



FACT SHEET

rMove Travel Survey

What is Park City Forward?

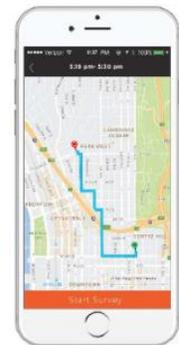
Park City Forward – A Transportation Blueprint is Park City’s 30-year transportation vision. Park City Forward will develop a blueprint for prioritizing transportation projects and strategies to address existing challenges and future growth. The plan will improve safety, protect the natural environment, expand transportation choices, and maintain a high quality of life for those that live, work, and play in Park City.

What is the rMove travel survey?

Park City conducted a smartphone-based travel survey – called **rMove** – to better understand how residents in Park City and nearby areas get around town for all of their trips.

Residents were recruited through a mailer and provided a small incentive. Participants logged all trips for three days, providing a robust set of data on trip mode, length, purpose, and route.

300 people in **273 households** logged more than **5,000 trips** over the survey period.



What did we learn?

- Travel in a private vehicle is the most popular mode (72%), but transit accounts for about 10% of trips, and 14% were walking or biking.
- About 32% of private vehicle trips were made alone, and about 40% were with one or more other people.
- About half the trips were for errands or to get home. Work-related trips only account for 15% of all respondent trips.

What's next?

Park City will use the information to improve assumptions about travel needs and trends. The information will help ensure Park City Forward strategies and investments reflect where, how, and why people are making trips.



Who participated in the survey?

Recruited:

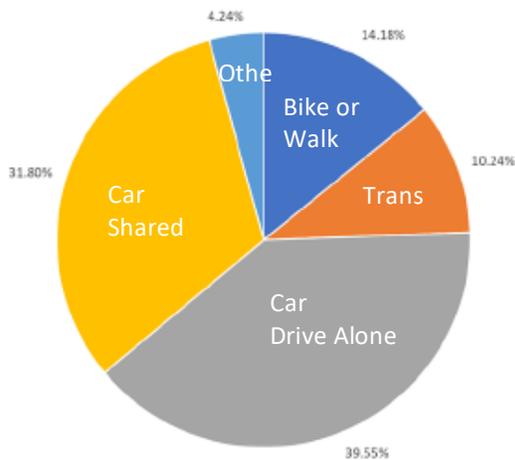


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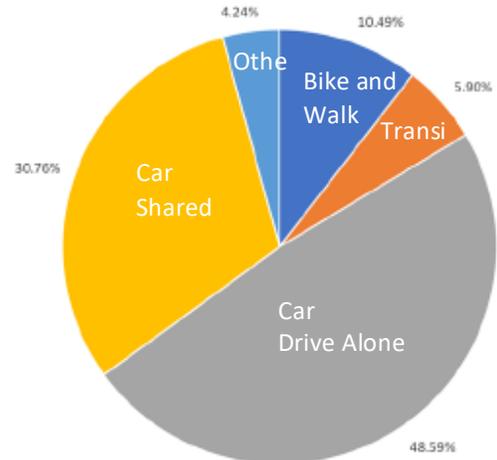


What mode did respondents take?

Average Daily Mode Choice: Park City



Average Daily Mode Choice: Non-Park City



Why were trips taken?

