



Contra
Costa
County

To: Board of Supervisors
From: Anna Roth, Health Services Director
Date: September 20, 2022

Subject: Gift Cards for Clients of the Building Healthy Communities Program

RECOMMENDATION(S):

APPROVE and AUTHORIZE the Purchasing Agent, on behalf of the Health Services Department, to purchase 20 Amazon gift cards each with a \$100 value totaling \$2,000, 100 Target gift cards each with a \$50 value and 75 each with a \$5 value totaling \$5,375, 75 Safeway gift cards each with a \$25 value and 75 each with a \$10 value totaling \$2,625, the total amount not to exceed \$10,000 from grant proceeds from several funding sources (listed below) for the Building Healthy Communities (BHC) Program from September 1, 2022 through December 31, 2023, as recommended by the Health Services Director.

FISCAL IMPACT:

This \$10,000 expenditure will be entirely funded by 40% Kaiser Parks After Dark Grant, 30% Walk and Bike Leaders for Clean Air Grant, 20% Centers for Disease Control and Preventions' (CDC) Social Determinants of Health Accelerator Plan Grant, and 10% Transportation Development Act Grant.

BACKGROUND:

The Contra Costa County Health Services Building Healthy Communities Program received funding for Built Environment and Safe Routes to School efforts from various sources. The

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY ADMINISTRATOR

☐ RECOMMENDATION OF BOARD COMMITTEE

Action of Board On: **09/20/2022** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

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

ABSENT: Diane Burgis, District III
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 20, 2022

Monica Nino, County Administrator and Clerk of the Board of Supervisors

By: June McHuen, Deputy

Contact: Luz Gomez, (925)
313-6813

cc:

program provides small incentives and occasional light refreshments at meetings or events for community members and partners promoting physical activity, active transportation, bike safety education, and more.

The Building Healthy Communities (BHC) program will distribute gift cards to support activities as allowed by various grants. The CDC's Social Determinants of Health Grant - \$100 x 20 gift cards will be distributed to residents from vulnerable communities who participate in planning meetings aimed at improving access to nutrition and physical activity in low-income neighborhoods. No resident will receive more than \$100 per 2-hr meeting. Kaiser's grant supports the BHC Program, which will distribute gift cards as incentives to community residents who volunteer their time to participate in community input meetings, injury prevention events, focus groups, and surveys.

The gift cards are intended to incentivize resident participation

BACKGROUND: (CONT'D)

and support community engagement in BHC Program activities. The gift cards will aid BHC in providing injury prevention programs and services to equity priority communities across the County. The BHC program has a policy and proper controls for tracking and distributing gift cards. Records are maintained per internal record retention policy.

CONSEQUENCE OF NEGATIVE ACTION:

If this action is not approved, the grant funding for incentivizing resident participation would go unspent, and the funds would return to the funder.

CHILDREN'S IMPACT STATEMENT:

This recommendation supports the following children's outcomes: Families that are Safe, Stable and Nurturing and Communities that are Safe and Provide a High Quality of Life for Children and Families.