

To: Marketing and Planning Committee

Date: October 27, 2010

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:

SUBJECT: Route 4 Holiday Service

SUMMARY OF ISSUES:

For the past several years extended hours of service have been offered on the Route 4 Free Ride Shuttle during the holiday season. The cost for providing the extended service is assumed by the Broadway Plaza Merchants Association.

- **From November 26-December 11 the last bus leaving Broadway plaza is at 10:00 PM.**
- **From December 12-December 23 the last bus leaving Broadway Plaza is at 11:00 PM**
- **From December 26-December 31 the last bus leaving Broadway Plaza is at 10:00 PM.**
- **There will be no extended service on December 24th and no service on December 25th.**

Take one cards will be produced and available for drivers of the Rt. 4, and sales outlets and the merchants association. Cards will also be inserted into the timetables distributed throughout the service area.

Public notices will be placed on all buses, a new release will be issued to the full list (includes media, PIO's, Chambers, etc.), and posts on websites and social media throughout the season.

FINANCIAL IMPLICATIONS: None

RECOMMENDATION: Review