



**Geary Boulevard Sewer and Water Improvements Phase 2
Small Business Working Group Meeting
June 17, 2025**

Geary Boulevard Sewer and Water Improvements Phase 2

Construction Updates

Sewer Work

➤ Open trench construction

- Segment A:
 - Sewer main installation: Complete
 - Lower laterals replacement: Expected completion by end of June
- Segment B: Expected to begin June 30

➤ Trenchless construction

- Expected to occur in Spring 2026 in both Segments A & B



Fiber Conduit Work

- ### ➤ Segment A: Expected to begin July 2025

Construction Updates

Water Work in Segment A

- **16" transmission line:** Installation complete
- **8" distribution line**
 - South side: Installation complete
 - North side: Approximately 50% complete
- **Connections**
 - After newly installed pipes are pressure tested and disinfected, new water mains are being put into service
 - Connections are being performed at a time and manner to limit disruption to water service; night work is necessary
 - Most locations on the south side of Geary between 32nd – 17th avenues have been switched over to the new water main



Street Restoration in Segment A

➤ Concrete street base

- Restoring the foundational layer beneath the asphalt
- Temporary paving placed on top; in place until final paving
- In progress on the south side; started at 32nd Avenue and moving east



➤ Final paving

- Will occur at the completion of the SFMTA's surface level Transit and Safety Improvements

Business Support Services

Marketing Campaign Overview

Purpose

- Encourage customers to continue visiting the corridor throughout the construction period

Considerations

- What type of campaign would best meet the merchant's goals
- Depending on the campaign, it could target the entire corridor or may need to focus separately on each project segment (Segments A and B)
- Multiple ideas could be packaged together or we can focus efforts on 1-2 ideas



Street Pole Banners

Purpose

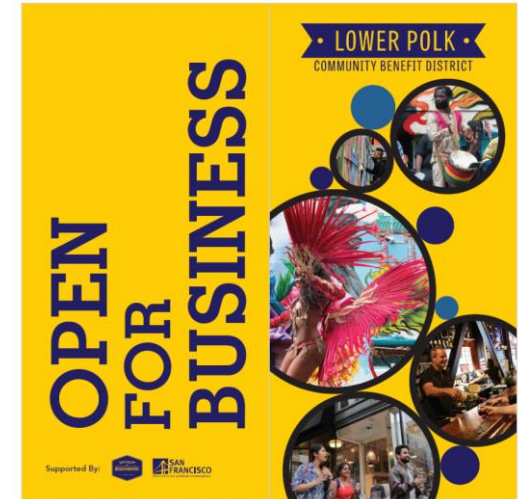
- Advertise that Geary is open for business and encourage shopping and dining on Geary with signage displayed on street poles

Process

- Determine geographic boundaries of banners
- Develop artwork for Working Group to review
- Coordinate production and installation of banners

Considerations

- Placement subject to availability; current campaigns could renew
- Messaging needs to be short and concise
- Placement in other neighborhoods could require coordination with those merchant organizations



Muni Ads

Purpose

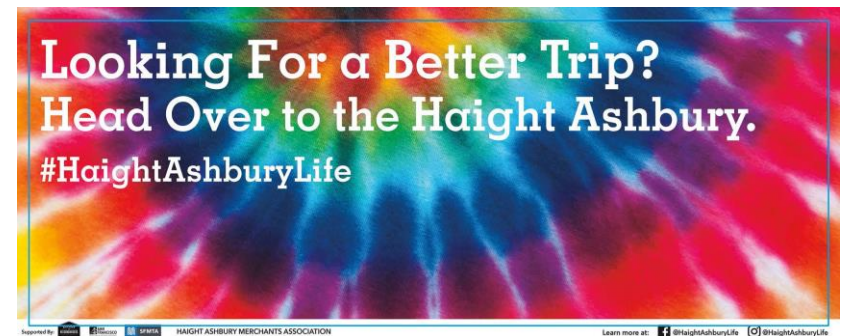
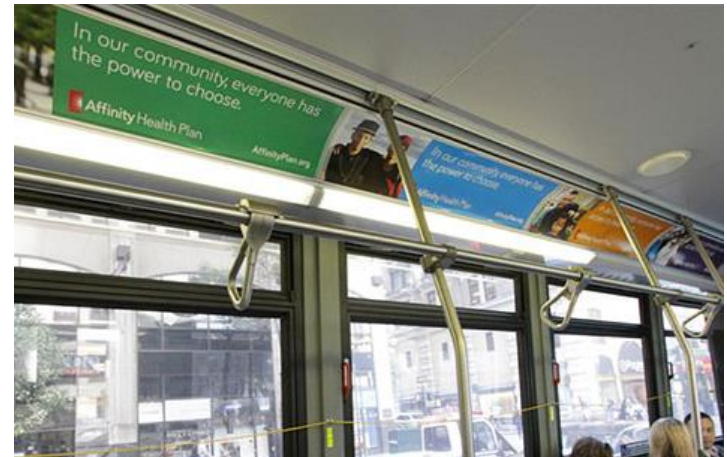
- Use interior bus ad space to raise awareness of the corridor

Process

- Design artwork for Working Group to review
- Print posters
- Coordinate with MTA

Considerations

- Reach is citywide, not targeted to specific bus lines



Community Event Marketing

Purpose

- Increase traffic to the corridor by inviting neighborhood residents and visitors to celebrate holiday traditions or local festivals

Process

- Merchants to coordinate event logistics
- SFPUC to support with event promotion

Considerations

- Geary merchants would need to secure funding and plan logistics
- Geary corridor is big and the event area would need to be focused
- Participation from businesses would be essential to the event's success



Social Media / Online Ads

Purpose

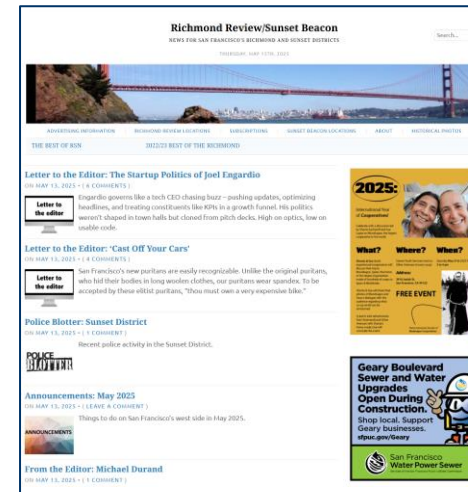
- Engage current and new visitors with online ads across social media platforms and other online outlets

Process

- Develop artwork for Working Group to review
- Manage ad placement across social media and online platforms

Considerations

- Can be as small or large as desired
- Campaigns could be general or tied to special times of year (i.e. holidays, festivals)



Tile ads or banner ads

Promotional Items

Purpose

- Extend the reach of your message using corridor branded items

Process

- Decide item type
- Design artwork for Working Group to review
- Coordinate production
- Determine method of distribution

Considerations

- Some promotional items are more cost effective than others
- Distribution locations will need to be limited
- Could be integrated into a community event to encourage attendance or visiting Geary businesses





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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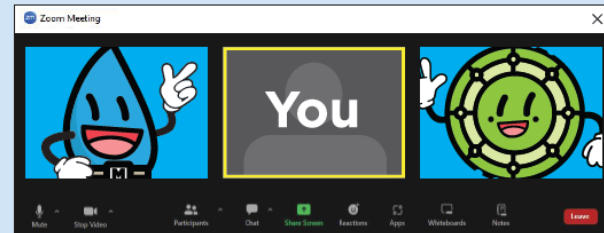
Next Steps

Recurring Monthly Meetings

Next Meeting:
July 15

Recurring meetings:
Third Tuesday
of every month
at 9am

**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!