

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

913



FROM: DPSS-Dept. of Community Action

SUBMITTAL DATE:
August 15, 2004

SUBJECT: Memorandum of Understanding with Runyon Saltzman & Einhorn for the 2004 "Paid Family Leave Insurance" Community Outreach Program

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 "Paid Family Leave Insurance" community outreach program for the term August 1, 2004 to November 30, 2004, not to exceed \$1,500;
- 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:	\$1,500	In Current Year Budget:	No
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	Yes
	Annual Net County Cost:	\$ 0	For Fiscal Year:	FY 04/05

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

C.E.O. RECOMMENDATION:
APPROVE

County Executive Office Signature *Dan Martiny*

FISCAL PROCEDURES APPROVED
ROBERT E. BYRD, Auditor-Controller

BY *JAM* 8-23-04

Dep't Recomm.: Consent Policy

Per Exec. Ofc.: Consent Policy

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

**ATTACHMENTS FILED
WITH THE CLERK OF THE BOARD**

3.47

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RECOMMENDED MOTION (Cont.):

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

Increase Appropriation:

CAARC-21050-5200200000-527780 - Special Program Expense \$1,500

Increase Estimated Revenue:

CAARC-21050-5200200000-781360 – Other Misc. Revenue \$1,500.

BACKGROUND:

The "Paid Family Leave Insurance" community outreach program is funded by the Employment Development Department (EDD). EDD has contracted with RS&E, a Sacramento-based advertising and public relations firm, to implement the statewide media and education campaign. RS&E will forward funds to DPSS-DCA to support expanding community outreach messages of the "Paid Family Leave Insurance" program.

RS&E will provide technical assistance to DPSS-DCA to support the outreach strategies and activities. The campaign activities would include such items as distributing literature at a minimum of three meetings or community events, arranging for the display of campaign educational posters in a minimum of eight agencies and/or businesses, and promoting the campaign through local print media outlets.

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.

FINANCIAL IMPACT: No County General Funds would be required.

CONCUR/EXECUTE: County Counsel
Auditor Controller

DB:SL:clh

OF 100 10 VN 10: 52
* MILLER COUNTY CLERK
STAENRICH COUNTY