



# City of Hermosa Beach

## Information Item

**DATE:** November 27, 2019  
**TO:** Honorable Mayor and Members of the City Council  
**FROM:** Acting Chief of Police, Milton McKinnon  
**SUBJECT:** Strand Safety Initiatives & Enforcement Update

### Introduction

In August 2018, the city adopted a temporary ordinance to ban the deployment of mobile on-demand bikes and scooters. The ordinance was set to expire after one year in August 2019. In August 2019 the City Council approved a six-month extension of the ordinance to further explore the regulation and enforcement of mobile on-demand bikes and scooters, personally owned electric bikes and scooters and other similar nuisance devices. During the August 2019 meeting, the City Council requested staff to report back with updates each quarter on staff efforts to address safety and enforcement along the Strand and nearby areas. Discussed below are the enforcement efforts of the Police Department since August 2019.

### Discussion

During the City Council meeting on August 27, 2019, multiple public safety concerns were raised during public comment and discussion by the Councilmembers. The safety concerns included electric bikes and scooters on The Strand, speeding cyclists on The Strand, speeding cyclist on city roadways, and other traffic violations by cyclist and operators of electric devices. Since August 2019, the Police Department scheduled monthly enforcement details to address those concerns.

On September 29, 2019, the Police Department deployed a Traffic Sergeant, two Traffic Officers, two Police Officers and two Community Service Officers to conduct high visibility education and enforcement on The Strand with a focus on the walk zone, unsafe operations of bikes or scooters, use of electric vehicles and speeding. Leading up to this deployment, an electric message board was placed at the Pier head advising residents that electric bikes and scooters are prohibited on The Strand. Officers issued one (1) infraction citation for operating a motorized vehicle on The Strand, One (1) infraction citation and eight (8) warning citations for operation of a bike/scooter in the designated walk zone.

On October 27, 2019, the Police Department scheduled a Traffic Sergeant and three Traffic Officers to conduct high visibility enforcement of The Strand and surrounding area



# City of Hermosa Beach

## Information Item

with a focus on the unsafe operation of bikes and scooters. Due to the operational needs, the Police Department was only able to deploy one Traffic Officer and one Patrol Officer for this detail. Due to the Sketchers Pier to Pier walk event, Officers shifted their focus to the surrounding area. Officers issued ten (10) infraction citations and two (2) warning citations for cyclist stop sign violations, three (3) infraction citations for red light violations by cyclists, and one (1) warning citations for a cyclist riding in the opposite direction as traffic. All cyclists were referred to the Bicycle Diversion Program which is offered by the Court.

On November 24, 2019, the Police Department scheduled another enforcement detail but was only able to deploy one Traffic Officer. The Traffic Officer contacted about twelve residents on The Strand and advised them of the helmet requirements and walk zone. The Traffic Officer issued eight (8) infraction citations and three (3) warning citations for stop sign violations by cyclists. All cyclists were referred to the Bicycle Diversion Program which is offered by the Court.

Below is a summary of all citations issued related to these enforcement details:

Code Violation	September 29, 2019	October 27, 2019	November 24, 2019
<a href="#">HBMC 12.20.220</a> (Motorized and electric wheeled devices)	1 Citation		
<a href="#">HBMC 12.20.230 (f)</a> (Designated Walk Zones)	1 Citation, 8 Warnings		
<a href="#">VC 22450(a)</a> (Stop Sign)		10 Citations, 2 Warnings	8 Citations, 3 Warnings
<a href="#">VC 21453(a)</a> (Red Light)		3 Citations	

The Police Department will continue to conduct monthly enforcement details to educate and enforce concerns about the unsafe operations of bikes, scooters and other motorized devices.

### **Fiscal Impact**

For each enforcement detail, the Police Department tries to staff officers on an overtime basis. If the overtime does not get filled, the Police Department may temporarily pull resources from patrol operations to supplement. The Department approved approximately 16 overtime hours on September 29<sup>th</sup>, 14 overtime hours on October 27<sup>th</sup>



# City of Hermosa Beach

---

## Information Item

and 8 overtime hours on November 24<sup>th</sup>. All the overtime hours are within the current overtime budget.

### **Additional Outreach Efforts**

Staff continue to post reminders and information about Strand regulations on social media on a regular basis. Additionally, in October 2019, staff from the City Manager's Office and the Police Department participated in a work session with transportation consultants Fehr & Peers who were in town conducting a leadership bootcamp with twelve of their staff company-wide and offered to review the Strand conditions and offer some quick solutions for the City to consider related to safety along the Strand. The presentation from their half-day work session is provided as **Attachment 1**.





# A Plan for the Strand

Fehr & Peers  
Leadership Bootcamp  
Hermosa Beach, CA  
Oct 16, 2019

*The recommendations in this document are based on limited field observations on a single day and general knowledge of best practices in pedestrian design and safety. As this presentation is conceptual in nature, the City should conduct more detailed studies before finalizing and implementing any physical or operational changes. Conditions may exist in the focus areas that were not observed and are not compatible with recommendations in this presentation. City staff should conduct further analysis to refine or discard the recommendations in this presentation if they are contextually inappropriate or do not improve pedestrian safety or accessibility due to conditions including, but not limited to, high vehicular traffic volume or speeds, physical limitations on space or sight distance, or other unsafe conditions.*



## Concerns about:

- Speed and safety
- Enforcement
- Infrastructure constraints
- PR and messaging
- Community disagreement

Issues we heard  
from you

Before solving the issue, understand desires and dig deeper

Proposed elements of the plan:

- Create a vision
- Use the data
- Execute through short term strategies
- Refine and communicate



## A Plan for the Strand



What's included?

- Guiding principles for shared understanding of desired uses and conflicting priorities

How we do it?

- Outreach activities on the Strand
- In person and online outreach to understand desires, concerns, issues

Who's involved?



Create a Vision



Understand the data to capture the challenges and clearly communicate needs

Who are the users?

Where do they come from?

What modes do they use?

Where do the conflicts occur? How?

*Types of data*

Counts, video

Origin-Destination

Travel surveys

User demographics

Use the data



Identify top treatments - whether infrastructure, enforcement, education - by matching strategies to vision and data

Identify clear wins through outreach, which empowers action

Try pilots and monitor effects

Execute through  
short term  
strategies



# Near-Term Ideas for the Strand: Get Tactical, Fill in the Gaps

## Pilot Ideas

- Spark Community Conversations
- Evolve Fiesta Hermosa Bike Valet Program to Summer Weekends to Get More Bikes Off The Strand Ahead of the Walk Zone
- Crosswalk Dance Guy
- Officer Chauffeur

## Quick Response

- Mark Crosswalks from Side-Streets/Paths
- Install Median Refuges for Crosswalks/Chicanes for Bike Speeds
- Install Wayfinding
- Define Traffic Control/Right-of-Way
- Create a "Furnishing Zone" in the Sand with Places to Sit



# Expand Fiesta Hermosa Bike Valet Program



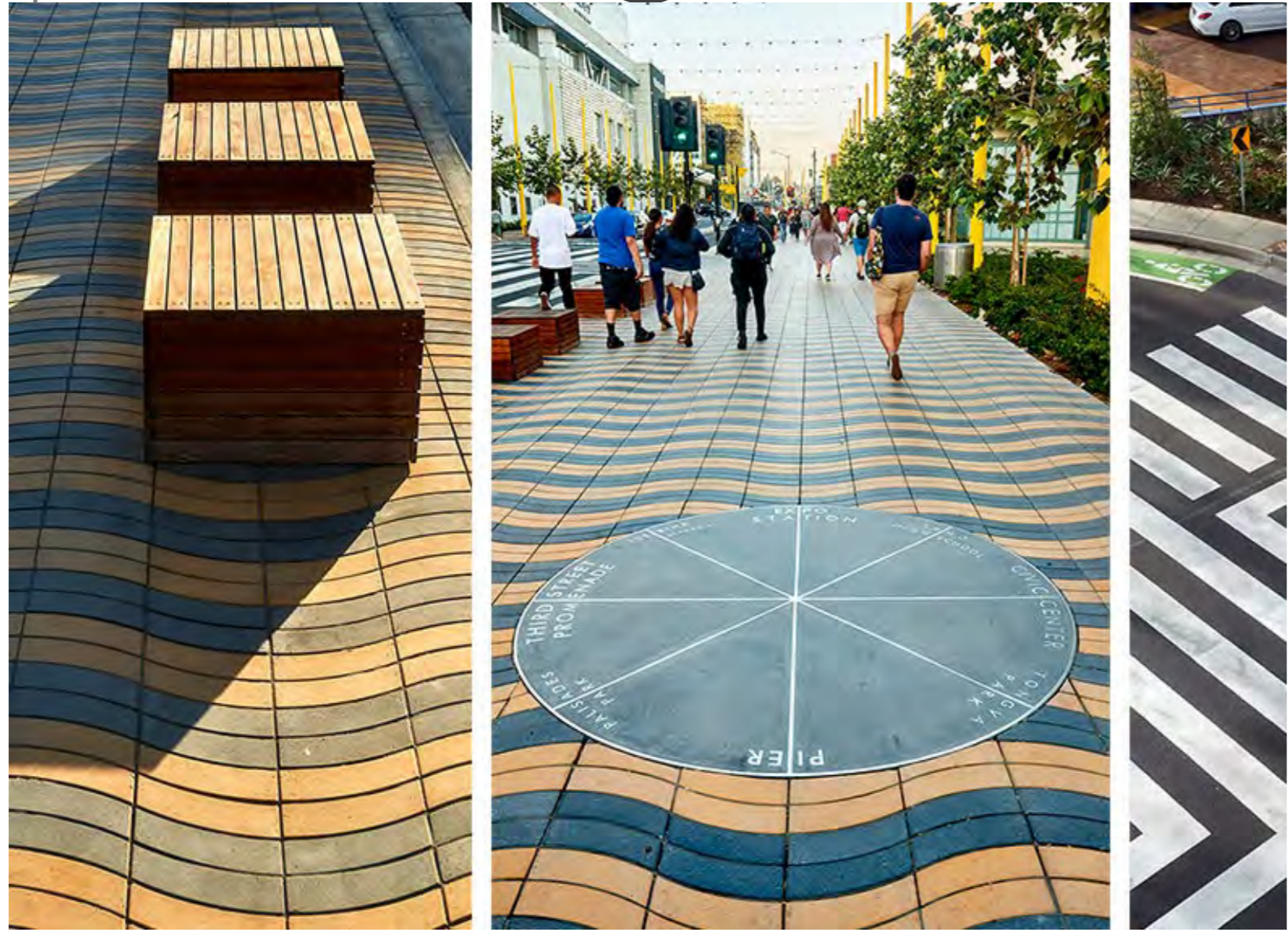


# Expand Fiesta Hermosa Bike Valet Program: Fix It Stations



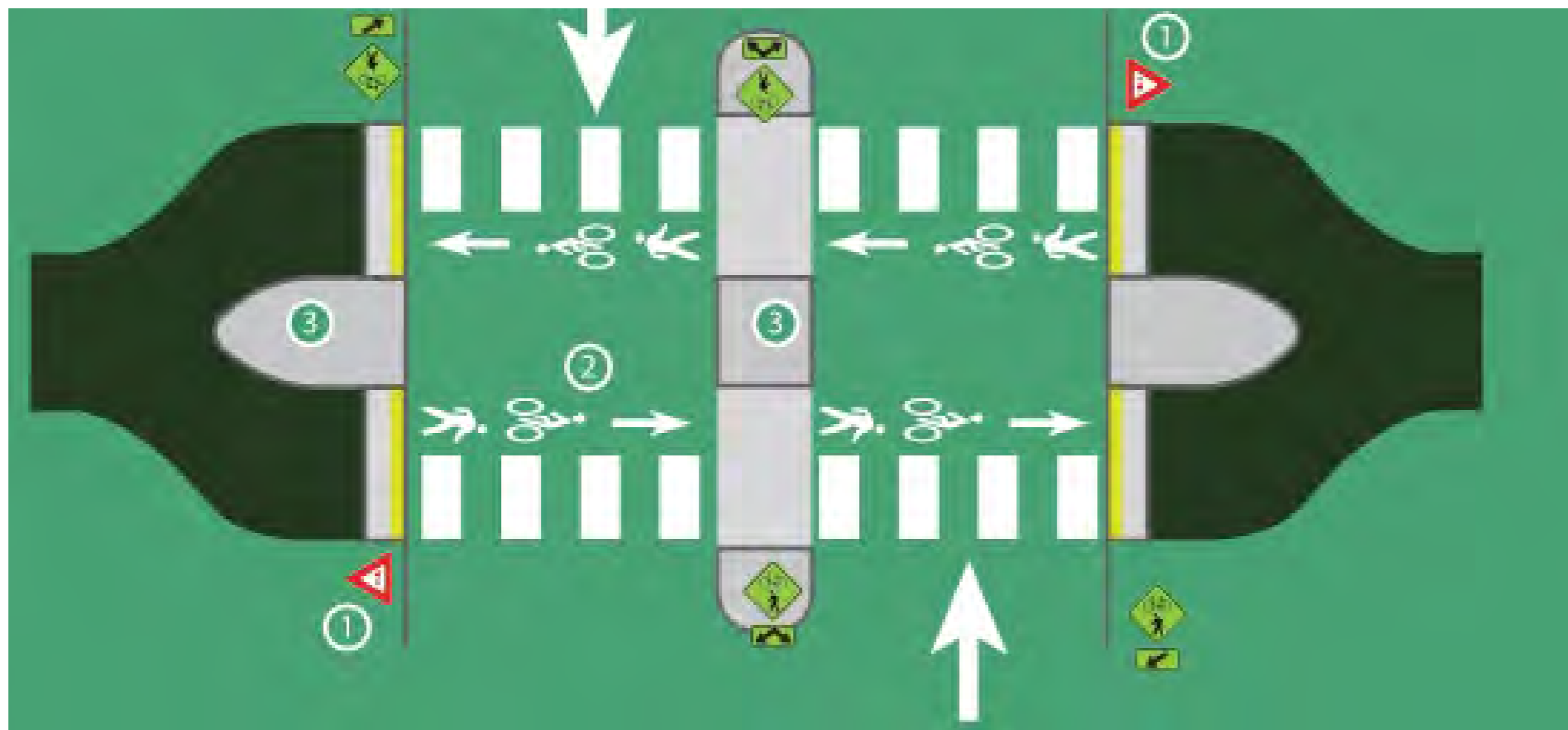


# Defining Crossings





# Create Median Refuges that Double as Chicanes



# Accentuate the City Transitions





# Organize Places to Be on the Strand





# Enforcement Ideas





Use pilots to message and communicate

Iterate and refine plans

Develop PR strategy based on original visioning and community engagement process

Refine and  
communicate the  
plan