

Fare Engagement Program Update

Rider Experience and Operations Committee
9/3/2026



Today's Discussion



FIFA World Cup Recap



Fare Inspection & Compliance Performance



Fare Paid Zone- Entrance Inspection Pilot



Passenger Service and Resource Allocation



Next Steps



FIFA World Cup: Improved fare compliance and crowd-flow

- 35k+ Inspections across six games
- 14 extra “Mobile Validators” deployed at IDS, Pioneer Square, and Stadium Stations reduced queueing at fixed-validators, improved compliance
- Assisted thousands of passengers with wayfinding, system use, and obtaining fare
- After each game, adjusted validator placement, Fare Ambassador staffing based on after action review of passenger behavior and line management.



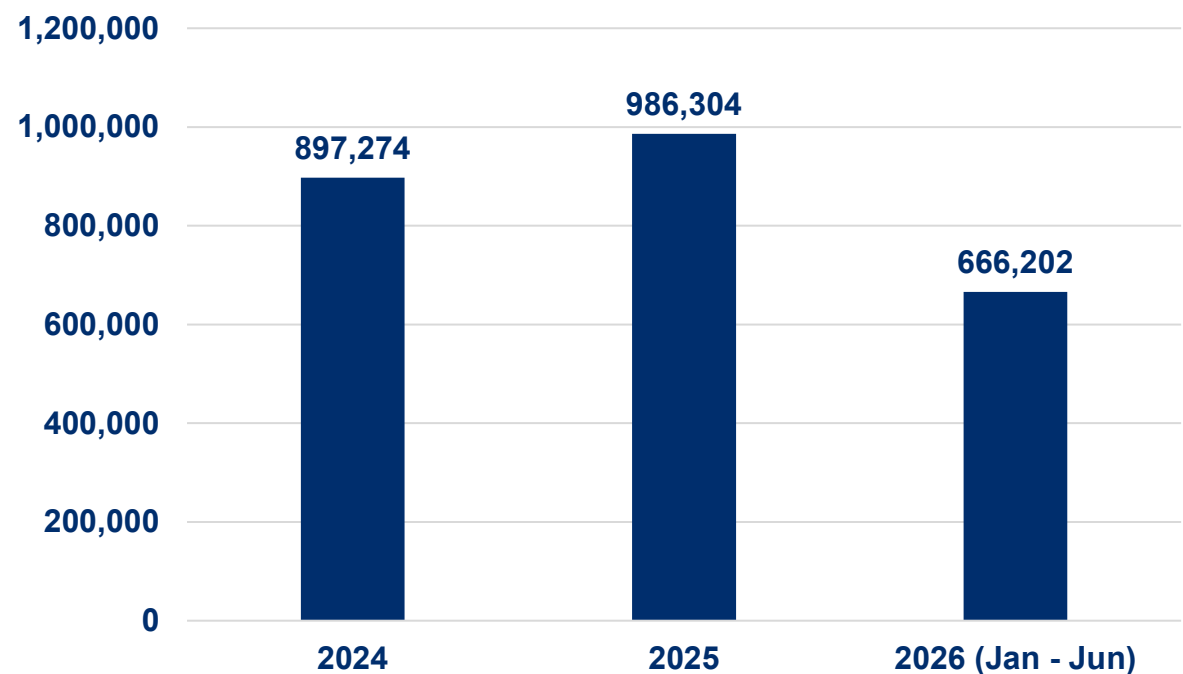
World Cup Match Day Performance

- **58% Average Fare Media Compliance**
- **12,000+ passenger service interactions**

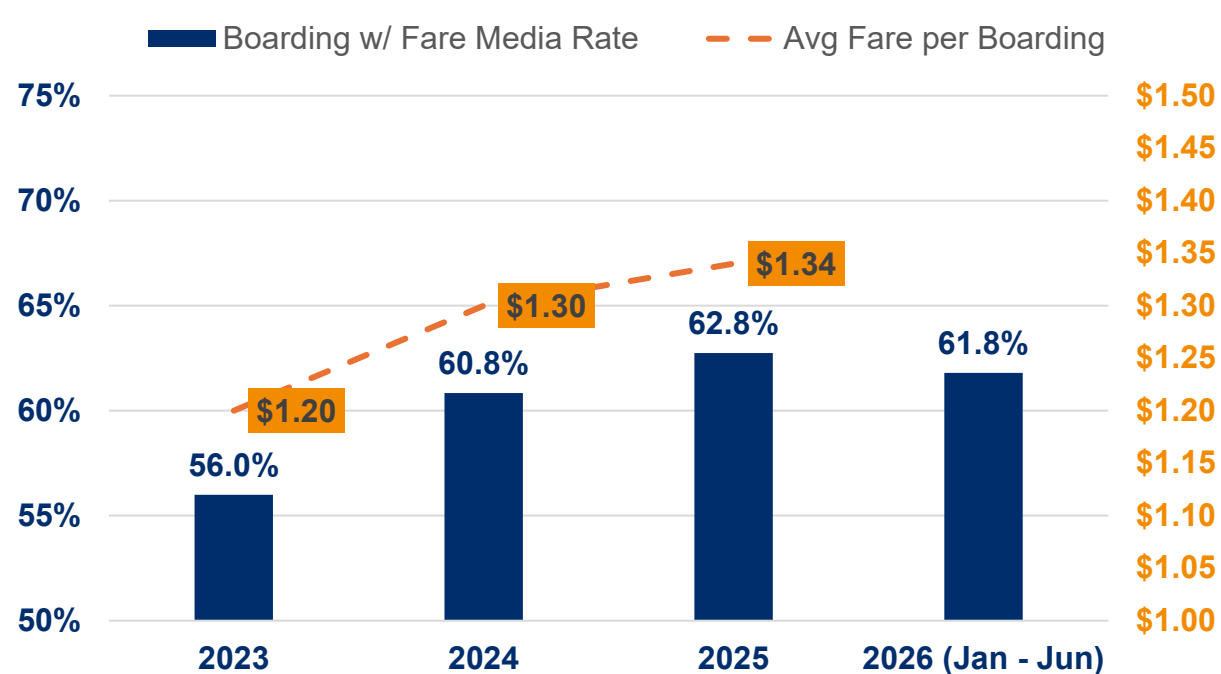


Fare Inspections & Fare Media Performance

FA Annual Inspections



Fare Media (Link)



Does not account for youth riders, which were estimated to be 6% of Link ridership in 2022

Ongoing Entrance Inspection Pilot

Positive correlation between entrance inspection frequency & observed compliance rate

Process: Fare Ambassadors place themselves nearby Fare Paid Zone (FPZ) to validate fare, provide passenger assistance.

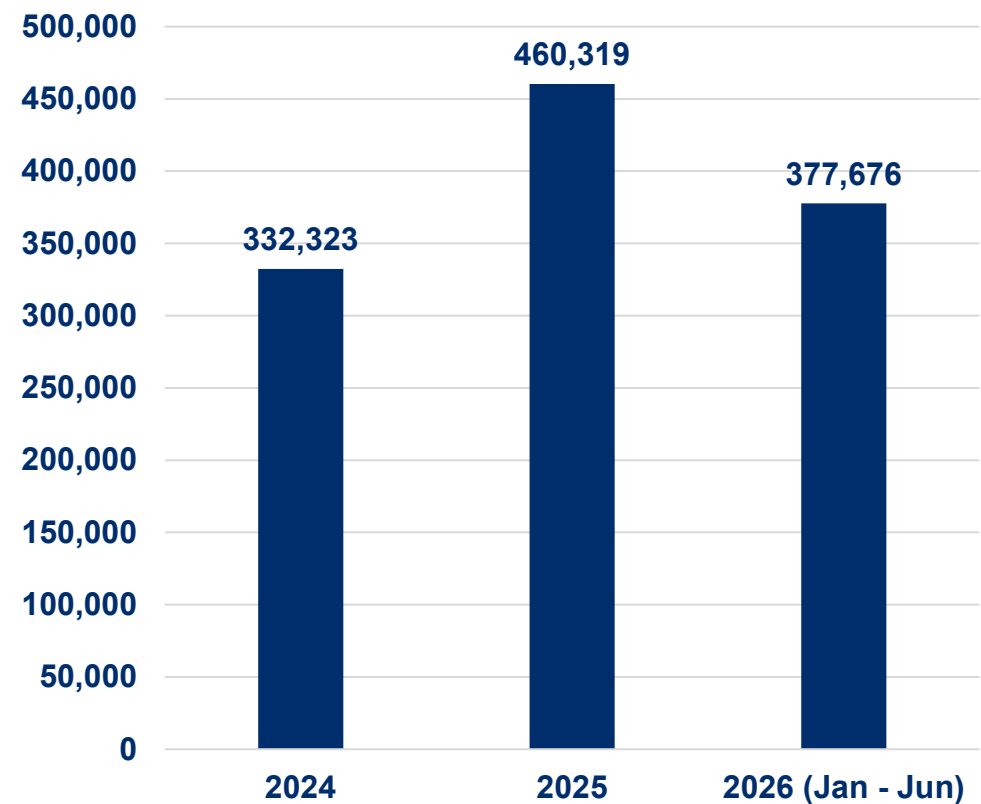
- Early checks show up to 30% increased fare transactions at stations during entrance inspections.
- 3% “Turnaround” rate (passengers newly obtaining fare when asked)



	Entrance Inspections (new)	Onboard Inspections
Primary Purpose	Opportunity to obtain valid fare media prior to boarding; focused on station entry.	Verification after boarding; warnings/citations issued; repeat interactions tracked through resolution process.
Operational Advantage	Allows for inspections during high-ridership events and station surges.	Can inspect riders throughout the system; broad geographic coverage.
Challenges	Comprehensive coverage requires 2-4 FAs per Fare Paid Zone, across multiple shifts per day and week.	Difficult to perform inspections on crowded trains; passenger movement is dynamic.

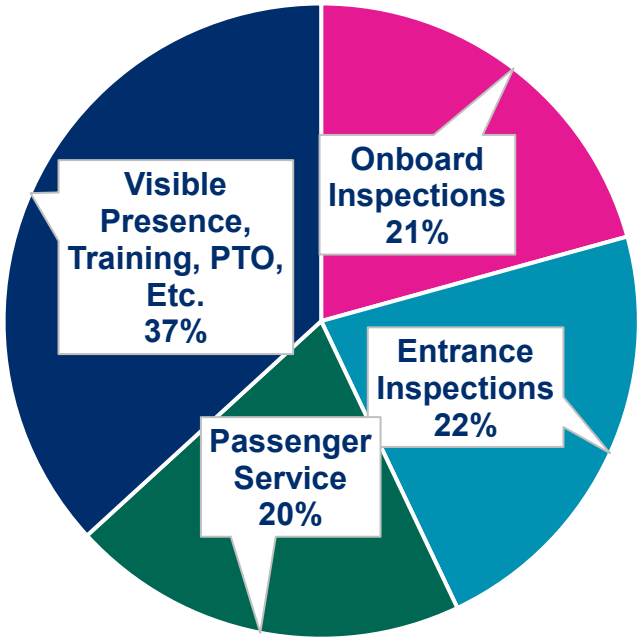
Passenger Service & Labor Allocation

Annual Passenger Service Interactions



FA Labor Allocation, 20 July 2026 - Current

- Onboard Inspections
- Entrance Inspections
- Passenger Service
- Visible Presence, Training, PTO, Etc.



*Passenger service interactions include tasks such as service disruption support, wayfinding, & system instructions

Next Steps for Fare Engagement Program

- Evaluate effectiveness of different fare inspection techniques at station and system-level
- Balance resource allocation of performing inspections at stations and on Light Rail Vehicles
- Support planning for future front-line posture for Fare Gates Pilot Program
- Ongoing reporting to REO on performance, compliance

Questions?



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