

Central Puget Sound "ORCA" System Governance & Operations Model

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Presentation

1. System Description & Status
2. Governance Options & Adopted Strategy
3. Operations Management Structure
4. Adding New System Partners



ORCA Partners & Goals

Participants:

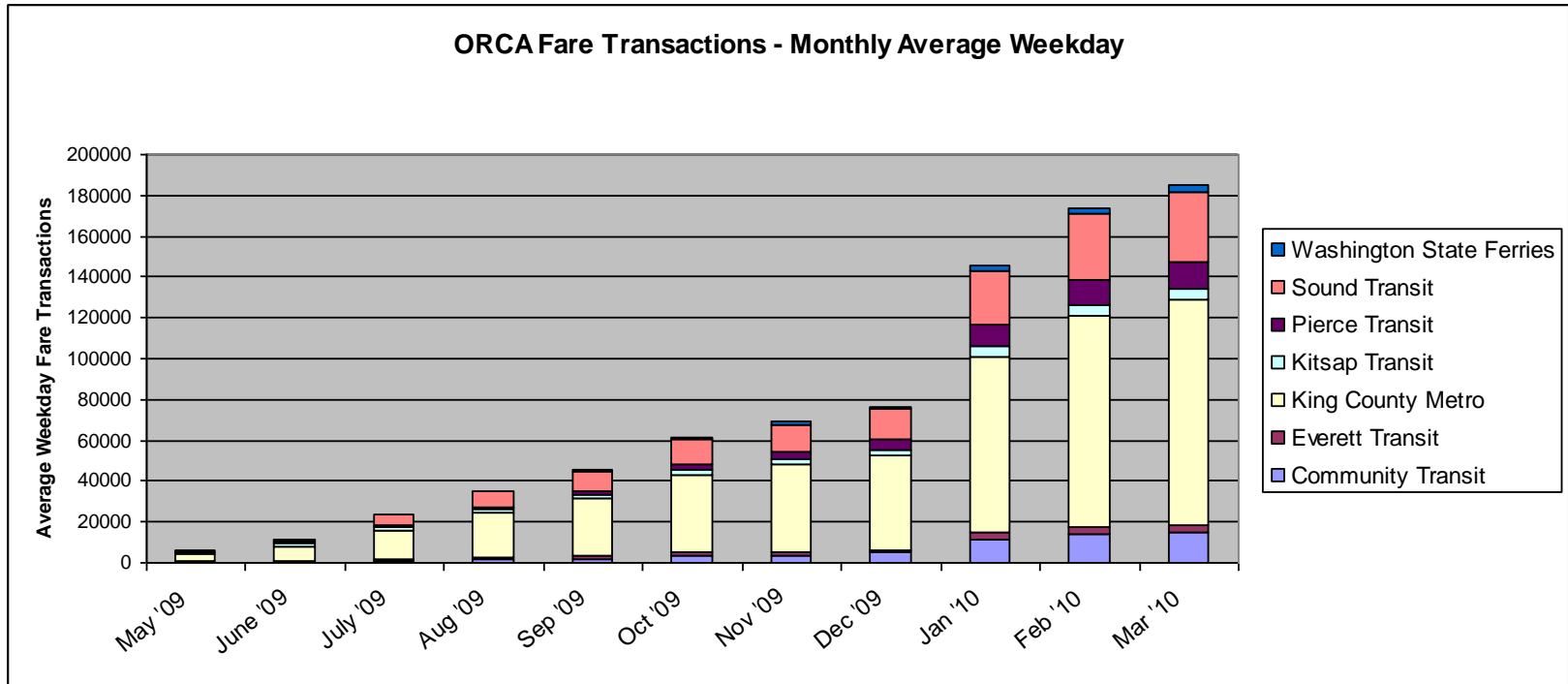
Community Transit (276), Everett Transit (50), King County Metro Transit (1400), Kitsap Transit (90), Pierce Transit (300), Sound Transit Express Bus (243), Sound Transit Link Light Rail (13 Stations), Sounder Commuter Rail (10 Stations), Washington State Ferries (20 Terminals)

Goals:

- ORCA = **O**ne **R**egional **C**ard for **A**ll (Seamless System)
- Replace all paper passes & tickets
- Regional Fare integration (5 of 7 Agencies)
- Support Business Account expansion (2,000 accounts)
- Support "Smart Bus" initiatives



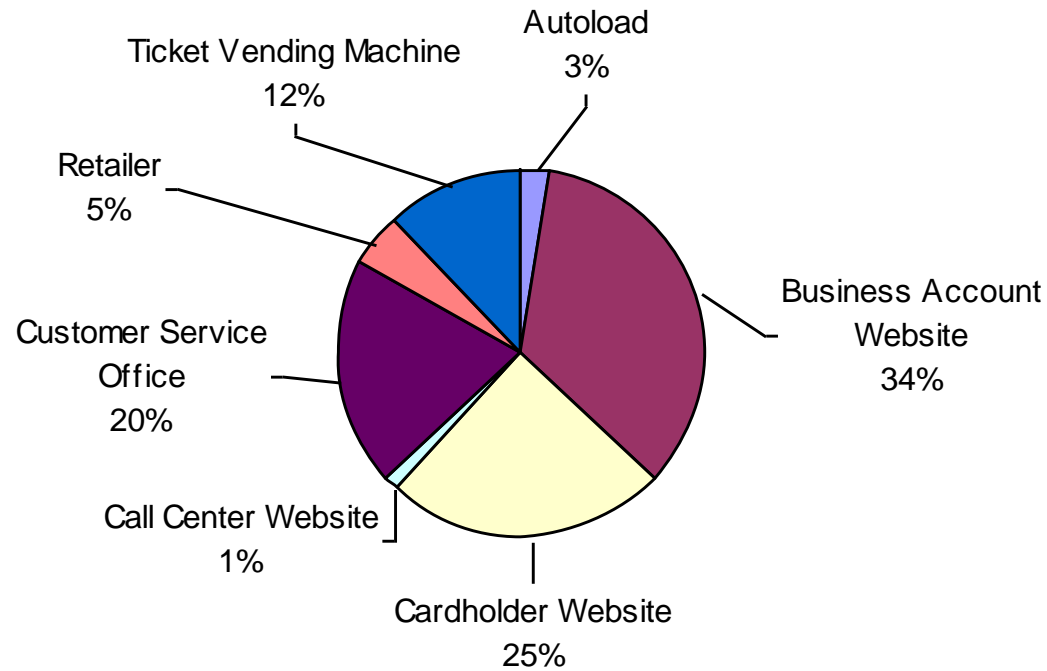
ORCA Roll-out Key Dates



- 2009** April – Soft Launch
- July - Link Light Rail Service Commenced
- September – “Big Splash” Media Promotion
- December – Terminate Paper Pass & Ticket Sales
- 2010** January – Terminate Cash Intersystem Transfers
- March – Commence \$5 Card Fee
- July – Target to Complete Business Account Conversion

Share of Total Sales by Sales Option

Share of Total ORCA Sales by Sales Option



Total ORCA Sales = \$5,303,161

ORCA Devices



Psion PFTP



**On-board
FTP**



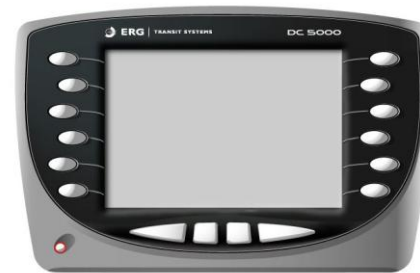
Stand-Alone FTP



**Wireless Data
Communication**



Retail Revalue



**Driver Display
Unit**

Governance Structure Options

Options Considered

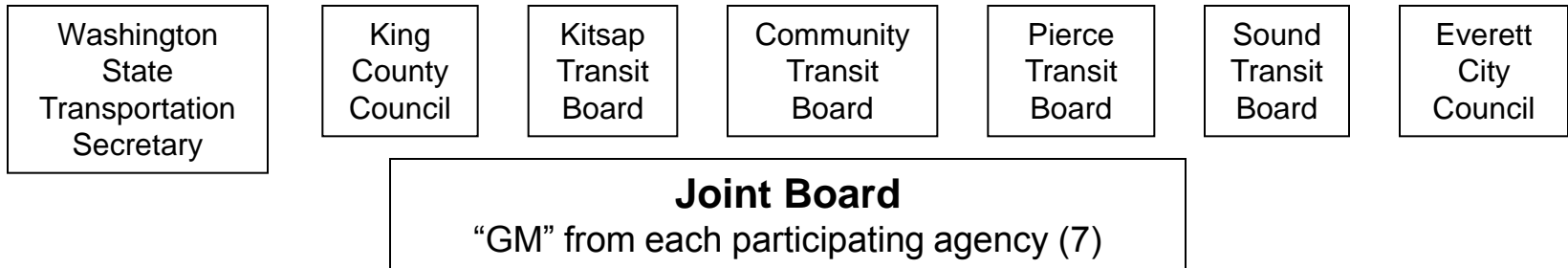
- Joint Powers Association (JPA)
- Lead Agency
- Interlocal Agreement (ILA)

Key Considerations

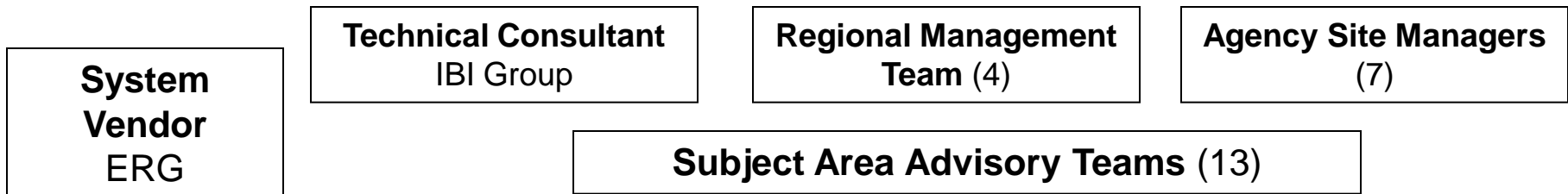
- Vendor Contract management risk factors
- Agency control of fare policy (per regionally adopted guidelines) and “customer facing” decisions

ILA - Design Phase Governance Structure

Governing Boards



ORCA "Project Team"

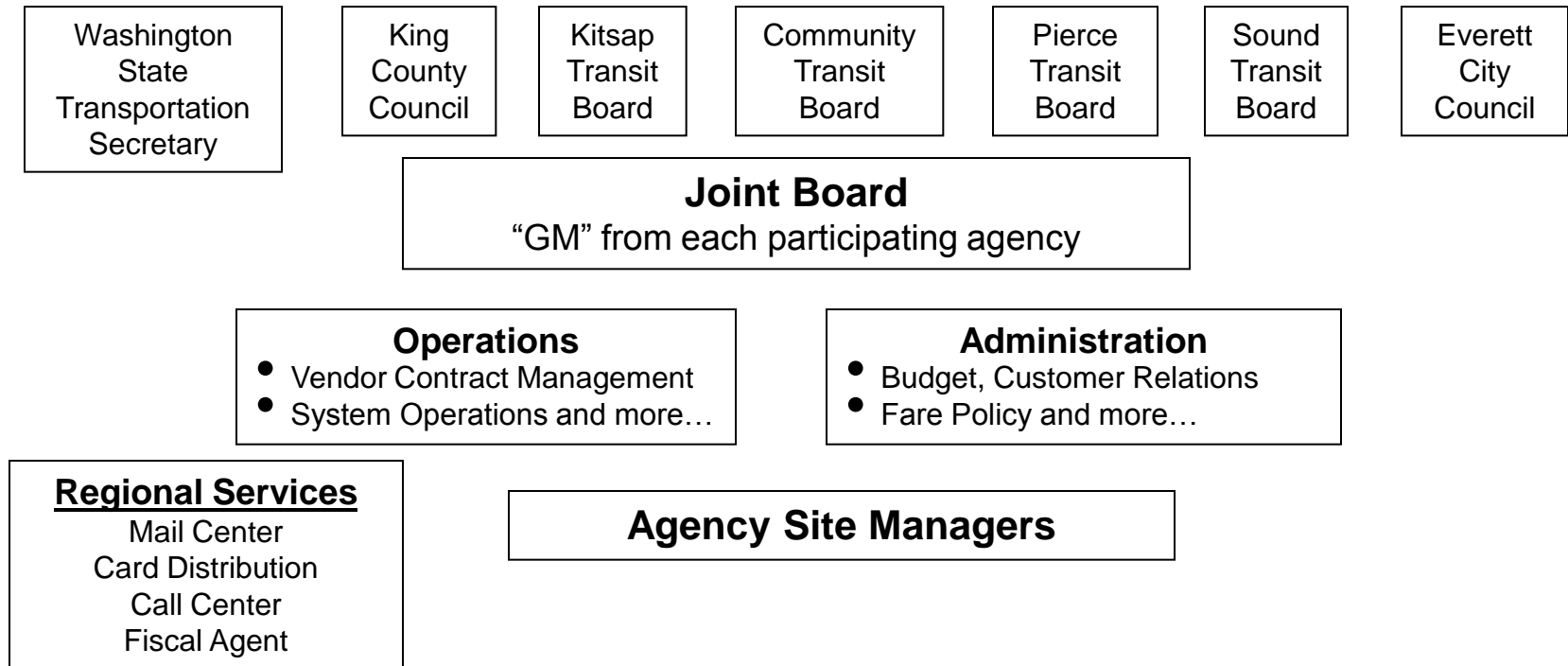


Key Factors

- Each Agency signed vendor contract
- Each Agency has equal decision-making vote
- Each Agency pays a share of regional costs (share per equipment purchases)
- Governing Boards amend the ILA; Joint Board amends the ILA Exhibits

ILA - Operating Phase Governance Structure

Governing Boards



Key Factors

- 2 Agencies (KCM & ST) jointly manage system
- Any Agency can provide regional services
- Each Agency pays a share of regional costs (share per transactions generated)
- Each Agency has equal decision-making vote

New ORCA System Partners

Full Partner:

- Vendor Contract allows any public agency in Washington, Oregon, and Idaho to join the ORCA system
- “New Partner” Agreement signed
- “Buy-in” payment includes all change order costs (e.g. system software web design), equipment and recovery for capital design costs

Participant:

- Agency-sponsored service; functions as a new route of current partner
- Analysis performed to document proposed operating plan and identify risks/issues
- Joint Board approves
- Sponsoring agency assumes risk/responsibility for “participant”



For Questions Contact:

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