



ORCA Update ST COP Presentation

Chris McKnight
ORCA Director
1/8/2024



Agenda

- About me
- About ORCA
- History
- Customer feedback
- What's next
- Stay connected with us
- Q&A

About me



Chris McKnight

ORCA Director



Chris McKnight is the Director of Fare Systems for the Seattle/Puget Sound Region. He oversees both the delivery and operation of the ORCA fare system, leads the Regional ORCA Operations Team, and reports to the ORCA Joint Board.

Chris has been with ORCA since 2020 and prior to being appointed Director, served as Deputy Director of Customer Experience. He has over 20 years of experience in product innovation, customer experience and communications across a wide range of industries including software development, payments, financial services, telecom, and renewable energy. He earned an MBA in Innovation and Entrepreneurship from New York University and a Bachelor of Arts in Applied Psychology from the University of Pittsburgh.

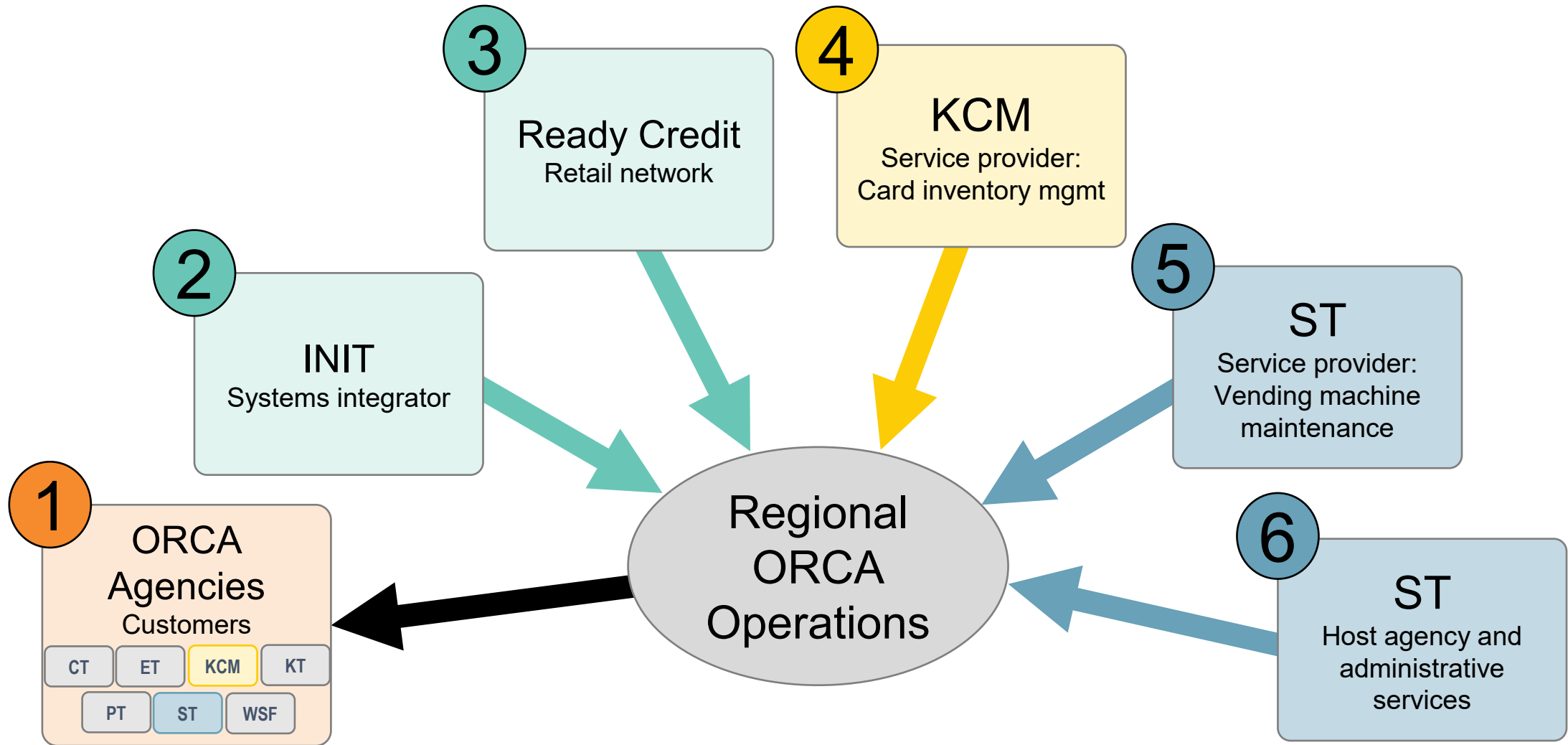
About ORCA



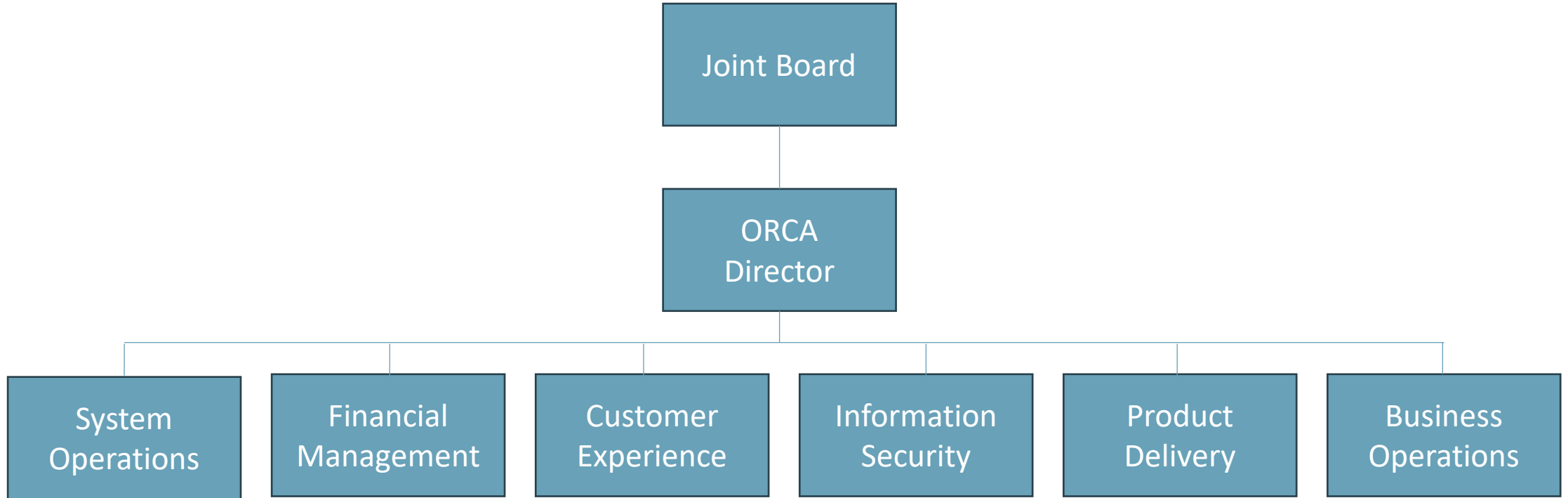
- Puget Sound region's fare payment system
 - Modes: Commuter rail, light rail, bus, BRT, streetcar, monorail, ferry, paratransit, vanpool
 - Free transfers across all modes*
- Originally launched April 2009
- Relunched in 2022
- \$152 million in revenue collected in 2024
- Over 60% of revenue from business accounts



ORCA ecosystem



Regional ORCA Operations Team



Our mission and vision



ROOT Mission

We unify the voices of our regional partners and provide an accessible, innovative, and easy-to-use payment solution for all transit customers.



ROOT Vision

We envision a world where payments enable mobility, where ORCA is integral to more customer journeys.



ORCA key product launches



2022

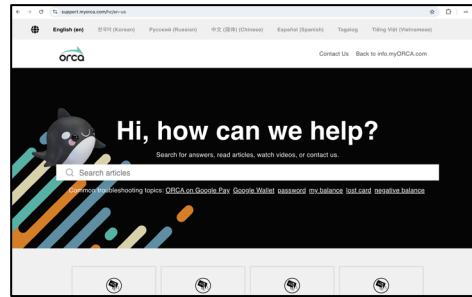


New ORCA system launch



Expanded retail network launched

2023



Self-serve support site launched



Customer notifications launched

2024

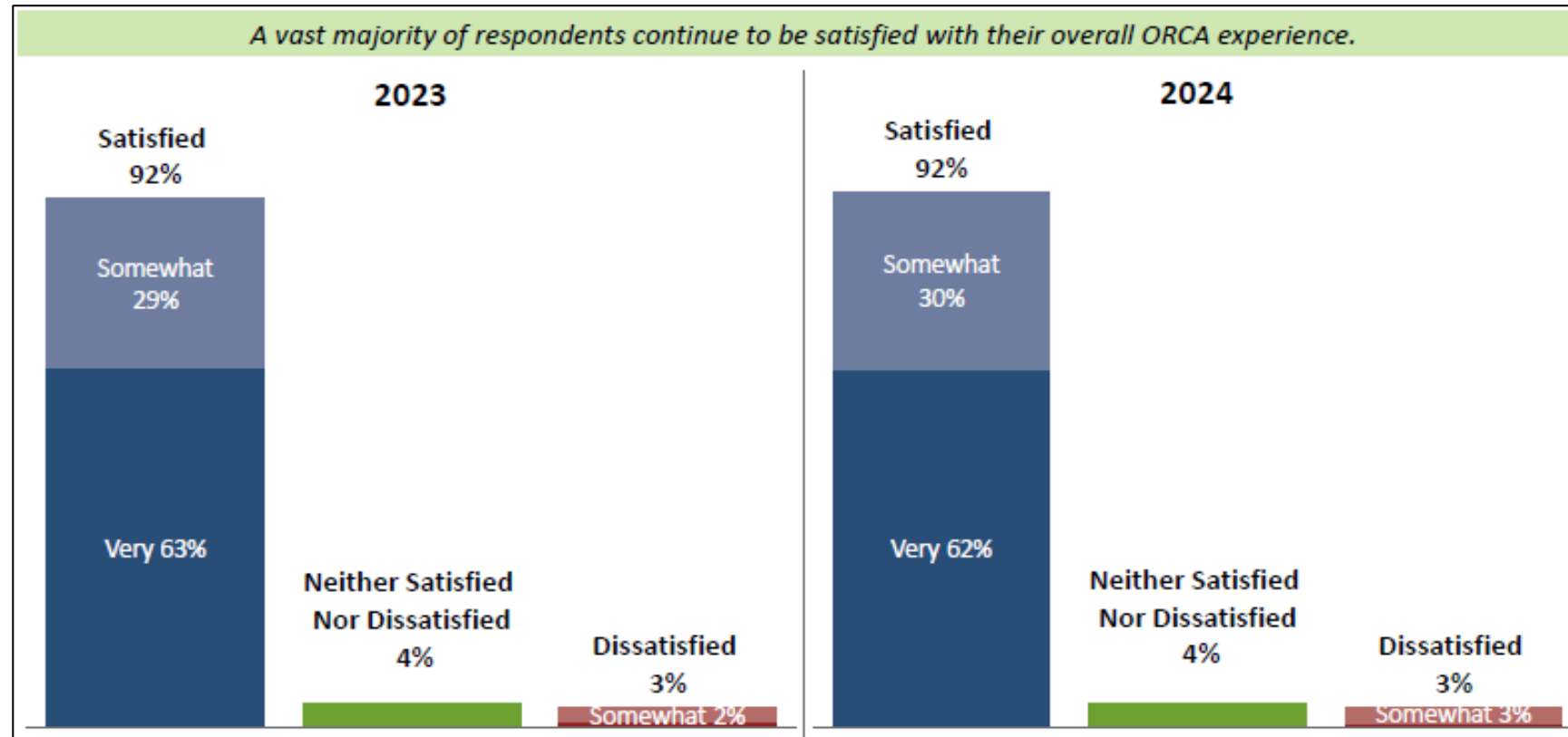


ORCA in Google Wallet launch

Overall ORCA Satisfaction



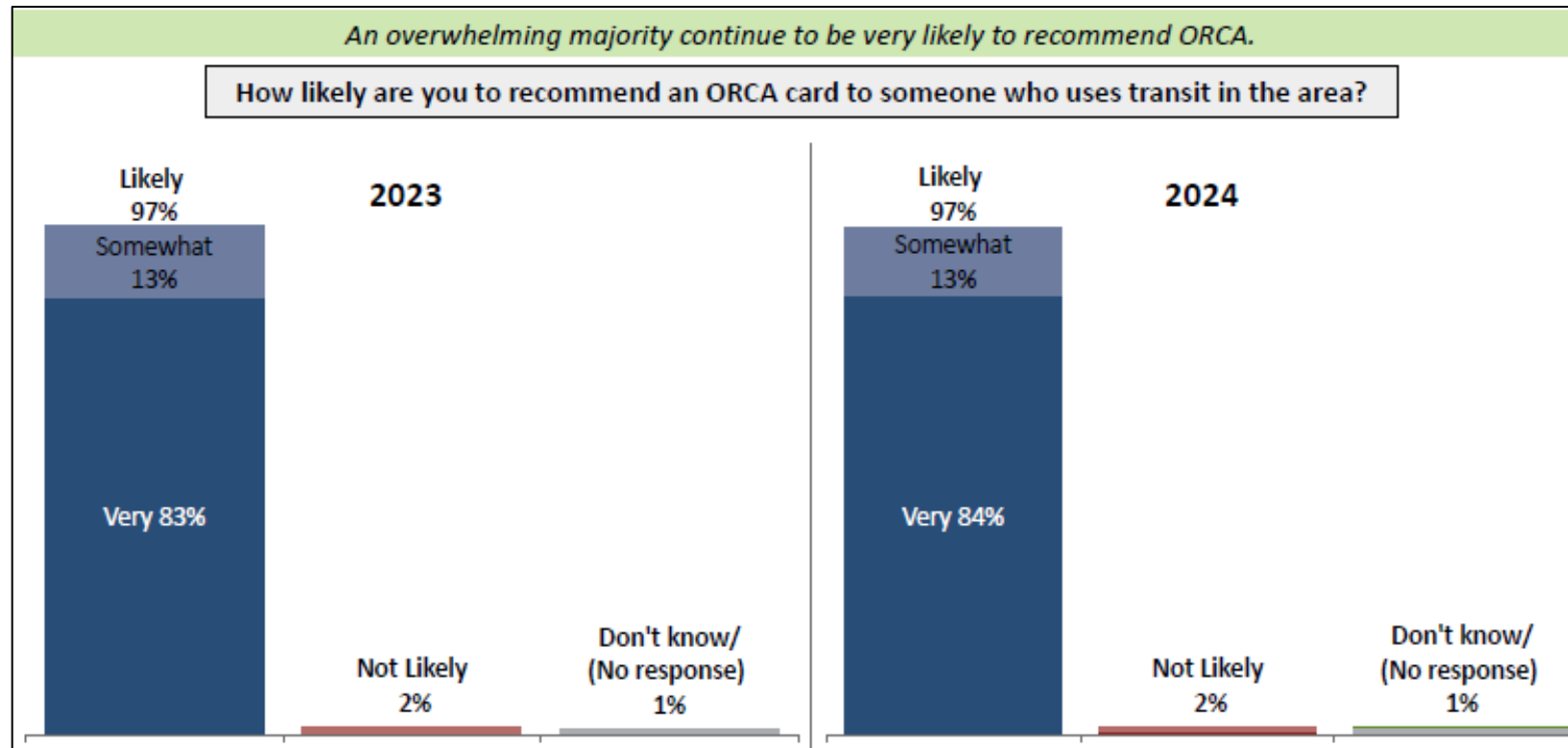
- A vast majority of ORCA customers are satisfied with the system. **92% report either being "very" or "somewhat" satisfied, identical to the 2023 results.**



Overall ORCA Satisfaction



- A majority of ORCA customers would recommend an ORCA card to someone who uses transit in the area. **97% report either being "very" or "somewhat" likely to do this, identical to the 2023 results.**



What's next?



More ways to pay



Reduced fare
program focus

Stay connected with us

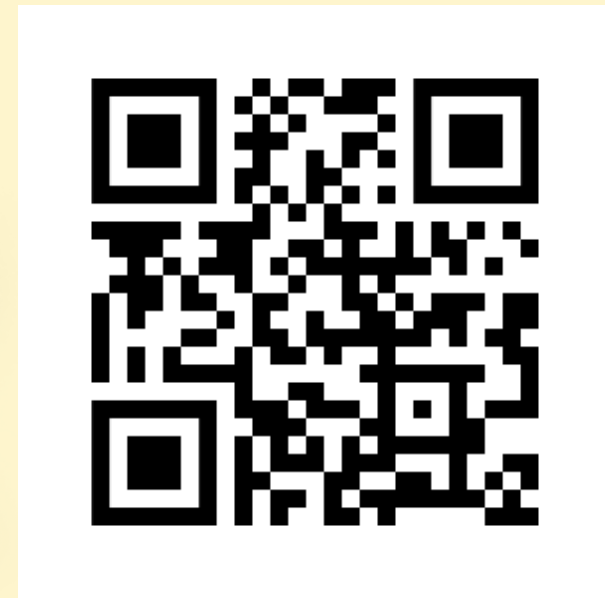


ORCA Monthly Newsletter
"Tapping In"



info.myorca.com/newsletter

Social Media, Customer
Service, Top Content



<https://linktr.ee/theorcacard>





Q&A

Thank you.



How the Puget Sound gets around