

# REOPENING SACRAMENTO

## #STRONGERCALIFORNIA

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 Sacramento's Phase 1, 2 & 3 reopening and current traffic patterns.

### PHASE 1, 2 & 3 REOPENING

- May 22th: Dine-in restaurants, shopping malls, micro-enterprise retail/storefronts, car washes, pet grooming, day care, outdoor museums and open gallery spaces, and small offices.
- May 26th: Places of worship for religious services, in-store retail shopping and hair salons and barbershops.
- June 12th: Schools, day camps, bars, gyms, campgrounds and professional sports.

### TRAFFIC PATTERNS

- We are currently delivering 98.1% of impressions, a significant increase since the National Emergency was declared on March 15.

