

Park Ridge Technology Town Council Presentation

December 14th, 2010

Presenters:

Chris Halton - Chair - Volunteer

Justin Mezzadri - Dept. of Public Works

Sgt. Peter Mauro - Park Ridge Police

Scott Kreisler - Volunteer

Park Ridge Technology Committee Meeting

Committee Overview

Technology Committee

Chris Halton, Chairman

Paul Wharton, Vice-Chairman

John Kane, Council Liaison

Members

Bruce Goldsmith

Dan Browne, BOE

Scott Kreisler

Terence Maguire

Peter Nakkash

Cathy Timpone, PRHS

Paul Wharton

Chris Halton

Colleen Ennis

Kelley O'Donnell

Doug Neumetzger

Lt. Joseph Rampolla, PRPD

Sgt. Peter Mauro, PRPD

Justin Mezzadri

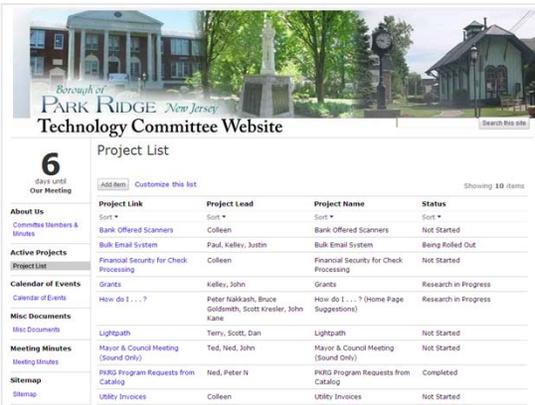
Team Mission:

- Committee formed in 2008, consisting of 17 members from various background Digital, Telecom, Engineering, Marketing, etc.
- Committee charged with evaluating technology initiatives within the Borough providing the due diligence and best practices for consideration by the Governing Body.
- Team meets monthly to report out on initiatives and talk about new opportunities. Updates are collected and published to the Borough Website for public viewing
- Team is managing 10-15 initiatives with the goal of bringing an a new initiative from concept to research complete w/ recommendations per month.

Park Ridge Technology Committee Meeting Process & Awareness

Park Ridge Online Project Tracker

<https://sites.google.com/site/parkridgetechnologycommittee>



Process:

- In 2010, the team put together a secured online project tracking website (Google Sites).

Increased collaboration, access from anywhere, single document of record location.

- All Projects are prioritized, tracked and documentation stored for archival purposes.

Park Ridge Summer Picnic: Awareness Initiative



Community Awareness:

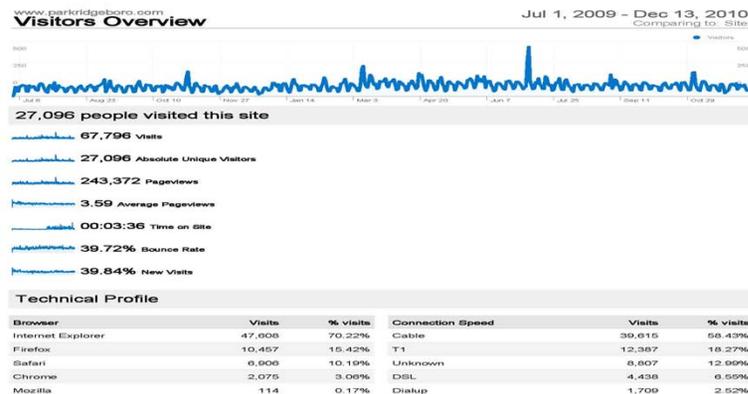
- Technology Committee established a booth at the 2010 Park Ridge Summer Picnic
- Promoted the active projects and our purpose and fielded many questions about our exciting projects
- Promoted the Borough Website and its ability to have town members opt-in to automated alerts (Recreation, Town Pool, PKRG-TV, General..) of which we received 80+ direct signups.

Park Ridge Technology Committee Meeting

Park Ridge Borough Website



Site Analytics



Project Highlights & Focus Areas:

Deployment of QScend Modules

QNotify - Currently in use by the Pool Commission, News and Events, Recreation Committee, and PKRG-TV

The Borough has a total of 1,559 Subscribers

QPolling – Our first trial poll was put online in November and will run through February.

The trial poll helped the technology committee gain valuable insight regarding website functionality and PKRG-TV programming.

Using Google Analytics to Monitor Site Activity

68,000 Visits Since July 2009 (27,000 unique)

Most Single Hits in One Day – 489 on July 7th

Most hits occur during Elections, Borough Closings, Fireworks and Concert Events, and Power Outages

Top Content (In order) - Borough Services, Education, Boards and Committees, and Governing Body

Park Ridge Technology Committee Meeting

Public Safety Surveillance Technology

Surveillance Technology
Paterson, New Jersey



Project Highlights & Focus Areas:

- **Goal:**
Video surveillance system in Park Ridge monitored by PD
- **Areas of Concern:**
PR water supply & distribution system
Major roads / intersections within town
- **Benefits:**
Allows 24/7 monitoring of critical Borough infrastructure
Force multiplier for Police Department
- **Site Visit (2009):**
Chris Halton, Scott Kreisler, Peter Mauro
- **Vendors:**
Developed quotation with Integrated Security
- **Initial Focus:**
Water system infrastructure
- **Funding:**
Grants being investigated (Justin / Helene)
Homeland Security – Bill Stallone (Berg. Cty. Proc.)
Threat / Cyber assessment - in progress

Park Ridge Technology Committee Meeting

ALPR (Automated License Plate Readers)



Project Highlights & Focus Areas:

- **Goal:** Evaluate automated scanning of license plates, on either stationary or moving vehicles
- System can automatically locate stolen or wanted vehicles, as well as identify motor vehicle infraction scofflaws
- Able to scan up to 3000 license plates/hour, with automatic alert on "hit"
- Safer for police officers, since no need to type license plate into computer while driving
- Uses rugged infrared cameras and optical character recognition software
- Contacted PlateScan, Inc, a full-service vendor
- Received quote: \$24k/vehicle + 15% maint.
- NJ state grants possible
- Can be revenue generator for municipality