



## WASHOE COUNTY ASSESSMENT – November 12, 2020

### 1. Overall Assessment

COVID-19 is widespread in Washoe County and is mostly occurring through community transmission that is not tied to known cases of infection. Infection occurs throughout the locations that individuals visit in the course of commerce, employment, and recreation. We continue to see significant increase in numbers of cases occurring in the 30-59 year old age range, in addition to the 20-29 year old ranges in the last several weeks. A number of areas in the nation have seen initial increases in cases of 20-29 year age range, that then lead to higher number of new cases occurring in other age groups in their communities.

Washoe County test positivity rate and has increased over the past week from 10.8% to 12.8% in spite of the number of tests per day increasing. The number of tests per 100,000 population has increased from 301 to 312 tests per day. The number of new cases per 100,000 population continue to increase, this week rising 783 to 1,025. We remain concerned about the high number of cases that are coming from the 20-29 year old age range; however we are now seeing the increase in cases occurring more broadly across all age ranges in the community. As of November 9, the 7-day rolling average of new daily cases in Washoe County was 335, a 79% increase in new cases from November 3 and a 341% increase from October 1.

The County has launched a marketing campaign to improve messaging and community engagement to suppress the spread of disease. Social gatherings are identified as a type of event that is contributing to significant spread and where contacts with infected individuals can be identified. Outbreaks also continue to occur in households following one of the members becoming infected.

### 2. Hospital Capacity

#### **Status of staffed ICU beds, ventilators, staffing, medication treatments, and PPE.**

The relative burden of COVID-19 hospitalizations has increased significantly over the last week. As of November 8, the relative burden on northern Nevada hospitals as a result of COVID-19 is 13% (hospitalized/ licensed bed count). Within the intensive care unit, the percentage of relative burden is 35% (COVID-19 hospitalized ICU/ licensed ICU beds). Licensed ICU beds in Washoe County hospital occupancy rates are 66% and 57% respectively for general hospital and intensive care units. 78% of staffed hospital beds are occupied. Staffing is starting to become an issue. Hospitals are working on staffing plans to continue to provide care for citizens and

visitors of Washoe County. All 3 Acute Care Hospitals requested Battle Born Volunteers. Ventilator usage is at 22% of capacity; 8% of those ventilators are required by COVID patients. PPE is currently being purchased by healthcare facilities, as well as medication treatments.

The Nevada Hospital Association reports that the resurgence of COVID-19 in the north is contributing to stress of the Northern Nevada healthcare infrastructure along with increasing all-cause hospitalizations. Inter-facility transfers of patients are increasing due to limited ICU bed capacity that is occurring.

Our Hospital Preparedness Program is coordinating with the hospitals on bed capacity and preparedness to implement Crisis Standards of Care related to resource allocation if this becomes necessary.

PPE is currently being purchased by healthcare facilities, as well as medication treatments. No shortages in PPE are currently occurring. Due to the Veteran's Day holiday we do not have updated hospital PPE data at the time of this report submission. The Nevada Hospital Association will provide this information directly to the Task Force.

In Washoe County, Renown is allocated a set amount of Remdesivir. The regional hospitals (not just hospitals within Washoe County) have discussed the mechanism for Renown to sell them the medication if a patient qualifies so a hospital can keep a patient as long as they are able to provide the appropriate level of care. Renown may only sell to hospitals within Nevada and cannot sell across state lines.

#### **Status of Alternate Care Facility planning, staffing, and implementation.**

Renown Regional Medical center has converted the first and second floors of their Mill Street parking structure into a sophisticated, cross-functional Alternate Care Site. This location was equipped with waterproof flooring, electrical infrastructure, lighting, water, flushable toilets, technology and wall partitions in addition to beds and basic patient care support equipment. This increased their ability to cope with the spread of COVID-19 by about 173%. They are preparing to begin utilizing this facility as necessary.

#### **Assessment of overall hospital capacity and metrics that will determine expansion to Alternate Care Facilities.**

The Alternate Care site at Renown is already built and will remain in place until next year. If conditions significantly change, discussions for further expansion will take place. Washoe County has plans for establishment of an additional alternative care facility at the Reno-Sparks Convention Center that were prepared by the Army Corps of Engineers and has already purchased beds and equipment if the facility needs to be established.

### 3. Access to Personal Protective Equipment

#### Status of Regional PPE on-hand:

##### WCEM@224 EDISON

Part Description	Part Number	Quantity On Hand
*FACE SHIELD GILERO 10/BX	138-3580	300
*MASK SURGICAL LEVEL 3 BYD 50/BX	138-5701	1,400

##### WCEM@380 EDISON

Part Description	Part Number	Quantity On Hand
*GLOVE NITRILE EXAM LARGE 200/BX	AMXAPFND46100L	500
*GLOVE NITRILE EXAM MEDIUM 200/BX	AMX APFND44100M	2,400
*GLOVE NITRILE EXAM SMALL 200/BX	AMX APFND4200S	1,350
*GOWN AAMI LEVEL 2 ISOLATION L/XL	HE-GWN-LV2-L/XL	58,080
*GOWN AAMI LEVEL 2 ISOLATION M/L	HE-GWN-LV2-M/L	10,560

##### WCEM@LONGLLEY

Part Description	Part Number	Quantity On Hand
*GOWN AAMI LEVEL 2 ISOLATION L/XL	HE-GWN-LV2-L/XL	13,200
*GOWN AAMI LEVEL 2 ISOLATION M/L	HE-GWN-LV2-M/L	55,440

##### WCEM@RFD

Part Description	Part Number	Quantity On Hand
*COVERALL MEDICAL PROTECTIVE 2/PK	PROTECTIVE COVERALL	44
*DISINFECTANT-SANITIZER HAND 12 OZ	12 OZ	86
*DISINFECTANT-SANITIZER HAND 128 OZ	1 GALLON	4
*DISINFECTANT-SANITIZER HAND 16 OZ	16 OZ	24
*FACE SHEILD	T896B	655
*GLOVE NITRILE EXAM LARGE 100/BX	NGPF7003-V/BLUE SAIL/YUE LONG	15
*GLOVE NITRILE EXAM LARGE 200/BX	AMXAPFND46100L	1,400
*GLOVE NITRILE EXAM MEDIUM 100/BX	NGPF7002	6

*GLOVE NITRILE FOOD SERVICE EXTRA LARGE 100/BX	2306781	63
*GLOVE NITRILE FOOD SERVICE LARGE 100/BX	2306775	40
*GLOVE NITRILE FOOD SERVICE SMALL 100/BX	2306746	30
*GLOVE VINYL FOOD SERVICE MEDIUM 100/BX	VCPF-48M	99
*GOWN AAMI LEVEL 2 ISOLATION L/XL	HE-GWN-LV2-L/XL	21,340
*GOWN AAMI LEVEL 2 ISOLATION M/L	HE-GWN-LV2-M/L	36,410
*GOWN COTTON BROWN 3XL (GC) 5/BG	GC	151
*GOWN NON MEDICAL 10/PK	NON MEDICAL	10
*GOWNS PLASTIC (LL)	PLASTIC GOWN	13
*MASK KN95 9501+ 3M 50/BG	9501+	1
*MASK KN95 VENTED 3M 9541V	9541V	200
*MASK N95 VALVED AURA 3M 9211+	9211+	2,089
*MASK PFF2 DELTAPLUS (S)	PFF2(S)	4
*MASK SURGICAL 10/PK	FLAT MODEL	3
*MASK SURGICAL LEVEL 3 50/BX	BINGO TIMES	30
*PADS-ALCOHOL PREP 200/BX	8010	160

### WCEM@SPECTRUM

Part Description	Part Number	Quantity On Hand
*GLOVE NITRILE FOOD SERVICE EXTRA LARGE 100/BX	2306781	5,700
*GLOVE NITRILE FOOD SERVICE LARGE 100/BX	2306775	9,500
*GLOVE NITRILE FOOD SERVICE SMALL 100/BX	2306746	1,600
*GLOVE VINYL FOOD SERVICE MEDIUM 100/BX	VCPF-48M	21,300
*GOWN COTTON BROWN 3XL (GC) 5/BG	GC	759
*GOWNS PLASTIC (LL)	PLASTIC GOWN	99
*MASK KN95 9501+ 3M 50/BG	9501+	0
*MASK KN95 VENTED 3M 9541V	9541V	0
*MASK N95 VALVED AURA 3M 9211+	9211+	0
*MASK PFF2 DELTAPLUS (S)	PFF2(S)	11,540
*MASK SWEDISH DISH CLOTH		2,499
*MASK COTTON	HAYNES	2,865

**Distribution Priorities:**

Should multiple competing requests for PPE come through to the region the priority for distribution would be based on emergent need. For instance:

1. COVID Positive Facility
2. Hospitals and First Responders (LE/EMS/FIRE)
3. Urgent Care
4. Secondary medical facilities such as rehabilitation facilities

**Current PPE Assessment:**

Metrics for instituting emergency resource procedures in the future include the inability to source a critical safety item on the open market.

**Health District PPE:**

Item	Unit	Number of Boxes	Number/Unit	Total
Nitrile Gloves	BX		Varies	481,370
Exam Gowns	EA		Varies	3,972
Face Shields	EA		Varies	5,169
Surgical Masks	EA		Varies	17,050
Tychem Suits	EA		Varies	754
PAPR Head Coverings and Hoses - assorted	EA		Varies	272
N95 Masks	EA		Varies	40,855

**Testing Capacity**

**Testing Criteria:**

Due to the high demand for testing and lab capacity constraints testing has been prioritized for symptomatic individuals, case contacts, and priority populations of first responders, healthcare workers, and RTC drivers. Testing of asymptomatic individuals who are not in the priority populations has been restricted at this time. The Health District has contracted with REMSA for additional personnel to assist with specimen collection at the POST and hired additional nursing staff for this purpose.

Testing is scheduled through a call center or online. Testing is provided at no charge. The Call Center staffing is at 22 (including 6 Guard). The staff conducts the scheduling, provide the lab paperwork and labeling for the testing and provide the follow-up reporting of lab results. The call center hours are 6:30 am to 7 pm, seven days per week.

**Number of People tested in a day/week:**

12,456 tests results were reported for Washoe County for the week ending on November 3, or an average of 372 tests per day per 100,000 population.

The demand for testing from the public at the POST has been increasing. The POST was moved to the east side of the Reno Sparks Livestock Events Center in its winter configuration on November 6 and 7. The capacity of the POST has been increased for additional testing. The POST did not operate in recognitions of our Veterans' and the service of the National Guard Members on Veterans' Day. Scheduling capacity for November 12 has been increased to 900 and the POST will operate on Friday and Saturday as well. The POST will operate each weekday next week unless demand diminishes. 479 people per day were tested on average over the past week on days that the POST operated. WCHD is also providing homebound testing to individuals that are not able to travel to the POST. 45 individuals received homebound testing in the last week.

**Targeted Testing Efforts for high-risk communities, outbreak intervention, and other efforts:**

WCHD is working with State DEM, the National Guard, and regional partners to establish testing locations in several zip codes with elevated active cases. Further information is provided in the action plan section.

WCHD has facilitated establishment of client accounts for skilled nursing facilities, and other senior living facilities, as well as first responders to utilize the Nevada State Public Health Lab test kit distribution system to receive test kits directly. 400 test collection kits were provided to Reno Fire and the Washoe County Sheriff's Office during the past week. Tests are conducted under the direction of their medical directors and submitted directly to the NSPHL for testing.

To date, WCHD has distributed 3,874 kits to skilled nursing and assisted living facilities. A number of facilities have selected to receive a direct distribution of kits from NSPHL since they now have client accounts established. As outbreaks are identified through contact tracing and disease investigations, contact is made with the facility to ensure they have access to testing and offer to set up a client account to ensure a sustainable supply of test kits.

In addition, WCHD has a contract with REMSA for homebound testing of high-risk, vulnerable individuals identified through the risk assessment and scheduling process. Testing is conducted every Tuesday and Thursday collecting on average between 10 and 20 specimens.

In order to reduce throughput and potential backlogs for receiving test results from the Nevada State Public Health Lab the County is utilizing Charles River Labs (CRL) to test specimens collected at the POST two days per week. NSPHL provides the test collection kits for the CRL

analysis. CRL intends to expand capacity to 1900 tests per week but the timeline has been delayed as the automation equipment is back-ordered.

#### **4. Case Investigation and Contract Tracing**

##### **Current Contract Tracing Workforce:**

We currently have 57 staff supporting disease investigations, with approximately 25 working on any given day through a seven day week. 47 staff are employed through the UNR Nevada Public Health Training Center including 4 team leads, 40 disease investigators and 3 data entry personnel. We are currently working with UNR to add 8 additional disease investigation staff to reduce the backlog in case investigations currently experienced. There are 9 National Guard members including 5 disease investigators and 4 data entry personnel. One WCHD staff member is serving as a lead investigator and one is providing data entry. They are supported by five staff epidemiologists.

Calling of case contacts identified through investigations is conducted by Deloitte contact tracers through the State contract.

##### **Positive Cases Contacted and Overview of Contract Tracing Efforts:**

Positive cases are currently contacted within 24 to 48 hours of receipt of lab results to provide their results, instruct them to self-isolate and to provide them with an informational package of materials for them and to share with their employer and close contacts.

Washoe County continues to work to identify approaches to improve the efficiency of contact tracing as we receive overwhelming numbers of new cases. Additional staff recruitment is underway. Disease investigation staff is working to prioritize pediatric cases, schools with multiple cases, households with multiple cases, first responders and health care workers to maximize the impact of efforts given the overwhelming case numbers. A daily line list of close contacts identified is provided to Deloitte to contact for quarantine and monitoring.

A minimum of three members from each disease investigation team (10-12 members in each team) have been assigned to pediatric cases. As positive results are reported for children these disease investigators prioritize and expedite the disease investigation and case interview to ensure the case is isolated and close contacts are identified. The information regarding the positive case and any close contacts excluded from school and under quarantine are provided to the school district or applicable private or charter school to ensure the contacts are notified and the infected isolated student and quarantined students are quickly excluded from school until released by the Health District.

The status of completed and uncompleted disease investigations is illustrated in the tables below, which are current as of the evening of November 9, for the previous two weeks. The number of new positive cases reported each week continues to rapidly increase and delays result when a large number of cases are reported in a single day or are consistently reported as is now occurring. The percentage of disease investigations completed in the past week decreased further due to the increased demand occurring from the surging number of new cases that continue to occur in Washoe County. Delays also occur due to the complexity and time taken in working with schools on positive cases and exclusions. A more streamlined process for student exclusions in schools is being worked on to improve the efficiency of Disease Investigator utilization. Continued efforts by the public to prevent spread are necessary to be able to have the daily case count reduced to a level where testing and contact tracing is a viable strategy for control.

Date Reported	Total Reported	Completed	Remaining	% Investigated
10/28/20	267	202	65	76%
10/29/20	247	144	103	58%
10/30/20	116	45	71	39%
10/31/20	114	55	59	48%
11/1/20	73	25	48	34%
11/2/20	201	69	132	34%
11/3/20	349	69	280	20%
<b>Total</b>	<b>1367</b>	<b>609</b>	<b>758</b>	<b>45%</b>

During the week of 10/28-11/3 organizations that had more than four positive COVID-19 cases identified were K-12 students (84), WCSD staff (18), Washoe County Detention Center Inmates (13), Renown Health (13), Tesla (10), UNR (8), Sheriff’s Office staff (5), Renown Health (18), and Grand Sierra Resort (5). Other workplaces identified with 2 or more cases include healthcare and logistics.

Date Reported	Total Reported	Completed	Remaining	% Investigated
11/4/20	334	75	259	22%
11/5/20	289	27	262	9%
11/6/20	444	36	408	8%
11/7/20	363	14	349	4%
11/8/20	202	13	189	6%
11/9/20	398	10	388	3%
<b>Total</b>	<b>2030</b>	<b>175</b>	<b>1855</b>	<b>9%</b>



More limited data from incomplete investigations conducted for new cases during the past week found that during the week of 10/28- 11/3 organizations that had more than four positive COVID-19 cases included K-12 students (51), and WCSO staff (25), and Reno Fire Department (10). Other workplaces identified with 2 or more cases include utility and logistics.

The disease investigations reveal that community spread is occurring and people become exposed and infected with COVID-19 by being out and interacting with others in a variety of settings. Information from contact tracing for the most recent week is incomplete due to percent of disease investigations conducted, disease investigations occurring during the week of 10/28-11/3 found that people may have been exposed in a variety of settings, the most common places visited during the two weeks before people became infected included workplaces and grocery stores, followed by schools,, gas stations, gyms, bars, social gatherings, church, casinos and air travel. The most common places that people where while infectious with COVID-19 include work and school, followed by grocery stores, social gatherings, restaurants, casinos, gyms, air travel, and bars.

Private gatherings in which people are coming into close contact and interaction with others (included extended family members) outside of their immediate household is a common high-risk activity. However the number of positive cases reporting participating in social gatherings appears to be decreasing. However, a number of very large Halloween parties were attended by students over the holiday weekend. Whether contracting COVID-19 through private gatherings or from the other activities described above, the other common setting for outbreaks is within households. Once a household member is infected it is likely to spread within the household.

## **5. Protection of Vulnerable Populations**

### **Efforts and interventions in skilled nursing facilities**

See the information provided on testing, above. Skilled nursing facilities are licensed by the State and the State has the lead in working with the facility on outbreaks and for patients involved. The Health District is responsible for the disease investigation and contact tracing of staff that test positive for COVID-19. In addition to providing or facilitating access to test collection kits, the County has also provided PPE resources to these facilities.

## **Efforts and Interventions in Correctional Facilities**

The Washoe County Sheriff's Office continues to implement strategies and measures to reduce the spread of COVID-19. This week, the detention facility identified 23 new cases of COVID – 19 from a quarantined unit. The new cases were all moved to the COVID unit within the detention facility. The COVID unit count to date is 35 inmates. Additionally, the isolation unit count is at 23 inmates who will be tested again at the end of the week. There are currently 18 WCSO employees who are COVID-19 positive

To ensure court procedures continue, new precautions have been implemented during virtual court hearings. These measures include complete sanitization of the lectern area and providing face shields for inmates who are actively engaged in a court proceeding. The Washoe County Detention Facility is following all CDC guidelines for Correctional Facilities during COVID-19. These guidelines include:

- Limiting non-medical transfers in and out of the facility.
- Screening all new entrants, staff and visitors before entering the facility.
- Being on the lookout for symptoms and address them immediately.
- Cleaning and disinfecting the facility.
- Reinforcing good hygiene practices.
- Using multiple social distancing strategies.
- Continuously communicating with staff and inmate population.

Since the outbreak of COVID – 19 within the detention facility, the Washoe County Sheriff's Office has implemented the following CDC guidelines:

- Activated an emergency plan and continuously communicate with public health officials.
- Ensure all persons are provided masks and separated if symptoms are identified.
- Send sick staff home and ensure staff are reminded to stay home if they don't feel well.
- Quarantine any close contacts.
- Screen for COVID-19 symptoms as part of release planning.
- Restricted non-medical transfers in and out of the facility.
- Cancelled group gatherings.
- Suspended visitation and provide virtual alternatives.
- Using multiple social distancing strategies.

## **Efforts and Interventions in High-Risk Communities**

County has worked with regional partners to prevent outbreaks in the homeless population. A temporary men's shelter location has been established on 4<sup>th</sup> Street which provides for six foot separation of the residents. The new Our Place women's and family shelter facility has also

been opened and is providing housing in socially distanced settings for this population. Further expansion of capacity in additional buildings is underway.

Housing for homeless people that had COVID-19 symptoms or tested positive for COVID-19 has been provided through a contract with WellCare to provide beds and non-hospital care for this population. A contract with REMSA has been established for transport of these individuals and the WellCare housing has also been utilized for homeless individuals being discharged from hospitals that are not yet released from isolation.

The community has worked together regarding encampments to attempt to avoid displacing this homeless population when possible in accordance with the CDC guidance. Handwashing stations, portable toilets, and clean-up have been provided around these encampments. Some encampments are being addressed due to other public safety threats they posed. This activity is coordinated with partners and outreach to provide services and offer testing and housing.

## **6. Enforcement**

### Key takeaways for the week:

- City of Sparks performed 76 total inspections for the week with 75 of those being random business inspections and 1 resulting from a complaint. The inspections resulting in finding 1 business to be in violation of the Governor’s directive.
- Reno completed 251 total inspections with 8 NTC’s with violation issued. Of the 251 inspections; 31 were complaint driven and 154 were random.

### **TOTAL COMPLAINTS BY MONTH (City of Reno, City of Sparks and Unincorporated County):**

March = 409    April = 506    May = 202    June = 248    July = 241    August = 53

September = 41    October = 94    November = 32

**Total Complaints March to November 6, 2020 = 1,827**

### **RANDOM CHECKS**

July = 29 (Unincorporated County only)

From August, numbers include City of Reno, City of Sparks and Unincorporated County

August = 246

September = 433

October = 589

November = 249

**Total Random Checks for July – October 31, 2020 = 1,378**

### **City of Reno:**

- 31 complaint driven inspections with 2 non-compliant.
- 154 random compliance inspections with 6 non-compliant.
- 66 random after hours inspections with 0 non-compliant.

### **City of Sparks:**

#### **Monday, 11/2/20:**

- Sparks staff conducted 14 inspections.
- All 14 inspections were random with 3 performed at bars.
- 0 inspections were in violation of the Governor's directive.

#### **Tuesday, 11/3/20:**

- Sparks staff conducted 10 inspections.
- 9 of the 10 inspections were random and none were at bars.
- 0 inspections were in violation of the Governor's directive.

#### **Wednesday, 11/4/20:**

- Sparks staff conducted 10 inspections.
- All 10 inspections were random with 0 inspections at bars.
- 0 inspections were in violation of the Governor's directive.

#### **Thursday, 11/5/20:**

- Sparks staff conducted 35 inspections. All 35 inspections were random.
- 20 inspections were non bar and 15 inspections were at bars with 1 found to be in violation.

#### **Friday, 11/6/20:**

- Sparks staff conducted 7 inspections.
- All 7 inspections were random, 0 at bars and no violations found.

### **Unincorporated Washoe County:**

We continue to complete random business checks in unincorporated Washoe County. Last week, there were 20 inspections made of which 0 were from complaints and no businesses were found to be non-compliant.

## 7. County Action Plan

The regional partners continue to escalate mitigation efforts to include:

### A. Limit Gathering Size:

1. Effective November 5, 2020 County public gatherings were limited to 50 people or less for all indoor events.
2. Outside events are limited to 50 people or less and evaluated on a case by case basis

### B. Enforcement:

1. All three jurisdictions have increased enforcement activity by redoubling efforts to inspect those businesses most likely to need enforcement based on contact tracing information, prior history and working in consultation with OSHA and the Nevada Department of Business and Industry. In the case of Sparks and unincorporated areas of the County we are making multiple inspection visits to individual businesses between now and the end of the year.
2. Conduct weekly meetings with Business and Industry team to improve alignment of inspection execution and to ensure local enforcement teams are focused on the right business to improve compliance.
3. The City of Reno is revising their citation policies to provide an additional deterrent to non-compliant businesses.
4. The City of Sparks is retaining an outside street team resource to expand the number of inspections conducted in commercial businesses, bars and restaurants.
5. All three jurisdictions will continue to utilize the “Party Car” concept established in Reno to shut down private gatherings.

### C. Surge Testing:

1. We are collaborating with the State Office of Emergency Management to implement pop up testing in priority zip codes that have high infection rates.
2. The initial target zip codes will be in 89431 at Sparks High School on December 5th and 89502 in Reno at Wooster High School on November 21<sup>st</sup> which are generally Latino communities or communities with a high percentage of young adults.
3. The Cities of Reno and Sparks are planning public messaging to drive awareness of pop up testing availability in these communities on a nonscheduled, first come first served basis.
4. The National Guard has agreed to staff these testing events and provide the required testing supplies and PPE. The local emergency management organizations will provide the logistical support.

5. We have requested assistance with prioritization of these lab results as current test result lead times in the region are running about 6 to 7 days.

**D. Risk Meter:** For the first time the regional risk meter reached the “high red” setting led by the following factors:

- Risk assessments received by the WCHD reached an all time high of 775 received Friday 11/6/2020.
- Test positivity exceeded 12%
- COVID patients in the ICU is at an all time high of 87.
- Hospital capacity has become strained with utilization above 80% of staffed hospital beds and greater than 70% usage of staffed hospital beds.
- The meter readings provide guidance to our local community regarding appropriate mitigation behavior.

**E. Public Outreach Campaign (Update from RIC):**

In the assessment provided on October 29<sup>th</sup>, an overview of the regional *Mask On Move On* campaign was provided to the task force. Funded by the City of Reno, City of Sparks, and Washoe County, this campaign launched the week of October 19<sup>th</sup>. The campaign targets demographics prone to higher COVID transmission rates and messages focus on following safe social distancing practices.

Now that the election is over the *Mask On Move On* campaign television and radio media is running on broadcast stations serving Washoe County. To support this campaign and create a groundswell of messaging within our community, the City of Reno has undertaken the following additional efforts:

- **Hispanic/Spanish Speaking:** The City of Reno has hired IC Media Strategies to assist with pandemic communications to Reno’s Hispanic population and to develop a paid communications strategy to amplify the messaging from the *Mask On Move On* campaign within Reno’s Spanish speaking community.
- **UNR Partnership:** The City of Reno has partnered with a team from the UNR Journalism School to develop a grassroots outreach campaign for students that encourages social distancing and discourages participation in off campus gatherings. This campaign will support the regional *Mask On Move On* campaign and UNR’s #ProtectThePack campaign.

Given the continued increase in cases and positivity rates this week the partners will focus our messaging on encouraging our local community to avoid unnecessary outings and gatherings. We will also highlight our increased compliance efforts and ramp up promotion of the State's COVID Trace app, and updates regarding the COVID Risk Meter.