

TRANSPORTATION OUTREACH REPORT



KIPDA
Kentuckiana Regional Planning & Development Agency

SOCIAL MEDIA



August 2023

September 2023

10 Posts
1,354 Impressions
114 Engagements

8 Posts
1,415 Impressions
91 Engagements



August 2024

September 2023

7 Tweets
1,497 Impressions
92 Engagements

12 Tweets
3,502 Impressions
186 Engagements



August 2023

September 2023

7 Posts
247 Impressions
25 Engagements

8 Posts
356 Impressions
31 Engagements

WEBSITE UNIQUE VISITS

August 2023

September 2023

Transportation
Main Page
485

Transportation
Main Page
370

TIP Page
457

TIP Page
353

MTP Page
236

MTP Page
92

PUBLIC COMMENT OPPORTUNITIES

AMENDMENT 4 TO THE MTP & TIP

September 27 - October 11

Email Campaign

- Two notices sent out
- 452 Opens on Avg.
- 46 Link Clicks on Avg.

Publishments

- MPO Libraries
- Business Association & Chamber Newsletters

Social Media Campaign

- 8,971 Impressions
- 610 Engagements

Comments

- 27 Total Comments
- 17 Project Likes

Virtual Public Meeting

- October 2

EVENTS & OTHER OUTREACH

- California Day
- Russel Place of Promise Neighborhood Canvassing
- St Matthew's Business Expo

270

Avg. Total Engagements per Month

4.2K

Avg. Total Impressions per Month