

ORCA Update

Informational Briefing

Rider Experience and Operations Committee

12/01/22



Why we are here

- To brief the ST Board and Rider Experience & Operations Committee about ORCA progress
- To share the work remaining on the ORCA system's Phase I launch
- To inform the Board of upcoming work

Why did we replace ORCA?



1

Improved customer experience



2

Updated technology



3

Future innovation



Customer-facing launch phases

	Legacy ORCA	New website and mobile app	Retail network and new card
	2009-2022	May 2022	October 2022
PAYMENT METHOD			
INTERFACE	 (Vending)	 (Vending)	 (Vending)

■ Legacy ■ next gen

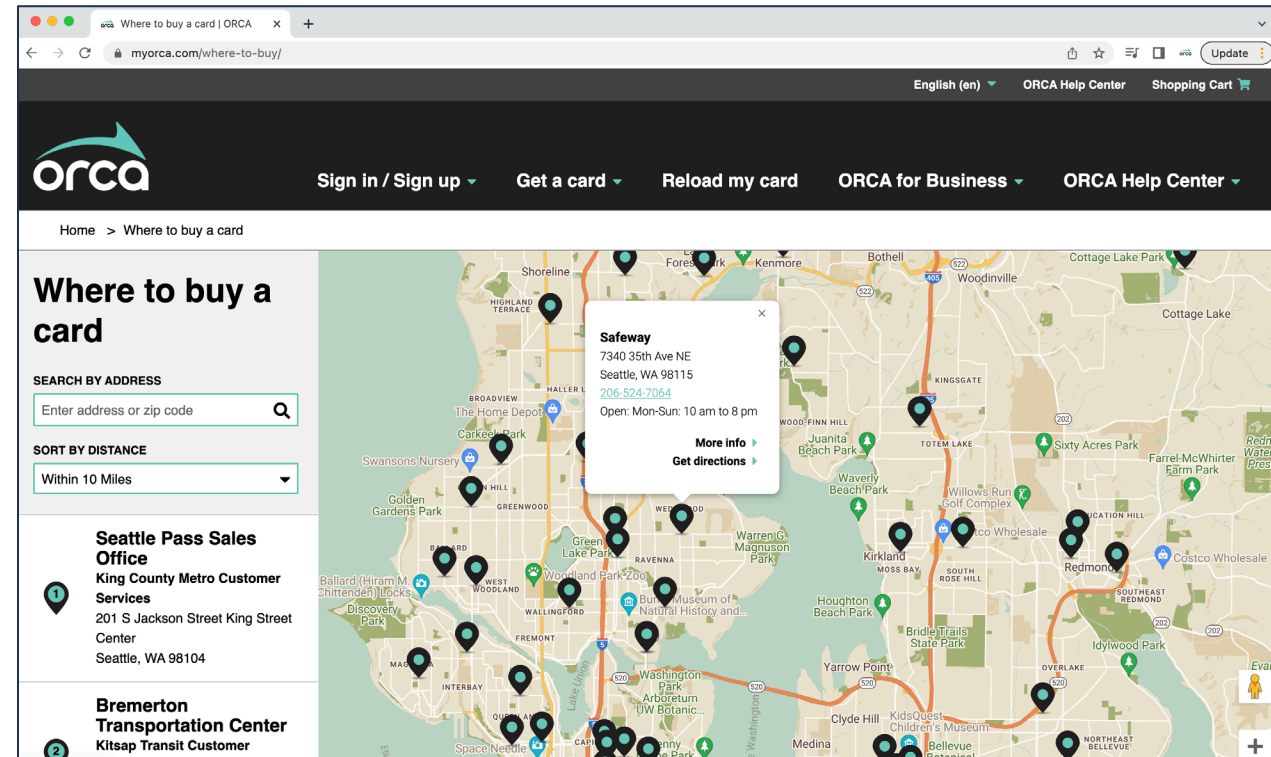
Launch update

- New back office launched May 16, 2022
- Customer website launched
- New mobile app launched
- Over 9,000 devices transitioned
- 5 million customer accounts transitioned
- ~7 million ORCA card taps each month
- Supported free youth fare roll out
- Seamlessly integrating ORCA into ST system expansions

Retail network update



- Launched on October 5, 2022
- 205 stores online today
- Continued expansion over the coming months
 - King County
 - Kitsap County
 - Pierce County
 - Snohomish County



Retail network update



	What cards can I reload?	What cards can I buy?
 	<p>Classic </p> <p>New </p> <p>Regional Reduced Fare Permit </p> <p>Regional Reduced Fare Permit </p>	 <p>(Adult)</p>
  	<p>New </p> <p>Regional Reduced Fare Permit </p>	 <p>(Adult)</p>

Customer-facing launch phases

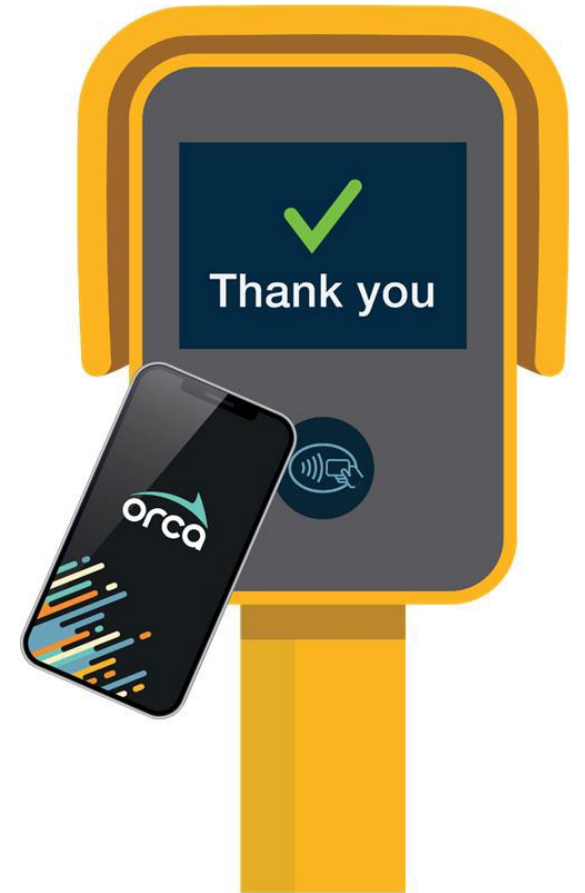


	Legacy ORCA	New website and mobile app	Retail network and new card	New payment options
	2009-2022	May 2022	October 2022	2023+
PAYMENT METHOD				<p>(Tap to pay)</p>
INTERFACE			<p>(Vending)</p>	<p>(Vending)</p>






■ Legacy ■ next gen

Tap to pay

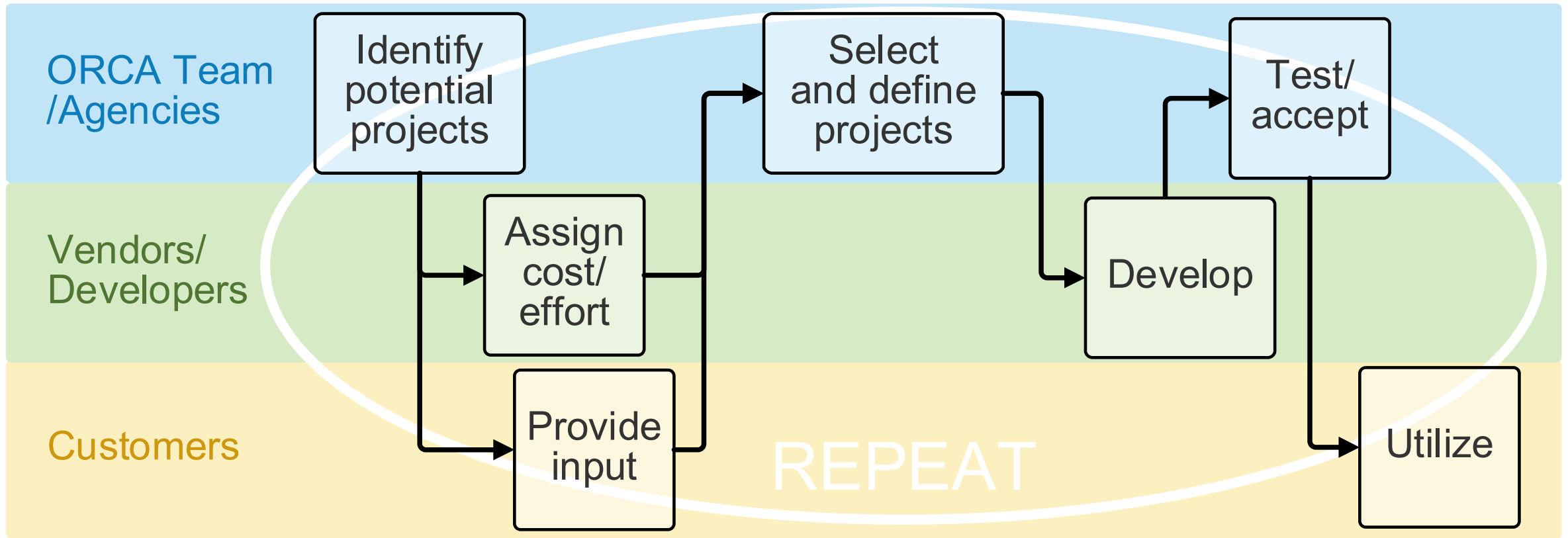
- Part of product roadmap...it's coming!
- Significant customer interest
- Teams are working hard towards delivery
 - Required equipment to fully transition
 - Depending on several large third parties
 - Rapid changes in payment technology
- Rollout will likely start first half of next year
- Want to make sure solution works well and has a long lifespan



What's next – current phase

				
Continue fixes and improvements	Deliver and improve staff-facing tools	Operational testing	Final system acceptance	Tap to pay (virtual card)

What's next – future phases



Thank you.



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