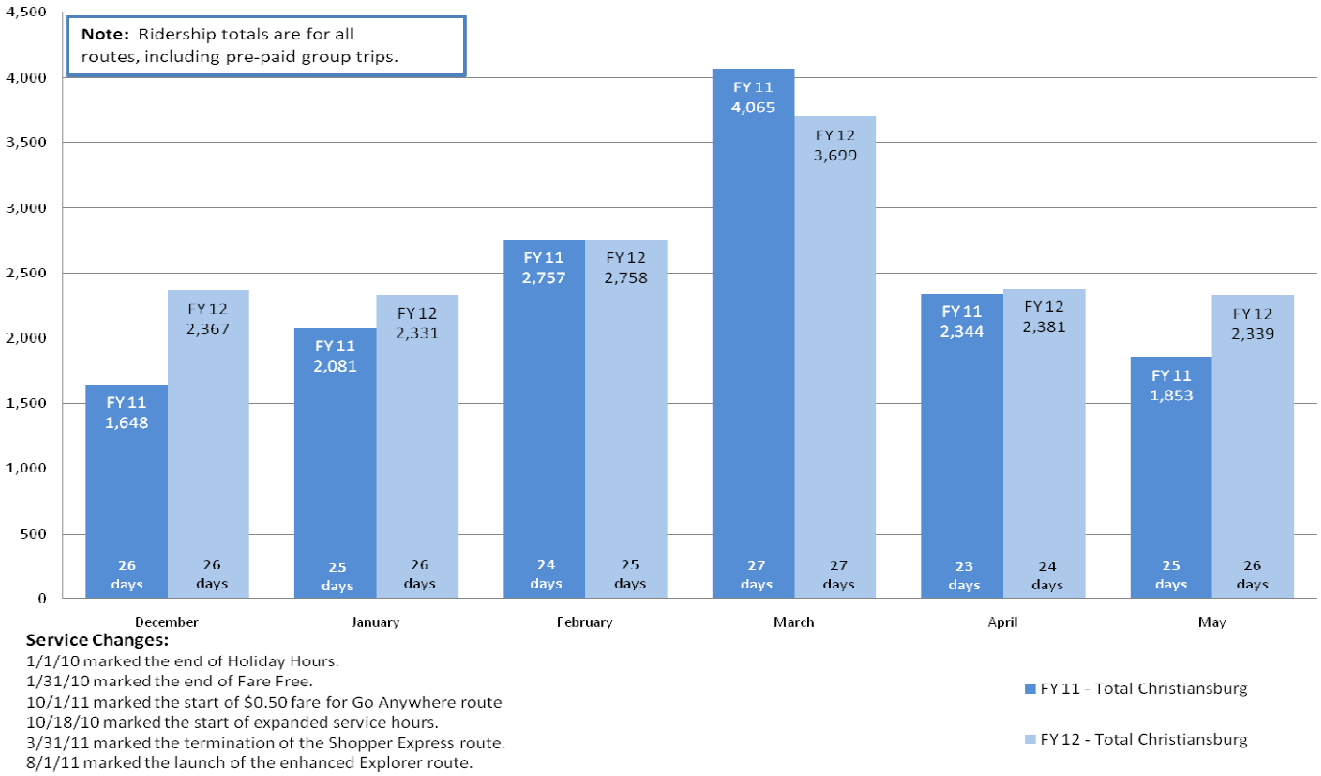
July 2012 CHRISTIANSBURG MONTHLY REPORT
May 2012 Data

Ridership Review

A total of 2,339 trips were provided on the Christiansburg bus routes in May 2012; an increase of 26.3 percent over May 2011. Detailed information about each route can be found below.



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

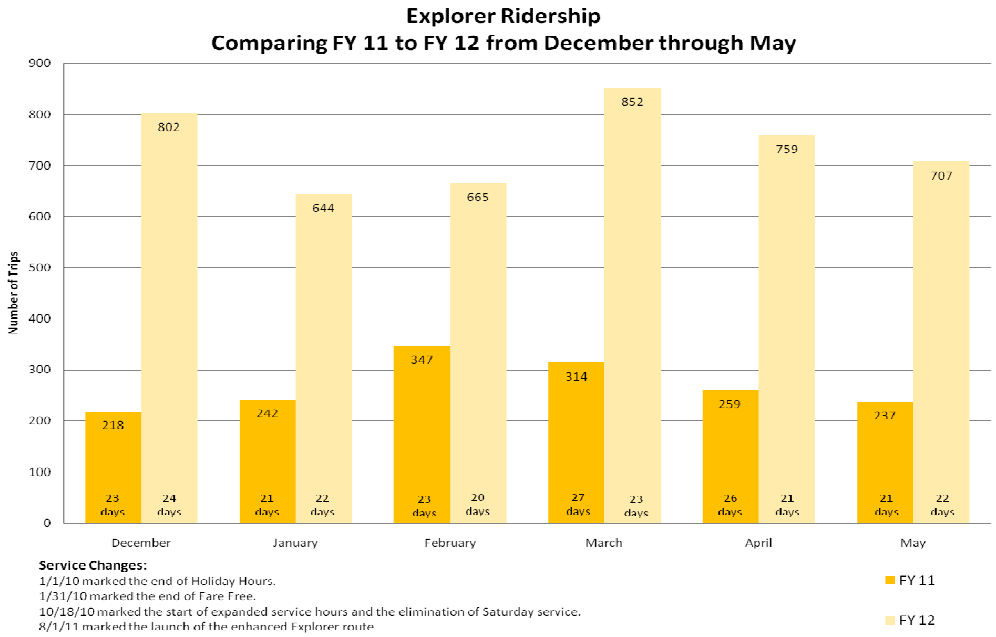
It is important to note service for the Aquatic Center is billed separately.

No additional service to the Aquatic Center was provided in May 2012.

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 707 passengers rode The **Explorer** route in May. This number continues to show a significant increase in ridership after the route enhancements were added in August 2011.

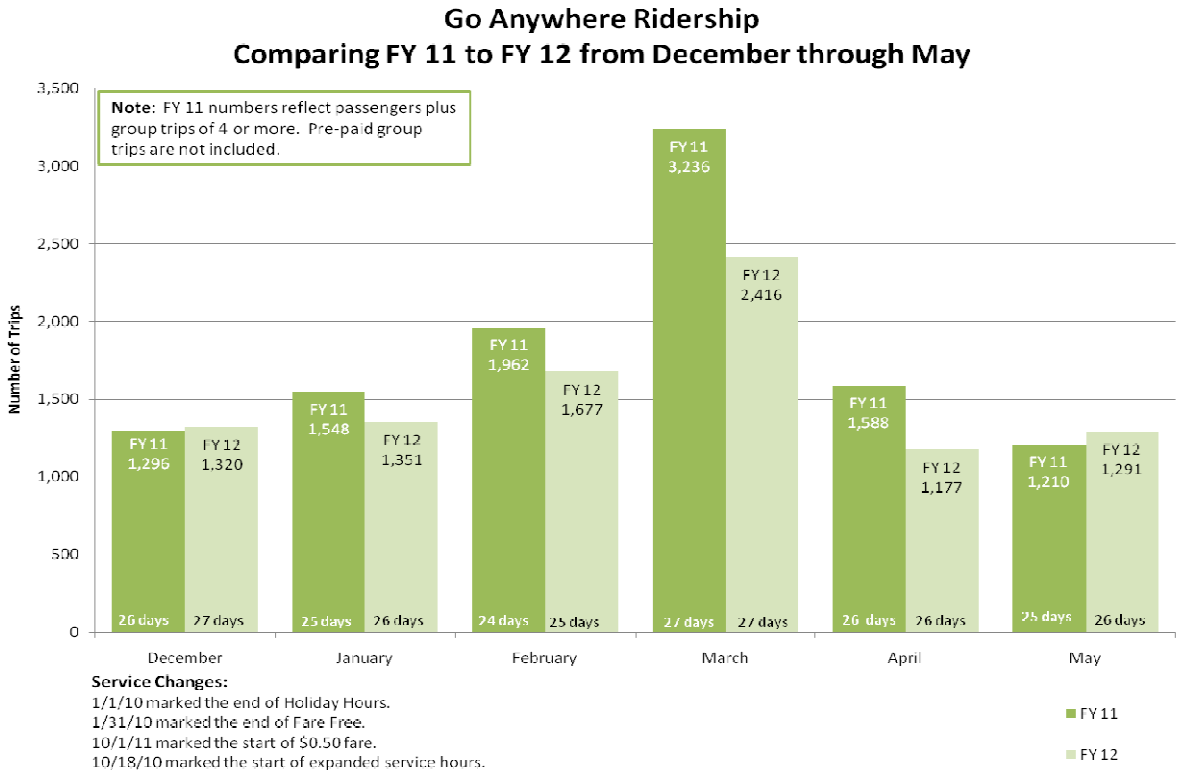


Explorer Courtesy Stops

During April, a total of 57 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 15 requests in May, 15 in April and 20 in March. Other top stops include deviations to the Roanoke St/Hungate (G & H) stop, Food Lion on Roanoke Street, and to Falling Branch Park & Ride. 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 1,291 passengers in May; 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 data recapped below on "trip purposes" is consistent for the last five months. Employment remains the number one trip purpose, 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.

May Data:

Trip Purpose	Total Number of Trips by Trip Purpose	Percentage of Total trips by Trip Purpose
Education	47	5%
Employment	489	50%
Government Services	31	3%
Medical	48	5%
Other	297	30%
Religious	0	0%
Shopping	73	7%
Total Trips	**985**	**100%**

"The service is wonderful. I wish M-Thurs service was longer. Everyone is amazing."

K. Berry, **Go Anywhere & Explorer** passenger

TOP 10 ORIGINS 1 May - 31 May 2012		
1	**2400 North Franklin Street** Wal-Mart	**36**
2	**Red Oak Drive** Residential area opposite Corning	**35**
3	**736 New River Rd** NRCC entrance at NRV Mall	**33**
4	**112 W 1st Street** (Pick up for Residential area by Cooks Cleaners)	**30**
5	**1000 Laurel Street** Kmart	**22**
	150 East Residential area opposite Government Center	**22**
6	**1100 Long Street** Residential area near Depot/Lester	**21**
	Haymaker Street Residential area near Roanoke & Park	**21**
7	**400 Technology Drive** Dish Network	**20**
	595 Republic Rd The Bluffs	**20**
8	**Brown Street** Residential area near Cambria	**19**
	1075 West Main Street Clear Creek Water Works	**19**
	8 First St SW	**19**
	Giles Drive Residential area near Falling Branch	**19**
	Independence Blvd Residential area near High School	**19**
	Nugget Ridge Residential area on Radford Street/Route 11	**19**
9	**1290 Roanoke Street** Pick up for residential area near G & H	**17**
	Reading Rd - Residence (Residential area behind Mont. Cty Govt Ctr)	**17**
10	**2000 North Franklin Street** Sheetz	**16**
	780 King Residential area in Cambria	**16**
	1600 Simpson Linden Green Apartments	**16**
	4120 Roanoke Street Deli Mart near Exit 118	**16**
	1931 Ridinger Residential area behind Target/Sheetz	**16**

TOP 10 DESTINATIONS 1 May - 31 May 2012		
1	**400 Technology Drive** Dish Network	**74**
2	**736 New River Rd** NRCC entrance at NRV Mall	**64**
3	**2400 North Franklin Street** Wal-Mart	**56**
4	**375 Arbor Drive** NRV Superbowl	**23**
5	**100 Independence Blvd** Christiansburg High School	**22**
6	**595 Republic Rd** The Bluffs	**21**
	60 Spradlin Farm Pro Nails	**21**
7	**1130 Cambria Northeast** Amelia's Restaurant	**20**
8	**Nugget Ridge** Residential area on Radford Street/Route 11	**19**
	Independence Blvd Residential area near High School	**19**
	1075 West Main Street	**19**
9	**1 E Main Street** Montgomery County Courthouse	**18**
10	**1080 Radford Road** Country Kitchen	**17**

Unscheduled Trips

May data: 52 unscheduled same day trips. The trip purpose continues to mimic that of the trips that take place with "Employment" being the number one trip purpose.

What is an Unscheduled 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).

"Always on time, always very good service by drivers that care."

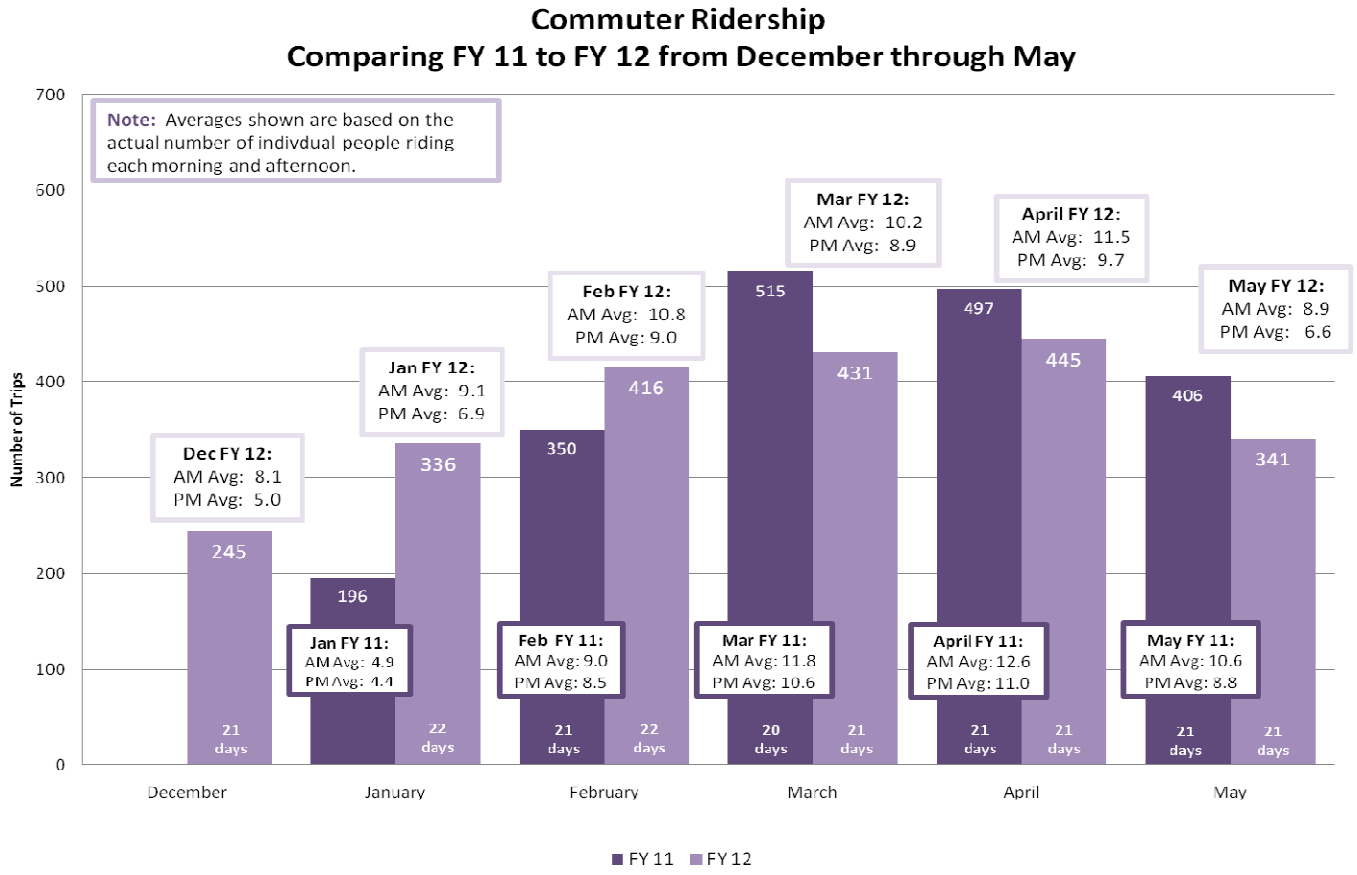
Mike Macomber, **Go Anywhere** passenger

New Customers

50 more customers signed up to use the **Go Anywhere** service in May, bringing the total passengers signed up (since November 2009) to 1,321.

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
May, 2012	50
Total	**1321**
Average/Month	**43.74**

BT Commuter Service

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