



Everything You Need to Know: New & Improved ORCA

Regional ORCA Operations Team
May 2022

Welcome!

Bienvenidos

欢迎

환영

Chào mừng

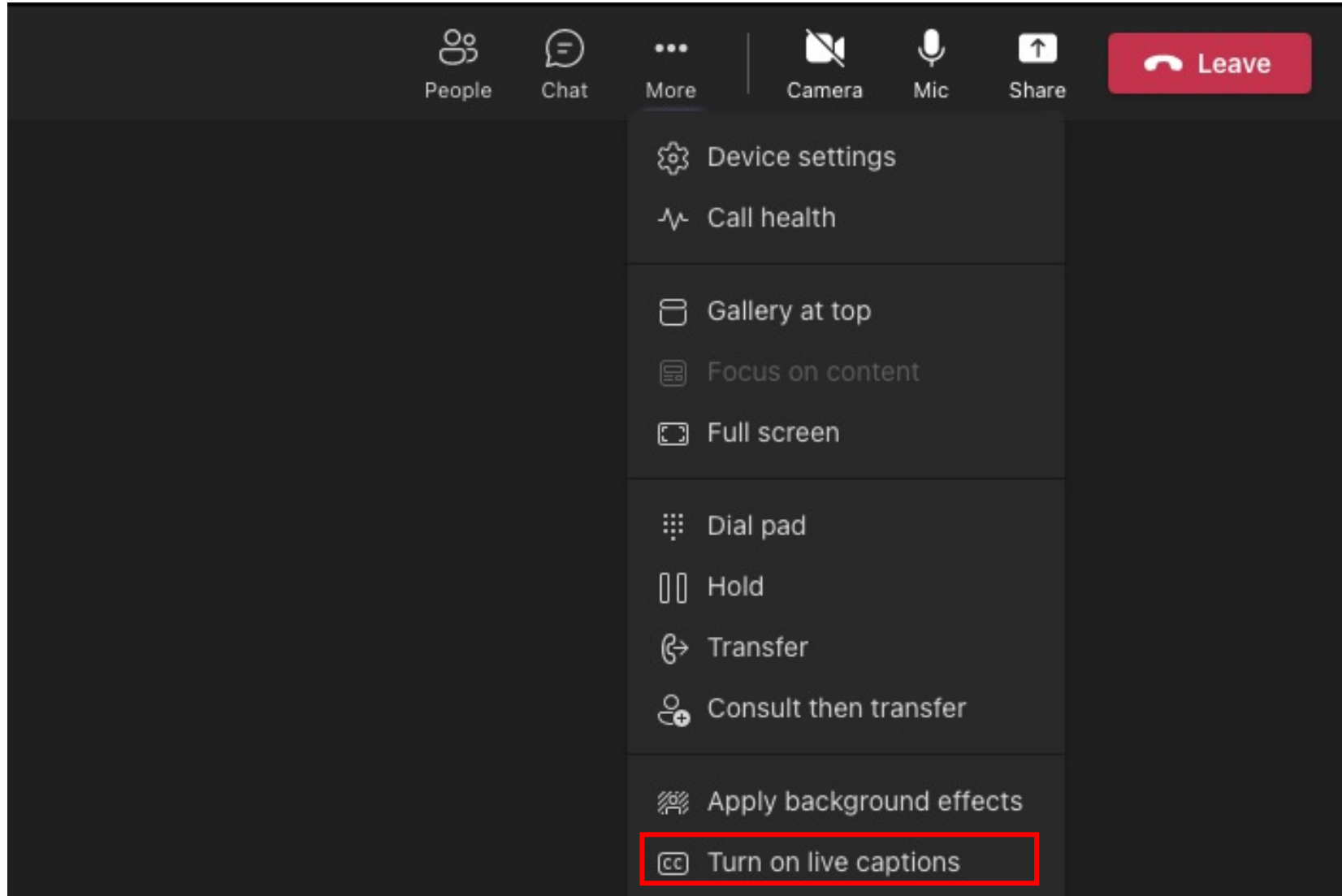
Maligayang pagdating

добро пожаловать



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

Closed Captioning



Agenda



- Why upgrade ORCA?
- Benefits and changes
 - MyORCA.com showcase
 - myORCA app
 - New ORCA hardware
- 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



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



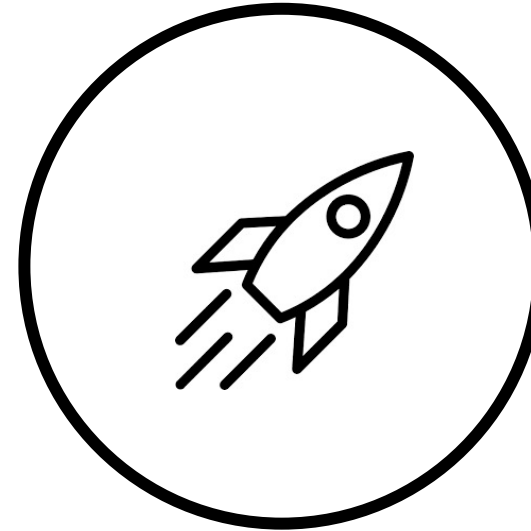
More retail
locations

New card
design

Future plans for ORCA



Tap to pay with
smartphone
2023



More features and
updates to come
2023+

May 16 launch



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



May 16 launch



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



Starting on May 16



Improvements

Instant fare loading

New mobile app

New website

More account features

Lower card cost

Changes

Everyone needs an ORCA card

Existing autoloads expire

Group fares via customer service only

Retail stores have 1 hour loading delays
(May-July)

Retail stores load E-purse only

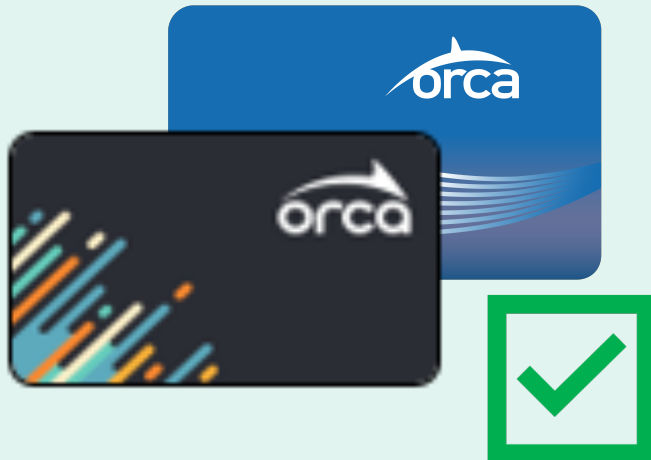
Coming this summer



Improvements

2x more retail stores

Redesigned card



Changes

Retailers start selling new cards

Current cards will not work in new retail network, but will continue to work everywhere else

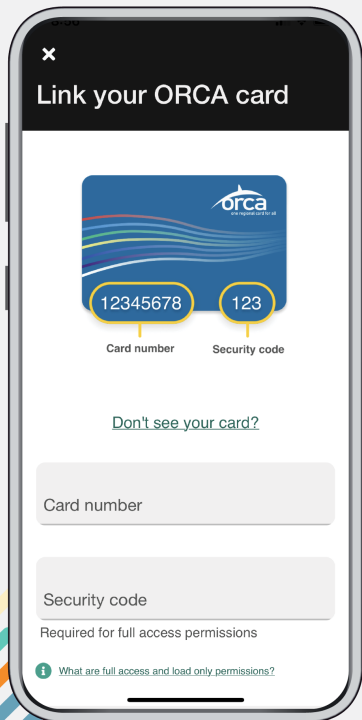
Retail stores load E-purse only

Retail stores return to instant loading

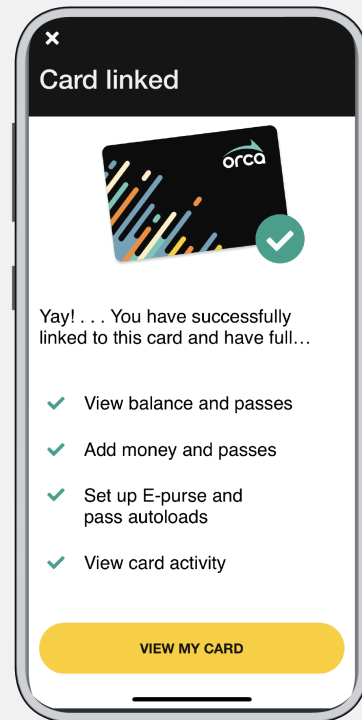
myORCA app for android and Apple



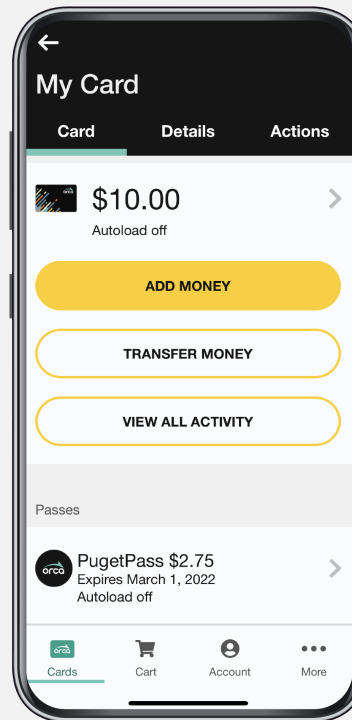
Link ORCA cards
to the myORCA app



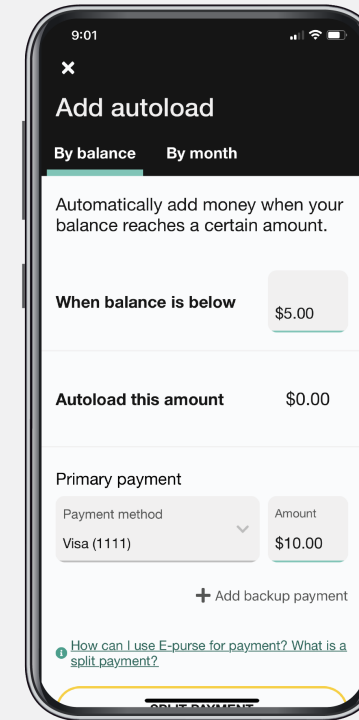
Manage with your phone
from anywhere, 24/7



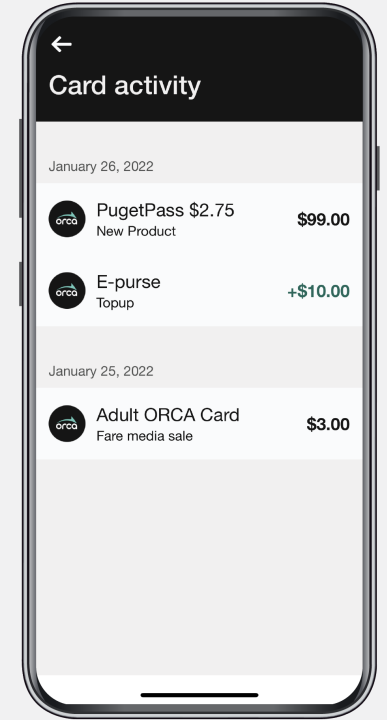
Add money or passes
to your card and
use them instantly



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 and a smaller line of text: "Get started by signing up to create a new account, then link your ORCA card or order a new one." On the right, a large smartphone is shown with an ORCA card and a "GUEST" card on its screen. At the bottom, a dark blue banner contains the text "You can do more with the new, improved ORCA card". Below this banner is a row of four buttons: "Get the app", "Order a card", "Find a store", and "Add value now".

orca

Sign in / Sign up Get a card Reload my card ORCA for Business ORCA Help Center

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

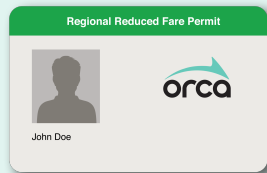


What you need to know



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

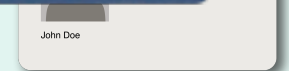
When you need to add value or passes, create a new account at myORCA.com or with the myORCA app for iPhone or Android.

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.



Fares will not be collected



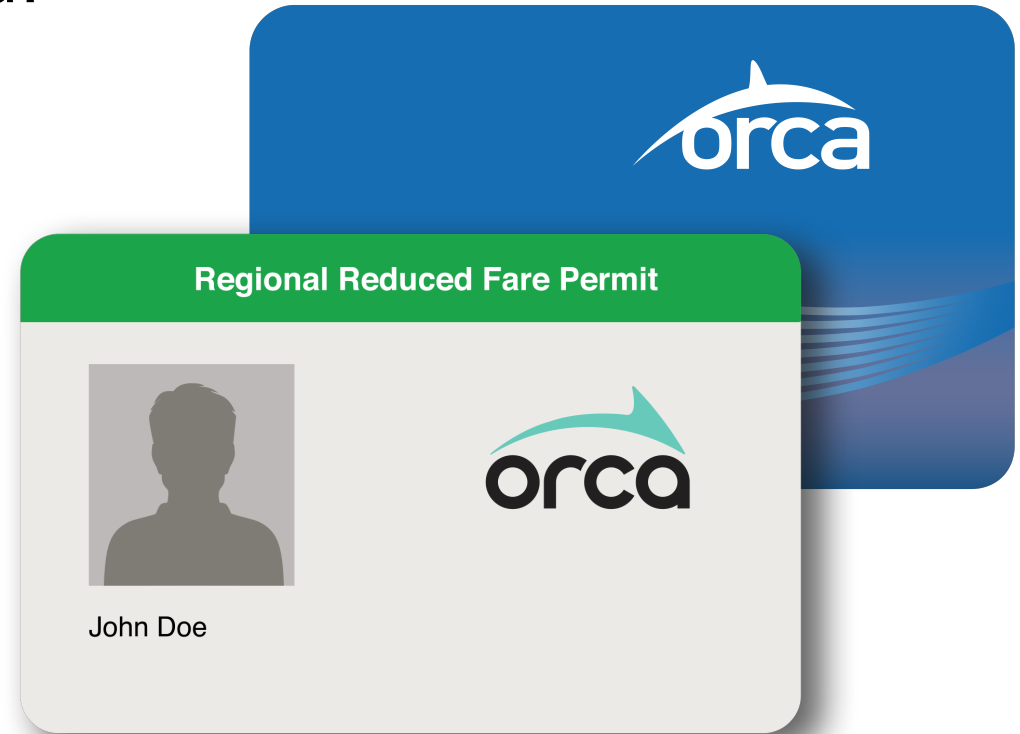
Saturday, May 14 – Sunday May 15!



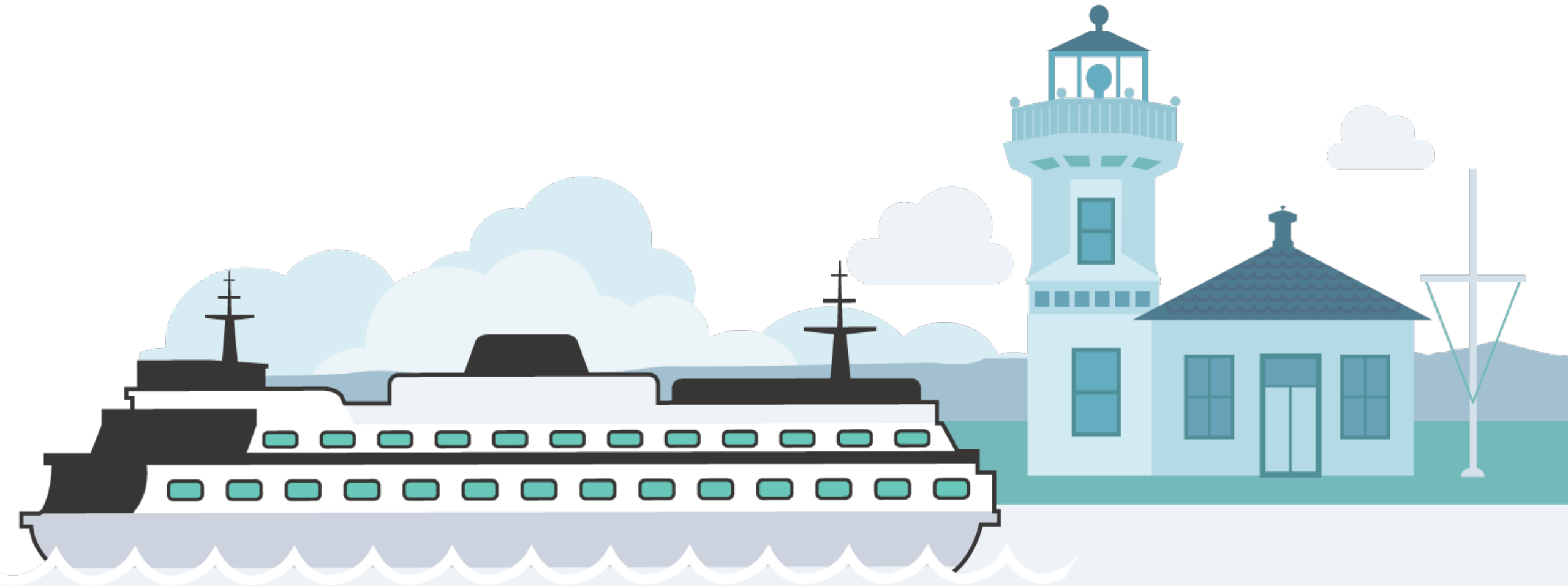
ORCA cards



- You do not need to replace your card!



Tools and resources



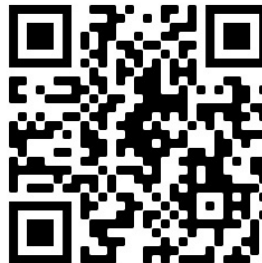
Learn more



- Visit myORCA.com to view our informational landing page
 - Watch our getting started video
 - Read about all the changes
 - Sign up for our project newsletter
- Visit <https://myorca.com/orca-open-house/> for this presentation and other materials
- Follow us! @TheORCACard on Facebook, Twitter, LinkedIn, and YouTube



myORCA.com



myORCA.com/orca-open-house



Q+A

Do I need to replace my card?

No! Your current card will continue to work indefinitely (Adult, Youth, Senior, LIFT, Reduced Fare).



Where can I buy an ORCA card after the new system launches?

Online at myORCA.com, via the myORCA app (Google Play and iOS stores), at a retail location, vending machine, or by calling or visiting customer service

Can I use my phone as my ORCA card?

Not yet! When the mobile app launches in May, it will not have tap-to-pay functionality.



Will my account transfer over to the new site?

No. But your balance will. You will need to create a new account on myORCA.com

Will my autoloading still work?

No. You will need to create a new account and set up your autoloading again.

Do I need to use the new website and app?

No. You can continue to use vending machines, retail stores, or customer service if you prefer.

If I need to replace my card this summer, do I need to pay for a new one?

More to come on this. We are looking at card replacement options to distribute cards for free to those who need them.

Are you still accepting cash?

In the ORCA system, not only are we continuing to accept cash but there will be more retail locations where you can use cash.

How can I get help paying for transit?

We have different solutions to help our customers. A good resource to figure out which card is right for you is at:

<https://reducedfare.kingcounty.gov/en-US/>

What do I need to do if I get my card from my employer?

Nothing, but if desired, you can connect it to the myORCA website and app if you wish to load additional products or purse value in addition to what is provided by your employer

Contact ORCA



Call

888-988-6722 / TTY: 711, Monday-Friday, 8 a.m. to 5 p.m;
closed weekends and holidays.

Online

myORCA.com

Follow us

[@TheORCACard](https://twitter.com/TheORCACard)

Visit

King Street Center

201 S Jackson Street,
Seattle

Monday-Friday 8:30 a.m.
to 4:30 p.m.

Closed from 1:00 p.m. to
2:00 p.m.

Tacoma Dome Station Bus Shop

505 E 25th Street,
Tacoma

Monday-Friday open 7
a.m to 6 p.m.

Bremerton Customer Service Office

10 Washington Avenue,
Bremerton

Monday-Friday 6 a.m. to 7
p.m. Saturday 8 a.m. to 4

Everett Station Customer Service Center

3201 Smith Avenue, Everett
Monday-Friday 7:30 a.m. to
3:30 p.m.

Closed from 11:00 a.m. to
12:00 p.m.

RideStore - Lynnwood Transit Center

20110 46th Avenue W,
Lynnwood

Monday-Friday 7 a.m. to 6
p.m.

Thank you.



How the Puget Sound gets around