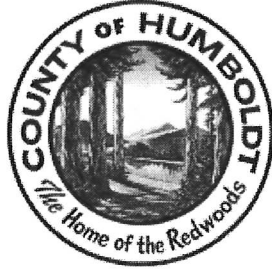


**GLENN ZIEMER**, Chair – First District  
**ERNIE BRANSCOMB**, Second District  
**GINGER CAMPBELL**, Third District  
**NICHOLAS KOHL**, Fourth District  
**SCOTT BINDER**, Fifth District



**LORA CANZONERI**, At-Large  
**RICH AMES**, At-Large  
**SEAN ROBERTSON**, Fire Chiefs Assoc.  
**WILLIAM HONSAL**, Sheriff's Office  
**JUSTIN ROBBINS**, Vice-Chair - Alternate  
**EDDIE MORGAN**, Alternate

## CITIZENS' ADVISORY COMMITTEE ON MEASURE Z EXPENDITURES APPLICATION FOR FUNDING

The Humboldt County Citizens' Advisory Committee on Measure Z Expenditures is now accepting applications for funding. Measure Z, Humboldt County's Public Safety/Essential Services Measure, is a half-cent sales tax, passed by the voters of Humboldt County during the November 2014 general election.

The Advisory Committee meets on each Thursday in March to review applications and will make recommendations to the Humboldt County Board of Supervisors in April.

**Applications for funding must be filed with the County Administrative Office BY 5:00 P.M. ON FEBRUARY 15, 2021. Postmarks are not acceptable for meeting this deadline.**

Agency Name:

Humboldt County Public Works

Contact Person/Title:

Thomas Mattson / Director

Mailing Address:

1106 Second Street

Phone Number:

707 445-7491

City:

Eureka

Zip code

95501

Email address:

tmattson@co.humboldt.ca.us

1. Amount of Measure Z Funding Requested for FY 2021-22:

\$ 10,000

2. Entity Type:

- Humboldt County Department  
 Contract Service Provider to Humboldt County  
 Local Government Entity  
 Private Service Provider  
 Non-Profit Service Provider  
 Other (Describe Below)

Other: \_\_\_\_\_

**3. Describe how the scope of your proposal fits the intent of Measure Z. Specifically, how will it maintain and improve public safety and essential services, as described on the previous page? (750 character limit)**

This item falls under the Measure Z category of public safety. Public Works currently pays for public service announcements that are played on several radio stations, these PSAs are all about public safety such as what to do in a tsunami, how to drive in high winds and what to look out for when water is crossing the road etc.

**4. Please provide a brief description of the proposal for which you are seeking funding. (1500 character limit)**

Public Works is seeking funding to expand the listening audience for public service announcements. The proposed PSA project will seek to expand PSAs issued by the Public Works Department regarding various road safety and environmental hazards. Currently, the department runs radio adds at various local stations. This project will allow the department to try utilizing other forms of media in effort to reach a broader community audience.

**5. How have you developed a plan for sustainability, including diversification of funding sources, for your proposal to carry on without reliance on future Measure Z funds? (750 character limit)**

The Public Works Department currently spends \$5,000 each fiscal year, any additional funding received will allow more residents to hear, read or watch the public safety information issued by the department.

**6. If this request is for the continuation or expansion of an existing program/service, what is the current source of funding for that program/service? (500 character limit)**

Current funding is from Gas taxes, SB1 and property taxes.

**7. If you are awarded Measure Z funds, how do you plan to leverage these funds to secure additional grants, contributions or community support? (500 character limit)**

Public Works currently puts out PSA's every year, Measure Z funding would allow the department to improve and expand to a larger audience. The current level of PSA's Public Works performs will not change without further funding from other sources such as Measure Z.



**8. Will the proposal require new or expanded activity on the part of another entity to be fully functional and effective? If so, name the entity and describe what participation would look like. (750 character limit)**

No, the proposed project will not require expanded activity on the part of another entity.

**9. Are there recurring expenses associated with this application, such as personnel costs?**

No       Yes

If Yes, detail those expenses here: (500 character limit)

**REQUIRED ATTACHMENTS - Be sure to include the following with your application**

**Prior Year Results:** If your request is a continuation of a program funded with Measure Z in prior fiscal years, please provide the results of implementation. (one page maximum)

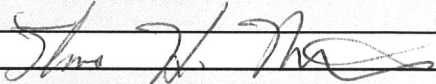
**Program Budget:** Please utilize the template provided on the following pages. This will need to be updated if your agency is approved for funding.

**I declare under penalty of perjury under the laws of the State of California that the above statements and all attachments are true and correct.**

Date:

2/16/21

Signature:



**SUBMIT YOUR COMPLETE APPLICATION TO:**

**Humboldt County Citizens' Advisory Committee on Measure Z Expenditures**

c/o County Administrative Office \* 825 Fifth Street, Suite 112 \* Eureka, CA 95501-1153 \* [cao@co.humboldt.ca.us](mailto:cao@co.humboldt.ca.us)

Attachment II - Exhibit E  
Budget  
HUMBOLDT COUNTY PUBLIC WORKS

Invoice Date: \_\_\_\_\_

Invoice # MZ- \_\_\_\_\_

Invoice Period: \_\_\_\_\_

Descriptions	Public Service Announcement's	Amounts	Approved Budget	Remaining Balance
<b>A. Personnel Costs</b>				
Title: Business Office				
Salary and Benefits Business Manager \$54.8332 hourly				
Calculation: Fiscal Assistant \$31.2065 hourly		150.00		(150.00)
Duties Description: Staff time for tracking, billing and paying on contracts.				
<b>Total Personnel:</b>		<b>150.00</b>	<b>0.00</b>	<b>(150.00)</b>
<b>B. Operational Costs (Rent, Utilities, Phones, etc.)</b>				
Title: Public Service Announcements (PSA)				
Description: Various PSA's for public safety.		\$9,850		(9,850.00)
<b>Total Operating Costs:</b>		<b>\$9,850</b>	<b>0</b>	<b>(9,850.00)</b>
<b>Invoice Total:</b>		<b>10,000.00</b>		