

MTA Changing 'Crosstown Bus' Route to Satisfy Concerns of Beverly Hills Neighbors

(Feb. 18) Less than a month into its operation of the new Line 305 Crosstown Bus, the MTA is making changes in the route to respond to the concerns of a Beverly Hills neighborhood. The line was developed to serve major employment, medical and educational centers between South Central LA and the Westside.

Beginning Feb. 27, the turnaround loop at Beverly Drive and Sunset Boulevard will be abandoned and buses will continue on Sunset another 2.5 miles to the UCLA Bus Terminal at Hilgard and Westholme avenues. Extending the line will require the MTA to schedule another bus and will add 12 to 13 minutes to the bus run.

May bring in more passengers

"It will be costly to extend the line," says Frank Schroder, director of Scheduling, "but we're hopeful it will bring in more passengers. Now, they'll be able to ride all the way from South Central to UCLA without changing buses."

The MTA is making the change following a meeting with Beverly Hills Department of Transportation officials and residents along the turnaround loop. Residents had complained about the frequency of buses and the noise as they passed through the neighborhood. Line 305 operates between about 5 a.m. and 10 p.m. with 20-minute headways at peak hours.

The Beverly Drive-Sunset turnaround had been used by SCRTD buses for many years, says Schroder. "It was still on our route sheets and the layover sign was still there, although we had stopped using it about 15 years ago. The neighbors had gotten used to not having buses on their street."

20-minute headways

During weekday peak hours, 10 buses currently are assigned to the 22-mile long route to provide service every 20 minutes. Off-peak weekday and weekend buses run every 30 minutes.

In its diagonal course across the city, Line 305 serves Martin Luther King, Jr. Shopping Center, Baldwin Hills Crenshaw Plaza and the Beverly Center. It also runs near Cedars Sinai Medical Center. The line is operated out of divisions 7 and 18 as an element of a pilot program the MTA agreed to implement as part of the Consent Decree.

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