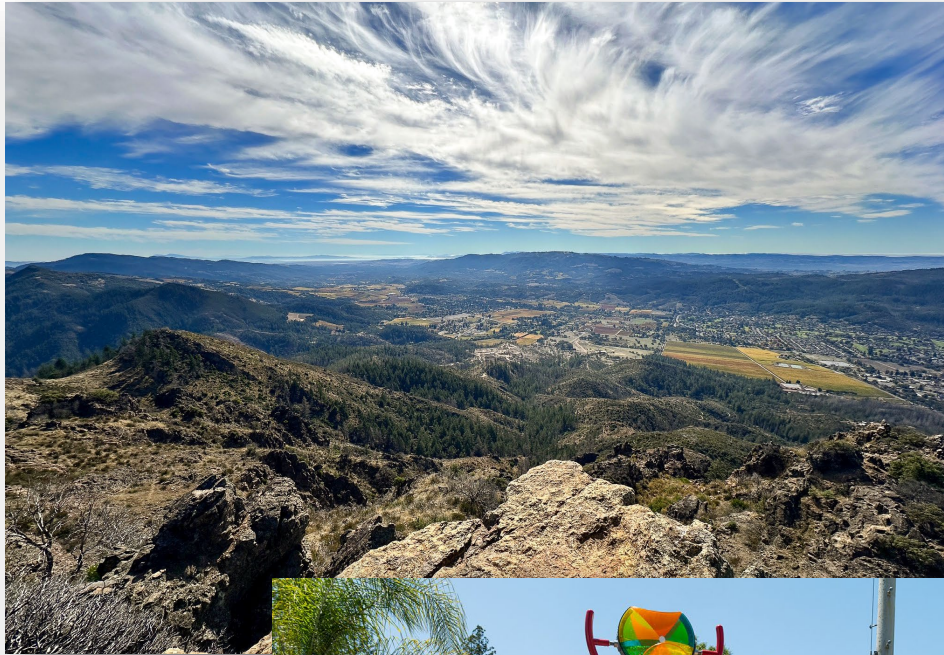




Parks for All – Measure M

A voter-approved investment in Sonoma County's parks



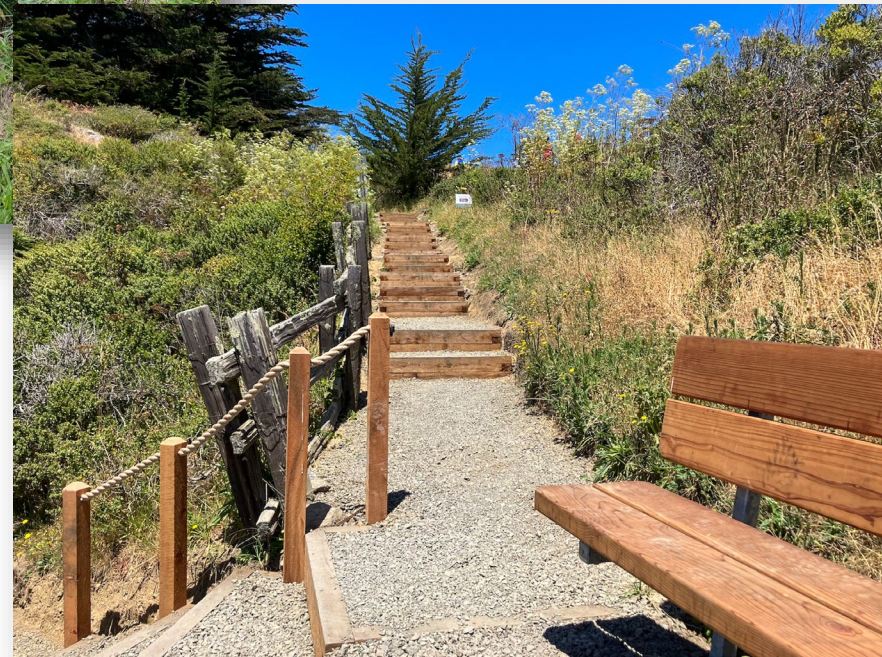
What is Measure M?

- The Sonoma County Parks Improvement, Water Quality, and Fire Safety Measure
- Voter-approved one-eighth-cent sales tax (2018)
- Generates more than \$14 million annually for parks
- Provides 10-year dedicated funding source (2019–2029)
- Supports county and city parks that are safe, welcoming and accessible for everyone

Why Measure M matters

Before Measure M

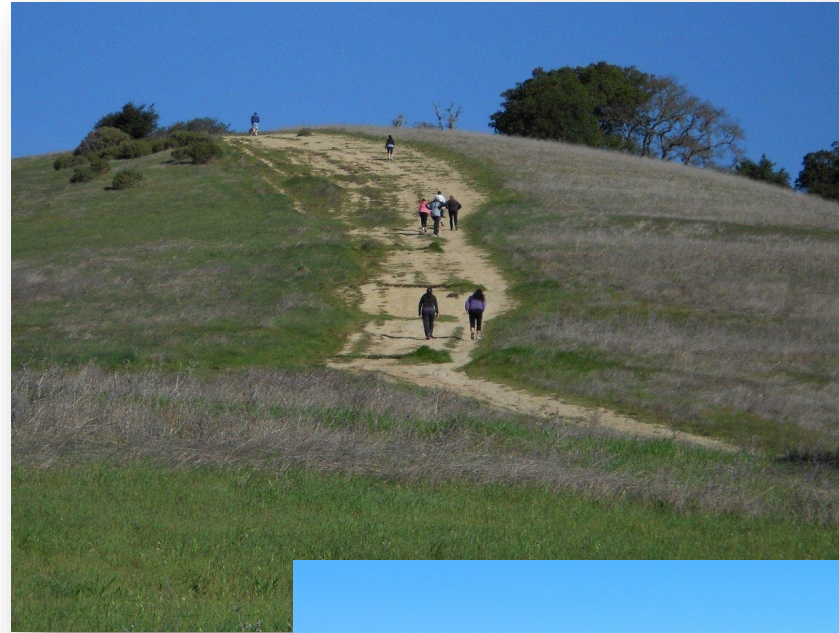
- No dedicated funding source for ongoing park maintenance and improvements
- Aging restrooms, trails and facilities and other long deferred maintenance
- Wildfire impacts and rising demand for recreation, youth programs and safe outdoor spaces



Why Measure M matters

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

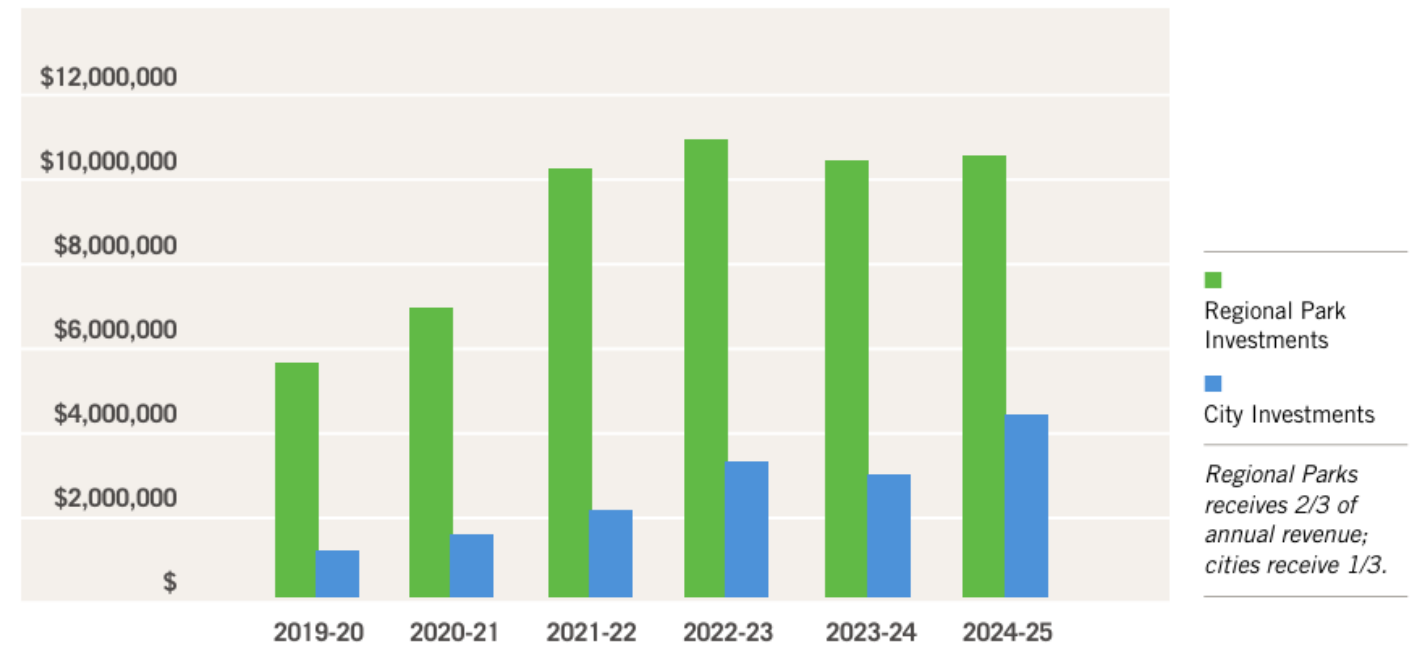
Revenue is split countywide:

- 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

REGIONAL PARKS, CITY INVESTMENT TOTALS





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



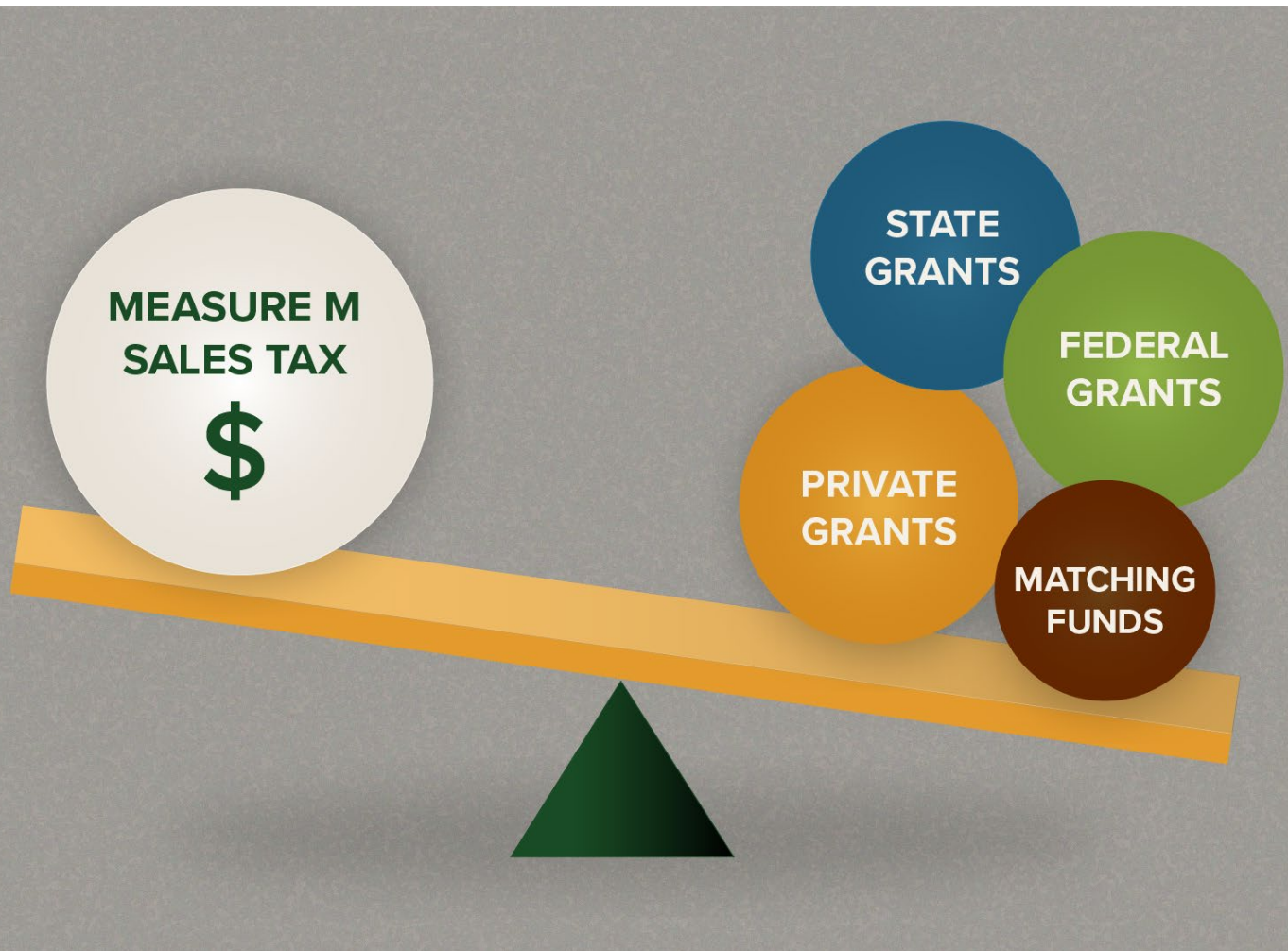
Protecting waterways and wildlife habitat

- Restored native vegetation in parks, beaches and wetlands
- Native habitat protection for wildlife, fisheries and local economies
- Reduced erosion and flood risk in creeks, rivers and coastal areas
- 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 and region of Sonoma County
- Supports climate resilience, public safety, recreation and natural resource protection
- Reflects a shared community commitment to parks for today and future generations



Potential Voter Re-Authorization – Fall 2026

10 Year Term (funding expires March 1, 2029)

Public Survey Poll conducted in Fall of 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
- **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

Next Steps



SonomaCountyParks.org