

# INNOVATION SNAPSHOTS



## eStore Puts Bike Maps into More Riders' Hands, Faster

By making its popular bicycle maps available online, the Michigan Department of Transportation (MDOT) has made the message clear to cyclists: Michigan's bike lanes and shared-use paths are open for your touring pleasure.

Customers can now pay for the easy-to-carry, weather-resistant maps by credit card (shipping and handling of \$5 each) and receive them in a matter of days. By bringing ordering in-house and using the eStore portal built by the Michigan Department of Natural Resources, MDOT is saving \$15,000 annually while serving many more tourists.

Sales have been brisk, and Michigan is now reaching a global community of riders. "More than half of the orders received through the eStore have been from out of state," says Debra Alfonso, supervisor of the Intermodal Services Unit. "Orders have come in from across Canada and a few countries in Europe."



Bike maps available at  
<https://media.state.mi.us/MichiganeStore>



### Collaborating for results

Using the existing Michigan eStore portal built by DNR saved MDOT time and money.



For more information, contact [mdot-research@michigan.gov](mailto:mdot-research@michigan.gov).