



CITIZENS' ADVISORY COMMITTEE ON *MEASURE Z* EXPENDITURES

(Advisory Committee will make recommendations to the Humboldt County Board of Supervisors as to expenditure of funds derived from *Measure Z*.)

APPLICATION FOR FUNDING

Agency Name: City of Eureka

Mailing Address: 1011 Waterfront Drive

Contact Person: Miles Slattery Title: Community Services Director

Telephone: (707) 441-4184 E-mail address: mslattery@ci.eureka.ca.gov

1. AMOUNT OF MEASURE Z FUNDING REQUESTED FOR FY 2019-20: \$82,000

2. ENTITY TYPE -- Please check appropriate box.

- | | |
|---|-------------------------------------|
| a. Humboldt County Department | <input type="checkbox"/> |
| b. Contract Service Provider to Humboldt County | <input type="checkbox"/> |
| c. Local Government Entity | <input checked="" type="checkbox"/> |
| d. Private Service Provider | <input type="checkbox"/> |
| e. Non-Profit Service Provider | <input type="checkbox"/> |
| f. Other | <input type="checkbox"/> |

RECEIVED
FEB 25 2019
CAO

3. Please provide brief description of proposal for which you are seeking funding.

The City of Eureka hosts many events in our commercial areas. These events serve as economic drivers for our region and Humboldt County, generating sales tax and helping to fund Measure Z. Ensuring the public spaces hosting these events are clean and safe through employing Crime Prevention Through Environmental Design (CPTED) principals will increase attendance levels, increasing sales tax which would in turn will lead to an increase in Measure Z income to the County.

The City of Eureka is requesting funding for two part time Community Service CPTED Event Team members and a one-time purchase of a maintenance van. Making sure the public areas hosting events are clean and staffed throughout the events will lead to higher attendance which will decrease inappropriate activities, reducing crime and thereby lessening the burden of public safety officers.

4. How are you developing a plan for sustainability, including diversification of funding sources, in order for your proposal to carry on without reliance on future *Measure Z* funds?

The City feels this proposal is a win-win for both the City and Humboldt County. Having this program in place will increase sales tax revenue and provide the necessary funding to Measure Z in order to sustain the staffing of the two part-time positions.

5. 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?

NA

6. If you are awarded *Measure Z* funds, how will you use them to leverage additional grants, contributions, or community support?

The City will work with partnering agencies (Eureka Main Street, Eureka Visitor's Center, Rotary Clubs) and local businesses to demonstrate the benefits of this program to their them and the community and seek supplemental funding for the program.

7. Will this proposal require new or expanded activity on the part of another entity to be fully functional and effective? If so, please describe.

No

8. Are there recurring expenses associated to this application, such as personnel costs? Please check yes or no and if so, please detail those expenses. ☒ Yes ☐ No

The recurring expense will be for the two part time staff implementing the program. The total cost of those two staff members is \$32,000 annually. The City will demonstrate that the program will increase attendance at these events, increasing *Measure Z* funding and justifying the on-going expenditure. The City will also seek supplemental funding from partnering agencies to off-set the costs coming from *Measure Z*

ATTACHMENTS—Please include the following with your application

Proposal Narrative: Brief description of your request for *Measure Z* funds – Please explain how it is an essential service or for 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

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: 2/25/19

SIGNATURE:  _____

SUBMIT THIS APPLICATION TO:

Humboldt County Citizens' Advisory Committee on *Measure Z* Expenditures
c/o County Administrative Office
825 Fifth Street, Room 112
Eureka, CA 95501-1153

CITIZENS' ADVISORY COMMITTEE ON *MEASURE Z* EXPENDITURES

PROJECT TITLE: CPTED EVENT SAFETY TEAM NARRATIVE

The City of Eureka hosts many events that attract tens of thousands of attendees annually, ranging from farmer's markets to Get Out and Play Day to the Redwood Coast Music Festival. The City is also expanding partnerships with local businesses and agencies and developing bigger and better events. The Humboldt Bay Marathon starts and ends in Eureka and attracts thousands to the area. The Arts and Culture Festival takes place in Halvorsen Park and attracted over 2,000 attendees in 2018. The Street Art Festival was established in partnership with local businesses and attracted over 5,000 attendees. This Festival is expanding this year and expected to double in attendance. The second day of the Kinetic Sculpture Race also takes place in Eureka. Friday Night Markets and Thursday Night Concert Series each attract between 500 and 800 attendees weekly throughout the summer, and Arts Alive brings thousands of people to Old Town each month. While these events are a critical component of the City's economic development strategies, there is an unmet need to provide staffing for an event-related safety team to ensure cleanliness and wellbeing at each event. The City proposes to fill this need through the use of "Crime Prevention Through Environmental Design," which is a movement embraced by law enforcement agencies throughout the nation.

The City's "Crime Prevention Through Environmental Design (CPTED) Team" will be a collaboration between the City of Eureka Police and Community Services Departments. If funded, the team will make sure that all event areas are clean, free of needle litter, free of inappropriate uses, and appropriately designed for a safe and successful event. Prior to each event, the team will remove litter, maintain landscaping, attend to vandalism, and clean public facilities and restrooms. At each event space, a sign will be placed acknowledging Measure Z funding and providing the CPTED Event Team's cell phone number to call to address any issues. The team will also provide oversight during events to ensure event areas are not conducive to inappropriate uses and to provide as watchdogs for the Eureka Police Department.

The City is requesting funding for two part time employees at 20 hours per week, as well as funding for a maintenance van. The employees will staff all public events held at City facilities. From the two farmer's markets held at Henderson Center and Old Town to larger events like the Humboldt Bay Marathon and upcoming Salt and Fog Fish Fest, staff will be on-site and on-call before the events and throughout the events responding to issues and maintaining the area to ensure safety for event attendees. The City is also requesting funding for a maintenance van to provide transportation to address issues throughout the event spaces and to house the necessary supplies and equipment for the team. The van will have a decal on the doors acknowledging Measure Z funding and providing the CPTED Event Team's cell phone number. By working with the Eureka Police Department, the CPTED team will ensure that all necessary supplies are made available to the Team so that they can make sure the space is clean and maintained in compliance with CPTED principals.

Finally, when the team is not occupied preparing for an event, members of the team will work with the Eureka Police Department to analyze crime statistics to determine which City public spaces are in greatest need of crime prevention design and maintenance. Utilizing the CPTED certification recently obtained by many active Eureka Police Officers, City parks and public spaces will be analyzed to determine the most appropriate actions that can be taken to eliminate "ambush points," provide ample "natural surveillance," open "clear site lights," and reduce the negative influences of the "broken window effect." These classic CPTED techniques can largely be accomplished through landscaping, site maintenance, and rapid elimination of graffiti/vandalism.

Cleaning up Eureka's public spaces during prominent events would lead to a better-looking City, which would reduce crime and therefore reduce the burden of public safety officers. Measure Z comes from sales tax, a large portion of which comes from the City of Eureka. Designing and maintaining Eureka's public spaces to deter inappropriate uses and maintaining them in a clean manner throughout those events will lead to an increase in sales tax in Eureka which would in turn lead to an increase in Measure Z income to the County.

ATTACHMENT II - EXHIBIT F

Measure Z - Invoice

City of Eureka Community Services Department
Miles Slattery
1011 Waterfront Drive, Eureka CA 95501
(707) 441-4184

Invoice Date: 2/25/2019

Invoice # MZ- _____

Invoice Period: FY 2019-20

| Description | Cost | Total Amount Due |
|--|-------------|--------------------|
| Personnel Costs (Wages and Benefits) | | |
| | \$32,000.00 | |
| | | |
| | | |
| Operational Costs (Rent, Utilities, Phones, etc.) | \$0.00 | |
| | | |
| | | |
| | | |
| Consumables/Supplies (Supplies and Consumables should be separate) | \$50,000.00 | |
| | | |
| | | |
| | | |
| Transportation/Travel (Local and out of county should be separate) | \$0.00 | |
| | | |
| | | |
| Other (Indirect Costs, Contracts, etc.) | \$0.00 | |
| | | |
| | | |
| | | \$82,000.00 |

I certify that the information provided above is, to the best of my knowledge, complete and accurate; the expenditures are in accordance with the approved Agreement cited for services provided under the provision of that agreement. Full justification and backup records for the expenditures are maintained in our office at the address indicated.

Signature and date:

2/25/2019

Print Name and Title:

Miles Slattery, City of Eureka Community Services Director

Send invoice to:

COUNTY OF HUMBOLDT
 County Administrative Office
 825 Fifth Street, Room 112
 Eureka Ca 95501

(707) 445-7266

_____
Date_____
Date

ATTACHMENT II - EXHIBIT E
Budget
City of Eureka Community Services Department

Invoice Date: 2/25/19

Invoice # MZ- _____

Invoice Period: FY 2019-20

| Descriptions | Amounts | Approved Budget | Remaining Balance |
|---|-------------|--------------------|-------------------------|
| A. Personnel Costs | | | |
| Title: Community Services CPTED Event Team | | | |
| Salary and Benefits | | | |
| Calculation: 2 Employees at 20 hours per week earning \$15 per hour | \$32,000.00 | | (32,000.00) |
| Duties Description: Protect CPTED principals at events and maintenance services | | | |
| Title: | | | |
| Salary and Benefits | | | 0 |
| Calculation: | | | |
| Duties Description: | | | |
| Title: | | | |
| Salary and Benefits | | | 0 |
| Calculation: | | | |
| Duties Description: | | | |
| Title: | | | |
| Salary and Benefits | | | 0 |
| Calculation: | | | |
| Duties Description: | | | |
| Total Personnel: | | \$32,000.00 | 0.00 (32,000.00) |
| B. Operational Costs (Rent, Utilities, Phones, etc.) | | | |
| Title: | | | |
| Description: | | | |
| Title: | | | |
| Description: | | | |
| Title: | | | |
| Description: | | | |
| Title: | | | |
| Description: | | | |
| Total Operating Costs: | | \$0.00 | 0 0 |
| C. Consumables/Supplies (Supplies and Consumables should be separate) | | | |
| Title: Maintenance Van | | | |
| Provide transportation to address issues at events and store necessary | | | |
| Description: equipment for maintenance and CPTED management | \$50,000.00 | | |
| Title: | | | |
| Description: | | | |
| Title: | | | |
| Description: | | | |
| Title: | | | |
| Description: | | | |
| Total Consumable/Supplies: | | \$50,000.00 | 0 0 |

ATTACHMENT II - EXHIBIT E
Budget
City of Eureka Community Services Department

Invoice Date: 2/25/19

Invoice # MZ- _____

Invoice Period: FY 2019-20

| Descriptions | Amounts | Approved Budget | Remaining Balance |
|--|---------|--------------------|-------------------|
| D. Transportation/Travel (Local and Out-of-County should be separate) | | | |
| Title: _____ | | | |
| Description: _____ | | | |
| Title: _____ | | | |
| Description: _____ | | | |
| Title: _____ | | | |
| Description: _____ | | | |
| Total Transportation/Travel Costs: | | \$0.00 | 0 0 |
| E. Fixed Assets | | | |
| Title: _____ | | | |
| Description: _____ | | | |
| Title: _____ | | | |
| Description: _____ | | | |
| Total Other Costs: | | \$0.00 | 0 0 |
| Invoice Total: | | \$82,000.00 | |