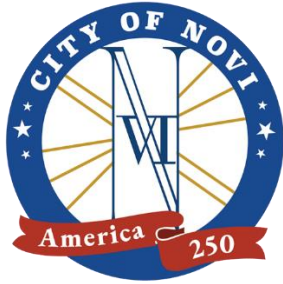


MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
FROM: REGINA SWICK, GRADUATE MANAGEMENT ANALYST
SUBJECT: TRANSIT USAGE – Q4, 2025
DATE: MARCH 25, 2026

The purpose of this memo is to provide an update on the community's use of the fixed-route bus service via SMART and the People's Express, which focuses on providing essential transportation services to seniors and individuals with disabilities.

SMART

Since the last quarter, SMART routes serving the community experienced a 2% decrease in ridership, bringing total Q4 2025 ridership to 21,262 riders. While this reflects a modest seasonal decline of 378 riders compared to Q3, overall usage remains strong. The 305 Grand River route continued to carry the highest volume of riders, averaging approximately 149 boardings per day, while the 740 Twelve Mile route averaged 78 daily boardings. Ridership on Route 805 remains consistently low.

Year-over-year, SMART ridership continues to show strong growth. Total Q4 2025 ridership rose by roughly 59% compared with Q4 2024, while full-year 2025 ridership increased 32% over 2024, with all three routes posting notable gains. This ongoing upward trend indicates that fixed-route transit remains an increasingly popular transportation option in the community, despite minor fluctuations from quarter to quarter.

SMART Ridership Data: Q4, 2025

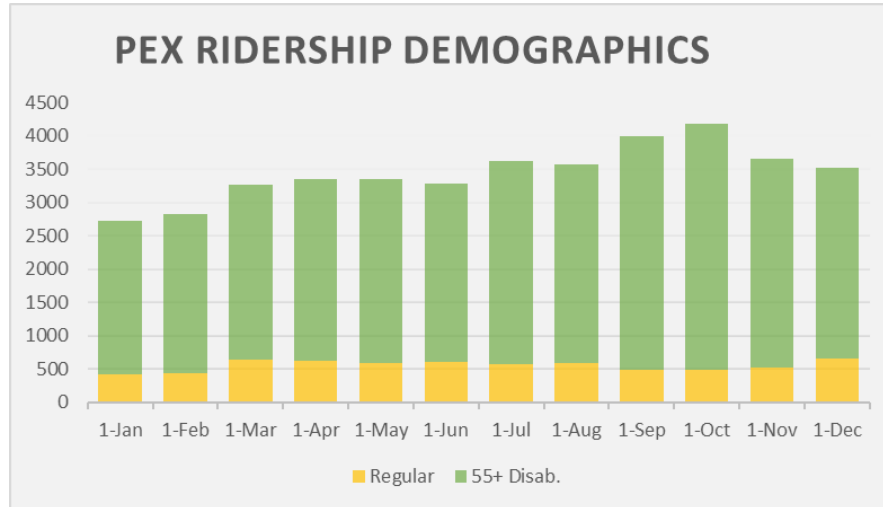
Route		This Qtr	Change	Per	Per	Per	% Change
		Riders	Since Last Q	Day	Week	Hour	Since Last Q
305	Grand River	13,703	17	149	1054.08	9.03	0%
740	Twelve Mile	7,178	(424)	78	552.15	4.73	-6%
805	Grand River Park	381	29	4	29.31	0.25	8%
Total		21,262	(378)	231	1635.54	14.01	-2%

People's Express (PEX)

People's Express continues to provide essential demand-response transportation for seniors and individuals with disabilities. Ridership levels remain stable to slightly increasing, with the majority of trips serving residents aged 55 and older or those with a disability. Medical and dialysis-related trips continue to represent a significant portion of overall usage, underscoring the service's critical role in supporting access to healthcare.

and daily living needs. Staff will continue coordinating with PEX leadership to monitor demand and ensure service capacity aligns with community need.

PEX Ridership Data: Q4, 2025



Novi All Transit Ridership: Q4 2023 – Q4, 2025

Taken together, SMART fixed-route services and People's Express demand-response transportation indicate sustained and growing reliance on public transit within Novi. While quarterly fluctuations are expected due to seasonal and travel pattern changes, year-over-year data reflects meaningful growth in overall ridership. These trends reinforce the importance of continued collaboration with regional transit partners and data-driven planning to ensure services remain accessible, efficient, and responsive to resident mobility needs.

