



NEWS RELEASE

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Smart Trips Awards Commuters during Try Transit Week

Knoxville, Tennessee – July 7, 2016 – The week of July 11 has been named Try Transit Week by Knoxville Area Transit (KAT), and Smart Trips is rewarding workers for commuting via transit and logging their trips.

Smart Trips is a free online program that encourages people to take alternative commutes instead of driving alone to work. While other clean commutes are encouraged and rewarded regularly, the week of July 11th will be focused on transit. Multiple awards and prize drawings will be held for both new and long-time users. Try Transit Week prizes will be given for bus or trolley commutes taken between July 11th and July 16th and logged on the Smart Trips website by midnight on July 20th.

Chances to win include:

- Anyone who logs a bus or transit commute between Monday and Saturday on the Smart Trips website will be entered into a drawing
- Commuters who log a bus or trolley ride for the first time that week will be entered into a drawing
- Long-time transit users who have accumulated enough points to reach bronze, silver, or gold status over the lifetime of their Smart Trips account will be awarded

“Our participants are dedicated and we love to give back to them for the difference they are making in our region,” said Christi Wampler, Smart Trips Program Coordinator. “Try Transit Week is a great opportunity to put the spotlight on transit options in our area and reward those who participate.”

For anyone who has never ridden the bus before, Free Rides Friday is the perfect way to try it out. Rides will be fare-free all day on July 15th, and riders can use KAT’s new Google Trip Planner to easily plan and navigate trips.

Smart Trips encourages people to try it if they never have before, and to think creatively about their commutes. There are bike racks on all buses and the free trolley can deliver riders into downtown from free and reduced fee parking areas. KAT provides options for making green commutes and can help people save money on vehicle costs and parking.

For more information about Smart Trips, visit www.knoxsmartrips.org, call 865-215-2500, or e-mail smartrips@knoxtrans.org.

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Smart Trips, which is housed within the Knoxville-Knox County Metropolitan Planning Commission, is a free, online program that encourages people to take alternative commutes such as walking, riding a bicycle, or carpooling, instead of driving alone to work. Smart Trips helps commuters find carpool partners or learn to navigate the area by bike, bus or on foot while saving money on gas and helping the environment.