

Fare Enforcement Action Plan

*Sound Transit Board of Directors Meeting
March 26, 2020*



Why we are here

- Review the action plan for revising Sound Transit's Fare Enforcement program
- Board action on the following:
 - Motion No. M2020-22 Authorizing Participation in an Income Based Pilot Program
 - Resolution No. R2020-05 Fare Enforcement Policy Update

Agenda

- Process Overview
- Working Group
- Current Fare Enforcement Program
- Data Collection Effort Overview
- Key Insights and Action Plan
- Next Steps

Policy update process

Working Group *Early-mid 2019*

Form working group

Develop outreach and data collection plan

Identify initial policy and program options

Data Collection *Mid-late 2019*

Administer online survey

Administer onboard survey

Conduct listening sessions

Engage FE Officers

Policy Changes

Late 2019 – Early 2020

Analyze data

Develop recommendations

Engage external stakeholders

Roll out administrative actions

Advance associated board actions

Working Group

Diverse internal voices at the table

INTERDISCIPLINARY WORK GROUP

Passenger Experience

Public Safety (Operations)

Equity and Inclusion, including Title VI

Research and Innovation (PEPD)

Finance

Govt. and Community Relations

Business/Labor Compliance

Communications

Legal

Office of the CEO

Operations

Vision and mission

Vision

A system where everyone taps — where everyone who has fare media can get to where they want to go, and everyone who needs fare media can get access to it.

Mission

To understand the impacts of our current program and develop recommendations that provide an equitable and customer-focused experience, including safety for all riders and integrity of decision making, while ensuring strong financial stewardship of taxpayer dollars.

Fairness to riders and taxpayers

Objectives

- Sound financial stewardship, as indicated by high fare compliance and exceeding farebox recovery minimums.
- Equity and fairness to our riders, stakeholders, community members, and taxpayers.
- Continuous improvement that is measurable and accountable.
- Uphold Sound Transit's values of Customer Focus, Integrity, Inclusion and Respect, and Safety.

***Current Fare Enforcement
Program***

Fare enforcement process

Within any rolling 12-month period

- 1st interaction: Sound Transit issues a warning and records interaction into database.
- 2nd interaction and following: civil citation(s) issued.

Sound Transit has suspended referrals for criminal charges while the agency conducted review of its fare enforcement program.

Sounder and Link Inspection procedure



- Procedure adopted in 2010 to ensure equal treatment and reduce potential for profiling.
- Fare enforcement officers enter train cars from both ends and ask all riders for proof of payment, working toward the center of the car.

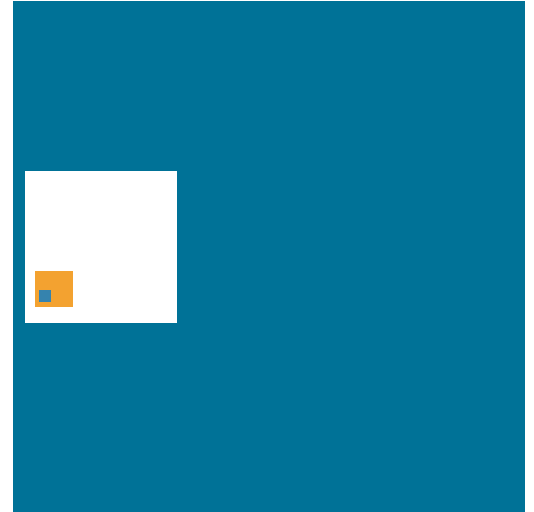
Inspection rate and target evasion rate are correlated

2019 Link data

- 25,075,922 riders ■
- 2,507,593 fares checked □
- 55,668 found without proof-of-payment ■
51,206 warnings 4,110 citations ■

Key takeaways

- Historical data show 8.5% fare inspection rate keeps evasion at our 3% target.
- For riders who could not produce proof-of-payment, 92% received warnings.
- 2.22% of inspected riders did not have valid fare in 2019 when checked.



Key Insights and Action Plan

Community Engagement Process



Online and Onboard Surveys

- ◆ 1,100 completed onboard surveys
- ◆ 8,000 completed online surveys



Community Conversations

- ◆ 6 Listening Sessions in Pierce, King, and Snohomish Counties
- ◆ Community Report-Out



Deliverables

- ◆ Community Engagement Report
- ◆ Proposal Evaluation
- ◆ Action Plan

Criteria for Proposal Evaluation

From vision, mission, and objectives

- Cost-efficient, timely, and feasible implementation.
- Racial equity.
- Customer-focused experience.
- Rider safety and security.
- Impact on fare evasion rates.
- Community support.

Key Insights

Barriers to payment

- Top reasons for not having proof of payment are related to **customer confusion** about how and where to pay.

"I forgot to tap."

"I couldn't find where to tap."

"My ORCA card didn't work."

Action Plan

To reduce customer confusion, we will...

- Expand communications and public education about ST fare enforcement process and how to use your ORCA card.
- Greatly enhance “Fare Paid Zone” signage at our stations.



Key Insights

Demographic disparities in access to and use of valid fare media

- Those **unable** to produce proof of payment in our onboard sample of 1,100 riders were more likely to be:
 - Under 25
 - Male
 - African American/Black or Hispanic/Latinx
 - Disabled
 - Transit dependent
 - Earning an annual income < \$50,000

Key Insights

Demographic disparities in access to and use of valid fare media

- Community feedback included:
 - Desire for a seamless transfer experience between transit agencies.
 - More locations for reloading ORCA cards.
 - End the 24-48 hour waiting period for reloads done online or by phone.
 - Ability to pay on the train.
 - Program tailored to the needs of youth.

Action Plan

To address demographic disparity in access to and use of valid fare media, we will...

- Participate in an income-based fare program for a two-year pilot starting as early as July 2020.
- Expand access and aggressively market ORCA LIFT and other programs for riders with limited income (including consideration of potential re-opening Westlake booth and more venues for enrollment).
- Next GEN ORCA updates.

Action Plan

To address demographic disparity in access to and use of valid fare media, we will...

- Develop a youth-oriented program which includes:
 - Protocols to ensure parents/caregivers are contacted consistently and that law enforcement is not engaged for fare-only matters.
 - Working with youth to develop focused communication, educational outreach, and fare media access efforts to communities highlighted in survey results.
 - Defining period of time during the start of school where students would not receive warnings or citations.

Action Plan

To address demographic disparity in impact, we will...

- Increase verbal warnings from 1 to 2 in a 12-month period.
- Reduce the fine from \$124 to \$50.
- Enhance fare enforcement officer training for anti-bias and de-escalation.
- Define parameters for times to suspend warnings and citations during severe weather.

Action Plan

To address demographic disparity in impact, we will...

- Develop a resolution path through Community Court program.
 - Working with King County District Court to participate in community court program for Sound Transit fare citations.
 - Paired with resource fairs to provide access to a range of services including ORCA LIFT enrollment.
 - Potentially serve as host to the most transit-accessible community court and resource fair location in Union Station

Key Insights

Perception of fare enforcement officers and program

- An overwhelming majority of onboard survey respondents felt Fare Enforcement Officers (FEOs) were professional and fair. This was true among those who showed proof of payment and those who did not.
- During community conversations participants expressed concerns about potential racial profiling, feeling targeted or harassed, and disproportionate enforcement in South Seattle.

Key Insights

Perception of fare enforcement officers and program

- During community conversations, concerns were also raised about:
 - Names and uniforms of FEOs to make them less similar to law enforcement, and a desire for a customer service focus.
 - Concerns about procedure for verifying identity.

Action Plan

To continuously improve our fare enforcement program, we will...

- Refine the role and evaluation of fare enforcement officers to incorporate customer service more consistently into how FEOs perform core security and enforcement responsibilities. Officers will be providing on-the-spot information.
- Collect and report data tracking the locations of FEO deployment and enforcement actions.
- Evaluate and clarify process for reporting and addressing bias or discrimination complaints.

Action Plan

Implementation – Updated Fare Enforcement Procedure

Interaction Without Proof of Payment Within 12 Months	Fare Enforcement Officer Action
1 st Interaction	FEO issues warning; information is provided about getting and using an ORCA card
2 nd Interaction	
3 rd Interaction	FEO issues a ticket and \$50 fine
4 th Interaction	
5 th and beyond	FEO issues a ticket, a \$50 fine, and suspension is issued

Action Plan

Implementation

- Mostly administrative changes, except *amendments to the* Board policy and resolution authorizing participation in income-based fares program pilot.
- Hire 3 FTEs.
 - 1 Program Manager; 2 youth-focused specialists
- Annual Budget Requirements.
 - Approximately \$900,000 annually.
 - Up to \$1.8M for low income fare from for two-year pilot.

Action Plan

Implementation

- Continued community conversations about action plan implementation strategies and progress of improvements.
- Report progress and performance to the Rider Experience and Operations (REO) committee of the Board on a regular basis.

Needs More Information

To report back to Board

- Evaluate impact and feasibility of accepting partner agency non-ORCA transfers.
- Stop calling in law enforcement on matters solely related to fare enforcement for adults.
- Add platform fare enforcement checks.
- Change fare enforcement officer names and uniforms.



Not recommended

- Administer resolution of citations in-house.
- Bring fare enforcement officers in-house as ST employees instead of continuing to contract with third party.
- Add option to pay on trains by officers or technology.

Next Steps

Next Steps

- Fill full-time program implementation manager and youth specialist roles.
- Establish metrics to report and measure against program objectives.
- Continue to collect input from ongoing community conversations.
- Report back to the Board on progress

Today's Actions

Today's actions

- Motion No. M2020-22 Authorizing Participation in an Income Based Pilot Program
- Resolution No. R2020-05 Fare Enforcement Policy Update

M2020-22 Authorizing Participation in an Income Based Pilot Program

- Participation in the pilot program is part of Sound Transit's action plan to update the ST fare enforcement program.
- The pilot program is being managed by King County and will cover qualifying riders in King, Snohomish and Pierce County.
- Sound Transit will participate in the program for a duration of twenty four months, which is expected to begin in July 2020

M2020-22 Authorizing Participation in an Income Based Pilot Program

- Under the program, fully subsidized annual transit passes will be provided to eligible participants on an ORCA LIFT card to allow pass holders to ride free on all Sound Transit and King County services.
- Eligibility is limited to people who are very low income, defined as households with incomes at eighty percent of the Federal Poverty Level or less.
- Participation will initially be limited to people enrolled in six state benefit programs who meet the eligibility requirements.

M2020-22 Authorizing Participation in an Income Based Pilot Program

- This action authorizes the CEO to negotiate and enter into an agreement to administer the program for the two-year period.
- Sound Transit's participation will end twenty four months after the program starts unless the Sound Transit Board acts to authorize Sound Transit's continued participation in a future program, or program extension.

R2020-05 Fare Enforcement Policy Update

- Reduces the monetary fine to \$50
- Increases 1 to 2 warnings within a 12 month period
- Adds reference to Bus Rapid Transit
- Revises the suspension section allowing for updated procedures for suspension.
- Reflects future enhancements to the fare paid zone.
- Allows Fare Enforcement Officers to provide rider education

Thank you.



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