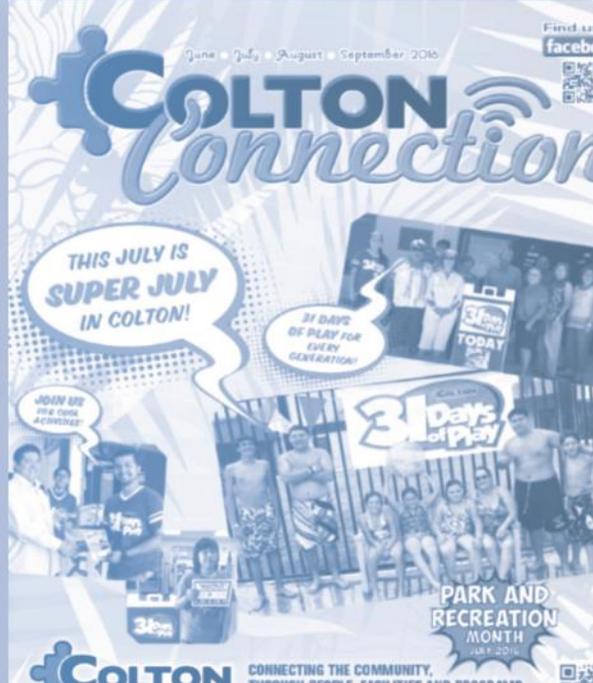
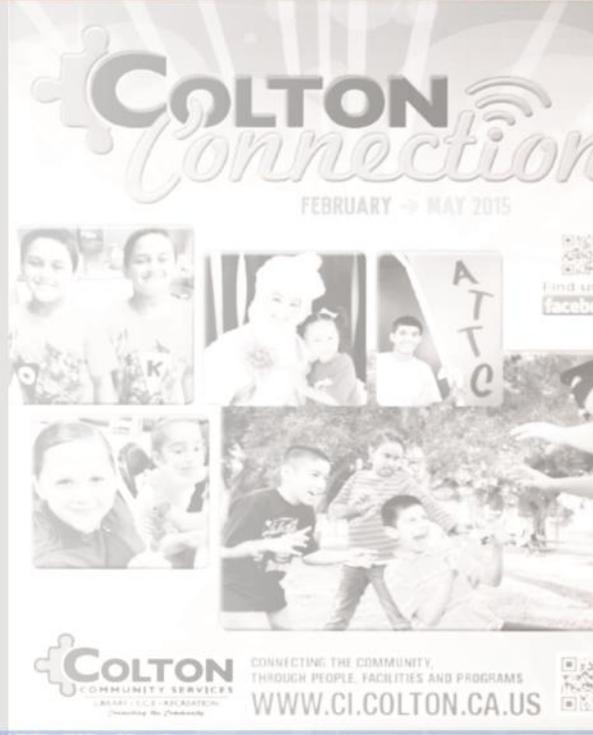
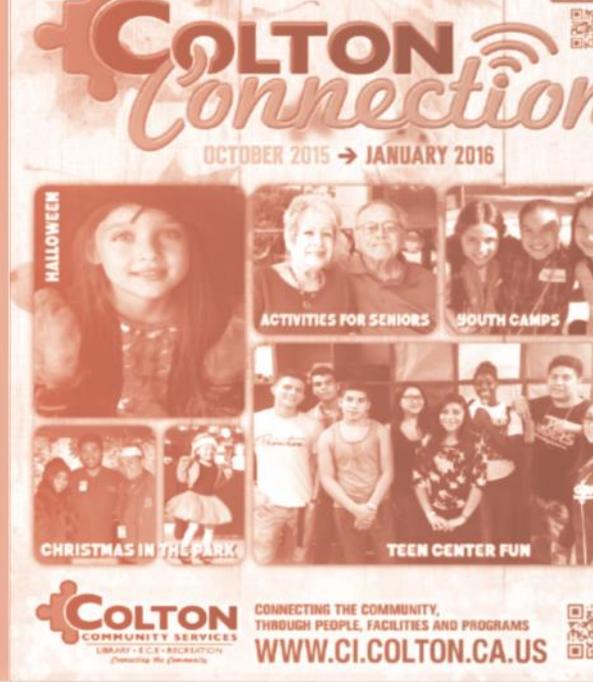
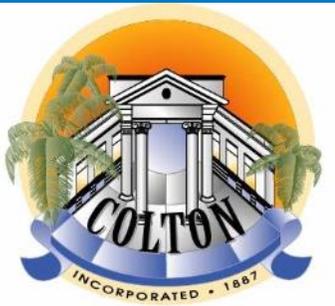




ANNUAL REPORT 2015-2016





CITY OF COLTON

CITY COUNCIL

<u>MAYOR</u>	<i>Richard A. De La Rosa</i>
<u>COUNCIL MEMBER, DISTRICT 1</u>	<i>David J. Toro</i>
<u>COUNCIL MEMBER, DISTRICT 2</u>	<i>Summer Zamora-Jorin</i>
<u>COUNCIL MEMBER, DISTRICT 3</u>	<i>Frank J. Navarro</i>
<u>COUNCIL MEMBER, DISTRICT 4</u>	<i>Dr. Luis S. Gonzalez</i>
<u>COUNCIL MEMBER, DISTRICT 5</u>	<i>Deirdre H. Bennett</i>
<u>COUNCIL MEMBER, DISTRICT 6</u>	<i>Isaac T. Suchil - Mayor Pro Tem</i>
<u>CITY TREASURER</u>	<i>Aurelio De La Torre</i>
<u>CITY CLERK</u>	<i>Carolina Padilla</i>

CITY MANAGER

<u>CITY MANAGER</u>	<i>William R. Smith</i>
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RECREATION & PARKS COMMISSION

<u>DISTRICT 1</u>	<i>Estell Kunter, Vice-Chair</i>
<u>DISTRICT 2</u>	<i>Erika Hernandez</i>
<u>DISTRICT 3</u>	<i>Paul Rasso, Chair</i>
<u>DISTRICT 4</u>	<i>Larry Rivas</i>
<u>DISTRICT 5</u>	<i>Jimmy Ramirez</i>
<u>DISTRICT 6</u>	<i>Vacant</i>
<u>AT-LARGE</u>	<i>Mark Garcia</i>

COMMUNITY SERVICES - FULL TIME STAFF

<u>DIRECTOR</u>	<i>Deb Farrar</i>
<u>ADMINISTRATIVE ASSISTANT</u>	<i>Dedie Lopez</i>
<u>E.C.E. MANAGER</u>	<i>Chris Rymer</i>
<u>ADMINISTRATIVE ASSISTANT</u>	<i>Mary Alice Romo</i>
<u>SITE SUPERVISOR</u>	<i>Jovita Calderilla, Sierra Vista</i>
<u>ASSISTANT SITE SUPERVISOR</u>	<i>Rachel Escobar</i> <i>Briana Aldeen</i>
<u>LIBRARY SUPERVISOR</u>	<i>Edward Pedroza</i>
<u>ACTING RECREATION MANAGER</u>	<i>Heidi Strutz</i>
<u>RECREATION COORDINATOR</u>	<i>Vacant</i>
<u>RECREATION COORDINATOR</u>	<i>Kelly Phelps, Luque Center</i>
<u>RECREATION COORDINATOR</u>	<i>Brandon Parra, Gonzales Center</i>
<u>RECREATION COORDINATOR</u>	<i>Anthony Fernandez, Thompson Teen Center</i>
<u>RECREATION COORDINATOR</u>	<i>Felipe Vega, Reservations</i>

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A Message from the Director

Thank you for taking the time and interest in reviewing this Annual Report for the Colton Community Services Department. As staff, we strive for integrity and responsiveness in connecting our community to the finest facilities, programs, and events possible. Our well-trained, positive and caring staff members view "Community Services" as more than a name, it is our mission.

As you review this report, please do not hesitate to contact us with questions regarding the information or share direct feedback about your interaction with the department. Our success is measured by the response of our community and we want to hear how we are doing.

In the meantime, enjoy this brief glimpse into our impact within Colton in 2015-2016 and thank you for the continuing responsibility and honor of serving the Colton Community.



GUIDING PRINCIPLES

OUR BRAND



OUR VISION

*The Colton Community Services Department **CONNECTS** our community through people, facilities & programs.*

OUR MISSION

- ◆ We are driven by the desire to **CONNECT** our community, by respecting its diversity, and understanding the social, cultural, educational and recreational needs of our residents.
- ◆ We strive to improve the quality of life for Colton’s residents by **CONNECTING** them with programs, services, and information for individual & family health and enrichment.
- ◆ Our staff is **CONNECTED** to the community through personal excellence, professionalism, and public service.
- ◆ The success of our Mission is **CONNECTED** to the response of the community to our programs, events, staff and facilities.

OUR VALUES

Our core values are:

Integrity • Initiative • Responsiveness • Positivity • Caring • Humor

EARLY CHILDHOOD EDUCATION

PRESCHOOL PROGRAMS

Early Childhood Education provides free and affordable, part-day, early care and educational services to preschool-aged children (3 to 5 years old) at four locations in the City of Colton: Sierra Vista, Paul J. Rogers, Wilson, and the Gonzales Community Center. The main goal for all our sites/classrooms is to allow the children to develop naturally, learn, play, and grow so they have the necessary skill set to succeed in Kindergarten. This allows parents to have peace of mind knowing their children will be given the tools to thrive in school.

Our curriculum is considered Whole Child Development. We take the four main aspects of a child; social, emotional, cognitive, and physical

and give them equal importance. Thus when creating the lesson plan, designing the indoor and outdoor environment, or making the daily schedule, we factor in all the main aspects of children. With the researched based fact that children learn best while at play, our theory is also “play-based.” A few of the many things we do and some desired outcomes are: letter, number, shape, and name recognition, early math and counting skills, early reading skills, writing practices, physical movement and development, healthy habits, preventative screening in vision and dental, building empathy, and social skills.



STATE PRE-SCHOOL - 146 Enrolled

19,541 DAYS OF ATTENDANCE



TINY TOTS - 301 Enrolled Participants

EARLY CHILDHOOD EDUCATION

SCHOOL AGE PROGRAM

Early Childhood Education provides care and services for school-aged children (K-6th grade), before and after school, plus during summer/winter/spring breaks at three local elementary schools: Cooley Ranch, Reche Canyon, and Paul J. Rogers.

We have a contract with the California Department of Education (CDE) to help make the program affordable for low income families, and possibly free, depending on income level. We also have Private Pay rates for parents who are over income which are the lowest in the community.

This allows our parents to pursue occupational careers and/or educational goals, or to just “get a break” while knowing their children are safe and constructively occupied.

We include a wide range of creative, physical, and educational activities for the children. These include, but are not limited to: art activities, board/table top games, take home crafts, homework help, free play & outdoor games. During this year, we were also able to partner with CSUSB and offer tutors free of charge to the parents to do beyond just helping a child with their homework. We also partnered with the Recreation Division and have been included in their Food Program at our Reche Canyon and Cooley Ranch sites.



SCHOOL AGE PROGRAM served 124 children and families with
17,820 days of attendance.

COLTON PUBLIC LIBRARY



LIBRARY BOARD OF TRUSTEES

- *Pete Carrasco - President*
 - *Pauline Lopez*
 - *Donald Hines*
 - *Patricia Chavez*
 - *Margie Ramirez*
 - *Honorary Reverend Robert Johnson*
- Meets 4th Tuesday of every month, at Noon, at the Main Branch Library, Community Room.*

62,293 LIBRARY VISITORS

MISSION OF THE COLTON PUBLIC LIBRARY

The Colton Public Library is a vital community asset with a threefold purpose:

- To lead men, women, and children to a knowledge and appreciation of the great ideas that are essential to liberty and justice in a democratic society.
- To improve the quality of community life by assessing and providing the finest popular materials and informational services to meet the educational, recreational, and cultural pursuits of library users.
- To strive for excellence in library service with professionalism, courtesy, and personal honesty.

LIBRARY STATISTICS & FIGURES

Cataloged Records	84,845	Homework Assistance Center	
Library Visitors	62,293	Weekly Service Hours	30
Total Borrowers	48,790	Total Student Visits	207
New Cardholders	2,081	Total Hours of Instruction	610
Items Borrowed	36,523	Advance to Literacy	
Reference Questions Answered	1,817	Registered Adult Participants	175
Main Library Weekly Service Hours	32	Total Hours of Instruction	287
Luque Branch Weekly Service Hours	16		
Public Computer Access Usage	13,312		
Wireless Computer Access Usage	2,808		

COLTON PUBLIC LIBRARY

2015 - 2016 HIGHLIGHTS

The 2015-2016 year began with our annual Summer Reading Program and activities. This year's program was titled "Read to the Rhythm." All registered participants were awarded with library giveaways, special programming and incentives for checking out and reading library books. The reading game continues to be a huge success as nearly 300 young readers participated in the program.

The library continues to expand its resources and increase activities for children, teens and adults by providing a variety of programs. The CPL continued to offer culinary themed workshops that are designed to teach readers of various levels the importance of understanding nutrition labels and planning healthy meals on a budget. Library staff continue to deliver a weekly preschool storytime and craft program on Wednesdays that is well attended. Special monthly programs, such as the Mystery Book Club, were sponsored and hosted by the Friends of the Library. For our teen patrons, the CPL hosted special evening programming in the form of Book-To-Movie Nights and other various community support events. A newly designed California Driver's Test preparation training course has also been added to programming.

During April, the Colton Public Library celebrated National Library Week with several free, fun-filled activities and events. Library staff delivered special programming and craft events focusing on the joy of reading. During the festivities library staff handed out incentives and giveaways to all who visited the library during National Library Week. The week's celebration was capped off with our Spring Book-To-Movie Night and the Friends of the Colton Public Library's Annual Book Sale.



New to the Colton Public Library in the 2015 -2016 term, this May the library hosted its first ever "May the 4th Be With You" event. In recognition of Star Wars, the main library was transformed into a fun and exciting galaxy from far, far away.... Library guests were greeted by costumed presenters and staff, as well as given the opportunity to participate in various "force" themed games and trainings and were also treated to a screening of Lego Star Wars cartoons and movies.

Throughout the year, the Colton Public Library continued on its mission to better serve the community. In a joint project with the Recreation Division, the Colton Public Library continued to provide mobile Wi-Fi access and workstations at various locations throughout the city of Colton. Our popular free computer literacy trainings and workshops have also remained successful. As with all library services, all programs are free of charge and are available to all valid registered Colton Public Library cardholders.

RECREATION DIVISION

The Recreation Division of the City of Colton, Community Services Department is committed to providing quality year-round programs for all ages, as well as a variety of community special events. Our staff consists of six full time staff members and 60-90 part time seasonal staff. We are committed to personal excellence, professionalism, and public service.

We strive to improve the quality of life for Colton's residents by providing leisure time programming for individual & family health and enrichment.

155,008 VISITORS
JULY 1, 2015 TO JUNE 30, 2016



Community Comments:

"My child looks forward to camp because there are no bullies!"

"I love the Dive-In Movies, it is our family's together time in the summer!"

"If I didn't have the Teen Center, I'd have nowhere else to go after school!"



118,160 VISITS



36,340 VISITS



12,845 VISITS



5,984 VISITS

COMMUNITY CENTERS

2015 - 2016 Highlights

Gonzales Center - Wi-Fi Users

At the Gonzales Center there has been a steady increase in Wi-Fi Users. Many local residents come to the center or sit on the outside benches to use the free Wi-Fi. Not only do class participants, fitness center users, and reservation guests all take advantage of the free Wi-Fi service, but those spectating do as well.



Hutton Center - New Registration

This year, we have seen a steady influx of new senior registration for the 50+ Club programs. It has been so noticeable that staff began to keep track of the number of brand new walk-in registrations. On average, there has been two to eight new walk-in registrations each month. Staff are excited as this illustrates that our current participants are spreading the word about the 50+ Club programs.



Luque Center - Commodities

In order to better serve our community, the commodities program was consolidated to one location, the Luque Center. This allows many residents better access since there is a bus stop directly outside of the center. In addition, this change allows for cost savings within the division.

1,935 Food Bags Given



Thompson Teen Center - Boxing Class – 2,556 participants

At the beginning of 2016, the PAL Boxing Program officially concluded their program at the Teen Center. This decision did not discourage Staff or the Boxing Coach as they joined together to organize a Boxing Class that not only mimicked the previous program, but also transitioned the program into the Contract Class Program. With this change, boxing classes are now accessible to participants of all ages.



COMMUNITY EVENTS

The Community Services Department works to create fun family events that encourage outdoor recreation and promote community spirit. These events provide safe, low to no-cost activities that enable families to share experiences and celebrate as a community.



EASTER EGG HUNT/ EARTH DAY - 850



FOOD DAY - 75

Hall of Fame - 310

Aquatic Events (Dive In and Family Swim) - 339

Rededication of Veteran's Park Plaque - 150

Movies In the Park Series - 1,176

Summer Concert Series - 600

Annual Halloween Festival - 2,000

Christmas Tree Lighting - 250

Christmas In the Park - 650



P.A.W.S. IN THE PARK - 300



RELAY FOR LIFE - 1,000

COMMUNITY EVENTS

Sponsored Events

In recent years and with the help of generous supporters, the Recreation Division is able to provide free impactful events in partnership with several other City Departments. These events are almost completely supported by community members and businesses. While the last year has seen some economic growth for some, many still endure financial difficulties, personal hardships and are in need.



THANKSGIVING DINNERS - 572

128th BIRTHDAY CELEBRATION
Saturday, July 11, 2015

*** **THANK YOU** ***
TO ALL OF OUR EVENT SPONSORS!!!

Diamond
BNSF RAILWAY | **UNION PACIFIC** | **Nichols Egg Ranches**
Producers of South Fork Eggs Since 1902

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ECOLOGY VALUE PARTS INC.
IBBk
BEST REST & KIBBERG!
SA
Recycling

Silver
Scuines
Apple Colton 33, LP
McNeillus
STUDIO 33
Yates Colton Truck Stop, P.C.
Williams Community Center

Bronze
 American RV Expo
 Arrowhead Regional Medical Center
 Los Compadres
 Orange Oil
 So Cal Edison
 Villielli Enterprises

Special Sponsors
 Assembly Member Cheryl Brown
 Colton Chamber of Commerce
 Council Member David Toro
 Fiesta Village Family Fun Park
 SBPEA
 Transtech

Community Sponsors
 Colton Electric
 Council Member Summer Z. Jorin
 Council Member Isaac Suchil
 Dr. Kolk/Rebecca Gallegos
 Former Council Member Susan Oliva
 La Carreta
 Mayor Richard De La Rosa
 Police Chief
 Ted Cooper
 Treasurer Aurelio De La Torre

COLTON
City of Colton, California



CHRISTMAS BASKETS - 275 ON PICK-UP DAY

166 Family Baskets that served 470 Children.



COLTON BIRTHDAY CELEBRATION - 5,000+

YOUTH PROGRAMS

Free Youth Programs

Free afterschool programs are the foundation of the Recreation Division. It is programs such as these that give children a safe place to play and learn. These programs can be common to most, but it is where our staff makes the most impact on participants.

- Gonzales Center Recreation - 4,685 Children
- Luque Center Recreation - 4,383 Children
- Rec on the Road - 501 Children
- Art Thompson Teen Center - 3,007 Teens



Snack Program – Colton Community Services, in conjunction with the California Department of Education and USDA, offers FREE SNACK to all children 2 - 18 years old throughout the year at eight sites throughout the entire department. Some sites are available on a season basis, including Rec on the Road sites during programming.

38,609 Snacks Served

Summer Lunch Program - 4,000 Lunches Served
When School is out for summer break, we partner with the School District to provide lunches at two locations.



Low Cost Youth Programs

All youth program fees only charge 50% of the full cost. Any youth participant can also apply for a recreation scholarship for paid programs up to three times a year.

Tots Sports - 2,194 (Including Spectators)
Youth Basketball - 4,723 (Including Spectators)
Teen Basketball - 2,681 (Including Spectators)

Day Camps - 2,484 Total Visits
Aquatics - 13,644 Total Visits

ACTIVE SENIOR & ADULT PROGRAMMING



50+ CLUB

To reach a wider audience and better describe the wide range of services offered at the Hutton and Luque Centers, the Active Senior & Adult Programming adopted a new name early in 2014. "The 50+ Club" offers adults, ages 50 and above, the opportunity to participate in recreation, socialization, educational and fitness activities, as well as valuable resources, and assistance in finding a variety of helpful and relevant services.

DAILY ACTIVITIES

The 50+ Club offers formal scheduled activities and plenty of informal activities which encourage socialization. Both centers are open until 1:00 pm daily. Additionally, many mini-seminars and presentations are held covering the topics of senior safety, health, gardening, nutrition, fraud, and other timely topics.



Daily Activity Attendance

Bingo - 1,987

Breakfast Club - 1,779

Lunch - 8,363

Event Attendance

Dances - 791

Health Fair - 250

AFTERNOON NUTRITION

The Family Services Association offers a limited amount of healthy, delicious meals for a suggested donation of \$3.00 for all seniors 60 years of age and older. However, anyone age of 59 and under, are welcome to purchase a meal for \$6.00. Lunch is served Monday - Friday, from 11:15 a.m. to 12:15 p.m., while supplies last, at the Hutton Center and Luque Center.

MONTHLY DANCES

Themed dances are held regularly on Saturday afternoons at the Hutton Community Center.

For a nominal fee, participants are invited to enjoy light refreshments, live music, and a great time. Many participants are committed monthly members who attend every dance to reconnect with others.

TRIPS & EXCURSIONS

Day trips to exciting places are available at the Hutton Center. Many participants use this as an opportunity to travel to locations they otherwise may never have the opportunity to enjoy. A minimum of 5 participants registered is required.



CONTRACT CLASSES



CONTRACT CLASSES

Community Services offers a wide variety of classes for the community to choose from. There is something for any participant to enjoy. Classes include Guitar, Drawing, Mexican Folklorico, Ballet, Tap, Gymnastics, Karate, Tennis, Basic CPR & First Aid, and more.

486 Classes Offered

15 Class Instructors

2,756 Participants Enrolled



HEALTHY LIVING

We as a community Commit to be Fit. From adult fitness memberships to family walks along the Colton Bike Path, there are plenty of opportunities for the community to come together and support a Healthy Colton.

Our adult **Fitness Membership** offers the holder unlimited use of the weight room, basketball gymnasium during adult open gym hours, one hour use (per day) of the racquetball court and adult lap swim from May through October. Did you know that all fitness membership packages include free amenities, like free Wi-Fi and towel service?!

Fitness Membership - 7,104

Adult Basketball Leagues - 3,133

Lap Swim & Aqua Fitness - 1,070

Healthy Colton is funded by a Community Development Block Grant (CBDG) to offer programming in conjunction with the California Healthy Cities and Communities Program. The objective of this program is to

help Colton residents improve the quality of their lives by encouraging good eating habits and regular fitness activities by providing community outreach, activities and events to promote fitness and exercise.

Healthy Colton - 5,968



FACILITY RENTALS

As the top revenue producer in the Recreation Division, the Facility Rental Program offers residents with the ability to rent picnic shelters or banquet rooms, to host events close to home and at affordable prices. With four different facilities, six local parks, and the Mobile Recreation Truck, countless Colton residents and non-residents alike have utilized our facilities and services for their own private and professional occasions. Customers can customize their personal special event by utilizing any of our many amenities and services.

303 Permits Issued



Reservation Attendance

Gonzales Community Center – 22,202

Hutton Community Center – 10,176

Luque Community Center – 2,994

Art Thompson Community Center – 143

Rec on the Road - 1,000

Total Individual Dates Reserved - 2,002

Community Centers

Gonzales Community Center - 605

Hutton Community Center - 365

Luque Community Center - 104

Rec on the Road - 5

Thompson Teen Center - 2

City Parks & Fields

Cesar E. Chavez Park - 379

Elizabeth Davis Park - 15

Rich Dauer Park - 36

Fleming Park - 15

Veterans Park - 389



COLTON PARKS & RECREATION FOUNDATION

The purpose of the Foundation is to aid, sponsor, promote, advance, and develop park and recreation opportunities for all citizens of Colton.

Funds raised in 2015 = \$66,075

All Funding collected by the Foundation directly benefits the Colton community.

RECREATION SCHOLARSHIP PROGRAM

This is the original Parks & Recreation Foundation program. The Program funds scholarships to income-eligible Colton families for children to attend City-sponsored programs that they otherwise might not be able to afford. The Recreation Scholarship Program has awarded over **\$60,772** in scholarships to hundreds of children since 2003.

GOLDEN YEARS PROGRAM

The Golden Years Program utilizes funding to promote programs, facilities, and services for Colton's senior citizen population. Health services, nutrition programs, group classes, and special events are examples of programs geared toward our "more experienced" residents.

HISTORIC COLTON PROGRAM

The Historic Colton Program makes funds available to support City programs which celebrate Colton's rich history, dating back to 1887. Current programs include the annual City Birthday Celebration and the Colton Sports Hall of Fame.

PARK ENRICHMENT PROGRAM

The Park Enrichment Program enhances park opportunities for the residents of Colton. Colton continues to strive toward the goal of making park land available within 1/2-mile of every city resident. This program helps to make funding available for this purpose.

YOUTH EMPOWERMENT PROGRAM

The Youth Empowerment Program supports collaborative efforts to encourage youth to take on leadership roles in the community.

FRIENDS-IN-NEED PROGRAM

The Friends-in-Need Program makes funds available to residents who need assistance, through a City-sponsored food bank and clothes closet. The Program also helps fund holiday events to assist in bringing the community together.



2016 Inductees

Colton Mercurys
Baseball team

Tom Williams

