

MIDTOWN DISTRICT DASHBOARD

Reporting period January 1, 2017 through June 30, 2023 (for Strategic Plan through December 31, 2024)



TOTAL


New Residential Projects
4,098 UNITS
37% TO GOAL
(243 of 650 units completed)


New Commercial Projects
558,922 SQ. FEET
57% TO GOAL
(88.5K of 150K)

- City Review
- Approved
- Under Construction
- Completed

New Developments

YEAR TO DATE

7,127 Safety Patrol Hours | 11K GOAL
Q2 GOAL: 5,500

6,104 Proactive Maintenance Hours | 13K GOAL
Q2 GOAL: 6,500

DISTRICT TO DATE



Homeless Housed
& Support Connections
621


Police Patrol Hours
3,070
GOAL: 3,500



41
Bait Bike
Arrests



215.08
Tons of Litter


8,480
Biohazards


32,345
Graffiti /
Sticker
Removal


278
Notice of
Trespass


51
Active Safety
Lights


23,237
Dispatch
Calls


7,427
Pressure
Washing
Hours

Clean & Safe

FARMERS MARKETS

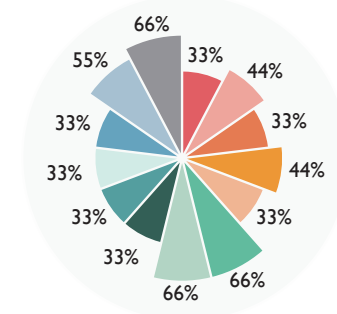

419 Markets
479,448 Attendees
10,587 EBT Transactions

EVENT SUPPORT


275 Events
287,499 Attendees
\$213,186 Value

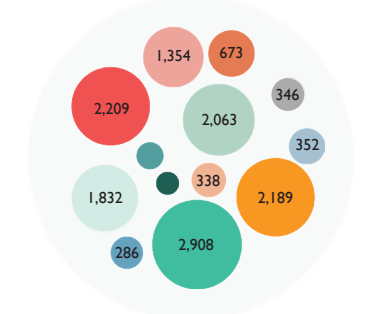
AMENITIES

Percentage Obtained



MICROMOBILITY

Ride Ending



- Alhambra District
- Fremont Park
- Governor's Mansion
- Handle District
- Marshall Park
- Midtown Central (20/K)
- Midtown Central (24/K)
- Muir Park
- Midtown Sutter
- Sutter's Fort
- The Cannery & 29/R
- Truitt Bark Park
- Winn Park

DISTRICT-WIDE SALES TAX



BID PERFORMANCE

MIDTOWN SUTTER
\$439.8K

MIDTOWN CENTRAL
\$364.4K

DISTRICT SPOTLIGHTS



Fresh Air:
Fremont Park



Sutter Health's
Midtown Second
Saturday



Midtown Sutter
Mural Installation



Alhambra Art
Installations

MEDIA & SOCIAL MEDIA


954
Stories Generated

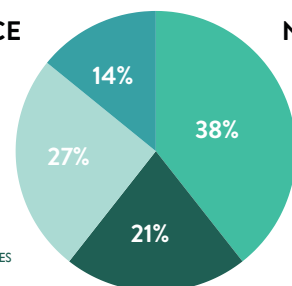

6,353
Mentions of Midtown


137.5K
Social Media Followers

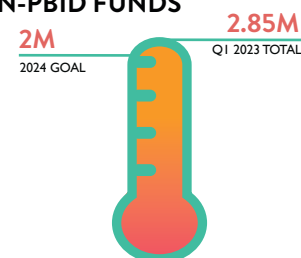
Economic Impact & Communications

PBID COMPLIANCE

- STREETSCAPE, MAINTENANCE & SAFETY
- ADVOCACY & COMMUNICATIONS
- PLACEMAKING & CAPITAL IMPROVEMENTS
- ADMINISTRATION & RESERVES



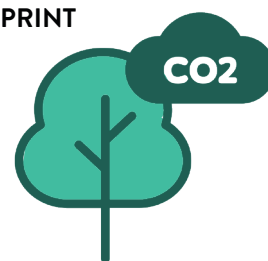
NON-PBID FUNDS



Financial Compliance

CARBON FOOTPRINT

100%
OF 75 TREE GOAL

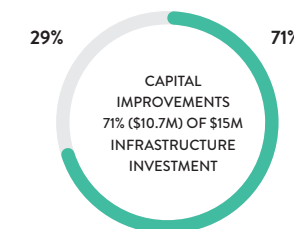


DIVERSITY, EQUITY, & INCLUSION

- Year 3 Diversity & Inclusion Training: Pride, Pronouns, & Progress.
- Pride Month social media campaign.
- Sutter's Fort Pride and Juneteenth lighting activation.

Social Responsibility

CAPITAL IMPROVEMENTS



TOTAL INVESTED

- SUTTER TRAFFIC SAFETY PROJECT
- BOLLARDS
- FREMONT PARK ELECTRICAL UPGRADES
- EV CHARGING STATION
- WINN PARK LIGHTING
- LAVENDER HEIGHTS BANNERS
- MUIR PARK BASKETBALL COURT MURAL
- SUTTER'S FORT LIGHTING
- CENTRAL CITY MOBILITY PLAN

= \$10.7M

District Activations