

# The City of Quinte West PRISM Program "Protective Response Interactive Services Management"



**PRISM** stands for **Protective Response Interactive Services Management**. The City of Quinte West believes the PRISM Emergency Notification System is one of the most important municipal programs developed in the country because it facilitates notifications to its' citizens during emergency situations. It also can be used at an Emergency Operations Centre as a tool to provide a common operation picture of an emergency.

PRISM identifies properties influenced in an emergency through an interactive GIS - Geographic Information System (mapping program). These properties are selected for notification and residents having phone numbers (both cell and landline) in the City's PRISM database will receive a recorded message. The message is delivered using a telephony system called VoiceGate. This is the first known Canadian made application of its kind. It has given the City the ability to initiate an emergency notification as quickly as 20 minutes of the event.

PRISM has been used by the City for over 35 callout campaigns since January 2008 for events such as boil water advisories, flooding events, blue-green algae blooms, and OPP notifications (missing persons, Community Watch notifications etc.).

The City conducts annual PRISM verification campaigns to verify that the City's PRISM contact information database is accurate and up to date.

In 2010, Quinte West GIS staff developed PRISM Fire Dispatch which is a GIS/Mapping application that gives fire dispatchers the ability to search by civic address, locate the closest fire hydrant, and locate the closest intersection. It quickly identifies which Fire Station should be dispatched to the caller's location.

PRISM has been the recipient of three Provincial Awards:

\*2008 E.A. Danby Award for Municipal Administration from the Association of Municipal Clerks and Treasurers Ontario (AMCTO)

\*2008 Tri-Committee's (LGRA, MEA & OPWA) IT Project of the Year Award

\*2011 The Ontario Association of Certified Engineering Technicians and Technologists (OACETT) Outstanding Technical Achievement Award

To learn more about PRISM, please contact:

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***"PRISM - Keeping You Informed and Safe"***

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