



**NEWS RELEASE**

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## **Township brings conclusion to COVID-19 e-letter**

THE WOODLANDS, TEXAS (June 1, 2021) – Since early March of 2020, The Woodlands Township has served as the key source of consolidated information and resources to help The Woodlands residents and businesses confront the pandemic.

The primary communication resource, the **COVID-19 e-newsletter** launched at the beginning of the pandemic, has come to a close after the Township issued 207 editions as of May 25, 2021. In all, the e-letter was sent to more than 15,000 subscribers on a regular basis.

Initially produced and distributed seven days a week for several months, then moved to twice a week and then once a week this spring, the **COVID-19 e-newsletter** included information on infection statistics, testing site locations, vaccine and health information, grocery deliveries, food banks, mental health services and more.

With The Woodlands located in two different counties, communication efforts were paramount during this specific period of time, according to Township Chairman of the Board Gordy Bunch.

“Our top priority throughout the pandemic was communicating with our residents, providing a central source of information to help navigate through this very difficult time in our history,” Chairman Bunch said. “The Woodlands Township directors and staff members thank our residents for support and readership of this information and for trusting us to provide comprehensive information regarding the pandemic’s impact in The Woodlands.”

In addition to the **COVID-19 e-newsletter**, the Township utilized its monthly magazine (*The Woodlands Community Magazine*) mailed to all residences each month. Additional communication tools include a variety of communication efforts to keep the community informed, including a dedicated web page, press releases, partner notification postings, social media and website updates. While the Township will no longer produce the **COVID-19 e-newsletter**, it will continue to feature a dedicated COVID-19 web page serving as a valuable resource for residents

“We hope you’ll continue to seek accurate and up to date information from The Woodlands Township by subscribing to our community newsletters, checking our website and following our social media channels to stay informed,” Chairman Bunch said. “We are #TownshipTogether.”



The vital COVID-19 information listed above was also shared across all official Township social media channels including, Facebook, Instagram, Twitter, LinkedIn, Nextdoor and YouTube. Social media communications totaled 733 posts across all platforms, 49 videos with 30,231 clicks and 2,724,552 impressions.

The Woodlands Township also made efforts to recognize the efforts of the entire community to unite and address common concerns during the pandemic. The Township website served as the central resource for the community to get involved and stay connected.

In addition to the communication efforts, the Township Board named liaisons for nonprofits in the community and for public health and communicated information from these Directors through Board meetings and other communication efforts. Dr. Shelley Sekula-Gibbs was named the Township's Public Health Liaison and Dr. Ann Snyder was named The Woodlands Township's Nonprofit Liaison. As such, both Township Directors provided key updates in these areas to help The Woodlands residents through this crisis.

"This prolonged crisis illuminated the sacrificial nature of our healthcare and emergency response professionals," Dr. Sekukla-Gibbs said. "Our citizens displayed boundless generosity and cooperation during extremely harsh circumstances. There are so many heroes and wonderful role models."

"The compassion and generosity that we witnessed throughout the community during this time was inspirational and unforgettable," said Dr. Snyder.

### **Help Our Heroes**

In early April 2020, The Woodlands Township Board of Directors launched the Help Our Heroes campaign to collect crucial Personal Protection Equipment (PPEs) supplies for local first responders and hospitals. Thanks to the generous donations of residents, the Township collected a variety of supplies that numbered into the thousands for local heroes. As the county re-opened, the successful program and its counterpart, Adopt a Healthcare Worker, transitioned to Interfaith of The Woodlands, where collections continued.

### **Township Together**

The Woodlands Township highlighted the positive artwork and creativity happening around the community during this time. Creations (sidewalk chalk art, positive signs for first responders, etc.) were submitted through social media using the hashtag #TownshipTogether or by emailing to The Township. The *Township Together* campaign earned a dotCOMM Gold Award from the Association of Marketing and Communication Professionals.

### **Facilities and Programs**

During the pandemic, the Township took measures to ensure safety for employees and residents in contact with Township facilities and through Township programs and services. Employees and visitors were required to wear face covering in public areas of Township



facilities, maintain social distancing of 6 feet from others, and seating for Board meetings was set at a distance of 6 feet. Temperature screening kiosks were also installed in several Township facilities, and each Township facility had masks and hand sanitizer for guests. The Township also launched an aggressive safety program in activity centers with high focus on sanitization efforts.

In addition, The Woodlands Township launched #SitSafe, a campaign to promote safety on public transit, including The Woodlands Express Park and Ride and The Woodlands Waterway Trolleys. The #SitSafe initiative focuses on the use of sanitization, personal protection equipment and social distancing to reduce the spread of COVID-19 and protect the health of Township Transit riders.

**COVID-19 Updates**

Tuesday, May 25, 2021, 5 p.m.

**Township Bids Farewell to COVID-19 E-letter**  
With the increase of vaccination availability and declining numbers of infection in the community, The Woodlands Township will discontinue the COVID-19 e-letter as of this issue, #207 in total. Since the beginning of the pandemic, The Woodlands Township has served as the key source of consolidated information and resources to help The Woodlands residents and businesses confront the pandemic. The Township began this e-letter publication 7 days a week for several months and then moved to twice a week and once a week this spring. In all, the Township issued 207 COVID-19 e-letters, numerous social media posts and created multiple pages on its website. The Woodlands Township will continue to update its COVID-19 webpage located at [www.thewoodlandstowship-tx.gov/covid19](http://www.thewoodlandstowship-tx.gov/covid19).

We thank you for your support and readership of this information and for trusting us to provide comprehensive information for our residents and businesses. We are #TownshipTogether.

We hope you'll continue to seek accurate and up to date information from The Woodlands Township by subscribing to our Community newsletters – [sign up for all Township updates](#) to stay informed going forward of emergency types of information from The Woodlands Township.

**New Mask Guidelines for Fully Vaccinated**  
The CDC has announced that fully vaccinated people can resume activities without wearing a mask or physically distancing, except where required by federal, state, local, tribal, or territorial laws, rules, and regulations, including local business and workplace guidance.  
[Read the complete update.](#)

**Get Your Vaccine**  
Individual hospitals, physicians' offices and pharmacies have vaccines available. Please check their websites for additional information. You can find a list of providers and additional information on the [Department of State Health Services \(DSHS\) website](#). Another helpful resource for locating vaccines is [www.vaccinefinder.org](http://www.vaccinefinder.org).

**Coronavirus Disease 2019 (COVID-19) in the U.S.**  
US states, territories, and District of Columbia have reported 32,543,257 cases of COVID-19 in the United States. CDC provides updated U.S. case information online daily. In addition to cases, deaths, and laboratory testing, CDC's COVID Data Tracker now has a [Vaccinations](#) tab to track distribution of COVID-19 vaccines in your state.

**Avoid Vaccine-Related Scams**  
Scammers are doubling down on their efforts to scam people out of their money and personal information. The FTC and the National Association of Attorneys General (NAAG) are teaming up to remind you: No matter what anyone tells you, you can't buy COVID-19 vaccines online and there's no out-of-pocket cost to get the shots. Here are some ways to avoid a vaccine-related scam:

**Stay Connected with The Woodlands Township**  
Please stay connected to The Woodlands Township through our many communications channels. Learn more and sign up at <https://www.thewoodlandstowship-tx.gov/stayinformed>.

**This is the last weekly COVID-19 Update**  
[www.thewoodlandstowship-tx.gov](http://www.thewoodlandstowship-tx.gov)