



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](#).

MEETING PROTOCOL: The Mayor or other presiding officer at the meeting may change the order of Agenda items and/or take items on the Agenda in an order they determine is appropriate [A.R.S. §38-431.02(H); Town Code §§2-02-040(B) & 2-04-060].

Forms to request accommodations pursuant to Section 504/ADA guidelines are available from the Office of the Town Clerk at the location listed above, or by calling (928)759-3028. Such requests must be submitted twenty-four (24) hours prior to the meeting.



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Service Excellence | Integrity | Respect | Teamwork | Fun

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] - **Updated Attachment 9/29/26**

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: Heather Ruder, Public Works Director

DEPARTMENT: Public Works

AGENDA TYPE: Discussion Item(s)

SUBJECT: Roadway Asset Services - Discussion Only [Josh Newsham, Deputy Public Works Director]

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:

On September 14, 2023, the Town Council approved an agreement with Roadway Asset Services (RAS) to assess road conditions within the Town and prepare data to determine types of treatment needed for future roadway maintenance.

Over the last three years, staff has implemented a pavement preservation program based on the Pavement Condition Index (PCI) data gathered by RAS. Staff would now

like to give the Council an update on the program and share information regarding possible next steps.

Staff will be seeking Council approval at a later date to have RAS re-drive and re-rank the PCI data of all Town roadways in Spring 2027. It is recommended that PCI data be updated every 3–5 years to ensure accurate information is being utilized for pavement preservation planning (including incorporation of new streets and roadways improved as part of the pavement preservation program).

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

Presentation



PAVEMENT CONDITION EVALUATION RESULTS TOWN OF PRESCOTT VALLEY, AZ



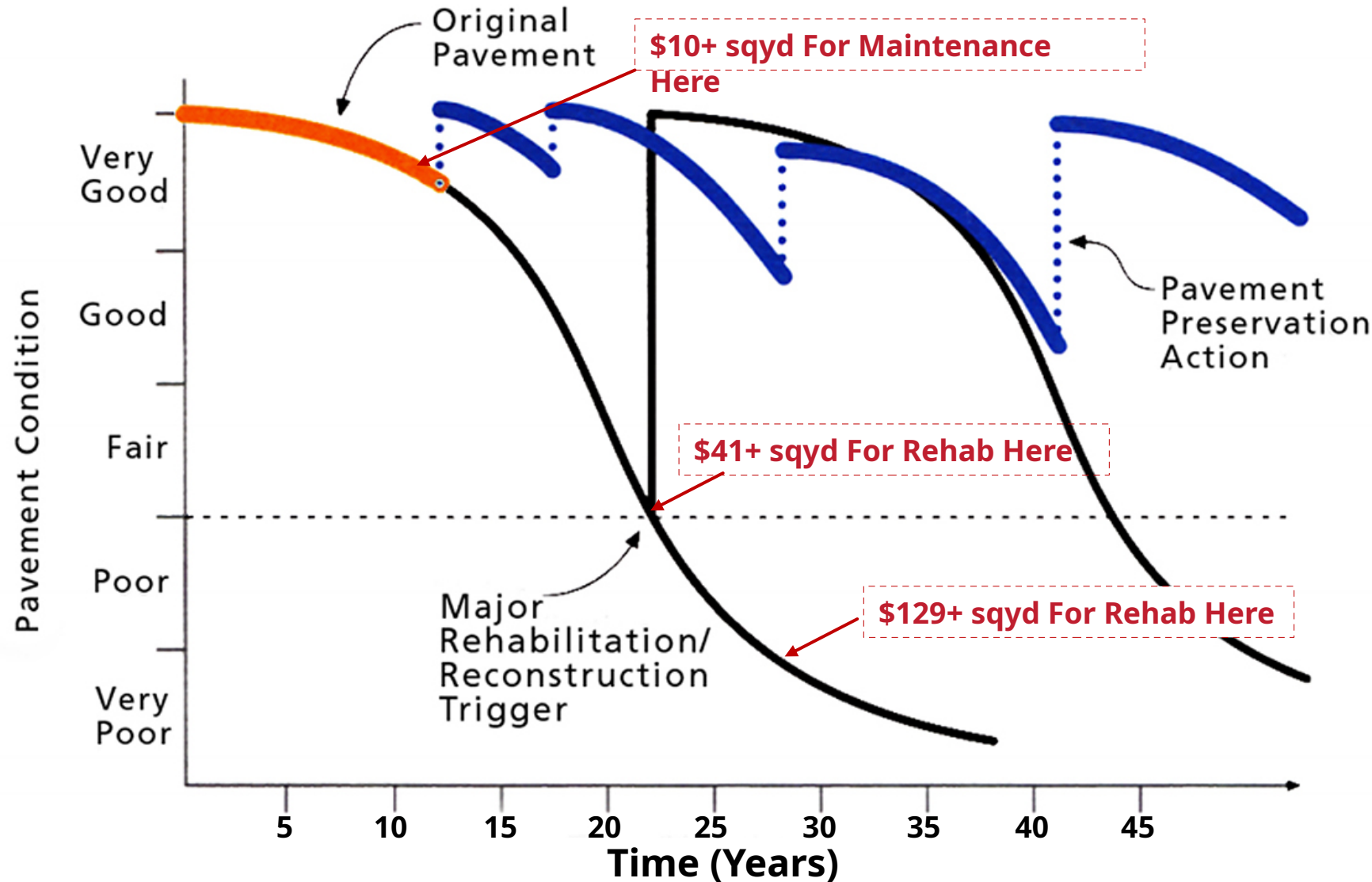


- **Centerline Miles** – Town maintains appx. 290 linear miles of paved roadway
- **Paved Area** – Over 4.46M SQYDS of pavement or enough material to pave a small two-lane road to San Diego California
- **Network Replacement Value** – Over a \$500M Dollar Asset (pavement only)
- **Pavement condition index (PCI)** – score 0 to 100
- **Preservation** – Light weight and cost-effective treatment to extend design life
- **ASTM D 6433** – National guideline for evaluation of pavements

Pavement Condition Index (PCI)	Condition Description
86 – 100	GOOD
71 – 85	SATISFACTORY
56 – 70	FAIR
41 – 55	POOR
26-40	VERY POOR
11-25	SERIOUS
0 – 10	FAILED

System Statistics & Terminology

Purpose of Pavement Management



Benefits of Active Maintenance

- Extend pavement design life at lowest possible cost
- Reduce the cost of roadway ownership
- Improve the level of service over the roadway's life
- Delay costly rehabilitation for as long as possible

Roadway Asset Collection Van

Ladybug 360° Right-of-Way Camera

- Panoramic 360 degree video
- proven Ladybug camera technology
- 32 mega pixel resolution.
- Integrated with onboard DMI to increase relative accuracy
- Processed every 20 feet
- Utilized for asset extraction.

Global Positioning System (GPS)

Laser Crack Measuring System (LCMS-2)

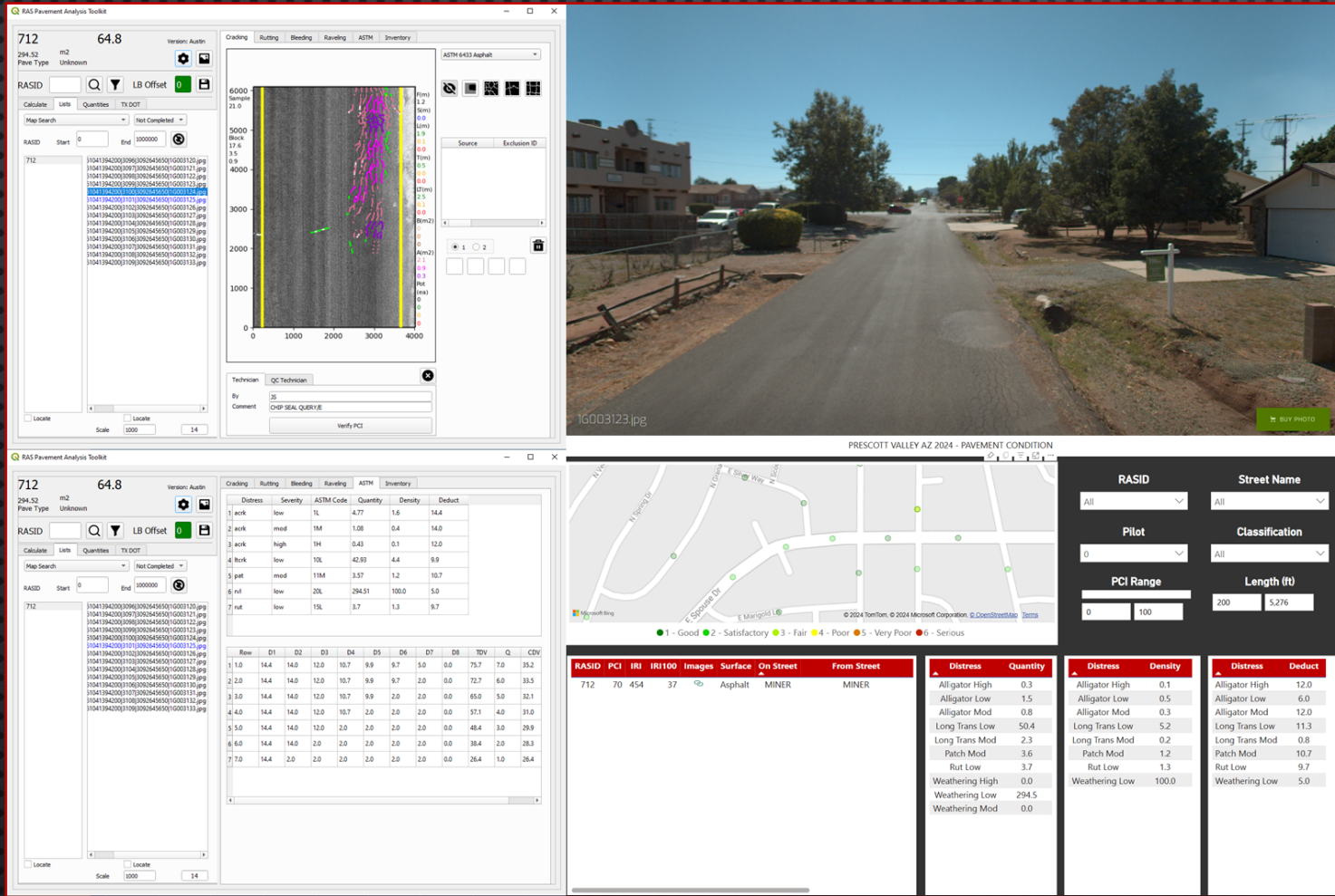
- two 1-millimeter resolution line scan cameras.
- 1mm resolution is equivalent to over 4,000 dedicated laser points.
- 32MP HD imagery
- 100% contiguous survey & processing
- Objective ASTM D6433 assessment

TTI Certified 3-Laser Profiler -Roughness -Rutting

Internal Inertial Measuring Unit (IMU) Distance Measuring Instrument (DMI)

High Quality ROW Images





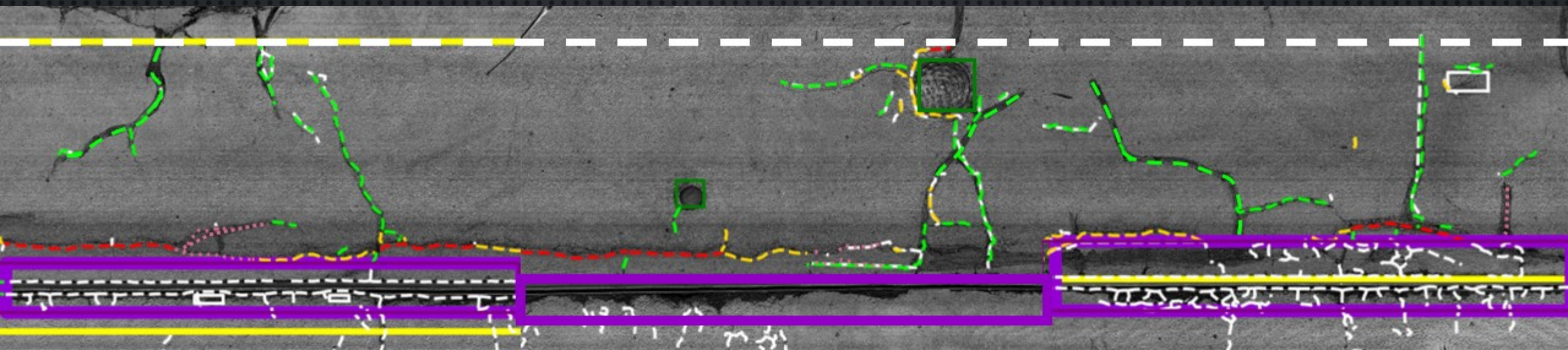
Road TRIP

Technical Rating Intelligence Program

- Sensor processing to detect, classify, and quantify ASTM D6433 distresses
- Detected distresses measured and overlaid on images
- Distresses classified based upon geometry and density algorithm
- GIS coordinates for each distress ties to images for location
- Images available for QC and verification
- Calculated an ASTM D6433 PCI score for every segment of road

Onsite Pilot Field Review

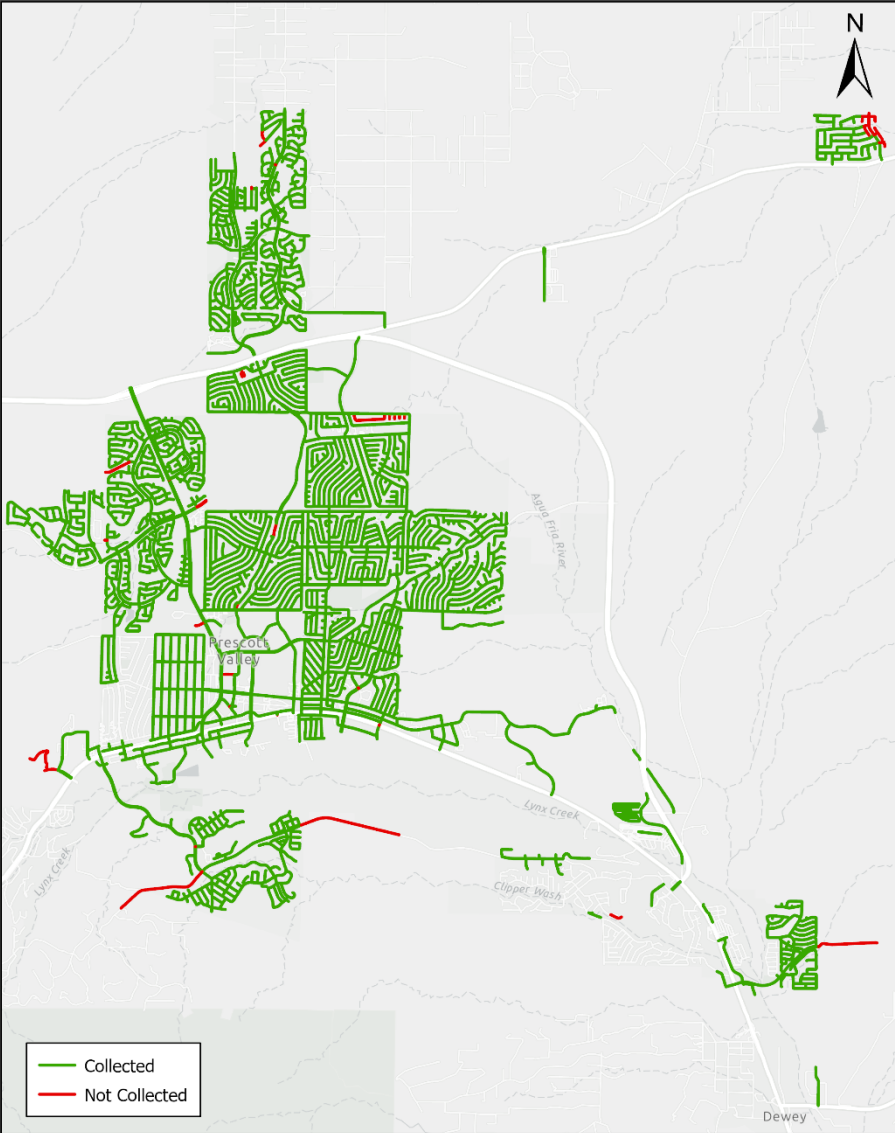
- Perform field visit with Town staff to review pilot data and results
- 100% Linear Survey
- Automated processing evolution
 - Block cracking vs Alligator cracking
- Select Good / Fair / Poor roads for pilot
 - Perform QC on collected data in the field
- Discuss conditions and expectations with Staff



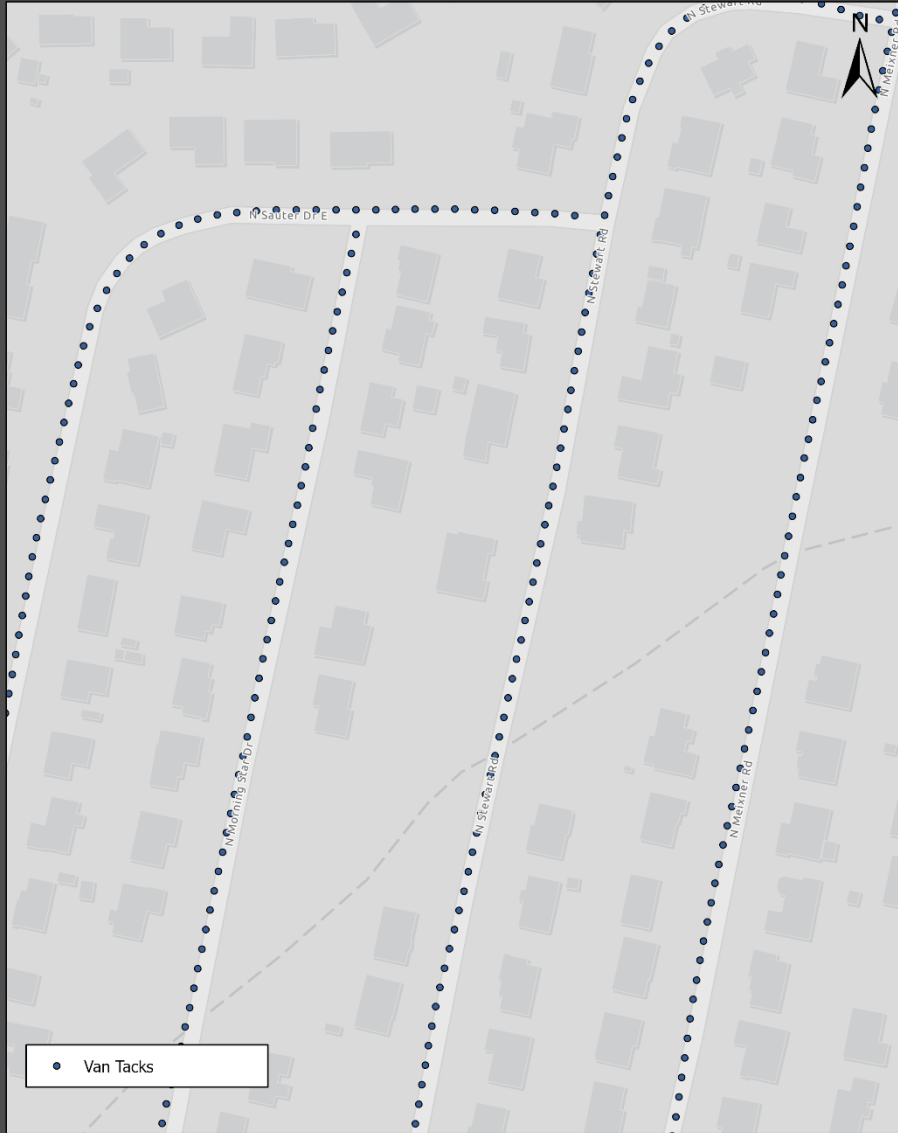
CENTERLINE FILE VERIFICATION



Collection Status | Prescott Valley, AZ



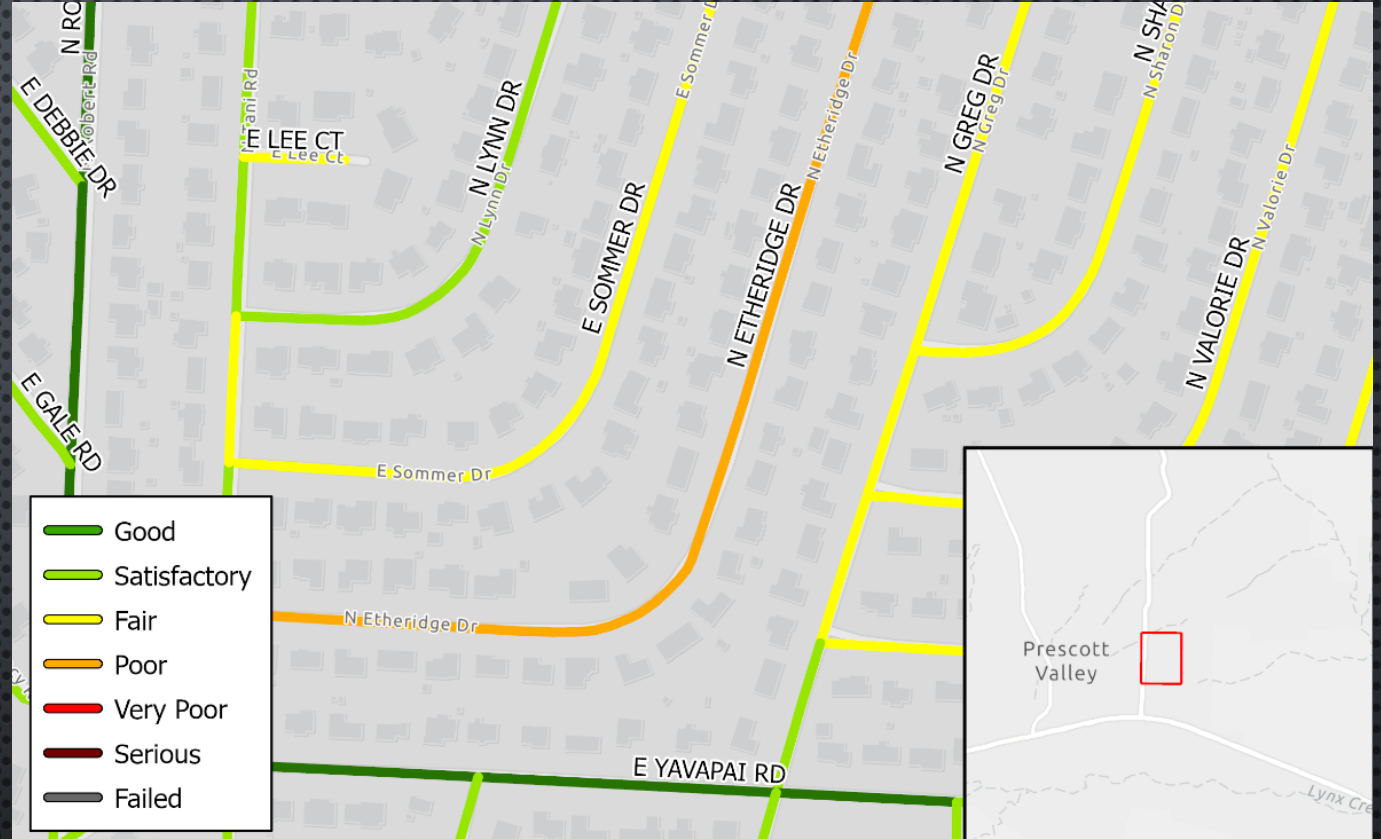
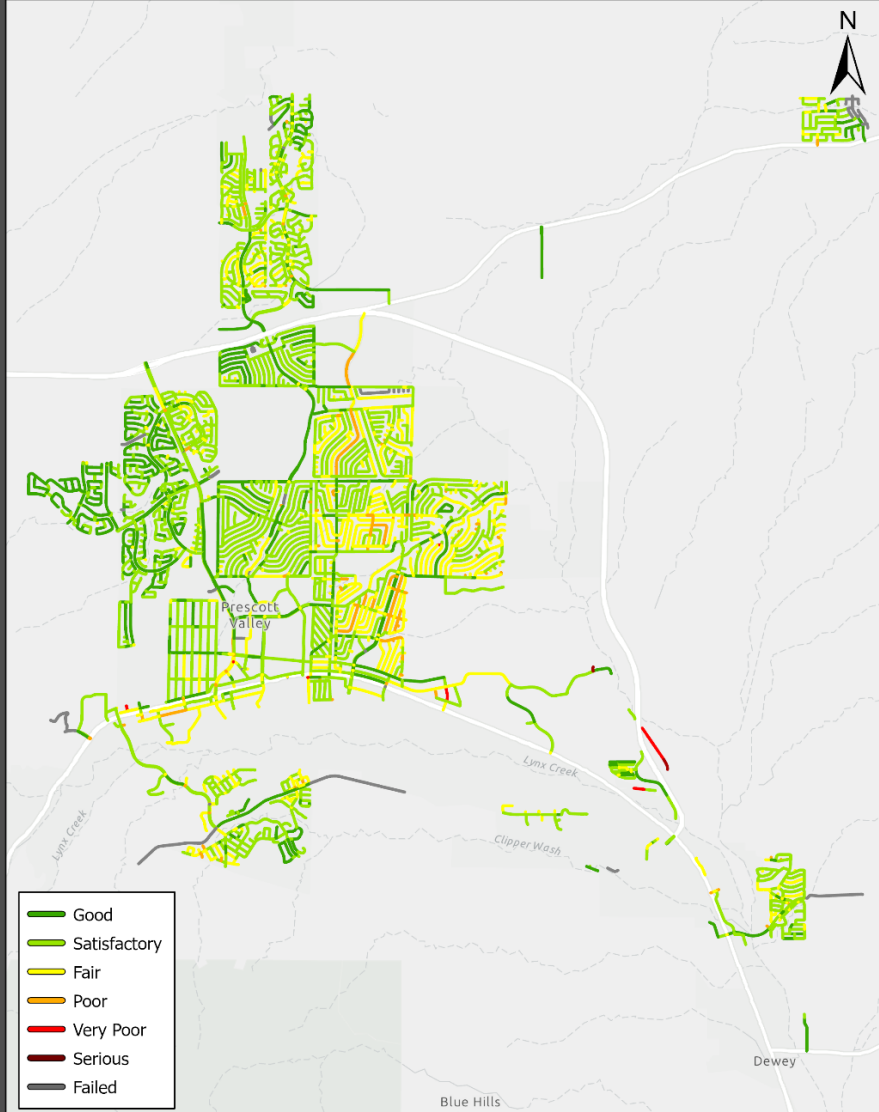
Network Coverage Example | Prescott Valley, AZ



2023 PAVEMENT CONDITION RESULTS



OCI Distribution | Prescott Valley, AZ



Pavement Condition Index (OCI) Range	Condition Description	Total Area Yd2	Total Distance (Centerline Miles)	Percent of Asphalt Miles
86 - 100	Good	1,073,236	62.82	24.05%
71 - 85	Satisfactory	2,441,478	158.56	54.70%
56 - 70	Fair	821,659	54.25	18.41%
41 - 55	Poor	112,966	7.19	2.53%
0- 40	Very Poor	11,602	0.79	0.26%
11-25	Serious	2,505	0.17	0.06%
0-10	Failed	0	0	0.00%
Total of Rated Segments		4,463,446	283.78	100%

2023 Pavement Condition Results



Network Average PCI

The national average we see is a 65-75. Less than 1 in 10 score above a 75 and less than 1 in 20 above an 80



Percent of Good Roads

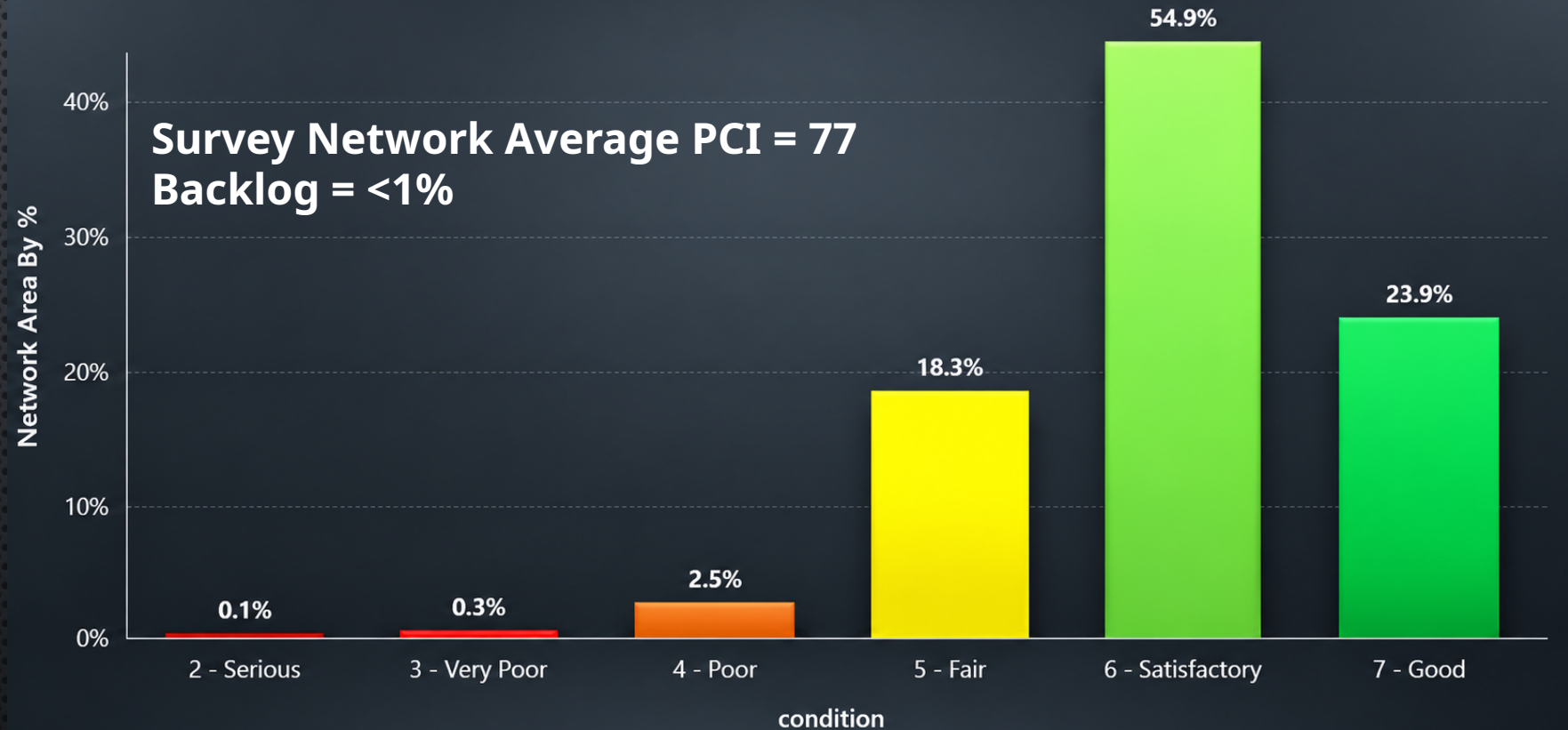
15 - 20% is about the average we see across the nation



Percent of Backlog

These are the Very Poor, Serious, & Failed roads. Less than 10% is ideal and 15% is a maximum recommended mark. 20% and greater is difficult to catch up from

Condition Summary By Category



Forecasted 2026 Pavement Condition Results



Network Average PCI

The national average we see is a 65-75. Less than 1 in 10 score above a 75 and less than 1 in 20 above an 80



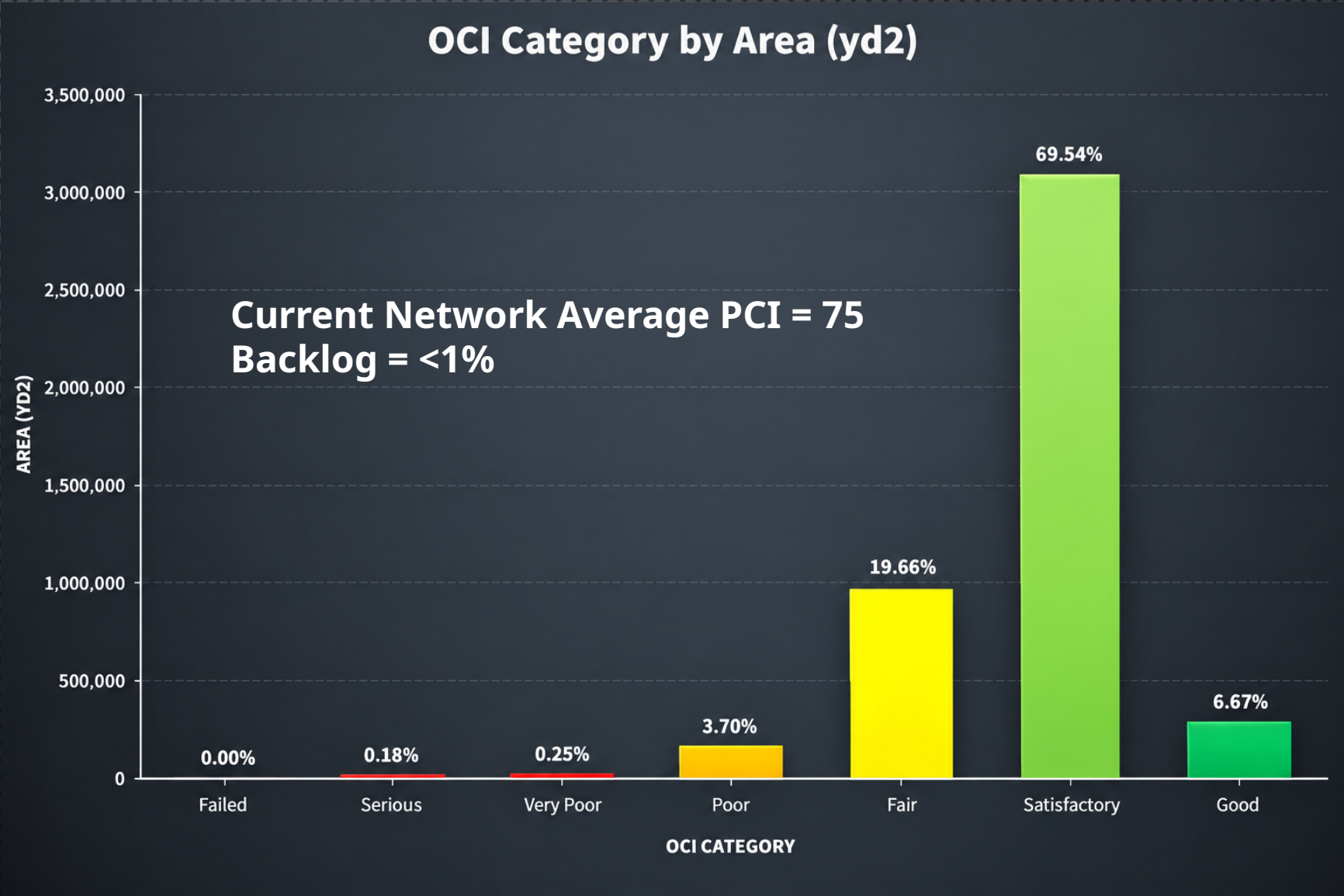
Percent of Good Roads

15 - 20% is about the average we see across the nation



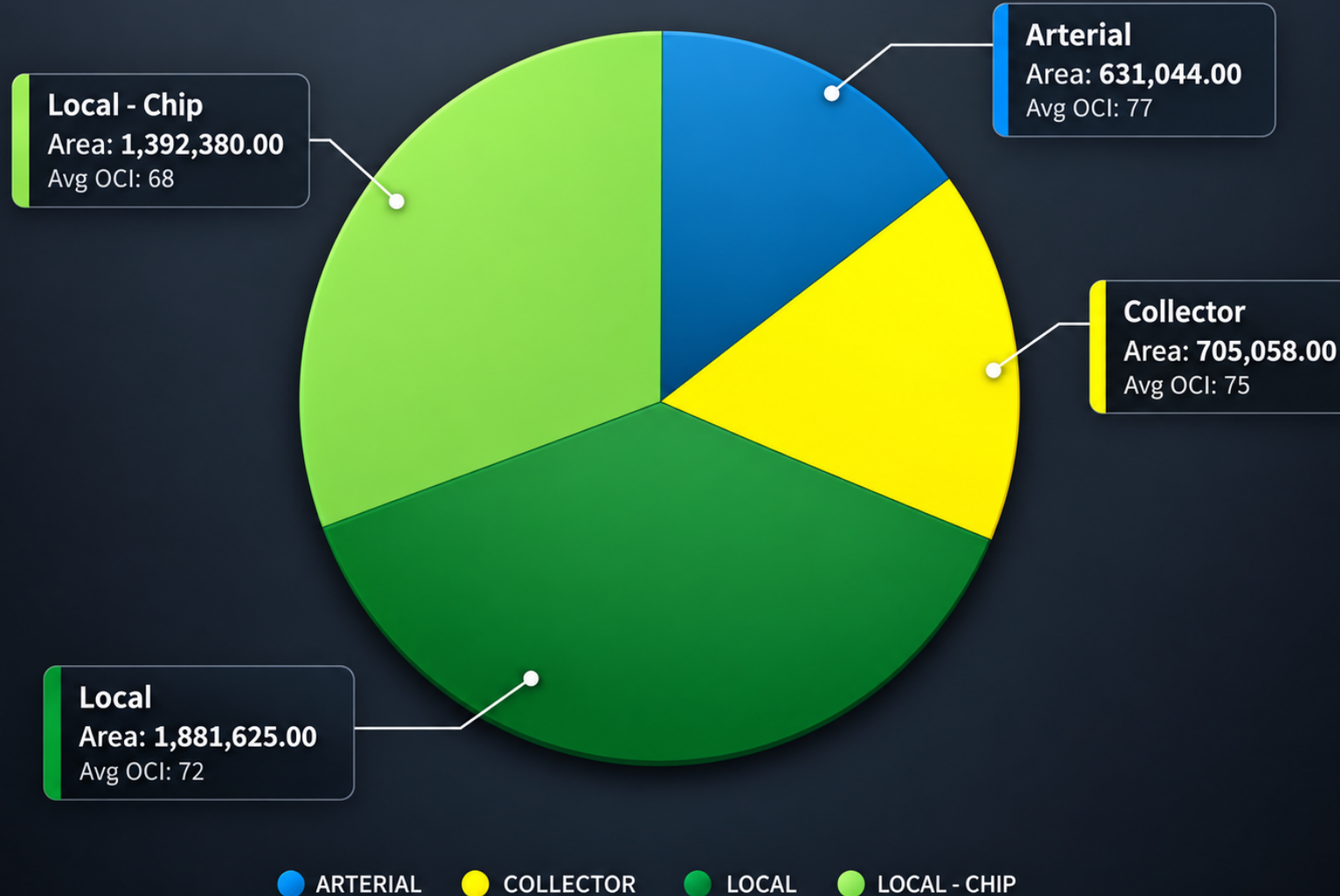
Percent of Backlog

These are the Very Poor, Serious, & Failed roads. Less than 10% is ideal and 15% is a maximum recommended mark. 20% and greater is difficult to catch up from



Types of Roadways in Prescott Valley

Area by Classification and Avg OCI



Programmed Maintenance & Rehabilitation Activities

PAVEMENT TYPE		CLASSIFICATION			STRENGTH		ACTIVE					
Asphalt		ARTERIAL			Asphalt - Strong		All					
Pavement Type	Classification	Strength	Active	Code	Treatment	Min PCI	Critical PCI	Max PCI	\$/yd2	Priority	Reset Type	Reset Value
Asphalt	ARTERIAL	Asphalt - Strong	N	0	Do Nothing	85	88	100	0.00	500	absolute	0
Asphalt	ARTERIAL	Asphalt - Strong	Y	100	Microsurfacing	70	73	85	10.27	300	relative	10
Asphalt	ARTERIAL	Asphalt - Strong	Y	110	Cape Seal + Patching	60	63	70	10.76	200	relative	15
Asphalt	ARTERIAL	Asphalt - Strong	Y	200	Mill & Overlay	40	43	60	42.00	100	absolute	95
Asphalt	ARTERIAL	Asphalt - Strong	Y	300	Full Depth Reconstruction	0	25	40	135.45	400	absolute	99

A few enhancements:

Treat each classification separately

Arterials – Collectors – Locals – Locals w/chip

Preservation activities included (i.e. slurry, Micro, Cape, etc.)

Mill & Overlay and Full Depth Reconstruction included

PAVEMENT TYPE		CLASSIFICATION			STRENGTH		ACTIVE					
Asphalt		LOCAL			Asphalt - Strong		All					
Pavement Type	Classification	Strength	Active	Code	Treatment	Min PCI	Critical PCI	Max PCI	\$/yd2	Priority	Reset Type	Reset Value
Asphalt	LOCAL	Asphalt - Strong	N	0	Do Nothing	85	88	100	0.00	500	relative	0
Asphalt	LOCAL	Asphalt - Strong	Y	101	Microsurfacing + Patching	60	63	70	10.76	200	relative	15
Asphalt	LOCAL	Asphalt - Strong	Y	140	Slurry Seal	70	73	85	10.27	300	relative	10
Asphalt	LOCAL	Asphalt - Strong	Y	200	Mill & Overlay	40	43	60	42.00	100	absolute	95
Asphalt	LOCAL	Asphalt - Strong	Y	300	Full Depth Reconstruction	0	25	40	135.45	400	absolute	99

Why This Road and Not That One???

WHAAAAA?!?!?



Let's define selection criteria commonly used:

Prioritization = Order of Priority
Arrange from highest to lowest

Financial Optimization = Maximum Financial
Benefit
Arrange from maximum to minimum



Prioritization = Order of Priority
Arrange from highest to lowest



CRITICAL – Roads that will drop into a more costly rehabilitation category next year

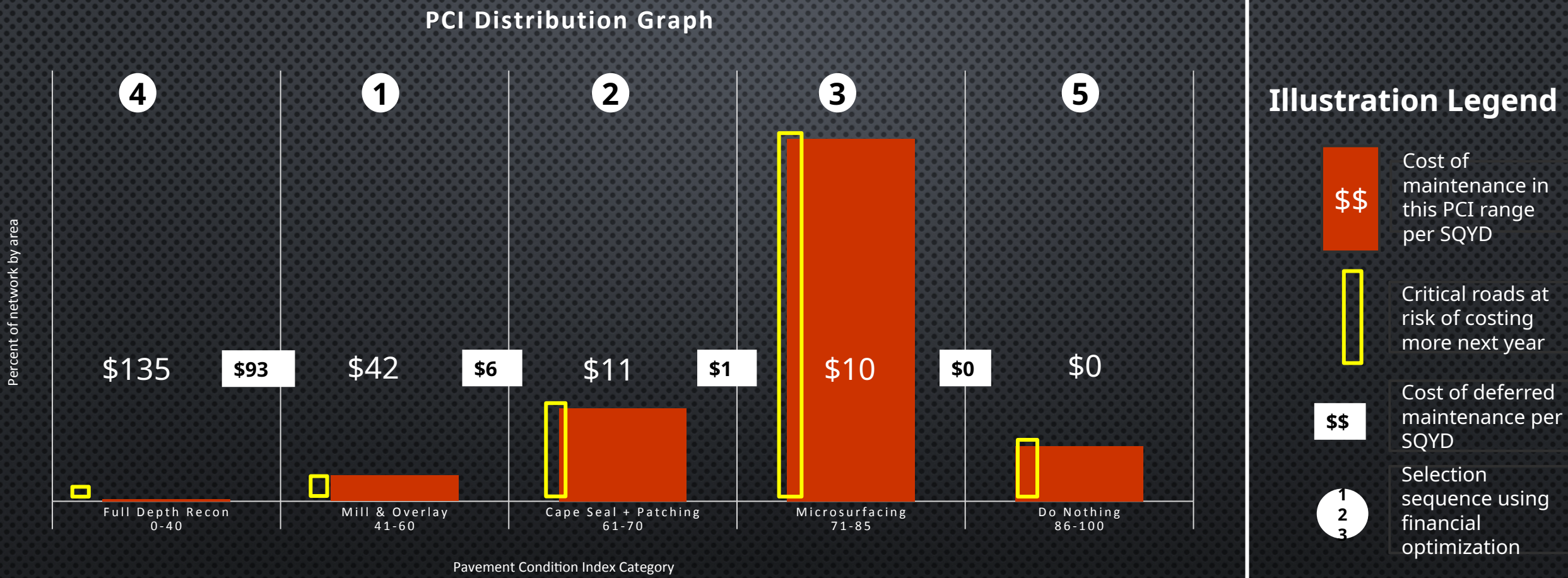
Pavement Type – Asphalt typically a higher priority as it deteriorates more rapidly

Traffic/Classification – Higher volume roadways have higher priority

Strength – Weak roads have a higher priority than strong roads

PCI / Condition – Absolute PCI values are then used as a tie breaker

What Does Cost of Deferral Prioritization Look Like?



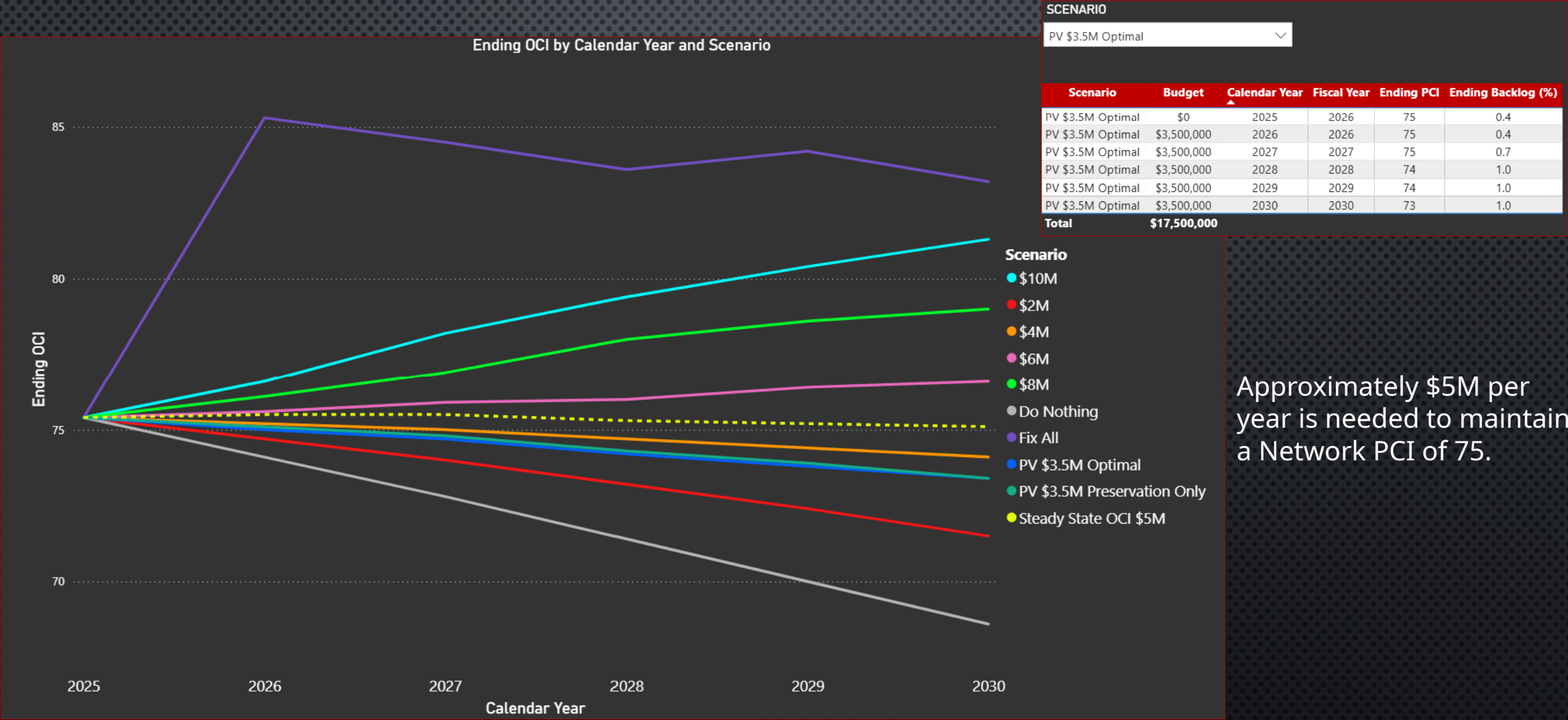
*Sample Illustration Using Rounded Prescott Valley Unit Rates for the Arterial Roadway Network

Unlimited Funding - TODAY'S Needs Of The Network

Treatment	Mgt Section Area (yd2)	% of Area	Unit Rate	Treatment Total Cost	% of Total Cost ▼
Slurry Seal	1,255,899	28.14%	10.27	\$12,898,524.30	26.26%
Chip Seal + FOG	818,343	18.33%	9.91	\$8,109,676.01	16.51%
Microsurfacing	677,143	15.17%	10.27	\$6,954,551.94	14.16%
Full Depth Reconstruction	42,127	0.94%	135.45	\$4,556,364.69	9.28%
Chip Seal + FOG + Patching x2	311,917	6.99%	11.27	\$3,515,400.92	7.16%
Microsurfacing + Patching	274,391	6.15%	10.76	\$2,952,428.40	6.01%
Mill & Overlay + Patching x1	54,402	1.22%	43.00	\$2,339,329.50	4.76%
Chip Seal + FOG + Patching x1	188,548	4.22%	10.91	\$2,013,139.62	4.10%
Microsurfacing + Patching x1	151,504	3.39%	11.76	\$1,734,933.87	3.53%
Mill & Overlay + Patching x2	28,335	0.63%	44.00	\$1,246,698.20	2.54%
Cape Seal + Patching x1	99,127	2.22%	11.76	\$1,165,757.14	2.37%
Mill & Overlay	13,583	0.30%	42.00	\$570,526.96	1.16%
Slurry Seal + Patching x1	36,763	0.82%	11.27	\$414,379.98	0.84%
Chip Seal + FOG + Patching x3	31,350	0.70%	12.27	\$384,690.65	0.78%
Cape Seal + Patching	23,189	0.52%	10.76	\$249,488.43	0.51%
Microsurfacing + Patching x2	1,025	0.02%	12.27	\$12,588.89	0.03%
Do Nothing	455,800	10.21%	0.00	\$0.00	0.00%
Total	4,463,446	100.00%		\$49,118,479.48	100.00%

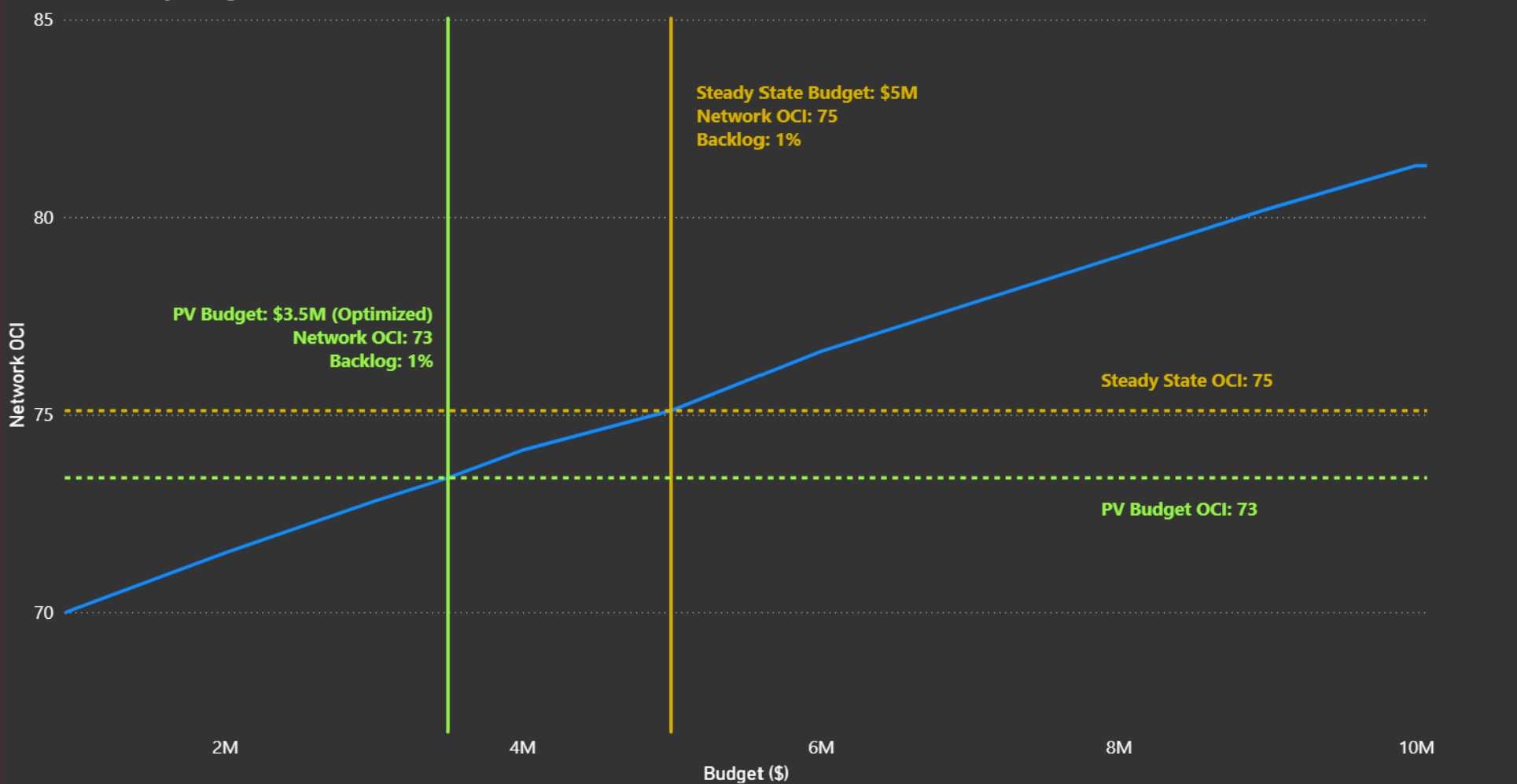
Budget Requirements & Needs

Town Budget = \$3.5M (pavements only)



Budget Requirements & Needs...

Network OCI By Budget



Pavements Only

\$5M is for pavements only and does not include:

- Utility paving
- Future bonds
- Growth
- Drainage concerns
- Additional width
- Signage, striping, etc.

QUESTIONS





TOWN OF PRESCOTT VALLEY
STAFF REPORT

DATE: 10/01/2026

TO: Mayor & Town Council

THROUGH: Gilbert Davidson, Town Manager

FROM: Heather Ruder, Public Works Director

DEPARTMENT: Public Works

AGENDA TYPE: Discussion Item(s)

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

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:

Under the Town Code, any parking restrictions in Town rights-of-way require action of the Town Council by Resolution. In February 1995, Resolution No. 613 was adopted by the Council to restrict parking on a list of 24 collector and arterial streets to establish a "comprehensive and uniform system of 'no parking'..." Since then, 14 new collector and arterial streets have been constructed (or re-classified) and have not explicitly been included by Resolution as part of the "comprehensive and uniform system". It has also

been noted that a number of the roads identified in the 1995 Resolution either did not have the required signage installed or, over the years, signage installed has evolved to not correspond exactly with what was listed in the Resolution.

The Safety Action Plan adopted by the Town in March 2025 recommended that the Town look at amending the Town Code to give authority for staff to administratively establish parking restrictions. It was expected such flexibility would reduce the number of collisions with parked vehicles. The ability of the Public Works Department (either through its Director, the Town Engineer, or a designee) to readily determine and make changes to street parking would reflect an increased commitment to safety and traffic circulation (especially on major roadways).

It is noted that parking restrictions on local roadways or other unclassified neighborhood streets can have a political component involving neighborhood residents. Therefore, in conjunction with this proposed amendment to Town Code 11-03-040 Public Works would be tasked with developing guidelines and/or resident-led processes for establishment or modification of parking restrictions in such areas.

RECOMMENDED MOTION:

N/A Discussion Only; No Action Requested.

STAFF RECOMMENDATION:

N/A Discussion Only; No Action Requested.

FISCAL ANALYSIS:

It is noted that costs for establishment of parking restrictions (e.g., signage and roadway marking) may increase slightly due to more attention being given to parking on a regular basis by Public Works staff. At present, costs are between \$150 to \$300 per sign installation based on bid or coop contracts with sign suppliers. The funding source is typically the Streets operating budget.

Attachments

Draft Ordinance No. 2026-986 - Town Code Chapter 11 Amendments, Approve Parking Restrictions Presentation

Ordinance No. 2026-986

AN ORDINANCE OF THE MAYOR AND COMMON COUNCIL OF THE TOWN OF PRESCOTT VALLEY, A MUNICIPAL CORPORATION OF ARIZONA, AMENDING TOWN CODE SECTION 11-03-040 “AUTHORITY TO ERECT SIGNS RESTRICTING PARKING” IN ARTICLE 11-03 “PARKING” IN CHAPTER 11 “TRAFFIC” AS RECOMMENDED IN THE PRESCOTT VALLEY “SAFE STREETS FOR ALL (SS4A) SAFETY ACTION PLAN”; PROVIDING THAT ALL OTHER CHAPTERS, ARTICLES, AND SECTIONS OF THE TOWN CODE, NOT HEREIN AMENDED, SHALL REMAIN IN FULL FORCE AND EFFECT; AND PROVIDING THAT THIS ORDINANCE TO BE EFFECTIVE THIRTY (30) DAYS AFTER ITS PASSAGE AND APPROVAL ACCORDING TO LAW.

WHEREAS, in February 2024, the Town Council entered into a professional services agreement with Kimley-Horn Consultants (“Consultants”) to complete a “Safe Streets for All (SS4A) Safety Action Plan” (“SAP”) for the Town; and

WHEREAS, the intent of the SAP was to develop a well-defined strategy to substantially reduce and eventually prevent roadway fatalities and serious injuries within the Town; and

WHEREAS, on February 27, 2025, the Council approved Resolution No. 2025-2408 adopting the SAP; and

WHEREAS, in the SAP final report, the Consultants noted the historically large number of motor vehicle crashes in the Town involving parked vehicles; and

WHEREAS, the Town Code currently requires Council approval by resolution of all restricted parking designations (and related installation of restricted parking signs); and

WHEREAS, the Consultants recommended expediting the current approval process by amending Town Code §11-03-040 “Authority to Erect Signs Restricting Parking” to authorize the Town Engineer (or designee) to administratively designate and approve parking restrictions (and related erection of signs) based on traffic engineering standards; and

WHEREAS, the Council finds it is in the best interests of the health, welfare, and safety of the Town and its residents to amend Town Code §11-03-040 consistent with the Consultants’ recommendations;

NOW, THEREFORE, BE IT ORDAINED BY THE MAYOR AND COMMON COUNCIL OF THE TOWN OF PRESCOTT VALLEY, ARIZONA, AS FOLLOWS:

SECTION ONE. That Section 11-03-040 “Authority to Erect Signs Restricting Parking” in ARTICLE 11-03 “PARKING” in CHAPTER 11 “TRAFFIC” of the Town Code of the Town of Prescott Valley, Arizona, be hereby renamed and amended to read as follows:

11-03-040 Authority to Designate Restricted Parking Areas and to Erect Signs Restricting Parking.

The Town Engineer (or his designee), ~~upon approval by the Town Council,~~ is hereby authorized to designate restricted parking areas within the Town as deemed necessary for the protection of motorists and pedestrians in accordance with traffic engineering standards and to install and maintain ~~may erect signs requiring parking at an angle to the curb, allowing parking on the left hand curb on one-way streets, notifying drivers that parking is prohibited, and/or otherwise restricting parking in any way that may be necessary.~~ No parking restrictions shall become effective until such restricted parking area is specifically designated by ~~resolution of the Town Council~~ the Town Engineer (or designee), and signs have been erected as authorized by this Section. No person may stop or stand a vehicle in disobedience to such parking restrictions.

(Ord. No. 8, Enacted, 06/28/79; Ord. No. 178, Ren&Amd, 05/26/88, 9-03-040; Ord. No. 2026-986; Ren&Amd, 10/22/26)

SECTION TWO. That all other Chapters, Articles, and Sections of the Town Code, not herein amended, shall remain in full force and effect.

SECTION THREE. That, if any provision in this Ordinance is held invalid by a Court of competent jurisdiction, the remaining provisions shall not be affected but shall continue in full force and effect.

SECTION FOUR. That this Ordinance shall be effective thirty (30) days after its passage and approval according to law.

PASSED AND APPROVED by the Mayor and Common Council of the Town of Prescott Valley, Arizona, this 22nd day of October, 2026.

Kell Palguta, Mayor

ATTEST:

Fatima Fernandez, Town Clerk

APPROVED AS TO FORM:

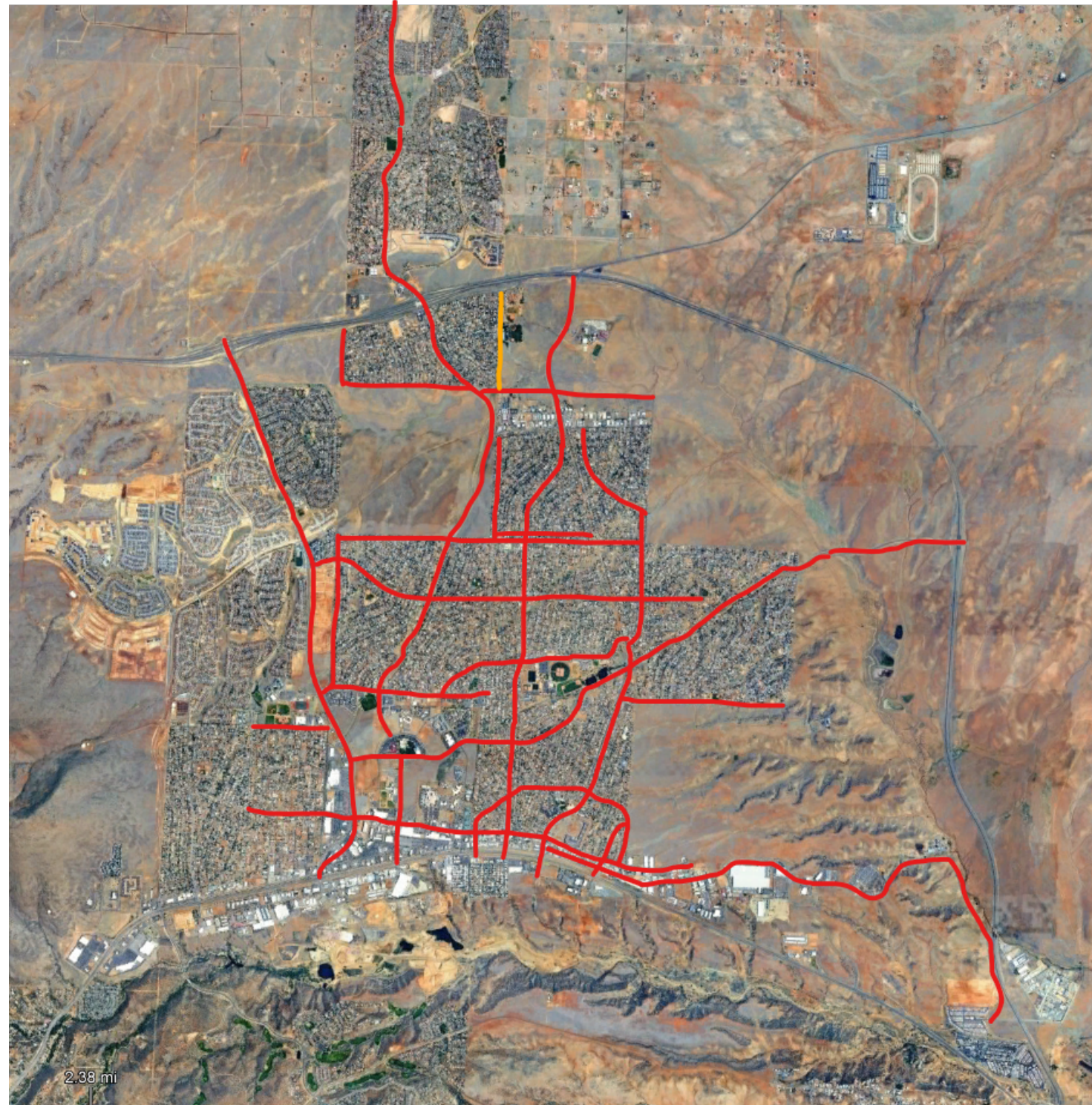
Ivan Legler, Town Attorney



PRESCOTT VALLEY

Authority to Erect Parking Restrictions

1 October 2026



Designated NO PARKING roadways shown in red, all times.

No daytime parking (6am – 6pm) in orange (Cattletrack Road).

Current collectors/arterials that did not exist or otherwise not considered in 1995 –

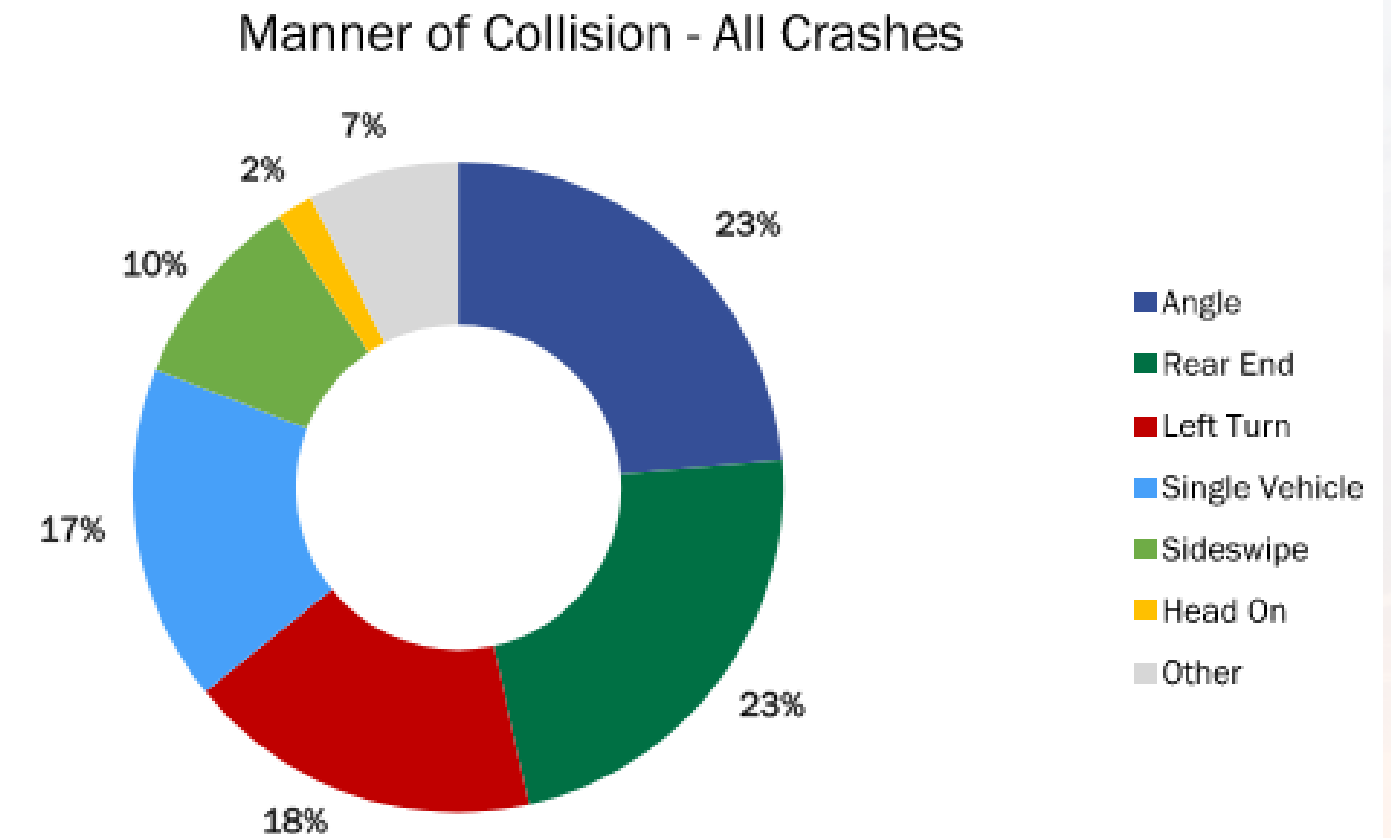
- | | |
|---|---|
| <ul style="list-style-type: none">• Bradshaw Mountain Road• Old Black Canyon Highway• Stoneridge Drive• Market Street• Enterprise Parkway• Windsong Drive• Jasper Parkway• Tuscany Way | <ul style="list-style-type: none">• Santa Fe Loop Road• Granville Fairway• Alcoma Avenue• Pronghorn Ranch Parkway• Antelope Meadows Drive• Park View Drive |
|---|---|

Resolution No. 613 – 9 February 1995

Recommendation in SAP

On-Street Parking Restrictions

The crash analysis found a large number of motor vehicle crashes involving parked vehicles. To expedite the process of eliminating on-street parking along arterials and collectors, it is recommended the Town consider revising Town Code Article 11-03-040–Authority to Erect Signs Restricting Parking such that the Town Engineer or Traffic Engineer be given authority to approve parking restrictions rather than requiring Town Council approval.



- Transfer authority to Public Works, no Town Council approval
- Pass new resolution for arterial and collector roadways constructed/annexed/realized since 1995 resolution
- Allows immediate changes based on an engineering investigation without the process of getting item on council for approval.
- Need process/guidelines to manage requests for local roads.
- Engineering staff handles requests.
- Addresses the current concern.
- Requires updates.
- Need process/guidelines to manage requests for local roads.
- Council can get entwined in neighborhood debates over parking.



PRESCOTT VALLEY

THANK YOU!



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] - **Updated Attachment 9/29/26**

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

October 1, 2026

Chief Robert L. Ticer &
Assistant Chief Jeremy Martin



Automated License Plate Readers

Prescott Valley Police Department

Program Timeline

DELIBERATE PLANNING & COUNCIL REVIEW

Prescott Valley Police Department process for Automated License Plate Readers (ALPRs) and Town Council involvement

Jan 20, 2023

ALPR
introduced
during Council
Study Session



May-Aug 2023

Council formal
vote approving
DEMA grant
funding



May 3, 2024

Camera network
deployed and
validated for
operations



June 5, 2025

Annual
update
presented to
Town Council



Aug 15, 2025

State
legislature
appropriations
completed

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

54 LOCAL
SUCCESS
STORIES

LOCAL TRACK RECORD

- 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

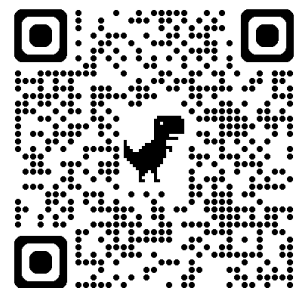
Built-In Privacy Controls | WHAT IT NEVER CAPTURES

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 databases
- ✗ **No personally identifiable information** - No names, birth dates, SSNs, or 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 at prescottvalley-az.gov/departments/police/about_us/technology

Policy 432 | OPERATIONAL SAFEGUARDS & TOWN TRANSPARENCY

Strict permissible purpose

- Searches are restricted exclusively to legitimate criminal investigations

Automatic 30-day purge

- Routine non-hit detections are permanently deleted after 30 days unless preserved as evidence

Mandatory search audit trail

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

Multi-tier oversight

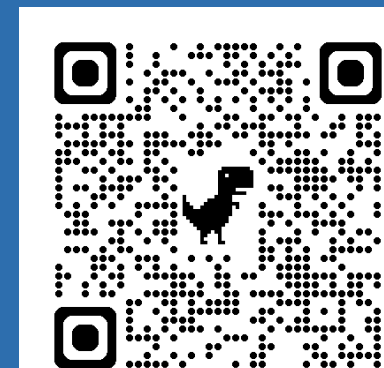
- Regular IT audits, Lieutenant/Coordinator review, and potential citizen advisory review

Technology page:

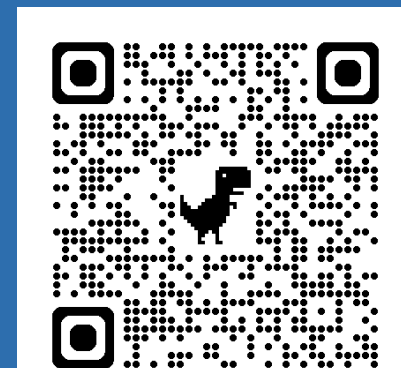
[prescottvalley-az.gov/
departments/police/
about_us/technology](https://prescottvalley-az.gov/departments/police/about_us/technology)

Transparency portal:

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



TECHNOLOGY



TRANSPARENCY

Officer Training

CERTIFICATION & ACCESS ACCOUNTABILITY

Flock Academy Certification

Mandatory coursework for ALPR 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

Flock Academy Certification

Command-level review ensuring operational alignment with PVPD Policy 432, CJIS regulations, and Arizona statutory mandates

Login Acknowledgment

Officers must actively review and accept a compliance prompt affirming adherence to policy and state laws every time they sign in

Current Deployment

27 LOCATIONS & 39 INSTALLED LOCATIONS

#	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)

29 Fixed LPRs, 2 In-Car AXON LPRs, 8 Fixed Video, 2 PTZ Video

Investigative Workflow

HOW A DETECTION BECOMES A LEAD

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

1

DETECTION

The camera detects a vehicle and plate visible on a public roadway

2

ALERTS

System flags a verified hotlist match and runs a documented query

3

VERIFICATION

Officer independently confirms match and status before acting

4

RESOLUTION

Non-hit records auto-purge at 30 days; active cases are preserved per schedules

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

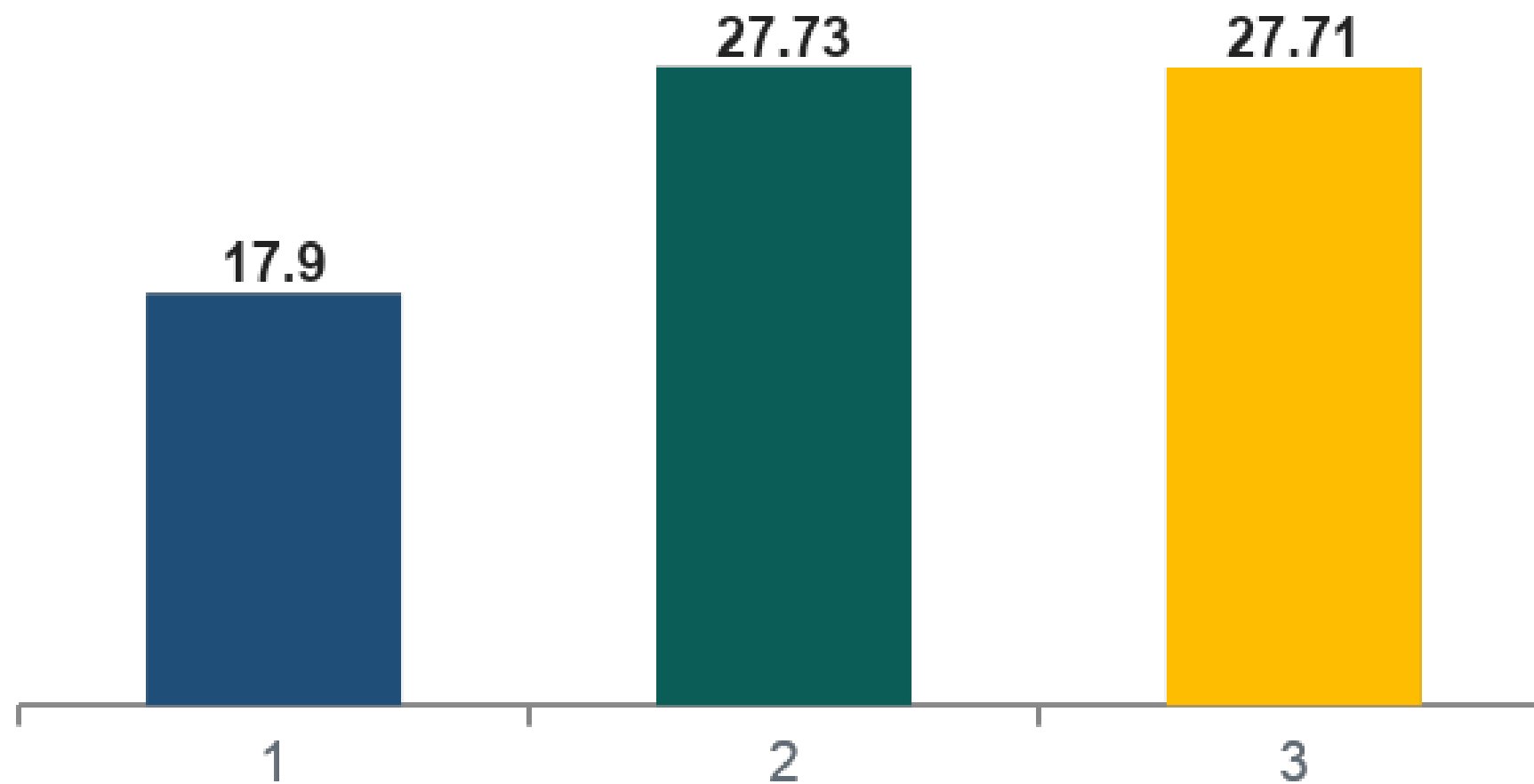
- Courts have consistently held that travel on public roadways carries no reasonable expectation of privacy
- No US Supreme Court or appellate court has ruled that ALPRs are unconstitutional
- Short 30-day retention and reason-based searches prevent aggregate tracking and dragnet surveillance

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
17.9% (2024) to 27.7% (2025 & 2026)

2026 Year To Date (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

+9.8 POINTS
CLEARANCE IMPROVEMENT

Next Steps & Continued Program Governance

- ① Continue Council progress updates and public-facing transparency metrics
- ② Periodically review and calibrate sharing permissions and camera placements
- ③ Continue tracking clearance rates, crime-reduction, and victim restitution success
- 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

An aerial photograph of Prescott Valley, Arizona, taken at dusk. The image is overlaid with a semi-transparent blue filter. In the center, the words "PRESCOTT VALLEY" are written in a bold, white, sans-serif font. A thick, solid orange horizontal line is positioned directly beneath the text. The background shows a sprawling suburban landscape with numerous houses, commercial buildings, and parking lots. In the distance, a range of mountains is visible against a sky filled with dark, dramatic clouds. The overall mood is serene yet dynamic, capturing the transition from day to night.

PRESCOTT VALLEY