

**City Council Meeting eComment Report**  
**July 22, 2025 at 6:00 p.m.**

PARTICIPATION IN BEACH CITIES TRANSIT (BCT) LINE 109 AGREEMENT WITH FINANCIAL CONTRIBUTION FROM OTHER CITIES, FUNDED PARTIALLY FROM PROPOSITION A FUNDS - 25-CDD-083	Justin Massey	jmassey@duck.com	Good work by Ken Bales. I support the staff recommendation to modify the Transit Service Operation Agreement (Attachment 1) to include additional performance management reporting requirements from Beach Cities Transit (BCT) with future funding contingent upon substantial updates to Line 109 that will generate additional ridership and improve service delivery. BCT Line 109 has enormous untapped potential, as suggested by Ms. Berman. If Redondo Beach cannot realize that potential due to unstable staffing, the Beach Cities should ask Torrance Transit to take over the two lines operated by BCT.	For	
PARTICIPATION IN BEACH CITIES TRANSIT (BCT) LINE 109 AGREEMENT WITH FINANCIAL CONTRIBUTION FROM OTHER CITIES, FUNDED PARTIALLY FROM PROPOSITION A FUNDS - 25-CDD-083	Bob Wolfe	heybobster@yahoo.com	<p>Thanks to Ken Bales for a comprehensive analysis. If anything, I think that Ken has understated both the need for changing the transit service which BCT Line 109 provides Hermosa, but also the exciting opportunities it offers for addressing our parking and congestion problems.</p> <p>I agree with Claudia Berman's suggestions regarding branding, and have additional ideas as well once we get decent service.</p>	For	<a href="https://pub-hermosabeach.escribemeetings.com/FileStream.ashx?DocumentId=15384">https://pub-hermosabeach.escribemeetings.com/FileStream.ashx?DocumentId=15384</a>
COUNCIL CONSIDERATION AND DIRECTION ON RECOMMENDATIONS FROM THE CITY MANAGERS CIVIC FACILITIES PROJECT ADVISORY GROUP - 25-CMO-046	Justin Massey	jmassey@duck.com	Good work by the Civic Facilities Advisory Group, which dispensed with the empty rhetoric of Councilmember Keegan and 2024 City Council candidate Elka Worner. I look forward to your comprehensive solution, Councilmember Keegan.	For	

**City Council Meeting eComment Report**  
**July 22, 2025 at 6:00 p.m.**

COUNCIL CONSIDERATION AND DIRECTION ON RECOMMENDATION S FROM THE CITY MANAGERS CIVIC FACILITIES PROJECT ADVISORY GROUP - 25-CMO-046	Todd Tullis	todd.tullis@gmail.com	Thank you Hermosa Beach Civic Facilities Advisory Group for a clear and concise report on a complex topic, and identifying key questions to be answered next. There are hard decisions and lots of costs coming due. I encourage Council to find a way to move forward with action on these questions and these facilities, continuing the momentum that has been established through the groups efforts.	For	
PARTICIPATION IN BEACH CITIES TRANSIT (BCT) LINE 109 AGREEMENT WITH FINANCIAL CONTRIBUTION FROM OTHER CITIES, FUNDED PARTIALLY FROM PROPOSITION A FUNDS - 25-CDD- 083	Claudia Berman	its_42@yahoo.com	<p>BCT Route 109: A Missed Opportunity for "Shop, Dine, Play, Fly" Service</p> <p>The BCT 109 is missed opportunity to expand ridership and reduce parking demands (car &amp; bike). Rather than serving as a convenient "Shop, Dine, Play, Fly" connector for residents and visitors, the current route suffers from poor design and execution. The wait times are excessive making the route unusable.</p> <p>The 2023 transit study confirmed that the route isn't streamlined and planned frequency improvements only target commute hours. Many potential riders remain unaware the service exists.</p> <p>Recommendations:</p> <p>Phase 1: Redesign the route to improve both residents and visitors ridership throughout the day, not just for commuters.</p> <p>Phase 2: Complete rebrand as the "Shop, Dine, Play, Fly" route with bright, distinctive bus colors like Santa Monica, Metro, and Culver City use. Current BCT branding is ineffective with an unclear acronym, hard-to-read graphics, and nondescript white buses that are hard to spot among the parked cars on Hermosa Avenue.</p> <p>A well-designed and branded route would transform this underutilized service into a valuable community asset.</p>	-	<a href="https://pub-hermosabeach.escribemeetings.com/FileStream.ashx?DocumentId=15383">https://pub-hermosabeach.escribemeetings.com/FileStream.ashx?DocumentId=15383</a>

**City Council Meeting eComment Report**  
**July 22, 2025 at 6:00 p.m.**

PARTICIPATION IN BEACH CITIES TRANSIT (BCT) LINE 109 AGREEMENT WITH FINANCIAL CONTRIBUTION FROM OTHER CITIES, FUNDED PARTIALLY FROM PROPOSITION A FUNDS - 25-CDD-083	David Grethen	dgrethen@roadrunner.com	This is a highly informative Staff report, especially for those interested in local mass transit.	For	
LETTER TO CALIFORNIA COASTAL COMMISSION OPPOSING PERMIT APPLICATION BY LA COUNTY FIRE FOR AFTER-THE-FACT APPROVAL REGARDING EXPANDED ADVERTISING ON LA COUNTY OWNED LIFEGUARD TOWERS FROM CABRILLO TO WILL ROGERS STATE BEACH - 25-CMO-051	Todd Tullis	todd.tullis@gmail.com	<p>I agree with Councils position against the large advertising currently in place on our beaches lifeguard towers, I also urge an approach which carefully considers the looming expiration of and need to renegotiate our beach maintenance agreement with LA County.</p> <p>1) It is important to maintain a good relationship with LA County. The draft letter to the Coastal Commission could be seen quite negatively by LA County if we have not already reached out to LA County to ask about the ability to exempt Hermosa from this advertising program.</p> <p>2) Further, if our draft letter has any factual inaccuracies, additional offense could be taken by LA County. Example: in small print below the giant ads is text stating that all advertising revenue goes towards public youth beach and ocean access programs. One could interpret our draft letter (We appreciate LA County Fires need for additional revenue) as not being cognizant of the advertising details.</p>	No Position	

**City Council Meeting eComment Report**  
**July 22, 2025 at 6:00 p.m.**

LETTER TO CALIFORNIA COASTAL COMMISSION OPPOSING PERMIT APPLICATION BY LA COUNTY FIRE FOR AFTER-THE-FACT APPROVAL REGARDING EXPANDED ADVERTISING ON LA COUNTY OWNED LIFEGUARD TOWERS FROM CABRILLO TO WILL ROGERS STATE BEACH - 25-CMO-051	Joseph Luis Piñon	josephlpinon@gmail.com	<p>Dear City Councilmembers,</p> <p>The Palos Verdes-South Bay Group of the Sierra Club appreciates this opportunity to comment on the July 22 council meeting item 11q, regarding a letter to the California Coastal Commission opposing application number 5-02-009-a1 (expanded advertising permit on LA County beaches).</p> <p>The Sierra Club respects and honors the existing open spaces that people have to recreate on our beaches. We oppose outdoor advertising which has a negative impact on this enjoyment.</p> <p>We support staff's recommendation to oppose the application for an increase amount of after-the-fact advertising on the lifeguard towers.</p> <p>In actuality, we do not believe that the city has gone far enough to oppose this advertising in the letter that has been drafted to the California Coastal Commission. The draft letter in part states if the commission sees fit to allow the increased advertising that a request that Hermosa Beach is exempt from this permit. We do not believe that exemption is needed, since advertising should not be allowed on any of our beaches and advertising is not allowed per the city's own ordinance.</p> <p>In fact, the draft letter should be revised to request that all advertising on the lifeguard towers be removed. It is not clear whether there ever has been a permit that was approved from the earlier advertising signs. This would mean that if this after the fact permit is denied, one could assume that current existing advertisements will continue. The city should do whatever is needed to request the commission to take action to remove all advertising on the lifeguard towers. This could include taking action to reconsider any previously approved permits.</p> <p>The draft letter should also include the email address of the executive director of the California Coastal Commission and commission email addresses so that correspondence is sent directly to coastal commissioners. Please take this action now, as it could be coming up as early as the commissions August meeting.</p> <p>And thank you to the Hermosa Beach City Council for placing this on your agenda in a timely manner so that action can be taken to preserve the natural setting of our beaches.</p>	For	<a href="https://pub-hermosabeach.escribemeetings.com/FileStream.ashx?DocumentId=15288">https://pub-hermosabeach.escribemeetings.com/FileStream.ashx?DocumentId=15288</a>
PUBLIC COMMENT	Leonard Shapiro	lshapiro83@yahoo.com	Mayor Saemann, you have thanked the Advocates for Hermosa Beach Facebook group for their endorsement. Do you support the racist and homophobic attacks on Hermosa Beach residents and council members from this group?	-	

**City Council Meeting eComment Report**  
**July 22, 2025 at 6:00 p.m.**

AgendaItem	Name	Email	Comment	Position	Attachment URL
PUBLIC COMMENT	Claudia Berman	its_42@yahoo.com	<p>I'm writing regarding the 1601 PCH parking planning amendment request from the May 27, 2025 agenda. I had forgotten about this topic until the other day, when I had a discussion about it with a friend of mine.</p> <p>I was so pleased to see this family-owned property is making significant investments with millions of dollars for a safer parking garage, exterior painting, new windows, landscaping, and nighttime security.</p> <p>I was also disappointed that Council Members Francois, Keegan, and Mayor Saemann responded to this significant private investment by mandating an additional free parking hour (from 2 to 3 hours) to accommodate gym patrons who might socialize longer. This penalizes a property owner who is actively improving their property, sends an unfriendly message to businesses, and was implemented without any public request for this change.</p>	-	
PURCHASE OF VEHICLES FOR POLICE DEPARTMENT - 25-PD-011	Matt McCool	mccool.matt@gmail.com	<p>Back to the Chevy Tahoe Patrol Vehicle for the HbPD!</p> <p>With the recent change in City leadership, it appears the natural order is returning to Hermosa Beach. A significant step in the right direction is expected at Tuesdays City Council meeting: the purchase of two Chevy Tahoe patrol vehicles for the Hermosa Beach Police Department.</p> <p>For over a decade, vehicle acquisitions for the HBPD were entangled in contentious political debates. Environmental activists often prioritized reducing carbon emissions over practical public safety needs. At one point, former Councilman Justin Massey even asserted that the all-electric Chevy Volt could meet the front-line operational demands of the police department a claim rejected by Acting Police Chief McKinnon and Sgt. Gaglia: <a href="https://www.facebook.com/813228377/videos/656700368737632/">https://www.facebook.com/813228377/videos/656700368737632/</a></p> <p>Currently, the department is grappling with the limitations of Masseys four recently acquired all-electric Chevy Blazers. These vehicles have proven inadequate for full patrol operations, requiring rotation between two for day shifts and two for night shifts due to prolonged charging times.</p> <p>The reintroduction of Chevy Tahoes long trusted for their reliability, space, and performance in law enforcement is a welcome return to practical, safety-first decision-making in Hermosa Beach.</p>	For	

## Santa Monica, Culver City, Metro

BCT Standard White  
Hard to read graphics



And thank you to the Hermosa Beach City Council for placing this on your agenda in a timely manner so that action can be taken to preserve the natural setting of our beaches.

Environmentally Yours,

Joseph Luis Piñon

*Joseph Luis Piñon*

Chairman

Palos Verdes-South Bay Regional Group

Sierra Club





Joseph Luis  
Pinon

**Palos Verdes- South Bay Group / Angeles Chapter**

Hermosa Beach City Council  
City Hall, 1315 Valley Drive, Room 203  
Hermosa Beach, CA 90254  
(310) 318-0216  
citycouncil@hermosabeach.gov

CC: cityclerk@hermosabeach.gov

Dear City Councilmembers,

The Palos Verdes-South Bay Group of the Sierra Club appreciates this opportunity to comment on the July 22 council meeting item 11q, regarding a letter to the California Coastal Commission opposing application number 5-02-009-a1 (expanded advertising permit on LA County beaches).

The Sierra Club respects and honors the existing open spaces that people have to recreate on our beaches. We oppose outdoor advertising which has a negative impact on this enjoyment.

We support staff's recommendation to oppose the application for an increase amount of after-the-fact advertising on the lifeguard towers.

In actuality, we do not believe that the city has gone far enough to oppose this advertising in the letter that has been drafted to the California Coastal Commission. The draft letter in part states if the commission sees fit to allow the increased advertising that a request that Hermosa Beach is exempt from this permit. We do not believe that exemption is needed, since advertising should not be allowed on any of our beaches and advertising is not allowed per the city's own ordinance.

In fact, the draft letter should be revised to request that all advertising on the lifeguard towers be removed. It is not clear whether there ever has been a permit that was approved from the earlier advertising signs. This would mean that if this after the fact permit is denied, one could assume that current existing advertisements will continue. The city should do whatever is needed to request the commission to take action to remove all advertising on the lifeguard towers. This could include taking action to reconsider any previously approved permits.

The draft letter should also include the email address of the executive director of the California Coastal Commission and commission email addresses so that correspondence is sent directly to coastal commissioners. Please take this action now, as it could be coming up as early as the commission's August meeting.



ROBERT S. WOLFE

Comments on BCT Line 109 Agreement  
(Consent Calendar Agenda Item 11.j)

July 22, 2025

Page 4

Thank you for your consideration of these matters, and for your work in increasing our mobility and sustainability choices and alternatives.

Very truly yours,

Bob Wolfe

## ROBERT S. WOLFE

Comments on BCT Line 109 Agreement  
(Consent Calendar Agenda Item 11.j)  
July 22, 2025  
Page 3

Ken has included the 2023 BCT Transit Study as attachment 9 to his report. That BCT Transit Study itself is seriously inadequate. It fails to acknowledge LA Metro's new north-south operating plan for the K Line from Redondo Beach to the Expo (E) Line, which dramatically expands transit opportunities to/from the South Bay to the Westside. Instead, the Transit Study misidentifies the light rail line as running from Redondo Beach to Norwalk. (It does not.)

The BCT Transit Study does not take into consideration that Metro Micro, an on-demand rideshare service provided by LA Metro, offers first-mile, last-mile transportation with the entire city of El Segundo. This could affect the need for such a meandering route through El Segundo on BCT Line 109.

Incredibly enough, the LA Metro South Bay Service Council was not included among the stakeholders who were consulted in conjunction with the study – even though our principal responsibility is to advise on planning and implementation of transit service within the South Bay.

The 2023 BCT Transit Study only suggested minor alterations to the route structure for BCT Line 109. That's not enough. Major modifications are necessary. Does BCT Line 109 really need to go all the way to LAX if the K Line can do so more quickly and efficiently? Shouldn't we just work on more frequent connections between Line 109 and the K Line? And does Line 109 really need to go on a leisurely tour through and around El Segundo?

In my years on the South Bay Service Council, BCT never has spoken at any of our public meetings, although we repeatedly have requested BCT to do so. By contrast, both Gardena Transit and Torrance Transit are active participants.

I think there is exciting potential for public transit to meet many of our needs. It can reduce roadway congestion and lessen our need for more and more parking. I do not want to throw the baby out with the bathwater.

I believe that our neighbors in Redondo and Manhattan Beach have similar interests in upgrading BCT Line 109, and suggest that we work in coordination with them on systemic changes.

I hope to be an active and helpful participant in future conversations concerning first-mile, last-mile transit service for Hermosa Beach. Please feel free to reach out to me in these efforts.

## ROBERT S. WOLFE

Comments on BCT Line 109 Agreement  
(Consent Calendar Agenda Item 11.j)  
July 22, 2025  
Page 2

On June 6 of this year, LA Metro opened the new LAX/Metro Transit Center to the airport and the soon-to-open Automated People Mover. Equally importantly, Metro now provides one-seat K Line light rail service, every 10 minutes or so, from the Redondo Beach Station (on Marine Ave. near Northrop Grumman) to LAX and to the E (Expo) Line.

This opens new destinations for transit from the Redondo Beach Station: Downtown Inglewood & SoFi Stadium Link (18 minutes); Culver City (53 minutes); USC / Coliseum (55 minutes); Downtown LA/Crypto.com Arena (65 minutes), etc.

But BCT doesn't provide Hermosa with easy or frequent connections to the K Line or elsewhere. Line 109 has an incredibly circuitous route, doubling back on itself on Rosecrans Ave along the Rosecrans Corridor. The headways are 45-50 minutes on weekdays, and 60-minutes on weekends — too infrequent to attract and maintain riders.

There is a BCT Line 109 bus stop only a block from my house. But it doesn't run often enough for me to use it. For serious transit use, I drive my car to the LA Metro station on Marine Ave. near Aviation. BCT Line 109 does not provide service to that station.

BCT Line 109 does link up with the K Line at the Douglas Station in El Segundo. But its service is too sporadic to be of much use. BCT doesn't seem to care too much about this connection either. There is no wayfinding to inform transit riders how to find the BCT 109 bus stop when they get off the K Line, and the BCT Line 109 bus stop is poorly marked. (The last time I saw it, the sign was missing).

To make matters worse, BCT's posted schedule for Line 109 is inaccurate – it shows times to and from the old terminus at the LAX City Bus Center, which is now closed. It's been nearly 2 months since the new LAX/Metro Transit Center has opened, but BCT never has bothered to update its own online posting.

In my view, transit can work best, particularly in the compact Beach Cities service areas, with service frequencies of 15-20 minutes at most. BCT's headways and meandering route structure for Line 109 simply do not provide an acceptable level of service. That's precisely why BCT 109 buses run empty most of the time.

ROBERT S. WOLFE

Hermosa Beach, California

---

July 22, 2025

Hermosa Beach City Council  
Regular Meeting Agenda  
Tuesday July 22, 2025

Comments on Consent Calendar Agenda Item 11#j:  
**Participation in Beach Cities Transit (BCT) Line 109 Agreement, funded partially  
from Prop A Funds)**  
(Senior Mgt. Analyst Ken Bales)

Dear Councilmembers and Staff:

Thanks to Ken Bales for a thorough and thoughtful report regarding the Beach Cities (BCT) request for additional funding. I agree with the recommendations, particularly with the contingencies that Ken has identified regarding improved service on BCT Line 109 before Hermosa makes future financial commitments. They are an imperative.

Ken has identified numerous deficiencies with BCT's data measuring and reporting, particularly in comparison with LADOT Line 438 (Commuter Express) and Torrance Transit Line 13, which also serve Hermosa Beach. I also suggest adding LA Metro's Line 232 to the analysis, since this also serves Hermosa Beach by traveling on Pacific Coast Highway from Long Beach to the LAX/Metro Transit Center.

I am a frequent transit user – by choice, not necessity. I am a member of both Metro's South Bay Service Council, where I am the only representative from either Hermosa or Manhattan Beach, as well as Metro's countywide Community Advisory Council – where I am the only representative from any of the Beach Cities.

(I write here purely in my individual capacity, and do not purport to speak for either of these Metro bodies.)

BCT provides poor transit service to Hermosa residents, visitors and employees to travel within Hermosa, from Hermosa to our neighboring cities and to link up with the expanding bus and rail network within the region.