2020 STRATEGIC PLAN

Adopted January 13, 2020
Amended October 12, 2020
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 Foundational Guiding Principle

Redwood City will put equity first, urging a collective restart so that policies serve the entire community.

Added by City Council action on October 12, 2020
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.