

COMMUNITY BENEFIT AGREEMENT 2014 RENEWAL

MEMORANDUM OF UNDERSTANDING

(CCSF Business & Tax Regulations Code §906.3(c)(5))

between

CITY AND COUNTY OF SAN FRANCISCO CITY ADMINISTRATOR,

and

TWITTER, INC.

THIS COMMUNITY BENEFIT AGREEMENT 2014 MEMORANDUM OF UNDERSTANDING RENEWAL is made as of January 1, 2014 in the City and County of San Francisco, State of California, by and between **TWITTER, INC. (“Twitter”)** and the **CITY AND COUNTY OF SAN FRANCISCO**, a municipal corporation (“City”) acting by and through the City Administrator,

WITNESSETH:

WHEREAS, San Francisco Business and Tax Regulations Code Article 12-A (“Payroll Expense Tax Ordinance”) establishes a Payroll Expense Tax within the City and County of San Francisco; and,

WHEREAS, Section 906.3 “Central Market Street and Tenderloin Area Payroll Expense Tax Exclusion” (“Section 906.3”) of the Payroll Expense Tax Ordinance provides an exclusion from the Payroll Expense Tax for defined persons and businesses within the Central Market Street and Tenderloin Area, for certain periods of time; and,

WHEREAS, Pursuant to Payroll Expense Tax Ordinance §902, a “person” or business is defined for this purpose by San Francisco Business and Tax Regulations Code Article 6, §6.2-15; and,

WHEREAS, In order for a person or business to qualify for the Central Market Street and Tenderloin Area Payroll Expense Tax Exclusion, Section 906.3 requires filing

of a timely application with the City's Office of Economic and Workforce Development ("OEWD") on a form that has been approved by OEWD and the City's Treasurer-Tax Collector; and,

WHEREAS, Section 906.3(c)(5) further provides that, as part of the application, a person or business with an annual payroll expense that exceeds one million dollars as defined, "shall enter into a binding Community Benefit Agreement with the City Administrator in order to be eligible for the payroll expense tax exclusion under this Section;" and,

WHEREAS, Twitter submitted an application for Central Market Street and Tenderloin Area Payroll Expense Tax Exclusion to OEWD utilizing an application form approved by OEWD and must enter into a binding Community Benefit Agreement in 2014 with the City Administrator to be granted its payroll tax exclusion; and,

WHEREAS, On behalf of the City, the City Administrator wishes to enter into the Community Benefit Agreement with Twitter for this purpose; and,

WHEREAS, Twitter and the City Administrator have mutually agreed to the terms of Twitter Community Benefit Agreement 2014 that is attached and incorporated herein by reference as Appendix A; and,

WHEREAS, As set forth in this Community Benefit Agreement 2014, Twitter will seek to continue to create meaningful engagement in the community, provide pro bono legal assistance on housing issues; improve educational outcomes for youth; embrace digital inclusion and address the digital divide; support local non-profits through enhancing social media capabilities, including free advertising; support local non-profits through financial grants; support physical neighborhood improvements; address challenges regarding workforce development and homelessness; support local arts and cultural groups; and commit to local purchasing.

WHEREAS, Twitter will expend good faith efforts to fulfill its responsibilities under this Community Benefit Agreement 2014; and,

WHEREAS, The Parties each acknowledge and understand that this Community Benefit Agreement is entered into and binding upon Twitter for calendar year 2014 pursuant to San Francisco Business and Tax Regulations Code §906.3, provided that OEWD (as verified by the Treasurer-Tax Collector) finally determines that Twitter is eligible for the exclusion; and,

WHEREAS, The Parties each acknowledge and understand that, pursuant to Section 906.3(c)(5), Twitter may request that the City Administrator enter into other CBAs with Twitter in future years and that the City Administrator may require different or

additional provisions in such future agreements; and,

WHEREAS, The Parties wish to memorialize their agreement to the Twitter Community Benefit Agreement 2014 that is attached and incorporated herein by reference as Appendix A, by a Memorandum of Understanding:

NOW, THEREFORE, The Parties voluntarily enter into this Community Benefit Agreement 2014 Memorandum of Understanding and hereby adopt the Twitter Community Benefit Agreement 2014 that is attached and incorporated herein by reference as Appendix A, as Twitter's calendar year 2014 binding Community Benefit Agreement with the City Administrator under San Francisco Business and Tax Regulations Code §906.3(c)(5).

IN WITNESS WHEREOF, The parties hereto have caused this Twitter Community Benefit Agreement 2014 Memorandum of Understanding to be duly executed as of the date first specified herein.

CITY ADMINISTRATOR

TWITTER, INC

NAOMI M. KELLY
CITY ADMINISTRATOR

COLIN CROWELL
VP, GLOBAL PUBLIC POLICY

-- Appendix A --

TWITTER COMMUNITY BENEFIT AGREEMENT 2014 RENEWAL

Twitter, Inc. ("Twitter") will focus its efforts in establishing, as set forth in this Community Benefit Agreement (CBA), those issues deemed the highest priority by the Central Market Street and Tenderloin Area Citizens Advisory Committee ("CAC," San Francisco Business and Tax Regulations Code §906.3-1), and the residents, small businesses, and the various community organizations advocating for the Central Market Street and Tenderloin neighborhood area. As defined in City Business Tax & Regulations Code section 906.3(b)(1): "The "Central Market Street and Tenderloin Area" means the area located in downtown San Francisco, generally including: parcels fronting the south side of Market Street from Eleventh Street to Sixth Street; a portion of parcels fronting the south side of Market Street from Sixth Street to Fifth Street (odd numbered addresses from 999 to 933 Market Street); parcels fronting the north side of Market Street from Van Ness Avenue to Eighth Street; 875 Stevenson Street; and parcels in the area bordered by: Ellis Street from Polk Street to Mason Street (south side only); Mason Street, from Ellis Street to Market Street (west side only); Market Street, from Mason Street to Charles J. Brenham Place (north side only); Charles J. Brenham Place, from Market Street to McAllister Street (east side only); McAllister Street, from Charles J. Brenham Place to Larkin Street (north side only); Larkin Street, from McAllister Street to Eddy Street (east side only); Eddy Street, from Larkin Street to Polk Street (north side only); and Polk Street from Eddy Street to Ellis Street (east side only)."

As Twitter enters its second Community Benefit Agreement, it seeks to focus its efforts in the community on issues where it can leverage its educational and technical assets. Twitter believes that the priorities for the community that it can best seek to address are education; digital inclusion; mentoring and tutoring for at-risk youth and women in technology; legal assistance for affordable housing advocacy; empowerment of non-profits and small businesses through social media skills; and cultivation of an enduring and organic relationship with the numerous community organizations working to improve the Central Market and Tenderloin Area.

Twitter has partnered with numerous nonprofit organizations in the Central Market and Tenderloin community. Organizations Twitter has assisted to date include Intersection for the Arts, the YMCA, Tenderloin Tech Lab, Central City Hospitality House, Project Homeless Connect, Tenderloin Neighborhood Development Corporation, Eviction Defense Collaborative, Bar Association of San Francisco's Justice & Diversity Center, St. Anthony's Dining Room, Hamilton Family Center, DeMarillac Academy, Glide Memorial, Tenderloin Community School, Bay Area Women's and Children's Center, Homies Organizing the Mission to Empower the Youth (HOMEY), Larkin Street Youth Services, La Casa de las Madres, Project Open Hand, KIPP Charter Schools, Bay Area Video Coalition, 826 Valencia, Boys & Girls Club Tenderloin Clubhouse, Bessie Carmichael, SF Food Bank, Red Cross, City Impact, SF Education Fund, Community Housing Partnership, Curry Senior Center, Oasis for Girls, Mercy Housing, Black Girls Code, Mural Music & Arts Project, Vietnamese Youth Development Center, and Project

Homeless Connect. These groups and others can benefit through this CBA.

As stated in last year's agreement, in creating this CBA with the City and County of San Francisco, an agreement included in the application process for the payroll expense tax exclusion in Central Market Street and Tenderloin area, Twitter would like to emphasize that its intention is to grow the CBA each consecutive year that it receives a payroll tax exclusion. As Twitter and its neighbors continue to learn from each other, it is Twitter's intention to refine successive CBAs in ways that reflect what initiatives work best and that are scalable. In this way, as Twitter grows it can continue to deliver an increasingly robust and meaningful CBA.

Twitter believes it can fulfill its commitment to the community and honor the required CBA in the following ways:

KEY FEATURE #1: Create meaningful and sustained engagement with the community

Twitter is committed to meaningful and sustained engagement with the community and in year two we will continue those efforts and seek to strengthen them.

- Twitter will sponsor at least two "Days for Good" in 2014 where employees will volunteer in the Central Market and Tenderloin neighborhoods. All San Francisco based employees will be notified through internal notices, signage and communications from senior executive encouraging participation. Employees who participate will be compensated for these community volunteer days as if they were usual work days.
- Areas of interest expressed by Twitter in year two include helping youth and seniors, bridging the digital divide, providing legal assistance for affordable housing advocacy, assisting with IT improvements at various nonprofits, and supporting arts and cultural groups.
- Twitter's community liaison and employees will select community-based organizations for volunteer days—consistent with the Citizen's Advisory Committee framework—and will notify the City Administrator's Office of the selections.
- Twitter will highlight its ongoing and special community efforts through the "Twitter for Good" blog website (<https://blog.twitter.com/twitter-for-good>) to provide transparency and a more regular reporting mechanism for the public.
- Twitter will work with local community nonprofits to identify openings on Boards of Directors and identify potential candidates that could lend their fiscal and personal expertise to governance of local community based organizations. Nonprofits interested in participating are encouraged to send notices of Board openings to the community liaison at sf@twitter.com.

KEY FEATURE #2: Provide pro bono legal assistance

Twitter has an experienced legal team that handles legal and regulatory issues for the company. These talented attorneys are interested in assisting through nonprofit pro bono legal counseling efforts residents of Central Market and Tenderloin in resolving legal concerns.

- Twitter employees will continue to partner with the Volunteer Legal Services Program of the Bar Association of San Francisco (VLSP) and volunteer with its Housing Negotiation Project and its Housing Advocacy Project.
- Twitter employees will continue to support and volunteer with the Eviction Defense Collaborative.
- Twitter employees will provide at least 100 hours of pro bono legal assistance in 2014.
- Twitter will also financially support the Justice and Diversity Center of the Bar Association of San Francisco to increase access to justice for disadvantaged San Franciscans who are homeless or are facing imminent homelessness through its Homeless Advocacy Project (HAP) and Housing Negotiation Project (HNP) with a \$10,000 financial grant.
- Twitter employees will also participate and assist in a Project Homeless Connect event that occurs in the local community.

KEY FEATURE #3: Improve educational outcomes for youth and foster digital inclusion

Twitter is committed to improving educational outcomes for youth and ending disparities that impact young women and people of color. Twitter has already worked with groups focused on science, engineering, technology and math (STEM) for young women by partnering with groups such as Mercy Housing, Oasis for Girls, Girls who Code, Black Girls Code, and KIPP schools.

- Twitter will work with community nonprofits and SFUSD to obtain the clearance needed to allow employees to volunteer as tutors at local schools, including the Tenderloin Community School, Bessie Carmichael Elementary School and other independent schools in the Central Market and Tenderloin area.
- Twitter will purchase the necessary equipment (\$13,000) and assist in the installation to provide wireless capability at Bessie Carmichael Elementary School.
- Twitter will partner with Bay Area Women's and Children's Center (BAWCC) with \$10,000 for the technology program it supports for kindergarten through 5th grade at the Tenderloin Community School.
- Twitter will donate computers and IT equipment to local schools and nonprofits serving youth in an amount valued at no less than \$50,000.

- Twitter will partner with at least two organizations serving transitional age youth (aged 18-24) to provide opportunities for internships, mentoring, or matching grants for youth led programs.

KEY FEATURE #4: Support nonprofit capacity building in social media

Nonprofits stand to gain when their voice is heard and their mission is effectively promoted, and this is certainly true in the Internet era utilizing social media. Producing an effective social media program might require capacity building and technical assistance. Twitter will assist local nonprofits in enhancing their social media program.

- Twitter employees will provide technical assistance and capacity building, as described below, to nonprofit organizations in the Central Market and Tenderloin. Twitter will make the availability of such assistance known through its community outreach and on the Twitter for Good blog. These technical assistance and capacity building efforts will include training on how to best use social media, a review of existing social media utilization, if any, and recommendations on how to make social media more integral to the group's success.
- Twitter will offer free advertising - \$60,000 worth of credit for "Promoted Tweets" - to nonprofits that serve residents of the Central Market and Tenderloin neighborhoods.

KEY FEATURE #5: Provide financial grants to nonprofits serving residents of the Central Market and Tenderloin neighborhoods

Twitter is interested in providing direct financial support to organizations whose work benefits the Central Market and Tenderloin neighborhoods. Twitter will do outreach to the community as part of its proactive community outreach and volunteer efforts to identify candidate organizations for grants.

- Twitter will continue its local nonprofit grant program to support a range of nonprofits and their activities that benefit the Central Market and Tenderloin neighborhoods, and increase that budget this year from \$60,000 to \$100,000.
- In addition, Twitter will also provide grants for partnerships with nonprofits that provide services benefitting residents of the Central Market and Tenderloin neighborhoods focusing on education, digital literacy, women in technology, and homelessness, with a beginning budget of \$200,000.
- Decisions on which groups to fund shall be determined solely by Twitter and are not subject to protest or appeal.
- Financial grant awards between Twitter and nonprofit organizations will include benchmarks or metrics to assess progress toward achieving the objectives for which grants are awarded.

KEY FEATURE #6: Support workforce development

As new jobs are created in the Central Market and Tenderloin, it is crucial that all people have access to economic growth. Since some San Franciscans face barriers to employment or might lack required skills, developing pilot projects or other mechanisms to train workers in the Central Market and Tenderloin neighborhoods for jobs in technology or other relevant industries is vital. This CBA supports these goals as follows:

Assisting economically disadvantaged populations

Twitter will work with organizations that attempt to place hard to reach populations into employment, including youth, people with disabilities, women and girls, people of color, survivors of domestic violence, people receiving public assistance, and returning veterans to deliver meaningful employment opportunities in 2014.

- Twitter will partner with the Bay Area Video Coalition (BAVC) as part of a pilot project with \$30,000 of support for scholarships for training economically disadvantaged individuals for jobs in the technology sector.
- Twitter will partner with Larkin Street Youth Services with \$10,000 of support for its "Hire Up" program which supports education and employment services for homeless youth and disadvantaged individuals.
- Twitter employees will participate in at least two events per year targeted at economically disadvantaged individuals to share tips on how to gain employment in the company and other similar firms.

KEY FEATURE #7: Support local arts and cultural groups

Twitter is committed to supporting local arts and cultural institutions in the area. Over the course of the second year of Twitter's CBA, Twitter's community liaison and interested employees will visit arts organizations to determine the best partnerships moving forward. In addition to providing grants through the local grant program, Twitter intends to partner with arts groups in the following ways:

- Twitter will encourage employees to attend local arts and cultural programming by making information on these opportunities available to employees.
- Twitter will partner with Mural Music and Arts Program with at least \$5,000 of financial support to assist in its educational and cultural initiatives for youth in the Tenderloin.
- Twitter will invite local artists to display art at Twitter headquarters, and provide the local community with opportunities at Twitter to enjoy art and cultural programming at least four times per year.

KEY FEATURE #8: Support physical neighborhood improvements

Like every community, the Central Market and the Tenderloin need neighborhood improvements to continually provide safe, clean spaces for people to work and play, and to move people and goods throughout the area. Twitter will work with community members to make meaningful investments in open space and support transportation improvements that benefit the entire community in the following ways:

- Twitter employees will participate in at least one community gardening event in 2014, through a combination of employee volunteerism or direct contribution. This community gardening day may be combined with either of the two volunteer days.
- Twitter will participate in the April 13, 2014 "Sunday Streets" event in the Central Market and Tenderloin Area in a manner to be determined by mutual agreement of Twitter and the City Administrator.
- Twitter will consult with the Recreation and Park Department on activities Twitter could support in neighborhood parks and public spaces with a focus on the newly reopened Boeddeker Park at Eddy and Jones Streets.
- Twitter will consult with the San Francisco Bicycle Coalition on ideas for improvements in the Central Market and Tenderloin that would benefit those who bicycle.

KEY FEATURE #9: Addressing affordable housing and homelessness

A major issue in the Central Market and Tenderloin communities is addressing affordable housing and ending homelessness. In addition to the pro bono legal assistance outlined in Key Feature 2 and the partnership grants mentioned in Key Feature 5 (above), Twitter will assist in this area in the following ways:

- Twitter will inform employees about Project Homeless Connect's service days, which provide needed services to homeless individuals. These service days may be included in the two service days Twitter will provide to employees.
- Twitter will provide \$10,000 in assistance to Compass Family Services to support its efforts to provide homeless and low-income families with the tools they need to break the cycles of homelessness and poverty.
- In addition to the promoted Tweets credits, Twitter will choose and provide social media training to at least two community-based housing organizations in the Central Market or Tenderloin area so residents and employees can better access social media.

KEY FEATURE #10: Commit to local purchasing

Keeping dollars in the local community is an important part of CBAs. In making purchasing decisions, it is critical that Twitter source from local caterers, suppliers and restaurants where feasible.

- Twitter will commit to purchasing at least \$500,000 worth of goods and services from small businesses, suppliers, caterers, and restaurants in the local San Francisco community in 2014.

KEY FEATURE #11: Community liaison

It is imperative that community members have a single point of contact to submit requests, concerns, or compliments to Twitter. Our community liaison will ensure that community voices are heard and that employees know which internal person to contact when they are interested in getting involved in the community.

- Twitter's community liaison can be reached at sf@twitter.com
- Twitter's community liaison will attend Citizen's Advisory Committee meetings.
- Twitter's community liaison will also attend meetings of community-based organizations each quarter to learn about the needs of the local community and to share information about Twitter's community outreach.

REPORTING AND EVALUATION

Twitter will report progress on its Community Benefit Agreement to the City Administrator at least once a month, in a manner prescribed by the City Administrator. Progress reports on key features shall include information sufficient to determine progress and completion, including but not limited to e-mails, public communications, invoices, grant agreements, or verification provided by participating community organizations. These documents shall become part of the public record in the Office of the City Administrator, and summaries will be shared with the Citizens Advisory Committee.

Twitter may request that the City Administrator determine whether an item is complete, and the City Administrator will respond within 30 days. Information on completed items will be posted on the City Administrator's website.

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