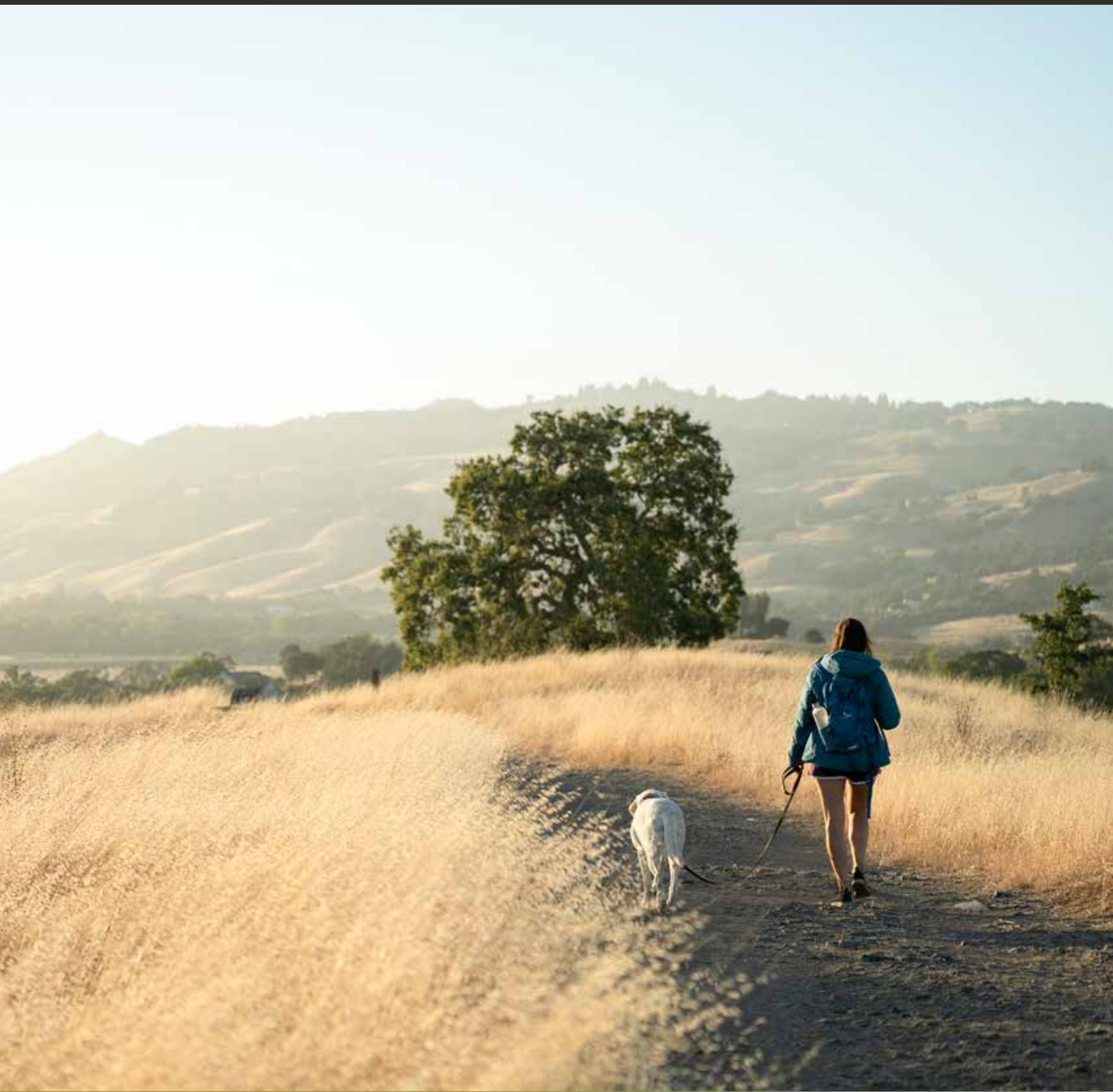
SONOMA COUNTY REGIONAL PARKS

2026-2028 STRATEGIC PLAN



STRATEGIES AND ACTIONS

GOAL: MAINTAIN AND ENHANCE EXISTING PARKS

MAINTAIN AND IMPROVE PARK INFRASTRUCTURE

- Enhance park facilities and visitor-serving infrastructure
- Advance strategic infrastructure investments that enhance park facilities, visitor experience, and system resilience

STEWARD PARK LANDS

- Advance forest health projects that improve ecosystem resilience and community safety
- Restore riparian and wetland systems to improve habitat, water quality, and species resilience
- Manage vegetation and expand prescribed fire as tools to reduce fuel loads, strengthen native plant communities, and improve wildfire resilience

ENHANCE AND IMPROVE TRAILS

- Identify and implement trail improvements that enhance safety, sustainability, and visitor access
- Expand trail information and communication tools that improve visitor navigation and experience
- Increase trail construction and maintenance capacity through partnerships, training, and crew development
- Continue investment in Class 1 bikeways that improve regional connectivity and recreation access

GOAL: EXPAND ACCESS TO PROGRAMS, PRACTICES AND FACILITIES

STRENGTHEN INTERNAL AND EXTERNAL CULTURE OF BELONGING

- Advance implementation of the Sonoma County Regional Parks Belonging Framework
- Expand staff learning opportunities that strengthen belonging and improve service delivery
- Expand inclusive programming using universal design principles

INCREASE ACCESS TO AFFORDABLE OVERNIGHT EXPERIENCES

- Develop a comprehensive strategy for new overnight experiences in parks and marinas
- Expand and improve overnight opportunities within existing park and marina facilities
- Advance camping initiatives that improve access and opportunities for Sonoma County residents

MODERNIZE PUBLIC-FACING TECHNOLOGIES

- Implement a modernized online reservation and point of sales system that improves access, efficiency, and visitor experience
- Expand technology infrastructure that improves field connectivity and staff operations
- Strengthen digital systems that support incident reporting, data tracking, and operational awareness

STRATEGIES AND ACTIONS

GOAL: ENHANCE POSITIVE VISITOR EXPERIENCE AND STRENGTHEN COMMUNITY

PROMOTE CULTURAL AND ECOLOGICAL EDUCATION

- Expand transportation partnerships and access opportunities that connect underserved communities to parks
- Strengthen cultural, ecological, and interpretive programming through cross-divisional collaboration
- Co-create programs and park experiences with communities facing systemic barriers to access

MODERNIZE AND IMPROVE SIGNAGE

- Improve signage systems that strengthen visitor orientation, communication, and park experience to diverse visitors
- Prioritize and install updated signage in parks with the greatest visitor need and visibility
- Advance consistent sign standards, design, and internal workflows across the park system

MAKE DATA-DRIVEN DECISIONS TO INCREASE POSITIVE VISITOR EXPERIENCE

- Use visitation, operational, and service data to guide staffing and park management decisions
- Apply destination stewardship strategies that balance visitor use, resource protection, and park experience
- Evaluate transportation and alternative transportation models that improve access, capacity, and system performance

GOAL: BUILD ORGANIZATIONAL RESILIENCE

IMPROVE MAPPING SYSTEMS

- Strengthen department-wide mapping and GIS coordination to support planning, operations, and communication
- Advance map standards that improve consistency, usability, and long-term system integration

ADVANCE CLIMATE READINESS AND RESILIENCE

- Advance implementation of the Climate Adaptation and Resiliency Plan across departmental divisions
- Integrate climate adaptation strategies into long-term planning, infrastructure, land management, education, and outreach

EDUCATE AND TRAIN STAFF IN RELEVANT TECHNOLOGIES

- Expand staff readiness for evolving technologies that support service delivery and operational efficiency
- Increase access to learning opportunities that strengthen technical skills and long-term adaptability

WORK ON SUSTAINABLE FUNDING MODEL/STRATEGIES

- Advance a shared approach to cost recovery that supports equitable access and long-term service delivery
- Expand funding strategies through grants, partnerships, and diversified revenue opportunities
- Strengthen financial readiness for emergency repairs, natural disasters, and unexpected operational needs