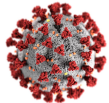


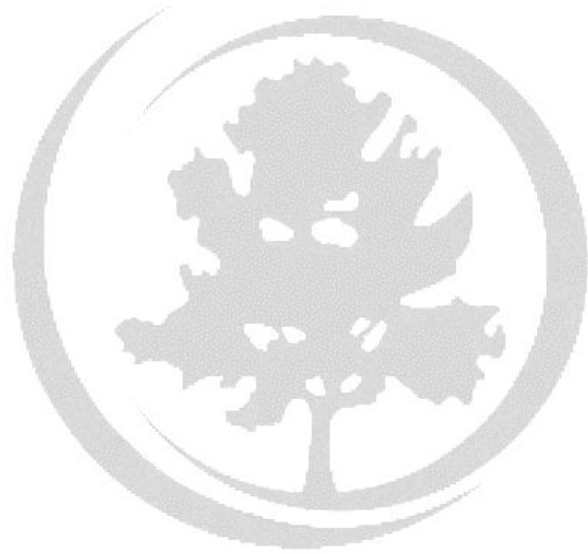
# **Fulton County COVID-19 Response Update**

November 18, 2020 BOC Meeting

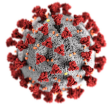
# OVERVIEW

- **Incident Response Update**
  - **Planning Statistics**
  - **SPOC and PPE Summaries**
- **Reopening Update - Libraries & Assembly Hall**
- **CARES Funding Update & Municipal Distribution Update**
- **Marketing Update**



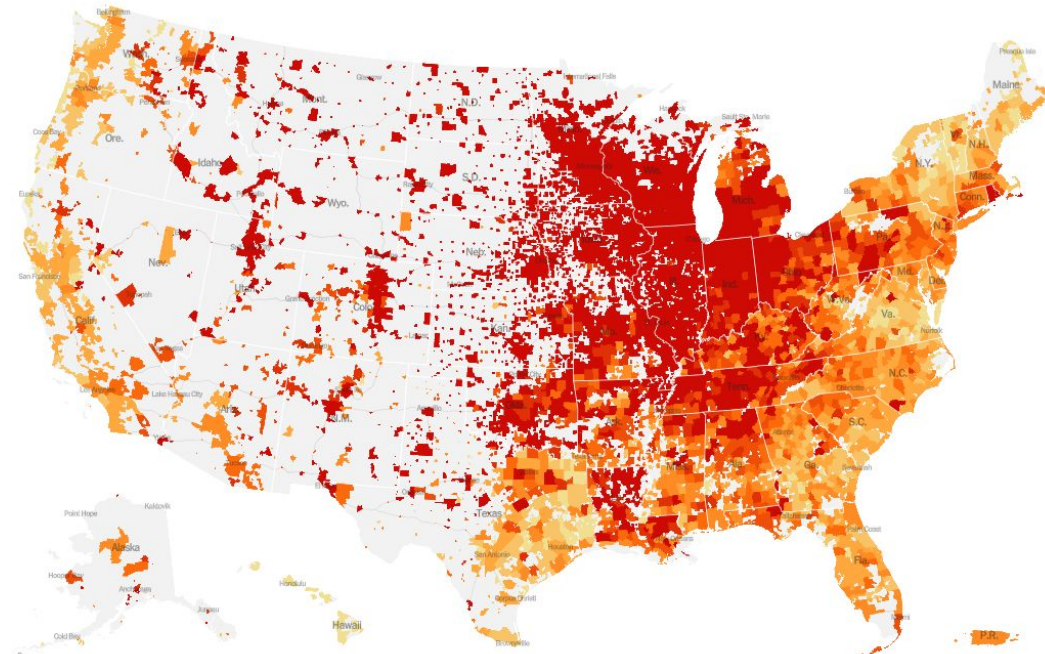


# **Incident Response Management Team Update**

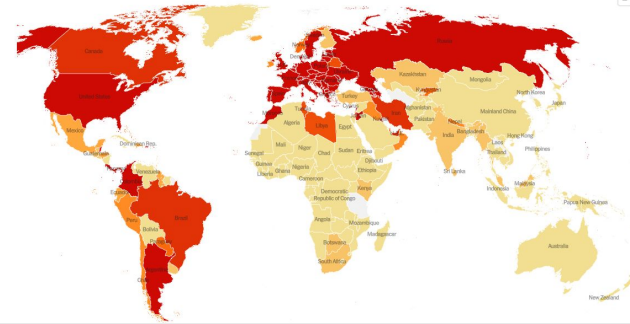


# Incident Response Update

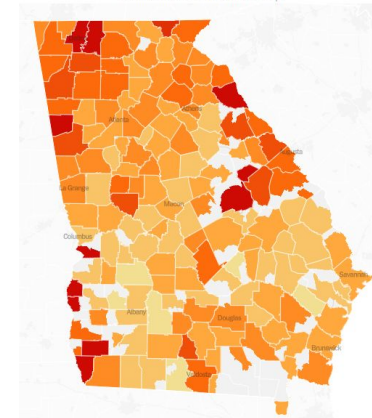
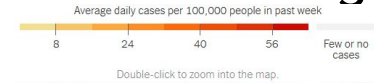
## COVID in the United States



# COVID in the World





## COVID in Georgia




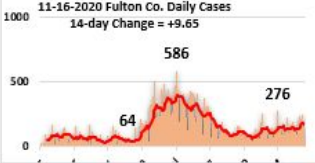

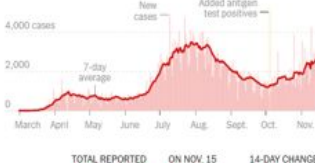

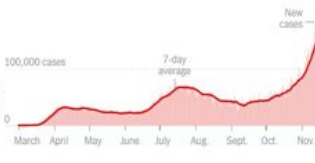


# Incident Response Update

- Fulton County COVID-19 cases**

- Since 9/30/20, 7-day avg. for cases have increased from a low of 64 to 244 
- Since 9/21/20, Fulton County's % of the State's case load has exhibited a plateau 8.75 % 

11-17-2020 Daily Fulton County Comparison

	Cases					Charts
	16 November	16 November	24 hr change	1-week ago	7 Day Average	% 14 Day Change
Fulton Cases	34,631	33,980	651	32,925	244 	 <p>11-16-2020 Fulton Co. Daily Cases 14-day Change = +9.65</p> <p>586 64 276</p>
GA Cases	391,105	387,930	3175	376,054	2150 	 <p>New cases Added antigen test positives</p> <p>4,000 cases 2,000 0</p> <p>7-day average</p> <p>March April May June July Aug. Sept. Oct. Nov.</p> <p>TOTAL REPORTED ON NOV. 15 14-DAY CHANGE</p> <p>Cases 409,504 1,908 +41%</p>
US Cases	11,603,470	11,435,583	167,887	10,554,190	149,897 	 <p>New cases</p> <p>100,000 cases 0</p> <p>7-day average</p> <p>March April May June July Aug. Sept. Oct. Nov.</p> <p>TOTAL REPORTED ON NOV. 15 14-DAY CHANGE</p> <p>Cases 11.1 million+ 135,187 +81%</p>



# Incident Response Update

- **COVID-19 Deaths**
  - *Since 9/30/20, 7 day avg, for deaths has grown from a low of .5 to 2.0 a day*
  - *Since 10/7/20, Fulton County's % of the State's COVID-19 deaths has continued to drop from 8.24 % to 7.69*

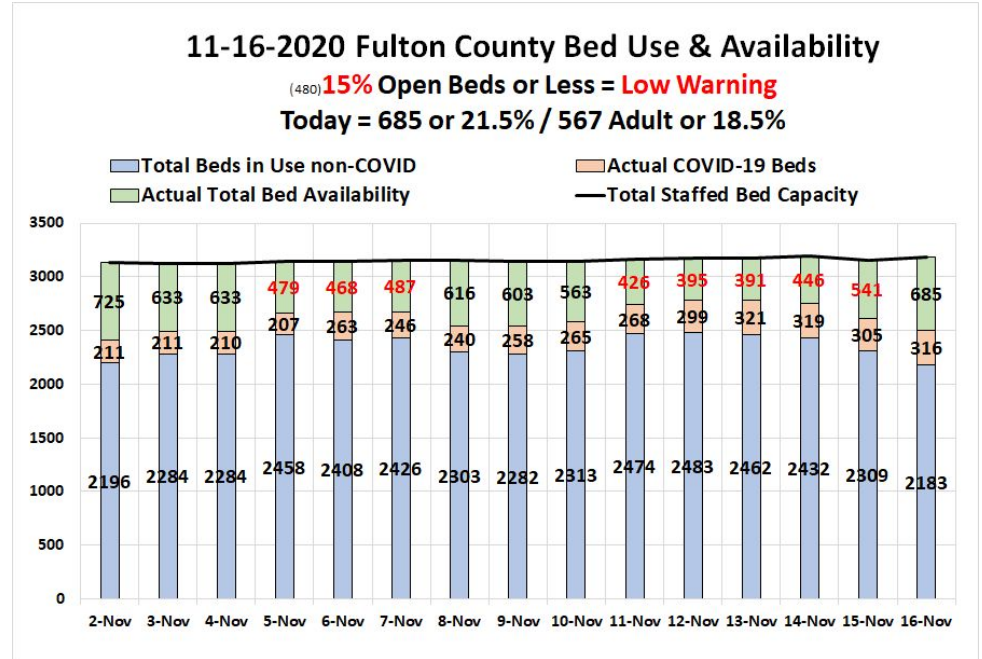
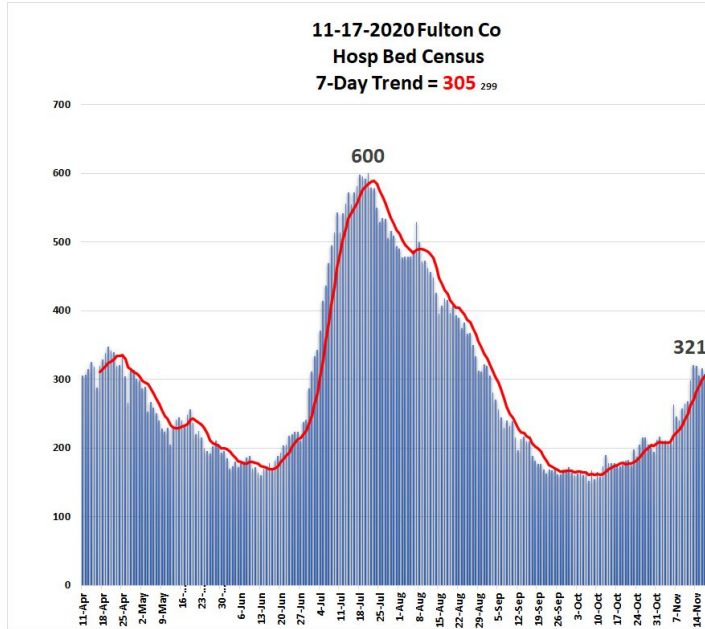
11-17-2020 Daily Fulton County Comparison

	Deaths					Charts
	17 November	16 November	24 hr change	1-week ago	7 Day Average	% 14 Day Change
Fulton Deaths	652	651	1	642	1.43	<p>11-16-2020 Fulton County Daily Deaths 14-day change = +9.65</p>
GA Deaths	8,496	8,471	25	8,264	33	<p>GA Deaths: 8,730 (Nov), 1 (Oct), +82% (Nov)</p>
US Deaths	253,318	252,165	1153	245,746	1,082	<p>US Deaths: 246,079 (Nov), 623 (Oct), +39% (Nov)</p>

# Incident Response Update

## ● COVID-19 Fulton County Hospitalizations

- Since 9/25/20, COVID-19 Hospitalizations have increased a plateau from 164 to 305
- Since 9/1/20, Fulton County continues to see a sharp increase in non-COVID patients, with a 7-day average of 350 more than was observed this summer

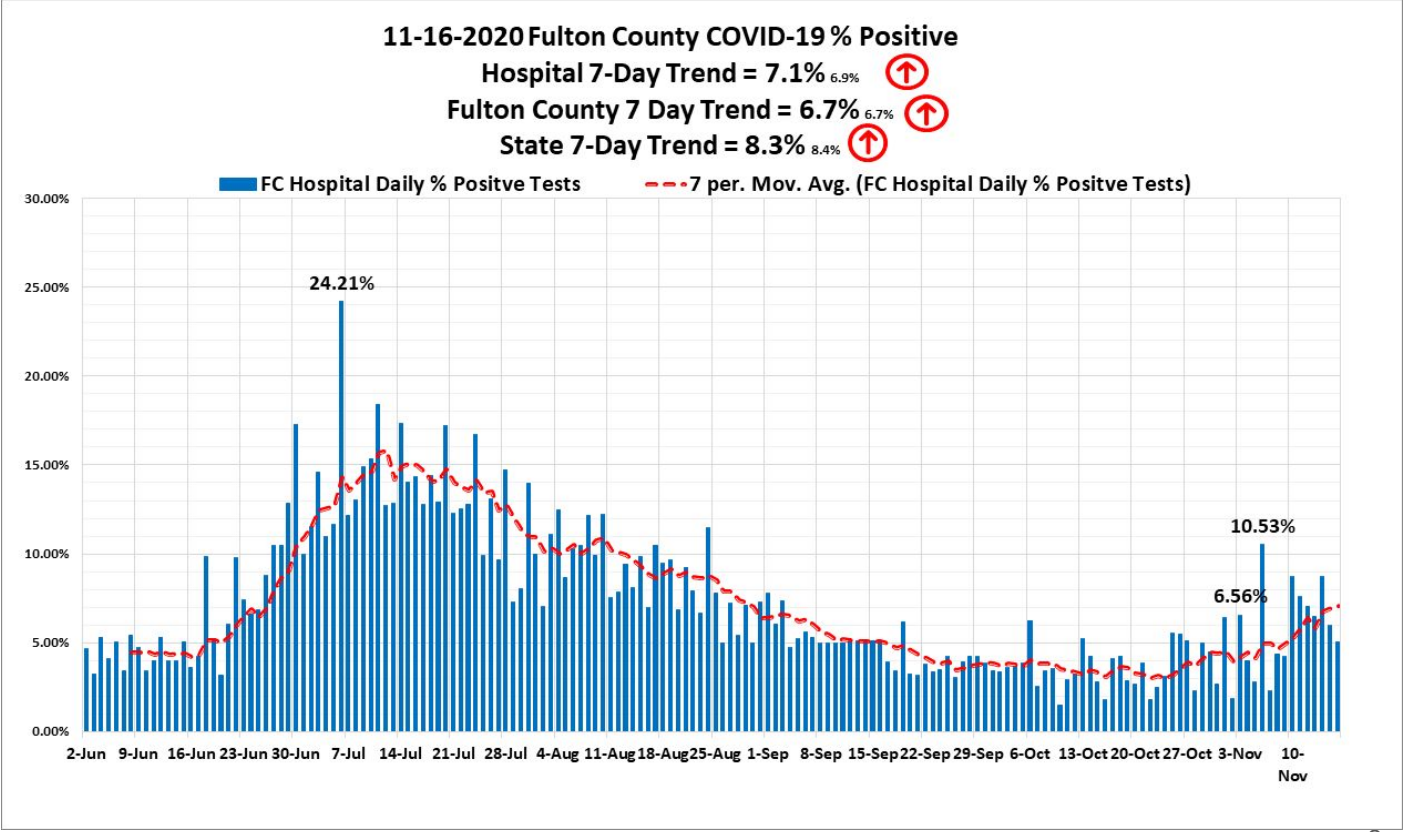




# Incident Response Update

## Fulton County COVID-19 % Positive

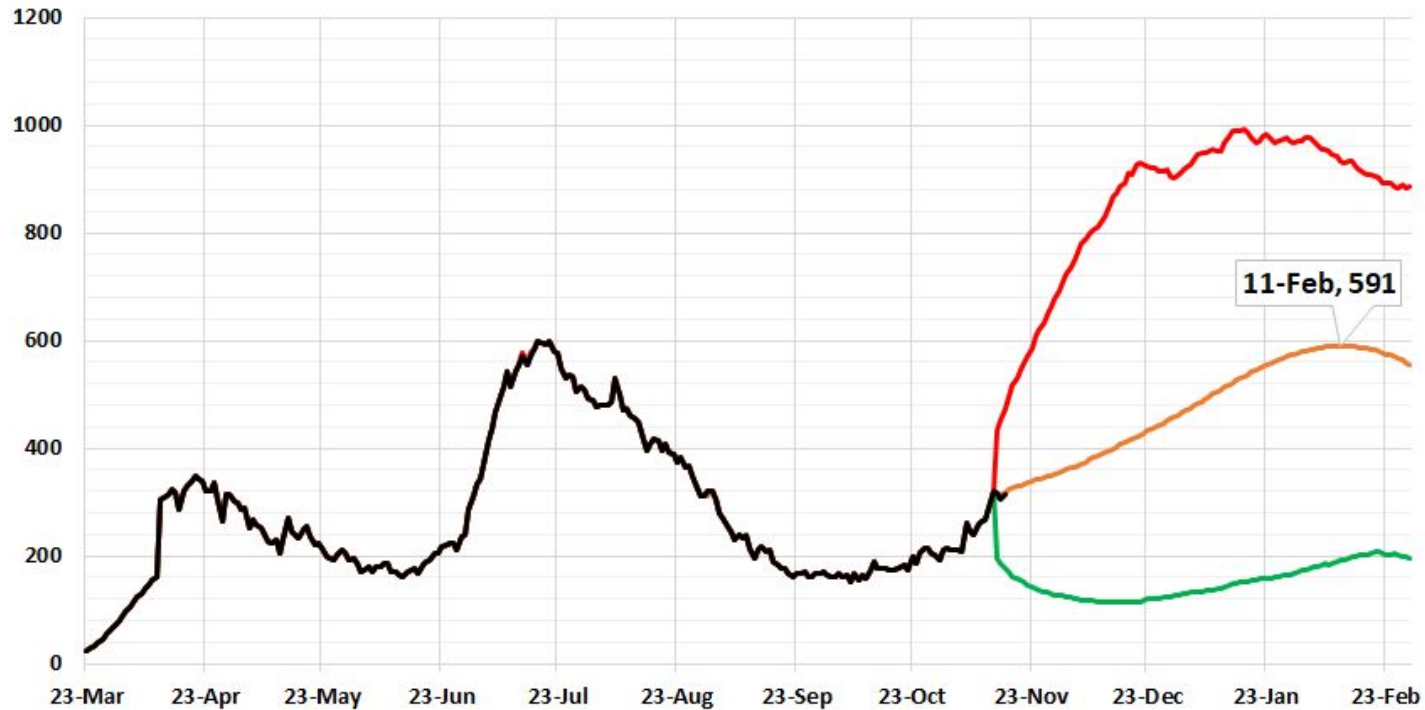
- Since 10/24/20, 7-day avg. for % positive tests have increased from a low of 3.4 % to 6.7%
- Since 10/19/20, 7-day avg. for % positive tests in GA have increased from a low of 4.5 % to 8.3%



# Incident Response Update

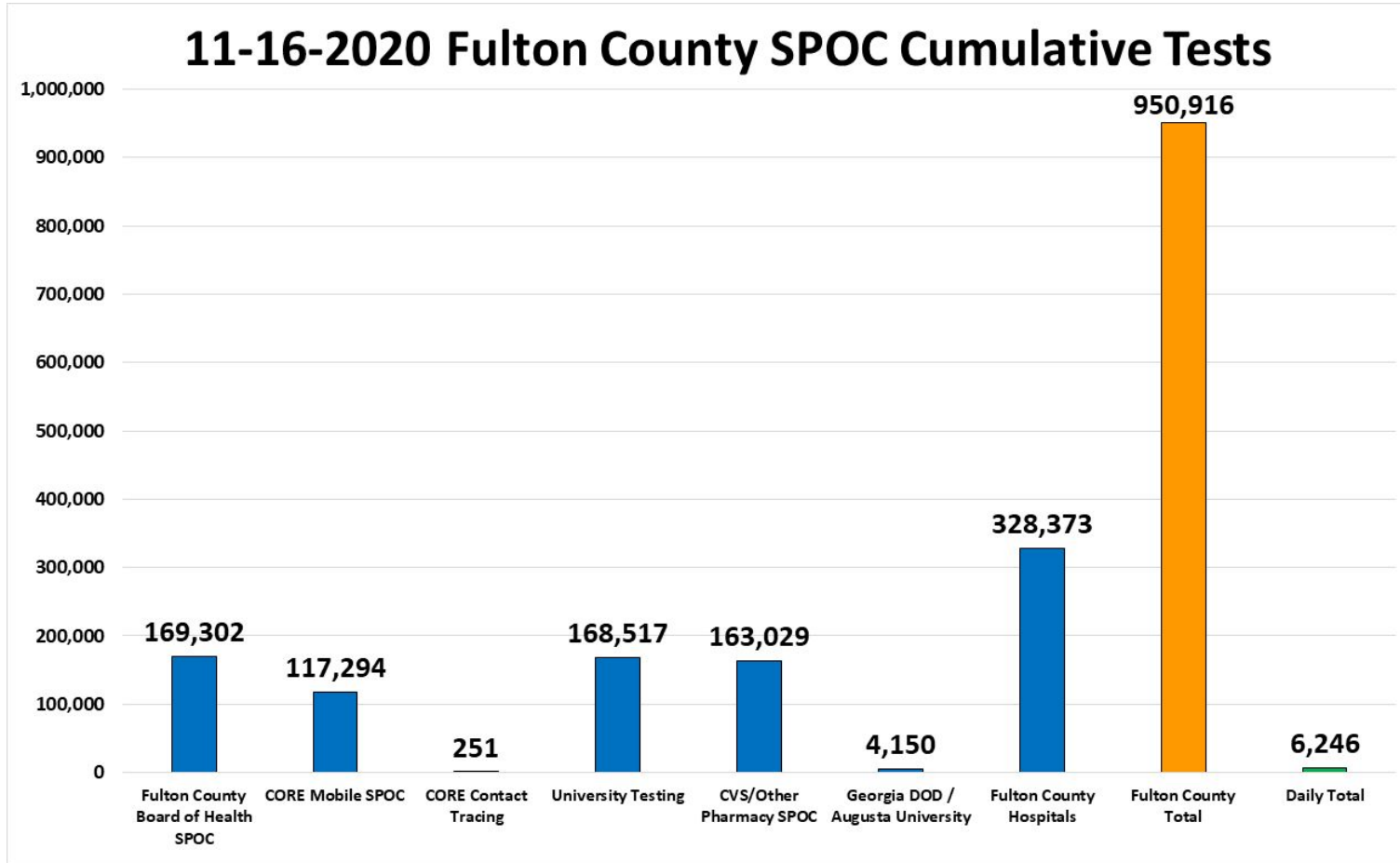
11-16-2020 COVID-19 Bed Use Projection **591** <sup>472</sup>

- COVID Bed Use Most Probable
- COVID Bed Use Worst Case
- COVID Bed Use Best Case
- Total Covid Beds





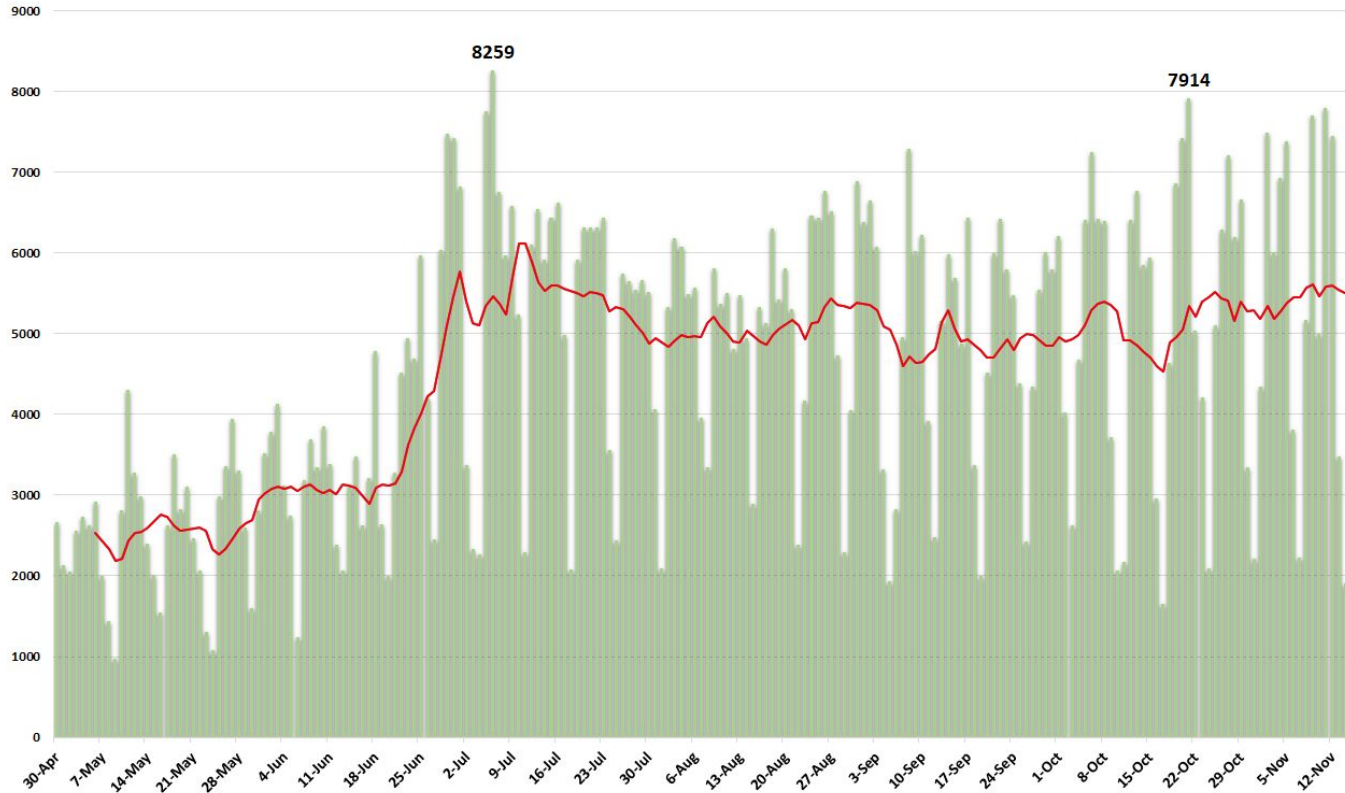
# Incident Response Update



# Incident Response Update



11-16-2020 Fulton County Tests 7-Day Trend = 5550



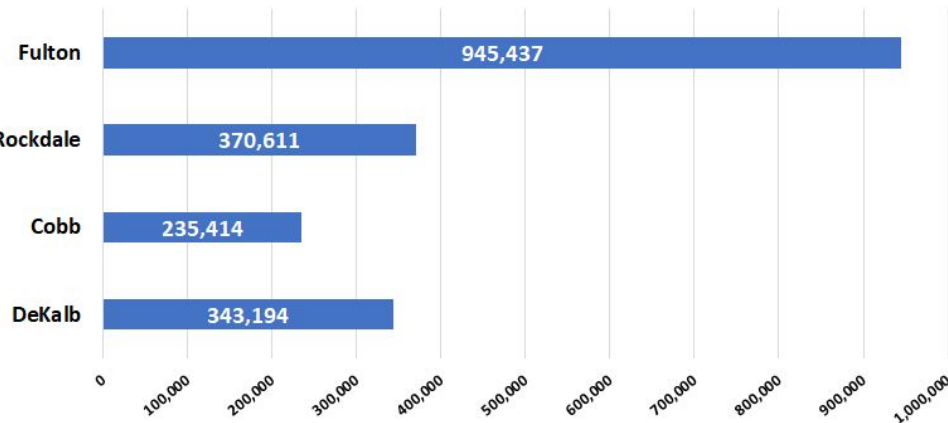


# Incident Response Update

## Fulton County COVID-19 Testing

- *Testing results are now available in less than 48-96 hrs (software update this weekend expected to remedy the problem)*
  - *Marked increase in demand*
  - *Flu vaccine at SPOC locations*
  - *Beginning integration of antigen testing at SPOCs*

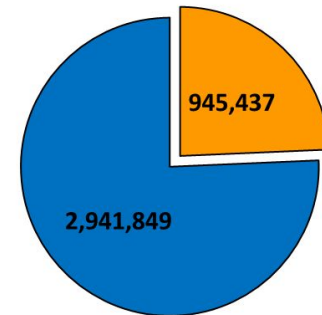
11-16-2020 Testing by County



11-15-2020 Fulton County Testing vs State Testing  
Total for State = 3,887,286

Fulton County Testing is 24.32% of States Total

■ Fulton County Total ■ State less Fulton County Testing





# Fulton County Government Board of Health Update





# QUESTIONS

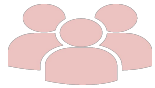


# **Fulton County Government Reopening Plan**

# Reopening Update

## Gating Criteria - Reopening Indicators

### CASES



Downward trajectory in the 7-day average of new positive tests within a 14-day period

### TESTING

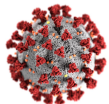


Ability to test 100% of county employees returning to work, & execute the BOH testing plan

### EQUIPMENT



PPE and supplies for all employees interacting with public, & temperature screen to enter Fulton facilities



*\*Satisfy Before Proceeding to Phased Comeback*

# Reopening Update

## Phase II Reopening - First Steps



### Continued Closure

---

- Senior Centers
- IDD Service Centers
- Arts Centers

### Phase II First Steps

---

- Limited grand jury services: two panels
- Library assessment

### Continued Operations

- Emergency essential operations
- Virtual & contactless service delivery

# Reopening Update

# COVID POSITIVE EMPLOYEES

## LAST 2 WEEKS

DEPARTMENT	POSITIVE
Board of Health	4
Clerk of Superior Court	10
District Attorney	1
Dream	4
Juvenile Court	1
Library	5
Superior Court general	1
Tax Assessors	2
Tax Commissioner	1
<b>Grand Total</b>	<b>29</b>

## CUMULATIVE

DEPARTMENT	POSITIVE	DEPARTMENT	POSITIVE
BHDD, Central	1	Probate Court	1
Board of Health	7	Public defender	3
Clerk of Superior Court	30	Registration & Elections	3
District Attorney	11	Senior Services	3
Dream	10	Sheriff	3
Emergency Management	1	Solicitor General	4
Emergency Services	26	State Court	5
IT	2	Superior Court general	11
Juvenile Court	7	Tax Assessors	12
Library	7	Tax Commissioner	11
Marshal	4	<b>Grand Total</b>	<b>165</b>
Medical Examiner	1		
Police	2		

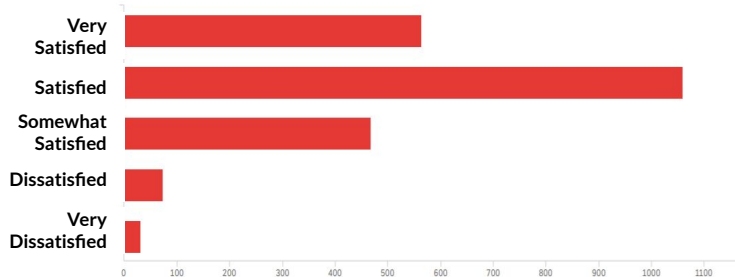
# Reopening Update

## Library Assessment

### CURRENTLY AVAILABLE

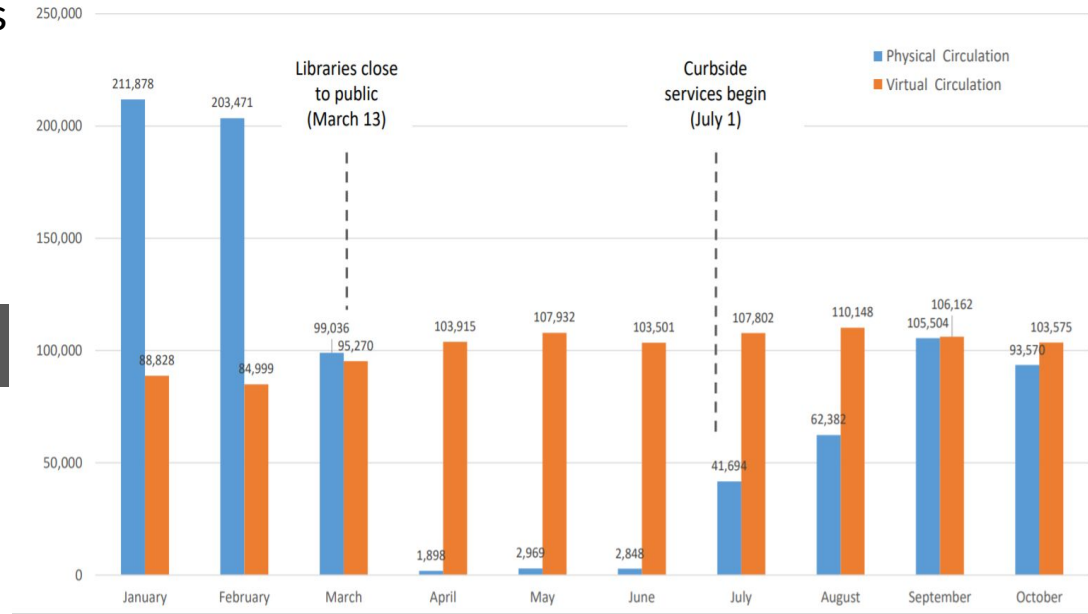
- ★ All 58 Digital Catalogues
- ★ Curbside service ALL 31 branches
- ★ Enhanced Digital Resources
- ★ Ask a Librarian Services
- ★ Online programming
- ★ WIFI to parking lot

### SATISFACTION



### UTILIZATION

Physical and Virtual Circulation, Jan – Oct 2020



# Reopening Update

## Library Assessment

### Reopening Status of Select Georgia Public Libraries

Library system	Library branches provide curbside or lobby pickup	Library branches open to the public	Library branches provide computer access	Book quarantine period (hours)
Fulton County, GA	All or most	None	None	24
Dekalb County, GA	All or most	None	None	72
Gwinnett County, GA	All or most	All or most	All or most	24
Cobb County, GA	All or most	Some	Some	72
Douglas County, GA	All or most	All or most	All or most	N/A
Forsyth County, GA	All or most	All or most	All or most	72
Clayton County, GA	All or most	All or most	None	96
Fayette County, GA	All or most	All or most	All or most	120
Cherokee County, GA	All or most	All or most	All or most	24
Richmond County, GA (Augusta)	All or most	All or most	All or most	72
Chatham County, GA (Savanna)	All or most	All or most	All or most	96
Muscookee County, GA (Columbus)	All or most	All or most	All or most	96
Clark County, GA (Athens)	All or most	All or most	All or most	168

# Reopening Update

## Library Assessment

### Restrictions on Services for Select Georgia Public Libraries

Library system	Limit time inside library	Limit number of people inside at one time	Restrict access to stacks for browsing	Do not allow use of study or meeting spaces	Computer use by appointment only or reduced number	Masks required for all visitors
<a href="#">Fulton County Public Library</a>	N/A	N/A	N/A	N/A	N/A	N/A
<a href="#">DeKalb County Public Library</a>	N/A	N/A	N/A	N/A	N/A	N/A
<a href="#">Gwinnett County Public Library</a>				✓		✓
<a href="#">Cobb County Public Library</a>				✓	✓	✓
<a href="#">West Georgia Regional Library</a>						
<a href="#">Forsyth County Public Library</a>	✓			✓		✓
<a href="#">Clayton County Public Library</a>	✓	✓			✓	✓
<a href="#">Fayette County Public Library</a>	✓	✓		✓	✓	
<a href="#">Cherokee County Public Library</a>				✓		
<a href="#">Augusta-Richmond County Public Library</a>			✓	✓	✓	✓
<a href="#">Live Oak Public Libraries (Savannah)</a>	✓			✓	✓	✓
<a href="#">Chattahoochee Valley Libraries (Columbus)</a>	✓	✓		✓	✓	✓
<a href="#">Athens-Clark County Library</a>	✓					✓

# Reopening Update

## Library Assessment

### Reopening Status of Select Large Public Libraries in other States

Library system	Library branches provide curbside or lobby pickup	Library branches open to the public	Library branches provide computer access	Book quarantine period (hours)
<a href="#">Fulton County Public Library</a>	All or most	None	None	24
Hennepin County Library (Minneapolis, MN)	All or most	All or most	All or most	96
Charlotte Mecklenburg Library	All or most	All or most	All or most	96
Cuyahoga County Public Library (Cleveland, OH)	All or most	All or most	All or most	96
Carnegie Libray of Pittsburgh	All or most	All or most	All or most	96
Memphis Public Library	All or most	All or most	All or most	96
Austin Public Library	All or most	None	None	96
Milwaukee Public Library	Some	All or most	All or most	N/A
Orange Couny Library (Orlando, FL)	None	All or most	All or most	N/A
Columbus Metropolitan Library (Columbus, OH)	All or most	All or most	All or most	96
Wake County Public Library (Raleigh, NC)	Some	Some	Some	72
Los Angeles Public Library	All or most	None	None	N/A
Jacksonville Public Library	All or most	All or most	All or most	72
Nashville Public Library	All or most	Some	Some	96
Broward County Library (Fort Lauderdale, FL)	All or most	All or most	All or most	N/A
Seattle Public Library	Some	None	None	72

# Reopening Update

## Library Assessment

### Restrictions on Services for Select Large Public Libraries: Other States

Library system	Limit time inside library	Limit number of people inside at one time	Restrict access to stacks for browsing	Do not allow use of study or meeting spaces	Computer use by appointment only or reduced number	Masks required for all visitors
<a href="#">Fulton County Public Library</a>	N/A	N/A	N/A	N/A	N/A	N/A
Hennepin County Library (Minneapolis, MN)		✓	✓	✓	✓	✓
Charlotte Mecklenburg Library		✓		✓	✓	✓
Cuyahoga County Public Library (Cleveland, OH)		✓		✓		✓
Carnegie Library of Pittsburgh				✓	✓	✓
Memphis Public Library		✓		✓	✓	✓
Austin Public Library	N/A	N/A	N/A	N/A	N/A	N/A
Milwaukee Public Library			✓	✓		✓
Orange County Library (Orlando)		✓	✓	✓		✓
Columbus Metropolitan Library (Columbus, OH)	✓	✓		✓		✓
Wake County Public Library (Raleigh, NC)	✓	✓		✓	✓	✓
Los Angeles Public Library	N/A	N/A	N/A	N/A	N/A	N/A
Jacksonville Public Library			✓		✓	✓
Nashville Public Library	✓	✓	✓	✓	✓	✓
Broward County Library (Fort Lauderdale, FL)						✓
Seattle Public Library	N/A	N/A	N/A	N/A	N/A	N/A

# Reopening Update

## Library Assessment

# REOPENING PLAN

1

## MEET GATING CRITERIA

- Following the County's gating criteria for reopening, move to step two only after indicators are **GREEN** for all measures

CASES



TESTING



EQUIPMENT



2

## OPEN LIBRARIES WITH LIMITATIONS

- Access by reservation only
- Access limited to 1 hour
- Face covering required
- No access to rooms
- Escorted stack browsing
- Occupancy metered based on library size
- No in person programming
- No volunteers or friends groups
- Walk-up reservations

3

## OPEN LIBRARIES WITH FULL ACCESS

- Only upon CDC and Board of Health guidance/approval



# QUESTIONS



# **CAREs Act Fund Update**

# CAREs Fund Update

## Budget vs Commitments

*in millions \$*

		Estimated Budget	Allocated or Expensed	Unobligated	% Budget Used
Community Relief April 1 & June 3	Resident Support	9.1	9.1	-	100%
	Homelessness	1.4	1.4	-	100%
	Economic Relief	8.3	8.3	-	100%
		18.8	18.8	-	100%
Health Response	Testing Plan	15.1	15.1	-	100%
	SPOC - Mobile Site Operations	3.5	3.5	-	100%
	BOH Response & Mental Health	0.0	0.0	-	100%
		18.6	18.6	-	100%
Operational Stability	General (PPE, Elections, Commu, Prof Serv., Other)	28.3	28.3	-	100%
	Cleaning Costs	3.6	3.6	-	100%
	Personnel - Hazard Pay, Overtime, Childcare, Public Safety	9.2	9.2	-	100%
	Health Care Costs & Unemployment	0.5	0.5	-	100%
		41.6	41.6	-	100%
Municipal Assistance	Reimbursable Costs	25.0	25.0	-	100%
Reserve	Second Wave	-	-	-	
	<b>Funding Available</b>	<b>104.0</b>	<b>104.0</b>	<b>-</b>	<b>100%</b>
	<b>Total Paid</b>	<b>\$ 78.3</b>			

Balances may not add due to rounding

# CAREs Fund Update

## Changes to Budget and Commitments

### Budget Changes

<i>In Millions \$</i>	30-Oct	Change	13-Nov
Community Relief	21.1	(2.3)	18.8
Health Response	18.6	-	18.6
Operational Stability	37.8	3.8	41.6
Municipality Reserve	25.0	-	25.0
Second Wave	1.6	(1.6)	0.0
<b>Total</b>	<b>\$104.0</b>	<b>\$-</b>	<b>\$104.0</b>

Balances may not add due to rounding

### Commitment Changes



# CAREs Fund Update

## POs Outstanding

### Open & Partially Paid POs

PO	Comment	PO \$	Paid
Emergency Management Services International	EMA Consult-PO Increase	892,406	706,044
CRM SERVICES LLC	Cleaning Services/ Includes Jail	1,450,276	1,360,413
CONTAINER TECHNOLOGY INC	ME- Refrigerators	45,500	40,000
MJ Consulting and Services	Cleaning Services	81,431	80,405
626 Holdings LLC	ME - X Ray Machine	11,400	8,400
TSG Solutions Recovery Services LLC	Sanitizer + Surg Masks	3,056,313	1,370,256
BlueAly	Laptops Including Project Apollo	853,346	755,835
Del Marketing Corp	Laptops Including Elections	1,723,975	1,695,120
ULINE, INC.	Warehouse Equipment	76,282	53,226
Fastenal	Masks + Gloves	1,884,337	1,379,833
PTS SCREEN PRINTING	Printing	74,490	66,865
HOME DEPOT	Cleaning Supplies	14,751	684
FULL CIRCLE RESTORATION & CONSTRUCTI	Cleaning	646,614	380,560
BELFOR USA	Cleaning	706,802	259,906
CHECKREIN CONSULTING, LLC	COVID Work Che	90,000	80,030
FARBER SPECIALTY VEHICLES INC	Mobile Testing Vehicles	310,666	-
Laird Plastics Inc	Plastic Guard Screens	133,996	100,917
HEALTH PLUS TRANS, LLC	Gowns and Gloves	1,106,851	923,832
DIVERSIFIED MAINTENANCE-RWS,LLC	Day Porters	99,648	2,384
CHI-ADA CORPORATION	Day Porters	93,708	54,863
A-ACTION JANITORIAL SERVICE INC	Day Porters	146,751	30,096
Olde Maid Janitorial Services	Day Porters	129,920	49,896
ABM Industry Groups, LLC	Day Porters	81,294	12,805
AMERICAN FACILITY SERVICE, INC.	Day Porters	76,541	25,748
Care.com, Inc.	Child Care	352,700	157,700
MTI LIMO & SHUTTLE SERVICES, INC.	Shuttle	76,440	39,220
New Fitco LLC	Marketing Campaign	1,074,994	814,507
Bakotic Pathology Associates LLC	Testing	5,466,053	3,803,405
O & M Halyard Inc.	Gloves and Masks	1,931,108	348,297
Masters Telecom LLC	Warehouse Telecom	3,700	3,070
VERIZON WIRELESS SERVICES, LLC	Wireless Service Warehouse	2,288	-
Brooks Environmental Solutions	Waste Disposal	32,400	23,725
ARK TEMPORARY STAFFING LLC	Temporary Staff	992,388	622,031
Execusource, LLC	Temporary Staff	875,470	337,283
The Black Cross, LLC	Marketing Campaign	240,006	219,333
DOMINION VOTING SYSTEMS, INC.	BMDs and License - Elections - Tes	2,262,572	1,120,604
CORPORATE TEMPS	Varehouse Temp Staff	123,038	33,234

PO	Comment	PO \$	Paid
CDW GOVERNMENT INC	IPADs Elections	254,536	179,576
CLASSIC TENTS & EVENTS	BOH and Tax Comm Tents and Cha	333,650	204,317
COMFORT ZONE PORTABLES	Portapotes BOH	42,000	38,868
ASA ALL COUNTY MONITORING SERVICE	Ankle Monitoring	180,000	119,423
PRESIDIO NETWORKED SOLUTIONS	Project Apollo	177,500	-
HAWK CONSTRUCTION COMPANY LLC	Project Apollo	132,600	110,611
GEORGIA CABLING AND ELECTRIC	Project Apollo	184,828	-
MCGARITY'S	Cleaner Spray PPE	16,246	13,450
GOODWILL INDUSTRIES OF NORTH GA.	Job Program	2,500,000	1,495,000
OUTFRONT MEDIA Inc	Job Training Media	49,500	40,100
Entercom Communications Corp	Job Training Media	10,000	6,096
HeartMedia	External Affairs Advertising	34,757	34,624
CORE Community Organized Relief Effort	SPOC	3,000,000	2,000,000
Executive Parking Systems	BOH Parking	32,467	31,875
JECKIL PROMOTIONS, INC.	BOH Masks outside of PPE	740,000	369,999
AIR FILTER SALES & SERVICE, INC	Additional Air Filters	9,060	-
OFFICE DEPOT	Warehouse Office Supplies	6,626	38
JOHNSON CONTROLS, INC	Jail Air System Filters	730,795	-
BearCom Operating LLC	Equipment for the Warehouse Vehic	35,170	-
BOOKER PROMOTIONS	Supplies for the BOH	11,128	-
Clinab, Inc	Software Hologic Interface	7,200	-
GEN PROBE	HOLOGIC PANTHER (including tra)	140,000	-
GEORGIA TECHNOLOGY AUTHORITY	Laptops Board of Health	28,670	-
HENRY SCHEIN INC	Gloves	48,645	-
AT&T, INC.	BOH Communications Connectivity	6,324	-
LAYTON X-RAY SERVICES, INC.	Thinkstair Windows 10 /	10,630	-
A L S VAN LINE SERVICES, INC.	Election Movers	251,875	-
Alexandra Manning	Sup Court - Backlog Pos.	13,079	1,353
AUDIO VISUAL INNOVATIONS	Audiovisual Equipment BOH	6,731	-
BATTERIES PLUS	Supplies Warehouse	1,399	-
GRAINGER INDUSTRIAL SUPPLY	Supplies Warehouse	689	-
Onepath Systems, LLC	A/V support for ordering Monopads	34,377	-
Peachtree Equipment	Lighttower for Testing Areas	55,800	-
Robinson Inc.	Fuel Tank Warehouse	8,841	-
<b>Total Open POS</b>		<b>36,314,581</b>	<b>21,595,847</b>
<b>Total Closed POS</b>		<b>9,247,801</b>	<b>9,247,801</b>
<b>Total of Open and Close POS</b>		<b>45,562,381</b>	<b>30,843,648</b>

**Note:** Detail of Closed/Fully Paid POs has been excluded from presentation

# CAREs Fund Update

## Placeholders, Commitments & Payments

Placeholders	Amount
Infrastructure , Communications and Other	3,796
Warehouse Support Budget Balance	89,132
Inmate medical overflow services -	150,000
Testing Plan - Ongoing	3,469,132
McGuireWoods	126,387
<b>Total</b>	<b>\$ 3,838,448</b>

Commitments	Amount
Public Safety - COVID Response and Mitigation Charges (Payroll)	\$ 3,923,819
Testing Sites and Tax Assessor Printing and Signs	13,576
Municipal Reimbursable Committed but not yet paid	1,573,498
Relief Package - Committed but not paid yet	166,347
Court Backlog - Superior and Magistrate Court	155,377
COVID Related Costs Health Insurance	525,000
Elections PPE - Nov.	170,980
Elections Overtime and Incentive Payment Pollworkes Sept	241,000
Elections Call Center and Other Allocations	367,140
Warehouse Equipment - Radios	22,047
Plexiglass - 911	5,500
<b>Total</b>	<b>\$ 7,164,285</b>

Wires and Other Disbursements	Paid
Relief Package - Other than Job Program	Relief Funding 16,082,253
Hazard Pay	March through June 19 4,688,150
PPE First Shipment - Mask	PPE 580,000
PPE Second Shipment - Mask and Gloves	PPE 549,143
TSG - Solutions	PPE -Sanitizers 130,688
CGCC - Canada - Masks	PPE - Masks 119,000
Key Tracer Systems, Inc.	Facial Scan Temp 83,300
Ankle Monitors	Ankle Monitors 1,740
Pcard Items - and Other	Misc 433,264
Hospitality - 911	Hospitality 19,886
McGuireWoods	Legal Services 73,613
IT PC Refresh -	COVID Portion 588,357
Fire Overtime	Overtime 1,246
BOH Support	HIV Aids Support 45,354
Magistrate & Superior Court	Part Time Positions 74,734
Emergency Management	AFCEMA - Positions 350,000
Municipal Reimbursement	Payment 23,426,502
AT&T Audio Telecom Charges	Payments 80,431
GWCC -Rental-Exhibit Hall B3-	149,228
<b>Total</b>	<b>\$ 47,434,887</b>

**Total Paid \$ 78,278,534**

Wires, Checks and Pcard

**Total Committed \$ 104,000,000**

PO + Placeholders +  
Commitments +  
Payments

# CAREs Fund Update

## Community Relief Package

		Budget	Committed	Balance	Paid
Phase 1	<b>Resident Support</b>				
	Meals for Seniors	\$ 1,500,000	\$ 1,500,000	\$ -	\$ 1,419,078
	Other Assistance /Seniors and Residents 2	1,782,000	1,782,000		1,782,000
	<b>Homelessness</b>				
	Isolation/ Quarantine	400,000	400,000		400,000
	Testing	200,000	200,000		200,000
	<b>Economic Relief</b>				
	Food Insecurity and Economic Assistance	2,700,000	2,700,000		2,698,493
	Small Business Relief Assistance Loans	1,500,000	1,500,000		1,500,000
<b>Phase 1 Total</b>	<b>8,082,000</b>	<b>8,082,000</b>		<b>7,999,571</b>	
Phase 2	<b>Resident Support:</b>				
	Meals For Seniors	2,000,000	2,000,000		2,000,000
	Other Assistance /Seniors and Residents	3,850,000	3,850,000		3,850,000
	<b>Homelessness:</b>				
	Support Services	816,600	816,600		816,600
	<b>Economic Development</b>				
	Job Training	2,564,508	2,564,508	-	1,537,071
Small Business Assistance	1,500,000	1,500,000		1,416,082	
<b>Total</b>	<b>\$ 18,813,108</b>	<b>\$ 18,813,108</b>	<b>\$ -</b>	<b>\$ 17,619,323</b>	

# CAREs Fund Update

## Municipal Reimbursement - Program Summary

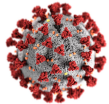
	A	B	C		
City	Allotment Per Population CAP	Paid up to 11/13	Balance	Submission of Advance Payment Documents	
Chattahoochee Hills	138,430	138,430	-	Y	
Alpharetta	2,804,182	2,804,182	-	Y	
East Point	1,455,014	1,255,013	200,001	Y	
Hapeville	272,604	272,604	-	Y	
Johns Creek	3,528,706	3,528,706	-	Y	
Milton	1,651,603	1,206,241	445,362	Y	
South Fulton	4,136,829	4,136,758	72	Y	
College Park	632,446	632,446	-	Y	Documents still under review
Fairburn	699,575	278,257	421,318	Y	
Roswell	3,953,591	3,953,591	-	Y	Documents still under review
Sandy Springs	4,566,429	4,566,429	-	Y	
Union City	934,505	586,019	348,486	N	
Mountain Park	23,697	7,109	16,588	N	
Palmetto	202,388	60,716	141,671	N	
<b>Total</b>	<b>25,000,000</b>	<b>\$ 23,426,502</b>	<b>1,573,498</b>		



# QUESTIONS



# **External Affairs COVID-19 Marketing Plan Update**





*I am* **ALIVE** &  
IN **COLOR**

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**FULTON CO. COVID-19 OUTREACH CAMPAIGN**

NOVEMBER 18, 2020

# Alive & In Color

## Public Education + Social & Media Amplification

### RESTORE TRUST + RE-IMAGINE FUTURES

- For Us, By Us Branded Campaign
- “Covid Convos” - Influencer & Expert Conversations w/ The Gathering Spot & Local Public Health Orgs & CBO’s (*Health Faith-Based, Civic Engagement, Entertainment, Etc.*)
- V-103 & WAOK Expert Interviews

- CORE Influencer Engagement & Social Media Marketing
- Media Amplification (*WVEE & WAOK Radio, Social Panel Posts & Replay on Facebook of Testing Panel, Kenny Burns/Big Tigger host 2 Panels*)

### CHANNEL RESOURCES & RESPONSE + EXPAND ACCESS

#### Branded Destination Extends Life of Campaign

- Directory of Care & Resources
- *Candid Convos* Content
- Survivor Stories
- Social Media Toolkit
- COVID-19 Playbook
- Partners Page
- Viral Meme Generator

#### Care & Resources

- Partnership Development
- Database Build - CBO’s/Social Services/ Advocates & Stewards

#### Increased Testing Capacity & Contact Tracing

- Community-based Testing Events Co-Hosted By CBO Partners

### ELEVATE VOICE + EMPOWER AGENCY

#### Racialized Data

- Stakeholder Interviews
- Qualtrics Survey
- Natural Language Processing (Twitter)

#### COVID-19 Playbook

- General + Tailored Messaging Guides For Each At-risk Group (**TRAIN, TEST, TREAT**)

# KEY SURVEY FINDINGS

## A Pandemic of Disinformation & Distrust Is Having Impact on Communities Of Color

### TESTING & VACCINES

- 44% African Americans surveyed do not trust Covid-19 testing by government institutions
- About 61% of AA respondents HAD NOT been tested, indicating a possible lack of understanding around when and why they should be tested
- Only 30% of AA Respondents indicated they were willing to take the COVID-19 vaccine

### BEHAVIORAL HEALTH

- Over half of AA Respondents reported having anxiety and 50% had felt depressed at least one day in the past week, with highest incidence among 18-25 year olds
- 44% of AA Respondents were unaware of County Barrier-Free Mental Health Services and of those aware, only 8% have used these services

### ACCESS TO INFORMATION

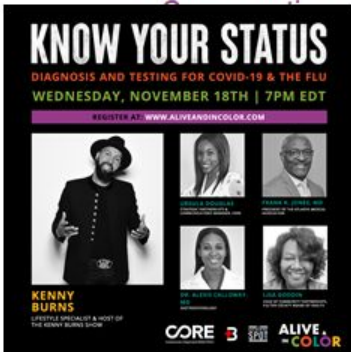
- Only 22% AA respondents completely/mostly trust local governments as a source of information for Covid-19
- 43% have sought Covid-19 information on Facebook in the last week  
43% Google | Local News 38% | Family & Friends 29% | Twitter 26%

### Messaging Priorities

- Centralize information through fewer channels
- Normalize risk mitigation behaviors
- Communicate that the threat is not over, and is in fact increasing
- Personalize/humanize Covid-19 by showing what it's like to really have it and broad range of who is getting it
- Educate FC residents on the improved availability of testing and shorter wait times as well as "when to test"



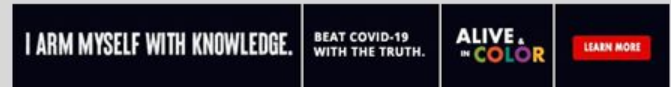
OUTREACH: Covid



Radio:  
Covid Convo  
Promos

DIGITAL: Paid and Owned Media

Homepage Takeovers and Website Presence



Programmatic Display  
and Banners



Branded Destination

