

2018 BOND PROGRAM COMMUNICATIONS UPDATE CAPITAL ASSET ADVISORY COMMITTEE FEBRUARY 2020

COMPLETED WORK:

- Wrote and published [looking forward to 2020 construction](#):
 - Shared in Feb. Chalk talk and posted on Jeffcobuilds.org
- Held Arvada Groundbreaking event
 - The [groundbreaking video](#) was shared on Jeffco social and website

Website analytics:

Dates: Jan. 8 - Feb. 5

Jeffcobuilds.org and all pages with "jeffcobuilds" in the URL (ie sub-pages)

Pageviews: 2,198

Unique page views: 1,730

UPCOMING WORK:

- Plan upcoming celebratory events for big construction projects
- Planning featured project stories and adding content for highlighted projects for articulation area pages
- Planning site tours for the board, media, and CAAC members

