



Agenda
High Valley Transit District
Thursday, June 9, 2022, 1 PM

NOTICE is hereby given that the Board of Trustees will meet on Thursday, March 10, 2022 electronically, via Zoom and at the anchor location at the Sheldon Richins Building, 1885 W. Ute Blvd., Park City, UT 84098, in downstairs room 133.

Public comment may also be submitted until 12 PM on Thursday, June 9, 2022 via email at hi@highvalleytransit.org.

To participate electronically: <https://summitcountyut.zoom.us/j/92505106471>

Or, to listen by phone, dial 1-301-715-8592

Meeting ID: 925 0510 6471

This meeting may be recorded

Public Meeting

- 1) Pledge of Allegiance
- 2) Public Comment – all comments will be limited to three minutes per person

Closed Session

- 3) Property Acquisition
- 4) Litigation

Work Session

- 5) Ridership and performance
- 6) Committee updates
- 7) Advertising Program

Consent Agenda

- 8) Discussion and possible execution of letters requesting official site visits by Senator Mitt Romney and Congressman Blake Moore
- 9) Board comments
- 10) Staff comments

Members of the Board, presenters, and members of the public may attend and fully participate by electronic means, using Zoom (phone or video).

Non-Discrimination Notice The High Valley Transit District's policy is that no person, regardless of race, color, or national origin shall be excluded from participation in, be denied the benefits of, or be subject to any discrimination under any program, activity, or services under Section 601 of Title VI of the Civil Rights Act, as amended. To view a copy of our Title VI Policy and Complaint Procedure, please contact us at (435) 336-3113.

If you require this or any information in an alternative format, please contact us at (435) 336-3113.



STAFF REPORT

Date: June 9th, 2022
 To: High Valley Transit Board of Trustees
 From: Isabel Hanewicz, Data & Performance Analyst
 Subject: Ridership and Performance Updates

Requested Board Action

None, this is an informational item.

Micro Update

Micro demand remained steady between April and May, with 9,753 passengers vs. 10,271. The most notable change was a 15 percent decrease in driver hours, as we have worked to decrease hours to roughly 800 – 850 per week in the off season. As to be expected, this led to a slightly higher seat unavailable rate (3 percent vs. 1 percent) and average ETA (13.3 minutes vs. 9.6 minutes). However, even these increased numbers fall within reasonable ranges.

| Category | Metrics | April | May |
|----------|---------------------------------------|-----------------------|-----------------------|
| Overall | Total Ride Requests | 17,811 (avg. 593/day) | 17,088 (avg. 551/day) |
| | Total Passengers | 10,271 (avg. 342/day) | 9,753 (avg. 314/day) |
| | Percent of Total that are Valley Ride | 2.2% (~225) | 2.2% (~214) |
| | Net Driver Hours | 4,319 | 3,658.5 |
| | Avg. Utilization | 2.4 | 2.7 |
| | Avg. Aggregation | 28.8% | 29.1% |

| | | | |
|-------------------------|----------------------------|---------------------------|---------------------------|
| Rider Experience | Avg. Seat Unavailable Rate | 1.0% | 3.0% |
| | Avg. Ride Duration | 9.9 minutes | 10.6 minutes |
| | Avg. Ride Distance | 4.2 miles | 4.7 miles |
| | Avg. Pickup Walk Distance | 72.3 meters (0.044 miles) | 74.8 meters (0.046 miles) |
| | Average ETA | 9.6 minutes | 13.3 minutes |
| Rider Engagement | Average Ride Rating (/5) | 4.9 | 4.8 |
| | Active Riders | 1,272 | 1,242 |
| | Avg. Rides/Active Rider | 8.1 | 7.9 |
| | New Riders | 296 | 289 |

Fixed Route Update

Our fixed routes had a much sharper decline in passengers than Micro, with over a 35 percent decrease in passengers on the 101 and 103. The most consistent route was the 104, which had an (estimated) slight increase in ridership between April and May.

| Route | April Ridership | May Ridership |
|------------------------------|------------------------|----------------------|
| 101 Spiro | 22,244 | 14,049 |
| 102 Gateway | 1,146 | 836 |
| 103 Kimball Junction Shuttle | 2,157 | 1,362* |
| 104 Bitner Shuttle | 3,548 | 3,687* |
| 105 Canyons Village Shuttle | 1,442 | 2,006* |
| PC-SLC Connect | 3,132 | 2,160 |

* As of 6/7/22, only data through 5/25 was available for the 103-105. Averages were used to estimate the six days of missing data for this report.

We serviced 85.28 percent of revenue hours compared to 91.93 percent in April, meaning 85.28 percent of the time we were able to keep to a 15-minute schedule. OTP remained roughly the same, with a slight increase in on-time departures from 75 percent to 76 percent.

On Time Performance (OTP) - 101

ONLY TIMEPOINTS

| | NUMBER | % OF MEASURED | % OF NOT MEASURED | % OF TOTAL |
|-----------------------------|---------------|---------------|-------------------|--------------|
| On Time | 15,477 | 76% | | 67% |
| Early | 3,446 | 17% | | 15% |
| Late | 1,151 | 6% | | 5% |
| Very Late | 168 | 1% | | 1% |
| MEASURED TOTALS: | 20,242 | 100% | 0% | 87.4% |
| No Data | 2,283 | | 79% | 10% |
| Data Error | 623 | | 21% | 3% |
| NOT MEASURED TOTALS: | 2,906 | 0% | 100% | 12.6% |
| TOTAL: | 23,148 | 100% | 100% | 100% |

As usual, we serviced 100 percent of revenue hours for the 102. OTP increased slightly, improving from 83 percent on-time to 88 percent.

On Time Performance (OTP) - 101

| ONLY TIMEPOINTS | | | | |
|-----------------------------|--------------|---------------|-------------------|------------|
| | NUMBER | % OF MEASURED | % OF NOT MEASURED | % OF TOTAL |
| On Time | 1,208 | 88% | | 54% |
| Early | 82 | 6% | | 4% |
| Late | 47 | 3% | | 2% |
| Very Late | 30 | 2% | | 1% |
| MEASURED TOTALS: | 1,367 | 100% | 0% | 61% |
| No Data | 831 | | 96% | 37% |
| Data Error | 34 | | 4% | 2% |
| NOT MEASURED TOTALS: | 865 | 0% | 100% | 39% |

| | | | | |
|---------------|--------------|-------------|-------------|-------------|
| TOTAL: | 2,232 | 100% | 100% | 100% |
|---------------|--------------|-------------|-------------|-------------|



High Valley Transit

Weekly Data Reporting, Micro & Valley Ride: 05/20/22 to 05/26/22

Ride Experience

Ride Rating (out of 5)
Average **4.78** | Median **5.0**

Ride Distance
Average **4.74 miles** | Median **4.20 miles**

Pickup Walk Distance
Average **0.05 miles** | Median **0.03 miles**

Dropoff Walk Distance
Average **0.04 miles** | Median **0.02 miles**

Time from request to scheduled pickup (ETP)
Average **14.27 minutes** | Median **10.90 minutes**

Service YTD Overview

155,324

Passengers

43,591.6

Net Driver Hours

21,060

App Accounts

Weekly Overview

2,316 Passengers (avg. 330/day)

78 New Riders

2.8 Utilization Avg.

30.8% Aggregation*

98.1% Met Demand**

*Aggregation = % of shared rides

**Met Demand = % of valid ride requests provided a proposal; a 100 percent met demand rate indicates a 0 percent seat unavailable rate and vice versa.

Transit Connections

Kimball Junction Transit Center

101 Pickups (4.4%)

102 Drop-offs (4.4%)

Total Connecting: 203 (8.8%)

Canyons Village Transit Hub

24 Pickups (1.0%)

65 Drop-offs (2.8%)

Total Passengers: 89 (3.8%)

Day-by-Day KPIs, 05/20/22 to 05/26/22

| Date | Ride Requests | Driver Hours | Seat Unavailable Rate | Passengers | Avg. ETP* | Peak Avg. Hourly ETP** |
|--------------|---------------|--------------|-----------------------|------------|-----------|------------------------|
| Fri. 05/20 | 675 | 130.7 | 1.5% | 386 | 14.2 min | 26.0 min (3pm) |
| Sat. 05/21 | 639 | 114.5 | 1.7% | 377 | 15.1 min | 26.7 min (10am) |
| Sun. 05/22 | 558 | 112.5 | 3.9% | 296 | 13.0 min | 22.2 min (5pm) |
| Mon. 05/23 | 513 | 111.4 | 1.4% | 301 | 12.7 min | 20.5 min (7am) |
| Tues. 05/24 | 543 | 106.2 | 2.8% | 307 | 18.2 min | 29.4 min (6pm) |
| Wed. 05/25 | 548 | 124.3 | 0.9% | 322 | 12.4 min | 20.0 min (9am) |
| Thurs. 05/26 | 566 | 121.3 | 1.1p% | 327 | 13.8 min | 25.4 min (8am) |

*ETP = Estimated time to pickup

**Peak Avg. Hourly ETP is the hour that had the highest average ETP for that day



Ride Experience

Ride Rating (out of 5)
Average **4.78** | Median **5.0**

Ride Distance
Average **4.74 miles** | Median **4.20 miles**

Pickup Walk Distance
Average **0.04 miles** | Median **0.03 miles**

Dropoff Walk Distance
Average **0.04 miles** | Median **0.02 miles**

Time from request to scheduled pickup (ETP)
Average **13.87 minutes** | Median **10.50 minutes**

Service YTD Overview

157,848

Passengers

44,448.5

Net Driver Hours

21,179

App Accounts

Weekly Overview

2,524 Passengers (avg. 360/day)

81 New Riders

2.9 Utilization Avg.

32.4% Aggregation*

97.7% Met Demand**

*Aggregation = % of shared rides

**Met Demand = % of valid ride requests provided a proposal; a 100 percent met demand rate indicates a 0 percent seat unavailable rate and vice versa.

Transit Connections

Kimball Junction Transit Center

107 Pickups (4.2%)
125 Drop-offs (5.0%)
Total Connecting: 232 (9.2%)

Canyons Village Transit Hub

34 Pickups (1.3%)
74 Drop-offs (2.9%)
Total Passengers: 108 (4.2%)

Day-by-Day KPIs, 05/27/22 to 06/02/22

| Date | Ride Requests | Driver Hours | Seat Unavailable Rate | Passengers | Avg. ETP* | Peak Avg. Hourly ETP** |
|--------------|---------------|--------------|-----------------------|------------|-----------|------------------------|
| Fri. 05/27 | 728 | 149.8 | 1.0% | 464 | 13.4 min | 20.0 min (9pm) |
| Sat. 05/28 | 604 | 124.9 | 2.2% | 364 | 11.6 min | 18.1 min (7am) |
| Sun. 05/29 | 585 | 124.5 | 2.7% | 358 | 12.2 min | 22.3 min (5pm) |
| Mon. 05/30 | 535 | 108.2 | 4.1% | 314 | 12.7 min | 18.8 min (9am) |
| Tues. 05/31 | 587 | 106.5 | 2.2% | 310 | 18.6 min | 34.2 min (5pm) |
| Wed. 06/01 | 562 | 125.6 | 1.6% | 325 | 11.8 min | 19.6 min (7am) |
| Thurs. 06/02 | 667 | 121.7 | 2.2% | 389 | 16.4 min | 24.4 min (3pm) |

*ETP = Estimated time to pickup

**Peak Avg. Hourly ETP is the hour that had the highest average ETP for that day



STAFF REPORT

Date: June 9, 2022
To: High Valley Transit Board of Trustees
From: Jamie Dansie, Planner
Subject: Advertising

Requested Board Action

None. This is an informational item.

Background

HVT and Via staff have been coordinating for several months on the best path to implement advertising campaigns on HVT branded vehicles. HVT had specific requests of the marketing team at Via, all of which have been agreed to. Pending review and approval of an amendment to the Service Orders, Via and the advertising partner are ready to begin steps for a late Q3 launch of an advertising program in Summit County.

Highlights

- HVT can have a right of refusal on wrap campaigns. HVT will have final approval before running any wrap campaign. That would ensure that, in addition to the content guidelines, we are fully aligned as to the type of organizations and messages that can be displayed on the service
- Once a campaign is approved, little to no HVT staff time should be necessary
- A minimum of 10% of the digital inventory will be reserved for HVT's messages at all times
- Via's marketing team will help create some messages about the service at no additional cost
- Advertising revenue estimates:
 - Micro fleet = \$80,081 annually - Based on 13 vehicles equipped with wraps
 - Fixed lines = \$82,351 annually - Based on 9 buses (4 with existing screens, 5 that will need new screens)
 - Potential for small revenue stream with static posters inside buses – would happen in coordination with digital advertising
 - Transit screen = \$4,000 - \$5,000 annually
 - **Total = \$163,713 annually**





June 8, 2022

The Honorable Blake Moore
United States House of Representatives
1320 Longworth House Office Building
Washington, DC 20515

Dear Congressman Moore:

On behalf of Summit County and the High Valley Transit District, we thank you for your continued support of Summit County's transportation and wildfire mitigation projects. We have appreciated the letters of support you have provided for various grant applications, and efforts you have taken to bring both funding and attention to these important initiatives in our community and to the Wasatch Back.

We write to invite you to join us in Summit County this summer to see first-hand some of the projects you have supported the last couple of years. Specifically, we would like to introduce you to the High Valley Transit District (HVT), the County's new regional transit service. HVT has funding requests pending before you and the FTA for maintenance and operations equipment, electric buses, and a bus rapid transit project, the latter of which just received a \$30.3 million grant from the State of Utah. HVT, which has been in operation for less than one year, has far exceeded year one ridership projections and is poised to expand service across the Wasatch Back with both new and increased connections to eastern Summit County, MIDA, Wasatch County, and the Wasatch Front. However, its growth and success are restrained due to the lack of a maintenance and operations facility, including electric charging infrastructure. Currently, the system is operating out of a tent in one of the County's park and ride lots.

Additionally, we would like to show you several sites included in our Weber River Watershed Project, which is a landscape scale, cross-boundary partnership working to mitigate the threat of catastrophic wildfire in the headwaters of the Weber River and preserve this critical water source for western Summit County and downstream communities in Weber, Morgan, Davis, and Box Elder counties. We had the privilege of hosting your district office staff in April and would like to show you the great work being done in the watershed as well, along with demonstrating to you the support and collaboration we are enjoying on this project from partners in the Governor's office, state agencies, United States Forest Service, water districts, Utah State University, nonprofit organizations, and others.

Please let us know when you are in Utah this summer and have the time to add a stop in Summit County to your schedule. We welcome you any time you are able to visit. Your scheduler can

coordinate with Janna Young, Summit County's Deputy County Manager at jyoung@summitcounty.org, or (435) 336-3018.

Thank you for your consideration of our request. We appreciate your continued support of our community and look forward to hearing from your office.

Best Regards,

Christopher F. Robinson
Chair, County Council

Roger Armstrong
Vice-Chair, County Council

Malena Stevens
County Council

Doug Clyde
County Council

Glenn Wright
County Council

Kim Carson
Chair, Board of Trustees
High Valley Transit

David Geffen
Vice Chair, Board of Trustees
High Valley Transit

Thomas C. Fisher
County Manager

Caroline Rodriguez
Executive Director
High Valley Transit



June 8, 2022

The Honorable Mitt Romney
United States Senate
354 Russell Senate Office Building
Washington, DC 20510

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