



## Getting the word out to promote JapantownSF

The JCBD is pleased to announce its partnership with Leah Goldstein Public Relations, Inc. (LGPR)!

LGPR previously partnered with both the Hotel Kabuki and the Kimpton Buchanan Hotel in San Francisco Japantown on their relaunches after construction.

The first PR pitch that went out to various media outlets centered around Oshogatsu. An insiders look on how we here in JapantownSF celebrate this important time through cultural traditions, foods and events.



## The Newly Designed JapantownSF.org Connecting Japantown to the World

The newly redesigned website, japantownsf.org officially launched on December 1st, 2019. The website is designed to highlight all the merchants, cultural activities and cuisine in Japantown. With an exciting new look, curated blogs and activity guides it's a great tool for visitors as well as local.

The website team comprised of Troy Ziel of ZielCreatives, Greg Vilorio, Margaret Schulze, overseen by the JCBD with additional funding support from the Japantown Merchants Association and the Japan Center Malls made this all possible.

We appreciate all the merchants and businesses who have responded and submitted updated information for their business listings. If you have not, please contact us at [info@sfjapantown.org](mailto:info@sfjapantown.org).

Along with a store and restaurant directory, visitors will find information about upcoming events throughout Japantown, as well as blog posts highlighting different organizations, merchants, and businesses that make our Japantown community unique and a premier destination point.

## Lighting Up Japantown

Thanks to the hard work of Neighborhood Arts, Japantown was beautifully lit during the holiday season.



**MAR 11**  
WEDNESDAY  
**Japantown Community Benefit District, Inc. Board Meeting**

JACL SF Headquarters  
1765 Sutter Street, S.F., CA  
(Board meetings are held every 2nd Wednesday of each month at 6:00 p.m.)

# Geary Rapid Project: What to Expect During Construction: Fillmore/Japantown

The Geary Rapid Project aims to improve pedestrian safety and transit reliability along Geary and parts of O'Farrell from Stryan to Market streets. Work west of Van Ness Avenue is being managed by San Francisco Public Utilities Commission and San Francisco Public Works. This work is expected to be completed in mid-2021 and includes:

- Utility work – replacing aging sewer and water mains, and installing underground conduits for fiber optic cables from Masonic to Van Ness.
- Pedestrian bulbs – sidewalk extensions that make crossing distances shorter at intersection corners installed at Steiner, Webster, Buchanan, Laguna & Gough
- Bus bulbs installed at Fillmore (IB/OB), Laguna (IB/OB) & Gough (OB)
- Traffic signal upgrades, including new pedestrian countdown signals
- Steiner pedestrian bridge removed
- New crosswalks and larger medians at Steiner, Webster & Buchanan
- Traffic lane reconfiguration to two lanes + one bus-only lane in each direction
- Roadway repaving from Masonic to Van Ness

**Steiner bridge removal** is anticipated in early 2020. The intersection at Geary Boulevard and Steiner Street will be closed to vehicle traffic over a single weekend. Vehicles and Geary 38/38R buses will be rerouted and some bus stops will be temporarily relocated. Parking will be temporarily restricted to accommodate the reroutes. Pedestrian detours will be provided.

**Sidewalk extension work** ("bulbs"), new crosswalks and traffic signal work will begin in 2020 and is expected to take about one month per intersection. Access to businesses will be maintained throughout, and there will be pedestrian detours.

**Roadway repaving** will follow after all other work is completed and is expected to take a few days per block.

Visit [sfmta.com/Geary](http://sfmta.com/Geary)



## ATTENTION Merchants

Our Community Ambassadors have been passing out to merchants flyers regarding an upcoming Japantown Merchants Meeting regarding the Geary Rapid Project. Representatives from SFMTA will update you on the work that will effect traffic coming in to Japantown.

**Your presence is important!**

## Geary Rapid Project

MUNIFORWARD 

Please join us for a Japantown Merchants Meeting



Please join the SFMTA and Office of Economic and Workforce Development to learn about construction of the Geary Rapid Project and resources that are available to help support businesses.

A presentation will be followed by Q&A with project staff. Light refreshments served.

**Thursday, February 13  
3:00 p.m. - 5:00 p.m.**

**Union Bank Community Room  
Japan Center East Mall**

[GearyRapid@SFMTA.com](mailto:GearyRapid@SFMTA.com) | [SFMTA.com/Geary](http://SFMTA.com/Geary)

# Meet Our JapantownSF Community Ambassadors



The JCBD, in collaboration with Block by Block (BbB), employs two Community Ambassadors to keep Japantown beautiful, and provide assistance to our visitors, tourists, merchants and community members.

While their responsibilities mostly fall into the categories of cleaning and safety, the Ambassadors do so much more. They help remove graffiti and weeds, report sidewalk and public property deficiencies to 311, and provide a welcoming experience to visitors by providing directions and distributing maps.

Ayvreigh is one of our Ambassadors. Not one for being stuck in an office, she enjoys being active and working with her hands. Before joining the JCBD/BbB team, Ayvreigh completed her pre-apprenticeship in carpentry, with a focus in cement masonry, which she received her certification in. Carpentry and masonry are in her

blood, as both Ayvreigh's mom and great-grandfather were in the trades. Ayvreigh loves the precision and attention to detail that masonry requires. In her free time, Ayvreigh loves to sing, mostly R&B music, and working on logic puzzles to calm her mind.

Al is the Community Ambassadors Operations Supervisor. He comes to Japantown from the Fisherman's Wharf CBD, where he developed and enhanced his skills in a fast-paced, high-stress environment. He enjoyed a wide-spanning career prior to joining BbB. Al started as an Assistant Team Leader at the Youth Employment Program in East Oakland, then transitioned to the Job Corps on Treasure Island, where he studied carpentry. After completing his carpentry program, Al went on to work at UPS and studied the culinary arts at Le Cordon Bleu. Al eventually joined Local 304 Laborers Union, where he remodeled homes and worked on contracts for both BART and Highland Hospital in Oakland.

*If you see Al or Ayvreigh working around Japantown, don't hesitate to say hello and thank them for all their hard work!*

## Cleaning Highlights for December & January



Download the **311 mobile app** on your smart phone to report and document problems. Submitting 311 reports provides the City with important data on the needs and service for our community, our Japantown.

To request service, call or text the JapantownSF Clean Team Hotline: **(415) 680-7171**  
 \*Please note that the ambassadors cannot arrest anyone\*





## Japantown SafeCityProgram Update

Phase 4 of the Japantown SafeCity Program has been moving forward with the completion of camera installation at 1600 Post. Cameras at this location will provide SFPD with views on Laguna and especially the intersection of Post & Laguna.

The final properties in Phase 4 includes properties on the Buchanan Mall. These camera views will enable the JCBD to provide law enforcement with footage on incidents that occur on the Buchanan Mall as well as the intersection of Sutter and Buchanan.

In the next Phase we will look at properties outside the JCBD district to join the SafeCity network. If you are a property owner and would like more information, please contact us at 415-265-5207 or email us at [info@jtowncbd.org](mailto:info@jtowncbd.org)

## JapantownSF Holiday Pin Rally connects visitors & merchants



JCBD's JapantownSF Holiday Pin Rally during the 2nd weekend of Santa Arrives in the Japan Center Malls event was a huge success! Many thanks to the merchants that participated.

We'll bring this popular event back throughout the year to support our many merchants! If you are a merchant and want to be included in the next Pin Rally, please contact us at [info@jtowncbd.org](mailto:info@jtowncbd.org).



## It Takes a Community

Keeping Japantown sparkling is everyone's responsibility. On November 23 the Nakayoshi Young Professionals came out to work alongside our Community Ambassadors to sweep the sidewalks and pick up trash.

We thank them for helping us keep Japantown sparkling and their commitment to giving back to our community.

Special thanks to SF Public Works for providing the volunteers with cleaning tools and coordinating trash pick up.