

January – March 2013

Joint Board Program Management Report

1st Quarter - 2013



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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

January

- Everett Transit Fare Change

February

- Community Transit Fare Change

March

- First Wireless Portable Customer Services Terminal put into service for King County Metro use offsite at locations such as community centers, transportation fairs and related ORCA outreach events.
 - Retail Card Sales began at Saar's MarketPlace, Vashon Thriftway and Kingston IGA.
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Customer Service Equipment & Facilities

This table shows equipment quantities and customer facilities supporting the ORCA Regional Program. Figures below are current as of March 31, 2013.

ORCA Resource	In Service	
Active Buses with On Board Equipment		
o CT		224
o ET		49
o KCM		1,347
o KT		116
o PT		168
o ST		243
Total		2,196
Portable Fare Transaction Processor		
o CT		6
o KCM		109
o KT Ferry		11
o Link		86
o PT (not in service)		38
o Sounder		8
o WSF		40
Total		298
Stand Alone FTP		
o Sounder (ST)		75
o Link (ST)		86
o Swift (CT)		64
o Rapid Ride (KCM)		86
Total		311
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
Wireless Portable CST		1
WSF Turnstiles/Tollbooths		113

Overview of Customer Activity & Contacts

Measure	January	February	March
Transaction Volume:			
Total Number of Fare Transactions/Boardings on All Services	9,090,267	8,492,461	9,022,382
Number of Cards in Use	331,061	333,802	343,540
Autoload Activity:			
Number of Autoload Transactions	13,604	13,094	14,725
Amount of Autoload Transactions	\$548,017	\$513,168	\$558,534
Cardholder Website Traffic:			
Unique Visitors ¹	64,701	56,250	59,648
Visits ²	138,465	118,084	128,874
Number of "My ORCA" Accounts Established ³	462,916	468,557	475,199
Number of Cardholder Transactions Per Month	32,322	28,105	30,019
Customer Contact:			
ORCA Regional Call Center Calls Received	9,905	8,372	8,319
Email Volume:			
ORCA Regional Emails Received	1,524	1,242	1,351

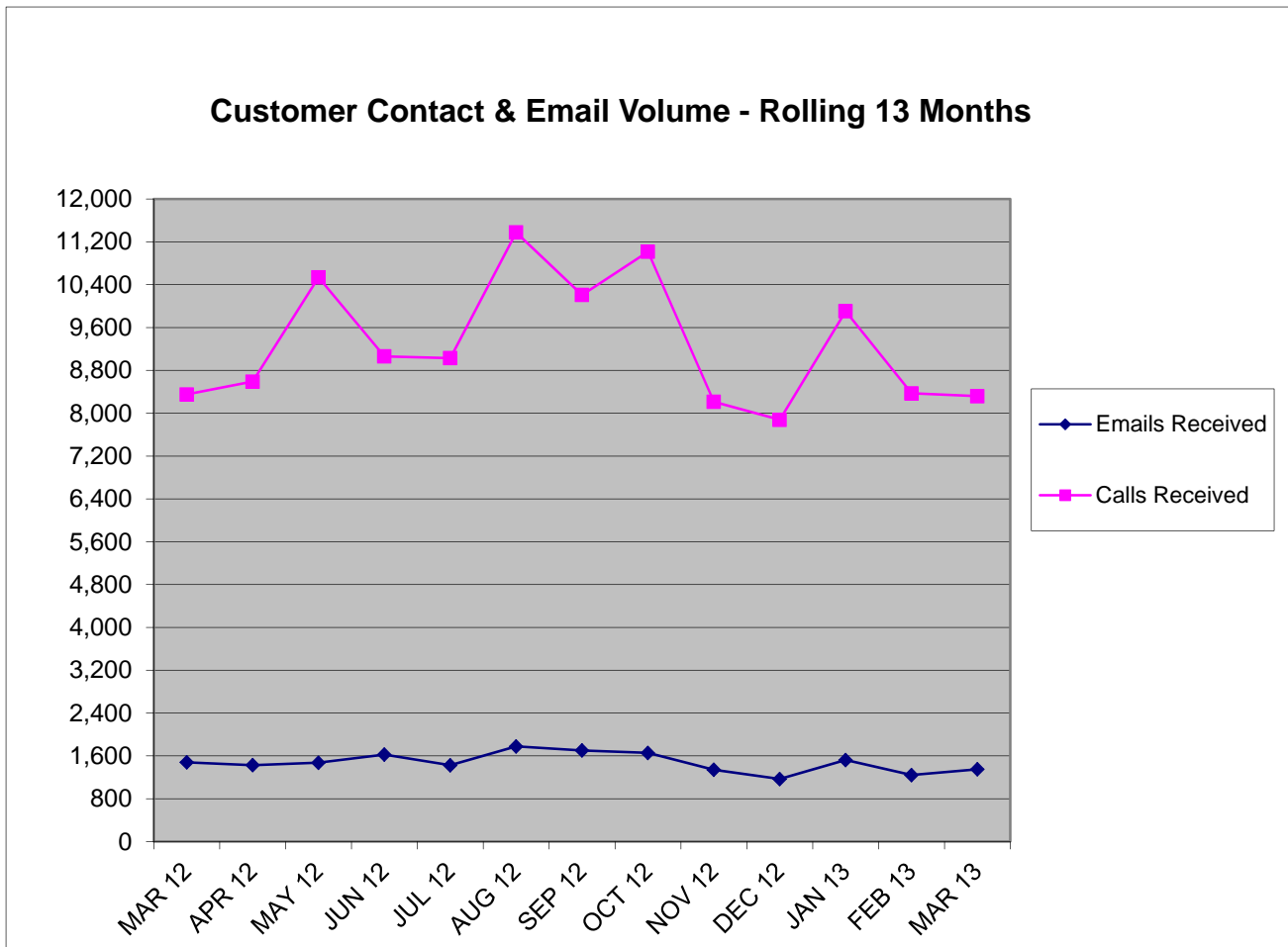
¹ **Unique Visitors** – A unique visitor is defined as an individual who has made at least one hit on one page of the web site during the current reporting period.

² **Visits** – Number of visits made by all visitors.

³ **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.



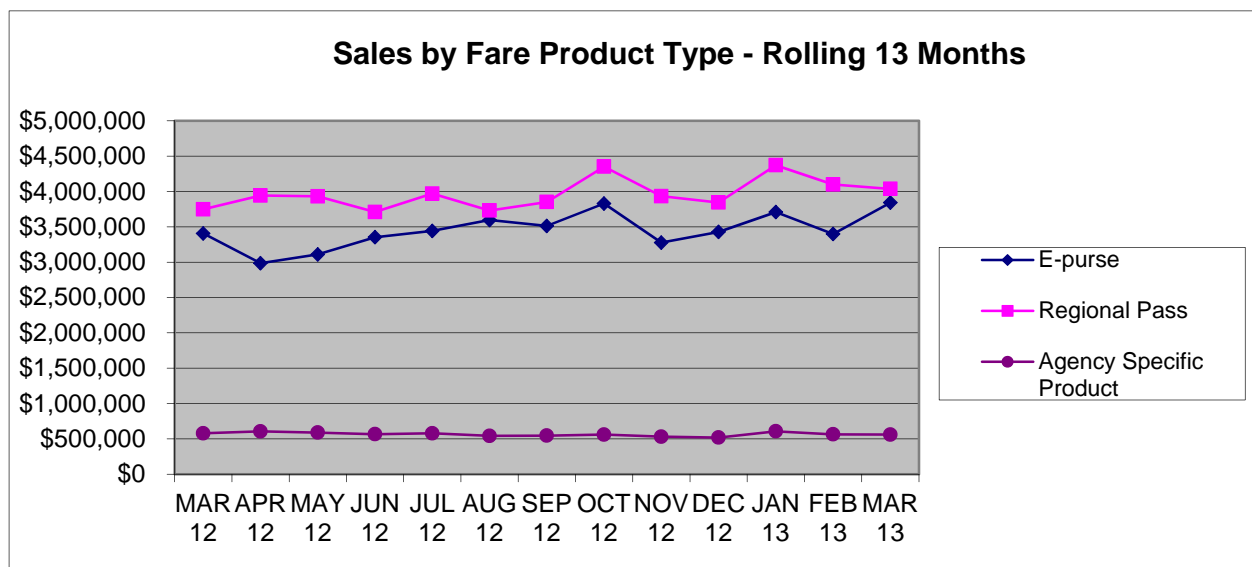
System Operations Performance Data

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

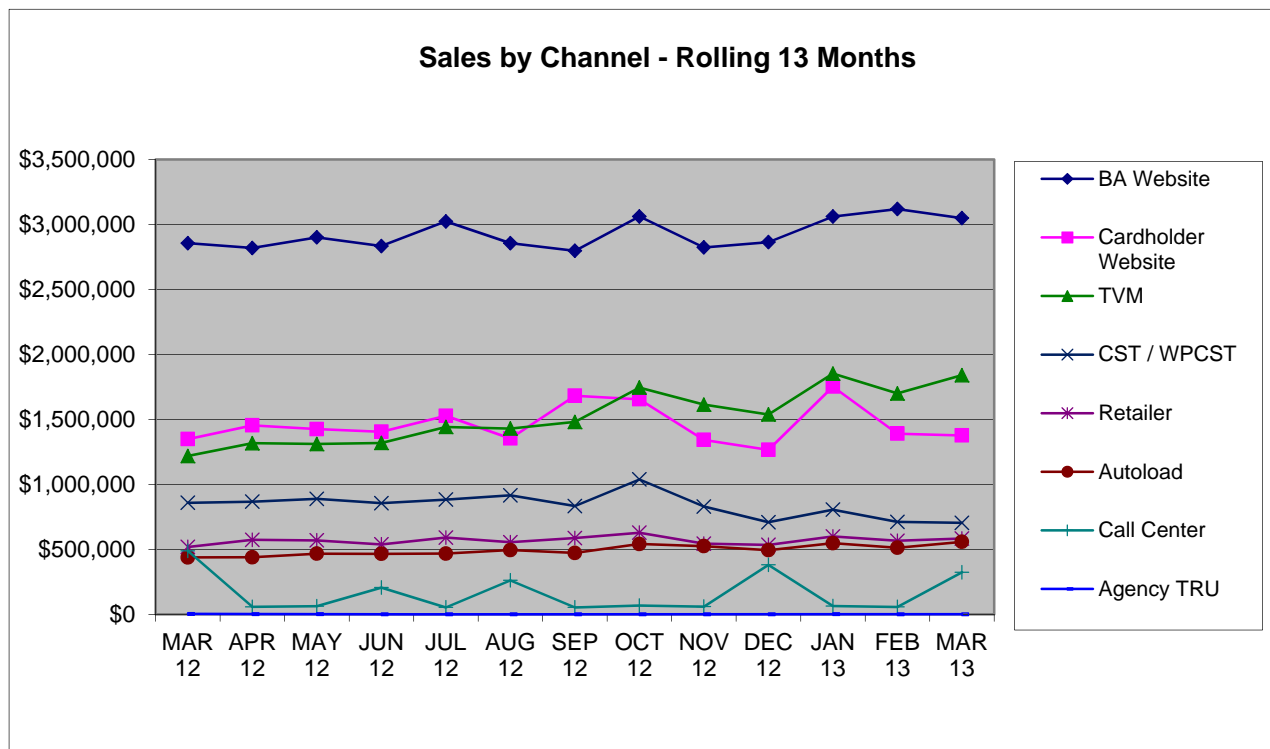
Sales ¹	January	February	March	Total
E-purse	\$3,707,673	\$3,397,571	\$3,841,317	\$10,946,561
Regional Pass	\$4,371,516	\$4,099,185	\$4,036,635	\$12,507,336
Agency Product	\$607,500	\$563,613	\$560,216	\$1,731,329
Total	\$8,686,689	\$8,060,369	\$8,438,168	\$25,185,226



¹ Business Account Regional Passport sales are not included. Passport revenue is shown on page 9.

ii) Sales by Channel

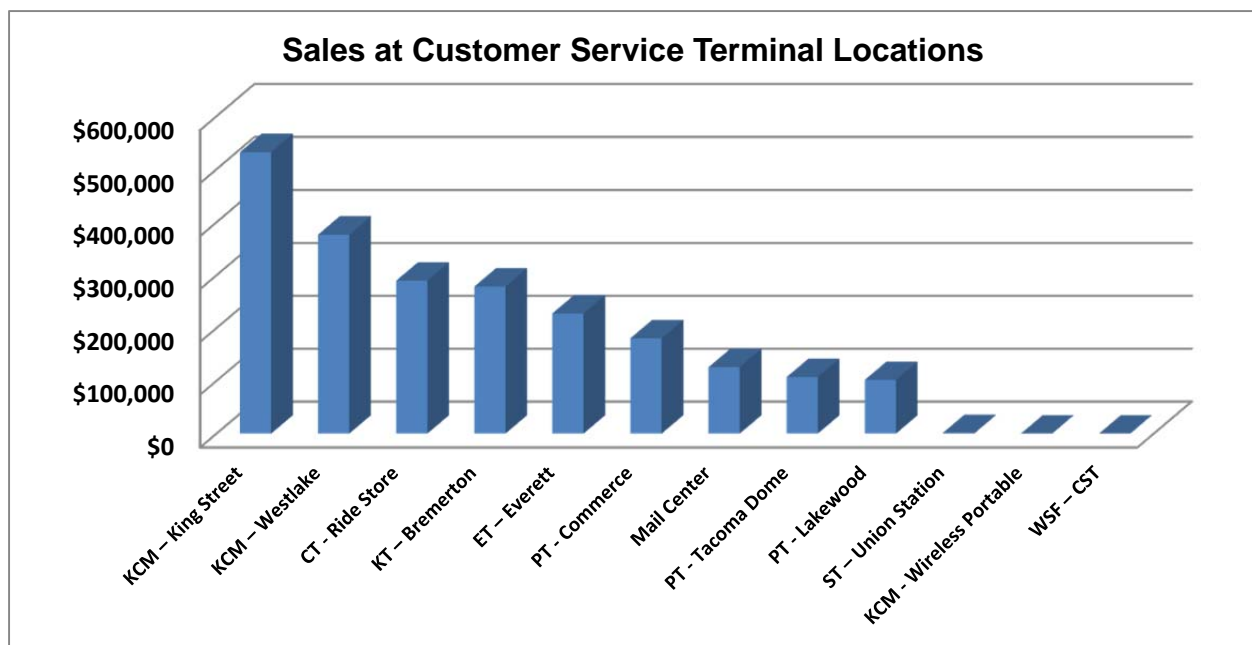
Sales Channel	January	February	March	Total	% of Total Sales
BA Website ¹	\$3,061,514	\$3,119,453	\$3,049,018	\$9,229,985	36%
TVM	\$1,852,711	\$1,700,115	\$1,840,745	\$5,393,571	21%
Cardholder Website	\$1,752,377	\$1,390,715	\$1,377,152	\$4,520,244	18%
CST / WPCST	\$805,949	\$711,872	\$704,106	\$2,221,927	9%
Retailer	\$599,654	\$566,406	\$583,577	\$1,749,637	7%
Autoload	\$548,017	\$513,168	\$558,534	\$1,619,719	6%
Call Center	\$64,412	\$57,299	\$323,831	\$445,542	2%
Agency TRU	\$2,055	\$1,341	\$1,205	\$4,601	1%
Total	\$8,686,689	\$8,060,369	\$8,438,168	\$25,185,226	100%



¹ Business Account Regional Passport sales are not included. Passport revenue is shown on page 9.

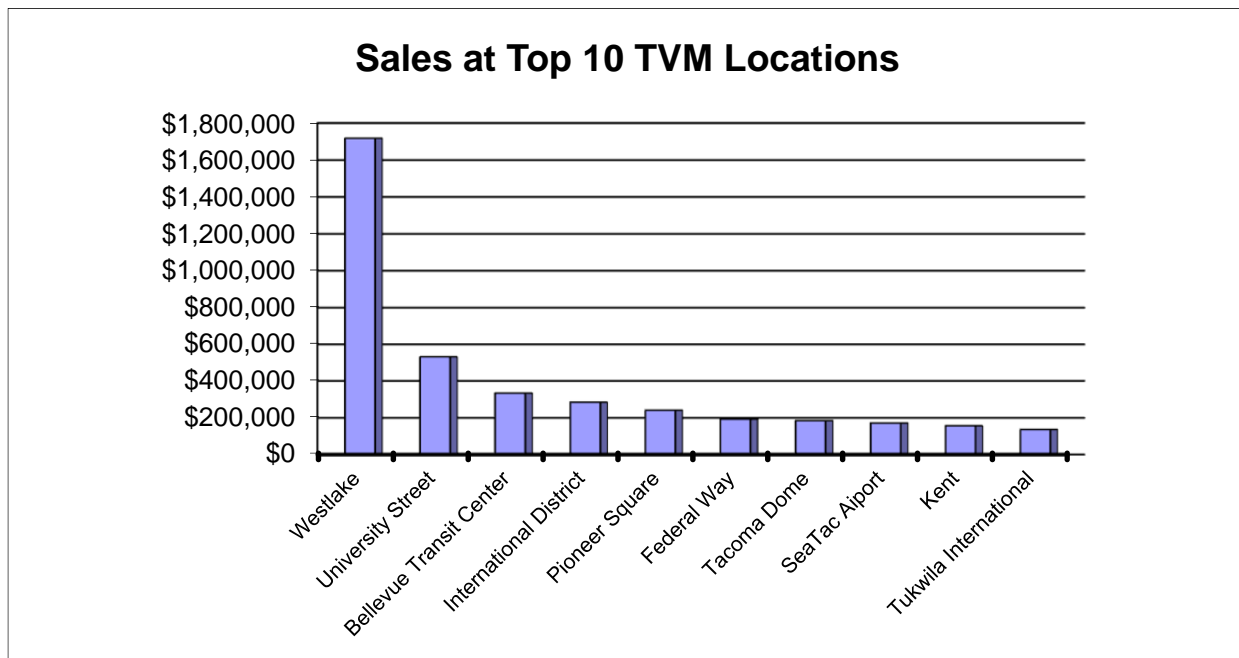
iii) Sales at Customer Service Terminal Locations

CST Location	January	February	March	Total	% of Total CST Sales	Compared to 4 th Qtr.
KCM – King Street	\$194,065	\$169,495	\$168,700	\$532,260	23%	↓
KCM – Westlake	\$138,595	\$128,879	\$109,236	\$376,710	16%	↓
CT – Ride Store	\$101,129	\$95,893	\$92,628	\$289,650	12%	↑
KT - Bremerton	\$110,249	\$86,221	\$82,127	\$278,597	12%	↑
ET - Everett	\$77,843	\$75,089	\$74,859	\$227,791	10%	↑
PT - Commerce	\$60,209	\$58,190	\$62,376	\$180,775	8%	↓
Mail Center	\$47,660	\$31,292	\$46,862	\$125,814	6%	↓
PT – Tacoma Dome	\$41,265	\$36,054	\$29,793	\$107,112	5%	↓
PT - Lakewood	\$34,618	\$30,106	\$37,014	\$101,738	5%	↓
ST – Union Station	\$316	\$653	\$370	\$1,339	1%	↓
KCM – Wireless Portable	\$0	\$0	\$111	\$111	1%	N/A
WSF - CST	\$0	\$0	\$30	\$30	1%	↓
Total	\$805,949	\$711,872	\$704,106	\$2,221,927	100%	↓



iv) Sales at Top 10 Ticket Vending Machine Sites

Rank	TVM Location ¹	January	February	March	Total	% of Total TVM Sales ²	Compared to 4 th Qtr
1	Westlake Station	\$614,101	\$533,729	\$569,564	\$1,717,394	32%	↑
2	University Street Station	\$181,777	\$174,526	\$176,256	\$532,559	10%	↑
3	Bellevue Transit Center	\$110,949	\$109,471	\$113,794	\$334,214	6%	↑
4	International District	\$96,203	\$89,835	\$99,257	\$285,295	5%	↑
5	Pioneer Square Station	\$82,764	\$77,170	\$81,009	\$240,943	4%	↑
6	Federal Way Transit	\$65,226	\$59,924	\$68,261	\$193,411	4%	↑
7	Tacoma Dome Station	\$64,849	\$56,546	\$63,144	\$184,539	3%	↑
8	Sea-Tac Airport	\$59,172	\$50,697	\$61,744	\$171,613	3%	↑
9	Kent Station	\$52,791	\$52,339	\$51,363	\$156,493	3%	↑
10	Tukwila International Blvd	\$45,551	\$42,160	\$47,904	\$135,615	3%	↑
	Total	\$1,373,383	\$1,246,397	\$1,332,296	\$3,952,076	73%	↑

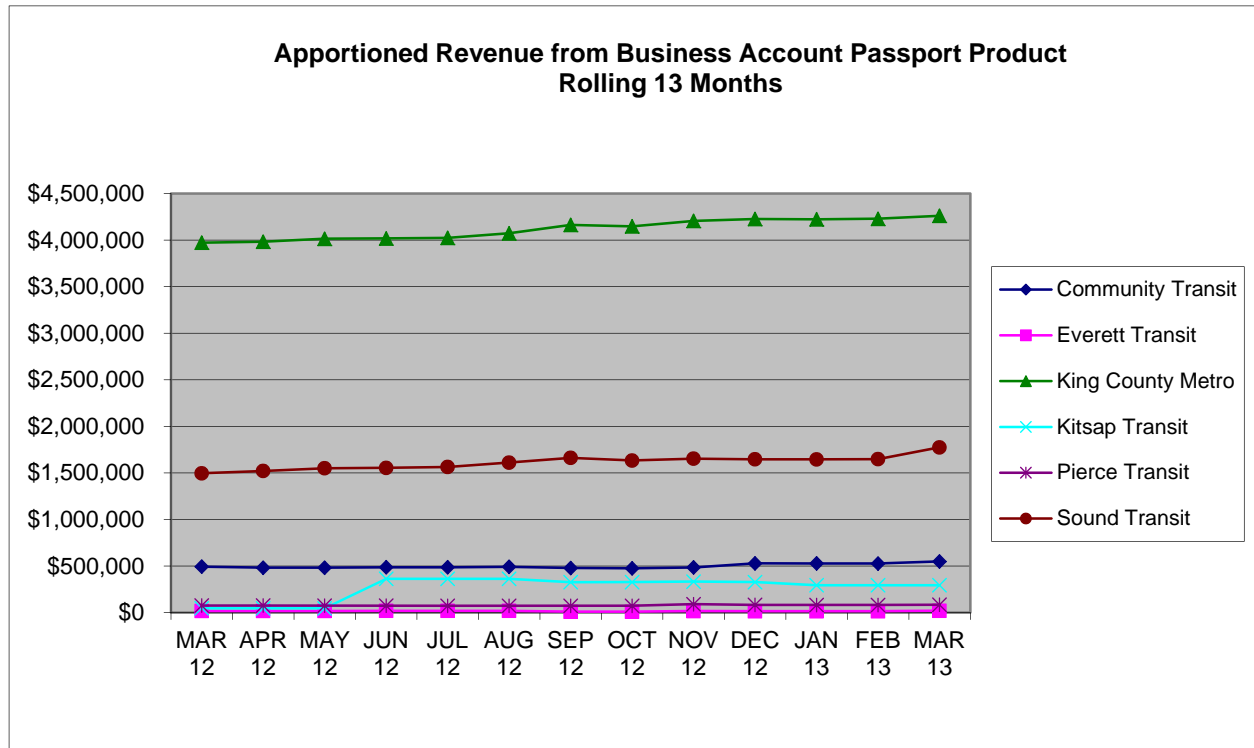


¹ Most sites have multiple TVM's.

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	January	February	March
Community Transit	\$527,426	\$526,363	\$548,966
Everett Transit	\$14,531	\$14,531	\$19,488
King County Metro	\$4,222,951	\$4,229,055	\$4,261,229
Kitsap Transit	\$293,846	\$293,961	\$294,316
Pierce Transit	\$81,618	\$81,766	\$84,557
Sound Transit	\$1,644,859	\$1,647,414	\$1,773,936
Total	\$6,785,231	\$6,793,090	\$6,982,492



vi) Sales by Pass Product

PASS	January	February	March
Everett Transit Monthly Reduced Fare Pass	\$828	\$891	\$936
Kitsap Transit Full Fare Pass	\$49,050	\$43,700	\$43,150
Kitsap Transit Reduced Fare Pass	\$48,350	\$44,375	\$35,725
Kitsap Transit Worker/Driver Full Fare Pass	\$5,025	\$4,275	\$4,275
Metro Monthly Access Pass	\$37,890	\$33,930	\$36,855
Metro Monthly Vanpool Pass 1 Zone	\$49,500	\$45,990	\$48,060
Metro Monthly Vanpool Pass 2 Zone	\$43,524	\$38,340	\$37,368
Pierce Transit Summer Youth Pass	\$0	\$0	\$0
PugetPass \$0.50	\$558	\$432	\$468
PugetPass \$0.75	\$277,992	\$284,337	\$277,992
PugetPass \$1.00	\$14,616	\$20,448	\$21,852
PugetPass \$1.25	\$108,180	\$78,750	\$73,665
PugetPass \$1.50	\$25,272	\$27,540	\$25,002
PugetPass \$1.75	\$34,713	\$14,427	\$9,324
PugetPass \$2.00	\$174,744	\$190,224	\$189,000
PugetPass \$2.25	\$277,992	\$263,169	\$259,929
PugetPass \$2.50	\$1,705,590	\$1,583,100	\$1,564,830
PugetPass \$2.75	\$141,075	\$135,630	\$129,393
PugetPass \$3.00	\$659,772	\$613,764	\$605,880
PugetPass \$3.25	\$24,921	\$22,230	\$22,815
PugetPass \$3.50	\$513,954	\$400,176	\$387,828
PugetPass \$3.75	\$76,410	\$71,820	\$62,640
PugetPass \$4.00	\$149,760	\$213,696	\$234,432
PugetPass \$4.25	\$96,237	\$94,860	\$89,505
PugetPass \$4.50	\$30,618	\$22,842	\$20,574
PugetPass \$4.75	\$30,267	\$27,531	\$25,821
PugetPass \$5.00	\$3,060	\$2,340	\$2,160
PugetPass \$5.25	\$24,003	\$29,295	\$31,941
PugetPass \$5.50	\$1,782	\$2,574	\$1,584
WSF Central Sound Monthly Pass	\$335,276	\$317,484	\$319,273
WSF Fauntleroy – Southworth Monthly Pass	\$13,167	\$11,396	\$10,857
WSF Mukilteo – Clinton Monthly Pass	\$14,846	\$13,820	\$14,062
WSF Port Townsend – Coupeville Monthly Pass	\$0	\$81	\$0
WSF Vashon Island Monthly Pass	\$10,044	\$9,331	\$9,655
Grand Total	\$4,979,016	\$4,662,798	\$4,596,851

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	Q4 2012	Q1 2013	Q1 2013 # of Locations
Bartell Drugs	\$339,566	\$310,178	1
QFC	\$490,926	\$506,512	43
Roger's Market Place	\$17,330	\$15,116	1
Saar's MarketPlace	\$178,258	\$173,829	7
Safeway	\$662,288	\$708,421	73
Thriftway	\$36,244	\$41,905	2
Total	\$1,724,612	\$1,755,961	127

ii) Top 10 Individual Retail Locations by Sales Volume

Current Rank	Retailer/Location	Q1 Store Sales	% of Total Retailer Sales ¹
1	Bartell Drugs, Seattle - Downtown	\$310,178	18%
2	Saar's Market Place, Lakewood	\$82,511	5%
3	QFC, Seattle - Broadway Market	\$51,625	3%
4	QFC, Seattle - Harvard Market	\$43,864	2%
5	Safeway, Bainbridge Island	\$40,826	2%
6	Safeway, Lynnwood HWY 99	\$34,568	2%
7	Safeway, Burien	\$30,509	2%
8	QFC, Northgate	\$28,992	2%
9	Saar's Market Place, Seattle - Rainier	\$28,199	2%
10	Safeway, Seattle - Greenwood	\$26,348	1%
	Total	\$677,620	39%

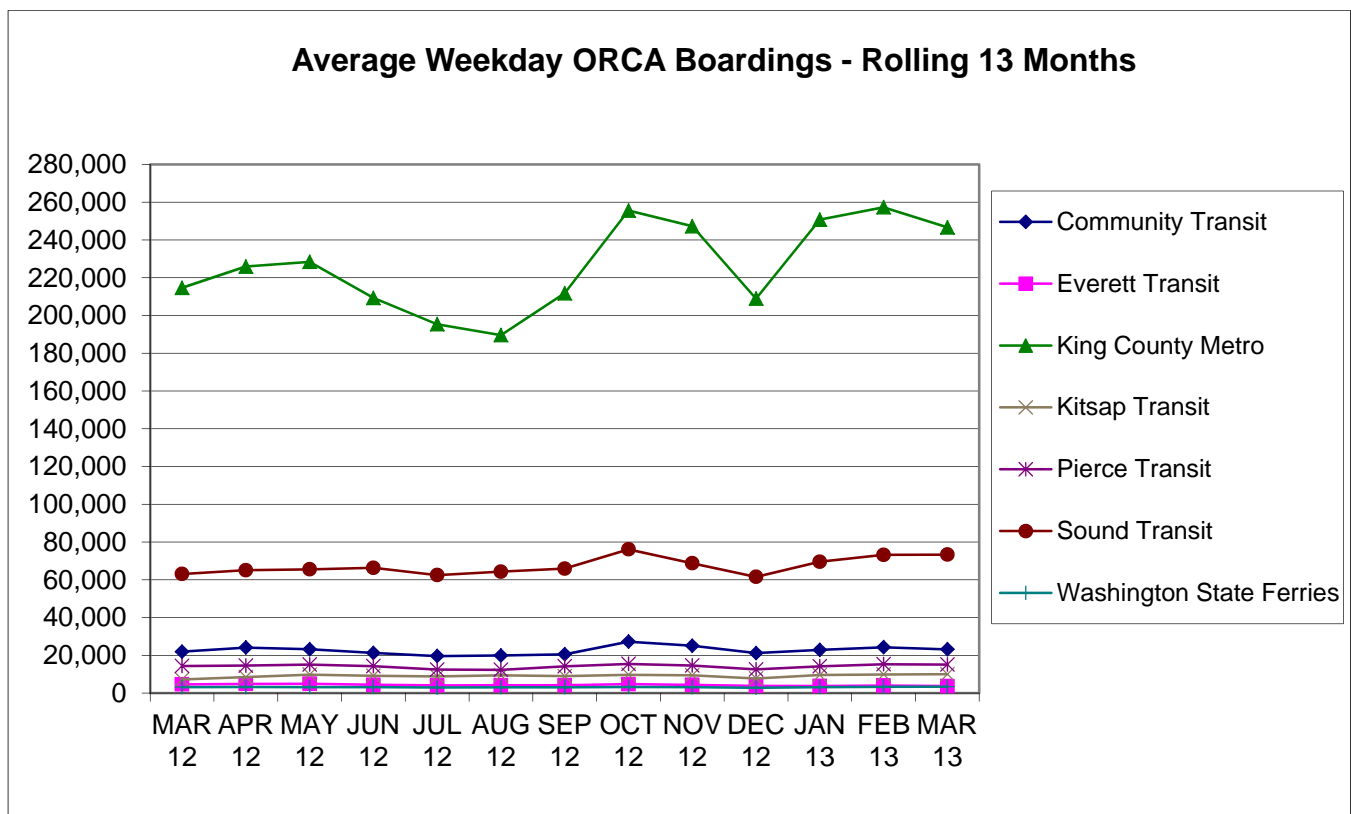
¹ The percentage is calculated based on the total sales at 127 Retailer locations.

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.

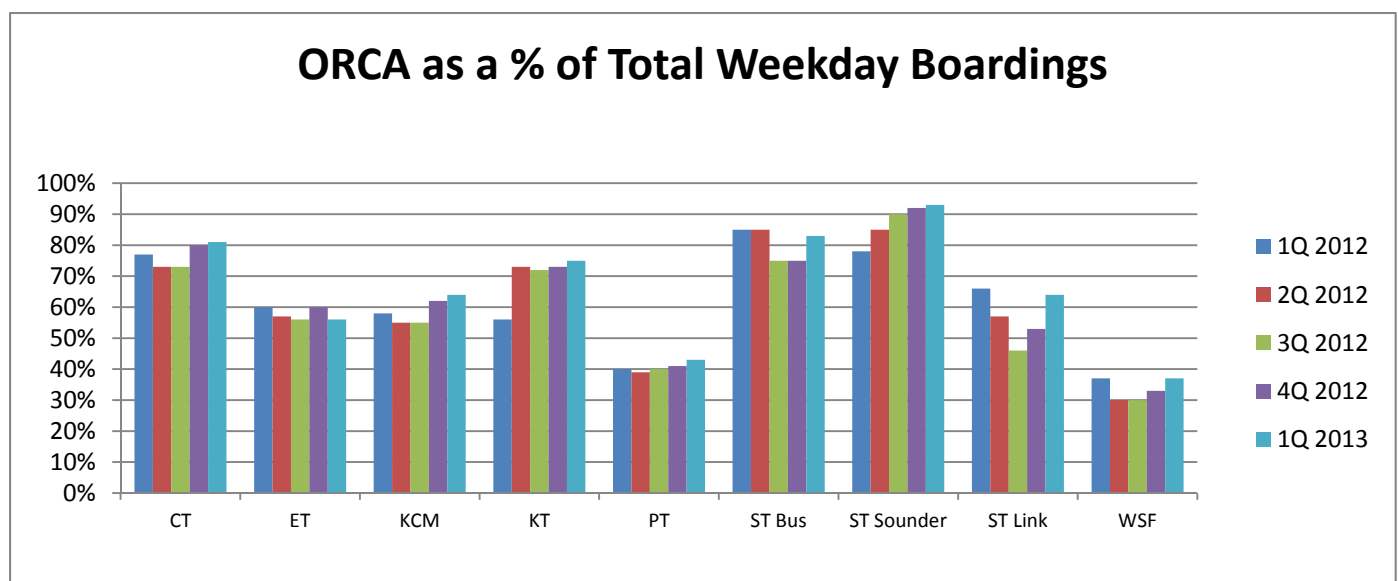
i) Average Weekday ORCA Boardings by Month

Agency	January	February	March
Community Transit	22,878	24,287	23,189
Everett Transit	3,789	3,981	3,713
King County Metro	250,784	257,328	246,696
Kitsap Transit	9,559	9,873	10,018
Pierce Transit	14,205	15,304	15,135
Sound Transit	69,570	73,212	73,351
Washington State Ferries	3,179	3,314	3,380
Total	373,964	387,299	375,482



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

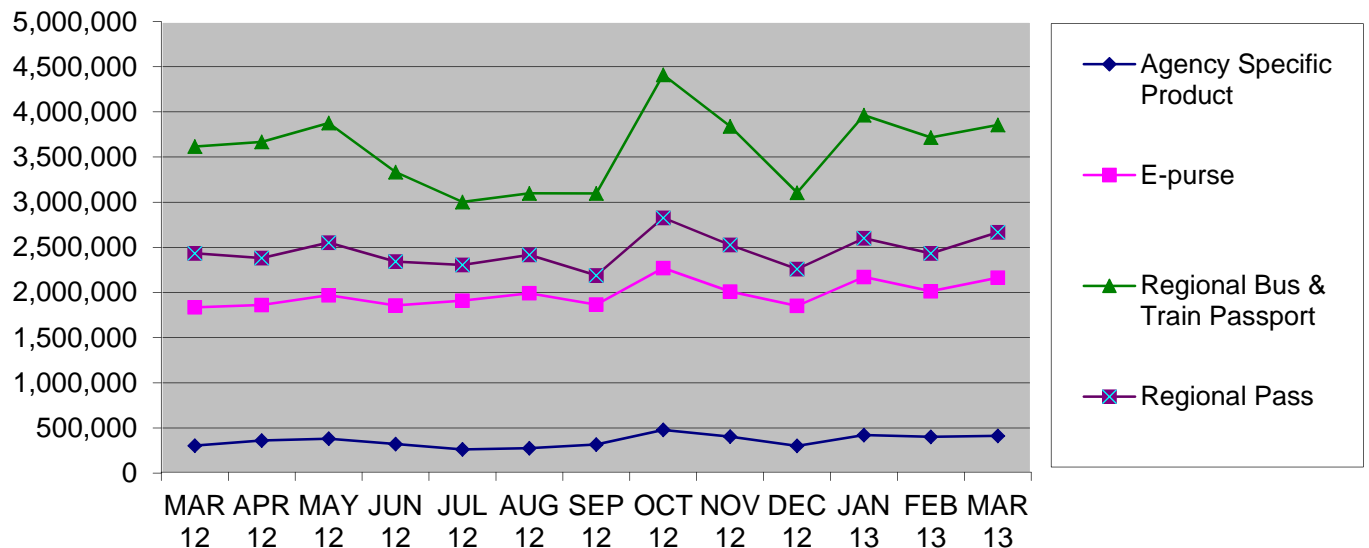
Agency	Average Weekday ORCA Boarding March	Average Weekday Total Boardings (ORCA & Non-ORCA) March	ORCA as a % of Total Weekday Boardings March
Community Transit	23,189	28,516	81%
Everett Transit	3,713	6,601	56%
King County Metro	246,696	384,661	64%
Kitsap Transit	10,018	13,371	75%
Pierce Transit	15,135	35,124	43%
Sound Transit Bus	45,511	55,671	83%
Sound Transit Sounder	10,588	11,373	93%
Sound Transit Link	16,823	26,485	64%
Washington State Ferries	3,380	9,112	37%
Total	379,053	570,914	66%



iii) ORCA Boardings by Product Type

Boardings	January	February	March	Total	% of Total Boardings
Regional Bus & Train Passport	3,963,645	3,716,917	3,855,642	11,536,204	43%
Regional Pass	2,601,154	2,433,167	2,666,499	7,700,820	29%
E-purse	2,171,616	2,013,723	2,163,402	6,348,741	24%
Agency Specific Product	421,191	401,903	412,189	1,235,283	4%
Total¹	9,157,606	8,565,710	9,097,732	26,821,048	100%

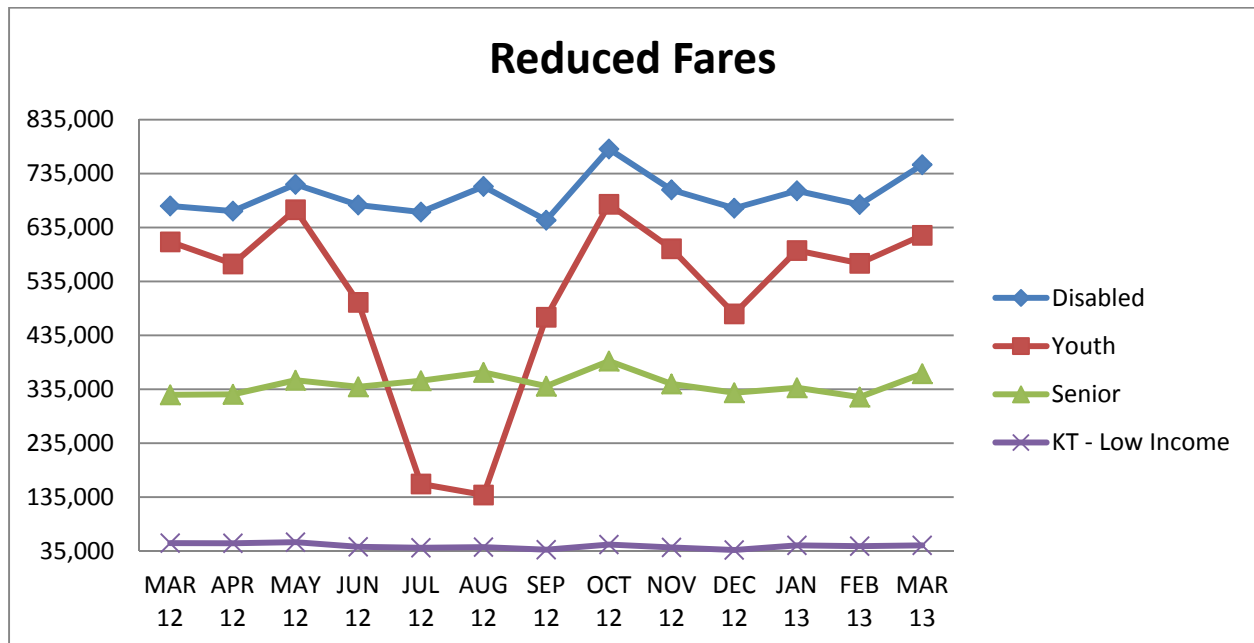
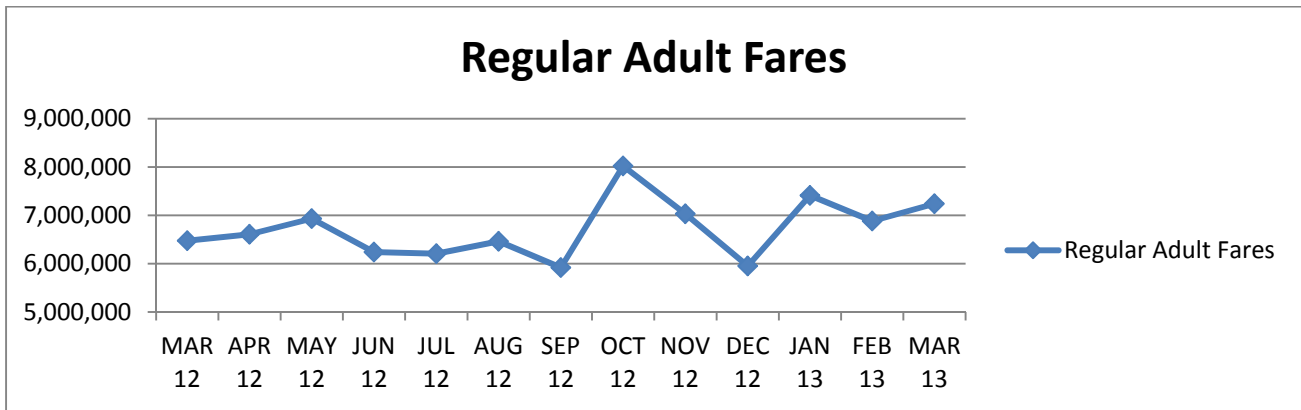
ORCA Boardings by Product Type - Rolling 13 Months



¹ A single boarding may include multiple product types.

iv) ORCA Boardings by Passenger Type

Passenger Type	January	February	March	Total	% of Total
Adult	7,411,779	6,882,089	7,240,984	21,534,852	80%
Disabled	703,281	677,641	751,432	2,132,354	8%
Youth	592,420	568,715	620,719	1,781,854	7%
Senior	337,716	320,418	364,028	1,022,162	4%
KT – Low Income	45,426	43,961	45,540	134,927	1%
Total	9,090,622	8,492,824	9,022,703	26,606,149	100%

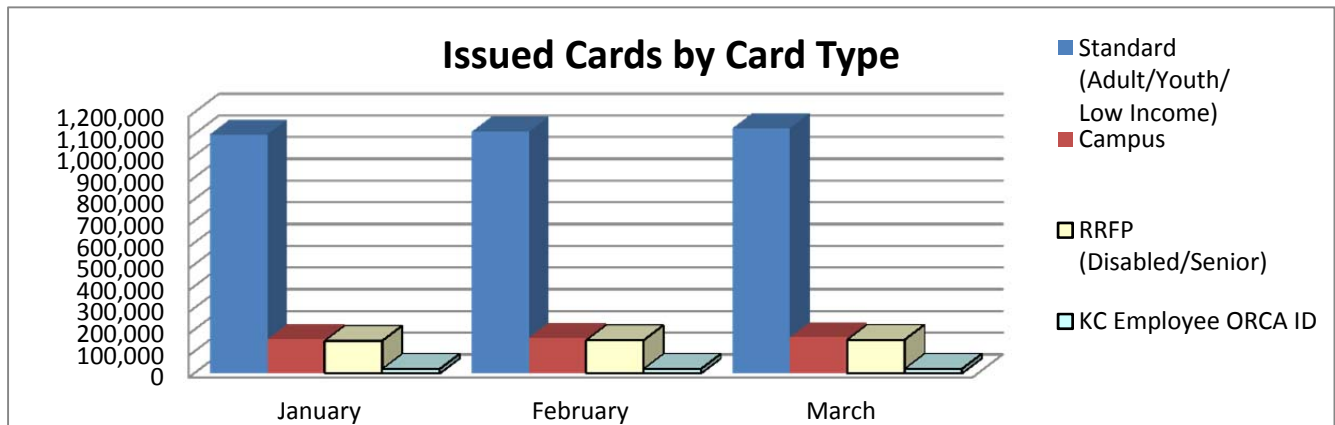


d) System Operations – ORCA Cards in Circulation and in Use by Type

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.

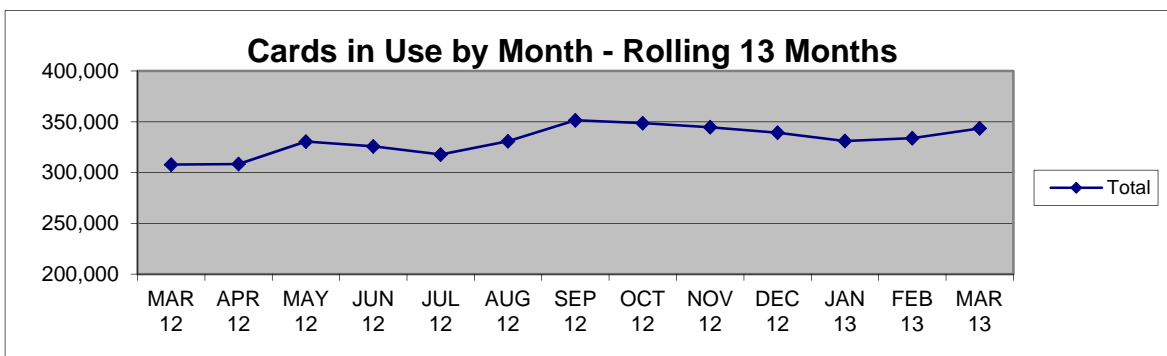
i) Cumulative Number of Issued Cards (in circulation) since April 2009

Card Type	January	February	March
Standard (Adult/Youth) Cards	1,099,733	1,111,447	1,128,809
Campus Cards	157,159	163,807	165,945
RRFP Cards	150,436	152,732	154,684
KC Employee ORCA ID	20,785	20,785	20,785
Total	1,428,113	1,448,771	1,470,223



ii) Card in Use by Month

Cards in Use	January	February	March
Total	331,061	333,802	343,540



Customer Education Activities

This table highlights Customer Education Activities (January - March 2013)

	January	February	March
Advertising	Saar's promo in Pierce County on PT web, on-board ads, transit exteriors, bus shelters and point-of-purchase (through mid-Feb)	Retail point-of-purchase and window clings available for distribution to stores	Retail promotion advertising materials available to partners for May promotions
Outreach	Free ORCA Card with proof of City of Everett residency		King County Metro began using the Portable Customer Service Terminal for Community outreach
Other	"ORCA gets you moving" bus wraps in Snohomish County on CT's double tall buses	ORCA signage to direct customers to new TVM locations and use instructions	Cardholder website design updates submitted to Vix
Fare Policy	Everett Transit Fare Change	Community Transit Fare Change	

Community Transit Double Tall Bus



Everett Transit Fare Change Promo

Fares on Everett Transit buses will increase by 25 cents on January 1, 2013.

(Excludes commuter and Para Transit Fares)

We want to help.

HOW

We plan to help.

We will give a **Free ORCA Card** to any Everett resident who loads \$1 onto the card.*
(50 cents for Regional Reduced Fare Permit. Please bring completed RRFP application to determine eligibility)

WHERE

Can you get one?

ONLY at EVERETT STATION

Customer Service Center
3201 Smith Ave. Everett, Wa 98201

WHEN

Can you get one?

November 15, 2012 - January 15, 2013

Hours: M - F, 7:30 a.m. to 6:30 p.m.

Special Dates and times!

November 17/18 and December 8/9

Hours: 10 a.m. - 2 p.m.

*Limit one free ORCA card per customer

WHAT YOU WILL NEED:

- 1.) Proof of IDENTITY
- 2.) Proof of ADDRESS

A current **Washington driver's license or ID card** with photo and printed correct street address.

OR

Use an item from each of the following lists to verify name and address.

VERIFY YOUR IDENTITY

DOCUMENTS WE ACCEPT TO VERIFY YOUR IDENTITY

- Associated Student body (ASB) or YMCA card <
- DL or ID with a previous address, or an expired DL <
- Employee photo badge <
- Matricula Consular <
- Military ID <
- Passport <
- Photo credit card <



VERIFY YOUR ADDRESS

DOCUMENTS WE ACCEPT TO VERIFY YOUR ADDRESS

- > Car registration / insurance card
- > Business & Professional Mail including eBills dated within 60 days
Examples: Electric Bill, Phone Bill, School Transcript, Bank Statement
- > Current rent / lease agreement
- > Printed checks
- > Voter's registration card

BRING ONE ITEM FROM EACH COLUMN

Pierce Transit Advertising Shelter Display



ORCA

*One card is all you need for
buses, trains and ferries
Just \$5 gets you started**

*Adult cards only, minimum purchase of \$5 ORCA value



Get your card at participating Saar's Market Place stores

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
WPCST	Wireless Portable CST
WSF	Washington State Ferries