COMMUNITY BENEFIT agreements between the city administrator and the six big tech companies that qualified for the payroll tax break were all signed by Jan. 31. The CBAs are supposed to ensure that the community gets help and resources to mitigate the changes the wealthy companies are bringing to the long-suffering central city.

Zendesk was first with a CBA in 2012. Now all the agreements are operative and can be renewed annually for up to six years. The hope for largess signals that a new era for the neighborhood has officially begun. The benefits pledged won’t themselves be transformative, but if the process evolves into solid working relationships, a lot will change around here.

City officials refuse to reveal the value of the tax breaks, citing city and state laws requiring confidentiality, yet the lack of specifics makes the CBAs’ bottom line a moving target.

If the benefits aren’t provided — then what?

Zendesk patronage is stabilizing Episcopal Community Services’ CHEFS program training homeless in culinary skills.

More is happening now, and more is in the works. The companies within the gerryman-

If the benefits aren’t provided — then what?

City administrator purses committee reviewing the CBAs

The Citizen’s Advisory Committee, a work in progress from the start, is now in complete disarray. The 11-member panel, appointed by the Board of Supervisors to be the community’s voice in discussions between the city and tech companies moving into the neighborhood, is out of commission following the purge of four of its remaining eight members last week.

The CAC’s chief responsibility has been to establish a framework for and to review the community benefits agreements required of the largest companies requesting the city’s so-called “twitter tax break.” Without at least six members, a quorum, the panel is barred from taking any action.

At the committee’s May 2 meeting — which wasn’t an official meeting since there were no longer six active members present, even though two of the recently deposed members sat at their usual spots on the dias — Bill Barnes, project manager in the city administrator’s office, in his customary rapid-fire delivery, apologized for the surprising turn of events that had just unseated four members. Barnes recommended that they reapply for their seats through the board of Supervisors, but that same day also provided help to the YMCA, Boys and Girls Club, Glide and other groups.

City administrator’s office and the firm in question agree on a draft of a CBA, it’s presented to the CAC for review. For Twitter, that review began at the CAC’s
INDOOR FARMING Project Open Hand daily delivers 2,500 meals and 400 bags of food to homebound people in San Francisco and Alameda County. By fall, the group’s 16 culinary staff will be able to pick fresh-as-can-be herbs and greens for those meals by simply walking from their ground-floor kitchen at 730 Polk St. to an adjacent room that will be transformed into an indoor greenhouse. The 285-square-foot room will be a “truly 21st century” kitchen garden, says Maria Stokes, director of communications. Open Hand is purchasing four hydroponic Volksgarden units — large upright mechanized wheels, each with 80 built-in planters that rotate around special lights. The online publication Gizmag calls Volksgarden a “hi-tech Ferris wheel.” Because the wheels are upright, the units take up little space, and plants grow evenly and quickly as they rotate around the lights. “We know this garden isn’t going to offset the costs of providing food to our clients,” Stokes says, “but it will contribute, and it gets us all in touch with our work area and is growing cherry tomatoes, chili peppers and basil.”

MENTAL HEALTH CONSUMERS Cats have nine lives, and Hyde Street Community Services has two. The Tenderloin agency has been serving San Franciscans for 57 years, yet just celebrated 10 years of life. No. 2, this one as an independent entity. Hyde Street opened in October 1975 as Tenderloin Outreach Patient Clinic under the Bayview-Hunters Point Foundation. Ten years ago come July, the program incorporated under its address, then the next year moved to 134 Golden Gate Ave. The clinic has a drop-in center, offers peer-run groups, a bank of computers and teaches the art of microwave cooking. Many people remember it for its popular Clubhouse experience, but that got cut out of the city budget in 2006, when Behavioral Health adopted a medical model that frowned on such standalone socialization services. Now 600 clients a month avail themselves of Hyde Street’s menu of help. But board President Roy Crew is looking forward: “The last 10 years was only the beginning.”

Open Hand is growing herbs and greens inside hydroponic wheels.

Photo Courtesy of Volksgarden

Uncomfortable answer to park’s wedge problem by Tom Carter

BOEDDEKER PARK construction workers will lay uneven cobblestones along an indentation in the park’s northern fence running next to the Ellis Street sidewalk, a ploy to discourage derelicts and drug dealers from hanging out there.

The granite cobblestones are to make it “uncomfortable to stand or sit,” Alejandro Cheisa, Trust for Public Land project engineer, explained at the Friends of Boeddeker Park meeting in April.

The thin triangular wedge of space, about 60 feet long, starts as a mere pinch near the Youth with a Mission building to the west, widening as it goes eastward. It’s “7.6 feet across as it nears the park’s emergency exit gate; big enough to invite trouble. The fence indentation is necessary to accommodate an emergency side door out of the park, a fire department requirement.

At the Friends’ March meeting, activists pointed out that the wedge would create a haven for street people to congregate, relieve themselves and throw garbage over the fence, for dealers to sell drugs and for some homeless to sleep. The design had been in the blueprints since 2010, Cheisa said, and couldn’t be changed. But she promised to announce some solution at the next meeting, asking for suggestions.

The cobblestones were the suggestion of Tim Svoboda, Cheisa said. He is director of Youth with a Mission, which is next to the park. But other ideas from the public were unworkable, “and would have made things worse.”

It won’t work, said Trevor Long, the youth worker who had first identified the problem with the wedge in the fence. “The cobblestones may be effective during the day,” Long said, but they won’t stop overweighters. The homeless will just toss a mattress down. There’s a constant encampment on this block of Ellis anyway, so mattresses are easy to come by. I think the cobblets will help to discourage this type of behavior,” Cheisa said later; “but this problem is not new and it is not going to be completely solved overnight with the cobblets.”

Another vulnerable design aspect, but one that drew little comment, was the ADA accommodation at the gate. As the cobblestone wedge fades out going west to east, it ends abruptly 6 feet from the emergency gate and becomes a smooth concrete pad 7 feet across, perfect for wheelchair entry but also ideal for hanging out, while the gate offers some cover.

COSTLY SAW RIPPED OFF

In other park business, Rec and Park’s Jake Galchrest announced that in March, a $2,000 concrete saw weighing several hundred pounds was stolen in broad daylight from under the noses of workers.

The foreman was a just few feet away from the saw, Galchrest said, “and when he turned around it was gone.”

The theft was reported at once at the Recreation Station across the street. “We sent someone out right away,” Capt. John Garrity said. “But we couldn’t find it.”

Someone obviously planned the heavy-duty heist well in advance, Galchrest said. The $6 million redo is on schedule, Cheisa said. TPL and Rec and Park plan two public outreach meetings and invites other organizations, besides the Friends, to join an advisory committee to consider future park programming and other topics. The first meeting will be in July. No date is set.
Value of community benefits unknown — firms held to fraction of their pledge

**Twitter's thread triggers tax break**

BY MARK HEIDN

IN EARLY APRIL, 2011, the Board of Supervisors approved what has become known as the ‘Twitter tax break.’ It was the first piece of legislation presented by District 6’s new supervisor, who had been elected in Nov. 2010.

In early 2011, Twitter was looking for a new headquarters. After growing its space at the beehive-looking building at Fourth and Folsom. The company had about 75 employees at the time, and was expecting to double that number in each of the next several years, to reach 3,000 by 2015. Among the sites it was considering were locations in South San Francisco, Brisbane and the Furniture Mart building at 1535 Market St.

In a March 15, 2011, letter to Mayor Lee and supervisor David Chiu, Twitter wrote: ‘Twitter has signed a letter of intent (LOI) with the Shorestone Group to lease a block of space at the historic Furniture Mart building on Market and 9th Streets. This LOI is contingent on the Board of Supervisors approval of the payroll tax exclusion as part of the revitalization efforts, with out which Twitter would not be able to justify the cost burden of staying in San Francisco.’

San Francisco is the only city in California that has a payroll tax. Mayor Lee signed Kim and Chiu’s tax exclusion ordinance on April 20. Two days later, Twitter finalized its lease of several floors in Shorestone Properties recently acquired block-long Market Street property. Shorestone would spend $80 million renovating the landmark art-Deco building before Twitter moved in last July, with much of the former room tax revenue for the garden, sumptuous cafeteria and many other amenities.

Microsoft subsidiary Yammer signed a lease for space in the same building, and has since been joined there by One Kings Lane, which sells high-end home furnishings online. Here is a list of the Twitter tax break is available to any company operating in precisely prescribed areas of Market Street, Mission and western SoMa (see map).

The measure exempts companies whose annual employee compensation, including stock options, tops $250,000 from paying the city’s 1.5% payroll tax on any new employees hired during the next six years. They have to pay payroll taxes at the level they were paying when they hired the employee to the designated area, or if they were already here, at the level they were paying in the last year before they applied for the tax break, their so-called ‘base year.’

Companies whose payroll exceeds $1 million also must enter into a community benefit agreement with Naomi Kelly, the city administrator, obligating them to provide goods and services to the neighborhood.

Kelly told the first company to sign a CBA, Zendesk, in 2012, that the itemized benefits are expected to be worth roughly a third of the value of their tax break, Zendesk community liaison Tiffa-ny Apczyński told The Extra.

Jason Rodrigues, community liaison for Yammer, Twitter’s downstairs neighbor told The Extra his understanding was that the CBAs are meant to be worth about 30% of the value of the tax break. The tax legislation has no specific guidelines on how to point, but the CBAs themselves say that, if upon review, the signatures are deemed to have completed 80% of the itemized benefits, the CBA will be considered to have been satisfactorily executed.

In order to qualify, to only do that requisite 80% of what it had pledged, that would result in a CBA worth only a quarter of the tax break it accompanied. Apczyński and Rodrigues both said their companies have already or will exceed their CBA obligations. Kim, Bill Barnes of the city administrator’s office and Rodrigues all emphasize a perspective that the actual dollar amount of the companies’ contributions is less important than the agreements simply fostering a spirit of community and good corporate citizen-ship.

We wanted companies that wanted to be good neighbors, improving the quality of life for everyone,‘ said Kelly. ‘It allowed us to really say, “Let’s do something.”‘

For the Office of Economic and Workforce Development, no up aptheses for applications for the tax break, the companies must participate in the city’s First Source Hiring Program, file regular reports with the Tax Collector and apply for the exclusion annually.

In 2011, Zendesk and Twitter companies sent and were granted the ‘Twitter tax break.’ Citing local ordinance, Greg Kato, director of the office’s collector’s office, declined to name smaller companies that, by virtue of their size, weren’t required to file CBAs, but in its annual report to the Board of Supervisors on all tax exclusions, the office of the Treasurer and Tax Collector said last year that these three companies had exempted $2.757,617 of payroll expenses. At the rate of 1.5% taxation, the cost to the city was $41,064. The next such report is due at the end of May.

Apczyński, of Zendesk, the only $1 million-plus-payroll company to avail itself of the break last year and maping that its tax savings were $32,000 and that the company spent $140,000 on satisfying the terms of its CBAs, which included a pledge to spend locally whenever possible.

Twitter’s own savings from the tax break have been estimated at approximately $22 million over the life of the legislation. Twitter, however, refuses to discuss the matter, and city officials cite confidentiality issues in discussing the matter.

When asked about the $22 million figure, Kim said, ‘We have no idea. Tax documents are confidential, so I can’t find out the tax exclusion for Twitter, but it’s possible. Maybe over six years.’

But a March 25, 2011, Budget and Finance Subcommittee document analyzing the legislation estimated that Twitter would save $1,759,500 in its first year of claiming the tax exclusion — $1,50 million from payroll taxes and $102,000 average salary taxed at 1% — and $8,054,000 annually on a tax of 1.5% for the next five years that Twitter would be eligible for the tax break, which a company can only claim for up to six years before it expires altogether after 2017. Add those up and you get $22,052,000.

Assuming First Source Hiring, San Francisco could then collect that $4 million-plus in payroll taxes from the company every year after that. Down in San Francisco, Twitter’s tax ob- ligation would have been $15 per em- ployee per year.

That analysis, submitted by Ted Igan for the city’s controller, in March 2011, before the tax break was approved, estimated that Twitter’s com- ing to the neighborhood would foster so much economic growth that the city would come out $2.7 million a year ahead on average over 20 years in pay- roll tax collections.

That’s kind of the way these companies perceived it, said Igan. In explanation of the ‘clustering’ anticipated by the arrival of other such firms in the neighborhood a cluster.

For the city to realize $2.7 million growth in the city’s 1.5% payroll taxes would require companies to add $180 million in new payroll.

Tech salaries are generally calculated to average $100,000 annually. That translates to 1,800 new jobs at companies not availing themselves of the Twitter tax break.

At the time of the tax’s passing and consideration, Twitter had 575 employees in South Market. Those employees already on board are not subject to the tax exclusion, instead, they are part of the tax base calculation on which Twitter’s continuing tax obligation is based. At 1.5% of $75,000 estimated payroll, $11,250 a year.

If all the city winds your finger, it’s short of those projected increased tax revenues. Igan said. ‘I don’t know how much economic growth that the city has collected that $4 million in payroll tax revenue. In California, he explained: ‘Once you cut someone’s taxes you need a vote of the people to raise them again.’

Igan and Kim pointed out that the neighborhood has seen the arrival of some large companies in buildings ex- cluded from eligibility for the tax break, such as the former State Compensation Insurance Fund building at 1275 Market St., which Dolby bought, and space that Bank of America vacated at 1455 Market, which Square, having outgrown its current home, is building at Fifth and Mission, is moving into. As these buildings are not included in the tax exclusion zone, their new occupants thus will be paying payroll taxes on all their workers.

CE 3

**PAYROLL TAX EXCLUSION ZONE**

Central Market-Tenderloin area designated as the payroll tax-exclusion zone.

**HOW WE GOT HERE**

Twitter’s thread triggers tax break

**YOU ARE NOT ALONE! Call today, or learn more at:** http://info.caregiver.org/sf.html

**Funded by the San Francisco Department of Aging and Adult Services.**
The CBAs are under way. Benefits are being given, and received. Paid volunteers are serving in the soup kitchens, teaching tech and tutoring in the schools. These stories hint at what the process is like for the tech firms, and for some of the community beneficiaries. They are the tip of an iceberg emerging from a sea of plenty in an ocean of need.

Nonprofits: Snapshot of aid

What neighborhood groups have gotten from the tech firms won’t be known until the companies’ quarterly reports come in, due to the city administrator this month.

Meanwhile, The Extra reached a handful of nonprofits whose benefits from their new tech neighbors range from modest grants and equipment donations to patronizing their activities.

Episcopal Community Services 16-year-old CHEFS program at (Canot Kip Community House, 705 Natoma St.), which trains homeless and low-income people in culinary skills, then places them in internships at restaurants and other food services: “Zendesk has been working with us since 2011,” says Sandra Marilyn, head of CHEFS. “They call us as much as once a week to cater events for them and they’ve been just great, supporting and promoting us all along. We’re just starting to talk to Yammer and Zen, but I don’t know what will come of that. The best thing they can do is sam- ple our wares, meet our students and encourage internships.”

Hospitality House Community Arts Program, the only free fine arts studio for homeless and poor artists (1009 Market St.) and annual auction, the May 9 fundraiser for the arts program: “We never put in a specific pro- posal to any of the companies — but Twitter and Yammer called us,” says Exectutive Director Jackie Jenks. Twitter gave us a $10,000 grant to support the arts program, and Yammer has given us one of the major sponsors of this year’s auction.”

Central YMCA’s community garden and after-school youth program (587 Golden Gate Ave.): Leslie Truong, director of programs, has contacted most of the companies’ community liaisons, but only one has come through with a viable benefit. “Yammer was here on April 12 as part of their Day for Good, helping with our after-school youth.” Truong says, “We also had set up a day for Twitter em- ployees to come and work in the garden, but it was right around New Year’s and only one person showed up.”

Alfonso King Lines Ballet (26 Sev- enth St.), performance company and school: A CAC member suggested that Lines put in a one-page proposal to the city administrator’s office to get in on the benefits, recalls Co-Director Robin Anderson. “I sent the proposal in No- vember for our new outreach training program, and this April we’re doing hip-hop classes on-site at Yammer for its employees.” The most recent people have been coming to the hourlong weekly classes, she says. “Yammer’s paying for the classes, of course, but the hope is to generate interest among all its em- ployees in our classes and performanc- es.” Anderson’s efforts to connect with Twitter, she says, have been “difficult” and, so far, unfruitful. Yammer says it also bought 40 tickets for Lines Ballet’s season opener at YBC.

The Arc San Francisco (1500 How- ard St.), supports independent living, trains for employment and encourages creative expression for adults with au- tism, Down syndrome, cerebral palsy and intellectual and developmental dis- abilities: “The Arc is not in the mid-Market area designated by the tax exclusion and benefit agreements, but many of its clients reside there, says Stacy Trager-Carls, Arc community resource manager. “Our job developer, Gary Gre- gerson, attended a CAC meeting last fall and then met with One Kings Lane to talk about employment possibilities for our clients,” Trager-Carls says. “We’re waiting now to hear if we have one placement with them starting in May.”

Stephanie Pettinati, One Kings Lane community liaison, says it has discussed “opportunities” with Arc but is not working on any specific placements.

Tenderloin Technology Lab (150 Golden Gate Ave.), operated by St An- Thompson Foundation and S.F. Network Ministries, established in 2008 to pro- mote technology training and access to Tenderloin residents.

In March, Yammer donated 40 large-screen computer monitors with keyboards and accessories to the Lab, which operates as a drop-in site for ca- sual computer users and offers month- long classes, from bedrock basics to so- phisticated software applications.

The monitors are great,” said Karl Robillard, communications manager for St. Anthony Foundation. “People love working with the new equipment.”

You’re being gentrified — make the most of it

This is a critical moment for the neighborhood. The city signing the CBAs with the tech firms signaled that gentrification of the central city is offi- cially under way.

These agreements with the six In- ternet companies obligate the city to ensure that an untold amount in grants, goods, services and volunteer hours accrue to the area that the big guys have invaded is. Traditionally, when the haves move in, the have-nots are pushed out. That’s gentrification.

The largess is meant to mitigate the irreversible effects of gentrification, through the G word is never mentioned in the CBAs.

Gentrification here and now is like the warming climate: Global it’s already too late to halt the catastrophes sure to ensue as the Arctic melts. Locally, with City Administrator Naomi Kelly’s John Hancock affixed to these contracts, the central city’s future has been formally sealed: we’re being gentrified. So we might as well make the most of it, be- cause they’re not going to go away.

Each company has pledged to ease the trauma to the neighborhood that their dominant presence presents. Each agreement calls for the big guys to bestow upon beneficial item to miti-gate the personal and social pain.

Some firms have vowed to help preserve affordable housing — and that means SROs, too — so as not to displace residents. The most important help they could give would be to en- sure that all who live here now will re- main. But no one can assure that Rents in central city offices and storefronts already are spiraling. Soon that will ren- der this place unrecognizable. No CBA offers a blueprint for stopping the inevi- table, though all vow to try.

The neighborhood can get lots of other things out of these agreements, help that’s more likely to happen, such as: Patronizing our businesses, training us in tech and outfitting us in state- of-the-art hardware and knowledge. ensure that we have more to eat and healthier food, hire our residents so they can provide for themselves, in- crease the perks to the community as these agreements to mature.

The hiding of information about the tax break and the unresponsiv- ness to community contact by some of the firms encourages suspicion among neighborhood players.

The firms and the city must be clear: We are very needy and vulnerable, and our social fabric is fragile. So be generous. We want to land on our feet for a change.

— Geoff Link, Editor & Publisher

CENTRAL CITY EXTRA / MAY 2013

GETTING AND GIVING THE COMMUNITY BENEFITS

Editorial
Companies that do something good for the neighborhood usually call local newspapers to tell all about it. But, as the community benefits agreements offer, companies usually don’t always pay off as the extra sought the extra’s photo — and that’s with prompting from me or the company’s public policy.

**Companies giving bonuses to their top picks, Larkin Street Twitter employees voted to give $5,000 and Hospitality House Art Program.**

Newsletters to tell all about it. But, as the community usually call local newspapers to tell all about it.

**School on eddy Street, bessie Carmichael middle School every Wednesday has been on help-**

**The S.F. bar Association’s volunteer activities — and that’s with prompting from me or the company’s public policy.**

**Twitter: $70,000 in grants**

In its seminal year of giving back, Twitter’s master monitor of terse tweeting and abbreviations, is spreading the word of grant donors around the neighborhood while enthusiasm to volunteer runs high, says Colin Crowell, Twitter’s head of public policy.

**Employees are wanting to get into volunteer activities — and that’s with prompting from me or the company’s public policy.**

The social media giant’s list of pro-posed CBA activities for 2015 runs to 26 goals. It’s $10,000 each to Tenderloin Community School, Vietnamese Youth Development Center, Cubing Ball Theater, Heart of the Cities Foundation, Larkin Street Youth Services and Hospitality House Art Program. Twitter employees voted to give $5,000 bonuses to their top picks, Larkin Street and the Community School.

Another outreach has been calling in the Tenderloin Tech Lab every Friday and at the Main Library tech lab, too.

Volunteers have been tutoring students in the Tenderloin Community School on Eddy Street, Besse Carmichael Elementary School, in SoMa out-side the tax breaks boundaries, and the private DeMarrillac Middle School on Golden Gate Avenue. At Besse, the fo cus every Wednesday has been on helping eight-graders with algebra, though the school’s Web site points a lengthy “wish list” of needs for supplies and equipment.

Employees also are volunteering at the S.F. Bar Association’s Volunteer Legal Services Program on housing ad vocacy and negotiations. Cases are in the works. Crowell says, but he can’t discuss them.

**1,355 Market St**

**1,500 employees**

**Community liaison: Jenna Sampson, sf@twitter.com**

**One Kings Lane: Donations**

The year-old online company that offers bargains on name-brand, vintage and designer items, has begun meeting its first-year CBA agreement. In February, three employees helped serve dinner at Raphael House, the shelter for homeless children and families. March 28, it donated money and beverages to Bold Italics and Yammer’s annual Mid Riff Microphood party celebrating mid-Market arts, eats and drinks.

Volunteers helped celebrate Earth Day by gathering their hands dirty, clean up and planting at TNDC’s People’s Garden.

In the works, says Stephanie Pettinati, community liaison, are product donations and design makeovers for Hamilton Family Center and Tenderloin Housing Clinic.

“We’ll bring in tables and rugs and maybe artwork” to Hamilton’s lobby, for example, to make the space “more welcoming,” Pettinati says.

**1,355 Market St Suite 600**

**200 employees in San Francisco**

**Community liaison: Stephanie Pettinati, 408-9892**

**Zoosk: Few details**

The extra’s repeated attempts to get details from the online dating service Zoosk about its CBA activities were fruitless.

“What I can say,” wrote Melinda Peralez, community liaison, in an email, “is that Zoosk is very excited to be in the community. We are new to the CBA so at this time I do not have much to report other than we are busy with volunteering and meeting our commitment per our CBA.”

Ganged by PAWS, The Extra’s photographer did get to snap Zoosk employees washing dogs on May 1.

**989 Market St, 5th floor**

**150 employees**

**CBA community liaison: Melinda Peralez, 229-9020, melindap@zoosk.com**

**21Tech: Mum to the Extra**

Technology and business consultants to local governments and some Fortune 100 companies, 21Tech, founded in 1996, has been in the neighborhood since before the mid-Market tech boom. It has a $4.5 million contract with the city to develop an automated permit and project-tracking system for City Planning department and the Department of Building Inspection.

Beginning in February, two Extra reporters tried numerous times to contact Deborah Trette, community liaison, and 21Tech partner Dilraj Kahai for CBA details. Phone calls and emails were never returned.

**1,350 Market St, 12th floor**

**Community liaison: Deborah Trette, 445-0990, Deborah.Trette@21Tech.com**

**Yammer: Big Day of Giving**

Five-year-old Yammer moved from its Townsend Street location into its Market Street digs in January. The cloud-based intranet computer system was acquired by Microsoft for $1.2 billion.

In its April 12 Day of Giving, 50 employees in bright safety vests went to the Tenderloin to work with DPW’s anti-litter campaign. The same day, 15 employees cooked lunch for Episcopal Community Services clients and played bingo with seniors.

During a monthlong, in-house clothiing drive, employees donated 400 pounds of clothing, including $1,000 worth of new underwear and socks to St. Anthony’s clothing program.

Jason Rodrigues, Yammer’s community liaison, has been asked to join Hospita lity House’s Board of Directors.

Computers worth $3,000 went to Project Homeless Connect for use at the Sixth Street Safety Hub. It also has 50 Pantronic wireless telephone head-sets, Mac keyboards and four projectors to donate to interested organizations. Grants to local nonprofits have totaled $4,000 so far to unidentified recipients.

And food! Yammer employees eat out at Show Dogs, Dorothy’s True Blue Cafe and Brenda’s French Soul Food. Mavelous, a coffee shop at 10th and Market, a block from Yammer’s offices, reports a 30% increase in business since the tech firm moved in.

**1,555 Market St**

**300 employees**

**Community liaison: Jason Rodrigues: 796-7453, jason@yammer-inc.com**

**Zendesk Reaches Out**

Zendesk, founded in 2007, specializes in customer service applications for its estimated 20,000 clients. During 2012, it made a financial investment in the central city neighborhood of approximately $140,000, says Tiffany Ap czynski, CBA community liaison.

Half of that $140,000 went to local caterer Small Potatoes on 6th Street for its launch and holiday parties. $10,000 more went to rent Great American Music Hall and Mezzanine for the two company events. Another $33,000 was spent on on-site catering from Tenderloin restaurants during the year. Of Zendesk’s 997 catered meals, including lunches, 176 were handled by neighbor-hood establishments.

When Zendesk needed AV equipment, it spent $15,000 at World of Stereo. And two Tenderloin students proved paid summer internships, at $5,000 each, at the tech company.

For this year, Zendesk plans to donate $10,000 to a Tenderloin community garden, and continue it in house “lunch and learns” where invitees come and present to employees during lunch. Guests so far have included Episcopal Community Services, and two docu mentary filmmakers, muralist LisaRuth Elliott and photographer Darcy Padilla, all from the Tenderloin.

Zendesk recently bought 500 tickets for employees at the Cuttin Ball Theater, and sent tech experts to a May 2 City College event. Employees gave TechSF feedback on its latest cur riculum. The company plans to place TechSF graduates as interns, costing an estimated $10,000, and to host a Nerd Undergraduate networking event for new TechSF graduates at its offices.

**980 Market St, 3rd floor**

**200 employees**

**Community liaison: Tiffany Apczynski 987-5643, tiffany@zendesk.com**

— Mark Hedin, Tom Carter, Margarete Beggs and Jonathan Newman contributed to this story.

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**Photo by Mark Doneza**

**Photo by Adam Woolley, Yammer**

**Photo by Gabrielle Wacobs, One Kings Lane**
Cops open up shop on 6th Street

New Safety Hub adds services to police presence on tough block

by Jonathan Newman

AWKERS CROWDED the side-walk at 72 Sixth St. midday on March 8, bustling into the traffic lanes as a happy gathering of elected officials, bureaucrats, SFPD brass, local residents, media reps and the simply curious gathered to watch the unveil- ing of the Sixth Street Safety Hub.

With a comic book theme — Mayor Ed Lee and District 6 Supervisor Jane Kim wielding a histrionically out-sized 4-foot, long pair of scissors — a bright blue ceremonial ribbon was cut and the facade of participatory public safety officially opened.

The high-spirited fun, unusual on one of the city’s more beleaguered streets, reflected relief that a 10-year struggle to fill a vacant storefront below the Baldwin House Hotel had end ed and the Hub, originally planned as the city’s first police substation, had blossomed to life as a multiservice plat form, not only housing police officers, but the city’s community ambassadors, an Adult Probation Department officer, Project Homeless Connect workers, and a Neighborhood Courts prosecutor as well.

For 20 years residents and business owners had talked of the need for more police on the street. Nothing took hold, not even the phone booth-size police kiosk at Minna and Sixth streets called for in the early ’90s.

Jenny McNulty, the executive direc tor of Urban Solutions, a nonprofit that recruits and advises small businesses in the area, said the Baldwin House own ers were struggling to rebuild after a fire. Residents were displaced and the old Grand Cafe and self-service laundry flanking the hotel’s entrance closed. “We had hoped those spaces could again become small retail business lo cales,” McNulty said.

But the spaces sat empty as the economy dipped and Sixth Street re mained a chancy venture for new businesses.

In 2009 the SFPD and Redevelop ment Agency began looking for a suit able space on Sixth Street for a police substation — a place where bicycle and foot patrol officers from Southern Station could check in and write re ports without having to return to $50 Bryant. The substation was to provide a visual deterrent to crime and to further the city’s goals to increase community policing and revitalize South of Market.

In December 2011, the Redevel opment Agency proposed to forgive a $500,000 loan to the Baldwin House owner in exchange for his agreement to rehabilitate 72 Sixth as a police sub sta tion.

Two months later the state Su preme Court upheld Gov. Brown’s dis solution of redevelopment agencies and the deal was off.

Urban Solutions and SOMPAC, a neighborhood-elected group formed to voice residents’ views on redevelop ment projects, pitched the Sixth Street site to the city Office of Economic and Workforce Development, which brought it to Lee.

“The mayor found the funds — the cost had risen to $775,000 — by transferring $125,000 from the SFPD budget and using $600,000 from the Depart ment of Real Estate Sam Devdhara, owner of Baldwin House Hotel, agreed to cut the rent to $1,449 a month, and with Kim spearheading legislation, the SFPD on board and Department of Pub lic Works overseeing construction, the Hub got built.

Twenty-four police officers, includ ing eight new police academy gradu ates, work out of the Hub daily from 6:30 a.m. to 10:30 p.m. Wednesdays are full-service days. From 9 a.m. to midafter noon probation officers, homeless outreach workers and an assis tant D.A. are there so people can drop in to talk with them.

Kara Zordel, executive director of Project Homeless Connect, says: “The police are on foot along Sixth Street and the neighborhood every day. They know the homeless and they’re getting people to come in for services.”

At the ribbon-cutting, Chief Greg Suhr acknowledged the long struggle. “It took tenacious vision to accomplish this,” standing in front of the bulletproof, one-way glass entry to the Hub. Suhr gestured to the bevy of assembled community ambassadors in their bright yellow and black jackets ring ing the crowd, and added, “With our bumble bee brothers and sisters, we’re commit ted to changing the atmosphere.”

Antoinette Stadlan has lived at the Baldwin House Hotel for 24 years. She sees a difference already. “There’s fewer people littering, less of the small time drug peddling. It’s good. It’ll help break the link between the peddling in the hotels and the street-crawling for the next hit.”

HOUSING APPLICATIONS ARE BEING ACCEPTED FOR SINGLE ROOM OCCUPANCY BUILDINGS (SRO’S)

Please go to 241 6th Street, San Francisco, CA for applications.

The TODCO Housing waiting list is open for the BAYANHISAN HOUSE AND THE HOTEL ISABEL. If your name is currently on any TODCO Housing Waiting List and you would like information on your current status please call the TODCO Marketing Office at 415-957-0227 on Fridays only.

Building
Hotel Isabel
1995 Mission Street
(Non-Assisted Units)
Rented Section 8
Open Wait List until March 29, 2013

Baysanian House
(Non-Assisted Units)
Located at
98 - 5th Street & Mission
Open WAITING LIST

<table>
<thead>
<tr>
<th>Building</th>
<th>Size/Occupancy Limit</th>
<th>Max./Min. Income Limit</th>
<th>Rent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel Isabel</td>
<td>SRO - 1 person</td>
<td>$31,460 a year</td>
<td>No Minimum Income</td>
</tr>
<tr>
<td></td>
<td>in the unit there is a sink, microwave, refrigerator, 2-bedroom, living, dining, laundry facility</td>
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<td></td>
<td>Couple, Shared Bath</td>
<td>$30,275 a year</td>
<td>Requires Certificate of Homelessness</td>
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<tr>
<td></td>
<td>Single 10 x 12</td>
<td>$14,580 a year</td>
<td>Minimum income of $866/month</td>
</tr>
<tr>
<td></td>
<td>Double 12x12</td>
<td>$14,580 a year</td>
<td>Utilities included</td>
</tr>
</tbody>
</table>

TDD: (415) 945-4470

Mayor Lee and Supervisor Kim wield unwieldy scissors to cut the ribbon for SFPPD’s new substation beneath the Baldwin House.
Community input in passed by Twitter CBA

Dec. 6 meeting, three days after the draft was finalized. Normally, after an initial discussion of a company’s draft CBA, the panel holds a second meeting to hear public input. There were some public comments on Dec. 6, as at all CAC meetings, but the panel scheduled another meeting for Dec. 20, to allow the community time to weigh in more fully. As the CAC discussed that date, Hilliard cautioned that she would be unable to attend, but didn’t want to discourage others from meeting without her.

Over the course of the following 10 days, however, Hillard and Paul informed the city administrator’s office and fell other CAC members that they could not make the Dec. 20 meeting after all. On Dec. 17, the city administrator’s office announced the meeting was canceled. The committee’s next regular meeting was scheduled for Jan. 3, but it, too, was canceled for lack of a quorum.

Three other CAC members, Eva Pirring, Nella Corpuz-Manuel and Jesus Perez, were asked collectively after May 25’s meeting if they, too, had been unable to attend the planned Dec. 20 or 21’s meeting if they, too, had been unable to attend the planned Dec. 20 or 21’s meeting. Although they seemed to struggle to understand the question, they ultimately confirmed that they had been busy.

The CAC finally convened Jan. 17. Among the crowd at the hearing were some of the 11 CAC members expected to become more “robust” with the appearance of a conflict of interest exercised, barnes said that it had been, that the four-week window had actually closed Jan. 3. “I think,” he added, “in Twitter’s case, people have had a lot of input through a lot of different forms. The CAC is one way to provide public input, but I would say for Twitter, everyone’s known about it since 2010.”

Even without a quorum, available CAC members could have assembled at the appointed times and taken note of public comment for inclusion in a future meeting. Barnes said, but they didn’t pursue that option.

Hillard, development director at Hospitality House, said he avoided the appearance of a conflict of interest after Twitter gave the group a $10,000 grant. Hilliard, who is head of the Tenderloin CBD, told The Extra in a separate phone interview that “we asked Twitter multiple times” about the value of its tax break and CBA, and were told nothing.

“It’s frustrating,” she said, “for the committee and public because we can’t really tell if the CBAs are offsetting their impact. We have no way of knowing what is. We can’t really gauge our effectiveness without those numbers.”

That information is confidential under city ordinance and state law.

Eric Louie, Geoff Link and Marjorie Beggs contributed to this report.
COMMUNITY CALENDAR

SPECIAL EVENTS

ART EVENTS

Hospitality House 28th Annual Art Auction, May 9, 6-9 p.m., White Walls & Shooting Gallery complex, 886 Geary St. The auction, which raises funding for the Community Arts Program, features works by poor and homeless artists from the program that hang alongside those of 150 notable artists represented by prestigious galleries. Info: hospitalityhouse.org/auction2013.htm. To order tickets: 749.2184.

Step to Poetry, literary art installation of site poems by youth 12-19, Main Library main staircase, May 10-June 10, and WordStomp, open rec night where youth will read from newly published books, May 21, 3:30-6 p.m., presented by the San Francisco Public Library and WriteCores. Step to Poetry launch event, May 17, 16 p.m., features a stair crawl from the first to fifth floors with WriteCores youth performing their poems along the way. Space is limited for the launch, and RSVP is required as the event takes place after library hours: hello@writerscorps.org or 252-2546.

COMMUNITY: REGULAR SCHEDULE
HOUSING
Tenant Associations Coalition of San Francisco, 1st Wednesday of each month, noon, 201 Turk St., Tenant Associations Coalition of San Francisco

Health and Mental Health
CBHS Consumer Council, 3rd Monday of month, 5-7 p.m., 1380 Howard St., room 307, 255-9895. Consumer advocates from self-help groups and mental health consumer advocates: Public welcome.

Healthcare Action Team, 2nd Wednesday of month, 1010 Mission St., Bayview Community Center, 11 a.m.-12:30 p.m. Focus on increasing supportive home services, expanded eligibility for home care, improved discharge planning. Light lunch. Call James Chionisi, 703-0188 x304.

Mental Health Board, 2nd Wednesday of the month, 6:30-8:30 p.m., City Hall, room 278. CBHS advisory committee, open to the public. Call: 255-3474.

Neighborhood Improvement
Alliance for a Better District 6, 2nd Tuesday of each month, 6 p.m., 230 Eddy St. Contact Michael Nulty, 420-7580 or sf_district6@yahoo.com, a districtwide improvement association.


Friends of Buena Vista Park, 2nd Wednesday this month, 3 p.m., Police Station Community Room, 301 Eddy St. Plan park events and activities and improvements. Contact Betty Truynor, 807-1326.

Gene Frenkie Recreation Center Advisory Board, 3rd Thursday of month, 5 p.m. Works to protect SfHA resources for all residents. Gene Frenkie Rec Center, 210 South St. Info: Tino Figuera, 564-9622.

North of Market/Tenderloin Community Benefit District, Full board meets, 3rd Monday at 6 p.m. Call 255-3474 for location or check nom-tlcbd.org.

Safe Haven Project, 4th Thursday of each month, 6 p.m., 519 Ellis St. (Senator Hotel). Contact: 563-3205, x175, or contact@safehavenhdm@gmail.com.

SoMa Community Stabilization Fund Advisory Committee, 1st Thursday of month, 5:30 p.m., 1 South Van Ness, 2nd floor. Info: Claudine de Rosarios, 701-5580.

Tenderloin Futures Collaborative, 3rd Wednesday of the month, 11 a.m.-2:30 p.m, Tenderloin Police Community Room, 301 Eddy. Presentations on 50s of interest to neighborhood residents, nonprofits and businesses. Info: 926-9206.

Tenderloin Neighborhood Association, 2nd Friday of month, 442 Geary St., 5 p.m. Nonprofit focuses on health and wellness activities to promote neighborly interactions. Info: tenderloinneighborhoodsf@yahoo.com.

Sofa Police Community Relations Forum, 4th Monday of each month, 6-7:30 p.m. Location varies. To receive monthly email info: 538-0101 x207.

Tenderloin Police Station Community Meeting, last Tuesday of month, 6 p.m., police station Community Room, 301 Eddy St. Call Sasa Black, 345-7300. Neighborhood safety.

SENIORS AND DISABLED
Mayor’s Disability Council, 2nd Friday of month, 1-3 p.m., City Hall, room 400. Call: 554-6788. Open to the public.

Senior & Disability Action (formerly Planning for Elders/Senior Action Network), general meeting, 2nd Thursday of month, 9 a.m.-noon, Universal Unitarian Church, 1147 Franklin St. SfHA Housing Collaborative meeting, 3rd Wednesday, 1 p.m. Healthcare Action Team meeting, 2nd Wednesday, 1010 Mission St., Bayview Community Center. For info about SfHA’s Survivor School, university and computer class scheduled: 546-1333, www.sfsf.edu.

DISTRICT 6 SUPERVISOR
Jane Kim, member, Land Use Committee, School District, Transportation Authority; chair, Transbay Joint Powers Authority Board of Directors, vice-chair Transportation Authority Plans & Programs Committee Legislative aides: Sunny Kong, Ivy Lin and Denny Yedgar
Jane Kim@sfgov.org 554-7970

If less is more, Zero Waste is everything.
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> recologysf.com/zero