

BUNCOMBE COUNTY COVID RECOVERY FUNDING

Project Spotlight



In order to promote a strong and equitable recovery from COVID-19 and its negative economic impacts, Buncombe County invested federal funds into projects like this one.

Project

COVID Vaccine Incentive

Lead Organization



BUNCOMBE COUNTY
HEALTH & HUMAN SERVICES

Amount

\$99,930.76 actual (vs \$100,000 award)

Project Dates

August 2021 – July 2022







Impact Area

COVID-19 Vaccination

How the Funds Were Used

As a continuation of the State of North Carolina’s “Summer Card” vaccine incentive program, Buncombe County Health and Human Services (BCHHS) administered a gift card incentive program to promote COVID-19 vaccinations. \$100 gift cards were provided to residents ages 18+ receiving a 1st dose of the COVID-19 vaccine, and \$25 gift cards were provided to residents ages 18+ who transported another person for a 1st dose of the COVID-19 vaccine. BCHHS utilized the vaccine incentive program at its fixed site 40 Coxe Avenue, Asheville, NC, which operated Monday through Friday from 9 AM to 4 PM, and from multiple outreach events administered at schools, worksites, and fire departments. Surplus gift cards were transferred to the Buncombe County Sheriff’s Office (BCSO) for distribution in the Detention Center for inmate vaccination incentives. To promote COVID vaccinations for youth ages 5 to 17, BCHHS distributed passes to the Western North Carolina Nature Center for a 1st dose of the COVID-19 vaccine.

Results

-  1,909 COVID vaccines administered
-  855 persons received \$100 gift cards
-  230 persons received \$25 gift cards
-  774 nature center passes distributed
-  50 gift cards transferred to BCSO
-  70% of the public at least partially vaccinated*

Vaccination Data as of June 30, 2022



BCHHS administering COVID-19 vaccine to First Responders

WHILE SUPPLIES LAST!

OFFERING \$100 INCENTIVE CARDS FOR THOSE RECEIVING THEIR FIRST COVID-19 DOSE



COME GET YOUR SHOT BEFORE YOU MISS THIS OPPORTUNITY



“The incentive cards provided an immediate uptick in individuals seeking the Covid vaccine during a time when demand was waning.”

Paul Watson
Buncombe County Health Operations Coordinator

For a complete listing of Buncombe County’s American Rescue Plan Act (ARPA) Coronavirus State and Local Fiscal Recovery Fund (CSLFRF) investments, visit www.buncombecounty.org/recoveryfunding.