



Contra  
Costa  
County

To: Board of Supervisors  
From: Anna Roth, Health Services Director  
Date: October 8, 2019

Subject: Safeway Gift Cards for Consumer Participation of Mental Health Services Act -Prop 63

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**RECOMMENDATION(S):**

APPROVE and AUTHORIZE the Purchasing Agent to purchase, on behalf of the Health Services Director, Safeway Gift Cards for incentives for consumer participation in Mental Health Services Act (MHSA) - Prop 63 planning processes, in the amount of \$9,975 (700 cards at \$15.00/each (\$10,500) minus a 5% government discount of \$525).

**FISCAL IMPACT:**

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

**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

☐ RECOMMENDATION OF BOARD

ADMINISTRATOR

COMMITTEE

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Action of Board On: **10/08/2019** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

**VOTE OF SUPERVISORS**

AYE: John Gioia, District I Supervisor  
Candace Andersen, District II Supervisor  
Diane Burgis, 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: October 8, 2019

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

Contact: Suzanne Tavano, PhD.,  
925-957-5512

By: Laura Cassell, Deputy

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, to obtain broader

### BACKGROUND: (CONT'D)

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 volunteer participants to cover the expenses of their transportation to and from planning meetings and 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