

REOPENING PHILADELPHIA

#STRONGERPHILLY

We understand that the past few weeks have been very difficult for local businesses. OUTFRONT wants to help you grow again. We provide a platform to help businesses of all sizes #GrowStronger. The below outlines the specifics of Pennsylvania's tiered reopening structure and current traffic patterns.

TIERED REOPENING - YELLOW PHASE

As of June 5 Philadelphia has reached the yellow phase which eases stay-at-home orders. This includes areas within the city and surrounding suburbs.

OPENINGS: Businesses with in-person operations, limited real estate, in-person retail, child care, outdoor recreation (golf courses, marinas, guided fishing trips, privately owned campgrounds), doctors offices/elective procedures, open-air dining, live sports

TRAFFIC PATTERNS

- Philadelphia is seeing a 30% increase in traffic over the past month without regression.
- We are currently delivering at a 80% threshold of impressions compared to levels before the national emergency was declared, a significant increase from the lowest levels.



All Photos from May 2020