

TRANSPORTATION OUTREACH REPORT



SOCIAL MEDIA

January 2023



12 Posts
8,932 Impressions
528 Engagements



10 Tweets
1,227 Impressions
96 Engagements



11 Posts
598 Impressions
61 Engagements

WEBSITE UNIQUE VISITS

January 2023

Transportation Main Page
215

TIP Page
122

MTP Page
128

PUBLIC COMMENT OPPORTUNITIES

AMENDMENT 10 TO THE MTP & TIP

January 25th - February 8th

Email Campaign

- 1,840 Sent
- 766 Opens
- 152 Link Clicks

Social Media Campaign

- 8,586 Impressions
- 556 Engagements

Publishments

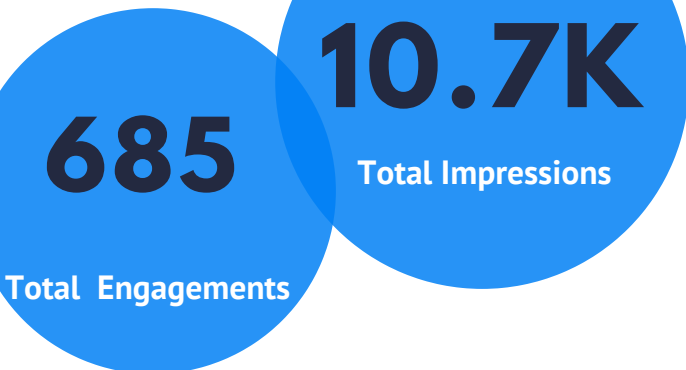
- MPO Libraries
- Business Association, Metro Council, & Chamber of Commerce Newsletters

Comments

- 7 Total Comments
- 8 Project Likes

Virtual Public Meeting /w email announcement

- February 2nd
- Email sent to 1,837
- 797 Opens
- 123 Link Clicks



EVENTS & OTHER OUTREACH

- Middletown Chamber of Commerce Workgroup
- Louisville Metro Community Engagement Workgroup