

TRANSPORTATION OUTREACH REPORT



SOCIAL MEDIA

April 2024



14 Posts
4,415 Impressions
231 Engagements



11 Posts
1,632 Impressions
94 Engagements



13 Posts
449 Impressions
32 Engagements

WEBSITE UNIQUE VISITS

April 2024

Transportation Main Page
169

TIP Page
126

MTP Page
63

EVENTS & OTHER OUTREACH

- Middletown Chamber of Commerce
- Kentucky Association of Government Communicators
- TreeFest
- TARC's OnDemand Services Press Announcement
- Bedford Elementary Career Day

AMENDMENT 6 OUTREACH

- April 23- May 7
- 52 total comments
- 37 project likes
- Email Campaign - 408 Opens, 67 Clicks
- Info Fliers sent to MPO Libraries and Stakeholders
- Hybrid Public Meeting - April 23



Organically
6.2K total Impressions
297 Engagements



Paid
3.2K Impressions
255 Engagements

6.4K

Total Impressions

357

Total Engagements

SOCIAL MEDIA COMMENTS

"We live off of Taylor Blvd & we really like the road diet. We would love to see more."