February 25, 1987

BEAUTIFICATION/COMMUNITY PRIDE

Recommendation

That the City Council approve in concept, a Beautification/ Pride Project, which would begin with a broad based committee to detail the project.

Background

One of the objectives the City Council set for the City was to "create a task force to examine ways to enhance the City's image."

Discussions with community groups, city boards and commissions and city staff, indicate that a beautification project would be a good starting point.

Program Outline

1. Form working committee of:
   neighborhood associations
   business groups
   service clubs
   Chamber of Commerce
   schools
   senior groups

   Assign a staff person to coordinate the effort.

2. Work in BFI "cleanup days" - April.
3. Develop a promotion campaign, various publications, and city notices.

4. Work in Union Cemetery clean-up in May.

5. Develop alternatives recycling programs. This program may be comprehensive and would require city financing.

Georgi LaBerge

James M. Smith
"R.C. PRIDE"---

"A City Takes Stock In Itself"

A POSITIVE PROGRAM FOR PROGRESS THROUGH COMMUNITY PRIDE

What Is It?

R.C. PRIDE is a total community awareness program attempting to identify and recognize those segments of Redwood City of which we all can be proud. It is a means to constantly remind us of the good things we usually take for granted. It is people proud of other people. Organizations proud of other organizations. Business proud of other businesses. People proud of themselves and their community.

It is you and your neighbors telling others...about PRIDE.

What Will It Do?

"R.C. PRIDE" will promote a dynamic positive attitude in our community. It will encourage every resident and employee to recognize and appreciate the good things about our community. It will change... "WHY DON'T WE" to "WE CAN" "WE HAVEN'T" to "WE HAVE" "WE WISH" to "WE ARE"

IT WILL PROMOTE POSITIVE THINKING.

How Does It Work?

Recognition programs are planned by each group, area, organization, neighborhood, etc. Each is asked to plan an observance of their own during an assigned month to communicate to the entire community its accomplishments, to honor its own, and to help similar groups to tell their story. The PRIDE Committee provides the coordination, promotion, and materials to insure the success of each monthly observance.

REDWOOD CITY PRIDE will recognize and honor with monthly observances our:

| HISTORY | INDUSTRIES |
| RECREATIONAL | PEOPLE |
| FACILITIES | CHURCHES |
| CLIMATE and LOCATION | SCHOOLS |
| GOVERNMENT RESIDENCES | BUSINESSES |

Who Does the Work?

A Committee of 100 plus a General Chairman, Steering Committee, Monthly Observance Chairman and sub-committees will coordinate and plan the program. The Committee of 100 represents R.C. PRIDE'S Charter Shareholders. They, like everyone else, are investors agreeing to serve as R.C. Boosters, PROUD OF THEMSELVES AND THEIR COMMUNITY. Only individuals can invest. A share costs $5.00. No one may own more than 1 share. Businesses cannot belong but their employees can and should. Every new share holder is a new R.C. Booster. The more Shareholders the greater the number of certified R.C. Boosters and R.C. PRIDE workers. Everyone should own a share of stock-neighbors, friends, family, club members, co-workers, etc. And most important...

BE A SHAREHOLDER — IT WILL MAKE US ALL WORKING BOOSTERS FOR REDWOOD CITY PROUD OF OUR COMMUNITY AND OURSELVES.

How Is It Financed?

The investment made by each Shareholder is used to buy the materials necessary to promote the PRIDE idea. It will be used for all types of visual items to saturate Redwood City with positive thinking. The Chamber of Commerce will provide the necessary administration and coordination. All funds will be held in a special account to be expended only for approved PRIDE promotional items.

When Does It Start?

The PRIDE float in the 4th of July Parade was the Campaign Kickoff, August 1, 1973, will start "RECREATION" as the first Monthly Observance Program. The Observance Committee will coordinate and involve all pertinent groups and agencies. They will aid each group in planning and carrying out programs appropriate to honor each segment being recognized. R.C. PRIDE is based on telling others of the accomplishments of their neighbors.

JOE LODI — (925) 576-8809
General Chairman