

# For Immediate Release



## PlaceSpeak releases new interactive mapping tool called Place It

*Vancouver, B.C.* PlaceSpeak today announced the release of **Place It**, its new interactive mapping tool, that allows users to post comments on maps within specific geographical areas. **Place It** combines an easy and accessible mode of PPGIS (Public Participation Geographic Information Systems) with PlaceSpeak's existing suite of online LBS (Location Based Service) tools to obtain verifiable feedback data for informing decision-making and policy development.

### **About Place It.**

**Place It** is a easy-to-use tool for enhancing location-specific online consultations. It allows participants to place points and comments on a map indicating preferences. Whether it is determining the best site for a park or a bike lane, **Place It** allows participants to contribute their feedback and vote on the contributions of others. Proponents of consultations can easily set up **Place It** as part of their PlaceSpeak consultation topic page, and export reports in a variety of formats.

**Place It** and PlaceSpeak combine to open up the deliberation process, allowing people unfiltered access to the ideas, opinions and preferences of others who share their interests in a particular topic, development or initiative.

*"I love being in a community hall with my neighbours, sticking post-it notes on a big map and talking about what's good and what's bad and where. Patterns emerge and we learn from each other. Place It is like that, but available 24-7 without parking and child care and that guy who won't let go of the mic."* says Hugh Stimson, Product manager at PlaceSpeak.

### **Pricing and Availability.**

**Place It** is included as a feature of PlaceSpeak's Premium and Enterprise plans. For more information, visit [consult.placespeak.com](http://consult.placespeak.com).

### **About PlaceSpeak.**

PlaceSpeak is an innovative location-based engagement platform that transforms the way people in neighbourhoods interact with local consultation topics. PlaceSpeak connects people's online identities with their residential addresses so that they can voice their opinions digitally in a wide variety of forums and provides proponents with confidence that they are receiving feedback from the right places. PlaceSpeak's mission is to advance the public consultation process by enabling inclusive, informed



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participation, policy development and decision making. It has consultation topics in Canada, the USA, UK and Australia. For more information visit [www.placespeak.com](http://www.placespeak.com).

### **Contact.**

To learn more about this application, please contact:

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