CITIZEN'S ADVISORY COMMITTEE ON MEASURE Z EXPENDITURES APPLICATION FOR FUNDING

The Humboldt County Citizens' Advisory Committee on Measure Z Expenditures is now accepting applications for funding. Measure Z, Humboldt County's Public Safety/Essential Services Measure, is a half-cent sales tax, passed by the voters of Humboldt County during the November 2014 general election.

The Advisory Committee meets on each Thursday in March to review applications and will make recommendations to the Humboldt County Board of Supervisors in April.

Applications for funding must be filed with the County Administrative Office BY 5:00 P.M. ON FEBRUARY 15, 2021. Postmarks are not acceptable for meeting this deadline.

Agency Name: Redwood Parks Conservancy
Contact Person/Title: David Reed, Development Director/Keven Harder, State Park Peace Officer Supervising Ranger #1330
Mailing Address: 1111 Second Street
Phone Number: (707) 465-7329 (RPC Office)/ 707-498-7837 (mobile)
City: Crescent City Zip code: 95531
Email Address: david@redwoodparks.org

1. Amount of Measure Z Funding Requested for FY 2021-22: $85,250

2. Entity Type:

☐ Humboldt County Department
☐ Contract Service Provider to Humboldt County
☐ Local Government Entity
☐ Private Service Provider
☐ Non-Profit Service Provider
☐ Other (Describe Below)

Other: Redwood Parks Conservancy

Humboldt County Measure Z Advisory Committee • Fiscal Year 2021-22 Application for Funding
3. 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? (750 character limit)

The lifeguard program of California Parks & Recreation (CDPR) is essential to public safety and 911 emergency response on the Humboldt Coast. State Parks Lifeguards provide timely rescue and recovery to people in distress on our coastal waters and support other agencies in joint ocean rescue operations. State Parks Lifeguards also provide hundreds of hours of safety education to the recreating public and local school children. They make safety and preventative contacts with beach goers and provide free school programs on water safety.

Redwood Parks Conservancy is seeking Measure Z funds to add staffing and equipment to provide more complete lifesaving coverage to our treacherous coast.

4. Please provide a brief description of the proposal for which you are seeking funding. (1500 character limit)

The CDPR Lifeguard program in Humboldt County is under-staffed and that is putting lives at risk. To provide better emergency response and more lifesaving personnel on our coast, Redwood Parks Conservancy is seeking Measure Z funds to support adding one seasonal lifeguard and a vehicle for the lifeguards to use for patrol.

The program currently operates with one state-funded, full-time peace officer and one partially self-funded, permanent-intermittent (PI) Lifeguard. The Lifeguard/Peace Officer's primary duty is law enforcement in the state parks and is not able to actively patrol non-state parks areas of the coast. The PI Lifeguard is a 1,500 hr/yr position responsible for lifeguard patrol of 40 miles of state parks property along the Humboldt County coast from Little River State Beach to Gold Bluffs Beach — as well as education outreach and coordination of the Junior Lifeguard youth program.

An additional lifeguard position would allow State Parks staff to form a better strategy to patrol the entire northern Humboldt County coast. As we have seen in tragic incidents and near misses in recent years, the next emergency could be off the jetties, on Trinidad State Beach or Big Lagoon at any time (or at the same time). Adding lifeguard staff will prevent unsafe situations from happening in the first place. Last year lifeguards performed 6-700 safety contacts. Doubling this outreach will save more lives, reduce 911 calls and educate more people about the dangers of our coast.
5. 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? (750 character limit)

The PI Lifeguard position has been funded with revenue raised through the Junior Lifeguard program and from the district's budget.
The Junior Guard program has grown steadily in the last six years. In 2020, even with COVID restrictions, the program safely served 230 youth. We expect the program will continue to grow and provide more funding in future years.
RPC has secured grant funding for the program over the last three years. We will continue to seek funding to make the expansion of staff sustainable.
To ensure a pool of qualified staff, Supervising Ranger, Keven Harder and Lifeguard Dillon Cleavenger have trained a group of certified lifeguard staff who are ready if/when funding becomes available with no added training costs.

6. 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? (500 character limit)

The current staff levels are funded through CDPR's North Coast Redwoods District (NCRD) budget and the Junior Lifeguard program fees collected.
Current LE and Lifeguard vehicles, fuel and maintenance are funded through the CDPR NCRD budget. Fuel and maintenance for an additional lifeguard vehicle (funded through Measure Z funds) would be paid for out of the CDPR NCRD budget. The base patrol vehicle would be outfitted partly with Code 3 radios and other equipment made available by CDPR.

7. If you are awarded Measure Z funds, how do you plan to leverage these funds to secure additional grants, contributions or community support? (500 character limit)

Redwood Parks Conservancy has secured grants from the Simpson Family Fund, Pacific Power Foundation, Caldwell Family Fund as well as direct funding from the RPC Board over the last three years. We will use the clout of receiving Measure Z funds to approach new funders for current and future funding needs.
We will also continue fundraising for the Junior Lifeguard program for Del Norte county, which will indirectly provide funds in support of State Parks lifeguard staff in Humboldt County.
8. Will the proposal require new or expanded activity on the part of another entity to be fully functional and effective? If so, name the entity and describe what participation would look like. (750 character limit)

The CDPR lifeguard program will not require another entity to be effective. The additional staffing added through Measure Z funding would be integrated into normal patrol and deployment operations. However, State Parks Lifeguard staff are always open to working with new partnerships. Adding staffing would allow CDPR to better assist county agencies and other agencies (Humboldt County Sheriff’s Office, Humboldt County Search and Rescue, USCG Sector Humboldt Bay and Humboldt Bay Fire) in responding to aquatic emergencies. Additionally, all CDPR lifeguards have Public Safety First Aid training and will be able to assist other agencies with medical calls in their patrol area.

9. Are there recurring expenses associated with this application, such as personnel costs?

☐ No  ☐ Yes

If Yes, detail those expenses here: (500 character limit)

To continue the lifeguard program at the proposed level, there will be an ongoing expense for the new seasonal lifeguard position. This is a 9-month/year, 1,500 hour position at a rate of $25/hour for wage and benefits, totaling $37,500 per year.

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)

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: 02/16/2021  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  *  cao@co.humboldt.ca.us

Humboldt County Measure Z Advisory Committee  •  Fiscal Year 2021-22 Application for Funding
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Attachment II - Exhibit E

Budget

Redwood Parks Conservancy

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**Total Consumable/Supplies:** 0 0 0

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

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E. Fixed Assets

| Title: Patrol Vehicle (Make TBD) Code 3 public safety patrol vehicle (non-law e | Description: Radio code 3 equip to be supplied by CDPR | 40000 |

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**Total Other Costs:** 40000 0 0

**Invoice Total:** 85,250.00
North Coast Redwoods District State Parks Lifeguards  
4150 Patricks Point Dr,  
Trinidad, CA 95570

Ranger Harder,

I'd like to send my personal appreciation to the North Coast Redwoods District State Parks Lifeguards for your past, present, and future support of Coast Guard operations, and your partnership in keeping the people of Northern California safe. Members of your unit and the Junior Lifeguard program have bravely responded to numerous incidents along the Redwood Coast, safeguarding the public and assisting Coast Guard response efforts.

The availability of lifeguards at our local beaches and rocky coastal outcroppings is invaluable due to the remote and treacherous nature of the coastline. Your local knowledge has been vital in a number of recent cases. In December 2019, lifeguards were instrumental in the rescue of Kris Nagle, a surfer in distress near Moonstone Beach who was caught in breaking surf and rocks in a dangerous area of the beach. During the summer of 2020, lifeguards were active in the noble attempts to locate and recover a hiker who fell from a cliff into dangerous surf and a missing kayaker near Trinidad. Your diligent efforts helped the local Search and Rescue community bring closure to the families of both men. Most recently, in January 2020, a lifeguard paddled out to the disabled fishing vessel Jeannie II and assisted a USCG rescue swimmer as the three crewmembers were hoisted safely into the helicopter just minutes before the vessel capsized and broke apart in the surf.

Your team has also worked with our Aviation Survival Technicians (helicopter rescue swimmers) to share local knowledge and bolster training opportunities. Your lifeguards are some of the only civilians in the country trained and authorized to act as Rescue Swimmer Training Survivors (RSTS), playing the role of distressed mariners in the water who can be assessed and ‘rescued’ by our aircrews. RSTSs are a crucial component of realistic training, and have helped our swimmers maintain proficiency and save 10 lives in the last year.

Thank you for being a force multiplier, we look forward to continuing our partnership in public service, working together and sharing best practices to keep our beautiful coastline safe and when necessary, save lives of those in peril on the sea. We deeply appreciate the Lifeguards’ valuable knowledge and their dedication to protecting the people of the Redwood coast.

Sincerely,

Mark E. Hiigel
Captain, U.S. Coast Guard
02/05/2021

To whom it may concern,

This letter is in support of Redwood Parks Conservancy’s request for Measure Z funds to help fund a State Park Lifeguard position. In recent years the North Coast has seen an unfortunate increase in coastal water related deaths. It has been Humboldt Bay Fire Water Rescue Team’s pleasure to train and work alongside the State Park Lifeguards. State Parks Lifeguards have increased the safety of visitors and residents who frequent our coastal waters. Additionally, our ability to work together has greatly increased rescuer safety and effectiveness. Having them as a resource on the North Coast is invaluable.

The North Coast currently has limited water rescue resources that are expected to cover a long stretch of coastline. Having an additional guard who is able to patrol outside of immediate State Park areas will greatly enhance community and rescuer safety. It is the opinion of Humboldt Bay Fire’s Water Rescue Team that having an additional full time lifeguard on duty year round will be money well spent towards protecting the citizens, visitors and first responders of Humboldt County.

Respectfully,

Chief Sean Robertson

Captain David Terry
Measure Z Approval Board

February 1, 2021

Dear Board:

We are lucky to live in a beautiful part of California with easy access to rivers, lakes, and the ocean. Many of my students and their families enjoy afternoon walks at Clam Beach, long summer afternoons at Swimmers Delight, and hunting for agates at Agate Beach. Water safety is an important part of those activities so I was thrilled when Dillon Cleavenger of North Coast Lifeguards contacted me about meeting with students and talking about the importance of water safety.

Dillon and Lt. Bernie Garrigan of the U.S. Coast Guard came to our school and presented a terrific slideshow just before Memorial Day weekend. The students learned about the hazards of sneaker waves, river water speed and hazards, and rip tides, as well as how to plan for a safe trip. The presentation was engaging and fun while teaching the students about water safety.

Water safety is important in our region, and instilling that message in children can help save lives. Please continue to fund this vital service.

Thank you,

Victoria Parker
To whom it may concern:

I am pleased to write this letter of recommendation on behalf of North Coast LifeGuards. As a teacher at Laurel Tree Charter School, I had an amazing and rare opportunity to work with the Lifeguards to create a school curriculum around our local waters and the safety precautions that go with them. Students were introduced to our rivers, lagoons and oceans and were given a brief lesson on each place. They learned the safety significance of each place. Students were able to take home to the families about which places to visit with family and friends and which places to be aware of and their dangers. The North Coast Lifeguards were successful in implementing the curriculum. The student buy-in was high. The lifeguard team came into the classroom and gave oral presentations about specific topics and were then able to take the students weekly to a local spot where they got to put their new given knowledge to the test. Students were taught to scan the area for safety and check for any water precautions that come with tides and weather. After, the lifeguard took the kids into the water where they were introduced to different swimming techniques and junior lifeguard protocols.

The skills and the knowledge that the lifeguards brought to my students was unbelievable. Seeing our students being introduced to our local waterways is something that our school community values. We live in an amazing part of Northern California where we have the opportunity to have access to these different bodies of water. Not only was our school appreciative of the connection between the students and the lifeguards but we had many families that were also very appreciative that their child came away with knowledge about local hazards. I only hope to continue our relationship with the North Coast Lifeguards and I would love to see them bring their knowledge and expertise to other schools and groups of children in our area.

Thank you

Maren Goodman
Teacher
Laurel Tree Charter School
707-499-5504
marengoodman@laureltreecs.org
Jody Himango  
McKinleyville Middle School  
2285 Central Avenue  
McKinleyville, California  
95519  
((707) 845-7026  
jhimango@mckusd.org

January 28, 2021

To whom it may concern,

Starting in 2017 and each subsequent year, seventh grade students at McKinleyville Middle School have had the pleasure of having Dillon Cleavenger, Permanent Lifeguard and Program Coordinator, visit school to talk about his career and ocean safety. Careers are an integral part of our curriculum, and living on the north coast makes knowing about ocean safety tantamount to other academic activities.

In my experience, Dillon is the ideal guest presenter for middle school students. He is professional, kind, tolerant (highly important for 7th grade), well spoken, knowledgeable and engaging. Students are always excited to see him, in part because they know him from other youth activities like Junior Lifeguards. The staff is always happy to have him as a guest as well. It is not everyday that we have the honor of a visit from a real life hero!

Dillon is an asset to our educational community as well as the community at large. I very much appreciate his willingness to share his expertise on a regular basis. It is an absolutely invaluable service.

Sincerely,

Jody Himango  
7th Grade Team Lead Teacher
February 16, 2021

Humboldt County Citizens’ Advisory Committee on Measure Z Expenditures
c/o County Administrative Office
825 Fifth Street, Suite 112
Eureka, CA 95501-1153
cao@co.humboldt.ca.us

Dear Measure Z Citizens’ Advisory Committee,

We are writing to ask for your support in providing lifesaving protection to more of the Humboldt County coast through the Lifeguard Program of California State Parks.

Redwood Parks Conservancy is proud to support California State Parks North Coast Redwoods District as their nonprofit fiscal sponsor for many projects including supporting the Lifeguard Program. Redwood Parks Conservancy is an exempt organization as described in Section 501(c)(3) of the Internal Revenue Code; EIN #68-0084901.

Attached you will find the following application materials:

This Cover Letter-Redwood Parks Conservancy
Measure Z Application for Funding (pdf)
Measure Z Application for Funding - Signature Page(pdf)
Measure Z FY 21-22 Budget

Letters of Support:
    Arcata High School District
    Big Lagoon Park Co. Inc.
    CA Dept Parks and Recreation
    Humboldt Bay Fire
    Laurel Tree Charter School
    McKinleyville Middle School
    Trinidad Union School District
    US Coast Guard Sector Humboldt Bay

Please do not hesitate to contact me if you have any questions about these materials. Thank you all for your consideration

Sincerely,

David Reed
Development Director
February 15, 2021

To: Humboldt County Measure Z Advisory Committee

This letter is provided in support of the Redwood Parks Conservancy’s (RPC) application for funding through the Measure Z initiative. California State Parks (CSP) has a long and storied history of providing aquatic rescue/response services throughout the state’s coastline and inland reservoir water bodies dating back to 70 years ago. It’s only been in the past 3-4 years that the North Coast Redwoods District (NCRD) of CSP began to develop Humboldt County’s first State Parks Lifeguard service focusing on state beaches and lagoons in the northern Humboldt County areas. Currently the NCRD employs one permanent peace officer lifeguard and one permanent-intermittent (1500 hours/year) non-peace officer lifeguard. These positions are responsible for patrolling CSP’s coastline year round effecting rescues/recoveries of persons and vessels in distress as well as initiating hundreds of safety or educational contacts with the visitors of our parks and beaches. It’s estimated that state parks beaches in the northern Humboldt area attracted 200,000 visitors last year. In the last year CSP lifeguards made several rescues of persons in peril, assisted with the recovery of several other individuals that had drowned, assisted with vessels in distress, made approximately 600-700 visitor safety contacts and successfully administered, for the 5th straight summer, the very popular North Coast Junior Lifeguard summer youth program.

Additional Measure Z funding support to the RPC will enable state parks to provide one additional non-peace officer ocean lifeguard to assist with patrol and aquatic response of CSP areas as well as city, county and federally administered beaches and coastal access areas from the jetties of Humboldt Bay to Gold Bluffs Beach. Additionally, CSP lifeguards are public safety first aid and/or EMT level trained and are emergency vehicle operation certified and are able to respond to a variety of first responder type incidents. CSP lifeguard staff have also worked hard at public outreach to teach aquatic safety and responsible recreation to the areas youth by conducting many school programs. One of our goals is to help create an environment of aquatic safety mindedness within the community at large and we aim to increase that audience by exploring how best to reach those that are underserved and/or in at risk populations.

With the increase in Humboldt County’s tourism/visititation and population, aquatic safety of beachgoers needs to be addressed sooner than later. CSP and in particular our lifeguard service believes that time is now. We hope the committee sees the tourism industry as a significant contributor to the monies procured to the Measure Z funding stream and thus sees the benefit in reinvesting to keep those visitors and our citizens safe while in and around our waterways.
To Measure Z Board,

I highly recommend and urge you to allocate Measure Z funds to Humboldt's State Park Lifeguards. I have lived in this area for over 30 years and have taught in our county's schools for over 20 and found that they fill a much needed void in an emergency coastal response team and teaching coastal safety protocol to our school children and local families. In addition, Humboldt’s Junior Lifeguard program enhances our community by fostering youth leadership qualities, providing public safety training, and delivers safe, outdoor activities for our youth.

I first got involved with the State Park Lifeguards while developing a surf club for our Trinidad school district over 10 years ago. Humboldt's State Park Lifeguards have assisted tremendously to provide swim lessons, water safety training and surfing skills to our students, especially for our troubled youth. They have also come to many assemblies to talk to our children about beach safety. Since then, State Park Lifeguards have successfully developed a Junior lifeguard program to this area. In fact, a couple of students, one being a Trinidad alumni, helped save two brothers from drowning in a rip current in our local waters. Due to their training from Junior Lifeguards they were able to save the individuals and bring him to safety as other rescuers came on scene. The highschoolers quick thinking was in direct correlation to the State Park Lifeguard's leadership foresight to have the organization provide safety training services to the public to keep our community safe on our beaches. I hope to continue this valuable relationship of coastal educational outreach. My wish is to see all Humboldt schools get water safety training by our State Lifeguards, but we need the funding to provide these services.

In addition, Humboldt County is experiencing a current mental health crisis in our school children. Since 2014, our Humboldt children have had high ACES ratings (adverse childhood experiences) and with the addition of Covid and the stresses it has brought on our families, the need for child support services and programs are greatly needed. We need, more than ever,
outdoor experiences and education to help curb those adverse effects. The North Coast Junior Lifeguard program builds trust, leadership skills and increases self esteem and confidence in our children. The relationship between JG’s members and lifeguards fulfills a positive, adult role model, increases mental wellbeing and builds a relationship to our natural environment. JG’s program has a positive impact on Humboldt’s community and with an increase in scholarship funding, they will be able to reach many more Humboldt children.

Lastly, as we see local tourism skyrocket in the past years, our coastal waters can and have been dangerous to the untrained eye. My husband and I have been surfers in this area for over 30 years and have seen an increase in coastal recreational activities. While the idea is welcoming to see more people using the ocean as recreation to provide significant economic and social benefits, we have also seen an increase in dangerous behaviors that can and have led to unfortunate deaths. There is a limited amount of lifeguard protection on our vast, untamed coastline. Providing more preventable measures such as having an increase in Humboldt lifeguards to provide ocean safety, warnings about riptides and be on the lookout for high, dangerous surf can have beneficial effects in our community and save lives.

Measure Z funds can assist Humboldt State Park Lifeguards support our community’s public safety by providing additional lifeguards to increase emergency response capabilities and connect with local school districts on educational outreach programs. With Measure Z funds, they have the potential to reach thousands of local families to save lives. Thank you for your time and consideration for funding this vital role in our community. Please contact me at sstrasser@trindiadusd.net if you have any further questions.

Sincerely,

Stephanie Strasser- Goldstein
Trinidad School Surf Club Coordinator
3rd Grade Teacher
January 31, 2021

To Whom It May Concern:

The Board of Directors of Big Lagoon Park Company, Inc., on behalf of the Big Lagoon cabin owners, would like to provide a letter of support for a request being made by the California State Parks North Coast Lifeguards to receive Measure Z funds. Our small community has many visitors to our beautiful ocean beach and lagoon area. The addition of professional lifeguards to the north coast area since 2018 has been a very positive addition to our community and those who visit. We see the lifeguards regularly during their patrols. They have been very helpful in educating visitors to both the beauty and treachery of our coastline. In the past two years our community has donated a scholarship to the North Coast Junior Lifeguard program, led by the professional lifeguards, because we want to encourage youths to consider learning about water safety and to help teach others.

Since the pandemic began in 2020 the number of Humboldt County residents who visit our beaches has increased significantly. We expect that those numbers won’t diminish even when life returns to “normal.” Both residents and visitors in our area have found a spectacular place to recreate without travelling far from home. Many of these residents are unfamiliar with the safety issues on the north coast, and the North Coast Lifeguards have filled a very important role in improving water safety in our area. It would be very beneficial to have a sufficient number of Lifeguards to patrol year round.

Frank McLarnon

President, Big Lagoon Park Corporation