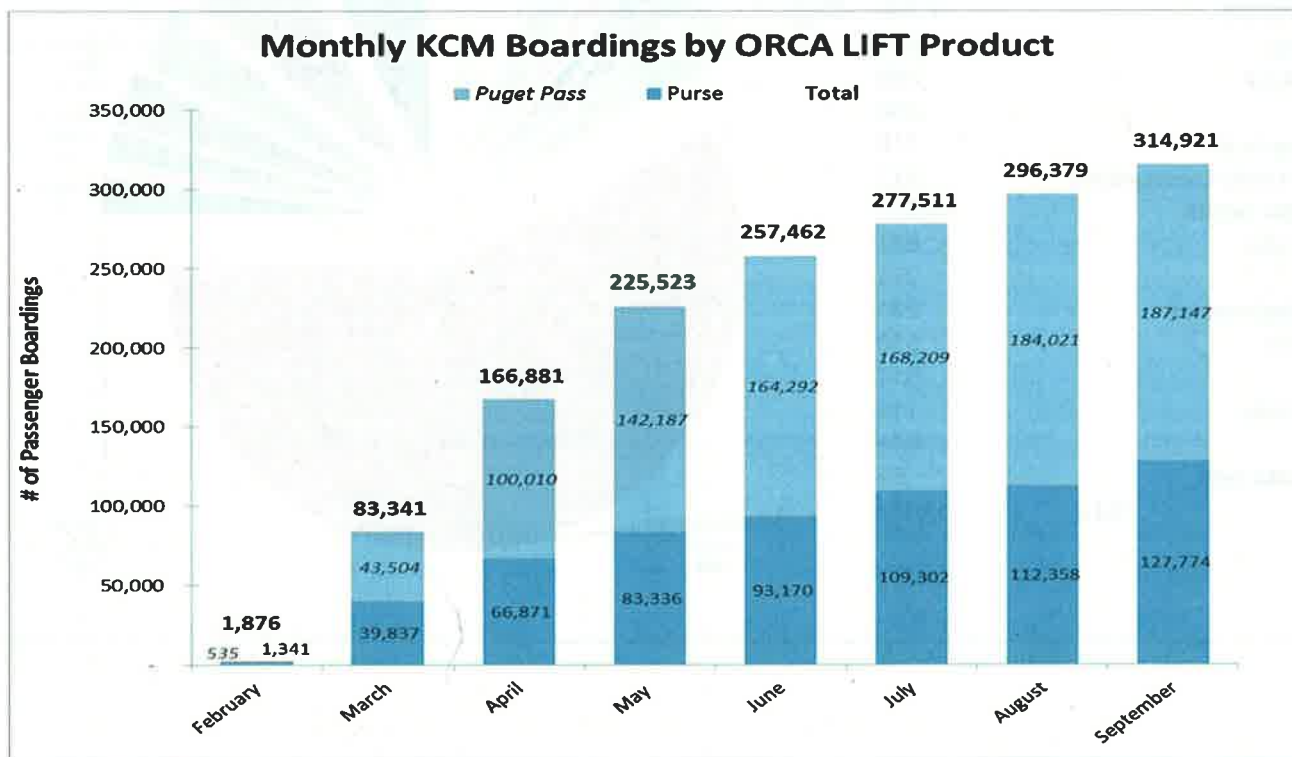


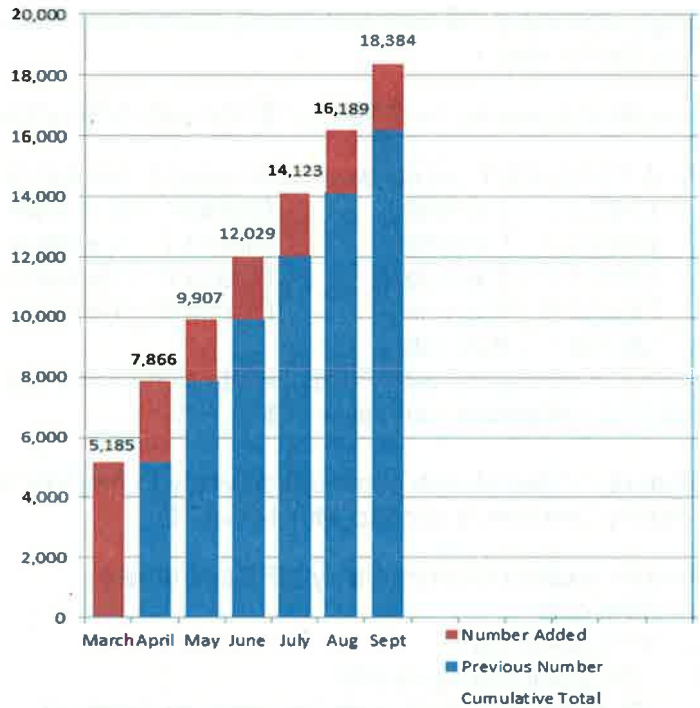
ORCA LIFT Update – Monthly Report for September 2015

- Boardings were up 6.3% over last month, an increase of 18,542 boardings bringing the total to 314,921 for the month of September.
- LIFT enrollments are up by 2,195 to 18,384 with 74% of the LIFT cards actively used.
- 51 ORCA-To-Go LIFT events were scheduled in September - assisting 2,197 customers
 - District 1 - 2 events
 - District 2 - 9 events
 - District 3 - 2 events
 - District 4 - 4 events
 - District 5 - 8 events
 - District 6 - 6 events
 - District 7 - 9 events
 - District 8 - 10 events
 - District 9 - 1 events
- ORCA-To-Go partnering with Public Health Scheduled two LIFT events for Seattle University on 9/23 & 9/28 assisted 585 customers with sales of \$14,761
- King County Public Health continues to verify to majority of the LIFT customers at 58% YTD, Catholic Community Services is second with 14% YTD
- September method of payment by LIFT customers:
 - 38% cash
 - 41% credit cards
 - 12% Business Accounts
 - 2% Autoload – (263 customers setup an Autoload)
 - 7% other
- LIFT customers Continue to add value primarily at TVM's 41.5% followed by Retail outlets 19.1% & Business Account Website 13.8%
- The \$1.50 Puget Pass accounts for 96% of the Puget Passes added to LIFT cards.



ORCA LIFT Registration by Month

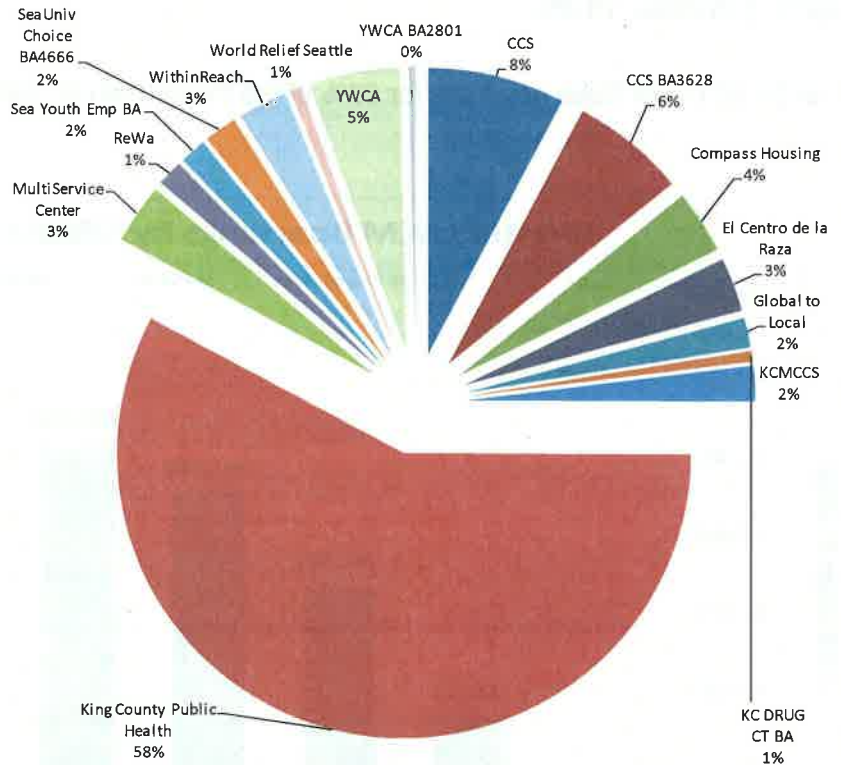
Month	Previous Number	Number Added	Cumulative Total
March	0	5,185	5,185
April	5,185	2,681	7,866
May	7,866	2,041	9,907
June	9,907	2,122	12,029
July	12,029	2,094	14,123
Aug	14,123	2,066	16,189
Sept	16,189	2,195	18,384



LIFT Card Registration as of 9/30/2015

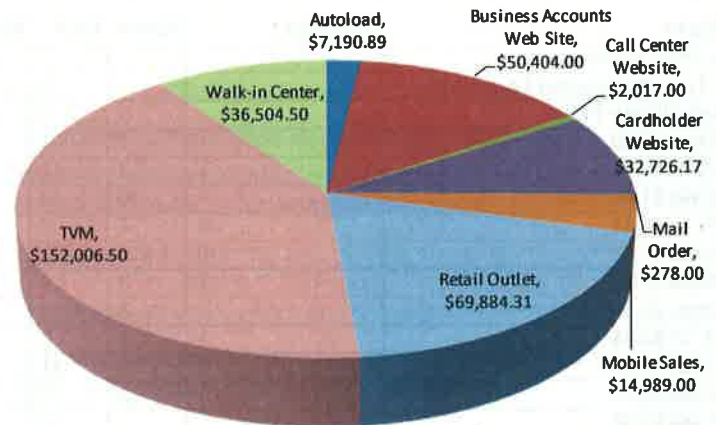
Agency

Agency	Number of Registrations
Catholic Community Services (CCS)	1,417
CCS-Business Account	1,180
Compass Housing	658
El Centro de la Raza	562
Global to Local	308
King County Drug Court	110
King County Customer Communicatic	372
King County Public Health	10,621
MultiService Center	627
ReWa	273
Seattle Youth Employment	276
Seattle University	338
WithinReach	514
World Relief Seattle	115
YWCA	944
YWCA-Business Account	69
Total	18,384



September locations where LIFT cards add value

Autoload	\$ 7,190.89	2.0%
Business Accounts W	\$ 50,404.00	13.8%
Call Center Website	\$ 2,017.00	0.6%
Cardholder Website	\$ 32,726.17	8.9%
Mail Order	\$ 278.00	0.1%
Mobile Sales	\$ 14,989.00	4.1%
Retail Outlet	\$ 69,884.31	19.1%
TVM	\$ 152,006.50	41.5%
Walk-in Center	\$ 36,504.50	10.0%
	\$ 366,000.37	100.0%



How are customers loading and paying Year-to-Date?

YTD Number of Loads By Sales Venue

	1st Quarter	2nd Quarter	3rd Quarter	Grand Total
Autoload	62	446	729	1,237
Business Accounts Web Site	327	4,184	3,095	7,606
Call Center Website	30	109	124	263
Cardholder Website	586	1,862	2,402	4,850
Mail Order	-	28	31	59
Mobile Sales	55	113	408	576
Retail Outlet	1,229	5,302	7,622	14,153
TVM	3,719	16,082	21,748	41,549
Walk-in Center	973	2,299	2,356	5,628
Grand Total	6,981	30,425	38,515	75,921

YTD Sales Dollar Value by Payment Type

	1st Quarter	2nd Quarter	3rd Quarter	Grand Total
Cash	\$ 69,674	\$ 277,078	\$ 383,514	\$ 730,266
Check	\$ 4,182	\$ 18,857	\$ 21,619	\$ 44,658
Credit Card	\$ 76,749	\$ 273,128	\$ 377,545	\$ 727,422
Money Order	\$ -	\$ 415	\$ 155	\$ 570
Postbill Autoload	\$ 1,432	\$ 11,982	\$ 20,388	\$ 33,803
Purchase Order	\$ 12,651	\$ 26,275	\$ 22,225	\$ 61,152
Transit Purse	\$ 2,100	\$ 7,292	\$ 10,190	\$ 19,582
Business Account	\$ 17,556	\$ 225,834	\$ 170,156	\$ 413,546
Grand Total	\$ 184,345	\$ 840,863	\$ 1,005,792	\$ 2,030,999

ORCA LIFT YTD Purchases

What are LIFT customers purchasing?

Products	February	March	April	May	June	July	August	September	October	Grand Total
All-Day PugetPass \$3.50						28	36	35	1	100
Kitsap Transit Reduced Fare Pass			1		2	1	4	3		11
PT Adult All-Day Pass		5	2	1	1		2			11
PugetPass \$0.50		1	1			1	2	1		6
PugetPass \$0.75		1	2	2	2	1	1	4		13
PugetPass \$1.00		16	12	15	13	19	12	10	1	98
PugetPass \$1.25	1	7	6	3	12	13	13	24	1	80
PugetPass \$1.50	210	1,438	2,777	3,409	2,678	3,334	2,703	3,098	190	19,837
PugetPass \$1.75	2	3	2	5	3		5	6		26
PugetPass \$2.00		3		8	6	9	9	7		42
PugetPass \$2.25	1	1	3		4	2	7	10	1	29
PugetPass \$2.50	2	20	11	21	27	32	36	45	2	196
PugetPass \$2.75	1	3	7	2	12	11	13	11	2	62
PugetPass \$3.00			2		4	1	4	5		16
PugetPass \$3.25				1			1	1		3
PugetPass \$3.50		1	7	12	4	9	8	12		53
PugetPass \$3.75			1				1	1	1	4
PugetPass \$4.00			1	1	1	1		1	1	6
PugetPass \$4.25				1	3	5	1	4	1	15
PugetPass \$4.75							1			1
PugetPass \$5.25								1		1
Purse	384	4,873	6,202	7,212	7,909	9,137	9,355	10,397	214	55,683
WSF Central Sound Monthly Pass		2	1	2	2	3	4	4		18
WSF Central Sound Passenger 10-Ride		2	2	1	3	1		4		13
WSF Vashon Island Monthly Pass								1		1
WSF Vashon Island Passenger 10-Ride	1	1	2	1	2	2	1	1		11
Grand Total	603	6,378	9,042	10,697	10,686	12,610	12,219	13,686	415	76,336

ORCA LIFT Autoload

What are LIFT customers Autoloading?

YTD Number of times customers have used autoload to load their LIFT cards

	February	March	April	May	June	July	August	September	Grand Total
PugetPass \$1.50			7	22	35	41	45	45	195
Purse									
\$10.01 to \$25.00	4	29	53	71	72	94	92	96	511
\$10 or less	1	12	25	25	28	40	55	50	236
\$50.00 and over		7	9	9	12	10	10	18	75
\$25.01 to \$49.00		9	17	30	31	42	48	43	220
Total number of purse loads	5	57	104	135	143	186	205	207	1,042
Autoload Grand Total	5	57	111	157	178	227	250	252	1,237

YTD - Value of Autoload Sales

	February	March	April	May	June	July	August	September	Grand Total
PugetPass \$1.50			\$ 378.00	\$ 1,188.00	\$ 1,890.00	\$ 2,214.00	\$ 2,430.00	\$ 2,430.00	\$ 10,530.00
Purse									
\$10.01 to \$25.00	\$ 94.00	\$ 596.89	\$ 1,022.00	\$ 1,319.89	\$ 1,376.00	\$ 1,829.00	\$ 1,758.89	\$ 1,871.89	\$ 9,868.56
\$10 or less	\$ 5.00	\$ 86.00	\$ 197.00	\$ 213.00	\$ 255.00	\$ 342.00	\$ 496.00	\$ 444.00	\$ 2,038.00
\$50.00 and over		\$ 360.00	\$ 450.00	\$ 464.00	\$ 714.00	\$ 518.00	\$ 629.00	\$ 984.00	\$ 4,119.00
\$25.01 to \$49.00		\$ 290.00	\$ 541.00	\$ 971.00	\$ 1,003.50	\$ 1,407.50	\$ 1,573.00	\$ 1,461.00	\$ 7,247.00
Total value of purse loads	\$ 99.00	\$ 1,332.89	\$ 2,210.00	\$ 2,967.89	\$ 3,348.50	\$ 4,096.50	\$ 4,456.89	\$ 4,760.89	\$ 23,272.56
Autoload Grand Total	\$ 99.00	\$ 1,332.89	\$ 2,588.00	\$ 4,155.89	\$ 5,238.50	\$ 6,310.50	\$ 6,886.89	\$ 7,190.89	\$ 33,802.56