



# Flip Your Trip Center City Campaign

Program Highlights – Top 5



Seattle is a thriving equitable community powered by dependable transportation. We're on a mission to deliver a transportation system that provides safe and affordable access to places and opportunities.

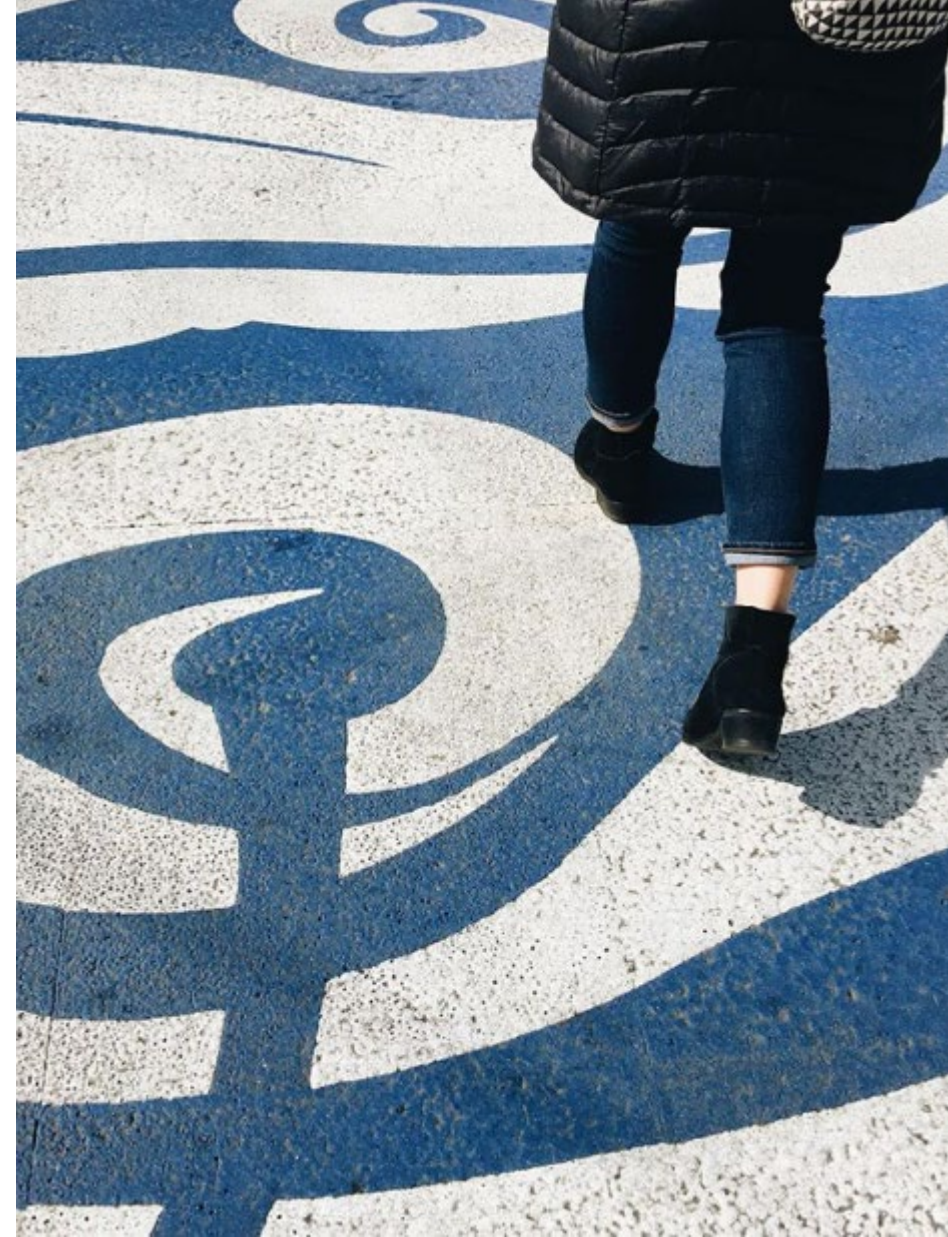
### **Core Values & Goals:**

Equity, Safety, Mobility, Sustainability, Livability, and Excellence.



# Agenda

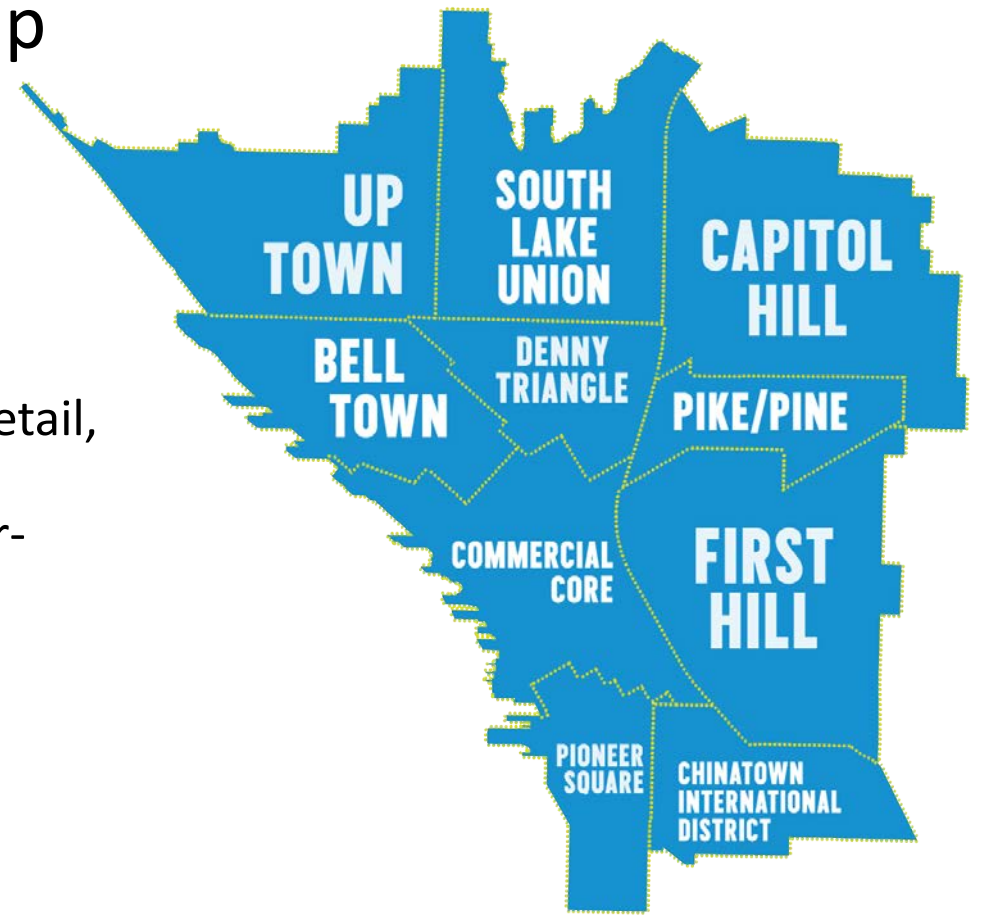
- Context
- Campaign implementation
- Top 5 key results takeaways
- Q&A





# Flip Your Trip Campaign – overview

- Smaller, more targeted version of the Flip Your Trip West Seattle information and incentives campaign with a narrower audience focus:
  - Frequent travelers to Center City (1+ trip/week)
    - Workers at non-office workplaces, including service/retail, janitorial, food service, healthcare, etc.
    - Workers at small businesses that don't offer employer-based subsidies
- 3 month campaign: April – June 2023
- Considerations related to Downtown Activation Plan



# Flip Your Trip Campaign – goals



**Build awareness** about travel options



**Motivate** commuters to choose transit when traveling to the center city



**Strengthen personal commitments** to flipping their trip



**Create visible social norms** around taking travel options



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

# Flip Your Trip Campaign – approach

**Marketing:** Using only digital ads, the campaign reached a regional audience

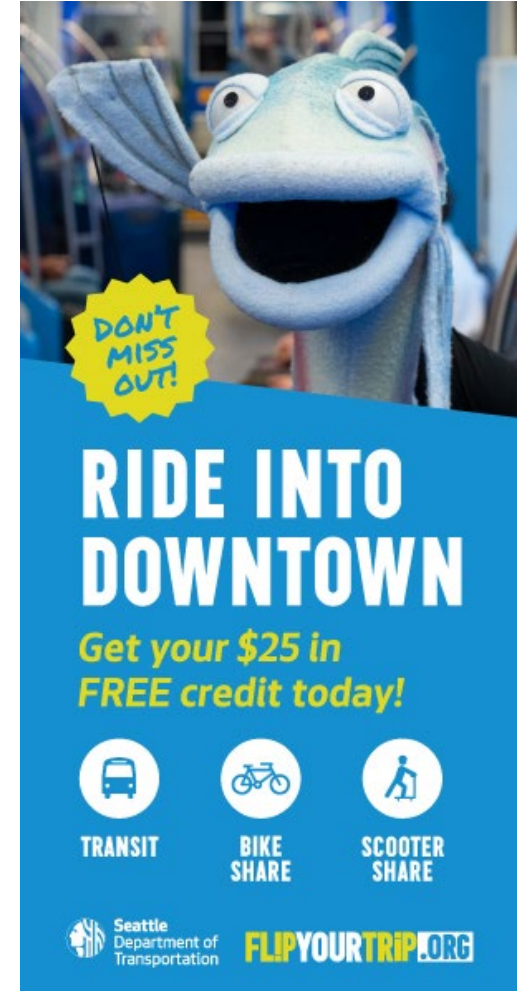
- Targeted digital ads based on location and intended audience
- Used banner ads and social media ads
- Ads were translated in 7 languages (CoS Tier 1 languages)



## DIGITAL ADS

**6,500,000+** impressions

**~21,000** clicks



# Flip Your Trip Campaign – approach, cont'd

**Pledge:** The campaign invited participants to make (and share) a pledge to use transportation options

**Incentive:** The campaign offered a \$25 mobility subsidy through either method:

- Mailed pre-loaded ORCA card
- Mobility credit via TransitGO App, including access to rewards and micromobility rides



# Flip Your Trip Campaign – approach, cont'd

**Support:** Participants received periodic email newsletters with information, encouragement, resources, and offers of support



## NEWSLETTERS TO PARTICIPANTS

**45** newsletters

**5,000+** unique reads



# Program outcomes



**13,000+**

**TRANSIT TRIPS  
TAKEN**



**2,300+**

**REGISTERED  
PARTICIPANTS**



**950+**

**TRANSIT GO  
TICKET USERS**



**1,300+**

**ORCA CARDS  
DISTRIBUTED**

# Lessons Learned – Top 5

- 1/ Campaign research is valuable
- 2/ Use targeted advertising as equity approach
- 3/ Digital advertising is flexible and affordable
- 4/ An app-based subsidy does not work for everyone
- 5/ Increasing transparency supports participant choice

# Questions?

Feel free to reach out:

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