CHRISTIANSBURG QUARTERLY REPORT
April 2011 – June 2011

August 1, 2011

August 1, 2011 will mark the launch of the enhanced Explorer route! BT will host a ribbon-cutting at the New River Valley Mall on August 1, 2011, we encourage everyone to attend; a time will be announced at a later date.

The Explorer route will be enhanced to provide service to the NRV Mall, Falling Branch Park and Ride and some additional residential areas. So far the feedback we've received from riders is overwhelmingly positive! One rider even went as far as to say it would save his job for him by providing a set time for him to get to work each day!

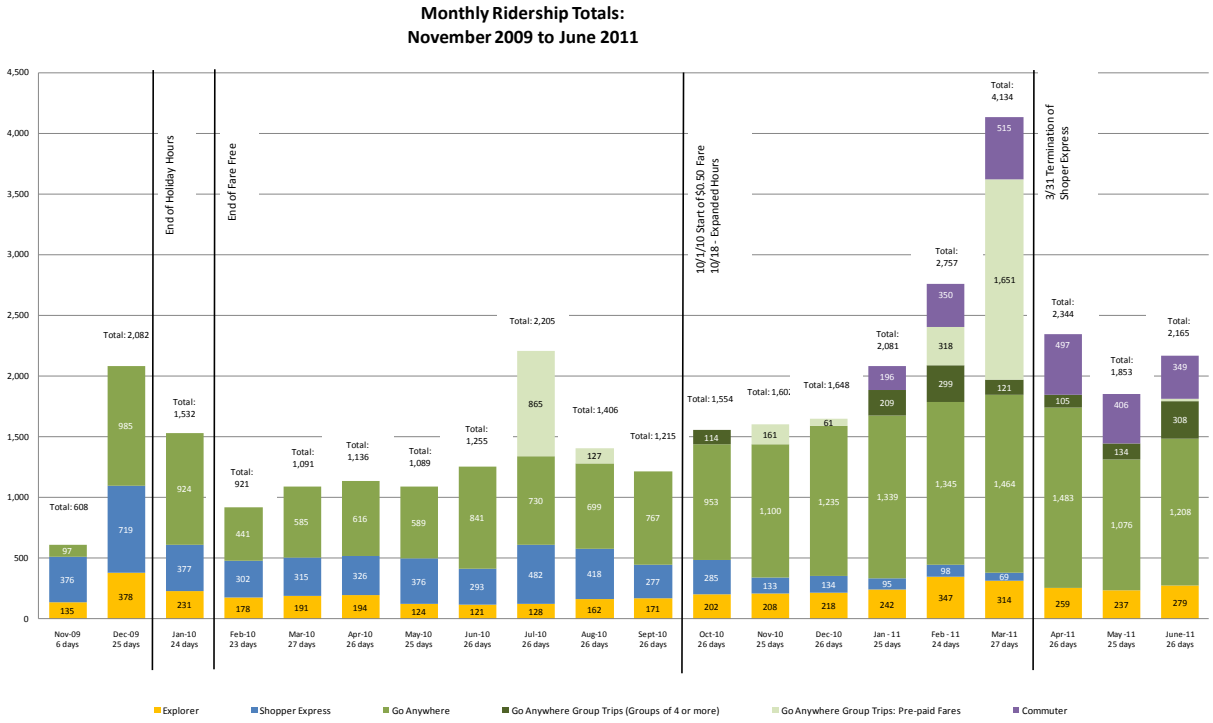
We want to make sure you're the first to hear about…Courtesy Stops!

In addition to several new locations being added to the Explorer route, riders will have the added bonus of being able to request additional stops either on or off the existing route. For example: If a passenger wanted to get off the bus between the stops at G & H Appliance and the Government Center, all they would have to do is ask!

Monthly Ridership Review: April through June 2011

Monthly Ridership

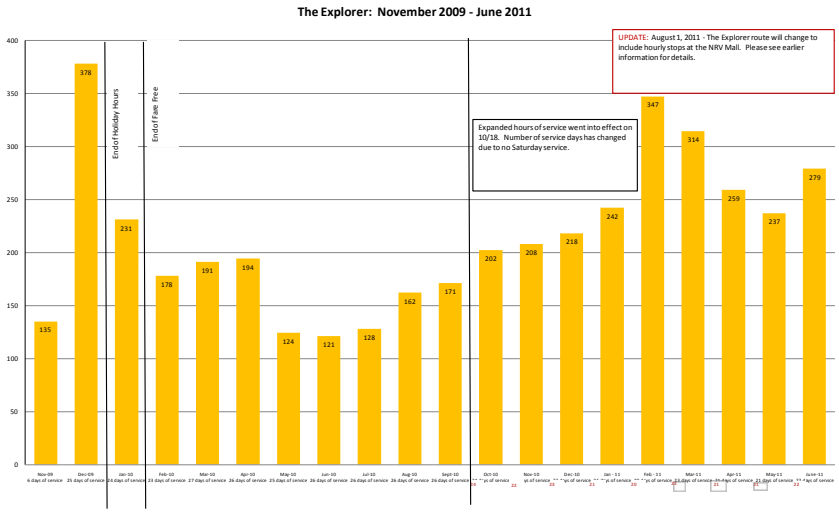
Total ridership for the *Explorer*, *Commuter route*, and *Go Anywhere* was 6,362 for the fourth quarter of Fiscal Year 11. This was a significant increase over the same quarter in FY 10, which can be attributed to a large increase in riders on the Go Anywhere route and the addition of the Commuter route. The Go Anywhere route, continues to account for the largest number of riders, with a total of 4,335 for the fourth quarter.



Explorer

The Explorer route has seen a significant increase in riders over the same period in FY 10, almost doubling in a year even though the number of days of service per month has decreased. In the fourth quarter of FY 10, ridership averaged 5.7 per day; in FY 11 ridership averaged 12.11 per day! Over the last year the daily hours of operation were expanded while also adding in a key stop at the Rec Center which providing a much requested connection to the Mall shopping area.

As the enhanced service approaches, we have had several staff members riding the buses to gather feedback, so far the response has been positive! Most riders believe that the enhanced Explorer will provide them an added sense of independence! In addition to getting their feedback about the changes, we've also been asking for input on how to communicate the changes. Their feedback has already shaped the way the route will be explained, it will be considered one route, not two separate loops as customers indicated this was confusing. We will continue to gather feedback to provide a customer friendly map and timetable.

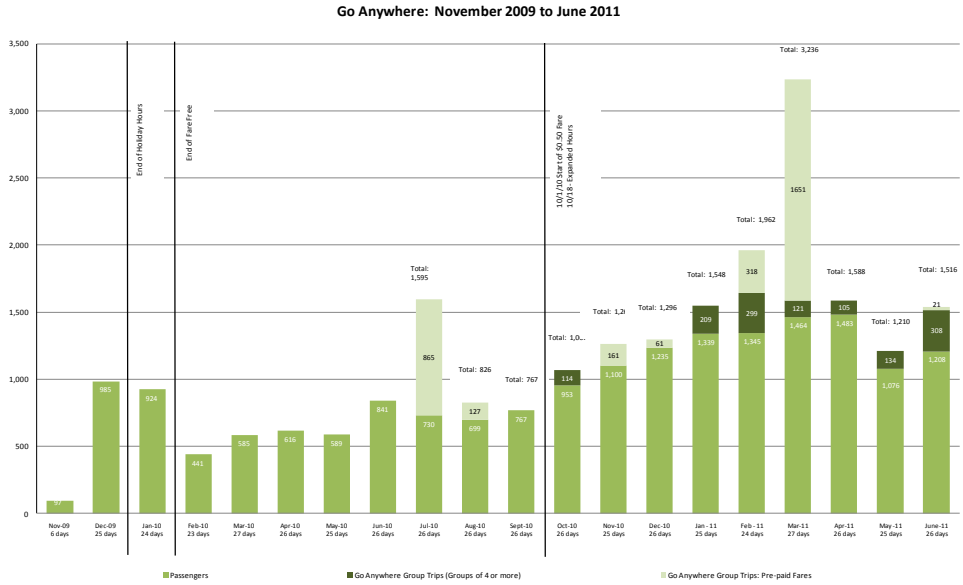


Go Anywhere

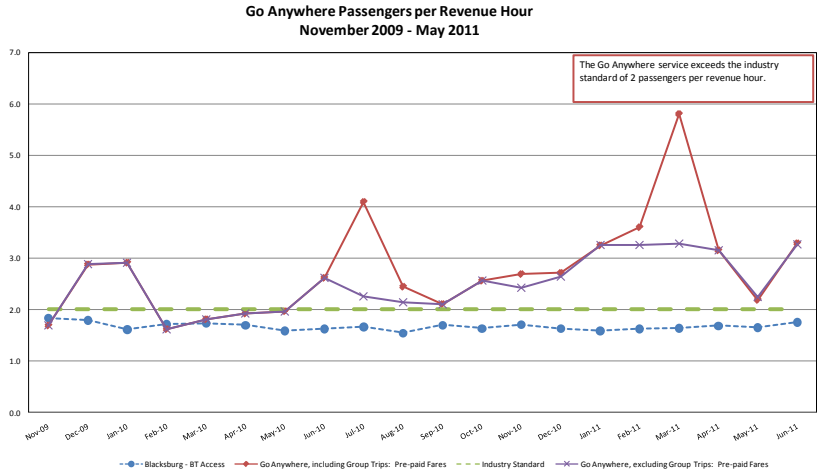
The Go Anywhere route continues to subscribe new riders on a regular basis due to continued marketing efforts. BT staff have attended several events promoting the service including locations such as the Library, NRV Community Action and Social Services. Ridership has almost doubled on this route compared to the same time period in FY 10.

The *Go Anywhere* route touches the lives of citizens each day by providing trips from near their homes and work locations for medical visits, work, shopping, and other errands; the list below provides an insight into the types of trips the Go Anywhere service provides.

- Early Challenges Day Care uses the service on a regular basis to transport up to 20 participants to recreational activities; several trips were to the Aquatic Center.
- The Regal Theatre has been hosting their Summer Movie Express, a nine week film festival for children; the Go Anywhere service has seen an increase in service to the Theatre during this time.
- Go Anywhere staff are currently travel training a resident from Wheatland to use the bus service for her travel needs. Until August the passenger will use a combination of the Go Anywhere route, Two Town Trolley and BT Access to access the Montgomery Regional Hospital and other healthcare providers. After the implementation of the enhanced Explorer route the passenger will be retrained to use a customer courtesy stop (route deviation) on the Explorer to connect to the Two Town Trolley.
- A family was able to move to a new residence after finding jobs in Christiansburg using the Go Anywhere route.



In terms of the number of passengers carried per hour, this number has steadily increased from just over two passengers per hour to over three per hour, well above the industry standard for this type of service. During months where there are large numbers of pre-paid group riders, the number of passengers per hour increases dramatically.

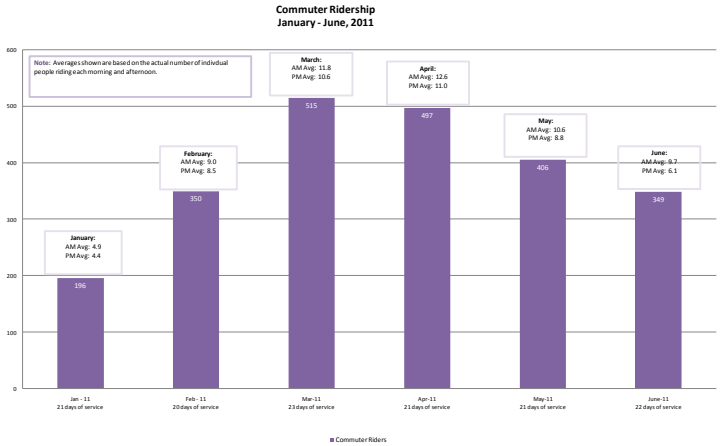


New Customers

New customers continue to sign up for the *Go Anywhere* service, bringing the total passengers signed up since November 2009 to 950!

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	50
March, 2011	54
April, 2011	39
May, 2011	52
June, 2011	51
Total	**950**
Average/Month	**46.82**

BT Commuter Service

The BT Commuter Service is off to a great start, we now have six full months of service and continue to add new customers on a regular basis.;, the majority of passengers are affiliated with Virginia Tech and reside in Christiansburg. We have seen a slight decrease in ridership, due to the reduced university schedule and family vacations.. Afternoon ridership tends to be slightly lower than mornings, as passengers have more opportunity to participate in afternoon activities with some passengers even riding their bikes home!