


TRANSPORTATION OUTREACH REPORT



WEBSITE UNIQUE VISITS September 2021

Transportation Main Page	164
Transportation Improvement Program	86
Metropolitan Transportation Plan	81

PUBLIC COMMENT APP

 **3 New Pin Drops Added This Month**
*2 received from Goodwill Fall Festival event

PUBLIC OUTREACH EVENTS


- Participated at Goodwill's Fall Festival
- Participated at Louisville Health Advisory Board's CCC Meeting

PLANNED EVENTS


- University of Louisville's Sustainability Day
October 27

SOCIAL MEDIA

AUGUST 2021

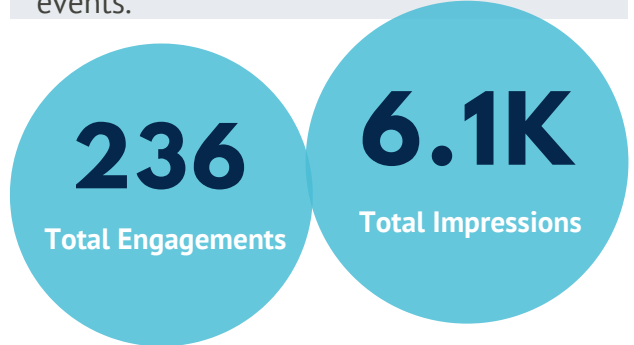
 22 Posts
1,481 Impressions
47 Engagements

 29 Tweets
4,672 Impressions
189 Engagements

 15 Posts
385 Impressions

#kipdatransporation #kipdampo

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



PROPOSED AMENDMENT 4 TO THE TIP & MTP

15 Comments and 18 "Likes" Received	Email Campaign	
Advertised in 4 Newspapers & 3 Business Association & Chamber Newsletters	2,022 recipients	803 Opens
Social Media Campaign Resulting in 1,363 Impressions	403 Unique Opens	19.1% Clicks
	142 Total Clicks	77 Unique Clicks

PUBLIC COMMENTS

"Bus Stop at Eastern Parkway & Bradley is on a slope. That makes it difficult to exit"

"Pot holes in the West End"

"2- way off 7th Street and Kentucky is a blinking red instead of a working traffic light. Not good."

"I'm concerned about transit services when it comes to the lateness of busses. There should be an incentive for long bus rides and when busses are late. "

"Please help connect us workers (potential) to get to the East End for Employment.(J-Town, St. Matthews, etc.)"