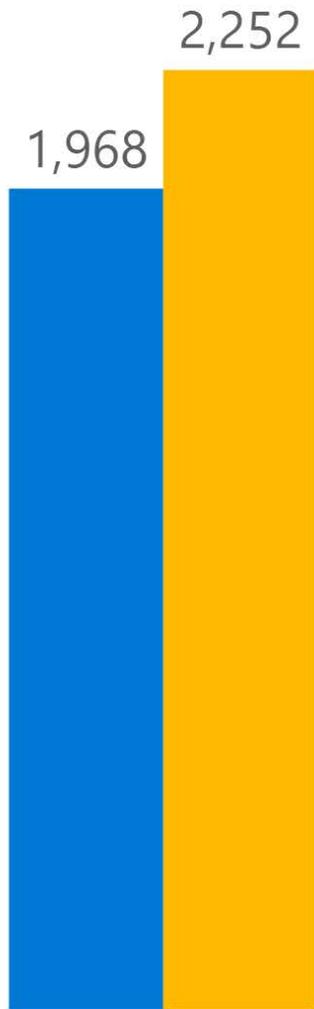


Switch Your Trips Participants

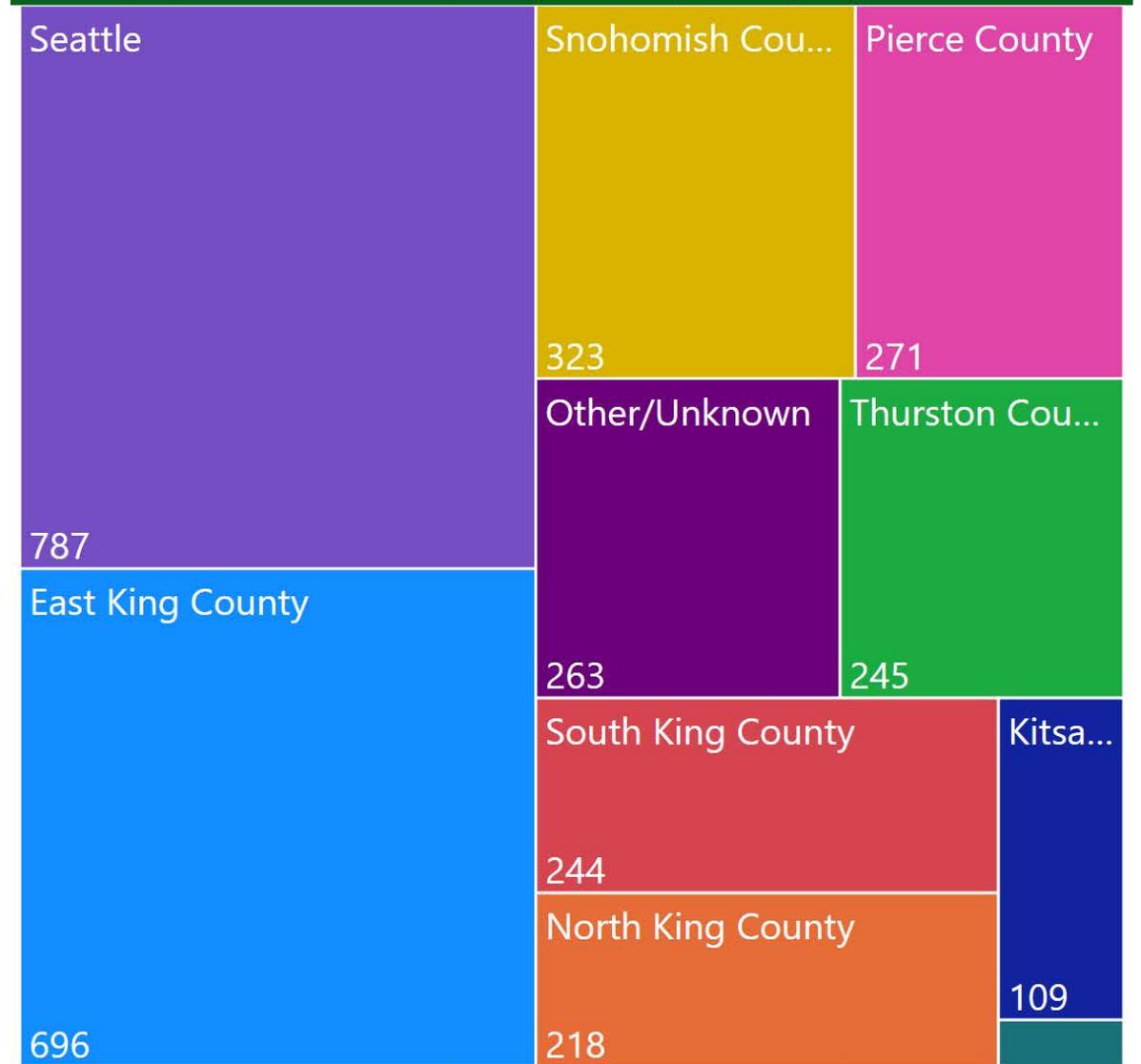
● October 2024 ● October 2025



YOY Growth

14%

2025 Switch Your Trips Participants by Region



Participant is anyone who logged at least one trip using a qualifying mode (bike, carpool, transit, vanpool, etc.)

Trips Logged Qualifying Modes

● October 2024 ● October 2025

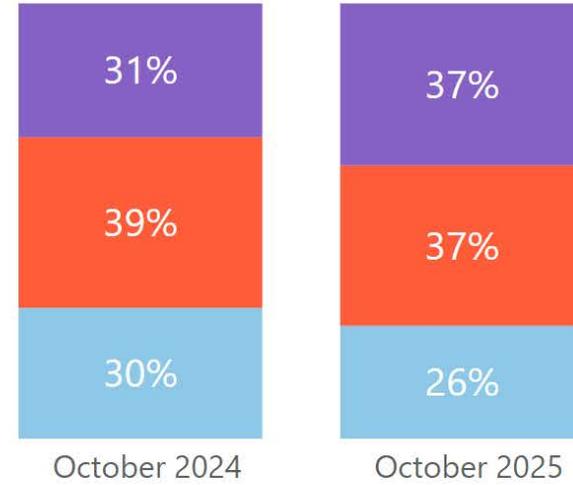


YOY Growth

14%

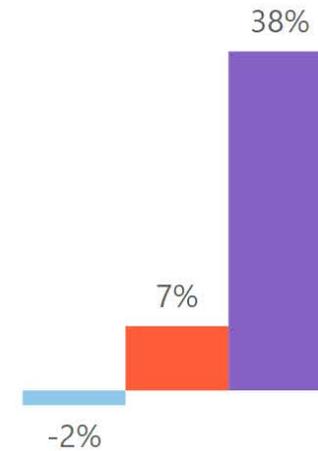
Mode Split Comparison

● Bike/Walk/Roll ● Carpool/Vanpool ● Transit

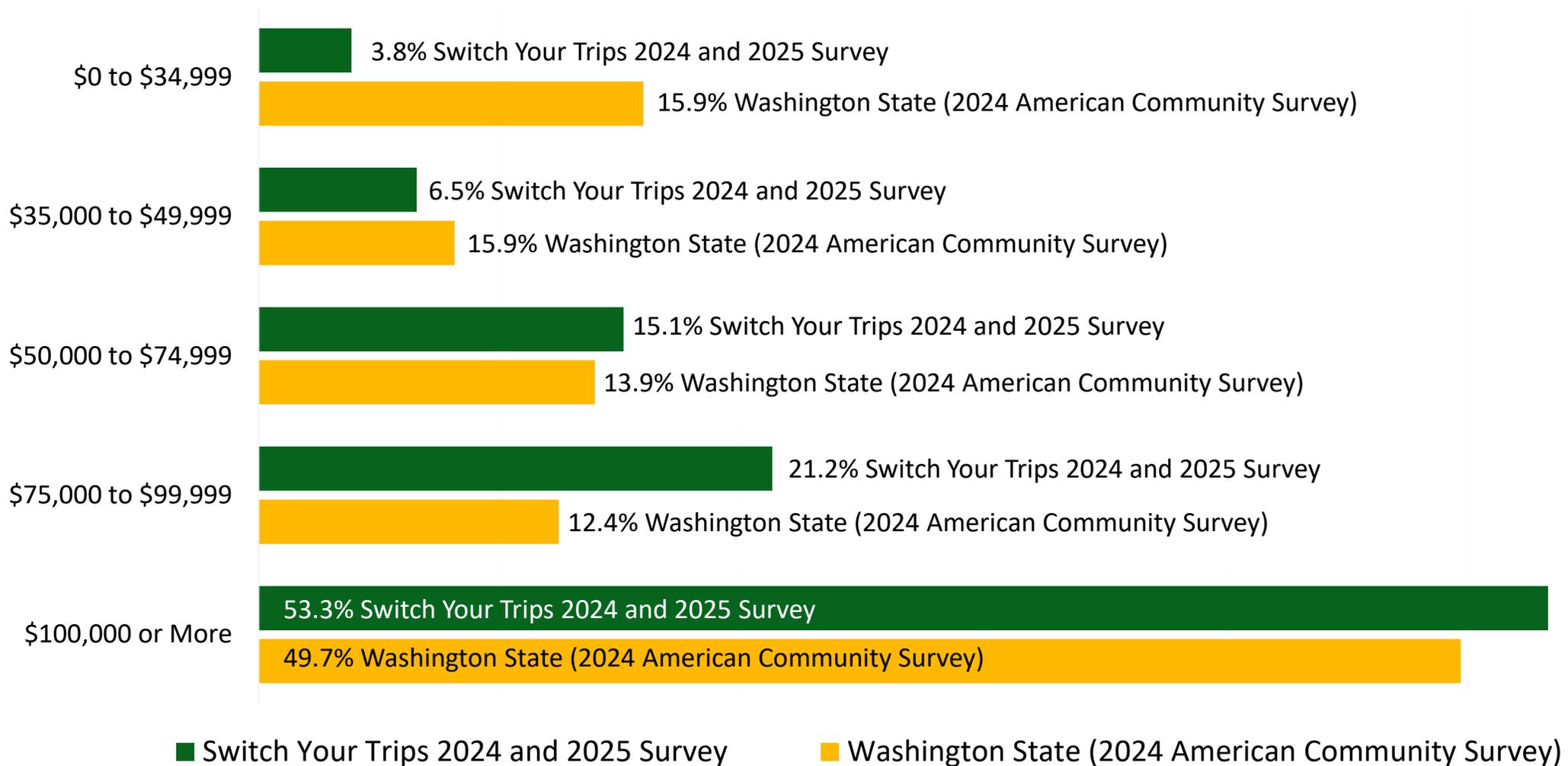


Trips Logged Growth by Mode Group

● Bike/Walk/Roll ● Carpool/Vanpool ● Transit



Household Income - Switch Your Trips vs. Washington State



Notes: If survey respondents are a fair representation of Switch Your Trip participants, then in both 2024 and 2025, higher income households are overrepresented among Switch Your Trip participants when compared to all of Washington state per the 2024 American Community Survey data. The largest delta is the \$75K-\$99K range, which is by no means affluent. The channels through which we promote Switch Your Trips tend to reach individuals with relatively higher incomes. What can we do to reach lower income households?