

Parks for All — Measure M Report to the Community 2025



INTRODUCTION

Sonoma County voters in 2018 overwhelmingly approved “Parks for All — Measure M,” a one-eighth-cent sales tax that created a 10-year source of funding for county and city parks. This funding source has transformed how parks are maintained, operated and improved. It has allowed Sonoma County Regional Parks and the cities to protect natural lands, recover from wildfires, expand trails, renovate aging facilities and ensure parks are safe, welcoming and accessible for everyone. Measure M funds have also helped attract additional state, federal and private grants, multiplying the impact of every local dollar.

PARKS FUNDING

Since funding began in 2019, Measure M has fueled a period of remarkable renewal and growth for parks countywide. As the measure approaches its 2029 expiration, this year’s report shows how the funding has benefited the community over the past six years. The projects highlighted here are examples of investments that continue to strengthen the health of our environment, parks and people.

PARKS FOR ALL — MEASURE M INVESTMENT TOTALS FISCAL YEARS 2019-2024

Sonoma County Regional Parks	
<i>Maintenance, Safety & Recreation</i>	\$20,186,906
<i>Improved Access</i>	\$19,634,686
<i>Natural Resources</i>	\$14,905,007
Cities	\$15,185,682
Total	\$69,912,281

REGIONAL PARKS PROJECT HIGHLIGHTS 2019-2024

MAINTAINING AND IMPROVING PARKS

- **Maxwell Farms Regional Park and Larson Park:** Renovated playing fields, sports courts, picnic areas, pathways and parking.
- **Tolay Lake Regional Park:** Built a gathering area with Federated Indians of Graton Rancheria for cultural and educational events.
- **Helen Putnam Regional Park:** Added a new park entrance and trail, renovated existing trails and restored pond habitat.
- **Foothill Regional Park:** Rebuilt trails after the 2019 Kincadee Fire burned the park and added a community gathering area

EXPANDING ACCESS TO PARKS

- **Monte Rio Redwoods Regional Park & Preserve:** Created Monte Rio’s first regional park and then expanded it by adding 1,500 acres of forest, connecting 22,000 acres of protected land.
- **Taylor Mountain Regional Park & Preserve:** Built 8 miles of new trails, providing the public’s first regular access to the north side of the park.
- **Chanslor Ranch:** Opened this coastal parkland for daily hiking and equestrian use.
- **Community Programs:** Connect thousands of residents each year to nature and wellness through field trips, bilingual outreach programs, youth internships, senior walks and other events.
- **Health, Safety & Recreation:** Offered safe summer recreation through the Spring Lake Water Park and the Russian River lifeguard patrol and lifejacket loaner program. Transitioned ranger program to a “public officer” model to offer greater community outreach and public safety resources.
- **Staffing & Training:** Invested in essential trainings and staffing, including hiring Regional Parks’ first Inclusivity and Accessibility Manager.

PROTECTING NATURAL RESOURCES

- Expanded the use of **prescribed fire and conservation grazing** countywide to reduce wildfire risk and restore habitat.
- Installed a 46,000-gallon **rainwater harvest system** at Helen Putnam to conserve water for irrigation and fire response.
- **Restored native vegetation** at Hood Mountain and Doran Beach, improving habitat for native wildlife.
- Created a **Climate Adaptation and Resiliency Plan** to prepare parks for a changing climate.



CITY PARKS PROJECT HIGHLIGHTS 2019-2024

CLOVERDALE: Added new restrooms at **Park Plaza** and basketball courts at **City Park**; repaired play structures at **Vintage Meadows** and **Clark** parks; added playground, pickleball courts and refurbished soccer fields at **Furber Park** and hired seasonal maintenance staff.

COTATI: Revitalized **Kotate Park**; transforming **Putnam Park** into a vibrant community space by adding a dog park, walking path, exercise stations and other amenities.

HEALDSBURG: Expanded community programs like the Camp HBG 2.0 childcare initiative during the pandemic. Added accessible trailhead at **Fitch Mountain Park & Preserve** and renovated **Villa Dog Park**. Supporting redevelopment and new river access for **Badger Park**.

PETALUMA: Repaired deteriorating paths and improved irrigation at multiple parks; jumpstarted the revitalization of **Kenilworth Park**; resurfaced sports courts at multiple parks; added new playgrounds at **Bond** and **Grant** parks.

ROHNERT PARK: Hired parks staff; updated the city's Parks and Recreation Master Plan; upgraded benches and shade structures; created community events.

SANTA ROSA: Conducted community outreach on park priorities; landscaped fire-damaged parks; renovated **Finley Aquatic Center** and added new spray ground; made repairs and improved signage at parks across the city; planning pickleball court upgrades for **Howarth** and **Galvin** parks.

SEBASTOPOL: Improved pathway accessibility at **Ives Park** and launched study of Calder Creek re-naturalization; maintained trees; resurfaced tennis courts at **Brook Haven School**; supported design of new **Laguna** trail connections.

SONOMA: Ongoing vegetation management on the **Montini** and **Sonoma Overlook trails**; planning for renovations of **Depot Park** (new infrastructure) and **Olsen Park**, which will see an improved play structure with shade coverings, drinking fountain and landscaping.

WINDSOR: Installed inclusive play equipment on the **Town Green** and outdoor fitness equipment at **Starr Creek Park**; added five dedicated pickleball courts at **Hiram Lewis park**; supported the **Senior Recreation Center** renovation; acquired land to expand **Keiser Community Park**.

MAKING EVERY DOLLAR COUNT

Two-thirds of Parks for All — Measure M's annual revenue goes to Sonoma County Regional Parks to be spent on maintenance, safety and recreation projects; access improvements; and natural resource protections. One-third of the revenue goes to the cities for their projects.

Annual spending by the county and cities has increased significantly, totaling more than \$14.4 million in the 2024-25 fiscal year (\$10 million for Regional Parks and \$4.4 million for cities). This increase reflects that major, long-term park improvement projects, which were carefully planned in the initial years, are now well underway. This phased approach ensures tax dollars are being used effectively to balance immediate needs with large-scale projects. In addition, by using tax revenue to secure matching grants from public and private partners, we are multiplying the impacts of your investments.

REGIONAL PARKS, CITY INVESTMENT TOTALS



FOR MORE INFORMATION

Please see the full 2025 community report at SoCoParks.org/ParksForAll.

CONTACT US

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