

# Joint Board Program Management Report

3rd Quarter - 2020





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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.



## **System Operations – Sales by Fare Product Type & 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 3<sup>rd</sup> party retail outlets.
- Unless noted otherwise, all sales revenue is based on date of purchase.



## Sales by Fare Product Type / Channel

| Fare Product       | Q3 2020              | Q3 2019              | Growth      | % of Total Sales | FY 2020               | FY 2019               | Growth      | % of Total Sales |
|--------------------|----------------------|----------------------|-------------|------------------|-----------------------|-----------------------|-------------|------------------|
| Business Passport* | \$ 5,234,049         | \$ 35,693,065        | -85%        | 48%              | \$ 66,533,323         | \$ 108,909,406        | -39%        | 65%              |
| E-Purse            | \$ 2,964,434         | \$ 19,934,219        | -85%        | 27%              | \$ 18,835,985         | \$ 56,785,102         | -67%        | 19%              |
| Regional Pass      | \$ 1,789,182         | \$ 11,518,614        | -84%        | 16%              | \$ 12,523,943         | \$ 34,077,987         | -63%        | 12%              |
| Agency Product     | \$ 978,848           | \$ 2,302,181         | -57%        | 9%               | \$ 3,634,456          | \$ 6,787,982          | -46%        | 4%               |
| Day Pass           | \$ 11,812            | \$ 145,364           | -92%        | 0%               | \$ 62,856             | \$ 341,576            | -82%        | 0%               |
| <b>Total</b>       | <b>\$ 10,978,325</b> | <b>\$ 69,593,444</b> | <b>-84%</b> |                  | <b>\$ 101,590,564</b> | <b>\$ 206,902,053</b> | <b>-51%</b> |                  |

\***Business Passport** – 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.

| Sales Channel            | Q3 2020             | Q3 2019              | Growth      | % of Total Sales | FY 2020              | FY 2019              | Growth      | % of Total Sales |
|--------------------------|---------------------|----------------------|-------------|------------------|----------------------|----------------------|-------------|------------------|
| Business Account Website | \$ 2,057,879        | \$ 8,693,484         | -76%        | 36%              | \$ 11,809,294        | \$ 25,449,586        | -54%        | 34%              |
| TVM                      | \$ 1,204,960        | \$ 9,581,384         | -87%        | 21%              | \$ 7,632,447         | \$ 27,333,690        | -72%        | 22%              |
| Cardholder Website       | \$ 969,184          | \$ 6,696,203         | -86%        | 17%              | \$ 6,800,388         | \$ 19,084,737        | -64%        | 19%              |
| Retailer                 | \$ 550,644          | \$ 3,023,055         | -82%        | 10%              | \$ 2,829,125         | \$ 8,711,061         | -68%        | 8%               |
| CST / WPCST/ TRU         | \$ 512,290          | \$ 1,889,732         | -73%        | 9%               | \$ 2,041,336         | \$ 5,469,582         | -63%        | 6%               |
| Autoload                 | \$ 381,165          | \$ 3,793,770         | -90%        | 7%               | \$ 3,646,017         | \$ 11,075,581        | -67%        | 10%              |
| Call Center              | \$ 68,155           | \$ 222,750           | -69%        | 1%               | \$ 298,633           | \$ 868,408           | -66%        | 1%               |
| <b>Total</b>             | <b>\$ 5,744,276</b> | <b>\$ 33,900,378</b> | <b>-83%</b> |                  | <b>\$ 35,057,240</b> | <b>\$ 97,992,647</b> | <b>-64%</b> |                  |

| Sales Mix    | Q3 2020              | Q3 2019              | Growth      | % of Total Sales | FY 2020               | FY 2019               | Growth      | % of Total Sales |
|--------------|----------------------|----------------------|-------------|------------------|-----------------------|-----------------------|-------------|------------------|
| Business     | \$ 6,439,009         | \$ 45,274,450        | -86%        | 59%              | \$ 74,165,770         | \$ 136,243,096        | -46%        | 73%              |
| Individual   | \$ 4,539,316         | \$ 24,318,994        | -81%        | 41%              | \$ 27,424,793         | \$ 70,658,957         | -61%        | 27%              |
| <b>Total</b> | <b>\$ 10,978,325</b> | <b>\$ 69,593,444</b> | <b>-84%</b> | <b>100%</b>      | <b>\$ 101,590,564</b> | <b>\$ 206,902,053</b> | <b>-51%</b> | <b>100%</b>      |

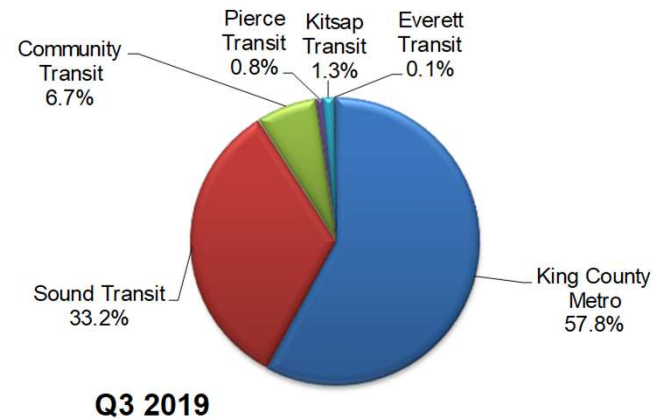
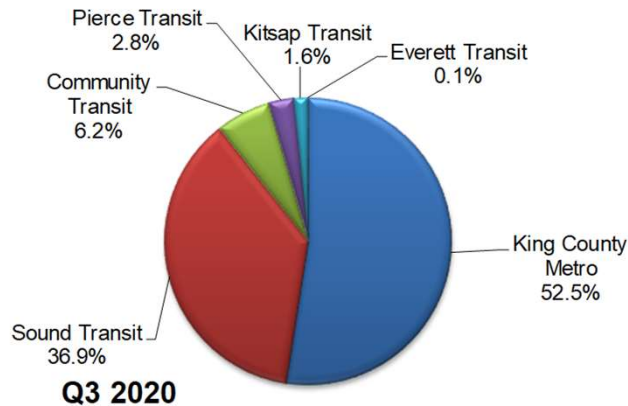
**Business** = Business Passport + Business Account Website

# **Apportioned Revenue from Business Account Passport Product**

| Agency            | Q3 2020             | Q3 2019              | Growth      | % of Total Apprt Rev | FY 2020              | FY 2019               | Growth      | % of Total Apprt Rev |
|-------------------|---------------------|----------------------|-------------|----------------------|----------------------|-----------------------|-------------|----------------------|
| King County Metro | \$ 2,745,938        | \$ 20,647,662        | -87%        | 52.5%                | \$ 38,158,412        | \$ 63,554,852         | -40%        | 57.4%                |
| Sound Transit     | \$ 1,931,736        | \$ 11,835,574        | -84%        | 36.9%                | \$ 22,050,201        | \$ 35,753,962         | -38%        | 33.1%                |
| Community Transit | \$ 322,649          | \$ 2,398,838         | -87%        | 6.2%                 | \$ 4,360,028         | \$ 7,277,137          | -40%        | 6.6%                 |
| Pierce Transit    | \$ 147,885          | \$ 292,963           | -50%        | 2.8%                 | \$ 870,835           | \$ 885,522            | -2%         | 1.3%                 |
| Kitsap Transit    | \$ 81,197           | \$ 464,756           | -83%        | 1.6%                 | \$ 954,953           | \$ 1,287,809          | -26%        | 1.4%                 |
| Everett Transit   | \$ 4,643            | \$ 53,273            | -91%        | 0.1%                 | \$ 138,894           | \$ 150,124            | -7%         | 0.2%                 |
| <b>Total</b>      | <b>\$ 5,234,049</b> | <b>\$ 35,693,065</b> | <b>-85%</b> |                      | <b>\$ 66,533,323</b> | <b>\$ 108,909,406</b> | <b>-39%</b> |                      |

The apportioned revenue for Q3 reflect activities in the month of May, June, and July

## Share of Apportioned Revenue





## Sales at Top 10 Ticket Vending Machine Sites

| TVM Location            | Q3 2020             | Q3 2019             | Growth      | % of Total TVM Sales | FY 2020             | FY 2019              | Growth      | % of Total TVM Sales |
|-------------------------|---------------------|---------------------|-------------|----------------------|---------------------|----------------------|-------------|----------------------|
| Westlake                | \$ 124,820          | \$ 1,689,216        | -93%        | 10%                  | \$ 1,116,867        | \$ 4,905,798         | -77%        | 15%                  |
| Federal Way Transit Ctr | \$ 106,358          | \$ 345,585          | -69%        | 9%                   | \$ 368,133          | \$ 992,439           | -63%        | 5%                   |
| Tacoma Dome Station     | \$ 102,160          | \$ 395,799          | -74%        | 8%                   | \$ 421,398          | \$ 1,136,756         | -63%        | 6%                   |
| Everett Station         | \$ 85,044           | \$ 204,013          | -58%        | 7%                   | \$ 256,832          | \$ 576,176           | -55%        | 3%                   |
| Bellevue Transit Center | \$ 81,902           | \$ 482,612          | -83%        | 7%                   | \$ 405,165          | \$ 1,303,254         | -69%        | 5%                   |
| International Dist.     | \$ 75,161           | \$ 548,971          | -86%        | 6%                   | \$ 458,322          | \$ 1,537,547         | -70%        | 6%                   |
| Sea-Tac Airport         | \$ 74,909           | \$ 538,583          | -86%        | 6%                   | \$ 385,092          | \$ 1,429,713         | -73%        | 5%                   |
| Capitol Hill Station    | \$ 62,451           | \$ 778,149          | -92%        | 5%                   | \$ 612,680          | \$ 2,264,884         | -73%        | 8%                   |
| UW Station              | \$ 46,865           | \$ 581,475          | -92%        | 4%                   | \$ 338,468          | \$ 1,491,640         | -77%        | 4%                   |
| University St.          | \$ 43,735           | \$ 736,006          | -94%        | 4%                   | \$ 507,810          | \$ 2,253,889         | -77%        | 7%                   |
| <b>Top 10 Total</b>     | <b>\$ 803,404</b>   | <b>\$ 6,300,410</b> | <b>-87%</b> | <b>67%</b>           | <b>\$ 4,870,767</b> | <b>\$ 17,892,097</b> | <b>-73%</b> | <b>64%</b>           |
| Other                   | \$ 401,555          | \$ 3,280,974        | -88%        | 33%                  | \$ 2,761,680        | \$ 9,441,593         | -71%        | 36%                  |
| <b>Total</b>            | <b>\$ 1,204,960</b> | <b>\$ 9,581,384</b> | <b>-87%</b> |                      | <b>\$ 7,632,447</b> | <b>\$ 27,333,690</b> | <b>-72%</b> |                      |

The percentage is calculated based on the total sales at 33 sites with TVM's



## 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.





## ORCA Boardings by Agency

| Agency            | Q3 2020          | Q3 2019           | Growth        | % of Total ORCA Boardings | FY 2020           | FY 2019            | Growth        | % of Total ORCA Boardings |
|-------------------|------------------|-------------------|---------------|---------------------------|-------------------|--------------------|---------------|---------------------------|
| Sound Transit     | 1,082,239        | 9,154,708         | -88.2%        | 48.3%                     | 7,221,385         | 27,188,420         | -73.4%        | 25.7%                     |
| Community Transit | 461,661          | 1,733,989         | -73.4%        | 20.6%                     | 1,920,429         | 5,211,457          | -63.1%        | 6.8%                      |
| Pierce Transit    | 389,454          | 1,051,925         | -63.0%        | 17.4%                     | 1,412,022         | 3,357,478          | -57.9%        | 5.0%                      |
| Kitsap Transit    | 156,861          | 656,848           | -76.1%        | 7.0%                      | 716,186           | 1,962,221          | -63.5%        | 2.5%                      |
| WSF               | 74,741           | 295,528           | -74.7%        | 3.3%                      | 346,901           | 868,709            | -60.1%        | 1.2%                      |
| Everett Transit   | 67,763           | 226,301           | -70.1%        | 3.0%                      | 255,498           | 716,494            | -64.3%        | 0.9%                      |
| King County Metro | 7,445            | 20,097,858        | -100.0%       | 0.3%                      | 16,227,378        | 61,253,887         | -73.5%        | 57.7%                     |
| <b>Total</b>      | <b>2,240,164</b> | <b>33,217,157</b> | <b>-93.3%</b> | <b>100%</b>               | <b>28,099,799</b> | <b>100,558,666</b> | <b>-72.1%</b> | <b>100%</b>               |

Boardings impacted by fare suspension due to COVID-19, except Washington State Ferries

Fare suspension effective dates:

- King County Metro: 3/21/2020 – 9/30/2020
- Sound Transit: 3/21/2020 – 5/31/2020 (except ST Express Bus resume fares on 7/1/2020)
- Community Transit: 3/20/2020 – 6/30/2020 (except Swift Bus resume fares on 6/1/2020)
- Pierce Transit: 3/21/2020 – 6/13/2020
- Kitsap Transit: 3/23/2020 – 7/31/2020
- Everett Transit: 3/25/2020 – 6/30/2020

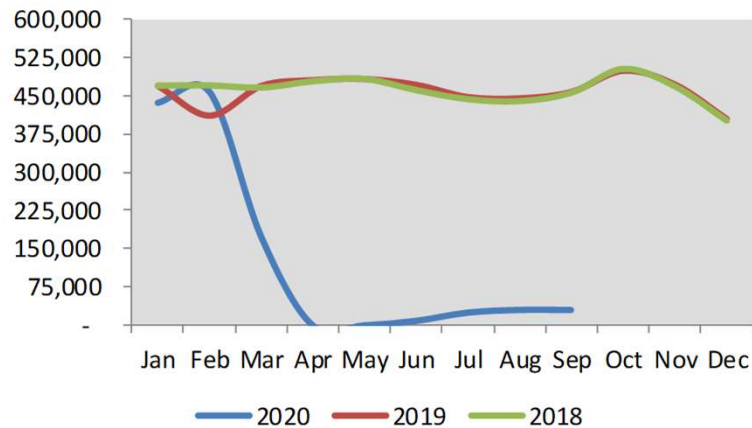


## Average Weekday ORCA Boardings by Month

| Agency                   | Average Weekday ORCA Boardings September | Average Weekday (ORCA & Non-ORCA) September | ORCA Market Share September | vs. Last Qtr | ORCA Market Share June |
|--------------------------|------------------------------------------|---------------------------------------------|-----------------------------|--------------|------------------------|
| Community Transit        | 6,117                                    | 8,359                                       | 73%                         | ↑            | 53%                    |
| Everett Transit          | 1,124                                    | 2,146                                       | 52%                         | ↑            | 0%                     |
| King County Metro        | 89                                       |                                             |                             |              | 0%                     |
| Kitsap Transit           | 3,666                                    | 5,011                                       | 73%                         | ↑            | 0%                     |
| Pierce Transit           | 4,858                                    | 13,419                                      | 36%                         | ↓            | 94%                    |
| Sound Transit Bus        | 7,707                                    | 12,950                                      | 60%                         | ↑            | 0%                     |
| Sound Transit Sounder    | 1,521                                    | 2,093                                       | 73%                         | ↑            | 68%                    |
| Sound Transit Link       | 4,869                                    | 19,703                                      | 25%                         | ↓            | 26%                    |
| Washington State Ferries | 863                                      | 8,736                                       | 10%                         | ↓            | 10%                    |
| <b>Total</b>             | <b>30,814</b>                            | <b>72,417</b>                               |                             |              |                        |

\* King County Metro Average Weekday (ORCA & Non-ORCA) September was unavailable.

**Avg Weekday Boardings**

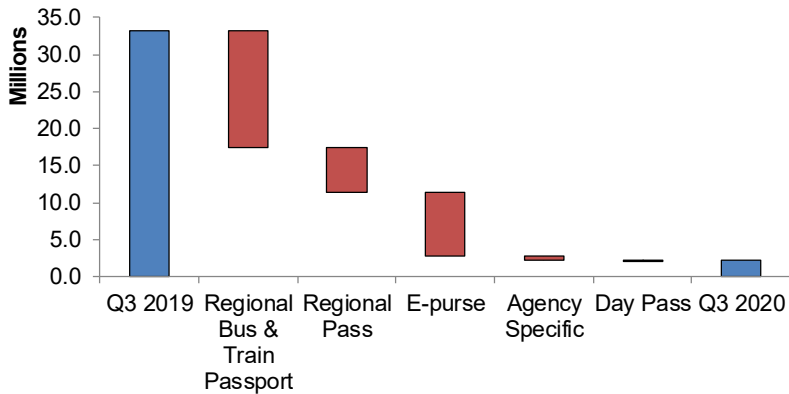




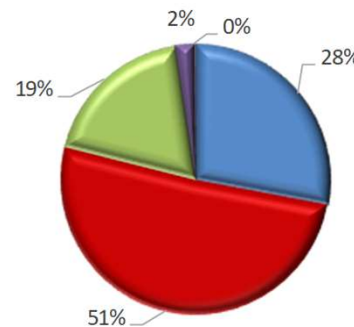
# ORCA Boardings by Product Type

| Product Type      | Q3 2020          | Q3 2019           | Growth        | % of Total ORCA Boardings | FY 2020           | FY 2019            | Growth        | % of Total ORCA Boardings |
|-------------------|------------------|-------------------|---------------|---------------------------|-------------------|--------------------|---------------|---------------------------|
| E-Purse           | 1,028,924        | 9,639,218         | -89.3%        | 45.9%                     | 7,854,121         | 27,961,414         | -71.9%        | 28.0%                     |
| Business Passport | 680,315          | 16,411,731        | -95.9%        | 30.4%                     | 14,324,810        | 51,209,833         | -72.0%        | 51.0%                     |
| Regional Pass     | 390,708          | 6,518,630         | -94.0%        | 17.4%                     | 5,262,750         | 19,525,261         | -73.0%        | 18.7%                     |
| Agency Product    | 136,513          | 583,163           | -76.6%        | 6.1%                      | 630,487           | 1,711,201          | -63.2%        | 2.2%                      |
| Day Pass          | 3,704            | 64,415            | -94.2%        | 0.2%                      | 27,631            | 150,957            | -81.7%        | 0.1%                      |
| <b>Total</b>      | <b>2,240,164</b> | <b>33,217,157</b> | <b>-93.3%</b> | <b>100%</b>               | <b>28,099,799</b> | <b>100,558,666</b> | <b>-72.1%</b> | <b>100%</b>               |

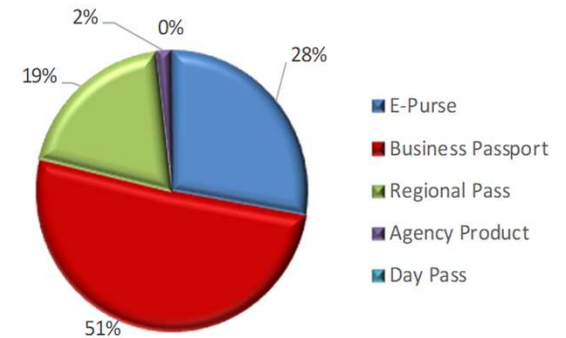
Q3 2020 vs. Q3 2020 Boardings



FY 2020 Boardings Mix



FY 2019 Boardings Mix

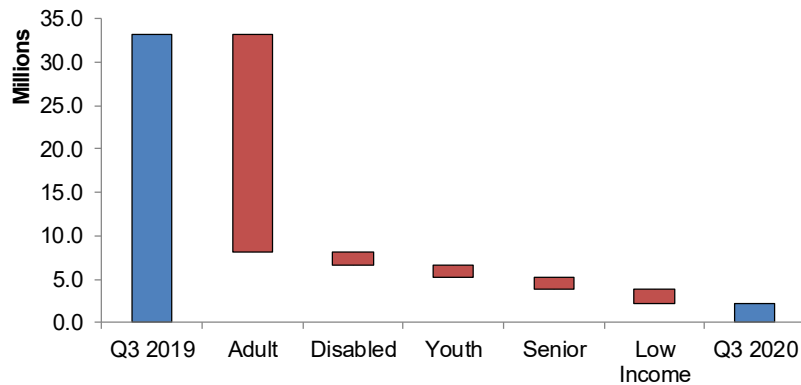




## ORCA Boardings by Passenger Type

| Passenger Type | Q3 2020          | Q3 2019           | Growth        | % of Total ORCA Boardings | FY 2020           | FY 2019            | Growth        | % of Total ORCA Boardings |
|----------------|------------------|-------------------|---------------|---------------------------|-------------------|--------------------|---------------|---------------------------|
| Adult          | 1,643,637        | 26,752,999        | -93.9%        | 73.4%                     | 22,249,695        | 80,321,428         | -72.3%        | 79.2%                     |
| Disabled       | 272,376          | 1,767,334         | -84.6%        | 12.2%                     | 1,620,418         | 5,315,827          | -69.5%        | 5.8%                      |
| Senior         | 140,170          | 1,451,978         | -90.3%        | 6.3%                      | 1,141,758         | 4,152,730          | -72.5%        | 4.1%                      |
| Low Income     | 135,169          | 1,828,569         | -92.6%        | 6.0%                      | 1,528,953         | 5,498,081          | -72.2%        | 5.4%                      |
| Youth          | 48,812           | 1,416,277         | -96.6%        | 2.2%                      | 1,558,975         | 5,270,600          | -70.4%        | 5.5%                      |
| <b>Total</b>   | <b>2,240,164</b> | <b>33,217,157</b> | <b>-93.3%</b> | <b>100%</b>               | <b>28,099,799</b> | <b>100,558,666</b> | <b>-72.1%</b> | <b>100%</b>               |

Q3 2020 vs. Q3 2019 Boardings



Total Q3 ORCA Boardings





## System Operations – 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.



# ORCA Retailer Report

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

| ORCA Retailer           | Q3 2019             | Q4 2019             | Q1 2020             | Q2 2020           | Q3 2020           |
|-------------------------|---------------------|---------------------|---------------------|-------------------|-------------------|
| Safeway                 | \$ 1,588,952        | \$ 1,459,292        | \$ 1,250,927        | \$ 91,651         | \$ 394,722        |
| QFC                     | \$ 1,082,546        | \$ 952,086          | \$ 752,356          | \$ 33,832         | \$ 132,385        |
| Bartell Drugs           | \$ 252,643          | \$ 114,292          | \$ -                | \$ -              | \$ -              |
| Saar's Market Place     | \$ 51,226           | \$ 46,970           | \$ 33,863           | \$ 2,397          | \$ 9,430          |
| Food Market / Thriftway | \$ 47,688           | \$ 35,911           | \$ 28,573           | \$ 4,310          | \$ 9,456          |
| Kress IGA Market        | \$ -                | \$ 37,228           | \$ 78,596           | \$ 1,976          | \$ 4,651          |
| <b>Total</b>            | <b>\$ 3,023,055</b> | <b>\$ 2,645,780</b> | <b>\$ 2,144,315</b> | <b>\$ 134,166</b> | <b>\$ 550,644</b> |

## Top 10 Individual Retail Locations by Sales Volume

| Retailer / Location            | Q3 Store Sales    | % of Total Retailer Sales <sup>^</sup> |
|--------------------------------|-------------------|----------------------------------------|
| Safeway #1645 Lakewood         | \$ 38,767         | 7.0%                                   |
| Safeway #3523 Lynnwood - HWY 9 | \$ 32,175         | 5.8%                                   |
| Safeway #1297 Edmonds          | \$ 17,669         | 3.2%                                   |
| Safeway #1246 Tacoma - 6th Ave | \$ 15,051         | 2.7%                                   |
| QFC #856 Mill Creek            | \$ 13,970         | 2.5%                                   |
| Safeway #3298 Evergreen - 75th | \$ 12,167         | 2.2%                                   |
| Safeway #1485 Marysville State | \$ 10,891         | 2.0%                                   |
| Safeway #1252 Bainbridge Islan | \$ 12,105         | 2.2%                                   |
| Safeway #486 University Place  | \$ 11,930         | 2.2%                                   |
| Safeway #485 Lynnwood-Hwy99    | \$ 10,530         | 1.9%                                   |
| <b>Total</b>                   | <b>\$ 175,252</b> | <b>31.8%</b>                           |

<sup>^</sup> The percentage is calculated based on the total sales at 129 Retailer locations



## **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.



## ORCA Cards in Circulation and in Use by Type

| Issued Cards (Since April 2009)    | Jul-20           | Aug-20           | Sep-20           |
|------------------------------------|------------------|------------------|------------------|
| Standard (Adult/Youth /Low Income) | 4,128,751        | 4,157,868        | 4,173,735        |
| Campus                             | 541,377          | 545,487          | 551,842          |
| RRFP (Disabled/Senior)             | 377,387          | 377,635          | 378,095          |
| KC Employee ORCA ID                | 33,761           | 33,761           | 34,761           |
| <b>Total</b>                       | <b>5,081,276</b> | <b>5,114,751</b> | <b>5,138,433</b> |

| Cards In Use | Jul-20        | Aug-20         | Sep-20        |
|--------------|---------------|----------------|---------------|
| <b>Total</b> | <b>82,996</b> | <b>102,053</b> | <b>86,769</b> |

| % of Issued Cards in Use | Jul-20 | Aug-20 | Sep-20 |
|--------------------------|--------|--------|--------|
|                          | 1.6%   | 2.0%   | 1.7%   |





# Appendix



# Sales by Pass Product

| Pass                                           | Q3 2020           | Q3 2019             | YoY         | FY 2020             | FY 2019             | YoY         |
|------------------------------------------------|-------------------|---------------------|-------------|---------------------|---------------------|-------------|
| Everett Transit Monthly Reduced Fare Pass      | \$ -              | \$ -                | N/A         | \$ -                | \$ 63               | -100%       |
| Human Service All-Day Pass                     | \$ 10,000         | \$ -                | N/A         | \$ 10,000           | \$ -                | N/A         |
| Kitsap Transit Full Fare Pass                  | \$ 58,300         | \$ 188,850          | -69%        | \$ 222,600          | \$ 532,100          | -58%        |
| Kitsap Transit Reduced Fare Pass               | \$ 38,975         | \$ 104,425          | -63%        | \$ 135,975          | \$ 309,425          | -56%        |
| Kitsap Transit Worker/Driver Full Fare Pass    | \$ 213,206        | \$ 402,744          | -47%        | \$ 645,535          | \$ 1,189,996        | -46%        |
| Kitsap Transit Bus/Ferry Full Fare Pass        | \$ 12,936         | \$ 37,044           | -65%        | \$ 45,276           | \$ 105,644          | -57%        |
| Kitsap Transit Bus/Ferry Reduced Fare Pass     | \$ 588            | \$ 1,274            | -54%        | \$ 1,274            | \$ 4,410            | -71%        |
| Kitsap Transit Fast Ferry Full Fare Pass       | \$ 44,610         | \$ 84,840           | -47%        | \$ 123,402          | \$ 249,816          | -51%        |
| Kitsap Transit Fast Ferry Reduced Fare Pass    | \$ 1,428          | \$ 2,016            | -29%        | \$ 2,688            | \$ 5,964            | -55%        |
| Metro Annual Reduced Fare Pass                 | \$ 123,228        | \$ -                | N/A         | \$ 123,228          | \$ -                | N/A         |
| Metro Monthly Access Pass                      | \$ 37,800         | \$ 130,284          | -71%        | \$ 197,694          | \$ 379,512          | -48%        |
| Metro Monthly Vanpool Pass                     | \$ 8,217          | \$ 111,276          | -93%        | \$ 108,603          | \$ 323,730          | -66%        |
| Pierce Transit Adult Monthly Pass              | \$ 36,642         | \$ 49,104           | -25%        | \$ 84,506           | \$ 131,378          | -36%        |
| Pierce Transit Reduced Fare Monthly Pass       | \$ 1,008          | \$ 819              | 23%         | \$ 3,087            | \$ 2,205            | 40%         |
| Pierce Transit Summer Youth Pass               | \$ 396            | \$ 4,572            | -91%        | \$ 3,168            | \$ 18,324           | -83%        |
| PT Adult All-Day Pass                          | \$ 495            | \$ 2,010            | -75%        | \$ 1,265            | \$ 4,555            | -72%        |
| PT Youth/Senior/Disabled All-Day Pass          | \$ 158            | \$ 253              | -38%        | \$ 388              | \$ 598              | -35%        |
| WSF Ana-LopeAA/Shaw/Orcas/F Harbor 10-Ride     | \$ 288            | \$ 90               | 219%        | \$ 380              | \$ 90               | 321%        |
| WSF Central Sound Monthly Pass                 | \$ 321,226        | \$ 1,010,064        | -68%        | \$ 1,635,150        | \$ 3,028,567        | -46%        |
| WSF Central Sound Passenger 10-Ride            | \$ 12,478         | \$ 54,732           | -77%        | \$ 58,178           | \$ 159,537          | -64%        |
| WSF Fauntleroy-Southworth Monthly Pass         | \$ 22,478         | \$ 44,525           | -50%        | \$ 89,396           | \$ 130,991          | -32%        |
| WSF Fauntleroy-Southworth Passenger 10-Ride    | \$ 520            | \$ 1,396            | -63%        | \$ 1,889            | \$ 4,296            | -56%        |
| WSF Mukilteo-Clinton Monthly Pass              | \$ 22,885         | \$ 45,274           | -49%        | \$ 91,760           | \$ 127,767          | -28%        |
| WSF Mukilteo-Clinton Passenger 10-Ride         | \$ 681            | \$ 1,280            | -47%        | \$ 1,572            | \$ 3,676            | -57%        |
| WSF Port Townsend-Coupeville Monthly Pass      | \$ 101            | \$ -                | N/A         | \$ 101              | \$ -                | N/A         |
| WSF Port Townsend-Coupeville Passenger 20-Ride | \$ 63             | \$ 56               | 12%         | \$ 177              | \$ 112              | 58%         |
| WSF Vashon Island Monthly Pass                 | \$ 9,803          | \$ 23,321           | -58%        | \$ 44,932           | \$ 69,880           | -36%        |
| WSF Vashon Island Passenger 10-Ride            | \$ 340            | \$ 1,931            | -82%        | \$ 2,234            | \$ 5,344            | -58%        |
| <b>Total Agency Product</b>                    | <b>\$ 978,848</b> | <b>\$ 2,302,180</b> | <b>-57%</b> | <b>\$ 3,634,458</b> | <b>\$ 6,787,980</b> | <b>-46%</b> |

| Pass                  | Q3 2020             | Q3 2019              | YoY         | FY 2020              | FY 2019              | YoY         |
|-----------------------|---------------------|----------------------|-------------|----------------------|----------------------|-------------|
| PugetPass \$0.50      | \$ 1,926            | \$ 4,302             | -55%        | \$ 5,472             | \$ 11,844            | -54%        |
| PugetPass \$0.75      | \$ 1,134            | \$ 5,643             | -80%        | \$ 4,914             | \$ 16,227            | -70%        |
| PugetPass \$1.00      | \$ 157,392          | \$ 791,388           | -80%        | \$ 836,748           | \$ 2,389,896         | -65%        |
| PugetPass \$1.25      | \$ 31,410           | \$ 63,990            | -51%        | \$ 87,975            | \$ 180,855           | -51%        |
| PugetPass \$1.50      | \$ 164,646          | \$ 812,754           | -80%        | \$ 953,586           | \$ 2,520,774         | -62%        |
| PugetPass \$1.75      | \$ 11,025           | \$ 76,734            | -86%        | \$ 85,428            | \$ 249,858           | -66%        |
| PugetPass \$2.00      | \$ 113,256          | \$ 262,296           | -57%        | \$ 350,784           | \$ 695,880           | -50%        |
| PugetPass \$2.25      | \$ 35,721           | \$ 169,857           | -79%        | \$ 188,163           | \$ 497,664           | -62%        |
| PugetPass \$2.50      | \$ 106,920          | \$ 310,680           | -66%        | \$ 383,490           | \$ 935,010           | -59%        |
| PugetPass \$2.75      | \$ 584,298          | \$ 5,942,574         | -90%        | \$ 6,215,978         | \$ 17,335,593        | -64%        |
| PugetPass \$3.00      | \$ 48,492           | \$ 296,676           | -84%        | \$ 341,604           | \$ 909,576           | -62%        |
| PugetPass \$3.25      | \$ 217,152          | \$ 404,937           | -46%        | \$ 586,638           | \$ 1,305,252         | -55%        |
| PugetPass \$3.50      | \$ 15,750           | \$ 83,412            | -81%        | \$ 86,436            | \$ 261,450           | -67%        |
| PugetPass \$3.75      | \$ 115,695          | \$ 759,915           | -85%        | \$ 811,215           | \$ 2,245,995         | -64%        |
| PugetPass \$4.00      | \$ 21,024           | \$ 212,112           | -90%        | \$ 204,192           | \$ 639,072           | -68%        |
| PugetPass \$4.25      | \$ 94,401           | \$ 658,359           | -86%        | \$ 700,434           | \$ 1,919,538         | -64%        |
| PugetPass \$4.50      | \$ 8,262            | \$ 79,218            | -90%        | \$ 75,492            | \$ 233,442           | -68%        |
| PugetPass \$4.75      | \$ 25,821           | \$ 209,646           | -88%        | \$ 227,088           | \$ 620,730           | -63%        |
| PugetPass \$5.00      | \$ 8,280            | \$ 92,520            | -91%        | \$ 96,300            | \$ 272,700           | -65%        |
| PugetPass \$5.25      | \$ 10,395           | \$ 103,383           | -90%        | \$ 102,816           | \$ 307,125           | -67%        |
| PugetPass \$5.50      | \$ 8,316            | \$ 72,468            | -89%        | \$ 78,804            | \$ 224,730           | -65%        |
| PugetPass \$5.75      | \$ 7,866            | \$ 101,430           | -92%        | \$ 98,946            | \$ 291,456           | -66%        |
| PugetPass \$10.00     | \$ -                | \$ 4,320             | -100%       | \$ 1,440             | \$ 13,320            | -89%        |
| <b>Total Regional</b> | <b>\$ 1,789,182</b> | <b>\$ 11,518,614</b> | <b>-84%</b> | <b>\$ 12,523,943</b> | <b>\$ 34,077,987</b> | <b>-63%</b> |

| Pass                           | Q3 2020             | Q3 2019              | YoY         | FY 2020              | FY 2019               | YoY         |
|--------------------------------|---------------------|----------------------|-------------|----------------------|-----------------------|-------------|
| *Business Passport             | \$ 5,234,049        | \$ 35,693,065        | -85%        | \$ 66,533,323        | \$ 108,909,406        | -39%        |
| <b>Total Business Passport</b> | <b>\$ 5,234,049</b> | <b>\$ 35,693,065</b> | <b>-85%</b> | <b>\$ 66,533,323</b> | <b>\$ 108,909,406</b> | <b>-39%</b> |

| Pass                     | Q3 2020          | Q3 2019           | YoY         | FY 2020          | FY 2019           | YoY         |
|--------------------------|------------------|-------------------|-------------|------------------|-------------------|-------------|
| All-Day PugetPass \$1.75 | \$ 748           | \$ 6,388          | -88%        | \$ 4,944         | \$ 14,632         | -66%        |
| All-Day PugetPass \$3.50 | \$ 11,064        | \$ 138,976        | -92%        | \$ 57,912        | \$ 326,944        | -82%        |
| <b>Total Day Pass</b>    | <b>\$ 11,812</b> | <b>\$ 145,364</b> | <b>-92%</b> | <b>\$ 62,856</b> | <b>\$ 341,576</b> | <b>-82%</b> |

\***Business Passport** – 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.

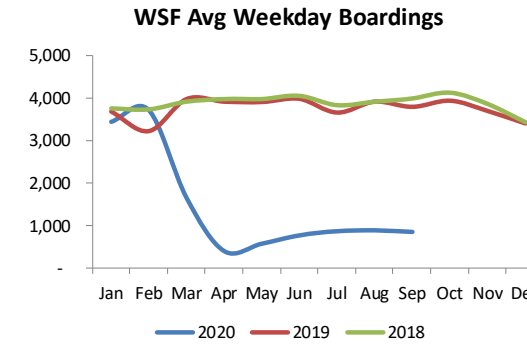
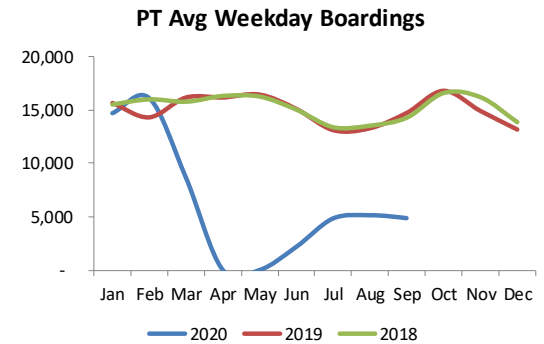
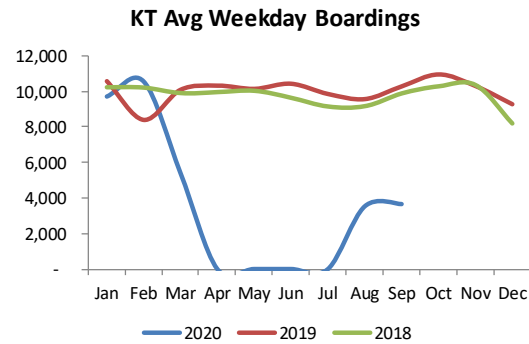
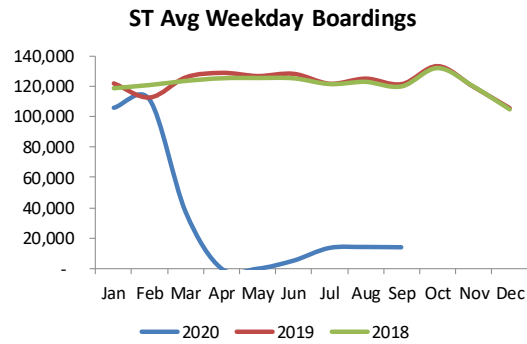
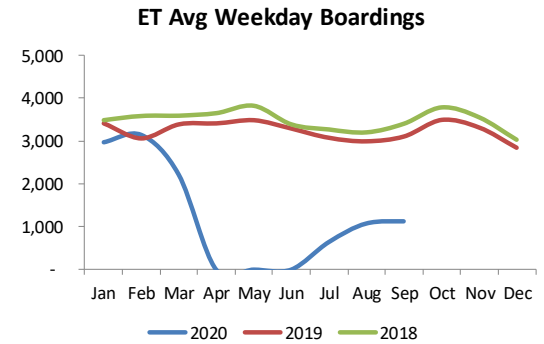
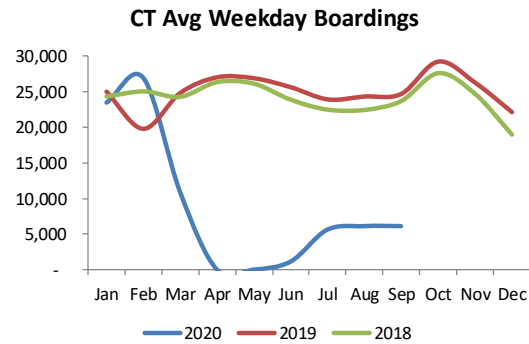
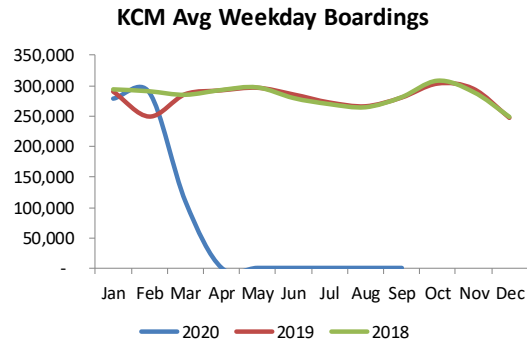


## Sales at Customer Service Terminal Locations

| CST Location       | Q3 2020           | Q3 2019             | Growth      | % of Total CST Sales | FY 2020             | FY 2019             | Growth      | % of Total CST Sales |
|--------------------|-------------------|---------------------|-------------|----------------------|---------------------|---------------------|-------------|----------------------|
| KT – Bremerton     | \$ 184,063        | \$ 412,018          | -55%        | 36%                  | \$ 558,685          | \$ 1,217,265        | -54%        | 28%                  |
| CT Ride Store      | \$ 139,061        | \$ 379,703          | -63%        | 27%                  | \$ 425,527          | \$ 1,066,897        | -60%        | 21%                  |
| PT - Tacoma Dome   | \$ 56,560         | \$ 184,601          | -69%        | 11%                  | \$ 205,463          | \$ 531,073          | -61%        | 10%                  |
| ET – Everett       | \$ 49,278         | \$ 172,778          | -71%        | 10%                  | \$ 163,920          | \$ 497,607          | -67%        | 8%                   |
| KCM – King Street  | \$ 47,154         | \$ 619,391          | -92%        | 9%                   | \$ 531,404          | \$ 1,655,171        | -68%        | 26%                  |
| ORCA – Mail Center | \$ 32,519         | \$ 84,765           | -62%        | 6%                   | \$ 133,626          | \$ 244,143          | -45%        | 7%                   |
| ST – Union Station | \$ 1,735          | \$ 6,211            | -72%        | 0%                   | \$ 11,263           | \$ 15,670           | -28%        | 1%                   |
| <b>Total</b>       | <b>\$ 510,371</b> | <b>\$ 1,859,468</b> | <b>-73%</b> |                      | <b>\$ 2,029,888</b> | <b>\$ 5,388,860</b> | <b>-62%</b> |                      |



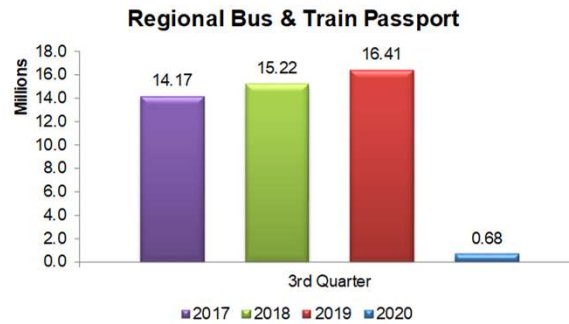
# Average Weekday ORCA Boardings by Month (Agency)



\*February 2019 impacted by weather  
 \*March 2020 impacted by COVID-19

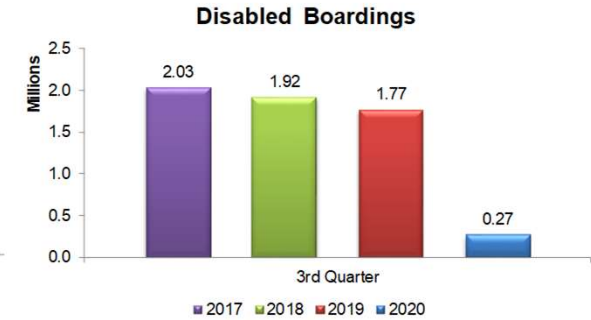
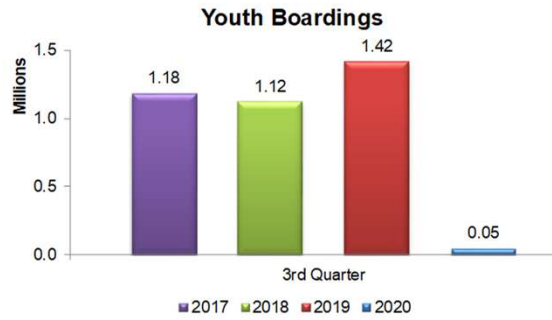
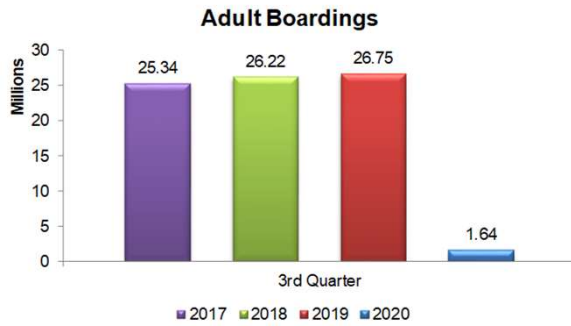


# Historical Q3 ORCA Boardings by Product Type





# Historical Q3 ORCA Boardings by Passenger Type





# Overview of Customer Activity & Contacts

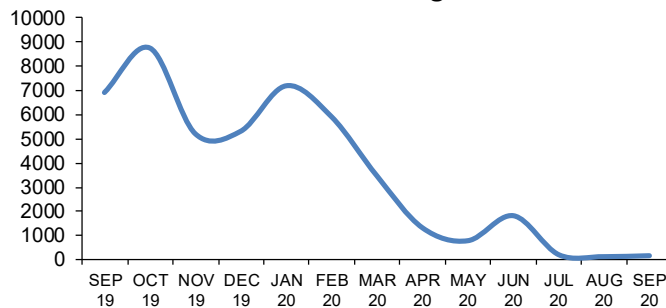
| Measure                                                     | Jul-20     | Aug-20     | Sep-20     |
|-------------------------------------------------------------|------------|------------|------------|
| <b>Transaction Volume:</b>                                  |            |            |            |
| Total Number of Fare Transactions/Boardings on All Services | 684,941    | 782,244    | 772,112    |
| Number of Cards in Use                                      | 82,996     | 102,053    | 86,769     |
| <b>Autoload Activity:</b>                                   |            |            |            |
| Number of Autoload Transactions                             | 2,479      | 2,759      | 2,589      |
| Amount of Autoload Transactions                             | \$ 120,940 | \$ 128,709 | \$ 131,516 |
| <b>Cardholder Website Traffic:</b>                          |            |            |            |
| Number of "My ORCA" Accounts Established <sup>[3]</sup>     | 1,352,033  | 1,354,167  | 1,356,795  |
| Number of Cardholder Transactions Per Month                 | 5,230      | 5,801      | 7,246      |
| <b>Customer Contact:</b>                                    |            |            |            |
| ORCA Regional Call Center Calls Received                    | 210        | 129        | 163        |
| <b>Email Volume:</b>                                        |            |            |            |
| ORCA Regional Emails Received                               | 612        | 409        | 660        |
| <b>Business Accounts:</b>                                   |            |            |            |
| Active Business Accounts                                    | 2,300      | 2,248      | 2,194      |

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

<sup>2</sup> **Visits** – Number of visits made by all visitors – includes "unique" visitors.

<sup>3</sup> **Number of My ORCA Accounts Established** – Cumulative number of "My ORCA" Accounts established since April 2009.

**Calls Received - Rolling 13 Months**



**Email Volume - Rolling 13 Months**

