

# 2018 BOND PROGRAM COMMUNICATIONS UPDATE

## CAPITAL ASSET ADVISORY COMMITTEE

### MARCH 2020

#### COMPLETED WORK:

- Completed sign design for all summer track and field projects
  - They will be going up at schools during or before spring break (example below)
- Wrote a piece for JeffcoBuilds on DAG meetings:
  - Shared via ChalkTalk (coming out Thursday, March 5 in the afternoon)
  - Will also share this story with the media to see if they would like to come to a DAG
- Planning groundbreaking for school addition projects - will update the CAAC when all dates are finalized
- Sharing construction progress on social media (see post below)
- Shared "Looking Forward to 2020" piece on Jefferson County newsletter

#### Website analytics:

Dates: Feb. 6 - March 4

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

Pageviews: 1,688

Unique page views: 1,393

#### UPCOMING WORK:

- Continuing to plan and execute our events that will happen this spring
- Working on setting up a date for a CAAC construction site tour and inviting media to come and see sites:
  - Will reach out to CAAC to look at available dates/best times

