

**Ride for Change:  
KATamorphosis  
and Other Recent Efforts to  
Improve Public Transit  
in Knoxville**

*Cindy McGinnis,  
KAT General Manager*

# *What is KAT?*



Community Advisory  
Committee

K-TRANS MANAGEMENT, INC.



**KAT is the name  
of Knoxville's  
Transit System**





## KAT:

- Employs 286 people
- Provides 3.5 million passenger trips per year
- 2010/11 Operating Budget: \$18 million

### *Revenue:*

\$9 million City of Knoxville  
\$5 million TDOT and FTA  
\$2 million UT  
\$2 million fares

### *Expenses:*

\$11 million wages, benefits  
\$2.5 million group health  
\$2.5 million Fuel  
\$2 million insurance and other



- Vehicles:
  - 75 urban transit coaches
  - 11 trolleys
  - 35 small buses and vans
- Service:
  - 23 routes (\$1.50) – 2 Express Routes (\$2)
    - Hub and spoke, pulse transfers
  - 6 routes serving UT (free on campus)
  - 3 trolley routes (free)
  - UT Sports Shuttles (\$5 band or free)
  - LIFT service (\$3)
- Annually:
  - 250,000 hours of service
  - 3,000,000+ miles operated
  - 1,000,000 gallons of fuel



**Prior to August 16, 2010:**

**Main Street Transfer Site:**



*Ride for change*



**Prior to August 16, 2010 continued:**

Downtown Knoxville Transportation Linkages Study (2001) and Knoxville Area Transit Action Plan 2010 (2002) documented need for dedicated transfer facility.

Congressman Jimmy Duncan obtained federal funding for the construction of a downtown transfer center for KAT (80/10/10:)

Knoxville Station cost \$29.6 million

Total project cost \$33 million:

Alternate site evaluation

Several site plans developed

Property, AVL Purchases



# KATamorphosis:

[KAT-uh-mawr-fuh-sis ]

1. A profound change in form from one stage to the next in the history of Knoxville Area Transit,
2. A complete change of form, structure and substance as a result of careful planning,
3. A transformation!
4. Name of the KTA committee tasked with guiding KAT staff through recent, significant change.



## **KATamorphosis Stages:**

Site Selection

Regulatory Oversight FONSI to LONP:

Environmental

Historical

TDOT Air Rights

Public Input

Transit Center Construction

Operational Transformation

KATtitude!!!

## **Site Selection Stage:**

37 possible sites identified and analyzed,

Former Chamber of Commerce and American Accessories site selected:



### ***Pedestrian Design Criteria***

Safety – station entry visible from a distance;

Convenience – street level entries;

Access – accessible for

persons with disabilities, buses on one level.



## **Regulatory Oversight Stage:**

In addition to an Environmental Assessment a Particulate Matter (PM) 2.5 Qualitative Hot Spot Analysis due to non-attainment status, included mitigation measures:

PM Filter retrofit of existing fleet  
Reduced Idling, improved traffic flow  
AVL system deployment

The project site was once the center of a thriving neighborhood that dated to the late 1800s. The UT department of anthropology unearthed clues to the City's history.



Children's marbles and soft drink bottles were found at the site.



Information displays in the passenger indoor waiting area describe features of the building and the archeological site work.





## ***Transit Center Construction Stage:***

The site is roughly four acres anchored by land near Hall of Fame Dr., and a bridge spanning James White Parkway.

The busway features:  
20 bus platforms with covered passenger walkways, the covers are vinyl coated fiberglass tensile fabric canopies.





Also there are three climate tempered passenger waiting areas with temperature activated radiant heaters, benches, a designated smoking area, passenger information displays, and a Supervisor's booth...





Adjacent to the sidewalk along Church Avenue a new urban garden has been planted with native plants, and is a pedestrian plaza linking the downtown core with neighborhoods and parking garages to the East.



The Station House:  
The building is approximately 21,000 square feet. This view looks out the main entrance at Church Ave. and the passenger waiting area is to the right. Administrative offices, and the bus operator break room are located on the second floor.





Passengers access the busway by stairs, escalators or elevators. Pictured below on the right are customer service, security office, restrooms and elevators.

Vending and the Station Cafe are located here as well.



## The Knoxville Station Transit Center is Green!

Silver LEED Certification by US Green Building Council is being sought. Green features include:



- >Geothermal HVAC System
- >Low Flow Plumbing Systems
- >Lighting Occupancy Sensors
- >Extensive Natural Lighting
- >Low Wattage Light Fixtures
- >A Shower to encourage biking to work

- >Vegetative Roofs
- >Exterior Window Shading
- >Solar Demonstration
- >Commitment to Recycle





## Transformation Stage: Branding



[www.katbus.com](http://www.katbus.com)



**kat**  
KNOXVILLE  
AREA TRANSIT



*Ride for change*



## **Transformation Partners:**

### **Transportation Planning Organization (TPO) and Metropolitan Planning Organization (MPC)**

TPO: Contracted for a Transit Development Plan

All routes changed to serve KS

Peer analysis, efficiency, fares

Numerous stakeholder meetings

Extensive outreach to passengers

MPC: Produces system and route maps

### **KATamorphosis Committee:**

Three KTA commissioners

Established Route Change Guidelines

Bus stops at bus stops only



## The Public Building Authority (PBA):

Project Manager

Facility Manager

Landscape Maintenance

Building Maintenance

Security

Training Room Reservations





## **KSTC Opens:**

KAT Staff and Volunteers:

Extensive Bus Operator Training

Extensive Passenger Outreach

Grand Opening Events:

Art Exhibit, First Friday with Leadership

Knoxville Alumni invited

Open Houses:

Employees

Neighbors and the Church

Passengers

Grand Opening Ceremony

Rep. James Oberstar

Rep. Jimmy Duncan





## **KATtitude Stage:**

Taking advantage of the positive attention generated by the opening of Knoxville Station Transit Center:

Developing a television commercial

Continued development of Super Stops

Examination of Trolley Routes to begin November 2010.

Bus stop location, schedule and minor route adjustments for January 2011.