



City of Hermosa Beach

Information Item

DATE: Tuesday, November 24, 2020
TO: Honorable Mayor and Members of the City Council
FROM: Leeanne Singleton, Environmental Analyst
SUBJECT: A Safer Prospect Traffic Safety Demonstration Project Update

Executive Summary

City staff continues to work with the community and consulting team to evaluate traffic safety concerns and develop concepts to consider as part of a temporary demonstration project for the Prospect Corridor. The following is an update to City Council and the community on the status of these efforts and the tentative schedule moving forward with the traffic safety demonstration project so that interested parties may engage and provide feedback.

Background

To date, the following activities have been conducted as part of this project:

January Project Kickoff—in January 2020, staff held a kickoff meeting with the consultant team selected for this project and with the granting agency, Southern California Association of Governments.

July Community Meeting—the City hosted a Virtual Community Meeting on July 22 to introduce the purpose of the demonstration project and hear from participating members of the community on what types of traffic safety concerns they have observed and where improvements, if any, should be considered.

July to September Online Community Survey—following the community meeting, an online survey was shared with the community to solicit their input on observations of the corridor and ideas to improve traffic safety along the corridor. Between late July and the end of September, 120 community members responded to the survey. A summary of the results is provided in **Attachment 1**.

The top 3 key concerns expressed by survey respondents included:

- Drivers run/roll through stop signs
- Speeding cars
- Safety of intersections and crossings for pedestrians

And the most desired safety improvement or goals for the project expressed by the community include:

- Test ideas that slow down cars
- Make it feel safer to cross the street while walking/biking



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Discussion

With the input from the community meeting, the results of the community survey, and analysis of the corridor—including speed, traffic volume, and traffic collision data and field observations—City staff and the consulting team have worked to develop a series of draft concepts for further discussions and consideration with the community. The draft concepts are presented in **Attachment 2** and will be the focus of an upcoming community meeting to be held virtually on December 2, at 5:30 PM (flyer provided in **Attachment 3**). The draft concepts identify six different areas or intersections for consideration along the corridor and range in demonstration project enhancements from sidewalk or curb extensions, crosswalk with pedestrian island, and a traffic circle/center median.

Following the community meeting, the project team will refine the concepts and select up to three locations along the corridor for final consideration by the Public Works Commission and the City Council in January. Final approval of the concepts will include additional detailed engineering designs and information about the materials recommended for use at each demonstration location.

Physical implementation of the demonstration concepts is expected to occur in March and be in place through June to allow time for the community and the project team to test, evaluate, and provide feedback on the demonstration elements and determine their effectiveness and addressing the key traffic safety concerns expressed by the community for this corridor.

Attachments:

1. [Community Survey Results](#)
2. [A Safer Prospect Draft Demonstration Concepts](#)
3. [Community Virtual Event Flyer](#)