INVEST
INNOVATE
COLLABORATE

SONOMA COUNTY
Investing in Beautiful, Thriving & Sustainable Communities for All
It has been an honor to serve as Chair of the Board of Supervisors in 2013. It was a challenging year, with difficult issues – some anticipated, and others tragically occurring. And, our County has taken great strides forward positioning us for even greater accomplishments in 2014 and beyond.

This Annual Report demonstrates the breadth of our accomplishments in 2013. The County did a great deal of work together with individuals and community partners to improve the lives of everyone at home, work, school, and play.

I’m particularly proud of several of the highlights included in the Annual Report. We have invested a record level in our County’s road infrastructure, approximately $50 million. As part of the Pension Ad-Hoc Committee in 2012, we set the target of $150 million in pension savings over the next ten years. In 2013, we successfully completed labor negotiations with all of our labor groups, and achieved an estimated $170 million in pension savings, which has begun to put the County back on track for long-term fiscal balance with projected year end fund balances for the first time in many years. Our employees deserve our deep respect and gratitude for their sacrifices toward this solution.

Sonoma County is a wonderful place to call home, to do business in, and to visit. I thank my colleagues on the Board, all County employees, and our many partners in the community for what we have accomplished this past year, and I look forward to our continued investment, innovation, and collaboration in years to come.

David Rabbitt
Chair of the Board of Supervisors

Sonoma County is moving into 2014 with incredible opportunities. Through the difficult work of the Board of Supervisors, County Department Heads, and our staff, we have been able to restate the County’s fiscal position. As a result of this discipline, we are beginning to make investments in our infrastructure and community that advance our County’s Strategic Plan. We are rebuilding our organization with an eye toward the future and innovation.

Veronica Ferguson
County Administrator

The County of Sonoma is working hard for you.

INVESTING IN
infrastructure education environment tourism our children jobs

INNOVATING
animal care new technologies energy independence schools of hope social justice

COLLABORATING WITH
local businesses non-profit partners other counties the state federal government cities

All linked to our strategic plan: sonomacounty.ca.gov/Services/Strategic-Planning
$1.2 Million in ADA Improvements were completed through General Services in year 4 of the ongoing 12 year ADA Self-Evaluation and Transition Plan.

$11.5 Million of Reinvestment and Revitalization Funds were directed to priority areas and projects in the former County redevelopment areas of Roseland, Sonoma Valley, and Russian River. This investment was made through the Community Development Commission following the State’s dissolution of redevelopment.

Airport Safety Improvement Project – the largest capital project in County history – broke ground. The project includes the extension of the runway along with many needed improvements for the Airport.

$50 Million Roads and Infrastructure Investment – more funding than in any other year in the County’s history – was directed to road and infrastructure projects through the Transportation and Public Works Department. Whether traveling by bicycle, bus, or automobile, County residents depend on a functional local streets and roads system. Everyone will benefit from these investments.

$5.1 Million Investment in Children 0-5 and Their Families from the First 5 Sonoma County Commission to significantly improve healthy development, parent support, and high quality early education. These strategic capital investments will increase the County’s capacity for dental health services for children, expand quality pre-school access to eligible low income children, and help two family resource centers expand their capacity to provide parent education and support in underserved areas of the County.

Family Self-Sufficiency and Rental Assistance Programs continue to support families dealing with housing crises and homelessness. Through the Community Development Commission, the County funds a Family Self-Sufficiency Program designed to assist Housing Authority clients become independent of public assistance, with Rental Assistance providing needed support to help 1,400 families and individuals pay their rent.

Family Justice Center expanded services, with the District Attorney’s Office collaborating with the Sonoma County Departments of Health and Human Services to provide enhanced wraparound services for victims of child abuse and domestic violence.

Taylor Mountain Regional Park and Open Space Preserve opened in southeast Santa Rosa.

Enhanced Air Monitoring Network installation was completed by the Northern Sonoma County Air Pollution Control District, providing real-time information about particles and smog in our air.

Climate Action and Conservation projects were initiated by the Agricultural Preservation and Open Space District in partnership with the Nature Conservancy, through grants from the Moore Foundation and Metropolitan Transportation Commission, to document the GHG emissions and sequestration potential from a variety of sectors – including conservation, water supply, transportation, and land use.

Investments in Water Infrastructure and Restoration were completed, including an upgrade to the Santa Rosa aqueduct and the new Napa Sonoma salt marsh restoration pipeline.

Dental Health Campaign was launched by the Department of Health Services. The Healthy Teeth for Healthy Life campaign is based on four pillars for improving dental health: Access, Education, Sealants and Varnishes, and Fluoridation. Because 5 out of every 10 Sonoma County children suffer from some form of dental decay, volunteers took to the community with presentations at over 20 “back-to-school” nights, the County Fair, binational health fairs, and other community health fairs. Materials distributed throughout the County explained how to prevent dental disease, how to obtain access to dental care, and how to apply for Medi-Cal coverage. Life is definitely better with teeth.

INVEST

start early

conserve

protect

Dental Health Campaign

Family Self-Sufficiency

Rental Assistance

Family Justice Center

INVEST

Airport Safety Improvement Project

$50 Million Roads and Infrastructure Investment

$1.2 Million in ADA Improvements

$11.5 Million of Reinvestment and Revitalization Funds

Taylor Mountain Regional Park and Open Space Preserve

Family Self-Sufficiency and Rental Assistance Programs

Family Justice Center

Dental Health Campaign

INVEST

Enhanced Air Monitoring Network

Climate Action and Conservation

Investments in Water Infrastructure and Restoration

Dental Health Campaign
Schools of Hope and Investments in Education were made by the Board of Supervisors, Department of Health Services, and Human Resources, bolstering participation in the United Way Schools of Hope program that helps children build the critical reading skills needed to succeed in school and life, pooling over $1 million for Career Technical Education throughout the County, expanding pre-school scholarships, and increasing capacity in family literacy programs.

Elder Financial Protection Team was launched by the District Attorney’s Office in response to the growing senior population and rising rates of elder financial abuse. The Team works closely with law enforcement agencies and social service agencies such as Adult Protective Services to ensure that abusers are held accountable.

A Resource Attorney position was created by the Public Defender’s Office to provide support to clients in need of community and County resources in areas such as mental health, drug and alcohol addictions, homelessness, veterans resources, employment, DMV support, and anger awareness, with an overall goal of reducing recidivism.

New Website Design was launched through the collaborative efforts of many County departments, and is now oriented to the user, including enhanced mobile viewing capabilities. The new address is: www.sonomacounty.ca.gov

PRMD Customer Service Ombudsman, Citizens Academy, and Open House were launched to engage with and help residents with permit and land use questions and concerns. The Ombudsman position helps resolve concerns and complaints, while the Academy and Open House provide “two-way” educational opportunities on various topics of interest to residents and customers.

Business Attraction and Assistance was enhanced through the Economic Development Board’s creation of a Business Assistance Officer and Business Development Program, which provides business development and regulatory assistance services to new and existing business customers, identifying needs and trouble-shooting obstacles to encourage business establishment and growth.

Crime Free Business Program was established by the Sheriff’s Office to reduce crime in and around businesses and provide a safe work environment. The Program gives retail establishments proven strategies to reduce the likelihood of being robbed and survive robbery if one does occur.

Juvenile Hall Long Term Unit, an evidence-based program, was implemented by the Probation Department to engage some of the most challenging youth in the development of a case plan that addresses past problem areas and builds on development of positive supports in the community upon release. Youth are provided case management, cognitive restructuring, education and tutoring services, career development, and family counseling.

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48 EV Charging Stations were installed at 18 locations throughout the County, supporting the County’s electric vehicle fleet and Electric Vehicle Trail initiative, making charging stations available to residents and visitors.

Safe, Healthy Streets are a central component of a vibrant community. Sonoma County Safe Streets Coalition is currently carrying out an anti-texting while driving campaign, new sidewalks and crosswalks have been constructed in communities across the County, and the Board of Supervisors adopted a bicycle and pedestrian safety ordinance, helping to protect healthy activity. Sonoma County’s bicycle friendly roads also attract cycling events, which provide a boost to the local economy estimated at $46 million annually.

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Innovate
Baby Friendly Hospital Initiative was launched to support healthy breastfeeding environments, which enhance healthy outcomes for both infants and mothers. The Initiative, a partnership between the Department of Health Services and fire delivery hospitals, involves the adoption of six simple, inexpensive, and evidence-based practices used around the world.

Community Outreach remains a priority throughout the County, exemplified by the Sheriff’s Office Latino Advisory Committee, which advises on issues that involve the Sheriff’s Office as well as public safety in general, and which also provides a method to ensure information is shared with the community.

Sonoma County Public Health Lab Services are now provided to Humboldt County via contract, ensuring regional health and safety. This contract positions Sonoma County to provide certified laboratory services such as testing clinical specimens; overseeing and reviewing quality assurance, quality control, and validation studies of newly employed scientific assays; ensuring that all necessary corrective actions are taken and documented whenever significant deviations of laboratory procedures are identified; and recommending procedural changes.

Buckeye Forest, formerly known as Preservation Ranch, was protected through a collaborative conservation partnership led by the Conservation Fund and including the Agricultural Preservation and Open Space District, the Coastal Conservancy, the Moore Foundation, and Sonoma Land Trust. The nearly 20,000 acre Buckeye Forest connects more than 30 square miles of Gulala River watershed – a critically important ecosystem for anadromous fish and a variety of other wildlife.

First Russian River Festival, a month of summer adventures and community activities along the river, was presented by Sonoma County Regional Parks in July, and coordinated with support from river-area businesses and public agencies. More than a dozen sponsors contributed approximately $50,000, with sponsorship dollars helping to fund a new river patrol team that visited Regional Parks beaches throughout the summer, offering visitors free use of life jackets for the day and providing information in both English and Spanish about how to enjoy the river safely.

Affordable Care Act Implementation has required community-wide support for the past 3 years, with the final step of expanding coverage to approximately 50,000 uninsured Sonoma County residents through Medi-Cal or private and subsidized health insurance. Sonoma County actively participated in the creation of Covered Sonoma, a local collaborative consisting of hospitals, community health centers, non-profit health and human service providers, community-based organizations, libraries, and schools, to provide a county-wide outreach and enrollment campaign. In 2013, this campaign reached 3,000 uninsured Sonoma County residents through community forums and distributed educational materials to over 18,000 residents.

Ensuring Public Safety during the opening of the Graton Casino required strong and effective collaboration with the Sheriff’s Office, Office of Fire and Emergency Services, California Highway Patrol, Rohnert Park Department of Public Safety, local fire districts, emergency medical personnel, and the Graton Casino. The collaborative partnership carried out extensive mitigation planning to address initial and on-going law enforcement concerns surrounding the casino operation, aimed at protecting and preserving public safety for casino staff, patrons, and the surrounding community.

20-Gallon Challenge was initiated by the Sonoma County Water Agency with the Sonoma-Marin Saving Water Partnership (a coalition of nine cities and water agencies serving 600,000 residents in portions of Sonoma and Marin counties) in response to continuing dry weather conditions. The 20-Gallon Challenge called on the public to save 20 gallons a day, per person, to benefit local reservoir water storage levels, with people who pledge to participate eligible to win a high-efficiency clothes washer, landscape design, a graywater system, a rainwater catchment system, or a high-efficiency toilet.

Online Permit Tracking was identified through the Economic Development Board’s Innovation Action Council as a method to increase efficiencies and customer satisfaction across all jurisdictions’ building and permitting agencies. Following this recommendation, the County’s Permit and Resource Management Department contracted with Accela, Inc., to allow licensed contractors and owner-builders to apply for simple permits on their Accela Permit Manager website, and make payments on certain types of existing permits through the site.
**Collaboration and Upstream Investments**

Collaboration and Upstream Investments work together to mobilize the community toward the common goal of becoming the healthiest county in California by 2020. Collaboration provides the framework to improve health and health equity in 10 goal areas, addressing key issues such as access, education, and income. The upstream policy initiative promotes prevention-focused evidence-based strategies, centered around investing early, investing wisely, and investing together. In 2013, they established a network of local collaborators and have begun work on strategies related to economic security.

**Health Action and Upstream Investments**

Health Action and Upstream Investments work together to mobilize the community toward the common goal of becoming the healthiest county in California by 2020. Health Action provides the framework to improve health and health equity in 10 goal areas, addressing key issues such as access, education, and income. The upstream policy initiative promotes prevention-focused evidence-based strategies, centered around investing early, investing wisely, and investing together. In 2013, they established a network of local collaborators and have begun work on strategies related to economic security.

**Public Safety Realignment**

Public Safety Realignment is arguably the largest criminal justice realignment in modern state history. Sonoma County’s Community Corrections Partnership is a collaborative effort between the Sheriff, District Attorney, Superior Court Executive Officer, Police Chief of Santa Rosa, Public Defender, and Director of Behavioral Health, has overseen a successful collaborative and complete approach to accountability and rehabilitation that delivers programming such as parenting, life and job skills, conflict resolution, cognitive behavioral skills therapy, anger management, and general education.

The Club at Juvenile Hall and The REACH Program are respectively a fully functional Boys & Girls Club chapter operating both inside and outside the walls of the Juvenile Hall facility, and a focused case-management program for youth released from Juvenile Hall. Together, with start-up funding from the City of Santa Rosa’s gang prevention efforts, these national and state award-winning programs provide valuable support and services to help young people so they can overcome challenges and reach their full potential.

**Food Systems Initiative**

The Food Systems Initiative, in its second year, continues to address the important issues of access to healthy food, food production, land use, food processing and distribution, infra-structure, economic tables of food and agriculture, and protection of natural resources. In 2013, the Farm to School effort was emphasized, increasing the amount of locally produced food in schools and highlighting local farmers. In addition, the County co-hosted a Healthy Eating Forum with the Food System Alliance, Sonoma County Farmgrounds and community partners to develop sustainable models for healthy food retail in underserved neighborhoods. The Sonoma County Department of Health Services, Agricultural Commissioner’s Office, 166 and collaborative Extension collaborated to develop an Approved Produce Gardener Certificate program to promote gardening that can be distributed to local food banks, schools, and food facilities in compliance with state health codes.

**$600,000 in Clean Air Project Grants**

Six projects, including new school buses for Healdsburg Unified and Fort Ross School Districts, were distributed by the Northern Sonoma County Air Pollution Control District for various clean air projects, including new school buses for Healdsburg Unified and Fort Ross School Districts.

**Green Procurement Program**

Green Procurement Program was launched by the General Services Department, giving the County the ability to award bids to green vendors or products if they are within 5% of the lowest bid.

**Electronic Document Management**

An effort to go “paperless” throughout the County, led by the Information Systems Department, over 40,000 documents have been converted to electronic format with process in place to make all future document storage entirely electronic.

**Solar System Installation**

Sonoma County Energy Watch Program is a partnership between Sonoma County and PG&E designed to help program participants save energy and money while reducing their impact on the climate by providing energy efficiency services to local governments, nonprofit organizations, and small businesses. To date, the program has served over 200 customers, saving over 7,500,000 kWh per year (enough to power 500 homes), saving over $950,000 for clients, and reducing greenhouse gas emissions by 2,250 tons of CO2 per year.

**One Day Clean Commute Challenge**

One Day Clean Commute Challenge is a partnership with 511 to promote clean commuting, which challenges County employees registered with the 511 Ride Match Service to log at least one day of clean commute (carpool, walking, bicycling, transit, or tele-work as approved) per week. In the six weeks of the Challenge, 9,803 clean commute miles were logged, reducing 6,889.76 lbs of CO2 emissions.
AWARDS

The Club at Juvenile Hall received the 2013 National Association of Counties Achievement Award and the 2013 California State Association of Counties Challenge Award.

The Sonoma County Housing Authority received the Highest Performance rating awarded to Housing Authorities by HUD.

The Information Systems Department’s New Website Design was recognized as “Best In Class” at the 2013 Interactive Media Awards design competition, and received a Web Marketing Association’s “Government Standard of Excellence” award.

Fleet Operations earned the California Governor’s Environmental and Economic Leadership Award, ranked 14th Best Government Fleet Organization in North America out of an estimated 38,000 government fleets, received the 2013 Top 40 Government Green Fleet Award, and was awarded the US Office of Energy Efficiency & Renewable Energy East Bay Clean Cities Coalition’s Chairman’s Award.

The Purchasing Division received the Achievement of Excellence in Procurement Award.


Child Support Services received State awards for Top Overall Performance for a Medium Size County, Top 10 Statewide, and Most Improved for a Medium Size County.

APPOINTMENTS

Supervisor David Rabbitt represents the Second District of Sonoma County, which includes all of the cities of Petaluma and Cotati and a portion of Rohnert Park, as well as the unincorporated communities of Penngrove, Two Rock, and Bloomfield. In 2013 Supervisor Rabbitt served as Chair of the Board of Supervisors. Among other appointments, he serves as a Director of the Golden Gate Bridge District, Sonoma Marin Area Rail Transit, and the Sonoma County Transportation Authority. He is also a Trustee of the Sonoma County Employees Retirement Association; Chair of the North Bay Water Rate Authority; Vice-President of the Association of Bay Area Governments; and was appointed to the California State Seismic Safety Commission.

Supervisor Susan Gorin represents the First District of Sonoma County, which includes Bennett Valley, Rincon Valley, Oakmont, the City of Sonoma, and the adjacent unincorporated communities of Kenwood, Agua Caliente, Glen Ellen, El Verano, Boyes Hot Springs, Schellville, and Vineburg. Among other appointments, Supervisor Gorin is the Chair of the Sonoma Clean Power and serves on the First Five Commission, Health Action, Sonoma County Water Advisory Committee, Local Agency Formation Commission (LAFCO), Bay Conservation Development Commission, and North Bay Water Rate Authority. In 2013, Susan served as Chair Pro Tem of the Board Of Supervisors.

Supervisor Shirley Zane represents the Third District of Sonoma County, which encompasses central Santa Rosa, the City of Rohnert Park east of Highway 101, and Sonoma State University. Among other appointments, Supervisor Zane serves on the Board of Directors for Sonoma/Marin Area Rail Transit, Sonoma Clean Power, the National Committee to Preserve Social Security and Medicare Foundation, and the Sonoma County Transportation Authority. She is also a Trustee of the National Association of Counties Long Term Care Subcommittees; and serves on the California State Association of Counties Health and Human Services Committee.

Supervisor Mike McGuire represents the Fourth District of Sonoma County, which includes northwest Santa Rosa, Fulton, Larkfield-Wikiup area, the Town of Windsor, the City of Healdsburg, the community of Geyersville, and the City of Cloverdale. Among other appointments, Supervisor McGuire serves on the Sonoma County Transportation Authority, the Library Joint Powers Agreement Review Advisory Committee, the Russian River Commission, Northern California Counties Tribal Consortium, the Russian River Watershed Association, and is a Sonoma County’s alternate California State Association of Counties Board member.

Supervisor Efren Carrillo represents the Fifth District of Sonoma County, which encompasses the west county including the entire Sonoma County coast, the lower Russian River area, Sebastopol, and the west and southwest Santa Rosa areas extending in to Highway 101. Among other appointments, Supervisor Carrillo serves on the California Fisheries Restoration Grant Program Peer Review Committees, the National Association of Counties Board of Directors and Environment and Land Use Committee, Sonoma County Local Agency Formation Commission, Upstream Investments Policy Committee, and was the Second Vice President of the California State Association of Counties in 2013.

Sonoma Clean Power has been a long-term vision of the Board of Supervisors to bring an affordable option for renewable energy to the residents of Sonoma County. In 2013, SCP was established, creating a new, locally controlled, not-for-profit electricity provider in Sonoma County. The Water Agency, County Counsel, and General Services worked in partnership with many community organizations and cities, and a variety of nonprofit organizations and environmental groups, all working toward the common goal of generating power from renewable sources. Sonoma Clean Power’s basic service offers 33% renewable energy, while its premium EverGreen service is 100% local, renewable energy.

Record Levels for Marriage Licenses and Ceremonies were recorded by the County Clerk following the United States Supreme Court decision on same sex marriages. The month of July showed a 45% increase in marriage licenses over July of 2012, and ceremonies performed in the office increased 300% over the same period. The Clerk-Recorder- Assessor’s Office saw elevated numbers of both licenses and ceremonies performed in the office through the end of 2013.
Fiscal sustainability requires long term vision and discipline. Your Board of Supervisors has worked diligently this year to achieve the best fiscal outlook the County has had in years.

**2013-14 Budget by Function:** $1.37 Billion

- Taxes: 22%
- Licenses, Permits, Franchises: 13%
- Fines, Forfeitures, Penalties: 13%
- Use of Money (Interest, Rent, Taxes): 37%
- Development Services: 10%
- Intergovernmental Revenues: 8%
- Charges to Services: 6%
- Miscellaneous Revenues: 17%
- Use of Fund Balance / Net Assets: 1%
- Other Financing Sources: 1%

**2013-14 County Budget Sources:** $1.37 Billion

- General Fund: 35%
- Other County Services: 25%
- Health & Human Services: 17%
- Justice Services: 13%
- Administrative & Fiscal Services: 6%
- Licenses, Permits, Franchises: 3%
- Fines, Forfeitures, Penalties: 2%
- Use of Money (Interest, Rent, Taxes): 1%

Pension Reform and Labor Agreements were achieved through successful and constructive work with all of the County’s employees and labor groups, resulting in $170 million in pension savings – approximately $20 million more than the Board’s goal – over a ten year period, ratified agreements with all of the County’s labor groups, and has begun to put the County back on track for long term fiscal balance with projected year end fund balances for the first time in many years.

Positive Assessment Roll Growth was seen for the first time in the last five years, with the County’s assessment roll growing by 3.32%, reflecting the positive economic changes in the Sonoma County residential real estate market.

County Audit Committee was established, creating an independent oversight body to ensure the County is in full compliance with local, state, and federal laws and regulations.

Upgraded Rating from Standard and Poor’s on the County’s pension obligation bonds from ‘AA-’ to ‘AA’, earning Sonoma County one of the highest possible ratings from the credit rating firm. This rating makes the County even more attractive for investors and will save the County significant costs on any future financing.

Invest in the Future
- Build General Fund Reserves
- Continue Pension Reform Implementation
- Enterprise Financial System

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**Mission**

To Enrich the Quality of Life in Sonoma County Through Superior Public Service

**Vision**

Investing in Beautiful, Thriving & Sustainable Communities for All

**Strategic Goals and 2013 Board Priorities**

**Safe, Healthy & Caring Community**
- Affordable Health Care Act Study Session
- Integration of Health and Human Services to support implementation of the Affordable Care Act
- Strengthen Safety Net
- Focus on Immigrant Related Issues and Services
- Secure Communities Impacts

**Economic & Environmental Stewardship**
- Roads Funding Plan
- Energy & Water Sustainability
- Climate Adaptation
- Comprehensive County Facilities Plan
- Agricultural Stewardship
- Support Small Farmers & Producers Through Permit Streamlining

**Civic Services & Engagement**
- Expand Community Engagement
- Southwest Santa Rosa Annexion
- Fire Service Delivery Analysis
- Library Joint Powers Agreement Review
- Animal Care & Control
Look inside...

to see how hard the County of Sonoma is working for you.

The County of Sonoma is comprised of 26 departments and agencies that provide a full range of services to the community. Sonoma County encompasses over 1600 square miles and is home to almost 500,000 residents. Sonoma County government has a history of providing excellent and responsive public service while operating under sound fiscal principles. To learn more about your County government, please visit:

www.sonomacounty.ca.gov

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