

January - March 2014

# Joint Board Program Management Report

## 1<sup>st</sup> Quarter - 2014



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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.

## 1<sup>st</sup> Quarter Key Activities

- Maintenance Release 25 was completed. Work included the addition of the regional All Day Pass and two new monthly fare products for Pierce Transit, an adult monthly pass and a reduced fare monthly pass. Additional changes were made to the Customer Service Terminal to prevent the complete list of Taxi Scrip serial numbers from displaying.

## 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, 2014.

ORCA Resource	In Service	
Active Buses with On Board Equipment		
o CT		224
o ET		49
o KCM		1,396
o KT		111
o PT		162
o ST		243
<b>Total</b>		<b>2,185</b>
Portable Fare Transaction Processors		
o CT		6
o KCM		109
o KT Ferry		10
o Link		86
o PT (not in service)		34
o Sounder		8
o WSF		33
<b>Total</b>		<b>286</b>
Stand Alone Fare Transaction Processors		
o Sounder (ST)		75
o Link (ST)		86
o <i>Swift</i> (CT)		64
o Rapid Ride (KCM)		85
<b>Total</b>		<b>310</b>
3 <sup>rd</sup> Party Revalue Retailer Sites		<b>126</b>
Ticket Vending Machines		
o Sounder Stations		33
o Link Stations		56
o Transit Centers		6
o Customer Sales Offices		1
<b>Total</b>		<b>96</b>
Customer Service Offices	<b>CSOs</b>	<b>CSTs</b>
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
<b>Total</b>	<b>6</b>	<b>30</b>
Wireless Portable Customer Service Terminals		<b>6</b>
WSF Turnstiles/Tollbooths		<b>97</b>

## Overview of Customer Activity & Contacts

Measure	January	February	March
<b>Transaction Volume:</b>			
Total Number of Fare Transactions/Boardings on All Services	9,518,429	8,686,306	9,413,959
Number of Cards in Use	359,286	371,142	363,709
<b>Autoload Activity:</b>			
Number of Autoload Transactions	15,206	15,372	16,329
Amount of Autoload Transactions	\$619,496	\$583,353	\$640,375
<b>Cardholder Website Traffic:</b>			
Unique Visitors <sup>1</sup>	64,673	58,373	63,239
Visits <sup>2</sup>	138,414	120,792	134,166
Number of "My ORCA" Accounts Established <sup>3</sup>	554,282	560,226	565,955
Number of Cardholder Transactions Per Month	29,436	26,832	29,590
<b>Customer Contact:</b>			
ORCA Regional Call Center Calls Received	8,796	7,252	7,257
<b>Email Volume:</b>			
ORCA Regional Emails Received	1,680	1,129	1,143
<b>Business Accounts:</b>			
Active Business Accounts	1,788	1,808	1,822

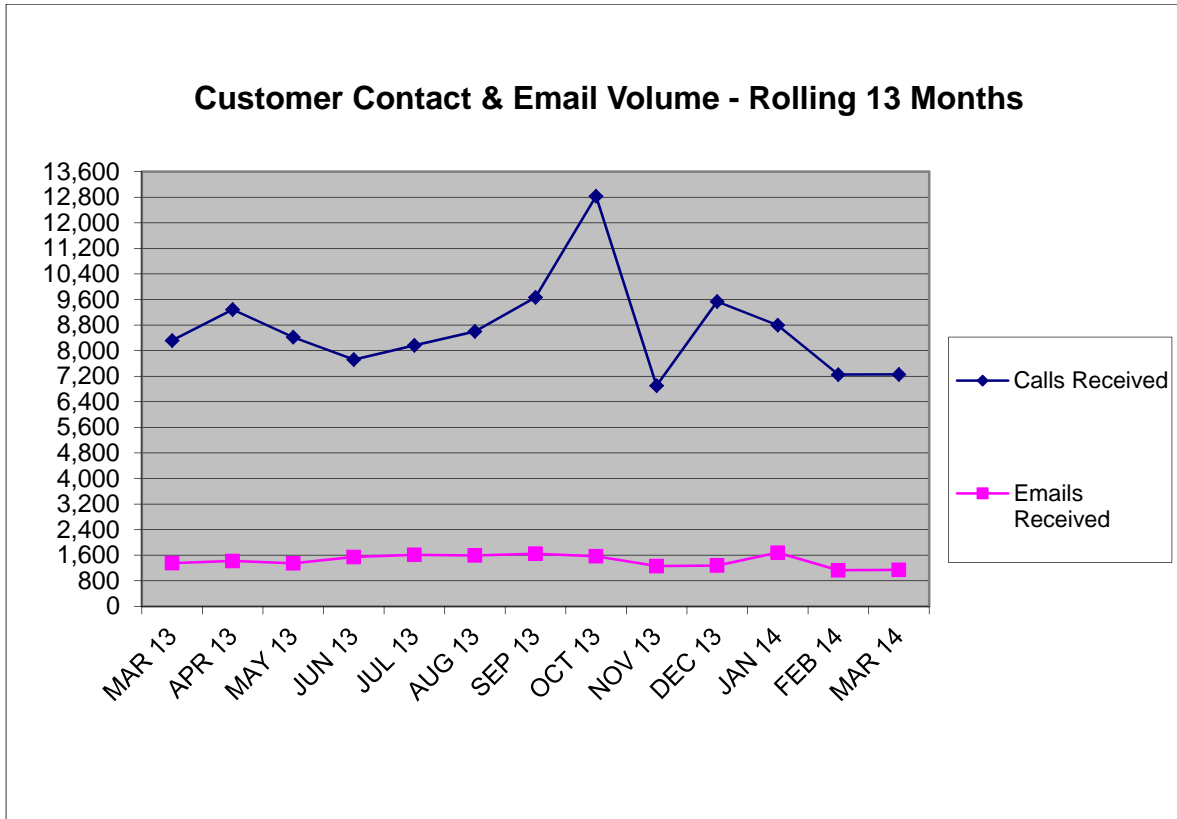
<sup>1</sup> **Unique Visitors** – A unique visitor is defined as an individual who has made at least one hit on one page of the web site during the current reporting period.

<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.

## Customer Activity Continued

This table highlights ORCA Regional Call Center Calls and Emails Received. <sup>1</sup>



<sup>1</sup> The spike in October calls received corresponds to the start of school.

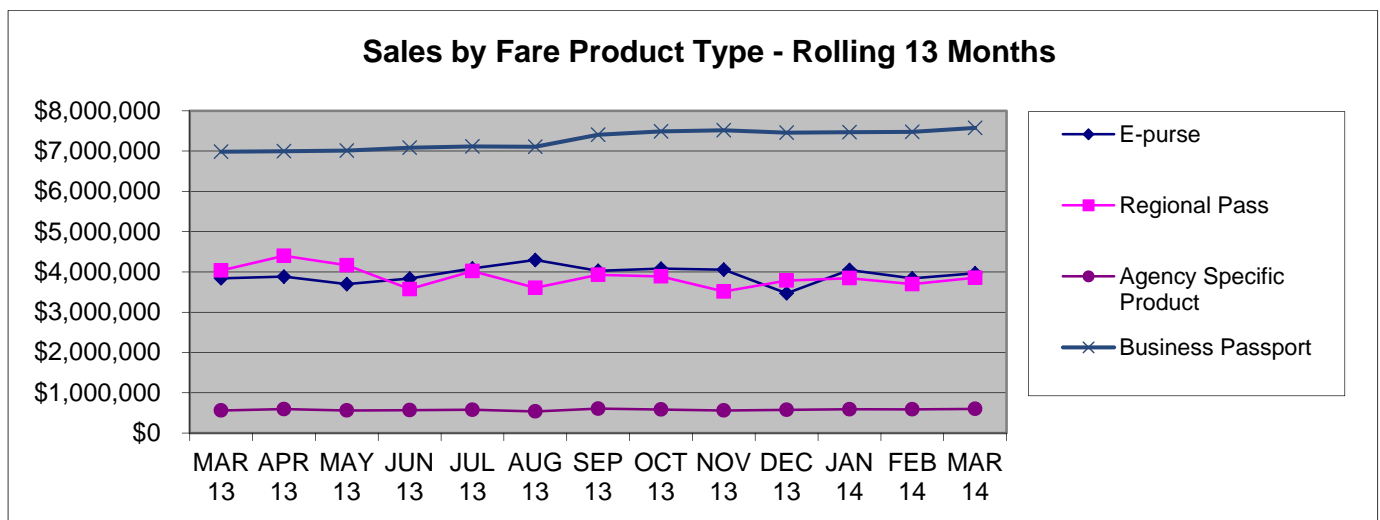
## System Operations Performance Data

### 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 3<sup>rd</sup> party retail outlets. Unless noted otherwise, all sales revenue is based on date of purchase.

#### i) Revenue by Fare Product Type

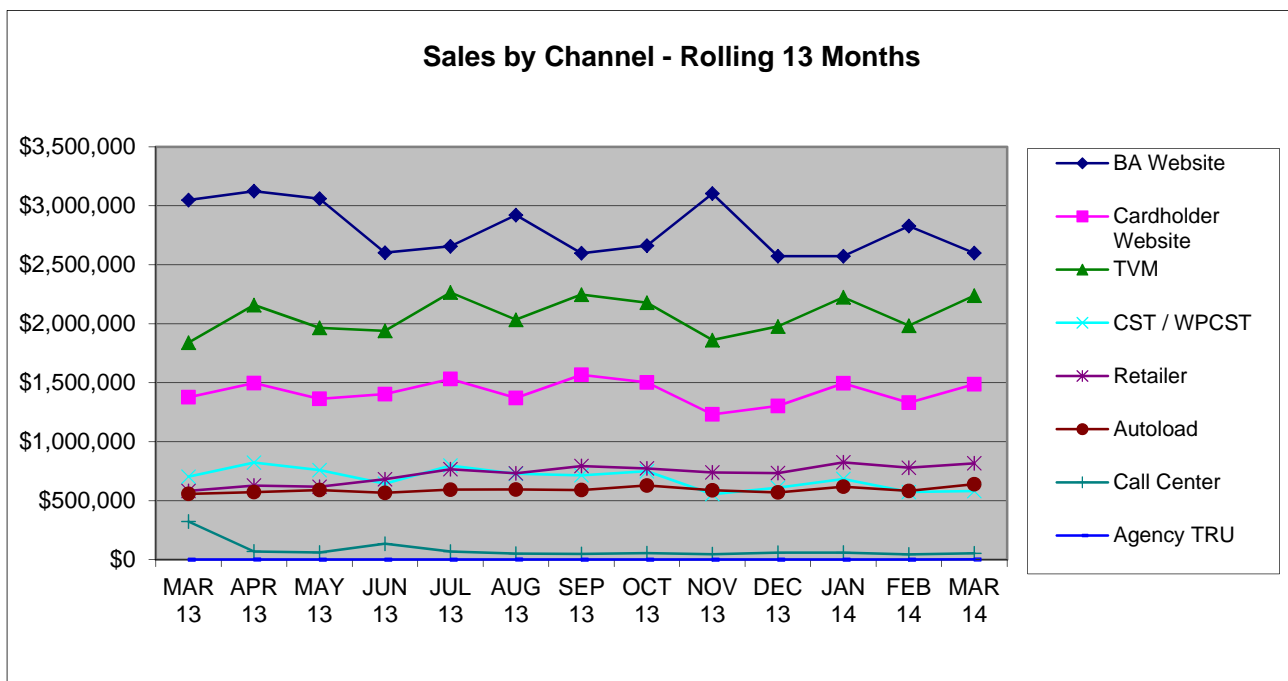
Sales	January	February	March	Total	% of Total Sales
Business Passport <sup>1</sup>	\$7,466,539	\$7,477,525	\$7,575,125	\$22,519,189	47%
E-purse	\$4,047,093	\$3,840,239	\$3,967,339	\$11,854,671	25%
Regional Pass	\$3,844,719	\$3,696,867	\$3,855,222	\$11,396,808	24%
Agency Product	\$591,847	\$589,582	\$601,150	\$1,782,579	4%
<b>Total</b>	<b>\$15,950,198</b>	<b>\$15,604,213</b>	<b>\$15,998,836</b>	<b>\$47,553,247</b>	<b>100%</b>



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

## ii) Sales by Channel

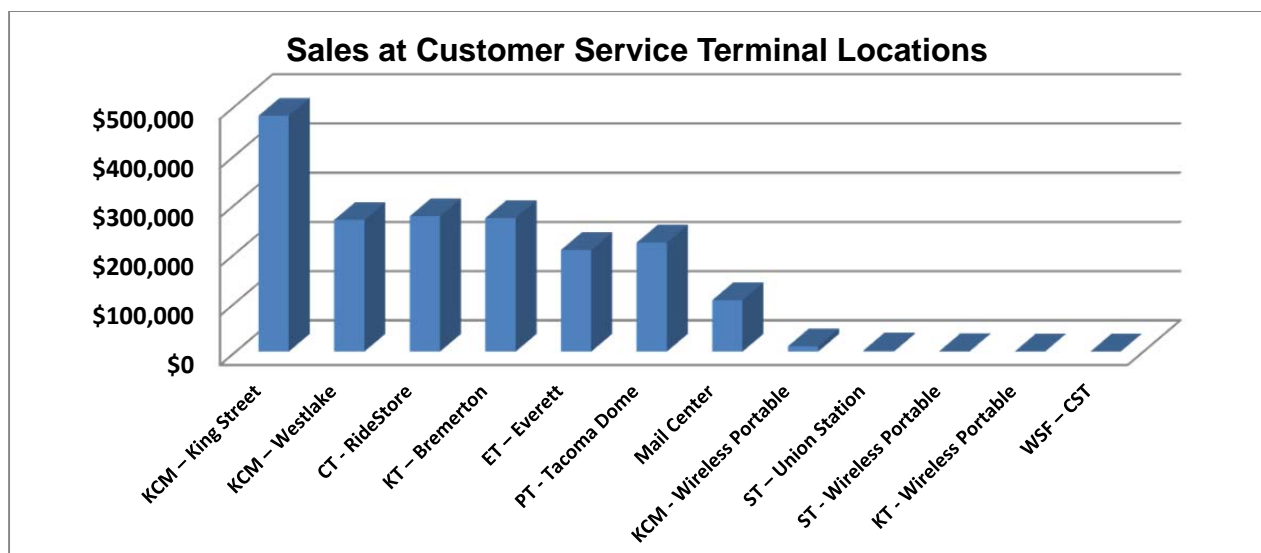
Sales Channel	January	February	March	Total	% of Total Sales
BA Website	\$2,572,938	\$2,828,638	\$2,599,483	\$8,001,059	32%
TVM	\$2,224,961	\$1,984,286	\$2,239,262	\$6,448,509	26%
Cardholder Website	\$1,495,360	\$1,331,044	\$1,488,230	\$4,314,634	17%
Retailer	\$825,194	\$779,863	\$817,210	\$2,422,267	9%
CST / WPCST	\$684,106	\$573,547	\$581,689	\$1,839,342	7%
Autoload	\$619,496	\$583,353	\$640,375	\$1,843,224	7%
Call Center	\$60,274	\$44,746	\$54,498	\$159,518	1%
Agency TRU	\$1,330	\$1,211	\$2,964	\$5,505	1%
<b>Total</b>	<b>\$8,483,659</b>	<b>\$8,126,688</b>	<b>\$8,423,711</b>	<b>\$25,034,058</b>	<b>100%</b>





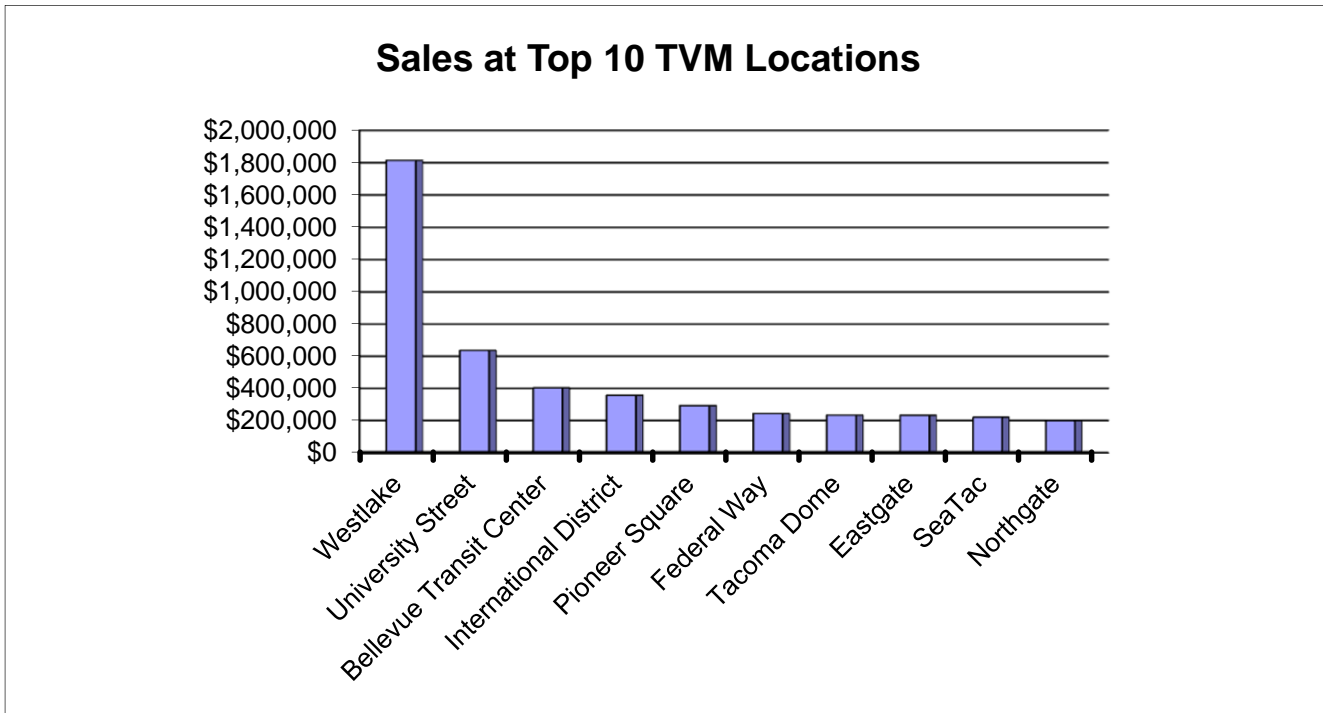
### iii) Sales at Customer Service Terminal Locations

CST Location	January	February	March	Total	% of Total CST Sales	Compared to last Qtr.
KCM – King Street	\$192,552	\$136,387	\$150,138	\$479,077	26%	↓
KCM – Westlake	\$102,656	\$86,157	\$78,506	\$267,319	14%	↓
CT – Ride Store	\$93,807	\$86,554	\$94,559	\$274,920	14%	↑
KT - Bremerton	\$100,402	\$85,628	\$85,185	\$271,215	14%	↓
PT – Tacoma Dome	\$80,216	\$73,039	\$68,089	\$221,344	11%	↓
ET - Everett	\$70,115	\$67,000	\$69,383	\$206,498	11%	↑
Mail Center	\$36,270	\$36,669	\$31,564	\$104,503	5%	↓
ST – Union Station	\$926	\$948	\$661	\$2,535	1%	↑
KCM – Wireless Portable	\$6,759	\$1,004	\$3,036	\$10,799	1%	↑
ST – Wireless Portable	\$0	\$160	\$428	\$588	1%	↑
KT – Wireless Portable	\$355	\$1	\$140	\$496	1%	↑
WSF - CST	\$48	\$0	\$0	\$48	1%	↑
<b>Total</b>	<b>\$684,106</b>	<b>\$573,547</b>	<b>\$581,689</b>	<b>\$1,839,342</b>	<b>100%</b>	<b>↑</b>



iv) Sales at Top 10 Ticket Vending Machine Sites

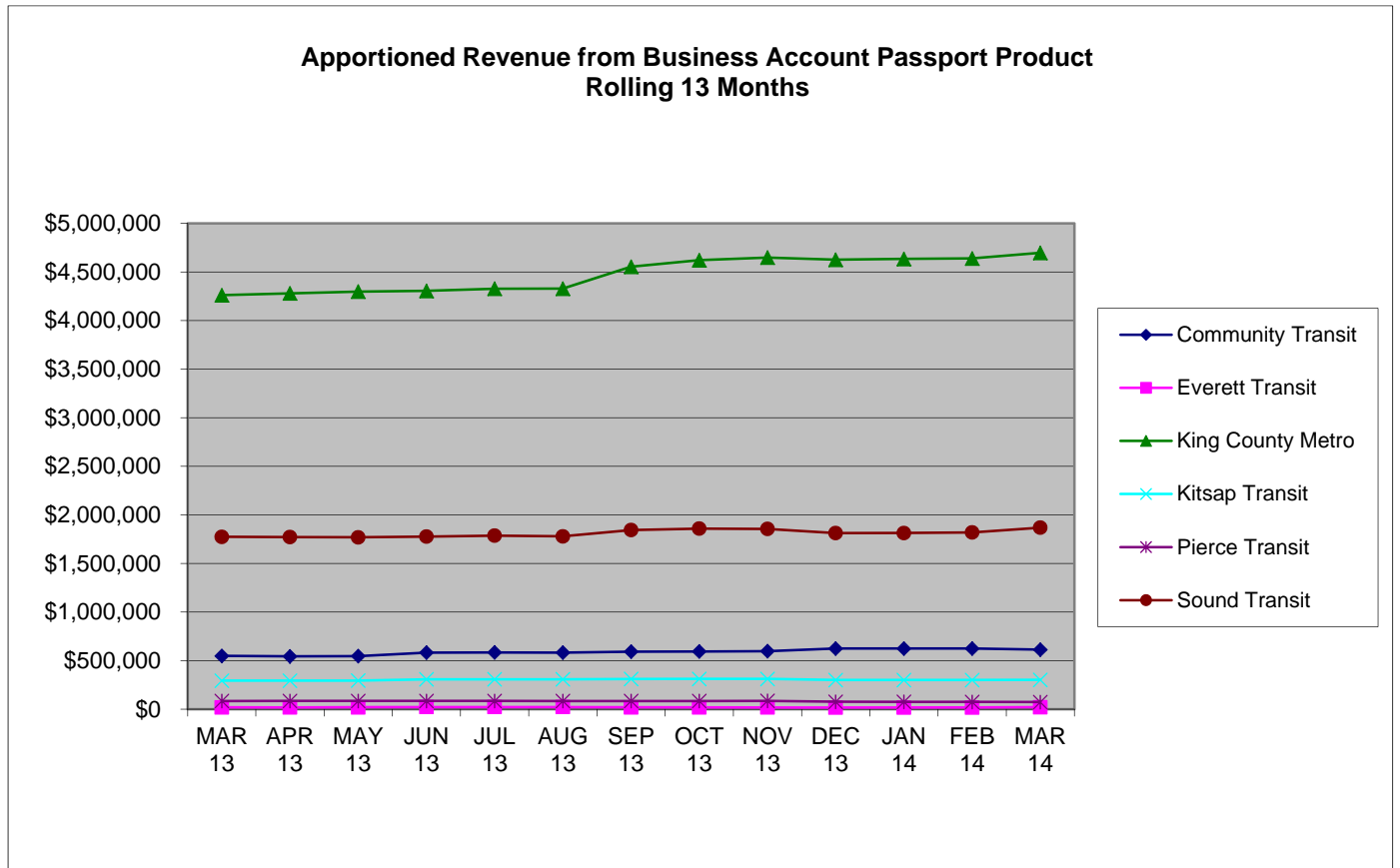
Rank	TVM Location	January	February	March	Total	% of Total TVM Sales <sup>1</sup>	Compared to last Qtr.
1	Westlake Station	\$623,383	\$567,149	\$624,159	\$1,814,691	28%	↑
2	University Street Station	\$213,874	\$192,321	\$230,606	\$636,801	9%	↑
3	Bellevue Transit Center	\$147,140	\$122,584	\$133,493	\$403,217	6%	↑
4	International District	\$118,693	\$114,959	\$122,969	\$356,621	5%	↑
5	Pioneer Square Station	\$97,931	\$92,349	\$102,651	\$292,931	5%	↑
6	Federal Way Transit Ctr	\$80,975	\$75,474	\$86,929	\$243,378	4%	↑
7	Tacoma Dome Station	\$79,332	\$74,708	\$79,591	\$233,631	4%	↑
8	Eastgate Transit Center	\$120,693	\$50,330	\$62,015	\$233,038	4%	↑
9	SeaTac Airport	\$75,681	\$63,718	\$81,361	\$220,760	3%	↑
10	Northgate Transit Center	\$65,943	\$62,758	\$71,376	\$200,077	3%	↑
	<b>Total</b>	<b>\$1,623,645</b>	<b>\$1,416,350</b>	<b>\$1,595,150</b>	<b>\$4,635,145</b>	<b>71%</b>	<b>↑</b>



<sup>1</sup> 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	\$624,358	\$624,368	\$613,272	\$1,861,998
Everett Transit	\$17,904	\$17,917	\$20,687	\$56,508
King County Metro	\$4,634,625	\$4,639,924	\$4,697,434	\$13,971,983
Kitsap Transit	\$300,210	\$300,189	\$301,837	\$902,236
Pierce Transit	\$75,987	\$75,606	\$73,270	\$224,863
Sound Transit	\$1,813,455	\$1,819,521	\$1,868,625	\$5,501,601
<b>Total</b>	<b>\$7,466,539</b>	<b>\$7,477,525</b>	<b>\$7,575,125</b>	<b>\$22,519,189</b>



**vi) Revenue by Pass Product**

<b>PASS</b>	<b>January</b>	<b>February</b>	<b>March</b>
Everett Transit Monthly Reduced Fare Pass	\$909	\$882	\$783
Kitsap Transit Full Fare Pass	\$38,750	\$40,500	\$41,200
Kitsap Transit Reduced Fare Pass	\$50,075	\$50,950	\$42,875
Kitsap Transit Worker/Driver Full Fare Pass	\$4,650	\$4,275	\$4,350
Metro Monthly Access Pass	\$36,000	\$35,640	\$36,765
Metro Monthly Vanpool Pass 1 Zone	\$36,540	\$36,090	\$39,600
Metro Monthly Vanpool Pass 2 Zone	\$43,092	\$37,584	\$40,716
Pierce Transit Summer Youth Pass	\$0	\$0	\$0
PugetPass \$0.50	\$594	\$504	\$702
PugetPass \$0.75	\$270,945	\$265,815	\$253,206
PugetPass \$1.00	\$21,168	\$19,512	\$20,412
PugetPass \$1.25	\$88,560	\$77,040	\$77,850
PugetPass \$1.50	\$30,834	\$33,804	\$31,320
PugetPass \$1.75	\$5,859	\$4,977	\$4,914
PugetPass \$2.00	\$172,872	\$179,712	\$180,792
PugetPass \$2.25	\$260,820	\$247,860	\$261,873
PugetPass \$2.50	\$1,505,970	\$1,420,020	\$1,506,330
PugetPass \$2.75	\$123,156	\$116,226	\$120,879
PugetPass \$3.00	\$549,288	\$535,356	\$553,284
PugetPass \$3.25	\$20,358	\$19,071	\$19,890
PugetPass \$3.50	\$369,054	\$358,722	\$378,252
PugetPass \$3.75	\$58,590	\$56,835	\$62,775
PugetPass \$4.00	\$207,792	\$204,336	\$217,296
PugetPass \$4.25	\$80,784	\$76,500	\$74,511
PugetPass \$4.50	\$23,652	\$22,356	\$24,786
PugetPass \$4.75	\$20,691	\$24,624	\$31,806
PugetPass \$5.00	\$4,140	\$3,960	\$3,600
PugetPass \$5.25	\$27,216	\$26,271	\$27,972
PugetPass \$5.50	\$2,376	\$3,366	\$2,772
Business Passport <sup>1</sup>	\$7,466,539	\$7,477,525	\$7,575,125
WSF Anacortes/San Juan Islands	\$167	\$0	\$0
WSF Central Sound Monthly Pass	\$341,887	\$343,306	\$352,423
WSF Central Sound Passenger 10 Ride	\$4,368	\$4,684	\$6,393
WSF Fauntleroy – Southworth Monthly Pass	\$11,190	\$11,268	\$11,268
WSF Fauntleroy – Southworth Passenger 10 Ride	\$49	\$98	\$196
WSF Mukilteo – Clinton Monthly Pass	\$14,969	\$14,969	\$15,030
WSF Mukilteo – Clinton Passenger 10 Ride	\$154	\$346	\$346
WSF Port Townsend – Coupeville Monthly Pass	\$0	\$0	\$0
WSF Vashon Island Monthly Pass	\$8,923	\$8,990	\$9,122
WSF Vashon Island Passenger 10 Ride	\$124	\$0	\$83
<b>Grand Total</b>	<b>\$11,903,105</b>	<b>\$11,763,974</b>	<b>\$12,031,497</b>

<sup>1</sup> Business Passport revenue includes both Regional and Agency Passport products and the monthly apportioned revenue equals 1/12<sup>th</sup> 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 2013	Q1 2014	Q1 2014 # of Locations
Bartell Drugs	\$300,530	\$299,949	1
QFC	\$737,217	\$719,153	42
Roger's Market Place	\$19,907	\$19,781	1
Saar's MarketPlace	\$193,721	\$196,569	7
Safeway	\$983,338	\$1,114,718	73
IGA/Thriftway	\$41,248	\$47,624	2
<b>Total</b>	<b>\$2,275,961</b>	<b>\$2,397,794</b>	<b>126</b>

### iii) Top 10 Individual Retail Locations by Sales Volume

Current Rank	Retailer/Location	Q1 Store Sales	% of Total Retailer Sales <sup>1</sup>
1	Bartell Drugs, Seattle - Downtown	\$299,949	13%
2	Saar's Market Place, Lakewood	\$100,593	4%
3	QFC, Seattle - Broadway Market	\$68,869	3%
4	Safeway, Bainbridge Island	\$55,191	2%
5	Safeway, Harvard Market	\$48,975	2%
6	Safeway, Seattle – NW Market	\$48,395	2%
7	Safeway, Seattle – Greenwood Ave	\$43,603	2%
8	Safeway, Lynnwood Hwy 99	\$42,543	2%
9	QFC, Seattle – University Village	\$41,052	2%
10	Safeway, Seattle – Brooklyn NE	\$40,141	2%
	<b>Total</b>	<b>\$789,311</b>	<b>33%</b>

<sup>1</sup> The percentage is calculated based on the total sales at 126 Retailer locations.

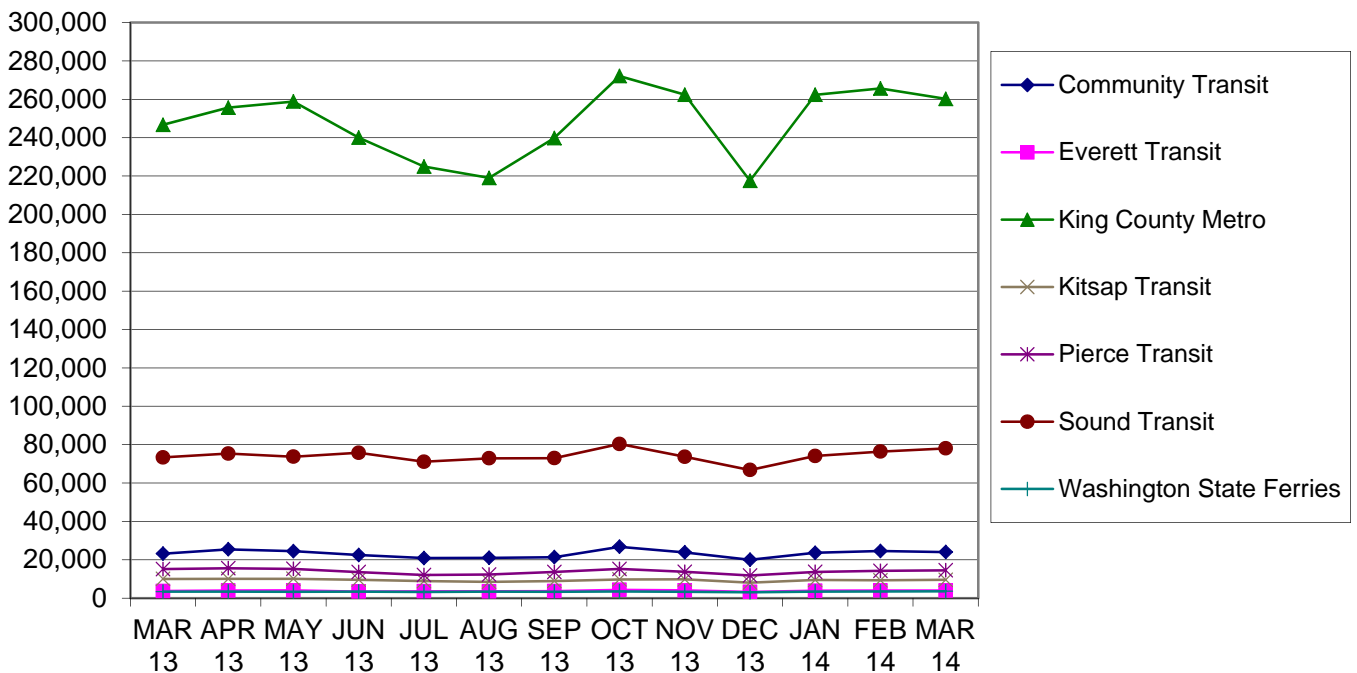
### c) System Operations – Ridership Transactions/Boardings

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

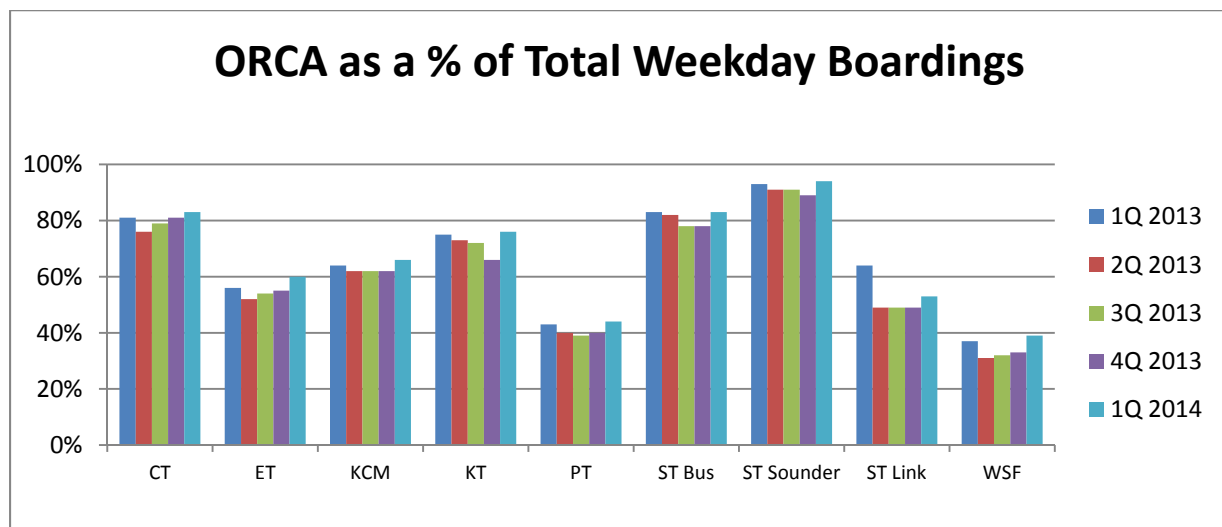
Agency	January	February	March
Community Transit	23,621	24,564	24,029
Everett Transit	3,873	3,977	3,940
King County Metro	262,334	265,611	260,208
Kitsap Transit	9,478	9,303	9,560
Pierce Transit	13,662	14,226	14,514
Sound Transit	74,067	76,367	78,056
Washington State Ferries	3,397	3,468	3,584
<b>Total</b>	<b>390,432</b>	<b>397,516</b>	<b>393,891</b>

Average Weekday ORCA Boardings - Rolling 13 Months



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

Agency	Average Weekday ORCA Boardings March	Average Weekday Total Boardings (ORCA & Non-ORCA) March	ORCA as a % of Total Weekday Boardings March
Community Transit	24,029	28,979	83%
Everett Transit	3,940	6,598	60%
King County Metro	260,208	395,289	66%
Kitsap Transit	9,560	12,526	76%
Pierce Transit	14,514	33,051	44%
Sound Transit Bus	49,340	59,416	83%
Sound Transit Sounder	11,165	11,843	94%
Sound Transit Link	17,551	33,073	53%
Washington State Ferries	3,584	9,258	39% <sup>1</sup>
<b>Total</b>	<b>393,873</b>	<b>590,033</b>	

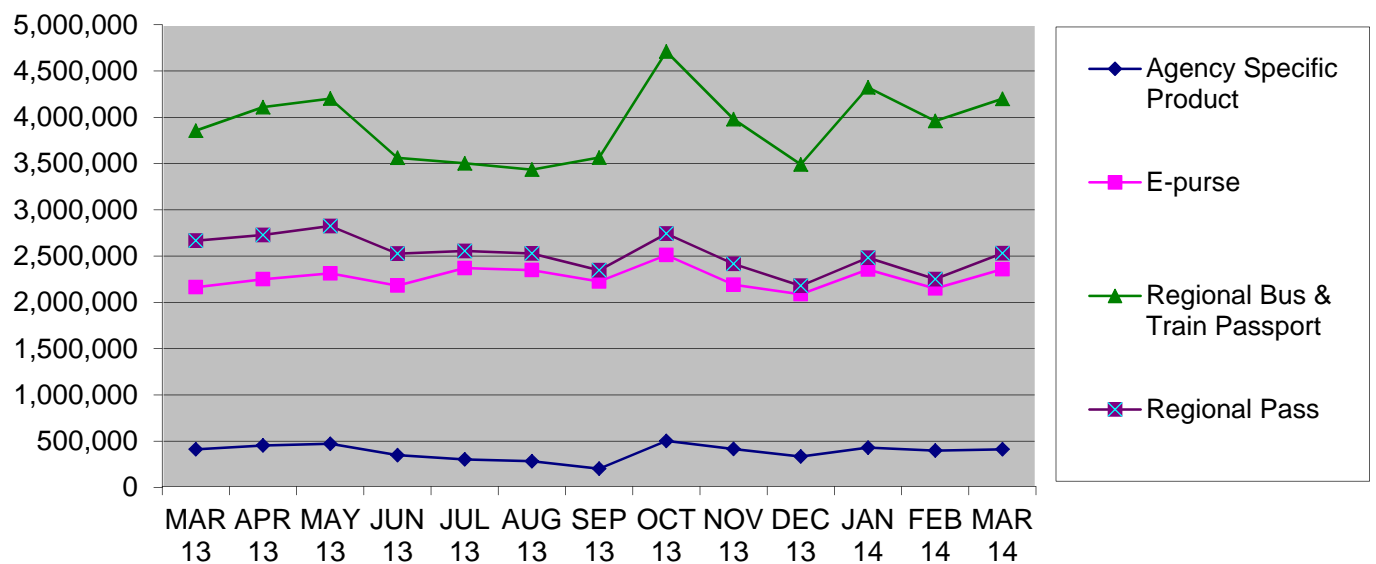


<sup>1</sup> WSF's ORCA as a % of Total Weekday Boardings is for passenger fares only. It does not include vehicle fares.

iii) ORCA Boardings by Product Type

Boardings	January	February	March	Total	% of Total Boardings
Regional Bus & Train Passport	4,322,826	3,959,695	4,199,400	12,481,921	45%
Regional Pass	2,482,170	2,250,980	2,530,402	7,263,552	26%
E-purse	2,354,612	2,149,905	2,357,682	6,862,199	25%
Agency Specific Product	429,765	398,046	411,564	1,239,375	4%
<b>Total<sup>1</sup></b>	<b>9,589,373</b>	<b>8,758,626</b>	<b>9,499,048</b>	<b>27,847,047</b>	<b>100%</b>

ORCA Boardings by Product Type - Rolling 13 Months

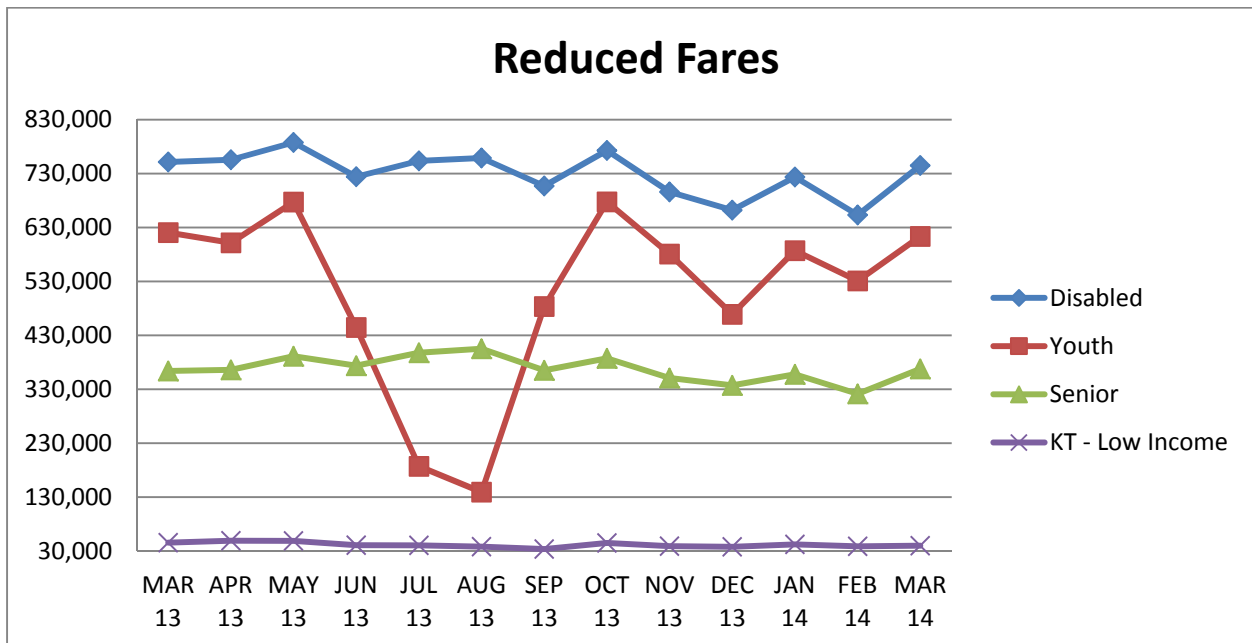
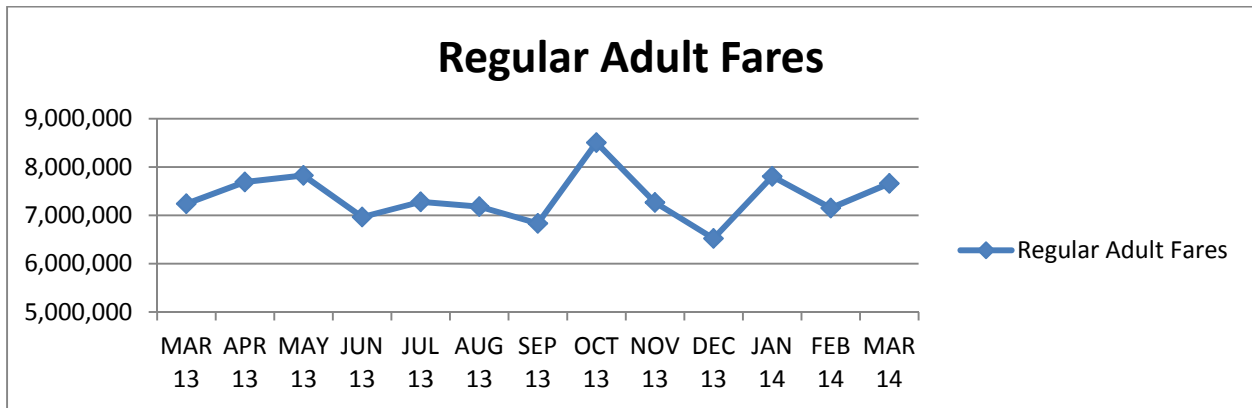


<sup>1</sup> A single boarding may include multiple product types.



iv) ORCA Boardings by Passenger Type

Passenger Type	January	February	March	Total	% of Total
Adult	7,807,991	7,150,548	7,661,409	22,619,948	82%
Disabled	723,673	653,202	745,141	2,122,016	8%
Youth	587,064	531,039	613,702	1,731,805	6%
Senior	357,755	321,499	367,928	1,047,182	3%
KT – Low Income	42,200	38,704	39,749	120,653	1%
<b>Total</b>	<b>9,518,683</b>	<b>8,694,992</b>	<b>9,427,929</b>	<b>27,641,604</b>	<b>100%</b>

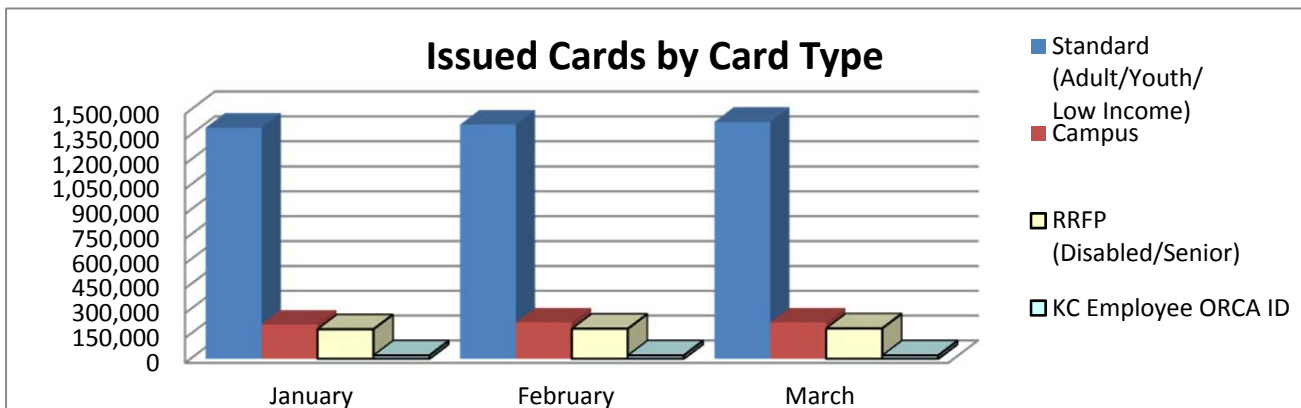


**d) System Operations – ORCA Cards in Circulation and in Use by Type**

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.

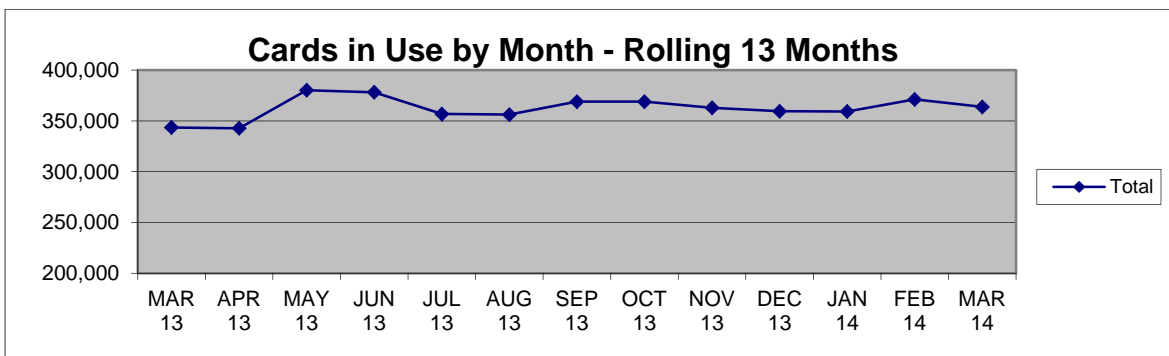
**i) Cumulative Number of Issued Cards (in circulation) since April 2009**

Card Type	January	February	March
Standard (Adult/Youth/Low Income) <sup>1</sup>	1,393,853	1,412,158	1,429,146
Campus	208,173	219,788	220,288
RRFP (Disabled/Senior)	179,247	182,008	184,537
KC Employee ORCA ID	20,762	20,762	20,762
<b>Total</b>	<b>1,802,035</b>	<b>1,834,716</b>	<b>1,854,733</b>



**ii) Cards in Use by Month**

Cards in Use	January	February	March
<b>Total</b>	<b>359,286</b>	<b>371,142</b>	<b>363,709</b>



<sup>1</sup> Standard passenger types

## Customer Education Activities

This table highlights Customer Education Activities (January - March 2014)

	January	February	March
Outreach	<ul style="list-style-type: none"> <li>King County Metro and Kitsap Transit participated in multiple public ORCA To-Go events utilizing the Portable Customer Service Terminals.</li> <li>Pierce Transit retrained staff at the Bonney Lake Safeway store on selling ORCA cards and products.</li> </ul>	<ul style="list-style-type: none"> <li>King County Metro and Kitsap Transit participated in multiple public ORCA To-Go events utilizing the Portable Customer Service Terminals.</li> <li>Pierce Transit provided free ORCA cards to potential transit riders at the new State Farm office in downtown Tacoma.</li> <li>Pierce Transit sent direct mail packages to approximately 7,600 households in Pierce County, promoting ridership on Pierce Transit routes. Mailers included an offer for a fee-waived ORCA card, and a paper "flash pass" valid only on Pierce Transit buses.</li> </ul>	<ul style="list-style-type: none"> <li>King County Metro and Kitsap Transit participated in multiple public ORCA To-Go events utilizing the Portable Customer Service Terminals.</li> <li>Sound Transit is offering a new ORCA To-Go booth in the International District. Starting March 26<sup>th</sup> the booth will operate from 11 am to 1:30 pm the last Wednesday of each month in Union Station's Great Hall, 401 S. Jackson St.</li> <li>Sound Transit delivered 20 ORCA cards to the Southcenter Courtyard for guests staying at the hotel. The ORCA cards will be loaded with \$10.00 E-purse. Card recipients have agreed to complete a survey about their experience with the ORCA card and regional transit services.</li> </ul>

## Pierce Transit Route Promotion – February 2014

**1. Ride** Use this FREE PASS!

**2. Upgrade** -- → GET A FREE READY-TO-LOAD ORCA CARD (A \$5 VALUE) BY 3/14/14.

- **IF YOU'RE AN ADULT (19-64) – UPGRADE BY MAIL** If you're 19-64, fill out the attached reply card and mail it in for a **FREE** ready-to-load Adult ORCA card.
- **IF YOU QUALIFY FOR A REDUCED FARE – UPGRADE IN PERSON** Youth 18 or younger, Seniors 65 or older, or individuals with a certified disability may visit the Tacoma Dome Station Bus Shop in person to trade in the Free Pass for a special ORCA card. You'll need proof of age or disability. Call 253.581.8000, option 1 to speak with a Customer Service Representative to find out what you should bring.

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

*Please send me a Free ORCA card!*

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

NAME: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

DETACH AND MAIL BACK THIS REPLY CARD BY 3/14/14 TO RECEIVE YOUR FREE ORCA CARD. Original Reply Cards Only – No Photocopies Accepted. ONE PER PERSON.

**3. Load & Go!**

Load your ORCA card with a pass for unlimited rides for a month. Or load E-purse, giving you a two-hour transfer privilege – better than cash! Add value to your card online, by phone, at a ticket vending machine, in person at the Tacoma Dome Station Bus Shop or at participating retail outlets. Visit [piercetransit.org](http://piercetransit.org) for details.

*While supplies last. One per person. Offer valid through 3/14/14.*

## Community Transit's current Bus Plus schedule book

**ORCA**  
gets you moving

**One card is all you need for buses, trains and ferries**

**ORCA cards make transferring easy.** Cards carry the fare paid on the first leg of a trip and apply that value when you transfer within two hours. Paper transfers are not accepted between transit agencies.

**Register your card** and protect its value if lost, stolen or damaged.

**Tap and go.** Place your card flat against the ORCA logo on the card reader. You know you've paid when you hear a beep and see a green light. On the train or ferry, tap the reader before you board. And remember to tap off on the train, so you pay the correct fare.

**Manage your account online.** Add value, view transaction history and more.

[orcacard.com](http://orcacard.com)

Reduce • Re-use • Re-read • Please take only one book or visit our website.

Community Transit  
**Bus Plus**  
Schedules & Route Maps  
Effective February 16 through September 27, 2014

Service within Snohomish County and commuter service to King County  
[www.communitytransit.org](http://www.communitytransit.org)

Effective February 16 through September 27, 2014



## Kitsap Transit's New Agency Website

Espanol or Tagalog?

Home About Contact 800.501.RIDE

search



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at 2:38pm - 03/31/14

#24 Route Revised - April 8... at 2:35pm - f

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All Service Information

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Tips, FAQs, and Agency Information

CONNECT

Meetings, Latest News, Contact

ROUTE  
FINDER

PLAN  
A TRIP

RIDE KITSAP TRANSIT

ORCA



FARES



MAPS



FAQS



BOARD

Fares ORCA Special Fare Programs Reduced Fare & Regional Reduced Fare

An ORCA card is an electronic fare payment system accepted on Kitsap Transit, Pierce Transit, King County Metro Transit, Community Transit, Sound Transit, Everett Transit and the Washington State Ferries. It allows riders to load fare product, like a monthly pass, onto their card and tap their card aboard a bus, train or ferry to pay their fare. Instead of carrying different passes for different transit systems, riders carry just one card!

### How To Get Your Card

- **Go Online** (Adult cards only) – Visit [www.orccard.com](http://www.orccard.com) and select "Need A Card". You can use a credit card to order a card on line, add E-purse transportation value or regional or agency passes and have the card mailed to you with your fare product loaded on it within five to seven days.
- **Visit a Retail Outlet** (Adult cards only) – Participating Safeway stores in Kitsap County, the Kingston IGA and the Port Orchard Saars offer ORCA cards for purchase and can load E-purse or a monthly pass.
- **Order By Phone** (Adult cards only) – Call 1-888-988-6722 to order your card and passes with a credit card over the phone. You will receive your card, with passes loaded, in seven to ten days.
- **Order By Mail** (Adult cards and youth ages 6-18, with a copy of age verification) – Call 1-888-988-6722 or download a paper form at [www.orccard.com](http://www.orccard.com). Make your selections and drop it in the mail. Mail orders can be made by check or credit card. You will receive your card, with passes loaded, in seven to ten days.
- **Visit Kitsap Transit Customer Service** (Adult, youth ages 6 to 18, disabled and senior Regional Reduced Fare and Kitsap Transit Low Income) – Visit Kitsap Transit's Customer Service Office in the Bremerton Transportation Center to pick up an ORCA card and load passes or E-purse. Our staff can also add value to your card each month or as you need it.
- **ORCA To-Go Event** (Adult, youth ages 6 to 18, disabled and senior Regional Reduced Fare and Kitsap Transit Low Income) – ORCA Customer Service travels across the region selling and loading ORCA cards. Call 1-888-988-6722 for information on an ORCA To-Go event near you or check the [regional events calendar](#). To schedule ORCA To-Go at your community center or event, call 1-844-212-1313 or email [ORCAToGo@kitsaptransit.com](mailto:ORCAToGo@kitsaptransit.com).

## 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