

TRANSPORTATION OUTREACH REPORT



K I P D A
Kentuckiana Regional Planning & Development Agency

SOCIAL MEDIA



November 2025

December 2025

8 Posts
1,409 Views
959 Impressions

5 Posts
1,532 Views
1,179 Impressions

2.2K
Avg. Total Impressions per Month

1.2K

Avg. Total Reach/Interactions per Month



November 2025

December 2025

8 Posts
1,793 Views
60 Interactions

2 Posts
200 Views
4 Interactions



November 2025

December 2025

6 Posts
424 Impressions

4 Posts
416 Impressions

EVENTS & OTHER OUTREACH

- Hosted Green Drinks with Louisville Sustainability Council
- Middletown Chamber of Commerce Non-Profit Group
- Kentucky Association of Government Communicators Meeting

WEBSITE ACTIVE USERS

November 2025

Transportation Main Page
219

TIP Page
146

MTP Page
58

December 2025

Transportation Main Page
200

TIP Page
165

MTP Page
86

PUBLIC COMMENT OPPORTUNITIES

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

- Dec 30- January 12
- Collected 29 comments
 - 18 Comments were project-specific; 11 social media comments
 - Received 12 project "likes"

Social Media (Paid)



3,174 Reach
4,071 Impressions



1.5K Views



E-mail

1,563 Recipients
492 Opens
105 Link clicks

1,554 Recipients
389 Opens
115 Link clicks