

Animation

I-35W North MnPASS Lane Addition, MnDOT



Real People. Real Solutions.

In 2019, MnDOT began work on an expansion project along the I-35W North corridor from Roseville to Blaine. The project included resurfacing of driving lanes and on and off ramps, adding noise walls and a new MnPASS lane through the center of the corridor. Bolton & Menk worked with Zan Associates to produce a series of videos highlighting what motorists should expect for delays, closures, and traffic rerouting.

The first video focused on all aspects of the project occurring over the next two to three years. The video was an animated illustration of the different elements being constructed and included information for residents and motorists on where they could go to receive more information about the project.

The video had broad ranging positive effects. Public awareness and project understanding along with awareness of MnDOT's 511 Know Your Route campaign were successful.

To view the video, please go to:

https://data.openasset.com/14c33e17/c2e54ef750bef66cee6f086993f00f86/T61_M00091_N4.mp4

Key Personnel:

- Nathan Arnold—Digital Animation Specialist
- Dave Breiter—Led Drone Flights/Drone Video Production