



AGENDA REPORT

STAFF REPORT P.R.I.M.E. Alliance Grant

Prepared for City Council consideration

To: Oakland City Council

From: Mayor Barbara Lee

Subject: P.R.I.M.E. Alliance Grant Funding

Date: August 13, 2026

RECOMMENDATION: Staff Recommends That The City Council Adopt A Resolution Accepting Up To One Hundred Thousand Dollars (\$100,000) From The Mitchell Kapor Foundation – P.R.I.M.E. Alliance To Support And Provide Partial Funding For A Staff Position In The Mayor's Office To Serve As The Local Project Manager Leading The City's Participation In The P.R.I.M.E. Alliance; And 2) Authorizing The City Administrator To Enter Into A Memorandum Of Understanding Subject To Additional Council Approvals Where Required.

EXECUTIVE SUMMARY

Approval of this resolution will authorize the City Administrator to accept up to \$100,000 from the Mitchell Kapor Foundation to support and provide partial funding for a staff position in the Mayor's Office. That position will serve as the Local Project Manager leading the City's participation in the P.R.I.M.E. Alliance. The resolution also authorizes the City Administrator to negotiate and execute a Memorandum of Understanding and any other agreement needed to receive the grant funds.

BACKGROUND / LEGISLATIVE HISTORY

The Mitchell Kapor Foundation, through its P.R.I.M.E. Alliance (Public Results through Impact and Mission-Driven Entrepreneurship) initiative, has selected the City of Oakland to participate in a national effort to remove procurement, contracting, and regulatory barriers that prevent mission-driven technology startups from doing business with local government.

The Kapor Center launched the initiative now known as the P.R.I.M.E. Alliance in partnership with the NAACP, the African American Mayors Association, and the National League of Cities. The initiative works with a select group of jurisdictions committed to policy reforms that remove barriers for mission-driven technology startups delivering services in areas including childcare, housing, health, education, workforce, and transportation.

The Kapor Center's research drew on a survey and interviews with more than 60 entrepreneurs and investors representing over 3,000 public sector contracts. That research identified barriers including solicitation cycles that can take two years, restrictive contract terms, confusing application and licensing requirements, compliance costs, and limited communication and outreach.

On April 3, 2026, the City of Oakland submitted a proposal to participate in the initiative, signed by the City Administrator and the Mayor. Letters of support came from the President of the City Council and from community and institutional partners, including the Oakland Branch of the NAACP, the Oakland African American Chamber of Commerce, the Oakland Chinatown Chamber of Commerce, the Port of Oakland, The Unity Council, Oakland Thrives, the Urban League of the Greater San Francisco Bay Area, the Oakland Public Education Fund, The Oakland Fund, and HiiiWAV.

The Local Project Manager will identify barriers facing mission-driven technology startups in City processes, support reforms in contracting and procurement systems, convene stakeholders, and engage community and non-profit partners.

The Local Project Manager will be an employee of the City of Oakland, hired through the City's standard hiring processes. The Local Project Manager will not participate in the evaluation, ranking, or selection of any vendor. All vendor selection remains subject to the City's procurement laws and local and state ethics laws.

This Resolution cannot be deferred for Council approval following the Council recess because the City's participation in the P.R.I.M.E. Alliance is time-sensitive and is intended to begin on September 15, 2026. The partnership provides the City with up to \$50,000 toward the salary and benefits of a new Local Project Manager for up to two years, as well as technical assistance, implementation tools, startup ecosystem connections, and other resources to help Oakland remove barriers to innovation, improve service delivery, and advance equitable economic development. Deferring approval would delay the City's ability to finalize the partnership, initiate the Local Project Manager hiring process, and begin implementation of the initiative within the anticipated timeline. Timely approval will allow the City to capitalize on these external resources and begin this work without unnecessary delay. The proposed resolution authorizes the City Administrator to accept grant funds in an amount not to exceed \$50,000 per year, for a total not to exceed \$100,000 over two years, as outlined in Table 1.

Table 1: P.R.I.M.E. Alliance Grant Funding

Grant Funds	Amount
Local Project Manager salary and benefits, Year One (not to exceed)	\$50,000
Local Project Manager salary and benefits, Year Two (not to exceed)	\$50,000
Total	\$100,000

COORDINATION

This report and the accompanying resolution were prepared in coordination with the Office of the City Administrator and the Office of the City Attorney.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That The City Council Adopt A Resolution 1) Accepting Up To One Hundred Thousand Dollars (\$100,000) From The Mitchell Kapor Foundation – P.R.I.M.E. Alliance To Support And Provide Partial Funding For A Staff Position In The Mayor's Office To Serve As The Local Project Manager Leading The City's Participation In The P.R.I.M.E. Alliance; And 2) Authorizing The City Administrator To Enter Into A Memorandum Of Understanding Subject To Additional Council Approvals Where Required.

For questions regarding this report, please contact Erica Astrella, Director of Data and Technology Transformation, eastrella@oaklandca.gov.