



Bike Everywhere Challenge Wrap Up Report

Marketing and Communications Team

Campaign Overview

The Denton County Transportation Authority partnered with the North Central Texas Council of Governments (NCTCOG) to host the first “Bike Everywhere” challenge to encourage people to bike instead of driving to work, the grocery store, or just for fun during the month of May (National Bike Month)!

This free challenge was open to all Denton County residents to enjoy the benefits of biking while also getting a chance to win great prizes.

Each participant had to create a free account on NCTCOG’s Try Parking It website, join DCTA’s Bike Everywhere Challenge and log their bike trips to be eligible to win the challenge prizes.



The three participants with the most bike trips logged at the end of the challenge would win the following top prizes provided by DCTA's three member cities – Denton, Lewisville and Highland Village – who sponsored the challenge:

- **1st Place** – \$150 gift card to Cadence Cyclery and sponsorship swag
- **2nd Place** – \$75 gift card from Denton Bicycle Center and sponsorship swag
- **3rd Place** – Two VIP tickets to the 2017 Lewisville Western Days Festival (\$500 value) and sponsorship swag

The graphic is a promotional poster for the 'Bike Everywhere Challenge' held in May 2017. At the top, it features the DCTA logo on the left, a central circular logo with a bicycle icon and the text 'BIKE EVERYWHERE May 2017 CHALLENGE', and a 'Map it' logo on the right. Below this, the main headline reads 'RIDE. TRACK. WIN.' in large, bold, black letters. Underneath the headline, three call-to-action buttons are displayed: 'Sign Up Free', 'Log Your Trips', and 'Win Great Prizes'. The middle section of the graphic is dominated by three circular award icons. The first icon, labeled '1st Place WINNER', offers '\$150 in Sponsorship Gift Cards & Swag'. The second icon, labeled '2nd Place WINNER', offers '\$75 in Sponsorship Gift Cards & Swag'. The third icon, labeled '3rd Place WINNER', offers 'VIP Western Days Tickets & Sponsorship Swag'. At the bottom, a green bar lists the sponsors: Denton Bicycle Center, Denton, Lewisville, and Highland Village. The footer includes the website 'BikeDCTA.net', social media icons for Facebook, Twitter, YouTube, LinkedIn, and Instagram, and the hashtag '#BikeDCTA'.

Campaign Overview

Goals and Objectives

- Encourage people to ride their bike instead of driving for increased participation in the new challenge during National Bike Month
- Generate buzz for the campaign with increased social media reach/impressions, community outreach and media relations efforts
- Secure key partnerships with local organizations and member cities to launch campaign

Timeline

- May 1 through May 31, 2017

Target Audience

- Denton County residents
- Cyclist groups/enthusiasts
- University students



Key Campaign Messages

- DCTA is challenging all Denton County residents to bike everywhere all month long for a chance to win awesome prizes!
- Get out of your car and ride your bike all month long for DCTA's Bike Everywhere Challenge!
- Ride your bike all month long and enter DCTA's Bike Everywhere Challenge for a chance to win cool prizes and help the environment!
- **Official campaign hashtag – #BikeDCTA**

The graphic features the DCTA logo on the left, the 'Bike Everywhere Challenge' logo in the center (a blue circle with a white location pin and a bicycle icon, with 'May 2017' below it), and the 'Hop On Board' logo on the right. The background is light blue with a white grid pattern.

RIDE. TRACK. WIN.

--- --

Sign Up Free | Log Your Trips | Win Great Prizes

- 1st Place WINNER**
\$150 in Sponsorship Gift Cards & Swag
- 2nd Place WINNER**
\$75 in Sponsorship Gift Cards & Swag
- 3rd Place WINNER**
VIP Western Days Tickets & Sponsorship Swag

Campaign Budget

Marketing Tactics	Budget Spent
Mobile Advertising	\$2,000
Social Media Advertising	\$1,852
Brand Ambassador Deployment	\$1,378
Campaign Collateral Printing (Rack Cards, Vehicle Signage, etc.)	\$1,286
TOTAL BUDGET	\$6,516

Campaign Tactics

- **Digital Graphics**

- Campaign website
- Web splash and article

- **Social Media Marketing and Advertising**

- Facebook and Twitter ads
- Organic post creative
- Blog post

- **Print Marketing Collateral**

- Rack Card
- Poster and Vehicle Signage

- **Media Relations**

- Joint news release and distribution

- **Community Partnership-Outreach**

- Campaign sponsorships and support
- Local business/organization outreach
- Brand ambassador deployments in Denton

- **Email Marketing**

- Campaign e-blast distribution

- **Mobile Advertising**

- Hyper local mobile targeting in Lewisville, Highland Village and Denton

Campaign Website

DCTA DENTON COUNTY TRANSPORTATION AUTHORITY

BIKE EVERYWHERE
May 2017
CHALLENGE

TRYPARKINGIT
DENTON COUNTY TRANSPORTATION AUTHORITY

RIDE. TRACK. WIN.

Join this fun, free challenge hosted by the Denton County Transportation Authority and North Central Texas Council of Governments to see who can bike the most from May 1 through May 31, 2017 during National Bike Month. The challenge is open to all Denton County residents. The top three participants with the most number of bike trips will win:

- 1st Place WINNER** - \$150 in Sponsorship Gift Cards & Swag
- 2nd Place WINNER** - \$75 in Sponsorship Gift Cards & Swag
- 3rd Place WINNER** - VIP Western Days Tickets & Sponsorship Swag

How it Works

- 1 Create a free account at TryParkingIt.com
- 2 Join DCTA's Bike Everywhere challenge
- 3 Ride and track your bike trips all May long
- 4 Bike the most and WIN!

Sponsored By:

BikeDCTA.net #BikeDCTA

More Campaign Details

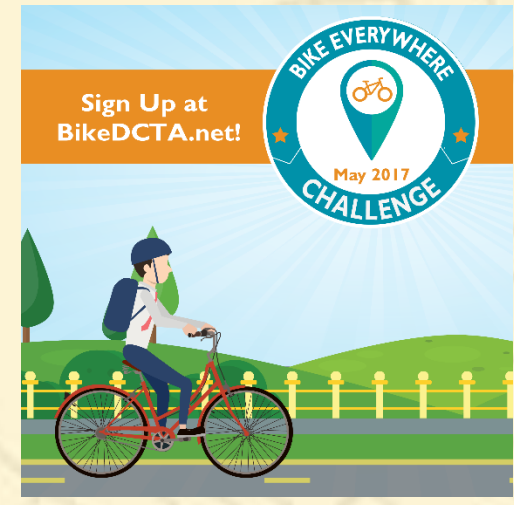
- 1 Participants have until **Monday, June 5** to enter all bike trips for the challenge.
- 2 If there is a tie, the tie-breaker will be determined by the distance traveled.
- 3 All prize winners will be notified on **Monday, June 19**.*
 - 1st place** - \$150 gift card to Cadence Cyclery and sponsorship swag
 - 2nd place** - \$75 gift card from Denton Bicycle Center and sponsorship swag
 - 3rd place** - Two VIP tickets to the 2017 Lewisville Western Days Festival (\$500 value) and sponsorship swag
- 4 Enjoy the ride and be sure to use our official campaign hashtag **#BikeDCTA**.

* Participants who don't win the top three prizes are still eligible to win prizes for the Try Parking It rewards program.

Web Splash Creative



Facebook Carousel Ads



Organic Social Media Creative

DCTA DENTON COUNTY TRANSPORTATION AUTHORITY

BIKE EVERYWHERE CHALLENGE
May 2017

RIDE. TRACK. WIN.

Sign Up Free | Log Your Trips | Win Great Prizes

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- 3rd Place WINNER**
VIP Western Days Tickets & Sponsorship Swag

Sponsored By:

Denton Bicycle Center | Denton County Transportation Authority | Lewisville | Highland Village

BikeDCTA.net | #BikeDCTA

Twitter Ad

DCTA **BIKE EVERYWHERE CHALLENGE**
May 2017


Enter today at BikeDCTA.net!

Illustration of a person riding a red bicycle on a path with green hills and trees in the background.

Social Media Outreach-Coverage

GreenSourceDFW May 2 · Like Page

The Denton County Transportation Authority is partnering with the North Central Texas Council of Governments to host the 2017 Bike Everywhere Challenge to encourage people to ride their bike instead of driving their car during the month of May which is National Bike Month. This free challenge is open to all Denton County residents to enjoy the benefits of biking while also getting a chance to win cool prizes. The challenge starts Monday, May 1, and ends on Wednesday, May 31. ... See More



Denton County Transportation Authority | DCTA
DCTA-Providing modern transportation options like rail (A-train) & bus (Connect) for Denton & Lewisville TX, TWU, UNT & NCTC
DCTA.NET

2 Reactions 1 Comment 1 Share

Like Comment Share

2

Chronological

1 share

UNTSocial @UNTSocial Following

Hey #UNT, you could win a prize just for biking around! @RideDCTA is having a contest for #NationalBikeMonth - follow their link to enter!



DCTA @RideDCTA
Sign up for our Bike Everywhere Challenge for a chance to win awesome prizes: BikeDCTA.net #BikeDCTA #NationalBikeMonth

RETWEETS 1 LIKES 2

3:48 PM - 9 May 2017

KeepDentonBeautiful @kabdenton Following

Hey Dentonites...it's #NationalBikeMonth! Check out some of the prizes you could win just by riding your bike in May.




DCTA @RideDCTA
Sign up for our Bike Everywhere Challenge for a chance to win awesome prizes: BikeDCTA.net #BikeDCTA #NationalBikeMonth

RETWEETS 4 LIKES 2

11:43 AM - 12 May 2017

Denton Main St Assoc @DentonMSA Following

#SignUp today for @RideDCTA 's Bike Everywhere Challenge + win some awesome #NationalBikeMonth Prizes! #BikeDenton #BikeSafety #WDDI



DCTA @RideDCTA
Sign up for our Bike Everywhere Challenge for a chance to win awesome prizes: BikeDCTA.net #BikeDCTA #NationalBikeMonth

1 Retweet 1 Like

1:56 PM - 9 May 2017

NCTCOGTransportation @NCTCOGTrans Following

Bike to Work Week starts 5/15! We're partnering w/@dartmedia & @RideDCTA to get more people biking. Contest details: bit.ly /2qwcAwg



5:00 PM - 5 May 2017

4 Retweets 4 Likes

DCTA @RideDCTA

Sign up for our Bike Everywhere Challenge for a chance to win awesome prizes: BikeDCTA.net #BikeDCTA #NationalBikeMonth



RIDE. TRACK. WIN.

Sign Up Free | Log Your Trips | Win Great Prizes

1st Place WINNER \$150 in Sponsorship Gift Cards & Swag

2nd Place WINNER \$75 in Sponsorship Gift Cards & Swag

3rd Place WINNER VIP Western Days Tickets & Sponsorship Swag

Sponsored By: Bluebonnet, DART, Lewisville, Highland Village

BikeDCTA.net #BikeDCTA

1:46 PM - 8 May 2017

5 Retweets 5 Likes

HOP ON BOARD

DCTA BLOG

Best Ways to Celebrate National Bike Month in Denton County

FUN THINGS TO DO, RIDER INSIDER



May 5, 2017 | By Adrienne Hamilton / Post a Comment

Share this post: [f](#) [t](#) [in](#) [p](#) [e](#)

May is National Bike Month, sponsored by the League of American Bicyclists and celebrated all across the country! Now is a great time to put the pedal to the medal and enjoy the many benefits of bicycling such as saving money and time, improving your health, helping our environment or simply exploring your community.

We've gathered up the best ways you can celebrate Bike Month with us, as well as throughout Denton County:

Print Marketing Collateral

Rack Card
(Front and Back)



BIKE EVERYWHERE CHALLENGE
May 2017

RIDE. TRACK. WIN.

Join this fun, free challenge hosted by the Denton County Transportation Authority (DCTA) and North Central Texas Council of Governments (NCTCOG) to see who can bike the most from May 1 through May 31, 2017. The challenge is open to all Denton County residents.

The three participants with the most bike activities logged at the end of the challenge will win prizes.

Visit BikeDCTA.net for more information and to enter today!

DCTA
DENTON COUNTY
TRANSPORTATION AUTHORITY
RideDCTA.net • 940.243.0077

f t y in

Your Future is Riding on Us.
HopOnBoardBlog.com • #RideDCTA



BIKE EVERYWHERE CHALLENGE
May 2017

RIDE. TRACK. WIN.

1st Place WINNER
\$150 in Sponsorship Gift Cards & Swag

2nd Place WINNER
\$75 in Sponsorship Gift Cards & Swag

3rd Place WINNER
VIP Western Days Tickets & Sponsorship Swag

Participants who don't win the top three prizes will still be eligible to win prizes for NCTCOG's Try Parking It rewards program.

How it Works

- 1 Create a free account at TryParkingIt.com
- 2 Join DCTA's Bike Everywhere challenge
- 3 Ride and track your bike trips all May long
- 4 Bike the most and WIN!

Sponsored By:

[Denton County](http://www.dentoncountytx.gov) [NCTCOG](http://www.nctcog.org) [Lewisville](http://www.lewisville.org) [Highland Village](http://www.highlandvillage.com)

BikeDCTA.net #BikeDCTA

Promotional
Poster



BIKE EVERYWHERE CHALLENGE
May 2017

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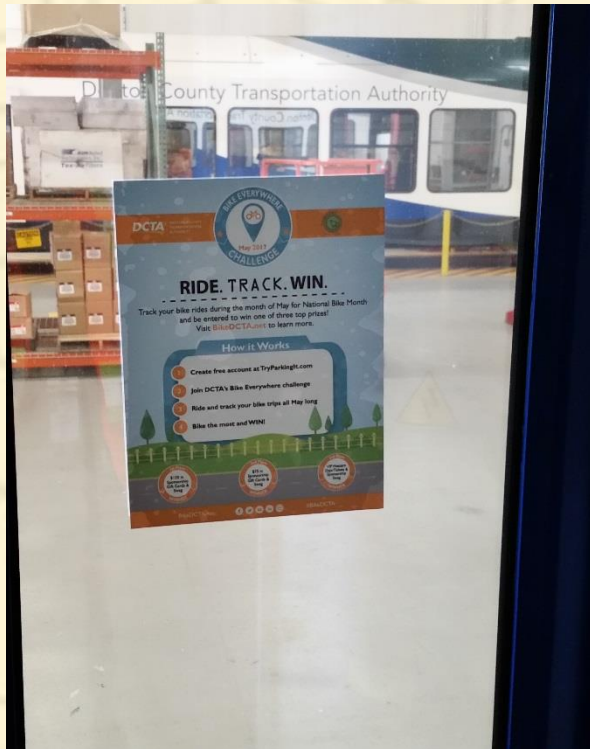
Sponsored By:

[Denton County](http://www.dentoncountytx.gov) [NCTCOG](http://www.nctcog.org) [Lewisville](http://www.lewisville.org) [Highland Village](http://www.highlandvillage.com)

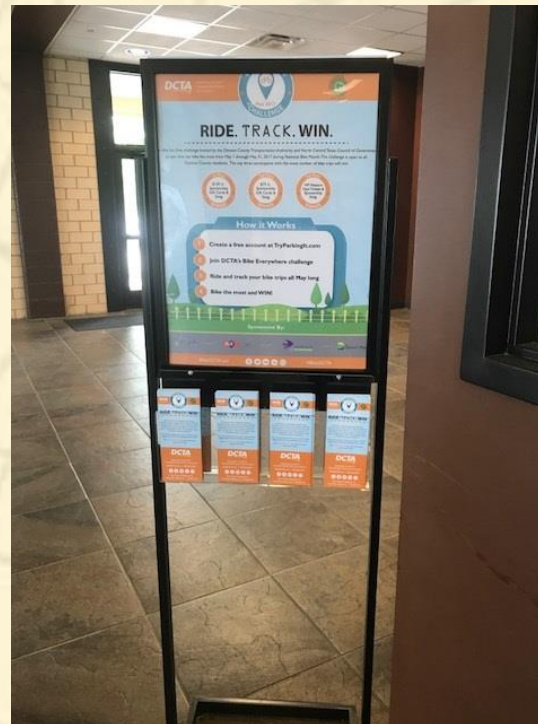
BikeDCTA.net #BikeDCTA

Print Marketing Collateral

A-train Vehicle Decal



Downtown Denton Transit Center Poster and Rack Cards



Bus Rack Card



TheLeader

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DCTA partners with NCTCOG to host Bike Everywhere Challenge

Staff report Apr 27, 2017 1




Photo courtesy of Tommy Tran

f t e p

dr dc Denton Record-Chronicle
MEDIA COMPANY



The Denton County Transportation Authority and the North Central Texas Council of Governments are partnering in May to encourage that people ride bikes instead of driving.

The 2017 Bike Everywhere Challenge, which coincides with National Bike Month, makes Denton County residents who log their bike trips eligible for gift cards and other prizes. Participants can utilize cycle racks on DCTA buses and A-trains to get around the county, according to officials.

"Our goals for this challenge [are] to encourage all Denton County residents to ride their bike as alternative transportation to help increase their physical activity and reduce their carbon footprint," said Jim Cline, DCTA president.

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Second Annual Bike to Work Challenge Now Underway

Posted on May 5, 2017



NORTH TEXAS (WBAP/KLIF News) – The second annual Bike to Work challenge is now underway and organizers want North Texans to get involved.

The North Central Texas Council of Governments' Amanda Wilson said they've partnered with DART and the Denton County

Transportation Authority to host challenges for its passengers via tryparkingit.com.

She said the initiative encourages people to get out of their cars and onto their bikes or into carpools during their commutes.

"It really helps with reducing congestion and improving air quality. We're right in the middle of our ozone season...so, we're definitely looking to help improve the that air," said Wilson.

While participation is off to a slow start, Wilson said the challenge has already made a positive environmental impact this week.

"There have been close to 300 trips saved that would have normally been a car trip, over 500 miles saved that would have been a car trip and about 30 gallons of fuel have been saved," she said.

To participate, go to the tryparkingit.com website and register for an account. Dallas residents need to register for DARTS' Bike to Work challenge. All Denton residents must register for the county's DCTA Bike Anywhere challenge.



Denton County Transportation Authority partners with North Central Texas Council of Governments to host 2017 Bike Everywhere Challenge

Residents encouraged to ride their bike this May during National Bike Month and join the challenge for a chance to win prizes

By Submitted Reports - April 27, 2017 205 0



The Denton County Transportation Authority (DCTA) is partnering with the North Central Texas Council of Governments (NCTCOG) to host the [2017 Bike Everywhere Challenge](#) to encourage people to ride their bike instead of driving their car during the month of May which is National Bike Month! This free challenge is open to all Denton County residents to enjoy the benefits of biking while also getting a chance to win cool prizes.

The challenge starts Monday, May 1, and ends on Wednesday, May 31. Each participant must create a free account on [NCTCOG's Try Parking It website](#), join [DCTA's Bike Everywhere Challenge](#) and log their bike trips to be eligible to win the challenge prizes.

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Bike Everywhere Challenge

Denton County Transportation Authority Partners with North Central Texas Council of Governments to Host 2017 Bike Everywhere Challenge

Residents encouraged to ride their bike this May during National Bike Month and join the challenge for a chance to win prizes

The Denton County Transportation Authority (DCTA) is partnering with the North Central Texas Council of Governments (NCTCOG) to host the [2017 Bike Everywhere Challenge](#) to encourage people to ride their bike instead of driving their car during the month of May which is National Bike Month! This free challenge is open to all Denton County residents to enjoy the benefits of biking while also getting a chance to win cool prizes.

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The three participants with the most bike trips logged at the end of the challenge will win the following top prizes provided by DCTA's three member cities – Denton, Lewisville and Highland Village – who have sponsored the challenge:

- 1st Place – \$150 gift card to Cadence Cyclery and sponsorship swag
- 2nd Place – \$75 gift card from Denton Bicycle Center and sponsorship swag
- 3rd Place – Two VIP tickets to the 2017 Lewisville Western Days Festival (\$500 value) and sponsorship swag



Community Partnership-Outreach

City of Denton - Bike/Walk Denton
Yesterday at 11:41am · 🌐

Have y'all been tracking your ride/miles for the DCTA Bike Everywhere Challenge? Lots of good prizes for the winners! www.bikeDCTA.net



RIDE. TRACK. WIN.

Sign Up Free | Log Your Trips | Win Great Prizes

- 1st Place WINNER: \$150 in Sponsorship Gift Cards & Swag
- 2nd Place WINNER: \$75 in Sponsorship Gift Cards & Swag
- 3rd Place WINNER: VIP Western Days Tickets & Sponsorship Swag

Sponsored By: 

BikeDCTA.net #BikeDCTA

Love Comment Share

You, Marco Zavala, Jason Bowman and 6 others


Write a comment...

Lewisville Staff shared your post.
Yesterday at 12:09pm · 🌐

Check out Denton County Transportation Authority (DCTA) and the Bike Everywhere Challenge

DCTA Denton County Transportation Authority (DCTA)
May 5 at 2:33pm · 🌐

Looking for fun things to do to celebrate #NationalBikeMonth? Check out our top picks of Denton County events and contests you can participate in - some involve great prizes! #BikeDCTA



Best Ways to Celebrate National Bike Month in Denton County
May is National Bike Month, sponsored by the League of American Bicyclists and celebrated all across the country! Now is a great time to put the pedal to the medal and enjoy the many benefits of bi...

HOPONBOARD.BLOG.COM [Learn More](#)

You and Gail Tull Robison

Love Comment Share

Write a comment...

City of Highland Village Website

Create an Account - Increase your productivity, customize your experience, and engage in information you care about. [Sign In](#)

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CITY OF Highland Village TEXAS


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- Monitor Your Water Usage
- New Resident Info
- Highland Village Art Festival
- Parks & Recreation
- Public Notices & Bids
- Senior All-Stars
- Water Conservation
- West Nile Virus

Home » News Flash

Latest News
Posted on: May 1, 2017

Highland Village Sponsors DCTA and NCTCOG's Bike Everywhere Challenge
Highland Village is proud to sponsor the 2017 Bike Everywhere Challenge. Hosted by the Denton County Transportation Authority and the North Central Texas Council of Governments, the Challenge is designed to encourage bike riding during the month of May.
[Additional Info...](#)



Next => Having Your Roof Replaced? Make Sure Ventilation Pipes are Properly Reinstalled

Other News in Latest News

- Having Your Roof Replaced? Make Sure Ventilation Pipes are Properly Reinstalled**
Posted on: April 28, 2017
- Paper Shredding Rescheduled Due to Inclement Weather**
Posted on: April 28, 2017
- Council Honors Outgoing Councilmember Bill Meek**
Posted on: April 26, 2017

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Holly's Perpetual Pout ...
UNT Journalism Grads 7

Veronica Ponce-Maldonado
May 24

Is anyone commuting on their bike? I just found out about this contest. If you bike instead of drive and log your trips you could win some prizes. I know of few of you that bike instead of drive. (Héctor Mendoza, Tee See) I bet y'all have already racked up the miles. www.bikeDCTA.net

RIDE. TRACK. WIN.

Sign Up Free | Log Your Trips | Win Great Prizes

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2nd Place WINNER: \$75 in Sponsorship Gift Cards & Swag
3rd Place WINNER: VIP Western Days Tickets & Sponsorship Swag

Sponsored By: Breeze Energy, Highland Village, etc.

Like Share

2

View 4 more comments

Suzanne Townsdlin I've been participating in this contest. It looks like both "commute" and "personal" bike rides count for the DCTA contest. I also entered the DART contest, where only rides marked as "commute" count. For the DART contest, all participants are entered... See More

Like 2 · May 24 at 3:02pm

DFW Green News Site

GREENSOURCEDFW
Environmental News and Community Resource

MEMPHYSINE FOUNDATION

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Home / Denton County Transportation Authority: Denton County Bike Challenge

EVENTS

July

S	M	T	W	T	F	S
					1	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22

Denton County Transportation Authority: Denton County Bike Challenge

The Denton County Transportation Authority is partnering with the North Central Texas Council of Governments to host the 2017 Bike Everywhere Challenge to encourage people to ride their bike instead of driving their car during the month of May which is National Bike Month. This free challenge is open to all Denton County residents to enjoy the benefits of biking while also getting a chance to win cool prizes.

Email Newsletter Notification

HVBA
Highland Village Business Association

BIKE EVERYWHERE CHALLENGE
May 2017

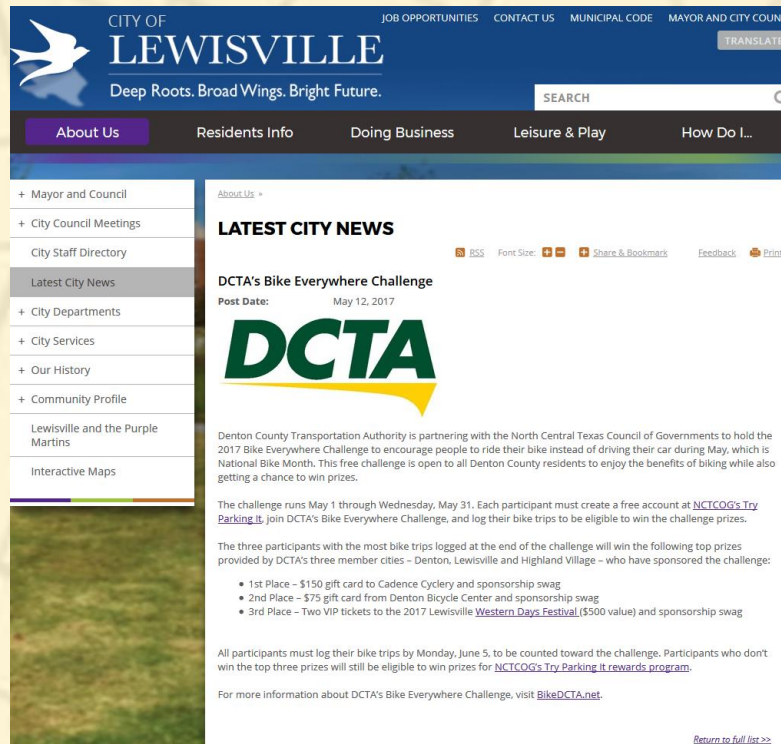
Bike Everywhere Challenge

Today marks the beginning of National Bike Month! In conjunction with National Bike Month, Denton County Transportation Authority (DCTA) and North Central Texas Council of Governments (NCTCOG) are hosting the 2017 Bike Everywhere Challenge to see who can bike the most all month. This free challenge is open to all Denton County residents and will run from May 1 through May 31, 2017.

The three participants with the most bike trips logged at the end of the challenge will win the top challenge prizes which include gift cards, swag bags, and even two VIP tickets to the Lewisville Western Days Festival!

Community Partnership-Outreach

City of Lewisville Website



City of Denton Bike Month Campaign Poster



DCTA DENTON COUNTY TRANSPORTATION AUTHORITY

BIKE EVERYWHERE CHALLENGE
May 2017

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Sign Up Free | Log Your Trips | Win Great Prizes

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2nd Place WINNER
\$75 in Sponsorship Gift Cards & Swag

3rd Place WINNER
VIP Western Days Tickets & Sponsorship Swag

DCTA Hosting Bike Everywhere Challenge during National Bike Month

DCTA is partnering with the North Central Texas Council of Governments (NCTCOG) to host the 2017 Bike Everywhere Challenge to encourage people to use their bike instead of their car during the month of May which is National Bike Month! This free challenge is open to all Denton County residents to enjoy the benefits of biking while also getting a chance to win cool prizes.

The challenge ends on Wednesday, May 31. Each participant must create a free account on NCTCOG's Try Parking It website at tryparkingit.com, join DCTA's Bike Everywhere Challenge and log their bike trips to be eligible to win the challenge prizes.

The three participants with the most bike trips logged at the end of the challenge will win the following top prizes provided by DCTA's three member cities – Denton, Lewisville and Highland Village – who have sponsored the challenge:

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SIGN UP

Campaign Results

- **Total Campaign Participation**
 - 22 total participants (logged trips)
 - 36 campaign registrations
- **Bike Trip Information**
 - Total number of bike trips logged – 774 miles
 - Total distance of all bike trips – 2,313
 - Fuel saved – 108 gallons
 - Total calories burned – 122,854
- **City Participation Breakdown (logged and/or registered)**
 - Denton – 23
 - Dallas – 6
 - Flower Mound, Carrollton, Irving and Richardson – 1 each
- **NCTCOG Total Bike Trips Logged in May (Try Parking It)**
 - 35 total trips in May 2016
 - 75 total trips in May 2017
 - DCTA contributed to 22 of these trips with the Bike Everywhere Challenge campaign

Campaign Results

- **Community Partnerships/Sponsorships**
 - North Central Texas Council of Governments (partner)
 - City of Denton (sponsor)
 - City of Highland Village (sponsor)
 - City of Lewisville (sponsor)
- **Facebook Marketing Results (Advertising & Organic Posts)**
 - 172,370 total people reached
 - 536 total engagements (shares, comments, likes)
 - 4,401 clicks to campaign website
- **Twitter Marketing Results (Advertising & Organic Posts)**
 - 91,408 total impressions
 - 119 total engagements (shares, comments, likes)
 - 4,438 clicks to campaign website

Campaign Results

- **Mobile Advertising**

- 217,320 impressions
- 563 clicks to campaign website (0.26 percent click-through rate)

- **Community Outreach**

- 1,475 people reached through brand ambassador deployment
- More than 10 local organizations/partners helped promote the campaign. Highlights include:
 - University of North Texas
 - Keep Denton Beautiful
 - Denton Main Street Association
 - Bike Denton
 - Corinth Cycling Group

- **Campaign Website Traffic**

- 602 total page views (Google Analytics)

- **Media Relations**

- Seven total stories secured with 386,000 impressions and a publicity value of nearly \$300. Highlights include:
 - WBAP News
 - Denton Record-Chronicle
 - Star Local Media

- **Email Marketing**

- Two e-blasts distributed (average):
 - 15 percent open rate and 1 percent click-through rate
 - 6,682 total emails delivered

- **Blog Post**

- 126 total page views
- 262 Facebook social shares

Future Campaign Enhancements

- **More Educational Component**
 - Educate Denton County residents on the benefits of biking with stats, infographics, etc.
- **Increase Local Sponsors**
 - Include more local organizations to sponsor prizes, promotion, etc.
- **Expanded Winner Specifications**
 - Total miles included with total trips logged
- **Campaign Preview Addition**
 - Announce and advertise challenge two weeks prior to the challenge

