



# Everything You Need to Know: New & Improved ORCA for Business

Regional ORCA Operations Team  
May 2022

# Welcome!

**Bienvenidos**

**欢迎**

**환영**

**Chào mừng**

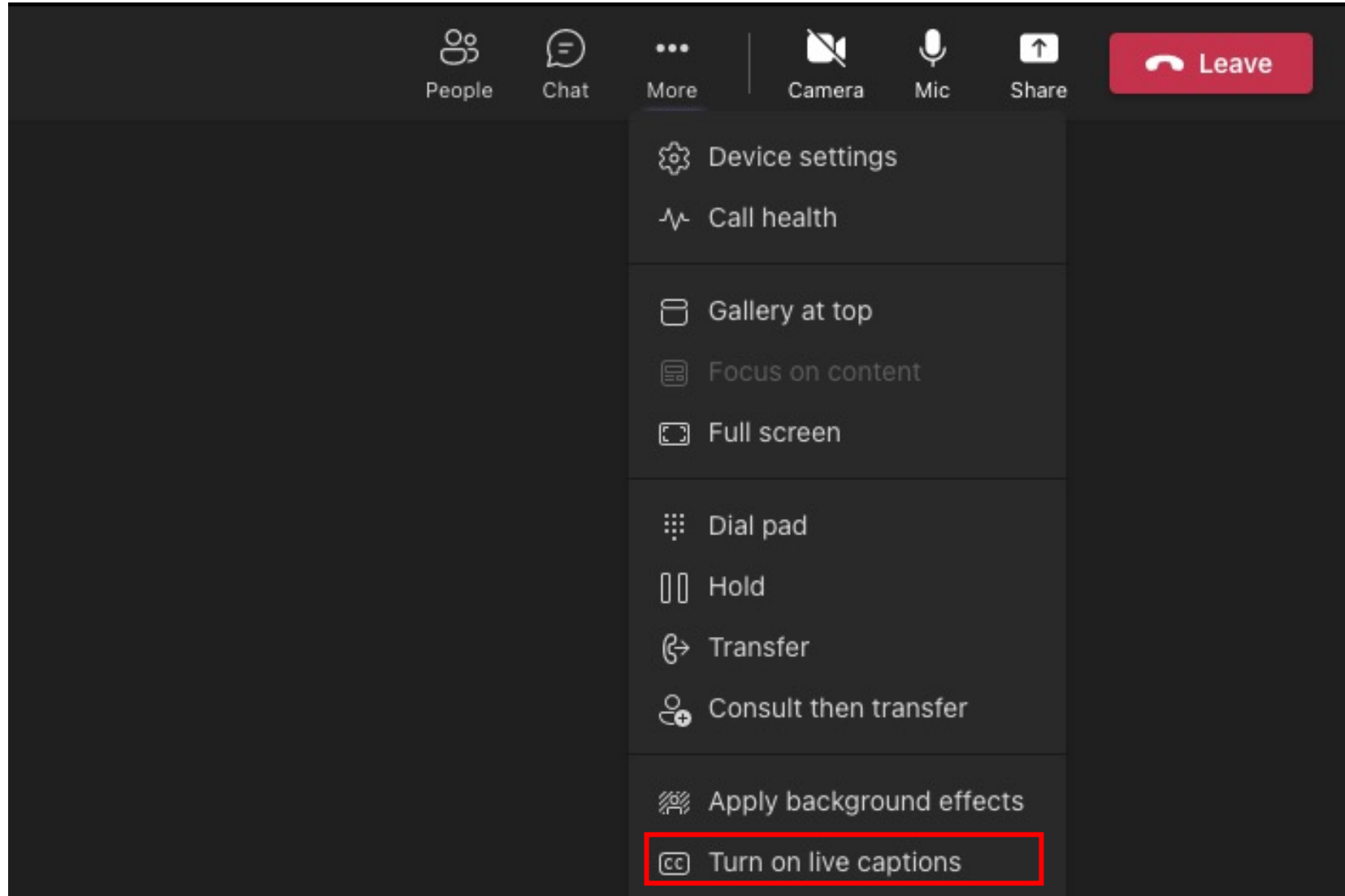
**Maligayang pagdating**

**добро пожаловать**



*<https://myorca.com/orca-open-house-business>*

# Closed Captioning



# Agenda



- Why upgrade ORCA?
- Benefits and changes for businesses
  - myORCA.com
- Timeline
- What you need to do
- Resources
- Q+A



# About ORCA



- Smart card for paying transit fares
- Launched in 2009 as *One Regional Card for All*
- Used on transit region-wide
  - Kitsap Transit
  - Pierce Transit
  - Sound Transit
  - Washington State Ferries
  - Community Transit
  - Everett Transit
  - King County Metro
  - Seattle Monorail
  - Seattle Streetcar
- Used on 68% of trips



# Why upgrade ORCA?



- Current equipment needs to be replaced
- New technology is making better payment solutions available
- Opportunity to solve for pain points and improve the customer experience







# Benefits and changes



# What's new for customers?



- We're keeping the things riders like about ORCA and addressing their wish list (with as little disruption as possible):

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



# Timeline



## Early 2022



New vending  
machines and  
card readers

## Spring 2022

May 16, 2022



New website  
and mobile app

## Summer 2022



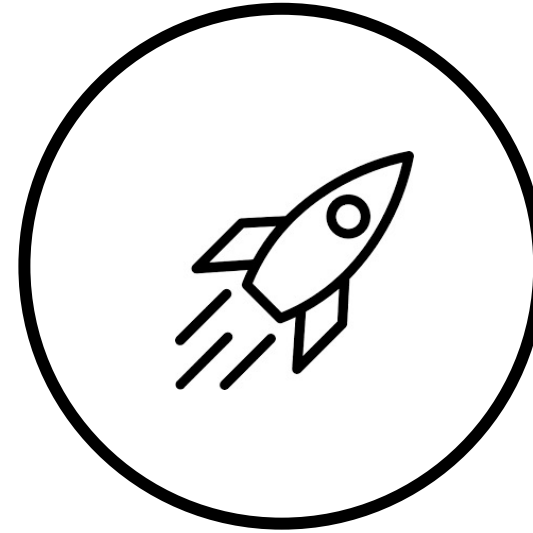
More retail  
locations

New card  
design

# Future plans for ORCA



Tap to pay with  
smartphone  
**2023**



More features and  
updates to come  
**2023+**

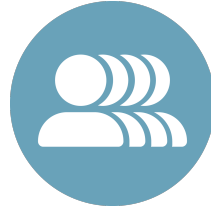
# New ORCA benefits for businesses



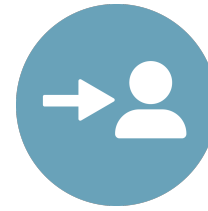
Whether you participate in Business Passport or Business Choice, here are the new features you'll enjoy:



Set up Autoloads for E-purse value and/or monthly passes; all actions and purchases process instantly



Bulk upload accounts and participants with real-time error reporting



Assign and reassign cards to program participants



Report on account activity and balance in real-time



Place bulk orders for new and existing accounts



Create multiple administrator logins



Support pre-tax transit benefit programs



Ship cards to multiple locations

# May 16 launch



Date	Action
Monday, May 16, 2022	<ul style="list-style-type: none"><li>- Beginning of the transition to the new ORCA system</li><li>- Starts with the launch of myORCA.com and myORCA app</li></ul>



# May 16 launch



Date	Action
<b>Monday, May 16, 2022</b>	<ul style="list-style-type: none"><li>- Beginning of the transition to the new ORCA system</li><li>- Starts with the launch of myORCA.com and myORCA app</li></ul>
<b>Saturday, May 14 through Sunday, May 15, 2022</b>	<ul style="list-style-type: none"><li>- No fares collected by participating ORCA agencies</li><li>- Some exclusions apply on WSF</li></ul>



# Launch timeline: business website



**Orcacard.biz**

Card orders  
limited to 200  
cards per order.



**Orcacard.biz**

Card orders  
limited to 10  
cards per order.



**Orcacard.biz**

Website goes out  
of service at the  
end of the day.



**myORCA.com**

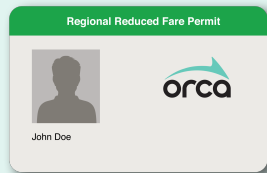
Begin using new  
website to  
manage your  
account.

# What transit riders need to know



## All cards will work

No need to replace your card, the one you have will still work!



## Lower cost for cards

New adult card cost reduced from \$5 to \$3.

First reduced fare card is still \$0.



## Website customers

When you need to add value or passes, create a new account at myORCA.com or with the myORCA app for iPhone or Android.

Autoloads will expire. Set up autoloads again in your new account.



## Retail customers

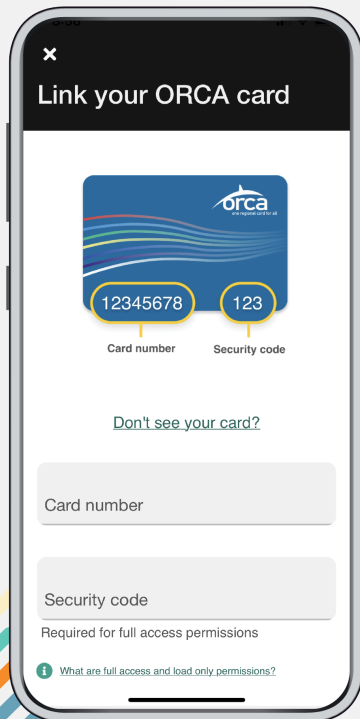
Customers who use retail stores only will need to replace their cards later this summer.



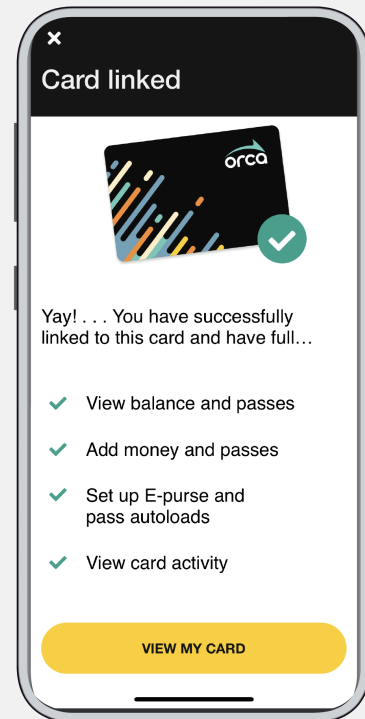
# Employee myORCA App



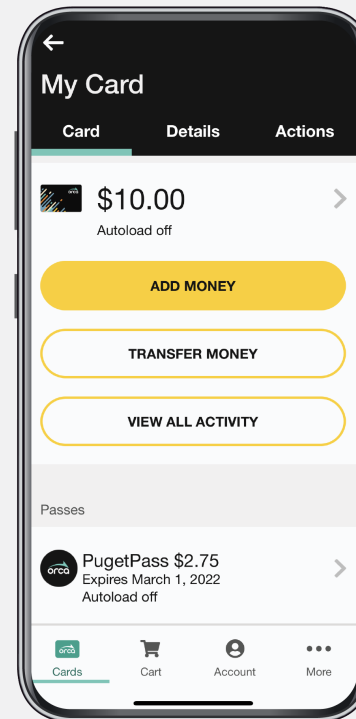
Link ORCA cards  
to the myORCA app



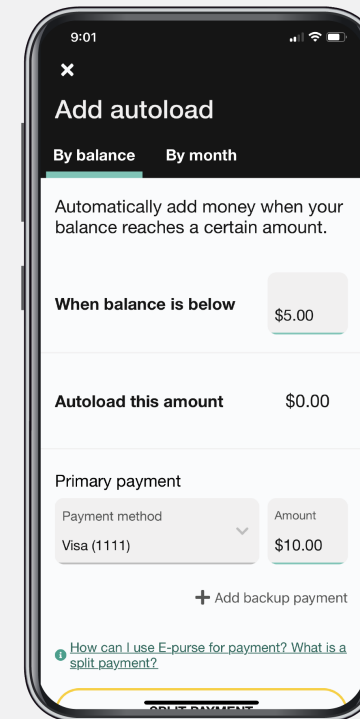
Manage with your phone  
from anywhere, 24/7



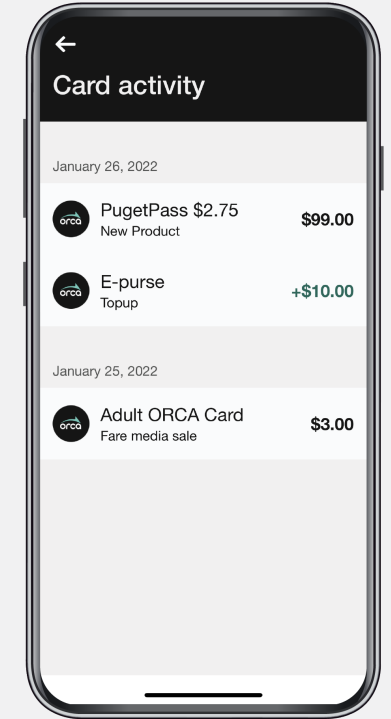
Add money or passes  
to your card and  
use them instantly



Set up autoloads  
so you're always  
ready to go



See your recent trips,  
payment history and more!





# myORCA.com website



The screenshot shows the myORCA.com website. At the top is a dark navigation bar with the ORCA logo on the left and links for "Sign in / Sign up", "Get a card", "Reload my card", "ORCA for Business", and "ORCA Help Center" on the right. The main content area has a light blue background with a city skyline illustration. On the left, the heading "How the Puget Sound Gets Around" is followed by the text "Pay fares, transfer seamlessly and save money with the ORCA card". Below this is a yellow "SIGN UP" button. To the right of the text is a large illustration of an ORCA card and a smartphone displaying the ORCA app. The background illustration includes a train, a bus, a ferry, and the Space Needle. At the bottom, a dark bar contains four buttons: "Get the app", "Order a card", "Find a store", and "Add value now".

**How the Puget Sound Gets Around**

**Pay fares, transfer seamlessly and save money with the ORCA card**

Get started by signing up to create a new account, then link your ORCA card or order a new one.

**SIGN UP**

**You can do more with the new, improved ORCA card**

**Get the app   Order a card   Find a store   Add value now**

# What you need to do



# Getting your account ready



## ORCA Business Account Transition

### 1. Update your primary contact information

(email and mailing address) today by logging into your account at [orcacard.biz](https://orcacard.biz).

### 2. [orcacard.biz](https://orcacard.biz) will be retired May 12, 2022

Your account details will be automatically transferred to the new [myORCA.com](https://myorca.com) site on May 16, but you will still need to activate your account.

### 3. You will receive an email prompt to activate your account

Your business primary contact will create your new account on [myORCA.com](https://myorca.com). Your lead agent will follow up to ensure you have completed registration.

### 4. After registration, set up your account preferences including:

- Adding payment methods
- Creating additional administrator logins, if needed



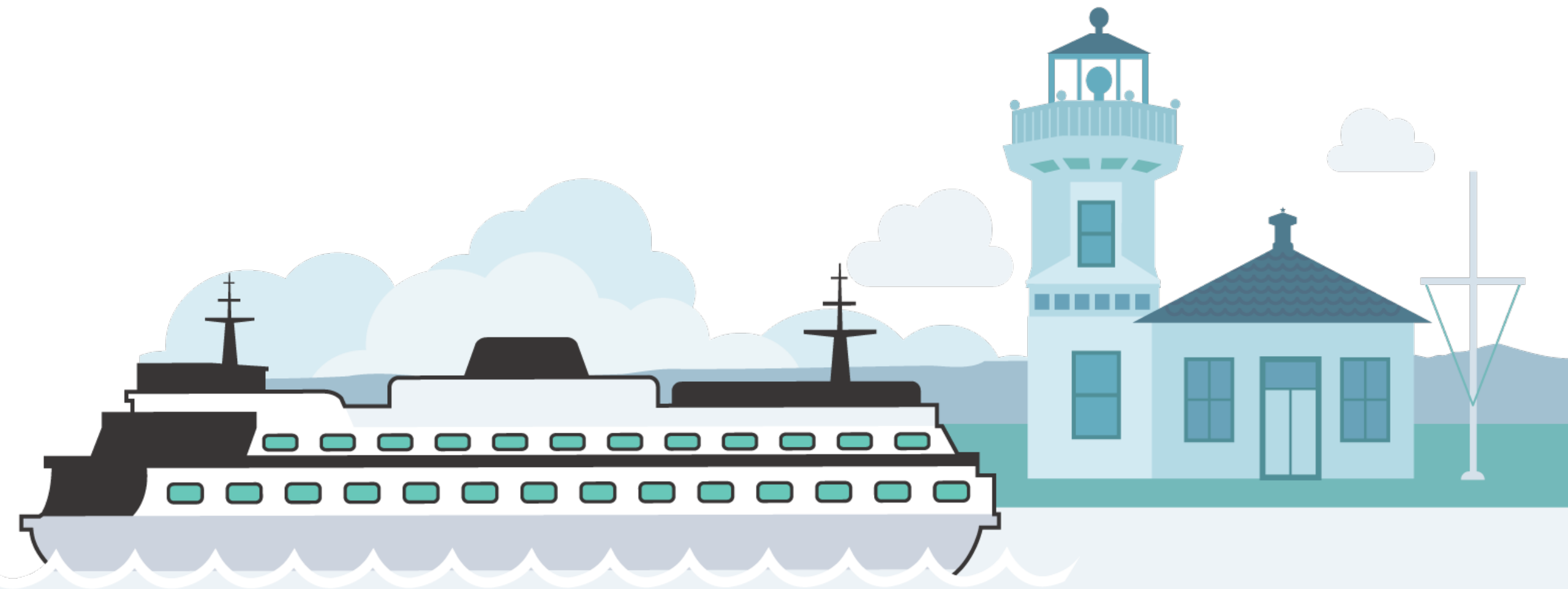
# ORCA cards



- You do not need to replace your employee cards!



# Tools and resources



# Full business website demo



- Presented by King County Metro
- <https://www.youtube.com/watch?v=Wg9qi9YsM04>



# Learn More



- Visit [myORCA.com](https://myORCA.com) to view our informational landing page
  - Getting Started video
  - Business website quick guide
  - Brochures
  - Employee enablement tools
  - ORCA newsletter
- Follow us! @TheORCACard on Facebook, Twitter, LinkedIn, and YouTube
- Visit the open house page for this presentation and other materials



[myORCA.com](https://myORCA.com)



[myORCA.com/orca-open-house-business](https://myORCA.com/orca-open-house-business)



**Q+A**



# **How do I login to the new website on May 16?**

We will send an email to the email address that is listed under your primary contact information on your account with instructions on how to access your account.

# **What information will migrate over to the new website?**

Card accounts, balances, card groups, card status, and more!

# **What should I set up in my migrated account?**

You need to set up your payment methods, set up your administrator user profile as well as provide logins to other members of your staff, and associate card accounts with specific employees.

**Do I need to replace my employee cards?**

No! You do not need to replace  
employee cards.



# **How will employees be able to use their employer-issued cards on myORCA.com?**

They can log in and create an account at myORCA.com to see their balance and products provided.

## **Can I make bulk purchases?**

Yes! Starting May 16, businesses will be able to purchase cards and add E-purse value using bulk processing. You can also set up autoloads for cards bulk processing.

## **When is the card order cut off?**

Card orders will be limited starting this week on May 2 to 200 cards. Starting May 9, card orders will be limited to 10. The website to be shut down from May 12-May 16. Normal card ordering will resume May 16.

# Thank you.



How the Puget Sound gets around