TRANSPORTATION OUTREACH REPORT

SOCIAL MEDIA
April 2024

- Facebook
  - 14 Posts
  - 4,415 Impressions
  - 231 Engagements

- Twitter
  - 11 Posts
  - 1,632 Impressions
  - 94 Engagements

- Instagram
  - 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

Total Impressions: 6,400
Total Engagements: 357
"We live off of Taylor Blvd & we really like the road diet. We would love to see more."