

# TRANSPORTATION OUTREACH REPORT



**KIPDA**  
Kentuckiana Regional Planning  
& Development Agency

## SOCIAL MEDIA

June 2023



12 Posts  
4,951 Impressions  
560 Engagements



15 Tweets  
902 Impressions  
85 Engagements



10 Posts  
425 Impressions  
41 Engagements

## Paid Campaigns



Amendment 3  
29,528 Impressions  
3,073 Engagements

**6.2K**

Total Engagements  
Organically

**686**

Total Impressions  
Organically

## WEBSITE UNIQUE VISITS

June 2023

Transportation Main Page  
420

TIP Page  
444

MTP Page  
206

## EVENTS & OTHER OUTREACH

- CycLOUvia
- Kentucky Association of Government Communicators
- Galt House Employee Health Fair
- Crowne Plaza Employee Health Fair

## AMENDMENT 3 TO THE MTP & TIP

June 23rd - July 7th

### Email Campaign (2)

- 1,775 Sent
- 492 Opens
- 45 Link Clicks
- 1,771 Sent
- 441 Opens
- 32 Link Clicks

### Social Media Campaign

- 32,737 Impressions
- 3,382 Engagements

### Virtual Public Meeting

- July 5th

### Publishments

- MPO Libraries
- Business Association & Chamber Newsletters

### Comments

- 24 Comments
- 13 Project Likes