

WHITEHORSE CORRIDOR - ALASKA HIGHWAY



The Project

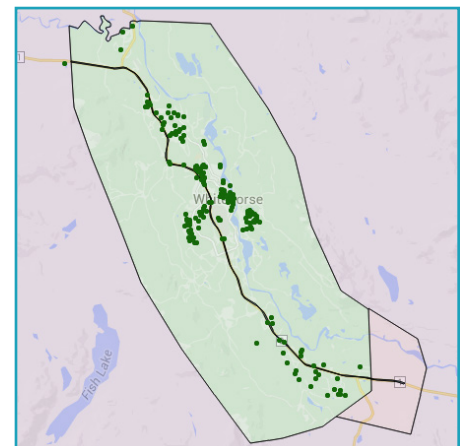
On behalf of the Yukon Government, engineering firm CH2M was commissioned to draft the functional plan for the Whitehorse Corridor section of the Alaska Highway and sought public input on the proposed project. With a growing population in Whitehorse, the highway improvements are necessary to address concerns about safety and congestion, while adhering to current engineering standards.

The Yukon Government encouraged all Yukoners to review the draft functional plan and provide feedback on safety as well as traffic efficiency and capacity.

PlaceSpeak's Contribution

Through the use of PlaceSpeak's suite of engagement features, CH2M established a four-pronged campaign to gather public input on the project over a two month period. This approach included an interactive map of the highway proposal, a series of 3-D aerial animations showcasing the renovation, a survey to gauge public opinion of the proposal, as well as a project brochure for the general public which was also home-delivered.

The high level of interest and participation in the project was facilitated by PlaceSpeak's interactivity and ease of use. By presenting the project through several engagement features, residents could customize their consultation experience and ensure they obtained relevant information in order to provide informed feedback.



Mar. 2015 - May 2015

Engagement Features

- interactive maps
- 3-D flyovers
- resources
- events
- survey

Analytics

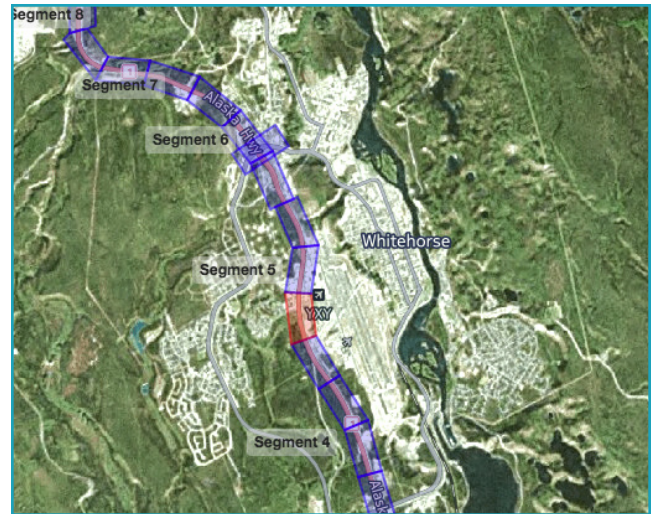
 **+2265**
unique views

 **255**
connected participants

 **220**
completed surveys

The Outcome

The Yukon Government achieved its objective by developing solutions to address the existing safety and capacity needs of the Whitehorse Corridor. The feedback gathered was analyzed and evaluated based on how highway users may be affected by the proposed highway improvements. Overall, public input helped provide a strategy to meet the needs of a growing population and economy, and comments received contributed to the final corridor design. Work on the corridor is scheduled to begin in 2016 following the finalization of the plan and legislative approval.



“CH2M used PlaceSpeak on the public engagement for the Whitehorse Corridor project. We elected to use PlaceSpeak because the interface is straightforward and recognizable, but also because it allows us to geo-reference responses received. Given that we are dealing with a 40km corridor which is used by residents, tourists and for goods movement, it is particularly important for us to understand where feedback originates. The PlaceSpeak platform provides us with this ability. The interactive mapping tool which was developed for the purposes of this project works very well and is a good add on for this consultation, allowing people to jump to the segment of the corridor in which they are most interested. The ability to scroll through the mapping, and jump to the video are also great features. Thank you again for helping to make this project a success for CH2M and for the Yukon Government.”

- Peta Wolmarans, Vice President, Halcrow, a CH2M Company

Sample Media Coverage

- Mar. 23, 2015 - You Know Where They're Doing an Amazing Job Tracking Infrastructure? The Yukon (CityLab)
- Mar. 16, 2015 - Property Owners Will Be Negotiated With (Whitehorse Daily Star)
- Mar. 16, 2015 - Government Plans Whitehorse Highway Upgrades (Yukon News)



Contact

CH2M Canada Limited
Consulting Engineers of Yukon Government
Email: whitehorsecorridor@ch2m.com
Phone: 1-866-692-4484



Topic Page

www.placespeak.com/whitehorsecorridor

