

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

510



**FROM:** DPSS-Dept. of Community Action

**SUBMITTAL DATE:**  
3/8/05

**SUBJECT:** Memorandum of Understanding with Runyon Saltzman & Einhorn for the 2005 "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 2005 "Reach for the Stars" energy efficiency campaign for the term March 1, 2005 to December 15, 2005, not to exceed \$10,000;
- 2) Authorize the Director of DPSS-DCA 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)

<b>FINANCIAL DATA</b>	Current F.Y. Total Cost:	\$10,000	In Current Year Budget:	No
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	Yes
	Annual Net County Cost:	\$ 0	For Fiscal Year:	FY 04/05

<b>SOURCE OF FUNDS:</b> 100% California Ratepayers	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 Martinez*

FISCAL PROCEDURES APPROVED  
ROBERT E. BYRD, Auditor-Controller

BY *RAM* 3/10/05

Dept't Recomm.:  Policy  
Per Exec. Ofc.:  Policy

COUNTY OF RIVERSIDE  
02 MAR 10 6:15:38  
OFFICE EXECUTIVE

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

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

**3.18**

**FROM:** DPSS-Dept. of Community Action

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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                      \$10,000

Increase Estimated Revenue:

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

**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, conducting presentations at local organizations, promoting the energy campaign through newspaper and other media exposure, and organizing and conducting a special project related to the campaign.

This MOU would establish the 2005 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. Approximately \$4,500 is expected to be expended and revenue realized in FY 04/05.

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

SL:clh