

Joint Board Program Management Report

3rd Quarter - 2016





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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 3rd party retail outlets.
- Unless noted otherwise, all sales revenue is based on date of purchase.



Sales by Fare Product Type / Channel

| Fare Product | Q3 2016 | Q3 2015 | Growth | % of Total Sales | YTD 2016 | YTD 2015 | YTD Growth | % of Total Sales |
|--------------------|----------------------|----------------------|-----------|------------------|----------------------|-----------------------|------------|------------------|
| Business Passport* | \$ 27,412,220 | \$ 25,904,307 | 6% | 45% | \$ 83,740,276 | \$ 76,523,303 | 9% | 47% |
| E-Purse | \$ 18,043,466 | \$ 16,221,495 | 11% | 30% | \$ 50,818,589 | \$ 44,316,573 | 15% | 28% |
| Regional Pass | \$ 12,764,117 | \$ 12,331,881 | 4% | 21% | \$ 38,128,385 | \$ 37,013,168 | 3% | 21% |
| Agency Product | \$ 2,239,180 | \$ 1,758,330 | 27% | 4% | \$ 6,766,833 | \$ 5,304,878 | 28% | 4% |
| Day Pass | \$ 105,292 | \$ 64,800 | 62% | 0% | \$ 212,820 | \$ 64,864 | 228% | 0% |
| Total | \$ 60,564,275 | \$ 56,280,813 | 8% | | \$179,666,904 | \$ 163,222,787 | 10% | |

Day Pass – Pilot Program in Q2 & Q3 2014; permanent product launch in Q3 2015

Agency Product – Kitsap Transit Worker / Driver full Fare Pass driving YoY Q3 increase – several thousand Puget Sound Naval Shipyard employees converted from a Business Account to purchasing a personal ORCA card with their new TRANServe Debit Cards; spike started in September 2015

***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.

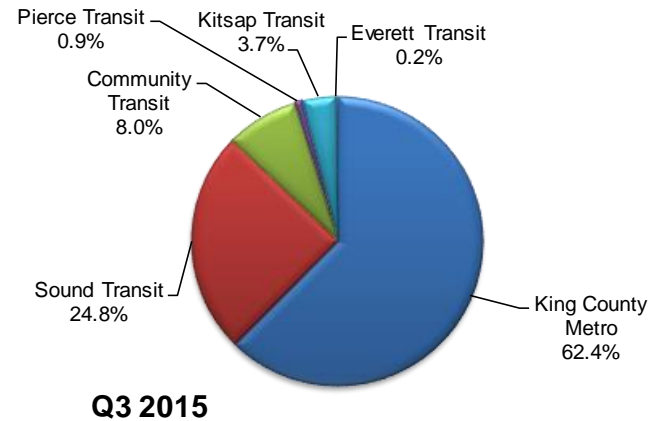
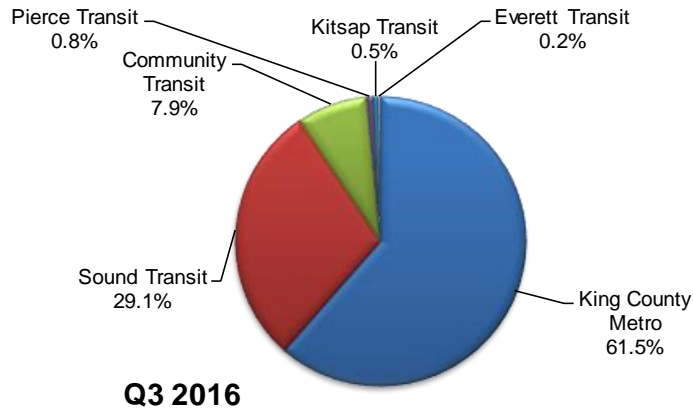
| Sales Channel | Q3 2016 | Q3 2015 | Growth | % of Total Sales | YTD 2016 | YTD 2015 | YTD Growth | % of Total Sales |
|--------------------------|----------------------|----------------------|-----------|------------------|----------------------|----------------------|------------|------------------|
| Business Account Website | \$ 9,483,461 | \$ 9,070,428 | 5% | 29% | \$ 27,529,620 | \$ 26,162,846 | 5% | 29% |
| TVM | \$ 9,073,678 | \$ 8,267,933 | 10% | 27% | \$ 25,983,368 | \$ 23,139,727 | 12% | 27% |
| Cardholder Website | \$ 5,886,298 | \$ 5,165,979 | 14% | 18% | \$ 17,490,726 | \$ 14,870,189 | 18% | 18% |
| Retailer | \$ 3,324,379 | \$ 3,217,782 | 3% | 10% | \$ 9,777,074 | \$ 9,307,617 | 5% | 10% |
| Autoload | \$ 2,879,728 | \$ 2,364,716 | 22% | 9% | \$ 8,180,006 | \$ 6,612,686 | 24% | 9% |
| CST / WPCST/ TRU | \$ 2,276,944 | \$ 2,129,843 | 7% | 7% | \$ 6,324,483 | \$ 6,124,771 | 3% | 7% |
| Call Center | \$ 201,468 | \$ 159,825 | 26% | 1% | \$ 615,252 | \$ 481,647 | 28% | 1% |
| Total | \$ 33,125,956 | \$ 30,376,506 | 9% | | \$ 95,900,529 | \$ 86,699,483 | 11% | |



Apportioned Revenue from Business Account Passport Product

| Agency | Q3 2016 | Q3 2015 | Growth | % of Total Apprt Rev | YTD 2016 | YTD 2015 | YTD Growth | % of Total Apprt Rev |
|-------------------|----------------------|----------------------|-----------|----------------------|----------------------|----------------------|------------|----------------------|
| King County Metro | \$ 16,859,266 | \$ 16,163,844 | 4% | 61.5% | \$ 53,375,711 | \$ 47,634,244 | 12% | 63.7% |
| Sound Transit | \$ 7,968,898 | \$ 6,434,387 | 24% | 29.1% | \$ 22,410,816 | \$ 19,003,518 | 18% | 26.8% |
| Community Transit | \$ 2,170,395 | \$ 2,080,140 | 4% | 7.9% | \$ 6,663,959 | \$ 6,192,178 | 8% | 8.0% |
| Pierce Transit | \$ 222,954 | \$ 225,573 | -1% | 0.8% | \$ 704,850 | \$ 677,106 | 4% | 0.8% |
| Kitsap Transit | \$ 144,983 | \$ 948,617 | -85% | 0.5% | \$ 438,131 | \$ 2,855,510 | -85% | 0.5% |
| Everett Transit | \$ 45,723 | \$ 51,746 | -12% | 0.2% | \$ 146,810 | \$ 160,748 | -9% | 0.2% |
| Total | \$ 27,412,220 | \$ 25,904,307 | 6% | | \$ 83,740,276 | \$ 76,523,303 | 9% | |

Share of Apportioned Revenue





Sales at Top 10 Ticket Vending Machine Sites

| TVM Location | Q3 2016 | Q3 2015 | Growth | % of Total TVM Sales | YTD 2016 | YTD 2015 | YTD Growth | % of Total TVM Sales |
|------------------------------|---------------------|---------------------|------------|----------------------|----------------------|----------------------|------------|----------------------|
| Westlake | \$ 1,847,836 | \$ 2,014,023 | -8% | 21% | \$ 5,774,772 | \$ 5,767,719 | 0% | 23% |
| University St. | \$ 961,903 | \$ 934,742 | 3% | 11% | \$ 2,818,459 | \$ 2,540,626 | 11% | 11% |
| Capitol Hill Station | \$ 581,923 | \$ - | N/A | 7% | \$ 1,170,271 | \$ - | N/A | 5% |
| International Dist. | \$ 508,252 | \$ 490,799 | 4% | 6% | \$ 1,473,607 | \$ 1,360,918 | 8% | 6% |
| Bellevue Transit Center - ST | \$ 494,644 | \$ 446,124 | 11% | 6% | \$ 1,403,101 | \$ 1,315,721 | 7% | 5% |
| UW Station | \$ 438,447 | \$ - | N/A | 5% | \$ 833,242 | \$ - | N/A | 3% |
| Pioneer Square | \$ 428,994 | \$ 381,747 | 12% | 5% | \$ 1,230,868 | \$ 1,047,184 | 18% | 5% |
| Sea-Tac Airport | \$ 427,473 | \$ 329,553 | 30% | 5% | \$ 1,093,948 | \$ 867,164 | N/A | 4% |
| Tacoma Dome Station | \$ 320,181 | \$ 310,383 | 3% | 4% | \$ 976,756 | \$ 857,744 | 14% | 4% |
| Federal Way Transit Ctr | \$ 319,640 | \$ 302,693 | 6% | 4% | \$ 913,477 | \$ 856,752 | 7% | 4% |
| Top 10 Total | \$ 6,329,292 | \$ 5,210,063 | 21% | 73% | \$ 17,688,501 | \$ 14,613,826 | 21% | 69% |
| Other | \$ 2,286,736 | \$ 3,057,870 | -25% | 27% | \$ 7,837,217 | \$ 8,525,901 | -8% | 31% |
| Total | \$ 8,616,028 | \$ 8,267,933 | 4% | | \$ 25,525,718 | \$ 23,139,727 | 10% | |

The percentage is calculated based on the total sales at 30 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

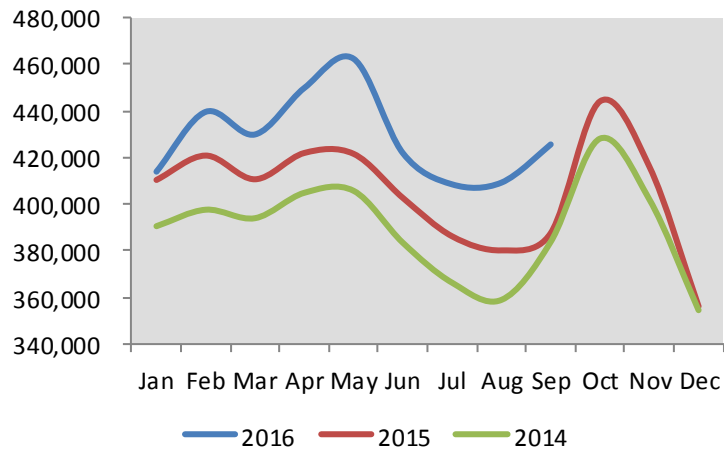
| Agency | Q3 2016 | Q3 2015 | Growth | % of Total ORCA Boardings | YTD 2016 | YTD 2015 | YTD Growth | % of Total ORCA Boardings |
|-------------------|-------------------|-------------------|-------------|---------------------------|-------------------|-------------------|-------------|---------------------------|
| King County Metro | 18,897,700 | 18,389,408 | 2.8% | 61.8% | 59,440,706 | 57,577,476 | 3.2% | 63.4% |
| Sound Transit | 8,037,520 | 6,085,367 | 32.1% | 26.3% | 22,693,878 | 18,071,922 | 25.6% | 24.2% |
| Community Transit | 1,549,248 | 1,522,966 | 1.7% | 5.1% | 4,989,024 | 4,867,191 | 2.5% | 5.3% |
| Pierce Transit | 996,935 | 1,082,746 | -7.9% | 3.3% | 3,231,787 | 3,441,427 | -6.1% | 3.4% |
| Kitsap Transit | 558,009 | 626,718 | -11.0% | 1.8% | 1,752,098 | 1,916,758 | -8.6% | 1.9% |
| Everett Transit | 257,063 | 257,957 | -0.3% | 0.8% | 813,883 | 829,591 | -1.9% | 0.9% |
| WSF | 285,861 | 249,403 | 14.6% | 0.9% | 842,407 | 776,303 | 8.5% | 0.9% |
| Total | 30,582,336 | 28,214,565 | 8.4% | 100% | 93,763,783 | 87,480,668 | 7.2% | 100% |



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 | 22,382 | 27,141 | 82% | ↓ | 84% |
| Everett Transit | 3,644 | 6,075 | 60% | ↑ | 58% |
| King County Metro | 264,441 | 398,493 | 66% | ↑ | 64% |
| Kitsap Transit | 8,499 | 11,446 | 74% | ↑ | 74% |
| Pierce Transit | 14,146 | 28,609 | 49% | ↓ | 51% |
| Sound Transit Bus | 50,371 | 64,939 | 78% | ↓ | 81% |
| Sound Transit Sounder | 14,778 | 16,261 | 91% | ↓ | 94% |
| Sound Transit Link | 43,164 | 68,358 | 63% | ↓ | 66% |
| Washington State Ferries | 3,796 | 19,448 | 20% | ↑ | 18% |
| Total | 425,221 | 640,769 | | | |

Avg Weekday Boardings



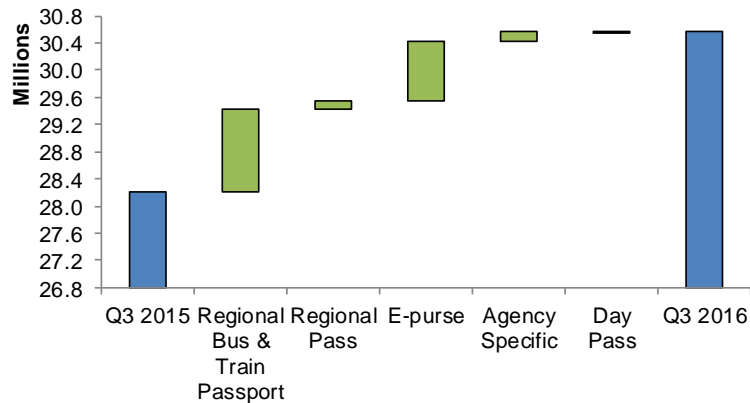


ORCA Boardings by Product Type

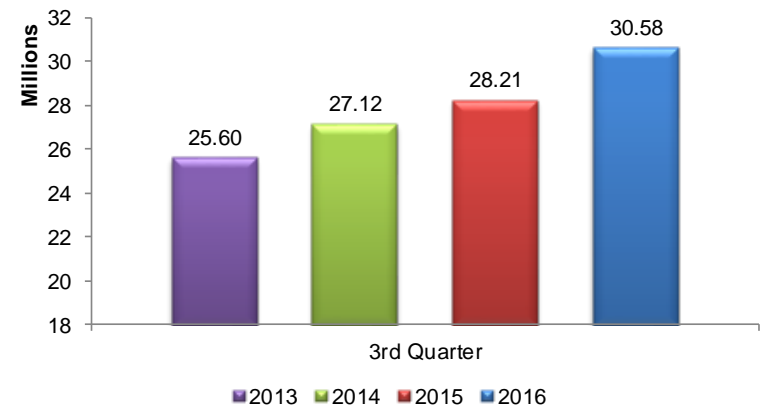
| Product Type | Q3 2016 | Q3 2015 | Growth | % of Total ORCA Boardings | YTD 2016 | YTD 2015 | YTD Growth | % of Total ORCA Boardings |
|-------------------|-------------------|-------------------|-------------|---------------------------|-------------------|-------------------|-------------|---------------------------|
| Business Passport | 13,225,249 | 12,016,954 | 10.1% | 43.2% | 42,940,463 | 39,951,477 | 7.5% | 45.8% |
| E-Purse | 8,958,754 | 8,064,003 | 11.1% | 29.3% | 25,675,882 | 23,128,655 | 11.0% | 27.4% |
| Regional Pass | 7,756,388 | 7,640,483 | 1.5% | 25.4% | 23,246,263 | 22,924,074 | 1.4% | 24.8% |
| Agency Product | 596,556 | 466,414 | 27.9% | 2.0% | 1,810,067 | 1,449,709 | 24.9% | 1.9% |
| Day Pass | 45,389 | 26,711 | 69.9% | 0.1% | 91,108 | 26,753 | 240.6% | 0.1% |
| Total | 30,582,336 | 28,214,565 | 8.4% | 100% | 93,763,783 | 87,480,668 | 7.2% | 100% |

Day Pass – Pilot Program in Q2 & Q3 2014; permanent product launch in Q3 2015

Q3 2016 vs. Q3 2015 Boardings



Total Q3 ORCA Boardings



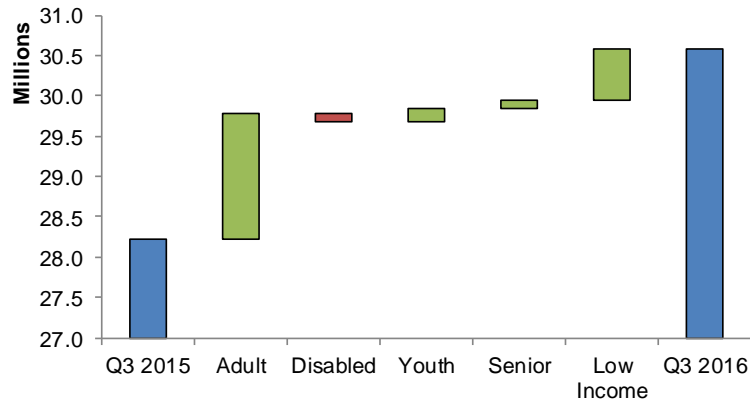


ORCA Boardings by Passenger Type

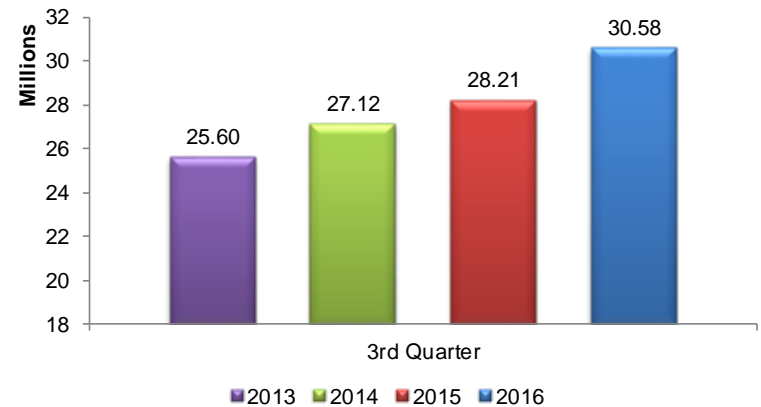
| Passenger Type | Q3 2016 | Q3 2015 | Growth | % of Total ORCA Boardings | YTD 2016 | YTD 2015 | YTD Growth | % of Total ORCA Boardings |
|----------------|-------------------|-------------------|-------------|---------------------------|-------------------|-------------------|-------------|---------------------------|
| Adult | 24,466,361 | 22,889,921 | 6.9% | 80.0% | 74,277,994 | 70,655,406 | 5.1% | 79.2% |
| Disabled | 2,163,923 | 2,269,566 | -4.7% | 7.1% | 6,517,352 | 6,827,873 | -4.5% | 7.0% |
| Senior | 1,314,910 | 1,213,275 | 8.4% | 4.3% | 3,734,870 | 3,511,813 | 6.4% | 4.0% |
| Low Income | 1,746,639 | 1,101,990 | 58.5% | 5.7% | 4,893,029 | 2,152,119 | 127.4% | 5.2% |
| Youth | 890,503 | 739,813 | 20.4% | 2.9% | 4,340,538 | 4,333,457 | 0.2% | 4.6% |
| Total | 30,582,336 | 28,214,565 | 8.4% | 100% | 93,763,783 | 87,480,668 | 7.2% | 100% |

Low Income – ORCA LIFT launched March 1, 2015 on KCM & Link Light Rail

Q3 2016 vs. Q3 2015 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 2015 | Q4 2015 | Q1 2016 | Q2 2016 | Q3 2016 |
|-------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| Safeway | \$ 1,432,656 | \$ 1,356,219 | \$ 1,464,772 | \$ 1,526,104 | \$ 1,583,259 |
| QFC | \$ 1,220,080 | \$ 1,136,249 | \$ 1,184,662 | \$ 1,283,431 | \$ 1,325,714 |
| Bartell Drugs | \$ 271,753 | \$ 259,158 | \$ 248,794 | \$ 249,905 | \$ 234,751 |
| Saar's Market Place | \$ 216,267 | \$ 197,508 | \$ 203,189 | \$ 203,831 | \$ 141,427 |
| Food Market / Thriftway | \$ 34,302 | \$ 34,430 | \$ 36,905 | \$ 36,612 | \$ 39,227 |
| Roger's Market Place | \$ 23,252 | \$ 24,333 | \$ 14,450 | \$ 40 | |
| Haggen | \$ 19,473 | \$ 1,573 | | | |
| Total | \$ 3,217,782 | \$ 3,009,471 | \$ 3,152,773 | \$ 3,299,923 | \$ 3,324,379 |

Top 10 Individual Retail Locations by Sales Volume

| Retailer / Location | Q3 Store Sales |
|--------------------------------|-------------------|
| Bartells Seattle 3rd & Union | \$ 234,751 |
| Safeway Seattle NE Brooklyn | \$ 102,164 |
| QFC Seattle Harvard Market | \$ 85,168 |
| QFC Seattle Broadway Market | \$ 76,355 |
| Safeway Seattle NW Market | \$ 76,166 |
| QFC Seattle Northgate | \$ 75,855 |
| QFC Seattle University Village | \$ 74,019 |
| QFC Bellevue Crossroads | \$ 70,597 |
| QFC Seattle Wallingford | \$ 69,515 |
| QFC Seattle Ballard | \$ 66,636 |
| Total | \$ 931,227 |

^ The percentage is calculated based on the total sales at 121 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-16 | Aug-16 | Sep-16 |
|------------------------------------|------------------|------------------|------------------|
| Standard (Adult/Youth /Low Income) | 2,270,780 | 2,321,946 | 2,365,642 |
| Campus | 339,593 | 348,168 | 348,918 |
| RRFP (Disabled/Senior) | 258,370 | 260,555 | 261,419 |
| KC Employee ORCA ID | 24,761 | 24,761 | 24,761 |
| Total | 2,893,504 | 2,955,430 | 3,000,740 |

| Cards In Use | Jul-16 | Aug-16 | Sep-16 |
|--------------|----------------|----------------|----------------|
| Total | 444,900 | 472,825 | 504,509 |

| % of Issued Cards in Use | Jul-16 | Aug-16 | Sep-16 |
|--------------------------|--------|--------|--------|
| | 15.4% | 16.0% | 16.8% |



Appendix



Sales by Pass Product

| Pass | Q3 2016 | Q3 2015 | YoY | YTD 2016 | YTD 2015 | YoY |
|--|--------------------|--------------------|------------|--------------------|--------------------|------------|
| Everett Transit Monthly Reduced Fare Pass | \$ 2,070 | \$ 2,268 | -9% | \$ 6,372 | \$ 6,750 | -6% |
| Kitsap Transit Full Fare Pass | \$ 148,750 | \$ 106,600 | 40% | \$ 482,000 | \$ 330,500 | 46% |
| Kitsap Transit Reduced Fare Pass | \$ 97,900 | \$ 120,400 | -19% | \$ 339,050 | \$ 386,250 | -12% |
| Kitsap Transit Worker/Driver Full Fare Pass | \$ 397,506 | \$ 12,000 | 3213% | \$ 1,233,054 | \$ 34,950 | 3428% |
| Metro Monthly Access Pass | \$ 125,874 | \$ 130,158 | -3% | \$ 379,449 | \$ 377,577 | 0% |
| Metro Monthly Vanpool Pass 1 Zone | \$ 87,516 | \$ 114,444 | -24% | \$ 295,911 | \$ 355,770 | -17% |
| Metro Monthly Vanpool Pass 2 Zone | \$ 123,084 | \$ 143,910 | -14% | \$ 385,398 | \$ 398,799 | -3% |
| Metro Monthly Adult Pass Peak | \$ 585 | \$ - | 0% | \$ 702 | \$ - | 0% |
| Pierce Transit Reduced Fare Monthly Pass | \$ 1,305 | \$ 1,593 | -18% | \$ 2,655 | \$ 1,593 | 67% |
| Pierce Transit Summer Youth Pass | \$ 8,280 | \$ 4,104 | 102% | \$ 8,280 | \$ 22,212 | -63% |
| PT Adult All-Day Pass | \$ 1,350 | \$ 790 | 71% | \$ 4,400 | \$ 3,095 | 42% |
| PT Youth/Senior/Disabled All-Day Pass | \$ 208 | \$ 165 | 26% | \$ 573 | \$ 383 | 50% |
| WSF Ana-Lopez/Shaw/Orcas/F Harbor 10-Ride | \$ - | \$ - | N/A | \$ 259 | \$ 340 | -24% |
| WSF Central Sound Monthly Pass | \$ 943,524 | \$ 975,517 | -3% | \$ 3,018,699 | \$ 2,952,829 | 2% |
| WSF Central Sound Passenger 10-Ride | \$ 43,560 | \$ 36,712 | 19% | \$ 123,650 | \$ 104,308 | 19% |
| WSF Fauntleroy-Southworth Monthly Pass | \$ 35,631 | \$ 39,523 | -10% | \$ 109,279 | \$ 118,788 | -8% |
| WSF Fauntleroy-Southworth Passenger 10-Ride | \$ 718 | \$ 253 | 184% | \$ 1,230 | \$ 1,364 | -10% |
| WSF Mukilteo-Clinton Monthly Pass | \$ 41,435 | \$ 46,394 | -11% | \$ 128,906 | \$ 137,030 | -6% |
| WSF Mukilteo-Clinton Passenger 10-Ride | \$ 794 | \$ 1,052 | -25% | \$ 3,315 | \$ 2,569 | 29% |
| WSF Port Townsend - Coupeville Monthly Pass | \$ 86 | \$ 510 | -83% | \$ 514 | \$ 849 | -39% |
| WSF Port Townsend-Coupeville Passenger 20-Ride | \$ - | \$ - | N/A | \$ - | \$ - | N/A |
| WSF Vashon Island Monthly Pass | \$ 20,046 | \$ 21,219 | -6% | \$ 65,193 | \$ 66,647 | -2% |
| WSF Vashon Island Passenger 10-Ride | \$ 944 | \$ 717 | 32% | \$ 2,182 | \$ 2,275 | -4% |
| Total Agency Product | \$2,081,166 | \$1,758,330 | 18% | \$6,591,071 | \$5,304,878 | 24% |

| Pass | Q3 2016 | Q3 2015 | YoY | YTD 2016 | YTD 2015 | YoY |
|-----------------------|----------------------|----------------------|------------|----------------------|----------------------|-----------|
| PugetPass \$0.50 | \$ 1,638 | \$ 1,116 | 47% | \$ 4,410 | \$ 4,158 | 6% |
| PugetPass \$0.75 | \$ 8,883 | \$ 187,353 | -95% | \$ 126,657 | \$ 945,810 | -87% |
| PugetPass \$1.00 | \$ 972,000 | \$ 847,332 | 15% | \$ 2,866,896 | \$ 2,107,224 | 36% |
| PugetPass \$1.25 | \$ 13,725 | \$ 16,965 | -19% | \$ 44,775 | \$ 213,120 | -79% |
| PugetPass \$1.50 | \$ 942,462 | \$ 796,014 | 18% | \$ 2,925,450 | \$ 1,854,738 | 58% |
| PugetPass \$1.75 | \$ 56,511 | \$ 29,610 | 91% | \$ 155,043 | \$ 82,908 | 87% |
| PugetPass \$2.00 | \$ 329,256 | \$ 393,480 | -16% | \$ 1,053,072 | \$ 1,437,912 | -27% |
| PugetPass \$2.25 | \$ 279,613 | \$ 266,814 | 5% | \$ 810,973 | \$ 952,155 | -15% |
| PugetPass \$2.50 | \$ 875,880 | \$ 1,483,380 | -41% | \$ 3,088,710 | \$ 6,322,320 | -51% |
| PugetPass \$2.75 | \$ 4,304,421 | \$ 3,960,495 | 9% | \$ 13,054,041 | \$ 10,019,612 | 30% |
| PugetPass \$3.00 | \$ 339,984 | \$ 390,312 | -13% | \$ 1,055,376 | \$ 1,884,060 | -44% |
| PugetPass \$3.25 | \$ 1,357,551 | \$ 1,489,410 | -9% | \$ 4,267,341 | \$ 3,747,978 | 14% |
| PugetPass \$3.50 | \$ 239,778 | \$ 1,058,274 | -77% | \$ 1,318,212 | \$ 3,218,292 | -59% |
| PugetPass \$3.75 | \$ 817,830 | \$ 254,745 | 221% | \$ 2,180,385 | \$ 756,540 | 188% |
| PugetPass \$4.00 | \$ 272,304 | \$ 170,208 | 60% | \$ 735,264 | \$ 1,274,256 | -42% |
| PugetPass \$4.25 | \$ 659,430 | \$ 657,900 | 0% | \$ 2,030,463 | \$ 1,244,808 | 63% |
| PugetPass \$4.50 | \$ 106,920 | \$ 85,860 | 25% | \$ 314,280 | \$ 236,358 | 33% |
| PugetPass \$4.75 | \$ 213,921 | \$ 111,321 | 92% | \$ 597,645 | \$ 313,101 | 91% |
| PugetPass \$5.00 | \$ 61,740 | \$ 24,660 | 150% | \$ 162,540 | \$ 66,420 | 145% |
| PugetPass \$5.25 | \$ 115,101 | \$ 39,312 | 193% | \$ 297,675 | \$ 221,508 | 34% |
| PugetPass \$5.50 | \$ 99,396 | \$ 67,320 | 48% | \$ 291,654 | \$ 109,890 | 165% |
| PugetPass \$5.75 | \$ 30,222 | \$ - | N/A | \$ 81,972 | \$ - | N/A |
| Total Regional | \$ 12,098,566 | \$ 12,331,881 | -2% | \$ 37,462,834 | \$ 37,013,168 | 1% |

| Pass | Q3 2016 | Q3 2015 | YoY | YTD 2016 | YTD 2015 | YoY |
|--------------------------------|----------------------|----------------------|-----------|----------------------|----------------------|-----------|
| *Business Passport | \$ 27,412,220 | \$ 25,904,307 | 6% | \$ 83,740,276 | \$ 76,523,303 | 9% |
| Total Business Passport | \$ 27,412,220 | \$ 25,904,307 | 6% | \$ 83,740,276 | \$ 76,523,303 | 9% |

| Pass | Q3 2016 | Q3 2015 | YoY | YTD 2016 | YTD 2015 | YoY |
|--------------------------|-------------------|------------------|------------|-------------------|------------------|-------------|
| All-Day PugetPass \$1.75 | \$ 1,428 | \$ 856 | 67% | \$ 3,324 | \$ 856 | 288% |
| All-Day PugetPass \$3.50 | \$ 103,864 | \$ 63,944 | 62% | \$ 209,496 | \$ 64,008 | 227% |
| All-Day PugetPass \$4.00 | \$ - | \$ - | N/A | \$ - | \$ - | N/A |
| Total Day Pass | \$ 105,292 | \$ 64,800 | 62% | \$ 212,820 | \$ 64,864 | 228% |

***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.



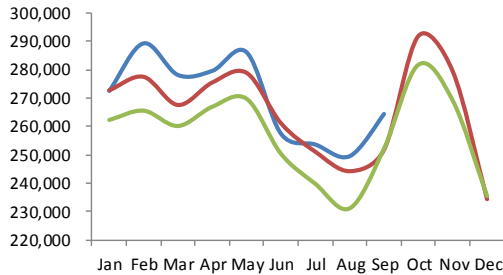
Sales at Customer Service Terminal Locations

| CST Location | Q3 2016 | Q3 2015 | Growth | % of Total CST Sales | YTD 2016 | YTD 2015 | YTD Growth | % of Total CST Sales |
|--------------------|------------|------------|--------|----------------------|--------------|--------------|------------|----------------------|
| KCM – King Street | \$ 644,118 | \$ 612,572 | 5% | 29% | \$ 1,837,465 | \$ 1,761,461 | 4% | 29% |
| KT – Bremerton | \$ 379,453 | \$ 304,508 | 25% | 17% | \$ 1,141,995 | \$ 915,418 | 25% | 18% |
| CT Ride Store | \$ 378,800 | \$ 346,203 | 9% | 17% | \$ 1,054,518 | \$ 915,978 | 15% | 17% |
| PT - Tacoma Dome | \$ 248,046 | \$ 240,305 | 3% | 11% | \$ 702,445 | \$ 715,937 | -2% | 11% |
| KCM – Westlake | \$ 249,823 | \$ 277,741 | -10% | 11% | \$ 637,236 | \$ 852,832 | -25% | 10% |
| ET – Everett | \$ 187,290 | \$ 194,797 | -4% | 8% | \$ 546,522 | \$ 584,220 | -6% | 9% |
| ORCA – Mail Center | \$ 125,971 | \$ 109,252 | 15% | 6% | \$ 309,848 | \$ 294,362 | 5% | 5% |
| ST – Union Station | \$ 5,797 | \$ 4,852 | 19% | 0% | \$ 17,165 | \$ 11,847 | 45% | 0% |

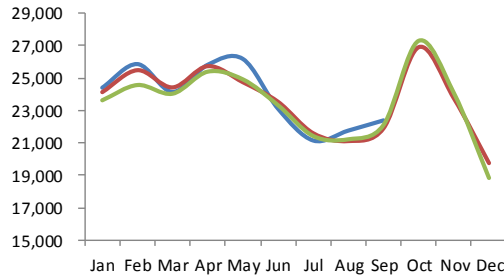


Average Weekday ORCA Boardings by Month (Agency)

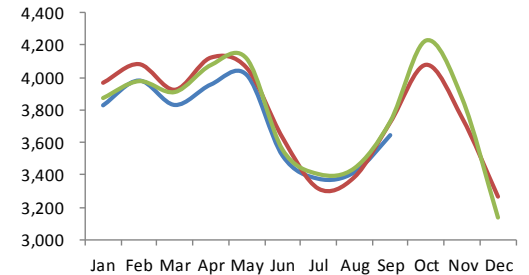
KCM Avg Weekday Boardings



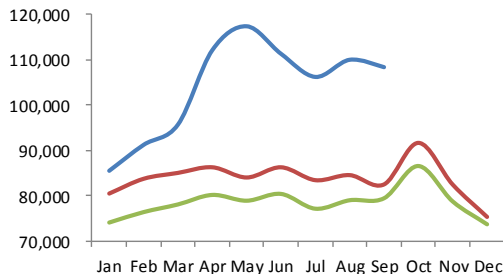
CT Avg Weekday Boardings



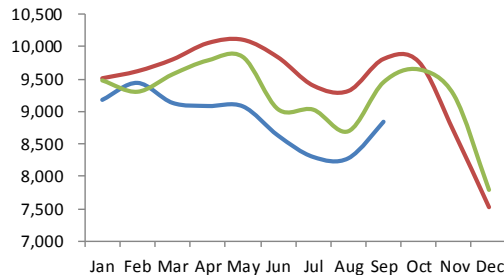
ET Avg Weekday Boardings



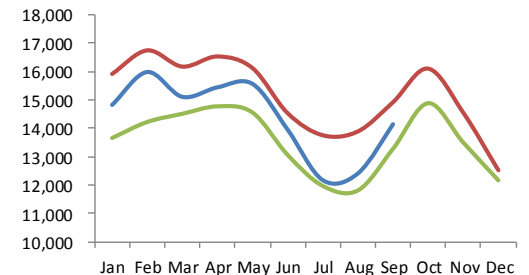
ST Avg Weekday Boardings



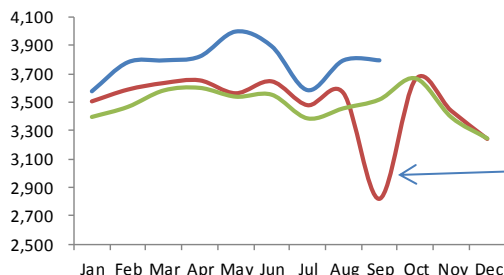
KT Avg Weekday Boardings



PT Avg Weekday Boardings



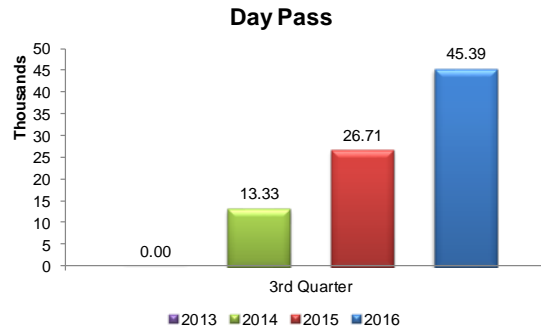
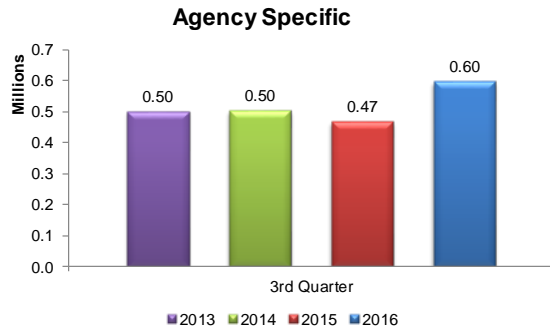
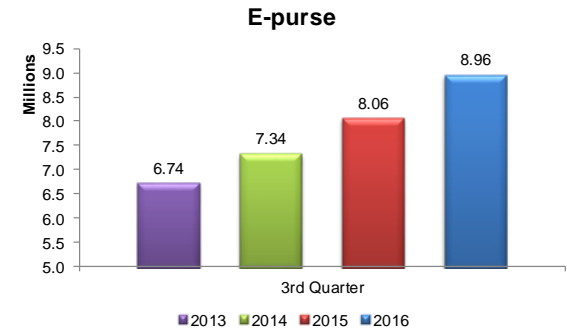
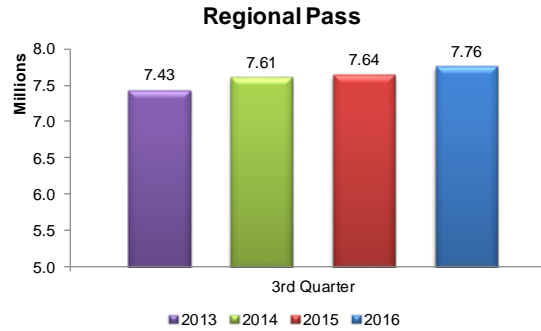
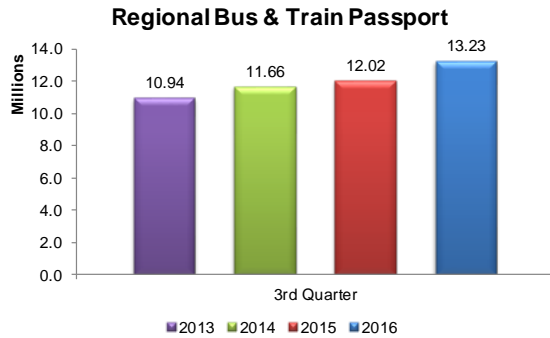
WSF Avg Weekday Boardings



GAK Settlement Issue

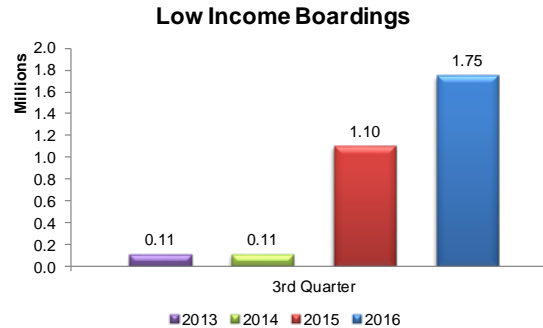
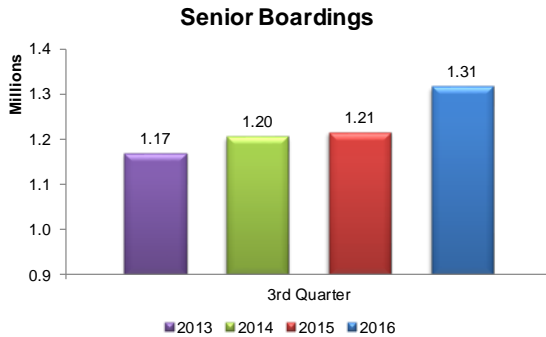
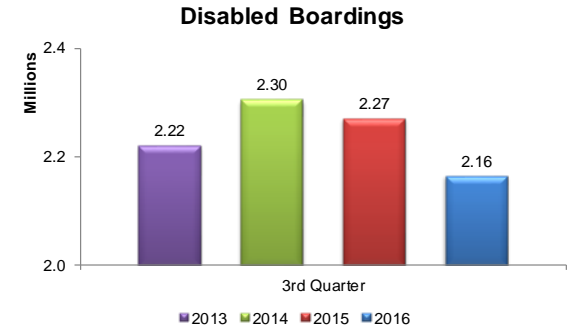
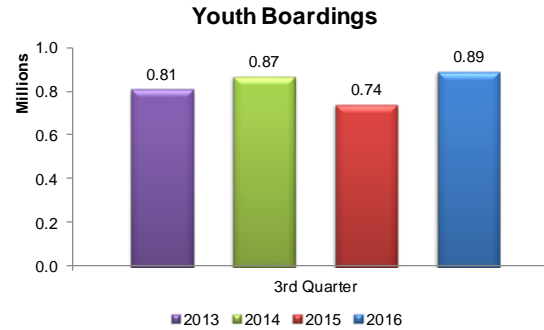
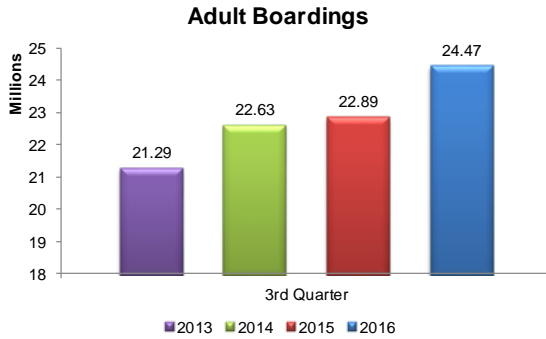


Historical Q3 ORCA Boardings by Product Type





Historical Q3 ORCA Boardings by Passenger Type





Overview of Customer Activity & Contacts

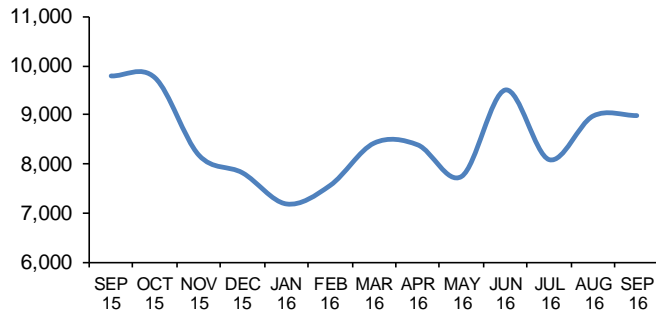
| Measure | Jul-16 | Aug-16 | Sep-16 |
|---|------------|------------|------------|
| Transaction Volume: | | | |
| Total Number of Fare Transactions/Boardings on All Services | 9,780,960 | 10,515,541 | 10,294,316 |
| Number of Cards in Use | 444,900 | 472,825 | 504,509 |
| Autoload Activity: | | | |
| Number of Autoload Transactions | 25,285 | 25,049 | 24,809 |
| Amount of Autoload Transactions | \$ 914,693 | \$ 978,102 | \$ 986,933 |
| Cardholder Website Traffic: | | | |
| Unique Visitors[1] | N/A | N/A | N/A |
| Visits[2] | N/A | N/A | N/A |
| Number of "My ORCA" Accounts Established[3] | 822,620 | 833,514 | 845,534 |
| Number of Cardholder Transactions Per Month | 40,555 | 41,305 | 39,035 |
| Customer Contact: | | | |
| ORCA Regional Call Center Calls Received | 8,085 | 8,973 | 8,983 |
| Email Volume: | | | |
| ORCA Regional Emails Received | 970 | 1,321 | 1,271 |
| Business Accounts: | | | |
| Active Business Accounts | 2,137 | 2,149 | 2,160 |

¹ **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.

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.

Calls Received - Rolling 13 Months



Email Volume - Rolling 13 Months

