



ORCA strategic product roadmap recommendation

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Purpose

- Deliver on ORCA Joint Board outcomes and incorporate Regional Fare Forum feedback
- Focus on highest customer and agency impact and value
- Create a transparent, regionally aligned prioritization process for many requested projects
- Enable long-term strategic planning

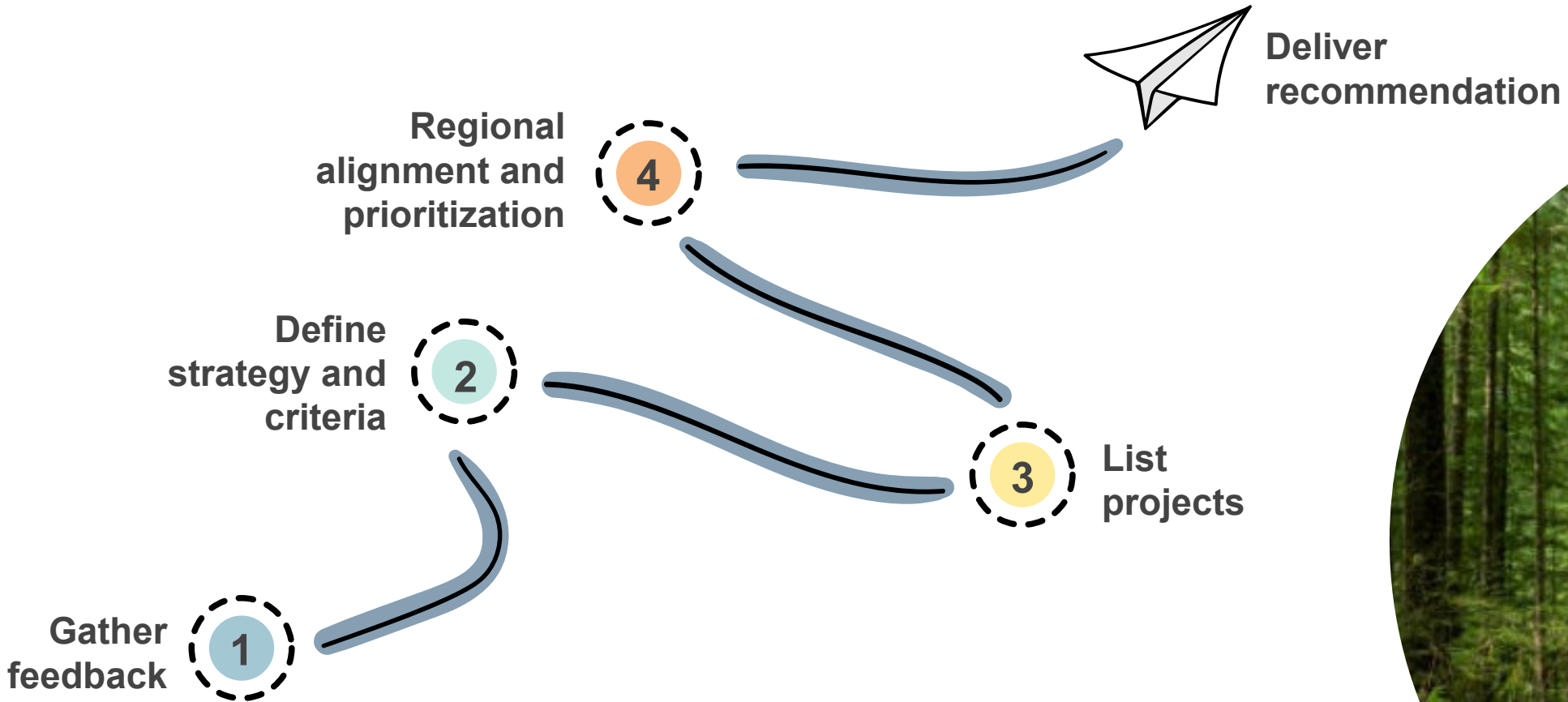


Participants

- ORCA Joint Board
- Agency Product Advisory Committee members
- ROOT (Regional ORCA Operations Team)
- With input from:
 - Regional Fare Forum participants
 - Agency staff and ORCA customers

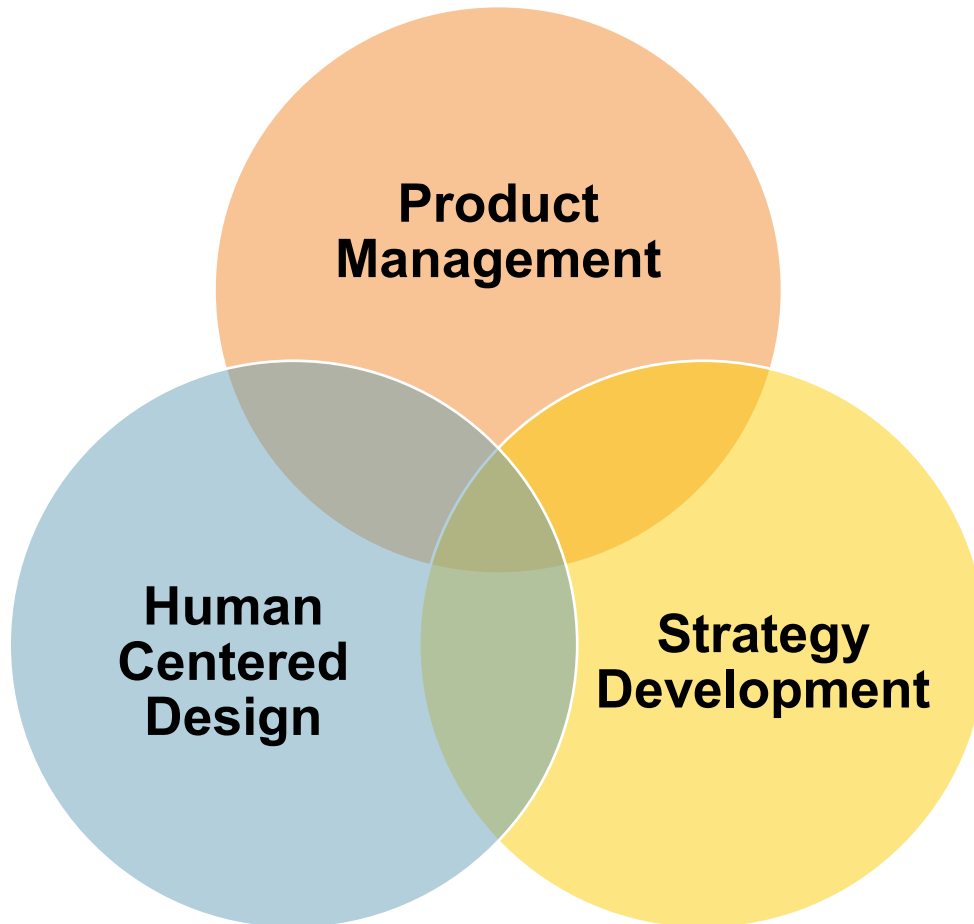


Process



Approach

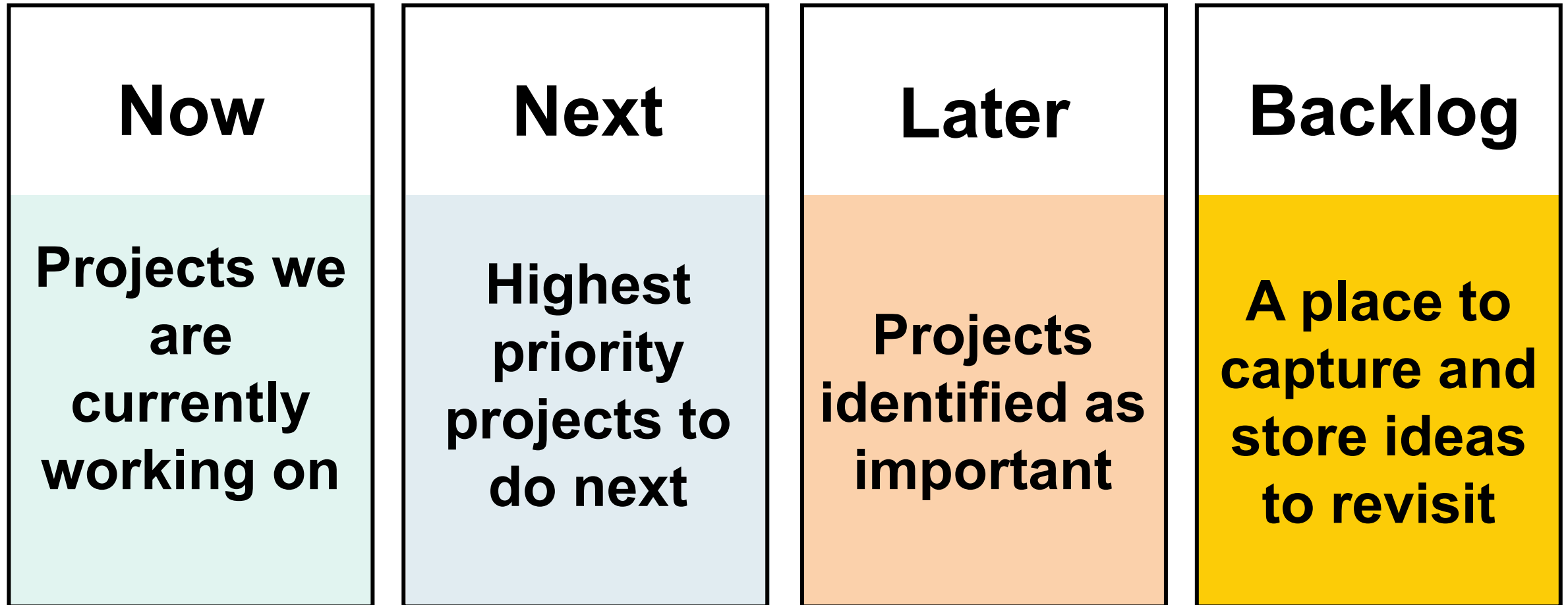
- Using best practices for creating products and software that customers love



Prioritization framework



- A transparent roadmap for large projects that is updated regularly



Prioritization themes

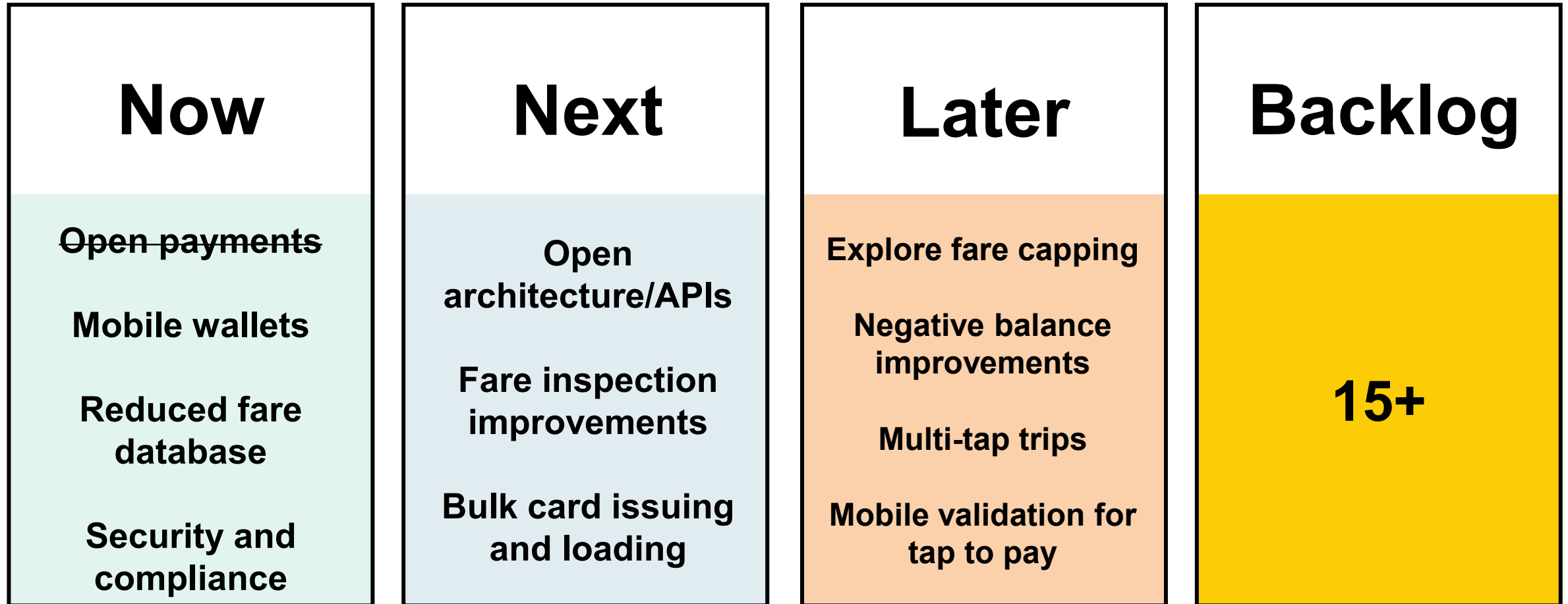
- Supporting access and affordability of our transit system
- Leveraging open architecture of the ORCA system
- Offering more digital card issuing and loading options
- Simplifying the user experience for customers and staff



Prioritization framework



- Large projects on our recommended roadmap



ORCA product workstreams



O&M Releases

Operations and maintenance release activities managed by INIT and ROOT including bug fixes, system upgrades, tariff changes and data updates.



Large Projects

New products with many features, user interfaces and/or data requirements, require 3rd party integrations, internal readiness programs and/or large-scale customer communication.



State of good repair

A large project that supports running a payments platform for seven transit agencies, including security, compliance, data systems, financial systems, hardware and network upgrades.



Feature enhancement requests

Internal or external user requests for small improvements that will increase efficiency or improve the ORCA experience.

Next steps

- Align ORCA agencies, vendors, and service providers
- Capital budget planning
- Bandwidth allocation and staffing
- Strategic planning and procurement with key vendors



Thank you.



How the Puget Sound gets around