



NEWS

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**CONTACT: BILL HEARD/JIM SMART
MTA NEWS BUREAU
(213) 244-7047, 244-6347
FOR IMMEDIATE RELEASE**

MTA BOARD APPROVES EXTENSION OF HOLLYWOOD TROLLEY TO PERMIT STUDY

The MTA Board voted today (Wednesday, Jan. 25) to extend the Hollywood Trolley Shuttle for a maximum of three one-month periods in order to conduct a comparative study of the service.

The shuttle, launched Nov. 15, 1994, provides passenger service every 15 minutes along Hollywood Boulevard between Harvard Boulevard and La Brea Avenue. Service is from 11 a.m. until 11 p.m., seven days a week for a 25-cent fare. Trolleys are identified by a distinctive wraparound decal.

Los Angeles City Councilmember Jackie Goldberg requested the study which will compare the ridership on the Hollywood Trolley with similar shuttles. Such a comparison will assist the MTA staff in determining whether the shuttle service should be expanded into a one-year program.

"The Hollywood Trolley is one of a number of efforts the MTA is making to mitigate the impact of Metro Rail construction in Hollywood," said Franklin E. White, MTA chief executive officer. "The study requested by Councilmember Goldberg will help us evaluate the effectiveness of such programs."

The Board's vote authorizes a not-to-exceed expenditure of \$150,000 to ATE/Ryder of Cypress, Calif., to provide the shuttle service. The award extends the service for a maximum of three months. Four firms, including ATE/Ryder, have submitted proposals to provide service if the shuttle is expanded to a one-year program.

Funds for the shuttle service come from the MTA's Hollywood Construction Impact Program (HCIP). Fare collections are used to reimburse the HCIP fund.

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