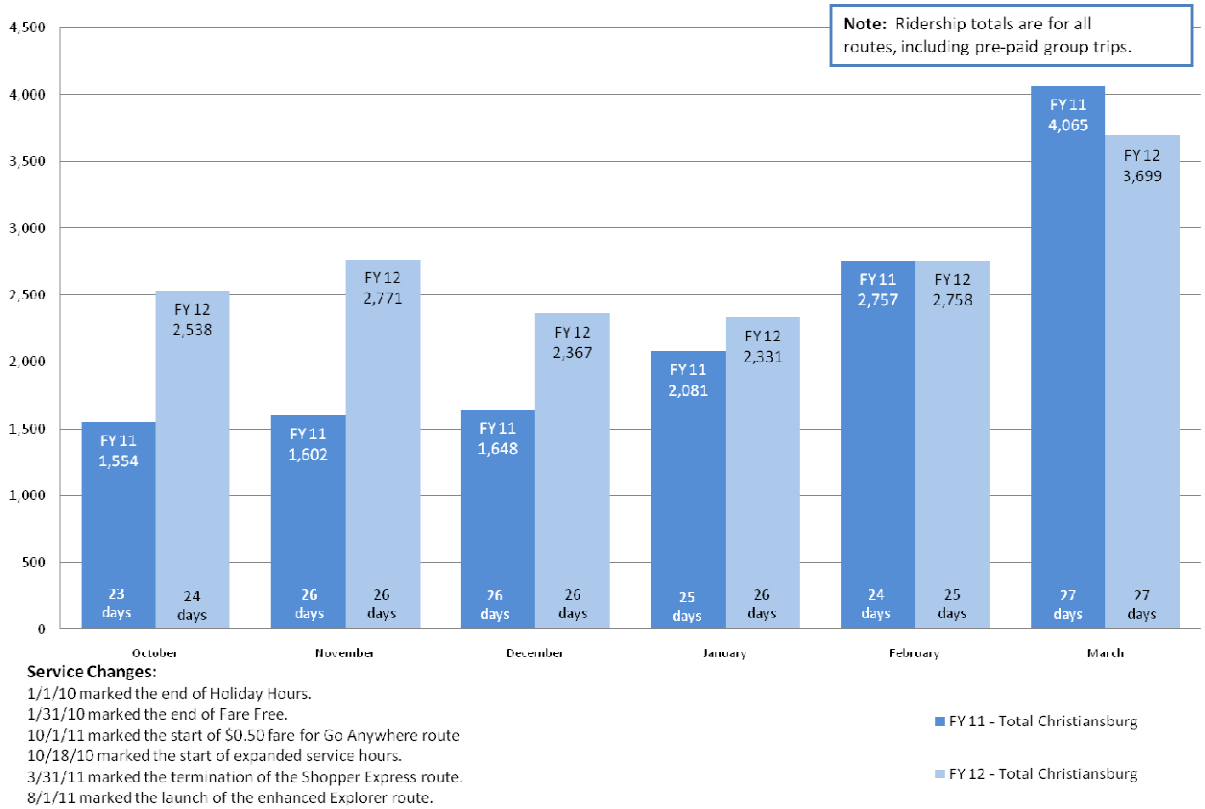
May 2012 CHRISTIANSBURG MONTHLY REPORT
March 2012 Data

Ridership Review

A total of 3,699 trips were provided on the Christiansburg bus routes in March 2012, detailed information about each route can be found below. Overall ridership in March remained steady, however there were fewer riders on the Aquatic Center shuttles compared to last year. Further information may be found in the Aquatic Center section.

Ridership All Routes
Comparing FY 11 to FY 12 from October through March



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.

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.

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.

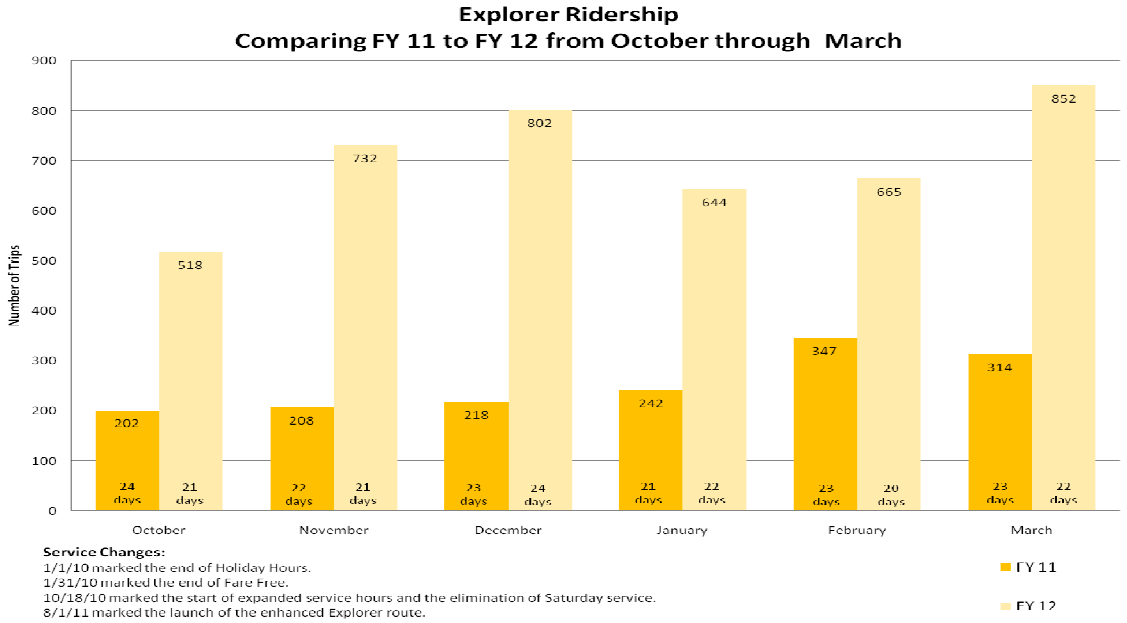
"The partnership and cooperation with Blacksburg Transit is a tremendous asset to the Aquatic Center."

Terry Caldwell, Director of Aquatics

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	838
April		
May	1	
June	21	

Explorer

A total of 838 passengers rode The **Explorer** route in March. This was more than double the number of passengers that rode a year ago!

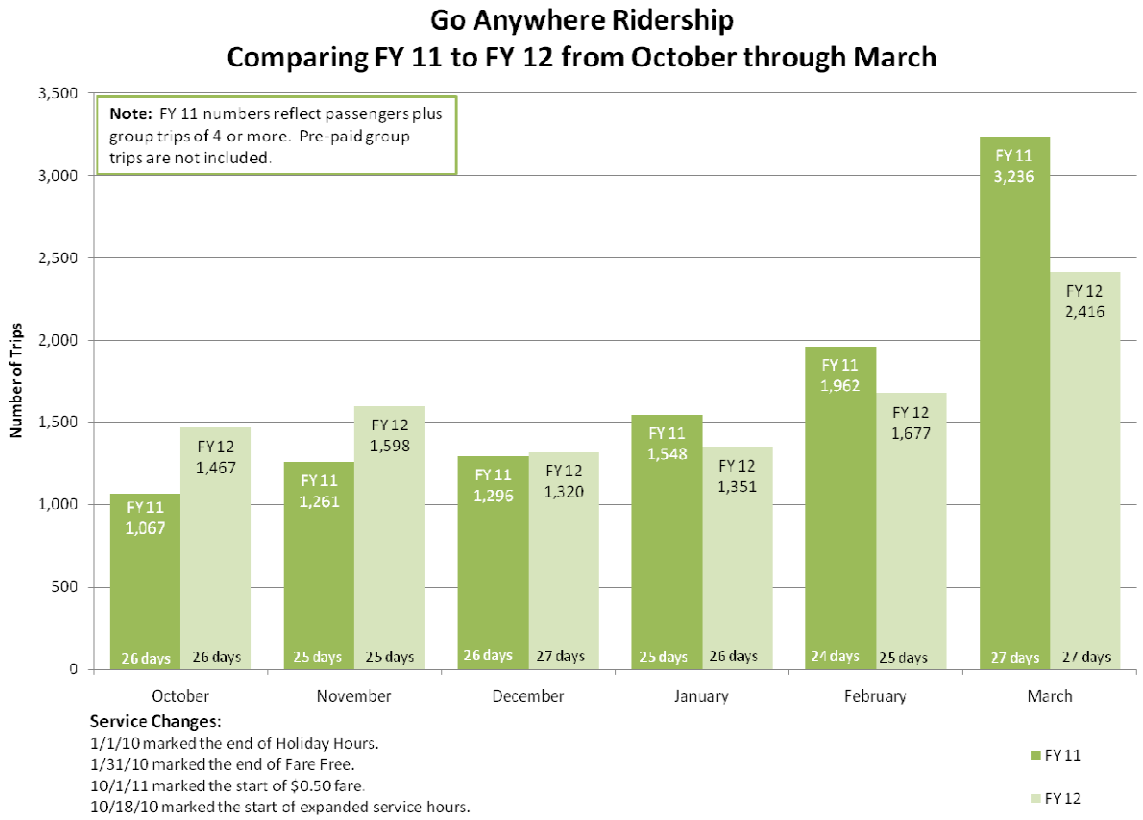


Explorer Courtesy Stops

During March, a total of 48 courtesy stops, or stops at locations off-route took place. By far, the number one request for a courtesy stop is to the Red Oak Mobile Home Park, with a total of 20 requests for March. Other top stops include deviations to the Park & Ride and to The Bluffs apartment complex.

Go Anywhere

The **Go Anywhere** route carried a total of 2,416 passengers in March, including 838 passengers to the Aquatic Center. The overall number appears to indicate a decrease in ridership from last year, however the **Go Anywhere** numbers are virtually identical; what has changed though is the number of Aquatic Center riders, decreasing from 1,651 in FY 11 to 838 in FY 12.



Top 10 Origins & Destinations

The breakdown between trip purposes is very similar between February and March. Employment remains the number one trip purpose for the third month in a row, it is anticipated that this will remain the same in the future.

Examples of trip purpose captured in the "Other" category range from daycare to travel arrangements such as meeting the Megabus at the Falling Branch Park & Ride or connecting to the Two Town Trolley. The chart identifying the top 10 origins and destinations can be found on the next page.

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%**

March Data:

Trip Purpose	Total Number of Trips by Trip Purpose	Percentage of Total trips by Trip Purpose
Education	222	20%
Employment	477	42%
Government Services	28	2%
Medical	40	4%
Other	290	26%
Religious	1	0%
Shopping	74	7%
Total Trips	**1,132**	**100%**

"Thanks for making it possible to get around."

Go Anywhere & **Two Town Trolley** passenger

TOP 10 ORIGINS 1 March - 31 March 2012		
1	**736 New River Rd** NRCC entrance at NRV Mall	**75**
2	**Scattergood Drive** Grace a Child Daycare	**38**
3	**Beaver Drive - Residence** (Residential area to the North of Rte 11)	**36**
4	**2400 North Franklin Street** Wal-Mart	**35**
5	**112 W 1st Street** (Pick up for Residential area by Cooks Cleaners)	**30**
6	**Red Oak Drive** Residential area opposite Corning	**27**
7	**Reading Rd - Residence** (Residential area behind Mont. Cty Govt Ctr)	**26**
7	**1000 Laurel Street** Kmart	**26**
8	**595 Republic Rd** The Bluffs	**24**
9	**Long Street** Residential area near Depot & Lester	**22**
10	**Haymaker Street** Residential area near Roanoke & Park	**21**
10	**Nugget Ridge** Residential area on Radford Street/Route 11	**21**

TOP 10 DESTINATIONS 1 March - 31 March 2012		
1	**736 New River Rd** NRCC entrance at NRV Mall	**118**
2	**400 Technology Drive** Dish Network	**78**
3	**2400 North Franklin Street** Wal-Mart	**41**
4	**Scattergood Drive** Grace a Child Daycare	**38**
5	**Beaver Drive - Residence** (Residential area to the North of Rte 11)	**36**
6	**595 Republic Rd** The Bluffs	**27**
6	**375 Arbor Drive** NRV Superbowl	**27**
7	**1000 Laurel Street** Kmart	**25**
8	**60 Spradlin Farm** Pro Nails	**22**
8	**1080 Radford Road** Country Kitchen	**22**
9	**Nugget Ridge** Residential area on Radford Street/Route 11	**21**
9	**100 Independence Blvd** Christiansburg High School	**21**
9	**1130 Cambria Northeast** Amelia's Restaurant	**21**
9	**2680 Market Street** Burger King	**21**
10	**1 E Main Street** Montgomery County Courthouse	**18**

Unscheduled Trips

March data: 103 unscheduled same day trips. Of these, the trip purpose was captured for 58. Keeping in line with the purpose of trips taken, the number one is also work related, with school or education coming in second. Until this point it was assumed that some of the same day unscheduled trips were the same person calling back multiple times. Based on the data gathered so far, this appears largely untrue, with times, origins and destinations varying wildly. Based on the data from March, Wednesday is the most popular day for same day unscheduled trips, however it is not consistent each week. Further analysis will need to be continued.

What is an Unshcheduled Trip?

Unscheduled Trips are when a customer calls to schedule a trip, but the request cannot be accommodated, e.g. that time is already booked.

"The drivers are very helpful, courteous and polite."

Go Anywhere passenger

New Customers

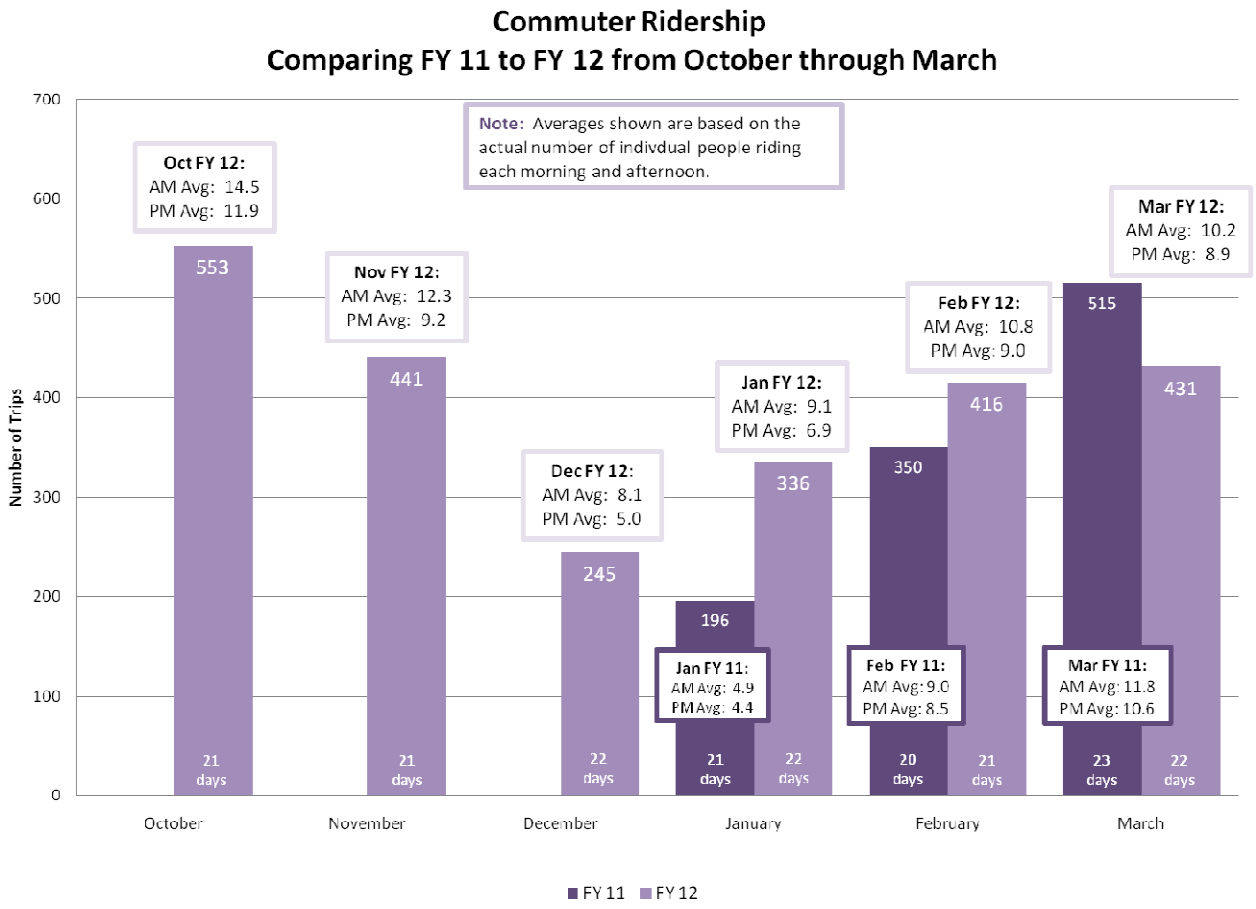
18 more customers signed up to use the **Go Anywhere** service in March, bringing the total passengers signed up (since November 2009) to 1,241.

Unique New Passengers - Go Anywhere Route

Month	Number of New Passengers Added
Nov '09 - June '11 (19.2 months)	950
July, 2011	58
August, 2011	54
September, 2011	47
October, 2011	36
November, 2011	23
December, 2011	14
January, 2012	26
February, 2012	15
March, 2012	18
Total	**1241**
Average/Month	**44.01**

BT Commuter Service

Ridership on the **Commuter Route** continues to do well. A slight decrease was seen in March, this will need to be monitored during future months.



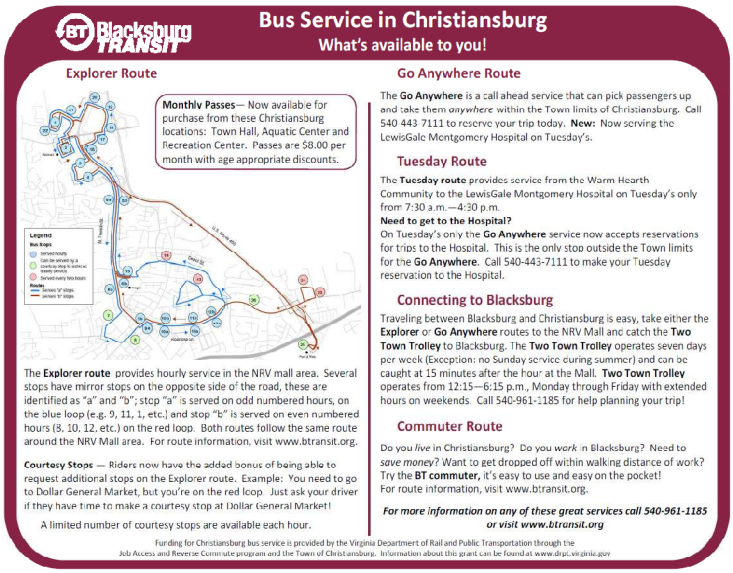
Monthly Passes

Sale of monthly passes began in September 2011 at three locations: Town Hall, Recreation Center and the Aquatic Center. Monthly sales are recapped below:

Location of Sales	Monthly	Six Month
Aquatic Center	38	
Recreation Center	15	3
Town Hall	56	1

Monthly Pass Sales	Monthly	Six Month
September	5	
October	15	1
November	14	
December	7	1
January	15	
February	24	2
March	29	
April		
May		
June		

Marketing Update



Blacksburg TRANSIT

Bus Service in Christiansburg

What's available to you!

Explorer Route

Monthly Passes— Now available for purchase from these Christiansburg locations: Town Hall, Aquatic Center and Recreation Center. Passes are $8.00 per month with age appropriate discounts.

The **Explorer route** provides hourly service in the NRV mall area. Several stops have mirror stops on the opposite side of the road, these are identified as "a" and "b"; stop "a" is served on odd numbered hours, on the blue loop (e.g. 9, 11, 1, etc.) and stop "b" is served on even numbered hours (8, 10, 12, etc.) on the red loop. Both routes follow the same route around the NRV Mall area. For route information, visit www.btransit.org.

Courtesy Stops — Riders now have the added bonus of being able to request additional stops on the Explorer route. Example: You need to go to Dollar General Market, but you're on the red loop. Just ask your driver if they have time to make a courtesy stop at Dollar General Market!

A limited number of courtesy stops are available each hour.

Go Anywhere Route

The **Go Anywhere** is a call ahead service that can pick passengers up and take them *anywhere* within the Town limits of Christiansburg. Call 540 443-7111 to reserve your trip today. **New:** Now serving the LewisGale Montgomery Hospital on Tuesday's.

Tuesday Route

The **Tuesday route** provides service from the Warm Hearth Community to the LewisGale Montgomery Hospital on Tuesday's only from 7:30 a.m.—4:30 p.m.

Need to get to the Hospital?

On Tuesday's only the **Go Anywhere** service now accepts reservations for trips to the Hospital. This is the only stop outside the Town limits for the **Go Anywhere**. Call 540-443-7111 to make your Tuesday reservation to the Hospital.

Connecting to Blacksburg

Traveling between Blacksburg and Christiansburg is easy, take either the **Explorer** or **Go Anywhere** routes to the NRV Mall and catch the **Two Town Trolley** to Blacksburg. The **Two Town Trolley** operates seven days per week (Exception: no Sunday service during summer) and can be caught at 15 minutes after the hour at the Mall. **Two Town Trolley** operates from 12:15—6:15 p.m., Monday through Friday with extended hours on weekends. Call 540-961-1185 for help planning your trip!

Commuter Route

Do you *live* in Christiansburg? Do you *work* in Blacksburg? Need to *save money*? Want to get dropped off within walking distance of work? Try the **BT commuter,** it's easy to use and easy on the pocket! For route information, visit www.btransit.org.

For more information on any of these great services call 540-961-1185 or visit www.btransit.org

Funding for Christiansburg bus service is provided by the Virginia Department of Rail and Public Transportation through the Job Access and Reverse Commute program and the Town of Christiansburg. Information about this grant can be found at www.drpt.virginia.gov

A flier was distributed in the February water bill to all Town of Christiansburg residents. The flier gave a brief overview of all the services available in Christiansburg. BT plans to send this out again around August as a refresher.