



STRONG
COMMUNITIES
ADVISORY COMMITTEE
ANNUAL REPORT

FISCAL YEAR 2023-24



www.stocktonca.gov/measurerm

Program information available at:

www.stocktonca.gov/recreation

www.ssjcpl.org



STRONG COMMUNITIES PRIORITIES

- Enhance safe after-school and summer programs for children and teens
- Enhance public computer access/wireless connectivity
- Enhance evening and weekend hours at libraries and community centers
- Preserve and expand existing library and recreation programs
- Extend services to under-served areas of the City

SHARING THE CITY OF STOCKTON'S PROGRESS

When voters approved Strong Communities (Measure M) in November 2016 by a margin of 76%, they sent a strong message that Library and Recreation services in the City of Stockton should be a priority for our youth and families. The Fiscal Year 2023-24 annual report describes how these funds are deployed to benefit our community. Increasing open hours, expanding access, and planning new and renovated facilities and pools are just a few of the positive changes that have been undertaken since the Strong Communities Initiative passed. Within this report you will find detailed information about those key initiatives, along with a transparent accounting of how revenues have been spent and staff's goals for the next fiscal year. With the direction of the City Council and input from the Strong Communities Advisory Board, staff commits to providing services, facilities and programs that will enhance the quality of life for Stockton residents over the 16-year life of the measure.

MEASURE M

Measure M is a local $\frac{1}{4}$ cent sales tax passed by voters on November 8, 2016 and effective April 1, 2017. Revenues from the Measure M/Strong Communities Initiative are dedicated specifically to City of Stockton Library and Recreation programs, services, and facilities.



“Building resilient communities by cultivating healthy bodies and curious minds.”

GUIDING PRINCIPLES AND ACCOMPLISHMENTS IN FY 2023-24

RESTORE SERVICES

- 1,169,556 items checked out and/or renewed at Stockton-San Joaquin County Libraries (23% increase)
- 304,168 library digital downloads systemwide (26% increase)
- 713,925 visitors to libraries (12.4% increase)
- 32,759 Early Learner program participants (24% increase)
- 3,393 participants in teen library programs (46% increase)
- Offered free programs for youth, community center-based camp programs and special events to engage residents in arts and social activities
- Delivered curriculum-based afterschool programs focusing on academic and social development
- 4,786 youth participated in sports programs
- Delivered a youth theater program through the community centers

IMPROVE ASSETS WHENEVER POSSIBLE:

- Continued design work for Chavez Central Library Renovation, to leverage State Library for \$10 million dollars for the Chavez Renovation
- Implemented self-check equipment and ordered Bookmobile
- Increased safety and security through monitored security systems and flooring repairs for safe exercise and play

FOCUS ON UNDERSERVED AREAS:

- Expanded enrichment programs and addressed geographic boundaries through mobile recreation and library programs
- Enhanced aquatics programs and prepared for expansion of pool operations
- Broadened access to programs and resources by implementing on-demand translation services and expanding the Library's multilingual collection
- Improved access to address public demand for digital materials, reducing wait times and expanding diversity of the collection
- Supported workforce and career development with the implementation of LinkedIn Learning online platform and the teen Project Toolbox program
- 6,775 teens participated in monthly membership programs and activities
- 19,360 youth registered for bi-monthly after school programs, 25% scholarships were offered to any family in need. 4,128 youth attended weekly day camps
- Staff distributed 10,100 Brown Bag and congregate meals to seniors. 8,056 "supper" meals provided to youth in after school programs, 22,639 bags of fruits and vegetables distributed in our Mobile Farmers Market program
- Construction in progress for Northeast Library & Community Center
- 11,400 attended the expanded July 4th event including the parade and a full day of programming
- 2,900 attended the Annual Tree lighting ceremony

LEVERAGE PARTNERSHIPS:

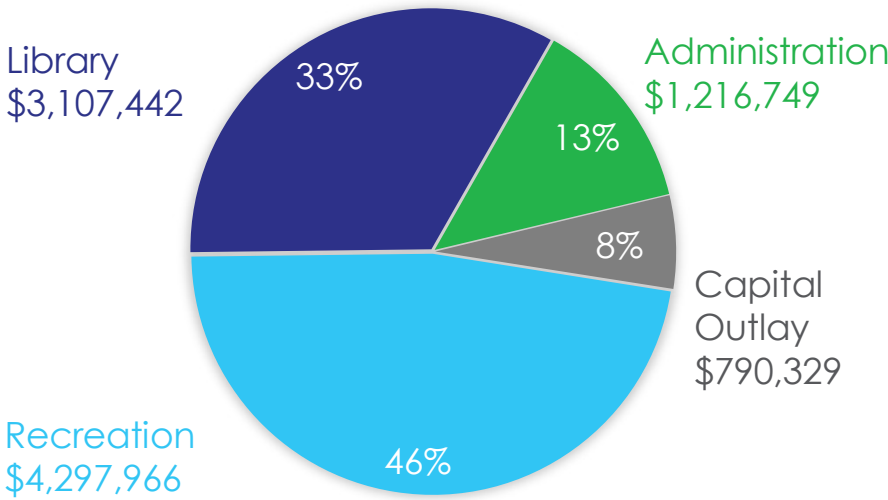
- Continued partnership agreement with San Joaquin County Public Health Services' CalFresh Program, which brought enhanced health and wellness programming into community centers for Seniors, Teens, and After-school programs
- Grants: \$1,500 from Toyota/NFL Fund for youth flag football, \$25,000 from Community Foundation of San Joaquin for free swim lessons; \$5,000 from California Libraries Learn for autism-ready story time training; \$42,528 from CA State Library for adult & family literacy services; 4 stargazing kits from CA State Library for STEM programming; \$500,000 "earmark" from Rep. Harder Office for the Van Buskirk Golf Course Reuse Project

GOALS FOR FY 2024-25

- Transitioning aquatic operations and management of City pools from contract operator to City staff
- Deploying a new bookmobile that will offer ADA compliance and programming opportunities
- Complete design for the Chavez Central Library renovation
- Continue to expand teen and mobile library and recreation programming
- Completing construction and renovation of Victory Park and McKinley Pools

A LOOK AT THE NUMBERS

FY 2023-24 EXPENDITURES

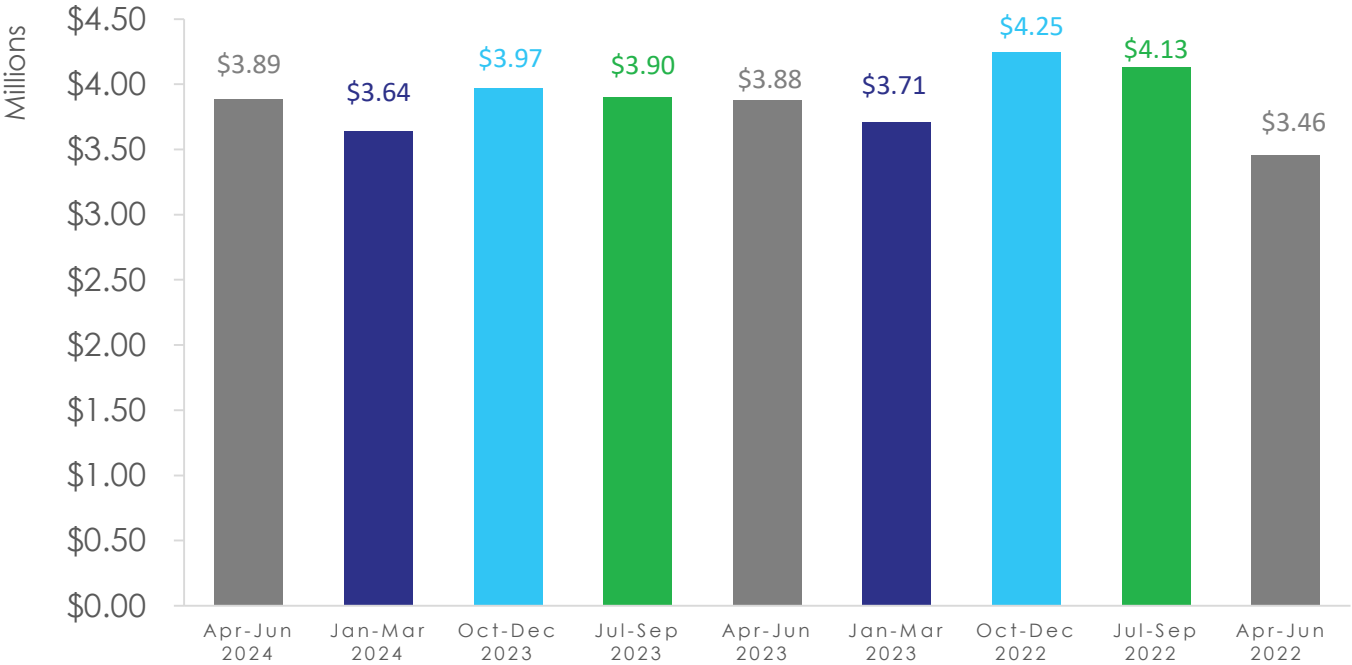


GENERAL FUND
CONTRIBUTION FY 2023-24:

LIBRARY: \$4,109,000
RECREATION: \$5,378,592 ²
TOTAL: \$9,487,592

MEASURE M TAX TOTAL
FY 2023-24: \$15,406,039
INTEREST: \$803,299 ¹
TOTAL REVENUE: \$16,209,338

MEASURE M REVENUES BY QUARTER



1) Interest Revenue: The Annual Financial Report interest revenue amount of \$1,388,782 includes an entry of \$585,483 representing the change to the value of investments at 6/30/24, consistent with Generally Accepted Accounting Principles. The actual interest earnings in FY 2023-24 were \$803,299.

2) The Recreation contribution from the General Fund includes a one-time transfer from Council Discretionary funds of \$2,086,000.