

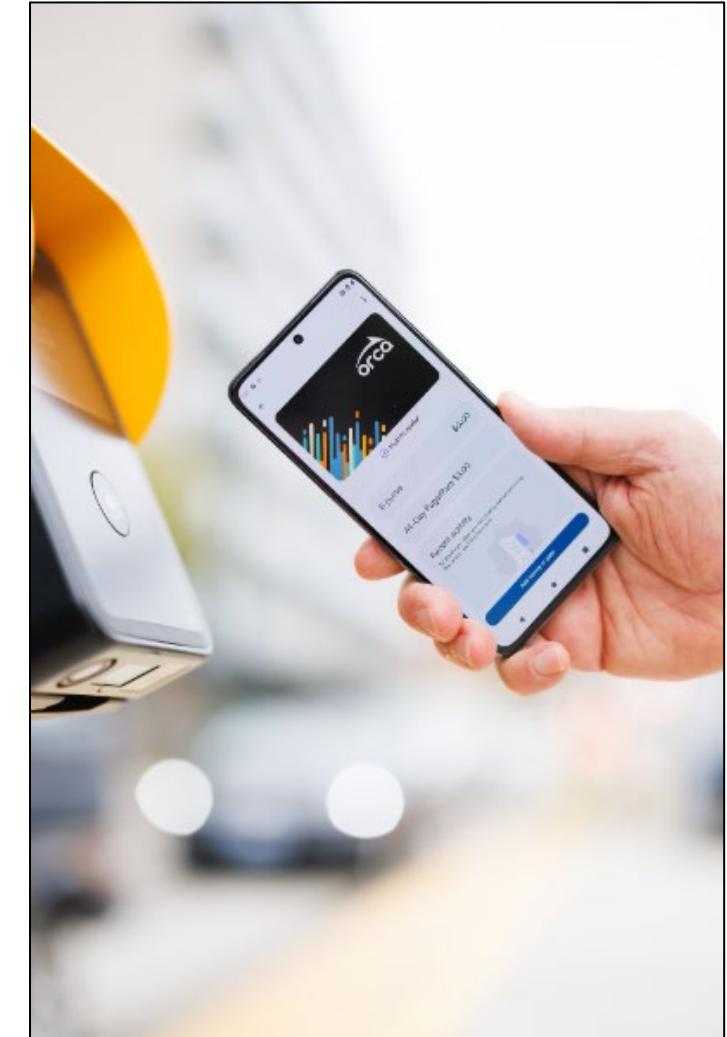


Product Update: ORCA in Google Wallet

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July 8, 2025

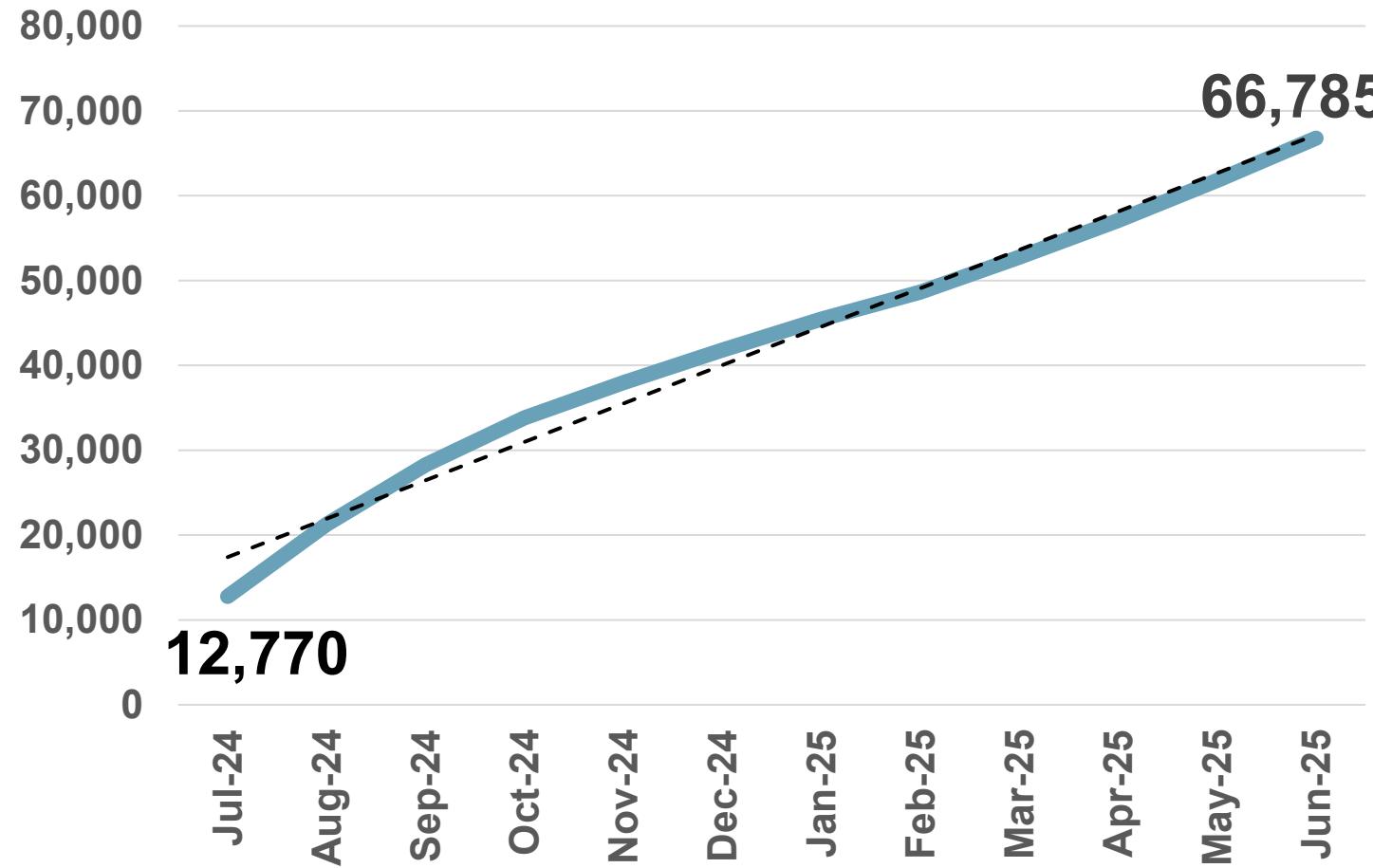
Background

- ORCA in Google Wallet launched to the public June 24, 2025.
- Customers can convert an existing plastic ORCA card to a digital card in Google Wallet for free or buy a new digital ORCA card for \$3 on their Android phone. Customers can load E-Purse, Passes and set up Autoloads in Google Wallet.
- Nationally, Android phones hold a 43% market share but may be as low as 30% in larger metropolitan areas¹.
- Business accounts can choose to opt in their account.



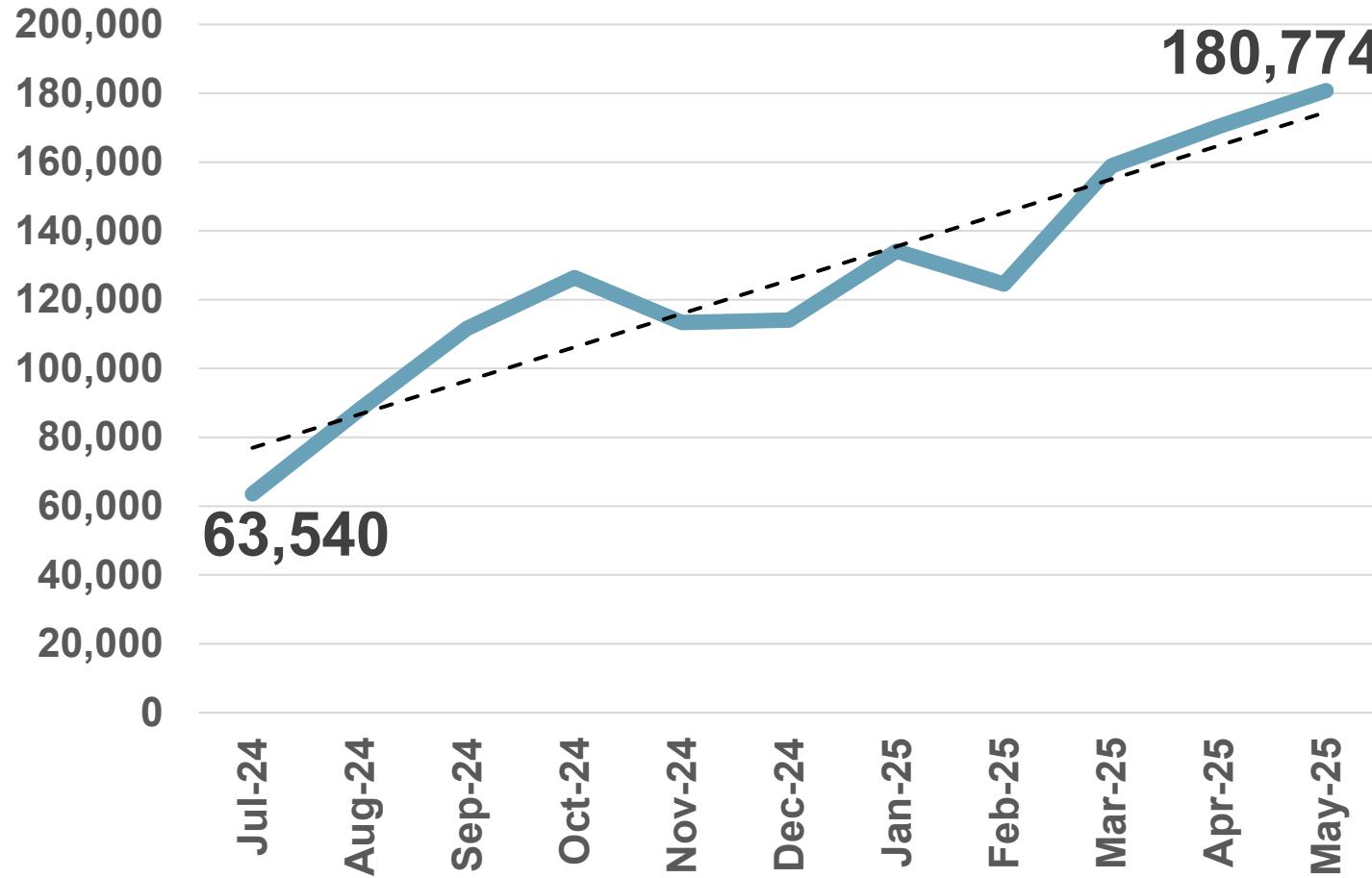
1. Statcounter. "[Mobile Operating System Market Share, USA 2009-2024](#)".

ORCA cards in Google Wallet



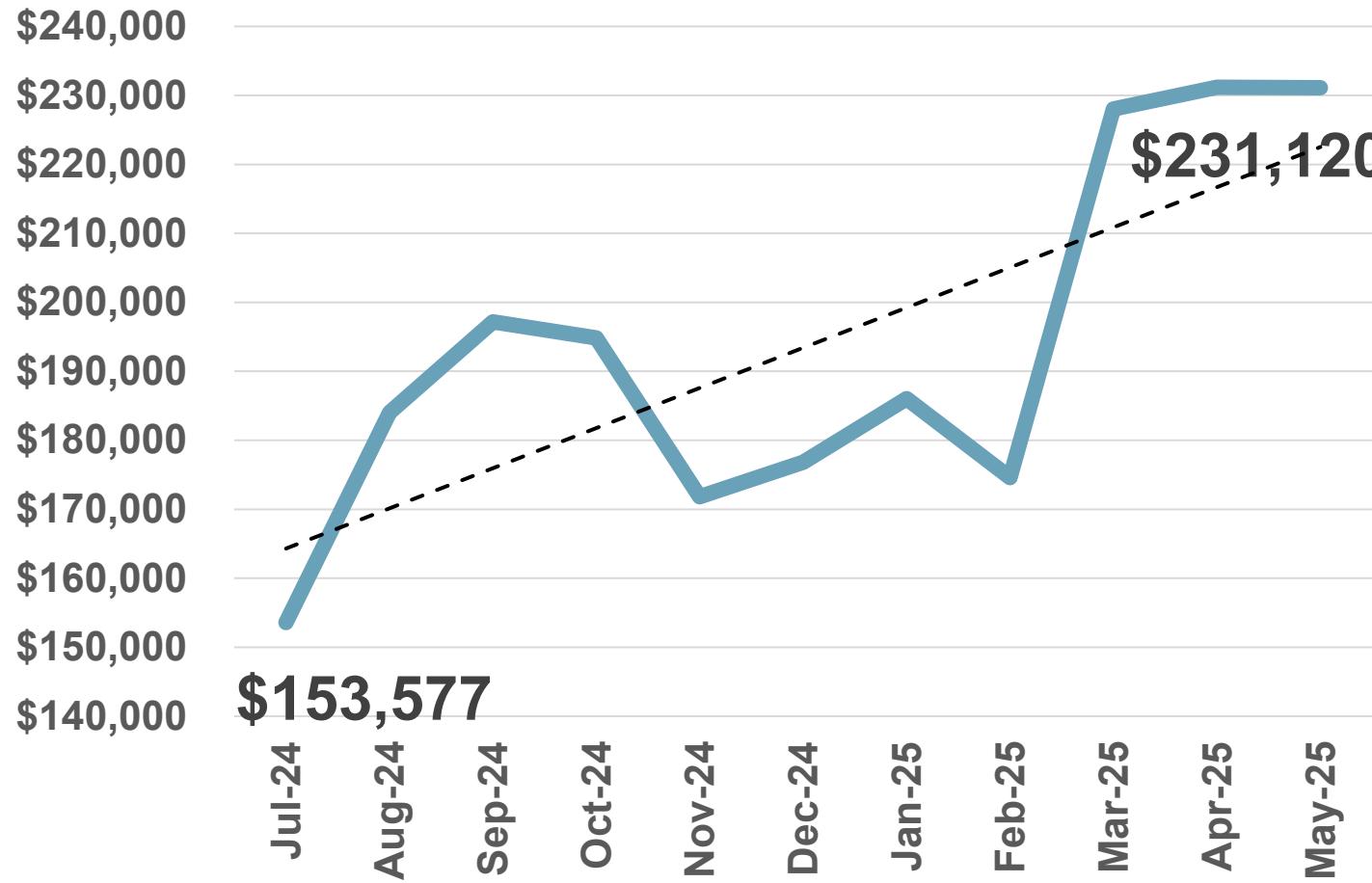
- 66,785 digital cards in use today
- 21,726 converted from plastic card, 45,059 net new digital cards
- Increasing at a rate of 4,501 per month
- Large spike at launch, consistent, sustained growth.

Monthly boardings



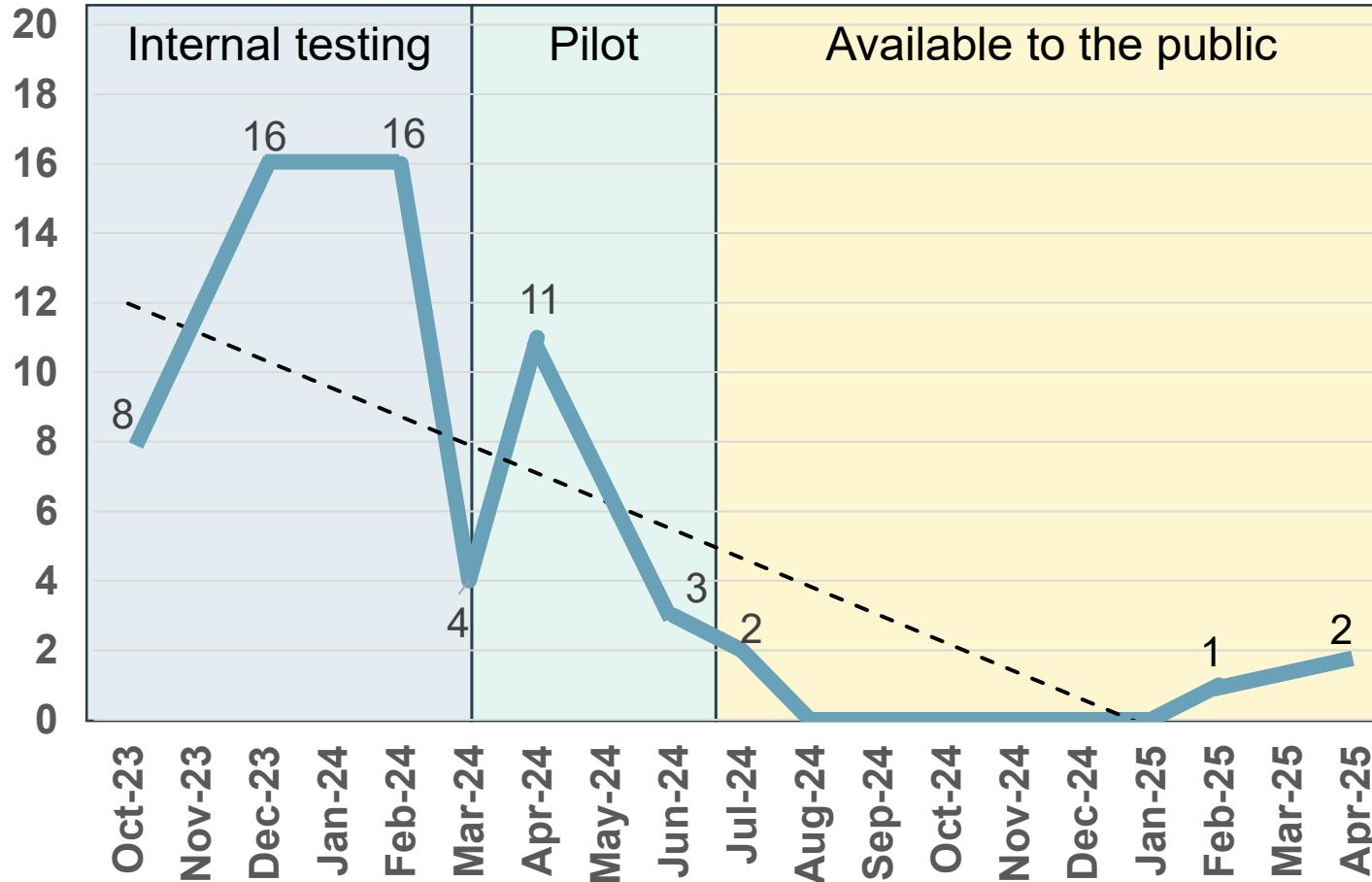
- 180,774 boardings in May 2025
- Used on 2.49% of all trips
- Increasing at an average rate of 15,839 per month
- Large spike at launch, consistent, sustained growth.

Sales (not apportionment)



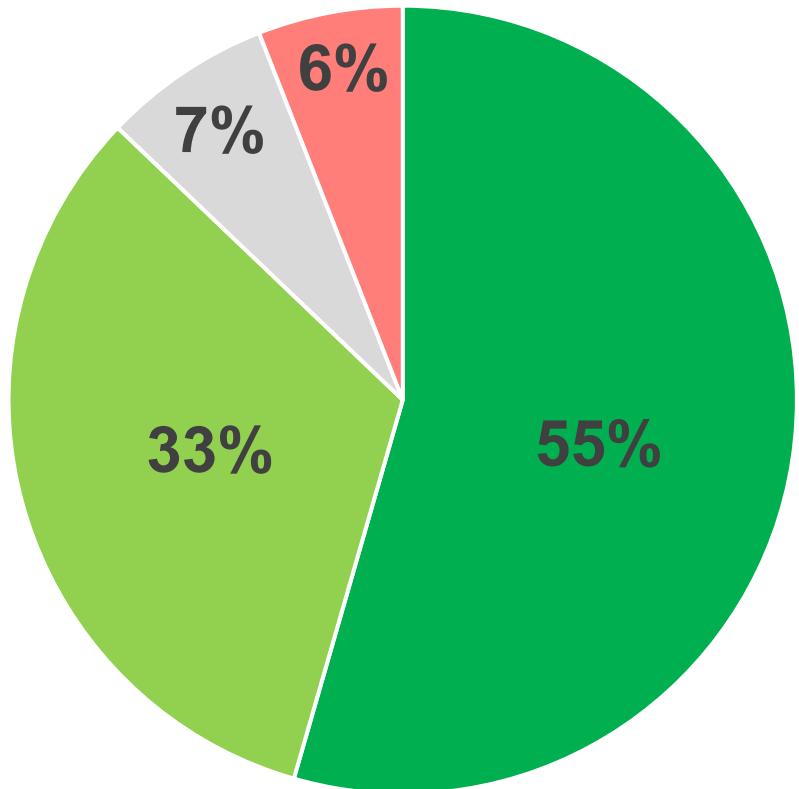
- \$231,120 in sales during May 2025
- \$231,120 in sales during May 2022
- Only includes in-Wallet purchases
- Increasing at an average rate of \$19,613 per month
- Already larger than the retail network (250+ stores)

Operational performance



- Significant process improvement learnings from product design, development and release phases
- Successful test and pilot phases
- High reliability and performance post launch

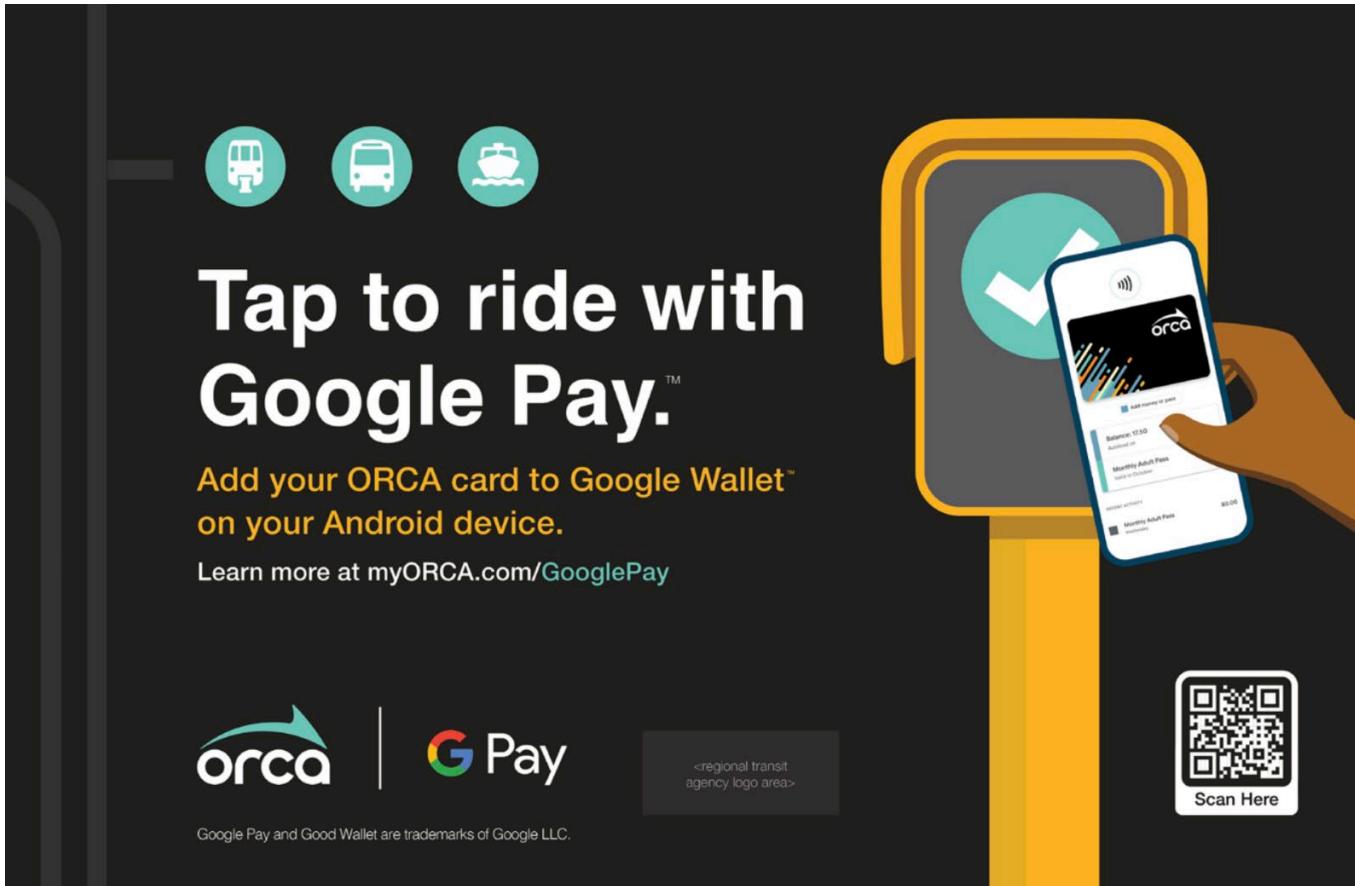
Customer satisfaction



- Extremely Satisfied ■ Satisfied ■ No Response ■ Not Satisfied

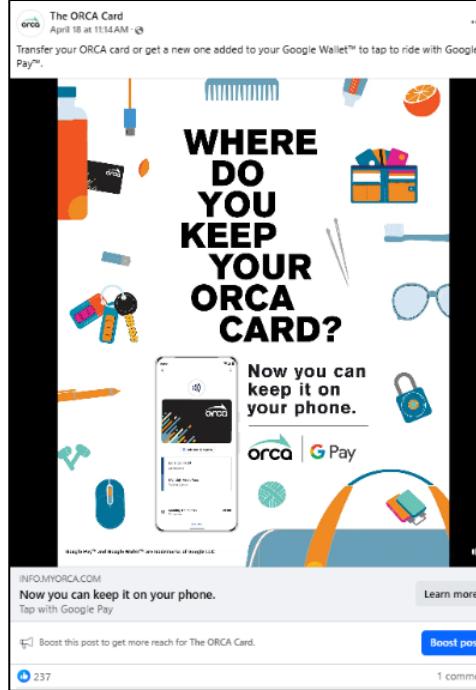
- 88% of customers are satisfied with ORCA in Google Wallet₂
- Less than 0.4% of ORCA customers using product contacted customer service in the first 90 days after launch.
- Halo effect on myORCA app for Android: Rating increase from 3.6 to 3.8 since launch

Launch campaign



- Transit ads, digital, print and radio
- High rate of initial adoption
- Simple, clear messaging
- Drive to website landing page, videos and support content.

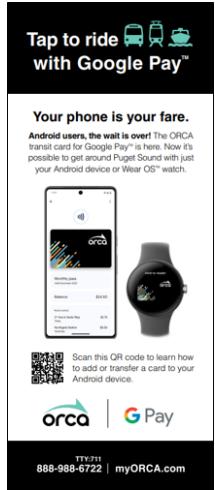
Follow-on campaign



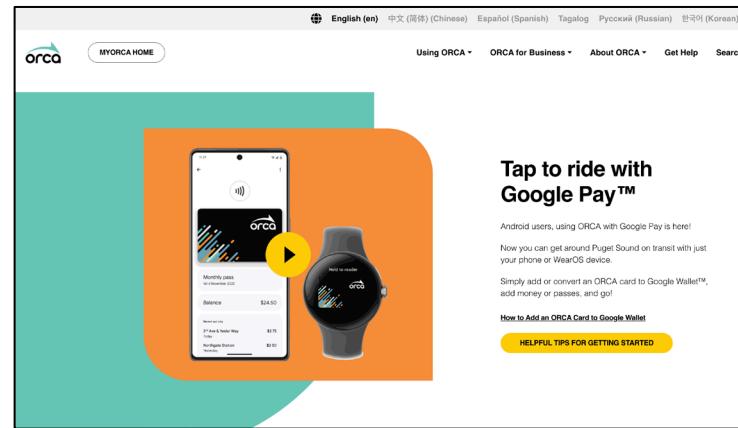
- Transit ads and digital
- Over 1,700,000 impressions
- Lots of customer engagement
- Driving consistent ongoing adoption seen in trend data



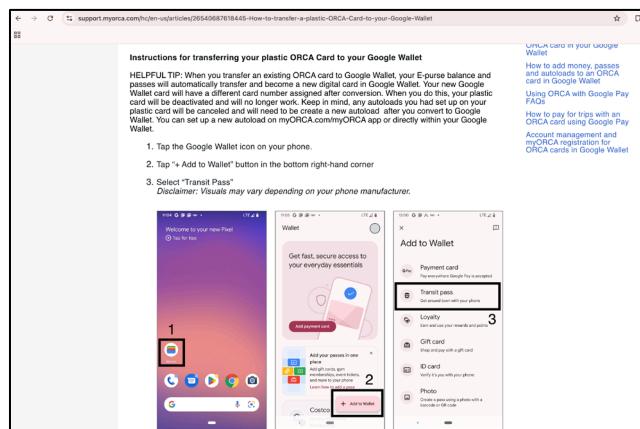
Customer support



Brochures



info.myORCA.com/googlepay



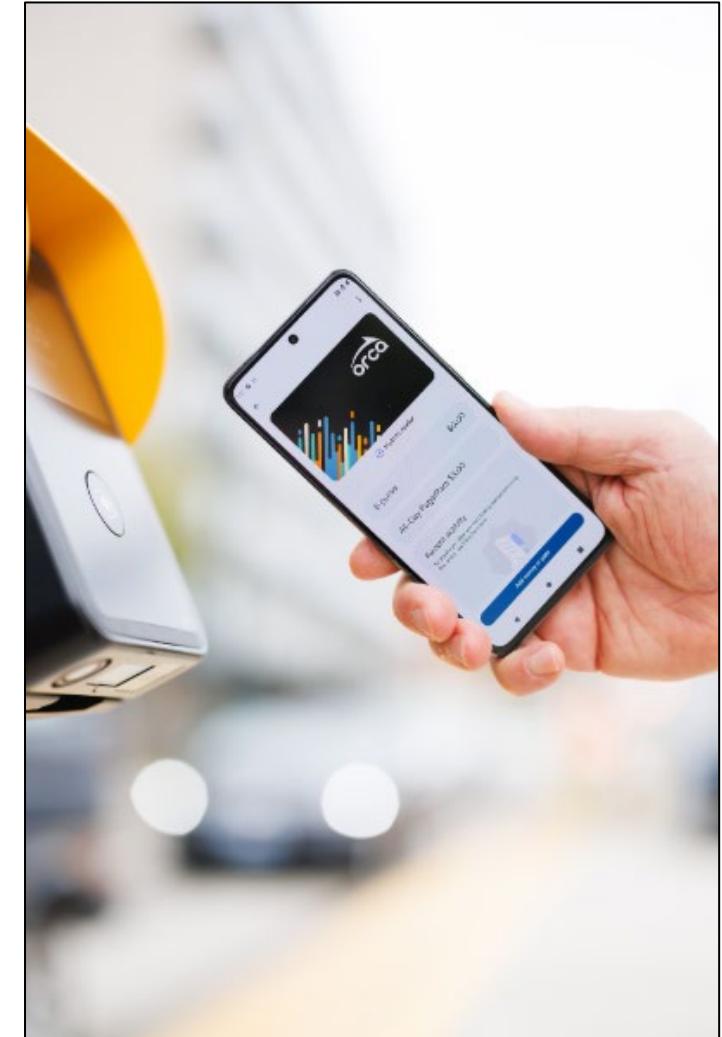
support.myorca.com

- Majority of customers chose self-serve support online
 - Product page
 - Videos
 - Support articles
 - Blog posts
 - Town hall meetings
- Less than 0.4% of ORCA customers using product contacted customer service in the first 90 days after launch
- Provided customized content and support for business accounts

Executive Summary



- Since launch on June 24, 2024
- 66,589 digital ORCA cards have been added to Google Wallet
- 1,394,725 boardings with Google Wallet
- \$2,129,256 in sales from Google Wallet (outpacing retail network)
- Adopted by 78 Business Accounts including Microsoft and Amazon
- Product is performing well for customers and satisfaction is high
- Awareness and engagement continue to increase among customers



What's next for ORCA in Google Wallet?



- Business account opportunities:
 - As of 5/31/25: 73 of 2,148 of BA's opted in
 - Continue outreach & awareness with BA's around the region to increase adoption of product
 - Direct digital issuance of cards for employees will help
- Launch of ORCA on other mobile platforms
- Lifecycle management: support customers if phone is lost or damaged, etc.

Thank you.



How the Puget Sound gets around