



CONTRA COSTA COUNTY

AGENDA

Internal Operations Committee

Supervisor Candace Andersen, Chair
Supervisor Diane Burgis, Vice Chair

Monday, July 28, 2025

10:30 AM

**309 Diablo Rd, Danville
3361 Walnut Blvd, Suite 140, Brentwood
<https://cccouny-us.zoom.us/j/810798429>**

19

**Call in: (888) 278-0254, Conference
code: 845965**

The public may attend this meeting in person at either above location. The public may also attend this meeting remotely via Zoom or call-in.

Agenda Items: Items may be taken out of order based on the business of the day and preference of the Committee.

1. Introductions
2. Public comment on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to two (2) minutes).
3. RECEIVE and APPROVE the Record of Action for the June 23, 2025 Internal Operations Committee meeting. (Julie Enea, County Administrator's Office) [25-3042](#)
Attachments: [DRAFT IOC Record of Action for June 23, 2025](#)
4. CONSIDER report and recommendations for improving the County's policy on purchasing and distributing gift cards as program incentives, especially by contracted community organizations. (Julie Enea, County Administrator's Office) [25-3043](#)
Attachments: [Admin Bulletin 615 Incentives for County Programs 12-12-09](#)
[Contractor Gift Cards by Dept](#)
[Board Referral to IOC Gift Cards 5-13-25](#)
5. The August 25, 2025 has been canceled. The next meeting is currently scheduled for September 22, 2025
6. Adjourn

General Information

This meeting provides reasonable accommodations for persons with disabilities planning to attend a the meetings. Contact the staff person listed below at least 72 hours before the meeting. Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the County to a majority of members of the Committee less than 96 hours prior to that meeting are available for public inspection at 1025 Escobar St., 4th Floor, Martinez, during normal business hours. Staff reports related to items on the agenda are also accessible on line at www.co.contra-costa.ca.us.

HOW TO PROVIDE PUBLIC COMMENT:

Persons who wish to address the Committee during public comment on matters within the jurisdiction of the Committee that are not on the agenda, or who wish to comment with respect to an item on the agenda, may comment in person, via Zoom, or via call-in. Those participating in person should offer comments when invited by the Committee Chair. Those participating via Zoom should indicate they wish to speak by using the “raise your hand” feature in the Zoom app. Those calling in should indicate they wish to speak by pushing *9 on their phones.

Public comments generally will be limited to two (2) minutes per speaker. In the interest of facilitating the business of the Board Committee, the total amount of time that a member of the public may use in addressing the Board Committee on all agenda items is 10 minutes. Your patience is appreciated.

Public comments may also be submitted to Committee staff before the meeting by email or by voicemail. Comments submitted by email or voicemail will be included in the record of the meeting but will not be read or played aloud during the meeting.

For Additional Information Contact: julie.enea@cao.cccounty.us



CONTRA COSTA COUNTY

1025 ESCOBAR STREET
MARTINEZ, CA 94553

Staff Report

File #: 25-3042

Agenda Date: 7/28/2025

Agenda #: 3.

INTERNAL OPERATIONS COMMITTEE

Meeting Date: July 28, 2025

Subject: RECORD OF ACTION FOR THE JUNE 23, 2025 MEETING

Submitted For: Monica Nino

Department: County Administrator

Referral No:

Referral Name:

Presenter: Julie Enea

Contact: julie.enea@cao.cccounty.us

Referral History:

County Ordinance requires that each County body keep a record of its meetings. Though the record need not be verbatim, it must accurately reflect the agenda and the decisions made in the meeting.

Referral Update:

Attached is the Record of Action for the June 23, 2025 Internal Operations Committee meeting.

Recommendation(s)/Next Step(s):

RECEIVE and APPROVE the Record of Action for the June 23, 2025 Internal Operations Committee meeting.

Fiscal Impact (if any):

None.



CONTRA COSTA COUNTY

Committee Meeting Minutes

Internal Operations Committee

Supervisor Candace Andersen, Chair
Supervisor Diane Burgis, Vice Chair

Monday, June 23, 2025

10:30 AM

309 Diablo Rd, Danville
3361 Walnut Blvd, Suite 140, Brentwood
<https://cccouny-us.zoom.us/j/81079842919>
Call in: (888) 278-0254, Conference code:
845965

1. Call to Order

Chair Andersen called the meeting to order at 10:32 a.m. In attendance were Rochelle Johnson, Lijia Lumsden, Ximena Castro, Warren Lai, Larry Theis, Jill Ray, Alicia Nuchols, the District III Supervisor's office, Laura Strobel, and an unidentified caller.

Present: District II Supervisor Candace Andersen and District III Supervisor Diane Burgis

2. Public comment on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to two (2) minutes).

No public comments were made.

3. RECEIVE and APPROVE the Record of Action for the May 27, 2025 Internal Operations Committee meeting. (Laura Strobel, County Administrator's Office)

Attachments: [DRAFT IOC Record of Action for 5-27-25](#)

Aye: Chair Candace Andersen and Vice Chair Diane Burgis

Result: Passed

4. CONSIDER draft guidelines and PROVIDE direction to the Public Works Department on the Public Art Program on County-Owned Utility Boxes, for recommendation to the Board of Supervisors. (Warren Lai, Public Works Director; Larry Theis, Consultant)

Attachments: [Guidelines for Public Art Program on County -Owned Utility Boxes; FINAL DRAFT \(6-23-25\)](#)

Warren Lai introduced the item and Larry Theis from Theis Engineering presented the report. Supervisor Andersen requested that Public Works contact the City of Lafayette regarding any potential heat issues with wrapping their utility boxes. Supervisors Burgis and Andersen favored the proposal to have a District-specific group review and approve the art concept and then forward it to Public Works for technical review only, without involving another committee at the overall County level for further review and approval.

Supervisor Andersen wants the municipal advisory committee (MAC) or an ad-hoc committee of local residents to review the art concept for the utility box. Supervisor Andersen also asked for legal advice on this matter, including any Brown Act considerations.

Supervisor Burgis requested that the number and location of utility boxes by district be included in the staff report to the Board of Supervisors.

Supervisor Burgis requested that Public Works evaluate whether the utility boxes have already been treated with anti-graffiti coating by the County and determine if this practice can continue in the future. Additionally, Public Works was asked to include a percentage qualifier specifying the maximum amount of dark paint to be used in the designs and provide more information on the recommended level of personal insurance for prospective artists. The Supervisors also requested that a traffic cone kit be distributed to each District office to be loaned out to prospective artists as needed.

Larry Theis offered to evaluate if the proposed guidelines align with the County Public Art Policy.

The Supervisors requested Public Works to submit the revised guidelines to the entire Board of Supervisors for discussion with a PowerPoint presentation and to develop a list of frequently asked questions for prospective artists regarding this policy.

Aye: Chair Candace Andersen and Vice Chair Diane Burgis

Result: Passed

5. CONSIDER draft policy on use of County parks and PROVIDE direction to the Public Works Department on any revisions to the policy for future consideration by the Board of Supervisors. (Rochelle Johnson, Public Works Department)

Attachments: [Park Use Policy DRAFT 6.23.25](#)

Rochelle Johnson from Public Works presented the report. Supervisors requested posting the rules and using a QR (quick response) code for FAQs (frequently asked questions) and policy access. The report was accepted, and Public Works was directed to submit it as a Consent item to the full Board of Supervisors.

Aye: Chair Candace Andersen and Vice Chair Diane Burgis

Result: Passed

6. The next meeting is currently scheduled for July 28, 2025.

The Committee confirmed the next meeting date.

7. Adjourn

Chair Andersen adjourned the meeting at 11:11 a.m.

For Additional Information Contact: Julie.Enea@cao.cccounty.us or Laura.Strobel@cao.cccounty.us



CONTRA COSTA COUNTY

1025 ESCOBAR STREET
MARTINEZ, CA 94553

Staff Report

File #: 25-3043

Agenda Date: 7/28/2025

Agenda #: 4.

INTERNAL OPERATIONS COMMITTEE

Meeting Date: JULY 28, 2025
Subject: GIFT CARDS AS PROGRAM INCENTIVES
Submitted For: MONICA NINO
Department: COUNTY ADMINISTRATOR
Referral No: IOC 25/9
Referral Name: GIFT CARDS AS PROGRAM INCENTIVES
Presenter: JULIE ENEA
Contact: Julie.Enea@cao.cccounty.us

Referral History:

At the March 2025 IOC meeting, Vice Chair Burgis inquired about contractors issuing gift cards under County-funded contracts after the Auditor-Controller's annual internal audit plan presentation. On May 13, 2025, the Board of Supervisors (BOS) tasked the IOC with reviewing the County's policy and procedures for purchasing and distributing gift cards as program incentives, especially by community-based organizations contracted by the County.

There is a risk of fraud, waste, and abuse when converting grant or contract funds into gift cards because of the difficulty in tracking and monitoring their use. Without strong oversight, these costs may be questioned during audits. In 2009, the County Administrator established a policy (Administrative Bulletin 615, attached) for purchasing and distributing gift cards as incentives for County programs, as authorized by the BOS.

This report outlines the County's policy on using incentives like gift cards and vouchers across departments and special districts, provides examples from major departments, and presents findings. Unless otherwise noted, the data was compiled from information extracted from past BOS agendas.

Findings

From July 2009 through June 2025, there were 142 BOS actions relating to gift card programs administered by County departments, either directly or through a contractor, totaling about \$3.5M or, on average, about \$220,000 annually. Most of the incentives authorized by the Board of Supervisors since FY 2009/10 were related to programs administered by the Health Services Department, as shown in the following table.

County Dept/Agency	Since 2009/10
Contra Costa Fire Protection Dist.	-
County Administrator	7,392
District Attorney	222,550
Employment & Human Services	30,550
Health Services	3,072,321
Library	1,000
Probation	106,660
Probation/Reentry and Justice	61,450
Public Defender	10,070
Veterans Services*	5,000
Grand Total	3,516,993

The next table summarizes the most common uses of gift card incentives administered by County departments.

County Dept	Purpose of Incentive
Health	Tuberculosis Program, preventative health care, healthy choices, MHSA planning, youth at Calli House, HIV/AIDS support, etc
Employment and Human Services	School attendance, foster youth support
Probation	Evidence-based incentives, foster parents, rehabilitative program incentives, transportation for AB109 programs, stabilization support for Post-Release Community Supervision clients
District Attorney	Gun buyback, neighborhood restorative justice, human trafficking awareness
Public Defender	transportation support to Alternatives to Supervision (ATS) clients
Fire District	Aid to victims of an emergency
Library	Community engagement process for Bay Point Library planning
Veterans Services	promote services to veterans

The Internal Audit Division of the Auditor-Controller's office regularly conducts audits of gift cards managed by County departments. The 25 most recent findings are categorized as follows. These findings apply to most of the departments listed in the previous table.

Internal Audit Findings on Gift Card Incentives	25
Gift cards not logged properly	8
Lack of awareness of a County policy	6
No audit or only partial reconciliation	5
Cards not issued in sequential order	3
Shortage discovered/cards missing	2
BOS approval not obtained or purchases exceeded BOS authorization	1

Some County departments have allocated funds for gift card incentives through contractors without Board of Supervisors' approval, as required. These allocations were often included in a Service Plan or sometimes not

specified in the contract, contradicting County policy. Therefore, contractors managing gift card programs must comply with County policy.

A survey of key County departments about their use of gift cards as incentives in contracted programs identified 38 current or recent contracts involving gift card distribution by agencies contracted with Health Services, Probation, Employment and Human Services, and Conservation and Development (see attached survey summary). Department fiscal divisions generally oversee these transactions, requiring receipts, logs with card details, and sometimes beneficiary confirmations. We could determine only that Employment and Human Services used contract language to address gift cards with contractors.

Recommendation(s)/Next Step(s):

1. Clarify that the County's policy on incentives for County programs and services applies to certain programs and services, whether provided by County departments or their contractors.
2. A set of Special Conditions* should be incorporated with all future County service contracts under which County funding will be used to purchase and distribute gift cards or other monetary program incentives, substantially in the following form and as approved by County Counsel:

“Gift Cards. *Contractor shall comply with the following with respect to gift cards, gift certificates and any and all similar incentives of redeemable cash value (hereinafter “Gift Cards”) purchased under this Contract:*

- A. Alignment with Programmatic Goals.** *Contractor shall only issue Gift Cards to recipients (hereinafter “Client(s)”) to advance the programmatic goal(s) set forth in the Service Plan. In furtherance of these goals, Contractor shall do the following prior to issuing a Gift Card to a Client:*
 - i. Communicate one or more tasks for Client to attain within a specified timeframe;*
 - ii. Verify and document that Client has made a good faith effort to complete the task or tasks; and*
 - iii. Ensure the Gift Card value does not exceed the expected value of the Client’s task(s) to advancement of the programmatic goal(s) set forth in the Service Plan.*
- B. Gift Card Log.** *Contractor shall keep a log of Gift Cards distributed to Clients in order of identification number (usually 16 digits) that contains the following information:*
 - i. Purchase date*
 - ii. Company name*
 - iii. Gift Card identification number (e.g. 5001-000-000-0001)*
 - iv. Issue date*
 - v. Client name/ID*
 - vi. Reason for issuance/program goal*
 - vii. Description of client activity to advance program goal*
 - viii. Gift Card amount*

The Gift Card log is subject to audit by the County. Contractor should also conduct its own quarterly internal audit to compare its Gift Card inventory with log entries to account for all

purchased gift cards. Contractor shall promptly report any irregularities to the County.

C. Reimbursement. *Gift Cards are not eligible for County reimbursement if Contractor fails to do the following:*

- i. Satisfactorily log distribution of the Gift Card, as determined by the County;*
- ii. Timely submit the gift card receipt to the County and otherwise comply with the Payment Provisions, and;*
- iii. Distribute the Gift Card within the time frame set forth in the Service Plan or, if the Service Plan is silent on this point, before the end of the Contract term.*

D. Acceptable Gift Cards. *Generally acceptable Gift Cards include those that may be used to purchase goods such as merchandise and groceries, and local transportation services.*

- i. Gift Cards shall not be redeemable for alcohol, tobacco, controlled substances, or services, including, but not limited to, movies, mini-golf, or concerts.*
- ii. The purchase of a Visa, MasterCard, or American Express Gift Card is prohibited.*

E. Limitations on Distribution. *Contractor shall not distribute Gift Cards:*

- i. To individuals or corporations with whom Contractor, its employees, agents or subcontractors have any financial, familial or personal relationship;*
- ii. In exchange for participation in services for which Contractor or County may be reimbursed by a funding source other than the funding source used to purchase the Gift Cards. Contractor shall also not seek more than one reimbursement for a single Gift Card, or;*
- iii. Through a subcontractor.*

F. Gift Card Policy. *Contractor shall incorporate these special conditions into a written Gift Card Policy and distribute to its employees responsible for handling Gift Cards.*

**Other Special Conditions might also be required by the funding source, e.g., a State or Federal granting agency.”*

3. DIRECT the County Administrator to update the administrative policy on incentives for County programs and services to be consistent with Recommendations 1 and 2 and to promulgate the revised policy to all County departments.

Fiscal Impact (if any):

Implementing the recommendations is expected to incur little to no cost. Department heads will ensure their staff follow County policy and procedures. The County Administrator’s Office, with help from the Auditor’s Internal Audit Division and the Purchasing Agent, will address noncompliance issues arising from lack of awareness or lack of training.

CONTRA COSTA COUNTY

Office of the County Administrator

ADMINISTRATIVE BULLETIN

Number: 615
Date: December 10, 2009
Section: Purchasing

SUBJECT: Incentives for County Programs and Services (such as gift cards and vouchers)

I. APPLICABILITY. This bulletin is applicable to all County departments and special districts, implementing incentive programs, such as gift cards and vouchers, to promote certain County program and services.

II. AUTHORITY. In accordance with the provisions of County Ordinance Code Section 24-4.008, the County Administrator has the authority and responsibility to establish and enforce purchasing policies in County departments and agencies, including the purchasing of incentives for certain County programs and services.

Article XVI, section 6 of the California Constitution prohibits the gift of public funds. However, if a gift card or voucher promotes a valid and substantial public purpose within the authorized mission of a public agency, the prohibition does not apply.

III. PURPOSE. The County Budget, as adopted by the Board of Supervisors, includes budgetary provision for specific programs and services administered by County Departments. County Departments may wish to promote certain County programs and services by providing incentives, such as gift cards or vouchers, which are related to the program or service. In some instances, outside funding is secured for the specific purpose of providing incentives. This bulletin sets forth County policy and procedures for the purchase and distribution of incentives, such as gift cards and vouchers.

IV. POLICY. The use of incentives, such as gift cards and vouchers, to promote certain County programs and services may be authorized consistent with this Administrative Bulletin.

V. AUTHORIZATION FOR PURCHASING INCENTIVES. The Board of Supervisors authorization must be obtained prior to the purchase of incentives for a certain County program or service. Board approval may be obtained when the

Board approves funding provided to the County by an outside entity, such as a grant, if the Board Order to accept the funds also includes approval for the purchase of incentives as set forth in 1-4 below. If the Board Order to accept funding does not also include authorization to purchase incentives, then the Department Head or designee must obtain separate Board approval to purchase incentives.

Department Heads may request approval by the County Administrator's office to seek the Board of Supervisor authorization to purchase incentives when funding is provided to the County by an outside entity, such as a grant, via an Agenda Item Request. The Request must:

1. Document how the proposed incentive program will effectively promote a certain County program or service.
2. Include the amount provided to the County for the purchase of incentives.
3. Identify the number, dollar amount, and type of incentives to be purchased by the County.
4. Specify whether or not a County match is required as part of the incentive program. If a County match is required, the Board Order must clearly state the total amount of County funds to be expended.

The County Administrator's Office will review the Agenda Item Request and, if appropriate, forward the item to the Board of Supervisors with a recommendation.

VI. PROCEDURES FOR PURCHASING, PAYING, AND DISTRIBUTING INCENTIVES.

1. The Purchasing Agent may purchase, on behalf of a County Department, gift cards, vouchers, or other incentives only by order or resolution of the Board of Supervisors.
2. Reimbursement for gift cards or vouchers may not be made on an Employee Demand, Procurement Card, or from Petty Cash.
3. A certified board order or grant document that specifies the number, amount and type of incentive must be attached to the accounts payable voucher in order for the expenditure to be paid. No expenditure will be paid that exceeds the limit specified on the board order or grant document.
4. Gift cards shall not be distributed to County employees or members of County Advisory Boards or Commissions.
5. Only gift cards or vouchers for department stores and other retail cards (e.g., Starbucks, Jamba Juice, etc.) qualify as non-cash awards. Such gift certificates,

vouchers or cards must confer only the right to receive tangible personal property, not cash or the ability to reduce the balance due on the recipient's account with the merchant.

6. Visa, MasterCard, or American Express Gift Cards purchases are prohibited. Such gift cards closely resemble cash and could be "gifts of public funds."
7. The purchase of gift certificates for services is prohibited.
8. The value of the gift card, voucher, or incentive must be reasonable in relation to the actual or expected County benefit.
9. Departments must have procedures in place on the secure handling and distribution of gift cards, vouchers and other incentives. Procedures shall include, but not be limited to, the following:
 - a. Paying against a purchase order allows the Department to track the amount paid so as not to exceed the authorized limit. Should a department choose to make payment on warrant requests, then some other method of tracking would need to be developed, e.g., insert grant number or board resolution number into description field.
 - b. Gift cards, vouchers, and other incentives are a form of cash and should be treated as such. Departments that purchase gift cards, vouchers and other incentives, must have a written procedure on how to distribute, safeguard, and document their use that will provide sufficient oversight and security against any misuse or loss. The Department will appoint a custodian to oversee the safeguarding and tracking of these items. Gift cards, vouchers, and other incentives shall be kept in a locked and secure location with access limited to authorized personnel only. Gift Card Log (sample attached) shall be maintained documenting the following:
 - Date received into inventory
 - Serial number of each item
 - Date issued
 - Client name or identification number
 - Reason for issuance
 - Monetary value
 - Client initials upon receipt
 - Custodian initials verifying client receipt

Management should conduct periodic, unannounced audits of the log and gift cards, vouchers, and other incentives to ensure that the undistributed items listed on the log correspond to the inventory on hand. Shortages must be reported when discovered in accordance with the procedures in Administrative Bulletin 207. The Auditor will include a review of the

Department procedures and compliance with those procedures during its routine departmental audit.

A handwritten signature in black ink, appearing to read 'David Twa', is positioned above a horizontal line.

David Twa
County Administrator

Originating Department: County Administrator

Department:

Program Name:

Page 5 of 5

COUNTY CONTRACTORS THAT PURCHASE/DISTRIBUTE GIFT CARD INCENTIVES
- FROM INFORMAL SURVEY -

Dept/Contractor	Contract Payment	
	Limit	Incentive Estimate
Conservation & Development	-	
Participaton in substance abuse disorder program		
Keller Fund grantees		
Rodeo economic development	-	
Bay Front Chamber of Commerce	-	
Employment and Human Services	3,904,078	52,750
Child abuse prevention services	1,533,732	-
Child Abuse Prevention Council of Contra Costa County	1,533,732	-
Comprehensive Prevention Plan Program	862,440	42,750
Contra Costa County - EHSD First 5	150,650	7,750
Pacific Clinics	711,790	35,000
WIOA Youth Services	1,507,906	10,000
Contra Costa County Office of Education	1,031,395	-
Mt Diablo Unified School District	476,511	10,000
Health Services	26,008,310	-
Case Managers distribute gift card incentives to HIV patients.		-
Lifelong Medical Care		-
Flex fund to support Children's Behavioral Health a Gift card issued 1-time for clothes for a client	350,000	-
Mental Health Connections	350,000	-
Gift cards/vouchers as incentives for CORE H3 Programs	6,729,762	-
PHFE (dba Heluna Health)	6,729,762	-
Gift cards/vouchers as incentives for non-CORE H3 Programs (shelters, interim housing, etc)	9,888,049	-
PHFE (dba Heluna Health)	9,888,049	-
Housing Services (Coordinated Entry, Foster Youth Initiative) - rental assistance, utilities, landlord incentives, move-in costs, food vouchers, car repairs	1,458,538	-
Hope Solutions	1,458,538	-
Mobile Shower Program - gift cards for essential needs like gas or groceries, volunteer retention	50,000	-
SHARE Community	50,000	-
Rapid Rehousing (RRH) and Homeless Prevention for CalWORKs Housing Support Program - rental assistance, utilities, landlord incentives, move-in costs, food vouchers, car repairs	2,330,170	-
Hope Solutions	2,330,170	-
RRH and Homeless Prevention for HomeSafe Program - rental assistance, utilities, landlord incentives, move-in costs, food vouchers, car repairs	1,564,902	-
Hope Solutions	1,564,902	-
RRH for adults and families - rental assistance, utilities, landlord incentives, move-in costs,	1,047,411	-

COUNTY CONTRACTORS THAT PURCHASE/DISTRIBUTE GIFT CARD INCENTIVES
- FROM INFORMAL SURVEY -

Dept/Contractor	Contract Payment	
	Limit	Incentive Estimate
Lao Family Community Development	1,047,411	-
RRH, Homeless Prevention for Probation Participants - rental assistance, utilities, landlord incentives, move-in costs, food vouchers, car repairs	1,692,000	-
Hope Solutions	1,692,000	-
Support Services - move-in costs, deposits, rental assistance, and gift cards for essential needs like gas or groceries	101,970	-
Winter Nights Family Shelter, Inc.	101,970	-
Technical Assistance - online gift cards annually to members participating in funding review panel	496,509	-
Homebase	496,509	-
Technical Assistance - participant incentives	299,000	-
Focus Strategies	299,000	-
Probation	19,685,677	300,407
AB109 Employment Services	7,268,220	115,000
Rubicon Employment	7,268,220	115,000
AB109 Reentry - Family Reunification	299,238	4,770
Centerforce	299,238	4,770
Housing Services for AB109 Program	4,192,768	35,000
Lao Family	4,192,768	35,000
JY Ed. Case Managers	558,876	1,500
CCC Office of Education	558,876	1,500
Juvenile Reentry Services	433,707	24,000
FLY	183,707	4,000
RYSE	250,000	20,000
Law/Leadership Program	150,000	15,000
FLY	150,000	15,000
Mentoring Services for AB109	426,367	3,000
Men and Women of Purpose	426,367	3,000
Out of Custody Mentorship	99,883	5,000
1Hundred Years	99,883	5,000
Policing the Brain	590,000	1,225
Strategies for Youth	590,000	1,225
Prevention Services	516,033	13,201
Bay Area Community Resources	303,505	9,600
Richmond Police Activities League	212,528	3,601
Reentry Services	500,000	10,000
Bay Area Community Resources	500,000	10,000
TAY Ed. Case Managers	558,876	1,500
CCC Office of Education	558,876	1,500
TAY Program	1,043,045	30,000
FLY	1,043,045	30,000

COUNTY CONTRACTORS THAT PURCHASE/DISTRIBUTE GIFT CARD INCENTIVES
- FROM INFORMAL SURVEY -

Dept/Contractor	Contract Payment	
	Limit	Incentive Estimate
TAY Reentry Network	448,296	5,057
FLY	448,296	5,057
WC Reentry Resource Center Evening Program	188,368	6,154
Rubicon Evening Program	188,368	6,154
West County Reentry Center program	2,412,000	30,000
Rubicon Reentry Center	2,412,000	30,000
Grand Total	49,598,065	353,157



CONTRA COSTA COUNTY

1025 ESCOBAR STREET
MARTINEZ, CA 94553

Staff Report

File #: 25-1864

Agenda Date: 5/13/2025

Agenda #: C.6.

To: Board of Supervisors

From: Monica Nino, County Administrator

Report Title: County Policy on Gift Cards as Incentives for County Programs

☒ Recommendation of the County Administrator ☒ Recommendation of Board Committee

RECOMMENDATIONS:

REFER to the Internal Operations Committee a review of the County's policy and procedures on the purchase and distribution of gift cards as incentives to promote County programs.

FISCAL IMPACT:

No fiscal impact.

BACKGROUND:

The County Administrator issued, in 2009, a policy and procedures on the purchase and distribution of gift cards and vouchers as incentives to promote County programs (see attached Administrative Bulletin 615).

The Internal Operations Committee (IOC), at its March 27, 2025 discussion of the Auditor-Controller's internal audit plan for 2025, discussed this policy and the Auditor's monitoring of the distribution of gift cards and other cash-like program incentives. The IOC wishes to agendaize this policy for further discussion, specifically as it may relate to the distribution of gift card and other incentives by community-based organizations that are under contract with the County to provide to provide public programs on behalf of the County.

CONSEQUENCE OF NEGATIVE ACTION:

N/A