Case Study - Civic

BusinessFlare Uses Placer To Help Tequesta, FL Identify Businesses And Categories Impacted By Pending Bridge Closure
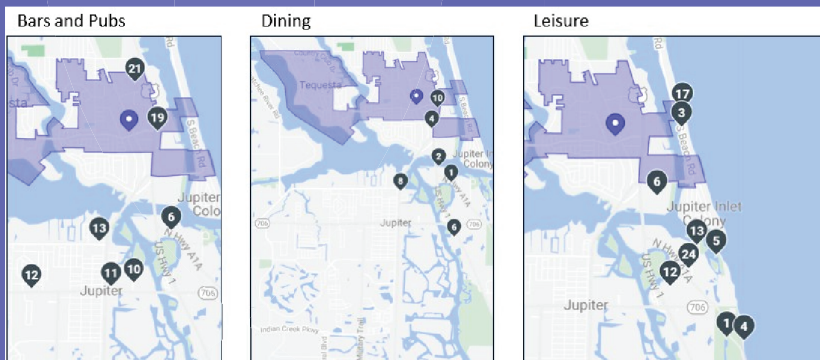
The Challenge

Florida Department of Transportation (FDOT) is set to close 1 of 2 bridges connecting Tequesta, FL to all areas south for nearly two years. How can they identify and minimize the impact of the closure to local businesses, employees, and residents?
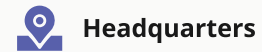
The Outcome

BusinessFlare used Placer data to identify the centers and businesses that draw heavily from the south and that would be most impacted by the closure. They also identified which retail categories presented new opportunities, and are exploring key actions Tequesta can take to help those businesses.

Placer Identified Businesses at Risk and Categories Ripe for Opportunity Due to the Bridge Closure
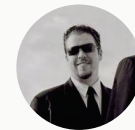
"City managers and municipal users are so impressed when I tell them we can give them near real-time data and insights about their residents, employees, and businesses. There's no guessing with Placer, just data, empowering them in situations where they would otherwise have no idea of potential impact to their cities or ways to mitigate it."

Kevin Crowder
Founder

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