



**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  
Stacey Wagner, Kaiser Permanente  
Alisa MacAvoy, Redwood City School District  
Janet Lawson, Redwood City School District  
Rafael Avendaño, Sequoia Healthcare District  
Karen Li, Sequoia Healthcare District  
Georgia Jack, Sequoia Union High School District  
Carrie DuBois, Sequoia Union High School District

## **Redwood City 2020 Leadership Council Meeting Notes**

Held Remotely via Zoom  
Wednesday, May 20, 2020

**Leadership Council members in attendance:** Carrie Du Bois, Diane Howard, Janet Lawson, Karen Li, Alisa MacAvoy, Shelly Masur, Warren Slocum, Stacey Wagner

**Executive Team members in attendance:** John Baker, Amy Gerstein, Pamela Kurtzman, Jamillah Moore, Melissa Stevenson Diaz, Mary Streshly, Tim Wong

**Other Redwood City 2020 partners and staff in attendance:** Lorena Alcayaga, Kristen Anderson, David Cattivera, Jacqueline Contreras, Shannon Chiu, Monroe Nichols, Cesar Meza-Esveile, Linda Prieto, Nicole Prieto, Matthew Reeves, Ever Rodriguez, Peter Shih, Elisa Parry-Whitehead, Derek Wolfgram

### **Oral Communications**

- There were no oral communications from members of the public.

### **Draft Minutes**

- The minutes from the January 15, 2020 Leadership Council were voted upon. Diane Howard made a motion to approve; Janet Lawson seconded the motion. Unanimously approved with one abstention (Stacey Wagner).

### **StriveTogether Partnership Update and Collective Impact Case Study Review**

- Monroe Nichols from StriveTogether presented an update about StriveTogether's partnership with Redwood City 2020.
- Redwood City 2020 staff reviewed Redwood City 2020 Core Partners' strategic goals to streamline alignment of goals among areas ranging from Kindergarten readiness to high school completion or healthy community living.
- Major questions about aligning goals included access to data, what data was already being collected, the collaborative taking on responsibility to gather the data over the course several years, and gaps where the collaborative could align itself with other organizations.
- Monroe Nichols referred to a [document of Sample Short-Term COVID-19 Response](#) regarding Memphis and their successes as a collaborative.
  - Main takeaways from the document were that while there is an immediacy in responding to certain aspects of the COVID-19 crisis, there are also long term goals that should not lose focus.
  - There were existing problems prior to the crisis that have been magnified during this time and now there is a question of how can those issues be addressed to make structural change going forward.

### **Assessing Redwood City & North Fair Oaks Community Need in the COVID-19 Era**



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- David Cattivera shared background on a planned survey to be conducted in partnership between Redwood City 2020 and the John W. Gardner Center to directly collect information from those community members historically most in need, such as those living paycheck to paycheck.
- Amy Gerstein shared that as the landscape for families and their needs over the next few years will likely change, this survey would address discussions that have happened with community leaders regarding the idea of conducting survey to get hard data about the needs of the most vulnerable community members.
  - A brainstorm of ways to give these families/community members a simple survey they can do remotely/electronically on their phone or computer include using existing partner channels or touch points (such as families picking up meals from school sites).
  - Each respondent would receive a \$10 gift card that can be given electronically
  - The survey would include topics like internet/technology access, household safety, or basic human capital questions to help organizations refine their services.
    - The overall survey is still in its early stages and Redwood City 2020 is currently looking for a modest amount of resources to build the survey alongside the John W. Gardner Center and procure gift cards.
  - One hope is that this survey could also be used in other communities as well, not just in Redwood City and North Fair Oaks.
- Questions and Comments:
  - Alisa MacAvoy asked about surveying smaller organizations who are finding funding difficulties and matching them with larger funding organizations to cover the gap.
    - Shelly Masur shared that Thrive Alliance of Non-profits has already done a survey of non-profits.
    - Pamela Kurtzman shared that the Sequoia Healthcare District already has a survey through its emergency grants program related to COVID-19.
  - Carrie DuBois, Mary Streshly, and Diane Howard had similar questions around having an all-electronic survey as some families have trouble accessing the internet, cannot pay phone bills or data plans, or have other technological issues.
    - The community survey would be made accessible through mobile devices and there are ideas for surveyors to safely engage with families that may otherwise not have the capacity to participate in the survey electronically.
    - Mary Streshly offered support in working with Amy Gerstein to reach out to families through direct points of contact, such as food distribution at school sites or at locations like the Boys and Girls Club.
  - Stacey Wagner asked about the timeline for the survey and how its data will be utilized.
    - The data would be collected as soon as possible and the survey would include some of the questions from national surveys to help compare the data collected.



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- Once the Gardner Center analyzes the data, they will bring it back to local leadership (City of Redwood City, County of San Mateo, local school districts, community based non-profits, etc.) to help inform responses to community needs.
- Amy Gerstein received a question regarding gift cards and estimated cost of the survey.
  - After discussing the number of families with Teri Chin at the Fair Oaks Community Center and Patricia Ortiz of the Redwood City School District, it could be up to 2,000 participants, with a \$10 gift card each.
  - The hope is to raise \$50,000 to get the survey launched and then evaluate what is needed for analysis on the backend.
  - Amy will follow up this meeting with a request for resources and input from organizations.
  - Alisa MacAvoy suggested reaching out to the Chan Zuckerberg Initiative, recognizing they receive frequent requests for funding.
- John Baker shared that at the Redwood City School District's Board Meeting later in the day (Wednesday, May 20<sup>th</sup>) he would be sharing results of a parent survey that the Redwood City School District (RCSD) conducted and suggested for Amy to work with the RCSD Community Liaison, Michelle Remond, to leverage the school district's existing list of names, phone numbers, and results for the upcoming survey.
- Ever Rodriguez from the North Fair Oaks Community Council suggested bringing in the voices from members of local non-profits and the schools, including teachers, as they have been providing anecdotal evidence that provides powerful information.
  - Amy says she wants this to be a value-added survey, so information that has already been collected will be made of use and efforts will not be duplicated.
- Diane Howard wondered if there was a way to incorporate Census 2020 reminders while doing outreach for the survey, given that the Census is the basis for a lot of the resources coming to the community.
  - Ever Rodriguez added that Census 2020 messaging is being pushed in North Fair Oaks and adding Census 2020 reminders should be done with caution so as not to discourage some participants and to not have this community survey be confused in association with other government surveys.
- Melissa Stevenson Diaz shared that this could be an incredibly important tool to the City for future planning of not duplicating services.
  - The City of Redwood City could potentially fund a portion of this survey effort and other core partners should consider contributing given the immediacy needed regarding the survey.

## COVID-19 Response Discussion & Alignment



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- Shelly Masur advised the group to think back to the document Monroe Nichols provided regarding long term goals in the age of COVID-19.
- The two major focus areas discussed by the group were around Food Access and Technology/Internet Access; a secondary focus area was on mental health.
- Regarding food access, supplemental programs, such as Second Harvest, are now being used by families as a primary source, which is simply not enough given the needs of young people that are still growing and consume more food.
  - The group discussed that the issue of food access could best be answered by organizations such as Second Harvest; Redwood City 2020 could gain more information on this topic through the planned survey.
- Regarding technology/internet coverage, Mary Streshly shared that there are some logistical hurdles that are slowing down access.
  - Comcast/Xfinity is currently still using a business model that it will only work with customers/residents directly and not through a partnership with the school.
    - Members wondered if there was a way to work with these companies to modify their business models for 3 months on an emergency basis.
  - Students currently have hotspots that provide 2 gigabytes per month, but given the requirements of the virtual classrooms, this is not a large amount.
  - Mary Streshly is looking into developing “workstations” at school campuses or community destinations such as the Boys and Girls Club or closed business locations (gyms, non-profits, etc.) in which students can access internet coverage there while still maintaining social distance.
  - Buses equipped with WiFi have been used in the past, but their range is 150 – 300 feet, which is not enough considering the geographic range of students.
  - Alisa MacAvoy requested that Redwood City 2020 create a working group specifically around this topic of technological access.
  - Leadership Council members agreed this was both a long-term goal to provide broadband access to all residents (upwards of a year) as well as an immediate need because this is now also an issue of access to education given distance based learning models.
  - John Baker shared that the RCSD Facilities team is looking into putting antennas on the schools to provide wider coverage of internet access for students; this would be particularly helpful on Bay-side schools.
    - Mary Streshly was supportive of this as a longer-term goal given the process of working with the Division of State Architects on school campus changes.
  - Shelly Masur suggested that the John W. Gardner Center use the Youth Data Archive to geolocate students to best understand coverage needs; this would bypass a data sharing agreement that would be needed if another agency was brought in.



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- John Baker shared the main issues brought up by the RCSD parent survey included mental health, childcare, and a large group of parents that will not send their students to classrooms until there is a vaccine.
- Ever Rodriguez shared that one major issue in the North Fair Oaks community was communication; both in residents receiving it from local government and organizations as well as in providing feedback to those organizations.
  - Using different forms of communication is something to work on as the community uses many different forms of primary communication (phone, text, email, Facebook, etc.)
  - Ever shared the following link in the chat:  
[https://stanfordfuturebay.github.io/simone\\_nfo\\_internet.html](https://stanfordfuturebay.github.io/simone_nfo_internet.html)

#### **Review of Action Steps and Meeting Closure**

- Subcommittees/working groups will be formed to work directly on topics discussed in today's meeting. Leadership Council members interested in being a part of the workgroups should email David Cattivera.
  - One group to work on internet access.
  - One group to work on mental health access.
  - One group to work on childcare.
- Pamela Kurtzman will share the information on local organizations' needs taken by the Sequoia Healthcare District with David Cattivera.
- Stacey Wagner will reach out to some internet providers for more information regarding flexibility in their business models.
- Amy Gerstein and Redwood City 2020 will further develop the proposed RWC/NFO Community Needs survey.
  - Redwood City 2020 staff will send out a follow up email requesting further feedback on the survey.
  - Leadership Council members will look at any existing surveys their organization has conducted or provide links to surveys of which they are aware to Redwood City 2020 staff.
  - Amy Gerstein will connect with Michelle Remond regarding the results of the RCSD parent survey as well as the contact list.
  - Once a draft survey is complete, the survey will be sent out to Leadership Council members for further feedback.
- Other Updates:
  - Shelly Masur thanked Redwood City 2020 staff for supporting the City of Redwood City Staff in helping community members in need submit rental assistance applications with the Fair Oaks Community Center.



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- On Thursday, May 21st there will be interviews with the final candidates for the Redwood City 2020 Executive Director position.