



SPEED SAFETY SYSTEM IMPACT REPORT CITY OF MALIBU

OVERVIEW

California Assembly Bill 645 grants the establishment of speed safety systems in select cities of Los Angeles, San Jose, Oakland, Glendale, or Long Beach, or the City and County of San Francisco and outlines specified requirements for implementation, operation, and enforcement. California Senate Bill 1297 authorizes the City of Malibu as an additional City to implement a Speed Safety Pilot Program until January 1, 2032, as enacted by California Vehicle Code Sections 22435-22441, "The City of Malibu's Speed Safety Pilot Program". Speed safety systems implemented in various U.S. cities have been shown to successfully address traffic safety concerns by reducing the frequency of speeding vehicles and the occurrence of speed-related collisions and injuries. This proven approach will assist the City of Malibu in safeguarding public well-being through reliable and equitable traffic enforcement.

The City of Malibu is committed to prioritizing the safety of residents, visitors, motorists, pedestrians, and cyclists along Pacific Coast Highway.

PURPOSE

The City of Malibu, in coordination with stakeholder organizations and partner agencies including Caltrans, the California Highway Patrol, and the LA County Sheriff's Department, seeks to identify and address risks to public safety from dangerous, illegal, reckless, and/or distracted driving along Pacific Coast Highway. The speed safety system will serve as a safety measure by enforcing speed regulations and potentially decrease the occurrence of speed-related incidents.

The California Vehicle Code (CVC) is one of 29 legal codes contained in the California Code of Regulations enacted by the California State Legislature that is the general statutory law of California. The CVC outlines, prescribes, and includes general regulations, laws, and rules of the road. In accordance with CVC Division 11 (Rules of the Road), Chapter 7 (Speed Laws), this law is enacted by Article 4 "The City of Malibu's Speed Safety Pilot Program" Sections 22435-22441.

This Speed Safety System Impact Report ("Report"), a requirement outlined per California Vehicle Code Section 22435, includes a description of the speed safety system ("System") in addition to its planned purpose, potential impact on civil liberties and civil rights, fiscal costs, and potential deployment locations. Further, if any potential system locations are proposed in low-income neighborhoods, the Report includes causations of increased speed-related fatalities and injury collisions at these locations.

Speed Safety Systems may collect the following data for the administration and enforcement of speeding laws:

1. Photograph of the license plate and rear of a vehicle, excluding the rear window area, alleged of traveling at least 11 miles per hour above the posted speed limit.
2. The date, time, and camera location of when the alleged violation occurred.

Notices of violation will be issued to the registered owner of the vehicle at the time of the violation, as identified by the Department of Motor Vehicles. Data collected and maintained shall be utilized



SPEED SAFETY SYSTEM IMPACT REPORT CITY OF MALIBU

for the purpose of enforcing speeding laws and shall not be shared with other persons or agencies, except as required by state or federal law, court order, or in compliance with a subpoena in an individual case or proceeding.

DESCRIPTION OF TECHNOLOGY

1. System Description

- a. A “speed safety system” or “system” means a fixed or mobile radar or laser system or any other electronic device that utilizes automated equipment to detect a violation of speed laws and obtains a clear photograph of a speeding vehicle’s license plate. The system will capture rear license plate photographs of speeding vehicles and will not capture identifying data of non-speeding vehicles.
- b. Speed safety systems in each location will detect violations for both directions of travel.

2. System Benefits

- a. Speed safety systems are effective traffic enforcement tools that can assist in reducing excessive speeding, collisions, and traffic-related injuries and fatalities.
- b. System implementation can advance equity by providing fairness and increased reliability as compared to traditional enforcement methods.
- c. Speed safety systems can improve driver behavior by making speeding enforcement more predictable and credible.

POTENTIAL CAMERA SYSTEM LOCATIONS

Collisions occurring on the stretch of the Pacific Coast Highway within the City’s borders make up 81% of Malibu’s total collision volume. According to data from the California Statewide Integrated Traffic Records System, 672 crashes occurred in the City of Malibu between 2019 and 2023. Of those, 546 crashes occurred on the Pacific Coast Highway. Cumulatively, within a mile of the five proposed camera locations, the Pacific Coast Highway has experienced 64 collisions with fatal and severe injuries during the five-year period from 2019-2023, with more than 20% of collisions attributable to speeding. As the City’s primary thoroughfare, the Pacific Coast Highway also experiences the highest traffic volumes and rates of speeding across all City of Malibu streets. A detailed breakdown of driver speeds and previous collisions proximate to each camera location is included in **Appendix A**.

Cameras are proposed at five locations along the Pacific Coast Highway, at the intersections of Decker Road, Morning View Drive, Latigo Canyon Road, Carbon Beach Terrace, and Tuna Canyon Road. Camera locations are shown in **Figure 1** and specific addresses for camera locations are provided in **Appendix A**. Exact camera system placement is subject to additional field observations and construction recommendations. The selection of the five proposed camera locations, spaced at 4-to-5-mile increments along the corridor, are expected to reduce vehicle speeds to safe levels along the entire stretch of Pacific Coast Highway. This spacing also promotes an equitable distribution of camera locations across the entire city to prevent disproportionate burden on a single geography.



SPEED SAFETY SYSTEM IMPACT REPORT CITY OF MALIBU

The stretch of the Pacific Coast Highway in the City of Malibu sees high volumes of vehicles speeding. Based on speed data recorded near potential camera locations, up to 20% of vehicles are traveling over 10 MPH above the posted speed limit. Four of the five camera locations have at least one direction with over 1,000 daily vehicles travelling more than 10 MPH above the speed limit. Detailed driver speed data is included in **Appendix A**. With the corridor experiencing a high volume of speeding vehicles, cameras spaced along the Pacific Coast Highway can encourage drivers to reduce speeds, providing significant public safety benefits.

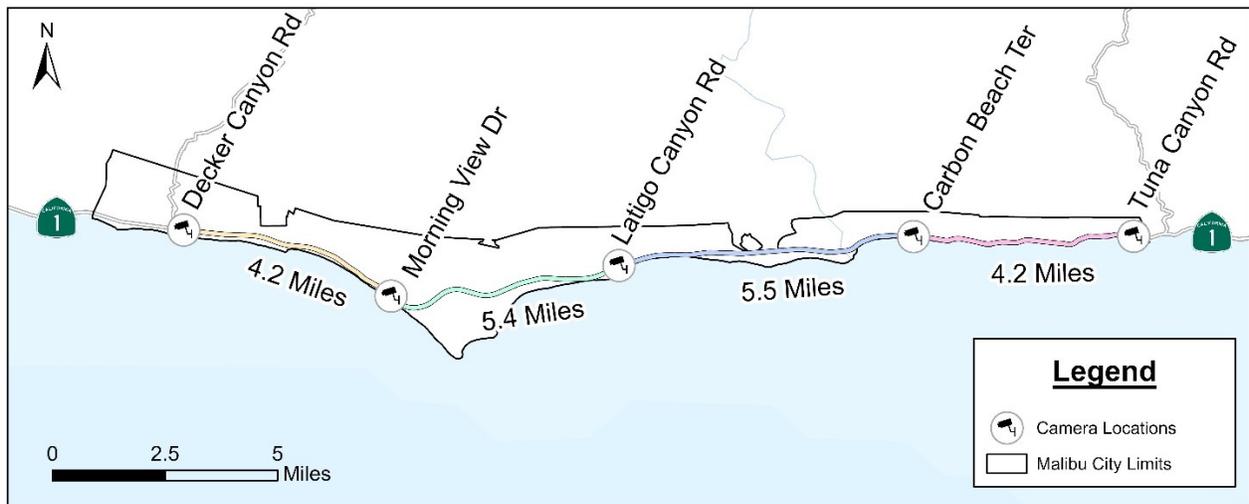


Figure 1: Speed Safety System Locations

The City of Malibu has a population of approximately 10,000 inhabitants. According to the U.S. Census Bureau, fewer than 20% of Malibu city residents identify as an ethnicity other than white, and 12.5% of the population lives in poverty. The median household income for city residents is \$192,000. Much of the traffic on the Pacific Coast Highway consists of tourists to the area's beaches or travelers passing through the city on trips along the coast. The collected ADT counts record an average of 20,000 trips in each direction over a 24-hour period along the Pacific Coast Highway. As the City of Malibu has only 10,000 residents, at least 50% of Pacific Coast Highway traffic comes from non-resident movements each day.

ESTIMATED FISCAL COSTS

The City of Malibu estimates that initial installation and ongoing costs, such as routine maintenance, operations, and administration of the five speed safety systems to be approximately \$2,086,895. The estimated costs shown in **Table 1** reflect the costs of five systems per year for five years.



SPEED SAFETY SYSTEM IMPACT REPORT CITY OF MALIBU

Table 1: Estimated Annual Fiscal Costs		
Type	Program Establishment Cost	Ongoing Costs
Total Salary & Fringe	\$101,895	\$50,000
Hardware & Equipment (Poles, cameras, signage, etc.)	\$1,750,000	\$510,000
Other (Procurement, Training, Professional Services, Power Costs)	\$235,000	\$450,000
Total Cost	\$2,086,895	\$1,010,000

The City of Malibu will initially utilize funding from the General Fund to establish the Speed Safety Pilot Program. Once established, the speed safety systems will be operated and maintained by revenue generated by citations, which will be used to cover costs including the initial equipment installation, adjudication of violations, and reporting requirements per California Vehicle Code 22436. An agreement shall be made between the City of Malibu and the Department of Transportation for the allocation of excess revenue toward traffic-calming measures on Pacific Coast Highway within three years of the end of the fiscal year in which the excess revenue was received. Excess revenue shall revert to the Active Transportation Program, as directed in Chapter 8 of the Streets and Highways Code (commencing with Section 2380), if traffic-calming measures are not planned or constructed after the third year in which funds shall be allocated by the California Transportation Commission per Section 2381 of the Streets and Highways Code.

ESTIMATED SYSTEM BENEFITS

An automated speed safety system would yield the following benefits:

- **Time Savings:** City staff can identify speeding violations remotely and at multiple locations simultaneously, improving effectiveness and efficiency of speed enforcement and saving staff resources while still yielding the same public safety benefits.
- **Data Quality:** Objective data reporting from an automated camera system encourages data accuracy related to vehicles speeding over the posted limits. More accurate data allows greater compliance with enforcement of speeding. Further, data provided can provide immediate sources of information to inform future policies and regulations and demonstrate the efficacy of various traffic control measures in real time.
- **Staff Safety:** Reduces the need for in-person traffic stops along the shoulders of the Pacific Coast Highway, improving staff safety which decreases the possibility of costly injuries and accidents.

IMPACT ASSESSMENT

DATA ANALYSIS

The impact assessment evaluates any potential consequences to specific populations arising from the implementation of the speed safety camera system. This analysis aims to support both the enhancement of public safety and the protection of civil liberties and civil rights. With



SPEED SAFETY SYSTEM IMPACT REPORT CITY OF MALIBU

safeguards in place, the camera system will reduce and mitigate potential impacts to civil rights and liberties. The project's goal is to implement a system that is fair, equitable, and respectful of individual rights while achieving its intended traffic safety objectives.

STAKEHOLDER OUTREACH

To understand the full civil rights impacts of camera systems, a diverse range of community-based organizations were contacted to provide feedback on the Malibu speed safety camera system strategy. Outreach included two (2) public engagement meetings including one (1) virtual meeting and one (1) in-person meeting. Members of the public provided their feedback and input to shape the direction of camera system implementation. Generally, community members and organizations were supportive of the safety benefits precipitated by speed safety camera systems and stated data privacy safeguards were generally well received. Through engagement with vulnerable groups potentially impacted by the camera system, stakeholder outreach aligns the camera system to most effectively achieve its desired benefits and mitigate negative impacts that may be disproportionately burdensome on select subgroups.

CIVIL LIBERTY ANALYSIS

The City of Malibu has identified and assessed potential impacts as well as mitigation strategies to protect the civil liberties and civil rights of the community as it pertains to the Speed Safety Program.

- **Preventing Discrimination:** By applying equal enforcement of system regulations to all vehicles without regard to driver identity, speed cameras aim to eliminate the potential of racial biases that can be present in traditional traffic stops. Cameras will be distributed equally along the entire stretch of the Pacific Coast Highway in the City of Malibu.
- **Preventing Economic Loss:** With technical safeguards in place, the speed safety system provides no external access to information identifying individuals, making the risk of misidentification and identity theft minimal. Since registration data is processed by the speed safety system technologies, there is minimal human interaction. Further, automated enforcement reduces direct police interactions with vehicles during traffic stops, providing additional safety enforcement mechanisms without requiring additional resources.
- **Safeguarding Liberty:** Any loss of liberty, including improper exposure to arrests or detainment due to incomplete or inaccurate data, is highly unlikely because speed cameras are tested regularly for quality assurance before issuing violations. As required by law, cameras are regularly inspected no less than once every 60 day and calibrated annually by an independent calibration laboratory. Further, speed camera violations are civil in nature, not impacting a person's criminal records.
- **Safeguarding Dignity:** The surveillance system only captures the rear license plate, with the vendor destroying any pedestrian or cyclist images. Data is processed based on DMV registration rather than based on any images of individual vehicle occupants, protecting vehicle occupant dignity.



SPEED SAFETY SYSTEM IMPACT REPORT CITY OF MALIBU

- **Safeguarding Autonomy:** The City of Malibu will not share surveillance data with other departments or entities, in compliance with California Vehicle Code section 22425(l)(5).
- **Safeguarding Public Trust:** License plate numbers are solely used for speed violations, with strict policies allowing only authorized access to system data and prohibiting facial recognition technology by California law. Data collected is confidential and not shared with third parties.
- **Preventing Physical Harm:** The speed safety cameras do not distinguish individuals, and the system does not access individual identifying information through the DMV system. Consequently, the system does not cause any physical harm.

EQUITY ANALYSIS

Speed safety camera locations will be spread evenly across the Pacific Coast Highway corridor, reducing the individual burden on any unique geography or population. As was shown in **Figure 1**, cameras are spaced between 4.2 miles and 5.5 miles from adjacent cameras, providing even citywide coverage.

None of the cameras are in census tracts with significant portions of low-income or minority populations. Further, none of the City of Malibu qualifies as a “Disadvantaged Community,” as determined by SB 535. As a result, the camera program promotes equity by spacing cameras across the entire city, evenly spreading out benefits and impacts of the cameras throughout the region.

DIVERSION PROGRAM

The City of Malibu will offer a diversion program for eligible speed safety system violators who meet specified income thresholds to complete community service in lieu of paying the applicable fines and penalties for the speed violation. Indigent speed safety system violation recipients shall alternatively have the ability to pay applicable penalties over a period of time with monthly installments of no more than twenty-five dollars (\$25) per month. Applicable fines and penalties may be reduced by 80 percent for indigent persons, and by 50 percent for individuals up to 250 percent above the federal poverty level. Violation recipients may demonstrate income eligibility by providing applicable information as referred in California Vehicle Code 22445.4(c) that supports an annual income no greater than 250 percent above the federal poverty level.



SPEED SAFETY SYSTEM IMPACT REPORT
CITY OF MALIBU

APPENDIX A: Proposed Speed Safety System Locations

Proposed Camera Location Speed and Collision Data

Intersection		Direction	Posted Speed Limit	85th Percentile Speed		Number of Daily Vehicles >10 MPH Over Posted Limit	Percentage of Daily Vehicles >10 MPH Over Posted Limit	Number of Fatal Collisions (2019-2023) in one mile	Number of Severe Injury Collisions (2019-2023) in one mile	Number of Non-Severe Injury Collisions (2019-2023) in one mile	Number of Collisions Attributable to Speeding	Percentage of Collisions Attributable to Speeding
				Full Day	0:00-5:00							
Decker	Pacific Coast Highway	EB	55	59	63	101	3%	2	8	8	4	22%
		WB	55	59	60	98	3%					
Morning View	Pacific Coast Highway	EB	50	60	64	1,001	15%	3	10	31	8	18%
		WB	50	60	64	903	15%					
Latigo Canyon	Pacific Coast Highway	EB	50	62	67	1,513	18%	2	4	26	4	13%
		WB	50	62	63	1,621	20%					
Carbon Beach	Pacific Coast Highway	EB	45	52	57	1,363	7%	3	13	111	34	27%
		WB	45	52	52	855	5%					
Tuna Canyon	Pacific Coast Highway	EB	45	55	59	3,234	16%	2	17	72	18	20%
		WB	45	54	54	1,759	9%					