

High Valley Transit reimagines public transit in the Snyderville Basin, starting with the launch of “Micro” on-demand service

Launch kicks off a multi-phase “Integrated Mobility Solution” that will introduce micro, paratransit, and fixed line innovations for a fully connected transit network, powered by Via

May 12, 2021 (Summit County, Utah) -- High Valley Transit (HVT), the Wasatch Back’s newest public transit system, announces the launch of a new on-demand service on May 17. The service, called “Micro”, is public transit reimagined in the region, and will be powered by the technology platform from Via, the leader in TransitTech, to connect more riders than ever to public transit in an innovative, efficient, and equitable way.

Residents, workers, and visitors to Summit County can book a free ride on-demand through the “High Valley Transit” mobile app ([iOS and Android](#)), or by calling 435-246-1538 for those without access to a smartphone. The service will encourage riders to reduce private vehicle use by combining the comfort and flexibility of a personal vehicle with the affordability and sustainability of public transit.

Once a trip is booked, Via’s advanced algorithms create quick and efficient trips by matching passengers and vehicles together in real time and directing riders to a nearby “virtual bus stop” for pick up and drop off. Riders will receive an ETA (estimated time of arrival) and be able to track their vehicle and ride in the mobile app. The service will offer wheelchair-accessible vehicles and door-to-door service for those with limited mobility. High Valley Transit Micro will supplement other upcoming changes to the bus system, providing rides in the Summit Park, Jeremy Ranch, Silver Creek and Silver Springs areas, seven days a week from 5AM to 1AM the following morning.

“This new transit service technology in partnership with Via will be a game changer for transit in the Snyderville Basin,” said High Valley Transit Board Chair Kim Carson. “Previously unserved or underserved neighborhoods will now have access to a robust transit system that we are confident can reduce auto use. The expansion of hours year-round will provide a new level of reliability and convenience.”

“We are proud to partner with High Valley Transit to launch an innovative transit network in Summit County,” said Via CEO and co-founder Daniel Ramot. “The collaboration between Via and the HVT team - from network design through service launch - demonstrates how best in class technology can serve community needs using a mix of on-demand and fixed route transit options.”

The launch of High Valley Transit Micro is the first phase of the rollout of an “Integrated Mobility Solution” (IMS), powered by Via’s technology platform, that will provide a foundation for transit innovation in HVT’s new network.

In mid-June, the partners will introduce the second phase of the project focused on transforming the experience for paratransit riders. The new “Valley Ride” service will give eligible riders the ability to pre-schedule rides in advance through a new booking phone line, creating an enhanced customer experience. In addition to High Valley Transit’s Micro and Valley Ride services, starting June 30, there will be some updates made to local bus routes to increase efficiency. The project will also introduce multimodal and intermodal trip planning in the coming months that will enable passengers to both plan and track their entire journey between multiple modes of transit, including Micro, HVT’s fixed-line buses, and Park City Transit’s fixed-line buses.

This is Via’s second partnership in the State of Utah, and first time its “Integrated Mobility Solution” has been offered in the Mountain West.

About High Valley Transit:

High Valley Transit (HVT) is the premier transit and mobility solutions provider for communities and visitors of the Wasatch Back. Established in January 2021, HVT was formed to facilitate equitable and highly visible access to services, employment, and destinations throughout our internationally renowned alpine community. We are invested in providing environmentally ethical services to meet the growing demands of our community. High Valley Transit aims to increase mobility and access to, from, and throughout the Wasatch Back via fare-free Fixed-route bus, micro-transit, and multimodal transit solutions.

About Via:

Founded in 2012, Via pioneered the TransitTech category by using new technologies to power public mobility systems, optimizing networks of dynamic shuttles, buses, wheelchair accessible vehicles, school buses, and autonomous vehicles around the globe. Building the world's most efficient, equitable, and sustainable transportation network for all riders — including those with limited mobility, those without smartphones, and unbanked populations — Via works with its partners to lower the cost of public transit and provide accessible options that rival the convenience of a personal car at a much-reduced environmental impact. At the intersection of transportation and technology, Via is a visionary market leader that combines software innovation with sophisticated service design and operational expertise to fundamentally improve the way the world moves, with 200 global partners on six continents, and counting.

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