KIPDA TRANSPORTATION

TRANSPORTATION OUTREACH REPORT

KIPDA Kentuckiana Regional Planning & Development Agency

SOCIAL MEDIA

May 2023



15 Posts 3,422 Impressions 103 Engagements

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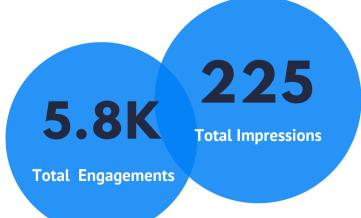
15 Tweets 2,108 Impressions 67 Engagements

14 Posts 366 Impressions 55 Engagements

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Paid Campaigns

Amendment 2 3,639 Impressions 67 Engagements



WEBSITE UNIQUE VISITS

May 2023

Transportation Main Page 304

TIP Page 249

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MTP Page 162

EVENTS & OTHER OUTREACH

- Waterfront Wednesday
- Kentucky Association of Government Communicators
- KAIRE
- FieldTrip

AMENDMENT 2 TO THE MTP & TIP

May 24th - June 7th

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Email Campaign (2)

- 1,782 Sent
- 532 Opens
- 37 Link Clicks

Social Media Campaign

- 4,619 Impressions
- 164 Engagements

Virtual Public Meeting

June 7th

- 1,776 Sent
- 387 Opens
- 30 Link Clicks

Publishments

- MPO Libraries
- Business Association & Chamber Newsletters

Comments

- 3 Comments
- 5 Project Likes

22 JUNE 2023

PUBLIC COMMENTS

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"Deal with commuting group scale to alleviate tolls from IN to KY"

"Train to Chicago-Fast!."

"I have a recommendation to provide access to a road for bikes and Pedestrians. From Furman Blvd. to Dutchmans's Lane there is not a safe route for walking or riding a bike. Going Westbound from Furman, a cyclist must pass 2 exit ramps while maneuvering Taylorsville Rd. Riding Ebound, there are 3 ramps to deal with. There are not any crosswalks nor sidewalks in this area. I live in Hike Pt. and would love to commute to JCC by bike. Or ride to the Seneca Park loop but it is too dangerous without a path. Can you send my suggestion or tell me who to send this to? Thank you

SOCIAL MEDIA COMMENTS

"I would be grateful and incredibly impressed if you could map a safe path for me to bike with my kids to their schools" In response to an Instagram post on Bike and Roll to School Day