



PRESCOTT VALLEY

Prescott Valley Police Department Traffic Safety Plan

Overview & Key Objectives

Overview: Designed to improve roadway safety and reduce traffic-related incidents, focusing on **Enforcement, Education, and Engineering.**

Key Objectives:

- 1.Reduce traffic collisions and injuries
- 2.Promote safe driving behaviors
- 3.Enhance community engagement
- 4.Utilize data-driven strategies for safety improvements



Enforcement & Key Traffic Data

- **Enforcement Strategies:**

- Traffic stop goals: Selective and directed enforcement daily
- Focus on speeding, distracted driving, red-light violations
- DUI enforcement during holidays & events
- Multiagency enforcement details with local partners on a quarterly basis

- **Traffic Crash Data:**

- In 2025, Prescott Valley reported a crash rate of 12.94 per 1,000 residents, compared to Arizona's 2024 rate of 15.89 and the national rate of 18.22 from 2023.
- The PVPD excels in emergency response with an average time of 3:50 per call, faster than the 5.62 average among 23 benchmarked agencies in an Overland Park, Kansas survey.



Enforcement & Key Traffic Data cont.

- **Traffic Data (2025 vs. 2024):**
 - DUI's: 241 (+9.55%)
 - Citations: 6070 (+8.74%)
 - Traffic Stops: 10072 (+8.42%)
- **Crash Data (2025 vs. 2024):**
 - Non-Injury - Property Only: 462 (+0.87%)
 - Injuries: 202 (+6.32%)
 - Fatalities: 3 (no change)
 - DUI Crashes: 53 (+6%)
 - Total Crashes: 667 (+2.46)



Response to Community Traffic Complaints

Glassford Hill enforcement based on community concerns in a one-week period in 2025.

- Traffic stops made - 69
- Total civil violations - 75
- Criminal Traffic Violations - 4
- Civil Speed Violations - 39
- Insurance Violations - 3

Education Strategies

- **Community Partnerships:** Collaborate with local organizations, schools, and businesses to promote traffic safety.
- **Community Events:**
 - DUI awareness programs (Know your Limit)
 - Mock crash scenarios (BMHS, Mayer High School, AAEC, Tri-City Prep)
 - Traffic Unit takes part in community open forums alongside the Town's Public Works team.
 - Car seat safety programs (24 a year), focusing on education and replacing unsafe car seats. These are both stand alone events and alongside Town/Community events.
 - (2) Bike rodeos a year, focusing on bicycle and pedestrian safety. Hundreds of helmets given away.
 - Back to School Night.



Traffic Education/Enforcement Plan for 2026

Partnerships alongside the PV Communications Team will release public service announcements to include awareness, education, and enforcement strategies. These will include social media posts and informative media reels.

- **January:** Winter driving and safety
- **March:** Following distance and tailgating
- **May:** Work zone safety
- **July:** School zone speed awareness
- **August:** Motorcycle awareness
- **September:** Moving over for emergency vehicles
- **October:** Nighttime driving and visibility
- **December:** Vehicle readiness and maintenance



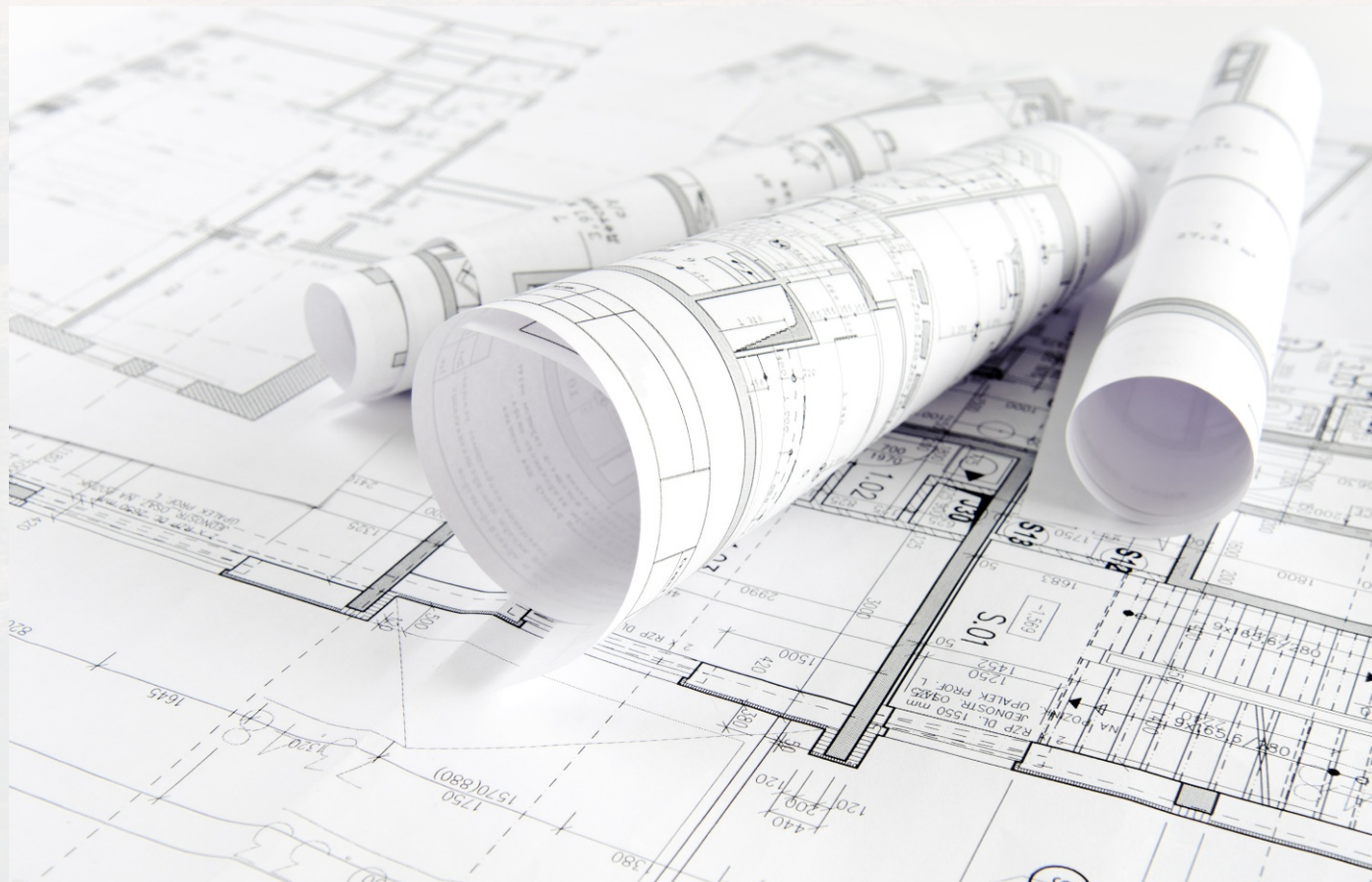
Engineering Solutions & Traffic Hotspots

- **Engineering Solutions:**

- Speed trailer placement in complaint zones and high-risk areas
- Cops 'N' Ops
- **Bi-Monthly Engineering Meetings:** Lieutenant Mike Corcoran meets with Town of PV engineers to address traffic concerns, focusing on signal timing, road construction, signage, and visibility.

- **Top 5 Collision Locations:**

- Fain / State Route 69 – 22
- Prescott East Hwy / State Route 69 – 12
- Stoneridge / State Route 69 – 10
- Florentine / Glassford – 17
- Lake Valley / State Route 69 – 11



Grant Funding - GOHS

Grants Awarded

- DUI/Impaired Driving Enforcement funds - \$55,680
- Occupant Protection Enforcement and Education - \$35,158
- Pedestrian & Bicycle Safety Enforcement - \$26,801
- STEP Enforcement - \$37,692
- Click It or Ticket Campaign - \$3,000
- **Total grant funds awarded - \$158,336**

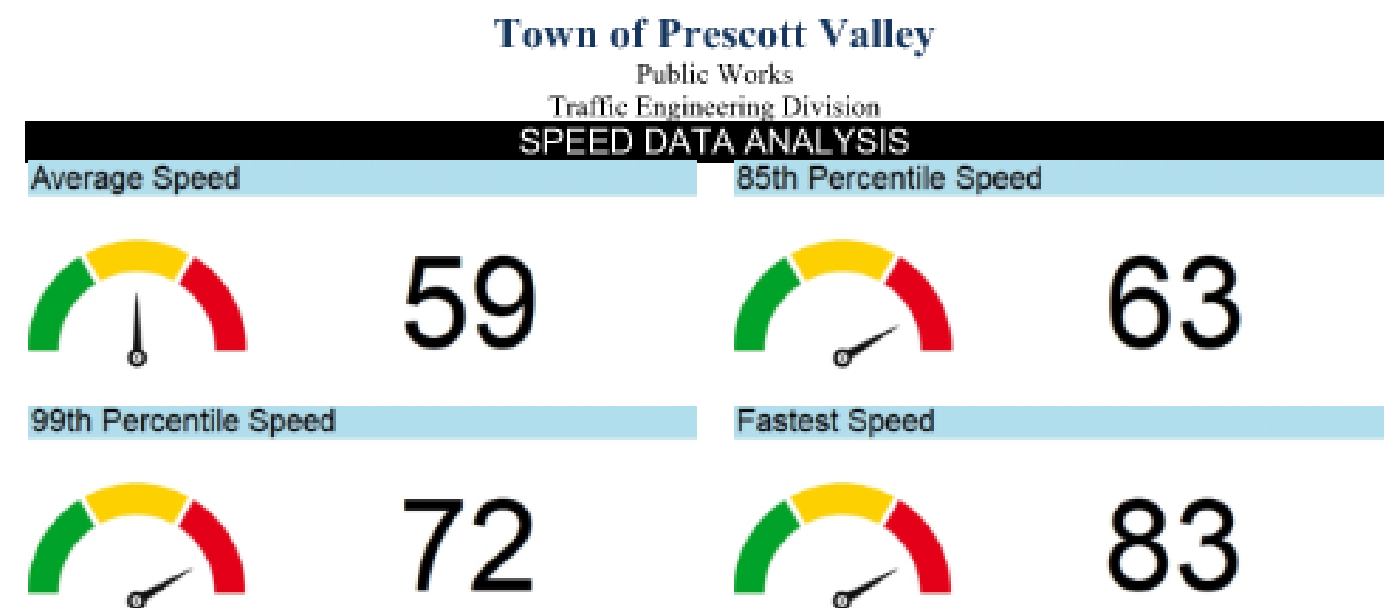
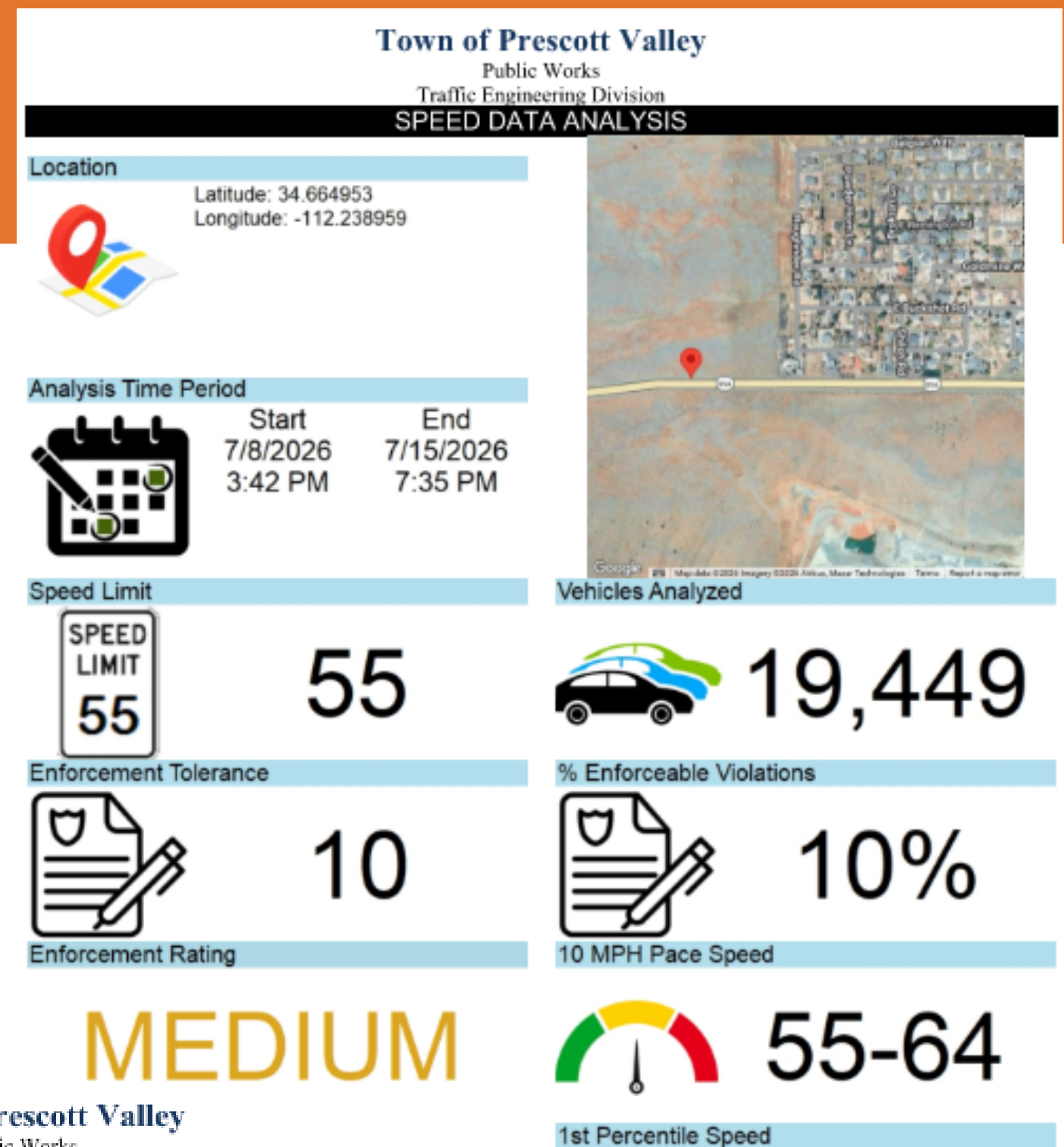


Vehicles provided by GOHS

- 2016 Ford Explorer
- 2021 Dodge Challenger (2)
- 2021 BMW Motorcycles (2)
- 2022 Chevrolet Camaro
- 2022 Dodge Ram Truck



SR89A – July 2026 update





SR-89A joint data collection with ADOT



Loos Drive school zone refresh and new sidewalk/ramp connection.

Lakeshore Drive Windsong to Victor sidewalk extension – improved connectivity to Central Core MUP



Engineering & Public Improvements (cont.)



Jasper Parkway & Copper Hill Drive
grade mitigation



Streetlight installations
and upgrades



... and more!

Continued work, study, and advancement of
the goals laid out in the Safe Streets For All
Safety Action Plan adopted February 2025.

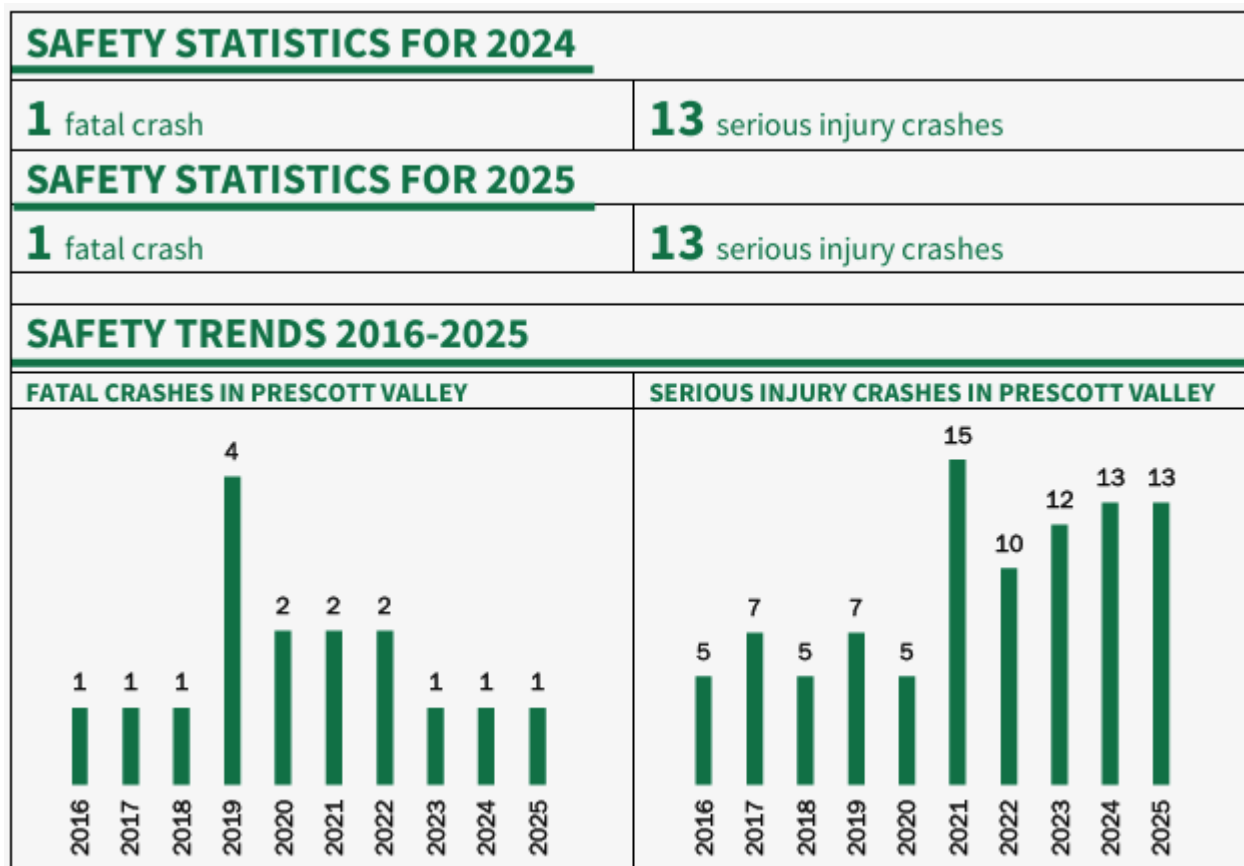


Safety Action Plan – 2025 update (April 2026)

The Safety Action Plan originally looked at 10 years of data from 2014 to 2023.

Annual update tracks progress towards goals as well as viewing new data and trends.

1 fatal collision in both 2024 and 2025, both on Viewpoint Drive.



2025 Safety Improvements

Project Updates

The following safety improvements were installed in the Town of Prescott Valley in 2025:

- Solar-powered rectangular rapid flashing beacons (RRFBs) at the following locations:
 - Nace Lane/Robert Road
 - Skoog Boulevard at the Arizona Agribusiness and Equine Center High School
 - Jasper Parkway/Glassford Hill Summit Trail
- Audible push buttons at the crosswalks at the following locations:
 - Glassford Hill Road/Lakeshore Drive
 - Glassford Hill Road/Long Look Drive

Future Plans

The Town of Prescott Valley has several safety-related projects within their Capital Improvement Plan (CIP) scheduled for Fiscal Year 2026 (FY2026) and 2027 (FY2027), as shown in **Table 2**.

Table 2. Prescott Valley FY2026 and FY2027 Safety Projects

Project Name	FY2026 Cost	FY2027 Cost
Cattletrack Phase II Sidewalk Extension	\$2,927,000	-
Glassford Hill Road Expansion	\$13,900,000	-
Jasper Phase II Road Expansion and Multi-Use Path	-	\$125,000
Lake Valley Mill & Fill	\$553,000	-
Lakeshore Drainage Improvements	\$1,100,000	-
Lakeshore/Lake Valley Intersection	\$250,000	\$814,000
Lasso Loop Study/PV Shared Use Path	\$378,600	-
Main Street Improvements	\$100,000	\$330,000
Old Black Canyon Multi Use Path	\$2,100,000	-
Old Black Canyon/Stoneridge Streetlight	\$110,000	-
Pedestrian Connectivity – Mountain Valley Park Area	-	\$200,000
Pedestrian Solar Crossings (2)	\$253,000	-
Robert Road Lane Reconfiguration: Tranquil Blvd to Roundup Dr	\$60,000	-
Robert Road Multi Modal Improvements	-	\$1,050,000
Santa Fe Loop Road Re-Construction	\$600,000	-
Street Improvements	-	\$10,000,000
Town Wide Drainage Improvements	\$100,000	-
Viewpoint Multi-Use Path Extension	\$2,630,830	\$11,000,000



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