



COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 4/28/2026

To: Sonoma County Board of Supervisors

Department or Agency Name(s): Sonoma County Regional Parks

Staff Name and Phone Number: Bert Whitaker, 707-565-2041; Robert Gonzalez, 707-565-6032

Vote Requirement: 4/5th

Supervisorial District(s): Countywide

Title:

10:35 A.M. Consolidated Fee Hearing - Regional Parks Fee Package FY2026-27

Recommended Action:

- A) Adopt a Resolution of the Board of Supervisors authorizing fee adjustments for residence maintenance, camp fees, enhanced recreational programs and changes to the volume rate structure for annual parking fees (memberships). □
- B) Review and approve new fees including hourly field use fees for turf fields, tennis and pickleball courts, and classroom-based field trips by staff.

Executive Summary:

Sonoma County Regional Parks manages 60 parks, trails, beaches, and other facilities covering more than 18,078 acres. In fiscal year 2025-2026, fees paid by park visitors are estimated to provide 24% of the Regional Parks operating budget. Fee revenue is critical in operating and maintaining the growing system of parks for residents and visitors.

The Parks department recommends fee increases and new fees based on programming needs. Details on current and proposed rates are included in the Fee Package Adjustment document and Resolution accompanying this report.

Discussion:

Changes to current fees and rates

The proposed fee increases reflect the reasonable costs to maintain the parks for public use and partially recover costs for the services provided. The department attempts to keep increases minimal (around 3%), but this year's recommendations are higher due to increased labor costs related to the level of staffing required to support activities and program delivery.

Regional Parks proposes to increase or adjust the following fees for FY2026-27:

- Residence maintenance fee
- Camp fees: 4-day camp
- Enhanced recreational program, 4-20 participants, cost recovery basis
- Volume discount for annual park memberships

Justification for changes to current fees

Residence Maintenance Fees (employee housing)

The rate increase of 3% was based on an employee bargaining agreement allowing for an annual increase equal to the salary percentage increase for the employee that year.

Camp Fees (4-day camps)

Camp fees are recommended to increase from \$250-\$350 to \$280-\$400 to support the number of staff (typically 3-5) required to operate the camps and to meet program standards. This increase will also supplement expenses necessary to provide the program. This represents a 12%-14% increase.

Enhanced Recreational Programs

Fees are recommended to increase from \$100-\$400 to \$150-\$500 to help support additional staff designated to provide for the recreational program offered (approximately 5.5 hours of staff time, 2 hours of preparation and set up, and 3.5 hours for 3-4 staff program delivery). This represents a 25%-50% increase.

Annual Parking Fees (Membership) Volume Discounts

To promote community health and wellness, Regional Parks encourages local businesses and community groups to purchase annual park memberships for their employees or members. Regional Parks currently offers tiered rates for volume purchases, with changes last made to volume discounts in FY 23/24.

The current volume rate structure is:

- 10 to 24 memberships = 5% off
- 25 to 49 memberships = 10 % off
- 50 to 99 memberships = 20% off
- 100 to 199 memberships = 25% off
- 200 to 299 memberships = 30% off
- 300 or more memberships = 35% off

The proposed update to the bulk membership discount structure adds a 15% discount and refines the existing tiers to create a more gradual progression as purchase volumes increase. The revised scale moderates larger discount jumps at lower quantities while preserving the highest discounts for the largest community group purchases:

- 10-19 memberships - 5%
- 20-49 memberships - 10%
- 50-99 memberships - 15%
- 100-199 memberships - 20%
- 200-299 memberships - 25%
- 300-399 memberships - 30%
- 400 or more memberships - 35%

This new structure would slightly decrease the discount groups obtain for purchasing 50 to 99 and 300 to 399 memberships.

New Proposed Fees

Hourly Rates for Grass Fields, Tennis and Pickleball Courts

Last year, the Department successfully transitioned synthetic turf fields at Maxwell Farms Regional Park to an hourly fee structure supported by an online reservation system. Building on that implementation, the Department recommends extending a similar hourly rate structure to grass athletic fields and court rentals. This approach creates consistency across facilities, simplifies the reservation process for organized user-groups and staff, and improves transparency in how facilities are scheduled and maintained. The proposed rates are tiered by user type to support resident and youth non-profit access while helping to recover online system and maintenance costs in an equitable manner. Proposed hourly rates would become effective sometime in FY26-27 as the Department continues to work out logistics:

Grass Athletic Fields (per hour):

- Resident / Youth / Non-Profit: \$3
- Resident / Adult / Non-Profit: \$4
- Resident Groups: \$6
- Non-Resident Groups: \$10
- Commercial / For-Profit: \$21

Court Rentals (per hour):

- Resident / Youth / Non-Profit: \$5
- Resident / Adult / Non-Profit: \$6
- Resident Groups: \$8
- Non-Resident Groups: \$12
- Commercial / For-Profit: \$21

Classroom-Based Field Trip

This service is provided for schools who are unable to provide field trips to regional park locations. Approximately 5 hours of staff time will be used for preparation and up to 3 hours for classroom delivery. The proposed fee will be based on a rate of \$7 per student multiplied by the number of students in the classroom. This service will only be available to Sonoma County students and local schools.

Summary of Expected Results

Fees are being increased to improve service delivery and to offset the cost of providing services. New fees are being added as an identified need to provide services to the community or to offset expenses associated with maintenance and care of facilities and events. Regional Parks seeks to ensure that its fees are not prohibitive to users even at the expense of cost recovery.

Strategic Plan:

N/A

Racial Equity:

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

No

Prior Board Actions:

March 25, 2025 - Board of Supervisors adopted Regional Parks Fee Adjustments

FISCAL SUMMARY

Expenditures	FY25-26 Adopted	FY26-27 Projected	FY27-28 Projected
Budgeted Expenses		\$41,614.56	
Additional Appropriation Requested			
Total Expenditures		\$41,614.56	
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other		\$41,614.56	
Use of Fund Balance			
General Fund Contingencies			
Total Sources		\$41,614.56	

Narrative Explanation of Fiscal Impacts:

Fees reflect the reasonable cost of operating park facilities, supporting community events and activities, and educational opportunities and services. Factors such as utility costs, costs of goods purchased for sale or impact on facilities of staffing performing the function typically will necessitate a higher rate as shown this year.

While partial cost recovery is the key driver necessitating increases to park fees, Regional Parks seeks to ensure that its fees are not prohibitive to users even at the expense of cost recovery.

Narrative Explanation of Staffing Impacts (If Required):

None

Attachments:

- Fee Resolution
- Regional Parks Fee Package Adjustment PDF
- PowerPoint Slides

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

- Regional Parks Fee Package Adjustment EXCEL
- PowerPoint