

MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
FROM: REGINA SWICK, GRADUATE MANAGEMENT ANALYST
SUBJECT: TRANSIT USAGE – 3RD QUARTER 2025
DATE: NOVEMBER 20, 2025

The purpose of this memo is to provide an update on the community's use of the fixed-route bus service via SMART and the People's Express, which focuses on providing essential transportation services to seniors and individuals with disabilities.

SMART

We continue to work with Oakland County and SMART to obtain detailed data, such as per-stop and per-route ridership data, 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 **26% increase in ridership**, bringing total Q3 ridership to **21,640**. This reflects continued growth in demand and is higher than the same period last year, when Q3 2024 totaled **13,075 riders** across the three routes. The 305 Grand River and 740 Twelve Mile routes drove most of the growth, with increases of 2,643 and 1,694 riders, respectively. These routes now average a combined **235 boardings per day**, highlighting their expanding role in local and regional connectivity.

SMART Ridership Data: Q3, 2025

Route		This Qtr	Change	Per	Per	Per	% Change
		Riders	Since Last Q	Day	Week	Hour	Since Last Q
305	Grand River	13,686	2,643	149	1052.77	9.02	24%
740	Twelve Mile	7,602	1,694	83	584.77	5.01	29%
805	Grand River Park	352	110	4	27.08	0.23	45%
Total		21,640	4,447	235	1664.62	14.26	26%

People's Express (PEX)

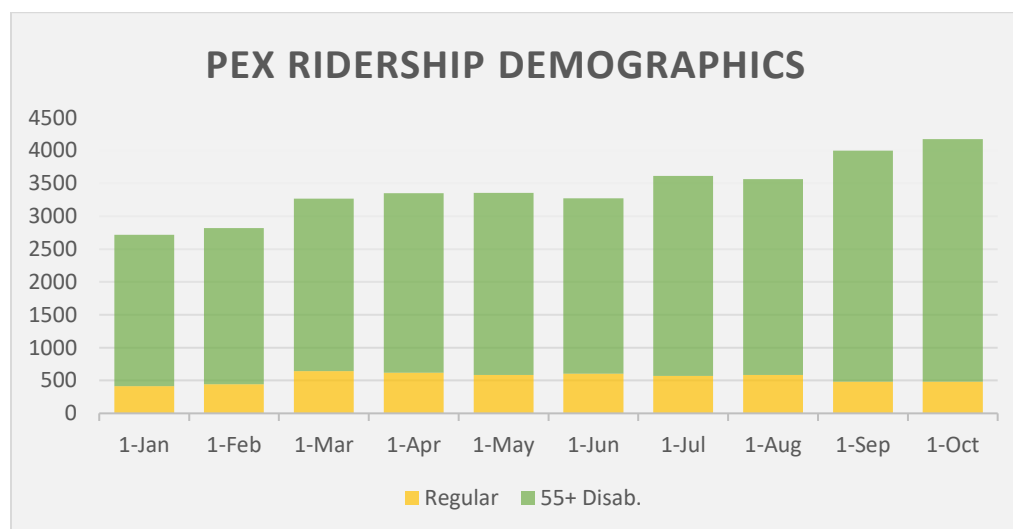
Since the last reporting period, People's Express (PEX) continued to experience strong ridership, providing an average of **3,724 rides per month**, totaling **11,173 riders** between July and September 2025. This represents a noticeable increase from the previous

quarter, which averaged 3,325 riders, and underscores the growing reliance on senior and disability-focused transportation within the community.

The majority of riders continue to be residents aged 55 and older or individuals with disabilities, with **9,541 rides provided to this population during the third quarter**. Medical-related transportation remains a key component of PEX services, with an average of **943 medical** rides and **107 dialysis** rides per month. These figures reflect steady demand for health-related transit and reinforce the importance of maintaining and expanding access to these critical services.

PEX Ridership Data: Q1, 2025 – Q3, 2025

SENIOR TRANSIT: PEX					
Yr/Mo	Demographics			Purpose	
	Total	Regular	55+ Disab.	Medical	Dialysis
25-Jan	2716	413	2303	748	84
25-Feb	2820	443	2377	722	95
25-Mar	3266	643	2623	774	115
Q1 Total	8802	1499	7303	2244	294
25-Apr	3351	617	2734	881	107
25-May	3354	583	2771	818	92
25-Jun	3272	606	2666	836	96
Q2 Total	9977	1806	8171	2535	295
25-Jul	3611	569	3042	946	93
25-Aug	3563	582	2981	899	97
25-Sep	3999	481	3518	985	131
Q3 Total	11173	1632	9541	2830	321
25-Oct	4171	480	3691	1014	153.0



Novi All Transit Ridership: Q1 2024 – Q3, 2025

