



OFFICE OF THE MAYOR

John R. Williams

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**CITY OF QUINTE WEST PRISM PROGRAM WINS
AMCTO E.A. DANBY AWARD FOR MUNICIPAL ADMINISTRATION**

Mayor John Williams and members of Council are very proud to announce that the City of Quinte West has been awarded the Association of Municipal Managers, Clerks and Treasurers of Ontario (AMCTO) 2008 E.A. Danby Award for Municipal Administration (Municipal Population 20,000 or more) in recognition of the City's innovative PRISM program (PRISM-GIS and PRISM-911).

This is the City of Quinte West's second major Municipal award in the past year. The City was awarded the ESRI 2007 Special Achievement in GIS (SAG) Award for the City's innovative Community Interactive GIS Public website (www.quintewestmaps.com).

The objective of the E.A. Danby Award is to recognize and honour municipalities that have demonstrated outstanding achievement in improving their performance during the previous year and, as a result, have contributed to a significant advancement in the performance of all municipalities.

The City's **Protective Response Interactive Systems Management (PRISM)** program has been in development by City Staff since October, 2006. PRISM utilizes GIS software from ESRI Canada and Latitude Geographics of Victoria, BC, telephony messaging software from VoiceGate Corporation of Richmond Hill and audio/visual communication software from Microsoft. The PRISM application provides emergency response administrators and field staff with a web based GIS tool that allows for open communication and collaboration between a command centre and staff in the field. PRISM also features a municipal interactive Community Notification System (CNS) application called PRISM-911. PRISM-911 is the first known Canadian made emergency response GIS generated telephone notification application in the Country. PRISM-911 can begin an emergency call out campaign within 15 minutes of the City being made aware of any emergency within its boundaries.

PRISM-GIS and PRISM-911 has given the City of Quinte West the ability to initiate emergency notifications within minutes of the event with a seamless web application that is unrivalled anywhere in Canada. During the recent flood event on the Trent River, City staff further advanced the PRISM system capability to allow staff to initiate the system without being in city hall where the system is physically located. This too, is a Canadian first and may be the first of its kind in North America. PRISM-911 is now a full 24/7 municipal service available to City Officials, Fire Departments and Quinte West OPP.

Mayor Williams and Council would like to thank the Quinte West GIS & IT Team that has worked together to develop this Award winning program.

About AMCTO: The Association of Municipal Managers, Clerks and Treasurers of Ontario represents excellence in local government administration. AMCTO has provided education, accreditation, leadership, and implementation expertise for Ontario's municipal professionals for the past seventy years. With 2,200 members working in municipalities across Ontario, AMCTO is Canada's largest association of local government professionals, and the leading professional development organization for municipal administrative staff.

About the E.A. Danby Award: This award has been named to recognize the significant achievement of AMCTO's first President, E.A. Danby. He was instrumental in establishing the Association and its commitment to the betterment of municipal government through the provision of education and training opportunities and the sharing of information. The 2007 and 2006 winners of this award were the Region of Peel and the City of Windsor, respectively.

For more information, please contact:

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