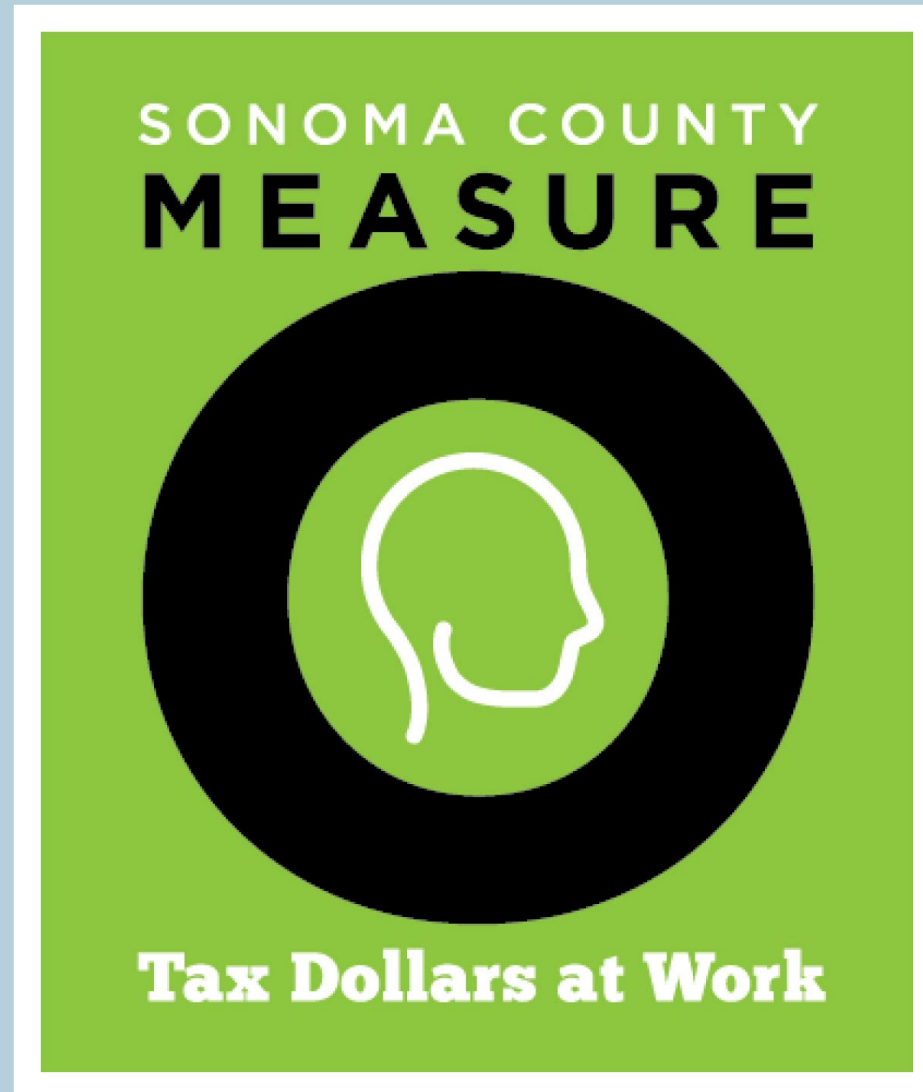


MEASURE O: COUNTY OF SONOMA  
MENTAL HEALTH, ADDICTION AND  
HOMELESS SERVICES

# MEASURE O ROADSHOW



- WHAT IS MEASURE O?
- WHO DOES THE COUNTY SERVE?
- WHERE DO THE FUNDS GO?
- RENEWAL IN 2028
- Q & A



# WHAT IS MEASURE O?

Voter-approved quarter-cent sales tax (November 2020), dedicated for 10 years to mental health, addiction, and homelessness

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Generates approximately \$30 million annually

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**Not discretionary funding** – spending follows a voter-approved plan with clear purpose and oversight

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About one-third of funding expands services beyond the traditional system, including substance use treatment, mobile crisis response, jail-based services, and targeted partnerships

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Locally controlled, serving only Sonoma County residents

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Helps cities and unincorporated areas access behavioral health resources they would otherwise need to fund on their own

# MEASURE O RATIOS

## Five funding categories:

22%

Behavioral Health Facilities

44%

Emergency Psychiatric & Crisis Services

18%

Mental Health & Substance Use Disorder Outpatient Services

14%

Homeless Behavioral Health & Care Coordination

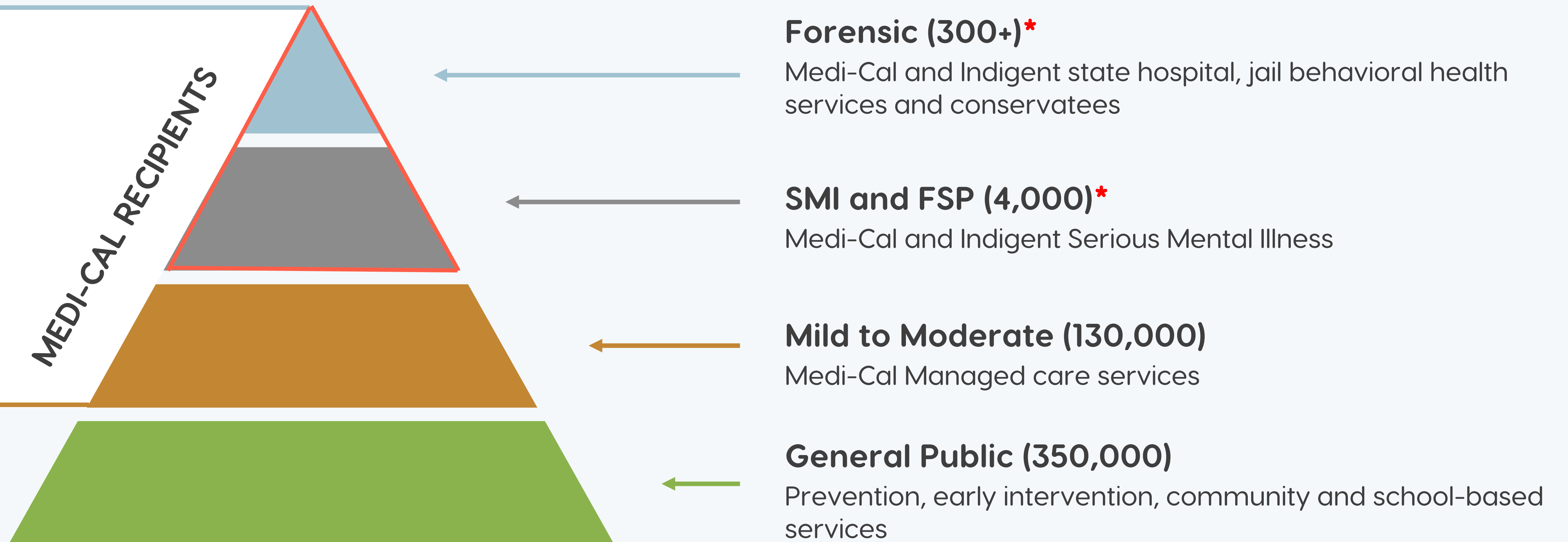
2%

Transitional & Permanent Supportive Housing

*\*Can be amended by 4/5 Vote of Board of Supervisors*

# WHO THE COUNTY SERVES

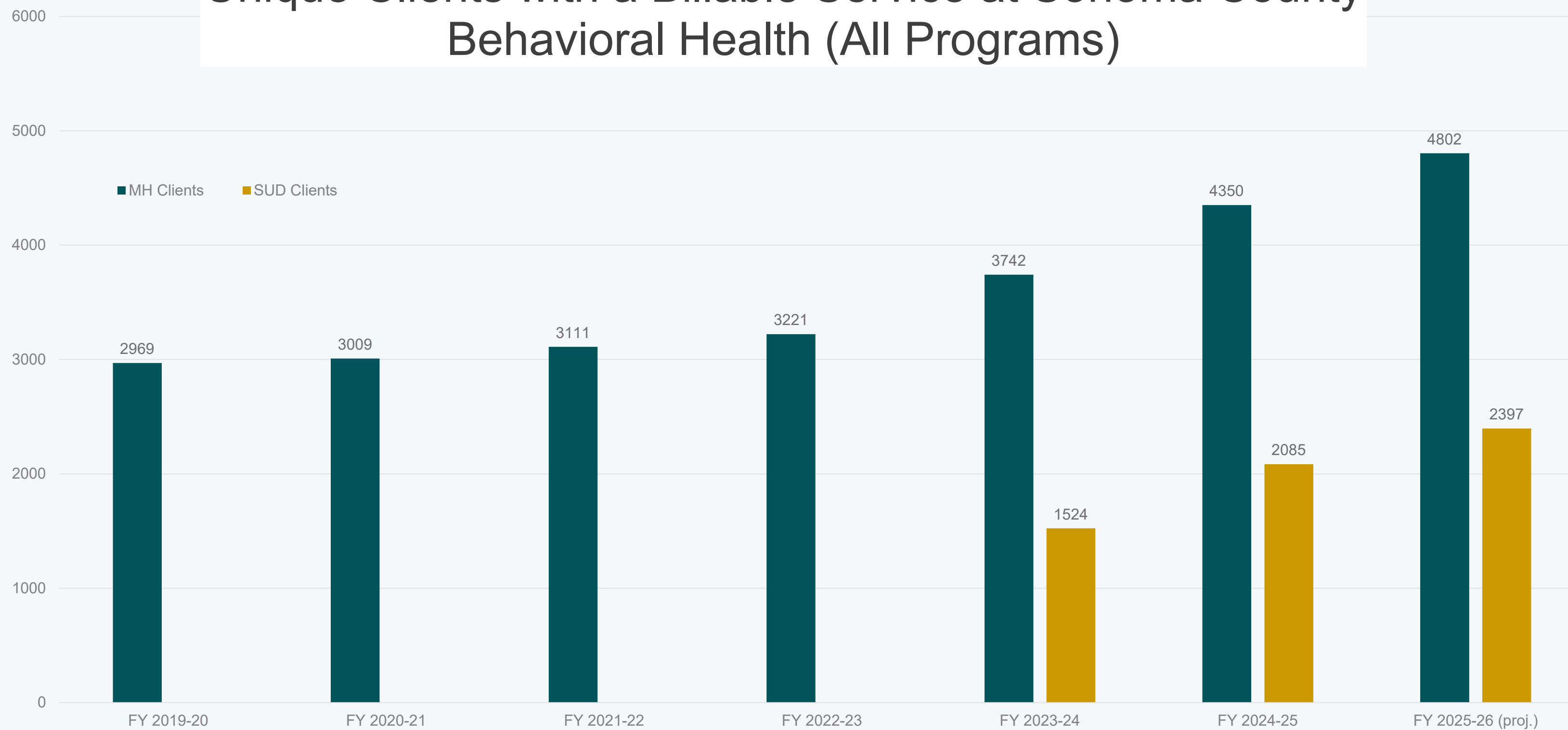
Behavioral health services support residents at every level of need including prevention, treatment, and long-term care across the full population



# THE COUNTY'S ROLE IN BEHAVIORAL HEALTH

We offer Mental Health Services and Substance Use Disorder Services to Adults with Serious Mental Illness (SMI) and Children with Serious Emotional Disturbance (SED) that are on Medi-Cal or uninsured

Unique Clients with a Billable Service at Sonoma County Behavioral Health (All Programs)



**6,435**

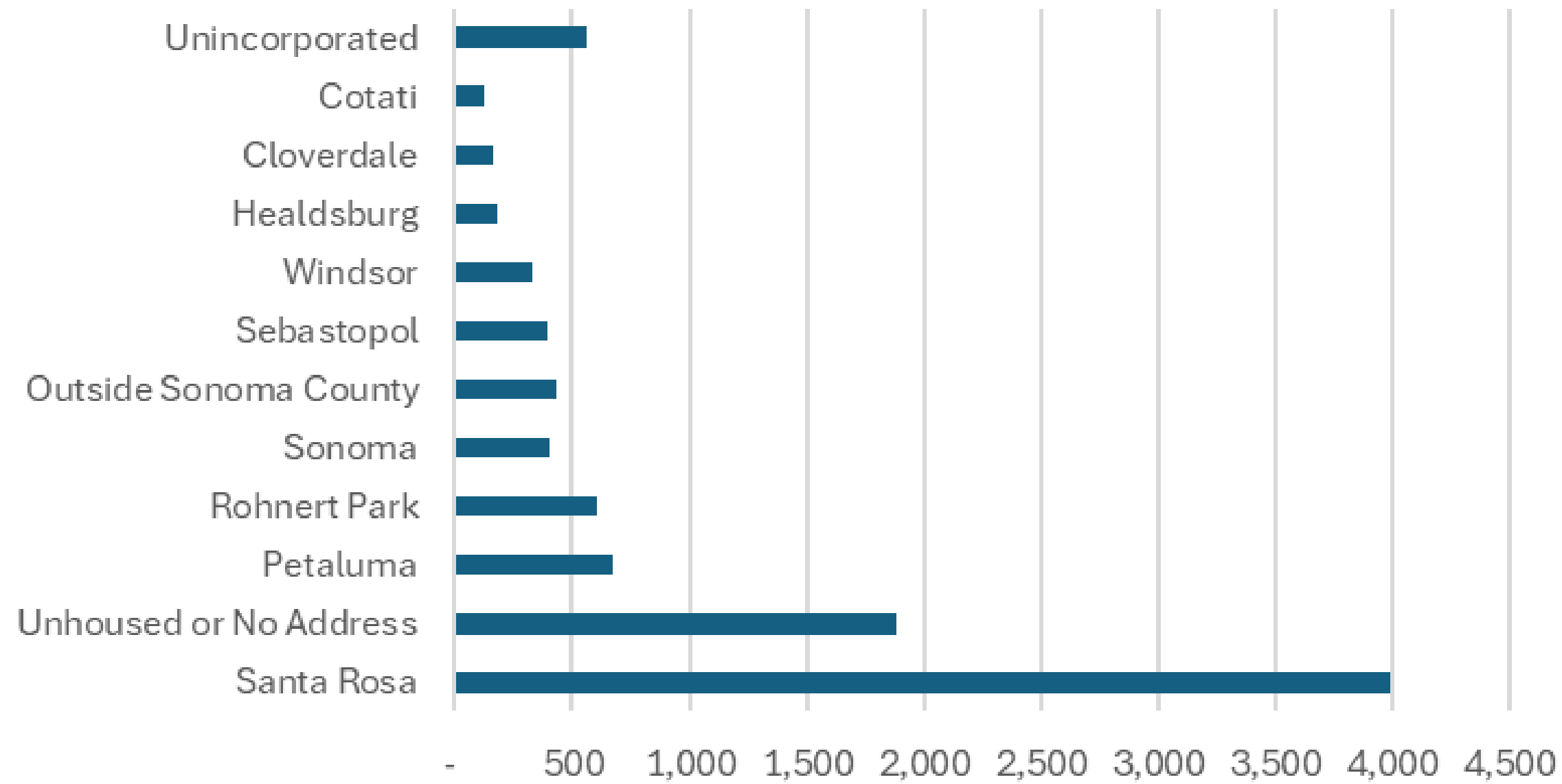
total clients served  
(FY 2024-25)

# WHERE DO OUR CLIENTS LIVE?

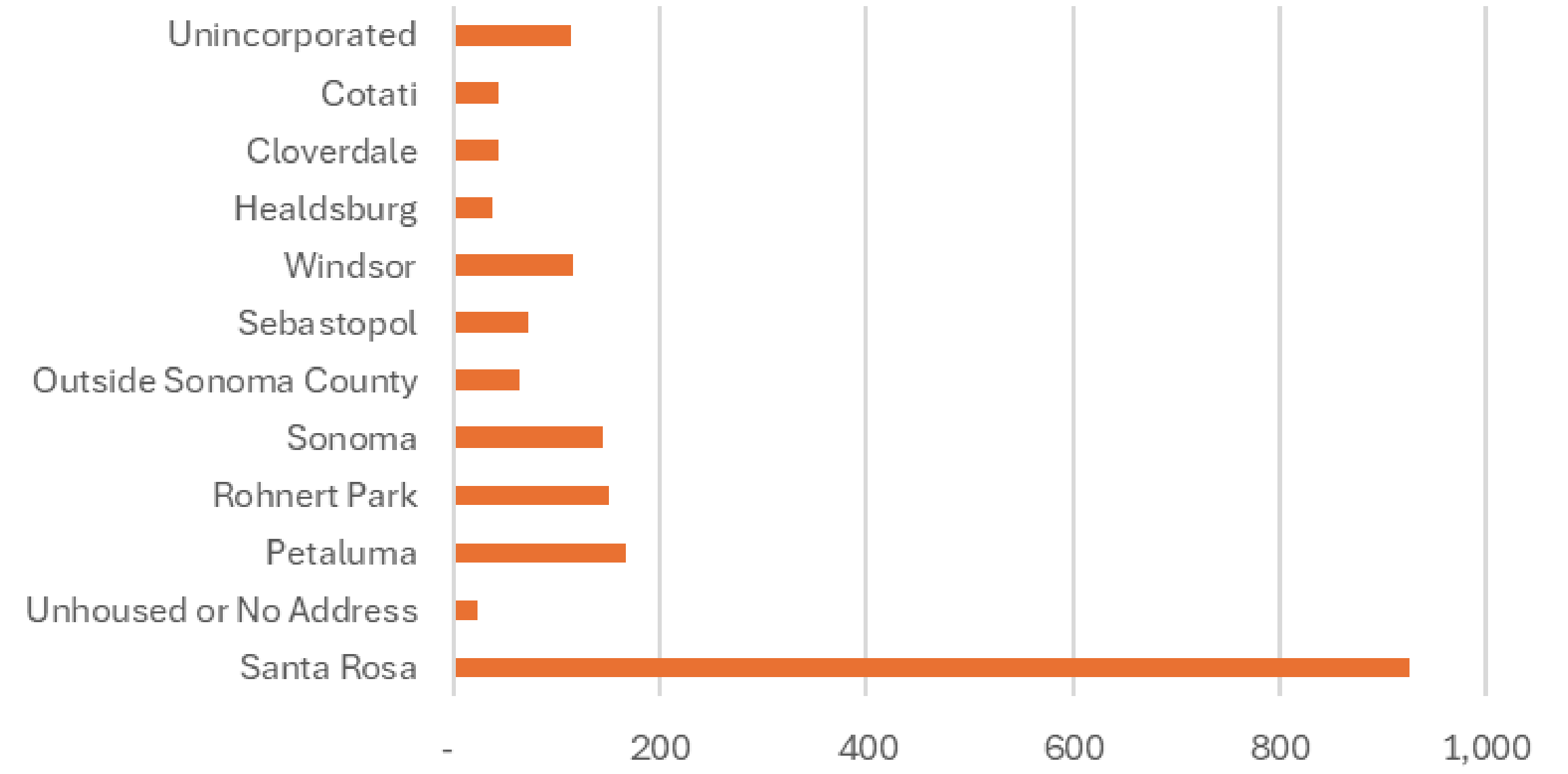
While many county programs specifically service the unincorporated portions of the county. The bulk of BH clients are in incorporated cities

Since 2023 the county has served 11,637 individuals through our behavioral health programs – 1,899 Children and 9,738 Adults

### Adults Served



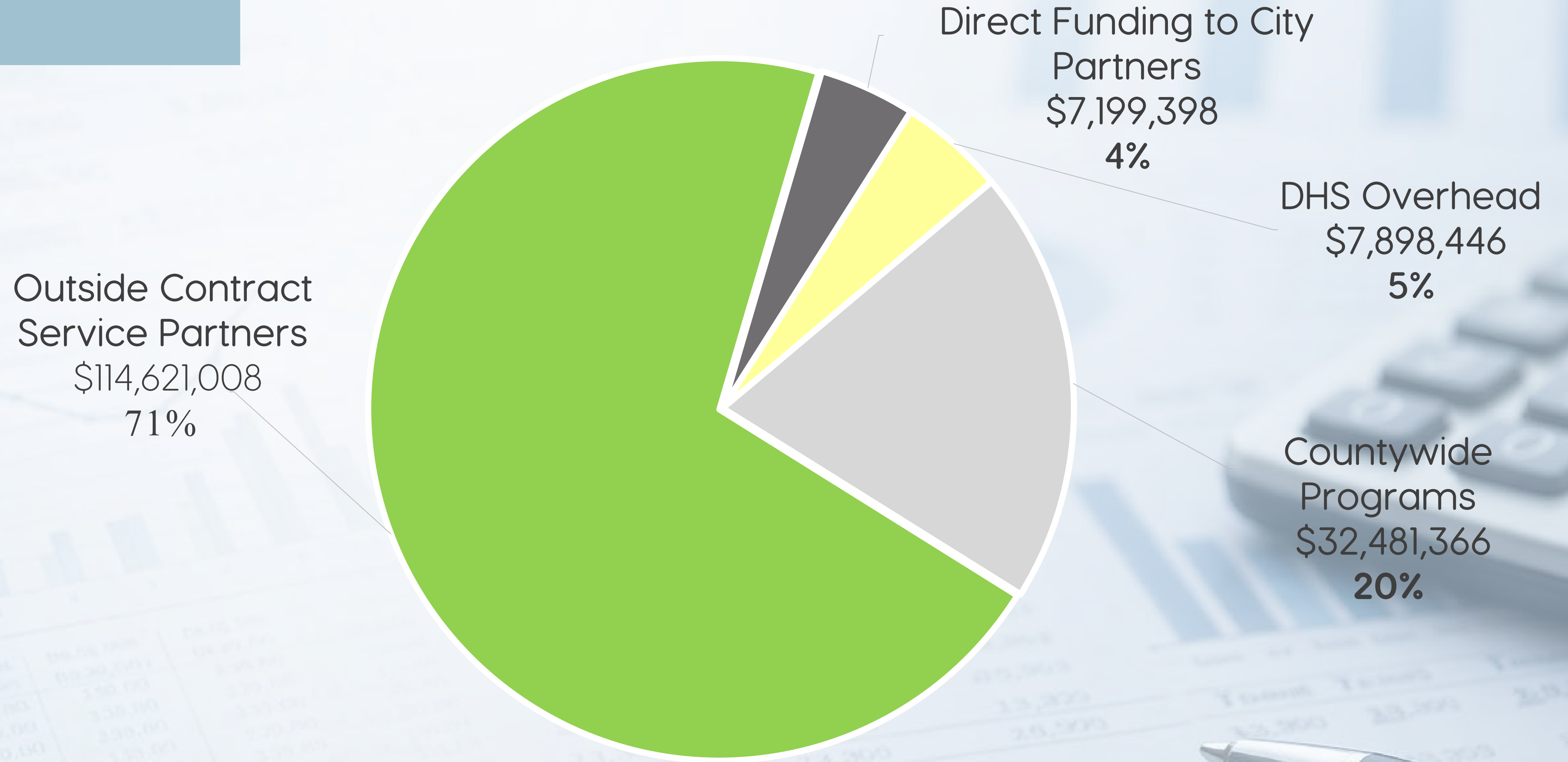
### Children Served



# MEASURE O GROSS EXPENDITURES

FY20-21 THROUGH FY24-25

## \$162,200,218



# INDIVIDUALS SERVED OVER LIFETIME OF MEASURE O

FY20-21 - FY24-25

3309



## Crisis Stabilization Unit

Up to 24 hours of stabilization for individuals in a mental health crisis

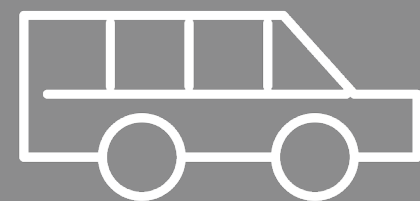
704



## Psychiatric Health Facility

14 days of intensive 24-hour inpatient care of emergency psychiatric needs

48,984



## Mobile Crisis Response

Rapid community-based assessment and de-escalation for individuals in a mental health or SUD crisis

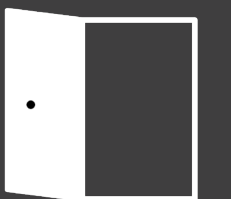
1281



## Residential Care Facilities

Community-based housing and behavioral health support for severe mental illness, helping transition to independent level of care

949

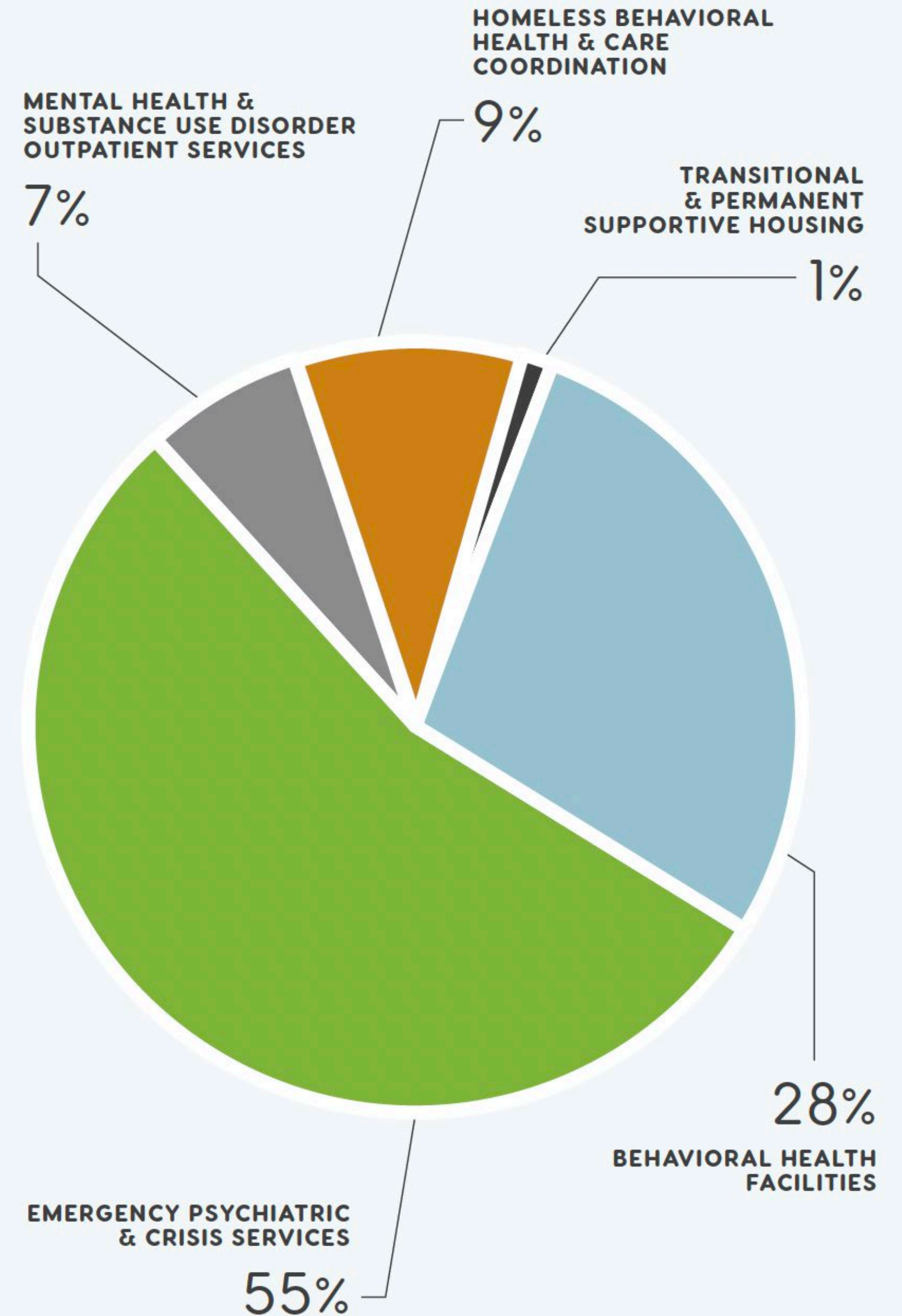


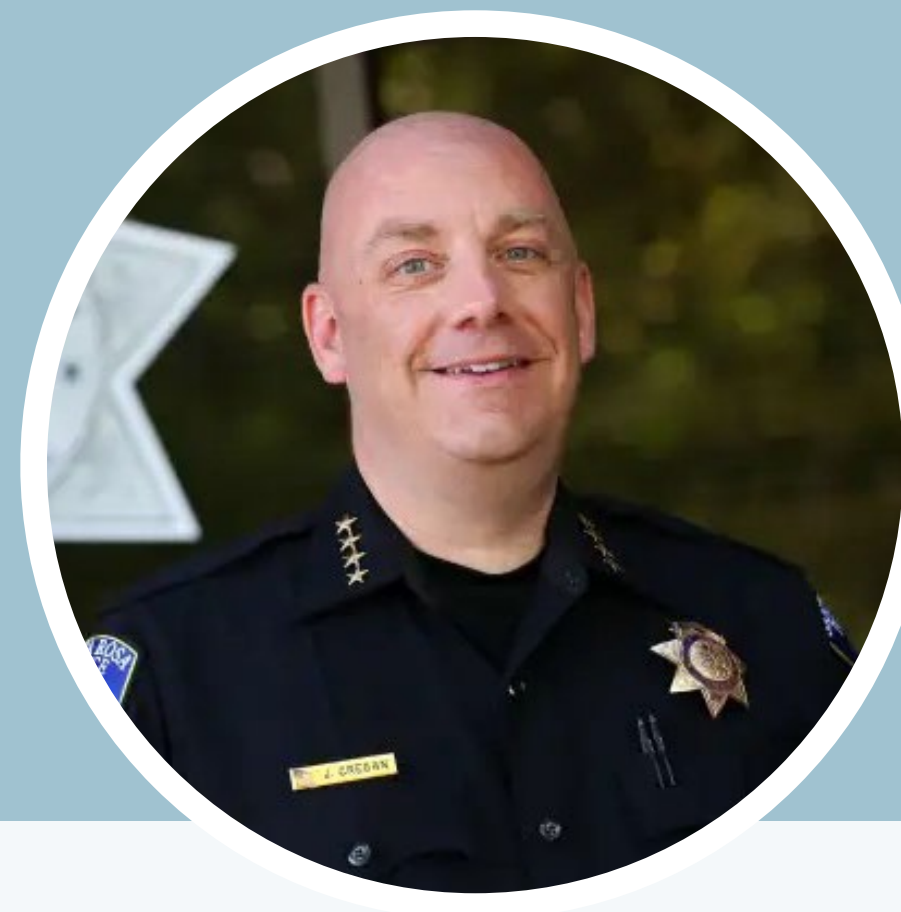
## Crisis Residential Units

Homelike housing and mental health services for longer-term stabilization in an unlocked setting

# FY 2024–25 AT A GLANCE

- **\$54.7M** total Measure O expenditures
- Largest investment: Emergency Psychiatric & Crisis Services (55%)
- Measure O dollars leveraged **over 22M** with reimbursements
- Local funds stretch further
- Federal matching = local tax dollars multiplied, generating more services without increased city cost





“ I believe it is critically important to have licensed mental health clinicians responding to those experiencing a mental health crisis in our city and the inRESPONSE team is having a profound impact.

– JOHN CREGAN  
Santa Rosa Police Chief

## MOBILE CRISIS RESPONSE

### One coordinated crisis response system— MST, inRESPONSE, and SAFE working together

Clinician-led teams respond 24/7 countywide through a coordinated County–city partnership, integrating MST, inRESPONSE, and SAFE to meet people where they are and divert crises from ERs, 911, and law enforcement.

- 24/7 clinician-led crisis response
- Combined total of 20,286 call for service in FY24/25
- Responds in homes, on streets, and in schools—where crises occur
- Diverts people from emergency rooms, 911, and unnecessary law enforcement involvement
- Billing Medi-Cal and Commercial Insurance Together

# CRISIS STABILIZATION UNIT (CSU)

The Crisis Stabilization Unit serves as psychiatric urgent care for Sonoma County, using multiple clinical reassessments to improve outcomes and reduce unnecessary hospitalization.

Results from FY 2024–25

# 125

Admits from  
mobile crisis (MST,  
SAFE &  
inRESPONSE

# 655

individuals served  
at the Crisis  
Stabilization Unit


# 24/7

24/7, 365 days per  
year access

# 22 SCHOOL CAMPUSES RECEIVING CAPE CRISIS AND CONSULTATION SERVICES

## PREVENTION IN SCHOOLS: CAPE

CAPE brings early mental-health support directly into high schools, helping students before crisis escalates.

 Results from FY 2024–25



**109**

students connected to care



**33**

on-campus crises addressed



**1,500+**

reached through outreach



**582**

participants in workshops

# SUPPORTING YOUNG ADULTS & COLLEGE STUDENTS

Measure O expands mental-health services for transition-age youth (ages 16–25), including new support on college campuses with a focus on supporting underserved Latinx and African American students

Results from FY 2024–25

**200+**

students received  
direct services in  
Q4 of 2024

**20k**

reached through  
outreach and  
prevention

**2 + 2**

2 campus-embedded  
clinicians at Santa  
Rosa Junior College

2 LCSWs

# SUBSTANCE USE TREATMENT EXPANSION

Measure O enabled the launch and ongoing expansion of the Drug Medi-Cal Organized Delivery System, dramatically increasing treatment capacity and revenue.

Results from FY 2024–25

**750k**

Measure O local  
match

**\$3.8m**

new revenue  
generated

**65**

increase in  
residential treatment  
beds (more than  
double increase)

# DELIVERING FUNDS TO THE COMMUNITY

MEASURE O IS DEPLOYING FUNDING THROUGH NOFAS TO SUPPORT COMMUNITY-LED BEHAVIORAL HEALTH AND HOMELESSNESS SOLUTIONS ACROSS THE COUNTY

## Released in 2023

Measure O: Housing-Focused Homelessness Interventions  
Notice of Funding Availability (NOFA):

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**\$3,000,000**

## Released in 2024

Measure O: Behavioral Health & Homelessness  
Community Solutions NOFA:

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**\$4,200,000**

## Released in 2025

Measure O Behavioral Health and Homelessness  
Pathways to Sustainability NOFA:

**\$10,000,000**

## OVERSIGHT & ACCOUNTABILITY

Measure O is structured for long-term accountability – every dollar is tracked, audited, and planned by independent oversight committee



“Measure O is a game changer for Sonoma County. As a member of the Oversight Board, I’ve seen firsthand how this funding supports vital mental health services across our community. At a time of critical need, Measure O represents an important step forward for mental health care in our county.”

- Kevin McDonnell, City of Petaluma Mayor and Measure O Oversight Committee Member

- Shirlee Zane, Chair
- Ed Sheffield, Vice-Chair
- Kevin McDonnell
- Gregory Fearon
- Ben Ford
- Colleen O’Neal
- Mark Beiting

## WHY SUPPORT A FUTURE MEASURE O RENEWAL?

# Measure O supports schools, cities, non-profits and the entire community.

- ✓ Maintains a countywide mental health and substance use safety net, ensuring consistent access to crisis, treatment, and stabilization services
- ✓ Contributes to reductions in homelessness countywide by connecting individuals to treatment, housing supports, and ongoing care
- ✓ Ensures individuals with the most serious mental health needs are served in appropriate clinical settings, reducing reliance on streets, emergency rooms, and jails
- ✓ Leverages millions of dollars in federal matching funds each year, significantly expanding the impact of local investments
- ✓ **Provides critical behavioral health crisis response and support on K-12 school and college campuses,** improving safety, stability, and continuity of education

SONOMA COUNTY  
**MEASURE**



**Tax Dollars at Work**

LOOKING AHEAD TO 2028, WHAT ISSUES OR NEEDS WOULD YOU MOST LIKE TO SEE ADDRESSED IF MEASURE O WERE RENEWED?

