CAPTURING A TOWN'S TRANSFORMATION WITH CAMERAS

Image Source: City of Hillsboro, VA

ABOUT THE PROJECT

It was a project 20 years in the making — one that would completely transform the Town of Hillsboro and make national news.

A small, historic town the stretch of just 0.7 miles acts as a major thoroughfare into Washington, D.C., with 17,000 vehicles passing through it each day. There were no sidewalks, no ways to safely get from one end of town to the other without a vehicle.

It would take years to kickstart the massive project; two gateway roundabouts, sidewallks, raised crosswalks and all aerial utilities buried along with new drinking water and wastewater mains and stormwater management system. The Mayor, who doubled as the project manager and owner, was facing massive challenges:

- How could they manage such an extensive job?
- How would they maintain their traffic plan?
- How were they going to document this life-changing project for the town's residents?

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— Roger Vance, Mayor of Hillsboro, VA

Ox Blue

part of **Hexagon**

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An advanced time-lapse construction camera was the answer. Using OxBlue gave the town a solution to easily manage the job by providing live streaming, HD images for sharing, and on demand access to the jobsite.

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NAVIGATING UNCHARTED TERRITORY WITH CLEAR VISIBILITY

It would take Mayor Vance applying for grant after grant, and reviewing bid after rebid from contractors, before breaking ground on March 4, 2020, with Miss America present to kick off the transformation. Shortly after earthwork began, the Town setup four OxBlue Sapphire pan-tilt-zoom cameras, each with four different views to manage the work.

"The process was quite complex, we had a lot of considerations to take in because of the public use, the costs and enforcing safety," said Mayor Vance. "Given the unique scope and nature of the project, the cameras became a way for us to document it and also manage the plan."

Since OxBlue cameras include unlimited users, the Mayor was able to share access with multiple teams, all with their own use case. The construction firm hired for the project used the camera's live feed and photo history to monitor progress. Engineers remotely viewed the site to determine when visits were necessary. And the department

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monitored the cameras for traffic and night-time incidents. With this access and visibility, all parties involved could manage the different aspects of the project.

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happening." said Mayor Vance. "One inspector could cover a lot of ground just because he could look at the camera view, and know where he needed to go on site."

The Mayor couldn't have imagined that, amidst all the work, the water line would then burst on April 1. While the project's scope had expanded, the town had OxBlue as a tool to navigate the additional construction.

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For both the Mayor and Sheriff, safety was another serious concern for the project, particularly at night when the road was closed. There was the potential for someone to accidentally drive down the wrong way or even drive through the worksite. A number of traffic incidents, vandalism and law-breaking was captured through the cameras; a significant benefit of the 24/7 automatic video recording that OxBlue's PTZ cameras include.

"We had a high-speed chase and there was a guy who crashed into the round-a-bout. He then got out of his car and started running," said the Mayor. "We had it all on video for the police and the footage led to some arrests for other accidents. It was another good reason to have the camera."

GAINING TRUST THROUGH TIME-LAPSE AND TRANSPARENCY

The project didn't necessarily translate into excited residents. There was significant pushback and concern about traffic and blocking off the major thoroughfare for such an extended time. With the cameras, the Mayor was able to calm resident fears.

"The cameras helped significantly on the public relations and communications side of things. A lot of people wanted to know what was happening so

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sharing time-lapses became a regular feature on how we communicated with the public and the media." said Mayor Vance.

The Town made a website to share updates about the construction. Through the OxBlue web app, the Mayor could create instant time-lapses, share images directly to social media or download photos to give to the local press.

Image Source: Hillsboro, VA

"At one point we had probably 3,000 people checking the construction images on our website. We did extensive communication and outreach," said Mayor

Vance. "People were just enthralled with the changes they saw in the time-lapses."

The project has now won numerous awards and the Mayor is even asked to consult with other small towns on how to manage such a project. Their professional time-lapse, provided after every project by OxBlue, was shared at a conference to highlight the incredible transformation.

"We're so pleased to have the record of all the work done. I look at it still and see that dirt road and everything happening — it's mind boggling to me." said Mayor Vance. "Overall, OxBlue is a really great tool that you can use in multiple ways to improve efficiency and support the project."

See how construction camera systems can make a difference for your projects. Get a quote at oxblue.com/request-info