

City Council Staff Report



Subject: Microtransit Service Agreement for 2022/23 Winter Pilot
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Department: Transit
Date: October 6, 2022
Type of Item: Administrative

Recommendation

Authorize a 5-month Microtransit Service Agreement, in a form approved by the City Attorney, with High Valley Transit to provide microtransit services not to exceed \$850,000.

Based upon previous Council direction and an aggressive timeline (winter 2022/23), a temporary agreement with High Valley Transit (HVT) to expand microtransit services into areas of Park City is possible this winter. Previously unserved areas and replacement of one fixed bus route include:

- Upper Park Meadows;
- Thaynes Canyon (north of Thaynes Canyon Dr.);
- Royal Street;
- Quinn's Junction area; and,
- Park City Heights (if no fixed route from Richardson Flat Park & Ride)

Background

Microtransit is an on-demand transit service available in Summit County by High Valley Transit and accessed through an app or phone. Microtransit services complement fixed-route public transit and should not compete with private taxi or door-to-door for-hire services.

Over the last few years, Park City Transit identified several areas of Park City that would benefit from a first/last-mile transit feeder service. The areas recommended for microtransit service are generally unsuitable for a 35ft. bus or have insufficient demand to justify adding a fixed bus route.

On [July 28, 2022](#), the City Council indicated support for working with HVT to conduct a 5-month pilot program to assess the effectiveness and costs of microtransit in Park City. The pilot program includes five vehicles operating from 7am to 10pm, 7 days a week. The service goal is within 15 minutes of a request, using the same software and user interface as the existing HVT service.

Analysis

The agreement with HVT includes the following:

- Five vehicles for microtransit service in Upper Park Meadows, Thaynes Canyon (north of Thaynes Canyon Dr.), Quinn's Junction area, PC Heights (if fixed bus

- service is not provided at Richardson Flat) and Royal Street.
- The agreement allows flexibility in the number of vehicles and hours of service. The pilot program will start with five vehicles operating from 7am – 10pm, 7 days a week, from November 13 – April 15.
 - A start-up fee of \$45,000 to cover technology, zone expansion, vehicle wraps, and initial driver acquisition costs.
 - Costs are billed based on actual service rendered. Hourly costs include a per hour vehicle fee of \$69.50 and per hour administrative and maintenance fee of \$6.50. Park City will be invoiced for actual rides provided, and the amount recommended is a not-to-exceed authorization.
 - The agreement allows for early termination, if needed, with 30 days written notice.
 - HVT is responsible for all aspects of microtransit services, including technology (app, scheduling software and GPS tracking of vehicles), obtaining drivers and vehicles, customer service, insurance, administration, and maintenance.
 - The vehicles are branded as High Valley Transit brought to you by Park City.
 - Park City Transit will continue to provide ADA services throughout the municipality.

The following metrics will be tracked during the pilot program and reported back to Council at the conclusion of the winter season:

- Number of riders per day/week;
- Vehicle utilization - number of riders per driver hour;
- Amount of time before a rider is picked up;
- Rider service feedback and reviews; and
- Comparison of costs and efficiency versus traditional, fixed-route service.

Sundance Film Festival Service Option

Due to high transportation demands and increased costs associated with running microtransit during the Sundance Film Festival, more time is required to recommend service levels during the festival. HVT will perform a similar analysis for County services during Sundance. The agreement requires a service decision by December 1, 2022.

If microtransit is supported by the community, we are likely to recommend a Request for Proposal (RFP) to secure permanent/long-term services and allow local businesses to submit proposals.

Funding

Council previously approved \$500,000 in the FY23 budget. An additional \$350,000 is necessary to fund a winter season pilot program.

A portion of the Transportation Fund balance can be used temporarily to cover the additional expense if Council chooses to move forward with the pilot. Otherwise, a longer-term financial strategy must be secured.

Department Review

The following departments have reviewed this report: Executive, Legal, Transit.