

May 27, 2021

Vax for the Win Vaccination Incentive Program

Since the inception of the COVID-19 vaccination program, the goal has been to remove all barriers to the rapid administration of the COVID-19 vaccine except the pace with which it arrives in the state. As of May 26, 2021, more than 62.8 percent of Californians age 12+ have received at least one dose of the COVID-19 vaccine, and infection rates have reached a record low.

Despite abundant supply, widespread geographic availability of vaccines, no-appointment-required vaccinations and one-on-one support to assist people to get vaccinated, millions of Californians remain unvaccinated, with rates varying widely across the state's geographic regions and California Healthy Places Index quartiles. Reaching the maximum rate of COVID-19 vaccination among Californians by June 15, 2021 requires incentives to motivate unvaccinated Californians to get vaccinated before the state reopens. The "Vax for the Win Vaccination Incentive Program" is designed to:

- Motivate individuals to get vaccinated.
- Set a deadline to drive action.
- Equip community outreach workers with a tool that can help motivate unvaccinated Californians during 1:1 outreach.
- Generate publicity to get people talking about vaccination.

The specific components of the "Vax for the Win Vaccination Incentive Program" include:

- **\$50 Incentive Cards**—Beginning May 27, 2021, this program will provide a \$50 incentive card to the next 2 million Californians who begin their COVID-19 vaccination process. Under the program, any vaccine eligible Californian is eligible to receive the card upon completing their vaccination regimen. The cards are not provided until the individual receives their second shot if receiving either the Moderna or Pfizer vaccine, or if receiving the J&J vaccine after the single dose. The program is being administered by Government Operations Agency through a contract with Blackhawk Engagement Solutions, Inc. (BES) and is estimated to cost \$100 million. BES will provide support to cardholders through their existing call center. The card options include virtual prepaid cards and gift cards to Kroger and Albertson's families of stores, which total 900 stores statewide.

- **\$50,000 Fridays**—On June 4, 2021 and June 11, 2021, the California State Lottery will draw names at random from the pool of all Californians with at least one vaccine dose to award prizes of \$50,000 to 15 people.¹ All vaccinated Californians would be eligible for the drawings. The estimated cost of this program is \$1.5 million. Payment would be made upon completion of their vaccine regimen.
- **\$15 million Grand Prize(s) awarded on June 15**—On June 15, 2021, the California State Lottery will run ten drawings where 10 Californians will be selected at random from the pool of all Californians with at least one dose for a chance to win a cash prize of \$1.5 million each.¹ The estimated cost of this program is \$15 million. Payment would be made upon completion of their vaccine regimen.

As noted above, the California State Lottery will assist with implementation of the drawings to ensure the integrity of the drawings, fairness and adherence to state law. It is estimated that the California State Lottery will need approximately \$500,000 to administer and oversee the drawings. We also anticipate an additional \$5 million in costs will be incurred due to promotion, marketing, and advertising of the various components of the “Vax for the Win Vaccination Incentive Program”.

¹ Payments to winners would occur through the State Controller upon completion of their vaccination process (depending on the type of vaccine).