Parks and Recreation Commission

REGULAR MEETING AGENDA



Date: 2/26/2025 Time: 6:30 p.m.

Locations: Zoom.us/join - ID# 862 7050 1185 and

Arrillaga Family Recreation Center – Elm Room

700 Alma St., Menlo Park, CA 94025

Members of the public can listen to the meeting and participate using the following methods.

How to participate in the meeting

- Access the meeting, in-person, at Arrillaga Family Recreation Center
- Access the meeting real-time online at:
 Zoom.us/join Meeting ID 862 7050 1185
- Access the meeting real-time via telephone at: (669) 900-6833

Meeting ID 862 7050 1185

Press *9 to raise hand to speak

Subject to Change: The format of this meeting may be altered or the meeting may be cancelled. You may check on the status of the meeting by visiting the city website menlopark.gov. The instructions for logging on to the webinar and/or the access code is subject to change. If you have difficulty accessing the webinar, please check the latest online edition of the posted agenda for updated information (menlopark.gov/agendas).

Regular Session

- A. Call To Order
- B. Roll Call
- C. Public Comment

Under "Public Comment," the public may address the Commission on any subject not listed on the agenda. Each speaker may address the Commission once under public comment for a limit of three minutes. You are not required to provide your name or City of residence, but it is helpful. The Commission cannot act on items not listed on the agenda and, therefore, the Commission cannot respond to non-agenda issues brought up under public comment other than to provide general information.

- D. Regular Business
- D1. Approve minutes from November 20, 2024 and January 22, 2025 meetings (Attachment)
- D2. Department statistics and recent activities (Staff Report PRC-2024-003)
- E. Informational Items
- E1. Tentative agenda calendar (Attachment)

Parks and Recreation Commission Regular Meeting Agenda February 26, 2025 Page 2

F. Commissioner reports

F1. Individual Commissioner reports

G. Adjournment

At every Regular Meeting of the Commission, in addition to the Public Comment period where the public shall have the right to address the Commission on any matters of public interest not listed on the agenda, members of the public have the right to directly address the Commission on any item listed on the agenda at a time designated by the Chair, either before or during the Commission's consideration of the item.

At every Special Meeting of the Commission, members of the public have the right to directly address the Commission on any item listed on the agenda at a time designated by the Chair, either before or during consideration of the item.

If you challenge any of the items listed on this agenda in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City of Menlo Park at, or prior to, the public hearing.

Any writing that is distributed to a majority of the Commission by any person in connection with an agenda item is a public record (subject to any exemption under the Public Records Act) and is available by request by emailing the city clerk at jaherren@menlopark.gov. Persons with disabilities, who require auxiliary aids or services in attending or participating in Commission meetings, may call the City Clerk's Office at 650-330-6620.

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Parks and Recreation Commission



SPECIAL MEETING MINUTES - DRAFT

Date: 11/20/2024 Time: 6:30 p.m.

Locations: Teleconference and

Arrillaga Family Recreation Center, Elm Room

700 Alma St., Menlo Park, CA 94025

A. Call To Order

Chair Joshua called the meeting to order at 6:32 p.m.

B. Roll Call

Present: Dawkins, Emms, Grass, Joshua, Sherman, Van Buren

Absent: Lee

Staff: Library and Community Services (LCS) Director Sean Reinhart, LCS Supervisor

Tricia Mullan, Management Analyst Ashley Walker

C. Regular Business

C1. Approve minutes from the October 23, 2024 meeting (Attachment)

ACTION: Motion and second (Van Buren/ Sherman), to approve the minutes from the October 23, 2024, meeting, passed 6-0-1 (Lee absent).

C2. Aquatics user survey results (Staff Report PRC-2024-036)

LCS Director Sean Reinhart made a presentation (Attachment).

The Commission received clarification on aquatics hyperlocal fees, operating expenses, aquatics program responsibilities of the pool operator and aquatics program responsibilities of the City.

ACTION: None.

C3. Approve the 2025 Parks and Recreation Commission meeting calendar (Staff Report PRC-2024-037)

LCS Supervisor Tricia Mullan introduced the item.

ACTION: Motion and second (Dawkins/ Grass), to approve the proposed 2025 meeting calendar, passed 6-0-1 (Lee absent).

C4. Policy update: Signage display policy (Staff Report PRC-2024-038)

LCS Supervisor Tricia Mullan introduced the item.

ACTION: Motion and second (Grass/Sherman), to approve the signage display policy, 6-0-1 (Lee

Parks and Recreation Commission Special Meeting Minutes – DRAFT November 22, 2024
Page 2
absent).

D. Informational Items

D1. Department statistics and recent activities (Staff Report PRC-2024-039)

LCS Supervisor Tricia Mullan made a presentation (Attachment).

The Commission received clarification on rentals at the Belle Haven Community Campus (BHCC), supervision of the makerspace and BHCC staffing.

D2. Tentative agenda calendar (Attachment)

The Commission added the following items to the tentative agenda calendar:

- Field allocation process January 2025
- Pickleball study session March 2025
- Aging adults April 2025

E. Commissioner Reports

E1. Individual Commissioner reports

None.

F. Adjournment

Chair Joshua adjourned the meeting at 7:35 p.m.

Management Analyst Ashley Walker



AQUATICS USER SURVEY RESULTS

Parks and Recreation Commission – Nov. 20, 2024



SURVEY OF AQUATIC USERS

- Citywide survey to gain insight into residents' needs and preferences for the City's two swim centers, Belle Haven Pool and Burgess Pool
- Survey questions were reviewed by the Parks and Recreation Commission on Sept. 25, prior to the survey publication
- Open from Oct. 12 to Nov. 11 and was distributed citywide in English and Spanish in multiple formats
- Survey received responses from 766 participants, approximately three-quarters of whom self-identified as incorporated City of Menlo Park residents and 777 free-text comments were shared
- The survey results are provided in Attachment A.

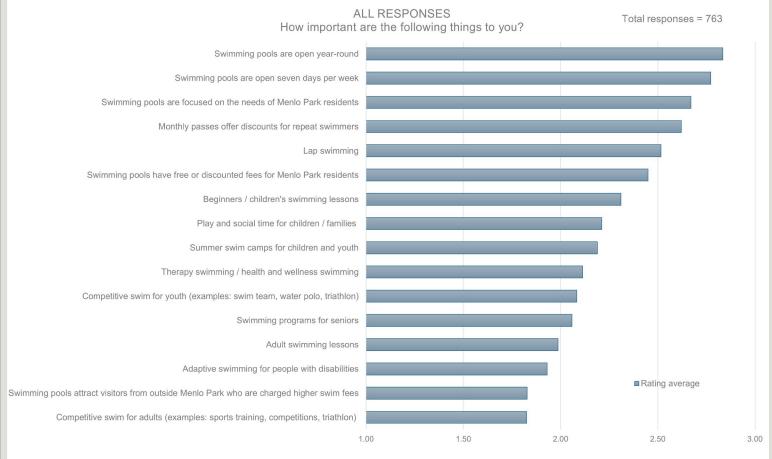


SURVEY HIGHLIGHTS – BURGESS POOL

- 47 percent visit Burgess Pool at least once per week
- 19 percent never visit Burgess Pool
- 76 percent are somewhat-to-very satisfied with Burgess Pool
- 16 percent have no opinion.

SURVEY HIGHLIGHTS – BELLE HAVEN POOL

- 7 percent visit Belle Haven Pool at least once per week
- 68 percent never visit Belle Haven Pool
- 23 percent are somewhat-to-very satisfied with Belle Haven Pool
- 73 percent have no opinion.

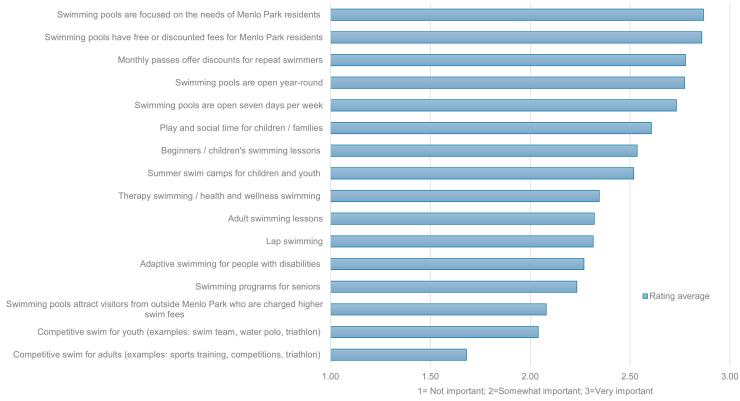






Total responses = 62







AQUATICS OPEN HOUSES AND FOCUS GROUPS

- City staff and the aquatics operator hosted aquatics open houses at Belle Haven Pool on Sept. 5 and at Burgess Pool on Sept. 26
- Open houses gave participants the opportunity to learn about and provide feedback on aquatics programs
- Youth Advisory Committee (YAC) participated in a focus group session about the aquatics program on Oct. 9, which also yielded multiple comments, ideas, and feedback
- Summary results from the open houses and YAC focus group are provided in Attachment B.



AQUATICS "WORKING GROUP" FORMATION

- The aquatics operator agreement calls for the City to convene a "working group" of Menlo Park residents to informally meet with Operator and City staff on a regular basis
- Staff is preparing to outreach to aquatics survey respondents and focus group participants to invite their participation in a "working group" kickoff meeting in early 2025
- The purpose of the working group meeting will be to review the Operator's annual performance report and community survey results and offer recommendations for the aquatics program
- The working group's assessment and recommendations will be provided to the City Council to coincide with the presentation of the annual aquatics performance report in early 2025.



CITY COUNCIL REVIEW OF SURVEY RESULTS AND NEXT STEPS

- On Nov. 19, City Council received an informational report containing updates on the aquatics user survey and next steps for potential fee adjustments (Attachment C)
- Staff anticipates presenting options and recommended operational and fee adjustments to City Council for direction tentatively in early 2025 to coincide with the annual aquatics performance report





DEPARTMENT STATISTICS AND RECENT ACTIVITIES

Parks and Recreation Commission - Nov. 20, 2024





DEPARTMENT STATISTICS

- New recreation client accounts increased 77% from October 2023 (215 new accounts created) to October 2024 (380 new accounts created)
- Belle Haven Community Campus began accepting facility rental applications in September, drawing 14 rentals in Fall 2024 to date
- Senior Center lunches served increased 77% from October 2023 (642 lunches served) to October 2024 (1,132 lunches served)
- Belle Haven Library program attendance almost tripled from October 2023 (116 program attendees) to October 2024 (326 attendees)
- Complete year-over-year statistics in Attachment A





HALLOWEEK! STATISTICS

- The Halloween Hoopla parade and carnival's attendance increased approximately 36% from 2023 (estimated 1,100 attendees) to 2024 (estimated 1,500 attendees)
- Dozens of downtown merchants participated in the merchant trickor-treat, drawing hundreds of potential customers to their businesses
- The Pumpkin Splash added a second location at Belle Haven Pool in addition to Burgess Pool, increasing total attendance approximately 50% from 2023 (estimated 101 attendees at one location) to 2024 (estimated 150 attendees at two locations)
- A new Trunk or Treat event at Belle Haven Community Campus proved instantly popular, drawing a higher-than-anticipated attendance of approximately 215 people.





NEW YOUTH SWIM TEAM

- Belle Haven Youth Swim Team is a USA Swimming sanctioned program that provides opportunities for swimming and enrichment to economically disadvantaged youth in the Menlo Park area.
- Offers academic, athletic and integral life skills including tutoring, book clubs, and ACT prep, to assist student-athletes for success in the classroom as well as in the water.
- Initial tryouts were held on Nov. 5, Nov. 7, Nov. 12, and Nov. 14. Interested youth swimmers can learn more about Belle Haven Youth Swim Team by visiting the team's website (Attachment B).



BELLE HAVEN YOUTH CENTER PLAYGROUND OPEN WEEKENDS



- Now open to the public on weekends, when the Belle Haven Youth Center students are not present
- Public access hours are Saturdays and Sundays, 9:00 a.m. to sunset.
- Playground equipment is recommended for children ages 5-12 years
- Members of the public can access the playground on weekends by using the outdoor gate located on the Kelly Park side of the Belle Haven Community Campus building.



PILOT: MAKERSPACE DROP-IN HOURS 1/2



- Drop-in hours are available when Belle Haven Library is open, except when the Makerspace is otherwise scheduled for organized programs, classes, workshops, or rentals
- A dynamic multi-use space than can accommodate a range of community programs including traditional arts and crafts, technology-aided creative work, and hands-on workshops.
- The Makerspace is regularly programmed with free community programs, including free programs for seniors and youth, as well as fee-based creative and educational classes.
- The Makerspace and its outdoor terrace also are available for rentals; hourly rental rates are listed in the City's master fee schedule.



PILOT: MAKERSPACE DROP-IN HOURS 2/2



- Makerspace drop-in hours are intended to be casual in nature
- In-house equipment and materials are not available during unsupervised drop-in hours
- Makerspace drop-in visitors should bring all their own materials and equipment with them, and remove them when they leave.
- Typical materials or equipment a visitor might bring include drawing paper, non-toxic paints and brushes, knitting materials, puzzles, model kits with non-toxic glues and paints, a laptop and headphones, or simply a book to read
- Visitors are welcome and encouraged to share the space, help keep it in good working condition for all to enjoy, and share feedback and ideas to help inform the planning of activities and projects for the future "Open Lab" hours planned in 2025



SHOP LOCAL! LIGHT UP THE **SEASON**



- Menlo Park residents are invited to ring in the holiday shopping season with a festive "winter wonderland" themed event in downtown Menlo Park
- Visitors will enjoy free family-friendly entertainment, youth performances, hot cocoa and cider (quantities limited) and the lighting of the big oak tree
- Visitors are highly encouraged to shop and dine at local Menlo Park businesses while they are downtown for the event
- Rain or shine on Friday, Dec. 6, from 5:30-7 p.m. at Fremont Park, Santa Cruz Ave. at University Dr.





PHOTOS WITH SANTA

- This beloved family event will be held in a new location in 2024 at Belle Haven Community Campus
- Attendees are encouraged to bring their cameras and come together for holiday cheer with a delicious breakfast, fun holiday crafts and photos with the North Pole's most famous inhabitant
- Advance reservations are required tickets are \$5 per person.
- Rain or shine on Saturday, Dec. 14, from 8:30 a.m.-12:30 p.m. at Belle Haven Community Campus, 100 Terminal Ave.



THANK YOU



Parks and Recreation Commission



REGULAR MEETING MINUTES - DRAFT

Date: 1/22/2025 Time: 6:30 p.m.

Locations: Teleconference and

Arrillaga Family Recreation Center, Elm Room

700 Alma St., Menlo Park, CA 94025

A. Call To Order

Vice Chair Lee called the meeting to order at 6:37 p.m.

B. Roll Call

Present: Dawkins, Lee, Sherman, Van Buren

Absent: Emms, Grass, Joshua

Staff: Library and Community Services (LCS) Director Sean Reinhart, LCS Assistant

Director Nick Szegda, LCS Supervisor Tricia Mullan, Management Analyst Ashley

Walker

C. Public Comment

• John McKenna spoke in opposition of artificial turf and single-use plastics.

D. Regular Business

D1. Approve minutes from the December 18, 2024, joint meeting with Library Commission (Attachment)

ACTION: Motion and second (Van Buren/ Dawkins), to approve the minutes from the December 18, 2024, joint meeting with Library Commission, passed 4-0-3 (Emms, Grass, and Joshua absent).

D2. Preliminary aquatics annual report (Staff Report PRC-2024-001)

LCS Director Reinhart and Aquatics Operator Tim Sheeper gave the presentation.

The Commission received clarification on financial possibilities that would allow Menlo Swim to continue as the City of Menlo Park's aquatics operator.

The Commission discussed options for increasing revenue at Belle Haven Pool, the pool's top revenue sources, increasing swim lessons and subsidies.

ACTION: Motion and second (Van Buren/ Dawkins), to recommend to City Council the adoption of the aquatics operator's proposed reduction in hours of operation, fee increases and rental rate increases, and that revenue share forgiveness be extended an additional year if needed, passed 4-0-3 (Emms, Grass, and Joshua absent).

Parks and Recreation Commission Regular Meeting Minutes – DRAFT January 22, 2025 Page 2

E. Informational Items

E1. Department statistics and recent activities (Staff Report PRC-2024-002)

LCS Supervisor Tricia Mullan introduced the item.

E2. Tentative agenda calendar (Attachment)

The Commission added the following items to the tentative agenda calendar:

 "Recreation's Role in Emergency Preparedness" presentation from Emergency Preparedness Coordinator Brandon Bond

F. Commissioner reports

F1. Individual Commissioner reports

None.

G. Adjournment

Vice Chair Lee adjourned the meeting at 8:32 p.m.

Management Analyst Ashley Walker



PRELIMINARY AQUATICS ANNUAL REPORT

Parks and Recreation Commission – Jan. 22, 2025



REQUESTED PRC FEEDBACK

Staff seeks PRC feedback and suggestions related to the information in the preliminary report including:

- Clarifying questions about the information in the report
- Requests for additional data or clarifications to the data
- Comments about attendance data
- Feedback about aquatic user fees
- Comments about the first several months of operations at the new Belle Haven Pool
- Comments about the financial overview
- Any other feedback or recommendations.





EARLY SUBMITTAL

- Operator's annual performance report is due Feb. 28 of each year
- Covers previous calendar year of activities at the pools
- At City staff's request, a preliminary version of the report was provided several weeks early, on Jan. 15
- The preliminary report is intended to provide the PRC and the community the opportunity to review, offer feedback, and request clarification information before report is finalized and transmitted to City Council.

CITY OF MENLO PARK

PRELIMINARY REPORT HIGHLIGHTS

- The new Belle Haven Pool opened to the public on May 20, 2024
 - Performance (deep) pool, instructional (shallow) pool, family-friendly splash pad, locker rooms, showers, family restrooms, outdoor lounge seating and other amenities.
- Both swim centers were operated seven days per week, year-round
 - Minimum of 63 open hours per week was maintained at each location, excepting some holidays and maintenance-related closures.
- A wide variety of aquatic programs were offered
 - Recreational swim, lap swim, swim instruction, aqua fit, masters swim, youth teams, youth swim camps.
- 220 swimmers received 1,940 swim lesson scholarships
- City Council authorized new aquatics user fees on Feb. 27, 2024.

CHY OF ARK

ATTENDANCE IN 2024

- Burgess Pool received 137,921 total visits in 2024, a 10% increase from 125,346 total visits in 2023.
 - Approximately 51% of the visits at Burgess Pool were by incorporated City of Menlo Park residents
 - Swim lessons accounted for 37,905 of the total visits at Burgess Pool
 - Pool renter groups accounted for an additional estimated 33,600 visits at Burgess Pool.
- Belle Haven Pool received 17,247 total visits from May 20 through Dec. 31, 2024. (By comparison, Burgess Pool received 92,762 visits during the same time period.)
 - Approximately 75% of the visits at Belle Haven Pool were by incorporated City of Menlo Park residents
 - Swim lessons accounted for 4,240 of the total visits at Belle Haven Pool
 - Pool renter groups accounted for an additional estimated 800 visits at Belle Haven Pool.



BURGESS POOL ATTENDANCE

| Visits | Resident | Resident % | Non-Resident | Non-Res. % | Total Visits |
|---------------------|----------|------------|--------------|------------|--------------|
| Lap-Member | 16,426 | 53.3% | 14,411 | 46.7% | 30,837 |
| Lap-Drop In | 10,179 | 59.8% | 6,846 | 40.2% | 17,025 |
| Open-Member | 3,551 | 68.5% | 1,635 | 31.5% | 5,186 |
| Open-Drop In | 9,749 | 57.5% | 7,196 | 42.5% | 16,945 |
| Aqua Fit | 1,771 | 30.8% | 3,973 | 69.2% | 5,744 |
| Masters | 8,907 | 38.8% | 14,023 | 61.2% | 22,930 |
| Swim School | 11,298 | 48.3% | 12,085 | 51.7% | 23,383 |
| Bridge Swim Program | 3,817 | 57.1% | 2,871 | 42.9% | 6,688 |
| Mavericks Team | 2,460 | 47.8% | 2,682 | 52.2% | 5,142 |
| Camp | 1,964 | 49.5% | 2,002 | 50.5% | 3,966 |
| Pumpkin Splash | 37 | 49.3% | 38 | 50.7% | 75 |
| Total | 70,159 | 50.9% | 67,762 | 49.1% | 137,921 |

Page D-1.30



BELLE HAVEN POOL ATTENDANCE*

| Visits | Resident | Resident % | Non-Resident | Non-Resident % | Total Visits |
|----------------|----------|------------|--------------|-------------------|--------------|
| Lap-Member | 1,120 | 57.3% | 835 | 42.7% | 1,955 |
| Lap-Drop In | 952 | 69.9% | 409 | 30.1% | 1,361 |
| Open-Member | 2,603 | 96.1% | 106 | 3.9% | 2,709 |
| Open-Drop In | 5,712 | 83.7% | 1,116 | 16.3% | 6,828 |
| Aqua Fit | 105 | 81.4% | 24 | 18.6% | 129 |
| Swim School | 2,403 | 58.3% | 1,718 | 41.7% | 4,121 |
| Camp | 77 | 64.7% | 42 | 35.3% | 119 |
| Pumpkin Splash | 13 | 52.0% | 12 | 48.0% | 25 |
| Total | 12,985 | 75.3% | 4,262 | 24.7% | 17,247 |

^{*} Attendance data shown is from May 20 through Dec. 31, 2024.

CITYOF MENILO PARK

USER FEE COMPARISON

- Menlo Park's user fee for resident lap swim is \$9 which is somewhat above the median fee compared to other public pools in the region*.
 - San Jose and Mountain View charge \$6.
 - South San Francisco \$6.50
 - San Bruno, Campbell, and Santa Cruz \$8
 - Burlingame, Palo Alto, Menlo Park \$9
 - Sunnyvale \$10
 - Santa Clara \$11
- Menlo Park's lane rental fee (\$15 per lane per hour) is among the lowest compared to other pools in the region.

^{*} Comparisons to other public pools don't factor in Menlo Park's monthly membership model because many other public pools don't offer that form of discount.





FINANCIAL OVERVIEW - 2024

- Overall (both swim centers) total revenue \$2.72 million; overall total expenses \$2.79 million
- Overall net loss of approximately (\$67,000)
- Burgess Pool accounted for \$2.55 million of the revenue and \$2.44 million of the expenses
- Belle Haven Pool accounted for approximately \$174,000 of the revenue and \$346,000 of the expenses
- The City has contracted with a government finance consultant to conduct an independent financial review to confirm
- The resulting financial report will be presented to City Council, along with the final aquatics performance report tentatively in February.



NEXT STEPS

City staff and Operator will:

- Review the PRC's feedback and suggestions to help inform the finalization of the annual report.
- Present the final report to City Council and request direction for the aquatics operation and aquatics user fees tentatively in February.



Menlo Swim & Sport Aquatics Report



Menlo Swim & Sport Scope of Operation



Length of Community Service to Menlo Park

18 years 6,833 days 88,000 hours

Service Departments

- Registration
- Memberships
- Customer Service
- Marketing
- Human Resources
- Finance

- Youth SwimInstruction
- Youth Coaching
- Youth Camps
- Adult Sports

- OperationsManagement
- Community Safety
- Maintenance and Pool Operations

Staff Members Per Year

Year-Round Staff 120 Summer Staff 225

41%

of year's revenue is made in the summer months (June, July, and August)

Profitable summers are what make a year-round pool possible.

Top Accomplishments

- Year-round swim school
- 2. Introduction of robust swim scholarship program
- 3. Certification of hundreds of lifeguards per year
- 4. Stellar safety and customer service record
- 5. Senior exercise and therapy program

- Swim instruction to special needs individuals
- 7. Summer learn-to-swim camps
- 8. World class masters swim program
- 9. Regional youth triathlon race
- High ratings annually in user satisfaction surveys

2024 & 2025 Challenges



Team Sheeper 2024 Financial Results

| | Burgess Pool | Belle Haven Pool | Overall |
|-------------|--------------|------------------|-----------|
| Revenue | 2,552,329 | 170,054 | 2,722,383 |
| Expenses | 2,440,406 | 346,968 | 2,787,374 |
| Profit/Loss | 111,923 | (176,914) | (64,991) |
| Margin | 4% | -104% | -2% |

Note that Belle Haven was open 6.5 months of the year

Projected January 2025 Financial Results

| | Burgess Pool | Belle Haven Pool | Overall |
|-------------|--------------|------------------|-----------|
| Revenue | 143,855 | 12,507 | 156,362 |
| Expenses | 215,104 | 50,491 | 265,595 |
| Profit/Loss | (71,249) | (37,984) | (109,233) |
| Margin | -50% | -304% | -70% |

Note that we pay every two weeks so for two months of the year, we have three payrolls, which is the case in January.

If you were to smooth that extra payroll out over the full 12 months of the year, the loss would be more like a loss of **37k** overall, with Burgess showing close to break even (2k loss) and BH at a 35k loss for the month, which is consistent with past months.

Contractual Obligations Affecting Financial Results



- 1. Fee increase process
- Resident & non-resident pricing
- 3. Hours of operation
- 4. Certified Pool Operator
- 5. Programming approval
- 6. Revenue share

1. Fee increase process

Current contract requires that all fee increases be approved by City Council.

In addition to this restricting our timing on increases, it also takes away our ability to make decisions on pricing that will help keep us solvent.

2. Resident & non-resident pricing

Resident and Non-resident pricing is being driven to a 35% differential.

This restricts our ability to request much in the way of fee increases, since the differential is so great that it prices us out of the market for the non-resident fee categories.

3. Hours of operation

We are required to be open at least 63 hours per week at both locations despite participation by the community in programming.

This means that we have to have a full time General Manager, plus 23 additional hours of management at the Belle Haven location, in addition to 2 lifeguards and a front desk associate during all of these hours, despite very low attendance during the colder months.

This labor costs us approximately 35k fixed every month.

4. Certified Pool Operator

CPO (Certified Pool Operator) work is required to be done by the Company, despite traditionally, public works would be responsible for this work.

With both locations and the responsibilities involved, this costs us about 100k per year with benefits.

5. Programming approval

All programming, additions to programming, or changes in programming must be approved by the City of Menlo Park before it can be enacted.

6. Revenue share

Revenue share is required starting in October 2024, in the amounts of 1% on resident fees and 1.5% on non-resident fees.

With growth for the coming year, this could amount to upwards of 45k depending on mix, when we are in a loss position.

Question to the Commission

How does the Parks and Recreation Commission propose to keep Menlo Swim & Sport as an aquatic partner operating Menlo Park pools in the future?



Potential Remedies



Potential Remedies



- 1. Hours of operation
- 2. Fee increases
- 3. Rental rate increase
- 4. Revenue share

1. Hours of operation

Allow flexibility of hours specifically at Belle Haven Pool during mid August to end of May, as an example:

- a. 2:30 pm to 7 pm Monday- Friday
- b. 9 am to 3 pm Sat,Sun

This would save approximately 80k per year

Company would like flexibility to make changes as programs grow and there is more attendance, the hours could be changed to mold to the needs of the community.

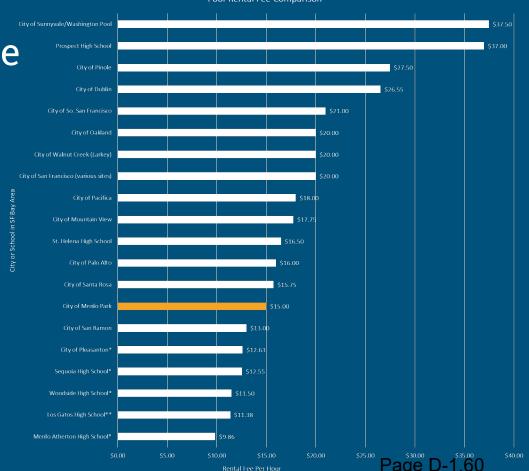
2. Fee increases

Fee increases in the range of **5 to 7.5%**, with a lower differential between resident and non-resident, keeping this at 15% instead of going to 35% so quickly – could generate between **75k and 80k** more in revenue – amendment to provide less restrictions on fee increases when needed to help with flexibility.

Pool Rental Fee Comparison

3. Rental rate increase

Rental rates more in line with the surrounding markets – generates another 40k to 50k divided among 5 different rental groups.



4. Revenue Share

Forgiveness of revenue share which would be in the range of 30k to 45K.



Library and Community Services



STAFF REPORT

Parks and Recreation Commission
Meeting Date: 2/26/2025
Staff Report Number: PRC-2025-003

Regular Business: Library and Community Services department

statistics and recent activities

Recommendation

City staff recommends that the Parks and Recreation Commission (PRC) review and provide feedback on the statistics and recent activities in the Library and Community Services (LCS) department outlined in this report.

Policy Issues

As a duly appointed advisory body to the City Council, the PRC is charged with advising the City Council on matters related to the City's recreation programs and facilities.

Background

LCS provides a wide range of lifelong learning and recreational opportunities for Menlo Park residents of all ages, abilities, and lived experiences. Programs and facilities include public libraries, recreation and sports, early childhood education, after-school programs, summer youth camps, older adults (senior) services, athletic fields and courts, community events, and aquatics.

Analysis

January 2025 statistics

LCS collects statistics related to department activities. These data help to inform decision-making and improve services to the community. Monthly statistics for January 2025 are provided in Attachment A.

Staff has implemented new enhancements to the statistical reports for 2025, including:

- <u>Marketing and outreach</u>: The statistical report now includes email engagement data on Library and Community Service's weekly newsletter. The data offers insights on open rates, click rates, recipient counts, several monthly averages, and overall subscriber interaction with our newsletters. Including this data will help us understand audience engagement and increase transparency on our internal community outreach efforts.
- <u>Senior Center themed lunch events</u>: The report now includes themed lunch events at Menlo Park Senior Center, along with attendance counts for each event. The events occur approximately once per month to coincide with significant holidays and cultural events, such as Black History Month and Mexican Independence Day.
- <u>Library circulation counts</u>: In December 2024, staff identified and corrected a duplication in circulation statistics reporting procedures. Because the corrected data provides a more accurate representation of total circulation numbers, the corrected method will be used beginning January 2025. It is estimated that

the past total monthly counts erroneously duplicated approximately 5,000 to 7,000 items per month, representing an approximate 10% overcount. The data has been retroactively corrected, and the corrected numbers are reflected in Attachment A.

Library Commission vacancy and recruitment

The City of Menlo Park accepted applications to fill two advisory body vacancies: one vacancy on the Library Commission for a term expiring on April 30, 2027, and one vacancy on the Environmental Quality Commission for a term expiring on April 30, 2026. Applicants must be at least 18 years old and reside in the City of Menlo Park. The recruitment closed on Friday, Feb. 14. City Council is set to consider applications and potentially make appointments tentatively on Feb. 25.

Fall 2024 Customer Satisfaction Survey

The City of Menlo Park offers a wide variety of classes and programs for the community throughout the year. To ensure high levels of customer satisfaction, LCS issues a customer satisfaction survey to each user at the end of each recreation class season. Feedback from these surveys helps assess the quality of classes and customer service and to identify areas for improvement. At the conclusion of the Fall 2024 season, a customer satisfaction survey was distributed via email to class participants. Survey responses are presented in Attachment B.

The City of Menlo Park's Fall 2024 Recreation Class Satisfaction Survey garnered significant engagement, with 140 participants, 2,087 responses, and 87 comments, and gathered feedback on overall customer experience, quality of instruction, the registration process, facility conditions, and the type of class enrolled in and provided an opportunity for additional comments or suggestions. Some key takeaways from the survey results include:

- Overall satisfaction with recreation staff customer service was high, with averages of 85-90% of responses reporting "very satisfied" or "somewhat" satisfied" across categories of approachability, helpfulness, courtesy, and professionalism.
- Satisfaction with recreation classes was also strong, with respondents rating 89% "very satisfied" with participant safety and 83% "very satisfied" with facility cleanliness and equipment quality.
- Class instructors received positive feedback, with 81-88% of respondents "very satisfied" with their knowledge, delivery style, content, and environment created.

Open-ended comments highlighted appreciation for specific programs like Banyan Women activities, gymnastics, and dance classes. Some concerns were also expressed in the comments, including registration challenges, inconsistent instructors, and facility space issues. Suggestions for improvement included more structured activities, affordable fees, and additional offerings like art, coding, and sewing classes.

City Council priority setting workshop – residents' input is requested by March 7

The City Council seeks residents' input on what Menlo Park should prioritize for fiscal year 2025-26. The resident input is the first step and will help the City Council understand the community's priorities. Community feedback will be presented for City Council consideration and discussion at the Priority Setting Workshop on Saturday, March 22, from 10 a.m. to 2 p.m. Residents are requested to please provide any written input by Friday, March 7.

Last year, the City Council identified four top priorities for fiscal year 2024-25, with the help of many community members who shared their input.

• Climate action - mitigation, adaptation and resilience

- Emergency and disaster preparedness
- Housing
- Safe routes

Activating downtown / economic development was also included as a top priority in the past. Identifying top priorities helps the city manager create a work plan of projects for the year. Many of the projects take multiple years to plan, fund, and complete. Additional information and a link to the feedback form is provided in Attachment C.

City Council informational report about a change in Belle Haven Pool hours

On Feb. 11, City Council received an informational report about the Parks and Recreation Commission (PRC) Jan. 22 recommendations for the aquatics program, including the recommendation to temporarily suspend the minimum operating hours requirement at Belle Haven Pool and staff's preparations to implement that recommendation effective Feb. 13. The item was received by City Council with no comments or questions. The recommended change in hours was implemented effective Feb. 14 (Attachment D).

Belle Haven Community Campus wins Green Building Award

The Belle Haven Community Campus has earned prestigious recognition for its innovative sustainable design, receiving the 2025 Green Building Honorable Mention from Sustainable San Mateo County and the American Institute of Architects' San Mateo County Chapter. The campus demonstrates the City's commitment to environmental leadership while serving community needs. This all-electric facility runs on on-site solar power, backed by battery storage for resilience during outages. Despite housing energy-intensive amenities like an aquatic center and commercial kitchen, the building actually generates more power than it uses — while cutting typical energy consumption by 55%. By bringing multiple services together in one location and providing extensive EV charging, the campus makes it easier for residents to access community resources while reducing vehicle trips. The facility's all-electric design also helps improve local air quality by eliminating the need for natural gas. A link to the full award announcement is provided in Attachment E.

<u>Preliminary research – synthetic turf and natural turf for athletic fields</u>

Library and Community Services staff are researching findings to compare the benefits and drawbacks of synthetic turf and natural turf for athletic fields. Preliminary research shows that an Environmental Protection Agency, Center for Disease Control, and Agency for Toxic Substances and Disease Registry study from April 2024 concluded that there is no significant difference in chemical exposure between players on synthetic turf with crumb rubber infill and natural grass turf. Synthetic turf installations, however, may be connected to environmental concerns that could later impact human health, notably the presence PFAS and microplastics. The California Department of Toxic Substances Control's background document on candidate chemicals in artificial turf supports these concerns by highlighting the presence of potentially harmful additives. The Synthetic Turf Council has emphasized the benefits of synthetic turf in terms of extended playtime, water conservation, and consistent playing conditions. Previous discussions on Nealon Park and Kelly Park's renovations have weighed the pros and cons of both turf types, with community input showing mixed preferences. Staff will continue researching additional developments to inform the PRC of future field maintenance and installation considerations. Staff is preparing to provide a report to the PRC on this topic tentatively by July 2025.

Teen College and Career Fair

The City of Menlo Park hosted a teen college and career fair on Saturday, Jan. 25, at Belle Haven Community Campus. The event provided opportunities for teens to explore paths for their future careers and/or education, visit with professionals who are experts in their fields, talk to representatives from

colleges and vocational schools.; and attend a presentation that demystifies applying for financial aid. Over 25 area colleges, employers, and organizations participated.

Black History Month Events

At the Feb. 11 City Council meeting, Mayor Drew Combs proclaimed and celebrated February as Black History Month in the City of Menlo Park, honoring the cultural significance and impactful history of Black and African Americans and recognizing that our society's rich diversity is one of our greatest strengths. The City organized a number of events in recognition of Black History Month, including:

- Black Liberation Month celebration: On Feb. 8, the Belle Haven Community Campus hosted a
 community celebration that brought together culture, creativity, and reflection. This year's theme was
 African Americans and Labor, which focused on the various and profound ways that work and working
 of all kinds free and unfree, skilled and unskilled, vocational and voluntary intersect with the
 collective experiences of Black people. Local business owners and those working in Belle Haven and
 neighboring communities were celebrated.
- Black History Month Congolese dancing: On Feb. 10 at Belle Haven Community Campus, dancer Arnaud Loubayi delighted attendees with his vibrant Congolese dances for all ages.
- Black Country before Beyoncé: On Feb. 12 at Belle Haven Library, music historian Mark Montgomery
 French introduced attendees to exciting tunes and the talent and tales of unfairly obscured African
 American Country artists.his humorous, highly immersive, and historically accurate talk uncovered the
 African-American roots of Country, Folk, and Americana music.
- Black History Trivia Night: On Friday, Feb. 28, from 6:30 7:30 p.m. at Belle Haven Community
 Campus, there will be a Black History Trivia Night focusing on friends, learning, music, culture, fashion,
 and history (Attachment F).

Exhibition: "Telling Stories of Mexican California"

Though it lasted less than three decades, California's Mexican period (1822–1846) helped shape the distribution of land, wealth and power after California officially entered the union in 1850. This free exhibition, "Telling Stories of Mexican California: Real Life & Myth Making," reflects on this past and the romanticized retellings that made lasting impacts on the state's culture and understanding of this important part of California's rich history. The exhibition will be on view through March 30 at Belle Haven Library (Attachment G), and is accompanied by interpretive events, including:

- Monday, Feb. 10: Food Stories of Early California (Attachment H)
- Tuesday, Feb. 25: California in Transition (19th Century Edition) (Attachment I)
- Wednesday, March 12: On the Move: Behind the Scenes of Traveling Exhibits (Attachment J).

Belle Haven Community Resource Fair

Community members are invited for an engaging and informative resource fair for residents in the Belle Haven neighborhood and Menlo Park overall. Participants will enjoy delicious food, light entertainment, and an interactive atmosphere with local agencies and community groups providing information and resources for strong and vibrant neighborhoods. The event will take place on Saturday, March 29 from 11 a.m. to 2 p.m. at Belle Haven Community Campus (Attachment K).

Public Notice

Public notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting.

Attachments

- A. January 2025 statistics
- B. Customer satisfaction survey results Fall 2024
- C. Hyperlink. City Council Priority Setting Workshop. menlopark.gov/City-Council/City-Council-Priority-Setting-Workshop
- D. Hyperlink. City Council Staff Report #25-022-CC. menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/city-council/2025-meetings/20250211/i5-prc-aquatics-recommendation.pdf
- E. Hyperlink. Sustainable San Mateo County awardees. sustainablesanmateo.org/2025-awardees/
- F. Hyperlink. Black History Trivia Night event. menlopark.gov/Citywide-calendar/Community-events/Black-History-Trivia-Night
- G. Hyperlink. Exhibition "Telling Stories of Mexican California." menlopark.gov/Government/Departments/Library-and-Community-Services/Events/Events-for-adults/202502-03-Special-Exhibition-Mexican-California
- H. Hyperlink. Food stories of early California event. menlopark.gov/Government/Departments/Library-and-Community-Services/Events/Events-for-adults/20250210-Food-Stories-Maite
- I. Hyperlink. California in Transition (19th Century Edition) event. menlopark.gov/Government/Departments/Library-and-Community-Services/Events/Events-for-adults/20250225-California-in-Transition-Salomon
- J. Hyperlink. On the Move: Behind the Scenes of Traveling Exhibits event. menlopark.gov/Government/Departments/Library-and-Community-Services/Events/Events-for-adults/20250312-Exhibit-Envoy-on-the-Move
- K. Hyperlink. Community Resource Fair event. menlopark.gov/Government/Departments/Library-and-Community-Services/Events/Community-events/Community-Resource-Fair

Report prepared by: Ashley Walker, Management Analyst

Report reviewed by:

Sean S. Reinhart, Library and Community Services Director

CITY OF MENLO PARK LIBRARY AND COMMUNITY SERVICES DEPARTMENT STATISTICS – JANUARY 2023 to JANUARY 2025

| | | | | | | | | Т | able 1. | Library | items | circulat | ed | | | | | | | | | | | | |
|---|-------------|------------|-----------|------------|-----------|---------|-----------|-----------|---------|---------|--------|----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Location* | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. |
| Location | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2025 |
| 800 Alma St. | 36,595 | 33,556 | 38,799 | 35,906 | 36,068 | 37,195 | 36,644 | 36,262 | 34,156 | 33,070 | 31,542 | 33,787 | 34,604 | 32,918 | 35,504 | 33,038 | 34,588 | 34,361 | 35,858 | 36,698 | 36,029 | 35,330 | 34,288 | 34,639 | 36,767 |
| 100 Terminal Ave.* | 940 | 788 | 963 | 950 | 1,005 | 878 | 1,068 | 1,026 | 898 | 792 | 765 | 772 | 753 | 839 | 911 | 747 | 580 | 1,540 | 2,145 | 1,940 | 2,153 | 2,056 | 1,877 | 1,893 | 2,299 |
| Total online / digital | 8,702 | 8,219 | 8,827 | 8,707 | 9,374 | 9,891 | 10,368 | 9,970 | 10,332 | 11,598 | 11,598 | 12,082 | 12,977 | 11,862 | 12,227 | 11,547 | 12,204 | 12,910 | 18,284 | 19,394 | 18,490 | 19,612 | 18,122 | 17,756 | 18,405 |
| *Between Apr - May 2024, Belle Haven Librar | ry was relo | cated fron | n 413 lvy | Dr. to the | Belle Hav | en Comm | unity Can | npus (BHC | CC). | | | | | | | | | | | | | | | | |

| | | | | | | | | | Tab | ole 2. Lil | brary ca | ards | | | | | | | | | | | | | |
|---------------------------------------|--------------|--------|--------------|--------------|-------------|--------------|--------------|--------|--------------|--------------|--------------|--------------|--------------|--------------|--------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Location* | Jan. 2023 | | Mar. 2023 | Apr. 2023 | May 2023 | Jun. 2023 | Jul. 2023 | _ | Sep. 2023 | Oct. 2023 | Nov. 2023 | Dec. 2023 | Jan. 2024 | Feb. 2024 | | Apr. 2024 | May 2024 | Jun. 2024 | Jul. 2024 | Aug. 2024 | Sep. 2024 | Oct. 2024 | Nov. 2024 | Dec. 2024 | Jan. 2025 |
| Library cards issued – MP residents | 303 | 240 | 239 | 253 | 232 | 330 | 322 | 207 | 181 | 150 | 139 | 122 | 158 | 170 | 117 | 158 | 122 | 263 | 259 | 244 | 207 | 186 | 158 | 120 | 200 |
| Total MP resident library cardholders | 21,189 | 21,299 | 21,417 | 21,512 | 21,601 | 21,733 | 21,189 | 21,808 | 22,105 | 22,020 | 22,327 | 22,133 | 22,415 | 23,177 | 23,369 | 22,715 | 22,826 | 23,273 | 23,169 | 23,340 | 23,444 | 23,431 | 23,673 | 23,765 | 23,847 |

| | | | | | | | | Table 3. | Librar | y patroi | n quest | ions an | swered | | | | | | | | | | | | |
|--------------------|--------------|--------------|--------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Location* | Jan. 2023 | Feb. 2023 | Mar. 2023 | Apr. 2023 | May 2023 | Jun. 2023 | Jul. 2023 | Aug. 2023 | Sep. 2023 | Oct. 2023 | Nov. 2023 | Dec. 2023 | Jan. 2024 | Feb. 2024 | Mar. 2024 | Apr. 2024 | May 2024 | Jun. 2024 | Jul. 2024 | Aug. 2024 | Sep. 2024 | Oct. 2024 | Nov. 2024 | Dec. 2024 | Jan. 2025 |
| 800 Alma St. | 2,967 | 2,714 | 3,347 | 2,834 | 2,393 | 3,496 | 3,282 | 3,294 | 2,753 | 3,046 | 2,977 | 3,169 | 3,342 | 3,167 | 3,360 | 3,118 | 3,105 | 3,761 | 3,653 | 3,482 | 3,182 | 3,283 | 3,038 | 2,971 | 3,321 |
| 100 Terminal Ave.* | 209 | 262 | 340 | 279 | 306 | 744 | 264 | 345 | 337 | 244 | 244 | 255 | 273 | 204 | 244 | 201 | 250 | 600 | 586 | 463 | 429 | 521 | 423 | 469 | 565 |

^{*}Between Apr - May 2024, Belle Haven Library was relocated from 413 Ivy Dr. to the Belle Haven Community Campus (BHCC).

| | | | | | | | | Table 4 | . Librar | y holds | filled (| item re | quests) | ' | | | | | | | | | | | |
|----------------------------------|--------------|--------------|--------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Location* | Jan. 2023 | Feb. 2023 | Mar. 2023 | Apr. 2023 | May 2023 | Jun. 2023 | Jul. 2023 | Aug. 2023 | Sep. 2023 | Oct. 2023 | Nov. 2023 | Dec. 2023 | Jan. 2024 | Feb. 2024 | Mar. 2024 | Apr. 2024 | May 2024 | Jun. 2024 | Jul. 2024 | Aug. 2024 | Sep. 2024 | Oct. 2024 | Nov. 2024 | Dec. 2024 | Jan. 2025 |
| 800 Alma St - Incoming holds | 4,375 | 3,934 | 4,763 | 4,393 | 4,256 | 4,472 | 3,968 | 4,121 | 4,043 | 4,076 | 3,760 | 3,861 | 4,419 | 3,895 | 3,871 | 3,597 | 3,953 | 3,930 | 3,897 | 4,054 | 4,189 | 4,123 | 3,803 | 3,915 | 4,391 |
| 800 Alma St - Outgoing holds | 2,879 | 2,788 | 3,142 | 2,665 | 2,773 | 3,252 | 3,050 | 3,968 | 3,238 | 3,062 | 3,171 | 2,688 | 3,471 | 3,074 | 3,311 | 3,122 | 3,078 | 3,293 | 3,091 | 3,897 | 3,064 | 3,035 | 2,766 | 2,694 | 3,087 |
| 100 Terminal Ave Incoming holds* | - | - | - | - | - | 144 | 195 | 183 | 154 | 154 | 120 | 87 | 158 | 116 | 78 | 72 | 47 | 109 | 167 | 227 | 194 | 162 | 149 | 184 | 262 |
| 100 Terminal Ave Outgoing holds* | - | - | - | - | - | 159 | 183 | 157 | 190 | 190 | 177 | 160 | 191 | 144 | 175 | 154 | 22 | 23 | 6 | 10 | 11 | 26 | 15 | 13 | 43 |

^{*}Between Apr – May 2024, Belle Haven Library was relocated from 413 lvy Dr. to the Belle Haven Community Campus (BHCC).

| | | | | | | | | Table | 5. Libr | ary foo | t traffic | (gate c | ount) | | | | | | | | | | | | |
|--------------------|------|-------|-------|-------|-------|--------|-------|-------|---------|---------|-----------|---------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Location* | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | | | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. |
| Location | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2025 |
| 800 Alma St. | - | - | - | - | - | 13,108 | - | - | - | 13,541 | 12,580 | 12,283 | 14,060 | 13,183 | 15,066 | 12,763 | 12,949 | 14,038 | 14,699 | 14,408 | 13,262 | 13,304 | 13,450 | 13,048 | 13,679 |
| 100 Terminal Ave.* | 881 | 1,189 | 1,365 | 1,241 | 1,288 | 1,231 | 1,034 | 1,261 | 1,169 | 1,248 | 1,148 | 1,041 | 1,050 | 981 | 1,220 | 875 | - | 4,101 | 3,863 | 3,266 | 3,117 | 3,221 | 3,108 | 2,573 | 5,135 |

^{*}Between Apr - May 2024, Belle Haven Library was relocated from 413 lvy Dr. to the Belle Haven Community Campus (BHCC).

CITY OF MENLO PARK LIBRARY AND COMMUNITY SERVICES DEPARTMENT STATISTICS – JANUARY 2023 to JANUARY 2025

| | | | | | | | | Tabl | le 6. Lik | rary pr | ogram | attenda | ince | | | | | | | | | | | | |
|---------------------------------------|--------------|--------------|--------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | Jan. 2023 | Feb. 2023 | Mar. 2023 | Apr. 2023 | May 2023 | Jun. 2023 | Jul. 2023 | Aug. 2023 | Sep. 2023 | Oct. 2023 | Nov. 2023 | Dec. 2023 | Jan. 2024 | Feb. 2024 | Mar. 2024 | Apr. 2024 | May 2024 | Jun. 2024 | Jul. 2024 | Aug. 2024 | Sep. 2024 | Oct. 2024 | Nov. 2024 | Dec. 2024 | Jan. 2025 |
| Total attendance - 800 Alma St. | 893 | 847 | 730 | 888 | 606 | 822 | 1,653 | 1,405 | 883 | 1,121 | 754 | 798 | 1,000 | 1,163 | 993 | 1,080 | 1,171 | 998 | 1,174 | 1,248 | 795 | 798 | 744 | 1,044 | 1,011 |
| # of programs - 800 Alma St. | 30 | 29 | 25 | 31 | 28 | 27 | 30 | 36 | 30 | 36 | 37 | 31 | 31 | 26 | 27 | 37 | 34 | 36 | 27 | 37 | 31 | 39 | 28 | 32 | 32 |
| Total attendance - 100 Terminal Ave.* | 87 | 173 | 156 | 98 | 67 | 116 | 157 | 296 | 132 | 116 | 158 | 125 | 48 | 144 | 110 | 59 | 68 | 331 | 498 | 298 | 190 | 326 | 166 | 316 | 612 |
| # of programs - 100 Terminal Ave.* | 8 | 8 | 8 | 8 | 7 | 8 | 8 | 8 | 9 | 7 | 9 | 8 | 6 | 7 | 8 | 5 | 5 | 10 | 29 | 29 | 22 | 25 | 21 | 24 | 28 |

^{*}Between Apr – May 2024, Belle Haven Library was relocated from 413 lvy Dr. to the Belle Haven Community Campus (BHCC).

| | | | | | | | Tabl | le 7. Pre | eschool | child c | levelop | ment – | enrollm | nent | | | | | | | | | | | |
|--------------------------------------|------|------|------|------|------|------|------|-----------|---------|---------|---------|--------|---------|------|------|------|------|------|------|------|------|------|------|------|------|
| Location | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. |
| | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2025 |
| Menlo Children's Center | 33 | 32 | 34 | 33 | 35 | 38 | 33 | 33 | 23 | 23 | 26 | 28 | 27 | 29 | 33 | 38 | 37 | 41 | 40 | 39 | 28 | 28 | 28 | 26 | 32 |
| Belle Haven Child Development Center | 56 | 59 | 61 | 64 | 65 | 65 | 45 | 43 | 48 | 50 | 53 | 60 | 56 | 62 | 62 | 63 | 63 | 63 | 63 | 35 | 43 | 44 | 44 | 48 | 48 |

| | | | | | Tab | le 8. Sc | hool a | ge child | develo | pment | (after s | chool e | nrichm | ent) – e | enrollm | ent | | | | | | | | | |
|--|--------------|--------------|--------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Location | Jan. 2023 | Feb. 2023 | Mar. 2023 | Apr. 2023 | May 2023 | Jun. 2023 | Jul. 2023 | Aug. 2023 | Sep. 2023 | Oct. 2023 | Nov. 2023 | Dec. 2023 | Jan. 2024 | Feb. 2024 | Mar. 2024 | Apr. 2024 | May 2024 | Jun. 2024 | Jul. 2024 | Aug. 2024 | Sep. 2024 | Oct. 2024 | Nov. 2024 | Dec. 2024 | Jan. 2025 |
| Menlo Children's Center - After School | 28 | 28 | 28 | 28 | 28 | 28 | 30 | 27 | 28 | 30 | 34 | 33 | 36 | 36 | 36 | 32 | 32 | 53 | 43 | 30 | 30 | 31 | 31 | 31 | 31 |
| Belle Haven Youth Center | 42 | 42 | 42 | 42 | 42 | 42 | 28 | 56 | 54 | 54 | 54 | 54 | 52 | 52 | 52 | 52 | 52 | 45 | 45 | 67 | 55 | 55 | 55 | 55 | 58 |

| | | | | | | | | T | able 9. | Senior | Center | service | S | | | | | | | | | | | | |
|---------------------------|-------|------|-------|------|-------|-------|-------|-------|---------|--------|--------|---------|-------|-------|-------|------|------|-------|-------|-------|-------|-------|-------|-------|-------|
| | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. |
| | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2025 |
| Lunches served | 376 | 560 | 555 | 551 | 624 | 656 | 570 | 482 | 519 | 642 | 422 | 315 | 511 | 521 | 435 | - | 243 | 683 | 866 | 914 | 1,113 | 1,132 | 836 | 726 | 810 |
| Grocery boxes distributed | 480 | 480 | 480 | 460 | 460 | 460 | 576 | 460 | 460 | 460 | 230 | 230 | 460 | 460 | 460 | - | 230 | 460 | 460 | 460 | 460 | 460 | 460 | 460 | 230 |
| Senior shuttle trips | 1,058 | 902 | 1,018 | 898 | 1,053 | 1,124 | 1,010 | 1,006 | 1,158 | 1,200 | 1,057 | 761 | 1,126 | 1,170 | 1,162 | - | 614 | 1,466 | 1,745 | 1,618 | 1,660 | 1,786 | 1,160 | 1,332 | 1,488 |
| Special event attendance | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 127 |

^{*}Senior Center was closed during April and part of May 2024 to relocate to Belle Haven Community Campus

CITY OF MENLO PARK LIBRARY AND COMMUNITY SERVICES DEPARTMENT STATISTICS – JANUARY 2023 to JANUARY 2025

| | | Table | e 10. Older aduli | ts / seniors c | lass enrollment | | | | |
|--|----------------|-------------|-------------------|----------------|-----------------|-------------|-------------|-----------|--------------|
| Location | Winter 2022-23 | Spring 2023 | Summer 2023 | Fall 2023 | Winter 2023-24 | Spring 2024 | Summer 2024 | Fall 2024 | Winter 2025* |
| 700 Alma St – Enrollment - residents | 145 | 108 | 437 | 421 | 113 | 21 | 25 | 25 | 49 |
| 700 Alma St - Enrollment - non-residents | 240 | 216 | 264 | 269 | 100 | 11 | 11 | 11 | 66 |
| 700 Alma St # of senior classes offered | 42 | 42 | 14 | 14 | 14 | 2 | 2 | 2 | 7 |
| 100 Terminal Ave. – Enrollment - residents | - | - | - | - | - | 264 | 116 | 109 | 87 |
| 100 Terminal Ave. – Enrollment - non- residents | - | - | - | - | - | 44 | 72 | 54 | 70 |
| 100 Terminal Ave. – # of senior classes offered | - | - | - | - | - | 17 | 16 | 14 | 14 |

^{*}Season is still in progress and data shown is not yet final.

| Table 11. Recreational classes | | | | | | | | | | |
|---|----------------|-------------|-------------|-----------|----------------|-------------|-------------|-----------|--------------|--|
| Location | Winter 2022-23 | Spring 2023 | Summer 2023 | Fall 2023 | Winter 2023-24 | Spring 2024 | Summer 2024 | Fall 2024 | Winter 2025* | |
| 700 Alma St Enrollment – residents | 263 | 239 | 166 | 297 | 356 | 323 | 206 | 485 | 452 | |
| 700 Alma St Enrollment - non-residents | 126 | 117 | 67 | 152 | 150 | 107 | 114 | 196 | 187 | |
| 700 Alma St # of classes offered | 77 | 88 | 73 | 57 | 48 | 48 | 56 | 57 | 55 | |
| 700 Alma St # of instructors | 24 | 22 | 28 | 21 | 20 | 20 | 20 | 26 | 22 | |
| 100 Terminal Ave Enrollment – residents | - | - | - | - | - | 103 | 99 | 126 | 66 | |
| 100 Terminal Ave Enrollment – non- residents | - | - | - | - | - | 19 | 22 | 27 | 21 | |
| 100 Terminal Ave # of classes offered | - | - | - | - | - | 16 | 16 | 16 | 12 | |
| 100 Terminal Ave # of instructors | - | - | - | - | - | 9 | 9 | 10 | 8 | |

^{*}The Fall 2024 season is still in progress and data shown is not yet final.

| Table 12. Gymnastics classes | | | | | | | | | | |
|------------------------------|----------------|-------------|-------------|-----------|----------------|-------------|-------------|-----------|--------------|--|
| | Winter 2022-23 | Spring 2023 | Summer 2023 | Fall 2023 | Winter 2023-24 | Spring 2024 | Summer 2024 | Fall 2024 | Winter 2025* | |
| Enrollment – residents | 490 | 499 | 416 | 490 | 740 | 814 | 577 | 817 | 926 | |
| Enrollment – non-residents | 158 | 255 | 174 | 158 | 159 | 257 | 285 | 355 | 363 | |
| Classes offered | 93 | 101 | 80 | 93 | 95 | 114 | 114 | 120 | 120 | |

^{*}Season is still in progress and data shown is not yet final.

CITY OF MENLO PARK LIBRARY AND COMMUNITY SERVICES DEPARTMENT STATISTICS – JANUARY 2023 to JANUARY 2025

| | | | Table 13 | . Sports clas | ses | | | | |
|--|----------------|-------------|-------------|---------------|----------------|-------------|-------------|-----------|--------------|
| Location | Winter 2022-23 | Spring 2023 | Summer 2023 | Fall 2023 | Winter 2023-24 | Spring 2024 | Summer 2024 | Fall 2024 | Winter 2025* |
| 600 Alma St - Enrollment - resident | 195 | 70 | 242 | 76 | 265 | 26 | 113 | 177 | 48 |
| 600 Alma St - Enrollment - non-resident | 129 | 97 | 181 | 11 | 114 | 80 | 101 | 113 | 10 |
| 600 Alma St - # of classes offered | 20 | 12 | 40 | 3 | 17 | 4 | 11 | 28 | 10 |
| 600 Alma St - # of instructors | 5 | 5 | 10 | 3 | 7 | 2 | 5 | 6 | 2 |
| 600 Alma St - Drop-in basketball visits | 243 | 280 | 172 | 359 | 633 | 665 | 474 | 847 | 219 |
| 600 Alma St - Drop-in volleyball visits | 637 | 534 | 513 | 505 | 927 | 542 | 930 | 993 | 388 |
| 600 Alma St - Leagues – individual registrations | 1,400 | 84 | 1,239 | 156 | 224 | 458 | 180 | 1300 | 0 |
| 600 Alma St - Leagues – team registrations | 142 | 12 | 111 | 35 | 31 | 70 | 18 | 137 | 0 |
| 100 Terminal Ave Drop-in basketball visits | - | - | - | - | - | 28 | 169 | 203 | 64 |
| 100 Terminal Ave Drop-in volleyball visits | - | - | - | - | - | 26 | 58 | 106 | 26 |
| 100 Terminal Ave Drop-in Fitness Center | - | - | - | - | - | 512 | 877 | 1,053 | 488 |

^{*}Season is still in progress and data shown is not yet final.

| | | | Table 14 | . Facility ren | tals | | | | |
|---|----------------|-------------|-------------|----------------|----------------|-------------|-------------|-----------|--------------|
| Location | Winter 2022-23 | Spring 2023 | Summer 2023 | Fall 2023 | Winter 2023-24 | Spring 2024 | Summer 2024 | Fall 2024 | Winter 2025* |
| 700 Alma St Rentals - residents | 57 | 24 | 18 | 24 | 23 | 21 | 0 | 18 | 21 |
| 700 Alma St Rentals - non-residents | 46 | 89 | 76 | 62 | 81 | 73 | 19 | 25 | 12 |
| 100 Terminal Ave residents | - | - | n/a | n/a | n/a | n/a | n/a | 10 | 14 |
| 100 Terminal Ave non-residents | - | - | n/a | n/a | n/a | n/a | n/a | 15 | 1 |
| Athletic field rentals (hours reserved) | 899 | 1,533 | 1,042 | 785 | 722 | 1146 | 560 | 811 | 151 |

^{*}Season is still in progress and data shown is not yet final.

CITY OF MENLO PARK LIBRARY AND COMMUNITY SERVICES DEPARTMENT STATISTICS – JANUARY 2023 to JANUARY 2025

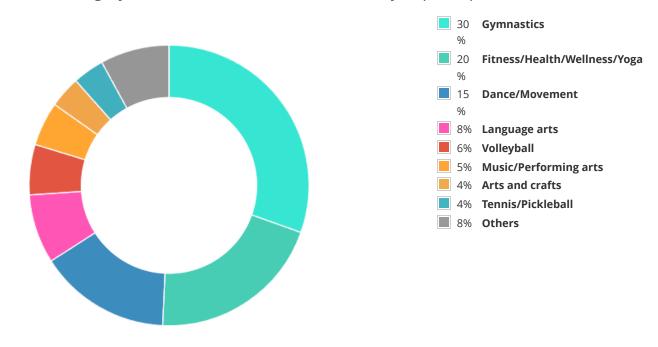
| | | | | | | | | Tab | le 15. R | ecreati | on clien | t accou | ınts | | | | | | | | | | | | |
|--|---|---|---|--|---|---|--|--|--------------|---|---|---|---|--|---|-----------------------------------|--------------------------|--|---|---|--------------|---|------------------------------------|---|--------------|
| | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. |
| | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2025 |
| New recreation client accounts | - | - | - | - | - | - | - | | - | 215 | 335 | 895 | 412 | 327 | 844 | 451 | 515 | 490 | 558 | 1,216 | 523 | 380 | 654 | 543 | 297 |
| Total recreation client accounts | - | - | - | - | - | - | - | - | - | 5,798 | 6,013 | 6,348 | 7,243 | 7,655 | 7,982 | 8,826 | 9,277 | 9,792 | 10,282 | 10,840 | 12,056 | 12,579 | 13,233 | 13,776 | 14,043 |
| Hyperlocal client accounts | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 1,354 |
| | | | | | | | | | Table | 4C W. | h maga. | dama | | | | | | | | | | | | | |
| | | | | | | | | | rabie | 16. we | b page v | riews | | | | | | | | | | | | | |
| | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. |
| | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2025 |
| MenloPark.gov/Library | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 4,636 |
| MenloPark.gov/ActivityGuide | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 4,706 |
| J | | | | | | | | | | | | | | | | | | | | | | | | | , |
| | | | | | | | | Та | ble 17. | Newsle | tter eng | ageme | nt | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. |
| | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2025 |
| Newsletters Sent | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 3 |
| Average recipients per newsletter | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 24,441 |
| Total newsletter clicks | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 1,992 |
| Total newsletter unique clicks | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 1,209 |
| Total newsletter opens | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 61,371 |
| Total unique opens | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 38,439 |
| % open rate (monthly average) | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 80% |
| % unique opens rate (monthly average) | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 50% |
| Unsubscribes Monthly Total | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 168 |
| % Unsubscribes - Monthly Average | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - # | ###### | - | - | - | 0.22% |
| Email Bounces - Monthly Total | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 1,547 |
| | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | Tab | le 18. L | arge-sc | ale con | nmunity | event a | attenda | nce | | | | | | | | | | | |
| | 1 | F-1 | | Apr. | | | | | | | | | | | | | | | | | | | | | |
| Location | Jan. 2023 | Feb. 2023 | Mar. | | | | led. | A | 0 | 0.1 | New | D | la | F-1 | | A | | l | ll | A | 0 | 0-1 | Name | D | 1 |
| Black Liberation Month Celebration 2/11 | 2020 | | 2023 | | May 2023 | Jun. 2023 | Jul. 2023 | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. 2024 | Feb. | Mar. | Apr. | May 2024 | Jun. 2024 | Jul. 2024 | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. 2025 |
| Spring Fest – Burgess Park | - | | 2023 | 2023 | 2023 | Jun. 2023 | Jul. 2023 | Aug. 2023 | Sep. 2023 | Oct. 2023 | Nov. 2023 | Dec. 2023 | Jan. 2024 | 2024 | Mar. 2024 | Apr. 2024 | May 2024 | Jun. 2024 | Jul. 2024 | Aug. 2024 | Sep. 2024 | Oct. 2024 | Nov. 2024 | Dec. 2024 | 2025 |
| | - | 150 | | 2023 | 2023 | | 2023 | 2023 | 2023 | 2023 | | 2023 | 2024 | | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | | 2024 | 2024 | |
| | - | | - | 2023 | 2023 | | 2023 | 2023 | 2023 | 2023 | | 2023 | 2024 | 2024 256 | 2024 | 2024 - 50 | 2024 | 2024 | 2024 | 2024 | 2024 | | 2024 | 2024 | 2025 |
| Small child's egg hunt - 700 Alma St. | - | | - | 2023 | 2023 | | 2023 | 2023 | 2023 | 2023 | | 2023 | 2024 | 2024 256 | 2024 - - | 2024 - 50 30 | 2024 | 2024 | 2024 | 2024 | 2024 | | 2024 | 2024 | 2025 |
| Small child's egg hunt - 700 Alma St. Egg Hunt – Burgess Park | - | 150 - - | - - - | 1,500 | 2023 | | 2023 | 2023 | 2023 | 2023 | | 2023 | 2024 | 2024 256 - | 2024 | 2024 - 50 | 2024 - - - - | 2024 - - - | 2024 | 2024 | 2024 | | 2024 | 2024 - - - | 2025 |
| Small child's egg hunt - 700 Alma St. Egg Hunt – Burgess Park BHCC Grand Opening | | 150 - - | | 1,500 - - | 2023 | | 2023 | 2023 | 2023 | 2023 | | 2023 | 2024 - - - | 2024 256 - - | 2024 - - - - | 2024 - 50 30 | 2024 | 2024 - - - - - | 2024 | 2024 - - - - | 2024 | | 2024 | 2024 - - - | 2025 |
| Small child's egg hunt - 700 Alma St. Egg Hunt - Burgess Park BHCC Grand Opening Juneteenth | - | 150 - - | - - - - | 2023 - 1,500 - - | 2023 | 2023 | 2023 - - - - - | 2023 | 2023 | 2023 | | 2023 | 2024 - - - - - | 2024 256 - - - | 2024 - - - - - | 2024 - 50 30 | 2024 - - - - | 2024 - - - - | 2024 - - - - - | 2024 | 2024 | | 2024 | 2024 - - - - - | 2025 |
| Small child's egg hunt - 700 Alma St. Egg Hunt - Burgess Park BHCC Grand Opening Juneteenth 4th of July Parade and Celebration | - - - | 150 - - | - - - - - | 2023 - 1,500 - - - | 2023 - - - - - - 200 | 2023 - - - - - | 2023 - - - - - - 1,250 | 2023 - - - - - - - | 2023 | 2023 | | 2023 | 2024 | 2024 256 - - - - | 2024 | 2024 - 50 30 | 2024 | 2024 - - - - - 300 | 1,200 | 2024 | 2024 | | 2024 | 2024 | 2025 |
| Small child's egg hunt - 700 Alma St. Egg Hunt - Burgess Park BHCC Grand Opening Juneteenth 4th of July Parade and Celebration Summer Concert - Fremont Park | - - - - | 150 - - - - - - | - - - - - - - | 2023 - 1,500 - - - - | 2023 - - - - - 200 | 2023 | 2023 - - - - - - 1,250 186 | 2023 - - - - - - - - - 387 | 2023 | 2023 | 2023 - - - - - - - | 2023 - - - - - - - | 2024 - - - - - - - | 2024 256 - - - - - | 2024 | 2024 50 30 450 - | 2024 | 2024 - - - - - 300 | 2024 - - - - - 1,200 270 | 2024 | 2024 | 2024 | 2024 - - - - - - | 2024 | 2025 |
| Small child's egg hunt - 700 Alma St. Egg Hunt - Burgess Park BHCC Grand Opening Juneteenth 4th of July Parade and Celebration Summer Concert - Fremont Park Summer Concert - Fremont Park | - - - - | 150 - - - - - - | - - - - - - - - - | 2023 - 1,500 - - - - - - - | 2023 | 2023 - - - - - - - - - - | 2023 - - - - - 1,250 186 388 | 2023 - - - - - - - - 387 247 | 2023 | 2023 | 2023 - - - - - - - | 2023 - - - - - - - | 2024 - - - - - - - - | 2024 256 - - - - - - - | 2024 | 2024 50 30 450 - - | 2024 | 2024 - - - - 300 - | 2024 - - - - - 1,200 270 230 | 2024 | 2024 | 2024 | 2024 - - - - - - | 2024 - - - - - - - - | 2025 |
| Small child's egg hunt - 700 Alma St. Egg Hunt - Burgess Park BHCC Grand Opening Juneteenth 4th of July Parade and Celebration Summer Concert - Fremont Park Summer Concert - Fremont Park Summer Concert - Fremont Park | - - - - | 150 - - - - - - | - - - - - - - - - | 2023 - 1,500 - - - - - - - | 2023 | 2023 | 2023 - - - - - - 1,250 186 | 2023 - - - - - - - - - 387 | 2023 | 2023 | 2023 - - - - - - - | 2023 - - - - - - - | 2024 - - - - - - - - | 2024 256 - - - - - - - | 2024 | 2024 50 30 450 - - | 2024 | 2024 - - - - 300 - - - | 2024 - - - - - 1,200 270 230 244 | 2024 - - - - - - - - - - - - - - - - - - - | 2024 | 2024 | 2024 - - - - - - | 2024 - - - - - - - - | 2025 |
| Small child's egg hunt - 700 Alma St. Egg Hunt – Burgess Park BHCC Grand Opening Juneteenth 4th of July Parade and Celebration Summer Concert – Fremont Park | - - - - - - | 150 - - - - - - - - - | - - - - - - - - - - - - - - - - - - - | 2023 - 1,500 - - - - - - - - - | 2023 - - - - - 200 - - - | 2023 - - - - - - - - - - - | 2023 - - - - - 1,250 186 388 | 2023 | 2023 | 2023 - - - - - - - - - - - - - - - - - - - | 2023 - - - - - - - | 2023 | 2024 - - - - - - - - - - - | 2024 256 - - - - - - - - - - - - - - - - - - - | 2024 - - - - - - - - - - - - - - - - - - - | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 - - - - - - - - - - - - - - - - - - - | 2024 | 2024 - - - - - - - - - - - - - - - - - - - | 2025 |
| Small child's egg hunt - 700 Alma St. Egg Hunt – Burgess Park BHCC Grand Opening Juneteenth 4th of July Parade and Celebration Summer Concert – Fremont Park | - - - - - - - | 150 - - - - - - - - - - | - - - - - - - - - - - - - - - - - - - | 2023 - 1,500 - - - - - - - - - | 2023 | 2023 - - - - - - - - - - - - - - - - - - - | 2023 - - - - - - 1,250 186 388 261 | 2023 | 2023 | 2023 | 2023 - - - - - - - | 2023 | 2024 | 2024 256 - - - - - - - - - - - - - - - - - - - | 2024 | 2024 | 2,000 | 2024 - - - - 300 - - - | 2024 1,200 270 230 244 222 300 | 2024 | 2024 | 2024 | 2024 | 2024 | 2025 |
| Small child's egg hunt - 700 Alma St. Egg Hunt – Burgess Park BHCC Grand Opening Juneteenth 4th of July Parade and Celebration Summer Concert – Fremont Park Summer Concert – Fremont Park Summer Concert – Fremont Park Summer Concert – Kelly Park Summer Concert – Kelly Park | - | 150 | | 2023 - 1,500 - - - - - - - - - - - - - - - | 2023 - - - - - 200 - - - - - | 2023 | 2023 - - - - 1,250 186 388 261 | 2023 | 2023 | 2023 | 2023 - - - - - - - | 2023 | 2024 | 2024 256 - - - - - - - - - - - - - - - - - - - | 2024 | 2024 | 2,000 | 2024 | 2024 1,200 270 230 244 222 300 | 2024 | 2024 | 2024 | 2024 | 2024 | 2025 |
| Small child's egg hunt - 700 Alma St. Egg Hunt - Burgess Park BHCC Grand Opening Juneteenth 4th of July Parade and Celebration Summer Concert - Fremont Park Summer Concert - Kelly Park Summer Concert - Kelly Park Summer Concert - Kelly Park | - - - - - - - - - - - - - - - - - - - | 150 | | 2023 - 1,500 | 2023 | 2023 - - - - - - - - - - - - - - - - - - - | 2023 | 2023 | 2023 | 2023 | 2023 - - - - - - - | 2023 | 2024 | 2024 256 - - - - - - - - - - - - - - - - - - - | 2024 | 2024 | 2,000 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2025 |
| Small child's egg hunt - 700 Alma St. Egg Hunt - Burgess Park BHCC Grand Opening Juneteenth 4th of July Parade and Celebration Summer Concert - Fremont Park Summer Concert - Kelly Park Summer Concert - Kelly Park Summer Concert - Karl E. Clark Park Summer Concert - Karl E. Clark Park | | 150 | | 2023 - 1,500 - - - - - - - - - - - - - - - - - - | 2023 - - - - - 200 - - - - - | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 - - - - - - - | 2023 | 2024 | 2024 256 - - - - - - - - - - - - - - - - - - - | 2024 | 2024 | 2,000 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2025 |
| Small child's egg hunt - 700 Alma St. Egg Hunt - Burgess Park BHCC Grand Opening Juneteenth 4th of July Parade and Celebration Summer Concert - Fremont Park Summer Concert - Kelly Park Summer Concert - Kelly Park Summer Concert - Karl E. Clark Park Summer Concert - Karl E. Clark Park | - - - - - - - - - - - - - - - - - - - | 150 | | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2024 | 2024 256 - - - - - - - - - - - - - - - - - - - | 2024 | 2024 | 2,000 | 2024 | 2024 - - - - - 1,200 270 230 244 222 300 - - | 2024 | 2024 | 2024 | 2024 | 2024 | 2025 |
| Small child's egg hunt - 700 Alma St. Egg Hunt – Burgess Park BHCC Grand Opening Juneteenth 4th of July Parade and Celebration Summer Concert – Fremont Park Summer Concert – Kelly Park Summer Concert – Kelly Park Summer Concert – Kelly Park Summer Concert – Karl E. Clark Park Summer Concert – Karl E. Clark Park Trunk-or-Treat Halloween Hoopla | | 150 | | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2024 | 2024 256 - - - - - - - - - - - - - - - - - - - | 2024 | 2024 | 2,000 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2024 | 2025 |
| Small child's egg hunt - 700 Alma St. Egg Hunt – Burgess Park BHCC Grand Opening Juneteenth 4th of July Parade and Celebration Summer Concert – Fremont Park Summer Concert – Kelly Park Summer Concert – Kelly Park Summer Concert – Karl E. Clark Park Summer Concert - Karl E. Clark Park Trunk-or-Treat Halloween Hoopla Pumpkin Splash | | 150 | | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2024 | 2024 256 - - - - - - - - - - - - - - - - - - - | 2024 | 2024 | 2024 | 2024 | 2024 - - - - - 1,200 270 230 244 222 300 - - | 2024 | 2024 | 2024 | 2024 | 2024 | 2025 |
| Small child's egg hunt - 700 Alma St. Egg Hunt - Burgess Park BHCC Grand Opening Juneteenth 4th of July Parade and Celebration Summer Concert - Fremont Park Summer Concert - Kelly Park Summer Concert - Kelly Park Summer Concert - Karl E. Clark Park Summer Concert - Karl E. Clark Park Trunk-or-Treat Halloween Hoopla | | 150 | | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2023 | 2024 | 2024 256 - - - - - - - - - - - - - - - - - - - | 2024 | 2024 | 2024 | 2024 | 2024 - - - - - 1,200 270 230 244 222 300 - - | 2024 | 2024 | 2024 | 2024 | 2024 | 2025 |

Recreation class satisfaction survey (Fall 2024)

Project Engagement

| VIEWS | PARTICIPANTS | RESPONSES | COMMENTS |
|-------|--------------|-----------|----------|
| 319 | 140 | 2,087 | 87 |

What category best describes the recreation class you participated in?



Please rate your satisfaction with the customer service you received from City of Menlo Park recreation staff.

| Approachable | 85% | 4% | 6% | 2% | 3% |
|--------------|----------------|--------------------|---------|-----------------------|-------------------|
| | Very satisfied | Somewhat satisfied | Neutral | Somewhat dissatisfied | Very dissatisfied |
| Helpful | 83% | 6% | 6% | 2% | 3% |
| | Very satisfied | Somewhat satisfied | Neutral | Somewhat dissatisfied | Very dissatisfied |
| Courteous | 88% | 2% | 6% | 2% | 2% |
| | Very satisfied | Somewhat satisfied | Neutral | Somewhat dissatisfied | Very dissatisfied |
| Professional | 86% | 6% | 4% | 2% | 2% |
| | Very satisfied | Somewhat satisfied | Neutral | Somewhat dissatisfied | Very dissatisfied |

133 responses

Please rate your satisfaction with your recreation class in the following areas:

| Ease of registration | 67% Very satisfied | 19% Somewhat satisfied | 8% Neutral | 3% Somewhat dissatisfied | 2% Very dissatisfied |
|-------------------------|--------------------------|------------------------------|---------------|--------------------------------|----------------------------|
| Participant safety | 89% | 5% | 5% | 2% | - |
| | Very | Somewhat | Neutral | Somewhat | Very |
| | satisfied | satisfied | | dissatisfied | dissatisfied |
| Cleanliness of facility | 83% | 11% | 1% | 5% | - |
| | Very | Somewhat | Neutral | Somewhat | Very |
| | satisfied | satisfied | | dissatisfied | dissatisfied |
| Quality of | 83% | 5% | 9% | 2% | 1% |
| equipment | Very | Somewhat | Neutral | Somewhat | Very |
| | satisfied | satisfied | | dissatisfied | dissatisfied |
| Program fees | 72% | 14% | 9% | 4% | 1% |
| | Very | Somewhat | Neutral | Somewhat | Very |
| | satisfied | satisfied | | dissatisfied | dissatisfied |

131 responses

Please rate your satisfaction with the class instructor/teacher in the following areas:

| Knowledge | 85% | 9% | 2% | 2% | 2% |
|---------------------|----------------|--------------------|---------|-----------------------|-------------------|
| | Very satisfied | Somewhat satisfied | Neutral | Somewhat dissatisfied | Very dissatisfied |
| Delivery style | 87% | 5% | 4% | 2% | 2% |
| | Very satisfied | Somewhat satisfied | Neutral | Somewhat dissatisfied | Very dissatisfied |
| Content shared | 81% | 9% | 5% | 3% | 2% |
| | Very satisfied | Somewhat satisfied | Neutral | Somewhat dissatisfied | Very dissatisfied |
| Environment created | 88% | 5% | 2% | 3% | 2% |
| | Very satisfied | Somewhat satisfied | Neutral | Somewhat dissatisfied | Very dissatisfied |

132 responses

Please share any other ideas, suggestions, concerns, or comments about recreation classes with us.

Love Banyan Women activities

2 months ago

1 Agree

Fabulous Class and Fabulous teacher

one month ago

We love this class and are very grateful for it! I wish there was a tiny bit more structure. Could the instructors lead activities for 15 min at the beginning of class, then allow for free play and close with parachute?

one month ago

Wonderful! Only quibble was registration website didn't work on Safari on my iPad, so I had to switch to Chrome. one month ago

More affordable clases

one month ago

The sewing instructor (I think it was Spanish Academy) charged us participants an extra materials fee. It was very difficult to get refunded, though I finally did many thanks to the diligence & follow-up of Menlo Park staff member Kahdijah Ali! The instructor was not helpful at all, and somewhat abrupt with parents. The sewing provider was difficult to work with. I would not take a class with this provider again. And again want to recognize Kahdijah for going above + beyond helping me resolve this issue with Spanish Academy,

2 months ago

We were very disappointed by the tennis class instructors for daddy mommy and me class. It always starts the first class with a different teacher and then later on it changed to another teacher. The teacher Wilson is not a good fit for toddler at all.

After decades of taking classes with Lisa I still enjoy her and the workouts she provides

2 months ago

Loved the 40+ fitness class. The early morning time slot is great for working people. I would also love more classes with 3:15/4pm start time

2 months ago

I wasn't happy that our very large dance class was bumped from the big room to the small room, especially when our enrollment was much higher than the class who got to use the big room. It was very disruptive to our class and did not feel like it was serving the participants and residents of Menlo Park well.

2 months ago

Loved the infant/toddler music class, thanks to Rhea and MP for offering it! Very calming guitar and chill atmosphere. Liked that it was on the outdoor patio too. We look forward to the next session.

2 months ago

Not age appropriate instruction. Mostly had kids wait in line to hit the ball once or twice. Critiqued hand placement on racket vs encouraging attempts - they are toddlers!! Could have engaged parents more, offered drills, had parents toss ball and kids swing vs spending the whole 30 mins to hit two balls.

2 months ago

The Beginner Spanish class at Arrillaga Gym site is an excellent program. The class is always filled to capacity because it has such a good reputation and the location is central. I only wish there were more senior or adult classes held there. The classrooms are spacious and could easily accommodate more classes because I have seen them standing empty and under-utilized. Also, the staff at this facility is competent, polite and professional.

2 months ago

Alex is great and we all appreciate the time that he puts into our Spanish class. I was also taking Soul Line Dance with Juanita and have loved that too.

2 months ago

It's a pity that the facilities were closed 11/30 because both the teacher and the participants were available that Saturday. Instead a make-up class was organized 12/21 but I cannot attend that Saturday

2 months ago

We love Jim's tennis class!

2 months ago

Gymnastics program gets an A+

We love the facility, the program, friendliness and professionalism of the teachers and staff. However, we were very disappointed in the enrollment process. We wish "members" were also given a chance to early enroll, similar to Menlo Park residents. Since we live at stanford, we can't enroll until public enrollment date opens, which unfortunately there are no more spots available this coming season for my daughter. She now can no longer continue the program she loves.

2 months ago

N/A

2 months ago

None

2 months ago

Diamond Hawkins: excellent fitness instructor and class.

2 months ago

Chef Tony is excellent! I look forward to more classes with him in 2025!

2 months ago

Carmen Castilla is a truly talented teacher for dance & fitness on Friday mornings. We are lucky to have the opportunity to dance with her thru the Banyan Women activities. Otherwise, I would not be able to afford it. I'm very grateful.

2 months ago

Tracy is amazing as is the entire staff at the Belle Haven Community Center.

2 months ago

Love the dance and fitness class held by Carmen Castilla on Fridays at 8:30 AM and 9:30 AM.

2 months ago

Class is fun & the people are friendly/helpful.

2 months ago

Choir was great:) I hope more people join!

2 months ago

Coach Jillian (beginning volleyball skills and drills) is fantastic- She's very engaging, knowledgeable and organized. I was amazed at the improvement my classmates and I were able to make by the end of the course. It's a very high quality, very well run class.

2 months ago

The class and the coaches are fabulous. So welcoming, encouraging and friendly. My son could use more one-on-one pointers to help him gain skills, but he loves the low key environment and we value that too. Overall, keep up the great work! We feel lucky to be here!

The gymnastics classes at Arrillaga are top notch!

2 months ago

Can't wait to start yoga again in the Winter session.

2 months ago

I been taking Volleyball classes here for many years. Derek and Co are great.

2 months ago

Ruchi is special:)

2 months ago

The yoga class was great as was the instructor. I hope you do more.

2 months ago

More options for gymnastics classes weekdays after 4pm

2 months ago

This was the worst children's class I have ever participated. THe teach had no experience with children and created a terrible environment

2 months ago

Lulu is an excellent crochet instructor. As a high school student she connects to the kids more as a near-peer than an adult, which is an asset. She is self-taught and self-motivated - characteristics that are obvious and inspirational to the kids in her class - they impressed that she just decided to try this hobby, worked at it, cares about, does it in her free time, and has both created projects as well as the class itself. She is professional in her communication to families, emailing information ahead of the course with updates throughout and always prompt responses. My children and their friends have become enthusiastic crochet crafters and owe this to the positive experience with Lulu's class.

2 months ago

The accoustics in the room where we dance are not great. We need more panels of soft stuff so that the sound has less echo.

Overall I loved the class! I thought it was very well organized, and Jillian has a wealth of volleyball knowledge.

One thing that I think could be improved on is focusing a little more on fundamentals such as passing/serve receive/serves. While I personally loved the emphasis on learning how to hit properly at the beginning of the season, I feel like the class overall would have improved faster if we focused on the build up to the spike more often (skills such as positioning/passing/setting). If we're starting with pretty raw players, I think focusing on hitting is like skipping a few steps and working backwards. It might be more productive to get everyone to learn skills in the order that they appear on court/in a game: serve/serve receive/positions, passing, setting, hitting, blocking. That way the players have a solid foundation to build upon (understanding that some skills like setting may be a bit tough to pick up on and can be skipped).

These are just my two cents tho, and overall I feel like I improved a lot due to the reps I was getting here! 2 months ago

Just want to say that Lisa is great! Love her and love her classes.

2 months ago

although we live in atherton, we live on a college campus through work, would love to get the menlo park fees as we are within a mile of the facility:)

2 months ago

My daughter loves aerial silks. We wish it were twice a week!

2 months ago

It would be nice if gymnastics participants were asked to wash their hands before sessions to limit the spread of germs.

It would also be nice if the equipment was washed down more frequently.

Overall, my kids really enjoyed their coaches and the activities provided at gymnastics. It is a fabulous facility with wonderful coaches.

2 months ago

Cannot say enough about how wonderful Dani and Maryanne are from Dance Expressions. The Adult Hip Hop class is fabulous, fun and great for all levels of dance experience. I look forward to the class every week.

My only disappointment has been with the Recreation Staff. They did not treat any of us as students fairly and were very dismissive to our concerns about having to change rooms every other week. I reached out via email with my concerns that a free class with 1-4 students got to have the Maple Room when paying students like those in our class got shoved into a tiny room every other week. I have signed up for next session and I see that the class is listed only in the Maple Room...I certainly hope it will stay this way going forward.

2 months ago

I dance with the Tuesday Palomanian Dancers. I think it's time we got a larger room for our dancing.

Would love if families had priority to re-register if they were already admitted into the gymnastics program. It would be great to provide that consistency to continue to learn in the same space with the same teachers — especially since the program is so competitive to get into.

2 months ago

Fabulous classes. Our only sadness is that we're not Menlo Park residents, so we don't always get in.

2 months ago

We have fun and feel good as active seniors!

2 months ago

Please allow class to go later than 9pm

2 months ago

Very much appreciate Banyan Tree Wellness activities.

2 months ago

Dance classes for Dance Expressions has to be in the large room. Very disappointed that numerous complaints and attempts find reasonable accommodations for all parties were ignored by the new MP Rec team.

2 months ago

Kindergym is fun for the kids.

2 months ago

David is a terrific Pickleball teacher and was able to make the class match the ability of the players

2 months ago



2 months ago

Alex is such a talented and patient Spanish teacher, who focuses on our level and practical use of the language!

2 months ago

I'd love more adult crafting classes - specifically sewing. The maker space in the belle haven library would be a great space to host them

2 months ago

The difference in fees if you live outside of Menlo Park is too great!

2 months ago

Classes for bands and samba are such gift

I took Banyan tree Salsamba and Bands and Beats classes and very satisfied with these classes. The 2025 I saw MP offers more of Banyan Tree classes including ballroom dancing and others. I really appreciated it. It's free with excellent instructors.

2 months ago

I registered for a beginning level Spanish class, yet nearly all the other participants had taken the class two or three times previously, which made it difficult for me to keep up. Consequently, I dropped out of the class. Despite being advertised as requiring little or no ability to speak Spanish, I found that to be far from true.

2 months ago

- volleyball nets are broken, either loose or the heights are wrong and can't be adjusted
- previous classes go over time, bleeding to classes afterward
- kids volleyball leaves a large mess in the gym without cleaning up. Slipped on spilled water once, also water bottles and chairs left all around

2 months ago

excellent instructor & class. The floor mats needed in the class are battle-scarred & beginning to crumble -- hope there is a plan to replace them.

2 months ago

The level B girls 7pm thursday night teacher spoke so much that the girls didn't get much of a chance to practice their skills. My daughter complained every single week and said the teacher would not stop talking about her hair.

2 months ago

The young woman in blonde coach was not good because she has some of favorites in her class and paid attention to them mostly. She did not see my daughter's performance. She talked with some of favorites eye to eye. I hope a different coach for my daughter next time.

2 months ago

We could not be happier with the gymnastics program. The coaches are amazing - they are positive, helpful, approachable, inclusive and they make gymnastics fun! We cannot say enough about amazing program.

2 months ago

The engagement of instructors increased over time which was nice for kids and parents alike!

2 months ago

We have recently gained a few new class members, whose enthusiasm delights the entire group, and who seem to be enjoying themselves enormously. That's very exciting!

2 months ago

My child participates in the Exploration through Movement class and we have loved it! Thank you for offering this class! One suggestion is that the staff offers some additional structured activities during the hour. They could be optional but I think many of the kids would enjoy a rotation on the floor with instructed dance or stretching or obstacles course challenge. A way to demonstrate new skills and foster friendships between the children.

The class is great. A real community, and a great way to be encouraged to persist in learning. 2 months ago I took the Bands and Beats class by Banyan Wellness. Loved it!! 2 months ago The instructor was overwhelmed with students who needed help. Our 8 year old was in need of assistance often but the instructor was always busy assisting other students therefore we would stay to help. Eventually we just stopped attending 2 months ago Please list other programs and/or services you would like to see offered by the City of Menlo Park, Library and Community Services. Drawing, art for kids, coding for under 10 2 months ago 1 Agree Drop-in hours/access to sewing machines. 2 months ago Soccer for kids at Burgess Park. And early afternoon classes. Like around 3 or 4 pm, but not later than that 2 months ago We're interested in rec basketball for kids 7-9 who aren't super coordinated. I hope the open-age basketball offered on Wednesday evenings this Fall comes back. Also interested in robotics, or a maker space type class starting from age 8. Thx. 2 months ago Sewing, theatre/performing arts, coding for kids, art for kids 2 months ago Kids art and pottery 2 months ago more gymnastics, some music class, craft classes for toddlers

2 months ago

adult crochet and knitting, adult cross stitch

2 months ago

Also, I know the teacher would teach more weeks, it would be great to have a shorter break, or NO break.

All good

2 months ago

More adult dance fitness classes

2 months ago

I think VITA would be a great program to bring to the community.

2 months ago

I took Banyan tree Salsamba and Bands and Beats classes, It's free with excellent instructors. I noticed MP offers more of Banyan tree classes and really appreciated your new offerings

2 months ago

Drawing and other visual arts for kids (not arts and crafts, real classes). Theatre classes.

2 months ago

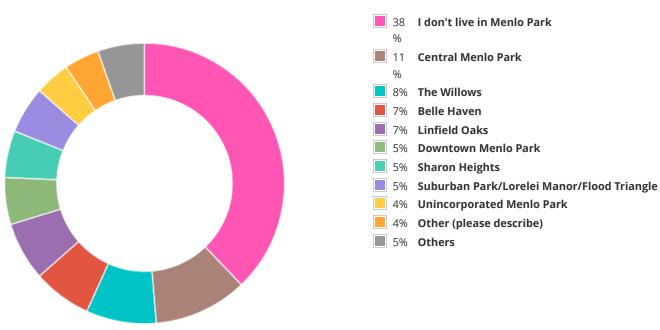
I would love to see more mom-and-me caregiver-and-me classess over the weekend or weekday evenings.

2 months ago

Weight lifting for seniors

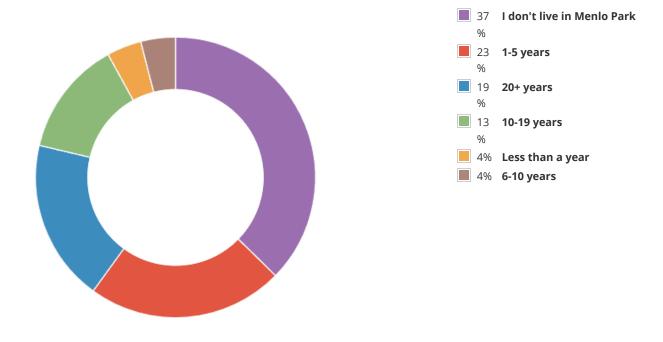
2 months ago

What neighborhood of Menlo Park do you live in now?



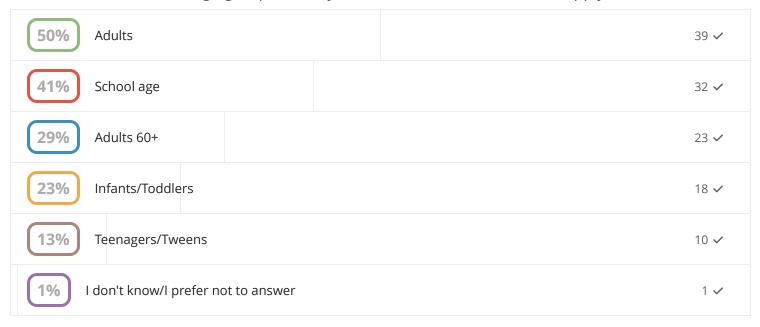
74 respondents

How long have you lived in Menlo Park?



75 respondents

What age groups live in your household? (Check all that apply)



78 Respondents

PARKS AND RECREATION COMMISSION TENTATIVE AGENDA SCHEDULE FEBRUARY 26, 2025

| MEETING DATE | PROPOSED AGENDA TOPICS |
|--|---|
| January 22, 2025 | Preliminary aquatics annual report |
| February 26, 2025 | Customer satisfaction survey results |
| March 26, 2025 | Presentation: Youth Advisory Committee Presentation: Large-scale community events Review: Draft recreation and community programs survey |
| April 23, 2025 | Presentation: Sports and outdoor recreation Review: Field allocation process Tennis and pickleball feasibility study update |
| May 28, 2025 (Joint meeting w/ LC) (Location: BHCC) | Presentation: BHCC first year of operations Review: Recreation and community programs survey results |
| June 25, 2025 | Presentation: Gymnastics program Select commission chair and vice-chair Information: Onboarding new commissioners |
| July 23, 2025 | Prepare the PRC work plan 2025-26 Research on synthetic turf and natural turf in athletic fields |
| August 27, 2024 | Prepare a report-out to City Council on PRC work plan 2024-25 Recommend the PRC work plan 2025-26 |
| September 24, 2025 | CAPRA accreditation progress report |
| October 22, 2025 | Parks and Recreation Facility Master Plan review |
| November 19, 2025 (3 rd Wednesday) | Approve the PRC 2026 meeting calendar |
| December 15, 2025 (3 rd Monday) (Joint meeting w/ LC) (Location: BHCC) | Year in reviewOpen house / social |
| Standing/ recurring agenda items (typically every meeting) | Approve previous meeting's minutes Department activities and statistics Tentative agenda calendar Commissioner reports |
| Unscheduled future topics | Emergency response plan Park tours for commission members Kelly Park turf and track renovation project update Realize Flood Park project update (San Mateo County Parks) |

^{*} PRC Meetings are typically held at 6:30pm on the fourth Wednesday of the month unless otherwise specified. ** All dates and topics are tentative and subject to change.