

July – September 2015

Joint Board Program Management Report

3rd Quarter - 2015

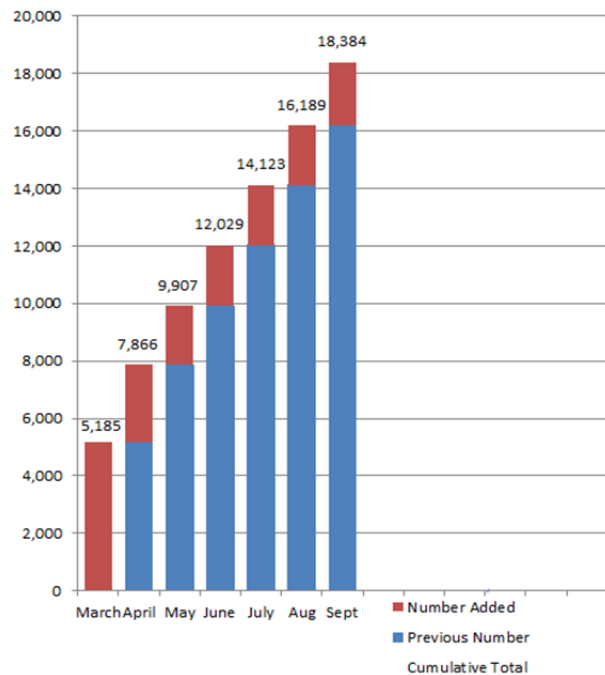


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ORCA LIFT Registration by Month

Month	Previous Number	Number Added	Cumulative Total
March	0	5,185	5,185
April	5,185	2,681	7,866
May	7,866	2,041	9,907
June	9,907	2,122	12,029
July	12,029	2,094	14,123
Aug	14,123	2,066	16,189
Sept	16,189	2,195	18,384



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.

3rd Quarter Key Activities

July

- Pierce Transit reached out to its registered SHUTTLE customers regarding their fare payment options. Passengers were educated about when to purchase regional monthly passes, and when to purchase Pierce Transit specific monthly passes. Free ORCA cards were given to passengers switching to ORCA for the first time.
- Pierce Transit continued promoting its agency-specific Summer Youth Pass and youth ORCA cards through a multi-media campaign. Methods used included social media postings and ads, online and print ads in local publications, posters, point-of-sale promotions transit advertising customer communications and others.

August

- Under the Choice Connections program brand, Community Transit developed a program to provide a rebate in the first two years of a new ORCA Passport agreement for small businesses located along Curb the Congestion program corridors, in order to lower the barriers to providing ORCA cards and pass products to their employees.
- Pierce Transit staff attended an event at the Silvercrest Salvation Army Senior Residence in Puyallup. At this event, one adult and five senior ORCA cards were issued, and information was provided on how to reload ORCA cards.
- Pierce Transit sponsored Downtown on the Go's Scavenger Hunt. This annual event gets people out of their cars to explore downtown Tacoma by following clues, answering trivia, and completing challenges. To win prizes, participants were required to ride a Pierce Transit bus and the Sound Transit Link. Pierce Transit provided Pierce Transit All Day Passes to all participants, and awarded 83 ORCA cards loaded with E-purse to those who earned points in the event. Staff also provided transit information and giveaways at the Pierce Transit booth. Over 130 people participated in the Scavenger Hunt.

3rd Quarter Key Activities Continued

September

- Kitsap Transit ORCA-to-Go mobile sales van participated in the local Stand Down for Vets resource fair to provide a full range of ORCA card sales and services for veterans and immediate family members. Active duty transitioning out of the military or retiring are also encouraged to attend to gather information and resources to assist in their transition to civilian life.
- Pierce Transit partnered with the City of Tacoma for its “Downtown to Defiance” event. For the event, Tacoma opened up almost 7 miles of the beautiful Tacoma waterfront for walking, bicycling, skateboarding, scootering, rollerblading – all types of human-powered travel modes. To help the event volunteers get there, the City provided them with complimentary ORCA cards. Pierce Transit waived the card fees, and the City purchased a Regional Day Pass for each card.
- King County Metro was out in the community with portable CST’s at 142 events for the quarter. Locations included summer events the festival at Mt Si and Renton Farmers Market, human service organizations, senior centers, community centers and schools.



SUMMER YOUTH PASS

PIERCE TRANSIT
the way to go!

be Jammin'
ALL SUMMER

Only \$36



Jam Pack Your Summer with a Summer Youth Pass!
For summertime savings, add a Pierce Transit Summer Youth Pass to your child's youth ORCA card:

- Unlimited rides on local Pierce Transit service
- Valid from June 1st - August 31st
- Must be loaded on a youth ORCA card

For details check out piercetransit.org or call 253.581.8000



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, 2015.

ORCA Resource	In Service	
Active Buses with On Board Equipment		
o CT		227
o ET		42
o KCM		1,550
o KT		117
o PT		163
o ST		243
Total		2,342
Portable Fare Transaction Processors		
o CT		10
o KCM		109
o KT Ferry		8
o Link		24
o Sounder		8
o WSF		37
Total		196
Stand Alone Fare Transaction Processors		
o Sounder (ST)		75
o Link (ST)		86
o <i>Swift</i> (CT)		64
o RapidRide and Streetcar (KCM)		172
Total		397
3 rd Party Revalue Retailer Sites		127
Ticket Vending Machines		
o Sounder Stations		33
o Link Stations		56
o Transit Centers		6
o Customer Sales Offices		1
Total		96
Customer Service Offices	CSOs	CSTs
o CT	1	3
o ET	1	2
o KCM	2	16
o KT	1	3
o PT	1	7
o ST	0	1
o WSF	0	1
Total	6	33
Wireless Portable Customer Service Terminals		8
WSF Turnstiles/Tollbooths		96



Overview of Customer Activity & Contacts

Measure	July	August	September
Transaction Volume:			
Total Number of Fare Transactions/Boardings on All Services	9,677,960	9,219,787	9,314,500
Number of Cards in Use	415,382	420,800	424,773
Autoload Activity:			
Number of Autoload Transactions	21,096	21,590	20,457
Amount of Autoload Transactions	\$781,853	\$788,680	\$794,184
Cardholder Website Traffic:			
Unique Visitors ¹	83,602	81,986	N/A ²
Visits ³	186,051	184,075	N/A ⁴
Number of "My ORCA" Accounts Established ⁵	704,492	715,117	723,336
Number of Cardholder Transactions Per Month	36,621	36,101	35,649
Customer Contact:			
ORCA Regional Call Center Calls Received	9,220	8,537	9,791
Email Volume:			
ORCA Regional Emails Received	1,175	1,207	1,268
Business Accounts:			
Active Business Accounts	1,983	1,997	2,003

¹ **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.

² **Insert Footnote** – Due to a high priority Oracle error this data is unavailable this month.

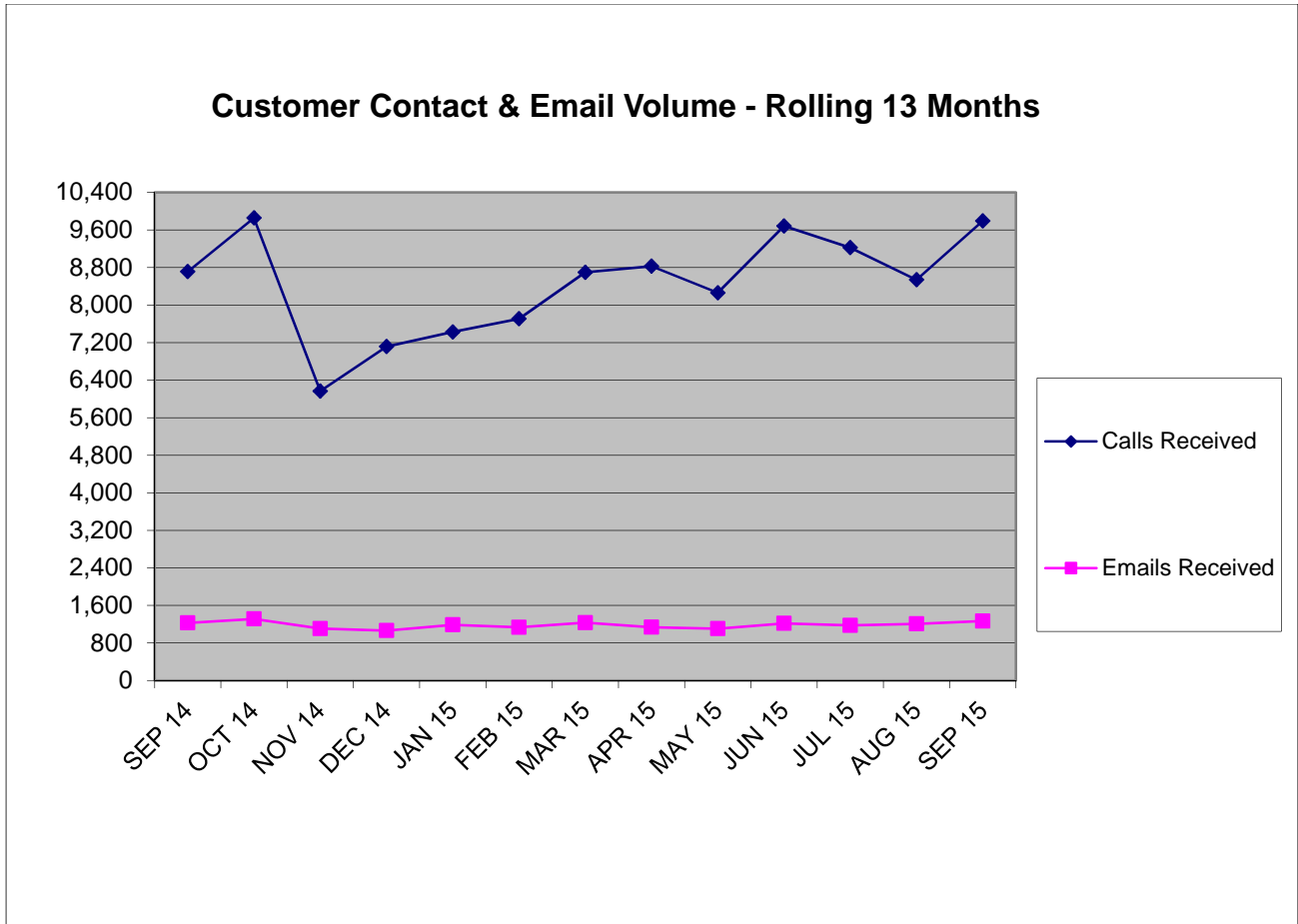
³ **Visits** – Number of visits made by all visitors – includes "unique" visitors.

⁴ **Insert Footnote** – Due to a high priority Oracle error this data is unavailable this month.

⁵ **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.



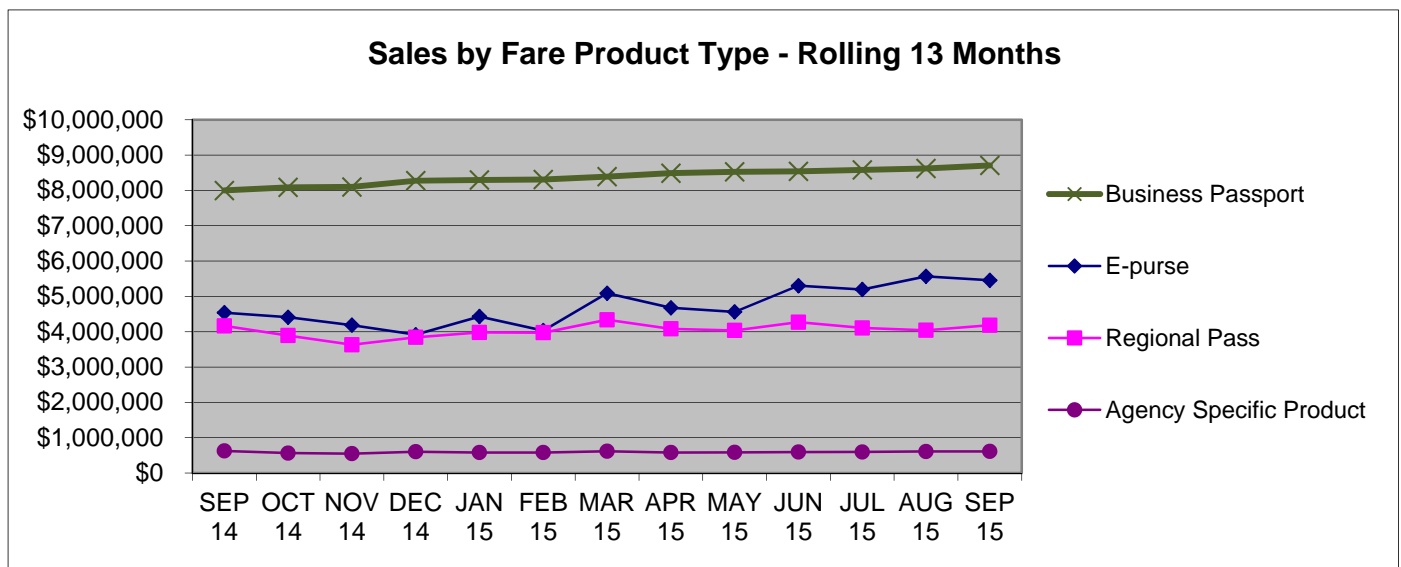
System Operations Performance Data

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 3rd party retail outlets. Unless noted otherwise, all sales revenue is based on date of purchase.

i) Revenue by Fare Product Type

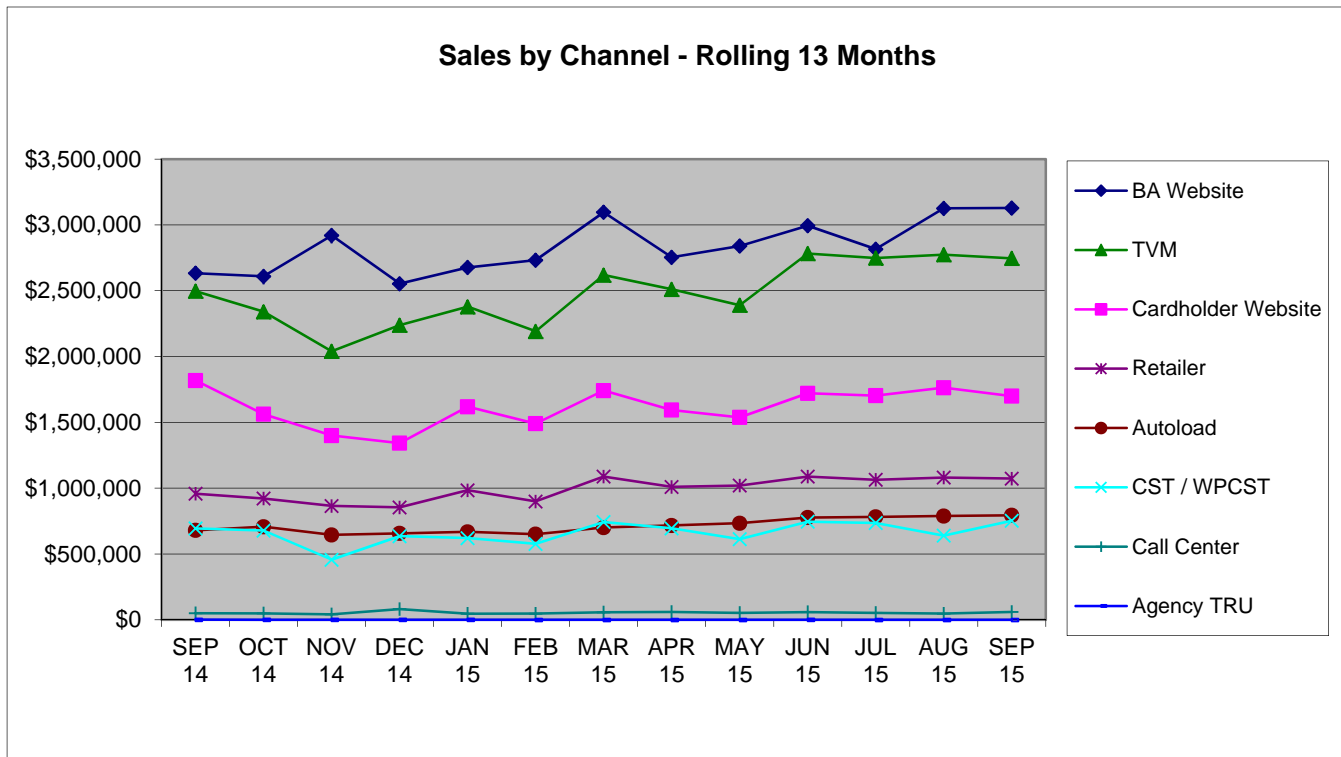
Sales	July	August	September	Total	% of Total Sales
Business Passport ¹	\$8,579,122	\$8,620,083	\$8,705,102	\$25,904,307	46%
E-purse	\$5,197,003	\$5,567,966	\$5,456,526	\$16,221,495	29%
Regional Pass	\$4,107,186	\$4,040,883	\$4,183,812	\$12,331,881	22%
Agency Product	\$598,165	\$611,299	\$613,667	\$1,823,131	3%
Total	\$18,481,476	\$18,840,231	\$18,959,107	\$56,280,814	100%



¹ 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.

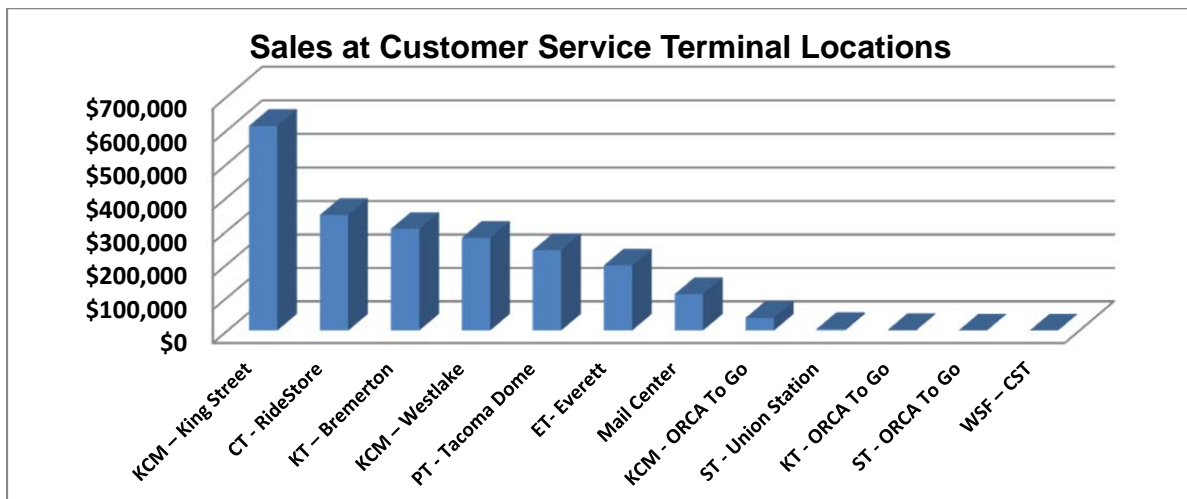
ii) Sales by Channel

Sales Channel	July	August	September	Total	% of Total Sales
BA Website	\$2,816,050	\$3,126,139	\$3,128,240	\$9,070,429	29%
TVM	\$2,748,724	\$2,774,333	\$2,746,195	\$8,269,252	27%
Cardholder Website	\$1,703,018	\$1,763,281	\$1,699,679	\$5,165,978	17%
Retailer	\$1,064,210	\$1,080,758	\$1,072,813	\$3,217,781	10%
Autoload	\$781,853	\$788,680	\$794,184	\$2,364,717	8%
CST / WPCST	\$736,049	\$639,745	\$752,535	\$2,128,329	7%
Call Center	\$52,423	\$47,129	\$60,273	\$159,825	1%
Agency TRU	\$27	\$83	\$86	\$196	1%
Total	\$9,902,354	\$10,220,148	\$10,254,005	\$30,376,507	100%



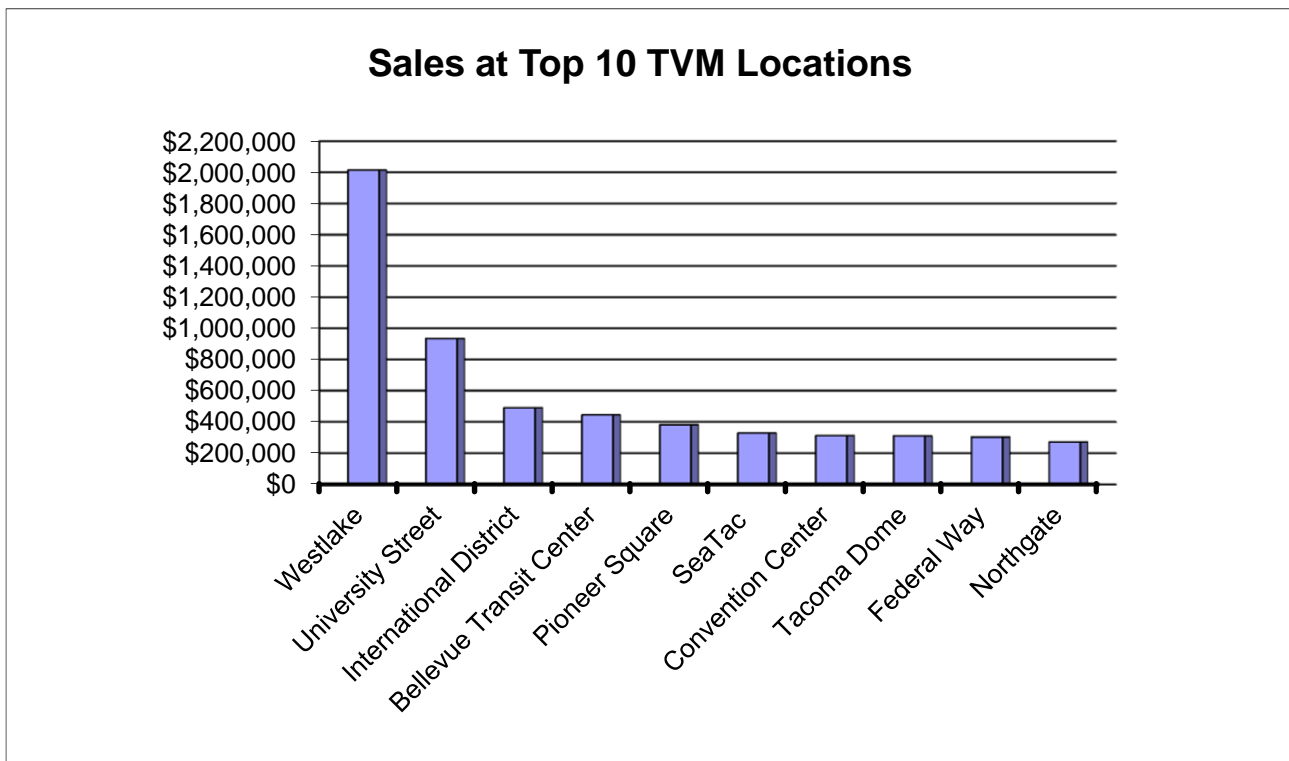
iii) Sales at Customer Service Terminal Locations

CST Location	July	August	September	Total	% of Total CST Sales	Compared to last Qtr.
KCM – King Street	\$216,829	\$179,706	\$214,718	\$611,253	29%	↑
CT – RideStore	\$115,177	\$109,789	\$121,237	\$346,203	16%	↑
KT - Bremerton	\$106,206	\$94,879	\$103,423	\$304,508	14%	↓
KCM – Westlake	\$93,654	\$80,949	\$103,138	\$277,741	13%	↓
PT – Tacoma Dome	\$88,066	\$70,151	\$82,108	\$240,325	11%	↓
ET - Everett	\$66,524	\$63,400	\$64,874	\$194,798	9%	↓
Mail Center	\$36,899	\$33,942	\$38,410	\$109,251	5%	↑
KCM – ORCA To Go	\$10,430	\$5,204	\$22,382	\$38,016	1%	↑
ST – Union Station	\$2,259	\$1,725	\$868	\$4,852	1%	↑
KT – ORCA To Go	\$0	\$0	\$1,377	\$1,377	1%	↑
ST – ORCA To Go	\$5	\$0	\$0	\$5	0%	↓
WSF - CST	\$0	\$0	\$0	\$0	0%	N/A
Total	\$736,049	\$639,745	\$752,535	\$2,128,329	100%	↑



iv) Sales at Top 10 Ticket Vending Machine Sites

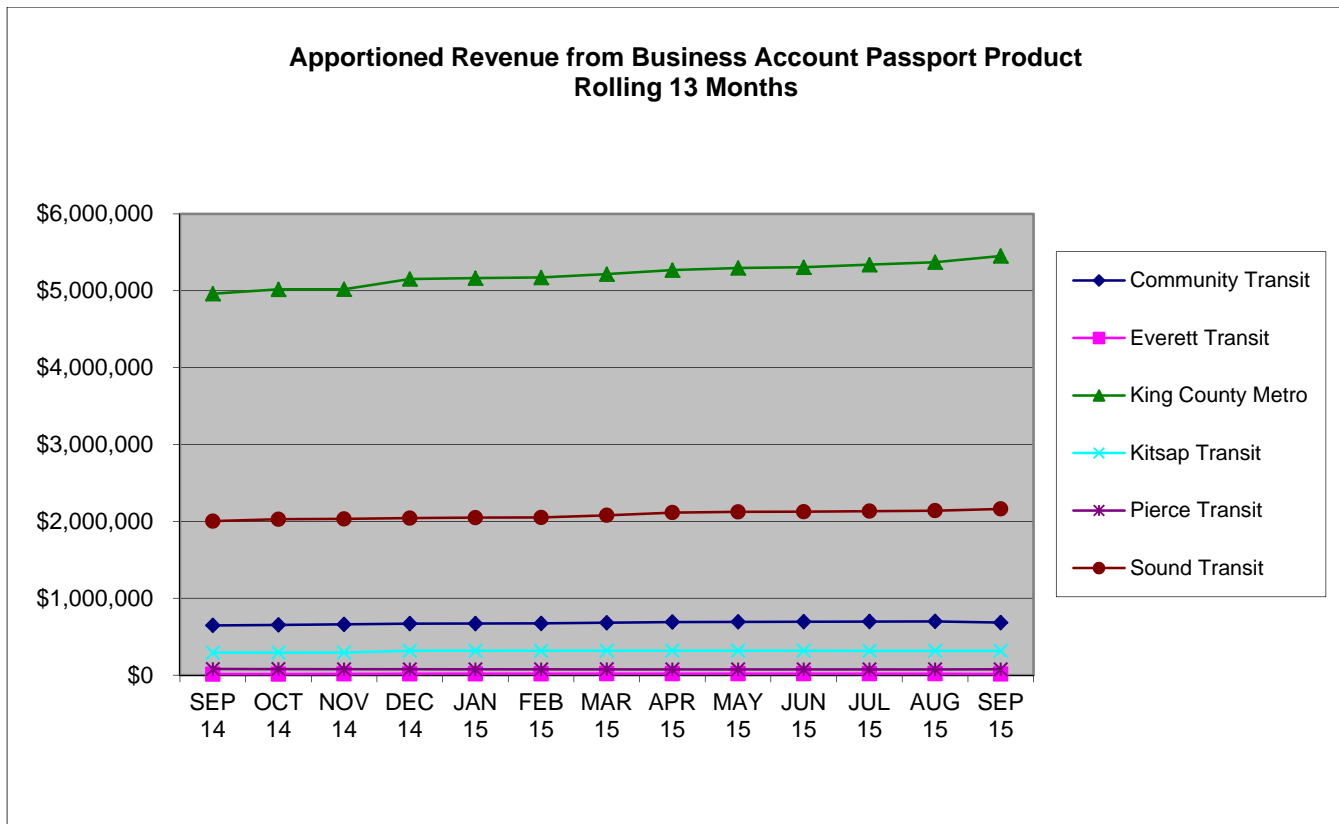
Rank	TVM Location	July	August	September	Total	% of Total TVM Sales ¹	Compared to last Qtr.
1	Westlake Station	\$691,981	\$669,584	\$653,074	\$2,014,639	24%	↑
2	University Street Station	\$314,671	\$314,579	\$305,482	\$934,732	11%	↑
3	International District	\$167,001	\$168,948	\$154,849	\$490,798	6%	↑
4	Bellevue Transit Center	\$145,328	\$145,871	\$154,925	\$446,124	5%	↑
5	Pioneer Square Station	\$124,173	\$129,385	\$128,189	\$381,747	5%	↑
6	SeaTac Airport	\$109,720	\$114,932	\$104,901	\$329,553	4%	↑
7	Convention Center	\$105,209	\$107,463	\$99,702	\$312,374	4%	↑
8	Tacoma Dome Station	\$105,235	\$103,543	\$101,605	\$310,383	4%	↑
9	Federal Way Transit Ctr	\$101,420	\$101,005	\$100,268	\$302,693	4%	↑
10	Northgate Transit Ctr	\$92,291	\$86,456	\$92,367	\$271,114	3%	↑
	Total	\$1,957,029	\$1,941,766	\$1,895,362	\$5,794,157	70%	↑



¹ 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	\$697,103	\$699,391	\$683,646	\$2,080,140
Everett Transit	\$18,589	\$18,638	\$14,519	\$51,746
King County Metro	\$5,339,477	\$5,371,950	\$5,452,417	\$16,163,844
Kitsap Transit	\$315,950	\$316,256	\$316,411	\$948,617
Pierce Transit	\$75,041	\$74,921	\$75,611	\$225,573
Sound Transit	\$2,132,962	\$2,138,927	\$2,162,498	\$6,434,387
Total	\$8,579,122	\$8,620,083	\$8,705,102	\$25,904,307





vi) Revenue by Pass Product

PASS	July	August	September
All-Day PugetPass \$1.75	\$368	\$300	\$188
All-Day PugetPass \$3.50	\$22,280	\$24,032	\$17,632
Everett Transit Monthly Reduced Fare Pass	\$702	\$756	\$810
Kitsap Transit Full Fare Pass	\$33,500	\$37,400	\$35,700
Kitsap Transit Reduced Fare Pass	\$40,125	\$35,775	\$44,500
Kitsap Transit Worker/Driver Full Fare Pass	\$4,425	\$3,825	\$3,750
Metro Monthly Access Pass	\$44,163	\$39,879	\$46,116
Metro Monthly Vanpool Pass 1 Zone	\$37,620	\$38,610	\$38,214
Metro Monthly Vanpool Pass 2 Zone	\$47,385	\$49,959	\$46,566
Pierce Transit Summer Youth Pass	\$4,068	\$36	\$0
Pierce Transit Adult All-Day Pass	\$355	\$300	\$135
Pierce Transit Reduced Fare Monthly Pass	\$405	\$189	\$999
Pierce Transit Youth/Senior/Disabled All-Day Pass	\$98	\$48	\$20
PugetPass \$0.50	\$522	\$252	\$342
PugetPass \$0.75	\$62,856	\$56,268	\$68,229
PugetPass \$1.00	\$304,668	\$255,708	\$286,956
PugetPass \$1.25	\$5,580	\$4,770	\$6,615
PugetPass \$1.50	\$261,738	\$224,532	\$309,744
PugetPass \$1.75	\$10,080	\$9,198	\$10,332
PugetPass \$2.00	\$141,984	\$122,544	\$128,952
PugetPass \$2.25	\$85,212	\$90,153	\$91,449
PugetPass \$2.50	\$495,180	\$499,680	\$488,520
PugetPass \$2.75	\$1,328,382	\$1,307,790	\$1,324,323
PugetPass \$3.00	\$131,652	\$128,736	\$129,924
PugetPass \$3.25	\$485,082	\$505,323	\$499,005
PugetPass \$3.50	\$339,444	\$357,336	\$361,494
PugetPass \$3.75	\$84,915	\$84,510	\$85,320
PugetPass \$4.00	\$65,232	\$55,440	\$49,536
PugetPass \$4.25	\$200,277	\$227,817	\$229,806
PugetPass \$4.50	\$26,082	\$29,160	\$30,618
PugetPass \$4.75	\$35,739	\$36,765	\$38,817
PugetPass \$5.00	\$7,920	\$7,920	\$8,820
PugetPass \$5.25	\$12,663	\$13,419	\$13,230
PugetPass \$5.50	\$21,978	\$23,562	\$21,780
Business Passport ¹	\$8,579,122	\$8,620,083	\$8,705,102
WSF Anacortes/San Juan Islands Passenger 10 Ride	\$0	\$0	\$0
WSF Central Sound Monthly Pass	\$314,450	\$330,756	\$330,310
WSF Central Sound Passenger 10 Ride	\$13,093	\$12,384	\$11,235
WSF Fauntleroy – Southworth Monthly Pass	\$12,443	\$13,978	\$13,102
WSF Fauntleroy – Southworth Passenger 10 Ride	\$151	\$0	\$102
WSF Mukilteo – Clinton Monthly Pass	\$15,127	\$15,438	\$15,829
WSF Mukilteo – Clinton Passenger 10 Ride	\$311	\$311	\$429
WSF Port Townsend – Coupeville Monthly Pass	\$170	\$170	\$171
WSF Port Townsend – Coupeville Passenger 20 Ride	\$0	\$0	\$0
WSF Vashon Island Monthly Pass	\$6,673	\$6,942	\$7,605
WSF Vashon Island Passenger 10 Ride	\$253	\$211	\$254
Grand Total	\$13,284,473	\$13,272,265	\$13,502,581

¹ 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.



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 2015	Q3 2015	Q3 2015 # of Locations
Bartell Drugs	\$286,942	\$272,716	1
QFC	\$1,100,655	\$1,215,914	43
Roger's Market Place	\$24,519	\$23,629	1
Saar's Market Place	\$233,339	\$217,368	7
Safeway	\$1,434,325	\$1,429,339	68
Food Market/Thriftway	\$33,830	\$34,493	2
Haggens	N/A	\$18,436	5
Total	\$3,113,610	\$3,211,895	127

ii) Top 10 Individual Retail Locations by Sales Volume

Current Rank	Retailer/Location	Q3 Store Sales	% of Total Retailer Sales ¹
1	Bartell Drugs, Seattle - Downtown	\$272,716	8%
2	Saar's MarketPlace, Lakewood	\$114,587	4%
3	QFC, Seattle – Broadway Market	\$99,496	3%
4	Safeway, Seattle – Brooklyn NE	\$89,050	3%
5	QFC, Seattle – Harvard Market	\$87,180	3%
6	Safeway, Seattle – NW Market	\$74,934	2%
7	QFC, Seattle – University Village	\$70,566	2%
8	QFC, Seattle - Wallingford	\$63,427	2%
9	QFC, Seattle - Crossroads	\$62,855	2%
10	QFC, Seattle – West Wood Village	\$60,834	2%
	Total	\$995,645	31%

¹ The percentage is calculated based on the total sales at 127 Retailer locations.

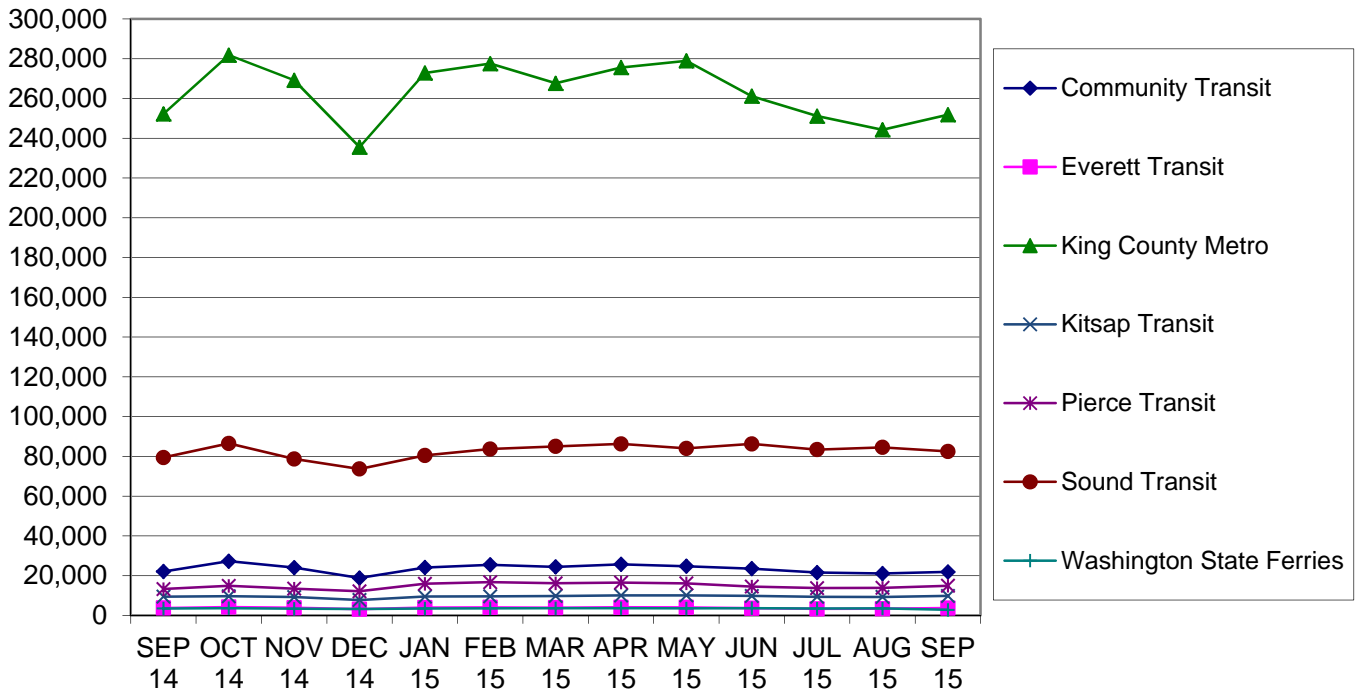
c) System Operations – Ridership Transactions/Boardings

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

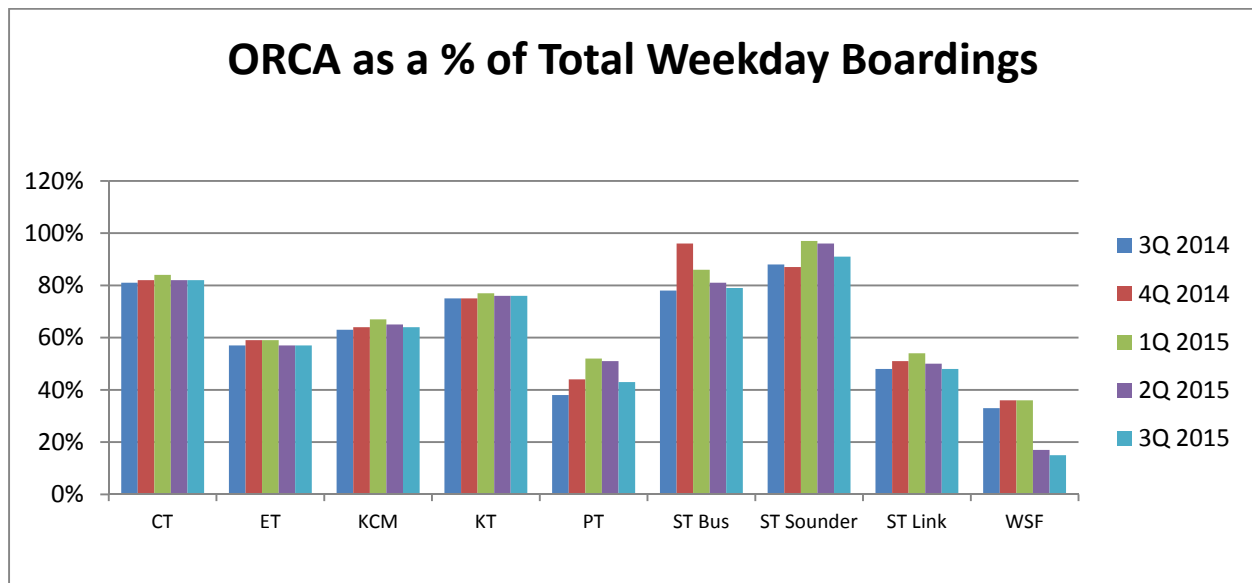
Agency	July	August	September
Community Transit	21,587	21,105	21,891
Everett Transit	3,314	3,385	3,723
King County Metro	251,137	244,261	251,820
Kitsap Transit	9,398	9,315	9,809
Pierce Transit	13,758	13,893	14,923
Sound Transit	83,404	84,519	82,472
Washington State Ferries	3,480	3,565	2,820
Total	386,078	380,043	387,458

Average Weekday ORCA Boardings - Rolling 13 Months



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

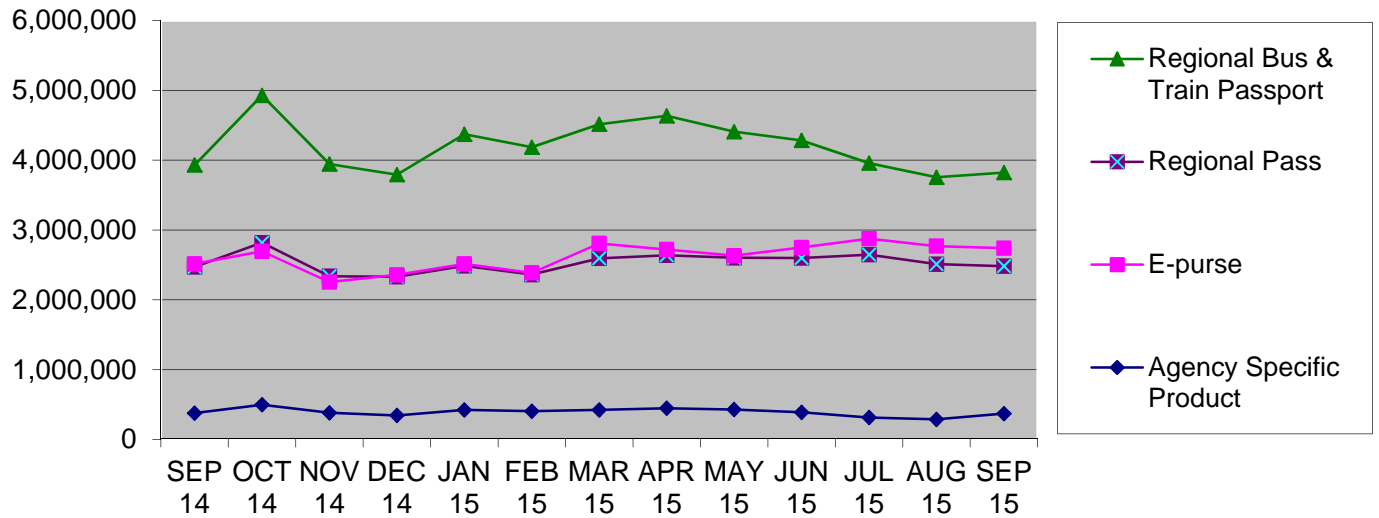
Agency	Average Weekday ORCA Boardings September	Average Weekday Total Boardings (ORCA & Non-ORCA) September	ORCA as a % of Total Weekday Boardings September
Community Transit	21,891	26,773	82%
Everett Transit	3,723	6,528	57%
King County Metro	251,820	392,000	64%
Kitsap Transit	9,809	12,881	76%
Pierce Transit	14,923	30,280	49%
Sound Transit Bus	48,841	62,063	79%
Sound Transit Sounder	13,918	15,373	91%
Sound Transit Link	19,713	41,243	48%
Washington State Ferries	2,820	18,664	15%
Total	387,458	605,805	



iii) ORCA Boardings by Product Type

Boardings	July	August	September	Total	% of Total Boardings
Regional Bus & Train Passport	3,957,006	3,754,957	3,821,785	11,533,748	40%
Regional Pass	2,647,095	2,511,232	2,482,116	7,640,443	27%
E-purse	2,876,185	2,769,089	2,739,703	8,384,977	30%
Agency Specific Product	315,317	288,863	372,078	976,258	3%
Total¹	9,795,603	9,324,141	9,415,682	28,535,426	100%

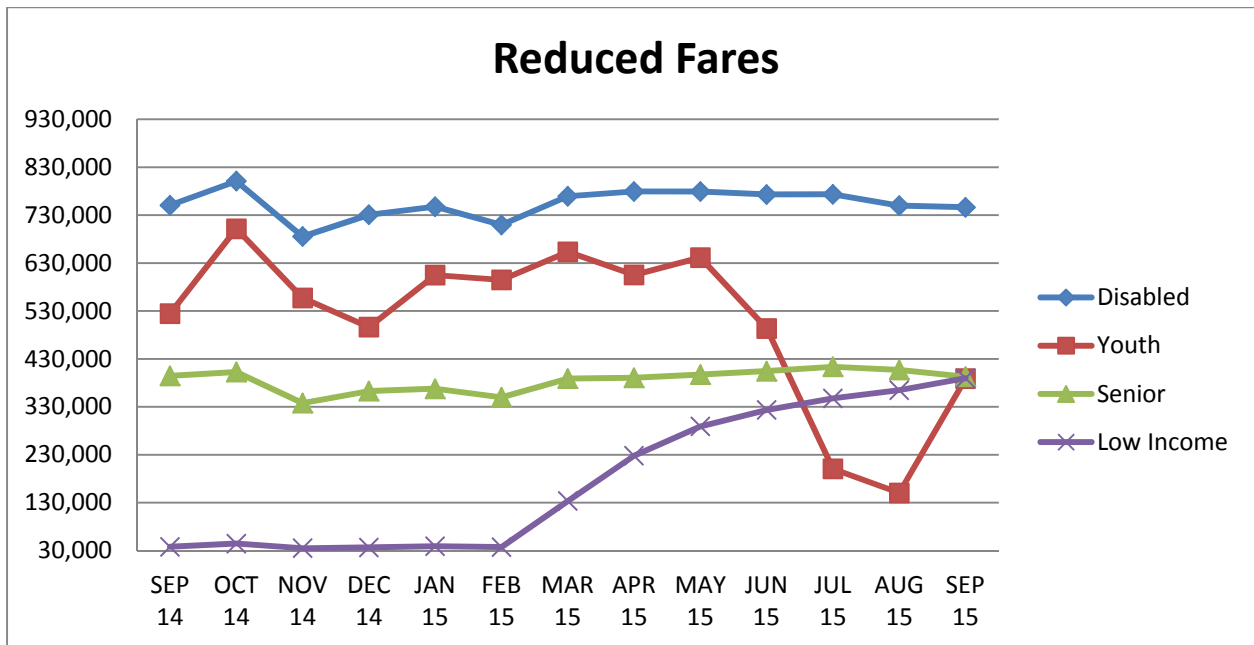
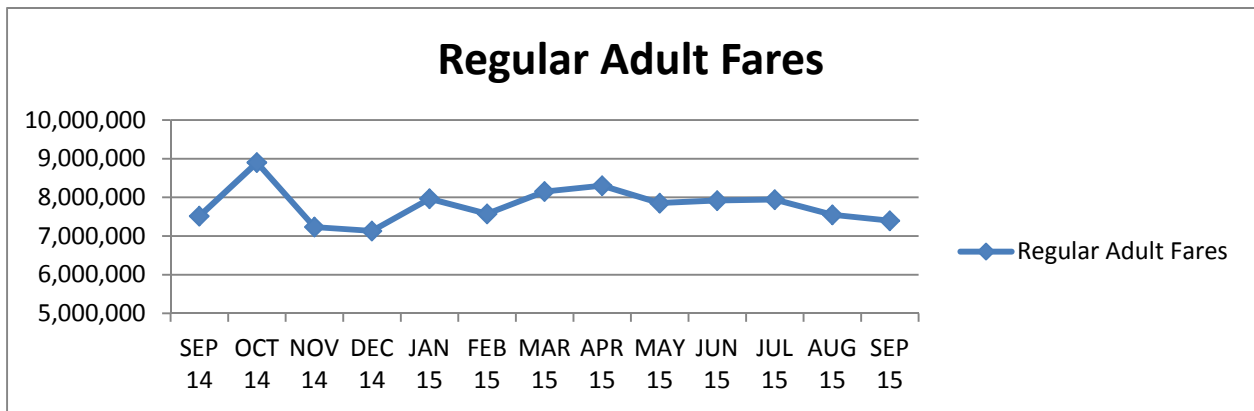
ORCA Boardings by Product Type - Rolling 13 Months



¹ A single boarding may include multiple product types.

iv) ORCA Boardings by Passenger Type

Passenger Type	July	August	September	Total	% of Total
Adult	7,943,164	7,548,336	7,397,214	22,888,714	81%
Disabled	773,395	749,882	746,284	2,269,561	8%
Youth	200,539	150,324	388,950	739,813	3%
Senior	413,549	406,849	392,875	1,213,273	4%
Low Income ¹	347,599	364,729	389,656	1,101,984	4%
Total	9,678,246	9,220,120	9,314,979	28,213,345	100%



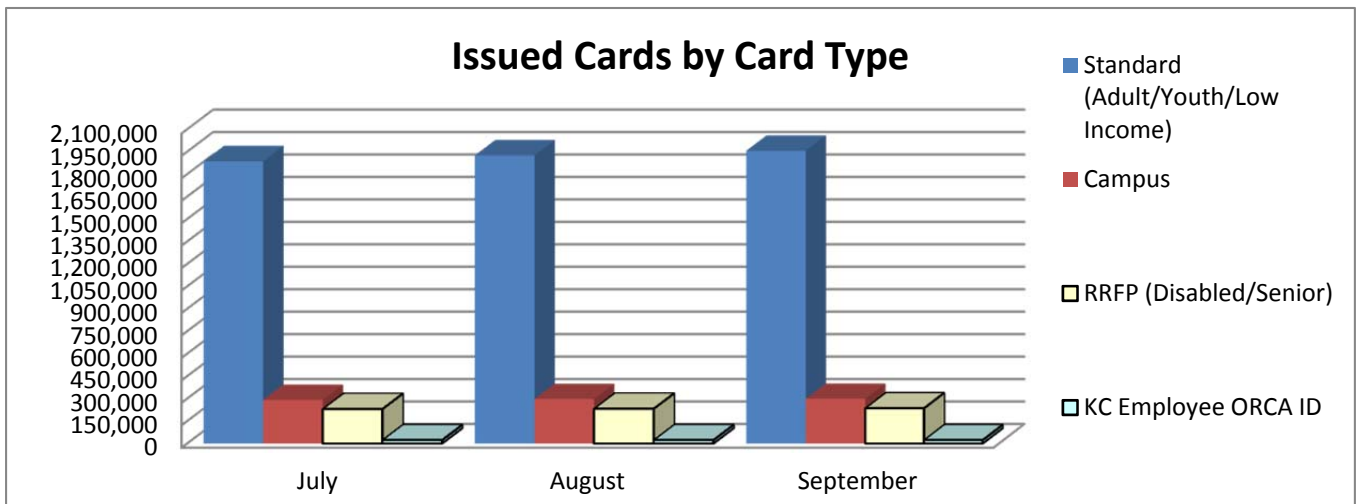
¹ In March Kitsap Transit Low Income totals combined with the start of LIFT.

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.

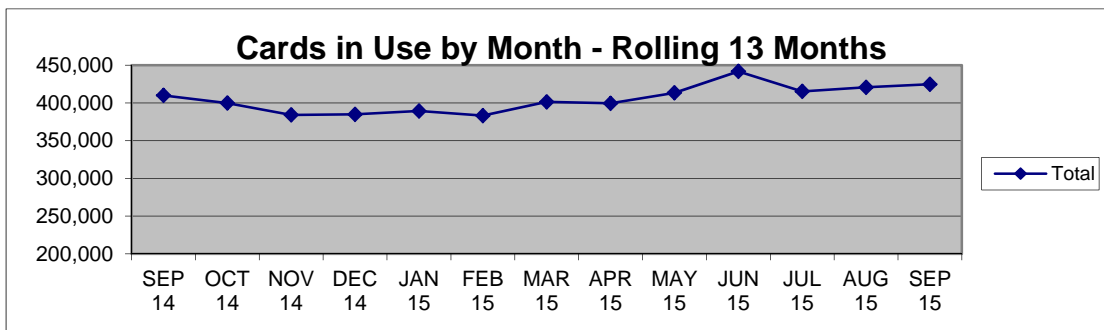
i) Cumulative Number of Issued Cards (in circulation) since April 2009

Card Type	July	August	September
Standard (Adult/Youth/Low Income)	1,885,968	1,925,688	1,956,430
Campus	291,410	297,432	298,932
RRFP (Disabled/Senior)	230,503	232,393	235,520
KC Employee ORCA ID	22,762	22,762	22,762
Total	2,430,643	2,478,275	2,513,644



ii) Cards in Use by Month

Cards in Use	July	August	September
Total	415,382	420,800	424,773



Promoting ORCA

Community Transit ORCA Passport Rebate Program



Choice Connections
Innovative Transportation Programs

Making the Connection

See what ORCA Passport can do for your business

- Recruit and retain top-notch talent
- Improve productivity
- Help the environment



Pierce Transit Summer Youth Pass & Youth ORCA Cards



SUMMER YOUTH PASS

be jammin

ALL SUMMER

Unlimited rides on Pierce Transit all summer long!

only \$36

PIERCE TRANSIT
piercetransit.org

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