

FLIP YOUR TRIP SUMMER 2025 CAMPAIGN HIGHLIGHTS

JULY—SEPTEMBER 2025



This work expands the City of Seattle's Transportation Demand Management (TDM) programs and supports the Seattle Climate Change Response Framework's target of 9 out of 10 trips using carbon-zero options by 2030.

The Summer 2025 campaign responded to WSDOT's Revive I-5 travel impacts. Revive I-5 is a multi-year construction project to repave and repair the I-5 Ship Canal Bridge and includes both full and partial closures. The Ship Canal Bridge carries approximately 240,000 daily trips during normal travel periods.

CAMPAIGN GOALS



Increase understanding of travel options among focus audiences.



Build awareness of summer 2025 traffic impacts [WSDOT's Revive I-5].



Educate focus audiences about non-drive alone options, especially transit, by providing resources and support.



Build long-term, sustained use of non-drive alone travel options among campaign participants.

AUDIENCES

Audiences include people traveling to and from the greater downtown Seattle area (commuters, visitors, and residents). Focus audiences include non-office workers and employees of small or medium-sized businesses.

PROGRAM OUTPUTS

13,807
TRIPS PLEDGED*



11,000+
TRANSIT TRIPS
TAKEN



4,000+
PARTICIPANTS



~6,000
TRIPS USING
TRANSIT GO TICKET



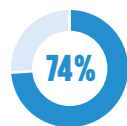
5,000+
ORCA CARD
BOARDINGS

*Participants pledged to flip drive-alone trips to other modes (bike, walk, carpool, transit, scooter, telecommute).

SURVEY RESULTS

Survey respondents reported the following:

POSITIVE IMPACTS



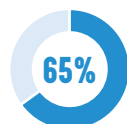
Used **non-drive alone travel options more often** because of Flip Your Trip.



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



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.



Would recommend Flip Your Trip to others.

"THE ENCOURAGEMENT, THE REMINDERS, AND THE PRIZES PROVIDED THE NECESSARY IMPETUS. THANK YOU!"

► Survey respondent comment

Survey response rate: **26%**

PROGRAM OFFERINGS & OUTCOMES

TRANSIT CREDIT



\$25 in transit credit offered for signing up

3,400 participants received transit credit

DIGITAL ADS



2,000,000+ impressions

10,000+ clicks

VIDEO VIEWS



120,000+ watchthroughs

WEBSITE



22,000+ visitors

4,000+ pledges made

CAMPAIGN NEWSLETTERS



489 participants opted-in to receive newsletters

47.9% open rate (industry average: ~30%)

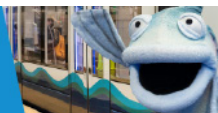
¡DEJA ATRÁS EL TRÁFICO DE SEATTLE!

¡COMPROMÉTETE Y RECIBE HASTA \$25 EN TARIFAS DE TRANSPORTE!

FLIPYOURTRIP.ORG

King County METRO

Seattle Department of Transportation



↑ **Digital ads** created in English and Spanish. Follow-up ads were shown to campaign participants to encourage behavior change. →

NEIGHBORHOODS SUPPORTED THROUGH THIS CAMPAIGN:

- ▶ Belltown
- ▶ Chinatown/International District
- ▶ Denny Triangle
- ▶ Downtown
- ▶ First Hill
- ▶ Pioneer Square
- ▶ SODO
- ▶ South Lake Union
- ▶ Uptown
- ▶ Waterfront
- ▶ West Capitol Hill

HAVE YOU FLIPPED YOUR TRIP YET?

PLEDGE AND CLAIM UP TO \$25 IN TRANSIT FARE!

King County METRO

Seattle Department of Transportation

FLIPYOURTRIP.ORG



SPANISH LANGUAGE PLEDGES:



198

TRIPS PLEDGED



54

PLEDGES COMPLETED

EQUITY-FOCUSED SURVEY INSIGHTS

41% of respondents identified with a race other than white. Among those respondents, significant outcomes include:



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



Participated in Flip Your Trip to **navigate around major events** (concerts, sports festivals).

1 IN 3



Would like to see new experiences that teach how to use transit (such as a field trip by bus) as part of the Flip Your Trip program.



POSITIVE EXPERIENCES

Participants who identified as a race other than white were **15 percentage points more likely** to report that Flip Your Trip helped overcome fears or concerns about using travel options than white participants.

LESSONS LEARNED

Transit credits are very attractive to program participants.

Rapid uptake of transit credits (Over 200 requests a day) should be used to inform future campaign planning.

Paid digital advertising is a cost-effective way to increase awareness and engagement, and allows for audience-specific marketing (mode, language, geography).

Newsletters saw very strong engagement and supported long-term behavior change. Opt-out would be a much more effective approach to opt-in.

