

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)
 - o Facebook
 - o Google
 - GovDelivery
 - o 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 Cross Timbers Gazette



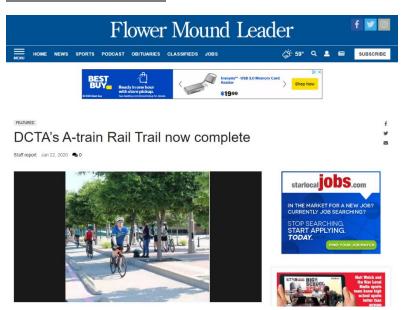
Progressive Railroading



Mass Transit



The Flower Mound Leader



Partner Sharing

Progressive Railroad Magazine



NCTCOG - Transportation



Hickory Creek





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







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



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



Lewisville Leader

ta You Retweeted



Lewisville Leader @LVLeaderNews \cdot 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 ... & starlocalmedia.com