

Joint Board Program Management Report

1st Quarter - 2017





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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	Q1 2017	Q1 2016	Growth	% of Total Sales	FY 2017	FY 2016	Growth	% of Total Sales
Business Passport*	\$ 30,513,562	\$ 27,332,827	12%	49%	\$ 30,513,562	\$ 27,332,827	12%	49%
E-Purse	\$ 16,976,145	\$ 15,714,425	8%	27%	\$ 16,976,145	\$ 15,714,425	8%	27%
Regional Pass	\$ 12,380,805	\$ 12,740,175	-3%	20%	\$ 12,380,805	\$ 12,740,175	-3%	20%
Agency Product	\$ 2,226,431	\$ 2,290,089	-3%	4%	\$ 2,226,431	\$ 2,290,089	-3%	4%
Day Pass	\$ 59,148	\$ 37,128	59%	0%	\$ 59,148	\$ 37,128	59%	0%
Total	\$ 62,156,092	\$ 58,114,643	7%		\$ 62,156,092	\$ 58,114,643	7%	

***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	Q1 2017	Q1 2016	Growth	% of Total Sales	FY 2017	FY 2016	Growth	% of Total Sales
Business Account Website	\$ 9,029,077	\$ 9,065,311	0%	29%	\$ 9,029,077	\$ 9,065,311	0%	29%
TVM	\$ 8,537,556	\$ 8,096,648	5%	27%	\$ 8,537,556	\$ 8,096,648	5%	27%
Cardholder Website	\$ 5,921,290	\$ 5,770,565	3%	19%	\$ 5,921,290	\$ 5,770,565	3%	19%
Retailer	\$ 2,904,735	\$ 3,152,773	-8%	9%	\$ 2,904,735	\$ 3,152,773	-8%	9%
Autoload	\$ 3,041,470	\$ 2,540,282	20%	10%	\$ 3,041,470	\$ 2,540,282	20%	10%
CST / WPCST/ TRU	\$ 2,002,855	\$ 1,959,127	2%	6%	\$ 2,002,855	\$ 1,959,127	2%	6%
Call Center	\$ 205,547	\$ 197,111	4%	1%	\$ 205,547	\$ 197,111	4%	1%
Total	\$ 31,642,530	\$ 30,781,817	3%		\$ 31,642,530	\$ 30,781,817	3%	

Retailer – Some QFC and Safeway stores were impacted by a technical issue that started in mid-March, affecting Retail sales

Sales Mix	Q1 2017	Q1 2016	Growth	% of Total Sales	FY 2017	FY 2016	Growth	% of Total Sales
Business	\$ 39,542,639	\$ 36,398,138	9%	64%	\$ 39,542,639	\$ 36,398,138	9%	64%
Individual	\$ 22,613,453	\$ 21,716,506	4%	36%	\$ 22,613,453	\$ 21,716,506	4%	36%
Total	\$ 62,156,092	\$ 58,114,643	7%	100%	\$ 62,156,092	\$ 58,114,643	7%	100%

Business = Business Passport + Business Account Website

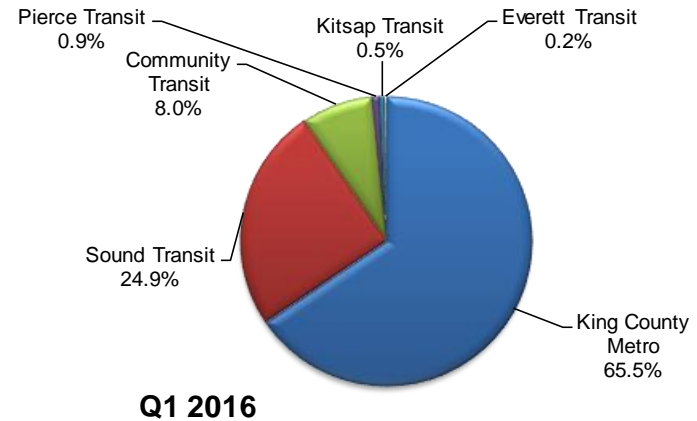
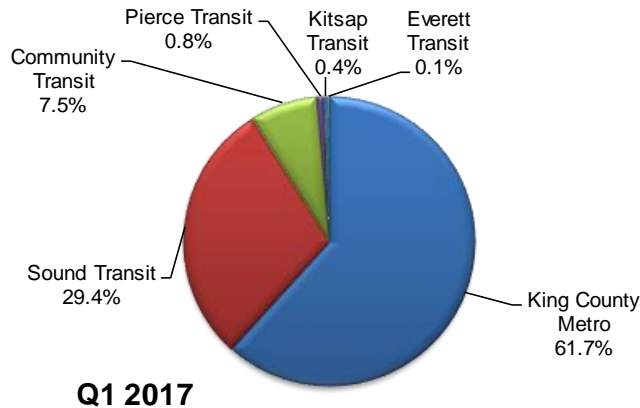


AppORTioned Revenue from Business Account Passport Product

Agency	Q1 2017	Q1 2016	Growth	% of Total Apprt Rev	FY 2017	FY 2016	Growth	% of Total Apprt Rev
King County Metro	\$ 18,834,995	\$ 17,911,236	5%	61.7%	\$ 18,834,995	\$ 17,911,236	5%	61.7%
Sound Transit	\$ 8,966,651	\$ 6,814,401	32%	29.4%	\$ 8,966,651	\$ 6,814,401	32%	29.4%
Community Transit	\$ 2,295,369	\$ 2,176,179	5%	7.5%	\$ 2,295,369	\$ 2,176,179	5%	7.5%
Pierce Transit	\$ 238,296	\$ 237,366	0%	0.8%	\$ 238,296	\$ 237,366	0%	0.8%
Kitsap Transit	\$ 134,173	\$ 146,026	-8%	0.4%	\$ 134,173	\$ 146,026	-8%	0.4%
Everett Transit	\$ 44,077	\$ 47,619	-7%	0.1%	\$ 44,077	\$ 47,619	-7%	0.1%
Total	\$ 30,513,562	\$ 27,332,827	12%		\$ 30,513,562	\$ 27,332,827	12%	

Sound Transit – growth driven by the University of Washington, ULink opening in March 2016

Share of AppORTioned Revenue





Sales at Top 10 Ticket Vending Machine Sites

TVM Location	Q1 2017	Q1 2016	Growth	% of Total TVM Sales	FY 2017	FY 2016	Growth	% of Total TVM Sales
Westlake	\$ 1,688,907	\$ 2,015,074	-16%	20%	\$ 1,688,907	\$ 2,015,074	-16%	20%
University St.	\$ 921,574	\$ 921,049	0%	11%	\$ 921,574	\$ 921,049	0%	11%
Capitol Hill Station	\$ 641,697	\$ 68,353	839%	8%	\$ 641,697	\$ 68,353	839%	8%
International Dist.	\$ 477,148	\$ 463,559	3%	6%	\$ 477,148	\$ 463,559	3%	6%
Bellevue Transit Center	\$ 431,448	\$ 440,963	-2%	5%	\$ 431,448	\$ 440,963	-2%	5%
Pioneer Square	\$ 409,486	\$ 393,201	4%	5%	\$ 409,486	\$ 393,201	4%	5%
UW Station	\$ 357,534	\$ 45,290	689%	4%	\$ 357,534	\$ 45,290	689%	4%
Sea-Tac Airport	\$ 336,069	\$ 307,578	9%	4%	\$ 336,069	\$ 307,578	9%	4%
Tacoma Dome Station	\$ 333,080	\$ 321,877	3%	4%	\$ 333,080	\$ 321,877	3%	4%
Federal Way Transit Ctr	\$ 299,620	\$ 275,536	9%	4%	\$ 299,620	\$ 275,536	9%	4%
Top 10 Total	\$ 5,896,563	\$ 5,252,481	12%	69%	\$ 5,896,563	\$ 5,252,481	12%	69%
Other	\$ 2,640,993	\$ 2,844,167	-7%	31%	\$ 2,640,993	\$ 2,844,167	-7%	31%
Total	\$ 8,537,556	\$ 8,096,648	5%		\$ 8,537,556	\$ 8,096,648	5%	

The percentage is calculated based on the total sales at 33 sites with TVM's
 Capitol Hill and UW Station locations started in March 2016 with ULink opening



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	Q1 2017	Q1 2016	Growth	% of Total ORCA Boardings	FY 2017	FY 2016	Growth	% of Total ORCA Boardings
King County Metro	20,202,457	20,432,682	-1.1%	62.8%	20,202,457	20,432,682	-1.1%	62.8%
Sound Transit	8,233,707	6,451,286	27.6%	25.6%	8,233,707	6,451,286	27.6%	25.6%
Community Transit	1,659,884	1,709,075	-2.9%	5.2%	1,659,884	1,709,075	-2.9%	5.2%
Pierce Transit	972,711	1,130,060	-13.9%	3.0%	972,711	1,130,060	-13.9%	3.0%
Kitsap Transit	574,404	604,251	-4.9%	1.8%	574,404	604,251	-4.9%	1.8%
Everett Transit	264,035	280,212	-5.8%	0.8%	264,035	280,212	-5.8%	0.8%
WSF	280,727	269,512	4.2%	0.9%	280,727	269,512	4.2%	0.9%
Total	32,187,925	30,877,078	4.2%	100%	32,187,925	30,877,078	4.2%	100%

Sound Transit – ULink opening March 19, 2016

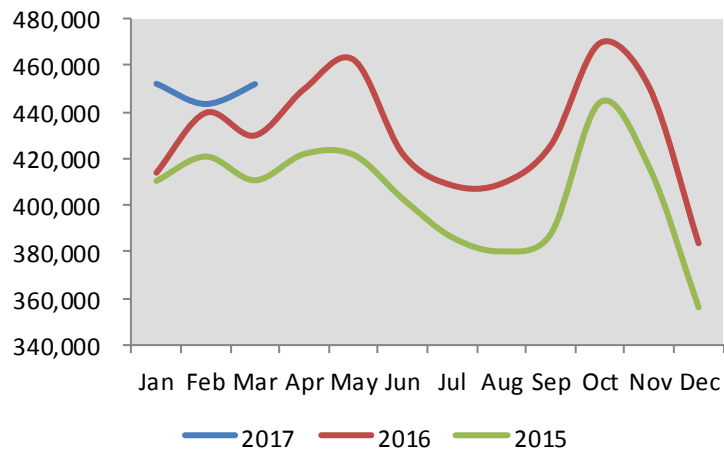
Pierce Transit – Free fare week March 12 – March 18, 2017; drivers were instructed not to log in to ORCA; both fareboxes and ORCA readers were covered



Average Weekday ORCA Boardings by Month

Agency	Average Weekday ORCA Boardings March	Average Weekday (ORCA & Non-ORCA) March	ORCA Market Share March	vs. Last Qtr	ORCA Market Share December
Community Transit	23,912	28,088	85%	↑	83%
Everett Transit	3,645	6,406	57%	↓	58%
King County Metro	282,197	403,329	70%	↑	65%
Kitsap Transit	9,190	11,825	78%	↑	75%
Pierce Transit	11,572	23,548	49%	↑	48%
Sound Transit Bus	53,657	64,080	84%	↑	77%
Sound Transit Sounder	15,408	17,172	90%	↑	89%
Sound Transit Link	48,558	67,174	72%	↑	67%
Washington State Ferries	3,981	15,555	26%	↑	21%
Total	452,120	637,177			

Avg Weekday Boardings

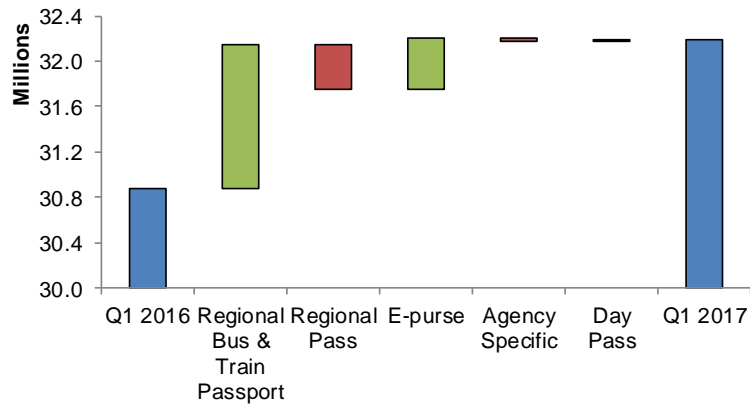




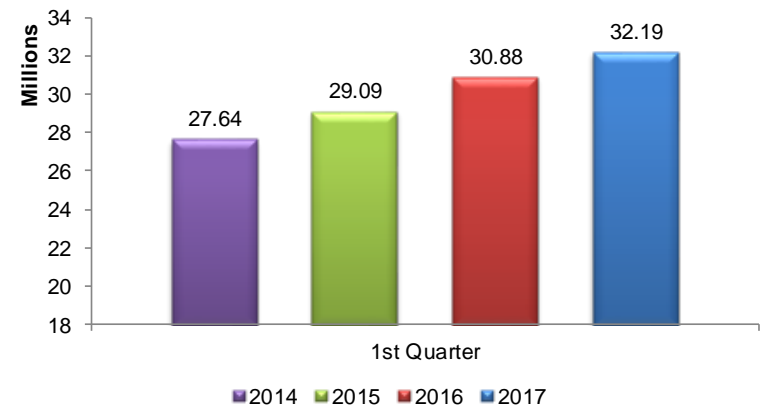
ORCA Boardings by Product Type

Product Type	Q1 2017	Q1 2016	Growth	% of Total ORCA Boardings	FY 2017	FY 2016	Growth	% of Total ORCA Boardings
Business Passport	15,876,598	14,606,832	8.7%	49.3%	15,876,598	14,606,832	8.7%	49.3%
E-Purse	8,499,967	8,037,135	5.8%	26.4%	8,499,967	8,037,135	5.8%	26.4%
Regional Pass	7,207,966	7,610,206	-5.3%	22.4%	7,207,966	7,610,206	-5.3%	22.4%
Agency Product	578,032	607,690	-4.9%	1.8%	578,032	607,690	-4.9%	1.8%
Day Pass	25,362	15,215	66.7%	0.1%	25,362	15,215	66.7%	0.1%
Total	32,187,925	30,877,078	4.2%	100%	32,187,925	30,877,078	4.2%	100%

Q1 2017 vs. Q1 2016 Boardings



Total Q1 ORCA Boardings



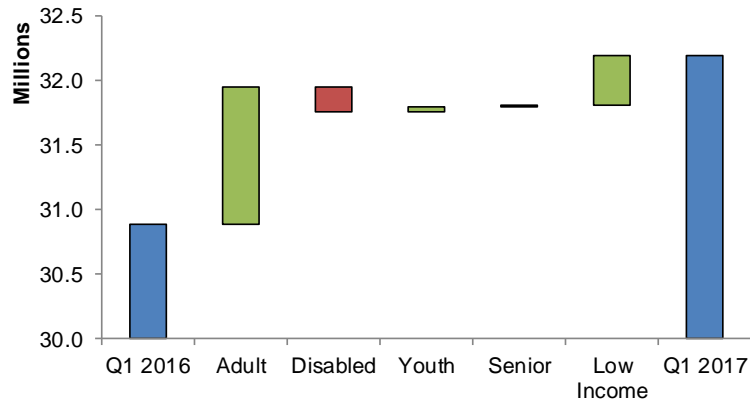


ORCA Boardings by Passenger Type

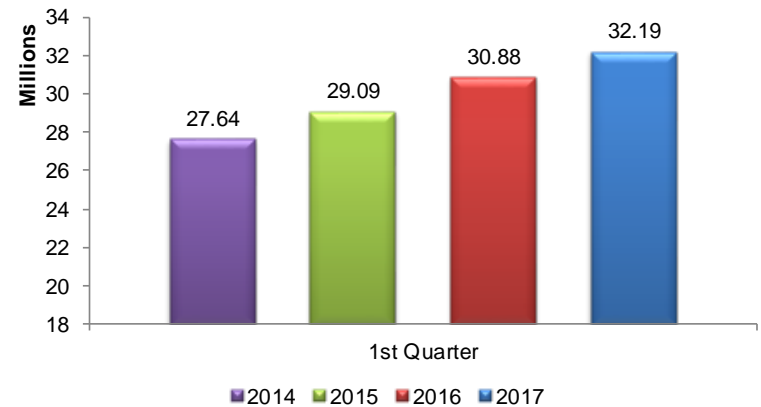
Passenger Type	Q1 2017	Q1 2016	Growth	% of Total ORCA Boardings	FY 2017	FY 2016	Growth	% of Total ORCA Boardings
Adult	25,486,013	24,413,397	4.4%	79.2%	25,486,013	24,413,397	4.4%	79.2%
Disabled	1,934,594	2,137,068	-9.5%	6.0%	1,934,594	2,137,068	-9.5%	6.0%
Senior	1,154,122	1,136,460	1.6%	3.6%	1,154,122	1,136,460	1.6%	3.6%
Low Income	1,827,251	1,444,549	26.5%	5.7%	1,827,251	1,444,549	26.5%	5.7%
Youth	1,785,945	1,745,604	2.3%	5.5%	1,785,945	1,745,604	2.3%	5.5%
Total	32,187,925	30,877,078	4.2%	100%	32,187,925	30,877,078	4.2%	100%

Low Income – ORCA LIFT launched in March 2016 on ST Express & Sounder

Q1 2017 vs. Q1 2016 Boardings



Total Q1 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	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Q1 2017
Safeway	\$ 1,464,772	\$ 1,526,104	\$ 1,583,259	\$ 1,483,429	\$ 1,479,865
QFC	\$ 1,184,662	\$ 1,283,431	\$ 1,325,714	\$ 1,198,196	\$ 1,129,244
Bartell Drugs	\$ 248,794	\$ 249,905	\$ 234,751	\$ 231,256	\$ 235,539
Saar's Market Place	\$ 203,189	\$ 203,831	\$ 141,427	\$ 72,584	\$ 21,272
Food Market / Thriftway	\$ 36,905	\$ 36,612	\$ 39,227	\$ 38,154	\$ 38,815
Roger's Market Place	\$ 14,450	\$ 40			
Total	\$ 3,152,773	\$ 3,299,923	\$ 3,324,379	\$ 3,023,619	\$ 2,904,735

Retailer – Some QFC and Safeway stores were impacted by a technical issue that started in mid-March, affecting Retail sales; Saar's Market Place sales decline largely attributable to closure of Lakewood location in Q3 2016.

Top 10 Individual Retail Locations by Sales Volume

Bartells Seattle 3rd & Union	\$ 235,539
Safeway Lakewood	\$ 74,611
QFC Seattle Northgate	\$ 72,770
Safeway Seattle NW Market	\$ 71,345
QFC Seattle Harvard Market	\$ 70,633
Safeway Seattle NE Brooklyn	\$ 67,502
QFC Seattle Wallingford	\$ 61,475
QFC Seattle Ballard	\$ 60,936
QFC Seattle Broadway Market	\$ 58,750
QFC Bellevue Crossroads	\$ 58,385
Total	\$ 831,947

^ The percentage is calculated based on the total sales at 122 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)	Jan-17	Feb-17	Mar-17
Standard (Adult/Youth /Low Income)	2,500,383	2,526,449	2,542,433
Campus	357,531	367,570	369,070
RRFP (Disabled/Senior)	274,507	275,204	275,847
KC Employee ORCA ID	25,761	25,761	25,761
Total	3,158,182	3,194,984	3,213,111

Cards In Use	Jan-17	Feb-17	Mar-17
Total		462,672	493,547

% of Issued Cards in Use	Jan-17	Feb-17	Mar-17
		14.5%	15.4%

Reporting for Cards in Use in January is not available



Appendix



Sales by Pass Product

Pass	Q1 2017	Q1 2016	YoY	FY 2017	FY 2016	YoY	Pass	Q1 2017	Q1 2016	YoY	FY 2017	FY 2016	YoY
Everett Transit Monthly Reduced Fare Pass	\$ 1,899	\$ 1,989	-5%	\$ 1,899	\$ 1,989	-5%	PugetPass \$0.50	\$ 522	\$ 1,296	-60%	\$ 522	\$ 1,296	-60%
Kitsap Transit Full Fare Pass	\$ 172,400	\$ 172,350	0%	\$ 172,400	\$ 172,350	0%	PugetPass \$0.75	\$ 9,747	\$ 103,491	-91%	\$ 9,747	\$ 103,491	-91%
Kitsap Transit Reduced Fare Pass	\$ 122,050	\$ 124,800	-2%	\$ 122,050	\$ 124,800	-2%	PugetPass \$1.00	\$ 965,592	\$ 887,220	9%	\$ 965,592	\$ 887,220	9%
Kitsap Transit Worker/Driver Full Fare Pass	\$ 417,100	\$ 430,767	-3%	\$ 417,100	\$ 430,767	-3%	PugetPass \$1.25	\$ 12,645	\$ 15,975	-21%	\$ 12,645	\$ 15,975	-21%
Metro Monthly Access Pass	\$ 116,361	\$ 128,268	-9%	\$ 116,361	\$ 128,268	-9%	PugetPass \$1.50	\$ 1,031,076	\$ 1,006,560	2%	\$ 1,031,076	\$ 1,006,560	2%
Metro Monthly Vanpool Pass 1 Zone	\$ 108,603	\$ 108,999	0%	\$ 108,603	\$ 108,999	0%	PugetPass \$1.75	\$ 59,598	\$ 40,509	47%	\$ 59,598	\$ 40,509	47%
Metro Monthly Vanpool Pass 2 Zone	\$ 102,024	\$ 134,316	-24%	\$ 102,024	\$ 134,316	-24%	PugetPass \$2.00	\$ 347,472	\$ 372,384	-7%	\$ 347,472	\$ 372,384	-7%
Metro Monthly Adult Pass Peak	\$ -	\$ 117	0%	\$ -	\$ 117	0%	PugetPass \$2.25	\$ 333,801	\$ 259,038	29%	\$ 333,801	\$ 259,038	29%
Pierce Transit Reduced Fare Monthly Pass	\$ -	\$ 1,350	-100%	\$ -	\$ 1,350	-100%	PugetPass \$2.50	\$ 827,280	\$ 1,252,440	-34%	\$ 827,280	\$ 1,252,440	-34%
Pierce Transit Summer Youth Pass	\$ 855	\$ -	N/A	\$ 855	\$ -	N/A	PugetPass \$2.75	\$ 4,547,862	\$ 4,249,476	7%	\$ 4,547,862	\$ 4,249,476	7%
PT Adult All-Day Pass	\$ 1,285	\$ 2,000	-36%	\$ 1,285	\$ 2,000	-36%	PugetPass \$3.00	\$ 332,532	\$ 365,796	-9%	\$ 332,532	\$ 365,796	-9%
PT Youth/Senior/Disabled All-Day Pass	\$ 195	\$ 133	47%	\$ 195	\$ 133	47%	PugetPass \$3.25	\$ 1,328,301	\$ 1,480,401	-10%	\$ 1,328,301	\$ 1,480,401	-10%
WSF Ana-Lopez/Shaw/Orcas/F Harbor 10-Ride	\$ -	\$ 86	-100%	\$ -	\$ 86	-100%	PugetPass \$3.50	\$ 181,692	\$ 785,358	-77%	\$ 181,692	\$ 785,358	-77%
WSF Central Sound Monthly Pass	\$ 1,031,973	\$ 1,039,462	-1%	\$ 1,031,973	\$ 1,039,462	-1%	PugetPass \$3.75	\$ 815,670	\$ 523,260	56%	\$ 815,670	\$ 523,260	56%
WSF Central Sound Passenger 10-Ride	\$ 48,914	\$ 36,503	34%	\$ 48,914	\$ 36,503	34%	PugetPass \$4.00	\$ 252,576	\$ 197,568	28%	\$ 252,576	\$ 197,568	28%
WSF Fauntleroy-Southworth Monthly Pass	\$ 38,423	\$ 38,607	0%	\$ 38,423	\$ 38,607	0%	PugetPass \$4.25	\$ 659,889	\$ 703,800	-6%	\$ 659,889	\$ 703,800	-6%
WSF Fauntleroy-Southworth Passenger 10-Ride	\$ 1,436	\$ 153	841%	\$ 1,436	\$ 153	841%	PugetPass \$4.50	\$ 100,116	\$ 99,954	0%	\$ 100,116	\$ 99,954	0%
WSF Mukilteo-Clinton Monthly Pass	\$ 40,354	\$ 45,036	-10%	\$ 40,354	\$ 45,036	-10%	PugetPass \$4.75	\$ 224,694	\$ 171,684	31%	\$ 224,694	\$ 171,684	31%
WSF Mukilteo-Clinton Passenger 10-Ride	\$ 1,747	\$ 1,454	20%	\$ 1,747	\$ 1,454	20%	PugetPass \$5.00	\$ 64,620	\$ 43,200	50%	\$ 64,620	\$ 43,200	50%
WSF Port Townsend - Coupeville Monthly Pass	\$ -	\$ 342	-100%	\$ -	\$ 342	-100%	PugetPass \$5.25	\$ 132,111	\$ 72,009	83%	\$ 132,111	\$ 72,009	83%
WSF Port Townsend-Coupeville Passenger 20-Ride	\$ 54	\$ -	N/A	\$ 54	\$ -	N/A	PugetPass \$5.50	\$ 94,842	\$ 93,852	1%	\$ 94,842	\$ 93,852	1%
WSF Vashon Island Monthly Pass	\$ 20,114	\$ 22,848	-12%	\$ 20,114	\$ 22,848	-12%	PugetPass \$5.75	\$ 58,167	\$ 14,904	290%	\$ 58,167	\$ 14,904	290%
WSF Vashon Island Passenger 10-Ride	\$ 644	\$ 510	26%	\$ 644	\$ 510	26%	Total Regional	\$ 12,380,805	\$ 12,740,175	-3%	\$ 12,380,805	\$ 12,740,175	-3%
Total Agency Product	\$ 2,226,431	\$ 2,290,089	-3%	\$ 2,226,431	\$ 2,290,089	-3%							

Pass	Q1 2017	Q1 2016	YoY	FY 2017	FY 2016	YoY	Pass	Q1 2017	Q1 2016	YoY	FY 2017	FY 2016	YoY
*Business Passport	\$ 30,513,562	\$ 27,332,827	12%	\$ 30,513,562	\$ 27,332,827	12%	All-Day PugetPass \$1.75	\$ 2,268	\$ 672	238%	\$ 2,268	\$ 672	238%
Total Business Passport	\$ 30,513,562	\$ 27,332,827	12%	\$ 30,513,562	\$ 27,332,827	12%	All-Day PugetPass \$3.50	\$ 56,880	\$ 36,456	56%	\$ 56,880	\$ 36,456	56%
							All-Day PugetPass \$4.00	\$ -	\$ -	N/A	\$ -	\$ -	N/A
							Total Day Pass	\$ 59,148	\$ 37,128	59%	\$ 59,148	\$ 37,128	59%

***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.



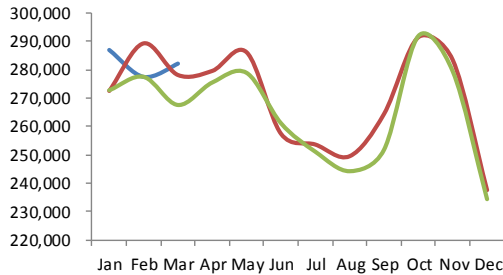
Sales at Customer Service Terminal Locations

CST Location	Q1 2017	Q1 2016	Growth	% of Total CST Sales	FY 2017	FY 2016	Growth	% of Total CST Sales
KCM – King Street	\$ 533,302	\$ 575,718	-7%	27%	\$ 533,302	\$ 575,718	-7%	27%
KT – Bremerton	\$ 385,555	\$ 385,539	0%	20%	\$ 385,555	\$ 385,539	0%	20%
CT Ride Store	\$ 326,974	\$ 319,858	2%	17%	\$ 326,974	\$ 319,858	2%	17%
KCM – Westlake	\$ 249,575	\$ 189,717	32%	13%	\$ 249,575	\$ 189,717	32%	13%
PT - Tacoma Dome	\$ 225,810	\$ 216,076	5%	11%	\$ 225,810	\$ 216,076	5%	11%
ET – Everett	\$ 152,038	\$ 174,409	-13%	8%	\$ 152,038	\$ 174,409	-13%	8%
ORCA – Mail Center	\$ 97,003	\$ 87,343	11%	5%	\$ 97,003	\$ 87,343	11%	5%
ST – Union Station	\$ 5,065	\$ 6,473	-22%	0%	\$ 5,065	\$ 6,473	-22%	0%
Total	\$ 1,975,322	\$ 1,955,133	1%		\$ 1,975,322	\$ 1,955,133	1%	

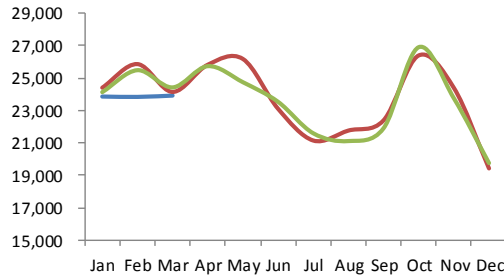


Average Weekday ORCA Boardings by Month (Agency)

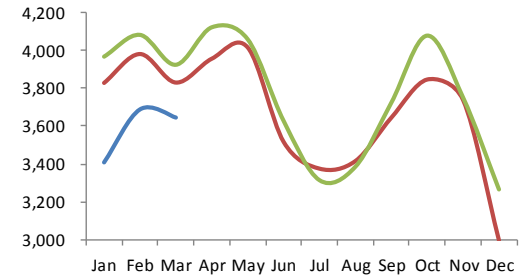
KCM Avg Weekday Boardings



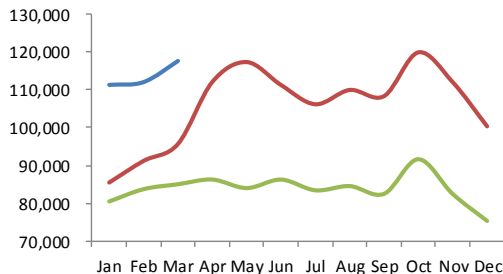
CT Avg Weekday Boardings



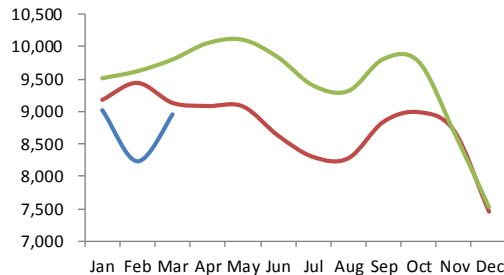
ET Avg Weekday Boardings



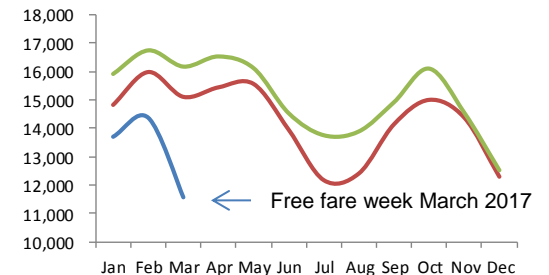
ST Avg Weekday Boardings



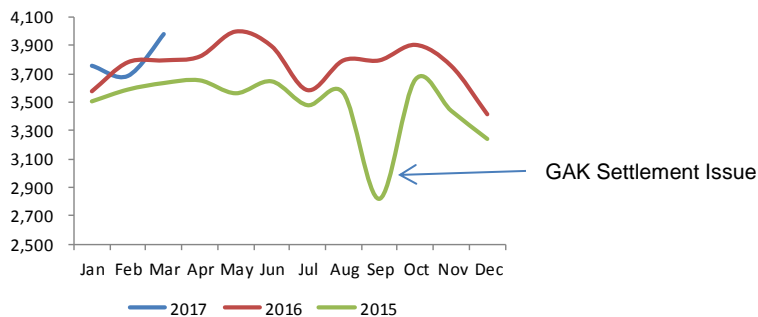
KT Avg Weekday Boardings



PT Avg Weekday Boardings

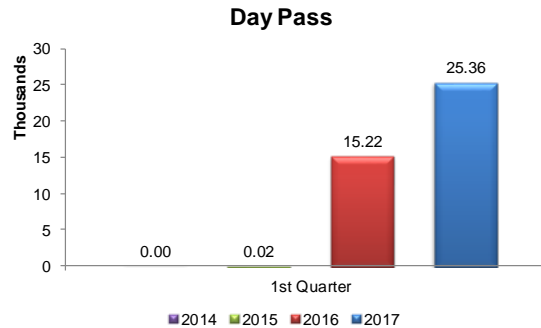
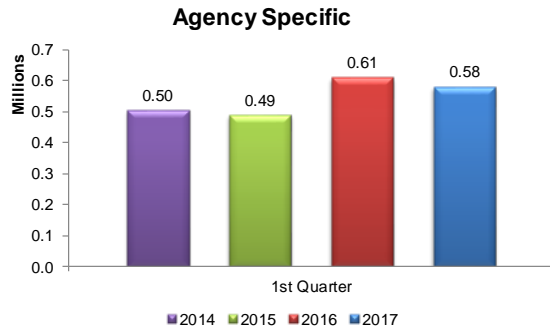
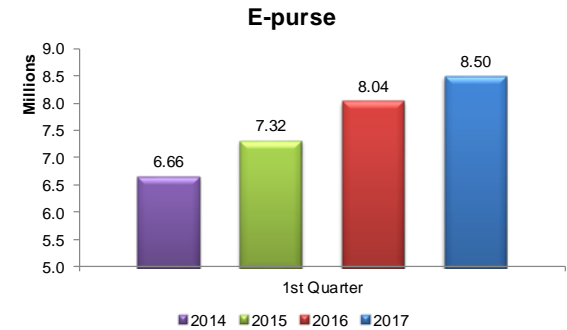
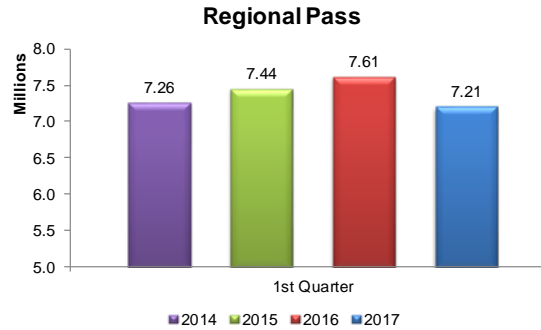
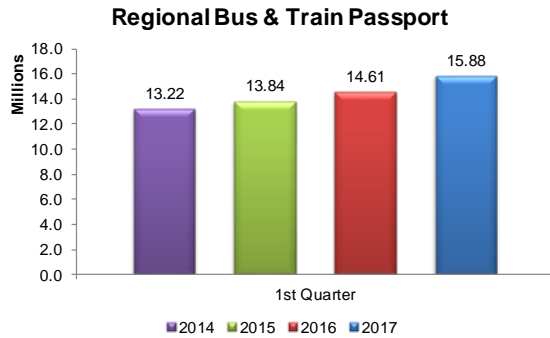


WSF Avg Weekday Boardings



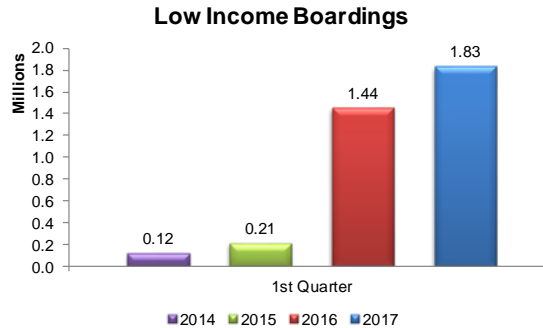
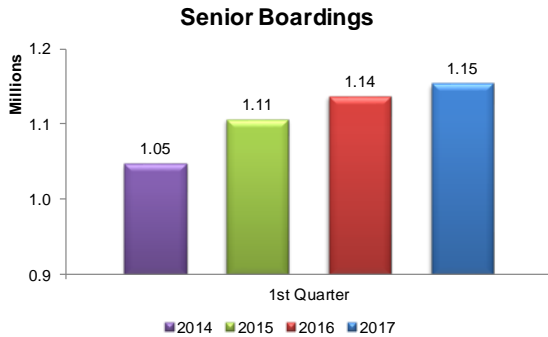
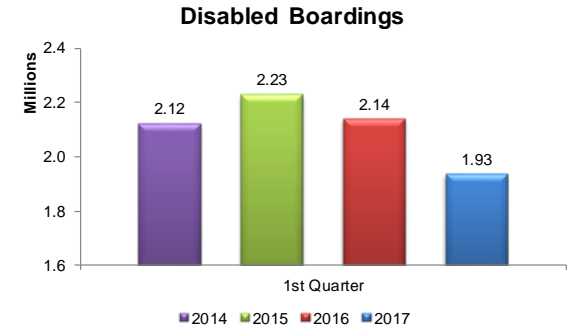
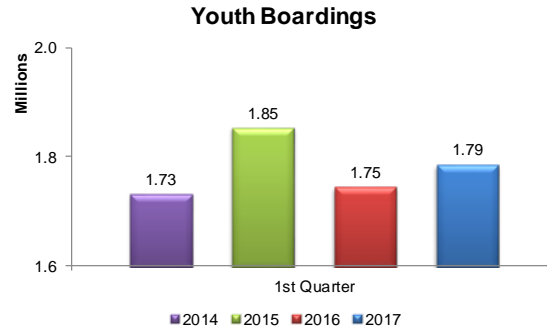
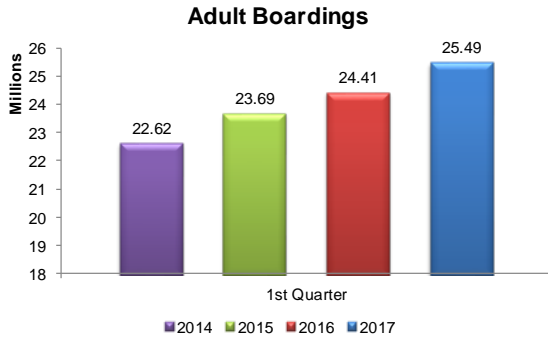


Historical Q1 ORCA Boardings by Product Type





Historical Q1 ORCA Boardings by Passenger Type





Overview of Customer Activity & Contacts

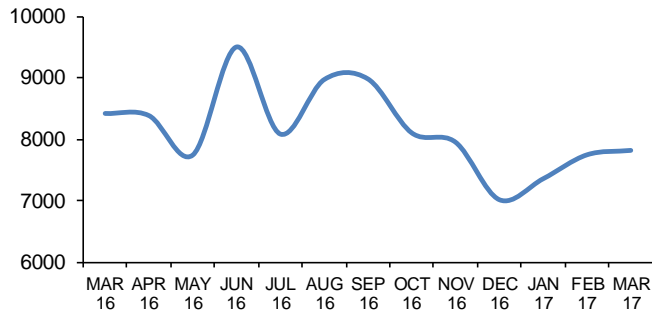
Measure	Jan-17	Feb-17	Mar-17
Transaction Volume:			
Total Number of Fare Transactions/Boardings on All Services	10,818,588	9,833,073	11,533,345
Number of Cards in Use		462,672	493,547
Autoload Activity:			
Number of Autoload Transactions	24,999	23,354	27,869
Amount of Autoload Transactions	\$ 1,011,977	\$ 937,651	\$ 1,091,841
Cardholder Website Traffic:			
Number of "My ORCA" Accounts Established[3]			901,703
Number of Cardholder Transactions Per Month	38,776	33,133	39,070
Customer Contact:			
ORCA Regional Call Center Calls Received	7,357	7,747	7,819
Email Volume:			
ORCA Regional Emails Received	814	992	1,142
Business Accounts:			
Active Business Accounts	1,842	1,851	1,858

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

