



www.redwoodcity.org/parks

**Parks
Make
Life
Better!**

Parks, Recreation and Community Services Department

2009-2010 Annual Report



KaBOOM! National Campaign for Play



Acknowledgments

City Council

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

Park, Recreation & Community Services Commission

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Talitha Braun, Custodial Services Supervisor
Daniel Burton, Facilities Services Manager
Teri Chin, Human Services Manager
Valerie Matonis, Landscape Services Manager
Jordana Freeman, Special Interest & Marketing Manager
Eric Newby, Sports & Aquatics Manager
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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
cbeth@redwoodcity.org



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November 2010

Dear Reader,

Parks Make Life Better! When properly maintained and cared for, parks provide safe outdoor space for our kids and for you. We believe that parks and recreation make lives and communities better now and in the future by providing access to the serenity and inspiration of nature, outdoor space to play and exercise, facilities for self-directed and organized recreation, positive alternatives for youth which help lower crime and mischief, and activities that facilitate social connections, human development, therapy, the arts, and lifelong learning. We believe that these are public resources that should not only be appreciated, but should be expected. And, without this, your City just isn't a Community.

Our promise to you is that we'll work our hardest to provide you the best parks and recreational opportunities possible. We will properly maintain them and keep them safe. And though we continue to face significant budget reductions which challenges our ability to meet this promise, we will not deviate from our mission of building a great community together through people, parks and programs.

Accountability, along with innovation, is vital for any organization to remain successful. This is why we put the time and effort into presenting you with an Annual Report. In our Fiscal Year 2009-2010 Annual Report, we showcase excellence in programming and community services; demonstrate investment through capital improvement projects to make OUR spaces great; and focus on the future so we can get even better.

Though the current economic challenges are difficult on staff, City Council, and the community, they are not impossible to overcome. If anything, we have been preparing for these challenges and adapting to them for a long time. With the use of technology, energy conservation programs, the facilitation of partnerships, and creativity of our staff, we continue to provide a very high level of service. We are recognized for excellence in programming, park planning, economic development, and community involvement throughout California as well as across the nation. This past year, we received an Award of Excellence in Economic Development from the California Park and Recreation Society (CPRS), and we were awarded the "Playful City USA" designation by KaBOOM, the national advocate for health and play. We continue to provide successful Downtown events; we are focused on the preservation of our environment through significant water saving and energy saving measures; and we are empowering youth to give back to their community.

What we're most proud of, however, are the incredible partnerships that we've forged over the years. Our core purpose is to "Build a Great Community Together", and this certainly is how we do business. In the back of this Report, you will see hundreds of organizations who we work with throughout the year to help ensure that Redwood City is a community where people want to come live, work, and play in. Would you like to be a part of this legacy? Why not volunteer? In order to keep our Parks looking great, and our Programs accessible and meaningful, we need you to help us! If you go to our website at www.redwoodcity.org/parks, you will see a tab on Volunteering. There is plenty to do and we know that you have a lot to offer. Please consider it.

Thank you for reading our 2009-2010 Annual Report. We are proud of our achievements but we know we have a lot more to do. You are always welcome and encouraged to comment, offer suggestions and learn how to get involved by e-mailing me at cbeth@redwoodcity.org or by calling me at (650) 780-7253.

Sincerely,

Chris Beth

Parks, Recreation and Community Services Director



Parks Make Life Better!™

An extensive research study asked California citizens and public officials "Why are parks important to you?" The research, sponsored by the California Park & Recreation Society (CPRS), a nonprofit, professional and public interest organization with more than 4,000 members, was used to develop the first-ever brand of the profession. "Parks Make Life Better!" is now being launched by CPRS members statewide, including the City of Redwood City.

How does Parks and Recreation make your life better?

Play

Safe, outdoor space

For us, the biggest benefit is a safe, outdoor play space for our kids today...and as they grow.

Nature

Beauty and serenity

Being in nature makes one feel alive. We're very fortunate to have beautiful spaces so close to home.

Exercise

Healthy movement

Parks are made for moving at your own pace. And, recreation programs make it easy to stay healthy.

Positive Spaces

Free-time fun

Neighborhood parks are an escape, a place to run around and play.

Gathering Places

Socializing and learning

Parks are like holidays, bringing us together to share good times. They are the common ground that connects us all.

Forever

Valued today and always

Parks enrich our lives. They add value to our homes and neighborhoods. Individually and as a community, we'll always have that need.

**Parks
Make
Life
Better!™**

Come out and enjoy any one of Redwood City's 30 parks and hundreds of recreation programs and services that are offered by our Department. Please visit www.redwoodcity.org/parks for more information.

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
- Economic development
- Safety and security
- Health and wellness
- Human development
- Cultural unity
- Environmental resource protection
- Community problem solving
- Recreation experiences

GOALS AND OBJECTIVES

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

CITY COUNCIL STRATEGIC INITIATIVES		
Community Building/ Communications	Economic Development	Effective/Efficient Service Delivery
Public Safety	Transportation	Youth

2009-2010 YEAR IN REVIEW HIGHLIGHTS

- **Community building, sense of place and economic development** were supported via our third season of Downtown events which drew substantial crowds 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 and the Award of Excellence in 2010.**
- **Economic development and recreational experiences** were supported through the return of several youth soccer tournaments and senior softball tournaments.
- Youth staff from the PRCS Department, the Library, and officers from the Police Department are working closely together on **youth development** goals and coordinating services for better efficiency.
- The Covered Picnic Area at Red Morton Park and the Hawes Park renovation projects were initiated to improve our **public space infrastructure.**
- Staff finalized the Youth Sports and Tennis Court Reservation Policies to help ensure **equal access** for all users.
- Through the efforts of the Civic Cultural Commission and funding from the G.R. Cress Estate, we installed the first Bird Bath (**public art**) at the Redwood Shores Library.
- In support of **economic development** in Downtown, staff initiated two additional concert series - “Jazz on Main” - supporting Main Street business on Monday evenings, and “Saturday Symphonies” - free concerts on the Square featuring local symphonies.
- We forged **new partnerships** in support of services in our community, including the Ombudsman Program of San Mateo County, the College of Adaptive Arts, and Advocates For Accessible Recreation (AFAR).
- Lighting Energy Retrofit Project completed expected to save \$82,000 annually, in support of **environmental resource protection and Council’s government operations initiatives.**
- The Fair Oaks Community Center supported **safety and security and community problem solving** by doubling our capacity to provide rental and deposit assistance to families and individuals impacted by the current economic downturn and launched a special summer emergency food program to provide additional food assistance.
- The Senior Affairs Commission and the Parks, Recreation and Community Services Commission completed the **Veterans Memorial Senior Center Scoping Study** and presented this to City Council.

2009-10 Capital Improvement Projects

Park and Facility renovations are essential in maintaining and advancing our infrastructure and achieving outcomes for the residents of Redwood City. Parks, Community Centers, Plazas, and Libraries are the space where we come together as a community... It's **"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 in FY 2009-10 include:

- Initiating the renovation of Hawes Park
- Renovating Red Morton Park Covered Picnic Area
- Installing Integrated Business Solutions energy management/monitoring hardware and software at City Hall and Main Library



LOOKING AHEAD TO 2010-2011

We expect to:

- Complete the Department's new Strategic Plan for 2011-2016
- Complete the Veterans Memorial Senior Center Site Analysis
- Develop comprehensive volunteer program to support the Department
- Create a Parks Foundation
- Complete Hoover Pool Business Plan and Conceptual Re-Design to reenergize RWC Aquatics



We will work with the Building, Infrastructure and Transportation Department on the following 2010-11 anticipated Capital Improvement Projects:

- Finalize Hawes Field Renovation with Artificial Turf
- Complete Play Equipment Replacement at Dove Beeger Park, Westwood Park and Fair Oaks Infant Care Area
- Complete sand feature replacements at Maddux and Stafford Parks
- Begin planning and community outreach for Marlin Park playground replacement project
- Begin planning and community outreach for Mezes Park improvement project

PARKS GOAL

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

OBJECTIVES	STATUS
A.1 Partner with the community 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 2007. A Commercial Nexus Study which included visits to parks to determine resident vs. other traffic was completed. There is agreement that a commercial development fee for parks is not warranted at this time.
A.3 Improve scheduling and allocation of park areas	Picnic reservations are now available on-line and bounce houses are permitted in designated sites. Staff will be working on expanding picnic sites and additional bounce house locations in time for the 2011 season.
A.4 Increase park safety rating	The renovation of Hoover Park included the removal of the handball courts which allowed for police vehicle circulation and improvements to lighting. Fencing was installed around the Skate Park. A new Volunteer Parks Patrol program is being developed and our goal is to have this implemented before the Summer of 2011.
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	Completed revamp of park rules ordinance in 2007-08. In 2008-09, added no smoking in parks to ordinance. New Field Use and Tennis Court Policies were approved. Review of park rules were again completed by the PRCS Commission in Fall 2010.
A.9 Implement environmental conservation methods	Bottle and can recycling containers are available in all City parks and all green waste is recycled. There is a concerted effort of reducing fertilizer and broadleaf herbicide use.
A.10 Maintain current park maintenance levels	Reductions in staff and the elimination of casual support have required changes in maintenance schedules.

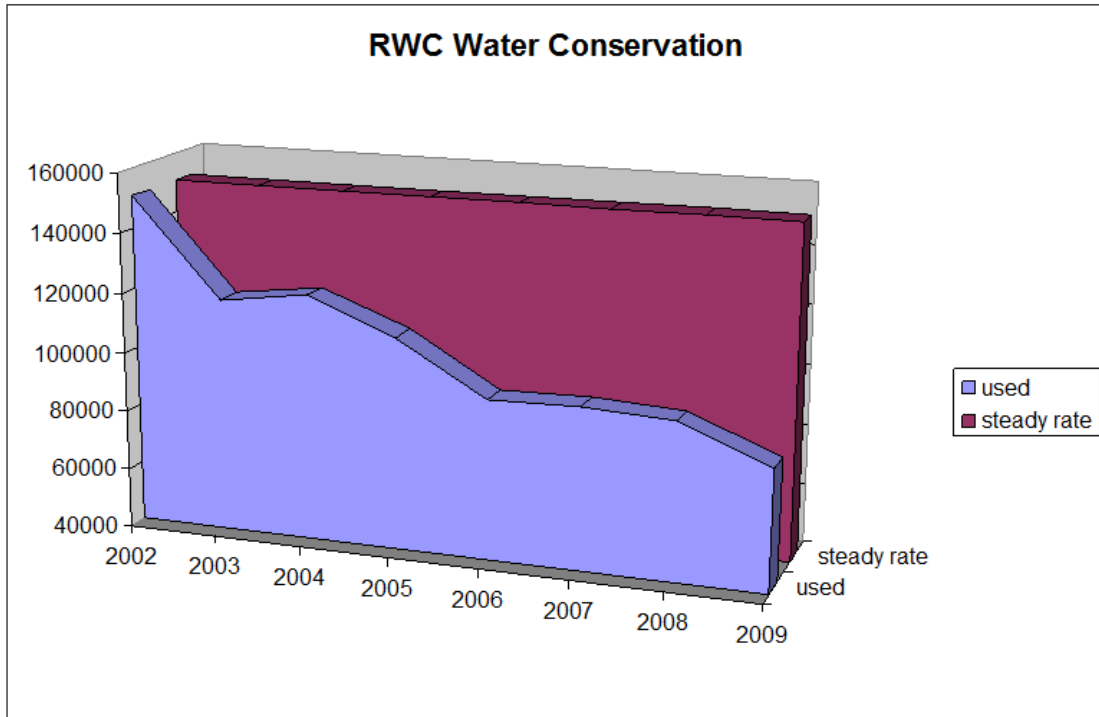
Landscape Services, Valerie Matonis, Manager, vmatonis@redwoodcity.org							
Fiscal Year	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Budget	\$3,596,338	\$3,595,600	\$3,969,544	\$4,163,770	\$4,451,445	\$5,043,304	\$4,685,205
Employees	31	30.35	30.25	30.40	30.00	30.00	26.17
Parks by Type / # of Acres							
Mini	8.48	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	26.74
Community	94.68	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	52.50
Park Acres	182.10	182.40	182.40	182.40	182.40	182.40	182.40
Lndsc. Areas	23.40	23.40	23.40	23.40	23.40	26.80	26.80
Medians	28.70	28.70	28.70	28.70	28.70	28.70	28.70
Total Landscape Areas	234.20	234.50	234.50	234.50	234.50	*237.90	237.90
Lndsc. Water Units (1)	123,687 (2)	127,938	114,388	97,336	107,602	107,616	107,616
% Recycled H₂O	3.9%	3.9%	2.6%	4.1%	15.5%	17.9%	20.3%
Recycled H₂O	24 .00 acres (3)	24.00 acres	24.00 acres	27.47 acres (4)	27.47 acres	42.70 acres (5)	48.51 acres (6)
Artificial Turf	3.9 acres	3.9 acres	3.9 acres	8.9 acres	15.7 acres	16.3 acres	16.3 acres
Internal Customer Survey	3.35/4.00 B+	3.53/4.00 B+	3.41/4.00 B+	n/a	3.62/4.00 B+	3.60/4.00 B+	3.68/4.00 A-

The total reservations issued went down from 964 to 867 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. Red Morton Park Covered Picnic Area under construction March-October 2010.

*New in 2008-09 was the addition of Courthouse Plaza, Theater Way and Redwood Shores Library.

Notes:

1. Water tracked by calendar year, e.g. 2003-04 = 2003.
2. One unit = 100 cubic feet or 748.05 gallons
3. Lido Landscape District, Recycled Water Phase 1
4. Shearwater and Marine Parkway, Phase 1
5. Shell Parkway, Bridge Parkway, Redwood Shores Parkway, Davit Park and Fire Station 20.
6. Seaport Blvd. Landscape (5.5 acres) and Police Facility grounds (.31 acres)



Through the use of conservation best practices, conversion of grass fields to synthetic turf, and collaboration with the Public Works Water Division, the number of units of water the PRCS Department uses has been reduced dramatically since 2002.

Each field conversion from grass to synthetic turf saves, on average, over 1 million gallons of water each year.



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 electronic updates and comprehensive monthly E-news.
B.2	Develop programs that will increase participation in targeted age groups	Programs for toddlers and preschoolers continue, as do wellness programs and pre-retirement programs. Teen programs expanded to include trips, band jams and leadership development opportunities. Courthouse Square events, provided by the PRCS Department, attract over 100,000 participants of various ages to Downtown on an annual basis.
B.3	Increase program participation rates for underserved Redwood City neighborhoods	We serve more than 1,000 children per day in After School Programs on seven school sites. Work on the development of the new Hoover Pool Business Plan began in 2010.
B.4	Increase program cost recovery	Earned revenues have increased from \$1,583,224 in 2003-04 to \$1,817,589 in 2009-2010. (This total includes After School Program Fees to help with cost recovery of those programs)
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	Over 160 Downtown Redwood City events are developed and managed by the PRCS Department. Numerous cultural activities were sponsored including: Fiestas Patrias, Target Family Days, Concerts, Learn to Dance Programs, Movie Nights, Art on the Square, and the Elementary School Art Contest.
B.7	Promote volunteer support of recreation programs.	During Summer 2010, 70 Leaders in Training (ages 13-15) supported summer camp programs, and 42 Junior Lifeguards (ages 13-15) helped in the aquatics program.

**Special Interest Program/Marketing, Jordana Freeman, Manager,
jfreeman@redwoodcity.org**

Fiscal Year	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Budget	\$927,159	\$1,096,151	\$1,125,117	\$1,278,125	\$1,352,155	\$1,406,839	\$1,362,871
Employees	3.00	3.00	3.00	3.75	4.60	5.67	4.90
Online Enrollment/ % of total	4,246	5,461 34%	6,351 31%	7,176 36%	8,459 38%	8,240 34%	6,941 30%
Enrollments		16,181	20,253	19,803	22,537	24,385*	22,950
Facility Visits, Sandpiper	28,866	51,267	63,069	64,623	53,572	51,665	49,000
Youth Club Attendees				90	110	115	120

*After School, Preschool and PAL are not on-line. 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, manages the Sandpiper Community Center and Sandpiper Youth Club operations.



Downtown Event Programs!

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*

Special Interest Program/Marketing—Downtown/Redevelopment, Lucas Wilder, Coordinator, lwilder@redwoodcity.org

Fiscal Year	2006-07	2007-08	2008-09	2009-10
Budget	\$100,000	\$325,509	\$432,160	\$432,160
Employees	1.0	1.5	1.5	1.5
Lunchtime Events	85	80	34	34
Evening Events		81	93	93
Attendance	41,950	78,090	99,010	119,676
Surveys Received			217	335
Good to Excellent Surveys			91%	94%



The PRCS Department is responsible for the planning and management of all Downtown Events. A renaissance has taken place as thousands of people are enjoying the revitalized Downtown and all of the incredible experiences that are offered for FREE and for the enjoyment of people.

Events include:

- Concerts
- Outdoor Movies
- Learn to Dance Programs
 - Jazz on Main
- Special Events like Fiestas Patrias, Salsa Festival, Pet Parade, Zoppe Circus and more!



Sports and Aquatics, Eric Newby, Manager, enewby@redwoodcity.org							
Fiscal Year	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Budget	\$1,650,577	\$1,339,682	\$1,393,559	\$1,420,131	\$1,544,092	\$1,673,372	\$1,568,732
Employees	6.75	5	5	5	4	4.32	4
Youth Sports							
Youth Sport Registrations				1,913	2,139	2,387	2,326
Flag Football				149	158	160	153
Street Hockey				72	84	108	125
Cross Country							50
Girls Volleyball				276	372	420	313
4th/5th Basketball				350	348	332	413
6th, 7th & 8th Basketball				370	440	498	498
Junior Dribblers				72	42	72	51
Soccer				540	540	611	620
Junior Giants				84	105	75	120
Indoor Soccer					50	105	70
Field Permits Issued (Fall)				80	80	85	92
Field Permits Issued (Spring)				71	73	76	79
Aquatics							
Drop In Swim				10,916	12,803	5,872	5,994
Herkner				7,021	8,398	5,872	5,994
Hoover				3,895	4,405	0*	0*
Swim Lessons				1,135	1,041	1,086	1,115
Recommend lessons to others?						99% A	94% A
Adult Sports							
Adult Sport Teams	235	372	336	187	270	307	245 **
RMCC Visits	104,000	131,771	128,511	139,276	130,170	128,722	128,052
<p>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. Hosts many special events including: City Little League Baseball Tournament, 4th of July Fun Run, and CCS Girls Softball Playoffs.</p> <p>*Hoover Pool closed at this time due to budget reduction</p> <p>**Hawes Park closed due to renovation</p>							

The PRCS Department works with nearly two dozen youth sports organizations to manage field use on 22 sport fields for over 3,000 players each year.



Over 140 men's, women's, and co-ed teams participate each year in the Redwood City Softball League.

We operate the largest program on the Peninsula.

1,115 Learn to Swim classes were taught at Herkner Pool in the Summer of 2010.



Over 2,400 kids participate in the PRCS/PAL after school sports program.

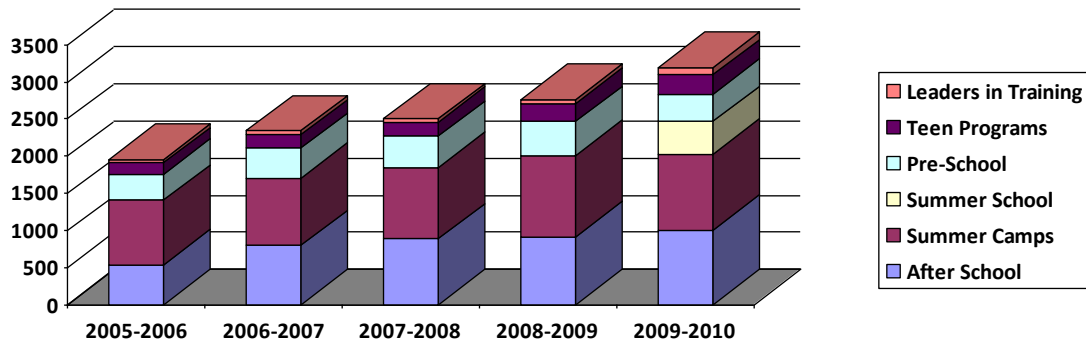
Youth & Teen Services, Adilah Haqq, Manager, asmith@redwoodcity.org							
Fiscal Year	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Budget	\$2,389,089	\$1,781,500	\$1,778,509	\$2,170,218	\$2,320,425	\$2,372,679	2,250,119
Employees	17	8.91	9.25	10	10	26.72	19.82
Seasonal Staff	60-100	60-100	60-100	60-100	60-100	40-60	40-60
Preschool (2.7-5)							
Lil Learners Pre-school						40	46
Summer Pre-School Camps						419	316
Youth (6-12)							
After School Programs (Number of Students/Day, 180 day sessions)							
Fair Oaks	60	90	90	136	162	162	162
Garfield				80	112	112	103
Hawes	60	90	90	136	162	162	162
Hoover	60	60	90	90	90	90	90
John Gill	60	60	90	136	136	136	136
Selby Lane	60	60	90	136	136	136	136
Taft	60	60	90	90	90	114	114
After School # Enrollees	582	642	540	804	888	912	1,003
Summer Youth Camps (4)			870	905	956	1,099	1,020
Summer School Programs							444
Teens (13 +)							
Leaders in Training						37	70
Teen Adventure Camp						145	146
RMCC Teen Center							20-30 (varies)
Total Camp Enrollees			1,526	1,615	1,835	1,700	1,996
Camp Satisfaction			90% Good or Excellent	90% Good or Excellent	95% Good or Excellent	98% 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 elementary schools sites and provide teen after school program at Sequoia High School; manage Youth and Teen Advisory Boards, Leader In Training Program, and support numerous special events for youth including middle school dances, Halloween Spooktacular, and providing kids arts and crafts activities for many of our Downtown events. Eleven former Leaders in Training are working for us as youth development staff.

This past year the Youth and Teen Unit embraced the Youth Development Framework to be the guiding principal to help provide support and opportunities for youth. The framework includes: Safety, Relationship Building, Youth Participation, Community Involvement and Skill Building. Based on a survey given to participants in our after school programs, teen and youth advisory boards and our teen center, youth said our areas of strength were providing a safe environment, community involvement and skill building opportunities.

Youth/Teen Support and Programs

This graph shows the level of service to **individual** youth and teen contacts (non-duplicated) via our registration software system. What is not included are the breakdown of over 22,000 class registrations per age group each year. New summer school programs just began this year.



Child Care Coordination, Kristen Anderson, Coordinator, kanderson@redwoodcity.org						
Fiscal Year	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Budget					\$105,174	\$110,535
Employees	.50*	.50*	.75*	1.0	1.0	1.0
<ul style="list-style-type: none"> • Responded to more than 135 requests for information, referral or technical assistance from parents, preschools/child care, employers, City staff, community agencies, etc. • Sent over 75 “resource messages” to RC community child care/preschool centers and homes: funding, training, program and facility improvement, community events for parents or staff; networking opportunities; City announcements. • Sponsored 16th Annual Preschool Preview Night with Redwood City Mothers Club, Bay Area Parent Magazine and San Mateo County Child Care Coordinating Council (4Cs). • Developed and delivered training on Child Care Facility Maintenance with RC Facilities Maintenance Manager at 4Cs. Twenty-one child care/preschool program directors (or maintenance staff) attended, including several who operate multiple sites. • Identified parent demand for and proposed Spanish immersion preschool program to Department staff. • Participated in Transition-to-Kindergarten Project with Redwood City 2020, Redwood City School District (RCSD), Silicon Valley Community Foundation, and community partners. • Assisted the RCSD Board and staff with Child Development Centers management problems. • For North Fair Oaks (NFO) Community Plan, reviewed and provided child care/early education data for draft Existing Conditions Reports; gathered Department input on parks/recreation section; participated in NFO Plan Advisory Committee meetings. • For Stanford in Redwood City project, worked with Keyser Marston and Planning staff on child care impact assessment and the Precise Plan. Provided assistance to Planning staff on use permits and project proposals (e.g. Woodside Hills Academy, Wonder Years Preschool). Presented General Plan and permit information to RC Family Child Care Network. • Provided information and assistance to Pacific Shores property management to assess feasibility of building a child care facility in existing vacant office space. 						
*Represents City General Fund contribution. Additional contract work supplemented the position.						



Park Program In The Spotlight "Stay Fit and Play a Bit"



BRONZE MEDALIST

In February 2010, the Redwood City Youth Advisory Board (YAB) consisting of nine junior high students, created and led a program they named "Stay Fit and Play A Bit". The goals of the program were: (1) Have fun, (2) Be active and exercise, (3) Learn about healthy food, and (4) Teamwork.

YAB members led 2nd and 3rd grade students from Taft Elementary School in a one week program consisting of group exercises, soccer/ basketball drills, teambuilding, making nutritional snacks, H₂O facts, nutritional trivia, fitness skilled games, and more. At the end, students were awarded a certificate of participation designed by YAB and a T-Shirt from 5 A Day Power Play. The students made thank you cards showing their favorite activities from the week. Robert (9 yrs.) drew a picture of playing basketball which read, "Thank you YAB for giving us a fun week especially Sam & Thomas. I really liked the basketball games." Brenda drew a giant smoothie and said, "The cooking projects and stretching were my favorite".

Since the program, we have seen an increase in team sports participation. Taft had its first girls soccer team in over three years. Students are spreading the word to other students about keeping well hydrated and are still using their water bottles in the After School Program. At Taft, 51% of the students receive free or reduced breakfast and/or lunch. Our After School Program provides a variety of life-enriching programs serving at-risk youth which include fitness, art, homework assistance, nutrition, science and more. The Stay Fit and Play A Bit program was great addition to focus our students on physical fitness. They felt great and had fun! YAB members are hoping to bring the program to more after school programs next year. The program was funded by the fundraising efforts of the YAB members.

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

OBJECTIVES

STATUS

C.1 Increase community service program participation rates for target populations

The Veterans Memorial Senior Center (VMSC) staff has completed the Accreditation process and formed a new non-profit organization with a goal of targeting “younger” seniors to the facility.

Staff has completed the VMSC Scoping Study Report and are embarking on the plan for the renovation/replacement of the Center.

New partnerships have been developed to provide more opportunities for outreach and services. Partner examples include: Ombudsman of San Mateo County, College of Adaptive Arts, and Advocates For Accessible Recreation (AFAR).

C.2 Increase funding

Human Services Staff has secured new grants to support emergency services, stipends for two full-time AmeriCorps volunteers through Public Allies, and expand homelessness prevention services and food programs with one-time Federal Stimulus Dollars.

C.3 Increase participant satisfaction

The Veterans Memorial Senior Center staff created and completed an annual participant satisfaction survey.



Community Services, Bruce Utecht, Manager, butecht@redwoodcity.org							
Fiscal Year	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Budget	\$1,151,962	\$1,148,907	\$1,206,823	\$1,399,216	\$1,414,404	\$1,507,283	\$1,306,577
Employees	15	13.5	13.5	13.5	13.5	8.51	8.5
Volunteers	465	472	497	377	244	254	140
Volunteer Hours	48,464	45,077	48,626	26,095	22,603	22,311	13,726
Vets Bldg. Visits	138,083	154,389	152,000	100,543	111,749	96,000	109,060
Lunches Served						9,325	7,484
Van Trips						3,268	2,077
<p>The Senior Center Staff and volunteers continue to provide all-encompassing programs and activities to seniors with a focal point on well-being through social events, adaptive physical education, recreation classes and volunteerism. The Friends of the Veterans Memorial Senior Center non profit group have sustained its partnership with the City by backing services through activities that take place at the VMSC. We're also proud of our new partnerships forged this past year. The College of Adaptive Arts offers certificate, diploma and community action programs in the performing and visual arts to adults with differing abilities. The Redwood City Special Needs Afternoon Program has activities that focus on positive experiences, learning opportunities, and life skill development for individuals with disabilities. The Adaptive PE Program provides an individualized exercise experience for active adults who wish to remain independent in their lives, but need specialized support to do so. The fourth new alliance has been with the United States Marine Corps. Their recruiting division on the West Coast now has monthly training and drills at the VMSC and the patrons enjoy spending time and having lunch with the Marines.</p>							
Human Services, Teri Chin, Manager, tchin@redwoodcity.org							
Fiscal Year	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Budget	\$1,145,473	\$922,723	\$1,194,651	\$1,320,800	\$1,426,053	\$1,514,452	\$1,565,792
Employees	6.88	7.08	7.08	7.80	7.80	7.92	7.92
AmeriCorps Hours				1,700	1,700	1,500	3,400
Fair Oaks Visits	115,795	105,000	100,000	100,000	100,000	100,000	110,000
Information and Referral/Emergency Services Program							
Households Served	2,620	2,534	2,323	2,109	2,439	2,563	3,068
Service Visits	5,475	5,044	4,877	4,812	5,965	6,609	7,327
Satisfaction Excellent/Good	97%	98%	91%	100%	Not administered	Not administered	94%
<p>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 program for 86 children (ages 1-5) operated by Redwood City Child Development Center, and a Senior Center operated by Peninsula Family Services. The Senior Center provides hot meals, distributes grocery bags to low income seniors, provides case management services, and a variety of health and wellness programs. The work of the Information and Referral Program expanded this past year with the introduction of two Federal stimulus-funded programs; one aimed at preventing homelessness for families and individuals in our community and the other at providing emergency food boxes over a four month period from May-August 2010. The homeless prevention program helped to double the number of households we were able to assist with deposit and delinquent rent assistance – most of whom had recently lost their jobs and were struggling to get back on their feet. The emergency food program made it possible to provide 5,500 emergency food boxes to approximately 700 unduplicated families during the four months of the program. Other special programs at the Center include: a monthly family food distribution, Annual Holiday Toy and Book Program, Trees of Joy, the Mexican Mobile Consulate, Day of the Child Event, and most recently, OYE 2010 – the first Latino Youth Conference for Redwood City and North Fair Oaks. Lastly, the Human Services Unit manages the Human Services Financial Assistance Program which provides funds to local non-profits to provide basic human services to over 10,000 unduplicated Redwood City households.</p>							

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. The VMSC Scoping Study has been completed and was presented to City Council. A Historical Resources Report on the Center was also completed, approved and is now being filed with the State’s Department of Parks and Recreation. The next step is a Site Analysis, Partnership, and Funding Plan.
D.2 Maintain facility maintenance 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	Department staff continues to work closely with staff from other City departments on facility and park renovation projects.



The Veterans Memorial Senior Center was built in 1956. This well-loved building is due for renovation and staff and Commission members are working on long term planning for the Center and adjacent buildings and pool.

Custodial Services, Talitha Braun, Supervisor, tbraun@redwoodcity.org							
Fiscal Year	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Budget	\$1,151,962	\$1,228,854	\$1,307,604	\$1,359,655	\$1,412,589	\$1,604,925	\$1,635,177
Employees	15.00	13.60	13.60	13.60	14.00	14.62	14.00
Square Feet/ FTE Cleaned	20,222	21,447	21,596	21,903	23,726	22,462	24,294
Customer Survey	3.02 B	3.27 B	3.18 B	n/a	3.34 B+	2.90 B-	3.32 B

Custodial Services Staff clean approximately 340,112 square feet of buildings including: 4 child care facilities, 5 community centers, 4 libraries, 2 swimming pools, the Downtown Square restrooms, Fire administration, the Municipal Services Center, Redwood Shores Maintenance Facility, the Police Facility and City Hall.

The staff has continued using the “green seal” products to maintain our commitment to protecting the environment.

Facilities Services, Daniel Burton, Manager, dburton@redwoodcity.org							
Fiscal Year	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Budget	\$1,408,040	\$1,225,694	\$1,235,805	\$1,259,776	\$1,434,779	\$1,515,593	\$1,592,763
Employees	9.35	8.61	6.6	6.78	7.78	7.00	7.0
Customer Survey	3.43 B+	3.36 B+	3.42 B+	n/a	3.61 B+	3.60 B+	3.60 B+
Work Orders	2,689	2,730	2,782	2,841	3,338	3,299	3,490

This section is responsible for 817,383 square feet of facilities, parks and their equipment including: City Hall, the Police Facility, 5 fire stations, 5 community centers, 2 swimming pools, 3 libraries, the Municipal Services Center, Redwood Shores Maintenance Facility, 2 downtown parking facilities, elevators and all playground equipment, park fencing, barbeques, signage, lighting and water play features, and 13 park restrooms.



The International Facilities Manager’s Association (IFMA) reports that the national average of square feet maintained by a building maintenance person is between 45,000-50,000 square feet. Each of our PRCS Building Maintenance staff maintain over 90,000 square feet.



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

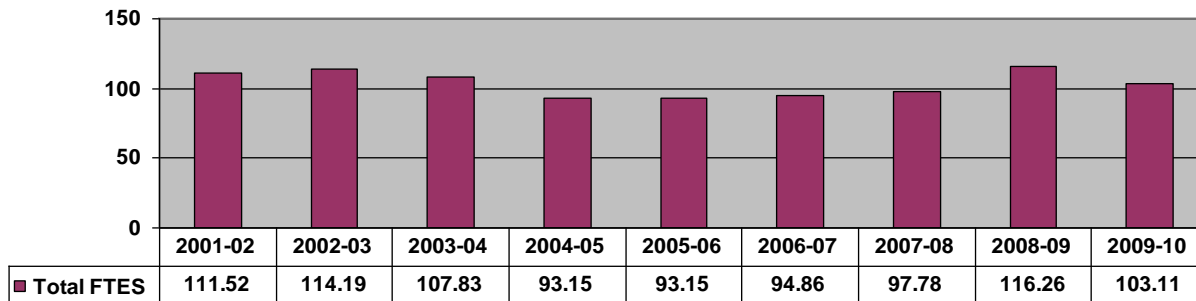
STRENGTHS	WEAKNESSES
Teamwork!	Marketing ourselves
Knowledgeable, competent and caring staff	Need to consider ways to expand use of volunteers
Staff reflective of the community	Overload of responsibilities
Can do attitude combined with a sense of humor	Can do attitude (taking on too much) in a world of dwindling resources
Ability to raise outside funds and build strong partnerships	
Support of active City Council appointed Commissions focused on making informed policy recommendations	
OPPORTUNITIES	THREATS
Developing more partnerships	Impacts of the economic recession on staffing levels “burn-out” issues
Strengthening our Green practices which translates in the \$ savings and conservation advocacy	Core Services and Parks—how we can we inform the public better?
Volunteers (park patrol, seniors, youth)	Heavy use of parks makes maintenance standards difficult to achieve

ORGANIZATION STATUS UPDATES

E.1 Maintain and increase staff engagement

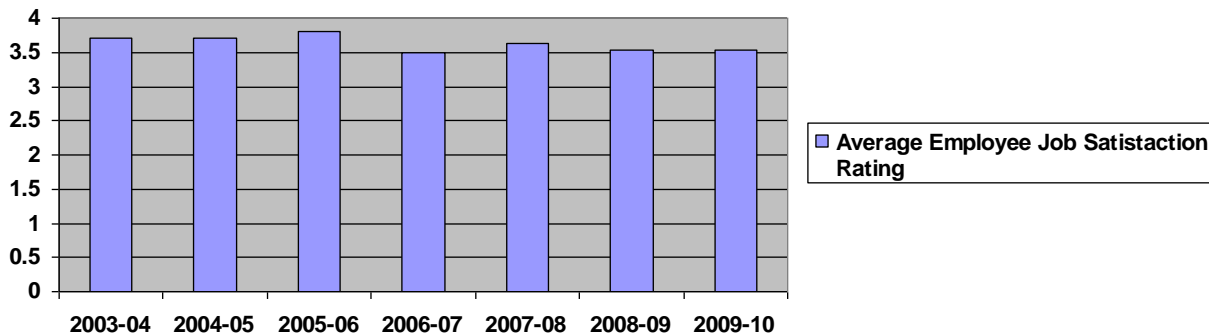
Employee Count

The full time equivalent position count rose by 18.48 positions in FY 2008-2009 as a result of labor negotiations which moved otherwise 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 City-wide 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.



Congratulations on Service Awards

10 Year

Antonio Morales	Maintenance Custodian
Lorenzo Gibson	Maintenance Custodian
Jose Solis	Landscape Gardener
Alex Espinoza	Landscape Gardener
Patty Potter	Administrative Clerk II
Joe Fagundes	Maintenance Custodian
Miguel Jimenez	Landscape Gardener
Juan Ochoa	Landscape Gardener
Glenn Fukudome	Landscape Gardener

15 Year

Adilah Haqq	Youth and Teen Manager
Francisco Espinoza	Landscape Supervisor

20 Year

Bruce Utecht	Community Services Manager
Joel Newby	Facility Leader
Denise Monroe	Administrative Assistant
Jose Farias	Landscape Gardener

25 Year

Daniel Burton	Facilities Manager
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Best Wishes on Promotions

Norma Lomeli	Administrative Clerk II to Secretary (to Building, Infrastructure & Transportation Department)
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Retirements

Corinne Centeno	PRCS Director (33 years of service)
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Workplace Safety

Safety is our number one concern, and ensuring a safe work environment is critical to maintain efficiency and morale of our hard working staff . Mandatory employee safety trainings are regularly scheduled throughout the year.

PRCS	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
# of claims	25	21	20	22	13	8	13	10
Hours Lost	2,683	368	482	1,115	142	0	983.8	457.30

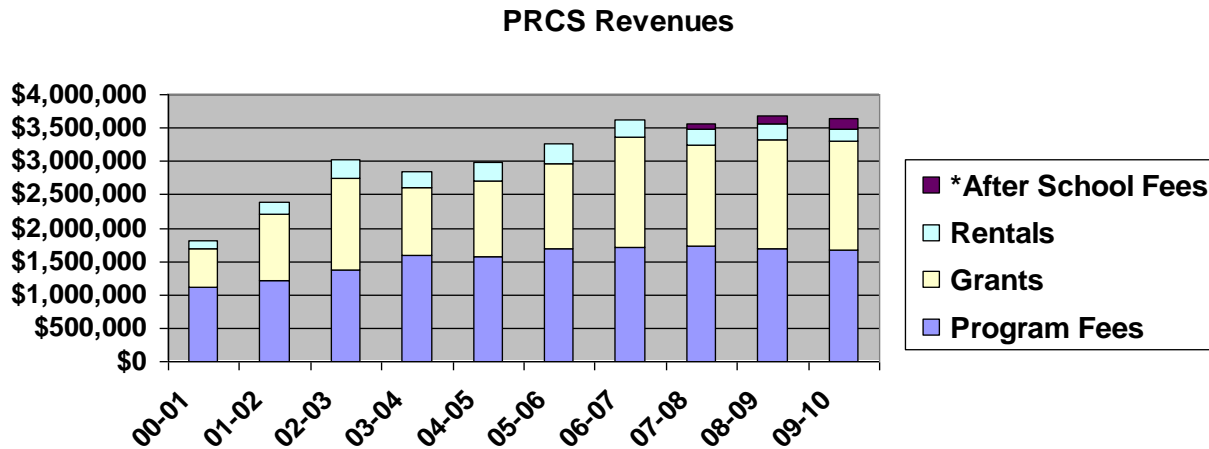


E. 2 Develop performance measures for all program elements

We are getting better at 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. Currently, we are developing an “Energy and Water Conservation Dashboard” which we will share with the community.

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 at or over the \$3.5 million dollar mark since the 2006-2007 fiscal year.



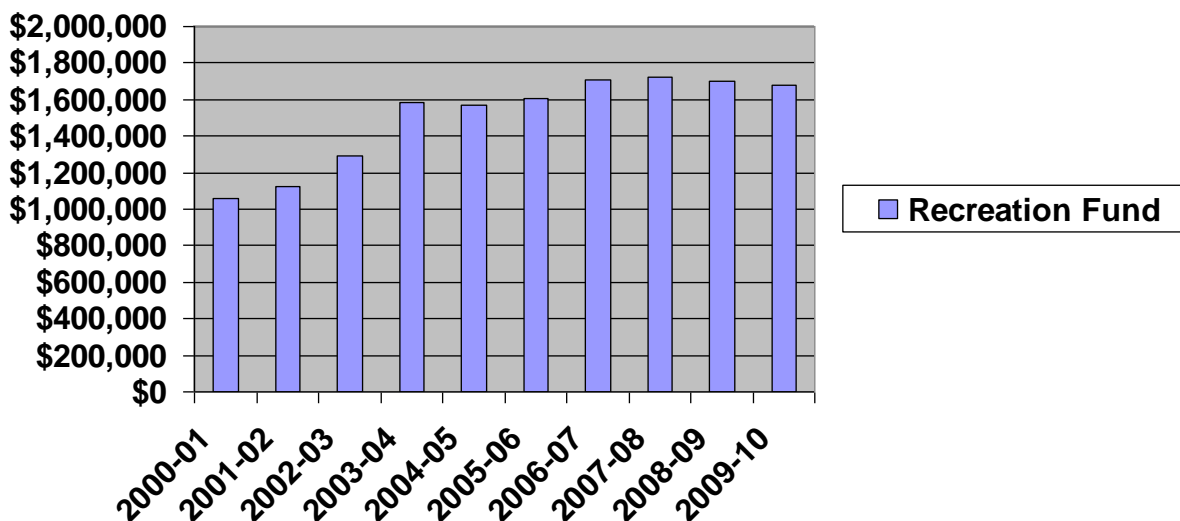
Revenue Sources Detail

Fees

Fees for classes and programs generated by the Department have **remained relatively flat over the last few years**. Given the economic recession, we are pleased that these numbers have remained relatively strong.

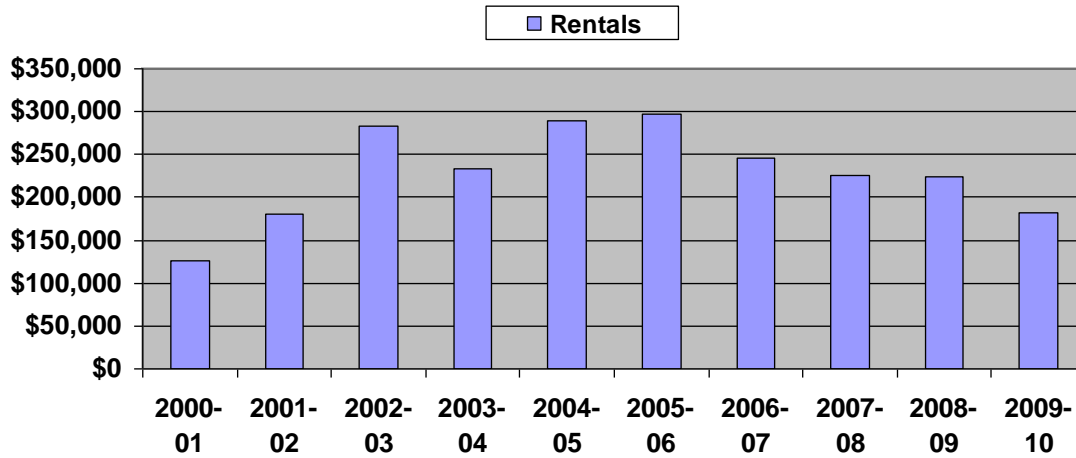
In FY 09-10, **\$1,675,864** in class and program fees were generated

*After School Fees, at a minimal \$20/mo per child, were instituted to help offset costs to the General Fund.



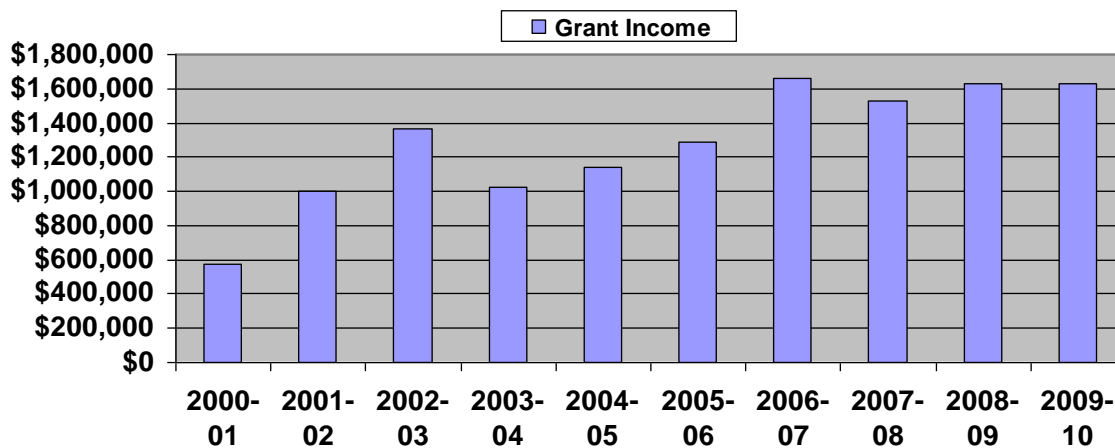
Rentals

Rental fees for private parties were revised for the first time in more than 10 years in the 2004-2005 fiscal year. In 2007-08, we lost a standing Sunday rental of the Sandpiper Community Center, and we saw a decline in overall rental requests through 09-10.



Grants

After School Program grants, coming through 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, homeless prevention services and outreach.



E. 4 Productivity and Organizational Effectiveness

Fiscal Year	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Parks & Facilities Division						
Budget	6,050,148	6,512,953	6,783,201	7,298,813	8,163,822	7,913,145
Employees	54.70	50.86	50.46	50.98	52.62	48.14
Recreation and Community Services Division						
Budget	6,192,305	6,698,659	7,588,490	8,057,129	8,474,625	8,053,744
Employees	48.33	37.49	37.89	39.08	43.60	49.17
Administration						
Budget	671,561	695,897	867,209	913,964	1,063,540	1,117,405
Staff	4.80	4.80	4.80	4.80	5.80	5.80

Overall PRCS Department Budget						
Fiscal Year	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Total Budget	\$12,914,014	\$13,907,509	\$15,238,900	\$16,269,906	\$17,701,987	\$17,084,294
Δ from prior	-1,166,867	+993,495	+1,331,391	+1,031,006	+1,432,081	-617,693
%, +/-	-8.3%	+7.7%	+9.6%	+6.8%	+8.8%	-3.4%
Total Staff	93.15	93.15	94.86	97.78	116.26	103.11
Δ from prior	-14.68	0.00	+1.71	+2.92	*+18.48	-13.15
* Represents transfer of hourly employees to permanent part-time status.						



Budget Fund	09-10 Budget	09-10 Expenditures	Balance	% of Budget	Revenue or Offset
140 Recreation Fund (Program Revenue)	\$1,569,237	\$1,585,692.89	(\$16,455)	101%	\$1,675,864
General Fund	\$13,492,751	\$13,219,828	\$272,923	98.02%	\$1,993,918
214 Lido Landscape	\$220,450	\$207,602	\$12,847	94.17%	
215 Seaport District	\$162,414	\$161,621	\$793	99.51%	
780 Internal Service	\$3,208,679	\$3,343,141	(\$134,462)	103.57%	
All Funds Total	\$17,084,294	\$16,932,192	\$152,101	99.11%	\$3,669,782

The graph below depicts the five different sources of revenue for the Parks, Recreation and Community Services Department budget. A total of 21.6% of the budget (or \$3,669,782) comes from program fees, rentals, grants, and contracts; and another 18.9% (or \$3,208,679) comes from charges to ourselves and other City departments for Building Maintenance and Custodial Services.

General Fund support has been reduced by 5% in the past year from 66% in FY 2008-2009 to 61% in FY 2009-2010.



E 5. Enhance Commission and Advisory Group Operations

Civic Cultural Commission

In the 09-10 Fiscal Year, the Civic Cultural Commission provided \$35,910 in grants of \$1,000 or more to 11 organizations and \$10,381 in small grants of less than \$1,000 to 12 groups. Grants supported the PAL Blues Festival, the Redwood City Education Foundation's Music for Learning Program, the Latino Film Festival, the Historic Resources Advisory Committee's Path of History Project, the Fiestas Patrias event, Hometown Holidays and the Arts & Olive Festival.

The annual art contest with the theme "Living in the Future" was held and involved grades K-8 from 18 public and private Redwood City schools. A total of 1,322 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 Bird Bath Fund.

Housing and Human Concerns Committee

The Committee has played a key role in creating the new General Plan Housing and Building Community Elements and worked with staff and consultant to complete Consolidated Plan for the use of Federal dollars received by the City for 2010-2015. In FY 09-10, the Committee reviewed and recommended Council approval of funding for 32 organizations for \$1.2 million in Federal Community Development Block Grant (CDBG)/HOME funds and \$231,594 in General Fund dollars to provide homeless services, homeless prevention services, low income housing, and other basic human services to Redwood City residents.

Parks, Recreation and Community Services Commission

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 Field, revised the rates and terms for picnic area rentals and approved the updated field and tennis court reservation policies.

Senior Affairs Commission

The Scoping Study for the replacement of the Veterans Memorial Senior Center was approved by City Council, and this Commission continues to encourage seniors to visit the Downtown. Developing ways to engage more of the senior population in community affairs were among the important activities of the Commission in 2009-2010.

Public involvement is crucial to the City's decision-making process, and these appointed advisory bodies are an important and valued part of City government. By advising the City Council and staff, bringing new ideas to the table, and representing all of the diverse elements of our community, members of our boards, commissions, and committees will be helping our City Council to make the best, most informed decisions possible, for the benefit of the entire Redwood City community.

The Parks, Recreation and Community Services Department thanks each Commissioner, Board Member, and Committee Member for their valued time and support!

Youth Advisory Committee (YAC) & Teen Advisory Committee (TAC)

Bringing Youth Together for Good in the Community!

Our Youth and Teen Advisory Boards 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.

Youth Advisory Board

Youth Advisory Board (grades 6-8) consists of 14 members from all areas of Redwood City. This group volunteered approximately 1,232 hours from September through June on various activities and programs for youth. Our Youth Advisory Board was recognized by receiving the “**Bronze Medal**” for outstanding efforts in helping to reduce youth obesity, from the California Governor’s Council on Physical Fitness and Sports, for their program “Stay Fit and Play A Bit”.

Teen Advisory Board

Teen Advisory Board (grades 9-12) consists of 31 members from local high schools. This group volunteered approximately 986 hours from September through June on various community service projects, and programs for teens. The Teen Advisory Board collaborative with John Gill After School Program developed the “STORIES” Program which involved high school students teaching kids how to read directly in our elementary schools.



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 over 320 different organizations in the community.

Art and Historical Organizations

- | | |
|--|---|
| 1. Ballet America | 14. Redwood City Art Center |
| 2. Casa de Cultura Quetzacoatl | 15. Redwood City Community Theater |
| 3. Grupo MAAC | 16. Redwood City Education Foundation |
| 4. Historic Resources Advisory Committee | 17. Redwood Symphony |
| 5. Historic Union Cemetery Association | 18. San Jose Jazz Society |
| 6. Latino Leadership Council | 19. San Mateo Comm. Colleges Foundation |
| 7. Miss Redwood City Organization | 20. San Mateo County Historical Association |
| 8. Music for Minors | 21. Sequoia Art Group |
| 9. Northern California Bluegrass Society | 22. Sequoia High School Alumni Association |
| 10. Peninsula Arts Council | 23. Sequoia Veterans Memorial Committee |
| 11. Peninsula Symphony | 24. Society of Western Artists |
| 12. Peninsula Youth Orchestra | 25. West Bay Community Band |
| 13. Redwood City Archives Board | |

Business Community

- | | |
|-----------------------------|---|
| 1. Allied Waste | 15. Oracle Corporation |
| 2. All Phase Builders | 16. Port of Redwood City |
| 3. Amgen | 17. Provident Credit Union |
| 4. Astound! | 18. Redwood city/San Mateo County Chamber of Commerce |
| 5. Bay Area Parent Magazine | 19. San Bruno Garbage |
| 6. BeasWa Productions | 20. San Mateo County Board of Realtors |
| 7. Cargill Corporation | 21. San Mateo Credit Union |
| 8. Chipotle | 22. Seaport Industrial Association |
| 9. Downtown Business Group | 23. Target Stores |
| 10. First National Bank | 24. Verde! |
| 11. Harry's Hofbrau | 25. Wells Fargo Bank |
| 12. Kohl's | 26. Wegman's Nursery |
| 13. Labardie Productions | 27. Whole Foods |
| 14. NorCal Waste | |

Environmental/Horticultural

- | | |
|---|---|
| 1. ACTERRA | 5. Peninsula Rose Society |
| 2. City Trees | 6. Pesticide Applicators Professional Association |
| 3. Peninsula-San Francisco Camellia Society | 7. V-O-Cal, Volunteers for Outdoor California |
| 4. Peninsula Orchid Society | 8. San Mateo County Pollution Prevention Program |

Faith Based Groups

- | | |
|------------------------------------|------------------------------------|
| 1. Fully Alive Church | 9. Peninsula Free Methodist Church |
| 2. Immaculate Heart of Mary Church | 10. Peninsula Interfaith Action |
| 3. Jewish Literacy Coalition | 11. Redeemer Lutheran Church |
| 4. Menlo Park Presbyterian Church | 12. Shinnyo-En Buddhist Temple |
| 5. Mt. Carmel Church | 13. St. Ambrose Episcopal Church |
| 6. Peninsula Covenant Church | 14. St. Joseph's School |
| 7. Peninsula Clergy Network | 15. St. Pius Church |
| 8. Peninsula Christian Center | 16. St. Vincent De Paul Society |

Health Care Organizations

- | | |
|--|---|
| 1. AIDS Community Research Consortium | 13. Network of Community Health Promoters |
| 2. American Cancer Society, Relay for Life | 14. Northern California Kidney Foundation |
| 3. American Heart Association | 15. Outreach Workers to Health Care Organizations |
| 4. American Red Cross, Bay Area | 16. Peninsula Center for the Blind |
| 5. El Concilio of San Mateo County | 17. Planned Parenthood |
| 6. Five-A-Day Program, UC Berkeley | 18. Self Help for the Hard of Hearing |
| 7. Golden Gate Regional Center (GGRC) | 19. Sequoia Health Care District |
| 8. Home Instead Senior Care | 20. Sequoia Hospital |
| 9. Nuestro Canto de Salud | 21. Sequoia Wellness Center |
| 10. Kaiser Hospital | 22. Stanford Hospital and Clinics |
| 11. Lucille Packard Children's Hospital | 23. Stanford/VA Alzheimer's Research |
| 12. Mills Hospital | 24. Veterans Hospital, Palo Alto |

Neighborhood /Community Organizations

- | | |
|--|--|
| 1. The Book Group | 12. Redwood Budgie Hobbyists |
| 2. Farm Hill Neighborhood Association | 13. Redwood City International |
| 3. Home Schooling Program | 14. Redwood City Mother's Club |
| 4. Inter-Service Club Coordinating Council | 15. Redwood City PAL |
| 5. Kentfield Commons Homeowners Association | 16. Redwood Shores Comm. Association |
| 6. League of Women Voters | 17. Redwood Village Neighborhood Association |
| 7. Martin Luther King, Jr. Celebration Committee | 18. Sequoia Gem & Mineral Society |
| 8. Mid-Peninsula Parents of Multiples | 19. Sequoia Stamp Club |
| 9. Notre Dame AmeriCorps | 20. Shore Dogs Club |
| 10. Peninsula Celebration Association | 21. Tuesday Night Quilters |
| 11. Pride and Beautification Committee | 22. United for Aguililla |

Non-Profit Agencies

- | | |
|--|---|
| 1. Alanon | 29. Narcotics Anonymous |
| 2. American Civil Liberties Union | 30. Neurotics Anonymous |
| 3. Atkinson Foundation | 31. Overeaters Anonymous |
| 4. Bay Area Gardeners Foundation | 32. Peninsula Conflict Resolution Center |
| 5. Casa de Redwood | 33. Peninsula Family Service |
| 6. Catholic Worker House | 34. Peninsula Volunteers, Rosener House |
| 7. Center for the Independence of the Disabled | 35. Peninsula Volunteers—Meals on Wheels |
| 8. Child Care Coordinating Council of San Mateo County | 36. Public Allies, Silicon Valley |
| 9. Community Education Center | 37. Redwood City Child Development Ctr. |
| 10. Community Network for Youth Development | 38. Redwood City Education Foundation |
| 11. CORA (Community Overcoming Relationship Abuse) | 39. Riekes Center |
| 12. El Centro de Libertad | 40. Salvation Army |
| 13. Ellipse, Peninsula AIDS Program | 41. Samaritan House, Free Clinic and Safe Harbor Shelter |
| 14. Family Connections Pre-School | 42. San Francisco Foundation to Non-Profit Agency |
| 15. Grove Foundation | 43. Season of Sharing, San Francisco Chronicle |
| 16. Habitat for Humanity | 44. Second Harvest Food Bank |
| 17. Hands On Bay Area | 45. Service League of San Mateo County |
| 18. Housing Industry Foundation | 46. Shelter Network |
| 19. Human Investment Program | 47. Silicon Valley Community Foundation |
| 20. International Institute | 48. Spanish Literacy Program |
| 21. John Gardner Center at Stanford | 49. Stanford University Legal Clinic |
| 22. KaBOOM | 50. St. Anthony's Dining Room |
| 23. Kainos Home & Training Center | 51. St. Francis Center |
| 24. KARA, Grief Support | 52. Tax-Aid |
| 25. La Raza Centro Legal | 53. Teen Talk Sexuality Education |
| 26. Legal Aid Society | 54. Thrive, The Alliance of Non-Profits of San Mateo County |
| 27. Mental Health Association | 55. Women's Action to Gain Economic Security (WAGES) |
| 28. Mission Hospice | |

Pet Care and Animal Rescue Organizations

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| 1. Afghan Hound Rescue | 7. San Mateo K-9 Social Club |
| 2. Golden Gate Basset Rescue | 8. Nor Cal Golden Retriever Rescue |
| 3. Group Education to Protect and Defend Animals | 9. Northern California Ferret Alliance |
| 4. Homeless Cat Network | 10. Nine Lives Foundations |
| 5. Humananimal Connections | 11. Shore Dogs Club |
| 6. Peninsula Humane Society | |

Professional Organizations

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| 1. Amateur Softball Association | 10. Pesticide Applicators Professional Association |
| 2. Bay Area Gardeners Association | 11. Redwood City Teachers Association |
| 3. Bay Area Pool Operators | 12. Retired Public Employees Association |
| 4. California Parks & Recreation Society | 13. SANCRA, Sport Association of Northern California Recreation Agencies |
| 5. Communication Workers of America | 14. San Mateo County Retired Public Employees |
| 6. International Facility Management Association | |
| 7. Landscape Supervisors Forum | |
| 8. National Active and Retired Federal Employees | |
| 9. National Recreation & Park Association | |

Public Agencies

- | | |
|---|--|
| 1. Belmont-Redwood Shores School District | 8. Notre Dame de Namur University |
| 2. Cañada College | 9. San Mateo Countywide Water Pollution Prevention Program |
| 3. Child Care Partnership Council of San Mateo County | 10. Police Activities League |
| 4. Consulate of El Salvador | 11. Peninsula Congestion Relief Alliance |
| 5. Consulate of Guatemala | 12. Redwood City 2020 |
| 6. Consulate of Mexico | 13. Project Read, Redwood City Library |
| 7. County of San Mateo | 14. Redwood City Family Centers |
| • Adult Probation | 15. Redwood City School District |
| • Aging & Adult Services | 16. SAM TRANS |
| • Court Worker Program | 17. SAM TRANS—Senior Mobility Action Plan |
| • Election Polling Spaces & Officer Training | 18. San Mateo County Office of Education |
| • Environmental Management, Composting Program | 19. San Francisco Public Utilities Commission |
| • Health | 20. Sequoia Union High School District |
| • Housing Department | 21. Adult School |
| • Housing Authority | 22. Sequoia High School |
| • Human Resources | 23. Sequoia Migrant Youth |
| • Human Services | 24. Woodside High School |
| • Juvenile Probation | 25. State of California, Golden Gate Regional Center |
| • Office of Emergency Services | 26. USMC, 7th Marine Regiment |
| • Parks | 27. U.S. Postal Service |
| • Sheriff's Office | |

Senior Groups

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| 1. AARP #746 | 9. Ombudsman Program of SMC |
| 2. AARP #3137 | 10. Retired Senior Volunteer Program |
| 3. AARP Driver Safety Program | 11. Rosener House, Adult Day Care |
| 4. AARP Tax Preparation | 12. San Mateo County Para Transit |
| 5. Adult Abuse Collaborative | 13. Senior Forum |
| 6. Family Caregiver Alliance | 14. Senior Care Facilities: Bonnie Brae, Devonshire Oaks, Gordon Manor, Woodside Terrace |
| 7. Friends of the Veterans Memorial Senior Center | 15. Veterans Memorial Senior Center Card Players |
| 8. Fun After Fifty Club | |

Service and Fraternal Groups

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| 1. American Legion, Post #828 | 9. Redwood City Woman's Club |
| 2. Disabled American Veterans #16 | 10. Rotary Club of Redwood City |
| 3. National Sicilian American Foundation | 11. San Mateo K-9 Social Club |
| 4. Native Daughters of the Golden West,
Bonita Parlor #10 | 12. Sons of Italy |
| 5. Optimist Club of Redwood City | 13. Veterans of Foreign Wars #2315 |
| 6. Peninsula Hills Women's Club | 14. Toastmasters |
| 7. Redwood City Kiwanis | 15. Woodside Octagon Club |
| 8. Redwood City Sunrise Lions | 16. Woodside Terrace AM Kiwanis |

Sports Organizations

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| 1. American Legion Baseball | 21. RC AYSO |
| 2. Belmont /Redwood Shores AYSO | 22. RC Highlanders Little League |
| 3. Belmont/Redwood Shores Baseball | 23. RC National Little League |
| 4. Bocce Ball Players Group | 24. RC Girls Fast Pitch (RCGSL) |
| 5. Central Coast Section HS Federation | 25. RC Renegades Basketball |
| 6. Club Arsenal | 26. RC Senior Softball |
| 7. Juventus Sport Club/CYSA | 27. RC Youth Sports League (PAL) |
| 8. Madera Roja Soccer | 28. Red Morton Raider Tennis |
| 9. Mid-Peninsula Soccer | 29. Redeemer Lutheran School |
| 10. Mid-Peninsula Strikers | 30. Redwood Shores Tennis Club |
| 11. Mt. Carmel & St. Pius Baseball | 31. SANCRA |
| 12. Nativity School | 32. SAY Baseball |
| 13. Nor Cal Special Olympics | 33. SAYSO Soccer |
| 14. Nor Cal Sting Baseball Club | 34. Sequoia High School Baseball and Tennis Teams |
| 15. PAPHY Adult Soccer | 35. Sheriff's Activities League (SAL) |
| 16. Peninsula Juniors Volleyball Club | 36. Spanish Soccer League |
| 17. Peninsula Sports Officials Assoc. (PSOA) | 37. Summit Prep High School |
| 18. Pony Colt Baseball League | 38. Woodside Hills Christian Academy |
| 19. Pop Warner Football | |
| 20. RC American Little League | |

Youth Service Providers

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| 1. BAWSI Girls | 13. Menlo School |
| 2. Boys and Girls Club of the Peninsula | 14. Peninsula Covenant Community Center |
| 3. Boy Scouts of America | 15. Power Play |
| 4. Children's Creative Learning Center | 16. SCORE |
| 5. Community Network for Youth Development | 17. Sequoia Teen Resource Center |
| 6. Fresh Lines for Youth | 18. Sequoia YMCA |
| 7. Friends for Youth | 19. Sparks |
| 8. Girl Scouts of America | 20. Sports for Kids |
| 9. Hidden Villa | 21. Team Up for Youth |
| 10. Institute for Human and Social Development,
Head Start | 22. Tutor Works |
| 11. Kids in Partnership | 23. Wildlife Association |
| 12. Marine Science Institute | 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

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