

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: JEN SANTOS, DEPUTY DIRECTOR, PARKS  
TRANSPORTATION AND PUBLIC WORKS DEPARTMENT  
SUBJECT: PARKS MEASURE INITIAL AND LONG-TERM PRIORITY PLAN

AGENDA ACTION: RESOLUTION

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RECOMMENDATION

It is recommended by the Transportation and Public Works Department, Parks Division that the Council, by resolution, approve the Parks Measure Initial and Long-Term Priority Plan.

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EXECUTIVE SUMMARY

The purpose of the Parks Measure Initial and Long-Term Priority Plan is to establish a 10-year strategy for prioritizing funding received from Sonoma County Measure M, known as the Parks Measure.

BACKGROUND

In 2018 the County of Sonoma placed "Measure M", a tax initiative, on the November 2018 voters' ballot. City Council, by Resolution, supported Measure M on October 2, 2018. Voters passed Measure M which went into effect on April 1, 2019 and expires in ten years on March 31, 2029.

Measure M is a ten-year county-wide one-eighth of one percent sales tax measure designed to support Sonoma County's regional and city parks. Two-thirds of the sales tax revenues are to be used to maintain, improve and protect regional parks, trails and open space preserves. One-third of the sales tax revenues are to be used to support local city parks and recreation needs. The revenues allocated to the cities are to be distributed among the incorporated cities within the County based on their pro rata share of the combined total population of the incorporated areas.

Based upon the allocation formula established under Measure M, staff anticipates that the City will receive an estimated \$1.9 million per year to the City of Santa Rosa for Recreation and Parks purposes. Specifically, the Parks Measure provides for the following allowable uses:

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- Maintain parks and recreation facilities to ensure safe, clean, accessible visitor experiences
- Improve and develop athletic fields, playgrounds, restrooms, picnic areas and visitor amenities
- Create and expand parks, trails, bikeways, public art, and recreation and historical facilities
- Plan and develop bike paths and trails with connections to schools, community spaces and regional trails
- Provide recreational, educational and health programs for the community
- Decrease future fire risks, fuel loads and invasive plants on city owned open space parks
- Improve trails along waterways and riparian areas to benefit fish, wildlife habitat and water quality

The Parks Measure establishes an Independent Citizens' Oversight Committee to provide transparency and ensure fiscal accountability. The Committee is appointed by the Board of Supervisors and is comprised of seven members. Two of the Committee members are to be selected from a list of names submitted by the Mayors of Sonoma County Cities. The Committee reviews the previous year's expenditures to ensure fiscal accountability and consistency with the terms of the Measure. The City of Santa Rosa will submit to the Sonoma County Regional Parks Department (SCRPD) annually the expenditures from the prior fiscal year. The SCRPD will then provide a comprehensive county-wide report to the Independent Citizens Oversight Committee (Committee) for their review. The Committee will then present their findings and conclusions regarding the report to the County Board of Supervisors and City Council.

In order to ensure that the City's portion of the Sonoma County Parks Measure (M) funds are allocated according to the requirements of the Parks Measure an Initial and Long-Term Priority Plan is needed.

### PRIOR CITY COUNCIL REVIEW

Not applicable

### ANALYSIS

An Initial and Long-Term Priority Plan sets a strategy for initial and long-term Park Measure spending priorities for the city as follows:

Initial priority years 1-2:

- Fire-related parks and recreation damages such as Coffey, Rincon Ridge, Fir Ridge, Nagasawa and Francis Nielsen Parks
- Consultant recommendations for deferred maintenance and overall recommendations

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- City-wide community outreach plan

Long-Term priority years 2-10:

- Determined via consultant recommendation, community outreach and recommendations from Board of Community Services (BOCS)
- Update priority plan for years 2-10
- Updated 2-10-year plan in place to be reviewed/updated on-going from community engagement and BOCS recommendations

Essentially, deferred maintenance, city-wide community engagement and known community interests will be used to create a comprehensive priority plan for use of the Parks Measure funds years 2-10 as recommended by BOCS and approved by City Council during the budget process.

A strategy for meaningful community outreach will be developed with the Community Programs and Engagement Department team, Community Advisory Board (CAB) including the Empowerment Sub Committee, a wide variety of community partners such as our eight neighborhood associations and will be targeted city-wide including underserved communities.

Engagement will include but is not limited to social media, surveys, email, face-to-face opportunities such as our eight neighborhood associations, Santa Rosa Together, existing neighborhood and community meetings, gatherings and associations and similar, and attending annual events planned city-wide and working with our partners to host events.

Currently, the City relies on the following funding sources for Recreation and Parks projects, programming, maintenance and deferred maintenance:

Park Improvement Projects:

- Park Development Impact Fees per zone
- General Fund on occasion as approved by Council
- Grants on occasion (includes FEMA projects)

Recreation programming:

- General fund
- Measure O – Neighborhood Services only

Park and Recreation Maintenance:

- General Fund

Deferred Park and Recreation Maintenance:

- No specific funding sources
- General fund on occasion as approved by Council

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The next initial steps are as follows:

- Develop an RFP for a Parks deferred maintenance report and recommendations similar to facilities maintenance deferred maintenance report
- Develop an outreach strategy with Community Engagement, CAB and begin community engagement
- Develop the 2-10-year priority plan

Annual steps include but are not limited to:

- On-going community engagement
- Annual BOCS recommendations
- Annual City Council approval
- Independent Citizens' Oversight Committee Annual Report

### FISCAL IMPACT

Approval of this action does not have a fiscal impact on the General Fund. All funds are derived from the Sonoma County Parks Measure M tax collection annually. Measure M is estimated to provide \$1.9 million annually to the City of Santa Rosa.

### ENVIRONMENTAL IMPACT

The activity is not subject to California Environmental Quality Act (CEQA) under the "general rule" pursuant to CEQA Guidelines Section 15061. There is no possibility that the activity in question may have a significant effect on the environment.

### BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

On July 24, 2019, the BOCS reviewed and provided recommendations regarding the Initial and Long-Term Priority Plan for the Parks Measure. Board members expressed an interest to include our community partners in the engagement process.

### NOTIFICATION

Not applicable.

### ATTACHMENTS

Resolution/Exhibit A – Initial and Long-Term Priority Plan

### CONTACT

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