



High Valley
TRANSIT

High Valley Transit Micro Monthly Report

First Month of Operation (5/17/21 – 6/17/21)



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About High Valley Transit Micro

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. Launched on May 17, 2021 at 10am, Micro is a free, on-demand transit option serving the Jeremy Ranch, Silver Springs, Kimball Junction, and other nearby areas. All rides are in custom branded HVT minivans. Riders can book a ride using the High Valley Transit app or by calling (435) 246-1538. Micro operates from 5am – 1am, 7 days a week, and is fare-free.

Information & Contact

To learn more about High Valley Transit Micro, visit highvalleytransit.org/micro. To check whether you are in the Micro zone, visit highvalleytransit.org/micro-map. For questions regarding the data in this report, email data@highvalleytransit.org. For general questions, email hi@highvalleytransit.org or call (435) 246-1538.

Performance Reporting

The table below provides an overview of performance metrics for the first month of High Valley Transit's Micro service. Micro saw an average of **123** passengers and **95** ride requests per day. Out of those riders who rode with the service at least once, **66%** have completed 2+ rides and **32%** have completed 5+ rides. The average rider completed **five** Micro rides.

While Micro does not operate exactly in-bounds of another public transit option, it does serve similar areas to the Kimball Junction Circulator (KJC). In May 2019 and June 2019 (pre-COVID comparison), the KJC saw 2,863 and 3,277 passengers, respectively. Micro's 3,836 passengers in its first month of service seems in line, if not exceeding, expectations based on the KJC.

Table 1: Performance Metrics

Category	Metric	Total
Service	Total Passengers	3,836
	Total Completed Rides	2,924
	Net Driver Hours	2,990.3
	Total Active Riders	556
Rider Experience	Avg. Ride Duration	8.9 minutes
	Avg. Passengers/Request	1.3 riders
	Avg. Pickup Walk Distance	81 feet
Rider Growth	Accounts Created ¹	2,174
	Number (%) of Riders ² Completing 1+ Rides	658 (30%)
	Number (% ³) of Riders Completing 2+ Rides	435 (20%)

¹ Since launch, up to June 22nd, 2021

² Total riders = total number of accounts created.

³ Calculated as percentage of total riders; when considering only those who have taken 1+ rides, 66% have completed 2+ rides and 32% have completed 5+ rides.

Passenger Overview

Micro riders can bring up to three additional passengers with them on a single ride request. However, most Micro requests were for **single riders**; the average completed ride was for 1.3 passengers. Passenger count has been steadily increasing since launch, peaking on Tuesday, June 15th with **290** passengers.

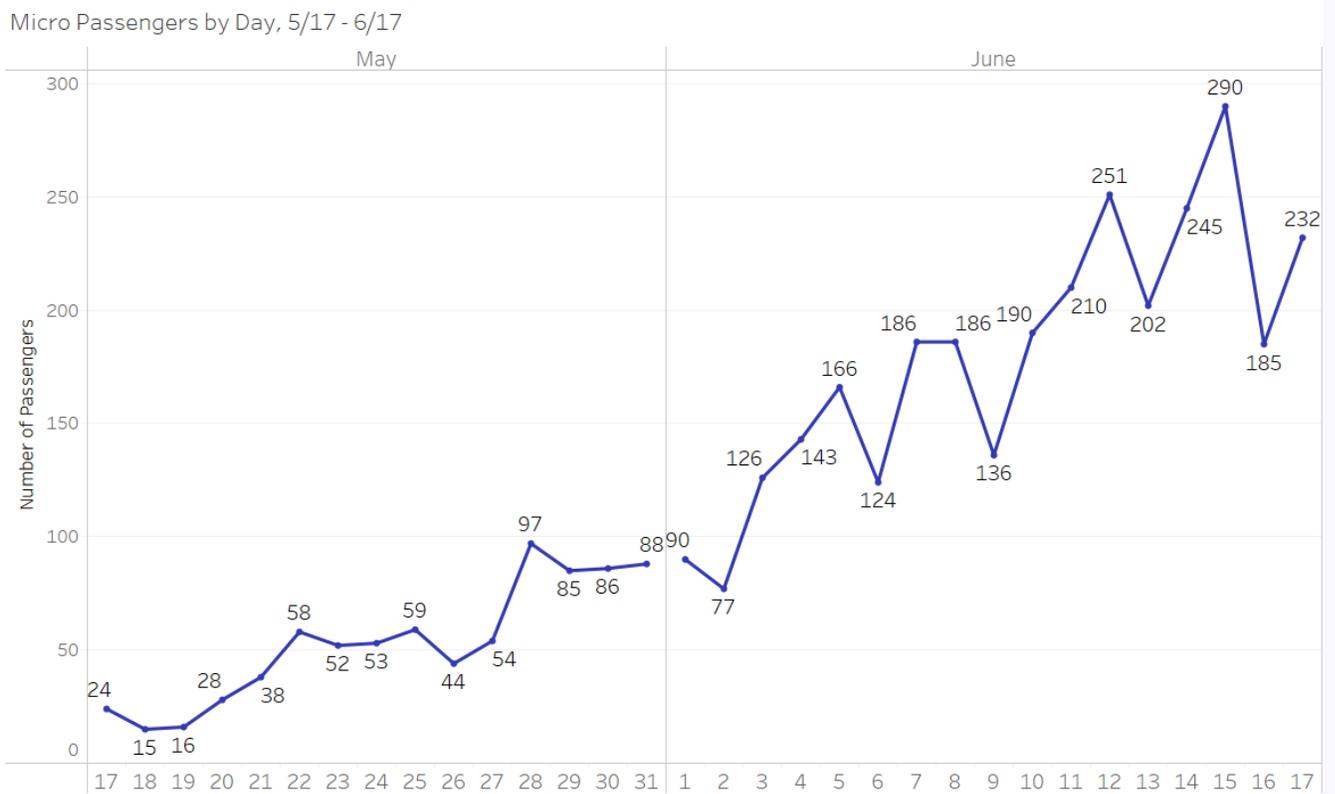


Figure 1: Micro Passengers by Day, 5/17 – 6/17

Rides by Day & Time

Thursdays are the most popular day for Micro rides (504 completed rides), followed closely by Tuesdays (490) and Mondays (457). The least popular day is Sunday (335). Based on the time a rider was picked up, **5pm** is the most popular pickup time, with **1-6:59pm** being the time frame with the most pickups. This early afternoon to early evening popularity matches the Kimball Junction Circulator's most popular pickup times in April and May 2021 (2-6pm).

Hourly Ridership, 5/17 - 6/17

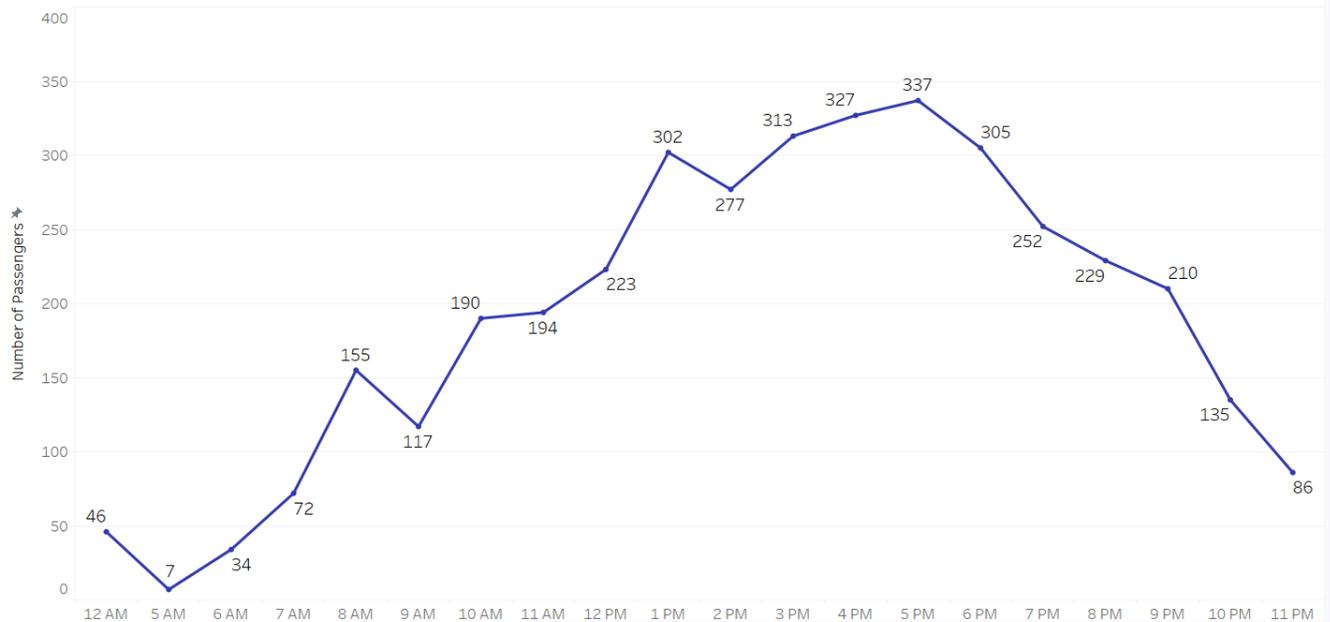


Figure 2: Hourly Ridership, 5/17 - 6/17

Popular Drop-off Locations

Figure 4 shows a map of drop-off locations for all completed Micro rides. Darker colors and larger circles indicate more passenger drop-offs in that area. **Kimball Junction** is the most frequented destination zone, with other hubs in Woodward Park City, Bear Hollow Village, Olympic Park, and Canyons Village.

Drop-off Locations, 5/17 - 6/17

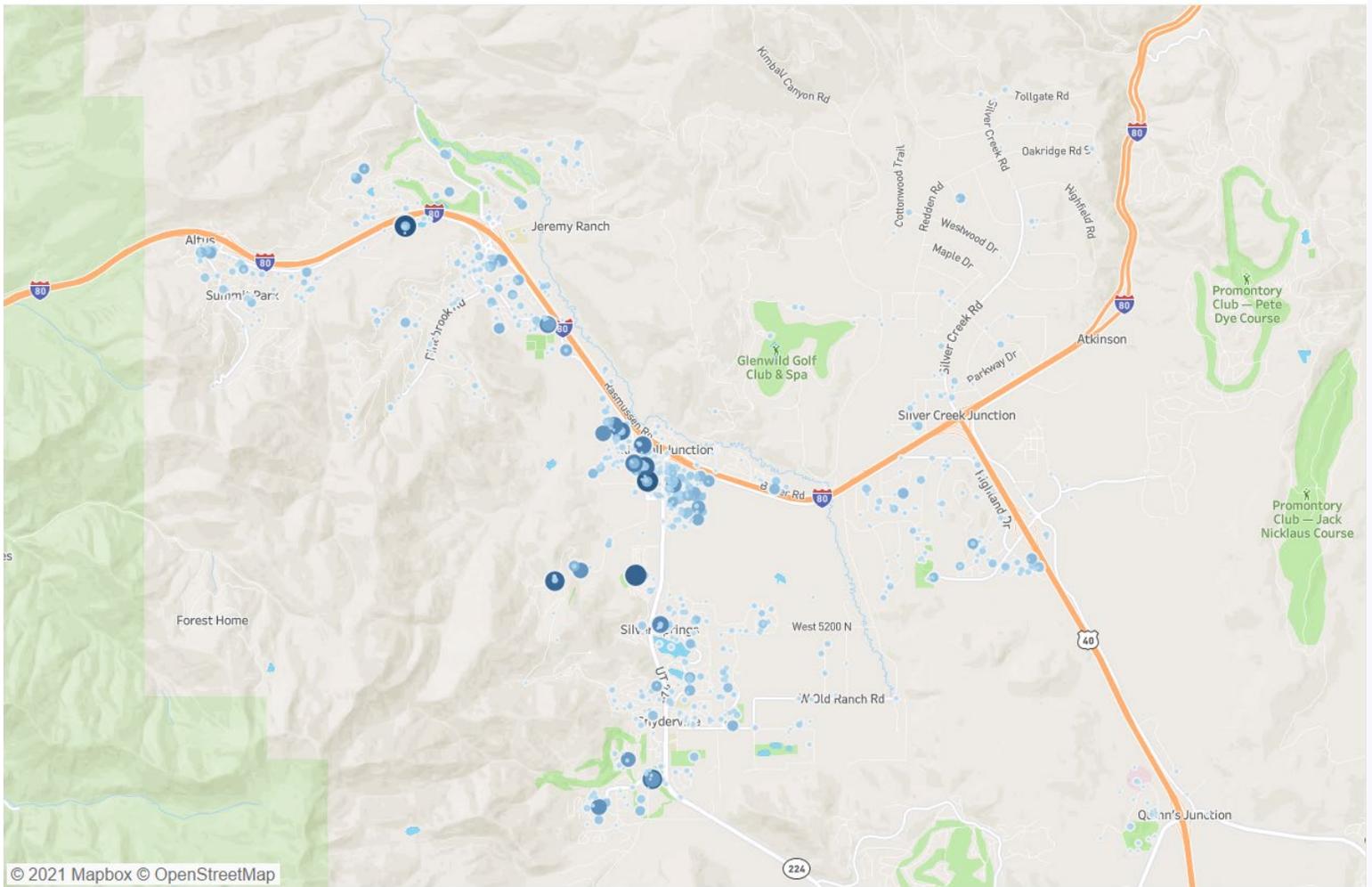


Figure 3: Drop-off Locations, 5/17 - 6/17

Connection to Transit

We can not determine exactly which riders use Micro to connect to other transit options. In the future, when we have data on whether app users choose fixed route (bus), Micro, or combined options, we will better be able to determine which Micro riders are connecting to buses. In the meantime, the rough calculation of transit connections was done as follows:

- 1) Identify transit hubs/stops within the Micro zone based on those listed within the HVT app.
- 2) Determine which names would be accepted as “transit connections”. In this case, only exact matches were accepted. For example, someone going to “Walmart on Landmark Dr” would be considered a transit connection, but someone going to “Walmart Bakery on Landmark Dr” would not.

The list of names is as follows:

- Peoples Clinic & Summit County Health
- Park City Medical Center, Round Valley Dr, Park City
- Canyons Village Transit Hub
- Canyons Village Transit Hub, Utah
- Redstone on Newpark Blvd
- Newpark Hotel on Highland Dr
- Kimball Junction Transit Center
- Kimball Junction Transit Center, Park City
- Walmart on Landmark Dr
- Outlets Park City
- Ecker Hill Park & Ride
- Jeremy Ranch Pnr, Summit Park, UT 84098, USA
- Jeremy Ranch Park & Ride
- Grand Summit Hotel at Canyons ^Shelter, Utah
- Park City Transit Center, North Landmark Drive, Park City

- 3) Calculate the percentage of rides whose destination address is one of the above stops. For the first month of service, **7.6%** of completed rides (224 out of 2942) ended in one of the above stops.

NOTE: This is an estimate that may be conservative, as we exclude looser interpretations of bus stop names. App data will provide better estimates.