

MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
FROM: REGINA SWICK, GRADUATE MANAGEMENT ANALYST
SUBJECT: TRANSIT USAGE – 1ST QUARTER 2025
DATE: JULY 3, 2025

Building on the correspondence that was sent in February, I'm providing an update on the community's use of the fixed-route bus service via SMART. As a reminder, we now have three fixed routes operating in the City, with Route #805 having been re-established, in addition to the Twelve Mile and Grand River routes.

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.

SMART Ridership Data: Q1, 2025

Route		Qtr.	Change	Per Day	Per	Per
		Riders	since last Qtr.	Qtr.	Week	Hour
305	Grand River	7,993	(1,674)	167	615	10
740	Twelve Mile	3,303	(135)	69	254	4
805	Grand River Park	299	14	6	23	0

People's Express (PEX)

Between July 2024 and March 2025, the City-supported transportation program provided an average of over 2,500 rides per month, with the majority serving residents aged 55+ and individuals with disabilities. Notably, the data shows a consistent increase in ridership over this period, reflecting growing community demand and reliance on these services.

This upward trend highlights the critical role of accessible transportation in supporting medical needs, including an average of 775 medical rides and over 100 dialysis-related rides per month, and reinforces the importance of sustaining and enhancing transit options for our residents.

PEX Ridership Data: Q3, 2024- Q1, 2025

Yr/Mo	Total # Rides	Rides for 55+ & people with disabilities	Amount Billed to the City	Medical	Dialysis
24-Jul	1,951	1,577	\$ 3,154	731	87
24-Aug	2,367	1,957	\$ 3,914	918	103
24-Sep	2,414	2,016	\$ 4,032	845	89
24-Oct	2776	2,341	\$ 4,682	924	101
24-Nov	2495	2,095	\$ 4,190	731	98
24-Dec	2369	1,919	\$ 2,383	586	188
25-Jan	2716	2303	\$ 4,606	748	84
25-Feb	2820	2377	\$ 4,754	722	95
25-Mar	3266	2623	\$ 5,246	774	115
AVE	2,575	2,134	\$ 4,107	775	107

Novi Ridership: Q1 2024- Q1, 2025

