

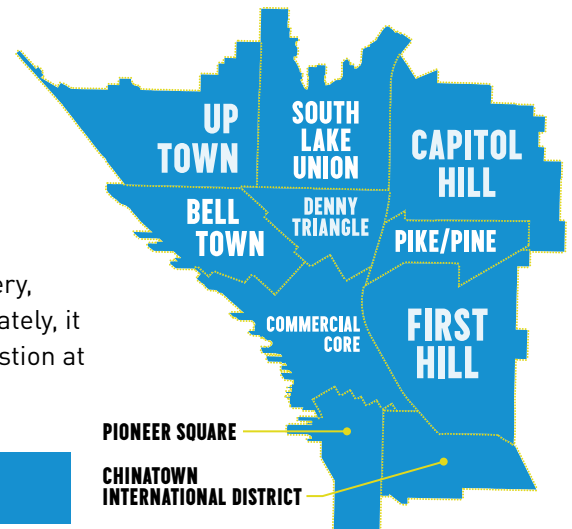
FLIP YOUR TRIP CENTER CITY PROGRAM HIGHLIGHTS

APRIL 2023—JUNE 2023



The Flip Your Trip Center City campaign focused on promoting alternatives to driving among regional residents who travel frequently to the center city and do not receive commuting benefits from their employers. The campaign invited eligible participants to take a pledge to flip their trip and offered \$25 in mobility credits for transit, scooter share, and bike share, as well as additional travel options support.

Coinciding with the broader trend of downtown activation and pandemic recovery, this campaign took a proactive approach to reaching its target audience. Ultimately, it sought to highlight the center city as a desirable destination and reduce congestion at the same time.



PROGRAM GOALS



Build awareness among frequent center city travelers about travel options (primarily transit, but also including shared micromobility as an extension of the network).



Strengthen participants' personal commitments to flipping their trip by inviting them to pledge to use transportation options.



Motivate commuters to choose transit (or other related options) when traveling to the center city.



Create social norms to encourage others by sharing participant testimonials and statistics.



Provide support about transportation options to commuters who don't receive it from their employers.

PROGRAM OUTPUTS



13,000+
TRIPS FLIPPED



2,300+
REGISTERED
PARTICIPANTS



950+
TRANSIT GO TICKET
(TGT) USERS



1,300+
ORCA CARDS
DISTRIBUTED



"I RECENTLY MOVED TO SEATTLE FROM AN AREA WITHOUT A TRANSIT SYSTEM. I WASN'T USED TO USING PUBLIC TRANSIT, SO WHEN I FIRST MOVED I DROVE EVERYWHERE. AFTER ABOUT A MONTH, I BRANCHED OUT AND STARTED USING THE BUS INSTEAD! I QUICKLY REALIZED HOW MUCH EASIER IT IS TO USE THE BUS THAN DRIVE. I LOVE NOT HAVING TO FIND PARKING OR BRAVE TRAFFIC!"

► Hannah from Central District

PROGRAM OFFERINGS & REACH



FREE MOBILITY CREDIT

\$25 in free mobility credit for transit and shared micromobility



TARGETED ADS

65,000,000+ impressions
21,000+ clicks



NEWSLETTERS TO PARTICIPANTS

45 newsletters
5,000+ reads



FLIP YOUR TRIP VIDEOS

The campaign team filmed a series of social media videos to encourage car-free trip making to various center city destinations, including Capitol Hill, the Chinatown-International District, Westlake, and Pike Place Market.

EQUITY IN ACTION

Targeted Ads to Intended Audience: By reaching the target audience (non-office and small business workers who don't receive commuter transit benefits) through demographically and geographically targeted advertisements, Flip Your Trip Center City was able to directly engage people who might not be otherwise aware of SDOT's work and offerings. Program participants were from 12 different Washington counties.

Community Consultation: As part of campaign planning, the team hired [Villa Comunitaria](#) and the [Asian Pacific American Labor Alliance](#) to engage their constituents through focus groups to help inform the program offerings and support.

Multilingual Programming: In-language program offerings and participant support for ORCA users in 6 languages: Amharic, Korean, Spanish, Tagalog, Traditional Chinese, and Vietnamese.

Community Outreach & ORCA Card Distribution: To better reach the target audience, the Flip Your Trip team provided transportation support at Villa Comunitaria's Dia de las Familias Resource Fair in South Park in June 2023, providing Spanish and Vietnamese interpreters, 100 adult ORCA cards loaded with \$25, 50 Free Youth ORCA cards, and representatives of SDOT Public Space team.



↑ Digital ad provided in language



LESSONS LEARNED

Campaign research is valuable. The team worked with community-based organizations to learn directly from their constituents how to make the campaign useful and compelling to the audience. Learnings informed the campaign design and messaging.

Digital advertising is flexible and affordable. After noticing poor performance among the campaign banner ads, the team switched to targeted social media ads, resulting in an almost twofold increase in reach.

An app-based subsidy does not work for everyone. The West Seattle Flip Your Trip campaign revealed the importance of providing participants the option to access the transit subsidy in the format that was best for them. For this campaign, participants had the option of choosing an ORCA card or the Transit GO Ticket (TGT) app. The ORCA card option did not require technological or English language literacy.

Increasing transparency supports participant choice. When the team clearly communicated the pros and cons of both ORCA and TGT at the beginning of sign-up process, participants were much more likely to chose ORCA as their subsidy.

Participation by subsidy, per campaign:

	TGT	ORCA
Center City	42%	58%
West Seattle (Previous campaign, 7/21-9/22)	93%	7%

← Sal the SpokesSalmon interacts with attendees during Villa Comunitaria's event to bring awareness to the Flip Your Trip offerings.

For more information about Flip Your Trip and SDOT's Transportation Options team, visit tinyurl.com/SDOToptions.