

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

DATE: JUNE 23, 2025
TO: COMMUNITY SERVICES, PARKS & RECREATION COMMISSION
FROM: SILVIA AVALOS, DIRECTOR OF COMMUNITY SERVICES, PARKS & RECREATION
SUBJECT: ADMINISTRATION ACTIVITY REPORT – MAY 2025

cc: File

BACKGROUND

The following information is provided regarding Administration activities for the month of May 2025:

CITY COUNCIL ACTIONS

Ceremonials

- Proclamation – National Mental Health Awareness Month – Proclaimed May 2025, as National Mental Health Awareness Month.
- Recognition of the Teen Advisory Committee Members – Ximena Tapia-Lugo, Kale Lo, Bridget Moore, Adrian Mora, Neil Jatakia, Jazlynn Sanchez, Karisia Rojas, Drew Ramirez, Flor Hernandez, Julia Barraza, Kathleen Chang, and Sofia Henderson.
- 2025 Hall of Fame Award Recipient – Recognized the 2025 Hall of Fame Award Recipient: Barry W. Johnson.
- Chino Youth Boxing Program Anniversary – Recognized the Chino Youth Boxing Program's 50th Anniversary – 2025.

New Business

- Award of Contract – Glenn E. Duncan Interactive Water Feature Project (PK253). Awarded a Professional Services Contract in the amount \$80,000 to SITESCAPES, Inc., Costa Mesa, CA for design services for the Glenn E. Duncan Splash Pad Project.

PROGRAMS

Armed Forces Banner Program

- The banner installation took place on May 22-23.
- There were 4 new banners and 12 replacements installed.

Chino Liberty Courtyard

- No new brick orders were received.

Chino Connection

- Staff received Draft 2 of the Fall 2025 Connection on May 15.

Youth Accountability Board

- There were four new cases.

Social Media

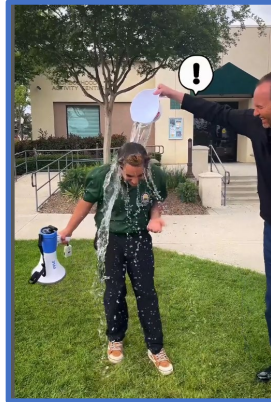
- The following posts were made in May:

Date	Post	Reach	Engagement
05/01	Chino Bike Day	5,768	132
05/03	Volunteer Dinner – Reel	2,581	66
05/05	Healthy Chino Garden Workshop	701	26
05/05	Corporate Challenge	1,006	55
05/09	Youth Basketball Sign Up	1,049	36
05/09	Disco Bingo Bash	10,627	154
05/10	Splash Pad	4,976	187
05/12	Youth Basketball	601	20
05/12	Ice Bucket Challenge – Mental Health Awareness	5,988	124
05/14	TAC Recognition by Council	4,900	101
05/16	Senior Center Bingo	4,072	112
05/16	Mental Health Awareness Month Proclamation	3,794	51
05/17	Back-to-School Giveaway Registration Promotion	15,682	250
05/20	Summer Lunch	20,136	404
05/22	Mental Health Awareness – Homeless Outreach	7,820	228
05/26	Mental Health Awareness – Counselor	1,554	25
05/28	Fireworks Military Presentation Opening	2,958	53
05/29	Barry Johnson Hall of Fame	6,100	110
05/30	Go Skate Day Promotion	7,448	121

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

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

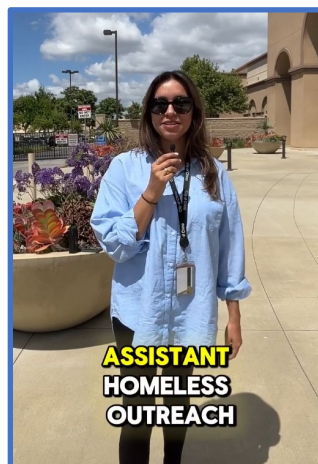
- May was Mental Health Awareness Month. Four posts were made to promote this month. Descriptions and screenshots are below:
 - The first post was a part of the USC Ice Bucket Challenge to raise awareness about Mental Health. This is a nomination-based video. We were nominated by the cities of Santa Ana and Ontario to participate in this challenge. We nominated the City of Jurupa Valley, who completed this challenge.



- The second post was celebrating the proclamation Human Services received for recognizing Mental Health Awareness.



- The third post highlighted the collaboration between CSPR, PD, and San Bernardino County Department of Behavioral Health to address homeless individuals going through a Mental Health Crises. This post was shared on all partner accounts.



- The fourth post highlighted Counseling program.



- These posts had a total reach of 19,156 and total engagement of 428.

RECOMMENDATION

For Commission information.