

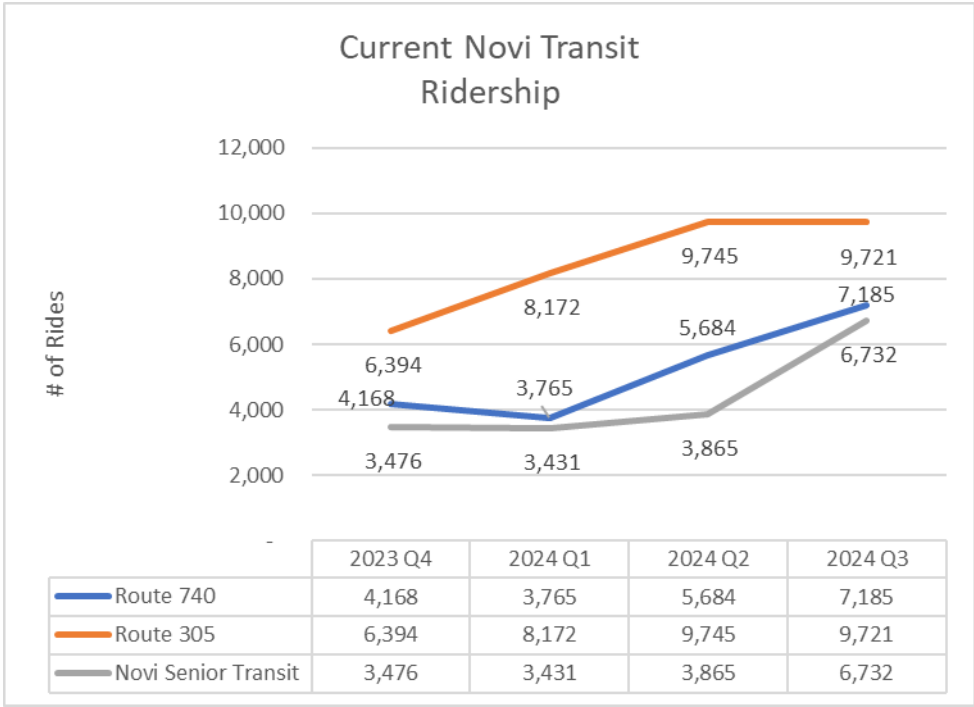
MEMORANDUM



TO: MAYOR AND CITY COUNCIL
FROM: VICTOR CARDENAS, CITY MANAGER
SUBJECT: TRANSIT USAGE – 3RD QUARTER 2024
DATE: OCTOBER 17, 2024

Building on the correspondence sent in [July](#), I'm providing a recent update on the community's usage of the fixed-route bus service via SMART. As a reminder, we have two fixed routes in the City, Twelve Mile and Grand River. A third park-and-ride route would stop at the Beck Park and Ride (Route #805). Per SMART, that particular route was discontinued due to a loss in total ridership. We continue working with Oakland County and SMART to receive more detailed data (per stop, riders per hour, etc.). We are hopeful that we'll be given access to such data points in time, which will greatly aid in our transit planning and management.

Route		Qtr.	Change	Per Day	Per	Per
		Riders	since last Qtr.	Qtr.	Week	Hour
305	Grand River	9,721	(24)	106	748	5
740	Twelve Mile	7,185	1,501	78	553	3



PEX Usage

Novi's Senior Transit transition to People's Express remains relatively smooth to date. Usage has definitely increased, unfortunately we have seen an uptick in complaints from residents regarding the inability to get rides either within 3-business day lead time or an inability to get to destinations out of PEX boundaries. While the "uptick" is still quite low—we received five (5) calls in the week of October 7—it's far higher than any week to date. Prior to last week, we averaged less than one a week. PEX is reporting about a 25% increase (county wide) in rides from July to September and have had to make operational adjustments accordingly. Novi staff continues to meet with PEX weekly regarding operations and is participating in a 3rd quarter regional meeting where we'll expect County and PEX officials to address some of these service concerns.

	Total # Rides	Rides for 55+ & people with disabilities	Amount Billed to the City
Jul	1,951	1,577	\$ 3,154
Aug	2,367	1,957	\$ 3,914
Sep	2,414	2,016	\$ 4,032