

July – September 2012

Joint Board Program Management Report

3rd Quarter - 2012



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Report Purpose

The primary audience for this report is the seven agency ORCA Joint Board. The purpose of the report is to provide a high level quarterly overview of the performance of key customer facing system activities. The data presented may be useful to support business decisions such as the deployment of marketing or financial resources for system enhancements. The report may be modified at any time at the Joint Board's request, as our operational experience grows, and/or we introduce system changes.

Key Activities

July

- Kitsap Transit's Rich Passage 1 passenger only ferry service to Seattle started July 2nd.

August

- N/A

September

- Evaluation reports for the period March, 2012 – August, 2012 indicated the success of the Saar's Marketplace ORCA card distribution pilot. Due to its continued success the pilot was extended till December 31, 2012.
- King County Metro added two new RapidRide lines at the end of the month. In addition to on-board payment, ORCA card payment can be made off-board and passengers can enter through all doors.
- King County Metro ended the Ride Free Area in downtown Seattle. With this change King County Metro, Sound Transit and Community Transit each implemented a "pay on entry" policy for trips originating in downtown Seattle.
- The Kitsap Transit sponsored "SoundRunner" Affiliates ferry service terminated on September 28th.

Customer Service Equipment & Facilities

This table shows equipment quantities and customer facilities supporting the ORCA Regional Program. Figures below are current as of September 30, 2012.

ORCA Resource	In Service	
Active Buses with On Board Equipment		
○ CT		224
○ ET		49
○ KCM		1,361
○ KT		116
○ PT		168
○ ST		243
Total		2,161
Portable Fare Transaction Processor		
○ CT		6
○ KCM		102
○ KT Ferry		11
○ Link		86
○ PT (not in service)		38
○ Sounder		8
○ WSF		37
Total		288
Stand Alone FTP – Equipped Stations		
○ Sounder (ST)		75
○ Link (ST)		86
○ Swift (CT)		32
○ Rapid Ride (KCM)		71
Total		264
3 rd Party Revalue Retailer Sites		106
Ticket Vending Machines		
○ Sounder Stations		32
○ Link Stations		61
○ Transit Centers		2
Total		95
Customer Service Offices	CSOs	CSTs
○ CT	1	3
○ ET	1	2
○ KCM	2	13
○ KT	1	3
○ PT	3	7
○ ST	0	1
○ WSF	0	1
Total	8	30
WSF Turnstiles/Tollbooths		113

Overview of Customer Activity & Contacts

This table highlights ORCA transactions, customer activities and contacts.

Measure	July	August	September
Transaction Volume:			
Total Number of Fare Transactions/Boardings on All Services	7,420,902	7,720,609	7,415,073
Number of Cards in Use	317,731	330,797	351,423
Autoload Activity:			
Number of New Autoload Accounts Established ¹	1,559	1,864	1,833
Number of Autoload Transactions	11,841	12,731	12,826
Amount of Autoload Transactions	\$467,907	\$495,137	\$472,852
Cardholder Website Traffic:			
Unique Visitors ²	63,641	64,451	70,427
Visits ³	135,208	135,981	147,726
Number of "My ORCA" Accounts Established ⁴	414,322	421,641	432,113
Number of Cardholder Transactions Per Month	31,370	31,189	33,137
Customer Contact:			
ORCA Regional Call Center Calls Received	9,029	11,377	10,209
Email Volume:			
ORCA Regional Emails Received	1,426	1,778	1,703

¹ **Number of New Autoload Accounts Established** – Number of new Autoloads enabled less the number of existing Autoloads disabled/cancelled during the month. This is not a cumulative number.

² **Unique Visitors** – A unique visitor is defined as an individual who has made at least one hit on one page of the web site during the current reporting period.

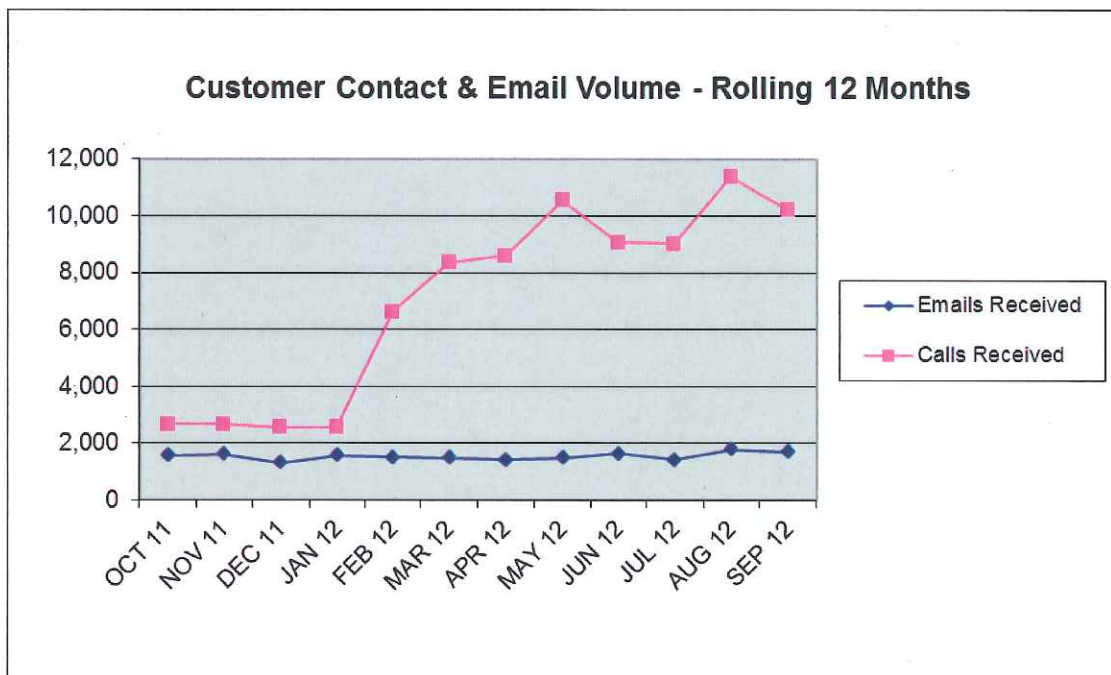
³ **Visits** – Number of visits made by all visitors.

⁴ **Number of My ORCA Accounts Established** – Cumulative number of "My ORCA" Accounts established since April 2009.

Customer Activity Continued

This table highlights ORCA Regional Call Center Calls and Emails Received.

- Only calls received by CT, KT and PT are represented by the period October 2011 thru January 2012.
- Starting February 2012, CT, KT, PT and transfers to KCM and WSF are included in total emails and calls received.



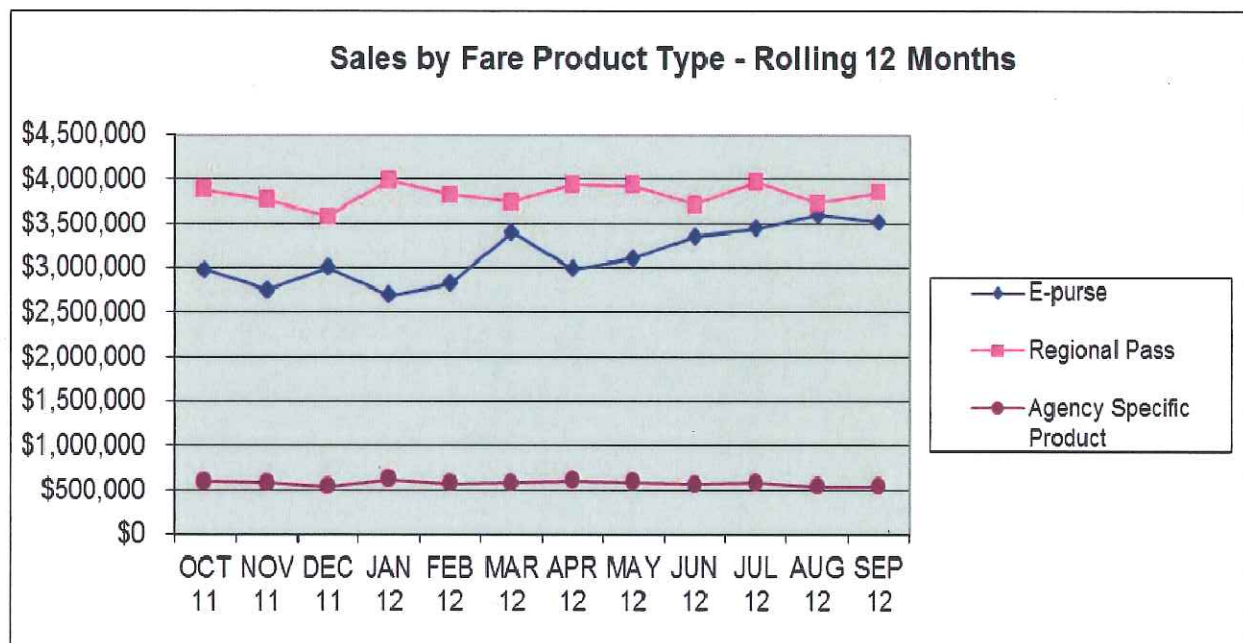
System Operations Performance Data

a) System Operations – Sales by Fare Product Type and Sales Channel/Location

This section shows total ORCA fare product sales distributed by E-purse or pass, and sales by location/channel. This information may support decisions such as the deployment of customer information, marketing resources or management of 3rd party retail outlets. Unless noted otherwise, all sales revenue is based on date of purchase.

i) Sales by Fare Product Type

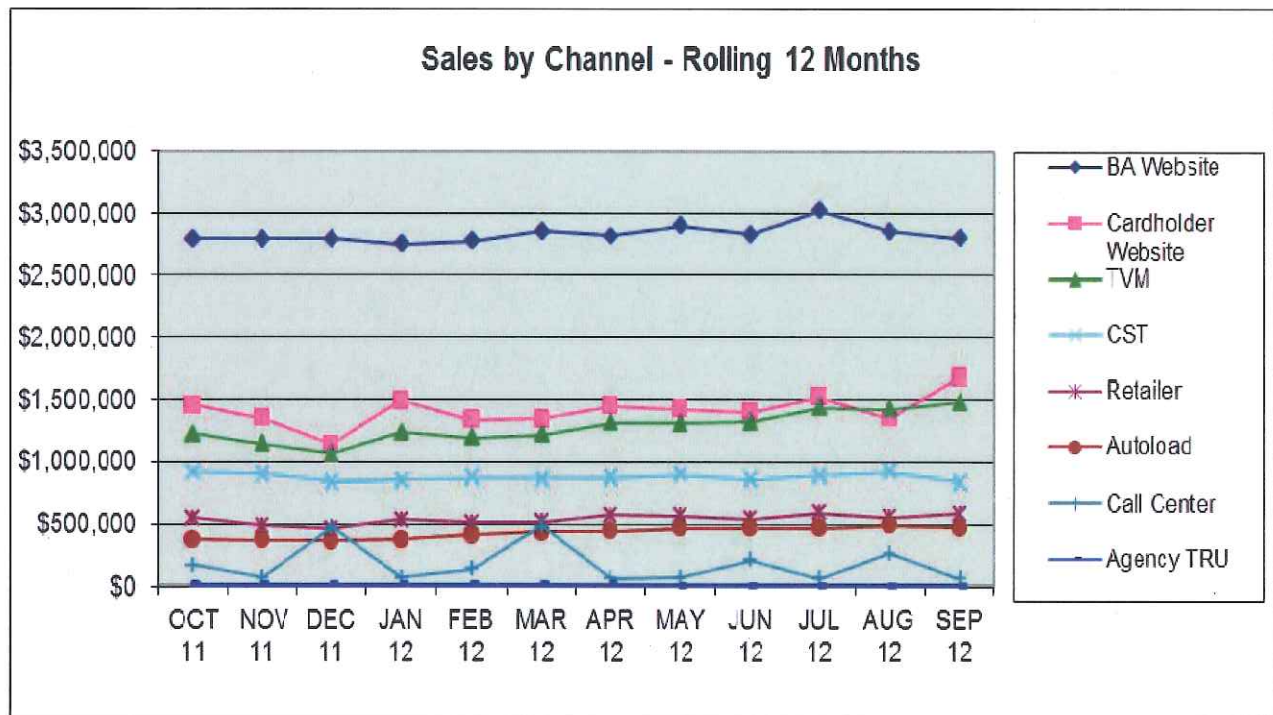
Sales ¹	July	August	September	Total
E-purse	\$3,442,385	\$3,596,067	\$3,512,946	\$10,551,398
Regional Pass	\$3,970,116	\$3,730,374	\$3,851,289	\$11,551,779
Agency Product	\$579,152	\$542,987	\$545,728	\$1,667,867
Total	\$7,991,653	\$7,869,428	\$7,909,963	\$23,771,044



¹ Sales do not include Business Account Website Regional Passport products.

ii) Sales by Channel

Sales Channel	July	August	September	Total	% of Total Sales
BA Website ¹	\$3,023,980	\$2,856,218	\$2,797,697	\$8,677,895	37%
Cardholder Website	\$1,528,083	\$1,353,769	\$1,682,403	\$4,564,255	19%
TVM	\$1,442,403	\$1,430,122	\$1,480,713	\$4,353,238	18%
CST	\$883,529	\$915,955	\$833,696	\$2,633,180	11%
Retailer	\$591,214	\$555,597	\$587,706	\$1,734,517	7%
Autoload	\$467,907	\$495,137	\$472,852	\$1,435,896	5%
Call Center	\$53,442	\$261,922 ²	\$53,665	\$369,029	2%
Agency TRU	\$1,095	\$708	\$1,231	\$3,034	1%
Total	\$7,991,653	\$7,869,428	\$7,909,963	\$23,771,044	100%

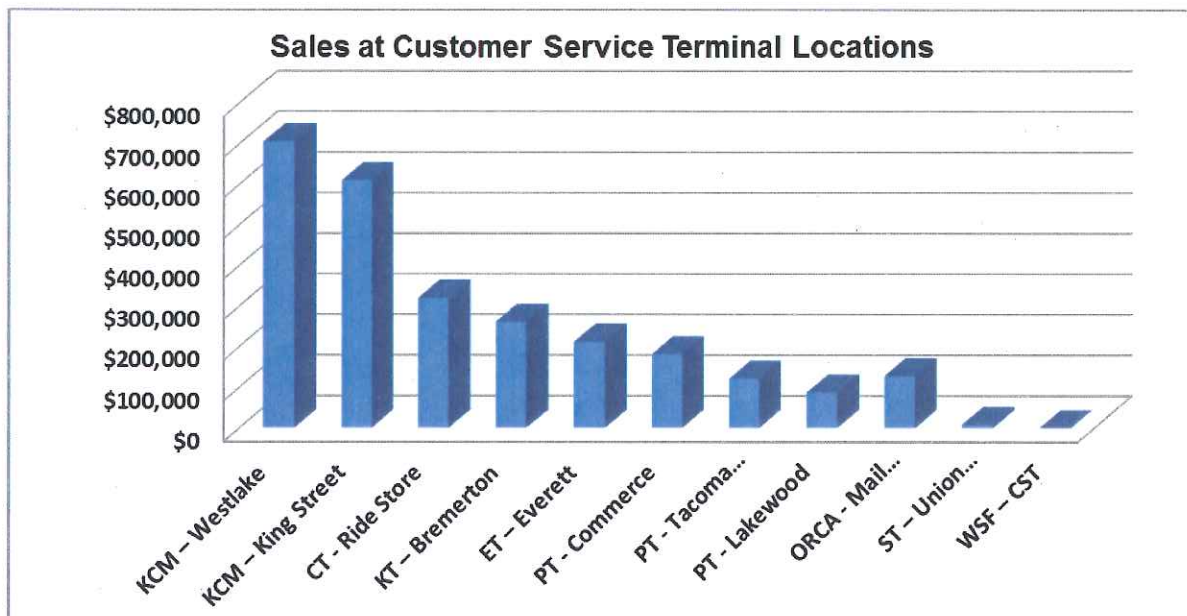


¹ Sales do not include Business Account Website Regional Passport products.

² The spike in August revenue represents quarterly community college order.

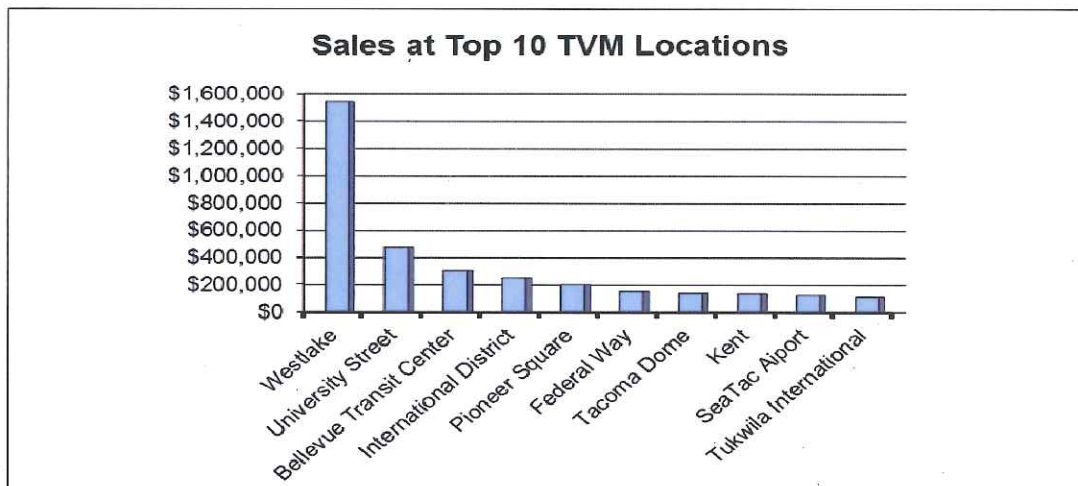
iii) Sales at Customer Service Terminal Locations

CST Location	July	August	September	Total	% of Total CST Sales	Compared to 2 nd Qtr
KCM – Westlake	\$243,143	\$243,137	\$218,690	\$704,970	26%	↑
KCM – King Street	\$200,806	\$212,518	\$196,050	\$609,374	23%	↑
CT – Ride Store	\$107,669	\$113,592	\$98,641	\$319,902	12%	↑
KT - Bremerton	\$88,801	\$89,358	\$82,272	\$260,431	9%	↓
ET - Everett	\$72,262	\$77,950	\$61,519	\$211,731	8%	↓
PT - Commerce	\$60,778	\$69,069	\$51,641	\$181,488	7%	↑
PT – Tacoma Dome	\$39,136	\$41,635	\$40,661	\$121,432	5%	↑
PT - Lakewood	\$26,558	\$26,784	\$33,999	\$87,341	3%	↓
ORCA – Mail Center	\$41,637	\$39,823	\$46,683	\$128,143	5%	↓
ST – Union Station	\$2,616	\$2,089	\$3,475	\$8,180	1%	↑
WSF - CST	\$123	\$0	\$65	\$188	1%	↓
Total	\$883,529	\$915,955	\$833,696	\$2,633,180	100%	↑



iv) Sales at Top 10 Ticket Vending Machine Sites

Rank	TVM Location ¹	July	August	September	Total	% of Total TVM Sales ²	Compared to 1 st Qtr
1	Westlake Station	\$513,832	\$503,442	\$523,773	\$1,541,047	35%	↑
2	University Street Station	\$155,198	\$163,380	\$157,652	\$476,230	11%	↑
3	Bellevue Transit Center Station	\$101,641	\$101,563	\$105,551	\$308,755	7%	↑
4	International District Station	\$79,033	\$83,795	\$89,935	\$252,763	6%	↑
5	Pioneer Square Station	\$69,685	\$68,166	\$66,770	\$204,621	5%	↑
6	Federal Way Transit Center	\$49,707	\$48,969	\$60,510	\$159,186	4%	↑
7	Tacoma Dome Station	\$54,951	\$49,143	\$52,203	\$156,297	4%	↑
8	Sea-Tac Airport	\$45,313	\$45,854	\$51,143	\$142,310	3%	↑
9	Kent Station	\$44,679	\$42,431	\$44,192	\$131,302	3%	↑
10	Tukwila International Blvd	\$40,953	\$37,798	\$40,027	\$118,778	3%	↑
	Total	\$1,154,992	\$1,144,541	\$1,191,756	\$3,491,289		↑

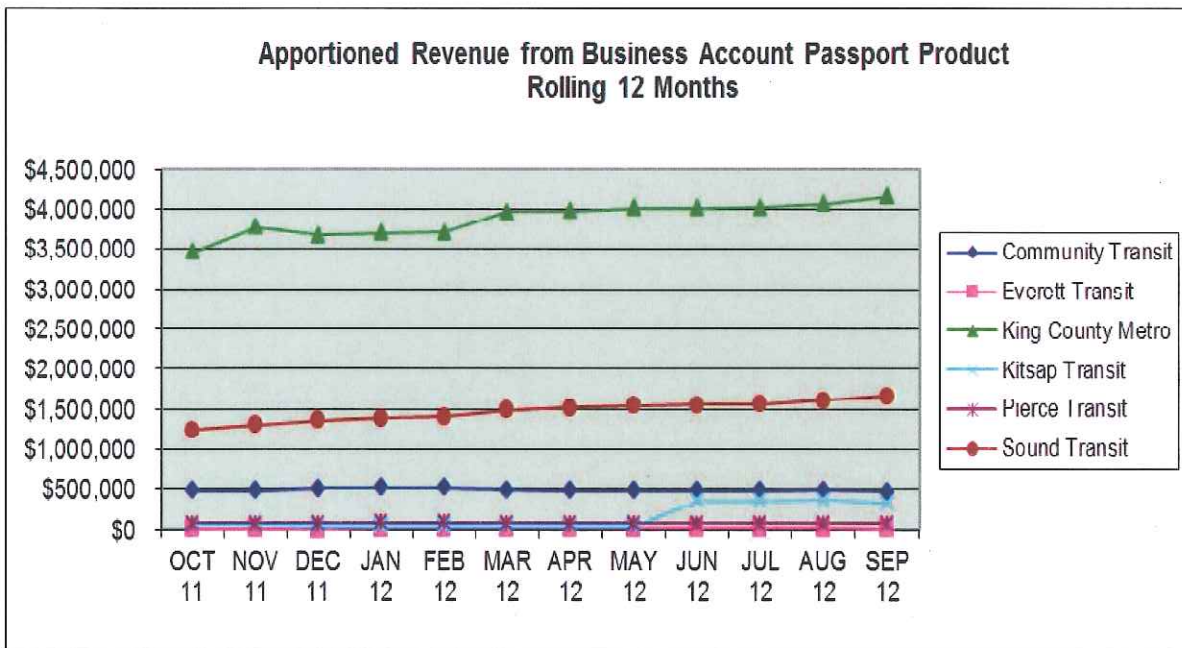


¹ Most sites have multiple TVM's.

² The percentage is calculated based on the total sales at 26 sites with TVM's.

v) Apportioned Revenue from Business Account Passport Product

Agency	July	August	September
Community Transit	\$486,799	\$491,806	\$478,467
Everett Transit	\$18,890	\$18,891	\$9,644 ¹
King County Metro	\$4,023,544	\$4,072,660	\$4,162,714
Kitsap Transit	\$362,709	\$362,935	\$326,869
Pierce Transit	\$72,961	\$73,577	\$72,970
Sound Transit	\$1,563,683	\$1,611,209	\$1,661,246
Total	\$6,528,586	\$6,631,078	\$6,711,910



¹ September amount lower due to Everett Community College summer quarter apportionment.

vi) Sales by Pass Product

PASS	July	August	September
KT Kingston Passenger Only Ferry Full Fare Multiride	\$960	\$350	\$180
Kitsap Transit Full Fare Pass	\$46,900	\$41,000	\$45,050
Kitsap Transit Reduced Fare Pass	\$37,925	\$38,150	\$37,925
Kitsap Transit Worker/Driver Full Fare Pass	\$5,325	\$4,650	\$4,500
Metro Monthly Access Pass	\$30,555	\$29,070	\$29,115
Metro Monthly Vanpool Pass 1 Zone	\$46,530	\$43,650	\$47,070
Metro Monthly Vanpool Pass 2 Zone	\$36,936	\$36,180	\$34,236
Pierce Transit Summer Youth Pass	\$7,524	\$0	\$0
PugetPass \$0.50	\$810	\$846	\$972
PugetPass \$0.75	\$266,274	\$319,545	\$254,529
PugetPass \$1.00	\$2,268	\$2,196	\$2,016
PugetPass \$1.25 ¹	\$57,195	\$52,560	\$103,725
PugetPass \$1.50	\$13,230	\$15,390	\$14,202
PugetPass \$1.75	\$65,583	\$63,189	\$59,346
PugetPass \$2.00	\$123,840	\$111,024	\$118,512
PugetPass \$2.25	\$281,880	\$251,586	\$263,088
PugetPass \$2.50	\$1,527,300	\$1,408,049	\$1,469,610
PugetPass \$2.75	\$137,907	\$122,166	\$126,720
PugetPass \$3.00	\$630,396	\$584,496	\$600,048
PugetPass \$3.25	\$21,762	\$19,656	\$21,411
PugetPass \$3.50	\$578,214	\$537,516	\$556,038
PugetPass \$3.75	\$75,870	\$68,985	\$74,385
PugetPass \$4.00	\$22,320	\$21,888	\$23,472
PugetPass \$4.25	\$89,352	\$80,172	\$86,445
PugetPass \$4.50	\$43,254	\$40,500	\$45,198
PugetPass \$4.75	\$32,661	\$30,609	\$30,609
PugetPass \$5.25 ²	\$0	\$0	\$567
PugetPass \$5.50 ²	\$0	\$0	\$396
WSF Central Sound Monthly Pass	\$334,183	\$317,981	\$314,303
WSF Fauntleroy – Southworth Monthly Pass	\$10,626	\$10,164	\$10,241
WSF Mukilteo – Clinton Monthly Pass	\$13,458	\$12,915	\$13,518
WSF Port Townsend – Coupeville Monthly Pass	\$0	\$0	\$0
WSF Vashon Island Monthly Pass	\$8,230	\$8,878	\$9,590
Grand Total	\$4,549,268	\$4,273,361	\$4,397,017

¹ The spike in September sales corresponds to the start of school.

² The Lakewood and South Tacoma Sounder stations went into service.

b) ORCA Retailer Report

This section shows ORCA retail sales by quarter, the number of retailer locations by quarter and ORCA sales transactions by retailer. Top ten (10) retailer locations based on total ORCA sales are also shown. Sales figures are based on settlement date.

i) Total ORCA Sales Transactions by Retailer (All locations)

ORCA Retailer	Q2 2012	Q3 2012	Q3 2012 # of Locations
Bartell Drugs	\$320,488	\$339,566	1
QFC	\$460,341	\$490,926	42
Roger's Market	\$17,073	\$17,330	1
Saar's Marketplace	\$217,996	\$178,258	7
Safeway	\$631,039	\$662,288	53
Thriftway	\$37,633	\$36,244	2
Total	\$1,684,570	\$1,724,612	106

ii) Top 10 Individual Retail Locations by Sales Volume

Current Rank	Retailer/Location	Q3 Store Sales	% of Total Retailer Sales ¹
1	Bartell Drugs, Seattle - Downtown	\$339,566	19%
2	Saar's Market Place, Lakewood	\$74,028	4%
3	QFC, Seattle - Broadway Market	\$48,600	3%
4	QFC, Seattle - Harvard Market	\$43,927	3%
5	Saar's Market Place, Seattle - Rainier	\$39,948	2%
6	Safeway, Burien	\$39,643	2%
7	Safeway, Seattle – Greenwood	\$32,947	2%
8	Safeway, Lynnwood HWY 99	\$31,803	2%
9	Safeway, Bainbridge Island	\$31,340	2%
10	QFC, Crossroads	\$29,176	2%
	Total	\$710,978	41%

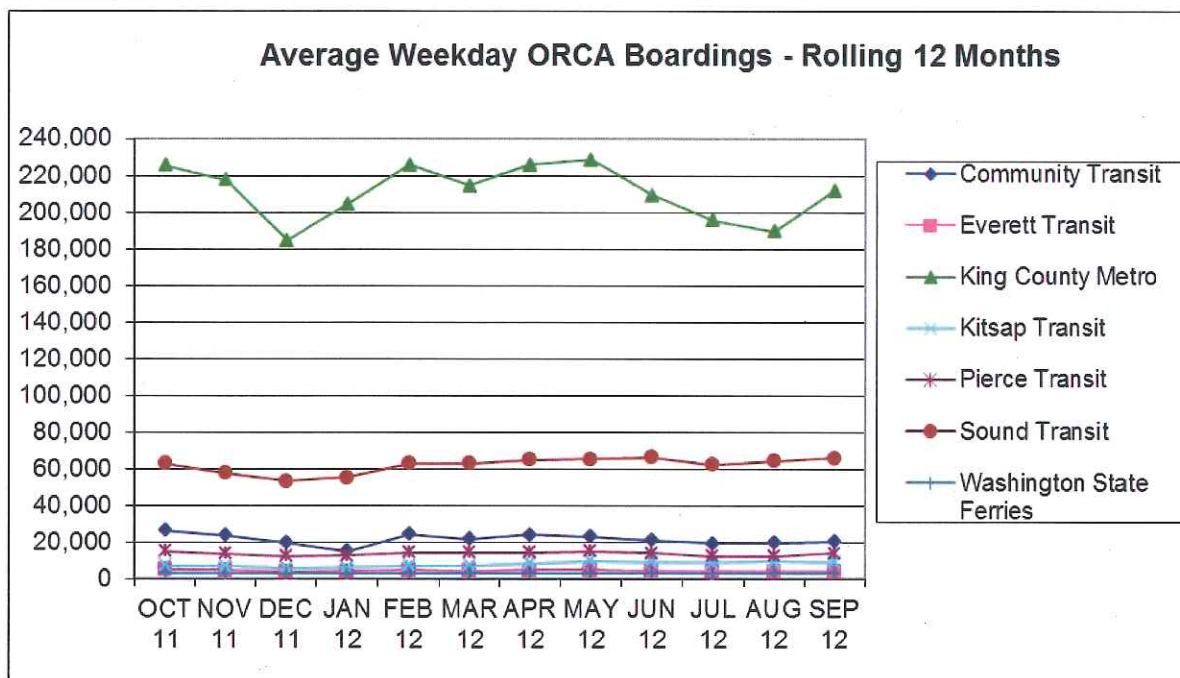
¹ The percentage is calculated based on the total sales at 106 Retailer locations.

c) System Operations – Ridership Transactions/Boardings

This section shows the average weekday ORCA boardings by Agency and the share of those trips to each Agency’s total boardings. This data supports the annual calculation of the regional share of program operating expenses for individual agencies.

i) Average Weekday ORCA Boardings by Month

Agency	July	August	September
Community Transit	19,628	19,911	20,538
Everett Transit	4,087	4,142	4,171
King County Metro	195,396	189,609	211,779
Kitsap Transit	8,819	9,409	9,004
Pierce Transit	12,462	12,324	14,207
Sound Transit	62,489	64,319	65,929
Washington State Ferries	2,971	3,092	3,080
Total	305,852	302,806	328,708



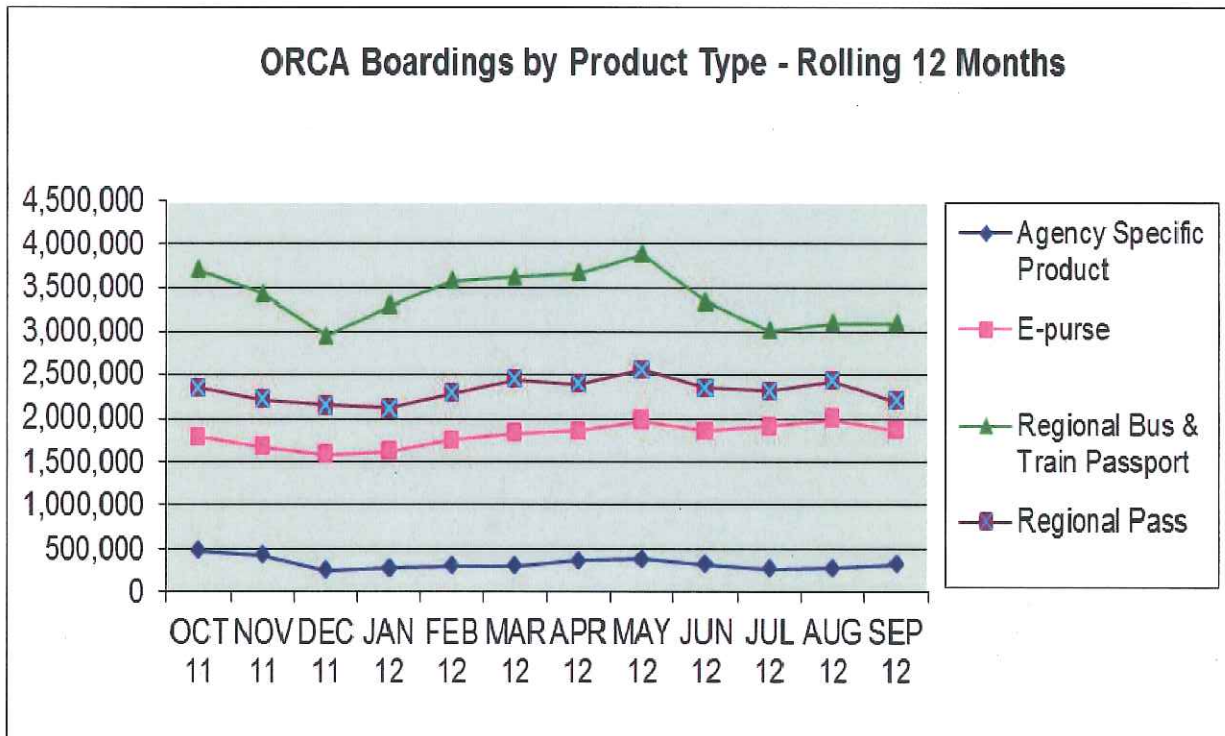
ii) ORCA Average Weekday Boardings as a Percentage of Average Weekday Total Boardings

Agency	Average Weekday ORCA Boardings September	Average Weekday Total Boardings (ORCA & Non-ORCA) September	% of Average Weekday ORCA Boardings September
Community Transit	20,538	28,197	73%
Everett Transit	4,171	7,494	56%
King County Metro	211,779	382,413	55%
Kitsap Transit	9,004	12,498	72%
Pierce Transit	14,207	35,190	40%
Sound Transit Bus	41,309	54,778	75%
Sound Transit Sounder	9,841	10,952	90%
Sound Transit Link	14,779	32,194	46%
Washington State Ferries	3,080	10,430	30%
Total	328,708	574,146	57%



iii) ORCA Boardings by Product Type

Boardings	July	August	September	Total	% of Total Boardings
Regional Bus & Train Passport	3,002,457	3,098,630	3,097,312	9,198,399	41%
Regional Pass	2,305,457	2,417,184	2,189,174	6,911,815	30%
E-purse	1,909,241	1,991,855	1,865,874	5,766,970	25%
Agency Specific Product	262,509	276,034	316,962	855,505	4%
Total¹	7,479,664	7,783,703	7,469,322	22,732,689	100%



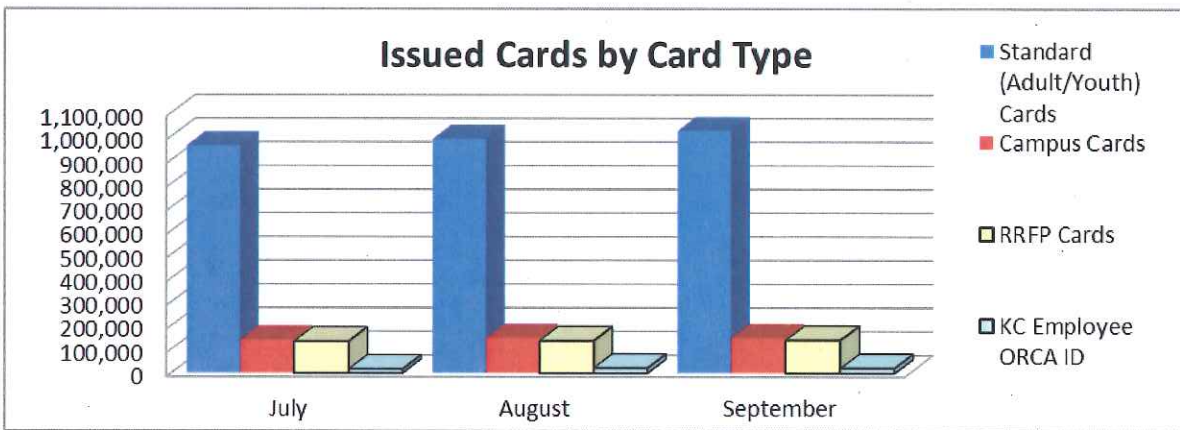
¹ A single boarding may include multiple product types.

d) System Operations – ORCA Cards in Circulation and in Use by Type

This section provides information on issued ORCA cards in circulation and the actual usage of ORCA cards on Agency services. This information helps Agencies track ORCA card use and assist in their evaluation of their card distribution/outreach strategies. Cards “in circulation” are cards that have been issued but may not have been used during the quarter; Cards “in use” have been tapped at least once during the reported month.

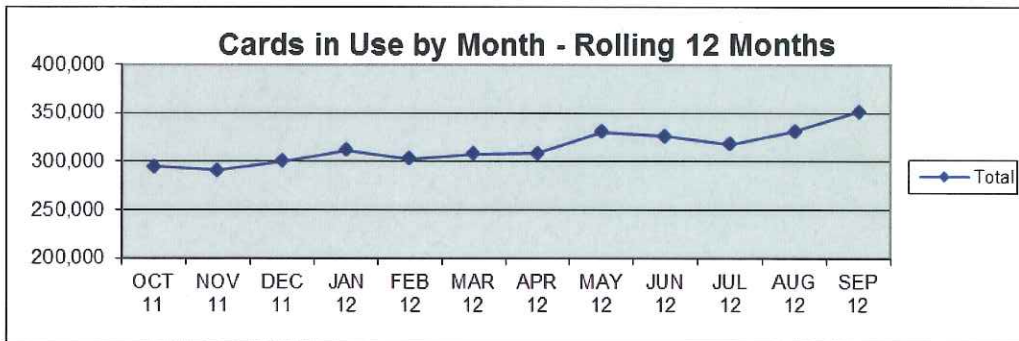
i) Cumulative Number of Issued Cards (in circulation) since April 2009

Card Type	July	August	September
Standard (Adult/Youth) Cards	961,084	989,422	1,023,740
Campus Cards	141,240	149,415	150,165
KC Employee ORCA ID	15,885	20,785	20,785
RRFP Cards	133,503	136,307	139,347
Total	1,251,712	1,295,929	1,334,037



ii) Card in Use by Month

Cards in Use	July	August	September
Total	317,731	330,797	351,423



Data Sources:

- ORCA Boardings by Product Type
- Fare Card Reliability Report
- Regional Call Center Reports
- Key Performance Indicators Report
- Daily Sales by Participant Report
- Daily Sales by Product Report
- Daily Post Payment Automatic Revalue
- Institutional Regional Pass Revenue Apportionment
- Boardings by Participant Report
- Daily Sales Ad Hoc Report
- Daily Sales by Retailer Report
- ORCA Activity Report
- ORCA Card Inventory Report

Acronyms:

The below table describes the acronyms used in this report.

Acronym	Definition
BA	Business Account
CST	Customer Service Terminal
CT	Community Transit
ET	Everett Transit
FTP	Fare Transaction Processor
KCM	King County Metro
KPI	Key Performance Indicator
KT	Kitsap Transit
OBE	On-Board Equipment
ORCA	One Regional Card for All
PFTP	Portable Fare Transaction Processor
PT	Pierce Transit
RRFP	Regional Reduced Fare Permit
SAFTP	Stand-Alone Fare Transaction Processor
ST	Sound Transit
TRU	Terminal Revalue Unit
TVM	Ticket Vending Machine
WSF	Washington State Ferries