

# *Fare enforcement policy update*

*Rider Experience and Operations Committee*

*Executive Committee*

*February 6, 2020*



# Agenda

## *Briefing with no Board action required at this time.*

- Process update.
- Discuss findings from onboard survey, online survey and listening sessions.
- Discuss 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 action and budget amendments

# *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.

## *Outreach process*

- **1,100** onboard surveys. (representative sample)
- **8,000** completed online surveys. (self-selected responses)
- **6** listening sessions in Pierce, King and Snohomish counties.

# *Onboard survey*

# *Onboard survey*

## *Background and objectives*

- Determine primary reasons for nonpayment.
- Measure customer experience of fare enforcement.
- Identify any differences in customer experience across demographic groups.

## *Onboard survey methodology*



Survey teams shadowed fare enforcement officers. FEOs followed their standard procedure during this period.



If rider did not show proof of payment the FEO introduced a surveyor to the rider. These riders did not receive warnings or citations.



Survey teams randomly approached potential respondents once they had followed procedure throughout a vehicle. Received 1,100 complete surveys.

# Onboard Survey

## Demographics of respondents

<b>Race/Ethnicity</b>	on-board	2018
	FE survey	rider survey
White	65%	60%
African American/Black	10%	9%
Asian America/Asian	15%	15%
Two or More Races	5%	NA
Other	7%	9%
% Hispanic/Latinx	7%	7%

<b>Age</b>	on-board	2018
<25	22%	NA
25 – 34	29%	NA
35 – 49	23%	NA
50 – 64	22%	NA
65+	5%	NA

<b>Income</b>	on-board	2018
	FE survey	rider survey
< \$50,000	32%	37%
\$50,000 – \$74,999	17%	16%
\$75,000 – \$99,999	13%	12%
\$100,000+	39%	35%

<b>Disability</b>	on-board	2018
% with Disability	3%	NA

<b>Transit dependence</b>	on-board	2018
% w/o Working Vehicle	22%	35%

# Onboard Survey

## Percent without Proof of Payment

### Highest for:

- Hispanic or Latinx
- African American or Black
- Under 25

### Response categories.

<b>Race/Ethnicity</b>	<b>with PoP</b>	<b>w/o PoP</b>
White	98.1%	1.9%
African American/Black	94.9%	5.1%
Asian America/Asian	97.9%	2.1%
Two or More Races	97.7%	2.3%
Other/no response	97.0%	3.0%
% Hispanic/Latinx	94.3%	5.7%

<b>Age</b>	<b>with PoP</b>	<b>w/o PoP</b>
under 25	96.5%	3.5%
25 – 34	97.4%	2.6%
35 – 49	97.7%	2.3%
50 – 64	98.5%	1.5%
65 or over	97.7%	2.3%

# Onboard Survey

## Percent without Proof of Payment

### Highest for:

- Income under \$50k
- Respondents with disability
- With no working vehicle

### Response categories.

<i>Income</i>	with PoP	w/o PoP
< \$50,000	95.7%	4.3%
\$50,000 – \$74,999	98.4%	1.6%
\$75,000 – \$99,999	97.8%	2.2%
\$100,000+	98.6%	1.4%

<i>Disability</i>	with PoP	w/o PoP
% with Disability	93.7%	6.3%

<i>Transit dependence</i>	with PoP	w/o PoP
% w/o Working Vehicle	95.3%	4.7%

# Onboard Survey

## Top reasons for not providing Proof of Payment

	W/O PoP
I forgot to “tap” my ORCA card	22%
I tapped my ORCA card, but it didn’t work	14%
I thought my transfer was valid	8%
I couldn’t find where to tap	7%
I would have missed train if stopped to “tap” or buy ticket	6%
I forgot my ORCA card	5%
I don’t know how to pay the fare	4%
I can’t afford to pay the fare	4%

## Onboard survey

*Large majority rate fare enforcement officers positively*

Do you agree that:	Riders with POP	Riders w/o POP
FEOs are professional	93%	88%
FEOs treat everyone the same	92%	85%
FEOs approached all riders near me	88%	83%

# *Online survey*

# Online survey

## *Background and objectives*

- Learn about public perceptions of fare enforcement.
- Gather data on rider preferences for proposed changes.

*The online survey is not statistically valid and can only report on the attitudes of those who responded to the survey.*

## Online survey methodology



Survey contained questions about perceptions of current practices and gauged support for policy changes.



Survey available Nov. 13 – Dec. 6.  
Translated in eight languages.  
Promoted via email and social media.



8,000 completed surveys.

# Online Survey

## Demographics of respondents

<b>Race/Ethnicity</b>	<b>on-line FE survey</b>	<b>ST District 2017 census</b>
White	75%	67%
African American/Black	4%	6%
Asian America/Asian	10%	14%
Two or More Races	4%	7%
Other	7%	5%
% Hispanic/Latinx	6%	10%

<b>Age</b>	<b>on-line FE survey</b>	<b>ST District 2017 census</b>
<25	8%	31%
25 – 34	29%	17%
35 – 49	30%	21%
50 – 64	22%	19%
65+	11%	12%

<b>Income</b>	<b>on-line FE survey</b>	<b>ST District census</b>
< \$50,000	21%	33%
\$50,000 – \$74,999	16%	17%
\$75,000 – \$99,999	13%	13%
\$100,000+	49%	37%

<b>Transit dependence</b>	<b>on-line FE survey</b>	<b>ST District census</b>
% with Working Vehicle	77%	91%

<b>Disability</b>	<b>on-line FE survey</b>	<b>Wash. State 2017 census</b>
% with Disability	17%	9%

## *Online findings summary*

### *Support for program changes (respondents asked to pick top 3):*

- Reducing fines from \$124 (82%)
- Increasing the number of warnings (57%)
- Reduce warning period from 12 months to 6 months (40%)
- Reduce the amount of time for citations to accumulate (11%)
- Reduce the number of warnings to no warnings (6%)
- Increase the fine from \$124 (5%)

## *Online findings summary*

### *Statements respondents most frequently agreed with:*

- ST should help riders who can't afford to pay. (85%)
- ST should expand outreach to hard-to-reach communities. (76%)
- ST should forgive fines if rider enrolls in ORCA LIFT. (72%)

## *Online findings summary*

### *Question: Should Fare Enforcement Officers*

- Offer on-the-spot info about reduced fare programs: 75% yes
- Wear less-intimidating uniforms: 33% yes

## *Opinions on exceptions*

*Majority of respondents show support suspending fare enforcement for:*

- Severe weather. (90%)
- Students on 1<sup>st</sup> day of school. (77%)
- Major construction or service disruptions. (67%)
- Individuals experiencing homelessness who need to get out of the cold. (60%)

## *Opinions on resolving fines*

<b>Respondent support for:</b>	<b>Riders</b>	<b>non-Riders</b>
Forgiving fines after enrolling in ORCA LIFT	72%	52%
Forgiving fines if already enrolled in ORCA LIFT	58%	46%
Paying fines via community service	64%	56%
Crediting fine amount to ORCA cards	59%	48%

## *Opinions on practices*

<b>Respondents agree strongly or agree:</b>	<b>Riders</b>	<b>non-Riders</b>
Many people do not know about payment options, subsidies, benefits or programs	59%	50%
Sound Transit should help very low/no income riders afford to pay	71%	53%
Sound Transit should expand outreach to hard-to-reach communities	80%	63%

# *Listening sessions*

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## *Background and objectives*

- Seek community input from those who are usually marginalized in conversations.
- Identify any differences in attitudes and preferences across demographic groups.
- Ask for opinions about program priorities.

# *Listening Session Methodology*



The Equity and Inclusion Office partnered with businesses and community groups.



We asked 6 standard questions.



We held 6 listening sessions, covering Pierce, King and Snohomish Counties.

## ***Reaching marginalized groups***

### ***Listening sessions participants were:***

- Youth. (20% under 24 years old)
- Hispanic/Latinx. (25%)
- Black/African American. (53%)
- People with limited English proficiency. (28%)
- People with disabilities. (22%)
- Annual income of \$50,000 or less. (76%)

## Slide 28

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**TS9**

With 1000 onboard survey responses, and 8,000+ online survey responses, it would be logical to include numbers of attendees at the listening sessions.

Tucker, Stephen, 1/27/2020

**CR8**

Yes - I second this suggestion.

Cunningham, Rachelle, 2/3/2020

# ***Fare enforcement officers***

## ***Listening session responses***

- Security should be present; however, this should not be the role of Fare Enforcement Officers.
- Uniforms feel like policing, they are traumatic and triggering.
- Should focus on compassion for riders.
- Not about process but how it is implemented.
- Audit & expansion of training.
- Focus on respect and assistance for customers.
- Rename “enforcement” to “monitoring” or “Customer Service”.
- Negative behavior/actions of FEOs.

# *Customer Experience*

## *Listening session responses*

- Alignment of transfers from bus to train.
- Better alignment between transportation agencies.
- Credit unused monthly Orca funds.
- Racial profiling.

# Access

## *Listening session responses*

- Increase access to reloading Orca cards.
- 24-hour wait period for reloading cards is a challenge.
- Bring back Westlake booth.
- Enable ability to pay on the train.

# *Program Changes*

## *Listening session responses*

- \$124 fine is excessive and does not fit the “crime.”
- Decriminalize fare enforcement.
- Perception of over-monitoring in south Seattle.
- Unaware of how to file a complaint or report issues.
- Concerns about procedure for requesting IDs.

# Youth

## *Listening session responses*

- Separate program/procedures/consequences for youth.
- South end has a lot of schools.
- Parents should be contacted when FEOs interact with youth.
- Youth and women feel harassed.

***Proposals under  
consideration***

# *Proposals under consideration*

## *Options emerged from:*

- Benchmarking agencies nationally and locally.
- Feedback from Sound Transit stakeholder committees.
- Feedback and engagement in early 2019.
- Feedback from listening session.

# ***Crosswalk of findings and proposals under consideration***

## ***Demographics of riders without proof of payment***

- Expand opportunities for access to ORCA LIFT and other programs.
- Participate in a Very Low Income Fare program.
- Review training modules and protocols to prioritize training in customer service, de-escalation, and anti-bias training.
- Youth focused program.

# ***Crosswalk of findings and proposals under consideration***

## ***Reasons for not showing proof of payment***

- Expand and target communications and marketing about how to access and use valid fare media.
- Increase the number of warnings.
- Improve transfer procedures.

# *Crosswalk of findings and proposals under consideration*

## *Support for changes*

- Suspend inspections during special circumstances, such as severe weather and the first day of school.
- Reduce the amount of the fines.
- Create new ways to resolve citations including:
  - Resolve fine by crediting amount to the ORCA card
  - Resolve fine if rider enrolls in ORCA Lift.
  - Resolve citations through community service.

# *Crosswalk of findings and proposals under consideration*

## *Perceptions of fare enforcement officers*

- Review the role of fare enforcement officers to reinforce customer service as the top priority.
- Expand fare checks onto platforms.

## *New proposals for consideration*

### *Options emerged from survey findings*

- Rename “enforcement” to “monitoring” or “customer service.”
- Promote Title VI program that investigates complaints about enforcement and security.

## *Criteria for Proposal Evaluation*

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

***Next steps***

# Upcoming timeline

## January

- Process update
- Engagement and survey updates
- Criteria for policy/program evaluation
- Next steps

## February

- Survey results
- Listening session results
- Community conversation- February 19

## March

- Executive committee/full board
- Roll out administrative actions
- Advance associated board action

*Thank you.*



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