

# WAYFINDING SACOG FINAL REPORT

Midtown Association is a nonprofit 501(c)(6) organization whose mission is to make Midtown the center for culture, creativity, and vibrancy in Sacramento's urban core.

## OVERVIEW

In October 2023, the Midtown Association, in collaboration with SAFE Credit Union and SACOG, introduced a permanent Wayfinding system in Midtown Sacramento. This system features color-coded steel posts installed at 15 key activity centers including a central hub at the SAFE Credit Union Convention Center, providing users with real-time walking and biking distances to these locations. An interactive website, accessible via QR codes on the Wayfinding posts, offers insights into what visitors can find at each activity center. The installation of these Wayfinding posts promotes active transportation modes, such as walking, biking, and scootering, while also helping users navigate the district with confidence and discover key Midtown attractions.

The comprehensive communications plan, made possible through a grant from SACOG's Mode Shift Grant Program, employed various media tactics to promote usage, including social media campaigns, outreach efforts, advertisements, eblasts, and influencer partnerships. Additionally, outreach initiatives targeted lower-income residents through partnerships with federally qualified health centers and focused social media ads, ensuring that communications were inclusive and impactful. Communication strategies resulted in positive trends in micromobility data, indicating an increase in visits and engagement with active transportation options.

This final report outlines the promotional strategies utilized and presents data and metrics demonstrating the system's impact and the success of outreach efforts. Overall, the initiative has fostered a more connected and active Midtown community.

## IMPACTFUL METRICS

The following metrics represent the cumulative data for the Wayfinding navigation posts from their installation in October 2023 through September 2024.

**71**  
Wayfinding  
Posts

**15**  
Activity  
Centers

**11.9K**  
Website  
Visits

**580**  
Unique QR  
Code Scans

**593K**  
Social Media  
Impressions

**4.5K**  
Social Media  
Engagements

**34.7K**  
Google Ad  
Impressions

**3.4K**  
Newsletter  
Opens

**8.7M**  
Total 2024  
Visitors

**31.7K**  
Micromobility  
Rides (Q4 2023 -  
Q2 2024)



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### VISIT COUNT

In 2024, Midtown Association began tracking visitor counts at our 13 Midtown activity centers and key destinations, including the Memorial Auditorium and SAFE Credit Union Center. The first table presents data from 13 of our activity centers where Wayfinding posts were installed. The second table focuses on visitor counts for the SAFE Credit Union Center and Memorial Auditorium, which are influenced by the number of events and conventions scheduled each quarter.

ACTIVITY CENTERS	Q1 DAILY AVG.	Q1 TOTAL VISITS	Q2 DAILY AVG.	Q2 TOTAL VISITS	Q3 DAILY AVG	Q3 TOTAL VISITS
Alhambra Corridor	9,545	868,600	9,577	871,500	10,588	974,100
Fremont Park	197	17,900	249	22,700	508	46,700
Governor's Mansion	346	31,500	365	33,200	400	36,800
Handle District	3,781	344,100	4,034	367,100	2,458	226,100
Marshall Park	80	7,300	81	7,400	78	7,200
20K/ Midtown Central	2,179	198,300	2,504	227,900	2,753	253,300
24K/ Midtown Central	2,030	184,700	2,514	228,800	2,378	218,800
Muir Park	18	1,650	18	1,650	18	1,645
Sutter's Fort	207	18,800	312	28,400	155	14,300
Midtown Sutter	5,718	520,300	6,079	553,200	6,253	575,300
The Cannery & 29R	4,605	419,100	4,644	422,600	4,707	433,300
Truitt Bark Park	78	7,100	79	7,200	47	4,300
Winn Park	108	9,800	57	5,200	46	4,200
TOTAL	28,712	2,629,150	30,514	2,776,950	30,389	2,795,745

DESTINATIONS	Q1 DAILY AVG.	Q1 TOTAL VISITS	Q2 DAILY AVG.	Q2 TOTAL VISITS	Q3 DAILY AVG	Q3 TOTAL VISITS
Memorial Auditorium	689	62,700	1,197	108,900	264	24,300
SAFE Credit Union Center	2,862	244,100	1,441	131,100	564	51,900
TOTAL	3,551	306,800	2,638	240,000	828	76,200

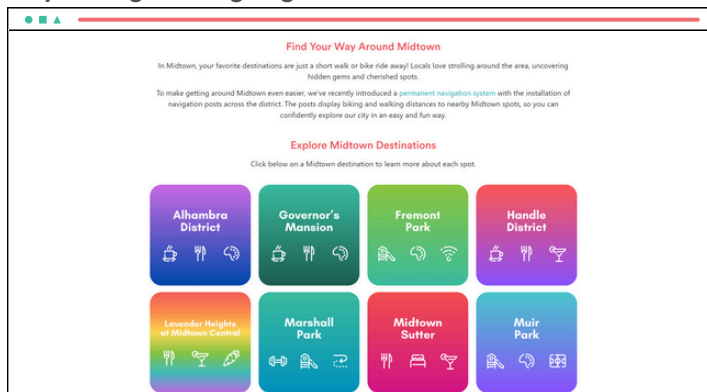
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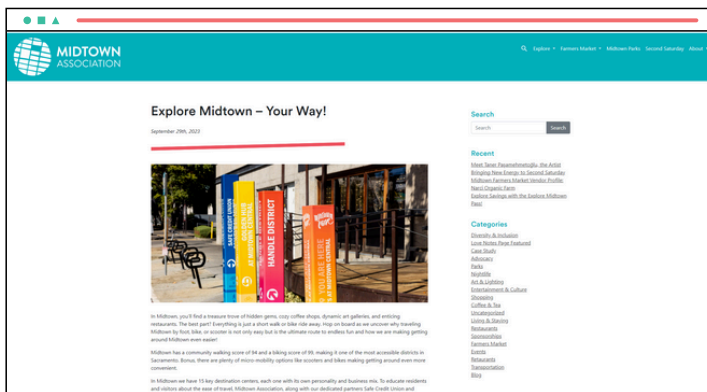
## WAYFINDING WEBSITE

Click the thumbnails below to view the webpages.

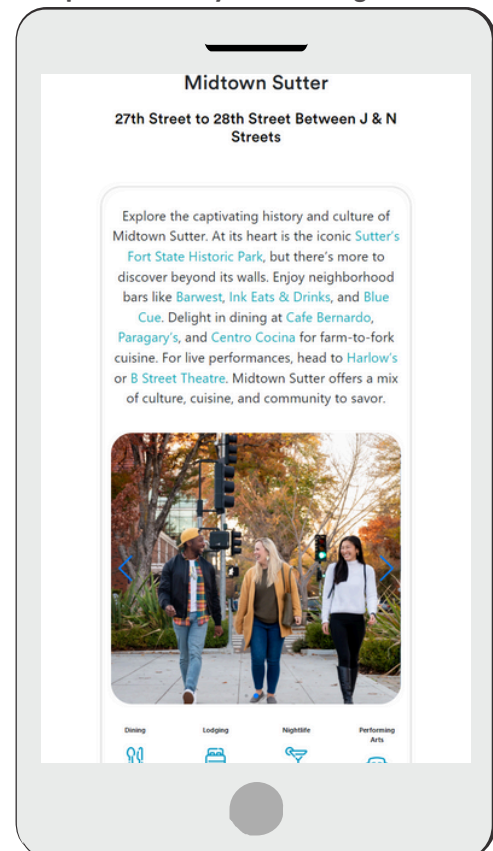
### Wayfinding Landing Page



### Wayfinding Blog

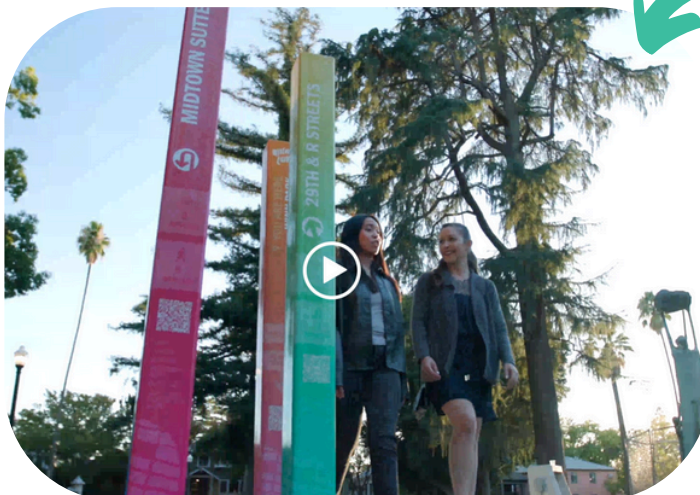


### Example of Activity Center Page



## WAYFINDING VIDEO

Click the thumbnail below to view the video.



The Wayfinding video not only celebrated the installation of the navigation system but also showcased the joy and benefits of exploring your city on foot, scooter, or bike. It highlighted the various activity centers where the Wayfinding posts have been installed, inviting viewers to discover all that Midtown has to offer. This engaging video is featured prominently on the Wayfinding website landing page, as well as across social media platforms and in eblasts, inspiring the community to embrace active transportation.



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## DIGITAL PROMOTIONS

Click the thumbnails below to view the promotions.

### Eblasts



#### Learn How You Can Explore Midtown, Your Way!

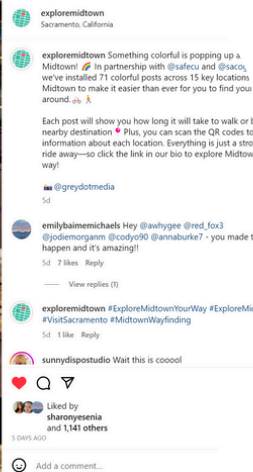
In 2024, make it your year to [#ExploreMidtown your way!](#) We've made navigating our city even easier with the installation of a permanent navigation system of colorful posts across our district displaying biking and walking distances to nearby spots. Linked to an interactive website, these posts invite you to embark on a journey to explore our city. [Watch our video](#) and let us



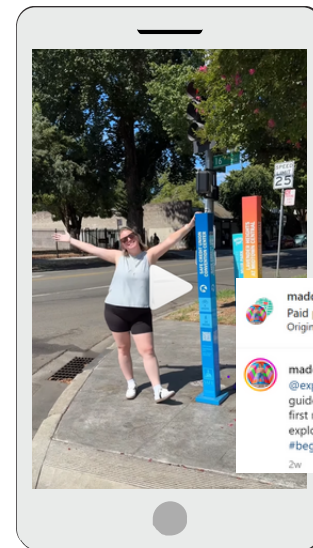
#### May is Bike Month, Explore Midtown Your Way!

[May is Bike Month](#) in Midtown, Sacramento! With a bike score of 99, it's one of the most bike-friendly areas. New wayfinding posts make exploring easy. They show key destinations and show walking and biking distances. Join

### Social Media Announcement



### Influencer Partnership



### Media

#### Midtown Association Debuts New Wayfinding System Highlighted by 71 Posts that Link to 15 Destination Centers

Traci Rockefeller Cusack · 3 Min Read



#### Quote from Midtown Association's Executive Director, Emily Baime Michaels in Sacramento Press Article:

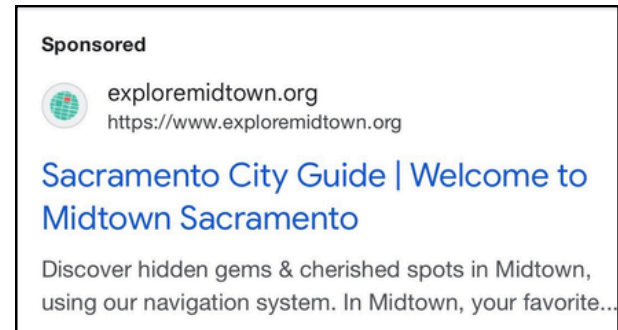
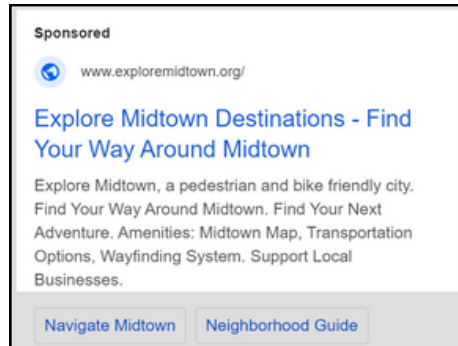
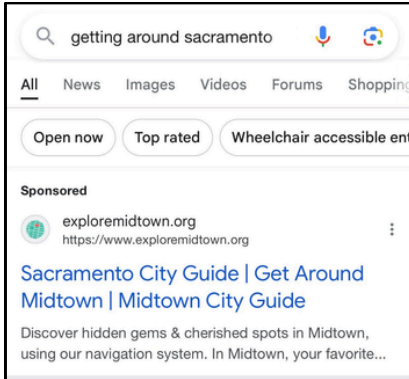
"... despite Midtown's walkability, many still choose to drive and therefore miss out on the district's charm. As we look forward and embrace a new era of sustainable exploration, our Wayfinding posts stand ready to help our valued visitors and residents explore and travel our city."

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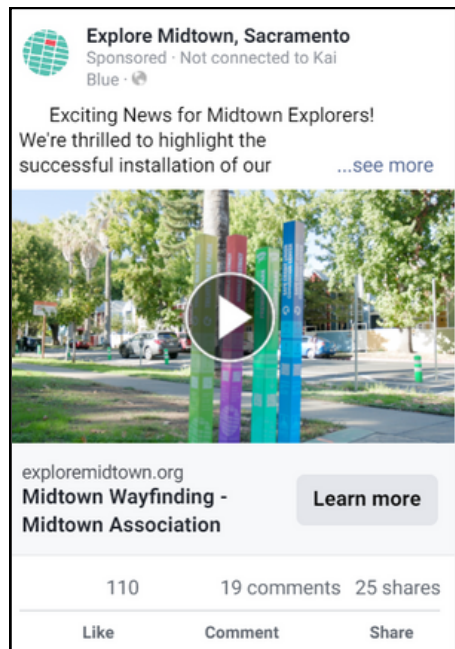
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## DIGITAL ADVERTISING

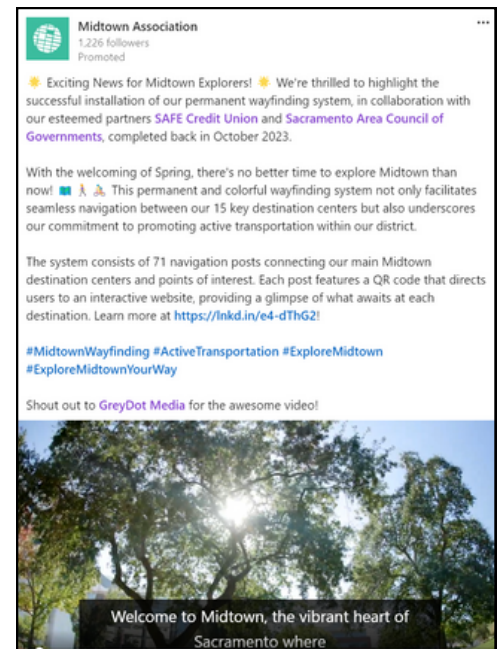
### Google Search Ads



### Facebook Ads



### LinkedIn Ad



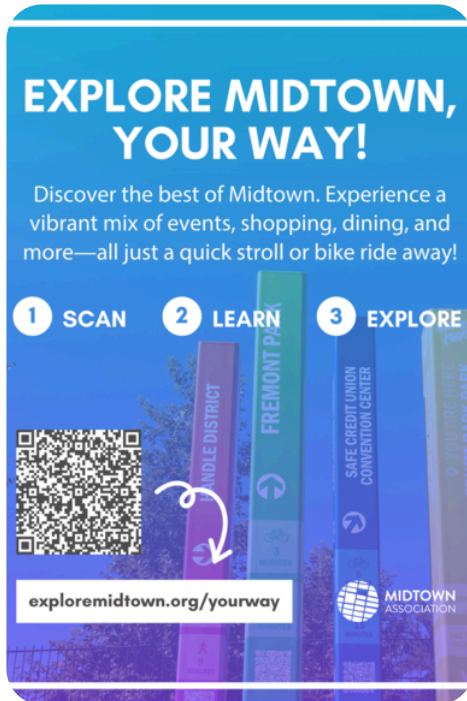


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## COMMUNITY OUTREACH AND PRINT PROMOTIONS

### Flyer



### Rack Card



### Tabling at Midtown Events



## Community Quotes

These are great!!!

"Wait this is coool"

"Beautiful! Love the new midtown Wayfinding!"

"What a fun idea!! Makes it very helpful when folks want to walk to Sac Comedy Spot"

"Love these! 🌈"

"Thank you 🌞"

"This is awesome!"

"Color pop, love it!!!"

"I think these turned out amazing - nice job"

## Stakeholder Acknowledgements

"The Wayfinding posts are great! I've been seeing them all around Midtown and it is a wonderful addition to our community. Thank you for all your great efforts and work to make Midtown even better that it already is." - Nikky Mohanna, Mohanna Development

"We appreciate the new addition to the block! We love how colorful they are and the opportunities for visitors and people from out of town to get to know Midtown better." - Chelsea Jorin, 1801L Apartments