

# *Tulare County Employee Discounts Program*



*"Nurturing Our County Workforce:  
Cultivating Economic Wellness"*

*Adopted September 6, 2007  
Administrative Regulation No. 34*

*This program is administered by the  
Tulare County Human Resources & Development Department  
(559) 733-6266*

*[www.co.tulare.ca.us/hrd](http://www.co.tulare.ca.us/hrd)*

## Current County Discount Program

The County has had a policy of distributing discount cards and information for amusement parks to County employees in “Fun Packs”. This past practice has been in effect for at least 20 years, but has been limited to offering recreational opportunities. Currently, discounts are available to employees for the following:

- Disneyland
- Six Flags Magic Mountain
- Medieval Times
- Universal Studios
- Sea World
- Knott’s Berry Farm
- Santa Cruz Boardwalk

The current program is very limited in terms of actual benefits to employees. The recreational opportunities, or “Fun Packs”, are for entertainment parks located some geographical distance from Tulare County. The costs to the employee and their families to take advantage of these offers may be prohibitive. Thus the current offers may not be viewed by employees as motivators or as rewards. To enhance the program and make it a viable resource for employees, and for Tulare County as the employer, an expanded program is recommended.

## Why Develop a Discount and Incentive Program?

In addition to compensation and benefits, the workplace environment and the work/life balance is a major concern to today’s employees. The work/life balance or benefits encompasses such things as wellness, flexible work schedules, rewards, and recognition programs.



Tulare County Human Resources & Development Department has identified strategic tools aimed at recruiting and retaining employees in an effort to remain competitive and enable departments to continue to provide quality services to the citizens of Tulare County. Developing and nurturing our current County workforce by offering discounts, incentives and opportunities for services and products at reduced rates, or lower costs, and possibly at no cost, to the employee and their family is one of these human resources strategies.

The goal of expanding and developing a Discount Program is also in keeping with the County’s Strategic Management Plan, Initiative 4 regarding Organizational Performance, with the Goal to: “Provide a qualified, productive, and competitively compensated workforce” and with the Strategic Plan’s component of “Motivation, Reward and Recognition”.

## Variety of Discounts, Offers, and Opportunities

The County Human Resources & Development Department has received requests during the last 12-24 months from area businesses who desire to offer their discounts or services to employees. A sample of these categories of services, in addition to others identified by the Department as potential incentives, is listed below:

- Auto Maintenance
- Auto & Home Insurance
- Cell Phones/Calling Plans
- Computers (State contract)
- Entertainment
- Food/Restaurants
- Health, Fitness, Weight Loss
- Internet Service
- Memberships
- Office Products
- Sports & Recreation
- Vehicle Rental



## Growing a Local Employee Discounts Program

Tulare County is the largest employer in the area with 4,600 full-time employees. Area businesses have recognized that a large demand for products and services comes from Tulare County employees and their families. By offering discounts for various products and services to our employees, the County is also helping to support our local businesses. Businesses are willing to offer discounts and other programs not because we are a government entity, but because we are a large employer. Access to a significant employee population is a valuable marketing tool that is mutually beneficial. We are nurturing and retaining our employee workforce with economic incentives AND fostering “economic wellness” in the County community, which includes locally-sited businesses. This also ties to the County’s Strategic Plan, Initiative 2, “Economic Well Being- Promote economic development opportunities, effective growth management, and a quality standard of living”.

### The Employee Discounts Program

The attached (*proposed Administrative Regulation No. 34*) sets forth policies and procedures regarding the Tulare County Employee Discounts Program. County departments, employees, and participating businesses will be required to adhere to this adopted policy.

### Administration of the Employee Discounts Program

The Tulare County Employee Discounts Program will be administered centrally through the Human Resources & Development Department. Costs associated with administering this program will primarily involve staff time to establish contacts, locate and confirm discount opportunities, coordinate with businesses, internally market offers to employees, and facilitate the distribution of coupons or discounts. At start-up of the Program, there may be some associated printing, packaging and delivery costs but this is estimated to be minimal and can be absorbed within the departmental budget.



### Employee Discounts Program Linkages

The goals and expected outcomes/benefits of the Employee Discounts Program cross departmental and functional lines of the County organization. Linkages must be developed and maintained between the Functional Groups of departments, the human resources/personnel representatives (HR Advisory Group), with recognized employee organizations, the business and economic development community, and with our internal stakeholders, our Employees. Through various group and advisory meetings, in ongoing communications to employees, and in outreach to the business community the Human Resources & Development Department will seek input from and share information with the identified stakeholders, work cooperatively in leveraging resources, and actively work toward problem-resolution to ensure the success of this program. An Employee Discounts Program is part of an overall benefit package for County employees. This should be viewed in the same way we leverage the size of the employee group to maximize purchasing power for insurance.

#### **Monitoring and Evaluation:**

Ongoing monitoring of discounts offered and evaluation of the employee’s experience in obtaining discounts, products or services will occur through annual surveys and via customer feedback. An annual evaluation of the program will be conducted using the stakeholders/groups listed above and reported to the County Administrative Officer. Modifications to the program and changes to the policy and procedures may be necessary as the program is fully developed and implemented.

## **Tulare County Employee Discounts Policy**

### **Program Description:**

Participating businesses will receive marketing exposure to Tulare County employees in exchange for offering Low Cost/reduced rates, or No Cost/free offers, for products and services.

Criteria for participating businesses shall include:

1. Offering a reduced rate or discount from the businesses' regular, published retail product prices or fees for services. Businesses desiring to participate in the County program are encouraged to provide discounts above and beyond those offered to the general population. Discounts, offers and opportunities which may be accessed by employees and their families on a local or regional site are desirable. Participating businesses may offer on-site (at County facilities) discount information to employees, upon approval by the County Administrative Officer and Human Resources Director.
2. Businesses must maintain ongoing communication with the County regarding changes in designated business representatives for the Discount Program, changes in the discount offer, and notice of closure of the business.
3. Adherence to the Tulare County Employee Discount Program standards.

### **Program Standards:**

1. Any Business interested in participating in the Employee Discounts Program may submit a written request to the Human Resources & Development Department.
2. Businesses and vendors who currently contract with the County of Tulare (through the Purchasing Division) may offer employee discounts through the same enrollment process. This also includes vendors who may have a State of California contract and offer discounts to local government through the State.
3. To maintain integrity of the program, no other discounts or offers shall be accepted by other County departments (other than those terms set forth in their contract(s) for official County business), nor advertised separate from the Employee Discounts Program. Any change to this rule must be approved (in advance of promoting such discount) by the County Administrative Officer.
4. Businesses primarily engaged in the selling of tobacco, alcoholic beverages, adult-only oriented products/services, or in gambling will not be considered for inclusion in the Employee Discounts Program.
5. Services or language used to victimize any individual group on the basis of age, ethnicity, gender, race, religion, or sexual orientation; services or language that prohibits communication such as rudeness, vulgarity, or harassment; services or language used for religious or political discussion or debate will not be considered for inclusion in the Employee Discounts Program.
6. There are no restrictions to keep County employees, who own businesses, from participating in the Discounts Program, provided that their business meets all requirements of this Program.

7. If employees are obligated to pay a fee to a business to buy access to other discounted industries or services, this will not be considered a legitimate discount offer, and such business may not be included in the Discounts Program.
8. Offers of free merchandise, services, seminars, or evaluations will not be considered legitimate discount offers unless the business can establish that there is normally a charge for such free goods or services and that the charge is normally collected.
9. Businesses participating in the Employee Discounts Program will not be considered to have an advantage in contract negotiations for other official County business purposes.
10. It is not the function of the staff involved in administering the County Discounts Program to monitor the permitting standards or business practices of any business enrolled in the Program. However, if a participating business fails to provide satisfactory products or services, or fails to meet County permitting standards, the company, business or partners may be excluded from the program, upon the recommendation of the Human Resources Director and approval by the County Administrative Officer.
11. The inclusion of a business in the Employee Discounts Program is not to be considered a County endorsement of that business, products, or services. The County of Tulare will publish a disclaimer, on the Intranet or Internet website, stating that the County does not endorse or recommend the companies included in the Employee Discounts Program.

**Request to Participate in the Employee Discounts Program:**

1. At any time during the year, businesses can contact the Human Resources & Development Department and request to participate in the Tulare County Employee Discounts Program. Initial contact may be made in writing, by phone, FAX or email. However, businesses must complete (in writing) an Enrollment Form and may also be asked to provide a logo, brochures or flyers, discount coupons or forms, and additional materials.
2. Upon receipt of the Enrollment Form and approval by the Human Resources Director, the business and discounts or offers, will be marketed to County employees, as described below.
3. An Enrollment Form and discounts or offers will be reviewed annually, and if approved, extended annually to businesses participating in the Program if the business has adhered to the Program Standards and has continued to provide a qualifying discount(s) or services to employees.

**Marketing of Discounts, Offers and Opportunities:**

Businesses participating in the Program will be listed on the Tulare County Internet or Intranet, under the Human Resources & Development Department's site. Discounts and offers will also be marketed to County employees through the employee newsletter, "Grapevine". Announcement of the Program and current Discounts/Offer will be made during New Employee Orientations and may be included in orientation packages. A printed listing of current Discounts/Offer and businesses participating in the Program will also be available at the Human Resources & Development Department for employees who do not have access to computers or do not utilize the Internet or Intranet. This listing will also be made available to County Departments to provide access to employees. As the Program is developed, additional marketing opportunities may be identified and made available to participating businesses.



**HUMAN RESOURCES  
& DEVELOPMENT**  
TULARE COUNTY

**Tulare County Employee Discounts Program  
Business Enrollment Form**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax : \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Discount/Incentive Offer: \_\_\_\_\_

Products or Services & Valid Location(s): \_\_\_\_\_

Employee Identification Requirements (ie business card, paycheck stub, photo ID):  
\_\_\_\_\_

Expiration Date of Discount/Offer: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Title: \_\_\_\_\_

Date: \_\_\_\_\_

Mail or Fax Enrollment Form to: Tulare County Human Resources & Development Dept.  
Attn: Employee Discounts Program  
2900 West Burrel Street  
Visalia, CA. 93291  
(559)730-2597 Fax

For information call: (559)733-6266

