



PRESS RELEASE

September 3, 2015
Lieutenant Michael P. Cole
(480) 948-7418

Town of Paradise Valley Activating Remaining 4 Fixed License Plate Readers

Paradise Valley, Arizona - (September 3rd, 2015)

In an effort to increase public safety, the Town of Paradise Valley announced today it has completed installation of the 4 remaining fixed License Plate Readers. None of the new installations utilize a faux cactus. The new installations will be turned on and begin scanning license plates effective Friday, September 4th. This brings the completed total to 11 locations and finishes the installation of the fixed License Plate Reader project in the Town.

The new locations where these systems are now installed are:

- E. Stanford Drive and N. 32nd Street – systems will monitor eastbound traffic on E. Stanford Drive.
- E. Doubletree Ranch Road and N. Scottsdale Road – systems will monitor westbound traffic on E. Doubletree Ranch Road.
- E. Lincoln Drive and N. Scottsdale Road – systems will monitor westbound traffic on E. Lincoln Drive.
- N. Invergordon Road and E. Chaparral Road – systems will monitor northbound traffic on N. Invergordon Road.

The locations where the systems are already installed and active are:

- E. Lincoln Drive and N. Palo Cristi Road (a.k.a. 36th Street) – systems will monitor eastbound traffic on E. Lincoln Drive and southbound traffic on N. Palo Cristi Road.
- N. 40th Street and Paradise Valley Town limits – systems will monitor northbound traffic on N. 40th Street from a faux cactus.
- N. 40th Street and E. Stanford Drive – systems will monitor westbound traffic on E. Stanford Drive from a faux cactus.
- E. McDonald Drive and N. Scottsdale Road – systems will monitor westbound traffic on E. McDonald Drive from a faux cactus.
- E. Doubletree Ranch Road east of N. Tatum Boulevard – systems will monitor eastbound and westbound traffic on E. Doubletree Ranch Road from a faux cactus.
- N. Tatum Boulevard and E. Shea Boulevard – systems will monitor southbound traffic on N. Tatum Boulevard.

- N. Tatum Boulevard and E. McDonald Drive – systems will monitor northbound traffic on N. Tatum Boulevard and eastbound traffic on E. McDonald Drive.

In the three months since the Paradise Valley Police Department has been using fixed License Plate Reader technology we have made 10 arrests, recovered one stolen license plate, and recovered one stolen vehicle as a result of scanned license plates matching vehicles on the Department of Public Safety hotlist.

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 seriously 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.

Below is a map of all the fixed License Plate Reader installations and directions of travel monitored:

