

Fare Ambassador Update

Rider Experience and Operations Committee

12/01/22



Why we are here

- Provide an update on Fare Ambassador Program
- Provide an update on Internal Resolution Program
- Discuss program action items and next steps
- Information only, and no Board action required at this time.

Fare Ambassador Program Overview

Highlights of the program

- Majority positive feedback from riders
- Development of Standard Operating Procedures for Fare Ambassadors
- Added presence and assistance during service disruptions
- Increase of ID compliance



The challenges

- Current inspection rate is at ~2%, less than the 10% goal.
- New ORCA transition introduced inconsistency in ORCA Card validation results.
- 25% of non-paying passengers are not providing any form of ID
- Increase in negative interactions with Fare Ambassadors.
- Increase in feedback from riders as Fare Ambassadors share details of the upcoming fare compliance policy.

Staffing update

- Filled open Fare Ambassador positions, taking total staff to 21 as of September 2022.
- Continuing to advance a blended staff model to help address staffing requirements.
- Current staff have each gone through 92 hours of updated training.

Inspections & Compliance Rate

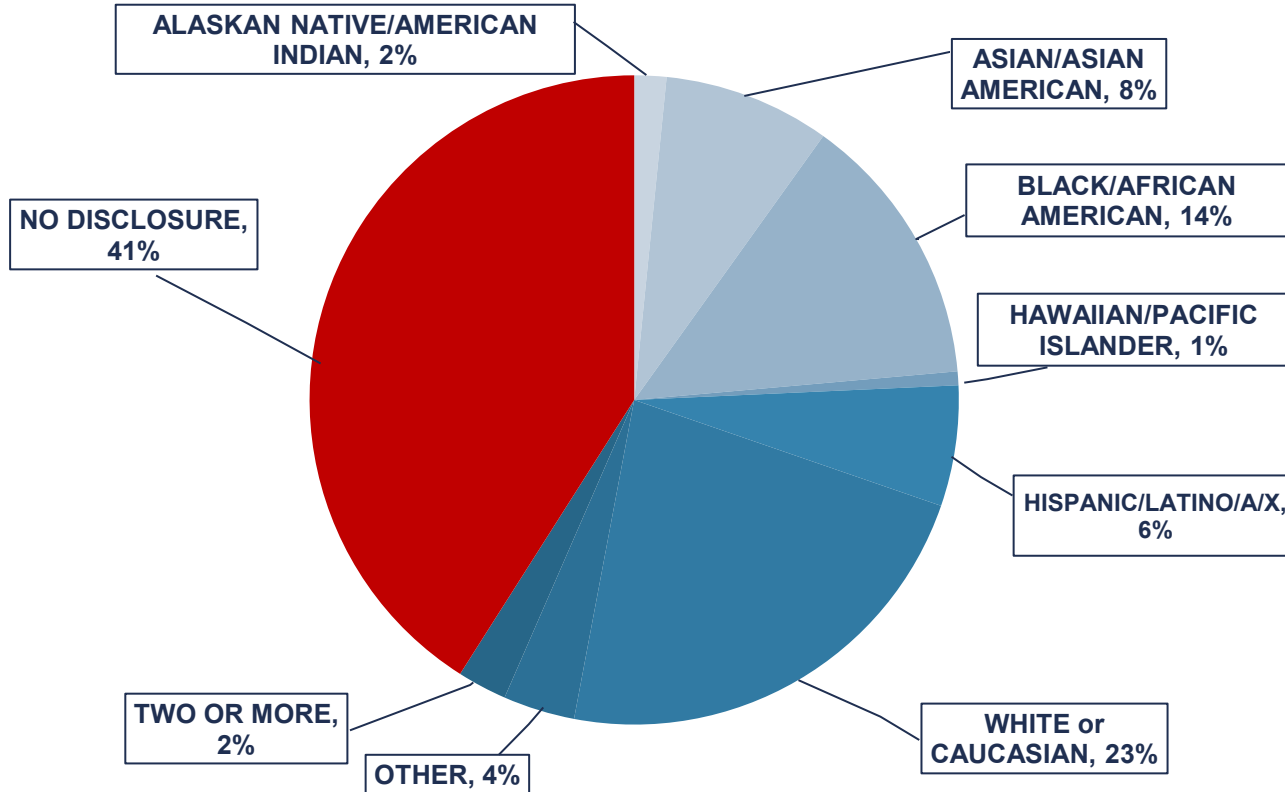
Fare Ambassador program metrics

Data is combined Sounder and Link, Jan-Oct '22

Ridership	20.9 Million
Inspections	220,962
Inspection Rate	1%
Warnings	25,496
Compliance Rate	88%
Warnings with complete ID	8,639
Warnings with incomplete ID	10,590
Warnings with no ID	6,290

Demographics

Ethnicity



Key takeaways:

- Passenger self identifies
- 2023 O&D Survey to compare
- High percentage choosing to not disclose race

***Field Notes &
Survey Results***

Themes in Fare Ambassador feedback

Passenger interactions

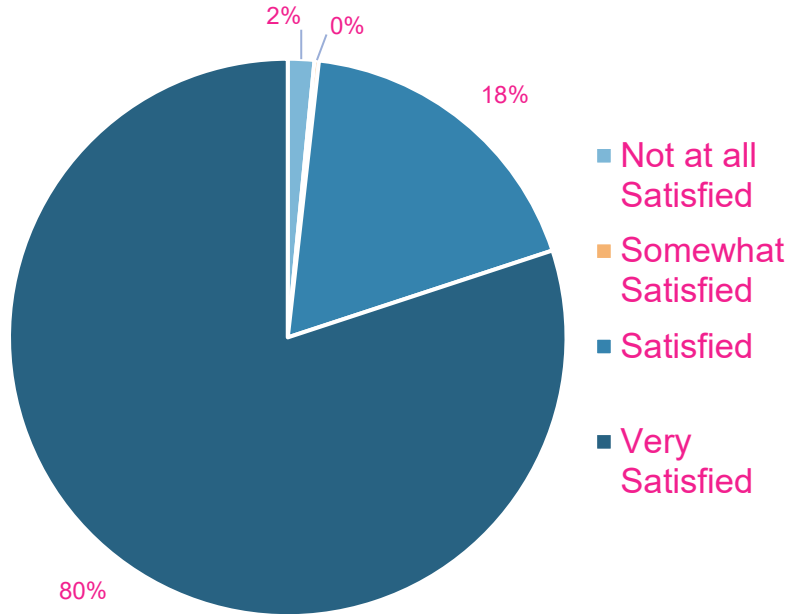
- **Education**
 - ORCA usage
 - ORCA LIFT
 - Available crisis resources
 - Navigating Seattle and transit
- **De-escalation**
 - Changing the narrative on interaction

System comments

- **Safety**
 - More visible security presence onboard and at stations
 - Cleanliness
- **Fare Access**
 - ORCA wayside validator locations
 - Negative balances

What are passengers saying?

Onboard Satisfaction Survey Results



- More than 500 responses to our onboard survey.
- *“Very pleased to see the Fare Ambassador on the light rail checking for fare compliance! They were polite and provided an information handout to a person who had not paid the fare.”*

Internal Resolution Progress

Internal Resolutions Q4 Update

- ✓ Internal resolutions department is 75% completed with the steps needed to resolve fines for our customers. We are targeted to go live Q1 2023.
- ✓ The last 25% to be completed is the software program update / upgrade from our 3rd party vendor.

ORCA LIFT
Enrollment Update

Pay less
for your ride



ORCA LIFT reduced fare card

There is a more affordable way to get where you need to go. With ORCA LIFT, income-qualified adults have the convenience of an ORCA card, at a lower price.

**\$1 per trip on select services.
Save up to 80%!**

The ORCA LIFT card allows riders to pay \$1 for one-way trips on

- Link light rail, Sounder commuter rail and ST Express buses
- King County Metro buses
- Seattle Streetcar
- Kitsap Transit buses and eastbound fast ferry
- Everett Transit buses

Riders can also save on Community Transit, King County Water Taxi, Seattle Monorail and on parking permits for select Sound Transit and King County Metro park-and-ride lots.

If you qualify, your first ORCA LIFT card is free. You are responsible for loading value to the card to pay your fare.



To see if you qualify and
for help enrolling call:
1-800-756-5437 or apply online
at info.myorca.com/LIFT



Addressing Barriers

Barrier: challenges navigating the enrollment process

Ongoing activities to address:

- Coordinating with partners
- Working to provide clear, consistent info on how to register
- Supporting 3 new enrollment agencies in Pierce and Snohomish

Barrier: lack of program awareness and trust

Ongoing activities:

- Building on existing research to identify strategies to reach riders through trusted community orgs
- Promote reduction of ORCA LIFT fare to \$1
- Direct engagement and in-person events

Next Steps

What's next

ORCA LIFT Enrollment

- Finalize strategy and begin implementing work plan
- Support existing and 3 new enrollment agencies in Pierce and Snohomish counties
- Continue coordination with ORCA partners and community agencies on best practices and system-level efforts

Fare Engagement

- Implementation of the Fare Paid Zone inspection pilot
- Onboard contracted staff
- Full rollout for the permanent program with citations
- Returning to REO in Q1 for another progress update

Thank you.



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