



Friday, June 4, 2021

Agenda Item # 4

To: Central Midlands Regional Transit Authority COVID Ad Hoc Committee
 From: Pamela Bynoe-Reed, Director of Marketing & Community Affairs/Public Information Officer
 Subject: COVID-19 Ad Hoc Committee Staff Report

Requested Action Staff recommends that the COVID-19 Ad Hoc Committee review the discussion and action items for consideration.

Background and Summary: A summary of today's COVID-19 items is shown below to update the COVID-19 Ad Hoc Committee regarding The COMET's Marketing of its COVID-19 initiatives

A. Update of Don't Miss Your Shot Campaign

- x On May 17, 2021, we solidified a partnership with Uber and Lyft in cooperation from United Way of the Midlands regarding implementation of their vaccine transportation services in Richland and Lexington Counties. All trips are capped at \$15 per ride at four and are available Monday-Friday from 7 a.m. - 7 pm.
 - o Uber. The Webber Elementary School vaccine clinic on May 17 did not occur as planned per Mayor Robinson. The code is <http://t.uber.com/dontmissyourshot>
 - o Lyft has coordinated with United Way to ensure that they have a process in place for the funding. The codes are: Enter COMETVAX1 (for first shot) Enter COMETVAX2 (for second shot) on the Lyft app.
 - o Both programs are funded through \$50k each from both Uber and Lyft, with a match from The COMET coming from either ARA (American Rescue Act) or Service Enhancement. The program is expected to go until September 2021 until renewed or depletion of the funding allocation. A press release was distributed on May 17 and updates were provided to DHEC's Healthcare Coalition to inform about this new avenue of transportation through The COMET.
- x Health Force LLC is providing both Moderna and Johnson & Johnson/Janssen vaccines at COMET Central. The hours of operation are weekdays 8 a.m. - 6 p.m. The vendor is reporting that more than 350 (379) people have been vaccinated so far and more than 75 (77) have been tested.
- x DHEC has now listed COMET Central as a designated vaccination site in their system.
- x In lieu of The COMET organizing vaccine clinics, we propose that we target major locations (Columbia Place Mall, COMET Central, Rural Road) to concentrate marketing more on how to receive access by the many ways The COMET can transport. We will also refresh the campaign media (print, radio and TV) and distribution.

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network partnerships with the upcoming budget year beginning July 1.

B. Signage and Collateral Support

- The Marketing team has completed the brochure to an evergreen iteration and the website was also updated to reflect new locations and changes in how to access. New brochures will be distributed to Richland County Councilwoman Cheryl English for distribution in Lower Richland per her request. We will also seek out other avenues for distribution in the community as well as the buses and COMET Central. Updated social media posts are in the calendar to remind people of the initiative.
- Kudos to Blake Gibbons, intern, for working with the Transit app to show vaccine locations on the transportation map.
- We have a Don't Miss Your Shot banner to accompany the Health Force banner at the gate.

Fiscal Impacts: TBD.

Legal Counsel Review: None.

Recommended Motion: TBD.

Attachments: NA

For information regarding this staff report, please contact Pamela Bynoe-Reed (803) 255-7139 or email pbynoe-reed@TheCOMETSC.gov.

Approved for Submission,



Pamela Bynoe-Reed, Director of Marketing and Community Affairs/Public Information Officer

Board Members: