

CITY OF PLEASANTON

2018 ANNUAL REPORT

LIBRARY AND RECREATION DEPARTMENT

JANUARY 2019

2018 ANNUAL REPORT

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LIBRARY AND RECREATION DEPARTMENT OVERVIEW

VISION

Inspiring a vibrant community.

MISSION

Start your journey here.

Discover, connect, enjoy.

The Library and Recreation Department delivers strategically aligned programs and services to provide the highest value for the community.

With a vision to **inspire a vibrant community**, the Library and Recreation Department is structured around the shared values of **integrity, collaboration, customer service, inclusiveness and innovation.**

The department is organized across two divisions—

Library and Civic Arts and Recreation and Human Services with 52.25 full-time equivalent employees.

The department's mission is to help Pleasanton **start their journey here by discovering, connecting and enjoying** their community through civic arts programs, the historic Alviso Adobe, Harrington Art Gallery, public art, preschool, youth, teens, sports and aquatics programs, senior and paratransit services, facility rentals, community events and the Pleasanton Public Library.

Integrity

Collaboration

Customer
Service

Inclusiveness

Innovation

LIBRARY AND RECREATION DEPARTMENT EXECUTIVE SUMMARY

This annual report highlights milestones, events, programs and statistics that represent the City of Pleasanton Library and Recreation Department's work in the community in 2018.

The Administration Division focused on large organizational changes in the early part of the year. Staff worked with the consulting firm, Management Partners, to guide the transition from two departments, the Community Services Department and Pleasanton Public Library, to the Library and Recreation Department, which officially combined on July 1, 2018. The second half of 2018 began the recreation strategic planning process which will be integrated with the existing library strategic plan.

The department also serves as liaison to the Civic Arts Commission, Human Services Commission, Library Commission, Parks and Recreation Commission, and Youth Commission, which all advise the City Council on specific issues under each commission's purview.

The Recreation and Human Services division combined to serve 134,525 participants through 1,711 programs and services offered to the community.

Some of the Recreation and Human Services programs included: life-saving and safety skills at the Dolores Bengtson Aquatic Center, play-based learning at Gingerbread Preschool, engaging summer day camps, fitness classes at the Pleasanton Senior Center, environmental education at the Alviso

Adobe, STEM and creative enrichment camps, and skill development and teamwork through youth and adult sports.



Pleasanton Public Library

The Library and Civic Arts Division captured the imagination of the community through books, art, theater, and music. The Pleasanton Public Library had nearly 600,000 visitors in 2018 and over 25,000 participants utilized library programs such as, story time, Paws to Read, literacy services, or the Booklegger program offered at Pleasanton schools.

The Civic Arts programs celebrated arts in Pleasanton through the Harrington Art Gallery's seven unique exhibits. Throughout the year, staff offered opportunities for children to express their creativity through drama camps, teen improv, the high school music collaborative and workshops. In 2018, over 66,000 people attended shows at the Firehouse Art Center or Amador Theater.

The community programs, events, and services were driven by the mission, vision, and values of the department and delivered by a dedicated team of 52.25 FTE and hundreds of part-time staff and volunteers.

LIBRARY AND RECREATION DEPARTMENT ADMINISTRATION

JANUARY - MARCH

In January, Management Partners was contracted to lead a **department-wide integration workshop**. City Manager Nelson Fialho shared his objectives for this process. Staff saw an example of the new organizational structure and identified project-based teams to develop innovative collaborations.

Department staff was **trained on the newly implemented Better Impact volunteer management software**. This was in an effort to standardize volunteer policies and procedures ensuring a consistent experience and to accurately track hours for the Library and Recreation Department volunteers.

In March, **Civic Arts, Housing, Human Services, and Youth Commissions recommended over \$700k in grant funds to the City Council** for projects supporting Pleasanton and the Tri-Valley.



Axis Community Health received grant funding through the Housing and Human Service Commissions

APRIL - JUNE

On April 10, Library and Recreation Department staff reconvened with Management Partners to **develop a six-month action plan to successfully integrate the departments**. The plan focused on community programming, branding, IT integration, policies and procedures, organizational integration and talent management.



Leadership Academy Graduation

In May, **the 78th Annual Rose Show was held at the Pleasanton Senior Center**. Dubbed, "The People's Show" because anyone, no matter their skill or age can enter their roses in the show.

In June, seven department staff **completed the City of Pleasanton's nine-month Leadership Academy** and two staff completed the Leadership Pleasanton program through the Chamber of Commerce. They learned techniques on leadership, communication, teamwork and gained a better understanding of Pleasanton.

LIBRARY AND RECREATION DEPARTMENT ADMINISTRATION

JULY - SEPTEMBER

After several months of intentional, proactive planning, on July 1, the Community Services Department and Pleasanton Public Library **officially combined to form the Library and Recreation Department.**

DEPARTMENT MERGER OBJECTIVES



Expand and enhance programs and services for the community.



Create long-term efficiencies through collaborations by combining the two departments.



Align with the vision to build a new library and community center in the next 5 years and the planned co-location of the Library and Recreation Department.

"I am truly honored, inspired and amazed by the quantity and quality of the work you do. Your positive attitudes and empathetic approach have enabled this integration to be so successful."

- Heidi Murphy, Director of Library and Recreation



LIBRARY AND RECREATION DEPARTMENT ADMINISTRATION

JULY - SEPTEMBER

To commemorate the launch of the combined Library and Recreation department, cross-divisional teams planned several events in the community. This included a public launch party combined with the Movies in the Park program on July 5, an internal department BBQ on July 11, and a Community Block Party held in September where over 500 Pleasanton residents came to enjoy food trucks, live music, games, and library card sign-ups.



The Pleasanton Pioneer Cemetery staff began inputting data to the Pontem Cemetery Management Software (target completion in 2019). This allows families and historians to search the cemetery database by name and add ancestry information and photos. This database complements the interactive virtual tour already on the City of Pleasanton website.

OCTOBER - DECEMBER

Throughout 2018, the administrative team coordinated the rentals of 3 halls, 3 meeting rooms, and 3 picnic sites totaling 535 rentals for community groups, non-profits, private parties, and co-sponsored groups.

In November, the 47th annual **Mayor's Award Celebration** event served as an opportunity to recognize and highlight the work done during the past year by city commissions, committees, and leaders. The event culminated with the presentation of the Mayor's Award to **Kirstin Litz** for her commitment to breast cancer awareness and volunteer work for dozens of Tri-Valley agencies.



Mayor's Award Celebration

The first Saturday in December marked the annual **Hometown Holiday Celebration**. Pleasanton was treated to floats, bands, scooters, hot rods and Santa parading down Main Street. With 2,500 parade participants, hundreds of volunteers, city staff, and thousands of spectators lining the streets, this was truly an event for the entire community.

LIBRARY AND RECREATION DEPARTMENT ADMINISTRATION

NEW PROGRAMS IN 2018

Division	Program	Sessions	Participants	Fees
Aquatics	Adult and Pediatric First Aid/CPR/AED	3	28	110R/121NR
	Spaquatics Camp	2	28	232R/255NR
Alviso Adobe	Coffee (or Hot Cocoa!) with the Birds	7	87	6R/9NR
Senior Center	Emergency Preparedness	2	75	Free
	Karaoke Social	12	15 (avg)	Free
	Books and Coffee	12	8 (avg)	Free
	Card Making Class	4	47	5
	Holiday Tea and Dessert Event	1	180	2
Youth & Teens	Ptownlife Open Mic Nights	2	180	Free
	Alisal After Summer School Camp	6	28	272

BY THE NUMBERS



\$13.8M

Combined expenditure budget of the Library and Recreation Department for FY18



52.25

Full-time equivalent staff supporting dynamic programming throughout the community



873,440

Community members served through Library and Recreation Department programs

HUMAN SERVICES DIVISION

ALVISO ADOBE

JANUARY - MARCH

The new year brought the addition of a **new family program - Coffee (or Hot Cocoa!) with the Birds**. Open to all ages, this program took place at different Pleasanton trails and parks. Eighty-seven birders enjoyed a warm beverage, learned how to use binoculars, and explored the bird life that resides in Pleasanton.



Coffee with the Birds

Each Spring, the Alviso Adobe staff partners with the Pleasanton Art League to host an art show at the Alviso Adobe Milking Barn. The 2018 edition was held March 2-4 and featured 34 artists displaying 75 pieces of art for the community to view. Awards and cash prizes were given to the winning artists.

The Alviso Adobe held **two docent orientations** for volunteers interested in sharing Pleasanton's history with visitors. **There are now seven well-informed docents** assisting with programs, events, and field trips.

APRIL - JUNE



Earth Day Creek Clean-Up

Arbor Day rallied over 100 people whom each received a sapling. Participants learned about pruning, how to take care of their saplings, and enjoyed a picnic while learning about the trees in the landscape.

The Earth Day celebration had over 45 participants clean the creek area of Arroyo del Mocho. Participants and staff collected over 25 bags of trash and removed 20 tires of all sizes.

HUMAN SERVICES DIVISION

ALVISO ADOBE

JULY - SEPTEMBER

Ridge Runners Nature Day Camps provided 821 campers the opportunity to enjoy the outdoors this summer. A new camp, Ridge Runner Explorers, offered access to new trails by including two bus trips to explore further locations.

The Counselor-In-Training (CIT) program gave 48 middle and high school students the opportunity to give back to the Ridge Runners program. CITs played games, led songs and enjoyed the outdoors with younger campers.



Ridge Runners Summer Camp

Alviso Adobe staff began the process of increasing the visibility of over 1,000 artifacts. Soon, visitors will be able to take a closer look at the collection by accessing the museum database from home.

The 10th Anniversary of Alviso Adobe Community Park featured a celebration with 20 booths, 3 special performances, and a movie screening highlighting the Meadowlark Dairy. This free annual festival drew over 550 people and was supported through the help of 50 dedicated volunteers.



Alviso Adobe Community Park

OCTOBER - DECEMBER

Alviso Adobe Community Park staff hosted 150 educational field trips for 3rd and 4th graders, in classroom programs for Preschool and K-2nd graders, and in-house tours on local natural and cultural history. This is a 22% increase from last year.

In December, staff celebrated the holiday season and the start of winter by hosting the annual Winter Faire. 28 participants and their families celebrated the season of light by making crafts and learning how various cultures celebrate light during the winter months.

HUMAN SERVICES DIVISION ALVISO ADOBE

BY THE NUMBERS

3750

STUDENTS EDUCATED
DURING 150 FIELD TRIPS

Field trips were offered for students in Kindergarten - 4th Grade focusing on the cultural and natural history of the Amador Valley

10%

PARTICIPATION
INCREASE FOR RIDGE
RUNNER HIKING CAMPS

New Explorers camp took participants all over the east bay to explore new trails

3150

VOLUNTEER HOURS BY
COUNSELORS-IN-
TRAINING

48 student volunteers played games, led songs and enjoyed the outdoors with participants at the Ridge Runner camps

6,083 PARTICIPANTS



208 PROGRAMS OFFERED



*Alviso Adobe Community Park 10th
Anniversary Celebration*

***"I enjoy educating the youth of the community
and working with the staff."***

- Roy Ficken, Docent

RECREATION DIVISION AQUATICS

JANUARY - MARCH

Staff at the Dolores Bengtson Aquatic Center (DBAC) offered **Adult and Pediatric First Aid and CPR/AED courses for the public** to help make Pleasanton a safer community.

DBAC was the host site for the **Junior Olympics Swim Meet** in March. Over 1,000 swimmers had the chance to compete against their peers from across the nation.



Pleasanton Seahawks Practice

DBAC was awarded the **American Red Cross Gold Level Learn-to-Swim Provider Award and the American Red Cross Certificate of Appreciation** for serving over 1,000 swim lesson participants and certifying over 200 people in lifesaving skills.



Learn-To-Swim Program

APRIL - JUNE

DBAC had **21 aquatic volunteers this summer, ages 12-14**, as Junior Lifeguards and Swim Lesson Aides. One goal of this program is to groom the next generation of lifeguards and swim instructors to serve the community.

In the spring, DBAC **hired 30 new lifeguards and swim instructors** to support the robust summer programming in Pleasanton.

JULY - SEPTEMBER

Spaquatics Camp was introduced at DBAC for the first time. This camp combined a variety of sports and swimming activities. Both weeks of the camp filled to capacity with waitlists.

RECREATION DIVISION AQUATICS

JULY - SEPTEMBER

DBAC hosted the annual **Box Boat Derby** and **Splash Day** community events. Both were successful with over 300 attendees between the two events.

In an effort to keep facilities modern and well maintained, **construction broke ground in July** on the **DBAC locker room renovation project** with an expected completion date in **February 2019**.



Boat Box Derby

“The teacher took the time to give [our daughter] the lesson she needed. [She was] not as comfortable in the water as the other kids. The teacher made her feel comfortable and she had fun! The teacher did not pressure her to do more than she wanted”

- Swim Lesson Parent



Floating Pumpkin Patch

OCTOBER - DECEMBER

DBAC hosted the third Annual **Floating Pumpkin Patch**. This growing tradition saw attendance increase 200% to 65 participants.

Per DBAC tradition, public lap swim was open on **Thanksgiving morning** so Pleasanton's dedicated swimmers could get in their laps before spending time with their families.

RECREATION DIVISION AQUATICS

BY THE NUMBERS

154

PARTICIPANTS CERTIFIED
IN RED CROSS COURSES

Includes lifeguarding, water safety instructor, basic water rescue, and adult/pediatric First Aid/CPR/AED

33,301 PARTICIPANTS



424 PROGRAMS OFFERED

15%

INCREASE IN REVENUE

From \$476k in FY17 to \$549k in FY18 attributed to additional swim lessons offered and the addition of the Spaquatics camp



Dolores Bengtson Aquatic Center

384

VOLUNTEER HOURS

By Junior Lifeguards and
Swim Lesson Aides

“We’re always happy with the lessons here and the kids enjoy the program. Over the years we have done at least 8 sessions and the kids like the consistency!”

- Swim Lesson Parent

RECREATION DIVISION CONTRACT CLASSES AND DEPARTMENT MARKETING

JANUARY - MARCH

Contract Instructor, **Challenge Island**, offered classes in **Pleasanton for the first time**. Classes included STEM-based, *Shark Tooth Island* for 3-5 year-olds and *Mythology Island* for 6-12 year-olds.

The spring session included martial arts, drama, coding, and art classes among others. **Over 1,600 participants signed up for enrichment classes exposing them to new experiences and helping develop life-skills.**



Lego Engineering

The **Summer Activity Guide** is developed in the early part of the year to inform the community about all of the classes, camps, and programs offered by the Library and Recreation Department. This process goes through several rounds of edits to ensure information is communicated clearly and easy to understand when it reaches Pleasanton's mailboxes.

APRIL - JUNE

Cooking with Kids offered a cooking class at the **Veterans Memorial Building with the goal of encouraging children to fall in love with healthy eating**. The class teaches how to grocery shop, read food labels and to work safely in the kitchen.



Cooking Class

This spring, in cooperation with the **Pleasanton Unified School district**, staff coordinated to host the majority of the **City of Pleasanton summer camps** at **Pleasanton Middle School**.

During the summer session, **Gurus Education** offered a range of camps designed to help youth throughout their life including public speaking, debate skills, personal finance, and health education.

RECREATION DIVISION CONTRACT CLASSES AND DEPARTMENT MARKETING

JULY - SEPTEMBER

This summer, contract instructors taught 220 youth enrichment camps for over 2,600 participants generating nearly \$500k in revenue. Camps and classes gave a variety of options for families to spend their summer having fun and learning new skills.



Art Classes



Writing Camps



Tech and Coding Camps



Engineering Camps



Dance Camps



Exercise and Wellness



Skateboarding Camp

OCTOBER - DECEMBER

The department marketing team worked closely with the program areas to generate content designed to engage with the community about the diverse program offerings by the Library and Recreation Department. This was achieved, in part, through dynamic social media content with attractive, timely posts across social media platforms.

Several times per year, **Babysitting for Beginners class teaches teens** about child development, bedtime strategies, discipline, how to get a job and how to make babysitting fun.

Through the fall and winter programs, **the contract classes served 1,439 participants** generating \$117k in revenue.

RECREATION DIVISION CONTRACT CLASSES AND DEPARTMENT MARKETING

BY THE NUMBERS

195

PAGES FOR THREE
ACTIVITIES GUIDES

Each year, the department produces activity guides for Fall/Winter, Spring, and Summer seasons to inform the community of hundreds of program offerings

5,657 PARTICIPANTS



532 PROGRAMS OFFERED

42

SUMMER SESSIONS OF
ENGINEERING AND
TECH CAMPS

Camps included robotics, animation, app development, java programming, coding and more



3715

TOTAL CLASS MEETINGS
TOOK PLACE IN 2018

Serving all ages throughout
Pleasanton

"Staff are helpful, knowledgeable, polite, efficient, and go out of their way to assist. When I've called, I appreciate talking with someone and not getting a recording. Thank you!"

- Camp Parent

HUMAN SERVICES DIVISION PRESCHOOL, YOUTH AND TEENS

JANUARY - MARCH

This February, Ptownlife.org pivoted from a stand-alone website to the production of a dynamic weekly email newsletter to help Pleasanton stay informed about local news and events. The Ptown Life is delivered to 12,000 subscribers every Friday morning.

On February 3, the **Community Education Series** held its **2nd Annual Parenting Forum** in collaboration with **PUSD, Pleasanton PTA Council and PPIE**. Pleasanton welcomed Denise Pope, PhD. of Challenge Success to share with hundreds of Pleasanton parents how to best support their children physically and mentally.



Youth in Government Day

Youth in Government Day was held in March where **75 Pleasanton teens** experienced the impact they can have on their community through local government. High school students shadowed city and school district staff and heard from State Assemblymember Catherine Baker.



Gingerbread Fun Run

APRIL - JUNE

In April, the Friends of Gingerbread (F.O.G.) hosted the annual **Fun Run** raising almost **\$7,000**. The event was led by volunteer F.O.G. President, **Jill Lackoff** who completed six years of volunteering at Gingerbread Preschool at the end of the school year.

In partnership with PUSD, an after-summer school camp was launched as a pilot program for 50 students at Alisal Elementary School. **Kids were able to stay and play with summer camp staff each day after school.**

HUMAN SERVICES DIVISION PRESCHOOL, YOUTH AND TEENS

JULY - SEPTEMBER

Gingerbread Summer Zone staff offered 568 preschoolers time to explore and engage in science, art, games, cooking, and creativity.

Summer Day Camp gave 546 of Pleasanton's 6-12 year-olds the chance to connect with their friends through games, songs, field trips, and wholesome fun.



Summer Day Camp

Fifty high school students volunteered in the Library and Recreation Department's Leader-in-Training program. Program participants gained valuable work experience and leadership skills through on-the-job training with Summer Youth Basketball, Gingerbread Preschool, Summer Day Camps, Drama Camps, Art Camps, Library, and the Senior Center.

OCTOBER - DECEMBER

The Ptown Life student web team hosted its **2nd Open Mic Night** where 20 high school students had the opportunity to perform music, poetry, and stand-up comedy in front of 100 audience members at Inklings Coffee & Tea.



Gingerbread Preschool

Gingerbread Preschool is a safe, inclusive, play-based program that supports 360 students at their current social and emotional level. Gingerbread's passionate staff prepared children for Kindergarten through purposeful play and a progressive academic curriculum.

In a collaboration with Creatures of Impulse, November brought another **Middle School Night Out: Murder Mystery Night** giving 30 Pleasanton middle school students a night of intrigue, mystery and entertainment.

HUMAN SERVICES DIVISION PRESCHOOL, YOUTH AND TEENS

BY THE NUMBERS

15%

INCREASE IN
PRESCHOOL REVENUE

By optimizing the schedule and implementing a modest price increase, Gingerbread Preschool increased revenue from \$710k in FY17 to \$821k in FY18

4,127 PARTICIPANTS



159 PROGRAMS OFFERED

879

ATTENDED COMMUNITY
EDUCATION SERIES
WORKSHOPS

8 workshops held in 2018 on topics including parenting advice, homework, and affording college tuition



Gingerbread Preschool 4's Class

422.5

VOLUNTEER HOURS BY
PTOWNLIFE NEWS TEAM

High school students wrote articles, planned events and contests and produced a weekly newsletter emailed Fridays to 12k subscribers

"Thank you very much for 2 amazing years! All the teachers we had - Ms.Uzma, Ms. Lori, Ms. Andrea, Ms. Heather, Ms.Padma, Ms. Rupali and Ms. Miran were wonderful. Gingerbread is still our favorite 'school'. Thank you!"

-Gingerbread Summer Zone Parent

HUMAN SERVICES DIVISION

SENIORS, RECREATION FOR ADULTS WITH DISABILITIES (R.A.D.D.), PARATRANSIT

JANUARY - MARCH

The Recreation for Adults with Disabilities (R.A.D.D.) staff hosted Valentine's and St. Patrick's Day dances in February and March for over 80 participants. These popular dances are held throughout the year and give RADDsters a chance to socialize and dance with their friends.

From February - April, the Senior Center hosted AARP tax assistance appointments every Monday and Friday where they helped 425 seniors with their tax filings.

In March, the Senior Center transformed into a "Transit Center" with representatives from BART, ACE Train, and Wheels on site. Representatives met with over 150 seniors about transportation options in the Tri-Valley and the greater Bay Area.



Pleasanton Senior Center

APRIL - JUNE

The Pleasanton Senior Center offered fitness classes designed to increase flexibility and strength, and improve balance, coordination, and cardiovascular endurance. Each month, 200 seniors took advantage of classes including Zumba, Yoga, Core Stretch, and Balance, Line Dance, Fit for Fifty and Tai Chi.



Volunteer Recognition

On April 19, the Senior Center held the annual Community Partner and Volunteer Recognition event where Patricia Shuppert was recognized as Volunteer of the Year and Hired Hands Homecare was awarded Community Partner of the Year for their generous support of the monthly tea time and socials.

On Saturday, May 5, the Pleasanton Senior Center celebrated 25 years by honoring the past and looking forward to the future.

HUMAN SERVICES DIVISION SENIORS, R.A.D.D., PARATRANSIT

JULY - SEPTEMBER

The Paratransit Trip program gave seniors the opportunity to travel around the bay area all year long. July - September trips included a Del Valle Boat Tour, Pier 39 and Aquarium, and the Healthy Living Festival.

On National Fall Prevention Day (September 27), in partnership with the Senior Support Program of the Tri-Valley, the Senior Center hosted a Fall Prevention Awareness Fair. Seniors were offered education and resources, balance testing, a fall risk assessment, and a free lunch. 106 seniors participated.



Senior Center BBQ



R.A.D.D. Winter Ball

OCTOBER - DECEMBER

On December 7, the Senior Center in partnership with the Friends of the Pleasanton Senior Center hosted a Holiday Dessert & Tea event. This festive event helped 180 seniors get into the holiday spirit.

The R.A.D.D. program concluded their popular year-round dances with 80 participants getting dressed to impress to attend the Winter Ball.

The December Paratransit Trip program delighted 36 seniors with a tour of holiday light displays in Pleasanton and Livermore. The event began with cookies and hot chocolate before boarding the Paratransit buses and journeying to see spectacularly decorated houses.

HUMAN SERVICES DIVISION SENIORS, R.A.D.D., PARATRANSIT

BY THE NUMBERS

63

R.A.D.D. ACTIVITIES
OFFERED IN 2018

All activities were full, with waitlists, including 349 total attendees at the Valentines, St. Patrick's Day, Fiesta, Western, Halloween and Winter Ball Dances

2,500

VOLUNTEER HOURS
LOGGED AT THE SENIOR
CENTER

Included greeters, front counter receptionist, bingo callers, computer tutors, woodshop monitors and more

425

SENIORS RECEIVED TAX
ASSISTANCE IN 2018

This critical and difficult process is made much easier for Pleasanton seniors through the AARP tax assistance program

84,637 PARTICIPANTS AND
VISITORS



149 PROGRAMS OFFERED



Senior Center Woodshop

"I ride with PPS because it is so reliable, and I feel safe. The drivers are always polite and cheerful, going the extra mile to provide excellent service to all clients. And remember, Paratransit service is available to everyone age 70 and over – it's not just for people with mobility issues."

- Paratransit Rider

RECREATION DIVISION YOUTH AND ADULT SPORTS

JANUARY - MARCH

Two new tennis courts at the Tennis and Community Park were completed, adding another valuable asset to the community.

Pleasanton Youth Basketball completed its eight-week 2017-18 season. PYB gave Pleasanton's youth entering grades 1-12 a great opportunity to learn the game of basketball from knowledgeable coaches and staff.



Pleasanton Youth Basketball

Winter adult basketball and volleyball leagues allowed nearly 800 participants the chance to stay active with their friends regardless of their age or ability level.

APRIL - JUNE

Spring marked the start of Bocce Ball and Adult Softball leagues, offered six nights per week, giving over 2,700 participants a chance to hang out with their friends and experience camaraderie through the sport.



Adult Softball

In the spring session, 516 participants worked with contract instructors, Club VIP Volleyball, Kidz Love Soccer, and Championship Basketball to continue to develop their athletic skills.

In May, open-gym volleyball was offered to high school students to allowing young athletes the chance to maintain or improve their skills and play with their families.

RECREATION DIVISION YOUTH AND ADULT SPORTS

JULY - SEPTEMBER

The summer youth basketball program had 370 boys and girls meet twice per week throughout the summer. Practices were focused on skill development and fun rather, than the competition.

The Jane Carey Memorial Pickleball Tournament was held July 14 and 15 for all skill levels. Pickleball is an approachable game that combines elements of badminton, tennis and table tennis. In addition to the annual tournament, drop-in family pickleball took place every Sunday at Pleasanton Middle School throughout the year.



Recruitment for 150+ volunteers coaches began in September to lead 130 teams for Pleasanton Youth Basketball. Coaches were thoroughly trained at coaches clinics and received the added benefit of having their child's program fee waived at the end of the season.



Pleasanton Youth Basketball

OCTOBER - DECEMBER

Pleasanton Youth Basketball is the largest youth program in Pleasanton. The 2018-19 season gave 1276 participants, on 130 teams, the opportunity to learn both basketball skills and life skills including teamwork, respect, and work ethic taught by 170 volunteer coaches and staff.

Adult Softball playoffs completed the Summer/Fall softball league. This league serves all skill levels offering 26 different divisions playing over six nights per week throughout the fall.

In addition to all of the city-run sports programs, city staff worked closely with co-sponsored groups offering thousands of Tri-Valley children the chance to play both competitive and recreational sports including soccer, baseball, football, softball, swimming, and lacrosse.

RECREATION DIVISION YOUTH AND ADULT SPORTS

BY THE NUMBERS

80

PART-TIME STAFF

Worked in Youth and Adult Sports. All staff were certified in American Red Cross First Aid, CPR and AED

17,606 PARTICIPANTS



239 PROGRAMS OFFERED

7600

PARTICIPANTS

Attended open-gym basketball, pickleball and volleyball in 2018



170

VOLUNTEER COACHES

Coaching 1276 participants in the Pleasanton Youth Basketball program.

"I love my kid's coach. He is professional, supportive, and knowledgeable. I would like to see him again at PYB."

- Summer Youth Basketball Parent

LIBRARY AND CIVIC ARTS DIVISION

CIVIC ARTS

JANUARY - MARCH

The members of the *High School Music Collaborative* had their second annual retreat where teens spent twenty hours collaborating on and writing songs for their spring performances and their second full-length album entitled *Somersaults*.



Fleetwood Mask

Fleetwood Mask, a tribute to the iconic rock and roll band, *Fleetwood Mac*, sold out two performances at the Firehouse Arts Center in January. The band gave Pleasanton a taste of fun and nostalgia to start the new year.

Creatures of Impulse collaborated for the third year with the *Mr. Amador Beauty Pageant* event to raise money for **George Mark Children's House**. The young men of Mr. Amador attended several improv rehearsals at the Firehouse Arts Center, led by Teen Improv Troupe *Creatures of Impulse*, that culminated in a sold-out performance at the Amador Valley High School Multi-Purpose Room.

APRIL - JUNE

The Civic Arts staff partnered with the Pleasanton Police Department's D.A.R.E. Officers to host the biannual culmination at the Amador Community Theater for this important drug abuse resistance education program.



Creatures of Impulse: Totally Tubular

Grammy Award-Winner *Secret Agent 23 Skidoo* kicked off the **16th Annual Youth Music Festival**. The festival continued with singer-songwriter *Matt Nakoa*, Broadway star *Michael Wartella* and two concerts by the *High School Music Collaborative*. This festival celebrated music, creativity and gave Pleasanton's youth an opportunity to hone and demonstrate their talents.

Creatures of Impulse Teen Improv Troupe celebrated their 10th anniversary with the improvised **80s teen musical *Totally Tubular***. Bay Area improv music icons, David Norfleet and Joshua Raoul Brody, provided the improvised orchestra pit. To raise awareness for the show, *Creatures of Impulse* rented an upright arcade-style video game that sported 80s favorites *Galaga* and *Ms. Pacman* for the public to enjoy at the Firehouse Arts Center.

LIBRARY AND CIVIC ARTS DIVISION

CIVIC ARTS

JULY - SEPTEMBER

Summer Drama and Music Camps sold-out Little Mermaid Jr. (8-13 year-olds) in just six minutes.

Drama camps also featured the second annual full-length teen production, *Bring It On: The Musical*. Additionally, the City continued to offer technical theater camps for teens, improv camps, theater arts intensives, string and brass music camps, and the Teen Playwrights' Summer Workshop.



Bring It On Cheer Clinic

Annually, the City has worked with the San Francisco Shakespeare Festival to offer a high-quality Shakespeare production in the outdoor setting of Amador Park. Spanning three consecutive weekends in July, these free performances have become a tradition for families to gather together for an evening under the stars. The festival plays a vital role in the Bay Area arts community, by reaching thousands of people who otherwise might not attend live theater.



J-Walt's Lucid Dreamscapes at Ignite! 2.0

OCTOBER - DECEMBER

The 2nd Annual Ignite! Art + Innovation festival treated over 3,500 attendees to live music, cultural performances, and 40 booths featuring science, technology, art, and innovation. The night ended with dynamic performances like *Lucid Dreamscapes* by Academy Award winner, J-Walt, and Firelight Society Fire Dancers.

This fall, the Art Spark pilot initiative was started at the Firehouse Arts Center to encourage youth and teens to experience the arts in Pleasanton. Participants in grades K- 12 received a lanyard and Arts Spark Medallion and had the opportunity to collect special buttons throughout the season at select performances. At the end of the season, depending on the number of buttons a child collected, they could attend 2-3 shows for free.

LIBRARY AND CIVIC ARTS DIVISION

CIVIC ARTS

BY THE NUMBERS

6482

VISITORS OF THE
HARRINGTON ART
GALLERY

Viewing 7 unique art exhibits
in 2018

66,250 PARTICIPANTS AND
ATTENDEES

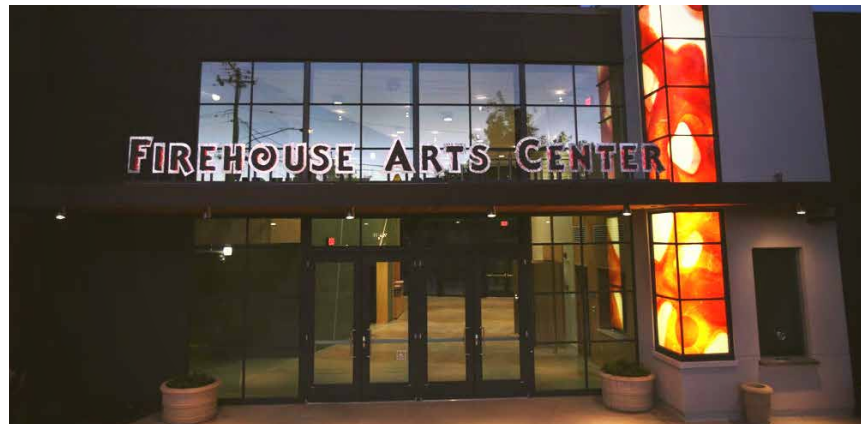


151 PROGRAMS OFFERED

5300

ATTENDED SHAKESPEARE
IN THE PARK

The San Francisco Shakespeare
Festival offered six free
performances of a Midsummer
Night's Dream at Amador Park



238

PARTICIPANTS IN THE
SUMMER DRAMA AND
MUSIC CAMPS

Back in 2004, the City only
served 40 youth and teens per
summer offering one musical
camp

“All of the inside jokes are what stuck with her the most. The way the leaders were so creative and yet allowed them to insert their ideas and personalities into the shows. Everybody was so kind! There aren’t enough words to really convey how much she enjoyed this experience and how much confidence she gained. Thank you for the safe, creative space for her to explore her ideas and talents!”

-Teen Playwright’s Summer Workshop and Teen Theater Arts Intensive Parent

LIBRARY AND CIVIC ARTS DIVISION PLEASANTON PUBLIC LIBRARY

JANUARY - MARCH

The **Adult Section of the library offered a variety of ongoing weekly and monthly programs for the community.** The Classic Film Series, Drop-in Computer Training, FREE Legal Help, Job and Resume Counselors, Adult Book Club and Veteran's Resource Center programs served 718 library patrons.

Kindergarten classes loved their field trip to the library on March 8. **Students heard Meg Fleming, award-winning author, and City of Pleasanton's first ever Literary Arts Ambassador,** speak about her writing process. She read some of her picture books to the excited group of students, parents, and teachers.



Hearst Kindergarten field trip

Children's Services staff enjoyed presenting eighteen storytimes to the 4 year-olds at Gingerbread Preschool. The themes We Love to Read, Gardening, and Community Helpers coincided with what the children were learning in their classrooms.

APRIL - JUNE



Preschool Story Time

The **Pleasanton Reads Project provided instruction in basic literacy and English-as-a-Second-Language (ESL) for 155 active students** through free weekly tutoring and ESL Conversation Practice Groups for eligible adults facilitated by 118 volunteers.

Booklegger volunteers worked with 17,745 students in 573 PUSD classrooms during the 2017-18 school year. Presentations included short book talks, reading aloud, and simple science or craft demonstrations for kindergarten - 8th graders.

On June 1, **Library and Recreation Department staff and family members joined forces to transform the children's area and the adult desk for the *Reading Takes You Everywhere* summer reading game.** For the first time, summer reading game prizes were distributed at the city's Summer School, Summer Camps, and Gingerbread Preschool.

LIBRARY AND CIVIC ARTS DIVISION PLEASANTON PUBLIC LIBRARY

JULY - SEPTEMBER

The Kid Power program offered six training sessions in May and June to prepare 357 volunteers to help sign-up 3,346 children for the *Reading Takes You Everywhere* summer reading game. 555 summer reading game participants read for at least 40 hours and received a free book.

The student success initiative enabled Pleasanton high school students to use their school ID cards as library cards. This initiative allowed over 5,000 students free access to digital media, e-books, and test prep at the Pleasanton Library using the barcode on their student ID card.



Summer Reading Program

Summer Game Days wrapped up the Summer Reading Game on Friday, July 27 and Saturday, July 28. There were 333 excited preschool-3rd graders who enjoyed playing carnival-style games created by teen volunteers. Working parents appreciated having a weekend option compared to prior years when it was only offered on Thursdays and Fridays.

OCTOBER - DECEMBER

The popular Paws to Read program, which allows children 1st-5th grade to read to dogs certified by the Valley Humane Society, switched from pre-registration to a drop-in program in spring of 2018 to allow access to more patrons.

In November, the literacy team presented at the CLA Poster Session about how Pleasanton leverages community partners to expand resources for those who need literacy services.



Paws to Read

As the defacto community center of Pleasanton, the library's large meeting room transforms into "The Teen Hangout" on weekday afternoons where library staff worked with over 3,500 teens throughout 2018. Teens spend their afternoons playing games, making arts and crafts and working on their homework.

LIBRARY AND CIVIC ARTS DIVISION PLEASANTON PUBLIC LIBRARY

TECHNICAL AND CIRCULATION SERVICES | KEY NUMBERS



Number of Visitors: 587,243



New Registered Cardholders: 10,396



Digital Materials Checkouts and Renewals: 78,814



Holds Filled: 65,540



Patron Self-Checkouts: 636,703



Physical Material Checkouts: 1,102,077



Unique Wifi Sessions in the Library: 57,016



Monthly Library Newsletter Subscribers: 1,459



Self Checkout Kiosk

“To the very best—Pleasanton Librarians. You all run the finest library I have ever encountered. Everyone is unfailingly polite, competent, very helpful, friendly, and many more positive attributes. Thank you! From your many fans.”

- Pleasanton Public Library Patron

LIBRARY AND CIVIC ARTS DIVISION PLEASANTON PUBLIC LIBRARY

BY THE NUMBERS

587,243

MEMBERS OF THE
COMMUNITY VISITED THE
PLEASANTON PUBLIC
LIBRARY IN 2018

25,013 PARTICIPANTS



514 PROGRAMS OFFERED

1.1M

TOTAL MATERIALS
CHECKED OUT

Including digital and physical
materials between January
and November of 2018.



43,523

ACTIVE LIBRARY
CARDHOLDERS

Serving the 83,007 population
of Pleasanton and surrounding
communities.

*“The library is so fun. I think it is the best place
ever! I wish it was my home. And everyone is
so nice and thoughtful. I Love the Library!”*

-Pleasanton Library Youth Patron

LIBRARY AND RECREATION

MISSION, VISION, AND VALUES

VISION

Inspiring a vibrant community.

MISSION

Start your journey here. Discover, connect, enjoy.

VALUES

Integrity

- We foster feelings of trust and safety by being true to our values and acting honestly and ethically.
- We lead by example, positively representing the City of Pleasanton and the community in all we do.

Customer Service

- We are responsive and respectful to all.
- We demonstrate leadership by proactively offering assistance and seeking out opportunities to help community members explore all that the department has to offer.
- We inspire relationships and contribute to meeting the needs of others.

Innovation

- We continuously pursue innovative training and new best practices to improve service delivery and enhance our ability to appropriately serve the changing needs of the Pleasanton community.
- We consistently seek feedback from our colleagues and the community in an effort to provide the best service possible.

Collaboration

- We embrace our unique strengths to build an empowered team united toward a common goal.
- We value the Pleasanton community as a partner.
- We promote open and honest communication through active listening and participation.

Inclusiveness

- We are committed to protecting customer privacy and intellectual freedom.
- We provide programming, materials and services that reflect the unique and varied perspectives of the Pleasanton community and the world.
- We welcome all members of the Pleasanton community and provide accessible spaces and programs where all people can thrive and feel supported.

