

It Takes A Region To Raise Ridership!

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DCTA

The logo for Denton County Transportation Authority (DCTA) features the letters 'DCTA' in a bold, white, sans-serif font. The letters are set against a dark green background. Below the letters, there is a yellow swoosh that starts under the 'D' and curves under the 'A', pointing towards the bottom right corner.

About DCTA

- DCTA is the smallest of the three transit agencies in North Texas.
- DCTA expects to carry 2.7 million passengers in FY12.
- DCTA's primary service area has approximately 300,000 population plus 55,000 college students.
- DCTA services:
 - A-train Commuter Rail (connection with DART)
 - Fixed Route Services
 - Campus Shuttle Services
 - Demand Response
 - Vanpool
- DCTA has three main ridership types:
 - Transit dependent
 - Student
 - Commuters into urban area

The logo for DCTA, featuring the letters "DCTA" in a bold, white, sans-serif font. The letters are set against a dark green rectangular background. Below the green bar, there is a yellow graphic element that resembles a stylized speech bubble or a swoosh pointing downwards and to the right.

Marketing Challenges

- Large, expensive media market (& I only need a small slice)
- Limited marketing budget
- It's Texas – people like their cars
- Difficulty reaching choice users
- Transit is relatively new to Denton County
- Low summer ridership because school is out
- New ideas to promote “Dump the Pump”

The logo for DCTA (Denton County Transit Authority) is displayed in white, bold, sans-serif capital letters on a dark green background. A yellow graphic element, resembling a stylized arrow or a speech bubble tail, points upwards from the bottom right corner of the green bar.

DCTA

Marketing Opportunities

- Ozone “Stop Talking Out of Your Tailpipe” Regional Campaign
- Regional Employee Trip Reduction Grant
- APTA “Dump the Pump”
- Growth in Social Media
- Increased Regional Connectivity
- Growing Agency Focus on Regional Transit Partnerships
- Increased Political and Media Focus on Transit
- Growing Traffic Congestion

Campaign Goals:

- Promote and encourage non-transit users to “Dump the Pump” and try transit in hopes of changing their behavior in the future.
- Directly relate the cost of commuting in a single-occupant vehicle by tying gas prices with transit savings.
- Partner with regional transit partners and the business community to leverage media relationships and social media.

Campaign Objectives:

- Increase Ridership
- Promote APTA National “Dump the Pump”
- Distribute Free Transit Passes
- Encourage Regional Connectivity
- Develop Relationships with Area Businesses
- Generate Earned Media Opportunities

The logo for DCTA (Dallas County Transportation Authority) is located in the bottom right corner. It features the letters "DCTA" in a bold, white, sans-serif font, set against a dark green rectangular background. Below the green bar, there is a yellow graphic element that resembles a stylized speech bubble or a drop shape pointing downwards.

Target Audience:

- Curious User: I have always wanted to try transit, but never had an opportunity to.
- “Could Be” Commuter: I drive this same corridor to work/school everyday and never thought about trying transit.
- Drives a “gas guzzler”: I just paid \$\$\$ to fill up my tank. For a lot less, someone else could drive me to work everyday for a week and I could avoid the traffic.

The logo for DCTA (District of Columbia Transit Authority) is displayed in a dark green horizontal bar. The letters "DCTA" are in a bold, white, sans-serif font. A yellow graphic element, resembling a stylized arrow or a speech bubble tail, points upwards from the bottom right corner of the bar.

Campaign Elements

- Budget – printing of passes only
- Partnership Between DCTA, DART and the T
- 3,500 Regional Transit Passes
- Social Media
- Earned Media
- Five Local DCTA Events



DCTA

Campaign Elements

➤ Location Selection:

- DCTA Locations: Apartment Complex, Downtown Concert, Chic Fil A Family Night, City Hall, New Rail Vehicle Launch
- Others: Water park, concerts, downtown areas

➤ Selected Locations that were:

- Didn't necessarily have a direct tie to transit.
- Had a built in crowd
- Had its own social media, communication methods to client base

The logo for DCTA (Dorchester County Transit Authority) is displayed in a bold, white, sans-serif font against a dark green background. The letters are slightly shadowed, giving them a three-dimensional appearance. Below the text, a yellow graphic element resembling a stylized arrow or a speech bubble tail points downwards and to the right.

Campaign Elements

➤ Twitter Posts, Retweets & Tags

The collage features the following tweets:

- DCTA @RideDCTA** (23 Jun): "Last day to use your free #DumpThePump transit pass! Use our Online Trip Planner to route out your trip today. dcta.net"
- DCTA @RideDCTA** (22 Jun): "Come to Chick-f-A LP288 NOW 2 swap a gas receipt for FREE transit pass during wk of 6/17-6/23 w/ DCTA, DART, & The T!"
- dartmedia @dartmedia** (21 Jun): "If you're one of the 1500 or so folks who traded a gas receipt for a DART, T, DCTA or TRE pass hope you're enjoying #dumpthepump this week." (Retweeted by DCTA)
- DCTA @RideDCTA** (21 Jun): "Dentool! Come to Chick-f-A Loop 288 TONIGHT to swap gas receipt for a week of free transit! 5:30-7:30pm #DumpThePump" (Retweeted by DCTA)
- DCTA @RideDCTA** (21 Jun): "Public transportation use in the United States saves 4.2 billion gallons of gasoline annually. #DumpThePump. @APTA_Transit"
- DCTA @RideDCTA** (18 Jun): "Don't forget! 2-4 pm @ Mockingbird Station Shops 5321 East Mockingbird Lane, swap gas receipt for free transit pass! #DumpThePump @RideDCTA" (Retweeted by DCTA)
- DCTA @RideDCTA** (18 Jun): "TODAY from 3-6pm, head over to Railhead BBQ on Ranch House Rd in Willow Park to swap your gas receipt for a FREE transit pass! #DumpThePump" (Retweeted by DCTA)
- DCTA @RideDCTA** (12 Jun): "Tell ur friends: Swap a gas receipt 4 wkly transit pass @DARTmedia, @theT, & @RideDCTA! #DumpThePump More info here: ow.ly/trn07F"
- DCTA @RideDCTA** (12 Jun): "In 2011, Americans took 10.4 billion trips on public transportation. #DumpThePump. @APTA_Transit"

Campaign Elements

➤ Facebook & Twitter Posts

Denton County Transportation Authority (DCTA) · 1,587 like this
June 15 at 11:02am via HootSuite · 📍

Meet @RideDCTA at Vista Ridge Mall's Center Court from 3-5pm. Swap a gas receipt for free transit during wk of 6/18-6/23! #DumpThePump

Like · Comment · Share

👍 Paul McManus, Nneka Ezedibe and 2 others like this.

Write a comment...

454 people saw this post

Denton County Transportation Authority (DCTA) · 1,587 like this
June 12 at 6:42am via HootSuite · 📍

Tell ur friends: Swap a gas receipt 4 wklly transit pass @DARTmedia, @theT, & @RideDCTA! #DumpThePump More info here: <http://t.co/FRgOjrPo>

Like · Comment · Share

👍 Paul McManus, Kayth Key, Lisa Urban Hermes and 3 others like this.

Write a comment...

317 people saw this post

Denton County Transportation Authority (DCTA) · 1,587 like this

Meet @RideDCTA at Vista Ridge Mall's Center Court from 3-5pm. Swap a gas receipt for free transit during wk of 6/18-6/23! #DumpThePump

Like · Comment · Share

👍 Paul McManus, Nneka Ezedibe and 2 others like this.

Promotion Unavailable

Denton County Transportation Authority (DCTA) · 1,587 like this
June 21 at 5:10pm via HootSuite · 📍

One person with a 20-mile round trip commute who switches from driving to public transit can reduce his or her daily carbon emissions by 20 pounds, or more than 4,800 in a year. Dump the pump.

Like · Comment · Share

👍 Bob Davis, Bob Boso, Joe Smith and 3 others like this.

Write a comment...

255 people saw this post

Denton County Transportation Authority (DCTA) · 1,587 like this
June 19 at 11:20am via HootSuite · 📍

If you received a free transit pass in exchange for a gas receipt, use it this week, and you may be one of the lucky passengers on our brand new Stadler A-train that went into service on Saturday! Come on out, and take a ride!

Like · Comment · Share

👍 Laurelle D. Campbell, Nneka Ezedibe and Wilkey Talabino Castillo like this.

Write a comment...

383 people saw this post

Denton County Transportation Authority (DCTA) · 1,587 like this
June 22 at 12:01pm via HootSuite · 📍

Ways to use your DumpThePump transit pass: Take a ride to Main Street in downtown Dallas. Use the money you didn't spend on gas to dine at one of the many eclectic cafes in the area. Also check out the Main Street Garden. #DumpThePump

Like · Comment · Share

👍 John Robert Hallburton, Nneka Ezedibe, Paul McManus and 2 others like this.

Write a comment...

325 people saw this post

Denton County Transportation Authority (DCTA) · 1,586 like this
June 19 at 7:30pm via HootSuite · 📍

Hey DCTA passengers! Did you Dump the Pump and get a FREE Regional Pass to use this week? Where did you go? Where will you go? We want to know!

Like · Comment · Share

👍 Nneka Ezedibe and Jenna M. Waters like this.

Clinton McBride No, I dumped the pump before it was cool and got a bike. Thanks for making me a hipster, DCTA.
June 19 at 8:10pm · Like

Keith Harris I went to Denton for an event thanks for the Free Ticket!LOL!!
June 19 at 8:53pm · Like

Write a comment...

207 people saw this post

Campaign Results

- 200+ social media interactions - #DumpThePump
- \$35,000 earned media value
- 500 free transit passes distributed in DCTA's service area
- 91% of respondents surveyed used their free transit pass and over half used their pass more than once during the free week. 1/3 used it five times.
- All respondents noted they would use transit again in the future.
- \$8,900 in gas receipts were collected.
- All agencies saw ridership increases.

The logo for DCTA (Delaware County Transit Authority) is displayed in a bold, white, sans-serif font against a dark green background. The letters are slightly shadowed, giving them a three-dimensional appearance. Below the text, there is a yellow graphic element that resembles a stylized speech bubble or a drop shape pointing downwards.

Lessons Learned

- Start Sooner
- Budget Something
- Location is Key
- Better Follow Through
- Take Pictures
- Partnerships Work (What else could we do)
 - Regional University Promotions
 - Holiday Shopping
 - Social Media Only Campaigns