





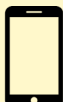
# Next gen ORCA Project Update

Regional Transit Committee  
February 16, 2022

# Customer feature comparison



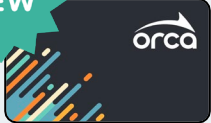



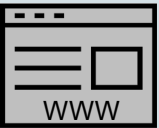







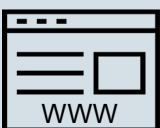








- Customer-centered design – thousands surveyed for preferences, pain points
- Goal: keep likes, address customer wish list, minimize disruption

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

# 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>
	 WWW  SHOP  (Vending)	 WWW   SHOP  (Vending)	  WWW   (Vending)	  WWW   (Vending)

 Legacy
  next gen

# 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

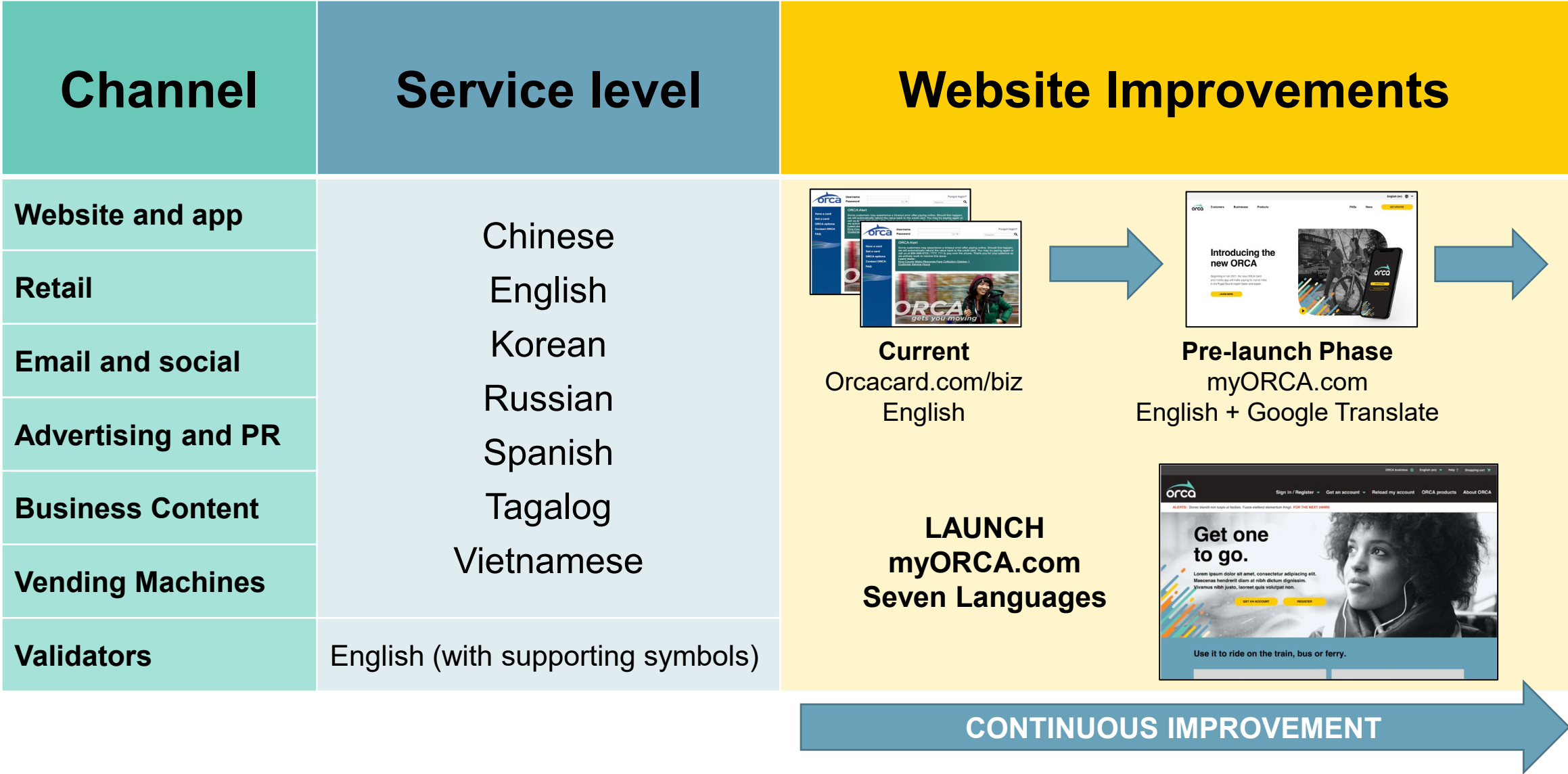


**18** Meetings to date   **150+** Attendees   **120+** Advocacy groups, local gov'ts and business organizations represented

## 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



# Thank you.



How the Puget Sound gets around