



TOWN OF UNIVERSITY PARK

April 27, 2012

Mr. Vernon Archer, Mayor
Town of Riverdale Park
5008 Queensbury Road
Riverdale Park, MD 20737

John Rogard Tabori
Mayor

COMMON COUNCIL
Jacqueline O. Bradley Chacón
David Brosch
Len Carey
Michael B. Cron
James Charles Gekas
Susan E. McPherson
Heidi A. Sorensen

Re: Letter of Understanding between the Town of University Park and Riverdale Park regarding the deployment of the "STEP-UP" home energy program

Dear Mayor Archer:

The Small Town Energy Program for University Park ("STEP-UP") is a grant-funded program with the primary goal of reducing energy use in single family homes through improved energy efficiency. This letter of understanding between the Town of University Park ("UP") and Riverdale Park follows recent discussions with you and with Council about the prospect of deploying STEP-UP in Riverdale Park. The main points of mutual understanding are as follows:

- 1. Approval and Time lines:** This letter of understanding between UP and Riverdale Park must be signed and returned by May 9th, 2012. The program launch in Riverdale Park is anticipated to take place on or around July 1st, 2012, after which the program will run for one year.
- 2. Funding:** UP supports STEP-UP through grant funding received from the US Department of Energy. A portion of these grant funds will be used to support the expansion of STEP-UP into Riverdale Park.
- 3. Staffing:** STEP-UP employs an Energy Coach, a Program Director, interns, and several consultants in the fields of Quality Assurance / Quality Control, Communications and Program Evaluation. These same personnel, supported through STEP-UP grant funds, will support the expansion of STEP-UP within Riverdale Park.
- 4. Support and Point of Contact:** Riverdale Park will appoint an individual or committee to serve as the local point of contact for STEP-UP. STEP-UP personnel will consult with

this/these individual(s) regarding program deployment in Riverdale Park. Chuck Wilson, STEP-UP Program Director, will serve as the primary point of contact for UP.

5. **Rebranding:** STEP-UP will be re-branded prior to program expansion to avoid the perception of STEP-UP being an exclusive program of UP.
6. **Forms and Conditions:** The program will continue to make use of the same forms and conditions that have been or will be developed for use by STEP-UP in UP, subject to the rebranding noted previously and such updates as are required from time to time regarding changes in policies and requirements of STEP-UP and / or other programs leveraged by it. Examples include: Participation Agreement with Program Benefits & Requirements, Step-by-Step with STEP-UP, financing chart, contractor chart, incentives chart, Request for Incentives, surveys. All participants in the program are required to use these forms.
7. **Deployment:** The expansion of STEP-UP into Riverdale Park will be preceded by baseline surveys to better understand the local market. After the program launch, STEP-UP will be promoted through a combination of efforts that may include energy fairs, house parties, lawn signs, door-to-door, list serve, local newsletter articles and workshops.
8. **Contributions from Riverdale Park:** Riverdale Park will contribute sufficient in-kind resources, as and when needed, to support the effective and efficient deployment, marketing and operating of the program in Riverdale Park. This may take the form of agreement to / assistance with distribution of surveys and other communications to homeowners – including email addresses, permission to walk door-to-door, permission to post signs, use of public spaces, occasional space for meetings, access to local list serves and so forth.
9. **Termination of Program:** The deployment of STEP-UP in Riverdale Park is a cooperative effort and may be terminated at any time that the parties believe it is in their best interest.

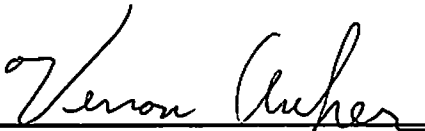
If you are in agreement with the foregoing, please return an executed copy of this letter to my office by May 9th, 2012. Again, thank you for your interest in working with University Park to deliver STEP-UP in your community.

Sincerely,



John Rogard Tabori
Mayor, Town of University Park

THE FOREGOING IS HEREBY ACKNOWLEDGED & AGREED TO:

By: 
Mr. Vernon Archer
Mayor, Riverdale Park