

Denton County Transportation Authority Summer Sales Direct Mail Campaign Increases Ridership and Brand Awareness



OVERVIEW

During the summer months, the Denton County Transportation Authority experiences a dip in total ridership due to school not being in session. In order to increase ridership during the summer, DCTA developed a strategic Summer Sales direct mailer campaign to encourage people to ride DCTA.

GOALS AND TARGET AUDIENCE

The main goals of the direct mailer were to market DCTA's services as a means to a summer of fun and adventure in order to:

- Increase ridership
- Increase website traffic

The campaign target audience included kids, parents, schools, recreational centers, and kid-friendly businesses along service routes. DCTA wanted to appeal to families and the general public by showing all the Denton County has to offer for summer adventure and being their resource to get there.

EXECUTION

DCTA worked with HCK2 Partners – its agency of record – to develop the direct mailer which included the following:

- List of fun summer activities in Denton County
- Information about its Summer Youth Pass program
- Member city feature in marketing materials (Denton, Lewisville and Highland Village)
- Business coupons

The direct mailer served as the key campaign tactic for DCTA's overall Summer Sales campaign and was the inspiration for all of the other campaign materials, including online ads, social media ads, website content, email marketing, etc. In addition, the direct mailer encouraged people to visit the Summer Sales webpage for more information.

RESULTS

The Summer Sales online advertising campaign led to great results, including:

Increased Ridership Year-Over-Year

- From June 1, 2017, to August 31, 2017, DCTA's total ridership was 368,744. This is a nearly four percent increase from summer 2016 during the same time period (354,810 total ridership).

Direct Mailer

- 39,430 total sent during the campaign

Campaign Webpage

- **Visits** – 6,129 total visits
- **Average Time On Page** – 2:04 minutes
- **Bounce Rate** – 77 percent

- **Top Referrals (non-organic)** were Twitter, Facebook and Centro (online paid advertising)

Direct Mailer

DCTA Denton County Transportation Authority
P.O. Box 74
Lewisville, TX 75067

OPEN UP

for your ticket to

SUMMER FUN!



DCTA DENTON COUNTY TRANSPORTATION AUTHORITY

All Aboard for SUMMER SAVINGS!



Thursday Twilight Tunes

Thursdays, April through June
110 W. Hickory Street, Denton, TX

Each Thursday evening from 6:30 pm to 8 pm, you can enjoy live, local music at this free concert series presented by the Denton Main Street Association. Grab a blanket or lawn chair, get a meal to go from one of downtown Denton's eateries and enjoy a great evening as the sun sets and the music starts.

Take the A-train to the Euline Brock Downtown Denton Transit Center (DDTC) and walk a couple of blocks to the downtown Denton square (or take Denton Connect Route 7 or 8 to the square).

Inter skate Roller Rink

\$5* Admission, Monday through Friday all summer
*Coupon required
1408 TX-121 Bus, Lewisville, TX

Grab your family and friends and have some retro fun! Inter skate Roller Rink is open weekdays from 10 am to 9 pm (open until 10 pm on Fridays).

Take Lewisville Connect Route 22 to one of several bus stops near the rink.

All day skate for \$5 per person*
Monday through Friday
Jun 5, 2017 through August 25, 2017
*Not valid on weekends

Sounds of Summer Concert Series

Thursdays, May through June
1701 Shoal Creek, Highland Village, TX

Whether you're looking for a casual date night, fun for the whole family, or just a get-together with friends, this free concert series is a great way to spend a Thursday night. The music starts at 7 pm every Thursday during May and June at The Shops at Highland Village.

Take the A-train to the Highland Village/Lewisville Lake Station and jump on the Highland Village Connect Shuttle, Community On-Demand, or use our sponsored Uber discount to get to the shops.

DCTA Summer Youth Pass

Only \$30 for the whole summer

DCTA's Summer Youth Pass provides children with the opportunity to navigate the community throughout the summer. For just \$30, riders ages five through 18 will get unlimited access to the A-train, Denton and Lewisville Connect buses, Highland Village Connect Shuttle and Community On-Demand, and the University of North Texas (UNT) Campus Shuttle!

The Summer Youth Pass is valid in June, July and August. Passengers 14 to 18 years old are required to have a valid high school or DCTA issued ID.

Purchase your Summer Youth Pass at RideDCTA.net, the DDTC, Lewisville City Hall or Highland Village City Hall.

Your Summer of Adventure Starts Here!

Looking for a little summer fun? Whether you're looking for fun for the whole family, date-night ideas or activities for kids, the Denton County Transportation Authority can get you there. Check out many of the fun places you can get to using DCTA. Make your summer an adventure to remember!

Restaurants

Enjoy these local eateries the next time you're looking for a food-to-fun time.

- HOCHOOCHES**
Denton Connect - Route 1
- RISING SUN CAFE**
Denton Connect - Route 4
- CROOKED CRUST**
Denton Connect - Route 7/8
- LSA BURGER**
Denton Connect - Route 7/8
- TIERNY'S CAFE & TAVERN**
Lewisville Connect - Route 7/8
- MAMA'S DAUGHTERS' DINER**
Lewisville Connect - Route 21
- PROHIBITION CHICKEN**
Lewisville Connect - Route 22
- TWISTED ROOT**
Lewisville Connect - Route 22
- CAVALLI PIZZA**
Lewisville Connect - Route 4
- SEVEN MILE CAFE**
Highland Village - Community On-Demand
- PITA HOJZZ**
Highland Village - Connect Shuttle and Community On-Demand

Sweets

A sunny day deserves sweet treats! Pop by any one of these locations to satisfy your sweet tooth or reward yourself after a day of fun.

- BETH MARIE'S**
Denton Connect - Route 1
- ZACH'S SHAVED ICE**
Denton Connect - Route 3
- LUCY'S BAKERY**
Denton Connect - Route 3
- SUKOON COFFEE & ICE CREAM**
Lewisville Connect - Route 21

Parks & Recreation

Nothing says summer like fresh air and sunshine! Enjoy these city parks and community spaces for a summer activity that suits you.

- SOUTH LAKES PARK**
Denton Connect - Route 1
- FRED MOORE PARK**
Denton Connect - Route 2
- QUAKERTOWN PARK**
Denton Connect - Route 1/6
- CIVIC CENTER POOL**
Denton Connect - Route 1/6
- Denton Digital Swim Camp (ages 4-11 is held July 18 through August 2) (on Tuesdays and Thursdays) from 6:30 am to 10 am**
- LEWISVILLE LAKE PARK**
Lewisville Connect - Route 21
- WAYNE FERGUSON PLAZA**
Lewisville Connect - Route 22
- UNITY PARK**
Highland Village - Community On-Demand
- DOUBLETREE RANCH PARK**
Highland Village - Community On-Demand

Coffee

Whether you need a place to hang out or just a quick job of caffeine, these local coffee shops have you covered.

- ZERA COFFEE CO & THE BACK PORCH**
Denton Connect - Route 5/6
- JUPITER HOUSE**
Denton Connect - Route 7/8
- PERC COFFEEHOUSE**
Lewisville Connect - Route 22

Libraries

Check out a local library to find a quiet place to hang out and read, or plug in to their summer programs and activities.

- DENTON PUBLIC LIBRARY SOUTH BRANCH**
Denton Connect - Route 1
- DENTON PUBLIC LIBRARY NORTH BRANCH**
Denton Connect - Route 5/6
- Free summer reading program open to all ages with the opportunity to win prizes**
- LEWISVILLE PUBLIC LIBRARY**
Lewisville Connect - Route 22
- Free classes and activities for children and adults all summer long!**

Specialty Shops

These specialty shops offer unique items to meet your every need. Think local and shop local at these great stores.

- SCRAP**
Denton Connect - Route 1
- JC'S BOUTIQUE**
Denton Connect - Route 2/4
- ANGIE NICOLE'S BOUTIQUE**
Lewisville Connect - Route 22
- MAIN STREET MERCANTILE**
Lewisville Connect - Route 22

Discount Shopping

Whether you're getting your summer on a budget or you just like finding a really good deal, these discount stores are sure to provide the shopping hunt you're looking for!

- TJ, MAXX AND HOMEGOODS**
Denton Connect - Route 2
- DOLLAR GENERAL**
Denton Connect - Route 2
- DENTON COUNTY FRIENDS OF THE FAMILY THRIFT STORE**
Denton Connect - Route 4
- TWICE AS NICE RESALE OF DENTON**
Denton Connect - Route 5/8
- THRIFT WORLD**
Lewisville Connect - Route 21
- DOLLAR TREE**
Lewisville Connect - Route 21/22
- CLOTHES MENTOR**
Highland Village - Connect Shuttle and Community On-Demand

Cinema

Sit back and relax as you devour popcorn and the latest blockbuster hits!

- CINEMA 14**
Denton Connect - Route 1
- SILVER CINEMAS**
Denton Connect - Route 2
- MOVIE TAVERN**
Denton Connect - Route 4
- STUDIO MOVIE GRILL**
Lewisville Connect - Route 21
- CINEMARK VISTA RIDGE MALL**
Denton Connect - Route 22
- CINEMARK MOVIES 8**
Lewisville Connect - Route 22
- AMC HIGHLAND VILLAGE 12**
Highland Village - Connect Shuttle and Community On-Demand

Golf

Whether you're in the mood for nine or 18 holes, golf is a great way to absorb the summer sun. Play a few rounds solo or take the whole family out for a fun day on the green!

- TEXAS WOMAN'S UNIVERSITY GOLF COURSE**
Denton Connect - Route 4/5/6
- NORTH LAKES DISC GOLF COURSE**
Denton Connect - Route 7
- LAKE PARK EXECUTIVE 9 GOLF CLUB**
Lewisville Connect - Route 21
- SANDY BEACH DISC GOLF PARK**
Lewisville Connect - Route 21
- TIMBERCREEK GOLF CENTER**
Lewisville Connect - Route 21

Theater & Arts

Elevate your summer with fine arts and performances by local artists and actors. Whether you're a spectator or a participant, there are plenty of options to fit your style.

- BLACK BOX PERFORMING ARTS**
Denton Connect - Route 2
- THE CAMPUS THEATRE**
Denton Connect - Route 7/8
- ACTORS CONSERVATORY THEATRE**
Denton Connect - Route 21
- Classes, camps and performances are held during July and August.**
- GREATER LEWISVILLE COMMUNITY THEATRE**
Lewisville Connect - Route 22

Entertainment & Activities

Sometimes you just want to kick back and have fun. Check out many of the entertainment venues that are great for everyone!

- D-BAT**
Denton Connect - Route 1
- BRUNSWICK ZONE BOWLING**
Denton Connect - Route 2
- ALTITUDE TRAMPOLINE PARK**
Denton Connect - Route 22
- AMF LEWISVILLE LANES**
Lewisville Connect - Route 21
- MAIN EVENT**
Lewisville Connect - Route 21
- Join the summer fun camp for kids ages eight through 12**
- INTER SKATE ROLLER RINK**
Lewisville Connect - Route 22
- GOING BONKERS**
Lewisville Connect - Route 22
- ZONE ACTION PARK**
Highland Village - Connect Shuttle and Community On-Demand

Fitness

Thinking about hitting the gym? Check out these local fitness centers and get your sweat on!

- DENTON FITNESS CENTER**
Denton Connect - Route 1
- DENTON BOXING GYM**
Denton Connect - Route 4
- SUMMIT CLIMBING, YOGA & FITNESS**
Denton Connect - Route 7/8
- Weekly summer camps are held Monday through Friday from 9 am to 1 pm (June 5 through August 18).**
- BLUE ANJOU YOGA & MEDITATION CENTER**
Lewisville Connect - Route 22
- HIGHLAND VILLAGE LA FITNESS**
Highland Village - Connect Shuttle and Community On-Demand

Malls & Shopping Centers

Take a break and indulge in a little retail therapy. You'll find everything from large chain stores to local shops on this journey.

- VISTA RIDGE MALL**
Denton Connect - Route 22
- TRIANGLE MALL**
Denton Connect - Route 2
- RAZOR RANCH MARKETPLACE**
Denton Connect - Route 4/7
- THE SHOPS AT HIGHLAND VILLAGE**
Highland Village - Connect Shuttle and Community On-Demand

