

Fare Engagement

REO - Program Update

Rider Experience and Operations Committee

12/5/2024



Today's Discussion



Update:

Quarterly report on program performance



Fare Resolutions

Program update



Platform Inspections

Rollout updates

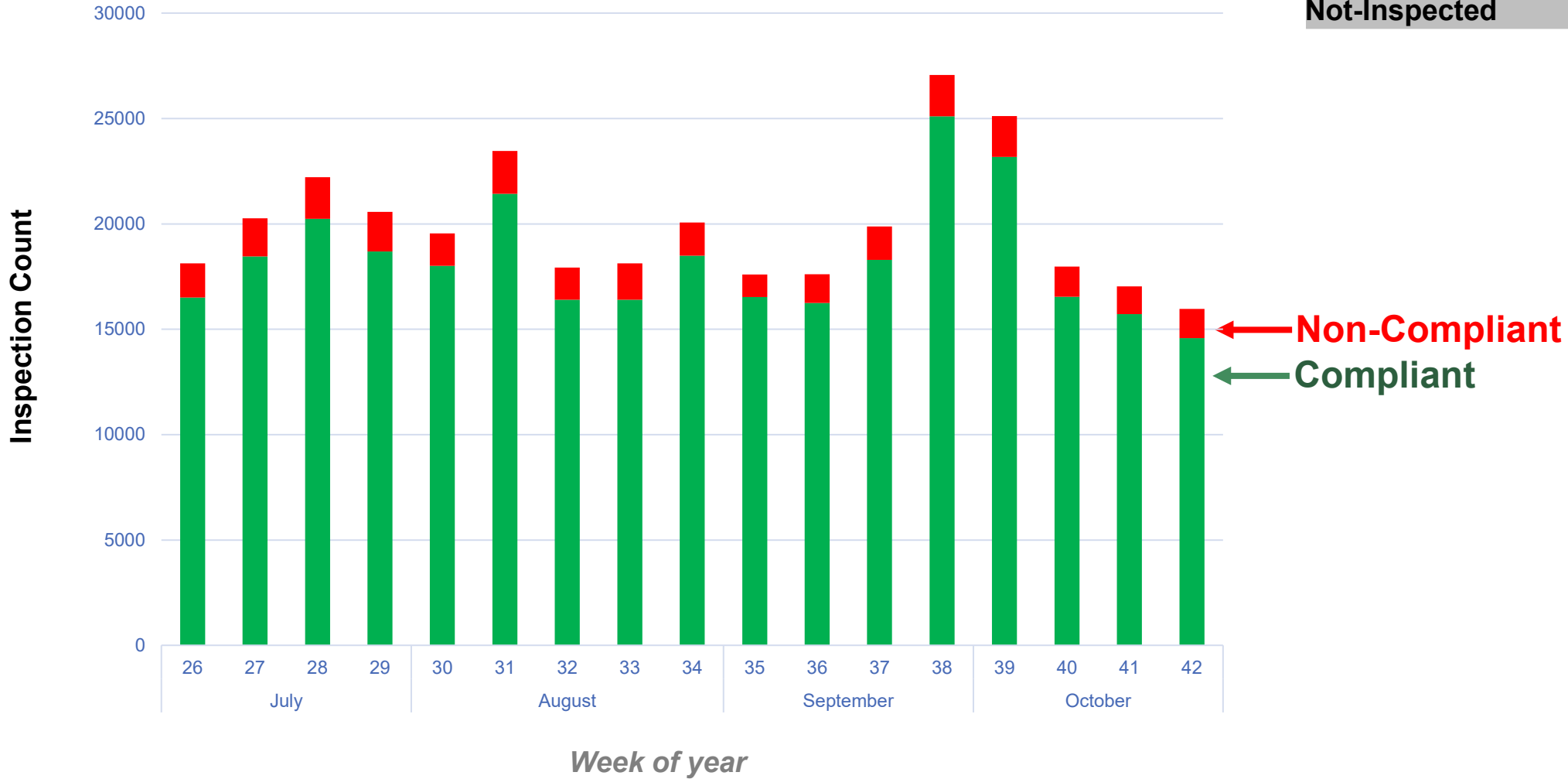


Additional Updates:

Projects & priorities ahead

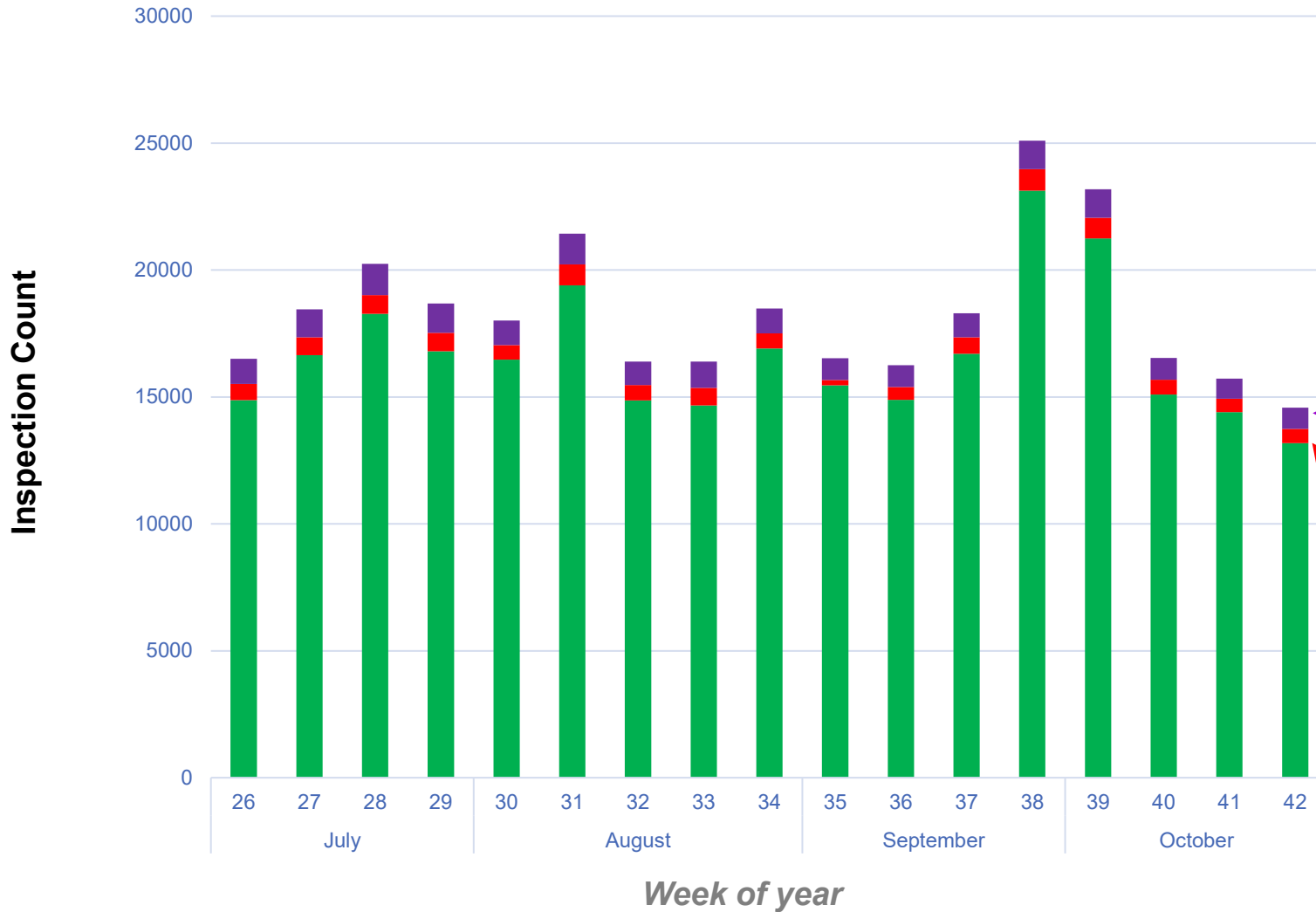
Fare Inspection Compliance Rate

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



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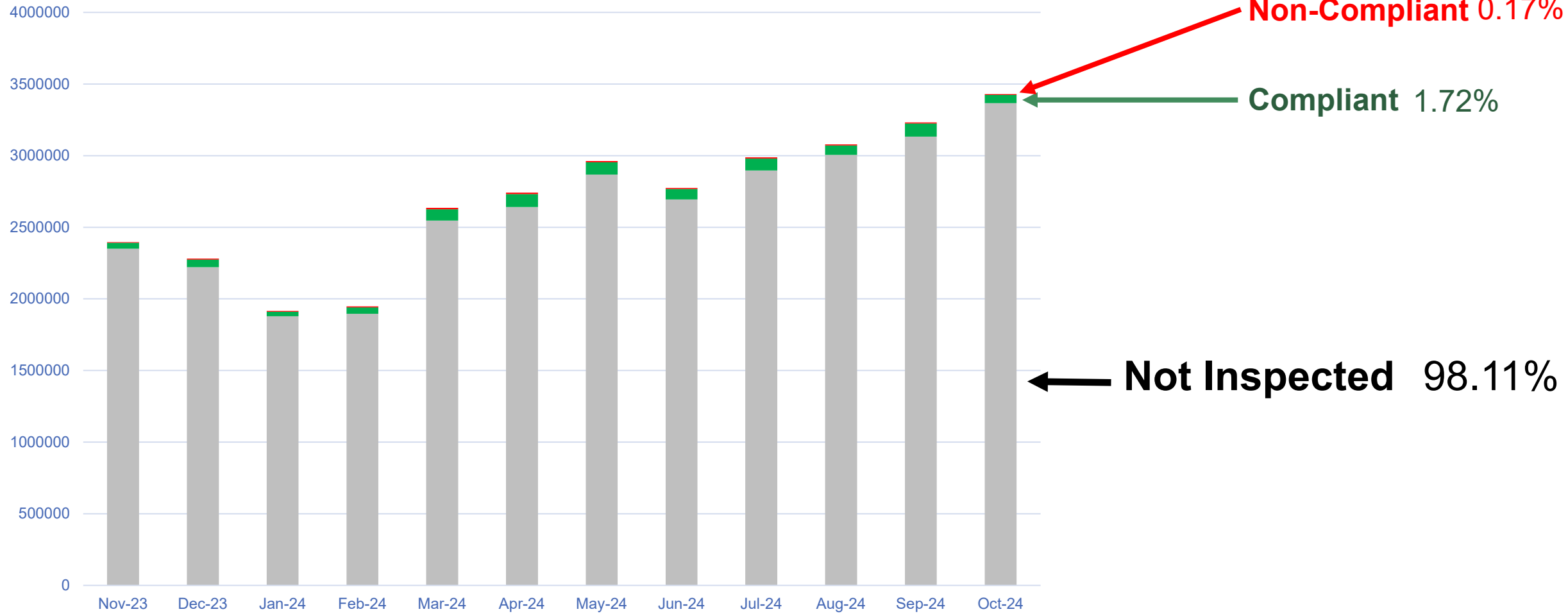
Non-Compliant, ID Not Presented 5.5%
Non-Compliant, ID Presented 3.5%
Combined Non-Compliance 9%

Compliant - 91%

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

Sample Size

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

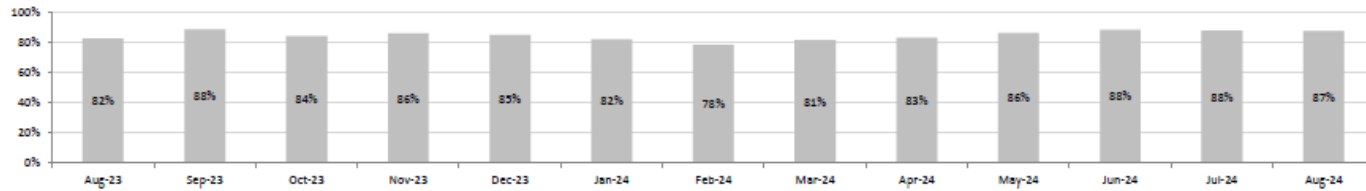


Non-Fare Boardings

Boardings with Fare Media: Aug 2024

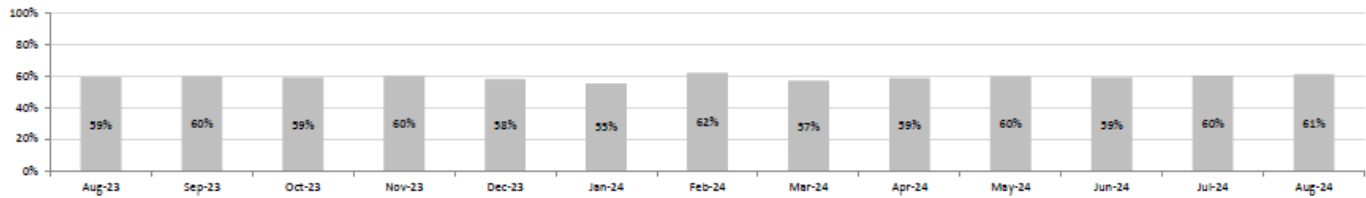


Commuter Rail Boarding with Fare Media %



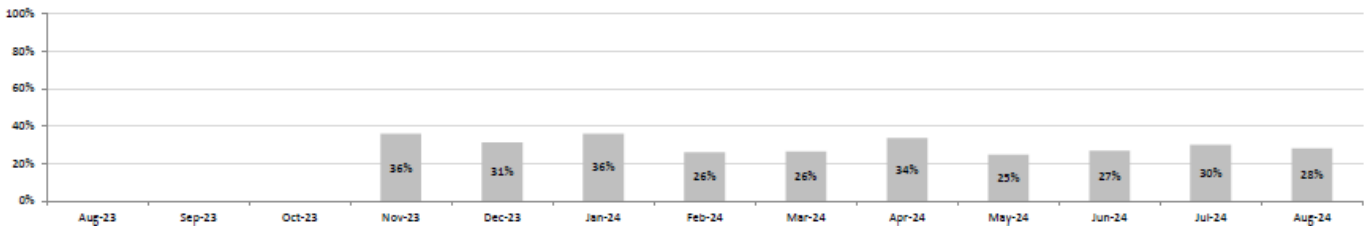
Fare Media use on Sounder has trended from 78-82% range in early 2023 to 85-88% the past few months.

Light Rail Boarding with Fare Media %



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

T-Line Boarding with Fare Media %



Fare Resolutions

Fare Resolutions Update

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

**Excludes DND Interactions*

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.)

5th Interaction and Beyond

- On the 5th interaction within 12 months without proof of payment and beyond, Sound Transit would maintain the 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.

Platform-Based Inspections

Timeline

Fare Engagement Team

Platform Inspection Design, Outreach, Testing & Launch Plan

Launch Date: June 1, 2024



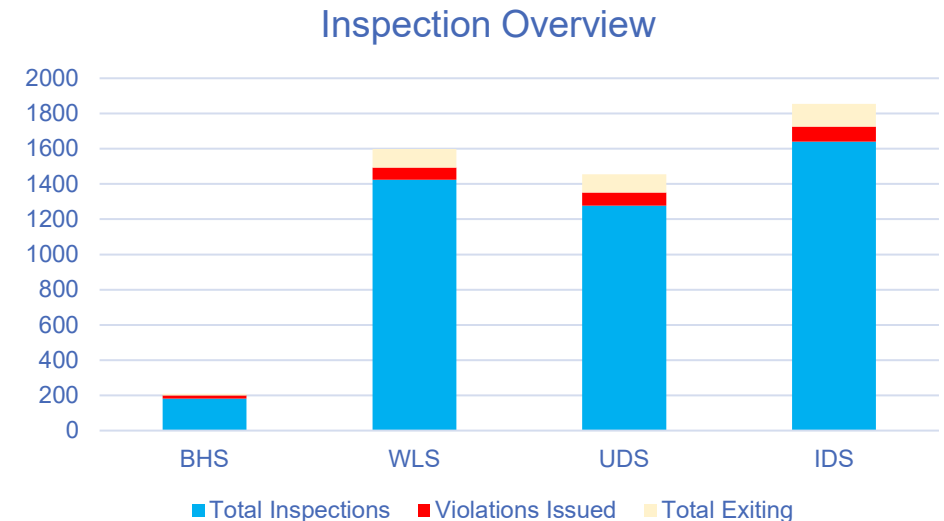
Phase One Data

LRV inspections - May 2024

- Average of 158 inspections per 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

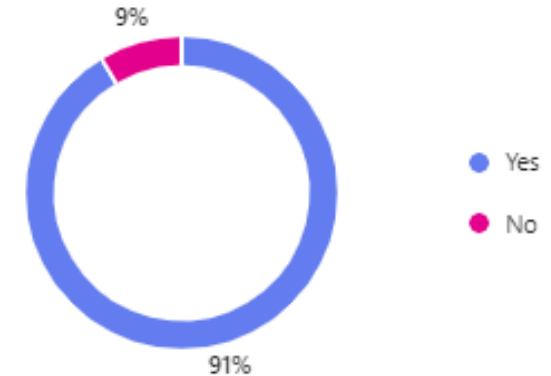
Fare Ambassador Safety

Safety surveys distributed in May 2024 (pre-platform inspections) and late July 2024; next survey will be distributed 9/18/24

“What aspects of the job make you feel less safe?”

7. Have you ever experienced verbal harassment on the job? ✓ ↗

13 respondents (39%) answered **Passengers** for this question.



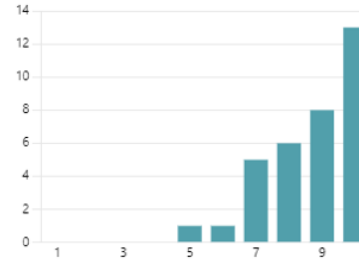
Phase One Data

Fare Ambassador Safety

- FAs consistently rate Sounder inspections and PFT as safest activities
- Platform inspections rate ~0.75 points higher than LRV inspections
- 19 incidents of verbal harassment/physical aggression during July and August, **one** of which occurred during platform inspections

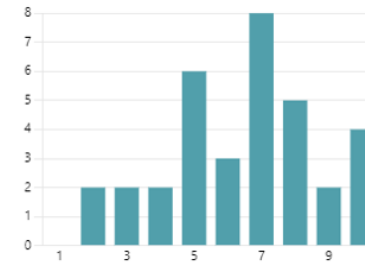
Second Safety Survey: July 2024

“How safe do you feel doing [inspections or passenger service] on...”



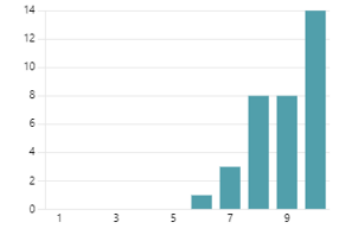
Sounder: **8.71**

Increase of 0.5 points



LRV: **6.47**

Increase of 0.34 points

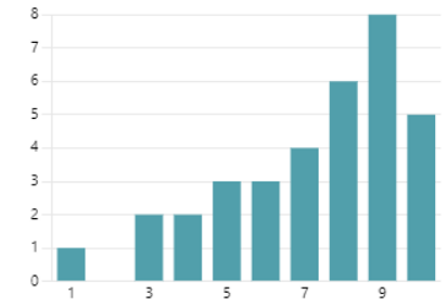


PFT: **8.91**

Increase of 0.62 points

New: “How safe do you feel doing platform inspections?”

7.24



Next Steps (Sept-Dec 2024)

Passenger Feedback

- Work with Research team on passenger feedback survey

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 CREI to identify station inspection needs
- Finalize FA headcount needs per station

Diversify/Strengthen Data Collection Methods

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

Strengthen Collaboration with Safety/Security

- Build procedures to integrate with TSOs/TSUs for increased FA support and safety

Observational Study

Platform Inspection Behavior

How does Fare Ambassador presence at a station impact passenger behavior?

- 2 extra Fare Ambassadors are being sent to stations as observers to document passenger behavior based on a few behaviors
- Columbia City Station and Symphony Station were chosen due to good visibility on platform and entrance to station.

Regular Passenger Behavior

Fare Ambassadors are being sent in plain clothes to document regular passenger behavior during same day and time to compare to platform inspection behavior.

Additional Updates



Platform Inspections



Ambassador App



Lynnwood Opening



Questions?



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

