Since January 13, the City of North Las Vegas has focused extensively on vaccinating eligible residents and qualifying individuals from around the region. Data showed a disparity in vaccinations administered to residents in ZIP codes where ethnically and socioeconomically diverse communities are located. Three of those ZIP codes - 89030, 89031 and 89032 - are located within North Las Vegas. In response, the City partnered with Clark County in early February to launch an aggressive effort to reach these communities and improve access to the vaccine. The following is a summary of those efforts and accomplishments to date.

**Grassroots**
The City immediately leveraged its relationship with community partners to spread the word about vaccination availability. This included enlisting Hispanic community partners, churches and faith leaders, state and federal politicians, nonprofit organizations and the Consulate of Mexico to encourage community members to get vaccinated. Concurrently, the City initiated robocalls to the targeted ZIP codes and has made live phone calls to all seniors in the 89030 and 89032 ZIP codes. This week, staff started calling all businesses listed as eligible in the 89030 ZIP code to register team members. Bilingual literature drops were also conducted in the three targeted ZIP codes. The City also partnered with Congressman Stephen Horsford to send a robocall to all of his constituents in the three targeted ZIP codes.

For the past 30 days, the City has staffed vaccine appointment tables at locations throughout the 89030 ZIP code: at two La Bonita Supermarkets, one Mariana’s Supermarket and at Broadacres Marketplace.

**Marketing/PR**
The City purchased the VAXNLV.com domain and initiated the VAXNLV bilingual marketing and public relations campaign. The City’s communications division produced various digital and print collateral assets in English and Spanish for distribution, including on the City website, social media pages and email communications, as well as for those of its community partners. Since February 1, 32 email blasts were sent to various distribution lists, vaccination stories have appeared in six consecutive weekly editions of the City Council’s newsletters (24 total publications) and the City has issued seven press releases and media advisories about various vaccination efforts and appointment availability.

The City has also produced bilingual audio messages and public service announcements to play inside grocery stores and on the radio, along with a video PSA in Spanish showing Mayor Pro Tem Isaac Barron addressing various concerns about the vaccine while he was receiving
the shot. Mayor Pro Tem Barron has also participated in a live telethon event on Telemundo, and has appeared on La Pulga to discuss the COVID-19 vaccine.

The communications division has also hosted media photo/video/interview opportunities at the Neighborhood Recreation Center, MLK Senior Center and Canyon Springs High School vaccination PODs.

**Vaccination efforts**
The North Las Vegas Fire Department has operated vaccination PODs for the public since mid-January, vaccinating more than 25,000 people during that time (40,000+ total shots), the majority have been administered at the current Canyon Springs High School site. NLVFD has operated several companion pop-up clinics in an effort to bring the vaccine to the communities most in need, including at Rose Gardens Senior Apartments, Owens Senior Apartments, MLK Senior Center and Neighborhood Recreation Center (twice). These are all located in undervaccinated ZIP codes which have also been plagued by high COVID-19 case rates.

The City’s library staff has supported vaccination efforts over the past two months as well, staffing a dedicated call center to answer questions and schedule appointments.

**Moving forward**
On March 22, the City’s primary vaccination POD will move from Canyon Springs High School to CSN North Las Vegas, which is located in the 89030 ZIP code. The City is also planning to send flyers via direct mail to all residents in the 89030, 89031 and 89032 ZIP codes, encouraging those who are eligible to get vaccinated.

However, in spite of all of these efforts, we are seeing a demand tapering after initial surges each time a small new portion of the vaccination lane is opened. Additional lanes must be opened more quickly in response to decreasing demand among the current tiers, increased vaccine supply and increased capacity of vaccination sites valleywide.