

January - March 2015

Joint Board Program Management Report

1st Quarter - 2015



TABLE OF CONTENTS

Report Purpose	1
Key Activities – Reporting Period	1
Customer Service Equipment & Facilities	3
Overview of Customer Activity & Contacts	4
System Operations Performance Data	6
a) System Operations - Sales by Fare Product Type and Sales Channel/Location	6
b) System Operations – Retailer Report	12
c) System Operations - Ridership Transactions/Boardings	13
d) System Operations – Cards in Circulation and in Use by Type	17
Promoting ORCA	18
Data Sources	20
Acronyms	20



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.

1st Quarter Key Activities

January

- Pierce Transit is the Lead Agency for Hagggen's, which is in the process of acquiring five Safeway locations that sell ORCA cards in the region.
- Kitsap Transit held its annual Project Connect event utilizing the ORCA TO-Go sales van to provide a full range of ORCA card sales and services for all ORCA card types.
- King County launched a new Puget Sound Trip Planner app available for use on iPhones and Android mobile devices. The app is free, and is ready for download at both the apple and google app stores.

February

- Pierce Transit staff attended an open house at a senior facility in Puyallup that had loaded almost 100 senior ORCA cards in previous months. At that time an additional eight senior cards were issued to residents.
- Pierce Transit staff also reached out to residents at a new facility. Staff issued nine ORCA senior cards to residents, and gave them a presentation on a new route near the facility, instructions on how to use the ORCA card and information about ORCA card benefits.
- Pierce Transit staff trained volunteer nurses (from Pacific Lutheran University) at a senior facility on how to use the ORCA card so they could assist seniors in their daily travels.
- Kitsap Transit implemented a Worker/Driver program marketing campaign to create a new brand identity and to increase ridership. About 95% of Worker/Driver riders are federal employees riding free with a Federal Transportation Incentive Program Pass loaded on an ORCA card. Brand identity pieces included a new logo and print materials specific to the program, and new bus graphics for the coaches. The campaign introduced Captain Kitsap who saves commuters parking hassle, gas money and precious time. Captain Kitsap starred in mixed live-action and animation TV spots and in print and on-line advertising. Ridership in the Worker/Driver program increased steadily throughout the campaign

1st Quarter Key Activities Continued

March

- Pierce Transit assisted a group of 7th grade students and their teachers, who were taking their annual mass transit field trip. Teachers were given loaded ORCA cards and students were provided with PT One Ride tickets. Students learned about getting around town on public transit, including learning about fares, selecting routes, and making connections. Each student planned his or her own trip, using several Pierce Transit local routes, and Sound Transit's Link service.
- Kitsap Transit participated in a senior event with the ORCA To-Go sales van to offer senior and disabled RRFP card sales and services.
- KCM introduced a fare increase on March 1st as well as its new ORCA LIFT low income program. All Autoload customers were contacted by email with instructions how to move their Autoload to a new PugetPass denomination.
- King County Metro introduced the ORCA Lift low income program on March 1st. As of March 31st, people were registered toward the 45,000 registrant goal by the end of the year. Over 40 organizations throughout the county were open to register and distribute ORCA LIFT cards. Metro staff were busy January - March taking portable CST's out to 30 community events to inform the public about the new LIFT program and to issue LIFT cards. By the end of March nearly 75,000 trips were taken by customers with LIFT cards.
- KCM had 16 ORCA To-Go events at high schools, colleges, hospitals, and community centers.



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, 2015.

ORCA Resource	In Service	
Active Buses with On Board Equipment		
o CT		227
o ET		46
o KCM		1,550
o KT		114
o PT		155
o ST		243
Total		2,335
Portable Fare Transaction Processors		
o CT		6
o KCM		109
o KT Ferry		8
o Link		24
o Sounder		8
o WSF		37
Total		192
Stand Alone Fare Transaction Processors		
o Sounder (ST)		75
o Link (ST)		86
o <i>Swift</i> (CT)		64
o Rapid Ride (KCM)		150
Total		375
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	January	February	March
Transaction Volume:			
Total Number of Fare Transactions/Boardings on All Services	9,722,546	9,264,833	10,096,645
Number of Cards in Use	389,338	383,240	401,494
Autoload Activity:			
Number of Autoload Transactions	17,217	16,603	19,106
Amount of Autoload Transactions	\$668,076	\$650,861	\$701,394
Cardholder Website Traffic:			
Unique Visitors ¹	69,038	62,985	75,352
Visits ²	148,527	134,674	162,584
Number of "My ORCA" Accounts Established ³	643,825	651,677	662,015
Number of Cardholder Transactions Per Month	31,805	28,612	33,273
Customer Contact:			
ORCA Regional Call Center Calls Received	7,426	7,707	8,696
Email Volume:			
ORCA Regional Emails Received	1,187	1,135	1,233
Business Accounts:			
Active Business Accounts	1,897	1,919	1,928

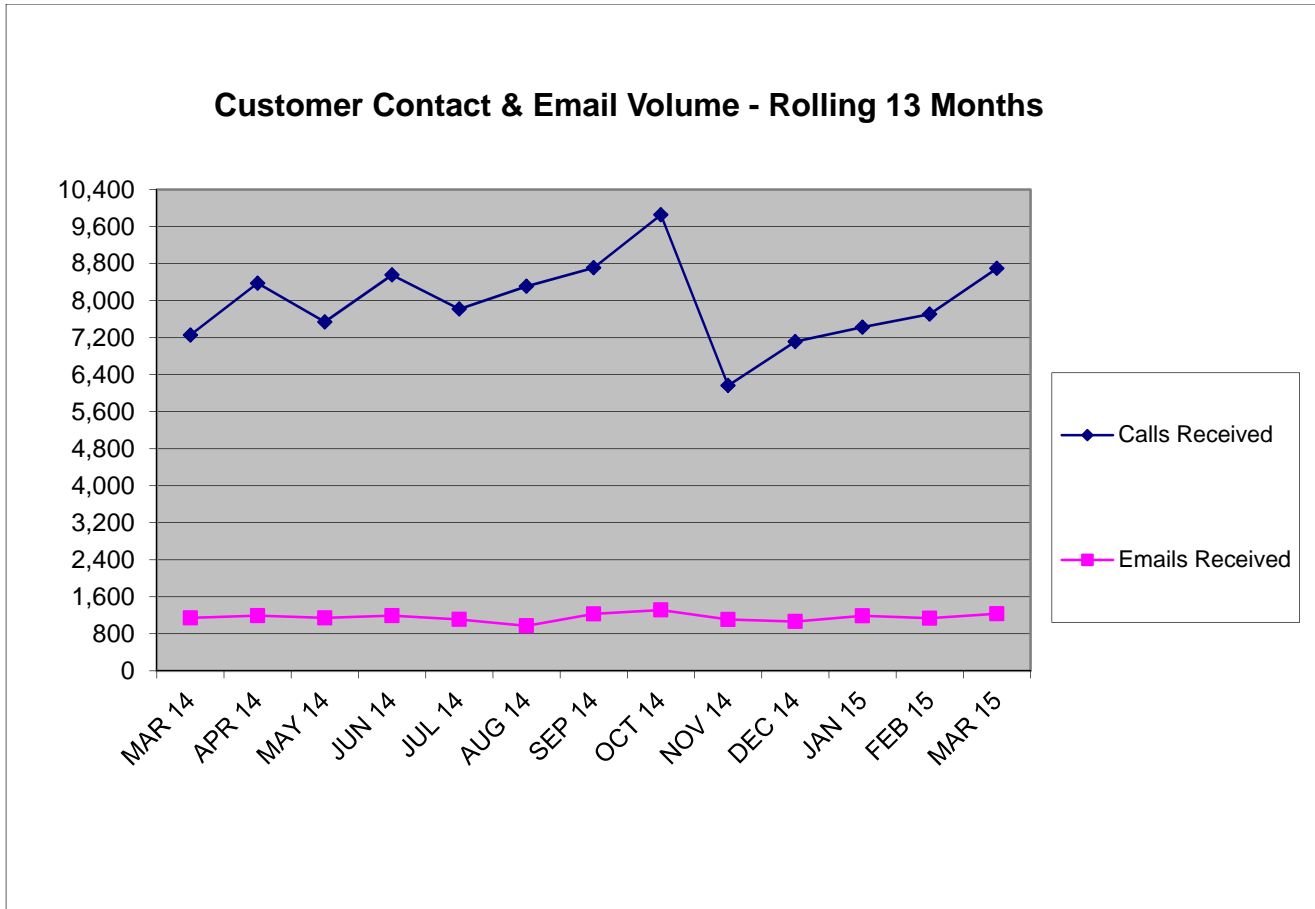
¹ **Unique Visitors** – A unique visitor is defined as an individual who has made at least one hit on one page of the web site during the current reporting period.

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.



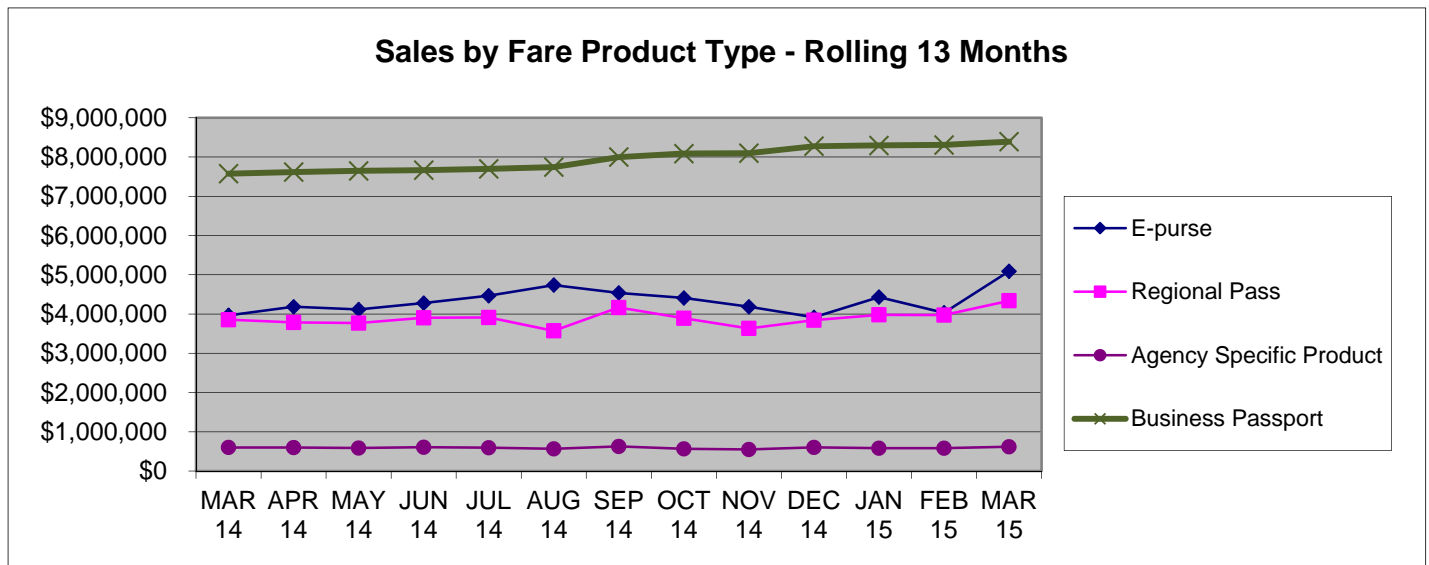
System Operations Performance Data

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	January	February	March	Total	% of Total Sales
Business Passport ¹	\$8,293,675	\$8,305,941	\$8,388,382	\$24,987,998	48%
E-purse	\$4,431,503	\$4,032,002	\$5,089,613	\$13,553,118	26%
Regional Pass	\$3,980,610	\$3,973,608	\$4,338,018	\$12,292,236	23%
Agency Product	\$582,107	\$582,351	\$618,646	\$1,783,104	3%
Total	\$17,287,895	\$16,893,902	\$18,434,659	\$52,616,456	100%

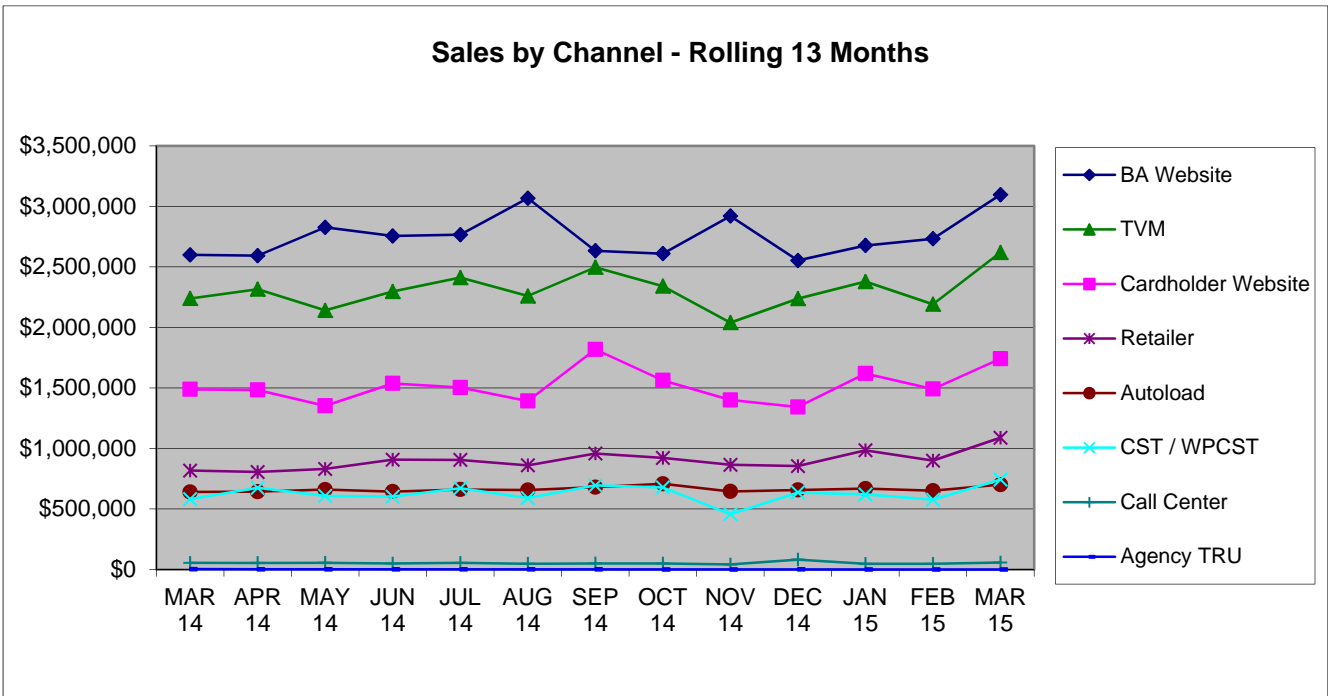


¹ Business Passport revenue includes both Regional and Agency Passport products and the monthly apportioned revenue equals 1/12th of the transit portion of the annual contract amounts.

ii) Sales by Channel

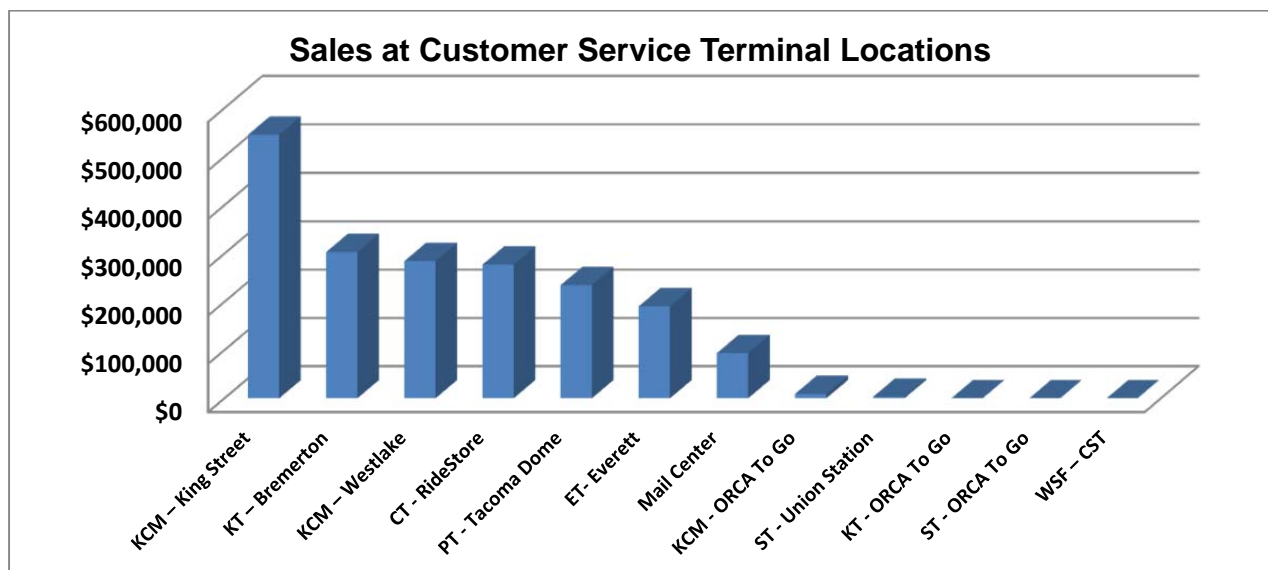
Sales Channel	January	February	March	Total	% of Total Sales
BA Website	\$2,676,720	\$2,732,051	\$3,096,159	\$8,504,930	30%
TVM	\$2,378,326	\$2,191,278	\$2,618,936	\$7,188,540	26%
Cardholder Website	\$1,618,993	\$1,490,644	\$1,741,589	\$4,851,226	17%
Retailer	\$984,412	\$899,129	\$1,088,269	\$2,971,810	11%
Autoload	\$668,076	\$650,861	\$701,394	\$2,020,331	7%
CST / WPCST	\$620,626	\$576,973	\$742,798	\$1,940,397	7%
Call Center	\$46,812	\$46,965	\$57,102	\$150,879	1%
Agency TRU	\$255	\$60	\$30	\$345	1%
Total	\$8,994,220	\$8,587,961	\$10,046,277	\$27,628,458	100%

Sales by Channel - Rolling 13 Months



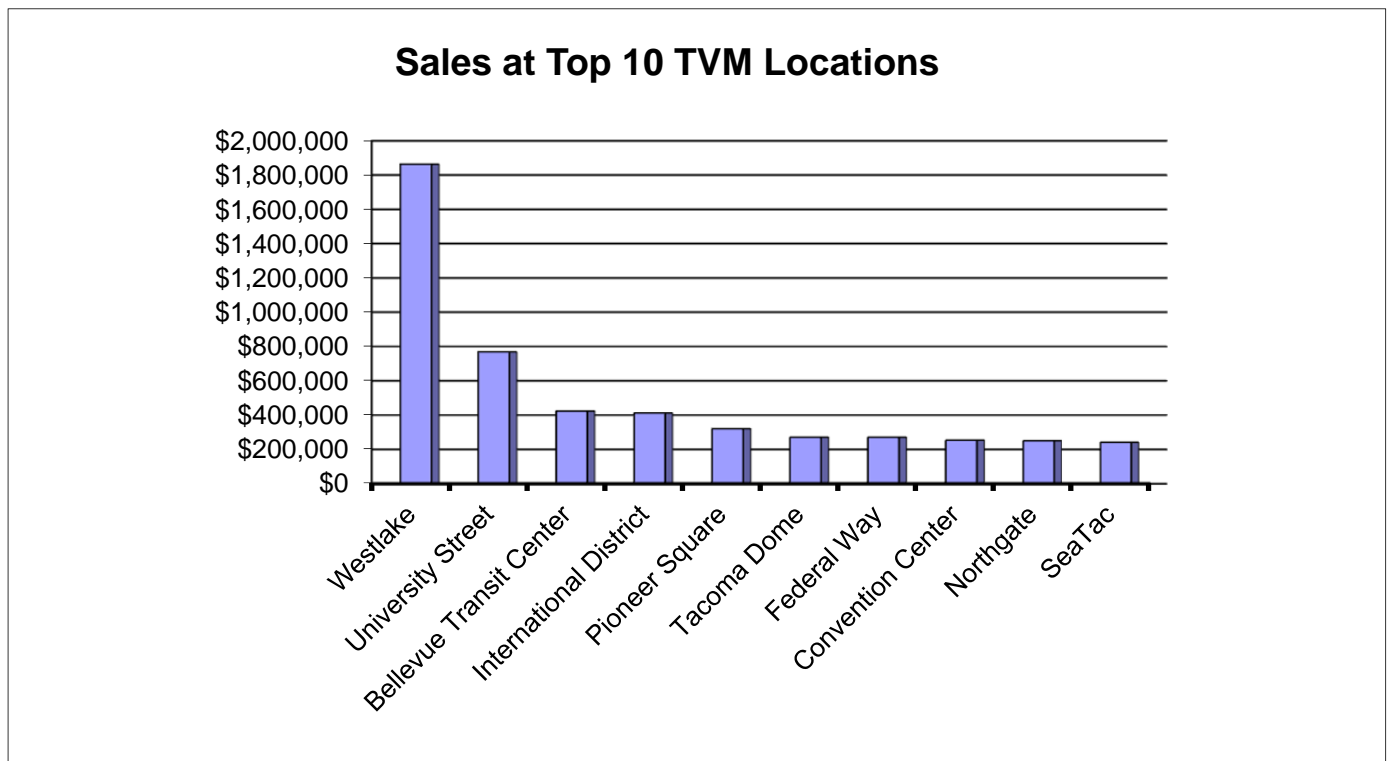
iii) Sales at Customer Service Terminal Locations

CST Location	January	February	March	Total	% of Total CST Sales	Compared to last Qtr.
KCM – King Street	\$168,959	\$145,887	\$229,997	\$544,843	28%	↑
KT - Bremerton	\$103,681	\$88,995	\$110,366	\$303,042	15%	↑
KCM – Westlake	\$83,333	\$84,651	\$116,220	\$284,204	14%	↑
CT – Ride Store	\$89,440	\$85,622	\$101,944	\$277,006	14%	↑
PT – Tacoma Dome	\$85,105	\$75,887	\$73,429	\$234,421	12%	↑
ET - Everett	\$61,718	\$60,538	\$68,467	\$190,723	9%	↑
Mail Center	\$27,710	\$30,476	\$35,480	\$93,666	5%	↑
KCM – ORCA To Go	\$0	\$3,904	\$5,244	\$9,148	1%	↓
ST – Union Station	\$634	\$937	\$1,651	\$3,222	1%	↑
KT – ORCA To Go	\$46	\$76	\$0	\$122	1%	↓
ST – ORCA To Go	\$0	\$0	\$0	\$0	0%	N/A
WSF - CST	\$0	\$0	\$0	\$0	0%	N/A
Total	\$620,626	\$576,973	\$742,798	\$1,940,397	100%	↑



iv) Sales at Top 10 Ticket Vending Machine Sites

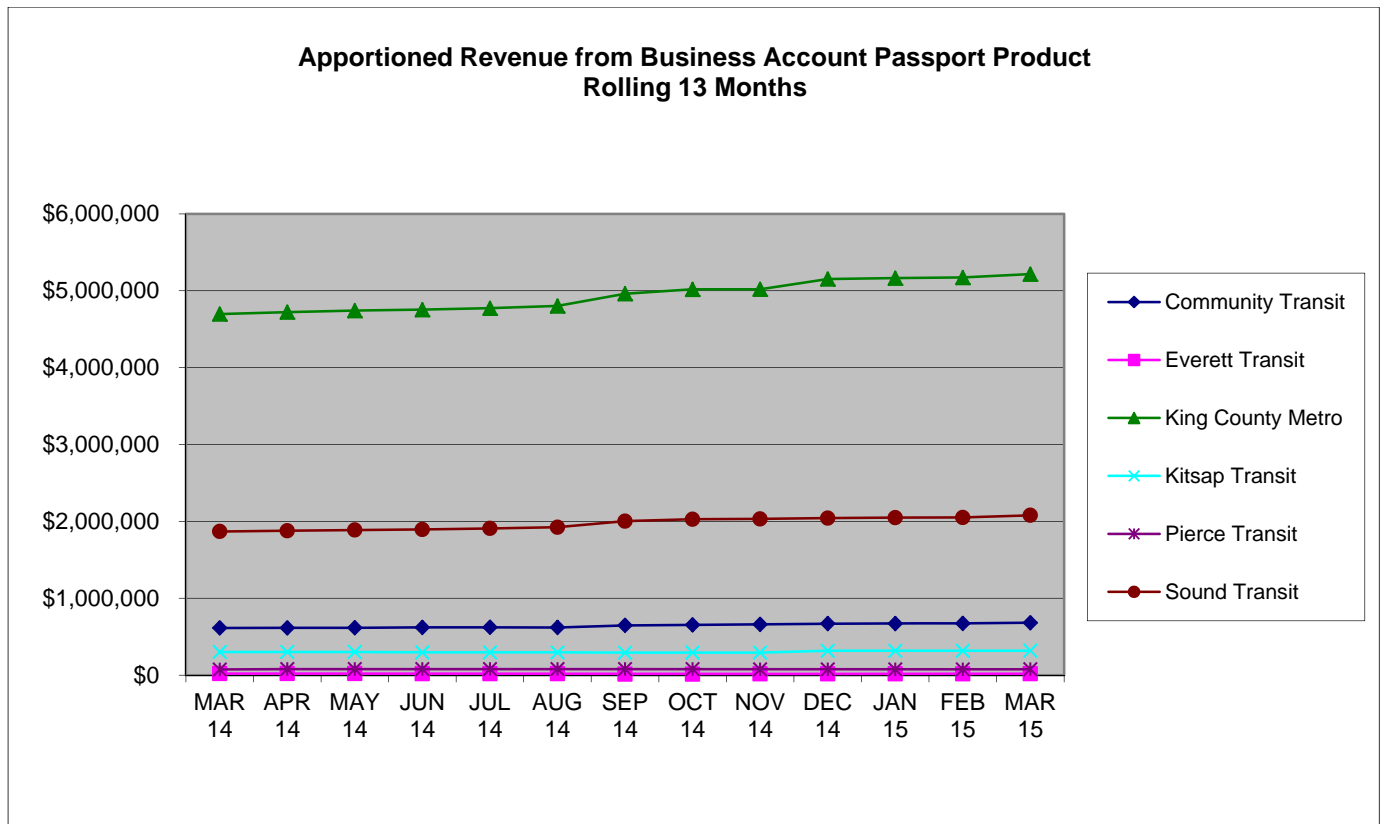
Rank	TVM Location	January	February	March	Total	% of Total TVM Sales ¹	Compared to last Qtr.
1	Westlake Station	\$615,738	\$579,999	\$667,629	\$1,863,366	26%	↑
2	University Street Station	\$246,976	\$237,462	\$284,273	\$768,711	11%	↑
3	Bellevue Transit Center	\$142,381	\$127,939	\$153,000	\$423,320	6%	↑
4	International District	\$135,141	\$120,840	\$156,330	\$412,311	6%	↑
5	Pioneer Square Station	\$104,053	\$97,596	\$119,587	\$321,236	5%	↑
6	Tacoma Dome Station	\$90,874	\$84,842	\$95,239	\$270,955	4%	↑
7	Federal Way Transit Ctr	\$88,423	\$75,259	\$107,243	\$270,925	4%	↑
8	Convention Center	\$79,029	\$76,726	\$98,055	\$253,810	4%	↑
9	Northgate Transit Ctr	\$84,395	\$74,871	\$91,060	\$250,326	4%	↑
10	SeaTac Airport	\$79,528	\$72,453	\$89,017	\$240,998	3%	↑
	Total	\$1,666,538	\$1,547,987	\$1,861,433	\$5,075,958	73%	↑



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	January	February	March	Total
Community Transit	\$670,950	\$672,788	\$681,160	\$2,024,898
Everett Transit	\$16,835	\$16,830	\$17,866	\$51,531
King County Metro	\$5,164,748	\$5,173,249	\$5,216,703	\$15,554,700
Kitsap Transit	\$317,020	\$317,107	\$317,778	\$951,905
Pierce Transit	\$75,320	\$75,521	\$76,111	\$226,952
Sound Transit	\$2,048,802	\$2,050,446	\$2,078,764	\$6,178,012
Total	\$8,293,675	\$8,305,941	\$8,388,382	\$24,987,998





vi) Revenue by Pass Product

PASS	January	February	March
Everett Transit Monthly Reduced Fare Pass	\$729	\$693	\$792
Kitsap Transit Full Fare Pass	\$39,150	\$37,350	\$39,450
Kitsap Transit Reduced Fare Pass	\$46,775	\$44,600	\$46,375
Kitsap Transit Worker/Driver Full Fare Pass	\$4,425	\$3,600	\$3,525
Metro Monthly Access Pass	\$33,570	\$38,079	\$47,628
Metro Monthly Vanpool Pass 1 Zone	\$35,820	\$40,275	\$44,352
Metro Monthly Vanpool Pass 2 Zone	\$41,148	\$40,932	\$43,524
Pierce Transit Summer Youth Pass	\$0	\$0	\$0
Pierce Transit Adult All-Day Pass	\$700	\$240	\$425
Pierce Transit Youth/Senior/Disabled All-Day Pass	\$27	\$30	\$33
PugetPass \$0.50	\$342	\$342	\$468
PugetPass \$0.75	\$278,640	\$189,648	\$93,339
PugetPass \$1.00	\$19,476	\$129,708	\$266,652
PugetPass \$1.25	\$88,560	\$58,275	\$23,220
PugetPass \$1.50	\$32,508	\$60,264	\$178,470
PugetPass \$1.75	\$5,481	\$8,442	\$9,198
PugetPass \$2.00	\$194,976	\$176,328	\$184,968
PugetPass \$2.25	\$262,683	\$173,259	\$88,533
PugetPass \$2.50	\$1,582,470	\$962,010	\$683,820
PugetPass \$2.75	\$118,800	\$787,743	\$1,289,079
PugetPass \$3.00	\$551,556	\$284,364	\$198,072
PugetPass \$3.25	\$22,932	\$330,993	\$456,885
PugetPass \$3.50	\$369,684	\$357,714	\$373,338
PugetPass \$3.75	\$60,075	\$77,355	\$96,525
PugetPass \$4.00	\$215,568	\$193,104	\$199,296
PugetPass \$4.25	\$76,959	\$81,855	\$87,516
PugetPass \$4.50	\$22,518	\$26,568	\$25,920
PugetPass \$4.75	\$34,029	\$32,148	\$35,055
PugetPass \$5.00	\$5,760	\$7,560	\$7,560
PugetPass \$5.25	\$33,831	\$31,374	\$35,154
PugetPass \$5.50	\$3,762	\$4,554	\$4,950
Business Passport ¹	\$8,293,675	\$8,305,941	\$8,388,382
WSF Anacortes/San Juan Islands Passenger 10 Ride	\$0	\$0	\$255
WSF Central Sound Monthly Pass	\$333,130	\$332,614	\$340,870
WSF Central Sound Passenger 10 Ride	\$9,611	\$8,449	\$12,513
WSF Fauntleroy – Southworth Monthly Pass	\$13,655	\$12,605	\$14,867
WSF Fauntleroy – Southworth Passenger 10 Ride	\$101	\$303	\$151
WSF Mukilteo – Clinton Monthly Pass	\$14,753	\$14,691	\$15,189
WSF Mukilteo – Clinton Passenger 10 Ride	\$467	\$156	\$272
WSF Port Townsend – Coupeville Monthly Pass	\$0	\$0	\$0
WSF Port Townsend – Coupeville Passenger 20 Ride	\$0	\$0	\$0
WSF Vashon Island Monthly Pass	\$7,751	\$7,481	\$8,088
WSF Vashon Island Passenger 10 Ride	\$295	\$253	\$337
Grand Total	\$12,856,392	\$12,861,900	\$13,345,046

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	Q4 2014	Q1 2015	Q1 2015 # of Locations
Bartell Drugs	\$267,439	\$303,496	1
QFC	\$892,511	\$982,243	44
Roger's Market Place	\$20,920	\$19,865	1
Saar's MarketPlace	\$195,967	\$229,662	7
Safeway	\$1,250,517	\$1,410,847	68
Food Market/Thriftway	\$33,622	\$38,720	2
Total	\$2,660,976	\$2,984,833	123

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	\$303,496	10%
2	Saar's MarketPlace, Lakewood	\$131,504	4%
3	QFC, Seattle - Broadway Market	\$86,158	3%
4	QFC, Seattle - Harvard Market	\$75,543	2%
5	Safeway, Seattle – NW Market	\$67,000	2%
6	Safeway, Seattle – Greenwood Ave	\$56,776	2%
7	Safeway, Seattle – Brooklyn NE	\$54,685	2%
8	QFC, Seattle – University Village	\$54,392	2%
9	Safeway – Bainbridge Island	\$53,152	2%
10	QFC, Seattle – Wallingford	\$52,089	2%
	Total	\$934,795	31%

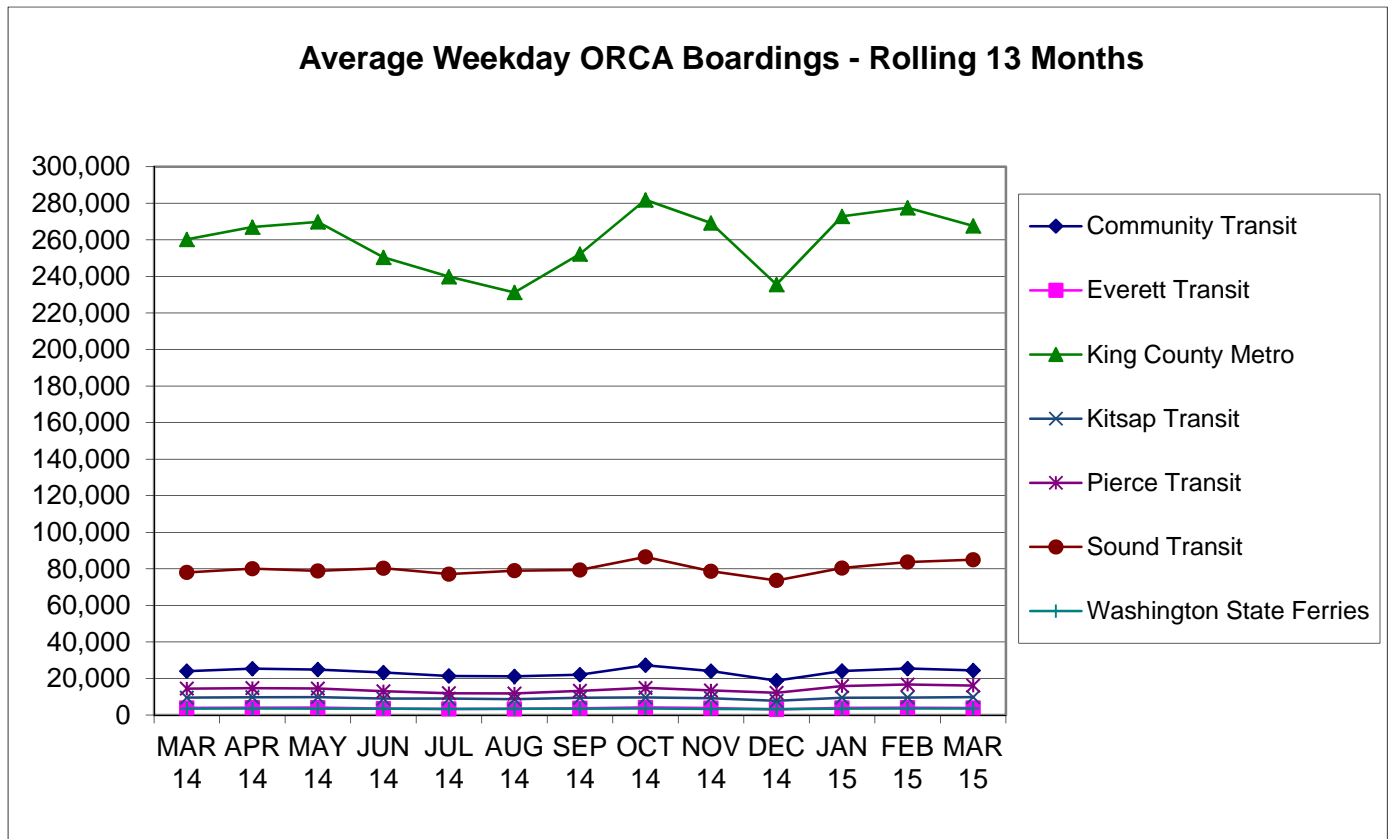
¹ The percentage is calculated based on the total sales at 123 Retailer locations.

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.

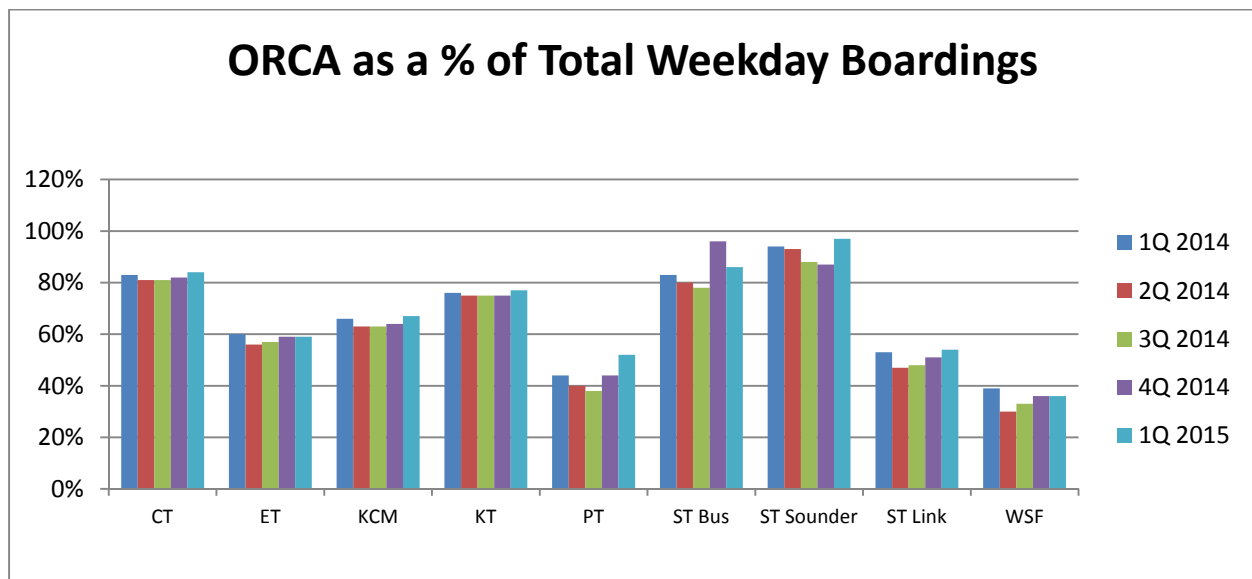
i) Average Weekday ORCA Boardings by Month

Agency	January	February	March
Community Transit	24,124	25,480	24,417
Everett Transit	3,967	4,082	3,924
King County Metro	272,809	277,542	267,619
Kitsap Transit	9,511	9,620	9,801
Pierce Transit	15,919	16,749	16,177
Sound Transit	80,458	83,709	85,009
Washington State Ferries	3,507	3,590	3,636
Total	410,295	420,772	410,583



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

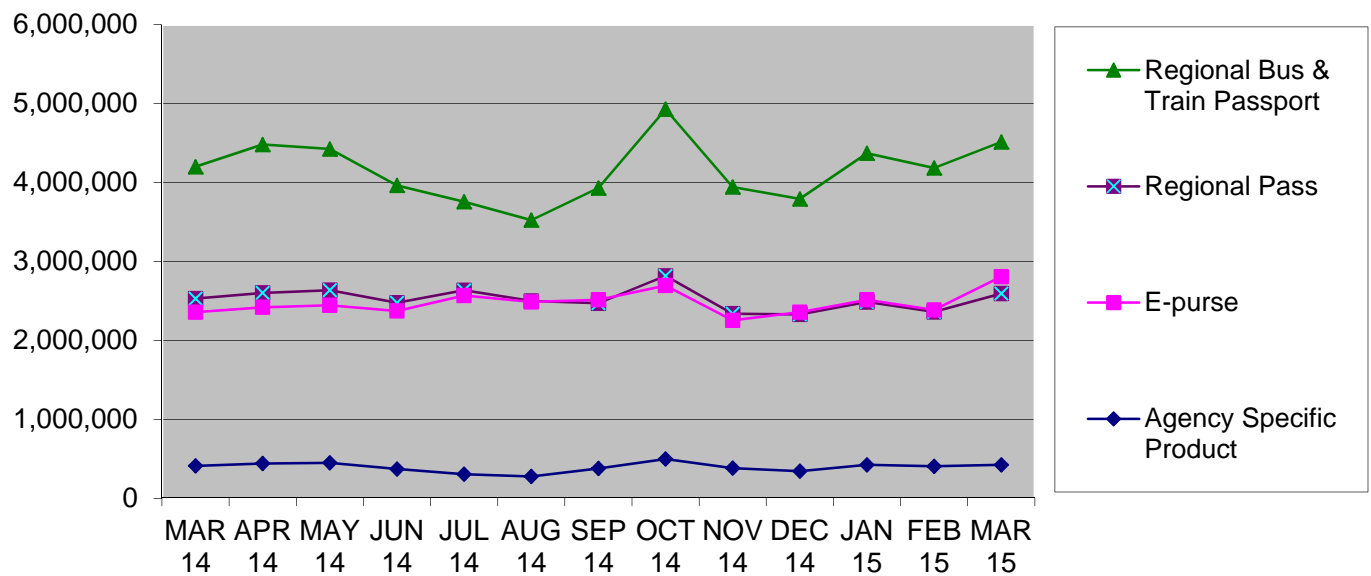
Agency	Average Weekday ORCA Boardings March	Average Weekday Total Boardings (ORCA & Non-ORCA) March	ORCA as a % of Total Weekday Boardings March
Community Transit	24,417	29,191	84%
Everett Transit	3,924	6,692	59%
King County Metro	267,619	401,000	67%
Kitsap Transit	9,801	12,759	77%
Pierce Transit	16,177	30,982	52%
Sound Transit Bus	52,424	60,785	86%
Sound Transit Sounder	13,111	13,464	97%
Sound Transit Link	19,474	36,266	54%
Washington State Ferries	3,636	10,175	36%
Total	410,583	601,333	



iii) ORCA Boardings by Product Type

Boardings	January	February	March	Total	% of Total Boardings
Regional Bus & Train Passport	4,370,800	4,184,730	4,513,398	13,068,928	45%
Regional Pass	2,487,425	2,361,729	2,594,017	7,443,171	25%
E-purse	2,514,776	2,385,701	2,807,099	7,707,576	26%
Agency Specific Product	424,882	406,280	424,622	1,255,784	4%
Total¹	9,797,883	9,338,440	10,339,136	29,475,459	100%

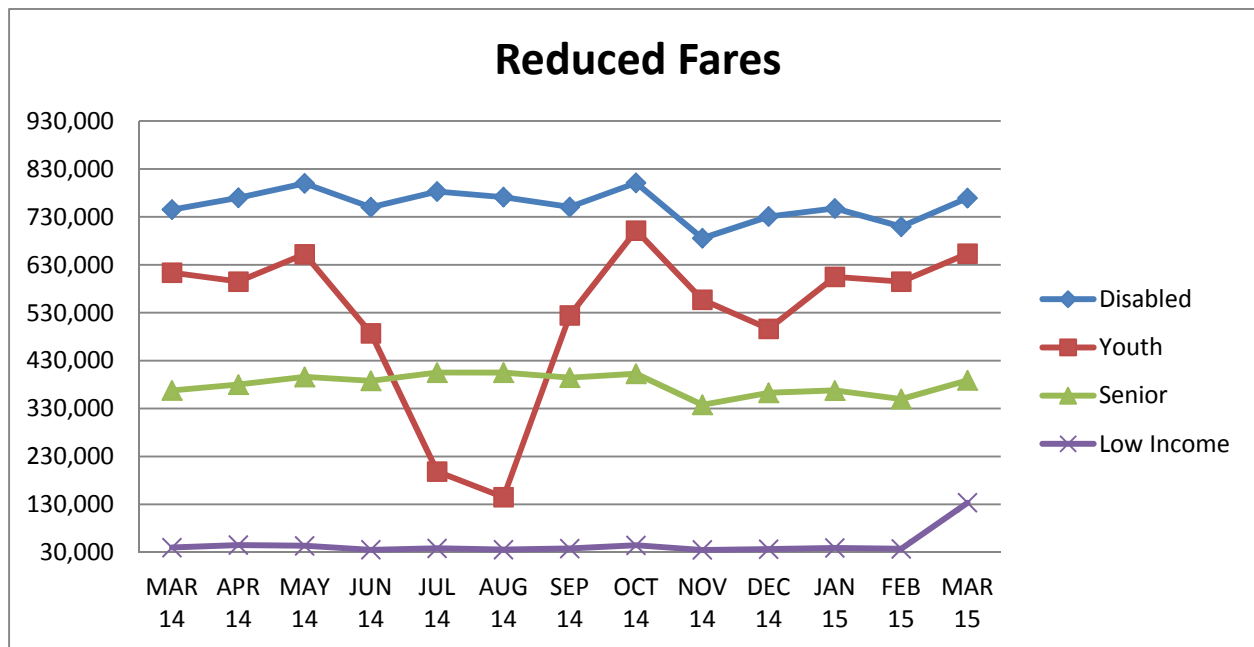
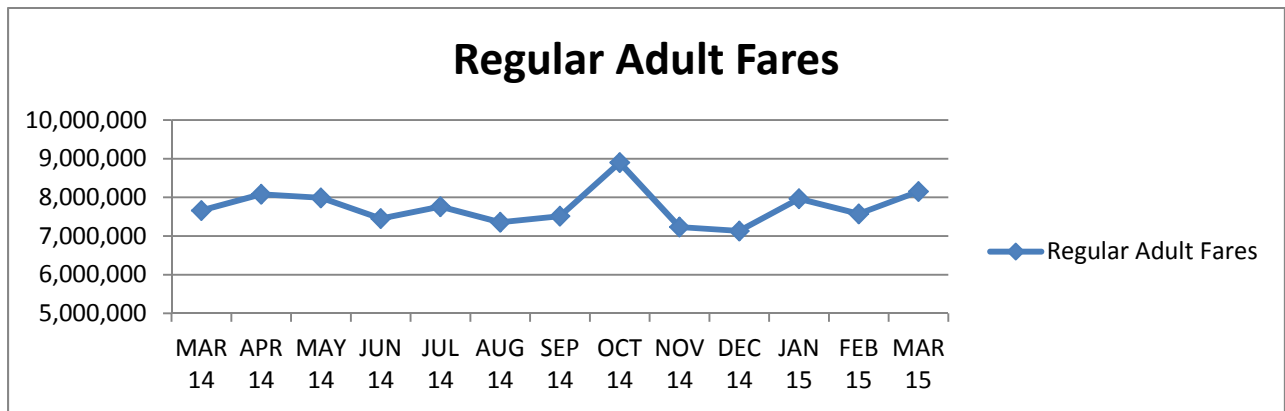
ORCA Boardings by Product Type - Rolling 13 Months



¹ A single boarding may include multiple product types.

iv) ORCA Boardings by Passenger Type

Passenger Type	January	February	March	Total	% of Total
Adult	7,964,507	7,574,037	8,152,144	23,690,688	81%
Disabled	747,644	709,585	769,436	2,226,665	8%
Youth	605,004	594,929	653,327	1,853,260	6%
Senior	367,675	349,807	388,827	1,106,309	4%
Low Income	38,942	37,189	133,473	209,604	1%
Total	9,723,772	9,265,547	10,097,207	29,086,526	100%

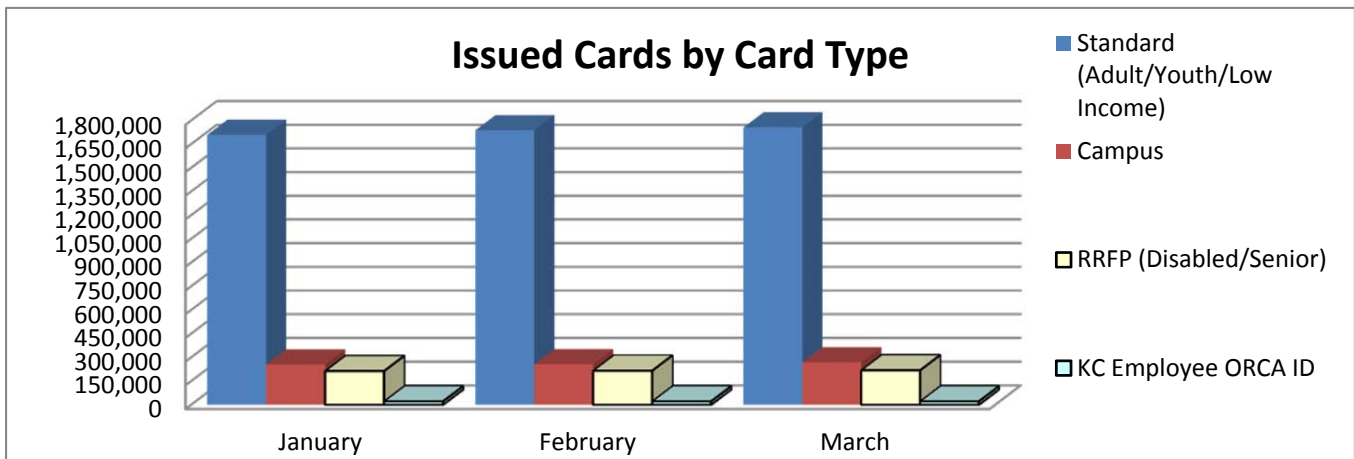


d) System Operations – ORCA Cards in Circulation and in Use by Type

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.

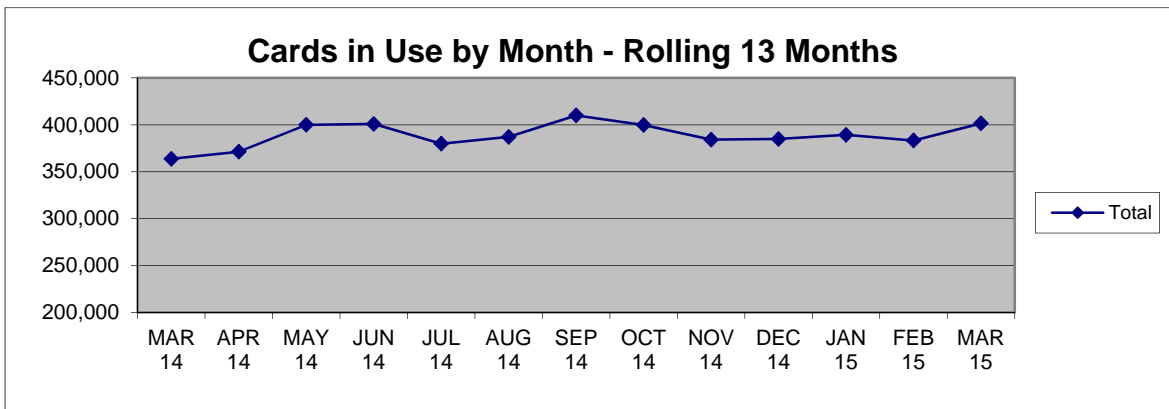
i) Cumulative Number of Issued Cards (in circulation) since April 2009

Card Type	January	February	March
Standard (Adult/Youth/Low Income)	1,709,008	1,738,464	1,755,975
Campus	255,262	256,236	268,236
RRFP (Disabled/Senior)	213,545	215,904	218,518
KC Employee ORCA ID	21,762	21,762	21,762
Total	2,199,577	2,232,366	2,264,491



ii) Cards in Use by Month

Cards in Use	January	February	March
Total	389,338	383,240	401,494



Promoting ORCA

Kitsap Transit – Captain Kitsap



CAPTAIN KITSAP SAYS:

I'LL SAVE YOU!*

*(GAS MONEY)

It's a ferry; it's a train; NO...it's Captain Kitsap! Mild-mannered Base employee during work hours, Kitsap Transit driver before and after.

He's here to rescue you from the rising cost of driving to and from work every day. No tanks to fill, no vehicle to maintain, just a relaxing coach to get you where you need to go. Federal employees ride free!



Relax and ride with us.
kitsaptransit.com



Pierce Transit Rotating ORCA Retailer Box on Home Page

The screenshot shows the Pierce Transit website home page. At the top right, there are links for "Language", "AAA", and a search bar. The main navigation menu includes "HOME", "GETTING AROUND", "SCHEDULES", "FARES", "RESOURCES", and "BUSINESS".

The central focus is a rotating banner for ORCA cards. The banner features the text "ORCA cards available while you shop! Pick one up Today!" and a "LEARN MORE" button. Below this, it says "ORCA gets you moving!" and shows a woman holding an ORCA card. At the bottom of the banner, it lists "Available at:" with logos for Safeway, Sear's Market Place, and QFC.

On the left side of the banner, there is a "PLAN YOUR TRIP" widget with the following fields:

- Start: [input field]
- End: [input field]
- Date: 04/17/2015
- Time: 1:40 pm
- Options: Departing (selected), Arriving
- Buttons: Plan My Trip, Advanced Options, OFF

Below the banner, the "ROUTE STATUS" section lists:

- 402** SPRING FAIR - ROUTE 402 STOPS ON MERIDIAN STATUS
View map to see stops that will be closed during Spring Fair
- 1** PACIFIC AVENUE OVERPASS CLOSES
This will last for at least one year.
- 17** PACIFIC AVENUE OVERPASS

To the right, the "ROUTES & SCHEDULES" section has a "Select Route" dropdown and a "SEARCH" button.

At the bottom, the "TRANSIT NEWS" section is partially visible.

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