



COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 3/3/2026

To: Board of Supervisors, County of Sonoma
Department or Agency Name(s): Department of Emergency Management
Staff Name and Phone Number: Jeffrey DuVall, CEM / 707-565-1152
Vote Requirement: 4/5th
Supervisorial District(s): Countywide

Title:

2026 Sonoma County Wildfire and Earthquake Expo Funding

Recommended Action:

- A. Approve allocation of \$30,000 from the General Fund Contingencies for space rental at the Sonoma County Fairgrounds for the 2026 Wildfire and Earthquake Safety Expo.
- B. Accept a donation of \$75,000 from the Federated Indians of Graton Rancheria to purchase emergency preparedness Go Bags and related supplies for the 2026 Wildfire and Earthquake Expo.
- C. Adopt a Budget Resolution adjusting the Department of Emergency Management FY 2025-26 adopted budget by \$105,000 for 2026 Wildfire and Earthquake Safety Expo funding. (4/5 vote required)

Executive Summary:

The 2026 Wildfire and Earthquake Safety Expo is a free to the public, countywide disaster preparedness event scheduled for April 26, 2026, at the Sonoma County Fairgrounds. Hosted by Fire Safe Sonoma in collaboration with local fire agencies and emergency management partners, the Expo will provide bilingual, hands-on education to over 4,000 attendees.

The \$30,000 funding request from General Fund Contingencies will support facility rental at the Sonoma County Fairgrounds. Additionally, a contribution from the Federated Indians of Graton Rancheria in the amount of \$75,000 will support purchase of Go Bags to give to community members attending the event. This giveaway to attendees helps to ensure broad community participation and strengthening countywide resilience.

Other sponsors include the California Fire Safe Council, Santa Rosa Fire, Wine Country to the Rescue, City of Cloverdale, and local corporations and individuals.

Discussion:

The 2026 Wildfire and Earthquake Safety Expo is a large-scale, family-friendly, hands-on event aimed at educating Sonoma County residents about disaster preparedness, mitigation, and response. Scheduled for Sunday, April 26, 2026, from 10:00 AM - 3:00 PM at the Sonoma County Fairgrounds, the Expo will provide bilingual, interactive education and resources for more than 4,000 attendees and 100+ exhibitors at no cost to the public. This will be the second year for the event in Santa Rosa. It was moved to this more central location to make attendance easier for a larger portion of the county and grow participation, and overall preparedness in the County. Attendance at the 2025 Expo was highly successful and over 3,000 attendees participated from

across Sonoma County.

The \$30,000 General Fund Contingencies request will cover facility rental at the centrally located Sonoma County Fairgrounds, ensuring broad community participation-including a strong presence from Spanish-speaking and farmworker families, who have historically made up over 20% of attendees. By investing in this event, the County demonstrates its ongoing commitment to public safety, disaster preparedness, and inclusive community engagement.

The \$75,000 funding from Graton Rancheria will cover the full cost of Go Bags and related supplies, such as portable radios, to give to attendees.

The 2026 Expo is hosted by Fire Safe Sonoma in collaboration with Northern Sonoma County CERT, local fire departments (including Santa Rosa Fire), the Sonoma County Department of Emergency Management, and other key partners. The event provides a unique opportunity to connect residents with emergency responders, local businesses, and community organizations, fostering a culture of preparedness and resilience across all districts.

Key event objectives include:

1. Equipping residents with critical disaster preparedness knowledge (mitigation, evacuation, emergency planning).
2. Ensuring bilingual accessibility and inclusion for Sonoma County's diverse population.
3. Providing a free platform for local businesses and nonprofit organizations to engage with the public (as vendors) around a variety of preparedness topics.
4. Promoting proactive measures to reduce disaster impacts and enhance community resilience.

Funding Request Breakdown:

1. Facility Rental (Sonoma County Fairgrounds): \$30,000
2. Total Request: \$30,000

Total event cost estimate is \$308,345. The event is financed through funding from:

1. Federated Tribe of Graton Rancheria donation for Go Bags and accessories - \$75,000
2. California Fire Safe Council grant - \$65,000
3. Santa Rosa Fire Department grant - \$25,000
4. Wine Country to the Rescue - \$10,000
5. U.S. Forest Service - \$18,000
6. Local agency, corporate sponsorships, and individual donations - \$80,000
7. In-kind volunteer hours, donated supplies, and materials from local agencies and businesses

By funding this initiative, the County strengthens community resilience and engagement; supports equitable access to emergency preparedness education; promotes consistent, countywide disaster messaging; and, reduces long-term disaster recovery costs by enhancing public preparedness.

Investing in the 2026 Wildfire and Earthquake Safety Expo ensures that Sonoma County residents-regardless of language or background-have access to the knowledge, tools, and connections to respond effectively to disasters. We appreciate the Board's consideration of this request and look forward to your support in making

this vital event a success.

Strategic Plan:

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

Pillar: Racial Equity and Social Justice

Goal: Goal 4: Engage community members and stakeholder groups to develop priorities and to advance racial equity.

Objective: Objective 2: Collaborate with community members and stakeholder groups to develop racial equity strategies for County emergency response, economic recovery and resiliency planning efforts.

Racial Equity:

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

Yes

A Racial Equity Analysis was performed, and details can be found on Attachment 2.

Prior Board Actions:

04/15/2025: Adopt a Budget Resolution programming \$60,000 from the General Fund Contingencies to support the Wildfire and Earthquake Safety Expo 2025, a countywide disaster preparedness event designed to enhance community resilience and public safety.

FISCAL SUMMARY

Expenditures	FY25-26 Adopted	FY26-27 Projected	FY27-28 Projected
Budgeted Expenses			
Additional Appropriation Requested	\$105,000		
Total Expenditures	\$105,000		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	\$75,000		
Use of Fund Balance			
General Fund Contingencies	\$30,000		
Total Sources	\$105,000		

Narrative Explanation of Fiscal Impacts:

This Board item is requesting General Fund Contingencies in the amount of \$30,000 and acceptance of a contribution of \$75,000 from the Federated Indians of the Graton Rancheria for FY2025-26.

Narrative Explanation of Staffing Impacts (If Required):

None.

Agenda Date: 3/3/2026

Attachments:

1. Budget Resolution
2. Racial Equity Analysis

Related Items “On File” with the Clerk of the Board:

None.