



Retaining Customers While Changing the Game

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APTA Fare Collection Workshop



Long Standing Awareness

starting in 1980's

❖ State

❖ Metro

❖ Employers

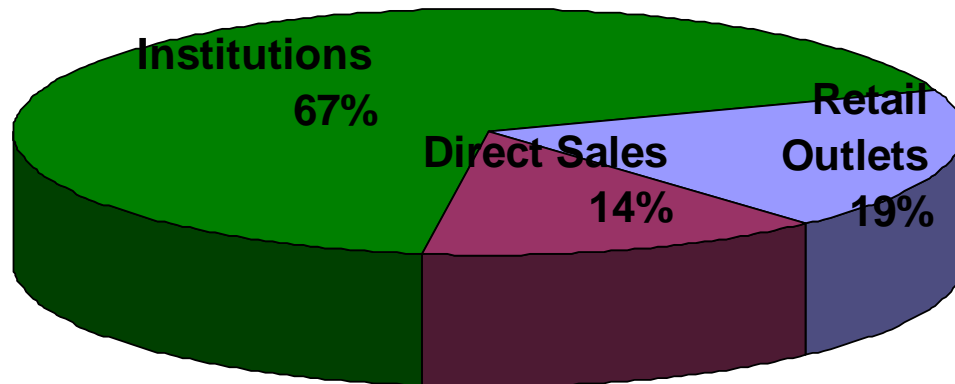


State of Washington in the 1990's

- ❖ Continued interest in building employer program support
- ❖ Growth in transit agency programs

Why it Matters

King County Revenue in 2009



Wave of the Future

○ One Regional Card for All



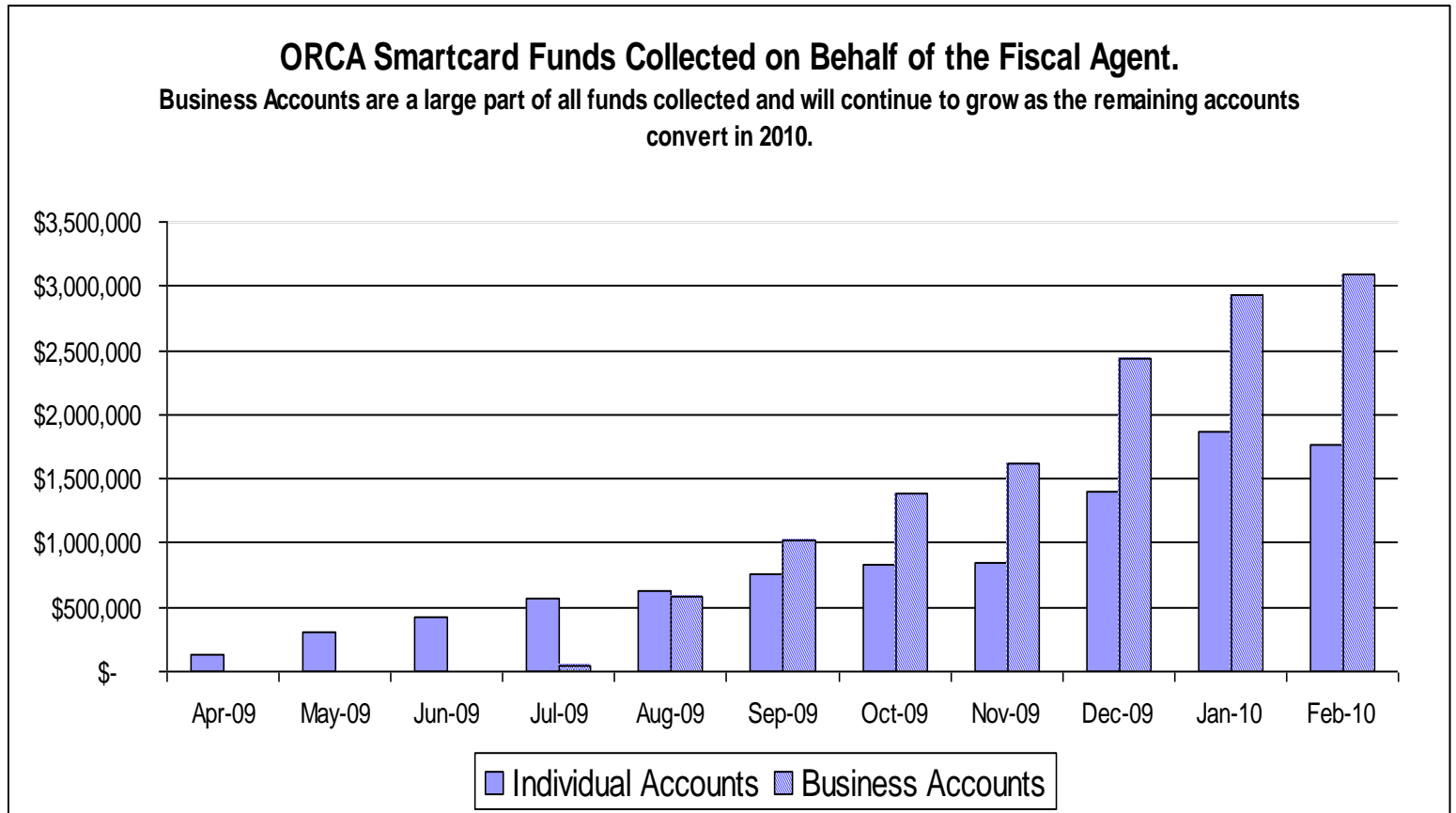
- Community Transit
- Everett Transit
- King County Metro Transit
- Kitsap Transit
- Pierce Transit
- Sound Transit
- Washington State Ferries



ORCA Benefits for the Customer

- ❖ Simplified card purchase and distribution
- ❖ On-line product purchase
- ❖ On-line management of account
- ❖ One Lead Agency per Company

Measurement of Transition





Current Status/Lessons Learned

- ❖ ORCA Conversion continues
 - ❖ Employer education continues
 - ❖ Staff training continues
-
- ❖ Recommendations for Others

Next Steps

- ❖ Need to stabilize system and processes

VS.

- ❖ Continuous adaptation as long term goal
 - ❖ 3rd party alternatives
 - ❖ Terminal limited debit cards, new banking systems, etc.



Thank you

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