

# PUBLIC CAMPAIGN “PLAY AND RIDE”

> *AN INNOVATIVE CAMPAIGN FOR KING COUNTY METRO*

Presented by

Ecaterina Sura





# INTRODUCTION

## PROBLEM

- Post-COVID-19 public transport decline;
- High atmospheric emissions from transportation;

## TARGET AUDIENCE

High school students - a key passenger category

## VISION

To reinvigorate interest in public transportation through 'Play and Ride' – a gamified public campaign for King County Metro.

## GOAL

Adopting eco-friendly, public transportation through play

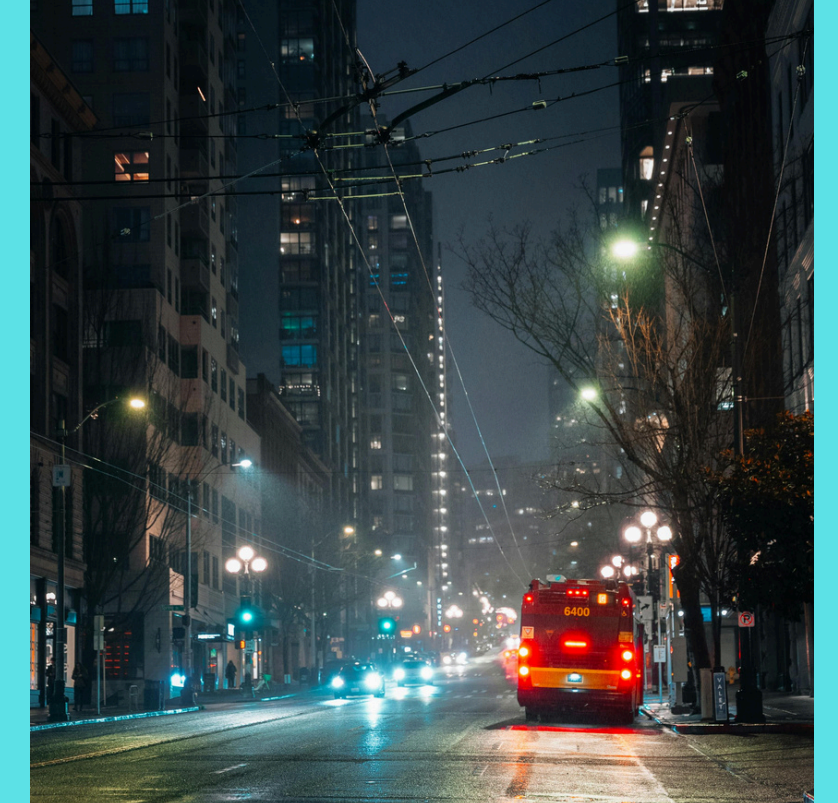




# BACKGROUND & BENEFICIARIES



*AN IDEA INSPIRED BY THE NEED TO INCREASE PUBLIC TRANSPORT USAGE AND ENGAGE YOUTH IN ENVIRONMENTAL PROTECTION.*



## **BENEFICIARY: HIGH SCHOOL STUDENTS**

- Have a high need for autonomy;
- Preoccupied with environmental protection;
- Highly susceptible to peer influence;
- Active lifestyle.



## **BENEFICIARY: KING COUNTY METRO**

- Needs to increase passenger numbers to pre-pandemic levels.
- Targeting youth to generate behavior change and re-adoption of bus trips.



# “PLAY AND RIDE” APP & HIGH SCHOOL CHALLENGE

## *THE APP*

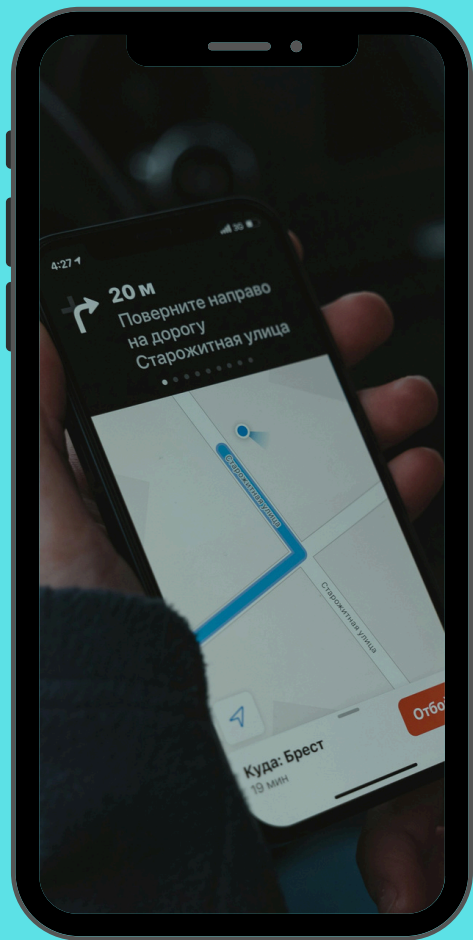
A dedicated 'Play and Ride' application to track and reward public transport usage.

## *HOW IT WORKS?*

Participants, rewarded for bus use with gift cards (\$10, \$20, \$100) for loyal passengers.

## *HIGH SCHOOL CHALLENGE*

- Inter-school competition among educational institutions in the Seattle area.
- Classes track collective and individual progress.
- The most active classes, rewarded.





# PERSUASION STRATEGY

## *THEORY OF PLANNED BEHAVIOR*



### **Attitudes**

The campaign leveraged the youth's positive attitudes toward ecological transportation by reinforcing these associations through gamification and rewards.



### **Social Norms**

High school challenge makes bus commuting socially desirable.

*I can do this*

### **Perceived Behavior Control**

The user-friendly app makes commutes accessible and easy, enhancing self-efficacy.



# KEY PLAYERS AND PARTNERS



APP DEVELOPER  
COMPANIES



SEATTLE AREA HIGH  
SCHOOLS





# TIMELINE & SUCCESS METRICS

## Timeframe

September 2025 -  
December 2025

## Marketing & Outreach

- Promotional website.
- Social media campaigns (Instagram, TikTok, YouTube).
- Public events at schools.

## Call to Action

Ride. Play. Win.

## METRICS

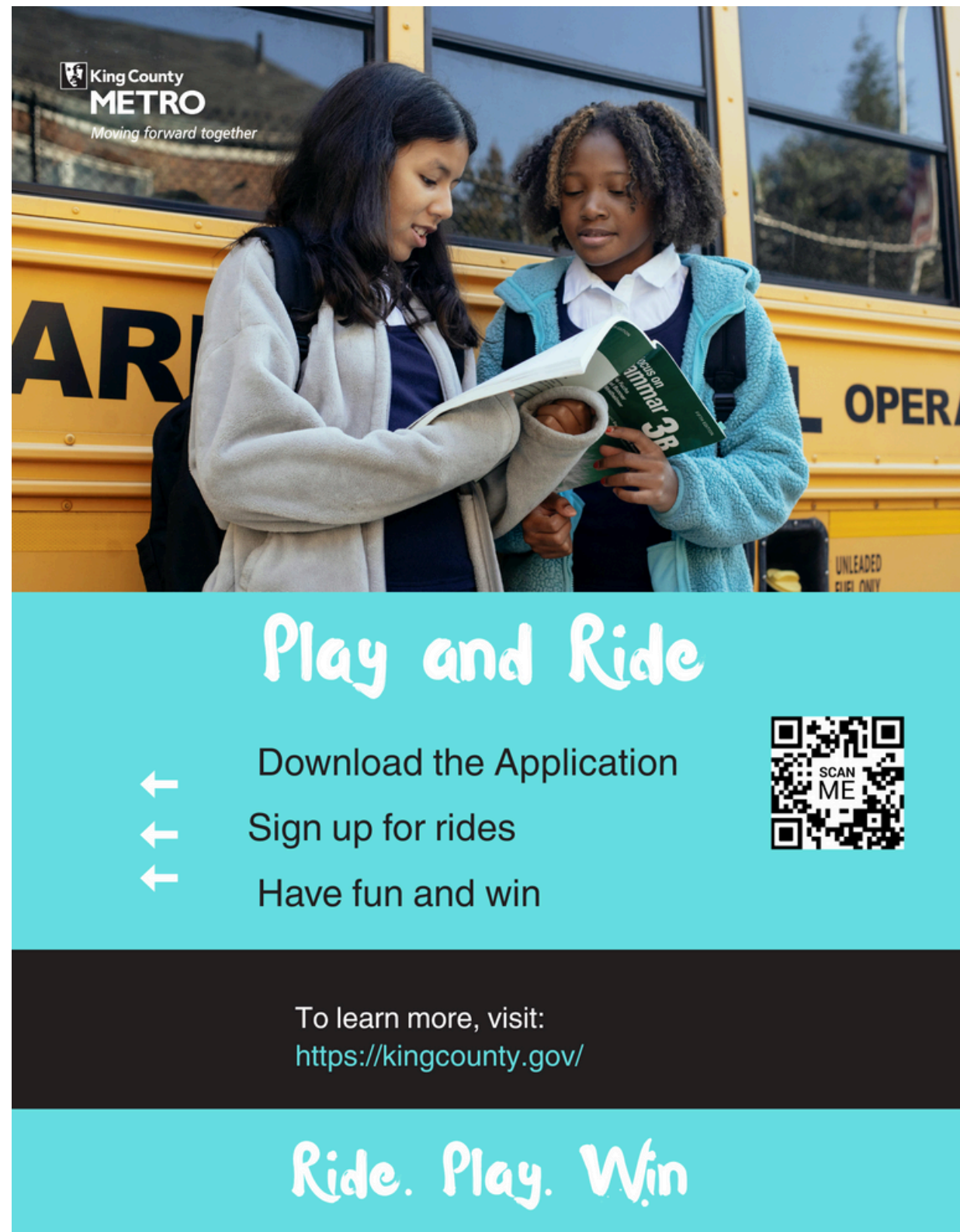
- At least a 10% increase in youth public transportation usage.
- Growing number of app sign-ups.
- Increased in-person outreach engagement.





# VISUALS & DESIGN

**Mockups: 1. Flyer; 2. Poster;**





# REFERENCE

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211
- CCAM-TAC. (n.d.). Gamification of transit: A solution to increase ridership post-pandemic? <https://www.ccam-tac.org/blog/gamification-of-transit-a-solution-to-increase-ridership-post-pandemic/>
- Bassanelli, S., Gini, F., Bucchiarone, A., & Marconi, A. (n.d.). Promoting green mobility through gamified transportation campaigns. Fondazione Bruno Kessler. Retrieved from <https://ceur-ws.org/Vol-3669/paper17.pdf>
- King County Metro. (2023, May 24). Under 19? 'Go all the places' with free youth transit. King County Metro Blog. <https://kingcountymetro.blog/2023/05/24/under-19-go-all-the-places-with-free-youth-transit/>
- VTM Global. (2025, May 9). Gamified mobility: Engaging sustainable transport through play. <https://vtm-global.com/2025/05/09/gamified-mobility-engaging-sustainable-transport-through-play/>
- Hild, J. (n.d.). Moody Seattle night street scene with bus [Photograph]. Pexels. Retrieved from <https://www.pexels.com/photo/moody-seattle-night-street-scene-with-bus-31084448/>
- Taylor, M. (n.d.). Smiling black schoolgirl with textbook [Photograph]. Pexels. <https://www.pexels.com/photo/smiling-black-schoolgirl-with-textbook-5896948/>