

TRANSPORTATION OUTREACH REPORT



KIPDA
Kentuckiana Regional Planning
& Development Agency

SOCIAL MEDIA



March 2026

April 2026

8 Posts
1,290 Views
1,047 Impressions

8 Posts
1568 Views
1,136 Impressions



March 2026

April 2026

9 Posts
1,728 Views
85 Engagements

7 Posts
692 Views
24 Engagements



November 2025

December 2025

8 Posts
412 Impressions

7 Posts
494 Impressions

WEBSITE ACTIVE USERS

March 2026
Transportation
Main Page
219

April 2026
Transportation
Main Page
200

TIP Page
146

TIP Page
165

MTP Page
58

MTP Page
86

EVENTS & OTHER OUTREACH

- Earth Fest at Alberta O. Jones Park
- Tree Fest at Thurman Hutchins Park
- Party for the Planet at the Louisville Zoo

2.6K

Avg. Total Views per
Month

1.5K

Avg. Total
Impressions/Engagments
per Month



PUBLIC OUTREACH OPPORTUNITIES

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

- April 28- May 12
- Collected 5 comments

Social Media (Paid)



12,759 Reach
5,756 Impressions
1,232 Website Visits

Social Media (Organic)



970 Views



E-mail Campaigns

1,495 Recipients
612 Opens
174 Link clicks

1,503 Recipients
445 Opens
127 Link clicks

PUBLIC COMMENTS

- Access for blind Citizens
- Add lightrail to this area
- Ensure waiting areas (bus) are well-lit + visable (safety)
- Safety of Cane Run Rd - Need lights and busstops; also Riverport Industrial -needs bus lines