Redwood City’s Fiscal Year 2011/12 Annual Report

Innovation, hard work and momentum—words that best describe Redwood City in Fiscal Year 2011/12. Whether it’s advances in technology, shared services or new housing, Redwood City is experiencing a renaissance that was years in the making. It is the combination of good planning and fiscal responsibility that paved the way for our current success and what looks like a very bright future. It is in that context that I am pleased to present Redwood City’s Fiscal Year 2011/12 Annual Report.

The Annual Report emanates from the City Council’s 2010 Strategic Plan. That plan includes broad initiatives that serve as focal points for the work we do and the services we provide to our community. This annual report serves as an update on our operations and progress towards those initiatives. It includes each department’s key accomplishments, innovations implemented in the current fiscal year, performance measures and department facts and figures. Each department’s section concludes with a glimpse of what is in store in the future.

I trust this Annual Report will offer an informative summary of the City’s key efforts, and a useful outline of the work being accomplished on behalf of our community. I am very proud of our staff’s work and the partnership that we have with our City Council. As you read this report, you will see that Redwood City has had a very successful year and the future looks even more promising, I thank all those in our community who contribute to our success. We are truly building a great community together.

Sincerely,

Robert B. Bell
City Manager

City of Redwood City, California

City Council Members

Mayor
Alicia C. Aguirre
Vice Mayor
Jeff Gee
Ian Bain
Rosanne Foust
Jeff Ira
Barbara Pierce
John D. Seybert

Executive Staff

City Manager……………………………………..Robert B. Bell
City Attorney……………………………………..Pamela Thompson
City Clerk……………………………………….Silvia Vonderlinden

Department Directors

Community Development……………………….Bill Ekern
Finance……………………………………………Brian Ponty
Fire Chief………………………………………..James Skinner
Human Resources……………………………Leah Lockhart (Interim)
Library…………………………………………..Dave Genesy
Parks, Recreation and Community Services……..Chris Beth
Police Chief……………………………………JR Gamez

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Key Accomplishments for Fiscal Year 2011/12

City Manager: implemented the Employee Cohort program, consisting of cross-departmental groups of employees assigned to develop proposals for cost savings, efficiencies, and innovations in the areas of Technology, Budget/Purchasing, Administration, and Employee Engagement.

City Attorney: by centralizing the management of special counsel, the Department has reduced the use of special counsel by 50%, equating to significant cost savings.

City Clerk: conducted the 2011 election which included a four-seat Council election, two measures, and a charter amendment; conducted three Board, Commission, and Committee recruitment processes.

Finance Department: took a lead role in overseeing the required dissolution of the Redevelopment Agency, and deployed a new online utility bill payment system.

Human Resources Department: successfully evaluated and implemented a program of restructured duties of staff within the Department to better address the needs of its customers.
Innovations Implemented This Fiscal Year

Economic Indicators Dashboard

The City Manager Department developed the Economic Indicators Dashboard as an online tool offering “at-a-glance” key economic information for business site selectors, builders, and developers, as well as local businesses and residents.

The City Attorney Department improved efficiency by installing new software that allows tracking of attorney’s time by project, activity, and client, as well as tracking use of special counsel.

The City Clerk Department worked with the City Attorney Department to update and refine the appeals filing process, including creating a new, more efficient online appeals filing form; launched an online proclamations request form.

The Finance Department improved the General Ledger inquiry process to include “drilling down” into individual transactions; created new reports and processes to more effectively locate utility accounts.

The Human Resources Department expanded the Online Learning Management System by implementing online training program opportunities providing direct access by all regular employees, at any time; expanded its catalog of classroom courses available to City employees for leadership and professional development, at no additional cost.

Selected Performance Indicators

- The City Manager Department increased the number of electronic newsletter recipients by 16%, to nearly 4,300, and increased the number of Twitter followers by 63%, to over 650.
- The City Attorney Department spent approximately 33% of its collective staff time on land use and development related issues working with staff and developers, due to the increased level of development taking place within Redwood City, and expects this trend to continue.
- The City Clerk Department prepared and disseminated 30 City Council meeting agenda packets, and processed 69 claims, 95 resolutions, 26 ordinances, 299 minute orders, 242 proclamations and certificates of recognition, and 351 agreements, and added over 3,800 documents to the online public document archives.
- The Finance Department maintained operational “uptime” rates of 100% for the telephone system, and 99% for both the network and server systems.

Human Resources conducted 20 regular and 14 casual/contract recruitments that included processing 3,366 applications, and hired 20 new regular employees, processed 23 retirements, and granted 14 employee promotions.

New Hires/Promotions/Retirements Fiscal Year 2011/12

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Total: 77

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Total: 77
Looking To The Future

The City Manager Department will fully realize a robust Economic Development program, including hiring of an Economic Development Manager and implementation of the elements of the Economic Development Action Plan. The City Manager Department will also implement a grant program to secure more grants and streamline grant administration.

The City Attorney Department will be reorganizing the Redwood City Municipal Code to make it more user-friendly, and more efficiently accessed and researched.

The City Clerk Department, in collaboration with the City Attorney Department, will implement an electronic Agreements/Contracts workflow system for greater efficiency, and a pilot Electronic Application for Records Retention, Storage, Retrievals, and Destruction.

To improve efficiencies, the Finance Department will develop a more robust time card system offering more automation including electronic time card routing and approval, a mobile application, labor agreement compliance checking, and other automated functions.

Human Resources will continue to work with the employee cohort groups to implement mobile service application, time card automation and purchasing procedures.
The Community Development Department brings together the critical functions of the government related to building and improving the physical and economic elements of the City. The Department combines and manages the essential functions of building and maintaining the City, through private and public construction projects. The vision of the Department is to continuously improve customer service, enabling approved development to enhance the quality of life for our entire community.

Key Accomplishments for Fiscal Year 2011/12

Implementation of the Downtown Precise Plan and General Plan, resulting in these projects, currently underway:

- 2580 El Camino Real (Mel’s Bowl) 141 multi-family residential units
- 640 Veterans Blvd. (Dodge Dealership site) 264 multi-family residential units
- 650 Bair Island (One Marina) 231 multi-family residential units
- 201 Marshall Street 116 multi-family residential units
- 333 Main Street 132 multi-family residential units

Start of construction on the Redwood Creek Culvert Relocation Project in support of the planned Redwood Tower (Block 2) development project slated for spring, 2013 groundbreaking.

Implementation of a cross-connection enforcement program to provide increased safety for the public water supply by requiring backflow prevention devices on properties with well or creek water supplies.
Innovations Implemented This Fiscal Year

The Planning Commission agendas and reports were shifted to the SIRE system, as is done for the City Council, as part of the Department’s streamlining government efforts.

Public Works Services was folded into the Department this year, providing increased collaboration between the maintenance and field efforts with the design and construction of Capital Improvement Projects. Within Public Works the storm and water management programs are now consolidated into a single utility services group. This better enables staff to cross-train and provide multiple levels of staff support for both routine and emergency projects.

The City was designated a Silver Level “Walk Friendly Community” in recognition of Engineering-led walkability initiatives.

The Building group reduced its inspection timeframe from a 4-hour window to a 1-hour window. On the day inspection is scheduled, the customer may view the scheduled arrival time on the City’s website or call-in after 8:30 am to learn the scheduled 1-hour inspection timeframe.

Selected Performance Indicators

- 85% of Plan Reviews completed on time.
- 9.6 miles of bikeways were added to City streets during Fiscal Year 2011/12, which represents 24% of the City’s 40-mile system.
- Selected Hunter Storm as the developer for the Block 2 site and began negotiations for development of the property – Redwood Tower.
- Began negotiations with Lowe Enterprises for development of the City-owned parking lot at Winslow and Hamilton Streets into 100 units of housing.
- Continued negotiations with Stanford University for a Development Agreement in support of its Stanford in Redwood City Precise Plan.

- Recycled water piping was added to 15 homeowners association areas in Redwood Shores, for irrigation of their common areas and streetscaping.
- A total of approximately 550 acre feet of recycled water was sold during Fiscal Year 2011/12, equivalent to nearly 200 million gallons.
• Operating Budget: $75 million.

• The Capital Improvement Program Budget, which includes funds from Water, Sewer, and a multitude of grants, was $15.8 million.

• The Department has 125 full-time equivalent employees, in the areas of Engineering, Building, Planning, Housing, and Public Works.

• The Building Division issued 1,964 permits for a total construction valuation of $126.78 million (up from $87 million last fiscal year).

• Permits issued were down 6% over the year prior and project valuation was up 47%.

• The Fleet section contracts with 10 outside agencies and generates approximately $302,865 in revenues for the City.

• Code Enforcement opened 1,454 new cases and closed 1,338.

• 2,054 Plan Checks were performed, with 89% completed on or before the date promised.

Looking To The Future

Analysis of the opportunity to develop the City’s Corporation Yard for private development is planned for this year. Development of other City properties will also be evaluated subject to the policies defined in the Council’s newly adopted Property Disposition Policy document.

The Department will increase its efforts to gain more recycled water customers and continue to look for projects to support the expansion of the purple pipe system. Opportunities with Stanford University and Menlo Country Club are expected to be refined this year.

Development interest in the City’s waterfront continues and creation of an Inner Harbor Precise Plan is anticipated this year, as well.

The loss of redevelopment continues to be felt, mostly in the production of affordable housing. The City has otherwise responded by working creatively within its General Plan and using the Downtown Precise Plan as tools to encourage development and provide surety to the investment community, while maintaining and implementing the vision created by the citizens and the City Council.
Since its foundation as “Redwood City Fire Company No. 1” in 1861, this Department has strived toward its mission to protect life, property, and the environment from fire, medical, and hazardous materials related incidents through emergency mitigation, education, and code enforcement. The Fire Department is a dynamic and diverse organization of over 70 dedicated professionals, with a clear focus on providing the highest quality service to the ever-changing community.

Key Accomplishments for Fiscal Year 2011/12

The Redwood City Fire Department puts a strong emphasis on public education and fire prevention. Consequently, it is involved in many community events and programs which focus on safety. Thanks to a community partnership grant from local corporation Oracle, the Fire Department held its 7th annual Junior Fire Academy. This one week academy hosted by Redwood City firefighters was attended by 40 youths who learned first aid, CPR, and different techniques to fight live fire. Participants were given a glimpse of what it’s like to be a firefighter.

The Department received a Port Security Grant for $1,059,795 from the US Department of Homeland Security to underwrite the purchase of a fireboat. The fireboat will give the Department the ability to respond to emergencies in all weather conditions; use technology to locate vessels in distress; enhance firefighting capabilities; assist other agencies through auto/mutual aid; and augment the water system in the event of an earthquake. Another federal grant was acquired to provide funding for rescue boat operators training through the Cal Maritime Academy.
Selected Performance Indicators

- The Redwood City Fire Department responded to 7,111 total calls for service in Fiscal Year 2011/12 including:
  - All Fire Incidents: 230
  - Emergency Medical Incidents: 4,741
  - False Alarms: 569
  - Hazardous Conditions: 342
  - Other: 1,229

- Average response time was 4 minutes, 44 seconds.

- The Fire Prevention Bureau staff completed 1,201 Fire Code Maintenance Inspections, 742 New Construction Inspections, and processed 678 requests for fire plan checks.

- Fire Prevention staff also conducted 22 Origin and Cause Fire Investigations, 6 of these were a joint process with Redwood City Police Department personnel.

- The 7,111 calls responded to by Redwood City firefighters in Fiscal Year 2011/12 represent nearly 400 more than in the previous year.

- Out of those calls, 4,971 were fire related or medical. Other calls included false calls, good intent, service calls, and hazardous materials.

- A “good intent” call is one that turns out to be non-emergency, but which the reporting party had good reason to believe was an actual emergency.

- Fire Department response times have remained relatively consistent over the last 7 years. However, budget-driven staff reductions have lead to a 21 second longer average response time. We will continue to chart potential changes and response configurations. From dispatch to the arrival of the incident, 61% of the time the Fire Department arrived in less than 5 minutes and 94% of the time less than 7 minutes.

Innovations Implemented This Fiscal Year

Redwood City continued implementation of the agreement with San Carlos to provide fire and emergency services. The transition has been proceeding well, and one key innovation that has resulted is that the Department has been able to reinstate certain programs previously cut due to budget constraints—the Community Emergency Response Team (CERT) is an example. CERT provides community members with disaster preparedness skills such as fire safety, basic search and rescue, team organization, and disaster medical operations. CERT members will be able to utilize their basic training in the event of a natural disaster when professional responders are not immediately available. Members are also encouraged to take an active role in their neighborhoods through education and community projects.

Another innovation related to the management transition with San Carlos is that Redwood City and San Carlos have been able to provide for personnel from either agency to augment the staffing of the other agency on a critical-needs basis. This has helped address station staffing issues and overtime costs. Participating agencies are exploring an expansion of the contract for Fire Services into a full service agreement.
Looking To The Future

The Fire Department is continuing its innovative shared-services structure with San Carlos and has new ideas to streamline and expand the Department. Redwood City and San Carlos are in the beginning stages of entering into an expansion of the current agreement for Redwood City to provide full fire and emergency services to the City of San Carlos. Under this agreement, Redwood City would absorb all 24 of the San Carlos firefighters. This will give Redwood City the ability to utilize relief staff out of San Carlos Fire Stations to offset vacancies in either City.

The Department is in the process of developing a mentorship program. The program will be an integral part of the commitment to employee development, as well as organizational integration and participation in the Department. This program is designed to build a strong foundation and accelerate assimilation of new employees into the social fabric of the Department’s “family.” This would occur through consistent messaging, clearly defined expectations, accountability, continued inclusiveness, and camaraderie. The goal of the program is to instill upon the new additions of the organization’s history, culture, core values, and direction, as well as policies and procedures.

The Department will study the possibility of a new fire station in the Emerald Hills area as a replacement to Station 12 (Jefferson and Highland), which was built in 1969 and is severely outdated.

- Budget: $15,791,670.
- The Fire Department has 68 full-time equivalent employees.
- Firefighters average 2 hours of training daily.
- The Fire Department responded to over 77 public education requests/community events and made over 6,000 community contacts.
- The 8 Command Staff leaders have a combined total of 204 years in the fire service, the average experience being 25 years.
- The Department offers cadet, explorer, and volunteer fire programs.
- Districts 9 and 10 have the most call volume:

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The Redwood City Public Library inspires learning through innovative and visionary programming and services—literacy programs, support for school success, access to technology, safe, inviting spaces for youth and families, and gathering places that connect the members of the community with a love of reading and learning. Redwood City’s libraries are considered “indoor parks” with many learning, cultural, and recreational activities for all ages, incomes, and cultures, and are a primary way of helping to build community by promoting community participation and volunteerism. This is reflected in the Library’s motto: “Connecting Community through Literacy and Learning.”

Key Accomplishments for Fiscal Year 2011/12

As the Library organization internalized the difficult financial reductions from the past several years, the creative and innovative strategic focus on service to the community has been retained, allowing the Library to adjust to circumstances and continue to be successful.

Even as resources have been reduced, the Library’s service levels and positive outcomes continue to increase. Once again, the Redwood City Public Library was recognized as one of the top-ranked libraries in the country; in fact, for Fiscal Year 2011/12, it was the number one ranked library in the State of California!

Library staff continues to consistently seek efficiencies, utilize volunteers, focus on core services, and identify new ways to improve and meet the changing demand for library services, including a successful Foundation campaign for the Fair Oaks Library, an increase in services and collaboration with our schools through the City’s Youth Agenda, many job/career programs and new family services.
With the implementation of our new RFID-based checkout system, customer self-service rates are over 95%, with higher satisfaction, less staff time spent troubleshooting, and an increase in revenue due to self-payment of fines at the time of checkout.

The Library’s conversion to a new resource-effective “virtual desktop” system (allowing management of all public computers via a single desktop/server) was implemented at the Downtown Library. Although it has been a learning process, the conversion is a success, and other library systems in San Mateo County are emulating Redwood City.

The Library has created a new model for its early literacy services, with the launch of intensive parent/baby literacy development training, geared to increasing parents’ awareness of their children’s development with an emphasis on language enrichment and pre-literacy skills. This approach differs from the Library’s traditional storytimes in that it is an intensive weekly workshop that gives young parents (and grandparents!) the tools and education to better prepare youth for school success.

- 66,843 children and family contacts at 7,456 Library programs.
- 1,787 uses of meeting rooms by community members at the Downtown and Shores Libraries.
- 1,200 adult and youth learners were served through 104,000 volunteer hours with an annual reading level growth of 3.5 levels.
- The Library’s public computers were used 834,100 times. This usage continues to grow annually, a clear indication of the value of having the Library’s computers available, with staff ready to help.
- 9,256 open hours annually compared to an average of 6,451 open hours of comparable regional communities with populations up to 150,000.
- Traveling Storytime program volunteers, through weekly visits, interacted over 100,000 times with young emergent readers.
Looking To The Future

In the coming fiscal year, the Library will continue to improve staff efficiency and customer service by implementing an automated book-return sorting system at the Redwood Shores branch (as a pilot for future implementation at other branches). The “virtual desktop” system implementation will be expanded to all branches.

Another significant improvement will be the remodeling of the lobby area of the Downtown Library in order to better provide for “one-stop” customer service, offering more efficiencies for staff and better customer service for the Library’s customers.

Additionally, the Library will continue to expand and enhance its literacy programs and projects with the ongoing goal of increasing the reading levels and learning success of our community’s families and youth.

The Library will constantly re-examine the organization for better efficiencies and collaborative opportunities, and will continue to reprioritize services and experiment with staffing models to provide better customer service.
Key Accomplishments for Fiscal Year 2011/12

The Marlin Park Playground Project was completed on time and on budget, with a large community celebration. The design phase for the Mezes Park and Jardin de Ninos Park renovation projects was kicked-off with several community meetings. Fleishman Park was restored after the SFPUC Hetch-Hetchy pipeline project went through this space. And, planning began for converting Main Street Park into a neighborhood dog park.

Fair Oaks Community Center staff raised nearly $100,000 in additional operational support from private sources for the Information and Referral program, partnered to secure an additional $240,000 in direct client assistance dollars, and leveraged $300,000 in assistance for urgent food, housing, and transportation needs of Redwood City and North Fair Oaks residents.

The Parks, Recreation and Community Services Department and staff received numerous awards and recognitions including: “Playful City USA” designation for our significant contributions to supporting great play spaces and activities; Dr. Pepper Let’s Play Spruce Award; Redwood City School District awards to After School Program Coordinators; California Park and Recreation Society “Excellence Awards,” and “Ready, Set, Run” award for after school sports, to name a few.

The Parks, Recreation and Community Services (PRCS) Department operates and maintains the community’s public spaces in more than thirty parks and plazas, five community centers, and two swimming pools. PRCS provides healthy living and learning opportunities to all ages and abilities, recreational and educational services through after school programs and classes, support of economic development by attracting thousands of people to Downtown, leadership opportunities for teens, and senior and human services through meal programs, transportation, and information and referral assistance.
Innovations Implemented This Fiscal Year

To address service gaps and expand advocacy of parks and programs, work began on developing a new non-profit “Redwood City Parks and Arts Foundation.” Its purpose is to collaborate, partner, aid, promote, and advance recreation programming, park facilities, cultural activities, and events, and to provide a forum for volunteerism and public support for parks and programs.

In response to the need for major renovations of the Veterans Memorial Senior Center complex, and understanding the need for the Sequoia YMCA to find new land for a new center, the City and the YMCA partnered to begin the process of considering a joint-use multi-generational facility. Numerous brainstorming meetings and focus groups took place, and a formal public survey was developed as the partners consider a long term approach together. The City and the School District began developing a Joint Use Agreement to formalize sharing of public facilities and maintaining recreational spaces.

With approval from the PRCS Commission, staff implemented a Dogs Off Leash pilot program at Stulsaft Park, in response to numerous requests. This includes designating particular trails to encourage dog owners to use only a section of the park rather than the entire park for off-leash dogs.

Selected Performance Indicators

Past surveys have shown that the Department has room for improvement in how it communicates with the community about its programs and services. Over the past two years, PRCS has expanded the use of social media in addition to the use of direct mail for its Recreation Guides. The Department expects to continue increasing the use of electronic media each year.

- The Human Services Unit at the Fair Oaks Community Center served over 2,200 households through its Information and Referral Program, including 708 households needing emergency shelter services, 614 households needing some form of housing assistance, and 396 households needing food assistance.
- PRCS processed over 21,000 class and camp enrollments (over a third of which use online enrollment), issued 814 picnic reservations, and received nearly 500,000 visits to the City’s five community centers.
- PRCS maintains water savings of approximately 12 million gallons annually since 2002 due to synthetic turf conversion, use of drought tolerant plants, and the implementation of advanced irrigation control systems; additionally, over 25% of the water used for landscaping is recycled water, and over 210 tons of green waste was recycled.
- 16,930 youth enrollments (equating to 5,557 individual participants ages 3-18) were processed through our program registration system in Fiscal Year 2011/12.
- PRCS was the lead in 20 separate sports offerings for 2,844 participants through the Youth After School Sports Program in partnership with PAL, SAL, and Boys and Girls Club.
- Redwood City ranked in the top 10% of all public parks systems in California for best water efficiency for landscaping by “Waterfluence,” which tracks water use within a designated budget range over 12 month periods.
- In Fiscal Year 2011/12, over $2 million was generated from recreation class and program fees, over $284,000 in community center rental fees, and over $1.5 million in grants supporting youth, seniors and those most in need.
• Budget: $16,001,406.

• 94.70 full-time equivalent employees.

• 238 acres of parks, medians, and landscape areas including: 13 mini parks (under 1 acre) totaling 8.48 acres; 11 neighborhood parks (1-10 acres) totaling 26.74 acres; 4 community parks (over 10 acres) totaling 94.68 acres; and 9 special-use parks totaling 52.50 acres.

• 5 community centers, 2 swimming pools, 9 multi-use sports fields, 16 tennis courts, 1 gymnasium, 3 outdoor basketball courts, one 300-seat theater, and 817,383 square feet of facilities maintained by our Facilities Maintenance teams.

• Due to the Redevelopment Agency being eliminated, all Downtown events are now fully supported by business sponsorships, concession splits, ticket sales, and private donations. A total of $304,000 was generated to deliver over 130 events to support Downtown economic development (this amount covers nearly 70% of the total costs for delivering and managing all events).

• In Fiscal Year 2011/12, it’s estimated that community attendance at over 130 Downtown events exceeded 140,000.

Looking To The Future

The Department will ensure that Redwood City remains a great place to live, work, and play by carrying out these tasks in the coming fiscal year:

• Work with the newly created non-profit Redwood City Parks and Arts Foundation on advocacy and fundraising efforts

• Complete renovations of Mezes, Jardin de Ninos, and Linden Parks, and complete transformation of Main Street Park into a neighborhood dog park

• Replace Fair Oaks Field with new synthetic turf, and develop plans for replacement of the Red Morton Park synthetic turf fields

• Obtain approval of a Joint Use Agreement with the Redwood City School District

• Continue working with the YMCA in studying the feasibility of a joint-use facility at Veterans Memorial Senior Center

• Implement PE Plus Program through the Redwood City School District

• Create a Senior Program and Services Brochure and distribute specifically to the senior community
The mission of the Redwood City Police Department is to provide excellent service with integrity and respect. This is accomplished by enforcing laws and ordinances, deterring criminal behavior, and working with the community to find long-term solutions to quality-of-life issues.

The Redwood City Police Department strives to be an innovative agency in the way it provides services to the community and how it communicates with the residents, businesses, and visitors who make up the City. Under the leadership of Chief of Police JR Gamez, all members of the Police Department embrace collaboration with community members, City departments, and other public safety entities to keep the City safe and vibrant.

Key Accomplishments for Fiscal Year 2011/12

On December 2, 2011, JR Gamez was sworn in as the ninth Police Chief in the history of the Department. Chief Gamez spent over 25 years with the San Jose Police Department where he rose through the ranks to the position of Captain. While with San Jose PD, Chief Gamez provided groundbreaking work in gang suppression and rebuilding programs, he mentored youth with the Hispanic Development Corporation’s Youth Leadership Conference, and he was a divisional co-chair of the San Jose Mayor’s Gang Prevention Task Force.

On May 2, 2012, the Police Department hosted the first of four Town Hall-style community meetings. Chief Gamez was eager to meet with residents of the City and felt that the Town Hall meetings were an important way for residents and police to create partnerships, and to build trusting, cooperative relationships. The meetings were facilitated by Redwood City 2020 and the Peninsula Conflict Resolution Center. The first meeting was held at the Veterans Memorial Senior Center, with subsequent meetings scheduled throughout Redwood City.
Innovations Implemented This Fiscal Year

The Department continued its utilization of innovative social media tools to connect with the community and provide for real-time exchange of information with the public. In March, the Department partnered with the notification service “Nixle” to communicate with the public via text/SMS, e-mail, and Internet posts. Through Nixle, the Department sent out community messages regarding burglary prevention tips, arrests of burglary suspects, DUI checkpoints, and Town Hall meetings, to name a few.

In June, the Department partnered with Netop’s “Live Guide” service to become the first municipal law enforcement agency in the country to utilize a live, interactive video chat service to communicate with the public. Community members are able to use Live Guide to receive live online police assistance for any concerns or questions about police services, including receiving help with reporting crimes online, reporting traffic complaints or crime tips, and obtaining information about other City services. The service is staffed by police officers and other Department staff. This use of emerging technology allows the Department to work smarter and more efficiently for the benefit of the public.

Selected Performance Indicators

- Violent crime dropped 7.4% from last year, continuing a trend representing a 42% decrease over the past five years; gang-related violent felonies dropped 46% to 15 documented incidents.

- The Juvenile Specialist and the Street Crime Suppression Team detectives conducted 17 gang prevention and awareness presentations and 13 school violence prevention and anti-bullying awareness presentations for students, parents, school staff, and community members (presentations conducted bilingually). The Juvenile Specialist also facilitated tattoo removal for 65 former gang members, including 17 juveniles.

- The Department’s four Drug Abuse Resistance and Education (D.A.R.E.) officers taught 600 fifth grade students throughout Redwood City during the school year.

- Officers made 96 field contacts with truant students, issued 33 citations to repeat truancy offenders, and conducted 102 home visits with parents of chronic truants. School Resource Officers provided guidance and mentoring for “at-risk” students and worked with students, teachers, staff, and parents to create safer schools and a better learning environment.

- Utilizing grant funds, the Department’s Traffic Unit conducted nine sobriety checkpoints, 19 DUI saturation patrols, and 21 special enforcement operations. Two hundred impaired drivers were arrested through these and other enforcement activity.

- Traffic Officer Peter Cang received a “California Hero” award from Mothers Against Drunk Driving for his exceptional work and commitment to reducing the number of impaired drivers behind the wheel in Redwood City.
Looking To The Future

The Department prides itself on adapting to the ever-changing realities of the entire community. To meet these challenges, it will continue developing a multi-faceted outreach effort that includes social media communications, cultural connectivity, and a youth-based focus. A number of these programs are already launched, and will be advanced in the coming year.

The Coffee with Cops program will offer residents the opportunity to casually visit and engage in meaningful conversations with officers working in their areas. The Department will also host the first Spanish-language version of the Citizens Police Academy to engage and educate a broader base of residents.

Department staff will work with students from Sequoia High School’s Leadership Council to identify businesses and individuals that provided alcoholic beverages to under-aged buyers. The Department will develop The Parent Project, a nationally-acclaimed ten-week parenting course taught by police staff which will empower the parents of at-risk youth.

The Department has begun a structural re-organization to improve service delivery and increase efficiency. In Fiscal Year 2011/12 the Department hired four lateral police officers and will be hiring nine more lateral officers during the first half of the subsequent fiscal year. The role of sergeants will be refocused, including spending more time on the street directly supervising officers’ work and ensuring top quality police services. Four lieutenants will be added to the organization to provide critical managerial oversight to ensure peak programmatic efficiency throughout the Department.