



## FOR IMMEDIATE RELEASE

February 11, 2016

### PlaceSpeak Receives Exemplary Implementation Award

PlaceSpeak has received the **Exemplary Implementation Award** from the [Open Planning Tools Group](#) for its contribution to the [Whitehorse Corridor-Alaska Highway Improvement Project](#).

This [award](#) is presented annually for the use of planning tools in an innovative manner to create effective public engagement or improved analysis supporting the resolution of a significant challenge.

In response to population growth in Whitehorse, highway improvements were needed to address current and anticipated concerns about safety and congestion, and to meet accepted transportation engineering design guidelines and standards. The Yukon Government and CH2M Hill Canada utilized [PlaceSpeak](#) to keep residents informed and consult on the draft plan.

Through the use of PlaceSpeak's suite of engagement features, CH2M Hill established a 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.

The Yukon Government achieved its objective by developing solutions to address the existing safety and capacity needs of the Whitehorse Corridor. 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.

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## **About PlaceSpeak**

PlaceSpeak is a location-based consultation platform launched in 2011 and developed with the support of the National Research Council of Canada. PlaceSpeak has been developed to solve the problem of how to consult with people online within specific geographical boundaries. Use of the platform has expanded beyond Metro Vancouver, throughout British Columbia and across Canada, with initial consultations beginning in the USA, Northern Ireland, UK and Tasmania, Australia. For more information, please visit [www.placespeak.com](http://www.placespeak.com).

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