



**Redwood City 2020 Leadership Council Members**  
Diane Howard, City of Redwood City  
Shelly Masur, City of Redwood City  
Warren Slocum, County of San Mateo Board of Supervisors  
Milbrey McLaughlin, John W. Gardner Center  
Stacey Wagner, Kaiser Permanente  
Alisa MacAvoy, Redwood City School District  
Hilary Paulson, Redwood City School District  
Gerald Shefren, Sequoia Healthcare District  
Carrie DuBois, Sequoia Union High School District  
Alan Sarver, Sequoia Union High School District

**Redwood City 2020 Leadership Council Meeting**  
**Redwood City Main Library, Community Room (2<sup>nd</sup> Floor)**  
**1044 Middlefield Road, Redwood City**  
**Wednesday, January 18, 2017**  
**9:00am – 10:30am (Public Meeting)**

**Executive Summary of the Leadership Council Meeting Minutes**

- **Welcome and Introductions**
- **Communications:** There were no oral communications or public comments.
- **Draft Minutes:** The October 19<sup>th</sup>, 2016 meeting minutes were approved as submitted.
- **Redwood City 2020 Chairperson Update**
  - Jana Kiser is still out on medical leave, but her health is generally improving.
  - The San Mateo County Community Action Rally is planned for Saturday, January 21<sup>st</sup>, from 11am to 1pm on the Courthouse Square.
  - An event to support progressive values will be at Devil's Canyon Brewery on January 18<sup>th</sup>.
- **Project Updates**
  - The Redwood City Together Community Dinner and Dialogue will be March 29<sup>th</sup> from 5:30pm to 8pm in the Sequoia High School Multipurpose Room.
  - The Socios for Success family engagement initiative has launched a Community Mobilization Team (CMT) at the McKinley Institute of Technology.
  - A first draft of resource inventories of food, early childhood education, adult education, and mental health has been produced.
- **Ad Hoc Committee Reports**
  - The President's Breakfast fundraising event will be held on February 15<sup>th</sup>.
  - The goal of the event is to raise \$10,000; Rich Gordon will be the master of ceremonies and Steve Bono will be the keynote speaker.
- **Presentation on Digital Equity**
  - The Redwood City and NFO community does not have equal access to technology or the internet and school districts are spending a lot of energy to support digital access for all.
  - Many possible solutions have met with limited success; a coordinated solution involving City and County leadership may prove more effective at meeting this significant challenge.
- **Member Announcements/Good News/Kudos**
  - Diane Howard will be hosting a fundraising event for the Sequoia YMCA from Wednesday March 29<sup>th</sup> until April 2<sup>nd</sup>.
  - Kaiser Hospital sponsored a Martin Luther King Jr project at Taft which attracted 65 volunteers and did some great work.
- **Next Steps and Meeting Closure**
  - Alan Sarver announced the next Leadership Council meeting would be March 15<sup>th</sup>, 2017.

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**9:00am – 10:30am (Public Meeting)**

**Leadership Council Meeting Minutes**

**Leadership Council Members Present:** Diane Howard, Alisa MacAvoy, Shelly Masur, Hilary Paulson, Alan Sarver, Gerald Sheffren, Stacey Wagner

**Executive Team Members Present:** John Baker, Amy Gerstein, Jim Lianides, Lee Michelson

**Others Present:** Bridget Baron, Elena Betts, Christine Bywater, John Crowell, Bob Fisher, Kathy James, Madeleine Kane, Roselyn Miller, Jemima Oso, Matthew Reeves, Robin Rodricks, Karyn Warner,

**Welcome and Introductions**

- Alan Sarver welcomed all in attendance and introductions were given by everyone present.

**Oral Communications**

- There were no oral communications.

**Draft Minutes**

- Alan Sarver requested approval of the draft minutes from the Leadership Council meeting held on October 19th, 2016.
  - There were no changes or omissions suggested.
  - Hilary Paulson motioned for approval of the minutes and Diane Howard seconded.
  - The motion was unanimously approved.

**Redwood City 2020 Chairperson Update**

- Alan Sarver stated that Jana Kiser is still out on medical leave. He gave an update that she has been experiencing ups and downs but is generally moving forward and will hopefully be back in mid-February for the Executive Team meeting and breakfast fundraiser.
- Alan Sarver announced that the San Mateo County Community Action Rally would be held on Saturday January 21<sup>st</sup>, from 11am to 1pm on the Courthouse Square.
  - Alan Sarver said the organizing team has been working with a number of elected officials and community leaders spread across San Mateo County from Belmont to Redwood City.
  - Alan Sarver added that the event would be held in conjunction and in support of the Women's Rallies happening around the country.
  - Alan Sarver continued that the intent is to set a tone of positive action, identify issues of concern moving forward, and to emphasize thinking globally and acting locally.
  - Alan Sarver added that this is a critical time for the Bay Area, San Mateo County, and California to step forward into a role of positive leadership to address crucial concerns regarding the environment, education, healthcare, religious tolerance, LGBTQ+ issues, immigrants, and women's rights; he said there is evidence that these areas are going to be

challenged at the federal level, so it is important that the community does more than just express concerns, but takes action and moves forward together.

- Alan Sarver said that Redwood City 2020 will be represented at a table, and all organizations are welcome to attend.
- Alan Sarver continued that the goal of the event is to fill the Courthouse Square with community members, speakers, and keep tables around the periphery for organizations to connect and engage with community members; the organizations will be providing opportunities for community members to sign up for volunteer work, interact with their neighbors and community leaders, and donate.
- Flyers for the event were passed out.
- Alan Sarver noted that 250 people signed up to attend the Facebook event and said the event would happen rain or shine.
- Shelly Masur announced that a similar fundraising event would be held at Devil's Canyon Brewery that evening; local community leaders and elected officials were organizing a benefit for Merge CA, National Resources Defense Council, Samaritan house, and International Institute of the Bay Area to reaffirm progressive values and commit to positive actions moving forward.

## **Project Updates**

- Redwood City Together
  - Jemima Oso gave a project update on Redwood City Together, Redwood City 2020's welcoming and action planning initiative.
  - Jemima Oso thanked the Leadership Council for their support in the years past. She informed the group that Redwood City Together has three focus areas: dialogues, highlighting welcoming best practices through Welcoming Star awards, and supporting youth-led conferences and fundraisers.
  - Jemima Oso announced that the 4<sup>th</sup> annual Community Dinner and Dialogue would be March 29<sup>th</sup> from 5:30pm to 8:00pm in the Sequoia High School Multipurpose Room; she noted that a flyer was included in the meeting packet and she would send out a soft copy of it as well.
- Socios for Success
  - Roselyn Miller announced that Socios for Success, one of Redwood City 2020's family engagement initiatives, had launched a Community Mobilization Team (CMT) at the McKinley Institute of Technology; the goal of the program is to empower families to give and receive resources in their schools and help mobilize others.
  - Roselyn Miller thanked the Redwood City School District, the McKinley Institute of Technology principal Nick Fanourgiakis and his staff for supporting the launch; families who attended the first CMT meeting were taught basic outreach and motivation techniques to encourage other families to attend English as a Second Language courses and technology workshops.
  - Roselyn Miller added that the MIT parents created a goal to increase the attendance at the English as a Second Language course from 24 attendees to 30 the next semester.
  - Shelly Masur asked Roselyn Miller how many people attended the first CMT meeting and how did the Redwood City 2020 team work to get them there.

- Roselyn Miller responded that about 9 people were in attendance, and that families, staff, and the initial group were reached through flyers, phone calls, and announcements at the school's events.
    - Roselyn Miller added that one of the goals of the program is to identify an initial group, train them in family outreach, and then have the families get other families engaged; this method exponentially increases the size of the CMT over time as well as uses the model of multi-directional services to reach families.
  - Alisa MacAvoy asked how many parents have been attending the technology workshops at the McKinley Institute of Technology.
    - Karyn Warner answered that all parents had to attend an initial workshop to obtain the Chromebooks; there were about twenty families at the workshop Karyn attended later where parents were taught how to use Newsela.
    - Karyn Warner continued that parents wishing to attend the workshop could drop off their child at school and then stay; workshops were designed to be multi-generational so parents were taught how to use Newsela to read with their children as well as given a bookmark to ask questions about the readings.
- Pipeline of Success
  - Maddy Kane gave an update on the Pipeline of Success initiative; she said the resource inventories were identified as one of the first implementation roles for Redwood City 2020 as part of the Pipeline of Success.
  - Maddy Kane continued that the goal of the resource inventory project is to inform families and practitioners about what is available, identify gaps, and maximize access to under-utilized resources to support both families and practitioners seeking services by providing a single place to look for comprehensive, low-cost services and resources in the four identified priority areas, including mental health, adult education, early childhood care and education, and food.
  - Maddy Kane updated the Leadership Council that the Redwood City 2020 staff gathered existing resource lists and created a first draft of the resource inventories in a basic Excel spreadsheet; one staff member was assigned to each priority area including: Matthew Reeves for adult education, Roselyn Miller for food resources, Jemima Oso for mental health, and Maddy Kane for early childhood education resources.
  - Maddy Kane continued that the team benchmarked existing platforms such as SMC-Connect and OneDegree as well as collaborated with the Executive Team to explore system-building and determine the final product's platform and purpose; one of the primary goals of the project is to eventually share the resources back to the existing platforms and providers.
  - Maddy Kane continued that next steps for the team would be to focus on refining information collected for each category by verifying contact information, and looking at costs, availability, and eligibility with the purpose of focusing on what deeper pieces of information would be most useful to users of the resource inventory.
  - Maddy Kane requested that Leadership Council members continue sending further resources for the Redwood City 2020 team to consider, as well as any thoughts or questions on the process.

- Stacey Wagner mentioned the community provider handbook published by San Mateo County as a resource; Maddy Kane said the team had been talking with Edwin Chan and Iliana Rodriguez about the handbook.
- John Crowell thanked Stacey Wagner for other resources she had forwarded.
- Diane Howard suggested Teri Chin as a resource for more copies of the handbook.
- Maddy Kane responded that Teri Chin and Judy Romero have been instrumental in providing institutional knowledge. She added that all the information on the printed handbooks are also available on SMC Connect and 1Degree has a lot of the same information as well.
- ACTION: The Redwood City 2020 team will send soft copies of the San Mateo County Handbook (attached) as well as the links to [1degree.org](http://1degree.org) and [smc-connect.org](http://smc-connect.org).

### **Ad Hoc Committee Reports**

- Lee Michelson presented an update on behalf of the Finance and Development Ad Hoc Committee.
  - He acknowledged Alisa MacAvoy, Diane Howard and Stacey Wagner, as well as John Crowell and Robin Rodricks for their work on the President’s Breakfast fundraiser.
  - He announced that Redwood City 2020’s first fundraising event would be February 15<sup>th</sup>.
  - He explained that Rich Gordon would be the master of ceremonies and Steve Bono would be the keynote speaker.
  - He mentioned the blue sheet in the handout packet referred to ticket commitments that members of the Leadership Council had made and encouraged all Leadership Council members to identify a number as soon as possible.
  - He referenced a list of potential sponsors and Leadership Council contacts who have agreed to contact them. Currently there are three committed sponsors: City of Redwood City, Ben Paul, and Dignity Health, which is sponsoring the keynote speaker, Steve Bono.
  - The formal invitation will be sent electronically within the next two days; tickets are \$75 per ticket.
- Diane Howard thanked Lee Michelson, and provide some additional information about the President’s Breakfast.
  - She said that if each person in the room offered to bring two to three more people it would make a huge difference in the success of the event.
  - She mentioned she was excited to get the message out about Redwood City 2020 at this first fundraising event, but suggested the need for a few more committed people to get the ball rolling for the event to grow each year.
  - She announced that Pat Brown would be attending, and she is thrilled about that.
- Alisa MacAvoy added her comments about the President’s Breakfast.
  - She said that ideally there would be another month for planning and outreach, and she was feeling a little nervous about packing the room; however, everything was very well organized and the current focus is on getting people to attend the event.
  - She added that the financial goal is to raise \$10,000 for Redwood City 2020 and a lot of work has been expended to reach that goal, but the additional benefit will be raising awareness for Redwood City 2020.

- She continued that many items to run the fundraiser were donated, so ticket sales will mostly be going straight to Redwood City 2020.
- She ended by saying that the committee is still seeking additional sponsorships, and if any Leadership Council members had additional contacts to please let the Finance and Development Ad Hoc Committee know; Alisa MacAvoy also thanked Stacey Wagner for taking the lead on seeking sponsorships.
- Robin Rodricks announced that she had brought extra sponsorship packets and they were available to all the members of the Leadership Council.
- Lee Michelson added that the fundraising efforts were doing well, but that they were not at the goal yet.
- Diane Howard added that Sylvia Vonderlinden heard about the Friends of Redwood City 2020 program and wanted to spread that information out to the community; Sylvia Vonderlinden then wrote a check and said she wanted to be the first friend of Redwood City 2020.
- Alisa MacAvoy added that one of the stumbling blocks for the event was the need a fiscal sponsor to accept online contributions and have a bank account; the Finance and Development Ad Hoc Committee had been working with the Redwood City Education Foundation to have them become the fiscal sponsor for the President's Breakfast, but everything was taking longer than expected. She added that the Leadership Council should thank Redwood City Education Foundation board members for their collaboration when the opportunity presents itself.
- Diane Howard thanked John Crowell and Robin Rodricks for their hard work.
- Alan Sarver added that if the Eventbrite online ticket purchase site is live in time, it would be good to sell tickets to the fundraiser at the San Mateo County Community Action Rally.

### **Presentation on Digital Equity**

- Karyn Warner and Cathy James gave a presentation which explored equity in digital access for all students.
  - Karyn Warner began by thanking those in the room for attending because this would be a great opportunity to harness all the brain power in the room and by introducing Cathy James. Together Karyn and Cathy work to support 450 teachers in 15 schools in figuring out the best ways to help kids improve in all areas of learning using technology.
  - Karyn Warner noted that Chromebooks, iPads, etc. support student learning and they support teachers supporting students.
  - Karyn Warner began the presentation with a story of the day to day life of a student named Jasmine at McKinley Institute of Technology (MIT).
    - The Chan-Zuckerberg Initiative provided the Redwood City School District (RCSD) \$750,000 to support students and mitigate inequities, one of which is access to digital learning. This goes beyond just devices and professional development for teachers, but extends to the whole family, and it asks questions about what can be done to support exploration and discovery in all contexts.
    - As part of the Chan-Zuckerberg funding, Jasmine was provided with a Chromebook. The next step was to get her on the internet, so the school staff researched and identified mobile beacon technology and then had to figure out how to use it. They then started training parents and teachers, but when the mobile beacon stopped working, Jasmine could not finish her homework because she

needed access to the internet. School staff told Jasmine it was ok not do her homework, but Jasmine replied: “It’s not OK I want to be like everybody else.”

- Jasmine wanted to do her work like everybody else. Eventually, school staff were able to fix the device, and Jasmine could complete her work. But this story illustrates how the school district is spending a lot of energy to provide internet access and that a basic service such as the internet should not stand in the way of a child learning.
- Karyn Warner explained that research shows that if at-risk students gain ready access to appropriate technology, they can make substantial gains in learning and technological readiness.
- Karyn Warner used the Spanish proverb: “O Todos en la cama o todos en el suelo” (All in bed or all on the floor) to promote a commitment to equal treatment, including students without Chan-Zuckerberg funding.
- Karyn Warner then presented two scenarios for the Leadership Council to consider and discuss, including:
  - Scenario 1: Community-funded WiFi for students and families
  - Scenario 2: Community-funded tablets (offline solution) with access to digital learning programs.
- Shelly Masur commented that a meeting of representatives from the Sequoia Union High School and the Redwood City School District discussed this issue and were investigating mobile hotspots from the library.
  - Karyn Warner responded that this is a step in the right direction, but there are still more challenges and asked: “How do we make sure the internet server goes with the student wherever they are even if there is no address or documentation?”
- Amy Gerstein added that she worked with an organization providing rugged laptops to different countries in Africa. These places had intermittent electricity and had a strategy to get on the internet that was also innovative, but they were in very remote locations. Redwood City school districts are not close to that kind of situation, but she wondered if the districts should be looking into similar strategies.
  - Karyn Warner agreed and added that although we are in Silicon Valley, for some in the community it is as if they are as remote as that in terms of getting internet access.
- Alisa MacAvoy said that she is on the Redwood City School District board and has been supporting this effort on a different front; she is happy the district is tackling this issue because it is one of our biggest education equity issues since the internet is used constantly.
- John Baker added that there are hotspots in the Fair Oaks area. They have limitations, but are a first step; the hotspots project can only go further with the City of Redwood City and San Mateo County actively helping the districts (a process that began with the Chicano/Latino Foundation).
- John Baker said a Comcast program for low income families did not go as well as they had hoped.
- Lee Michelson said that often school work is not done at home, but rather at after-school programs that youth attend; he wondered if more could be done to coordinate increasing technology availability for programs offering homework help after school.
  - John Baker commented that the slots for those programs fill up fast and not everyone is guaranteed a spot.

- Karyn Warner responded that there are only hundreds of students who have access to after school programs, but digital equity focuses on the thousands of students who do not have access.
- Karyn Warner said that evaluations are underway about what can be done at the city level as well as with families. City level solutions may involve treating the internet as a utility.
- Lee Michelson responded by saying that an organization like Redwood City 2020 could be helpful by bringing these groups of people together.
- Hilary Paulson added that youth have technology integrated into their lives all day long and that technology stops after they leave school or after school programs. The Redwood City School District board sees this when some students take an online test because they are less capable with computers than youth with internet and technological access at home.
- Gerald Shefren asked a clarifying question about whether this was a technology problem, a financial problem or infrastructure issue.
  - Karyn Warner responded that it was an infrastructure issue because the current problem is trying to convince organizations to put the money, effort, and will behind digital equity.
- Stacey Wagner offered that schools consider nearby businesses to see if they would be willing to adopt the schools they are near and provide WiFi to local homes.
- Shelly Masur added that the City is considering “private repeaters”; for example, Kaiser Permanente’s WiFi’s range could be extended to reach 50 feet outside of the hospital. The City is also considering how new developments with multi-family apartments could have WiFi be available for the whole building.
- Shelly Masur added that internet is like electricity and water, if the family can afford it they can have it. The problem is not access, but affordability.
- Jim Lianides added that utilities often have discount services for people who need support, and if the internet were treated as such then it would be easier to get monetary support to families for obtaining internet access.
- Shelly Masur commented that this is a policy issue because electricity and water subsidies are required for low income families and there should be regulation to treat internet access as such.
- Cathy James added that the RCSD is feeling urgency surrounding the matter because curriculum that is coming from the state has technology integrated to the assignments; there is a requirement to provide access to digital textbooks.
- Shelly Masur commented that this is another reason this should be a policy.
- Alan Sarver commented that this is an issue Redwood City 2020 should take an active role in as a fundamental requirement for the community we serve; Redwood City 2020 should bring together the right parties to move forward and stay active in this conversation.
- ACTION: Shelly Masur will spearhead this conversation with Karyn Warner and other interested parties.

### **Member Announcements/Good News/Kudos**

- Diane Howard announced that the Sequoia YMCA in Redwood City is doing marvelous work; Diane Howard has been on the board and has hosted an event for women to purchase clothing, purses, jewelry and accessories in the past. This year the event will be Wednesday March 29<sup>th</sup> until April 2<sup>nd</sup>. Last year the event raised \$20,000 for the YMCA and it is by invitation only.

- Stacey Wagner shared updates from the annual Martin Luther King Jr project at Taft Elementary School: the project had 65 volunteers and did a lot of great work. The principal was very appreciative. Stacey Wagner offered her thanks to Kaiser for supporting the event.
- Alan Sarver requested that the Leadership Council share information about the San Mateo County Action rally with friends.
  - John Crowell added that Redwood City 2020 will have a table at the rally and invited the Leadership Council members to join the team with either staffing or bringing flyers for community members.
- Alan Sarver announced that he is looking for outside speakers to address housing and transportation topics; he is hoping to have a speaker for each of those topics at the March and June Leadership Council meetings. In a previous survey, housing was on the minds of the largest numbers of members of the Leadership Council, with transportation close behind.
  - Shelly Masur announced that Redwood City is initiating a citywide transportation study and that the Leadership Council could consider inviting Jessica Manzi to speak about the study.
  - Alisa MacAvoy asked about inviting the advisory group on pedestrian and bike safety.
  - Shelly Masur responded that the Complete Streets advisory group exists and is looking to expand and do research on a comprehensive review of how to get around Redwood City.
  - Alan Sarver added that Sequoia High School District is also creating a task force on that issue which has grown out of individual school initiatives.
  - ACTION: John Crowell said he would touch base with Shelly Masur about prospective transportation speakers.

### **Next Steps and Meeting Closure**

- Alan Sarver ended the meeting and announced the next meeting would be March 15<sup>th</sup>.