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SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA



FROM: DPSS-Dept. of Community Action

SUBMITTAL DATE: 8/26/03

SUBJECT: Memorandum of Understanding with Runyon Saltzman & Einhorn for Energy Efficiency Funding

RECOMMENDED MOTION:

That the Board of Supervisors ratify and:

- 1) Authorize the Chairman of the Board to sign the attached Memorandum of Understanding (MOU) between the Runyon Saltzman & Einhorn (RS&E) and the Department of Public Social Services-Department of Community Action (DPSS-DCA) for the "Reach for the Stars" energy efficiency campaign for the term July 14, 2003 through December 30, 2003, not to exceed \$10,000;
- 2) Authorize the Director of DPSS to sign assurances, exhibits, and reports made under the Agreement;
- 3) Authorize the Director of DPSS-DCA to administer the program; and
- 4) Instruct the Auditor Controller to adjust the DPSS-DCA budget as outlined on Attachment "A."

*Lois J. Carson*  
Lois J. Carson, Executive Director

(CONTINUED 2 pages)

FINANCIAL DATA:

CURRENT YEAR COST: \$ 10,000  
NET COUNTY COST: \$ 0

ANNUAL COST: \$ 0  
IN CURRENT BUDGET: No  
BUDGET ADJUSTMENT: Yes

**REQUIRES  
4/5 VOTE**  
FOR FY: 03/04

SOURCE OF FUNDS: 100% California Ratepayers

C.E.O. RECOMMENDATIONS:

**APPROVE**

COUNTY EXECUTIVE OFFICER SIGNATURE

*Dan Martinez*

Prev.Agn.ref.

Dist.  
All

AGENDA NO.

3.34

FISCAL PROCEDURES APPROVED  
ROBERT E. BYRD, Auditor-Controller  
BY *Sue Wallace* Deputy  
8/18/03

FORM APPROVED  
COUNTY COUNSEL  
AUG 12 2003  
*[Signature]*

Department Recommendation:  Policy  
Per Executive Office:  Consent

**TO:** Board of Supervisors

**DATE:** 8/26/03

**SUBJECT:** Memorandum of Understanding with Runyon  
Saltzman & Einhorn for Energy Efficiency Funding

**PAGE:** 2

**BACKGROUND:**

The "Reach for the Stars" energy efficiency campaign is funded by California ratepayers under the auspices of the California Public Utilities Commission (CPUC). RS&E, a consultant partnering with the CPUC, is administering the "Reach for the Stars" campaign. RS&E will forward funds to DPSS-DCA to support expanding community outreach messages of the "Reach for the Stars" statewide energy efficiency campaign.

Over the term of the MOU, RS&E will forward two payments of \$4,500 each and one final payment of \$1,000 for a total of \$10,000 to fund the "Reach for the Stars" campaign in Riverside County. RS&E is providing training and technical assistance to DPSS-DCA to support the outreach strategies and activities. The campaign activities would include such items as distributing energy efficiency literature at community events (target 1,240 people), conducting presentations at local organizations (target 155 people), promoting the campaign through newspaper or newsletter exposure, and organizing and conducting one project contest related to the campaign (target 200 participants).

This MOU would establish the 2003 Agreement between DPSS-DCA and RS&E to fund these activities. Therefore, the Director of the DPSS-DCA requests that the Board ratifies and authorizes the Chairman of the Board to sign the attached MOU. This MOU was received in DPSS-DCA July 17, 2003.

**FINANCIAL IMPACT:** No County General Funds will be required.

**CONCUR/EXECUTE:** County Counsel  
Auditor Controller

DB:DT:clh

## Attachment A

### Increase Appropriation 2:

CAARC-21050-5200200000-525500	Salary/Benefits Reimbursements	\$2,500
CAARC-21050-5200200000-526420	Advertisement	\$4,063
CAARC-21050-5200200000-527780	Special Program Expense	\$3,097
CAARC-21050-5200200000-529040	Private mileage	<u>\$340</u>
	Total:	\$10,000

### Increase Anticipated Revenues:

CAARC-21050-5200200000-781360	Other Misc. Revenue	\$10,000
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