

# FLIP YOUR TRIP TICKET-STREAK CAMPAIGN

The Seattle Department of Transportation (SDOT) created the FLIP YOUR TRIP initiative to incentivize people living in West Seattle to use public transportation during the planned year of maintenance which closed the West Seattle Bridge. For the final 45 days of FLIP YOUR TRIP, Velocia and ALTA Planning developed and piloted a segmentation feature on the rewards platform to increase ridership by offering weekly challenges customized to customer personas ridership patterns.



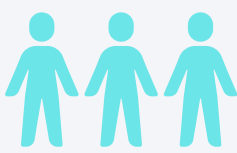
**55% OF TARGETED RIDERS MAINTAINED OR INCREASED RIDERSHIP**



**360% INCREASE IN TRANSIT TICKET ACTIVATIONS POST BRIDGE REOPENING**

## HOW IT WORKS?

Each rider was segmented into specific target groups. These target groups were determined by the number of transit ticket activations achieved during the previous month, with this sample taken between August 11th – September 11th, 2022.



**Rare Riders**

Rides Taken in Previous Month: 0-16  
Target to Earn Rewards: 2 rides/week



**In-Frequent Riders**

Rides Taken in Previous Month: 17-23  
Target to Earn Rewards: 6 rides/week



**Frequent Riders**

Rides Taken in Previous Month: 24-32  
Target to Earn Rewards: 8 rides/week

## REWARDS FRAMEWORK

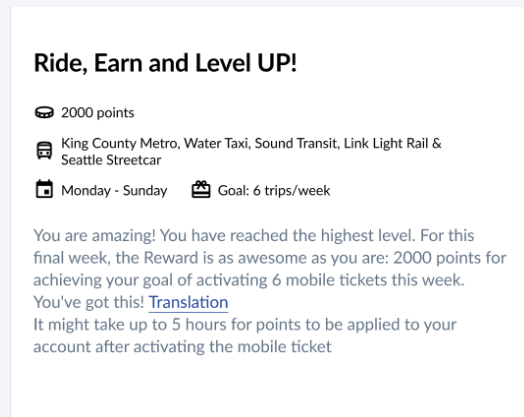
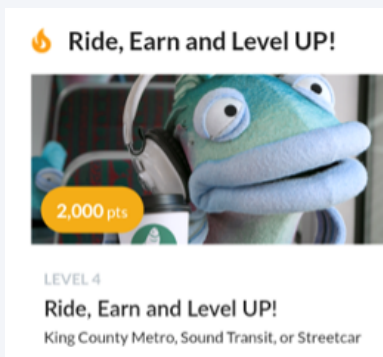
### TAILORED TARGETS



Each segment had a unique target for the number of ticket activations per week they needed to complete to trigger a reward. Targets increased as ridership increased, providing a scaled challenge based on specific ridership patterns.

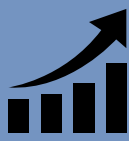
When a rider completed their target activations each week - in addition to being rewarded - they advanced to a higher earning level for the following week, providing an opportunity to earn additional points.

**SCALING REWARD AMOUNTS**



## RESULTS

With the Ticket-Streak campaign completed, Velocia compared each segments ridership behaviors across both periods to determine the effect of the program.



### Increased ridership

- **30% of riders increased** their transit usage. They **increased** their mobile ticket activations by **360%** during the period of the Ticket-Streak campaign.
- **47% of trips** were taken by net-new riders.



### High Rider Retention

- **55% of riders** in the program continued to use public transit.
- Rider retention exceeded expectations as the majority of riders were expected to return to single occupancy vehicles use with the bridge reopening.

## CONCLUSION

- Tailored rider segmentation can meaningfully influence rider behaviors.
- **360% increase** in transit activations shows the potential to retain riders, and increase their engagement with the transit systems around them
- Both net-new and existing riders showed a change in behavior, demonstrating the ability for segmentation to influence multiple segments within a single program.

## CONTACT US

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