

TRANSPORTATION OUTREACH REPORT



KIPDA
Kentuckiana Regional Planning
& Development Agency

SOCIAL MEDIA



November 2023 **December 2023**

8 Posts	6 Posts
894 Impressions	5,441 Impressions
29 Engagements	877 Engagements



November 2024 **December 2023**

8 Tweets	7 Tweets
677 Impressions	7,931, Impressions
36 Engagements	438 Engagements



November 2023 **December 2023**

5 Posts	6 Posts
390 Impressions	804 Impressions
15 Engagements	131 Engagements

WEBSITE UNIQUE VISITS

November 2023

Transportation

Main Page

262

TIP Page

325

MTP Page

153

December 2023

Transportation

Main Page

888

TIP Page

256

MTP Page

106

EVENTS & OTHER OUTREACH

- Kentucky Association of Government Communicators Annual Meeting
- Press Release for Federal Railroad Administration Planning Grant
- Media Appearances on Spectrum, WAVE, & WDRB for FRA Grant

1.5K

Avg. Total
Engagements per
Month

8K

Avg. Total Impressions
per Month