Legislation Text

File #: 2026-0652, **Version:** 1

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; David Robinson, 707-565-2041
Vote Requirement: Majority
Supervisorial District(s): Countywide

Recommended Action:
Adopt a Gold Resolution declaring July 2026 as "Parks Make Life Better!® Month" in Sonoma County in recognition of the important role parks, trails, recreation programs, and open spaces play in supporting the health, wellness, economic vitality, environmental stewardship, and quality of life of Sonoma County residents and visitors.

Executive Summary:
The California Park & Recreation Society (CPRS) annually promotes the statewide "Parks Make Life Better!®" campaign to increase public awareness of the broad benefits parks and recreation services provide to communities throughout California. The proposed resolution recognizes the role Sonoma County Regional Parks and recreation services play in supporting safe, clean, and accessible parks, healthy communities, environmental stewardship, youth development, economic vitality, and positive visitor experiences.

Regional Parks maintains more than 60 parks and facilities countywide and provides a wide range of recreational opportunities, environmental education programs, trails, camps, sports fields, marinas, and community events that serve residents and visitors of all ages and abilities. The resolution aligns Sonoma County with the statewide CPRS campaign and recognizes July 2026 as "Parks Make Life Better!® Month."

Discussion:
Parks and recreation services provide significant public benefits that extend beyond traditional recreational opportunities. Sonoma County Regional Parks supports physical and mental wellness through access to trails, open spaces, sports facilities, water access, and recreation programs. Parks also contribute to community resilience and quality of life by providing gathering spaces, preserving natural resources, supporting tourism and local businesses, and offering safe and positive opportunities for youth and families.

The proposed resolution highlights the many ways parks and recreation contribute to Sonoma County communities, including:

- Promoting physical, emotional, and mental health and wellness;
- Supporting economic vitality through tourism, events, partnerships, and recreation opportunities;
- Providing educational, cultural, and environmental learning experiences;
- Stewarding natural resources and protecting habitats and open space;
- Supporting social connection, inclusion, and community identity; and
- Providing safe and welcoming public spaces that contribute to a positive visitor experience.

The “Parks Make Life Better!®” campaign is a statewide public awareness initiative led by the California Park & Recreation Society to communicate the value of parks and recreation services to California communities. Adoption of the proposed resolution demonstrates Sonoma County’s continued support for accessible parks and recreation opportunities and recognizes the contributions of park professionals, volunteers, community partners, and local organizations.

Strategic Plan:
NA

Racial Equity:

Was this item identified as an opportunity to apply the Racial Equity Toolkit?
No

Prior Board Actions:
None

FISCAL SUMMARY

Narrative Explanation of Fiscal Impacts:
None

Narrative Explanation of Staffing Impacts (If Required):
None

Attachments:
Resolution Declaring July 2026 as “Parks Make Life Better! Month” in Sonoma County

Related Items “On File” with the Clerk of the Board:
None