

## Proposal for a Twitter/Central Market Community Benefits Agreement

### Central Market Partnerships

Proposed Conditions		Justification
1	Hire a qualified community liaison	Should Twitter move into Central Market, there should be a serious effort to be an active participant in improving the surrounding community. A community liaison will be able to facilitate a meaningful partnership between Twitter and community stakeholders laid out in this document.
2	Work with existing community groups (identified with Sup. Kim) to establish, develop, and provide marketing support for additional ways to use technology to promote the area – i.e. website, blogs, applications, Twitter account.	As a social media and technology firm, Twitter and Twitter's employees have knowledge about how community groups can access social media and other technology resources to market and promote a vibrant neighborhood.
3	Set-aside 1% of pre-tax income for charitable contributions to neighborhood festivities, fairs, and markets.	There are many ongoing community-led efforts to make the Central Market, South of Market & Tenderloin areas into a vibrant and bustling community for all to enjoy. Contributing to these efforts will only be beneficial to Twitter and its goals of revitalizing the surrounding communities. Examples of ongoing efforts include the UN Plaza Farmer's Market and Arts Market, Central Market Arts Festival, SoMaFEST, the 6th Street Fair, Sunday Streets, [PARK]ing Day, the Tenderloin People's Garden, the Tenderloin Block Party and the Tenderloin Health and Safety Fair, as well as a variety of other short- and long-term projects that will promote the area and develop it as an eclectic arts district.
4	Allow arts and community based organizations (identified with Sup. Kim) to curate quarterly art installations in their interactive storefront that reflect the identity of the neighborhood.	Twitter's offices will be occupying a large portion of the Central Market neighborhood's streetfront and, in alignment with its efforts to revitalize the neighborhood, should give street front space for local arts groups to further the goals of making Mid-Market and arts district.

### Bridging the Digital Divide

Proposed Conditions		Justification
1	Assist in bridging the Digital Divide by supporting free wifi in the residential neighborhoods surrounding their business. Specifically, contribute funds to do the following: (a) Partner with a low-income housing non-profit to purchase necessary equipment (estimated budget attached) to expand the City's free internet network into specific residential buildings owned by the non-profit. (b) One FTE dedicated to providing end-user technical support for the specific residents using Twitter sponsored free wifi.	As a socially responsible company that depends on the internet for its existence, Twitter must acknowledge and help address the Digital Divide in the Central City areas. The Digital Divide is a serious issue as many of the area's low-income population cannot afford the cost of internet. At the same time, access to the internet has become a vital way for people to search for jobs, use as an educational resource, access medical information, and communicate (especially through the use of Twitter).
2	Donate all used, but functional, computers and other electronic components to community-based organizations (identified with Sup. Kim) in the surrounding neighborhoods.	As a company reliant on the use of computers, Twitter will have a large amount of e-waste that can be mitigated by donating used computers and electronic components. Additionally, there are many

2	Donate all used, but functional, computers and other electronic	As a company reliant on the use of computers, Twitter
3	Develop employee-led curriculum for and host neighborhood-based, youth-serving workshops, once per quarter, designed to educate youth in the community on responsible social media usage with the mission of preventing internet bullying/misconduct.	Social media companies have created an alternate form of communication for youth, but have also enabled alternate forms of bullying/misconduct outside school, which is difficult to regulate. As a responsible social media company moving into a Tenderloin/SoMa area full of youth and children, Twitter should be actively engaged in mitigating these problems.

<b>Neighborhood Improvement Funds</b>		
	<b>Proposed Conditions</b>	<b>Justification</b>
1	Commit \$3 million (\$500,000 annually) split between the SoMa Stabilization Fund and Tenderloin community (contingent on creation of stabilization fund) to support existing community priorities with an emphasis on arts and community cohesion, small business and entrepreneurship, especially neighborhood serving grocery stores in the TL and SOMA, and job training and workforce development.	All of the priorities and initiatives listed in this document will need community-based partners to be successful. A serious effort to improve the surrounding communities will require financial contributions.
2	Commit an additional \$500,000 annually to existing neighborhood infrastructure including Victoria Manalo Draves Park, UN Plaza, Boeddekker Park, Tenderloin People's Garden and other existing public amenities.	For Twitter to fully participate in the revitalization of the surrounding communities, it should also make substantial contributions to improving the infrastructure and public space used by many of the community's low-income population.

<b>Workforce Development</b>		
	<b>Proposed Conditions</b>	<b>Justification</b>
1	Work with the City to develop a mutually agreeable program to train local community and prepare people for future jobs in the social media and technology sectors by offering 6-12 month internships to 12 individuals per year.	There is a citywide need for local jobs for people with less than a four-year college degree, particularly among residents of the Tenderloin and SoMa. Job training and entry level positions with the opportunity for advancement is critical.
2	Twitter commits to hiring 40% of its new employees as local residents.	In the spirit of the City's local hire legislation, Twitter should make a commitment to hire residents of San Francisco.

<b>San Francisco Unified School District Partnership</b>		
	<b>Proposed Conditions</b>	<b>Justification</b>
1	Build a volunteer mechanism with its employees or interns that works directly with principals and teachers to integrate technology into the classroom setting.	Twitter will be bringing many new professional/technology jobs to the Central Market community and its employees will be able to serve as a valuable resource for teachers and schools with innovative ideas in the classroom setting.

**Implementation and Enforcement**

1	Require the Community Liason position to coordinate an	To fully implement this agreement and a full partnership
2	Require the Community Liason position to commit to hosting semi-annual meetings with community stakeholders and provide an annual written report to OEWD and community stakeholders outlining achievement of objectives in this	A true commitment to partnering with the community will involve accountability to the community's stakeholders.