

## 2018 BOND PROGRAM COMMUNICATIONS UPDATE CAPITAL ASSET ADVISORY COMMITTEE JANUARY 2022

### COMPLETED WORK:

- Wrote and published [Bond Year in Review](#) on JeffcoBuilds
  - Shared on social media and in Jeffco newsletters
- Updating the Jeffco builds map to link to articulation pages (ongoing)

### 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
December 2021	1,364	1,154
January 2022	1,898	1,667
% change	39% increase	44% increase

### UPCOMING WORK:

- Scheduling events for first of the year:
  - Ralston Valley groundbreaking (will be set soon)
  - Alameda ribbon cutting
  - Jefferson/Lumberg ribbon cutting/celebration of completed work
  - Parmalee ribbon cutting/celebration of completed work and video tour of building
- Writing and publishing stories on each event and sharing on Jeffco Builds and with media
- #TeamJeffco profile of Construction Managers (video and story)

