

# TRAX Ambassador Pilot Program Update



# Overview



- Staffing
  - 10 Ambassadors
  - 2 Supervisors, 1 Specialist
- Scope
  - Blue Line
  - Monday – Friday
  - AM/PM shifts
  - Central Pointe to Salt Lake Central
- How to Spot TRAX Ambassadors
- Pilot – February 2024
- Consistent presence



# Purpose & Goals

- Strategic Alignment: Customer Experience
- Improve Perceptions of Safety
- Increase Supportive Interactions with Riders
- Increase Supportive Interactions with Riders Experiencing Homelessness
- Improve Operations Support in Public Interactions



- Foster a welcoming atmosphere, provide resources & information, communicate service needs
- Connect – to our system services; to where they want or need to be; connect as people
- Eyes & Ears – report service concerns, facilitate intervention when needed, rule reminders, assistance during disruption



# Progress

- Interactions Since Launch: over 10,000!
- Types of Interactions:
  - Customer Information
  - Wayfinding
  - Community Resources
  - Interventions
- Professional Training: De-escalation, customer information, suicide prevention, cultural/community sensitivity, civil rights and ADA, boundaries
- Learning: stakeholders, scope & boundaries, time, and positive feedback



# Evaluation

- Public Feedback
- Stakeholder meetings – internal & external
- Internal awareness building – Operations, Police
- Customer Comments
- Reporting logs
- Shift logs
- Future – general public survey (“post-survey” model)



## Some notable interactions



- *Saw a regular rider who told us how his life is really good now, he is sober most the time, as it is thanks to us. He said the simple fact that we took the time to sit and talk and help him, not once or twice but three times, to get to detox and still had faith in him when he messed up gave him the strength to keep fighting! He said he is in a good place because of us*
- *At the platform, I saw a lady with a walker having a hard time getting to the train that was leaving. I rushed to the train and held the TRAX doors for her until she was able to board, she was so happy and thankful and she boarded the train*



## Next Steps & Vision

- Continue pilot
- Continue to track and evaluate program and make adjustments as possible
- Explore a Green Line “demo”
- Plan and develop elements for a future, sustainable program
- Strategic alignment across on-system roles



# Questions?

