**JANUARY 2012 CHRISTIANSBURG MONTHLY REPORT**
**November 2011 Data**

November marks another full year of service in Christiansburg. The service has continued to grow in leaps and bounds and we are excited to see what the next year brings!

Looking back over the last two years, ridership has increased from an average of 1,300 passengers per month to an average of 2,500 per month!

The service is still in its infancy, and there have been several changes made along the way. The most successful changes we've made to date were the enhancement of the **Explorer Route** and the decreased fare on the **Go Anywhere Route**. These two changes have been responsible for significant increases in ridership and in some instances, tripling the ridership – e.g. the **Explorer Route**!

As a new year gets underway we plan to conduct a short survey to better understand customer needs as well as to do some targeted marketing efforts to further increase ridership. We look forward to continuing our relationship with the Town of Christiansburg in the upcoming year.

> "I thoroughly agree with this route it is very convenient for me."
>
> Susan Anderson, **Explorer Route** Passenger, November 2011

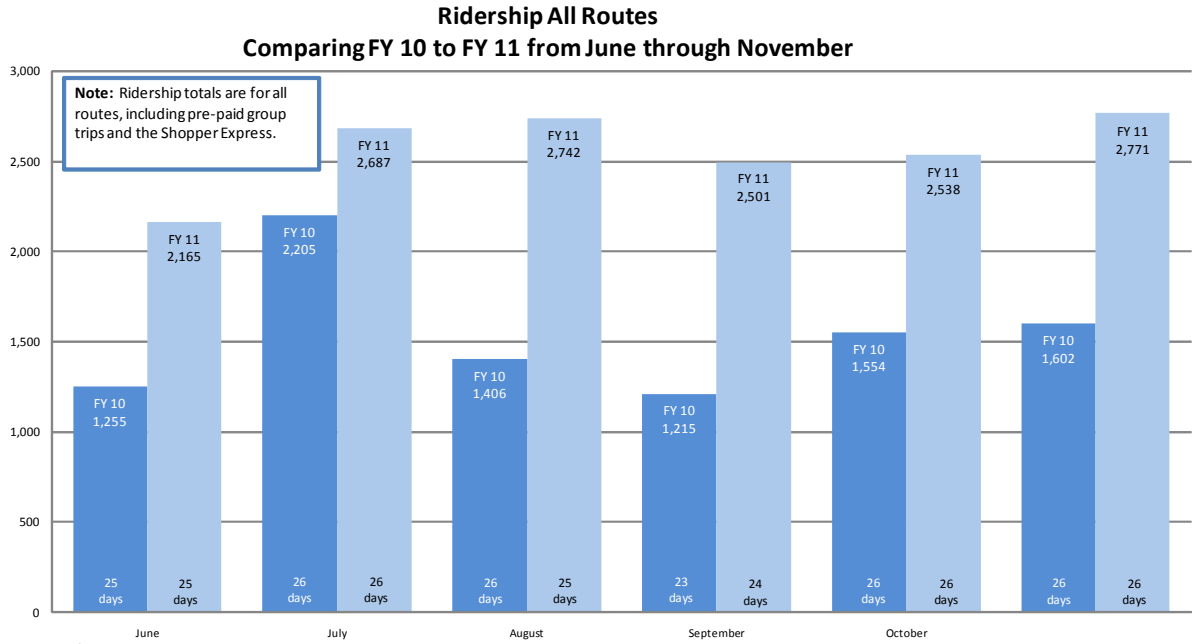
## Holiday Hours

Extended hours of service began on Black Friday. The **Explorer Route** doesn't have normal Saturday hours, yet this is a common request; looking at the ridership on the Saturday after Thanksgiving the routes were well utilized for shopping.

## Ridership Review

The combined ridership total (including **Go Anywhere**, **Explorer** and **Commuter Routes**) for November 2011 was 2,771, an increase of over 1,100 when compared to November 2010.

The chart below shows ridership for the last six months compared to the same six months last year. Ridership has increased significantly, averaging 106 passengers per day across all routes in Christiansburg.




**Service Changes:**
1/1/10 marked the end of Holiday Hours.
1/31/10 marked the end of Fare Free.
10/1/11 marked the start of $0.50 fare for Go Anywhere route
10/18/10 marked the start of expanded service hours.
3/31/11 marked the termination of the Shopper Express route.
8/1/11 marked the launch of the enhanced Explorer route.

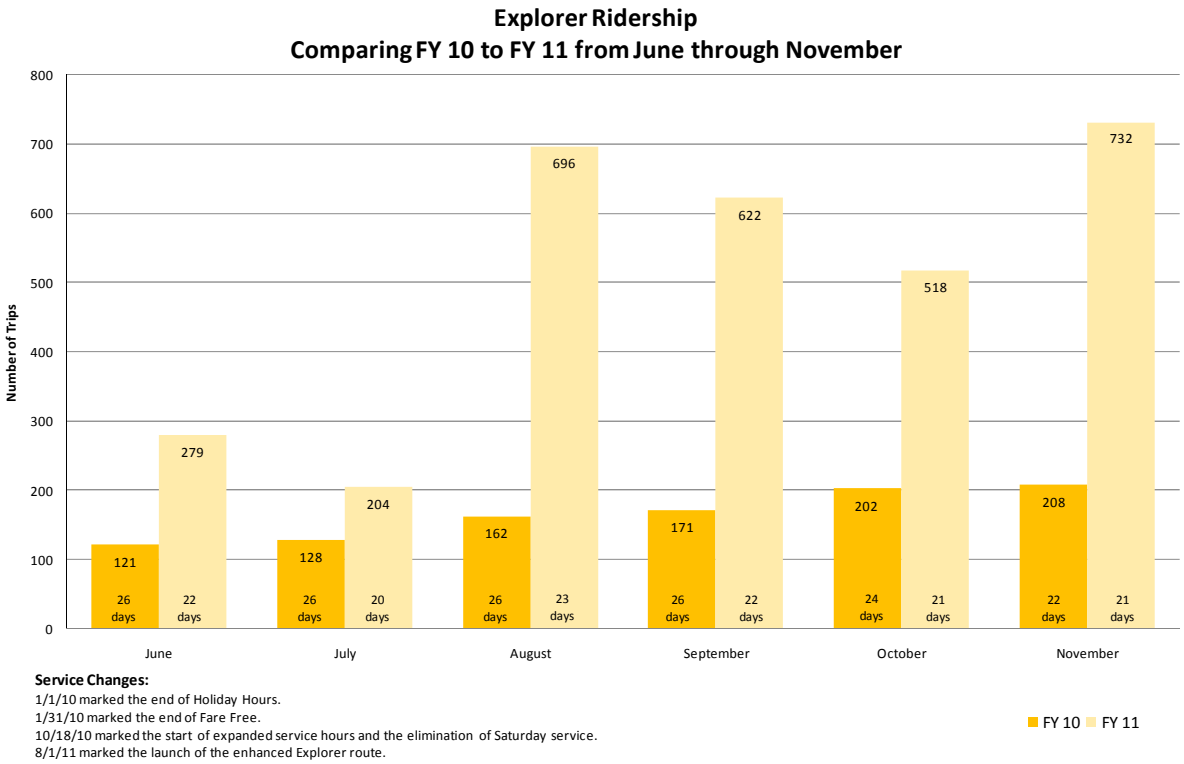
> "Wish the **Explorer Route** was running on Saturday."
>
> Oscar Ritter, Jr. **Explorer Route** passenger, Nov 2011

*Artwork from the exterior of the Christiansburg buses.*

**Why do we compare month to month?** It is important to compare month to month so that all variables (such as weather, number of service days, local events, etc) are as similar as possible. For example, comparing February to July would give opposite weather conditions and a varying number of service days. Comparing different months also doesn't account for customer travel patterns which can change depending on which month customers typically take vacations, the weather, or simply whether Virginia Tech is in full service or not.

## Explorer Route

Ridership on the **Explorer Route** hit a new all-time high in November. There are many regular customers on this route who often use it to get to Doctor's appointments, interviews, shopping or just to get out and about for a little while!




### Explorer Route Courtesy Stops

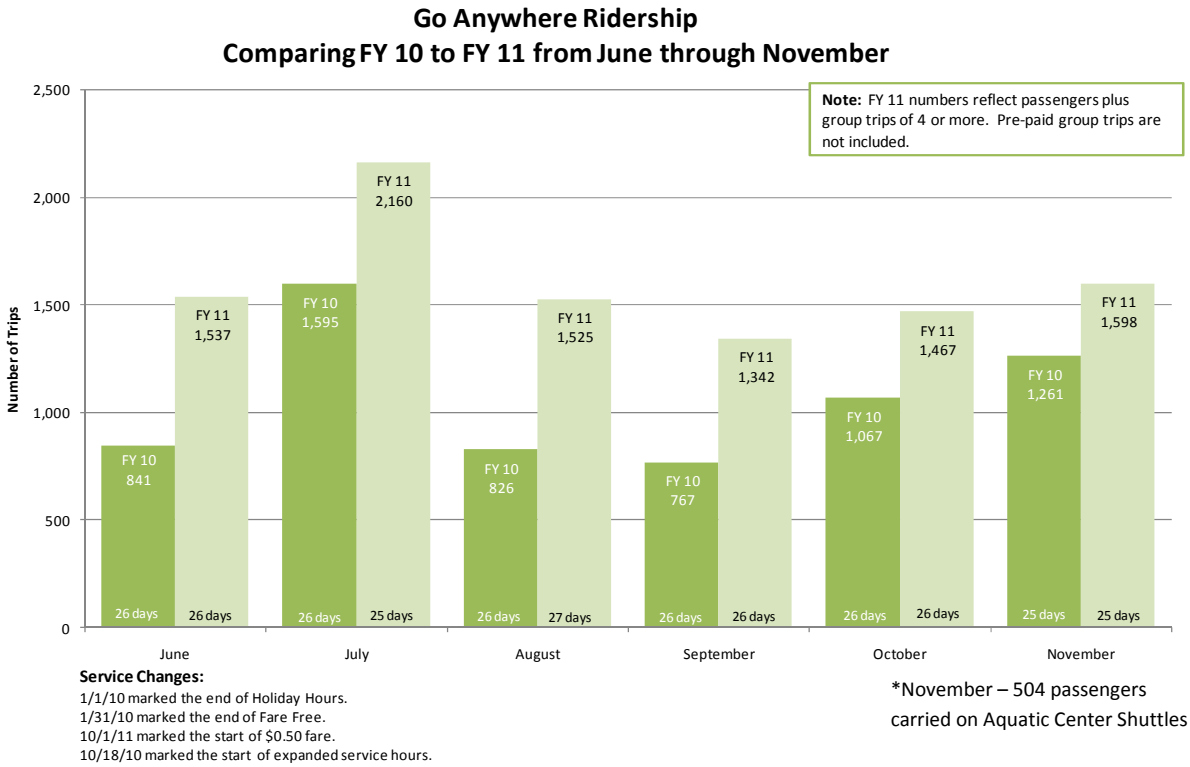
A total of 14 courtesy stops, or stops at locations off-route took place. Examples of locations served are: Red Oak Drive (two blocks north of Arbor Drive intersection with North Franklin), Wheatland Hills retirement home, Long John Silver's (to get to Country Cooking) and the Christiansburg Bluffs.

> "Had the best ride ever, bus #503, 11-24-11 1 p.m. Good driver! Whoooooo!
>
> Josh & Doug Pearman, **Two Town Trolley** Passenger, Nov 2011

## Go Anywhere Route

Ridership for November 2011 continued to increase over November 2010, with approximately 300 more riders.

During the month of November a total 106 same day trips were denied. These denied trips are anytime a customer calls in to request a trip for a particular day/time and we are unable to meet the request. Additional options are offered but sometimes this still does not meet the customers' needs. In January BT will begin analyzing the denial of service data to determine if any patterns exist.




"Need hourly stops on Christiansburg Roanoke Street on right across Simmons."

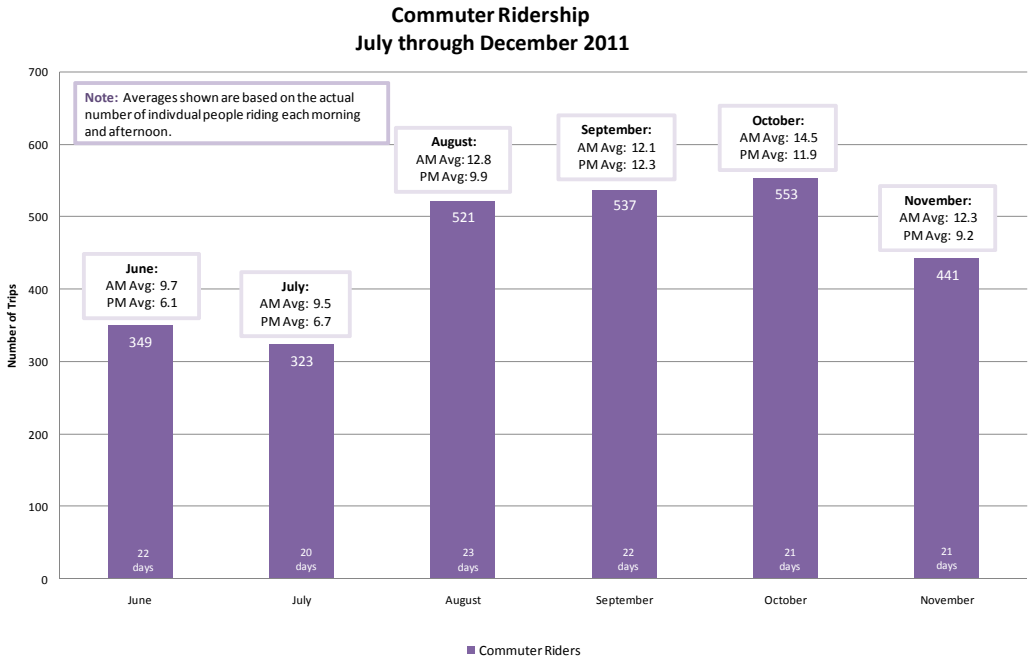
**Explorer Route** Passenger, Nov 2011

## New Customers

Twenty-three more customers signed up for the **Go Anywhere Route** service in November, bringing the total passengers signed up (since November 2009) to 1,168! We are still averaging close to 50 new customers 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 |
| October, 2011 | 36 |
| November, 2011 | 23 |
| **Total** | **1168** |
| **Average/Month** | **48.26** |

## BT Commuter Service

The commuter route has now been operational for eleven months. Ridership on the Commuter route continues to be strong; based on daily ridership results it is closely related to the VT semester and national holidays. For example, ridership the week of Thanksgiving was much lower than normal.