



2020 Construction Completion Promotion Wrap Up Overview

January 21, 2020 – February 28, 2020

Email Marketing

- Emails distributed = 3
- Total emails delivered = 14,487
- Total email opens = 3,033
- Total link clicks = 413
- Average total email open rate = 21%
- Average total email click through rate = 3%

Web page Results (Media Center)

- Total page views = 431
- Average time spent on page = 1:12
- Bounce rate = 83%
- Top 5 sources/referrals
 - Cision (news release)
 - Facebook
 - Google
 - GovDelivery
 - DCTA.net (All pages)
- Media center shares: 3

Blog Page Results

- Total page views = 1,871
- Average time spent on page = 4:40
- Bounce rate = 86%

Social Media

Facebook:

Reached: 3,050

Engagements: 429

Twitter:

Impressions: 5,322

Engagements: 123

Media Relations

Total Media Mentions: 11


Total Reach: 241,700

Total Publicity Value: \$225


Denton Record-Chronicle

The screenshot shows the Denton Record-Chronicle website. At the top left is the logo for 'drc Denton Record-Chronicle' and the URL 'DENTONRC.COM'. To the right is a weather widget showing '56° Thunderstorm'. Below the header is a navigation menu with links for News, Sports, Entertainment, Life, Business, Education, Opinion, Obituaries, Public Notice, Classifieds, Puzzles & Games, and a 'Subscriber All Access' button. The main article is titled 'DCTA says rail trail completed' and is dated 'Jan 21, 2020'. The article features a photo of a man and a child riding bicycles on a paved trail. To the right of the article are two advertisements: one for 'Denton Sewing Center' with contact information and a website, and another for 'Up to 50% Off Floor Samples'.

The Cross Timbers Gazette



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DCTA completes 19-mile Rail Trail

Posted by Mark Smith | Date: Tuesday, January 21, 2020 | [Leave a comment](#)

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The Denton County Transportation Authority's 19-mile A-train Rail Trail is now complete following years of construction.

The final construction project phase connecting the Highland Village/Lewisville Lake station to downtown Lewisville was completed last month, according to a DCTA news release. The trail runs alongside the agency's commuter rail line and was designed to complement its surroundings and adjacent facilities in Denton County.

With construction now complete, passengers and residents who utilize the trail can now walk, bike or run across the full 19-mile trail from Denton to Lewisville that has many amenities, scenic views, connecting city trails and easy transfers to the A-train commuter rail line.

Photo courtesy of the Denton County Transportation Authority

Highland Village Rotary Club Presents



Taste of the Village
 Food & Drink • Wine Pull • Casino Party
 Friday, April 10th 6:30-9:30
 Blinnwood Retreat Center
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Rail News: Passenger Rail 1/22/2020

Denton County transit agency completes A-train rail trail

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The Denton County Transportation Authority completed construction of a 19-mile mixed-used trail along its commuter-rail line.
Photo - DCTA News

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DCTA announces completion of A-train Rail Trail

The 19-mile trail was completed in December 2019 and runs from Denton to Lewisville.

From — Denton County Transportation Authority (DCTA)
Jan 22nd, 2020

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DCTA

The Denton County Transportation Authority (DCTA) has announced the completion of the A-train Rail Trail, which runs along the commuter rail line and was designed to complement its surroundings and adjacent facilities in Denton

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Los Angeles County | Mar 11th, 2020

The Flower Mound Leader

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DCTA's A-train Rail Trail now complete

Staff report | Jan 22, 2020 | 0



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Denton County transit agency completes A-train rail trail



Denton County transit agency completes A-train rail trail

Progressive Railroading Daily News

progressiverailroading.com

NCTCOG - Transportation

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NCTCOGTransportation @NCTCOGtrans · Jan 24

DCTA announces completion of A-train Rail Trail: bit.ly/2tBZd1f.



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Hickory Creek

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Town of Hickory Creek @HickoryCreek_TX · Jan 23

We are excited to announce the A-train Rail Trail is now complete! Hickory Creek residents can now utilize the 19-mile trail all the way from Lewisville to Denton.



Celebrate with DCTA: The A-train Rail Trail is Complete
Our A-train Rail Trail construction crossed the finish line in December 2019, and it's time to celebrate! The trail runs alongside our commuter ...
hoponboardblog.com

Lewisville

You Retweeted

City Of Lewisville @LewisvilleTexas · Jan 30

The @RideDCTA A-train Rail Trail is now complete! You can now walk, bike or run across the entire 19-mile trail.

NCTOGTransportation @NCTOGtrans · Jan 10

Check out the sixth video in our Trail of the Month series! More than a decade in the making, the A-train Rail Trail is a product of @RideDCTA collaborating with community partners including @CityofDentonTX, @CityofCorinth, @CityLakeDallas and @LewisvilleTexas. @TxDOT



3:31 455 views

Lewisville Leader

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Lewisville Leader @LVLeaderNews · Jan 22

The Denton County Transportation Authority's (DCTA) 19-mile A-train Rail Trail is now complete following years of construction.

 DCTA's A-train Rail Trail now complete
The Denton County Transportation Authority's (DCTA) 19-mile A-train Rail Trail is now complete following ...
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