

2018 BOND PROGRAM COMMUNICATIONS UPDATE

CAPITAL ASSET ADVISORY COMMITTEE

FEBRUARY 2021

COMPLETED WORK:

- Produced Parmalee Groundbreaking event:
 - [Facebook Live](#)
 - [Video on JPS TV](#)
 - [Canyon Courier Story](#)
- Produced Foster Groundbreaking event:
 - [Facebook Live](#)
 - [Video on JPS TV](#)
 - [MileHigh CRE Story](#)
 - [Arvada Press](#)
- ["What's Up Next for Jeffco Builds" story](#) published

Website analytics:

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

Jeffco Builds page performance	Page views	Unique page views
January 2021	1,559	1,321
February 2021	1,360	1,188
% change	13% decrease	10% decrease

UPCOMING WORK:

- Events:
 - Planning Kendrick Lakes Ribbon cutting
 - Lumberg Groundbreaking
- First board site tour is today
- Building out newsfeed (external news) for JeffcoBuilds
- Website refresh:
 - Updating the navigation of the page
 - Streamlining homepage design/layout

