Excelsior Pass Program Dashboard | Updated 6/4/21
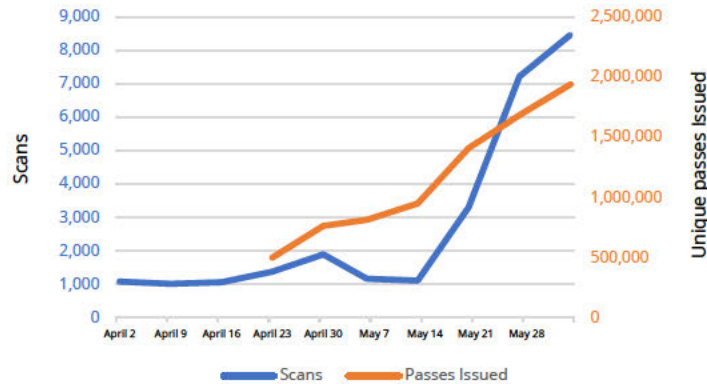
What is the status of Excelsior Pass adoption and user issues?

Legend: Scans — Passes Issued

Unique passes tracks the number of total passes issued and only began being tracked April 22- this is the best available proxy for number of users.

Scans by Industry

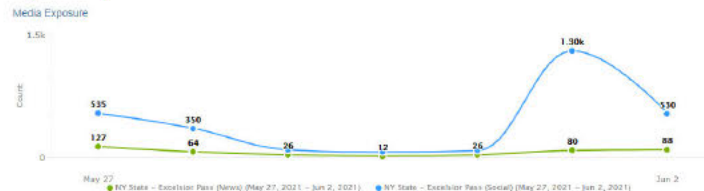|	
Professional Sports	29%
Food Services & Catering	23%
Large Scale Performing Arts	11%
Small Scale Performing Arts	11%
Higher Education	2%
K-12	1%
Other Congregate Events	23%

Help Desk Stats

- Consumer Calls have **decreased by 51%** in the past week
- Business Calls have **decreased by 52% in the past week**
- **Data issues** continues to be the area with the most help requests

What is the narrative around EP this week?

Social Media & News Mentions

Mentions on news have declined 33% week over week from no additional announcements regarding EP. However, social mentions have increased by 90% from last week due to the 6/1 New York Times article which was shared widely across social platforms, especially Twitter.

Media Exposure — NY State – Excelsior Pass (News) (May 27, 2021 – Jun 2, 2021); NY State – Excelsior Pass (Social) (May 27, 2021 – Jun 2, 2021)

Of the Top 10 Twitter accounts mentioning EP, **10%** are positive, **20%** are negative, and **70%** are neutral.

Top Excelsior Pass Social Media Posts

The top 5 social mentions this week were all from the New York Times sharing their 6/1 article

New York State's Excelsior Pass is the first government-issued vaccine passport in the U.S. Officials hope the app can help jump-start the economy. But first they need more people to use it and for vaccine passports to become more widely accepted. - New York Times (6/1)

NEW YORK STATE

3/28 to 6/3

1,939,553	1,022,310	300,610	70,180	63,516	3,212	19,401	56	27,669	1,042
Excelsior Passes Issued	iOS Wallet Downloads	Android Wallet Downloads	Wallet Deletions	iOS Scanner Downloads	Android Scanner Downloads	Scanner Deletions	of 62 NYS Counties	Valid Pass Scans	Invalid Pass Scans

Weekly Performance Metrics

Excelsior Pass Wallet Metrics

Metrics	Week	Average*	Trend*	
iOS Downloads	107,399	101,710	↑	(6%)
Android Downloads	25,406	30,061	↓	(-15%)
Deletions	8,748	7,018	↑	(25%)

Excelsior Pass Scanner Metrics

Scanner Metrics	Week	Average*	Trend*	
iOS Downloads	3,325	6,352	↓	(-48%)
Android Downloads	46	321	↓	(-86%)
Deletions	1,117	1,940	↓	(-42%)

App Store Reviews

App (System)	Rating	Trend*	Reviews
Wallet (iOS)	2.7	-	333
Wallet (Android)	3.2	↑	497
Scanner (iOS)	3.4	-	9
Scanner (Android)	2.2	↑	11

Customer Support Metrics

Record Review Requests

Metrics	Non-NYS	NYS
Received	129,479	13,815
Triaged	-	2,144
Backlog	-	11,671

Weekly Support Calls Received

Disposition Code	Consumer	Business
Total	2,187 ↓ (51%)	64 ↓ (52%)
Data Issue: Web Form	22%	-
General Question	24%	-
Lost Vaccine Card	3%	-
Scanner Question	-	22%
Technology Issues	31%	44%
Blank	20%	34%

Weekly Support Emails

Received	Processed	Backlog
1,768 ↓ (-37%)	3,481 ↑ (77%)	1,051 ↓ (-62%)

Scan Metrics

Weekly Scan Data

Metrics	Week	Average*	Trend*	
Valid Scans	8,461	2,767	↑	(206%)
Invalid Scans	193	104	↑	(85%)
Expired Scans	14	18	↓	(-21%)

Industry Type

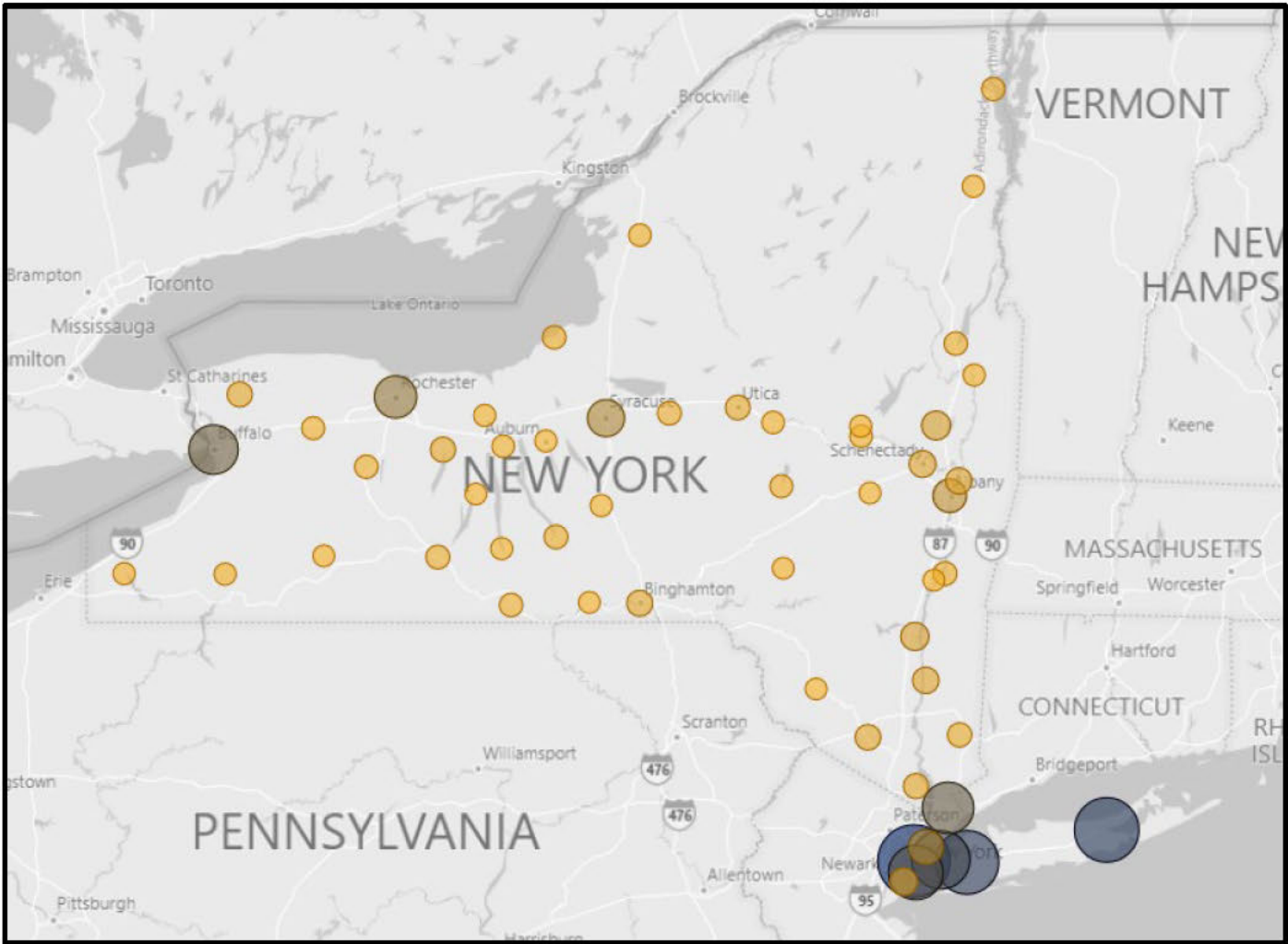| Type	Scans (%)
Professional Sports	29%
Food Services & Catering	23%
Large Scale Performing Arts	11%
Small Scale Performing Arts	11%
Other Congregate Events	23%
Higher Education	2%
K-12	1%

Scan Type

Type	Scans (%)
Covid-19 Vaccination	98%
Covid-19 Test	2%

*Based on weekly averages since Go-Live

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3/28 to 6/3

Top 10 Counties

Rank	County	Scans
1	New York	7,455
2	Nassau	1,037
3	Queens	955
4	Kings	728
5	Suffolk	545
6	Orange	426
7	Erie	423
8	Saratoga	363
9	Westchester	358
10	Monroe	305

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