

# *Fare Engagement*

## *Program Update*

*Community Oversight Panel*

*01/08/25*



# Today's Discussion



## **Update:**

*Quarterly report on program performance*



## **Fare Resolution**

*Program update*



## **Platform Inspections**

*Background and Rollout updates*



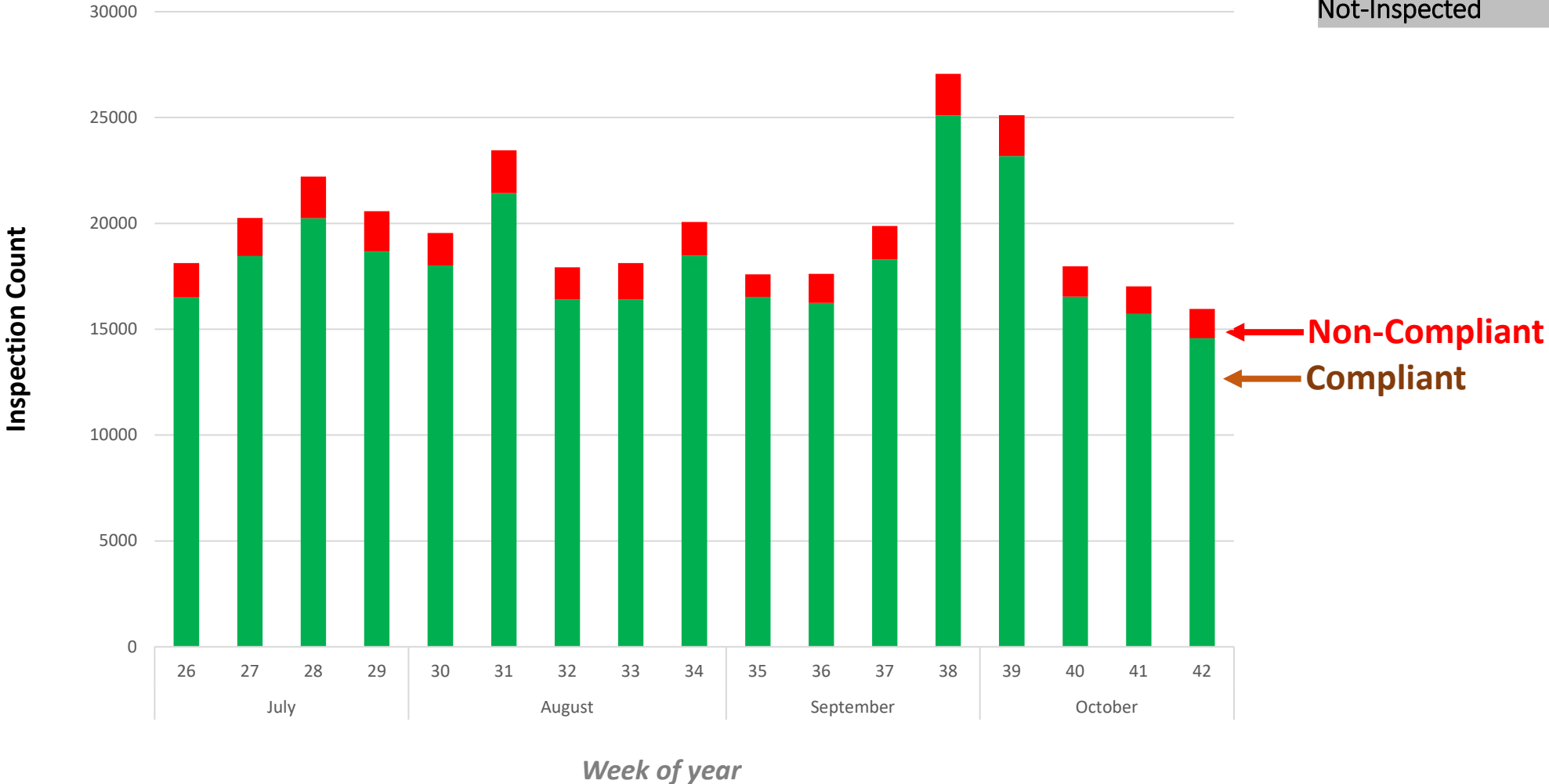
## **Additional Updates:**

*Projects & priorities ahead*



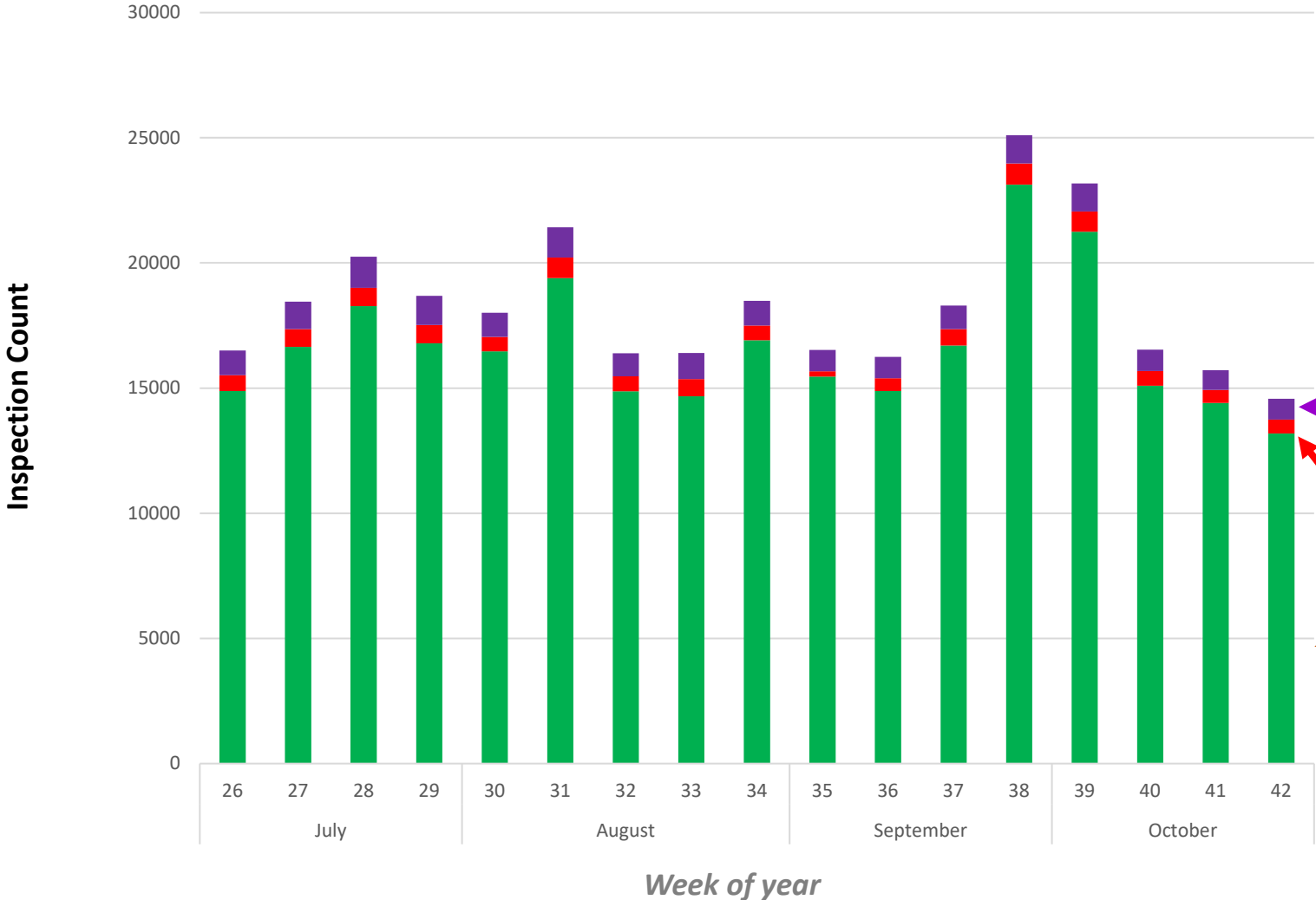
# Fare Inspection Compliance Rate

Trends	6 Mo Avg
Non-Compliant	9%
Compliant	91%
Program Inspection Rate	2.83%
Not-Inspected	97.17%



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Non-Compliant, ID Not Presented **5.5%**  
Non-Compliant, ID Presented **3.5%**  
**Combined Non-Compliance 9%**

**Compliant - 91%**

*Note: Platform Inspection procedure testing has resulted in an expected inspection count decrease.*

# Non-Fare Boardings

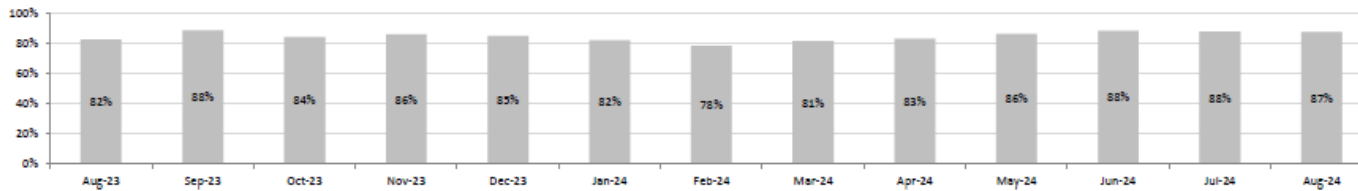


There is a positive upward trend in the use of Fare Media on both Sounder and Link.

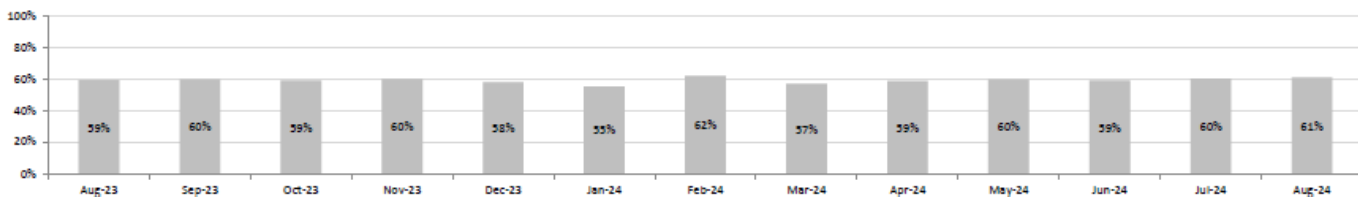
Boardings with Fare Media: Aug 2024



Commuter Rail Boarding with Fare Media %



Light Rail Boarding with Fare Media %



Fare Media use on Sounder has trended from 78-82% range in early 2023 to 85-88% the past few months.

Fare Media use on Link has trended from the 52-56% range in early 2023 to 59-61% the past few months.

# *Fare Resolution Update*

Non-Payment Data and Resolution Pathways

# Non-Payment Interaction Data

Non-payment interactions within 12 months	Count of Citations*	Percentage of total Citations*	Interaction Type
1 <sup>st</sup> & 2 <sup>nd</sup> interaction	92,364	98.5%	Warning
3 <sup>rd</sup> interaction	349	0.35%	*Eligible for Resolution Options
4th Interaction	108	0.1%	*Eligible for Resolution Options
5 <sup>th</sup> interaction and beyond	915	.97%	5 <sup>th</sup> option and beyond

*\*Excludes DND Interactions*

# Policy Comparison

Non-payment interactions within 12 months	Previous Program Fare Enforcement	Current Program Fare Engagement
1 <sup>st</sup>	Warning	Warning
2 <sup>nd</sup>	**Civil infraction	Warning
3 <sup>rd</sup> *	**Civil infraction	*Internal Resolution Options
4 <sup>th</sup> *	**Civil infraction	*Internal Resolution Options
5 <sup>th</sup> and beyond	**Civil infraction	**Civil infraction

*\*Also contain non-monetary resolution options*

*\*\*Monetary only resolution of \$124*



# Resolution Pathways

Resolution Pathway (Full Fare)	3 <sup>rd</sup> Interaction	4 <sup>th</sup> Interaction	5 <sup>th</sup> Interaction & Beyond
Participate in ST engagement group/survey/focus group	\$25 credit/survey completed	\$25 credit/survey completed	*Not Applicable
Participate in transit education activity (online class)	Available Option	Available Option	*Not Applicable
Sign a commitment to tap in the future	Available Option	Not Applicable	*Not Applicable
Load money on an ORCA card for future use	\$50 must be loaded (receipt must be provided)	\$75 must be loaded (receipt must be provided)	*Not Applicable
Pay a fine to ST's Internal Resolution Team	\$50	\$75	*Not Applicable

If no action taken after 90 days, no additional action is taken, and the interaction is deemed unresolved.

## **Reduced fare eligible passengers (3<sup>rd</sup> and 4<sup>th</sup> Interactions)**

All options above and/or a referral to the appropriate program (ORCA Lift, etc.)

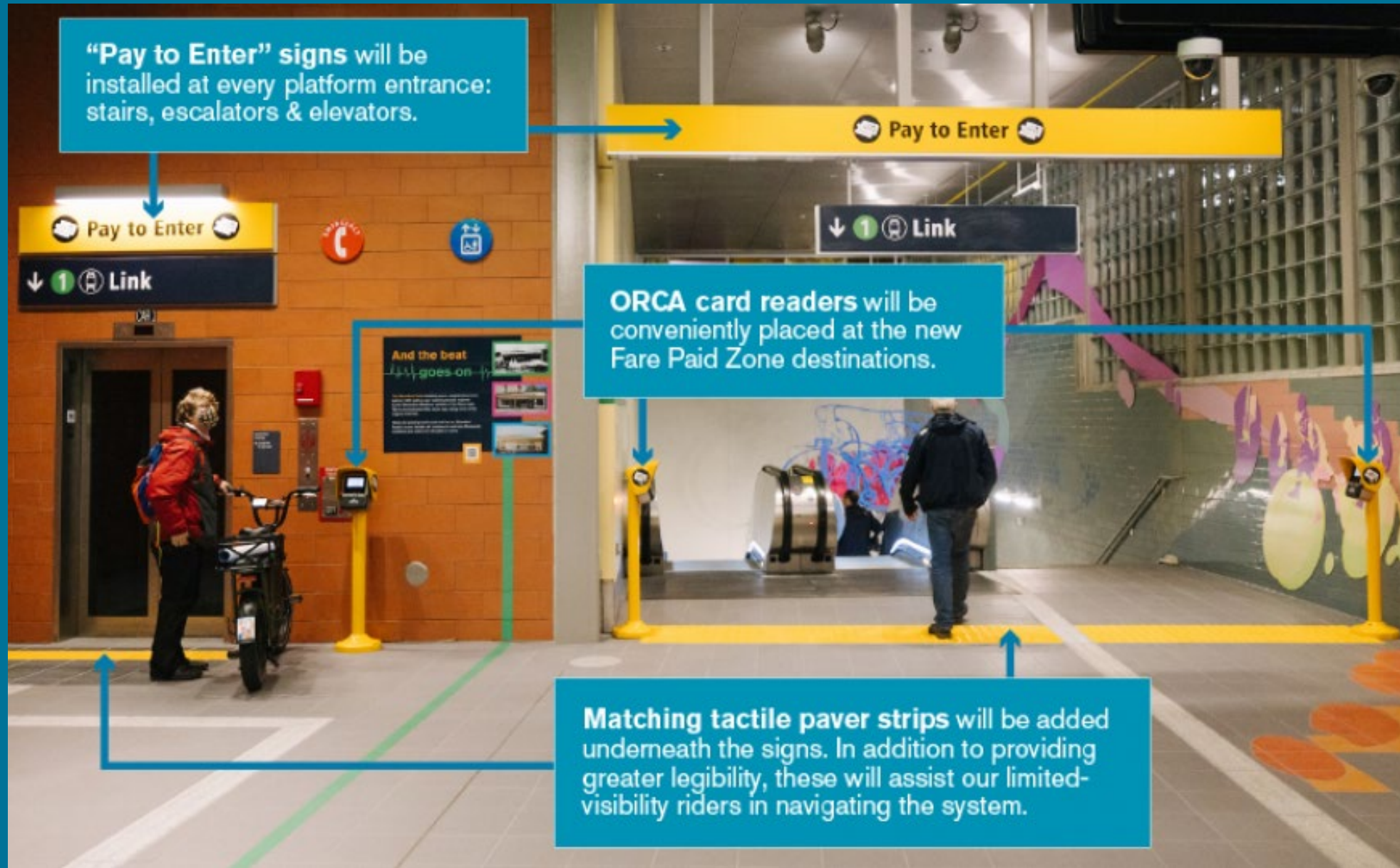
**\*On the 5<sup>th</sup> interaction within a 12-month period, ST may exercise a non-criminal referral (civil infraction) to the District Court.**

# Platform-Based Inspections

A platform inspection is a procedure where fare ambassadors inspect passengers for valid proof of payment after they enter the fare-paid zone & before they board a train.



# Fare Paid Zones



# Background

## ***Why are we changing up inspection procedures?***

*The current procedures were adapted from a heavy-rail “conductor” model, where staff move end-to-end in a train to check rider’s fares. This pilot program layered on new components focused on equity, customer service and security.*

***Equity*** – This model allows the program to take a more strategic approach to inspecting, focusing on stations with higher ridership.

***Customer Experience*** – Fare Ambassadors can provide more comprehensive and holistic customer service such as navigation, disruption support, vertical conveyance support, assistance with Ticket Vending Machines, etc.

***Safety*** – On-site security officers can support and respond in the moment when Fare Ambassadors encounter erratic passengers or passengers in need of a wellness check.

***Efficiency*** – This model should generate a higher inspection rate by reducing the inefficiencies in the current model.

# Timeline

Fare Engagement Team  
Platform Inspection Design, Outreach, Testing & Launch Plan  
Launch Date: June 1, 2024



**Objective:** *Maintain equitable, efficient, and accountable procedures, while scaling to provide consistent coverage to all stations and modes.*

### Program to Implement:

- Quarterly scheduling system
- Security-assisted planning
- CREI-supported accountability structure
- Rider & compliance driven station selection
- Permanent procedures

### Non-Compliance Protocol

*Passengers offered the opportunity to exit FPZ to pay fare; citation to follow refusal.\**

### Program to Test

- Simultaneous & multi-location inspections
- Additional station responsibilities
- Social service referral structures
- Permanent presence at stations
- Event-protocol (accepting payments)\*

### Locations

- All Modes & Stations
- Primarily at High-Ridership Stations

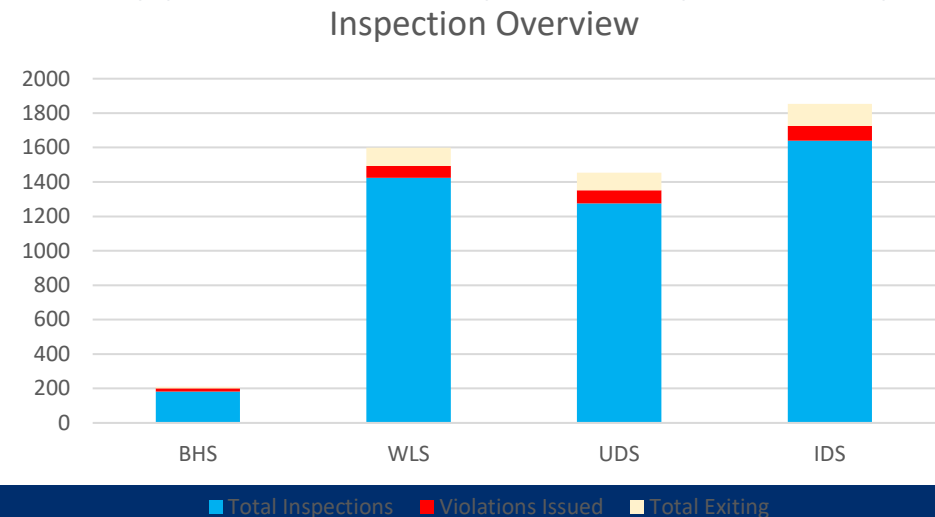
# Phase One Data

## LRV inspections - May 2024

- Average of 158 inspections per Fare Ambassador (FA) per shift – approx. 16-20 inspections per hour per FA.
  - Imperfect statistic (shift patterns, breaks, PFT, transiting, service disruptions, etc.)
  - Compliance rate average 90%

## Platform inspections – July/August 2024

- Average of 106 inspections per hour at WLS, UDS, and IDS – approx. 18-22 inspections per hour per FA
  - BHS is an outlier
  - Early data suggests ~95% compliance
  - Exiting to get fare:
    - ~10-15 passengers per shift
    - Fewer people exit more complex stations (i.e. UDS)
    - Highest numbers reported at IDS



# Phase One Data

## *LRV vs Platform Inspections Key Point*

Preliminary data suggests that inspection data is comparable, compliance is slightly better with platforms, and passengers are taking advantage of the second chance for fare.

# Next Steps

## **Passenger Feedback**

- Work with Research and Innovation team on passenger feedback surveys

## **Continue Station-Specific Testing**

- Stations: focus on high ridership, and south end (already tested BHS, UDS, WLS, IDS, SeaTac): TIBS, Angle Lake, Columbia City or Othello
- Work with Civil Rights, Equity and Inclusion (CREI) to identify station inspection needs
- Finalize Fare Ambassador headcount needs per station

## **Diversify/Strengthen Data Collection Methods**

- Collect ORCA tap data from Yvette's team
- Utilize Fare Ambassador App

## **Strengthen Collaboration with Safety/Security**

- Build procedures to integrate with Transit Security Officers (station security) and Transit Safety Officers (onboard security) for increased Fare Ambassador support and safety



# Additional Updates



**Community Outreach Events**



**Service Disruption Support**



# Questions?



 [soundtransit.org](https://www.soundtransit.org)

