

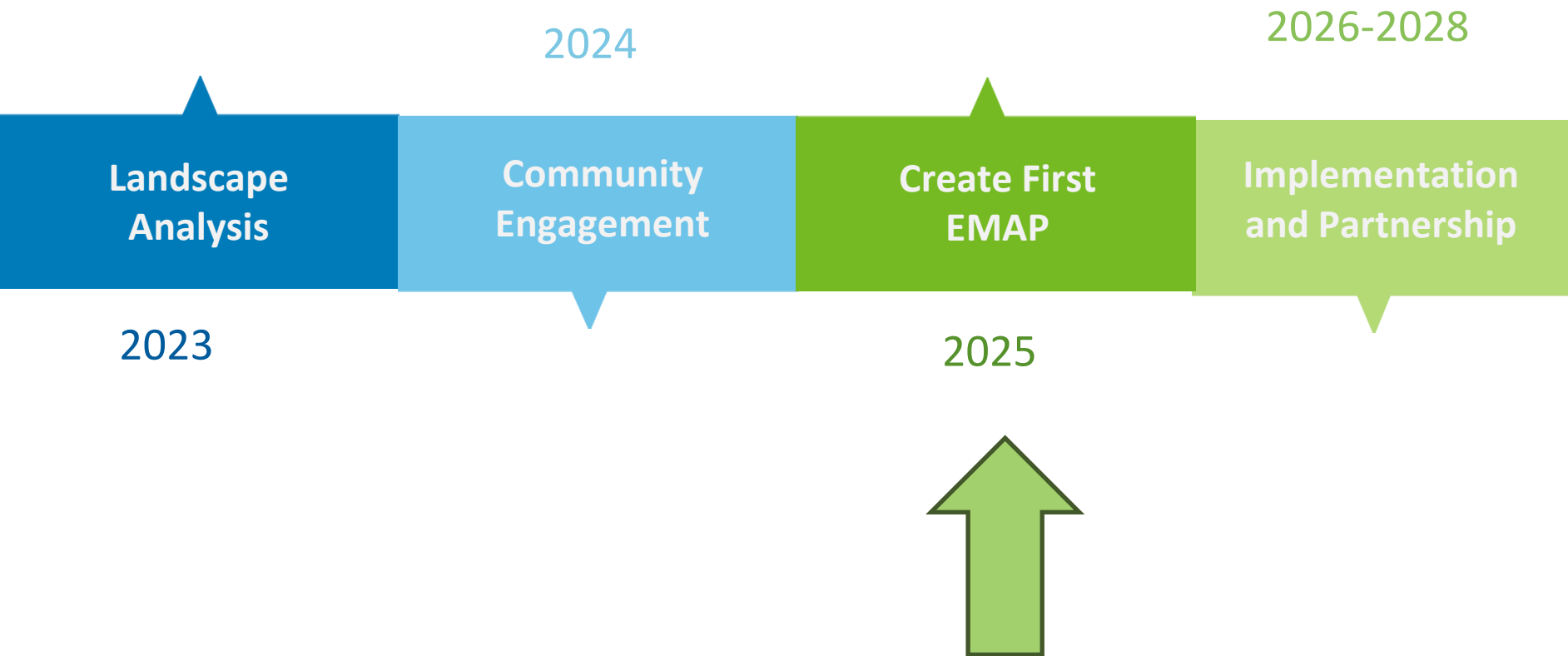


Redwood City Economic Mobility Action Plan

October 16, 2025



RWC EMAP Development



Overview

- Economic Mobility
- Local Research Updates
- Draft Redwood City Economic Mobility Action Plan
- Next Steps

REDWOOD CITY • CALIFORNIA



Economic Mobility



What is Economic Mobility?

The ability of a person or family to improve their economic circumstances over a period of time

ECONOMIC STABILITY

ability to meet basic needs



ECONOMIC SECURITY

stable employment and ability to cover expenses

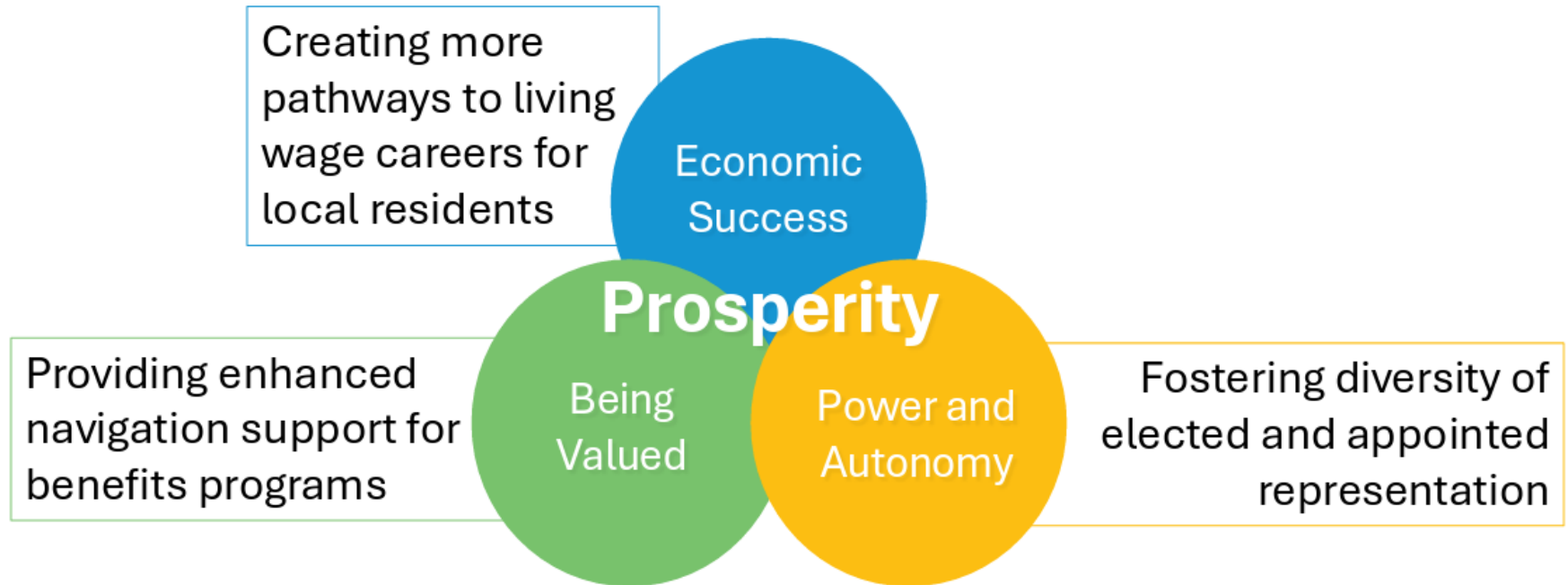


WEALTH BUILDING

ability to save for self and family's future

*From National League of Cities'
Economic Empowerment and Mobility Initiative*

San Mateo County Shared Prosperity Coordinating Council



Measuring Shared Prosperity in SMC



Pillars	Rewarding Work & Economic Opportunity	High-Quality Education & Information	Opportunity-Rich & Inclusive Neighborhoods	Healthy Environment & Healthcare	Responsive & Just Institutions
	➤ Employment opportunities ➤ Jobs paying living wages ➤ Opportunities for income ➤ Financial security ➤ Wealth-building opportunities	➤ Access to preschool ➤ Effective public education ➤ School economic diversity ➤ Preparation for college ➤ Digital access	➤ Housing affordability ➤ Housing stability ➤ Economic inclusion ➤ Racial diversity ➤ Social capital ➤ Transportation access	➤ Access to health services ➤ Neonatal health ➤ Environmental quality ➤ Safety from trauma	➤ Political participation ➤ Descriptive representation ➤ Safety from crime ➤ Just policing
Predictors	➤ Culturally appropriate system navigation and outreach				
	➤ Job training and career pathways	➤ Affordable childcare ➤ Youth enrichment		➤ Mental health ➤ Food security	
Local Additions					

Shared Prosperity Coordinating Council Commitments



- Economic mobility data dashboard
- Benefits calculator
- Technical assistance for elected and appointed officials
- Career pipeline expansion
- Culturally-responsive navigation services
- Civic leadership in underrepresented communities
- Major employers as partners

Local Research Updates

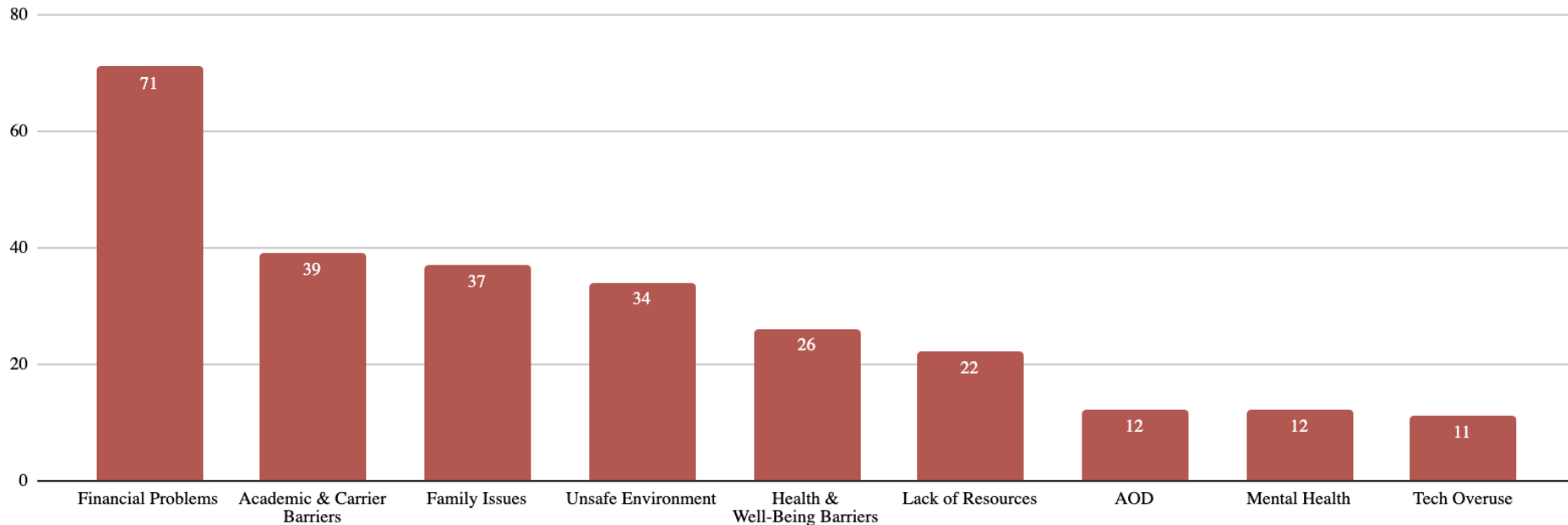


Community Collaborative for Children's Success (CCCS) Survey



Redwood City Together and partners received survey responses from 150 youth and 442 caregivers

Top Local Youth Barriers Identified Among Parents/Caregivers
Number of Mentions among
165 out of 442 Surveyed Parents/Caregivers Responded



Landscape Analysis Interviewees

Basic Needs

4Cs
Build Up SMC
LIBRE / Legal Aid Society
My New Red Shoes

Community Services

CORA
El Concilio
Family Connections
Friends for Youth
Multicultural Institute
Nuestra Casa
Pal Center
Peninsula Family Service
ReEvolution
Sequoia YMCA
Sheriff's Office: CARON
Undocusupport Initiative

Employers

RWC Downtown Business Group
SMC Chamber

Education

Cañada College: Career Center,
Office of Planning,
Undocumented Community
Center
SMC Office of Education
Sequoia District Adult School
Sequoia District Career Technical
Education
Upward Scholars
Wender Weis Foundation

Capacity Building

All Home / Bay Area Jobs
First Collaborative
Jobs for the Future
San Mateo County Health
Sequoia Health District
SMC Shared Prosperity
Coordinating Council
Sobrato Foundation
Thrive Alliance
Youth Leadership Institute

Employment Supports

AbilityPath
JobTrain
NorCal Carpenters
NOVAworks
San Mateo County Central
Labor Council
SMC Human Services
Agency: Service Connect
Stanford Haas Center
Year Up

Entrepreneurship Support

San Mateo Small Business
Development Center
Renaissance Center

RWC Teams

DEI Committee
Fair Oaks Community Ctr
Fire
Human Resources
Parks (PRCS)
Police
Library

Key Interview Learnings

- **Basic needs still unmet**
- **No local convener or centralized information**
- **Funding or resource gaps for local programs**
- **Limited earn-to-learn opportunities, especially outside of trades**
- **Limited jobs and wealth building options for undocumented and mixed status communities**
- **Youth (and employers) need direct support for youth-friendly hiring and onboarding**

DRAFT

Redwood City

Economic Mobility

Action Plan

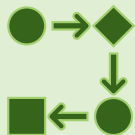


What will an action plan do in RWC?



Define local success

Population-level outcomes
Expect change over 7-10 years



Identify strategies for change

Clarify City commitments for accountability
Anticipate updating strategies every 2-3 years



Support partnership to achieve big goals

Shared document and shared goals
Uplift partners doing aligned work

EMAP Outcomes: Driving Change Over 7-10 Years



Households in Redwood City/North Fair Oaks experience less stress about money



Redwood City and North Fair Oaks residents use the available employment and basic needs resources when those resources can be helpful



Members of the Redwood City/North Fair Oaks community feel the power to shape their own future

Indicators: Tracking Progress

Households in Redwood City/North Fair Oaks experience less stress about money



- Stress (SMC Health Quality of Life)
- Renters spending 30% or more on housing (ACS)
- Considered relocating due to cost of living (SMC HQoL)

Redwood City and North Fair Oaks residents use the available employment and basic needs resources when those resources can be helpful



- Youth Not In School or Working (ACS)
- Food Insecurity (SMC HQoL)
- Ease of obtaining social services (SMC HQoL)

Members of the Redwood City/North Fair Oaks community feel the power to shape their own future



- Share of youth 16-24 employed (ACS)
- Voter turnout (CA Secretary of State)
- Business ownership rate by demographic (American Business Survey)

Financial Stress Strategies



Households in Redwood City/North Fair Oaks experience less stress about money

- Expand access to **financial literacy programs** through City at the Library, PRCS, and other City sites
- Pursue new or expanded local **apprenticeship or employment programs** that support businesses and residents
- Increase **affordable housing** units in alignment with Housing Element

Access Strategies



Redwood City and North Fair Oaks residents use the available employment and basic needs resources when those resources can be helpful

- Enhance communication of **minimum wage ordinance** and enforcement mechanisms, in partnership with San Mateo County Office of Labor Standards and Enforcement
- Support evaluation of job and workforce development **communication pilots**
- Proactively **pursue funding** to support implementation of social needs screening tool and navigation services

Power Strategies



Members of the Redwood City/North Fair Oaks community feel the power to shape their own future

- Connect local **small business owners** to support, including considering the needs of immigrant, first-time , and co-operative business owners
- Amplify and expand opportunities for **civic leadership development**
- Update **City onboarding practices** to align with youth-friendly hiring guide

How Can You Participate

- Coordinate **financial literacy programs** as part of onboarding practices and existing social groups
- Share info with residents about **minimum wage ordinance** and enforcement
- **Test new ways of communicating** about jobs and workforce development opportunities
- Work with us to **pursue funding** to support culturally-appropriate system navigation
- Share information about the needs of local **small businesses** and learn about cooperative ownership
- Expand your outreach for **civic leadership development** programs like Civics 101 Academy, Leadership Council SMC, and Boards and Commissions Leadership Institute (BCLI)
- Update **onboarding practices** to align with youth-friendly hiring guide
- ➔ Share **your economic mobility strategies!**



EMAP Next Steps

- **Welcome any feedback about the EMAP**
- **Add information about aligned work happening in the area**
- **Present to City Council for approval**
- **Develop a dashboard to track progress**



Contact

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Redwood City General Plan

Economic Development Element



- The City's General Plan is the City's blueprint for the future
 - Adopted in 2010, runs until 2030
 - Divided into “elements” or sections
 - Describes desired quality of life for residents
- The Economic Development Element shapes the framing of the EMAP by highlighting:
 - Need for housing for a diverse population of all ages and incomes
 - Social determinants: transportation, education, childcare, healthcare
 - Importance of responsive workforce development to meet resident and business needs
 - North Fair Oaks as part of City's sphere of influence

Proposed EMAP Indicators

Households in Redwood City/North Fair Oaks experience less stress about money



- [Stress](#) (SMC Health QOL)*
- [Renters spending 30% or more on housing](#) (ACS)
- [Considered relocating due to cost of living](#) (SMC HQoL)*

Redwood City and North Fair Oaks residents use the available employment and basic needs resources when those resources can be helpful



- [Youth Not In School or Working](#) (ACS)
- [Food Insecurity](#) (SMC Health QOL)*
- [Ease of obtaining social services](#) (SMC Health QOL)*

Members of the Redwood City/North Fair Oaks community feel the power to shape their own future



- [Share of youth 16-24 employed](#) (ACS)
- [Voter turnout](#) (election [data](#) from CA Secretary of State)
- [Business ownership rate by demographic](#) (ABS via [Bay Area Equity Atlas](#))

Proposed Strategies: Stress



Households in Redwood City/North Fair Oaks experience less stress about money

- [Stress](#) (SMC Health QOL*)
- [Renters spending 30% or more on housing](#) (ACS)
- [Considered relocating due to cost of living](#) (SMC Health QOL*)

Strategy (2-3 years)	Success Measures / Outputs
Identify opportunities to provide financial education in City operations and coordinate delivery	Financial education services delivered to 200+ residents, including 50+ under 18
Pursue local apprenticeship or employment program options that support businesses and residents	# opportunities pursued # new job or apprenticeship opportunities created
Increase affordable housing units in alignment with Housing Element	250+ affordable units created in Redwood City



Proposed Strategies: Access

Redwood City and North Fair Oaks residents use the available employment and basic needs resources when those resources can be helpful

- [Youth Not In School or Working](#) (ACS)
- [Food Insecurity](#) (SMC Health QOL*)
- [Ease of obtaining social services](#) (SMC Health QOL*)

Strategy (2-3 years)	Success Measures / Outputs
Enhance communication of minimum wage ordinance and enforcement mechanisms, in partnership with SMC	90% local businesses receiving minimum wage flyer with license 24+ SMC Office of Labor Standards and Enforcement communications re-shared
Support evaluation of job & workforce development communication pilots	Report on impact of 3+ communication pilots
Proactively pursue funding to support implementation of social needs screening tool and navigation services	\$80,000 received for RWC/NFO 3+ funding applications submitted

Proposed Strategies: Power

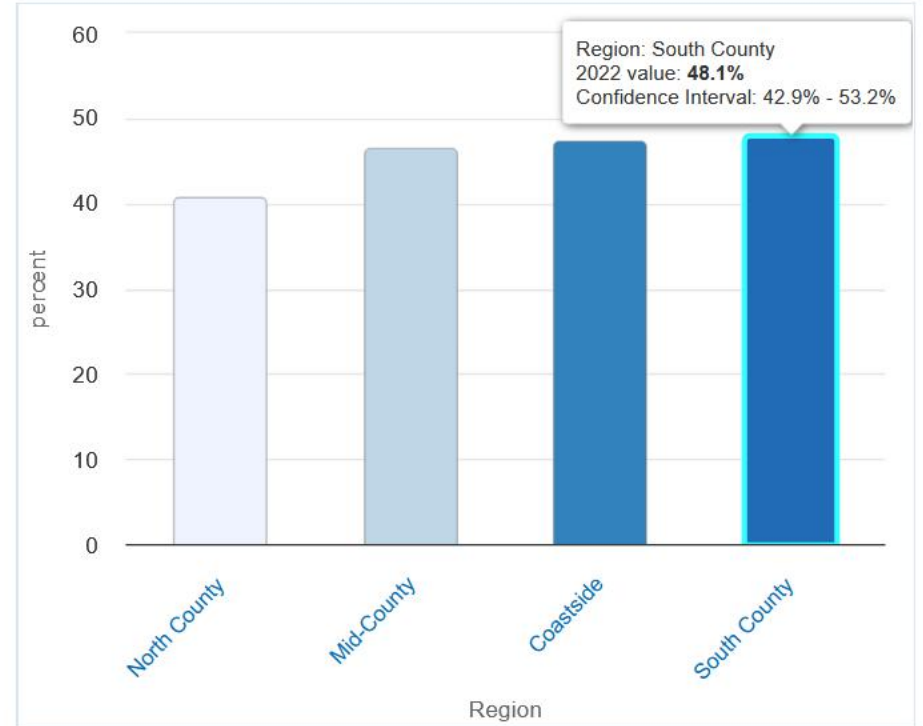
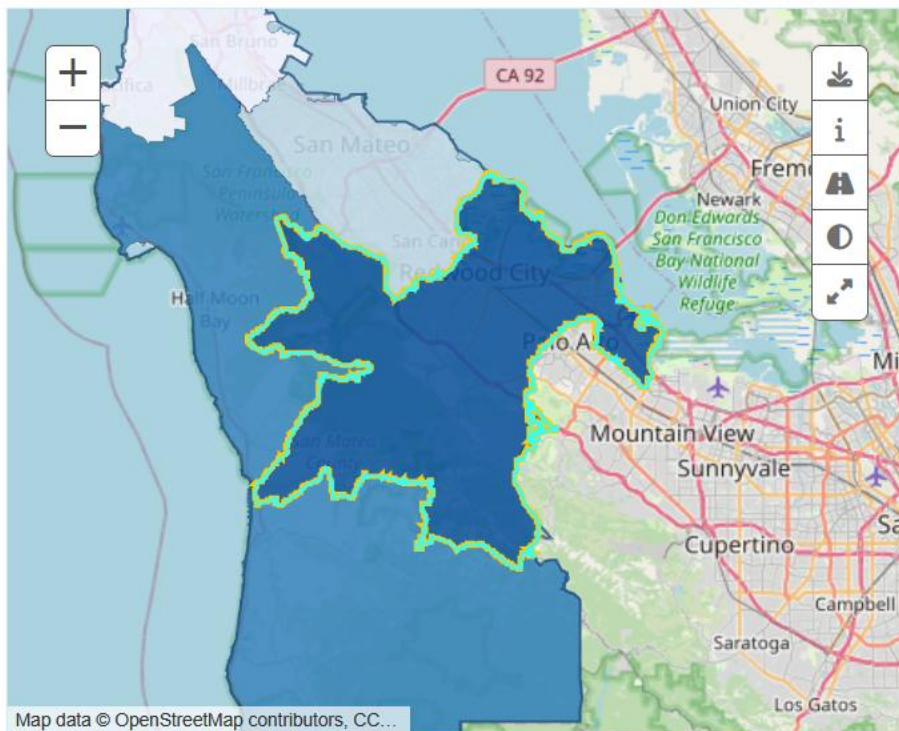


Members of the Redwood City/North Fair Oaks community feel the power to shape their own future

- [Share of youth 16-24 employed](#) (ACS)
- [Voter turnout](#) (election [data](#) from CA Secretary of State)
- [Business ownership rate by demographic](#) (ABS via [Bay Area Equity Atlas](#))

Strategy (2-3 years)	Success Measures / Outputs
Amplify and expand opportunities for civic leadership development	150+ residents participate in civic leadership development programs, 50+ of them under age 26
Connect local small business owners to support, including considering the needs of immigrant and first-time business owners	10+ unique businesses using local services
Co-develop, share, and apply to City onboarding practices a youth-friendly hiring guide	Guide shared with 5+ youth groups and 10+ local employers 90% of new hires indicate satisfaction with onboarding experience

Considered Relocating Due to Cost of Living



COMPARED TO



San Mateo, CA
County Value
(44.7%)



Prior Value
(42.5%)



40.7%



46.5%



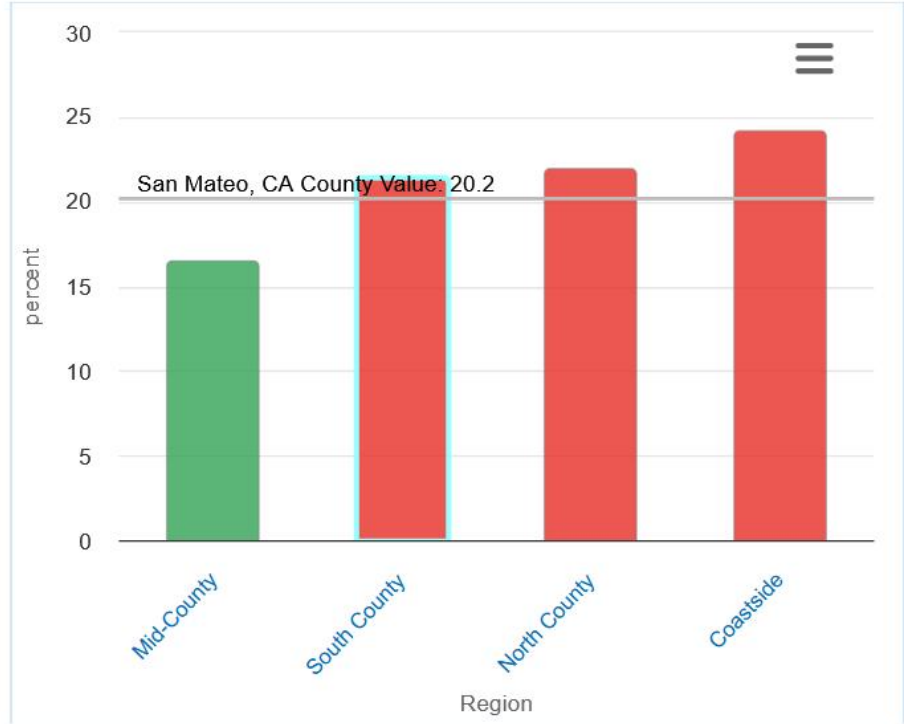
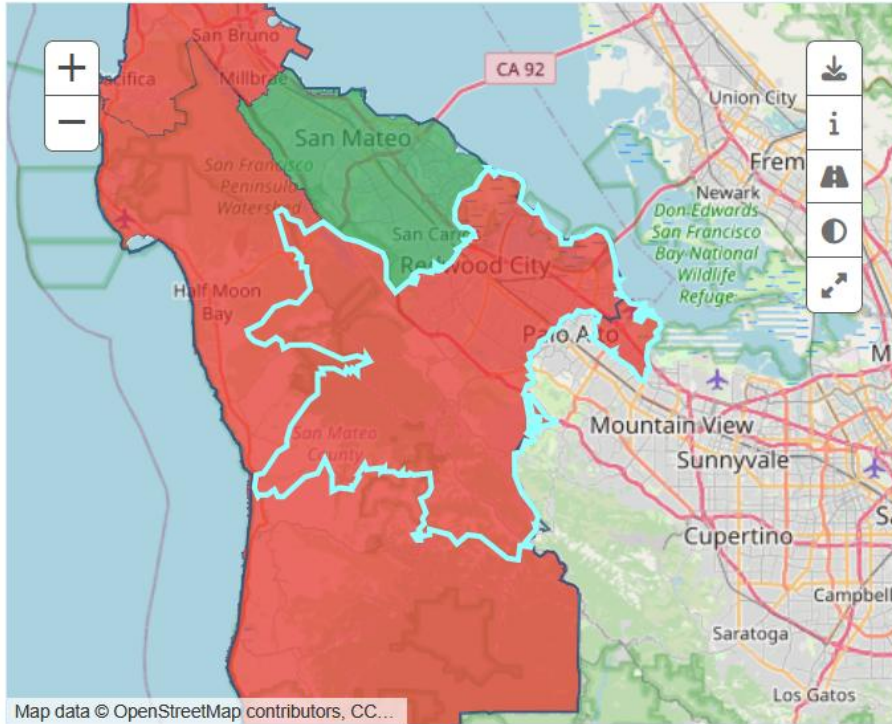
47.3%



48.1%

From SMCAIITogetherBetter

Ease of Obtaining Social Services



< 20.2%



= 20.2%



> 20.2%

COMPARED TO



San Mateo, CA
County Value
(20.2%)



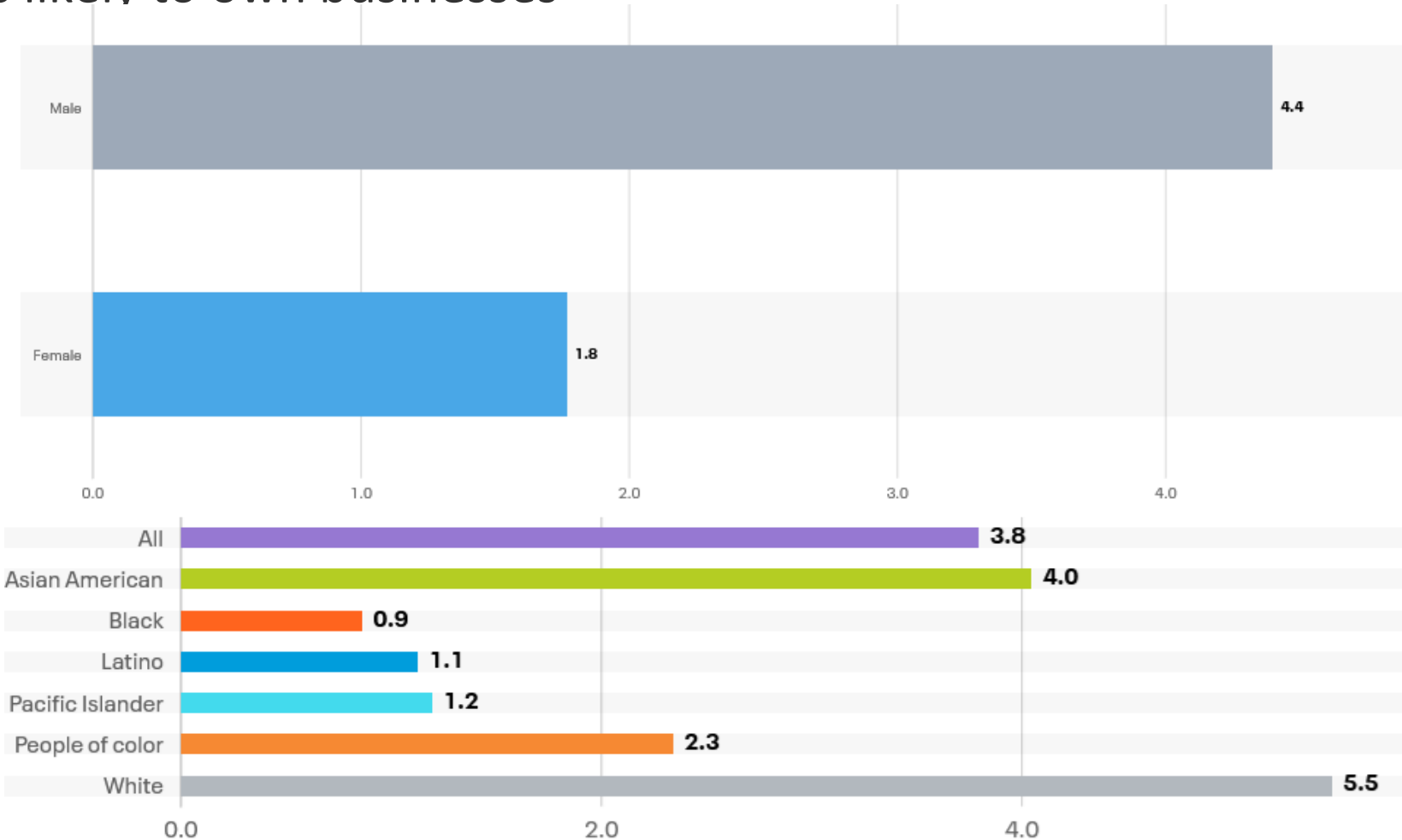
Prior Value
(24.5%)

From SMCAITogetherBetter

Business Ownership by Demographic



Five-County Bay Area: Black, Latino, and Pacific Islander individuals are less likely to own businesses



Draft EMAP Outcomes

Over 7-10 years:

- Households in Redwood City/North Fair Oaks experience less stress about money
- Redwood City and North Fair Oaks residents use the available employment and basic needs resources when those resources can be helpful
- Members of the Redwood City/North Fair Oaks community feel the power to shape their own future



Example Strategies: Stress

- Households in Redwood City/North Fair Oaks experience less stress about money
 - [Stress](#) (SMC Health QOL*)
 - [Renters spending 30% or more on housing](#) (ACS)
 - [Considered relocating due to cost of living](#) (SMC Health QOL*)

Strategy (2-3 years)	Success Measures / Outputs
Identify opportunities to provide financial education in City operations and coordinate delivery	Financial education services delivered to 200+ residents, including 50+ under 18
Pursue local apprenticeship or employment program options that support businesses and residents	# opportunities pursued # new job or apprenticeship opportunities created
Update City onboarding practices with learnings from youth-friendly hiring guide	90% of new hires indicate satisfaction with onboarding experience

Example Strategies: Access

- Redwood City and North Fair Oaks residents use the available employment and basic needs resources when those resources can be helpful
 - [Youth Not In School or Working](#) (ACS)
 - [Food Insecurity](#) (SMC Health QOL*)
 - [Ease of obtaining social services](#) (SMC Health QOL*)

Strategy (2-3 years)	Success Measures / Outputs
Participate in local College, Career, and Community Fair	Participate in 80+% of the CCCFs hosted over duration of plan
Support evaluation of job & workforce development communication pilots	Report on impact of 3+ communication pilots
Proactively pursue funding to support implementation of social needs screening tool and navigation services	\$ received for RWC/NFO # funding applications submitted

Example Strategies: Power

- Members of the Redwood City/North Fair Oaks community feel the power to shape their own future
 - [Share of youth 16-24 employed](#) (ACS)
 - [Voter turnout](#) (election [data](#) from CA Secretary of State)
 - [Business ownership rate by demographic](#) (ABS via [Bay Area Equity Atlas](#))

Strategy (2-3 years)	Success Measures / Outputs
Amplify and expand opportunities for civic leadership development	150+ residents participate in civic leadership development programs, 50+ of them under age 26
Increase use of the Community Improvement Reimbursement Program	15% more applications
Enhance communication of minimum wage ordinance and enforcement mechanisms, in partnership with SMC	# OLSE communications re-shared % businesses receiving flyer with license

Local Data



San Mateo Shared Prosperity Coordinating Council Highlights

Local Data



Redwood City Economic Mobility Landscape Analysis Highlights

Local Data



Landscape Analysis Overview



Process

Partner Interviews conducted Fall 2023 and Winter 2024



Summary report presented for feedback April 23, 2024



Updates provided to Shared Prosperity Coordinating Council, Redwood City Together Leadership Council, and NFO/RWC Community Collaborative for Children's Success in spring 2024



City implementing initial suggested actions in 2024 and 2025

Outline

- Interviewee list
- 6 key interview themes
- Community assets identified by partners
- City actions taken

Landscape Analysis: 40 Partner Organizations Interviewed



Basic Needs

- 4Cs
- Build Up SMC
- LIBRE / Legal Aid Society
- My New Red Shoes

Community Services

- El Concilio
- Family Connections
- Friends for Youth
- Multicultural Institute
- Nuestra Casa
- Pal Center
- Peninsula Family Service
- ReEvolution
- Sequoia YMCA
- Sheriff's Office: CARON
- Undocusupport Initiative

Employers

- RWC Downtown Business Group
- SMC Chamber

Education

- Cañada College: Career Center, Office of Planning, Undocumented Community Center
- SMC Office of Education
- Sequoia District Adult School
- Sequoia District Career Technical Education
- Upward Scholars
- Wender Weis Foundation

Capacity Building

- All Home / Bay Area Jobs First Collaborative
- Jobs for the Future
- San Mateo County Health
- Sequoia Health District
- SMC Shared Prosperity Coordinating Council
- Sobrato Foundation
- Thrive Alliance

Employment Supports

- AbilityPath
- JobTrain
- NorCal Carpenters
- NOVAworks
- San Mateo County Central Labor Council
- SMC Human Services Agency: Service Connect
- Stanford Haas Center
- Year Up

Entrepreneurship Support

- San Mateo Small Business Development Center
- Renaissance Center

RWC Teams

- DEI Committee
- Fair Oaks Community Ctr
- Fire
- Human Resources
- Parks (PRCS)
- Police
- Library

Feedback from Partners on Interviewees

What specific stakeholders are missing?

- CORA
- Boys & Girls Club
- WANDA
- Ecumenical Hunger Program
- Silicon Valley Leadership Group
- Youth Leadership Institute
- ESO Ventures
- Tax Aid
- Top 5 employers in the area
- SamTrans and other transportation partners
- Dual Enrollment via Cañada

What key stakeholder types are missing?

- Other cities/counties - regional view
- Financial literacy orgs
- Youth
- Regional chambers
- Faith-based organizations
- Intimate partner violence programs

Landscape Analysis Key Interview Learnings

- 1. Basic needs still unmet**
- 2. No local convener or centralized information**
- 3. Funding or resource gaps for local programs**
- 4. Limited earn-to-learn opportunities, especially outside of trades**
- 5. Limited jobs and wealth building options for undocumented and mixed status communities**
- 6. Youth (and employers) need direct support for youth-friendly hiring and onboarding**

1 - Basic Needs Still Unmet

“There is a young man who was kicked out of probation at 18. It is a three week wait to get a bed in a shelter, and this young person was waiting to see if he could get housing during the atmospheric river. These kids are being discharged on probation, homeless, no services.”

– Paul Bocanegra
*Co-founder
ReEvolution*

1 - Basic Needs Still Unmet

- Interviewees named access to basic necessities as barriers to opportunity for their communities, including:
 - Housing
 - Transportation
 - Food
 - Childcare
 - Safety / security
 - Immigration status or right to work
 - Economic mobility starts with meeting basic needs
 - Interviews focused on jobs and entrepreneurship, yet basic needs arose again and again as a barrier
- "It always comes back to housing."*
— Georgia Farooq, *Thrive Alliance*
- "Social Determinants of Work"
 - "the factors and conditions that affect a person's ability to prepare for and succeed in the workforce" ([JFF](#))
 - Existing City and other programming is improving conditions locally, but access gaps remain and benefits cliffs can disincentivize participation in some programs

2 - No Local Convener or Centralized Information

“[For] many services there are multiple parts, you have to come back with information. If it’s a high-need family that needs 5-10 different services, they rarely have the capacity to make the journey to get access to all of these resources. Folks don’t understand how time consuming it is to be poor.”

– Minh Ngo
Executive Director
My New Red Shoes

2 - No Local Convener or Centralized Information

- **For residents and small business owners**
 - Individuals feeling lost when they are looking for resources
 - Access challenges in languages other than English and for individuals with developmental disabilities
- **For local organizations or service-providers**
 - Desire to network with others in economic opportunity, share resources
 - Highlighted benefits of a stronger referral system for individuals and organizations, especially for expanding access to financial literacy programs
- **For regional partners**
 - No clear point of contact to learn about local efforts or to share available funding opportunities
 - Technical assistance, policy advice, partnership opportunities, and funds available

3 - Local Funding or Resource Gaps

“ESL classes are full to the point that some people are being turned away...we have a hard time accommodating students because of limited space and not enough teachers. If we could find teachers to expand we would. Teachers are being paid \$44/hour here while most teachers are paid \$51.”

– Tatiana Roganova
*Director
Sequoia Adult School*

3 - Local Funding or Resource Gaps

- **Local economic mobility organizations facing needs for funds and space, creating barriers to:**
 - Expanding existing programming to meet expressed demand
 - Developing more robust jobs programming for marginalized communities, including folks with disabilities
 - Providing workshops or trainings after 5pm, when communities available
 - Taking timely action on challenges (especially when using gov. contracts)
- **Small businesses facing needs for capital and affordable space**
 - Perception that City economic development work focuses on downtown
 - Smaller businesses and business outside of downtown more likely to connect with agencies like Renaissance Center, San Mateo Small Business Development Center, Job Train, and El Concilio

4 - Limited Earn-to-Learn Opportunities

“Students don't want volunteer jobs—they need the money. ”

– Bob Haick
*Program Supervisor
Cañada College Career Center*

4 - Limited Earn-to-Learn Opportunities

- **Existing opportunities may benefit from more outreach**
 - For example:
 - Wender Weis Foundation free & low-cost STEM pathways catalog
 - Firefighter Trainee position
 - Upward Scholars translator training
- **More information needed about current and future high-demand, living wage careers**
 - Areas of investigation: trades, medical assistants, kinesiology, electrification, childcare, biotech, public service
- **Services working with returning citizens need more employers**
 - JobTrain, Service Connect, and NOVAworks all work to provide jobs and resources to those with justice system involvement and indicated employer engagement can be a challenge in some areas

5 - Limited Job and Wealth-Building Opps in Undocumented Communities

“In the undocumented community, there is a lot of talent in our communities, but they can only get to a certain level because of their documentation status. Sometimes they can’t even go for higher paying jobs.”

– Ana Avendaño
*Executive Director
El Concilio*

5 - Limited Job and Wealth-Building Opps in Undocumented Communities

- Undocumented students or individuals seeking employment or internships face **limited options** and many are **uncomfortable** exploring services because of their status.
- Opportunities like **promotore** roles, for bilingual or bicultural community members, can be challenging to access for people without citizenship or a green card.
- **Supportive services—like ESL classes and legal assistance for right to work and wage theft issue—are key components to individuals being able to find and retain secure living wage jobs.**
- Undocumented and mixed status communities continue to experience **gaps in banking access**, including to bank accounts and credit lines.
 - Financial literacy classes can be tailored for mixed status communities

6 - Youth Need Direct Support

“What's missing is the pipeline. How to get internships or fellowships. Youth need help building relationships and having mentors, learning soft skills. They need to know the basics of Excel and data entry, when you talk to people, how to dress or write an email, how to manage stress at work, what's a sick day.”

– Cecilia Chu
Executive Director
Friends for Youth

6- Youth Need Direct Support

- As families feel financial squeeze, more and younger youth head to work
- Integrate job training & financial literacy support into other services
 - Leverage existing strong, trusting relationships
 - Offer services where youth already are
- Strengthen youth "power skills" for work
 - Writing a professional email
 - Speaking in front of authority figures
 - Receiving feedback
 - Networking
- Invest in hopeful, long-term outlook though supportive connections

"A lot of the mentees we hire don't think they'll make it – a mentee I hired didn't think she'd make it past 16, 18, 21. Why plan financially when I don't think I'll have a future? Their friends and their families pass away younger. All of my mentees have at least one cousin or friend or classmate who passed away before 20."

- Cecilia Chu, Friends for Youth

Getting into college or getting a job takes "intrinsic motivation or the continuation of the motivation when you don't have someone holding your hand all along. It takes teachers or trusted adults continuing to encourage them and check in to help continue the momentum post-graduation or through challenges/distractions at home."

- Didi Engel, Wender Weis Foundation

Feedback from Partners on Themes

we need all sectors at the table ie human services agencies/local colleges/ and city/local government and capital partners etc.

I think many youth are afraid to make mistakes right now- pathways that allow the growth mindset to foster (while being paid)

Identify gaps in outreach - where/who do youth go to look for resources, how can we partner with SMCOE/SMCCCD to ensure students have access to all the resources available

How can we implement social determinants of health to the importance of upwards economic mobility

It may be more helpful to focus on sharing existing services rather than adding new ones given the information gaps at the moment

Identifying Assets



Workforce

Employment

Education

**Context /
Aligned
Efforts**

City Actions from Landscape Analysis

- Created an economic mobility webpage clarifying what a living wage is and where to go if experiencing wage theft
- Shared information about local workforce development convenings with partners
- Launched small business support series, including help for small business on hiring and retaining employees
- Contacted additional partners to explore perspectives and potential collaborations

North Fair Oaks/Redwood City Community Collaborative for Children's Success Survey Highlights

Local Data



2024 CCCS Survey Overview



Process

Questions added to 2018 CCCS survey



Survey data collected in English and Spanish from youth and adults



Data presented to CCCS partners



City implementing initial suggested actions in 2024 and 2025

Outline

- CCCS context
- Economic mobility data from the survey
- City actions taken

More Data Sources We've Explored

- [Upward Mobility Data Dashboard](#)
- [Opportunity Atlas](#)
- [Child Opportunity Index](#)
- Healthy Places Index
- SMC All Together Better
- [City Health Dashboard](#)

City Overview

Metric Detail

Demographic Detail

Compare Cities

Compare Metrics

Take Action

City Highlights

Social and Economic Factors

HIDE
^

Broadband Connection



▼

Children in Poverty



▼

Chronic Absenteeism



▼

Credit Insecurity Index



▼

High School Completion



▼

Income Inequality



▼

Neighborhood Racial/Ethnic Segregation



▼

Racial/Ethnic Diversity



▼

Rent Burden



▼

Third-Grade Reading Scores



▼

Unemployment - Annual, Neighborhood-Level



▼

Unemployment - Current, City-Level



▼

Voter Turnout



▼

Youth Not in Work or School



▼

Partner Actions



Redwood City Together & Community Collaborative for Children's Success

What are they doing?

- Create youth jobs as part of the United for Youth plan funded by the San Mateo County Office of Education
- Survey local organizations on their current hiring practices and opportunities for paid youth positions
- Develop a toolkit to support youth and employer success
- Test at least one strategy for identifying and sharing youth job opportunities



Sobrato Foundation's Silicon Valley Program

What are they doing?

- 10-year commitment to regional economic mobility
- Focus in Redwood City and North Fair Oaks
- Aiming for system change, strengthened local organizations and networks
- Considering cradle-to-career approaches



EMAP: What Have We Done So Far?



- **Technical assistance:**
 - National League of Cities Youth Excel
 - ICMA Economic Mobility and Opportunity Cohort
- **Data collection:**
 - Landscape analysis
 - Focus groups
 - Community Collaborative for Children's Success survey addition
 - Youth town hall

EMAP: What Have We Done So Far?



- **Technical assistance:**

- National League of Cities Youth Excel
- ICMA Economic Mobility and Opportunity Cohort

- **Data collection:**

- Landscape analysis
- Focus groups
- Community Collaborative for Children's Success survey addition
- Youth town hall

- **Actions:**

- Economic mobility webpage
- Advertising existing workforce development convenings
- Promoting existing employment resources
- Improving outreach strategies

Potential EMAP Indicators: Stress

- Households in Redwood City/North Fair Oaks experience less stress about money

Region: South County

10.5%

Source: San Mateo County Health and Quality of Life Survey

Measurement period: 2022

Maintained by: San Mateo County

Last update: May 2024

COMPARED TO



San Mateo, CA
County Value
(9.4%)

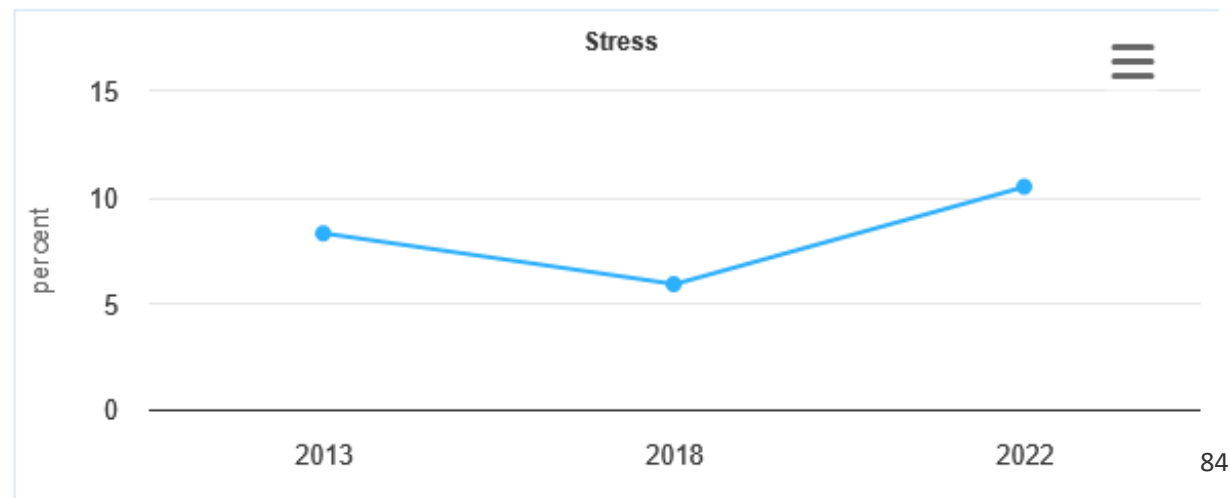


Prior Value
(5.9%)

Graph Selections

INDICATOR VALUES

☒ Change over Time



Potential EMAP Indicators: Access

- Redwood City and North Fair Oaks residents use the available employment and basic needs resources when those resources can be helpful

Region: South County

21.5%

COMPARED TO



San Mateo, CA
County Value
(20.2%)



Prior Value
(24.5%)

Source: San Mateo County Health and Quality of Life Survey

Measurement period: 2022

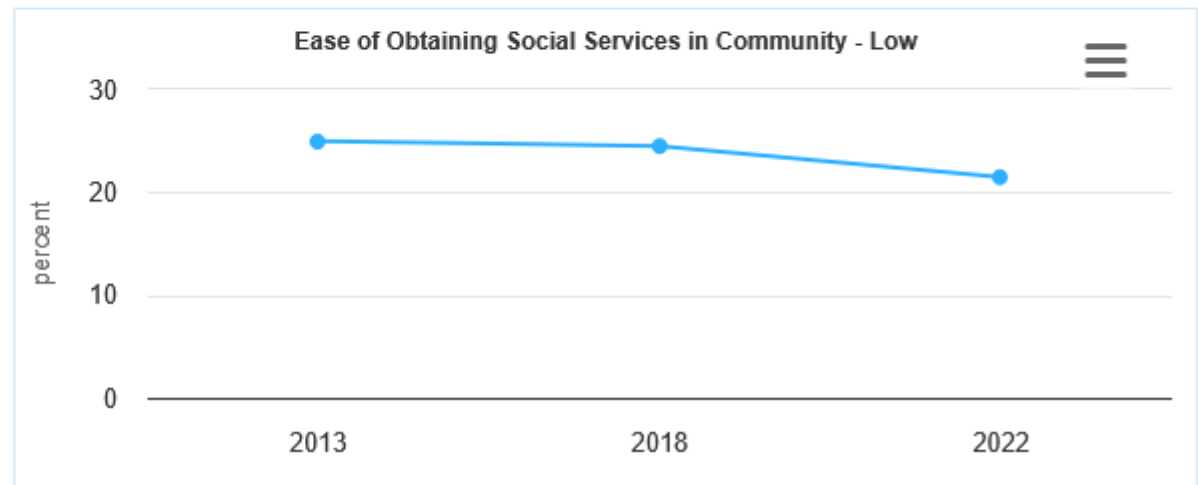
Maintained by: San Mateo County

Last update: May 2024

Graph Selections

INDICATOR VALUES

☒ Change over Time



Potential EMAP Indicators: Power

- Members of the Redwood City/North Fair Oaks community feel the power to shape their own future

Firms with paid employees (per 100 workers) by race/ethnicity: Redwood City, CA; Year: 2017

SELECT BREAKDOWN ▼

FILTERS:

YEAR ▼

