



LEVERAGING TRANSIT SERVICE EXPANSION TO DRIVE RIDERSHIP: A CASE STUDY FROM REDMOND, WA

📍 Redmond, WA

The Seattle region is undergoing the nation’s largest light rail expansion, adding 67 miles of track and dozens of stations, transforming mobility across three counties. In May 2025, King County Metro updated Redmond bus service to align with Sound Transit’s new Redmond Link light rail extension. To help residents –especially those facing language or income barriers–navigate the changes, C+C partnered with Metro to launch the Redmond Link Connections campaign.

The campaign strategy entailed a two-pronged approach, pairing broad awareness with equity-driven outreach to low-income, Spanish- and Chinese-speaking households. A key innovation was Redmond Transit Bingo, a gamified tool designed for those new or returning to transit. A 3x3 grid emphasized low-barrier “first steps” that build confidence: locating nearby bus stops, learning routes, planning a trip, and taking a first ride. **Nearly 1,000 residents participated**, including 18% in Spanish or Chinese. Most participants completed more than the minimum required squares, signaling strong engagement with behaviors that lead to transit adoption.

Recognizing that distrust of government can be an engagement barrier in multicultural communities, the team partnered with trusted community-based organizations and multicultural influencers, including a former Univision host, to build credibility and cultural relevance. Combined with multilingual digital ads and segmented mailers, **this approach generated 29 million impressions and distributed 711 transit cards** with a two-month unlimited pass. Half of income-reporting recipients were lower-income, and 30% spoke a language other than English at home.

Results indicate sustained behavior change: **70% of transit card recipients used their cards within two months, taking 16,899 trips (~34 rides each), and 77% reported plans to continue riding transit.**

By engaging people through trusted channels and playful, low-stakes tools, a potentially intimidating change became an invitation, showing that when moments of change are designed around people, they can spark habits that last beyond opening day.



IMPACT IN NUMBERS



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711 transit cards distributed



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