ENGAGEMENT REPORT
MICROSITE: DCTAFEEDBACK.NET

44,343 TOTAL PAGE VISITS

14,682 USERS VISITED SITE / **566** USERS ENGAGED

416 TOTAL COMMENTS AND FEEDBACK

432 SURVEY RESPONSES

466 TOTAL DOCUMENT DOWNLOADS

Social PinPoint Platform Overview (DCTAfeedback.net)

Social Pinpoint is a customizable, community engagement platform that features a variety of online engagement tools for companies and organizations to engage and collect citizen feedback from community members and stakeholders. DCTA is using Social Pinpoint to gather public feedback for the agency's proposed GoZone on-demand rideshare service. The entire site offers translation capability for those who speak any language.

Main Site Pages
This is a one-stop shop microsite for the GoZone service plan and offers dedicated pages to walk visitors through the service on various pages including the How it Works page with a step-by-step narrative to educate viewers, the Events page which lists upcoming and past public events for people to see when and where they can speak with DCTA staff, and the Media Center page where news releases, articles and Hop on Board Blog posts are available.

Engagement Tools
Online users can go to the Interactive Service Map and add a comment, view and download DCTA's promotional fare matrix and participate in the Fare Forum, and join the conversation on the Ideas Wall. Feedback can also be provided via the General GoZone Service Plan and Immediate Feedback online surveys.

Internal Response & Monitoring Process
DCTA's Marketing and Communications department monitors all feedback received on Social PinPoint in real time. Responses are drafted, approved and posted back to the user within 24-48 hours.
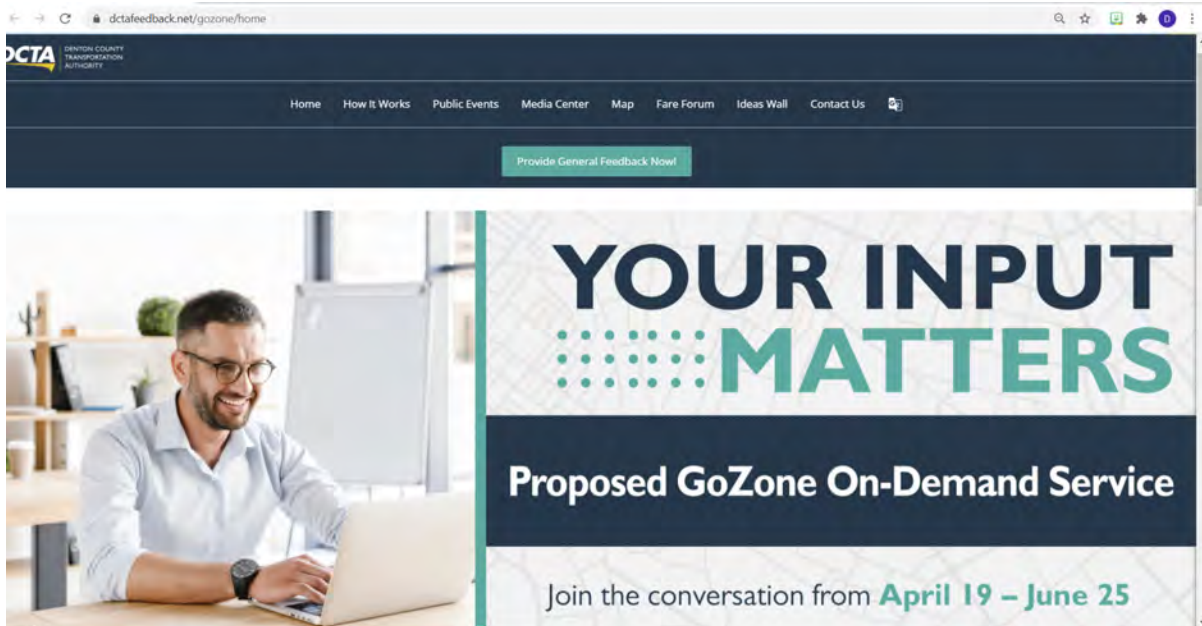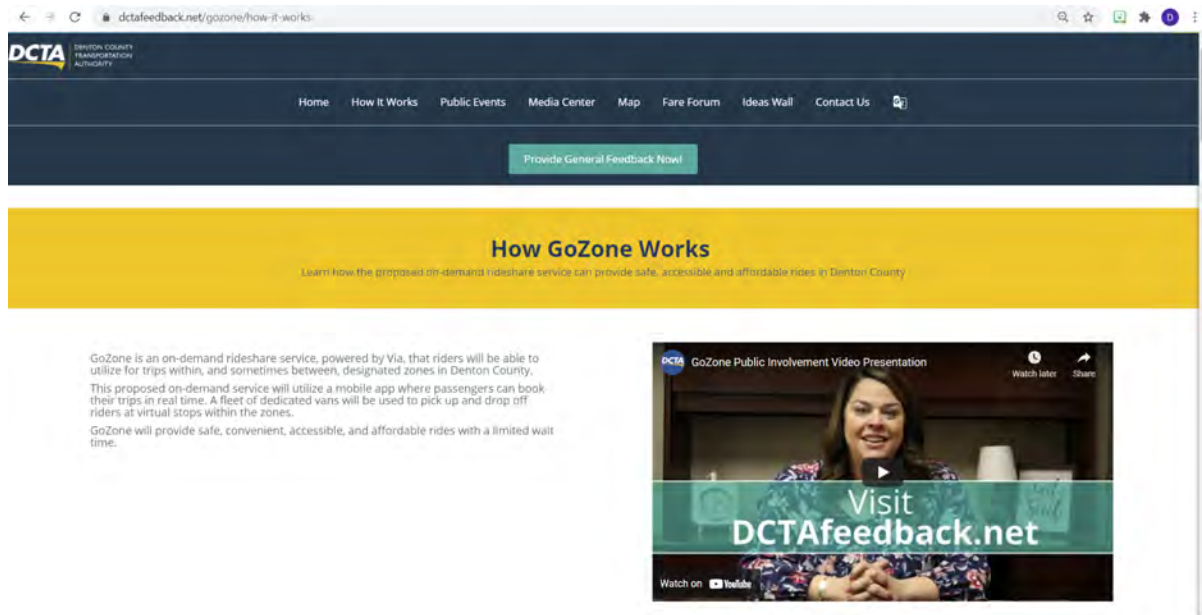
DENTON COUNTY
TRANSPORTATION
AUTHORITY

Home Page

Landing page that features all engagement tools, main microsite pages, serivce planning phases and milestones and GoZone email sign up.

How It Works

Includes GoZone service overview. passenger benefits, key service details, DCTA service impacts and FAQs
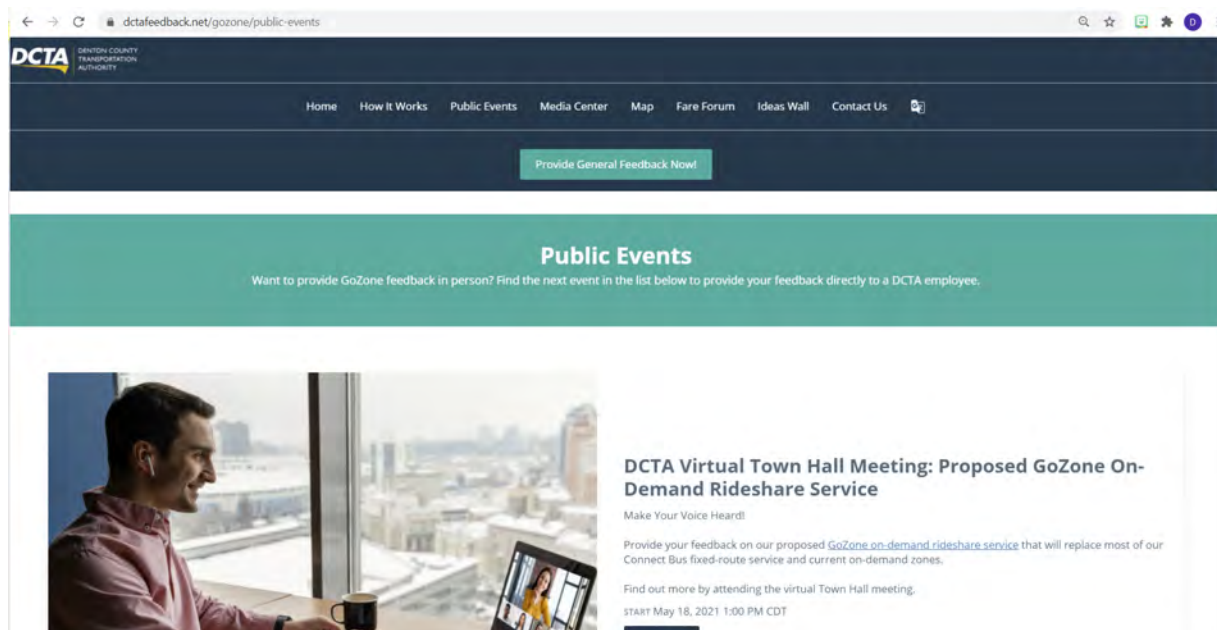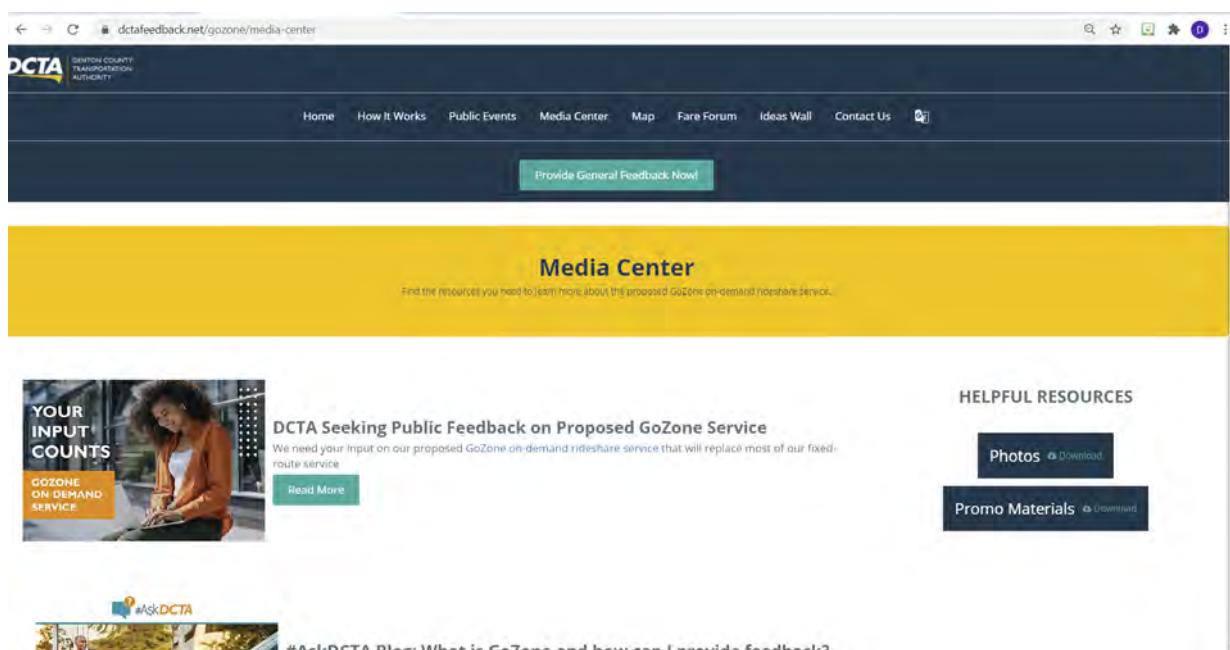
DENTON COUNTY TRANSPORTATION AUTHORITY

Public Events

Lists DCTA in-person and "virtual" events to attend, learn about GoZone and provide feedback directly to agency staff members

Media Center

View and download GoZone educational and promotional materials

Contact Us
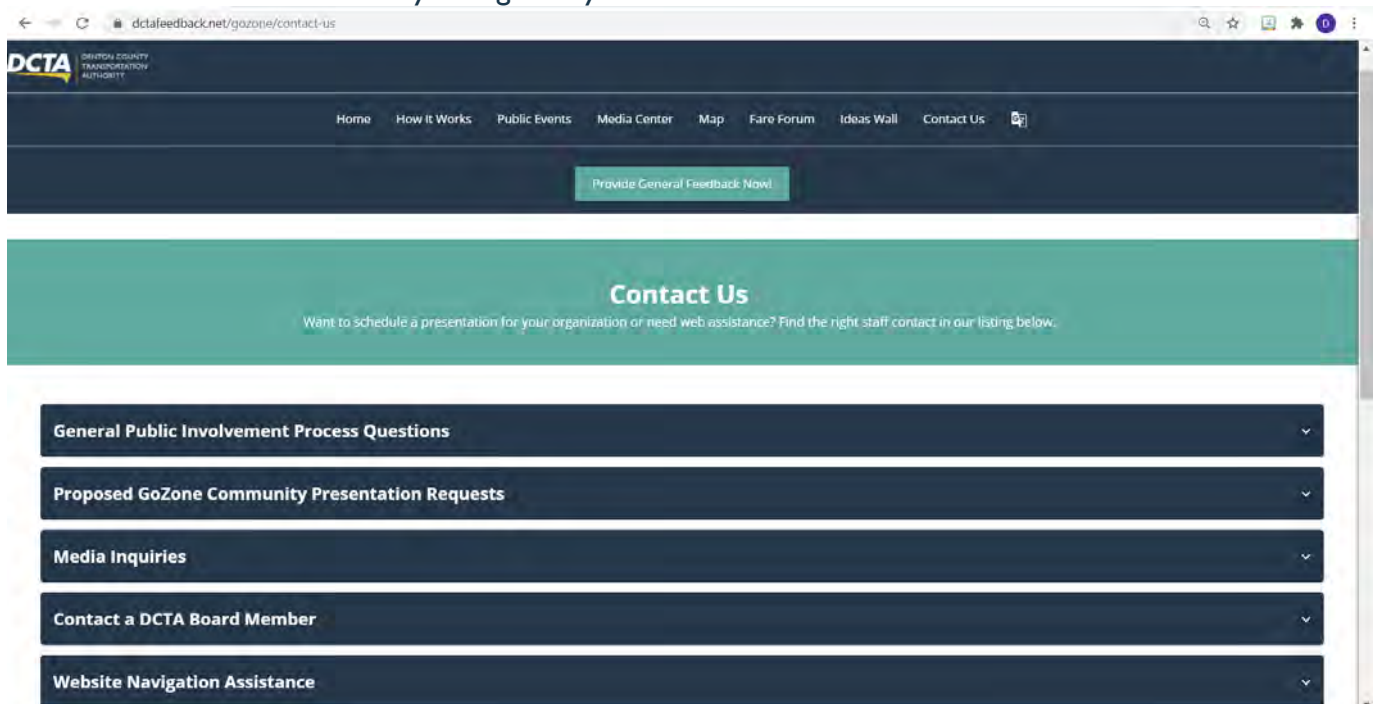Directory listing of key DCTA staff contact information

INTERACTIVE SERVICE MAP

The interactive service map showcases the proposed GoZone map and designated zones for the Phase 1 and Phase II launch. Online users can view the map legend to see all the GoZone service zones and how current Denton and Lewisville Connect Bus route service areas compare, In addition, the map has a zoom-in functionality so people can click on specific areas within the map and leave targeted comments. Users can leave a marker on the interactive service map explaining something they like, something they don't like, an idea or a suggestion or leave a general comment/question.

The left-side menu of the map features instructions on how to utilize the interactive service map, GoZone service information, comment activity and a "General Service Plan" survey.
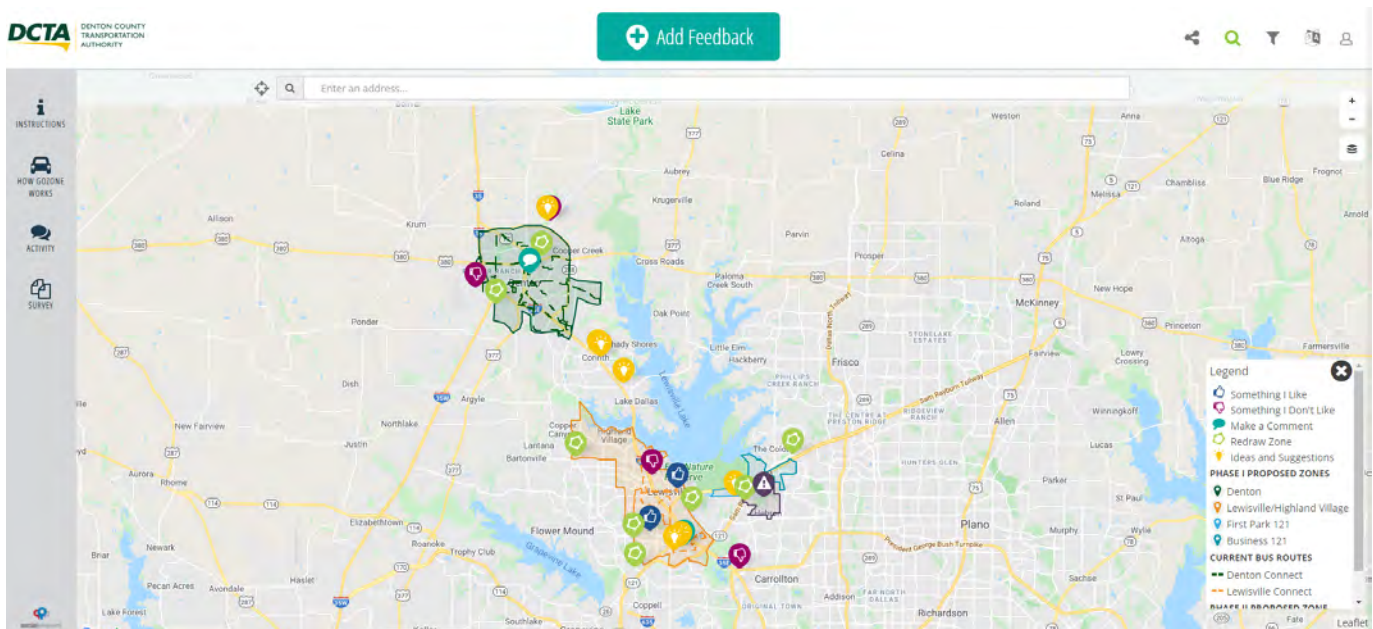
PROMOTIONAL FARE FORUM & SURVEY

This portion of the microsite is where online users can learn about and download DCTA' six-month GoZone fare promotion. In addition, users can take the quick fare survey. Similar to the Ideas Wall, the Promotional Fare Forum also has a comment section where where online users can add their thoughts about the promotional fare and reply to other user comments.

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IDEAS WALL

This "online sticky note whiteboard" allows users to create a comment card to leave their feedback for the various topics featured and respond to other user's comments. The main GoZone topics users can provide feedback on include: Accessibility, Service Functionality, Phase I Launch, and Phase II Launch and Other Ideas. The left-side menu features instructions on how to utilize the ideas wall, GoZone service information, phased launch approach and general survey.

Promotional Fare Structure Survey

Survey for the general public to provide their input about the proposed GoZone six-month promotional fare. There were 217 total responses received.

Q1. What would be the maximum amount you would reasonably pay for a GoZone ride?

217 answers

Pie | Bar

$3.00: 48
$1.00: 41
$1.50: 76
$2.00: 86

● $1.00   ● $1.50   ● $2.00   ● $3.00

Promotional Fare Structure Survey

Survey for the general public to provide their input about the proposed GoZone six-month promotional fare. There were 217 total responses received.

Q2. Do you have the ability to access smart phone apps to plan travel and purchase transit passes?

217 answers

Pie | Bar

No: 25

Yes: 192

● Yes ● No

DENTON COUNTY
TRANSPORTATION
AUTHORITY

Promotional Fare Structure Survey

Survey for the general public to provide their input about the proposed GoZone six-month promotional fare. There were 217 total responses received.

Q3. Are you willing to pay a little extra for transit service which has more flexibility in pick-up location, takes you closer to your destination and involves less waiting?

217 answers

Pie | Bar

No: 38

Yes: 183

● Yes ● No

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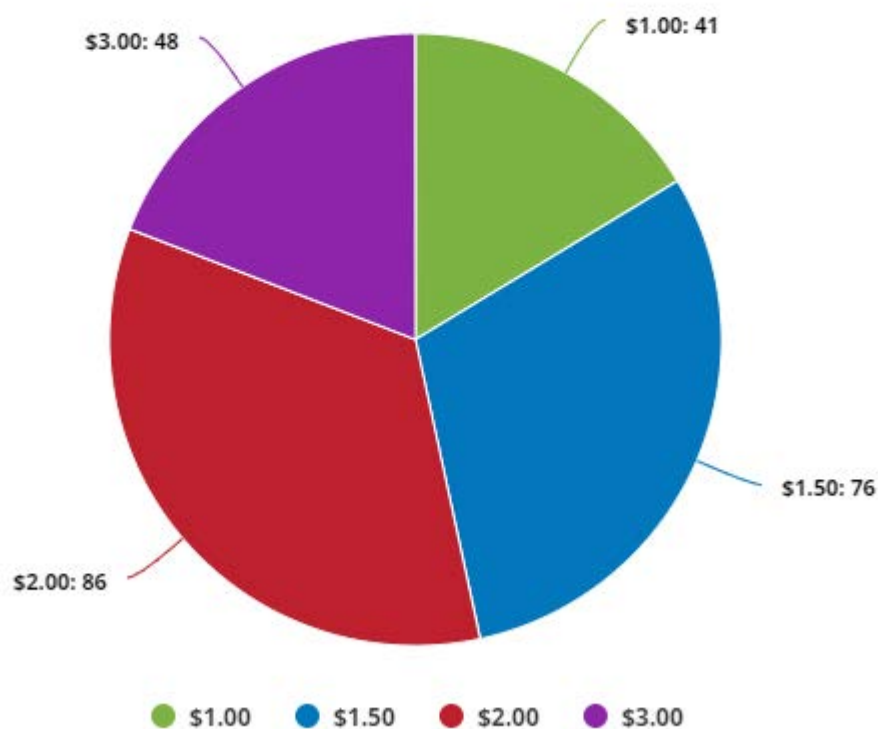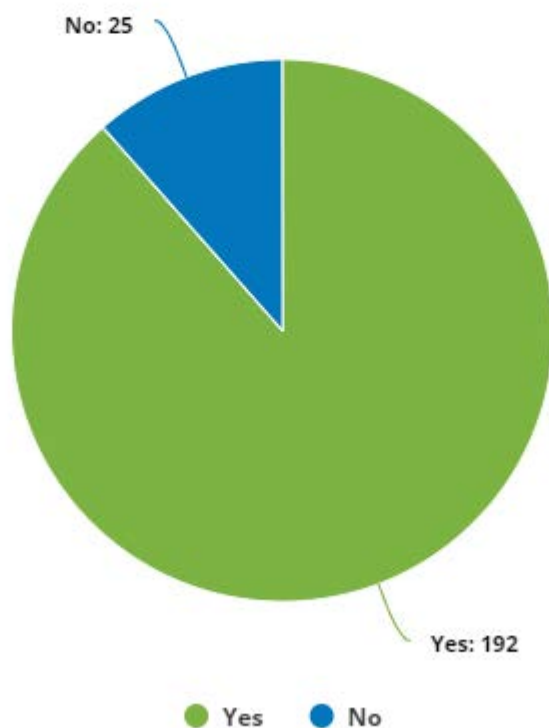
Promotional Fare Structure Survey

Survey for the general public to provide their input about the proposed GoZone six-month promotional fare. There were 217 total responses received.

Q4. If you selected "No" please explain:

34 answers

| Word Cloud | Response List |

"Because I don't feel as though as an ADA rider it will put me closer so why should I have to pay more money."

"Busses should be free. "

"Due to Covid I am not able to make ends meet as is. I cannot afford any increase in my travel budget"

"Even though I as a student could benefit from this, there are many poor Denton citizens who are not able to handle this "extra" undisclosed cost. Additionally, taking away a system that disabled riders rely on is unethical. Even it becomes more convenient for some, it takes away complete access from others."

"I am more comfortable with the fixed route structure. This on demand thing sounds like paratransit on a wider scale. It is good to have options, but why not improve the fixed route service?"

"I am willing to walk longer distances and wait for longer periods of time if it means to save money. Higher prices will surely discourage those who already use DCTA."

"I believe the current charge for the current bus system is fair for the amount of routes and accessibility to different areas of Denton. If anything, I would rather be willing to pay a little more for an expansion of the current DCTA bus system."

"I can't even afford to pay for the services already provided -- I just use my student ID to ride the DCTA Connect routes. Having to pay for a service at all means I won't be able to get from destination to destination without walking."

"I come from a low income household and cannot afford extra fares. I am sure there are many other people in the same situation as me."

"I don't make much money and I rely on the busses to get to work.."
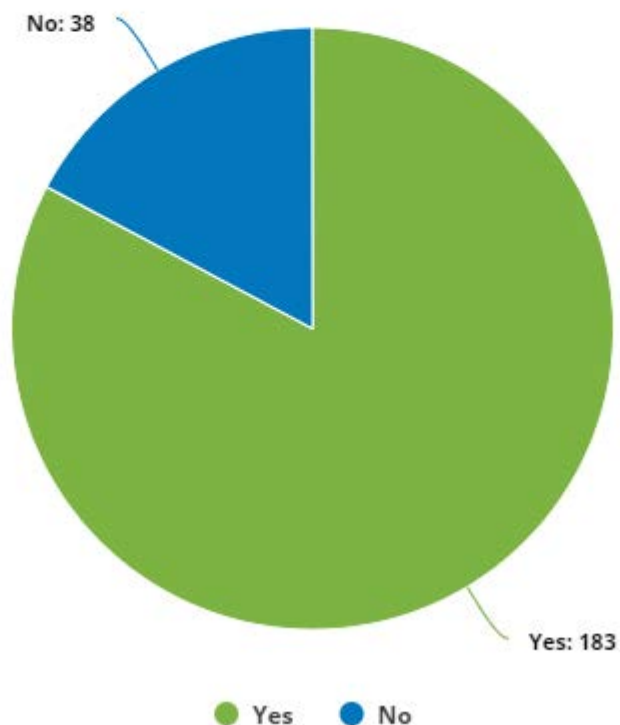
"I don't think the bus will be close to my bus stop."

Promotional Fare Structure Survey

Survey for the general public to provide their input about the proposed GoZone six-month promotional fare. There were 217 total responses received.

Q4. If you selected "No" please explain:

34 answers

Word Cloud | Response List

"If I need the flexibility the options are already there. The busses and their routes are a set structure people depend on."

"If I wanted this, I'd call a Lyft. This should be a bus."

"If I want to be closer, I'd pay for an Uber. I'm pretty experienced in public transit and as someone who has used it before, I'm always expecting at least a bit of a walk."

"If the GoZone completely replaced the Denton Connect buses, which UNT students can ride for free, my transport costs per month would go from $6 to $54 a month if the GoZone fair was $1 per trip."

"I have a hard copy annual regional DART/DCTA/Trinity Retro pass"

"I'll walk and wait a bit in order to save money. That is why I used the busses over uber/lyft in the first place"

"I'm willing to pay a lot more for a quality bus service that is understandable and regular. I will probably not pay anything at all to use a public rideshare."

"It's bad for people. Paying more for a service that's not widely available justifies the intentional hamstringing of a public utility. "

"Keep regular buses in Lewisville "

"No, because I believe this can cause traffic congestion, and can be become an inconvenience. It may be convenient to an individual, but the potential of this service being a waste of time and resources is not worth the small advantages of individual convenience."

DENTON COUNTY
TRANSPORTATION
AUTHORITY

Promotional Fare Structure Survey

Survey for the general public to provide their input about the proposed GoZone six-month promotional fare. There were 217 total responses received.

Q4. If you selected "No" please explain:

34 answers

| Word Cloud | Response List |

"NO no no no no no no no no what is to explain? "

"People in Lewisville can barely pay the $1.50 one way now! "

"Should be included"

"Shouldn't have to pay more for this service"

"Smaller vehicles with less room"

"Sounds great but it won't work like that in practice"

"taking an existing service away and charging me more for its replacement is ridiculous. "

"There's no access where I live everything is too far and I can't afford it."

"The system is fine how it is. An additional feature to provide flexible options should be available for those willing to pay more. "

"This is a bad idea"

"this needs an explanation?"

"Uber already exists; there is no reason to reinvent uber for our community and take away something that the community actively relies on (public transportation that does not require a smart phone to use). "

"Uber exists for this. Unless this is competitively priced, this is removing accessible resources with no useful solution to replace them."
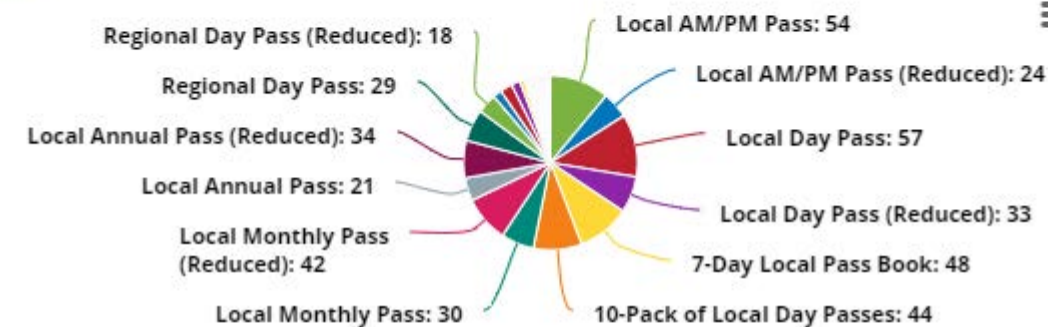
Promotional Fare Structure Survey

Survey for the general public to provide their input about the proposed GoZone six-month promotional fare. There were 217 total responses received.

Q5. If you are a current rider, what type of pass do you typically purchase?

217 answers

Pie | Bar

Regional Day Pass (Reduced): 18
Regional Day Pass: 29
Local Annual Pass (Reduced): 34
Local Annual Pass: 21
Local Monthly Pass (Reduced): 42
Local Monthly Pass: 30

Local AM/PM Pass: 54
Local AM/PM Pass (Reduced): 24
Local Day Pass: 57
Local Day Pass (Reduced): 33
7-Day Local Pass Book: 48
10-Pack of Local Day Passes: 44

- Local AM/PM Pass
- Local AM/PM Pass (Reduced)
- Local Day Pass
- Local Day Pass (Reduced)
- 7-Day Local Pass Book
- 10-Pack of Local Day Passes
- Local Monthly Pass
- Local Monthly Pass (Reduced)
- Local Annual Pass

1/5

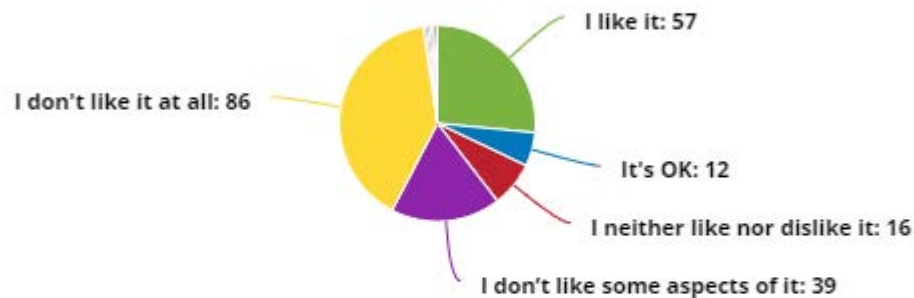DCTA | DENTON COUNTY TRANSPORTATION AUTHORITY

GoZone Service Plan Survey

Survey for the general public to let DCTA know what they think about the proposed on-demand rideshare service. There were 215 responses received.

Q1. What do you think of our proposed GoZone on-demand service plan?

215 answers

Pie | Bar

- I like it: 57
- I don't like it at all: 86
- It's OK: 12
- I neither like nor dislike it: 16
- I don't like some aspects of it: 39

Legend:
- I like it
- It's OK
- I neither like nor dislike it
- I don't like some aspects of it
- I don't like it at all
- I like it but have some reservations about it
- I like it. My young adult son, who has an intellectual disability and does not drive, wil...
- I'll give it a shot and decide after that.
- ou are targeting the wrong service!
- Seems you ought to conduct a survey of all riders who depend on the service. Not sur...
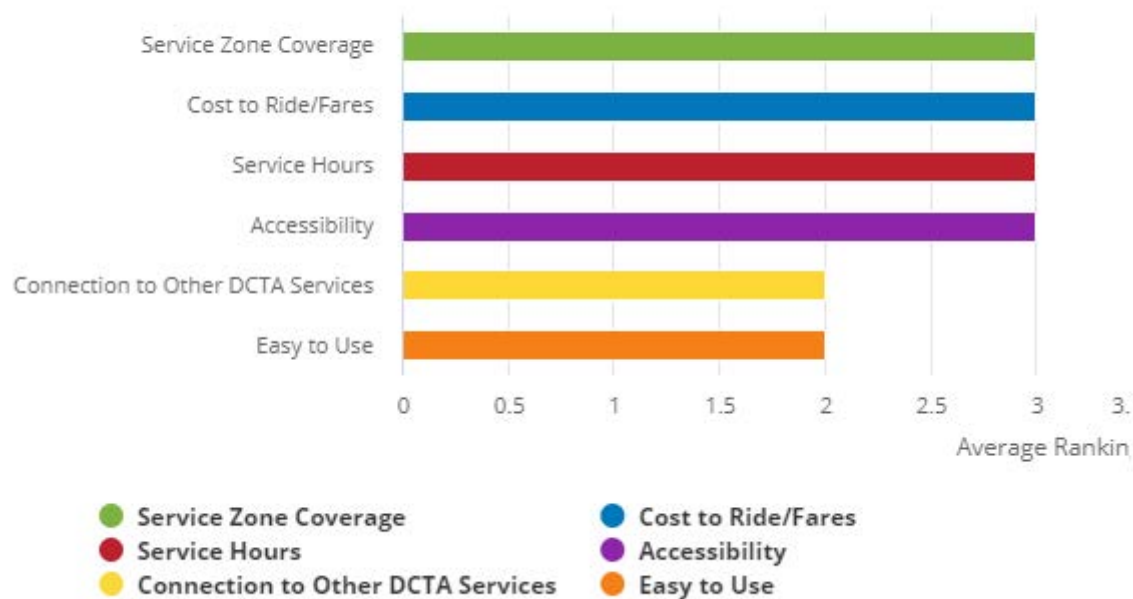
GoZone Service Plan Survey

Survey for the general public to let DCTA know what they think about the proposed on-demand rideshare service. There were 215 responses received.
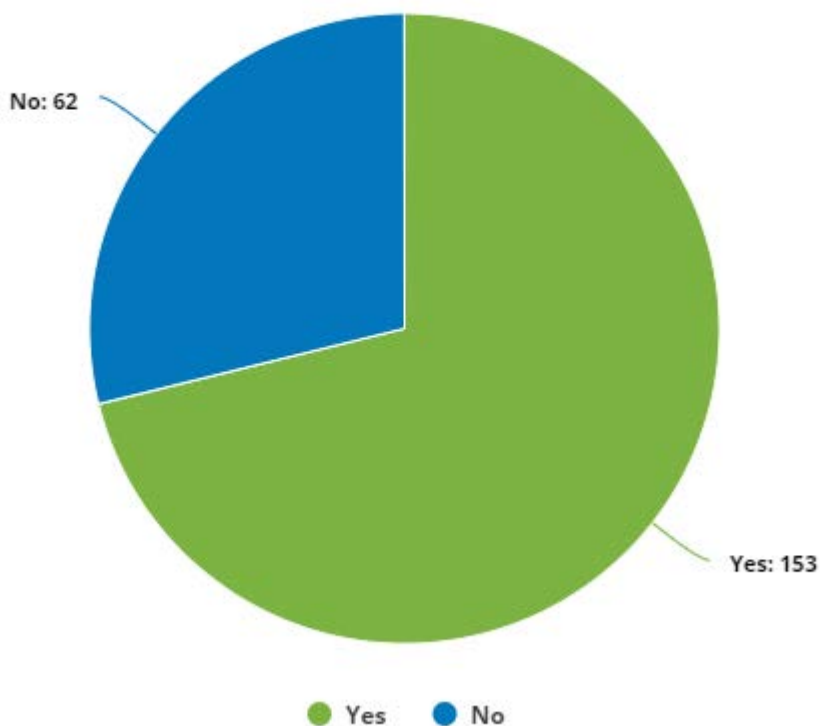
GoZone Service Plan Survey

Survey for the general public to let DCTA know what they think about the proposed on-demand rideshare service. There were 215 responses received.

Q3. Are you a current DCTA rider?

215 answers

Pie | Bar

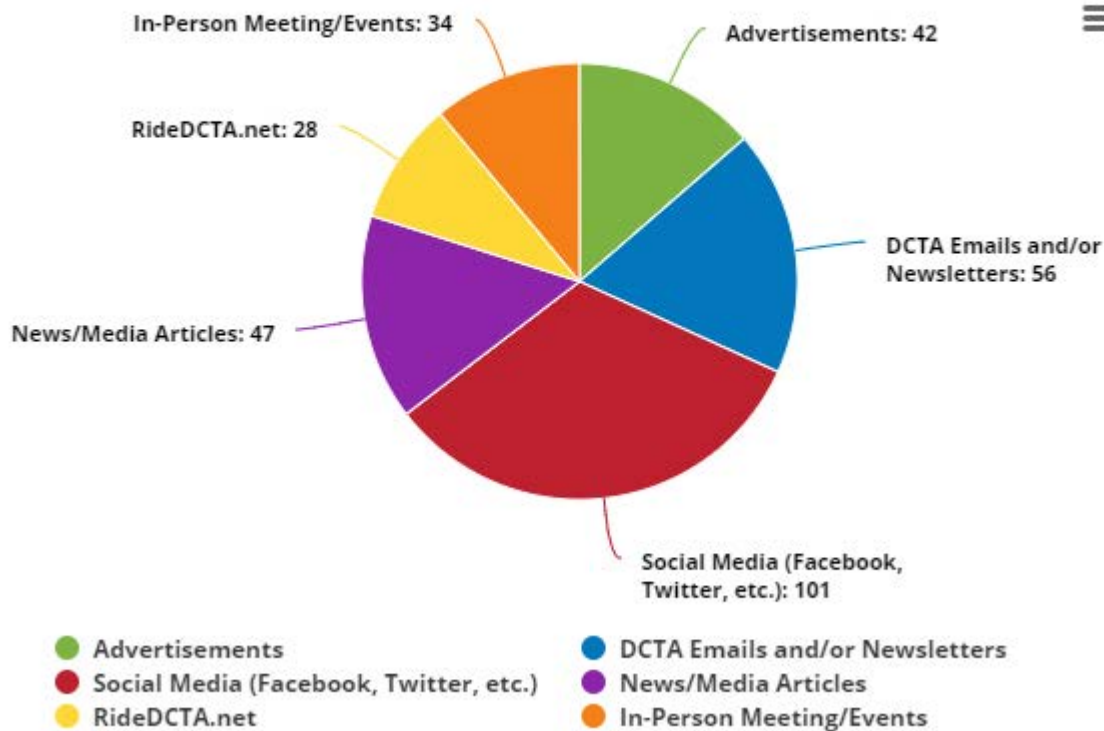No: 62

Yes: 153

● Yes ● No

GoZone Service Plan Survey

Survey for the general public to let DCTA know what they think about the proposed on-demand rideshare service. There were 215 responses received.

Q4. How did you hear about this site?

215 answers

Pie | Bar

In-Person Meeting/Events: 34
Advertisements: 42
RideDCTA.net: 28
DCTA Emails and/or Newsletters: 56
News/Media Articles: 47
Social Media (Facebook, Twitter, etc.): 101

- Advertisements
- Social Media (Facebook, Twitter, etc.)
- RideDCTA.net
- DCTA Emails and/or Newsletters
- News/Media Articles
- In-Person Meeting/Events
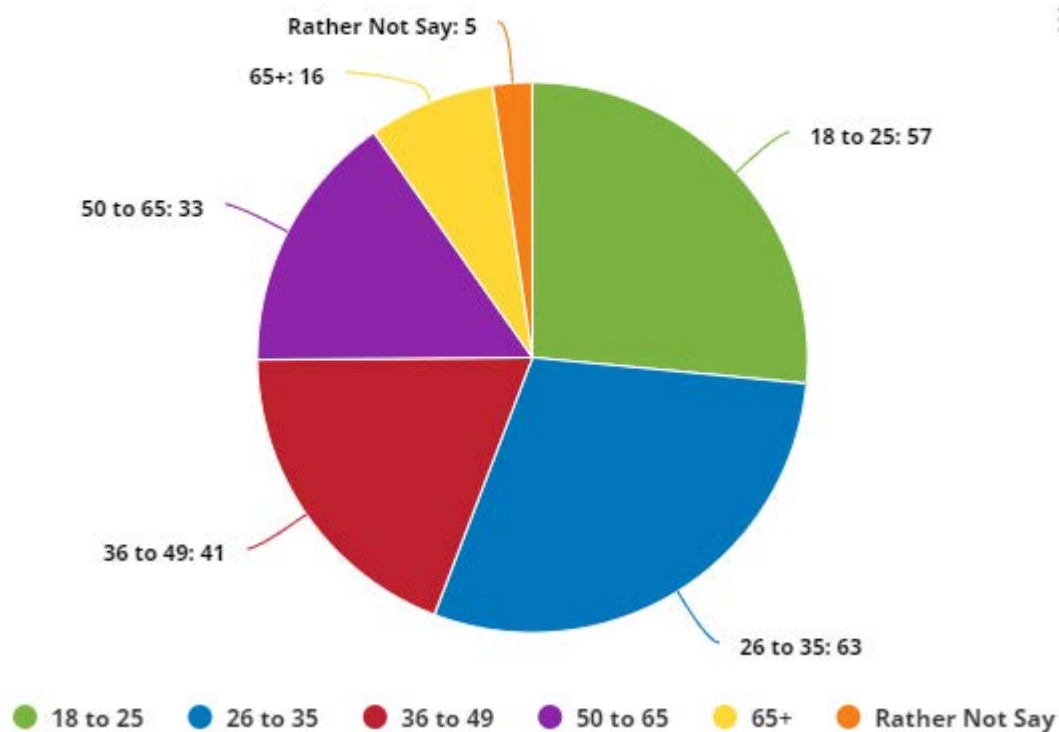
DENTON COUNTY TRANSPORTATION AUTHORITY

GoZone Service Plan Survey

Survey for the general public to let DCTA know what they think about the proposed on-demand rideshare service. There were 215 responses received.

Q5. Select Your Age Range

215 answers

| Pie | Bar |

- 18 to 25: 57
- 26 to 35: 63
- 36 to 49: 41
- 50 to 65: 33
- 65+: 16
- Rather Not Say: 5

Legend: ● 18 to 25 ● 26 to 35 ● 36 to 49 ● 50 to 65 ● 65+ ● Rather Not Say

ENGAGEMENT REPORT
MARCOM PROMOTION

4,467,232 TOTAL ADVERTISING IMPRESSIONS

30,865 PRINT MATERIALS (INSTALLED/DISTRIBUTION)

60 MEDIA ARTICLES SECURED

$173,695 PUBLICITY VALUE AND **92M** IMPRESSIONS

322,482 TOTAL SOCIAL MEDIA IMPRESSIONS

18,117 TOTAL FAN/FOLLOWER ENGAGEMENT

53 EMAILS DISTRIBUTED

14% AVERAGE OPEN RATE AND **1%** AVERAGE CLICK RATE

20 PARTNER FEATURES AND MENTIONS

PROMOTIONAL STRATEGY

In support of the public engagement process, staff developed a strategic plan to educate and garner engagement from all identified target audiences in preparation for the upcoming GoZone on-demand rideshare service launch in fall 2021. Targeted marketing, communications and outreach efforts are being implemented across the following groups: current and potential riders, general public, stakeholders and member cities, universities and school districts, homeless populations, unbanked individuals, and community groups.

Key goals for the GoZone public engagement process include:

- Strategic engagement of member cities at the micro and macro level
- Drive in-person and online engagement at DCTAfeedback.net
- Educate target audiences on proposed Via on-demand service plan and collect required feedback
- Comply with FTA public involvement and Title VI analysis requirements

Advertising (Digital and Print)

Staff developed and implemented a comprehensive media buy plan that included a variety of local print ads, digital ads, YouTube ads, email ads, native ads, Nextdoor ads, and print inserts to drive traffic to DCTAfeedback.net. In addition, staff implemented geofencing ads targeted to reach people in high-traffic locations in Denton County and near DCTA A-train stations/bus stops to reach our key target audience.

Print Collateral

Various promotional materials were developed for installation on DCTA vehicles, at A-train rail stations, and for distribution at in-person events to generate awareness for GoZone. The majority of all print collateral included a QR code with customized tracking URL links as well as Spanish translations.
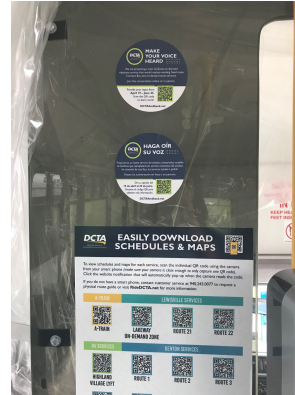
MAKE YOUR VOICE HEARD

We are proposing a new GoZone on-demand rideshare service that would replace existing fixed route Connect Bus and on-demand zone services.

Join the conversation online or in person.

PROVIDE YOUR FEEDBACK FROM **APRIL 19 – JUNE 25**

For information about in-person events, contact **mworthington@dcta.net**.

Scan the QR code or visit **DCTAfeedback.net** to learn more!

ENGAGEMENT REPORT
MARCOM PROMOTION

Public Relations

Staff conducted strategic media outreach for the GoZone public involvement process to local print, broadcast/radio and online media, and industry publications to secure media coverage to increase awareness of the proposed on-demand rideshare service and encourage public feedback.

Denton County: Assets Aplenty

From our own transportation system, to top-notch universities, to an historic courthouse square, Denton County has many bragging rights – all of which serve residents well.

Denton County asking for feedback on proposed rideshare service

5/12/2021

The Denton County Transit Authority is asking for public feedback on a proposed rideshare service called GoZone.

DCTA moving closer to on-demand GoZone service that replaces buses with vans

By Justin Grass Staff Writer jgrass@dentonrc.com   May 11, 2021   0

DCTA CEO Raymond Suarez and vice president of mobility services Nicole Recker present to the Denton County Commissioners Court on Tuesday.
Justin Grass/DRC

Home › Southern Denton County Local News

SOUTHERN DENTON COUNTY LOCAL NEWS

DCTA hosting virtual town halls for proposed on-demand rideshare service

By Mark Smith   May 27, 2021   101   0

DENTON COUNTY TRANSPORTATION AUTHORITY

Social Media and Email Marketing

Staff strategically targeted subscribers of its email marketing system to send various email messages to educate key audiences of the public involvement process and need for feedback. In addition, social media (Facebook and Twitter) and native ads (Outbrain platform) have been implemented to drive traffic to DCTAfeedback.net.

MAKE YOUR VOICE HEARD
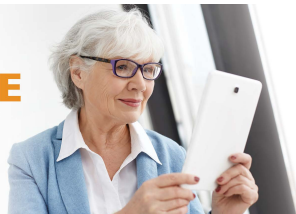
We want your feedback on our proposed GoZone on-demand rideshare service.
Join the conversation from April 19 – June 25.

Visit **DCTAfeedback.net** to learn more

HAGA OÍR SU VOZ

Queremos su opinión sobre nuestro servicio de traslados compartidos a pedido de GoZone.

Únase a la conversación del **19 de abril al 25 de junio** visitando **DCTAfeedback.net.**

HopOnBoardBlog.com • #RideDCTA

Share Your Thoughts on Cost to Ride GoZone

Join the conversation about our proposed GoZone fare promotion! Our fare structure will be slightly modified to accommodate the following:

- Removal of Connect Bus fixed route service and existing on-demand zones
- Addition of GoZone one-ride credits (based on the purchased ticket type) for the first six months after launching the new on-demand rideshare service

enRoute NEWS
A PASSENGER NEWSLETTER FROM DCTA

MAY 2021

We Need Your Input on our Proposed GoZone Service

Last month, we launched our public involvement process requesting your feedback on GoZone, our proposed majority on-demand service. Public input during this time is critical as we strive to improve mobility and livability in the communities we serve.

Head to DCTAfeedback.net to view our GoZone service plan in full and provide your input and suggestions on our interactive service map and Ideas wall. We're accepting feedback through June 25. Want to provide input in-person? Don't worry, we have plenty of face-to-face opportunities on our events page.

With the proposed GoZone service, pick-up and drop-off points will multiply compared to existing fixed route service. So not only do the proposed GoZones cover more territory, but they also provide more virtual stops which is a major convenience factor for users. Check out the "How it Works" link at DCTAfeedback.net to see each of the proposed zones in detail and take our quick "General Service Plan" survey.

Read More >

YOUR INPUT COUNTS

GOZONE ON-DEMAND SERVICE

How to Use DCTA's GoZone Ideas Wall

There are many ways to provide your feedback on our proposed GoZone on-demand rideshare service that will replace most of our existing fixed route Connect Bus service and on-demand zones. Today, we're focusing on the Ideas Wall!

The Ideas Wall on DCTAfeedback.net allows you to create a comment card to leave your feedback for the various topics featured. Think of it as an "online sticky note whiteboard" in which you can also join the conversation and respond to other user's comments. All submitted comments are subject to moderation and must follow Social Pinpoint's rules. The rules and consequences for breaking the rules can be found here.

Partner Mentions and Features

In addition to media relations, partner outreach was implemented and targeted towards DCTA's member cities, university partners, and local clubs and organizations to feature GoZone information in their respective publications.

UNT Student Affairs Web Mention

Denton County Transit Authority (DCTA)

Denton County Transportation Services (DCTA) provides transportation services to the cities of Denton, Hickory Creek, and the Grea services for no additional cost: UNT Campus Shuttles, NCTC Shuttles (Discontinued), Denton Connect Buses, and Lewisville Connec for discounted rates. Lastly, you can now purchase bus & rail passes on your smartphone with the GoPass app. GoPass services DC

Major Changes to DCTA Services: GoZone

On April 7, 2021, the DCTA Board of Directors approved the implementation of the GoZone service plan. The new GoZone service is previous) fixed route and on-demand zones. Passengers will use GoZone through the mobile app. Riders without smartphone acces Denton Transit Center. For more information, visit the GoZone information site.

Transit App: A DCTA Partner

DCTA partners with Transit, an app designed to provide you with up-to-date public transit options, trip planning options, and availabl The Transit app can be downloaded on your smartphone in the Apple Store or Google Play for Androids.

Lewisville Horizon City Newsletter

Denton County Transportation Authority seeking feedback

Denton County Transportation Authority (DCTA) is requesting public feedback on the agency's proposed GoZone on-demand rideshare service that will replace most of the agency's fixed-route service bus service.

The proposed GoZone on-demand rideshare service will cover areas currently served by fixed route and on-demand zones. In some cases, the proposed service will extend beyond the current service area and hours.

Individuals can give feedback on DCTA's proposed GoZone service plan and fare promotion at DCTAfeedback.net and at in-person events through June 25.

Highland Village Utility Bill Insert

Your Opinion Matters: Proposed Majority On-Demand Service

We need your feedback on our proposed on-demand service plan! We recently conducted extensive research on how to enhance our services and the research concluded that an on-demand service model is the most advantageous service for both our passengers and agency overall.

The proposed on-demand service covers areas that are currently served by fixed route and on-demand zones. In some cases, the proposed service will extend beyond our current service structure.

Below are key highlights of how the new on-demand majority service structure will impact other DCTA services:

- Connect Bus: All fixed-route Denton and Lewisville Connect Bus routes will be replaced with Via on-demand service except for Denton Connect Routes 3 and 7.
- Microtransit On-Demand Zones: Lewisville's Lakeway On-Demand and the DDTC Evening On-Demand Zones will also be replaced with proposed Via on-demand service.
- University of North Texas (UNT) Service: UNT Campus Shuttles and Late-Night Lyft program will remain in place as those services are determined on a contract basis.
- North Texas Xpress: Route 64 will be removed and not replaced as part of the proposed plan.
- Contract City Services: All other non-member city services will remain in place.

DCTA will conduct a robust engagement period in which feedback will be collected online and in-person from April 19 through June 25. We're estimating to launch the proposed on-demand service on September 7. However, any modifications to our plan could delay the launch date.

Visit DCTAfeedback.net to view the service plan, participate in online forums, download helpful resources and more starting April 19.

KRLD Media Partner Facebook Mention

NewsRadio 1080 KRLD AM
May 12 at 3:00 PM ·

The Denton County Transit Authority is asking for public feedback on a proposed rideshare service called GoZone.

AUDACY.COM
Denton County asking for feedback on proposed rideshare service
The Denton County Transit Authority is asking for public feedback on a proposed rideshare ser...
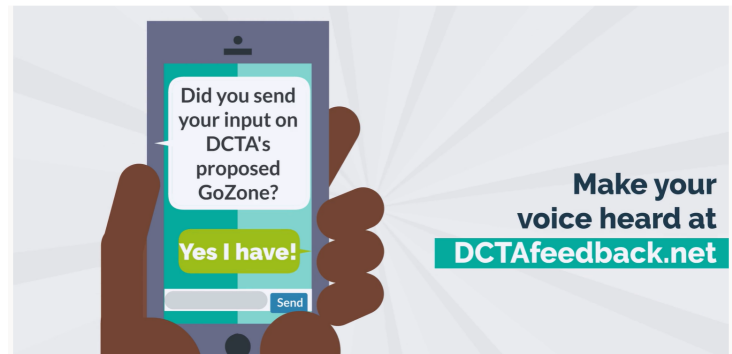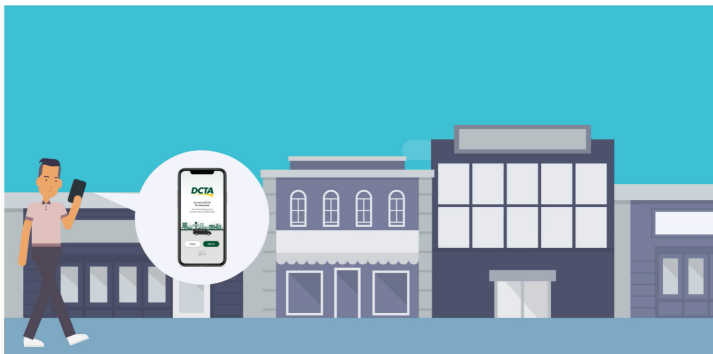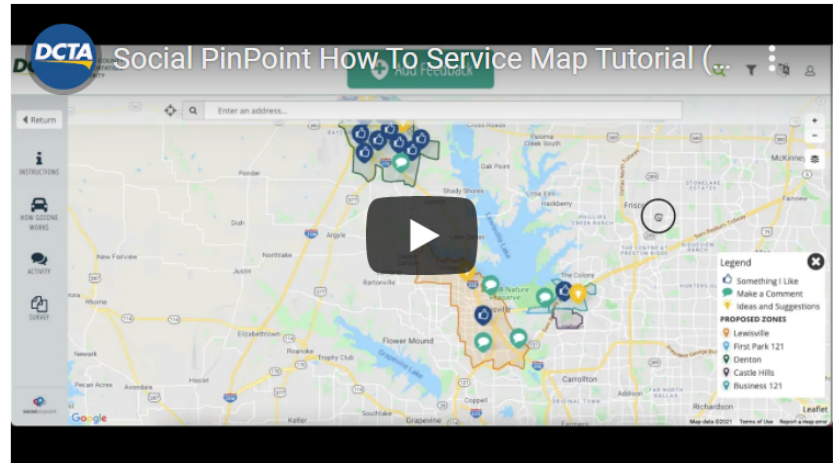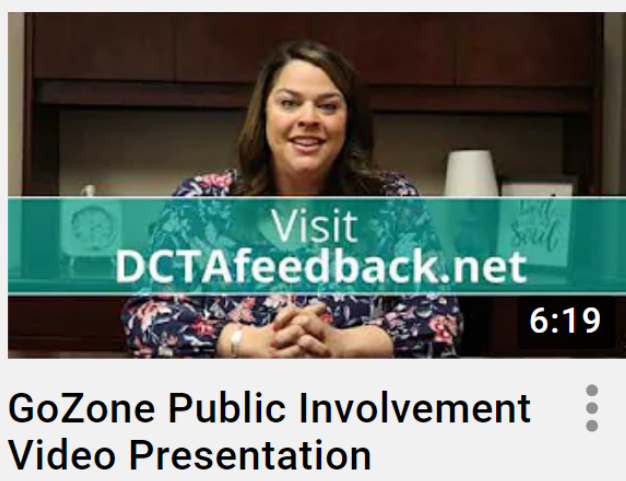
Video Production

Staff has created a suite of informational videos being used to promote the open public involvement period and providing how-tos for navigating DCTAfeedback.net.

GoZone Public Involvement Video Presentation

Social PinPoint How To Service Map Tutorial

Did you send your input on DCTA's proposed GoZone?

Yes I have!

Make your voice heard at DCTAfeedback.net

Your input matters for our proposed GoZone on-demand rideshare service.

DENTON COUNTY TRANSPORTATION AUTHORITY