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