



# AGENDA REPORT

**TO:** Edward D. Reiskin  
City Administrator

**FROM:** LaTonda Simmons,  
Assistant City Administrator

**SUBJECT:** Resolution Approving A Memorandum  
of Understanding (MOU) with Oakland  
Fund for Public Innovation (OFPI)

**DATE:** September 3, 2020

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City Administrator Approval

Date: September 3, 2020

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## **RECOMMENDATION**

**Staff Recommends That The City Council Adopt A Resolution Authorizing The City Administrator To Enter Into A Memorandum Of Understanding (MOU) On Behalf Of The City Of Oakland With The Oakland Fund For Public Innovation (OFPI) And/Or Its Fiscal Agent To Allow The City And OFPI To Continue To Work Collaboratively On Projects To Address The City's Most Critical Needs And To Raise Funds To Support Those Projects For A Three-Year Term, With The Option To Renew For Two Additional Three-Year Terms Subject To City Council Approval.**

## **EXECUTIVE SUMMARY**

Staff is requesting that the City Council authorize the City Administrator to enter into a memorandum of understanding on behalf of the City of Oakland with the Oakland Fund for Public Innovation (OFPI), a public charity organization that engages philanthropy to partner with the City of Oakland on innovative programs and initiatives.

This memorandum of understanding (MOU) will build upon the successful work of the Oakland COVID-19 Relief Fund, a partnership between OFPI and the City of Oakland that supported Oakland's most vulnerable residents and those most impacted by racial disparities during the COVID-19 crisis. Under the guidance of the [March 12, 2020 Emergency Order of the City of Oakland](#), multiple City staff coordinated with OFPI to quickly respond to the COVID-19 emergency and deploy \$5.7 million in privately raised funds to [multiple initiatives](#), including increased services for the unhoused, food delivery to seniors, emergency grants to the housing insecure and extremely low-income small business owners, and community-based COVID-19 testing for Oaklanders. The Oakland COVID-19 Relief Fund also better equipped City staff to seek other funding, including the recent Coronavirus Aid, Relief, and Economic Security Act (CARES) Act and Economic Development Administration (EDA) funding opportunities.

Staff recommends continuing the partnership with OFPI, much like the City of Oakland's existing partnerships with other fundraising organizations like Oakland Parks and Recreation Foundation and Friends of Oakland Public Library. Staff recommends adoption of the resolution to authorize

City Council  
September 15, 2020

the City Administrator to enter into a Memorandum of Understanding to solidify the relationship between the OFPI and the City of Oakland.

## **BACKGROUND / LEGISLATIVE HISTORY**

The Oakland Fund for Public Innovation (OFPI) was founded by Mayor Schaaf in 2017 to advance the approach outlined in the Resilient Oakland Playbook (**Attachment A**), a strategy document developed to help the City of Oakland tackle systemic and structural challenges. OFPI's mission includes engaging philanthropy and the business sector to partner with the City of Oakland and develop strategic, innovative approaches to address complex problems and rapidly test bold ideas with the goal of affecting change. OFPI is fiscally sponsored by [New Venture Fund](#), a 501(c)(3) that manages all compliance obligations related to maintaining tax-exempt status including fund tracking, expenditures, etc. As required by the California Fair Political Practices Commission, all behested payments or fundraising requests by an elected official or their designee are reported through the Fair Political Practices Commission (FPPC) Form 803 and filed with the Oakland Public Ethics Commission.

Other major cities including, London, Los Angeles, New York City, and Philadelphia, have similar city-affiliated funds to support public-private partnerships to bridge the gap between private funders interested in city priorities. The City of Oakland also has similar partnerships with nonprofit partners like Friends of Oakland Public Library (FOPL) and Oakland Parks and Recreation Foundation (OPRF), that raise funds to support the implementation of approved City policies and activities. The mission statements from FOPL and OPRF are below for context:

- The Friends of the Oakland Public Library (FOPL) exists to support the Oakland Public Library and the broader Oakland community.
- The Oakland Parks and Recreation Foundation (OPRF) is a registered non-profit that bridges the gap between the City of Oakland's offices of Parks and Recreation and Public Works to improve and expand parks and recreation centers across the city. Each project we undertake relies on collaboration between community groups, private businesses, and government agencies. We sponsor close to 100 local organizations, help them manage their money, and allow them to fundraise under our non-profit umbrella.

OFPI is an independent and nonpartisan resource to help City staff and elected leaders focus on long-term goals that promote the wellbeing of Oaklanders. OFPI's Executive Director reports directly to an OFPI Advisory Board. OFPI's most recent Executive Director, Juma Crawford, was hired after a robust interview process that began with sixty (60) applicants. City Administrator Ed Reiskin, Department of Race and Equity Director Darlene Flynn, OFPI Advisory Board member Jackie Downing, Councilmember Loren Taylor and Mayor Schaaf were part of the final interview committee.

Multiple City staff most recently partnered with OFPI on the COVID-19 Relief Fund to provide rapid and targeted assistance to Oakland's vulnerable residents and communities impacted by COVID-19. As authorized by section 9 of the City's March 23rd Emergency Order (**Attachment B**), City staff provided information, data and advice to OFPI to aid in identifying grant recipients and issuing direct grants and technical assistance to residents, small businesses, non-profits

and organizations to address the basic needs of Oakland's most vulnerable communities and residents and those further impacted by racial disparities during this pandemic. More than \$5.7 million was awarded in less than three months, and the summary of these activities are captured in OFPI's COVID-19 Relief Fund report (**Attachment C**). As detailed in the report, grant funds were awarded across major priority areas as follows:

- Economic Security \$2,485,000
- Health \$1,041,500
- Homelessness \$602,000
- Education \$600,000
- Food \$565,000
- Other\* \$445,000

Staff recognized the role of OFPI in its July 28, 2020 report to City Council on CARES Act funding by stating: the OFPI COVID-19 Relief Fund work "further equipped staff to more rapidly and strategically deploy the CARES Act resources, incorporating lessons learned and initial feedback from the Relief Fund investments."

The City has also partnered with OFPI on other projects, including the Civic Design Lab, the Chief Opportunity Zone Officer, and homelessness project support. Details for each are below:

- The City Administrator authored an Administrative Instruction (**Attachment D**) for the Civic Design Lab and later signed an MOU (**Attachment E**) with OFPI and their fiscal sponsor to assist the Civic Design Lab. Pursuant to the MOU, OFPI employees volunteered time to support and engage community stakeholders on specific design projects and processes.
- The Chief Opportunity Zone Officer (COZO) position is fully funded by an August 2019 Rockefeller Foundation grant to OFPI to leverage the Opportunity Zone tax incentive to attract equitable investment in low-income communities. An interdepartmental team of City staff drafted a proposal that was later awarded to OFPI (**Attachment F**). The COZO position and funding and was also mentioned in the November 8, 2019 City Council Report on Federal Opportunity Zone Designation Updates.
- OFPI has raised philanthropic support and community awareness to pilot better models of emergency shelter for unsheltered residents including the Cabin Community pilot program. The funding for the Mayor's Policy Director of Homelessness Peter Radu, which is a grant funded position in the Mayor's Office was funded through the OFPI. The City Council received an informational memo December 20, 2019 which included the grant agreement (**Attachment G**), as well as documented the authority for accepting the grant to create the City position. The Mayor's Homelessness Policy Director is a City of Oakland employee that has been working closely with the City's Homelessness Administrator, Daryel Dunston, and other City staff engaged in this important work.

## **ANALYSIS AND POLICY ALTERNATIVES**

The MOU between the City of Oakland and OFPI will contain multiple provisions that detail the structure of the partnership, including: (1) A provision that requires that projects align with existing City policies and plans, requiring OFPI to report to City Council whenever requested up to twice a year; (2) a provision prohibiting preferential treatment of donors, (3) a provision governing conflicts of interest and (4) a provision governing campaign contributions.

### **FISCAL IMPACT**

Action on this report has no immediate fiscal impact. Approval of the resolution will allow the City to enter into a MOU with OFPI. The Oakland Fund for Public Innovation will likely have a positive fiscal impact to the General Fund due to the added capacity to City staff and Oakland residents through the projects that it sponsors.

### **PUBLIC OUTREACH / INTEREST**

Public outreach strategies will vary depending on the projects undertaken by OFPI in partnership with City staff. For example, for the Oakland COVID-19 Relief Fund, the City gathered input from over 1,200 small business surveys to inform the implementation of the emergency grant program, and led specific outreach strategies in East Oakland to increase access to COVID-19 testing for the most impacted communities.

### **COORDINATION**

Coordination with City staff will vary depending on the project. Most recently, the Oakland COVID-19 Relief Fund worked closely with the Community Resilience Branch in Oakland Emergency Operations Center, which included input from the City Administrator's Office, the Department of Economic and Workforce Development, the Department of Transportation, the Department of Race and Equity, Human Services and the Mayor's Office.

The Office of the City Attorney, Budget Bureau, and Mayor's Office were consulted in the preparation of this report and resolution.

### **SUSTAINABLE OPPORTUNITIES**

***Economic:*** Given the City of Oakland's limited financial resources the collaboration with the Oakland Fund for Public Innovation and usage of private dollars will give City staff the ability to test new ideas without impacting the General Purpose or other internal funds.

***Environmental:*** Collaboration with OPFI has the potential to leverage private funding to support the city's environmental goals set forth in the Equitable Climate Action Plan (ECAP), the Resilient Oakland Playbook and other sustainability policy priorities.

**Race & Equity:** OFPI strives to improve the prosperity, safety and quality of life for all Oaklanders with projects that build a more trustworthy and responsive government, enable allow Oaklanders to stay rooted and thrive in Oakland. As with the COVID-19 relief fund a partnership with OFPI will enhance the City's ability to continue to serve the most vulnerable and underserved residents.

### **ACTION REQUESTED OF THE CITY COUNCIL**

Staff Recommends That The City Council Adopt A Resolution Authorizing The City Administrator To Enter Into A Memorandum Of Understanding (MOU) On Behalf Of The City Of Oakland With The Oakland Fund For Public Innovation (OFPI) And/Or Its Fiscal Agent To Allow The City And OFPI To Continue To Work Collaboratively On Projects To Address The City's Most Critical Needs And To Raise Funds To Support Those Projects For A Three-Year Term, With The Option To Renew For Two Additional Three-Year Terms Subject To City Council Approval.

For questions regarding this report, please contact Alexandria McBride, Chief Resilience Officer at 510-238-6454.

Respectfully submitted,



LaTonda Simmons (Sep 3, 2020 17:29 PDT)

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LATONDA SIMMONS  
Assistant City Administrator

Prepared by:  
Alexandria McBride, Chief Resilience Officer  
City Administrator's Office

Shereda Nosakhare, Chief of Staff  
Mayor's Office

Attachments (7):

- A: Resilient Oakland Playbook
- B: City of Oakland March 23rd Emergency Order
- C: OFPI COVID-19 Relief Fund Report
- D: Administrative Instruction for the Civic Design Lab
- E: Civic Design Lab MOU
- F: Chief Opportunity Zone Officer Proposal
- G: Homelessness Grant Agreement