

M E M O R A N D U M
City of Chino
Community Services,
Parks & Recreation Department

DATE: OCTOBER 28, 2024
TO: COMMUNITY SERVICES, PARKS & RECREATION COMMISSION
FROM: SILVIA AVALOS, DIRECTOR OF COMMUNITY SERVICES, PARKS & RECREATION
SUBJECT: ADMINISTRATION ACTIVITY REPORT – SEPTEMBER 2024

cc: File

BACKGROUND

The following information is provided regarding Administration activities for the month of September 2024:

CITY COUNCIL ACTIONS

Ceremonials

- National Childhood Obesity Awareness Month. Proclaimed September 2024, as National Childhood Obesity Awareness Month.
- Suicide Prevention Awareness Month. Proclaimed September 2024, as Suicide Prevention Awareness Month.
- City of Chino Go Skateboarding Day. Recognized the competition winner at Go Skateboarding Day.
- Healthy Chino's 20-Year Anniversary. Recognized Healthy Chino's 20-Year Anniversary, September 2024.

Consent

- Contract Approval – Human Services Programs for Residents of Chino Hills. Approved a contract effective retroactive to July 1, 2024, in the amount of \$306,788 for the provision of Human Services programs for residents of Chino Hills for FY 2024-25 and increased the Community Services revenue budget by \$118,139.
- Master Contract – Chino Valley Unified School District. Approved Master Contracts with the Chino Valley Unified School District effective retroactive to July 1, 2024, for the provision of Community Services programs for Fiscal Year 2024-25.
- Vendor Cap Increase – New Tangram, LLC. Approved a vendor cap increase with New Tangram, LLC in the amount \$200,000 for a total not-to-exceed amount of \$250,000 for design services, purchase and/or installation of furniture, and reconfiguring existing workstations at City-owned facilities.
- Award of Public Works Contact to Major League Infields, Inc., Fullerton, CA for Ball Field Maintenance Services. Awarded a contract for ball field maintenance services

at Ayala, Heritage, Mountain View, and Villa Parks in the amount of \$67,808 for annual routine maintenance and \$32,192 for unanticipated work for a not-to-exceed amount of \$100,000.

- 2023-2024 Consolidated Annual Performance and Evaluation Report. Received and filed the Consolidated Annual Performance and Evaluation Report (CAPER) for the Community Development Block Grant (CDBG) 2023-2024 Program Year.

PROGRAMS

Armed Forces Banner Program

- Two new banner applications were received.
- The next banner registration ends on October 10, for installation in November.

Chino Liberty Courtyard

- Brick orders were placed in September, and will be received by the end of October for the November installation.

Chino Connection

- Staff received Draft 2 of the Winter 2024 Chino Connection on September 19, 2024.

Youth Accountability Board

- One new case was received. There are currently ten active cases.

Social Media

- The following posts were made in September:

Date	Post	Reach	Engagement
09/03	Heat Advisory	8,600	96
09/04	Youth Basketball Sign-Up Reel	2,978	55
09/10	Healthy Chino 20-Year – Fitness Challenge	1,080	36
09/12	NAC Closure	8,783	97
09/13	Pee Wee Baseball	923	40
09/15	Halloween Spooktacular Reel -Trend	3,951	151
09/17	Inclusion Community Celebration Recap	4,751	248
09/18	Men’s Basketball Championship Winners	1,140	61
09/19	Healthy Chino 20-Years Council Celebration	4,861	118
09/20	Healthy Chino 20-Years Map / Tomorrow	4,600	204
09/21	Old Schoolhouse Barn Sneak Peek	9,538	514
09/24	Senior Center Chess Club	1,009	29
09/25	Go Skateboard Day Winner Recognition	8,725	351
09/27	Healthy Chino 20-Year Recap	3,263	103
09/28	Halloween Trunk or Treat Ask	1,160	65
09/30	Thanksgiving Giveaway Sign-Up	12,629	497

Reach = The number of unique persons who have seen the post.

Engagement = Individuals who have reacted to, shared, clicked, or commented on post.

- Two social media posts and a news release were created to promote the Inclusion Community Celebration event that took place in September. The event and posts were a collaboration between CSPR and local non-profit organizations to put on an event for Chino's neurodiverse community. Screenshots of the posts are pictured below.



- These posts, which received a combined reach of 9,360, linked viewers to the event signup form, which filled up prior the event.
- ABC 7 Eyewitness News covered the event. The article and video can be viewed at [this link](#).
- The news segments received a total of **201,626 viewers**.

RECOMMENDATION

For Commission information.