# 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
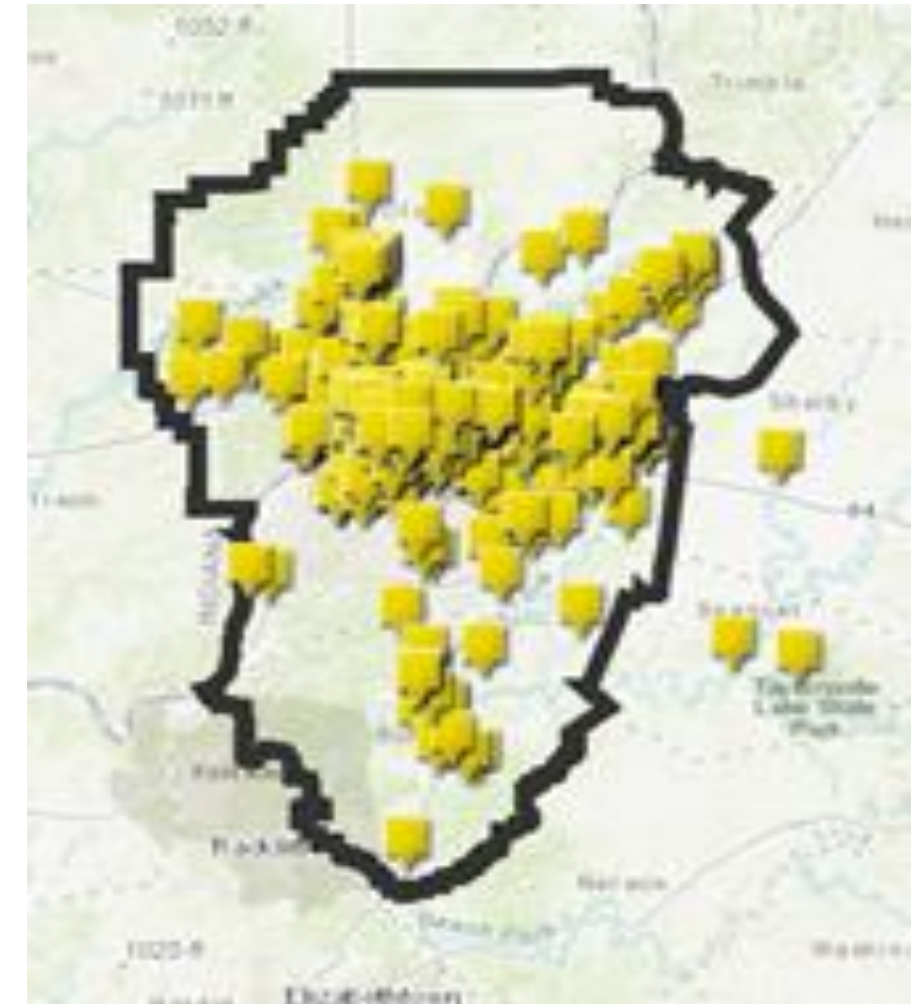
771 Total Flags
691 Total Comments

217 Total Survey Results

Social Media, Website & Email Approach

Terms   ### Definitions

Social Media (*Facebook, Twitter & Instagram*)

- Impressions ➢ Number of times content appears on screen
- Engagement ➢ Measures public shares, likes & comments

Website

- Unique visits ➢ Total number of visits to webpage by single user per day

Email Campaign

- 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*

 Facebook
- ➢ 17 Posts
  - ▪ Impressions ➢ 6,274
  - ▪ Engagements ➢ 203

 Facebook (Paid)
- ➢ 2 Posts
  - ▪ Impressions ➢ 7,758
  - ▪ Engagements ➢ 294

 Twitter
- ➢ 20 Tweets
  - ▪ Impressions ➢ 6,659
  - ▪ Engagements ➢ 200

 Instagram
- ➢ 7 Posts
  - ▪ Impressions ➢ 263

Website – *February-March 2021*

Transportation Main
- ➢ 293 Unique visits

Transportation Improvement Program
- ➢ 226 Unique visits

Metropolitan Transportation Plan
- ➢ 211 Unique Visits