




Odie Donald, II MBA  
City Administrator

Date: October 20, 2021  
To: Mayor Hardie Davis  
Mayor Pro Tem Bobby Williams  
Commissioner Jordan Johnson  
Commissioner Dennis Williams  
Commissioner Catherine Smith McKnight  
Commissioner Alvin Mason  
Commissioner Ben Hasan  
Commissioner Sean Frantom  
Commissioner Brandon Garrett  
Commissioner Francine Scott  
Commissioner John Clarke  
From: Odie Donald II, City Administrator   
Subject: August/September 2021 Vaccination Report

**Background**

On August 19, 2021 the Augusta Commission approved the administration of a vaccine incentive program to encourage eligible County residents to become fully vaccinated against COVID-19. The program, commonly referenced as *VaxUp Augusta!*, provides a \$100 incentive to Richmond County residents who become fully vaccinated (e.g. single dose Johnson & Johnson, second dose of Moderna or Pfizer) through one of four authorized service providers.

**Vaccine Partner Allocation**

Augusta has now authorized five (5) vendors to administer vaccinations and distribute incentives as applicable with Augusta University’s Student Health Clinic as the most recent partner (October) to join this effort. The table below highlights the total projected vaccinations, incentives, and vendor administrative costs to implement the program. As of October 10, 2021 approximately \$1,245,000 of the \$1,500,000 total allocation has been obligated.

*Vaccination Partner Allocations*

Name	Vaccination Goal	Vaccine Incentive Allocation	Administrative Cost Allocation
Richmond County Health Department	3,300	330,000	165,000
Medical Associates Plus	1,500	150,000	75,000
Christ Community Health	1,500	150,000	75,000
Nightingale Infusion and Pharmacy	1,500	150,000	75,000
Augusta University Student Health Clinic	500	50,000	25,000
<b>TOTAL</b>	<b>8,300</b>	<b>\$830,000</b>	<b>\$415,000</b>

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**VaxUp Augusta! Launch + Initial Implementation**

Following the Augusta Commission’s approval, *VaxUp Augusta!* launched on September 8, 2021 at May Park. The initial clinic, hosted by the Georgia Department of Public Health (DPH) the first partner to onboard, boasted more than 120 citizens who received a first or second dose.

**VaxUp Augusta! Initial Reporting (Reporting Period: 08/16/ thru 10/8/21)**

Below is a cumulative report out of all five (5) authorized vaccination partners. It should be noted that while DPH began program implementation in August, the remaining vendors onboarded and began implementation in September. Further, Nightingale Infusion & Pharmacy and Augusta University Student Health are the two most recent partners and will begin implementation mid-October; therefore, these partners are not required to provide a report for the period ending October 10, 2021.

*Richmond County VaxUp Augusta! Cumulative Outcomes*

Total First Doses for Richmond County Residents	1,105
Total Number of Fully Vaccinated Richmond County Residents	1,268
Total Shots for Richmond County Residents	2,393
Total Gift Cards Issued	1,029
Total Amount Expended (including administrative cost)	\$213,287
Total Clinics in Richmond County	112

In addition to the cumulative report, included below is a detailed report of total doses administered, total second doses administered, incentives administered, and total clinics by vaccination partner.

*Richmond County Health Department (Reporting Period: 08/16/ thru 10/8/21)*

Total First Doses for Richmond County Residents	845
Total Number of Fully Vaccinated Richmond County Residents	1019
Total Shots for Richmond County Residents	1,864
Total Gift Cards Issued	928
Total Amount Expended (including administrative cost)	\$189,962
Total Clinics in Richmond County	Static Clinic at Windsor Spring M-F 50 mobile clinics

*Medical Associates Plus* (Reporting Period: 08/16/ thru 10/8/21)

Total First Doses for Richmond County Residents	185
Total Number of Fully Vaccinated Richmond County Residents	187
Total Shots for Richmond County Residents	372
Total Gift Cards Issued	77
Total Amount Expended (including administrative cost)	\$11,550
Total Clinics in Richmond County	22 Mobile Clinic's 16 In office Clinic's 38=Total Clinic's

*Christ Community Health* (Reporting Period: 08/16/ thru 10/8/21)

Total First Doses for Richmond County Residents	75
Total Number of Fully Vaccinated Richmond County Residents	62
Total Shots for Richmond County Residents	157
Total Gift Cards Issued	24
Total Amount Expended (including administrative cost)	\$11,775
Total Clinics in Richmond County	24

**Countywide Impact of VaxUp Augusta!**

Since the August 19, 2021 Commission authorization, interest and education related to the vaccine and mitigating COVID-19 has increased substantially. Approximately 10,000 more residents (5%) have received at least one dose, while 11,000 more residents (6%) have become fully vaccinated. A detailed overview of the countywide statistics is included in the chart below.

*Richmond County Vaccination Metrics*

	# ADMINISTERED	#ADMINISTERED PER 100K		
August 20, 2021	142,680	70,685		
October 20, 2021	168,823	83,637		
	RESIDENTS VACCINATED			
	# At Least One Dose	% At Least One Dose	# Fully Vaccinated	% Fully Vaccinated
August 20, 2021	77,377	38%	67,158	33%
October 20, 2021	87,101	43%	78,856	39%

**Continued Implementation**

As of October 1, 2021, all vaccination partners are in place and prepared to fully implement the program via an array of activations including static clinics, mobile clinics, and Commission supported activations highlighted by the October 30, 2021 mass vaccination event at the James Brown Arena. A detailed overview of currently scheduled vaccination events is listed below.

*Covid Vaccine Clinic Schedule*

Date	Time	Location	Vaccine Partner	Vaccine
Thursday, Oct 28	4pm - 6pm	Aquatic Center (Will be outside)	MAP	Moderna
Saturday, Oct 30	10am - 2pm	JBA (drive-thru)	MAP	Moderna
Thursday, Nov 4	4pm - 6pm	Warren Rd	Nightingale	Pfizer, Moderna
Saturday, Nov 6	11am - 2pm	Robert Howard	Public Health	Pfizer, Moderna
Saturday, Nov 20	10am - 2pm	Augusta Mall (drive-thru)	Public Health	Pfizer, Moderna
Thursday, Dec 2	11am - 2pm	Jamestown	Nightingale Services	Pfizer, Moderna
Saturday, Dec 4	12pm - 4pm	Carrie J Mays	Public Health	Pfizer, Moderna

### **Vaccination Outreach**

In support of the vaccination programs the Commission approved a \$25,000 outreach allocation from the total \$1,500,000 program allocation. In addition to earned media and internal marketing tools, staff has secured 171 radio spots to push the message out into the community. These ads run from October 11, 2021 through November 29, 2021. Details related to this initial effort are included below.

#### *Vax Up, Augusta- Radio Buys*

<b>Name of Radio Stations</b>
WAKB Magic 100.9 FM- 18 Commercials/PSA
WBBQ 104.3FM- 16 Commercials/PSA
WCHZ Hot 95.5- 34 Commercials/PSA
WGAC- News Talk 95.1 & 580AM- 10 Commercials/PSA
WHHD- HD 98.3FM- 14 Commercials/PSA
WKSP- 96.3 KISS FM- 16 Commercials/PSA
WKZK- 103.7FM and 1600AM- 21 Commercials/PSA
WLUB- 105.7 FM- 17 Commercials/PSA
WTHB- 96.9 FM and 1550 AM- 18 Commercials/PSA
<b>Total Cost: \$1,489.00</b>

*Note: Additional commercial rotations were added with no additional cost.*