

Cost to S.F. for Twitter's tax cut nears \$130 million

Stock options push total to 6 times the city's estimate

By MARK HEDIN

AS INFORMATION TRICKLES out from the buttoned-up Twitter offices since the tech firm went public, the cost of keeping the company in town is becoming clearer.

At today's prices, it's way over \$100 million — more than twice the pre-IPO projections reported in the Chronicle.

In March 2011, Twitter, outgrowing its Folsom Street space, mulled where to situate an expansive new headquarters. Twitter executives wrote Mayor Lee to say that unless the city did something about the 1.5% payroll tax, it was outta here. Word leaked that former Walmart space in Brisbane, which assesses businesses only \$15 per employee per year, was the rumored destination.

The payroll tax is the city's No. 2 revenue source, but Supervisors Jane Kim and David Chiu then sponsored legislation that excluded most city payroll tax for any company occupying or moving into specifically designated mid-Market buildings and major portions of the Tenderloin. The Twitter tax break freezes payroll taxes at qualifying companies for up to six years at the level of their first year in the 'hood.

Tax break in hand, in mid-2011 Twitter leased space at the Furniture Mart at 1355 Market St. and moved in six months later.

So, for purposes of the tax exclusion,

Twitter's base year is 2012, its payroll tax obligation set at that level for up to six years — as long as it complies with the terms of the tax exclusion law.

The city budget analyst's office had pegged Twitter's savings over the life of the tax break to be about \$22 million, based on an expected 2,650 new hires at an average annual salary of \$102,000.

Left out of the city's calculation was the fact that many tech employees get "equity compensation"

— stock options and outright grants of stock — as part of their pay. These financial instruments promise employees highly discounted or no-cost shares when and if the company goes public.

In Securities and Exchange Commission filings just prior to going public Nov. 4, Twitter revealed it had distributed 128 million shares of stock options and grants that employees could buy for an average of \$1.84 per share, according to San Francisco CPA Jim McHale.

Typically, a company is liable for payroll taxes on the difference between what the employee pays for a share and the actual value of the stock at the time the employee cashes in, McHale said. Some Twitter employees can begin cashing in their options in mid-February.

Without the tax break, Twitter would have been required to pay the 1.5% payroll tax on that difference.

In mid-December, a bit more than a month after going public, Twitter shares were more than \$58 and climbing. Multiply the 128 million options and grants times \$56 per share times 1.5% and the city po-

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NO. 140

PUBLISHED BY THE SAN FRANCISCO STUDY CENTER

DECEMBER 2013
JANUARY 2014



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CENTRAL CITY



SAN FRANCISCO

'HAPPINESS IS CRITICAL'



Norbert Charles, in his SRO room, is a volunteer at Curry Senior Center. He was recently diagnosed with several life-threatening diseases, including two types of cancer. He is now also a patient at Curry receiving palliative care.

Pain, pain go away

Palliative care in Tenderloin more than just meds

STORY AND PHOTOS BY JOHN BURKS

NORBERT CHARLES worked for seven years as a volunteer at Curry Senior Center, helping Tenderloin neighbors with failing health. He showed them movies, took them on field trips, helped with bingo. A strapping big guy, everybody knew his name and his booming laugh. "Made me feel good to be here and help out," Charles says, "and I tried to show that."

Then, six months ago, his own health took a stark downturn. Heart failure, chronic obstructive pulmonary disease, rheumatoid

arthritis, and stomach and colon cancer all struck at once. He's lost 50 pounds, down from 182, and now cruises Curry Center in a wheelchair rigged with an oxygen tank.

"One thing that hasn't changed is that I'm here just about every day, hanging out with my people," Charles, 67, says, smiling. "Wouldn't rather be anywhere else. With my mama long gone, all my family gone, nobody but me, Curry is like my family. They make me feel needed. Being alone and being lonely — that's two different things."

On this sunny November day he is stationed near the Curry clinic's entryway, just across from the receptionist's desk, serving as unofficial greeter, ever positive. Now he's the beneficiary of the sort of volunteerism he once donated — and receiving the sort of health care most of us eventually require.

Earlier this year, this reporter attended a symposium at Stanford Medical School on health care for seniors emphasizing palliative care and hospice. The objective of the New American Media symposium, sponsored by the California Health Care Foundation, was to help journalists better explain palliative care — pain management and more — to their communities. Only a relative handful of Americans understand that palliative care is different from hospice care, surveys show.

Senior health providers in the Tenderloin and western SoMa are keenly aware of the differences, and have been for decades. Charles, for example, receives both palliative care and curative care. Palliative, so he hurts less. Curative, to halt or at least slow down his several diseases. He gets along now on eight separate curative prescriptions and two palliative prescriptions (Tylenol, oxycodone). A similar combination of curative and palliative care is credited with having kept human rights icon Nelson Mandela alive till 95 through repeated hospital stays for lung disease.

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Receptionist Susan Snipes is quick to jump up and bug Curry regulars: "They're more like friends than clients."

How Boedekker dirt became furniture — perhaps for park

Ceramicist recycles neighborhood 'essence'

By TOM CARTER

In a conversion about as strange as making a sow's ear into a purse, how about turning Boedekker Park dirt into furniture?

That's what artist Ilana Crispi has done with dirt from the park's construction site. She made a backless, 50-inch-long, 18-inch-high bench and four 1½ foot-tall stools. The dirt furniture might go into the new clubhouse when the park's \$6 million makeover is complete next year.

Crispi wants the furniture to stay in the neighborhood. Betty Traynor, the Friends of Boedekker chair who saw the art objects Oct. 24, told *The Extra*: "It's exciting work with our own dirt. I could see it in the clubhouse. It would make sense." But that's not yet in the plans.

Crispi, who taught kids' ceramic classes at Boedekker six years ago, got her furniture-making brainstorm when reflecting on how structures change so dramatically over the years but the ground remains the same.

"The land itself stays constant," she says, "and it's the essence of the place." She wanted to make something using dirt that people could connect with, and furniture was a satisfying answer. (Unbeknownst to Crispi, an Israeli woman, Adital Ela, is doing that, pursuing a zero ecological footprint by making "Terra" stools from soil and natural fibers.)

Crispi has been making ceramic vessels and bowls out of dirt, since she lived in Los Angeles.

"It's such a green use of dirt."

Originally, she wanted to work with the dirt under Ramon's Tailor shop at 628 Jones St. where she had scheduled an exhibition. But that was a chore complicated by sewage pipes and the restrictions on the historic building.

So, using the Google satellite aerial search, she scoured the neighborhood for land that contains clay — which can be used for ceramics as well — and didn't find much.

"There is so little dirt in the Tenderloin, very few parks and backyards."

But when she discovered Boedekker Park under construction, she contacted Traynor who put her in touch with Alejandra Chiesa, the makeover project manager, and got permission to take some dirt.

"One day I found myself digging right under where I used to teach ceramics," she said.

Crispi, who teaches ceramics at San Francisco City College and art history at Skyline College, taught Intersection for the Arts ceramic programs at the park in 2007. One for kids ages 6-13 created small, kiln-fired sculptures for outside that were wired for sound and motion-activated.

Last summer, Crispi removed 7½ dozen 5-gallon buckets of dirt and took it away in a borrowed van. The ground was sand, silt, clay and gravel. It was workable stuff, but didn't have the best clay content, which geologic studies showed was 20 to 30 feet deep. She didn't go down that far, though.

"I didn't know what I'd find at Boe-



PHOTO BY TOM CARTER

dekker, and it was a pretty small ratio of clay. There was also some debris."

To others, just the idea of cozying up to Tenderloin dirt was hardly enchanting, even if Crispi is an artist.

"Most people I have spoken with demonstrate a visible disgust at the idea of touching the ground here, so through this (planned) installation I'm challenging people to experience a beautiful version of this neighborhood," she wrote on the Ramon's Tailor website.

Boedekker over the decades had been a site for picnics, a theater, and, post-1906, a ballroom, dance school, skating rink and bowling alley. In its dirt she found "some bottles in pretty good shape. I've got one chip I think came from a light fixture that I'm going to use as a stamp" on ceramic vessels and bowls.

At her three studios, one in Half Moon Bay, she used scrap maple and mahogany wood to frame the bench's dirt, then, in a "puddling technique," poured on water and let it set for 21 days.

In countless tests, Crispi experimented with kiln intensity for firing ceramic objects, looking for the "sweet spot" before the dirt turned to glass. Simultaneously, she had to avoid lower temperatures that produced unacceptable "colors, textures and surfaces." Some of her pieces layer porcelain with dirt, creating a stark contrast, she says, between the "valuable — porcelain was once as valuable as gold — with the grotesque and soiled."

She presented her installation, "Tenderloin Dirt Harvest: Please be seated on the ground," Oct. 24 at Ramon's and showed again Nov. 7. It was also included in San Francisco Open Studios. Featured in her bowls are Tenderloin produce and honey raised and produced on the Glide Methodist Church roof. ■



PHOTO BY MARK DONEZA

Ilana Crispi fills big buckets of dirt from the Boeddeker Park construction site as the park undergoes its \$6 million makeover. Crispi, a ceramicist, has used the dirt to create a kiln-fired bench and four stools (examples above). The furniture could end up in the new clubhouse when the park redo is complete.

Ex-Extra reporter writes murder mystery set in TL

By TOM CARTER

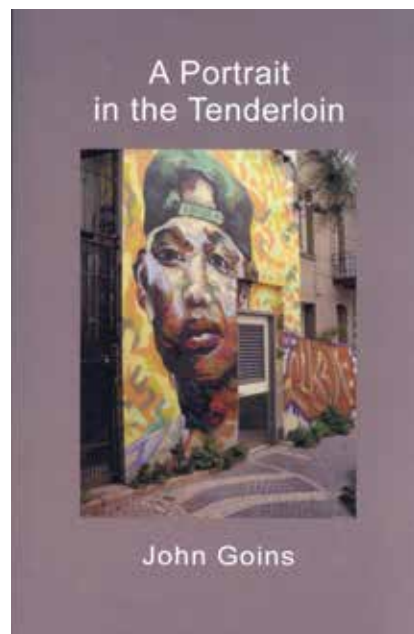
John Goins showed up unannounced at our doorstep seven years ago with notes from his interview with a Tenderloin rape victim who hadn't reported the crime. Goins was a City College student holding down a full-time job, eager to learn writing skills. We encouraged more reporting, then helped him shape his front-page story in June 2006, "Rapes Spike" in the Tenderloin.

For more than a year, Goins freelanced with *The Extra*, his stories ranging from the farmers market to dope busts. The half-dozen obits he wrote had taken him into SRO community rooms for memorials where he learned about life and death in the TL. The revelatory detail he took away he has now put to use in "A Portrait in the Tenderloin," a murder mystery novel, not to be confused with our book, "Death in the Tenderloin," a collection of select obituaries from *The Extra*.

Goins creates community reporter Bill Haywood who covers the Tenderloin and SoMa on the neighborhood newspaper, *The San Francisco Dealer*. His artsy older brother, Ralph, he never liked much in childhood and maybe less as adults. Ralph is a painter and photographer living in the Tenderloin, 6-foot-5 with mental problems, often loopy and unreliable because he shuns his meds.

But schizophrenic Ralph didn't deserve to get himself shot to death in a Golden Gate Park encampment. Haywood thinks something's fishy and feels a brotherly tie compelling him to track down the shooter, who fled. Haywood suspects a heavy motive could be involved.

Goins takes us through recogniz-



able nooks and crannies of his old haunts and out to the Panhandle and into the park's leafy enclaves, chasing leads and brushing past the cops. He's nosy enough to get cold-cocked by a preacher. Even so, it appears as if Ralph's quick shutter at the wrong time — or maybe a Cartier-Bresson right moment — got him into some deep water that has sent ripples into the mayor's election race.

Haywood artfully earns a key confession before things get settled in a dramatic Hollywood scene you won't see coming.

The novel had a book launch at Green Arcade bookstore on Market Street Sept. 25 and is published by Ithuriel's Spear Press, whose fiscal sponsor is Intersection for the Arts. It retails for \$16. ■

A holiday twofer

This is a combination December-January issue of *Central City Extra*. The holidays always make it next to impossible to produce an issue each month. This year, the challenge was compounded by Study Center's impending relocation to 1663 Mission St. The *Extra* will resume in February 2014.

CENTRAL CITY

EXTRA

NEWS IS A COMMUNITY SERVICE
SAN FRANCISCO

CENTRAL CITY EXTRA is published monthly by the nonprofit San Francisco Study Center Inc., serving the community since 1972. The *Extra* was initiated through grants from the S.F. Hotel Tax Fund and the Richard and Rhoda Goldman Fund. The contents are copyrighted by the San Francisco Study Center, 944 Market Street, Suite 701, San Francisco, CA 94102.

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CENTRAL CITY EXTRA is a member of the
SAN FRANCISCO NEIGHBORHOOD NEWSPAPER PUBLISHERS ASSOCIATION,
SOCIETY OF PROFESSIONAL JOURNALISTS, NORTHERN CALIFORNIA CHAPTER,
AND SAN FRANCISCO/PENINSULA PRESS CLUB

AN APPRECIATION

Her commitment was as strong as the needs she served were diverse

Libby Denebeim was a lifelong volunteer who took her heartfelt community service to citywide heights as president of the Board of Education and chair of the Delinquency Prevention Commission.

The list of her achievements is book length the scope of her grassroots tenure spans five decades. When Libby died Nov. 15 at age 83, she had given of herself to education — especially early childhood — health, mental health, people with disabilities, HIV/AIDS, hospice, domestic violence, sexual exploitation, gay rights and much more, including neighborhood improvement.

That's where the Study Center came in. Libby was chair of our Community Advisory Board in 1974 and later became president of the Board of Directors. She was secretary-treasurer at the time of her death.

She played a key role in The Study Center's early funding, stood up for us when it counted, and served as a steadying force with commonsense solutions and commitment to our mission as a broad-based resource to help other community services succeed.

Stas Margaronis, journalist, ship builder and a founder of the Study Center who remains a board member, recalls:

"Two years after we started the Study Center, in 1974, we realized we didn't have good community outreach. A consultant helped us put together an advisory board — to gain respectability quickly, especially with foundations, and assure them we were doing good things. The consultant contacted a lot of people, and Libby's name came up on everyone's radar.

"She was a real surprise to me — the wife of a banker and from a pa-

ELIZABETH ("LIBBY") DENEBEIM A life of community service



GENE COHN PHOTOGRAPHY

Libby Denebeim receives one of many community honors. This one is the inaugural 2012 Community Service Innovation Award bestowed by Community Living Campaign in honor of Norma Satten, Libby's longtime friend and colleague.

trician background," Margaronis says. "But she was so interested in what we were doing and 'got us' right away. She clearly was someone who could help us bridge the gap between a bunch of scruffy young men and more established groups.

"Libby had a deceptive toughness that made her such a successful advo-

cate on so many issues" and an ability to keep her sense of humor, he says. He recalls the founders meeting with advisers and bitterly whining that the city and foundations weren't hearing them. "She listened, then said, cutting through the bullshit, 'So, better communication would help, right?'"

Study Center's organizational struc-

ture was pretty informal at the time. When the new Community Advisory Board of 35 people needed a chair, the choice was obvious.

"There was complete consensus that she should lead the group," Margaronis says. "She never doubted our potential and was ready to do battle for us. She gave us legitimacy. She saved us."

Many other groups could say the same thing.

Libby was a key player in the Greening of the Schoolyards movement in the early 1970s that changed the nature of playgrounds across the city. That and her other work in education built a grassroots base that got her elected to the San Francisco Board of Education in 1981. She served on the board through 1993, including a term as president in 1988.

She chaired the Delinquency Prevention Commission, and served on the Mayor's Advisory Council on Families, Children and Youth as well as the Mayor's Criminal Justice Council. With Martha Roditti, she put together the exhaustive "Guide to Services for Children, Youth and Families in San Francisco," produced through the Study Center and updated six times from the late-'70s through the late-'80s. She served 10 years on The Coleman Advocates for Children and Youth Advisory Board.

Libby helped bring hospice services to San Francisco as co-chair of the capital campaign for Coming Home Hospice, one of the first AIDS residences in the country. She was a trustee of Pacific Medical Center for 12 years and a member of the Board of Directors of the Institute on Aging for 10 years.

A board president of the San Francisco Mental Health Association, in 1971 she chaired its Education Com-

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HOUSING APPLICATIONS ARE BEING ACCEPTED FOR SINGLE ROOM OCCUPANCY BUILDINGS (SRO'S)



Please go to 241 6th Street, San Francisco, CA for applications
The TODCO SRO Housing Waiting List is open, for the Knox and the Bayanihan House. If your name is currently on any TODCO Housing Waiting List and you would like information on your current status please call the TODCO Marketing Office at 415-957-0227 on Fridays' only.

Building	Size/Occupancy Limit	Max./Min. Income-Limit	Rent
Knox SRO located at 241- 6th St. & Tehama is accepting applications and has an OPEN WAITING LIST.	SRO – 1 Person, or Couple Room size 10 ½ x 18 (Semi-Private) Bath- 7 x 7 In-each room: sink, micro-wave, refrigerator, 2-burner stove, closet, single bed. The Knox has a small gym, library, private lounge, roof top garden, community kitchen, laundry facility & 24 hour staff & surveillance	1 person \$34,600.00/Year Couple-Income \$39,520.00/Year Minimum income of \$866.40/Month	Move in Deposit \$560.00 Rent \$560.00 plus Utilities
Hotel Isabel located at 1095 Mission CLOSED OUT	SRO – 1 Person Shared Bath Each room has a sink, micro-wave, refrigerator, 2- burner stove, closet and single bed.	1 person \$33,360.00/Year No Minimum Income	30% OF INCOME Requires a Certificate of Homelessness
Bayanihan House (Non Assisted Units) located at 88 – 6th St. & Mission. OPEN WAITING LIST.	SRO – 1 Person, Couple Shared Bath Single 10 ½ x 12 – Double 12x12 In the Unit there is a sink, micro-wave, refrigerator, 2-burner stove, closet, single bed, community kitchen, 24 hour staff & surveillance, laundry facility	1 person \$30,275.00/Year Couple \$34,580.00/Year Minimum income of \$854.00/Month	Move in Deposit \$545.00 Rent \$545.00 Utilities included

TDD: (415) 345-4470



Get Geary Moving!

Join the SFCTA and SFMTA for a Geary Corridor Bus Rapid Transit (BRT) Project Update!

The Geary BRT Project is a cost-effective way to improve bus service and enhance street conditions for Geary from Downtown to the Outer Richmond. Based on community input and ongoing technical evaluation, staff is recommending specific design options for BRT on the Geary corridor.

Come to an upcoming community meeting for a project update:

- Learn about the project evaluation process
- View design options for different segments of the corridor
- Provide your feedback

Richmond Recreation Center

Date: Monday, December 9th from 6:00-8:00 p.m.

Address: 251 18th Avenue

Japanese Cultural and Community Center of Northern California (JCCNC)

Date: Thursday, December 12th from 6:00-8:00 p.m.

Address: 1840 Sutter Street

SF Main Public Library

Date: Tuesday, December 17th from 5:30-7:30 p.m.

Address: 100 Larkin Street



(The same information will be presented at each meeting)

For special accommodations or language assistance, please call 415.593.1655 at least 72 hours in advance.



FOR MORE INFORMATION:

Visit www.GearyBRT.org | E-mail: gearybrt@sfcta.org

Tenderloin on cutting edge of health care for seniors

Neighborhood has long provided the elderly an array of comforting quality-of-life services

► CONTINUED FROM PAGE 1

Palliative care is a staple treatment at central city seniors centers, providing relief from the pains and stresses of chronic lung, liver or kidney disease, chronic heart failure, AIDS, cancer, dementia or stroke. It's part of a well-rounded approach, combining medicines with good nutrition, case management, housing, behavioral health and social programs.

It's illuminating to compare a recent New York Times report on palliative and hospice care with what we found in the Tenderloin. The Times showed that the great number of for-profit medics regard palliation as an add-on service, when they think of it at all; Tenderloin caregivers tend to see these treatments as interconnected in the fabric of overall health care.

The next step is hospice. Patients whose illness becomes terminal move on to hospice care, provided in a stress-free, peaceful setting, often with friends and family in attendance. Palliative care makes the patient as comfortable as possible during her/his final days. Hospice is available free in California to those with Medicare and Medi-Cal.

Norbert Charles will undergo cancer surgery a few days before Christmas and, depending on how that goes, hospice could eventually be in the cards. But not yet. A friend at his SRO, Terrie Wolfe, likens Norbert to a Timex watch — "He takes a lickin' and just keeps tickin'." An athlete (track, football) as a youngster at long-shuttered Poly High, and a Vietnam vet, he maintains that warrior spirit.

Angry tears stream down Charles' face, recalling his Vietnam saga. As he tells it, his hopes of competing in the 1964 Olympics — a 6-foot-7 high jumper in high school — were dashed when he was drafted. He served in Vietnam with the 82nd Airborne for nearly three years, then was discharged after he came home to San Francisco, A.W.O.L., to visit his dying mother. Today he claims the military admits to no record of his service, cutting him out of benefits he deserves, leaving him anguished

"I tell staff to be as joyful as possible. We want our clients to feel like they're at home, and I think most days they're happy to be with us and with one another."

Sarah Chan

PROGRAM DIRECTOR, SELF HELP FOR THE ELDERLY

and hurt, "a skeleton now that they can just throw away."

Like many Tenderloin seniors, he pieces together his medical care, visiting S.F. General and California Pacific hospitals, plus Curry's primary care clinic, which is run by a UCSF faculty member. He takes his meals at both Curry and Glide Foundation, augmenting them with canned food and microwave concoctions.

CULTURAL COMFORT

Daily, scores of Tenderloin and South of Market seniors are transported to adult day care facilities elsewhere in the city. Self Help for the Elderly operates adult day care centers at several locations in San Francisco.

Sarah Chan is program director at Self Help for the Elderly's center on 22nd Avenue in the Richmond District, where nearly a third of the 156 daily clients are Tenderloin residents. This bright, cheery place unites them with friends, mostly Chinese American, and staff they've known for years.

Here is where they can get a free lunch, often traditional Chinese fare, and clients and staff converse in appropriate regional dialects. Everything is done to assure their cultural comfort while they receive treatment. The feeling is upbeat. This, too, is palliative care.

"I tell staff to be as joyful as possible," says Chan. "We want our clients

to feel like they're at home, and I think most days they're happy to be with us and with one another. Happiness is critical. It promotes good health."

In the outer lunch room, a convivial buzz prevails. It's quieter, by design, in the separate inner dining room for dementia patients, who require less distraction. Some of the Alzheimer's sufferers are hand-fed.

Chan confers regularly with caregivers to determine which clients are showing onset of dementia. "Clients cannot tell us," she says, "so we assume a sort of parental role."

This is palliative care for the Chinese elderly. They are not in pain, but they are in need of comfort. Culturally, it puts them at ease.

Many of Chan's clients go on to hospice. She views this as a continuation of the care her center provides. "We try to make what remains of their lives as satisfying as we can, and hospice is a continuation of that treatment."

CITY OFFICIAL WAS A PIONEER

The modern era for senior health care in San Francisco started in the Tenderloin in 1972 with the North of Market Health Council. Founder Dr. Francis Curry, then public health director, was a pioneer in bringing medical care to the poor. His main concern: Many Tenderloin elders suffered alone, isolated from friends, family and care.

The Health Council's operation was nothing fancy: one doctor, one nurse, in a storefront. Curry Senior Center has grown enormously in 41 years. It now provides primary care for 1,600-plus clients, annually hosts 1,700 social activity hours, served 49,000 breakfasts and 61,000 lunches last year, and houses formerly homeless seniors. Cantonese, Lao, Vietnamese, Mandarin, Russian, Spanish and Tagalog are all spoken here, representing the panoply of Tenderloin cultures.

In 1982, Curry Center was a founding partner in the San Francisco Community Clinic Consortium, whose 10 partner clinics now serve more than 87,000 low-income, uninsured, underserved San Franciscans each year.

Dr. David Ofman, appointed consortium interim director last month, has lived much of this history, having run North of Market Senior Services and Curry Senior Center, plus a variety of safety net projects.

"Seniors in the Tenderloin are not the same as 31 years ago, when our consortium began," says Ofman. "There's a lot more homelessness, a lot more mental illness, a lot more substance abuse, and AIDS was barely on the horizon back then. They're living longer, they're older, more frail. And we have many more Southeast Asians now — a positive influence, bringing stability to the district.

"We're better able to serve them now, though. There's been expansion of service across the board. There are a lot more supportive services."

During the '80s, large numbers of ailing seniors were holed up in hotels, hidden away. Plus, there weren't that many caregivers back then, Ofman recalls. Now they're more likely to seek help. "There are still some who refuse treatment, but I can't recall the last time we discovered someone seriously ill, in need of care, who didn't get it."

Hospice care has made big strides since 1982, when Medicare approved it for those receiving only comfort care "with no medical treatment" in their last six months. But even then it took a backseat to curative treatment. Now palliative care is offering both comfort and medical care as needed.

"Quality of life has assumed a role in treatment as important as controlling disease," Ofman states. ■

John Burks is a former chair of the Journalism Department of S.F. State University and president of the Board of Directors of San Francisco Study Center, the nonprofit that publishes The Extra. He wrote this article for The Central City Extra through a California Health Care Foundation Journalism Fellowship, a project of New America Media in collaboration with the Stanford In-reach for Successful Aging through Education Program.

It's critical to make your final wishes known

A LARGE MAJORITY of Californians prefer a natural death if severely ill, rather than getting all possible care, according to a California Health-Care Foundation study. They'd prefer to die at home instead of in a hospital or nursing home, and they want to talk with their doctor about their wishes for care at the end of their lives. They don't always get what they want.

- Californians say the most important factors at the end of life are making sure their family is not burdened financially by the costs of care (67% say this is extremely important) and being comfortable and free from pain.
- Two-thirds would prefer a natural death if seriously ill. Only 7% say they want everything done to preserve life.
- Though 60% say it's "extremely important" their fam-

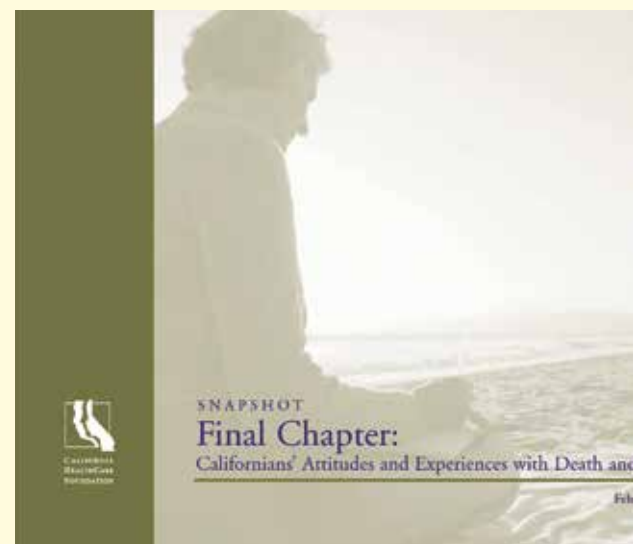
ilies not be burdened by tough decisions about their care, 56% have not communicated end-of-life wishes to loved ones. Only 23% have put end-of-life wishes in writing.

- Though overwhelmingly they'd prefer to die at home, 42% of California deaths occurred in hospitals, 18% in nursing homes.
- Top concerns vary by race and ethnicity. Latinos, for example, rate living as long as possible (56%) more highly than other groups. Only 5% of whites want everything possible to be done to prolong life. ■

Excerpted from CHCF's 2011 report: "The Final Chapter, Californians' Attitudes and Experiences With Death and Dying."

To view the entire document: www.chcf.org.

— J.B.





David Knego, right, Curry Senior Center director, confers at Curry's meal site, operated by Project Open Hand, with volunteers from Salesforce, a tech firm offering help to the neighborhood because it wants to, not because it's contractually obligated to under the Twitter tax break's community benefits agreements.

Senior health care: Shaping it for the future

SAN FRANCISCO, with the highest percentage of aging adults in California, is directly threatened by the recent 10% Medi-Cal rate cut, warned Mikiko Whang, rabbi for Sherith Israel, at an aging-and-health care rally in mid-November.

Sponsored by the San Francisco Organizing Project, a faith community consisting of Congregations Sha'ar Zahav, Sherith Israel, St. John the Evangelist and Star of the Sea, the event brought together more than 100 activ-

ists at Sha'ar Zahav in the Inner Mission on a rainy Tuesday evening to sign a "covenant of care."

The 2010 census shows more than 14,000 seniors ages 60 to 95-plus living in the central city — nearly 5,000 live alone. Those numbers are growing steadily, and with them grows the need for senior care, said Rabbi Whang. San Francisco's population is heading toward an over-65 population of 40% by the year 2040, about 320,000 elders, he said. "That's why it matters so much

that we prepare for that population now."

SFOP's covenant demands that "everyone has access to healthcare," and that "our elders have the necessary services and support to live with dignity, security and peace."

Among the signers were Supervisors David Campos and David Chiu and an assortment of city health officials. Chiu pointed out that City Hall began laying the groundwork for the Affordable Care Act two years ago, confident

of its passage. "We knew we'd better be ready if San Francisco is to remain a model for public health care. We want to keep ahead of the game."

The Organizing Project's mission — one of them, anyway — is to demand policy for good health care for all, especially seniors. They will hold a series of meetings attacking the problem. To join in, contact Geoff at (415) 699-9259 or www.geoff@sfop.org. ■

— John Burks



'Therababies' ease Alzheimer's anxieties

SARAH CHAN, director of adult day services at Self Help for the Elderly's adult day center in the Richmond District, is holding two "therababies." These little cuties were created by an attentive son a few years back in an attempt to ease his aging mother's Alzheimer anxieties.

The son had noticed his mom seemed less troubled whenever babies or baby dolls were present. He made her an amazing, lifelike surrogate. It worked. Not only for her, but for others. Since the mother's passing, dozens more therababies have been added. Cuddled in the arms of adult dementia clients, they work their magic every day.

Meals for seniors at the center are calibrated to match each client's medical needs (diabetic, Alzheimer's, etc.). A special, quiet-zone dining area is set aside for dementia and Alzheimer's clients. ■

— J.B.

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**6 YEARS
IN A ROW**

4 new firms seek Twitter tax break

BY MARK HEDIN

As 2013 draws to a close, the city is preparing to enter into nine new community benefit agreements with tech companies benefiting from the Twitter tax break.

After an uproarious Town Hall meeting at the library in mid-November, the city administrator's office and the new chair and vice chair of the Citizens Advisory Committee that represents the neighborhood in the process have begun hammering out the new agreements with five firms that have executed CBAs at least once before, and four neighborhood newbies: Spotify, Advor, Sosh and the Golden Gate Restaurant Group, which runs the Burger King at U.N. Plaza.

The agreements have to be in place by Jan. 31. Drafts based on negotiations at two closed-door December meetings will be presented to the citizens committee at its Jan. 2 meeting and could be approved on the spot.

The committee may schedule additional January meetings to invite public comment on the agreements before signing off on all nine, but in the six CBAs signed in 2013, that process ultimately produced few changes.

"It has been really rushed," Supervisor Jane Kim said when asked about the process. "Last year and again this year. We need to start the conversations earlier."

Kim has met privately with representatives of all nine CBA companies, she said, with "thoughts on the best way to be effective," including a focus "on how to be more specific. Take on one or two issues instead of the vast multitude of the neighborhood's needs," Kim advised.

Speaker after speaker at the town hall decried the lack of several elements the CAC had identified as key goals back in 2012: transparency; close ties among the companies, community members and organizations seeking their support; tech training and hiring of locals; and efforts to counter gentrification.

"Your presence means the displace-

ment of someone who was already here," said Tony Robles, the housing director of Senior and Disability Action. "I'm not hearing a tweet on displacement, where are the tweets about that? Is there an app to make that better? I'm not seeing one tweet. I heard all about the IPO. ... The onus is on the tech companies to prove they're worthy of being here."

Any \$1 million-payroll company taking the Twitter tax break must sign an MOU agreeing to help the neighborhood, from grants and technical expertise to buying local and volunteering. In 2013, there were six such firms although 21Tech dropped out after about six months and now pays the 1.5% payroll tax. For 2014, the remaining five and the four newcomers have applied for the break, which they can't have without signing a CBA.

CAC Vice Chair Robert Marquez said that at the Dec. 9 meeting, he and Peter Masiak, chair of the committee, encouraged the tech companies to focus on stabilization and training locals to join the tech workforce. Although Twitter sent three representatives to that meeting, Marquez said, they arrived with no draft of a CBA proposal. Three of the four new companies also arrived empty-handed.

The value of those agreements and the process for monitoring compliance remain very much a work in progress, shrouded in secrecy. Only Zendesk has been willing to discuss with The Extra and others the size of its tax break. In fact, Masiak asked The Extra the source of our information that the CBAs are expected to be worth approximately a third of the value of the tax break they offset.

Zendesk community liaison Tiffany Apczynski had attributed it to the former city administrator. But it's not mentioned in the tax break legislation, or in Kim's follow-up ordinance that established the CAC.

It'll be next September before the Treasurer's office reports on the cost of 2013's tax exclusions, and it'll be 2015 before we know how much tax reve-

nue the city forgave in exchange for the CBAs being negotiated now.

At CAC meetings, Twitter and the other companies have repeatedly been encouraged by the public and committee members to be specific about how much they're spending on CBAs and saving in taxes, but as yet, this call for transparency has fallen on deaf ears.

Beyond the value of the tax break and benefits, the CAC has also repeatedly been urged to try to improve the companies' reporting process as they conduct their CBA activities. As 2013 draws to a close, the second-largest of the six companies, Microsoft's Yammer, has never had its efforts publicly reviewed — a review was on the agenda for the Dec. 5 CAC meeting, but no Yammer representatives showed up.

The volunteer CAC has no authority to approve, deny or change the agreements the city administrator has made with each company.

The Extra noted in September that the only report of Yammer activity then available included the biggest single expenditure of any of the six CBAs: \$2 million spent on catering from neighborhood newbie Green Heart, which owner Lisa Chatham told The Extra was overstated. The city administrator's review, distributed but not discussed at the December CAC meeting, only said that the city had been able to confirm about \$750,000 of local spending by Yammer. Microsoft has never responded to The Extra's queries on the matter.

Marquez said that making changes to the reporting process will have to wait for now. "We'll have to revisit that in the spring, once all four quarters (of 2013 activity) have been reported. Hopefully we can process it and report our findings to the Board of Supervisors at the Rules Committee."

The committee's plans to submit a six-month status update to the Board of Supervisors, touted by Barnes earlier in the year when quarterly reports were overdue and still in discussion at the September meeting, never came to fruition.

In a community that has so many needs, Kim told The Extra, "There has to be some management of expectations." Speaking at the December CAC meeting, Apczynski commented that people speaking up at the town hall meeting two weeks before asked the CBA companies "to fix everything." Kim said that not only does the community need to be realistic about what to expect from the tech firms, the companies need to get educated as to what would create a meaningful relationship. "Everyone has a different concept," she said.

"The process has had its faults last year and this year," she said. "It has been a bit discouraging."

Marquez, still battling to make the process pay off, said of the tech firms, "Everybody as a chance to really make a name for themselves. I want to stay open to that." ■

Tax break cost skyrocketing

► CONTINUED FROM PAGE 1

tentially could have gotten \$107.5 million if all those options were exercised.

Add that to the \$22 million in tax on regular pay that the city already expected to forgo over the six-year life of the tax break, and the total is almost \$130 million.

Every dollar change in the price of Twitter stock is worth about \$1.9 million lost to city revenues.

Voter-approved Measure E in 2012 replaces the payroll tax with a combination of business registration fees and a tax on each business' gross receipts. The five-year phase-in of that system begins in January. But the gross receipts tax rate will be tailored to produce the same amount of revenue as the payroll tax it's replacing. So Twitter will continue to be charged what it paid in 2012 — about \$535,000 annually, if the budget analyst's initial study was correct — and all those stock options will never be reflected in city coffers.

The bottom-line cost to San Francisco of Twitter's tax-break may never be known. How many options get exercised and at what price is too early to track, but these are the numbers today. And of course, any more new hires beyond the 2,650 in the city's calculations also skate on the payroll tax, too.

A high emotional price is already being paid by central city nonprofits and their thousands of clients that are being displaced by all the businesses that have followed Twitter into the neighborhood.

Time will tell if it was worth it — and to whom. ■

Libby

► CONTINUED FROM PAGE 3

mittee, advocating to end the definition of homosexuality as a "mental illness" and remove the section on homosexuality from the National Psychiatric Association's Manual of Mental Disorders. In 1978, she campaigned against California Proposition 6, the Briggs Initiative, which sought to ban gays and lesbians from working in California's public schools. She served on the Health Department's Committee on Services for People with AIDS/ARC and the Mayor's HIV Task Force, and was a board member of the NAMES Project (AIDS Quilt). For 10 years, she co-chaired the capital campaign to renovate the Women's Building, the country's first woman-owned and woman-operated community center.

Libby was board president of the Charila Foundation, which operates residences for emotionally disturbed teenage girls; La Casa de Las Madres, a safe home for victims of domestic violence and their children; and SAGE (Standing Against Global Exploitation).

"I've known Libby for many years, and I'm still astonished to read how much she was involved in," says John Burks, Study Center board president. "In board meetings, she seemed to not want to dominate any discussion — maybe it was her version of politeness — but when I'd call on her, the gates opened. She'd get this wonderful, bright smile and would proceed to run a list of who could help us and how. Every time we met, the list got longer of the people she knew."

The Study Center's board members are excellent, Burks says, "but no one



PHOTO BY MARK DONEZA

Libby receives her Dozen for the Decades award from Executive Director Geoff Link during the Study Center's 40th anniversary party in February.

could match Libby's contribution. She brought to our table the wisdom of decades of nonprofits that help people in need. I always think of her as our founding mother."

Other organizations that benefited from Libby's wide-ranging passions include: the San Francisco Boys Chorus, Cathedral School for Boys, Outward Bound's Pacific Crest School, San Francisco Head Start, Jewish Family and Children's Services, National Council of Jewish Women San Francisco section, San Francisco Adult Day Health Services Network, Community Living Campaign.

Libby also was an adviser to the Children's Psychological Trauma Center, Oakes Children's Center, Women's Alcoholism Center/Pomeroy House, and the Pine-Pierce House for Young Developmentally Disabled Adults. With her close friend Anne Bashkiroff she helped establish the Family Caregiver Alliance.

Her work is only highlighted here. Awards for her lifetime of contributions included: Volunteer Merit Award from

the United Way in 1984, Outstanding Volunteer Award for the Pacific Medical Center in 1987, San Francisco Senior Center Lives of Achievement Award in 1999, and the Community Service Award from the Community Living Campaign in 2012. The California Legislature named Libby Assembly District 12 Woman of the Year in 2003. Libby was honored as one of our Dozen for the Decades at Study Center's 40th anniversary party at Stern Grove.

State Sen. Leland Yee, at Libby's memorial at Temple Emanu-El, paid her an eloquent, anecdotal tribute. He told of his time with her on the School Board and elsewhere over the years, calling her his "mentor," recalling their evolving relationship.

Libby's husband of 64 years, Robert S. Denebeim, died in 2004. She is survived by her immediate family, children Robert, Nancy, David, William, Thomas and Edward, and seven grandchildren. ■

— Geoff Link and Marjorie Beggs

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ERRATA

In Issue 139, page 2, in "The torch is passed," we misidentified Anakh Sul Rama. He is a community organizer with Community Housing Project, not TND.

COMMUNITY CALENDAR

SPECIAL EVENTS

Interfaith Memorial, annual gathering to remember the homeless who died on our streets, Dec. 19, 5:30-6:30 p.m., led by the San Francisco Night Ministry. Meet in front of City Hall. Info: Rev. Lyle Beckman, S.F. Night Ministry, (650) 589-3379.

Glide holiday events, 330 Ellis St. Grocery bag giveaway, Dec. 18, 7:30 a.m.-12:30 p.m. Toy giveaway, Dec. 21, 9-11:30 a.m. Prime rib luncheon, Dec. 24, 11 a.m.-2 p.m. Dec. 25 breakfast 7-8:30 a.m., luncheon 9 a.m.-2 p.m., celebrations, 9 a.m. and 11 a.m. Info: glide.org/2013HolidaySeason.

Day four of Kwanzaa, Main Library, 100 Larkin St., Koret Auditorium, Dec. 29, 1-2 p.m. Led by Brotha Clint and Malik Seneferu, live entertainment and a feast.

Citizens Advisory Committee for the Central Market & Tenderloin Area, Jan. 2, 5:45 p.m., City Hall, Room 416. Info: Tim Ho, 554-4928.

Book talk and signing, Clint Werner's *Marijuana: Gateway to Health*, Jan. 22, 5:30 p.m., Main Library, 100 Larkin St., Latino/Hispanic Community Room. Info: Ruth Amernick: 557-4477.

ARTS EVENTS

Posters on Market Street, Eighth Street to the Embarcadero bus shelters, through mid-January. Illustrator and New Yorker cover artist Mark Ulriksen's six posters of different city locales, titled "Active San Francisco," are part of San Francisco Arts Commission's Art on Market Street Program.

"Crones for the Holidays: The Sequel," EXIT Theatre, 156 Eddy St., through Dec. 29. The Crackpot Crones, Terry Baum and Carolyn Myers, are back with new sketches and improvisations and some chestnuts from last year. Tix: brownpapertickets.com.

Diva or Die Burlesque, EXIT Cafe, 156 Eddy St., Jan. 18 and Feb. 15, 8:30 p.m. Produced by DIVAfest, a festival dedicated to work by women artists. Tix: brownpapertickets.com.

Thursdays@Noon films, Main Library, 100 Larkin St., Koret Auditorium, noon-2 p.m. Jan. 19: Woody Allen's 1977 romantic comedy *Annie Hall*; Jan. 24: *Live a Little, Love a Little*, 1968, Elvis Presley's 28th film; Jan. 30: *This Is Elvis*, 1981 documentary.

REGULAR SCHEDULE HOUSING

Tenant Associations Coalition of San Francisco, 1st Wednesday of each month, noon, 201 Turk St., Community Room. Contact Michael Nulty, 339-8327. Resident unity, leadership training.

HEALTH AND MENTAL HEALTH

CBHS Consumer Council, 3rd Monday of month, 5-7 p.m., 1380 Howard St., Room 537, 255-3695. Consumer advisors from self-help groups and mental health consumer advocates. Public welcome.

Healthcare Action Team, 2nd Wednesday of month, 1010 Mission St., Bayanihan Community Center, 11 a.m.-12:30 p.m. Focus on increasing supportive home services, expanded eligibility for home care, improved discharge planning. Light lunch. Call James Chionsini, 703-0188 x304.

Hoarding and Cluttering Support Groups, weekly meetings at various times, conducted by Mental Health Association of San Francisco, 870 Market St., Suite 928. Info: 421-2926 or mentalhealthsf.org/group-search.

Mental Health Board, 2nd Wednesday of the month, 6:30-8:30 p.m., City Hall, room 278. CBHS advisory committee, open to the public. Call: 255-3474.

Tenderloin Healthy Corner Store Coalition, 4th Thursday of the month, 3 p.m., Kelly Cullen Community Building, 220 Golden Gate Ave., 2nd floor auditorium or 5th floor gym. Public meetings to discuss legislation that encourages corner stores to sell fresh food and reduce tobacco and alcohol sales. Info: Jessica Estrada, jessica@vydc.org, 771-2600.



MARK ULRIKSEN, POSTERS ON MARKET STREET

SAFETY

SoMa Police Community Relations Forum, 4th Monday of each month, 6-7:30 p.m. Location varies. To receive monthly email info: 538-8100 x202.

Tenderloin Police Station Community Meeting, last Tuesday of month, 6 p.m., police station Community Room, 301 Eddy St. Call Susa Black, 345-7300. Neighborhood safety.

NEIGHBORHOOD IMPROVEMENT

Alliance for a Better District 6, 2nd Tuesday of each month, 6 p.m., 230 Eddy St. Contact Michael Nulty, 820-1560 or sf_district6@yahoo.com, a districtwide improvement association.

Central Market Community Benefit District, board meets 2nd Tuesday of month, Hotel Whitcomb, 1231 Market St., 3 p.m. Info: 882-3088, http://central-market.org.

Friends of Boeddeker Park. Meetings continue during park renovation, 3rd Thursday of the month,

3:30 p.m., Un Cafecito, 335 Jones St. Info: Betty Traynor, 931-1126.

Gene Friend Recreation Center Advisory Board, 3rd Thursday of month, 5 p.m. Works to protect SoMa resources for all residents. Gene Friend Rec Center, 270 Sixth St. Info: Tim Figueras, 554-9532.

North of Market/Tenderloin Community Benefit District. Full board meets 3rd Monday at 4 p.m. Call 292-4812 for location or check nom-tlcbd.org.

Safe Haven Project, 4th Tuesday of each month, 3 p.m., 519 Ellis St. (Senator Hotel). Contact: 563-3205, x115, or centralcitysafehaven@gmail.com.

SoMa Community Stabilization Fund Advisory Committee, 3rd Thursday of month, 5:30 p.m., 1 South Van Ness, 2nd floor. Info: Claudine del Rosario, 701-5580.

Tenderloin Futures Collaborative, 3rd Wednesday of the month, 11 a.m.-noon, Tenderloin Police Community Room, 301 Eddy. Presentations on issues of interest to neighborhood residents, nonprofits and businesses. Info: 820-1412.

Tenderloin Neighborhood Association, 2nd Friday of month, 842 Geary St., 5 p.m. Nonprofit focuses on health and wellness activities to promote neighborly interactions. Info: tenderloinneighborhood@yahoo.com.

SENIORS AND DISABLED

Mayor's Disability Council, 3rd Friday of month, 1-3 p.m., City Hall, room 400. Call: 554-6789. Open to the public.

Senior & Disability Action (formerly Planning for Elders/Senior Action Network), general meeting, 2nd Thursday of month, 9 a.m.-noon, Universal Unitarian Church, 1187 Franklin St. SDA Housing Collaborative meeting, 3rd Wednesday, 1 p.m. HealthCare Action Team meeting, 2nd Wednesday, 1010 Mission St., (Bayanihan Community Center). For info about SDA's Survival School, University and computer class schedules: 546-1333, www.sdaction.org.

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