CHRISTIANSBURG MONTHLY REPORT
September 2011

You're Invited!

Blacksburg Transit recently partnered with Warm Hearth, Montgomery County and LewisGale Hospital Montgomery to form a new route connecting the Warm Hearth retirement community to the Hospital. The service will launch on Tuesday, November 15th 2011. A service kick-off community event is planned at Warm Hearth with a more formal event taking place at LewisGale Hospital Montgomery. All are invited to attend the event at the hospital, a final date will be decided shortly.

The route which will only operate on Tuesdays will provide a connector service from Warm Hearth to the Hospital, providing access to medical services, volunteer opportunities and connections to other BT bus routes along with access to shopping destinations such as the NRV Mall and downtown Blacksburg. In conjunction with the launch of this new service the Christiansburg Working Group has also decided to add a stop at the Hospital (the only stop outside of Christiansburg Town limits) to the **Go Anywhere** route, providing Town of Christiansburg residents with important access to medical facilities that were previously unavailable.

Beginning Tuesday, November 15th the **Go Anywhere** route will begin to service the LewisGale Hospital Montgomery. This service will still be on a call ahead basis, and will be offered only on Tuesdays during normal service hours. Trips on the **Go Anywhere** to the hospital can only originate in the Town of Christiansburg and no other stops will be made along the route. This stop at the hospital will also coincide with a new route being launched by Blacksburg Transit that will connect the Warm Hearth retirement community to the Hospital. The addition of the Hospital stop will provide an important service for the residents of Christiansburg, for the first time giving them access to a large number of important medical services.

This addition to the Go Anywhere service will be evaluated regularly with special attention focusing on the number of passengers using this stop, and the number of unscheduled trips per month. It is anticipated that the number of "unscheduled trips" (trips that cannot be scheduled) will increase; this will be monitored and evaluated regularly.

Holiday Hours

Hours of operation were approved by the Christiansburg Working Group for the 2011 Holiday shopping season, below is a chart of this year's Holiday hours. These hours were developed with shopping and bus connections in mind; for example, the mall closes at 6 p.m. on December 24th, so the **Explorer** and **Go Anywhere** routes can still get you home after work or a hard days shopping!

	Explorer		Go Anywhere	
Dates (FY 12)	**Start**	**End**	**Start**	**End**
Black Friday	7:15 a.m.	9:45 p.m.	7 a.m.	10 p.m.
Saturday after Thanksgiving	8:15 a.m.	10:45 p.m.	8 a.m.	11 p.m.
Fri 12/16	7:15 a.m.	9:45 p.m.	7 a.m.	10 p.m.
Sat 12/17	No Service		8 a.m.	11 p.m.
Sun 12/18	No Service		No Service	
Mon - Thurs 12/19 -12/22	7:15 a.m.	9:45 p.m.	7 a.m.	10 p.m.
Fri 12/23	7:15 a.m.	9:45 p.m.	7 a.m.	10 p.m.
Sat 12/24 - Christmas Eve	8:15 a.m.	6:45 p.m.	8 a.m.	7 p.m.
Sun 12/25 - Christmas Day	No Service		No Service	
Sat 12/31 - New Years Eve	8:15 a.m.	6:45 p.m.	8 a.m.	7 p.m.

Monthly Passes

Beginning September 1, monthly passes were sold in Christiansburg at the following locations: Town Hall, Aquatic Center and the Recreation Center. Five passes were sold during September. It is anticipated this number will increase substantially over the coming months with the planned advertising campaign.

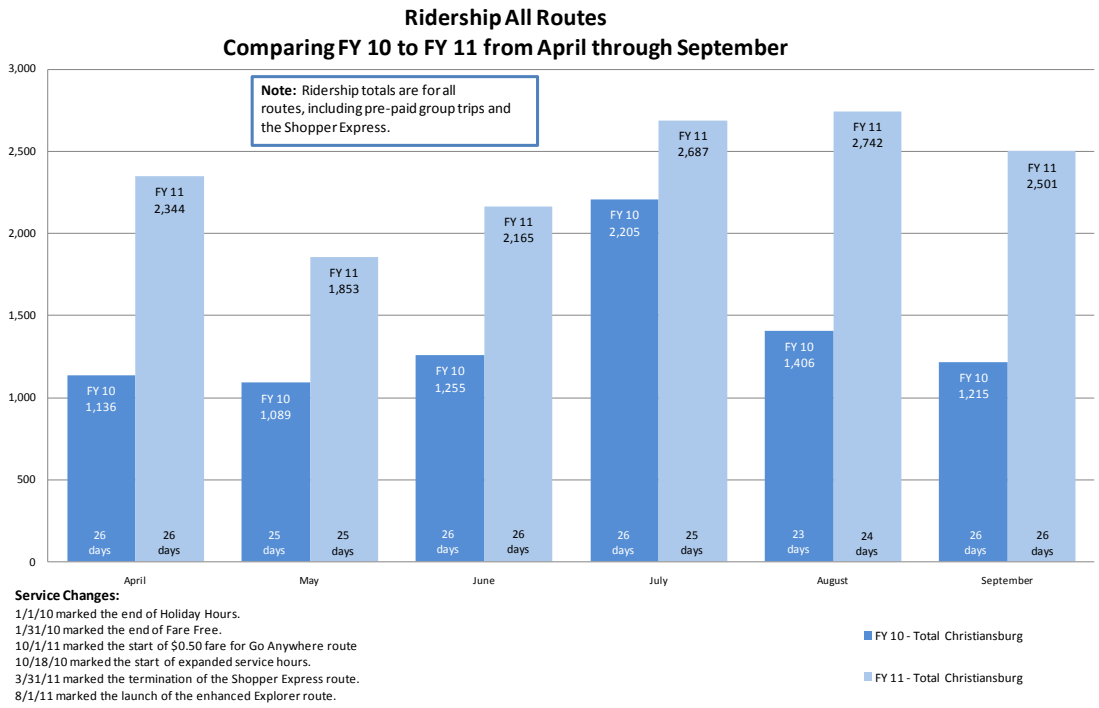
Above – a copy of the monthly passes sold in Christiansburg.

Ridership Review

The combined ridership total (including **Go Anywhere**, **Explorer** and Commuter) for September 2011 was 2,567, an increase of over 1,300 when compared to September 2010. All of the routes have continued to grow over the last year, with substantial increases seen on the **Explorer** route.

The chart below shows ridership for the last six months compared to the same six months last year. It is easy to recognize that ridership has increased significantly over the last year, and continues to do so month after month!

Above – artwork from the exterior of the Christiansburg buses.

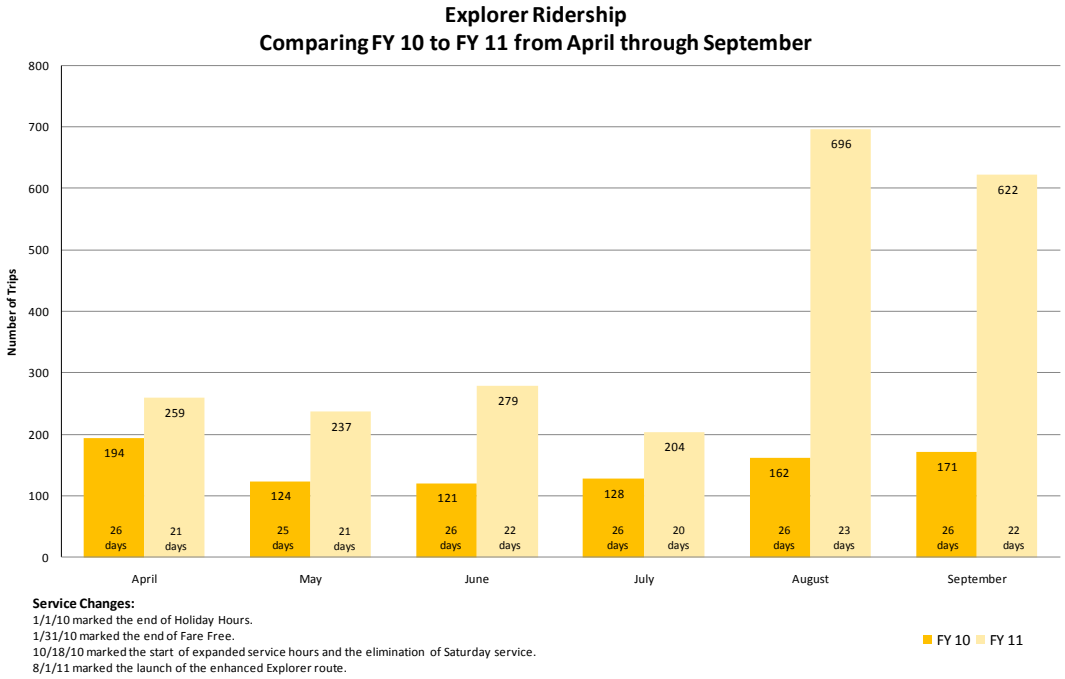


Explorer

Ridership on the **Explorer** route for the second month in a row, exceeded 600 passengers, a phenomenal leap compared to one year ago! Even more impressive was that September's high ridership was attained with customers paying the regular fare (August was fare free).

"I really like this service you help elderly like me to get all the services I need. Thank you & God Bless you all."

Explorer Passenger

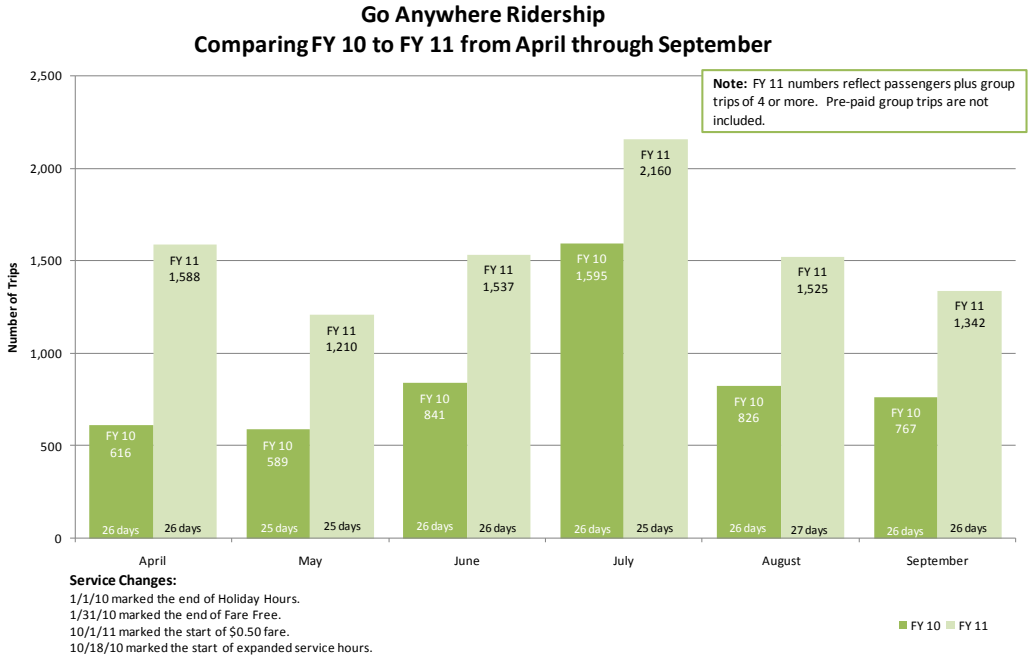


Go Anywhere

Since September 2010, the ridership has doubled on the **Go Anywhere** route. This trend has continued for the past year, beginning after the decrease of fare in October 2010.

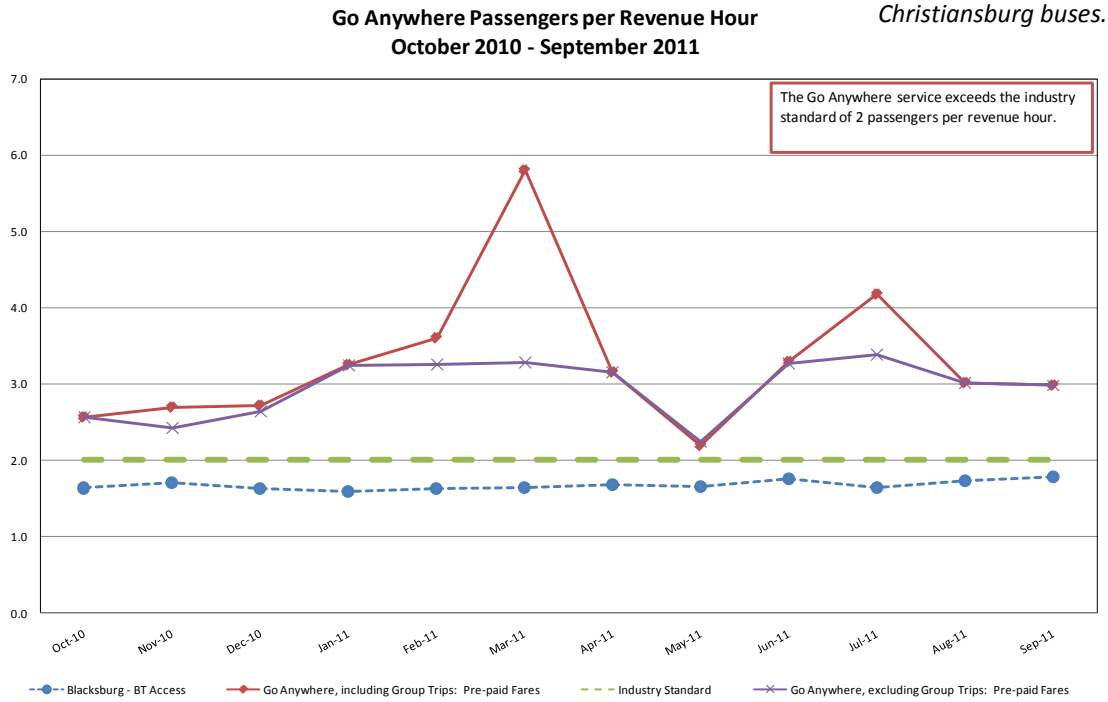
Artwork from the exterior of the Christiansburg buses.

> "I love the **Go Anywhere** bus, I am so much more independent. I can schedule when I need a ride…it is great!"



There were no Aquatic Center shuttles during September, resulting in the passengers per hour being the same rate for September. While there were no large trips during September, the Ghost Tour trips are planned for the second year in a row in October.

Artwork from the exterior of the Christiansburg buses.



Go Anywhere Top 10 Origins & Destinations

The top 10 Origins and Destinations capture a snapshot of the most frequent locations the **Go Anywhere** service visits. A notable first place on the Origins column is the Virginian Drive area. This is a Low to Moderate Income (LMI) residential area behind Adventure World that more and more residents have begun using. With multiple residents from Virginian Drive using the service, this stop jumped to the top of the list this month. Other notable addresses are the NRV Mall, Wal-Mart, the Courthouse, Dish Network. What is one notable characteristic about the addresses in this chart? None of the locations listed are for social activities or recreation, they are all for everyday important tasks – grocery shopping, government services, employment, etc.

This is the third month of reporting the top ten origins and destinations and for the largest part the majority have stayed the same. This is important to note as it indicates regular use for important daily activities such as employment, grocery shopping, etc.

TOP 10 ORIGINS 1 September - 30 September 2011		
1	**Virginian Drive - Multiple passengers** (Residential area behind Adventure World)	**93**
2	**736 New River Rd** **NRCC Entrance @ NRV Mall**	**86**
3	**2400 Franklin St N** **Wal-Mart**	**72**
4	**Reading Rd - Residence** (Residential area behind Mont. Cty Parks & Rec)	**67**
5	**2680 Market St** **Burger King**	**46**
6	**Beaver Driver - Residence** (Residential area to the North of Rte 11)	**32**
7	**755 Roanoke St** **Montgomery County Govt Ctr**	**30**
8	**1 East Main Street** **Montgomery County Courthosue**	**27**
9	**Simpson Road - Old Farm Village Apartments** (Residential area near Hubbel)	**26**
10	**2580 N. Franklin St** **Ryans**	**25**

TOP 10 DESTINATIONS 1 September - 30 September 2011		
1	**736 New River Rd** **NRCC Entrance @ NRV Mall**	**112**
2	**2400 Franklin St N** **Wal-Mart**	**72**
3	**Virginian Drive - Multiple passengers** (Residential area behind Adventure World)	**64**
4	**Reading Rd - Residence** (Residential area behind Mont. Cty Parks & Rec)	**49**
5	**2680 Market St** **Burger King**	**43**
6	**1 East Main Street** **Montgomery County Courthosue**	**34**
7	**2580 N. Franklin St** **Ryans**	**28**
8	**400 Technology Drive** **Dish Network**	**28**
9	**Exit 118A** **Falling Branch Park & Ride**	**26**
10	**Thelma Drive - Residence** (Residential area in Cambria)	**26**

New Customers

New customers continue to sign up for the **Go Anywhere** service, bringing the total passengers signed up since November 2009 to 1,062! With a total of 22 months of service, we are still maintaining an average of 50 new passengers sign up each month!

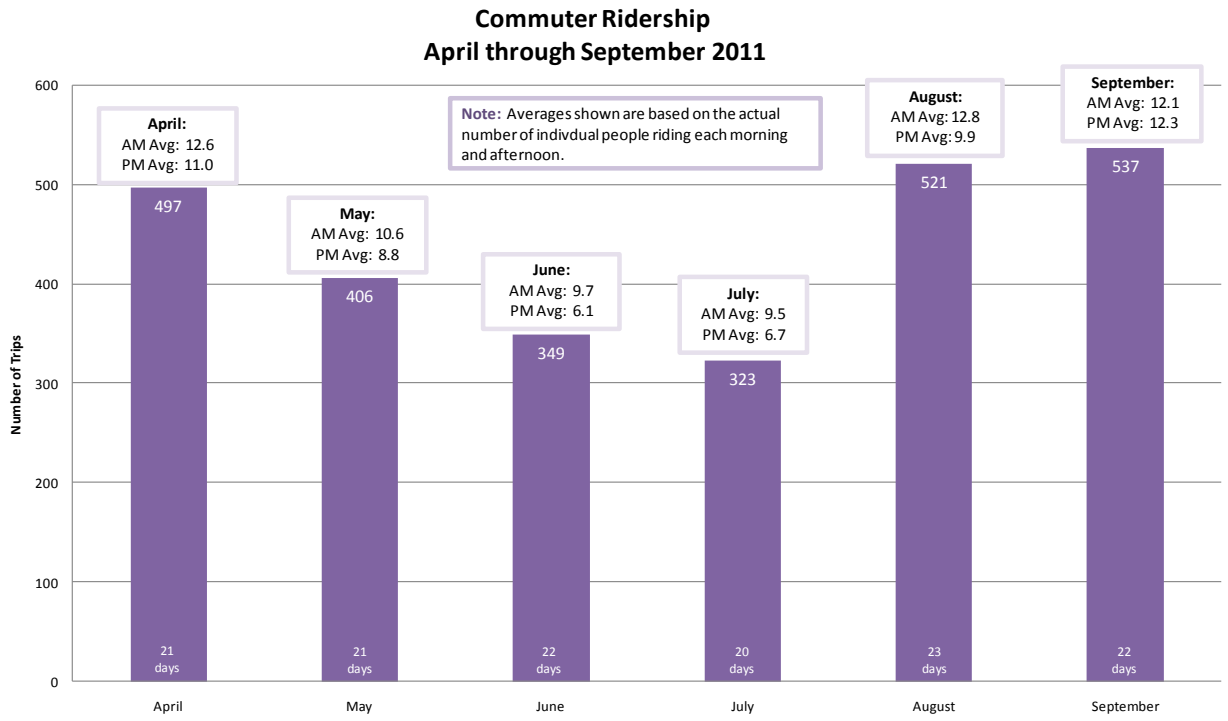
Unique New Passengers - Go Anywhere Route

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
July, 2011	58
August, 2011	54
September, 2011	47
Total	**1062**
Average/Month	**49.95**

BT Commuter Service

The commuter route has now been operational for nine months with ridership continuing to increase. From what we have seen so far, ridership on the Commuter route is closely related to the Virginia Tech semester schedule. If it continues to follow this trend, highest ridership will be seen in September, October, February and April, in that order.

The commuter route continues to see new riders on a regular basis, with most just showing up at the stops! This route is starting to become so popular it won't be long before exceeding the 21 seat capacity and becoming standing room only!



"This really helps make it possible to get to work in Blacksburg."

A **Go Anywhere** & **Commuter** passenger

The Christiansburg route system continues to grow and expand on a regular basis. Ridership is still increasing with word of mouth being the most influential marketing resource. Additional campaigns will be developed throughout the year to continue to grow this service. Riders continue to express their appreciation for the service, with many the service is a lifeline, their only way to get around Town and fulfill basic needs such as grocery shopping, getting to work or getting their children to and from school.