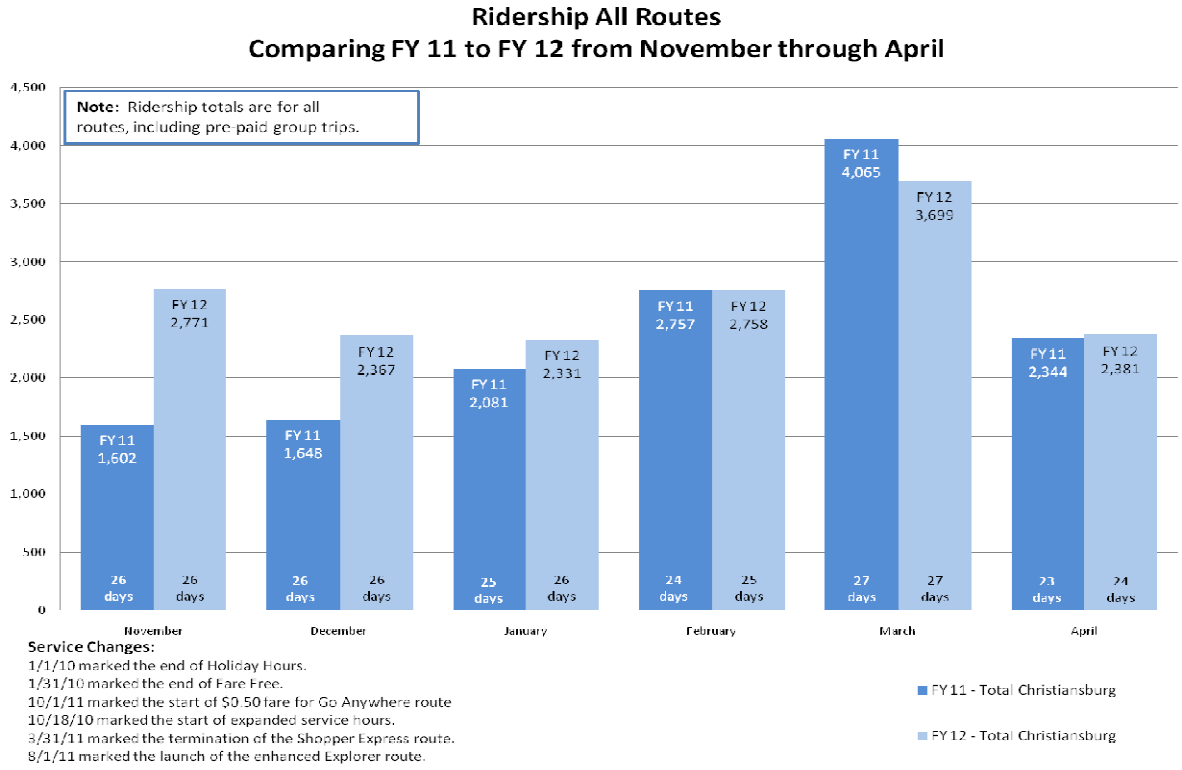
June 2012 CHRISTIANSBURG MONTHLY REPORT
April 2012 Data

After two and a half years of service the Christiansburg service has started to stabilize, with no major changes to service. In response, we have scaled back the analysis of the data.

Ridership Review

A total of 2,381 trips were provided on the Christiansburg bus routes in April 2012; detailed information about each route can be found below. Overall ridership was very similar to April 2011, where 2,344 passengers were carried.



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:

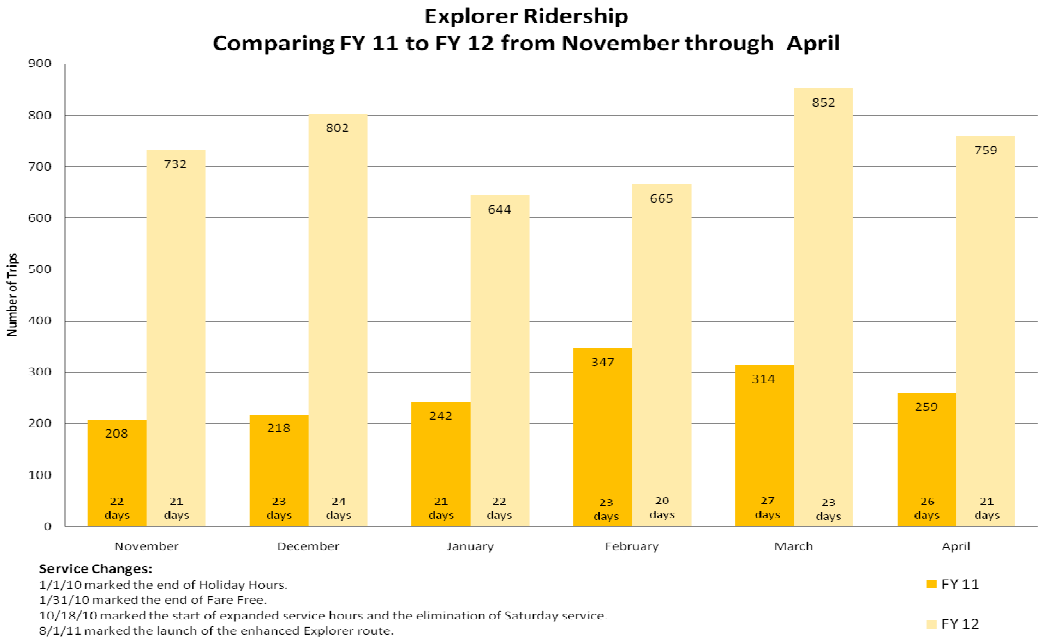
Total Go Anywhere Riders = Go Anywhere + Aquatic Center

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

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 759 passengers rode The **Explorer** route in April, this was more than double the number of passengers that rode a year ago!

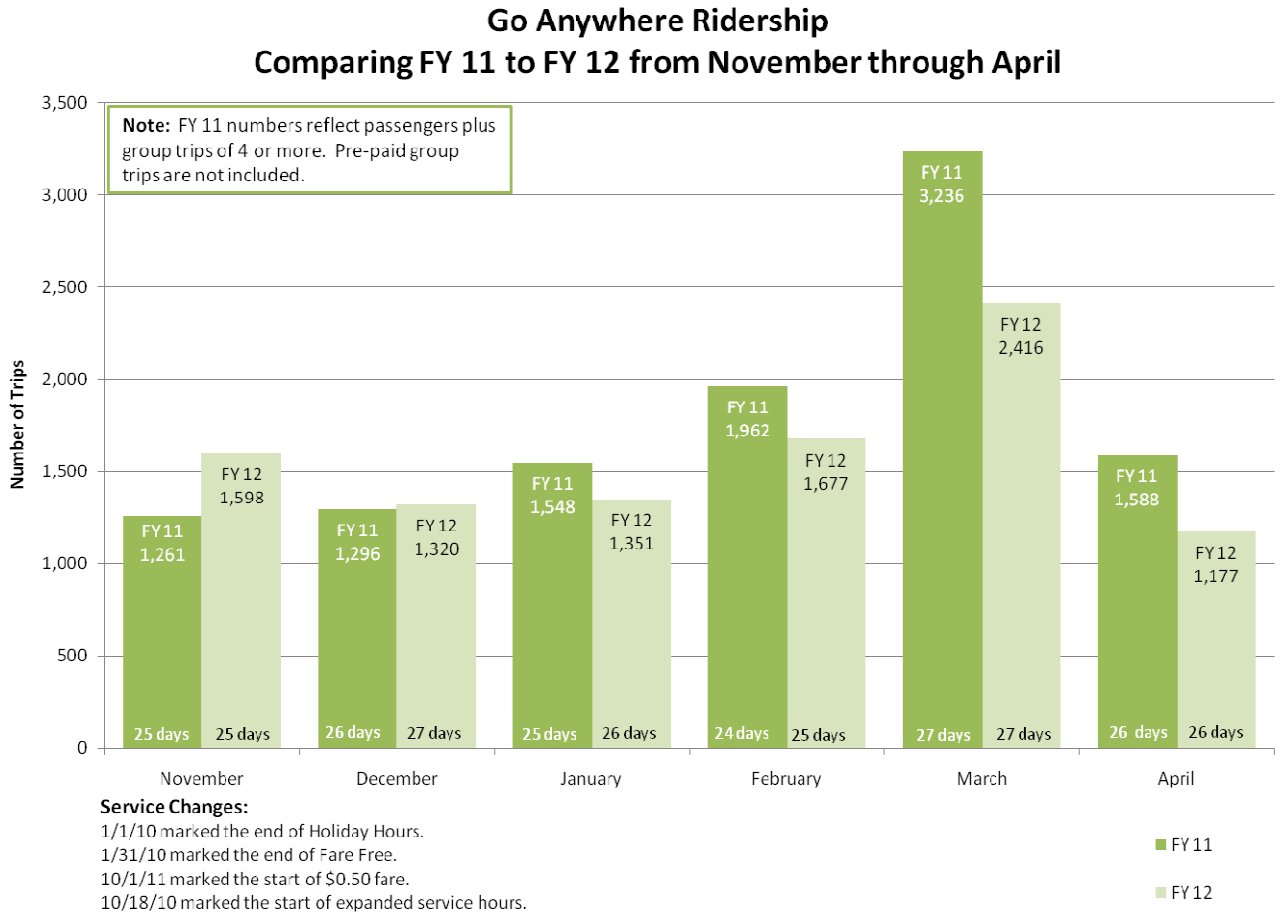


Explorer Courtesy Stops

During April, a total of 41 courtesy stops, or stops at locations off-route took place. As reported in the last six monthly reports the number one request for a courtesy stop continues to be the Red Oak Mobile Home Park, with a total of 15 requests for April; a further 20 were requested in March. Other top stops include deviations to the Park & Ride and to The Bluffs apartment complex. BT staff will continue to monitor the courtesy stop locations and the number of requests to identify if any changes should be made to the Explorer route.

Go Anywhere

The **Go Anywhere** route carried a total of 1,177 passengers in April; there were no Aquatic Center shuttles this month.



> "I need bus service late weeknights and on Saturdays and Sunday's so I can get to my job! Please expand hours."
>
> **Explorer** passenger

Top 10 Origins & Destinations

The breakdown between trip purposes is consistent between months. Employment remains the number one trip purpose for the fourth 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.

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%**

April Data:

Trip Purpose	Total Number of Trips by Trip Purpose	Percentage of Total trips by Trip Purpose
Education	87	9%
Employment	485	50%
Government Services	43	4%
Medical	34	4%
Other	233	24%
Religious	1	0%
Shopping	78	8%
Total Trips	**961**	**100%**

"Over all – Everything is just fine. I thank you all for my times and for really saving me money. Thank you."

Sid Hilton, **Go Anywhere** passenger

TOP 10 ORIGINS 1 April - 30 April 2012		
1	**736 New River Rd** NRCC entrance at NRV Mall	**51**
2	**2400 North Franklin Street** Wal-Mart	**33**
3	**1290 Roanoke Street** **Red Oak Drive** Residential area opposite Corning	**28**
4	**Nugget Ridge** Residential area on Radford Street/Route 11	**37**
5	**Thelma Lane** (Residential area in Cambria) **400 Technology Drive** Dish Network	**23**
6	**1000 Laurel Street** Kmart	**22**
7	**Long Street** Residential area near Depot & Lester **Giles Drive** Residential area near Falling Branch	**21**
8	**Haymaker Street** Residential area near Roanoke & Park **555 North Franklin Street** Kroger shopping area	**20**
9	**3rd Street** Residential area near West Main/South Franklin/I-81 **4120 Roanoke Street** Citgo gas station/Deli Mart	**19**
10	**125 Sheltman Street** Christiansburg Library **Brown Street** Residential area near Cambria **Reading Rd - Residence** (Residential area behind Mont. Cty Govt Ctr)	**18**

TOP 10 DESTINATIONS 1 April - 30 April 2012		
1	**400 Technology Drive** Dish Network	**105**
2	**736 New River Rd** NRCC entrance at NRV Mall	**99**
3	**2400 North Franklin Street** Wal-Mart	**50**
4	**1080 Radford Road** Country Kitchen	**24**
5	**595 Republic Rd** The Bluffs	**23**
6	**1 E Main Street** Montgomery County Courthouse **Nugget Ridge** Residential area on Radford Street/Route 11	**22**
7	**100 Independence Blvd** Christiansburg High School **1130 Cambria Northeast** Amelia's Restaurant **60 Spradlin Farm** Pro Nails	**21**
8	**125 Sheltman Street** Christiansburg Library	**19**
9	**375 Arbor Drive** NRV Superbowl	**18**
10	**555 North Franklin Street** Kroger shopping area	**17**

Unscheduled Trips

April data: 43 unscheduled same day trips. The trip purpose continues to mimic that of the trips that are scheduled with "Employment" being the number one purpose. As noted earlier in this report additional slots are reservations will be added to 7 and 8 a.m., Monday through Friday effective July 1.

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.

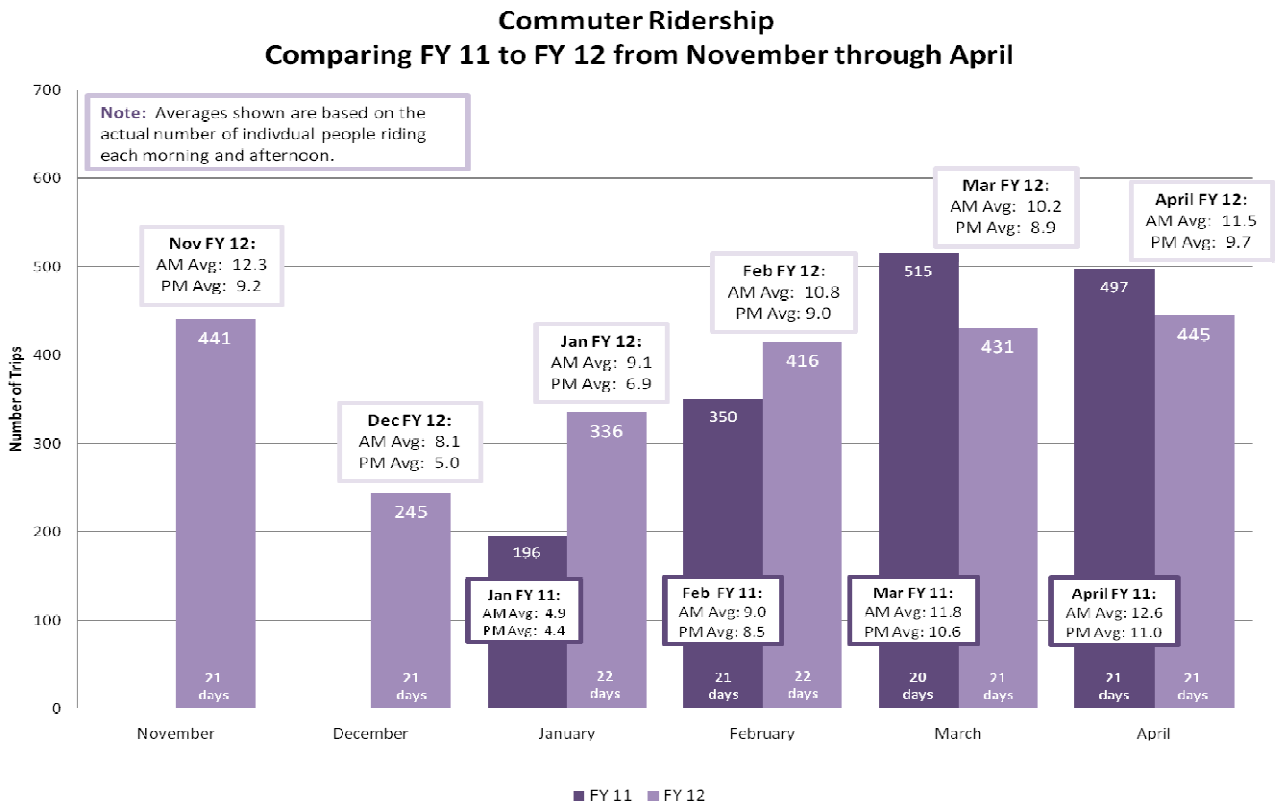
> "This bus keeps me from paying a lot of money to get people to take me to work. Thank you."
>
> Kaitlyn, **Go Anywhere** passenger

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 1,271.

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
April, 2012	30
Total	**1271**
Average/Month	**43.53**

BT Commuter Service

Ridership on the **Commuter Route** continues to do well.