



PINAL COUNTY
WIDE OPEN OPPORTUNITY

MEMORANDUM

DATE: MARCH 12, 2020
TO: Board of Supervisors
FROM: Louis Andersen, County Manager *LA*
RE: "Nextdoor" application update

Communications & Marketing Director James Daniels has provided additional information regarding the "Nextdoor" application that was launched on March 5, 2020.

Our channel can be viewed at: https://nextdoor.com/pages/pinal-county-government?init_source=copy_link_share

The channel gives us a reach of 85,296 verified and registered residents in Pinal County. That number grows every week.

We first posted last Thursday, 5 March. Attached are the statistics for the four posts we have published so far. With COVID-19 we are probably seeing peaked interest but engagement levels are far greater than Facebook or Twitter. A total of 46,632 views, 202 comments and 114 Thanks across those four posts.

Date	Story	Views	Comments	Thanks
3/5	Pinal County continues to lower tax rate FY20/21	11,903	19	27
3/7	Public Health Confirms Two Additional Presumptive Positive Cases of COVID-19 in Pinal County	16,112	135	31
3/8	Public Health Confirms Previously Identified Case of COVID-19 is Member of Arizona School Community - School Administration Implementing Public Health Recommendations	13,644	45	36
3/10	School Community Spread FAQs	4,973	3	20
	Total:	46,632	202	114