

District 6 Youth Town Hall: Kinetic Konnection

Thursday, June 11, 2015

9:00 - 3:00 PM

Spotify San Francisco offices (988 Market Street)

Purpose

The goals of holding this Town Hall included:

- connecting District 6 youth to the tech companies in the Mid-Market/Tenderloin area and their opportunities
- educating youth on Community Benefit Agreements
- figuring out how youth can get involved with current and future companies involved in CBAs, whether that be what the companies can do more of for youth or how youth can become involved in the early developmental stages of CBAs
- investigating the unspoken needs of youth in D6

Background

A Community Benefit Agreement (CBA) is a binding contract any company residing in the Central Market Street and Tenderloin Area whose annual payroll expense exceeds one million dollars can enter with the City Administrator in order to receive a 1.5% payroll expense tax exclusion. Community Benefit Agreements include commitments to engage in community activities and participate in workforce development opportunities in the Central Market Street and Tenderloin Area. Currently, there are six companies engaged in CBAs: Twitter, Zendesk, Spotify, Zoosk, Yammer, and One Kings Lane. In the past, these companies have worked with community organizations such as Black Girls Code and Vietnamese Youth Development Center, contributing to small and large projects.

The Immigration and Employment Committee initially had some ideas about how CBAs could be improved, but our members wanted to receive input from youth who live in District 6 before making any decisions. Thus, a throughline of the town hall was finding out what youth wanted out of the companies and out of the agreements. Five of the companies currently engaged in CBAs participated in our town hall: Spotify, Twitter, Zendesk, Zoosk, and Yammer. One Kings Lane was not able to participate. Spotify definitely stepped up for this event. Not only did it provide its office space for the event, but it also provided all the food.

Town Hall Internal Agenda

8:00 am – 8:45am	YC Arrival + Setup	● YC'ers should have an internal agenda, feedback notepad and questionnaire for workshop.
8:45am – 9:15am	Registration + Food	● Adele & Luis to register.

9:15am – 10:00am	Opening. 2 chairs on stage. Screen: Welcome, Agenda, So's 90 sec video.	<ul style="list-style-type: none"> ● MC Joyce (Welcome, Intro YC Committee, Agenda, BAVC plug, Tweet #KKD6 Plug, "Speed Dating" Ice Breaker, Intro Sotheara) ● Sotheara Yem (10 – 15 min) TEDx Style ● Joyce (Intro CBA's, intro notepads, and intro liaisons and workshops)
10:00am-12:00pm	Interactive/Skill-based Workshop Breakouts (Feedback notepads on walls). -Set up lunch. -Set up 6-8 seats on stage for shareout.	<ul style="list-style-type: none"> ● Spotify – Music, Society & Technology @ Atari Room (Luis) ● Zoosk – Finding your perfect Match @ Zoosk Headquarters (David) ● Yammer – Digital Platform for Schools @ Main Room (Presh) ● Zendesk – How the Internet Actually Works @ Zendesk Headquarters (Michel) ● Twitter – Increasing Social Media Presence @ Ping Pong Room (Joyce)
12:00pm-12:30pm	Lunch.	· Folks can still be eating when we start next session.
12:30pm – 1:10pm	Company Shareouts (5 min each+ Introduce Activity+ Q&A)	<ul style="list-style-type: none"> ● Joyce to share what CBA's are, why they are important, and why they got involved in this. ● Introduce Activity that will happen, and introduce Companies to share. Shareout + Q & A with activity in mind. ● Have people throw away trash and transition into activity.
1:10pm – 2:10pm	Activity and Presentations -Timer on Screen	Joyce will facilitate: <ul style="list-style-type: none"> ● In your teams of 4, in the next 4 minutes, come up with as many unmet youth needs/services/programs as you can. ● In the next 4 minutes, rank your ideas in importance. ● In the next 10 minute, come up with a solution to your number 1 unmet need/service/program that a company could consider based on what you learned about today. ● 2 minute presentations/ share out from each group.
2:10 – 2:40pm	Youth Discussion (Empower Youth to get involved in CBA process) - Timeline Poster on Stage	<ul style="list-style-type: none"> ● Joyce thank people for participating. Introduce Matt Haney. ● Joyce invites Michel and David to share what CBA's are and the process ● Development, Approval, Implementation Timeline/Roadmap. Have youth use sticky dots to

		<p>mark points in the process where they would want to engage and get involved.</p> <ul style="list-style-type: none"> ● Open up for any comments or discussions.
2:40pm – 3:00pm	Closing	<ul style="list-style-type: none"> ● Joyce intro Jane and Presh. ● YC’ers Close

Workshops

The Immigration and Employment committee wanted each company participating in the Town Hall to showcase its capacities and skills in order for youth to understand what the companies are capable of doing. We had five workshops. Each company led its own workshop and each liaison was partnered with a youth commissioner.

Spotify - “Music, Society & Technology”

At this workshop, youth and Spotify staff discussed the role of music in contemporary society and culture. Youth also discussed how music impacts people in their everyday lives. Youth and Spotify staff agreed that music provides people a powerful conduit for personal and creative expression. Music can inspire, comfort, educate, and galvanize individuals in many unique ways. Youth also discussed how some artist have used their musical talents to promote various political opinions. Youth agreed that music should not only serve as a source of entertainment, but as a medium for personal creative expression. Spotify staff informed youth of the History Through Hip-Hop program that many youth participated in the previous year. This program endeavours to provide youth accessible opportunities to develop their musical production abilities. Through this program, youth were able to create a Spotify playlist composed of songs written and produced by the youth themselves. Youth were very eager to learn more about this program. Youth discussed with Spotify staff how this program could provide stronger outreach to youth, and how this program could incorporate other diverse genres of music into their program.

Zendesk - “How the Internet Actually Works”

- short discussion about Zendesk’s current CBA
 - mention of supporting homeless population
- tour of office spaces

Twitter - “Increasing Social Media Presence”

- powerpoint presentation on the history and mission of Twitter, specifically Twitter for Good
- emphasis on the power given to individuals on social media

Zoosk - “Finding Your Perfect Match”

- trial of new product (matchmaking product)

Learning about how the product itself works. Connectivity through the idea of matchmaking. Learning about the algorithm of the matchmaking and the core aspects of customer service. Learning the history of the company and the key criteria for a good team/workplace

environment. Gain a bigger picture of how a company works. Understand the differences of the dating services and how it is considered good competition in general.

Yammer - “Digital Platform for Schools”

At this workshop youth from Larkin Street discussed the use of social platforms at schools and at community organizations.

Turnout

There was a lower youth turnout than expected, for many of the people who RSVPed were not able to show up. However, those who did, made the town hall a great event, providing great insight into the future of CBAs. The smaller group enabled more peer to peer interaction and for more in-depth questions to be answered.

There were 22 people in attendance of the town hall, out of which 20 were youth 24 years and under and 2 were adult allies. A majority of the youth attendees were affiliated with Larkin Street, many on their advisory board. A few of the youth participants were from out of state, interning in San Francisco for the summer. There was an equal distribution of male and female participants.

Results

The initial goals of this event were achieved. We connected D6 youth to the companies residing in the Mid-Market/Tenderloin Area, giving youth the opportunity to learn from and interact with the neighbors they never see. We educated youth about CBAs throughout the day with a formal presentation that included a wall-to-wall timeline and handouts.

We found out that most youth want more interpersonal contact with employees of the companies engaged in CBAs. Such suggestions included more internships, but they also included see more of the employees in their communities actually connecting with District 6 residents. Other issues identified as being important to District residents and non-residents were:

- affordable housing
- public safety

Finally, many youth called for increased awareness of CBAs. They were interested in participating in the process early on, but didn't know how. Thus, they recommended invitations to attend various meetings, hearings at the Citizens Advisory Council, etc.

Assessment of Town Hall

This was a pilot event, which we hope can be continued in the future preceding the finalization of all CBA's throughout the city (not limited to the Mid-Market area). The facilitated group discussion and brainstorms were really helpful in bringing out concerns that youth living in the Mid-market community had. The workshops led by Community Liaisons helped to personalize the various Mid-Market companies, and enhance the relationship between the residents and

companies of the community. Surveys will be emailed to companies and youth who were in attendance

Reactions

- Feedback from companies / attendees / facilitators about events and about workshops
- Quotes from attendees

Learning Points

Outreach is something we could have done better. We attracted many students from Larkin Street, but to ensure more diversity in the future, we would do more outreach at different schools and campuses in and outside of D6. Perhaps we could make this a school year event. Being as the town hall was held in June, many people were gone on summer vacation.

- Youth would like to be involved in CBAs, just didn't know much about them before
- Youth wanted more employment training as well as affordable housing and be more aware of housing criteria.

Future Development

The Immigration and Employment Committee intends to produce a document (whether that be a resolution or a motion) following this event, in addition to this report.

Photos from Event

Throughout the day, we encouraged all attendees and staff to use the handle #KKD6 to post pictures, comments, and questions.











