



# MEMORANDUM

EXECUTIVE OFFICE, COUNTY OF RIVERSIDE

**Bill Luna**

County Executive Officer

**Jay E. Orr**

Assistant County Executive Officer

**TO:** Nancy Romero, COB  
**FROM:** Jay E. Orr, Assistant CEO  
**DATE:** September 26, 2008  
**RE:** DELETION OF AGENDA ITEM

Community Action Partnership is requesting that the following item be deleted from the agenda:

#3.23 – Memorandum of Understanding #05936 with Richard Heath and Associates, Inc. for Universal Lifeline Telephone Service Marketing Program.

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

625



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

**SUBMITTAL DATE:**  
8/25/08

**SUBJECT:** : Memorandum of Understanding #05936 with Richard Heath and Associates, Inc. for Universal Lifeline Telephone Service Marketing Program

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

- 1) Authorize the Chairman of the Board to sign the attached Memorandum of Understanding #05936 between Richard Heath and Associates, Inc. (RHA) and Community Action Partnership of Riverside County (CAP Riverside) for the term August 11, 2008 through January 12, 2009 not to exceed \$500.

FORM APPROVED COUNTY COUNSEL  
BY: *Larisa R-Mickenna* DATE: 8/24/08  
LARISSA R-MICKENNA  
Departmental Concurrence

Continued (2 pages total)

*Maria Y. Juarez*  
\_\_\_\_\_  
Maria Y. Juarez, CCAP, Deputy Director for  
Lois J. Carson, CCAP, Executive Director

<b>FINANCIAL DATA</b>	Current F.Y. Total Cost:	\$ 500	In Current Year Budget:	Yes
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	No
	Annual Net County Cost:	\$ 0	For Fiscal Year:	08/09

<b>SOURCE OF FUNDS:</b> 100% Richard Heath and Associates, Inc.	<b>Positions To Be Deleted Per A-30</b>	<input type="checkbox"/>
	<b>Requires 4/5 Vote</b>	<input type="checkbox"/>

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

APPROVE  
*Debra Courmoyer*  
BY: *Debra Courmoyer*  
Debra Courmoyer

**County Executive Office Signature**

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

**Prev. Agn. Ref.:** 4/24/07 (#3.24) | **District:** | **Agenda Number:**

ATTACHMENTS FILED  
WITH THE CLERK OF THE BOARD

**3.23**

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

**DATE:** 8/25/08

**SUBJECT:** Memorandum of Understanding #05936  
with Richard Heath and Associates, Inc.  
for the Universal Lifeline Telephone Service  
Marketing Program

**PAGE:** 2 of 2

**BACKGROUND:**

Since 2003, RHA has made funding available to CAP Riverside for a marketing program to increase participation in the Universal Lifeline Telephone Service (ULTS), which provides telephone service to eligible low-income customers at reduced rates. CAP Riverside acts as the Community Awareness Provider, and is responsible to disseminate program information through various activities, such as:

- Brochure racks
- Customer referrals to LifeLine Call Center
- Community events or programs
- Collateral inserts in customer mail outs.

Memorandum of Understanding #05936 establishes program funding for the first quarter beginning August 11, 2008 through January 12, 2009.

Therefore, the Executive Director of CAP Riverside requests that the Board approve the Memorandum of Understanding #05936 with Richard Heath and Associates, Inc.

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

**CONCUR/EXECUTE:**

LJC:MYJ:KA;jb