

# *Fare Ambassador Quarterly Update*

*Rider Experience and Operations Committee*

*8/1/24*



# Today's Discussion



## Update:

*Quarterly report on program performance*



## Fare Resolutions

*Program update*



## Platform Inspections

*Rollout updates*

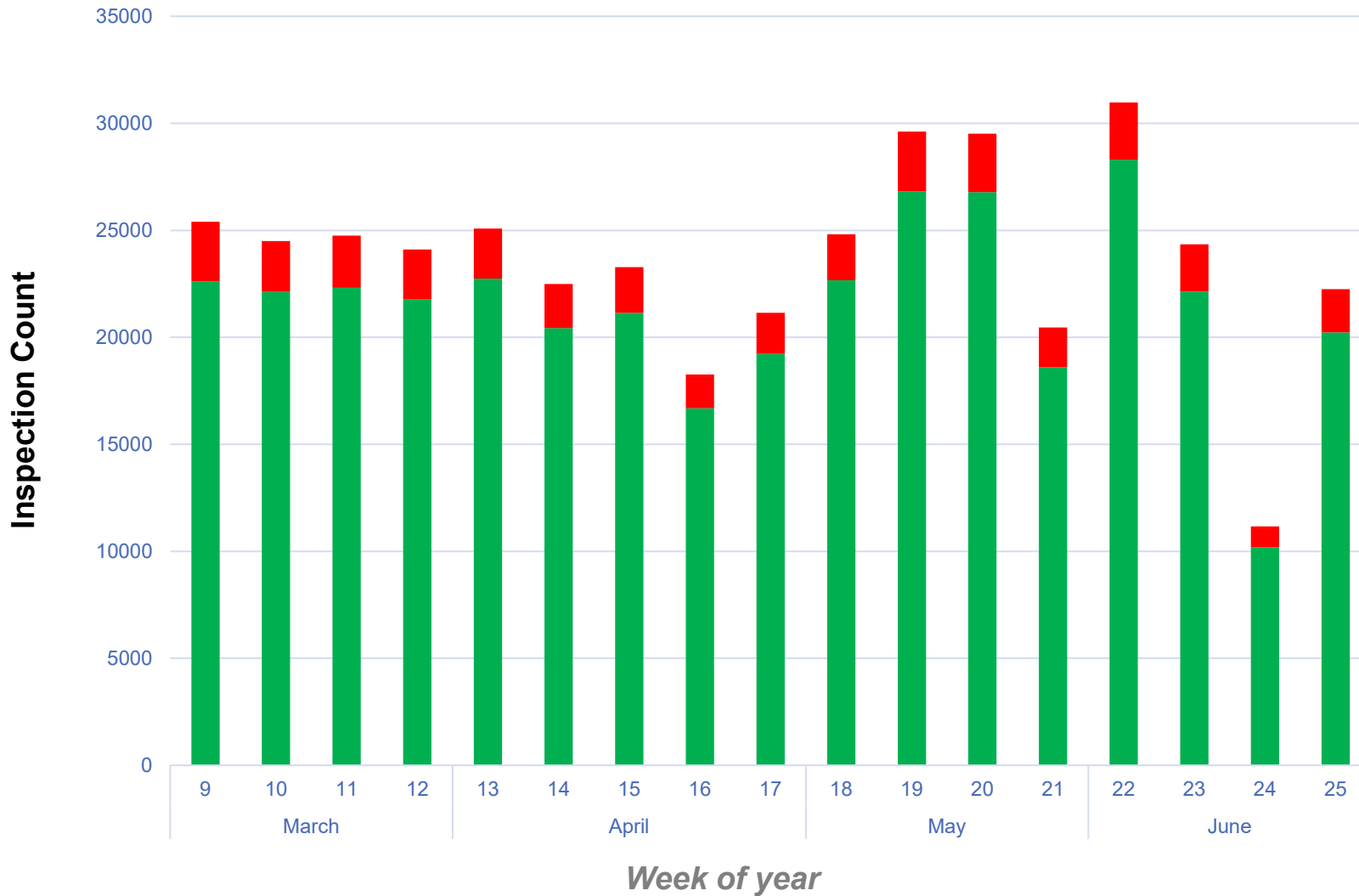


## Additional Updates:

*Projects & priorities ahead*

# Fare Inspection Compliance Rate

Trends	6 Mo Avg
Non-Compliant	13%
Compliant	87%
Program Inspection Rate	3.04%
Not-Inspected	96.96%



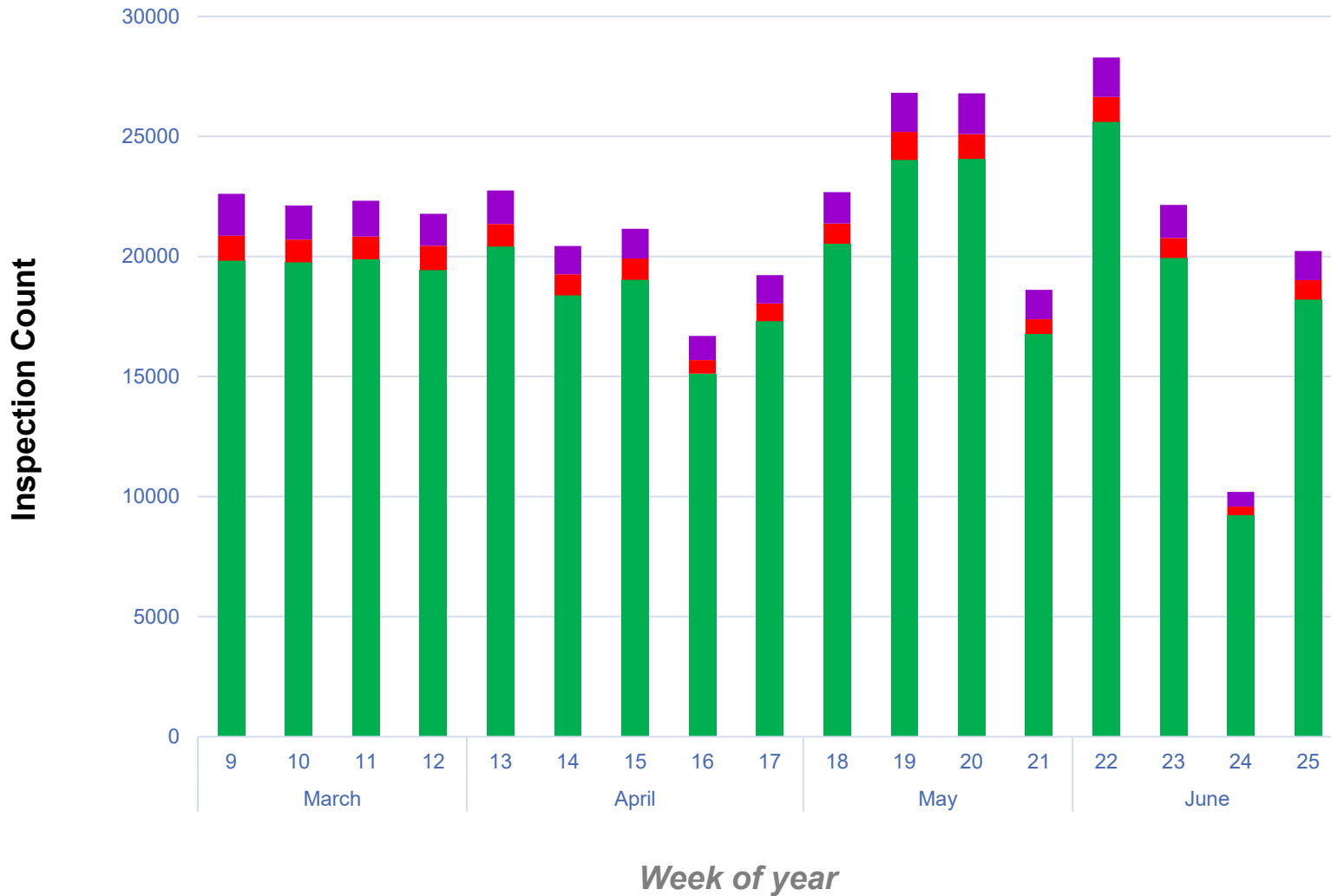
← Non-Compliant  
← Compliant

*Data improvement project ongoing, planned for Fall 2024. Planning to include:*

- Inspections by mode
- Heat maps of inspection locations
- Additional analysis
- Live dashboards

# Fare Inspection Compliance Rate

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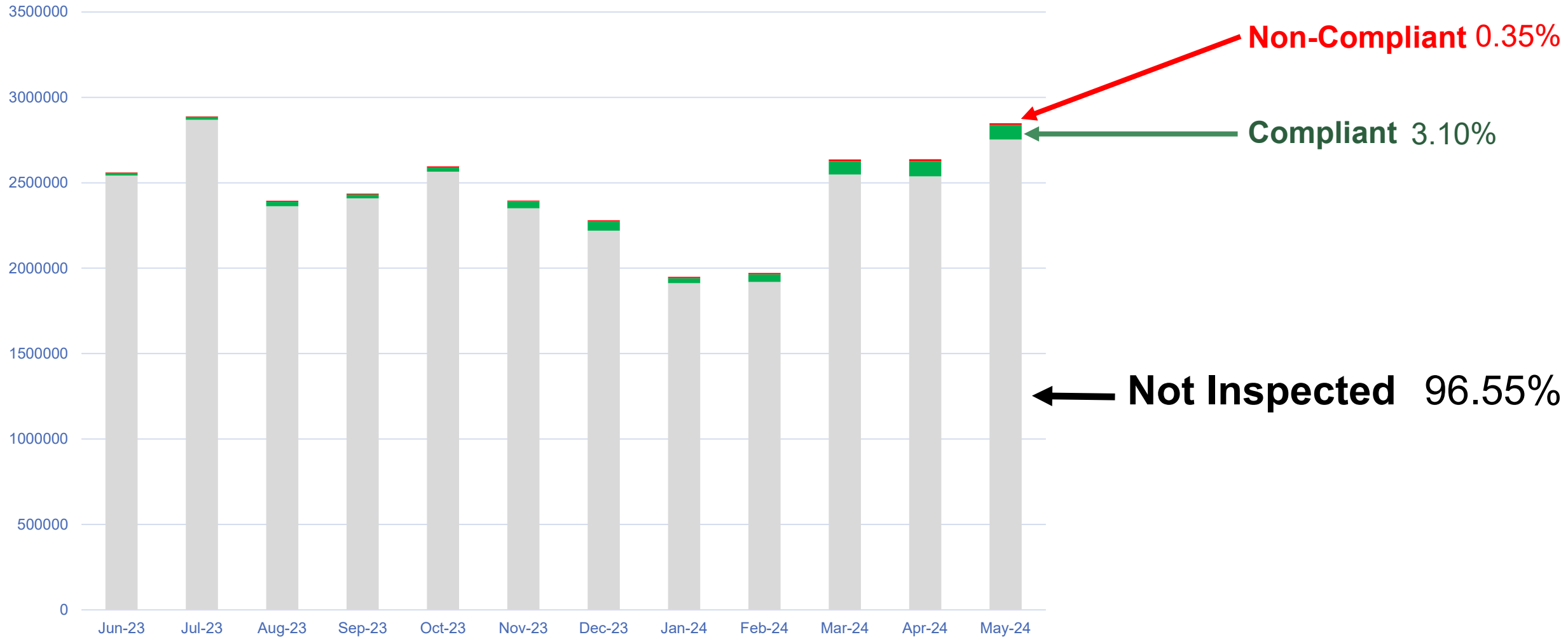
**Non-Compliant, ID Not Presented 6%**  
**Non-Compliant, ID Presented 4%**  
**Combined Non-Compliance 10%**

**Compliant - 90%**

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

# Sample Size

12-month Inspection rate relative to ridership on Sounder, T-Link, and 1-Line.



# *Fare Resolutions*

# Policy Comparison

Non-payment interactions within 12 months	Old program	New adopted program
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 Options (3rd Interaction)*

## *Full-fare passengers*

- Participate in a ST engagement or focus group activity (\$25.00 per survey completed)
- Participate in a transit education activity (online fare class)
- Sign a commitment to tap in the future (3rd interaction only)
- Load \$50 on an ORCA card for future use (provide receipt of purchase)
- Pay \$50 fine to Sound Transit's Internal Resolution team (via online payment portal)

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

## *Reduced fare eligible passengers*

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



# ***Resolution Options (4th Interaction)***

## ***Full-fare passengers***

- Participate in a ST engagement or focus group activity (\$25.00 per survey completed)
- Participate in a transit education activity
- Load \$75 on an ORCA card for future use
- Pay \$75 fine to Sound Transit's Internal Resolution team

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

## ***Reduced fare eligible passengers***

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

# ***5<sup>th</sup> Interaction and Beyond***

- On the 5th interaction within 12 months without proof of payment and beyond, Sound Transit would maintain option to refer to the district court as a “civil infraction”.
- This is not a non-criminal referral; our goal is to foster education and equity throughout this program.

# Current Numbers

Non-payment interactions within 12 months	Through June 30 <sup>th</sup> , 2024	
1 <sup>st</sup> & 2 <sup>nd</sup> interaction	60,804	Warning
3 <sup>rd</sup> interaction	206	*Internal Resolution Options
4th Interaction	71	*Internal Resolution Options
5 <sup>th</sup> interaction and beyond	714	5 <sup>th</sup> option and beyond

# *Platform-Based Inspections*

# Timeline

## Fare Engagement Team

Platform Inspection Design, Outreach, Testing & Launch Plan

Launch Date: June 1, 2024



The program team has designed a three phased approach with Phase One having kicked off on **June 1<sup>st</sup> 2024**.

# Timeline

## Fare Engagement Team

Platform Inspection Design, Outreach, Testing & Launch Plan

Launch Date: June 1, 2024

DEVELOPMENT  
OUTREACH

SOCIALIZING



## PHASE ONE

June 1st – August 2024



Aug

EXPAN

**Objective:** *Ensure procedures are equitable, efficient, and accountable, without jeopardizing the passenger experience.*

### Program to test:

- Figure Eight vs Linear inspection models\*
- Communications structures
- Minimum personnel count by station
- Station arrangements
- Coordination with safety team
- Scheduling structures
- Long-term non-Compliance Protocol

### Priorities

- Passenger awareness & engagement
- High-Ridership Stations
- Data collection and analysis

### Locations

- 1-Line Only: Limited Locations
- Primarily at High-Ridership Stations
- Testing at limited stations

### Non-Compliance Protocol

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

### Communication

*Advanced communication provided to passengers before entering the FPZ.\**

# Timeline

## Fare Engagement Team

Platform Inspection Design, Outreach, Testing & Launch Plan

Launch Date: June 1, 2024

### PHASE ONE

June – August 2024

REFINING



## PHASE TWO

August 2024 – Until Testing Complete

**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

### Program to Test

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

### Non-Compliance Protocol

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

### Communication

*Additional outreach and notice given during first months of phase 2, but gradually dialed to a sustainable/scalable level.*

### Locations

- 1-Line & 2-Line
- Primarily at High-Ridership Stations



### PHASE THREE

September – August 2025

FINAL

# Timeline

## Fare Engagement Team

Platform Inspection Design, Outreach, Testing & Launch Plan

Launch Date: June 1, 2024



The program team has designed a three phased approach with Phase One having kicked off on **June 1<sup>st</sup> 2024**.



# Additional Updates



## Platform Inspections

- *Fall 2024 - Phase Two Launch*



## Ambassador App

- *August 19th – Phase One Launch*
- *Improved data & performance*



## Lynwood Opening

*Ambassadors are prepared to be in Lynwood immediately, and will provide adaptable passenger support throughout the first year.*





**Thanks for spending  
the day with us!**

# *Questions?*



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

