

Fare Engagement

REO – Quarterly Program Update

Rider Experience and Operations Committee

7/3/2025



Today's Discussion

- Fare Engagement program overview
- Quarterly update on program performance
- Next Steps

Update only, no Board action requested.

Fare Ambassador Staffing Overview

Staffing

- 35 Fare Ambassadors provide daily fare inspections and provide critical customer support functions
- The Ambassadors are supported by a management team who oversee daily deployment, logistical challenges, and provide ongoing communication and issue-resolution

Hours of Field Operations

- 365 days a year
- ~15 hours a day (6am – 9pm, covering morning and evening rush hours)

More than just compliance: Fare Ambassadors perform vital passenger-support functions



FARE COMPLIANCE

- Inspections & citations
- Fare education
- Resolutions
- New inspection methods (platform inspections, mobile validators)

~44%
of FA work hours



PASSENGER SERVICE

- System navigation (incl. accessibility)
- Disruption support
- Social services connections
- Brand ambassadors

~33%
of FA work hours

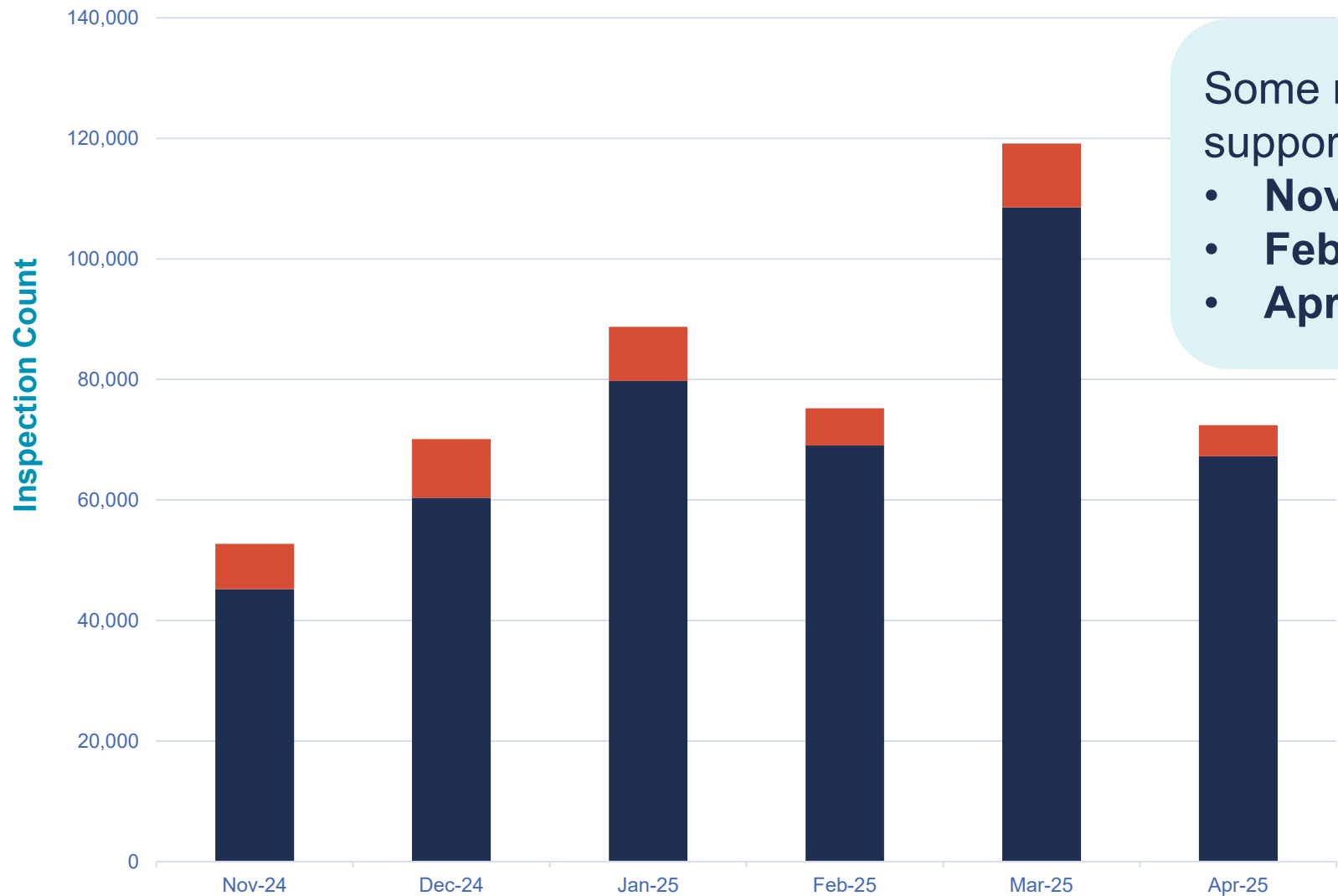


SAFETY: EYES & EARS

- Facilities & safety reporting
- Misbehavior deterrence
- Informal stakeholder coordination

>5%
*of FA work hours
(active reporting)*

Fare Compliance: System-Wide Inspections

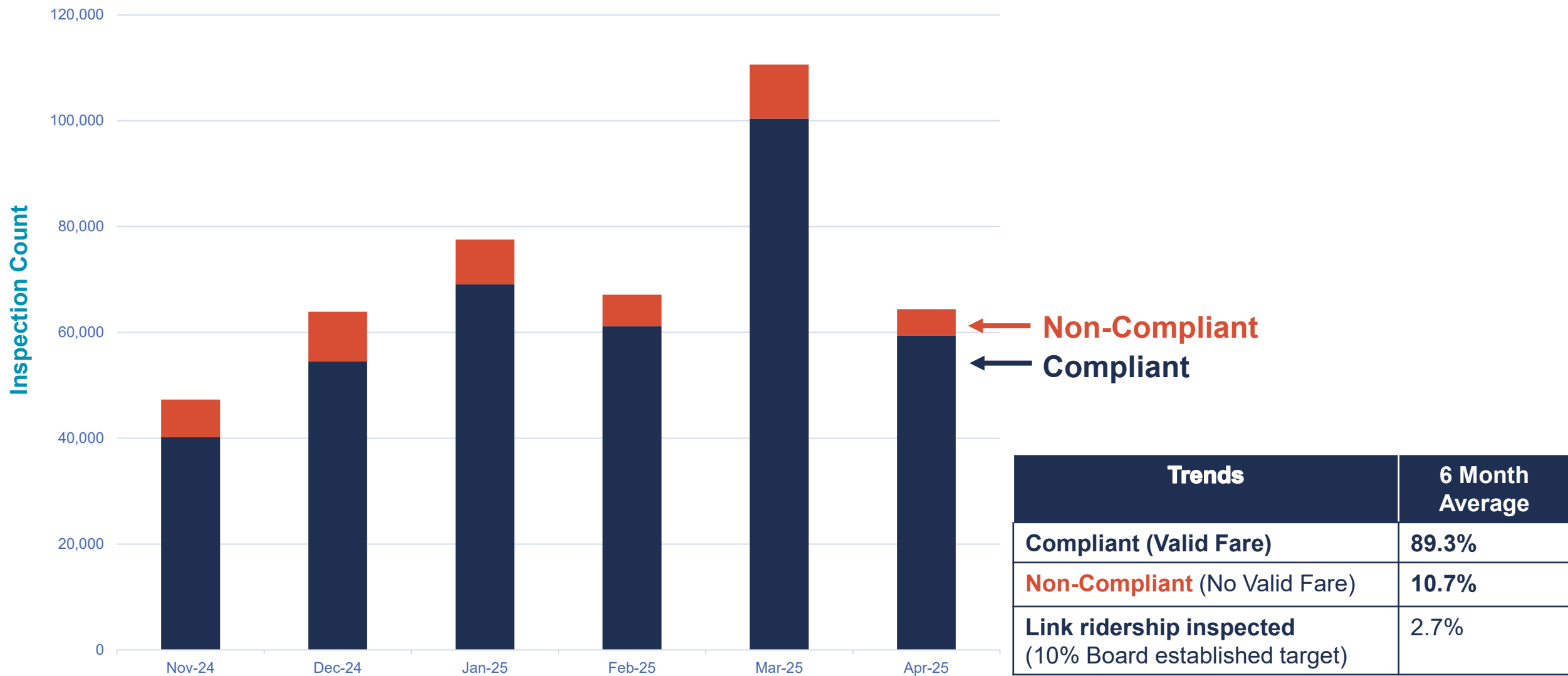


Some months had fewer inspections to support service disruptions. E.g.:

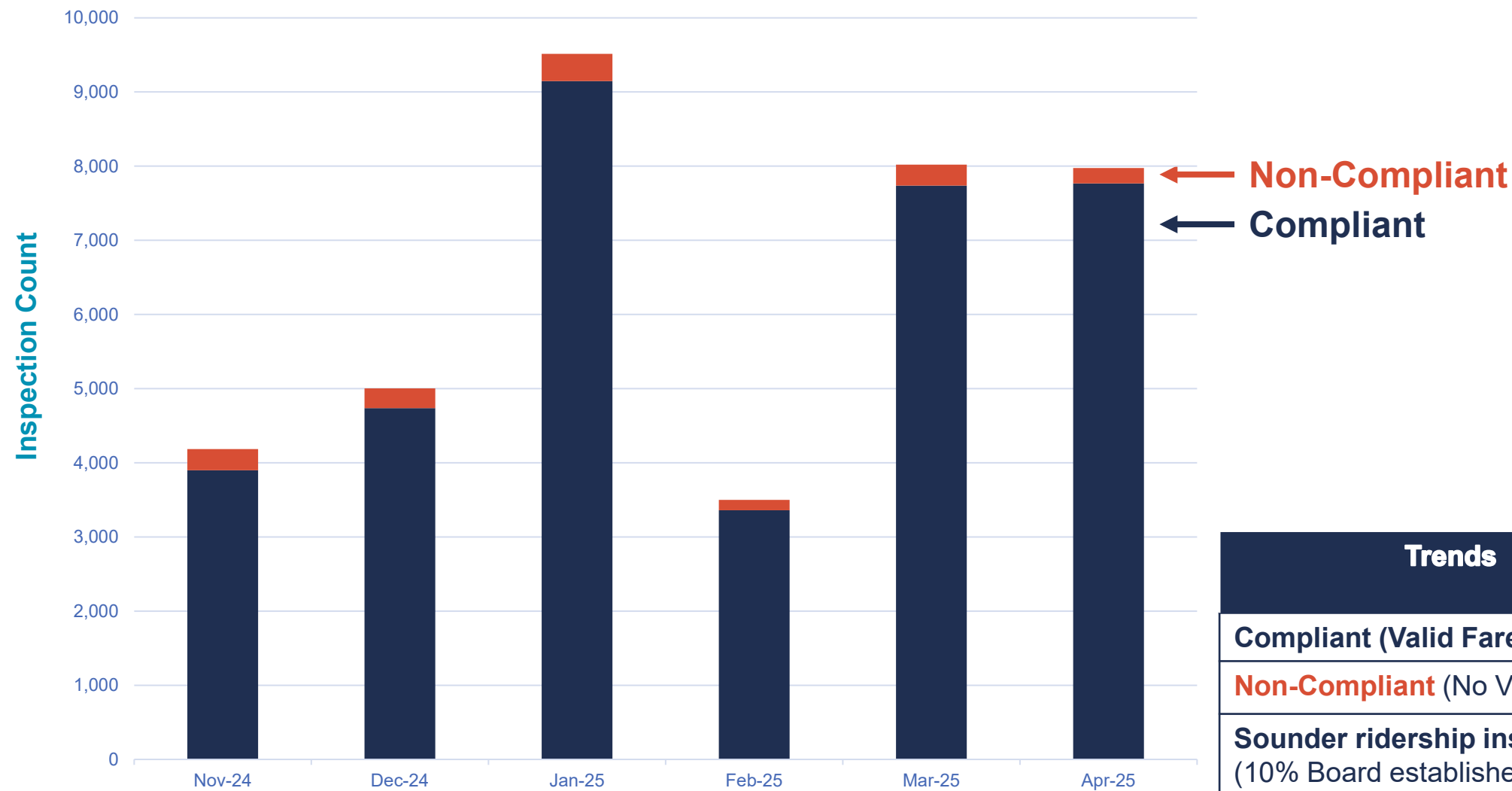
- **November:** 2-Line Integration
- **February:** 2-Line Integration
- **April:** Rail Replacement

Trends	6 Month Average
Compliant (Valid Fare)	89.9%
Non-Compliant (No Valid Fare)	10.1%
Did Not Provide ID	6.7%
Provided ID	3.3%
Percent of ridership inspected (10% Board established target)	2.8%

Fare Compliance: Link Inspections

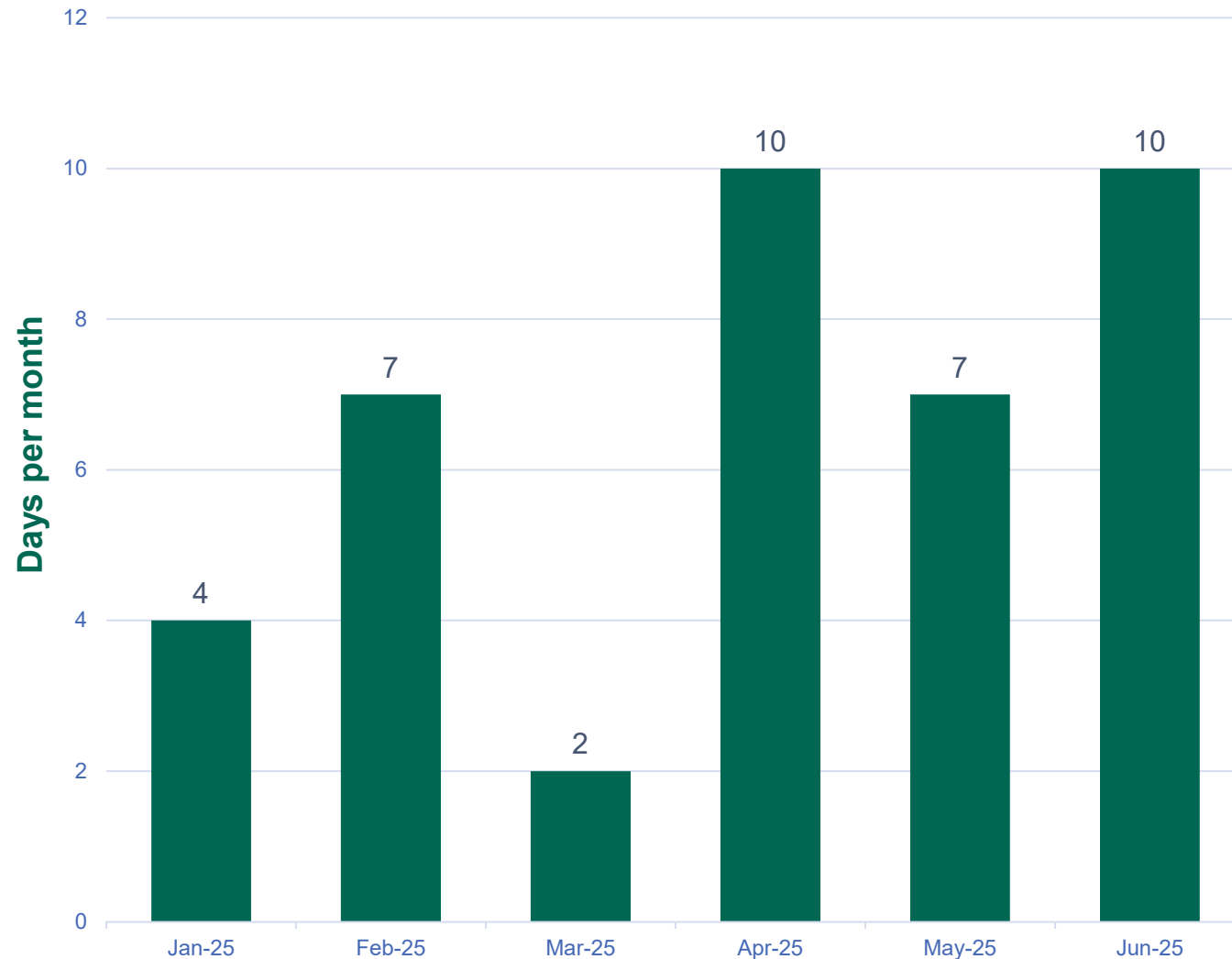


Fare Compliance: Sounder Inspections



Trends	6 Month Average
Compliant (Valid Fare)	95.9%
Non-Compliant (No Valid Fare)	4.1%
Sounder ridership inspected (10% Board established target)	4.3%

Passenger Service: ~33% of Fare Ambassador Work



Fare Ambassadors have provided passenger support for approximately 40 occurrences of planned and unplanned service disruptions so far in 2025.

Safety: Eyes & Ears >5% of Fare Ambassador Work

+80 Average monthly maintenance reports resulting in work orders

+40 Average monthly welfare checks on unresponsive passengers

Next Steps

Continue to monitor program performance

- Inspection and compliance rates
- Passenger support functions
- Identify challenges and opportunities for system expansion, ST2 completion and increasing ridership

Provide regular updates to the REO Committee

Thank you.



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