

SACOG TRANSPORTATION DEMAND MANAGEMENT MINI-GRANT WALK ALHAMBRA PROGRAM REPORT

Midtown Association - November 14, 2018

WALK ALHAMBRA PROJECT DESCRIPTION

Walk Alhambra is a temporary wayfinding program that features chalk paint designs stenciled on sidewalks, directing employees and visitors to key destinations and amenities offered along the Alhambra Corridor.

PROJECT ACTIVITIES

Walk Alhambra Project Activities

Walk Alhambra was launched on Thursday, September 13, 2018, and remained in place for six weeks. In the weeks leading up to the launch, Midtown Association (MA) staff went through the planning process to design and fabricate the stencils, identify key locations for signage, craft a strategic outreach plan, install the wayfinding signage, and host a launch event/kickoff walk. Details on each activity below:

Creating and Installing Sidewalk Wayfinding

>> Stencil Designs

MA created the stencil design in-house and worked with a local artist and maker to produce the custom stencils. The stencil design featured a variety of amenities depending upon the location of the installation, an arrow to direct pedestrians to those amenities, and the iconic purple 'A' of the new Alhambra branding, which added an element of consistency to the design and tied the campaign to the larger effort to brand the Alhambra corridor.

>> Installation Locations

The chalk stencils were strategically installed at twenty key locations along Alhambra Blvd. The installations were focused near key amenities, near building entrances of large area employers, and at major intersections on Alhambra Blvd.

>> Installation Process

Using the stencil and spray chalk, two MA staff members installed the chalk stencil designs over a period of three days leading up to the Walk Alhambra Launch Event.

Outreach Strategy

The primary targets for outreach for the Walk Alhambra program were area employees, visitors, and nearby residents of Alhambra Boulevard. MA crafted unique outreach strategies to engage each.

>> Social Media - Encourage Targeted Audience to Visit Alhambra Corridor

Ongoing engagement through social media was the primary outreach strategy for the Walk Alhambra program. Leading up to and throughout the Walk Alhambra program, MA posted information on the Explore Midtown and newly formed Walk Alhambra social media accounts at targeted demographics.

>> Newsletter Blast - Engaging Alhambra Stakeholders

Leading up to the Launch Event, MA sent out a newsletter to a list of over 700 key stakeholders in Midtown. The newsletter had an open rate of 30.6%, which is above the nonprofit industry average of 19.4%.



>> *Direct Outreach - Engaging Alhambra Businesses*

MA employees distributed informational materials about the Walk Alhambra campaign to approximately 40 businesses along the Alhambra Corridor, and included custom branded window clings for businesses to demonstrate their pride for the Walk Alhambra program.

>> *Direct Outreach – Engaging Large Employers on Alhambra Blvd*

Alhambra Blvd is home to several major employers and large healthcare systems. MA conducted direct outreach to representatives at Sutter Health, Dignity Health, and UC Davis Health to share information about the Walk Alhambra campaign and to invite employees to the launch event. In addition, MA engaged Fulcrum Property, who manages the Cannery, an urban campus on Alhambra Blvd that is home to innovative companies like Sequoia Surgical, The Urban Hive, and NORR.

Walk Alhambra Launch Event

On September 13, MA hosted a launch event to kick-off the Walk Alhambra program. The purpose of this event was to spread awareness and generate excitement about the wayfinding program. The Walk Alhambra Launch event began at The Cannery's newly constructed community space, where attendees gathered and listened to a brief program introduction by MA's Executive Director Emily Baime Michaels and Councilmember Jeff Harris. The group then walked four blocks on Alhambra Blvd, experiencing several wayfinding installations along the way. The event concluded at the newly installed Alhambra mural painted by local artist Jeremy Stanger, that featured the new Alhambra branding and the same iconic 'A' and color palette used in the Walk Alhambra stencil. MA attracted over 50 participants and featured numerous social media influencers to help amplify messaging.

Alhambra Blvd Pedestrian Count Program

To measure pedestrian traffic leading up to and throughout the Walk Alhambra program, MA temporarily installed an Eco-Counter PYRO Box pedestrian sensor on Alhambra Blvd. The sensor was installed at a central point on an ornamental street light pole on Alhambra Blvd near the Stockton Blvd intersection (in front of 1525 Alhambra Blvd). The sensor utilizes passive-infrared technology to collect continuous data on the number of pedestrians passing within the range of the sensor.



PROJECT CHALLENGES

Designing Impactful, Versatile, and Cost-Effective Signage

Creating the spray chalk stencil was challenging and took more time than initially anticipated. MA wanted the overarching design to be simple, incorporate elements of new branding for Alhambra, and be eye-catching enough to draw the attention of pedestrians walking by. The stencil also needed to be versatile enough to allow for the list of amenities – Eats, Coffee, Nightlife, and Transit, for example – to vary, depending on where along the corridor the design would be installed.

One option was to create a separate stencil for each individual application; however, this was an expensive approach and would have afforded much less flexibility when installing the stencils. Collaborating with a very dedicated local artist and maker, we opted to create a stencil frame that could be used repeatedly, with interchangeable smaller stencil amenities that could be used depending on where along the corridor the stencil was located. Although this process involved more in-house design time than initially anticipated, it saved a significant amount of money on stencil production and allowed for a more streamlined installation process.

PROJECT SUCCESSES

Pairing Walk Alhambra with the Launch of Alhambra Branding

MA planned for the Walk Alhambra program to coincide with the launch of new Alhambra branding. The newly created Alhambra brand came to life through social media accounts and the installation of a beautiful mural. Elements of the brands are also woven into the Walk Alhambra wayfinding narrative. Integrating the Walk Alhambra campaign with the excitement and buzz of businesses on the Alhambra corridor further amplified the messaging of the wayfinding campaign.



Strategic Use of Instagram to Amplify Walk Alhambra

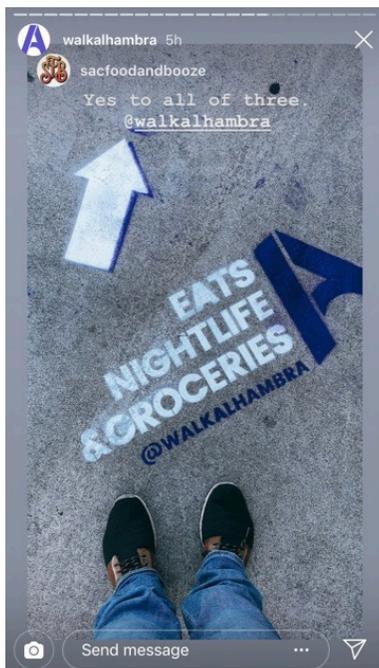
Leading up to the launch of Walk Alhambra and throughout the program, MA's communications team planned a strategic social media campaign, with a focus on Instagram, to generate excitement about Walk Alhambra. The use of Instagram stories allowed for consistent messaging leading up to the launch event. Using this feature, we shared exciting visuals paired with key points of information. Utilizing the 'swipe up' feature, one click linked to a webpage with more information about Walk Alhambra. Followers interacted with the post and could easily repost our messaging on their accounts. In fact, we saw several instances of other social media influencers reposting our Walk Alhambra Instagram stories. We then leveraged their reposts by again sharing their interactions.

Another successful effort was involving local Instagram influencers in the Walk Alhambra launch event. We invited local Instagrammers to the event to experience the wayfinding program first hand. The nine that attended shared images of the sidewalk stencils and information about Walk Alhambra on their accounts. In doing so, the Walk Alhambra program was able to reach an audience of thousands more than it would have had it just been shared on the social media accounts that MA manages.

TDM, Agency, & Infrastructure Awareness

Through the mini-grant process, MA was able to bring awareness to the policies of transportation demand management to populations that have been focused on single occupancy vehicle trips. In addition, through the campaign MA gave recognition to SACOG for their work in land use and transportation planning and the importance of providing infrastructure for all modes of transportation.

PARTICIPATION RATES



Participation in Walk Alhambra Launch Event

The Walk Alhambra Launch event was well attended, with 56 total participants. We were pleased to see the wide variety of attendees, including elected officials, representatives from Alhambra businesses and Large Alhambra area employers, representatives from Midtown and Downtown partner agencies, members of the public, local media, and social media influencers.

Instagram Influencer Participation

Instagram Influencers that attended and posted about Walk Alhambra

- @igersac** 17.8K followers
- @photos.by.vicky** 5.8K followers
- @guysonthegrid** 5.8K followers
- @comstocksmag** 4.4K followers
- @thehoneyagency** 3.1K followers
- @metro_chamber** 2.6K followers
- @twomidtownqueens** 2.8K followers
- @thehoneyagency** 3.1K followers
- @sacfoodandbooze** 25K followers

Media Participation

Leading up to the Walk Alhambra Program Launch, MA issued a media advisory to local media outlets. The launch event received coverage from the following outlets:

Comstock's - Produced Instagram stories featuring Walk Alhambra program.

CBS 13 - According to a Newstrack report, the segment reached an audience of 47,614, with a calculated publicity value of \$2,750.

Pedestrian Participation in Walk Alhambra

In our TDM Mini Grant application, we defined success of the Walk Alhambra program as demonstrating an increase in the number of pedestrians walking along Alhambra Boulevard after the campaign was implemented.

The pedestrian sensor referenced previously was installed six weeks prior to the launch of Walk Alhambra and continued to collect data throughout the campaign. Comparing pedestrian data from the six weeks leading up to the campaign to pedestrian data from the six weeks during the campaign, we saw the following:

- Exhibit A: 6% increase in the daily average number of pedestrians
- Exhibit B: 6% increase in the total number of pedestrians

Exhibit A: Alhambra Blvd Daily Average Pedestrian Traffic

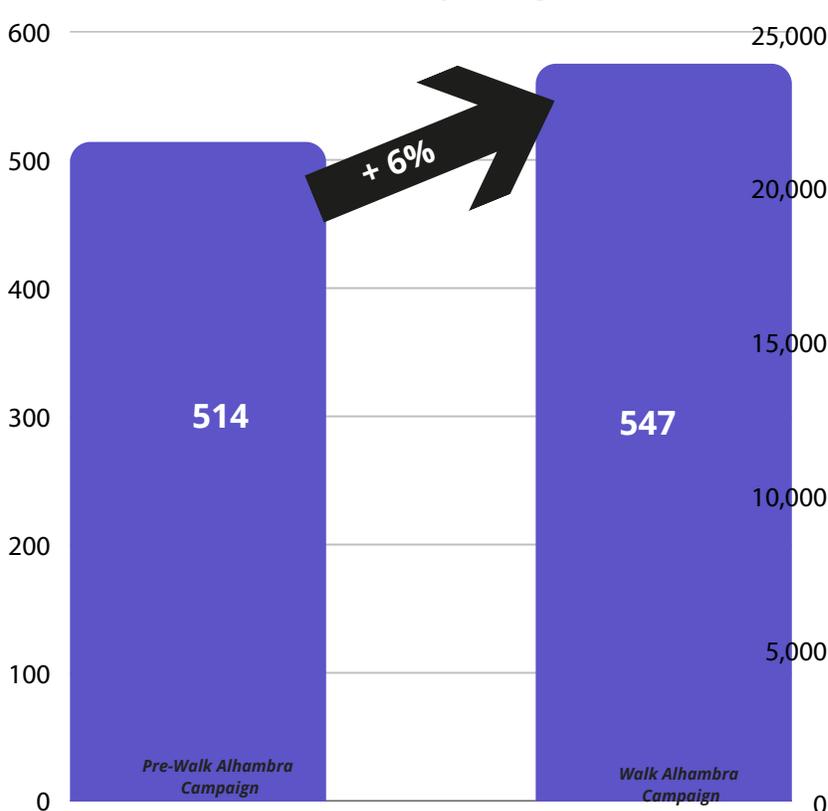
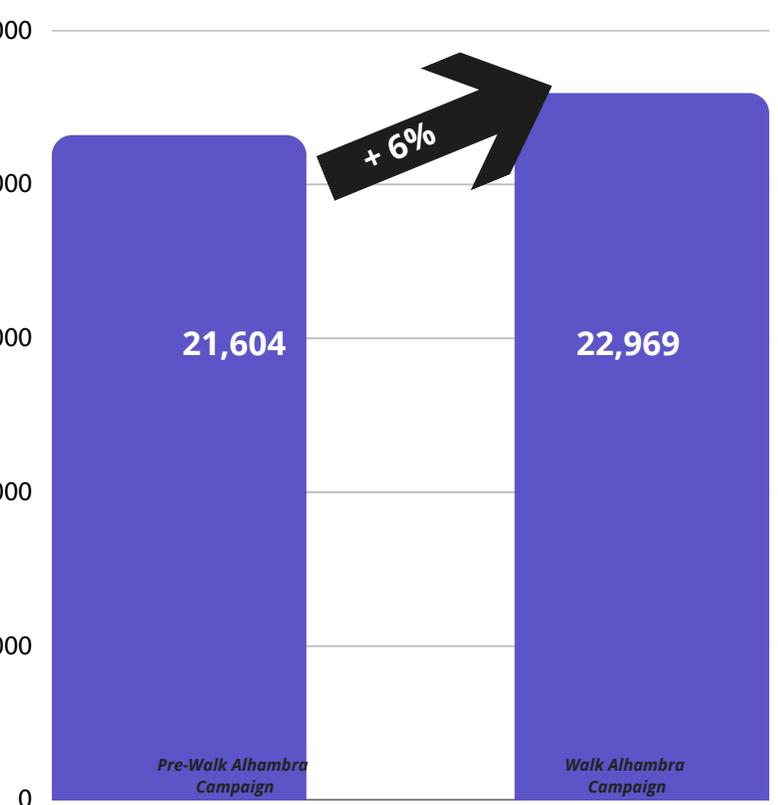


Exhibit B: Alhambra Blvd Total Pedestrian Traffic



Pre-Walk Alhambra Campaign
Daily Average – 6 weeks prior to Walk Alhambra campaign

Walk Alhambra Campaign
Daily Average – 6 weeks during the Walk Alhambra campaign

Pre-Walk Alhambra Campaign
Total Pedestrians – 6 weeks prior to Walk Alhambra campaign

Walk Alhambra Campaign
Total Pedestrians – 6 weeks during the Walk Alhambra campaign