**2018 Bond Program Communications Update**  
**Capital Asset Advisory Committee**  
**March 2021**

**Completed Work:**
- Produced Lumberg Groundbreaking event:
  - “This is Going to Be Your New Home” - video on JPS TV
  - EdgeWater Echo story
  - Facebook Live
- Jefferson Beam Signing (Images Below)
- Board site tour with Susan Harmon
- Produced Video: Building Design Preview
- Denver 7 story (ran in early March)

**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>February 2021</td>
<td>1,360</td>
<td>1,188</td>
</tr>
<tr>
<td>March 2021</td>
<td>1,993</td>
<td>1,741</td>
</tr>
<tr>
<td>% change</td>
<td>47% increase</td>
<td>46% increase</td>
</tr>
</tbody>
</table>

**Upcoming Work:**
- Events:
  - Kendrick Lakes Ribbon cutting - March 16 (@ 1:30)
  - Kendrick Lakes Media Tour - March 6
  - Building out newsfeed (external news) for JeffcoBuilds
- Website refresh:
  - Updating the navigation of the page
  - Streamlining homepage design/layout