

HERMOSA BEACH SAFETY PROGRAM PROPOSAL

Hermosa Beach, as it is aptly named, is a beautiful city that sits on the sand adjoining the Pacific Ocean. However, with its surroundings suggesting a laid back attitude, it has the unfortunate potential for accidents. Drivers, pedestrians and people skating, riding bikes and skate boards lapse into a daydream state taking for granted that someone else is looking out for them. This safety program, if implemented, should heighten public awareness to our accident potential.

The city that lies to the north of Hermosa Beach has had an ongoing safety program that seems to work. Even though their program is quite nice, I propose something different for Hermosa Beach. After speaking with Hermosa Beach Police Chief Mike Lavin and Officers Bolin and Thompson, I am assured of their support for this program and coordinated safety programs implemented by the department. At this time I haven't consulted with the Hermosa Beach School District, but am sure they would support a safety program. We would also like to hang attractive light pole flags or banners with the message "Be Hermosa Beach Street Smart." The flags will have a simple (kid like) figure driving, walking, skating, riding a bike or skateboarding. A larger message will say "DRIVE SMART", "WALK SMART", "SKATE SMART" or "BE BIKE SMART." The flags will hang from Memorial Day to Labor Day on light poles along Hermosa Avenue and Pacific Coast Highway.

We have been fortunate to piqué the interest and support of I.M.G. World, representing Mervyn's Beach Bash, which is interested in sponsoring the light pole flags for the aforementioned dates. The safety program and Mervyn's Beach Bash can be a productive partnership, with the expected interest and attention to Mervyn's Beach Bash attracting the attention to safety. It is a WIN/WIN situation!

**Safety Program Sub-committee
HB Public Works Commissioners
Jean Lombardo & Chris Howell**