



Contra
Costa
County

To: Board of Supervisors
From: William Walker, M.D., Health Services Director
Date: January 12, 2010

Subject: Purchase of Safeway Gift Cards for Consumer Input of the Mental Health Services Act (MHSA)-Prop 63

RECOMMENDATION(S):

Approve and Authorize the Purchasing Agent to purchase, on behalf of the Health Services Department Mental Health Division, Safeway Gift Cards to use as incentives for consumer input as allowed under Proposition 63, the Mental Health Services Act (MHSA), in the amount of \$7500.00 (500 cards @ \$15.00/ea).

FISCAL IMPACT:

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

BACKGROUND:

Pursuant to Administrative Bulletin #615 dated December 10, 2009, Board of Supervisor authorization must be obtained prior to the purchase of program incentives such as gift cards.

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. The use of incentives to secure consumer input is an allowable expenditure under the Mental

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY ADMINISTRATOR

☐ RECOMMENDATION OF BOARD COMMITTEE

Action of Board On: **01/12/2010** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I
Supervisor
Gayle B. Uilkema, District II
Supervisor
Mary N. Piepho, District III
Supervisor
Susan A. Bonilla, 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: January 12, 2010

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

By: June McHuen, Deputy

Contact: Donna Wigand,
957-5111

Health Services Act.

BACKGROUND: (CONT'D)

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 DMH Letter Number 05-01 requires the participation of mental health consumers and family members in this process. Additionally, counties must continue to be engaged in ongoing community 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.