

SACRAMENTO COUNTY

OFFICE OF EMERGENCY SERVICES



2023 Severe Weather – Heat/Air After Action Report



11/3/2023

EXECUTIVE SUMMARY

This report evaluates some of the successes of the activation as well as opportunities for improvement. Some of the key successes and improvement opportunities are:

Key Successes

The Severe Weather Guidance was activated for unusually high temperatures, which posed a risk to the public for several days. Successes included coordination calls and coordination of supplies for the efficient operation of cooling centers.

The permanent deployment of animal kennels to locations routinely used as cooling centers reduced the lead time needed to open a cooling center and reduced the workload of County Animal Care and Services.

Sacramento Regional Transit worked with the County and Cities to offer free ride vouchers for residents traveling to and from cooling centers to make them more accessible.

Pre-established and trusted relationships were instrumental in the very quick coordination and activation of La Familia's Maple Neighborhood Center as a County sponsored cooling center. La Familia provided security, staffing, heat awareness handouts, and even acquired water and fruit donations from the local food bank.

Key Improvement Areas

Power: Conduct a workshop or tabletop exercise with partners to discuss the impacts of cascading and simultaneous events (smoke, heat, power outage, pandemic).

Facilities: Sacramento County Office of Emergency Services (SacOES) has informal agreements with San Juan Unified School District, Fulton-El Camino Recreation and Park District, La Familia, Mission Oaks Park and Recreation District, Arden Manor Park and Recreation District, and Carmichael Park and Recreation District for the use of their facilities as cooling, warming and clean air centers. This relationship needs to be formalized with a signed Memorandum of Understanding. Unfortunately, these facilities often have competing events which preclude us from using them. A more permanent solution would be to use County owned/leased facilities, which is currently being investigated.

Standardized Reporting: Standardizing guidance and reporting metrics for cleaner air/warming/cooling centers with shelter operations to the maximum extent possible will help familiarity when volunteers move between each type of location.

ACTIVATION OVERVIEW

Incident Name	2023 Severe Weather Heat/Air
Incident Dates	Heat Wave I – June 30 - July 2 (NWS Heat Advisory / Heat Warning) Heat Wave II – July 14 - 16 (NWS Excessive Heat Warning)
Operational Area	Sacramento County
OES Region	Inland Region IV
Hazards	Severe Weather – Heat
Activation Status	Duty Officer
Health Officer Advisory	None
Sponsor	Sacramento County Office of Emergency Services
Participating Organizations	Located in the Appendix B
Point of Contact	Jason R. D’Alessio Assistant Emergency Operations Coordinator Sacramento County Office of Emergency Services dalessioj@saccounty.gov (916) 874-7043 office

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KEY CHRONOLOGICAL EVENTS

May 12, 2023

Phase I meeting with Operational Area (OA) partners to begin planning for summer cooling center operations. The purpose of the call is to go over roles/responsibilities of each agency, severe weather guidance and a time for the NWS to provide us an overview of the summer predictions and any new information pertinent to Sacramento County.

June 29, 2023

Phase II meeting with Operational Area (OA) partners to discuss actions for upcoming heat event. NWS issued Heat Advisory from 11am, 30 June to 11pm, 2 July. Soon to follow was a NWS issued Excessive Heat Warning through 11pm, 2 July. Department of Human Assistance and several cities had cooling center locations available.

July 12, 2023

Phase III meeting with Operational Area (OA) partners to discuss actions for upcoming heat event. NWS issued Heat Warning from 11am, 15 July to 11pm, 16 July. Department of Human Assistance, County OES and several cities opened cooling center locations from Thursday to Monday.

Aug 13, 2023

NWS issued Heat Advisory from 11am, 14 August to 11pm, 17 August. Department of Human Assistance and several cities opened cooling center locations during this event.

Plan Review

On June 15, 2022 the Board of Supervisors adopted a new Extreme Heat Hazard Annex. The activation criteria below are based on the new plan.

Phase II: Heat Watch	Heat Wave I (30 Jun – 2 Jul)	Heat Wave II (14-16 July)
NWS Partner Email giving an outlook for an extended period of above average temperatures	MET	MET
The NWS Sacramento issues Extreme Heat Watch	MET	MET
Increased EMS calls or increased emergency department visits	NOT MET	NOT MET
Notification to/from OES that local jurisdictions have issued a special notice (warning, alert, etc.), however EOCs have not been activated	NOT MET	NOT MET
NWS Experimental HeatRisk projects temperatures are substantially in the Red, Level 3	NOT MET	MET
Projected abnormal animal mortality rates	NOT MET	NOT MET
Credible predictions of power outages, electrical blackouts, or rotating blackouts. SMUD has identified industry power shortages or limitations and will be asking customers to reduce or ration their electrical usage. This will typically coincide with a CAISO Level 3 warning	MET	MET
Extreme Heat accompanied by electrical blackouts or rotating outages within Sacramento Operational Area	MET	NOT MET

Phase II: Actions	Heat Wave I (30 Jun – 2 Jul)	Heat Wave II (14-16 July)
OES Duty Officer makes internal OES notifications including activating a seasonal incident in WebEOC	COMPLETED	COMPLETED
Participate in calls as needed regarding weather and power updates	COMPLETED	COMPLETED
Conduct weather coordination calls each day the watch is in effect	COMPLETED	COMPLETED

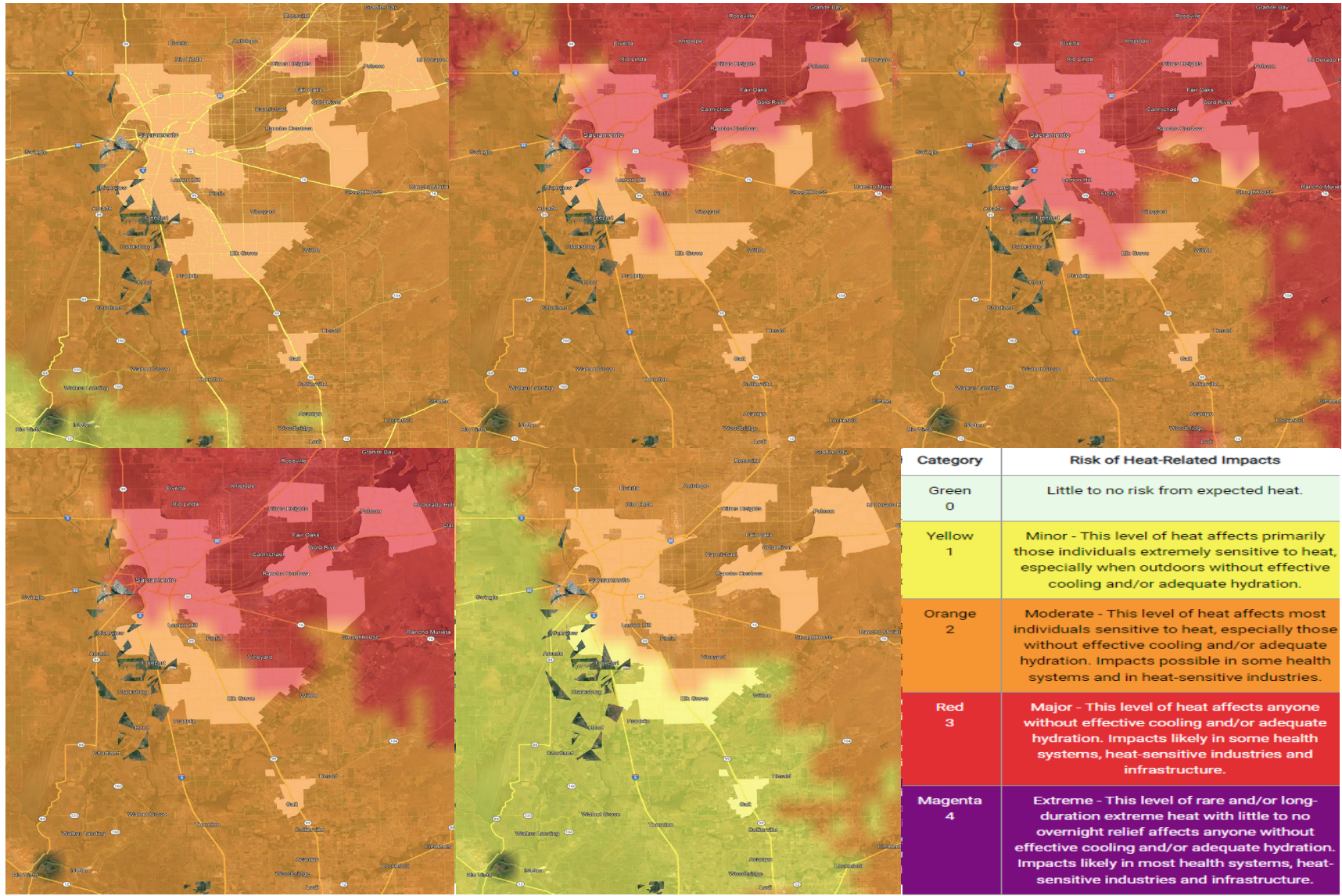
Track and fill resource requests from cooperating agencies choosing to open cooling centers	COMPLETED	COMPLETED
Sacramento County Public Health Officer may issue a Health Alert to the OA	NA	NA
Collaborate to identify any anticipated needs or problems	COMPLETED	COMPLETED
Sacramento County DHA may institute Weather Respite Motel Program and issue motel vouchers to highly vulnerable unsheltered persons	COMPLETED	NA
OES Duty Officer will coordinate to determine the readiness and availability of resources	COMPLETED	COMPLETED
OES will coordinate with PIOs to issue joint press releases increasing awareness of the risks from the extreme heat conditions	COMPLETED	COMPLETED
Release critical pre-scripted and event-related public safety information	COMPLETED	COMPLETED
Review criteria for cooling centers keeping in mind considerations for pets and possible 24-hour operations	COMPLETED	COMPLETED
Monitor impacts to agriculture including animal mortality, rendering plant impacts and coordination with industry. Determine potential impacts to landfills due to heat related animal mortality	COMPLETED	COMPLETED

Phase III: Heat Warning	Heat Wave I (30 Jun – 2 Jul)	Heat Wave II (14-16 July)
NWS issues an Extreme Heat Warning for Sacramento County	MET	MET
The NWS Experimental HeatRisk shows Magenta, Level 4 in Sacramento County for 3 or more consecutive days	NOT MET	MET
NWS Partner Email for Advisory or Extreme Heat Watch or Warning AND abnormal animal mortality due to extreme heat	NOT MET	NOT MET
NWS Partner Email for Advisory or Extreme Heat Watch or Warning AND abnormal human medical emergencies and mortality due to extreme heat conditions	NOT MET	NOT MET

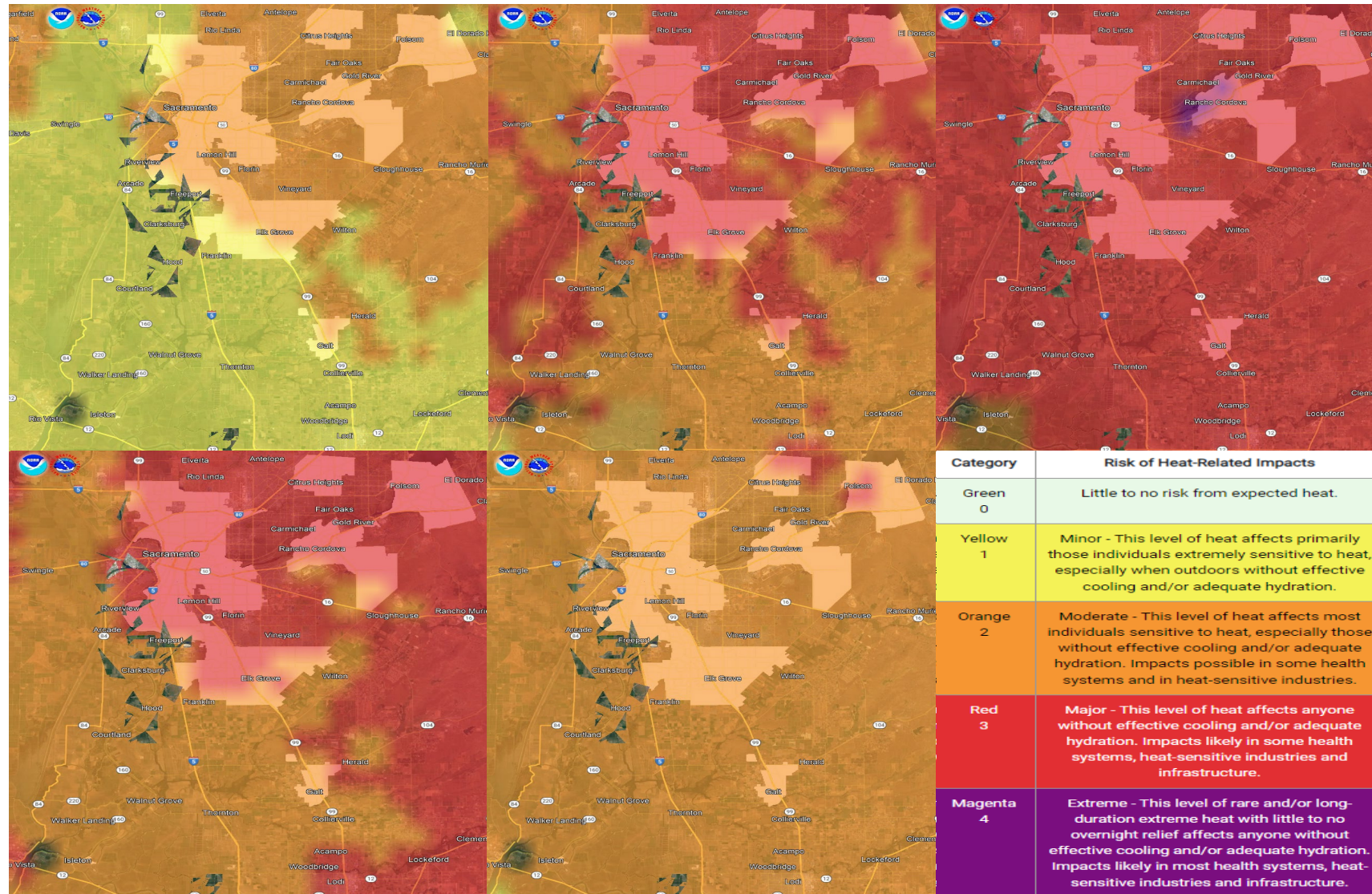
NWS Partner Email for Advisory or Extreme Heat Watch or Warning AND SMUD electrical emergency and/or extended power outages due to extreme heat conditions or supply constraints	MET	NOT MET
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Phase III: Actions	Heat Wave I (30 Jun – 2 Jul)	Heat Wave II (14-16 July)
All Phase II activities	COMPLETED	COMPLETED
Sacramento County Public Health Officer may issue a Health Emergency	NA	NA
Opening of cooling centers, if necessary	COMPLETED	COMPLETED
EOC activation, as needed	NA	NA
Request for Local Emergency Proclamation, if applicable	NA	NA
Confirm 2-1-1 will post cooling center locations on websites, if opened or activated	COMPLETED	COMPLETED
Increase press releases and public outreach informing public of center locations and steps to take to alleviate risks of health impacts associated with extreme heat emergency conditions	COMPLETED	COMPLETED
Requests for mutual aid may occur	NA	NA
Activate transportation plan to make cooling center more accessible	COMPLETED	COMPLETED
Activate pet resources to make cooling center more accessible	COMPLETED	COMPLETED
Establish communication with local dialysis centers, skilled nursing facilities, and long-term care facilities to monitor for possible medical impacts if there is a concern regarding potential, prolonged, or rolling power outages or blackouts	NA	COMPLETED
Monitor rendering capacity statewide	COMPLETED	COMPLETED
Coordinate with SMUD to identify and develop procedures for assigning “Critical Infrastructure” status temporarily to Cooling Centers that could be exempted from rotating blackouts	COMPLETED	COMPLETED

HeatRisk Maps (Heat Wave I; 30 Jun – 2 Jul)



HeatRisk Maps (Heat Wave II; 14-16 July)



Public Health Emergency Department Visits

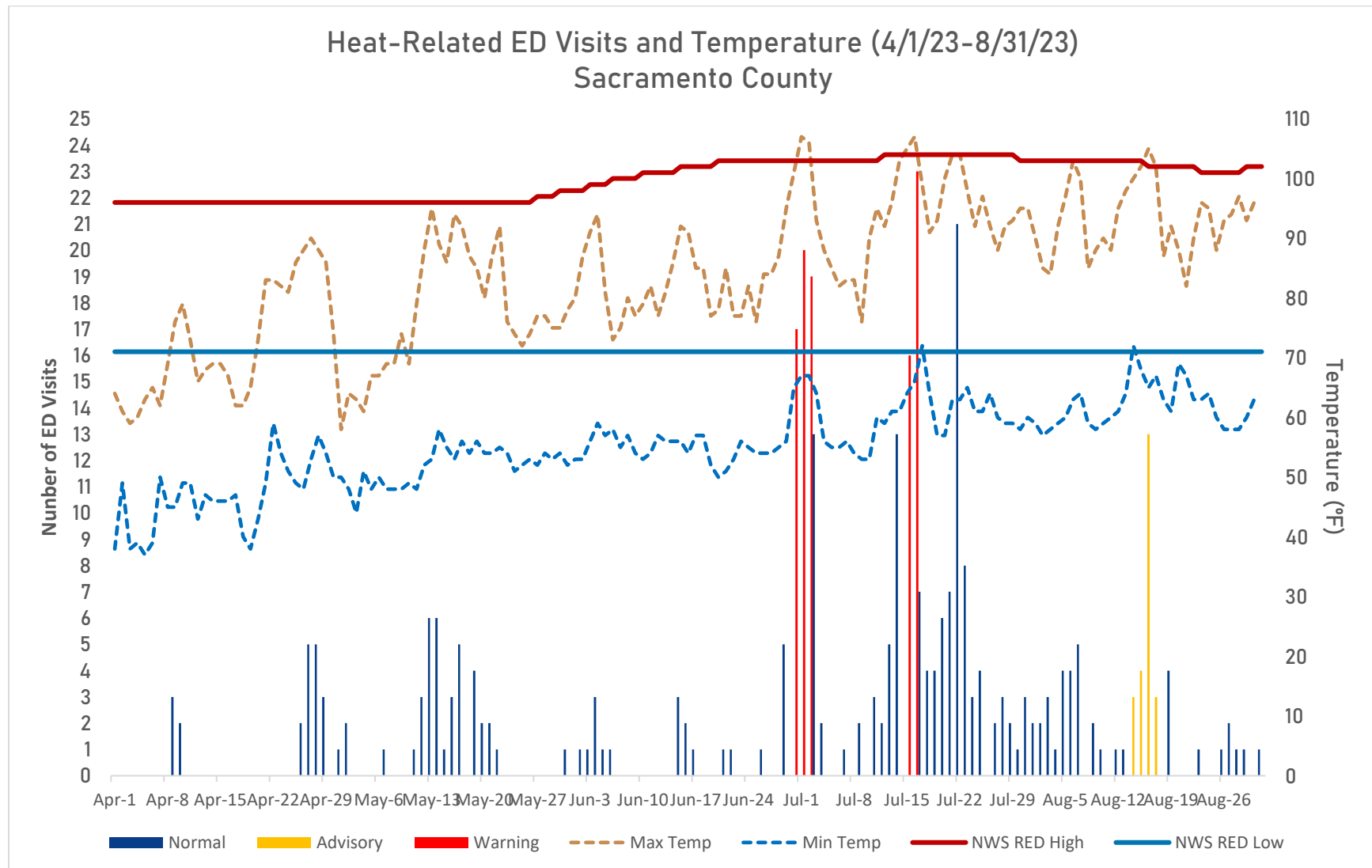
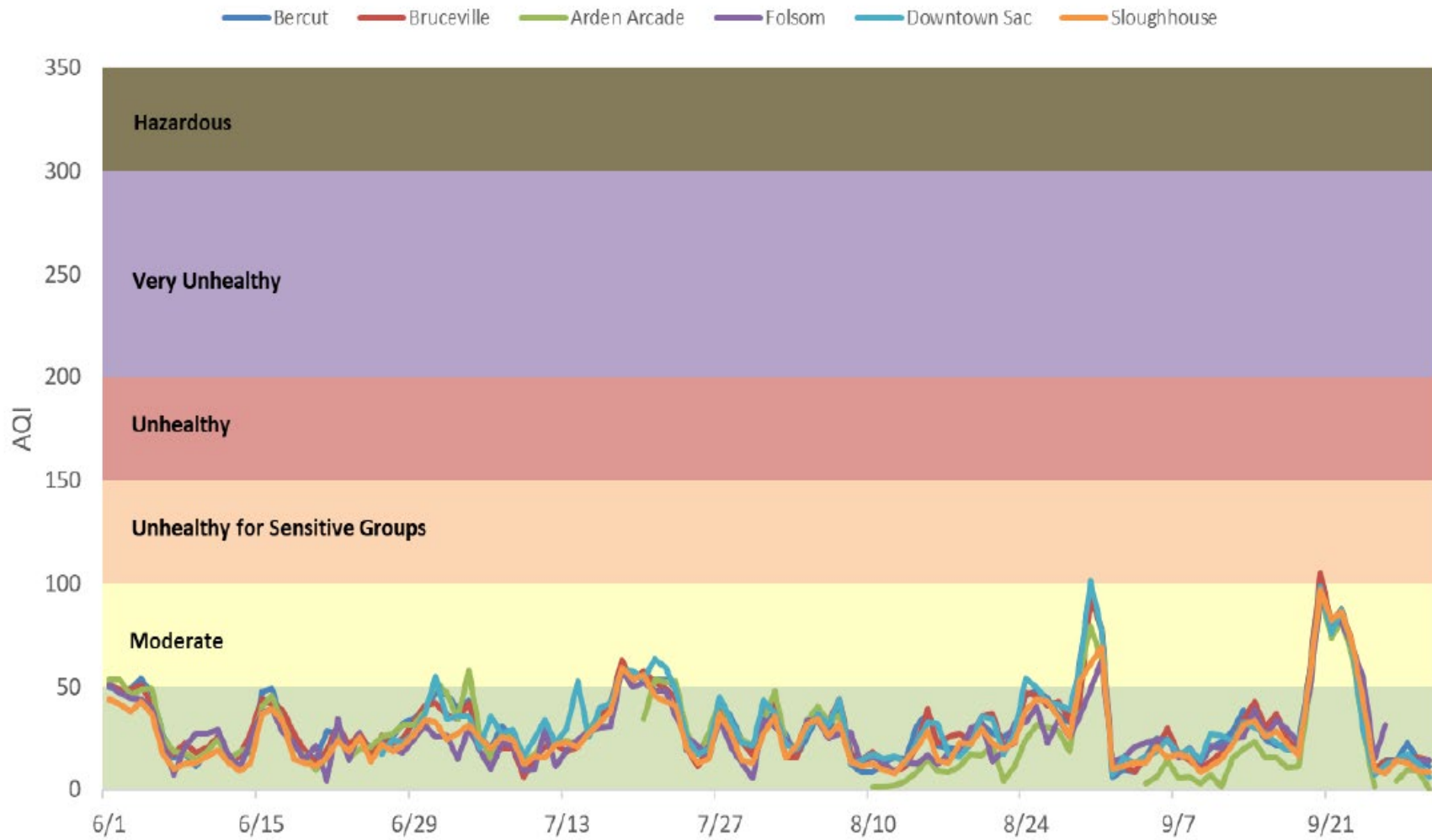


Figure 1: Chart depicting the actual temperatures and Hospital Emergency Department (ED) visits for the period of April 1st – August 31st, 2023. NWS RED High / Low data from: <https://www.wrh.noaa.gov/wrh/heatrisk/historical/data/>

Air Quality

2023 Wildfire Smoke
AQI Readings at Sacramento Stations



Coroner Report

At the time of publication, the County Coroner has determined that the following deaths during summer of 2023 were, or possibly were, heat related. The Coroner may verify additional deaths later and remains the official source of death reporting for Sacramento County.

Date	Description
7/22/2023	60 year old transient male. On 07/22/23 he was found unresponsive by another transient individual around 1730 hours. The area in which he was found was in direct sunlight. He was clad in two shirts and pants. There was an empty water bottle located at the scene. The high temperature for Sacramento on 07/22/23 was 107 degrees Fahrenheit. Cause of death: Methamphetamine overdose-Hypertensive and atherosclerotic cardiovascular disease; High ambient temperatures (heat exposure listed as other contributing factor).
08/16/2023	On 08/15/2023, this 80 year old female she was out by the pool in her family's back yard, when she fell asleep. Approximately 2 1/2 hours later, she was found unresponsive. She was brought in by ambulance to MSJH, her temperature was 108 degrees F. Death was pronounced at 0714 hours on 08/16/2023, the cause of death was heat stroke.

GENERAL STATISTICS

	Total Locations	Days Open	Visitors	Pets	Staff Hours	Volunteer Hours	Operational Costs
Cooling	12	11	477	33	312	60	\$77,335
Motel Vouchers	235	5	UNK	UNK	0	0	\$48,535

General Logistics	Quantity	Price / Per	Total Cost
Ice (Pounds)	0	TBD	0
Water (24-pack Cases)	9	\$9.20 / case	\$181
Snack (Individual Servings)	200	\$0.24 / piece	\$48
Blankets	0	\$7.76 / blanket	0
MRE	0	\$51.93 / case (12)	0
Face Coverings	0	\$30 / carton (20)	0
Purchases (fans, coolers)	0	Varies	0
Rentals (fans, air conditioners, hand washing)	0	Varies	0
Staff Hours	312	Varies	Varies
Volunteer Hours	60	\$35.56	\$2,133.60

The Independent Sector [Value of a Volunteer Hour of \\$37.32 for 2022 in California](#).

Cooling Centers Utilized

County of Sacramento, Department of Human Assistance

Operational Cost: \$25,200

Volunteer value: \$0

Location	Days	Hours	Guests	Pets	Staff Hrs	Vol Hrs
DHA Lobby 1725 28 th St, Sacramento, CA 95816 Map to this site	6/29-7/3	R/F 4pm-8pm S/S 2pm-8pm	98	1	45.5	0
	7/13-17	R/F/M 4pm-8pm S/S 2pm-8pm	114	4	45	0
DHA Lobby (F100) 5747 Watt Ave. North Highlands, CA 95660 Map to this site	6/29-7/3	R/F 4pm-8pm S/S 2pm-8pm	16	3	41	0
	7/13-17	R/F/M 4pm-8pm S/S 2pm-8pm	25	4	37.5	0
DHA Lobby (SGM/V100) 2450 Florin Road, Sacramento CA 95822 Map to this site	6/29-7/3	R/F 4pm-8pm S/S 2pm-8pm	15	0	43	0
	7/13-17	R/F/M 4pm-8pm S/S 2pm-8pm	24	1	44	0

County of Sacramento, Department of Human Assistance

Motel Voucher Program
Operational Cost: \$48,535
Volunteer value: \$0

Date	Vouchers Issued	Households Checked In	Total People Served	Operational Cost
6/29-7/3	235	UNK	UNK	\$48,535

County of Sacramento

Operational Cost: \$100
Volunteer value: \$640.08

Location	Days	Hours	Guests	Pets	Staff Hrs	Vol Hrs
La Familia Maple Counseling Center 3301 37th Avenue, Sacramento	7/14-16	2pm-8pm	33	0	0	18

City of Sacramento

Operational Cost: Not received at time of publishing
Volunteer value: Not received at time of publishing

Location	Days	Hours	Guests	Pets	Staff Hrs	Vol Hrs
Outreach Center 3615 Auburn Blvd	6/29-7/2	2pm-7pm	15	0	Not received at time of publishing	
	7/14-17	2pm-7am	38	9		
Pannell Meadowview Cmty Center 2450 Meadowview Rd, Sacramento	7/14-16	8am-8pm	4	0		

Citrus Heights

Operational Cost: \$0
Volunteer value: \$0

Location	Days	Hours	Guests	Pets	Staff Hrs	Vol Hrs
Police Station Lobby 6315 Fountain Square Dr.	6/29-7/1	9am-8pm	Not Recorded			0
	7/14-17	9am-8pm				

Elk Grove

Operational Cost: \$3,500

Volunteer value: \$0

Location	Days	Hours	Guests	Pets	Staff Hrs	Vol Hrs
Wackford Center 9014 Bruceville Rd.	6/29-7/1	12pm-8pm	20	4	8	0
	7/14-17	12pm-8pm	23	0	8	0

Galt

Operational Cost: \$0

Volunteer value: \$0

Location	Days	Hours	Guests	Pets	Staff Hrs	Vol Hrs
Police Station Lobby 455 Industrial Dr	6/29-7/1	2pm-10pm	0	0	0	0
	7/14-17	2pm-10pm	0	0	0	0

Folsom

Operational Cost: \$0

Volunteer value: \$1,493.52

Location	Days	Hours	Guests	Pets	Staff Hrs	Vol Hrs
Folsom Public Library 411 Stafford St, Folsom	7/15-17	1pm-7pm	40	7	24	42

Rancho Cordova

Operational Cost: Not recorded

Volunteer value: \$0

Location	Days	Hours	Guests	Pets	Staff Hrs	Vol Hrs
City Hall 2729 Prospect Park Dr.	6/29-7/1	2pm-8pm	5	0	7	0
	7/14-16	12pm-8pm	5	0	9	0

Isleton

Operational Cost: No activation

Volunteer value: No activation

STRENGTHS

Mass Care & Shelter Coordination

The OES Mass Care & Shelter Coordinator in coordination with county partners was able to identify, establish and support the operation of twelve (12) cooling centers within the community.

Strength 1.1: Coordination between OES, other county departments, cities, and volunteers. Conducted daily weather calls to ensure everyone had accurate information on the weather conditions and activation status according to the plan and identify activities each agency was engaging in.

Our pre-coordination, trust and reliance on community partners is paramount. We could not care for our community the way we needed to without them.

Strength 1.2: La Familia Counseling Center answered our call for a location to house a cooling center. They were very quick to respond, had staffing for each day the cooling center was open and even coordinated with a local food bank to get donated fruit and water.

Quick response by County OES personnel helped ensure the comfort of guests and that any issues with cooling centers were immediately addressed.

Strength 1.3: The air conditioner at a Department of Human Assistance (DHA) cooling center broke midway through the cooling center open hours, and staff immediately notified OES. OES then coordinated with DHA leadership and maintenance to get equipment repaired quickly. OES was also able to purchase and deliver much needed water to overheating guests.

Adherence to Plan

Procedures set out in the plan were followed by OES. Weather coordination calls were convened, and information distributed to 2-1-1, Public Information Officers and Media.

Strength 2.1: There were 18 social media posts and 14 media articles regarding the heat and cooling centers.

AREAS FOR IMPROVEMENT

Simultaneous Events

Our Operational Area would benefit from conducting a discussion-based exercise with partners to discuss the impacts of cascading and simultaneous events (smoke, heat, power outage, pandemic). Continuity of Operations and alternate communications means have not been exercised in far too long. Recently, Sacramento Regional Radio Communications System lost a couple of air conditioners at the master site and experienced overheating. Even after repairing the units, some of the equipment continued having intermittent problems due to the extreme temperatures. It was recommended that everyone move to their backups means.

Improvement 1.1: Conduct a discussion-based exercise with Operational Area partners to work through simultaneous events and exercising continuity of operations plans and backup communications.

Improvement 1.2: Document continuity of operations plans and back up communications capabilities in written guidance, online systems (Rave, WebEOC) and distribute to operational partners.

Facilities

Sacramento County Office of Emergency Services (SacOES) has informal agreements with numerous school and park districts for the use of their facilities as cooling, warming and clean air centers. Unfortunately, these facilities often have competing events which preclude us from using them. A more permanent solution is needed.

Improvement 2.1: Sign formal agreements with several school and park districts for the use of their facilities and agree that the emergency needs of the community take priority over other scheduled events.

Improvement 2.2: Work with General Services and other county departments to identify a County-owned/leased facility to use as a warming/cooling/clean air facility.

Standardized Reporting

Guest registration and attendance count policies for cooling, warming, clean air centers and shelters are not standardized between facilities or between county and city departments. Standardizing helps ensure we capture and report the same numbers in the same format. When volunteers transition between the types of facilities there is more familiarity and less training required.

- Improvement 3.1: Standardize registration and attendance count policies between county and city departments as well as between the different types of facilities. Use Red Cross policies as a starting point.

- Improvement 3.2: Document standardization in all applicable plans and annexes and distribute throughout the Operational Area.

MEDIA AND SOCIAL MEDIA ANALYSIS

Facebook

Number of Posts (Wave 1-5 Dates)	9
Impressions	30,570
Average Daily Total Reach	3,212
Total Engagement	918
Engagement Rate	0.03%

Twitter

Number of Tweets	9
Impressions	24,001
Total Engagement	5,010
Extension Rate The sum of retweets divided by the sum of impressions	.0027%
Engagement Rate The sum of all actions divided by the sum of impressions	.21%

EARNED MEDIA

June

- <https://www.cbsnews.com/sacramento/news/downtown-sacramento-stockton-reach-record-temperatures-amid-first-major-heat-wave-of-summer/?intcid=CNM-00-10abd1h>
- <https://fox40.com/news/local-news/list-cooling-centers-available-in-sacramento-and-surrounding-counties/>
- <https://fox40.com/news/local-news/sacramento-county/sacramento-county-activating-heat-respite-centers-ahead-of-first-100-degree-days-in-2023/>
- <https://www.sacbee.com/news/weather-news/article262295532.html>

July

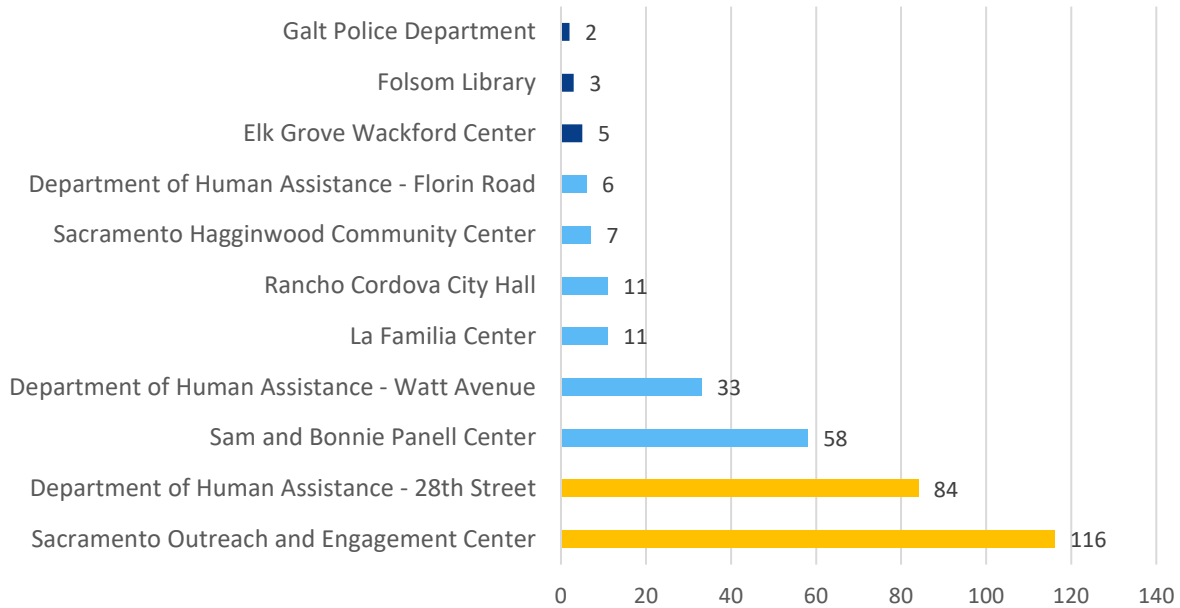
- <https://www.cbsnews.com/sacramento/news/sacramento-region-cooling-centers-this-week/?intcid=CNM-00-10abd1h>
- <https://www.cbsnews.com/sacramento/news/downtown-sacramento-stockton-reach-record-temperatures-amid-first-major-heat-wave-of-summer/?intcid=CNM-00-10abd1h>
- <https://www.abc10.com/article/news/local/sacramento/cooling-centers-sacramento-area-triple-digit-heat/103-fb21b74d-16f0-4407-95c8-a43c88b7f2dd>
- <https://www.abc10.com/article/weather/forecast/california-heat-wave-latest-forecast/103-fc522d51-ccf9-467f-9859-fb2762eec8f5>
- <https://www.abc10.com/article/news/local/sacramento/californians-escape-heatwave/103-a2a231ff-26fa-4214-858d-bda0a5df05eb>

August

- <https://www.cbsnews.com/sacramento/news/cooling-centers-sacramento-extending-operation-heat/?intcid=CNM-00-10abd1h>
- <https://www.kcra.com/article/northern-california-cooling-centers-aug-15-week/44818612>
- <https://www.kcra.com/article/sacramento-sacrt-free-rides-to-cooling-centers/44823670>
- <https://www.kcra.com/article/sacramento-cooling-centers-free-rides-august-heat/44804192>
- <https://www.kcra.com/article/northern-california-cooling-centers-aug-5-6-7-heat-resources/44741562>
- <https://fox40.com/news/sacramento-county-extends-cooling-center-hours-amid-100-degree-temperatures/>
- <https://fox40.com/weather/cooling-centers-activated-ahead-of-extreme-early-week-heat/>
- <https://fox40.com/news/local-news/sacramento-county/sacrt-offering-free-rides-to-these-cooling-centers-in-sacramento-county/>
- <https://fox40.com/weather/another-heat-wave-forces-cities-to-open-cooling-centers-once-again/>

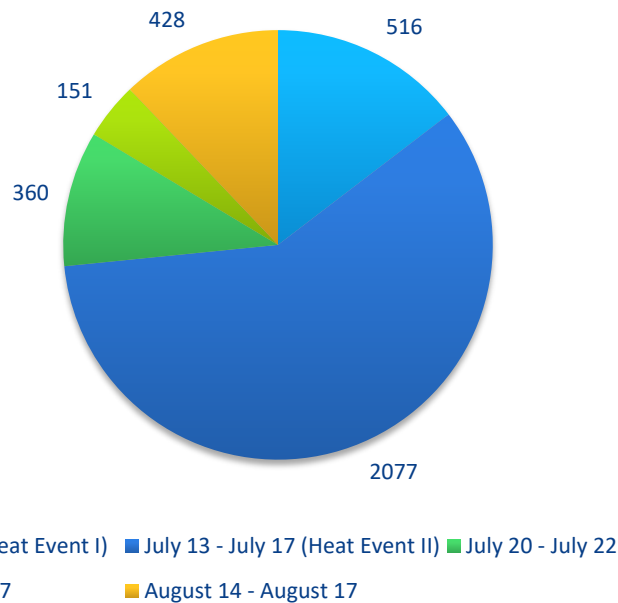
2-1-1 CALL VOLUME

Referrals to Cooling Centers June 29 - August 17, 2023



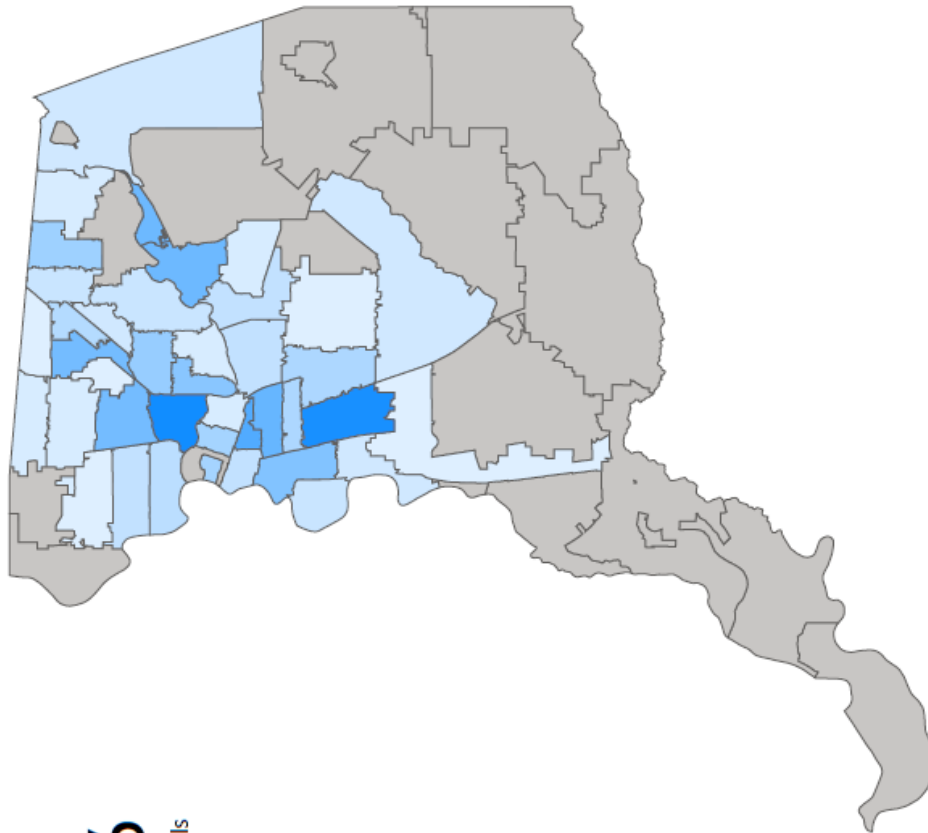
A total of 456 unique calls, 563 expressing need for a cooling center, with a total of 523 referrals made. Graph only depicts County tracked locations.

Average Daily 2-1-1 Website Views By Event



Callers by Postal Code – June 29 – August 17, 2023

PostalCode	Count
95815	30
95823	29
95817	21
95820	18
95670	17
95660	16
95838	16
95822	14
95825	13
95821	11
95610	10
95814	9
95816	9
95824	8
95828	8
95842	7
95833	6
95818	5
95826	5
95827	5
95834	5
95608	4
95621	4
95831	4
95624	3
95630	3
95832	3
95841	3
95626	2
95655	2
95662	2
95673	2
95819	2
95864	2
95652	1
95758	1
95829	1
95835	1
95843	1



456
Unique Calls

APPENDIX A: IMPROVEMENT PLAN

This IP has been developed specifically for Sacramento County because of the 2023 Severe Weather. All corrective actions are entered into WebEOC for tracking over time.

Corrective Action Area	Issue/Area for Improvement	Corrective Action	Primary Responsible Organization	Organization POC	Start Date	Completion Date
1.1	Simultaneous Events	Conduct a discussion-based exercise with Operational Area partners to work through simultaneous events and exercising continuity of operations plans and backup communications.	Sac OES	Sac OES	Nov 2023	Dec 2024
1.2	Simultaneous Events	Document continuity of operations plans and back up communications capabilities in written guidance, online systems (Rave, WebEOC) and distribute to operational partners.	County Departments	Varies	Nov 2023	June 2025
2.1	Facilities	Sign formal agreements with several school and park districts for the use of their facilities and agree that the emergency needs of the community take priority over other scheduled events.	Sac OES	J. D'Alessio	Nov 2023	July 2024
2.2	Facilities	Work with General Services and other county departments to identify a County-owned/leased facility to use as a warming/cooling/clean air facility.	Sac OES	J. D'Alessio	Nov 2023	July 2024
3.1	Standardized Reporting	Standardize registration and attendance count policies between county and city departments as well as between the different types of facilities. Use Red Cross policies as a starting point.	Sac OES	J. D'Alessio	Nov 2023	July 2024
3.2	Standardized Reporting	Document standardization in all applicable plans and annexes and distribute throughout the Operational Area.	County / City Departments	Varies	Nov 2023	July 2024

APPENDIX B: PARTICIPATING ORGANIZATIONS

- 2-1-1 Sacramento
- American Red Cross
- CalOES
- City of Citrus Heights
- City of Folsom
- City of Folsom Fire
- City of Galt
- City of Rancho Cordova
- City of Sacramento
- City of Isleton
- Cosumnes Community Services District
- Cosumnes Fire District
- County Library
- Medical Reserve Corps
- National Weather Service, Sacramento
- Regional Parks
- Regional Transit
- Wilton Fire Department
- Sacramento Self Help Housing (HART)
- ParaTransit
- Sacramento County Department of Health Services
- Sacramento County Department of Human Assistance
- Sacramento County Department of Homeless Services and Housing
- Sacramento County Department of Technology 3-1-1
- Sacramento County Sheriff’s Office
- Sacramento Food Bank
- Sacramento County OES
- Sacramento Metro Fire
- Sacramento Metropolitan Air Quality Management District (SMAQMD)
- Sacramento Municipal Utility District (SMUD)
- Volunteer Organizations Active in Disasters (VOAD)

APPENDIX C: HEAT WAVE SOCIAL MEDIA ANALYTICS

Evaluation

During the summer of 2023, the County of Sacramento aided the Office of Emergency Services in sharing information regarding two heat warning/advisory events on social media. The information was shared via the County’s Facebook and Twitter accounts for a total of 18 times. Below you will find a breakdown of how the efforts did overall and in each individual heat wave time frame.

Facebook

Number of Posts	9
Impressions	30,570
Average Daily Total Reach	3,212
Total Engagement	918
Engagement Rate	3%

Twitter

Number of Tweets	9
Impressions	24,001
Total Engagement	5,010
Extension Rate The sum of retweets divided by the sum of impressions	.0027%
Engagement Rate The sum of all actions divided by the sum of impressions	20.87%

Breakdown by Dates

Heat Wave I – June 30-July 2 (NWS Heat Advisory / Heat Warning)

Facebook

Number of Posts	6
Impressions	18,462
Average Daily Total Reach	2,925.6
Total Engagement	478
Engagement Rate	2.59%

Twitter

Number of Tweets	6
Impressions	8,648
Total Engagement	349
Extension Rate The sum of retweets divided by the sum of impressions	.003%
Engagement Rate The sum of all actions divided by the sum of impressions	4.03%

June 27

- <https://www.facebook.com/SacramentoCounty/posts/pfbid02dvByLJ7NLYiCqi1pDMjBFaXK89YvXsQLWPQs91MaAmhqDEsBw9X62DCfeuhmJoE4I>
 - *Post reach – 2,542
 - *Post Impression – 2,694
 - Post engagements - 72
 - 19 reactions
 - 12 shares
 - 41 clicks

- <https://twitter.com/SacCountyCA/status/1673823932082966528>
 - Post Impressions – 2,466
 - Post engagements - 262
 - Likes 11
 - Link clicks 26
 - Retweets 9
 - Profile links 6

June 29

- <https://www.facebook.com/SacramentoCounty/posts/pfbid0EW47gNmNQcMWu6oyPxwknjggQ6MFzeFpG6ntmJNvWh9ZoWLML88T8nY4r5wL1BG3I>

- *Post reach – 5,594
- *Post Impression – 6,055
- Post engagements - 239
 - 45 reactions
 - 31 shares
 - 5 comments
 - 158 clicks
- <https://twitter.com/SacCountyCA/status/1674432544647905281>
 - Post Impressions – 1,090
 - Post engagements - 14
 - Likes 5
 - Link clicks 5
 - Retweets 3

June 30

- <https://www.facebook.com/SacramentoCounty/posts/pfbid02f3pqqLM28MkHxN28Gdjh5HoWLu4oYjCAfo4ToHqcpEvKEFUgTdCG3rNfksqjLbfl>
 - *Post reach – 1,852
 - *Post Impression – 1,947
 - Post engagements - 53
 - 12 reactions
 - 18 shares
 - 0 comments
 - 23 clicks
- <https://twitter.com/SacCountyCA/status/1674806598261420032>
 - Post Impressions – 1,095
 - Post engagements - 12
 - Likes 3
 - Link clicks 3
 - Retweets 2
 - Profile links 2

July 1

- <https://www.facebook.com/SacramentoCounty/posts/pfbid027nwKqp77MWQAVS7sQ3QyBmoAouZeGLHrJFNdd9pw4C6mRJbiE3EcG9QxVaD9BW4l>
 - *Post reach – 2,068
 - *Post Impression – 2,158
 - Post engagements - 26
 - 9 reactions
 - 6 shares
 - 0 comments

- 11 clicks

- <https://twitter.com/SacCountyCA/status/1675172418376327169>
 - Post Impressions – 691
 - Post engagements - 4
 - Likes 2
 - Link clicks 1
 - Retweets 0

July 2

- <https://www.facebook.com/SacramentoCounty/posts/pfbid0tQ1va2vQw13UaFzP9pb7MdZn21dzSUVk6FVQwbXPdVNGgi2gFB2WEbQMj3rP4sVGI>
 - *Post reach – 2,761
 - *Post Impression – 2,871
 - Post engagements - 56
 - 17 reactions
 - 11 shares
 - 0 comments
 - 28 clicks
- <https://twitter.com/SacCountyCA/status/1675534798301921280>
 - Post Impressions – 1,011
 - Post engagements - 11
 - Likes 1
 - Link clicks 1
 - Retweets 2

July 3

- <https://www.facebook.com/SacramentoCounty/posts/pfbid0Bg2Ahy9szguRFa6iHkf5fmwftiU9HdPPdhjQsGn2qGvkeFyy2mCccDtN8trpgWhql>
 - *Post reach – 2,737
 - *Post Impression – 2,737
 - Post engagements - 32
 - 6 reactions
 - 3 shares
 - 0 comments
 - 23 clicks
- <https://twitter.com/SacCountyCA/status/1675919811602415617>
 - Post Impressions – 2,295
 - Post engagements - 46
 - Likes 2
 - Link clicks 9

- Retweets 7

Heat Wave II – July 14-16 (NWS Excessive Heat Warning)

Facebook

Number of Posts	3
Impressions	12,108
Average Daily Total Reach	11,358
Total Engagement	440
Engagement Rate	3.63%

Twitter

Number of Tweets	3
Impressions	15,353
Total Engagement	4,661
Extension Rate The sum of retweets divided by the sum of impressions	.0027%
Engagement Rate The sum of all actions divided by the sum of impressions	30.36%

July 12

- <https://www.facebook.com/SacramentoCounty/posts/pfbid02ezz8Sq5n9qTJxYrNxT7HKnNVAEoxgQhBdxZJgPAVopz1H9UHqnSMgka6pggACLRHl>
 - *Post reach – 3,386
 - *Post Impression – 3,507
 - Post engagements - 143
 - 42 reactions
 - 22 shares
 - 11 comments
 - 68 clicks
- <https://twitter.com/SacCountyCA/status/1679269407485460481>
 - Post Impressions – 5,456
 - Post engagements – 1,273
 - Likes 33
 - Link clicks 118
 - Retweets 20

July 14

- <https://www.facebook.com/SacramentoCounty/posts/pfbid0BfN8yWz8b1M9fMiMtzC7UD7vuMsFyFG3WhwmnEM85ZetXms9Jk1incWb6eRQhQxl>
 - *Post reach – 4,417

- *Post Impression – 4,723
- Post engagements - 120
 - 43 reactions
 - 29 shares
 - 1 comments
 - 47 clicks
- <https://twitter.com/SacCountyCA/status/1679943122477027328>
 - Post Impressions – 727
 - Post engagements - 20
 - Likes 3
 - Link clicks 5
 - Retweets 2

July 15

- <https://www.facebook.com/SacramentoCounty/posts/pfbid0h6RobRFKvoKR5oht7UWq3oZFpnjnkV4RXuiFsc4mtykSyLVPwR8zNYGUmAo5Dcfl>
 - *Post reach – 3,555
 - *Post Impression – 3,878
 - Post engagements - 177
 - 62 reactions
 - 9 shares
 - 12 comments
 - 94 clicks
- <https://twitter.com/SacCountyCA/status/1680245850247757824>
 - Post Impressions – 9,170
 - Post engagements - 1,975
 - Likes 34
 - Link clicks 166
 - Retweets 20
 - Replies 12

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