

# Framework for Community Benefit Agreements

## Central Market Citizen's Advisory Committee

As representatives of the surrounding community, appointed to this public body, the Central Market Citizen's Advisory Committee submits the following framework as a guideline for corporations to follow when fulfilling their Community Benefits requirement.

### Stabilize the surrounding at-risk communities

The increasing presence of technology companies, such as Zendesk and Twitter, is attracting new business and attention to the Central Market area. This will lead to many positive changes, but will also cause gentrification of the surrounding low-income neighborhoods, potentially leading to displacement of the existing community. Stabilizing and preserving the resident community and important institutions the community relies on is one of the most important issues for Community Benefit Agreements to address. **The Central Market CAC recommends that any CBA incorporate the following strategies to help stabilize the existing community.**

#### 1) Anti-displacement measures

**For existing residents.** Support more affordable housing development and the improvement of existing low-income residents' living conditions. As Central Market and its surrounding neighborhoods change, companies that are helping contribute to revitalization efforts must also take an active role in preventing displacement by working to keep the surrounding housing stock affordable, (such as Single Room Occupancy-SRO units and rent-controlled housing) and sustainable for the existing community including seniors, disabled, artists, and families.

**For small businesses.** Support local, independently-owned, and community-serving small businesses in the immediately surrounding communities. Not only are small businesses the backbone of the local economy, providing jobs and important goods and services to the existing community, they also serve as important social hubs.

**For non-profits and services.** Support the existing non-profits, community-serving arts and cultural groups, and social services that neighborhood residents have relied upon for many years and make this community unique. An important part of stabilizing any community undergoing change is protecting and ensuring the longterm viability of community resources and institutions that have served as the glue for low-income communities.

#### 2) Build the community's capacity to sustain healthy and happy lives

**Create jobs and hire locally from the surrounding community.** The neighborhoods surrounding Central Market are low-income neighborhoods with under employment and high unemployment. To be a true partner in revitalizing the community, new companies should look to expand existing residents' access to new job opportunities. Companies can conduct targeted local hiring from the surrounding communities to ensure their presence is helping to create opportunity for the existing community. Particularly important are job training and entry-level positions including casual labor, transitional employment, and part-time employment, with the opportunity for retention and advancement, for residents who do not have a 4-year college degree.

**Support existing community-based arts and culture.** New Central Market companies should look into supporting and participating in arts and culture around Central Market that is community-based, driven by artists who are residents of the community, and embraces and respects the diversity that exists in the neighborhoods. By supporting community-based, culturally competent art and culture, new companies can help empower existing low-income residents to take ownership of their community.

**Support resident initiated small business with technical and developmental support.**

**Provide educational and real job opportunities for youth.** New Central Market companies can help break the cycle of poverty for many families by providing real opportunity for neighborhood youth to succeed in school, access higher education, and find job opportunities. Offering internships and mentorships that challenge and inspire growth for neighborhood youth can have a significant impact.

**Reduce the Digital Divide.** The Digital Divide is a critical barrier for residents, youth, and seniors to succeed, and new technology firms are uniquely positioned to help address this using their existing resources. Access to information through technology serves a broad range of community needs.

**Improve access to healthy and affordable food.** As new companies move to Central Market and help transform the neighborhood, new companies can help build a community's capacity by supporting efforts to create opportunity for low-income communities to access healthy food that acknowledges diversity of the neighborhood at an affordable price. The Tenderloin, for example, currently has no full service grocery store and many people lack appropriate cooking facilities.

## Ongoing engagement with the community

To fully implement this agreement and a full partnership with the surrounding community, Central Market companies will need dedicated staff time as well as a commitment to building relationships with the community's diverse stakeholders. Encouraging employees to volunteer and to get to know the community where they work will also be beneficial to the company and its long-term success in a healthy and vibrant neighborhood. **The Central Market CAC recommends that any CBA incorporate the following strategies to engage with the existing communities.**

### 1) Accountability to the community

New companies on Central Market should engage with the community on a regular basis and stay accountable to its community stakeholders by attending community meetings, utilizing community resources for outreach, and meeting with CAC at least once per year. A dedicated staff position that can act as a community liaison, and can prepare a written report with accomplishments and compliance of a Community Benefit Agreement, is an important first step in ensuring ongoing engagement and dedication to Central Market and its surrounding neighborhoods.

### 2) Community-driven solutions to public safety

Becoming part of the Central Market community, new companies should try to participate in addressing community safety concerns in the surrounding areas through comprehensive, community-driven solutions that involve many stakeholders. Also, where possible, a company should participate in the activation of their storefront as a public space and also help activate other surrounding public spaces to help put more eyes on the street. Using their products/expertise/core competency to help with public safety will help create a safer community for everyone without further taxing city public safety resources.