

Coalition seeks \$25 million to battle nonprofit displacement

Market Street for the Masses chimes in at CAC hearing

By MARK HEDIN

AS MID-MARKET AND TENDERLOIN property continues to skyrocket, a new move is afoot to help neighborhood nonprofits whose survival is threatened by wealthy newcomers seeking space in the hood.

The Market Street for the Masses coalition is spearheading a campaign to amass a private \$25 million stabilization and acquisition fund to offset the disadvantage nonprofits face when competing for space in the current real estate market. Groups would get help with rent and some would be able to buy their own building, coalition members told the supervisors' Land Use Committee June 16.

In presentations at City Hall and at the offices of Twitter, the coalition of 28 organizations — including TNDC, the Y, St. Anthony's Foundation, Episcopal Community Services, Catholic Charities, Hospitality House, Curry Senior Center, Community Housing Partnership and the Coalition on Homelessness — has called on tech to do some serious good in the hood, where their arrival has wreaked such havoc.

Six tech companies, including Twitter, are obligated to provide a package of benefits to the community. The Citizens Advisory Committee, which for 2½ years has been the community's only channel to voice its needs and concerns in an attempt to steer the direction of these givebacks, at its June meeting granted Market Street for the Masses a permanent place on future CAC agendas.

And at a meeting hosted by Twitter at its 1355 Market St. offices the week before, the coalition presented a short list of suggestions for the tax-break companies to consider, suggestions they reiterated at the June 5 CAC meeting and again June 16 when CAC Chair Peter Masiak and Vice Chair Robert Marquez told the Board of Supervisors' Land Use Committee how frustrating the CBA process, now in its third year, has been.

Marquez spoke of how there've been "frustrations on both sides" and said: "Zendesk is the only company that has engaged in this process." Indeed, Zendesk's work in the community has been documented nationwide in the press, whereas broadcasters and reporters have found little to talk about when it comes to the other, larger tech companies such as Twitter that also benefit from the city's payroll tax break.

That hearing marked the first time the supes had heard from the CAC in almost two years, since September 2012 when then-CAC Chair Dina Hilliard made a presentation to the Rules Committee. Then only Zendesk claimed the tax break.

Masiak and Marquez told the panel how the process has been marked by the firms' slipshod or nonexistent reporting of community benefit activities. The city administrator's office often called key meetings but did not communicate the place and time, they said, and had abruptly canceled some meetings, failed to enforce companies' reporting deadlines or

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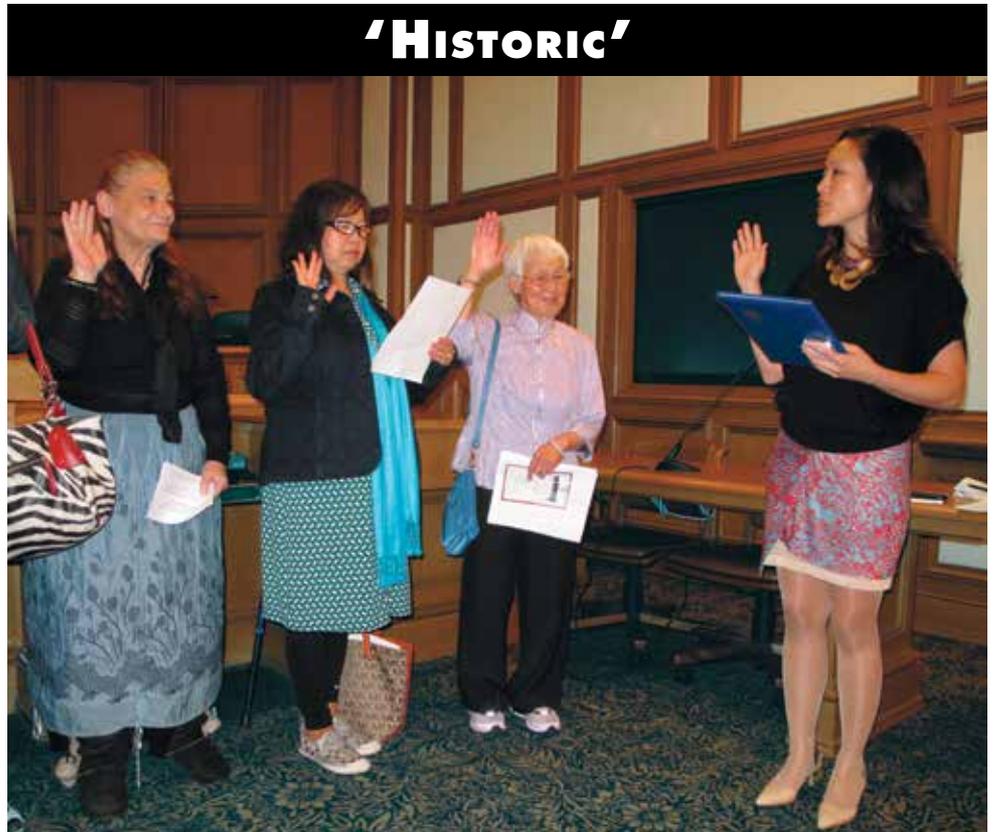
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EXTRA!

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Supervisor Jane Kim, right, administers the oath to members of the East Tenderloin-TNDC Resident Council. From left: Kim Mosteiro, Thanapa Simpanth and Connie Moy.

A CITY HALL FIRST

Supervisor Kim swears-in new TNDC council

STORY AND PHOTOS BY TOM CARTER

SUPERVISOR JANE KIM swore in nine members of the East Tenderloin-TNDC Resident Council in City Hall's second-floor John L. Taylor Community Room with the expectation that the group will be a force for positive change in the city's poorest neighborhood now in the throes of gentrification.

Kim said it was the first time she had sworn in a grassroots organization in City

Hall — "a historical first," she called it. "We do it for elected officials," she told The Extra, "so why not?"

"And here," she said, referring to the expectant crowd of 50, "there's support." Kim also marries couples at City Hall.

The ceremony was requested by TNDC spontaneously after one of the new council members asked what was next following the council election in May. (See Central City Extra June issue.) "One of the new members said, 'Let's have a swearing-in at City Hall,'" said TNDC spokesman Lorenzo Listana. Kim's office was contacted and her assistant, Sunny Angulo, handled the arrangements.

"I had nothing to do with it," said Don Falk, TNDC's executive director, "but it's very cool."

Indeed, it is also a City Hall first. The Extra canvassed the other 10 supervisors and none who responded had presided over such an event. Their aides mostly wondered what we were talking about, an indication Kim may have opened a door.

The city attorney's office is good with it, stating that anyone can use a City Hall room for a ceremony or event of their choosing. "City Hall is open to the public, so anyone who want to reserve a room to host their event, they can do so," said Gabriel Zitrin, deputy communications director. "If a public office holder wants to participate in their event, they're free to do that."

For Kim's June 12 ceremony, she and the council members had hammered out a 109-word pledge to satisfy TNDC's wishes. Kim read it phrase by phrase to the council members. With upraised right hands, and facing their smiling friends and neighbors, they gave antiphonal responses in the dim light of the dark-paneled chamber.

They solemnly pledged to work to "implement the programs of action developed

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Sign on the door at City Hall where the oath-taking ceremony took place.