

Joint Board Program Management Report

3rd Quarter - 2019





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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	Q3 2019	Q3 2018	Growth	% of Total Sales	FY 2019	FY 2018	Growth	% of Total Sales
Business Passport*	\$ 35,693,065	\$ 32,594,458	10%	51%	\$108,909,406	\$ 101,023,007	8%	53%
E-Purse	\$ 19,934,219	\$ 20,106,325	-1%	29%	\$ 56,785,102	\$ 56,232,723	1%	27%
Regional Pass	\$ 11,518,614	\$ 11,286,830	2%	17%	\$ 34,077,987	\$ 34,316,418	-1%	16%
Agency Product	\$ 2,302,181	\$ 2,161,996	6%	3%	\$ 6,787,982	\$ 6,601,724	3%	3%
Day Pass	\$ 145,364	\$ 158,088	-8%	0%	\$ 341,576	\$ 342,752	0%	0%
Total	\$ 69,593,444	\$ 66,307,696	5%		\$206,902,053	\$ 198,516,623	4%	

***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	Q3 2019	Q3 2018	Growth	% of Total Sales	FY 2019	FY 2018	Growth	% of Total Sales
TVM	\$ 9,581,384	\$ 10,017,770	-4%	28%	\$ 27,333,690	\$ 28,298,492	-3%	28%
Business Account Website	\$ 8,693,484	\$ 8,562,183	2%	26%	\$ 25,449,586	\$ 24,993,703	2%	26%
Cardholder Website	\$ 6,696,203	\$ 6,381,885	5%	20%	\$ 19,084,737	\$ 18,514,939	3%	19%
Autoload	\$ 3,793,770	\$ 3,577,727	6%	11%	\$ 11,075,581	\$ 10,502,339	5%	11%
Retailer	\$ 3,023,055	\$ 2,914,108	4%	9%	\$ 8,711,061	\$ 8,494,218	3%	9%
CST / WPCST/ TRU	\$ 1,889,732	\$ 2,051,004	-8%	6%	\$ 5,469,582	\$ 6,067,673	-10%	6%
Call Center	\$ 222,750	\$ 208,561	7%	1%	\$ 868,408	\$ 622,252	40%	1%
Total	\$ 33,900,378	\$ 33,713,238	1%		\$ 97,992,647	\$ 97,493,617	1%	

Sales Mix	Q3 2019	Q3 2018	Growth	% of Total Sales	FY 2019	FY 2018	Growth	% of Total Sales
Business	\$ 44,386,549	\$ 41,156,641	8%	64%	\$134,358,992	\$ 126,016,710	7%	65%
Individual	\$ 25,206,894	\$ 25,151,056	0%	36%	\$ 72,543,060	\$ 72,499,914	0%	35%
Total	\$ 69,593,444	\$ 66,307,696	5%	100%	\$206,902,053	\$ 198,516,623	4%	100%

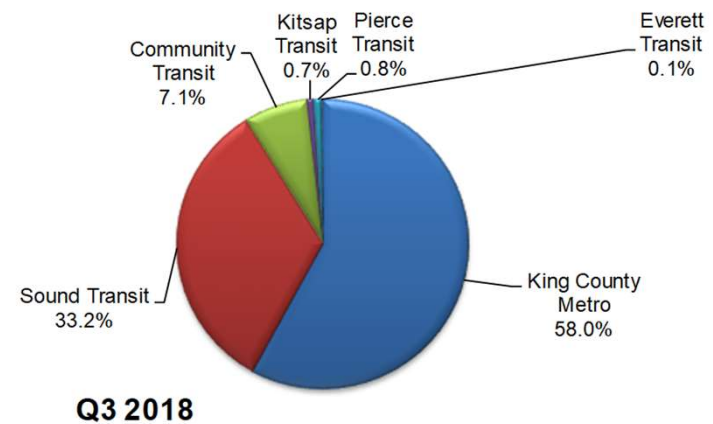
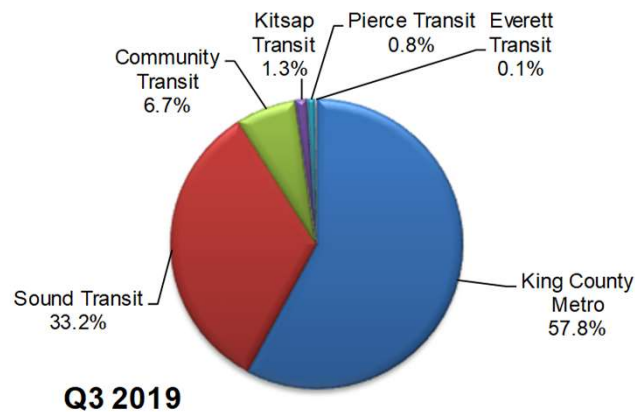
Business = Business Passport + Business Account Website



Apportioned Revenue from Business Account Passport Product

Agency	Q3 2019	Q3 2018	Growth	% of Total Apprt Rev	FY 2019	FY 2018	Growth	% of Total Apprt Rev
King County Metro	\$ 20,647,662	\$ 18,896,601	9%	57.8%	\$ 63,554,852	\$ 59,351,001	7%	58.4%
Sound Transit	\$ 11,835,574	\$ 10,829,063	9%	33.2%	\$ 35,753,962	\$ 32,925,202	9%	32.8%
Community Transit	\$ 2,398,838	\$ 2,317,677	4%	6.7%	\$ 7,277,137	\$ 7,161,974	2%	6.7%
Kitsap Transit	\$ 464,756	\$ 240,255	93%	1.3%	\$ 1,287,809	\$ 630,254	104%	1.2%
Pierce Transit	\$ 292,963	\$ 265,814	10%	0.8%	\$ 885,522	\$ 819,245	8%	0.8%
Everett Transit	\$ 53,273	\$ 45,047	18%	0.1%	\$ 150,124	\$ 135,331	11%	0.1%
Total	\$ 35,693,065	\$ 32,594,458	10%		\$ 108,909,406	\$ 101,023,007	8%	

Share of Apportioned Revenue





Sales at Top 10 Ticket Vending Machine Sites

TVM Location	Q3 2019	Q3 2018	Growth	% of Total TVM Sales	FY 2019	FY 2018	Growth	% of Total TVM Sales
Westlake	\$ 1,689,216	\$ 1,877,634	-10%	18%	\$ 4,905,798	\$ 5,415,628	-9%	18%
Capitol Hill Station	\$ 778,149	\$ 768,047	1%	8%	\$ 2,264,884	\$ 2,148,946	5%	8%
University St.	\$ 736,006	\$ 912,698	-19%	8%	\$ 2,253,889	\$ 2,675,051	-16%	8%
UW Station	\$ 581,475	\$ 578,880	0%	6%	\$ 1,491,640	\$ 1,448,222	3%	5%
International Dist.	\$ 548,971	\$ 586,097	-6%	6%	\$ 1,537,547	\$ 1,630,017	-6%	6%
Sea-Tac Airport	\$ 538,583	\$ 542,012	-1%	6%	\$ 1,429,713	\$ 1,365,319	5%	5%
Bellevue Transit Center	\$ 482,612	\$ 453,159	6%	5%	\$ 1,303,254	\$ 1,327,768	-2%	5%
Tacoma Dome Station	\$ 395,799	\$ 383,023	3%	4%	\$ 1,136,756	\$ 1,103,694	3%	4%
Pioneer Square	\$ 374,139	\$ 434,125	-14%	4%	\$ 1,123,964	\$ 1,273,302	-12%	4%
Federal Way Transit Ctr	\$ 345,585	\$ 347,243	0%	4%	\$ 992,439	\$ 990,106	0%	4%
Top 10 Total	\$ 6,470,536	\$ 6,882,916	-6%	68%	\$ 18,439,885	\$ 19,378,052	-5%	67%
Other	\$ 3,110,848	\$ 3,134,854	-1%	32%	\$ 8,893,805	\$ 8,920,440	0%	33%
Total	\$ 9,581,384	\$ 10,017,770	-4%		\$ 27,333,690	\$ 28,298,492	-3%	

The percentage is calculated based on the total sales at 33 sites with TVM's

*Q3 2019 impacted by the removal of the buses from the tunnel



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

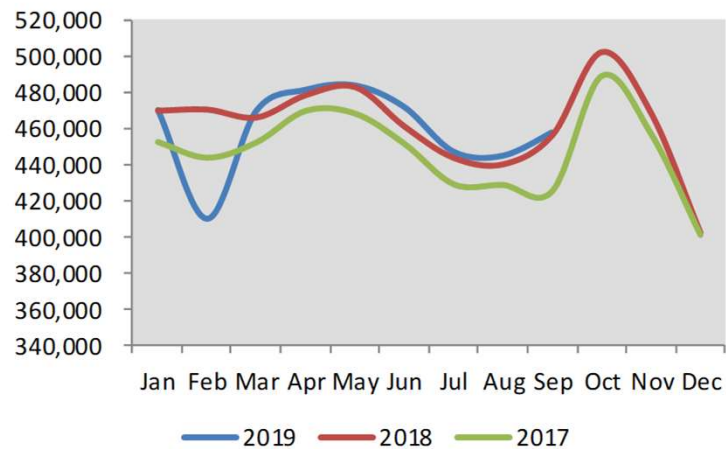
Agency	Q3 2019	Q3 2018	Growth	% of Total ORCA Boardings	FY 2019	FY 2018	Growth	% of Total ORCA Boardings
King County Metro	20,097,858	19,852,270	1.2%	60.5%	61,253,887	61,780,443	-0.9%	60.9%
Sound Transit	9,154,708	8,980,739	1.9%	27.6%	27,188,420	26,941,173	0.9%	27.0%
Community Transit	1,733,989	1,614,791	7.4%	5.2%	5,211,457	5,117,977	1.8%	5.2%
Pierce Transit	1,051,925	1,051,294	0.1%	3.2%	3,357,478	3,409,852	-1.5%	3.3%
Kitsap Transit	656,848	613,462	7.1%	2.0%	1,962,221	1,916,412	2.4%	2.0%
WSF	295,528	300,744	-1.7%	0.9%	868,709	887,500	-2.1%	0.9%
Everett Transit	226,301	243,989	-7.2%	0.7%	716,494	771,509	-7.1%	0.7%
Total	33,217,157	32,657,289	1.7%	100%	100,558,666	100,824,866	-0.3%	100%



Average Weekday ORCA Boardings by Month

Agency	Average Weekday ORCA Boardings September	Average Weekday (ORCA & Non-ORCA) September	ORCA Market Share September	vs. Last Qtr	ORCA Market Share June
Community Transit	24,688	28,806	86%	↓	86%
Everett Transit	3,105	5,194	60%	↓	61%
King County Metro	279,947	434,329	64%	↓	66%
Kitsap Transit	10,303	13,034	79%	↑	78%
Pierce Transit	14,706	28,414	52%	↓	54%
Sound Transit Bus	49,988	61,354	81%	↓	85%
Sound Transit Sounder	16,675	18,275	91%	↓	95%
Sound Transit Link	54,602	76,469	71%	↑	70%
Washington State Ferries	3,790	19,178	20%	↑	19%
Total	457,804	685,053			

Avg Weekday Boardings

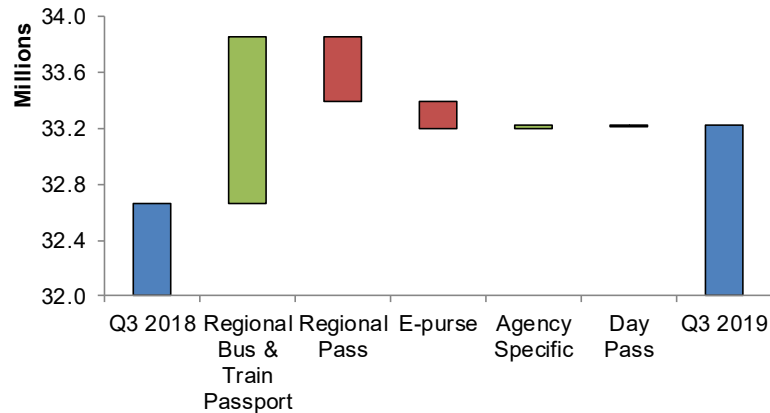




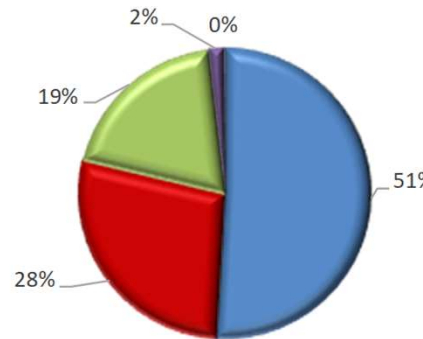
ORCA Boardings by Product Type

Product Type	Q3 2019	Q3 2018	Growth	% of Total ORCA Boardings	FY 2019	FY 2018	Growth	% of Total ORCA Boardings
Business Passport	16,411,731	15,216,452	7.9%	49.4%	51,209,833	49,520,078	3.4%	50.9%
E-Purse	9,639,218	9,833,990	-2.0%	29.0%	27,961,414	28,448,128	-1.7%	27.8%
Regional Pass	6,518,630	6,975,228	-6.5%	19.6%	19,525,261	20,964,629	-6.9%	19.4%
Agency Product	583,163	562,253	3.7%	1.8%	1,711,201	1,738,363	-1.6%	1.7%
Day Pass	64,415	69,366	-7.1%	0.2%	150,957	153,668	-1.8%	0.2%
Total	33,217,157	32,657,289	1.7%	100%	100,558,666	100,824,866	-0.3%	100%

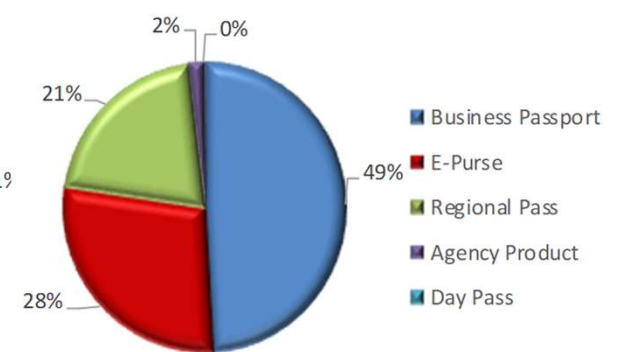
Q3 2019 vs. Q3 2018 Boardings



FY 2019 Boardings Mix



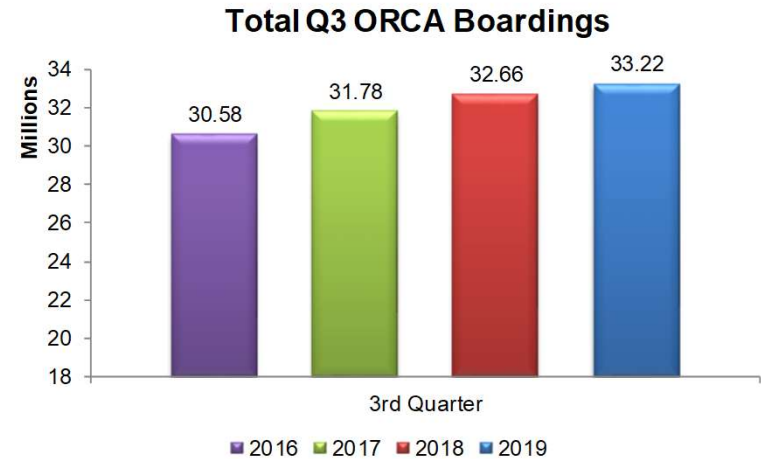
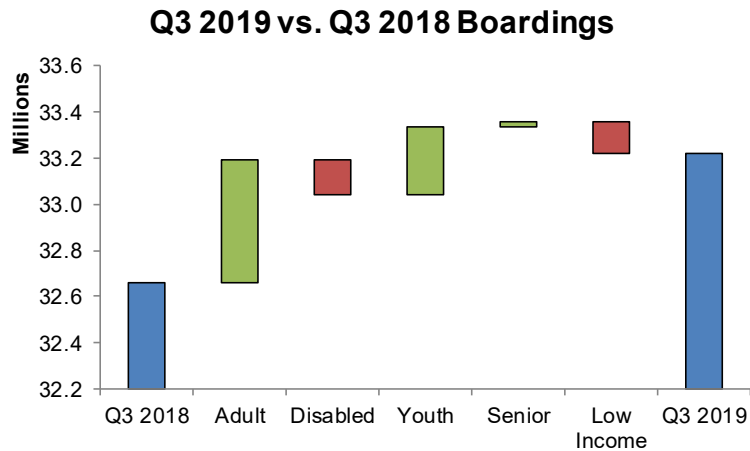
FY 2018 Boardings Mix





ORCA Boardings by Passenger Type

Passenger Type	Q3 2019	Q3 2018	Growth	% of Total ORCA Boardings	FY 2019	FY 2018	Growth	% of Total ORCA Boardings
Adult	26,752,999	26,220,048	2.0%	80.5%	80,321,428	80,282,020	0.0%	79.9%
Low Income	1,828,569	1,971,024	-7.2%	5.5%	5,498,081	5,825,098	-5.6%	5.5%
Disabled	1,767,334	1,918,046	-7.9%	5.3%	5,315,827	5,763,039	-7.8%	5.3%
Senior	1,451,978	1,426,510	1.8%	4.4%	4,152,730	4,045,728	2.6%	4.1%
Youth	1,416,277	1,121,661	26.3%	4.3%	5,270,600	4,908,981	7.4%	5.2%
Total	33,217,157	32,657,289	1.7%	100%	100,558,666	100,824,866	-0.3%	100%





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	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019
Safeway	\$ 1,445,900	\$ 1,384,403	\$ 1,399,875	\$ 1,497,713	\$ 1,588,952
QFC	\$ 1,151,394	\$ 1,057,930	\$ 1,044,778	\$ 1,131,234	\$ 1,082,546
Bartell Drugs	\$ 228,586	\$ 203,193	\$ 197,245	\$ 241,331	\$ 252,643
Saar's Market Place	\$ 48,200	\$ 46,919	\$ 40,239	\$ 50,567	\$ 51,226
Food Market / Thriftway	\$ 40,029	\$ 41,976	\$ 41,367	\$ 43,657	\$ 47,688
Total	\$ 2,914,108	\$ 2,734,422	\$ 2,723,503	\$ 2,964,503	\$ 3,023,055

Top 10 Individual Retail Locations by Sales Volume

Retailer / Location	Q3 Store Sales	% of Total Retailer Sales [^]
Bartells Seattle - 3rd & Union	\$ 252,643	8.4%
Safeway #1645 Lakewood	\$ 84,018	2.8%
Safeway #3091 Seattle - NE Bro	\$ 70,881	2.3%
QFC #826 Crossroads	\$ 66,536	2.2%
QFC #866 Northgate	\$ 65,178	2.2%
QFC #869 Wallingford	\$ 65,117	2.2%
QFC #887 Broadway Market	\$ 56,379	1.9%
QFC #807 University Village	\$ 61,948	2.0%
Safeway #1477 Seattle NW Marke	\$ 60,078	2.0%
QFC #847 Harvard Market	\$ 55,119	1.8%
Total	\$ 837,896	27.7%

[^] The percentage is calculated based on the total sales at 135 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)	Jul-19	Aug-19	Sep-19
Standard (Adult/Youth /Low Income)	3,808,470	3,860,131	3,898,882
Campus	506,609	515,281	515,990
RRFP (Disabled/Senior)	360,253	362,820	365,854
KC Employee ORCA ID	31,761	31,761	32,761
Total	4,707,093	4,769,993	4,813,487

Cards In Use	Jul-19	Aug-19	Sep-19
Total	583,720	575,239	573,452

% of Issued Cards in Use	Jul-19	Aug-19	Sep-19
	12.4%	12.1%	11.9%



Appendix



Sales by Pass Product

Pass	Q3 2019	Q3 2018	YoY	FY 2019	FY 2018	YoY	Pass	Q3 2019	Q3 2018	YoY	FY 2019	FY 2018	YoY
Everett Transit Monthly Reduced Fare Pass	\$ -	\$ 1,890	-100%	\$ 63	\$ 5,346	-99%	PugetPass \$0.50	\$ 4,302	\$ 576	647%	\$ 11,844	\$ 1,872	533%
Kitsap Transit Full Fare Pass	\$ 188,850	\$ 163,750	15%	\$ 532,100	\$ 500,950	6%	PugetPass \$0.75	\$ 5,643	\$ 6,885	-18%	\$ 16,227	\$ 20,304	-20%
Kitsap Transit Reduced Fare Pass	\$ 104,425	\$ 101,400	3%	\$ 309,425	\$ 329,825	-6%	PugetPass \$1.00	\$ 791,388	\$ 873,992	-9%	\$ 2,389,896	\$ 2,670,015	-10%
Kitsap Transit Worker/Driver Full Fare Pass	\$ 402,744	\$ 365,399	10%	\$ 1,189,996	\$ 1,170,111	2%	PugetPass \$1.25	\$ 63,990	\$ 15,210	321%	\$ 180,855	\$ 30,645	490%
Kitsap Transit Bus/Ferry Full Fare Pass	\$ 37,044	\$ 11,368	226%	\$ 105,644	\$ 39,004	171%	PugetPass \$1.50	\$ 812,754	\$ 894,024	-9%	\$ 2,520,774	\$ 2,838,186	-11%
Kitsap Transit Bus/Ferry Reduced Fare Pass	\$ 1,274	\$ 980	30%	\$ 4,410	\$ 3,332	32%	PugetPass \$1.75	\$ 76,734	\$ 50,211	53%	\$ 249,858	\$ 173,439	44%
Kitsap Transit Fast Ferry Full Fare Pass	\$ 84,840	\$ 60,984	39%	\$ 249,816	\$ 182,448	37%	PugetPass \$2.00	\$ 262,296	\$ 287,208	-9%	\$ 695,880	\$ 912,744	-24%
Kitsap Transit Fast Ferry Reduced Fare Pass	\$ 2,016	\$ 2,184	-8%	\$ 5,964	\$ 6,468	-8%	PugetPass \$2.25	\$ 169,857	\$ 301,482	-44%	\$ 497,664	\$ 962,604	-48%
Metro Monthly Access Pass	\$ 130,284	\$ 119,700	9%	\$ 379,512	\$ 349,398	9%	PugetPass \$2.50	\$ 310,680	\$ 273,960	13%	\$ 935,010	\$ 1,689,480	-45%
Metro Monthly Vanpool Pass 1 Zone	\$ -	\$ -	N/A	\$ -	\$ 140,085	-100%	PugetPass \$2.75	\$ 5,942,574	\$ 5,378,274	10%	\$ 17,335,593	\$ 14,200,956	22%
Metro Monthly Vanpool Pass 2 Zone	\$ -	\$ -	N/A	\$ -	\$ 99,684	-100%	PugetPass \$3.00	\$ 296,676	\$ 310,176	-4%	\$ 909,576	\$ 908,496	0%
Metro Monthly Vanpool Pass	\$ 111,276	\$ 108,900	2%	\$ 323,730	\$ 139,194	133%	PugetPass \$3.25	\$ 404,937	\$ 570,609	-29%	\$ 1,305,252	\$ 2,869,659	-55%
Pierce Transit Reduced Fare Monthly Pass	\$ 819	\$ 630	30%	\$ 2,205	\$ 1,134	94%	PugetPass \$3.50	\$ 83,412	\$ 103,698	-20%	\$ 261,450	\$ 353,682	-26%
Pierce Transit Adult Monthly Pass	\$ 49,104	\$ -	N/A	\$ 131,378	\$ -	N/A	PugetPass \$3.75	\$ 759,915	\$ 757,350	0%	\$ 2,245,995	\$ 2,275,290	-1%
Pierce Transit Summer Youth Pass	\$ 4,572	\$ 6,228	-27%	\$ 18,324	\$ 25,641	-29%	PugetPass \$4.00	\$ 212,112	\$ 219,456	-3%	\$ 639,072	\$ 681,120	-6%
PT Adult All-Day Pass	\$ 2,010	\$ 2,020	0%	\$ 4,555	\$ 5,480	-17%	PugetPass \$4.25	\$ 658,359	\$ 608,175	8%	\$ 1,919,538	\$ 1,834,317	5%
PT Youth/Senior/Disabled All-Day Pass	\$ 253	\$ 218	16%	\$ 598	\$ 588	2%	PugetPass \$4.50	\$ 79,218	\$ 79,866	-1%	\$ 233,442	\$ 241,056	-3%
WSF Ana-LopeAA/Shaw/Orcas/F Harbor 10-Ride	\$ 90	\$ 177	-49%	\$ 90	\$ 443	-80%	PugetPass \$4.75	\$ 209,646	\$ 207,252	1%	\$ 620,730	\$ 633,042	-2%
WSF Central Sound Monthly Pass	\$ 1,010,064	\$ 1,045,117	-3%	\$ 3,028,567	\$ 3,103,372	-2%	PugetPass \$5.00	\$ 92,520	\$ 71,460	29%	\$ 272,700	\$ 198,720	37%
WSF Central Sound Passenger 10-Ride	\$ 54,732	\$ 54,984	0%	\$ 159,537	\$ 162,126	-2%	PugetPass \$5.25	\$ 103,383	\$ 88,641	17%	\$ 307,125	\$ 283,878	8%
WSF Fauntleroy-Southworth Monthly Pass	\$ 44,525	\$ 44,677	0%	\$ 130,991	\$ 127,577	3%	PugetPass \$5.50	\$ 72,468	\$ 89,496	-19%	\$ 224,730	\$ 281,556	-20%
WSF Fauntleroy-Southworth Passenger 10-Ride	\$ 1,396	\$ 1,303	7%	\$ 4,296	\$ 3,543	21%	PugetPass \$5.75	\$ 101,430	\$ 96,669	5%	\$ 291,456	\$ 250,677	16%
WSF Mukilteo-Clinton Monthly Pass	\$ 45,274	\$ 43,181	5%	\$ 127,767	\$ 125,320	2%	PugetPass \$10.00	\$ 4,320	\$ 2,160	100%	\$ 13,320	\$ 4,680	185%
WSF Mukilteo-Clinton Passenger 10-Ride	\$ 1,280	\$ 1,104	16%	\$ 3,676	\$ 4,172	-12%							
WSF Port Townsend - Coupeville Monthly Pass	\$ -	\$ 175	-100%	\$ -	\$ 350	-100%							
WSF Port Townsend-Coupeville Passenger 20-Ride	\$ 56	\$ 109	-49%	\$ 112	\$ 491	-77%							
WSF Vashon Island Monthly Pass	\$ 23,321	\$ 23,314	0%	\$ 69,879	\$ 70,263	-1%							
WSF Vashon Island Passenger 10-Ride	\$ 1,931	\$ 2,205	-12%	\$ 5,343	\$ 5,380	-1%							
Total Agency Product	\$ 2,302,180	\$ 2,161,996	6%	\$ 6,787,978	\$ 6,601,724	3%	Total Regional	\$ 11,518,614	\$ 11,286,830	2%	\$ 34,077,987	\$ 34,316,418	-1%

Pass	Q3 2019	Q3 2018	YoY	FY 2019	FY 2018	YoY
*Business Passport	\$ 35,693,065	\$ 32,594,458	10%	\$ 108,909,406	\$ 101,023,007	8%
Total Business Passport	\$ 35,693,065	\$ 32,594,458	10%	\$ 108,909,406	\$ 101,023,007	8%

Pass	Q3 2019	Q3 2018	YoY	FY 2019	FY 2018	YoY
All-Day PugetPass \$1.75	\$ 6,388	\$ 4,640	38%	\$ 14,632	\$ 12,240	20%
All-Day PugetPass \$3.50	\$ 138,976	\$ 153,448	-9%	\$ 326,944	\$ 330,512	-1%
Total Day Pass	\$ 145,364	\$ 158,088	-8%	\$ 341,576	\$ 342,752	0%

***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.

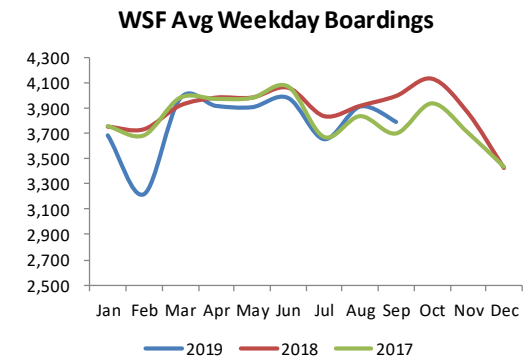
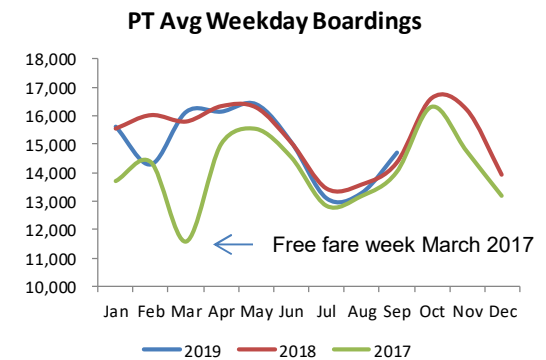
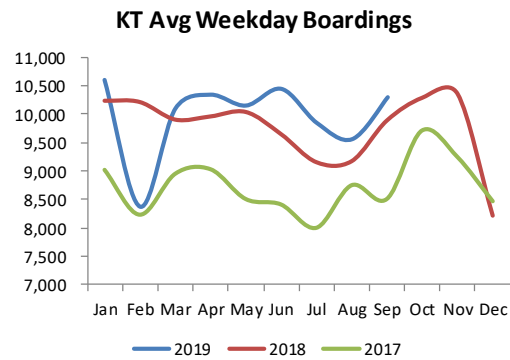
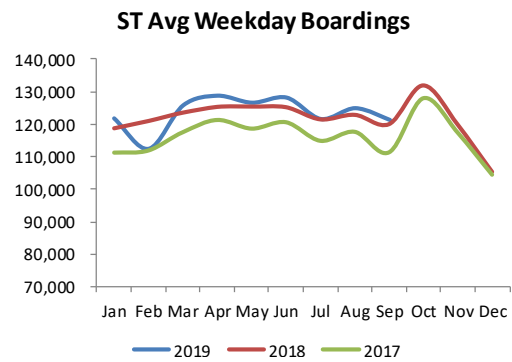
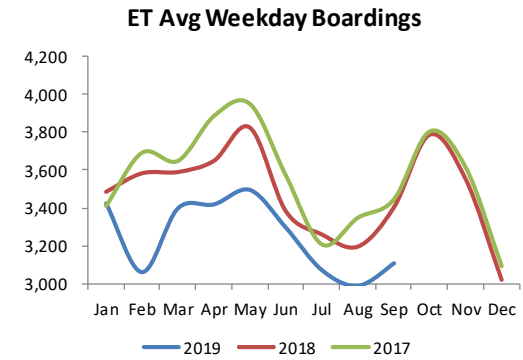
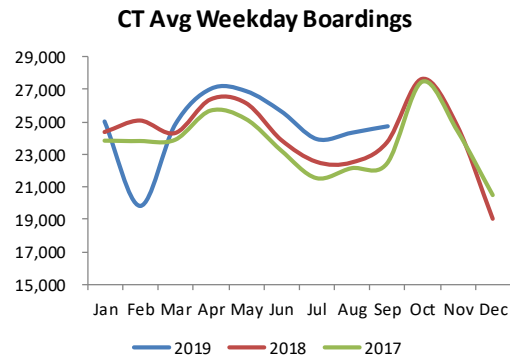
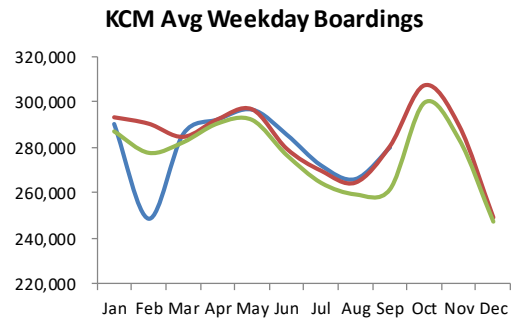


Sales at Customer Service Terminal Locations

CST Location	Q3 2019	Q3 2018	Growth	% of Total CST Sales	FY 2019	FY 2018	Growth	% of Total CST Sales
KCM – King Street	\$ 619,391	\$ 549,345	13%	33%	\$ 1,655,171	\$ 2,098,633	-21%	31%
KT – Bremerton	\$ 412,018	\$ 396,470	4%	22%	\$ 1,217,265	\$ 1,601,030	-24%	23%
CT Ride Store	\$ 379,703	\$ 353,241	7%	20%	\$ 1,066,897	\$ 1,336,090	-20%	20%
PT - Tacoma Dome	\$ 184,601	\$ 196,348	-6%	10%	\$ 531,073	\$ 776,669	-32%	10%
ET – Everett	\$ 172,778	\$ 146,701	18%	9%	\$ 497,607	\$ 582,587	-15%	9%
ORCA – Mail Center	\$ 84,765	\$ 132,632	-36%	5%	\$ 244,143	\$ 463,943	-47%	5%
ST – Union Station	\$ 6,211	\$ 7,796	-20%	0%	\$ 15,670	\$ 22,327	-30%	0%
KCM – Westlake	\$ -	\$ 225,517	-100%	0%	\$ 161,024	\$ 937,930	-83%	3%
Total	\$ 1,859,468	\$ 2,008,051	-7%		\$ 5,388,860	\$ 7,819,353	-31%	



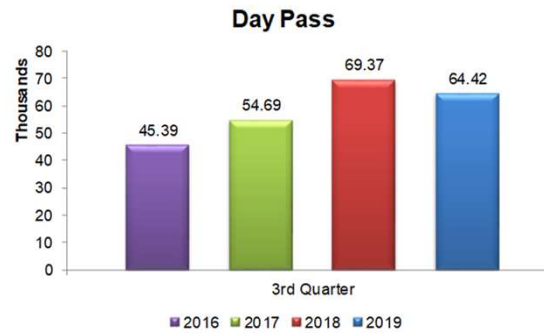
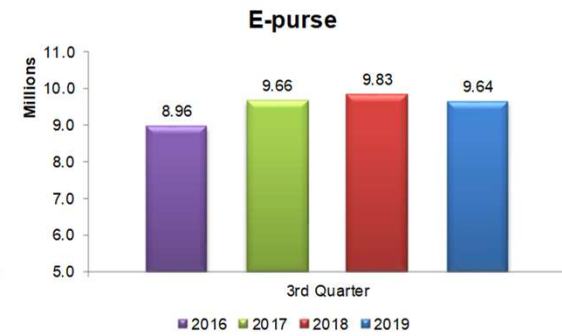
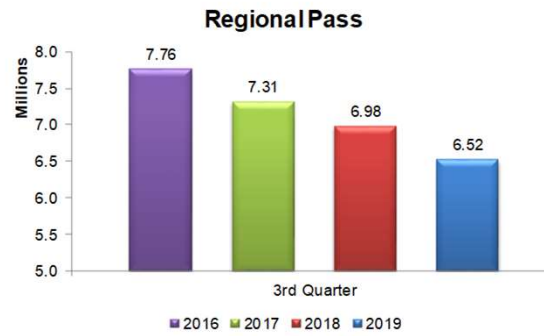
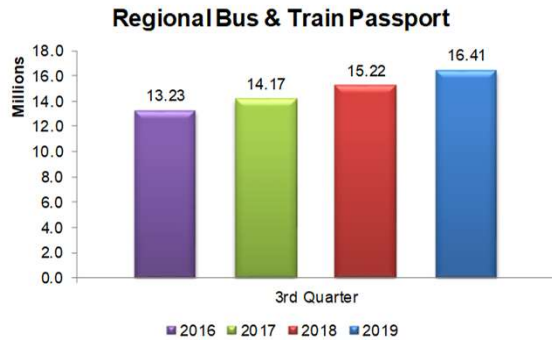
Average Weekday ORCA Boardings by Month (Agency)



*February 2019 impacted by weather

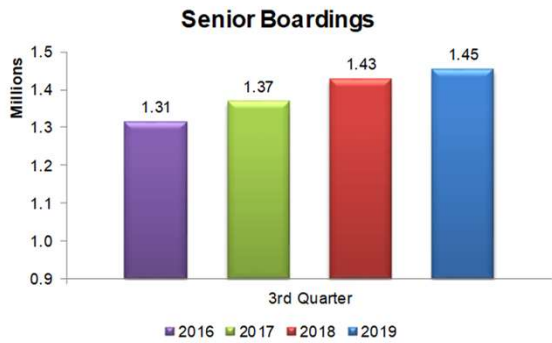
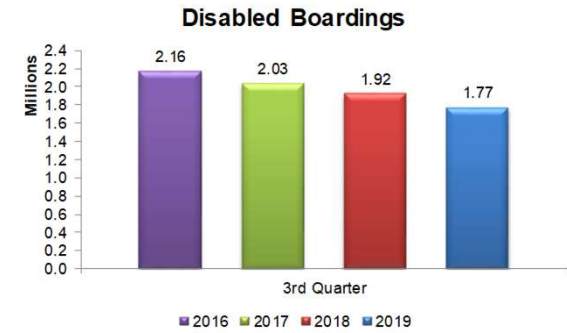
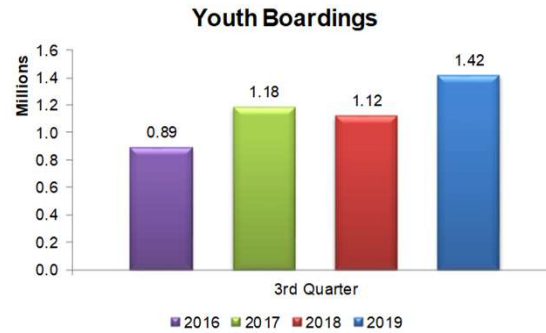
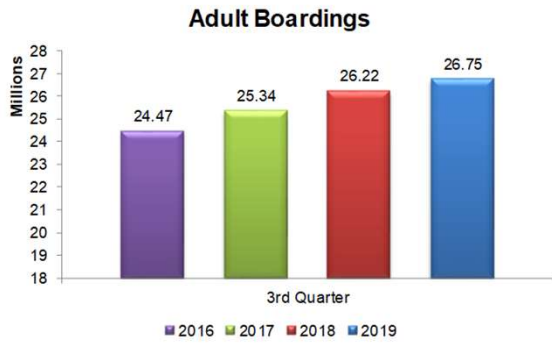


Historical Q3 ORCA Boardings by Product Type





Historical Q3 ORCA Boardings by Passenger Type





Overview of Customer Activity & Contacts

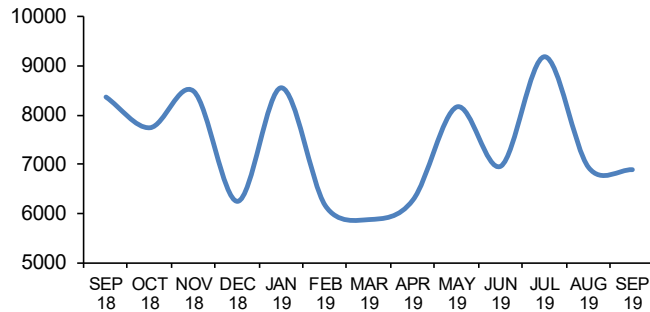
Measure	Jul-19	Aug-19	Sep-19
Transaction Volume:			
Total Number of Fare Transactions/Boardings on All Services	11,322,105	11,155,174	10,727,333
Number of Cards in Use	583,720	575,239	573,452
Autoload Activity:			
Number of Autoload Transactions	31,762	33,372	31,386
Amount of Autoload Transactions	\$ 1,270,556	\$ 1,274,736	\$ 1,248,478
Cardholder Website Traffic:			
Number of "My ORCA" Accounts Established ^[3]	1,257,108	1,272,709	1,287,985
Number of Cardholder Transactions Per Month	46,502	46,253	43,050
Customer Contact:			
ORCA Regional Call Center Calls Received	9,194	6,946	6,898
Email Volume:			
ORCA Regional Emails Received	1,579	1,263	1,153
Business Accounts:			
Active Business Accounts	2,274	2,277	2,294

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

