



TOWN OF PRESCOTT VALLEY STAFF REPORT

DATE: June 5, 2025

TO: Mayor & Town Council

THROUGH: Gilbert Davidson, Town Manager

FROM: Robert L. Ticer, Police Chief

DEPARTMENT: Police Department

AGENDA TYPE: Discussion Items(s):

SUBJECT: Update License Plate Readers – Discussion Only [Assistant Chief James Edelstein]

VISION 2024 FOCUS AREA: Enhancing the health of neighborhoods by promoting well-being for all through safety, infrastructure, housing, connectivity, recreational space, and community engagement.

SUMMARY/BACKGROUND:

In alignment with the Town of Prescott Valley's Mission to inspire and sustain a dynamic and resilient community through exceptional service, the Prescott Valley Police Department is advancing public safety through the strategic use of high-tech camera systems. This initiative supports the Town's Vision of being a premier community that is safe, healthy, and prosperous, while upholding core values such as integrity, innovation, accountability, and community engagement.

The Department has placed 26 License Plate Reader (LPR) cameras and 6 live-view cameras throughout Prescott Valley, enabling real-time data collection and supporting officer response and investigations. These tools—especially the Flock Safety platform—have already demonstrated measurable success by assisting in the resolution of cases involving shootings, vehicle theft, felony DUIs, missing persons, and more. There are additional success stories of how officers have used this technology to quickly apprehend dangerous suspects and recover stolen property, contributing directly to community safety and trust.

This initiative emphasizes collaboration with other law enforcement, including data sharing across 267 agencies statewide and nationally. At the same time, privacy

safeguards like strict data retention policies and officer training ensure responsible and ethical use of the technology, consistent with community values.

The Department is exploring multiple funding sources (including grants and legislative appropriations), to expand the system sustainably. The purpose is to demonstrate a commitment to proactive policing, community partnership, and shaping a safer future—together.

RECOMMENDED MOTION:

N/A Discussion Only – No Action Requested

STAFF RECOMMENDATION:

N/A Discussion Only - No Action Requested.

FISCAL ANALYSIS:

The Department is exploring multiple funding sources (including grants and legislative appropriations) to expand the system sustainably.

Council Action at the Meeting: N/A

ATTACHMENTS: Yes



PRESCOTT VALLEY

Public Safety Cameras



WHY

- Public Safety
- Officer Safety
- Criminal and crash investigations



How we have used Flock:

- Vehicular homicide, felony DUI
- Prevented a potential mass shooting
- Drug investigations
- Silver alerts
- Shootings
- So much more....



Examples of Flock Success in Prescott Valley

Officers responded to a report of shots fired between two vehicles in a residential area. Surveillance footage and Flock camera data led to the identification of a white Toyota Camry, which was stopped with a possible bullet hole. A firearm, still hot to the touch, was recovered, and one adult was arrested on multiple felony charges.

Police received a Flock/LPR alert for a vehicle associated with a subject wanted for manslaughter. Officers conducted a high-risk stop after locating the vehicle, arresting the driver on felony and DUI drug charges. A 12-year-old passenger was safely turned over to family.

Two women were pushed from a moving vehicle traveling at high speed and sustained serious injuries. The vehicle was later located through Flock/LPR, and the suspect was arrested and charged with multiple felonies.

A suspect took a loose French Bulldog from outside a local market without attempting to locate the owner. Officers used vehicle description and Flock data to recover the dog and charge the suspect with felony theft.



Examples cont...

A suspect entered a fitness center without authorization, stole vehicle keys from a cubicle, and drove off in the victim's car. Using Flock/LPR, the vehicle was tracked and the suspect detained; charges included multiple felonies and misdemeanors linked to this and a prior theft case.

A pickup truck was seen speeding and being driven erratically by a heavily intoxicated individual who fled from deputies. Flock footage helped confirm the vehicle's involvement in a collision, and the suspect was arrested after resisting law enforcement.

A subject was reported to have made threats of harm toward himself and a doctor before a medical appointment. Officers located the subject using Flock/LPR, found a firearm in the vehicle, and transported him to the hospital for mental health evaluation.

A man with dementia went missing, and his vehicle was entered into the Flock system. He was located the next day in a nearby area, given medical attention, and taken to a hospital for care.

A suspect committed auto burglary and theft, then fled the area. Thanks to a witness photo and Flock camera tracking, the suspect was located the next day, admitted to the crime, and was arrested. Some of the stolen property was recovered.



License Plate Reader Cameras

Currently have 26 installed

Real Time Operations Platform

Ingestion of town and community cameras

Live View Camera

Currently have 6 at Mountain Valley Park

Community partnerships

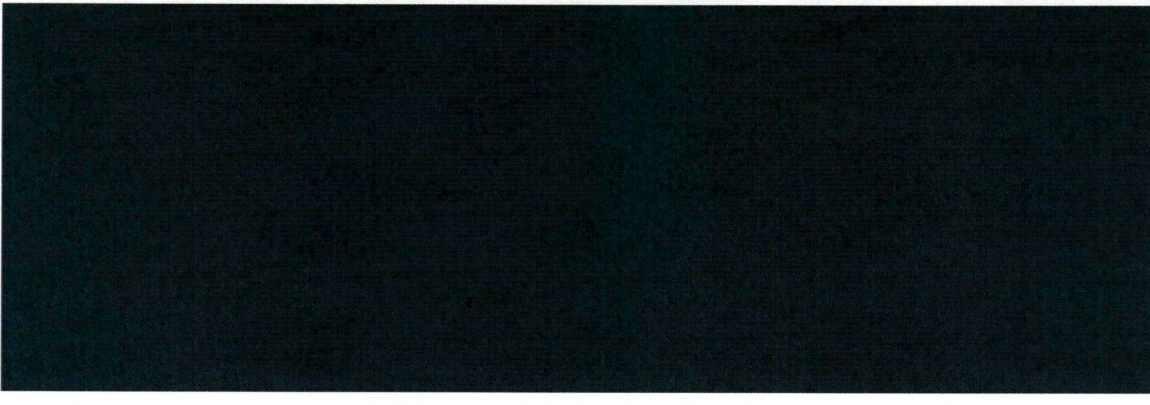
Business & HOA community

What



How

- Safer community through higher staff engagement
- Community & Business engagement
- High tech cameras and software





Regionalization

County, State, and National

- Prescott, Cottonwood, Chino Valley, YCSO
- Scottsdale and other agencies throughout the state
- Currently receiving and sharing with 267 agencies Nationwide



Precautions/Safeguards

Employed at the Prescott Valley Police Department

- Data retention & protection
- Privacy rights in place
- Sound Policy
- Training on the proper usage of the system



**Eliminate crime and shape a
safer future, together.**

flock safety

Funding Ideas

We are currently evaluating multiple funding sources to expand technology program.



General fund



DPS Border Grant



Future grant opportunities



Legislative Funding



CASE STUDY Long Term Crime Reduction

Prescott Valley Police Department

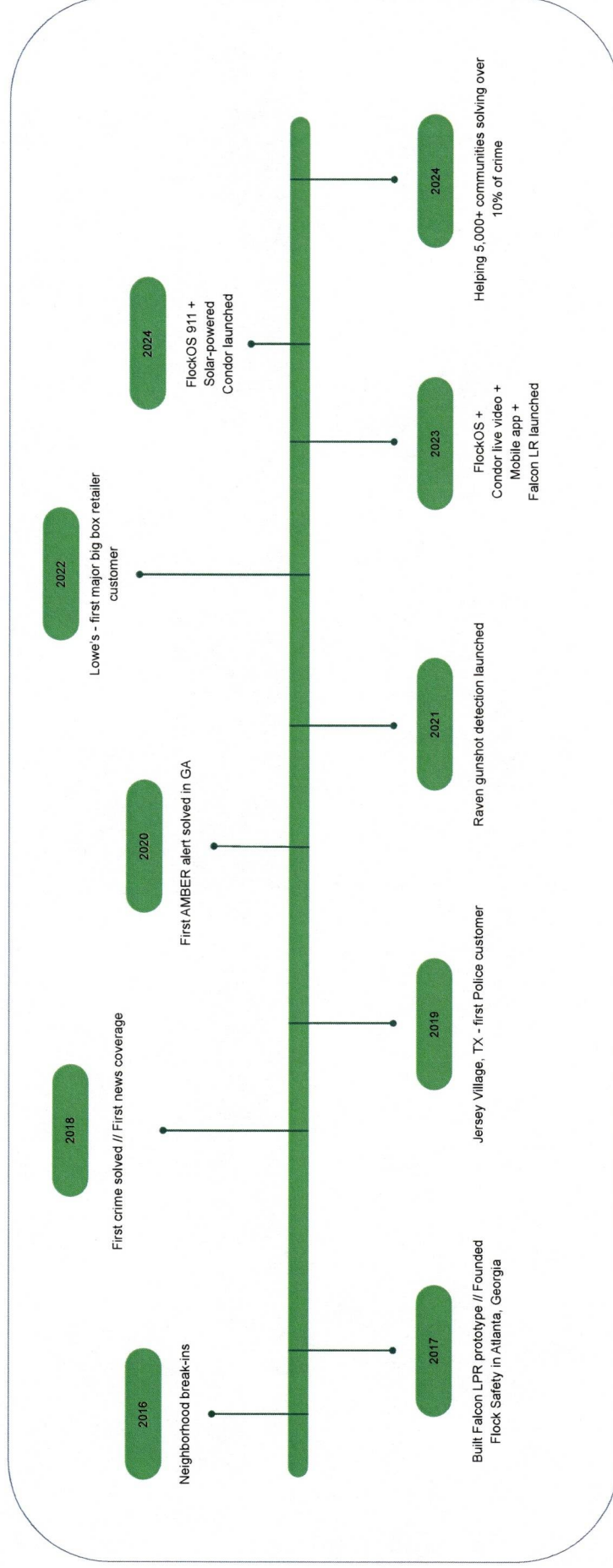
	5 yr Avg	2023	2024	'23 - '24 % Change
Homicide	1.2	2	2	0
Robbery	3.6	1	2	100%
Aggravated Assault	71.2	74	63	-15%
Burglary	25.8	17	20	18%
Theft	293.8	299	304	2%
Fraud	190.6	174	199	14%
Motor Vehicle Theft	22	19	24	26%
Drug Violations	429.4	455	415	-9%
Drug Transport/Sale	21.8	16	21	31%
DUI's	179.8	203	216	6%
Non-Injury Crash	448.2	491	453	-8%
Injury Crash	142.6	146	156	7%
Traffic Stops	9601.6	8659	9293	7%

“By integrating this technology into our policing model our officers have seen significant successes in capturing dangerous suspects quickly, which in-turn keeps our community safer.”

- Chief Ticer



Flock's History





Flock at Prescott Valley

May 2024 - The first 15
License Plate Readers
(LPR) are deployed
throughout Prescott Valley
to capture vehicle tags
entering and exiting the
town limits.

Immediate success stories
through patrol and
investigations.

flock safety





Flock at Prescott Valley

February 2025 - 5 additional
LPRs are deployed
throughout Prescott Valley.

*Locations showing two
devices reflect the LPR
camera and compute box
used.

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Flock at Prescott Valley

January 2025 - Live view
and LPR bundles deployed
at Mountain Valley Park.

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Pace of Innovation

2017	2018	2019	2020	2021	2023	2024
LPR for HOAs	Plate State Detection Vehicle Fingerprint®	Falcon LPR for Law Enforcement Axon Evidence Integration	Falcon LPR 2.0 -optimized for high traffic areas Third-Party Camera Integrations	Axon Fleet 3 Integration Advanced Vehicle Search Transparency Portal Raven Audio Detection MDT Application	Condor Video -Fixed -PTZ Falcon LR (Long Range) Falcon SR (Short Range) FlockOS® Mobile App Visual Alerts Sideshow Alerts	FlockOS® 911 Solar-Powered Condor Solar Powered Falcon LR Video + LPR Bundles NightVision™ People Detection Alerts Traffic Analytics DFR

QUESTIONS???