



# Community Report Summary 2023-2024



## REGIONAL PARKS AT A GLANCE

Parks and facilities:

**60**

Total acres:

**18,078**

Miles of trail:

**258**

Campsites:

**248**

Annual members and pass-holders:

**27,000**

Program participants:

**2,563**

Field field trip participants:

**10,870**

Volunteers:

**1,300**

Volunteer work hours:

**35,000**

## WHO WE ARE

Sonoma County Regional Parks manages a diverse system of 60 parks that connects our communities to the benefits of nature. We oversee more than 18,000 acres, encompassing mountains, valleys, rivers and the coastline. Many of our parks feature natural landscapes and extensive trails. Others offer campgrounds, beaches, sports fields and playgrounds. In addition to developing and managing parks, we offer recreation and environmental education programs and operate the county's only ocean marina.

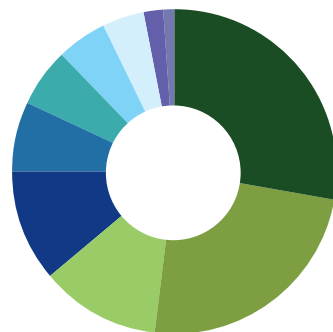
## PARKS FUNDING

This summary highlights the revenue, expenditures and accomplishments detailed in Sonoma County Regional Parks 2023-2024 community report. Regional Parks' revenue comes from a variety of sources, with the largest being the local Parks for All – Measure M sales tax. Sonoma County voters approved this sales tax in 2018 to support county and city parks for 10 years. The tax revenue is used to maintain and renovate existing parks, develop new parks and trails, create community programs, and restore and protect natural resources. Many projects in this summary show how Regional Parks uses these sales tax funds. Every dollar we receive is matched with other funds to increase our ability to keep parks safe and beautiful while investing in large-scale improvements like trails, community spaces, restrooms, and sports fields.

Below is information on Regional Parks' overall finances for the 2023-2024 fiscal year, as well as the year's Parks for All – Measure M revenue and the cities' Measure M projects.

## REGIONAL PARKS' FINANCIALS

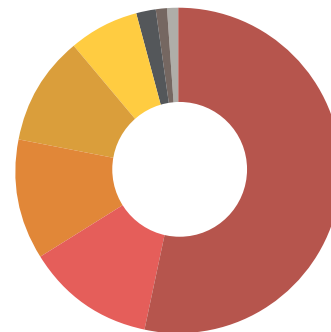
REVENUE



**TOTAL REVENUE \$38,272,527**

- Measure M 28%
- Operating Income 24%
- Other County Departments 12%
- General Fund - Ongoing 11%
- Transient Occupancy Taxes 7%
- Other 6%
- Grants 5%
- General Fund - One Time 4%
- Foundation 2%
- Park Mitigation Funds 1%

EXPENDITURES



**TOTAL EXPENDITURES \$38,272,527**

- Salaries & Benefits 54%
- Contracted Services 13%
- Capital Projects 12%
- Services & Supplies 11%
- County Service Charges 7%
- Other 2%
- Equipment 1%
- Administrative Fees 1%

## REGIONAL PARKS' 2025 PRIORITIES

Invest in a climate-adapted parks system.

Make parks more equitable and accessible.

Reduce the impacts of visitors on the parks.

Assure financial and organizational stability.

Enhance the visitor experience.



### THANK YOU FOR YOUR SUPPORT

We are grateful for the ongoing support of our community and partners. Together, we are ensuring that our parks remain vibrant and accessible for generations to come.

For more information about Regional Parks' 2023-2024 projects or Measure M funding, please see the full community report at [SoCoParks.org/ParksForAll](https://SoCoParks.org/ParksForAll). For additional translation of report information, please contact us at [ParksMarketing@sonoma-county.org](mailto:ParksMarketing@sonoma-county.org).

### CONTACT US

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## REGIONAL PARKS PROJECT HIGHLIGHTS, MANY FUNDED IN PART BY PARKS FOR ALL - MEASURE M

### Park investments

- Taylor Mountain Regional Park & Open Space Preserve:** We built 8 miles of new trails, improving access to views and natural areas.
- Maxwell Farms Regional Park:** We completed a \$9.3 million renovation, modernizing sports fields, pathways, parking and other amenities.
- Tolay Lake Regional Park:** In partnership with the Federated Indians of Graton Rancheria, we created a community gathering area for events, celebrations and education.
- Chanslor Ranch:** We opened this new parkland for daily use, restoring a parking area, installing trail signs and clearing safety hazards.

### Natural resource protections

- Shiloh Ranch Regional Park:** We restored a seasonal wetland, improved wildlife habitat and renovated the channel that drains to Mark West Creek.
- Doran Regional Park and Hood Mountain Regional Park & Preserve:** With volunteers and partners, we restored native plant habitats and removed invasive species.

- Prescribed fire:** We expanded our use of prescribed fire to manage wildfire risk, control invasive species and support biodiversity.

### Community connections

- Foothill Regional Park:** We developed a new park entrance and gathering spot with a 30-foot tile mural depicting the park's recovery after wildfire.
- Specialty programs:** We offered public programs like Caminitos al Parque, StoryWalks and YES! Parks, connecting new visitors to the parks.
- Field trips:** We provided environmental education to over 10,000 students.

### Health, safety & recreation programs

- Water safety:** We provided swim safety outreach through the Vamos a Nadar lesson program, the Russian River safety patrol and a life jacket program.
- Aquatics:** We hosted thousands of summer visitors at the Spring Lake swimming lagoon, water park and boat rentals.
- Park safety:** We introduced a new parks law enforcement unit to support rangers with comprehensive enforcement tools and services.

## HOW CITIES SPENT MEASURE M REVENUE IN 2023-24

**Cloverdale:** Repaired play structures and managed vegetation at Porterfield Creek Open Space Preserve.

**Cotati:** Saved funds for improvements to Putnam Park.

**Healdsburg:** Created a trailhead for Fitch Mountain preserve, including an ADA trail component and an interpretive program.

**Petaluma:** Upgraded paths at McDowell, La Tercera, and McNear Parks with reinforced concrete.

**Rohnert Park:** Funded 1.5 full-time positions and seven new events, including RP Jubilee on July 4.

**Santa Rosa:** Expanded its summer camp program at Howarth Park to include children ages 4 to 5.

**Sebastopol:** Replaced the Ives Park pathway that runs from the picnic area along Calder Creek.

**Sonoma:** Saved funds for improvements at the historic Depot Park and Olsen Park.

**Windsor:** Built five pickleball courts at Hiram Lewis Community Park.

## PARKS FOR ALL - MEASURE M FINANCIALS

Two-thirds of the funds go to Sonoma County for regional parks, and one-third is divided among the cities, based on population.

### 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