

# Aquatic Center Revenue Report

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January 1-31, 2011

Days of Operation: 31

Facility Closed for meets: 0

**Memberships:**

Non-Resident Memberships: 118

Resident Memberships: 93

**Total January Memberships: 211**

**Total Memberships Sold: 1,743**

**Attendance:**

Daily Passes 3,102

Members 3,225

Programs, Rentals 899

**Total Attendance: 7,226**

**Daily Average: 233**

**Revenue**

**Breakout of Revenue:**

Facility Revenue \$ 1,161

Daily Admission 10,374

Program Revenue 15,885

Retail Revenue 677

Membership Revenue 9,517

Gift Certificates 50

Competitive Meet Revenue 1,965

**Total Revenue \$ 39,629**

January Birthday Parties: 37

## Blacksburg Transit

Attached you will find the March Monthly Report for the Christiansburg Service through February 2011, included are four ridership charts: Shopper Express, The Explorer, Go Anywhere, and Total Ridership.

Total ridership for February, including the BT Commuter was 2,757; the highest ridership month since the start of service! Ridership for the last 12 months (March 2010 – February 2011) now exceeds 19,000!

One excellent way to evaluate service efficiency is to compare ridership to the same month the year before – this is helpful in identifying trends, as the weather and number of service days are similar for an “apple to apple” comparison. The great news is that ridership from last February has tripled – rising from a total of 921 to 2,757!

The Go Anywhere continues to show a steady increase over the last five months since the change in fares. The average passengers per revenue hour for February rose to 3.60 - the highest average since start-up with the exception of July which included a large pre-paid group trip. The highest one day ridership occurred on Friday, February 4, with 130! The average daily ridership is 68.5 per day, up from an average of 41 in October.

Ridership for The Explorer has shown the largest change! Even though there was only 20 days of service provided, ridership increased by 100 from last month and over 160 from February last year! Daily ridership varies widely from a low of 6 to a high of 49. Typical daily ridership falls between 11 and 20 riders per day. The top five stops, in order (electronic daily counts are not available for every day, this accounts for approx 2/3 of February):

1. The Bluffs
2. Montgomery County Government Center
3. Kroger
4. Recreation Center
5. Dollar General

The Shopper Express ridership remains consistent, with an average daily ridership of 12.25. However after reviewing the routes with the Working Group, the recommendation was to cut the Shopper Express, effective April 1, 2011. The service is remaining consistent but is having the least upward trend of service in comparison to other routes. I will be presenting at the next Council meeting on March 15<sup>th</sup> and will be available to answer any questions regarding this decision.

The new Commuter Service continues to rise as well. The morning average ridership is 8.9 with an afternoon ridership of 8.5. To date, there are 20 active subscribed riders. During February, ridership reached a high of 13 passengers per trip. There continues to be a positive response to this service with new commuters signing up regularly.

BT provided service to the Aquatic Center for 2 swim meets (weekends of 2-18 and 2-25), carrying 318 passengers.

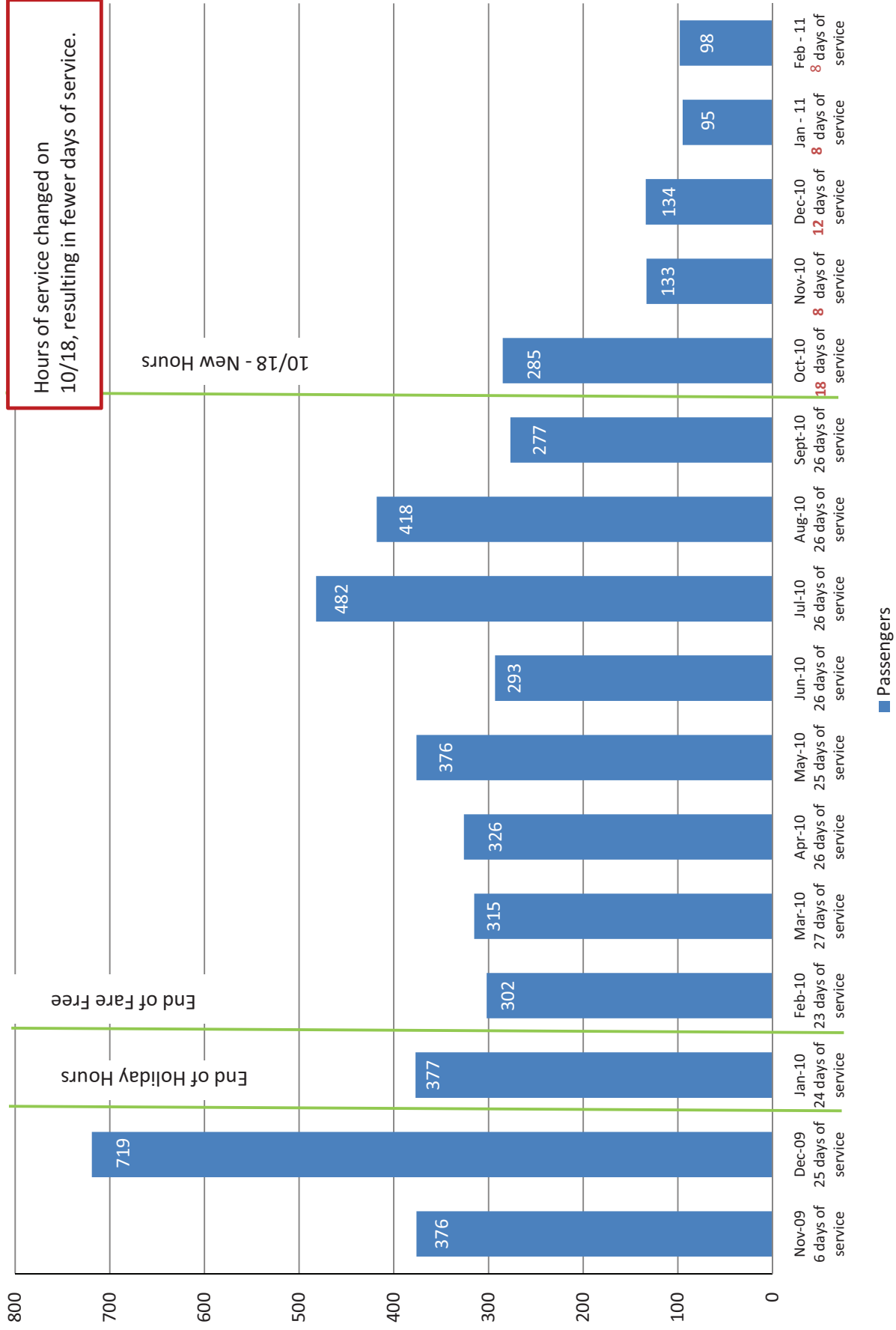
Excitement about the Christiansburg routes continues to rise – as shown by the excellent increase in ridership during February.

Do not hesitate to call if I can be of further service. I look forward to seeing you soon!

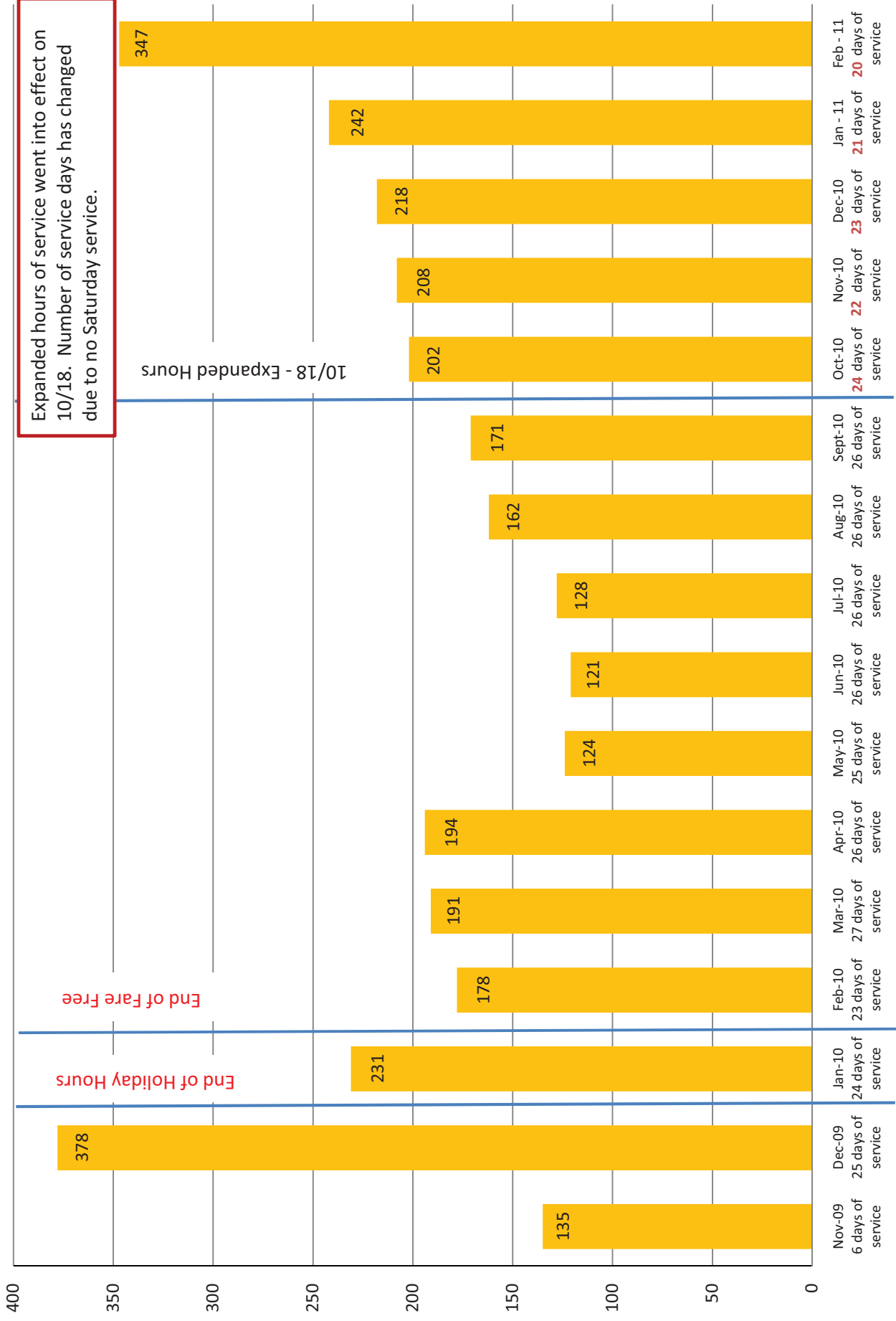
Rebecca Martin  
Director

Blacksburg Transit,  
*A Department of the Town of Blacksburg*

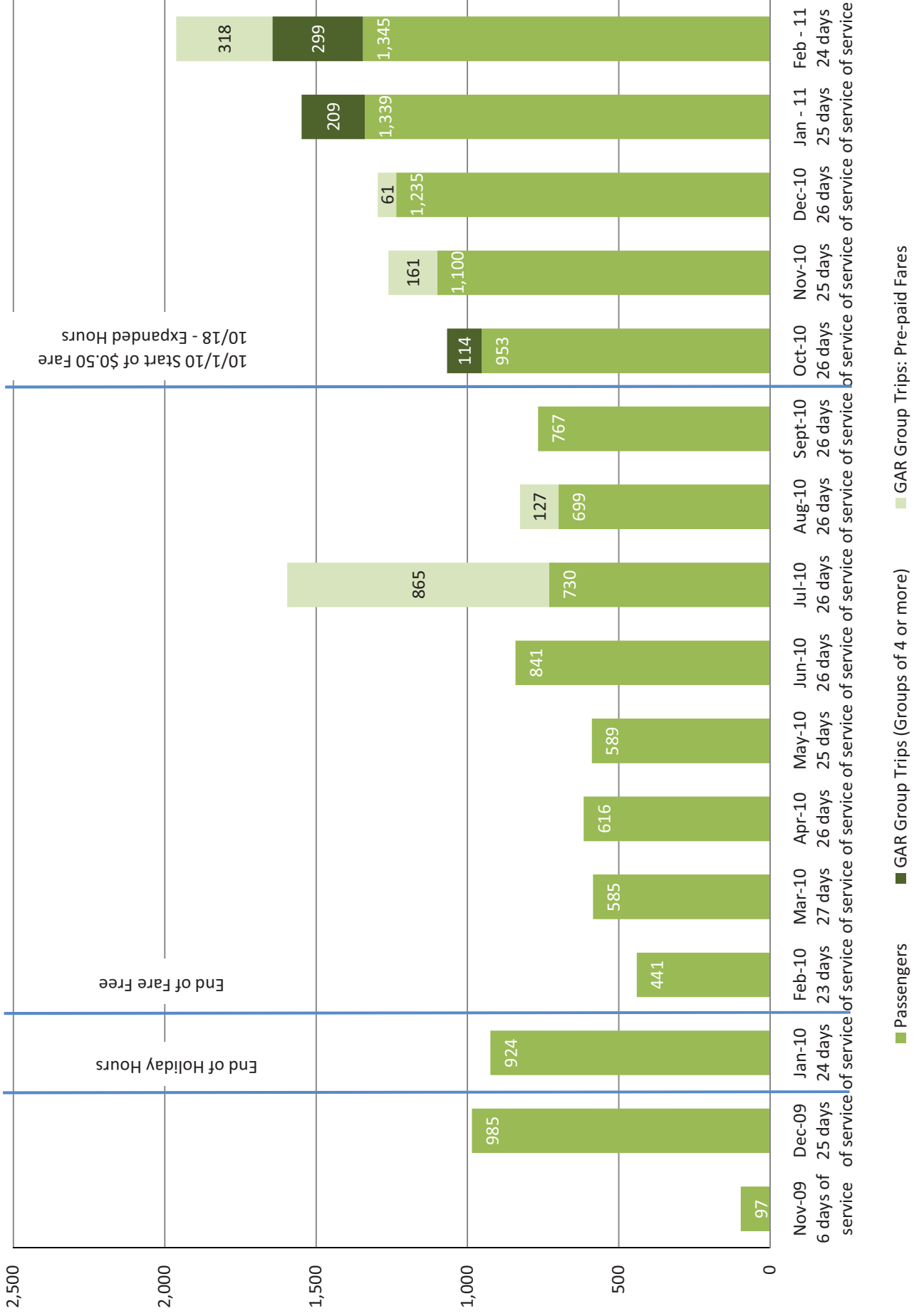
# Shopper Express: November 2009 - February 2011



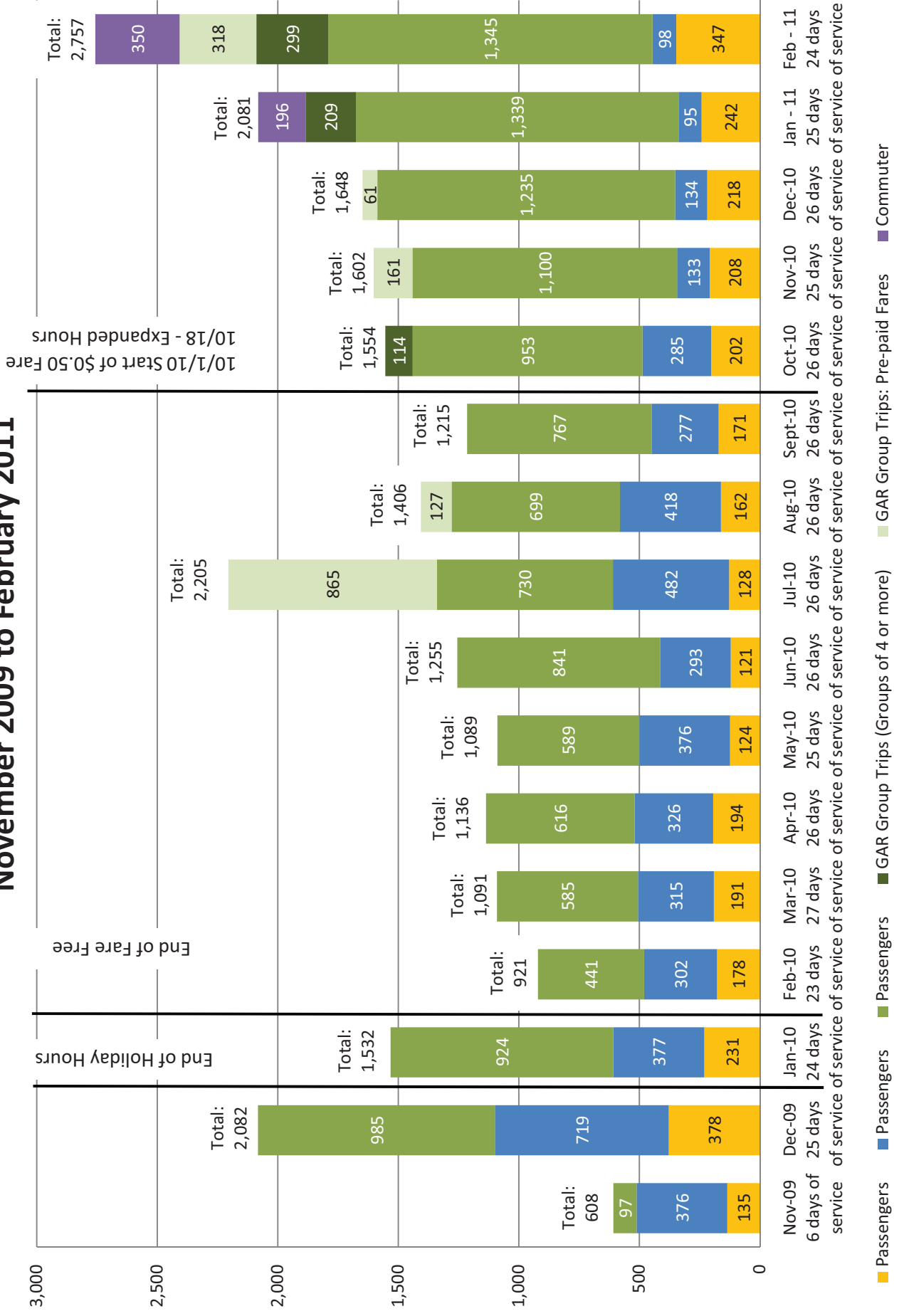
# The Explorer: November 2009 - February 2011



# Go Anywhere: November 2009 to February 2011



# Monthly Ridership Totals: November 2009 to February 2011



### Unique New Passengers - Go Anywhere Route

Month	Number of New Passengers Added
Pre-Route Match (4.2 months)	227
April, 2010	33
May, 2010	44
June, 2010	33
July, 2010	33
August, 2010	42
September, 2010	36
October, 2010	58
November, 2010	59
December, 2010	78
January, 2011	61
February, 2011	48
<b>Total</b>	<b>752</b>
<b>Average/Month</b>	<b>49.47</b>

The 227 new passengers added in the month labeled "Pre-Route Match" represent the new riders added from the beginning of service in late November, 2009 through March, 2010.

This represents all unique new passengers that sign up, but does not include all individuals in groups of 4 or more; only the person who sets up the trip is listed.



## Ivy Ridge CUP Planning Commission Draft Recommendation

I am attaching the Ivy Ridge CUP Planning Commission recommendation from last night (March 7<sup>th</sup>). The conditions are below - I did add the "(by gate or other means)" to Number 3 for clarification as this was the stated intent and I thought I should clarify it since General Condition 3 under Robert's proposal stated a gate. I will add it to next week's Planning Commission agenda for reaffirmation.

1. The development shall be in compliance with the presented "Conditions and Zoning Regulations for Ivy Ridge" dated January 31, 2011 and revised March 1, 2011 and as further revised by the Town Planning Commission at their meeting of March 7, 2011.
2. The development shall be in substantial compliance with the presented "Ivy Ridge CUP Conceptual Plan" dated January 31, 2011 and revised March 1, 2011.
3. The Sage Lane right-of-way will be restricted (by gate or other means) at the eastern edge of the Albert Lane right-of-way and will only be used by Emergency vehicles.
4. The Sage Lane connector shall be constructed with a sufficient base and subbase to support emergency vehicles and be 24 feet in width with a grass surface.
5. One area within the proposed open space will be graded as a pocket park to allow for an active type recreation facility such as a playground.
6. The development shall provide a crosswalk for the New River Village trail at Albert Lane.
7. The development shall dedicate an approximate 1.25 acre portion of tax parcel 404 – ((A)) – 8 to the Town of Christiansburg as a public park. This area is bounded on the east by the proposed Albert Lane right-of-way, on the south and west by the boundary line of the property and on the north by the "field delineated stream." This area shall be dedicated with the initial phase of Ivy Ridge with the understanding that the dedication will count toward the 25% open space requirement of Ivy Ridge. A 10-foot paved trail will be constructed in this area as part of the East-West trail connection with the section from Albert Lane to the Town pump station being constructed to Town street construction standards.
8. The remainder of tax parcel 434 – ((A)) – 8 after street dedication of Albert Lane shall be dedicated to the Town of Christiansburg with the understanding that the tax parcel dedication will count toward the 25% open space requirement of Ivy Ridge.
9. The development shall provide a 6-foot privacy fence providing 90% opacity constructed of durable material such as pressure treated material or vinyl on tax parcel 434 – ((A)) – 8 between the Albert Lane right-of-way and Lots 1-6 of Phase I of New River Village (105 - 155 Tula Circle) and extending 15 feet beyond the northwestern corner of Lot 7 of Phase I of New River Village (165 Tula Circle). This fence shall be constructed prior to the issuance of any Ivy Ridge Building Permits.
10. All Federal, State and Local guidelines and regulations will be followed in regards to existing streams and wetlands. All permits and documentation concerning streams and wetlands shall be provided to the Town of Christiansburg with the initial phase of construction plans for Ivy Ridge.
11. No development of either lots or trails shall be located within the "field delineated wetlands and stream" shown on the "Ivy Ridge CUP Conceptual Plan" dated January 31, 2011 and revised March 1, 2011 unless all required mitigation is performed within the Slate Creek tributary. Prior to any grading activity occurring in the vicinity of this area, the developer shall delineate the northern limit of this area in the field and maintain this delineation throughout the construction process. Use of a 5-foot elevated boardwalk trail shall be

considered as acceptable in lieu of the 10-foot paved trail in “field delineated wetlands and stream” areas.

12. All paved trails covered by this Conditional Use Permit shall have a cross-section equal to 1.5" SM 9.5A Asphalt over 4" of base stone or better as approved by the Town of Christiansburg. Future maintenance responsibility of the public trail constructed as part of the East-West trail connection shall be the Town of Christiansburg. Future maintenance responsibility of the remaining trails within Ivy Ridge shall be the responsibility of Ivy Ridge Homeowners Association. All trails shall be open for public use.
13. Per Planning Commission request, the 100-foot minimum lot depth proposed by the developer shall not apply.

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