MEMORANDUM

Date: January 29, 2021

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

From: C.H. Huckleberry
      County Administrator

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)
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)
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 Lesher, Chief Deputy County Administrator
    Carmine DeBonis, Jr., Deputy County Administrator for Public Works
    Francisco García, MD, MPH, Deputy County Administrator & Chief Medical Officer, Health and Community Services
Analytics Report - /covid-19_vaccine_information/

Page usage

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<thead>
<tr>
<th>Pageviews</th>
<th>Users</th>
<th>Avg. Tim</th>
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**Pageviews**

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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_hea... 7 1 00:00:50
13. /covid-19_vaccine_information/vaccine_information_alternate/ 6 2 00:00:17
14. /covid-19_vaccine_information/informacin_vacuna_contra_covid19_distribucion/temporary/ 5 3 00:04:53
15. /covid-19_vaccine_information/covid-19_vaccine_-_phase_1b/ 4 4 00:29:14
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Analytics Report - /covid-19_vaccine_information/covid-19_vaccine_-_phase_1b_registration/

Page usage

Pageviews | Users
---|---
537,509 | 235,126

Jan 14, 2021 - Jan 28, 2021

New Field | Pageviews | Users | Avg. Time
---|---|---|---
1. /covid-19_vaccine_information/covid-19_vaccine_-_phase_1b_registration/ | 537,509 | 235,126 | 00:05:12
### City Pageviews Users

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### User Age Distribution
- 10.2% 65+
- 13.8% 55-64
- 15.1% 25-34
- 15.4% 45-54
- 18.9% 35-44
- 26.5% 18-24

### User Gender Distribution
- 46% female
- 54% male

### User Access via Device Type
- 6.4% desktop
- 36% mobile
- 57.6% tablet

### User Access via Web Browser
- 40.2% Chrome
- 38.6% Safari
- 8.8% Edge
- 4.1% Firefox
- 3.7% Safari (in-app)
- 1.8% Android Webview
- 1.4% Internet Explorer
- 1.2% Samsung Internet
- 1.2% Amazon Silk
- 1.0% others
Analytics Report - Phase 1B Page (Spanish compared to English)

Page usage

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1. /covid-19_vaccine_phase_1b_registration/
   Pageviews: 537,509
   Users: 235,126
   Avg. Time: 00:05:12

2. /informacion_vacuna_contra_covid19_distribucion/vacuna_covid19_inscripcion_imformacion_fase1b/
   Pageviews: 3,850
   Users: 2,327
   Avg. Time: 00:02:51
Analytics Report - Phase 1B Pages (Spanish & English)

Demographics

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
Page views: 541,359
Users: 235,689

Date | Pageviews | Users | Avg. Time
--- | --- | --- | ---
Jan 14, 2021 - Jan 28, 2021 | 537,509 | 235,126 | 0:05:12
Jan 14, 2021 - Jan 28, 2021 | 3,850 | 2,327 | 0:02:51
### City Pageviews

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<th>City</th>
<th>Pageviews</th>
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</tbody>
</table>

### User Age Distribution
- 65+: 10.3%
- 55-64: 26.5%
- 25-34: 13.9%
- 45-54: 15.1%
- 35-44: 15.4%
- 18-24: 18.9%

### User Gender Distribution
- Female: 46%
- Male: 54%

### User Access via Device Type
- Desktop: 36.2%
- Mobile: 57.4%
- Tablet: 6.4%

### User Access via Web Browser
- Chrome: 40.3%
- Safari: 38.6%
- Edge: 8.8%
- Firefox: 4.2%
- Safari (in-app): 3.3%
- Android Webview: 2.3%
- Internet Explorer: 2.3%
- Samsung Internet: 2.2%
- Amazon Silk: 1.0%
- Others: 8.6%
### Page usage

<table>
<thead>
<tr>
<th>Date</th>
<th>Pageviews</th>
<th>Users</th>
<th>Avg. Time</th>
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<td>Jan 14</td>
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</table>

**Analytics Report - /vacuna_COVID19_-_inscripcion_informacion_fase1b/**

The page has been viewed 3,850 times by 2,327 unique users. The pageviews and users are consistent throughout the period from Jan 14 to Jan 28, 2021.

**New Field**

1. /covid-19_vaccine_information/informacion_vacuna_contra_covid19_distribucion/vacuna_covid19_inscripcion_fase1b/ | 3,850 | 2,327 | 00:02:51 |
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. Cuilacan 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

User Age Distribution
User Gender Distribution
User Access via Device Type
User Access via Web Browser

Jan 14, 2021 - Jan 28, 2021