

MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
FROM: DAN RYNARD, GRADUATE MANAGEMENT ANALYST
SUBJECT: SMART ROUTE USAGE – Q2, 2026
DATE: AUGUST 7, 2026

This memorandum provides a quarterly update to the City Council on the Suburban Mobility Authority for Regional Transit (SMART) fixed routes within the city limits of Novi, from April 1st through June 30th.

UPDATE:

On April 20th, SMART implemented Service Route 350 - a new route that expanded service along our NW border with Wixom.

The Wayne County transit millage passed on August 3rd. There are possible future implications to service route(s) that may affect Novi, though it's worth noting that these are not finalized and still require studies and citizen engagement to determine best possible outcomes.

RIDERSHIP

In all, our routes served 25,170 riders - a 34% increase in ridership compared to Q1 and a 46% increase compared to Q2 of 2025, indicating demand for public transit.

The 305 Grand River route continued to carry the highest volume of riders, averaging approximately 164 boardings per day, while the 740 Twelve-Mile route averaged 87 daily boardings. Ridership on Route 805 remains comparatively low despite marked growth.

SMART Ridership Table: Q2, 2026

Route		This Qtr	Change	Per	Per	Per	% Change
		Riders	Since Last Q	Day	Week	Hour	Since Last Q
305	Grand River	14,764	2,753	164	1135.69	9.94	23%
350	Wixom	2,162	2,162	24	166.31	1.46	
740	Twelve Mile	7,796	1,316	87	599.69	5.25	20%
805	Grand River Park	448	159	5	34.46	0.30	55%
Total		25,170	6,390	280	1936.15	16.95	34%

Mass Transit System Ridership Trends

