

MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
FROM: REGINA SWICK, GRADUATE MANAGEMENT ANALYST
SUBJECT: TRANSIT USAGE – 2ND QUARTER 2025
DATE: JULY 24, 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 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.

Since the last quarter, SMART routes serving our area saw a **notable increase of 5,598 riders**, bringing total Q2 ridership to **17,193**. This reflects continued growth in demand and is higher than the same period last year, when Q2 2024 totaled **15,725 riders** across the three routes. The 305 Grand River and 740 Twelve Mile routes drove most of the growth, with increases of 3,050 and 2,605 riders, respectively. These routes now average a combined **189 boardings per day**, highlighting their critical role in local and regional connectivity.

Given the unusually high totals this quarter, we plan to follow up with SMART to confirm the accuracy of the data and ensure consistency in reporting going forward. Accurate tracking is essential as we align transit service levels with community needs and evaluate potential service enhancements.

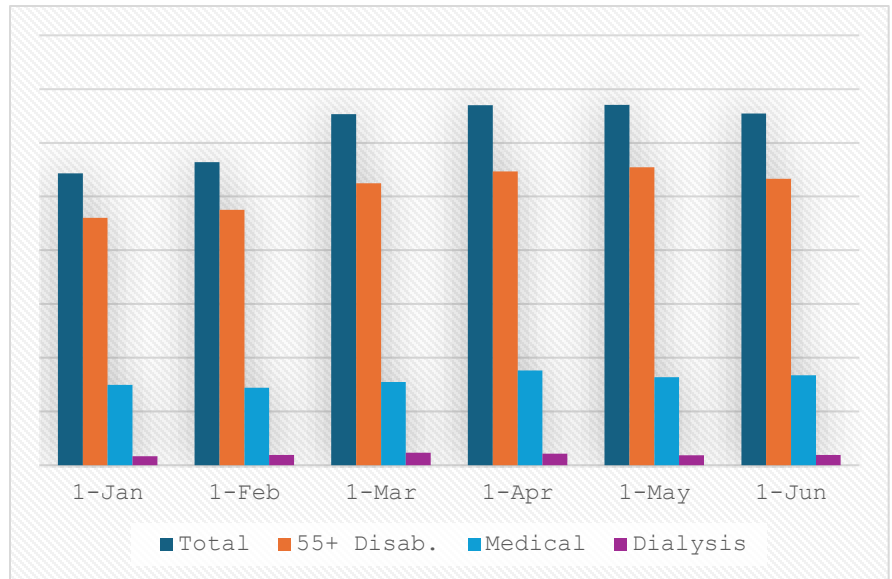
SMART Ridership Data: Q2, 2025

Route		This Qtr	Change	Per	Per	Per
		Riders	Since Last Q	Day	Week	Hour
305	Grand River	11,043	3,050	121	849.46	7.35
740	Twelve Mile	5,908	2,605	65	454.46	3.93
805	Grand River Park	242	-57	3	18.62	0.16
Total		17,193	5,598	189	1322.54	11.45

People's Express (PEX)

Since the last reporting period, People's Express (PEX) continued to experience strong ridership, providing an average of over **3,100 rides per month between April and June 2025**. This represents a noticeable increase from the previous quarter, which averaged 2500 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 **over 8,100 total rides provided to this population during the second quarter**. Medical-related transportation remains a key component of PEX services, with an average of 796 medical rides and nearly 100 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 - Q2, 2025

Senior Transit: PEX					
Yr/Mo	Total	55+ Disab.	Billed	Medical	Dialysis
25-Jan	2716	2303	\$4,606	748	84
25-Feb	2820	2377	\$4,754	722	95
25-Mar	3266	2623	\$5,246	774	115
Q1 Total	8802	7303	\$14,606	2244	294
25-Apr	3351	2734	\$5,468	881	107
25-May	3354	2771	\$5,542	818	92
25-Jun	3272	2666	\$5,332	836	96
Q2 Total	9977	8171	\$16,342	2535	295
Average	3129.8	2579	5158	796.5	98.2

Novi Total Transit Ridership Data: Q1 2024 - Q2, 2025

