

Fare compliance update

Board of Directors

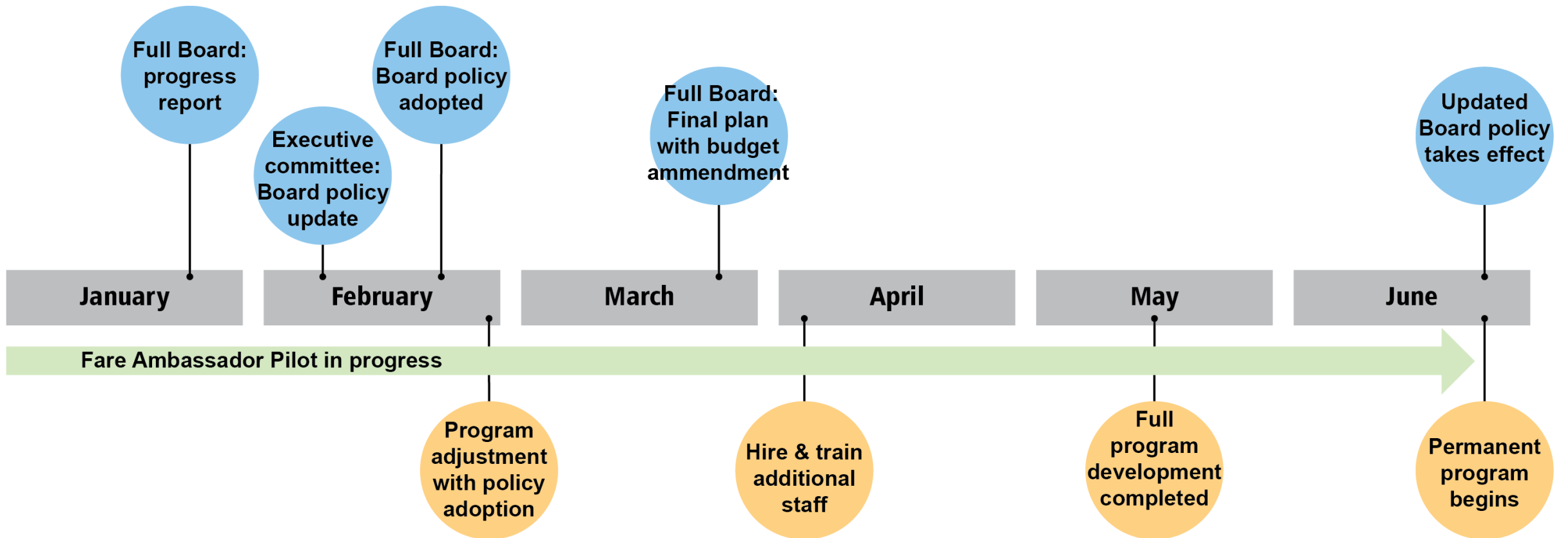
11/18/21



Why we are here

- Provide an update on community engagement efforts
- Provide an update on Fare Ambassador pilot project
- Discuss program action items and next steps
- We are here today to provide information. No Board action required at this time

2022 Board Policy Timeline



Fare Engagement Program Timeline

***Community engagement
update***

Community engagement process

2019

- 1,100 completed onboard surveys
- 8,000 completed online surveys
- 5 listening sessions in Pierce, King, and Snohomish Counties
- Community Report-Out

2020

- 300 completed Sounding Board surveys
- Stakeholder engagement

2021

- 13 listening sessions with community-based organizations (CBOs) that serve communities of color
- Compensated CBOs for their time and expertise
- Drafted Community Driven Engagement Plan
- Implement Community Driven Engagement Plan
- Launched survey
- Door-to-door engagement
- Virtual town halls

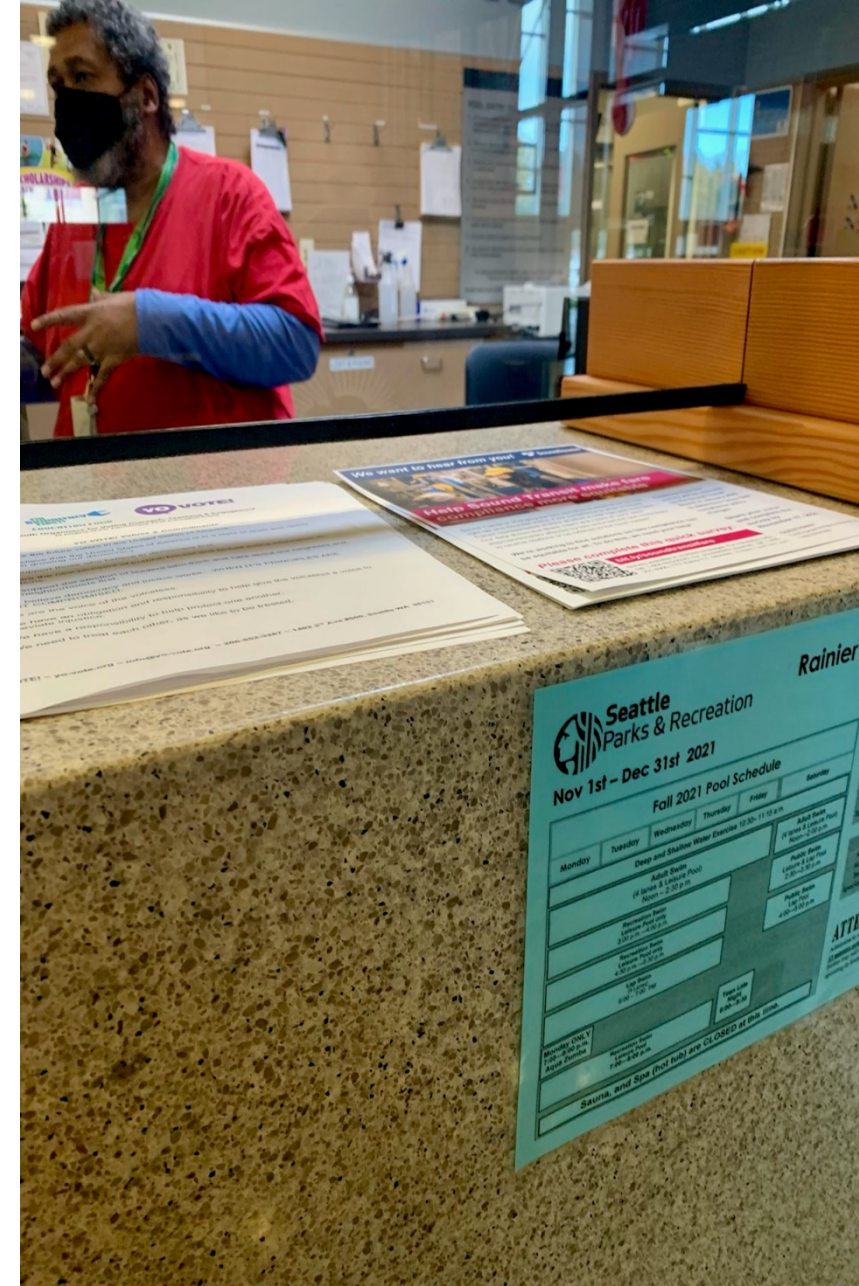
What we've heard

- Advance racial equity
- Build trust within communities
- Meet people where they are
- Honor people's time and contributions
- Follow up, review, and assess



What we're doing now

- Partnership
 - Urban League Seattle-King County
 - ASUW
- Community survey
- Community outreach
- Learning and pivoting



Ongoing community engagement

- Summarize feedback and present to the Board in January 2022
- Continue to build relationships with CBOs moving forward

***Fare ambassador pilot project
update***

Additional Fare Ambassador training

- Anti-bias/implicit bias
- De-escalation
- Strategies for youth
- CPR/FA
- Equity and Inclusion
- Mental health first aid training
- Assisting people in distress
- Disabilities sensitivity training



300 Passenger comments on pilot program



"...I saw [Fare Ambassadors] go through two cars and they were respectful, great at de-escalating any confrontations from people upset at having to pay, and helpful answering questions!"

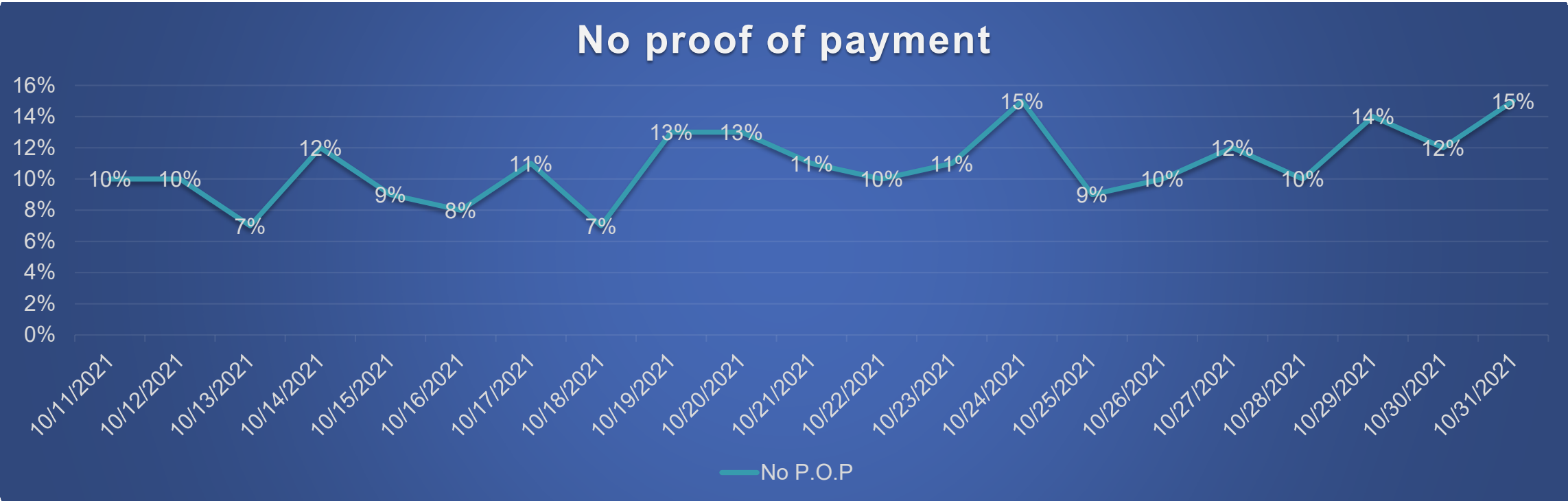
"Awesome experience! We are from outta town and [Fare Ambassadors] assisted us in getting an Orca card and directions to Seattle Center. Thanks"

"The ambassadors themselves were personable and polite. However it is unacceptable that fares are not being enforced. It disillusioned paying passengers like myself who feel we are basically subsidizing... people who cannot be bothered to get a low income orca card and pay their share. "

Compliance rate on Sounder & Link

September : ~ 69%

October : ~ 89%



Access to fares

ORCA Lift

Multi-channel ad campaign

- Community-based organization connections
- Multi-channel campaign: targeted, multi-language
- Expanded reach through partnership with KCM

Supporting enrollment

- In-person engagement
- Promotion of in-person availability and online options
- Social services partnerships + direct financial support

ORCA Lift

2022 proposed investments

- \$200,000 to expand enrollment

Across all channels

- ~44.5 million impressions
- ~10k unique users to the English website
- ~2k users to the Spanish website

ORCA LIFT

- Promotion: ORCA LIFT \$10 incentive - Preloaded cards distributed to those that are newly enrolled in ORCA LIFT
- ORCA LIFT subsidized annual pass program began Oct 1, 2020. This is a KCM program and Sound Transit is partnering

Save up to 60% on Transit

Ahorre hasta un 60% en tránsito

Find out if you qualify
El inglés Lorem Ipsum es simple

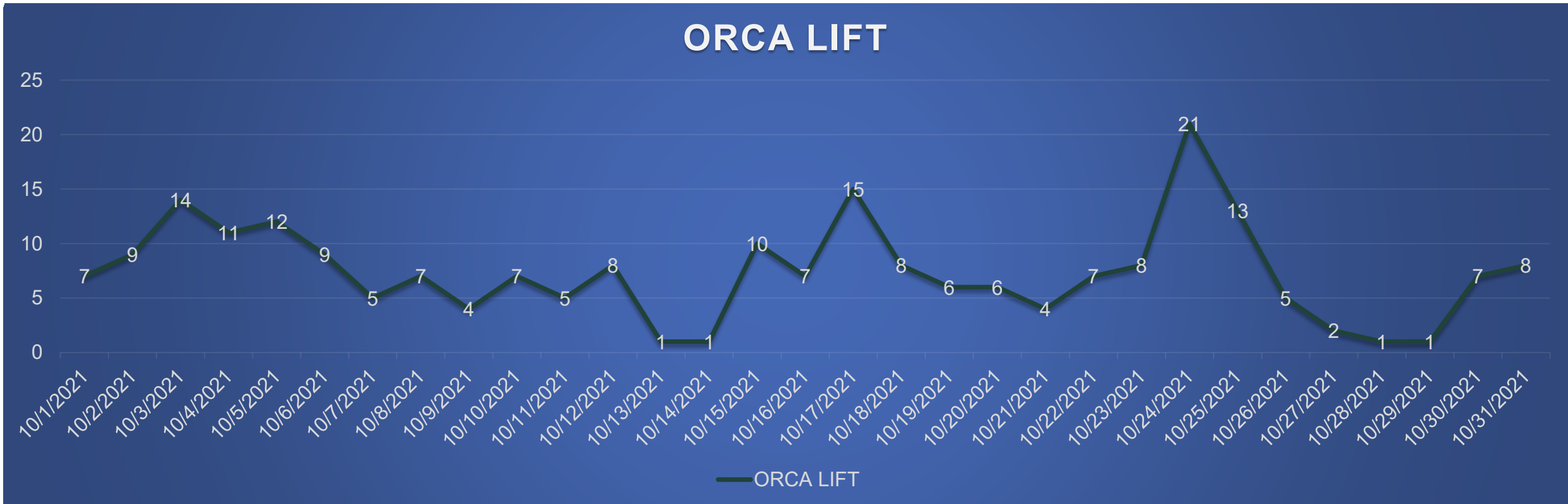
- ORCA LIFT
- YOUTH/JUVENTUD
- SENIOR/MUESTRAS
- DISABLED/DISCAPACITADOS

SOUNDTRANSIT King County METRO

Total Number Of ORCA Lift Handouts

October

- Total handouts - 229



Orca Lift Success Story

Hi All –

We had a client referred from one of the ST Fare Ambassadors who got enrolled in the subsidized annual pass! He was riding link or Sounder and when it was discovered he hadn't paid he told the Fare Ambassador he couldn't afford to pay. The Fare Ambassador referred him to us – the client came in and said he was told to come here because he might be eligible for help. We were able to easily verify he qualified and got him enrolled – he was beyond thankful. He was especially excited that the pass would cover the Sounder Train.

*Jennifer Covert (she/her)
Project/Program Manager
King County Public Health*

Next steps

- *Review community-driven engagement plan on fare compliance policy*
- *Youth program*
- *Share fare compliance policy update and program recommendations with Board on January 27, 2022*

Thank you.



 [soundtransit.org](https://www.soundtransit.org)

