

# PCH SAFETY REPORT PRESENTATION



MALIBU CITY COUNCIL  
Aug 12 2024

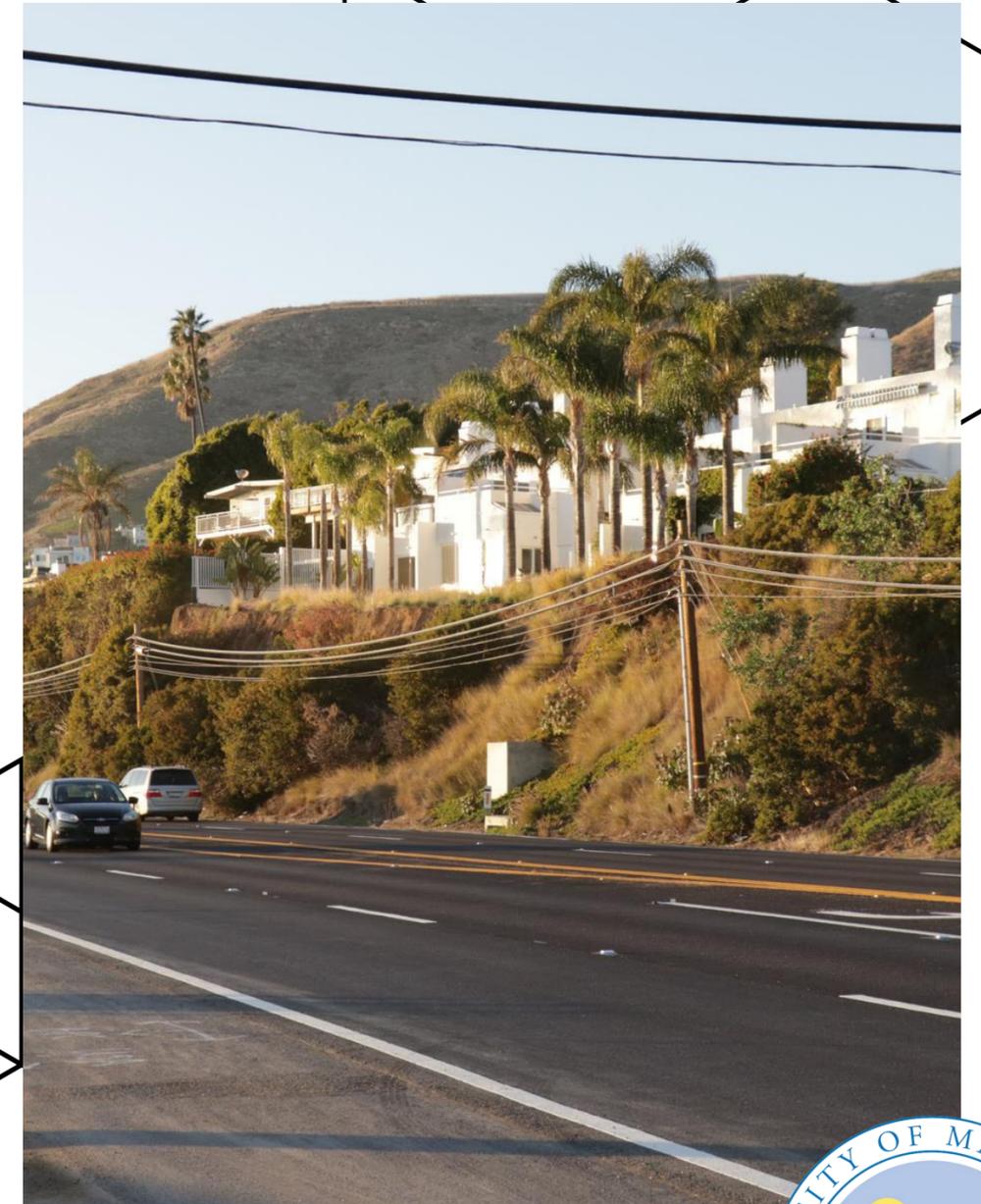
# Updates On

Legislative Initiatives

Law Enforcement's Latest  
Statistics

Infrastructure Projects

Public Education Campaign



# Legislative Update

**SB 1297 (Allen)** would establish five speed safety systems along Malibu's 21 miles of PCH, providing a critical tool for law enforcement to deter speeding and improve traffic safety. These cameras will automatically record vehicles exceeding the speed limit, issuing citations to offenders and thereby reducing the incidence of dangerous driving behaviors.

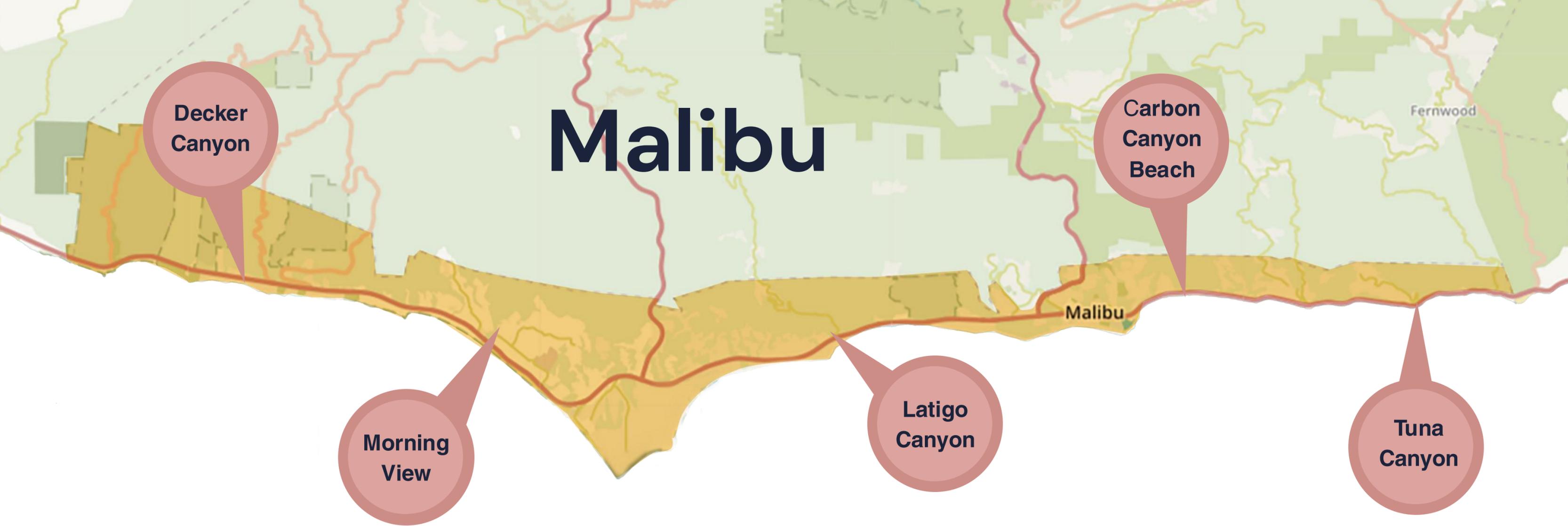
**Next Steps for both Bills:**

Assembly Appropriations Committee- August 15, 2024  
Assembly Floor  
Governor's Desk

**SB 1509 (Stern)** introduces stricter penalties for excessive speeding by assigning two points against a driver's license for convictions of driving 26 miles per hour or more on roads with a speed limit of 55 mph or less for passenger vehicles. These roads include, but are not limited to, school zones, residential streets, business districts, construction zones, and roads near senior citizen facilities. over the posted speed limit.

This measure aims to discourage reckless driving and enhance accountability among motorists.





**Speed Camera Locations in Conjunction  
with Radar Feedback Signs:**

*(East to West)*

- Tuna Canyon
- Carbon Beach
- Latigo Canyon
- Morning View
- Decker Canyon

**Studies consistently demonstrate the  
efficacy of speed cameras reduce accidents  
and fatalities by an average of 41%.**

# Law Enforcement Update



FROM LEFT: OFFICER PICKENS, SERGEANT LOPEZ (SUPERVISOR), OFFICER NOLAN

Traffic citations issued for all hazardous driving have increased by 52% and citations for speeding have increased by 76%. The combined enforcement efforts of both agencies have resulted in 15% fewer collisions and a 55% decrease in injury collisions for the same period last year.

Incidents & Citations from Jan 1 – June 30	2023	2024	Change
Total hazardous traffic citations issued	2749	4168*	+52%
Total speeding citations issued	1865	3293*	+76%
Total Collisions	174	148	-15%
Total Injury Collisions	69	38	-55%

\*Includes CHP and Sheriff's Department

# Infrastructure Update - Malibu

## ***PCH Median Improvements - John Tyler Drive to Puerco Canyon Road***

Project is Complete

## ***PCH Signal Synchronization***

The contractor is currently working between the Malibu Lagoon bridge and Webb Way installing the underground conduit. They anticipate this work being completed within 3-4 weeks. Fiber optic lines are being installed and the contractor is working on the new traffic signal controller cabinets. The contractor is still on schedule to complete the project by the end of the year. The staff is working on adding some additional safety enhancement features to this project. The pedestrian signal at La Costa will be modified to a full pedestrian signal, the eastbound left turn lane at PCH and John Tyler Drive will be modified to a protected left turn, and a new safety adaptive system will be added to the traffic signal timing. This system will adjust the signal timing if there are excessive speeding on PCH.

## ***Intersection Improvements -Trancas Canyon Road***

Staff is working on the final design and anticipates this phase to be completed by the end of the year. The project will not start until the Trancas Bridge Project is completed due to potential conflicts in the temporary traffic detours.



# Infrastructure Update - Malibu

## ***Pedestrian Undercrossing at Malibu Seafood***

Design proposals are due on 8/22.

## ***PCH Crosswalk Improvements at Big Rock Drive***

Design proposals were due on 8/8/24

## ***PCH /Las Flores Canyon Road & Rambla Pacifico***

City has approved the Metro funding agreement and staff is waiting for a fully executed agreement back from Metro. Once this is obtained, a request for proposal will be issued for design consultants.

## ***PCH Median Improvements at Paradise Cove & Zuma Beach***

The staff has completed the evaluation of the design consultant proposals and will bring an agreement to Council in September.



# Master Plan for Re-Design of PCH

Joint Meeting of the Public Safety  
& Public Works Commission

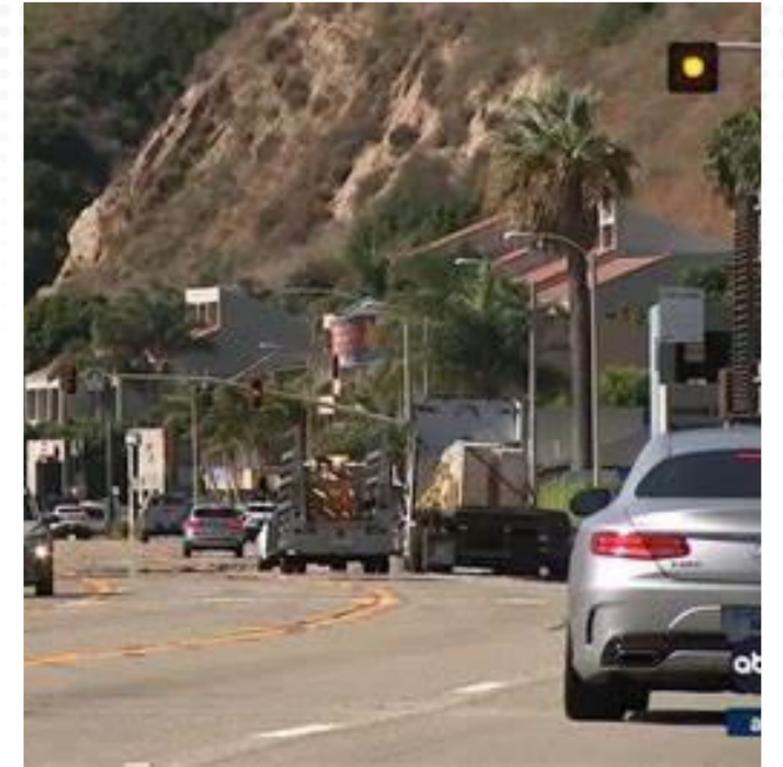
August 28, 2024 – 6:00 PM

In-Person

City Council Chambers

September 12, 2024 – 1:00 PM

Virtually



**CRUISE**  
**MALIBU**  
**SURF • SAND**  
**SLW**



Parker's Video

# I CHOOSE TO CRUISE



I **PLEDGE** to Cruise Malibu at or below the posted speed limit.

The choice is **MINE**, I choose to make a difference.

I will help set the pace on PCH by using cruise control whenever possible—slowing traffic down and setting an example for others.

I invite **EVERYONE** to join me; being safe is a simple decision and it enhances Malibu's natural beauty.

# I CHOOSE TO CRUISE

1



DECIDE:  
Take The Pledge!

2



Visit Site & eSign

3



Receive Special Gift,  
Display On Vehicle!

4

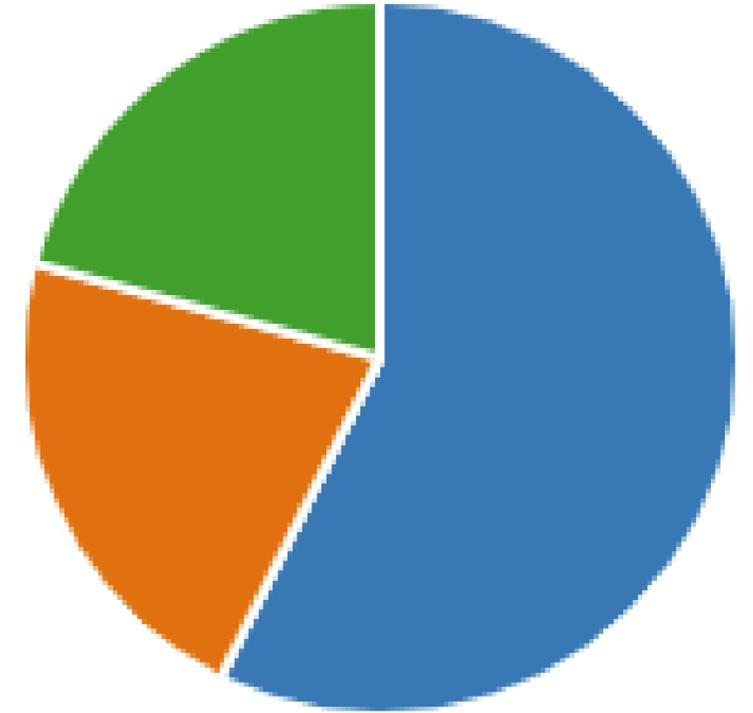
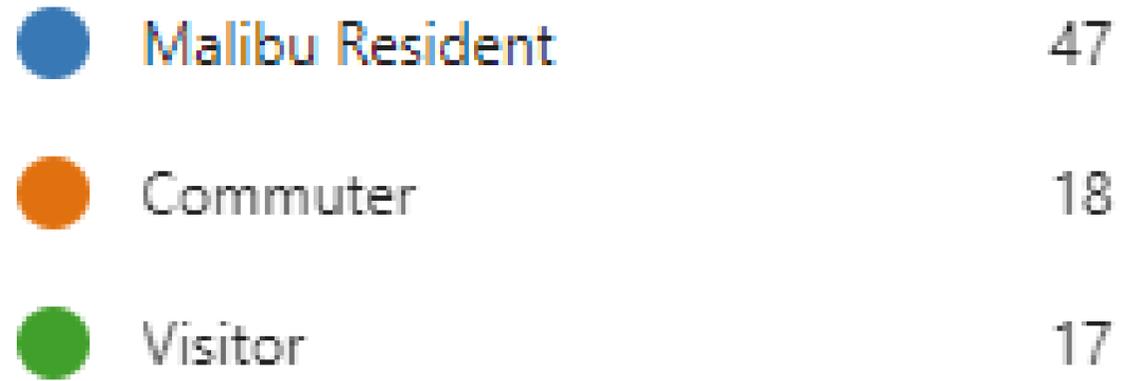


Record :15  
Selfie Video  
"I Choose To Cruise..."

5



Share Video on Social  
Media + Tag  
**#CruiseMalibu**  
**@CruiseMalibuPCH**



**82 PEOPLE HAVE TAKEN THE PLEDGE**



# CRUISE MALIBU

Committed group of neighbors, Pepperdine students, Law Enforcement & City staff.



Colin  
(Neighbor)

- Principal: Drummond Consulting
- Advertising/brand strategy expert
- Former executive BBDO, Ogilvy & Mather, Deutsch, Crispin Porter + Bogusky
- Proud father of 3 Malibu High grads



Hannah  
(Pepperdine University)

- Senior, Integrated Marketing & Communications
- Onboarding student assistant, Pepperdine
- Academic Chair + Director of Philanthropy, Delta Gamma
- Hospitality Student Leader, Pepperdine



Nathan  
(Graduate Student, Pepperdine)

- School of Public Policy, specializing in State & Local policy
- Graduate Assistant for the Davenport Institute + President of ICMA chapter
- Personal goal: bring ideas/make tangible impact to issues surrounding the local loneliness epidemic



Robin  
(Neighbor)

- Founder/Partner: *That's The Sound!* Productions experiential marketing + creative
- Former Columbia Records/Sony Music executive
- Recognized for BIG IDEAS + Creating 'WIN/WNS' and...*the unexpected*



Sgt James Arens  
(LA County Sheriff's Department)

- 19 yrs LASD – Palmdale, Lancaster & Malibu/Lost Hills
- Currently assigned Traffic Sergeant Malibu/Lost Hills
- Proud dad
- Huge Dodgers fan
- Loves outdoors activities & travel



Sgt Chris Soderlund  
(LA County Sheriff's Department)

- 16 yrs LASD, 4 yrs Malibu/Lost Hills
- Currently assigned as City of Malibu liaison sergeant
- Proud father 2 young girls
- Avid golfer + mountain biker



Cynthia Alba  
Executive Assistant



Alexis Brown  
Deputy City Manager



Parker Davis  
Media Technician



Rob DuBoux  
Public Works Director



Susan Duñes  
Public Safety Director



Matt Myerhoff  
Media Information Officer



Leo Tang  
Graphic Designer



*Please. be safe on PCH*

Take The Pledge NOW!