

MEMORANDUM

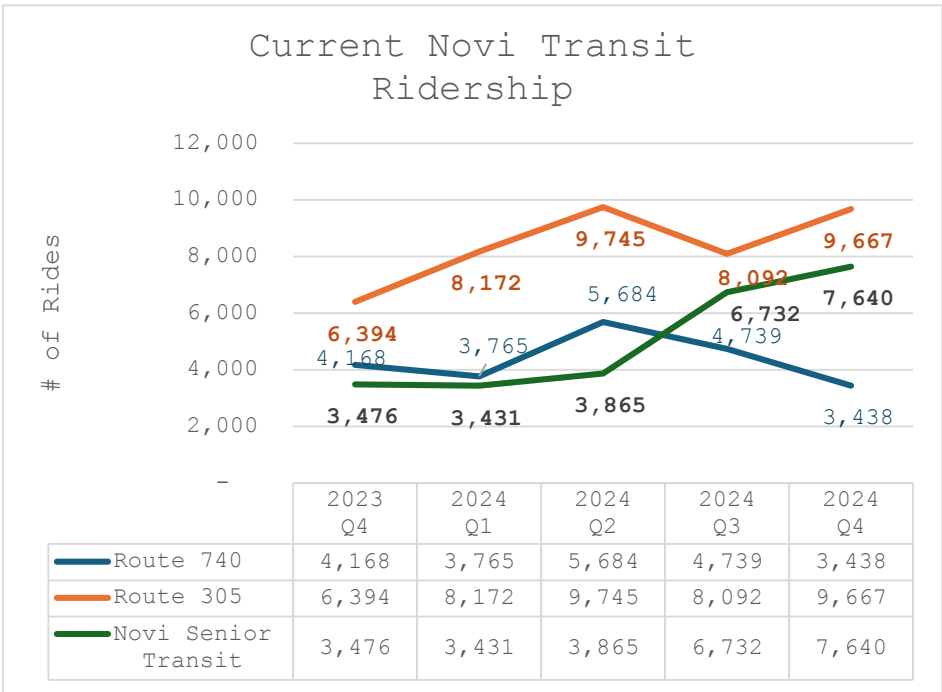


TO: MAYOR AND CITY COUNCIL
FROM: VICTOR CARDENAS, CITY MANAGER
SUBJECT: TRANSIT USAGE – 4TH QUARTER 2024
DATE: FEBRUARY 12, 2025

Building on the correspondence we sent in [October](#), I'm providing a recent update on the community's usage of the fixed-route bus service via SMART. As a reminder, we now have three fixed routes in the City as the #805 has been re-established. The Twelve Mile and Grand River at the other two fixed routes. 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. Furthermore, accompanying the dataset for Q4 SMART informed us that their Q3 numbers were a bit high, and after an audit, the numbers are now lower.

2024 (Fourth Quarter) Novi		Q4	Q3 Reported	Q3 Correction
ROUTE	ROUTE NAME	TOTAL RIDERS (ON/OFF)	TOTAL RIDERS (ON/OFF)	TOTAL RIDERS (ON/OFF)
305	GRAND RIVER	9,667	9,721	8,092
740	TWELVE MILE	3,438	7,185	4,739
805	GRAND RIVER P&R	285	244	247

Route		Qtr.	Change	Per Day	Per	Per
		Riders	since last Qtr.	Qtr.	Week	Hour
305	Grand River	9,667	1,575	105	744	6
740	Twelve Mile	3,438	(1,301)	37	264	2
805	Grand River Park	285	41	6	22	0.4



PEX Usage

Usage of People's Express continues to see consistent ridership.

	Total # Rides	Rides for 55+ & people with disabilities	Amount Billed to the City	Medical	Dialysis
July	1,951	1,577	\$ 3,154	731	87
August	2,367	1,957	\$ 3,914	918	103
September	2,414	2,016	\$ 4,032	845	89
October	2,776	2,341	\$ 4,682	924	101
November	2,495	2,095	\$ 4,190	731	98
December	2,369	1,919	\$ 3,838	586	188

SMART Credits

The City receives approximately \$60,000 in credits from the Suburban Mobility Authority for Regional Transportation (SMART). SMART contracts with cities, villages, and townships (CVT) to provide Municipal Credit funds, made available to it by the Michigan Legislature pursuant to Michigan Public Act 51 of 1951. Last fiscal year (FY 23-24) was the last year the [City could keep those funds](#) as we still operated a transit service. City Council will be asked at their next meeting to transfer these funds to PEX as they were the entity that offered services this current fiscal year (FY 24-25). The proposed motion sheet and resolution are attached.