

COLTON

COMMUNITY SERVICES

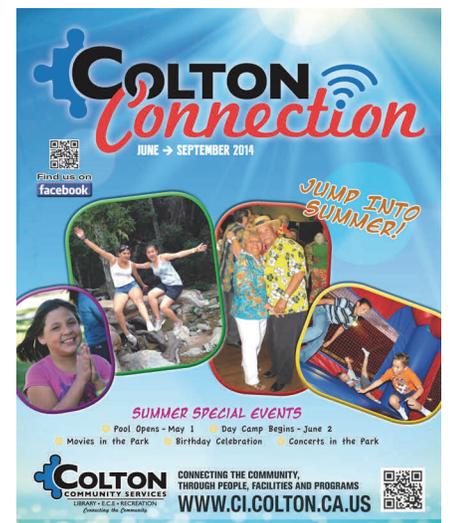
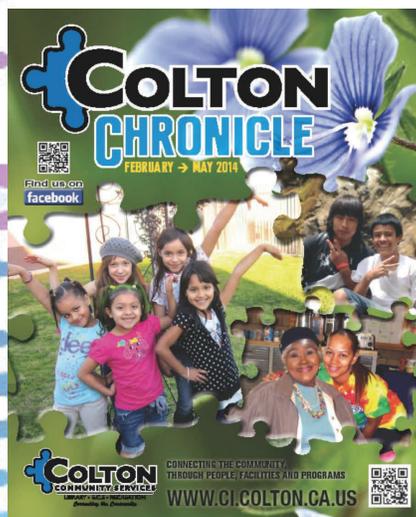
LIBRARY • E.C.E • RECREATION

Connecting the Community

2013-2014

ANNUAL

REPORT





CITY OF COLTON

CITY COUNCIL

MAYOR	Sarah S. Zamora
COUNCIL MEMBER, DISTRICT 1	David J. Toro
COUNCIL MEMBER, DISTRICT 2	Frank A. Gonzales
COUNCIL MEMBER, DISTRICT 3	Frank J. Navarro
COUNCIL MEMBER, DISTRICT 4	Susan M. Oliva
COUNCIL MEMBER, DISTRICT 5	Deirdre H. Bennett
COUNCIL MEMBER, DISTRICT 6	Isaac T. Suchil, Mayor Pro Tempore
CITY TREASURER	Aurelio DeLaTorre
CITY CLERK	Carolina Padilla

RECREATION & PARKS COMMISSION

CHAIRPERSON	Jimmy Ramirez , District 6
VICE CHAIR	Estell Kunter, District 1
DISTRICT 2	Tony Soto
DISTRICT 3	Pilar Tabera
DISTRICT 4	Larry Rivas
DISTRICT 5	Paul Rasso
AT LARGE	Summer Zamora Jorrin

COMMUNITY SERVICES - FULL TIME STAFF

DIRECTOR	Bill Smith
SENIOR OFFICE ASSISTANT	Dedie Lopez
E.C.E. MANAGER	Chris Rymer
ADMINISTRATIVE ASSISTANT	Mary Alice Romo
SITE SUPERVISOR	Jovita Calderilla, Sierra Vista
SITE SUPERVISOR	Amirah Dahdul
LIBRARY SUPERVISOR	Edward Pedroza
RECREATION MANAGER	Deb Farrar
RECREATION COORDINATOR	Heidi Strutz, Hutton Center
RECREATION COORDINATOR	Kelly Phelps, Luque Center
RECREATION COORDINATOR	Brandon Parra, Gonzales Center
RECREATION COORDINATOR	Anthony Fernandez, Thompson Teen Center
RECREATION COORDINATOR	Felipe Vega, Reservations

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A Message from the Director

Thank you for taking the time to review this Annual Report for the Colton Community Services Department. We take pride in connecting our community to the finest facilities, events, and programs, provided by well-trained, friendly, responsive staff members.

We view "Community Services" as more than a department name – we view it as our mission, and we hope that this desire is evident within this document, and throughout our facilities on a daily basis.

As you review this Annual Report, please don't hesitate to contact us if you have any questions regarding any of the material.

Additionally, we would love to hear from you with any feedback about our department and its programs. The success of our mission is connected to our community's response, so please tell us how we're doing!

In the meantime, please enjoy our Annual Report, and thank you for the honor of serving Colton's residents.

-Bill



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

"Please let me know if we've accomplished our mission for you and your family!"

~Bill Smith, Director of Community Services

Email me at bsmith@ci.colton.ca.us or call me at (909) 370-6152.



EARLY CHILDHOOD EDUCATION

We provide resources and referrals to needed social services and programs for Colton families and residents. Examples of current programs and services include, Discount Prescription Cards for Colton residents, a free Thanksgiving Day Dinner, Family Christmas Baskets, free food/commodity distribution, and two “clothes closets” for those in need. Offering these programs to local residents allows them to be more self-sufficient by giving them free/discounted services that they would otherwise have to pay for and/or be without.

FREE EMERGENCY FOOD DISTRIBUTION (COMMODITIES)

We distribute food once a month to low-income families in the cities of Colton and Grand Terrace. The food is provided through the Community Action Partnership of San Bernardino, United States Department of Agriculture (USDA) food commodities, salvaged food from supermarkets, and by food drives sponsored by local businesses, schools, groups and clubs.

COMMODITIES

3242 Families

95,600 pounds of food



SCHOOL AGE PROGRAM

We provide care and services for school-aged children (K-6th grade), before and after school, plus during summer/winter/spring breaks at 3 local elementary schools. 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 provide 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 parents to go beyond just helping a child with their homework. We also partnered with the Recreation Division during this year and were included in the Federal *Snack Program* at our Reche Canyon and Cooley Ranch sites.

The School Age Program served children and families at Cooley Ranch, Paul J. Rogers, and Reche Canyon Elementary Schools.



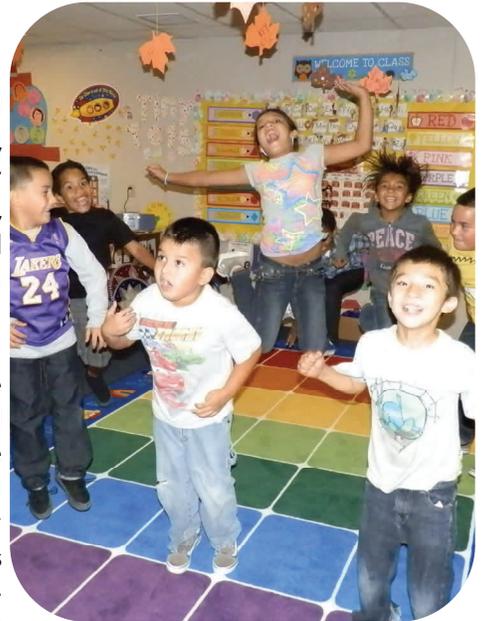
SCHOOL AGE PROGRAM served 104 children and families with 11,079 days of attendance.

EARLY CHILDHOOD EDUCATION

PRESCHOOL PROGRAMS

We provide free and affordable, part-day, early care and educational services to preschool-aged children (3 to 5 years old), at three locations throughout the City of Colton. 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 succeed in school.

Our curriculum is considered Whole Child Development. We take the four main aspects of the 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 the child. Our theory is also “play-based”, with the research-based fact that children learn best while at play.



A few of the many things we do and some desired outcomes are; letter, number, shape, and name recognition, early math & 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

SIERRA VISTA 131 enrolled



TINY TOTS

421 enrolled participants

DAYS OF ATTENDANCE

18,683

Connecting our community, through people, facilities & programs.

COLTON PUBLIC LIBRARY



LIBRARY BOARD OF TRUSTEES

Pete Carrasco—President
Pauline Lopez
Reverend Robert Johnson
Donald Hines
Patricia Chavez

Meets 4th Tuesday of every month, at Noon, at the Main Branch Library, Community Room.

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	83,565
Library Visitors	65,243
Total Borrowers	74,744
New Cardholders	2,103
Items Borrowed	46,690
Reference Questions Answered	2,584
Main Library Weekly Service Hours	32
Luque Branch Weekly Service Hours	16
Public Computer Access Usage	15,096
Wireless Computer Access Usage	3,958
Homework Assistance Center	
Weekly Service Hours	30
Total Student Visits	385
Total Hours of Instruction	2,372
Advance to Literacy	
Registered Adult Participants	125
Total Hours of instruction	809 hours



FRIENDS OF THE LIBRARY

The Friends of the Colton Public Library is a non-profit organization formed to support the library and assist with the delivery of cultural programs, informational programs, and community events to library visitors. The Friends support various projects which benefit the library. They meet the fourth Monday of each month, at noon, at the Main Library.

COLTON PUBLIC LIBRARY

ABOUT THE LIBRARY

The Colton Public Library (CPL) is a vital community asset that has a rich history and long standing tradition. We pride ourselves in providing the community with informational resources, recreational and educational enrichment, and courteous professionalism. The City of Colton has been providing its residents with free access to library resources and services for well over a century. The Colton Public Library first opened its doors in 1908 and it continues to provide the community with the same quality service today.

The Colton Public Library offers a wide array of services and programs. One of the library's flagship programs is its Advance to Literacy Program. The Advance to Literacy Program offers assistance for adults who seek help with basic reading, math, and computer literacy skills. Since 1988, the Advance to Literacy Program has assisted adults meet their individual needs and promote lifelong learning.



2013-2014 HIGHLIGHTS

The 2013-2014 year began with our annual Summer Reading Program. This year's program was titled "Reading Is Soo Delicious". Participating children were awarded with library giveaways and swimming certificates for checking out and reading library books. The reading game was a huge success. We had over 200 young readers participate in the program.

The library continued to increase activities for children, teens, and adults by providing a variety of programs. 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 continued 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-2-Movie nights and community support events.

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. Also 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 the Friends of the Colton Public Library's Annual Book Sale.

In the late spring the Colton Public Library's children's room went through a light reorganization and design update. Several shelves were relocated to provide a larger seating area for our very popular storytime and craft program. Two new computers were also added to our children's computer island. Increasing the number of early literacy stations to six.

LOOKING AHEAD

In early Fall, the library will launch a mission to better serve the community. In a joint project with the Recreation Division, the Colton Public Library will host mobile Wi-Fi access and workstations at various locations throughout the City of Colton. The program is free of charge and available to all valid registered Colton Public Library cardholders.

Connecting our community, through people, facilities & programs.

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.



FACILITIES

Currently the division maintains four community centers, a community pool and a mobile recreation vehicle. With these facilities, we are able to offer activities and programs for all ages, as well as provide opportunities for private reservations.



215,350 VISITORS
374 RESERVATION PERMITS FACILITATED
4964 INDIVIDUAL RESERVED DATES

RECREATION DIVISION

R.A.D.D. CLUB

(RECREATIONAL ACTIVITIES FOR THE DEVELOPMENTALLY DISABLED)

The R.A.D.D. Club is a recreational program designed for people age 18 and above with developmental or cognitive disabilities that promotes respect, self-expression and independence through a variety of carefully selected activities in a comfortable atmosphere. R.A.D.D. Club provides members the opportunity to enjoy leisure time activities with their friends and fellow club members. This also allows parents, care givers, and guardians the opportunity to enjoy a respite knowing they have dropped off their individuals in a safe fun environment. There is a small fee for all



6 EVENTS
42 PARTICIPANTS

programs, and participants must have completed an intake interview and registration form to participate. This was the first program year and expectations are high for future growth.

AQUATICS

The 180,000 gallon, eight lane, 25 meter pool is open for use from May – September annually, providing Swim lessons, Open Recreation Swim, Adult Lap Swim, Family Night Swim, Adult Aqua fitness, and Movies at the Pool.



14,765 TOTAL POOL VISITORS
505 SWIM CLASS REGISTRANTS
434 LAP SWIMMERS



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RECREATION DIVISION

ACTIVE SENIOR & ADULT PROGRAMMING

We provide Active Adult and Senior Programming at the Hutton and Luque Centers. These centers are daytime activity spaces where adults, ages 50 and above, can participate in recreation, socialization, educational and fitness activities, as well as find a variety of helpful and relevant services.

CENTER VISITORS

HUTTON: 38,939

LUQUE: 10,608

SENIOR NUTRITION

We offer a limited amount of healthy, delicious meals are provided through the Family Services Association for a suggested donation of \$2.50 for all seniors 60 years of age and older. Anyone under the age of 60 must pay \$4 for their meal. 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.



DAILY ACTIVITIES

Both centers are open until 1:00 pm daily with formal scheduled activities and plenty of informal activities which encourage socialization. Additionally, many mini-seminars and presentations are held covering the topics of senior

safety, health, gardening, nutrition, fraud, and other timely topics.



SENIOR DANCES

Our Seniors spoke out this year for some revisions to our Senior Dance program. We added more time for live music and a new fee structure that included a non-resident fee. Each of our 10 dances are themed and held on Saturday afternoons at the Hutton Community Center.



27 Hours of Dancing
600 PARTICIPANTS

RECREATION DIVISION

FITNESS & SPORTS

The City of Colton provides healthy activities for the entire family. Our goal is to help residents achieve a healthier lifestyle and improved quality of life through fun and affordable programs.

FITNESS PASS VISITS
7,369 MONTHLY VISITS
6,890 DAILY VISITS

The Adult Fitness Pass is available to participants 18 years and older. This pass includes 1)unlimited access to the weight room, 2)one hour use per day of the racquetball court, and 3)access to the basketball gymnasium during weekday adult time. Lap swimming is available from May–September. Showers and locker room are available to members.

TOT SPORTS
4 SPORTS
108 PARTICIPANTS
794 SPECTATORS

Children 3 – 5 years can get involved with sports through our non-competitive programs in basketball, soccer, flag football and t-ball. The six-week programs focus on the fundamentals of the sport offered and end the session with a scrimmage.



YOUTH BASKETBALL
314 PARTICIPANTS
10,366 SPECTATORS ON GAME DAYS

Children 6 – 15 years can get involved in this ten-week non-competitive league split into four divisions. Practices are held during the week and games on Saturdays at Gonzales Community Center. The fee for this program includes a jersey shirt, participation award, and team pictures.

TEEN BASKETBALL
72 PARTICIPANTS
2566 SPECTATORS

Teens 13-17 years can participate in this semi-competitive co-ed league. Teens get to work on their basketball skills while learning new skills. Teens also learn good sportsmanship and how to be a team player. The basketball league is an eight week season ending with a championship game on the ninth week. Games are played on Saturday mornings.



ADULT BASKETBALL
2 LEAGUES
1470 SPECTATORS

Adults 18 years and older can participate in competitive leagues of basketball held at the Gonzales Center Gymnasium.



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RECREATION DIVISION



CLOTHES CLOSET

Colton Community Services offers lightly used clothing to individuals in our community free of charge. The Clothes Closets are located at Hutton and Luque Centers. Clothing is donated by members of the community and local churches. Many families utilize the closet for back to school clothing, for interviews and for every day needs. The closet is maintained by recreation staff and volunteers.



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, Drumming, Mariachi, Mexican Folklorico, Ballet, Tap, Gymnastics, Karate, Tennis, Drivers Education, Basic CPR & First Aid, Sign Language and more.

CONTRACT CLASSES

**OVER 425 CLASS SESSIONS OFFERED
2,333 REGISTERED PARTICIPANTS**



DROP IN RECREATION

The 226 Program plans and provides for after-school programming for Colton's school-age children, from elementary school through high school. Currently, elementary age services are provided by the department's Mobile Recreation Program and through Drop-In Programs at the Luque and Gonzales Community Centers, while high school services are provided at the Thompson Teen Center.

Regular programs are free; however participants must have a registration card on file in order to participate. Activities include supervised indoor/outdoor games, crafts, fun activities and special events.



**11,512
TOTAL AFTER SCHOOL VISITS AT THE
GONZALES AND LUQUE CENTERS**

RECREATION DIVISION

CAMPS AND ENRICHMENT CLASSES

In addition to the many free opportunities for youth in Colton, we also offer fee based classes and programs which are designed to provide experiences and involvement on a greater scale.

SUMMER CAMPS



Awesome arts & crafts...great group games...fantastic field trips. These are just a few of the exciting things we offer in our Day Camp Program. Camp is jam-packed with good times and plenty of new friends for those age 3-15. Each week is planned around a theme and highlighted with a special outing or activity. Camp is now offered over the Winter and Summer Breaks.

560 REGISTERED PARTICIPANTS



REC ON THE ROAD

This free program offers fun activities to youth in their own neighborhood while being supervised by

trained recreation leaders. This was also a banner year for Rec on the Road Reservations with ten separate paid reservations.

1267 PARTICIPANTS

SNACK PROGRAM (SFSP)

Colton Community Services, in conjunction with the California Department of Education and USDA offers FREE SNACK to all children 2 - 18 years old, at 3:30 p.m. Monday through Friday, at seven sites year around.



**35,604 SERVED
FREE AFTERSCHOOL SNACKS**



THE THOMPSON TEEN CENTER

Teens 13-17 years old attend the Thompson Teen Center for fun and entertaining activities. Teens get to enjoy all the newest video games, surfing the web at our computer lab, outdoor activities and special events. Teens can even get homework assistance. The Teen Center operates Monday- Thursday 3pm-8pm and Friday 3pm-9pm.

**327 PARTICIPANTS ON FILE
5173 DAILY VISITS**



Connecting our community, through people, facilities & programs.

COMMUNITY EVENTS

The Community Services Department works to create fun family events that encourage outdoor recreation and 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

This free event features games, crafts, photo opportunities with the Easter Bunny, and an exciting egg hunt. The egg hunt is for children ages 3-13 years old but the event is for the whole family. The egg hunt features over 5,000 eggs and candy for the little ones to enjoy harvesting. In 2014, Community Services partnered with the Electric Department to expand the event to include Earth Day activities, information, and park beautification.



City of Colton, Birthday Celebration

This annual event is held each July, as a celebration of Colton's rich history. It has become a tradition for families to make memories and enjoy a fantastic fireworks display. Typically, it is enjoyed by over 4500 spectators onsite and even more in the surrounding area.

Summer Concert Series

Concerts in the Park series is an annual series held each year at Fleming Park. It runs from mid-July through mid-August and features a variety of local musicians. These performances are free to the public and are extremely popular.



Movies in the Park

Residents are encouraged to join their neighbors for free family-oriented movies under the stars at six different parks throughout Colton on our 20 foot inflatable screen.



Senior Health Fair

Annual FREE Senior Information Fair featured over 30 exhibitors offering information about services for seniors; including health, transportation, housing, recreation, and more.



Halloween Festival

Annual FABOOLOUS Family Fun! All are invited to attend this fun and safe, FREE Halloween Event where children and their families can enjoy treats, arts & crafts, ghoulish games, and a fun costume contest.



Thanksgiving Day Dinner

This event has become a Colton tradition that is highly-anticipated by the community. This is an authentic family-style, sit-down dinner with all the fixings. It's open to any and all who come and many of those who do join us would not otherwise have a Thanksgiving Dinner. Plus we have added a "to-go" option for those unable to enjoy a sit-down dinner.

Holiday Tree Lighting

The merriment begins with the traditional lighting of the Christmas Tree on the front lawn of City Hall. Then, residents bundle up and join us for carols as we walk down La Cadena Drive to Fleming Park. Kids and Adults alike visit with Santa, enjoy some refreshments, and watch a movie on the big screen at Fleming Park.



PARTICIPANTS PER EVENT

EGG HUNT/EARTH DAY - 900

BIRTHDAY CELEBRATION - 6000+

CONCERTS SERIES - 3425

MOVIES IN THE PARK - 2560

SENIOR HEALTH FAIR - 100

HALLOWEEN FESTIVAL - 1586

THANKSGIVING DINNER - 500

TREE LIGHTING - 300

CHRISTMAS BASKETS - 250

Christmas Basket Program

Each year, through an application process, Colton Residents can receive bags/baskets which are filled with different items including: small gifts, toys, food, personal hygiene products, and other desired items.



Connecting our community, through people, facilities & programs.



COLTON PARKS & RECREATION FOUNDATION

MISSION STATEMENT

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 2013 = \$58,647.24
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 \$45,000 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 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. During this Fiscal Year, staff worked with Colton youth to design a modular skate park facility near the Art Thompson Teen Center in Cesar Chavez Park, which opened October 24, 2013.

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.



Administrative Offices
GONZALES COMMUNITY CENTER
670 Colton Avenue • Colton • CA • 92324
909.370.6153