

**Print**

## Measure Z Application for Funding 2025 - Submission #38259

Date Submitted: 2/14/2025

### MEASURE Z APPLICATION SUBMISSION

**Agency Name\***

Shannan O'Neal, LCSW (Rural Response)

**Mailing Address\***

1326 L Street

**City\***

Fortuna

**Zip\***

95540

**Contact Person\***

Shannan O'Neal

**Title\***

Owner-Founder

**Phone Number\***

7027599463

**Email\***

soneal.jacobsen@gmail.com

**Project Title\***

Rural Response

**Funding Available**

The estimated amount of Measure Z funding available for FY 2025-26 is \$1.3 million.

**1. Amount of Measure Z Funding Requested For FY 25-26\***

81,983.75

**Agency Priority**

N/A - I am only submitting one application ▼

Agencies are encourage to submit one project per application. If your agency is submitting more than one application, please rank this application in terms of your agency's priority here.

## SUMMARY OF EXPENSES

Item	\$ Amount	% of Total
<b>Salaries (wages)</b>	<b>Salaries Amount*</b>	<b>Salaries %*</b>
	60,000.00	73
<b>Benefits</b>	<b>Benefits Amount*</b>	<b>Benefits %*</b>
	0	0
<b>Overhead and Occupancy</b> (Administrative, Rent, Utilities, Phones, etc.)	<b>Overhead/Occupancy Amount*</b>	<b>Overhead/Occupancy %*</b>
	13,299.68	16
<b>Equipment/Supplies/Services</b>	<b>Equip./Services/Supplies Amount*</b>	<b>Equipment/Services/Supplies %*</b>
	8684.07	11
<b>Transportation/Travel</b>	<b>Transportation/Travel Amount*</b>	<b>Transportation/Travel %*</b>
	0	0
<b>Fixed Assets</b>	<b>Fixed Assets Amount*</b>	<b>Fixed Assets %*</b>
	0	0
<b>TOTAL</b>	<b>Total Amount of Application*</b>	<b>TOTAL 100%</b>
	81,983.75	

**ENTITY TYPE\***☐

Humboldt County Department

☐

Contract Service Provider to Humboldt County

☐

Local Government Entity

☒

Private Service Provider

☐

Non-Profit Service Provider

☐

Other (please describe)

**ENTITY TYPE**

If you selected other, please briefly describe the entity you represent.

**Is this application a renewal or related to a project that has been funded by Measure Z in the past? \***

If you checked "yes" please include the following:

1. a report detailing results from the most recent year the project was funded, and:
2. a completed Staffing Report detailing when the funded positions were filled during the most recent year you received funding for this project.

These documents must be uploaded in the "Required Attachments" section of this application.

**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?\***

Seeking to create balance in one's own behavioral health and wellness can positively ripple out from the individual healing into their circle of support and family. These benefits often continue to flow outward through neighborhoods, social circles, communities, jobs, and more. Mental and behavioral wellness can enhance an entire community, when prevention and healing become a priority. The messages surrounding behavioral health (a term that encompasses all contributions to mental wellness, including challenges with substance use, behavior, habits and other outside factors) trickle down from levels of administration and influence the culture of emergency responders so greatly that even asking for help, the very response needed to begin the healing process, can be muted unintentionally by well-meaning leaders. Providing proven, effective and varied support options that enhance skill sets in prevention, crisis intervention, acute challenge management, and ongoing maintenance in behavioral health provides tangible, immediate benefits to all levels within the First Responder's network of collaborators. This approach not only equips individuals with a wide range of tools to address immediate issues and sustain progress but also reinforces our collective commitment to proactive and resilient care. There's no cookie-cutter solution when it comes to recovery. If behavioral health services rely solely on one-on-one therapy, there will always be some who, despite the availability of options, hesitate to seek help due to fear or personal preference. Similarly, exclusively offering group therapy may not reach those who find the idea of sharing vulnerabilities in a peer setting overwhelming. To truly support the diverse needs of first responders, we must offer balanced and varied options. My new group program, Rural Response is designed as an alternative pathway for those who might not connect with traditional therapy formats, ensuring broader access to the support needed to maintain and enhance behavioral health. Creating an innovative space for open and ongoing groups that are affordable, provide in-person support, and allow trauma-informed clinicians to support up to 15 responders in one-and-a-half-hours versus supporting one emergency responder in 50 minutes. Rural Response seeks to fill a large gap in a community desperately in need of mental health therapists knowledgeable in the unique culture of rural emergency responders.

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

This innovative, culturally humble, and comprehensive group therapy program is specifically designed for local law enforcement and fire department agencies (dispatchers included) serving in Humboldt County. Sessions are offered in two groups, one specifically tailored for Law Enforcement and the other for Fire Personnel. All relevant agencies, including Fish and Game, City Police, Tribal Police, and the Sheriff's Department, are permitted to participate in their respective group sessions. The fire personnel groups will also integrate Humboldt Bay Fire, local volunteer fire departments and tribal fire departments as well. Rural Response seeks to help foster stronger interagency connection and collaboration amongst first responders in the community. Our region is unique, and the relationships between all collaborative agencies during critical incidents must be supported and reinforced. Rural Response provides a structured, supportive environment aimed at facilitating healing, enabling first responders to manage stress, trauma, and behaviors that lead to addiction more effectively. Through targeted therapeutic interventions, the program aims to improve overall mental health, strengthen relationships in the home and community, and enhance job performance at all levels.

**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? Please provide detail of your plan for sustainability here.\***

These Measure Z funds would provide a launchpad for Rural Response. As an active, engaged LCSW and clinician in the community, I'm constantly soliciting funding from academic institutions (Cal Poly / CR), from other local non-profits such as Code3 Mind Health (A 501(c)3 operating in Northern California), and other local professionals in the community. Should I fail to secure funding to launch Rural Response from this application, I will continue to engage local grant writers and collaborators in accessing monies to offer this service. The end goal is simple: Reinforce and invigorate the First Responders in this community through access to mental health services. I have already purchased a facility and invested in more than a decade of higher education in this pursuit, and the money is there. You are just the best fitting location to secure it first! Built into the proposal, are the static costs associated with maintaining the business. The per-group cost illustrated as a client payment, in the proposal, will help with meeting my financial needs to continue practice. While Rural Response is a stand-alone, non-integrated group program (meaning, none of my other practice interacts with this business. Clients from one aspect of my practice do not participate in Rural Response, unless they qualify as First Responders), I am a practicing mental Health Clinician with my own stand-alone facility in Fortuna, California.

**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?\***

N/A

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

Pending a successful rollout of Rural Response, I will continue to build professional connections and collaborations locally, and within the greater Mental Health community. This business is built to be both portable (able to, in time, travel to any local to host appropriate groups, should the need arise) and scalable. This business is able to expand exponentially, integrating other Mental health clinicians, other locations, and larger demographics if the need arises in service to first responders. Along with these collaborations and professional advancements come a variety of opportunities to market outward. First responders are part of the fabric of our society, and Rural Response is the result of unmet or undermet needs in that demographic. I am currently in conversation with a new local (Fort Bragg) non-profit organization, Code 3 Mind Health, who have offered to function as a pass-through nonprofit allowing me to utilize their 501(c)(3) to fundraise for this program. I have been given the official "Yes" from their board and am awaiting a contract conversation. Once this is completed, I plan to do 2-3 fundraisers a year, ongoing, to help fund Rural Response. I am also in conversation with Cal Poly Humboldt with a fundraiser idea. I wrote a proposal requesting an opportunity to create a one- or two-day training opportunity for both current and past Social Work and Psychology students interested in becoming culturally informed to effectively and compassionately support and understand the behavioral health challenges first responders might experience thru this work. I will both co-create the event and co-host, while amplifying the voices of experts in this work. Although I have not received an official "yes," on the project, Dr. Bowers has moved forward on her end to create a committee with Cal Poly Humboldt staff for this event which feels promising. I hope to use the profits from this training to create a mental health stipend for Humboldt County first responders.

**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. \***

No

**Are there recurring expenses associated with this application, such as personnel cost? \***

Yes ▼

**If you checked yes, please detail those expenses here.**

Yes. This proposal and accompanying budget represent 50% of operational expenses in my private practice. All budgetary requests cover approximately half of the real expenses of establishing, running, and maintaining my facility, which is the approximate footprint that Rural Response will make in my day-to-day operations. Ideally, should this business prove successful, I would renew my request for the following monies: personnel, overhead and occupancy, limited Supplies, And potentially an expansion into travel expenses, as roll out traveling group sessions to best serve the largest number of First Responders in the most rural locations of our region.

Please note, the Citizens' Advisory Committee in May, 2023, adopted a stance that it would not recommend funding for new, ongoing county positions.

## 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)

### Upload Prior Year Results Attachment

Choose File No file chosen

### Program Budget

[Download the budget narrative](#), then upload using the button at right.

### Upload Program Budget Attachment\*

Imported budget Measure Z - Budget Template.pdf

### Staffing Report

If your request was previously funded, please [download and complete the staffing report](#), then upload it using the option provided here.

### Upload Staffing Report Attachment

Choose File No file chosen

### Letters of Support

If you have letters of support from members of the community you can upload them here.

### Upload Letters of Support

Jessie support letter.pdf

**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\***

2/14/2025

04:53 PM

**Signature\***

Shannan O'Neal

Type Approving Official's Name

Exhibit E - Proposed Budget

<b>Agency Name: Shan</b>	<b>Address:</b>	<b>1326 L. Street Fortuna, CA 95540</b>
<b>Coordinator/Contact Shannan O'Neal</b>	<b>Phone:</b>	<b>(707) 682-</b>

Descriptions	Requested Budget	Current Quarter Costs	Total of Prior Quarter Costs	Remaining Balance
<b>A. Personnel Costs</b>				
Title: <b>Shannan O'Neal, LCSW (Rural Response)</b>				
Salary (separate from benefits cost)	60,000.00	0.00	0.00	60,000.00
Benefits	0.00	0.00	0.00	0.00
Duties Description: Owner/Operator/LCSW/Therapist				
Salaries Subtotal	60,000.00	0.00	0.00	60,000.00
Benefits Subtotal	0.00	0.00	0.00	0.00
<b>Total Personnel:</b>	<b>60,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>60,000.00</b>
<b>B. Overhead and Occupancy Costs (Rent, Utilities, Phones, Administrative etc.)</b>				
Title: Facility Mortgage				
Description: (Actual is low because it's interest only until 3/2025)	9,000.00	979.20	1,483.63	9000
Title: Utility: Power				
Description: (Only 1/2025 assessed currently.)	809.94	134.99	181.03	809.94
Title: Utility: Water				
Description: (Only 1/2025 assessed currently)	472.98	78.83	236.49	472.98
Title: Utility: Property and general liability insurance				
Description: (Only 1/2025 assessed currently)	696.50	116.08	348.25	696.50
Title: Phone				
Description: (Only 1/2025 assessed currently)	1,255.82	201.05	627.91	1,255.82
Title: Internet				
Description: (Only 1/2025 assessed currently)	1,019.94	169.99	509.97	1,019.94
Title: General Liability-LCSW				
Description: Insurance policy specific to LCSW	44.50	28.33	85	44.50
<b>Total Overhead and Occupancy Costs:</b>	<b>13,299.68</b>	<b>0.00</b>	<b>0.00</b>	<b>13,299.68</b>
<b>C. Equipment/Supplies/Services (Equipment, Supplies and Services should be separate)</b>				
Title: <b>Equipment</b>				
(Please be detailed regarding the equipment you plan to .				
Description: These expenses are generally over \$200, longer useful				
Title: Smartboard:				
Description:	2,499.00	0	0	
Title: Smartboard rolling stand				
Description:	399.00	0	0	
Title: glass white board for wall				
Description:	489.99	0	0	
Title: Chairs				
Description:	1,393.08	0	0	
Title: Tables				
Description:	640.00	0	0	
Title: Simple Practice (Electronic Health Record)				
Description:	1,188.00		297	0
Title: Client data entry Tablet				
Description: Committed data entry point for intake/etc	400.00			
<b>Equipment Subtotal:</b>	<b>7,009.07</b>	<b>0</b>	<b>0</b>	<b>7,009.07</b>
Title: <b>Supplies</b>				
(Please be detailed. These expenses are generally under				
Description: \$200, depleted or consumed within 1 year)				
Title: Drinks				
Description: Coffee, Creamer, Tea, Water, etc)	50.00	80	80	
Title: Cleaning supplies				
Description: Dish soap, various floor/wall/table/etc cleaning supplies	50.00	65	60	
Title: Office Supplies				
Description: Paper clips, paper, pens, whiteout, etc	50.00	65	60	
Title: Bathroom Supplies				
Description: Toilet paper, soap, etc.	50.00	100	60	
<b>Supplies Subtotal:</b>	<b>200.00</b>	<b>0</b>	<b>0</b>	<b>200.00</b>
Title: <b>Services/Other Operational Costs</b>				
(Please be detailed. These expenses are generally professional or				
Description: contracted services, or other expenses that are not equipment or				
Title: Tax Preparation				
Description:	125.00	250		
Title: Bookkeeper				
Description:	300.00	50	150	
Title: Business Consultant(s)				
Description:	300.00		450	
Title: Clinical Consultation/Brainspotting Consultation				



# Exhibit E - Proposed Budget

Description:	750.00	125	375	
Services/Other Subtotal:	1,475.00	0	0	1,475.00
Total Equipment/Supplies/Services:	8,684.07	0	0	8,684.07

## D. Transportation/Travel (Local and Out-of-County should be separate)

Title: Local Travel				
Description: Describe local travel and connection to your project	0.00			
Title: Out of County Travel				
Description: Describe out of county travel and connection to your project	0.00			
Total Transportation/Travel Costs:	0.00	0	0	0.00

## E. Fixed Assets (According to your agency's definition of a fixed asset)

Title: Office Building				
Description: (Covered above in overhead/occupancy)			0	
Title:				
Description:				
Total Fixed Asset Costs:	0.00	0	0	0.00

Totals	81,983.75	0.00	0.00	81,983.75
Requested Budget	Current Quarter Costs	Prior Quarter Costs	Remaining Balance	

(Priors provided above and zeroed out to illustrate historical costs vs request budget)

February 14, 2025

To Whom It May Concern,

My name is Jesse Bugbee, and I am a registered Nurse Practitioner and Fire Captain for the Rio Dell Volunteer Fire Department. I have spent the last 17 years working in various areas of emergency response as an Emergency Technician, Emergency Nurse, Nurse manager, and Sexual Assault Forensic Nurse Examiner. I also went through the Eel River Fire Academy in 2018 and have been an active volunteer firefighter. In these roles, I collaborate with paramedics, firefighters, and law enforcement daily.

Throughout my career, I have noticed a significant lack of support for mental health among first responders. After difficult cases, we would often try to support each other or discuss our experiences with other colleagues involved. Many of the mental health programs established for first responders are peer-led, which can be helpful, but they are no substitute for the guidance that can be provided by a trained and licensed mental health professional.

I want to highlight Shannon, a licensed clinical social worker who has spent the last 12 years focusing on trauma and more recently dedicated to learning the unique experiences of firefighters, emergency personnel, paramedics, emergency nurses, and law enforcement. In our rural community, mental health resources are scarce. I frequently encounter professionals struggling with their emotions, it is incredibly challenging to find a counselor who is even minimally versed in the everyday trauma associated with first responder professions.

I have benefited from Shannon's expertise. Whenever I experience traumatic events in my professional or volunteer work, she is one of the first people I turn to. I make it a point to refer any patients with a law enforcement, EMS, or fire background to her because of her specialized training and understanding of our experiences.

It is our community leadership's responsibility to prioritize the mental health of all individuals, especially those we expect to always be ready and available when there is a crisis. Protecting our first responders from adverse effects is crucial, and establishing accessible pathways to evaluation and counseling would be an essential step toward supporting our community.

Shannan has the training and passion for aiding first responders, she has volunteered much of her time to educate herself and to provide counseling and support. With appropriate funding, she could offer more expansive support and dedicate time to providing desperately needed services.

Jessie Bugbee RN, SANE, MSN, AGACNP-BC, FNP-BC,

707-834-4838

A handwritten signature in blue ink, appearing to read 'Jesse Bugbee', with a stylized, cursive script.