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# Retaining Customers While Changing the Game

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March 30, 2010  
APTA Fare Collection Workshop



# Long Standing Awareness

starting in 1980's

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❖ State

❖ Metro

❖ Employers



# State of Washington in the 1990's

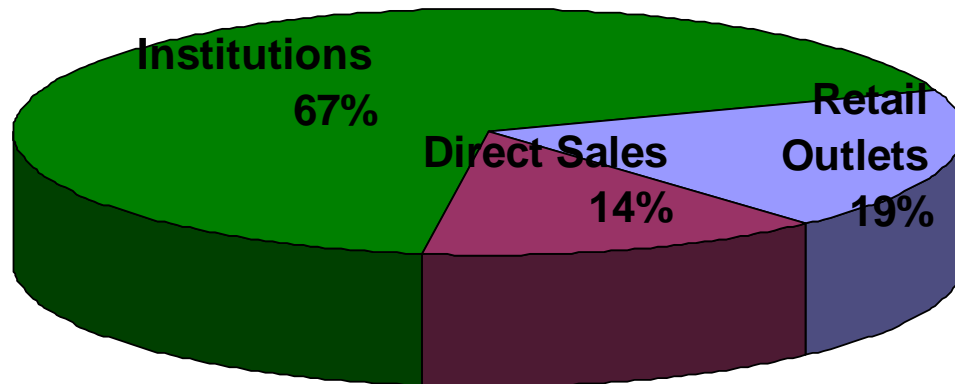
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- ❖ Continued interest in building employer program support
- ❖ Growth in transit agency programs

# Why it Matters

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**King County Revenue in 2009**



# Wave of the Future

## ○ One Regional Card for All

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

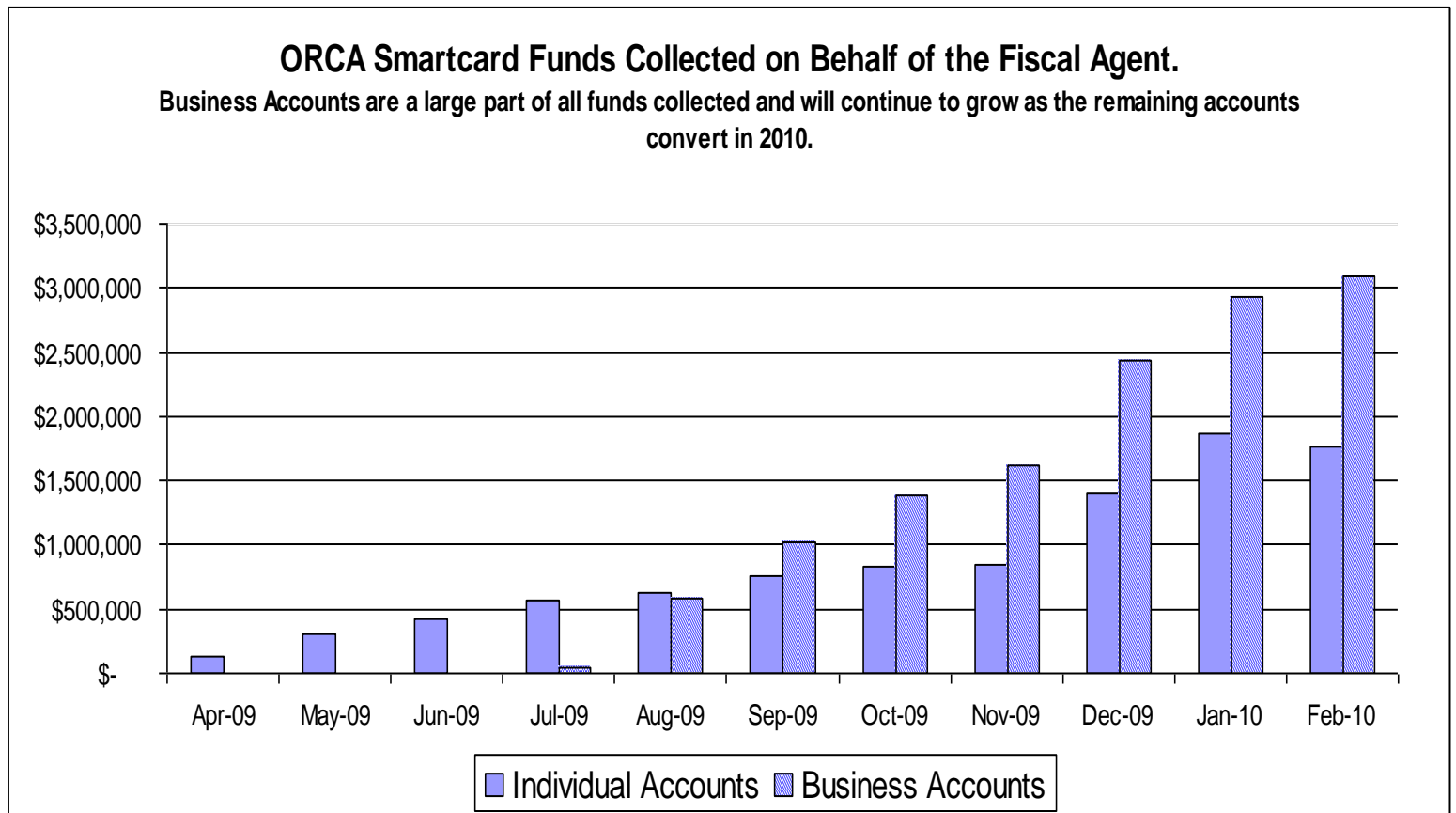


# ORCA Benefits for the Customer

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- ❖ 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

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



# Next Steps

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- ❖ 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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