



TECHNOLOGY'S ROLE IN AN EQUITABLE ECONOMIC RECOVERY

BUDGET & FINANCE COMMITTEE HEARING
DIRECTOR KATE SOFIS

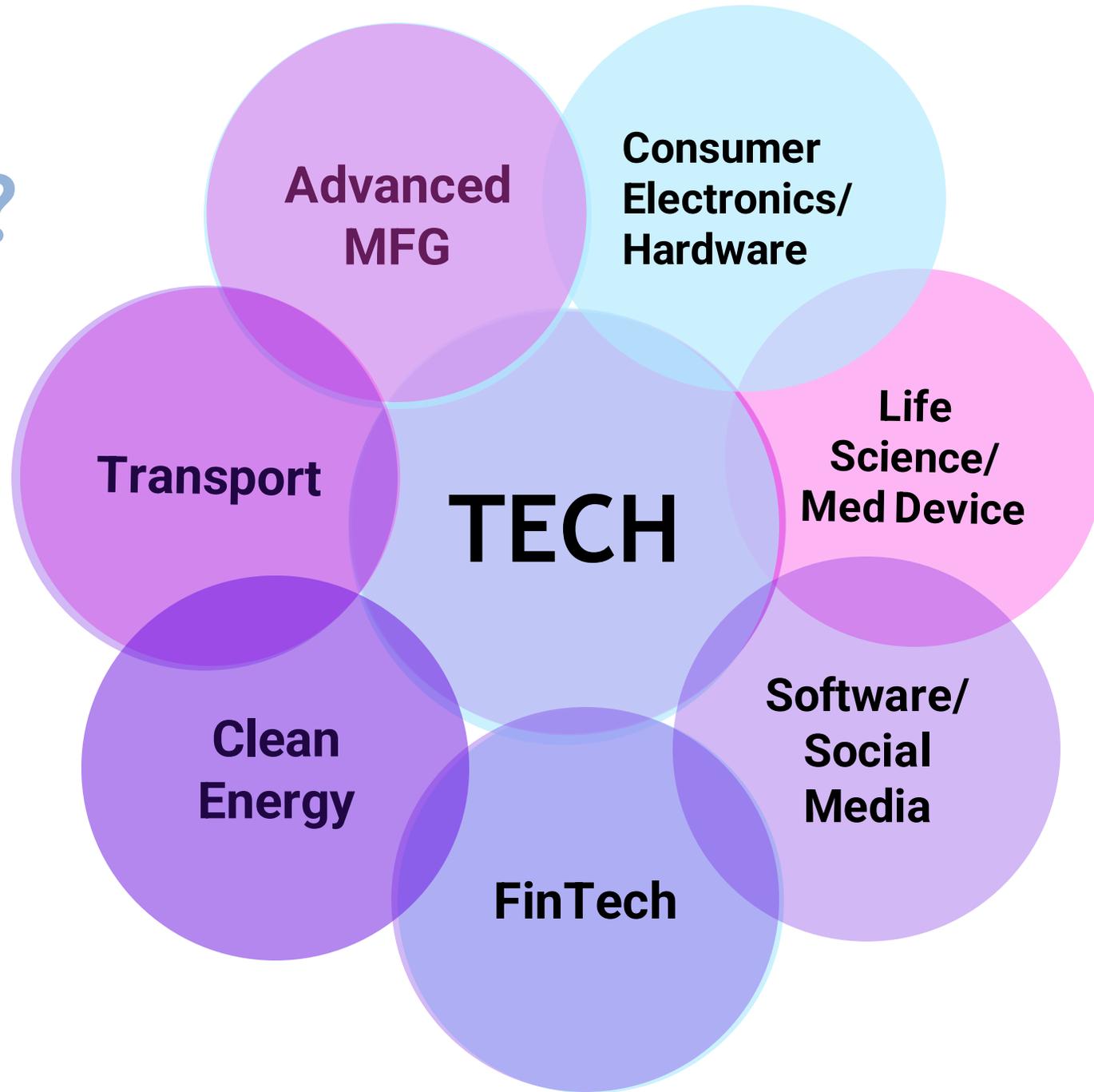
September 8, 2021



SAN FRANCISCO

OFFICE OF ECONOMIC &
WORKFORCE DEVELOPMENT

WHAT IS TECH?



TECH IS BECOMING AN EVERYDAY FACET OF OUR LIVES



Hotels or Technology?



Finance or Technology?



Logistics or Technology?



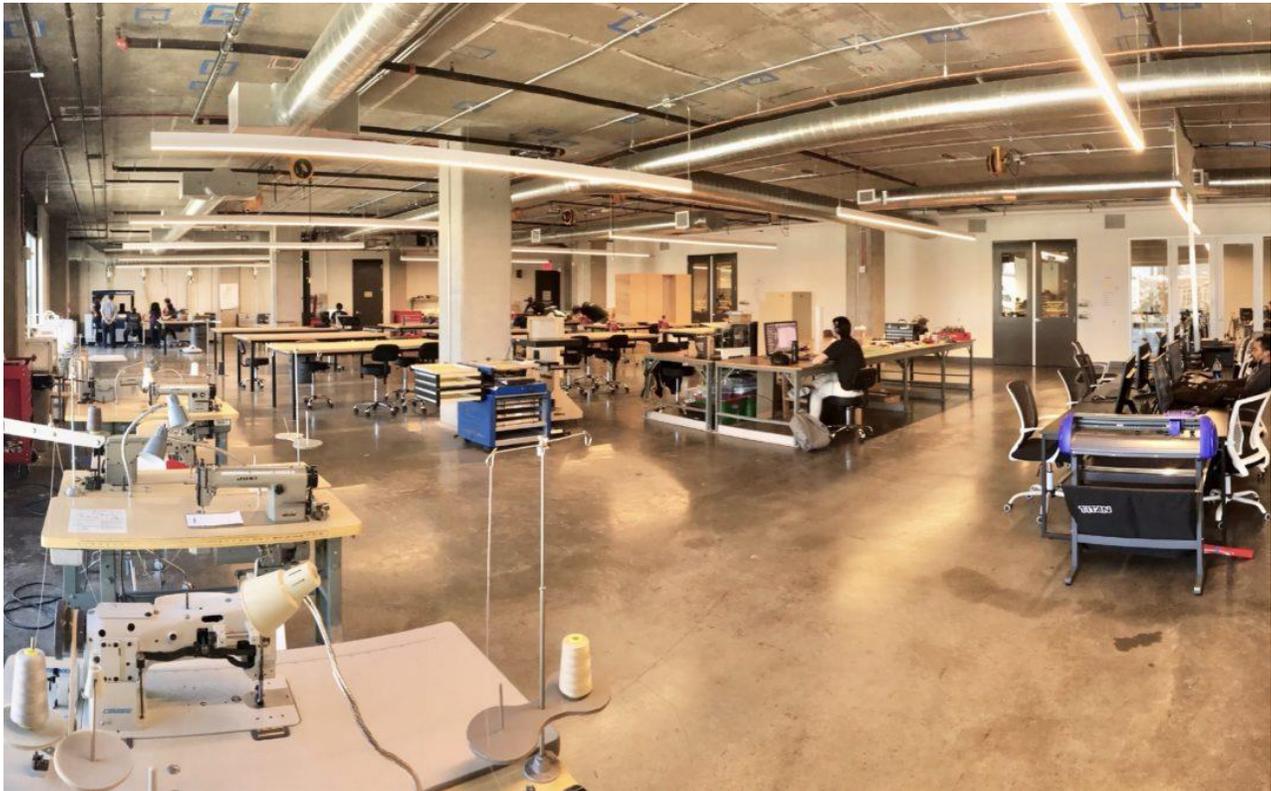
WAYMO

Transportation or Technology?

WHY IS TECH IMPORTANT TO SAN FRANCISCO?

- Economic Diversification
- Tax Base
- Philanthropy
- Entrepreneurship and Innovation
- Public and Environmental Health
- Workforce Advancement

ADVANCED MANUFACTURING



A P R O E
Advanced Prototype Engineering

WORKFORCE - ROAM



- San Francisco founded medical device/robotics company
- Hire locally, diversity in hiring
- Application for other labor-intensive industries

PHILANTHROPY -

- Focus on equity
- Close the technology gap
- Strengthens public/
Private partnerships
- Benefit to both residents
and businesses

BIZ & TECH

Salesforce donates \$20 million to SF, Oakland and other U.S. schools



Roland Li

Aug. 10, 2020 | Updated: Aug. 11, 2020 5 a.m.



Technology Education and Literacy in Schools (TEALS)



TEALS Program

Volunteers ▾

Schools ▾

Students

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Equip all students for the future with CS

Provide high school students with equitable access to computer science (CS) education and create a pathway to economic opportunity.

[Volunteer with TEALS >](#)

[Become a TEALS school >](#)

- Volunteer companies include Adobe, Amazon, EY, Facebook, LinkedIn, Square, and many others

- 928 students from 2013-2021, 278 female (29%)
- Nine SFUSD schools participated

SUPPORTING TECH ENTREPRENEURSHIP

What we are doing

- Dream Keeper Initiative technology grants
- Partnerships with industry groups
- SFMade Advanced Manufacturing Entrepreneurship

What more can we do?

- Venture Capital diversification
- Focus on BIPOC tech entrepreneurs
- Bipartisan Infrastructure Investment and Jobs Act (Federal)

CONNECTING **WORKFORCE** TO TECH

What we are doing

- TechSF
 - Tech training and on-ramps
 - Apprenticeship programs
 - Networking with employers
- Advanced Manufacturing Training Program
- SF Tech Council
 - Digital inclusion for adults with disabilities
- Northern California Apprenticeship Program (NCAN)

What more can we do?

- Intentional training-to-employment pipelines
- Expand employer-driven apprenticeship and hiring programs
- Encouraging hiring of BIPOC/Women local residents

INDUSTRY INCENTIVES

What we have done

- Payroll to gross receipts tax structure
- **Tax Credits**
 - Biotechnology Payroll Credit
 - Central Market and Tenderloin Payroll Expense Credit
 - Compensation Tax Credit
 - Net New Payroll Credit

What more can we do?

- Remove startup barriers
- Land use clarification for life science and advanced manufacturing
- Tax reform for startup funding



WHAT MORE CAN WE DO?



SHIFTING THE NARRATIVE

BAY AREA

Austin was 'the biggest winner' of COVID tech migration. What happens to Silicon Valley?



Roland Li

July 14, 2021 | Updated: July 18, 2021 12:59 p.m.

Culture // Tech And Social Media

These tech workers left SF for Austin. They don't regret it.



Dan Gentile, SFGATE

March 31, 2021 | Updated: March 31, 2021 7:41 a.m.

■ April 8, 2021, 3:00 AM PDT

Silicon Valley Is Flooding Into a Reluctant Austin

- The city, which has been booming for a decade, has been the top destination for tech workers leaving California during Covid.

By Lizette Chapman



TECH

Tech workers are leaving San Francisco, NY for Austin and Nashville

By Theo Wayt

June 2, 2021 | 1:26pm | Updated

Jan 26, 2021, 11:18am EST | 41,429 views

Forget About San Francisco And Silicon Valley—Miami Is Planning On Becoming The Next Great Tech Hub



Jack Kelly Senior Contributor @ Careers

I write actionable interview, career and salary advice.

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SHIFTING THE NARRATIVE

Tech Workers Who Swore Off the Bay Area Are Coming Back

Critics said the pandemic would make the industry flee San Francisco and its southern neighbor, Silicon Valley. But tech can't seem to quit its gravitational center.

TECH

Amid news of 'tech exodus,' why so many are staying and still arriving



by DAVID MAMARIL HOROWITZ
JANUARY 30, 2021



Silicon Valley Tech Boom Now Helping Local Businesses as Employees Return to Offices

By Scott Budman • Published July 26, 2021 • Updated on July 26, 2021 at 5:10 pm





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