



Contra  
Costa  
County

To: Board of Supervisors  
From: William Walker, M.D., Health Services Director  
Date: September 13, 2016

Subject: Safeway Gift Cards for Consumer Input of the Mental Health Services Act

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**RECOMMENDATION(S):**

Authorize the Purchasing Agent, on behalf of the Health Services Department, to purchase Safeway Gift Cards to use as incentives for consumer participation as allowed under Proposition 63, the Mental Health Services Act (MHSA), in the amount of \$7,500 (500 cards at \$15.00/each).

**FISCAL IMPACT:**

No County General Funds. 100% MHSA-Prop 63.

**BACKGROUND:**

Proposition 63, the Mental Health Services Act, was passed by voters on November 2, 2004. This proposition imposes an additional 1% tax on taxable personal income above \$1 million to provide dedicated funding for expansion of mental health services and programs. Gift Cards are provided to mental health consumers and family members as an incentive for ongoing and meaningful participation and involvement as full partners in the MHSA planning processes, from the inception of the planning through implementation and evaluation of identified activities. State Department of Mental Health Letter Number 05-01 requires the participation of mental health consumers and family members in this process.

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☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY ADMINISTRATOR

☐ RECOMMENDATION OF BOARD COMMITTEE

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Action of Board On: **09/13/2016** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

**VOTE OF SUPERVISORS**

AYE: John Gioia, District I Supervisor  
Candace Andersen, District II Supervisor  
Mary N. Piepho, District III Supervisor  
Karen Mitchoff, District IV Supervisor  
Federal D. Glover, District V Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: September 13, 2016

David Twa, County Administrator and Clerk of the Board of Supervisors

By: Chris Heck, Deputy

Contact: Cynthia Belon,  
957-5201

Additionally, counties must continue to be engaged in ongoing community

### BACKGROUND: (CONT'D)

planning processes for MHSA annual plan updates and for any new MHSA plan. As such, in order to obtain broader stakeholder input, gift cards allow the county to provide a way to reward those mental health consumers and their family members who so willingly volunteer many hours to participate in the myriad MHSA planning processes. Gift cards enable the volunteer participants to cover the expenses of their transportation to/from planning meetings and also covers the expenses of their meals when they need to be away from home. The gift cards allow the county to relieve the financial burden of those volunteer mental health consumer and family members who may not have the extra funds to allow their participation. The gift cards will be administered in accordance with the requirements outlined in Administrative Bulletin #615.

### CONSEQUENCE OF NEGATIVE ACTION:

If there are no incentives available, Consumer and Family member participation and involvement will decrease during the Community Program Planning Process, which is a required component for the MHSA Three-Year Program and Expenditure Plan.

### CHILDREN'S IMPACT STATEMENT:

Not applicable.