

# *Fare Operations*

*Ambassadors, Compliance, & Resolution*

*Rider Experience & Operations Committee*

*03/02/2023*

# Today's Discussion

- **Staff Changes**
  - Thanks & Farewell to Sandee Ditt
  - Introduction to New Deputy-Director
- **Program Assessment: First Year-over-Year**
  - State of the program
  - Fare compliance improvement opportunities
- **Beyond Fares**
  - Ambassadors in action
  - Plans to capture and codify these moments
  - Passenger feedback

# ***Farewell to Sandee Ditt***

***Thank you so much for all  
you've done for Sound  
Transit & the Fare  
Ambassador Program!***

***Boston is lucky to have you!***



# Program Assessment Summary

## Our first deep dive into year-over-year comparison

LEGEND	
Routine	Warning
2021	2021
2022	2022



### Daily Inspection Rate

Average Inspections increased by 145%



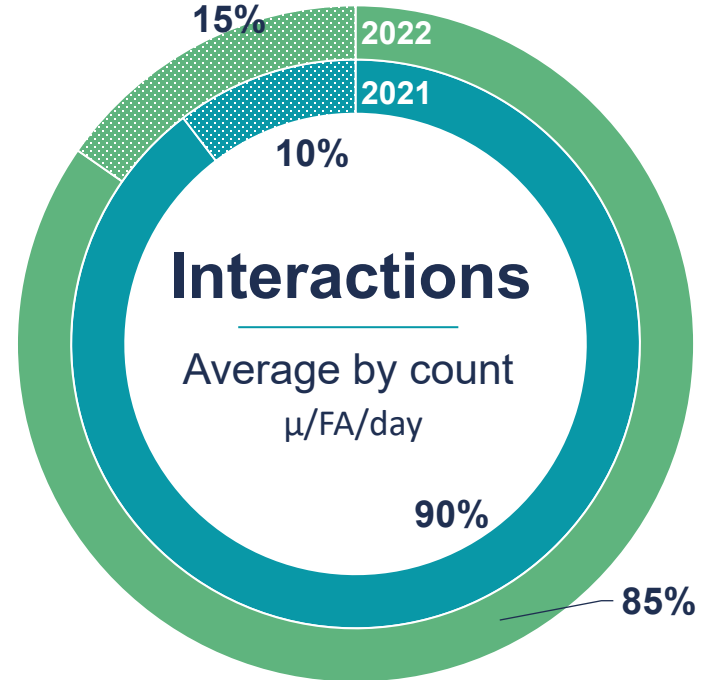
### Increased Ridership Impacts

1 Fare Ambassador for every 174,000 passengers



### ORCA LIFT

>30% increase in program education



# What can this 15% tell us?

## Warnings to passengers who should have paid fares

LEGEND	
Routine	Warning
2021	2021
2022	2022



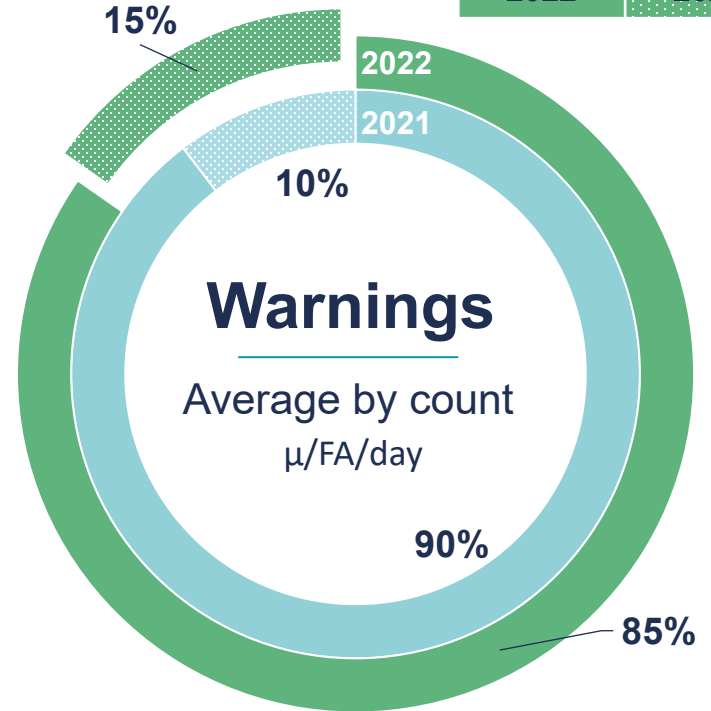
**Pre-Pandemic Comparison**  
~200% difference in compliance



**Increased Ridership Impacts**  
New & returning riders may need patience & coaching.



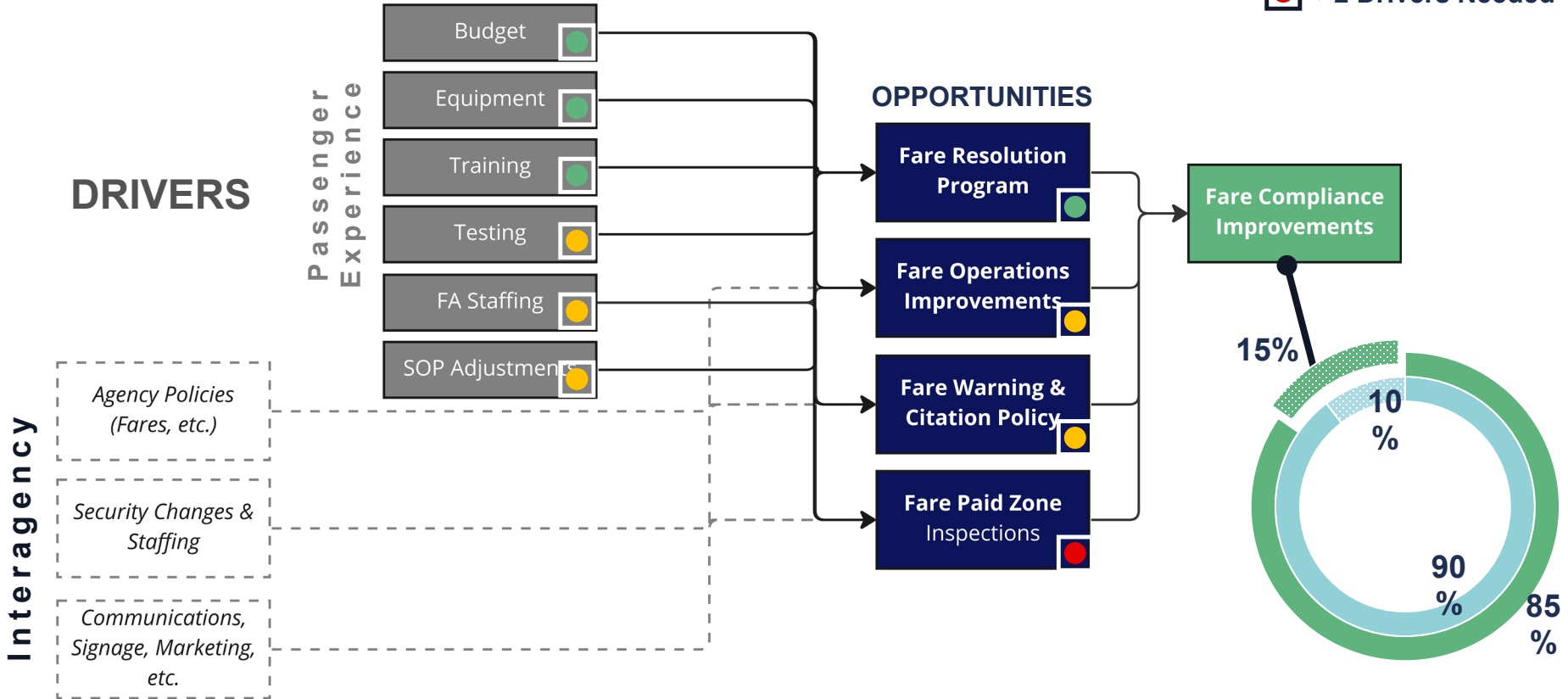
- Upcoming Opportunities**
- Paid Zone Inspections
  - Resolution Program
  - Citation Policy
  - Expanded Communication Efforts
  - Staffing Expansion



# Upcoming Opportunities

## High Level Summary of Status & Drivers

- Ready / Launched
- 1-2 Drivers Needed
- >2 Drivers Needed



# Adjusting to account for time

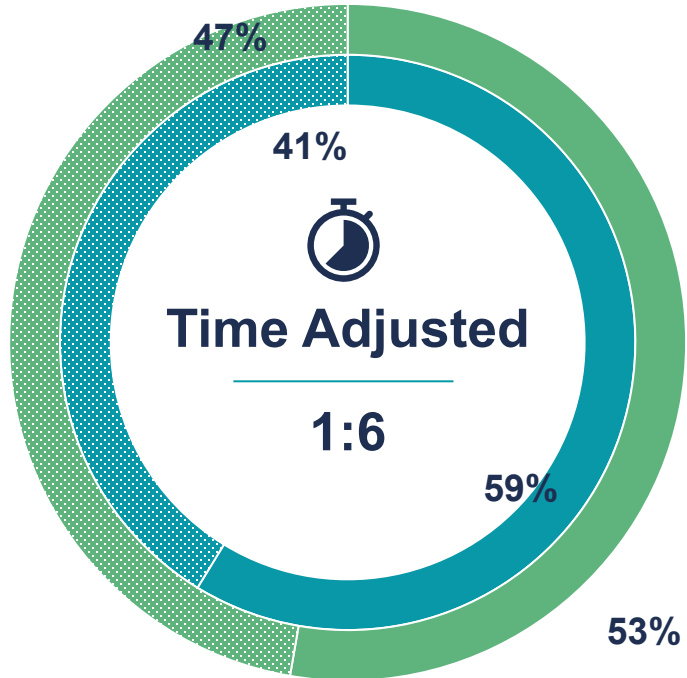
LEGEND	
Routine	Warning
2021	2021
2022	2022

## What's this time include?

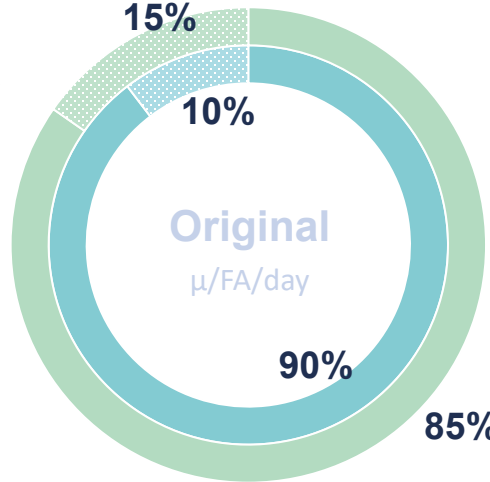
- Customer Service & Support
- Coaching & Education
- Problem Solving
- Q&A
- Connection to programs

## What's Unaccounted?

- Life saving
- Passenger navigation
- Disruption Support
- Cleaning & Reporting
- Crisis Support



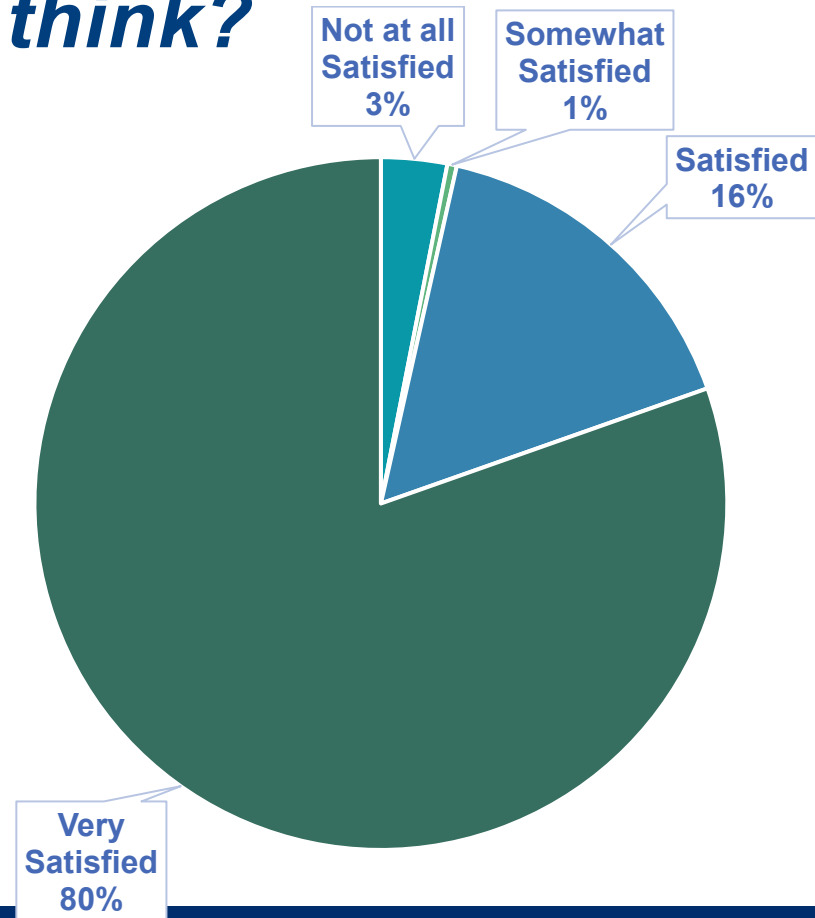
**30s Inspections**  
**3m Warnings**



# What do our passengers think?

“This was my first time seeing the Fare Ambassadors doing their work... and was **impressed with [their] courtesy and respect** None of the first four people [they] checked had fare, but [they] **came to each person with renewed respect and compassion**. I really like the way Sound Transit is changing their approach to enforcement and really hope it works.”

“The first time, I had not scanned my card and received a warning. With the warning, [the FA] also offered to answer any questions I had... **I didn't realize the importance of tapping off... Now... I tap on and off.**”





# Summary

- *Program has seen significant operational improvements.*
- *Efforts underway to help improve compliance.*
- *Metrics don't capture whole picture: we are seeking expansion opportunities.*
- *Passengers greatly prefer new program.*

*Questions?*

*Thank you.*



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