

April – June 2015

Joint Board Program Management Report

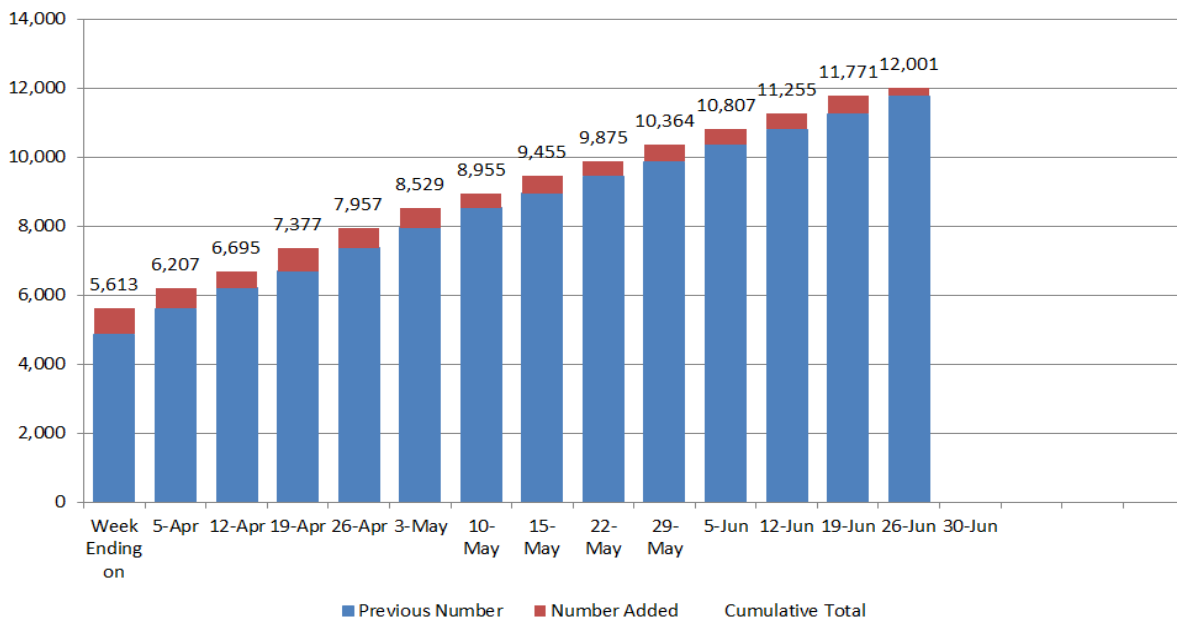
2nd Quarter - 2015



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ORCA LIFT Registrations by Week



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.

2nd Quarter Key Activities

April

- Kitsap Transit participated in the Older Adult Conference in Bremerton, WA with the ORCA-to-Go sales van to offer senior and disabled RRF card sales and services.
- Pierce Transit staffed a booth at the Spring Fair in Puyallup each day to promote its services and the benefits of using ORCA cards. Attendees were invited to enter drawings, and three lucky people were awarded an ORCA card loaded with a monthly regional pass.
- Pierce Transit promoted ridership and ORCA cards in its April mailings, which were sent to households near 10 targeted Pierce Transit routes. Each mailing package included a free paper pass valid on Pierce Transit routes, which generated nearly 20,000 boardings. As well, 388 people took advantage of the offer for a free ORCA card.
- King County Metro held ORCA-to-Go events at hospitals, senior centers, low income housing locations and schools.

May

- Kitsap Transit was present at two events with the ORCA-to-Go mobile sales van to provide a full range of ORCA card sales and services for Olympic College students and Nollwood Community Center attendees.
- Pierce Transit promoted its agency-specific Summer Youth Pass and Youth ORCA cards through a multi-media campaign. Methods used included social media postings and ads, online and print ads in local publications, posters, point-of-sale promotions, transit advertising, customer communications, and others.
- King County Metro held ORCA-to-Go events at hospitals, senior centers, low income housing locations and schools.

2nd Quarter Key Activities Continued

June

- Pierce Transit began introducing its upcoming new ORCA product, the Pierce Transit Reduced Fare Monthly Pass. This agency-specific pass will be used primarily by customers who use fixed route Pierce Transit buses and SHUTTLE service. Depending on the customer, it will be loaded onto RRFOP ORCA cards or youth ORCA cards. Registered SHUTTLE customers who ride SHUTTLE only may take advantage of Pierce Transit's new Virtual SHUTTLE Pass. Both new products will be effective on August 1st.
- Pierce Transit staff provided ORCA sales training for new employees at one Tacoma Safeway store.
- Pierce Transit staff attended an event at a senior activity center in Puyallup. At this event, five senior ORCA cards were issued, and information was provided on how to reload ORCA cards.
- Pierce Transit introduced its new Route 4 through a multi-media campaign. Direct mail was a key component, resulting in 2,474 free rides on Pierce Transit routes and fulfillment of 101 free ORCA cards to date.
- King County Metro conducted an In Motion campaign in the neighborhoods of Green Lake, South Park and White Center. Eligible participants received an ORCA card loaded with a two week Passport.



Customer Service Equipment & Facilities

This table shows equipment quantities and customer facilities supporting the ORCA Regional Program. Figures below are current as of June 30, 2015.

ORCA Resource	In Service	
Active Buses with On Board Equipment		
o CT		227
o ET		46
o KCM		1,550
o KT		117
o PT		162
o ST		243
Total		2,345
Portable Fare Transaction Processors		
o CT		6
o KCM		109
o KT Ferry		10
o Link		24
o Sounder		8
o WSF		37
Total		194
Stand Alone Fare Transaction Processors		
o Sounder (ST)		75
o Link (ST)		86
o <i>Swift</i> (CT)		64
o RapidRide and Streetcar (KCM)		172
Total		397
3 rd Party Revalue Retailer Sites		126
Ticket Vending Machines		
o Sounder Stations		33
o Link Stations		56
o Transit Centers		6
o Customer Sales Offices		1
Total		96
Customer Service Offices	CSOs	CSTs
o CT	1	3
o ET	1	2
o KCM	2	13
o KT	1	3
o PT	1	7
o ST	0	1
o WSF	0	1
Total	6	30
Wireless Portable Customer Service Terminals		8
WSF Turnstiles/Tollbooths		96



Overview of Customer Activity & Contacts

Measure	April	May	June
Transaction Volume:			
Total Number of Fare Transactions/Boardings on All Services	10,306,513	9,958,083	9,911,978
Number of Cards in Use	399,496	413,481	441,922
Autoload Activity:			
Number of Autoload Transactions	19,497	19,932	20,731
Amount of Autoload Transactions	\$717,036	\$733,718	\$776,884
Cardholder Website Traffic:			
Unique Visitors ¹	71,976	72,404	82,147
Visits ²	153,152	158,660	181,710
Number of "My ORCA" Accounts Established ³	664,856	673,658	684,307
Number of Cardholder Transactions Per Month	31,827	32,347	34,707
Customer Contact:			
ORCA Regional Call Center Calls Received	8,827	8,259	9,683
Email Volume:			
ORCA Regional Emails Received	1,136	1,106	1,218
Business Accounts:			
Active Business Accounts	1,946	1,964	1,970

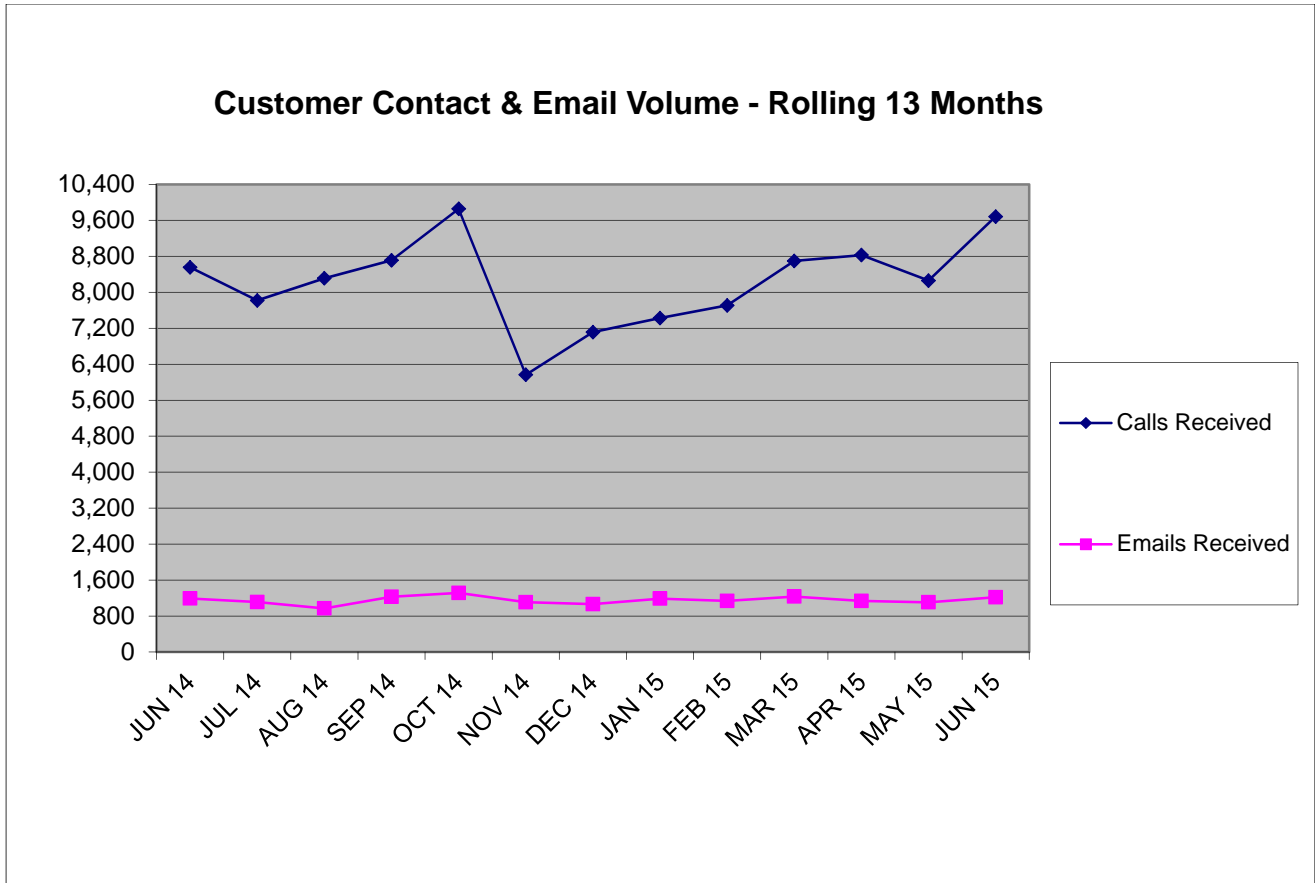
¹ **Unique Visitors** – A unique visitor is defined as an individual who has made at least one hit on one page of the web site during the current reporting period.

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



Haggen Stores to Offer ORCA Sales
 Haggen Food and Pharmacy is joining the region's network of ORCA retailers!



At select Haggen locations, you'll soon be able to revalue your ORCA card, or purchase an adult ORCA card. Watch for news about store locations and hours of service at piercettransit.org.

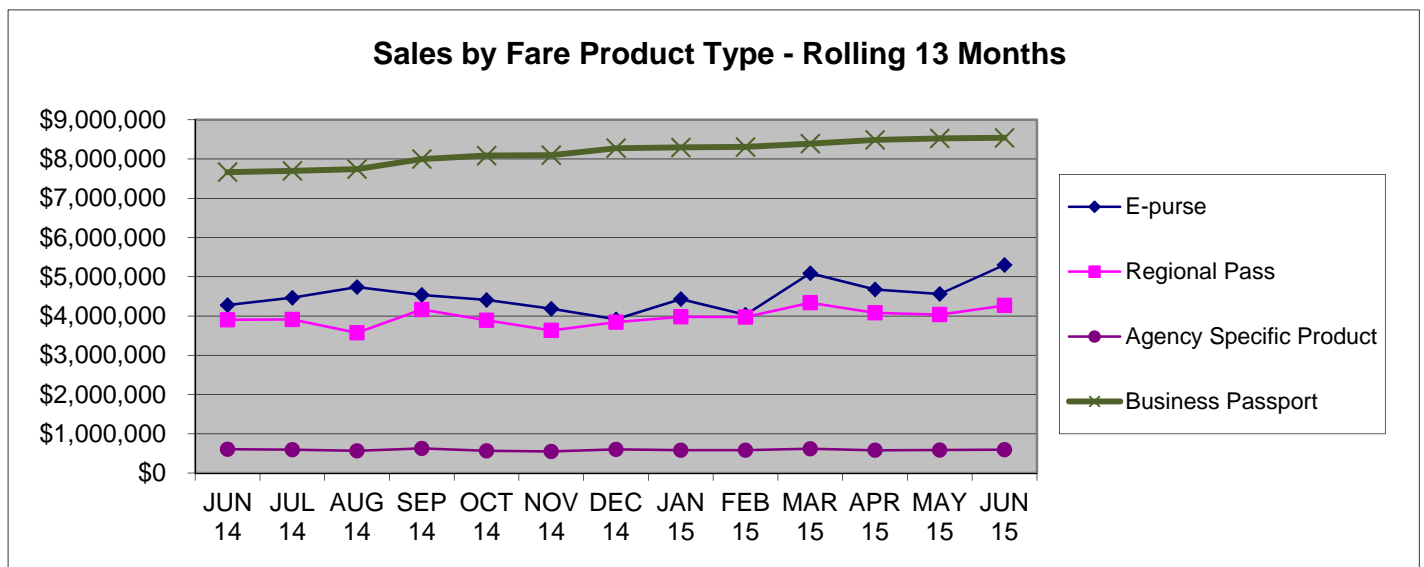
System Operations Performance Data

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) Revenue by Fare Product Type

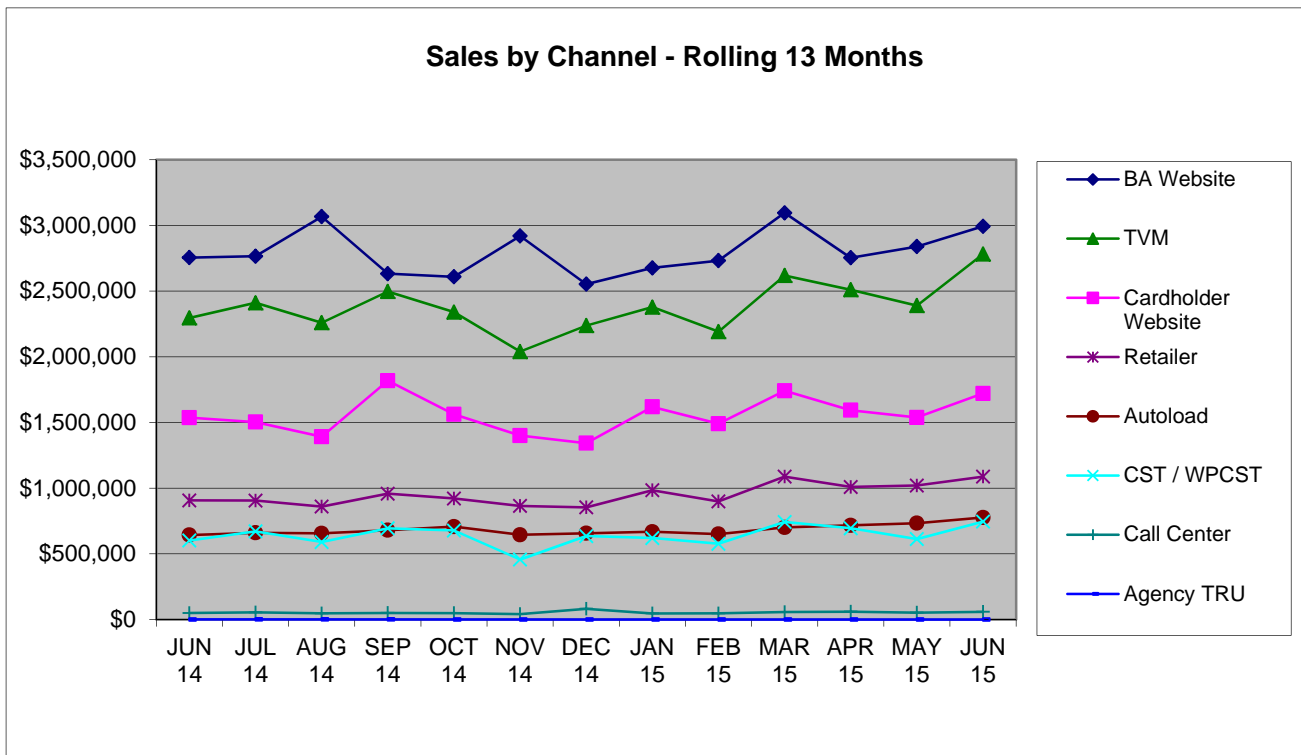
Sales	April	May	June	Total	% of Total Sales
Business Passport ¹	\$8,486,111	\$8,524,235	\$8,538,219	\$25,548,565	47%
E-purse	\$4,676,743	\$4,563,342	\$5,301,876	\$14,541,961	27%
Regional Pass	\$4,082,085	\$4,037,033	\$4,269,933	\$12,389,051	23%
Agency Product	\$581,348	\$587,020	\$595,141	\$1,763,509	3%
Total	\$17,826,287	\$17,711,630	\$18,705,169	\$54,243,086	100%



¹ Business Passport revenue includes both Regional and Agency Passport products and the monthly apportioned revenue equals 1/12th of the transit portion of the annual contract amounts.

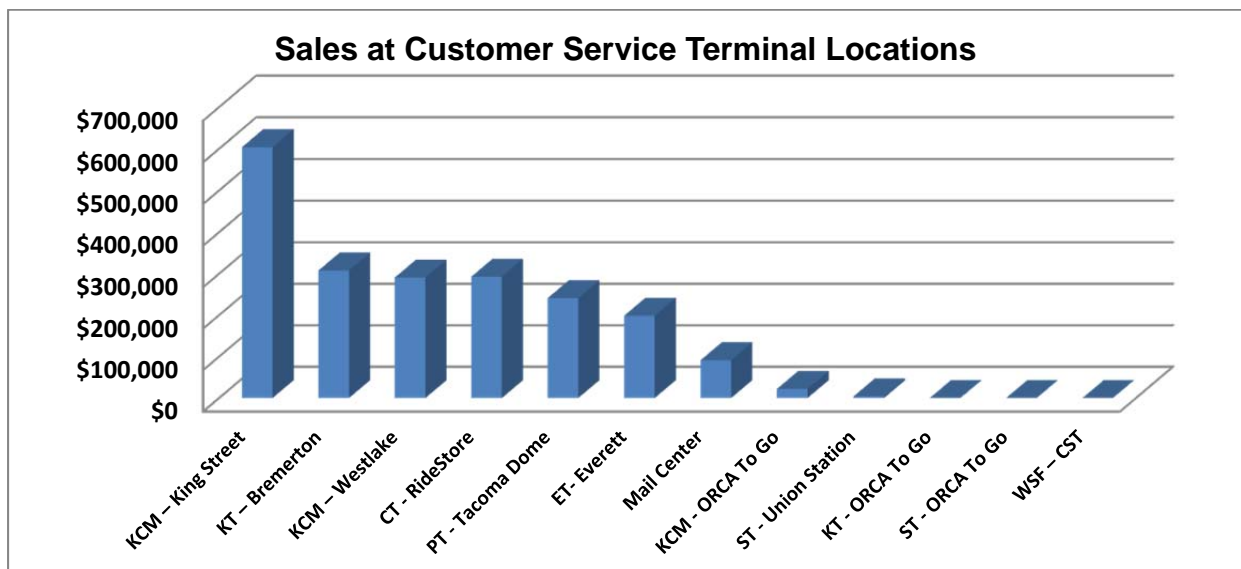
ii) Sales by Channel

Sales Channel	April	May	June	Total	% of Total Sales
BA Website	\$2,754,211	\$2,839,472	\$2,993,805	\$8,587,488	30%
TVM	\$2,510,893	\$2,390,069	\$2,782,360	\$7,683,322	26%
Cardholder Website	\$1,593,685	\$1,538,267	\$1,721,033	\$4,852,985	17%
Retailer	\$1,009,683	\$1,020,294	\$1,088,048	\$3,118,025	11%
Autoload	\$717,036	\$733,718	\$776,884	\$2,227,638	7%
CST / WPCST	\$694,876	\$613,043	\$745,608	\$2,053,527	7%
Call Center	\$59,792	\$52,522	\$58,629	\$170,943	1%
Agency TRU	\$0	\$10	\$583	\$593	1%
Total	\$9,340,176	\$9,187,395	\$10,166,950	\$28,694,521	100%



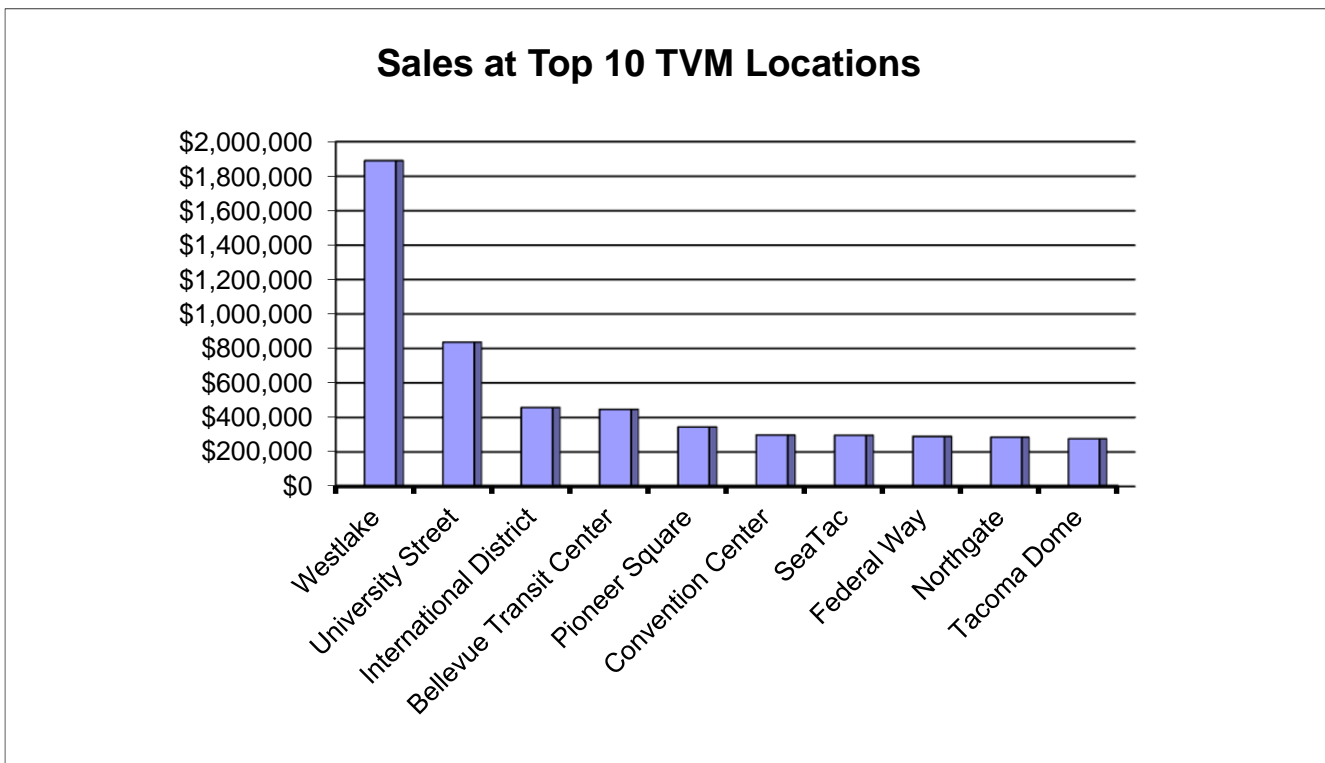
iii) Sales at Customer Service Terminal Locations

CST Location	April	May	June	Total	% of Total CST Sales	Compared to last Qtr.
KCM – King Street	\$209,986	\$175,902	\$218,091	\$603,979	29%	↑
KT - Bremerton	\$102,376	\$98,105	\$107,386	\$307,867	15%	↑
KCM – Westlake	\$107,423	\$84,234	\$99,230	\$290,887	14%	↑
CT – Ride Store	\$93,659	\$86,610	\$112,500	\$292,769	14%	↑
PT – Tacoma Dome	\$78,340	\$71,591	\$91,329	\$241,260	11%	↑
ET - Everett	\$65,956	\$59,354	\$73,391	\$198,701	9%	↑
Mail Center	\$29,455	\$31,411	\$30,579	\$91,445	4%	↓
KCM – ORCA To Go	\$6,096	\$4,748	\$11,412	\$22,256	1%	↑
ST – Union Station	\$996	\$1,088	\$1,690	\$3,774	1%	↑
KT – ORCA To Go	\$226	\$0	\$0	\$226	1%	↑
ST – ORCA To Go	\$363	\$0	\$0	\$363	1%	↑
WSF - CST	\$0	\$0	\$0	\$0	-	N/A
Total	\$694,876	\$613,043	\$745,608	\$2,053,527	100%	↑



iv) Sales at Top 10 Ticket Vending Machine Sites

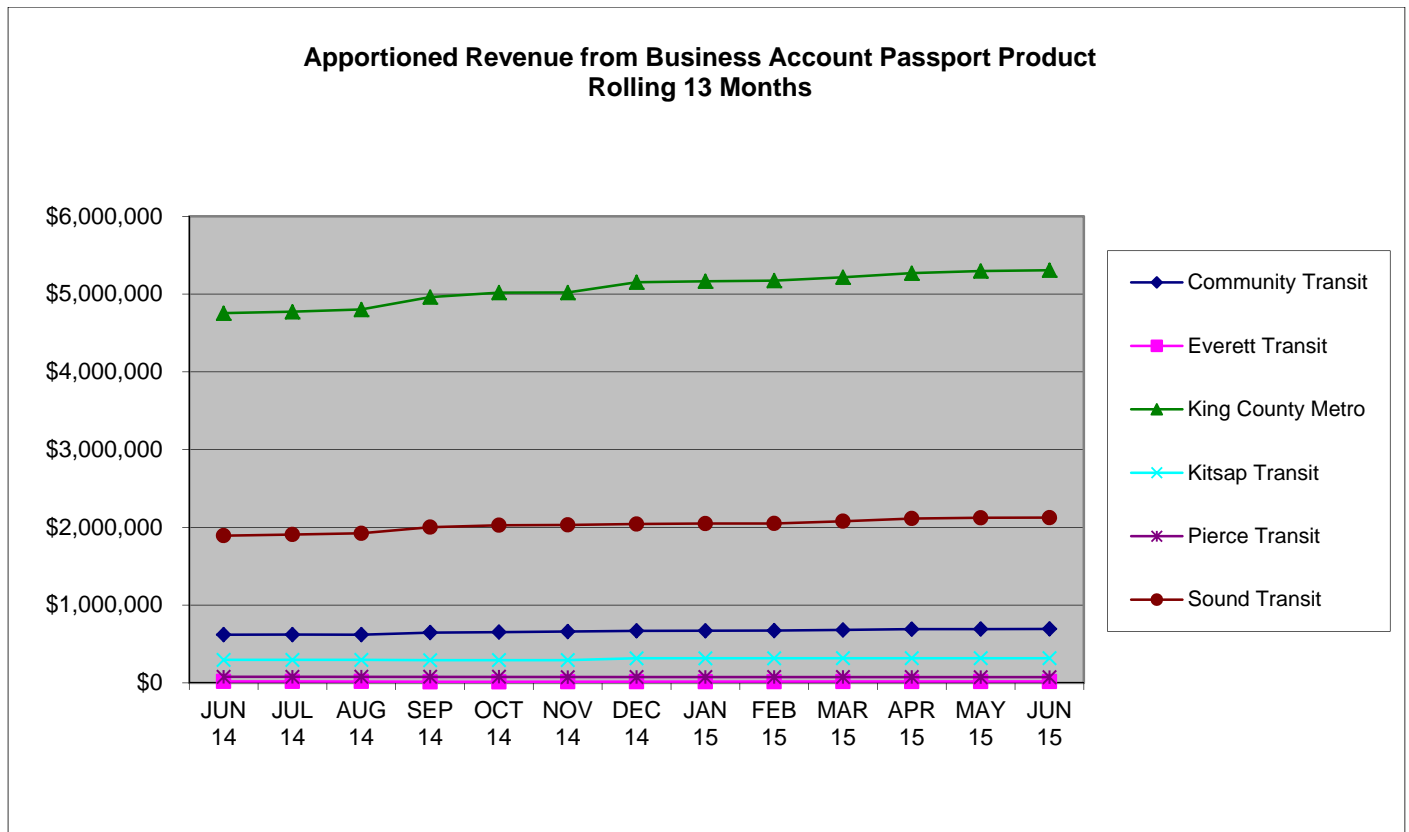
Rank	TVM Location	April	May	June	Total	% of Total TVM Sales ¹	Compared to last Qtr.
1	Westlake Station	\$646,650	\$553,863	\$690,230	\$1,890,743	25%	↑
2	University Street Station	\$266,759	\$247,056	\$323,359	\$837,174	11%	↑
3	International District	\$145,555	\$150,244	\$161,991	\$457,790	6%	↑
4	Bellevue Transit Center	\$144,100	\$142,386	\$159,815	\$446,302	6%	↑
5	Pioneer Square Station	\$115,514	\$101,401	\$127,285	\$344,201	4%	↑
6	Convention Center	\$95,522	\$97,020	\$105,245	\$297,787	4%	↑
7	SeaTac Airport	\$91,991	\$96,466	\$108,156	\$296,613	4%	↑
8	Federal Way Transit Ctr	\$95,179	\$94,150	\$100,192	\$289,521	4%	↑
9	Northgate Transit Ctr	\$89,907	\$94,212	\$101,812	\$285,931	4%	↑
10	Tacoma Dome Station	\$86,716	\$89,378	\$100,311	\$276,406	4%	↑
	Total	\$1,777,893	\$1,666,176	\$1,978,396	\$5,422,468	72%	↑



¹ The percentage is calculated based on the total sales at 32 sites with TVM's.

v) Apportioned Revenue from Business Account Passport Product

Agency	April	May	June	Total
Community Transit	\$691,085	\$692,745	\$694,939	\$2,078,769
Everett Transit	\$18,933	\$18,981	\$18,522	\$56,436
King County Metro	\$5,268,977	\$5,296,797	\$5,306,473	\$15,872,247
Kitsap Transit	\$318,033	\$318,098	\$318,187	\$954,318
Pierce Transit	\$74,910	\$74,515	\$74,567	\$223,992
Sound Transit	\$2,114,173	\$2,123,099	\$2,125,531	\$6,362,803
Total	\$8,486,111	\$8,524,235	\$8,538,219	\$25,548,565





vi) Revenue by Pass Product

PASS	April	May	June
All-Day PugetPass	\$0	\$0	\$64
Everett Transit Monthly Reduced Fare Pass	\$684	\$765	\$819
Kitsap Transit Full Fare Pass	\$35,050	\$37,150	\$35,750
Kitsap Transit Reduced Fare Pass	\$45,450	\$41,600	\$41,050
Kitsap Transit Worker/Driver Full Fare Pass	\$3,975	\$3,600	\$3,825
Metro Monthly Access Pass	\$43,974	\$42,588	\$41,580
Metro Monthly Vanpool Pass 1 Zone	\$40,788	\$40,095	\$39,996
Metro Monthly Vanpool Pass 2 Zone	\$42,471	\$43,173	\$43,641
Pierce Transit Summer Youth Pass	\$0	\$4,140	\$13,968
Pierce Transit Adult All-Day Pass	\$265	\$240	\$435
Pierce Transit Youth/Senior/Disabled All-Day Pass	\$20	\$28	\$80
PugetPass \$0.50	\$594	\$594	\$702
PugetPass \$0.75	\$74,493	\$63,531	\$58,806
PugetPass \$1.00	\$279,180	\$275,076	\$289,800
PugetPass \$1.25	\$11,295	\$8,460	\$6,345
PugetPass \$1.50	\$247,050	\$290,682	\$249,750
PugetPass \$1.75	\$10,584	\$10,395	\$9,198
PugetPass \$2.00	\$178,344	\$175,608	\$134,208
PugetPass \$2.25	\$47,709	\$42,444	\$70,713
PugetPass \$2.50	\$554,580	\$498,510	\$557,550
PugetPass \$2.75	\$1,272,051	\$1,253,558	\$1,337,886
PugetPass \$3.00	\$160,704	\$143,964	\$155,088
PugetPass \$3.25	\$446,589	\$472,329	\$528,840
PugetPass \$3.50	\$343,602	\$345,744	\$369,936
PugetPass \$3.75	\$88,965	\$87,210	\$91,665
PugetPass \$4.00	\$191,376	\$188,928	\$115,776
PugetPass \$4.25	\$77,265	\$81,396	\$181,917
PugetPass \$4.50	\$23,814	\$23,328	\$28,350
PugetPass \$4.75	\$31,464	\$31,464	\$37,620
PugetPass \$5.00	\$6,120	\$7,020	\$7,740
PugetPass \$5.25	\$31,752	\$29,862	\$20,223
PugetPass \$5.50	\$4,554	\$6,930	\$17,820
Business Passport ¹	\$8,486,111	\$8,524,235	\$8,538,219
WSF Anacortes/San Juan Islands Passenger 10 Ride	\$85	\$0	\$0
WSF Central Sound Monthly Pass	\$322,294	\$323,326	\$325,080
WSF Central Sound Passenger 10 Ride	\$11,674	\$12,448	\$12,900
WSF Fauntleroy – Southworth Monthly Pass	\$12,282	\$13,009	\$12,847
WSF Fauntleroy – Southworth Passenger 10 Ride	\$101	\$253	\$202
WSF Mukilteo – Clinton Monthly Pass	\$14,878	\$15,811	\$15,313
WSF Mukilteo – Clinton Passenger 10 Ride	\$272	\$233	\$117
WSF Port Townsend – Coupeville Monthly Pass	\$0	\$170	\$170
WSF Port Townsend – Coupeville Passenger 20 Ride	\$0	\$0	\$0
WSF Vashon Island Monthly Pass	\$6,875	\$8,223	\$7,009
WSF Vashon Island Passenger 10 Ride	\$210	\$168	\$295
Grand Total	\$13,149,544	\$13,148,288	\$13,403,293

¹ Business Passport revenue includes both Regional and Agency Passport products and the monthly apportioned revenue equals 1/12th of the transit portion of the annual contract amounts.



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	Q1 2015	Q2 2015	Q2 2015 # of Locations
Bartell Drugs	\$303,496	\$286,942	1
QFC	\$982,243	\$1,100,655	43
Roger's Market Place	\$19,865	\$24,519	1
Saar's MarketPlace	\$229,662	\$233,339	7
Safeway	\$1,410,847	\$1,434,325	67
Food Market/Thriftway	\$38,720	\$33,830	2
Total	\$2,984,833	\$3,113,610	121

ii) Top 10 Individual Retail Locations by Sales Volume

Current Rank	Retailer/Location	Q2 Store Sales	% of Total Retailer Sales ¹
1	Bartell Drugs, Seattle - Downtown	\$268,942	9%
2	Saar's MarketPlace, Lakewood	\$123,376	4%
3	QFC, Seattle – Harvard Market	\$89,226	3%
4	QFC, Seattle – Broadway Market	\$82,895	3%
5	Safeway, Seattle – NW Market	\$79,955	2%
6	Safeway, Seattle – Brooklyn NE	\$72,916	2%
7	QFC, Seattle – University Village	\$61,298	2%
8	Safeway, Seattle – Greenwood Ave	\$57,566	2%
9	QFC, Seattle - Crossroads	\$57,122	2%
10	QFC, Seattle - Wallingford	\$56,393	2%
	Total	\$949,689	31%

¹ The percentage is calculated based on the total sales at 123 Retailer locations.

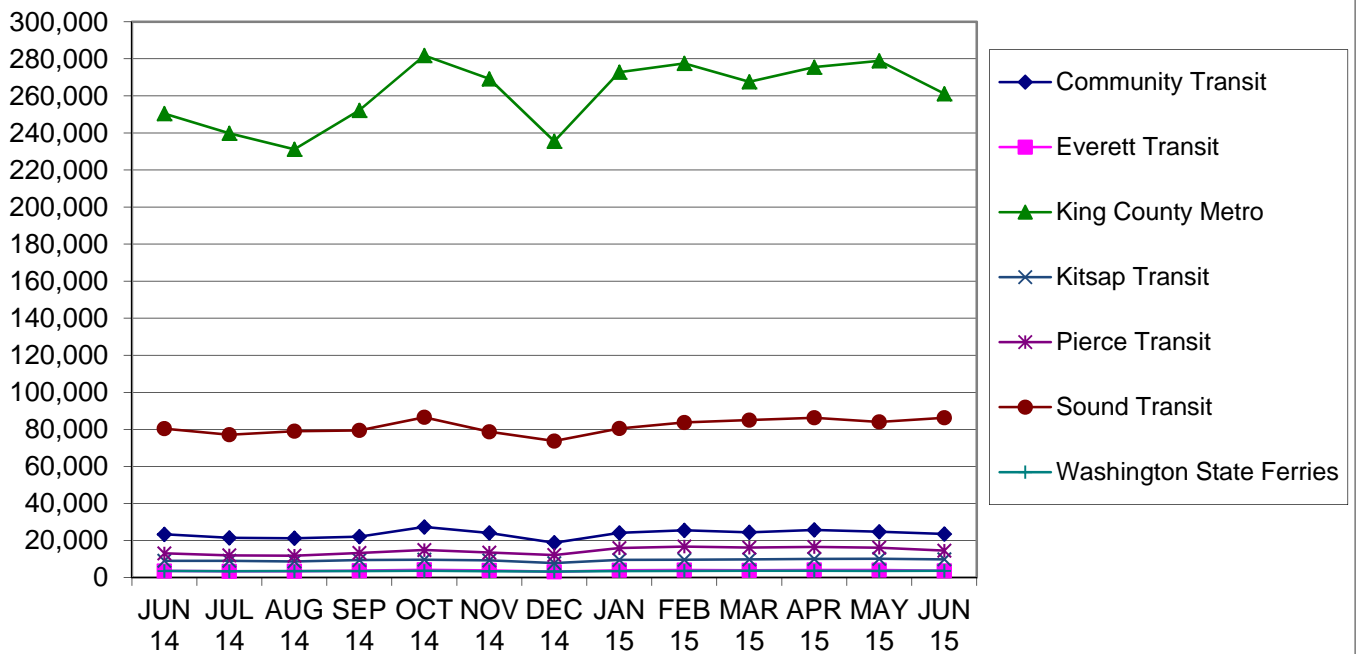
c) System Operations – Ridership Transactions/Boardings

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

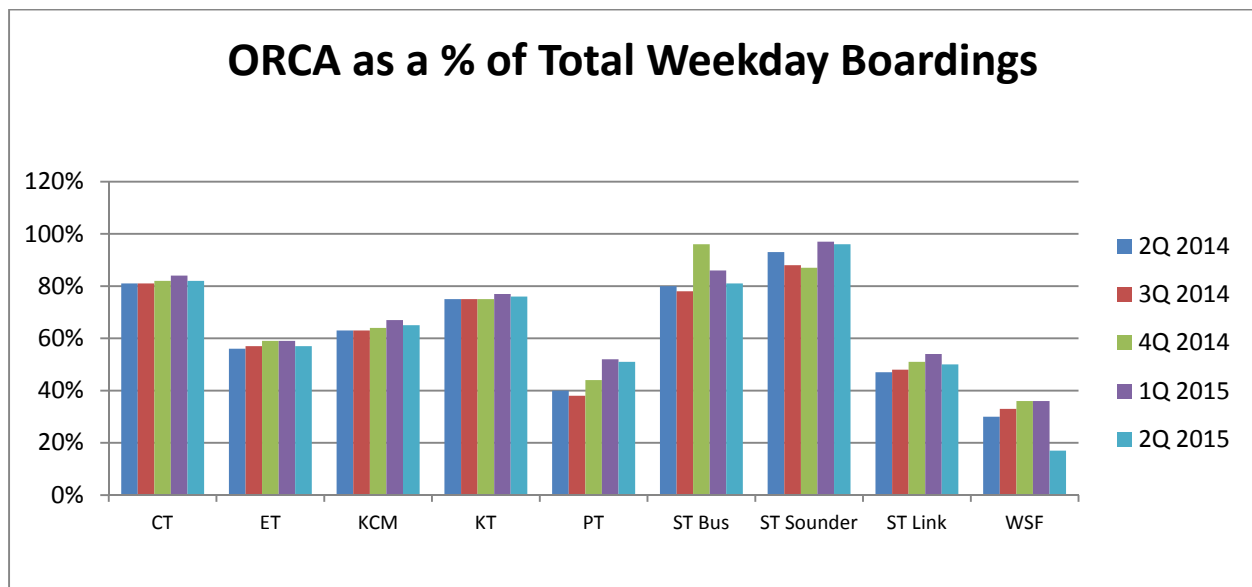
Agency	April	May	June
Community Transit	25,729	24,738	23,528
Everett Transit	4,122	4,059	3,628
King County Metro	275,542	278,932	261,175
Kitsap Transit	10,054	10,105	9,834
Pierce Transit	16,535	16,124	14,534
Sound Transit	86,247	83,996	86,246
Washington State Ferries	3,655	3,564	3,648
Total	421,884	421,518	402,593

Average Weekday ORCA Boardings - Rolling 13 Months



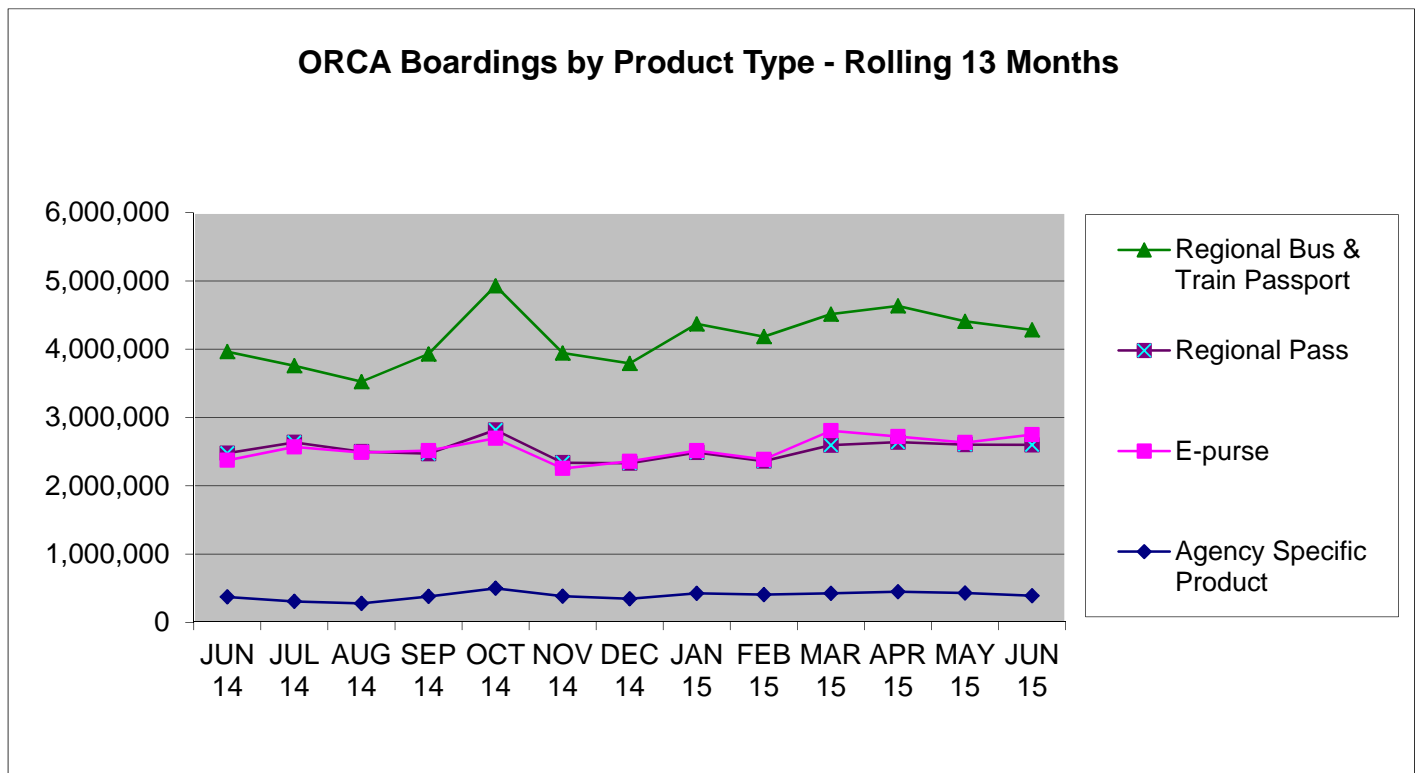
ii) ORCA Average Weekday Boardings as a Percentage of Average Weekday Total Boardings

Agency	Average Weekday ORCA Boardings June	Average Weekday Total Boardings (ORCA & Non-ORCA) June	ORCA as a % of Total Weekday Boardings June
Community Transit	23,528	23,558	82%
Everett Transit	3,628	6,355	57%
King County Metro	261,175	401,000	65%
Kitsap Transit	9,834	12,951	76%
Pierce Transit	14,534	28,721	51%
Sound Transit Bus	52,190	64,690	81%
Sound Transit Sounder	13,731	14,320	96%
Sound Transit Link	20,325	41,042	50%
Washington State Ferries	3,648	21,100	17%
Total	402,593	613,737	



iii) ORCA Boardings by Product Type

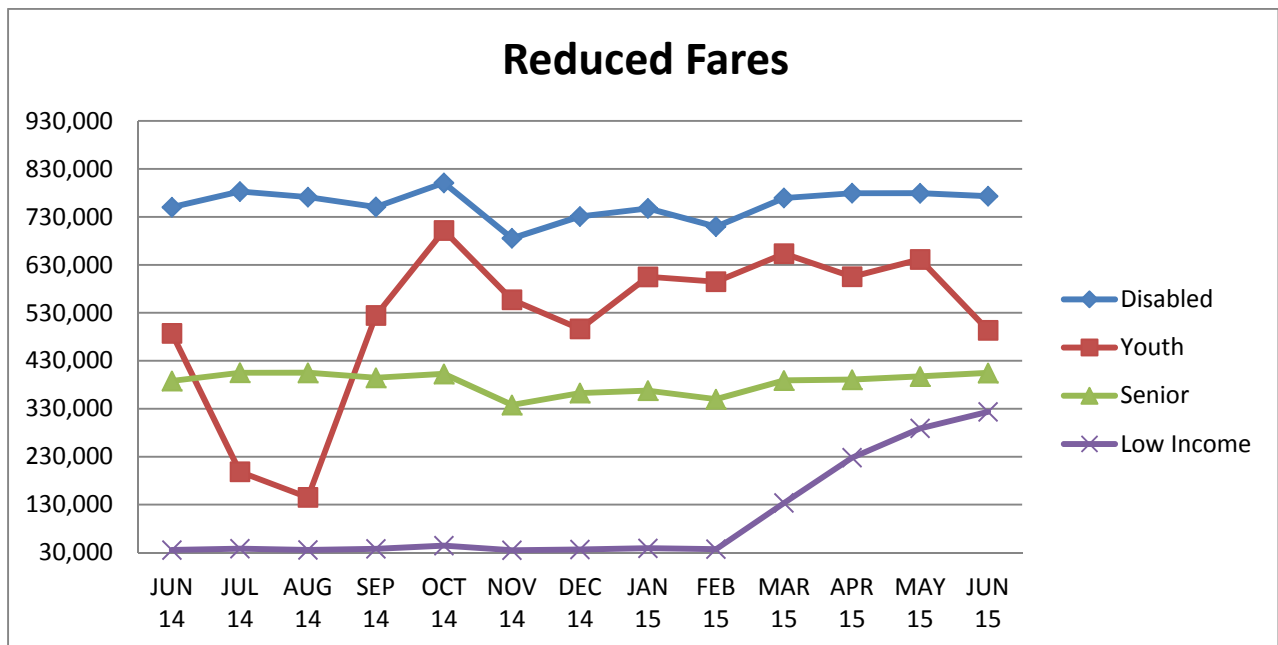
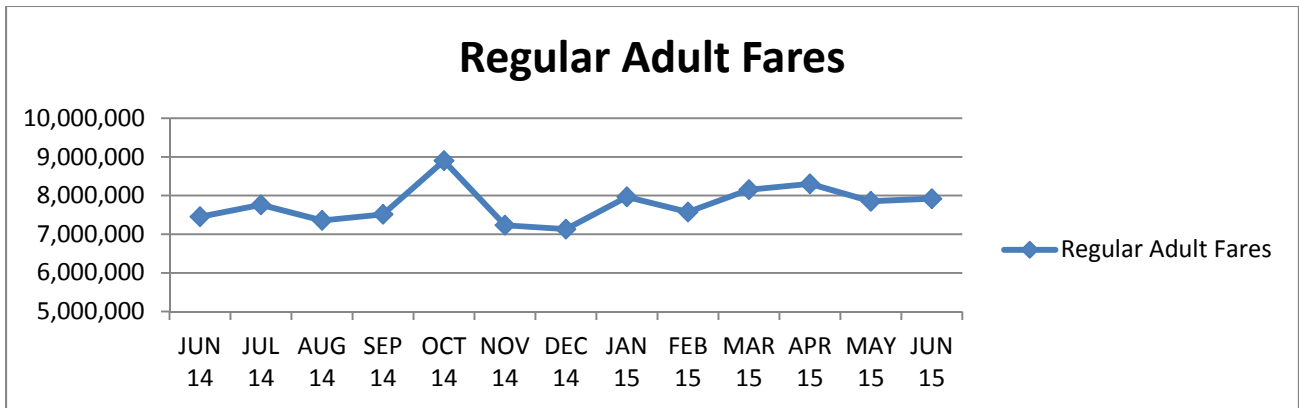
Boardings	April	May	June	Total	% of Total Boardings
Regional Bus & Train Passport	4,634,376	4,407,492	4,283,009	13,324,877	44%
Regional Pass	2,638,554	2,603,038	2,598,833	7,840,425	26%
E-purse	2,720,772	2,632,675	2,749,661	8,103,108	26%
Agency Specific Product	448,457	430,179	389,548	1,268,184	4%
Total¹	10,442,159	10,073,384	10,021,51	30,536,594	100%



¹ A single boarding may include multiple product types.

iv) ORCA Boardings by Passenger Type

Passenger Type	April	May	June	Total	% of Total
Adult	8,303,755	7,851,644	7,917,656	24,073,055	80%
Disabled	779,412	779,189	773,035	2,331,636	8%
Youth	605,300	641,446	493,634	1,740,380	6%
Senior	390,549	397,171	404,509	1,192,229	4%
Low Income	227,941	289,053	323,531	840,525	2%
Total	10,306,957	9,958,503	9,912,365	30,177,825	100%

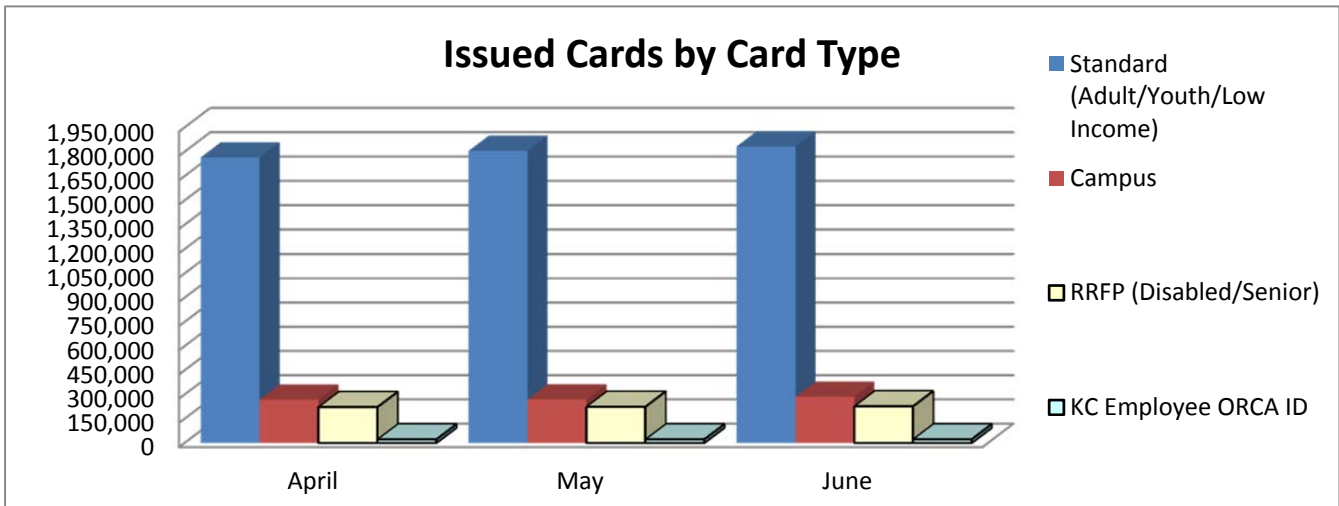


d) System Operations – ORCA Cards in Circulation and in Use by Type

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.

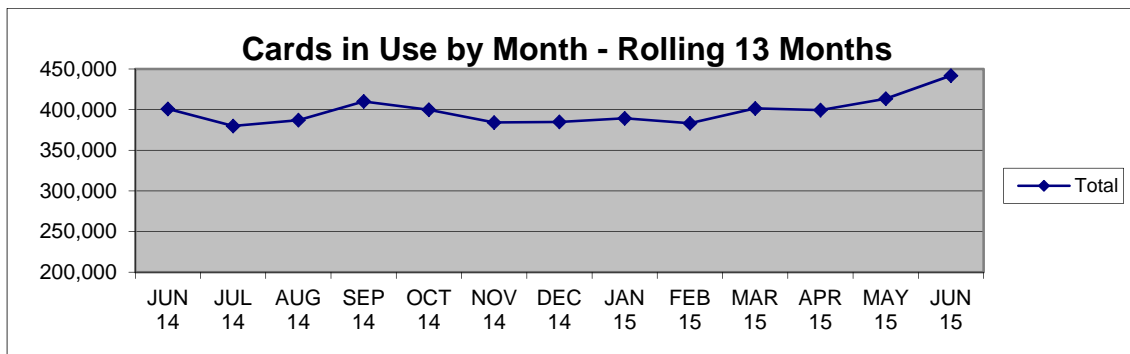
i) Cumulative Number of Issued Cards (in circulation) since April 2009

Card Type	April	May	June
Standard (Adult/Youth/Low Income)	1,765,464	1,805,878	1,833,023
Campus	268,235	269,408	286,408
RRFP (Disabled/Senior)	222,049	224,417	227,187
KC Employee ORCA ID	21,762	21,762	22,762
Total	2,277,510	2,321,465	2,369,380



ii) Cards in Use by Month

Cards in Use	April	May	June
Total	399,496	413,481	441,922



Promoting ORCA

Pierce Transit New Route 4

4 ROUTE

Give Pierce Transit a try this month with your free 2-week bus pass. We're introducing **Route 4**, but you may use your pass on any of Pierce Transit's local routes.

On Route 4, getting to Lakewood, South Hill and Pierce College Puyallup just got easier. Routes 204 and 410 have been combined into one new route for better service. Previously, many passengers transferred between those routes at the Parkland Transit Center, so combining the routes into a one-seat ride was a natural improvement. Since Route 4 doesn't travel to Parkland Transit Center, it will save riders about 10 minutes in each direction as it travels along 112th Street. For details about Route 4, see page 44 in the enclosed route and schedule book.

With connections to other Pierce Transit routes, you can ride free all around town. For a quick look at all PT routes, check out our system map at the back of the enclosed book. **See you on board!**

RIDE FREE ON ANY PIERCE TRANSIT LOCAL BUS ROUTE FROM 6/17/15 - 6/30/15 To be valid, this pass must be whole and shown in its entirety to the transit operator. Good for an unlimited number of rides on Pierce Transit local service during the time period shown - not valid on Sounder services (ST Express & Sounder). No transfer value for Express services. Not valid for SHUTTLE services. This pass is the property of Pierce Transit, and the sale of this pass is strictly prohibited.

piercetransit.org
253.581.8000

Punch Out YOUR FREE PASS AND GO!

Ride FREE for 14 days! Then get a Free ORCA card!

1 RIDE

Just show your FREE PASS as you board a Pierce Transit bus, and take a seat. That's all there is to it!

2 UPGRADE

GET A READY-TO-LOAD ORCA CARD FOR FREE (A \$5 VALUE) BY 7/15/15.

- IF YOU'RE AN ADULT (19-64) - UPGRADE BY MAIL**
Just fill out the attached reply card and mail it in for a **FREE** ready-to-load adult ORCA card.
- IF YOU QUALIFY FOR A REDUCED FARE - UPGRADE IN PERSON**
If you qualify for a reduced fare (Youth 18 or younger, Seniors 65 or older, or individuals with a certified disability) trade your Free Pass in for a special ORCA card, available at the Tacoma Dome Station Bus Shop. You'll need proof of age or disability. Call 253.581.8000 to speak with a friendly Customer Service Representative to find out what you should bring.

I RODE FOR FREE AND I AGREE, PT IS THE WAY TO GO!

Please send me a Free ORCA card!

Yes, I'm an Adult (19-64) and I used my free Pierce Transit bus pass!

NAME: _____

MAILING ADDRESS: _____

EMAIL: _____

PHONE: _____

DETACH AND MAIL BACK THIS REPLY CARD BY 7/15/15 TO RECEIVE YOUR FREE ORCA CARD. Original Reply Cards Only - No Photocopies Accepted.

3 LOAD & GO!

Load your ORCA card by purchasing a pass for unlimited rides for a month. Or load E-purse, giving you a two-hour transfer privilege. You may add value to your card online, by phone, at a ticket vending machine located on Sounder and Tacoma Dome Station platforms, in person at the Tacoma Dome Station Bus Shop or at participating retail outlets. Visit us online for details.

piercetransit.org 253.581.8000

While supplies last. Offer valid through 7/15/15.

Go to work!

Go to the movies!

Go grab a bite!

Go to school!

Go to the park!

Pierce Transit Summer Youth Pass & Youth ORCA Cards

SUMMER YOUTH PASS

be jammin'

ALL SUMMER

Unlimited rides on Pierce Transit all summer long!

only \$36

PIERCE TRANSIT
piercetransit.org

King County Metro In Motion Campaign Customized Card Holder

ORCA Card Carrier IM2014.pdf 1 7/22/14 2:25 PM

EVERY TRIP COUNTS!

Starting now! This ORCA card is preloaded with **two weeks of unlimited rides**. Convert those trips from driving alone to a ride on **Metro!** This card is **reusable** and can be **reloaded** with either an E-purse or a pass after the expiration date. **Keep the card and keep riding!**

Good for unlimited transit rides on:

- Sound Transit
- Pierce Transit
- Kitsap Transit
- Everett Transit
- King County Metro
- Seattle Streetcar
- King County Water Taxi
- Community Transit

The unlimited ride offer on this card expires on:

This is an Adult full fare ORCA card given to you at no charge as a part of a promotion. This card cannot be exchanged or converted to a Youth or Regional Reduced Fare Permit Card (for seniors or people with disabilities) and cannot be resold. If you are eligible for a reduced fare, learn how to apply for these cards (only by mail or in person) at orcacard.com. Thanks for riding!

King County METRO
We'll Get You There

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Wherever You Go... Whenever You Go... Go with ORCA!

It's easy to use. Just tap your ORCA card on the reader on the bus, at the Link light rail and Sounder boarding platforms, in the downtown transit tunnels, and at some RapidRide stations. Please see the enclosed ORCA tips brochure for more information.

ORCA Card Information:
Buy ORCA cards online: orcacard.com
Or by phone: **888-988-6722**

Metro Customer Service:

- King Street Center, 201 S Jackson St
- Westlake Tunnel Station, 3rd Ave & Pine St* (open on the first and last four business days of each month only)

Metro Online: kingcounty.gov/metro

*Go to kingcounty.gov/metro for hours of operation and participating neighborhood retail stores.

in motion
EVERY TRIP COUNTS

Interpreter
206-553-3000

Interpretes Turjubaan Переводчик
Перекладач 통역사 通譯員
翻譯員 Thông Dịch Viên 通譯員

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