



# CONTRA COSTA COUNTY

1025 ESCOBAR STREET  
MARTINEZ, CA 94553

## Staff Report

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**File #:** 25-1864

**Agenda Date:** 5/13/2025

**Agenda #:** C.6.

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**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

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### 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