



**STRONG COMMUNITIES  
ADVISORY COMMITTEE  
ANNUAL REPORT**

FISCAL YEAR 2018-19



[www.stocktonca.gov/measurerm](http://www.stocktonca.gov/measurerm)

Program information available at:  
[www.stocktonca.gov/recreation](http://www.stocktonca.gov/recreation)  
[www.ssjcpl.org](http://www.ssjcpl.org)



## STRONG COMMUNITIES PRIORITIES

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

## SHARING THE CITY OF STOCKTON'S PROGRESS

When voters approved Strong Communities (Measure M) in November 2016 by a margin of 76%, they sent a strong message that Library and Recreation services in the City of Stockton should be a priority for our youth and families. This, the fiscal year (FY) 2018-19 annual report, shares the progress toward achieving those priorities and the plans for the future. Increasing open hours, expanding access, and planning new and renovated facilities are just a few of the positive changes that have been undertaken since the Strong Communities Initiative passed. Within this report you will find detailed information about those key initiatives along with a transparent accounting of how revenues have been spent and how staff is planning expenditures over the 16-year lifespan of the Initiative. With the direction of the City Council and input from the Strong Communities Advisory Board, staff commits to providing services, facilities and programs that will enhance the quality of life for Stockton residents.

### MEASURE M

Measure M is a local ¼ cent sales tax passed by voters on November 8, 2016 and effective April 1, 2017. Revenues from the Measure M/Strong Communities Initiative are dedicated specifically to City of Stockton Library and Recreation programs, services, and facilities.



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



## GUIDING PRINCIPLES AND ACCOMPLISHMENTS IN 2018-19

### RESTORE SERVICES:

- Expanded hours at libraries and community centers
- Hired or promoted 6 full-time and additional part-time staff to support expanded hours and programming
- Extended Pool Hours for “Family Nights”

### PRIORITY FOR PROGRAMS AND PROJECTS WITH HIGH COMMUNITY BENEFIT:

- Library users gained access to streaming films through the Kanopy platform
- Hosted 19 Ultra Friday Nights with extended evening hours
- RecTrac became available for online bill payment and other features
- Increased participation in the Summer Reading program with 62,204 books read

### IMPROVE ASSETS WHENEVER POSSIBLE:

- Troke Library Children’s Area was remodeled
- Completed re-seeding project at Stockton Soccer Complex
- Conducted assessments and completed modifications to improve safety at facilities
- Holiday Park swimming pool brought up to code to be operational for community in summer of 2020
- Submitted application for Proposition 68 Grant to renovate McKinley Park

### FOCUS ON UNDERSERVED AREAS:

- Micro Libraries were opened in Rue and Stribley Community Centers
- Free WiFi in all community centers
- Partnered with YMCA for Jump Into Summer Healthy Kids Day with over 1,000 in attendance

### LEVERAGE PARTNERSHIPS:

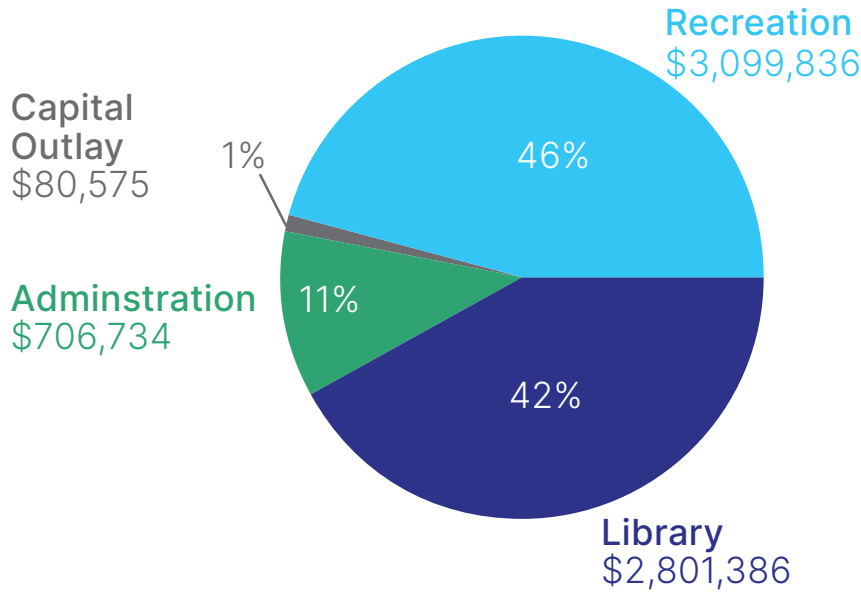
- Partnered with Stockton Unified School District to host Family Literacy Camp for ESL families at Seifert Community Center
- With University of the Pacific’s Beyond Our Gates, offered LENA Start program which promotes the building of early literacy skills in infants and toddlers (0-32 months)
- With the San Francisco Junior Giants, offered Hit, Pitch, and Run program for community youth
- With four nearby library systems and with funding from the California State Library, presented English Conversation Club and Bilingual Storytimes to community members through the use of Zoom technology
- Provided free meals (lunch, snacks, dinner) with support from Stockton Unified School District
- 22,050 books were read in the first Winter Reading program for children ages 6-12 made possible with support from the Stockton Heat
- Partnered with Stockton Police Department to have Sentinels and Cadets at Oak Park and Sousa Pools to build trust and relationships within the community

## GOALS FOR 2019-20

- Design and open third Micro Library at Van Buskirk Community Center
- Develop marketing plan
- Deliver programs to focus on diverse communities in Stockton
- Capital projects
  - Complete over-seeding project at Stockton Soccer Complex
  - Solicit bids for construction of new Northeast Library and Community Center
  - Remodel Troke Library Adult and Teen Sections

# A LOOK AT THE NUMBERS

## FY 2018-19 EXPENDITURES



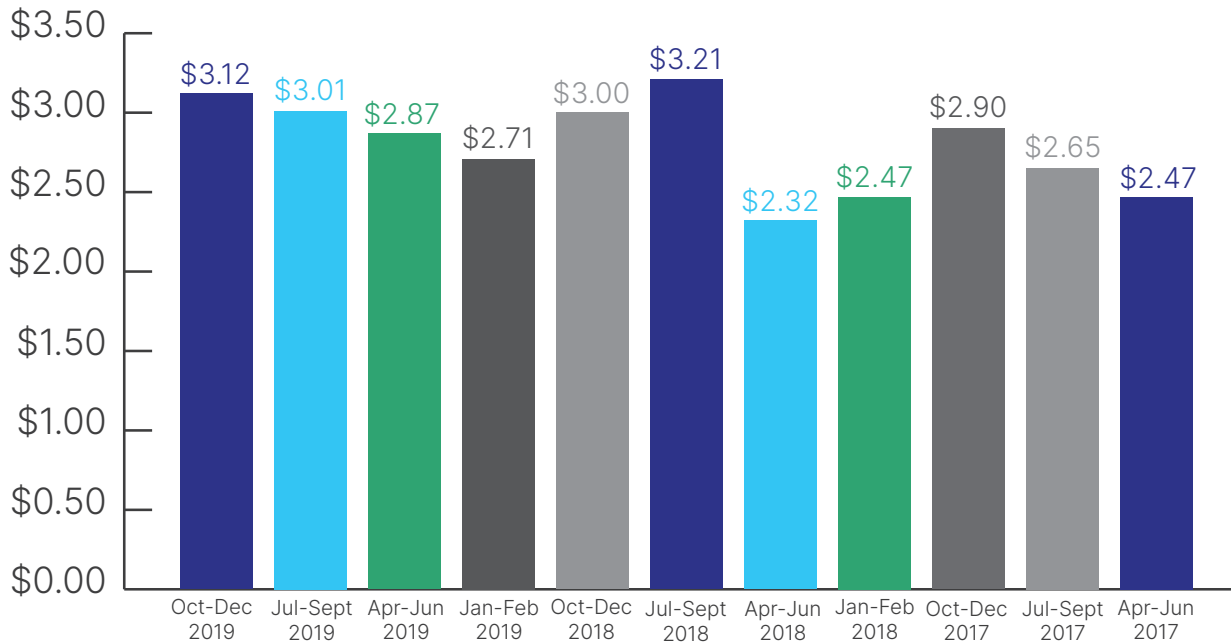
## GENERAL FUND CONTRIBUTION FY 2018-19:

LIBRARY  
\$3,984,500  
RECREATION  
\$3,395,500  
TOTAL  
\$7,380,000

## MEASURE M TAX TOTAL FY 2018-19:

\$11,680,005<sup>1</sup>  
INTEREST: \$397,935<sup>2</sup>  
TOTAL REVENUE: \$12,077,940

## MEASURE M REVENUES BY QUARTER



- 1) Measure M Tax Revenue: There is a variance of \$98,900 between the reported Measure M Tax Revenue and the Measure M Revenues by Quarter due to timing of delivery of revenue to the City. \$98,900 received in FY 2018-19 while still attributable to tax collected in FY 2017-18.
- 2) Interest Revenue: The reported Interest revenue amount of \$397,935 includes \$139,816 representing the change in the value of investments at 6/30/19, consistent with Generally Accepted Accounting Principles. The actual interest earnings in FY 2018-19 were \$258,119.

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## ADVISORY COMMITTEE FY 18-19

Mas'ood Cajee • Lester Patrick • Karl Miller • Lorraine Lauper  
Kevin Redick • Nathan Werth • Yvonne Trevino