

Fare Engagement Program Update

Rider Experience and Operations Committee

2/5/2026



Today's Discussion



Fare Ambassador Staffing Update



Update
Report on Program Performance



Additional Updates:
Projects & priorities ahead

Fare Engagement Program Evolution

Program evaluation identifies key challenges:

- Disproportionate impact on people of color and low-income riders

2019-2020



2009

Start of Fare Enforcement program

2021

Board initiates new Fare Engagement approach:

- Focus on equitable outcomes
- Shift focus to education, customer service and compliance
- Inspections occur on LRVs

2022-Present

Ongoing buildout of program:

- Launch of fare resolution program (2023)
- Ongoing staffing increases, program evaluation

Note: Agency suspended fares due to COVID-19 pandemic March-June 2020

Fare Ambassador Staffing Update

- **6 New Hires (Cohort 10) started training on 01/26/26.**
- **Recruitment and screening for Cohort 11 is underway. Positions are posted and team has been recruiting at local job fairs.**

Current staffing as of January 1st	New hires (Cohort 10)	Active recruitment and hiring of vacancies (Cohort 11)	2026 Budget (Cohort 12)	Total Fare Ambassadors for 2026
34	+6 (Started on 1/26/26)	+12	+10	62

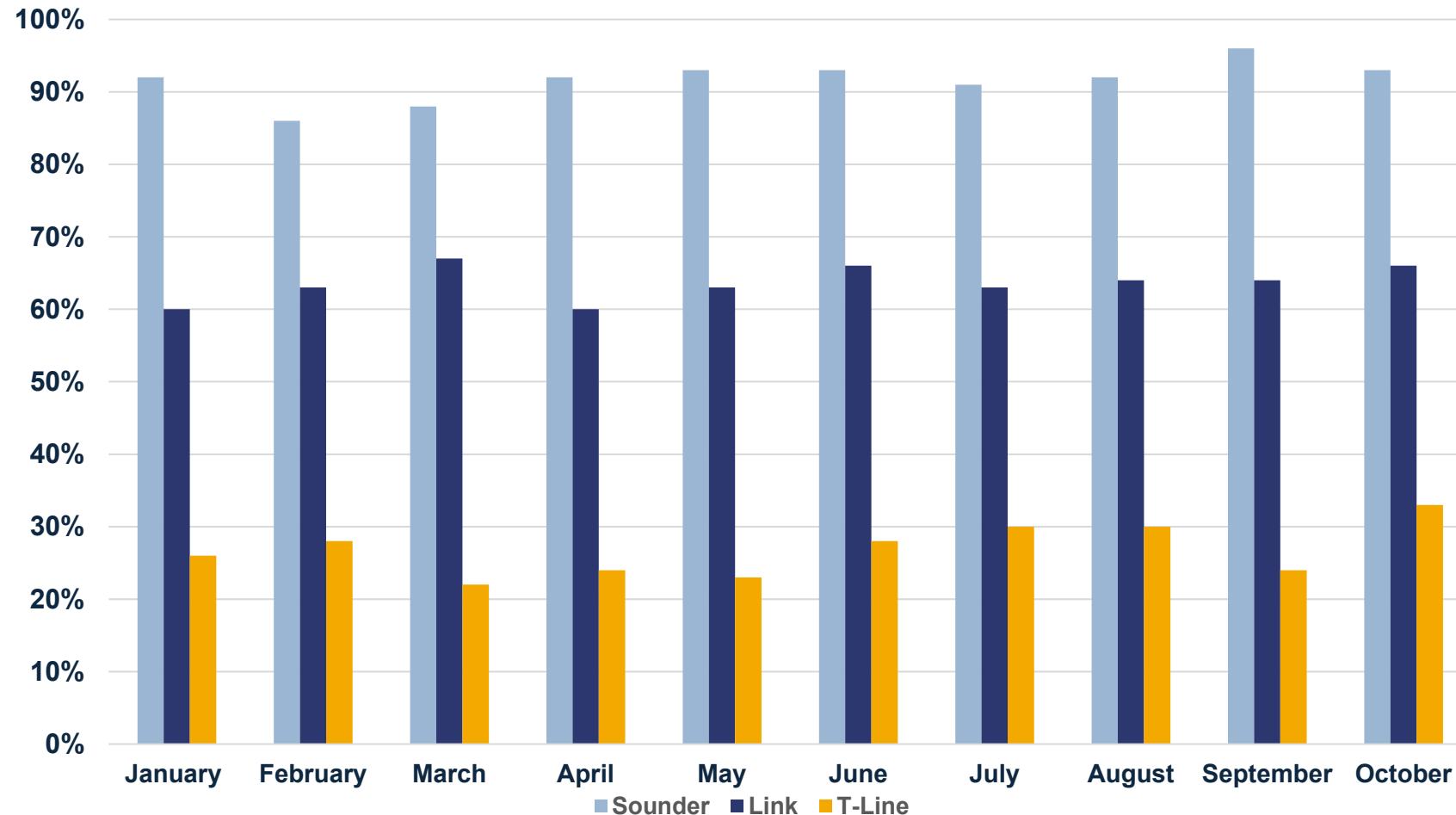
Fare Inspection Compliance Trends (Jul 2025-Dec 2025)

Share of riders whose fare media was verified by a Fare Ambassador

Month	Inspections	Warnings/ Infractions	Inspection Rate	Inspection Compliance	Service Disruption Passenger Interactions
January	Data challenges	Data challenges	Data challenges	Data challenges	Data not collected
February	Data challenges	Data challenges	Data challenges	Data challenges	Data not collected
March	108,358	9,444	4.1%	91%	Data not collected
April	64,679	4,610	2.3%	94%	26,566
May	102,897	7,051	3.4%	93%	2,268
June	70,499	5,132	1.8%	93%	2,550
July	100,758	6,694	2.8%	93%	1,025
August	87,057	5,888	2.2%	93%	3,815
September	78,825	5,337	2.2%	93%	673
October	62,961	4,781	1.6%	92%	1,338
November	64,526	5,751	2.0%	91%	2,130
December	72,250	6,281	2.3%	91%	3,547
TOTAL	466,377	34,732	2.2%	93%	12,527

Fare Media Compliance (Jan 2025-Oct 2025)

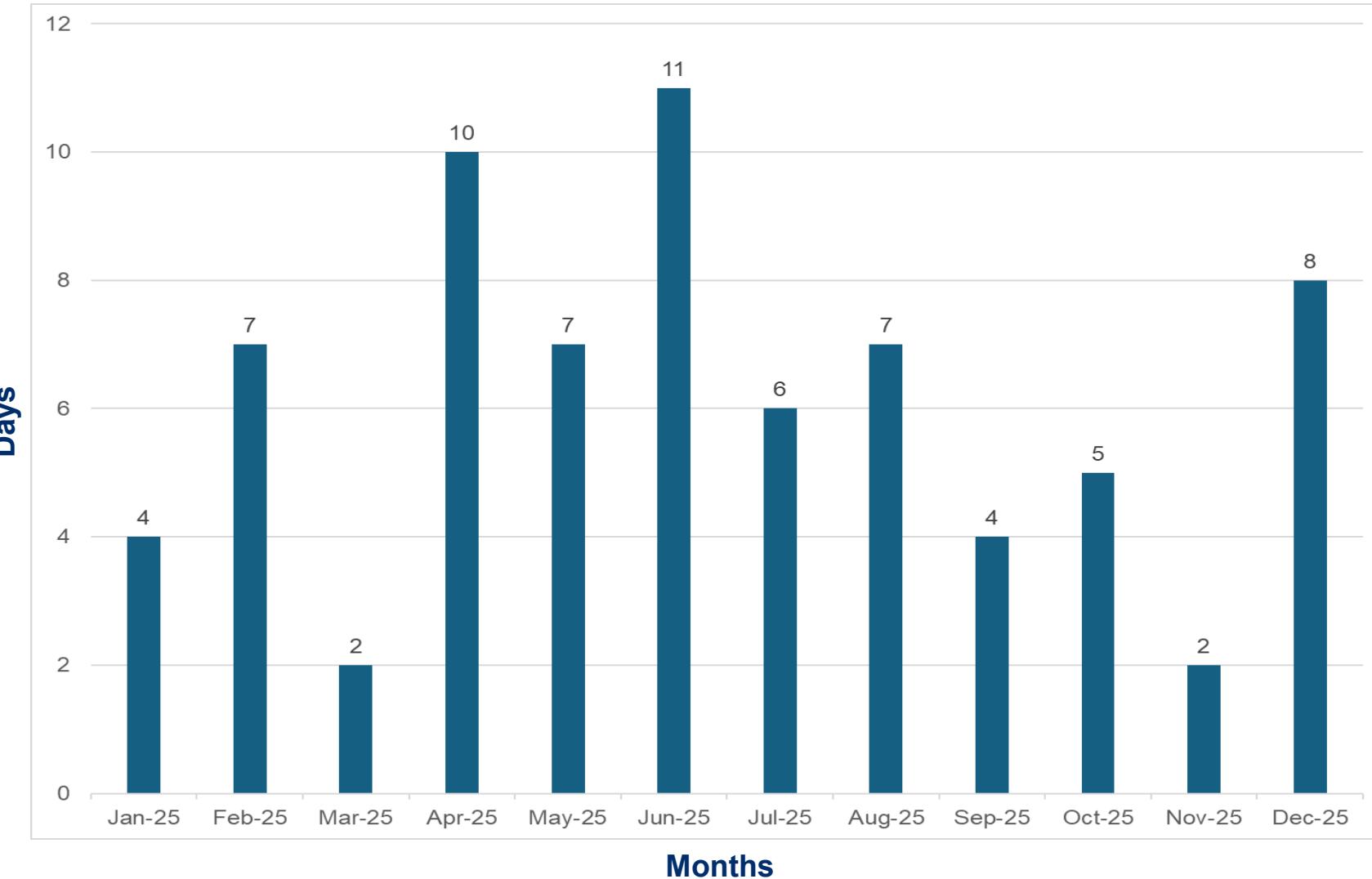
Tracks fare media usage as a share of total ridership



Fare Inspection Compliance remains higher than Fare Media Compliance.

Higher Inspection Compliance aligns with a clear, visible expectation of fare-checks.

Service Disruption Support Response (Jan 2025-Dec 2025)



Fare Ambassadors have provided passenger support for approximately 70 days of planned and unplanned service disruptions in 2025.



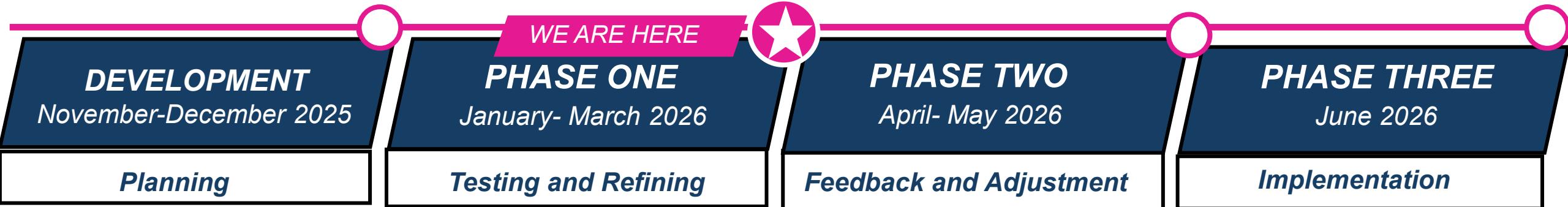
Additional Updates- Projects and Priorities Ahead

- **Entrance Validation Inspections Overview**
- **Future Planning**
 - World Cup Support
 - Expanded Disruption Support



Fare Paid Zone Inspection Pilot

We are assessing the impact of performing fare inspections at the Fare Paid Zones to increase overall number of inspections, improve fare media compliance.



Early Results

- Reduces enclosed-space interactions, supporting FA safety.
- Higher rider engagement rates enable earlier, non-punitive interventions to support fare compliance.
- Fare issues are identified and resolved prior to boarding, improving the rider experience and minimizing disruptive in-trip interactions.



Questions?



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