

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

976



**FROM: :** DPSS-Community Action Partnership  
of Riverside County

**SUBMITTAL DATE:**  
March 19, 2006

**SUBJECT:** Memorandum of Understanding with Runyon Saltzman & Einhorn  
2007 Flex Your Power Community Outreach Campaign

**RECOMMENDED MOTION:** That the Board of Supervisors approve and:

1. Authorize the Chairman of the Board to sign the attached 2007 Flex Your Power Community Outreach Campaign Memorandum of Understanding (MOU) between Runyon Saltzman & Einhorn (RS&E) and the Department of Public Social Service-Community Action Partnership of Riverside County (DPSS-CAP Riverside) not to exceed \$12,000 covering the term March 1, 2007 through December 31, 2007.
2. Instruct the Auditor Controller to adjust the budget as detailed in the attached Schedule A.
3. Authorize the Executive Director of DPSS-CAP Riverside to sign assurances, exhibits, and reports made under the MOU.

**CONTINUED (3 Pages total)**

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

<b>FINANCIAL DATA</b>	Current F.Y. Total Cost:	\$ 5,000	In Current Year Budget:	No
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	Yes
	Annual Net County Cost:	\$ 0	For Fiscal Year:	06/07

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

**C.E.O. RECOMMENDATION:**

APPROV-

**County Executive Office Signature** *Debra Counger*

FORM APPROVED COUNTY COUNSEL  
 MAR 22 2007  
 Departmental Concurrence  
 Purchasing Assistant Director  
 FISCAL PROCEDURES APPROVED  
 ROBERT E. BYRD, Auditor-Controller  
 Jan Bishop 3/22/06  
 DPSS-CAP Riverside  
 County

Consent  
 Policy  
 Consent  
 Policy  
 Dept's Recomm.:  
 Per Exec. Ofc.:

Prev. Agn. Ref.: 5/2/06 (#3.30) | District: All | Agenda Number:

3.26

**FROM:** Department of Public Social Services—  
Community Action Partnership  
of Riverside County (DPSS-CAP)

**DATE:** March 19, 2007

**SUBJECT:** MOU with Runyon Saltzman & Einhorn -  
2007 Flex Your Power  
Community Outreach Campaign

**PAGE:** 2 of 3

**BACKGROUND:** The Flex Your Power Community Outreach 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 "Flex Your Power" campaign. Since 2003, RS&E has contracted with DPSS-CAP to support expanding community outreach messages of the "Flex Your Power" statewide energy efficiency campaign.

The Flex Your Power campaign activities include: distributing energy efficiency literature to Riverside County residents through community events, conducting presentations at local organizations, hosting events or contests to draw attention to the campaign, and placing press releases in local media outlets. This MOU will establish funding for the 2007 program activities.

Therefore, the Director of DPSS-CAP requests the Board to approve the MOU for the 2007 Flex Your Power Community Outreach Campaign not to exceed \$12,000, covering the term March 1, 2007 through December 31, 2007.

**FINANCIAL IMPACT:**

This project will be funded 100% by Runyon Saltzman & Einhorn. No County General Funds will be required. The adjustments requested are for Fiscal Year 06/07. The MOU actually covers two (2) County Fiscal Years and only requires \$5,000 to be adjusted in Fiscal Year 06/07.

**CONCURE/EXECUTE:** County Purchasing  
Auditor Controller

LJC:MYJ:VA:jb

**FROM:** Department of Public Social Services—  
Community Action Partnership  
of Riverside County (DPSS-CAP)

**DATE:** March 5, 2007

**SUBJECT:** MOU with Runyon Saltzman & Einhorn -  
2007 Flex Your Power  
Community Outreach Campaign

**PAGE:** 3 of 3

## **SCHEDULE A**

Community Action Partnership of Riverside County  
Department of Public Social Services  
Budget Adjustment  
Fiscal Year 2006/2007

### **INCREASE IN APPROPRIATIONS:**

CAARC-21050-5200200000-527780-54450 Special Program Expense \$5,000

### **INCREASE IN REVENUE:**

CAARC-21050-5200200000-781360-54450 Other Misc Revenue \$5,000

3/02/07

**2007 Flex Your Power Community Outreach Campaign  
Memorandum of Understanding**

Community Action Partnership (CAP Riverside)  
Between of Riverside Co (Agency) and Runyon Saltzman & Einhorn, Inc. (RS&E) for the  
period March 1, 2007 through December 31, 2007.

The intent of this Memorandum of Understanding (MOU) is to define roles and responsibilities of CAP Riverside (Agency) and RS&E, community outreach contractor for the Flex Your Power community outreach campaign funded by California ratepayers under the auspices of the California Public Utilities Commission (CPUC)..

The MOU between CAP Riverside (Agency) and RS&E confirms intentions to work together toward the mutual goal of expanding a community outreach campaign to promote messages of the Flex Your Power campaign. To this end, each agency agrees to the following services:

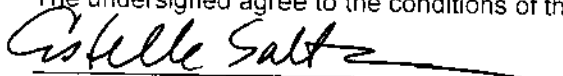
**RS&E will:**

1. Authorize payment to CAP Riverside (Agency) up to \$12,000.00 to support Agency's community outreach strategies as outlined and supported in Agency's proposed Scope of Work and Budget Proposal.
2. Forward first payment of \$5,000.00 upon receipt of signed MOU and Payment Request #1 Letter due March 31, 2007.
3. Forward second payment of \$5,000.00 upon approval of mid-term progress report due September 3, 2007 and receipt of Payment Request #2 Letter.
4. Forward final payment of \$2,000.00 upon receipt and approval of year end activity reports, budget reports, supporting documentation and Payment Letter #3 due December 12, 2007.
5. Provide a training session March 22-23, 2007 at RS&E offices in Sacramento.
6. Reimburse CAP Riv. (Agency) for approved travel and lodging expenses incurred for one agency staff person to attend the March training.
7. Provide collaterals and ongoing technical assistance to support CAP Riv. (Agency's) local outreach activities.
8. Process CAP Riverside (Agency's) monthly, mid-year and year-end reports for CPUC.

**CAP Riverside (Agency) will:**

1. Complete outreach activities as outlined in Proposed 2007 Scope of Work and maintain fiscal records and documentation to support 2007 Budget Proposal.
2. Submit a signed Memorandum of Understanding (MOU) and Payment Request Letter #1 to RS&E by March 31, 2007.
3. Send a designated staff person to the training session at RS&E in Sacramento March 22-23, 2007 who will implement activities outlined in the agency's approved Scope of Work.
4. Provide written monthly reports to RS&E by the 7th day of each month.
5. Provide a mid-year progress report to RS&E by September 3, 2007. Upon approval of report, submit Payment #2 Letter to RS&E.
6. Notify RS&E of changes in Scope of Work activities, or staff changes in a timely manner.
7. Submit activity and budget reports along with supporting documentation to RS&E by December 12, 2007. Upon approval of final reports, submit Payment #3 Letter to RS&E.
8. Return any remaining funds to RS&E that are not approved or accounted for in the year end budget report by December 21, 2007.

The undersigned agree to the conditions of this Memorandum of Understanding:

  
Estelle Saltzman, President  
Runyon Saltzman & Einhorn, Inc.

\_\_\_\_\_  
Agency Authorized Signature  
Title \_\_\_\_\_

FORM APPROVED  
COUNTY COUNSEL

MAR 23 2007  
BY 

2007 Flex Your Power Community Outreach Campaign

**SAMPLE SCOPE OF WORK**

(Examples exceed minimum requirements.)  
**1. Staff the campaign portable exhibit and distribute campaign materials at a minimum of three community events. (The tabletop exhibit and handouts are provided.)**

Name of Event (Examples)	Date & Location	Anticipated Attendance
Earth Day Celebration	April 23, 2005 at Convention Center	8,000
Multi-Cultural Festival	May 5, 2005 - Evergreen Park	3,000
Senior Citizen Annual Conference	July 12, 2005 - Community Center	1,500
Back to School Night	September - El Centro High School	500
Farmers' Market	Three weekends in June	4,000

**2. Conduct a minimum of three presentations for local community groups. (Members are provided with training, visual aids and handouts.)**

Name of Group (Examples)	Anticipated Outcomes	Dates of Presentations (if available)	Anticipated Attendance
Lodi City Council	Members will be encouraged to share information and brochures with their colleagues and constituents.	TBD (To be decided)	15
County Community Coalition Meeting	Members of the coalition will be asked to share a minimum of 20 each of the collateral items with their clients.	June 2	40
Sunrise Senior Services Association	Presentation will provide staff and seniors with information and materials to share with client and friends.	September 10	100
Vicksburg Chamber of Commerce	Youth from the service learning program will give the presentation, distribute collaterals and urge chamber members to handout brochures at their business sites.	TBD	150
County Board of Supervisors	Presentation will be provided to board and audience members along with a request for a proclamation declaring October "Energy Efficiency Month in Tulare. Collaterals will be distributed	TBD	75

2007 Flex Your Power Community Outreach Campaign

3. Promote the campaign by developing an event or contest that will appeal to local residents and reach large numbers. (Pledge cards are provided along with a large oversized replica of the card to be signed at media events. RS&E provides assistance with event planning and media outreach.)

Event/Product/Contest (Examples)	Description	Estimated Numbers Reached
"Flex Your Power! Take the Pledge!" Launch event and school competition..	The launch will begin with a presentation to the Board of Supervisors where a proclamation will be signed launching August as Energy Efficiency Month in Lodi. Local schools will compete to see how many students return pledge card stubs signed by parents. Winning classes will receive pizza parties. Media will be invited to cover the event/s.	1000
Flex Your Power Junior High Rap Contest	Local junior high students will compete for the best 20-second "rap" promoting energy efficiency. Local radio station will run the "rap" as a PSA. The top three individuals/groups will receive cash prizes and media will be invited to cover the finalists' performance at a school rally.	2000 on-air listeners
Flex Your Power Calendar	A 2008 calendar will be created with winning artwork from local youth and energy efficiency tips for each of the twelve months. Calendars will be distributed through churches, businesses, city offices and service groups. High school art departments and after school programs will submit artwork to be judged by local dignitaries. Media will be invited to cover the project.	2,000
"Flex Your Power Bingo for Seniors"	Seniors at local day care centers and housing units will be provided with a presentation and collaterals followed by an energy trivia bingo game. Prizes will include EnergyStar products such as fans or floor heaters or grocery certificates. Pledge cards will be distributed. Local newspaper will be invited to cover the story.	200
"Save the Earth! Swap a Bulb"	Media will be invited to an agency open house event for adults and youth to exchange old bulbs for energy efficient bulbs. Agency will provide a presentation and the mayor will launch the pledge card drive by presenting a proclamation declaring July Energy Efficiency Month in Fresno. Craft stations will be	300

**2007 Flex Your Power Community Outreach Campaign**

<p>“We’re Flexing Our Power” neighborhood pledge program.</p>	<p>set up for youth to decorate old bulbs as sculptures/ornaments. Local neighborhood residents will be invited to attend a presentation about Flex Your Power that will include information about the benefits of reducing energy consumption. Pledge cards will be distributed and stubs collected. Each household that submits a stub will receive Flex Your Power collaterals as well as a locally produced product such as a door hangar, bumper sticker, mailbox decoration, lawn sign, Mylar balloon, etc. with the slogan “We’re Flexing Our Power”.</p>	<p>1,000</p>
---	--	--------------

**4. Place campaign advertisements in local venues such as newspapers, newsletters, movie theatres (slides), bus interiors and exteriors, bus shelters, etc. (RS&E provides ads and assists with placements.)**

Name of Publication, Theatre, etc. (Examples)	Type of Ad & Placement Date	Circulation/ Households/Individuals Reached (Venues have this information.)
Century 12 Cinema Center	Theatre advertising slides will run for 1 month on 12 different movie screens in the complex. Date TBD	6,000
Fresno Daily News	Quarter-page ad. Date TBD	40,000
Bigsville Transit Authority	Ads will be placed in bus interiors and on selected bus benches in targeted areas. Date TBD	4,000
Imperial Bus Lines	Bus exterior ad - July 2005	6,000
Calville Weekly Community News	Quarter page ad - date TBD	

**6. Additional projects or comments:**

# 2007 Flex Your Power Rural Community Outreach Campaign

## SAMPLE 2007 Budget Proposal

*Note: This is an estimated budget. Costs for goods and services will vary by location. Form is also available in Excel format.*

Estimated Expenses	Estimated Expenditures
<b>Personnel</b>	6,000.00
Administrative & staff support staff time (Not to exceed \$6,000)	
Subcontractor: Name: John Doe Graphic Design Service to provided: Design and incorporate "Flex Your Power Energy Saving Tips" for calendar	100.00
<b>Estimated mileage @ \$.445 per mile</b> (Please list cities/areas to be visited) 200 miles for travel to Marysville, Yuba City, Wheatland	89.00
<b>Meals</b> (Limits: Breakfast-\$4; Lunch-\$10; Dinner-\$18)	75.00
<b>Printing/Postage/Shipping</b> (Flyers, announcements, calendars, bingo cards, invitations, etc.) Flyers \$100 for contest announcement Postage \$200 Shipping \$50	350.00
<b>Advertising Placements</b> (Please list venues, i.e. print, broadcast, and others such as bus interiors, benches and theatre complexes.) Inland Movie Theatres (slides) 350 x 4 weeks = \$1580 Daily News (quarter page ad) 2 days @ \$500 per day = \$1000 Valley Weekly Community News (quarter page ad) 4 weeks @200 per week = \$800	3,380.00
<b>Incentives</b> (Please include amounts of stipends, gift certificates, prizes, etc.) Prizes for senior bingo: 10 Grocery gift certificates = \$200 Prizes for "rap contest" winners (Gift certificates for amusement park, movies, record stores, pizza parlors) = \$300 Energy efficient lightbulbs for bulb swap = \$300 Pizza party for school class with most pledge stubs returned = \$100 Mylar balloons for mailbox decorations in "We're Flexing" neighborhood plodge drive = \$200 Craft supplies for youth decorating old bulbs turned in at bulb exchange event = \$50	1,150.00
<b>Events</b> (Please include site rentals, equipment rentals, decorations, street banners, training materials, etc.) County Fair booth rental = \$50 PA System rental for bulb swap event = \$100 Game wheel for exhibit booth game = \$300 Decorations for pledge card launch event = \$50 Flex T-Shirts for staff at Flex events = \$200	800.00
Remaining discretionary funds (Not to exceed \$200)	56.00
<b>TOTAL</b>	<b>\$12,000.00</b>