

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

449



FROM: DPSS-Dept. of Community Action

SUBMITTAL DATE:
4/26/04

SUBJECT: Memorandum of Understanding with Runyon Saltzman & Einhorn for the 2004 "Reach for the Stars" Energy Efficiency Campaign

RECOMMENDED MOTION: That the Board of Supervisors approve and:

- 1) Authorize the Chairman of the Board to sign the attached Memorandum of Understanding (MOU) between Runyon Saltzman & Einhorn (RS&E) and the Department of Public Social Services-Department of Community Action (DPSS-DCA) for the 2004 "Reach for the Stars" energy efficiency campaign for the term April 1, 2004 to December 15, 2004, 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

Lois J. Carson

Lois J. Carson, Executive Director

(CONTINUED 2 Pages)

FINANCIAL DATA	Current F.Y. Total Cost:	\$4,000	In Current Year Budget:	No
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	Yes
	Annual Net County Cost:	\$ 0	For Fiscal Year:	FY 03/04

SOURCE OF FUNDS: 100% California Ratepayers	Positions To Be Deleted Per A-30	<input type="checkbox"/>
	Requires 4/5 Vote	<input type="checkbox"/>

C.E.O. RECOMMENDATION:

APPROVE

County Executive Office Signature

Dan Marting

Dep't Recomm.: Consent Policy
 Per Exec. Ofc.: Consent Policy

FISCAL PROCEDURES APPROVED
 COUNTY COUNSEL
 APR 28 2004
 ROBERT E. BYRD, Auditor-Controller
 Deputy

Prev. Agn. Ref.: District: All Agenda Number:

3.26

RECEIVED RIVERSIDE COUNTY
 OFFICE EXECUTIVE
 APR 28 11:30 AM '04
 COUNTY OF RIVERSIDE

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RECOMMENDED MOTION (Cont.):

4) Instruct the Controller to adjust the DPSS-DCA budget as follows:

Increase Appropriation:

CAARC-21050-5200200000-527780 - Special Program Expense \$4,000

Increase Estimated Revenue:

CAARC-21050-5200200000-781360 – Other Misc. Revenue \$4,000

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 not to exceed \$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 8,100 people), conducting presentations at local organizations (target 1,800 people), promoting the energy campaign through newspaper and other media exposure, and organizing and conducting one special project related to the campaign (target 1,159,700 participants).

This MOU would establish the 2004 Agreement between DPSS-DCA and RS&E to fund these activities. Therefore, the Director of DPSS-DCA requests that the Board approve and authorize the Chairman of the Board to sign the attached MOU. This MOU was received in DPSS-DCA on April 5, 2004 and there have been no services provided.

FINANCIAL IMPACT: No County General Funds would be required. The \$6,000 balance of the allocation will be expended in FY 04/05.

CONCUR/EXECUTE: County Counsel
Auditor Controller