

# Appendix

## Measure M Financials

### Fiscal year 2023-24



Sonoma County voters in 2018 overwhelmingly approved Parks for All – Measure M, a one-eighth-cent sales tax to support county and city parks for 10 years. Two-thirds of the funds go to Sonoma County for its regional parks, and one-third is divided among the cities, according to population size.

The measure’s expenditure plan outlines appropriate uses for the revenue. The county and cities each determines how best to prioritize the allocated funding, and a citizen oversight committee ensures the funding is spent as intended.

In fiscal year 2023-24, the total tax revenue was more than \$16 million. The cities and the county can use the money to:

- Invest in maintenance of parks, trails, signs, buildings and other infrastructure
- Improve playgrounds, sports fields, restrooms, picnic areas and visitor centers
- Improve park access by extending or building trails, bike paths, coastal trails and river trails
- Reduce wildfire risks through vegetation management
- Open new parkland to the public
- Protect natural resources, including waterways and wildlife habitat
- Offer recreation, education, and health programs in parks

This report offers a detailed accounting of how the county and cities spent these dollars and where they are accruing savings for future projects.

### MEASURE M IMPACTS

The benefits of Measure M are evident in city and regional parks throughout the county. Aging parks are being redeveloped. Open spaces are being acquired, and trails are being built. Habitat is being protected. New programs are connecting families to the outdoors. And just as important, Measure M revenue is providing the capital the county and cities need to attract additional funding through state, federal and private grants.

### MEASURE M CITIZENS OVERSIGHT COMMITTEE:

- Christopher Borr**
- Carol Eber**
- Leslie A. Graves**
- Justin Lindenberg**
- John Mills**
- Meredith Rennie**

### SONOMA COUNTY REGIONAL PARKS

2023-2024 MEASURE M TOTALS	REGIONAL PARKS	CITIES
Beginning Measure M balance	\$4,590,298	\$11,203,703
Revenue received	\$11,099,973	\$5,265,062
Expenditures	\$10,501,901	\$2,880,874
Available balance for future years’ projects	\$5,188,370	\$13,621,299



## COUNTY & CITY MEASURE M SPENDING SUMMARIES 2023-2024

### CLOVERDALE

Cloverdale received \$207,993 from the Parks for All – Measure M funds for fiscal year 2023/24. Pairing that revenue with funds accumulated from previous fiscal years, the parks department budgeted essential maintenance projects. These included repairing damaged play structures and continuing with vegetation management to mitigate fire risks in the Porterfield Creek Open Space Preserve. The city also added a third member to the park maintenance staff, as well as hiring seasonal, part-time staff for summer.

### COTATI

Cotati has opted to save its Parks for All – Measure M funds for improvements to the Putnam Park project. Construction is slated to begin at the 8.8-acre park this year and be completed by spring of 2025. Improvements include updating a multi-use field, relocating a fenced dog park for easier access, constructing paved picnic areas throughout the park

park and adding a water fountain. Also, the park will be getting a walking path, benches, lighting, landscaping and exercise equipment.

### HEALDSBURG

Healdsburg invested its fiscal years 2022-2024 Measure M funding in Fitch Mountain Park and Open Space. The improvement project created a new trailhead for the preserve that includes sustainable trail access, an ADA trail component and a Fitch Mountain interpretive program. The Villa Dog Park, one of Healdsburg's most-used park facilities, was also renovated and reconstructed. These projects cost \$2.9 million, of which, \$253,000 came from the Parks for All – Measure M fund.

### PETALUMA

Improving park access and enhancing pedestrian and bicycle pathways in Petaluma remain a top priority. The recently completed Park Access Improvement Project, funded by \$326,000 from Parks for All – Measure M, upgraded deteriorating paths at McDowell,

La Tercera and McNear Parks with reinforced concrete. These improvements promote a healthier, more inclusive community for all ages and abilities by removing physical barriers. La Tercera Park will also feature new furnishings and drought-tolerant landscaping, developed in collaboration with Daily Acts.

### ROHNERT PARK

Rohnert Park continues to bring the community together through free events for all ages. Parks for All – Measure M funded 1.5 full-time positions and seven new events. The city used \$60,000 for RP Jubilee on July 4. The free event featured a concert, expansive kids zone with nine inflatables, a rock-climbing wall, giant live video gaming, bubble foam pit, arts and crafts and lawn games. Measure M's approval has allowed the city to offer more community events than previously possible.

### SANTA ROSA

In 2024, Santa Rosa expanded its popular summer camp program at Howarth Park to include children

ages 4 to 5. Camp Wa-Tots brought the same quality staff and fun activities as the iconic Camp Wa-Tam. The inaugural 2024 tots camp sold out with 180 campers. It was budgeted at \$45,000 a year, made possible by the community's support of Parks for All – Measure M. Program staff will expand registration to 240 campers in 2025.

### SEBASTOPOL

Popular Ives Park got a boost from Park for All – Measure M funds as Sebastopol used \$61,500 as matching funds to replace the pathway that runs from the southwest picnic area along Calder Creek. This provides an opportunity to update and replace the uneven, potholed path to be ADA-compliant. This will ensure the park and trail facilities are accessible to all users.

### SONOMA

Sonoma is banking its Parks for All – Measure M funds from the 2023-24 fiscal year to help fund two capital improvement projects. Plans for the historic Depot Park, just north of Sonoma Plaza, call for improved restrooms, a new

water fountain and an enhanced state-of-the-art bioretention feature that will use innovative techniques for natural water filtration and drainage. Olsen Park, a 2-acre park, currently includes a basketball court, picnic tables and a play structure. Existing elements will be evaluated, and improvements scheduled.

### WINDSOR

Windsor completed a long-anticipated pickleball court project this past funding year. Dedicated pickleball courts were first discussed over a decade ago. Since then, the community raised more than \$50,000 to contribute to this effort. Fires, the pandemic and rising construction costs led to delays. However, with the help of Proposition 68 and with \$325,580 of Parks for All – Measure M funds, the town has built five new, dedicated pickleball courts at Hiram Lewis Community Park.

### REGIONAL PARKS

Sonoma County received nearly \$11.1 million in Parks for All – Measure M funds in 2023-2024. This funding helped us complete

the renovation of Maxwell Farms Regional Park, open new trails on Taylor Mountain and restore sensitive habitat at Shiloh Ranch, Hood Mountain and Doran Beach. Measure M dollars provided for a summer of Spring Lake Water Park operations as well as new recreation and education programs for children, adults and seniors countywide. Measure M funding also allowed us to reduce the risk of future wildfire in parks, promote biodiversity and control invasive species.

# Measure M Financials Fiscal year 2023-24



## MEASURE M REVENUE, EXPENSES AND BALANCES

This information presents the Measure M funding available to each incorporated jurisdiction and to the county. Fund balances remaining may be used to accrue savings to be invested in park projects in future years.

BACK COVER:  
Colgan Highlands  
Trail — Taylor  
Mountain Regional  
Park & Open Space  
Preserve



### Cloverdale

Beginning Measure M balance	\$248,580
Revenue received	\$207,993
Expenditures	\$166,793
Available balance for future years project	\$289,779



### Cotati

Beginning Measure M balance	-\$689
Revenue received	\$112,734
Expenditures	\$0
Available balance for future years project	\$112,045

*(fund balance used to complete Kotate Park)*



### Healdsburg

Beginning Measure M balance	\$236,154
Revenue received	\$174,231
Expenditures	\$253,028
Available balance for future years project	\$157,357



### Petaluma

Beginning Measure M balance	\$360,344
Revenue received	\$881,918
Expenditures	\$1,196,101
Available balance for future years project	\$46,161



### Rohnert Park

Beginning Measure M balance	\$958,212
Revenue received	\$660,153
Expenditures	\$424,519
Available balance for future years project	\$1,192,846



### Santa Rosa

Beginning Measure M balance	\$8,268,880
Revenue received	\$2,634,859
Expenditures	\$650,036
Available balance for future years project	\$10,253,703





**Sebastopol**

Beginning Measure M balance	\$273,911
Revenue received	\$119,185
Expenditures	\$68,643
Available balance for future years project	\$324,453



**Sonoma**

Beginning Measure M balance	\$372,757
Revenue received	\$163,427
Expenditures	\$0
Available balance for future years project	\$536,184



**Windsor**

Beginning Measure M balance	\$734,134
Revenue received	\$385,892
Expenditures	\$121,477
Available balance for future years project	\$998,549

**Parks for All – Measure M has forged meaningful collaborations between Sonoma County and all nine cities. Wherever you go to relax or play in Sonoma County, you’ll find the benefits of Measure M and its partnerships.**



**Regional Parks**

	<b>MAINTENANCE, SAFETY &amp; RECREATION</b>	<b>IMPROVED ACCESS</b>	<b>NATURAL RESOURCES</b>
Beginning Measure M balance	\$623,360	\$1,588,264	\$2,378,674
Revenue received	\$4,101,851	\$3,866,028	\$3,132,094
Expenditures	\$2,961,936	\$4,174,104	\$3,365,861
Available balance for future years project	\$1,763,275	\$1,280,188	\$2,144,907