

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
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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.

