

April - June 2014

# Joint Board Program Management Report

## 2<sup>nd</sup> Quarter - 2014



# TABLE OF CONTENTS

---

|  |    |
|--|----|
| Report Purpose   | 1  |
| Key Activities – Reporting Period  | 1  |
| Customer Service Equipment & Facilities                                      | 2  |
| Overview of Customer Activity & Contacts                                     | 3  |
| System Operations Performance Data   | 5  |
| a) System Operations - Sales by Fare Product Type and Sales Channel/Location | 5  |
| b) System Operations – Retailer Report                                       | 11 |
| c) System Operations - Ridership Transactions/Boardings                      | 12 |
| d) System Operations – Cards in Circulation and in Use by Type               | 16 |
| Customer Education Activities  | 17 |
| Data Sources   | 20 |
| Acronyms   | 20 |



## Report Purpose

The primary audience for this report is the seven agency ORCA Joint Board. The purpose of the report is to provide a high level quarterly overview of the performance of key customer facing system activities. The data presented may be useful to support business decisions such as the deployment of marketing or financial resources for system enhancements. The report may be modified at any time at the Joint Board's request, as our operational experience grows, and/or we introduce system changes.

## 2<sup>nd</sup> Quarter Key Activities

- Pierce Transit's Summer Youth Pass is on sale as of May 15. The pass is valid June 1 through August 31 and can be added to a Youth ORCA card at any add value location.
- King County Metro provided ORCA cards for the International Bus Benchmarking 2014 Annual Meeting. Cards were loaded with a regional Passport valid for travel from June 15 – 24. The group will conduct continuous peer review, data analysis and benchmarking for member systems.
- Maintenance Release 26 was promoted to production on June 13. New work implemented in this release included King County Metro's Low Income Passenger Fare Type and the new regional Reduced Fare All Day Pass product.
- Sound Transit delivered ORCA cards to the Warwick and Springhill Marriott hotels for guests staying at the hotel. The ORCA cards were loaded with \$10 E-purse. Card recipients agreed to complete a survey about their experience with the ORCA card and regional transit services.
- The Regional Day Pass Pilot began in April. Initially the targeted market is visitors, hotels and convention centers. Day passes may be loaded onto an adult ORCA card at any add value location. Day Pass customers are asked to complete an online survey. The pilot runs through September 30.
- Kitsap Transit enhanced an existing, under-utilized Dial-A-Ride service on Bainbridge Island by adding scheduled stops to the demand response service. Ridership has increased dramatically as a result, with most of the new riders also new to ORCA. Our Customer Service staff is working with groups on the Island to get ORCA cards into the hands of these new riders so they can take advantage of reduced fares and 2-hour transfers.
- Seasonal Gig Harbor Trolley service started on May 25 (Memorial Day weekend) in the Gig Harbor area. The trolley will operate through September 1, 2014. The City of Gig Harbor is a key partner contributing financial support to ensure a reduced fare at \$.50 for the local adult fare. It received the Community Partnership award at Washington Main Street's Excellence on Main Awards Ceremony in May. We installed and use ORCA equipment on all trolley vehicles.

## Customer Service Equipment & Facilities

This table shows equipment quantities and customer facilities supporting the ORCA Regional Program. Figures below are current as of June 30, 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   |             | 165          |
| o ST   |             | 243          |
| <b>Total</b>                                 |             | <b>2,188</b> |
| Portable Fare Transaction Processors         |             |              |
| o CT   |             | 6            |
| o KCM  |             | 109          |
| o KT Ferry                                   |             | 10           |
| o Link                                       |             | 24           |
| o PT (not in service)                        |             | 34           |
| o Sounder                                    |             | 8            |
| o WSF  |             | 33           |
| <b>Total</b>                                 |             | <b>224</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   | April     | May       | June      |
|---|-----------|-----------|-----------|
| <b>Transaction Volume:</b>                                  |           |           |           |
| Total Number of Fare Transactions/Boardings on All Services | 9,870,357 | 9,879,421 | 9,113,414 |
| Number of Cards in Use                                      | 371,344   | 399,951   | 400,939   |
| <b>Autoload Activity:</b>                                   |           |           |           |
| Number of Autoload Transactions                             | 16,115    | 17,430    | 16,857    |
| Amount of Autoload Transactions                             | \$642,773 | \$660,013 | \$643,580 |
| <b>Cardholder Website Traffic:</b>                          |           |           |           |
| Unique Visitors <sup>1</sup>                                | 64,643    | 66,118    | 70,960    |
| Visits <sup>2</sup>   | 136,071   | 137,872   | 153,002   |
| Number of "My ORCA" Accounts Established <sup>3</sup>       | 572,512   | 579,956   | 588,280   |
| Number of Cardholder Transactions Per Month                 | 30,350    | 30,007    | 30,270    |
| <b>Customer Contact:</b>                                    |           |           |           |
| ORCA Regional Call Center Calls Received                    | 8,377     | 7,540     | 8,555     |
| <b>Email Volume:</b>  |           |           |           |
| ORCA Regional Emails Received                               | 1,191     | 1,143     | 1,190     |
| <b>Business Accounts:</b>                                   |           |           |           |
| Active Business Accounts                                    | 1,825     | 1,833     | 1,849     |

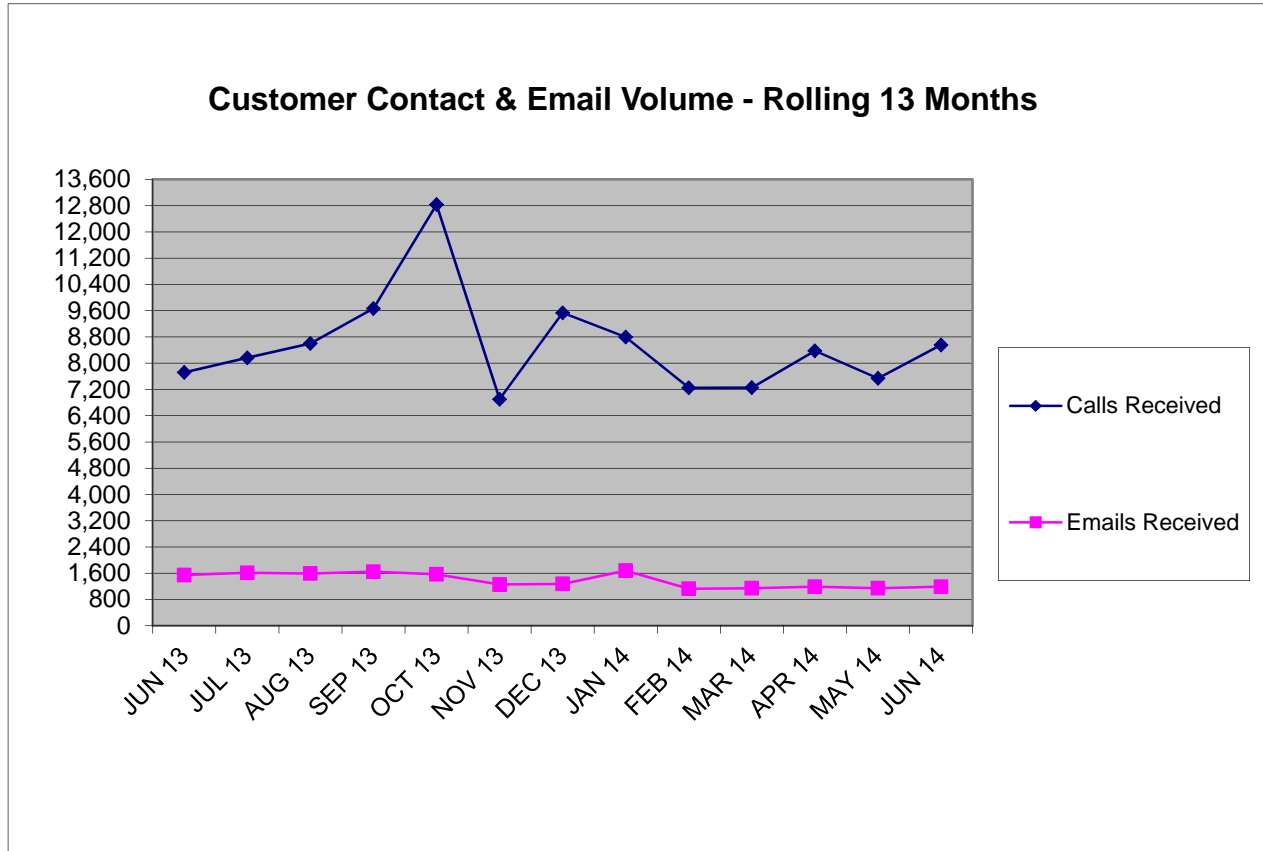
<sup>1</sup> **Unique Visitors** – A unique visitor is defined as an individual who has made at least one hit on one page of the web site during the current reporting period.

<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.



**Your opinion counts!**  
Take the ORCA Day Pass Survey  
[orcacard.com](http://orcacard.com)

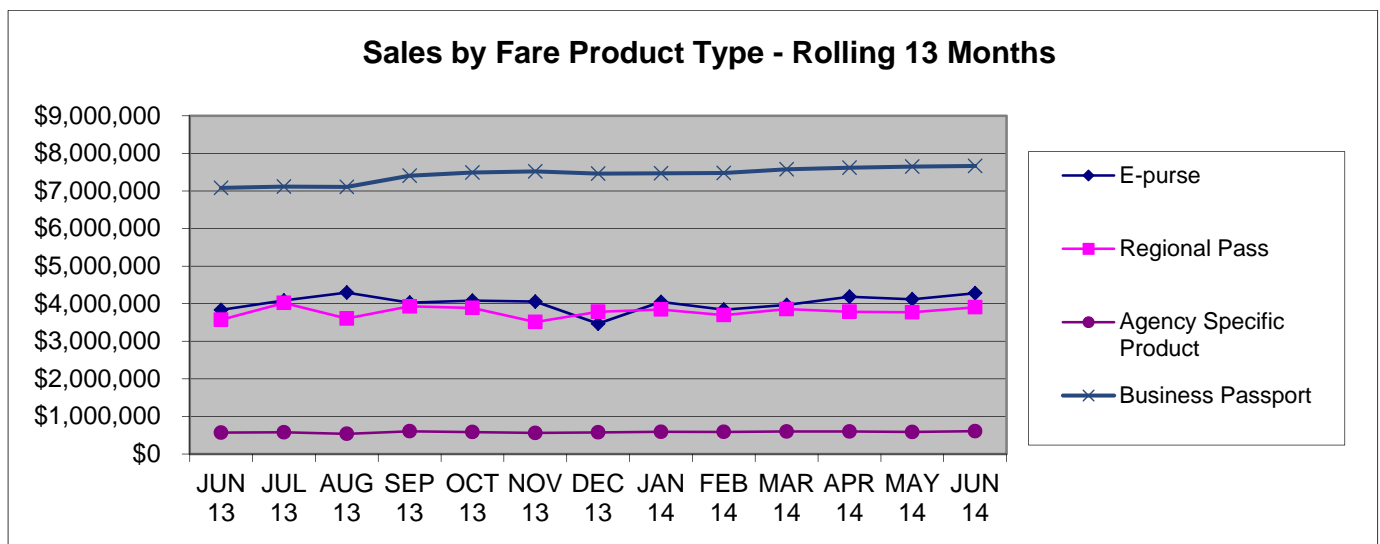
## System Operations Performance Data

### 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                          | April               | May                 | June                | Total               | % of Total Sales |
|--------------------------------|---------------------|---------------------|---------------------|---------------------|------------------|
| Business Passport <sup>1</sup> | \$7,615,822         | \$7,645,784         | \$7,663,531         | \$22,925,137        | 47%              |
| E-purse                        | \$4,185,777         | \$4,117,042         | \$4,279,096         | \$12,581,915        | 26%              |
| Regional Pass                  | \$3,785,247         | \$3,770,712         | \$3,905,028         | \$11,460,987        | 23%              |
| Agency Product                 | \$599,198           | \$587,273           | \$608,069           | \$1,794,540         | 4%               |
| <b>Total</b>                   | <b>\$16,186,044</b> | <b>\$16,120,811</b> | <b>\$16,455,724</b> | <b>\$48,762,579</b> | <b>100%</b>      |

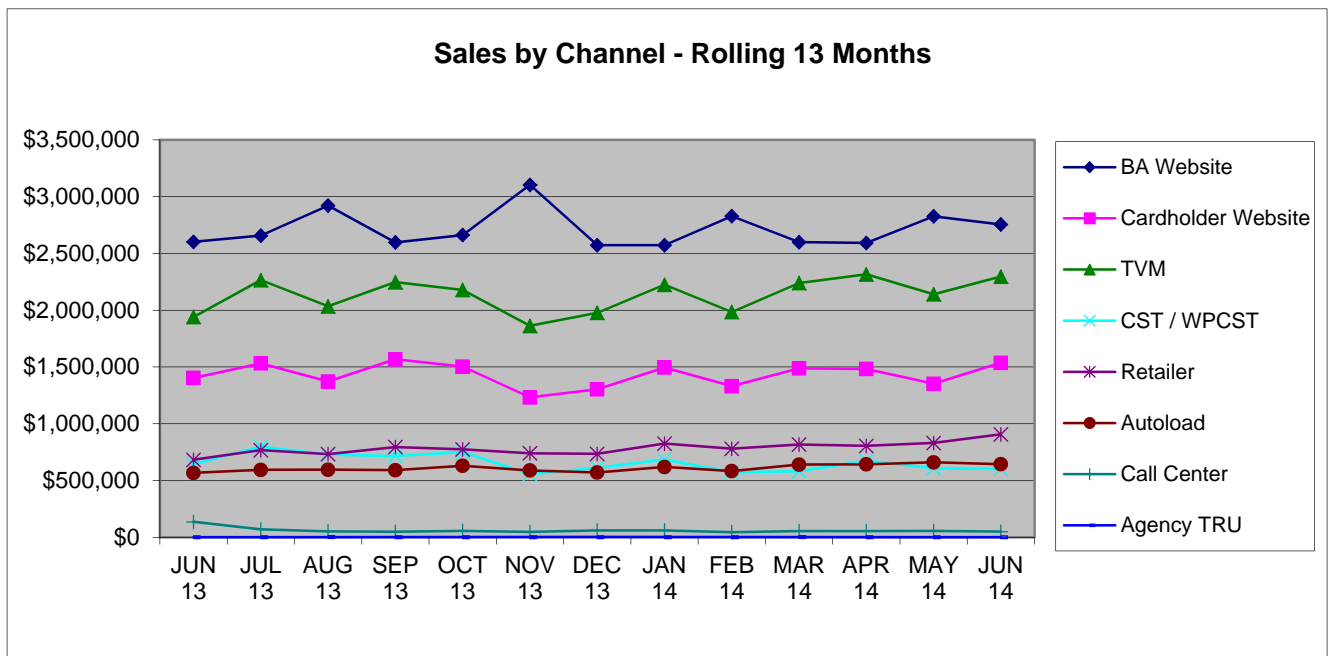


<sup>1</sup> Business Passport revenue includes both Regional and Agency Passport products and the monthly apportioned revenue equals 1/12<sup>th</sup> of the transit portion of the annual contract amounts.

ii) Sales by Channel

| Sales Channel      | April              | May                | June               | Total               | % of Total Sales |
|--------------------|--------------------|--------------------|--------------------|---------------------|------------------|
| BA Website         | \$2,592,617        | \$2,826,995        | \$2,755,393        | \$8,175,005         | 32%              |
| TVM                | \$2,315,972        | \$2,140,554        | \$2,296,454        | \$6,752,980         | 26%              |
| Cardholder Website | \$1,482,799        | \$1,352,408        | \$1,536,984        | \$4,372,191         | 16%              |
| Retailer           | \$805,410          | \$830,424          | \$907,049          | \$2,542,883         | 10%              |
| CST / WPCST        | \$674,376          | \$608,091          | \$601,816          | \$1,884,283         | 7%               |
| Autoload           | \$642,773          | \$660,013          | \$643,580          | \$1,946,366         | 7%               |
| Call Center        | \$54,307           | \$55,139           | \$49,730           | \$159,176           | 1%               |
| Agency TRU         | \$1,968            | \$1,403            | \$1,187            | \$4,558             | 1%               |
| <b>Total</b>       | <b>\$8,570,222</b> | <b>\$8,475,027</b> | <b>\$8,792,193</b> | <b>\$25,837,442</b> | <b>100%</b>      |

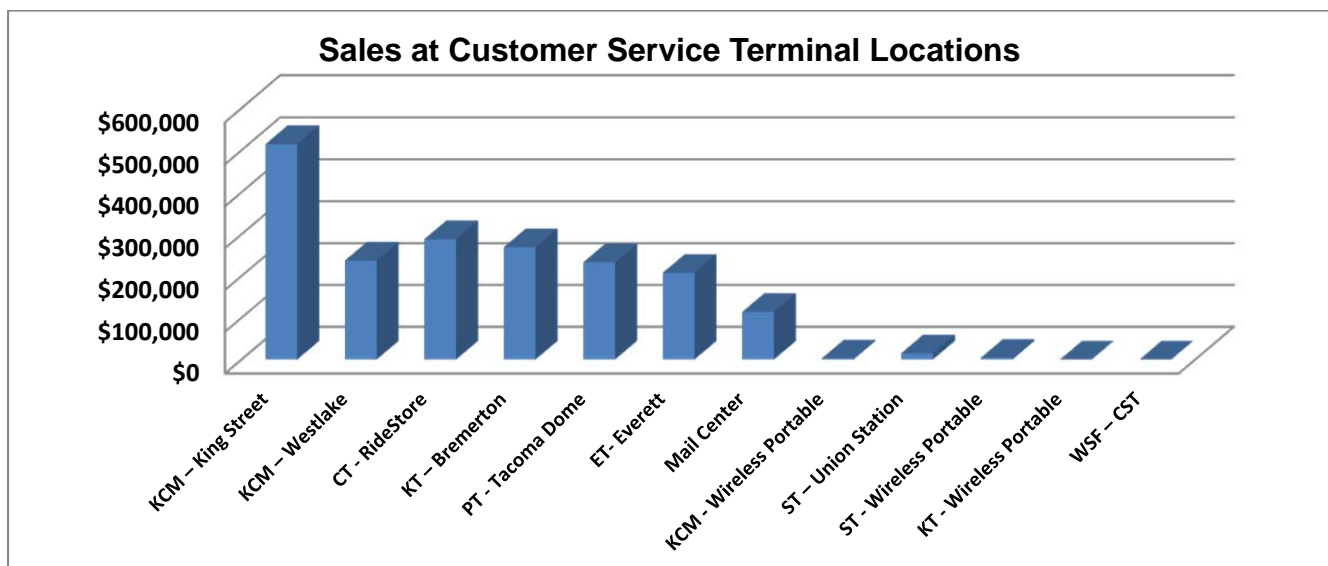
Sales by Channel - Rolling 13 Months





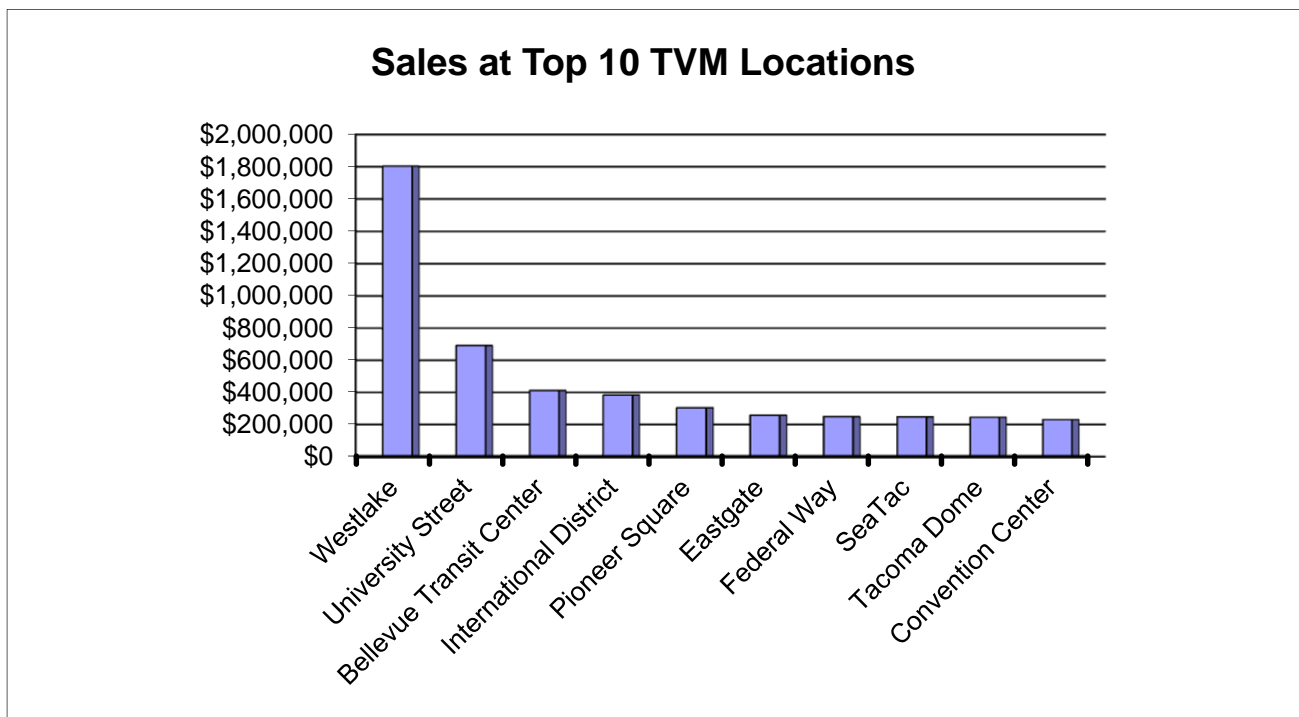
### iii) Sales at Customer Service Terminal Locations

| CST Location            | April            | May              | June             | Total              | % of Total CST Sales | Compared to last Qtr. |
|-------------------------|------------------|------------------|------------------|--------------------|----------------------|-----------------------|
| KCM – King Street       | \$180,832        | \$155,990        | \$177,354        | \$514,176          | 27%                  | ↑                     |
| KCM – Westlake          | \$94,473         | \$87,344         | \$55,162         | \$236,979          | 12%                  | ↓                     |
| CT – Ride Store         | \$102,051        | \$88,387         | \$97,832         | \$288,270          | 15%                  | ↑                     |
| KT - Bremerton          | \$95,525         | \$87,158         | \$86,280         | \$268,963          | 14%                  | ↓                     |
| PT – Tacoma Dome        | \$79,267         | \$76,812         | \$76,865         | \$232,944          | 12%                  | ↑                     |
| ET - Everett            | \$71,791         | \$68,132         | \$67,725         | \$207,648          | 11%                  | ↑                     |
| Mail Center             | \$44,643         | \$34,506         | \$34,892         | \$114,041          | 5%                   | ↑                     |
| ST – Union Station      | \$859            | \$712            | \$907            | \$2,478            | 1%                   | ↓                     |
| KCM – Wireless Portable | \$4,386          | \$8,515          | \$1,983          | \$14,884           | 1%                   | ↑                     |
| ST – Wireless Portable  | \$356            | \$535            | \$2,816          | \$3,707            | 1%                   | ↑                     |
| KT – Wireless Portable  | \$193            | \$0              | \$0              | \$193              | 1%                   | ↓                     |
| WSF - CST               | \$0              | \$0              | \$0              | \$0                | 0%                   | ↑                     |
| <b>Total</b>            | <b>\$674,376</b> | <b>\$608,091</b> | <b>\$601,816</b> | <b>\$1,884,283</b> | <b>100%</b>          | <b>↑</b>              |



iv) Sales at Top 10 Ticket Vending Machine Sites

| Rank | TVM Location                         | April              | May                | June               | Total              | % of Total TVM Sales <sup>1</sup> | Compared to last Qtr. |
|------|--------------------------------------|--------------------|--------------------|--------------------|--------------------|-----------------------------------|-----------------------|
| 1    | Westlake Station                     | \$600,472          | \$580,138          | \$623,794          | \$1,804,404        | 27%                               | ↓                     |
| 2    | University Street Station            | \$233,630          | \$215,032          | \$243,219          | \$691,881          | 10%                               | ↑                     |
| 3    | Bellevue Transit Center              | \$150,055          | \$128,501          | \$132,447          | \$411,003          | 10%                               | ↑                     |
| 4    | International District               | \$129,844          | \$121,556          | \$131,513          | \$382,913          | 6%                                | ↑                     |
| 5    | Pioneer Square Station               | \$102,714          | \$97,162           | \$103,469          | \$303,345          | 4%                                | ↑                     |
| 6    | Eastgate Transit Center <sup>2</sup> | \$136,680          | \$57,128           | \$64,042           | \$257,850          | 4%                                | ↑                     |
| 7    | Federal Way Transit Ctr              | \$83,651           | \$83,277           | \$82,386           | \$249,314          | 4%                                | ↑                     |
| 8    | SeaTac Airport                       | \$77,430           | \$82,136           | \$87,728           | \$247,294          | 4%                                | ↑                     |
| 9    | Tacoma Dome Station                  | \$80,458           | \$80,220           | \$84,082           | \$244,760          | 4%                                | ↑                     |
| 10   | Convention Center                    | \$81,472           | \$72,639           | \$75,725           | \$229,836          | 3%                                | N/A                   |
|      | <b>Total</b>                         | <b>\$1,676,406</b> | <b>\$1,517,789</b> | <b>\$1,628,405</b> | <b>\$4,822,600</b> | <b>76%</b>                        | <b>↑</b>              |

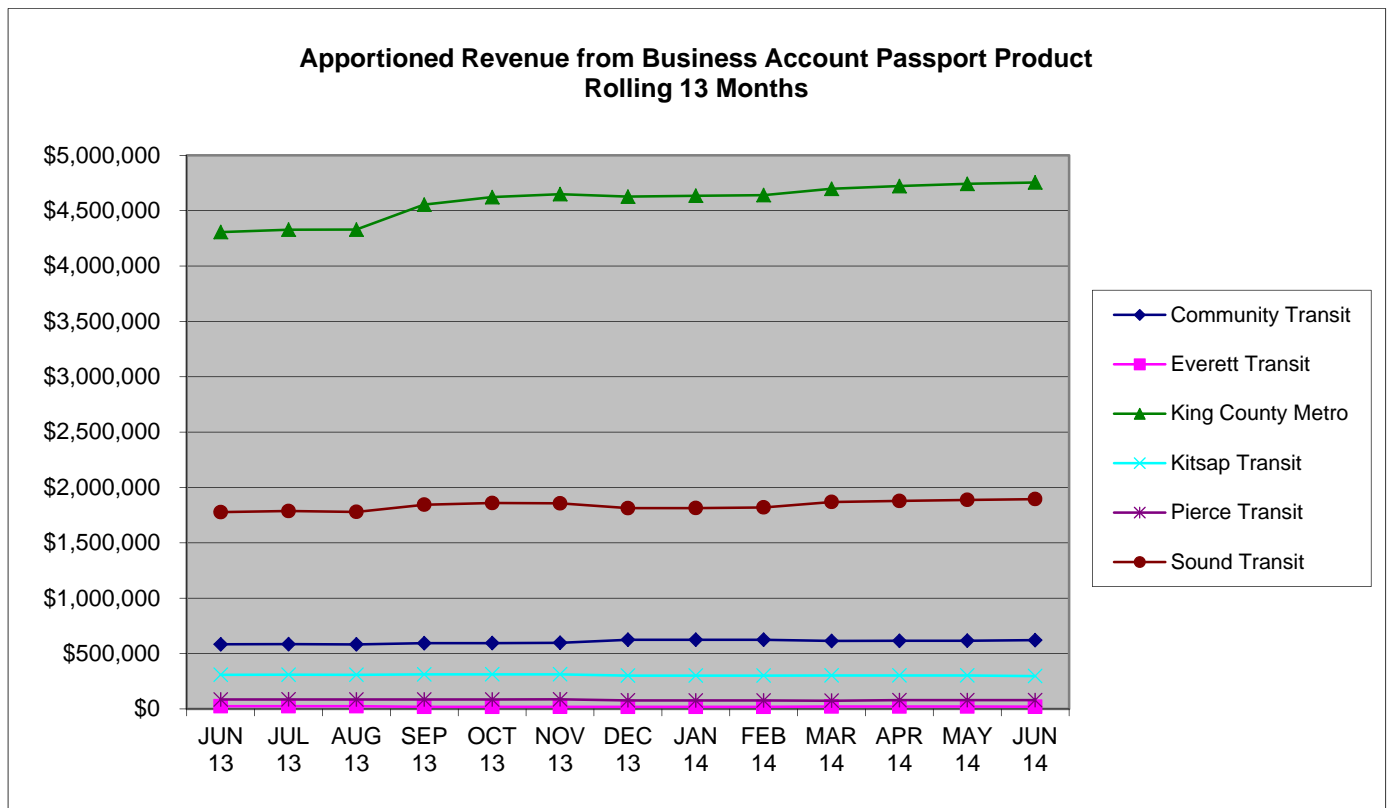


<sup>1</sup> The percentage is calculated based on the total sales at 32 sites with TVM's.

<sup>2</sup> The spike in April totals represents quarterly college sales.

**v) Apportioned Revenue from Business Account Passport Product**

| Agency            | April              | May                | June               | Total               |
|-------------------|--------------------|--------------------|--------------------|---------------------|
| Community Transit | \$614,553          | \$615,767          | \$620,740          | \$1,851,060         |
| Everett Transit   | \$20,700           | \$20,684           | \$19,349           | \$60,733            |
| King County Metro | \$4,721,938        | \$4,741,732        | \$4,754,520        | \$14,218,190        |
| Kitsap Transit    | \$301,759          | \$301,765          | \$296,101          | \$899,625           |
| Pierce Transit    | \$78,766           | \$78,544           | \$78,596           | \$235,906           |
| Sound Transit     | \$1,878,106        | \$1,887,292        | \$1,894,225        | \$5,659,623         |
| <b>Total</b>      | <b>\$7,615,822</b> | <b>\$7,645,784</b> | <b>\$7,663,531</b> | <b>\$22,925,137</b> |



vi) Revenue by Pass Product

| PASS   | April               | May                 | June                |
|--|---------------------|---------------------|---------------------|
| All-Day PugetPass                                | \$1,161             | \$5,913             | \$4,896             |
| Everett Transit Monthly Reduced Fare Pass        | \$873               | \$900               | \$855               |
| Kitsap Transit Full Fare Pass                    | \$39,200            | \$36,350            | \$39,400            |
| Kitsap Transit Reduced Fare Pass                 | \$51,900            | \$49,450            | \$41,000            |
| Kitsap Transit Worker/Driver Full Fare Pass      | \$4,125             | \$3,900             | \$3,750             |
| Metro Monthly Access Pass                        | \$33,840            | \$35,415            | \$31,545            |
| Metro Monthly Vanpool Pass 1 Zone                | \$36,000            | \$36,630            | \$37,440            |
| Metro Monthly Vanpool Pass 2 Zone                | \$40,284            | \$39,636            | \$41,040            |
| Pierce Transit Summer Youth Pass                 | \$0                 | \$2,808             | \$12,492            |
| PugetPass \$0.50                                 | \$684               | \$648               | \$396               |
| PugetPass \$0.75                                 | \$272,133           | \$288,819           | \$240,381           |
| PugetPass \$1.00                                 | \$20,196            | \$20,988            | \$20,304            |
| PugetPass \$1.25                                 | \$75,555            | \$72,585            | \$74,520            |
| PugetPass \$1.50                                 | \$32,616            | \$27,270            | \$24,192            |
| PugetPass \$1.75                                 | \$5,166             | \$4,851             | \$5,733             |
| PugetPass \$2.00                                 | \$183,168           | \$175,752           | \$182,664           |
| PugetPass \$2.25                                 | \$262,116           | \$244,296           | \$257,985           |
| PugetPass \$2.50                                 | \$1,490,670         | \$1,465,650         | \$1,562,760         |
| PugetPass \$2.75                                 | \$116,919           | \$119,295           | \$121,671           |
| PugetPass \$3.00                                 | \$530,496           | \$558,684           | \$573,912           |
| PugetPass \$3.25                                 | \$18,369            | \$19,656            | \$18,603            |
| PugetPass \$3.50                                 | \$354,564           | \$363,762           | \$385,686           |
| PugetPass \$3.75                                 | \$59,130            | \$58,320            | \$63,720            |
| PugetPass \$4.00                                 | \$205,632           | \$197,280           | \$208,224           |
| PugetPass \$4.25                                 | \$69,462            | \$66,861            | \$74,358            |
| PugetPass \$4.50                                 | \$20,736            | \$20,574            | \$21,384            |
| PugetPass \$4.75                                 | \$30,951            | \$31,977            | \$30,096            |
| PugetPass \$5.00                                 | \$5,580             | \$3,060             | \$5,400             |
| PugetPass \$5.25                                 | \$28,728            | \$27,216            | \$29,673            |
| PugetPass \$5.50                                 | \$2,376             | \$3,168             | \$3,366             |
| Business Passport <sup>1</sup>                   | \$7,615,822         | \$7,645,784         | \$7,663,531         |
| WSF Anacortes/San Juan Islands Passenger 10 Ride | \$0                 | \$0                 | \$0                 |
| WSF Central Sound Monthly Pass                   | \$348,836           | \$335,813           | \$350,777           |
| WSF Central Sound Passenger 10 Ride              | \$7,343             | \$6,837             | \$9,159             |
| WSF Fauntleroy – Southworth Monthly Pass         | \$11,655            | \$11,231            | \$12,282            |
| WSF Fauntleroy – Southworth Passenger 10 Ride    | \$196               | \$0                 | \$101               |
| WSF Mukilteo – Clinton Monthly Pass              | \$14,431            | \$14,006            | \$14,442            |
| WSF Mukilteo – Clinton Passenger 10 Ride         | \$424               | \$195               | \$389               |
| WSF Port Townsend – Coupeville Monthly Pass      | \$0                 | \$0                 | \$0                 |
| WSF Vashon Island Monthly Pass                   | \$8,600             | \$8,021             | \$8,290             |
| WSF Vashon Island Passenger 10 Ride              | \$330               | \$168               | \$211               |
| <b>Grand Total</b>                               | <b>\$12,000,267</b> | <b>\$12,003,769</b> | <b>\$12,176,628</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        | Q1 2014            | Q2 2014            | Q2 2014 # of Locations |
|----------------------|--------------------|--------------------|------------------------|
| Bartell Drugs        | \$299,949          | \$296,046          | 1                      |
| QFC                  | \$719,153          | \$722,672          | 43                     |
| Roger's Market Place | \$19,781           | \$23,644           | 1                      |
| Saar's MarketPlace   | \$196,569          | \$191,637          | 7                      |
| Safeway              | \$1,114,718        | \$1,242,891        | 74                     |
| IGA/Thriftway        | \$47,624           | \$43,113           | 1                      |
| <b>Total</b>         | <b>\$2,397,794</b> | <b>\$2,520,003</b> | <b>127</b>             |

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

| Current Rank | Retailer/Location                 | Q2 Store Sales   | % of Total Retailer Sales <sup>1</sup> |
|--------------|-----------------------------------|------------------|--|
| 1            | Bartell Drugs, Seattle - Downtown | \$296,046        | 12%                                    |
| 2            | Saar's MarketPlace, Lakewood      | \$99,946         | 4%                                     |
| 3            | QFC, Seattle - Broadway Market    | \$76,403         | 3%                                     |
| 4            | Safeway, Seattle – Brooklyn NE    | \$66,116         | 3%                                     |
| 5            | QFC, Seattle - Harvard Market     | \$58,762         | 2%                                     |
| 6            | QFC, Seattle – University Village | \$55,789         | 2%                                     |
| 7            | Safeway, Bainbridge Island        | \$53,551         | 2%                                     |
| 8            | Safeway, Seattle – NW Market      | \$53,026         | 2%                                     |
| 9            | Safeway, Seattle – Greenwood Ave  | \$46,308         | 2%                                     |
| 10           | Safeway, Shoreline - Aurora       | \$43,910         | 2%                                     |
|              | <b>Total</b>                      | <b>\$849,857</b> | <b>34%</b>                             |

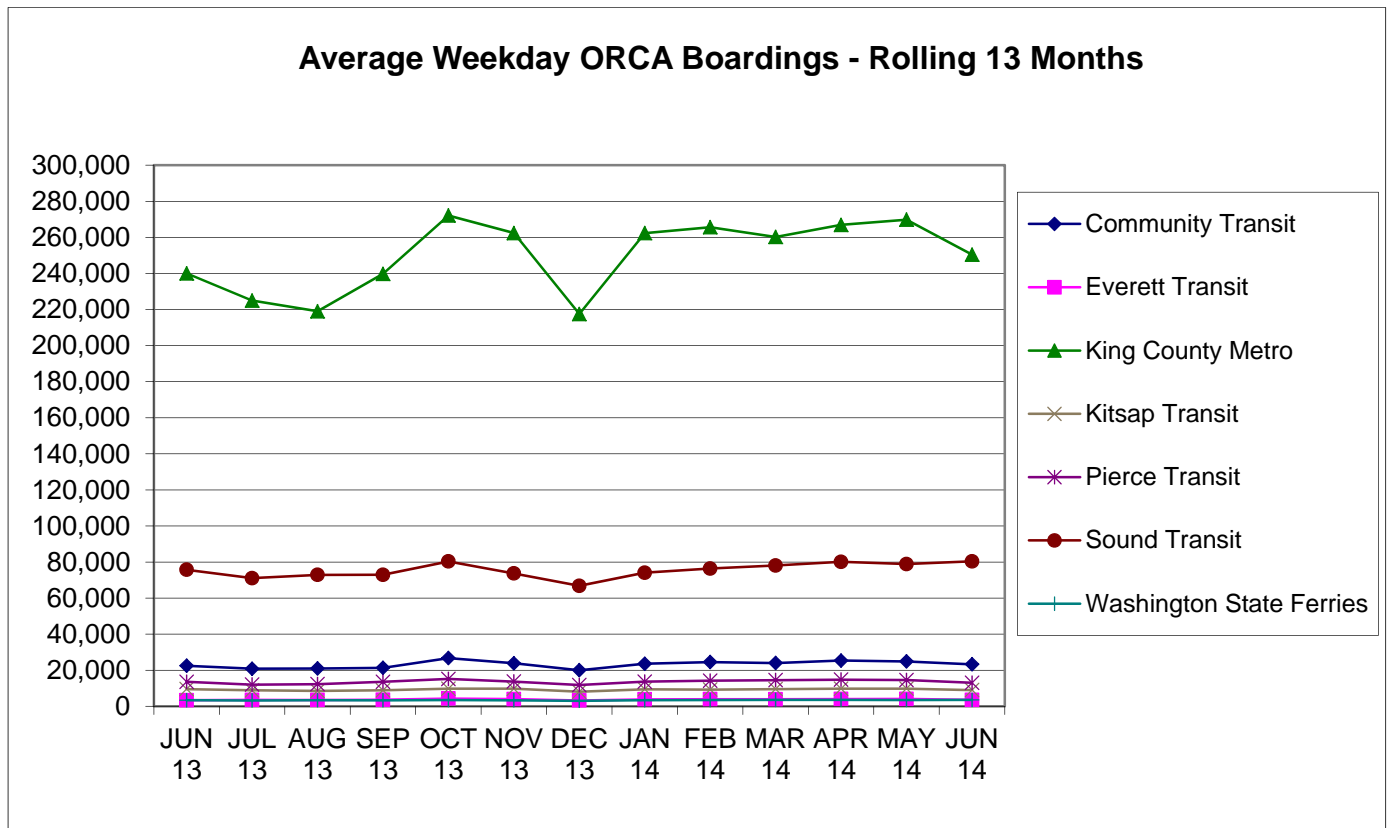
<sup>1</sup> The percentage is calculated based on the total sales at 127 Retailer locations.

### 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.

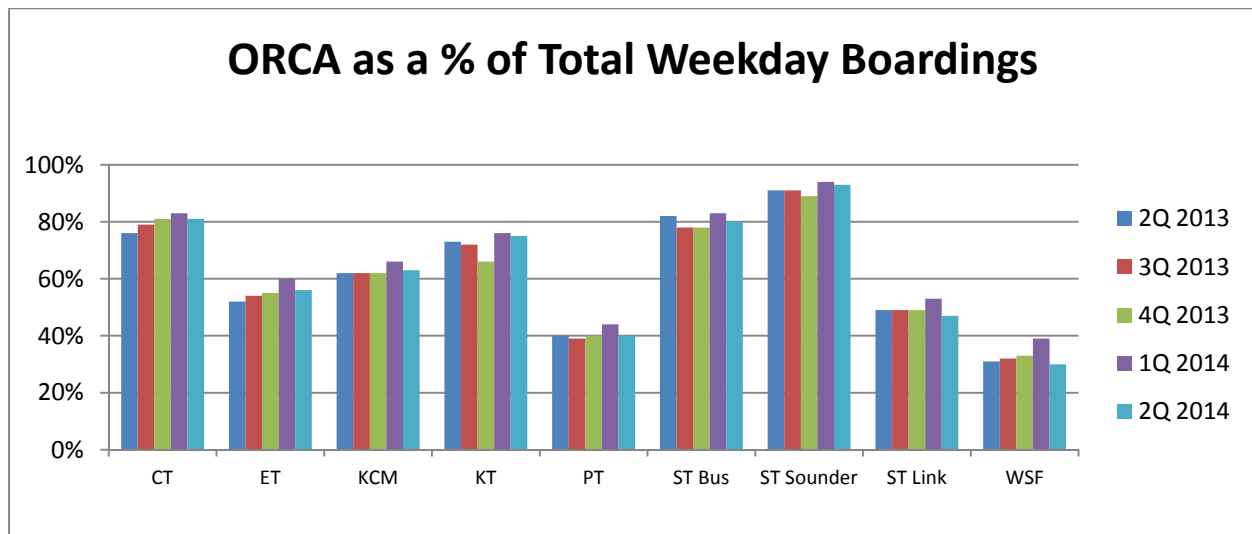
#### i) Average Weekday ORCA Boardings by Month

| Agency                   | April          | May            | June           |
|--------------------------|----------------|----------------|----------------|
| Community Transit        | 25,389         | 24,912         | 23,318         |
| Everett Transit          | 4,076          | 4,116          | 3,554          |
| King County Metro        | 266,933        | 269,798        | 250,417        |
| Kitsap Transit           | 9,786          | 9,840          | 9,018          |
| Pierce Transit           | 14,777         | 14,558         | 13,064         |
| Sound Transit            | 80,112         | 78,879         | 80,376         |
| Washington State Ferries | 3,602          | 3,540          | 3,554          |
| <b>Total</b>             | <b>404,675</b> | <b>405,643</b> | <b>383,301</b> |



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

| Agency                   | Average Weekday ORCA Boardings June | Average Weekday Total Boardings (ORCA & Non-ORCA) June | ORCA as a % of Total Weekday Boardings June |
|--------------------------|-------------------------------------|--|---|
| Community Transit        | 23,318                              | 28,635   | 81%   |
| Everett Transit          | 3,554                               | 6,373  | 56%   |
| King County Metro        | 250,417                             | 397,000  | 63%   |
| Kitsap Transit           | 9,018                               | 11,947   | 75%   |
| Pierce Transit           | 13,064                              | 32,602   | 40%   |
| Sound Transit Bus        | 50,314                              | 62,542   | 80%   |
| Sound Transit Sounder    | 11,529                              | 12,331   | 93%   |
| Sound Transit Link       | 18,533                              | 39,545   | 47%   |
| Washington State Ferries | 3,554                               | 11,718   | 30% <sup>1</sup>                            |
| <b>Total</b>             | <b>383,316</b>                      | <b>602,693</b>   |   |

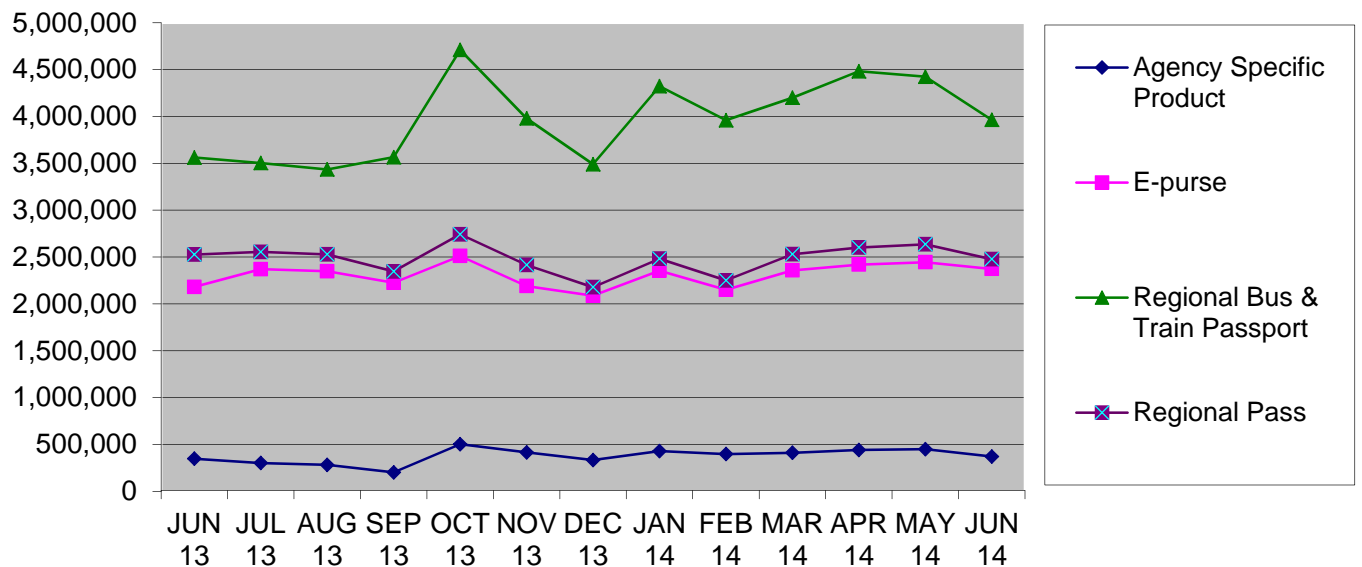


<sup>1</sup> WSF's ORCA as a % of Total Weekday Boardings is for Passenger fares only. It does not include vehicle fares.

iii) ORCA Boardings by Product Type

| Boardings                     | April            | May              | June             | Total             | % of Total Boardings |
|-------------------------------|------------------|------------------|------------------|-------------------|----------------------|
| Regional Bus & Train Passport | 4,481,725        | 4,424,382        | 3,964,049        | 12,870,156        | 44%                  |
| Regional Pass                 | 2,601,885        | 2,636,037        | 2,476,946        | 7,714,868         | 27%                  |
| E-purse                       | 2,419,470        | 2,444,623        | 2,373,369        | 7,237,462         | 25%                  |
| Agency Specific Product       | 441,834          | 450,326          | 371,780          | 1,263,940         | 4%                   |
| <b>Total<sup>1</sup></b>      | <b>9,944,914</b> | <b>9,955,368</b> | <b>9,186,144</b> | <b>29,086,426</b> | <b>100%</b>          |

ORCA Boardings by Product Type - Rolling 13 Months

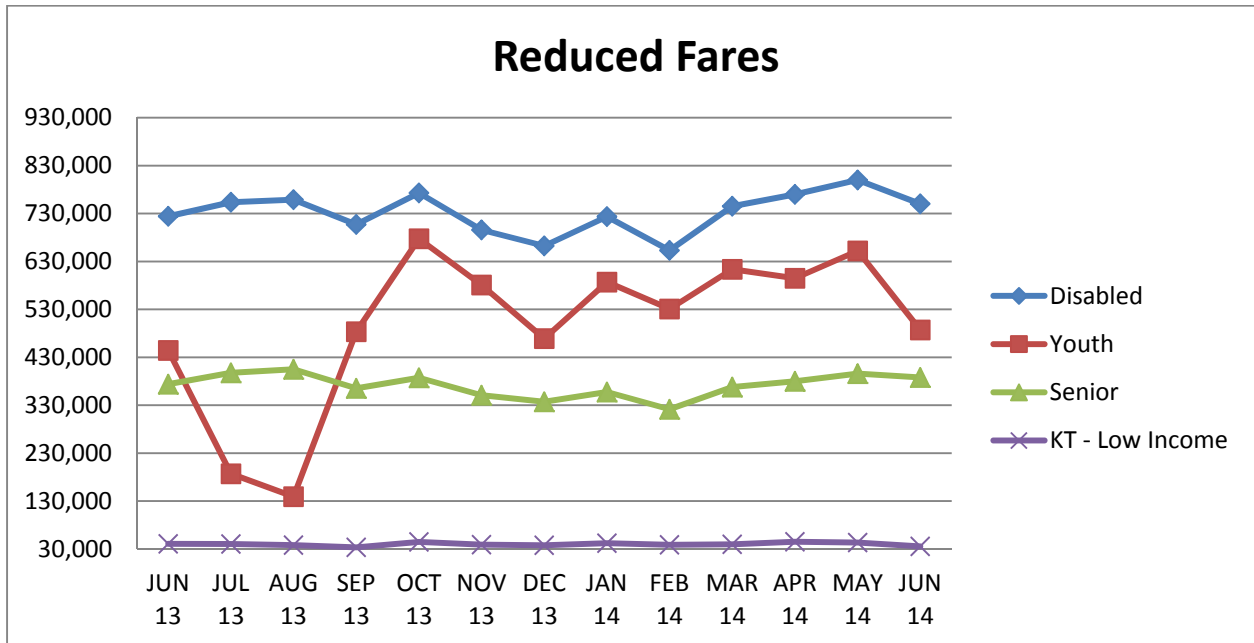
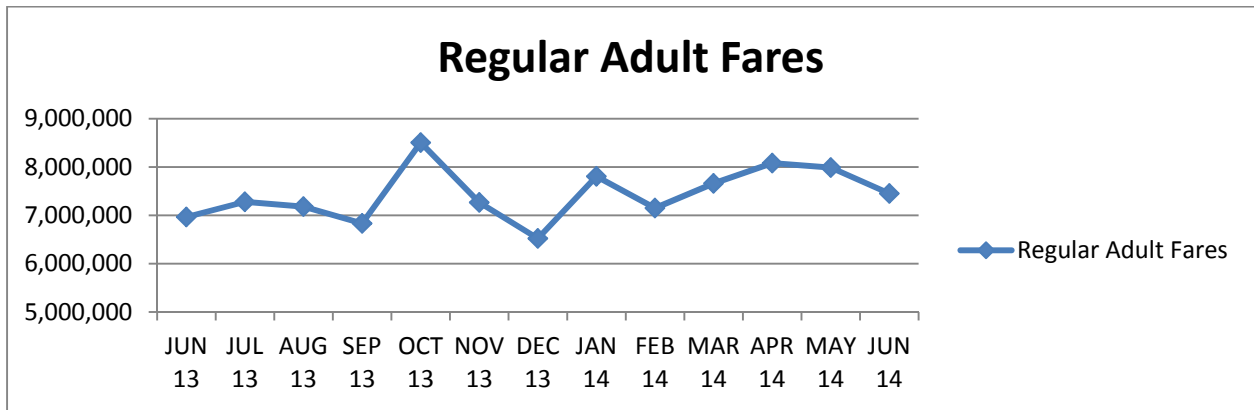


<sup>1</sup> A single boarding may include multiple product types.



iv) ORCA Boardings by Passenger Type

| Passenger Type  | April            | May              | June             | Total             | % of Total  |
|-----------------|------------------|------------------|------------------|-------------------|-------------|
| Adult           | 8,080,731        | 7,988,245        | 7,453,085        | 23,522,061        | 81%         |
| Disabled        | 769,959          | 799,871          | 750,265          | 2,320,095         | 8%          |
| Youth           | 595,074          | 652,170          | 487,104          | 1,734,348         | 6%          |
| Senior          | 379,994          | 396,161          | 387,870          | 1,164,025         | 4%          |
| KT – Low Income | 44,890           | 43,468           | 35,249           | 123,607           | 1%          |
| <b>Total</b>    | <b>9,870,648</b> | <b>9,879,915</b> | <b>9,113,573</b> | <b>28,864,136</b> | <b>100%</b> |

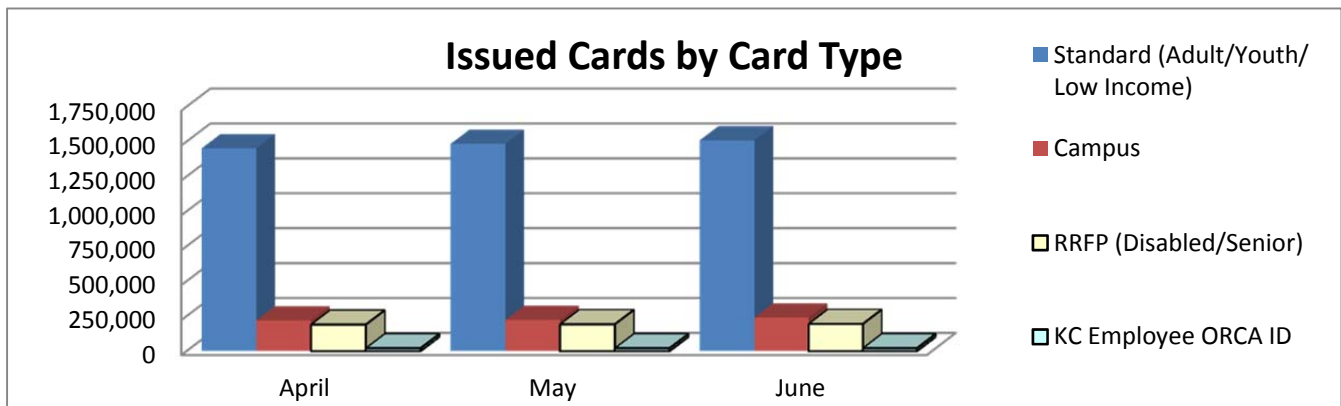


### d) System Operations – ORCA Cards in Circulation and in Use by Type

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.

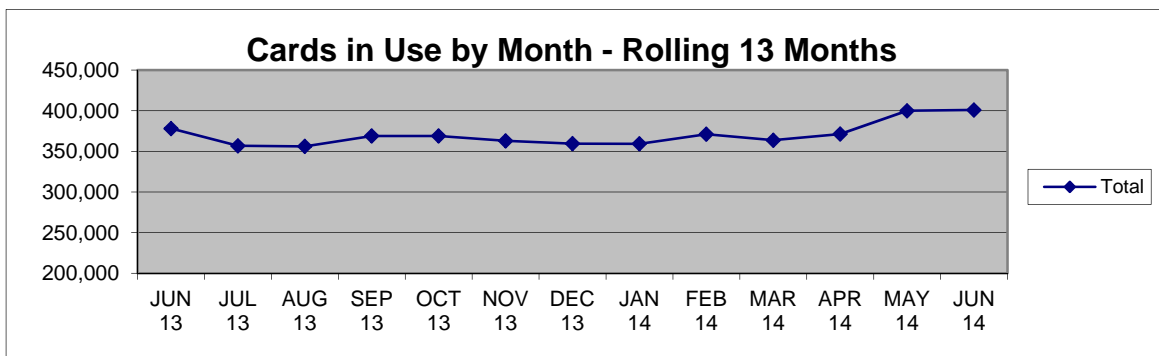
#### i) Cumulative Number of Issued Cards (in circulation) since April 2009

| Card Type                                      | April            | May              | June             |
|--|------------------|------------------|------------------|
| Standard (Adult/Youth/Low Income) <sup>1</sup> | 1,451,169        | 1,483,598        | 1,509,213        |
| Campus   | 220,288          | 222,588          | 239,708          |
| RRFP (Disabled/Senior)                         | 189,805          | 192,170          | 194,532          |
| KC Employee ORCA ID                            | 20,762           | 20,762           | 20,762           |
| <b>Total</b>                                   | <b>1,882,024</b> | <b>1,919,118</b> | <b>1,964,215</b> |



#### ii) Cards in Use by Month

| Cards in Use | April          | May            | June           |
|--------------|----------------|----------------|----------------|
| <b>Total</b> | <b>371,344</b> | <b>399,951</b> | <b>400,939</b> |



<sup>1</sup> Standard passenger types

## Customer Education Activities

This table highlights Customer Education Activities (April - June 2014)

|                 | April  | May   | June   |
|-----------------|--|---|--|
| <b>Outreach</b> | <ul style="list-style-type: none"> <li>Pierce Transit held a promotional event for residents at the food bank, for their new Fife-Milton-Edgewood Community Connector services</li> <li>Pierce Transit sent direct mail packages to 16,000 households in Lakewood. Mailers included an offer for a fee-waived ORCA card, and a paper "flash pass" valid only on Pierce Transit buses. Fare cards were requested by 280 people</li> <li>King County distributed ORCA cards with \$10 on it along with promotional codes and discounts on Vanpool, Zipcar, car2go and BikeLink via the Alaska Viaduct <i>Which Way Today</i> Campaign</li> <li>King County Metro, Kitsap Transit and Sound Transit participated in multiple public ORCA To-Go events.</li> </ul> | <ul style="list-style-type: none"> <li>Pierce Transit launched "Let Your Kids Roam" campaign, promoting Pierce Transit's agency-specific summer Youth Pass, loaded on youth ORCA cards.</li> <li>King County Metro and Pierce Transit participated in multiple public ORCA To-Go events.</li> </ul> | <ul style="list-style-type: none"> <li>Pierce Transit sent direct mail packages to 3,600 households in Puyallup, 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. 41 free cards have been distributed.</li> <li>Pierce Transit promoted ORCA cards and Pierce Transit's new Route 425 at a senior housing complex in Puyallup. For each customer who purchased \$10 E-purse, the apartment manager also contributed \$5 to their E-purse.</li> <li>King County Metro and Sound Transit participated in multiple public ORCA To-Go events.</li> </ul> |

## Seasonal Gig Harbor Trolley



## Pierce Transit's Fife-Milton-Edgewood Promotion



**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 5/16/14 TO RECEIVE YOUR FREE ORCA CARD.  
Original Reply Cards Only - No Photocopies Accepted. ONE PER PERSON.

### 3. LOAD & GO!

→ → → Load your ORCA card by purchasing a pass for unlimited rides for a month. Or load E-purse, giving you a two-hour transfer privilege – better than cash! You may add value to your card online, by phone, at a ticket vending machine located on Sounder and Tacoma Dome Station platforms, in person at the Tacoma Dome Station Bus Shop or at participating retail outlets. Visit us online for details.

[piercetransit.org](http://piercetransit.org)  
253.581.8000

PIERCE **the way to go!**  
TRANSIT



## Sleeve Graphic - All Day Pass Pilot



## 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               |