

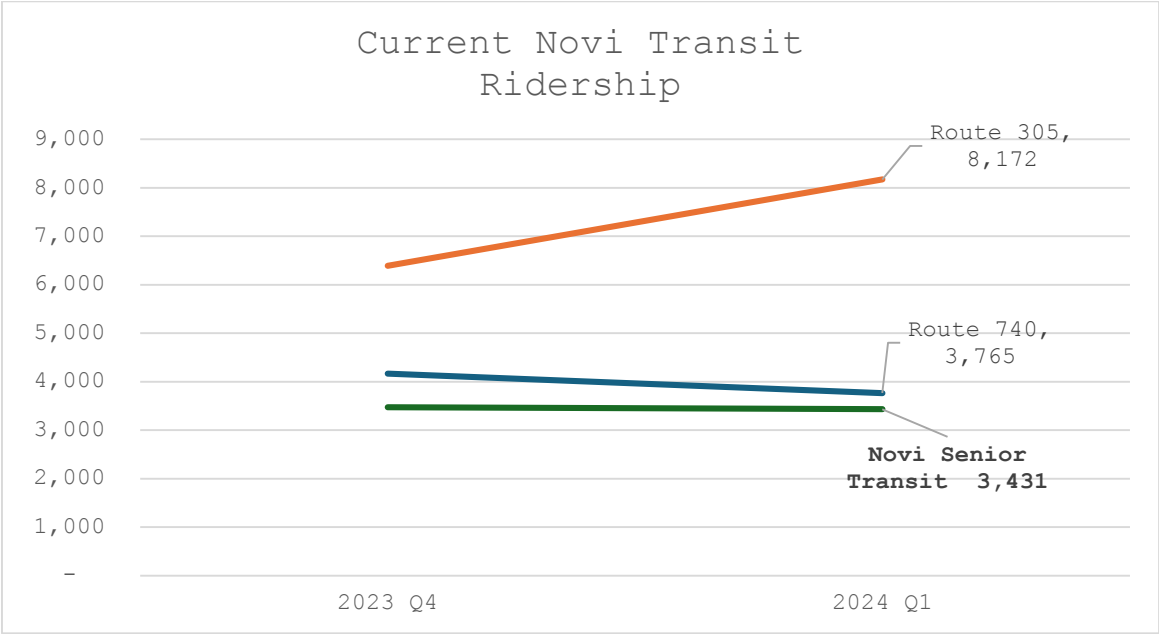
MEMORANDUM



TO: MAYOR AND CITY COUNCIL
FROM: VICTOR CARDENAS, CITY MANAGER
SUBJECT: SMART USAGE – 1ST QUARTER 2024
DATE: APRIL 24, 2024

Building on the correspondence sent in [January](#), 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. Previously, a third Park-and-Ride route would stop at the Beck MDOT Carpool Park and Ride Lot (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 hope in due time, we'll be given access to such data points.

Route		Qtr.	Change	Per Day	Per	Per
		Riders	since last Qtr.	Qtr.	Week	Hour
305	Grand River	8,172	1,778	90	629	5
740	Twelve Mile	3,765	(403)	41	290	3

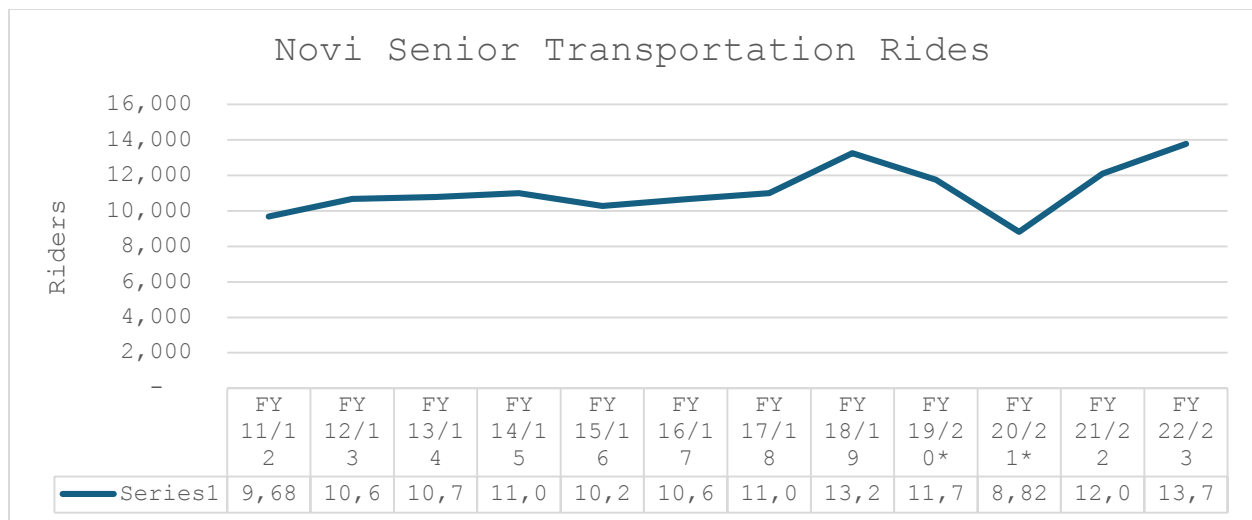


As it pertains to Novi's Senior Transit, please see the detailed data below for the last three quarters:

	Q3 2023	Q4 2023	Q1 2024
<i>Resident Riders From</i>			
Meadowbrook Commons	312	304	232
Novi	3,333	3,172	3,911
Elderly Weekday	1,901	1,730	1,785
Elderly Saturday	49	28	33
Disabled Weekday	1,648	1,681	1,564
Disabled Saturday	47	37	49
Disabled Total	1,695	1,718	1,613
Total Riders	3,645	3,476	3,431

We will expect that the reports from People's Express will be as robust and as detailed as what we currently produce as they utilize the same scheduling software.

For historical information please see the following:



*Only medical rides were provided during the COVID-19 pandemic.