Memorandum

To: All
From: Kingsport Area Transit Service (KATS)
Date: February 5, 2021
Re: New KATS bus stop signs

KATS customers, and the traveling public, will begin to notice new bus stop signs being installed starting this month. The new design will feature the updated blue and green cat logo which also mimics the shapes of green mountains and blue streams, representative of the area’s natural beauty. The sign shape will remain the same familiar circle but will be larger by two inches, and the vast majority of them, once installed, will be double-sided, meaning passengers will be able to identify bus stop locations much easier from either direction of travel.

KATS bus stop sign revamp follows in a series of recent public transit infrastructure reinvestments including the current transit center building (2019), new buses and vans (2020), and new bench seats at some stops (2020). KATS will continue to maintain and update transit operations and infrastructure in their commitment to continually offer a high-quality public transit experience for Kingsport residents.

There are approximately 250 bus stops in the KATS system. The previous bus stop signs have been in use since about 2008.
A New KATS bus stop sign in front of the Social Security Office on South Wilcox Drive.