

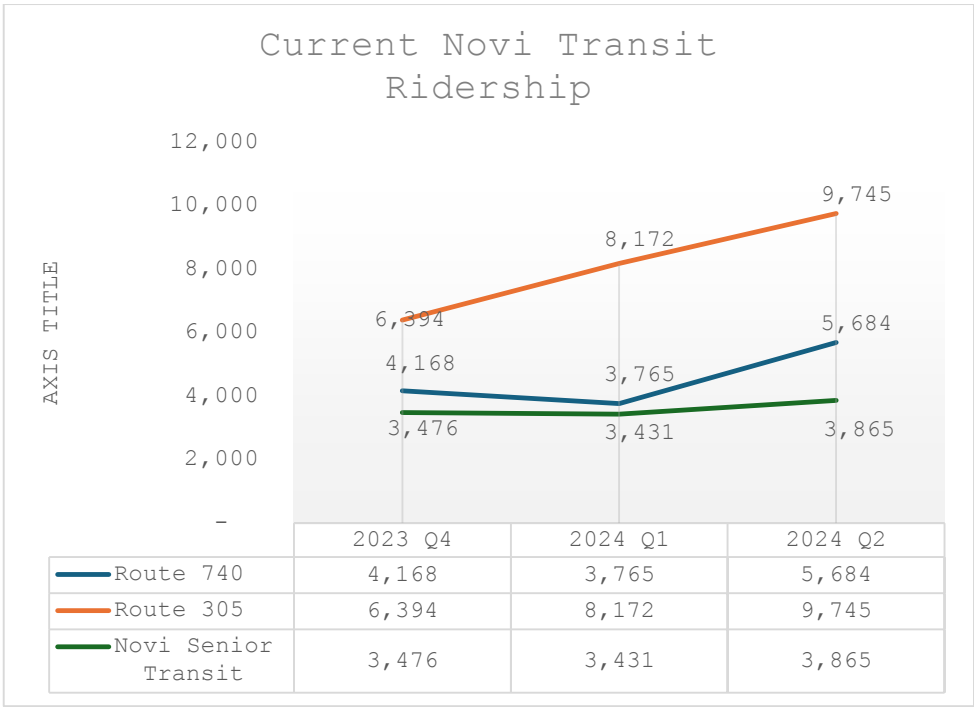
MEMORANDUM



**TO:** MAYOR AND CITY COUNCIL  
**FROM:** VICTOR CARDENAS, CITY MANAGER  
**SUBJECT:** TRANSIT USAGE – 2<sup>ND</sup> QUARTER 2024 (AND PEX TRANSITION)  
**DATE:** JULY 11, 2024

Building on the correspondence sent in [April](#), I'm providing a recent update on the community's usage of the fixed-route bus service via SMART. As a reminder, we have two fixed routes in the City, Twelve Mile and Grand River. A third park-and-ride route would stop at the Beck Park and Ride (Route #805). Per SMART, that particular route was discontinued due to a loss in total ridership. We continue working with Oakland County and SMART to receive more detailed data (per stop, riders per hour, etc.). We are hopeful that we'll be given access to such data points in time, which will greatly aid in our transit planning and management.

| Route |             | Qtr.   | Change          | Per Day | Per  | Per  |
|-------|-------------|--------|-----------------|---------|------|------|
|       |             | Riders | since last Qtr. | Qtr.    | Week | Hour |
| 305   | Grand River | 9,745  | 1,573           | 107     | 750  | 6    |
| 740   | Twelve Mile | 5,684  | 1,919           | 62      | 437  | 4    |



**PEX Transition**

Novi's Senior Transit transition to People's Express has been relatively smooth to date. Calls for service coming to the City about PEX have been next to none. Please see the initial data we have thus far:

| Date     | Schedule | No Shows | Canceled | Net Trips |
|----------|----------|----------|----------|-----------|
| 7/1/2024 | 66       | 2        | 3        | 61        |
| 7/2/2024 | 59       | 5        | 5        | 49        |
| 7/3/2024 | 76       | 5        | 11       | 60        |
| 7/4/2024 | 19       | 0        | 13       | 6         |
| 7/5/2024 | 77       | 2        | 12       | 63        |
| 7/6/2024 | 15       | 0        | 6        | 9         |
| 7/7/2024 | 13       | 1        | 6        | 6         |

Holiday/Weekend

Prior to July 1<sup>st</sup>, the City averaged about 75 rides a day in the past three quarters. We'll continue to monitor and report monthly on the usage and performance of our new partner, PEX.