



# Parks, Recreation and Community Services Department Annual Report 2008-09





# Parks, Recreation, and Community Services Department

We are pleased to present to you the 2008-2009 Annual Report for the Redwood City Parks, Recreation, and Community Services Department. In this report, you will find that the hard work of staff, volunteers, and commissioners are evident in the results of what has been achieved for our Community. The City's Mission of "Building a Great Community Together" resonates loudly in the Department's Outcome Areas of:

- Strengthening community image and sense of place
- Strengthening safety and security
- Fostering human development
- Protecting environmental resources
- Facilitating community problem solving

- Supporting economic development
- Promoting health and wellness
- Increasing cultural unity
- Providing recreational experiences

# A Better Place to Live.

Through a statewide survey conducted by the California Park and Recreation Society (CPRS) and findings from the recent Redwood City Neighborhood Survey, people see parks and recreation as making a community a better place to live because it provides:

- · Access to the serenity and awe of nature
- Outdoor spaces for play and exercise, especially for children
- Facilities for group sports
- · Positive alternatives for juveniles, which serves to help lower crime and mischief

Redwood City is a better place to live because of the great community spaces (parks and facilities) and recreation programs that are provided for everyone.

# What We Are Proud Of.

By working in partnership with our various boards, commissions, and committees, as well as community organizations and volunteers, the Department was able to achieve its objectives. We are especially proud of:

- Completing the Park and Facilities Needs Assessment
- Adoption of a No Smoking in Parks Ordinance
- Delivering over 130 events in Downtown to support economic development
- Improving the academic skills, life skills, and health and wellness to over 1,000 children a day through our after school programs
- Community building efforts and improvement in our parks, such as Mezes and Hoover Parks
- Obtaining grant funds to provide direct services for our homeless population

# The Future.

We know that we face difficult economic times ahead. The Department will continue to manage budget reductions while still maintaining core services that are identified throughout this report; however, we operate from the perspective that "Crisis Creates Opportunity". The Department is focused on enhancing partnerships to deliver services the community, aggressively seeking more grant opportunities, maintaining safe and clean spaces for the public to enjoy, continuing to foster youth and senior programs, and continuing to provide the safety net of services our community needs.

Chris Beth, Director, PRCS

s)Make Life Better.

cbeth@redwoodcity.org

Shawn White, Chair 2008-2009, PRCS Commission

shawn@shawnwhite.org

# **Acknowledgments**

# **City Council**

Rosanne Foust, Mayor Diane Howard, Vice Mayor Alicia C. Aguirre Ian Bain Jim Hartnett Jeff Ira Barbara Pierce

# Parks, Recreation & Community Services Commission

Shawn White, Chairperson Alex Wright, Vice Chairperson Jeri Joseph-Hover Michael Lynch Robert Slusser Susan Swope Pauline Truscelli

# **Department Management Team**

Corinne Centeno, Director Gary Hover, Parks & Facilities Superintendent Chris Beth, Recreation & Community Services Superintendent

Denise Monroe, Administrative Assistant
Linda Griffith/Bruce Utecht, Community Services Manager
Talitha Braun, Custodial Services Supervisor
Daniel Burton, Facilities Services Manager
Teri Chin, Human Services Manager
Valerie Matonis, Landscape Services Manager
Janet Hansen, Park & Facilities Projects Manager
Jordana Freeman, Special Interest & Marketing Manager
Eric Newby, Sports & Aquatics Manager
Adilah Haqq, Youth & Teen Services Manager

We welcome any comments or questions regarding this report. Please direct them to our Administrative Offices located at:

Community Activities Building 1400 Roosevelt Avenue Redwood City, CA 94061 (650) 780-7250 or via ccenteno@redwoodcity.org

**Compiled 10/2009** 

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# Redwood City Parks, Recreation and Community Services Department **Strategic Framework**

# MISSION

To build a great community together through people, parks and programs.

# CORE VALUES

**CREATIVITY** Freedom to imagine and the courage to act

**EXCELLENCE** Passion to do our best in each moment

**INTEGRITY** Do the right thing, not the easy thing

**SERVICE** We care and it makes a difference

# VISION

We partner with the community to provide innovative and high-value parks, facilities, programs and services that promote an engaged and healthy community.

# COMMUNITY OUTCOMES

- Community image and sense of place
   Health and wellness
- Economic development
- Safety and security

- Human development
- Cultural unity
- Environmental resource protection
- · Community problem solving
- · Recreation experiences

# COALS AND OBJECTIVES

GOALS AND OBJECTIVES								
PARKS	RECREATION PROGRAMS	COMMUNITY SERVICES	COMMUNITY FACILITIES	ORGANIZATION				
Provide safe clean, attractive parks and facilities in adequate numbers distributed throughout the community.	Offer high quality recreation programs to all age groups and interests.	Meet community needs by directly providing or facilitating the delivery of a wide range of support, educational and informational services.	Provide places for community activities and manage City facilities.	Create a dynamic organization committed to an ongoing process of innovation.				
<ul> <li>A1. Partner with the community to develop a plan for future parks.</li> <li>A2. Develop policy for developer contribution.</li> <li>A3. Improve scheduling and allocation of park areas.</li> <li>A4. Increase park safety rating.</li> <li>A5. Make all parks accessible.</li> <li>A6. Provide amenity package forparks.</li> <li>A7. Develop park design guidelines.</li> <li>A8. Develop use policies.</li> <li>A9. Implement Enviromental Conservation Methods.</li> <li>A10. Maintain current park maintenance levels.</li> </ul>	<ul> <li>B1. Increase program utilization rates.</li> <li>B2. Develop programs that will increase participation in targeted age groups by 2006.</li> <li>B3. Increase program participation rates for underserved Redwood City neighborhoods.</li> <li>B4. Increase program cost recovery.</li> <li>B5. Increase participant satisfaction.</li> <li>B6. Support ongoing cultural activities.</li> <li>B7. Promote volunteer support of recreation programs.</li> </ul>	C1. Increase community service program participation rates for target populations. C2. Increase funding stability. C3. Increase participant satisfaction.	<ul> <li>D1. Expand facility capacity to match growth in population and program trends.</li> <li>D2. Maintain facility maintenance and operation levels.</li> <li>D3. Ensure safety and security.</li> <li>D4. Support facility delivery process.</li> </ul>	<ul> <li>E1. Maintain and increase staff engagement.</li> <li>E2. Develop performance measures for all program elements.</li> <li>E3. Take full advantage of non-City funding alternatives.</li> <li>E4. Improve productivity and organizational effectiveness.</li> <li>E5. Enhance Commission and Advisory Group operations.</li> </ul>				

October, 2009

Dear Reader,

Redwood City established its first Park and Recreation Commission in 1937, at a time when "it was tough to make ends meet financially". They were tasked to help plan for the City's future recreation facilities and while they needed to look for practical ways to accomplish their goals, they were not afraid to dream of a City with the Peninsula's best recreation facilities. In 1946, the Commission turned their dream into a twenty year plan to achieve their goals. I believe that today our values and vision for the future are very similar to those of our first commissioners.

We believe that it is our job to understand community needs and that our community deserves the very best our resources will allow. As was the case with former commissioners, we also agree that to be a successful Parks, Recreation and Community Services Department we must plan the work, work the plan and then evaluate progress to create the new plan. The Park and Recreation Commission took on the task of creating a new Strategic Plan in 2003-04. However, simple it was not. We went from not having enough data to being drowned in it, and from holding three, "you come to us" community input meetings, to visits to more than 20 different community organizations to share what we do and ask how we can do it better. With the help of MIG Inc., staff was able to develop the framework on the previous page that ties our mission, vision values and the outcome areas we think we can positively impact with the work of the Department.

At the time we completed the Strategic Plan 2004 and Beyond, we also committed to an annual review process that begins with the staff developing an annual report. These annual reports detail how we have worked the plan and insures that, no less than once per year, we evaluate our progress, update our City Council, Board and Commission Volunteers, the City Manager and Department Staff. We are committed to this process because we find it helps us tie it all together; to see where we fit in terms of the larger City structure and the larger community. It allows us to make sure that big picture items get completed despite the day to day frenzy. While saying you need to plan your work, work your plan and evaluate your work against the plan is easy, it is not easily accomplished. I am proud to say that we have kept at it and continuously tried to improve ourselves via this process over the past five years and find ourselves ready to define the next set of dreams for Redwood City Parks, Recreation and Community Services. In fact, a sub-committee of the Parks, Recreation and Community Services Commission is working along with staff on an update of the existing Strategic Plan with a targeted completion date of 2010.

It turns out that we were not alone in looking for tools that would help focus the work of the City and the resources it brings to bear for the benefit of the community. The City Council, at its budget planning session in February 2009, directed staff to prepare a Strategic Plan for the entire organization to improve the alignment of resources with Council's Strategic Initiatives. It will be important to make sure that our work at the Department level can be easily folded into this larger document.

The 2008-2009 Annual Report will be the last based on the framework. We have high hopes that the new plan as integrated into a City-wide Strategic Plan will bring even better results for all those who live, work and play in Redwood City.

Sincerely,

Corinne Centeno

Corinne Centeno

Parks, Recreation and Community Services Director

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Community Image and Sense of Place Health and Wellness Environmental Resources Protection
Economic Development Human Development Community Problem Solving
Safety and Security Cultural Unity Recreation Experiences

# CITY COUNCIL STRATEGIC INITIATIVES

Community Building Economic Development Government Operations

Public Safety Transportation Youth

It is crucial that we never lose focus on the Community Outcomes we are trying to achieve and the ways in which we can support the City Council's Strategic Initiatives in our work. Equally important is understanding that "how" we accomplish a job is as important as the end result.

# **LOOKING BACK OVER 2008-09**

- The Parks, Recreation and Community Services (PRCS) Commission along with staff and consultants completed work on the Park and Facilities Needs Assessment in October 2008. It will help us better focus our limited resources (government operations) particularly with respect to fields, facilities and services for youth. The report was shared with the consultant team preparing the 2030 City General Plan.
- The PRCS Commission brought a **No Smoking in the Parks** ordinance forward which was approved by City Council unanimously.
- The Hoover School Field and Park Renovation Project supported community building and communications by insuring input and support from neighbors, the Boys and Girls Club, the Redwood City Police Department along with youth and adult sports groups. The result is a park that supports economic development by attracting youth and adult teams into the City, and improves public safety with improved lighting and drive through access for police.
- The first Redwood City KABOOM Project supported community building by providing more than 300 volunteers the opportunity to replace playground equipment and make other improvements to Mezes Park.
- Community building, sense of place and economic development were supported via a second season of Downtown events which drew substantial crowds out to support local businesses despite the difficult economic times. The work was recognized with the California Park and Recreation Society's highest annual award in March of 2009.
- **Economic development and recreational experiences** were supported through the return of several soccer as well as women's softball tournaments.
- PRCS and Library Youth and Teen Services Supervisors, Librarians and Coordinators jointly participated in the Community Network for Youth Development Training Program to further the "Our City's Youth" service goal.

- Lighting Energy Retrofit Project completed expected to save \$46,000 annually, in support of Environmental Resource Protection and Council's Government Operations initiatives.
- More than \$50,000 for direct services for our homeless population was brought to Redwood
  City though the Human Services Division along with the service of the Homeless Outreach Team
  in support of Community Problem Solving.
- The Senior Affairs Commission led the effort to draft a feasibility study for a new Veterans Memorial Center.

# 2008-09 Capital Improvement Projects

Parks and Facilities, such as the renovations to Hoover Park (pictured below) are essential tools in achieving **OUTCOMES** for the residents of Redwood City because they are the space where we come together as a community - "**OUR SPACE**". Capital Project funding is crucial to our being able to maintain the public backyards, patios and living rooms of our community. Major capital projects completed in 2008-09 include:

- Hoover Field and Play Area Renovation
- Stulsaft Lower Restroom Replacement (Morris Stulsaft Foundation Grant)
- Marlin and Sandpiper Fields converted to Synthetic Turf



# **LOOKING AHEAD TO 2009-10**

# We expect to:

- Finalize new Youth Sports Field Policies
- Finalize new Tennis Court Reservation Policies
- Complete Senior Center Scoping Study
- Complete Department Strategic Plan in support of new City General Plan
- Complete staff reconfiguration for a Customer Service Center

# We will work with the Building, Infrastructure and Transportation Department on the following 2009-10 expected Capital Improvement Projects:

- Hawes Field Renovation including conversion to synthetic turf
- Replacement of all HVAC equipment and controls at the Main Library in concert with the second floor renovation
- Play Equipment Replacement at Dove Beeger Park, Westwood Park and Fair Oaks Infant Care
- Completion of Commercial Nexus Study for Park Development Fee
- Red Morton Park Covered Picnic Area Renovation
- Relamping of Jefferson Garage

# **PARKS GOAL**

# Provide safe clean, attractive parks and facilities in adequate numbers distributed throughout the community.

	OBJECTIVES	STATUS
A.1	Partner with the commu- nity to develop a plan for future parks	A park and recreation facilities needs assessment was completed (10/08/09) and approved by the PRCS Commission for inclusion in the Redwood City General Plan Update.
A.2	Develop policy for developer contribution	The Park Standard and In-Lieu Fee Ordinances for residential development were approved by Council in December of 2007. A Commercial Nexus Study (completed in 2009) which included visits to parks to determine resident vs. other traffic was completed. We propose the Council Finance Committee vet the fee in concept and approve a proposed fee community outreach plan in the 2010 Fiscal Year.
A.3	Improve scheduling and allocation of park areas	Picnic reservations are now available on line and bounce houses are permitted in designated sites.
A.4	Increase park safety rating	The renovation of Hoover Park included the removal of the handball courts, allowance for police vehicle circulation and improvements to lighting. Both the park and field renovation were completed this year.
A.5	Make all parks accessible	All parks are currently accessible, however, with each remodel accessibility levels are improved where possible.
A.6	Provide amenity package for parks	The Park and Facilities Needs Assessment identifies required amenities.
A.7	Develop park design guidelines	Completed in Parks and Facilities Needs Assessment.
A.8	Develop use policies	The PRCS Commission completed a revamp of park rules ordinance in 2007-08 which was adopted by City Council. In 2008-09, added No Smoking in Parks to ordinance.
A.9	Implement environmental conservation methods	Bottle and can recycling containers are available in all City parks and all green waste is recycled.
A.10	Maintain current park maintenance levels	Reductions in staff and the elimination of casual support have required changes in maintenance schedules.

B+

B+

### Landscape Services, Valerie Matonis, Manager, vmatonis@redwoodcity.org, and Janet Hansen, Manager, jhansen@redwoodcity.org 2003-04 **Fiscal Year** 2004-05 2005-06 2008-09 2006-07 2007-08 **Budget** \$3,596,338 \$3,595,600 \$3,969,544 \$4,163,770 \$4,451,445 \$5,043,304 Employees(1) 30.35 29.40 30.00 30.00 31 30.35 Parks by Type / # of Acres Mini 8.48 8.48 8.48 8.48 8.48 8.48 Neighborhood 26.44 26.74 26.74 26.74 26.74 26.74 Community 94.68 94.68 94.68 94.68 94.68 94.68 Special Use 52.50 52.50 52.50 52.50 52.50 52.50 **Park Acres** 182.10 182.40 182.40 182.40 182.40 182.40 Lndsc. Areas 23.40 23.40 23.40 23.40 23.40 26.80 Medians 28.70 28.70 28.70 28.70 28.70 28.70 **Total Landscape** 234.20 234.50 234.50 234.50 234.50 237.90 (2) **Areas** Landscape Pota-118,274 (4) 122,422 110,970 93,351 91,437 89,784 ble H2O Units (3) Landscape Re-5,484 5,588 3,475 4,018 16,673 19,314 cycled H2O % Recycled 4.4% 4.4% 3.0% 4.1% 15.4% 17.7% Recycled H2O 27.47 acres 42.70 acres (7) 24.00 acres (5) 24.00 acres 24.00 acres 27.47 acres (6) **Artificial Turf** 3.9 acres 3.9 acres 3.9 acres 8.9 acres 15.7 acres 16.3 acres Internal 3.35/4.00 3.53/4.00 3.41/4.00 n/a 3.62/4.00 3.60/4.00 Customer

Total landscape areas have increased by 3.4 acres.

B+

Internal customer satisfaction has remained steady despite decreases in staffing.

B+

17.7% of the total water consumed in our landscaped areas is recycled water. In addition, 16.3 acres of artificial turf is saving over 11,500,000 gallons or 15,000 units of potable water annually.

B+

### Notes:

Survey

- 1. Includes 1.0 FTE funded by CIP
- 2. Addition of Courthouse Plaza, Theater Way and Redwood Shores Library
- 3. Water tracked by calendar year, e.g. 2003-04 = 2003
- 4. One unit = 100 cubic feet or 748.05 gallons
- Lido Landscape District, Recycled Water Phase 1
- 6. Shearwater and Marine Parkway, Phase 1
- 7. Shell Parkway, Bridge Parkway, Redwood Shores Parkway, Davit Park and Fire Station 20

# RECREATION PROGRAM GOAL Offer high quality recreation programs to all age groups and interests

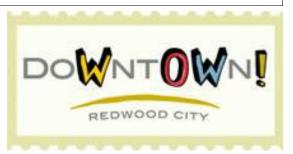
	OBJECTIVES	STATUS
B.1	Increase program utilization rate	Improvements to the brochure and website continue including a weekly REC e-news.
B.2	Develop programs that will increase participation in targeted age groups by 2006	Programs for toddlers and preschoolers continue, as do wellness programs and pre-retirement programs. Teen programs expanded to include trips, band jams and Teen Nights on Courthouse Square.
B.3	Increase program participation rates for underserved Redwood City neighborhoods	Two examples of outreach to underserved areas include: a \$10,000 grant received for a mobile recreation van to go out to the youth in the East Redwood City/North Fair Oaks Area with recreation activities; and the more than 1,000 children per day we serve in After School Sites on seven school sites.
B.4	Increase program cost recovery	Earned revenues have increased from \$1,583,224 in 2003-04 to \$1,722,541 in 2008-09.
B.5	Increase participant satisfaction	In person and on-line survey tools have been employed for all recreation classes (participant and instructor) and generally demonstrate a high degree of satisfaction with services.
B.6	Support ongoing cultural activities	Numerous cultural activities were sponsored including: Day of the Dead Celebration, Target Days, concerts, the Elementary School Art and Essay Contest with Redwood City Education Foundation, Fiestas Patrias, Learn to Dance Program, Art on the Square and the Art Walk Program.
B.7	Promote volunteer support of recreation programs.	During the summer of 2009, 37 Leaders-in-Training (13-15 years) supported summer camp programs and 26 Junior Lifeguards (13-15 years) helped in the aquatics program. We are continuing to seek adult volunteer coaches for PAL Sports.

Special Interest Program/Marketing, Jordana Freeman, Manager, jfreeman@redwoodcity.org						
Fiscal Year	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
Budget	\$927,159	\$1,096,151	\$1,125,117	\$1,278,125	\$1,352,155	\$1,406,839
Employees	3.00	3.00	3.00	3.00	3.00	3.83
Online Enrollment/ % of total	4,246	5,461 34%	6,351 31%	7,176 36%	8,459 38%	8,240 34%
Enrollments		16,181	20,253	19,803	22,537	24,385
Facility Visits, Sandpiper	28,866	51,267	63,069	64,623	53,572	51,665
Picnic Reserva- tions Processed					964	887 (1)
Youth Club Attendees				90	110	115

In addition to managing over 150 contract instructors for our fee-based recreation programs, this division produces attractive quarterly Activity Guides (mailed out to 27,000 residential addresses); creates and distributes marketing materials; develops survey tools and analyzes customer feedback; updates and manages the Department website; is responsible for creating e-news and entertainment e-blasts; supports economic development in the Downtown via programming and publicity,; and manages the Sandpiper Community Center and Sandpiper Youth Club operations. After school, preschool and PAL are not included in the enrollment numbers above so as not to double count. Those numbers can be found in Sports and Aquatics and the Youth and Teen Sections.

(1) The total reservations issued decreased by 77 reservations from 964 to 887 for the 2009 season (March through October). Reservations were not taken at Marlin and Shorebird Parks after July 2009 as a result of staff reductions. In addition, the picnic areas at Hoover Park were unavailable for most of the season due to renovation.

One survey respondent opinion "The concerts on the Square are just phenomenal--huge fun, great music, a wonderful "block party" of all kinds of people just out to have good clean fun and dance in the open air. The overall program has completely revitalized downtown RWC and made it, for my wife and me, an exciting "date night destination" rather than going to Palo Alto or SF. I really commend and thank everyone who is responsible for the broad and amazing array of entertainment--and I think it's continuing to have the desired effect of drawing people, like my wife and me, to look at downtown RWC as a scintillating place to go to have fun and dine well. Good work, keep it up!"



Downtown/Redevelopment, Lucas Wilder, Coordinator, lwilder@redwoodcity.org						
Fiscal Year	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
Budget				\$100,000	\$325,509	\$432,160
Employees	Redevelopment Employ	rees		1.0	1.5	1.5
Lunch Events				20	80	34
Evening Events				13	78	99
Attendance				41,950	78,090	99,010
Surveys Received						217
Good /Excellent Surveys						91%

Sports and Aqu	uatics, Eric Ne	wby, Manage	r, enewby@re	dwoodcity.or	g	
Fiscal Year	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
Budget	\$1,650,577	\$1,339,682	\$1,393,559	\$1,420,131	\$1,544,092	\$1,673,372
Employees	6.75	5.50	5.50	5.50	5.50	8.39
		Y	outh Sports			
Youth Sport Registrations				1,913	2139	2,387
Flag Football				149	158	160
Street Hockey				72	84	108
Girls Volleyball				276	372	420
4th/5th Basketball				350	348	332
6th, 7th & 8th Basketball				370	440	498
Junior Dribblers				72	42	72
Soccer				540	540	611
Junior Giants				84	105	75
Indoor Soccer					50	105
Off Road PAL						6
Field Permits Is- sued (Fall)				80	80	85
Field Permits Is- sued (Spring)				71	73	76
			Aquatics			
Drop In Swim				10,916	12,803	5,872
Herkner Pool				7,021	8,398	5,872
Hoover Pool				3,895	4,405	0
Swim Lessons				1,135	1,041	1,086
Recommend lessons to others?						99%
		,	Adult Sports			
Adult Sport Teams	235	372	336	187	270	307
RMCC Visits	104,000	131,771	128,511	139,276	130,170	128,722

This unit coordinates the use of fields throughout the City for both youth and adult groups and oversees the joint PAL/ PRCS Youth Sports Coordinator position. The Manager has worked with sport providers and a Commission subcommittee to consider new ways to appropriately distribute field usage. Oversight for two swimming pools and coordination with a non-profit swim team. The closure of Hoover Pool is reflected in total drop-in swim but lessons remained steady. Hosts many special events including: City Little League Baseball Tournament, 4th of July Fun Run, and CCS Girls Softball Playoffs.

Youth & Teen S	Services, Adila	ah Haqq, Man	ager, asmith	@redwoodcit	y.org	
Fiscal Year	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
Budget	\$2,389,089	\$1,781,500	\$1,778,509	\$2,170,218	\$2,320,425	\$2,372,679
Employees	17	11.41	11.00	13.75	14.00	23.93 (1)
Seasonal Staff	60-100	60-100	60-100	60-100	60-100	40.0 0(1)
		Presc	chool (Ages 2.7	'-5)		
Lil Learners Pre-School						40 students
Summer Pre- School Camps (4)						419
		Yo	uth (Ages 6-12	)		
	After School	l Programs (Nun	nber of Studen	ts/Day, 180 day	sessions)	
Fair Oaks	60	90	90	136	162	162
Garfield				80	112	112
Hawes	60	90	90	136	162	162
Hoover	60	60	90	90	90	90
John Gill	60	60	90	136	136	136
Selby Lane	60	60	90	136	136	136
Taft	60	60	90	90	90	114
Kennedy & Roosevelt	222	222				
After School # Enrollees	582	642	540	804	888	912
Summer Youth Camps (4)						1,099
		Te	ens (Ages 13+)	1		
Leaders in Training						37
Teen Adven- ture Camp						145
Total Camp Enrollees			1,526	1,615	1,835	1,700
Camp Satisfaction			90% Good or Excellent	90% Good or Excellent	95% Good or Excellent	98% Good or Excellent

This work group is charged with creating positive programs and services for Redwood City youth from pre-school to teens. They operate After School Programs at seven schools sites; manage the Youth and Teen Advisory Boards, and support numerous special events for youth including middle school dances, Halloween Spooktacular and the Leader-in-Training Program. Ten former Leaders-in-Training are working for us as hourly staff. New this year is a Teen After School program at Sequoia High School funded with Federal 21st Century Funds in collaboration with Redwood City 2020, where teen staff bring classes and programs (salsa dancing, baseball, etc.) to youth on campus.

(1) Change in employee count reflects the change from casual to permanent part time status. No additional staff was added, instead the total seasonal employee figure was reduced.

OB IECTIVES

# **COMMUNITY SERVICES GOAL**

Meet community needs by directly providing or facilitating the delivery of support, educational and information services.

SILLY

	OBJECTIVES	SIAIUS
C.1	Increase community service program participation rates for target populations	The Veterans Memorial Senior Center staff has completed the Accreditation process and formed a new non-profit organization with a goal of targeting "younger" seniors to the facility.
C.2	Increase funding	Human Services Staff has secured \$50,000 in new grants to support early entry shelter, emergency services and a stipend for a full-time Americorp volunteer through Public Allies.
C.3	Increase participant satisfaction	The Veterans Memorial Senior Center staff created and completed what will become an annual participant satisfaction survey.

Child Care Coordination, Kristen Anderson, Coordinator, kmanderson@redwoodcity.org						
Fiscal Year	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
Budget						105,174
Employees	1.0	.50*	.50*	.75*	1.00	1.00

Sponsored 15th Annual Pre-School Preview Night in partnership with Redwood City Mothers Club, Bay Area Parent Magazine and Child Care Coordinating Council. The event attracted 170 families, 85% of which were from Redwood City. Others came from as far north as San Francisco and south to Mountain View.

Hosted two child care provider meetings for input to the General Plan and provided child care data, policy and program ideas to the General Plan and Environmental Impact Review (EIR) consultants, as well as for the Sustainability Report. Worked with consultant for Supplemental EIR for Stanford Outpatient Center Project and The Stanford in Redwood City Project. Worked with GIS staff with new child care data layer for Redwood City.

Provided information and assistance to Belmont-Redwood Shores School District for needs and selection of operator for new school site; participated in Redwood City School District and Redwood City 2020 Kindergarten Readiness, and Transition to Kindergarten activities.

Responded to over 130 requests for assistance from parents, current/potential center and home operators, Redwood City and other City and County staff; employers; developers and realtors.

\*Represents City General Fund contribution. Additional contract work supplemented the position.

Community So	Community Services, Bruce Utecht, Manager, butecht@redwoodcity.org						
Fiscal Year	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	
Budget	\$1,151,962	\$1,148,907	\$1,206,823	\$1,399,216	\$1,414,404	\$1,507,283	
Employees	15	13.5	13.5	13.5	13.5	12.69	
Volunteers	465	472	497	377	244	254	
Volunteer Hours	48,464	45,077	48,626	26,095	22,603	22,311	
Vets Bldg. Visits	138,083	154,389	152,000	100,543	111,749	96,000 (1)	
Lunches Served						9,325	
Van Trips						3,268	

This work group provides inclusive programs for seniors that focus on health and wellness through social events, expressive arts, nutrition, fitness education, and recreation programs, in addition to providing social service support and volunteer opportunities. The Friends of the Veterans Memorial Senior Center continue to partner with the City on providing support for services through activities that take place onsite. We are also very excited to have established a new partnership with the Ombudsman Program of San Mateo County, which is an advocate group for seniors. They have supported us with Information and Referral services. Large event programs included the Volunteer Appreciation Celebration, Memorial Day Event, Walk for the Health of It, and a number of dances and club events. We also hired a new Senior Center Manager, Bruce Utecht.

(1) Staff has been reduced significantly which results in fewer programs. The existing user population (volunteers, club members, and program participants) is declining and new users are not attracted to the current site.

Human Services, Teri Chin, Manager, tchin@redwoodcity.org							
Fiscal Year	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	
Budget	\$1,145,473	\$922,723	\$1,194,651	\$1,320,800	\$1,426,053	\$1,514,452	
Employees	6.88	7.08	7.08	7.80	7.80	7.72	
Americorp Hours				1,700	1,700	1,500	
Fair Oaks Visits	115,795	105,000	100,000	100,000	100,000	100,000	
	Informatio	on and Referral	/Emergency Ser	vices Program	1		
Households Served	2,620	2,534	2,323	2,109	2,439	2,563	
Service Visits	5,475	5,044	4,877	4,812	5,965	6,609	
Satisfaction Excellent/Good	97%	98%	91%	100%	Not administered	Not administered	

Human Services range from legal services to housing assistance to counseling services and recreation provided by a variety of non-profit agencies. The center is home to a fully operating subsidized childcare for 86 children (ages 1-5) operated by Redwood City Child Development Center, and a Senior Center operated by Family Service Agency. The Senior Center served 13,969 meals and distributed 4,900 grocery bags to low income seniors and provided other services including case management, and a variety of health and wellness programs. In the last year, homeless services were further enhanced by the continuation of the Early Entry Shelter Program for single homeless adults, and the launching of the Redwood City Homeless Outreach Team. Staff also played a leadership role in organizing the Redwood City portion of the bi-annual homeless street count conducted in January 2009. Other special programs include: a monthly family food distribution, the Annual Holiday Toy and Book Program, the Trees of Joy, the Bi-National Health Fair, Mexican Mobile Consulate, and the Annual North Fair Oaks Clean-up. Lastly, the Human Services Financial Assistance Program which provides funds to local non-profits that serve over 10,000 unduplicated households, was managed through this work group.

# COMMUNITY FACILITIES GOAL Provide places for community activities and manage City facilities.

	OBJECTIVES	STATUS
D.1	Expand facility capacity to match growth in population and program trends	The Veterans Memorial Senior Center is the next building identified for replacement. A feasibility study has been funded in the 08-09 Capital Improvement Program budget.
D.2	Maintain facility mainte- nance and operations levels	Staff continues to receive B+ grades from customers within the City and continues to make greater use of the Computerized Maintenance Management System.
D.3	Ensure safety and security	New keyless systems are being implemented across all City facilities to provide for better management of building security and access.
D.4	Support facility delivery process	The duties of one of the Park Manager positions was adjusted to insure better coordination between our Department and Community Development Services.

<b>Custodial Serv</b>	Custodial Services, Talitha Braun, Supervisor, tbraun@redwoodcity.org							
Fiscal Year	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09		
Budget	\$1,151,962	\$1,228,854	\$1,307,604	\$1,359,655	\$1,412,589	\$1,604,925		
Employees	15.00	13.60	13.60	13.60	14.00	15.62		
Square Feet/ FTE Cleaned	20,222	21,447	21,596	21,903	23,726	22,462		
Customer Survey	3.02 B	3.27 B	3.18 B	n/a	3.34 B+	2.90 B-		

Custodial Services Staff clean approximately 312,000 square feet of buildings including: 4 child care facilities, 5 community centers, 4 libraries (Redwood Shores Library new in 2008-09), 2 swimming pools, Fire Administration, Municipal Services Center, Redwood Shores Maintenance Facility, Police Facility and City Hall.

The staff has moved to a "green" operation with all cleaning products being "green seal" for environmentally friendly items.

Facilities Servi	Facilities Services, Daniel Burton, Manager, dburton@redwoodcity.org								
Fiscal Year	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09			
Budget	\$1,408,040	\$1,225,694	\$1,235,805	\$1,259,776	\$1,434,779	\$1,515,593			
Employees	9.35	8.61	8.61	6.61	7.78	8.08			
Customer Survey	3.43 B+	3.36 B+	3.42 B+	n/a	3.61 B+	3.60 B+			
Work Orders	2,689	2,730	2,782	2,841	3,338	3,299			
Total Square Footage	504,641	504,641	505,416 (1)	505,416	719,986 (2)	769,486 (3)			
Total Square Footage /FTE	53,972	58,610	58,701	76,462	92,543	95,233			

Building Maintenance is responsible for 769,486 square feet or 95,233 square feet per FTE up from 92,543 in 07-08. This division is responsible for maintenance of the following facilities, parks and their equipment: City Hall, Police Facility, 5 fire stations, 5 community centers, 2 swimming pools, 3 libraries, Municipal Services Center, Redwood Shores Maintenance Facility, 2 downtown parking facilities, elevators, all park playground equipment, fencing, barbeques, signage, lighting, water play features and 13 park restrooms.

### Notes:

- 1. 775 additional square feet, reallocation of City Hall space
- 2. 214,570 additional square feet, Jefferson Garage
- 3. 49,500 additional square feet, Courthouse Square and Redwood Shores Library

# ORGANIZATION GOAL Create a dynamic organization committed to an ongoing process of innovation

# **OBJECTIVES**

E.1	Maintain and increase staff engagement
E.2	Develop performance measures for all program elements
E.3	Take full advantage of non-City funding alternatives
E.4	Improve productivity and organizational effectiveness
E.5	Enhance Commission and Advisory Group operations

STRENGTHS	WEAKNESSES
High levels of job satisfaction	Plan for passing on historical information to the next generation of leaders in the department
Knowledgeable, competent and caring staff	Need to consider ways to expand use of volunteers
Staff reflective of the community	No staff dedicated to new resource development
Can do attitude combined with a sense of humor	Can do attitude (taking on too much) in a world of dwindling resources
Support of active City Council appointed Commissions focused on making informed policy recommendations	

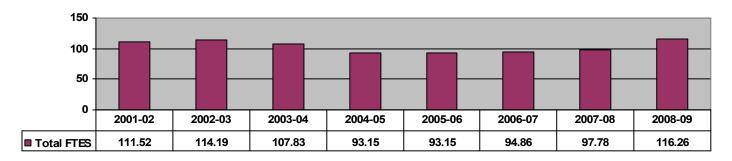
OPPORTUNITIES	THREATS
New Friends of the Veterans Memorial Senior Center Board	Retention of employees in light of the expected large number of public sector openings
Expanded partnerships with public, non-profit and private agencies	Impacts of the economic recession on staffing levels

# ORGANIZATION STATUS UPDATES

# E.1 Maintain and increase staff engagement

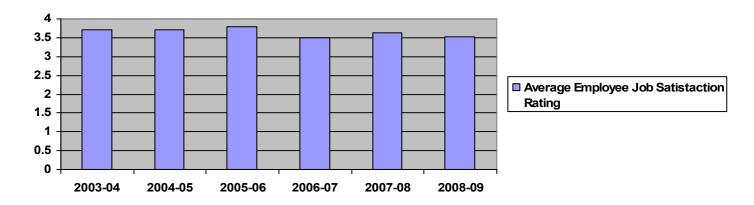
# **Employee Count**

The full time equivalent position count rose by 18.48 positions. This increase was the result of labor negotiations which moved hourly staff to permanent part time status.



# **Employee Satisfaction**

Department-wide recognition events are held twice a year in June and December. In January or February of each year, all employees are invited to attend one of three "Meetings with the Director" designed to highlight staff accomplishments over the past year, along with our goals and challenges for the new year. During these sessions, a simple survey asks staff to rate their level of employment satisfaction from 0 = Very Dissatisfied to 4 = Very Satisfied. The following table shows the average score for participants moved down slightly from 3.6 to 3.53.



# **Training Opportunities**

Our staff is offered growth opportunities through their participation in Citywide training efforts, the Redwood City/San Mateo County Chamber Leadership Program, and the Coaching and Mentoring Programs, as well as through their participation in professional organizations such as the California Park and Recreation Society. Three of our department staff, Cynthia Aguilera, Anna Carlos, and Erin Niemeyer, attended this year's Redwood City Supervisor Academy.



PRCS Employee Appreciation Event, December 2008

Congrat	Congratulations on Service Awards				
10 Year					
Daniel Yee	Senior Building Maintenance Worker				
Dominique Herbert	Lead Landscape Gardener				
Mark Yasuda	Recreation & Community Services Supervisor				
Chris Beth	PRCS Superintendent				
Brian Aizawa	Landscape Gardener				
15 Year					
Alissa Pimentel	Landscape Gardener				
20 Year					
Saia Silatolu	Lead Maintenance Custodian				
25 Year					
Mike Hollis	Lead Landscape Gardener				
30 Year					
Albert Johnson	Maintenance Custodian				
Welcome our New Hires					
Talitha Braun	Custodial Services Supervisor				
Janet Hansen	PRCS Manager, Capital Projects				
<b>Best Wishes on Promotions</b>	3				
Jon Solbeck	Facility Leader, Sandpiper				
Stephanie Douglas	Recreation and Community Services Supervisor				
Bruce Utecht	PRCS Manager, Community Services				
Retirements					
Linda Griffith	PRCS Manager, Community Services				

# **Workplace Safety**

PRCS	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
# of Claims	25	21	20	22	13	8	13
Hours Lost	2,683	368	482	1,115	142	0	983.8 (1)

(1) A concerted effort has been made, particularly in the Parks and Facilities Division, to reduce injuries and accidents. We were unfortunately not able to maintain our zero hours lost in 07-08. Instead the number of claims rose from 8 to 13 and just under 1,000 hours lost. 559 hours are attributable to one accident claim.



# Never underestimate the power of play!

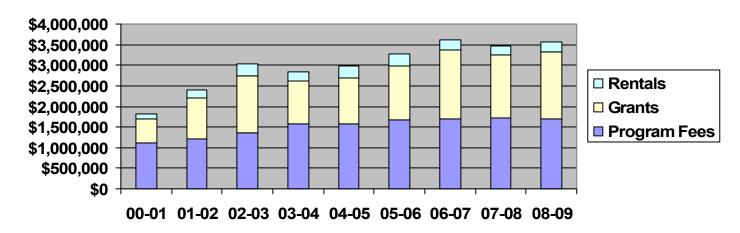
# E.2 Develop performance measures for all program elements

We have **not been** successful in developing specific performance measures for each work group. You will see the beginnings of a more robust program in each of the goal sections. Each work unit is developing their dashboards for what they need to keep track of over time, which will result in the development of performance measures that are measurable and controllable by staff.

# E.3 Take full advantage of non-City general fund alternatives

The **earned income** (program fees, rentals and grants) for Redwood City PRCS is depicted in the chart below. It has remained over the \$3 million dollar mark since the 2002-03 fiscal year.

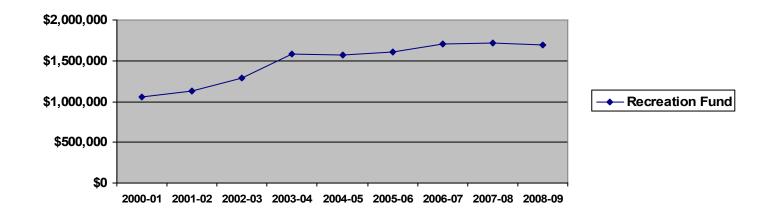
# **PRCS Revenues**



# Revenue Sources Detail

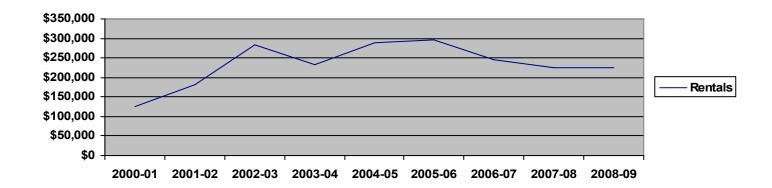
### Fees

Fees for classes and programs generated by the Department have decreased 1.5% from \$1,722,541 in the 07-08 fiscal year to \$1,697,241 in 08-09. Given the economic recession, we are pleased that these numbers have remained relatively strong.



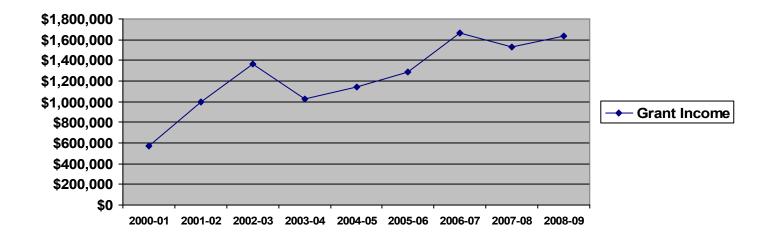
# Rentals

Rental fees for private parties were revised for the first time in more than 10 years in the 2004-05 fiscal year. In 2007-08, we lost a standing Sunday rental at the Sandpiper Community Center. Rentals remained flat for 08-09.



# **Grants**

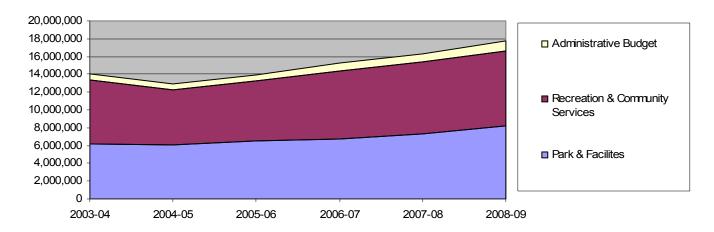
After School Grants coming though contracts with the Redwood City School District remain the largest single source of grant income. The slight increase in overall grant income is attributable to increased grant for homeless services and outreach.



# **E.4** Productivity and Organizational Effectiveness

Resource Management							
Fiscal Year	2004-05	2005-06	2006-07	2007-08	2008-09		
Total Budget	\$12,914,014	\$13,907,509	\$15,238,900	\$16,269,906	\$17,701,987		
Δ from prior	-1,166,867	+993,495	+1,331,391	+1,031,006	+1,432,081		
%, +/-	-8.3%	+7.7%	+9.6%	+6.8%	+8.8%		
Total Staff	95.35	94.94	94.86	97.78	116.26 (1)		
Δ from prior	-12.98	0.34	-0.33	2.92	18.48		
Represents transfer of hourly employees to permanent part-time status							

The Department budget is divided into three major areas: Parks and Facilities, Recreation and Community Services, and Administration. The breakdown of expenses and employees for each of these divisions is indicated below.

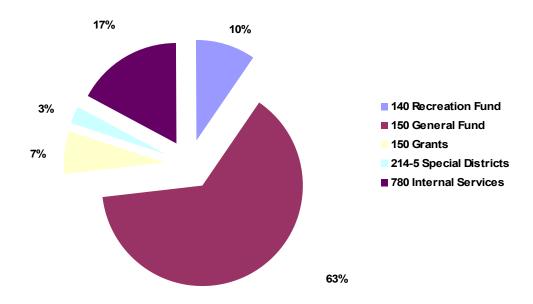


Fiscal Year	2004-05	2005-06	2006-07	2007-08	2008-09			
Parks and Facilities Division, Gary Hover, Superintendent								
Budget	6,050,148	6,512,953	6,783,201	7,298,813	8,163,822			
Employees	52.56	52.56	49.61	51.78	53.70			
Recreation and Commun	nity Services Division, Ch	nris Beth, Superi	ntendent					
Budget	6,192,305	6,698,659	7,588,490	8,057,129	8,474,625			
Employees	37.99	37.58	40.45	41.20	56.76			
Administration, Denise N	Administration, Denise Monroe, Administrative Assistant							
Budget	671,561	695,897	867,209	913,964	1,063,540			
Employees	4.80	4.80	4.80	4.80	5.80			

Across all funding sources, the Department expended 100% of its total budget.

Budget Fund	08-09 Budget	08-09 Expenditures	Balance	% of Budget	Revenue or Offset	Balance
140 Recreation Fund	\$1, 672,570	\$1,751,760.57	(\$79,190.57)	104.73%	\$1,697,411	(\$54,349.57)
150 General Fund	\$12,481,531	\$12,108,963.29	\$372,567.71	97.02%	n/a	\$372,567.71
214 Lido Landscape	\$270,936	\$272,677.01	(\$1,741.01)	100.64%	n/a	(\$1,741.01)
215 Seaport District	\$156,432	\$164,209.50	(\$7,777.50)	104.97%	n/a	(\$7,777.50)
780 Internal Service	\$3,120,518	\$3,376,647.94	(\$252,572.40)	108.83%	n/a	(\$275,390.94)
All Funds Total	\$17,701,987	\$17,674,258.31	\$27,728.69			(\$454.41)

The graph below depicts the five different sources of revenue for the Parks, Recreation and Community Services Department budget. A total of 17% of the budget, or \$2,789,435, comes from earned income and grants, and another 17% comes from charges to ourselves and other City departments for Building Maintenance and Custodial Services.



# **E.5 Enhance Commission and Advisory Group Operations**

# **Civic Cultural Commission**

New Members 08-09 Outgoing Members 08-09

None None

In the 08-09 Fiscal Year, the Civic Cultural Commission provided \$45,980 in grants of \$1,000 or more to 13 organizations and small grants of less than \$1,000 to 9 groups. Grants supported the PAL Blues Festival, the Redwood City Education Foundation (RCEF) Music for Learning Program, the Latino Film Festival, the Historic Resources Advisory Committee's Path of History Project, inaugural Fiestas Patrias event, Hometown Holidays and weekly entertainment at the Farmers Market.

The annual art contest was done in conjunction with RCEF Essay Contest, "What I Want to Be When I Grow Up" and a total of 4,643 entries were received. The Commission-sponsored summer concerts at Courthouse Plaza (19), Stafford Park (8), Marlin Park (4), and at the Port of Redwood City (1). The Commission added to the City's Public Art Inventory with the installation of the "Ray of Light" adjacent to the Redwood Shores Library, funded by the G.R. Cress Birdbath Fund.

# **Housing and Human Concerns Committee**

New Members 08-09 Outgoing Members 08-09

Craig Robinson John Dempsey

The Committee has played a key role in creating the new General Plan Housing and Building Community Elements. In addition, a consultant has been selected to prepare the Consolidated Plan for the use of federal dollars received by the City for 2010 through 2015.

# Parks, Recreation and Community Services Commission

New Members 08-09 Outgoing Members 08-09

None None

Commissioners approved the Park Needs Assessment Study for inclusion in the new General Plan Building Community Element, supported the renovation of Hoover School Park and Fields, sponsored the annual Pet Parade, revised the rates and terms for picnic area rentals, and continue to work on a revision of the field and tennis court reservation policies. The Commission brought forward a No Smoking in Parks policy which was approved by City Council unanimously.

# **Senior Affairs Commission**

New Members 08-09 Outgoing Members 08-09

None Jodi Paley

The Scoping Study for the replacement of the Veterans Memorial Senior Center, encouraging more seniors to visit the Downtown, and developing ways to engage more of the senior population in community affairs were among the important activities of the Commission in 2008-09.

# Youth Advisory Board (YAB) and Teen Advisory Board (TAB)

# **Supporting Community Events**

Our Youth and Teen Advisory Boards have spent a great deal of time giving back to the community, helping with such events as the Salsa Festival, the Halloween Spooktakular, Hometown Holidays, the KABOOM Build at Mezes Park, the PAL Gift Wrapping evening, the Pride and Beautification Committee Clean-Up and the Pet Parade.

# **Bringing Youth Together for Good**

Redwood City Youth and Teen Advisory Boards hosted a Youth Advisory Council Social at our Veterans Memorial Senior Center where youth advisory boards/councils from other cities were invited to come to dinner and share information about their groups. Our YAB and TAB members participated in reviewing the Community Youth Development Strategic Plan for Redwood City 2020 which included feedback on goals, discussed examples and made suggestions on the wording of the document.

Lastly, the TAB implemented the S.T.O.R.I.E.S. (Students Teaching Others Reading In Elementary Schools) program at Hawes School from January 2009 to March 2009. Eight volunteers from the TAB read to 25 first and second graders on a weekly basis. The students drew pictures of the chapters that were read to them and received a chapter book. They were also invited to attend a movie night with their families at the Veterans Memorial Senior Center at the end of the program.

# VISION

We partner with the community to provide innovative and high-value parks, facilities, programs and services that promote an engaged and healthy community.

The Department, and ultimately our residents, continue to reap the benefits of our partnerships with almost 314 different organizations in the community.

# Art and Historical Organizations (24)

- 1. Ballet America
- 2. Casa de Cultura Quetzacoatl
- 3. Historic Resources Advisory Committee
- 4. Historic Union Cemetery Association
- 5. Latino Leadership Council
- 6. Miss Redwood City Program
- 7. Music for Minors
- 8. Northern California Bluegrass Society
- 9. Peninsula Arts Council
- 10. Peninsula Symphony
- 11. Peninsula Youth Orchestra
- 12. Redwood City Art Center

- 13. Redwood City Community Theater
- 14. Redwood City Education Foundation
- 15. Redwood City Heritage Association
- 16. Redwood Symphony
- 17. San Jose Jazz Society
- 18. San Mateo Comm. Colleges Foundation
- 19. San Mateo County Historical Association
- 20. Sequoia Art Group
- 21. Sequoia High School Alumni Association
- 22. Seguoia Veterans Memorial Committee
- 23. Society of Western Artists
- 24. West Bay Community Band

# Business Community (25)

- 1. Allied Waste
- 2. All Phase Builders
- 3. Amgen
- 4. Astound!
- 5. Bay Area Parent Magazine
- 6. BeasWa Productions
- 7. Chipotle
- 8. Downtown Business Group
- 9. First National Bank
- 10. Harry's Hofbrau
- 11. Labadie Productions
- 12. Nor Cal Waste
- 13. Oracle Corporation

- 14. Port of Redwood City
- 15. San Mateo County Board of Realtors
- 16. Provident Credit Union
- Redwood City/San Mateo County Chamber of Commerce
- 18. San Bruno Garbage
- 19. San Mateo Credit Union
- 20. Seaport Industrial Association
- 21. Target Stores
- 22. Verde!
- 23. Wegman's Nursery
- 24. Whole Foods
- 25. Zip Realty

# Environmental/Horticultural (7)

- 1. ACTERRA
- 2. City Trees
- 3. Peninsula Camellia Society
- 4. Peninsula Orchid Society

- 5. Peninsula Rose Society
- 6. Pesticide Applicators Professional Association
- 7. V-O-Cal, Volunteers for Outdoor California

# Faith Based Groups (15)

- 1. Fully Alive Church
- 2. Jewish Literacy Coalition
- 3. Menlo Park Presbyterian Church
- 4. Our Lady of Mt. Carmel Church
- 5. Peninsula Covenant Church
- 6. Peninsula Clergy Network
- 7. Peninsula Christian Center
- 8. Peninsula Interfaith Action

- 9. Redeemer Lutheran Church
- 10. Shinnyo-En Buddhist Temple
- 11. St. Pius Church
- 12. St. Vincent De Paul Society
- 13. Sure Way Ministries
- 14. Woodside Road Methodist Church
- 15. Unitarian Fellowship of Redwood City

# Health Care Organizations (22)

- 1. AIDS Community Research Consortium
- 2. American Cancer Society, Relay for Life
- 3. American Heart Association
- 4. American Red Cross, Bay Area
- 5. El Concilio of San Mateo County
- 6. Five-A-Day Program, UC Berkeley
- 7. Golden Gate Regional Center (GGRC)
- 8. Home Instead Senior Care
- 9. Nuestro Canto de Salud
- 10. Kaiser Hospital
- 11. Lucille Packard Children's Hospital
- 12. Mills Hospital

- 13. Northern California Kidney Foundation
- 14.Peninsula Center for the Blind
- 15. Planned Parenthood
- 16.Self Help for the Hard of Hearing
- 17. Sequoia Health Care District
- 18. Sequoia Hospital
- 19. Sequoia Wellness Center
- 20. Stanford Hospital and Clinics
- 21. Stanford/VA Alzheimer's Research
- 22. Veterans Hospital, Palo Alto

# Neighborhood/Community Organizations (20)

- 1. The Book Group
- 2. Farm Hill Neighborhood Association
- 3. Home Schooling Program
- 4. Inter-Service Club Coordinating Council
- 5. Kentfield Commons Homeowners Association
- 6. League of Women Voters
- 7. Martin Luther King, Jr. Celebration Committee
- 8. Mid-Peninsula Parents of Multiples
- 9. Notre Dame Americorp
- 10. Peninsula Celebration Association

- 11. Pride and Beautification Committee
- 12. Redwood Budgie Hobbyists
- 13. Redwood City International
- 14. Redwood City Mother's Club
- 15. Redwood Shores Comm. Association
- 16. Redwood Village Neighborhood Association
- 17. Seguoia Gem & Mineral Society
- 18. Sequoia Stamp Club
- 19. Shore Dogs Club
- 20. Tuesday Night Quilters

# Non-Profit Agencies (55)

- 1. Alanon
- 2. American Civil Liberties Union
- 3. Bay Area Gardeners Foundation
- 4. Casa de Redwood
- 5. Catholic Worker House
- 6. Center for the Independence of the Disabled
- Child Care Coordinating Council of San Mateo County
- 8. Cleo Eulau Center
- 9. Community Education Center
- 10. Community Network for Youth Development
- 11. CORA (Community Overcoming Relationship Abuse)
- 12. El Centro de Libertad
- 13. Ellipse, Peninsula AIDS Program
- 14. Family Connections Pre-School
- 15. Family Service Agency
- 16. Habitat for Humanity
- 17. Hands On Bay Area
- 18. Housing Industry Foundation
- 19. Human Investment Program
- 20. International Institute
- 21. John Gardner Center at Stanford
- 22. KABOOM
- 23. Kainos Home & Training Center
- 24. KARA, Grief Support
- 25. La Raza Centro Legal
- 26. Legal Aid Society
- 27. Mental Health Association
- 28. Mid-Peninsula Citizens for Fair Housing
- 29. Mission Hospice
- 30. Neurotics Anonymous

- 31. Narcotics Anonymous
- 32. Overeaters Anonymous
- 33. Peninsula Conflict Resolution Center
- 34. Peninsula Volunteers, Rosener House
- 35. Peninsula Volunteers, Meals on Wheels
- 36. Public Allies, Silicon Valley
- 37. Redwood City Child Development Center
- 38. Redwood City Education Foundation
- 39. Riekes Center
- 40. Salvation Army
- 41. Samaritan House, Free Clinic and Safe Harbor Shelter
- 42. San Mateo County Volunteer Center
- 43. Season of Sharing Chronicle
- 44. Second Harvest Food Bank
- 45. Service League of San Mateo County
- 46. Shelter Network
- 47. Silicon Valley Community Foundation
- 48. Spanish Literacy Program
- 49. Stanford University Legal Clinic
- 50. St. Anthony's Dining Room
- 51. St. Francis Center
- 52. Tax-Aid
- 53. Teen Pregnancy Coalition of San Mateo County
- 54. Thrive, The Alliance of Non-Profits of San Mateo County
- 55. Women's Action to Gain Economic Security (WAGES)

# Pet Care and Animal Rescue Organizations (10)

- 1. Afghan Hound Rescue
- 2. Golden Gate Basset Rescue
- 3. Group Education to Protect and Defend Animals
- 4. Homeless Cat Network
- 5. Humananimal Connections
- 6. Peninsula Humane Society
- 7. San Mateo K-9 Social Club

- 8. Nor Cal Golden Retriever Rescue
- 9. Northern California Ferret Alliance
- 10. Nine Lives Foundations

# Professional Organizations (14)

- 1. Amateur Softball Association
- 2. Bay Area Gardeners Association
- 3. Bay Area Pool Operators
- 4. California Parks & Recreation Society
- 5. Communication Workers of America
- 6. International Facility Management Association
- 7. Landscape Supervisors Forum
- 8. National Active & Retired Federal Employees
- 9. National Recreation & Park Association

- 10. Pesticide Applicators Professional Association
- 11. Redwood City Teachers Association
- 12. Retired Public Employees Association
- 13. SANCRA, Sport Association of Northern California Recreation Agencies
- 14. San Mateo County Retired Public Employees

# Public Agencies (26)

- Belmont-Redwood Shores School District
- 2. Cañada College
- 3. Child Care Partnership Council of San Mateo County
- 4. Consulate of El Salvador
- 5. Consulate of Guatemala
- 6. Consulate of Mexico
- 7. County of San Mateo
  - Adult Probation
  - Aging & Adult Services
  - Court Worker Program
  - Election Polling Spaces & Officer Training
  - Environmental Management, Composting Program
  - Health
  - Housing Department
  - Housing Authority
  - Human Resources
  - Human Services
  - Juvenile Probation
  - Office of Emergency Services
  - Parks
  - · Sheriff's Office

- 8. Notre Dame de Namur University
- 9. San Mateo Countywide Water Pollution Prevention Program
- 10. Police Activities League
- 11. Peninsula Congestion Relief Alliance
- 12. Redwood City 2020
- 13. Project Read, Redwood City Library
- 14. Redwood City Family Centers
- 15. Redwood City School District
- 16. SAM TRANS
- 17. SAM TRANS, Senior Mobility Action Plan
- 18. San Mateo County Office of Education
- 19. San Francisco Public Utilities Commission
- 20. Sequoia Union High School District
  - 21. Adult School
  - 22. Seguoia High School
  - 23. Woodside High School
- 24. State of California, Golden Gate Regional Center
- 25. USMC, 7th Marine Regiment
- 26. U.S. Postal Service

# Senior Groups (15)

- 1. AARP #746
- 2. AARP #3137
- 3. AARP Driver Safety Program
- 4. AARP Tax Preparation
- 5. Adult Abuse Collaborative
- 6. Family Caregiver Alliance
- 7. Friends of the Veterans Memorial Senior Center
- 8. Fun After Fifty Club
- 9. Ombudsman Program of SMC
- 10. Retired Senior Volunteer Program

- 11. Rosener House, Adult Day Care
- 12. San Mateo County Para-Transit
- 13. Senior Forum
- 14. Senior Care Facilities: Bonnie Brae, Devonshire Oaks, Gordon Manor, Woodside Terrace
- 15. Veterans Memorial Senior Center Card Players

# Service and Fraternal Groups (16)

- 1. American Legion, Post #828
- 2. Disabled American Veterans #16
- 3. Interservice Coordinating Council
- 4. National Sicilian American Foundation
- 5. Native Daughters of the Golden West, Bonita Parlor #10
- 6. Optimist Club of Redwood City
- 7. Peninsula Hills Women's Club
- 8. Redwood City Kiwanis

- 9. Redwood City Sunrise Lions
- 10. Redwood City Woman's Club
- 11. Rotary Club of Redwood City
- 12. Sons of Italy
- 13. Veterans of Foreign Wars #2315
- 14. Toastmasters
- 15. Woodside Octagon Club
- 16. Woodside Terrace AM Kiwanis

# Sports Organizations (40)

- 1. American Legion Baseball
- Belmont /Redwood Shores AYSO
- 3. Belmont/Redwood Shores Baseball
- 4. Bocce Ball Players Group
- 5. Central Coast Section HS Federation
- 6. Club Arsenal
- 7. Dai Ichi Tennis Club
- 8. Juventus Sport Club/CYSA
- 9. Madera Roja Soccer
- 10. Mid-Peninsula Soccer
- 11. Mid-Peninsula Strikers
- 12. Mt. Carmel & St. Pius Baseball
- 13. Nativity School
- 14. Nor Cal Special Olympics
- 15. Nor Cal Sting Baseball Club
- 16. PAPY Adult Soccer
- 17. Police Activities League
- 18. Peninsula Juniors Volleyball Club
- 19. Peninsula Sports Officials Association
- 20. Pony Colt Baseball League

- 21. Pop Warner Football
- 22. RC American Little League
- 23.RC AYSO
- 24. RC Highlanders Little League
- 25. RC National Little League
- 26. RC Girls Fast Pitch
- 27. RC Renegades Basketball
- 28. RC Senior Softball
- 29. RC Youth Sports League (PAL)
- 30. Red Morton Raider Tennis
- 31. Redeemer Lutheran School
- 32. Redwood Shores Tennis Club
- 33. SANCRA
- 34. SAY Baseball
- 35. SAYSO Soccer
- 36. Sequoia High School Baseball and Tennis Teams
- 37. Sheriff's Activities League (SAL)
- 38. Spanish Soccer League
- 39. Summit Prep High School
- 40. Woodside Hills Christian Academy

# Youth Service Providers (25)

- 1. BAWSI Girls
- 2. Boys and Girls Club of the Peninsula
- 3. Boy Scouts of America
- 4. Children's Creative Learning Center
- 5. Community Network for Youth Development
- 6. Fresh Lines for Youth
- 7. Friends for Youth
- 8. Girl Scouts of America
- 9. Hidden Villa
- 10. Institute for Human and Social Development, Head 22. Tutor Works Start
- 11. Kids in Partnership
- 12. Marine Science Institute

- 13. Menlo School
- 14. Peninsula Covenant Community Center
- 15. Power Play
- 16. SCORE
- 17. Seguoia Teen Resource Center
- 18. Sequoia YMCA
- 19. Sparks
- 20. Sports for Kids
- 21. Team Up for Youth
- 23. Wildlife Association
- 24. Youth Adelante
- 25. Youth and Family Enrichment Services

# Facilities & Parks



Community Activities Building 1400 Roosevelt Avenue Redwood City, CA 94061



Fair Oaks Community Center 2600 Middlefield Road Redwood City, CA 94063



Red Morton Community Center 1120 Roosevelt Avenue Redwood City, CA 94061



Sandpiper Community Center 797 Redwood Shores Parkway Redwood City, CA 94065



Veterans Memorial Senior Center 1455 Madison Avenue Redwood City, CA 94061

Andrew Spinas Park 2nd Ave. & Bay Road	1.46	
Dolphin Park Turkshead & Quay Lane	2.36	
Dove Beeger Park Whipple Ave. & Circle Road	1.00	<b>Sa M</b>
Fleishman Park Locust St. & McEvoy St.	0.63	
Garrett Park 3600 block Glenwood Ave.	6.9	<u> </u>
Hawes Park Hudson St. & Oak Ave.	1.59	
Hoover Park Woodside Rd. & Spring St.	10.18	
Jardin de Niños Middlefield Rd. & Chestnut St.	0.31	<u>Sa</u>
Linden Park Linden St. & Park St.	0.22	54
Maddux Park Maddux Dr. & Kensington Rd.	0.62	
Mariner Park Tiller Lane & Bridge Parkway	6.25	4
Marlin Park Neptune Dr. & Cringle Dr.	11.15	
Mezes Park Warren St. & Standish St.	1.67	
Palm Park Hudson St. & Palm Ave.	0.90	
Red Morton Community Park 1120 Roosevelt Ave.	31.74	
Sandpiper Park Redwood Shores Pkwy. & Egret Lane	11.07	
Shannon Park Davit Lane & Shannon Way	1.87	
Shore Dogs Park 1300 block Radio Rd.	.69	www.shoredogs.org
Shorebird Park Marine Pkwy. & Island Dr.	3.68	
Stafford Park King St. & Hopkins Ave.	1.62	
Stulsaft Park 3700 block Farm Hill Blvd.	42.06	
Wellesley Crescent Park Edgewood Rd. & Arlington Rd.	0.75	<b>!!</b>
Westwood Park Westwood St. & Briarfield Ave.	0.25	