



2021 ANNUAL REPORT

LIBRARY AND RECREATION DEPARTMENT

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DEPARTMENT OVERVIEW

VISION

Inspiring a vibrant community.

MISSION

Start your journey here.

Discover, connect, enjoy.

The Library and Recreation Department strives to deliver strategically aligned, high-quality programs and services designed to serve the diverse needs of the whole Pleasanton 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—Civic Arts and Library and Human Services and Recreation with a dedicated team of 51.25 full-time equivalent employees supporting operations at multiple sites throughout the City.

Residents can ***start a journey of discovery, connection and enjoyment*** with their community at any stage of life through engagement with library programs, services and resources; senior programs and services; the City's performing, literary, visual, cultural and public art activities; local history, and environmental education; facility rentals; and a variety of indoor and outdoor camps, classes, events, sports and aquatics for all ages. The department also operates a cemetery, provides homeless liaison services, and sponsors senior citizen transportation.

Integrity

Collaboration

Customer Service

Inclusiveness

Innovation

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 2021. Operations transitioned incrementally from no-contact or exclusively online to a hybrid of live, in-person and virtual formats as determined by evolving conditions and changing health and safety protocols.

The community programs, events, and services provided throughout the year were rooted in the department's mission, vision, and values and delivered primarily by a dedicated team of 51.25 permanent staff, temporary staff and a fraction of the hundreds of volunteers that traditionally provide support. Despite the constant challenges presented by a global pandemic, the department offered high-quality community-centered services to help meet a spectrum of resident needs and foster discovery, connection, and enrichment.

ADMINISTRATION

Library and Recreation Administration is comprised of a team of Office Assistants, Managers, and Directors who coordinate departmental information for City Council actions, liaise with five City Commissions, and provide administrative support to the entire staff team. This group oversees the contracts, budgets, and processes that ensure delivery of quality Library and Recreation services including recreation program registration, library reciprocal lending, facility and picnic rentals, and operation of the Pleasanton Pioneer Cemetery.

START YOUR JOURNEY HERE: DISCOVER, CONNECT, ENJOY

Library and Recreation Administration achieved significant milestones during 2021:

- Inaugurated the new Recreation Services Desk and offices in March as the Library re-opened to the public
- Processed a total of 15,442 LINK+ interlibrary loan items
- Provided informational packets for 40 Commission meetings
- Coordinated 270 facility and picnic rentals
- Supervised health screeners who worked 8,757 hours to ensure community safety at City facilities
- Successfully managed migration to a new recreation management software platform, CivicRec
- Provided registration support for recreation classes and coordinated fee assistance program
- Organized the annual Hometown Holiday Celebration with Parade and Tree Lighting
- Facilitated the 81st annual Pleasanton Rose Show as a virtual event.



Hometown Holiday 2021



Recreation Services Desk in Library



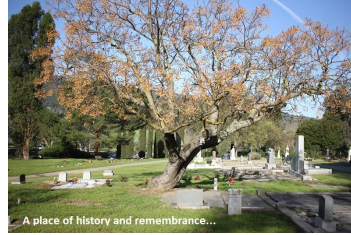
All-Abilities Playground and Skatepark

PLEASANTON PIONEER CEMETERY

Pleasanton Pioneer Cemetery is overseen by the Library and Recreation Department. The cemetery is maintained under service contracts with Graham-Hitch Mortuary providing sales and burial coordination and American Cemetery Maintenance and Burial providing groundskeeping and burial services. Twenty nine cemetery plots were sold during 2021.



Pleasanton Pioneer Cemetery



Pleasanton Pioneer Cemetery



Veterans Memorial

CONTRACT AND SPECIALTY CLASSES

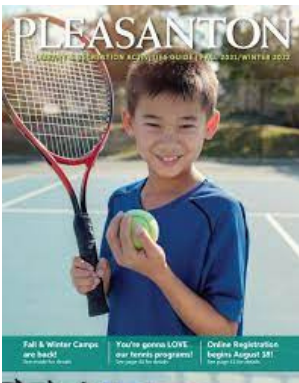
After being on hiatus since spring 2020, the department activity guide, traditionally a triannual print and online publication, returned in digital format for the fall/winter 2021 season. The majority of courses offered were virtual, providing residents with enrichment options despite facility closures. As phased re-opening progressed, additional in-person courses and camps were added for all ages. The summer season (June -August) featured 82 in-person and 228 virtual contract and specialty classes; and fall (September - December) contract and specialty classes had a monthly average of 144 participants for a quarterly total of 432 participating in various enrichment activities. Pandemic conditions posed considerable challenges for traditional operations, local service providers, and residents; however, opportunities were realized in 2021 for new partnerships and expanded services beneficial to community members, local small businesses, and the department.



Fall/Winter 2021



Pleasanton Public Library



Fall/Winter 2021

9,899 SENIOR CENTER SPECIALTY CLASS PARTICIPANTS



LIVE AND VIRTUAL PROGRAMS:
2,406 SPECIAL INTEREST CLASSES
1,802 SPORTS SPECIALTY CLASSES AND CAMPS

CIVIC ARTS

The Civic Arts Division provides oversight and supervision for the arts and cultural programs throughout the City and serves as a liaison to the Civic Arts Commission. This division programs the Firehouse Arts Center and Amador Theater, coordinates arts and cultural classes and events for youth and teens, and oversees the Harrington Gallery and public art.

DISCOVER, CONNECT, CREATE

FIREHOUSE ARTS CENTER

After beginning 2021 with a mix of virtual, livestreamed, and outdoor in-person events, the Firehouse Arts Center re-opened for live performances on July 26. The summer season was filled with virtual and in-person specialty classes along with live theater performances, activities, and workshops. Fall 2021 was an exciting time marked by the return of beloved youth and teen programs: Creatures of Impulse, Middle School Murder Mystery and Improvisation classes. In the final weeks of 2021, Firehouse Arts Center launched "Come Home for the Holidays," a collaboration with Livermore Arts, to promote a full schedule of seasonal events and performances to Tri-Valley audiences.



Murder Mystery Improv



The Big Jangle



Freshworks X
Carolyn Lord
Moving House



Eight Takes
Ryan Jensen
Last Night in the Marina

HARRINGTON GALLERY

The Harrington Gallery hosts a diverse selection of annual exhibitions featuring works in a variety of styles, genres, themes and media by established and emerging local and regional artists. The 2,000-square-foot gallery is open to the public Wednesday through Friday from 10 a.m. to 5 p.m. and Saturdays from 11 a.m. to 3 p.m. Admission is free.

The Harrington Gallery re-opened in 2021 and presented four gallery shows:

- *Freshworks X*, May 5 - June 30, attended by 374 visitors
- *Women Artists Show and Tell*, July 10 - August 28 with reception, visited by 340 guests
- *Eight Takes: California Impressionism*, September 11 - October 30 with reception and artist demos, 620 visitors
- *Above it All*, Annual Pleasanton Art League Show, November 6 - December 18 with reception, 573 visitors.

1,907

VISITORS TO THE
HARRINGTON ART
GALLERY

Viewing four unique
art exhibits in 2021

803 YOUTH THEATER PARTICIPANTS
740 LIVE AND VIRTUAL THEATER PERFORMANCE ATTENDEES



27 VIRTUAL AND LIVE THEATER EVENTS, PUBLIC GALLERY
EXHIBITIONS, AND YOUTH DRAMA CAMPS AND CLASSES

LIBRARY SERVICES

The Library Division provides oversight and supervision for services and programs of the Library and serves as liaison to the Library Commission and the Friends of Pleasanton Library. The staff provides information and research assistance, services for adult English learners, computer and technology support, and programming for patrons of all ages. This division selects, orders, receives, pays for and catalogs new library materials, checks library materials in and out, administers fees, and re-shelves items after use.

DISCOVER, CONNECT, SHARE

Pleasanton Public Library offered Sidewalk Services and virtual programming exclusively in early 2021 until the library's re-opening in March. In July, the library returned to pre-pandemic business hours and offered an expanded selection of digital resources and a mix of virtual and live programs through the end of the year:

- New Pleasanton Library App for mobile access to the library
- Online resources for employment and lifelong learning
- Virtual Summer Reading Program — readers logged a combined total of more than one million minutes
- Nine virtual monthly programs serving 53 adults: Book and Film Clubs and Lawyers in the Library
- A dozen virtual family storytimes with 96 attendees
- Paws to Read, a program in which students read aloud to dogs, hosted 313 participants
- Teen Poet Laureate poetry workshops
- Gingerbread Preschool storytimes.

“Thanks for recommending good movies to watch. The conversation during the club meeting helps me understand the movie better and reflect on the meaning behind the story.” - Library Film Club Participant



New Services

To address the technology needs of community members, the Library launched a laptop lending service in March followed by a Wi-Fi hotspot lending service in November, making 30 laptops and seven hotspots available for checkout with a library card. The services have been popular among patrons:

- 153 checkouts in first nine months
- 100% surveyed said they'd recommend the service to others
- Over 90% said their well-being improved after using the service
- Over 80% said they felt more connected to the community
- 42% used the service to apply for jobs, housing or other assistance.

“I would not have been able to stay at my current residence without having this Chromebook for a few weeks. It took a very long time to apply for benefits, and I can't thank [the library] enough.”

LIBRARY SERVICES



Number of Patrons Served: 139,452



New Registered Cardholders: 10,609



Physical Material Checkouts: 684,526



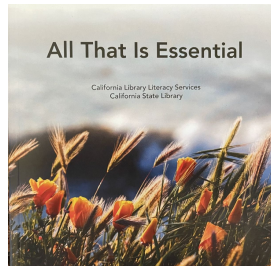
Digital Materials Checkouts and Renewals: 214,638



Holds Filled: 77,929



Library Monthly Newsletter Subscribers: 42,564



Adult Literacy Services - 2021 Highlights

Students and learners continued remote tutoring throughout 2021 with some pairs meeting in person as the library re-opened. The Literacy Team hosted two new tutor training sessions after a 20-month hiatus, welcoming 18 new volunteers. In-person conversation groups resumed in September.

Learner Success Stories

- One student, a native English speaker who never learned to read or write, improved his ability to identify letters and the sounds and earned his driver's license in 2021 via audio test.
- A learner became a US Citizen which enabled her to travel back to Iran for the birth of her grandson and apply for Green Cards for her daughter and son-in-law. She looks forward to the future when her family can live together in the US.
- One learner participated in the California State Library's COVID Diaries project, writing about her pandemic experiences for the resulting book, *All that is Essential*.

4,170

VOLUNTEER HOURS
LOGGED BY ADULT
LITERACY TUTORS

Serving adult
learners of English

7,317 PARTICIPANTS



156 LIVE AND VIRTUAL
LIBRARY PROGRAMS FOR ALL AGES

HUMAN SERVICES

The Human Services Division provides oversight and supervision for the City's Senior Center and senior programs; the Pleasanton Rides Program; Recreation for Adults with Developmental Disabilities (RADD); Gingerbread Preschool; Youth and Teen programs and services; Alviso Adobe and environmental education; Human Services Commission; Youth Commission; community grants; and homeless liaison services.

Homeless liaison services focus on leveraging partnerships with local non-profits to assist individuals experiencing homelessness. In 2021:

- 19 individuals were permanently housed
- The City contributed nearly \$850,000 in grant funding to local non-profits that provide resources for human services needs in Pleasanton such as disability services, food, health care, behavioral health, housing, senior and youth services, and workforce development.

ALVISO ADOBE ENVIRONMENTAL EDUCATION: DISCOVER, CONNECT, EXPLORE

Alviso Adobe Community Park staff provided the community with various opportunities to connect with nature, history, and park amenities virtually during the early months of facility closure in 2021 through online field trips, virtual tours, and geocaching activities. Alviso Adobe Community Park re-opened in early June and revived in-person tours and the popular Ridge Runners and Wittle Ridge Runners teen and youth camps. Live and recorded virtual field trips were offered for those not visiting the park in person. Alviso Adobe co-sponsored Family Days with the Museum on Main in July, August, and September — each event offered unique, multigenerational, themed learning experiences.

"The kids loved the presentation. A couple of kids that were in the class left school saying that was the best field trip. Thanks for making it so engaging for them." - PUSD Teacher



Family Nature Crafts



Hands-On Fun



Nature Club



Hide and Seek

Highlights of the fall season included the return of beloved community programs and exciting new offerings:

- September's Fall Festival celebrated history and nature, and "exploration backpacks" enhanced guest park tours
- UC Master Gardeners of Alameda County conducted a workshop series for gardeners of all experience levels
- Nature Club engaged 20 students in outdoor activities after school
- Adventures in Time, a Thanksgiving Week camp focused on California history, hosted 14 students
- Fall Pop Up programs attracted hundreds of participants for activities at the Adobe and the Farmers' Market
- The Annual Winter Fair returned, hosting 27 participants for holiday and winter crafts.

11,660

STUDENTS EDUCATED DURING 141 LIVE AND RECORDED FIELD TRIPS

Field trips for elementary students focused on the Amador Valley's cultural and natural histories

13,047 PARTICIPANTS



244 LIVE AND VIRTUAL FIELD TRIPS, EVENTS, PROGRAMS AND CAMPS FOR ALL AGES

HUMAN SERVICES

PRESCHOOL, YOUTH AND TEENS: DISCOVER, CONNECT, PLAY

The Preschool, Youth and Teens team hosted virtual and outdoor programs during facility closures in the first and second quarters that were designed to address students' needs for learning, interactive play and socialization including Play and Learn serving 24 four- and five-year old students and the Recess Program serving 97 students in grades one through eight. The annual Youth in Government Day was attended by 30 high school students. Third quarter was eventful as temporary staff returned allowing for expanded programming including Camp Ptown - Discoverers which served 94 students.

"My child enjoyed going to the park, the dairy, the pool, the friendly staff and ability to do many different activities." - Parent of Summer Day Camp Participant

GINGERBREAD PRESCHOOL

Gingerbread Preschool was named the first winner of the 2021 *Pleasanton Weekly Readers' Choice Award* in a new category for Best Preschool/Daycare and re-opened its doors for the school year after being closed since March 13, 2020. Friends of Gingerbread offered their first family event of the year on December 4, the Santa Social, preceding Pleasanton's Hometown Holiday Parade. Over 50 families attended, and many walked in the parade after the event.



Gingerbread



Gingerbread at Hometown Holiday Parade



Camp Ptown



PYT Summer Team

PTOWN LIFE

The Ptown Life website serves teens and families with children of all ages, providing links to an array of activities, services and resources that help students address contemporary challenges and promote the health, safety, and well-being among Pleasanton's children and youth. The Ptown Life News Team was active for 45 weeks and routinely contributed newsletter articles covering local news and events, art, area residents or locales, world news, and science. The Community Education series consisted of five virtual workshops in 2021 about student mental health, college education funding, and recycling and composting.

192

PRESCHOOL STUDENTS RETURNED TO CLASSES AT GINGERBREAD

Zero COVID-19 cases in classrooms for third and fourth quarters of 2021

459

VOLUNTEER HOURS BY PTOWNLIFE NEWS TEAM

High school students wrote articles, planned events and produced a weekly newsletter emailed to 461 subscribers

999 PARTICIPANTS



24 LIVE AND VIRTUAL CAMPS, ACTIVITIES, WORKSHOPS AND PROGRAMS FOR FAMILIES, YOUTH, TEENS, AND THE COMMUNITY

HUMAN SERVICES

SENIOR, RADD, AND PLEASANTON RIDES: DISCOVER, CONNECT, THRIVE

SENIOR SERVICES

While the Senior Center remained closed in early 2021, amenities critical to senior residents continued in the form of prepared meal delivery (serving 59,619 meals); transportation services (2,118 rides); an expanded selection of specialty classes focused on fitness; and outreach efforts such as letter-writing, phone calls, and virtual meet-ups to counteract the compounded isolation experienced by many senior residents during the pandemic.

The Senior Center re-opened in mid-July and gradually increased in-person events including volunteer opportunities and drop-in activities serving 2,795 visitors.

In September, the community celebrated National Senior Center Month with a Chocolate Tasting Event, and winter holiday festivities featured the re-opening of The Peddler Shoppe and two Holiday Strolls.



Senior Support Services



Holiday Stroll 2021



Pleasanton Rides



RADD Holiday Party

RECREATION FOR ADULTS WITH DISABILITIES - RADD

RADD provides personal growth opportunity for individuals aged 15 or older with developmental disabilities through recreational activities and community involvement experiences according to the program philosophy that recreation activities enhance the quality of life for individuals of all abilities.

In July, Human Services offered the first-ever Ptown RADD Camp for 45 participants. In the fall, RADD held events twice monthly at the Senior Center hosting 153 "RADDsters", and weekly Zoom chats supplemented in-person meetings. RADD enjoyed a December holiday party. Participants and families were happy to resume get-togethers saying, *"This is so much fun, I love it"* and, *"Thank you so much for bringing this program back, our son loves to participate!"*

PLEASANTON RIDES - TRANSPORTATION FOR SENIOR CITIZENS

Pleasanton Rides provided special transportation services for Pleasanton residents aged 70 and over: door-to-door service by appointment within the City and fixed-route, scheduled service between Downtown and various senior housing complexes. Pleasanton Rides transitioned from a City-operated service to a contracted service with Black Tie Transportation on February 1.

1,596

VOLUNTEER HOURS
LOGGED BY 122
VOLUNTEERS AT THE
SENIOR CENTER

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

64,854 PARTICIPANTS AND VISITOR CONTACTS



6 CATEGORIES OF LIVE AND VIRTUAL
ENRICHMENT, RECREATIONAL, FOOD SERVICE
AND TRANSPORTATION PROGRAMS
FOR SENIORS AND ADULTS WITH SPECIAL NEEDS

RECREATION SERVICES

The Recreation Services Division provides oversight and supervision for Aquatics and Youth and Adult Sports throughout the City. This division programs the City's sports fields in conjunction with local sports leagues, serves as the liaison to the Sports Council, and partners with the Pleasanton Unified School District to co-operate all three middle school gyms.

AQUATICS: DISCOVER, CONNECT, SWIM

The Dolores Bengston Aquatic Center was open for public lap swim by reservation in keeping with county health and safety protocols until July of 2021. Recreational Swim, Lap Swim, and Water Exercise then became drop-in programs. From July-September, the Aquatic Center hosted swim lessons and water safety classes for 1,784 people. The waterslide re-opened in July. Drop-in participation in Lap Swim and Water Aerobics totaled over 6,000 during the final months of 2021.

"I was diagnosed with Stage 4 Cancer, 2 years ago. My primary Oncologist remarked, 'I think the reason your health continues to improve has a lot to do with your swimming...' I want to thank you and all those at the pool for helping with my continued success to fight cancer..." - DBAC Lap Swimmer



Youth Swim

27,793 PARTICIPANTS



8,940 LIVE AND VIRTUAL RECREATIONAL AQUATIC ACTIVITIES, CAMPS, AND SAFETY PROGRAMS FOR RESIDENTS OF ALL AGES AND STAFF CPR CERTIFICATION TRAININGS

YOUTH AND ADULT SPORTS: DISCOVER, CONNECT, PLAY

During the first quarter of 2021, all fields were rented to contract sports leagues, and 177 participants engaged in contract instructor sports programs. Field allocations for the co-sponsored sports groups were ongoing with various sports leagues returning to near-normal activity levels. Sports offerings included Skyhawks, Championship Basketball, Wee Hoops, Club VIP Volleyball, Archery, and Hi-Five Sports. The adult softball league returned in July with a total of 1,456 participants.

The fall quarter was an equally busy time with specialty classes and camps serving 294 participants. Adult basketball leagues resumed in September at Harvest Park Middle School Gymnasium with 127 players. Pleasanton Youth Basketball hosted 714 participants forming 72 teams, 48 for boys and 24 for girls. All of the athletic fields were allocated at 100% capacity (92 rentals).



12,557 PARTICIPANTS



IN PROGRAMS, LEAGUES, CAMPS, AND CLASSES FOR ADULTS AND YOUTH

LIFETIME ACTIVITIES

DISCOVER, CONNECT, PARTNER

Lifetime Activities has partnered with the City of Pleasanton since 2005 to create, instruct and foster municipal tennis and other activity programs for youth and adults.



Youth Tennis



Youth Chess



Youth Tennis



Pickleball Group

Pickleball, badminton, bocce and tennis were popular in 2021:

- Bocce league had 162 participants, and a new league day was added, increasing sessions to four per week
- New activities included 19 summer classes plus drop-in opportunities for adult and youth badminton and adult pickleball
- In fall 2021, a new adult pickleball camp debuted with 27 players
- Tennis classes hosted 100+ youth and adults at Pleasanton Tennis Park: Little Tennis (24), Youth Tennis (22), Junior Tennis (16), RADD Tennis (2), and Adult Tennis (27). The recreational tennis league had 226 participants
- Four youth chess classes and four youth table tennis classes were held at the Pleasanton Tennis Park club room.

Lifetime Activities-managed facilities in Pleasanton were named one of the "Best Places to Serve it Up" in 2021 by the editors of *Diablo Magazine*.



2,768 PARTICIPANTS



6,313 RESERVATIONS, LESSONS, CAMPS AND ACTIVITIES FOR YOUTH AND ADULTS

If you are interested in joining the Library and Recreation team and sharing your ideas and talents with us, please apply online at the City of Pleasanton's human resources page using the QR code:



WE'RE HIRING!

THE CITY OF
PLEASANTON

Scan the QR code for more information.

