



What is Sustainable Sonoma?

How do we preserve what is great about Sonoma Valley while adapting to new pressures and solving the chronic problems facing us?

Over 100 non-profits and agencies work to make Sonoma Valley a better place. Though most share a similar vision of a better Sonoma Valley, we lack a coordinated workplan, common goals, and shared, measurable outcomes that would lead to efficiencies and greater success. Unless such tools become used at all levels of decision-making, we risk losing the best elements of life in this special place, and we fail to address long-standing systemic problems in our community.

Today's hot-button issues — the affordability crisis, our rural community character, the wealth and education divide, groundwater depletion, the future of the Sonoma Developmental Center, tourism, economic diversification, vacation rentals — are examples of challenges that simultaneously threaten our community's people, environment, and economy.

Local organizations in Sonoma Valley launched Sustainable Sonoma to engage the community in a process that will create a shared vision and support a shared agenda for action, across the sectors of health care, economic development, social justice, housing, transportation, tourism, land use, recreation, and environmental protection. To see improvement in these areas, we need a cross-sector approach that expands the group of people, both community leaders and common citizens, that are advocating for positive change.

Sustainable Sonoma is a collective impact initiative that will promote a shared vision, craft a common agenda, coordinate actions by multiple actors to achieve multiple benefits, facilitate communication among trusted partners to devise effective and efficient solutions to the complex problems facing our community, and measure progress using indicators such as those in the [STAR Communities rating system](#).

What are our goals?

Our goal is to make Sonoma Valley more healthy, thriving, equitable, and sustainable by 2030 through shared goals, a shared agenda, shared resources, and shared successes. Long-term, we see Sustainable Sonoma's targets and strategies being widely adopted and acted on by nonprofits, governments, and businesses in Sonoma Valley and Sonoma County.

Next steps

In 2016-2018, Sustainable Sonoma seeks support for a) a community engagement process that produces a set of goals, indicators, and target conditions for Sonoma Valley by the year 2030, and b) an institutional home independent of its partners.

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