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OFFICE OF THE CITY CLERK  
OAKLAND

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## AGENDA REPORT

**TO:** Honorable City Council

**FROM:** Joanne Karchmer  
Office of the Mayor

**SUBJECT:** East Bay Community Foundation  
Grant Award

**DATE:** August 28, 2017

### RECOMMENDATION

**Staff Recommends That Council Adopt A Resolution Authorizing The City Administrator Or Designee To Accept Grant Funds On Behalf Of The City Of Oakland In The Amount Of Two Hundred Seventy-Three Thousand Five Hundred Thirty Dollars (\$273,530) From The East Bay Community Foundation To Fund 50% Of The Mayor's Full-Time Policy Director Of Equity And Strategic Partnerships Position In Fiscal Years 2017-2018 And 2018-2019, The First Half To Be Paid Upon The Foundation's Receipt Of The Signed Grant Agreement And The Balance To Be Paid By July 1, 2018.**

### EXECUTIVE SUMMARY

Adoption of the proposed resolution will allow the Office of the Mayor to fund 50% of the Mayor's Policy Director of Equity and Strategic Partnerships position in fiscal years 2017-18 and 2018-19. In order to receive the funds, the City must provide a 50% match to the funding, which will be covered by the Mayor's office budget.

### BACKGROUND/LEGISLATIVE HISTORY

Upon election, Mayor Schaaf partnered with philanthropy to develop the position of a Mayor's Policy Director of Equity and Strategic Partnerships (DESP). This senior advisor position to the mayor is designed to maximize existing public, private and philanthropic partnerships. Modeled after a similar position in San Francisco, this role is also intended to create new strategic partnerships to address the City's highest priorities and foster equitable job and housing opportunities for the residents of Oakland.

The East Bay Community Foundation,\* San Francisco Foundation, Akonadi Foundation, Kapor Center for Social Impact, The California Endowment, Zellerbach Family Foundation and the Walter and Elise Haas Fund provide funding for this position. East Bay Community Foundations

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has agreed to accept grants from the partner organizations and make one, combined grant to the City. An Advisory Committee consisting of the representatives from the funders and community and banking partner, such as Citibank, Union Bank, Enterprise Community Partners and Local Initiatives Support Corporation assist the Mayor and the Director in working effectively with foundations, corporations, non-profits and the community.

### **ANALYSIS/POLICY ALTERNATIVES**

As federal and other forms of public funding have decreased over time, more than ever it is apparent that successful local governments cannot do everything on their own. Engaging the private and non-profit sectors to tackle critical and complex issues is necessary to provide essential public services. With increasingly diverse demands for government services, traditional governmental models are challenged to address complicated issues facing municipalities such as housing affordability, workforce development, and homelessness. These problems cut across sectors and require bringing many forces and the best thinking to bear to find collective ways to make an impact. Public/private/nonprofit partnerships allow governments to take advantage of the innovation, expertise and resources of the private and non-profit sectors. These cross-sector collaborations provide flexibility and nimbleness that can help government to test pilot programs that if proven to be successful can be brought to scale with a blend of funding sources. Examples of these types of partnerships can be seen across the nation, and at all levels of government.

Since 2015, the DESP has served as the primary link between the Mayor's Office and the philanthropic and corporate community. The DESP position adds capacity to the City by working directly with City departments such as Economic and Workforce Development, Human Services and helping to shape initiatives that are better positioned to garner external resources. For example, the DESP was integral in securing over \$850,000 to support youth employment, including a \$750,000 grant from Marc and Lynne Benioff. This allowed the City of Oakland to not only support 300 additional summer jobs through Earn and Learn, but also begin crafting the path for year-round employment in collaboration with the various City of Oakland departments and OUSD, Peralta Community Colleges and other partners. Another example is securing \$150,000 from Citi Foundation to support the Human Services department in better delivering the City's financial empowerment services, such as EITC, Bank On Oakland, credit and eviction repair, among other financial inclusion efforts.

The DESP also has the opportunity to convene stakeholders committed to the city's betterment across sectors — government, foundations, nonprofits, and other critical constituencies — with the purpose of building greater understanding of mutual interests, exchanging information, sharing lessons learned, and recognizing new opportunities for effective partnership. For example, the DESP helped convene the My Brother's Keeper Alliance, PolicyLink, Urban Strategy Council and local and national funders to bring the first-ever MBK Career Summit in the summer of 2016 that engaged 35 private employers and local workforce partners that led 1,000 young people of color between the ages of 16-24 to attend the summit and receive services. Additionally, 350 young men of color received a job offer that day. Other initiatives that have been led or supported by the DESP include the Civic Design Lab,

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the Oakland Emerging 100 that supports youth entrepreneurship, the Oakland Startup Network (a collaboration with Kapor Center to diversify tech in Oakland) Kiva Oakland (Oakland is the leading city in the country in the number of Kiva loans (409) to local, mostly minority-owned businesses.), convening the Small Business Task Force in partnership with Vice Mayor Annie Campbell Washington and leading the effort to bring the Kauffman Foundation Mayor's Conference on Entrepreneurship (convenes over 100 mayors from around the country) to Oakland in October 25-27, 2017.

### **PUBLIC OUTREACH/INTEREST**

The following organizations participated in the discussions around the Director of Equity and Strategic Partnership position creation: The East Bay Community Foundation, San Francisco Foundation, Akonadi Foundation, Walter and Elise Haas Fund, Kapor Center for Social Impact and the California Endowment.

### **COORDINATION**

The Oakland City Attorney, Budget Bureau and Office of the City Administrator were consulted in writing this report.

### **COST SUMMARY/IMPLICATIONS**

This report has no negative impact on the City. The grant from the East Bay Community Foundation will fund 50% of the Director of Equity and Strategic Partnership position. The remainder of the funds will come from Mayor's Office budget.

### **SUSTAINABLE OPPORTUNITIES**

Economic: The grant award will enable the Mayor's Office to fund 50% the Director of Equity and Strategic Partnership position. The DESP will work to coordinate and recruit additional fiscal resources for the City Oakland thus having a positive impact on the City as a whole.

Environmental: There are no environmental impacts.

Social Equity: The DESP will serve as a bridge between the administration of the Mayor and the philanthropic and corporate communities. It will assist all entities to tackle pressing issues in Oakland, and to accelerate high impact business and philanthropic sector involvement to identify, address, and sustain systemic changes and reform.

**ACTION REQUESTED BY THE COUNCIL**

Adopt a Resolution Authorizing The City Administrator Or Designee To Accept Grant Funds On Behalf Of The City Of Oakland In The Amount Of Two Hundred Seventy-Three Thousand Five Hundred Thirty Dollars (\$273,530) From The East Bay Community Foundation To Fund 50% Of The Mayor's Full-Time Policy Director Of Equity And Strategic Partnerships Position In Fiscal Years 2017-2018 And 2018-2019, The First Half To Be Paid Upon The Foundation's Receipt Of The Signed Grant Agreement And The Balance To Be Paid By July 1, 2018.

For questions regarding this report please contact Joanne Karchmer, Deputy Chief of Staff Office of the Mayor, 510-238-7439.

Respectfully submitted,



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Joanne Karchmer  
Deputy Chief of Staff  
Office of the Mayor

**Attachments A — Job Description**

\* The East Bay Community Foundation is a 501 (c) (3) Community Foundation based in Oakland, and serving Alameda and Contra Costa Counties. One of the oldest charitable institutions in northern California at 85 years, they are a leading resource for mobilizing financial resources and community leadership to transform the lives of people in the East Bay with pressing needs. Their mission is to be the organization of choice for philanthropy in the East Bay through leadership in leveraging all assets in our communities to speed the transformation of low-income, disadvantaged, impoverished, underserved, and underrepresented people.

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## **Attachment A**

### **Mayor's Policy Director of Equity and Strategic Partnerships**

#### **Position Description**

The Policy Director of Equity and Strategic Partnerships (DESP) is a senior policy advisor position to the mayor, with the responsibility of creating, coordinating, and facilitating public/private/philanthropic partnerships fostering equitable opportunities and benefits for the people of Oakland. The DESP is expected to work across sectors and city agencies to ensure the highest levels of alignment, coordination and effectiveness of the many existing public/private partnerships, and to help create, raise funds for, and coordinate new partnerships to address the City's highest priorities. The DESP is expected to build deep and effective relationships across sectors, including with key departmental staff, intermediary organizations, individual, corporate and private philanthropic entities, and representatives of the nonprofit sector.

More and more, governments at all levels are engaging the private and non-profit sectors to tackle critical and complex issues, and provide better public services for its citizens. With increasing and diverse demands for government services, traditional governmental models are challenged to address the increasingly complicated and interrelated issues facing municipalities in the twenty-first century. Public/private/nonprofit partnerships allow governments to take advantage of the expertise and human and financial resources of the private and non-profit sectors. These cross-sector collaborations also can support innovation, flexibility, and increased impact. Examples of these types of partnerships can be seen across the nation, and at all levels of government, and several states and cities have established "Offices of Strategic Partnerships" to coordinate these efforts.

The DESP is responsible for creating a highly functioning infrastructure to support existing and emerging public/private partnerships. The DESP serves as the philanthropic sector's primary point of contact, making it easier for both sectors to work effectively together. The DESP convenes stakeholders committed to the city's betterment across sectors - government, foundations, nonprofits, and other critical constituencies with the purpose of building greater understanding of mutual interests, exchanging information, sharing lessons learned, and recognizing new opportunities for effective partnership.

In summary, the DESP serves as a bridge between the administration of the Mayor and the philanthropic and corporate communities. The position assists all entities to tackle the pressing issues of Oakland, and to accelerate high impact business and philanthropic sector involvement to identify, address, and sustain systemic changes and reform.

The DESP reports directly to the Mayor. With the support of the Chief of Staff, the DESP works closely with the other Senior Policy Advisors to the Mayor, senior staff in the City Administrator's office, relevant City departments, and a small team of interns.

An Advisory Committee of 9-13 leaders representing the nonprofit, government, philanthropy, and business sectors provides guidance, and support to the DESP. The DESP convenes and reports to this committee at least quarterly. This committee is an important mechanism for setting priorities and ensuring accountability. It allows the

philanthropic community – including those that fund the office – to provide input, evaluate progress and help set a priority agenda.

**Key Functions include:**

- Connect city agencies and philanthropic partners around shared priorities.
- Match philanthropic foundation interests and the priorities of the city.
- Leverage connections and resources between public and private entities to increase the impact of philanthropy and government effectiveness.
- Develop a shared agenda between foundations and government that can lead to the identification of specific opportunities for public/private partnerships.
- Streamline government processes for engagement with the philanthropic sector.
- Respond to opportunities for new local and regional public-private partnerships.
- Coordinate information dissemination and exchanges across sectors.
- Coordinate research, evaluation, and knowledge management.
- Develop policy that promotes effective private sector engagement.
- Provide more direct access for the philanthropic community to City leaders and enable them to more easily span across departments and agencies.
- Ensure sustainability during executive transitions.



Oakland City Attorney's Office

THE CITY OF OAKLAND  
OAKLAND CITY COUNCIL

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Resolution No. \_\_\_\_\_ C.M.S.

**RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR OR DESIGNEE TO ACCEPT GRANT FUNDS ON BEHALF OF THE CITY OF OAKLAND IN THE AMOUNT OF TWO HUNDRED SEVENTY-THREE THOUSAND FIVE HUNDRES THIRTY DOLLARS (\$273,530) FROM THE EAST BAY COMMUNITY FOUNDATION TO FUND 50% OF THE MAYOR'S FULL-TIME POLICY DIRECTOR OF EQUITY AND STRATEGIC PARTNERSHIPS POSITION IN FISCAL YEARS 2017-2018 and 2018-2019, THE FIRST HALF TO BE PAID UPON THE FOUNDATION'S RECEIPT OF THE SIGNED GRANT AGREEMENT AND THE BALANCE TO BE PAID BY JULY 1, 2018.**

WHEREAS, the Policy Director of Equity and Strategic Partnerships (DESP) is a senior policy advisor position to the Mayor, with the responsibility of creating, coordinating, and facilitating public/private/philanthropic partnerships fostering equitable opportunities and benefits for the people of Oakland; and

WHEREAS, the DESP is expected to work across sectors and City departments to ensure the highest levels of alignment, coordination and effectiveness of the many existing public/private partnerships, and to help create, raise funds for, and coordinate new partnerships to address the City's highest priorities; and

WHEREAS, the DESP will be expected to build deep and effective relationships across the City, including with key departmental staff, intermediary organizations, individual, corporate and private philanthropic entities, and representatives of the nonprofit sector; and

WHEREAS, the East Bay Community Foundation is funding 50% of the Policy Director of Equity and Strategic Partnerships position for a two-year period; and

WHEREAS, the Office of the Mayor has matching funds totaling \$273,530 over a two-year period available in General Purpose Fund (1010), Mayor's Organization (01111), Personnel Accounts (51XXX), Non-Project (1000001) and Mayor's Program (IPOI); and

WHEREAS, the grant funds will be deposited in Miscellaneous Grant Fund (2999), Mayor's Organization (01111), Other Grants: Private Party Account (46411), Project (1001446), and Mayor's Program (IPOI); now, therefore be it

**RESOLVED:** That the City Administrator or her designee is hereby authorized to accept and appropriate grant funds from the East Bay Community Foundation in the amount of \$273,530.00 to be used to pay for 50% of the salary for the Director of Equity and Strategic Partnership position for two years, \$136,765.00 to be allocated each year, provided that the City provides matching funds in an equal amount; and be it

**FURTHER RESOLVED:** That the East Bay Community Foundation shall submit the first payment of \$136,765.00 to the City upon the Foundation's receipt of the signed grant agreement and shall pay the City the balance of \$136,765.00 by July 1, 2018.

**FURTHER RESOLVED:** That the \$273,530.00 in grant funds shall be deposited in the Miscellaneous Grant Fund (2999) and appropriated in the Miscellaneous Grant Fund (2999), Mayor's Organization (01111), Personnel Accounts (51XXX), Project (1001446), and Mayor's Program (IPOI) in fiscal years 2017- 2018 and 2018- 2019; and be it

**FURTHER RESOLVED:** That \$273,530.00 shall be allocated from the Mayor's budget, from the General Purpose Fund (1010), to provide the required matching funds; and be it

**FURTHER RESOLVED:** That the City Administrator is hereby authorized to execute a grant agreement with the East Bay Community Foundation to accept and appropriate funds in the amount of \$ 273,530.00 to be used for the Director of Equity and Strategic Partnership position.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES-  
NOES -  
ABSENT  
ABSTENTION -

ATTEST:

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LATONDA SIMMONS  
City Clerk and Clerk of the Council of the  
City of Oakland, California