next gen ORCA Marketing Overview

June 14, 2021
Agenda

- Team
- Business model
- Services
- Bandwidth
- Collaboration
- Launch campaign update
Our business model

Core strategy, product marketing and content creation

Distribution and coordination

Customer experience

community transit
EVERETT TRANSIT
Kitsap Transit
King County METRO
Pierce Transit
Washington State Ferries
SOUNDTRANSIT
How we spend our time

- Planning and budgeting
- Brand management
- Reporting and analytics
- Social media, email, articles
- PR, press kits
- Product content: brochures, videos, user guides
- Multi-channel marketing calendar
- Regional content distribution
- Customer insights, launches, partner marketing
- Regional meetings
- Project and vendor management
- Marketing operations and tools
How we collaborate

1. Regional Marketing Committee
   - CT
   - ET
   - KCM
   - KT
   - PT
   - ST
   - WSF

2. Public Information Committee
   - CT
   - ET
   - KCM
   - KT
   - PT
   - ST
   - WSF

3. Business Account SMEs
   - CT
   - ET
   - KCM
   - KT
   - PT
   - ST
   - WSF

4. Customer Service SMEs
   - CT
   - ET
   - KCM
   - KT
   - PT
   - ST
   - WSF

5. Community Outreach Teams
   - CT
   - ET
   - KCM
   - KT
   - PT
   - ST
   - WSF

6. Business Managers
   - CT
   - ET
   - KCM
   - KT
   - PT
   - ST
   - WSF

ROOT Marketing
Flexibility and scalability

ROOT Marketing Team (Baseline 3-4 projects)

Next gen ORCA Launch (5 projects)

Card Replacement Campaign (2-3 projects)

Retail launch (2-3 projects)

Mobile tap-to-pay launch (3-4 projects)

Phase II Projects, (TBD)
Launch update
## What customers will experience

<table>
<thead>
<tr>
<th>Current ORCA</th>
<th>New website and mobile app</th>
<th>More payment options</th>
<th>Retire current card</th>
</tr>
</thead>
<tbody>
<tr>
<td>Today</td>
<td>Early 2022</td>
<td>Late 2022</td>
<td>2023+</td>
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</tbody>
</table>

### Payment Method
- **Current ORCA**: Card
- **New**: (Tap to pay)

### Interface
- **Current ORCA**: (Vending)
- **New**: (Vending) 2X
What customers need to know

• The next gen ORCA program will be delivered in phases that build on each other and offer increasing benefits to customers:

1. Better account tools
2. More ways to pay
3. More services
4. Retire original cards
How we’re saying it

Brand
Tagline

How the Puget Sound gets around

Product
Use cases

Get One to Go
(Card)

Be Transit Ready
(Mobile App)

Features
Use cases

Reduced Fare Programs
Equity and Accessibility
Retail Network
Business Programs
Partners
What it looks like
What it looks like

Brand colors

The ORCA brand colors have been purposefully selected to represent the natural colors of an orca as well as the vibe of the Puget Sound. The primary colors used for the logo are Black and Seafoam Green (PMS 570).

The secondary colors are featured in the graphic elements that visually support the logo and complete the overall ORCA brand experience.

Primary colors

- **Seafoam Green**
  - CMYK: 36.0, 34.0, 105.999, 184
  - Pantone: 570
  - Web: #69C7B8

- **Misty Blue**
  - CMYK: 31.0, 0.27, 105.962, 185
  - Pantone: 549
  - Web: #69A2BD

Secondary colors

- **Platform Yellow**
  - CMYK: 0.0, 93.0, 225.999, 200
  - Pantone: 116
  - Web: #FFD000

- **Signal Orange**
  - CMYK: 0.0, 87.0, 248.999, 42
  - Pantone: 715
  - Web: #FF6D00

- **Headlight White**
  - CMYK: 0.0, 87.0, 255.999, 202
  - Pantone: 7499 U
  - Web: #FFFFFF

Notification color

- **Venetian Red**
  - RGB: 190, 0.39
  - Web: #BEE3D27

- **Orca Black**
  - CMYK: 0.0, 100
  - Pantone: Black
  - Web: #4231F2
What it looks like

**Illustration**

The ORCA brand features a unique style of illustration. These should be used for two purposes:

1. to demonstrate how a product is used,
2. to represent various Puget Sound locations and landmarks. A variety of illustrations will be added to our library over time.
What it looks like

Regional Transit

Use regional imagery to provide context and a sense of place for local agencies. These images convey transport modalities available in specific locations featuring environmental and architectural details.
Retail marketing kit
More translations

Trasladándose en el Puget Sound.

Prepárese
Recargue su tarjeta al instante.
Toque el lector cuando aborde.
¡Y listo!
Para obtener más información visite myORCA.com

准备注搭公交车
- 即时充值
- 刷卡上车
- 一切就绪！

MUA VÀ NẠP THÊM TIỀN
MUA MỞ TỜ ĐỂ ĐI

myORCA.com

888-388-5722 | myORCA.com
myORCA.com landing page

Introducing the new ORCA

Beginning in 2022, the new myORCA mobile app and website will make paying for transit rides in the Puget Sound region faster and easier.

LEARN MORE
Community Engagement Report

Meetings to date: 12
Attendees: 140+
Advocacy groups, local gov’ts and business organizations represented: 120+

Organizations Briefed (Partial List)
- King County Mobility Coalition
- Transportation Access Coalition (TAC)
- Community Transportation Advisory Group (CTAG)
- Kitsap Housing & Homelessness Coalition
- Downtown on the Go
- Tacoma Pierce County Chamber Business Info Series
- WSF Ferry Advisory Committee – Executive Committee

Upcoming in June/beyond
- Lakewood Chamber
- Citizens Accessibility Advisory Committee (CAAC)
- Downtown Seattle Association/Commute Seattle

As of 5/11/21
Thank you