



Knoxville Area Transit

Proposal for going cashless onboard



Fare Capping

The new fare payment system will allow us to implement fare capping.

Fare capping allows customers to save money by providing the same rates as a daily or monthly pass without the up front cost.

- Passengers pay the lowest fare every time, guaranteed!
- The fare payment system tracks usage and stops charging after the daily or monthly limit is reached.
- Customers will never pay more than \$2 a day, or \$30 in 30 days.
- Customers who qualify for discounted fare never pay more than \$1 a day, or \$15 in 30 days.
 - Contact Customer Service to enable discounted fare on your account

PAYING FOR DAILY RIDES

NO FARE CAPPING

$$\text{\$2} \times 365 = \text{\$730}$$

\$2 per day for a year

$$\text{\$2} \times 260 = \text{\$520}$$

\$2 per day for a year (weekdays only)

WITH FARE CAPPING

$$\text{\$30} \times 12 = \text{\$360}$$

\$30 per month for a year

Frequent riders who can't afford the up front cost of a monthly pass can now SAVE an average of: **\$160 – \$370 a year**

How katpay works



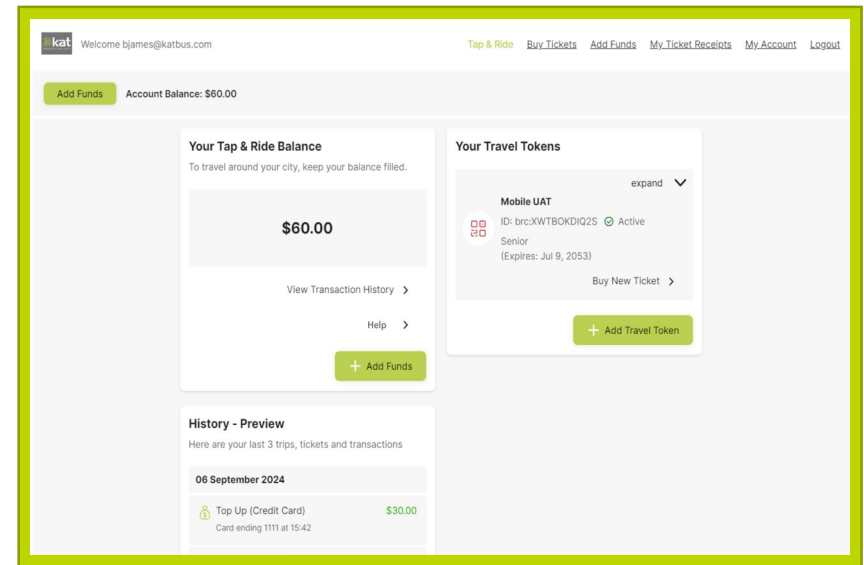
The new fare payment system is called katpay

- Can be used as a mobile account within the Transit app
 - Can still purchase mobile tickets through Transit app
- Can use a tappable fare card

How it works:

Create Account in the Transit app, or register your katpay card in the online web portal

- Reload value
- Track your fares
- Protect your account
(if your card is lost or stolen we can freeze your account)



*katpay cards do not require registration, but it is recommended



How katpay works

Load value

into your katpay mobile account, or reloadable katpay card

- Add value in the Transit app, online web portal, KAT Customer Service counter, or a retail location around Knoxville (using cash or debit/credit card)
 - Retail locations will include: Walmart, Kroger, Family Dollar, Dollar General, Walgreens, Pilot Centers, Circle K, CVS Pharmacy and more

Pay as you go

- Reload value in your account when it's convenient for you (amount must be between \$1 - \$100)

Scan mobile account barcode, OR

Tap katpay card on the onboard validator every time you ride.

- The fare payment system tracks usage and stops charging after the daily or monthly limit is reached.



How to get a katpay card

katpay cards must be purchased from the KAT Customer Service Counter during business hours:
Monday – Saturday, 8:00 a.m. – 5:00 p.m.
Sunday, 8:00 a.m. – 12:00 p.m.



katpay Cards cost \$4

- First katpay card is “FREE” when you create an account for a limited time
- From October 23, 2024 – May 1, 2025, when you purchase a katpay card, a credit of \$4 will be loaded into your account
 - Must create account and register card through online web portal to receive credit

katpay mobile accounts – no account fees

- From October 23, 2024 – May 1, 2025, when you create a katpay mobile account in the Transit app, a credit of \$4 will be loaded into your account
 - Must contact KAT Customer Service to get credit
 - Does not apply to existing Transit app/ mobile ticket users
- Passenger must have smart phone, with service plan or access to WIFI to add value in their account.
 - Do not have to be connected to service or WIFI to scan account on bus



Plan Timeline

August 22, 2024 – KAT made recommendation to KTA Board

September 26, 2024 – KTA Board holds public meeting to discuss this recommendation

- Meeting is at 3pm in the Small Assembly Room in the City-County Building

October 23, 2024 – katpay launch

If Recommendation is approved:

October 23, 2024 – February 2, 2025: Ticket buyback program

- Passengers can trade in UNUSED paper tickets and change cards
- Amount of ticket/ change card will be credited to katpay account (mobile account or katpay card)

December 2, 2024 – LAST DAY to purchase paper tickets at customer service

- One Day passes still available on bus

December 31, 2024 – LAST DAY to use paper tickets on buses

January 2, 2025 – Exact change required in fare boxes

- No paper tickets can be used on bus
- No change cards given
- Cash price is \$1 per trip (no transfers)

*Dates subject to change

*No change to Lift fare payment options



Recommendation to KTA Board

Knoxville Area Transit has recommended to the KTA Board that we transition to cashless ticket payment methods and exact change only onboard our buses.

Why: The current fare boxes on our buses are no longer supported and have been deemed obsolete by the manufacturer.

Transitioning to a cashless ticket payment system and exact change only can significantly **improve the convenience, efficiency, and overall experience** for both customers and KAT.

Benefits:

- Expedite the boarding process making it quicker and more efficient
- More than 50 retail locations where customers can add funds to card using cash
- Allows us to implement Fare capping to save customers money
- Gives passengers a choice between a mobile account or a reloadable fare card, with multiple ways to add value to either account option
- Increases KAT's operational efficiency
 - Reduced maintenance and labor costs for fixing fareboxes and handling cash
 - Gives KAT the flexibility to examine, and possibly implement rear-door boarding



Questions?