

October – December 2012

Joint Board Program Management Report

4th 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

October

- King County Metro and Sound Transit piloted several ORCA Card promotions with direct mail marketing. Targeted promotions were conducted for KCM In Motion program, ST Sounder service including the new Lakewood extension.
- ORCA add value network expanded to 127 retail locations.
- On October 8 the expansion of Sounder commuter rail service began with the opening of South Tacoma and Lakewood stations.
- TVMs became operational at several KCM locations, including Eastgate Transit Center, Northgate Transit Center, Burien Transit Center, and Convention Place Transit Center.

November

- Kitsap Transit's Rich Passage 1 service ended on November 2.
- Everett Transit sponsored an ORCA card promotion in conjunction with their January 2013 fare increase. ET waived the \$5 card fee, provided customers purchased a monthly pass or loaded a minimum of \$1 in E-purse value. The promotion, available only to City of Everett residents, began November 15 and ended January 15.

December

- Maintenance Release 20 was successfully promoted to production. There were no new pieces of work in this release. However, there were several routine fixes for the Business Account, Call Center, Agency Websites, and Reports.
- Saar's MarketPlace no card fee pilot ended December 31. Over the nine month period the seven Saar's locations in King, Kitsap and Pierce counties issued 2,872 cards. \$344,998 in value was added and these cards were used to board services 165,841 times with trips taken in all four counties.

Customer Service Equipment & Facilities

This table shows equipment quantities and customer facilities supporting the ORCA Regional Program. Figures below are current as of December 31, 2012.

ORCA Resource	In Service	
Active Buses with On Board Equipment		
o CT		224
o ET		49
o KCM		1,396
o KT		116
o PT		168
o ST		243
Total		2,196
Portable Fare Transaction Processor		
o CT		6
o KCM		102
o KT Ferry		11
o Link		86
o PT (not in service)		38
o Sounder		8
o WSF		40
Total		291
Stand Alone FTP – Equipped Stations		
o Sounder (ST)		75
o Link (ST)		86
o Swift (CT)		32
o Rapid Ride (KCM)		42
Total		235
3 rd Party Revalue Retailer Sites		127
Ticket Vending Machines		
o Sounder Stations		32
o Link Stations		61
o Transit Centers		3
o Customer Sales Offices		1
o Non-Link Tunnel Stations		1
Total		98
Customer Service Offices	CSOs	CSTs
o CT	1	3
o ET	1	2
o KCM	2	13
o KT	1	3
o PT	3	7
o ST	0	1
o 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	October	November	December
Transaction Volume:			
Total Number of Fare Transactions/Boardings on All Services	9,913,389	8,717,887	7,463,192
Number of Cards in Use	348,632	344,595	339,270
Autoload Activity:			
Number of New Autoload Accounts Established ¹	2,498	1,896	1,635
Number of Autoload Transactions	13,472	13,582	12,695
Amount of Autoload Transactions	\$541,616	\$525,405	\$494,673
Cardholder Website Traffic:			
Unique Visitors ²	66,359	58,406	54,659
Visits ³	146,837	122,518	113,545
Number of "My ORCA" Accounts Established ⁴	441,680	449,821	454,542
Number of Cardholder Transactions Per Month	33,222	28,458	27,040
Customer Contact:			
ORCA Regional Call Center Calls Received	11,017	8,214	7,878
Email Volume:			
ORCA Regional Emails Received	1,657	1,341	1,169

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.

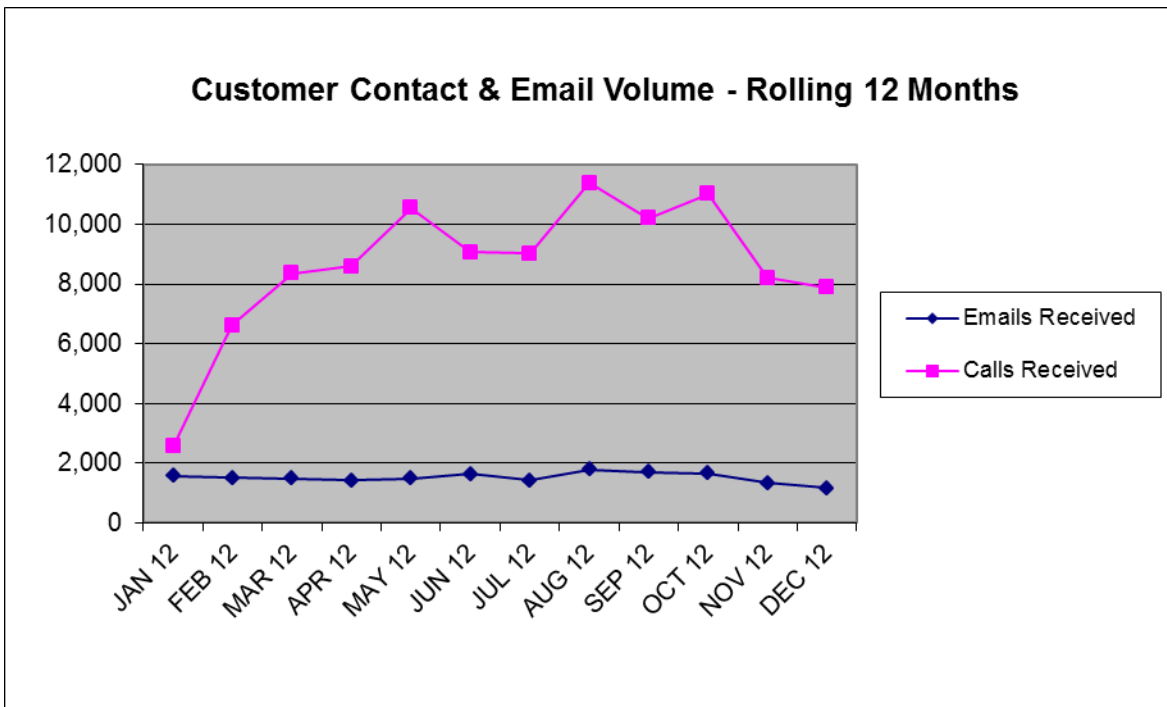
³ **Visits** – Number of visits made by all visitors.

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.

- The period January 2012 represents calls received by CT, KT and PT.
- Starting February 2012, CT, KT, PT and transfers to KCM and WSF are included in total emails and calls received.



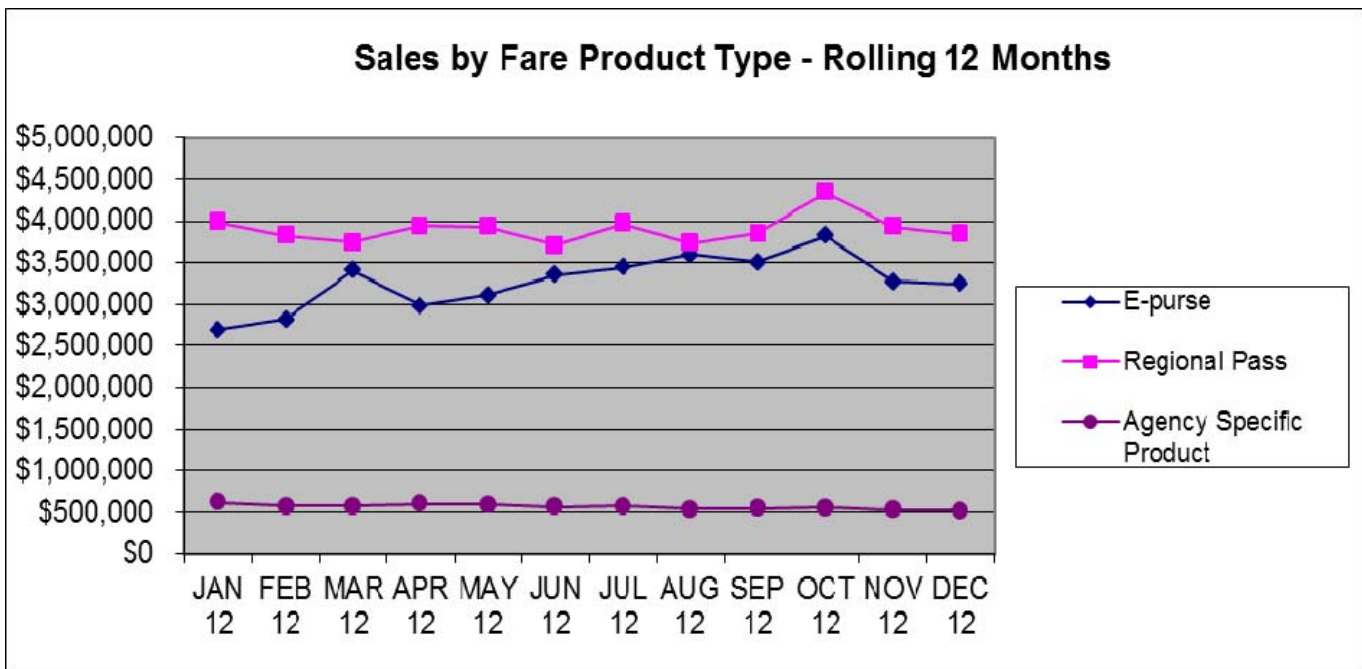
System Operations Performance Data

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

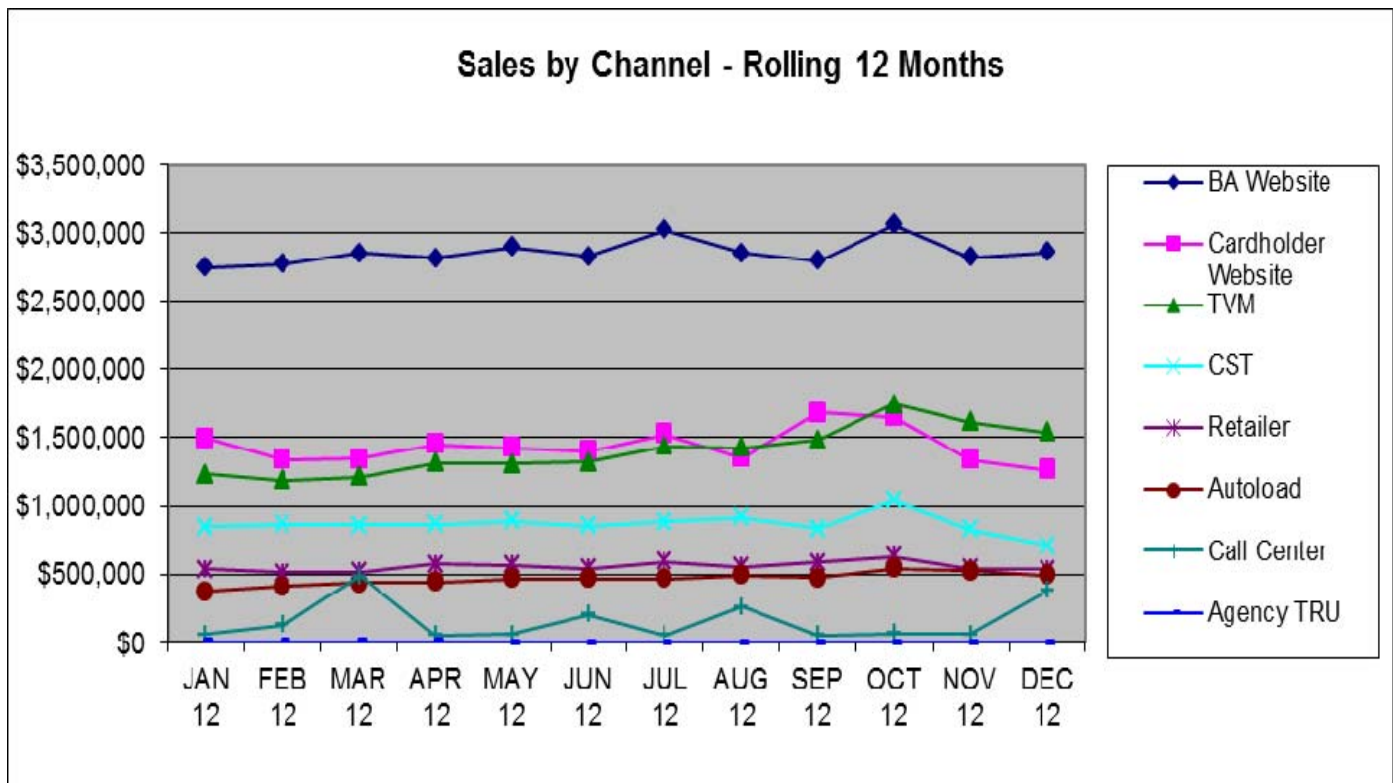
Sales ¹	October	November	December	Total
E-purse	\$3,829,027	\$3,276,522	\$3,427,963	\$10,533,512
Regional Pass	\$4,350,673	\$3,933,756	\$3,844,314	\$12,128,743
Agency Product	\$560,376	\$531,326	\$518,910	\$1,610,612
Total	\$8,740,076	\$7,741,604	\$7,791,187	\$24,272,867



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

ii) Sales by Channel

Sales Channel	October	November	December	Total	% of Total Sales
BA Website ¹	\$3,061,698	\$2,823,926	\$2,864,289	\$8,749,913	36%
Cardholder Website	\$1,655,486	\$1,342,747	\$1,266,437	\$4,264,670	18%
TVM	\$1,745,240	\$1,613,907	\$1,538,592	\$4,897,739	20%
CST	\$1,038,364	\$830,016	\$709,563	\$2,577,943	11%
Retailer	\$628,365	\$544,201	\$535,261	\$1,707,827	7%
Autoload	\$541,616	\$525,405	\$494,673	\$1,561,694	5%
Call Center	\$67,865	\$59,716	\$381,303 ²	\$508,884	2%
Agency TRU	\$1,442	\$1,686	\$1,069	\$4,197	1%
Total	\$8,740,076	\$7,741,604	\$7,791,187	\$24,272,867	100%

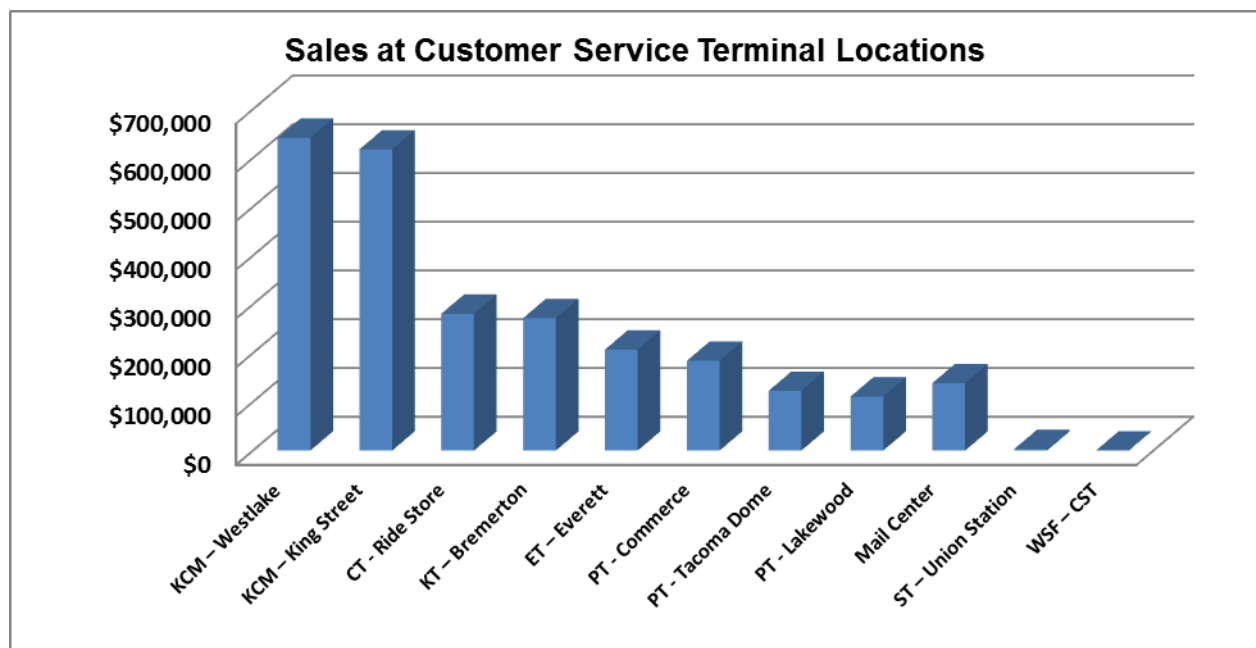


¹ Sales do not include Business Account Website Regional Passport products.

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

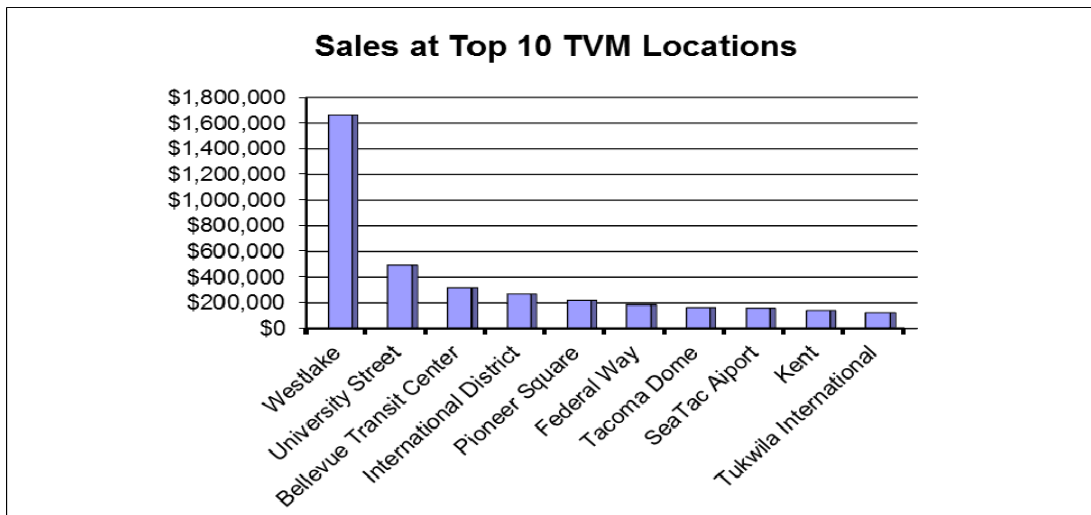
iii) Sales at Customer Service Terminal Locations

CST Location	October	November	December	Total	% of Total CST Sales	Compared to 3rd Qtr
KCM – Westlake	\$273,966	\$190,777	\$176,710	\$641,453	25%	↓
KCM – King Street	\$246,009	\$222,537	\$149,093	\$617,639	24%	↑
CT – Ride Store	\$113,847	\$87,482	\$79,221	\$280,550	11%	↓
KT - Bremerton	\$104,223	\$87,628	\$79,859	\$271,710	10%	↑
ET - Everett	\$77,622	\$68,688	\$60,869	\$207,179	8%	↓
PT - Commerce	\$72,619	\$64,387	\$47,090	\$184,096	7%	↑
PT – Tacoma Dome	\$50,110	\$40,647	\$31,846	\$122,603	5%	↑
PT - Lakewood	\$43,812	\$34,210	\$32,865	\$110,887	3%	↑
ORCA – Mail Center	\$53,922	\$32,843	\$51,634	\$138,399	5%	↑
ST – Union Station	\$2,031	\$717	\$376	\$3,124	1%	↓
WSF - CST	\$203	\$100	\$0	\$303	1%	↑
Total	\$1,038,364	\$830,016	\$709,563	\$2,577,943	100%	↓



iv) Sales at Top 10 Ticket Vending Machine Sites

Rank	TVM Location ¹	October	November	December	Total	% of Total TVM Sales ²	Compared to 3 rd Qtr
1	Westlake Station	\$596,301	\$544,895	\$524,307	\$1,665,503	34%	↑
2	University Street Station	\$191,265	\$158,615	\$148,589	\$498,469	10%	↑
3	Bellevue Transit Center Station	\$119,172	\$110,609	\$91,562	\$321,343	7%	↑
4	International District Station	\$100,787	\$87,977	\$82,633	\$271,397	6%	↑
5	Pioneer Square Station	\$79,645	\$74,519	\$65,826	\$219,990	5%	↑
6	Federal Way Transit Center	\$66,671	\$61,847	\$58,134	\$186,652	4%	↑
7	Tacoma Dome Station	\$61,700	\$54,474	\$51,690	\$167,864	3%	↑
8	Sea-Tac Airport	\$53,936	\$52,884	\$56,383	\$163,203	3%	↑
9	Kent Station	\$56,770	\$46,902	\$41,947	\$145,619	3%	↑
10	Tukwila International Blvd	\$46,530	\$39,830	\$41,384	\$127,744	3%	↑
	Total	\$1,372,777	\$1,232,552	\$1,162,455	\$3,767,784	78%	↑

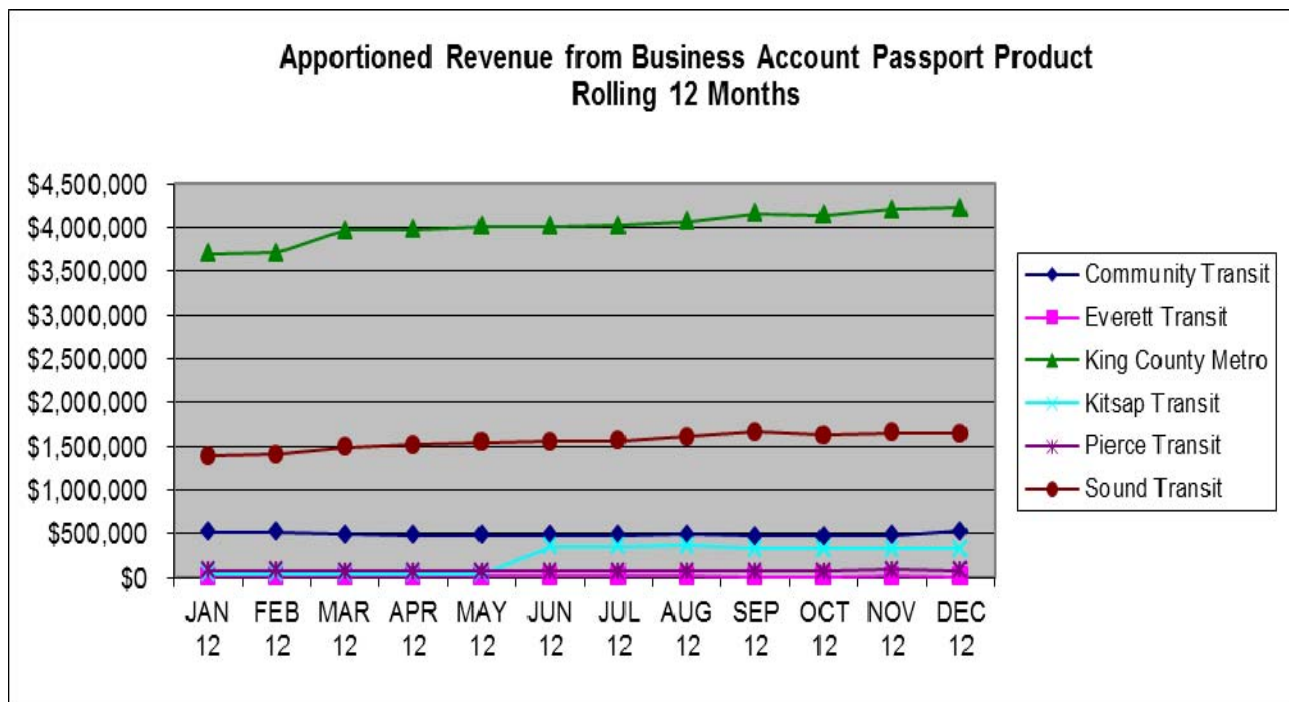


¹ Most sites have multiple TVM's.

² The percentage is calculated based on the total sales at 32 sites with TVM's.

v) Apportioned Revenue from Business Account Passport Product

Agency	October	November	December
Community Transit	\$475,463	\$484,625	\$528,244
Everett Transit	\$9,630	\$16,153	\$14,577
King County Metro	\$4,147,275	\$4,206,511	\$4,226,780
Kitsap Transit	\$327,098	\$332,542	\$327,559
Pierce Transit	\$72,890	\$90,003	\$82,293
Sound Transit	\$1,633,177	\$1,653,193	\$1,645,867
Total	\$6,665,533	\$6,783,027	\$6,825,320



vi) Sales by Pass Product

PASS	October	November	December
Everett Transit Monthly Reduced Fare Pass	\$0	\$0	\$234
Kitsap Transit Full Fare Pass	\$47,951	\$40,850	\$41,950
Kitsap Transit Reduced Fare Pass	\$48,225	\$43,625	\$36,200
Kitsap Transit Worker/Driver Full Fare Pass	\$5,250	\$3,975	\$4,500
Metro Monthly Access Pass	\$31,365	\$30,780	\$29,250
Metro Monthly Vanpool Pass 1 Zone	\$48,780	\$44,640	\$44,190
Metro Monthly Vanpool Pass 2 Zone	\$37,368	\$37,044	\$38,340
Pierce Transit Summer Youth Pass	\$0	\$0	\$0
PugetPass \$0.50	\$918	\$1,062	\$846
PugetPass \$0.75	\$324,297	\$316,737	\$284,229
PugetPass \$1.00	\$1,872	\$1,584	\$4,536
PugetPass \$1.25 ¹	\$108,810	\$85,950	\$69,165
PugetPass \$1.50	\$14,418	\$15,012	\$13,446
PugetPass \$1.75	\$70,812	\$62,055	\$59,661
PugetPass \$2.00	\$134,352	\$135,216	\$109,224
PugetPass \$2.25	\$285,849	\$257,013	\$248,508
PugetPass \$2.50	\$1,666,620	\$1,512,360	\$1,483,110
PugetPass \$2.75	\$147,906	\$135,234	\$131,769
PugetPass \$3.00	\$662,148	\$593,460	\$598,644
PugetPass \$3.25	\$22,581	\$22,581	\$22,113
PugetPass \$3.50	\$620,172	\$539,154	\$557,172
PugetPass \$3.75	\$78,570	\$70,875	\$68,850
PugetPass \$4.00	\$23,760	\$22,896	\$24,768
PugetPass \$4.25	\$99,909	\$86,139	\$87,669
PugetPass \$4.50	\$46,332	\$41,634	\$45,198
PugetPass \$4.75	\$35,910	\$28,386	\$29,754
PugetPass \$5.00	\$1,440	\$1,260	\$900
PugetPass \$5.25	\$3,402	\$4,158	\$4,158
PugetPass \$5.50	\$594	\$990	\$594
WSF Central Sound Monthly Pass	\$306,749	\$296,113	\$290,646
WSF Fauntleroy – Southworth Monthly Pass	\$11,242	\$11,550	\$10,241
WSF Mukilteo – Clinton Monthly Pass	\$13,338	\$14,001	\$13,639
WSF Port Townsend – Coupeville Monthly Pass	\$0	\$0	\$0
WSF Vashon Island Monthly Pass	\$10,109	\$8,748	\$9,720
Grand Total	\$4,911,049	\$4,465,082	\$4,363,224

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

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	Q3 2012	Q4 2012	Q4 2012 # of Locations
Bartell Drugs	\$339,566	\$317,079	1
QFC	\$490,926	\$487,143	43
Roger's Market	\$17,330	\$15,887	1
Saar's MarketPlace	\$178,258	\$176,644	6
Safeway	\$662,288	\$679,781	74
Thriftway	\$36,244	\$37,968	2
Total	\$1,724,612	\$1,714,502	127

ii) Top 10 Individual Retail Locations by Sales Volume

Current Rank	Retailer/Location	Q4 Store Sales	% of Total Retailer Sales ¹
1	Bartell Drugs, Seattle - Downtown	\$317,079	18%
2	Saar's MarketPlace, Lakewood	\$78,552	4%
3	QFC, Seattle - Broadway Market	\$50,191	3%
4	QFC, Seattle - Harvard Market	\$43,501	3%
5	Safeway, Bainbridge Island	\$38,654	2%
6	Safeway, Burien	\$32,557	2%
7	Safeway, Lynnwood Hwy 99	\$32,287	2%
8	Saar's MarketPlace, Seattle - Rainier	\$30,529	2%
9	QFC, Northgate	\$29,684	2%
10	Safeway, Seattle - Greenwood	\$29,642	2%
	Total	\$682,676	40%

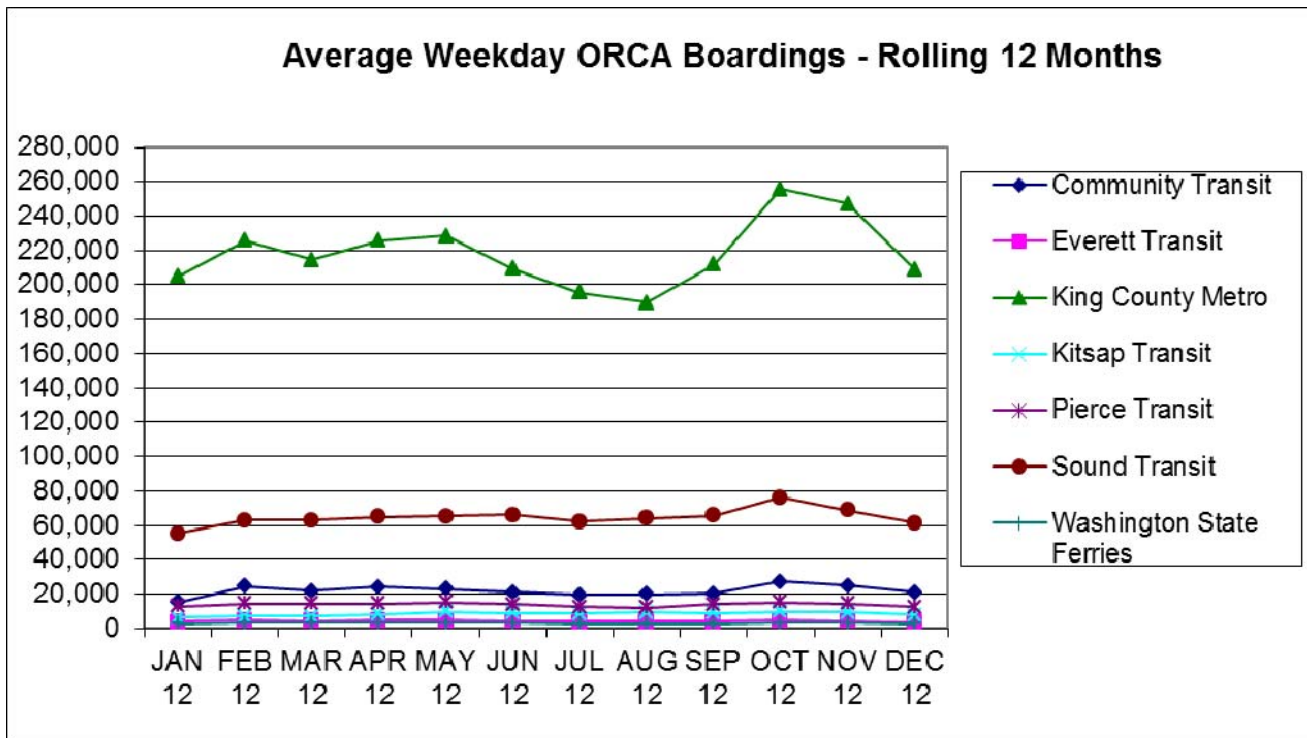
¹ The percentage is calculated based on the total sales at 127 Retailer locations.

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	October	November	December
Community Transit	27,238	25,109	21,209
Everett Transit	4,759	4,378	3,820
King County Metro	255,613	247,312	208,950
Kitsap Transit	9,699	9,435	7,761
Pierce Transit	15,461	14,616	12,559
Sound Transit	76,137	68,779	61,570
Washington State Ferries	3,262	3,117	2,826
Total	392,169	372,746	318,695



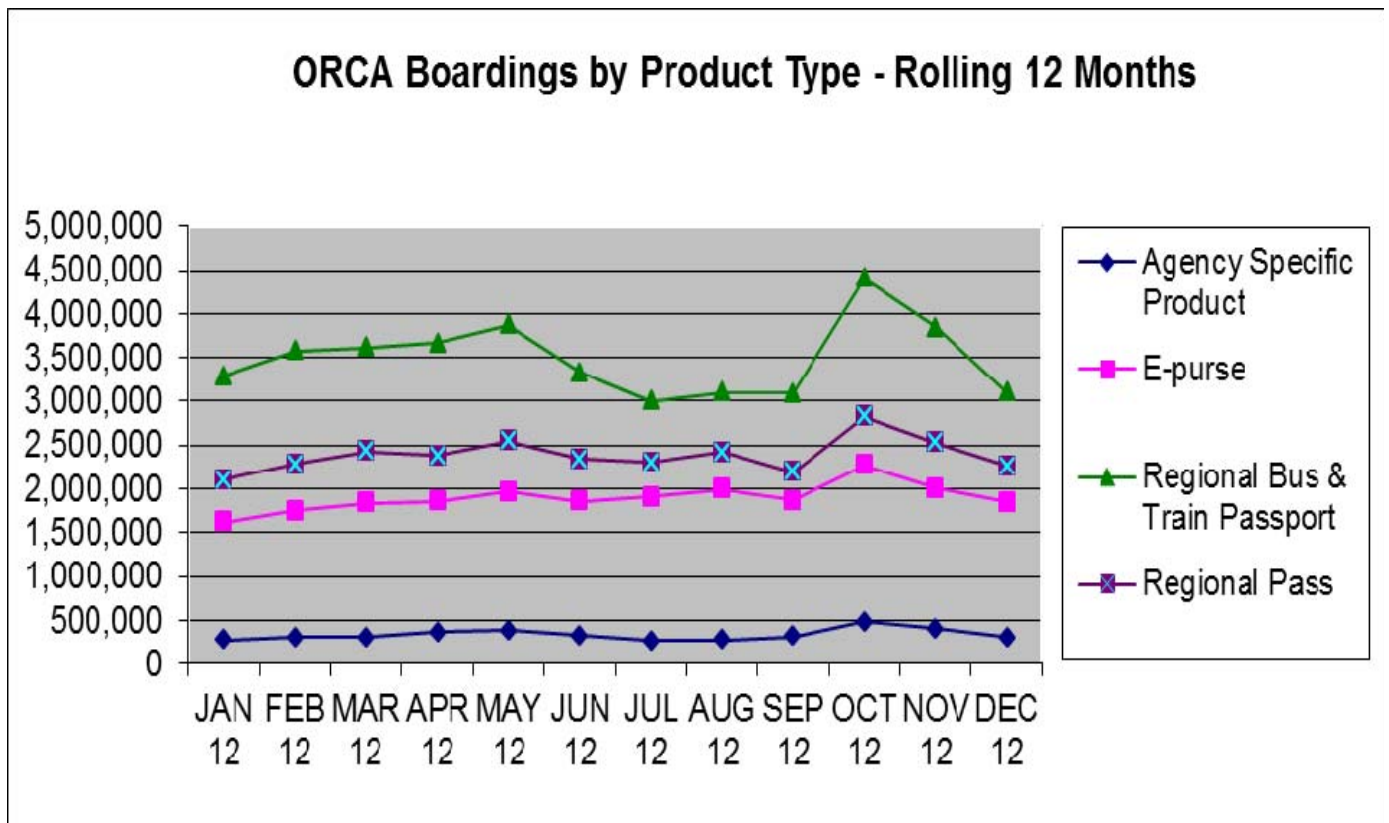
ii) ORCA Average Weekday Boardings as a Percentage of Average Weekday Total Boardings

Agency	Average Weekday ORCA Boarding December	Average Weekday Total Boardings (ORCA & Non-ORCA) December	ORCA as a % of Total Weekday Boardings December
Community Transit	21,209	26,438	80%
Everett Transit	3,820	6,386	60%
King County Metro	208,950	336,045	62%
Kitsap Transit	7,761	10,703	73%
Pierce Transit	12,559	30,726	41%
Sound Transit Bus	37,937	50,375	75%
Sound Transit Sounder	8,747	9,552	92%
Sound Transit Link	14,886	28,180	53%
Washington State Ferries	2,826	8,473	33%
Total	318,695	506,878	63%



iii) ORCA Boardings by Product Type

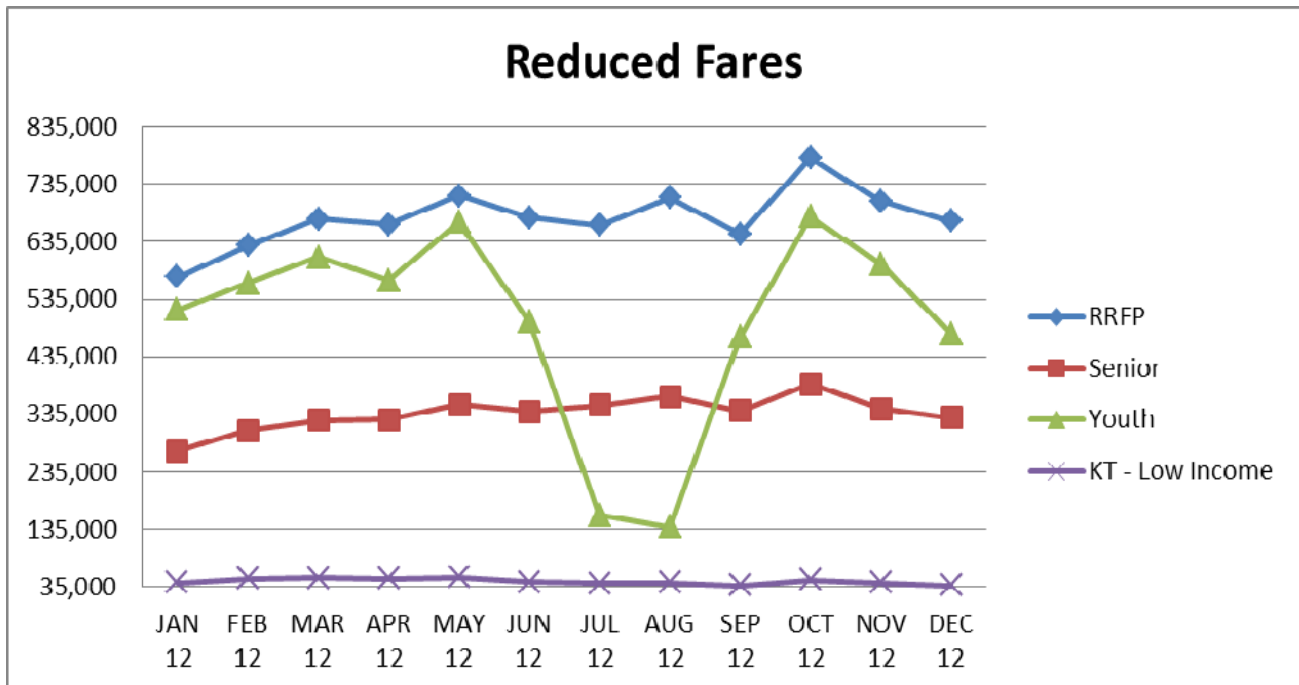
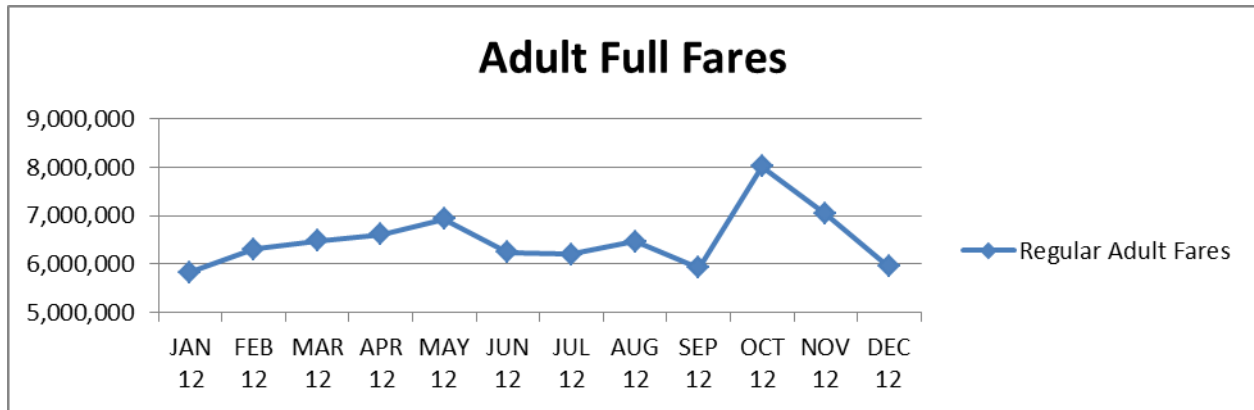
Boardings	October	November	December	Total	% of Total Boardings
Regional Bus & Train Passport	4,411,241	3,840,251	3,104,945	11,356,437	43%
Regional Pass	2,827,131	2,526,955	2,259,733	7,613,819	29%
E-purse	2,271,203	2,010,852	1,852,149	6,134,204	23%
Agency Specific Product	479,066	404,690	302,179	1,185,935	5%
Total¹	9,988,641	8,782,748	7,519,006	26,290,395	100%



¹ A single boarding may include multiple product types.

iii) ORCA Boardings by Passenger Type

Passenger Type	October	November	December	Total	% of Total
Adult	8,021,083	7,031,081	5,952,735	21,004,899	80%
RRFP	780,500	704,984	670,706	2,156,190	8%
Senior	387,445	344,841	328,494	1,060,780	4%
Youth	678,145	595,745	474,846	1,748,736	7%
KT – Low Income	46,753	41,638	36,797	125,188	1%
Total	9,913,926	8,718,289	7,463,578	26,095,793	100%

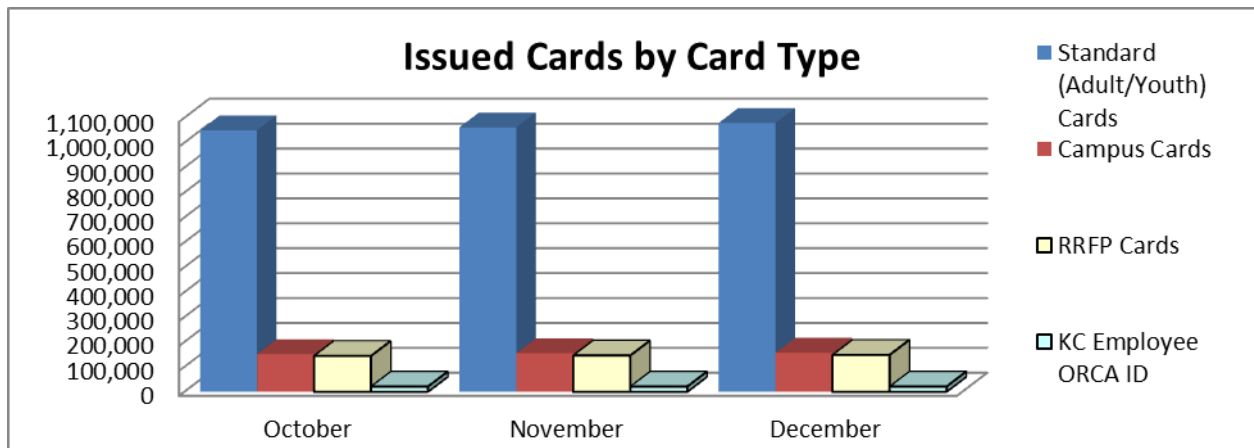


d) System Operations – ORCA Cards in Circulation and in Use by Type

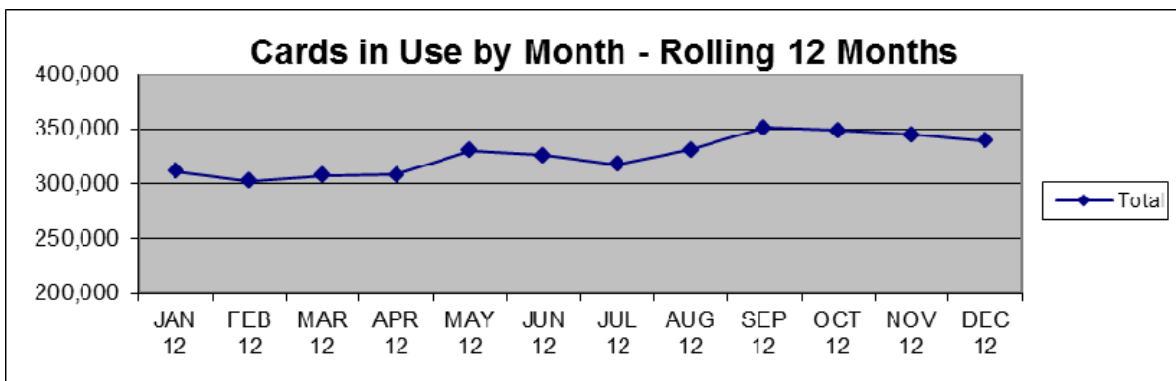
This section provides information on issued ORCA cards in circulation and the actual usage of ORCA cards on Agency services. This information helps Agencies track ORCA card use and assist in their evaluation of their card distribution/outreach strategies. Cards “in circulation” are cards that have been 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	October	November	December
Standard (Adult/Youth) Cards	1,049,132	1,061,250	1,079,152
Campus Cards	150,915	154,435	156,359
KC Employee ORCA ID	20,785	20,785	20,785
RRFP Cards	143,714	145,572	147,625
Total	1,364,546	1,382,042	1,403,921



Cards in Use	October	November	December
Total	348,632	344,595	339,270



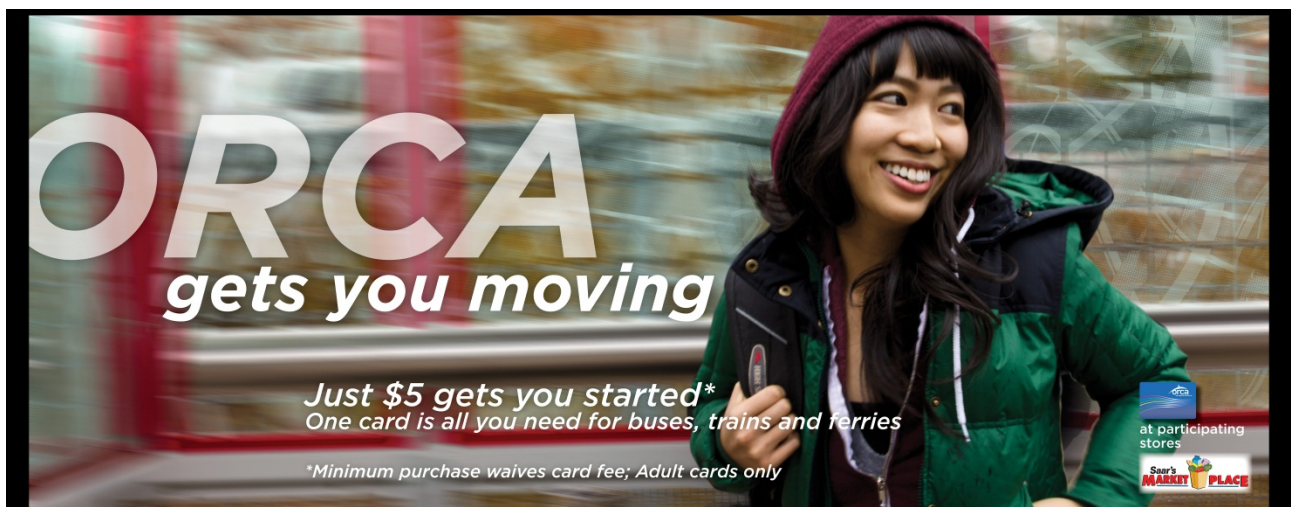
Customer Education Activities

Recap of ORCA system-wide activities in 2012


1. Launched “ORCA gets you moving” brand position including photo style, messaging/themes and graphic standards
 - Photo shoot to establish photo library for both business and public promotional needs
 - Created “toolkit” on Dropbox (file sharing tool) for partner agencies to use to create custom ORCA promotions – includes logos, photos, ad layouts, etc.



2. Saar's ad campaign in Pierce and south King counties




3. Redesigned/rewrote ORCA Tips brochure



The benefits of registering

- Replace value if your card is lost, stolen or damaged
- Set up Autoload
- View transaction history online

Get My ORCA account today
orcacard.com




Tap & go

Place your card flat against the ORCA logo on the card reader. You know you're OK to board when you hear **one beep** and see a **green light**.

Where and when to tap:

- On the **bus**, tap when you board.
- For the **train**, tap at the reader on the station platform prior to boarding. Tap off when you exit so the correct fare is calculated.
- For the **ferry** tap at the turnstile. Or, staff can tap your card on their card reader.



Autoload means always having a pass

Autoload is available if your ORCA card is registered. Sign up through your My ORCA account using a credit card. Autoload options:

- Your **monthly pass** will be added to your ORCA card the first time you use your card in the new month (except Access).
- The amount you selected will be added to your **E-purse** when the balance isn't enough to pay the fare for your trip.

Transferring with ORCA

Cards carry the fare paid on the first leg of a trip and apply that value when you transfer to a bus or train **within two hours**. The card reader will display any additional fare required if you transfer to a service with a higher fare.

Paper transfers are not accepted between transit agencies. Transfers are not valid on Washington State Ferries.

Agency passes, such as Kitsap Transit Low Income and King County Metro Access or Vanpool, can be used for fare payment and transfers only on that agency's services.

Add products for flexibility

E-purse holds a pre-paid value on your ORCA card. The fare due for your trip is deducted from your E-purse. Add a minimum of \$5 and a maximum of \$300 value.

Regional passes are good for unlimited rides during one calendar month. Buy for an amount that represents the trip you take most often. When you take a trip with a higher fare, pay the difference from your E-purse or with cash. The regional pass is valid on Community Transit, Everett Transit, King County Metro, Kitsap Transit, Pierce Transit and Sound Transit.

Agency passes cover unlimited rides during one calendar month on a specific agency's transit services.

Adding value is easy

You can add a monthly pass, an E-purse or both:

Online, by mail or by phone – It takes 24 to 48 hours for the ORCA system to recognize the added value. After that, when you tap at a card reader, the pass or E-purse value will be added to your card and ready to use.

In person – To add a pass or E-purse right away, visit an ORCA customer service office, a retail location or ticket vending machine. The value you add will be ready for immediate use. If you add value online, by mail or by phone, remember to tap at a ORCA card reader within 60 days to activate the pass or E-purse.

Missing card?


Report your registered card as lost or stolen and request a replacement card by:

- Logging on to your MY ORCA account and selecting your card serial number. Then select Report Lost or Stolen from left navigation and follow the prompts.
- Calling the ORCA customer service office.

Your old card will be blocked and can't be used for fare payment. Any valid products will be transferred immediately once you've ordered a replacement. E-purse takes 8-10 days to transfer. A \$5 fee will be charged to replace an adult or youth card. It's \$3 to replace a RRF or human services card.

Multi-zone travel

If you ride a Metro or ST Express bus with multiple zones and do not travel the full length of the route let the driver know before you tap your ORCA card. The driver will change the fare so you pay for the correct number of zones.



Decoding the card reader

What do the lights and beeps mean?

Your fare has been paid	(1 beep, green light)
A warning	(2 beeps, green and yellow light)
You haven't tapped correctly	(3 beeps, red light)
Your fare has not been paid	(5 beeps, red light)

Your fare has been paid but, your E-purse is low, the pass is about to expire, or value is being added from an add-value transaction. See the card reader screen for details.

Lay your card on the ORCA logo on the card reader.

Your card has insufficient funds or an expired pass. An alternate fare payment is required.

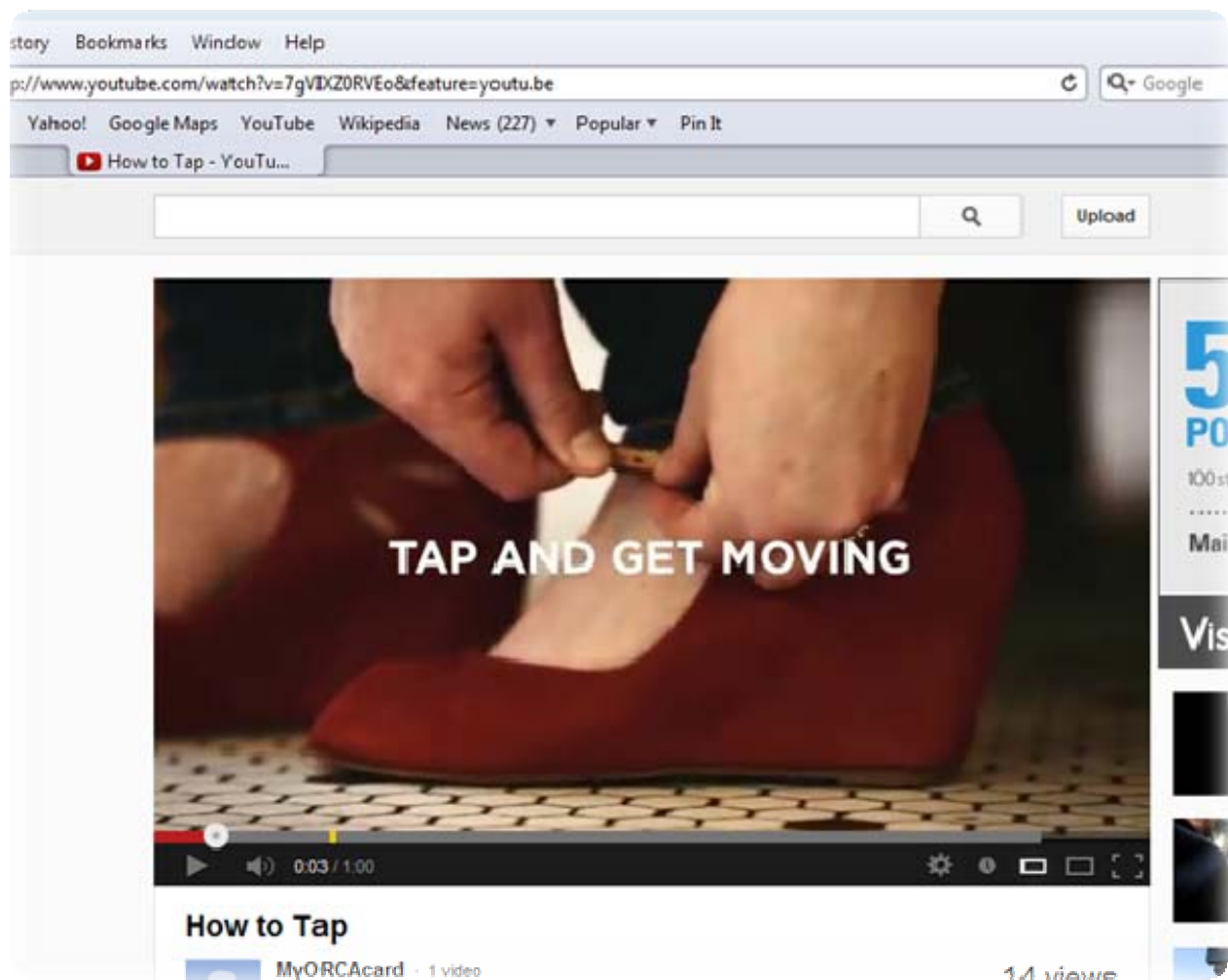
4. Redesigned/rewrote ORCA Guide to Getting Started

5. Produced handout to help with My ORCA accounts

6. Monthly web updates, including:

- Design for home page of orcacard.biz – including moving login to top of all public pages
- Ongoing edits and redesign for orcacard.com including site architecture and usability

7. Video – Retailer TRU training video
8. Video – public videos to be available via YouTube and shared with agencies for customer outreach efforts
 - Branded ST ticket vending machine video for ORCA
 - Produced “how to tap” video based on ORCA gets you moving brand



Data Sources:

- ORCA Boardings by Product Type
- ORCA Boardings by Fare/Passenger 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