

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.*

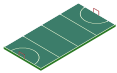
## SPORTS PROGRAMS



**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*

