



BOARD OF COMMISSIONERS AGENDA

MONDAY, SEPTEMBER 14, 2026

12:00 PM

COMMISSION CHAMBERS – 503 S HIGHLAND AVENUE

Please join the Zoom meeting from your computer, tablet or smartphone.

<https://us06web.zoom.us/j/87265720858> | Meeting ID: 872 6572 0858

You can also dial in using your phone.

+1 312-626-6799

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

ADOPT AGENDA

BUSINESS

- 1) Update and overview of License Plate Readers (LPR) usage
- 2) Review of Communications Survey Action Plan

PUBLIC COMMENT

ANNOUNCEMENTS

- 3) Next Regular Commission Meeting – Monday, September 21, 2026 at 5:30 pm

ADJOURN

Anyone wishing to speak to an item on the agenda must be acknowledged by the chair and come to the podium to address the Mayor and City Commission. Addressing other audience members will not be permitted.

Supplementary agenda information may be accessed at www.CityofMadisonSD.gov

If special accommodations are necessary to attend any Board of Commissioners meeting, please contact the Finance Office at (605) 256-7500 at least 24 hours before meeting time. All attempts shall be made to accommodate a request.

The City of Madison is an equal opportunity employer and provider.

License Plate Reader Cameras

Public Safety, Privacy & Responsible Use

September 2026



Presented by Chief Meyer,
Madison Police Department

How We Got Here

1

Identified a Need

In several investigations, Madison Police Department had suspect vehicles captured on video but lacked the information needed to identify them beyond make and model. Officers often had to piece together security footage from multiple businesses to try to determine where a vehicle came from or went next.

2

Searched for Solutions

LPR technology offered a way to more quickly connect vehicle information to an investigative lead, helping officers move an investigation forward when traditional video footage alone wasn't enough.

3

Engaged Community

Before moving forward, Madison Police Department held a public forum in early May 2022 to explain the proposed technology, answer questions and hear from residents.

4

Established Policies & Safeguards

Policies were developed to define how the LPR cameras and their data could be accessed, used, and reviewed.

5

Implementation

The Madison Police Department moved forward with Flock Safety as its LPR provider, with the Mayor signing the agreement in late May 2022.

Flock License Plate Reader Cameras

License Plate Reader (LPR) cameras are motion-activated cameras paired with secure, cloud-based software. Madison Police Department uses Flock LPR cameras specifically for public safety purposes and owns the data collected by its cameras.

Flock LPR cameras capture a point-in-time image of a vehicle as it passes a camera location on a public roadway. They do not provide continuous, real-time tracking of a vehicle or individual.

What information is captured?

- License plate number
- Vehicle make, color and body type
- Date and time the vehicle passed the camera
- Camera location

Flock cameras are not used for traffic violation enforcement.



Data Protection

Protecting the information collected by our LPR cameras is part of using this technology responsibly. Madison Police Department has safeguards in place that determine what is collected, how long it is kept and who can access it.

- Flock LPR cameras capture photos of public information, such as license plates, vehicle make, and color on public roadways.
- Madison Police Department owns the data collected by the Flock cameras.
- Data, including photos, are automatically deleted from the cloud-based storage after 30 days.
 - Data may be retained in the City of Madison's records management system.
 - Our search audit logs are not deleted.
- Madison Police Department controls which law enforcement agencies, if any, can access its LPR data.
- Other Flock system users do not have access to law enforcement data or hotlists.

Flock Data Protection



Flock's Secure Storage & Standards

All data is stored with end-to-end encryption including:

FBI (CJIS) & NDAA Compliance

SOC2 (Type II) Certified

ISO 27001 (Security) & ISO 27701 (Privacy)

ISO 42001 (Artificial Intelligence)

HECVAT (Higher Ed Assessment Tool)

Aligned with NIST Cybersecurity and the Cloud Security Alliance CAIQ framework.

Flock Myths VS Facts



Myth Flock has been hacked or had a data breach.

Fact No. Flock's cloud infrastructure **has never been compromised or experienced a data breach**. There has never been an incident in which customer data was accessed or exfiltrated by an attacker.

Myth Flock LPR cameras use facial recognition.

Fact No. Flock's LPR cameras **do not use facial recognition** and **does not capture biometric information**. The Flock LPR system cannot be searched for human characteristics like race or gender.

Myth LPRs can track people and show police everywhere they go.

Fact No. LPRs take a point-in-time image of the rear of vehicles on public roadways. They **do not continuously track vehicles**. Any images not used for an investigation are deleted.

Myth LPRs violate the Fourth Amendment.

Fact Courts have consistently found that taking images of public documents (license plates) on public roads **is not a violation of privacy**. Over 40 courts have upheld using evidence from license plate readers is constitutional without requiring a warrant.

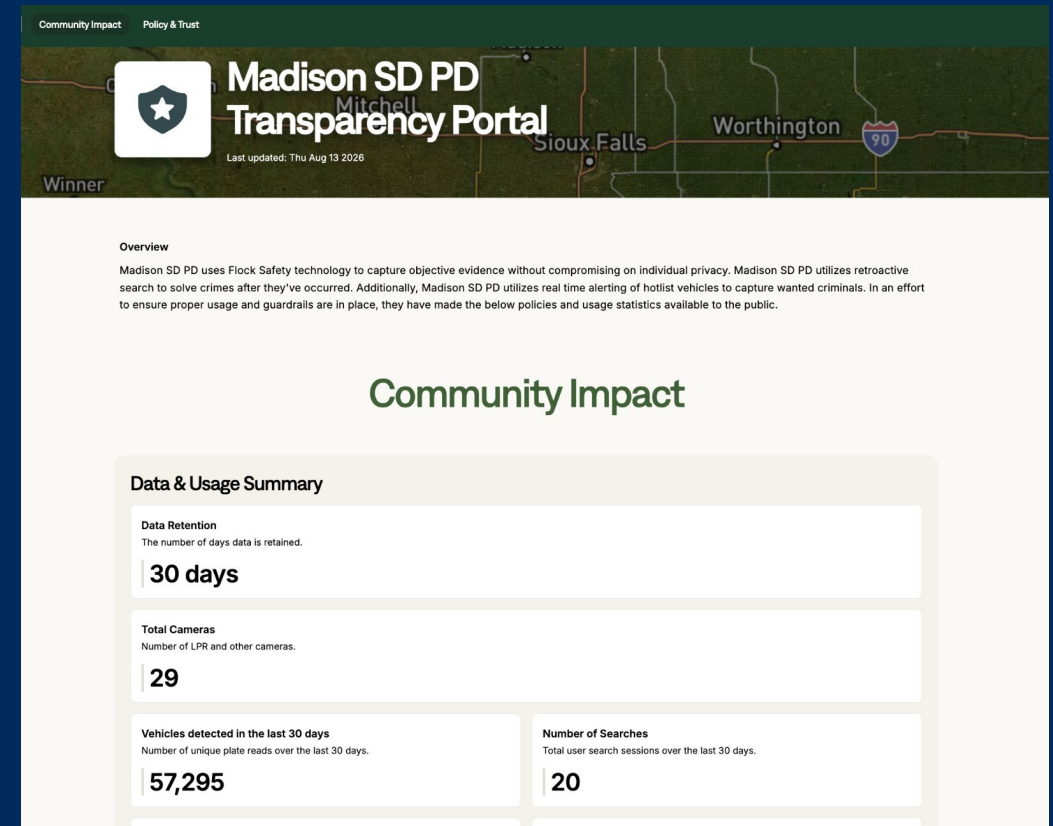
Providing Transparency

Madison Police Department provides residents with access to information about how LPR cameras are used in our community.

Through our Flock LPR Transparency Portal, residents can:

- View Madison Police Department's LPR policies
- See how and why the technology may be used
- View overall LPR usage information and statistics

The Madison SD PD Transparency Portal is available on the Police Department's page on the City of Madison website.



<https://transparency.flocksafety.com/madison-sd-pd->

Accountability & Oversight

Policies and safeguards are in place at each step to help ensure the Flock LPR system is used appropriately.

- Every search requires an authorized user, a documented investigative purpose, and a case number tied to the investigation.
- Every search is recorded in a permanent audit trail.
- The Chief of Police and/or command staff audit search activity monthly to ensure appropriate use.
- The Flock Safety Audit Assistance Tool proactively flags irregular search patterns for administrators to review and investigate.

Policy & Trust	
What's Detected License Plates, Vehicles	What's Not Detected Facial recognition, People, Gender, Race
Acceptable Use Policy Data is used for law enforcement purposes only. Data is owned by Madison SD PD and is never sold to 3rd parties.	Prohibited Uses Immigration enforcement, traffic enforcement, harrassment or intimidation, usage based solely on a protected class (i.e. race, sex, religion), Personal use.
Access Policy All system access requires a valid reason and is stored indefinitely.	
Hotlist Policy Hotlist hits are required to be human verified prior to action.	

Inside an Investigative Search

Investigative Purpose ⓘ

Offense Type *

Missing/Endanger... ⓘ ⓘ

Case Number *

Enter case number (required)

Reason *

Enter search reason (required)

Vehicle Details

License Plate

Enter license plate ⓘ

Plate State

Any ▼

☐ Include Partial Plate

☐ Statewide (SD) ⓘ

Vehicle Signature

Enter body, make, color, etc ▼ ⓘ

Location & Time

Location

My Network(s) Selected ⓘ ⓘ Map & Devices

Start

08/20/2026 07:00 AM CT ⓘ

-

End

08/20/2026 09:00 AM CT ⓘ

15 Min

2 Hours

24 Hours

48 Hours

30 Days

⌵ Advanced Filters



CAPTURES
High-resolution tracking of vehicle signatures.

CASE TARGET
Missing/Endangered Person - 8/20
Offense Type & Details

SEARCH WINDOW
08/20 – 8/20
7:00 AM - 9:00 AM

VEHICLE FILTER SIGNATURE
Chevy • White
Filtered by brand and vehicle color profile

The Searches

From 2024-2025, Madison Police Department used LPR cameras to support a wide range of investigations and public safety needs. These are the 10 categories most frequently searched by officers during that time:

1. **Hit and Run Accidents:** 146 searches
2. **Theft Offenses/Retail Theft/Burglary/Stolen Property:** 94 searches
3. **Agency Assist:** 36 searches
4. **Suspicious Activity/Person/Vehicle/Driving Complaints:** 36 searches
5. **Missing Person/Runaway:** 30 searches
6. **Stolen Vehicles:** 24 searches
7. **Vandalism/Destruction/Damage of Property:** 18 searches
8. **Mental Health/Welfare Checks/Suicidal Persons:** 18 searches
9. **Harassment/Threats/Domestic Violence Threats:** 16 searches
10. **Warrant/Wanted Person/Fugitive:** 9 searches

Search totals do not represent the number of individual cases. A single investigation may require multiple searches as new information becomes available. Officers are required to use LPR searches efficiently and only for a documented investigative purpose.

Impact in Madison

In 2025, Madison Police Department responded to a report of a juvenile runaway. Nearby security camera footage showed the juvenile getting into a vehicle with another person near the home in the early morning hours.



Photo is for illustrative purposes only and does not depict the actual footage.

The Flock LPR camera provided an investigative lead that helped officers quickly identify the vehicle and locate the juvenile.

- Officers used the vehicle's make, model and approximate time to search the Flock system.
- The search identified a matching vehicle and provided a visible license plate.
- That information helped officers identify a suspect and continue the investigation.
- The juvenile was located in Sioux Falls and safely returned home that same evening.
- The suspect was charged with multiple felonies related to the case.

Agency to Agency

In 2025, attempted ATM theft at a Madison bank was captured on video. The suspect was on foot, and no vehicle was seen at the time of the incident.

- Information from a regional Be On the Look Out (BOLO) connected a similar suspect to a red Kia Forte used in ATM thefts in other states.
- Madison officers searched LPR data and found a matching vehicle with Arkansas plates in Madison at the time of the incident.
- The license plate helped officers identify the suspect and connect the vehicle to similar unsolved ATM thefts in the Sioux City area.
- Active warrants have been issued for the suspect.



*First Premier Bank, Madison, SD
Google maps image.*

A Break in the Case

25-year-old Huron man arrested for Sioux Falls rape

by: [Anna Peters](#)

Posted: May 26, 2023 / 11:33 AM CDT

Updated: May 26, 2023 / 12:05 PM CDT

SHARE    

SIOUX FALLS, S.D. (KELO) — The collaboration of several law enforcement agencies in South Dakota helped authorities arrest a 25-year-old Huron man for rape.



Ernesto McFarlane

Police say on May 14th, they received a report of a sexual assault in the central part of Sioux Falls.

[Officers sent DNA evidence to a lab in Pierre](#) — they also sent information to other law enforcement agencies across the state to help find the suspect vehicle.

Madison Police say they found the vehicle and were able to arrest Ernesto McFarlane.

Madison Police Department received a BOLO from Sioux Falls Police Department for a vehicle connected to multiple unsolved sexual assault cases.

- Officers searched the LPR system using the vehicle's make and model.
- Two matches were identified and shared with Sioux Falls Police.
- LPR information showed the vehicle was regularly traveling through Madison during the day.
- The travel pattern helped Madison officers narrow their search and they located the vehicle at a local business.
- The information assisted the investigation that led to the identification and arrest of the suspect.
- The suspect was later convicted of two counts of rape and sentenced to prison.

Investment in Outcomes

\$26,000 Annual Cost

2024-2025

42% Successfully Aided by LPR

Increasing Solve Rates

Hit & Run Cases

Before LPR Camera Use: 41%

After LPR Camera Use: 76%

Store Theft Cases

Before LPR Camera Use: 45%

After LPR Camera Use: 73%



By John Gaskins

Published: Aug. 31, 2022 at 7:02 PM CDT



Add as a preferred source on Google

MADISON, S.D. (Dakota News Now) - Technology never used before in South Dakota was used to bust stolen vehicles twice within a span of 24 hours on Monday and Tuesday.

About four months ago, the Madison Police Department spent almost \$30,000 on automated license plate reading technology, a product out of Atlanta called Flock Safety.

And twice in two days, the investment paid off.



License Plate Reader Cameras

September 2026

1 What is a License Plate Reader camera?

License Plate Reader (LPR) cameras capture a point-in-time image of a vehicle as it passes a camera location on a public roadway. Madison Police Department uses Flock Safety LPR cameras as a public safety and investigative tool.

2 What information do the cameras collect?

Madison's LPR cameras capture the rear license plate number, vehicle make, model, color and body type, along with the date, time, and camera location.

3 Are the cameras tracking where I go?

No. The cameras capture a point-in-time image when a vehicle passes a camera location. They do not provide continuous, real-time tracking of a vehicle or individual.

4 Do LPR cameras use facial recognition?

No. Madison's Flock LPR cameras do not use facial recognition or capture biometric information, and the system cannot be searched using human characteristics such as race or gender.

5 Can officers search the system whenever they want?

No. Every search requires an authorized user, a documented investigative purpose and a case number tied to the investigation. Every search is also recorded in a permanent audit trail.

6 Who makes sure the system is being used appropriately?

The Chief of Police and command staff audit search activity monthly. Flock's Audit Assistance Tool also flags irregular search patterns for administrators to review and investigate.

CAPTURED



Rear License Plates



Vehicle Characteristics



Date, Time, and Location

NOT CAPTURED



Facial Recognition



Video Recordings



Audio



Cell Phone Data



7 How long is my vehicle information kept?

LPR data, including photos, is automatically deleted from the cloud-based system after 30 days. Information related to an investigation may be retained in the City's records management system, and search audit logs are not deleted.

8 Who owns the data and who can see it?

Madison Police Department owns the data collected by its Flock cameras and controls which law enforcement agencies, if any, can access it. Other Flock system users do not have access to law enforcement data or hotlists.

9 What does Madison Police Department actually use LPR cameras for?

LPR cameras support a variety of investigations and public safety needs. From 2025-2026, some of the most common search categories included hit-and-run crashes, theft and burglary, missing persons and runaways, stolen vehicles, suspicious activity and assisting other law enforcement agencies. LPR cameras are NOT used for traffic violation enforcement, tracking individuals, audio or video recordings, or the gathering of cell phone data.

10 Have LPR cameras actually helped solve cases in Madison?

Yes. LPR information has helped Madison Police Department identify vehicles and suspects, locate a runaway juvenile and stolen vehicles, assist in serious investigations including sexual assault cases, and support other law enforcement agencies. It has also helped connect incidents in Madison to investigations in other communities.

Additional Question: Where can I learn more?

Madison Police Department provides a public LPR Transparency Portal where residents can view department policies, learn how and why the technology may be used, and see overall LPR usage information and statistics.



Scan to view the Madison Police Department's Transparency portal or visit <https://transparency.flocksafety.com/madison-sd-pd->.

Contact Us

Madison Police Department
503 S Highland Ave
Madison, SD 57042
(605) 256-7500
police@cityofmadisonsd.gov



Communications Survey 2026 Action Plan

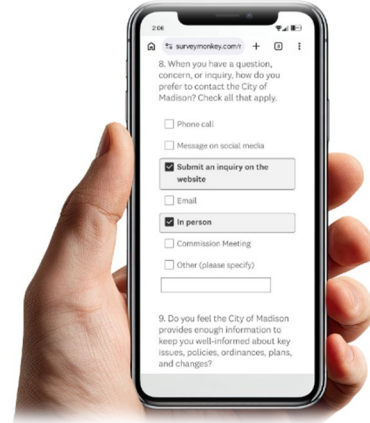
Turning Feedback into Action

What the Survey Was About

While this was called a communication survey, it measured more than communication alone. The Communications Survey looked at how residents receive information, their satisfaction with opportunities to engage with the City, and their overall perceptions of local government. These areas are connected because communication is part of how the City delivers services, and every interaction with the City communicates something about local government.

The survey results show how closely communication, engagement, and resident perceptions are connected. They also show the importance of providing information that is timely, clear, easy to understand, and relevant to residents. Overall, the results pointed to the importance of:

- Access to timely, clear, and understandable information
- Understanding local government services, decisions, and processes
- Trust and confidence in local government



Goals & Strategies

Goal 1: Improve Access to Timely and Clear Information

Residents need timely, accurate, and easy-to-find information to make informed decisions and stay connected with the City of Madison.

The City will support this goal by continuing:

- 1:1 meetings between departments and the Communications Director to support consistent, accessible, well-branded, and resident-centered communication.
- Photo- and video-first approach on social media to make City information easier to understand, more engaging, and more accessible.
- Optimization of the City's website to make information easier to find and use.
- Q&A and FAQ content to proactively answer common and expected questions.
- Monthly City updates during City Commission meetings to explain current projects, decisions, and how they affect residents.

- Monthly finance updates during City Commission meetings to keep elected officials and residents informed of the City's current financials.
- Use of all available City communication channels to reach residents where they already get information and increase the likelihood that important messages are seen.
- Twice-monthly internal updates from the City Administrator to keep employees informed and support consistent communication with residents.
- Efforts to keep staff informed before or at the same time as the public, when appropriate, so everyone is working from the same information.
- Continue evaluating and improving the accessibility of the City's website, social media, documents, videos, and other digital communications to meet ADA requirements and make information easier for all residents to access and use.



To further improve access to timely and clear information, the City will take the following actions:

- Use plain, everyday language and a resident-centered approach to make City information easier to understand and use.
- Provide clear, easy-to-understand information about City services, projects, and decisions, including their purpose, community impact, and how resident feedback influenced decisions to build understanding and confidence in local government.
- Develop quarterly campaigns promoting ways to stay informed and engaged to improve awareness of available communication tools and increase resident engagement.
- Expand the use of mass notifications across City departments to make important information easier for residents to receive.
- Launch an official Instagram page for the City of Madison to expand the City's social media reach.
- Explore consolidating some City Facebook pages to improve reach, consistency, and resident access to information.
- Create a dedicated Residents page on the City website that provides quick access to frequently used services, FAQs, utility information, and other commonly requested resources to make it easier for residents to find the information they need.
- Provide timely, responsive information when misinformation is circulating to answer common questions, clarify the facts, and help residents make informed decisions based on accurate information.
- Monitor federal ADA requirements, deadlines, and guidance, and identify and implement solutions to maintain and improve accessibility across City communication channels.

Goal 2: Increase Understanding of Local Government

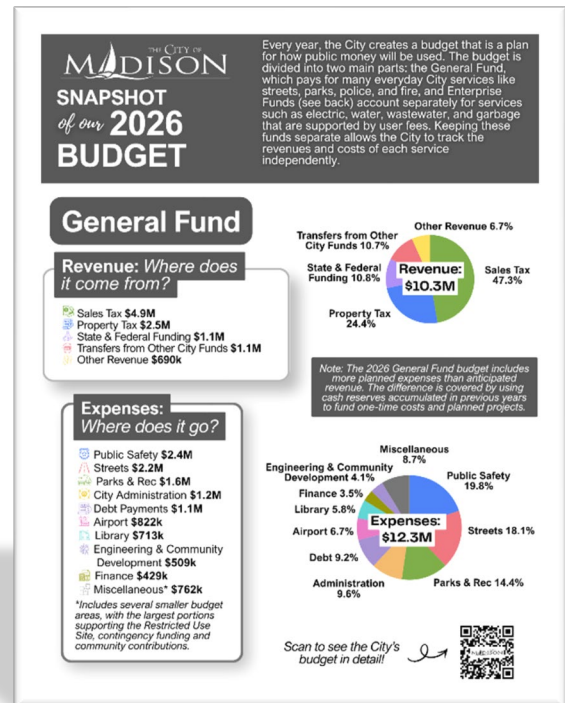
Helping residents understand how local government works builds confidence, reduces confusion, and enables more informed participation in community decisions.

The City will support this goal by continuing:

- Previews and recaps following City Commission meetings that explain upcoming topics, key decisions, why they were made, what happens next, and how residents may be affected.
- Good Neighbors, Great Madison content that provides practical reminders about City ordinances.

To further increase understanding of local government, the City will take the following actions:

- Develop Snapshot-style educational content covering topics such as utility bills, property taxes, TIF districts, the City budget, and other commonly discussed topics to simplify complex information and improve public understanding.
- Develop a Government 101 presentation for community groups and partner organizations to help residents better understand how local government works.
- Explore the development of a Citizens Academy to help residents have a deeper understanding of City government, how decisions are made, and opportunities to get involved.
- Develop a “Did You Know” educational series to share quick, easy-to-understand information about City services.



Goal 3: Strengthen Trust and Confidence in Local Government

Trust is an outcome of consistent communication and positive experiences over time. By helping residents understand local government, creating meaningful opportunities for participation, and demonstrating how resident feedback informs decisions, the City can strengthen confidence and build lasting trust.

The City will support this goal by continuing:

- A City That Serves video series highlighting City departments, services, and employees to increase awareness of the services residents rely on and the people who provide them.

- City Circle events to encourage conversation between residents, elected officials, and City staff, with the format and topics adjusted based on resident interest and feedback.
- Efforts to show how resident feedback has influenced City decisions, services, and improvements.
- Opportunities for residents to ask questions and share feedback on City Commission meeting agenda items as they are being discussed, while maintaining the structure of formal meetings.

To further strengthen trust and confidence in local government, the City will take the following actions:

- Use interactive content, when appropriate, to encourage resident participation, creating more opportunities for two-way communication and gather resident feedback.
- Provide education for staff and elected officials on communication practices that build trust, strengthen relationships, and improve resident experiences.
- Look for more opportunities to connect residents with elected officials and City staff and build understanding of the people, roles, and expertise behind City services and decisions.



Building on Our Work

This plan reflects what we learned from residents and where we see opportunities to improve. Some of this work is already underway, while other efforts will take time to develop and grow. Communication is not a one-time project, and neither is building understanding or trust. We will continue listening, learning, and adjusting how we communicate and engage with residents to better meet their needs and strengthen the connection between the City and the community we serve.

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