



**WASHINGTON STATE
RIDESHARING ORGANIZATION**

Switch Your Trips WA

Take the Challenge. Earn Rewards. Make Washington Healthier.

- Replaced Wheel Options campaign, discontinued in 2020
- All-trips campaign, not just commute trips
- Outreach primarily conducted through CTR networks
- Large prizes as incentives, including \$1,500 and e-bikes

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2019

- 14 Jurisdictions
- 38 Prizes
- \$3,400 Value

2024

- 19 Jurisdictions
- 155 Prizes
- \$12,275 Value
- 2 Sponsors

2025

- 20 Jurisdictions
- 146 Prizes
- \$21,000 Value
- 3 Sponsors

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“I like the campaign as it makes me think about the different ways that are available for me to choose for commuting.”

“It was really effective! It encouraged me to start logging my trips, seek out non-drive alone options, and begin commuting by bus regularly!”

“The prizes are great, but it's also its own reward. I was definitely interested in the e-bike!”

“This campaign introduced me to this platform, and I enjoyed logging my trips and truly visualizing the positive individual and collective impact my fellow sustainable trip commuters and I are making.”

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“In addition to monetary prizes, awards such as free service on bicycles, free bicycles/upgrades at the awardee's discretion would be valuable!”

“Provide prizes that emphasize the purpose of the campaign: bicycle shop certificates or bike gear, light up or reflective gear for riding, walking, or waiting at the bus stop; umbrellas.”

“I think doing more campaigns throughout the year would increase participation if people have more chances to win even smaller prizes.”

“More outreach to large companies. My company does not re-imburse for Orca card useage.”