

DPW-6



# 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

RECEIVED  
FEB 17 2017  
CAO

Agency Name: Humboldt County Department of Public Works

Mailing Address: 1106 Second Street, Eureka, CA 95501

Contact Person: Bob Bronkall

Title: Deputy Director

Telephone: 707.445.7205

E-mail address: bbronkall@co.humboldt.ca.us

1. AMOUNT OF MEASURE Z FUNDING REQUESTED FOR FY 2017-18: \$ 8,500

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

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

Cell phone service paddle markers for turn-outs on rural roads with limited cell phone coverage (Demonstration Project).

4. Measure Z funding is scheduled to "sunset" in 2020. 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?

One-time funding is needed for the installation of up to 50 double-sided paddle markers to identify that cell service is available at the turn out. The service life is 20+ years for a paddle marker.

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?

N/A

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

The Department will solicit community organizations that are willing to volunteer their time to identify turnouts that have cell coverage. The Department will participate by using staff to fabricate and install the paddle markers.

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.

Currently, the Department has a sign shop that installs and maintains signs, striping, paddle markers, and appurtenances along County roads. The Department has the necessary equipment to fabricate the paddle markers; however, posts, "ink", and blank paddle markers need to be purchased.

**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**

The budget for the demonstration project is for up to 50 turnouts. This proposal assumes a unit cost of \$170 per installed double-sided paddle marker for a total budget of \$8,500. The budget includes labor for sign shop staff to perform a reconnaissance trip to identify the post miles of the turn outs that have been identified by volunteers as having cell phone coverage; and marking the location of the proposed paddle marker for underground service alert. The budget also includes the costs of fabricating the paddle markers; and installing the paddle markers.

**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: 02/09/2017

SIGNATURE: R. W. Brockell

**SUBMIT THIS APPLICATION TO:**

Humboldt County Citizens' Advisory Committee on *Measure Z* Expenditures  
c/o County Administrative Office  
825 Fifth Street, Suite 111  
Eureka, CA 95501-1153.

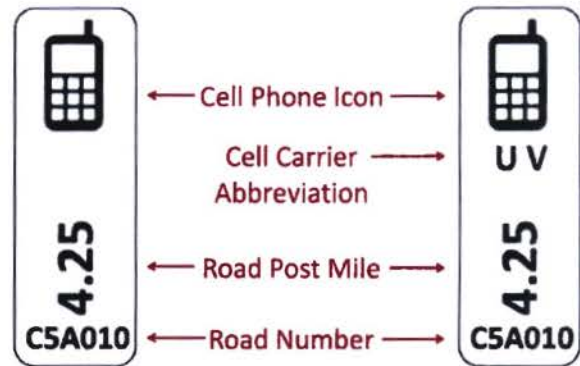
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## Proposal Narrative

Humboldt County is a rural county where cell phone coverage is not consistently provided throughout the county. Due to geography and lack of cell towers, coverage in the hinterland is limited. Not having a good communication network to contact first responders can be problematic in case of an emergency. Improving cell phone coverage in the hinterland may not be feasible, however, identifying locations where cell coverage is available is something that can be achieved. This project proposes to install paddle markers at turn-outs on county maintained roads in the hinterlands where there happens to be cell coverage in an area that is normally dead. Knowing where cell coverage is available provides a public safety benefit. This allows the public to safely pull off the road in order to contact first responders in case of emergency or to make a call. One double-sided paddle markers is proposed at each turnout that has coverage. A double sided paddle marker allows traffic in both directions to see that the turnout has cell coverage.

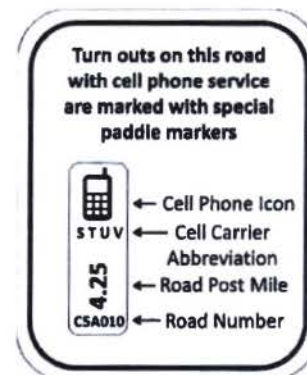
The amount of funding allocated to the project determines the actual number of paddle markers that can be installed. Since this is a demonstration project, the Department is recommending that Briceland Thorne Road/Shelter Cove Road be used as the pilot project with up to 50 double-sided paddle markers to be installed. This road has limited cell coverage and provides access from U.S. 101 to the community of Shelter Cove as well as access to the Pacific Ocean and the lost coast region. The limits of the project would be from Alapok Lane to Toth Road.

Based on the success of the demonstration project and favorable reception by the public, the Department would then propose additional roads to be included in future grant applications. As the work of identifying turnouts commences, it may be necessary to identify the carrier in which service is provided. An example of the paddle markers is shown below.



*Above: Sample Paddle Markers*

To aid the public in understanding what the paddle markers mean, a sign will be posted at a turnout near Alapok Lane. Posting it at a turnout will allow the public to safely pull off the road and study the sign without blocking traffic. A conceptual sign is shown below. As the project develops and the Department works with the community, the exact format and language used on the sign will be developed and refined.



*Above: Sample Notification Sign*



*Above: Simulated paddle marker at a turnout on Briceland Thorne Road/Shelter Cove Road.*

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