Fare Engagement

Program Update

Rider Experience & Operations Committee
06/01/2023

SOUNDTRANSIT

Today's Discussion

Update:
Compliance & Inspection Rates

Prototype:
Program Oversight & Evaluation

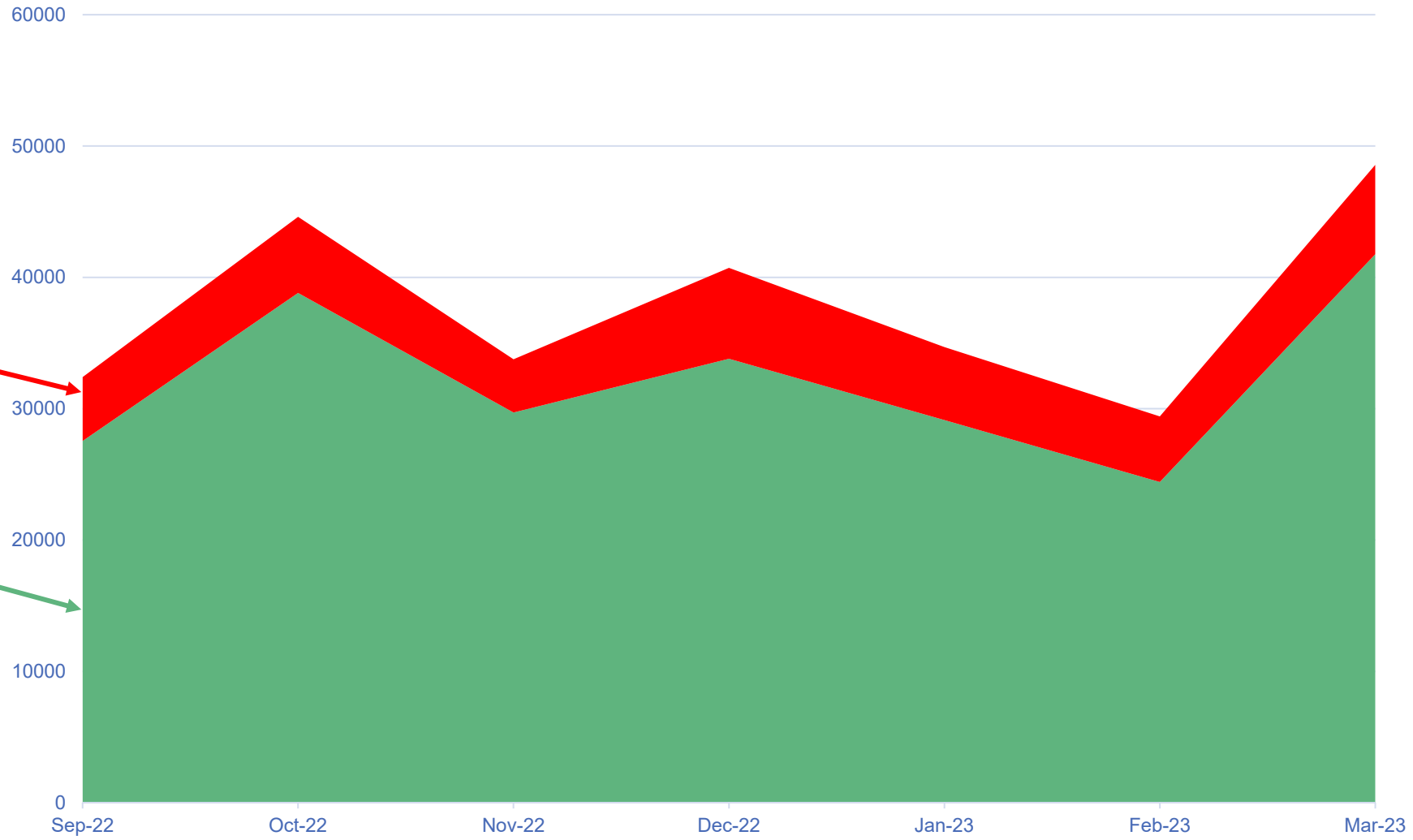
Preview:
Recruitment & Certification Strategies

Compliance Rate

Compliance Rate

Non-Compliant
15% - 6mo Average

Compliant
85% - 6mo Average

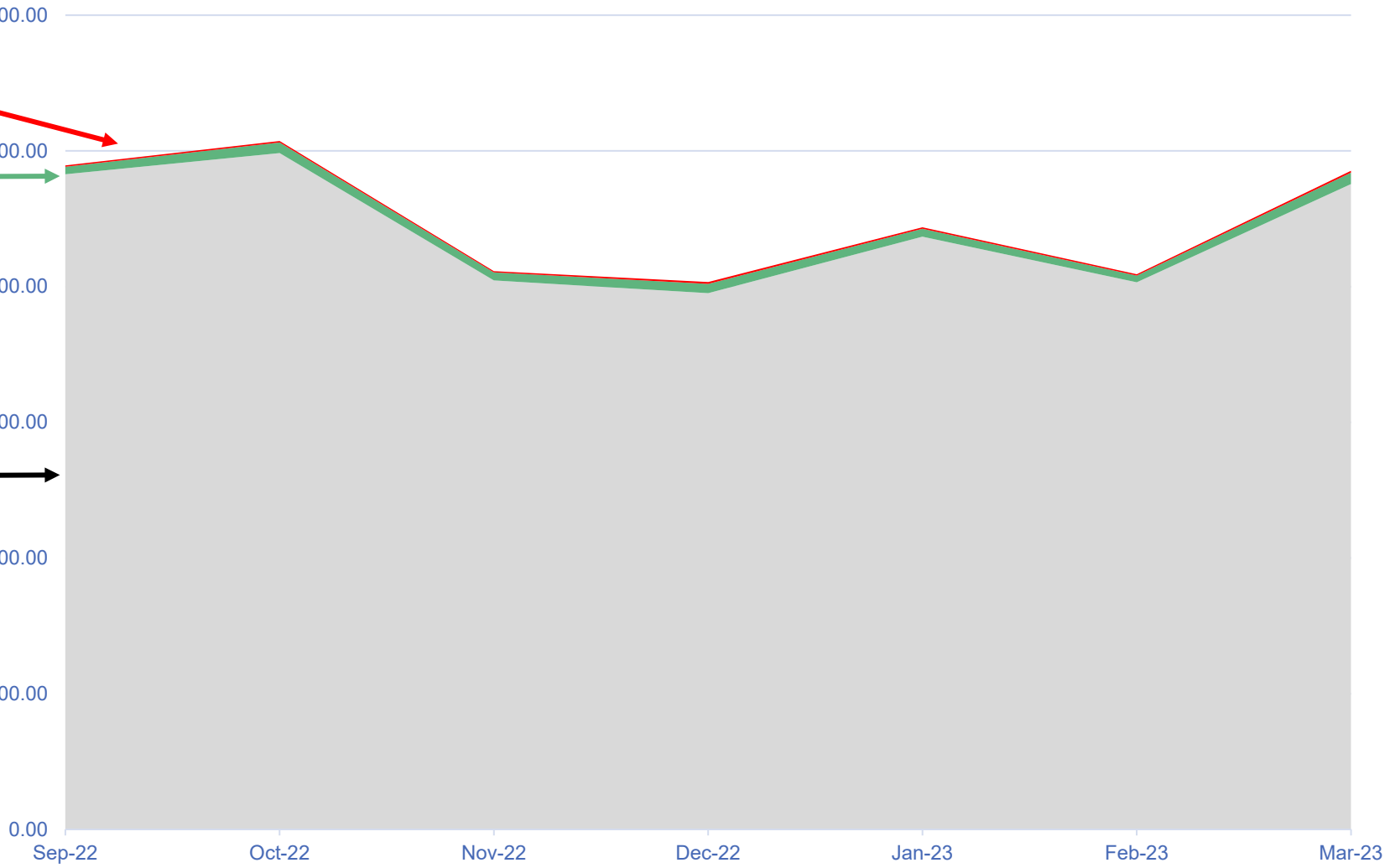


Sample Size

Non-Compliant
0.003%

Compliant
1.767%

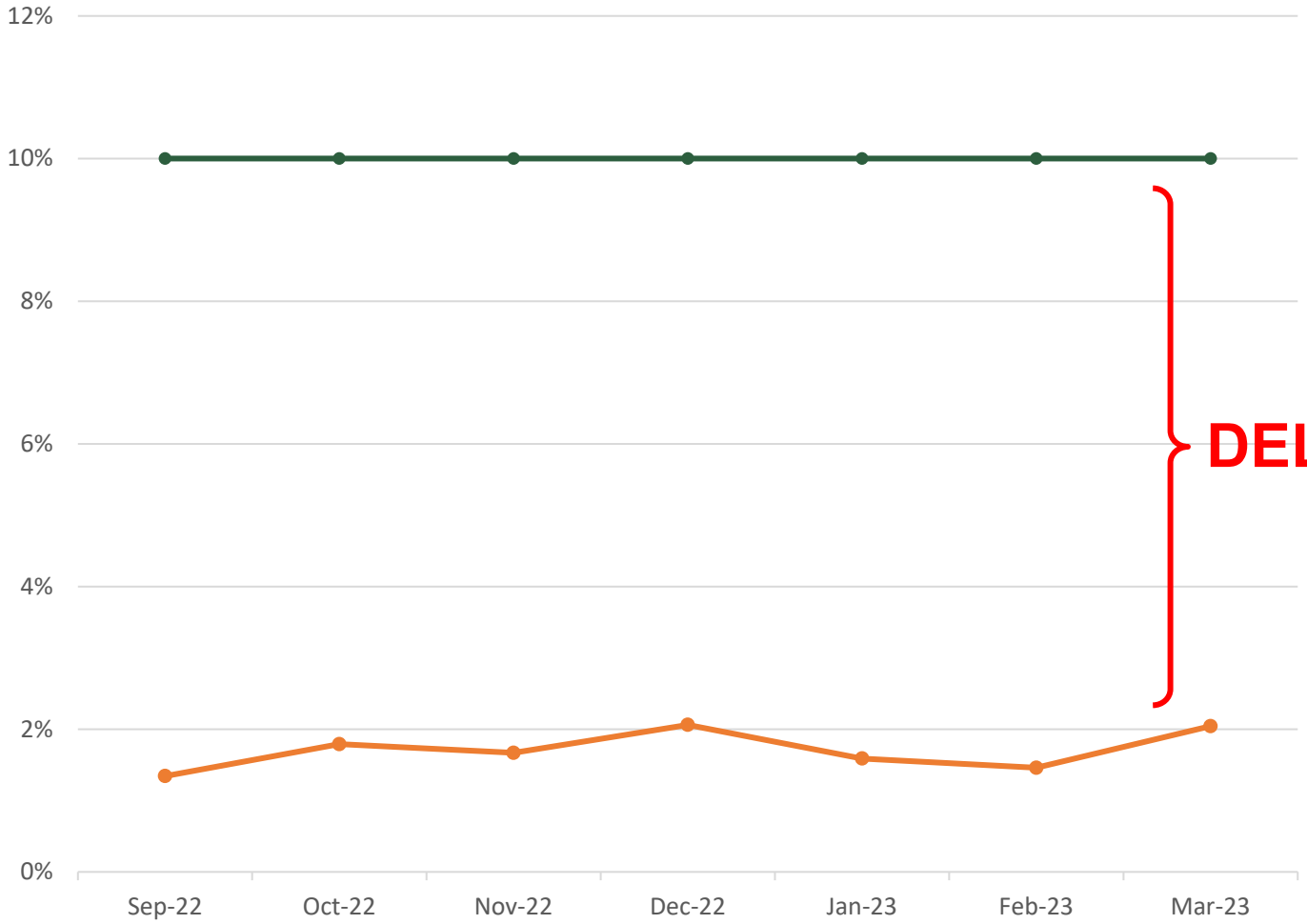
Not Inspected
98%- 6mo Average



Inspection Rate

Expanding Metrics & Oversight

Program Performance – Current State



TARGETS

10% of Riders Inspected

DELTA

ACTUAL

1.77% - 6mo Average

SOUNDTRANSIT

Maintaining Targets – Adding Context

Dynamic Targets

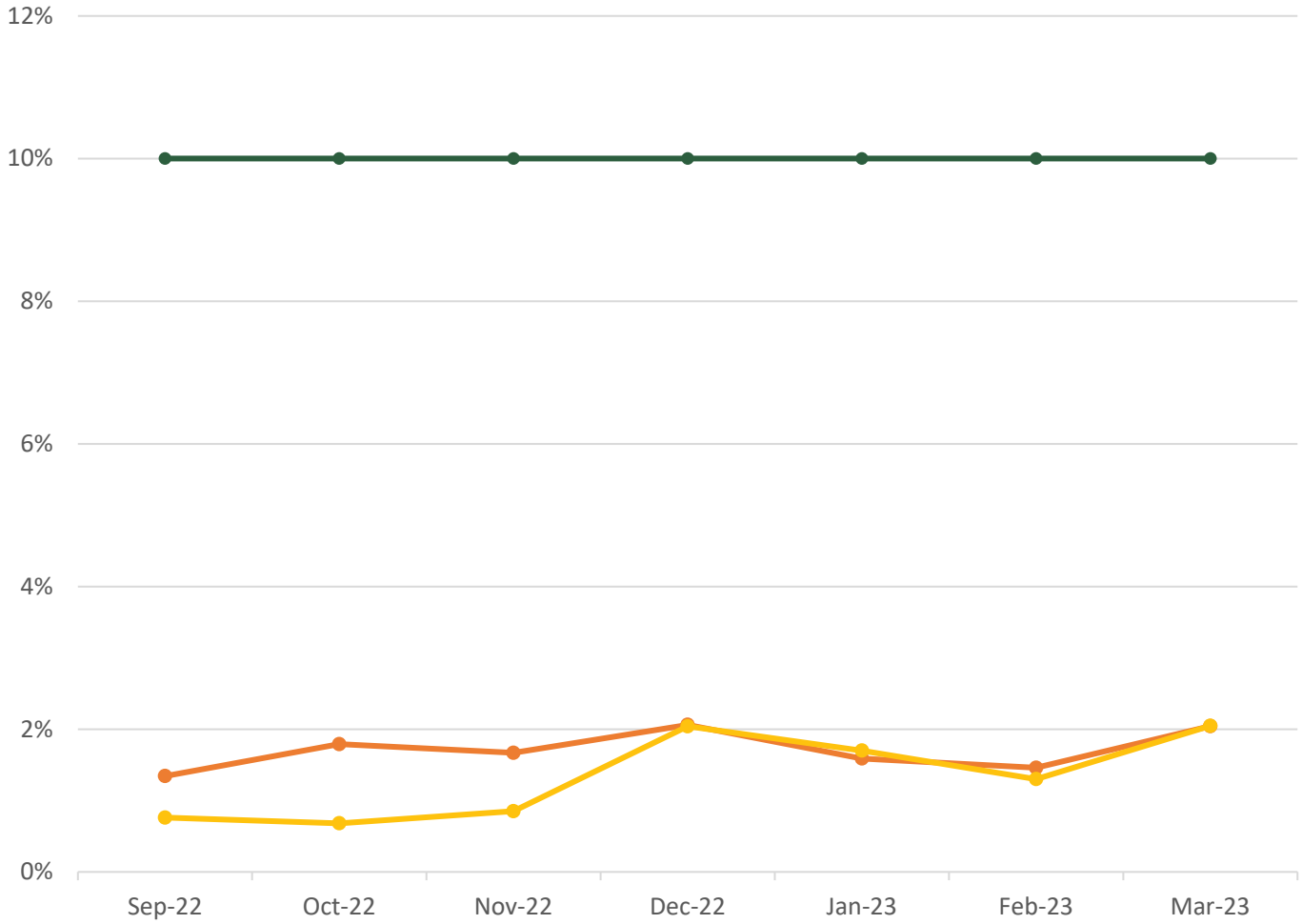
TARGETS + **EXTERNAL VARIABLES** = **EVALUATION METRICS**

Program goals set by board & executives, using assumptions & forecasts.

Circumstances beyond the control of the program, but impacting program's ability to meet targets.

Quarterly success or failure measurements. Used to judge program performance with real data.

Maintaining Targets – Adding Context



TARGETS

10% of Riders Inspected

ACTUAL

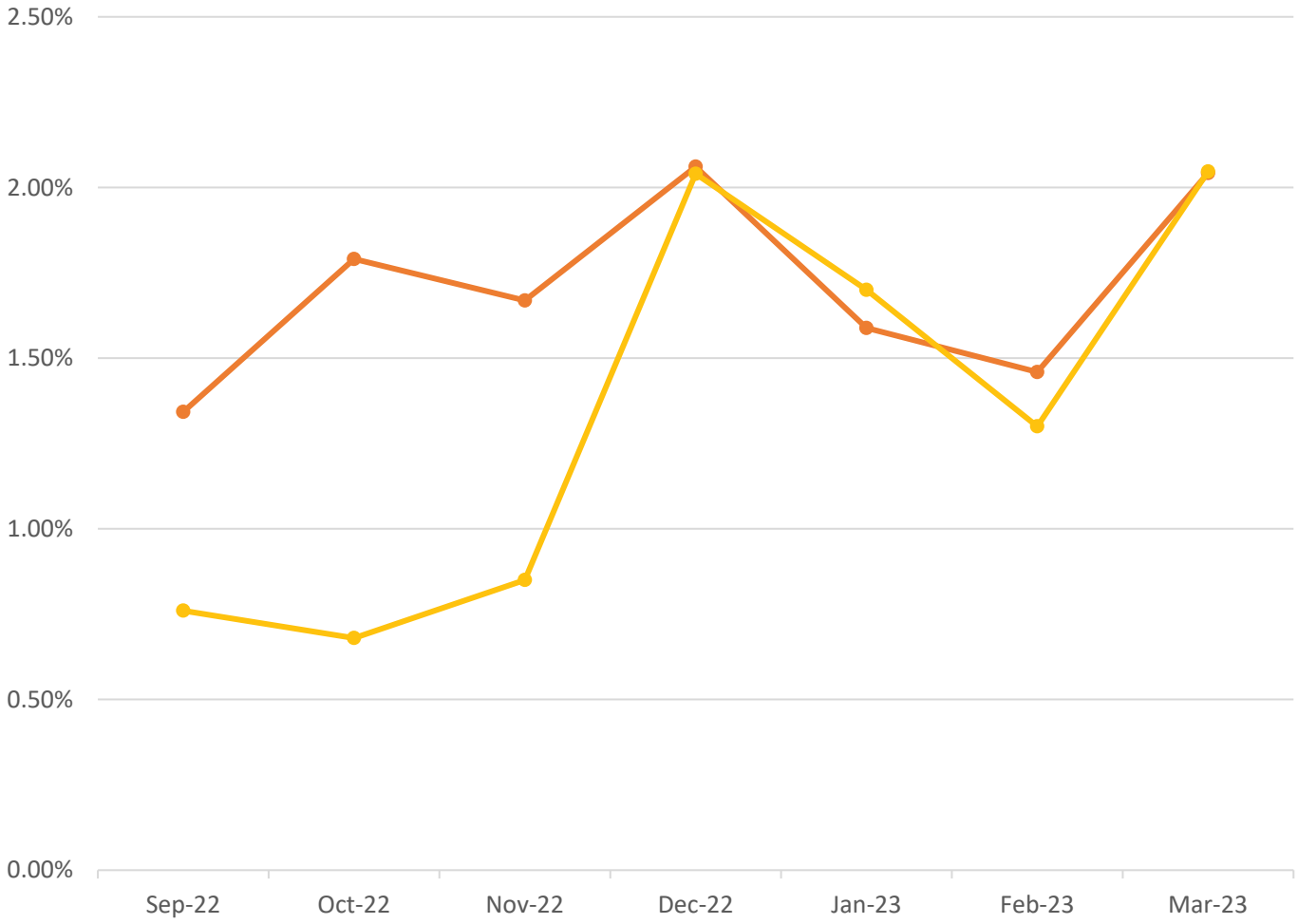
1.77% - 6mo Average

EVALUATION METRIC

Variable based on external factors

SoundTransit

Maintaining Targets – Adding Context



ACTUAL

1.77% - 6mo Average

EVALUATION METRIC

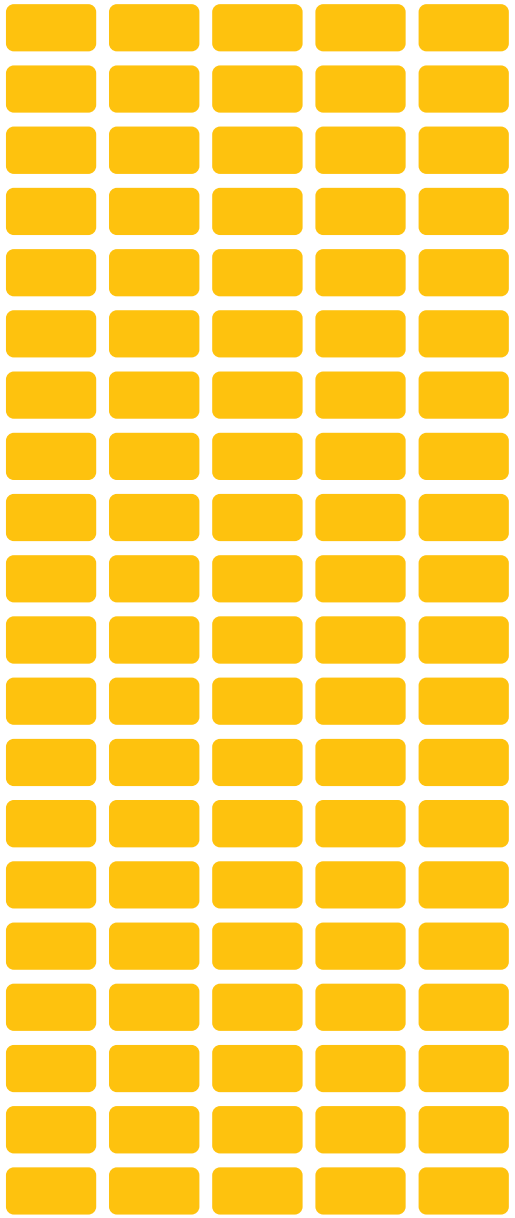
Variable based on external factors

SoundTransit

How the model works…

Behind the scenes an engine pulls figures from several different datasets, assess their impact on ambassador capacity, and compounds them.

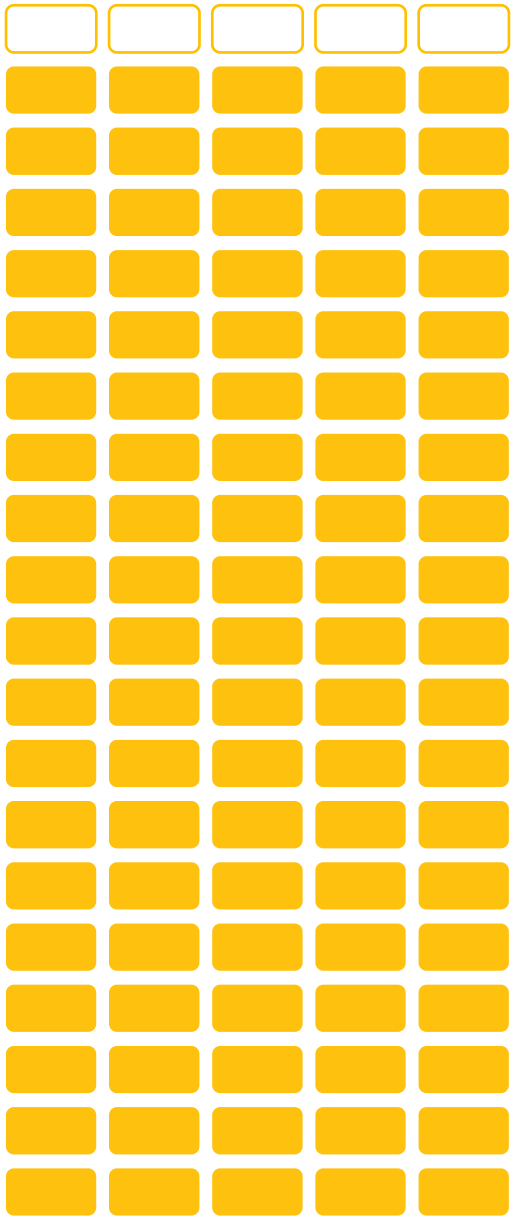
Ambassador’s Capacity



Each ambassador has a finite amount of time…

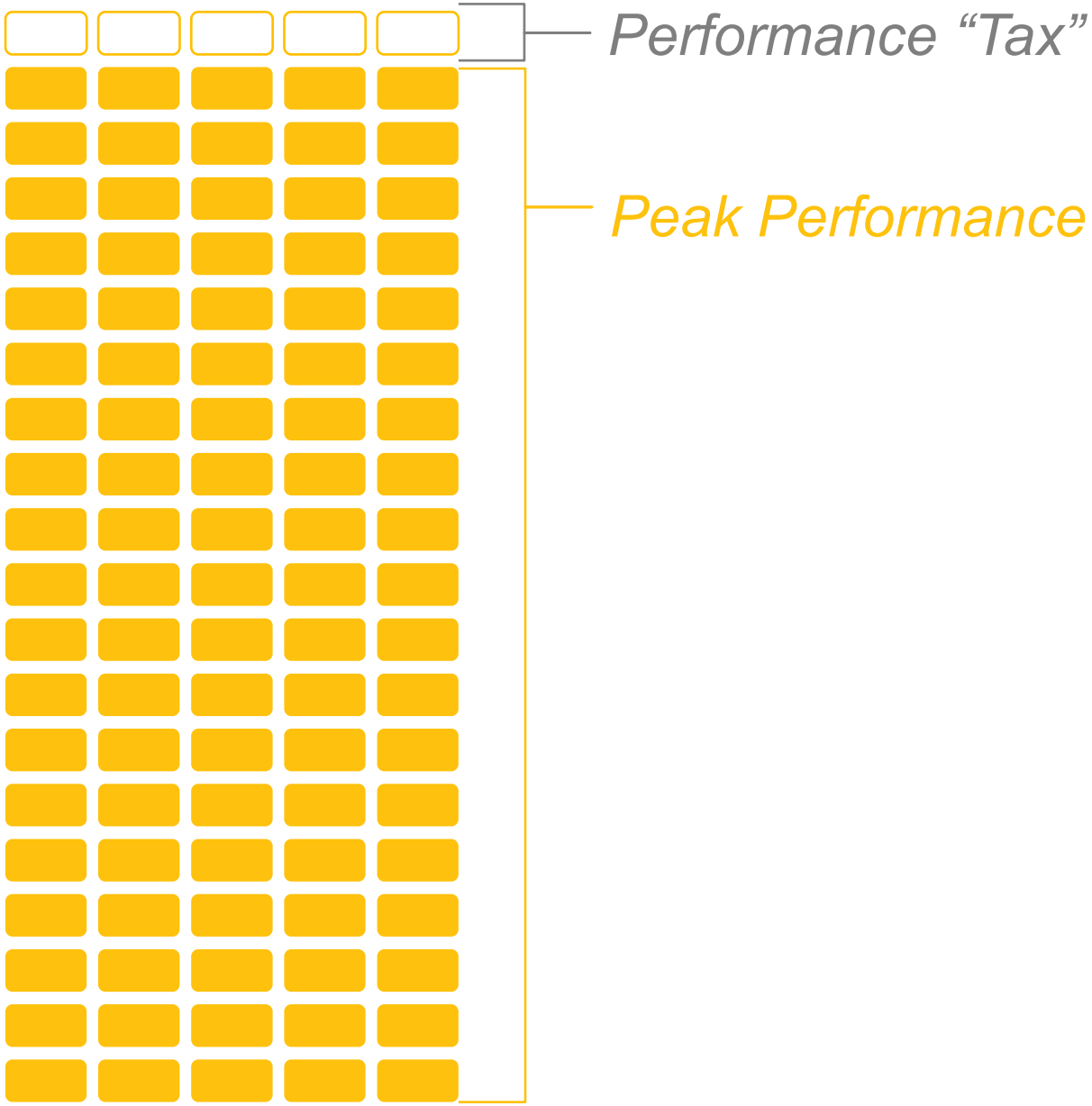
represented by these 100 blocks.

Ambassador’s Capacity



Some of this time (~5%) is taken up by admin.

Ambassador's Capacity

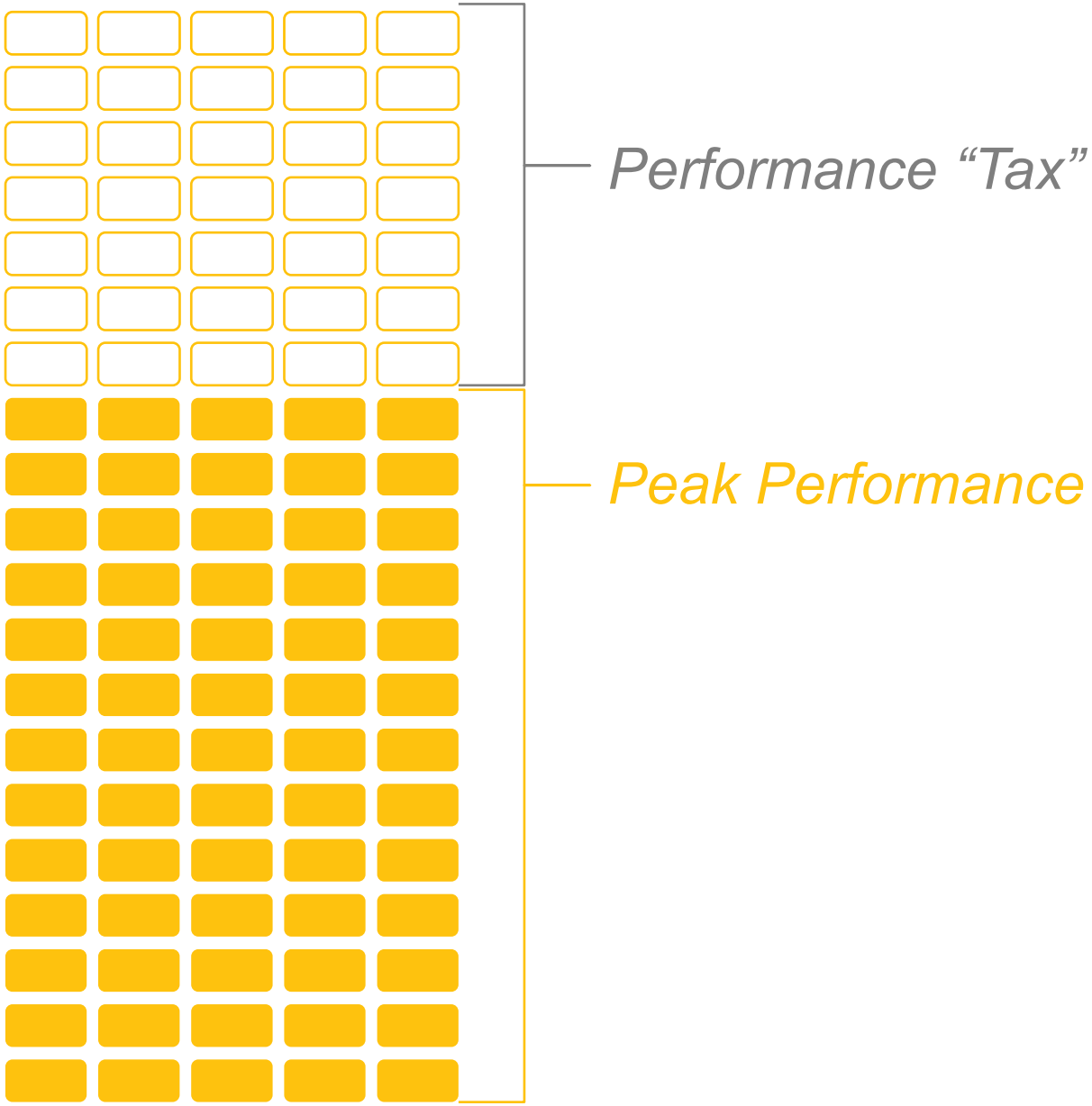


This time takes away from their available "active" time.

Model Variables Shown:

Admin Time

Ambassador's Capacity



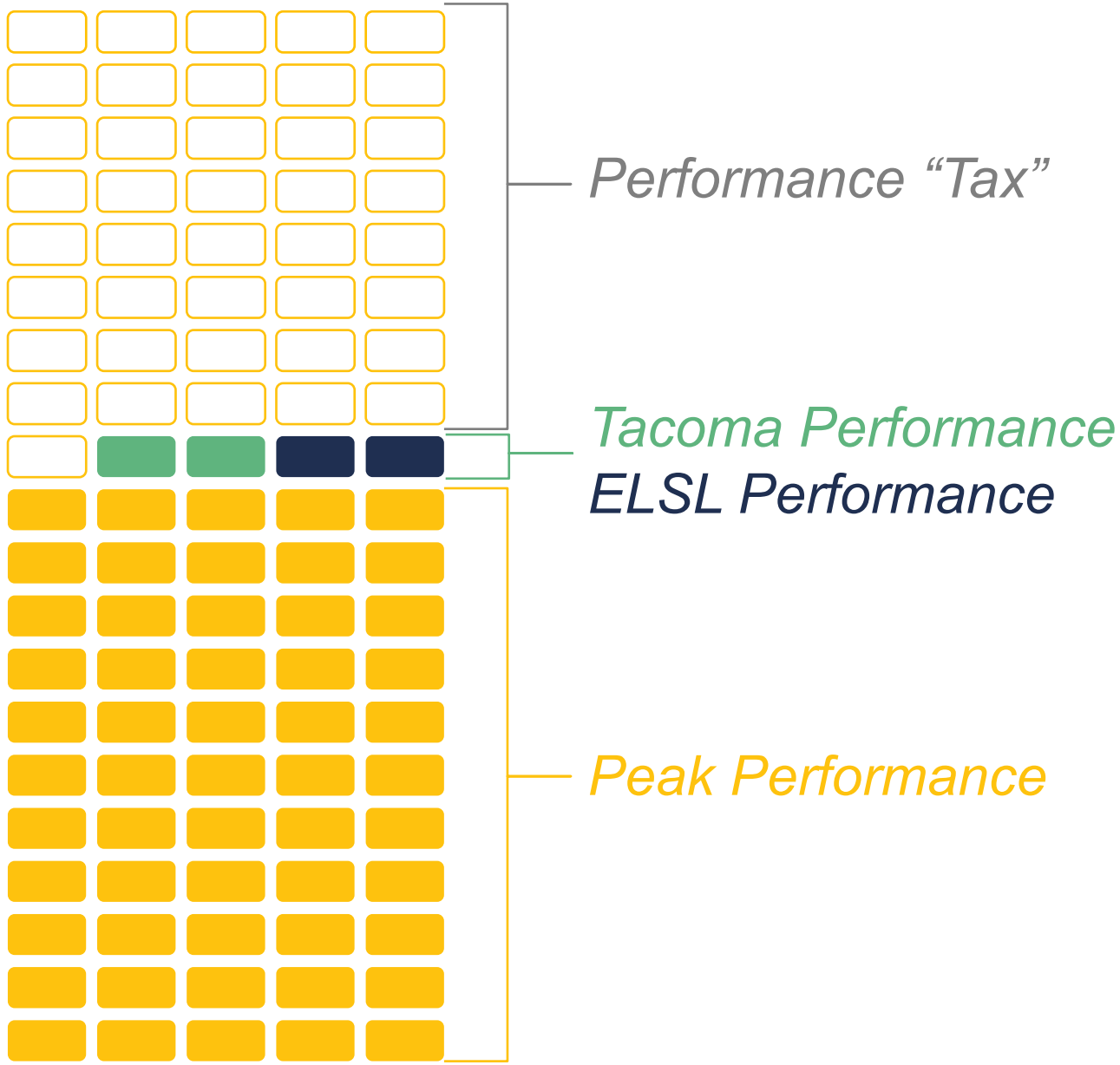
Low fare compliance *has the greatest burden on performance, adding to time spent "inactive"*

Model Variables Shown:

Admin Time

Low Fare Compliance

Ambassador's Capacity

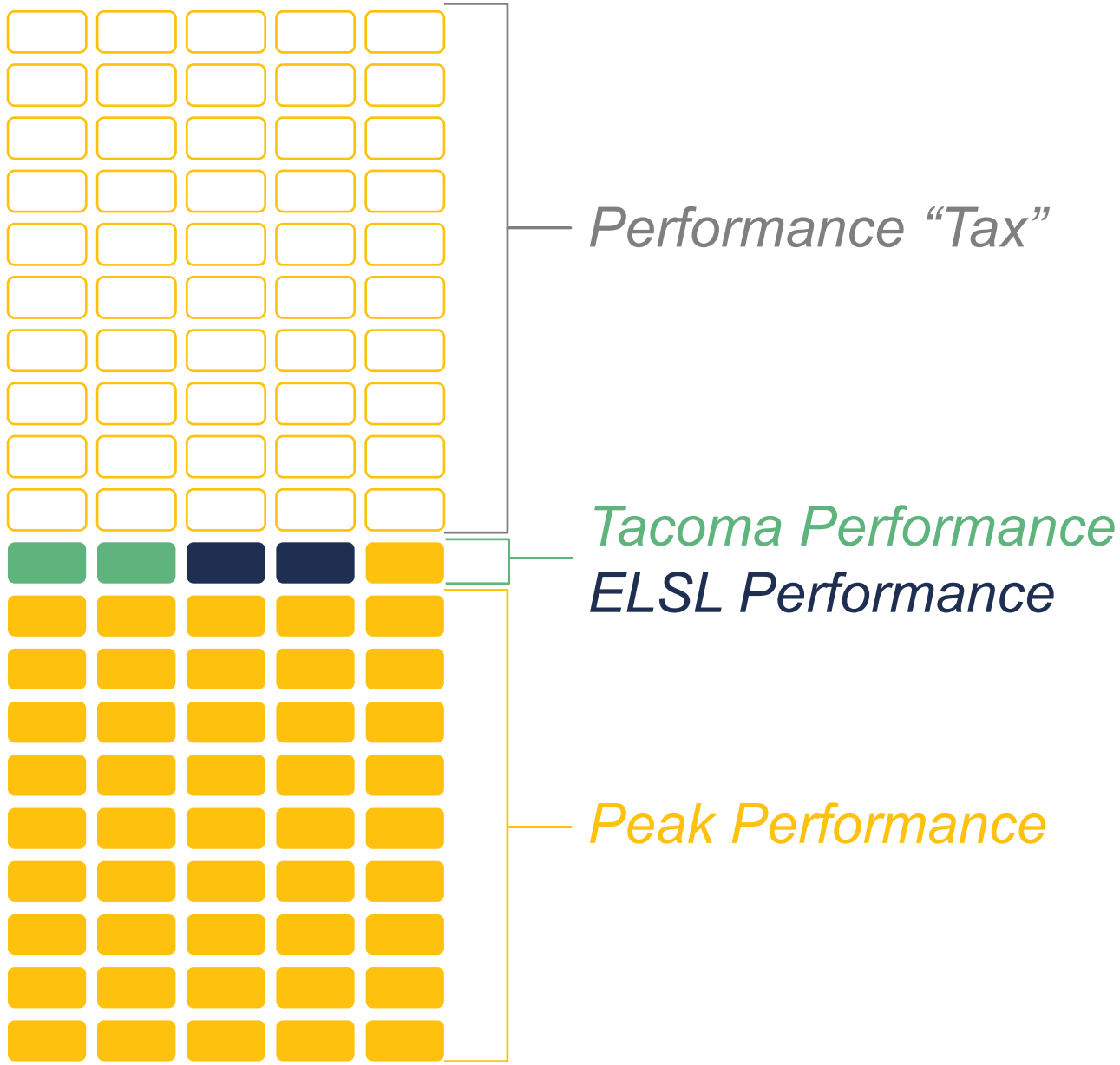


Decisions like ELSL add even more inactive time and take a performance burden due to lower ridership.

Model Variables Shown:

- Admin Time
- Low Fare Compliance
- Tacoma Link
- East Link Starter Line

Ambassador's Capacity

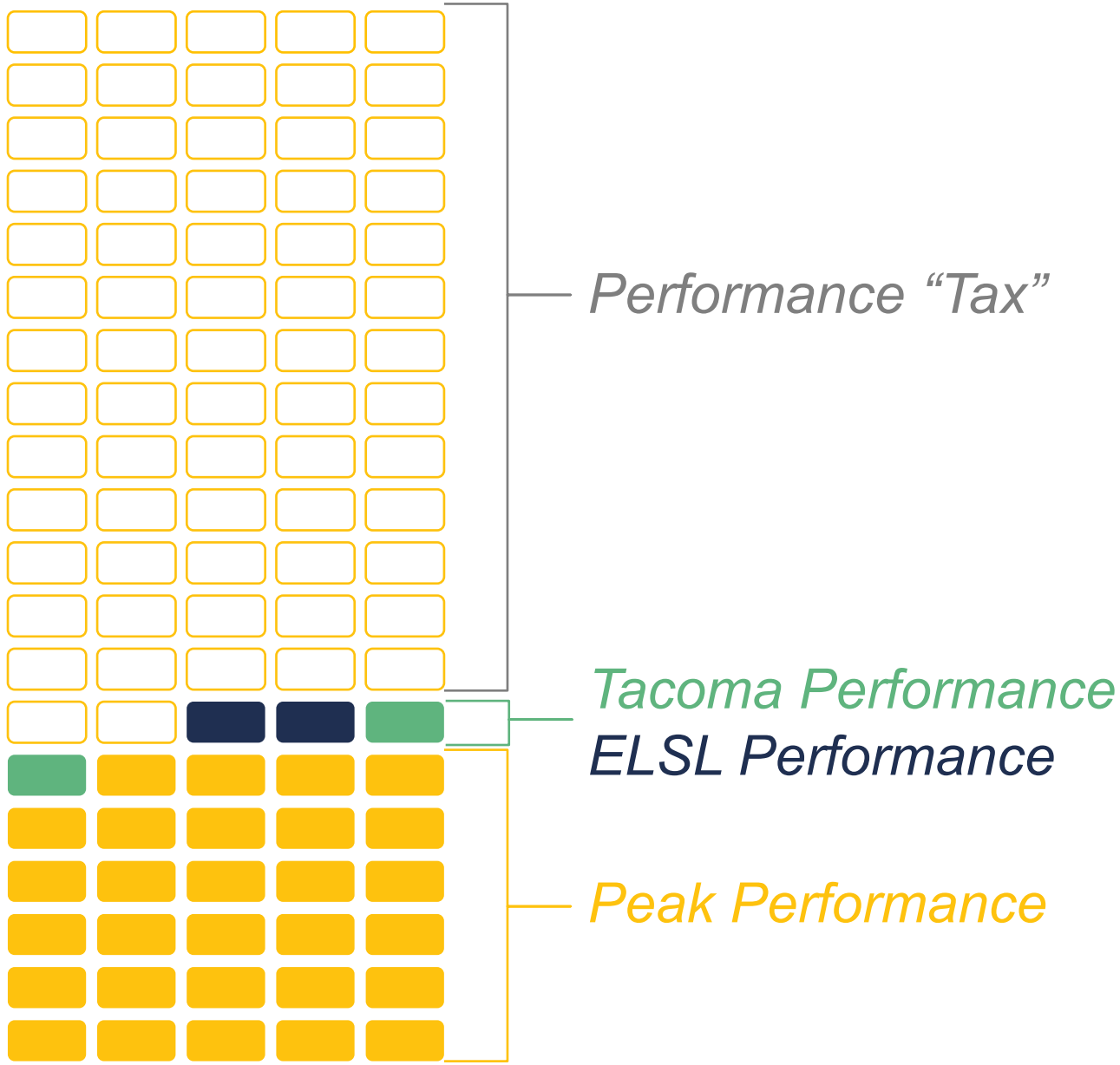


***All of these variables compound** and can be measured in this manner.*

Model Variables Shown:

- Admin Time
- Low Fare Compliance
- Tacoma Link
- East Link Starter Line
- Disruption Support

Ambassador's Capacity

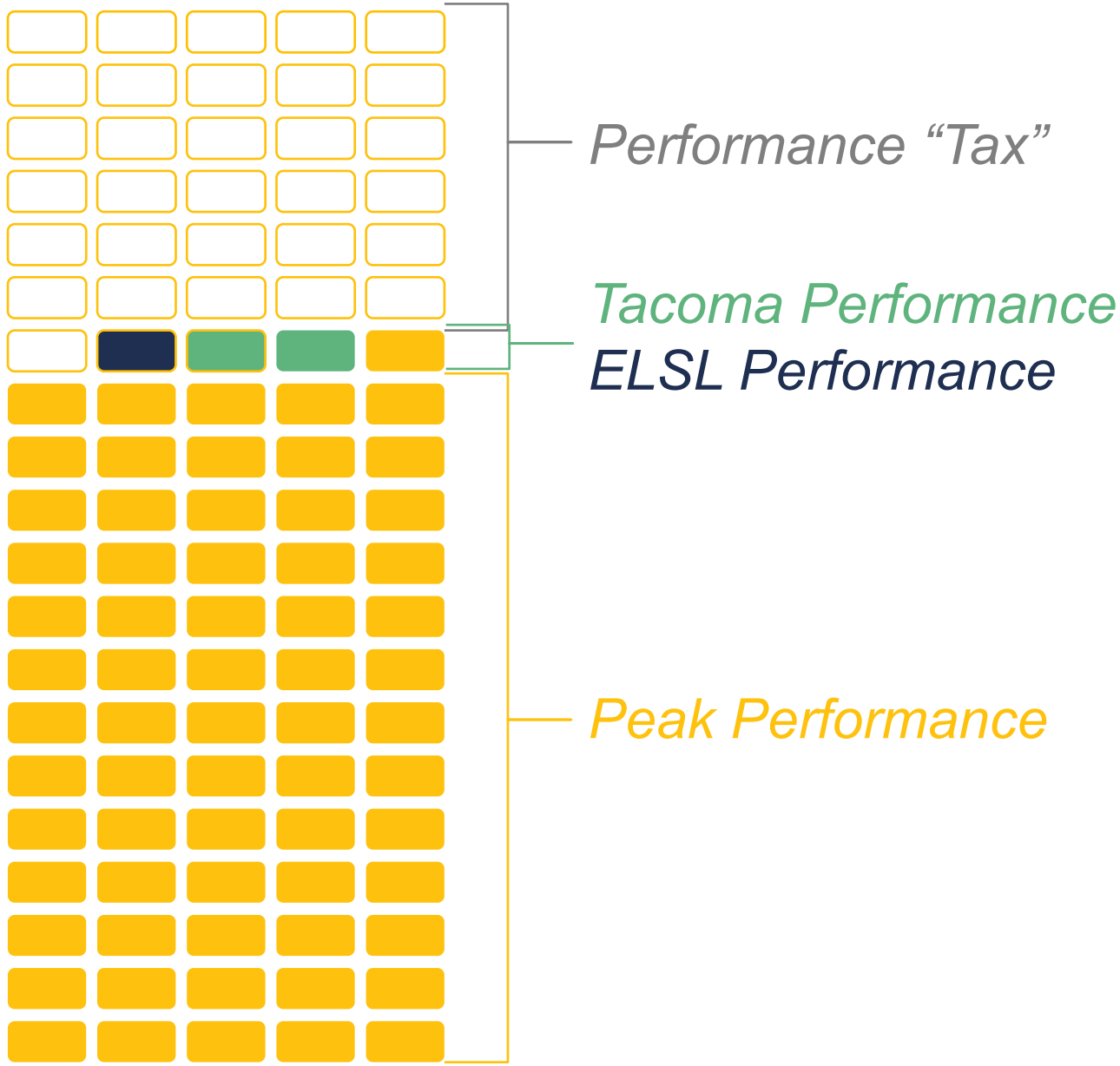


Dedicating an ambassador to non-peak for just 30% of their time is a significant reduction in performance.

Model Variables Shown:

- Admin Time
- Low Fare Compliance
- Tacoma Link
- East Link Starter Line
- Disruption Support
- Non-Peak Coverage

Ambassador's Capacity



Just limiting three variables is enough to impact ambassador performance & capacity

---

Model Variables Shown:

- Admin Time
- ~~Low Fare Compliance~~
- Tacoma Link
- ~~East Link Starter Line~~
- Disruption Support
- ~~Non-Peak Coverage~~

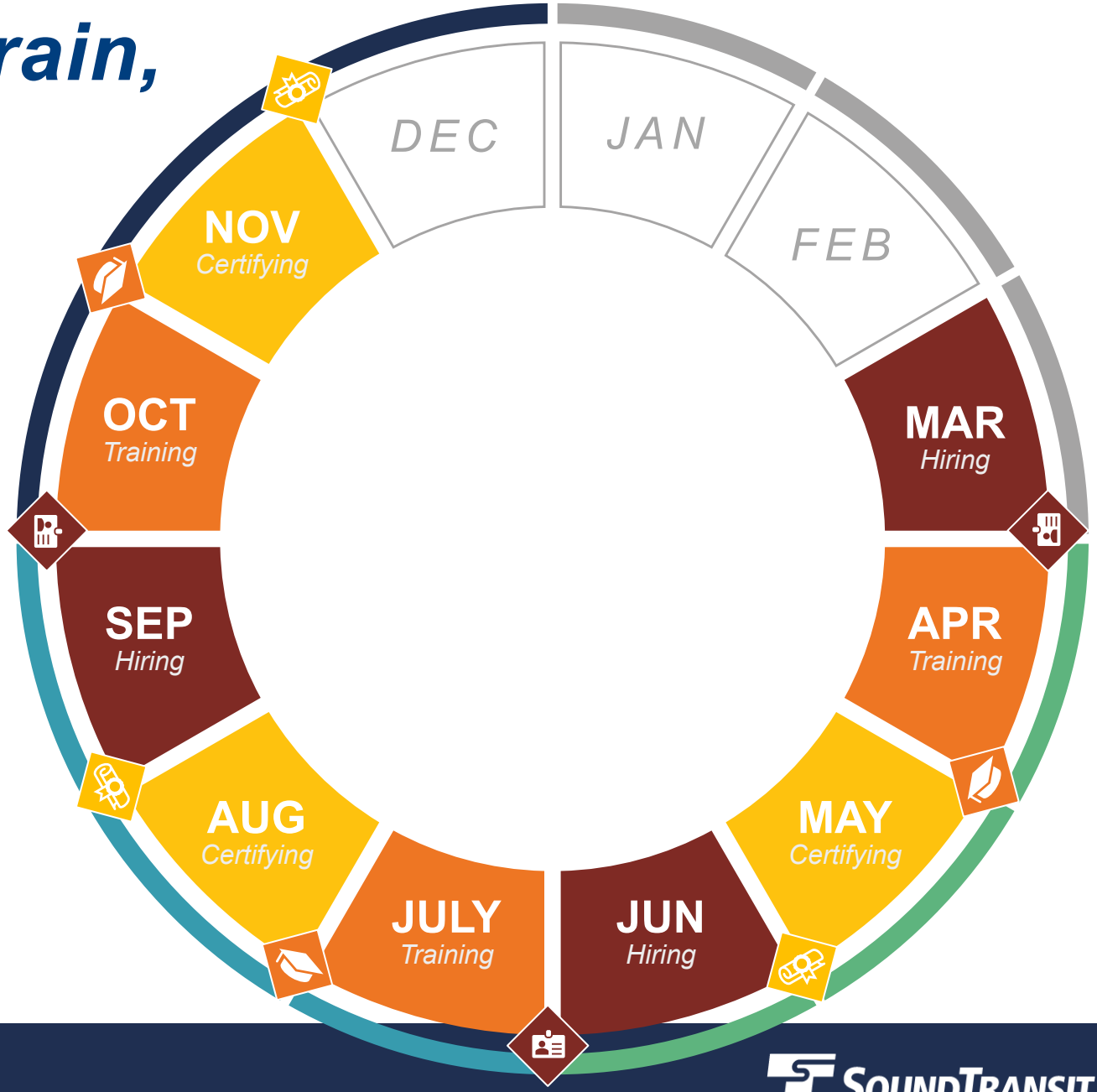
Improve recruitment & training process

Prototype: Recruit, Train, Certify System

HIRED

TRAINED

CERTIFIED



SOUNDTRANSIT

Additional Updates

- Platform Inspections
- Citations

Questions?

ORCA LIFT
Enrollments Update

Highlights

Current enrollment is ~60,000 active users

- Added community enrollment partners and new enrollment centers
- Pierce Transit joined ORCA LIFT in April; Everett Transit joined Subsidized Annual Pass in April
- Updated ST communications materials PLUS new grant to support regionalizing materials
- In-person engagement opportunities

Challenges and Opportunities

- Barriers facing potential participants
  - Program awareness and understanding
  - Navigating the enrollment process

- Administrative challenges
  - Database and enrollment portal
  - Limited resources for community partners

Next Steps

- In-person engagement this summer and fall
- Continue support for enrollment agencies
- Continue coordination with ORCA partners and community agencies to address enrollment barriers and administrative challenges
- Regionalization of materials and website content to align message and improve user experience

Thank you.

SOUNDTRANSIT

soundtransit.org