

MEMORANDUM



TO: MAYOR AND CITY COUNCIL
FROM: VICTOR CARDENAS, CITY MANAGER
SUBJECT: SMART USAGE - 4TH QUARTER 2023
DATE: JANUARY 18, 2024

This correspondence aims to provide an update on the usage of the fixed route SMART bus service within the community. The City of Novi began to receive transit services from SMART in September 2023. Three fixed routes run seven (7) days a week from 7 a.m. to 11 p.m. From the initiation of services, the City of Novi has requested usage rates for each route. SMART officials provided data on the first month of service but committed to quarterly going forward. This week, Novi Administration received the data for the initial quarter of service in Novi. Per the data below, trends with the first month of service:

Route		Month Riders	Qtr. Riders	Per Day		Per Hour	
				Qtr.	1 month	Qtr.	1 month
305	Grand River	2,690	6,428	54.47	56.04	3.6	3.7
740	Twelve Mile	1,302	4,206	35.6	27.13	2.4	1.8
805	Farmington Park and Ride	223	328	2.8	4.65	0.2	0.3

* Monthly Riders is the first data set staff received for the period of September 11 – October 29, 2023

In time we'll provide more robust reporting comparing and contrasting with prior time periods.