



# ericGARCETTI

## LOS ANGELES CITY COUNCIL

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## **HOLLY TROLLEY LAUNCHES: CLUB-GOERS' PARKING & HOPPING WILL NEVER BE THE SAME! NIGHTLIFE MEETS SMART GROWTH FOR PUBLIC SERVICE SOLUTION**

Councilmember Eric Garcetti joined nightlife impresarios like David Judaken of Mood and Garden of Eden and Hollywood development professionals such as Elizabeth Peterson to promote the upcoming launch of the new Holly Trolley service, a nighttime bus that will commence operations on Thursday, January 12<sup>th</sup>. The Holly Trolley will shuttle weekend visitors around the Hollywood Nightlife District on a route that includes public parking lots, MTA stations, and Hollywood nightclubs.

“As Hollywood grows and becomes more successful, we learn more about the challenges of planning smartly for a dense and vibrant city,” said Councilmember Eric Garcetti, whose office led the development of the Holly Trolley. “The Holly Trolley breaks the traffic snarls of a burgeoning, hip scene while encouraging public transportation. It allows smart-growth development to continue and quality-of-life to increase.”

“The Holly Trolley is a first for Hollywood,” said Elizabeth Peterson, CEO of the Elizabeth Peterson Group, founder of Sweet Freedom, and vice-president of the Hollywood Chamber of Commerce. “Together, the private sector and the public sector are developing a full nighttime transit plan. Competing club owners encourage venue-hopping to see more satisfying customer experiences for all. The trolley is just the first step: we’re creating a 24-hour community, and Hollywood’s commercial and residential stakeholders will feel the benefits alike.”

The service begins at 8:00 pm and ends at 4:00 am. From the corner of Hollywood Boulevard and Highland Avenue, the route goes eastward on Hollywood, south on Cahuenga Boulevard, east on Sunset Boulevard, north on Vine Street, west on Yucca Avenue, south on Ivar Avenue, west on Selma Avenue, and north on Highland. The route includes two MTA Red Line stops (Hollywood & Highland, Hollywood & Vine) and city parking lots at the ArcLight Hollywood Cinemas, Hollywood and Highland, and Cherokee and Wilcox. The entire route takes twelve minutes. \$1 buys a pass for the whole night; participating nightclubs and tourist venues are promoting the service with free admission tokens; and \$6 validations are available for the Hollywood and Highland and Cinerama Dome garages. “Ambience directors” will be posted on each of the three trolleys, which seat 30 or hold 50 with standing.

With \$300,000 in discretionary Hollywood redevelopment funds, the City of Los Angeles has supplied three trolleys and will defray additional operating costs with ridership revenues. The Hollywood Chamber of Commerce’s Nightlife Task Force has taken responsibility for promotion and marketing of the Trolleys, and individual partners have put considerable sums into customizing the vehicles with sound systems, cushions and other details to provide an exciting nightlife experience.

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