



# APPLICATION FOR FUNDING

Agency Name: The People of New Directions  
 Mailing Address: 3230 Dows Prairie Rd, McKinleyville CA 95519  
 Contact Person: John Shelter Title: Owner/ Coordinator  
 Telephone: 707-616-1182 E-Mail : johnboy95501@yahoo.com

1. AMOUNT OF MEASURE Z FUNDING REQUESTED FOR FY 2022-2023: \$ 20,000 \_\_\_\_\_

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: \_\_\_\_\_

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?

New Directions is important to improve fire safety and protecting our environmentally sensitive areas such as the marshes, forests, and waterways. Sensitive habitats seem to be the main areas for homeless individuals to establish encampments. The homeless that survive in these areas when they feel they do not fit the communities' norm, many survive in peripheral locations so they will not offend anyone. Others stay in these areas because of their substance abuse addictions or mental illness or lack of housing options. By removing trash and maintaining these areas, New Directions reduces the need for law enforcement and Public Works employee intervention it also reduces the chances of fires due to trash build up. The regular presence of cleaning crews mitigates some negative impacts of homelessness in these areas and prevents severe environmental degradation from occurring.



Homelessness effects everyone in our communities including visiting tourists, not just the homeless individuals themselves. Business owners have accepted New Directions as a resource that can address minor trespassing issues, trash and syringe litter on a regular basis. Until enough housing can be located to relocate the homeless, there will always be a great need to provide sanitation services in areas that drastically effect our environment. We also would like to increase our service productivity to remediate illegal dumps that are in remote locations and in difficult terrain. Most of the time these illegal dumps are in peripheral areas nearby homeless encampments and the dump items are then picked through by wild animals and the homeless themselves. By addressing these areas in a timely manner will reduce one of the sources of the trash build ups that lead to health and safety issues.

New Directions has created many different partnerships and works with other organizations on the negative impacts associated with homelessness. Last year we used our Measure Z funding to offset Health and Safety equipment costs which allowed us to collect over 53,000 lbs of trash, 3 refrigerators, 28 tires, 9 propane tanks and 400 syringes.

New Directions is important to preserving our environmentally sensitive areas such as the marshes and forests. These locations seem to be the main areas for homeless individuals to establish encampments. The homeless that survive in these areas when they feel they do not fit the communities' norm, many survive in these locations so they will not offend anyone. Others stay in these areas because of their substance abuse addictions or mental illness or housing options. By maintaining these areas, New Directions reduces the need for law enforcement and Public Works employee intervention. The constant presence of cleaning crews mitigates the negative impacts of homelessness in these areas. Homelessness effect's everyone in our communities including visiting tourists, not just the homeless individuals themselves. Business owners have learned that New Directions is a resource that can address minor trespassing issues, trash and syringe litter. Until enough housing can be located to relocate the homeless there will always be a great need to provide sanitation services in areas that drastically effect our environment.

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

We are in need of funding for our safety gear, which is currently taken from our earnings. We would be able to focus our resources on areas that directly effect our marshes and other environmentally protected areas in which funding can not be located to address the environmental concern. New Directions is solely supported by our training/employment activities.

Because of our experience we are able to address issues of homeless encampments that usually go unseen because of the remote locations they are in. These sites usually create the most damage to our environment due to the individuals ability to relocate to these areas for prolonged periods of time. These are also the areas that create the most difficult to find resources to address do to costs. With these funds we will be able to provide immediate response to an environmental issue, THEN attempt to locate the responsible party or parties involved.

New Directions staff and trainees "Homeless that we hire" return to original target encampment sites for follow up cleanups and to check on the condition of the sites to determine whether the initial



outreach and cleanup was effective at reducing the impacts of campers and/or the size of the encampment. Weekly maintenance visits by the New Directions crew are always necessary for areas where illegal encampments are common, long-term, or re-habitation is frequent, this process will also reduce these issues over time. However, these visits require us to be safety prepared as new visitors will continue to filter through the location due to current practices until the cycle is broken.

We are requesting funding to help pay for increased trash removal, purchase safety gear/PPE, and to acquire an additional winch and motorized wheelbarrow that will help increase our capacity to extract trash from remote locations and difficult terrain.

In 2021 we received \$10,000 in Measure Z funds which directly funded the removal of 53,000 lbs of trash and debris from sensitive areas. This year we are asking for \$20,000 with the goal of extracting 100,000 lbs of trash that has accumulated in our environment, particularly focusing on the remediation of illegal dump sites. During our 2021 work efforts, we noticed a growing amount of areas where trash bags, refrigeration units, and tires have been discarded. Many of these dump sites can release contaminants or otherwise pollute the environment, as well as potentially negatively impact the health and safety of the general public as illegal dumps present a fire safety hazard.

Because of our experience we are able to address issues of homeless encampments that usually go unseen because of the remote locations they are in. These “out-of-sight” locations usually create the most damage to our environment due to the ability of people to relocate to these areas for prolonged periods of time and accumulate trash and debris. These sites then become the most difficult to access and more costly to clean-up, which also means they are addressed less frequently which increases potential risk. With Measure Z funds we will be able to provide immediate response to an environmental issue (“stop the bleeding”) and provide data and assessment of ground conditions, so then other organizations and agencies can attempt to implement long term solutions to homelessness and drug addiction in our community.

The majority of New Directions staff is formerly homeless, and we provide skills training for “homeless that we hire” to return to original target encampment sites for follow-up cleanups and to check on the condition of the sites to determine whether the initial outreach and cleanup was effective at reducing the impacts of campers and/or the size of the encampment. Weekly maintenance visits by the New Directions crew are necessary for areas where illegal encampments are common, long-term, or re-habitation is frequent. This process of regular engagement creates consistency and helps reduce these issues over time. This ongoing work requires us to be prepared with appropriate safety gear and equipment as new people, trash and debris will continue to filter through encampment locations due to our current social system dysfunction until the cycle is broken.

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?

New Directions is a Social Enterprise or social business is defined as: a business with specific social objectives that serves as its primary purpose. Social Enterprise seek to maximize profits while maximizing benefits to society and the environment and the profits are principally used



to fund social programs. New Directions is a self-sufficient social enterprise in operation for over 10 years. The Measure Z funds have allowed us to increase productivity and expand service and support to areas of Southern Humboldt that have typically not had service. A social enterprise is defined as a business with specific social objectives as its core mission that seeks to simultaneously maximize both profits and benefits to society and the environment. New Directions has supported its social mission through real businesses practices. On January 2, 2022 New Directions celebrated its 10<sup>th</sup> year in business and has grown to a main crew of 5 individuals and 4 trainees.

Due to the lack of effective solutions and resources allocated to drug addiction and homelessness, we are currently in a crisis situation. How this translates to what we do is that there are many areas that have been neglected that are in need of “deep-cleaning” and debris remediation. Our hope is that with the Measure Z funding we are able to effectively assist the County and other agencies in “getting over the hump” by providing energy and labor which will help clear the way and allow for long-term effective solutions to be implemented. Once we are out of “crisis mode” and in a regular state of “operations and maintenance mode” far less time and resources will be needed to efficiently address these issues. New Directions has supported its social mission through real businesses practices. On January 2, 2022 New Directions celebrated its 10<sup>th</sup> year in business and has grown to a crew of 5 employees.

This needed funding for health and safety equipment offsets the normal costs that New Directions currently pays for. This allows New Directions to redirect those funds set a side for engagement resources. This funding also allows New Directions to expand its areas of service.

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?

This request is for the continuation/expansion of an existing service, and the current source of funding for our existing service is through income we generate by working: maintenance service contracts we have with private businesses, individuals, and public entities. 2021 was the first time in the 10 year history of our social enterprise that we have ever received grant funding or private donations. New Directions provides a service that has not been duplicated by any business in Humboldt County. Our speciality services are regarded to be a key componet in addressing the environmental degradation created by homeless encampments.

New Direction has a well known work history in many communities in Humboldt County. Much like donations are given to non-profits, New Directions has clients that pay for our services. Last years Measure Z allotment aloud New Directions to expand services to areas outside our normal working areas. Creating larger a larger network of supportive community partners that have enabled us to continue our outreach efforts to those areas. We believe that Measure Z funds once again support of health and safety equipment, we would be able to expand our services to include illegal dumps near all water ways, marshes and water run offs.



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

The Measure Z funds support expanded service area, and this larger service area allows us higher visibility, outreach and interactions with a more peoples and a diversity of locations throughout the County. After receiving last year's funding New Directions began to be viewed in a more professional light. Being named on the 2021 Measure Z grantee list elevated our profile and increased exposure which attracted additional funding resources and donations without our solicitation or procurement. We hope that being on the 2022 grant list will do the same, and that we can also capitalize on the momentum and connections we made last year. Most notably, we expect to further build upon the relationships we established with various groups and agencies such as city code enforcement agencies, Adult Protective Services, Area One on Aging, Eureka Housing Authority, and Humboldt County Housing Authority.

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.

This project builds upon existing resources and requires no additional partners to complete the mission of addressing environmental degradation due trash and debris build-up. We continue to partner and cooperate with many different groups: private business, private citizens, non-profits, government agencies, and other organizations in hopes to find lasting solutions to address drug addiction and homelessness in our County.

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:



## 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:

2-17-22

SIGNATURE:

[Handwritten 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



# The People of New Directions

3230 Dows Prairie Road, McKinleyville, CA 95519

707-616-1182 • [john@thepeopleofnewdirections.com](mailto:john@thepeopleofnewdirections.com)

## 2022 Measure Z Proposal Narrative

New Directions is a non-adversarial and harm reduction approach to individuals or groups of individuals residing in illegal encampments, offering resources and opportunities, and educating the campers in ecological impact and appropriate environmental stewardship. Homeless encampments frequently cause some measure of nuisance to the community, primarily by littering and ongoing debris piles, and of feces, urine, and other wastes deposited directly into the ground, and subsequently the groundwater, negatively affecting local ecologies as well as detracting from the visual appeal of the areas. Our program was developed by social work staff and formerly homeless individuals who themselves were “Back to Basics” participants. Our program engages people where they are to address land issues, ecological impacts, and also offer resources and support to the campers.

We are seeking \$20,000 to support our trash removal efforts focused around the remediation of homeless encampments and illegal dumping. We wish to continue the momentum of our prior year’s success where we retrieved 53,000 lbs of trash. So for 2022, our goal is to remove 100,000 lbs of trash with funds supported by Measure Z. We are requesting the purchase of power equipment (winch and motorized wheelbarrow) to assist in the extraction of debris and appliances in steep or difficult to access areas. Last year, the Measure Z funding enabled us to increase our enterprise’s productivity by nearly 50%. We are hoping to double our trash retrieval this year by focusing on illegal dump areas identified last year but not remediated. The graph below shows our 2021 results and projections for 2022. The photos below provide an example of what we do.

YEAR	Meas Z lbs	Contract lbs	Total lbs Removed
2021	53,000	109,000	162,000
2022 (projected)	100,000	125,000	225,000



What We Do: An example of encampment debris dumping in a waterway (left), and trash extraction with assistance of motorized wheelbarrow (center and right).



## The People of New Directions

3230 Dows Prairie Road, McKinleyville, CA 95519

707-616-1182 • [john@thepeopleofnewdirections.com](mailto:john@thepeopleofnewdirections.com)

### Measure Z Prior Year Results: 2021 Implementation

#### Summary of 2021 Measure Z Implementation Results:

- 53,000 lbs of trash and debris removed from the environment and disposed of properly
- 400 syringes cleaned up
- More services and support deployed to Southern Humboldt
- Located 42 homeless encampments. Remediated 29 inactive/ abandoned encampments.
- Ongoing engagement with 13 active homeless encampments to maintain cleanliness and sanitation
- Remediated 22 illegal dump sites around Humboldt Bay (in response to community complaints)
- 34 shopping carts retrieved/ returned to Ray's and Shop Smart grocery stores in Southern Humboldt
- Distributions to the homeless to empower sanitation: 1200 trash bags, 200 masks, 410 pairs of gloves

The People of New Directions is a self-sufficient social enterprise in operation for over 10 years. 2021 marked the first year New Directions has ever received grant-funding or donations. The Measure Z funding enabled us to increase our enterprise's productivity by nearly 50%. In 2021, we collected a total of 162,000 lbs of trash, and 53,000 lbs of this was directly funded by Measure Z. Our trash extraction work directly improves Fire Safety, Environmental Safety, and the Protection of Sensitive Species and Habitats,

Our 2021 work efforts were located across the entire county: Eureka, Arcata, McKinleyville, Redway, Garberville, as well as surrounding vicinities. We provided assistance to these communities by addressing trash and safety concerns created by poverty, drug addiction, and homelessness. Our removal of trash/debris deep within homeless encampments and illegal dump sites helped protect wetlands, marshes, and rivers from contaminants and pollution. In Northern Humboldt we located 14 homeless encampments of which 10 were active at time of engagement. Within 2 days of our engagement, the number of active encampments was reduced from 10 to 4 camps. All inactive/ abandoned encampments were remediated.

Measure Z enhanced our ability to work in areas that have not been addressed in a great period of time. With the funding, we brought more services and support to Southern Humboldt. We purchased a winch that allowed us to remove trash and debris/ appliances from difficult terrain. Our trash and dump heap extractions from deep ravine areas directly contributed to improving fire safety and protection of Redway and Garberville and to prevent pollution of the Eel River and its watershed. Because of our years of experience, we are able to find and address homeless encampments that usually go unseen because of the remote locations they are in. In Redway/Garberville area we located 28 homeless encampments. 19 of these were abandoned garbage areas or inactive encampments which we remediated. The remaining 9 active encampments have been cooperating with New Directions to remove debris and increase sanitation in the camps. First, we located and removed accumulated trash and debris piles in the encampments. After the build-up was removed, we were able to work with the homeless to have a regular clean-up schedule in the camps. We provide trash bags and materials, the homeless collect the trash and bring bags to a rally point, and we haul the trash away to the dump. With this cooperation we are able to simultaneously build trust and foster stewardship and accountability while respecting human self-dignity.

# Exhibit E

## PROPOSED BUDGET

<b>Agency Name: The People of New Directions</b>
<b>Coordinator/Contact: John Shelter</b>
<b>Address: 3230 Dows Prairie Rd, McKinleyville</b>
<b>Phone: (707)616-1182</b>

Descriptions	Costs	Requested Budget	Remaining Balance
<b>A. Personnel Costs</b>			
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
Title: Salary and Benefits Duties Description:			0
<b>Total Personnel:</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>B. Operational Costs (Rent, Utilities, Phones, etc.)</b>			
Title: Description:			
<b>Total Operating Costs:</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>C. Consumables/Supplies (Supplies and Consumables should be separate)</b>			
Title: safety equipment Description: rubber safety gloves - 5 cases		1740	
Title: safety equipment Description: trash bags – 20 cases		2080	
Title: safety equipment Description: safety boots – Tac Force Military boots – 20		1400	
Title: safety equipment Description: Leather Safety Gloves - 3 pairs per PKG		880	
Title: Safety Equipment Description: Disposable Hazmat Coverall Suits		300	
<b>Total Consumable/Supplies:</b>	<b>0</b>	<b>6400</b>	<b>0</b>
<b>D. Transportation/Travel (Local and Out-of-County should be separate)</b>			
Title: Fuel Description: Multiple trips from remote locations		4000	
Title: Trash Removal Description: cost of disposal; when responsible party can not be found		5000	
Title: Description:			
<b>Total Transportation/Travel Costs:</b>	<b>0</b>	<b>9000</b>	<b>0</b>
<b>E. Fixed Assets</b>			
Title: difficult terrain/ wetland/ marsh trash extraction equipment Description: motorized steel dump cart		3600	
Title: difficult terrain/ wetland/ marsh trash extraction equipment Description: 4000lb wench and battery to extract large items		1000	
Title: Description:			
Title: Description:			
<b>Total Other Costs:</b>	<b>0</b>	<b>4600</b>	<b>0</b>
<b>Budget Total:</b>		<b>20,000.00</b>	