



MEMORANDUM

Date: January 29, 2021

To: The Honorable Adelita S. Grijalva, Vice Chair
Pima County Board of Supervisors

From: C.H. Huckelberry
County Administrator

A handwritten signature in dark ink, appearing to be "CH", is written over the printed name "C.H. Huckelberry".

Re: **Availability of COVID-19 Vaccination Information on the Pima County Website**

Last March, Pima County created a comprehensive COVID-19 web page with a simple web address -- pima.gov/covid19

That page ended up with so much information, it was transformed to a landing page for people looking for 1) COVID-19 health information, 2) dislocated worker and housing assistance, and 3) volunteer opportunities. Every COVID-19-related page and subpage has a mirror Spanish language page.

The landing page also includes newsroom updates and links to other related initiatives such as Back to School and Back to Business.

The COVID -19 health information page has comprehensive information broken into subpages based on frequently asked questions and internet searches:

- COVID-19 protection and precautions guidance
- School and childcare guidance
- Testing information
- Contact Tracing information
- Face mask guidance
- Business and worker resources
- COVID-19 exposure and illness guidance
- Resources for healthcare workers and agencies
- Mental health information and resources
- Information and resources for people with medical vulnerabilities
- Long-term care agency and patient information and resources
- COVID-19 data and statistics (the most trafficked page by far)
- Frequently Asked Questions (FAQs)
- Printable Materials for businesses and organizations
- Vaccination information (link to the vaccine page)

JAN 29 2021 PM 03:17 PC CLK DF MD

A small, handwritten mark or signature in dark ink, possibly initials, is located next to the vertical stamp.

The Honorable Adelita S. Grijalva, Vice Chair

Re: **Availability of COVID-19 Vaccination Information on the Pima County Website**

January 29, 2021

Page 2

When the vaccine became available, Pima County created a page specific to vaccination information -- pima.gov/covid19vaccine. That page has information about:

- Vaccine delivery phases
- The Pima County vaccination plan (updated regularly)
- Vaccine delivery statistics
- FAQs and myths vs. facts about the vaccine
- Eligibility information for the current priority phase
- Link to the vaccine registration page

During the two-week period of January 14 to January 28, there were a total of 306,910 unique visitors to the pima.gov/covid19vaccine page. During that same period, there were a total of 1.09 million page views of the site.

The Vaccine Registration page -- pima.gov/covid19vaccineregistration, includes:

- Comprehensive information about how to register for each type of priority group
- How to prepare for registration
- How to register instructions
- Why you need to register
- Registration FAQs
- Call Center assistance number and information
- A map to all the vaccination centers

During the two-week period of January 14 – January 28, there were a total of 235,000 unique visitors to the Pima Count vaccine registration site and a total of 537,509 page views.

The Communications and Information Technology Departments regularly monitor visitors to the County sites. Attached are charts highlighting:

- Total visitors to the COVID-19 Vaccine Information page (Attachment A)
- Total visitors to the COVID-19 Vaccine Registration page (Attachment B)
- A comparison of visitors to the Spanish and English COVID-19 vaccine pages (Attachment C)
- A comparison of visitors to the Spanish and English Vaccine Information pages (Attachment D)
- A comparison of visitors to the Spanish and English Vaccine Registration pages (Attachment E)

The Honorable Adelita S. Grijalva, Vice Chair

Re: **Availability of COVID-19 Vaccination Information on the Pima County Website**

January 29, 2021

Page 3

In summary, the website has been designed so that by going to pima.gov/covid19, any web visitor can find the information they need in two clicks of a mouse.

If there is additional information the Board of Supervisors would like added to the website, we can easily make that modification.

CHH/mp

Attachments

c: The Honorable Chair and Members, Pima County Board of Supervisors
 Jan Leshner, Chief Deputy County Administrator
 Carmin DeBonis, Jr., Deputy County Administrator for Public Works
 Francisco García, MD, MPH, Deputy County Administrator & Chief Medical Officer,
 Health and Community Services

ATTACHMENT A

Analytics Report - /covid-19_vaccine_information/

Page usage

Pageviews

1,085,809

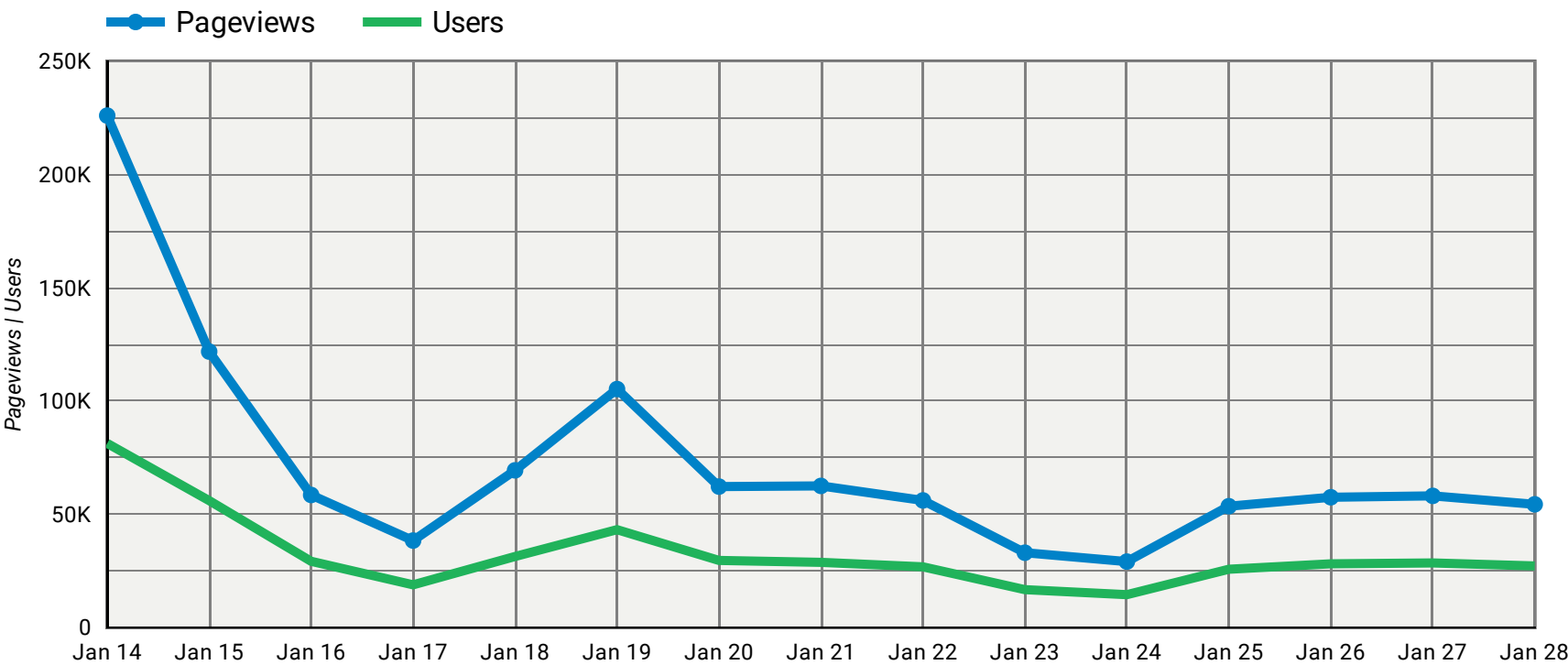
231.2%

Users

316,910

141.9%

Jan 14, 2021 - Jan 28, 2021



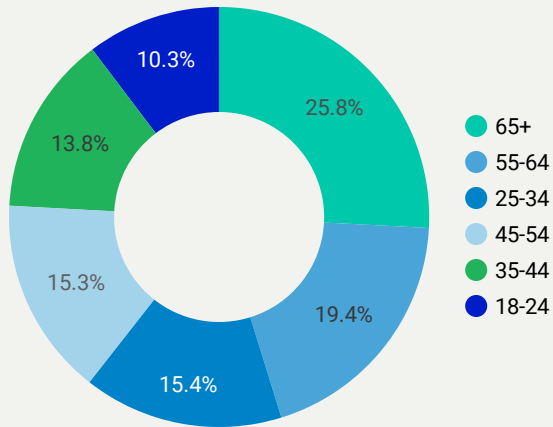
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2.	/covid-19_vaccine_information/	491,700	198,034	00:01:51
3.	/covid-19_vaccine_information/vaccine_faqs/	45,491	32,259	00:02:46
4.	/covid-19_vaccine_information/informacin_vacuna_contra_covid19_distribucion/	3,870	2,761	00:01:26
5.	/covid-19_vaccine_information/informacin_vacuna_contra_covid19_distribucion/vacuna_covid19_inscripc...	3,850	2,327	00:02:51
6.	/covid-19_vaccine_information/myths_vs_facts_covid-19_vaccine/	2,761	2,269	00:02:05
7.	/covid-19_vaccine_information/informacin_vacuna_contra_covid19_distribucion/vaccine_preguntas_frecue...	491	308	00:01:42
8.	/covid-19_vaccine_information/informacin_vacuna_contra_covid19_distribucion/mitos_y_hechos_sobre_la...	59	34	00:00:53
9.	/covid-19_vaccine_information/covid-19_vaccine_-_phase_1b_registration/high_volume_of_users/	28	13	00:01:18
10.	/covid-19_vaccine_information/c_o_v_i_d-19_community_vaccinator_information/	18	3	00:02:20
11.	/covid-19_vaccine_information/covid-19_vaccine_-_phase_1b_registration/check-check/	10	3	00:02:27
12.	/covid-19_vaccine_information/covid-19_vaccine_-_phase_1b_registration/vaccine_page_down_due_to_he...	7	1	00:00:50
13.	/covid-19_vaccine_information/vaccine_information_alterate/	6	2	00:00:17
14.	/covid-19_vaccine_information/informacin_vacuna_contra_covid19_distribucion/temporary/	5	3	00:04:53
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Analytics Report - /covid-19_vaccine_information/

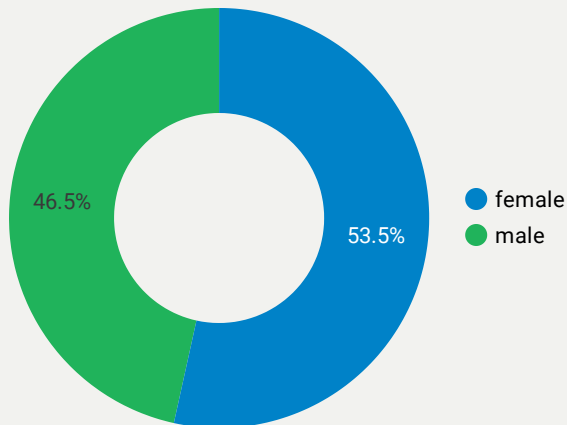
Demographics

Jan 14, 2021 - Jan 28, 2021

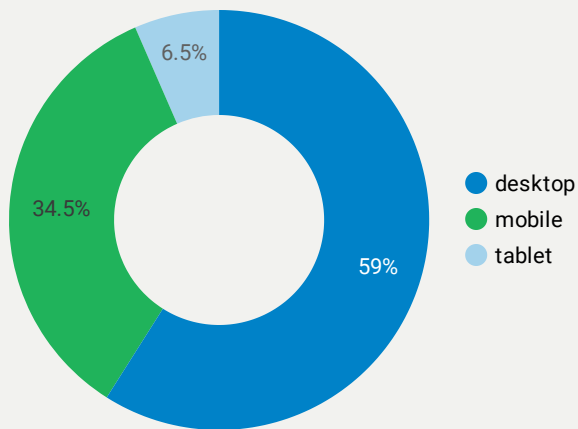
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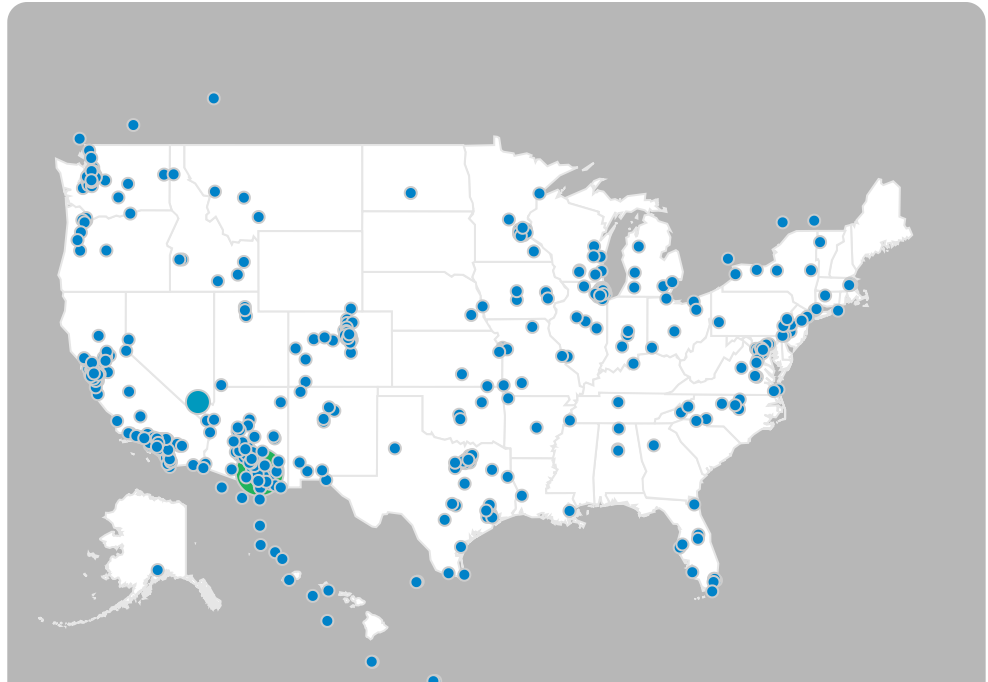
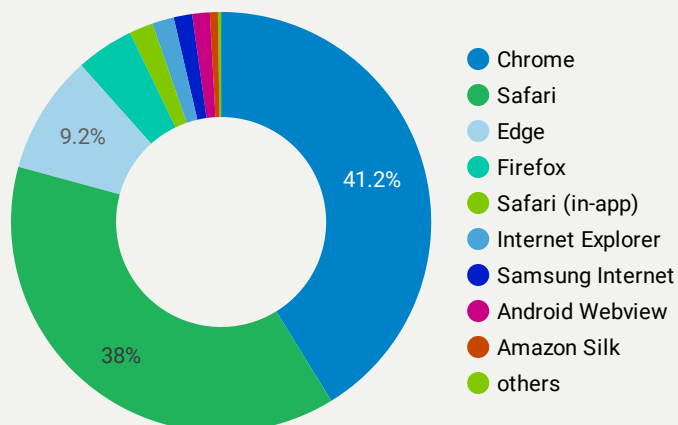
User Gender Distribution



User Access via Device Type



User Access via Web Browser



8 76,081

	City	Pageviews ▾	Users
1.	Tucson	428,132	122,728
2.	Catalina Foothills	115,752	29,112
3.	Oro Valley	70,448	17,088
4.	Casas Adobes	68,490	18,771
5.	Sahuarita	55,674	13,884
6.	Las Vegas	54,730	20,525
7.	Phoenix	46,948	19,120
8.	Marana	39,356	10,995
9.	Green Valley	22,977	5,470
10.	(not set)	21,137	8,548
11.	Los Angeles	20,823	8,524
12.	Drexel Heights	15,163	4,692
13.	Scottsdale	5,254	2,140
14.	Mesa	4,877	1,866
15.	Tanque Verde	4,689	1,369
16.	Corona de Tucson	3,471	1,021
17.	Houston	3,385	324
18.	Snoqualmie Pass	3,084	797
19.	Gilbert	2,907	1,110
20.	San Francisco	2,081	728

ATTACHMENT B

Analytics Report - /covid-19_vaccine_information/covid-19_vaccine_-_phase_1b_registration/

Page usage

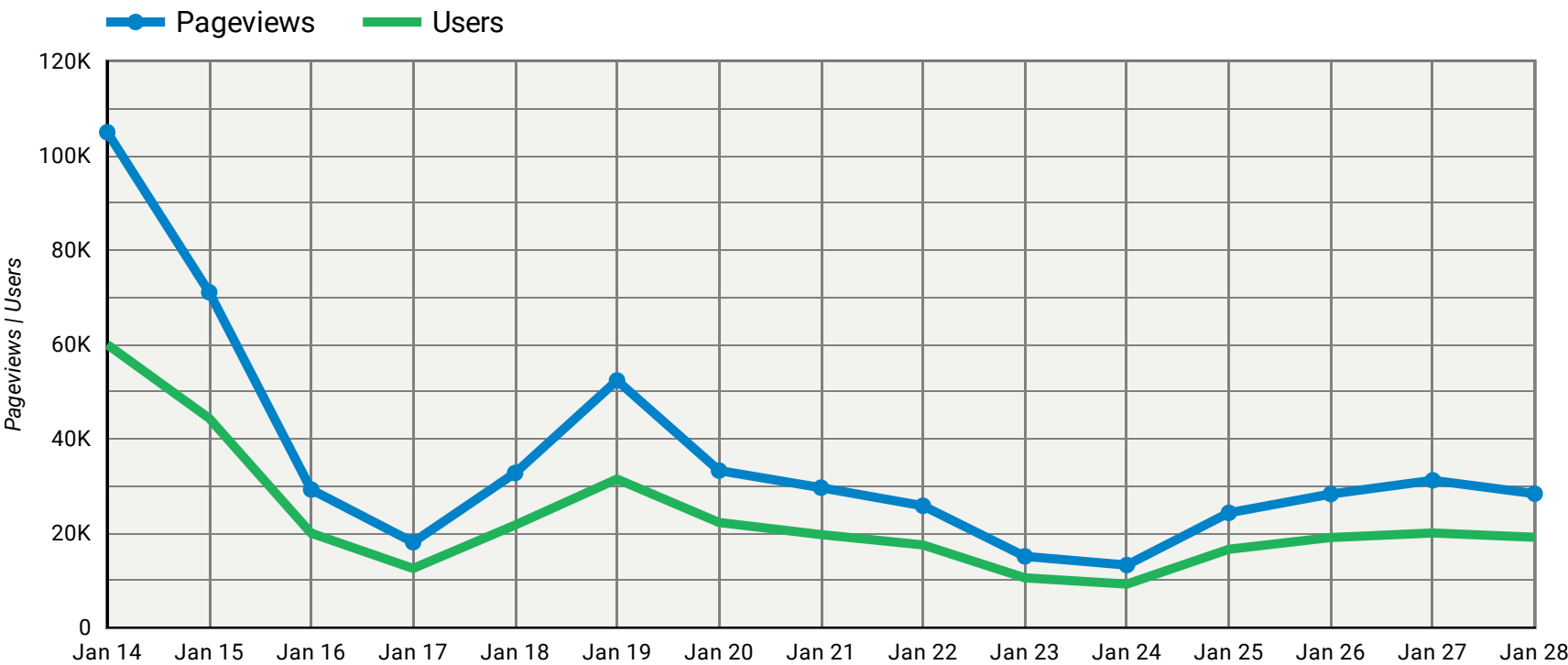
Pageviews

537,509

Users

235,126

Jan 14, 2021 - Jan 28, 2021



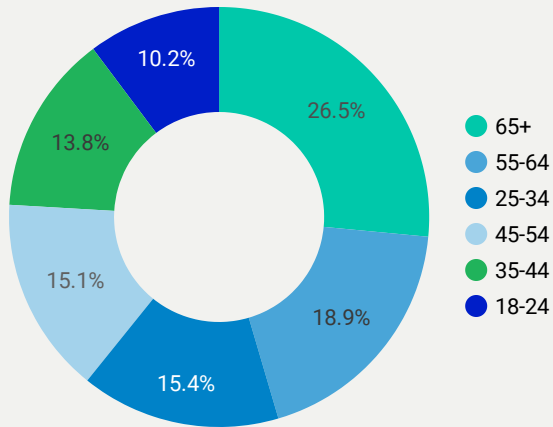
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Analytics Report - /covid-19_vaccine_information/covid-19_vaccine_-_phase_1b_registration/

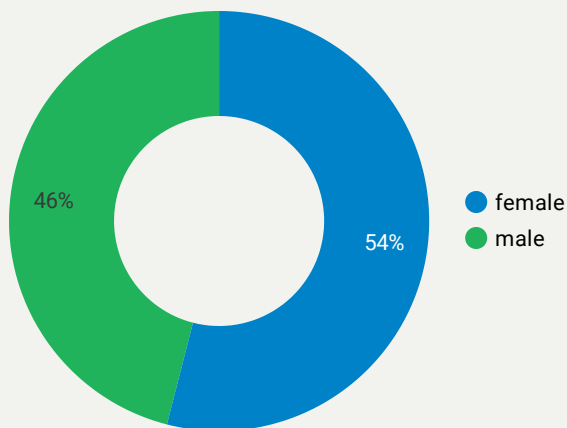
Jan 14, 2021 - Jan 28, 2021

Demographics

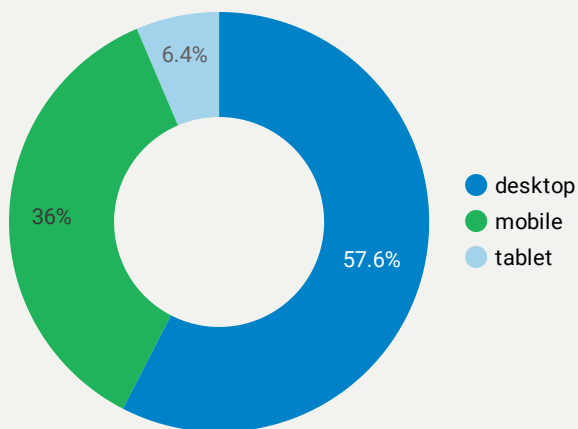
User Age Distribution



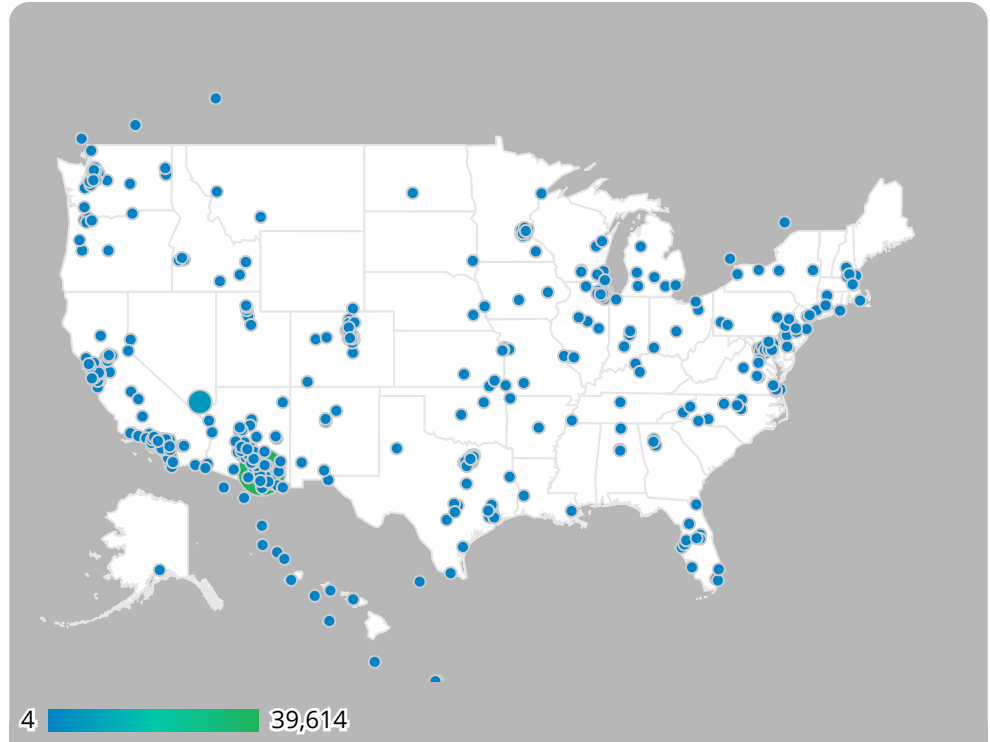
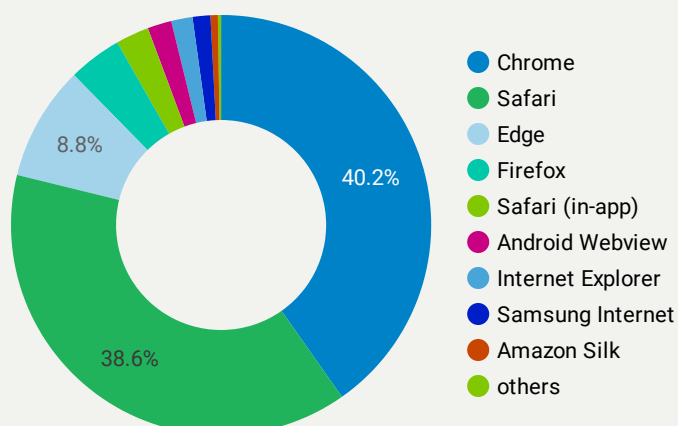
User Gender Distribution



User Access via Device Type



User Access via Web Browser



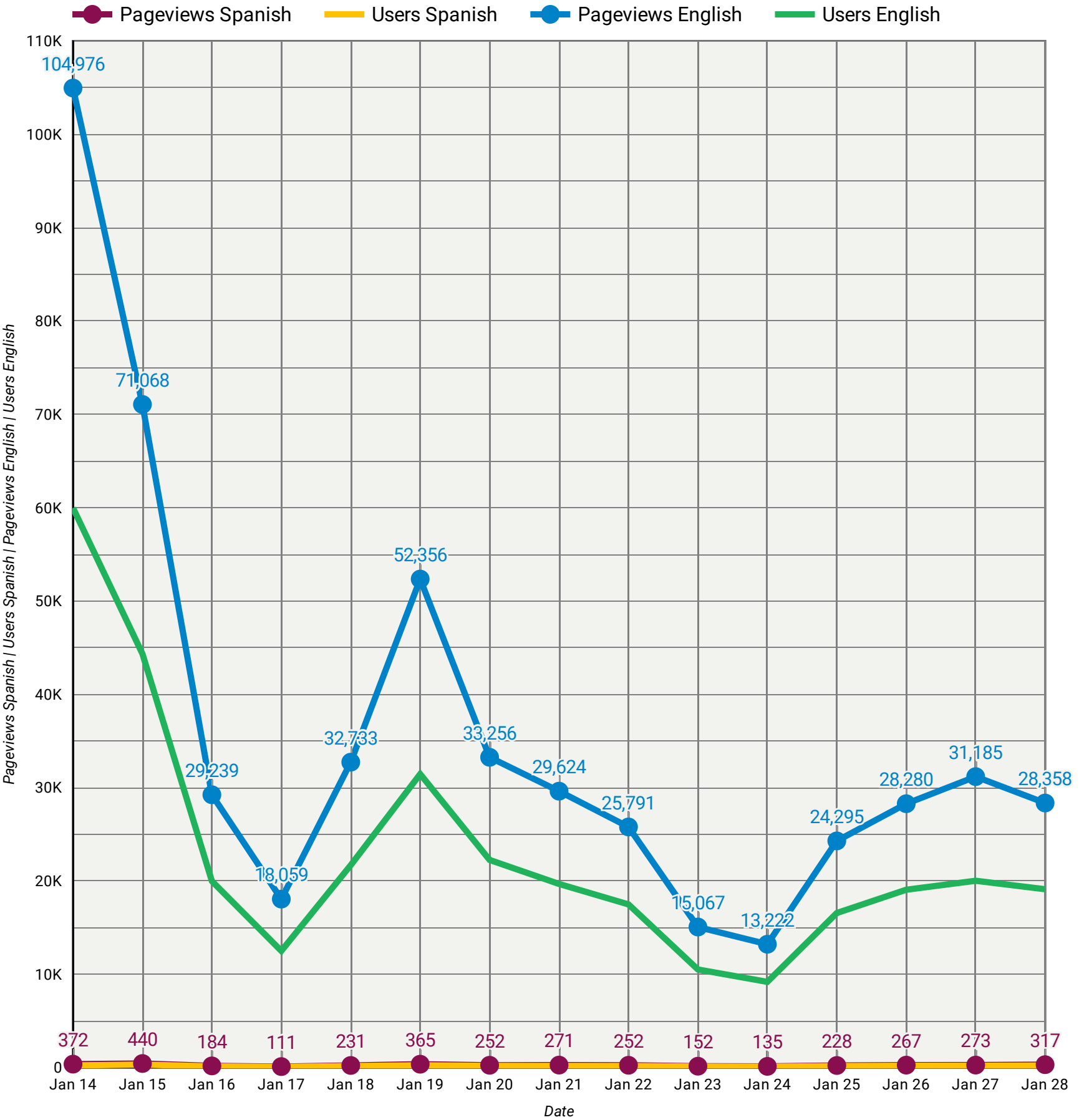
	City	Pageviews ▾	Users
1.	Tucson	214,817	94,548
2.	Catalina Foothills	55,330	21,826
3.	Casas Adobes	33,252	13,998
4.	Oro Valley	32,122	12,663
5.	Sahuarita	28,925	10,918
6.	Las Vegas	28,502	14,810
7.	Phoenix	23,829	13,482
8.	Marana	19,527	8,327
9.	Green Valley	11,597	4,227
10.	Los Angeles	10,633	5,960
11.	(not set)	10,315	5,506
12.	Drexel Heights	7,905	3,560
13.	Scottsdale	2,569	1,517
14.	Mesa	2,433	1,390
15.	Tanque Verde	2,282	1,033
16.	Corona de Tucson	1,723	769
17.	Gilbert	1,508	817
18.	Snoqualmie Pass	1,392	612
19.	San Francisco	1,144	594
20.	Benson	1,014	420

ATTACHMENT C

Analytics Report - Phase 1B Page (Spanish compared to English)

Page usage

Jan 14, 2021 - Jan 28, 2021



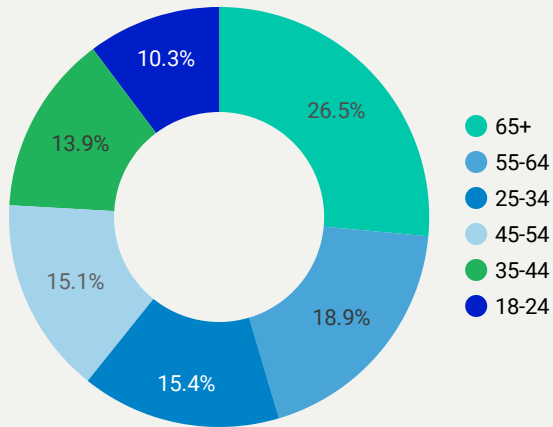
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2.	/informacin_vacuna_contra_covid19_distribucion/vacuna_covid19-inscripcion_informacion_fase1b/	3,850	2,327	00:02:51

Analytics Report - Phase 1B Pages (Spanish & English)

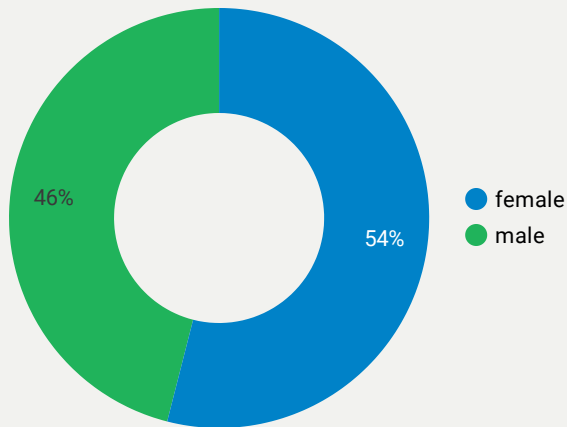
Demographics

Jan 14, 2021 - Jan 28, 2021

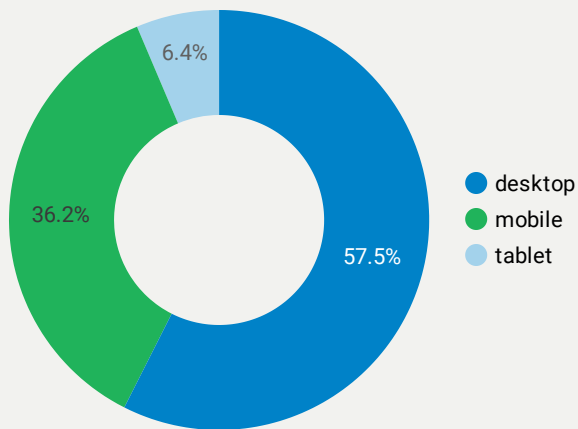
User Age Distribution



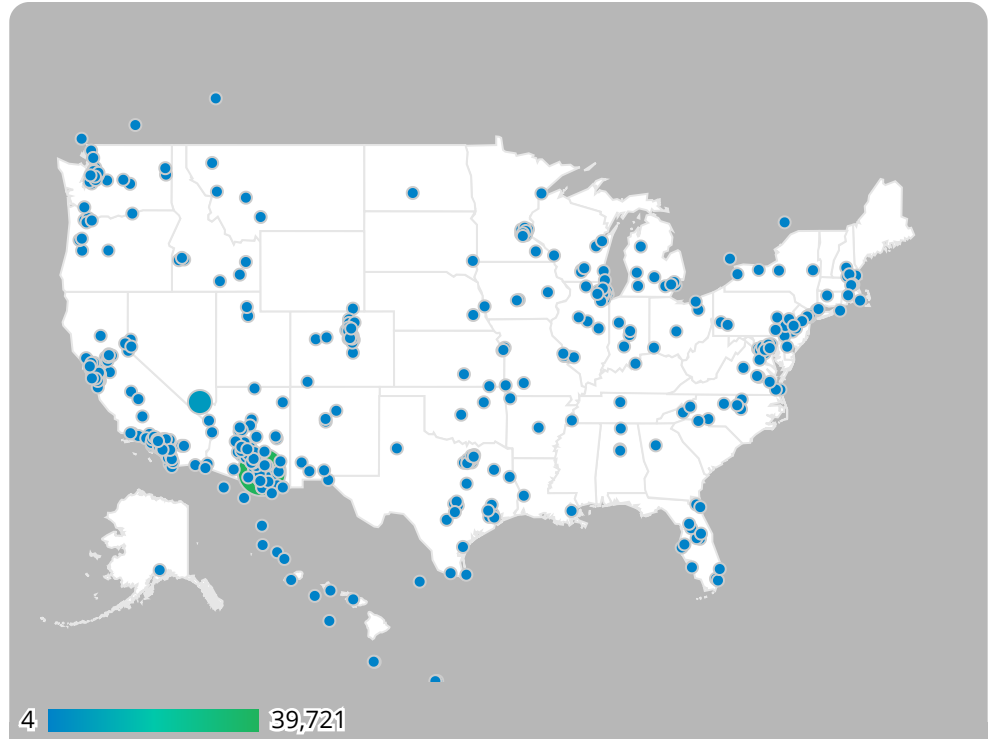
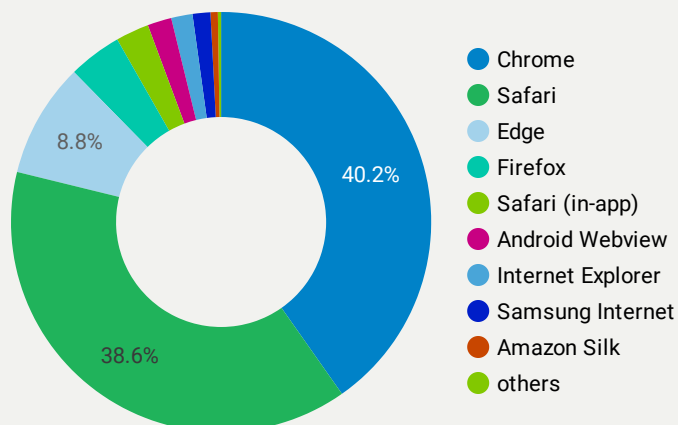
User Gender Distribution



User Access via Device Type



User Access via Web Browser



	City	Pageviews ▾	Users
1.	Tucson	216,454	94,709
2.	Catalina Foothills	55,504	21,854
3.	Casas Adobes	33,353	14,013
4.	Oro Valley	32,215	12,668
5.	Sahuarita	29,027	10,924
6.	Las Vegas	28,661	14,834
7.	Phoenix	24,197	13,552
8.	Marana	19,618	8,340
9.	Green Valley	11,623	4,230
10.	Los Angeles	10,694	5,973
11.	(not set)	10,412	5,551
12.	Drexel Heights	8,003	3,576
13.	Scottsdale	2,571	1,517
14.	Mesa	2,447	1,394
15.	Tanque Verde	2,286	1,033
16.	Corona de Tucson	1,727	769
17.	Gilbert	1,522	819
18.	Snoqualmie Pass	1,392	612
19.	San Francisco	1,147	594
20.	Benson	1,015	420

ATTACHMENT D

Analytics Report - /covid-19_vaccine_information/covid-19_vaccine_-_phase_1b_registration/

Page usage

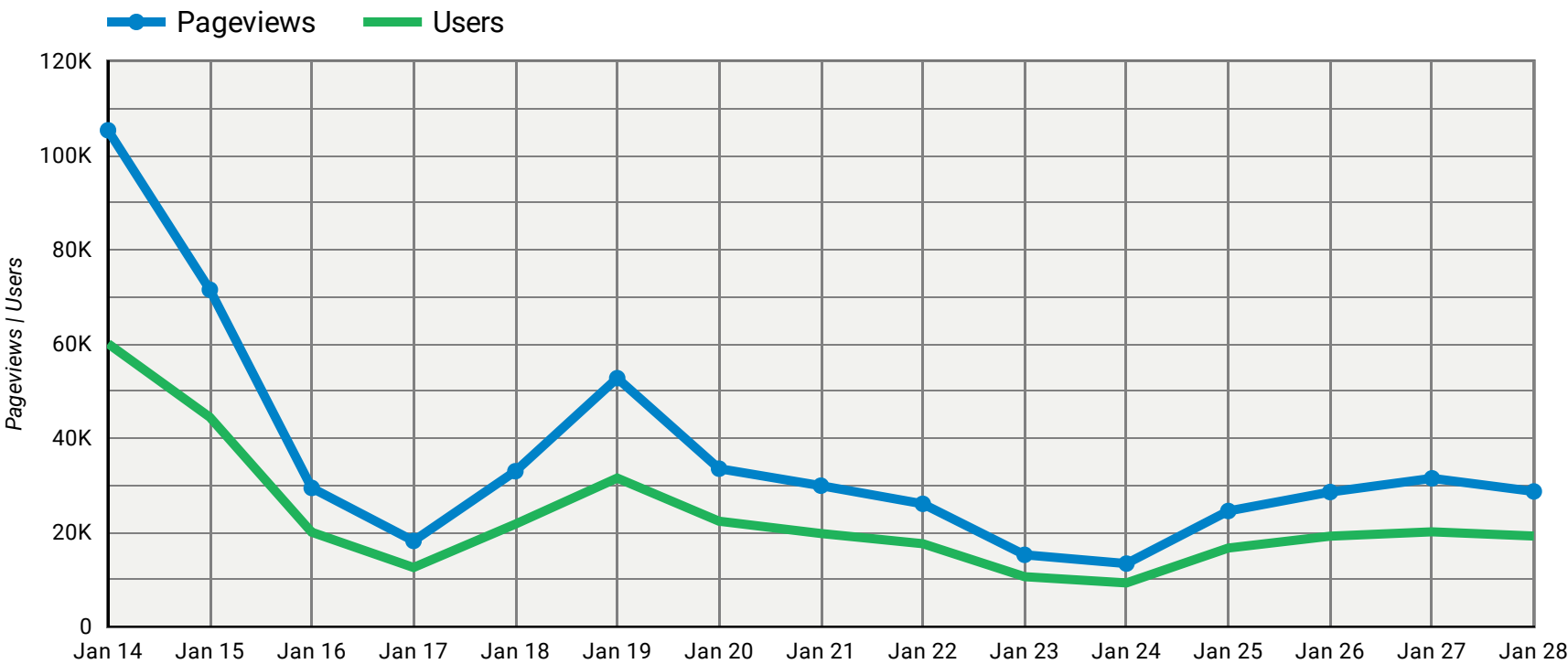
Pageviews

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Users

235,689

Jan 14, 2021 - Jan 28, 2021



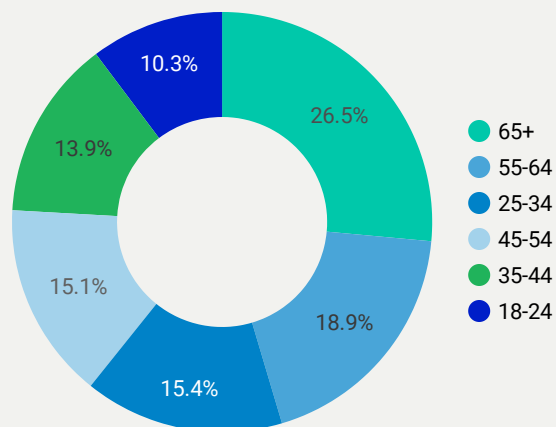
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1.	/covid-19_vaccine_information/covid-19_vaccine_-_phase_1b_registration/	537,509	235,126	00:05:12
2.	/covid-19_vaccine_information/informacin_vacuna_contra_covid19_distribucion/vacuna_covid19_inscripc...	3,850	2,327	00:02:51

Analytics Report - /covid-19_vaccine_information/covid-19_vaccine_-_phase_1b_registration/

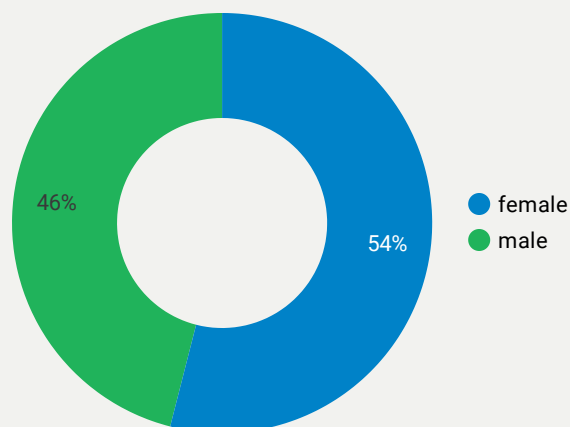
Jan 14, 2021 - Jan 28, 2021

Demographics

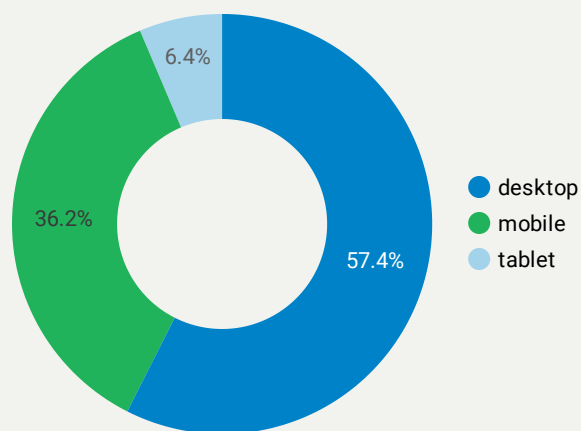
User Age Distribution



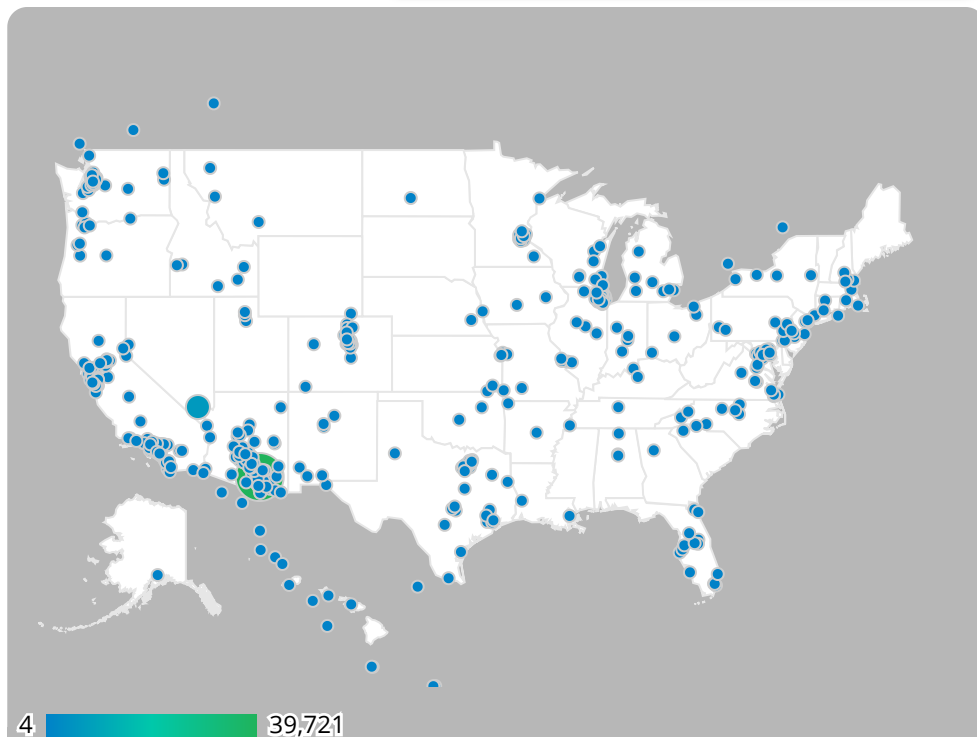
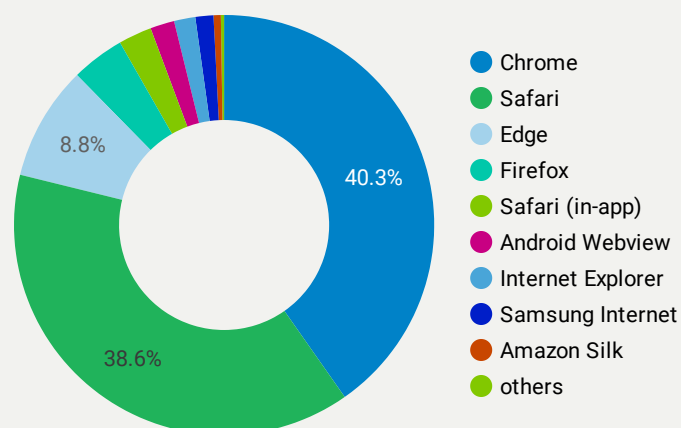
User Gender Distribution



User Access via Device Type



User Access via Web Browser



	City	Pageviews ▾	Users
1.	Tucson	216,438	94,709
2.	Catalina Foothills	55,503	21,854
3.	Casas Adobes	33,353	14,013
4.	Oro Valley	32,215	12,668
5.	Sahuarita	29,027	10,924
6.	Las Vegas	28,660	14,834
7.	Phoenix	24,196	13,551
8.	Marana	19,618	8,340
9.	Green Valley	11,623	4,230
10.	Los Angeles	10,694	5,973
11.	(not set)	10,412	5,551
12.	Drexel Heights	8,003	3,576
13.	Scottsdale	2,571	1,517
14.	Mesa	2,447	1,394
15.	Tanque Verde	2,286	1,033
16.	Corona de Tucson	1,727	769
17.	Gilbert	1,522	819
18.	Snoqualmie Pass	1,392	612
19.	San Francisco	1,147	594
20.	Benson	1,015	420

ATTACHMENT E

Analytics Report - /vacuna_COVID19-inscripcion_informacion_fase1b/

Page usage

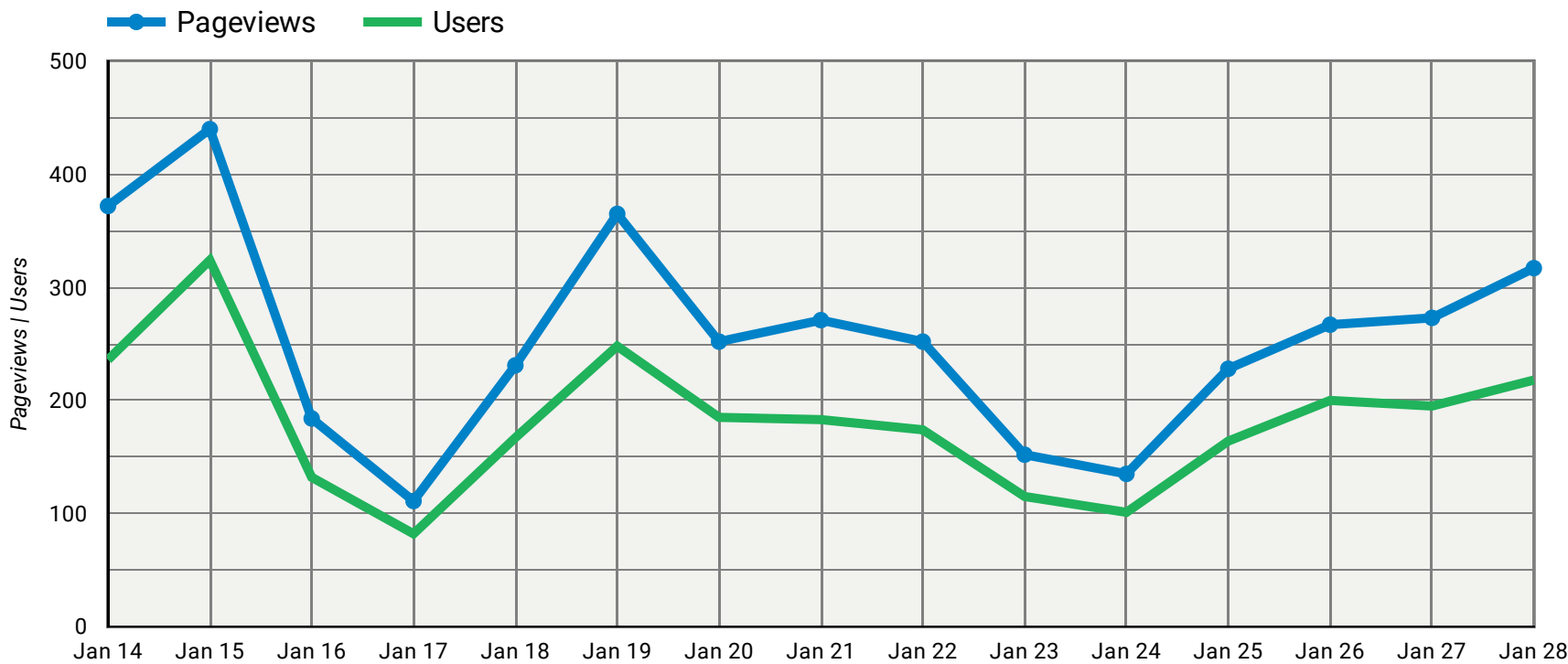
Pageviews

3,850

Users

2,327

Jan 14, 2021 - Jan 28, 2021



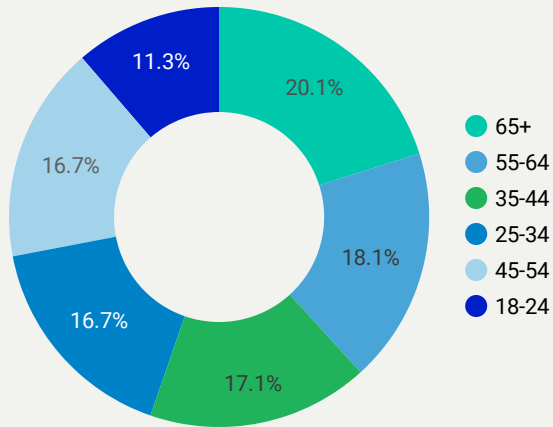
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1.	/covid-19_vaccine_information/informacin_vacuna_contra_covid19_distribucion/vacuna_covid19-inscripc...	3,850	2,327	00:02:51

Analytics Report - /vacuna_COVID19-_inscripcion_informacion_fase1b/

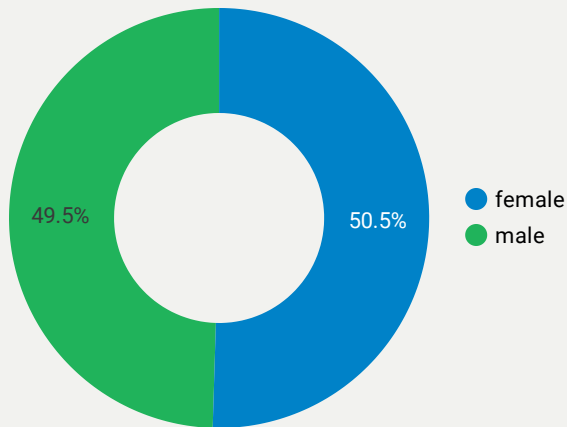
Demographics

Jan 14, 2021 - Jan 28, 2021

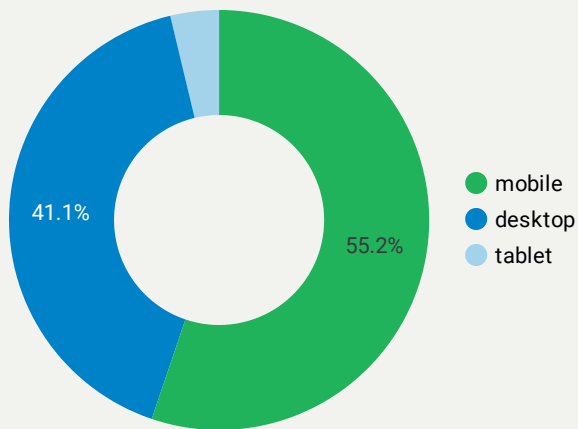
User Age Distribution



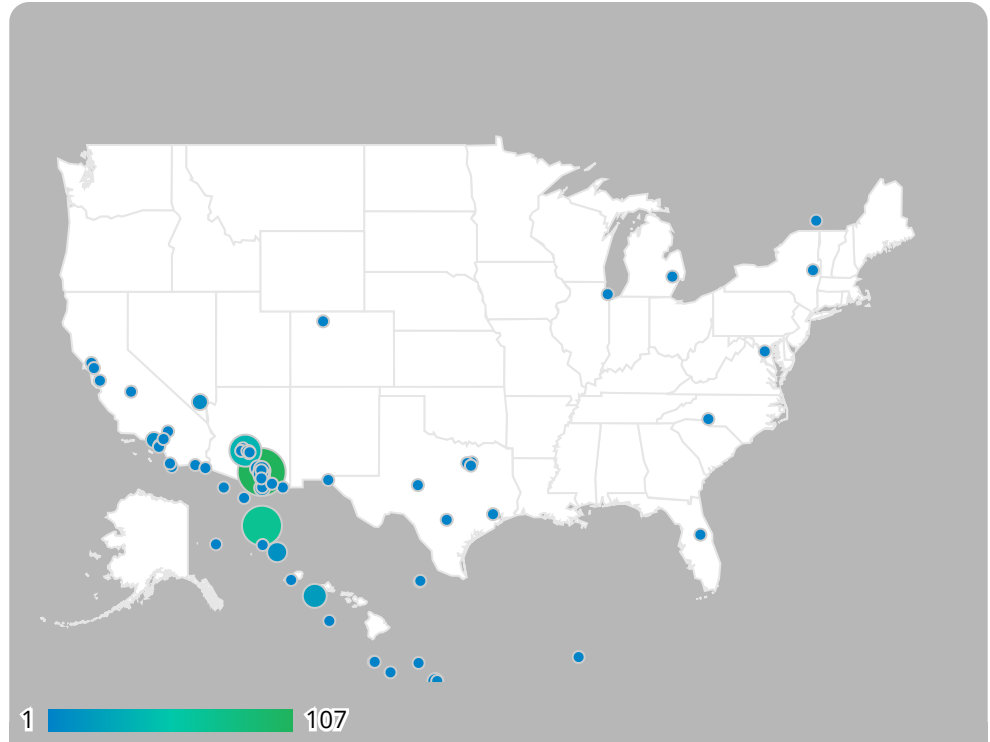
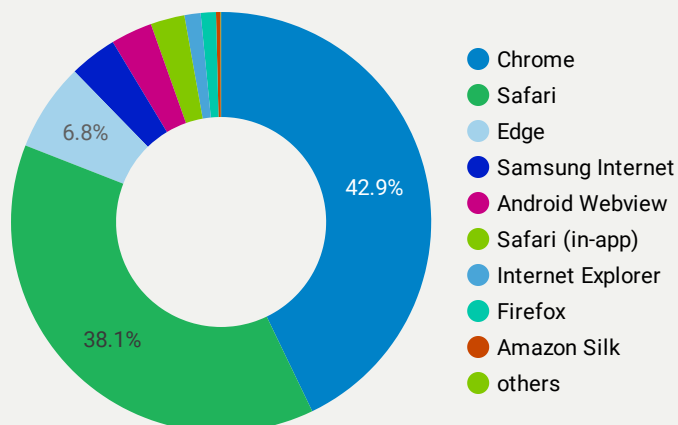
User Gender Distribution



User Access via Device Type



User Access via Web Browser



	City	Pageviews ▾	Users
1.	Tucson	1,621	928
2.	Phoenix	367	222
3.	Hermosillo	247	137
4.	Catalina Foothills	173	128
5.	Las Vegas	158	115
6.	Sahuarita	102	76
7.	Casas Adobes	101	69
8.	Drexel Heights	98	51
9.	(not set)	97	79
10.	Oro Valley	93	68
11.	Marana	91	59
12.	Los Angeles	61	39
13.	Culiacan	59	45
14.	Ciudad Obregon	50	24
15.	Nogales	50	39
16.	Green Valley	26	22
17.	Santa Ana	21	17
18.	Guaymas	21	15
19.	Casa Grande	16	2
20.	Cuernavaca	15	2