

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

DATE: NOVEMBER 25, 2024
TO: COMMUNITY SERVICES, PARKS & RECREATION COMMISSION
FROM: SILVIA AVALOS, DIRECTOR OF COMMUNITY SERVICES, PARKS & RECREATION
SUBJECT: ADMINISTRATION ACTIVITY REPORT – OCTOBER 2024

cc: File

BACKGROUND

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

CITY COUNCIL ACTIONS

Ceremonials

- American Cancer Society – Making Strides Against Breast Cancer. Proclaimed October 5, 2024, as Making Strides Against Breast Cancer Day.
- Domestic Violence Awareness Month. Proclaimed October 2024, as Domestic Violence Awareness Month.
- Lights On Afterschool Day – Proclaimed October 24, 2024, as Lights On Afterschool Day.

Consent

- Notice of Completion – Old Schoolhouse Museum Barn & Site Improvements Project (PF201). Accepted the Old Schoolhouse Museum Barn & Site Improvements project completed by Micon Construction, Inc., Placentia, CA.
- Vendor Cap Increase with CE Mechanical, Inc. for HVAC Replacement and Repairs at City-Owned Facilities. Approved a vendor cap increase with CE Mechanical Inc., Chino, CA in the amount of \$100,000 for a total not-to-exceed amount of \$150,000.

PROGRAMS

Armed Forces Banner Program

- Two new banners and one remake banner were ordered for the November installation.

Chino Liberty Courtyard

- Engraved brick orders were received from the vendor on October 30. They are scheduled to be installed during the week of November 4-8, 2025.

Chino Connection

- Staff received Draft 3 of the Winter 2024 Chino Connection on October 9. Staff received the Final Draft of the Winter 2024 Chino Connection on October 23.

Youth Accountability Board

- Three cases were closed and one new case received. There are eight active cases.

Social Media

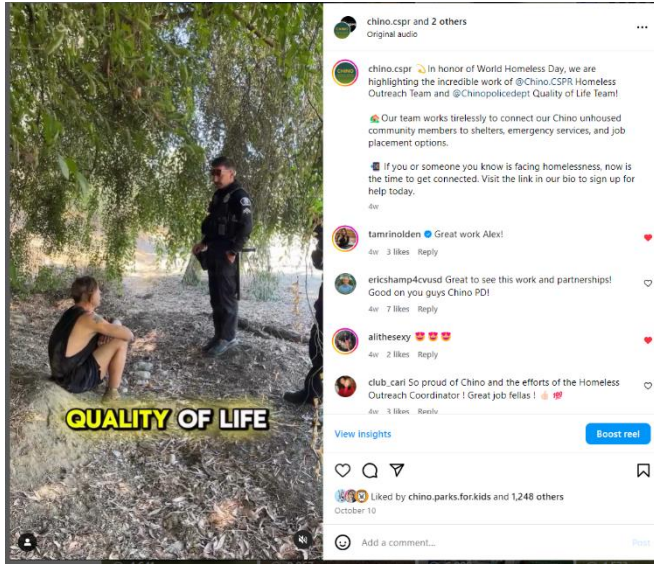
- The following posts were made in October:

Date	Post	Reach	Engagement
10/01	Heat Advisory Extension	4,536	48
10/02	Meet the Teen Advisory Committee	11,172	137
10/04	Fall Themed Street Signs	3,201	67
10/08	AED SaveStation is on the Way at Ayala Park	13,045	739
10/08	Teen Center Spooky Night	1,867	30
10/08	Domestic Violence Awareness Month	4,600	137
10/09	Winter Youth Basketball Registration	3,920	115
10/10	World Homeless Day Program Spotlight	18,096	2,750
10/11	Pumpkin Garden Festival	1,008	25
10/12	TAC Halloween Giveaway	3,171	149
10/13	Halloween Spooktacular Costume Contest	7,294	192
10/15	Chino Youth Museum Halloween Events	7,805	122
10/16	Seeking Vendors for Bark Around Ayala Park	11,854	312
10/18	Case Management	5,151	242
10/22	Senior Health Fair	234	4
10/22	Halloween Spooktacular Pre-event Reel	4,533	181
10/23	Tennis Contract Classes	1,098	88
10/24	Chino Rancho Park – Phillips Road Closure	6,991	76
10/24	Lights on Afterschool	3,871	204
10/25	Splash Pad Closed for Fall	3,945	57
10/26	Halloween Spooktacular Map	14,618	420
10/27	Seeking Participants for Christmas Youth Parade	1,380	72
10/28	Winter Youth Basketball Deadline to Register Extended	5,389	159
10/29	Bark Around Ayala Park Pre-event Reel	6,172	355

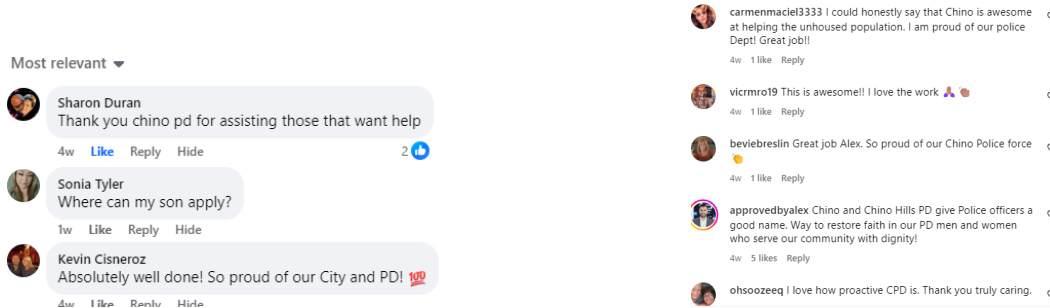
Reach = The number of unique persons who have seen the post.

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

- To celebrate World Homeless Day, a collaborative reel was released with the Chino Police Department that raised awareness of the work being done by the CSPR Homeless Outreach Team and Chino PD Quality of Life Team. A press article was also released. A screenshot of the reel is pictured below:



- The reel was viewed 31,800 times by 18,026 people.
- The reel received 32 comments on Instagram and 13 comments on Facebook. Comments were overwhelmingly positive. Some comments are pictured below:



- The website containing the Homeless Outreach form received 65 visits on the day of the post. Since the post was made, community members have been referring those in need to the CSPR Homeless Outreach Team, both in person and on social media.

RECOMMENDATION

For Commission information.