

TRANSPORTATION OUTREACH REPORT



KIPDA
Kentuckiana Regional Planning
& Development Agency

SOCIAL MEDIA

May 2023



15 Posts
3,422 Impressions
103 Engagements



15 Tweets
2,108 Impressions
67 Engagements



14 Posts
366 Impressions
55 Engagements

Paid Campaigns



Amendment 2
3,639 Impressions
67 Engagements

WEBSITE UNIQUE VISITS

May 2023

Transportation Main Page
304

TIP Page
249

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

Email Campaign (2)

- 1,782 Sent
- 532 Opens
- 37 Link Clicks
- 1,776 Sent
- 387 Opens
- 30 Link Clicks

Social Media Campaign

- 4,619 Impressions
- 164 Engagements

Publishments

- MPO Libraries
- Business Association & Chamber Newsletters

Comments

- Virtual Public Meeting
- June 7th
- 3 Comments
- 5 Project Likes

5.8K

Total Engagements

225

Total Impressions

PUBLIC COMMENTS

"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