

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



FROM: Supervisor John J. Benoit

SUBMITTAL DATE:
July 29, 2014

SUBJECT: Fourth District Use of Community Improvement Designation (CID) Funds

RECOMMENDED MOTION: That the Board of Supervisors:

1. Approves the use of Community Improvement Designation funds for the Riverside County Economic Development Agency (EDA) to assist with outreach to 40,000 constituents.
2. Approves and directs the Auditor-Controller to make the following budget adjustments;


Increase Appropriations:
10000-1000100000-536200

\$3,464.16
Contributions to Non-County Agencies

Decrease Appropriations:
10000-1000100000-330135

\$3,464.16
Community Improvement

1. eMotiv Marketing and Consulting \$3,464.16
160 W. Foothill Pkwy #105-28
Corona, CA 92882


 Supervisor John J. Benoit
 4th District

Departmental Concurrence

| FINANCIAL DATA | Current Fiscal Year: | Next Fiscal Year: | Total Cost: | Ongoing Cost: | POLICY/CONSENT (per Exec. Office) |
|---|----------------------|-------------------|-------------|--------------------------|---|
| COST | \$ 3,464.16 | \$ 0 | \$ 3,464.16 | \$ 0 | Consent <input type="checkbox"/> Policy <input checked="" type="checkbox"/> |
| NET COUNTY COST | \$ 0 | \$ 0 | \$ 0 | \$ 0 | |
| SOURCE OF FUNDS: Community Improvement Designation Fund 10000-1000100000-330135 | | | | Budget Adjustment: Yes | |
| | | | | For Fiscal Year: 2014/15 | |

- A-30
- 4/5 Vote
- Positions Added
- Change Order

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

3-65

**SUBMITTAL TO THE BOARD OF SUPERVISORS, COUNTY OF RIVERSIDE, STATE OF CALIFORNIA
FORM 11: 4th District Use of Community Improvement Designation Funds (CID)**

DATE: July 29, 2014

PAGE: 2 of 2

BACKGROUND: Starting during my tenure in the State Assembly, I began publishing a monthly email newsletter called *The Benoit Bulletin* focused on providing information and updates to my constituents. This popular publication reaches 40,000 constituents and is a vital tool in my constituent outreach, informing the public about critical issues in their community.

Each *Benoit Bulletin* features an overview of activities in the Fourth District from the previous month, a county legislative update and a list of upcoming local and county events. *The Benoit Bulletin* also serves as a primary handout to public events that my staff and I attend.

My previous email marketing provider recently discontinued service. After a lengthy search, I have found and tested SnattleRake as a replacement. I have determined that SnattleRake offers sufficient hosting and support services to publish *The Benoit Bulletin* at prices that beat the major mass email providers. I negotiated a rate of 24 months for \$3,464.16, close to half the cost of similar service with Constant Contact.