29R LIGHTING PROJECT RECAP REPORT

MIDTOWN ASSOCIATION

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.

OBJECTIVE

To enhance the 29th Street RT Light Rail Station, located on R Street between 29th and 30th streets, through the installation of a dynamic LED lighting project that serves to attract additional transit usage to the station and create a more welcoming bridge and pedestrian gateway between Midtown and the Alhambra corridor.

OVERVIEW

In partnership with Sacramento Regional Transit District (SacRT), the Midtown Association installed a spectacular and vibrant LED art installation at SacRT's 29th Street light rail station located on R Street between 29th & 30th streets. The lighting enhancement project, featuring six dynamic and programmable LED panels affixed to banner poles at the station, is designed to attract and encourage ridership while also creating a welcoming connection and pedestrian gateway between Midtown and the nearby Alhambra corridor.

The custom-fabricated LED panels were created by talented local artist Chris Biddle fromLight23, who specializes in building light sculptures through the use of LED lighting and open source micro-controllers. The panels were installed at the station by Choice Electrical Inc. With the addition of the RT station LED lighting project, Midtown has added over $60k worth of lighting investments in the community.
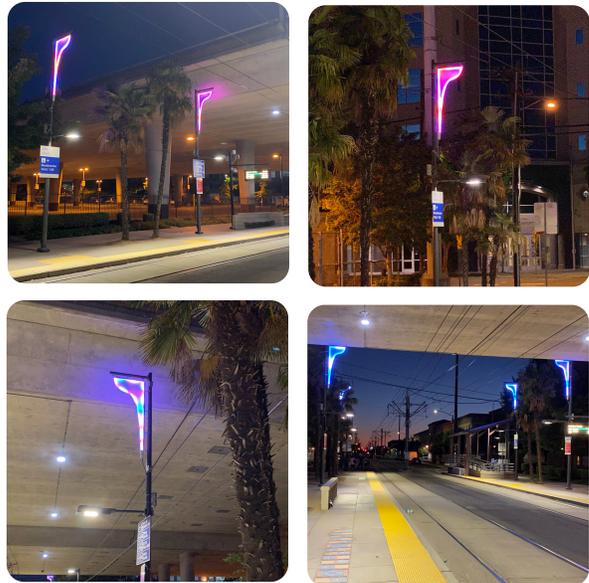
IMPACTFUL METRICS

6	**$25K**	**900K**
LED Panels	Invested by Midtown Association	Trips through 29R station 2019-2020
15	**9.8K**	**10.3K**
Newsletter Mentions	Newsletter Views	Engagements on Social Media

MEDIA & SOCIAL MEDIA

New Colorful LED Art Installation at the 29th Street Station **>** SacRT Blog

Midtown Association Installs Dynamic LED Lighting at 29th Street Light Rail Station **>** KCRA 3

Out and About August 2021 **>** Inside Sacramento

Facebook Post **>** Click to view

Twitter Post **>** Click to view

PHOTOS

LOCATION

THE CENTER FOR CULTURE, CREATIVITY, & VIBRANCY IN SACRAMENTO'S URBAN CORE.