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By Kaylie Harpin at 4:30 pm, Feb 18, 2022

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**CITIZENS' ADVISORY COMMITTEE ON MEASURE Z EXPENDITURES**

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

**APPLICATION FOR FUNDING**

**Agency Name:** College of the Redwoods Foundation on behalf of the Humboldt Community Organizations Active in Disaster (Humboldt COAD)

**Mailing Address:** 7351 Tompkins Hill Road, Eureka CA 95501

**Contact Person:** Marty Coelho      **Title:** Executive Director, College Advancement & the CR Foundation

**Telephone:** (707) 476-4325      **E-mail address:** marty-coelho@redwoods.edu

1. AMOUNT OF MEASURE Z FUNDING REQUESTED FOR FY 2022-2023: \$35,000

2. ENTITY TYPE -- Please check appropriate box.

- a. Humboldt County Department
- b. Contract Service Provider to Humboldt County
- c. Local Government Entity
- d. Private Service Provider
- e. Non-Profit Service Provider
- f. Other, describe:

Humboldt COAD is fiscally sponsored by the College of the Redwood Foundation, a 501(c)(3)

3. Is this application a renewal or related to a project that has been funded by *Measure Z* in the past?  
(check one) Yes  No

4. 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?

The Humboldt Community Organizations Active in Disaster (Humboldt COAD) serves as a hub for coordinating community-wide disaster and emergency preparedness, response, and recovery. It was launched in September of 2021 and, within the past year, has built a broad network of nonprofits, tribes, faith-based organizations, businesses, and agencies. COAD supports and expands the reach of the crucial work of the Humboldt Sheriff's Office of Emergency Services and other emergency management entities, such as those within the tribes. It identifies gaps in community needs, and assists in coordinating distribution of needed relief. COAD delivers the knowledge, skills, and abilities essential to self- sufficiency during and after emergencies, reducing reliance on emergency services while augmenting those emergency services.



**5. Please provide a brief description of the proposal for which you are seeking funding.**

Humboldt COAD launched in September (National Preparedness Month) of 2021 and was greeted with overwhelming enthusiasm from the community. There were over 125 attendees at the virtual launch, clearly showing not only the need, but also the enthusiasm for an organizational hub to help identify and fill needs during times of disaster and coordinate response as a community.

COADs assist in community-wide disaster and emergency preparedness, response, and recovery. The Humboldt COAD has built a broad network of nonprofits, tribes, faith-based organizations, businesses, and agencies to prepare for all potential hazards.

One component of this disaster preparedness networking and coordination effort includes offering emergency response trainings to its Member Organizations. Community preparedness requires education and coordination ahead of time about the Incident Command System (ICS) and other skills as the building blocks for public safety during disasters.

The Mission Statement of the Humboldt COAD is: The Humboldt Community Organizations Active in Disaster (COAD) develops and enhances partnerships for cooperation, communication, coordination, and collaboration within our whole community, including non-profits, tribes, faith-based organizations, volunteer organizations, businesses, and government agencies before and throughout a disaster, including prevention, mitigation, protection, preparedness, response and recovery.

**6. 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?**

The launch of Humboldt COAD was underwritten by many dedicated funders with a shared vision for disaster preparedness and public safety in Humboldt. These funders included the Smullin Foundation, Providence St. Joseph Health, Humboldt Area Foundation, Humboldt Health Foundation, Vesper Society, First 5 Humboldt, and the McLean Foundation.

New opportunities are being identified regularly to carry this critical community project forward. There are currently a number of state and federal sources of public safety and emergency response funding as a result of COVID and natural disasters. We are watching for opportunities and ready to apply when funds become available. The local funders mentioned above have stayed engaged with the COAD and have pledged future support. In addition, as we prove the value of COAD going forward, we anticipate gaining the support of businesses and other partners and will be actively seeking ongoing donations. The more we can show the community need and enthusiasm, the more new and diverse funders will want to help support and underwrite this project.

**7. 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?**

In the past, Humboldt 211 housed a similar effort called "VOAD" (Voluntary Organizations Active in Disaster). This current COAD project is not related to that previous entity. With the 211 Executive Director's permission, in 2020 VOAD was ended as the development of this new COAD began. In the spring of 2021, there was a smooth transition from the previous VOAD to the new COAD. It is our understanding that the VOAD previously



received Measure Z funding, however no funding was carried forward to the current COAD. We are making this application as a new independent project that has the support and capacity to engage in meaningful emergency preparedness and response work into the future.

COAD received two PG&E grants in the last quarter of 2021 – one for \$10,000 and one for \$100,000. These funds are covering the COAD's 2022 operating costs. Additional fundraising efforts are underway to secure funding for 2023 and 2024.

**8. If you are awarded *Measure Z* funds, how do you plan to leverage these funds to secure additional grants, contributions or community support?**

If COAD receives Measure Z funds, COAD's ability to leverage other funds, grants, contributions, and community support will be greatly increased because of the fundamental community respect that comes with Measure Z funding. Many different factors have made people feel less safe and more apprehensive than in years past – whether it be from increased fire threats, winter storms, earthquakes, or the pandemic. Because of this, Measure Z funding is referred to with honor and respect, as our community knows these funds are allocated to critical public safety projects.

By receiving Measure Z funding, COAD will be better able to promote its work, apply for grants and solicit donations with the fundamental understanding that the County sees the importance of this critical network within our community. Measure Z funding should also make it more viable for the COAD to receive private, business, state, and federal grants given the Humboldt County government would also be supporting its COAD.

**9. Will this proposal require new or expanded activity on the part of another entity to be fully functional and effective? If so, name that entity and describe what that participation would look like.**

While COAD has many key partners, none of them will require new or expanded activity. To the contrary, the goal of COAD is to help support the current work of its partners and to be additive to that work. These key partners include the Humboldt Sheriff's Office of Emergency Services, the Blue Lake Rancheria, the American Red Cross, Providence St. Joseph Health, and many others.

COAD is actively engaged in outreach to organizations throughout the county. These partners will play a critical role in the COAD's various working groups, including Tribal, Food Access, Access and Functional Needs, Preparedness, Child and Dependent Care, Mental and Spiritual Health, Animal Welfare and others. These working groups will be active in designing emergency plans for their respective areas, identifying critical assets, and conducting gap analyses to determine which assets are currently available in Humboldt County and which assets will need to be secured from outside the area.

**10. Are there recurring expenses associated with this application, such as personnel cost? Please check yes or no:  Yes  No**

If you checked yes, detail those expenses here:



COAD does have ongoing operating costs – primarily for the director position. Building the COAD network and launching its twelve working groups takes dedicated time for extensive community outreach and organizing. The first COAD quarterly meeting, scheduled for March 2022, already has over 50 organizations registered to attend. This level of coordination requires a person dedicated to making it happen. The director position is an independent contractor, so no ongoing office or other operational expenses are being incurred.

The Measure Z funding will also provide additional funds for training members in Incident Command Structure and Emergency Preparedness, as well as supporting trainings identified by the working groups.

### REQUIRED ATTACHMENTS

Include the following with your application, making sure to **limit your responses to one page, per section.** Responses longer than the maximum, may not be read by committee members or considered as part of your application

**Proposal Narrative:** Brief description of your request for Measure Z funds – Please explain how it is an essential service or improves public safety. (one page maximum)

**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: February 18, 2022

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



**Proposal Narrative:** Brief description of your request for *Measure Z* funds – Please explain how it is an essential service or improves public safety. (*one page maximum*)

Humboldt County is in a geographically-isolated region of the state with limited access roads and infrastructure. Much of this rugged county, including many remote populations and key transportation corridors, are vulnerable to hazards including recent uncommonly aggressive wildfires and consequent air quality hazards, earthquakes, tsunamis, and extreme precipitation events with related flooding and landslides.

Recent emergencies, including highway closures, Public Safety Power Shutoffs, wildfires, winter storms, and COVID-19 have underscored serious vulnerabilities. Humboldt's coastal exposure and rugged inland landscape pose severe challenges to outside disaster response and access. This makes local self-sufficiency essential to effective response and recovery.

The need for a highly effective COAD reaches throughout the county, with many of the region's eleven tribal populations especially vulnerable. Neighboring counties have also expressed eagerness to collaborate. Highlighting the need for a Humboldt COAD, the Humboldt County Sheriff's Office of Emergency Services (OES) has made it clear that community preparation and coordination would be a tremendous help to their mission.

This project will serve all of Humboldt's people, especially those with economic disadvantages, cultural barriers, access and functional needs, and other impediments to effective emergency preparedness and resilience. The COAD will prepare, train, and coordinate across the entire county. The COAD is currently building language liaisons to assist with the Spanish- and Hmong- speaking communities.

COAD has already been contacted by the Del Norte and Trinity County Offices of Emergency Services, seeking to coordinate efforts. While the focus of this project is on Humboldt, collaboration with smaller neighboring communities and tribes is ultimately necessary.

The anticipated outcome is a more disaster-prepared and resilient community. By building a network of preparedness and training community members from a broad cross-section of member organizations, the COAD will help build community resilience across the full range of potential disasters it faces, enhancing adaptive capacity of the community.

This coordination between the "civilian sector" and the "emergency management sector" is a critically needed role emphasized by recent disasters in Humboldt and neighboring counties. COAD will add crucial capacity to meet disaster needs. The work of COAD will add considerably to the public's adaptive capacity – giving the community the ability to adapt and survive.

Existing and developing relationships with government and other emergency services, tribal representatives, nonprofits, faith-based organizations, and social services agencies will help identify disadvantaged and vulnerable communities and individuals and will expand COAD's capability and capacity. Currently twelve COAD working groups are being formed to enable organizations to network with each other within their specific areas of expertise. These include Food Access, Tribal, Child Care, Access and Functional Needs, and more. The need for this level of community coordination with the end goal of increasing public safety is paramount and COAD is seeing that in the early levels of enthusiasm across the county.

# Exhibit E

## PROPOSED BUDGET

<b>Agency Name: Humboldt COAD</b>
<b>Coordinator/Contact: Alison Sterling Nichols</b>
<b>Address:</b>
<b>Phone:</b>

Descriptions	Costs	Requested Budget	Remaining Balance
<b>A. Personnel Costs</b>			
Title: COAD Director Salary and Benefits 520 hours at \$45/hr Duties Description: Independent contractor to lead the Humboldt COAD,	23,400.00	23,400	0
Title: Salary and Benefits Duties Description:			0
Title: Salary and Benefits Duties Description:			0
Title: Salary and Benefits Duties Description:			0
Title: Salary and Benefits Duties Description:			0
<b>Total Personnel:</b>	<b>23,400.00</b>	<b>23,400.00</b>	<b>0.00</b>
<b>B. Operational Costs (Rent, Utilities, Phones, etc.)</b>			
Title: IT software and hardware Description: Laptop computer and basic software	1600	1600	
Title: Description:			
Title: Description:			
Title: Description:			
<b>Total Operating Costs:</b>	<b>1600</b>	<b>1600</b>	<b>0</b>
<b>C. Consumables/Supplies (Supplies and Consumables should be separate)</b>			
Title: Disaster Preparedness training Description: Host a preparedness event and training for community mem	10000	10000	
Title: Description:			
Title: Description:			
Title: Description:			
<b>Total Consumable/Supplies:</b>	<b>10000</b>	<b>10000</b>	<b>0</b>
<b>D. Transportation/Travel (Local and Out-of-County should be separate)</b>			
Title: Description:			
Title: Description:			
Title: Description:			
<b>Total Transportation/Travel Costs:</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>E. Fixed Assets</b>			
Title: Description:			
Title: Description:			
Title: Description:			
Title: Description:			
<b>Total Other Costs:</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Budget Total:</b>	<b>35,000.00</b>		



# BLUE LAKE RANCHERIA TRIBAL GOVERNMENT OFFICE

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February 17, 2022

Humboldt County Citizens' Advisory Committee on Measure Z Expenditures,

For almost a year Blue Lake Rancheria, California has been a member of the Humboldt County Community Organizations Active in Disaster (COAD) and has a seat on the Executive Committee serving as the Tribal Liaison.

A COAD is a local group of community organizations (tribes, businesses, non-profit, faith based organizations, government agencies) that coordinates emergency human services, while working in concert with partner agencies, including the local emergency management agency and social service agencies, during all stages of a disaster.

Blue Lake Rancheria is supporting this application as a Tribal Government, and as an invited member of the Humboldt County COAD's executive committee.

As the Tribal Liaison Blue Lake Rancheria has coordinated efforts with other local tribes by informing them about the COAD and explaining the benefit of coordinating efforts with the COAD before, during and following disaster. News of the COAD has been received with enthusiasm as most tribes lack the resources on their own to be able to effectively plan, respond to and recover from disaster.

This COAD in the organizational structure will have working groups, one of which will be a Tribal Working Group. The Tribal Working Group will allow the local tribes to essentially coordinate and collaborate together as one voice while in partnership with many other local entities. Coordination is a critical factor in successful organization and appropriate response to disasters. In this regard, a centralized coordination mechanism is the first step towards an effective, efficient, and sustainable response in order to be ensured of the short- and long-term recovery. Disaster response, which is not coordinated and does not try to harmonize standards and approaches, leads to differential treatment of the population. This can lead to competition for resources, conflict and distrust—all of which exacerbate the problems of the disaster-affected population. At their best, coordinated activities that consider the comparative advantages of responding organizations result in humane, impartial and equitable assistance; in increased management effectiveness; in a shared vision of the best possible outcomes for a given situation; in a seamless approach to service delivery; and in donor confidence resulting in sufficient resources to achieve the desired outcomes.

In conclusion, the Blue Lake Rancheria supports the efforts of the Humboldt County COAD to achieve greater resiliency within our whole community with activities of this widely beneficial organization. Emphasizing community training and collaboration for individuals, families, groups, and communities, the COAD will deliver the knowledge, skills, and abilities essential to self-sufficiency during and after

emergencies, reducing reliance on emergency services while augmenting those emergency services effectively.

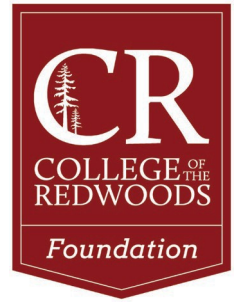
Sincerely,

A handwritten signature in blue ink, appearing to read "J. Ramos" with a stylized flourish at the end.

Jason Ramos  
Tribal Administrator/Tribal Council



February 17, 2022



To the Measure Z Advisory Committee:

The Redwoods Community College District (College of the Redwoods) and the College of the Redwood Foundation (an independent 501c3) are writing this letter in support of the Humboldt Community Organizations Active in Disaster (Humboldt COAD).

The critical need for the Humboldt COAD both within Humboldt County and to support regional COAD development efforts in sister counties (Del Norte and Trinity Counties) cannot be underestimated. The remoteness of our far northern California counties presents additional levels of challenges in a time of disaster.

The need for a Community Organizations Active in Disaster is critical to support Humboldt County's Office of Emergency Services, as well as the neighboring OES offices. All of the OES offices in far northern California are extremely under resourced.

We need our Humboldt COAD to accomplish the following goals:

- Recruit a robust COAD membership. Approach businesses, tribes, non-profit and faith-based organizations, and government agencies to join and provide a broad support network and resource base.
- Provide appropriate trainings to COAD members in order to be able to function within the Incident Command System utilized by OES.
- Ensure member organizations have developed their own emergency response plans, so they can function during a time of disaster and support the community.
- Ensure the COAD structure has subject matter expertise committees (Food Access for instance) who can inventory existing resources and perform gap analysis to determine additional resources that will be needed in a time of disaster.
- Conduct COAD / OES / First Responder tabletop and face-to-face exercises to ensure ability to coordinate and respond in a time of disaster.

Measure Z support of the development of the Humboldt COAD is absolutely critical to our region's ability to respond to all forms of disaster.

A handwritten signature in black ink that reads 'Marty Coelho'.

Marty Coelho  
Executive Director of College Advancement & the CR Foundation  
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