



New ORCA Program Updates

Community Oversight Panel

Scott Corbridge, Brittany Esdaile

8/10/22

Agenda



- ORCA Environment
 - Project Orientation
 - Transition
 - Looking Ahead

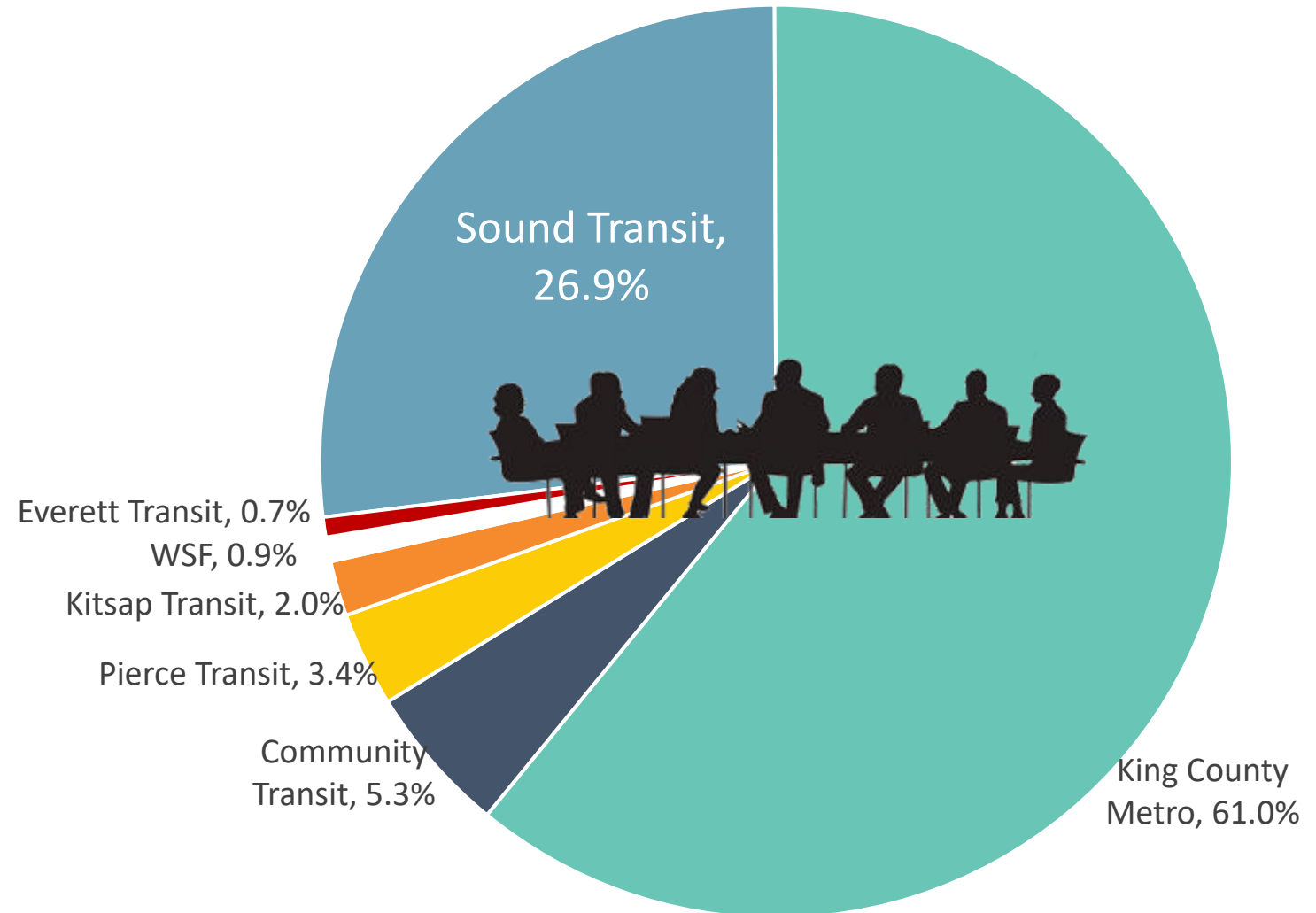
A series of colorful diagonal lines in shades of blue, orange, yellow, and white, some with small dots at their ends, are arranged in a fan-like pattern on the left side of the slide.

ORCA Environment

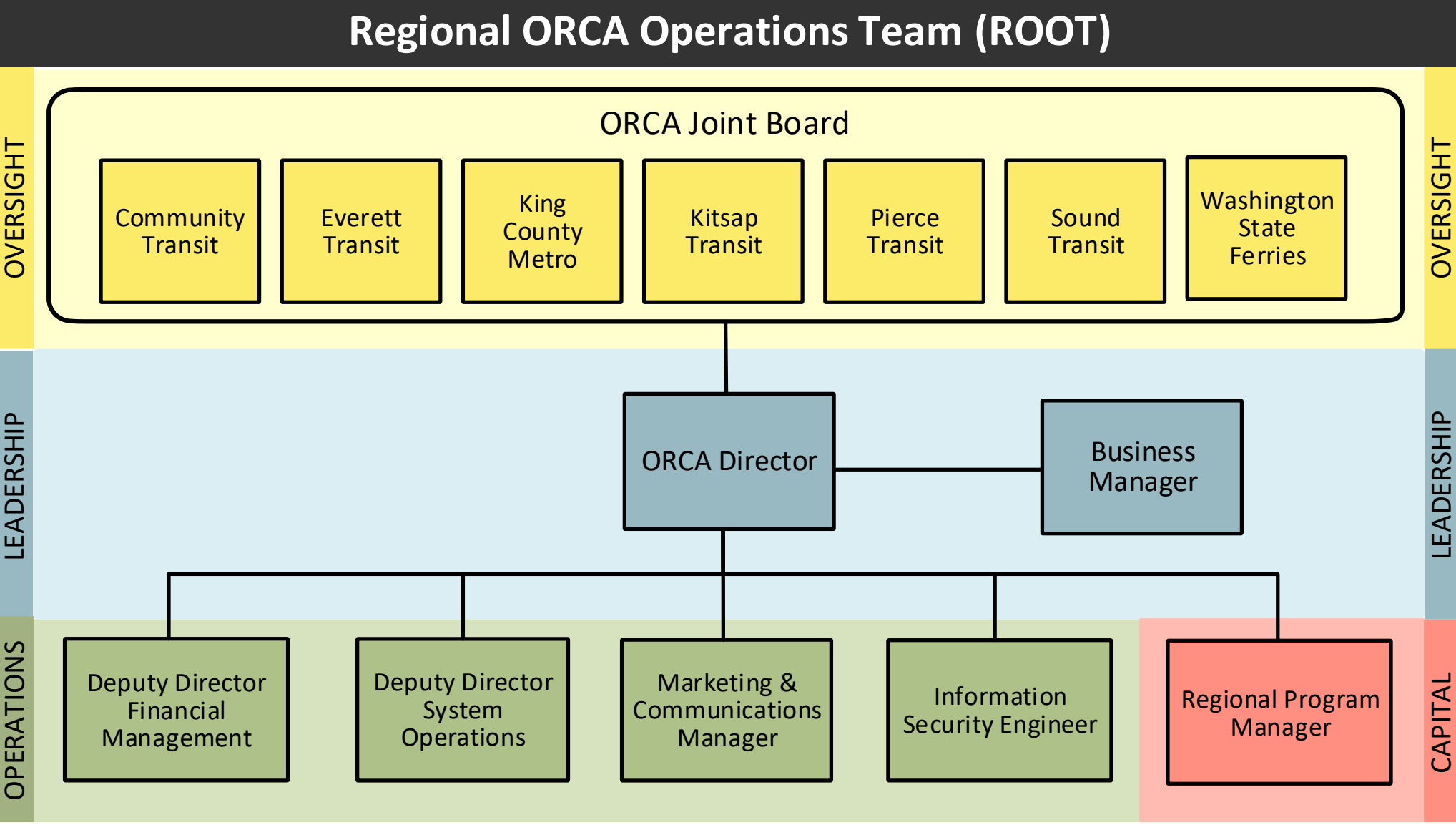
ORCA Governance



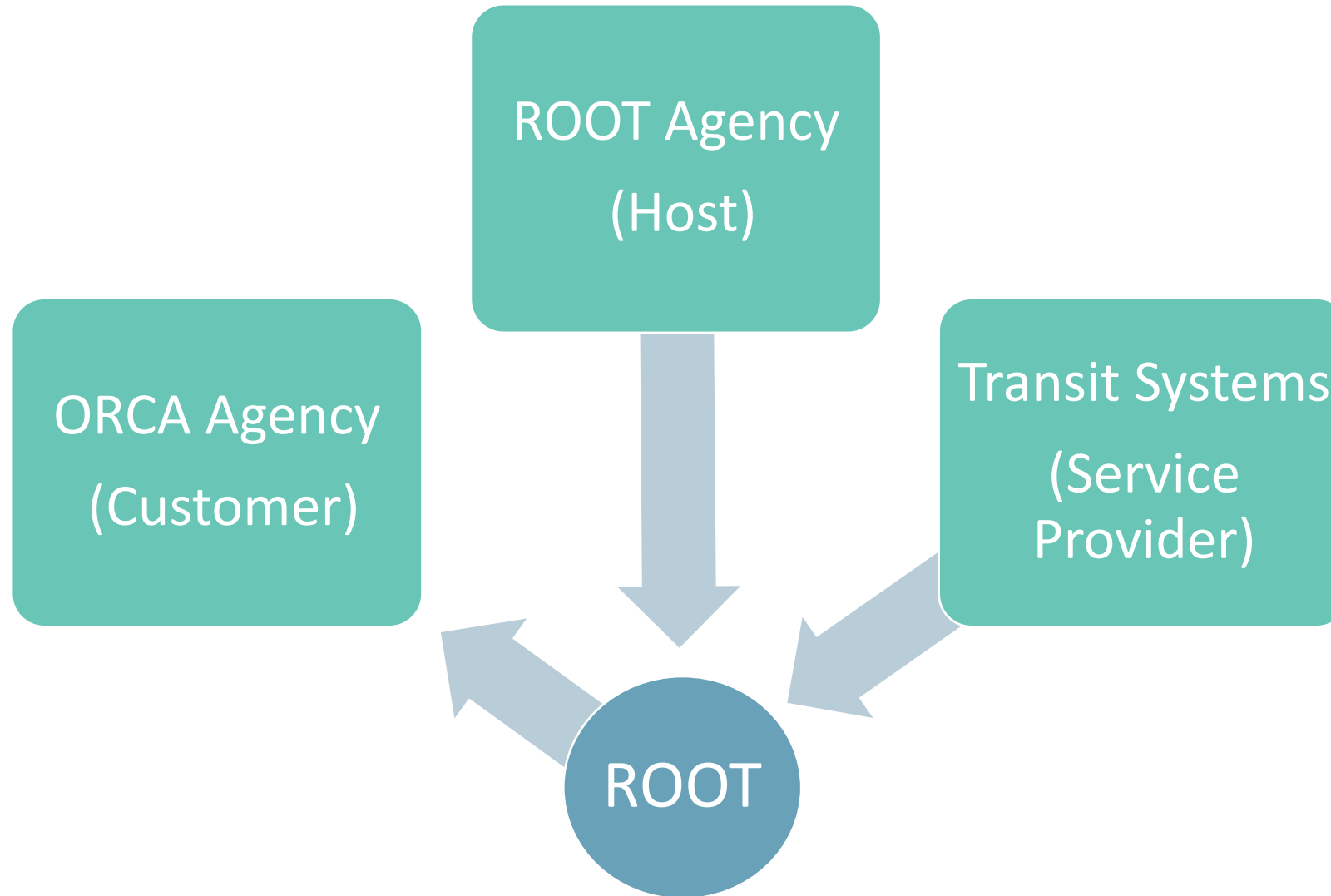
- Sound Transit is one of 7 ORCA Agencies
- Governed by consensus ORCA Joint Board
 - Mary Cummings represents ST
- ST trips make up ~27% of ORCA transactions
 - Resulting share of staff and other operating costs



Org Chart



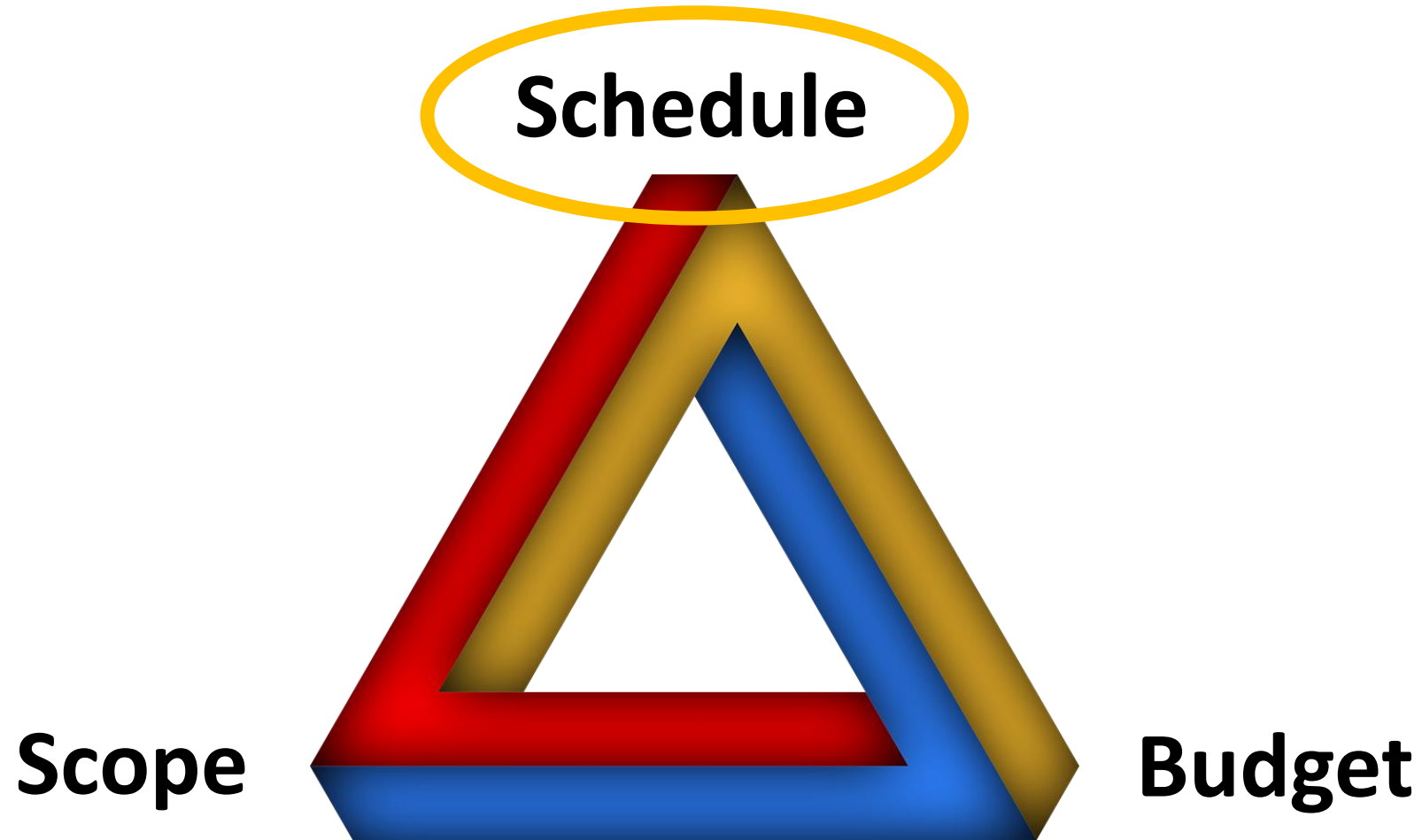
ST's Relationships to ROOT



Project Orientation



Project Drivers



New ORCA Customer Benefits



WE SURVEYED THOUSANDS OF CUSTOMERS ABOUT ORCA

We're keeping all the great things customers like about ORCA. We're also working to address our customers' wish list.

Customers' biggest ORCA dislikes:

In response, next gen ORCA will offer:

1

Card loading delay

Waiting 24-48 hours for value to be loaded



Instant loading

To your ORCA account

2

Limited sales locations



More retail locations

(At least 2x!) to get ORCA and load value

3

Website challenges



New and improved website

With an easier interface

4

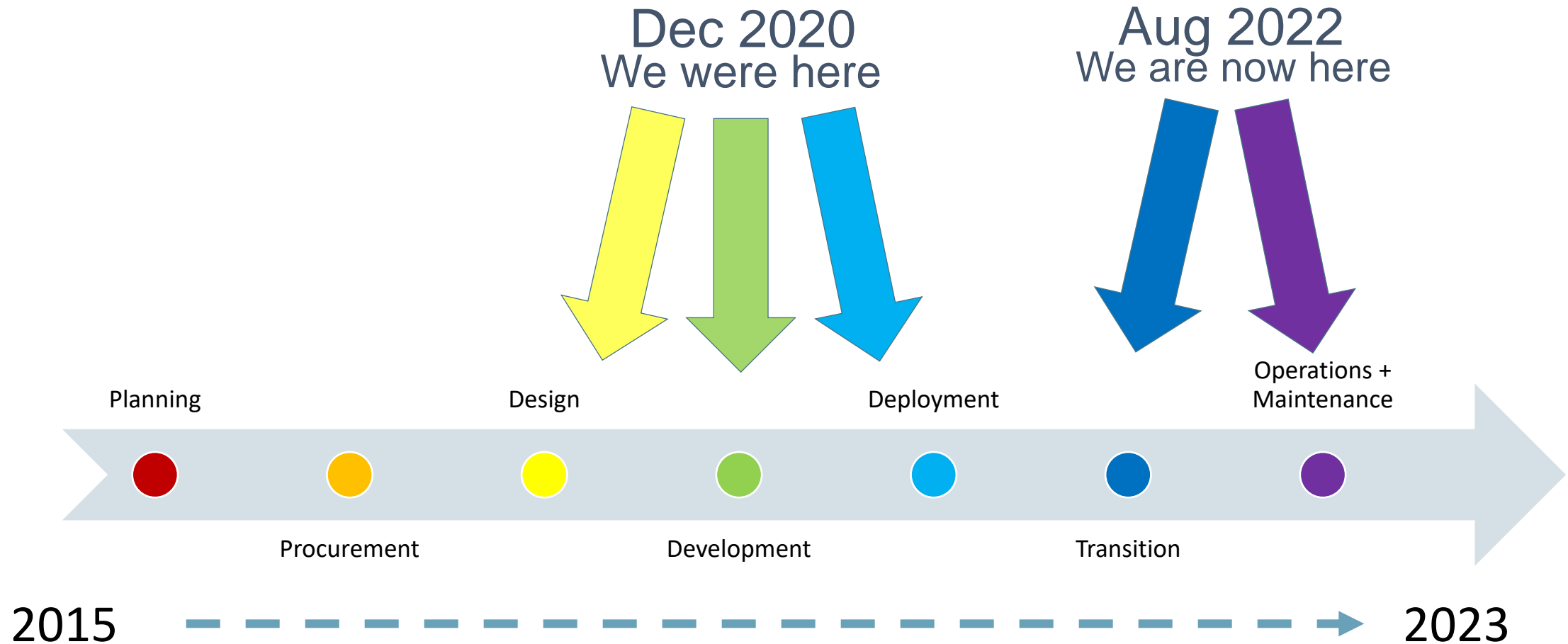
No mobile solution



A new mobile app

Add and pay fare from your device – card optional!

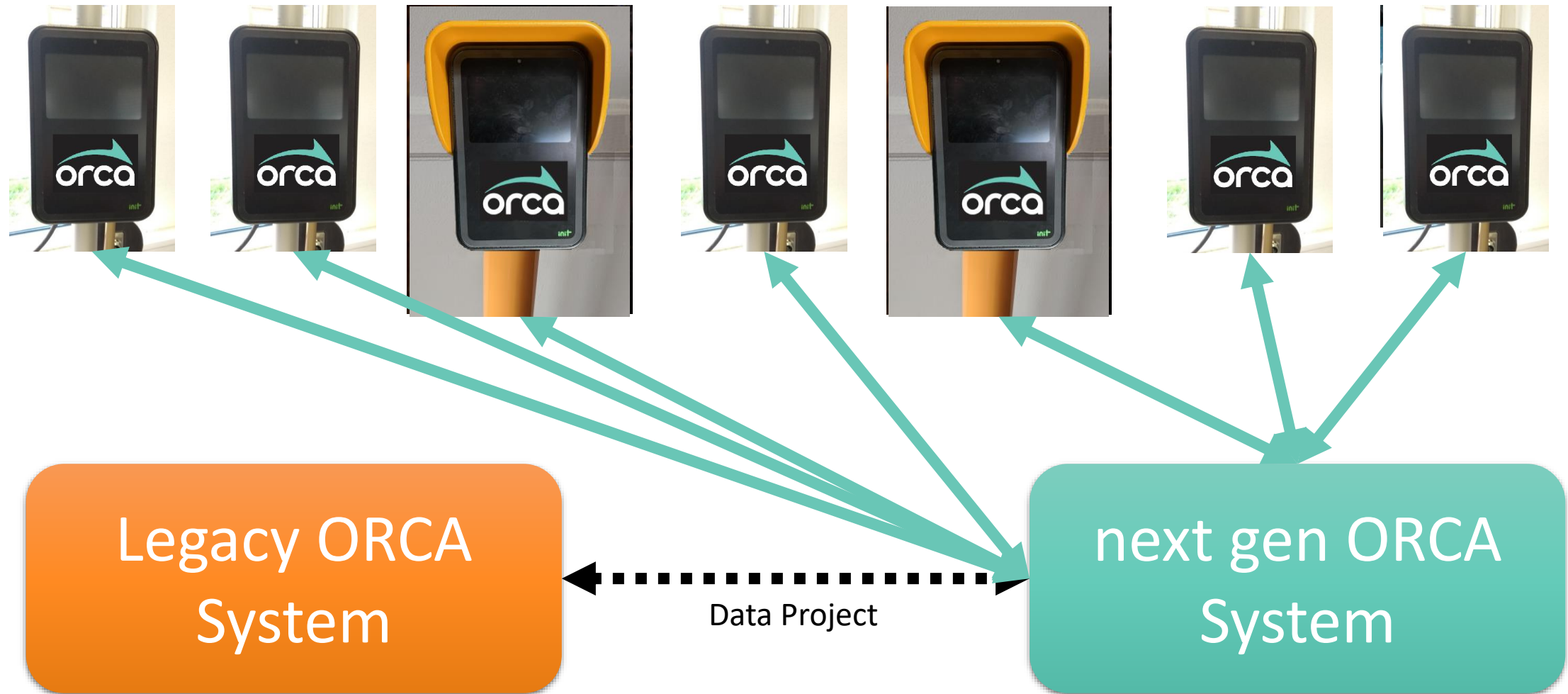
next gen ORCA Program Timeline



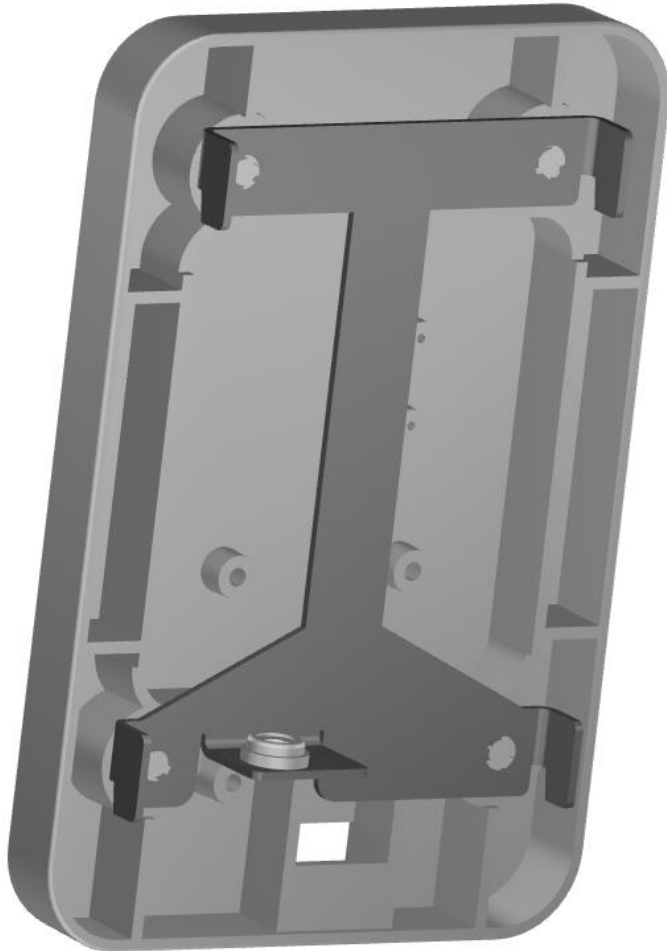
Transition



Transition Strategy, Simplified



Transition

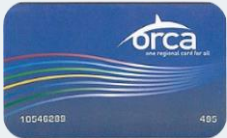
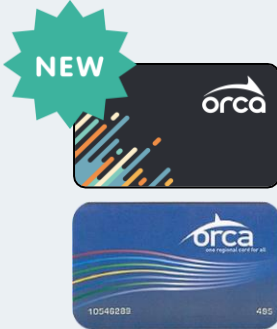








- Transition period is sub-optimal for customers
 - Accurate account balance lagging
 - Limited customer functionality
 - No new fare media can be used
- 9,000 devices must be cut over on in-service bus fleets and in stations
- Needed to speed up transition as much as possible
 - Transition adapter
 - Pre-installation wiring



Customer experience



Legacy ORCA		New website and mobile app		Retail network and new card		Tap to pay	
2009-2022		May 2022		September 2022		Later Phases	
PAYMENT METHOD							
INTERFACE		 Vending		  Vending		  Vending	

Looking Ahead



Upcoming Steps



- Complete Transition – Device Installation (late August)
- Retail Network Launch (late September)
- Improve Data/Reporting Capabilities
- Operations Design/Training Completion
- Continue Critical/Major Bug Fixes
- Complete Phase 1 Features
- System Acceptance Testing
- Final System Acceptance



ORCA Program Scope



Phased program:

- Phase 1
 - Replacement system – what does ORCA do today?
 - Features addressing largest customer groups
- Phase 2 and Beyond
 - Integration with additional transportation modes
 - Additional features and functionality in demand
 - Further enhancement of the rider experience



Thank you.



Friendly. Practical. Trustworthy.