



ORCA Press Briefing

May 2, 2022

Welcome!



Agenda



10:00-10:05	Welcome and introductions
10:05-10:15	ORCA presentation
10:15-10:50	Product tour
10:50	Close



Introductions



**Brittany
Esdaile**

Director,
ORCA



**Scott
Corbridge**

Program Manager,
ORCA



**Chris
McKnight**

Manager,
Marketing and
Communications,
ORCA



**Scott
Thompson**

Lead Public
Information
Officer, ORCA

Why upgrade ORCA?



- Current equipment needs to be replaced
- New technology is making better payment solutions available



Why upgrade ORCA?



- Current equipment needs to be replaced
- New technology is making better payment solutions available
- Opportunity to solve for pain points and improve the customer experience:
 - Instant loading
 - Better website
 - More locations
 - New mobile app



Timeline



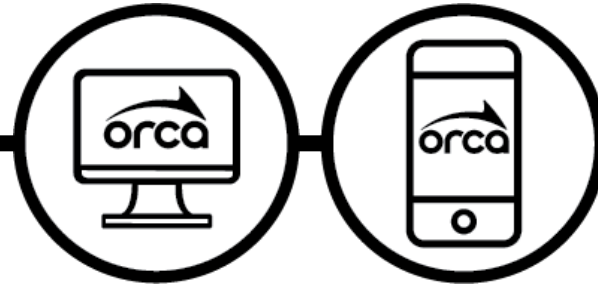
Early 2022



New vending
machines and
card readers

Spring 2022

May 16, 2022



New website
and mobile app

Summer 2022



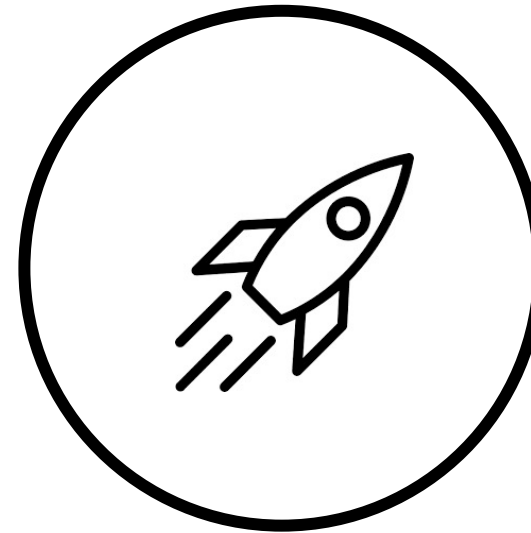
More retail
locations

New card
design

Future releases



Tap to pay with
smartphone
2023



More features and
updates to come
2023+

May 16 launch



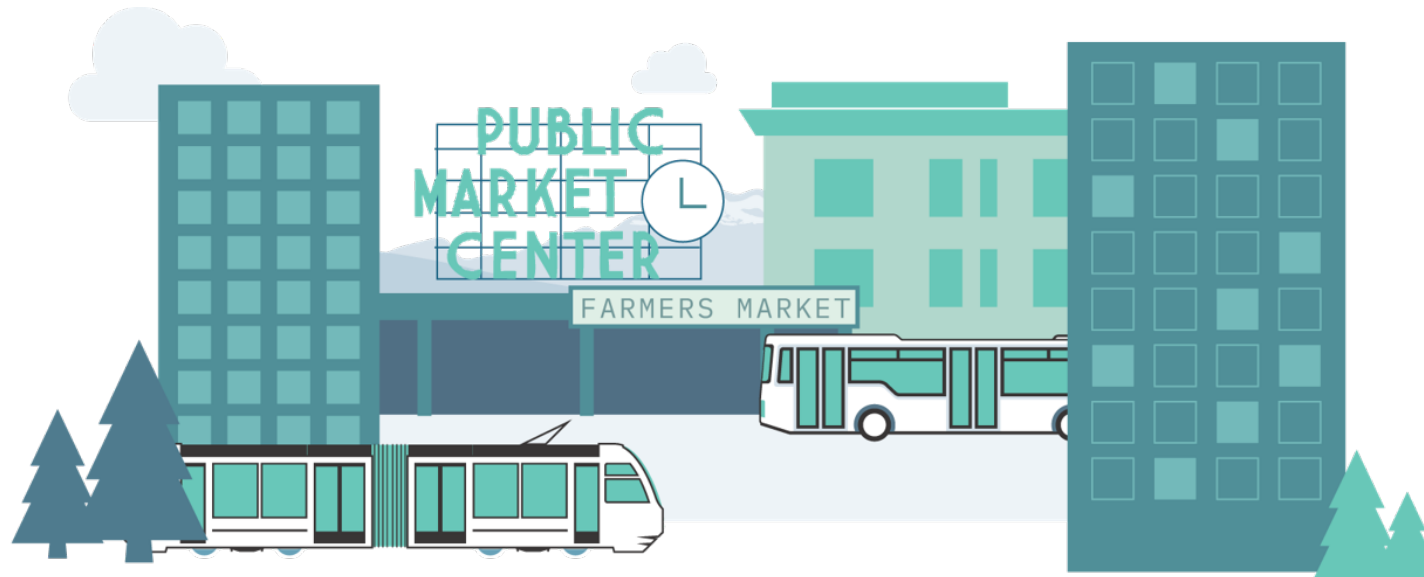
Date	Action
Monday, May 16, 2022	<ul style="list-style-type: none">- Beginning of the transition to the new ORCA system- Starts with the launch of myORCA.com and myORCA app



May 16 launch



Date	Action
Monday, May 16, 2022	<ul style="list-style-type: none">- Beginning of the transition to the new ORCA system- Starts with the launch of myORCA.com and myORCA app
Saturday, May 14 through Sunday, May 15, 2022	<ul style="list-style-type: none">- No fares collected by participating ORCA agencies- Some exclusions apply on WSF

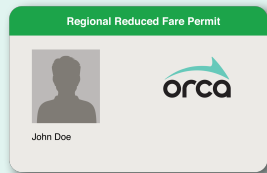


What customers need to know



All cards will work

No need to replace your card, the one you have will still work!



Lower cost for cards

New adult card cost reduced from \$5 to \$3.

First reduced fare card is still \$0.



Website customers

When you need to add value or passes, create a new account at myORCA.com or with the myORCA app for iPhone or Android.

Autoloads will expire. Set up autoloads again in your new account.






Retail customers

Customers who use retail stores only will need to replace their cards later this summer.



Customer resources



- myORCA.com
 - Sign up for updates
 - Contact us
- Social media @TheORCACard   
- Virtual open houses – Tuesday, May 3 and Wednesday, May 4th



myORCA.com/orca-open-house

Digital press kit



- Press release
- Photos
- Videos
- Open house invites
- Customer content



myORCA.com/orca-press-kit

Thank you.



How the Puget Sound gets around