sf.citi();

2018

REPRESENT. ENGAGE. CONVENE.
REPRESENT

ENGAGE

CONVENE
Dear sf.citi members,

There is no doubt that 2018 will go down in history as one of the most politically charged and civically engaged years on record for both San Francisco and the nation at large. As the country struggles to navigate increasingly rigid and opposing political lines, we’ve spent this past year at sf.citi taking a different approach—focusing on areas of commonality, rather than division, and building solutions by fostering a greater sense of community. As we look back upon 2018, we are proud to present you our year in review with a single, clear theme: collaboration.

Building upon our successful 2017 launch of the Lunch and Learn series, sf.citi hosted 18 different speakers this year, including each leading supervisorial candidate in the June and November elections, as well as all four leading mayoral candidates. When we first envisioned the Lunch and Learn series, our goal was to find areas of shared importance by connecting current and future local and state leaders with our sf.citi members—understanding the diversity of leadership in San Francisco, we believe it is important to bring all leaders in our city to meet with our members, regardless of political affiliation or leaning.

Turning to the broader conversation, sf.citi continued our work with the One City Forum, our committee of local nonprofit and tech leaders, to put on another year of cutting-edge programming. We touched upon topics such as immigration reform, pay equity in the workforce, and combating sexual assault through technology, partnered with organizations such as the Global Climate Action Summit, and featured leaders from members such as Microsoft, Google, and LinkedIn, among many more. Altogether, sf.citi welcomed over 1,000 attendees through our 2018 event programming. Furthermore, sf.citi passed a community engagement milestone with over 20,000 volunteer hours generated through Circle the Schools, our adopt-a-school program.

Finally, we continued our work to connect the San Francisco tech community with other neighboring tech communities. This year, we conducted an exclusive roundtable for sf.citi members with Mayor Bill de Blasio of New York City, who offered advice on developing forward-thinking tech regulation. We also saw the launch of sea.citi, an affiliate organization sharing sf.citi’s mission in Seattle, similar to our New York counterpart, Tech:NYC. To bolster these efforts, we launched our sf.citi policy memo series, focused on building better cities with tech partners. As we carve out these neighboring tech community relationships, we look forward to providing thought leadership through shared learnings and insight.

As the year comes to a close, we hope you enjoy reading through and reliving some of 2018’s best moments. While we know our work is far from done in San Francisco and beyond, we look to 2019 with energetic optimism and a collaborative spirit. At sf.citi, it is our mission to engage and empower the tech community to help build a better, brighter future for all San Franciscans—and we promise that the best is yet to come.

Ron Conway, Board Chair

Jennifer Stojkovic, Executive Director
sf.citi is San Francisco’s tech trade association connecting the tech sector to the community. Committed to strengthening San Francisco’s reputation as a leader in both technological innovation and social responsibility, sf.citi takes a “One City” approach to everything it does by driving a continuous dialogue between San Francisco’s tech, nonprofit, and political communities.
As tech’s presence in San Francisco grew, so did the need for sf.citi—that is to say, a voice to advocate on behalf of both the city’s burgeoning technology industry and the larger San Francisco community. Since its founding, sf.citi has been committed to forging connections across sectors to drive conversations and policy decisions that are beneficial to all.

Steve Sarner, Head of Sales and Advertising Solutions, Goodreads (Amazon)
sf.citi Board of Directors
Ensuring collaboration between sf.citi members and policymakers on issues affecting the tech community in San Francisco
June 2018: sf.citi Supports Proposition D

sf.citi took a bold and, for many, unexpected, stance on Proposition D - Commercial Rent Tax for Housing and Homelessness Services. Following our One City approach, we collaborated with local policymakers to negotiate a gross receipts tax increase (1.7%) on commercial rents that we considered both reasonable for sf.citi members and substantive for the city. Our support of Prop D underscores the technology community’s willingness to tax itself in order to address issues, such as housing, that are critical to the success of San Francisco.

“...This worsening crisis can and must be tackled as our first priority as business taxpayers and San Franciscans. Our members know this, and that is why we as an industry are now endorsing this tax increase to fund Prop D.

“I think there are great opportunities for the tech community to partner with legislators on different issues facing our city. For instance, we all are well aware of the housing crisis in our city and I was impressed to see a number of tech companies support the recent efforts to pass Proposition D on the June ballot.

Supervisor Catherine Stefani, Board of Supervisors, District 2
ADVOCATING INNOVATION

Government Broadband Network

“While well-intentioned, we believe this concept needs much further vetting,” said Jennifer Stojkovic, sf.citi’s executive director. “Is a multibillion-dollar effort to build a municipally owned and managed fiber network the best expenditure of taxpayers at this time? In the midst of an extreme housing shortage and homelessness crisis, we think not.”

Cafeteria Ban

Jennifer Stojkovic, executive director of sf.citi, which advocates for tech companies at City Hall, said employee cafeterias offer “high-quality, high-wage jobs in the food-service sector.” She said one member company that is hoping to move to a new office space, and thus would be prohibited from offering a cafeteria, would have to lay off 100 kitchen staff if the ban is approved by the Board of Supervisors.
LUNCH AND LEARN SERIES

In the second year of sf.citi’s Lunch and Learn series, we hosted thirteen sessions over the course of 2018, giving members a unique opportunity to connect with a variety of local and state officials and candidates. In the lead-up to the 2018 June election, we connected our members with each of the four leading mayoral candidates, in addition to the current mayor at the time, Mayor Mark Farrell. sf.citi also hosted candidate for Lt. Governor of California Eleni Kounalakis and all major supervisorial candidates prior to the 2018 November election.

Angela Alioto @ Google
Jane Kim @ Okta
London Breed @ Comcast
Mark Leno @ AT&T

Thank You to Our Other Featured Speakers
Christine Johnson, Rafael Mandelman, Ahsha Safai, Catherine Stefani, Theo Ellington, Nick Josefowitz, Matt Haney, Jessica Ho, Sonja Trauss, and Vallie Brown
“Tech has vitalized the city and brought a lot of innovation. I think there are so many opportunities for us to work together. There are a few issues I think we can really work on to make a much bigger impact.

Supervisor Vallie Brown, Board of Supervisors, District 5
We understand that many sf.citi member companies operate well beyond San Francisco city limits. That is why we continue to facilitate connections between our members and political leaders from other regional tech hubs. In 2018, sf.citi conducted an exclusive meet and greet between sf.citi members and Mayor Bill de Blasio of New York City, who emphasized how tech companies need to build more trust with the public sector to ensure policymakers develop forward-thinking regulation.
In Seattle, sf.citi also oversaw the launch of sea.citi, an affiliate organization sharing sf.citi’s mission to better connect the tech industry with city and community leaders.

“[Flying Fish Ventures co-founder Heather Redman] had already been searching for ways to bring the tech industry into civic life when she met with sf.citi, a San Francisco organization working to do just that. [Eileen Sullivan, Amazon’s regional government affairs lead,] was also looking into the sf.citi model as part of her work on Amazon’s government affairs team. The two connected back in Seattle and spent the next 15 months working with sf.citi advisor Alex Tourk to replicate the model in Seattle.

GeekWire
THOUGHT LEADERSHIP IN TECH POLICY

This year, we launched the sf.citi blog to provide a more in-depth look at the many components of sf.citi’s work. A quintessential piece of the sf.citi blog, our monthly policy series offers thoughtful analysis of topical policy issues affecting sf.citi members. Covering everything from data privacy in California, local ballot recommendations, and regulatory challenges posed by emerging technologies, sf.citi’s policy series is an invaluable resource for keeping abreast of tech regulation and tech-related policy developments in San Francisco.
GDPR Lite: How California became the first state to adopt a data privacy law

In June 2018, California became the first state to create data privacy legislation by passing AB 375, a bill on consumer data protection. Dubbed “GDPR lite,” AB 375 established data sharing regulations carrying slightly less bite than those outlined by the European Union’s General Data Protection Regulation (GDPR). sf.citi analyzed the specifics of AB 375 and what it means for California businesses, customers, and, of course, sf.citi members going forward.

San Francisco’s Main Export: Ballot Measures

Before ballot designations were finalized for the November 2018 election, sf.citi broke down some of the measures most likely to have a direct impact on the San Francisco tech community (and sf.citi members), including the Gross Receipts Tax (GRT) for Homelessness Services (Prop C) and the Privacy First Policy (Prop B). In the piece, we also delved into the details of the highly controversial proposal to ban employee-only cafeterias in the city.

Balancing Act: Cities Regulating in the Digital Era

sf.citi analyzed some of the regulatory challenges presented by emerging technologies and how fellow tech hubs like New York City and Seattle are grappling with them. Each has established a permanent tech council to facilitate collaboration between policymakers and tech leaders when developing regulation. We looked at what San Francisco stands to learn from our sister cities, especially as we look to build forward-thinking, equitable policies.
ANNUAL sf.citi MEMBERS RECEPTION

Near the end of each year, sf.citi celebrates all of the people who make our work possible by inviting our board, member companies, partners, and friends to come together at our Annual sf.citi Members Reception. It has become sf.citi custom to invite our city’s leader to join in the sf.citi Members Reception fun and this year, we were honored to welcome Mayor London Breed, who spoke about the ever-growing role tech plays in San Francisco and what the industry can do to to keep the city moving forward.
Forging lasting corporate social responsibility partnerships between our members, nonprofit organizations, and the larger San Francisco community
CIRCLE THE SCHOOLS

Started by sf.citi in partnership with the San Francisco Unified School District (SFUSD) and the San Francisco Education Fund, Circle the Schools has come a long way since its 2014 inception. Circle the Schools encourages local companies—including many sf.citi members—to donate time, resources, and expertise to SFUSD schools. The rapid success of Circle the Schools has inspired sf.citi’s Seattle-based counterpart, sea.citi, to launch a similar initiative called Greenlight while sf.citi member Salesforce has expanded the program internationally.

49 schools circled
$800K resources donated
21,092 volunteer hours
Launched in 2012, Future Grads was one of the first programs to offer San Francisco high school students fully paid summer internships at some of the most prominent tech companies in the city. Run by sf.citi in partnership with the San Francisco Police Foundation, Future Grads started with just 20 students and has since nearly tripled in size.

“I already knew I was interested in computer science, but this internship feels like it gives me a better foundation for what working in tech would be like . . . I would say it definitely helped me narrow my career. Definitely makes me feel like I belong in the field. It makes me more confident.”

Melinda, Future Grads Intern, Techtonica
ADROLL’S CIRCLE THE SCHOOLS STORY

AdRoll is a founding Circle the Schools partner company. Nearly five years ago, the Principals of San Francisco’s June Jordan School for Equity in the Excelsior and Amy LeBold, AdRoll VP of Human Resources, met to explore their shared values. In the following years, the partnership flourished. Today, AdRoll’s employees are often seen on campus. They help teachers set up classrooms before the first day of school. They meet with seniors to provide support when they apply to colleges. Each spring, AdRoll offers students the opportunity to see the world of tech first-hand, touring its offices and spending a day job shadowing.
sf.citi partnered with HandsOn Bay Area, the San Francisco-Marin Food Bank, and 9/11 Day to turn September 11 from a day of tragedy into a day of doing good. We connected many of our members with the event organizers and saw outstanding turnout from Cruise, Facebook, LinkedIn, Okta, and Salesforce. Honoring this National Day of Service and Remembrance, our members joined businesses, policymakers, and volunteers across the nation to pack over 1.5 million meals for people in need.
On December 13, sf.citi partnered with Meals on Wheels San Francisco to host the inaugural One City Gives, an industry-wide day of volunteering to wrap and deliver gifts to seniors in the Tenderloin. Assemblymember David Chiu, District 6 Supervisor-Elect Matt Haney, Founder and CEO of Affirm Max Levchin, sf.citi Executive Director Jennifer Stojkovic, and Meals on Wheels San Francisco Board Member Jose Allen gave opening remarks. Nearly 150 employees from sf.citi member companies then set out to deliver holiday gifts to over 800 seniors in the heart of San Francisco.
Connecting our members with one another, nonprofits, and community leaders to discuss pressing issues in San Francisco
In honor of Equal Pay Day, sf.citi partnered with Hired to bring together a cross-section of industry leaders to hold a panel conversation on the state of gender pay equity in the workforce, focusing on recent trends in the tech industry. We heard from Dr. Veronica Gilrane, People Analytics at Google, Kim Hoffman, Director of Talent Acquisition, Products & Technologies at Intuit, Rana Sarkar, Consul General of Canada to Northern California and Silicon Valley, and Michelle Weaver, CFO at Hired. Attendees also enjoyed an art installation from Val Britton, The Shape of Change, commissioned by Gallery Wendi Norris. This stunning material representation of the state of wage inequality was on full display at the Minnesota Street Project.
As a part of San Francisco’s Small Business Week, sf.citi and the San Francisco Chamber of Commerce organized a night to discuss how today’s changing business landscape is increasingly powered by innovation in technology. Hosted at Airbnb headquarters, the evening’s panelists included Matt Middlebrook, Head of Public Policy for California, Hawaii, and Alaska at Airbnb, Vikrum Aiyer, Vice President of Global Public Policy at Postmates, Antonio Silva, Head of Partnerships Business Development at Square, and sf.citi Executive Director Jennifer Stojkovic to moderate. These industry leaders conducted a thoughtful and informative conversation on the many ways tech is shaping the future of business and the way we work.
sf.citi led a night of structured speed networking at LinkedIn to connect employees from San Francisco’s tech companies with aspiring tech workers. Advisors from many sf.citi member companies shared career advice with local job seekers. After five sessions of formal speed networking, our 200+ attendees had the chance to mingle and follow up with advisors, as well as receive lightning resume reviews from career coaching platform HireClub.
I learned that in order to ‘break into tech,’ companies aren’t necessarily looking for someone with a tech background or training. They are looking for someone who is a problem solver, takes initiative, and can complete tasks. These are important things to highlight during your interviews.

Participant from Breaking Into Tech
sf.citi and WeWork joined forces to host a one-of-a-kind affiliate event of the Global Climate Action Summit around food innovation. WeWork Co-Founder Miguel McKelvey gave opening remarks that underscored WeWork’s leadership in sustainability through the company’s meat-free commitment. We also heard from Lindsay Baker, WeWork Vice President of Sustainability and Wellbeing, Ryan Bethencourt, Partner at Babel Ventures and CEO of Wild Earth, Katerina Robinson, Legislative Director to California State Senator Nancy Skinner, and Josh Tetrick, CEO of JUST.
sf.citi partnered with Hustle and Lyft to host a tech-focused District 6 Supervisor Debate at Lyft headquarters. Scheduled just over a month before the November 2018 election, few races were more important for the technology community and the city as a whole than the race to lead District 6, home to both many of the city’s leading tech companies and neighborhoods in need. Prompted by the evening’s moderator, Cory Weinberg of The Information, D6 Candidates Christine Johnson and Sonja Trauss discussed everything from public safety and homelessness to scooters and the proposed San Francisco cafeteria ban.
sf.citi hosted Rebalancing Power at Okta HQ in partnership with the Phenomenal Woman Action Campaign. Organized just after the November 6th Midterm Elections, when a record number of women were voted into office, this timely conversation focused on ways to end sexual assault and harassment, and highlight how technology can be part of the solution. To carry the conversation, sf.citi Executive Director Jennifer Stojkovic spoke with Jess Ladd, Founder and CEO of Callisto, and Peter Urías, Lead Employment Counsel at sf.citi member Airbnb.
Thank you

2018 One City Forum Members

sf.citi’s One City Forum board includes nine volunteers hailing from both the nonprofit and technology sectors in San Francisco. Each year, they work with the sf.citi team to host quarterly gatherings that bring the San Francisco community together to meet, connect, and learn. We call it “networking with a purpose.”

SHERILYN ADAMS, Co-Chair
Executive Director
Larkin Street Youth Services

TIFFANY APCZYNSKI, Co-Chair
VP Public Policy & Social Impact
Zendesk

ERIN FELTER
Executive Director
Okta for Good

KATIE FERRICK
Director of Community Affairs
LinkedIn

CHARLIE HALE
Head of Public Policy & Social Impact,
Pinterest

AMY LEBOLD
VP HR & Recruiting and Head of People, AdRoll Inc.

ASHLEY MCCUMBER
CEO
Meals on Wheels San Francisco

TOMIQUIA MOSS
CEO
Hamilton Families

ABBY SNAY
CEO
Jewish Vocational Service (JVS)
THANK YOU

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Salesforce

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Facebook

KATE O’SULLIVAN
Microsoft

STEVE SARNER
Goodreads (Amazon)

sf.citi Staff

JENNIFER STOJKOVIC
Executive Director

ZACH DRUCKER
Membership Coordinator

JACQUELINE MCGRAW
Marketing & Comms Coordinator

ERIKA JONES-CLARY
MsJones Design

ALEX TOURK
Ground Floor Public Affairs

LINDSAY CALDERONE
Ground Floor Public Affairs

AND THE GROUND FLOOR PUBLIC AFFAIRS TEAM
BENEFITS OF BEING AN sf.citi MEMBER

Represent

- Join coalitions and efforts around key policy issues and legislation.
- Involvement in local measures through voter guides, letters of support, or opposition to bills.
- Intimate access to elected officials and city departments.

Engage

- Access to become more involved in the community through programs, such as Circle the Schools, with sf.citi partners, including the San Francisco Unified School District, the San Francisco Education Fund, and the San Francisco Police Foundation.
- Opportunity to market and communicate to sf.citi’s community.
- Public-private partnership opportunities through the City of San Francisco.

Convene

- Participate in conversations around emerging issues with industry leaders in nonprofits, city government, and the tech community.
- Access to exclusive networking and relationship-building opportunities with the wide range of sf.citi partners and member companies.
- Invitation to speak at or sponsor large-scale sf.citi events.
“The networking and camaraderie are really big benefits. Having a coalition, in general, is really important for electeds to know that there’s a coalition behind a tech voice rather than scattered advocacy that might not be as effective. From a company standpoint, it’s really effective to have a coalition that sf.citi can bring together on various issues. From a professional development standpoint, the networking among tech, ability to meet electeds and other important people in the city, and just general intel gathering, are all great.

Laura Gray, Government & Community Relations Manager, Cruise Automation

“As a new member of sf.citi, it’s been valuable for our company to have a voice in tech policy conversations with local officials and discover more ways Optimizely employees can give back to the community, like through our Circle the Schools partnership with San Francisco International High School.

John Leonard, Sr. Program Manager, Optimizely.org
THANK YOU sf.citi MEMBERS
For more information on how your company can join sf.citi, contact sf.citi Executive Director Jennifer Stojkovic at jennifer@sfciti.org