

COMMUNICATIONS & CUSTOMER SERVICE

To: All STA Employees
From: Brandon Ropez-Betty, Director
Date: March 26, 2020
Re: **Pass Replacements due to COVID-19**

Background

The current pandemic has created significant disruptions for Spokane Transit customers since early March. Businesses, destinations and events were ordered to be closed, many people were sent to work from home, and many have or will be laid off. For many, the money paid for their pass didn't provide the transit value they expected.

Ridership Incentive – Recover Lost Value

Recovering the lost value from passes used in March creates a positive customer experience and a much higher likelihood they will return to riding sooner.

Value Replacement

Once deemed safe by public health officials, STA will encourage riders to return to public transit by replacing the real or perceived pass-value loss caused by COVID-19 during the month of March. All fares are suspended for the month of April, so passengers can ride at no cost.

Fixed Route Customers – Customers who bring in a pass or a smart card that was activated or expired in the month of March will receive a replacement pass. Only valid for 7-Day and 31-Day Passes.

Paratransit Customers – STA will extend March passes to be valid in the first full month once fare collection resumes. If a Paratransit customer already has an April pass, that pass can also be used in the first full month once fare collection resumes. In the instance a Paratransit customer has both a March and April pass, they can use them consecutively in the first and second month once fare collection resumes.

Vanpool – Vanpool payments for the month of March will be applied to the first full month once fare collection resumes. Vanpools groups will not be penalized in the interim for group size.

ShuttlePark – Customers can continue to use their March passes through the month of April. Customers who already purchased an April pass can exchange it for a future pass once fare collection resumes.

Pass replacements will not occur until the Customer Service counter at the Plaza until pass sales resume. Instruct customers to hold on to their pass until that time.

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Flexibility

These March-focused solutions are intentionally broad to create clear messages for customers. There will be some scenarios that do not fit within this framework. The Customer Service Manager will use discretion on a case-by-case basis to ensure a fair solution in those instances.

Tracking

In the instance these replacement values are covered by state or federal COVID-19 aid packages, Customer Service will work with Finance to create a Point-of-Sale code for tracking purposes.

Adjustment

New information may require adjustments to this plan. Updated information will be provided in that instance.

Please contact your supervisor or the Customer Service Manager, Jenni Knoll, jknoll@spokanetransit.com, or x6087, with any questions.

Please Post for those without email.

Cc: Steve Blaska
Brandon Rapez-Betty
Nancy Williams
Karl Otterstrom
Monique Liard
Thomas Leighty
Sam Hairston
Mike Kunder