



Ride Safe, Stay Campaign Overview

June – December 2020

CAMPAIGN OVERVIEW



DCTA DENTON COUNTY
TRANSPORTATION
AUTHORITY

RIDE SAFE, STAY SAFE.

- Mask Required
- Enhanced Cleaning
- Stay Updated

**COMMUTE WITH CONFIDENCE
WHEN YOU #RIDEDCTA**

We're taking the necessary precautions to make sure our vehicles are safe so that when you're ready, you can hop back on board.

[LEARN MORE >>](#)

The COVID-19 pandemic has changed a lot of things — transit included. However, one thing that remains the same is our commitment to safely get people where they need to go.

In June 2020, DCTA launched its Ride Safe, Stay Safe campaign with the following goals:

- Showcase how DCTA is keeping riders and employees safe
- Share safety tips when riding transit
- Highlight enhanced cleaning and safety efforts
- Keep riders informed on DCTA COVID-19 news and updates

STRATEGY & TACTICS

- Advertising (Digital and Traditional)
- Digital & Print Collateral
- Digital Marketing
- Rider Survey
- Public Relations
- Community Relations

**Budget Spent to Date:
\$20,000**



CAMPAIGN HIGHLIGHTS



CAMPAIGN WEBSITE

Denton County Transportation Authority Coronavirus (COVID-19) Update | DCTA

DENTON COUNTY TRANSPORTATION AUTHORITY CORONAVIRUS (COVID-19) UPDATE

VIEW EDIT DELETE

156
Shares



Share



Tweet



Share



Email



Share



March 12, 2020

LAST UPDATED ON WEDNESDAY, JANUARY 13

Like many of you, DCTA is closely monitoring what is happening with the [COVID-19](#). At DCTA, our top priorities are keeping our passengers and employees healthy and ensure a safe commute for our riders. Due to the current COVID-19 risks, we are increasing precautions to protect our passengers and staff and will provide updates of any new information that could impact riders' commutes.

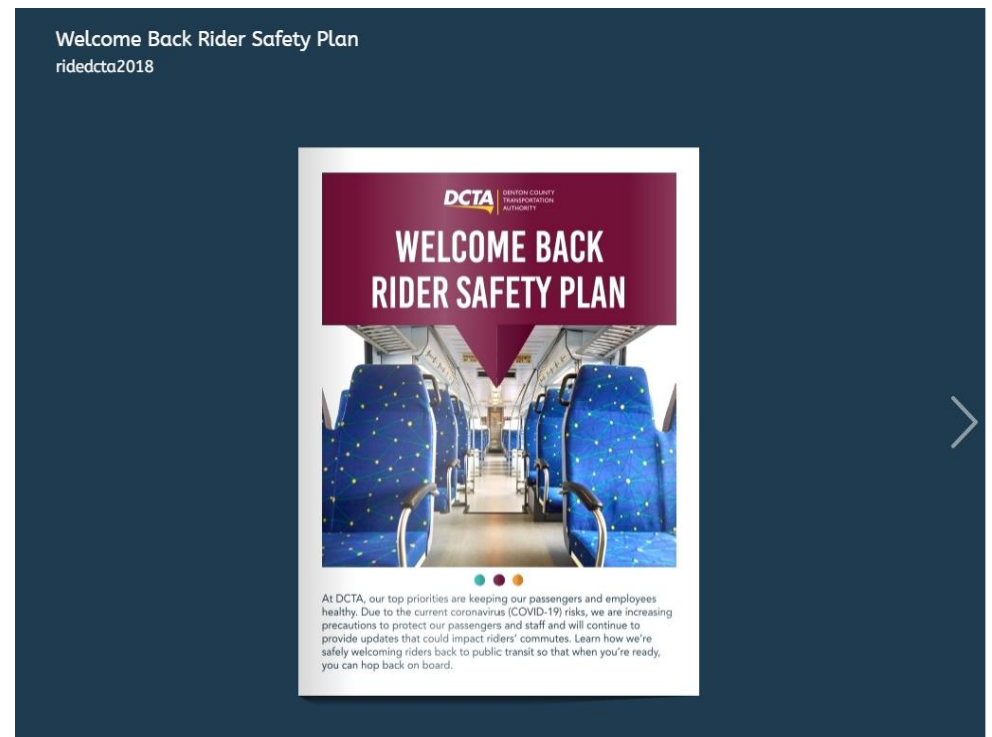
DCTA will continue to operate as an essential business. We appreciate everyone's support and partnership with us to help prevent the spread of the COVID-19 illness.

For direct media inquiries, please contact:

Activate Windows

Adrienne Hamilton, Wind

**Senior Manager of
Marketing and
Communications**



PAID ADVERTISING (PRINT)

Advertisements in Denton County media publications



DCTA DENTON COUNTY
TRANSPORTATION
AUTHORITY

RIDE SAFE, STAY SAFE.

Mask Required


Enhanced Cleaning

Stay Updated

DCTA is taking the necessary precautions to make sure our vehicles are safe so that when you're ready, you can hop back on board. Visit RideDCTA.net to learn more!

Scan the QR code to the left with your camera to view our COVID-19 response and safety measures.

RideDCTA.net • 940.243.0077 [f](#) [t](#) [i](#) [y](#) [v](#) [t](#) HopOnBoardBlog.com • #RideDCTA




DCTA DENTON COUNTY
TRANSPORTATION
AUTHORITY

COVID-19 SURVEY

SHARE YOUR PUBLIC TRANSIT FEEDBACK FOR A CHANCE TO WIN A \$100 AMAZON GIFT CARD!

Scan the QR code to the left with your camera to take our survey NOW!

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DCTA DENTON COUNTY
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RIDE SAFE, STAY SAFE.

MOVING YOU FORWARD

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PAID ADVERTISING (DIGITAL)

Advertisements in Denton County media online publications

...ome with others in low
took \$10, report says
...ed 18 hrs ago

[Sign up](#) [Manage your lists](#)

[More News →](#)



DCTA
DENTON COUNTY
TRANSPORTATION AUTHORITY

**RIDE SAFE,
STAY SAFE.**

**MOVING YOU
FORWARD**

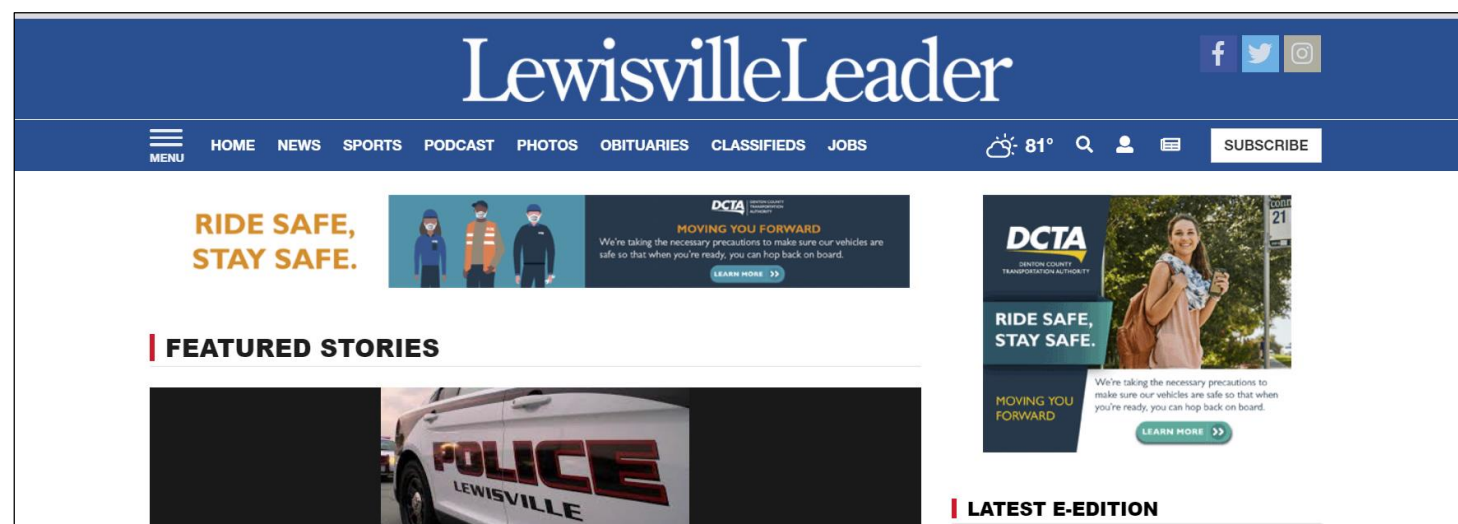
DCTA is taking the necessary precautions to make sure our vehicles are safe so that when you're ready, you can hop back on board.

[LEARN MORE >>](#)

[MANAGE MY SUBSCRIPTION](#)

[PAY MY ADVERTISING BILL](#)

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LewisvilleLeader

HOME NEWS SPORTS PODCAST PHOTOS OBITUARIES CLASSIFIEDS JOBS

81°

SUBSCRIBE


**RIDE SAFE,
STAY SAFE.**

MOVING YOU FORWARD

We're taking the necessary precautions to make sure our vehicles are safe so that when you're ready, you can hop back on board.

[LEARN MORE >>](#)

FEATURED STORIES



LATEST E-EDITION

**RIDE SAFE,
STAY SAFE.**

MOVING YOU FORWARD

We're taking the necessary precautions to make sure our vehicles are safe so that when you're ready, you can hop back on board.

[LEARN MORE >>](#)

DIGITAL & PRINT COLLATERAL

Downtown Denton Transit Center Window Decals

RIDING DCTA IS FUN AND SAFE!



Visit [RideDCTA.net](https://www.rideDCTA.net) to learn how to navigate our system safely to get to your desired destination.



RIDE SAFE, STAY SAFE



Visit [RideDCTA.net](https://www.rideDCTA.net) to see the necessary precautions we are taking to make our vehicles safe and clean for you!



DIGITAL & PRINT COLLATERAL

Social Distance Infographic

DCTA DENTON COUNTY TRANSPORTATION AUTHORITY

RIDE SAFE, STAY SAFE.

PLEASE PRACTICE SOCIAL DISTANCING WHEN ON DCTA VEHICLES

A-train

1 Sit away from other passengers to allow for six-foot social distancing

2 Maintain social distancing when exiting vehicles

3 Wear a face covering when on board DCTA vehicles

4 Have your fare ready when boarding to limit prolonged contact with others

5 Wait to board vehicles until other passengers exit

Bus

Front accessible area available for priority seating

Accessible area available for priority seating

*Some vehicles do not have seats in this area.

RideDCTA.net • 940.243.0077

HopOnBoardBlog.com • #RideDCTA

August-September

October

November

Digital Billboards along I-35E

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RIDE SAFE, STAY SAFE.

Visit RideDCTA.net for more information

DCTA DENTON COUNTY TRANSPORTATION AUTHORITY

RIDE SAFE, STAY SAFE.
COMMUTE WITH CONFIDENCE

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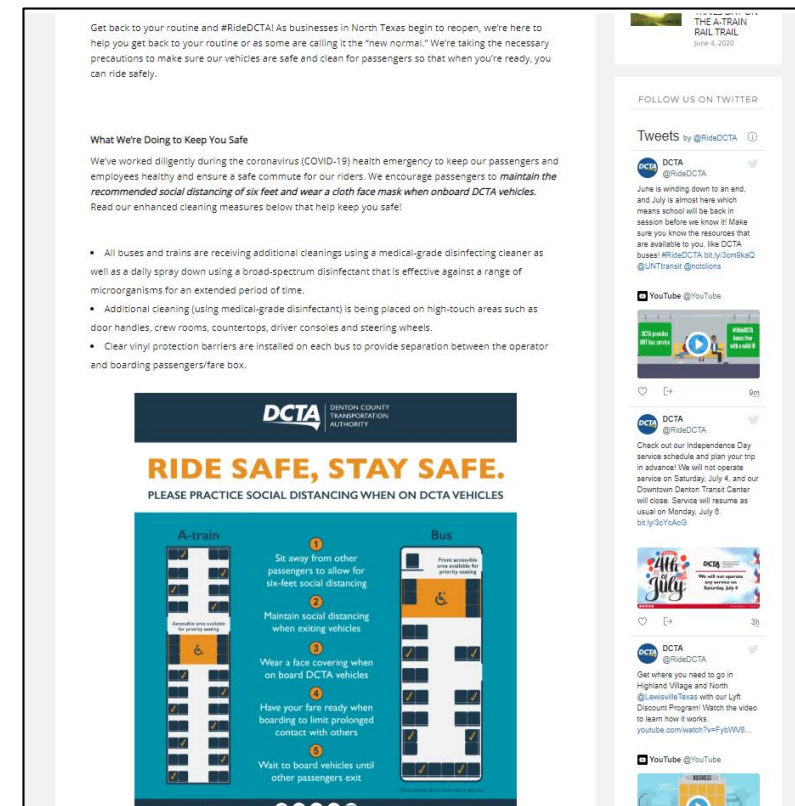
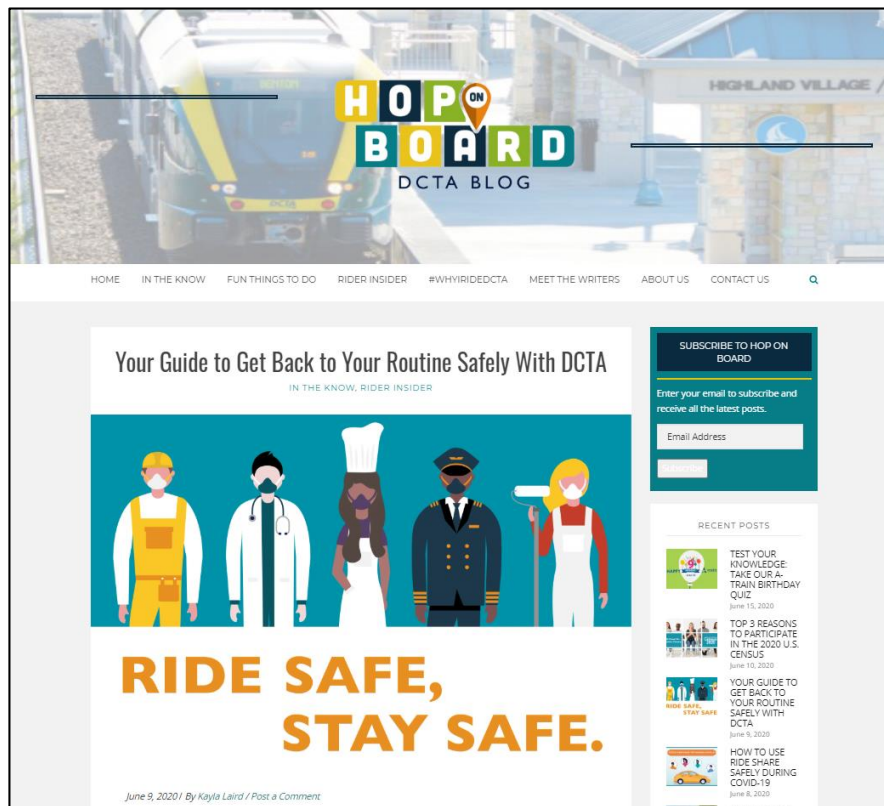
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RIDE SAFE, STAY SAFE.
TRANSIT YOU CAN TRUST

Visit RideDCTA.net/health for more information.

HOP ON BOARD BLOG ARTICLE

DCTA strategically featured the official Ride Safe Stay Safe campaign info on the agency's Hop on Board Blog to increase blog views and clicks



COVID-19 RIDER SURVEY

More information: [DCTA Invites You to Take Online Survey to Share Your Feedback on Public Transit During COVID-19 | DCTA](#)

DCTA DENTON COUNTY TRANSPORTATION AUTHORITY

COVID-19 SURVEY

SHARE YOUR PUBLIC TRANSIT FEEDBACK FOR A CHANCE TO WIN A \$100 AMAZON GIFT CARD!

Scan the QR code to the left with your camera to take our survey NOW!

RideDCTA.net • 940.243.0077 HopOnBoardBlog.com • #RideDCTA

We Want to Hear From You!

- Rate our new safety procedures and take our survey
- Available from October 5-25
- Three random winners will receive a \$100 Amazon gift card!

Activate Windows
Go to Settings to activate Windows.

[Rider Survey GIF 1 \(Video\) on Vyond](#)

DCTA DENTON COUNTY TRANSPORTATION AUTHORITY

Want to give your feedback on our COVID-19 response?

Take our survey to let us know how we're doing!

Three random winners will receive a \$100 Amazon gift card!

Last Chance to Take DCTA's COVID-19 Survey


Tomorrow is your last chance to tell us how we're doing with our coronavirus (COVID-19) response! Take our survey at [DCTASurvey.net](#) to be entered in a random drawing to win one of **THREE** \$100 Amazon gift cards.

The survey is available in [English](#), [Spanish](#) and the [Hakha Dialect of Chin](#) and will help us make the best decisions to continue to keep our system, vehicles and facilities safe for passengers and employees.

Learn more about what we're doing to keep our communities safe and moving forward at [RideDCTA.net](#).

Take Survey Now

WELCOME BACK RIDER SAFETY PLAN



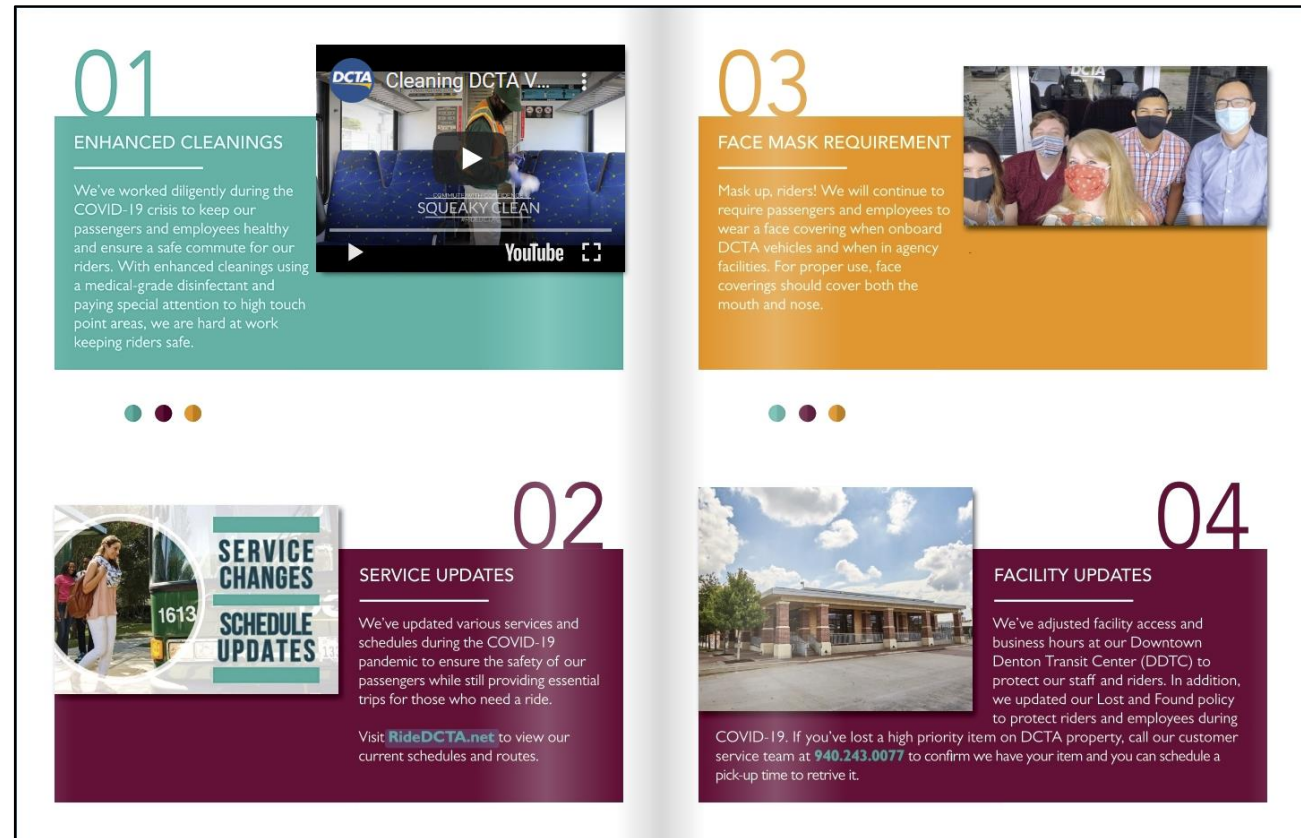
DCTA DENTON COUNTY
TRANSPORTATION
AUTHORITY

WELCOME BACK RIDER SAFETY PLAN

At DCTA, our top priorities are keeping our passengers and employees healthy. Due to the current coronavirus (COVID-19) risks, we are increasing precautions to protect our passengers and staff and will continue to provide updates that could impact riders' commutes. Learn how we're safely welcoming riders back to public transit so that when you're ready, you can hop back on board.


Comprehensive Safety Plan shared on multiple DCTA channels

View the Plan [Here](#).




01 ENHANCED CLEANINGS

We've worked diligently during the COVID-19 crisis to keep our passengers and employees healthy and ensure a safe commute for our riders. With enhanced cleanings using a medical-grade disinfectant and paying special attention to high touch point areas, we are hard at work keeping riders safe.



02 SERVICE UPDATES


We've updated various services and schedules during the COVID-19 pandemic to ensure the safety of our passengers while still providing essential trips for those who need a ride.



Visit [RideDCTA.net](https://rideDCTA.net) to view our current schedules and routes.


03 FACE MASK REQUIREMENT

Mask up, riders! We will continue to require passengers and employees to wear a face covering when onboard DCTA vehicles and when in agency facilities. For proper use, face coverings should cover both the mouth and nose.



04 FACILITY UPDATES

We've adjusted facility access and business hours at our Downtown Denton Transit Center (DDTC) to protect our staff and riders. In addition, we updated our Lost and Found policy to protect riders and employees during COVID-19. If you've lost a high priority item on DCTA property, call our customer service team at [940.243.0077](tel:940.243.0077) to confirm we have your item and you can schedule a pick-up time to retrieve it.



PUBLIC RELATIONS

Welcome Back to Transit: How DCTA is moving our communities forward

Posted by CTG Staff | Date: Saturday, September 26, 2020 | Leave a comment

 COUNTERS | CABINETS | FLOORING | RENOVATION
- CLICK HERE TO LEARN MORE -
2303 COLORADO BLVD, DENTON, TX 76205 | 940-382-4340



DCTA CEO Raymond Suarez

By Raymond Suarez

We're excited to welcome our riders back to transit! At DCTA, our top priorities are keeping our passengers and employees healthy and ensure a safe commute for all during the coronavirus (COVID-19) pandemic. Even though some may be skeptical of returning to transit, according to new studies featured in *The New York Times*, public transit is safer than most think as these studies suggest that riding public transportation is not a major source of transmission for COVID-19.

You can commute with confidence with DCTA knowing that we've diligently worked with our many partners and staff to keep our many communities pressing forward and helping prevent the spread of illness. Below are key areas that highlight DCTA's commitment to a safe commute:

Enhanced Cleanings and Safety Procedures

DCTA has worked diligently during the coronavirus (COVID-19) pandemic keep its passengers and employees healthy and ensure a safe commute for our riders. Below are specific safety precautions and measures DCTA has put into place include:

Passengers

- Requirement of wearing a face-covering (covering your nose and mouth).
- Practicing social distancing (maintaining a 6-foot separation between yourself and others).
- Regular washing of hands and use of hand sanitizer.

 NEWS TRENDING JOBS/CLASSIFIEDS PRODUCTS EDUCATION & EVENTS

Rail News Home » Passenger Rail

Rail News: Passenger Rail 10/23/2020

DCTA creates COVID-19 safety plan

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DIGITAL MARKETING (RIDER & COMMUNITY OUTREACH)




DCTA DENTON COUNTY
TRANSPORTATION
AUTHORITY



**RIDE SAFE,
STAY SAFE.**

Your Guide to Returning to Transit Safely

Let us help you get where you need to go and #RideDCTA the safe way. As businesses in North Texas begin to reopen, with your safety in mind, we're taking the necessary precautions to make sure our vehicles are safe and clean during the coronavirus (COVID-19) health emergency. *Passengers are now required to [wear a cloth face mask](#) when onboard DCTA vehicles.* We also encourage passengers to *maintain the recommended social distancing of six feet*




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Social Distancing

1 BUS STOP SHELTER EQUALS SIX FEET APART



Go the 'Social Distance' with DCTA when you Ride

Go the "Distance" with us and practice social distancing when you #RideDCTA! Though we are taking extra cleaning precautions, we recommend our passengers stay vigilant when protecting themselves from germs. Help us prevent the spread of coronavirus and other flu-like illnesses on our buses and trains by following the recommended social distancing of six feet (about two arm's length) from other people. Check out our infographic below to learn how to social distance on our vehicles!

SOCIAL MEDIA MARKETING

DCTA Denton County Transportation Authority (DCTA)
Sponsored (demo) · 🌐

Get back to your routine with DCTA! We're here to help you get where you need to go safely. #RideDCTA



GET BACK TO YOUR ROUTINE WITH DCTA
**RIDE SAFE,
STAY SAFE.**

Denton County Transportation Authority (DCTA)
Denton County's primary transportation agency. We respond to messages Mon...  Liked

DCTA DCTA
@RideDCTA

We've enhanced our cleaning routines so you can get back to your routine. When you #RideDCTA to get where you need to go the options are endless!



Enhanced Cleanings

We're working hard to keep you safe so you can #RideDCTA to get back to your routine.

2:34 PM · Jun 10, 2020 · Twitter for Advertisers

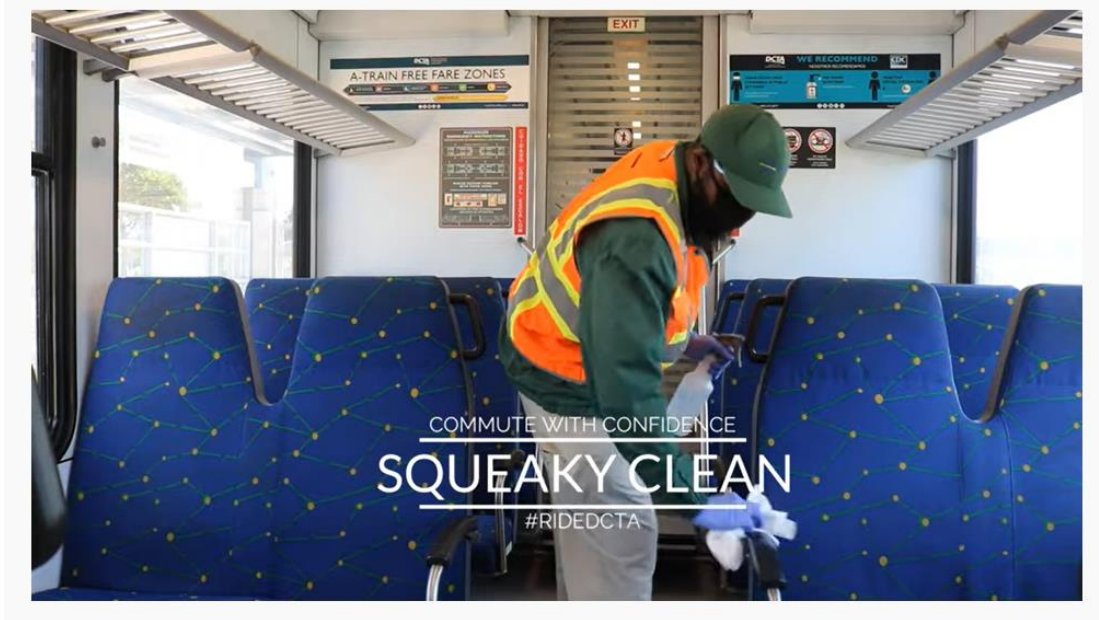
DCTA DCTA
@RideDCTA

Don't miss out on the fun because you're unsure how to get there. We've got you covered! When you #RideDCTA you are choosing a safe, stress-free commute.



3:31 PM · Jun 10, 2020 · Twitter for Advertisers

SOCIAL MEDIA MARKETING (VIDEOS & GIFS)



https://youtu.be/gD1t_4WxeQ8



<https://youtu.be/2jWfrmIFz5c>

SOCIAL MEDIA MARKETING (VIDEOS & GIFS)

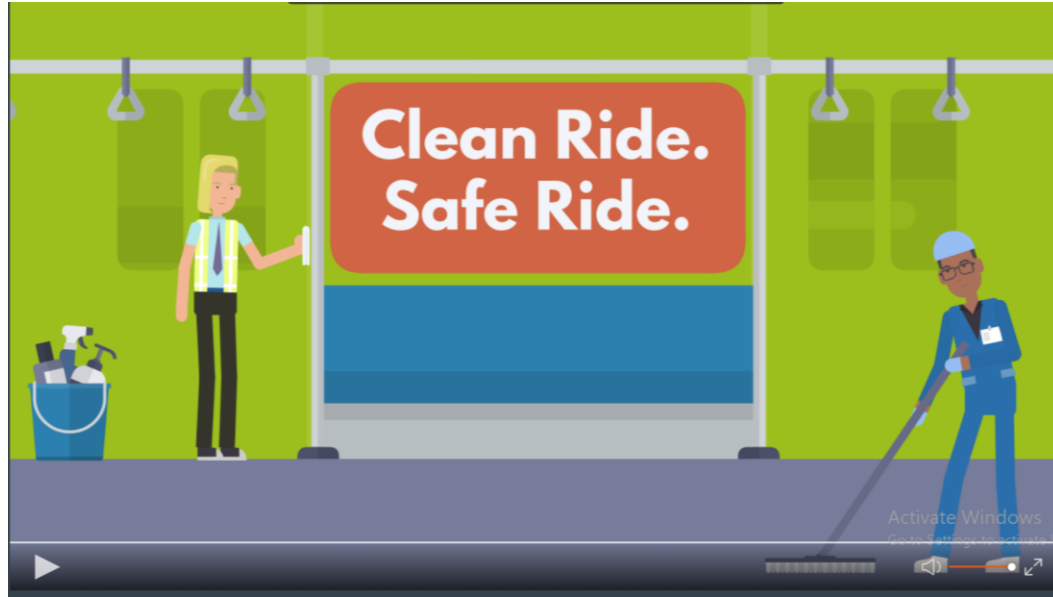


<https://youtu.be/gUjjQvuCTwk>



[Social Distancing GIF 1 - Bus Shelter on Vyond](#)

SOCIAL MEDIA MARKETING (VIDEOS & GIFS)



[Ride Safe Stay Safe GIF 2 on Vyond](#)

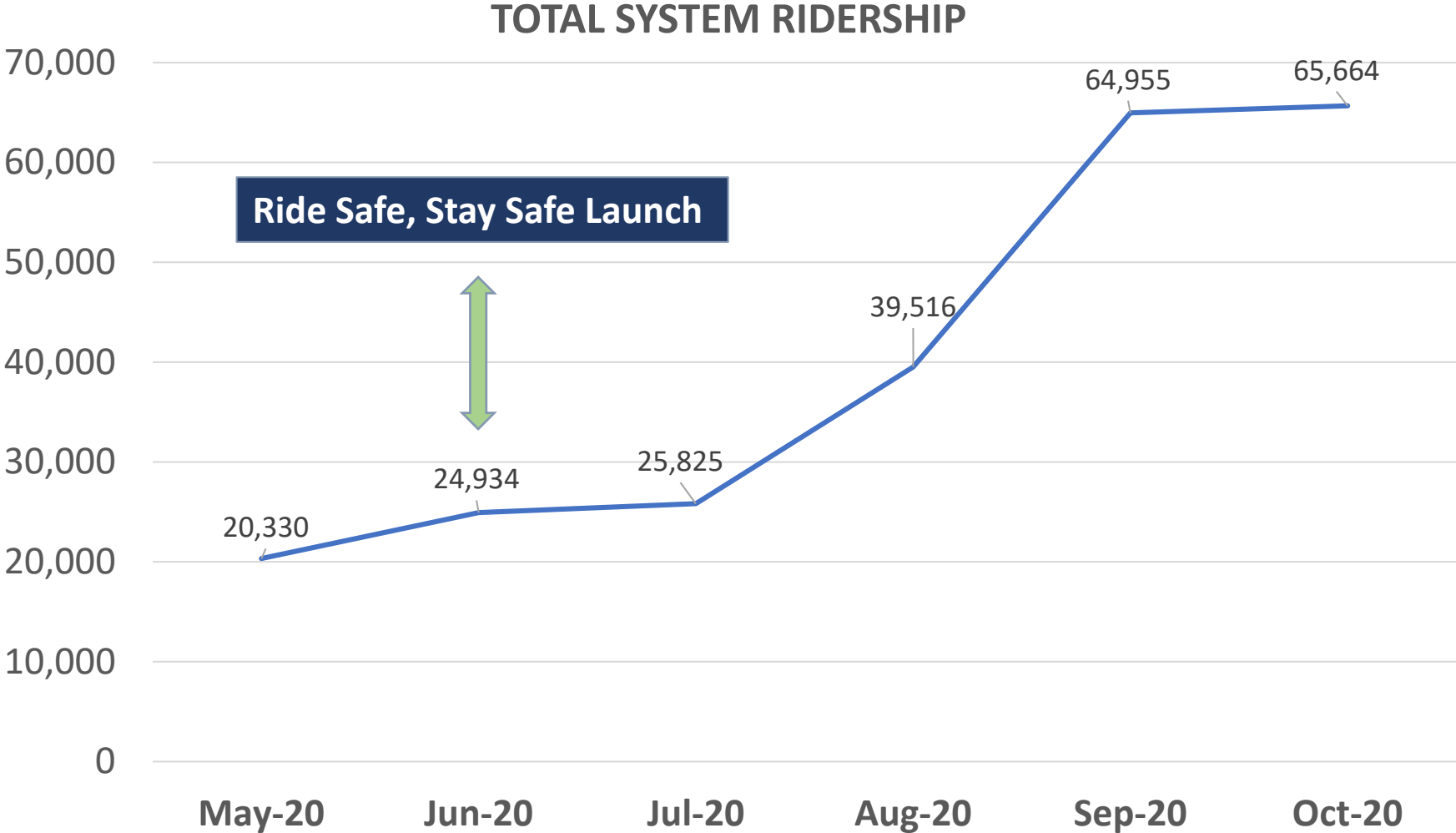


[Ride Safe Stay Safe GIF 1 \(Twitter\) on Vyond](#)

CAMPAIGN RESULTS



RIDERSHIP VS. CAMPAIGN EFFORTS



CAMPAIGN RESULTS

Paid Advertising

- **Utility Bill Inserts:**
 - 138,500 distributed in Lewisville, Denton and Lake Cities area
- **Denton Record Chronicle:**
 - Website Ad: 75,000 impressions
 - 4 Print Ads: 36,000 impressions
 - Survey Email Blast: 39,711 impressions
 - Facebook Boosted Post: 888 people reached with 1,711 total impressions
- **Star Local Media:**
 - Website Ad: 75,000 impressions
 - Email Blast: 58,298 impressions

Campaign Website

- Pageviews: 2,158
- Average Time on Page: 2:23
- Bounce Rate: 73.58%
- 15th most viewed webpage during the entire campaign

Facebook Organic & Paid Results

- Reached: 107,274
- Engagements: 648

Twitter Organic & Paid Results

- Impressions: 463,669
- Engagements: 2,075

CAMPAIGN RESULTS

Public Relations

- Number of Stories: 5
- Story Impressions: 83,917
- Publicity Value: \$157.76

Email Marketing

- 17 emails sent
- 13% average open rate
- 2% percent average click-through rate

Hop on Board Blog

- Pageviews: 822
- Average Time on Page: 3:00
- Bounce Rate: 80.77%
- Third-most read blog article in 2020

Digital Billboard

- Impressions: 180,932

Community Outreach

- 185 Emails to CAC, SSA & Community Partners

Promotional Videos

- Three total videos
- More than 300 total views