



INTERCITY TRANSIT'S AMBASSADOR PILOT PROGRAM

**YEARLY DEVELOPMENTS
ACHIEVEMENTS
FUTURE GOALS**

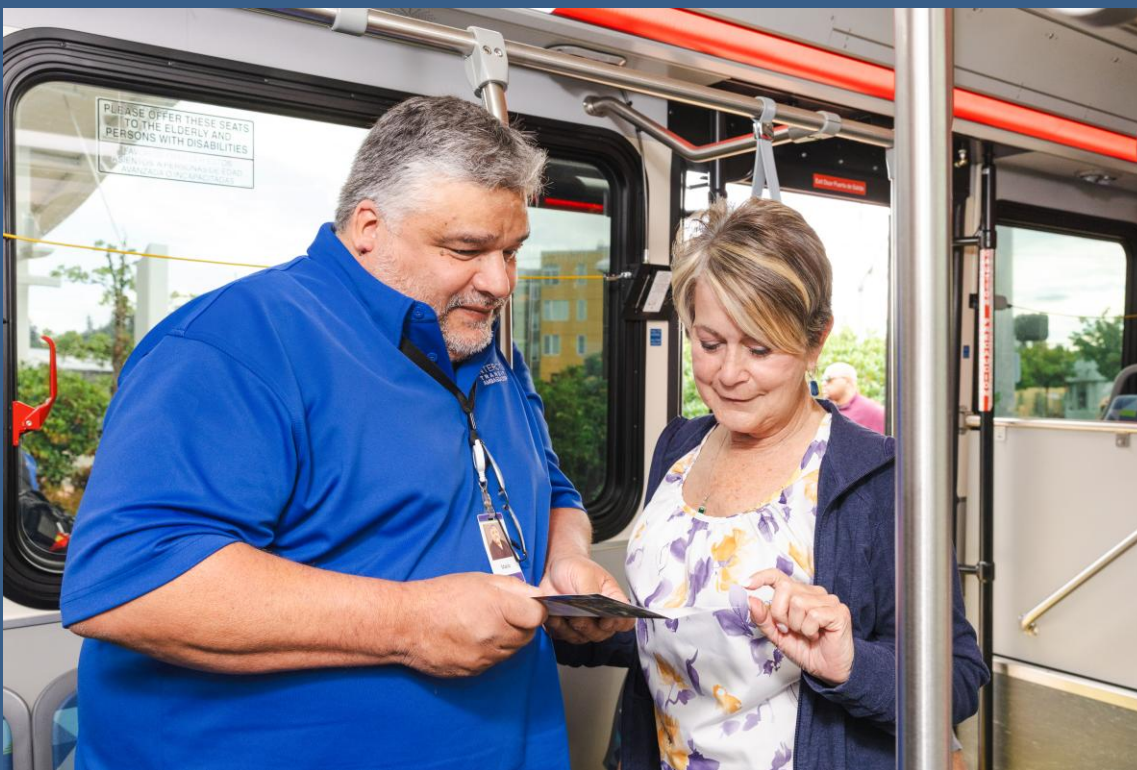
AGENDA ITEMS

- Summary of the Ambassador Pilot Program
- Launch and Early Stages
- Ambassador Duties and Expectations
- Developments and Accomplishments from the Past Year
- Community Influence and Upcoming Initiatives



SUMMARY OF THE AMBASSADOR PILOT PROGRAM

OBJECTIVES, GOALS, AND PURPOSE



Purpose

The Intercity Transit Ambassador Program plays a vital role in creating a safe, welcoming, and customer-friendly environment at Transit Centers, on coaches, and throughout the entire service area. Ambassadors serve as a visible, supportive presence for passengers, Operators, and staff.

Customer Service

The program enhances customer service for a better rider experience.

Communication

It improves communication to provide timely information and help to passengers.

Feedback

Gathering feedback helps improve the program based on user input.

An abstract geometric design on the left side of the slide. It features a dark blue background with various geometric shapes and patterns. A white circle is positioned near the top left. Below it, a light blue semi-circle is visible. To the right of the semi-circle, there is a pink triangle with diagonal lines. Further down, there is a pink square with a pattern of concentric lines. At the bottom, there is a pink triangle with a pattern of concentric lines. The overall design is modern and minimalist.

EXECUTION AND COMMENCEMENT STAGE

INITIATION OF THE PROGRAM AND SCHEDULE



Official Launch Date

The program commenced officially in June 2025, signifying the start of our strategic efforts.

Structured Timeline

A detailed timeline was established, highlighting essential activities and milestones for the program's rollout.

Engagement Efforts

Initial engagement initiatives concentrated on raising awareness and enlisting ambassadors to champion the program.

TRAINING



Key Components of Ambassador Training

1. Overview of RCWs
2. Title VI
3. Diversity, Equity, and Inclusion
4. Public Records
5. TrackIt system
6. Narcan/First Aid
7. Unconscious bias
8. Human Trafficking
9. De-escalation training

LOCATIONS AND ROUTES



Strategic Location Selection

The pilot program focuses on high-traffic areas to ensure maximum visibility and engagement with the community.

Maximizing Impact

Choosing routes strategically is essential for providing support where it is most needed, ensuring effective resource allocation.

Hours

Currently we are operating the Ambassador program from 8AM – 8PM.



AMBASSADOR ROLES AND RESPONSIBILITIES

DAILY TASKS AND DUTIES



Assisting Passengers

Ambassadors play a key role in assisting passengers with questions about their transit experience, ensuring they have the information they need.

Providing Route Information

They provide detailed information regarding routes and schedules to facilitate smooth travel for all passengers.

Enhancing Safety

The presence of ambassadors helps in reducing confusion and enhancing safety within transit environments for all travelers.

PASSENGER INTERACTION



Warm Engagement

Ambassadors are trained to engage warmly with passengers, creating a welcoming atmosphere.

Encouraging Questions

The friendly approach of ambassadors encourages passengers to feel comfortable asking questions.

Seeking Assistance

Passengers are encouraged to seek assistance, ensuring they receive the help they need during their journey.



ADVANCEMENTS AND ACCOMPLISHMENTS IN THE PAST YEAR

PASSENGER AND EMPLOYEE INPUT



Positive Feedback

Passengers and transit staff have provided overwhelmingly positive feedback, emphasizing the program's effectiveness and value.

Role of Ambassadors

Transit Ambassadors have been recognized as a crucial resource, enhancing the overall experience for passengers.

Program Adjustments

The feedback has been instrumental in making ongoing adjustments to the program for continuous improvement.



EMPLOYEE FEEDBACK

- One new operator wrote in to say: "I wanted to take a moment to express my gratitude to the ambassadors. They always seem to be there when I need them. The bus drivers can handle any situation that arises on the bus, but it's a relief not to have to stop or manage issues while driving. Each Ambassador has their own strengths, so it's a good group of folks. Thanks again for all the support."
- "I wanted to share that we just took a trip to OTC and rode down on the 1, which was great. On the way back we got to ride with a new Ambassador. It was really awesome to watch her in action. She spoke to three people on the bus, one sleeping, one with his head down, and then another group I. I didn't hear what she was speaking to them about. Like I said, it was really great to see the impact of this position on the bus! We enjoyed our ride!"
- "An Ambassador had a woman in distress in the women's restroom earlier today and handled it fantastic. The woman was really upset. The Ambassador was so calm and showed a ton of compassion towards the person. The person in the bathroom was crying, very upset, and making a scene. The Ambassador asked several questions and let her know it was going to be OK and finally was able to get the woman the help she needed."



EFFECTS ON THE COMMUNITY AND UPCOMING INITIATIVES

COMMUNITY FEEDBACK

We have heard from countless members of the public thanking our Ambassadors for a job well done. It's hard to capture all of them.

- "A rider who has had issues in the past wanted to commend an Ambassador. The rider was impressed that they were willing to sit in the back with the other riders and talk. They thought it was a good move."
- "An elderly gentleman was at the Olympia Transit Center looking for his granddaughter. He mentioned that he was initially apprehensive coming down and searching for her. But was met by one of our Ambassadors who got him in touch with the right people to help find her."
- A particularly challenging passenger came into Customer Service downtown to say that "she really likes our Ambassadors. She really enjoys riding with them. She enjoys that they are cracking jokes to lighten the mood, and some of them spread kindness on the buses in many ways, including handing out lollipops to the kids."
- One of our Ambassadors was on the platform at OTC when someone walked up to them and said "We need more of you. You guys are great! I always breathe easier when I see you around. Thank you for all you do!"



OUR “WINS”

- Facilitated reunions between missing individuals and their family members.
- Linked community members to essential local resources.
- Reunited lost children with their parents.
- Established collaborations with local law enforcement and organizations such as the Crisis Response Unit to support community members.
- Professionally managed and de-escalated conflicts on buses, at transit centers, and bus stops.
- Assisted passengers with trip planning and coordinating bus transfers.

PROGRAM IMPACTS AND OUTCOMES

Measuring Program Impacts and Outcomes



- Ambassadors have interacted with more than 4,400 passengers.
- They have addressed over 1,000 passenger-related behavioral issues.
- According to our records, they have traveled nearly 8,000 times on routes 62A and 62B, over 1,500 times on route 13, and more than 1,300 times on route 68.

FUTURE EXPANSION PLANS



Increasing Ambassadors

Future goals aim to increase the number of ambassadors to enhance outreach and impact in communities.

Program Expansion

The program will expand to offer longer hours, more coverage, and allow for broader engagement and resource sharing.

May 2026 Service Change

The Ambassadors will be a large part of the service change. Helping passengers and operators alike in navigating a completely new transit system.

CONCLUSION

Program Success

The Ambassador Pilot Program has made significant progress in improving the transit experience for passengers over the past 9 months.

Community Engagement

Ongoing engagement with the community is essential for refining the program and meeting passenger, operator, and agency needs effectively.

Future Expansion

By refining the program, it can expand its impact and support even more passengers in the future.