

## *A Picture for the Future*

*The City of Redwood City is an exceptional organization  
and a leader in the Bay Area.*

*Our creative and dynamic workforce delivers  
extraordinary customer service.*

*Our values continually drive us to push the limits of our imagination.*

- ◆ Providing excellent *customer service*  
We serve the community of Redwood City. We achieve success through a relentless focus on our customers in a caring and responsive manner.
- ◆ Valuing *employees*  
The quality of our organization is directly related to the quality and well-being of individuals in the organization. We respect and care about each other.
- ◆ Acknowledging our *achievements*  
We are proud of our accomplishments. We acknowledge our mistakes and expect to learn from them. We celebrate our successes and build on them.
- ◆ Working as a *team*  
Nothing lasting or worthwhile can be accomplished alone. We are dependent on each other to achieve excellence.
- ◆ Accepting *accountability* and *responsibility*  
We are directly responsible for our individual behaviors and accountable for being fully committed to the success of the teams in which we participate.
- ◆ Being *decentralized* and *flexible*  
Authority to act is vested in those closest to the service delivered. We deliver quality service and quality products to customers based on their differing needs.
- ◆ *Innovating* and being *creative*  
We are committed to continuous improvement and constant learning, and we believe that if we don't risk failing we can't make progress.
- ◆ Driven by our *values*  
Rules will not override our values of flexibility, accountability, and innovation.
- ◆ Valuing *diversity*  
Cultural, economic, and environmental diversity strengthens our organization.
- ◆ Having *fun*  
We take our work seriously, but ourselves lightly.