Public Outreach Events

Connecting Kentuckiana 2050 MTP Update Since February TPC

- Portland Now
- Louisville Urban League
- Youth Build
- Louisville Forward/Develop Louisville
- Greater Louisville Project
- Bullitt County Business Chamber
- One West
- Goodwill of Kentucky
- Anchorage City Council
- Kiwanis Club of Historic New Albany
- Jefferson County League of Cities
- KYTC District 5
- Community Foundation of Southern Indiana
- Southern Indiana Hiking Club
- TARC Road Supervisors and Road Team
- Greater Louisville Inc
- Rotary Club of New Albany
- Louisville Area Planners
- Rubbertown Community Advisory Council
- Center for Neighborhoods
- TARC Board of Directors

771 Total Flags
691 Total Comments
217 Total Survey Results
## Social Media, Website & Email Approach

### Terms

<table>
<thead>
<tr>
<th>Social Media <em>(Facebook, Twitter &amp; Instagram)</em></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Impressions</td>
</tr>
<tr>
<td>- Engagement</td>
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</table>

<table>
<thead>
<tr>
<th>Website</th>
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<tbody>
<tr>
<td>- Unique visits</td>
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<table>
<thead>
<tr>
<th>Email Campaign</th>
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<tbody>
<tr>
<td>- Unique Opens</td>
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<tr>
<td>- Unique Clicks</td>
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</tbody>
</table>

### Definitions

- **Impressions**: Number of times content appears on screen
- **Engagement**: Measures public shares, likes & comments
- **Unique visits**: Total number of visits to webpage by single user per day
- **Unique Opens**: Total number of subscribers that opened email once
- **Unique Clicks**: Total number of clicks on a link in the email

### Why KIPDA Collects This Data

- To grow understanding of audience and what works
- To create better content and strategy, increasing engagement
# Social Media & Website Analytics

## Division of Transportation

### Social Media - March 2021

<table>
<thead>
<tr>
<th>Platform</th>
<th>Posts</th>
<th>Impressions</th>
<th>Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>17</td>
<td>6,274</td>
<td>203</td>
</tr>
<tr>
<td>Facebook (Paid)</td>
<td>2</td>
<td>7,758</td>
<td>294</td>
</tr>
<tr>
<td>Twitter</td>
<td>20</td>
<td>6,659</td>
<td>200</td>
</tr>
<tr>
<td>Instagram</td>
<td>7</td>
<td>263</td>
<td></td>
</tr>
</tbody>
</table>

### Website - February-March 2021

<table>
<thead>
<tr>
<th>Section</th>
<th>Unique visits</th>
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<tbody>
<tr>
<td>Transportation Main</td>
<td>293</td>
</tr>
<tr>
<td>Transportation Improvement Program</td>
<td>226</td>
</tr>
<tr>
<td>Metropolitan Transportation Plan</td>
<td>211</td>
</tr>
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