

# San Leandro Recreation and Human Services Department

## **Vision**

The San Leandro Recreation and Human Services Department facilitates services that create community by enhancing sense of belonging and inspiring pride in our community.

## **Mission**

To facilitate the provision of excellent recreation and human services that foster sense of community.

## **Values**

***INCLUSIVE*** – We take into account the diversity, availability and affordability of the community in the planning and delivery of programs and services

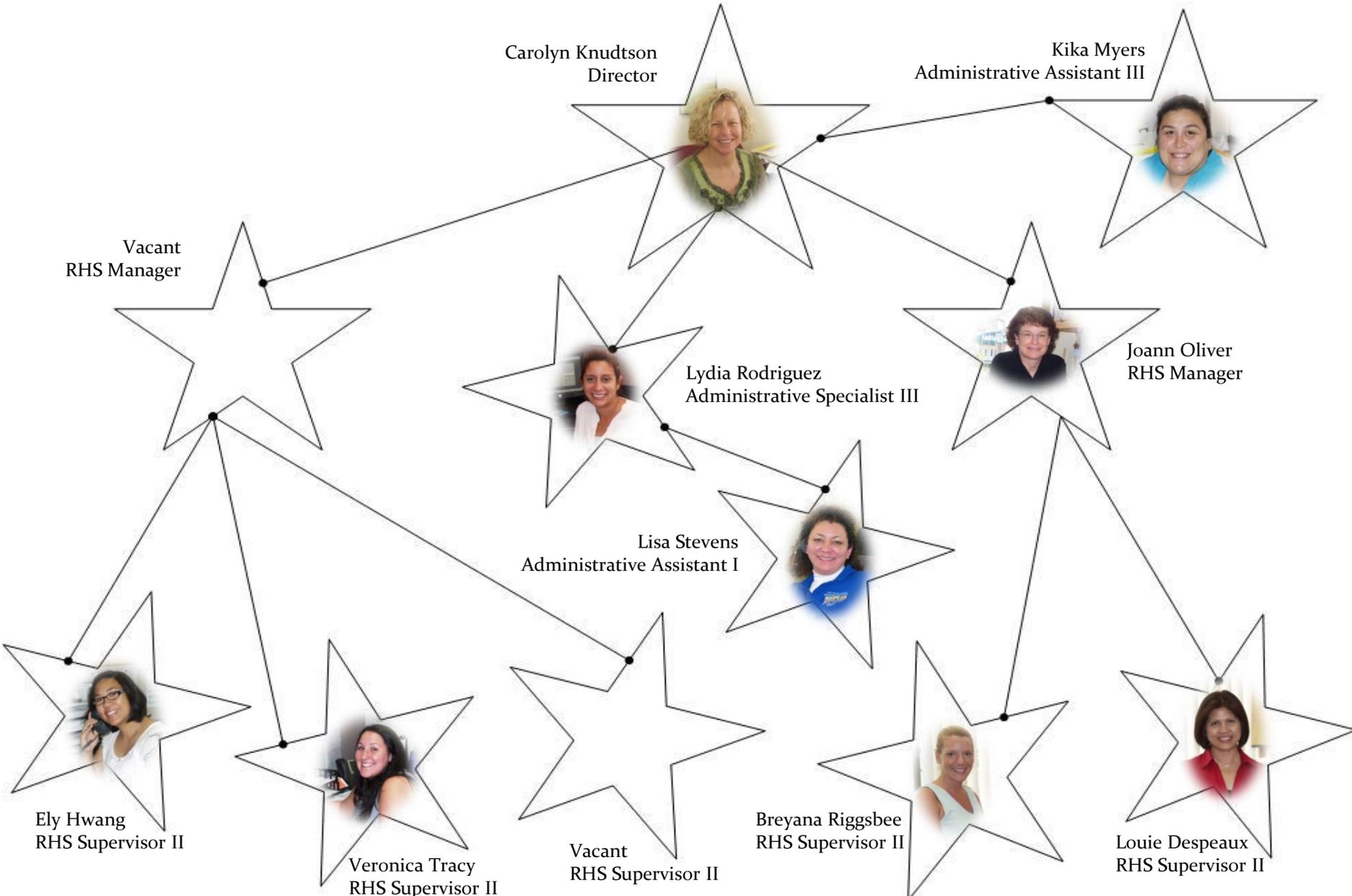
***EXCELLENCE*** – We strive for the highest quality in everything we do.

***DEDICATED*** – We are committed to creating community through positive experiences.

***HONESTY*** – We are truthful in our work to maintain and build trust.

***ACCOUNTABLE*** – What we do is consistent with what we say.

# Recreation and Human Services Department Current Organization



# Facilities



## ❖ Centers

- ❖ Marina Community Center
- ❖ Senior Community Center
- ❖ Halcyon Park Building
- ❖ Washington Manor Park Building

## ❖ Pools

- ❖ Boys and Girls Club
- ❖ Farrelly
- ❖ San Leandro Family Aquatic Center

❖ 17 Parks

❖ 8 Fields

❖ 4 Tennis Courts

**Parks  
Make  
Life  
Better!**<sup>SM</sup>

- ❖ *Supports economic vitality.*
- ❖ *Provide outdoor space to play and exercise and facilities for self-directed organized recreation.*
- ❖ *Gathering places that facilitate social connections, increase cultural diversity and create community.*
- ❖ *Connection with nature and environmental stewardship.*

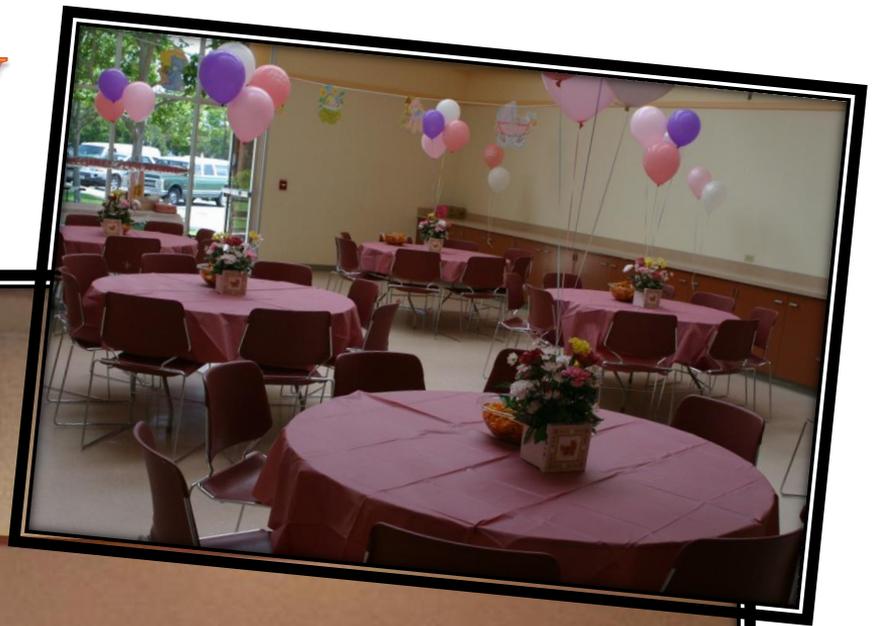


# Titan Auditorium

760 Rentals  
Attendance: 36,500



# Marina Community Center Rooms





**SAN LEANDRO**  
**SENIOR COMMUNITY CENTER**

# Main Hall





**Washington  
Manor Park  
Building**



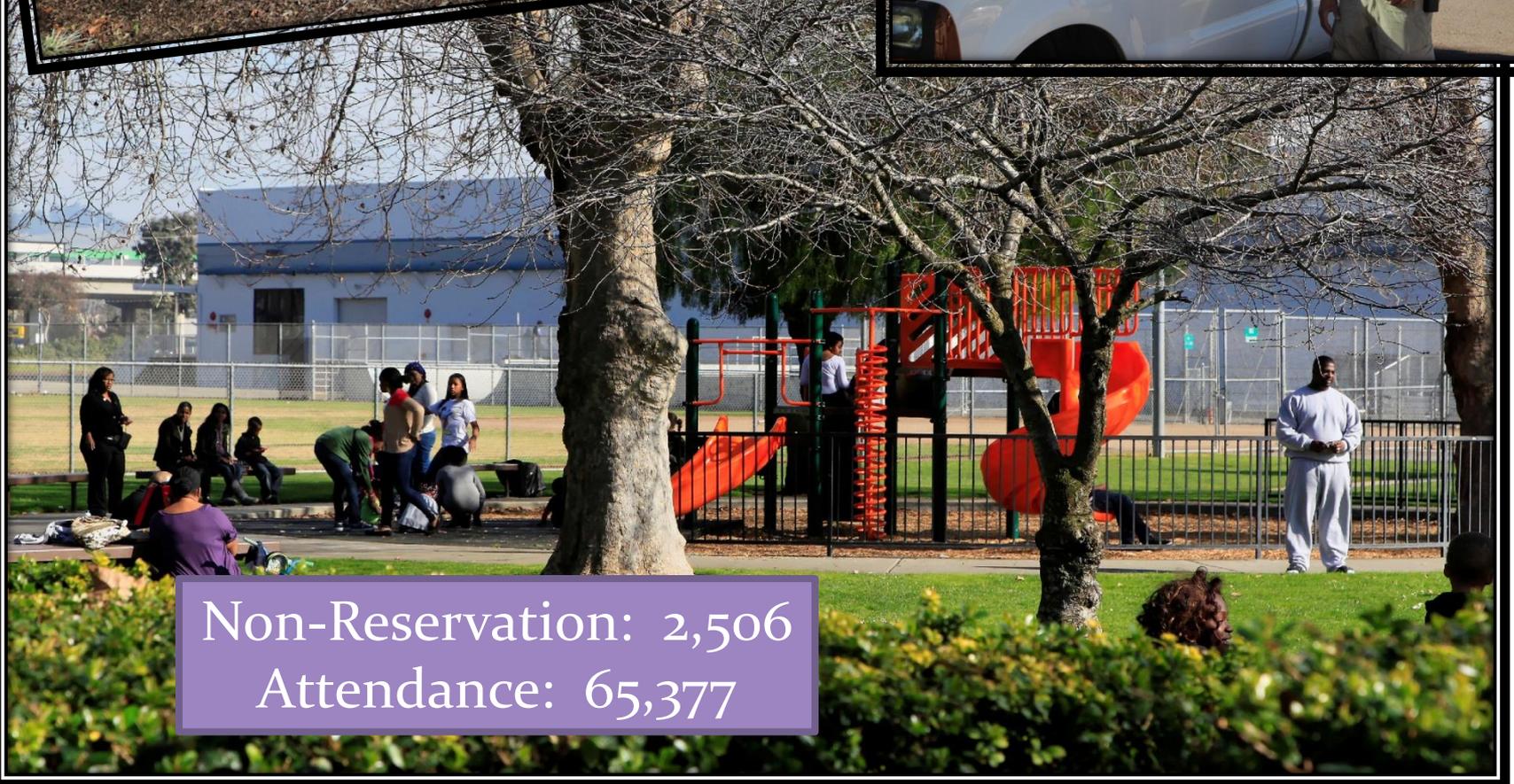
**Halcyon  
Park  
Building**



660 Rentals  
Attendance: 48,650



# Halcyon Park



Non-Reservation: 2,506  
Attendance: 65,377



Rentals: 1,600  
Attendance: 43,000

# San Leandro Ball Park



Rentals: 32  
Attendance: 1,300

# San Leandro Family Aquatic Center

# Youth



## ❖ Preschool

- ❖ Kiddie Kollege
- ❖ Summer Camps
- ❖ Enrichment Classes
- ❖ Sports

Preschool Attendance:  
18,528

## ❖ Elementary

- ❖ Afterschool Care
- ❖ Summer Camps
- ❖ Enrichment Classes
- ❖ Sports

Elementary Attendance:  
24,629

## ❖ Teens

- ❖ Summer Camps
- ❖ Volunteerism
- ❖ Work Experience
- ❖ Youth Advisory Commission

Teen Attendance:  
500

- ❖ *Positive alternatives for youth which helps keep our community safe and increases personal growth.*
- ❖ *Promotes healthy living, lifelong learning and personal development.*
- ❖ *Provides opportunities for social and cultural connections and mentoring.*

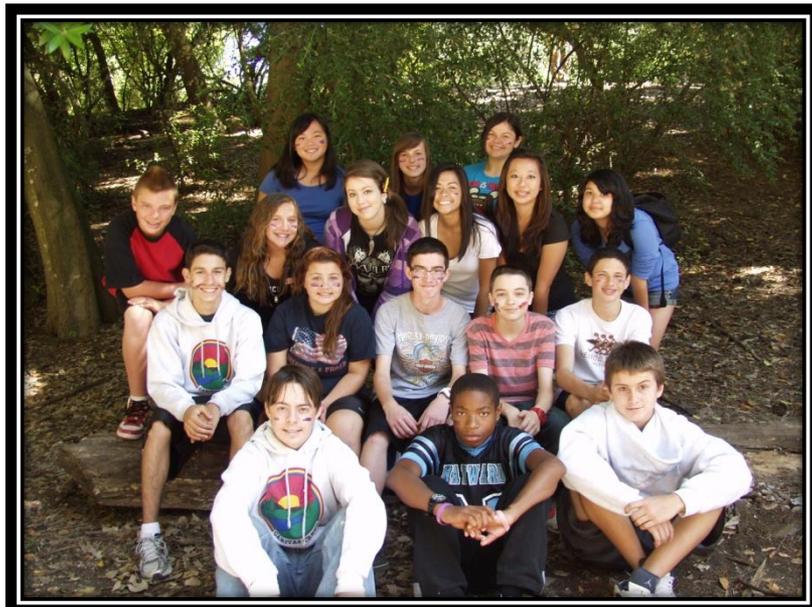
37 Enrichment Classes  
50 Sports Activities



**Kiddie Kollege and  
Preschool Activities**

# Chabot Day Camp







69 Sports Activities



# Sports Camps



# Summer Adventures





# Junior Warriors Basketball





# Kids Club



167 Youth  
Classes Offered

**Contract Classes**

# Teens



# Families



## ❖ Special Events

- ❖ Halloween Carnival
- ❖ Egg Hunt
- ❖ Cinco de Mayo
- ❖ Family Fun Nights
- ❖ Movie Night

Families Attendance:

2,500

- ❖ *Support strong families, economic development and cultural diversity.*

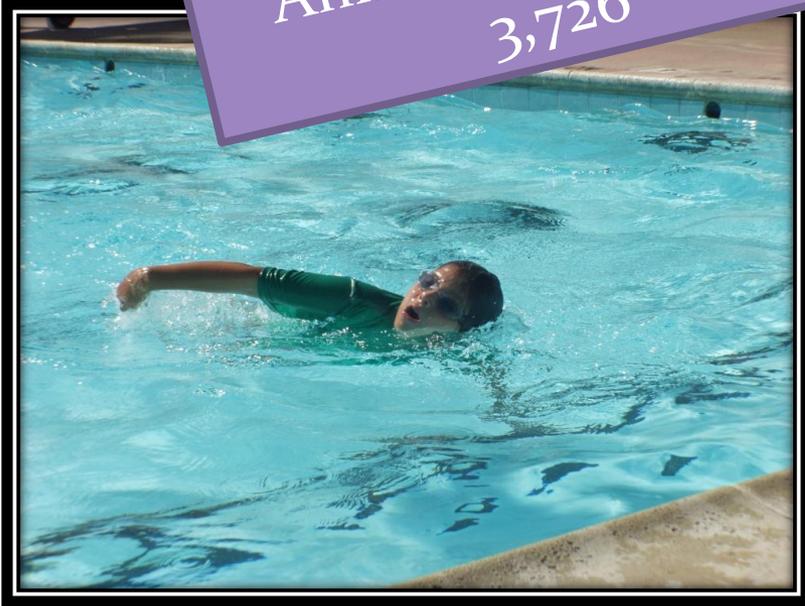


# Family Fun





Annual Attendance:  
3,726



**Farrelly**

# Boys & Girls Club



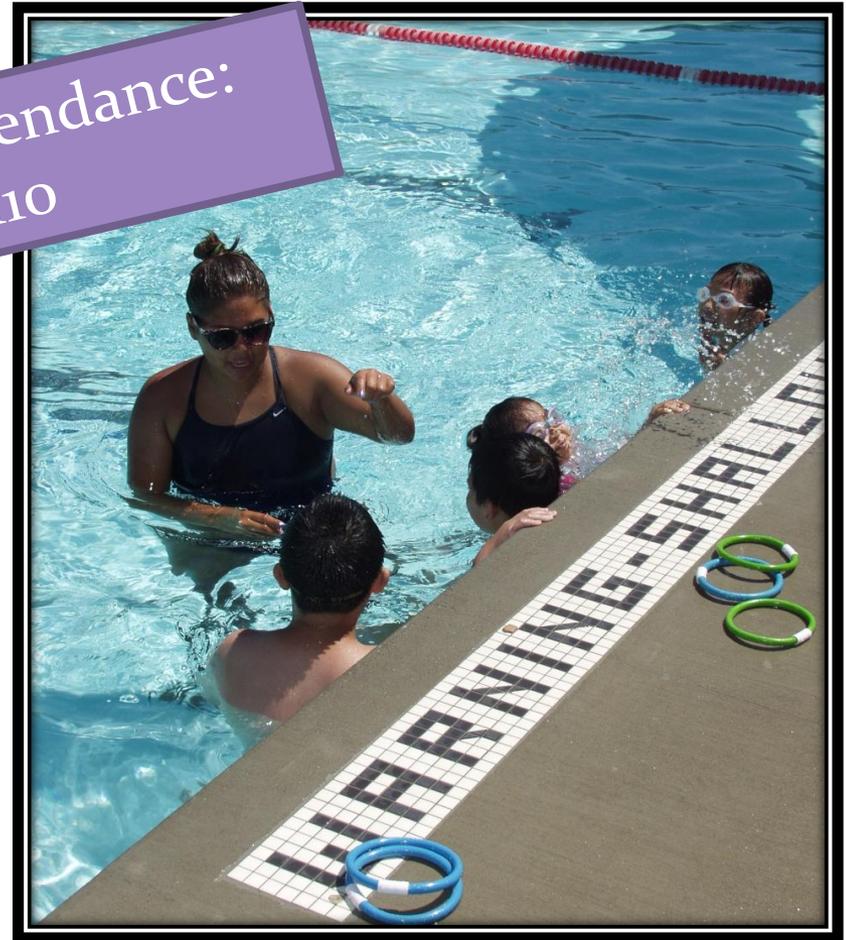
Annual Attendance:  
31,749



# Family Aquatic Center



Annual Attendance:  
20,110



# Adult Classes and Senior Programs

## Adult Enrichment Classes

Adult Enrichment  
Attendance: 3,526

## Senior Programs and Services

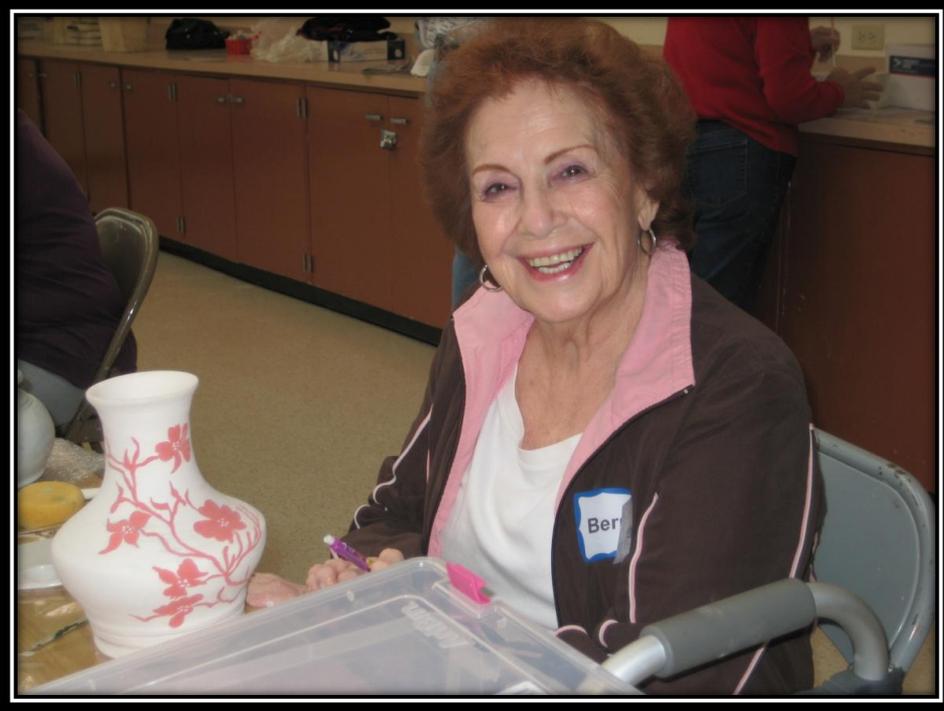
- ❖ Community Education Programs and Services
- ❖ Enrichment Classes
- ❖ Paratransit Services
- ❖ Social Programs
- ❖ Special Events
- ❖ Spectrum Senior Lunch Meal
- ❖ Travel
- ❖ Volunteerism

Senior Programs  
Attendance: 37,175

- ❖ *Fosters healthy independent living and enhances quality of life.*
- ❖ *Promotes health and wellness.*
- ❖ *Increases safety and security.*



# Community Education Programs & Services



Senior Program  
Attendance has  
increased 190%

# Enrichment Classes



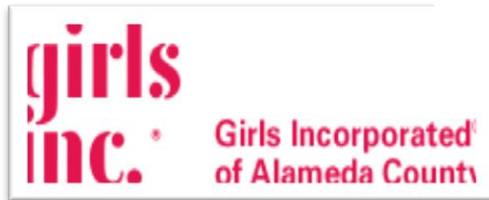
Registered Riders: 311  
2010-11 Rides: 6,534  
2011-12 Projection: 10,000



# Social Programs



# Human Services



- ❖ *Coordinate with our community partners to meet the social service needs in the community.*
- ❖ *Connect people with services.*
- ❖ *Provide information and referral to the public.*



# City-Wide Volunteer Program



Over 250 volunteers  
provided 24,000 hours  
City-wide

- ❖ *Individual: Increases self-esteem and engagement in the community.*
- ❖ *Organization: Increases ability to provide services.*
- ❖ *Community: Positive, engaged residents and higher level of service.*



# Community Support and Outreach



## ❖ Commissions

- ❖ Human Services
- ❖ Recreation and Parks
- ❖ Senior
- ❖ Youth Advisory

## ❖ Friends of San Leandro Creek

## ❖ Nonprofit Groups

## ❖ HOA's

## ❖ Churches

## ❖ Youth Sports Groups

## ❖ Businesses

- ❖ Facilities
- ❖ Grants
- ❖ Partnerships

## ❖ School Districts

- ❖ Facilities and Fields
- ❖ After School Programs
- ❖ Grants
- ❖ Community Events

## ❖ Marketing

- ❖ Activities Guide
- ❖ Facebook
- ❖ Flyers
- ❖ Constant Contact
- ❖ Press Releases

❖ *Facilitates community problem solving and sharing of resources.*

❖ *Strong neighborhoods, schools, nonprofits and business support safety, security and economic development.*

# Youth Advisory Commission



- ❖ *Makes recommendations regarding issues that impact youth in the community.*
- ❖ *Provides leadership and assistance in running community events such as the Egg Hunt, Cinco de Mayo and Halloween Carnival.*
- ❖ *Fundraises for the Youth Mini-Grants which are awarded for Youth oriented services.*

# Recreation and Parks Commission



- ❖ *Provides recommendations for the use of City parks, fields, facilities and programs.*
- ❖ *Recommended priorities for Measure WW funds.*
- ❖ *Worked with Four Paws in the development of the Dog Park.*
- ❖ *Raised funds and worked with several agencies on the construction of the Luster Knight Memorial.*

# Human Services Commission



- ❖ *Provides recommendations regarding the social service needs of the community.*
- ❖ *Oversight of the Community Assistance Grant Program, identifying critical needs and making funding recommendations.*
- ❖ *Enhances awareness of services through projects such as the Health and Human Services Guide.*

# Senior Commission



- ❖ *Provides input into programs and services for seniors*
- ❖ *Provided critical input into programming and design of the Senior Community Center*
- ❖ *Approves SCC Art Displays and assists with special events such as the Senior Resource Fair*

# Burrell Field Pacific Sports Complex



**Aerial Rendering**



# Run For The Schools



Rotary Club  
of  
San Leandro



It starts with a  
playground.

**AMGEN**

**KaBOOM!**



# Toyon Park

# Parents' Press

## SanLeandroPatch

## San Leandro Times

City of San Leandro  
City Center, 851 E. 12th Street  
San Leandro, California 94577  
www.sanleandro.org

**SAN LEANDRO NEWS**  
CONTACT: City Manager  
Executive Support Unit  
(925) 937-3462

**FOR IMMEDIATE RELEASE**  
March 6, 2012

*Recreation and Human Services Department Holds Annual Egg Hunt at Marina Park on April 7*

An Egg Hunt for children under 10 years old will take place at Marina Park on April 7, 2012 at 10:00AM. The event is free and open to the public.

The Egg Hunt will begin at Marina Park, 52100M along, rain or shine. Egg Hunt will be divided into age appropriate groups. Bring your basket and get ready to have an Egg-citing hunt!

The Recreation and Human Services Department would like to thank the San Leandro Optimist Club for making this event possible.

For information, call the Recreation and Human Services Department at (925) 937-3462.

**About San Leandro:**  
A diverse community of nearly 85,000 residents centrally located in the San Francisco Bay Area, San Leandro maintains a safe, small town feel where neighbors care for each other, while offering a wide range of shopping, dining, recreation, and services, and easy access to nearby regional parks and transit areas. Over the past decade, the community has invested over \$60 million in renovating and modernizing its public schools and building state-of-the-art facilities for students.

Proximity to high manufacturing history, businesses in San Leandro enjoy multiple advantages including a large industrial and commercial zone, close proximity to the Oakland International Airport and Port of Oakland, two major freeways, two 100% systems, and access to a large and

City of San Leandro  
RECREATION AND HUMAN SERVICES  
CREATING COMMUNITY

**Family Movie Night at Washington Manor Park**

**JOHNNY DEPP**  
is  
**RANGO**

Admission: FREE!!!

Bring your lawn chairs, blankets and snacks, and enjoy this summertime family event. Customer Service: 577.3462.  
Wednesday, August 10 Showtime: 8:30pm  
Rental P.O. 307 (925)

Location: Washington Manor Park  
14900 Zelma Street, San Leandro CA 94579

**Spring 2012 Activities Guide**

CITY OF SAN LEANDRO  
RECREATION AND HUMAN SERVICES  
CREATING COMMUNITY

**Recreation and Human Services Department**

We're **Springing** into action;  
from our staff to you!

# facebook

# Constant Contact

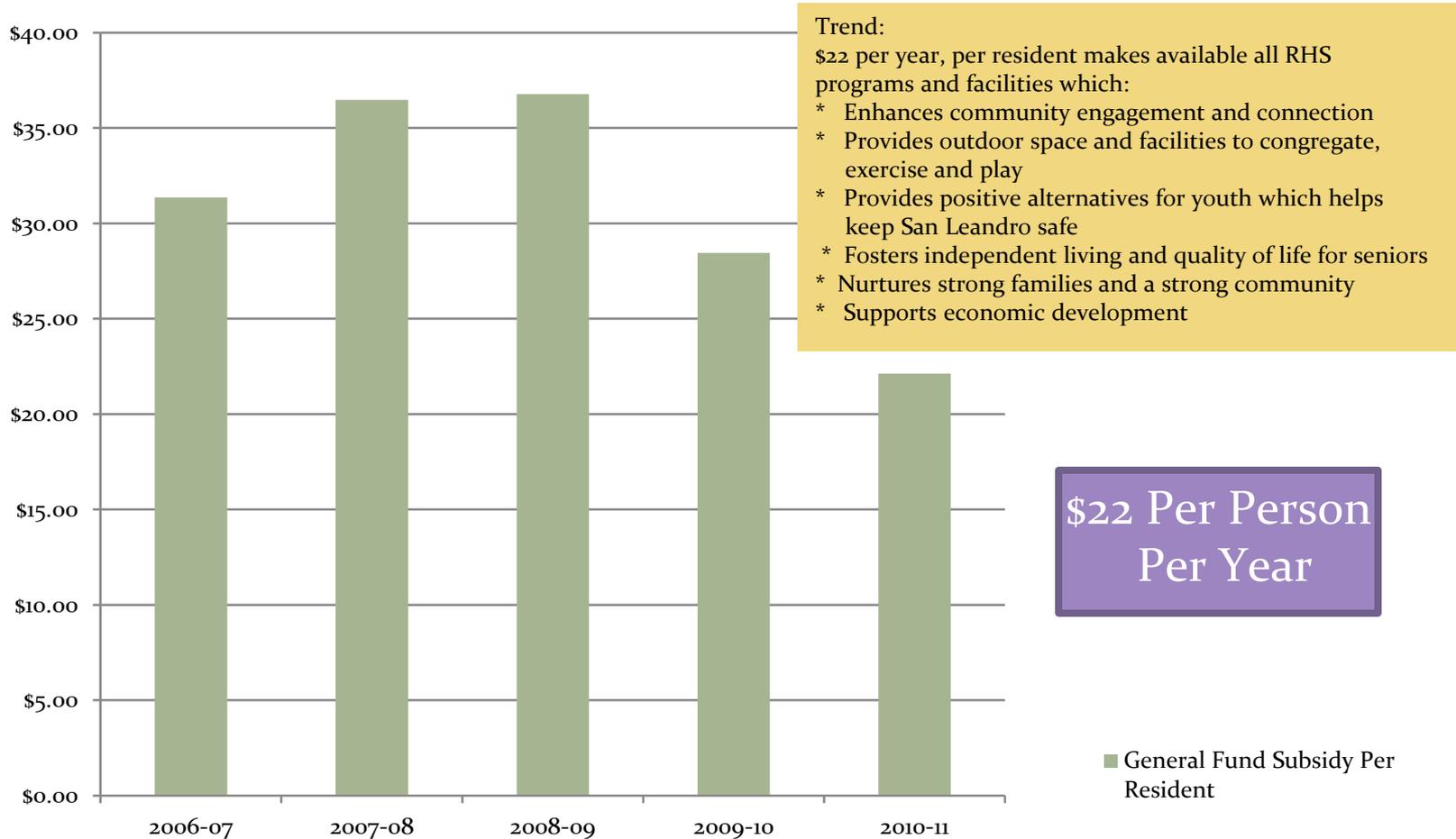
# Interdepartmental Support



- ❖ Public Works
- ❖ Engineering
- ❖ Community Development CAP



# Recreation and Human Services Department Net General Fund Cost Per Resident Per Year



# Current Goals and Future Community Desires



## ❖ Current:

- ❖ Sustain programs and services.
- ❖ Secure funding to continue Senior programming post Measure A grant, 2014.
- ❖ Maintain facilities at a high level (supports revenue generation).
- ❖ Continue to grow partnerships that meet gaps and increase programs and services.
- ❖ Continue to generate revenue that increases cost recovery.

## ❖ Future desires expressed by the community:

- ❖ Restore funding in Teens for a Teen Job program.
- ❖ Restore Cherry Festival.
- ❖ Restore Community Assistance Grants funding.
- ❖ Restore funding for Aquatic programs and facilities.