

# TRANSPORTATION OUTREACH REPORT



**KIPDA**  
Kentuckiana Regional Planning  
& Development Agency

## SOCIAL MEDIA



June 2025

July 2025

5 Posts  
811 Impressions  
451 Reach  
12 Interactions

11 Posts  
1,978 Impressions  
1,179 Reach  
52 Interactions

**2.2K**

Avg. Total Impressions  
per Month

**1.2K**

Avg. Total  
Reach/Interactions per  
Month



June 2025

July 2025

5 Posts  
44 Impressions  
2 Interactions

10 Posts  
691 Impressions  
17 Interactions



June 2025

July 2025

4 Tweets  
161 Impressions

8 Tweets  
740 Impressions

## WEBSITE ACTIVE USERS

June 2025

Transportation  
Main Page  
135

TIP Page  
114

MTP Page  
105

July 2025

Transportation  
Main Page  
116

TIP Page  
73

MTP Page  
44

## PUBLIC COMMENT OPPORTUNITIES

**Amendment to KIPDA's FY 2025-2028  
Transportation Improvement Program and  
Connecting Kentuckiana 2050  
Metropolitan Transportation Plan**

- July 29- August 12
- Collected 66 comments

### Social Media (Paid)



10,380 Impressions  
1,883 Reach

### Social Media (Organic)



1K Impressions

### E-mail



1,595 Recipients  
557 Opens  
421 Link clicks

### Flier Delivery

- MPO Libraries
- Louisville Metro Council
- Chambers of Commerce
- Center for Neighborhoods
- Russell Place of Promise
- Americana Center

## EVENTS & OTHER OUTREACH

- Alberta O. Jones Park Day
- Louisville Metro Health Fair
- Oldham County Day
- Kentucky Association of Government Communicators Meeting