

**Councilmembers Clarkson, Midura and Hedge-Morrell
Help Launch "Lil' Easy" Public Transportation
Service in Lakeview and Gentilly**

News Release

June 16, 2009

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Councilmembers Midura & Clarkson at the "Lil' Easy" Ribbon-Cutting Ceremony

New Orleans, LA - June 16, 2009 - Councilmember-at-Large Jacquelyn Brechtel Clarkson, District "A" Councilmember Shelley Midura and District "D" Councilmember Cynthia Hedge-Morrell helped launch this morning the "Lil' Easy" public transit service - a small bus service that will operate in the Lakeview and Gentilly communities.

The "Lil' Easy" transit service, managed by Veolia Transportation and the RTA, is designed to meet the needs of communities with lower population density or light transit ridership. "Lil' Easy" service already operates in the Lower Ninth Ward.

"I am grateful to Veolia and to the RTA for investing in Gentilly, where our residents are working tirelessly to rebuild their lives and recover their community," said Councilmember Hedge-Morrell.

Passengers can call the "Lil' Easy" bus an hour in advance to schedule a pick up at a stop two to four blocks from their homes. The service operates across a

network of 24 flexible stops in each neighborhood and three main bus stops, which are also transfer points for larger RTA busses.



*Councilmembers Clarkson & Hedge-Morrell
on the "Lil' Easy" Transit Bus*

"This is another example of an innovation in New Orleans," said Councilmember Midura. "And I challenge Veolia and RTA to bring us more innovation and greater opportunities for public transportation."

Councilmember-at-Large Clarkson said, "Veolia and RTA are helping the most devastated areas of the city recover. They are leading us in approaching public transportation in an innovative, forward-thinking way. For this, our city is truly grateful."

For more information on the "Lil' Easy" call (504) 827-7433 or visit www.norta.com.