

- Leadership
- Expectations
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CITY OF ATLANTIC CITY
OFFICE OF THE MAYOR

- Accountability
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PRESS RELEASE

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Small Administration Announces Beta Test of Digital Command Center for Atlantic City Beach Patrol, Live Surf and Beach Safety Dashboard for Beach Goers

ACBP's Beach Safety Dashboard a First in South Jersey, Providing Beach Goers with Real-time Updates on Status of Atlantic City Beaches

(ATLANTIC CITY) – The Small Administration today announced the launch of a beta test for Watchtower, a new digital command center for the Atlantic City Beach Patrol (ACBP), and South Jersey's first-ever life surf report and beach safety dashboard. Watchtower is a computer-aided-design (CAD) system for lifeguarding being implemented in Atlantic City on a trial basis. The system provides ACBP with the digital means to track calls for service in real-time, allowing leadership to better deploy personnel to areas where dangerous water conditions may exist.

“The Small Administration’s goal is to enhance technology in all forms of government,” said Mayor Marty Small, Sr. “We’re accomplishing that today for the Atlantic City Beach Patrol through this beta partnership with Watchtower.”

Watchtower also provides ACBP with a public beach safety dashboard that gives Atlantic City residents and visitors instant access to lifesaving information relating to our beaches. The ACBP is the first agency in Atlantic County, and all of South Jersey, to provide this type of safety tool to the public.

“The live surf report and beach safety dashboard allows us to communicate with the public before they get to the beach,” said ACBP Chief Steven Downey. “By visiting surfsafeac.com or scanning the City’s QR code, residents can find real-time information on hazardous water conditions and the status of ACBP-guarded beaches.”

The beach safety dashboard is web-based and can be accessed from cell phones, tablets, and/or computers. To access it, beach goers can scan a QR code or directly search for surfsafeac.com in their web browser. Residents can use the beach safety dashboard to find:

- Real-time updates on the status of ACBP-guarded beaches;
- Water conditions and aquatic risk;
- Wave heights and weather information; and
- Answers to frequently asked questions about the Atlantic City beaches

Due to the large number of public beaches in Atlantic City, visitors will find the City's beaches divided into two sections – uptown and downtown. Atlantic City residents and visitors will soon see QR codes for the beach safety dashboard displayed on all ACBP lifeguard stands/towers and on the interactive screens along the Atlantic City boardwalk.

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