

# *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 new 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*

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

\*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 <sup>st</sup>	Warning
2 <sup>nd</sup>	Warning
3 <sup>rd</sup> *	*Internal Resolution Options
4 <sup>th</sup> *	*Internal Resolution Options
5 <sup>th</sup> 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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