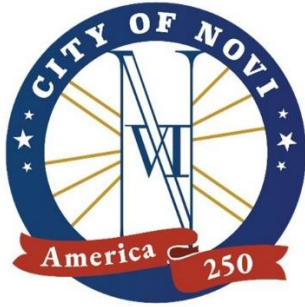


MEMORANDUM

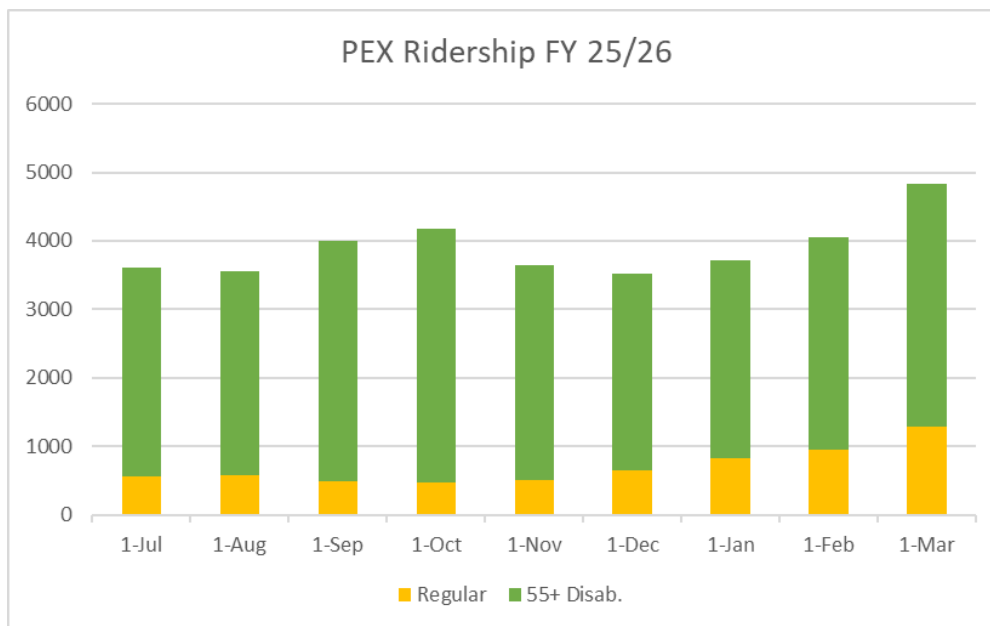


TO: VICTOR CARDENAS, CITY MANAGER
FROM: REGINA SWICK, GRADUATE MANAGEMENT ANALYST
SUBJECT: TRANSIT USAGE: JAN 1, 2026 – MARCH 31, 2026
DATE: APRIL 23, 2026

The purpose of this memorandum is to provide a quarterly update on the community's use of fixed-route bus service through SMART, as well as demand-response service through People's Express.

People's Express (PEX)

People's Express continues to provide essential demand-response transportation for Novi residents. Ridership continues to increase, with the majority of trips serving residents age 55 and older or those with a disability. Medical and dialysis-related trips account for a significant share of overall usage underscoring the service's critical role in supporting access to healthcare and other daily needs. Staff will continue to coordinate with PEX leadership to monitor demand and ensure that service capacity aligns with community needs.



The City continues to subsidize rides for seniors and residents with disabilities. For FY 2025–2026, **\$80,000 is budgeted** for this program. From January 1 through March 31,

2026, People's Express provided 12,601 total trips, of which 9,539 were subsidized by the City. City subsidy costs for the quarter totaled **\$19,078**.

An additional \$7,997.43 was spent for OAS travel programs and facilities refresh for the OAS suite when transportation transitioned over to PEX. The remaining balance budgeted is **\$14,454.57**.

This Quarter		FY Balance to date	
Total Rides	12,601	Budgeted	\$80,000.00
55+ Riders with disabilities	9,539	Used	\$65,545.43
Subsidized (\$2/resident)	\$19,078	Balance	\$14,454.57

Rents from PEX

On December 15, 2025, Council approved an amendment to the service agreement with PEX, increasing rents from \$600 to \$2,000 per month. This quarter, \$6,000 has been received. Total for FY 25/26 is **\$15,600**.

SMART

Since the previous quarter, SMART routes serving the community experienced a 12 percent decrease in ridership, with total quarterly ridership reaching 18,780 passengers. This reflects a seasonal decline of 2,482 riders from the prior quarter. Despite this decrease, overall usage remains strong, with ridership up 62.8 percent compared to the same quarter last year. This sustained year-over-year growth indicates that fixed-route transit continues to gain popularity in the community, even with typical seasonal fluctuations.

The 305 Grand River route continued to carry the highest volume of riders, averaging approximately 133 boardings per day, while the 740 Twelve Mile route averaged 72 daily boardings. Ridership on Route 805 remains comparatively low.

SMART Ridership Data: Q1, 2026

Route		This Qtr	Change	Per	Per	Per	% Change
		Riders	Since Last Q	Day	Week	Hour	Since Last Q
305	Grand River	12,011	-1,692	133	923.92	8.09	-12%
740	Twelve Mile	6,480	-698	72	498.46	4.36	-10%
805	Grand River Park	289	-92	3	22.23	0.19	-24%
Total		18,780	-2,482	209	1444.62	12.65	-12%

Novi All Transit Ridership: Q4 2023 – Q1, 2026

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.

