

Tech hiring in Tenderloin a bust

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Zendesk's \$25,000 grant to Community Housing partnership, the nonprofit that houses 1,400 formerly homeless, enabled CHP to open its 2,800-square-foot job center in July despite needing \$150,000 in computers, furniture and supplies. They're now only \$15,000 short of reaching that goal, spokeswoman Bridget Holian said.

"Zendesk was the first organization to donate to this campaign, which helped us build confidence with other funders," she said.

The center trains front desk clerks for SROs, putting formerly homeless into the workforce. Before, the train-

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Jackie Jenks

EXECUTIVE DIRECTOR, HOSPITALITY HOUSE

ing was done without computers in crowded community rooms in the central city. Above the training center are 44 units for transitional age youth, also formerly homeless, "a population that desperately needs these services."

Zendesk also played a major part in CHP's fundraiser, "A Night With the

Stars," and its Youth Health and Wellness Fair. CHP also showed up in the One Kings Lane CBA with its pledge to assist the center.

Another 2014 example of funding to get people into jobs, rather than into a tech row chair on Market Street, is Twitter's \$10,000 contribution to Lar-

kin Street Youth Services for its Hire Up program. This is for the education and employment of formerly homeless youth and disadvantaged folks.

Twitter also put \$30,000 into a Bay Area Video Coalition scholarship project to train "economically disadvantaged individuals for jobs in the technical sector." But mid-Market/Tenderloin applicants are not specified for it. But at two unnamed events this year, it says it will counsel disadvantaged people on "how to gain employment in the company and other similar firms."

Mayor Lee has committed to creating 2,500 jobs in the next five years through SFTEch, the vehicle bankrolled by the U.S. Department of Labor. Training and hiring San Franciscans would go through the First Source Hiring Program, which works in conjunction with community-based organizations that train and place people in jobs or internships.

"We've gotten pushback in terms of having local hiring requirements in the CBAs, because the companies have said, 'We can't control that,'" said Jackie Jenks, executive director of Hospitality House, a member of the Market Street for the Masses Coalition. "I would encourage them to think outside the box on how they can help promote local hires in their companies."

"I know that they're not working with the Homeless Employment Collaborative," she said. The Collaborative includes 10 organizations: Hospitality House, Episcopal Community Services, Goodwill, Catholic Charities, Swords to Plowshares, Mission Hiring Hall, Toolworks, Arriba Juntos, Center for Juvenile and Criminal Justice and Community Housing Partnership.

Zendesk, the first and then-only company to sign a CBA back in 2012, has led the way ever since in providing a model of community engagement that its tech peers have been slow to emulate. This year, Zendesk hosted a weeklong boot camp during high school spring break that recruited from the YMCA and VYDC and the public schools, giving participants a crash course in basic Web page-building skills. Apczynski announced the company's plans to the CAC in March along with a promise to donate 50 laptops to Bessie Carmichael Elementary.

Other job-related Zendesk commitments in the CBA include: collaborating with Twitter on an event focusing on women in engineering and to work with training groups at Year Up, S.F. State, City College, Academy X and West ED, to provide fine-tuning of knowledge needed "to meet growing start-up sector needs in San Francisco." And it will continue working with the Vietnamese Youth Development Center with mentorships that prepare kids for college and the workforce.

Cristino Lagahid, Employment

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Big Tech on central Market Street

Buildings that house the new neighborhood workforce



ILLUSTRATION LISE STAMPFELI

TECH LOCATED ALONG CENTRAL MARKET STREET

Employer	Street Address	# Workers	Space (sq.ft.)
1. NerdWallet	901 Market St.	350	45,739
2. Zendesk	989 Market St.	260	59,500
3. Zoosk	989 Market St.	160	50,000
4. WeWork	25 Taylor St.	600	44,000
5. Zendesk	1019 Market St.	280	88,000
6. Dolby	1275 Market St.	700	354,000
7. Twitter	1355 Market St.	1,500	295,000
8. One King's Lane	1355 Market St.	190	52,000
9. Yammer	1355 Market St.	400	80,000
10. Runway	1355 Market St.	200	80,000
11. Square	1455 Market St.	700	150,000
12. Uber	1455 Market St.	400	88,000
13. CCSF	30 Van Ness Ave.	500	183,000
14. CCSF/Muni	1 South Van Ness Ave.	1,500	506,000

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