2018 BOND PROGRAM COMMUNICATIONS UPDATE
CAPITAL ASSET ADVISORY COMMITTEE
SEPTEMBER 2020

COMPLETED WORK:
- Created short site visit vignette videos to show progress of construction projects:
  - Sharing videos on social media
    - Conifer High School Construction Tour
    - Alameda High School Construction Tour
- Worked with our videographer to produce Arvada Ribbon Cutting Video
- Sharing summer construction updates on Jeffco social media channels to keep the community informed of summer progress.

*And we won a Golden achievement award from the National School Public Relations Association for Jeffco Builds: A Bond Communications Program!

Website analytics:
Jeffcobuilds.org and all pages with “jeffco builds” in the URL (ie sub-pages)

<table>
<thead>
<tr>
<th>Jeffco Builds page performance</th>
<th>Page views</th>
<th>Unique page views</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 2020</td>
<td>2,524</td>
<td>2,147</td>
</tr>
<tr>
<td>August 2020</td>
<td>2,362</td>
<td>2,034</td>
</tr>
<tr>
<td>% change</td>
<td>6% decrease</td>
<td>5% decrease</td>
</tr>
</tbody>
</table>

UPCOMING WORK:
- Working with our videographer to produce another installment of “Look What You Bought” featuring Columbine, West Jeff and Stober projects.
- Planning Warren Tech South press release and pitch (anticipated release date is Sept. 2):
  - Announcing program names
  - Sharing updated renderings
- Continuing site tours of current construction projects for more short vignette videos
- Continued social media coverage of completed projects.
- Pitching stories to press to tour completed projects - focusing Sept. pitches on all of our furniture installations.