

TRANSPORTATION OUTREACH REPORT



SOCIAL MEDIA

August 2024



12 Posts
2,923 Impressions
159 Engagements



9 Posts
973 Impressions



8 Posts
383 Impressions
19 Engagements

4.2K

Total Impressions

178

Total Engagements

WEBSITE UNIQUE VISITS

August 2024

Transportation Main Page
221

TIP Page
182

MTP Page
98

EVENTS & OTHER OUTREACH

- Middletown Chamber of Commerce
- Kentucky Association of Government Communicators
- Black Men's Wellness Day

AMENDMENT 7 OUTREACH

- Public comment period ran from September 5th-19th
- Virtual Public Meeting September 17th
- 32 total comments; 13 project likes



Email

- 1,651 Recipients
- 427 Opened
- 71 Link Clicks
- 1,648 Recipients
- 379 Opened
- 40 Link Clicks



Social Media

- 11,864 Impressions
- 1,054 Engagements



Paid Social Media

- 6,707 Impressions
- 861 Engagements