High Valley Transit Data Reporting
Micro & Valley Ride
June & July 2021

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.

About Micro

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.

About Valley Ride

High Valley Transit (HVT) provides **Valley Ride**, an ADA paratransit service, for persons unable to use HVT's fixed route bus system because of a temporary or permanent disability. Valley Ride is provided within three-quarters (3/4) of a mile, on either side, of HVT's fixed routes. Valley Ride is a shared service and uses the same vehicles as HVT's Micro service. As such, data in this report includes both services unless otherwise indicated.

Information & Contact

To learn more about High Valley Transit Micro, visit highvalleytransit.org/micro. To learn more about High Valley Transit Valley Ride, visit highvalleytransit.org/valley-ride. To read other data reports, visit highvalleytransit.org/data. 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

Since Micro operated for 18 days in May, no comparisons are made between June and May. In the July column, the percentages in parentheses (%) indicate the percentage change from June. Positive changes are indicated with a plus (+) sign and negative changes are indicated with a minus (-) sign. Note that the negative changes indicate only a numeric decrease, not necessarily a dip in performance.

Micro nearly doubled ridership between June and July. This was accompanied by an increase in utilization to 3.7 passengers/driver hour, well exceeding the 3.0 service goal. Pickup walk distance decreased in July, due to a routing change in neighborhoods where door-to-door is just as or more efficient than curb-to-curb.

Table 1: Performance Metrics

Category	Metrics	June	July
Overall	Total Passengers	6,348	11,823 *(+86%)*
	Net Driver Hours	2,940.3	3,228.5 *(+10%)*
	Avg. Utilization[1]	2.2	3.7 *(+68%)*
	Avg. Aggregation[2]	30.6%	35.7% *(+14%)*
Rider Experience	Avg. Ride Duration	9.3 minutes	10.0 minutes *(+8%)*
	Avg. Ride Distance	4.0 miles	3.8 miles *(-5%)*
	Avg. Pickup Walk Distance	78.5 feet	29.3 feet *(-63%)*
Rider[3] Engagement	Accounts Created	1,852	2,783 *(+50%)*
	Avg. Rides/Unique Rider	8.0	8.4 *(+5%)*
	New Riders	682	966 *(+42%)*

Valley Ride

Note: Valley Ride numbers are included in the totals above
Valley Ride picked up its first rider on June 29th, 2021. The service gave **5** rides for **2** unique riders in June and **293** rides for **24** unique riders in July.

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[1] Utilization = average number of passengers per net driver hour
[2] Aggregation = percentage of rides that are shared
[3] For this category, riders are defined as each unique rider account (made via app or agent), which is a lower number than total number of passengers, as each rider can bring up to 3 additional passengers

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. We see that passenger count steadily increased throughout June, peaking at **350** passengers, and averaging **211 passengers/day**. Following the launch of HVT fixed route on July 1, we see higher numbers in July, averaging **381 passengers/**day.

July ridership has a slight negative trend, with lower numbers at the end of the month. This is not necessarily concerning, especially considering the spike in ridership during the Fourth of July. If August presents similar numbers as July, we may have reached a summer ridership plateau of 350 to 400 passengers/day.
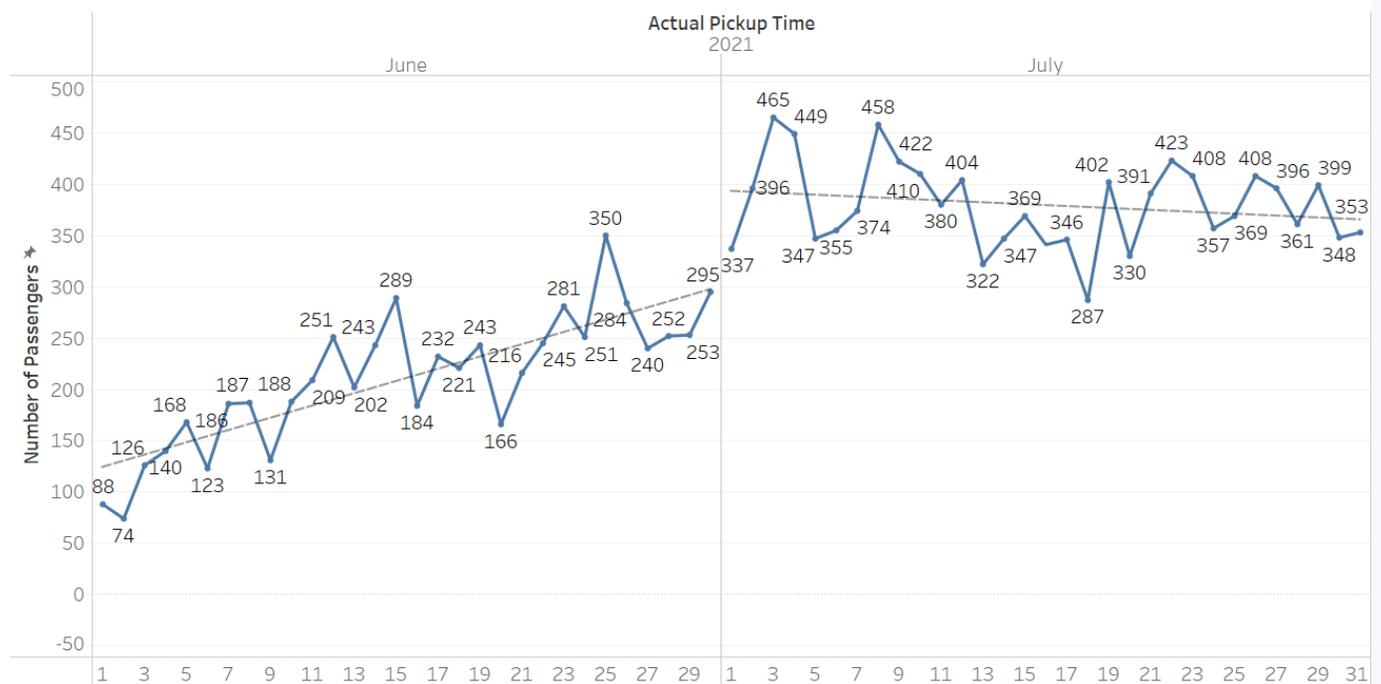

Figure 1: Passengers by Day, June 1 to July 31st

Rides by Day & Time

Saturdays are the most popular day for Micro rides (2,877 completed rides), followed closely by Fridays (2,835) and Thursdays (2,783). The least popular day is Sunday (2,216). Based on the time a rider was picked up, **5pm** is the most popular pickup time, with **1-6:59pm** all recording greater than 1,200 pickups. While the totals have increased from the first month (May 17 to June 17) of Micro service, the most popular times have remained the same.
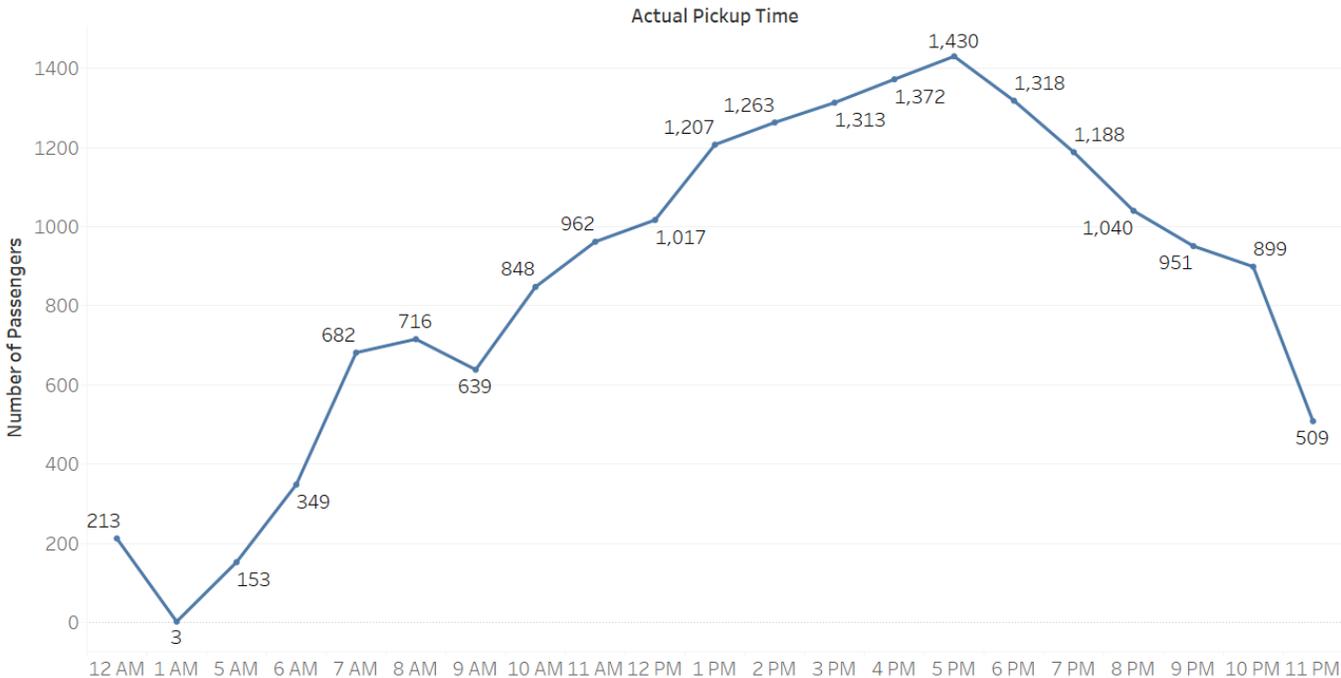
Hourly Ridership, June 1st to July 31st

Actual Pickup Time

Figure 2: Hourly Ridership, June 1st to July 31st

Top Micro Destinations

Listed below are all Micro destinations that received at least 100 passenger drop-offs in June and July. All Valley Rides are excluded from this count for privacy. If they had at least 100 drop-offs, single-family homes or any other locations that may reveal a rider's identity are also excluded. Due to variations in how a rider enters an address or where they drop a pin, these numbers may be undercounts of the actual passengers using Micro service to reach the destinations.

Micro Destinations with 100+ Drop-offs
1. Canyons Village Transit Hub [**551**]
2. Kimball Junction Transit Center [**537**]
3. Walmart on Landmark Dr [**293**]
4. Westgate Park City Resort & Spa [**288**]
5. Utah Olympic Park, Main Entrance [**210**]
6. Woodward Park City [**186**]
7. Smith's on Uinta Way [**153**]
8. Bear Hollow Village [**126**]
9. Waldorf Astoria Park City [**105**]
10. Elk Meadows Apartments [**102**]

The total number of passengers excluding Valley Ride in June and July is 17,774. The top destinations above accounted for about **20%** of the total. The majority – **56%** - of destinations were for locations with 20 or fewer drop-offs.