

TRANSPORTATION OUTREACH REPORT



WEBSITE UNIQUE VISITS

April 2021

Transportation Main Page	131
Transportation Improvement Program	122
Metropolitan Transportation Plan	66

PUBLIC COMMENT APP



4 New Comments Added Last Month

AMENDMENT 3 PUBLIC COMMENT PERIOD

Email Campaign

2,052 Sent
20% Open Rate
17% Click Rate

Virtual Public Meeting Held on April 27th
No Comments Received

PUBLIC OUTREACH EVENTS

Presented to River Hills Economic Development District (EDD) April Board of Directors Meeting

Participated in April Louisville Health Advisory Board's CCC Meeting

SOCIAL MEDIA

APRIL 2021



24 Organic Posts
1,631 Impressions
80 Engagements



30 Tweets
4,143 Impressions
148 Engagements



13 Posts
500 Impressions

#kipdatransporation #kipdampo

Social media posts for the MPO are focused on transportation planning, education, public survey opportunities, and committee meeting events.

228

Total Engagements

6.2K

Total Impressions

“ We appreciate you guys taking time to present to our board. We truly appreciate your team's work. ”

-River Hills EDD