



Geary Boulevard Sewer and Water Improvements Phase 2
Small Business Working Group Meeting
August 19, 2025

Geary Boulevard Sewer and Water Improvements Phase 2

Sewer Upgrades in Segment A

- **Open trench construction**
 - Complete; Included pipeline installation and lower lateral replacements
- **Trenchless construction**
 - Expected in Spring 2026 for both Segments A+B



Construction Updates

Sewer Upgrades in Segment B

➤ **Sewer Structures and Pipe Installation**

- New sewer structures built at 8th and 7th Avenue intersections; in progress at 6th Avenue intersection
- New reinforced concrete pipe installed between 6th and 8th avenues
- Pipeline installation to continue along corridor



➤ **Sewer Manholes**

- 11th Avenue intersection complete
- Installation at 7th Avenue intersection next



Construction Updates

Water Upgrades in Segment A

- **16" transmission line:** Installation complete
- **8" distribution line:** Installation complete
- **Connections**
 - Newly installed water mains are being put into service
 - South side: All properties have been connected to the new water main
 - North side: Connections for properties between 16th and 19th avenues mostly complete



Construction Updates

Water Upgrades in Segment B

- Expected to begin week of August 25
- Will start with the installation of a 16" transmission pipeline on the south side of Geary
- Starting at 12th Avenue and moving east



Fiber Conduit Work in Segment A

- Began week of August 11
- Work occurring on the north side of Geary
- Crews currently working between 12th Avenue and Funston; will continue moving west



Street Restoration in Segment A

➤ Concrete street base

- In progress on the south side; 32nd to 19th avenues complete
- Restoration of parking strips, curbs, and gutters to follow

➤ Final paving

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



Holiday Moratorium

What is the Holiday Moratorium?

- Restricts construction activity on business blocks from the day after Thanksgiving through January 1 between the hours of 7AM and 10PM
- Contractor seeking waiver to allow crews to work through the Holiday Moratorium on certain blocks; waiver requires 100% merchant approval on impacted blocks



Holiday Moratorium

Benefits of Working through Holiday Moratorium

➤ Segment A

- Accelerate completion of work
 - All construction, except for trenchless sewer work (CIPL), would be completed in February/March 2026 as opposed to May/June 2026
- Final street base restoration completed for the holiday season, as opposed to temporary restoration condition until the New Year

➤ Segment B

- Continue pipe installation work and accelerate overall schedule 4-6 weeks



Holiday Moratorium

Locations

➤ Segment A

- Street base restoration
 - 22nd to 32nd Avenue (north side)
 - Estimated 2 - 3 days per block
- Water department work and associated restoration as needed



➤ Segment B

- Sewer main installation
 - 4th Avenue to Arguello (north side)
 - Estimated 1.5 - 2 weeks per block
- Water main installation
 - 5th Avenue to Arguello (south side)
 - Estimated 1 week per block



Business Support Services

Marketing Campaign Timeline



**Holiday
Campaign**

**Fall 2025
Campaign**

**Spring/Summer
2026 Campaign**

**SFMTA 2027
Campaign**

Dec. 2024

2025

2026

2027

Key considerations

- 8-10 week lead time required for planning, creative development, and execution
- Future campaigns can build off each other with refreshed or new designs
- Short-term campaigns are more effective for driving immediate impact and meeting merchant goals of encouraging customers to continue visiting the corridor through construction

Marketing Campaign Timeline



**Holiday
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**Spring/Summer
2026 Campaign**

**SFMTA 2027
Campaign**

Dec. 2024

2025

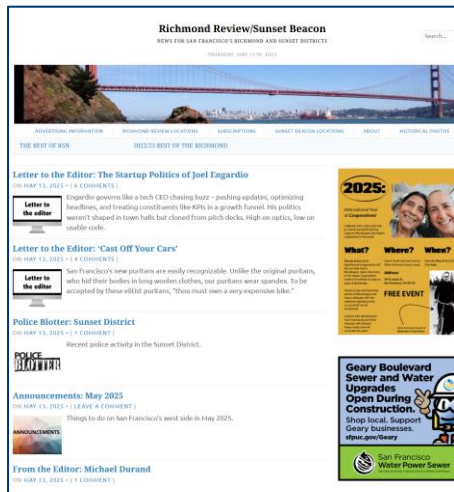
2026

2027

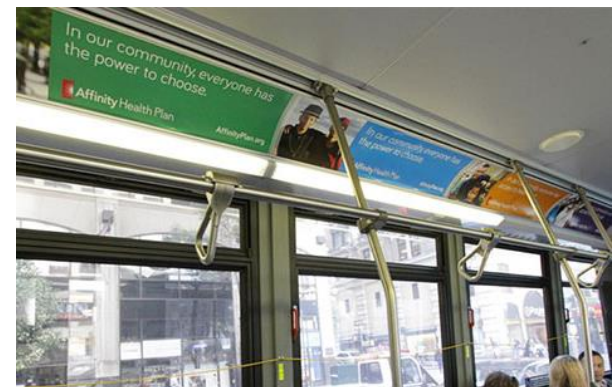
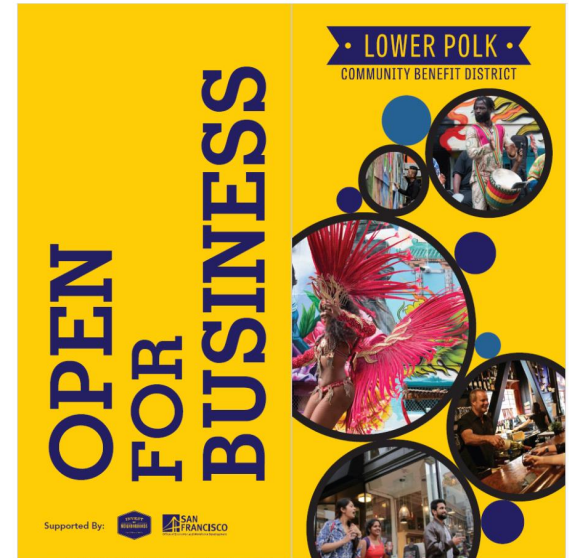
Fall 2025 Campaign: Option 1

Proposed package includes:

- 60 street pole banners (30 poles, 2 banners per pole)
- 1,000 Muni car cards
- One month of boosted social media posts



Tile ads or banner ads



Street Pole Banners

Purpose: Beautify corridor with signage on street poles to enhance shopping and dining experience

Quantity: 60 banners = 30 poles, 2 double-sided banners per pole

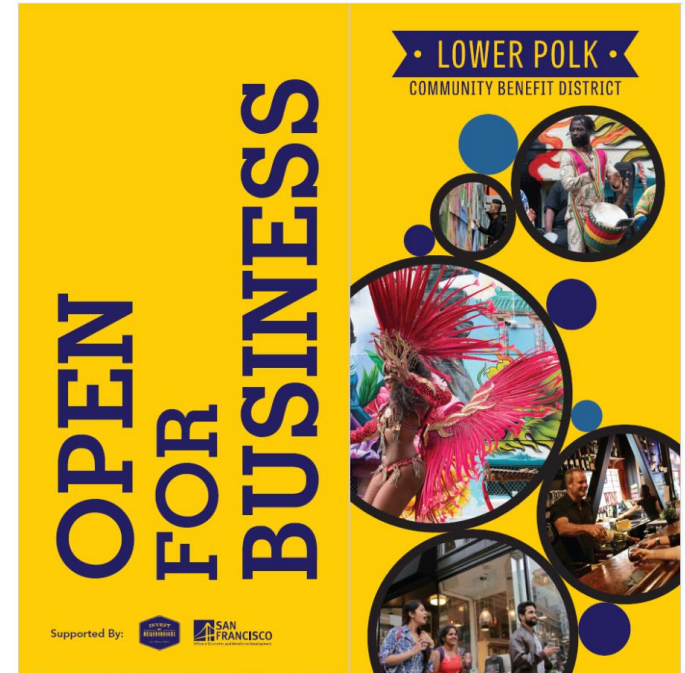
Duration: Up to one year, with option to renew

Direct Costs*: \$12,750

Includes:

- 60 printed banners
- 30 pole banners and hardware
- Installation & removal fees
- Permit fees
- Survey pole availability fee

**Pricing based on current vendor fees; subject to change. Staff and consultant hours to help plan, design, and execute the campaign absorbed into overall project budget.*



Muni Car Cards

Purpose: Utilize interior bus ad space offered to City agencies for PSAs to draw in customers across different neighborhoods in the City

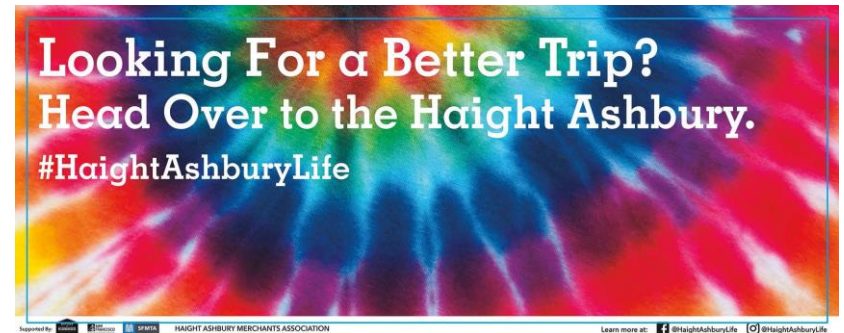
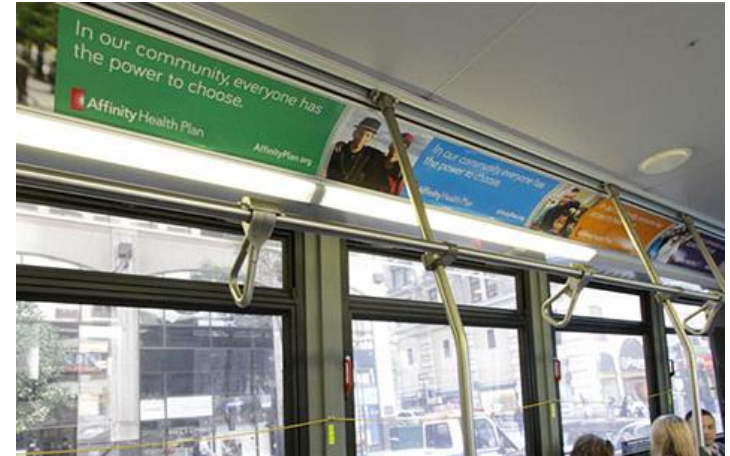
Quantity: 1,000 interior car cards (limited to two designs)

Duration: 2 - 3 months, plus override

Direct Costs*: \$3,000

Includes:

- 1,000 printed ads
- Leverage of SFMTA's PSA program for City agencies = space donated



****Pricing based on current vendor fees; subject to change. Staff and consultant hours to help plan, design, and execute the campaign absorbed into overall project budget.***

Agencies only receive 3 PSA programs per calendar year. The Geary project can only leverage this program once due to other SFPUC initiatives.

Social Media / Online Ads

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

Quantity: Total reach and number of impressions will depend on level of investment

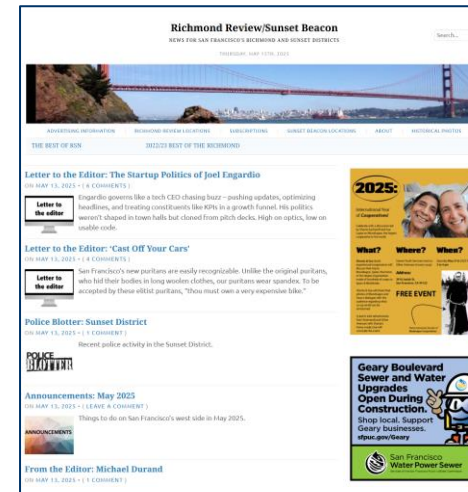
Duration: One month, with option to run longer

Direct Costs*: \$2,000

Includes:

- \$1,500 for one month of boosted social media posts
- \$500 for ads in the Richmond Review

***Pricing based on current vendor fees; subject to change. Staff and consultant hours to help plan, design, and execute the campaign absorbed into overall project budget.**



Tile ads or banner ads

Fall 2025 Campaign Costs: Option 1

Item	Direct Costs*
60 banners/30 street poles	\$12,750
1,000 Muni car cards	\$3,000
Social media ads	\$2,000
Staff and consultant hours	Costs absorbed into overall project budget
Total	\$17,750

****Staff and consultant hours to help plan, design, and execute the campaign absorbed into overall project budget.***

Pricing based on current vendor fees; subject to change. Street pole banners and Muni car cards subject to space availability.

Fall 2025 Campaign: Option 2

Purpose: Beautify corridor with signage on street poles to enhance shopping and dining experience

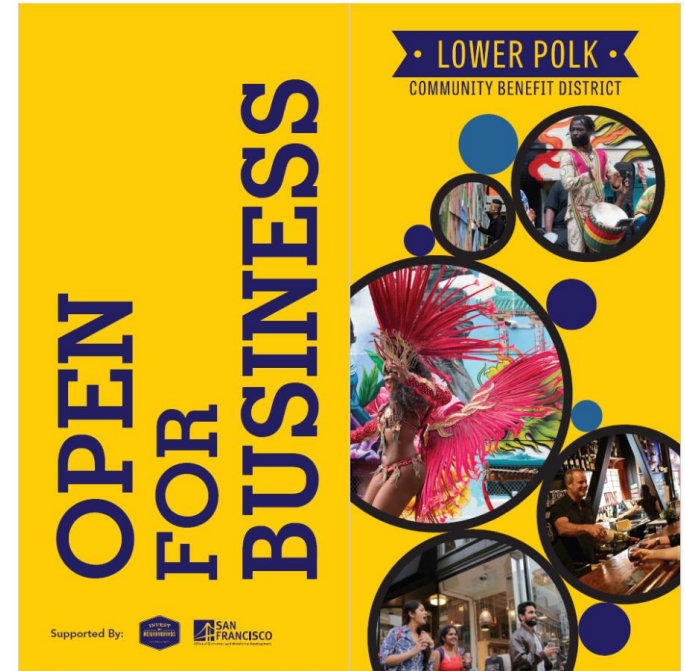
Quantity: 100 banners = 50 poles,
2 double-sided banners per pole

Direct Costs*: \$17,250

Duration: Up to one year, with option to renew

Includes:

- 100 printed banners
- 50 pole banners and hardware
- Installation & removal fees
- Permit fees
- Survey pole availability fee



**Pricing based on current vendor fees; subject to change. Staff and consultant hours to help plan, design, and execute the campaign absorbed into overall project budget.*

Fall 2025 Campaign Costs: Option 2

Item	Direct Costs*
100 banners/50 street poles	\$17,250
Staff and consultant hours	Costs absorbed into overall project budget
Total	\$17,250

**Staff and consultant hours to help plan, design, and execute the campaign absorbed into overall project budget.*

Pricing based on current vendor fees; subject to change. Street pole banners and Muni car cards subject to space availability.



Fall 2025 Campaign

Fall 2025 Campaign

Spring/Summer 2026 Campaign

SFMTA 2027 Campaign

2025

2026

2027

Option 1

60 banners/30 poles
(\$12,750)

1,000 Muni car cards
(\$3,000)

Social media ads
(\$2,000)

TOTAL COST: \$17,750

Option 2

100 banners/50 poles

TOTAL COST: \$17,250

2026 Campaign Ideas

Bus Shelter Ads

Event Marketing Support

Social Media

Promo Items

Window/Tree Lighting

**LET'S KEEP
BRAINSTORMING**

SFMTA Campaign

Think about ways to build off previous campaigns for cohesive look and feel

Street Pole Banners



Clement St. Banners

- Currently installed on Clement St
- Would require coordination with Clement Street Merchants Association to use same artwork
- Can provide a cohesive look for Richmond District



Geary Banner Ideas

- General idea for discussion
- Not reflective of actual artwork that would be used



Everything You Need

- Can build off Everything You Need campaign by using same tagline and colors if desired



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

Jada.Jackson@sfgov.org | (415) 554-6477 | www.oewd.org

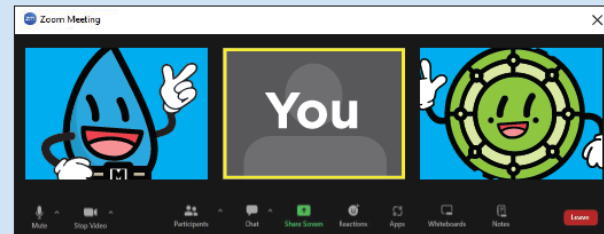
Next Steps

Recurring Monthly Meetings

Next Meeting:
September 16

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: sfpuc.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@sfgwater.org



sfpuc.gov/Geary

Thank you!