In the heart of Silicon Valley and in the shadow of some of the world’s most prosperous companies, our community is facing rising inequality, persistent racial injustice, and the severe consequences of poverty.

55% of Redwood City households are spending more than 30% of their household income on rent and other housing costs.

39.6% of students in the Redwood City School District are English Learners.

41% of all bike/pedestrian crashes in Redwood City/NFO occurred within 1/4 mile of a school.

42% of 3rd grade students in the Redwood City School District are at or above reading proficiency.

45.1% of Latino/Hispanic Sequoia Union High School District students in the class of 2016-17 graduated completing all courses required for UC and/or CSU entrance (compared to 59.2% of all students).

6 Redwood City School District schools were among 15 prioritized campuses (countywide) most needing safer streets, as identified by Get Healthy San Mateo County.

31% of Redwood City adults have a high school degree or less education.

57% of children in the Redwood City School District qualify for free or reduced price meals.


These problems are complex. The solutions require a community-wide effort.
All people in Redwood City and North Fair Oaks are healthy, safe, and successful. Community stakeholders collaborate to implement impact-driven programs that build on strengths and address acute needs.

**VISION**

**GOALS**

Our goals are to reduce poverty, improve the academic success of all students, increase community engagement, promote health and wellness, and enhance safety.

Together, Redwood City 2020’s collaborative partners work to create positive change in Redwood City and North Fair Oaks.

**COLLECTIVE IMPACT**

Redwood City 2020 employs an innovative approach to making collaboration work across government agencies, businesses, philanthropic and non-profit organizations, and other community groups to achieve significant and lasting social change.

We achieve collective impact by:
1) creating a common agenda and shared vision,
2) collecting and analyzing data,
3) facilitating mutually reinforcing activities,
4) encouraging consistent and open communication, and
5) coordinating collective impact efforts through six key roles in the community.

Redwood City 2020 is comprised of eight core member organizations and hundreds of community-based affiliate partners.
Acting as a backbone organization for collective impact, Redwood City 2020 serves six key roles in our community.

**Convene & Facilitate Collaboration**
Facilitate convenings of diverse community leaders so they break out of their silos and collaborate cross-sector.

**Incubate Projects**
Provide resources, staff time, and training to pilot initiatives that grow within and for the community.

**Spark Innovation**
Amplify existing change and inspire new ways of thinking and doing that foster a positive and inclusive community.

**Leverage Resources & Fund Programs**
Support partners’ efforts that advance collective goals and priorities by galvanizing resources and funding programs.

**Research & Evaluate Our Work**
Collect and analyze feedback from our community for process improvement, trend tracking, and direction setting.

**Provide Community Trainings**
Provide trainings for youth, partner staff, and other community leaders to enhance their leadership and agency for community betterment.

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**INITIATIVES**

**Pipeline of Success**
- Cradle to Career
- Big Lift
- Community Schools

**Health, Wellness, and Safety**
- Alcohol & Other Drugs Prevention Partnership
- LIBRE
- Safe Routes to School

**Community Engagement**
- Community Youth Development Initiative
- Redwood City Together
- Socios for Success
Uniting the most important influences in children’s lives – schools, families, and communities – to ensure youth thrive from cradle to career

Guiding Principles:
- Shared leadership
- Coordination and integration
- Strengths-based approach
- Whole-person approach
- Partnership- and family-centered
- Shared accountability for results
- Intentionality
- Equity

Core Elements:
- High-quality core instructional program and academic supports
- Expanded-day (after school) and summer learning opportunities
- Streamlined transitions and linkages
- Early learning opportunities
- College, career, and community readiness
- Holistic support (physical, cognitive, psychological, and social)
- Family and community engagement opportunities
- Youth development and leadership

Sites of Engagement = Physical locations where the pipeline comes to life for youth and families (e.g., community schools, WIC locations, libraries, and health clinics).

The Cradle-to-Career Pipeline of Success is sustainable, systemic, and integrated.

2017-18 Pipeline Progress

Every student in our community will graduate from high school prepared for success in college, career, community, and life.

1. Community Resources Handbook
   Produced a handbook, in partnership with San Mateo County Human Service Agency, to inform families and practitioners about the availability of local resources in 4 key areas: adult education, early childhood education, food, and mental health services.

2. Cradle to Career Collaboration

3. Big Lift
   21. Partner Organizations
   Facilitated 8 convenings of leaders from partner organizations to collaborate cross-sector on the four Big Lift pillars.

4. Trainings for Community Leaders
   Equipped parents/caregivers at Taft Community School, McKinsey Institute of Technology, and the Redwood City Public Library to use the Community Resources Handbook and to support other community members in accessing resources for their families.

5. Community Schools
   $565,000 Co-funded to support family engagement efforts on community school sites and the improvement of systems, data use, service delivery, and collaboration across the Pipeline of Success.

6. Trainings for Practitioners
   Facilitated and/or coordinated trainings on family engagement, restorative justice, and immigrant families’ legal rights.

7. Thriving Community Schools
   Partners within the Redwood City School District and the Sequoia Union High School District led community school efforts on high school, middle school, and elementary school campuses including: Redwood, Garfield, Kennedy, Fair Oaks, Hoover, Taft, and Selby Lane.
Child Care Solutions Hackathon

On October 25, 2017, diverse community leaders convened to address the lack of adequate and affordable child care services in Redwood City and North Fair Oaks.

**Event**

36 stakeholders, including child care providers, leaders from community organizations, developers, education experts, funders, and policy makers, participated in the hackathon to raise awareness and develop nuanced and locally-based solutions for four main challenges identified by the San Mateo County Child Care and Preschool Facilities Task Force.

**Event Follow-Up**

The innovative and promising solutions developed at the hackathon were compiled in a summary report published in January 2018.

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**HEALTH, WELLNESS, AND SAFETY**

**Alcohol and Other Drugs (AOD) Prevention Partnership**

Reducing youth’s access to alcohol and other drugs, increasing assets and resilience, and supporting positive relationships between youth and adults.

**Need**

The Center for American Progress identifies multiple neighborhoods in Redwood City as “child care deserts,” which are census tracts with more than 50 children under the age of five that contain either no child care centers or so few options that there are more than three times as many children as child care slots in licensed locations.

**Event**

Within the AOD Prevention Partnership, youth participated in StarVista and Friends for Youth programs that develop knowledge, resilience, relationships with caring adults, and youth leadership.

- **267** YOUTH SERVED
- **200+** COMMUNITY MEMBERS EDUCATED

**Event Follow-Up**

The San Mateo Sheriff’s Office and local youth led decoy operations to ensure alcohol vendors’ compliance with current regulations. 75% of the 54 stores where Sheriff’s office/youth-led sting operations were conducted received no violation.

**Coordination & Funding**

Successfully fundraised for youth-serving partners and coordination of cross-sector efforts.

- **$151,000** FUNDED
- Youth Advisory Board (YAB) members led 13th annual Sequoia High School Needs Assessment Survey, with allies from the Gardner Center and Sequoia Teen Resource Center. YAB members also launched “Self-Care Week,” a social media campaign. Their AOD-related messages received 1,514 views and 434 “likes.”

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Community members attended 25 community education workshops at local schools and the public library. Workshop topics included the health impacts of marijuana in the context of legalization, opioid dangers, and the social determinants of health.
**LIBRE**
*(Linking Immigrants to Benefits, Resources, and Education)*

Informing immigrant families and individuals about services they can legally obtain and increasing the community’s capacity to help immigrants access safety net benefits

Co-fundraised more than $200,000 for partners leading LIBRE programming.

- **$200,000+** FUNDRAISED
- **Leverage Resources**

LIBRE partners reached 2,792 individuals in Redwood City/North Fair Oaks through education and outreach events and helped 397 families and individuals apply for or retain benefits.

- **3,189** PEOPLE SERVED
- **5** COMMUNITY ORGANIZATIONS
- **Education & Outreach**

The LIBRE steering committee collaborated to ensure a common agenda and shared vision for change.

Legal partners helped immigrant families to obtain and retain more than $100,000 in public benefits.

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**Safe Routes to School**

Supporting the health and safety of students through equitable and active transportation

Students participated in walk and bike to school day events, walking school buses, student valet programs, and educational opportunities at 13 schools. 480 students participated in bicycle and pedestrian workshops, also known as bike rodeos.

- **1,894** STUDENTS
- **Hands-on Safety Education for Youth**

Walk audits generated by Safe Routes to School supported city and county partners’ grant applications for infrastructure improvement, which resulted in funds for projects near local schools.

- **$375,000**
- **Audits & Support for Infrastructure Projects**

Helmets were fit and distributed for free to Redwood City School District students. The helmets were provided in partnership with Safe Kids, a program hosted by Stanford Children’s Health. 1,050 reusable water bottles were provided to 4th grade students at a Make Time for Fitness event.

- **300+ HELMETS**
- **Safety & Health Supplies**

Data were recorded for two days at 15 different schools to track the walking, biking, and other transportation habits of students. Sharing this important information helps city, county, and regional partners make informed policy and funding decisions.

- **1,927** TRAVEL PATTERNS
- **Trend Tracking**

Adult volunteers were trained to support Safe Routes to School events, lead walking school buses, help with education programming, and/or participate in school traffic committees.

- **108** VOLUNTEERS
- **Volunteer Training & Mobilization**
Redwood City Together
Building empathy, understanding, and supportive action to bridge social divides such as race, class, and immigration status

Day of Unity, Understanding, and Supportive Action
On March 3, 2018, Redwood City 2020 partners, in special collaboration with the Sequoia Dream Club, LIBRE, and Redwood City Together, held a conference for immigrants and their allies.

Unity
Participating youth and adults gathered in unity during a World Café-style dialogue, which included facilitated conversations in diverse small groups of 8-10 people.

Understanding
Using storytelling and artistic expression to build empathy and understanding, youth speakers shared their personal immigration stories and a young artist rapped in Spanish.

Supportive Action
Over 17 workshops tailored for immigrant families and allies were offered. Topics ranged widely, including information about legal rights, college access, emotional wellness, family preparedness plans, financial literacy, and training for allies.

Event Spotlight
On March 3, 2018, Redwood City 2020 partners, in special collaboration with the Sequoia Dream Club, LIBRE, and Redwood City Together, held a conference for immigrants and their allies.
Socios for Success
Strengthening the capacity of families and school staff to collaborate as authentic partners and ensure children’s success

Parents/caregivers partnered on Community Mobilization Teams to powerfully support and amplify family engagement efforts at schools and community sites including Taft, Hoover, McKinley Institute of Technology, and the Redwood City Public Library.

Coaching and training sessions were provided to school and community leaders to integrate best family engagement practices into their work and community efforts.

Educational workshops were provided to staff from 24 community-based organizations. Participants gained tangible techniques and skills for building strengths-based partnerships with parents/caregivers.

Information-sharing and outreach conversations were conducted by Socios to parents/caregivers. Topics of family-to-family communication included literacy and language acquisition strategies for at-home learning, key parts of the First 5 Kit for New Parents, and information about adult ESL classes and food/nutrition programs.

One Socios for Success Partner, a mother at a local school, said (translated from Spanish), “Socios for Success helps families get rid of fear. We build trust and self-esteem, and teach what we learn to other families.”

Family engagement matters! Students whose families were involved in community school activities were more likely to exhibit greater growth in their attendance and English language proficiency than their peers whose families were not engaged in school activities.*

“Examining the Status of Redwood City Community Schools” (Biag, Biscocho, and Gerstein, 2016)
* “Redwood City Community Schools Research Report” (Biag, 2014)
COLLABORATING ORGANIZATIONS

Alcohol and Other Drugs Prevention Partnership
- Friends for Youth
- Peninsula Conflict Resolution Center
- Redwood City Public Library
- Redwood High School
- San Mateo County Behavioral Health & Recovery Services
- San Mateo County Sheriff's Office
- Sequoia Union High School District
- Stanford University, John W. Gardner Center for Youth and Their Communities
- StarVista
- Woodside High School
- Youth Leadership Institute

LIBRE
- Cañada College
- Fair Oaks Community Center
- JobTrain
- Legal Aid Society of San Mateo County
- Nuestra Casa
- Our Second Home Community Center
- Peninsula Conflict Resolution Center
- Redwood City School District
- RotaCare Bay Area, Inc.
- San Mateo County Human Services Agency
- San Mateo County Health Coverage Unit

Redwood City Together
- Cañada College
- Fair Oaks Community Center
- Immigrant Youth Action Team
- Institute for Local Government
- International Institute of the Bay Area
- Kainos Home & Training Center
- Legal Aid Society of San Mateo County
- Redwood City Public Library
- Redwood City School District
- San Mateo County Sheriff's Office
- Sequoia High School Dream Club
- Woodside Road United Methodist Church

Safe Routes to School Task Force
- Get Healthy San Mateo County
- Redwood City Community Development Department
- Redwood City Complete Streets Committee
- Redwood City Parks, Recreation, and Community Services
- Redwood City Police Department
- Redwood City School District
- Safe Kids Santa Clara/San Mateo
- San Mateo County Office of Education
- San Mateo County Office of Sustainability
- Siena Youth Center
- Silicon Valley Bicycle Coalition
COLLABORATING ORGANIZATIONS

**Big Lift**
- Boys and Girls Club of the Peninsula
- Cañada College
- Fair Oaks Health Clinic
- First 5 San Mateo County
- Footsteps Child Care, Inc.
- Get Healthy San Mateo County
- Healthy Cities Tutoring
- Institute for Human and Social Development
- Legal Aid Society of San Mateo County
- Peninsula Conflict Resolution Center
- Peninsula Literacy Coalition
- Prevent Blindness Northern California
- Redwood City Public Library
- Redwood City Parks, Recreation, and Community Services
- Redwood City School District
- San Mateo County Human Services Agency
- San Mateo County Office of Education
- Sequoia Union High School District
- Silicon Valley Community Foundation
- Stanford University, John W. Gardner Center for Youth and Their Communities
- United Way of the Bay Area

**Cradle-to-Career Collaboration**
- Allies for Adult Education
- Boys and Girls Club of the Peninsula
- Cañada College
- First 5 San Mateo County
- Get Healthy San Mateo County
- Grove Foundation
- Stanford University, John W. Gardner Center for Youth and Their Communities
- Kaiser Permanente
- North Fair Oaks Health Center
- Peninsula Literacy Coalition
- Redwood City Parks, Recreation, and Community Services
- Redwood City Public Library
- Redwood City School District
- San Mateo County Health System
- San Mateo County Human Services Agency
- Second Harvest Food Bank
- Sequoia Healthcare District
- Sequoia Teen Resource Center
- Sequoia Union High School District
- StarVista

**Socios for Success**
- Hoover Community School
- McKinley Institute of Technology
- Redwood City Public Library
- Taft Community School
Thank you
Redwood City 2020
financial & in-kind supporters!

The 2nd Annual President’s Breakfast was held on February 15, 2018.

- Hosted by Redwood City 2020 Executive Team and Leadership Council members
- Attended by 100+ diverse stakeholders
- Celebrated how mother and active community member Cynthia Castro’s partnership with Redwood City 2020 contributed to her success
- Featured a compelling panel of experts (Sr. Christina Heltsley, Bill Somerville, Armando Sanchez, and Larry Purcell) who discussed equity challenges related to skyrocketing housing costs
- Supported by 15 generous event sponsors
- Raised over $13,000 to support Redwood City 2020 initiatives

Do you want to be more involved in the collaborative?
Email rwc2020@gmail.com to join today.
We look forward to partnering with you!