



rMOVE - SURVEY OVERVIEW

The rMove™ Survey utilizes a smartphone-based GPS travel survey application to estimate key travel data as baseline values for performance measures. The rMove Survey is a proprietary survey that was developed by RSG. At the start of 2018, the travel survey had been used in the U.S., Canada, the U.K. and New Zealand. More than 25,000 people have participated in rMove studies and have provided information on more than 600,000 trips.

The survey helps us understand how you get around town and what transportation choices you are using and what may be missing. As part of the Park City Forward survey, your input will help Park City plan for the future of our local transportation system and determine next priorities.

The invitation to participate in the survey has been sent to 10,000 property owners within the Park City limits. This anonymous survey is completely voluntary. Participants will be asked to track their travel for three consecutive days during the first part of December. The data will be a crucial element for implementing the goals of our community's larger Transportation Plan, which encourages transportation on a regional and local scale as a tool to preserve our small-town character.

Goals of Survey for *Park City Forward* includes:

- Conduct a travel survey to obtain a detailed understanding of travel behavior of Park City residents and residents of nearby jurisdictions commuting into Park City.
- Use the survey data to establish updated performance measures such as vehicle miles traveled (VMT) and mode share.
- Establish efficient, repeatable survey approach for the City to revisit over time to obtain current data on travel behavior.
- Compare the results of the rMove survey to the Base Year results from the Summit County Regional Travel Model (e.g. VMT and mode share within Park City) as a validation exercise.
- Supplement the Utah Statewide Travel survey that is conducted every ten years.