

Joint Board Program Management Report

2nd 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	Q2 2017	Q2 2016	Growth	% of Total Sales	FY 2017	FY 2016	Growth	% of Total Sales
Business Passport*	\$ 31,713,413	\$ 28,995,229	9%	49%	\$ 62,226,975	\$ 56,328,056	10%	49%
E-Purse	\$ 17,793,441	\$ 17,060,699	4%	28%	\$ 34,769,586	\$ 32,775,123	6%	28%
Regional Pass	\$ 12,299,186	\$ 12,624,093	-3%	19%	\$ 24,679,991	\$ 25,364,268	-3%	20%
Agency Product	\$ 2,197,698	\$ 2,237,564	-2%	3%	\$ 4,424,129	\$ 4,527,654	-2%	4%
Day Pass	\$ 96,124	\$ 70,400	37%	0%	\$ 155,272	\$ 107,528	44%	0%
Total	\$ 64,099,861	\$ 60,987,986	5%		\$126,255,953	\$ 119,102,629	6%	

***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	Q2 2017	Q2 2016	Growth	% of Total Sales	FY 2017	FY 2016	Growth	% of Total Sales
Business Account Website	\$ 8,534,976	\$ 8,980,847	-5%	26%	\$ 17,564,052	\$ 18,046,159	-3%	27%
TVM	\$ 9,359,981	\$ 8,813,042	6%	29%	\$ 17,897,537	\$ 16,909,690	6%	28%
Cardholder Website	\$ 5,998,516	\$ 5,833,863	3%	19%	\$ 11,919,805	\$ 11,604,427	3%	19%
Retailer	\$ 2,963,104	\$ 3,299,923	-10%	9%	\$ 5,867,840	\$ 6,452,696	-9%	9%
Autoload	\$ 3,253,923	\$ 2,759,996	18%	10%	\$ 6,295,393	\$ 5,300,278	19%	10%
CST / WPCST/ TRU	\$ 2,055,337	\$ 2,088,412	-2%	6%	\$ 4,058,192	\$ 4,047,539	0%	6%
Call Center	\$ 220,360	\$ 216,673	2%	1%	\$ 425,908	\$ 413,784	3%	1%
Total	\$ 32,386,197	\$ 31,992,756	1%		\$ 64,028,727	\$ 62,774,573	2%	

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

Sales Mix	Q2 2017	Q2 2016	Growth	% of Total Sales	FY 2017	FY 2016	Growth	% of Total Sales
Business	\$ 40,248,389	\$ 37,976,077	6%	63%	\$ 79,791,028	\$ 74,374,215	7%	63%
Individual	\$ 23,851,473	\$ 23,011,909	4%	37%	\$ 46,464,925	\$ 44,728,414	4%	37%
Total	\$ 64,099,861	\$ 60,987,986	5%	100%	\$126,255,953	\$ 119,102,629	6%	100%

Business = Business Passport + Business Account Website

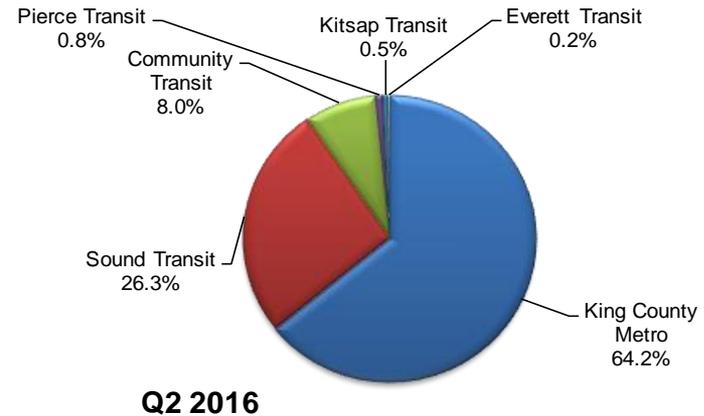
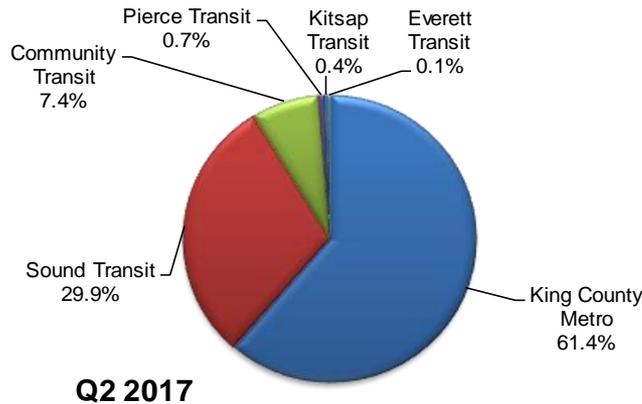


AppORTIONED Revenue from Business Account Passport Product

Agency	Q2 2017	Q2 2016	Growth	% of Total Apprt Rev	FY 2017	FY 2016	Growth	% of Total Apprt Rev
King County Metro	\$ 19,475,847	\$ 18,605,209	5%	61.4%	\$ 38,310,842	\$ 36,516,445	5%	61.6%
Sound Transit	\$ 9,471,516	\$ 7,627,517	24%	29.9%	\$ 18,438,168	\$ 14,441,918	28%	29.6%
Community Transit	\$ 2,358,927	\$ 2,317,385	2%	7.4%	\$ 4,654,296	\$ 4,493,564	4%	7.5%
Pierce Transit	\$ 228,676	\$ 244,529	-6%	0.7%	\$ 466,971	\$ 481,895	-3%	0.8%
Kitsap Transit	\$ 134,880	\$ 147,122	-8%	0.4%	\$ 269,054	\$ 293,148	-8%	0.4%
Everett Transit	\$ 43,567	\$ 53,468	-19%	0.1%	\$ 87,645	\$ 101,087	-13%	0.1%
Total	\$ 31,713,413	\$ 28,995,229	9%		\$ 62,226,975	\$ 56,328,056	10%	

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	Q2 2017	Q2 2016	Growth	% of Total TVM Sales	FY 2017	FY 2016	Growth	% of Total TVM Sales
Westlake	\$ 1,796,613	\$ 1,911,862	-6%	19%	\$ 3,485,520	\$ 3,926,936	-11%	19%
University St.	\$ 930,229	\$ 935,507	-1%	10%	\$ 1,851,803	\$ 1,856,556	0%	10%
Capitol Hill Station	\$ 711,637	\$ 519,995	37%	8%	\$ 1,353,334	\$ 588,349	130%	8%
International Dist.	\$ 532,408	\$ 501,796	6%	6%	\$ 1,009,556	\$ 965,355	5%	6%
Bellevue Transit Center	\$ 478,934	\$ 467,494	2%	5%	\$ 910,382	\$ 908,457	0%	5%
Pioneer Square	\$ 449,239	\$ 408,672	10%	5%	\$ 858,724	\$ 801,874	7%	5%
UW Station	\$ 441,285	\$ 349,504	26%	5%	\$ 798,819	\$ 394,795	102%	4%
Sea-Tac Airport	\$ 424,916	\$ 358,897	18%	5%	\$ 760,985	\$ 666,476	14%	4%
Tacoma Dome Station	\$ 344,767	\$ 334,699	3%	4%	\$ 677,846	\$ 656,575	3%	4%
Federal Way Transit Ctr	\$ 312,326	\$ 318,302	-2%	3%	\$ 611,946	\$ 593,838	3%	3%
Top 10 Total	\$ 6,422,352	\$ 6,106,728	5%	69%	\$ 12,318,915	\$ 11,359,209	8%	69%
Other	\$ 2,937,629	\$ 2,706,314	9%	31%	\$ 5,578,622	\$ 5,550,481	1%	31%
Total	\$ 9,359,981	\$ 8,813,042	6%		\$ 17,897,537	\$ 16,909,690	6%	

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	Q2 2017	Q2 2016	Growth	% of Total ORCA Boardings	FY 2017	FY 2016	Growth	% of Total ORCA Boardings
King County Metro	21,066,940	20,110,324	4.8%	62.2%	41,269,397	40,543,006	1.8%	62.5%
Sound Transit	8,808,406	8,205,072	7.4%	26.0%	17,042,113	14,656,358	16.3%	25.8%
Community Transit	1,735,848	1,730,701	0.3%	5.1%	3,395,732	3,439,776	-1.3%	5.1%
Pierce Transit	1,125,524	1,104,792	1.9%	3.3%	2,098,235	2,234,852	-6.1%	3.2%
Kitsap Transit	578,187	589,838	-2.0%	1.7%	1,152,591	1,194,089	-3.5%	1.7%
Everett Transit	278,197	276,608	0.6%	0.8%	542,232	556,820	-2.6%	0.8%
WSF	302,183	287,034	5.3%	0.9%	582,910	556,546	4.7%	0.9%
Total	33,895,285	32,304,369	4.9%	100%	66,083,210	63,181,447	4.6%	100%

Sound Transit – ULink opening March 19, 2016

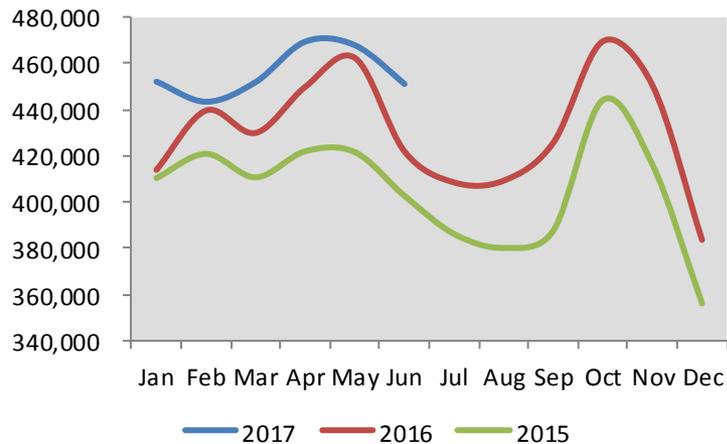
Pierce Transit – Free fare week March 12 – March 18, 2017; drivers were instructed not to log in to ORCA; both fareboxes and ORCA readers were covered



Average Weekday ORCA Boardings by Month

Agency	Average Weekday ORCA Boardings June	Average Weekday (ORCA & Non-ORCA) June	ORCA Market Share June	vs. Last Qtr	ORCA Market Share March
Community Transit	23,263	27,830	84%	↓	85%
Everett Transit	3,568	6,473	55%	↓	57%
King County Metro	276,582	406,582	68%	↓	70%
Kitsap Transit	8,405	11,277	75%	↓	78%
Pierce Transit	14,548	27,871	52%	↑	49%
Sound Transit Bus	53,807	65,719	82%	↓	84%
Sound Transit Sounder	15,717	17,125	92%	↑	90%
Sound Transit Link	51,067	76,954	66%	↓	72%
Washington State Ferries	4,072	22,226	18%	↓	26%
Total	451,029	662,056			

Avg Weekday Boardings

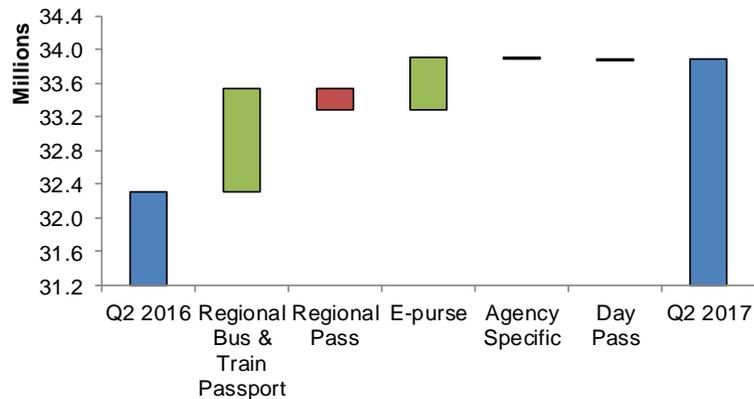




ORCA Boardings by Product Type

Product Type	Q2 2017	Q2 2016	Growth	% of Total ORCA Boardings	FY 2017	FY 2016	Growth	% of Total ORCA Boardings
Business Passport	16,349,101	15,108,382	8.2%	48.2%	32,225,699	29,715,214	8.4%	48.8%
E-Purse	9,291,800	8,679,993	7.0%	27.4%	17,791,767	16,717,128	6.4%	26.9%
Regional Pass	7,624,563	7,879,669	-3.2%	22.5%	14,832,529	15,489,875	-4.2%	22.4%
Agency Product	588,253	605,821	-2.9%	1.7%	1,166,285	1,213,511	-3.9%	1.8%
Day Pass	41,568	30,504	36.3%	0.1%	66,930	45,719	46.4%	0.1%
Total	33,895,285	32,304,369	4.9%	100%	66,083,210	63,181,447	4.6%	100%

Q2 2017 vs. Q2 2016 Boardings



Total Q2 ORCA Boardings



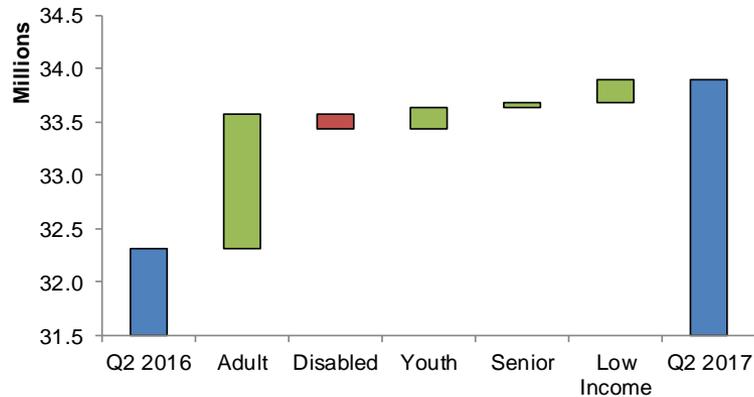


ORCA Boardings by Passenger Type

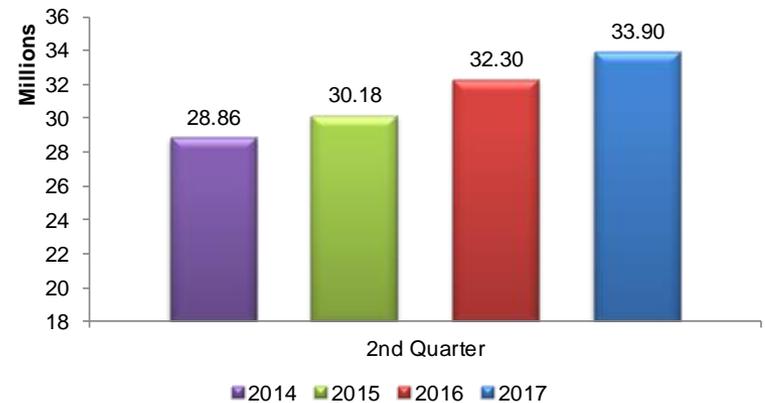
Passenger Type	Q2 2017	Q2 2016	Growth	% of Total ORCA Boardings	FY 2017	FY 2016	Growth	% of Total ORCA Boardings
Adult	26,665,200	25,398,236	5.0%	78.7%	52,151,213	49,811,633	4.7%	78.9%
Disabled	2,080,959	2,216,361	-6.1%	6.1%	4,015,553	4,353,429	-7.8%	6.1%
Senior	1,321,716	1,283,500	3.0%	3.9%	2,475,838	2,419,960	2.3%	3.7%
Low Income	1,923,078	1,701,841	13.0%	5.7%	3,750,329	3,146,390	19.2%	5.7%
Youth	1,904,332	1,704,431	11.7%	5.6%	3,690,277	3,450,035	7.0%	5.6%
Total	33,895,285	32,304,369	4.9%	100%	66,083,210	63,181,447	4.6%	100%

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

Q2 2017 vs. Q2 2016 Boardings



Total Q2 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	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Safeway	\$ 1,526,104	\$ 1,583,259	\$ 1,483,429	\$ 1,479,865	\$ 1,481,293
QFC	\$ 1,283,431	\$ 1,325,714	\$ 1,198,196	\$ 1,129,244	\$ 1,156,723
Bartell Drugs	\$ 249,905	\$ 234,751	\$ 231,256	\$ 235,539	\$ 236,644
Saar's Market Place	\$ 203,831	\$ 141,427	\$ 72,584	\$ 21,272	\$ 47,809
Food Market / Thriftway	\$ 36,612	\$ 39,227	\$ 38,154	\$ 38,815	\$ 40,634
Roger's Market Place	\$ 40				
Total	\$ 3,299,923	\$ 3,324,379	\$ 3,023,619	\$ 2,904,735	\$ 2,963,104

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	\$ 236,644
Safeway Lakewood	\$ 78,227
QFC Seattle Northgate	\$ 75,447
Safeway Seattle NE Brooklyn	\$ 75,027
Safeway Seattle NW Market	\$ 73,266
QFC Seattle Harvard Market	\$ 72,038
QFC Seattle Broadway Market	\$ 62,590
QFC Seattle Wallingford	\$ 60,749
QFC Seattle U Village	\$ 59,435
QFC Bellevue Crossroads	\$ 57,813
Total	\$ 851,236

^ The percentage is calculated based on the total sales at 124 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)	Apr-17	May-17	Jun-17
Standard (Adult/Youth /Low Income)	2,598,563	2,634,081	2,692,397
Campus	370,068	385,373	389,873
RRFP (Disabled/Senior)	276,704	277,486	283,263
KC Employee ORCA ID	25,761	26,761	26,761
Total	3,271,096	3,323,701	3,392,294

Cards In Use	Apr-17	May-17	Jun-17
Total	488,350	523,454	525,837

% of Issued Cards in Use	Apr-17	May-17	Jun-17
	14.9%	15.7%	15.5%



Appendix



Sales by Pass Product

Pass	Q2 2017	Q2 2016	YoY	FY 2017	FY 2016	YoY	Pass	Q2 2017	Q2 2016	YoY	FY 2017	FY 2016	YoY
Everett Transit Monthly Reduced Fare Pass	\$ 1,791	\$ 2,313	-23%	\$ 3,690	\$ 4,302	-14%	PugetPass \$0.50	\$ 3,186	\$ 1,476	116%	\$ 3,708	\$ 2,772	34%
Kitsap Transit Full Fare Pass	\$ 165,050	\$ 160,900	3%	\$ 337,450	\$ 333,250	1%	PugetPass \$0.75	\$ 9,072	\$ 14,283	-36%	\$ 18,819	\$ 117,774	-84%
Kitsap Transit Reduced Fare Pass	\$ 114,250	\$ 116,350	-2%	\$ 236,300	\$ 241,150	-2%	PugetPass \$1.00	\$ 959,060	\$ 1,007,676	-5%	\$ 1,924,652	\$ 1,894,896	2%
Kitsap Transit Worker/Driver Full Fare Pass	\$ 397,603	\$ 404,781	-2%	\$ 814,703	\$ 835,548	-2%	PugetPass \$1.25	\$ 12,780	\$ 15,075	-15%	\$ 25,425	\$ 31,050	-18%
Metro Monthly Access Pass	\$ 109,179	\$ 125,307	-13%	\$ 225,540	\$ 253,575	-11%	PugetPass \$1.50	\$ 978,372	\$ 976,428	0%	\$ 2,009,448	\$ 1,982,988	1%
Metro Monthly Vanpool Pass 1 Zone	\$ 98,010	\$ 99,396	-1%	\$ 206,613	\$ 208,395	-1%	PugetPass \$1.75	\$ 58,338	\$ 58,023	1%	\$ 117,936	\$ 98,532	20%
Metro Monthly Vanpool Pass 2 Zone	\$ 94,770	\$ 127,998	-26%	\$ 196,794	\$ 262,314	-25%	PugetPass \$2.00	\$ 323,928	\$ 351,432	-8%	\$ 671,400	\$ 723,816	-7%
Metro Monthly Adult Pass Peak	\$ -	\$ -	0%	\$ -	\$ 117	0%	PugetPass \$2.25	\$ 344,979	\$ 272,322	27%	\$ 678,780	\$ 531,360	28%
Pierce Transit Reduced Fare Monthly Pass	\$ 765	\$ 900	-15%	\$ 765	\$ 2,250	-66%	PugetPass \$2.50	\$ 798,660	\$ 960,390	-17%	\$ 1,625,940	\$ 2,212,830	-27%
Pierce Transit Summer Youth Pass	\$ 37,296	\$ 16,848	121%	\$ 38,151	\$ 16,848	126%	PugetPass \$2.75	\$ 4,568,553	\$ 4,500,144	2%	\$ 9,116,415	\$ 8,749,620	4%
PT Adult All-Day Pass	\$ 1,975	\$ 1,050	88%	\$ 3,260	\$ 3,050	7%	PugetPass \$3.00	\$ 336,852	\$ 349,596	-4%	\$ 669,384	\$ 715,392	-6%
PT Youth/Senior/Disabled All-Day Pass	\$ 360	\$ 233	55%	\$ 555	\$ 365	52%	PugetPass \$3.25	\$ 1,299,636	\$ 1,429,389	-9%	\$ 2,627,937	\$ 2,909,790	-10%
WSF Ana-Lopez/Shaw/Orcas/F Harbor 10-Ride	\$ 261	\$ 173	51%	\$ 261	\$ 259	1%	PugetPass \$3.50	\$ 176,400	\$ 293,076	-40%	\$ 358,092	\$ 1,078,434	-67%
WSF Central Sound Monthly Pass	\$ 1,020,335	\$ 1,035,713	-1%	\$ 2,052,308	\$ 2,075,175	-1%	PugetPass \$3.75	\$ 816,210	\$ 839,295	-3%	\$ 1,631,880	\$ 1,362,555	20%
WSF Central Sound Passenger 10-Ride	\$ 54,797	\$ 43,588	26%	\$ 103,711	\$ 80,091	29%	PugetPass \$4.00	\$ 260,496	\$ 265,392	-2%	\$ 513,072	\$ 462,960	11%
WSF Fauntleroy-Southworth Monthly Pass	\$ 37,027	\$ 35,040	6%	\$ 75,450	\$ 73,648	2%	PugetPass \$4.25	\$ 639,999	\$ 667,233	-4%	\$ 1,299,888	\$ 1,371,033	-5%
WSF Fauntleroy-Southworth Passenger 10-Ride	\$ 1,231	\$ 359	243%	\$ 2,668	\$ 512	421%	PugetPass \$4.50	\$ 107,730	\$ 107,406	0%	\$ 207,846	\$ 207,360	0%
WSF Mukilteo-Clinton Monthly Pass	\$ 40,418	\$ 42,435	-5%	\$ 80,772	\$ 87,472	-8%	PugetPass \$4.75	\$ 234,099	\$ 212,040	10%	\$ 458,793	\$ 383,724	20%
WSF Mukilteo-Clinton Passenger 10-Ride	\$ 1,787	\$ 1,067	67%	\$ 3,533	\$ 2,521	40%	PugetPass \$5.00	\$ 67,680	\$ 57,600	18%	\$ 132,300	\$ 100,800	31%
WSF Port Townsend - Coupeville Monthly Pass	\$ 258	\$ 86	200%	\$ 258	\$ 428	-40%	PugetPass \$5.25	\$ 129,654	\$ 110,565	17%	\$ 261,765	\$ 182,574	43%
WSF Port Townsend-Coupeville Passenger 20-Ride	\$ -	\$ -	N/A	\$ 54	\$ -	N/A	PugetPass \$5.50	\$ 108,504	\$ 98,406	10%	\$ 203,346	\$ 192,258	6%
WSF Vashon Island Monthly Pass	\$ 19,634	\$ 22,299	-12%	\$ 39,748	\$ 45,147	-12%	PugetPass \$5.75	\$ 64,998	\$ 36,846	76%	\$ 123,165	\$ 51,750	138%
WSF Vashon Island Passenger 10-Ride	\$ 901	\$ 728	24%	\$ 1,544	\$ 1,238	25%	Total Regional	\$ 12,299,186	\$ 12,624,093	-3%	\$ 24,679,991	\$ 25,364,268	-3%
Total Agency Product	\$ 2,197,698	\$ 2,237,564	-2%	\$ 4,424,129	\$ 4,527,654	-2%							

Pass	Q2 2017	Q2 2016	YoY	FY 2017	FY 2016	YoY	Pass	Q2 2017	Q2 2016	YoY	FY 2017	FY 2016	YoY
*Business Passport	\$ 31,713,413	\$ 28,995,229	9%	\$ 62,226,975	\$ 56,328,056	10%	All-Day PugetPass \$1.75	\$ 2,988	\$ 1,224	144%	\$ 5,256	\$ 1,896	177%
Total Business Passport	\$ 31,713,413	\$ 28,995,229	9%	\$ 62,226,975	\$ 56,328,056	10%	All-Day PugetPass \$3.50	\$ 93,136	\$ 69,176	35%	\$ 150,016	\$ 105,632	42%
							All-Day PugetPass \$4.00	\$ -	\$ -	N/A	\$ -	\$ -	N/A
							Total Day Pass	\$ 96,124	\$ 70,400	37%	\$ 155,272	\$ 107,528	44%

***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.



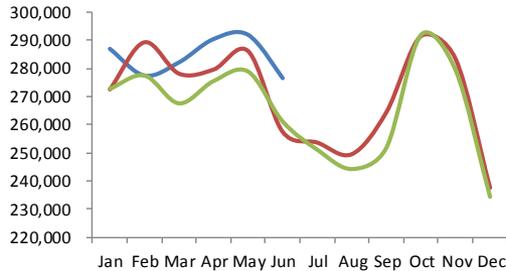
Sales at Customer Service Terminal Locations

CST Location	Q2 2017	Q2 2016	Growth	% of Total CST Sales	FY 2017	FY 2016	Growth	% of Total CST Sales
KCM – King Street	\$ 555,826	\$ 617,629	-10%	28%	\$ 1,089,128	\$ 1,193,347	-9%	27%
KT – Bremerton	\$ 384,033	\$ 377,003	2%	19%	\$ 769,588	\$ 762,542	1%	19%
CT Ride Store	\$ 347,331	\$ 355,860	-2%	17%	\$ 674,304	\$ 675,718	0%	17%
KCM – Westlake	\$ 236,370	\$ 197,696	20%	12%	\$ 485,945	\$ 387,413	25%	12%
PT - Tacoma Dome	\$ 224,299	\$ 238,322	-6%	11%	\$ 450,109	\$ 454,398	-1%	11%
ET – Everett	\$ 162,502	\$ 184,823	-12%	8%	\$ 314,540	\$ 359,232	-12%	8%
ORCA – Mail Center	\$ 92,401	\$ 96,534	-4%	5%	\$ 189,404	\$ 183,877	3%	5%
ST – Union Station	\$ 7,552	\$ 4,895	54%	0%	\$ 12,617	\$ 11,368	11%	0%
Total	\$ 2,010,364	\$ 2,072,894	-3%		\$ 3,985,686	\$ 4,028,027	-1%	

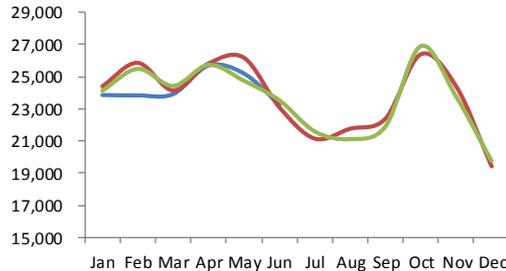


Average Weekday ORCA Boardings by Month (Agency)

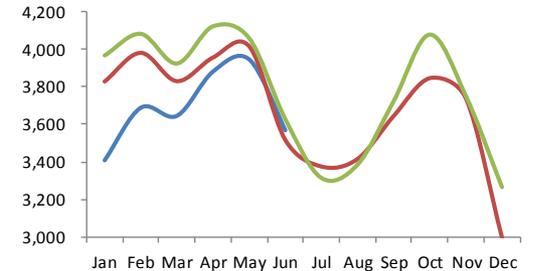
KCM Avg Weekday Boardings



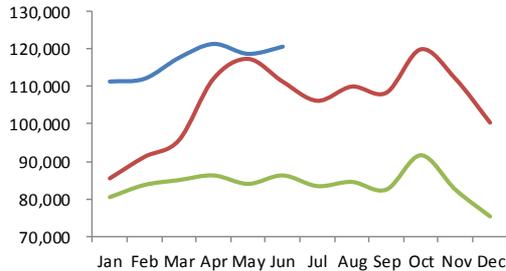
CT Avg Weekday Boardings



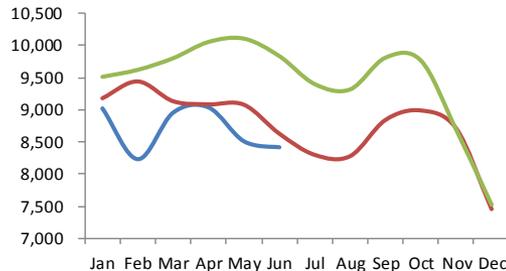
ET Avg Weekday Boardings



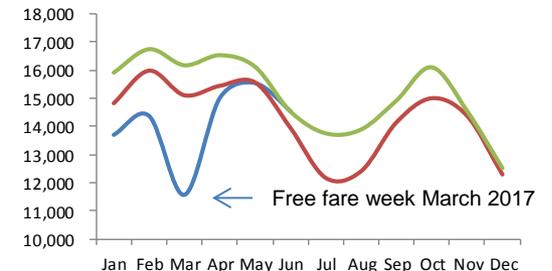
ST Avg Weekday Boardings



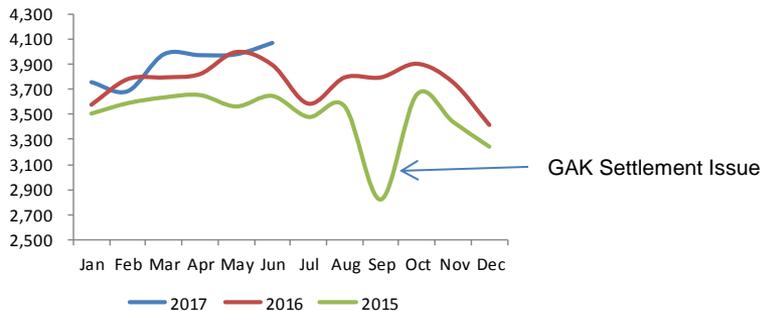
KT Avg Weekday Boardings



PT Avg Weekday Boardings

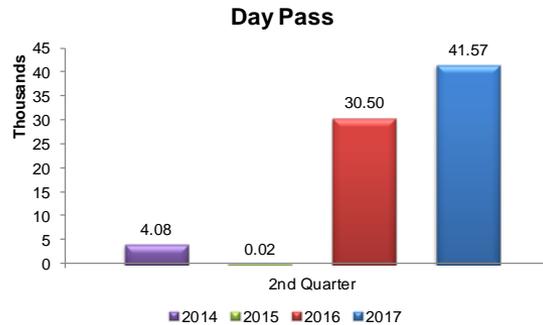
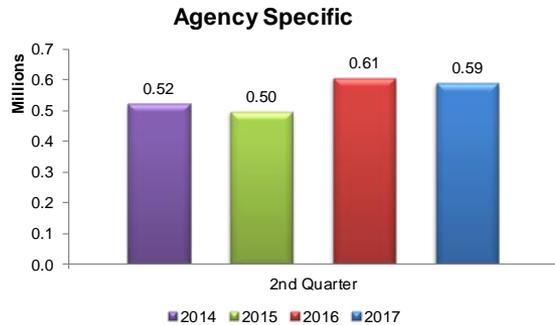
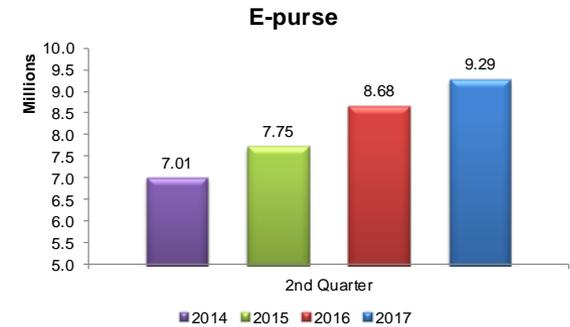
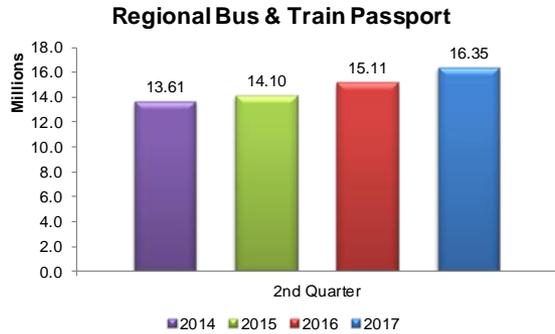


WSF Avg Weekday Boardings



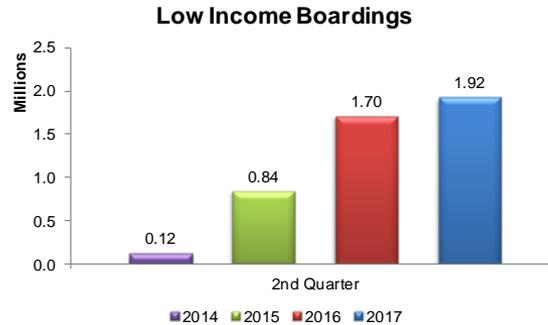
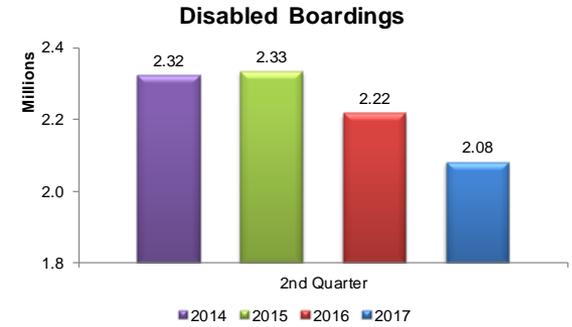
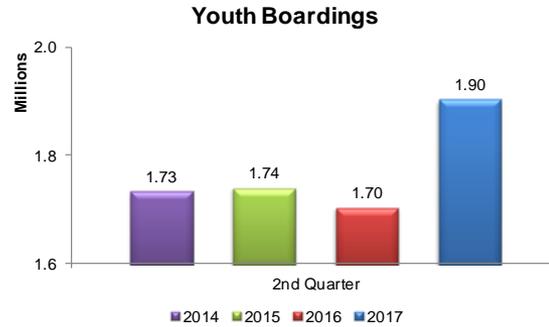
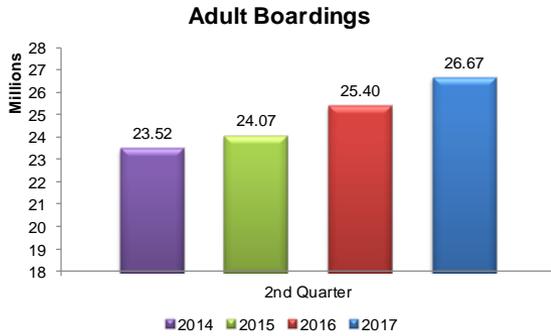


Historical Q2 ORCA Boardings by Product Type





Historical Q2 ORCA Boardings by Passenger Type





Overview of Customer Activity & Contacts

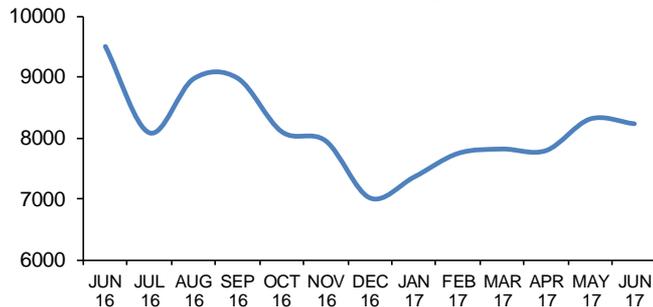
Measure	Apr-17	May-17	Jun-17
Transaction Volume:			
Total Number of Fare Transactions/Boardings on All Services	10,880,142	11,834,462	11,174,144
Number of Cards in Use	488,350	523,454	525,837
Autoload Activity:			
Number of Autoload Transactions	27,189	27,804	28,729
Amount of Autoload Transactions	\$ 1,027,855	\$ 1,117,676	\$ 1,108,393
Cardholder Website Traffic:			
Number of "My ORCA" Accounts Established[3]	907,021	917,334	930,168
Number of Cardholder Transactions Per Month	36,824	39,128	41,473
Customer Contact:			
ORCA Regional Call Center Calls Received	7,794	8,313	8,234
Email Volume:			
ORCA Regional Emails Received	1,092	1,182	1,340
Business Accounts:			
Active Business Accounts	1,872	1,876	1,884

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

