

# TRANSPORTATION OUTREACH REPORT



**KIPDA**  
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



**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

**2.2K**

Avg. Total Impressions  
per Month

**1.2K**

Avg. Total  
Reach/Interactions per  
Month

## 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

### Social Media (Organic)



1.5K Views

## EVENTS & OTHER OUTREACH

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

### E-mail



1,563 Recipients  
492 Opens  
105 Link clicks

1,554 Recipients  
389 Opens  
115 Link clicks