CITY OF MALIBU
Official Press Release

August 18, 2026

Installation of the City of Malibu's PCH Speed Safety System Nears Completion, Signaling the Start of the Education and Outreach Phase

(Malibu, CA) August 18, 2026 – The City of Malibu is nearing completion of the construction phase of its Pacific Coast Highway (PCH) Speed Safety System, and is officially starting the program's public education and outreach phase. Over the coming weeks, the City will provide residents and motorists with information about how the system works, where cameras will be located, when enforcement will begin, and how the program is designed to reduce dangerous speeding and improve safety along Malibu's 21-mile stretch of PCH.

"Our goal is to improve safety for everyone who uses Pacific Coast Highway, whether they are driving, biking, walking, visiting, or commuting through Malibu," Mayor Bruce Silverstein said. "We have seen unimaginable tragedy on Pacific Coast Highway caused by excessive speeding, and we must do everything we can to prevent future loss of life. This program honors those we have lost, protects those who use this roadway today, and encourages safer driving behaviors that save lives."

Addressing a Longstanding Safety Challenge on PCH
Improving safety on PCH has long been one of the Malibu community's highest priorities. Since 2010, more than 60 people have died in traffic collisions along Malibu's 21-mile section of PCH. In 2023 alone, there were 220 reported crashes on PCH resulting in 93 injuries and seven deaths. According to the Los Angeles County Sheriff's Department (LASD), speed is a primary factor in a majority of traffic collisions resulting in injury or death. Speeding remains a significant concern on PCH.

The urgent need for action came into sharp focus in October 2023, when four Pepperdine University students were tragically killed by a speeding driver while standing along PCH. Following the tragedy, the City declared a PCH safety emergency and formed a coalition with state and county elected officials, LASD, the California Highway Patrol (CHP), Caltrans, and community partners to identify and advance solutions.

The Speed Safety System was made possible through legislation authored by Senator Ben Allen and signed into law in September 2024, following advocacy by the City, community members, and partner agencies.

The automated speed enforcement program is one component of Malibu's broader, multi-faceted approach to improving PCH safety, which includes legislative and policy efforts, continued law enforcement partnerships with LASD and CHP, roadway improvements, and public education and outreach.

How the Speed Safety System Works
The Speed Safety System uses lidar technology and advanced camera equipment to detect vehicles traveling at least 11 MPH above the posted speed limit. When a violation occurs, the system captures an image of the vehicle's rear license plate and automatically generates a citation for review and processing.

Revenues from the program are to be used to recover the cost of implementing the program (equipment, staffing, etc.), and then any remaining funds may be used to implement additional traffic safety calming measures on Pacific Coast Highway in close collaboration with California Department of Transportation (Caltrans).

Under state law, the City may operate up to five automated speed enforcement camera systems with 10 cameras within Malibu city limits.

Speed safety cameras are intended to encourage safer driving behavior, reduce excessive speeding, and help prevent crashes, injuries, and fatalities.

Program Timeline

Initial Public Information and Education Phase – August 18, 2026 to September 31, 2026.
The City will provide information about the Speed Safety System, including how it works, the implementation schedule, and the program's safety goals.

Warning Period – Beginning in Late September 2026
A 60-day warning period will begin when the system is activated in late September. During this period, motorists who exceed the speed threshold will receive warnings only.

Enforcement Phase – Beginning in Late November 2026
After the 60-day warning period concludes, qualifying speeding violations will result in civil penalties. Violations issued through the system do not result in driver's license points or insurance penalties.

Transparency, Accountability, and Data Protection
The City is committed to ensuring the Speed Safety System operates with transparency, accountability, and strong privacy protections. Non-violation data will be deleted immediately, and stored violation records will be destroyed within 60 days after resolution of the case. The system will not operate as "surveillance," meaning that will only begin recording when a speed violation is detected. Data collected will not be shared with other government agencies.

The City plans to have a Speed Safety System performance update regularly on the Public Safety Commission's agenda so Commissioners and the public can stay informed about the program's effectiveness. The City will track and share program data with the public, while protecting personal information, including names, addresses and license plate numbers.
The program also includes protections to support fairness and due process, including a diversion program for eligible low-income residents, an appeals process, and ongoing public oversight through the City's adopted use policy.

Learn more about the Speed Safety System: **www.malibucity.org/PCHsafetycameras**

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