



Geary Boulevard Sewer and Water Improvements Phase 2
Small Business Working Group Meeting
May 20, 2025

Geary Boulevard Sewer and Water Improvements Phase 2

Construction Updates

➤ Sewer Work in Segment A

- Sewer pipe installation (open trench construction) complete
- Lower lateral replacements expected completion in June
- Trenchless sewer pipe rehabilitation (cured-in-place-lining) remaining

➤ Sewer Work in Segment B

- Sewer pipe installation (open trench construction) expected to start in July



Construction Updates

Water Work in Segment A

- **16" transmission line**
 - Installation complete

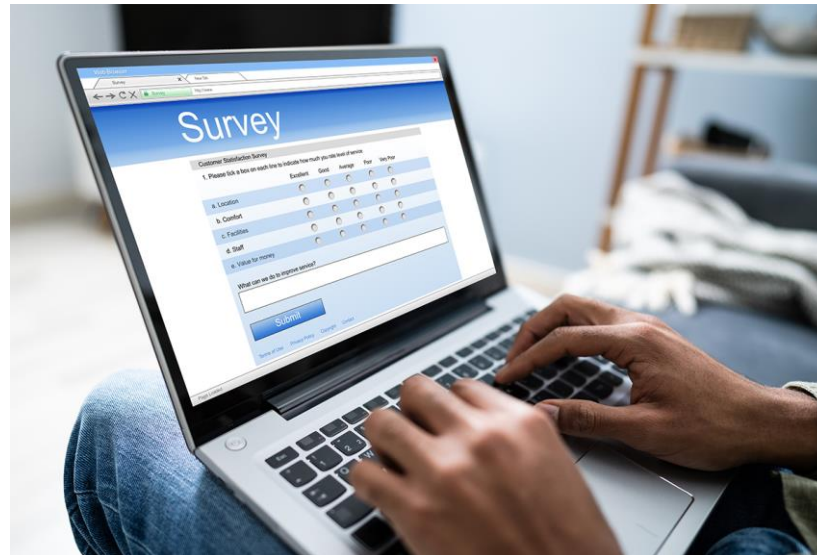
- **8" distribution line**
 - Installation on south side nearing completion
 - Installation on north side in progress; starting at 16th Ave and moving west

- **Connections**
 - After newly installed pipes are pressure tested and disinfected, new water mains will be put into service
 - Connections will be performed at a time and manner to limit disruption to water service
 - Night work expected

Business Support Services

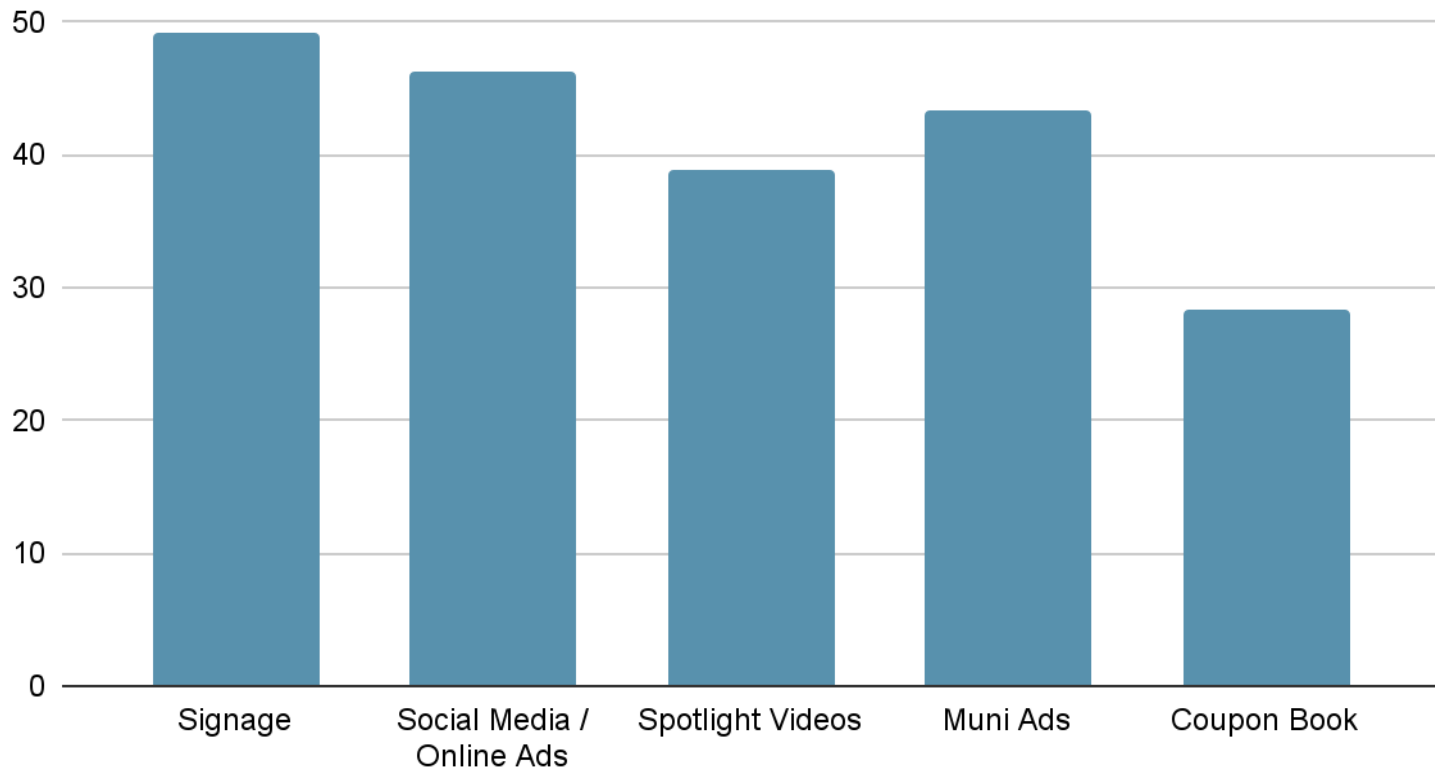
Merchant Survey

- Gathered input on the type of marketing campaign that merchants would find the most beneficial
- Survey open April 14 – 30
- Received responses from 67 merchants along the entire corridor



Merchant Survey Results

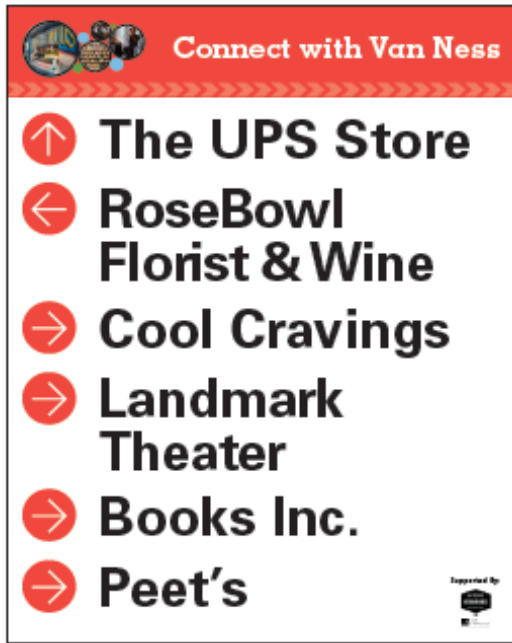
Marketing Support (Extremely/very helpful)



**percentage of respondents that indicated option would be extremely/very helpful*

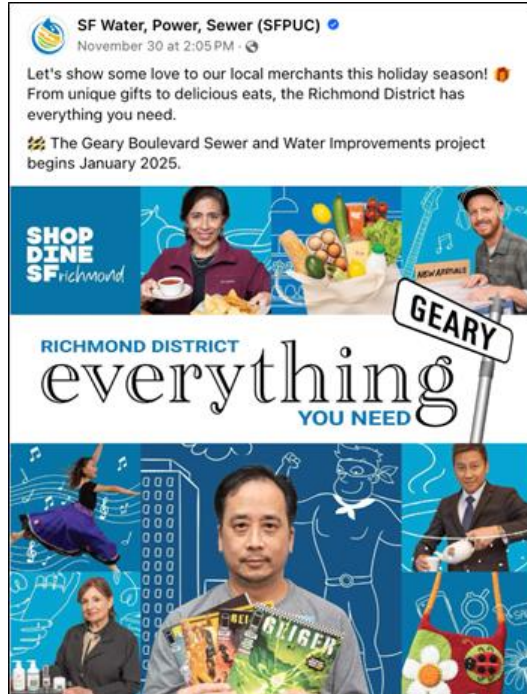
Signage

Posters/banners that can be hung in storefront windows or awnings, or directional signage to guide visitors



Social Media / Online Ads

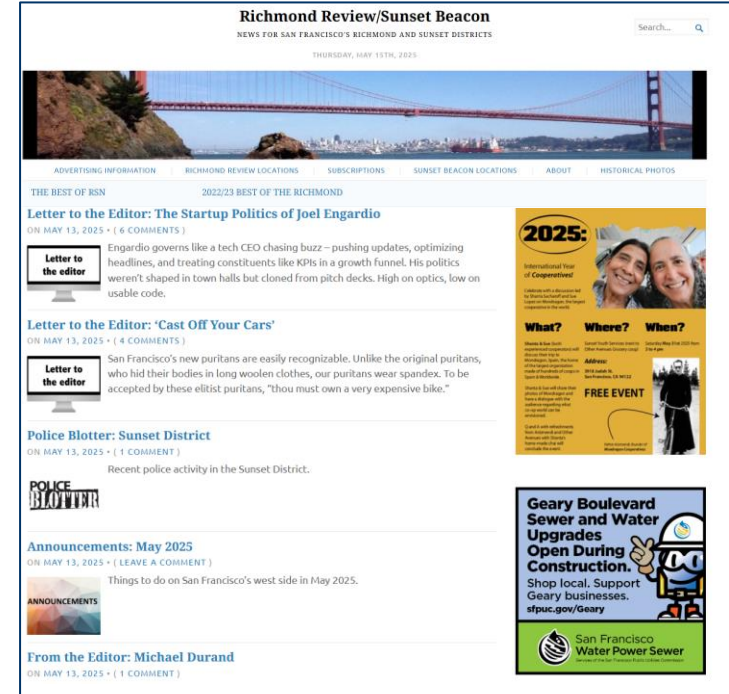
Engage current and new visitors with online ads across social media platforms and other online outlets



Facebook ads



Instagram ads



Tile ads or banner ads

Spotlight Videos

Attract both new and returning visitors by showcasing merchants through videos and leveraging social media to extend their reach



Supported By:    HAIGHT ASHBURY MERCHANTS ASSOCIATION

Learn more at: @HaightAshburyLife @HaightAshburyLife



OEWD's Office of Small Business

Learn about grants for small businesses

- Sign up for emails from the Office of Small Business
 - sf.gov/information/find-grant-your-small-business
 - Information on all grant programs that become available are sent to the subscriber list

OEWD Business Liaison

Jada Jackson

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Next Steps

Recurring Monthly Meetings

Next Meeting:
June 17

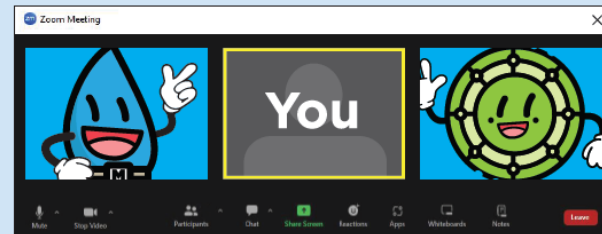
Recurring meetings:
Third Tuesday
of every month
at 9am



San Francisco
Water Power Sewer
Services of the San Francisco Public Utilities Commission

Making Upgrades

**SFPUC Geary Boulevard
Small Business Working Group**
Third Tuesday of every month at 9:00 a.m.



Join online Zoom meeting: <https://sfwater.zoom.us/j/83602416588>
Meeting ID: 836 0241 6588

Join by phone: (669) 900-6833

For more information: sfpub.gov/Geary Email: GearyUpgrades@sfwater.org

2025 Meeting Dates

JANUARY 21	FEBRUARY 18	MARCH 18	APRIL 15
MAY 20	JUNE 17	JULY 15	AUGUST 19
SEPTEMBER 16	OCTOBER 21	NOVEMBER 18	DECEMBER 16

Stay in Touch



GearyUpgrades@sfwater.org



sfpuc.gov/Geary

Thank you!