STRATEGIC PLAN
Adopted January 13, 2020
Strategic Plan Structure

- **Vision** – where we see the future
- **Mission** – who and what we are
- **Strategic Priorities** – key focus areas selected by the Council
- **Goals** – desired outcomes selected by the Council
- **Guiding Principles** – nine central principles that guide City operations and initiatives, and from which Strategic Priorities are generated
- **Projects, performance measures** – generally developed by staff, approved by Council, and reviewed biannually
Strategic Plan Process

- Annual meeting for Council to set/reaffirm Strategic Priorities in the Strategic Plan (typically February)

- Strategic Priorities will generally remain for more than one year
  - Implementation typically requires multiple year cycles
  - All are dynamic, as are goals and projects
  - Reviewed annually

- Strategic Priorities Selected from Guiding Principles
  - Nine Guiding Principles provide the framework for critical areas of focus for the City and Community
  - Guiding Principles continue on an ongoing basis
Vision and Mission Statements

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

Mission:
Building a welcoming Redwood City through collaboration, responsiveness and excellence.
Strategic Priorities

Housing

Transportation

Children and Youth
Strategic Priorities

Housing

Meet our unique community housing needs for people at all income levels.

Goals:

• 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
Strategic Priorities

Transportation

*Create and maintain a multimodal, safe and accessible transportation network.*

**Goals:**

- Ensure Redwood City is considered in all strategic regional transportation initiatives
- Create an action plan to implement Vision Zero (zero fatalities or serious injuries involving road traffic)
- Create policies and infrastructure to support zero emissions trips
Strategic Priorities

Children and Youth

Create opportunities for children and youth to grow, learn and play in safe and healthy environments.

Goals:

• 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

**Aesthetics**
Support a safe and clean and attractive environment.

**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.
Redwood City Guiding Principles

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

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

Housing
Continue to foster a wide range of housing options.
Redwood City Guiding Principles

Public Safety
Provide for the health, protection and well-being of all community members, neighborhoods, visitors, and businesses.

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.