

# DAILY NEWS

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## By Golly, Our Trolley is the Best!

**Study ranks boro's ride as 'most successful'**

by Dorian Block

### Ding Ding!

The Bronx is the official winner of the city's trolley car wars.

The trolley run by the Bronx Council on the Arts was named the "most successful" of the city's major cultural trolleys in a report published last week by the Center for an Urban Future.

"Experts interviewed for this report say it's not a coincidence that the huge amount of time and money the organizers have put into planning and promoting it has led to the most successful trolley venture of the city," wrote report author Tara Colton.

"The Bronx is Booming" is the title of the Bronx section of the report, a victory compared with "Missed Connections" and "Service Interruptions" for the Brooklyn and Queens sections.

The report said the Heart of Brooklyn trolley and the now-defunct Queens Culture trolley have not met their potential because they run on most days but with service as infrequent as once every 90 minutes.

As a result, tourists are left stranded and few people hop on to visit the museums, parks and zoos the trolleys are promoting.

The report said the Bronx Culture Trolley and Flushing Town Hall's Queens Jazz Trail Trolley solved that problem by running only once a month on highly organized trips.

"We are not interested in transporting people; the MTA does that," said Bill Aguado, director of the Bronx Council on the Arts. "What we're interested in is bringing people to these events, to celebrate the South Bronx and use the trolley as a lure, so to speak."

The council has spent about \$150,000 a year since December 2002 to promote and carry out each year's set of trolley nights, which run from 5:30 p.m. to 9:30 p.m. on the first Wednesday of every month, except in September and January. Last year, the trolley had 821 riders in 10 trips.



The Bronx Trolley, rated the best in town, sits at the ready.

*Photo by Marisol Diaz*

The trolley meanders through the South Bronx's Grand Concourse cultural corridor, passing by the Bronx Museum of the Arts, the Artisans Boutique at Hostos Community College, Pregones Theater and art galleries and restaurants.

"For many years, culture in the South Bronx was considered to be an oxymoron," Aguado said. "To see the vitality that exists now and be able to visit it on the trolley opens it up."

The Bronx Tourism Council uses the same trolley to shuttle tourists between the Bronx Zoo, the New York Botanical Garden and Arthur Ave. on the weekends from April to October.

Also reviewed in the report was the free City Island Seaside Trolley, which runs Friday nights. Attendance was described as "erratic" but its future is considered "optimistic."

### TAKE A RIDE

The next Bronx Culture Trolley tours are Oct. 3, Nov. 7 and Dec. 5. For more information, visit [www.bronxarts.org](http://www.bronxarts.org).