

**PUBLIC SAFETY COMMITTEE
CITY OF PALM DESERT
STAFF REPORT**

MEETING DATE: July 8, 2025

PREPARED BY: Daniel Hurtado, Public Safety Analyst

SUBJECT: SAFETY STICK PILOT PROGRAM – REQUEST FOR STUDY SESSION
WITH CITY COUNCIL

RECOMMENDATION:

Review the proposed Safety Stick pilot program and provide a recommendation to move forward with scheduling a study session before the City Council for further consideration.

BACKGROUND/ANALYSIS:

The City of Palm Desert continuously seeks innovative tools to improve public safety, compliance, and traffic management. The Innovation Subcommittee has reviewed the Safety Stick concept and recommended its presentation to the full Public Safety Committee.

The Safety Stick is a solar-powered, cellular, radar-based enforcement platform designed to improve parking compliance and public safety in high-risk zones such as crosswalks, fire lanes, school zones, bus stops, and loading areas. The system leverages SentryLink technology for remote enforcement, providing real-time monitoring and citation issuance.

Since 2012, the vendor, MPS, has developed and implemented similar technology solutions across more than 50 cities nationwide, managing over 250,000 parking spaces and overseeing tens of millions of parking sessions annually. MPS maintains more than 47 defensible patents and offers a comprehensive support system, including installation, equipment, software, maintenance, and training at no cost to the city.

Key features of the Safety Stick program include:

- Solar-powered, cellular, radar-based parking compliance technology
- Remote enforcement capability
- Ideal for use in critical safety areas such as school zones, crosswalks, bus stops, and fire lanes
- Easy installation and minimal maintenance
- Revenue-sharing model
- MPS provides equipment, shipping, installation, maintenance, and collection services

Staff believes that a study session with the City Council would be beneficial to further explore:

- Policy considerations and legal requirements for automated enforcement

- Community impacts and outreach strategies
- Financial projections and cost-benefit analysis

The Safety Stick could potentially enhance public safety by reducing illegal parking behaviors that obstruct visibility or emergency access, and by promoting safer environments for pedestrians and schoolchildren.

If the Public Safety Committee recommends moving forward, staff will coordinate scheduling a study session with the City Council to allow for a more comprehensive review and public input on the Safety Stick pilot program.

FINANCIAL IMPACT:

At this stage, there are no fiscal impacts beyond staff time to coordinate the study session. If the City Council directs staff to proceed with a pilot implementation, a detailed fiscal analysis will be provided at that time.

ATTACHMENTS:

1. Presentation