



TOWN OF PRESCOTT VALLEY MEETING NOTICE



Kell Palguta, Mayor
Matt Zurcher, Vice Mayor
Kendall Schumacher, Councilmember
Michael Greer, Councilmember
Kenneth Freund, Councilmember
Janell Kiehl, Councilmember
Jason Thornton, Councilmember

STUDY SESSION AGENDA OCTOBER 1, 2026

Council Chambers/Library Auditorium, 7401 E Skoog Blvd. Prescott Valley, AZ.

Doors open at 2:30pm for the 3pm meeting.

MEETING INFORMATION: Pursuant to A.R.S. §38-431.02; Town Code §2-04-010, notice is hereby given to the general public that the Prescott Valley Town Council will hold a meeting open to the public on October 1, 2026, at 3pm located in the Council Chambers/Library Building, 7401 E Skoog Blvd. Prescott Valley, Arizona. Copies of the Agenda and supplementary materials are available on the Town's website at www.prescottvalley-az.gov or the Office of the Town Clerk, 7501 E Skoog Blvd.

VIEWING: This meeting may be viewed on [Channel 56](#), [Facebook Live](#), [YouTube](#), or on the [Town's website](#).

STUDY SESSION AGENDA

1. CALL TO ORDER AND ROLL CALL

2. DISCUSSION ITEM(S):

2.a. Roadway Asset Services - Discussion Only [Josh Newsham, Deputy Public Works Director]

Vision 2024 Focus Area(s): 

2.b. Proposed Amendment Town Code 11-03-040 Authority Designate Restricted Parking Areas - Discussion Only [Parker Murphy, Traffic Engineer]

Vision 2024 Focus Area(s): 

2.c. License Plate Reader (LPR) Presentation - Discussion Only [Robert Ticer, Police Chief and Jeremy Martin, Assistant Police Chief]

Vision 2024 Focus Area(s): 

3. ADJOURNMENT



TOWN OF PRESCOTT VALLEY
STAFF REPORT

DATE: 10/01/2026

TO: Mayor & Town Council

THROUGH: Gilbert Davidson, Town Manager

FROM: Robert Ticer, Police Chief

DEPARTMENT: Police Department

AGENDA TYPE: Discussion Item(s)

SUBJECT: License Plate Reader (LPR) Presentation - Discussion Only [Robert Ticer, Police Chief and Jeremy Martin, Assistant Police Chief]

VISION 2024 FOCUS AREA:

Quality of Life - Enhancing the health of neighborhoods by promoting well-being for all through safety, infrastructure, housing, connectivity, recreational space, and community engagement.

SUMMARY/BACKGROUND:

Summary

The Prescott Valley Police Department strives to safeguard and serve our community while enforcing the law with integrity. One of Prescott Valley's main goals is to reduce crime and the fear of crime. The responsible use of technology is vital to supporting victims of crime and allows law enforcement tools that enhance public safety, assist in

investigations, and helps officers respond more effectively to criminal activity.

Prescott Valley began using license plate reader (LPR) technology in summer 2024. The program supports public-safety and investigative needs by helping locate stolen vehicles, wanted persons, missing or endangered persons, vehicles associated with serious crimes, and vehicles connected to critical incidents.

Current deployment includes 29 stationary LPRs (27 standard LPRs and 2 long-range LPRs) and 2 in-car LPRs. The broader camera deployment also includes 8 fixed video cameras and 2 PTZ video cameras.

Reported hit-and-run results show: 2024 - 106 cases, 19 arrests/citations, 17.9% clearance; 2025 - 119 cases, 33 arrests/citations, 27.73% clearance; and 2026 YTD - 83 cases, 23 arrests/citations, 27.71% clearance.

Policy

Policies clearly explain what the technology does, why it is used, and the safeguards that govern its use. Key points include that ALPR is a vehicle-focused investigative tool, alerts are investigative leads that require officer verification, and the program is intended to support defined public-safety purposes rather than routine monitoring of the public.

The program has previously been discussed with the Town Council during study sessions. Continued public communication can focus on the program's purpose, current deployment, documented results, safeguards, and responses to community questions.

Community Survey - Understanding Concerns

A citizen-driven community survey was conducted to better understand residents' questions and concerns regarding the ALPR program. The Department has reviewed the survey results, which were shared with the community via social media. The survey provides an opportunity to identify areas where additional explanation or transparency may be helpful.

Areas of community interest include privacy, data retention and deletion, outside-agency information sharing, auditing and misuse prevention, program cost and funding, future expansion, and public oversight. The Town is also considering the possibility of a citizen review board as an additional oversight option.

Results and Community Benefit

Documented local examples demonstrate how the technology can support officers and investigators when timely vehicle information is important. Examples include a shots-fired investigation that resulted in a felony arrest, locating a missing vulnerable adult, locating a person wanted on a manslaughter warrant, recovering a stolen French bulldog, and safely locating a runaway juvenile in a stolen vehicle.

These examples, together with the hit-and-run clearance data, provide practical context for how the technology supports victims of crime, investigative follow-up, recovery of stolen property, and efforts to locate people who may be in danger.

Safeguards

Program safeguards include documented law-enforcement or public-safety purposes for searches, trained and authorized users, officer verification of alerts before enforcement action, time-limited retention of routine non-hit detections, controls on information sharing, and consequences for misuse.

Oversight includes Audit Assistance through the system, a yearly IT audit, and Lieutenant review for abnormalities. These layers are intended to help identify unusual activity, verify appropriate system use, and support accountability.

The program also emphasizes transparency through public information, responses to community questions, documented outcomes, and continued review of safeguards as the technology and program evolve.

Purpose of Study Session Presentation

The purpose of this study session is to provide a thorough overview of license plate reader technology, including how the technology is used, its role in supporting public safety, and the safeguards and oversight associated with its use. The study session also provides an opportunity to address questions and concerns related to the technology that have been brought forward by the members of the community.

RECOMMENDED MOTION:

N/A Discussion Only; No Action Requested.

STAFF RECOMMENDATION:

N/A Discussion Only; No Action Requested.

FISCAL ANALYSIS:

N/A Discussion Only; No Action Requested.

Attachments

LPR Presentation Update



Automated License Plate Readers (ALPR) Program

Prescott Valley Police Department
Council Study Session

Program Purpose • Operational Safeguards • Investigative Results • Costs • Community
Transparency

October 1, 2026

Chief Robert L. Ticer • Assistant Chief Jeremy Martin



Program Timeline: Deliberate Planning & Council Review



Jan 20, 2023

ALPR concept introduced during a Council study session under the Prosperous Community pillar.

May – Aug 2023

Council study session and formal vote approving DEMA grant funding of \$31,000.

May 3, 2024

Initial camera network deployed, calibrated, and validated for operation.

June 5, 2025

Comprehensive annual progress and operational update presented to Council.

August 15, 2025

State legislature appropriations.

Why PVPD Uses ALPR: Objective Investigative Support



Violent crime & felony support

Rapid identification of vehicles tied to violent crimes, felony investigations, and active threats.



Missing & endangered persons

Time-critical location support for missing/endangered persons, AMBER Alerts, and Silver Alerts.



Stolen vehicles & property

Real-time recovery of stolen vehicles, stolen plates, and stolen property.

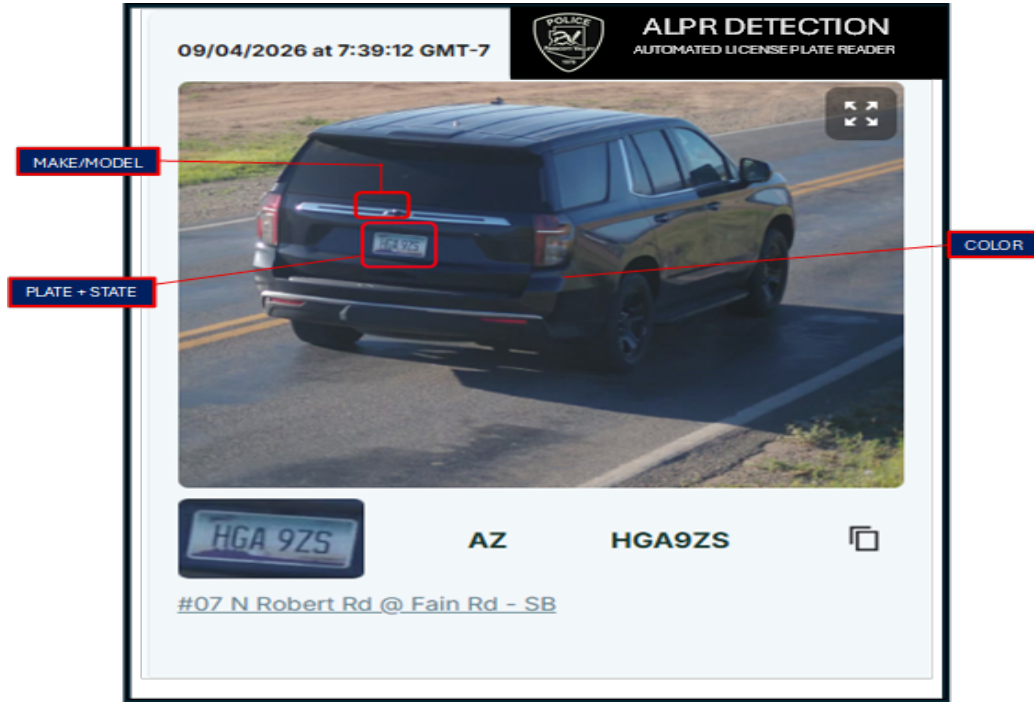
PROVEN LOCAL TRACK RECORD

54

**documented local
success stories**

- Arrests in shots-fired incidents
- Manslaughter warrant service
- Aggravated domestic assault cases
- Seek justice for victims of crimes

Objective Vehicle Detection: What the System Captures



Captured data points

- Motion-activated, rear-facing roadway camera captures vehicles in public view
- Clear capture of license plate characters and issuing state
- Vehicle Signature identifies make, model, color, and body style
- Flags unique alterations: bumper stickers, decals, roof racks, and body damage
- Objective metadata logged: date, exact timestamp, and camera location

Built-In Privacy Controls: What It Never Captures

WHAT IS CAPTURED

- ✓ License plate characters & issuing state
- ✓ Vehicle make, model, color & body style
- ✓ Date, timestamp & camera location
- ✓ Objective vehicle images on public roads

WHAT IS NEVER CAPTURED

- ✗ **No facial recognition** — Cameras never scan, identify, or catalog human faces
- ✗ **No Registered Owner / DMV records** — System does not connect to DMV or MVD registration databases
- ✗ **No personally identifiable information** — No names, dates of birth, SSNs, or home addresses stored
- ✗ **No demographic tracking** — Cannot capture or index driver gender, race, or age
- ✗ **No traffic or speed enforcement** — Never used for speed monitoring or automated citations

Full policies & program details: prescottvalley-az.gov/departments/police/about_us/technology.php



Policy 432: Operational Safeguards & Town Transparency



Strict permissible purpose

Searches restricted exclusively to legitimate criminal investigations.



Mandatory search audit trail

An active case number or documented reason is required for every historical query.



Automatic 30-day purge

Routine non-hit detections permanently delete after 30 days unless preserved as evidence.



Multi-tier oversight

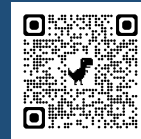
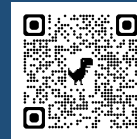
Regular IT audits, Lieutenant/Coordinator review, and potential citizen advisory review.



Public Transparency Hub

[Technology page: prescottvalley-az.gov/departments/police/about_us/technology.php](https://prescottvalley-az.gov/departments/police/about_us/technology.php)

[Transparency portal: transparency.flocksafety.com/prescott-valley-az-pd](https://transparency.flocksafety.com/prescott-valley-az-pd)



Officer Training, Certification & Access Accountability

Rigorous training and mandatory policy acceptance ensure compliant, ethical system use.

Flock Academy Certification



Mandatory foundational coursework covering ALPR technical capabilities, ethical search boundaries, and legal parameters prior to account provisioning.

In-Person Field Training



Hands-on, scenario-based operational instruction conducted directly with certified Field Training Officers (FTOs) during field rotations.

Policy & Legal Alignment



Comprehensive command-level review ensuring complete operational alignment with PVPD Policy 432, CJIS regulations, and Arizona statutory mandates.

Mandatory Login Acknowledgment



Officers must actively review and accept an explicit compliance prompt affirming adherence to department policy and state laws every time they sign in.

Data Governance: Town Ownership & Controlled Sharing

100% Town ownership

PVPD owns all data; Flock Safety is solely a secure data custodian.

Never sold / AZ SB 1552 compliant

Flock per contract does not sell, monetizes, or share Town data with commercial third parties. AZ [SB 1552](#) compliant.

Zero sharing by default

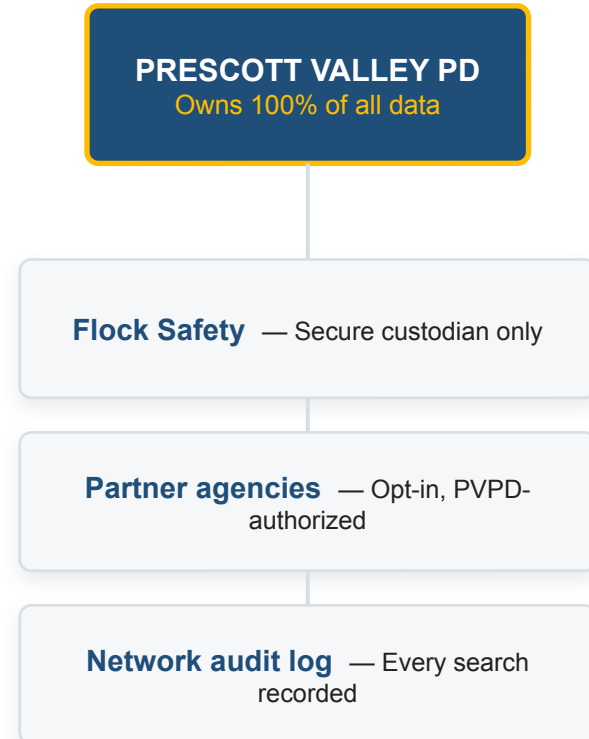
Inter-agency sharing is disabled until PVPD explicitly authorizes a partner agency. (798 nationwide law enforcement agencies)

Discretionary, peer-to-peer

PVPD controls access for regional partners (e.g., Yavapai County SO, DPS).

Immutable network audits

Every outside-agency search logs user, agency, timestamp, and case reason.



Current Deployment

29

Fixed LPRs

2

In-car AXON LPRs

8

Fixed video

2

PTZ video

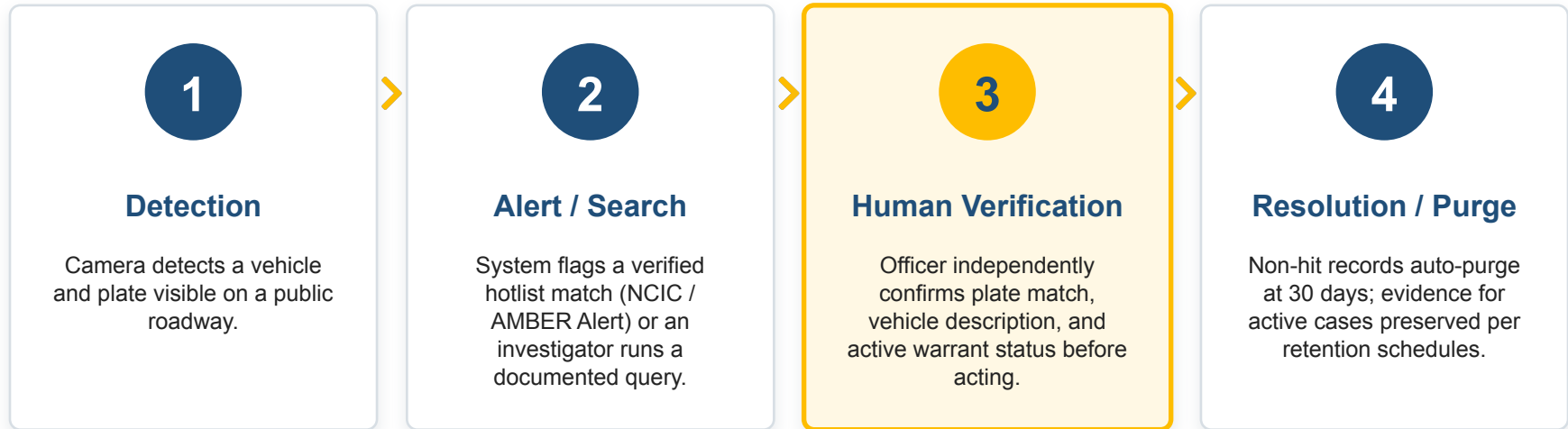
27 locations • 39 installed cameras

#	Location	# of Cameras	Camera Details
1	Black Canyon Hwy westbound toward Prescott	1	LPR: 1 (#10)
2	E Lakeshore Dr & N Badger Rd	1	LPR: 1 (#13)
3	E Lakeshore Dr & N Navajo Dr	2	LPR: 1 (F#005); Fixed video: 1 (C#015)
4	E Loos Dr & Katie Circle W	2	LPR: 1 (F#001); Fixed video: 1 (C#001)
5	E Loos Dr & N Robert Rd	2	LPR: 1 (F#006); Fixed video: 1 (C#002)
6	E Loos Dr & Preston Dr	2	LPR: 1 (F#007); Fixed video: 1 (C#003)
7	E Nace Ln & N Robert Rd	2	LPR: 1 (F#003); Fixed video: 1 (C#005)
8	E Nace Ln parking lot	2	LPR: 1 (F#002); Fixed video: 1 (C#004)
9	E Old Black Canyon Hwy & N Thimble Ln	1	LPR: 1 (F#051)
10	Glassford Hill Rd & Long Look Dr	4	Long-range LPR: 2 (LR#006, LR#005); Fixed video: 2 (C#026, C#028)
11	Glassford Hill Rd & Tuscany Way	1	LPR: 1 (#01)
12	Hwy 69 & Fain Rd	3	LPR: 3 (#22, #14, #16)
13	Hwy 69 & N Windsong Dr	1	LPR: 1 (#23)
14	Mountain Valley Park pavilion	1	PTZ video: 1 (C#017)

#	Location	# of Cameras	Camera Details
15	Mountain Valley Splash parking lot	1	PTZ video: 1 (C#016)
16	N Glassford Hill Rd & E Pav Way	1	LPR: 1 (#08)
17	N Glassford Hill Rd & Veterans Way	1	LPR: 1 (#09)
18	N Jasper Pkwy & E Copper Hill Dr	1	LPR: 1 (#19)
19	N Navajo Dr & E Valley Rd	1	LPR: 1 (#11)
20	N Robert Rd & Fain Rd	1	LPR: 1 (#07)
21	N Viewpoint Dr & E Addis Ave	1	LPR: 1 (#05)
22	N Viewpoint Dr & SR 89A	1	LPR: 1 (#03)
23	Prescott East Hwy & Frontage Rd	2	LPR: 2 (F#003, F#002)
24	SR 69 & E Baker St	1	LPR: 1 (#17)
25	SR 69 & Kachina Pl	1	LPR: 1 (#15)
26	SR 89A & Shiloh Rd	1	LPR: 1 (#18)
27	Spouse Dr & N Glassford Hill Rd	1	LPR: 1 (#12)

Investigative Workflow: How a Detection Becomes a Lead

ALPR provides a lead — a human officer, not the system, makes every enforcement decision.



Routine non-hit detections are retained no longer than 30 days; case-related information follows applicable statutory retention schedules.

Constitutional Standards & Building Community Trust



Fourth Amendment Compliance

- Courts have consistently held that travel on public roadways carries no reasonable expectation of privacy.
- No US Supreme court or appellate court have ruled ALPR are unconstitutional
- Short 30-day retention and reason-based searches prevent aggregate tracking and dragnet surveillance.

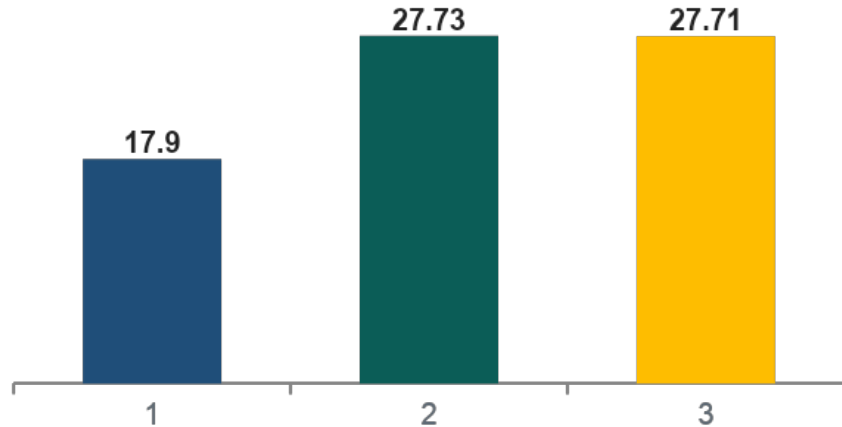


Accountability & Open Dialogue

- System audit assistance proactively flags anomalous search behavior for supervisory review.
- Ongoing Council study sessions and public reporting ensure continued public visibility.

Measurable Outcomes & Long-Term Funding Structure

Hit-and-run clearance rate



+9.8 pts clearance improvement

17.9% (2024) → 27.7% (2025 & 2026 YTD)

2026 YTD: 83 hit-and-run cases investigated •
23 arrests / citations issued

Grant-funded sustainability — recurring costs supported by state / grant funds beginning FY26.

Zero General Fund impact — no local General Fund tax dollars used for recurring camera costs.

Next Steps & Continued Program Governance

- 1 Continue regular Council progress updates and public-facing transparency metrics.
- 2 Periodically review and calibrate inter-agency sharing permissions and camera network placements.
- 3 Continue tracking case clearance rates, crime-reduction metrics, and victim restitution success stories.
- 4 Advance the town study regarding citizen review processes to sustain public trust.

Maintaining Prescott Valley's standing as one of the safest communities in Arizona.