



## Scott County Health Department

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May 17, 2022

To: Mahesh Sharma, County Administrator  
From: Amy Thoreson, Health Director

Re: Purchase of COVID-19 Advertisements on Davenport Citibus through Mesmerize

The Health Department recently received a budget amendment of \$188,030.50 of federal funds from the Iowa Department of Health to our current Public Health Preparedness and Response contract for Immunization Vaccine Equity. The amendment is to 1) develop, cultivate, and/or strengthen community-based partnerships to reach disproportionately affected populations; 2) improve access to COVID-19 vaccines, and 3) improve and expand vaccine messaging/education. We propose to use a portion of these funds to reach members of our community who have transportation limitations with COVID-19 vaccine ads.

The Scott County Health Department received a proposal from Mesmerize, the only vendor in the area that provides advertisements on Davenport Citibus for advertisements in bus shelters, the interior of buses, and on the tail panel of the bus. This proposal is detailed below and is fully funded by the grant dollars.

Tactic	Description	Units	Impressions	Total Cost
Bus Shelters	Bus shelters in the city of Davenport	10	11,740,200	\$16,500
Interior Cards	Interior ads seen by all passengers on Davenport buses	40	7,200,000	\$5,600
Tail Panel	Ad below the window on back of bus driving through Davenport	4	5,673,864	\$6,060

**TOTAL: \$28,160**

Tiffany Peterson, Community Health Manager who will be overseeing the project, will be at the Committee of the Whole meeting to answer any questions.



THE COUNTY AUDITOR'S SIGNATURE CERTIFIES  
THAT THIS RESOLUTION HAS BEEN FORMALLY  
APPROVED BY THE BOARD OF SUPERVISORS ON

\_\_\_\_\_  
DATE

\_\_\_\_\_  
SCOTT COUNTY AUDITOR

## R E S O L U T I O N

### SCOTT COUNTY BOARD OF SUPERVISORS

May 26, 2022

A RESOLUTION APPROVING THE MESMERIZE PROPOSAL FOR COVID-19  
ADVERTISING ON DAVENPORT CITIBUS BUS SHELTERS, INTERIOR CARDS, AND  
TAIL PANELS OF BUSES IN THE AMOUNT OF \$28,160

**BE IT RESOLVED BY** the Scott County Board of Supervisors as follows:

- Section 1. That the proposal of the purchase of COVID-19 advertising on Davenport Citibus bus shelters, interior cards, and tail panels of buses be approved with Mesmerize in the amount of \$28,160.
- Section 2. This resolution shall take effect immediately.