

**FOR IMMEDIATE
RELEASE**
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HURON COUNTY TO LAUNCH CITY OF QUINTE WEST'S AWARD WINNING MUNICIPAL PRISM PROGRAM

Mayor John Williams and members of Council are very pleased to announce that Huron County will soon be launching the City of Quinte West's award winning PRISM Program. The PRISM Program consists of the City's customized GIS and Community Notification System applications, PRISM-GIS and PRISM-911, respectively.

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 Program was further advanced by a \$57,000 grant under the Federal GeoConnections program. 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-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 as quickly as 15 – 20 minutes from the time the City is made aware of an emergency within its boundaries.

"The City of Quinte West PRISM Program has been an invaluable resource to our Emergency Management personnel" stated Mayor Williams. "We are very pleased that other municipalities and counties in the Province, such as Huron County, can utilize such a unique municipal service that was developed here in Quinte West."

Mayor Williams and Council would like to thank the City of Quinte West GIS / IT team that have worked together to develop the PRISM Program. Manager of Planning, IT & GIS Services Edward S. Woods stated "Our PRISM team looks forward to working with Huron County in establishing a PRISM Program there."

About Huron County:

Huron County is located along the shores of Lake Huron and bills itself as “Ontario’s West Coast” with 100 km of coastline. Covering approximately 3,400 square kilometers, Huron County is the most agriculturally productive county and rural community in Ontario with 55% of its 59,701 residents living in non-urban areas.

About the City of Quinte West:

Located approximately 1.5 hours east of Toronto along the Highway 401 corridor, the City of Quinte West is situated on the shores of the beautiful Bay of Quinte, serving as the gateway to the world famous Trent Severn Waterway. Over 42,000 people make Quinte West their home enjoying the urban and rural landscapes that encompass the area. The City of Quinte West has a strong and diverse economic base and is home to 8 Wing Trenton, Canada’s largest military base. Quinte West offers a unique and dynamic mix of lifestyle and business amenities that make it a great place to live and a great place to do business.

For more information, please contact:

Edward S. Woods, B.E.S.
Manager of Planning, IT & GIS Services
City of Quinte West
(613) 392-2841
edw@city.quintewest.on.ca

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