

# TRANSPORTATION OUTREACH REPORT



## SOCIAL MEDIA

April 2023



14 Posts  
30,618 Impressions  
4496 Engagements



14 Tweets  
1,167 Impressions  
71 Engagements



14 Posts  
631 Impressions  
49 Engagements

## Paid Campaigns



MTP/TIP UPDATE  
4,281 Impressions  
1,387 Engagements



Amendment 1  
4,281 Impressions  
4,919 Engagements

## WEBSITE UNIQUE VISITS

April 2023

Transportation Main Page  
210

TIP Page  
170

MTP Page  
94

## EVENTS & OTHER OUTREACH

- Tree Fest
- Jeffersontown Business Expo

## AMENDMENT 1 TO THE MTP & TIP

April 26th - May 10th

### Email Campaign

- 1,784 Sent
- 489 Opens
- 31 Link Clicks

### Publishments

- MPO Libraries
- Business Association & Chamber Newsletters

### Social Media Campaign

- 23,433 Impressions
- 3280 Engagements

### Comments

- 1 Comments
- 4 Project Likes

### Virtual Public Meeting

- May 9th

**10.9K**  
Total Engagements

**36.6K**  
Total Impressions

## PUBLIC COMMENTS

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"A sidewalk is needed on US 42 near Spring Valley"

"Cars parking on sidewalks, semi-trucks parked in neighborhoods and driving through neighborhoods in South Louisville."

"Gene Synder west of I-65 needs repair"

"In Old Louisville, sidewalks need repair"

"Love to hear about the Fairground/Bardstown Rd light project in the works for the future-much needed"

"TARC is not reliable. We need lightrail"

"More buses to more areas!! Repair the potholes so I don't need tires so much"

"Grateful for the transportation we have in Louisville- I hope we can add a rail system someday soon"

"Safety concerns at TARC stops"

"Potholes!"

"Thank you for services provided over the years!"

"Potholes on Old 3rd Street"

"West End Pedestrian bridge into New Albany"

"4 way stop @ Trevillian and Lakeside"

## PUBLIC COMMENTS

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"Connect sidewalk gap from Mahoney to Dixie Highway"

"More sidewalks on Dixie Hwy Neighboring areas in the 4058/40272 zip codes"

"More sidewalks"

"More crosswalks for pedestrians"

"More sidewalks downtown and replacing street signs that have blown over during wind storms"

"Fix potholes"

"More crosswalks"

"Crosswalk across 42 from schools to Goshen Branch Public Library"

"We need a bus stop closer to 4501 Springdale Road"

## SOCIAL MEDIA COMMENTS

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"65 south from the Gene Snyder to Elizabethtown needs some serious work. The only decent lane is the fast lane....."

"Fix the interchange ramps at I-65 and the Gene Snyder, then fix the Gene Snyder westbound from I -65 westbound to Dixie Hwy! This is the worse road ever! It's known by the people that drive it the most as the washboard" - *9 Likes Received*

Two replies to the comment:

"I remember when I was a kid that my stomach always hurt when we drove over that section of Snyder. I'm 30 now. It's still the same."

"oor... hear me out... finish the roads that are already torn to shreds before new projects. Then work on those" - *3 Likes Received*