

July - September 2014

# Joint Board Program Management Report

## 3<sup>rd</sup> Quarter - 2014



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## ORCA

### *Business Passport*

provides access to regular transit service on:

- Pierce Transit
- Sound Transit (bus, Sounder train and Tacoma Link light rail)
- King County Metro Transit
- Kitsap Transit
- Community Transit
- Everett Transit
- Seattle Lake Union Streetcar
- King County Water Taxi (Vashon & West Seattle)
- Kitsap Transit Foot Ferry (Port Orchard & Annapolis)

ORCA Business Passport is a regional transit pass providing users with unlimited and seamless service on the region's extensive transit network. This includes bus, light rail, commuter rail, vanpool, water taxi, and more.

September 2014

## 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.

## 3<sup>rd</sup> Quarter Key Activities

### July

- The cumulative number of issued cards in circulation since April 2009 has reached over 2 million.
- King County Metro conducted a special account promotion– 'In Motion July 28 – Nov 1' aimed at residents along portions of RapidRide E and F lines. Eligible participants received an ORCA card with a two week Passport loaded with an attached customized card holder.
- ORCA cards loaded with a regional passport product were provided to 30-40 participants attending the Leadership APTA Workshop that was held at the Mayflower Hotel in downtown Seattle July 22-26.
- Pierce Transit added a banner to its website home page advertising ORCA card sales at retail partners, linking to information about locations, hours, payment types and orcacard.com. In addition, staff delivered new rack displays to Pierce County retailers reminding staff and customers to check receipts, so far eliminating issues regarding wrong products.
- King County Metro conducted a special account promotion – 'SeaTac-Tukwila Promo 2014' aimed at residents along the RapidRide F line. Residents received a mailer to request an ORCA card with \$10 of E-purse along with a customized card holder.
- Kitsap Transit has been partnering with Kitsap Community Resources whose focus is providing services to low-income individuals in Kitsap County to promote self-sufficiency. An official ORCA-to-Go event was held July 16<sup>th</sup> at Kitsap Community Resources Registration Fair focusing on distribution of low income ORCA cards. Kitsap Transit's ORCA-to-Go mobile sales van was there to also provide a full range of ORCA card sales and service for all ORCA card types (adult, youth, senior & disabled RRFP). Kitsap Community Resources also serves as an outlet for Kitsap Transit bus and foot ferry schedules.

## 3<sup>rd</sup> Quarter Key Activities Continued

### August

- South Lake Union streetcar is now using ORCA for fare collection. The standalone fare transaction processors (yellow hood) readers are at the stations. Fare enforcement officers use Portable Fare Transaction Processors (PFTPs) to check fare payment.
- Retail Card Sales since August 2013 - Retailers have ordered 50,000 ORCA cards (for re-sale to customers) and generated over \$200,000 in revenue for the agencies.
- Pierce Transit promoted and staffed ORCA at the Downtown On-the-Go "Walk Tacoma" scavenger hunt. Participants traveled to multiple locations without using a car and with at least one trip on a Pierce Transit bus and one on Sound Transit Link, earning prizes including \$12 e-purse loaded to their ORCA card. As a follow-up to an earlier PT/ST ORCA-to-Go event, Pierce Transit provided on-site training to residents at a senior housing complex in Puyallup. The training showed them how to reload cards, including a live call to Customer Services to see how easy it is to load over the phone and also where the closest retailers are located. A few people also received training on how to load their cards at [orcacard.com](http://orcacard.com). During the visit, and additional 20 people obtained their first ORCA cards and loaded them with product.
- Kitsap Transit had a presence at the Kitsap County Fair for the first time in six years and ORCA was front and center. For the week-long event, staff offered fair-goers new ORCA cards and loaded existing cards. We were able to convert some regular riders to ORCA and had a great time doing it. Guests to our booth could also spin our trivia wheel and, when they correctly answered an ORCA or other transit question, win a fun Kitsap Transit prize.

### September

- New ORCA system enhancements were promoted to production on September 18. New enhancements included King County Metro's new product, Low Income Passenger Fare Type. King County's Low Income program is due to start in March 2015. Fare collection was enabled on Sound Transit's Tacoma Link which previously did not take fares.
- Pierce Transit partnered with Downtown On the Go, developing a tri-fold brochure highlighting the benefits of an ORCA passport. We mailed the brochure to over 1,500 downtown Tacoma businesses and staff made follow-up phone calls to potential business partners.



## Customer Service Equipment & Facilities

This table shows equipment quantities and customer facilities supporting the ORCA Regional Program. Figures below are current as of September 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		167
o ST		243
<b>Total</b>		<b>2,190</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	July	August	September
<b>Transaction Volume:</b>			
Total Number of Fare Transactions/Boardings on All Services	9,185,613	8,713,370	9,221,803
Number of Cards in Use	379,846	387,060	410,052
<b>Autoload Activity:</b>			
Number of Autoload Transactions	17,304	18,125	17,551
Amount of Autoload Transactions	\$660,565	\$656,456	\$679,754
<b>Cardholder Website Traffic:</b>			
Unique Visitors <sup>1</sup>	71,640	72,594	76,263
Visits <sup>2</sup>	161,728	158,533	170,553
Number of "My ORCA" Accounts Established <sup>3</sup>	595,584	604,309	614,366
Number of Cardholder Transactions Per Month	33,351	32,297	33,644
<b>Customer Contact:</b>			
ORCA Regional Call Center Calls Received	7,818	8,310	8,711
<b>Email Volume:</b>			
ORCA Regional Emails Received	1,110	971	1,228
<b>Business Accounts:</b>			
Active Business Accounts	1,861	1,871	1,875

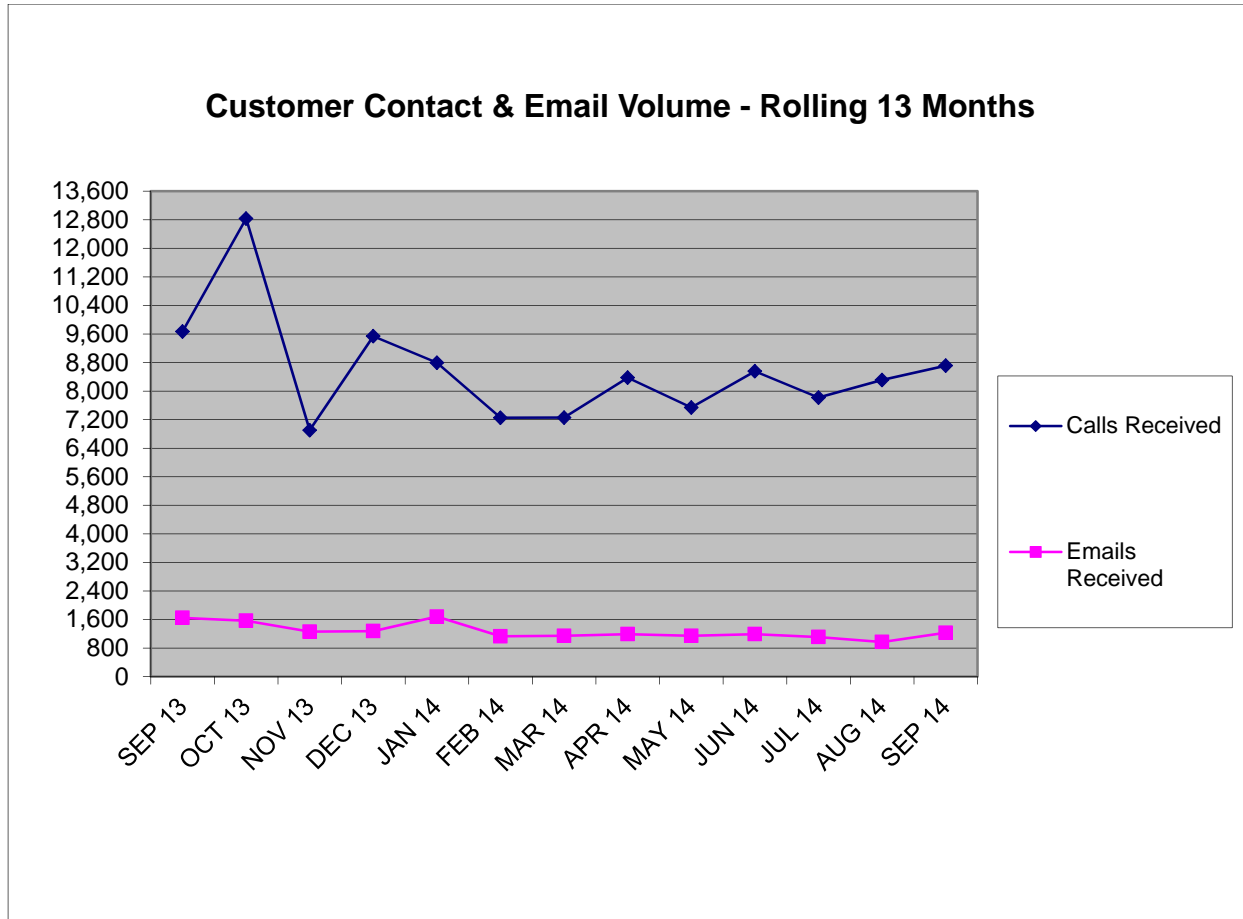
<sup>1</sup> **Unique Visitors** – A unique visitor is defined as an individual who has made at least one hit on one page of the web site during the current reporting period.

<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.





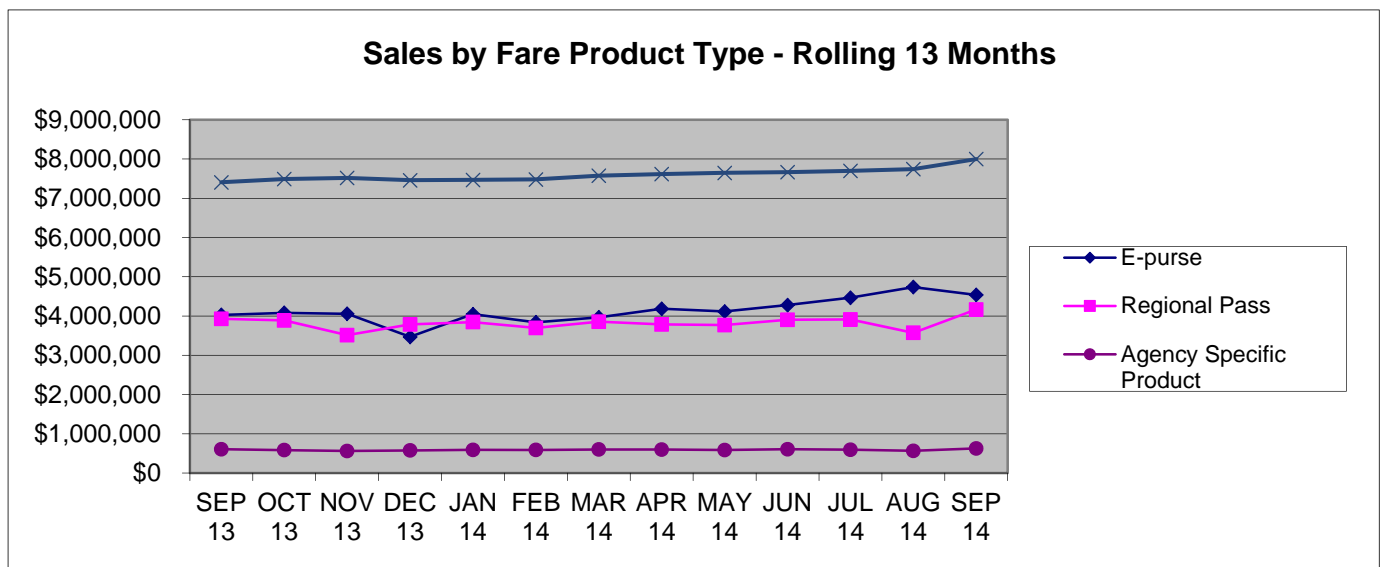
## System Operations Performance Data

### 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	July	August	September	Total	% of Total Sales
Business Passport <sup>1</sup>	\$7,697,302	\$7,740,677	\$7,997,018	\$23,434,997	46%
E-purse	\$4,466,792	\$4,734,459	\$4,538,896	\$13,740,147	27%
Regional Pass	\$3,911,832	\$3,572,010	\$4,165,614	\$11,649,456	23%
Agency Product	\$595,912	\$567,598	\$627,748	\$1,791,258	4%
<b>Total</b>	<b>\$16,671,838</b>	<b>\$16,614,744</b>	<b>\$17,329,276</b>	<b>\$50,615,858</b>	<b>100%</b>

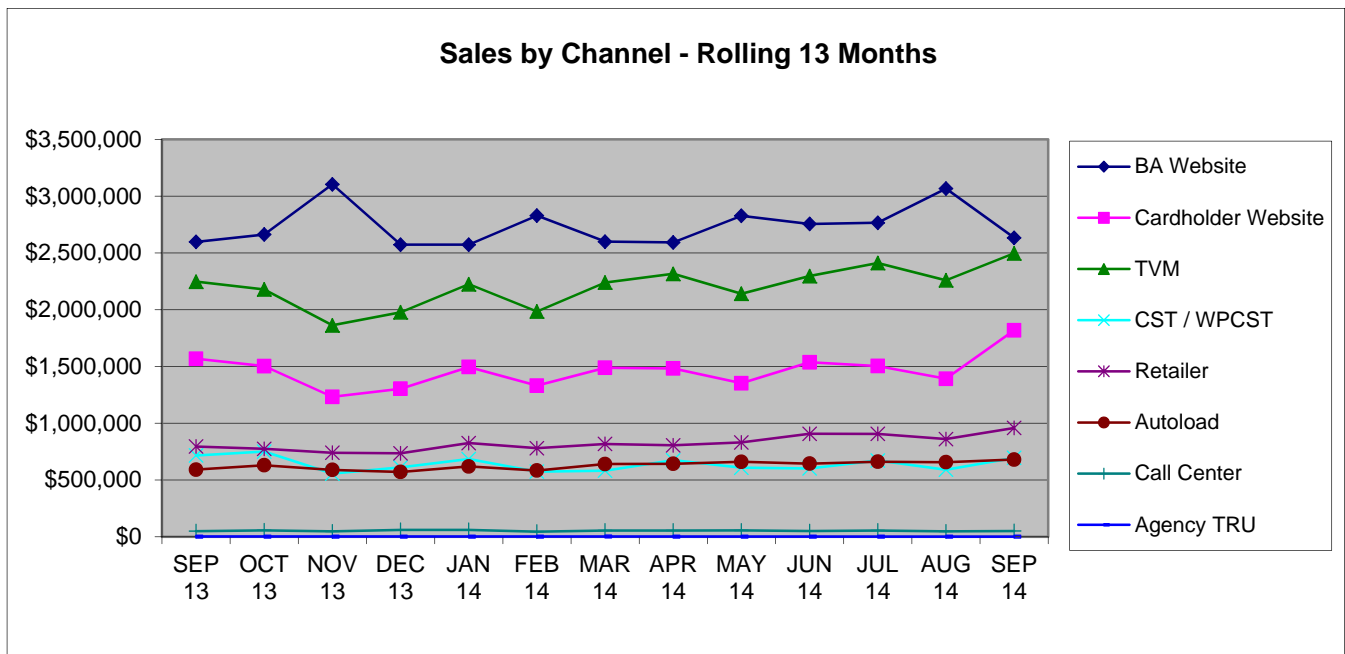


<sup>1</sup> Business Passport revenue includes both Regional and Agency Passport products and the monthly apportioned revenue equals 1/12<sup>th</sup> of the transit portion of the annual contract amounts.



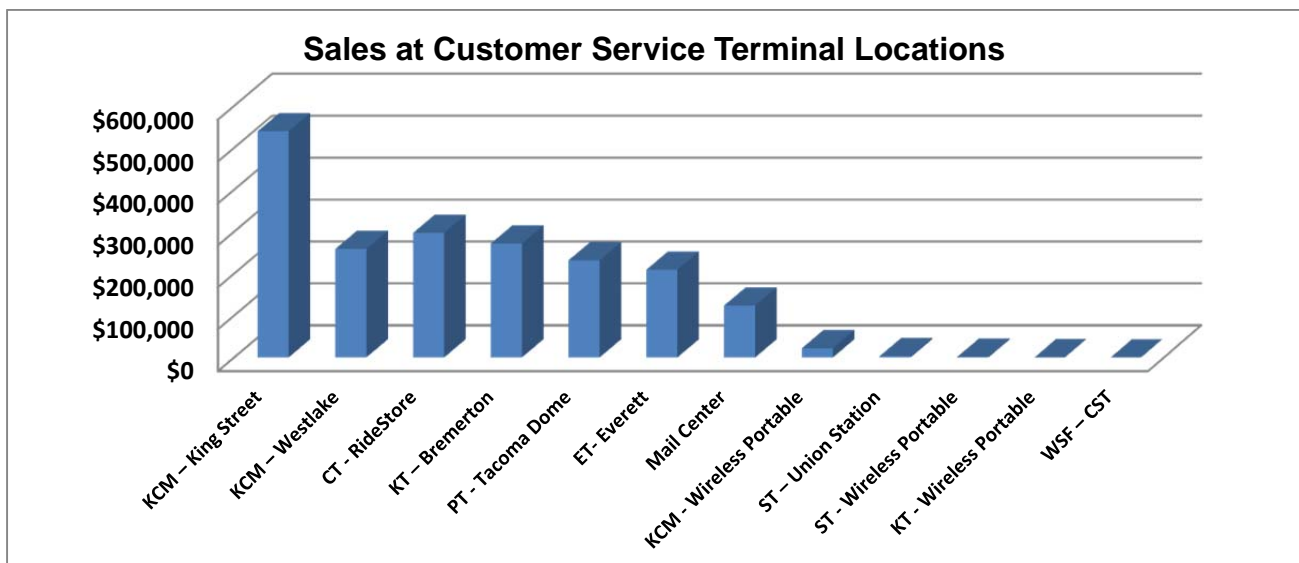
**ii) Sales by Channel**

Sales Channel	July	August	September	Total	% of Total Sales
BA Website	\$2,765,721	\$3,067,156	\$2,633,139	\$8,466,016	<b>31%</b>
TVM	\$2,411,648	\$2,259,465	\$2,496,986	\$7,168,099	<b>26%</b>
Cardholder Website	\$1,503,349	\$1,391,781	\$1,818,040	\$4,713,170	<b>17%</b>
Retailer	\$905,666	\$860,505	\$958,488	\$2,724,659	<b>10%</b>
CST / WPCST	\$671,313	\$590,213	\$694,268	\$1,955,794	<b>7%</b>
Autoload	\$660,565	\$656,456	\$679,754	\$1,996,775	<b>7%</b>
Call Center	\$54,518	\$47,204	\$50,279	\$152,001	<b>1%</b>
Agency TRU	\$1,756	\$1,287	\$1,304	\$4,347	<b>1%</b>
<b>Total</b>	<b>\$8,974,536</b>	<b>\$8,874,067</b>	<b>\$9,332,258</b>	<b>\$27,180,861</b>	<b>100%</b>



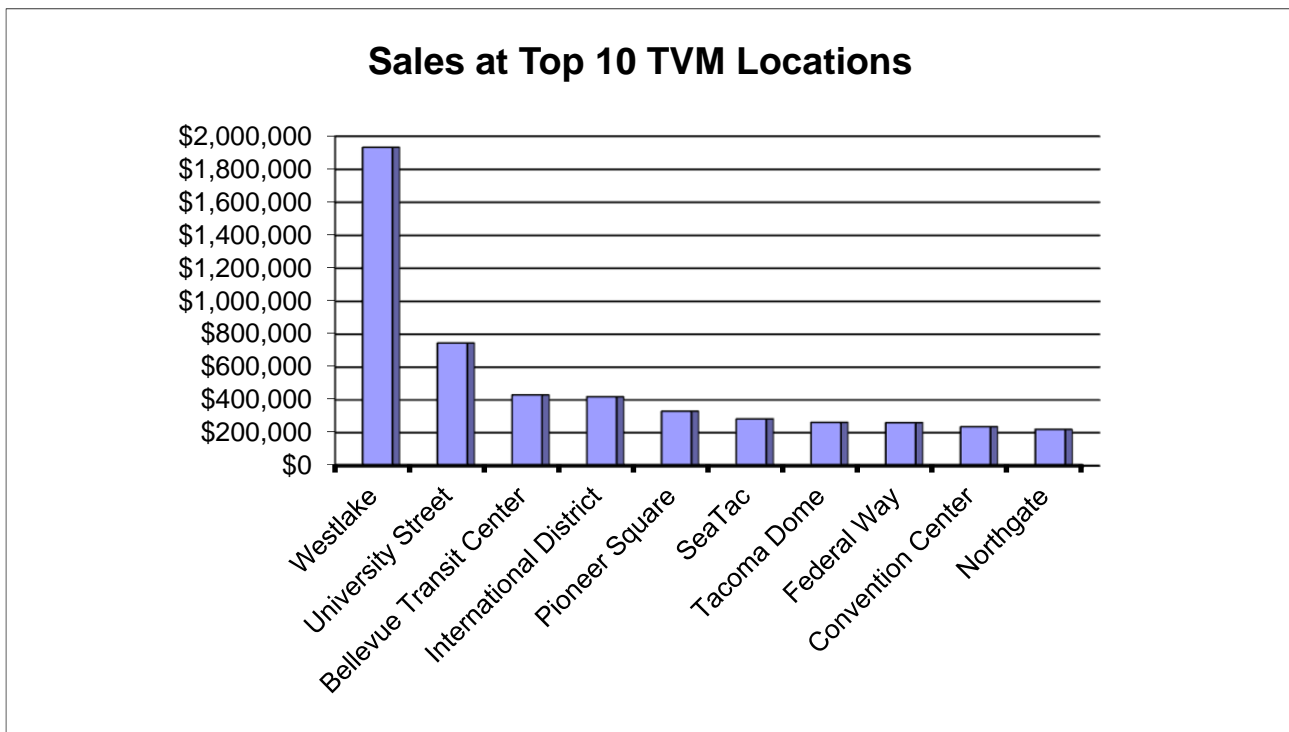
**iii) Sales at Customer Service Terminal Locations**

CST Location	July	August	September	Total	% of Total CST Sales	Compared to last Qtr.
KCM – King Street	\$188,027	\$164,378	\$186,655	\$539,060	27%	↑
KCM – Westlake	\$94,852	\$71,506	\$92,193	\$258,551	13%	↑
CT – Ride Store	\$99,175	\$92,614	\$104,915	\$296,704	15%	↑
KT - Bremerton	\$90,378	\$81,582	\$99,306	\$271,266	13%	↑
PT – Tacoma Dome	\$78,956	\$71,942	\$80,587	\$231,485	11%	↓
ET - Everett	\$70,482	\$66,764	\$71,787	\$209,033	11%	↑
Mail Center	\$43,377	\$38,080	\$41,987	\$123,444	6%	↑
ST – Union Station	\$1,116	\$1,040	\$713	\$2,869	1%	↑
KCM – ORCA To Go	\$4,541	\$2,110	\$15,174	\$21,825	1%	↑
ST – ORCA To Go	\$409	\$90	\$951	\$1,450	1%	↓
KT – ORCA To Go	\$0	\$107	\$0	\$107	1%	↓
WSF - CST	\$0	\$0	\$0	\$0	0%	N/A
<b>Total</b>	<b>\$671,313</b>	<b>\$590,213</b>	<b>\$694,268</b>	<b>\$1,955,794</b>	<b>100%</b>	<b>↑</b>



**iv) Sales at Top 10 Ticket Vending Machine Sites**

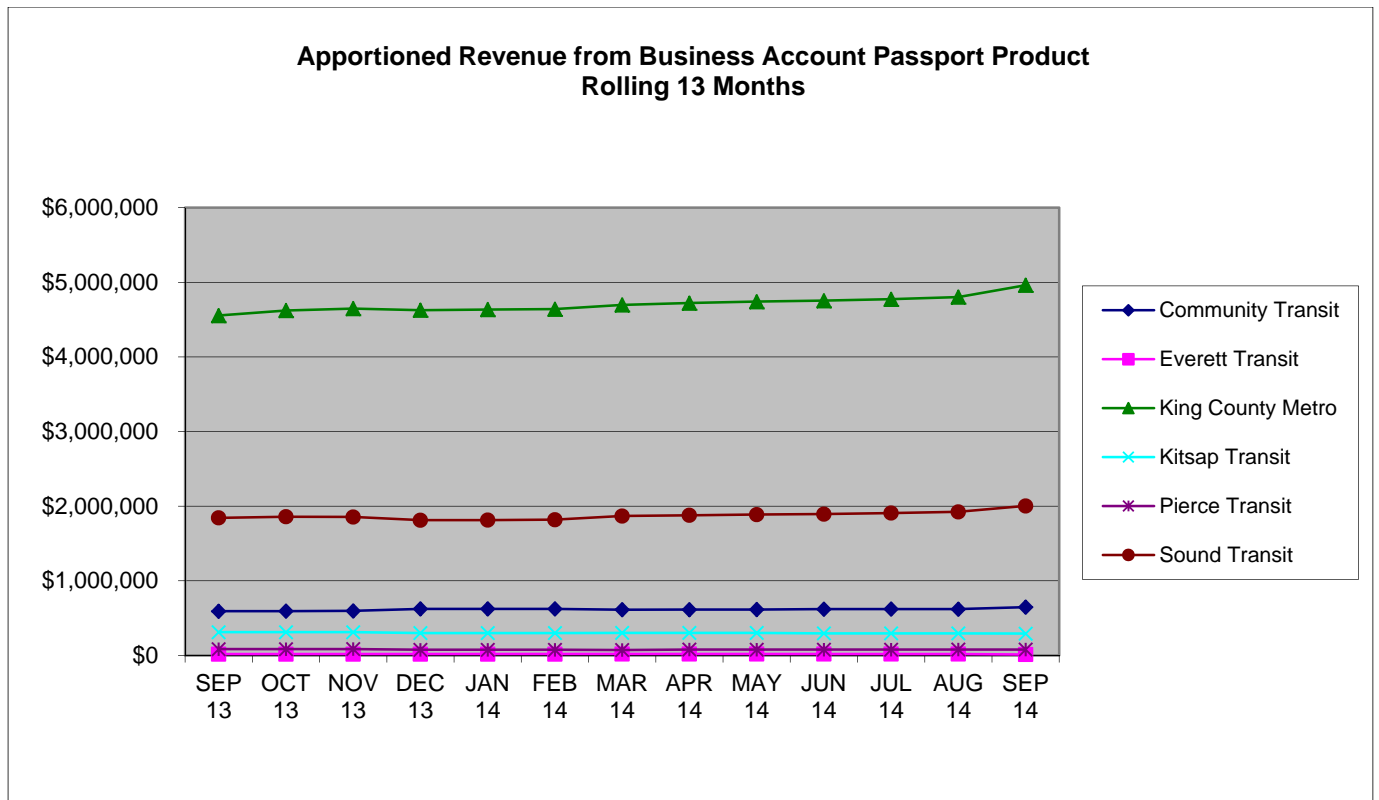
Rank	TVM Location	July	August	September	Total	% of Total TVM Sales <sup>1</sup>	Compared to last Qtr.
1	Westlake Station	\$646,544	\$620,394	\$665,871	\$1,932,809	27%	↑
2	University Street Station	\$258,016	\$229,801	\$259,031	\$746,848	10%	↑
3	Bellevue Transit Center	\$144,439	\$134,999	\$151,940	\$431,378	6%	↑
4	International District	\$141,846	\$135,369	\$143,081	\$420,296	6%	↑
5	Pioneer Square Station	\$114,032	\$104,336	\$112,741	\$331,109	5%	↑
6	SeaTac Airport	\$97,223	\$97,247	\$90,589	\$285,059	4%	↑
7	Tacoma Dome Station	\$87,222	\$81,329	\$95,114	\$263,665	4%	↑
8	Federal Way Transit Ctr	\$87,666	\$83,137	\$91,179	\$261,982	4%	↑
9	Convention Center	\$82,588	\$71,596	\$83,721	\$237,905	3%	↓
10	Northgate Transit Ctr	\$73,360	\$68,771	\$78,274	\$220,405	3%	↓
	<b>Total</b>	<b>\$1,732,936</b>	<b>\$1,626,979</b>	<b>\$1,771,541</b>	<b>\$5,131,456</b>	<b>72%</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	July	August	September	Total
Community Transit	\$621,555	\$620,360	\$647,166	\$1,889,081
Everett Transit	\$19,372	\$19,356	\$13,352	\$52,080
King County Metro	\$4,773,119	\$4,802,389	\$4,961,413	\$14,536,921
Kitsap Transit	\$296,024	\$296,073	\$292,500	\$884,597
Pierce Transit	\$78,709	\$78,832	\$79,578	\$237,119
Sound Transit	\$1,908,523	\$1,923,667	\$2,003,009	\$5,835,199
<b>Total</b>	<b>\$7,697,302</b>	<b>\$7,740,677</b>	<b>\$7,997,018</b>	<b>\$23,434,997</b>





**vi) Revenue by Pass Product**

<b>PASS</b>	<b>July</b>	<b>August</b>	<b>September</b>
All-Day PugetPass	\$7,443	\$15,417	\$12,411
Everett Transit Monthly Reduced Fare Pass	\$891	\$864	\$837
Kitsap Transit Full Fare Pass	\$35,550	\$33,850	\$42,050
Kitsap Transit Reduced Fare Pass	\$42,875	\$41,725	\$49,775
Kitsap Transit Worker/Driver Full Fare Pass	\$3,900	\$3,825	\$3,825
Metro Monthly Access Pass	\$34,380	\$33,165	\$33,300
Metro Monthly Vanpool Pass 1 Zone	\$38,520	\$33,480	\$40,860
Metro Monthly Vanpool Pass 2 Zone	\$40,284	\$38,340	\$41,256
Pierce Transit Summer Youth Pass	\$5,148	\$0	\$0
PugetPass \$0.50	\$648	\$504	\$504
PugetPass \$0.75	\$263,061	\$272,538	\$265,653
PugetPass \$1.00	\$21,816	\$22,572	\$22,212
PugetPass \$1.25	\$51,525	\$40,590	\$89,370
PugetPass \$1.50	\$16,038	\$25,380	\$32,508
PugetPass \$1.75	\$4,725	\$4,851	\$5,733
PugetPass \$2.00	\$177,696	\$164,520	\$180,432
PugetPass \$2.25	\$260,577	\$223,398	\$266,733
PugetPass \$2.50	\$1,554,750	\$1,389,150	\$1,679,580
PugetPass \$2.75	\$119,196	\$111,573	\$121,176
PugetPass \$3.00	\$603,936	\$540,648	\$604,800
PugetPass \$3.25	\$18,954	\$18,252	\$22,230
PugetPass \$3.50	\$384,300	\$351,036	\$402,318
PugetPass \$3.75	\$58,995	\$56,835	\$64,665
PugetPass \$4.00	\$210,384	\$196,848	\$222,192
PugetPass \$4.25	\$71,145	\$67,167	\$79,254
PugetPass \$4.50	\$22,842	\$20,898	\$23,328
PugetPass \$4.75	\$33,345	\$31,464	\$37,620
PugetPass \$5.00	\$5,040	\$3,780	\$4,500
PugetPass \$5.25	\$29,295	\$26,838	\$37,044
PugetPass \$5.50	\$3,564	\$3,168	\$3,762
Business Passport <sup>1</sup>	\$7,697,302	\$7,740,677	\$7,997,018
WSF Anacortes/San Juan Islands Passenger 10 Ride	\$0	\$0	\$0
WSF Central Sound Monthly Pass	\$344,998	\$325,906	\$355,834
WSF Central Sound Passenger 10 Ride	\$8,449	\$7,805	\$9,481
WSF Fauntleroy – Southworth Monthly Pass	\$11,393	\$11,150	\$13,736
WSF Fauntleroy – Southworth Passenger 10 Ride	\$202	\$253	\$253
WSF Mukilteo – Clinton Monthly Pass	\$13,882	\$14,006	\$15,314
WSF Mukilteo – Clinton Passenger 10 Ride	\$389	\$272	\$156
WSF Port Townsend – Coupeville Monthly Pass	\$85	\$0	\$0
WSF Vashon Island Monthly Pass	\$7,144	\$7,414	\$8,492
WSF Vashon Island Passenger 10 Ride	\$379	\$126	\$168
<b>Grand Total</b>	<b>\$12,205,046</b>	<b>\$11,880,285</b>	<b>\$12,790,380</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	Q2 2014	Q3 2014	Q3 2014 # of Locations
Bartell Drugs	\$296,046	\$282,543	1
QFC	\$722,672	\$910,741	43
Roger's Market Place	\$23,644	\$22,653	1
Saar's MarketPlace	\$191,637	\$179,589	7
Safeway	\$1,242,891	\$1,301,927	74
Food Market/Thriftway	\$43,113	\$31,123	2
<b>Total</b>	<b>\$2,520,003</b>	<b>\$2,728,576</b>	<b>128</b>

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

Current Rank	Retailer/Location	Q3 Store Sales	% of Total Retailer Sales <sup>1</sup>
1	Bartell Drugs, Seattle - Downtown	\$282,543	10%
2	Saar's MarketPlace, Lakewood	\$100,566	4%
3	Safeway, Seattle – Brooklyn NE	\$88,568	3%
4	QFC, Seattle - Broadway Market	\$73,450	3%
5	QFC, Seattle - Harvard Market	\$64,159	2%
6	QFC, Seattle – University Village	\$57,768	2%
7	Safeway, Seattle – NW Market	\$46,841	2%
8	QFC, Seattle – Wallingford	\$46,356	2%
9	QFC, Seattle – Mercer Street	\$46,157	2%
10	Safeway, Seattle – Greenwood Ave	\$46,016	2%
	<b>Total</b>	<b>\$852,424</b>	<b>32%</b>

<sup>1</sup> The percentage is calculated based on the total sales at 128 Retailer locations.

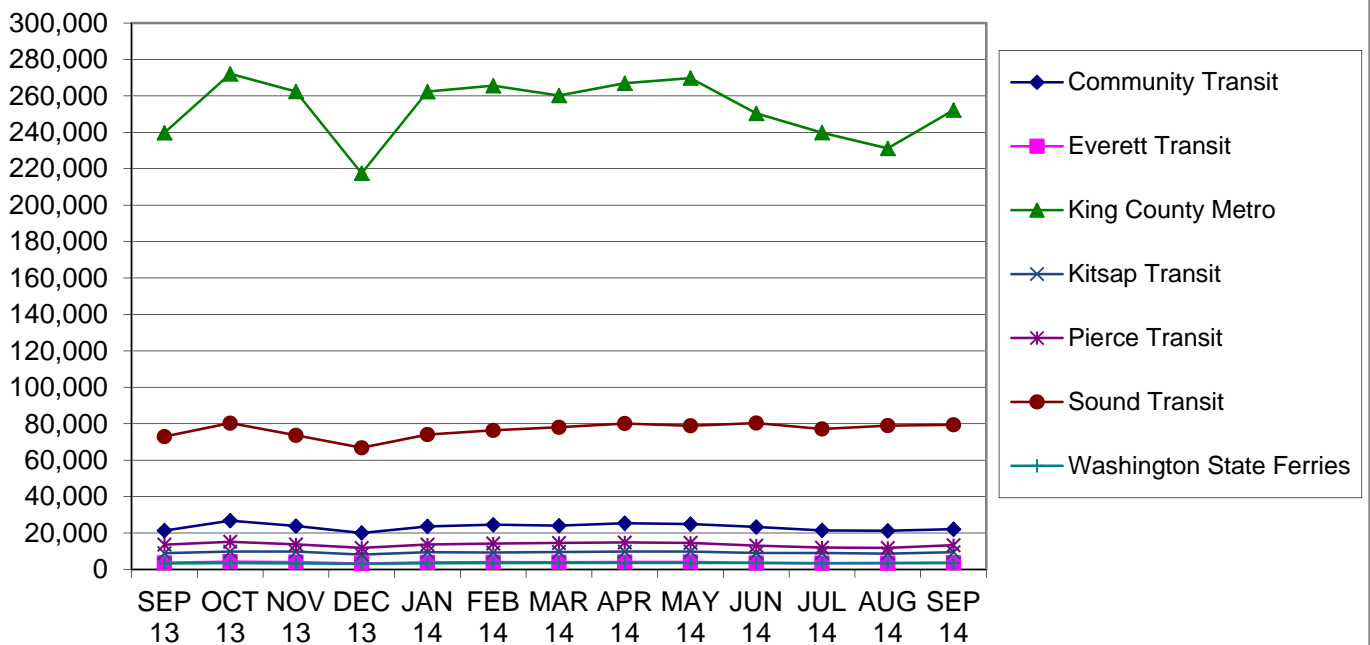
### c) System Operations – Ridership Transactions/Boardings

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

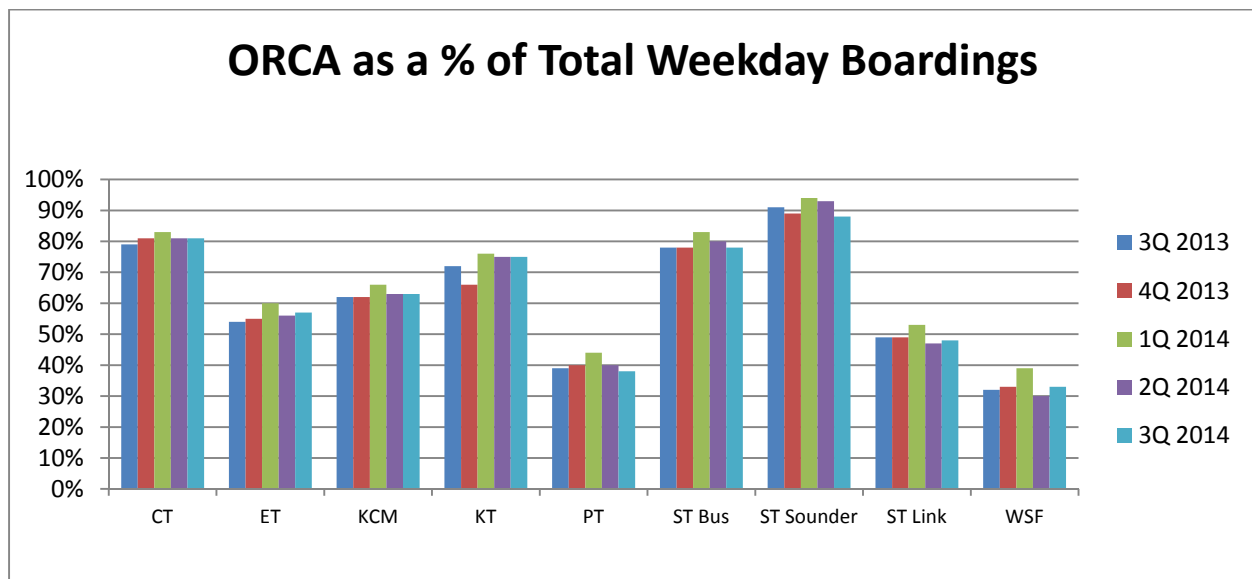
Agency	July	August	September
Community Transit	21,418	21,214	22,097
Everett Transit	3,404	3,440	3,728
King County Metro	239,818	231,175	252,221
Kitsap Transit	9,027	8,694	9,450
Pierce Transit	11,973	11,814	13,281
Sound Transit	77,117	78,984	79,418
Washington State Ferries	3,387	3,458	3,520
<b>Total</b>	<b>366,144</b>	<b>358,779</b>	<b>383,715</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 September	Average Weekday Total Boardings (ORCA & Non-ORCA) September	ORCA as a % of Total Weekday Boardings September
Community Transit	22,097	27,330	81%
Everett Transit	3,728	6,536	57%
King County Metro	252,221	399,000	63%
Kitsap Transit	9,450	12,650	75%
Pierce Transit	13,281	34,595	38%
Sound Transit Bus	49,031	62,722	78%
Sound Transit Sounder	11,965	13,586	88%
Sound Transit Link	18,422	38,639	48%
Washington State Ferries	3,520	10,813	33%
<b>Total</b>	<b>383,715</b>	<b>605,871</b>	

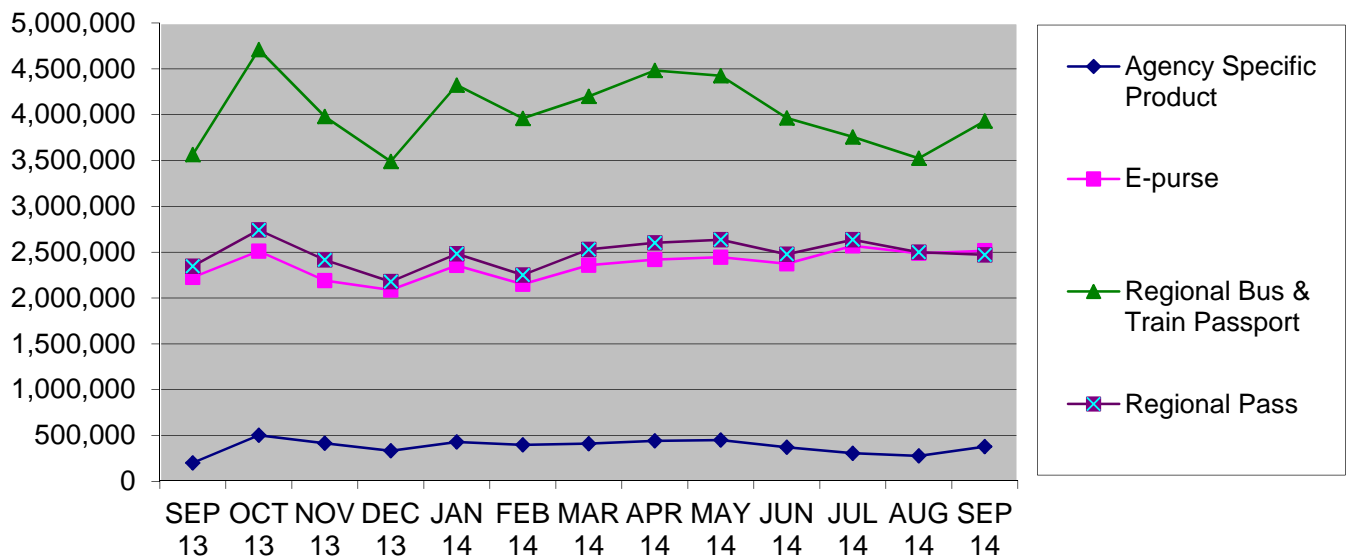




iii) ORCA Boardings by Product Type

Boardings	July	August	September	Total	% of Total Boardings
Regional Bus & Train Passport	3,757,409	3,524,309	3,930,253	11,211,971	41%
Regional Pass	2,635,445	2,499,684	2,470,897	7,606,026	28%
E-purse	2,568,768	2,487,613	2,515,042	7,571,423	27%
Agency Specific Product	306,518	277,519	378,761	962,798	4%
<b>Total<sup>1</sup></b>	<b>9,268,140</b>	<b>8,789,125</b>	<b>9,294,953</b>	<b>27,352,218</b>	<b>100%</b>

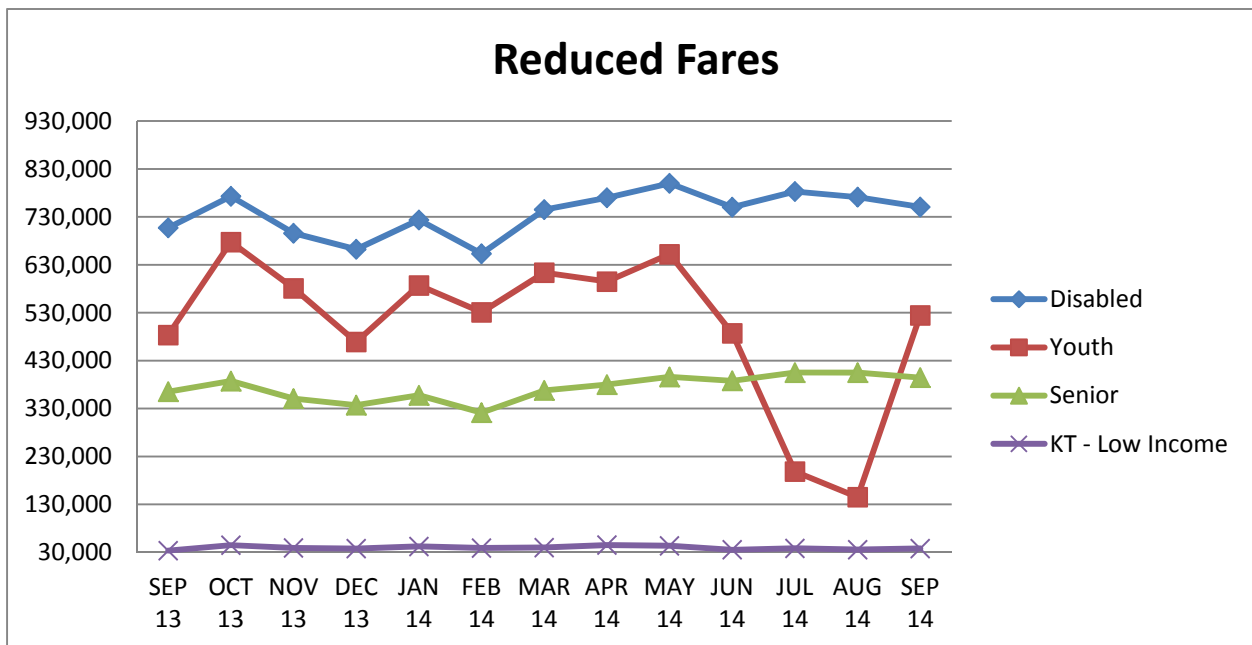
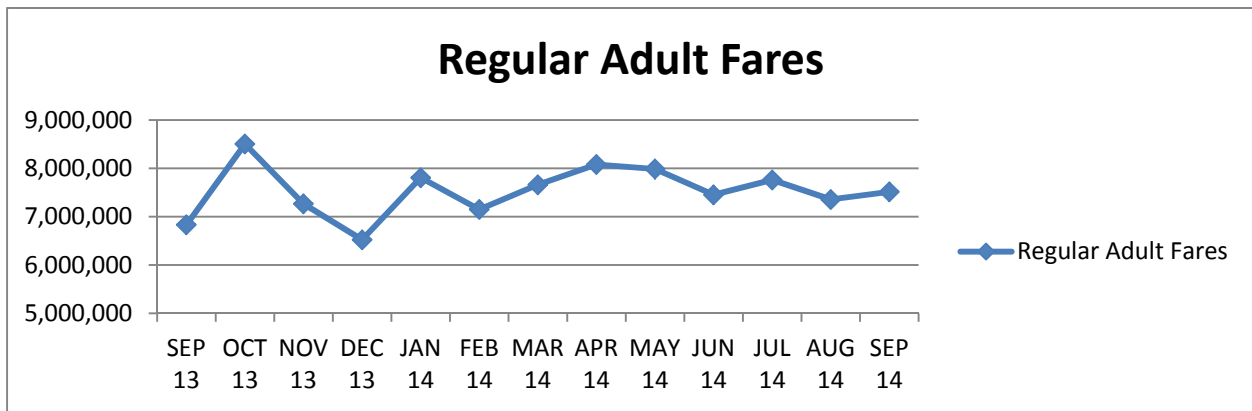
ORCA Boardings by Product Type - Rolling 13 Months



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

iv) ORCA Boardings by Passenger Type

Passenger Type	July	August	September	Total	% of Total
Adult	7,761,477	7,357,202	7,514,470	22,633,149	83%
Disabled	782,843	771,183	750,690	2,304,716	9%
Youth	198,606	145,135	524,559	868,300	3%
Senior	405,126	404,944	394,640	1,204,710	4%
KT – Low Income	38,180	35,418	37,798	111,396	1%
<b>Total</b>	<b>9,186,232</b>	<b>8,713,882</b>	<b>9,222,157</b>	<b>27,122,271</b>	<b>100%</b>

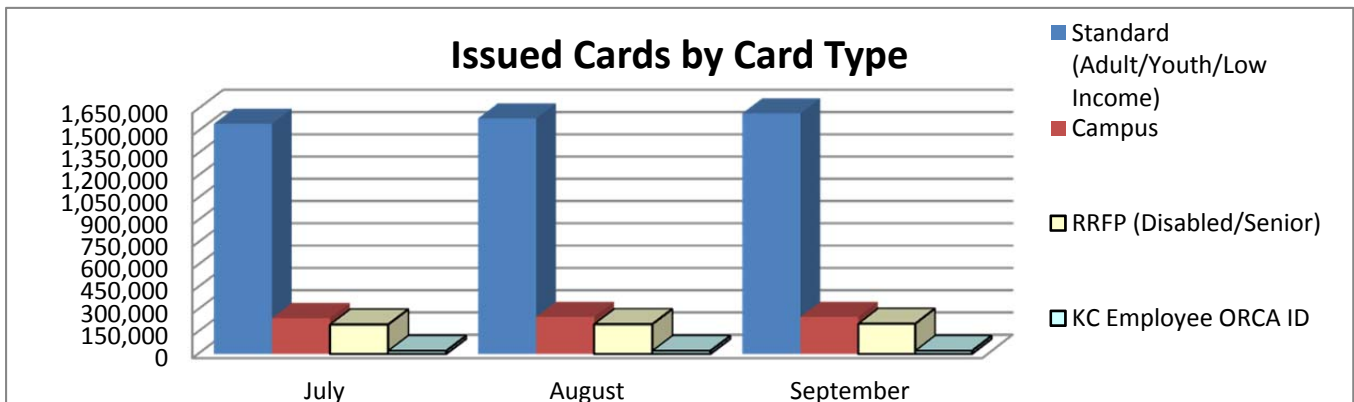


**d) System Operations – ORCA Cards in Circulation and in Use by Type**

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.

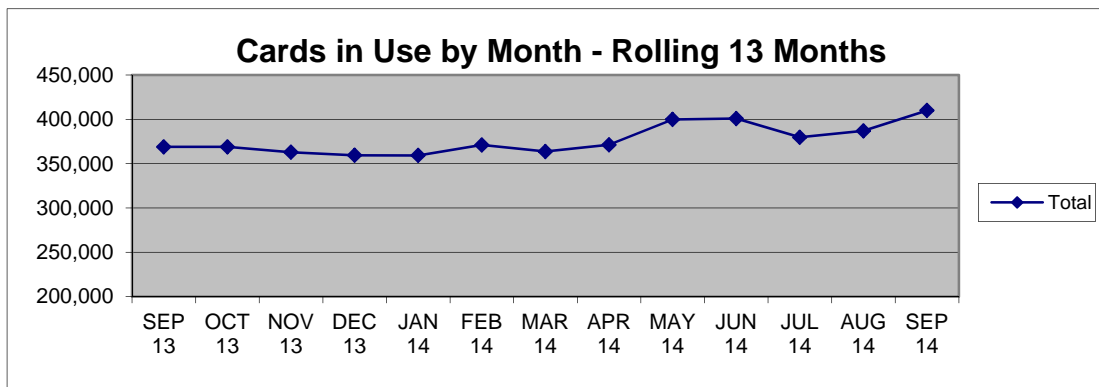
**i) Cumulative Number of Issued Cards (in circulation) since April 2009**

Card Type	July	August	September
Standard (Adult/Youth/Low Income)	1,549,444	1,586,772	1,620,155
Campus	241,549	250,219	250,219
RRFP (Disabled/Senior)	197,817	200,497	203,266
KC Employee ORCA ID	20,762	20,762	20,762
<b>Total</b>	<b>2,009,572</b>	<b>2,058,250</b>	<b>2,094,402</b>



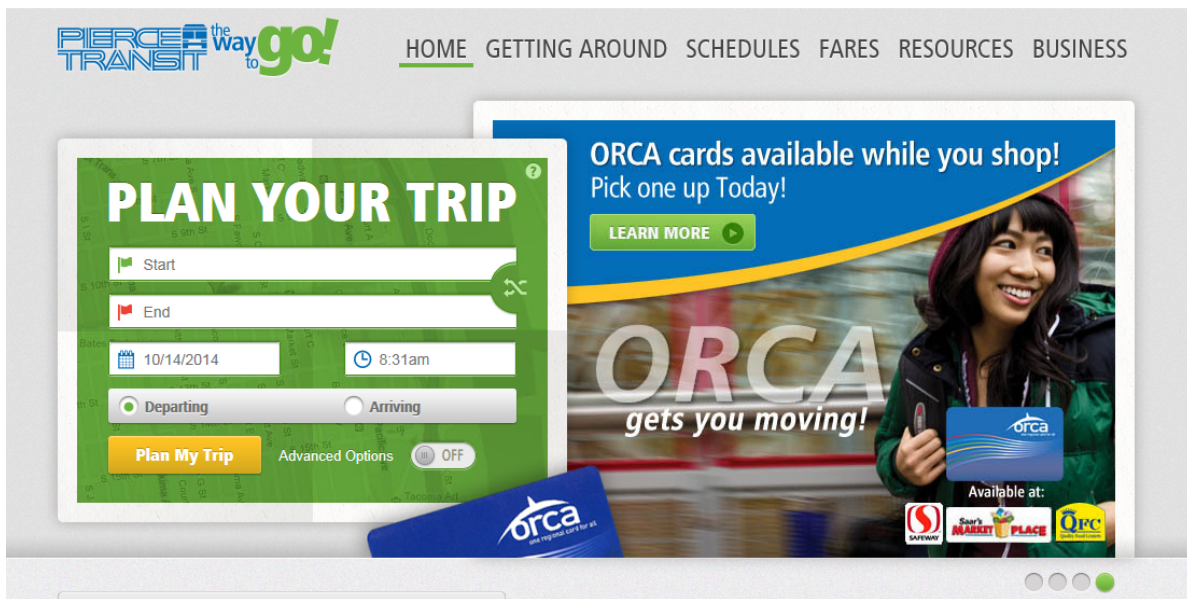
**ii) Cards in Use by Month**

Cards in Use	July	August	September
<b>Total</b>	<b>379,846</b>	<b>387,060</b>	<b>410,052</b>



## Promoting ORCA

### ORCA Card Sales at Retail Partners



### Pierce Transit's Summer Youth Pass/ORCA "Let Your Kids Roam" campaign



## King County ORCA How to Use Letter

### How to Use ORCA



#### Why ORCA

An ORCA card is a reloadable electronic card that holds money and passes to pay your fare without cash. You can continue using the card by adding more money or passes. ORCA saves you money on transfers between different buses, light rail, and Sounder trains. There are also special ORCA cards with lower fares for youth, seniors, and people with disabilities.

#### Tap & go

Place your card flat against the ORCA logo on the card reader. You know you're OK to get on when you hear one beep and see a green light.

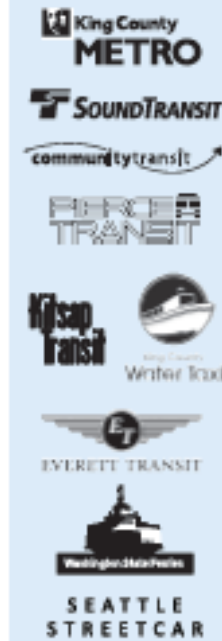


#### Transfer

ORCA includes transfers within two hours from bus to bus or bus to train. If you transfer to a ride that costs more than the first, you pay only the extra amount shown on the card reader.

#### Add value to your ORCA card

To pay as you ride, add "E-purse" in any amount from \$5 to \$300. Or add a pass for unlimited rides during a calendar month. Buy the monthly pass at the fare of your usual ride (such as \$2.50). The E-purse will be used to pay any extra amount for rides that cost more.



#### Register your card

to replace its value if lost or stolen. Go to [orcacard.com](http://orcacard.com) for more information.



We'll Get You There

info: Rls 1407\_2013\_ORCAHowto

## King County – Renton Poster Artwork

# How do you get around, Renton?

■ Get in motion beginning July 28<sup>th</sup> and discover new ways to get around Renton!

**Sign up!**  
Visit [kingcounty.gov/inmotion](http://kingcounty.gov/inmotion) to sign up, pledge to drive less and earn rewards!

@kcmetrobus  
King County In Motion

Brought to you by:



In partnership with:



## 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