

# FLIP YOUR TRIP WEST SEATTLE PROGRAM HIGHLIGHTS

JULY 2021—SEPTEMBER 2022



The March 2020 closure of the West Seattle High Bridge eliminated the primary route to and from West Seattle, which had carried over 100,000 daily vehicle trips.

Flip Your Trip addressed the closure with a multi-faceted travel options program that provided support to West Seattle residents and communities impacted by detour traffic.

## PROGRAM GOALS



**Reduce drive-alone travel in and out of West Seattle** to maintain limited road capacity for essential uses.



**Encourage, support, and increase the use of transportation options** in and out of and around West Seattle.



**Sign up at least 8,000 participants** who live or work in West Seattle, South Park, or Georgetown.



**Support communities impacted by detour-related traffic congestion** through mobility subsidies and support.

## PROGRAM OUTPUTS & SURVEY RESULTS



**~50,000  
TRANSIT TRIPS  
TAKEN**



**11,000+  
REGISTERED  
PARTICIPANTS**

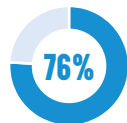


**5,500+  
TRANSIT GO  
TICKET USERS**



**~800  
ORCA CARDS  
DISTRIBUTED**

### POSITIVE IMPACTS



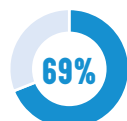
Used **non-drive alone travel options more often** because of Flip Your Trip.



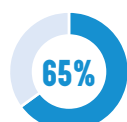
Felt **more confident and/or knowledgeable** using those travel options.



Used **different travel options for the first time** ever or in a long time.



Said the **financial resources made more travel options possible**.



Said the support and/or tools **made travel options work better** for them.

### POSITIVE EXPERIENCES



Were **satisfied** with Flip Your Trip.



Felt the **City of Seattle was helping people** during the bridge closure.

**“IT WAS A GREAT WAY TO EXPLORE PUBLIC TRANSIT OPTIONS THAT I MAY NOT HAVE USED OTHERWISE.”**

► Participant survey response



### POSITIVE EQUITY OUTCOMES

Post-program survey analysis revealed **more favorable experiences and outcomes** among two key equity groups (BIPOC participants and participants from geographically disadvantaged communities), when compared to participants overall.

# PROGRAM OFFERINGS & REACH



## FREE TRANSIT CREDIT

**\$25** in credit for signing up



## DIRECT MAIL POSTCARDS

**68,000+** sent



## DIGITAL ADS

**12,000,000+** impressions

**17,000+** clicks



## OUTREACH AT EXISTING COMMUNITY EVENTS

**3,200** people reached

**29** community events



## NEWSLETTERS TO PARTICIPANTS

**139** newsletters

**71,000+** unique reads



## CUSTOM EVENTS WITH COMMUNITY PARTNERS

**13** custom events

**467** attendees

↓ **Custom event:** Low- and no-cost mobile bicycle repairs with Bike Works



**"THANK YOU, SAL, FOR BEING A BRIGHT SPOT IN MY INBOX."**

▶ *Tracy, participant*



↑ **Direct mail postcard**

↓ **Digital ad** provided in language



↑ **Custom event:** West Seattle Bicycle Experience with Black Girls Do Bike and Rainier Riders



↑ **Custom event:** West Seattle Pride Ride with The Bikery

**"I GOT RIDE CREDITS AT A TIME WHEN I WAS EXTREMELY LOW ON MONEY ... LITERALLY SAVING ME MY JOB!"**

▶ *Participant survey response*

## EQUITY IN ACTION

Flip Your Trip aimed to reach historically marginalized communities, and mitigate traffic and mobility impacts on those communities, through program design and implementation:

In-language program offerings in **8 languages:**

- Spanish
- Vietnamese
- Korean
- Simplified Chinese
- Traditional Chinese
- Khmer
- Oromo
- Somali

Collaborations with **10 community organizations** reaching **299 community members:**

- Bike Works
- The Bikery
- Black Girls Do Bike
- Cascade Bicycle Club
- Duwamish Valley Safe Street
- Peace Peloton
- Rainier Riders
- Sound Generations / Senior Center of West Seattle
- Hopelink
- Villa Comunitaria

For more information about Flip Your Trip and SDOT's Transportation Options team, visit [tinyurl.com/SDOToptions](https://tinyurl.com/SDOToptions).