

Haight-Ashbury Merchant Association Strategic Plan



**Increase
Tourism**



**Street
Cleaning**



**More Public
Bathrooms**



Parking



Agenda



Increase Tourism



Improve Street Conditions



Expand Public Bathrooms



Improve Parking



Summary & Next Steps





Increase Tourism

- We are grateful for SF Travel focusing on the Haight this year!
- We want to increase the Historic storytelling & influencer campaigns ~ SF should know the history of the Haight
- Lock in Partnerships with hotels, Airbnb hosts, transit & even more with SF Travel...maybe even bands.





Increase Street Cleaning & Conditions

- Advocate for more SF Public Works cleaning CONSISTENCY
- STOP ILLEGAL STREET VENDING
- Merchant/Resident-run 'Clean Streets' program & volunteer days
- offer artists/murals to cover up graffiti prone shops
- A public water source for drinking water
- Create a Locker location so that people may store their items and not have to leave in cars. (Oracle park can do it, we can!)





Expand Public Bathrooms

- Request additional staffed 'Pit Stop' stations
- PIT STOPS NEED TO BE OPEN ON THE WEEKENDS
- Explore self-cleaning smart restrooms (ADA-compliant)
- a small “fee” bathroom is okay ~ we just need more!
- Visible signage & digital restroom map





Improve Parking

- STOP TAKING AWAY PARKING/
Please stop building apartments
without parking ~ not fair to our
employees or our customers
- Shared weekend lots(churches,
schools)
- Pilot 'Park & Stroll' valet or shuttle
during peak times
- designated Lfyt/uber
pickups/drop offs areas





In Summary

- The Haight Ashbury is one of the most iconic neighborhoods in the world
- We should present ourselves as such & we ask the the city gives us the tools to do so.
- People need to park, use the bathroom & get water. Giving people more comfort will encourage them to explore the neighborhood more.
- We would like help pursuing city grants, sponsorships & merchant funding
- We look forward to working with the city to improve our already magical community.



