

From: Marcus Goodie Goodloe <marcusgoodloe@gmail.com>
Sent: Friday, January 15, 2021 10:13 AM
To: Bill Brand <Bill.Brand@redondo.org>
Cc: Gene Kim <Gene.Kim@redondo.org>; Joe Hoefgen <Joe.Hoefgen@redondo.org>; Todd Loewenstein <Todd.Loewenstein@redondo.org>; Mike Witzansky <Mike.Witzansky@redondo.org>; Ted Semaan <Ted.Semaan@redondo.org>
Subject: Re: Speed bumps or flashing lights



ATTN: Email is from an external source; **Stop, Look, and Think** before opening attachments or links.

Your honor,

Thanks so much for your insights and perspective concerning this matter.

It remains a profound burden I carry but one with a legion of my fellow citizens along the corridor in question.

I've been in touch with Gene Kim from the RB engineering department; he shared insights as well. Very helpful.

I look forward to hearing from you and members of the council; I cannot stress enough the importance of this matter being addressed with "all deliberate speed;" you can appreciate the historical reference here, I'm sure.

FYI: Just this Wednesday, I observed yet another near collision at Beryl and Broadway. I found my self yelling out during my morning run as I looked on in fear; it was a near miss.

Let's advance forward on this matter; please let me know what if anything else I can do.

See you, 1/18/2021, 12noon- for the MLKJr Celebration!

Grace & Peace,

Marcus "Goodie" Goodloe, Ph.D.
 author of the books,

HABITS: Six Steps To The Art Of Influence (2018) KingMaker: Applying Dr. Martin Luther King Jr.'s Leadership in Working with Athletes and Entertainers (2015)

Instagram: goodie_goodloe
 Twitter: goodie_goodloe
 call me: (310) 729-7464

"We are now faced with the fact, my friends, that tomorrow is today. We are confronted with the fierce urgency of now. In this unfolding conundrum of life and history, there is such a thing as being too late. Procrastination is still the thief of time." Reverend Dr. Martin Luther King Jr.

On Jan 15, 2021, at 9:42 AM, Bill Brand <Bill.Brand@redondo.org> wrote:

Hi Marcus,

Thanks very much for bringing attention to this unsafe roadway for local residents and pedestrians. It takes a local resident like you to bring it to our attention so we can address it.

Several years ago, we had a process where any resident could contact our traffic department and work through a defined process on how to get speed cushions on

their street. It involved signature gathering in the general vicinity, including and especially, the signatures of the residents whose homes are adjacent to where the speed cushions would be installed - speed cushions increase noise and air pollution. Other controls are also considered.

Once the signature threshold was met identifying the safety concern and wish to have speed cushions or some other control, the item went to our staff for study and presentation to the Public Works Commission for consideration at a public hearing. Their "recommendation" was then presented to the City Council in a public meeting for consideration. Unfortunately, this process often took a year after all the studies, evaluations and hearings were complete, but simply installing more traffic control in such a highly traffic'd area requires careful analysis and public comment.

Having said all that, it seems in the last few years that process has been abandoned by our Public Works Department and is more nebulous than I would like to see. We should not be asking you for historical records of traffic collisions on this stretch of roadway as our Police Department can provide that info given some time to check their records. But regardless of the traffic collision records, consultant reports, traffic counts, or any other professional opinion, if the residents don't feel safe on their own street, something needs to be done to make them feel safe.

So you know, I personally travel this section of Beryl almost daily and have long thought some sort of additional control is necessary between PCH and Catalina Ave. Some cars are going way too fast due to the long stretch of uncontrolled roadway and causing the accidents you reference, and there will be more. Years ago a resident on Beryl started the petition process but ended up moving away before it was complete, so you are hardly the first to express concern regarding this area.

I will keep you informed of the process to examine this area after speaking with our staff on Tuesday. If you don't hear back from me or Council Member Loewenstein soon, please write or call back anytime at my number below. Council Member Loewenstein will also be following up. This stretch of roadway is due to be repaved in the next year or so, so this might be a good time to install additional controls as well.

Have a good weekend, and Happy Dr. Martin Luther King Jr. Day!

Bill Brand
Mayor
City of Redondo Beach
(310) 809-4405

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From: Marcus Goodie Goodloe <marcusgoodloe@gmail.com>
Sent: Monday, January 11, 2021 10:37 AM
To: Gene Kim <Gene.Kim@redondo.org>
Cc: Joe Hoefgen <Joe.Hoefgen@redondo.org>; Bill Brand <Bill.Brand@redondo.org>
Subject: Re: Speed bumps or flashing lights



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Good day.

Sorry for the phone tag; by all means reach back at me; I'd be more than willing to do a walkthrough with you as well, as I live around the corner from the intersections in question.

Essentially two cross streets would be involved for any alterations: Broadway and Elena. Both intersect Beryl. Both of these intersections have experienced vehicle as well as pedestrian involved collisions.

Grace & Peace,

Marcus "Goodie" Goodloe, Ph.D.
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On Jan 11, 2021, at 10:07 AM, Gene Kim <Gene.Kim@redondo.org> wrote:

Good morning Marcus – Happy New year.

I just left you a voicemail.

Can you provide a bit more information on the previous collisions? The collision were along the 400 block of Broadway? This will help me get information about not only the most recent collision, but the history of collisions from the last few years. It would be a good starting point to determine the cause of the collision(s), which in turn would help determine the appropriate measures to be taken to help assist in rectifying the concern.

I look forward to your response (or return call) and in the meantime, should you need anything else, please feel free to reach out.

Thank you and stay safe.

Gene Kim
City of Redondo Beach
310-318-0661 x2432

From: Marcus Goodie Goodloe <marcusgoodloe@gmail.com>
Sent: Sunday, January 10, 2021 9:48 AM
To: Gene Kim <Gene.Kim@redondo.org>; Joe Hoefgen <Joe.Hoefgen@redondo.org>

Cc: Bill Brand <Bill.Brand@redondo.org>

Subject: Re: Speed bumps or flashing lights



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Good day Gene

Circling back on this

I don't believe I've heard back from you.

I just learned there was yet another accident at the same location; this time, an elderly woman was hit while walking.

I will be reaching out again this week; will a phone call work better?

Grace & Peace,

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On Dec 26, 2020, at 7:58 PM, Marcus Goodie Goodloe <marcusgoodloe@gmail.com> wrote:

Regarding: accident on Beryl and city's response.

Good day Gene

Hello Joe

Happy holidays.

I'm a local resident of Redondo Beach, and have been for over ten years. I also serve on the Redondo Beach Police Department Community Engagement Board; and, I'm a Chaplain for the RBPD.

I know Joe, our city manager but I've not had the pleasure of meeting you.

For the last 11 years, I've owned a townhome at 424 N. Broadway, Redondo Beach along with my wife, two teens and mother-in-law.

Since we've been here we've seen no less than 10 accidents happen along Beryl Street (going West and East). Each time, it has shaken us.

Tonight it happened again; but tonight's accident was one of the worst (12/26): a two car accident, both cars totaled, and significant property damage of a house's front yard, not to mention a home owner's new car she had just driven home, severely damaged. There were two fire units on scene, paramedics, as well more than 7 police units.

My wife, whose a registered nurse heard the explosive impact of the cars and ran out. We saw debris littered everywhere, and the occupants of the vehicle in total shock as airbags were deployed in both vehicles. My wife assessed the occupants and even talked to the parents, by phone, of one of the victims. The young woman could not too many years older than my daughter, whose 18.

In talking with people who saw the accident, I learned that a family of one of the houses nearly hit, where one of the cars jumped the curve, had kids playing outside along the sidewalk. It had only been minutes before their young kids came inside. The look on the face of those parents was one of fear, gratitude and thankfulness.

The violence of this accident is something I've seen time and time again along Beryl. But this time, more so now than ever, I feel we must act.

My strong belief is that someone will be seriously injured or killed if the city does not take action. The speed at which drivers accelerate along Beryl is literally causing the likelihood of another accident to occur in the immediate future.

I am writing to ask what steps can we take as a community to get the city to act on this matter at once?

In talking with neighbors who came out in the immediate aftermath of tonight's accident, we were all in agreement that something must be done. I pledged my commitment to lead the way.

I firmly believe that adding speed bumps, flashing red lights and or stops signs must be considered. It has come to these measures; there is no doubt in my mind. I noticed what has been

done for the intersections of Torrance and Broadway. I am convinced such needs to be done in this instance. Please let me know what are next steps to move forward on this matter.

Grace & Peace,

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