



2025

PROGRESS REPORT





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1

INTRODUCTION

A MESSAGE FROM DAVID COULTER *Oakland County Executive*

The past three years of dedicated coordination from the Oakland County Transit Division has created a reliable public transportation system that responds to the diverse needs of our county's residents. Access to high-quality transportation services throughout the community is a necessity for residents in Oakland County, and the historic growth Oakland Transit has seen in the last three years is a testament to the increased demand for public transportation in our community.

This annual report illustrates the progress Oakland Transit's five contracted transit providers have seen since the passage of Oakland County's Public Transportation Millage in 2022. Thanks to Oakland Transit's five transit providers, including the North Oakland Transportation Authority (NOTA), OPC Social & Activity Center (OPC), People's Express (PEX), Suburban Mobility Authority for Regional Transportation (SMART) and Western Oakland Transportation Authority (WOTA), more residents are choosing to ride public transportation than ever before.

This report also indicates a future of continued expansion and transit service enhancement. This includes the development of Oakland County's Community Transit Plan, which is built upon public input and will serve as a framework for the future of public transit in Oakland County. Oakland Transit's Access to Transit Program, which awards funding to local projects that make travel to and from transit service stops safer for pedestrians, continues to be a valuable opportunity for communities to invest in transit-oriented infrastructure, creating safer and more accessible transit experiences for riders.

This robust network of public transportation ensures Oakland County continues to be a thriving destination for students looking to complete their degrees in higher education, professionals looking to build their careers and families looking for a place to settle down. Oakland Transit connects our residents with the resources and opportunities they need to succeed.

With Sincere Appreciation,

David Coulter



A MESSAGE FROM DAVID T. WOODWARD

Chairman, Oakland County Board of Commissioners

This report marks another great year of progress for better public transit in Oakland County. In 2025 Oakland County maintained funding for a base level of transit service in every community across the county. More people are getting to more destinations, more frequently than ever before.

Our county's local economy is stronger because of the improvements in our transit services this past year. Our local communities are more connected than ever. And we're reminded, whether you individually use transit options available or not, many we rely on depend on it every day. Ridership continues to rise, new routes are being developed, plans for higher frequency on fixed routes are in development, and more transit improvements are coming to residents, workers, patients and students who will benefit from these expansions.

Oakland Transit continues to support transit improvements across the county, working closely with the Board's Oakland Transit Ad Hoc Committee. Oakland County concluded the year finalizing the implementation of a strategic Oakland County Community Transit Plan providing a road map for future improvements.

This annual report shows the progress we've made. We all look forward on building on this success going forward.



A MESSAGE FROM DOM L. HOLMES

Director, Oakland County Economic Development

Public transportation is a foundational component of economic development, workforce accessibility and quality of life. The 2025 Oakland Transit Annual Report illustrates that when accessible and affordable public transportation services are available, residents are eager to utilize them. Since the passage of the Oakland County Public Transportation millage, our local and regional transit providers have continued to expand and enhance their operations to meet Oakland County's growing ridership demand.

This coordinated effort, led by the Oakland Transit Division and supported by the taxpayers of Oakland County, has improved all residents' ability to access local businesses, places of employment and social services, creating a more connected region for all.

This Annual Report is not only a reflection of three years of growth, but a foundation for continued transit service enhancement in the future. The Community Transit Plan and Access to Transit Program build upon the momentum of the past three years and ensure all residents are positively impacted by public transportation services in the community.

Thank you for your ongoing support as we continue to expand and improve public transportation services across Oakland County.

OAKLAND COUNTY TRANSIT AD HOC COMMITTEE

The Oakland County Transit Ad Hoc Committee was formed on April 23, 2023, to ensure funds from the Oakland County Public Transportation Millage are efficiently and effectively utilized.

Since its formation, the Transit Ad Hoc Committee has worked to expand transit services to cover all of Oakland County and has supported the growth of each transit provider as they expand their fleets and teams to accommodate the growing demand for transit services in the community.

2025-28 COMMITTEE MEMBERSHIP INCLUDES:



**Commissioner
Brendan Johnson, Chair**
District 4



**Commissioner
David T. Woodward**
District 1



**Commissioner
Angela Powell,
Vice Chair**
District 19



**Commissioner
Michael J. Gingell**
District 6



**Commissioner
Marcia Gershenson**
District 11



**Commissioner
Philip J. Weipert**
District 13

2025 BY THE NUMBERS



4,154,652
Oakland County Transit Rides.
Note: Includes estimated Local Provider rides and SMART Fixed Route and Demand Response rides in Oakland County.



23
New vehicles purchased (Local Providers):

- NOTA: 5
- OPC: 3
- PEX: 15



15,334
"This Ride's on Us" Veteran's Program Rides.



\$65,861,560
Total Funding from Oakland County Public Transportation Millage.

\$39,175,227
Additional Transit Funding (Federal, State and Local Sources).



87
New Employees since 2024:

- NOTA: 15
- OPC: 13
- PEX: 21
- SMART: 13
- WOTA: 25

Local Providers:

- 5,019,797 Vehicle Miles driven in 2025
- 10,648,739 Vehicle Miles driven since 2023 (including 2025)

SMART:

- 15,539,110 Vehicle Miles driven in 2025
- 44,198,902 Vehicle Miles driven since 2023 (including 2025)





2 TRANSIT PROVIDERS

Oakland County contracts a total of five transit providers to serve the community. Oakland County's local transit providers include the North Oakland Transportation Authority (NOTA), OPC Social & Activity Center (OPC), People's Express (PEX) and Western Oakland Transportation Authority (WOTA). The Suburban Mobility Authority for Regional Transportation (SMART) serves as Oakland County's regional transit provider.

Thanks to the collaboration and year-over-year (YoY) growth of each transit provider, residents across Oakland County have the freedom to independently move around their community, accessing places of employment, health care services and local community centers.

NORTH OAKLAND TRANSPORTATION AUTHORITY (NOTA)

RideNOTA.org > 



The North Oakland Transportation Authority serves the residents of Addison Township, Brandon Township, Clarkson, Independence Township, Lake Orion, Leonard, Orion Township, Ortonville, Oxford Township, Oxford Village and Springfield Township. NOTA provides services to all residents, with priority given to people with disabilities, seniors aged 55 and older, veterans, and low-income individuals.

23%
Capital
Expenses

77%
Operating
Expenses

2025 BUDGET

\$10,874,654 Total 2025 Budget

- 23% Capital Expenses
- 77% Operating Expenses

“I had a stroke two years ago and I called NOTA. It’s affordable to take me where I want to go. It’s a great service; I wouldn’t make it without them. It’s a great help to me and if anybody needs service, please call NOTA because they will help you out. It’s the best thing going on around here.”

—CLIFFORD ADAMS

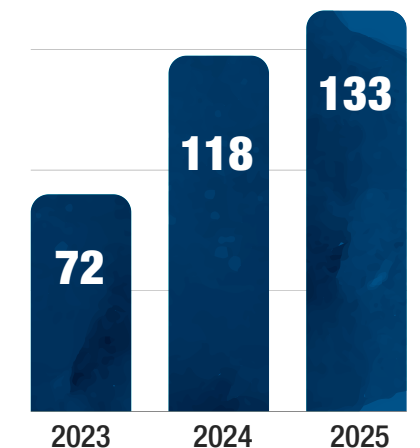
THREE YEAR GROWTH

NOTA provided **160%** more rides in 2025 than in 2022. Since the passage of the Oakland County Public Transportation Millage, NOTA’s service area has grown **98%** due to expansion.

Year	New Hires	Total
2023	37	72
2024	46	118
2025	15	133

Since contracting with Oakland Transit, NOTA’s team has increased by **259%**.

NOTA TEAM GROWTH (2023-2025)



DEMAND RESPONSE

**106,022**
rides in 2025

**11%**
more rides than 2024

**63**
Fleet Vehicles

Year	# of Fleet Vehicles	# of Rides	YoY %
2022	24	40,755	No Data
2023	34	49,314	21%
2024	61	97,042	97%
2025	63	106,022	9%

Note: All 2022 ridership numbers are best estimates from information provided by the Local Transit Providers.

2025 QUICK STATS

Among NOTA riders:

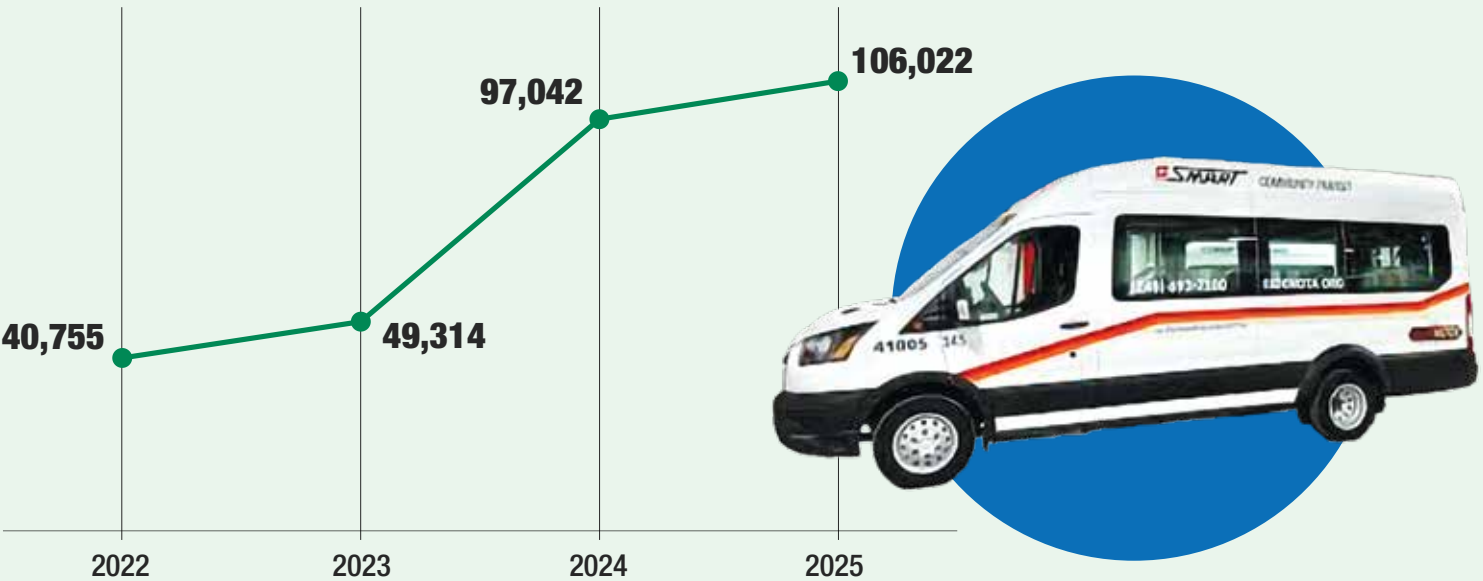
35%
are individuals
with disabilities.

40%
are individuals
aged 55+.

15%
are individuals who
are both 55+ and
have a disability.

“I’ve been riding NOTA since 2005. They’ve helped me so much. I don’t know what I’d do without them.”
—RACHEL OAKES

NUMBER OF NOTA RIDES (2022-2025)



Note: All 2022 ridership numbers are best estimates from information provided by the Local Transit Providers.

“I had to go through an ankle replacement surgery twice this year, which required me to go to physical therapy. In doing so, my wife would have to take vacation time to bring me here. NOTA has provided me the opportunity to come back and forth to my physical therapy sessions without interrupting my wife’s vacation time, which is hugely important to us.”
—JERRY



OPC SOCIAL & ACTIVITY CENTER (OPC)

OPCTransportation.org >



The OPC Social & Activity Center serves the residents of Oakland Township, Rochester and Rochester Hills. OPC provides transportation services to all residents, with priority given to people with disabilities, seniors aged 55 and older, veterans, and low-income individuals.



“I love the transportation, helping with my grocery shopping and coming to OPC. I don’t know what I’d do without it.”

—OPC RIDER

THREE YEAR GROWTH

OPC provided **90%** more rides in 2025 than in 2022. In 2025, OPC hired **11** new employees, including **10** drivers.

Year	New Hires
2023	4
2024	7
2025	11

Since contracting with Oakland Transit, OPC’s team has increased by **69%**.

16%
Capital
Expenses

84%
Operating
Expenses

2025 BUDGET

\$3,800,925 Total 2025 Budget

- 16% Capital Expenses
- 84% Operating Expenses



DEMAND RESPONSE

 **54,780**
rides in 2025

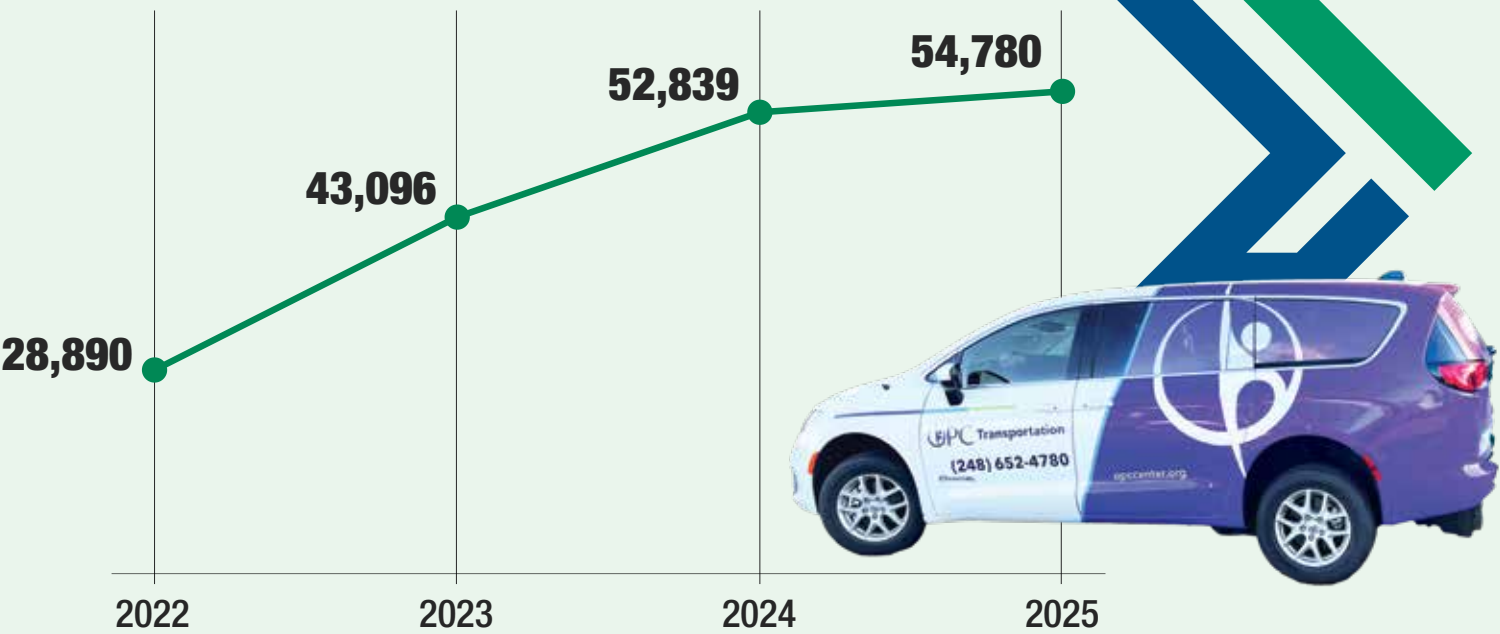
 **5%**
more rides than 2024

 **37**
Fleet Vehicles

Year	# of Fleet Vehicles	# of Rides	YoY %
2022	24	28,890	No Data
2023	26	43,096	49%
2024	33	52,839	22%
2025	37	54,780	4%

Note: All 2022 ridership numbers are best estimates from information provided by the Local Transit Providers.

NUMBER OF OPC RIDES (2022-2025)



Note: All 2022 ridership numbers are best estimates from information provided by the Local Transit Providers.

“ OPC Transportation has been a blessing in my life. First, it’s very inexpensive, it also saves me the trouble of having to ask for rides. It gets me out every day. I can go to my doctors, my dentist and any appointments I may have. I just enjoy coming to OPC!”

—OPC RIDER

2025 QUICK STATS

Among OPC riders:

- 13%** are individuals with disabilities.
- 39%** are individuals aged 55+.
- 19%** are individuals who are both 55+ and have a disability.



| PEOPLE'S EXPRESS (PEX)

PeoplesExpressMI.com > 

People's Express serves the residents of Commerce Township, Lyon Township, Milford, Milford Township, Novi, South Lyon, Wixom and Wolverine Lake. People's Express provides transportation services to all residents, with priority given to people with disabilities, seniors aged 55 and older, veterans, and low-income individuals.

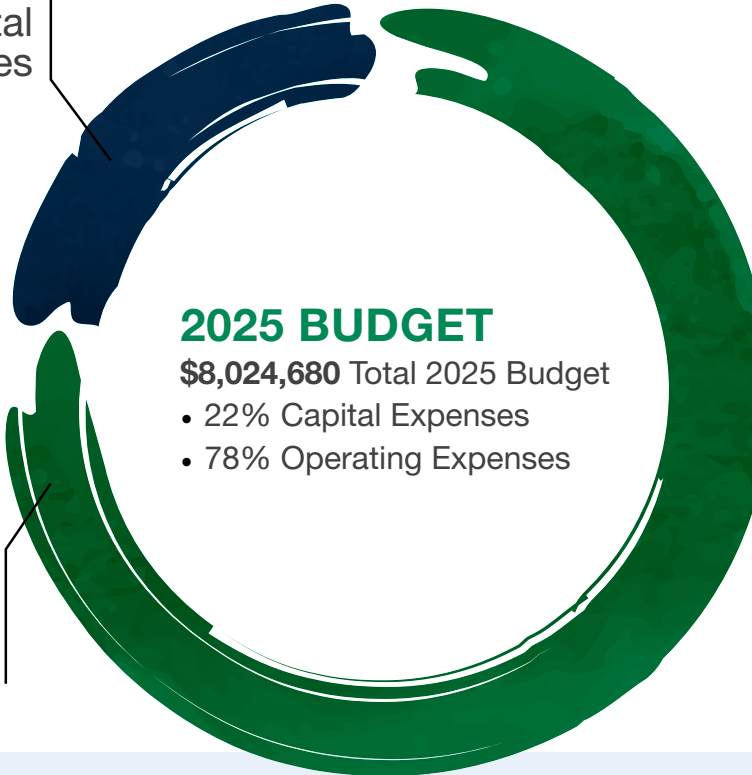


“The expansion into Oakland County has made a tremendous impact for both our clients and People's Express. Riders can now travel farther than ever before while still maintaining an affordable rate, making it much easier to attend specialized doctor appointments, dialysis treatments, and other essential services that may not be available close to home.”

—SHIANNE, DISPATCH LEAD

22%
Capital
Expenses

78%
Operating
Expenses



THREE YEAR GROWTH

People's Express provided **539%** more rides in 2025 than in 2022. Since the passage of the Oakland County Public Transportation Millage, PEX's service area has grown **59%** and now includes coverage in Novi.

Year	New Hires
2023	22
2024	30
2025	21

Since contracting with Oakland Transit, PEX's team has increased by **135%**.



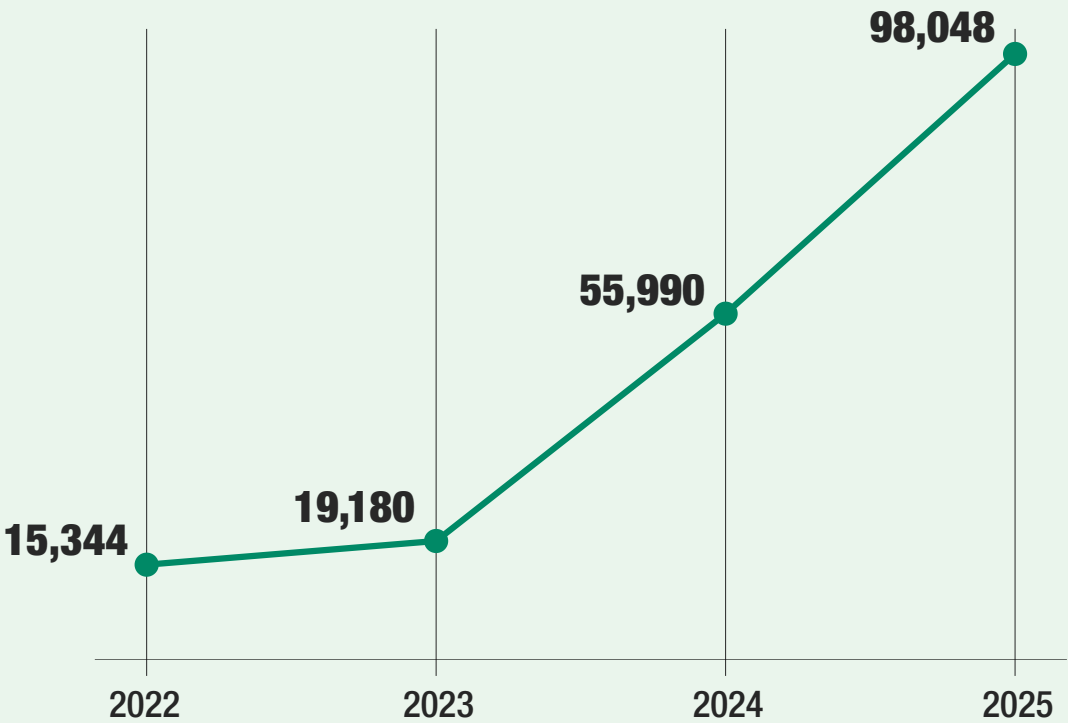
DEMAND RESPONSE

-  **98,048**
rides in 2025
-  **75%**
more rides than 2024
-  **51**
Fleet Vehicles

Year	# of Fleet Vehicles	# of Rides	YoY %
2022	No Data	15,344	No Data
2023	15	19,180	25%
2024	30	55,990	192%
2025	51	98,048	75%

Note: All 2022 ridership numbers are best estimates from information provided by the Local Transit Providers.

NUMBER OF PEX RIDES (2022-2025)



Note: All 2022 ridership numbers are best estimates from information provided by the Local Transit Providers.

“In nearly six years with People’s Express, I’ve watched this organization grow tremendously. When I first started, we didn’t have Oakland County millage and today, that expansion has allowed our team to grow right along with it, enabling us to serve even more people in the community.”

—JESSICA, DISPATCH SUPERVISOR



WESTERN OAKLAND TRANSPORTATION AUTHORITY (WOTA)

RideWOTA.org > 

The Western Oakland Transportation Authority serves the residents of Groveland Township, Highland, Holly Township, Holly Village, Keego Harbor, Lake Angelus, Orchard Lake Village, Rose Township, Sylvan Lake, Walled Lake, Waterford and White Lake. WOTA provides services to all residents, with priority given to people with disabilities, seniors aged 55 and older, veterans, and low-income individuals.



11%
Capital
Expenses

89%
Operating
Expenses

2025 BUDGET

\$8,269,430 Total 2025 Budget

- 11% Capital Expenses
- 89% Operating Expenses

THREE YEAR GROWTH

WOTA provided **216%** more rides in 2025 than in 2022. Since the passage of the Oakland County Public Transportation Millage, WOTA's service area has grown **23%** by population.

Year	New Hires
2023	20
2024	27
2025	25

Since contracting with Oakland Transit, WOTA's team has increased by **300%**.



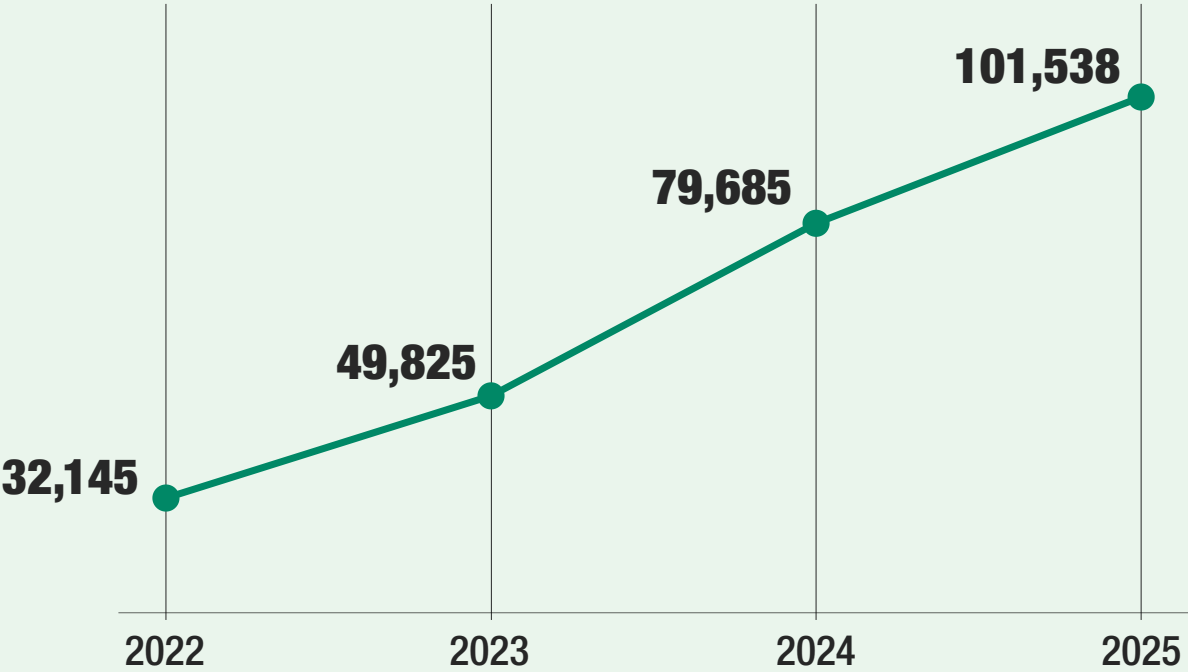
DEMAND RESPONSE

-  **101,538**
rides in 2025
-  **27%**
more rides than 2024
-  **60**
Fleet Vehicles

Year	# of Vehicles	# of Rides	YoY %
2022	21	32,145	No Data
2023	33	49,825	55%
2024	58	79,685	60%
2025	60	101,538	27%

Note: All 2022 ridership numbers are best estimates from information provided by the Local Transit Providers.

NUMBER OF WOTA RIDES (2022-2025)



Note: All 2022 ridership numbers are best estimates from information provided by the Local Transit Providers.

“WOTA was the Godsend we needed during the most challenging time in my life. As a nurse, I needed to be able to get to and from work; WOTA made sure I was able to keep my job. They took me to all my doctor’s appointments, so my husband didn’t have to miss work. WOTA carried a heavy burden for us. And for that, I will always for grateful.”

—JESSICA

2025 QUICK STATS

Among WOTA riders:

- 21%**
are individuals with disabilities.
- 37%**
are individuals aged 55+.
- 28%**
are individuals who are both 55+ and have a disability.



SUBURBAN MOBILITY AUTHORITY FOR REGIONAL TRANSPORTATION (SMART)

SmartBus.org >



SMART provides a variety of public transit services to residents across Oakland, Macomb and Wayne counties. All residents are eligible to ride fixed-route and Flex services, with priority given to people with disabilities, seniors aged 55 and older and veterans for SMART Paratransit Services. SMART also offers ADA Service to residents within fixed route service areas.



49%
Capital
Expenses

51%
Operating
Expenses

2025 BUDGET

\$340,500,996 Total 2025 Budget

- 49% Capital Expenses
- 51% Operating Expenses



THREE YEAR GROWTH

SMART provided **19%** more rides in 2025 than in 2022. Since the passage of the Oakland County Public Transportation Millage, SMART's service area has grown **41%**.



FIXED ROUTE SERVICE

 **7,116,563**
rides systemwide (including Oakland,
Macomb and Wayne County) in 2025

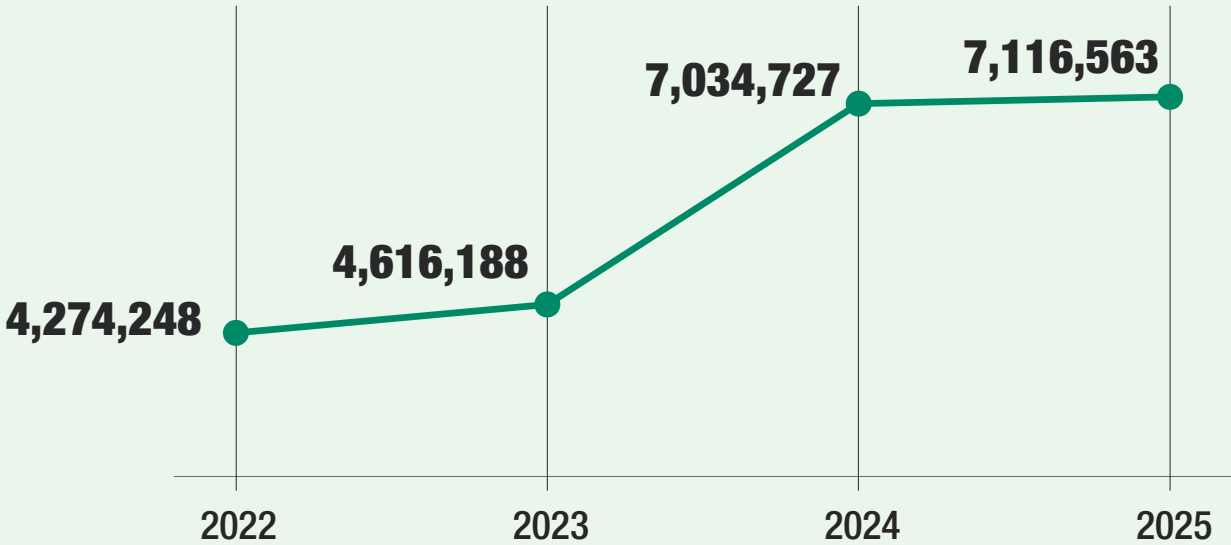
 **1%**
more rides than 2024

Year	# of Rides	YoY %
2022	4,274,248	No data
2023	4,616,188	8%
2024	7,034,727	8.6%*
2025	7,116,563	1%

**Note: 2022 and 2023 ridership numbers based on fare box collection data. Using 2024 and 2025 collection methods, SMART had an estimated 6,480,000 rides in 2023.*



NUMBER OF FIXED ROUTE SMART RIDES (2022-2025)



DEMAND RESPONSE

 **127,105**
rides in Oakland County in 2025

 **25%**
more rides than 2024

Year	Number of Countywide Rides	YoY %
2022	81,673	NA
2023	84,105	3%
2024	101,366	21%
2025	127,105	25%

Note: Ridership numbers in Oakland County are estimated.

SMART FLEX (MICROTRANSIT)

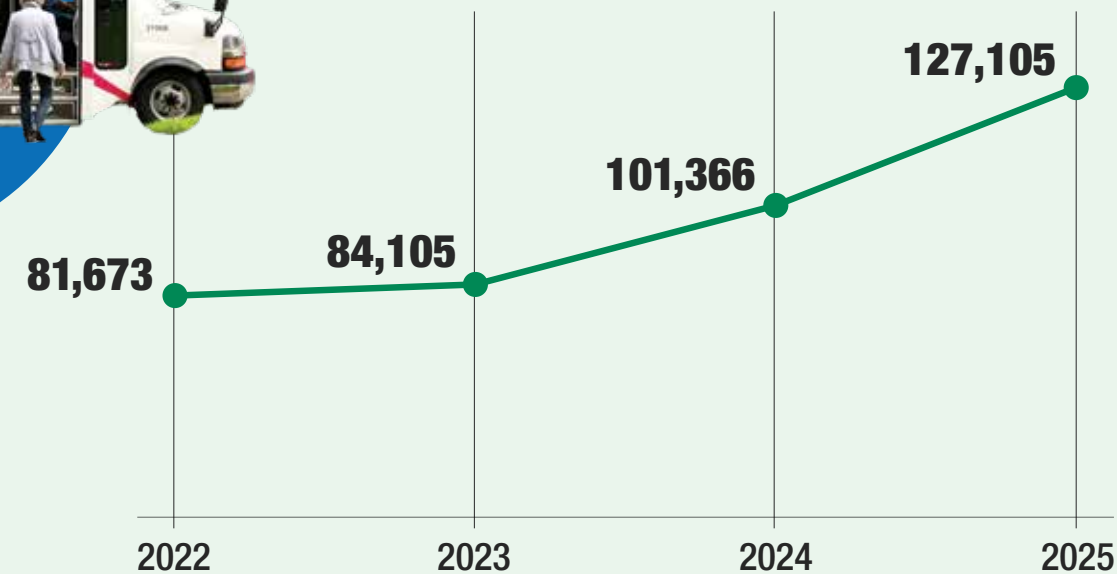
 **251,208**
rides in Oakland County in 2025

 **10%**
more rides than 2024

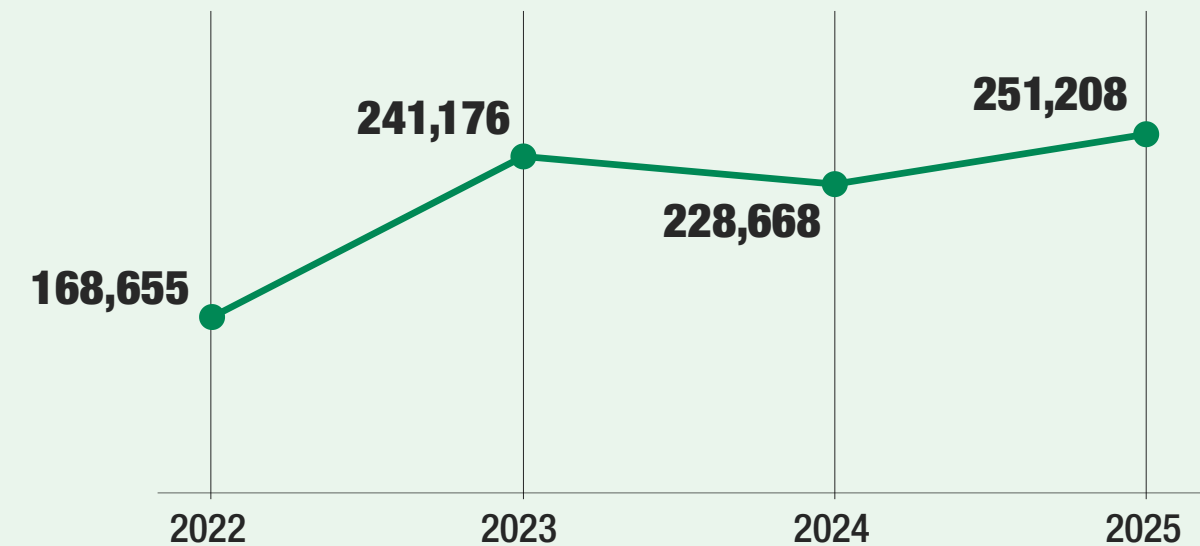
Year	# of Rides	YoY %
2022	168,655	No data
2023	241,176	43%
2024	228,668	-5%
2025	251,208	10%



NUMBER OF DEMAND RESPONSE SMART RIDES COUNTYWIDE (2022-2025)



NUMBER OF SMART FLEX RIDES (2022-2025)



3

COMMUNITY ENGAGEMENT & PARTNERSHIPS



ACCESS TO TRANSIT PROGRAM

Oakland Transit's Access to Transit Program was launched to address what is often referred to as the "first mile/last mile" problem, the series of challenges related to access and safety as pedestrians travel to and from public transit stops. All Oakland County cities, villages and townships are eligible to apply for the Access to Transit program. The projects chosen make transit stops safer to access and more comfortable for waiting riders, ultimately enhancing the experience of accessing transit services for all riders.

In 2024, the first year of the Access to Transit Program, six projects were awarded funding, representing \$777,500 in county contributions and generating a total investment of nearly \$1.8 million.

THESE PROJECTS SUPPORTED:

- **Beverly Hills:** Intersection Safety Study
- **Birmingham:** Bus Stop Enhancements
- **Clawson:** North Main Street Corridor Safety Improvements
- **Farmington:** Bus Stop Enhancements
- **Rochester Hills:** Pedestrian Pathway Connection
- **Southfield:** Pedestrian Bridge Crossing

In 2025, a total of \$2 million was budgeted from the Oakland County Public Transportation Millage to award to the second round of Access to Transit program projects, fostering safer access to NOTA, OPC, People's Express, SMART and WOTA services.

COMMUNITY TRANSIT PLAN

The Oakland County Community Transit Plan (CTP) was developed by Oakland Transit and HNTB to serve as a framework for expanding and improving public transportation services throughout Oakland County.

The Community Transit Plan outlines effective strategies and recommendations for future growth and service improvements to implement across Oakland County's Community Service Area. The Plan assesses the current conditions of the county's transit services and details the standard of service that the Oakland Transit Division will work towards over the next several years.

Public Engagement:

The CTP Project Team consulted with the public, as well as key stakeholders, to develop the Plan's framework and ensure the priorities of the CTP align with public's interest. Three phases of public engagement were planned during the development of the CTP.

Phase 1 of public engagement took place throughout 2024. Engagement efforts included:

- Focus groups,
- Steering Committee meetings,
- Pop-up events,
- Virtual public meetings, and a
- Public survey.

The two virtual public meetings were held on November 14, 2024, resulting a total of 78 attendees, who had the chance to provide feedback on the draft goals of the CTP.

Phase 2 of public engagement took place throughout 2025. To generate additional feedback on the proposed service models of the CTP, engagement efforts included:

- Virtual public meetings,
- Stakeholder meetings,
- Community events,
- Public survey, and a
- Steering Committee meeting.

The key takeaways of the Phase 2 public engagement efforts were used to inform changes made to the draft Community Transit Plan. Phase 3 of public engagement will inform changes to the final draft of the Community Transit Plan in 2026.



SMARTER MOBILITY PROGRAM

In 2023, SMART launched the SMARTer Mobility Program, an initiative to evaluate the effectiveness of their services across Oakland, Macomb and Wayne counties and develop a framework to enhance the quality of their services. The SMARTer Network was developed through the Mobility Program over a two-year public engagement and planning process to offer faster, more reliable, and better-connected services across the region.

In 2025:

- The final rounds of public engagement on the SMARTer Network were held in July and August.
- The SMARTer Network Mobility Study Final Report was published in September.

Visit Smarter-Mobility.org/Mobility-Study to view the SMARTer Network Mobility Study Final Report and the SMARTer Network.



“I really appreciate WOTA honoring veterans and letting us ride for free. All the drivers are so kind and dependable! I would recommend WOTA to all the residents!”

—RUSS, WWII VETERAN

Russ is a WWII veteran who served in the Pacific on an aircraft carrier. It was his first time seeing an ocean. WOTA provides free rides to veterans through the “This Ride’s on Us” program.



“THIS RIDE’S ON US” PROGRAM

Launched in June 2024, the “This Ride’s on Us” program offers free, door-to-door public transportation for veterans and their caregivers. The program improves the quality of life for Oakland County’s 53,000 veterans, many of whom are aged 65+ and face mobility challenges. Veterans can schedule medical appointments, personal care tasks and social outings thanks to the service provided by Oakland County’s transit service providers, NOTA, OPC, People’s Express, SMART and WOTA.

By addressing mobility barriers and offering these comprehensive transportation options, this initiative increases veterans’ ability to be independent and boosts their mental well-being. Originally set to conclude in September 2024, the program was renewed until September 2025. Understanding the deep value of this initiative, the “This Ride’s on Us” program was extended by Oakland Transit through 2025 and into 2026, marking the start of the second full year of the program.

Veterans, their dependents and caregivers can schedule rides through the “This Ride’s on Us” program by calling their local transit provider with proof of service, such as DD214 discharge papers or a Veteran ID.

For more information, visit OakGov.com/Veterans

COMMUNITY OUTREACH STRATEGY

As a part of Oakland County’s ongoing efforts to enhance transit services across the county, Oakland Transit maintains a partnership with Qualtrics to develop regularly updated surveys for transit riders and general members of the community. These surveys gather feedback on riders’ experiences, unmet mobility needs and resident priorities for future service enhancements.

Two primary types of surveys have been developed by the Oakland Transit and Qualtrics Teams:

- Community Surveys target all members of the Oakland County, regardless of if they regularly use transit services, to measure the community’s awareness of transit services and identify barriers preventing transit use.
- Ridership Surveys are posted in transit vehicles to give riders an opportunity to share their feedback on the quality of transit service they received, giving Oakland County’s providers the opportunity to efficiently respond to rider concerns as they arise.

In addition to the Community and Ridership Surveys, Qualtrics worked with Oakland Transit to develop a survey to collect feedback on the Community Transit Plan. A total of 8,632 responses were collected among the Community, Ridership and Community Transit Plan Surveys in 2025.

The data collected from the 2025 Ridership Surveys indicated that over 90% of riders in Oakland County rated their public transportation experience, including the ease of scheduling the ride and interacting with the driver, as “Excellent” or “Very Good”.

Comments received from the Ridership and Community surveys indicated four core values of public transit in Oakland County, including:

- Enhances access to stable employment and financial independence,
- Connects residents with medical care,
- Increases social interactions, and
- Provides financial relief.

The feedback received from surveys supports a growing database for Oakland Transit to reference as long-term priorities are developed and short-term projects, like the Community Transit Plan and the SMARTer Mobility Plan, are implemented.

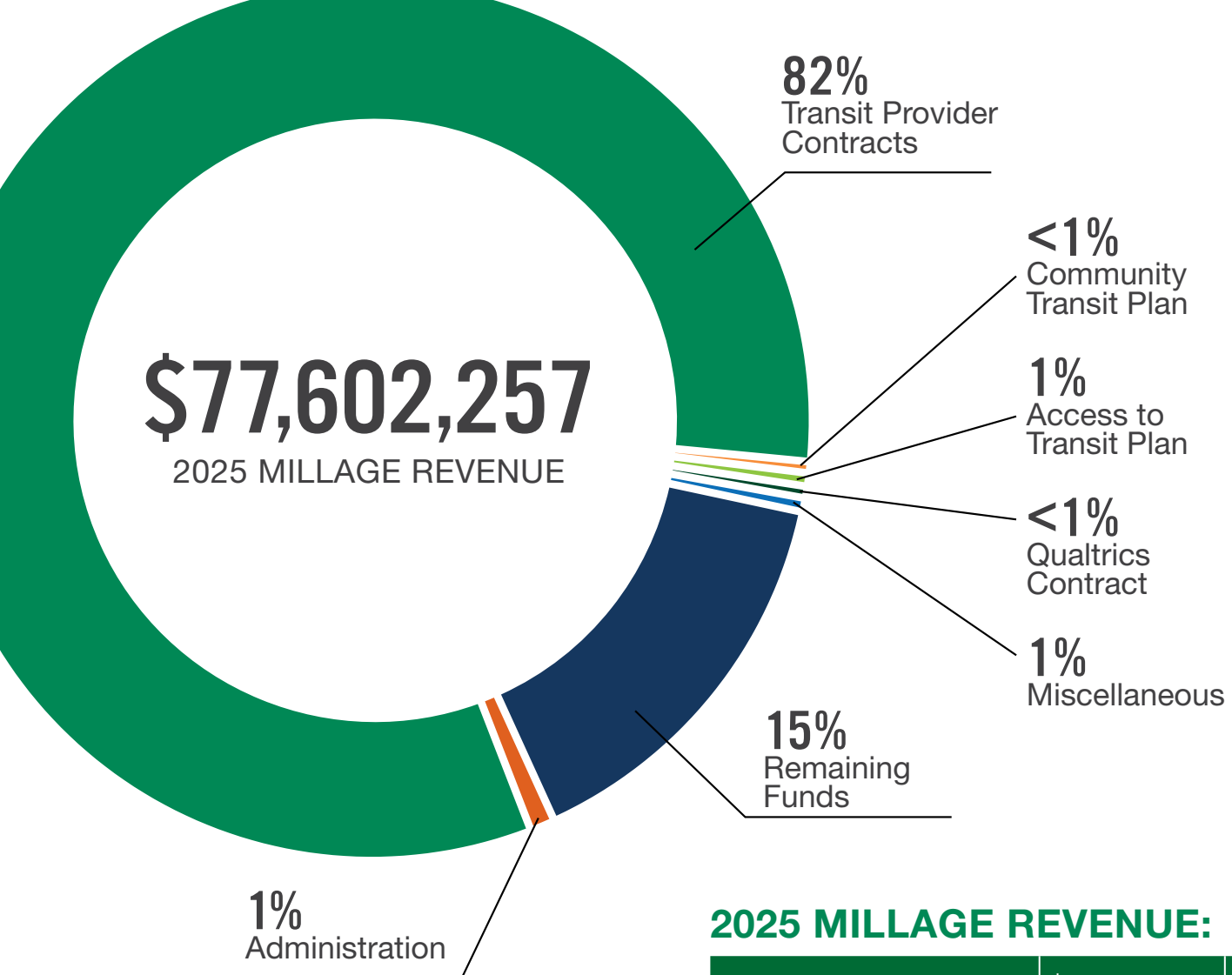




4

FUNDING

Funding collected through the Oakland County Public Transportation Millage in 2025 amounted to \$77,602,257, with about \$63,546,501 spent on transit provider contracts. This allocation of funds reflects Oakland County's ongoing commitment to enhancing and expanding transportation services for the benefit of all residents.

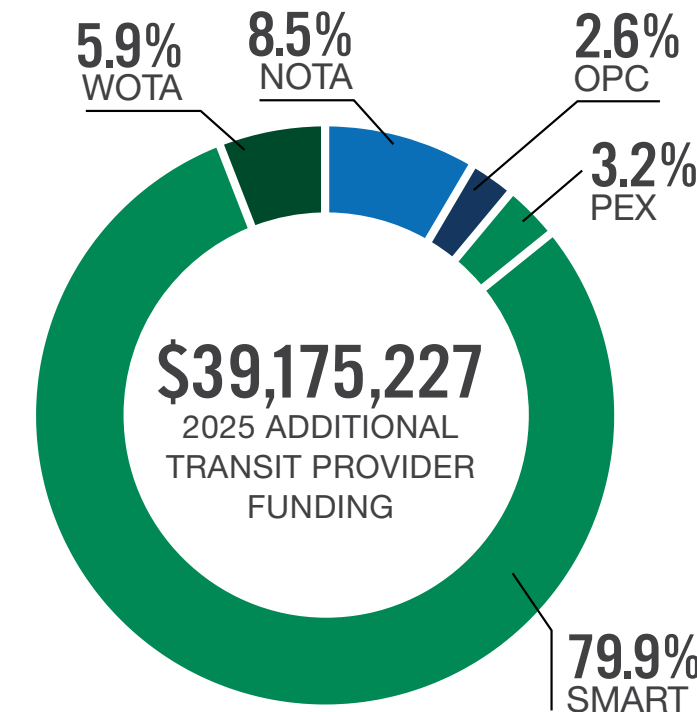
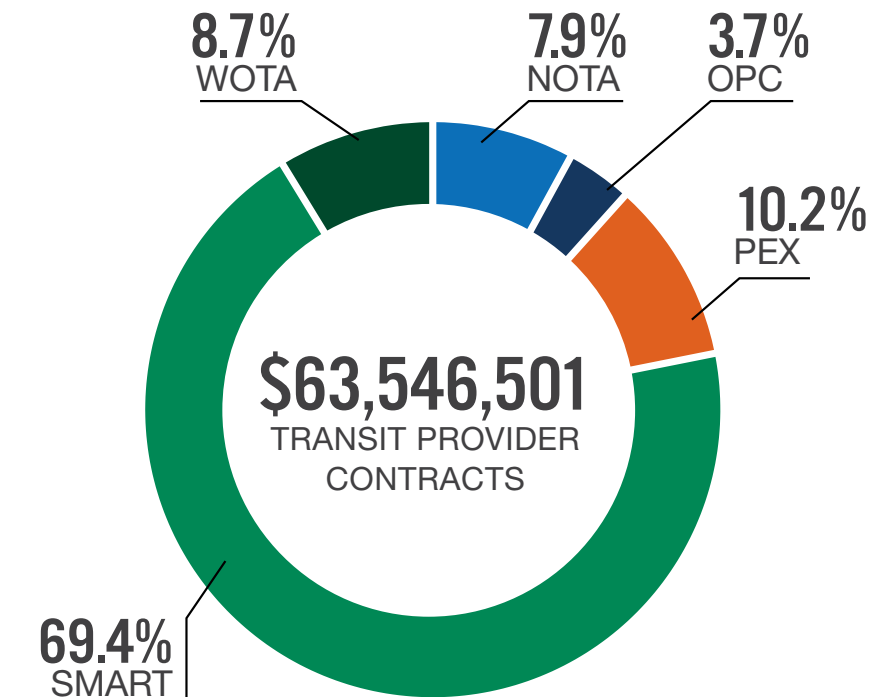


2025 MILLAGE REVENUE:

Allocation	\$ Amount	%
Administration	\$730,831	1%
Transit Provider Contracts	\$65,861,560	82%
Community Transit Plan	\$331,270	<1%
Access to Transit Program	\$388,750	1%
Qualtrics Contract	\$343,550	<1%
Miscellaneous	\$408,379	1%
Remaining Funds	\$11,852,975	15%
TOTAL:	\$77,602,257	100%

TRANSIT PROVIDER CONTRACTS:

Provider	Contract Amount
NOTA	\$5,050,949
OPC	\$2,347,658
PEX	\$6,494,484
SMART	\$44,100,000
WOTA	\$5,553,410
TOTAL	\$63,546,501



2025 ADDITIONAL TRANSIT PROVIDER FUNDING (Federal, State and Local Sources):

Provider	\$Amount
NOTA	\$3,321,808
OPC	\$1,006,720
PEX	\$1,234,600
SMART	\$31,294,878
WOTA	\$2,317,221
TOTAL	\$39,175,227

Note: From SMART Platform Hour Estimate of 44.3%.



Stay up to date on the latest transit news
and ways to get involved by visiting:

OakGov.com/OaklandTransit



 *All ways,*
MOVING FORWARD