

# CUSTOMER SUCCESS: CITY OF FORT ST. JOHN



## A PATHWAY TO SUCCESS

Beginning with an initial consultation in 2012, the City of Fort St. John now conducts all public consultations using PlaceSpeak's unique online engagement platform. Building on their early success, the City has since launched a series of well-received public consultations that have generated legitimate feedback for informed decision-making. As Fort St. John's geo-verified user base continues to grow with each new consultation, the opportunities for citizen engagement are endless for the City and its residents.



## 2012

Planning consultants, **Urban Systems** brings PlaceSpeak to Fort St. John as part of the **Site C Dam** project. The result was the City's "**Let's Talk Site C**" campaign, which wins the International Association of Business Communicators **Gold Quill Award** for excellence in business communication.



[Let's Talk Site C Consultation Page](#)



[Let's Talk Site C Case Study](#)



["Let's Talk Site C Public Consultation Wins Business Award" - Energetic City News](#)



[Recipient of the 2013 Gold Quill Award](#)

## 2013

Fort St. John conducts its **Boundary Extension** consultation directly, without the support of consultants, and quickly discovers that they could easily set-up and manage PlaceSpeak topics themselves given the platform's simplicity and ease of use.



[Boundary Extension Consultation Page](#)






["Fort St. John Boundary Extension Approved" - Northeast News](#)

“Building community in Fort St. John is critical to our success. PlaceSpeak has made a meaningful and measurable difference in our capacity to engage our citizens, explore new ideas and generate valuable information for decision makers.”

- Lori Ackerman, Mayor, City of Fort St. John

# 2014

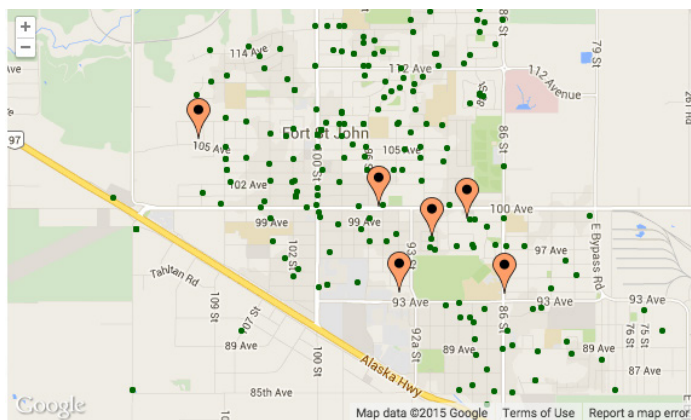
Fort St. John becomes PlaceSpeak’s first **Enterprise** customer and hosts 3 consultations in 2014. Each consultation attracts new users that often connect and engage with multiple PlaceSpeak consultations. With each new consultation the City continues to build a robust user base of **engaged citizens** by leveraging the **network effect**.

-  [2015 Budget Process Consultation Page](#)
-  [Master Transportation Plan Consultation Page](#)
-  [Energize Downtown Consultation Page](#)

# 2015

Fort St. John renews their **Enterprise** license with PlaceSpeak and adds the **Spray Park Consultation**.

-  [Spray Park Consultation Page](#)
-  [“Public Opinions Sought for New Spray Park Design” - Alaska Highway News](#)



All public consultations are now iFramed into the City of Fort St. John’s website, making the platform fully integrated and interactive.



### Spray Park Consultation

Help us create a spray park that for children and youth in our community to enjoy. Your input is valuable and we want to hear it!

 government

 children , development , planning , Park , consultation ,



### Transportation Master Plan

What moves you? Your feedback will help us create the City of Fort St. John Transportation Master Plan.

 government

 Official Community Plan , consultation , Infrastructure , Fort St. John , Transportation ,



### 2015 Budget Process Consultation

Contribute to the City of Fort St. John Budget Process by engaging with us on Placespeak or by attending public meetings.

 government

 Finance , Energetic City , 2015 Budget , FSJ , Fort St. John ,



### Fort St. John: Energize Downtown

Fort St. John is at an important crossroads. Get involved to ENERGIZE DOWNTOWN!

 government

 Downtown , Official Community Plan , Development , Downtown Revitalization , Fort St John ,

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