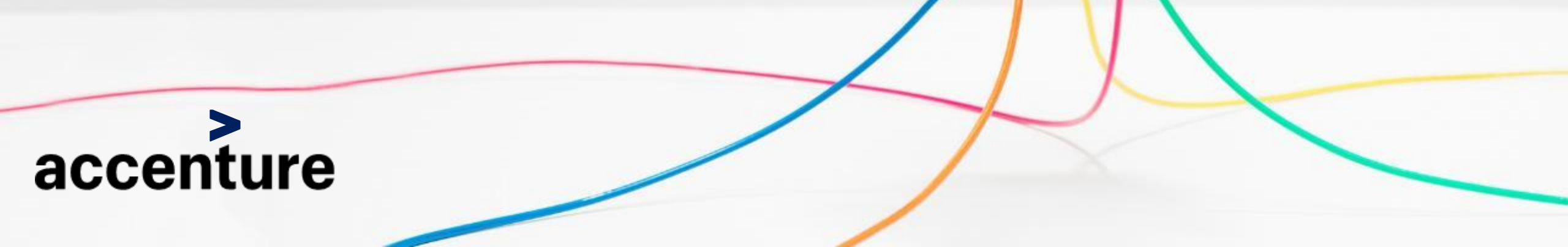


# NUECES COUNTY COVID-19 RESPONSE

COVID-19 Response PMO  
Commissioners Court Briefing  
11/30/20

  
**accenture**



# **COVID-19 EMERGENCY RESPONSE BRIEFING AGENDA**

## **NOVEMBER 30, 1:30PM TO 5:00PM**

### **Agenda**

**COVID-19 PMO Emergency Response Overview & COVID Funding**

**COVID-19 Public Health Messaging & Sentiment Analysis**

**Test Management & Contact Tracing**

**Vaccine Planning**

**Identifying Vulnerable Populations with Analytics**

**Cross-Community Collaboration Council & Economic Revitalization**

**COVID-19 Community Risk Dashboard**

**Adjourn**

**For a short summary of each topic area, please refer to the following pages.**

# **COVID-19 EMERGENCY RESPONSE BRIEFING AGENDA**

## **NOVEMBER 30, 1:30PM TO 5:00PM (PG. 1 OF 2)**

### Agenda

#### **COVID-19 PMO Emergency Response Overview & COVID Funding**

- An overview of the COVID-19 Program Management Office's emergency response, including project identification, scoping, sourcing and recommending alignment of federal and state disaster grants to COVID-19 emergency expenses.

#### **COVID-19 Public Health Messaging & Sentiment Analysis**

- As COVID-19 cases surge, the County partnered with a local digital marketing firm to expand emergency public health messaging on social media and other digital media to better reach vulnerable populations, providing messaging to stop the spread and where to receive COVID-19 treatment.
- The County implemented a solution to rapidly identify and address emergency and COVID-19 related community concerns generating discussion on social media.

#### **Test Management & Contact Tracing**

- In order to be able to scale to handle the surge in COVID-19 testing and make testing more convenient for citizens to schedule, the County implemented a COVID-19 Symptom Self-Assessment & Test Scheduling solution donated by Adobe, Oracle, Splunk & Datahouse.

#### **Vaccine Planning**

- It is critical that vulnerable populations within Nueces County rapidly receive access to a safe and effective COVID-19 vaccine. The County and community stakeholders have been actively planning to manage emergency vaccine distribution, administration, management, and reporting.

# **COVID-19 EMERGENCY RESPONSE BRIEFING AGENDA**

## **NOVEMBER 30, 1:30PM TO 5:00PM (PG. 2 OF 2)**

### Agenda

#### Identifying Vulnerable Populations with Analytics

- In an emergency, it is critical to identify and serve the County's most vulnerable populations. The County and Hospital District are implementing an analytics dashboard to identify vulnerable populations and make data-driven decisions to respond to their needs.

#### Cross-Community Collaboration Council & Economic Revitalization

- Emergency response is only effective when the community is informed and empowered. The County established a Community Council composed of community stakeholders to provide feedback on County emergency response and economic revitalization decisions and to provide unified emergency messaging to the community.

#### COVID-19 Community Risk Dashboard

- The County is implementing a Community Risk Dashboard, powered by an analytics portal, that will provide data-driven recommendations and advice for Nueces County citizens on how to stay safe depending on the level of local COVID-19 spread.

#### Adjourn