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Metro will help promote late night subway service as part of its current "Problem/Solution" advertising campaign.

Businesses Contribute More Than \$54,000 To Sponsor Late-Night Weekend Service on Red Line During Holiday Season

(Oct. 29, 2008) A group of prominent Los Angeles-area businesses have anteed up \$54,250 to extend late-night weekend subway service on the Metro Red Line from North Hollywood to Union Station this holiday season.

Beginning Friday night (Saturday morning), Nov. 21, and continuing each Friday and Saturday night until Dec. 27, Red Line service will run approximately every 20 minutes until 3 a.m.

"Convenient, regular nighttime service is a key component in making Los Angeles a transit-oriented city," said Metro Board Chair Antonio Villaraigosa. "Extending Red Line hours will help improve business conditions, increase employment opportunities and will complement existing night owl services."

Extending the hours of Red Line service for the holiday pilot project will cost \$4,500 a night and is being paid for by numerous entertainment venues and businesses large and small. All funds for the six-weekend pilot program were received by Metro by the Friday, Oct. 17 deadline set at the Metro Board of Directors meeting in September.

Metro will operate two-car trains with 20-minute service Friday and Saturday nights on the Metro Red Line only. Operating hours for other Metro lines, including the Metro Purple Line, will not change.

"The advantage of Friday and Saturday night is that they lead into Saturday and Sunday service levels, when we carry fewer people, which allows some adjustments to the operators' schedules," said Bruce Shelburne, rail division transportation manager.

In addition to front-line personnel, supervisory, Transit Services Bureau and Metro Security staff will be mobilized to support the program, according to Shelburne.

Although Shelburne said he cannot estimate what ridership will be during the holiday pilot program, he notes that ridership for Metro's New Year's Eve overnight rail service on the Metro Gold Line has grown steadily over the past five years.

"I want to thank Metro and all the businesses who stepped up to the plate to make this program happen," said Councilmember José Huizar, who first brought the idea to the city council. "Holiday festivities don't end at midnight and neither should service between our city's main entertainment and holiday employment destinations—Downtown, Hollywood and Universal City."

Sponsors of the late-night weekend service include: Staples Center; LA Live; Bringing Back Broadway; 213 Ventures-Broadway Bar, Casey's Irish Bar & Grill, Cole's Original French Dip, Golden Gopher & Seven Grand and The Orpheum Theatre.

Other sponsors are The Los Angeles Theatre; Club Nokia; NBC Universal; Historic Downtown Business Improvement District; Millennium Partners/Argent Ventures; Redwood Bar & Grill; La Cita; Selma Hotel; Deluxe Restaurant-Adolfo Suaya; Newport Capital Advisors; Fox Theater and The Ivar-6506 Hollywood Associates; L.T. Properties-Dr. Alan Konce and Vytas Juskys; District 13; and the Pantages Theatre.

"By extending Metro hours from the Valley to Downtown during the holiday season, thousands of visitors to LA will have the opportunity to enjoy the city from opening to closing," added Mark Liberman, president and CEO of LA INC, the Los Angeles Convention and Visitors Bureau.

--Dave Sotero contributed to this report