TRANSPORTATION OUTREACH REPORT

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

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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

Social Media Campaign
- 4,619 Impressions
- 164 Engagements

Virtual Public Meeting
- June 7th

Paid Campaigns

- Amendment 2
  - 3,639 Impressions
  - 67 Engagements

Total Impressions: 5,881
Total Engagements: 225
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 Dutchman'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