Equitable Fare Compliance Program

Rider Experience and Operations Committee 8/4/22



Why we are here

- Update on the Ambassador Pilot program
- To discuss and set fare inspection levels for the Fare Ambassador program.
- Update the financial plan to match current staffing assumptions to meet set inspection levels.

Pilot program update

Status of recommended Action Plan items

Completed

Enhanced staff training, stopped calling KCSO, changed uniforms and names, made ambassadors temporary ST employees and renewed our participation in the fully subsidized pilot.

Ongoing

Enhanced Fare Paid Zone, Fare Paid Zone inspection process, expanding education on ORCA and promotion of reduced fares.

Fare Ambassador progress

During the pilot that launched in August 2021, we were able to:

- Create and establish <u>new</u> standard operating processes and procedures.
- Establish a relationship and connect with other frontline staff.
- Change uniforms to be more approachable and less intimidating.
- Create an intensive training program.
- Continue engaging with community on policy.
- Provide additional passenger support during service disruptions.

Challenges during the pilot program

- Higher average interaction time than previous Fare Enforcement Officers.
- No internal resolution process during the pilot.
- New ORCA transition introduced inconsistency in ORCA Card validation results.
- 41% of non-paying passengers are not showing ID when asked.
- High level of general safety incidents (750+).
- Occasional serious safety incidents (20+) involving Fare Ambassadors while performing role.
- 1 Line ridership back to pre-pandemic levels, rising faster than ambassador hiring can keep up.
- Challenges hiring and retaining staff (25% current retention rate).



Fare Ambassador program metrics

Ridership	*15,758,750
Inspections	*210,772
Warnings	**21,926
Warnings with ID	**5,503
Warnings without full ID	**16,423
Fare Engagement related ORCA Lift sign-ups	36

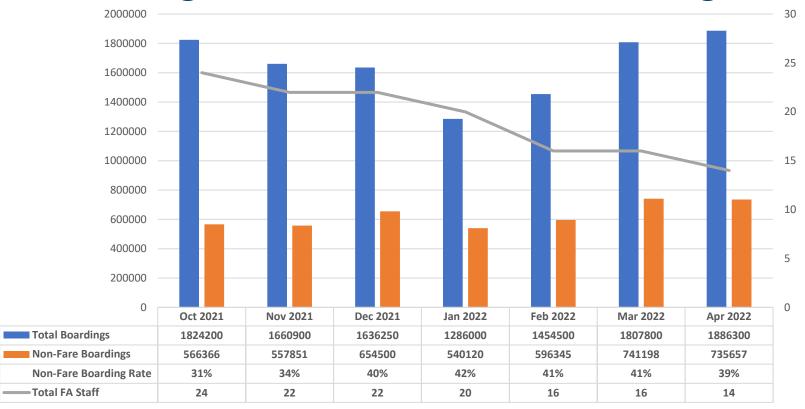


^{*}Data presented is October 2021 through June 2022 combined modes

^{**}Warning data is through May, due to ORCA Transition

Compliance trends

FA Staffing vs Link non-fare boarding



Implementation of Compliance Policy

Updated policy in action

Non-payment interactions within 12 months	updated program
1 st	Warning
2 nd	Warning
3 ^{rd*}	*Internal Resolution Options
4 th *	*Internal Resolution Options
5 th and beyond	**Civil infraction



^{*}Also contain monetary resolution options

^{**}Monetary only resolution of \$124

Internal resolution program in development

Fare policy resolution options

- Join a Sound Transit related focus group or sounding board activity.
- Participate in a Sound Transit interactive online class session.
- Signing a commitment to tap in the future (3rd interaction only).
- Having the customer load \$50 on an ORCA card for future use.
- Submitting payment within Sound Transit's Internal Resolution team.
- Consultation: Reduced fare qualifications to determine eligibility.

Reduced fare eligible passengers

All options above plus ability to sign up for ORCA LIFT and add funds to card.



Inspection rate

Inspection rate context

Fare Ambassador inspection rate vs Fare Enforcement

- Fare enforcement officers (FEO) were able to check 8% of passengers (28 staff).
- Fare Ambassadors currently checking 1-3% of ridership with 24 to 6 staff.
- Fare Ambassadors on average can inspect 250 passengers per 10-hour shift, this is less than what FEO could inspect.
- Some ambassador time is necessarily spent on passenger assistance or other non-fare issues.
- Longer and more variable interaction time, ranging from 3 seconds to 15 minutes per person.

For discussion: Targeting 10 percent inspection rate

- Setting a 10 percent target rate is slightly above the existing target rate (8 percent) and gives a target to strive for and monitor against as the program moves forward.
- A 10 percent target rate would mean a passenger would go about 7 trips before seeing a fare ambassador
- Planning for 46 fare ambassador program staff in 2023
- This increases current headcount assumptions by 18 staff in 2023
- Increased headcount will allow for fare ambassador staff to meet the 10 percent inspection target while not affecting the quality of the interaction with each passengers

Long-term Financial Plan impact

Board adopted Resolution No. R2022-08

- Increase Transit Operating budget by \$1.3 million.
- Continue Fare Ambassador Program based on the pilot program initiated in August 2021.
- Maintain staffing level of 28 fare ambassadors.



Projected long-term program cost

Previous program cost assumption 2022-2046: \$443M

28 staff in 2023, grow to 56 by 2025 and grow to maintain 10% inspection of ridership based on previous fare enforcement inspection rate through 2046.

Updated program cost 2022-2046: \$672M

 46 staff in 2023, maintain 10% inspection rate with current fare ambassador inspection assumption through 2046

Policy monitoring, metrics and reporting

Quarterly metric reporting at REO cont'd Fare Ambassador program metrics

- Ridership
- Inspections
- Total warnings
- Warnings with ID
- Warnings without full ID
- Fare Engagement related ORCA Lift sign-ups
- Ethnic demographics of all warning data
- Time and location analysis of warnings
- Compliance rate and staffing levels



Next steps

Today's action

- Recommendation from REO to full board on inspection rate of 10 percent and resource staffing level assumption.
- Direct staff to return to provide effectiveness of the staffing levels and fare compliance trends by July 2023.

Thank you.



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