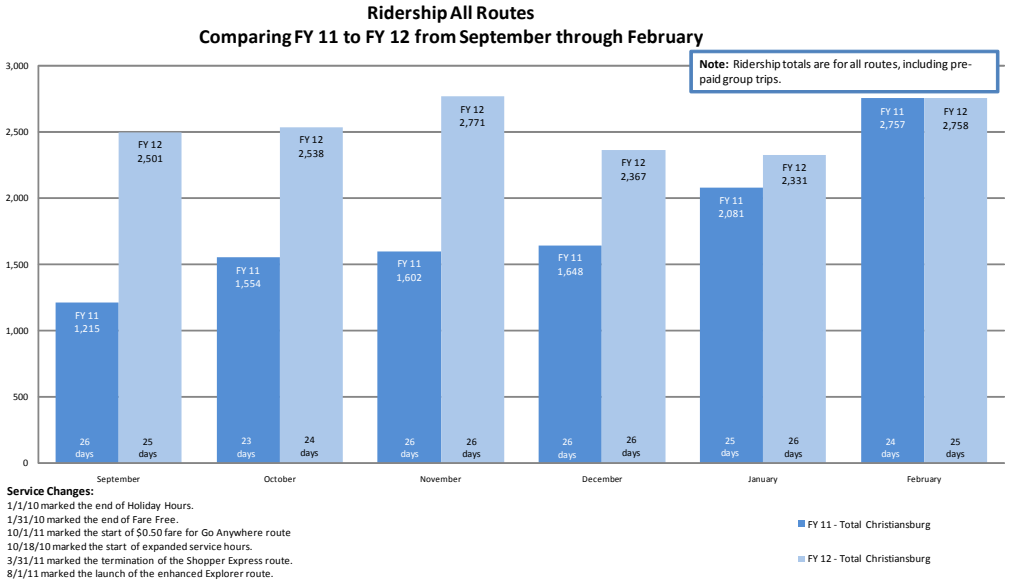
April 2012 CHRISTIANSBURG MONTHLY REPORT
February 2012 Data

Budget

The Operating and Capital budgets have both been reviewed by the Town Council and Working Group. Detailed information on both the Operating and Capital Budgets can be found in the last two monthly reports.

Ridership Review

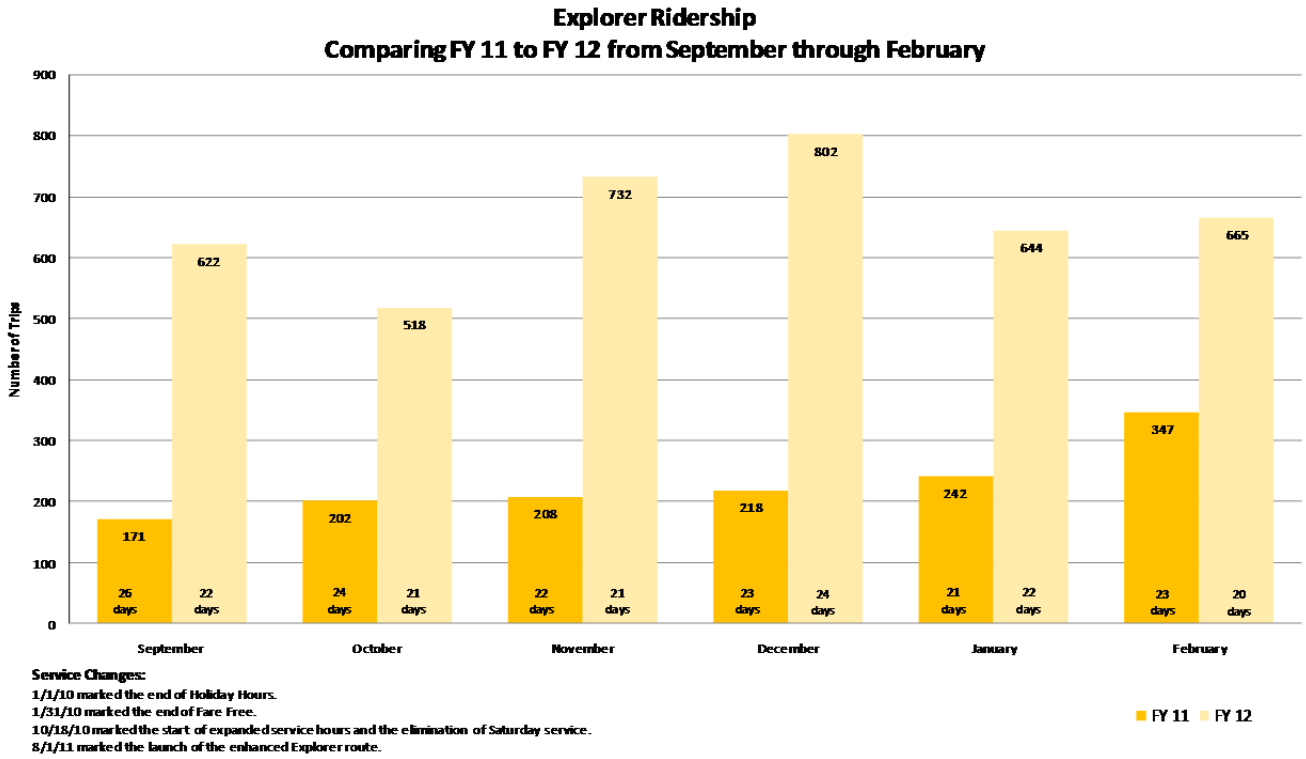
A total of 2,758 trips were provided on the Christiansburg bus routes in February 2012.



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

A total of 665 passengers rode The **Explorer** route in January. This was double the number of passengers that rode a year ago!



> "Operator of this bus was excellent and very nice."
>
> **Go Anywhere** comment card

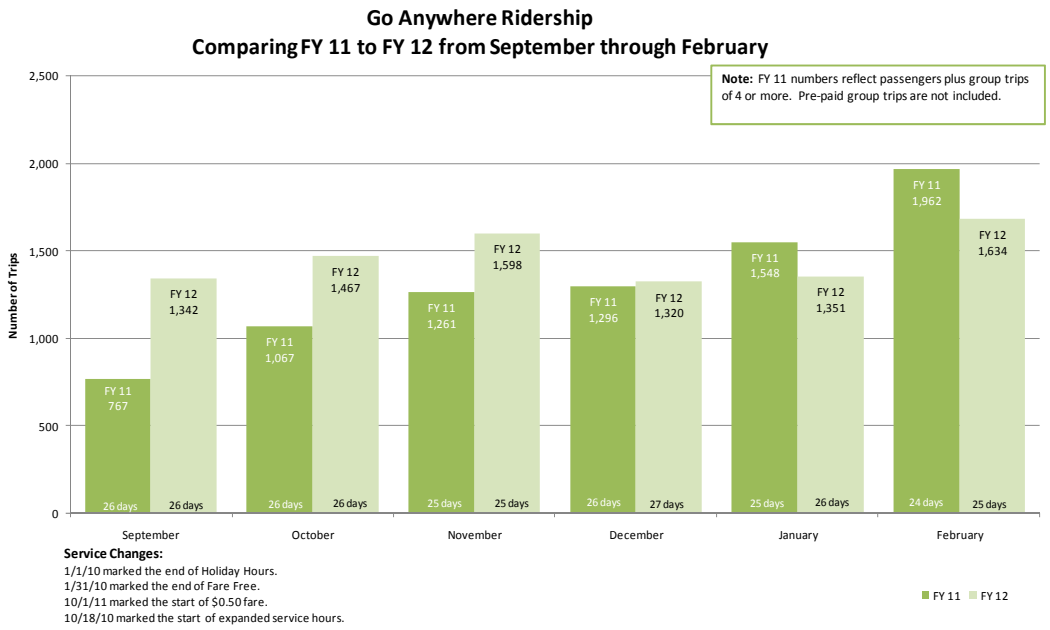
Explorer Courtesy Stops

During February, a total of 34 courtesy stops, or stops at locations off-route took place. Typical courtesy stop locations are similar to previous months and include the following: Red Oak Drive (two blocks north of Arbor Drive intersection with North Franklin), the Library, Long John Silver's (to get to Country Cooking), G & H Appliance, Social Services, Tractor Supply, the Recreation Center and the Christiansburg Bluffs.

Go Anywhere

The **Go Anywhere** route carried 1,634 passengers in February reflecting a slight decrease in riders from 2011, where 1,962 passengers were carried. The decrease in passenger trips may be explained in part by our efforts to move some passengers to the **Explorer** route, which is showing an increase in ridership.

During February there were several events at the Aquatic Center; bus service was provided by the **Go Anywhere** service. A total of 319 passengers were carried.



Aquatic Center Ridership

As requested the chart to the right provides a comprehensive review of ridership on the **Go Anywhere** route for Aquatic Center events. These numbers are also contained within the **Go Anywhere** ridership chart (above). Simply put, the chart above represents the following equation:

Total Go Anywhere Riders = Go Anywhere + Aquatic Center

It is important to note that the service for the Aquatic Center is billed separately.

Aquatic Center Ridership		
	FY 11	FY 12
July	515	579
August	127	
September		
October		
November	161	504
December	54	23
January		
February	318	319
March	1,587	
April		
May	1	
June	21	

Top 10 Origins & Destinations

The top origins and destinations are very similar from month to month; NRV Mall and Wal-Mart are usually within the top three origins and destinations!

BT staff recently added "trip purpose" to the data we collect on origins and destinations. The categories used are: Education, Employment, Medical, Religious, Shopping and Other. Employment continues to be the number one reason customers use the bus service.

January Data:

Trip Purpose	Total Number of Trips by Trip Purpose	Percentage of Total trips by Trip Purpose
Education	94	9%
Employment	469	44%
Government Services	6	1%
Medical	42	4%
Other	354	33%
Religious	0	0%
Shopping	107	10%
Total Trips	**1,072**	**100%**

February Data:

Trip Purpose	Total Number of Trips by Trip Purpose	Percentage of Total trips by Trip Purpose
Education	215	22%
Employment	397	41%
Government Services	16	2%
Medical	46	5%
Other	233	24%
Religious	1	0%
Shopping	68	7%
Total Trips	**976**	**100%**

The breakdown between trip purposes is very similar between the January and February. Employment is the number one trip purpose both months, it is anticipated that this will remain the same in the future. A detailed listing of locations can be found below.

TOP 10 ORIGINS 1 February - 29 February 2012		
1	**736 New River Rd** NRCC entrance at NRV Mall	**93**
2	**Beaver Drive - Residence** (Residential area to the North of Rte 11)	**51**
3	**2400 North Franklin Street** Wal-Mart	**43**
4	**Scattergood Drive** Grace a Child Daycare	**42**
5	**Reading Rd - Residence** (Residential area behind Mont. Cty Govt Ctr)	**35**
6	**Red Oak Drive** Residential area opposite Corning	**34**
7	**1000 Laurel Street** Kmart	**32**
8	**595 Republic Rd** The Bluffs	**27**
9	**1205 Buffalo Drive** Christiansburg Middle School	**26**
	Thelma Lane (Residential area in Cambria)	**26**
10	**112 W 1st Street** (Pick up for Residential area by Cooks Cleaners)	**25**

TOP 10 DESTINATIONS 1 February - 29 February 2012		
1	**736 New River Rd** NRCC entrance at NRV Mall	**145**
2	**400 Technology Drive** Dish Network	**67**
3	**Beaver Drive - Residence** (Residential area to the North of Rte 11)	**48**
4	**2400 North Franklin Street** Wal-Mart	**44**
5	**Scattergood Drive** Grace a Child Daycare	**42**
6	**1000 Laurel Street** Kmart	**33**
	100 Independence Blvd Christiansburg High School	**30**
7	**375 Arbor Drive** NRV Superbowl	**30**
	595 Republic Rd The Bluffs	**30**
8	**1 E Main Street** Montgomery County Courthouse	**29**
9	**Reading Rd - Residence** (Residential area behind Mont. Cty Govt Ctr)	**28**
10	**2680 Market Street** Burger King	**24**

Unscheduled Trips

Beginning March 1, 2012 BT's Go Anywhere scheduling staff started recording the trip purpose, origin and destination of any trip we are unable to accommodate. We haven't had enough time to analyze the data, however we have been able to identify that the distribution between trip purpose is very similar to that of the trips scheduled. We will be able to provide more detail in the next report.

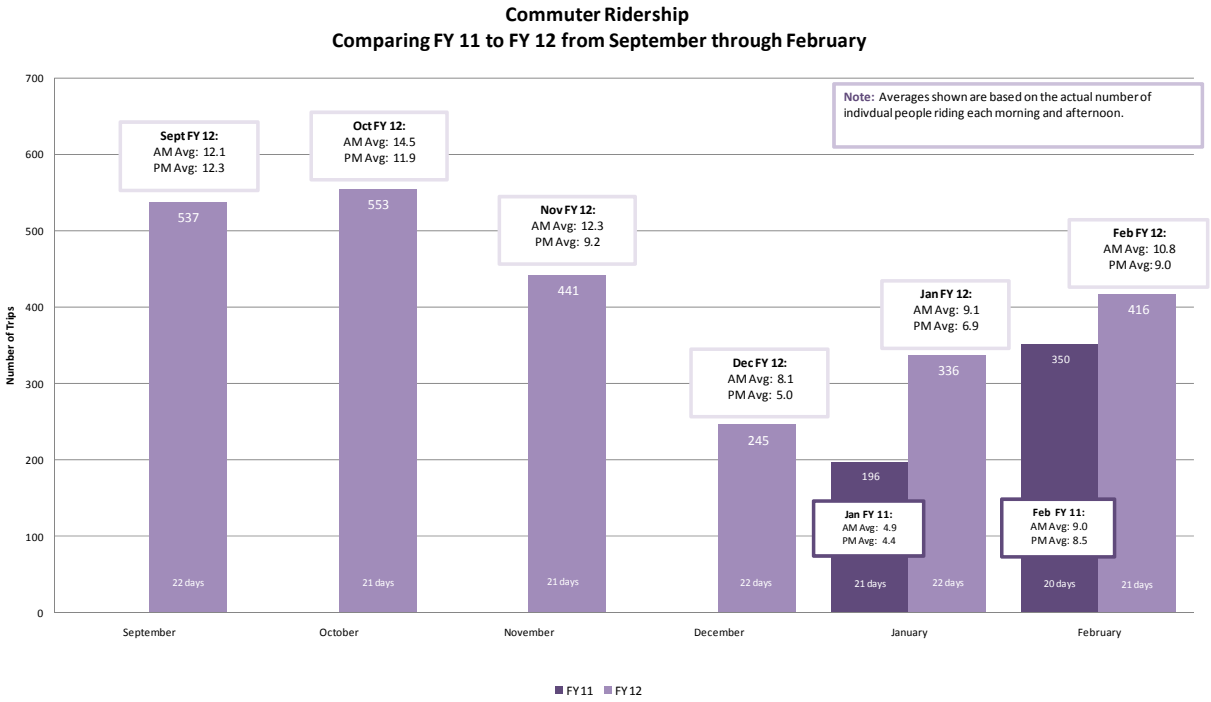
New Customers

15 more customers signed up to use the **Go Anywhere** service in February, bringing the total passengers signed up (since November 2009) to 1,223; an average of 45 new customers per 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
December, 2011	14
January, 2012	26
February, 2012	15
Total	**1223**
Average/Month	**44.96**

BT Commuter Service

Ridership on this service continues to increase:

- Morning average ridership has increased from 9.0 to 10.8 passengers.
- Afternoon average ridership has increased from 8.5 to 9.0 passengers.