

Election 2020 Free Ride Campaign Wrap Up Report

October 14 – November 3, 2020

Ridership Numbers

Rail:

Sat. Oct. 17: Early Voting – 188

Sat. Oct. 24: Early Voting – 206

Nov. Tues. 3: Election Day – 401

TOTAL = 795

Bus:

Sat. Oct. 17: Early Voting – 587

Sat. Oct. 24: Early Voting – 578

Nov. Tues. 3: Election Day – 2,394

TOTAL = 3,559

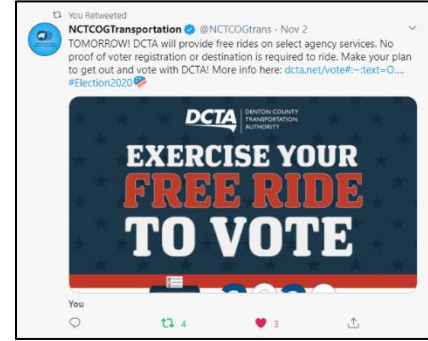
TOTAL RIDERSHIP: 4,354 (2018 campaign had 18,285 total ridership; decrease due to COVID-19)

Web page Results (Media Center)

- Total page views = 328 (Goal 300)
- Average time spent on page = 3:37 (Goal 1:20)
- Bounce rate = 81% (Goal 75%)
- Media center shares: 17 (Goal 50)
- Top 5 sources/referrals
 - Google
 - Direct
 - Cision
 - Twitter
 - Facebook

Email Marketing

- Emails distributed = 5
- Total emails delivered = 19,050
- Total email opens = 2,981
- Total link clicks = 139
- Average total email open rate = 16% (Goal 17%)
- Average total email click through rate = 1% (Goal 2%)



Social Media

Facebook:

Total People Reached: 4,400 (Goal 6,000)

Total Engagements: 182 (Goal 50)

Twitter:

Impressions: 11,521(Goal 8,500)

Engagements: 178 (Goal 75)

Total:

Impression/reach: 15,921

Engagements: 360



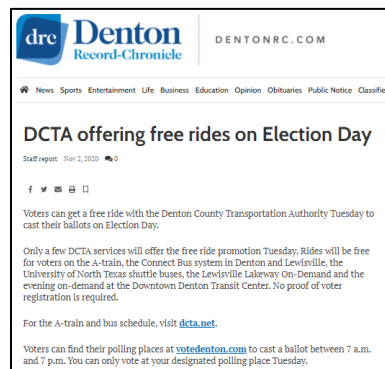
Media Relations

Total Media

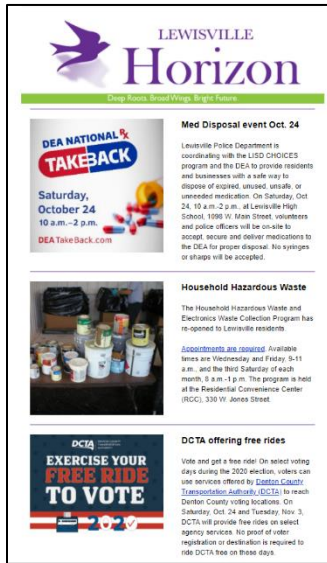
Mentions: 22 (Goal 6)

Total Reach: 2,298,644

Total Publicity Value: 21,278



Partner Shares



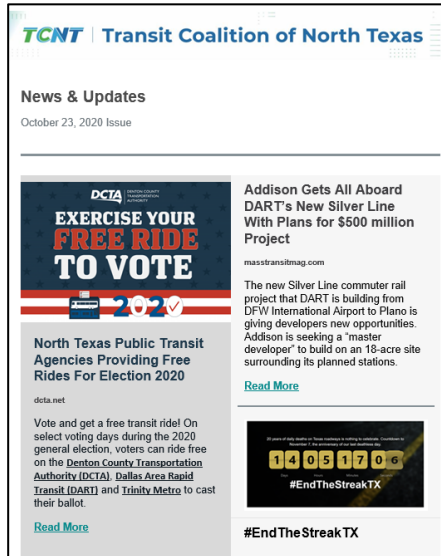
LEWISVILLE Horizon
Camp Roots. Broad Wings. Bright Future.

DEA NATIONAL TAKEBACK
Saturday, October 24
10 a.m. – 2 p.m.
DEATakeBack.com

Med Disposal event Oct. 24
Lewisville Police Department is coordinating with the LUSD CHOICES program and the DEA to provide residents and businesses with a safe way to dispose of expired, unused, unused, or unwanted medication. On Saturday, Oct. 24, 10 a.m. – 2 p.m., at Lewisville High School, 1099 W. Irish Street, volunteers and police officers will be on-site to accept, secure and deliver medications to the DEA for proper disposal. No syringes or straps will be accepted.

Household Hazardous Waste
The Household Hazardous Waste and Electronics Waste Collection Program has re-opened to Lewisville residents.
Appointments are required. Available times are Wednesday and Friday, 8:11 a.m. and the third Saturday of each month, 8 a.m. – 1 p.m. The program is held at the Residential Convenience Center (RCC), 330 W. Jones Street.

DCTA offering free rides
Vote and get a free ride! On select voting days during the 2020 general election, voters can use services offered by Denton County Transportation Authority (DCTA) to reach Denton County voting locations. On Saturday, Oct. 24 and Tuesday, Nov. 3, DCTA will provide free rides on select agency services. No proof of voter registration or destination is required to ride DCTA free on these days.



TCNT | Transit Coalition of North Texas

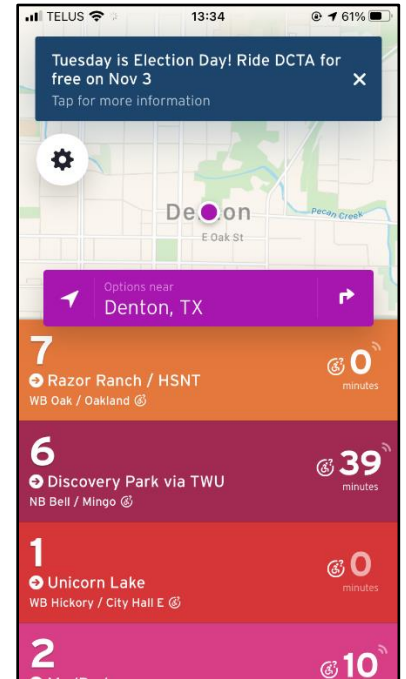
News & Updates
October 23, 2020 Issue

EXERCISE YOUR FREE RIDE TO VOTE

North Texas Public Transit Agencies Providing Free Rides For Election 2020
dcta.net
Vote and get a free transit ride! On select voting days during the 2020 general election, voters can ride free on the Denton County Transportation Authority (DCTA), Dallas Area Rapid Transit (DART) and Trinity Metro to cast their ballot.
[Read More](#)

Addison Gets All Aboard DART's New Silver Line With Plans for \$500 million Project
masstransitmag.com
The new Silver Line commuter rail project that DART is building from DFW International Airport to Plano is giving developers new opportunities. Addison is seeking a "master developer" to build on an 18-acre site surrounding its planned stations.
[Read More](#)

#EndTheStreakTX



TELUS 13:34 61%

Tuesday is Election Day! Ride DCTA for free on Nov 3
Tap for more information

Options near Denton, TX

- 7 Razor Ranch / HSNT
WB Oak / Oakland 0 minutes
- 6 Discovery Park via TWU
NB Bell / Mingo 39 minutes
- 1 Unicorn Lake
WB Hickory / City Hall E 0 minutes
- 2 10 minutes

Digital Billboard

Total Impressions: 31,206



2020 ✓

DCTA DENTON COUNTY TRANSPORTATION AUTHORITY

EXERCISE YOUR FREE RIDE TO VOTE

#RideDCTA FREE on Oct. 17, Oct. 24 and Nov. 3 to cast your vote for #Election2020! Visit [RideDCTA.net](#) for more information.

Print Collateral

- A-train Window Clings: 25
- Bus Rail Cards: 76



Community Outreach

Apartment Emails – 127

HOA Emails -53

CAC Emails - 5

Mentioned at SSA Meetings and listed on the agenda – 28 attendees

1 Mention at Lewisville Chamber event

2 Mentions at Cross Timbers Rotary