



Next gen ORCA Project Update

Seattle Transit Advisory Board
January 26, 2022



Agenda

- Customer Experience During Transition
- New System Features
- Possible Future Capabilities



What customers will experience






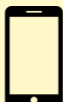
	Current ORCA	New website and mobile app	Retail network and new card	Tap to pay
	Today	Spring 2022	Summer 2022	2023+
PAYMENT METHOD				<p>(Tap to pay)</p>
INTERFACE				

Legacy
 next gen

Customer feature comparison



- Customer-centered design – thousands surveyed for preferences, pain points
- Goal: keep likes, address customer wish list, minimize disruption

Top likes	Top dislikes	Solution
1. Convenience	1. Card loading delay	 Instant loading
2. Speed of boarding	2. Limited sales locations	 2X More retail locations
3. Regional mobility	3. Website challenges	 New improved website
	4. No mobile solution	 A new mobile app

Other customer changes



Account-based

- Shift from card-based to account-based system enables significant new benefits, features & functionality
- Each rider must have their own card – some use cases (e.g. multiple riders, cash upgrades, trip cancellation) will change



Privacy & Security

- Significant data privacy & security benefits in new system
 - 👤 Secure personal info
 - 📄 Private transaction history
 - 📍 Private travel history
 - 🔒 No account necessary
- Trip value will no longer be visible on validator screens.



Retail Network

- Opportunity to expand equity – Racial Equity Tool pilot program
- Gift card system affords new capabilities & network expansion
- New use cases: loading value on cards, converting e-purse value to passes, no reload on legacy blue card after July 2022



Community Engagement Report



18 Meetings to date

150+ Attendees

120+ Advocacy groups, local gov'ts and business organizations represented

Organizations Briefed (Partial List)

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


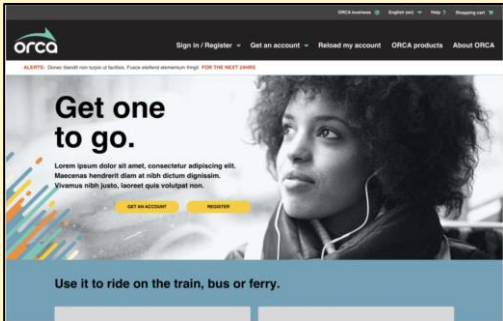
Citizens Accessibility Advisory Committee (CAAC)

King County Mobility Coalition

Lakewood Chamber

Language translation service levels



Channel	Service level	Website Improvements
Website and app	Chinese English Korean Russian Spanish Tagalog Vietnamese	 <p>Current Orcacard.com/biz English</p> <p>Pre-launch Phase myORCA.com English + Google Translate</p> <p>LAUNCH myORCA.com Seven Languages</p> 
Retail		
Email and social		
Advertising and PR		
Business Content		
Vending Machines		
Validators		

CONTINUOUS IMPROVEMENT

Possible Future Phase Capabilities



Post Launch Fixes and Adds	Initial Deferred Scope	Identified During Design
<p>Small fixes and planned capability planned for post launch</p> <ul style="list-style-type: none">• Website• Customer Relations Management System• Customer Service Terminal• Open Payment• Tap To Pay	<p>Desired at launch but deferred due to schedule</p> <ul style="list-style-type: none">• Paratransit• Vanpool• Parking Integration• MaaS Integrations	<p>Identified during design but found to be out of scope</p> <ul style="list-style-type: none">• Fare “Stacking”• Integration with other agency systems (LIFT database, Parts Inventory, etc.)• Automated Ticket Distribution• Integration with Regional Events

Thank you.



How the Puget Sound gets around