

19/ 20



CITY OF CORONA
**LIBRARY AND
RECREATION**
SERVICES

ANNUAL REPORT



NEW & ENGAGING

COVID RESPONSE

ON THE HORIZON

Library & Recreation Services

A MESSAGE FROM THE DIRECTOR

What a year 2020 has been. If I can offer a slogan: normal is not. A pandemic. National protests. Political upheaval. It's been a crazy, chaotic year and the end is months away. The Library and Recreation Services Department, before and after COVID-19, has aimed all year to push against capacity.

Each day has only 24 hours, each dollar is of a finite value (though markets have their effect), and every Major League Baseball Team has an active roster of 26 (as of 2020) for most of the season. These are capacities. However, it is possible to shove against these limitations and eke out just a little more. You might sacrifice some sleep to work or play longer. You can exchange your U.S. dollars on a day when it outperforms the currency of your intended travel destination—a bit more bang for your buck! A baseball team's roster might include a relief pitcher who can start a handful of games to provide more time off between starts for those in its regular rotation, saving them from arm fatigue.

Library and Recreation Services (LaRS) has a budget of \$5.23 million and 74 FTEs (full-time equivalent employees). Both act as constraints, but we spent much of the year kicking at the seams.

In October, we hosted Halloweekend, a non-budgeted event, by minimizing the use of staff through partners and volunteers and charged nominal fees where reasonable to recover costs. This expanded our special events and increased resident engagement with the department and resulted in a little extra revenue to seed the coming year's event.

After COVID struck and wiped out programs and activities for months, we put staff to work in other departments doing things for which they'd never been hired, or even trained, to do. With the right training, they were taking calls from residents (24/7) on Corona's Covid-19 Info Line, sanitizing City facilities to ensure employee safety, digitizing years of old planning files, cleaning alleyways around town, and completing myriad other tasks. These didn't simply enhance staff's abilities; they increased the capacities of other departments and reminded our community that Corona cares.

State Library grants allowed us to bring more digital content to the community at no cost to the City. When residents couldn't come to us, we entered their homes through virtual programs and activities. As State and County guidelines have eased, LaRS provided Click, Park, and Pick-up library services, Adventure Day Camp, sports camps, and semi-private swim lessons. We, daily, look for ways to expand programs as health and safety guidelines allow—because our teams are prepared to push ahead.

The team on the front cover and those who have since joined are amazing people continuing to achieve very impressive feats. They do it all for Corona. Thank them when you see them. I do. They've earned it.

This year's been a wild one; here's to 2021.



Library Board of Trustees

Anna Coriddi-Meza | Leonard Enlow | Jami Merchant | Connie Newhan | Shirley Towler-Hayes

Parks and Recreation Commission

Joe Almasy | Elizabeth McCreary | Chris Miller | Dominick Verrette | Michele Wentworth

What's New?

SERVICES, PROGRAMS, & APPLICATIONS



CORONA PUBLIC LIBRARY
**FAMILY
LITERACY** **12,600
Attendees**

HALLOWEENKEND
2,800 Participants



**veterans
connect@
the library**
Office Hours Daily

ENRICHING LIVES & SUPPORTING COMMUNITY

Through the use of grants, sponsors, volunteers, and partnerships, we started new events and built on existing ones.

The inaugural Halloweekend brought spooky, candy-fueled fun to all ages.

Family Literacy expanded from storytimes to include Reading Strategy workshops for children and parents.

Vets Connect brought more volunteers on board to allow for expanded hours.

COVID-19 related grants, gave us a chance to add to the library's digital collection with resources such as Kanopy and Hoopla, offering users free access to movies, TV shows, and music.

hoopla
kanopy

20,000 Minutes Streamed

Community Engagement

AN ENGAGED, HEALTHY, AND ENRICHED COMMUNITY



MAKER EXCHANGE



LARS ON THE GO



ADAPTIVE PROGRAMS



OUR VALUES

Service
Integrity
Innovation
Inclusivity
Excellence
Enrichment
Collaboration



YOUTH SPORTS CAMP

Community Engagement

AN ENGAGED, HEALTHY, AND ENRICHED COMMUNITY



WINTER CAMP



CAREER ONLINE HIGH SCHOOL GRADUATION



MAIN STREET PARADE



SPORTS



SENIOR CENTER POOL TOURNAMENT



AQUATICS

Community Engagement

THE NUMBERS ALL IN ONE SPOT

How is return on investment calculated? Library and Recreation Services is foundational to Corona's quality of life. Staff engage with every segment of the Corona community. Partnering with community members, volunteers, businesses, and non-profits, we strive to build on what has been done and leverage innovative ways to reach those we serve. The best returns are seen in the numbers of people who participate in the programs and services we offer. We had another great year...

750K

Total Community Facility Use
Attendance (Circle City Center,
Library, Senior Center, etc.)

19.5K

Senior Center
Program Participants

14K

Kids Club &
Adventure Camp Participants

284K

Total Material Circulation
Digital/Print/AV

248K

Total Patron Visits
Corona Public Library

39K

Library Program Attendees
(Adults, Teens, & Children)

296K

Social Media Impressions
(YouTube, Facebook,
Instagram)

54K

City of Corona
Special Events Attendance

16K

Number of Hours
our Volunteers Served

COVID-19 Response

COMMUNITY SUPPORT & PROGRAMMING IN THE VIRTUAL AGE



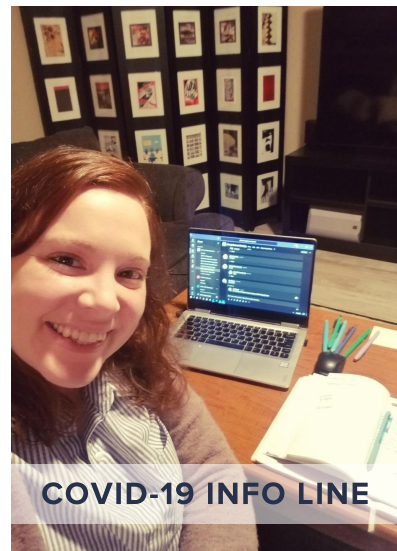
In March, all Library and Recreation staff were sent home in response to the state issued stay-at-home order. During this time, staff were reactivated in a number of different ways to support the community:

LaRS Where You Are Virtual Content

Creation and curation of activities and enrichment available via social media outlets to keep families engaged with familiar services. [12,000 reached]

Brown Bag Food Distribution

Monthly drive thru food distribution in partnership with Feeding America. [Over 5,000 served]



COVID-19 Info Line

24/7 call center staffed entirely by Library & Recreation staff to provide resource and referral. [1,600 calls received]

Day Porter Service

Staff regularly cleaned and disinfected areas where essential staff worked throughout the closure saving the City from more expensive services. [2,400 hours]



Senior Phone Assurance Line

Weekly phone calls to check-in, provide friendly chat, and resources for local seniors. [3,000 calls]

Street and Alley Clean-Up

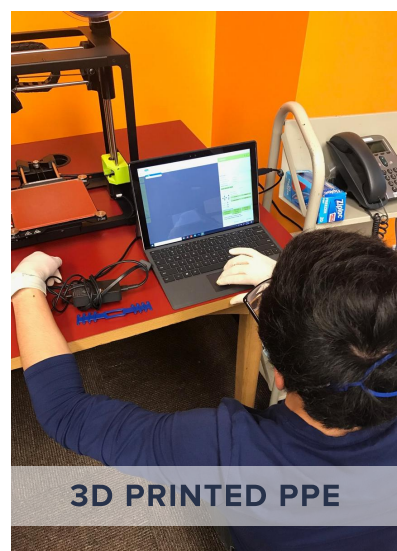
LaRS teams assisted Maintenance Service staff in cleaning alley ways around town to ensure cleanliness and accessibility. [450 hours]

Park and Facility Monitoring

Monitoring of public areas, parks, and trails. [235 hours]

Weed Abatement

Assisting the Fire Department in identification of excessive brush for fire prevention. [116 hours]



Sponsors, Partners, & Donors

SHARED GOALS BRING PEOPLE TOGETHER

Diamond



Thomas Miller

MORTUARY & CREMATORY



Platinum



Gold



Silver



Bronze

Alessandro Medical Professional Corp
Bank of America
Corona Historic Preservation Society
Humana

Kids Park
Mark Lansing
Mom's Club of Corona Central
Romeo & Friends

Louis Sanchez
Scan Health Plan
Tejasvi Mohan Natraj

On the Horizon

GREAT THINGS ARE COMING OUR WAY



PLANS FOR FY20-21

Open+ Library Hours

Providing more hours of access to the Library through self-access systems!



Automated Materials

Handling System

A force multiplier that will also make the management of Library materials more accurate and efficient.

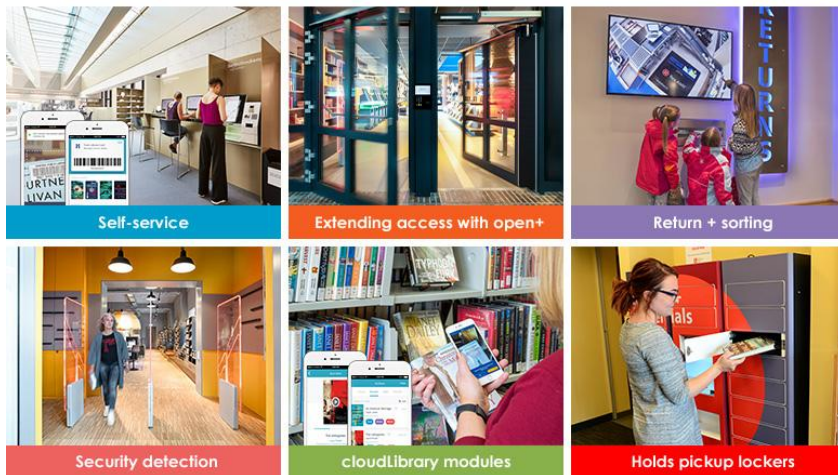
Park Improvements

New playgrounds for Cresta Verde, Lincoln, Mountain Gate, Santana, and Tehachapi Parks.

Parks and Recreation

Facilities Amenities Inventory

Completion of document to help in the future planning of Corona's leisure places and spaces.



Lincoln Park



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