

MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
FROM: REGINA SWICK, GRADUATE MANAGEMENT ANALYST
SUBJECT: SMART RIDERSHIP UPDATE
DATE: SEPTEMBER 18, 2025

The purpose of this memo is to provide an update on the community's use of the fixed-route bus service via SMART.

SMART

We continue to work with Oakland County and SMART to obtain more detailed data, such as per-stop ridership and riders per hour, that will support our transit planning and service evaluation. We remain committed to pursuing consistent access to these data points to inform and improve our planning efforts.

Since the last quarter, SMART routes serving our area saw a **notable increase of 5,598 riders**, bringing total Q2 ridership to **17,193**. This reflects continued growth in demand and is higher than the same period last year, when Q2 2024 totaled **15,725 riders** across the three routes. The 305 Grand River and 740 Twelve Mile routes drove most of the growth, with increases of 3,050 and 2,605 riders, respectively. These routes now average a combined **189 boardings per day**, highlighting their critical role in local and regional connectivity.

Given the unusually high totals this quarter, we plan to follow up with SMART to confirm the accuracy of the data and ensure consistency in reporting going forward. Accurate tracking is essential as we align transit service levels with community needs and evaluate potential service enhancements.

SMART Ridership Data: Q2, 2025

Date Range	2025 Q2	91	Days	13	16.5 hours a day
ROUTE	ROUTE NAME	RIDERS	Riders Per Day		Riders per hour
305	Grand River	11,043	121		7.35
740	Twelve Mile	5,908	65		3.93
805	Farmington Park and Ride	242	3		0.16
Total		17,193	189		11.45

Route		This Qtr	Change	Per	Per	Per
		Riders	Since Last Q	Day	Week	Hour
305	Grand River	11,043	3,050	121	849.46	7.35
740	Twelve Mile	5,908	2,605	65	454.46	3.93
805	Grand River Park	242	-57	3	18.62	0.16
Total		17,193	5,598	189	1322.54	11.45

SMART Ridership Q4 2023 – Q2 2025

Grand River		12 Mile	Park & Ride
	Route 305	Route 740	Route 805
2023 Q4	6394	4168	311
2024 Q1	8172	3765	96
2024 Q2	9745	5684	296
2024 Q3	8092	4739	244
2024 Q4	9667	3438	285
2025 Q1	7993	3303	299
2025 Q2	11043	5908	242
2025 Q3			
2025 Q4			

