Case Study:

BikeWalkMN

Minneapolis, MN | 400,000 residents | Street Improvement | Upper Midwest/Great Lakes

FOCUS

Map-based topics

Design concepts

Bike/Walk

SITE AT A GLANCE

862
Unique Visitors

85
Active Participants

421
Total Interactions

“...I think the site is working really well for this project.”

- Fay Simer, Planner, Stantec
What was BikeWalkMN’s challenge?
Planners at Stantec and transportation planners in Minneapolis launched their site to gather community feedback on the improvements needed on two busy streets (26th and 28th streets). The project included discussions around design concepts, bike and walking improvements and the prioritization of these design improvement concepts. A main component in that process was a popular map topic.

What was the solution?
The client utilized our KML feature to highlight 26th and 28th streets on the map topic, inviting participants to drop pins on specific problem and opportunity spots and leave comments. Thanks to clear instructions and the interactive format, the topic was the most active on the site (328 interactions).

Engagement from BikeWalkMN