

Fare Engagement Program Update

Rider Experience and Operations Committee

5/7/2026



Today's Discussion



Fare Ambassador World Cup Preparation



Report on Program Performance



Fare Paid Zone-Entrance Inspection Pilot



Fare Ambassador World Cup Readiness

✓ Staffing Levels

- 49 Fare Ambassadors

✓ Schedule

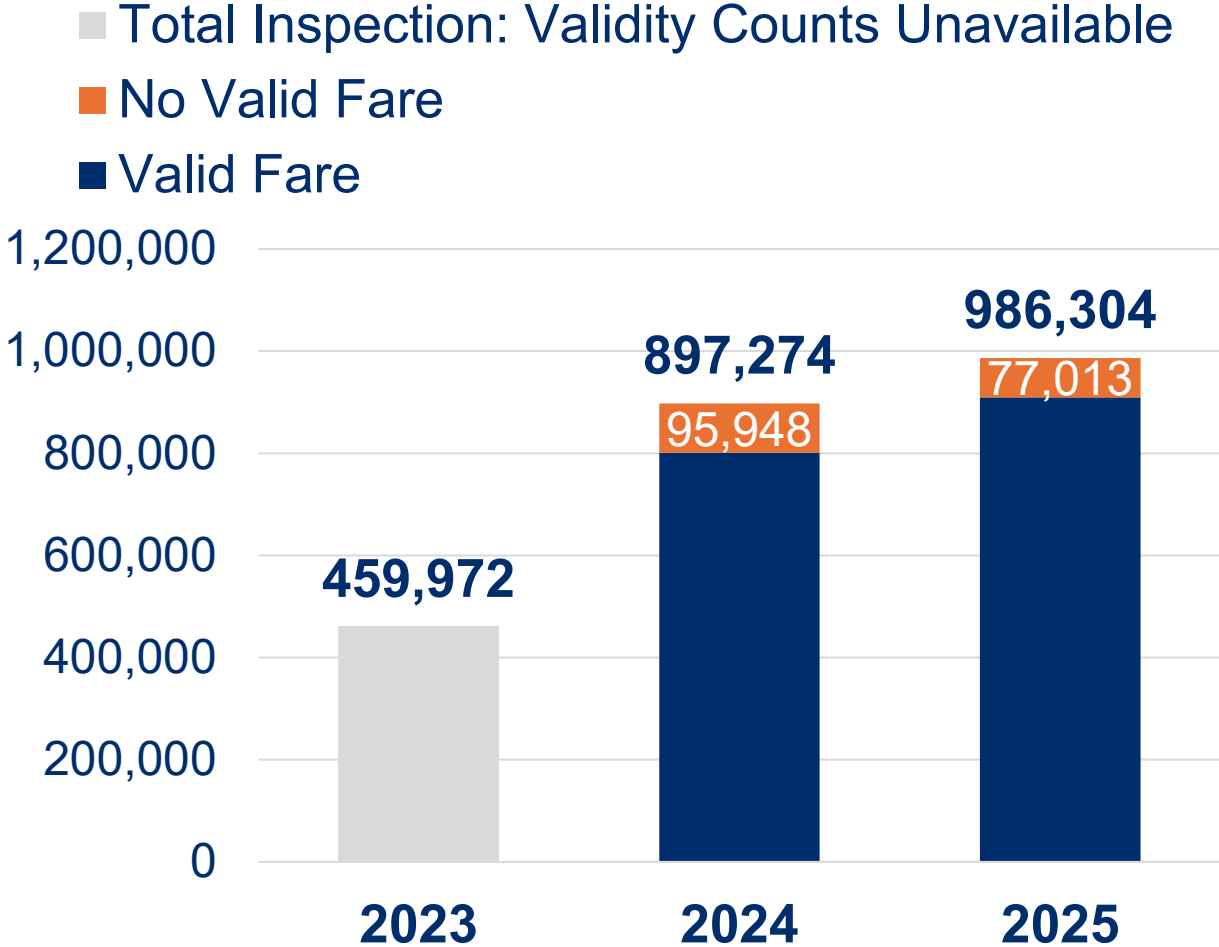
- AM Team: 6AM- 5PM
- Mid Team: 9AM-8PM
- PM Team: 10:15AM-9:15PM

✓ Start Locations

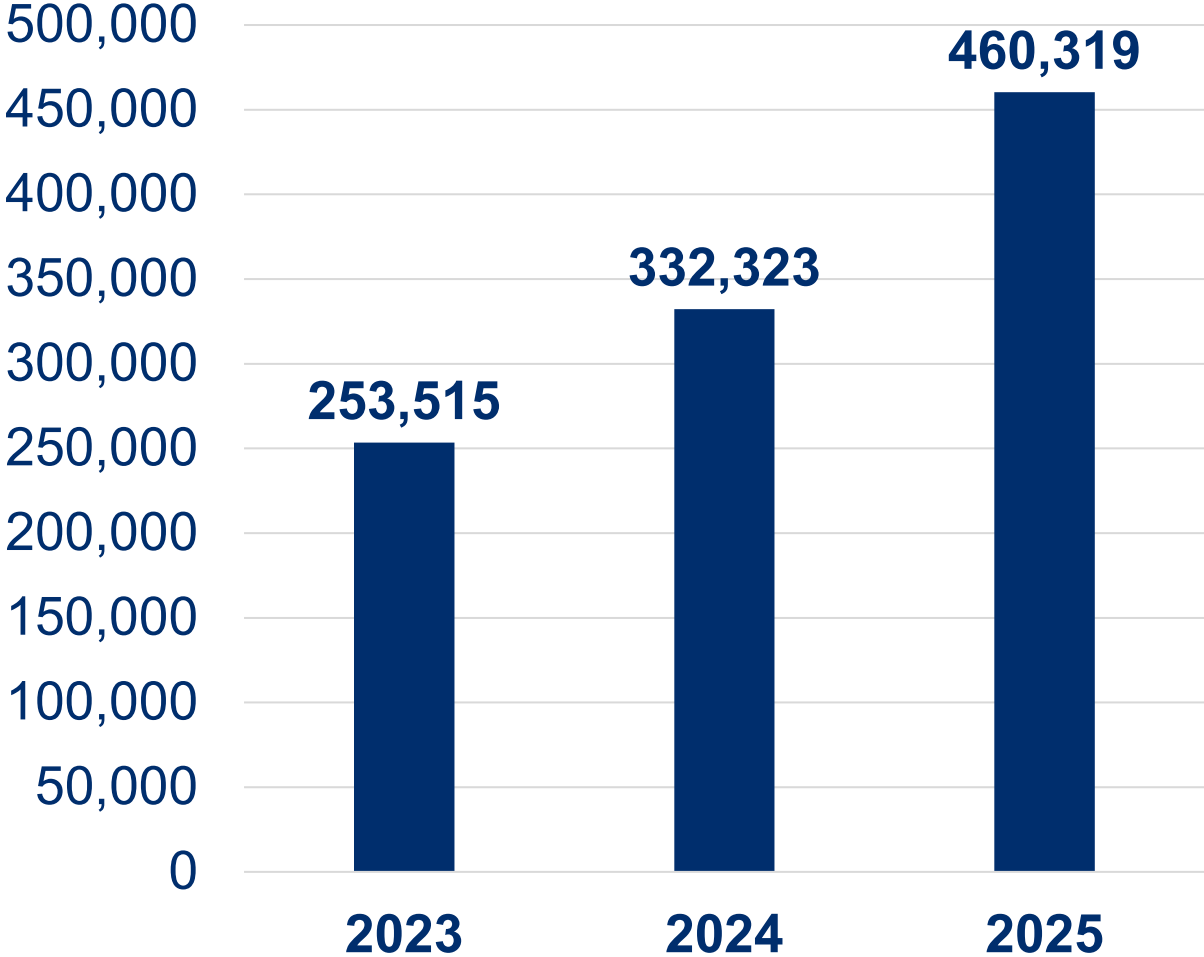
- Union Station- Current operations
- Angle Lake- Team deploys May 11th- July 12th
- Northgate Hub- Team deploys May 11th- July 12th

Program overview

Inspections



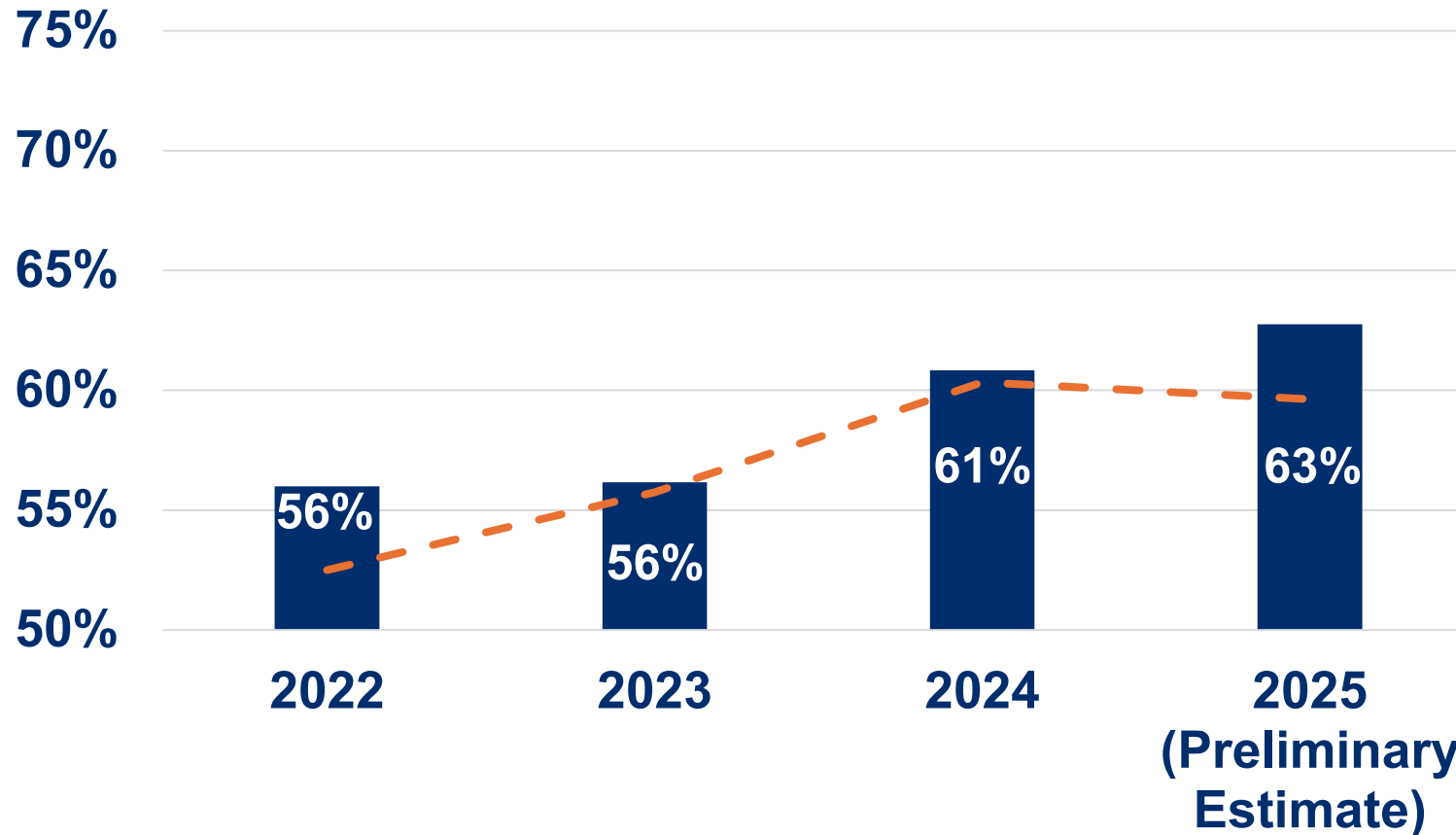
Passenger Service Interactions



Boardings with fare media

Link

■ Boardings w/ Fare Media - - FA Staffing



100 *Fare media compliance improvement correlated with Fare Engagement program increased staffing levels*

75

50

25

0

- Fare Media includes ORCA, Paper Tickets, Transit GO App
- Free Youth rides began Sep 2022, which was ~6% of ridership at the time.

Non-Compliance process, 12-month cycle



**Get there.
Pay less.**

ORCA reduced fare
transit programs



Passenger pays fine in full; Or:

- Load ORCA card with the fine amount
- Participate in ST engagement/survey/focus group (\$25 credit)
- Participate in fare violation education class
- Sign a pledge to pay (clears violations after one year)
- Sign up for ORCA Lift (income-eligible reduce fair program)

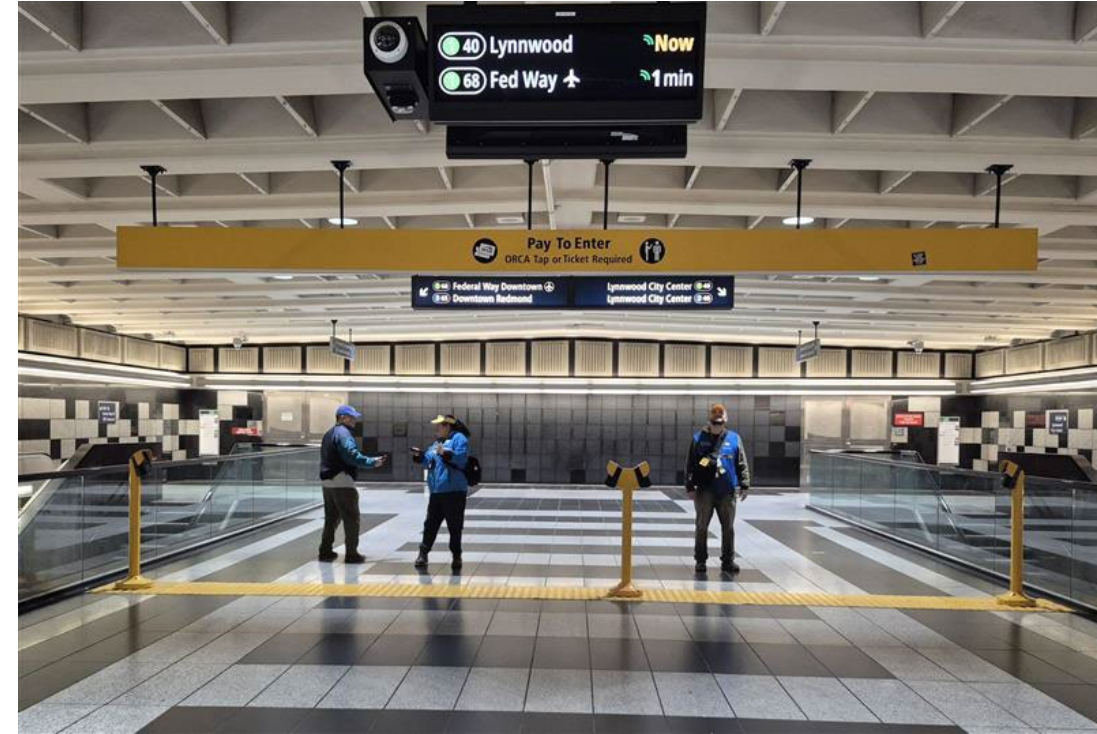
Overview of compliance actions taken

Compliance actions	2024	2025	Year over year change
Did not disclose ID (no compliance action taken)	58,317	47,367	-10,950
Warnings Issued (1st-2nd interaction)	36,722	28,978	-7,744
Citations Issued (3rd interaction)	396	337	-59
Citations Issued (4th interaction)	121	99	-22
Citations Resolved	269	259	
Civil infractions issued (5th+ interaction)	392	232	-160

Drop in year-over-year compliance actions correlate with ~10% increase in inspections

Fare Paid Zone-Entrance inspections pilot

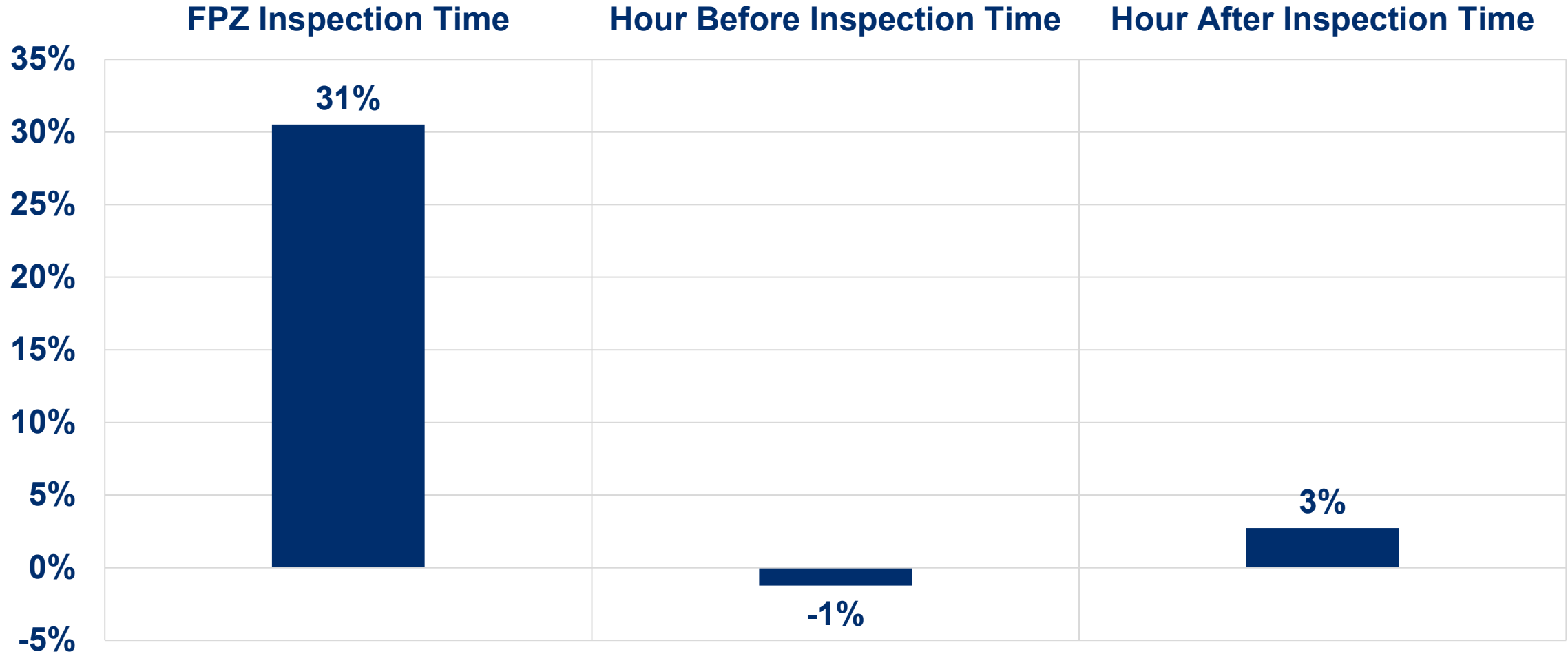
- Pilot began February 13th, 2026
- Fare Ambassadors place themselves nearby Fair Paid Zone (FPZ) to validate fare, provide passenger assistance.
- FPZ Entrance Inspections has seen about 25% increase over LRV inspections process



Month	Inspections	Observed compliance rate
Feb-26	73,291*	92.7%
Mar-26	94,920	92.3%
Apr-26	96,690	93.8%

Fare Paid Zone inspections at U-District Station

Week-over-Week change in ORCA taps



Questions?



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

