



PRESS RELEASE

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FOR IMMEDIATE RELEASE



CITY DEPARTMENT IS RENAMED COMMUNITY SERVICES, PARKS & RECREATION

Chino, CA – Effective today, the City of Chino’s Community Services Department will be named Community Services, Parks & Recreation, or CSPR for short. The department director, Silvia Avalos, announced the news at the July 5 City Council during the Council’s proclamation of July as Parks and Recreation Month. Avalos shared the information with City staff earlier in the day during a celebration of Parks and Recreation Month held in the City Council Chambers Terrace, saying, “I am excited to share some big news that will further enhance our department's identity and better represent the breadth of our services. After careful consideration and based on the findings of the recently completed Parks & Facilities Master Plan, our department name will be changed from Community Services to Community Services, Parks & Recreation.”

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She continued, “This change is inspired by the vision to better showcase the expansive range of services and offerings we provide to the community, ensuring that our new name accurately represents the diverse and exceptional experiences we offer. From outstanding case management to flourishing parks programming, engaging recreation classes for all ages, unique facilities, fascinating museums, dynamic sports, enriching after-school programs, and supportive counseling – the list goes on. We are so much more than just a service; we are a hub of community growth and enrichment.”

The initiative to change the department’s name is in response to the community's feedback and aims to better reflect the full spectrum of services provided. The name change is a direct result of insights gathered from the Parks and Facilities Master Plan survey, which demonstrated that residents were unclear about the scope of services provided by the Community Services Department. The City Council took these insights to heart and unanimously approved the renaming during their most recent meeting.

"By including 'Parks & Recreation' in the department's name, we hope to provide a clearer picture of what we do for our residents - from parks programming and organizing community events to offering an extensive variety of recreational and social services for all ages," said City Manager Linda Reich.

The name change comes at an opportune time, as July is National Parks and Recreation Month. This presents an excellent opportunity for the newly rebranded department to lead initiatives that underscore the value of local parks and recreational activities in promoting community well-being, environmental stewardship, and social connectivity.

"We're thrilled to introduce the department's new identity in conjunction with National Parks and Recreation Month," said Mayor Eunice Ulloa. "This is an ideal occasion for our community members to explore, engage with, and appreciate the extensive amenities available in Chino."

To further enhance communication and engagement with the community, the department is also launching its own social media presence. Residents can now follow Community Services, Parks & Recreation at @Chino.CSPR on major social media platforms for the latest updates, news, and information on community events and initiatives.

The rebranding reaffirms the City of Chino's commitment to enhancing community life through diverse services and experiences that promote healthy living, lifelong learning, and community interaction in a safe, inviting environment.

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