

EXHIBIT C
QUARTERLY AND FINAL REPORT FORM
Southern Trinity Health Services, Inc. DBA Southern Trinity Area Rescue
Fiscal Year 2017-2018

COUNTY OF HUMBOLDT – MEASURE Z
Report Form



Organization Name: Southern Trinity Area Rescue Report Date: 7/1/17 - 9/30/17

Contact Name: Brooke Entsminger Phone: 707-574-6616 x209

Please attach a narrative report addressing the items outlined in section I below. Feel free to attach any other relevant materials or reports.

I. QUARTERLY NARRATIVE (please attach a maximum of 1 page, exclusive of attachments)

A. Results/Outcomes

- 1. Please describe the Measure Z activities completed and/or total numbers served or reached.
- 2. What difference did Measure Z funding make in our community and for the population you are serving? Please discuss evidence of effect (e.g., community indicators, outcomes, etc.). *If you have evaluation materials that document outcomes and impacts of your work, feel free to attach them in lieu of answering this or other questions.*
- 3. Describe any unanticipated impacts of receiving Measure Z funding, positive or negative, not already described above.

II. FINAL SUMMARY REPORT (please attach a maximum of 2 pages, exclusive of attachments)

A. Lessons Learned

- 1. Describe what you learned based on the results/outcomes you reported in Section A above and what, if any, changes you will make based on your results/outcomes.
- 2. What overall public safety improvements has your organization seen as a result of receiving Measure Z funding?



Southern Trinity Health Services Southern Trinity Area Rescue

Serving Southern Trinity & Southeastern Humboldt Since 1979

October 2017 Measure Z Quarterly Report

Using the funds granted through Measure Z to Southern Trinity Area Rescue (STAR), we were able to advertise, recruit, and hire a full time EMT to provide relief for our shortage of volunteer staff on the weekends. Now, with this full time staffed position we will be able to continue to provide 24 hour 911 ambulance services to the eastern Humboldt/southern Trinity area that STAR covers, as well as give some much needed relief to our small group of volunteers that staff the ambulance.

When applying for measure Z funding this past spring our volunteer ambulance staff was at a critical low point and we were looking at being unable to keep a year round ambulance service operational in our area. Having this paid staff position, funded by Measure Z, has insured continued ambulance coverage for our communities were the nearest hospital is 1 to 3 hour away.

An added positive affect of putting these funds to use was the boost in moral it gave our current volunteer base. The staffing relief, as well as being recognized as a critical organization in our counties health and safety system has made our volunteers feel what they do is important and appreciated.

EXHIBIT D
SOCIAL MEDIA REPORTING REQUIREMENTS
Southern Trinity Health Services, Inc. DBA Southern Trinity Area Rescue
Fiscal Year 2017-2018

1. DUE DATES:

STAR will post Measure Z updates on STAR-maintained social media accounts within two (2) weeks of submitting quarterly and final reports to COUNTY pursuant to the terms and conditions of this MOU.

2. SOCIAL MEDIA ACCOUNT IDENTIFICATION:

Measure Z updates posted on social media accounts shall clearly identify the agency receiving Measure Z funds and the projects funded by the Measure Z funds that have been allocated thereto. Please indicate below the social media account(s) where STAR will post Measure Z updates:

Social Media (ie, Facebook) Account Name (ie, County of Humboldt – Government)

Facebook www.facebook.com/starvolunteerambulance/

Website www.sthsclinic.org/star_events.html

3. CONTENT OF SOCIAL MEDIA POSTS:

The social media posts required pursuant to the terms and conditions of this MOU are meant to inform the public of progress with projects funded by Measure Z. As such, STAR's social media posts should summarize the content included in each of the quarterly final reports submitted to COUNTY. Such posts can be done in text or video.

Posts will include "#MeasureZ" on Twitter and Facebook to help the public identify Measure Z posts.

Example Facebook post:

"#MeasureZ update: Over the last quarter we [___] brief description of Measure Z activities completed and/or total numbers served [___]. During our efforts this quarter we've seen [___] brief description of the difference Measure Z funding has made in our community and for the population you are serving [___]."