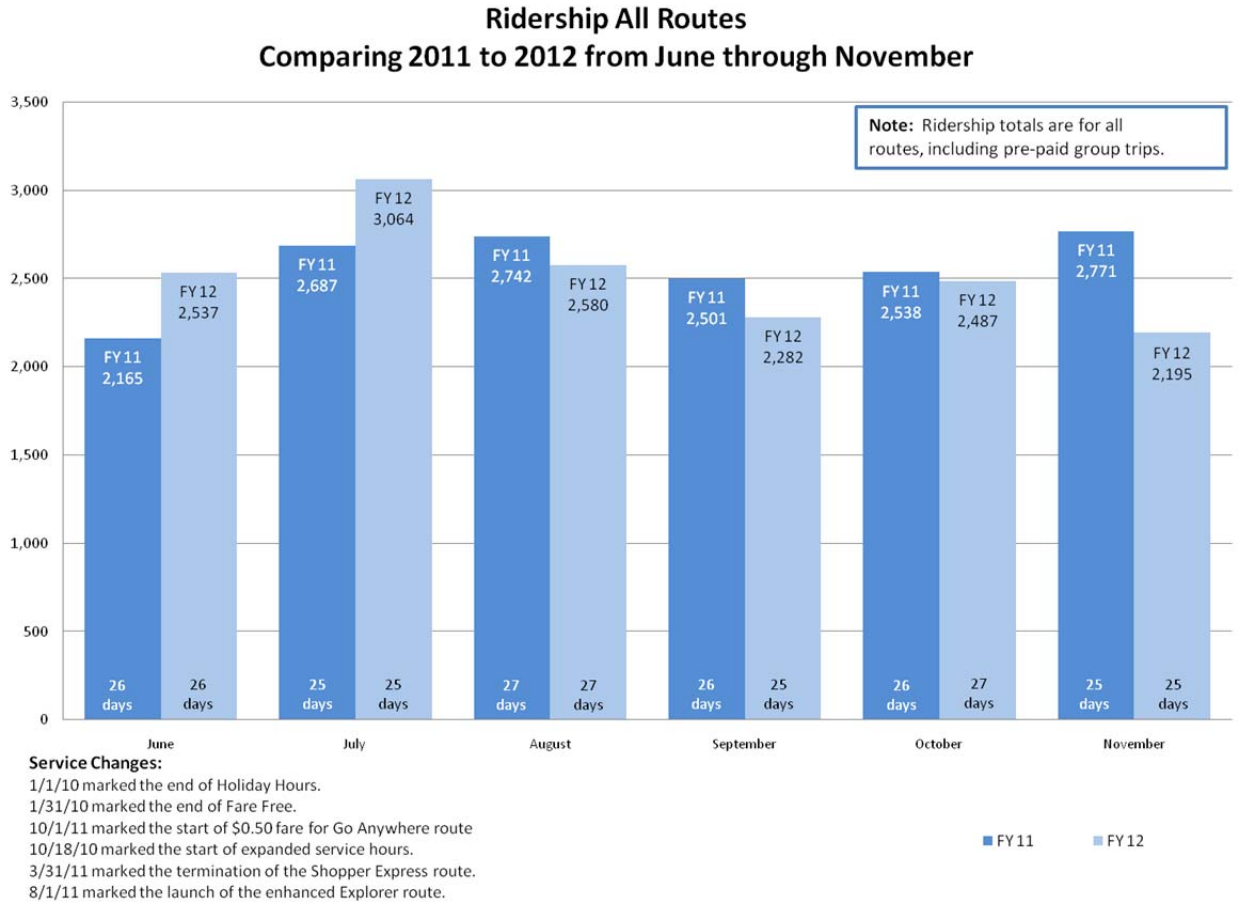
January 2013 CHRISTIANSBURG MONTHLY REPORT
November 2012 Data

Ridership Review

A total of 2,195 trips were provided on the Christiansburg bus routes in November 2012. 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:

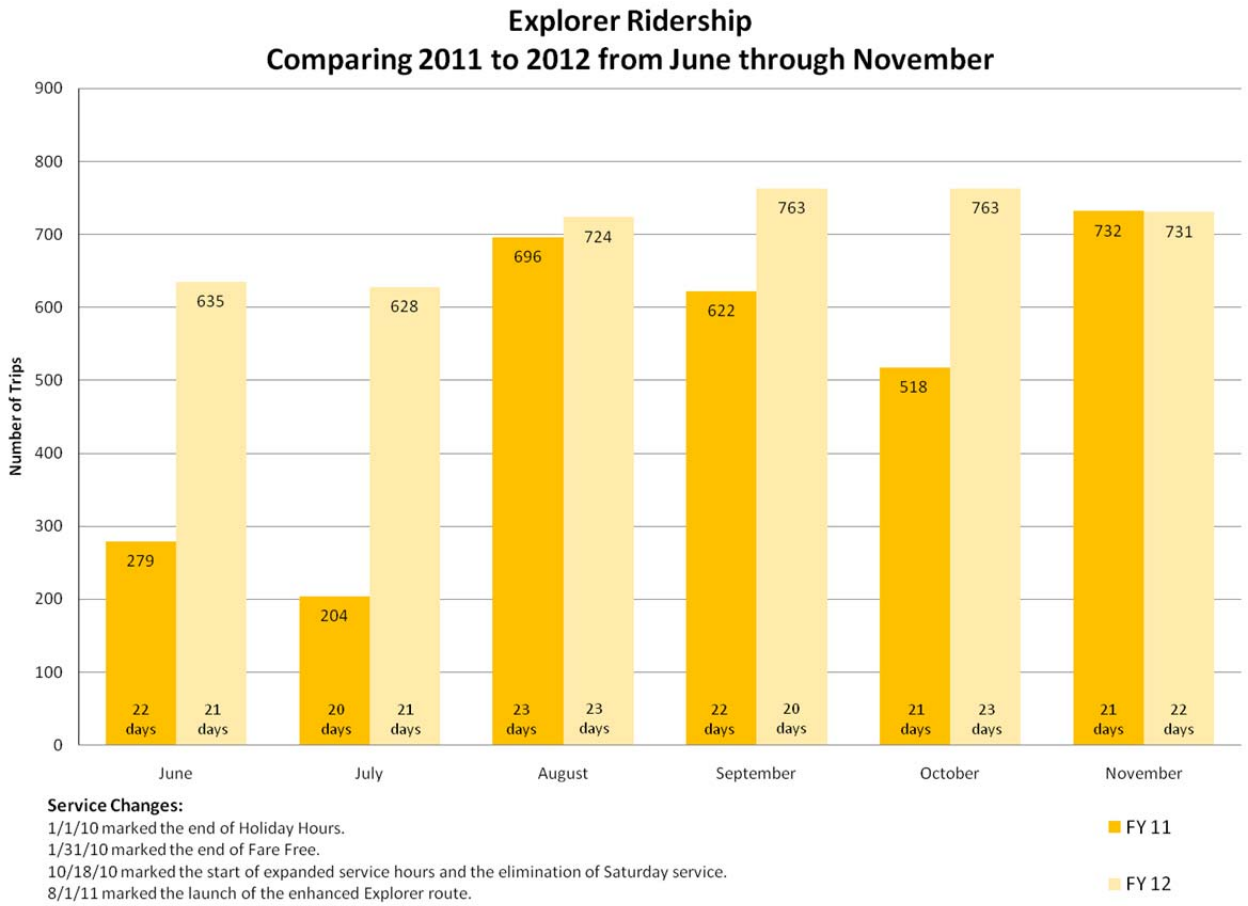
Total Go Anywhere Riders = Go Anywhere + Aquatic Center

It is important to note service for the Aquatic Center is billed separately. Service was provided on Saturday, November 10; ridership was low during the first shift, so remaining shifts were cancelled.

Aquatic Center Ridership			
	FY 11	FY 12	FY 13
July	515	579	589
August	127		
September			
October			
November	161	504	1
December	54	23	
January			
February	318	319	
March	1587	0	
April			
May	1		
June	21		

Explorer

A total of 731 passengers rode The **Explorer** route in November. This route continues to show significant increases in ridership since the route enhancements of August 2011.



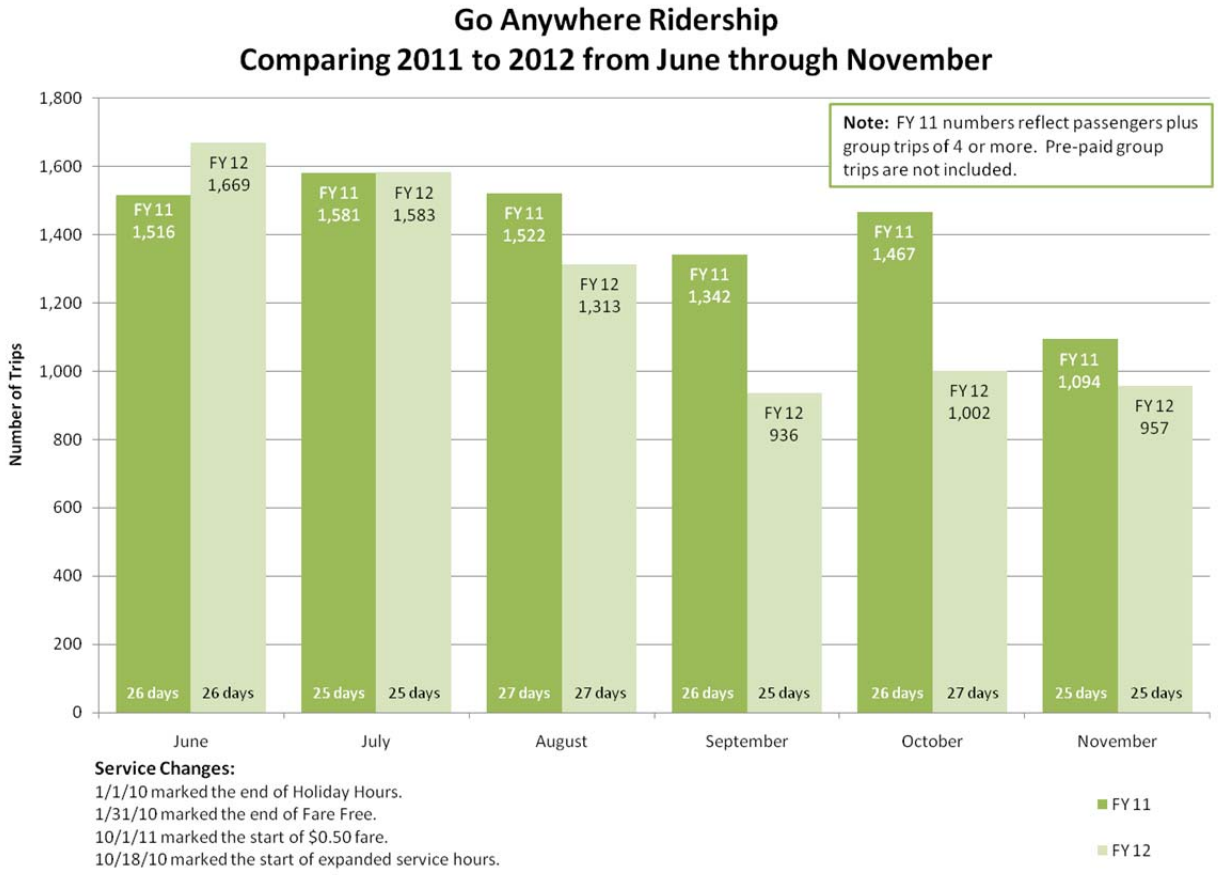
Explorer Courtesy Stops

During November, a total of 43 courtesy stops, or stops at locations off-route took place. The number of courtesy stops and the locations remain very similar each month. The courtesy stop locations that show up month after month are part of a regular routine, e.g. getting to work or stopping at a grocery store.

BT staff will continue to monitor the courtesy stop locations, and the number of requests, to identify future route changes to the **Explorer** route.

Go Anywhere

The **Go Anywhere** route carried a total of 957 passengers in November.



"Have more buses from Christiansburg to Blacksburg because I go to school every day.

Bus Passenger

Top 10 Origins & Destinations

The breakdown between trip purposes is consistent between months. Employment continues to remain 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.

November Data:

Trip Purpose	Total Number of Trips by Trip Purpose	Percentage of Total trips by Trip Purpose
Education	60	6%
Employment	469	49%
Government Services	19	2%
Medical	15	2%
Other	334	35%
Shopping	60	6%
Total Trips	**957**	**100%**

TOP 10 ORIGINS
November 1 - 30, 2012

1	**736 New River Rd** NRCC entrance at NRV Mall	**46**
2	**2400 North Franklin Street** Wal-Mart	**40**
3	**Reading Rd - Residence** (Residential area behind Mont. Cty Govt Ctr)	**38**
4	**400 Technology Drive** Dish Network	**27**
5	**Nugget Ridge** Residential area on Radford Street/Route 11	**26**
6	**Harless Street** Residential area between East Main & Depot	**25**
7	**1000 Laurel Street** Kmart	**23**
8	**125 Sheltman Street** Christiansburg Library	**21**
9	**College Street** Residential area on College Street	**21**
10	**Haymaker Street** Residential area near Roanoke & Park	**20**

TOP 10 DESTINATIONS
November 1 - 30, 2012

1	**736 New River Rd** NRCC entrance at NRV Mall	**67**
2	**400 Technology Drive** Dish Network	**60**
3	**2400 North Franklin Street** Wal-Mart	**44**
4	**Nugget Ridge** Residential area on Radford Street/Route 11	**24**
5	**College Street** Residential area on College Street	**23**
6	**595 Republic Rd** The Bluffs	**20**
7	**2330 Roanoke Street** Wendy's	**20**
8	**2680 Market Street** Burger King	**20**
9	**1130 Cambria Northeast** Amelia's Restaurant	**20**
10	**Harless Street** Residential area between East Main & Depot	**20**

Unscheduled Same Day Trips

In November there were a total of 82 unscheduled same day trips. This is a much higher number than normal; the majority of days only had one or two unscheduled trips, however there were nine days that accrued five or more unscheduled trips each day. Some of the days with a high number of unscheduled trips fell around Thanksgiving and some riders left work early. The majority of unscheduled trips continue to be for employment purposes.

Unique New Passengers - Go Anywhere Route

Month	Number of New Passengers Added
Nov '09 - Nov '11 (24.2 months)	1168
December, 2011	14
January, 2012	26
February, 2012	15
March, 2012	18
April, 2012	30
May, 2012	50
June, 2012	29
July, 2012	37
August, 2012	37
September, 2012	32
October, 2012	22
November, 2012	21
Total	**1499**
Average/Month	**41.41**

What is an Unscheduled Same Day Trip?

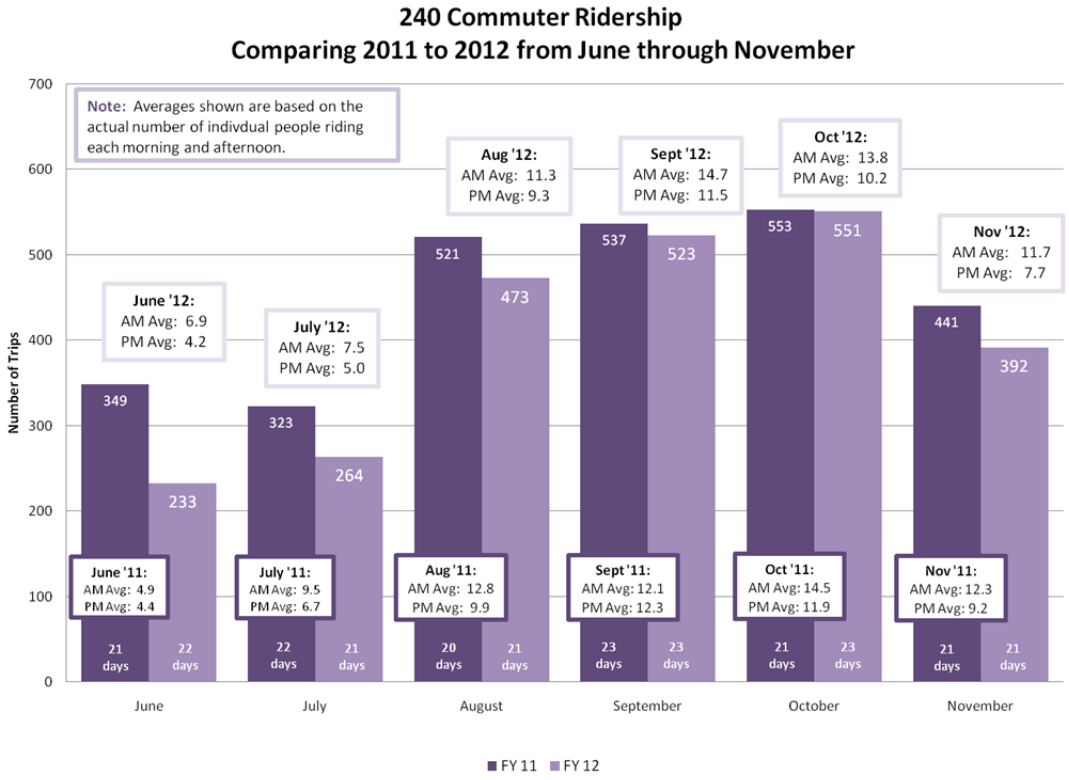
Unscheduled same day trips are when a customer calls to schedule a trip, for that day but the request cannot be accommodated, e.g. that time is already booked.

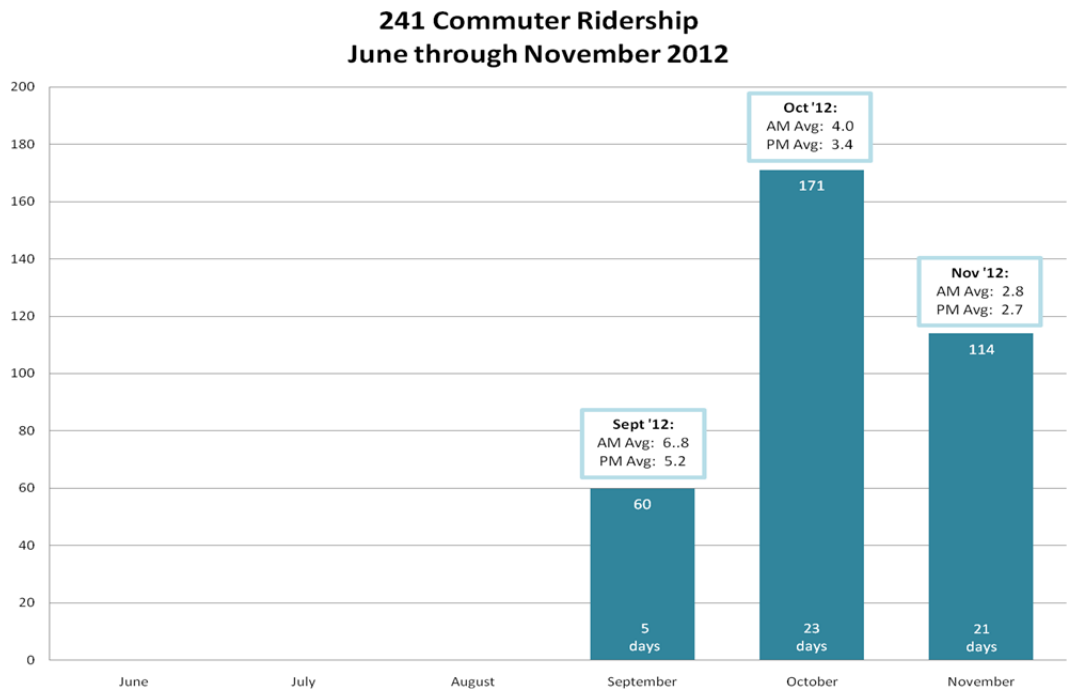
New Customers

21 more customers signed up to use the **Go Anywhere** service in November, bringing the total passengers signed up (since November 2009) to 1,499.

BT Commuter Service

Ridership on the 240 Commuter route continues to be strong and consistent. The 241 Commuter route, which began service in September 2012, has a good core ridership but still has room to grow. BT Marketing will continue to promote the two routes and increase ridership.





"This is such a wonderful service; I now enjoy a stress free commute to work and home again."

Kim C, **Commuter** passenger