

LIBRARY & RECREATION DEPARTMENT

QUARTERLY REPORT

JULY - SEPT 2021



LIBRARY SERVICES

Discover, Connect, Share.



Patrons served: 65,656
111% increase from last quarter



New Registered Cardholders: 8,507



Physical Checkouts: 224,814
26% increase from last quarter



Digital Checkouts: 48,345
Slight decrease from last quarter as result of library reopening



Newsletter Subscribers: 37,919
Average 18% open rate



LITERACY PROGRAM

26 Volunteers
49 Adult Learners
541 Volunteer hours



The Library welcomed back in-person English Conversation groups in September.

"My learner was successfully able to apply for unemployment benefits through their website and meet the status update requirements for the benefits until she was employed again."

VIRTUAL PROGRAMS

20 Programs
203 Attendees

Programs included five summer youth programs, virtual Paws to Read, and recorded Family Storytime.

The Library team was instrumental in helping to ensure readers reached our community goal of reading 1,000,000 minutes this summer. The Pleasanton Library App was launched this quarter providing mobile access to library services and information.

CIVIC ARTS PROGRAMS

Discover, Connect, Create.

CONTRACT CLASSES



Virtual Courses Offered: 228
New: Kindermusik - music based education for children birth - seven years



In-Person Courses Offered: 82
Increase of 41 classes from last quarter



Participants in Contract Classes: 710
Includes contracted camp programs

THEATER PROGRAMS



Live Show Attendees: 472
Up from 95 attendees last quarter



Harrington Gallery Visitors: 340
Two gallery exhibits



Youth Theater Participants: 131
122 tickets sold for youth performances

Beginning in August, the Firehouse Arts Center hosted its first in-person stage show in 17 months, welcoming Jared Freiburg & The Nomads, followed by James Garner, and Jackie Gage.

SENIOR PROGRAMS/RADD

Discover, Connect, Thrive.



Senior Meals Served: 5,840
Provided by Open Heart Kitchen



Pleasanton Rides One-Way Rides: 541
Providing service Mon., Wed., and Fri. through a contract with Black Tie Transportation



Meals on Wheels Meals Served: 9,070
Provided by Spectrum Community Services



Drop-In Program Participants: 1,283
Includes bingo, tech tutoring, clubs and others



Fitness Classes Offered: 16
12 in-person and four virtual classes

In September, the Senior Center celebrated "Senior Center Month" with increased operating hours, new in-person programs, and special events. Ptown RADD Camp was offered for the first time with 45 participants in its three week session.

RADD PROGRAM



Program Participants: 200
Includes camp, classes, and special events

RADD is now meeting twice a month at the Senior Center for fun games, crafts, special guests, and activities.



"This is so much fun, I love it."
- RADD participant

ALVISO ADOBE

Discover, Connect, Explore.

CLASSES & PROGRAMS



Ridge Runner Camp Participants: 159
Seven weeks of camp for ages 4-14 years



Nature Club Participants: 17
New program for children 4-11 years



Drop In Park Visitors: 300



SPECIAL EVENTS

Fall Festival: 150
Hosted on Sep. 25 with crafts and demonstrations

Museum on Main Family Day: 225
Included a display showcasing three time periods of the Adobe history

Environmental education has returned with Ridge Runners camps, free community garden demonstrations, the fall festival, school field trips, and the launch of the afterschool program: Nature Club. The historic Alviso Adobe home and park Visitor Center are now open Thursday-Saturday, Noon-3pm.

PRESCHOOL, YOUTH & TEEN PROGRAMS

Discover, Connect, Play.

GINGERBREAD PRESCHOOL



Summer Discoverers Participants: 94

Summer Camp for 4-5 year olds



School Year Participants: 186

Reduced class sizes due to COVID



"I would like to write a Yelp review on how excellent our experience has been with Gingerbread staff and the school itself." -Parent



Community Education Participants: 68

Virtual event "Funding your College Education"

Gingerbread Preschool reopened its doors for summer camp and school year programs this quarter. The Community Education Series resumed this September and will continue to offer virtual presentations throughout the year.

YOUTH & TEEN PROGRAMS

Camp Ptown Participants: 229

Added this year were visits from Pleasanton Police Department

Ptownlife News Team

8 Volunteers

97 Volunteer Hours

949 Newsletter Views



LIFETIME ACTIVITIES

Discover, Connect, Partner.

TENNIS

Court Reservations: 6,167

Per 30 minute time slot



Lessons and Camps Participants: 1,687

City League Participants: 162

Increased from 36 participants last quarter

BOCCE



Participants: 226

Over 60 more participants than last quarter

PICKLE BALL



Indoor/Outdoor Participants: 178



Lifetime Tennis is now offering 19 new classes and camps at Pleasanton Middle School. The new programs are youth badminton, adult badminton and adult pickle ball. In addition, Lifetime is now offering the community open play drop-in pickle ball and open play drop-in badminton on the weekends. The bocce leagues have also added an additional day from three league nights to four league nights.

SPORTS & AQUATICS PROGRAMS

Discover, Connect, Play

Discover, Connect, Swim.

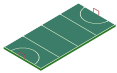
SPORTS PROGRAMS



Co-Sponsored Group Participants: 9,314
Provided by co-sponsored sports leagues



Sports Camp Participants: 652
Include contracted sports camps such as Skyhawks and High Five Sports



Field Rentals: 92
Fields were allocated at 100%



Adult Softball Participants: 1,456
91 teams in 18 divisions played their first season since Fall 2019



Adult Basketball Participants: 127
Returned after nearly a year with two divisions and 14 teams

AQUATICS PROGRAMS



Lap Swim Reservations: 8,041
Up from 4,452 last quarter



Water Exercise Participants: 1,396
Increase of 730 participants from last quarter



Learn To Swim Classes: 1,784
Monthly increase from 263 to over 600 per month in June and July



Rec Swim Participants: 2,769
Fun for everyone!

"Just a note to say how happy I am to be back in the pool once again for deep water aerobics. I also appreciate having the locker room available. It was a long hard time for everyone and hopefully we can continue to move forward." - Shirley

Recreational Swim, Lap Swim, and Water Exercise all moved from reservations (due to Covid-19 protocols) to drop-in programs starting in July. The DBAC waterslide was able to return to operation in July as restrictions lifted offering back a popular attraction for recreational swimmers.

RECREATION ADMINISTRATION *Discover, Connect, Enjoy.*



Total Recreation Activities Offered: 1,061
Include drop in and ongoing programs; increase of 116 classes from last quarter



Total number of Participants: 6,808
Slight decrease (200 participants) from last quarter



Amount provided in Fee Assistance: \$4,113
Supporting 21 families



Picnic Rentals: 52
Rentals nearly doubled from last quarter



Facility Rentals: 32
Includes building and meeting room rentals

