### Vision:

*A community where people of all backgrounds and income levels can thrive.*

### Mission:

*Building a welcoming and sustainable Redwood City through collaboration, responsiveness and excellence.*

<table>
<thead>
<tr>
<th>Strategic Priority: Housing</th>
<th>Strategic Priority: Transportation</th>
<th>Strategic Priority: Children and Youth</th>
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<tbody>
<tr>
<td>Meet our unique community housing needs for people at all income levels.</td>
<td>Create and maintain a multimodal, safe and accessible transportation network.</td>
<td>Create opportunities for children and youth to grow, learn and play in safe and healthy environments.</td>
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<th>Goals:</th>
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| • Preserve existing affordable housing  
• Protect housing options for low and middle income residents  
• Produce housing to meet Regional Housing Needs Assessment (RHNA) goals for moderate, low and very low income residents  
• Partner on housing opportunities for unique populations | • Ensure Redwood City is considered in all strategic regional transportation initiatives  
• Create an action plan to implement Vision Zero strategies (zero fatalities or serious injuries involving road traffic)  
• Create policies and infrastructure to support zero emission trips | • Increase the number and affordability of child care spaces  
• Increase opportunities for family entertainment, family-friendly businesses and youth activities  
• Increase opportunities for youth to provide meaningful input  
• Make key public meetings more accessible to families with children |
Redwood City Guiding Principles

Healthy Community for All Ages
Create conditions that enable all residents to live the healthiest life possible.

Communication and Community Building
Build community through information sharing, transparency, dialogue, and community engagement.

Economic Vitality
Support Redwood City’s economic prosperity by attracting, retaining, and expanding a diverse mix of businesses that meet community needs.

Housing
Continue to foster a wide range of housing options.

Excellence in Government Operations
Uphold the highest standards of professionalism within City operations, and encourage fiscal responsibility, innovation, and strategic decision making.

Public Safety and Aesthetics
Provide for the health, protection and well-being of all community members, neighborhoods, visitors, and businesses by supporting a safe and clean environment.

Sustainability
Proactively address environmental concerns to protect our community.

Transportation
Promote the best travel experience possible for everyone in Redwood City by creating and maintaining a safe, multimodal, and accessible transportation network.