

# Agenda

## PUBLIC SERVICES COMMITTEE MEETING

Monday, February 14, 2022

8:00 AM

City Hall, Boardroom 2-1

MS Teams: [Click here to join the meeting](#)

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### 1. TRANSIT OVERVIEW

*This item resulted from the Committee Outstanding Items List.*

[Information](#)

Notes:

There will be a presentation for this item.

### 2. MANAGING DIRECTOR'S SERVICE AREA UPDATE - VERBAL

*Standing Item*

[Information](#)

Notes:

Managing Director Mastel will discuss topics of interest including Pandemic Update, Monarch Theatre Expression of Interest, and other areas of public interest.

### 3. COMMITTEE OUTSTANDING ITEMS

*Standing Item*

[Information](#)

Notes:

## Adjournment

# Transit Services Overview

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Public Service Committee



Public Services Committee  
February 14, 2022

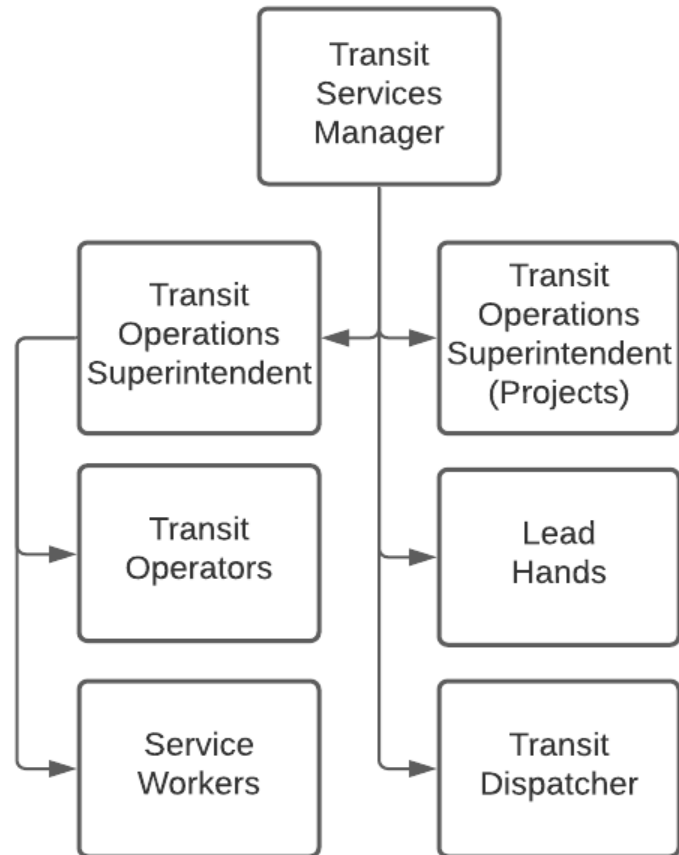
# Transit Services

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- Fixed route, curb to curb and on-demand service models
- Daily service except statutory holidays
- Hub and spoke model (downtown and Medicine Hat Mall)
- Transit office located with Fleet building on Spencer Street
- 2022 budget = \$5.6M

# Transit Services Org Chart



- 1 Transit Manager
- 1 Operations Superintendent
- 1 Operations Superintendent – Special Projects
- 3 Lead Hands
- 1 Dispatcher
- 36 Operators
- 4 Service Workers
- 3 Temp Operator/Service Workers

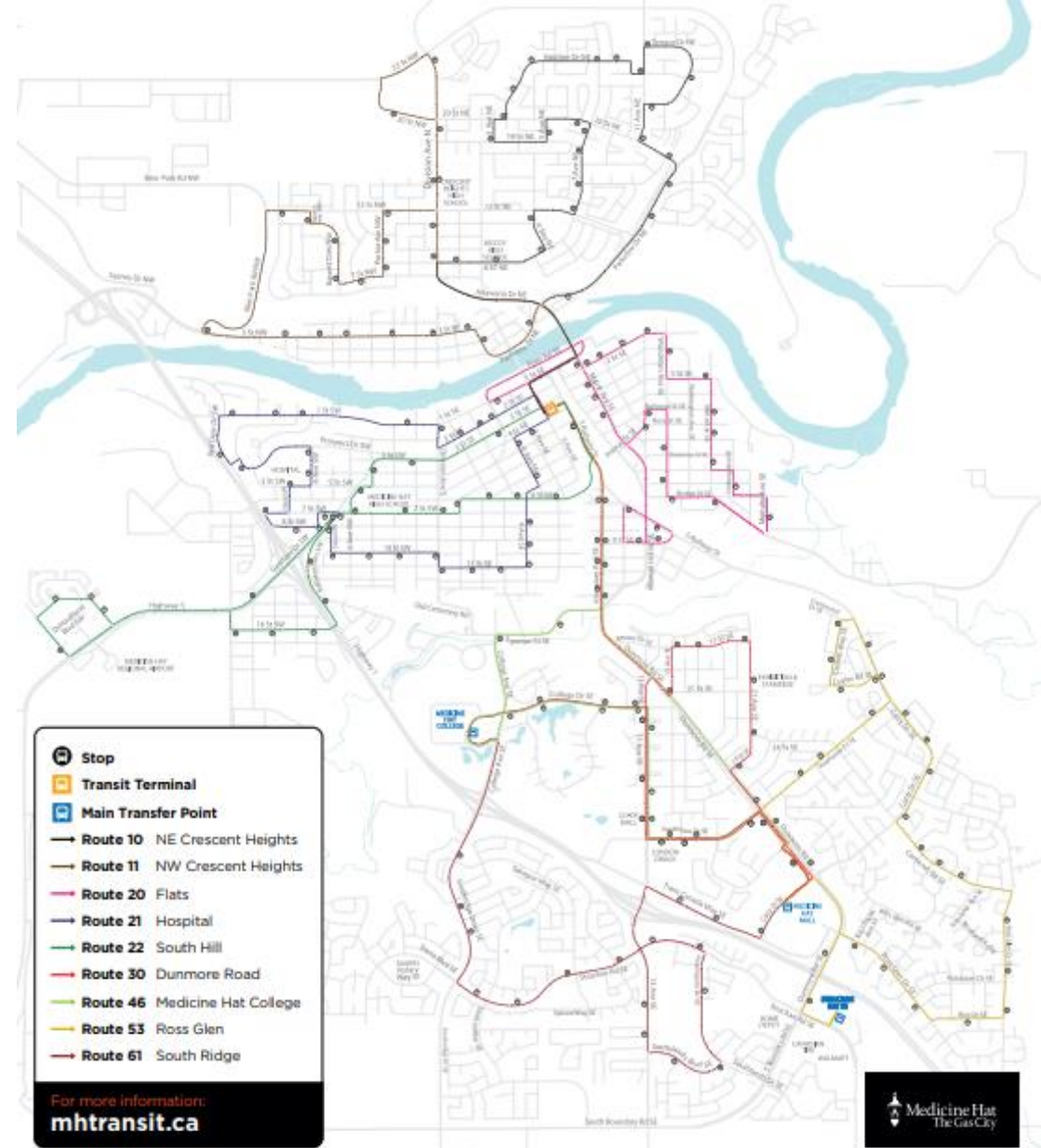
# Areas of Focus

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- Working to optimize transportation network, seeking a more adaptable, scalable and flexible transit system to meet community needs at a reduced cost to the taxpayer
- Primarily serving social needs of community
- Responding to pandemic environment and requirements
- Service standards development

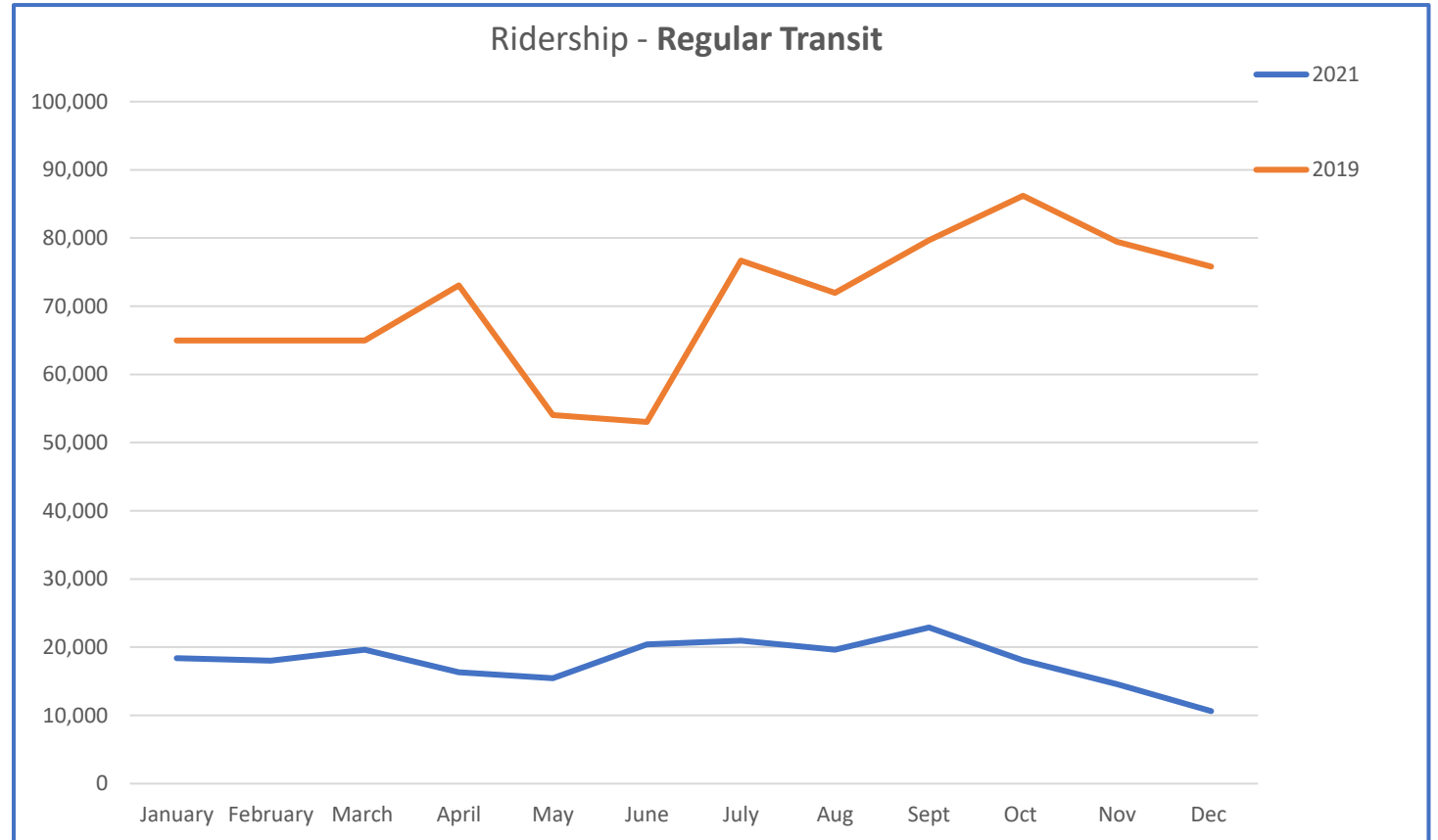
# Regular Transit

- Delivered via fixed route
- 750,000 boarding per year; est. 2,500 unique riders
- 19 vehicles
  - 30ft and 40ft
  - CNG and diesel
- 266 stops
- 53 shelters
- 185 benches



# Ridership Numbers

- 2019 monthly average = 70,400
- 2021 monthly average = 17,909

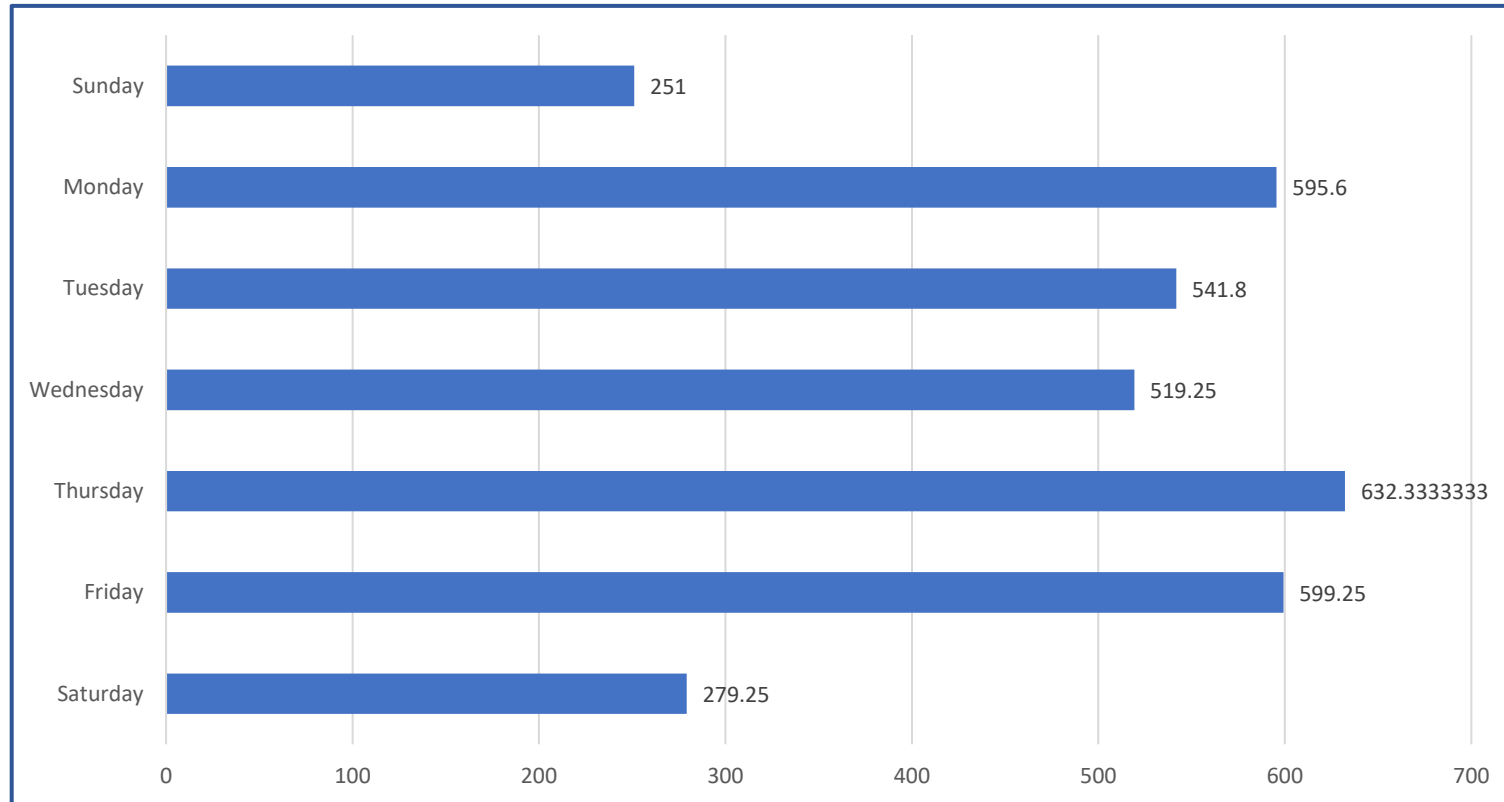


# Top Stops

	Oct 2019	Oct 2021
Downtown Transit Terminal	31,052	5,336
Medicine Hat Mall	13,389	4,685
Medicine Hat College	4,949	128
Strachan Bay SE - Near Dulux Paints and Sobeys	2,346	297
Southview Dr SE - Near Southview Centre	1,010	298
Southridge Dr SE - Near Sprague Way SE	944	125
College Dr SE - Near Markwick Dr SE	773	269

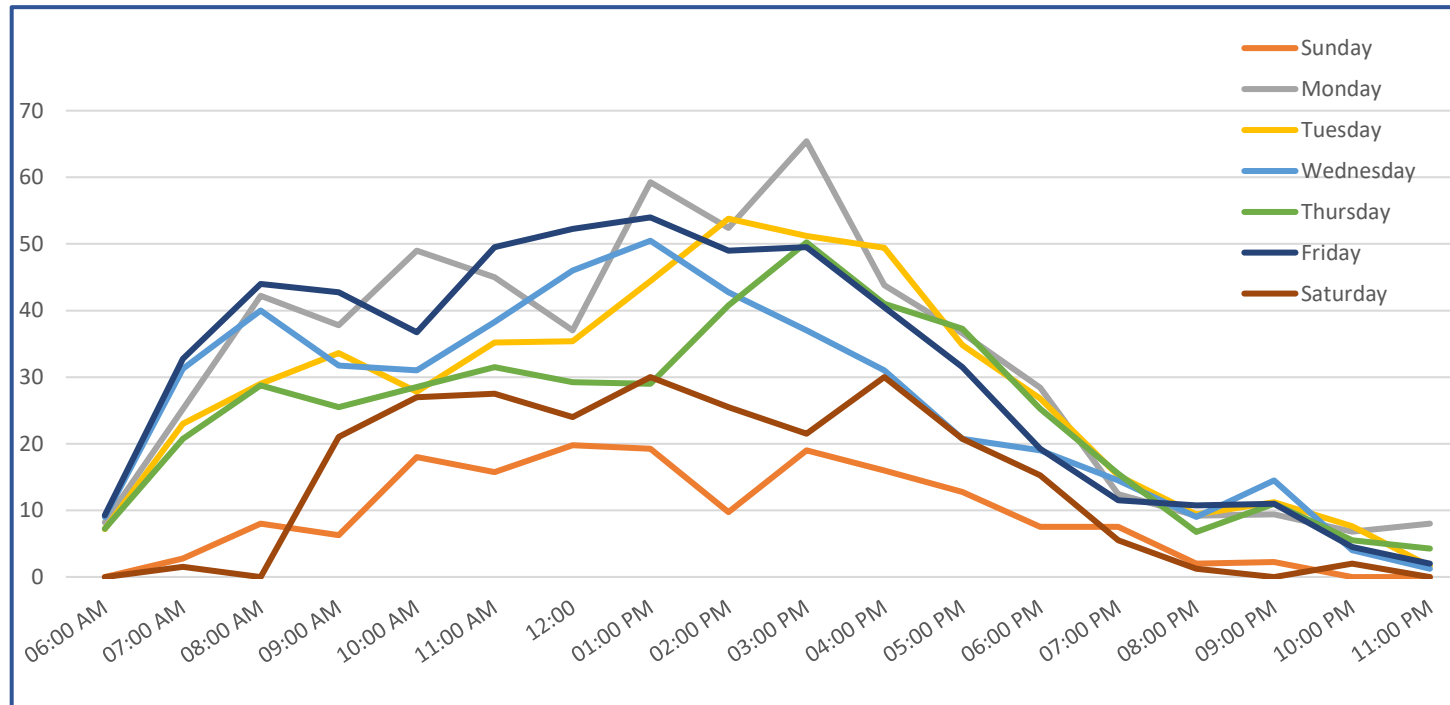


# Average Boardings Per Day (Nov 2021)



- Average weekday boardings are approximately 575
- Weekends are reduced by 1/2

# Average Daily Ridership by Hour (Nov 2021)



## Conclusions

- Peak passenger boarding is midafternoon each working day
- Boardings reduce significantly between 6:00 pm and 7:00 pm onwards
- Boardings reduced at weekends

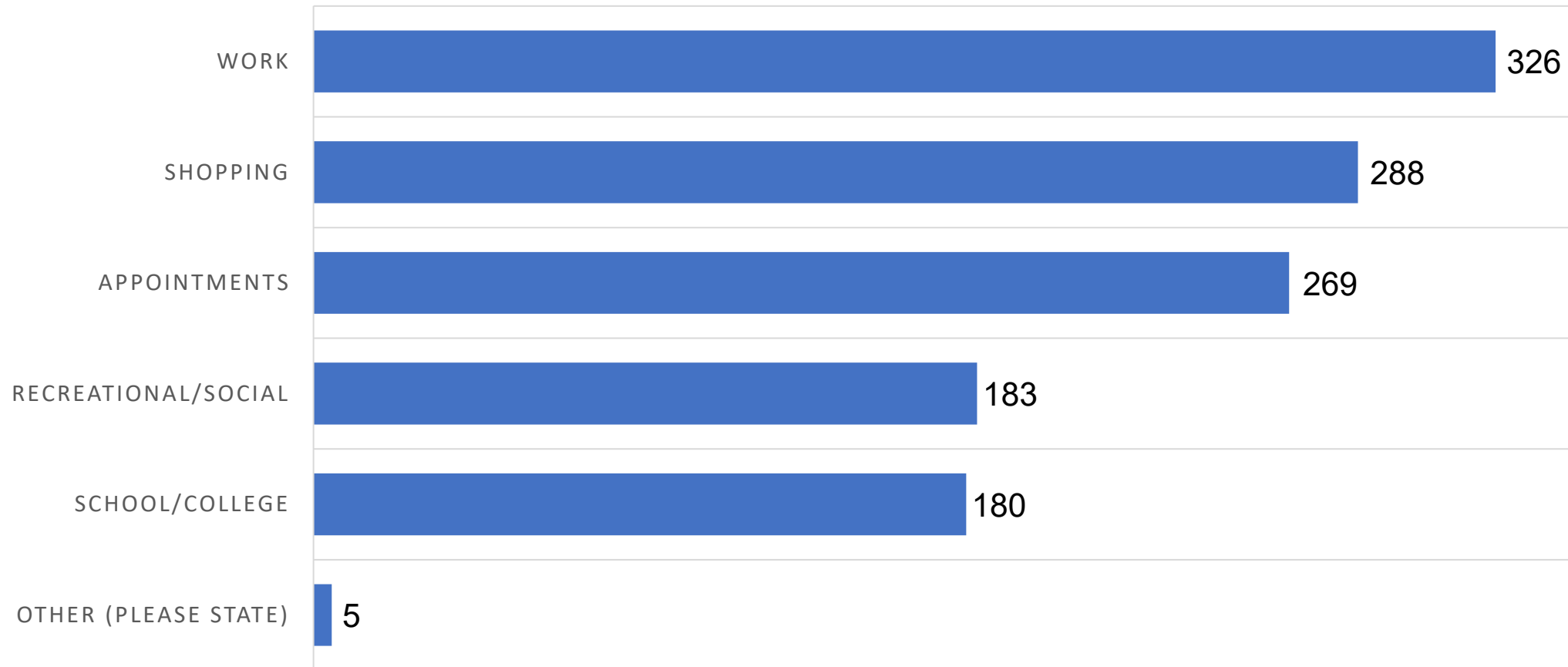
# Ridership Drivers

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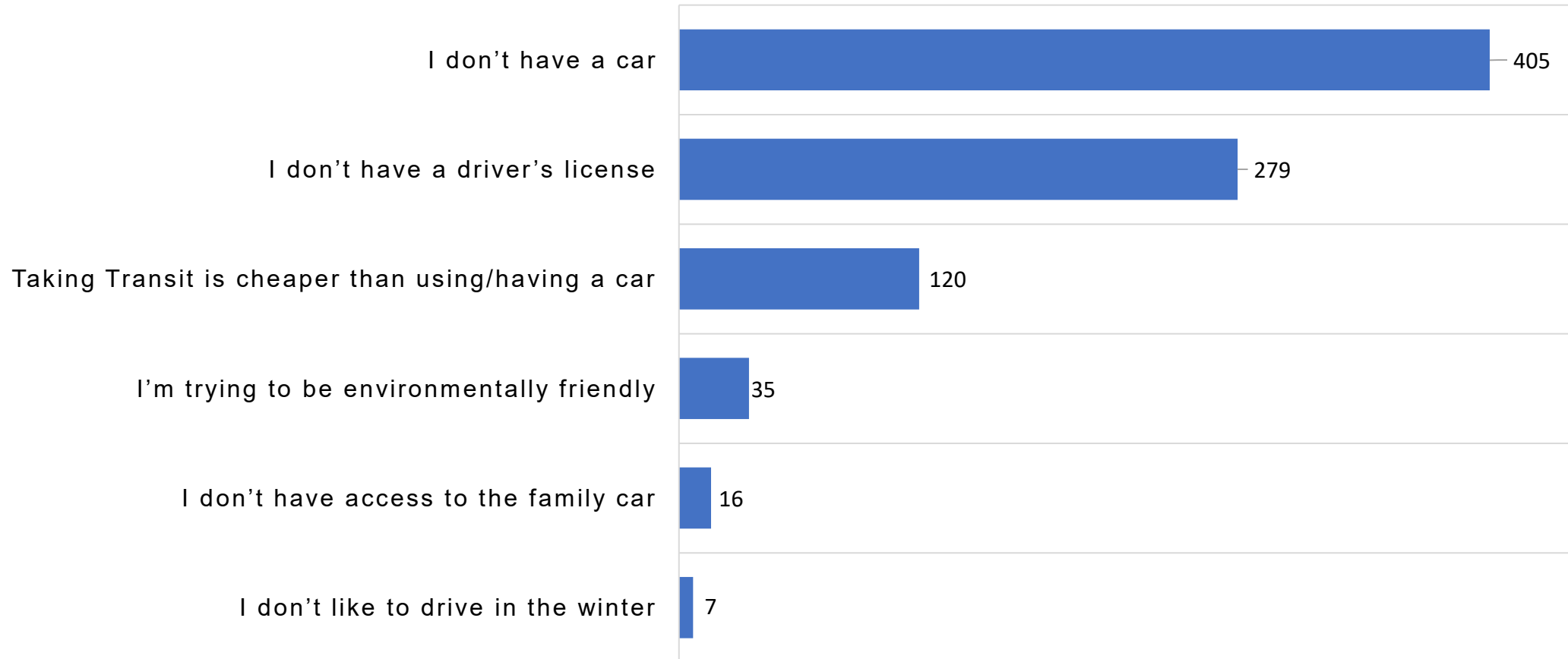
- Vehicle ownership – purchase, fuel, insurance
- Parking – availability, cost
- Travel – time, distance, traffic
- Demographics – income, employment, age, population density, household makeup
- Quality of transit system – affordability, accessibility

***2019 data shows Transit is addressing social need***

# Utilization by Activity (2019)



# Local Ridership Drivers (2019)



# Local Ridership Make-up

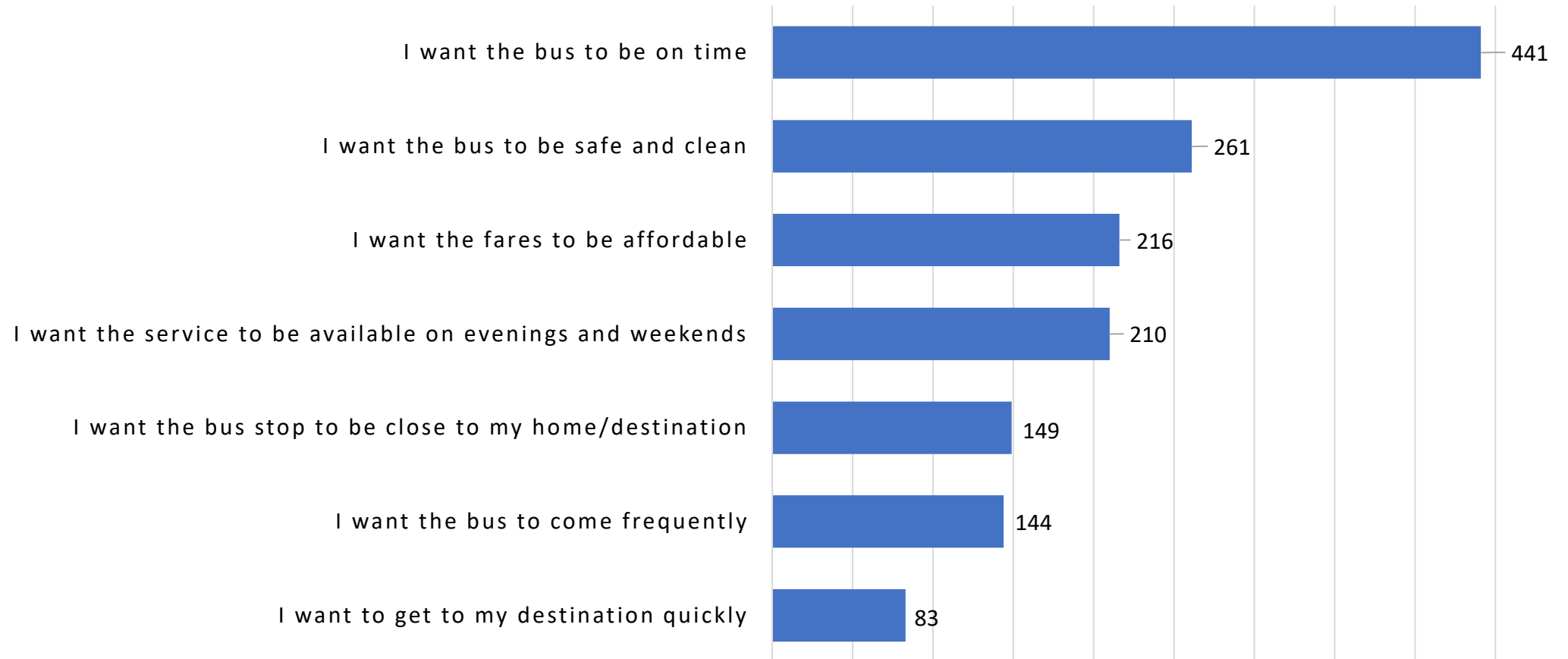
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Captive riders

Choice riders

# Ridership Values (2019)



# Ridership Comparisons

Location	# of Routes	2019 Ridership	2020 Ridership	% Maintained
Airdrie	6	338,536	179,839	53.1%
Bow Valley	5	1,552,563	549,189	35.4%
Grande Prairie	7	254,012	152,833	60.2%
Leduc	6	2,676,275	1,252,025	46.8%
Lethbridge	17	1,485,889	650,804	43.8%
Medicine Hat	8	752,322	297,261	39.5%
Red Deer	39	2,644,412	1,129,449	42.7%



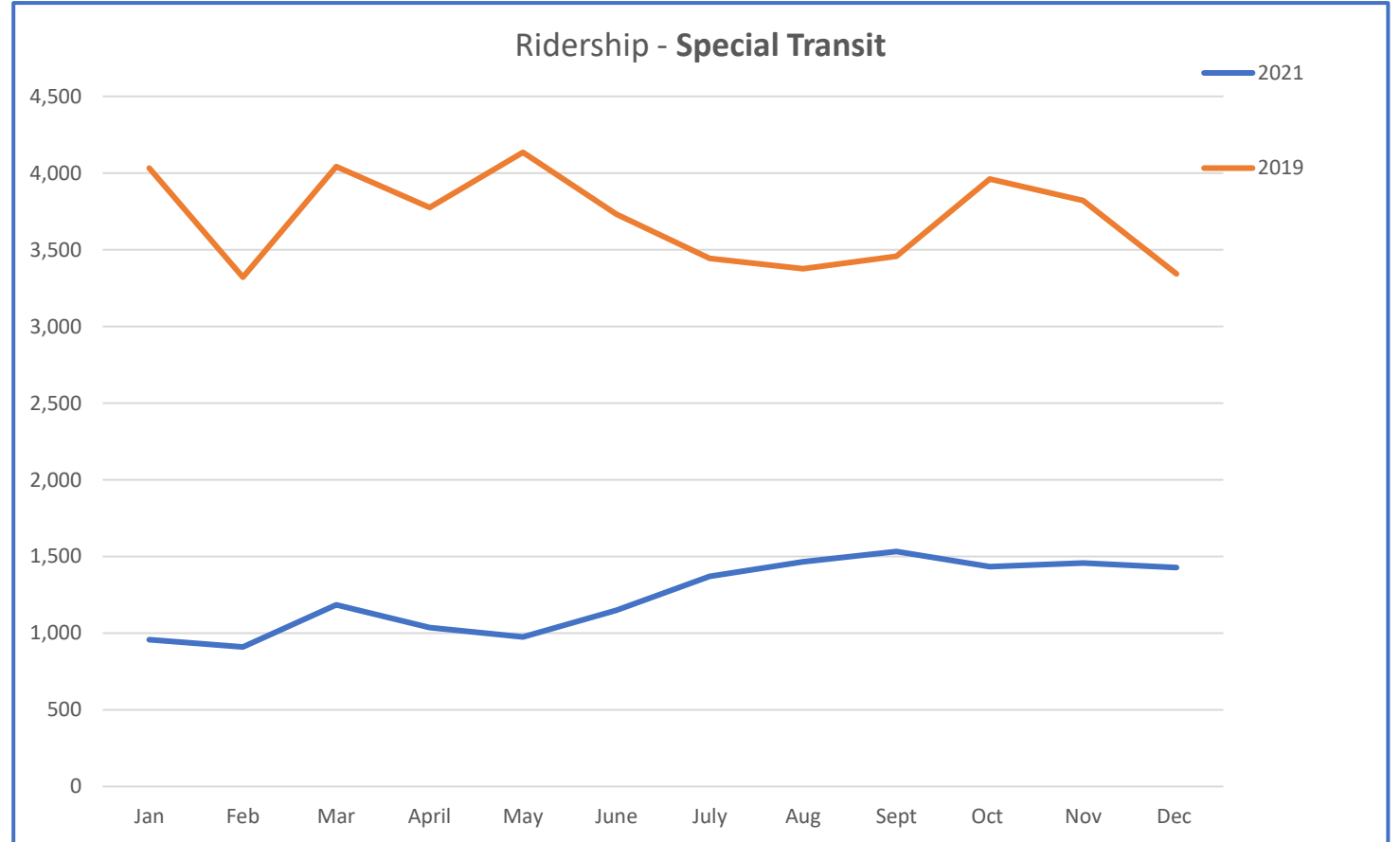
# Special Transit

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- Specialized, shared ride, curb-to-curb service
- Available to individuals who, due to a physical and/or cognitive disability, cannot use the regular transit service
- Priority is given to persons attending medical appointments, going to work or school
- 45,000 trips per year; 700 active clients
- 8 vehicles
  - Diesel and gasoline

# Ridership Numbers

- 2019 monthly average = 3,703
- 2021 monthly average = 1,241



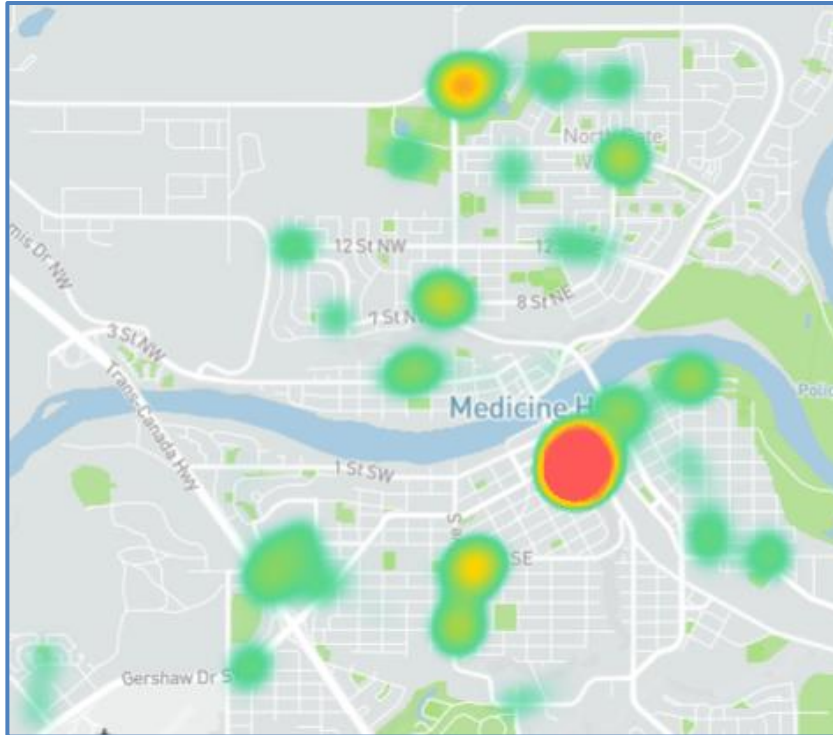
# MHTnow

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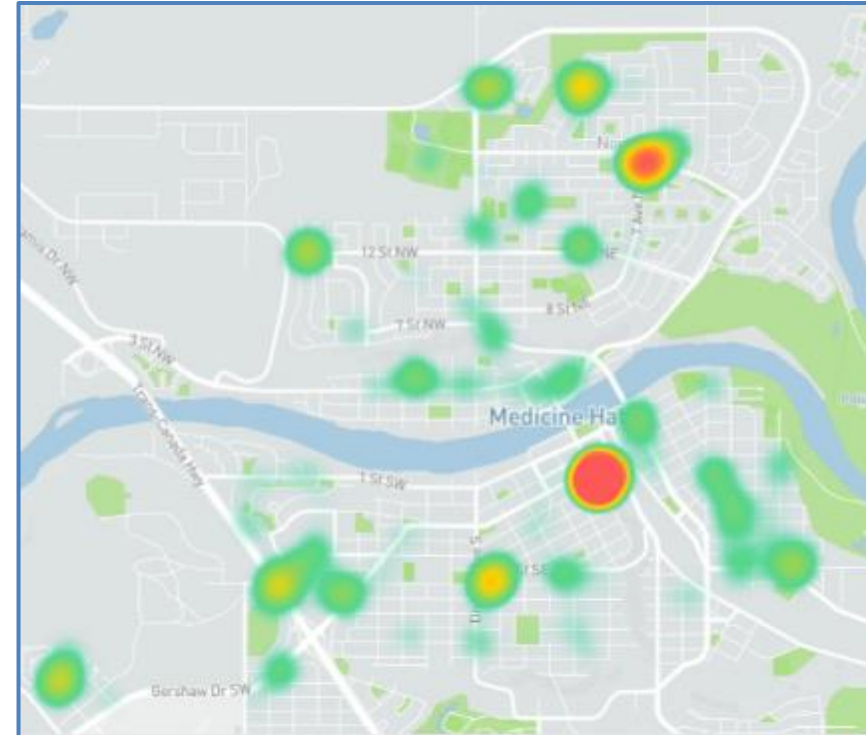


- On-demand service
  - App, telephone, desktop, driver
- Launched on Sept. 28, 2020
- Service now in North and Central Zones on weeknights and Sundays
- Mixed fleet
- 12,650 boardings in 2021; 240 recurring users riders

# MHTnow



Pick-ups



Drop-offs

# Service Improvements and Efficiencies

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- On-demand average (mean) wait time: 7.28 minutes
- On-demand average travel time: 9.74 minutes
- App rider feedback: 90% positive
- Total travel distance in 2021 via on-demand: 62,084km
  - Via fixed route: 146,178km
  - 57.5% fewer km travelled
- Savings: \$238,000
- Percentage pooled rides: 60.64%

# Fare Schedule

	Cash – Single		Monthly Pass		Mobile Ticket	
	MH	CUTA	MH	CUTA	MH	CUTA
Adult	\$3.25	\$2.87	\$70.50	\$73.05	NA	\$2.74
Child/Youth	\$3.25	\$2.59	\$38.75	\$52.56	NA	\$2.28
Student	\$3.25	\$2.82	\$61.00	\$58.27	NA	\$2.52
Senior	\$3.25	\$2.84	\$43.75	\$50.75	NA	\$2.33

# Fare Related Projects

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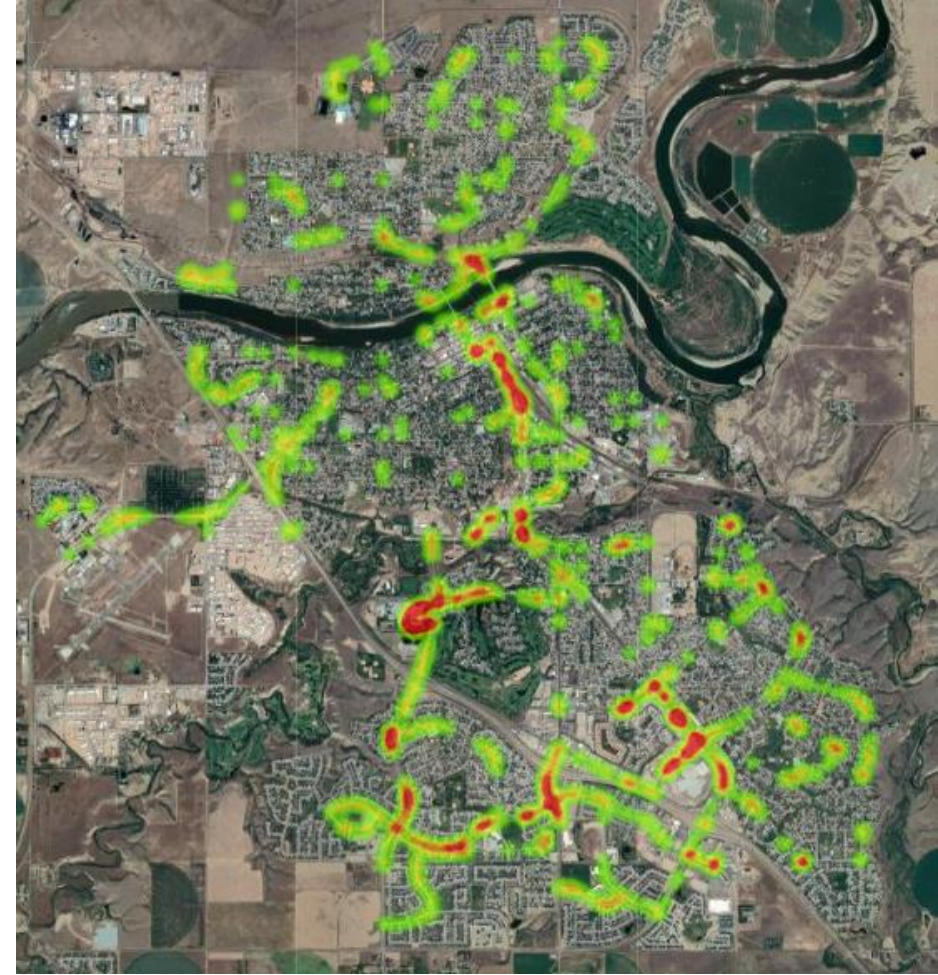
- Fare schedule review
- Fair Entry Program exploration
- Electronic Fare Management System implementation



# CAD/AVL upgrade

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- Provides ridership real-time bus location information
- Reduces anxiety for passengers
- Warns of delays or disruptions through announcements
- Provides opportunity for spontaneous use
- Provides decision makers with reliable data





# Financial Picture

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## 2021 actuals

- \$6.78 M expenses, \$836K revenue
- Net = \$5.95M

## Cost split (fees & charges framework):

- Community (taxes) and users (fees):
  - Target: 60 – 70% Community
  - 2016: 85%
  - 2019: 80% (2021: 90%)

## Cost per trip

- 2019: = \$8.22 (2021: \$32)



# Infrastructure Pinch Points

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- City's natural features
  - River
  - Coulee
  - Hills
- City's built features
  - Railyard
  - Limited density, sprawl
- Future considerations
  - Downtown redevelopment
  - Future urban development



# Continuous Improvement

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- Continue to evaluate data for system/routing improvements
- Continue to evaluate data for infrastructure improvements
- Efficiency and customer service improvements
- Build change capacity through pilot projects and technology adoption
- Continue to engage riders and community about service needs and rider experience



**OUTSTANDING ITEMS LIST**  
**PUBLIC SERVICES STANDING COMMITTEE**

**February 14, 2022**

<b>#</b>	<b>Subject</b>	<b>Requested Date</b>	<b>Individual(s) Responsible</b>	<b>Notes</b>	<b>Expected Report Date</b>
1	Cannabis Bylaw	November 4, 2019	Public Services Managing Director	Tabled at Nov. 4th Closed Council Meeting	To be determined after Provincial Review
2	Canalta Centre Report	May 25, 2020	Public Services Managing Director	Include historical performance, current state, and future plans	March 28, 2022
3	Vibrancy Grants	September 14, 2021	Public Services Managing Director	Review of process in 2022; application requirements based on varying criteria	Q3, 2022
4	Parks & Recreation Contributions to Community Organizations & User Groups	November 22, 2021	Public Services Managing Director	Value of contributions from the City to various group in the form of leases, grant distribution, and user fees.	Q2, 2022
5	Frisbee Golf	November 22, 2021	Public Services Managing Director	Background related user group proposal	TBD
6	Monarch Theatre	December 6, 2021	Public Services Managing Director	Operations of theater to be determined with Committee	January, 2022
7	Transit Overview	December 13, 2021	Community Development Department	Peer municipality comparisons, ridership, fees	Q1, 2022
8	Skateboard Bylaw	December 13, 2021	Parks and Recreation Department	Bylaw No. 3506: Peer municipality comparisons	Q2, 2022
9	Standing Committee Terms of Reference	February 14, 2022	Public Services Managing Director	Similar TOR's to those of other City Standing Committees	Q4, 2022