

Ayes: Noes: Absent: Abstain:

So Ordered.



**Sonoma County Measure I
Child Care and Children's Health Initiative
FY 25-26 Early Investments Plan**



MEASURE I PRIORITY	GOALS	STRATEGIES	FUNDING RECIPIENTS	FY 25-26 ALLOCATION
EARLY CARE & EDUCATION (60%)	Expand Access to Quality Early Learning Opportunities	Fund ECE facilities grants to address existing and emerging facility needs, including support to address health and safety repairs, promote quality physical environments, expand licensing capacity, and related efforts.	Multiple grants to ECE Providers	\$2,250,000
		Provide mini-grants to ECE providers for quality early learning supplies.	Multiple grants to ECE Providers	\$450,000
	Understand Facility Needs and Promote Sustainable ECE Development	Assess and develop long term plan for countywide ECE facilities needs for all types of care, including analysis of current County/city planning policies. child care deserts and opportunities	Community engagement (stipends, food, child care); consultant fees	\$500,000
	Develop ECE Workforce Compensation and Family Scholarship Models	Community engagement to co-create Sonoma County's Workforce Compensation and Family Scholarship model, including: ECE key partner participation, expert facilitation, listening sessions and engagement of providers	Community engagement (stipends, food, child care); consultant fees	\$500,000

MEASURE I PRIORITY	GOALS	STRATEGIES	FUNDING RECIPIENTS	FY 25-26 ALLOCATION
EARLY CARE & EDUCATION (60%)	ECE Workforce Development and Stabilization	Financial incentives for Family Child Care & Center- Based child care providers, prioritizing the most critically needed care throughout Sonoma County: Infant/Toddler care, weekend and shift work schedules, early morning & evening care; care for young children with significant health and other special needs.	Financial incentives to child care providers	\$2,000,000
		Support access to the Sonoma County ECE Paid Apprenticeship program, including unmet costs of apprentice pay and program staffing	Grant to Santa Rosa Junior College	\$500,000
	Increase Awareness, Provide Critical Information to Parents, Direct Residents to Existing Resources	Plan and implement a mixed media multilingual outreach and communication campaign regarding importance of early brain development, early care and education, and providing ECE resource connections for Sonoma County families.	Communication & outreach (billboards, advertising); community engagement (stipends, food, child care)	\$500,000

MEASURE I PRIORITY	GOALS	STRATEGIES	FUNDING RECIPIENTS	FY 25-26 ALLOCATION
CHILDREN'S HEALTH & PERINATAL MENTAL HEALTH (40%)	Expand Access to Perinatal Mental Health Screening & Community- based & Clinical Interventions	Strengthen and build clinical and community-based workforce to support Perinatal and Early Childhood Mental Health, including tuition reimbursement, scholarships, training, and similar workforce-building supports.	Grant to Healthcare Foundation of Northern Sonoma County & grants to multiple local community-based training providers	\$1,100,000
		Pilot and scale holistic perinatal health and wellness supports.	Multiple grants to community-based providers.	\$400,000
		Expand clinical & community-based lactation support, including specialized support for families with special needs infants; implement family and partner-centered design, workplace supports, and employer engagement.	Multiple grants to providers, business associations & employers	\$1,200,000
	Expand Access to Mental Health/Behavioral Health Support for Children 0-5 and Their Families within Homeless Services and in ECE Settings	Support health and mental health needs of young children, pregnant women, and families with children 0-5 who are experiencing homelessness.	Multiple grants to community-based providers.	\$600,000
		Increase access to behavioral and early intervention consultation services for ECE providers.	Expand existing contract to Early Learning Institute for behavioral consultation	\$200,000

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	Address Inequitable Geographic Access to Birthing Supports	Build on existing efforts to assess needs and conduct analysis of feasibility and leveraging opportunities for a birth and postpartum services and supports center in South County.	Community engagement (stipends, food, child care); consultant fees	\$100,000
	Increase Integration & Coordination across Systems and Organizations	Build on existing efforts to develop countywide Early Relational Health Consortium and Roadmap.	Community engagement (stipends, food, child care); consultant fees	\$300,000
	Increase Awareness, Reduce Stigma, and Direct Residents to Existing Resources	Plan and implement a mixed media, multilingual outreach and communication campaign that increases awareness of the perinatal period, provide education, and resource connections for Sonoma County families	Communication & outreach (billboards, advertising); community engagement (stipends, food, child care)	\$500,000
EVALUATION & ACCOUNTABILITY	Create the Measure I Program Evaluation Plan including data collection strategy	Develop an initiative-level Measure I Evaluation Plan across all goals and strategies, including grantee-level data collection strategy	Initiative-level evaluation consultant	\$300,000

TOTAL PLANNED EXPENDITURES FY 25-26: \$11,400,000