



# City of Hermosa Beach

Civic Center, 1315 Valley Drive, Hermosa Beach, CA 90254-3885

## Supplemental Information

**DATE:** December 16, 2025  
**TO:** Honorable Mayor and Members of the City Council  
**FROM:** Landon Philips, Police Chief  
Leo Zalyan, Management Analyst  
**SUBJECT:** Crossing Guard Survey Results

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### **Executive Summary**

As directed by City Council at its meeting on October 28th, 2025, Staff conducted a Crossing Guard Survey between November 10 and November 21, 2025. Observations were conducted by City Staff over a total of nine (9) days to evaluate pedestrian crossing activity at four intersections along Pacific Coast Highway (PCH) at 2nd Street, 5th Street, 8th Street, and Pier Avenue. The survey focused on adult and minor pedestrian volumes to help inform safety priorities and potential resource allocation.

### **Methodology**

Observations were conducted during the morning (7:30 – 8:00 am) and in the afternoon (2:45 – 3:15 pm) period to capture peak school-related and commuter pedestrian activity. The survey was conducted by members of the Police Department, including Community Services Officers (CSOs) and City Manager's Office staff members. City staff were present at each location to record and tally pedestrian crossing activity. Observations were not conducted on the Veteran's Day holiday or on weekends.

Crossing Guard Survey Results are as follows:

<b>WEEK 1</b>	<b>2nd &amp; PCH</b>		<b>5th &amp; PCH</b>		<b>8th &amp; PCH</b>		<b>Pier &amp; PCH</b>	
<b>DATE: 11/10</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>
AM (7:30 to 8:00 AM)	8	3	10	8	13	14	-	-
PM (2:45 to 3:15pm)	14	8	24	3	-	-	-	-
<b>DATE: 11/11</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>
AM (7:30 to 8:00 AM)	<b>Veterans Day - HOLIDAY</b>							
PM (2:45 to 3:15pm)								
<b>DATE: 11/12</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>
AM (7:30 to 8:00 AM)	17	12	9	12	11	15	-	-
PM (1:15 to 1:45 PM)	11	2	5	2	13	4	29	35
<b>DATE: 11/13</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>
AM (7:30 to 8:00 AM)	-	-	15	11	19	14	14	33
PM (2:45 to 3:15pm)	-	-	-	-	13	9	31	38
<b>DATE: 11/14</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>
AM (7:30 to 8:00 AM)	1	1	2	1	4	2	3	1
PM (2:45 to 3:15pm)	1	0	4	0	3	1	13	2
<b>TOTALS</b>	<b>52</b>	<b>26</b>	<b>69</b>	<b>37</b>	<b>76</b>	<b>59</b>	<b>90</b>	<b>109</b>

<b>WEEK 2</b>	<b>2nd &amp; PCH</b>		<b>5th &amp; PCH</b>		<b>8th &amp; PCH</b>		<b>Pier &amp; PCH</b>	
<b>DATE: 11/17</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>
AM (7:30 to 8:00 AM)	10	2	9	9	25	9	-	-
PM (2:45 to 3:15pm)	3	1	5	12	18	6	32	29
<b>DATE: 11/18</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>
AM (7:30 to 8:00 AM)	9	7	13	6	16	9	19	38
PM (2:45 to 3:15pm)	6	5	16	8	13	8	42	31
<b>DATE: 11/19</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>
AM (7:30 to 8:00 AM)	6	2	-	-	-	-	18	36
PM (2:45 to 3:15pm)	4	3	10	9	8	2	46	28
<b>DATE: 11/20</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>
AM (7:30 to 8:00 AM)	-	-	-	-	19	9	16	19
PM (2:45 to 3:15pm)	-	-	-	-	19	1	-	-
<b>DATE: 11/21</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>	<b>Adults</b>	<b>Minors</b>
AM (7:30 to 8:00 AM)	7	2	8	3	3	5	14	20
PM (2:45 to 3:15pm)	12	2	11	4	6	1	23	22
<b>TOTALS</b>	<b>57</b>	<b>22</b>	<b>72</b>	<b>51</b>	<b>127</b>	<b>50</b>	<b>210</b>	<b>223</b>

In limited instances, staff were unable to collect data for a particular day due to operational constraints; however, these occurrences did not materially affect the overall averages.

### **Pier Avenue & PCH**

- Total crossings: **632** (Adults: 300 / Minors: 332)
- Highest pedestrian volume of all surveyed locations

### **8th Street & PCH**

- Total crossings: **312** (Adults: 203 / Minors: 109)
- Moderate-to-high pedestrian activity

### **5th Street & PCH**

- Total crossings: **229** (Adults: 141 / Minors: 88)
- Moderate pedestrian demand

### **2nd Street & PCH**

- Total crossings: **157** (Adults: 109 / Minors: 48)
- Lowest pedestrian activity among surveyed locations

### Average Daily Crossings AM/PM (adults vs minors)

To further understand pedestrian activity patterns, observations were categorized by time of day and by adult and minor crossings at each surveyed location. The following summarizes the observed pedestrian crossings for each location during the morning and afternoon observation periods.

	2nd & PCH		5th & PCH		8th & PCH		Pier & PCH	
	Adults	Minors	Adults	Minors	Adults	Minors	Adults	Minors
AM Average	6	3	7	6	12	9	9	16
PM Average	6	3	8	4	10	4	24	21
<b>Total</b>	<b>12</b>	<b>6</b>	<b>15</b>	<b>10</b>	<b>23</b>	<b>12</b>	<b>33</b>	<b>37</b>

### **Fiscal Impact**

The cost of keeping the recently added location at 5<sup>th</sup> and PCH would result in a \$23,197 annual increase in both FY 2025-26 and FY 2026-27 service years for a total of \$46,394 per staff report 25-PD-013 (October 28, 2025).

### **Next Steps**

Receive and file the Crossing Guard Survey results and provide direction as needed.