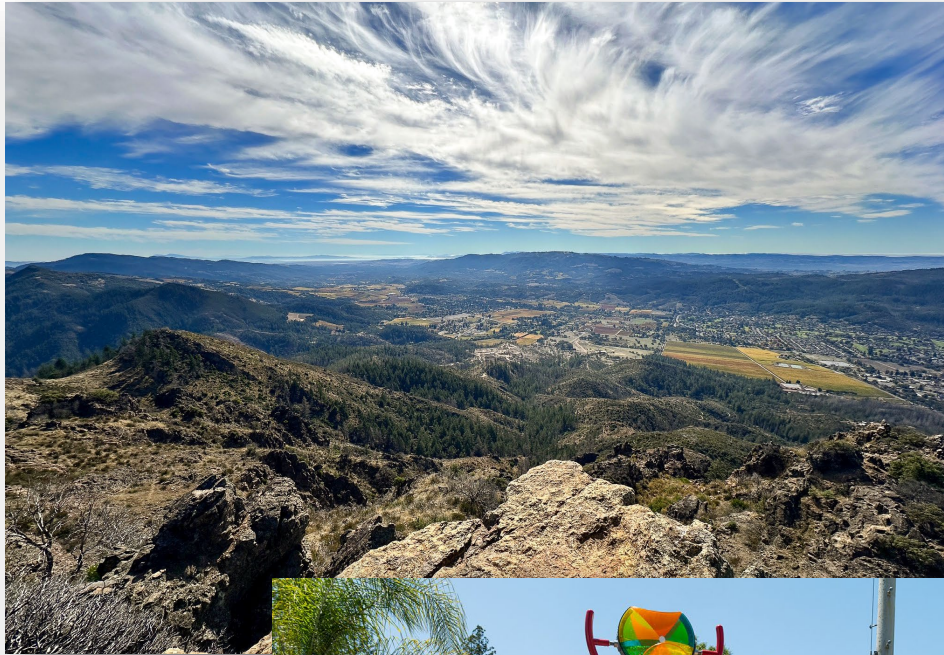




Parks Sales Tax Measure Renewal

Measure M - A voter-approved investment in Sonoma County's parks



What is Measure M?

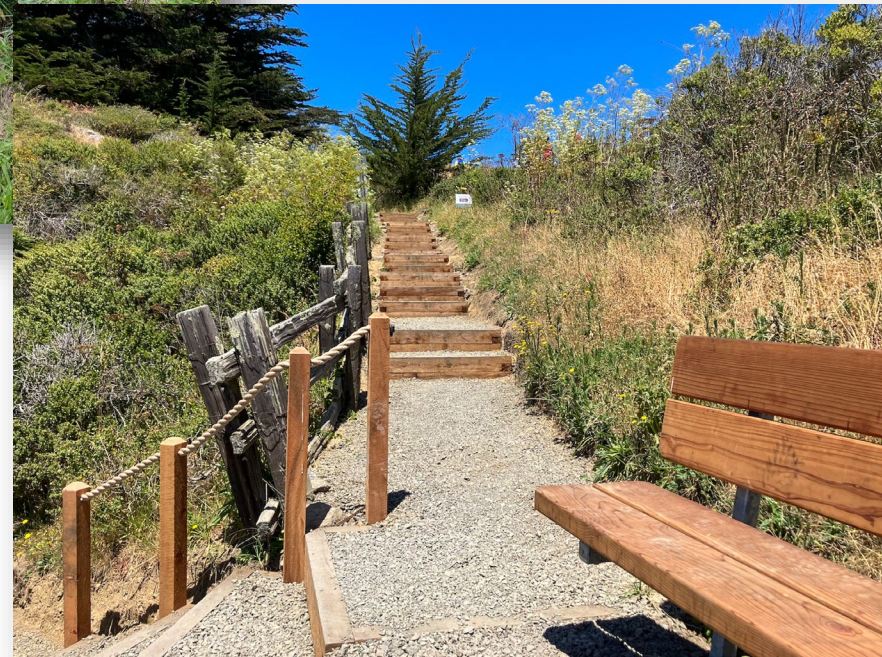
- The Sonoma County Parks Improvement, Water Quality, and Fire Safety Measure
- Voter-approved one-eighth-cent sales tax (2018)
- Generates more than \$15 million annually for parks
- Provides 10-year dedicated funding source (2019–2029)
- Supports county and city parks that are safe and accessible for everyone



Why Measure M matters

Before Measure M

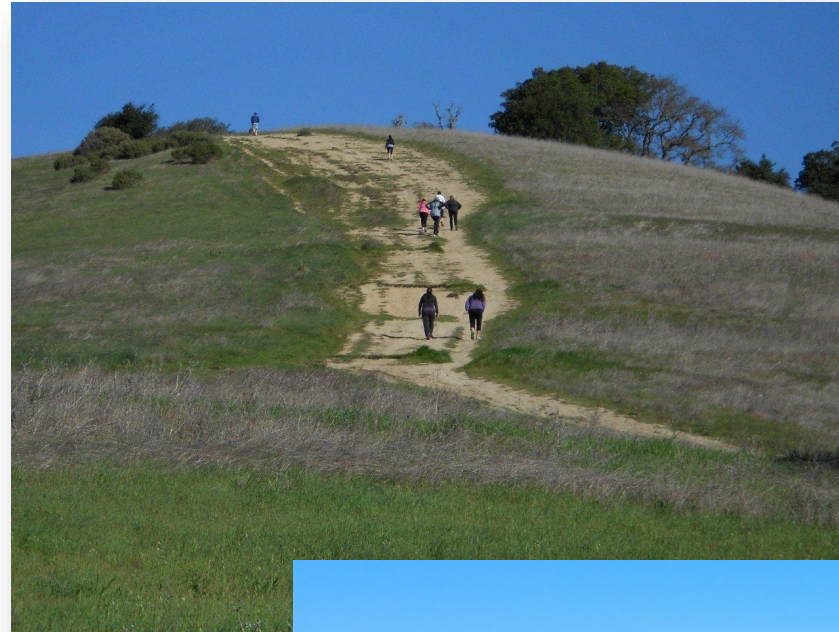
- No dedicated funding source for ongoing park maintenance and improvements
- Aging restrooms, trails and facilities and other long deferred maintenance
- Wildfire impacts and rising demand for recreation, youth programs and safe outdoor spaces



Why Measure M matters (cont.)

After Measure M

- Stable, dedicated local funding
- Capacity to recover from wildfire, care for existing parks and plan for the future
- Funding is shared countywide, including cities



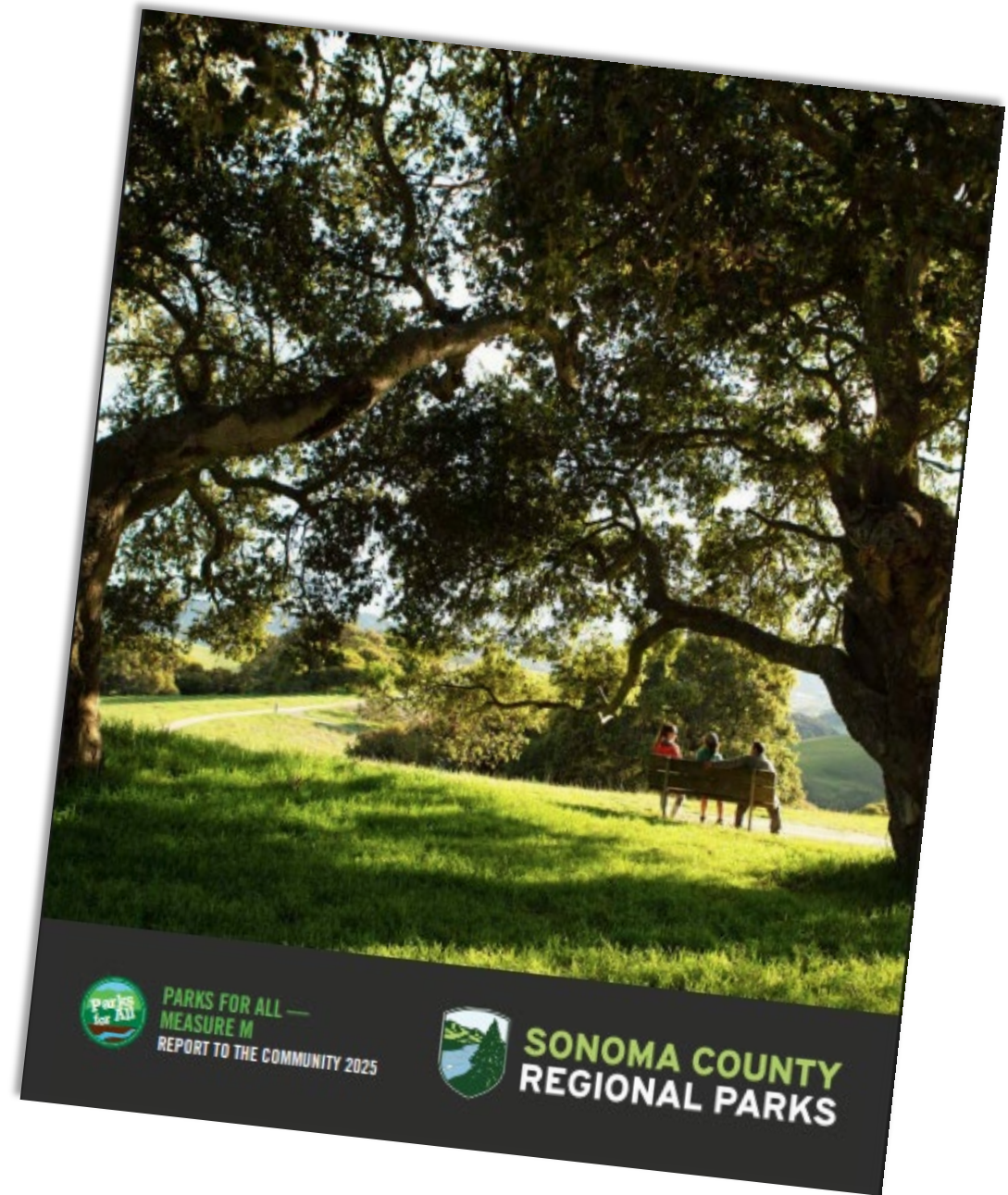
How Measure M works

Revenue is split countywide:

- Two-thirds to Sonoma County Regional Parks
- One-third to Sonoma County cities (based on pop.)

Funds support:

- City parks and recreation needs
- Regional Parks maintenance, safety, recreation, access, and natural resources
- Investments are reviewed and reported annually





Helping communities recover and prepare

- Restored wildfire-damaged parks, such as Foothill and Hood Mountain
- Expanded fuel reduction through vegetation management and grazing
- Increased prescribed fire and conservation grazing to manage fuels and reduce future wildfire risk



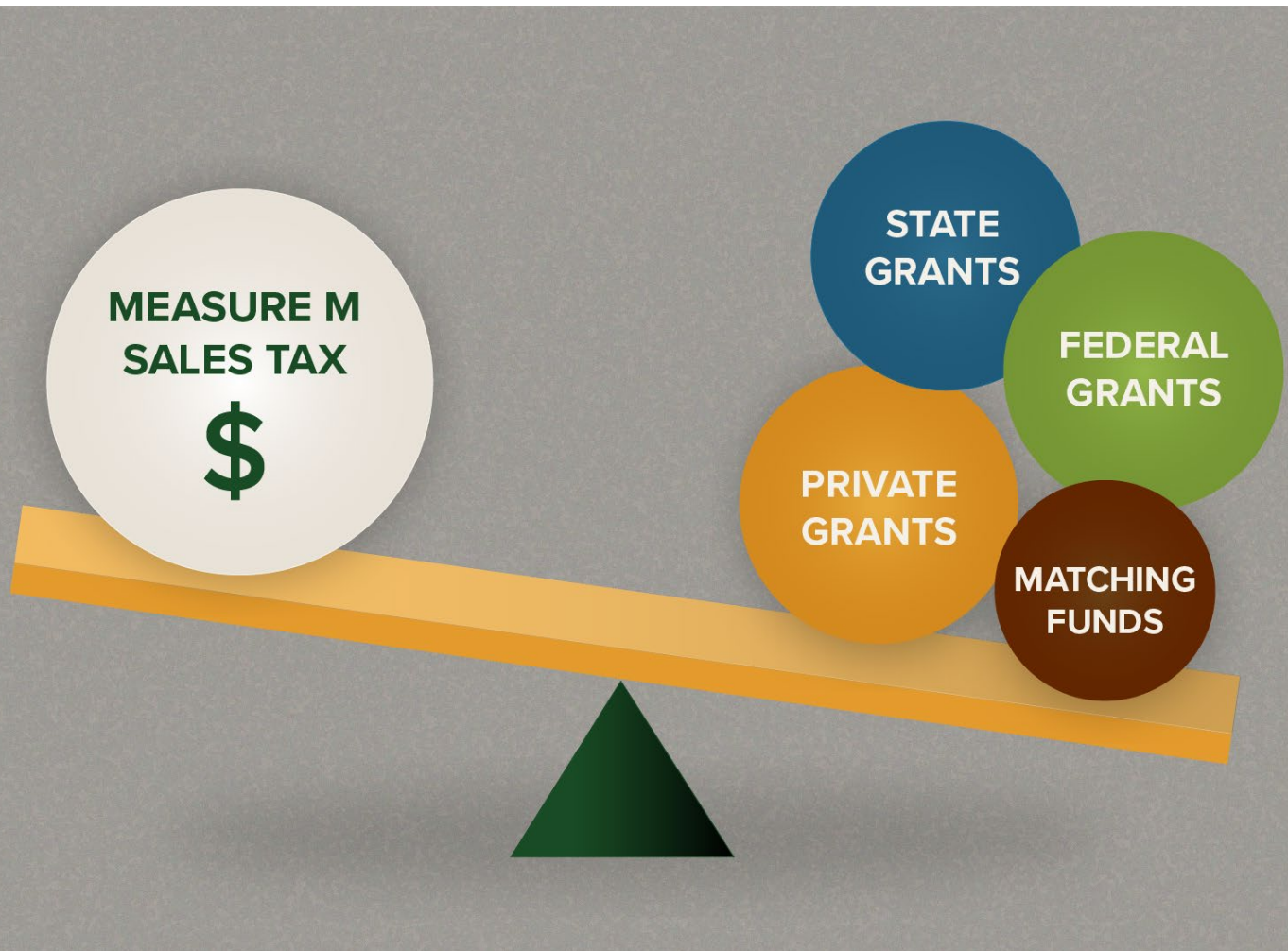
Protecting waterways and wildlife habitat

- Restoring native vegetation in parks, beaches and wetlands
- Enhancing native habitats for wildlife, fisheries and local economies
- Reducing erosion and flood risk in creeks, rivers and coastal areas
- Implementing water conservation projects that support fire response

Expanding access to parks and trails



- Opened new parks, renovated and expanded existing ones
- Built and renovated miles of trails and improved trail connections
- Added accessible entrances, parking, paths and facilities
- Expanded youth, recreation and water safety programs



Making every dollar go further

- Measure M funds often used as matching dollars for competitive state, federal and private grants
- Matching funds allow for larger, long-term projects that wouldn't be possible otherwise
- Every local dollar is multiplied to increase impact



A lasting investment

- Nearly \$70 million invested in county and city parks since 2019
- Benefits to every city in the regional parks system
- Supports climate resilience, public safety, recreation and natural resource protection
- Reflects a shared community commitment to parks for today and future generations

Phase I Outreach

City elected and appointed leaders (July – Nov. 2025)

Conducted more than 30 interviews with city managers, mayors and council members to gauge attitudes and experiences using Measure M funding to support their local city park and recreation needs

- **Key Findings related to Measure M**

- Measure M funding is important for park planning and development
- The funding is essential for scoping projects and competing for grants
- Multiple cities cited “first and last dollars” to develop projects or close funding gaps
- Funding helps address long standing deferred maintenance priorities
- City residents provided positive feedback
- All city officials interviewed expressed support renewing the 1/8 cent sales tax in some form



Voter Survey Poll

Public Survey Poll conducted Sept. 28 – Oct. 2, 2025

84% of voters expressed a favorable view of Sonoma County Regional Parks

74% of voters expressed support for extending the 1/8 cent sales tax until ended by voters

Top Voter Priorities

- 86% reducing the risk of wildfires
- 85% protecting water quality
- 82% maintaining park restrooms
- 81% local neighborhood parks are in need of stable and ongoing funding
- 80% Sonoma County Regional Parks are in need of stable and ongoing funding
- 79% protecting park wildlife habitat and fisheries
- 74% maintaining city parks
- 68% maintaining playgrounds, picnic areas, and sports fields

Phase II Outreach

Phase II Community Outreach – to gather public input on priorities

- Educational mailer distributed to Sonoma County households
- Available via social media and parks newsletter
- Measure M information for residents
- An invitation to take a survey and share thoughts

Survey feedback (as of May 5, 2026, with over 1200 responses)

- Strong emphasis on maintaining parks, trails, and open spaces, along with protecting natural resources (wildfire risk reduction, habitat, and water quality)
- Parks are frequently used, with many residents visiting monthly or more often
- Broad support for continuing Measure M funding without increasing the current tax rate
- What respondents value most: natural beauty, open space, and trail experiences
- Key areas for improvement: maintenance, trail conditions, access, crowding, and amenities





Phase II Outreach - 2 of 3

Proposed Ballot Language:

Sonoma County Parks Improvement, Water Quality, and Fire Safety Measure Transactions and Use Tax Ordinance. Without raising taxes, to improve and protect Sonoma County's regional and neighborhood parks; safeguard water supplies, streams, rivers; reduce future wildfire risk; preserve fish and wildlife habitat; conserve natural areas for future generations; expand walking, hiking, and biking trails; shall Sonoma County continue a one-eighth-cent special transaction and use tax (sales tax) countywide until ended by voters, providing approximately \$15.5 million annually, with community oversight, public disclosure, and annual audits?

Expenditure Plan: 4 Categories

- Category 1: 33.3% for city parks and recreation needs
- Category 2: 25% for deferred maintenance, safety, and recreation services in Sonoma County Regional Parks
- Category 3: 23.4% to improve access to regional parks, community/neighborhood parks, trails, and open space preserves in Sonoma County Regional Parks
- Category 4: 18.3% to protect natural resources, including fire-risk reduction, habitat restoration, and watershed improvements in Sonoma County Regional

Phase II Outreach - 3 of 3



Key Provisions: Extending the Funding Measure

- Not a new tax
- Community Oversight Committee
- Annual report / Independent audits
- Maintenance of effort language for cities and county
- Tax remains in effect until ended by voters
- No tax overlap with current Measure M – would become effective April 1, 2029



Timeline of Next Steps

- July 7, 2026 : 2nd Reading of Ordinance by the Board of Supervisors
- August 7, 2026: Deadline for governing bodies to place a measure on the November 3, 2026 ballot

Recommended Actions

- A. Receive report from staff on a potential November 2026 Parks Sales Tax Measure and Expenditure Plan
- B. Adopt a resolution introducing proposed ordinance continuing a one-eighth cent transactions and use tax in Sonoma County for Regional Parks and City parks until ended by voters, waiving further reading.
- C. Conduct a public hearing to consider whether to adopt an ordinance imposing a special transactions and use tax (sales tax) in Sonoma County extending an existing transaction and use tax to be administered by the California Department of Tax and Fee Administration. The ordinance, if adopted, will be placed on the ballot at the November 3, 2026 election, and will become effective if it is approved by two-thirds (2/3) of the voters voting on the measure.

Discussion



SonomaCountyParks.org