2018 Bond Program Communications Update  
Capital Asset Advisory Committee  
October 2021

**Completed Work:**

- Warren Tech South ribbon cutting:
  - Facebook live virtual walk-through with the Superintendent
  - Video: Introducing Warren Tech South
- Prospect Valley groundbreaking:
  - Celebrating the past, present and future of Prospect Valley - story on Jeffco Builds
- Media Coverage:
  - Breaking Ground For New Prospect Valley Elementary (Neighborhood Gazette)
  - Jefferson County (Colo) district is replacing an elementary school in Wheat Ridge. (American School and University)
  - Ribbon Cutting for Warren Tech South (Jeffco Transcript & Arvada Press)
  - Warren Tech South Ribbon Cutting (Denver7)
- Created public-facing document and website for Air Quality report
- Updated and posted quarterly updates to the flipbook

**Website analytics:**

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

<table>
<thead>
<tr>
<th></th>
<th>Page views</th>
<th>Unique page views</th>
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<tbody>
<tr>
<td>September 2021</td>
<td>2,054</td>
<td>1,715</td>
</tr>
<tr>
<td>October 2021</td>
<td>1,698</td>
<td>1,436</td>
</tr>
<tr>
<td>% change</td>
<td>17% decrease</td>
<td>16% decrease</td>
</tr>
</tbody>
</table>

**Upcoming Work:**

- Visiting completed project schools to produce stories on the work:
  - Parmalee (addition and renovation)
  - Manning (addition and renovation)
    - Creating a Jeffco Builds news story and (hopefully) a short video that will be shared via social media, media tips and in the Community Update
- Updating Jeffco Builds articulation area pages to show “Completed Work”