



City of Hermosa Beach

Information Item

DATE: September 30, 2020
TO: Honorable Mayor and Members of the City Council
FROM: Chief Paul LeBaron
SUBJECT: Strand safety initiatives & Enforcement update

Executive Summary

In August 2018, the city adopted a temporary ordinance to ban the deployment of mobile on-demand bikes and scooters while staff worked with neighboring agencies 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. The ordinance has been extended since that time, with the most recent extension adopted in April 2020 and effective through November 2020. In August 2019 the City Council directed staff to report back with updates every quarter. A quarterly update on Strand education and enforcement efforts was provided at the December 17, 2019 City Council meeting. Due to the COVID-19 pandemic and various related Strand closures, this is the first update since last December.

Discussed below are the enforcement efforts of the Police Department since December 2019.

Background OR 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.

The Police Department conducted enforcement details in September, October and November 2019 which were reported to the City Council last December. Due to staffing shortages, the Police Department was not able to conduct an enforcement detail in December 2019 or February 2020. The Police Department conducted an enforcement on January 30, 2020. For this detail, the Police Department scheduled a Traffic Sergeant and two Traffic officers to conduct high visibility education and enforcement on The Strand with a focus on unsafe or reckless operation 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 nine warning citations for speeding violations, 2 warning citations for operating a motorized vehicle on the Strand and one warning citation for operating a bicycle while texting.



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Due to the COVID-19 pandemic, various strand closures related to the pandemic, and staffing shortages, the Police Department has not conducted any enforcement details since January 2020. While the Strand was closed in April, Public Works Department staff refreshed painting along the Strand including centerline striping and stenciling with reminders of the speed limit of 8 MPH throughout the Strand and locations to walk bikes and skateboards between 11th and 14th Street. The City and Police Department continue to regularly post reminders and safety messaging on bicycle and pedestrian safety practices that are applicable on the Strand and on City streets.

Future Outreach, Education, and Enforcement Efforts

To address expanded sales/use of motorized bikes and scooters and on-going concerns about unsafe bicycle, scooter, and skateboard activities on the Strand and surrounding area, City staff will work on an expanded education campaign to remind the community and visitors about the Strand regulations. The education campaign will be a combination of City messaging, social media outreach and electronic message boards along the Strand. On 09/05/20, the City placed barricades in the designated walk zone and brought on additional security officers to advise people to dismount in the walk zone. The security officers will be in place on weekends to help educate and reinforce the walk zone, speeding and motorized vehicles. After about a month of community education, and if staffing permits, the police department will resume directed enforcement details.

Fiscal Impact

For the January enforcement detail, the Police Department approved 24 hours of overtime which was within the overtime budget. The cost of the contract security officers is about \$1,715 per week. It is recommended that the use of security officers be discontinued in mid to late October.

Attachment 2: Hermosa Beach Bike and Pedestrian Safety Education and Outreach



hermosabeachcity Hermosa Beach, California

hermosabeachcity Trivia Tuesday 🚲 Bikes and e-bikes can be a great way to get around town in Hermosa, and with many folks staying closer to home this summer bike shops and cities are seeing a surge in sales, repair, and use of bikes and e-bikes as shared by @thebeachreporter this week. With more riders on our streets, we wanted to share a few rules of the road to help keep everyone moving safely. Head over to our stories to learn/answer some of the common questions about bikes and e-bikes in Hermosa.

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AUGUST 25

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hermosabeachcity Hermosa Beach, California

hermosabeachcity Heading out for some fresh air this weekend with a walk, run, or ride? We wanted to share a few reminders on the rules of the road from @beachcitieshealth

- Stay 6 ft from those not in your household.
- ✅ Go with the flow. Ride in the direction of traffic.
- ⚠️ Slow your roll. Drive like your kids walk here.
- 🛑 Stop means stop. No matter how you roll.

If you're heading to the Strand this weekend, it's nearly impossible to maintain physical distance at all times, so don't forget your face covering. And if you're heading to the beach, we

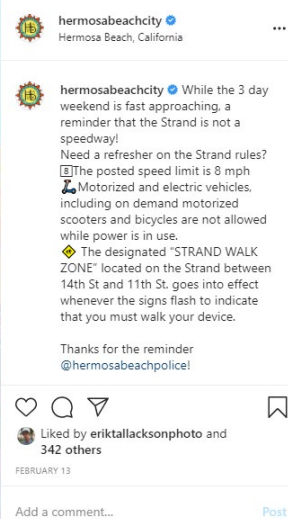
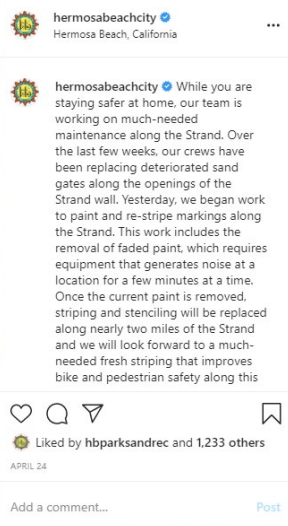
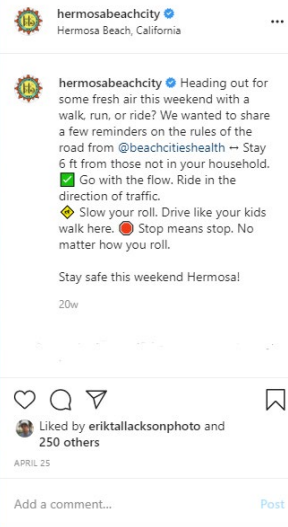
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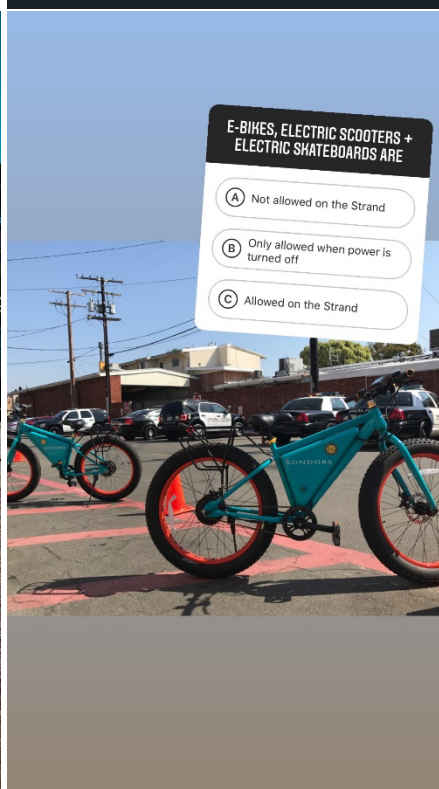
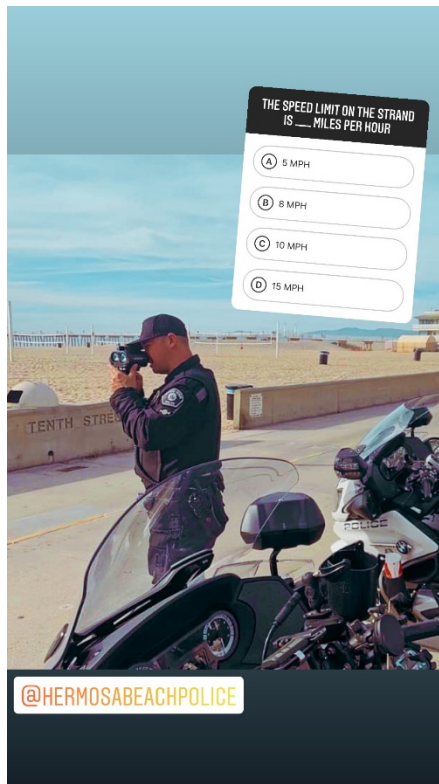
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Trivia Tuesday Series reached more than 3,000 people and received participation/responses from over 1,100 followers.



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