



Press Release

June 19, 2015
Lieutenant Michael Horn
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Town of Paradise Valley Activating 7 Fixed License Plate Readers

Paradise Valley, Arizona - (June 19, 2015) In an effort to increase public safety, the Town of Paradise Valley announced today it has completed installation of and activated a total of seven (7) fixed License Plate Readers .

The locations where these systems are active are:

- Lincoln Drive and Palo Cristi (a.k.a. 36th Street)—systems will monitor east bound traffic on Lincoln and south bound traffic on Palo Cristi.
- 40th Street and Paradise Valley Town limits- systems will monitor north bound traffic on 40th Street from a faux cactus.
- 40th Street and Stanford-systems will monitor west bound traffic on Stanford from a faux cactus.
- McDonald and Scottsdale Rd.-system will monitor west bound traffic on McDonald from a faux cactus.
- Doubletree Ranch Rd. east of Tatum-system will monitor east bound and west bound traffic on Doubletree Ranch Rd. from a faux cactus.
- Tatum and Shea-systems will monitor south bound traffic on Tatum.
- Tatum and McDonald-systems will monitor north bound traffic on Tatum and east bound traffic on McDonald.

Construction of the four (4) remaining sites is still in the planning stages.

LPR technology works by comparing an established list of wanted license plates produced by the Department of Public Safety and amended by the Paradise Valley Police Department against license plates captured by the LPR's at the aforementioned locations. If a match is identified, police dispatch and active patrol cars will be alerted and further action will follow.

Privacy matters. The Town of Paradise Valley takes its responsibility to protect the data generated by this technology serious and has established policies consistent with state law regarding retention, use and release.

Visit <http://www.ci.paradise-valley.az.us/DocumentCenter/View/3986> for more information about Paradise Valley's license plate reader program.