



COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 3/25/2025

To: Board of Supervisors of Sonoma County

Department or Agency Name(s): County Administrator's Office

Staff Name and Phone Number: Christel Querijero and Jennifer Larocque; (707)565-2431

Vote Requirement: Majority

Supervisory District(s): Countywide

Title:

District Formation Advisory Services

Recommended Action:

Authorize the County Executive, or designee, to execute an agreement with RSG, Inc. for district formation advisory services for an amount not to exceed \$140,000 through June 2026, with an optional one-year extension. ☐

Executive Summary:

The Board of Supervisors allocated \$150,000 to provide opportunities for unincorporated communities to explore if forming governance or finance districts could improve services in their communities. After a competitive bidding process staff selected RSG as the most qualified proposer. RSG will provide information and technical assistance to interested communities tailored for the needs and dynamics of each community.

Discussion:

At the Fiscal Year 24-25 budget hearings the Board of Supervisors (Board) allocated \$150,000 to provide opportunities for unincorporated communities to explore if districts are a feasible way to increase services in unincorporated communities.

Districts are governance and financing mechanisms that can increase services or enhance infrastructure. This contract will help interested communities scope their service needs, determine what types of districts might meet communities' needs, and assess high-level financial feasibility and community support for district formation.

With input from the Unincorporated Governance Ad Hoc, staff released a Request for Proposals for district formation advisory services on January 23, 2025. Four consultants submitted proposals, which were evaluated by a panel of representatives from the County Administrator's Office and the Sonoma County Local Agency Formation Commission. County Administrator staff interviewed and selected RSG as the most qualified proposer. The scope of services was shared at the February 22, 2025 Municipal and Citizen Advisory Council member meeting. The Board of Supervisors has created eight [Municipal and Citizen Advisory Councils](https://permitsonoma.org/boardscommissionsandcommittees) [<https://permitsonoma.org/boardscommissionsandcommittees>](https://permitsonoma.org/boardscommissionsandcommittees). Municipal and Citizen Advisory Councils are advisory bodies of local citizens, appointed by the Board of Supervisors, that provide input and recommendations to the Board.

Prior to RSG's work, the County Administrator's Office Strategic Initiatives staff will reach out to Municipal and

Citizen Advisory Councils and smaller community groups to learn which communities are interested in receiving information or technical assistance for district formation. RSG's work will begin by engaging interested communities. RSG will provide tailored support to each community.

The scope of work in the attached agreement includes the following components, which will be adjusted based on the needs of individual communities:

Task 1: Project Initiation and Community Engagement (two months)

Kick off the project and collect preliminary data. Develop and launch an initial engagement strategy for up to 11 communities, which may include tactics such as surveys or virtual meetings with community representatives. The outreach will be tailored to each region of the County.

Task 2: Brief Community Representatives, Discuss Potential Implications and Next Steps (one month)

Present engagement findings to representatives of up to 11 community organizations through virtual meetings. Refine study areas and service categories based on feedback.

Task 3: Initial Scoping of Supplemental Service Models and Levels for Consideration (two months)

Gather third-party data on fiscal indicators and service needs.

Task 4: Community Education and Screening (three months)

Develop screening criteria that will determine which areas should receive the initial feasibility analysis. RSG will host public workshop to receive input on the criteria. Apply screening to determine areas for further study and communicate the results to communities. This step will identify areas that do not meet minimum qualifications for district formation and prioritize areas for the initial feasibility analysis.

Task 5: Initial District Feasibility Analysis (two months)

Compile research into a high-level feasibility analysis, including maps, fiscal assessments, and high-level next steps that communities could take to pursue district formation. Conduct two in-person stakeholder workshops to communicate the results of the feasibility analysis to residents, and to gauge interest in any feasible district formation solutions.

Task 6: Final Report (one month)

Incorporate feedback from stakeholders into the draft analysis.

At the completion of the contract the County expects to understand which areas are interested in addressing service needs through district formation, which of those areas have potential for district formation, and next steps that communities could take to pursue district formation.

Strategic Plan:

N/A

Racial Equity:

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

No

Prior Board Actions:

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FISCAL SUMMARY

Expenditures	FY24-25 Adopted	FY25-26 Projected	FY26-27 Projected
Budgeted Expenses	\$140,000		
Additional Appropriation Requested			
Total Expenditures			
Funding Sources	\$140,000		
General Fund/WA GF	\$140,000		
State/Federal			
Fees/Other			
Use of Fund Balance			
General Fund Contingencies			
Total Sources	\$140,000		

Narrative Explanation of Fiscal Impacts:

At the Fiscal Year 24-25 budget hearings the Board of Supervisors (Board) allocated \$150,000 to provide opportunities for unincorporated communities to explore if districts are a feasible way to increase services in unincorporated communities. The contract with RSG will utilize \$140,000 of the \$150,000. The remaining \$10,000 of allocated funds may be used for costs associated with the project, such as rental space for community meetings.

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

Sonoma County and RSG, Inc. contract for district formation advisory services

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

N/A