

Final Outreach Program Plan:

Broadway Puzzle Room

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Introduction/Executive Summary:

This program will be designed for the residents of Orange County, California and will be conducted by the Orange County Public Library system (OCPL). The El Toro Branch of the OCPL services the city of Lake Forest, which is in the heart of south Orange County. The city's population is around 85,000. Lake Forest prides itself on being a suburban area with all of the luxuries and amenities of a more urban landscape. It is nestled between the Saddleback Valley mountains to the northeast, and the Laguna coast nine miles to the west, giving this Californian town the perfect access to both mountains and beaches, perfect for the active and outdoor lifestyle of its residents.

Currently the El Toro Branch programming and many of the other services offered to the citizens of Lake Forest focus on Pre-K children and seniors. There are very few activities created for 18-34 year olds, especially outside of regular working hours, despite this demographic making up over a fifth of the population in this area. Existing programs include various versions of storytime, employment sessions, and programs in world languages. There are monthly book clubs and craft hours, but these are more directed at the senior population and take place during the day on weekdays, when young adults are most likely to be unable to attend.

The values of OCPL include: empower people, serve everyone, provide freedom of access, engender love of reading and learning, make a difference in people's lives. Currently, the libraries have open service to everyone, but the programming available is not made for everyone. The intent of this program specifically is to enrich the lives of the young adults, particularly the queer adults in this community who may not feel included with the current programming from OCPL and the Civic Center in Lake Forest.

The El Toro Branch does have a dedicated community room for outreach programming, and is centrally located near many shopping centers and partners who would be able to promote the event. Such partners include the local escape rooms and karaoke businesses: Breach Escape Games in Lake Forest,, Nerdy by Nature Escape Rooms in Mission Viejo and Plush Karaoke Lounge in Irvine.

Community Profile:

Lake Forest Geography and History

The city of Lake Forest, California is a suburban area within southern Orange County with a population of over 85,000 (United States Census Bureau, 2022). It is approximately 18 square miles large (30 Interesting Facts, 2022). It is surrounded by similar cities, directly south of Irvine, one of the business hubs within the county. The entire county has approximately three million residents. It is located between two of the largest metropolitan areas in the United States: Los Angeles and San Diego. Last year they celebrated their 30th anniversary of cityhood, previously being two separate areas of Foothill Ranch and El Toro (*30th anniversary*, 2022). At an elevation of 394 ft above sea level it encompasses the best of both a coastal town and a mountainous region. The city is nestled by the Saddleback Valley mountains to the northeast, and is nine miles from the picturesque Laguna coast (*Visitor Information*, 2022).

The city prides itself on having the “charm of a small community with the convenience of a large metropolitan city” (*City of Lake Forest*, 2022). The area was originally inhabited by Natives known as the Acagchemaen tribe (Fox, 1937). The Portola Expedition led to the first arrival of white men to the area in the 1700s, which then led to Spanish missions all along the coast. The nearby Mission San Juan Capistrano led to homes and other buildings appearing in the area until the area was parceled out by the California governor after Mexico gained its

independence (Fox, 1937). Don Jose Serrano received the Rancho Canada de Los Alisos, on which the town of El Toro was founded in 1846. The town was nicknamed by the Native helpers on the ranch for the noisy cattle and Serrano later adopted it for his ranch and the town as a whole (Fox, 1937). It progressed as an agricultural hub in the 1800s growing apricots, beans, grapes, citrus, and olives (City of Lake Forest, 2022). The opening of the marine base in the 1940s led to an increase in population in the area. The surrounding lands had a suburban home boom to accommodate for the soldiers and their families, making up the community we know today. In the 1990s the base was closed and the land again was transformed into Orange County Great Park, just as Lake Forest was establishing itself as a city, incorporating El Toro and Saddleback Ranch into one city. It was named "Lake Forest" after the tall eucalyptus trees and man-made lakes (City of Lake Forest, 2022). In 1991 the population was over 54,000. More neighborhoods annexed themselves to Lake Forest in the years since including Portola Hills and Foothill Ranch in 2000 (30 Interesting Facts, 2022). Subdivisions continued to spring up, bringing the total population today to over 87,000 (30 Interesting Facts, 2022). The city slogan is "remember the past, challenge the future." (New Residents, 2022).

Being in such favorable weather conditions, much of Lake Forest's offerings involve the outdoors, especially parks which make up 20% of the land (*The Leaflet*, 2022). Other significant parts of Lake Forest include Etnies Skatepark, the largest staffed public skatepark in North America, which receives about 60,000 visitors each year, which would fill the entire Angel Stadium nearby (30 Interesting Facts, 2022). In addition to the skate park there are 31 other parks in the area, three of which are ADA accessible. More than three quarters of residents in the city live within a ten minute walk to a park (*The Leaflet*, 2022). In 2019 the City Civic Center was completed with zero debt, which includes a community center, senior center,

performing arts and council chamber, and city hall (City of Lake Forest, 2022). The largest event in the community is the Fourth of July parade which has occurred every year except 2020 and 2021 due to the COVID-19 Pandemic (30 Interesting Facts, 2022). This year's event held 14,000+ guests and 72 parade entries (*The Leaflet*, 2022).

Politics

Lake Forest is currently part of California's 45th congressional district, which makes up part of southern Orange County and east Los Angeles. As of 2019 Katie Porter has represented this district in the United States Senate, the first Democratic representative of the area. For state government the area is also a mix of Republican and Democratic representatives. Dave Min (Democrat), is the state senate representative for the 37th district, who was also the first Democrat in over thirty years since the district has represented this region. Steven Choi (Republican) is the state assembly representative of the 67th assembly district, a Republican held seat since the 90s when it was redistricted to this region of Orange County.

The community is politically purple, switching between voting for Democratic and Republican candidates in national and state elections. In both of the most recent presidential elections the Democratic candidates (Joe Biden and Hillary Clinton in 2020 and 2016 respectively) won out over Donald Trump. Elections for California governor typically go to the Republican candidate.

Local government is made up of a city council, a mayor and mayor pro tem. The public elects the five council members to four year terms, and they select the mayor and mayor pro tems among themselves. Each member represents one district in the city and heads specific committees and boards among the city government. The current mayor is Robert Pequeno, who was elected in 2020 after retiring from being the local sergeant in the Sheriff's department.

Councilmembers work for a monthly stipend and participate on the local boards and committees on a weekly or monthly basis (Councilmembers, 2022)

Community Demographics and Culture

The community of Lake Forest varies in age and ethnicity. Nearly $\frac{2}{3}$ are white only (64%), with the second largest ethnic group being Hispanics (26%), 14% are Asian only, 8% are mixed race, and 2% are Black (Social Explorer, 2022). Minors make up 20% of the population: with 6% being 0-5 years old, 5% being 5-9 years old, 6% being 10-14 years old, and 5% being 15-17 years old (Social Explorer, 2022). Young adults 18-34 years old make up 23% of the population, adults 35-64 years old are 41%, and 16% are 65 or older (Social Explorer, 2022). More than half of residents are female (52%) and 28% are non-family households (Social Explorer, 2022). The median household income is \$108,838, significantly higher than the California average of \$84,907 (ESRI data, 2022).

The majority language among residents is English, with 88% of the population speaking English at home, 67% speaking only English. However, there is diversity in languages as well with 17% speaking Spanish, 11% speaking an Asian or Pacific Islander language, and 5% speaking another language (United States Census Bureau, 2022). The percentage that are foreign-born is also slightly higher than the California average, with 28% being born abroad. Among those over half are naturalized US citizens (United States Census Bureau, 2022). Despite the city's military origins, the amount of veterans and servicepeople falls slightly below California average with 3.1% being veterans, and the vast majority of those (92%) being male (United States Census Bureau, 2022).

ESRI defines the top tapestry segmentations as: 37% Enterprising professionals, 20% Savvy Suburbanites, and 12% Pleasantville. Enterprising professionals have a median age of 35,

a household size of 2.5 and are seen as the “up-and-comers” climbing the corporate ladder, who are known to rent housing and live in lower-density neighborhoods of the metro areas. Savvy suburbanites are “well educated, well read, and well capitalized.” They have a median age of 45, and a household size of 2.85 as their adult children frequently live at home still. Pleasantville, are those who are the picture of “prosperous domesticity,” living in older housing and move less frequently than any other market. They have a median age of 43 and a household size of 2.88 (ESRI data, 2022).

The recently finished City Civic Center provides many services to the community, with a large swath of programs available for pre-K children and senior citizens. There is a city publication called *The Leaflet* published on a seasonal basis that serves as a city newsletter and a recreational events guide.

One of the bigger public institutions in the city is called The Clubhouse, a free offering of a variety of activities including craft classes, wellness lectures, a book club, game tournaments, computer classes, movies and more. These all take place in the City Civic Center in the Clubhouse building. There are also events like weekly bingo and bunco nights that take place free of charge.

The Civic Center also has a variety of recreation classes for Pre-K and School aged children. Most involve music lessons or physical activity, such as dance, gymnastics, or sports. They typically range in cost from \$100-300 for five sessions, depending on the program and season (*The Leaflet*, 2022).

There are several city sponsored volunteer groups: Volunteers in Parks, Sheriff’s Team of Active Retired Seniors, Explorer Post 449. Orange County Animal Care Volunteers, as well as opportunities to do outreach with the senior program and the teen program. Volunteers in Parks

aligns with the city's aims to have polished and usable public parks by conducting quarterly surveys of each of the 32 parks in the city to maintain their quality and assure safety in the area (Volunteers in Parks, 2022). Explorer Post 449 program is for youth ages 14 through 20 who are looking to explore the law enforcement field, receiving leadership training, administrative duties, community services, first-aid, and competitions (Explorer Post 449, 2022).

Like much of Orange County one pertinent issue of the area is homelessness. The city employs a full-time Sheriff's Deputy as a Homeless Liaison Officer, as well as partners with the Mercy House to help the unhoused population. (Homeless Resources, 2022).

Most of the existing programs and events for this community are for young children and seniors. However, the second largest age cohort is adults aged 18-34, who have very little outreach designed for them. Our institution should aim to serve this subcommunity, whose only existing programs revolve around the sport of pickleball (*The Leaflet*, 2022). There are also a lack of options for languages other than English which make up a large proportion of the population. Programs designed for foreign-born adults specifically are not in existence.

One of the largest barriers to reaching this audience is the anxiety that they will be asked for citizenship status when registering or joining an event, with the ultimate fear of it resulting in deportation (Velez, 2020). Any programming for this group must be made abundantly clear that it is a safe place regardless of immigration status and seeking assistance will not lead to harm. An interview study showed that the main priorities among Hispanic and Spanish speaking respondents was to "provide their children with a good education." The quantitative version of this study reinforced that finding, with 58% of respondents saying that helping their children with homework was their main daily priority, followed by concerns with spending time with family (39%) and work (28%) (Velez, 2020). Programs that could benefit them include: 1)

Spanish/Bilingual story time; 2) Reading Buddies; 3) Homework help; 4) ESL classes; 5) English Conversation Club; and 6) Workshops in Spanish for parents, like Active Reading or Reading Comprehension. (Velez, 2020). There is currently a Spanish/Bilingual storytime offered 2-3 times per month at the El Toro Branch Library, and once a month there is an ESL conversation class.

Library Profile:

Orange County Public Libraries is a system of 32 branches and one outlet within Orange County California. OCPL celebrated its 100th year anniversary in 1921, growing from the single free library room in the city hall of Santa Ana in 1921. It is the third largest library system in the state of California. There are over 300 employees across the system. As of 2021 the FY 2020-2021 budget was \$71,771,324 (Financial Department, 2021). Key outcome indicators for the last year included circulation rate for self-checkout machines, circulation rate for e-magazines, and circulation of world language material. Given that about a third of Orange County residents speak another language, it is important to determine if we are meeting the needs of our non-English speaking patrons.

OCPL has recognized the following as its key vision, mission, and values:

- Our Vision: Open doors, free access, community
- Our Mission: Empower and enrich our communities
- Our Values: Empower people, serve everyone, provide freedom of access, engender love of reading and learning, make a difference in people's lives

The 2020-2021 strategic goals included:

- Provide space to connect, learn, relax and grow
- Create communities of lifelong learners

- Connect Orange County communities to their history and culture
- Provide equitable services

The particular branch for this program will take place at the El Toro Branch located in Lake Forest. This branch is located near the I-5 Freeway at the perimeter of The Orchard at Saddleback shopping center and across the street from Twin Peaks Plaza, two of the largest shopping centers in the city. The Orchard encompasses 51 other businesses, making this a quite accessible and bustling location for all residents to access.

Outreach Program Plan:

The proposed program plan will aid in promoting the OCPL mission of “empower[ing] and enrich[ing] our communities” specifically the LGBT youth community within Orange County. The program outlined is a “Broadway Puzzle Room” designed to reintroduce this cohort to the library after the recent renovation. There will be a refreshment hour after the game as well.

Audience:

Given that 23% of the city is 18-34 years old and there are very few programs and activities suited for this age group, the goal was to cater to them and provide an event that would suit their desire for low-cost or free entertainment. This first event is expected to have relatively small attendance of approximately 10-15 participants to be broken out into 2-3 groups. If it is successful then future events will be built to accommodate higher attendance.

Goals/Objectives:

There are several key objectives for this program:

- Welcome young adults 18-34, particularly queer youth back into the El Toro branch after the renovation

- Introduce them to the new physical space and all of the services offered
- Inspire community and camaraderie among this demographic so they feel included and accepted as part of the neighborhood.

Event Description:

The event will take place after regular library hours on a Thursday evening (8:00pm) so as to not disturb the general public with the energy and noise of the activity. Participants can enter the El Toro Branch of OCPL starting at 7:30pm. When the event officially begins at 8:00 they will be split into 2-3 groups of about 4-6 depending on attendance. The supervisory staff will explain the rules and safety regulations of the library and for the event, and shortly after the event will begin. The game is expected to last 30-40 minutes, and a refreshment hour will be available until 9:30pm.

The objective for all teams will be to unlock a combination safe with a 4 digit code in the community room. The first and only clue given on how to complete this will be that twelve plastic eggs are hidden among the stacks. Each team will have a specific color of egg to find (so up to 36 eggs hidden in total, 12 per team) so teams will not interfere with one another. Each egg will be hidden in an area with a loose correlation to a Broadway show theme (example: one hidden in the 636.8 section to represent *Cats*, one in 973.3 for the American Revolution to represent *Hamilton*, etc.). This will have the bonus of familiarizing patrons with areas that relate to certain shows that might spark future interest and how to use the Dewey Decimal System in the non-fiction area.

Inside each plastic egg will be a puzzle piece, and collecting all twelve pieces will reveal a puzzle with a new riddle on it. The answer to the riddle will be another area of the library that the team must explore to find the next set of clues. The next clue will have another riddle that

once solved will indicate which color box in the community room to open. Once again, each team will have a slightly different path of riddles so they are not interfering with each other, and this clue will lead to different colored boxes for each team.

Inside the correct colored boxes (there will be several decoys as well) will be a series of four trivia rhymes about Broadway shows. Also inside the community room will be a large poster board with 36 note cards adhered to the front. Each note card will have an answer on the front and a single digit on the back. The answers to each trivia question in the colored boxes will be on the same board, along with several decoys (4 digits per 3 teams: 12 correct answers; 24 decoy answers from the incorrect boxes). Once the team has the correct answer notecards they will have to unscramble the combination to open the final lockbox and receive their prize.

Once one team opens the box the game is technically over, but other teams can continue to figure out the puzzle if they desire. Concluding the event there will be a refreshment hour serving pizza, soft drinks, and light snacks in the community room while the evaluation team collects survey responses and the supervising team begins cleanup.

Marketing:

Marketing for this activity will remain on par with typical in-house events including: updating the library website calendar with the digital flyer, including it on the email newsletter, posting on official OCPL social media (Twitter, Instagram, Facebook, TikTok), flyers and bookmarks, and encouraging staff to mention it to folks in this age range as it feels natural. We would also like to partner with local businesses to post flyers, such as the nearby karaoke rooms and escape rooms, as to encourage those who already have an interest in musical theater and puzzle games.

Suggested partners are: Breach Escape Games in Lake Forest,, Nerdy by Nature Escape Rooms in Mission Viejo and Plush Karaoke Lounge in Irvine.

Budget:

Budget is expected to be under \$200 total for game equipment, marketing, and refreshments. Possible budget extensions could include prizes for the winning team.

- Game equipment:
 - 36 plastic eggs
 - Posters
 - Notecards
 - Lockbox
 - 12 colored boxes
- Marketing Equipment
 - Printed materials (bookmarks, flyers)
- Refreshment hour:
 - ~5 Pizzas
 - Soft drinks
 - Light snacks

Evaluation:

During creation of the event formative evaluation will take place from the playtesters who will provide game feedback to the gamemakers via post-test interviews (Appendix 1). A summative evaluation will take place at the conclusion of the event during the refreshment hour. The evaluation team will roam and collect survey responses via tablet to report back. Paper surveys will also be distributed if respondents would prefer to stay completely anonymous and

not give feedback face to face. The supervising staff will also annotate any comments they hear during the puzzle about if it is entertaining, challenging, boring, worth coming, or would visit again. Success if the program met the original goals of inspiring community and reintegrating young adults into the library will mainly be done via these verbatim comments. Attendance will also be a factor in judging the success of the event.

Detailed Action Plan:

| Timing | Step | Description | Resources (Staff, Budget) | Location |
|--|--------------------|---|---|--|
| 12 weeks prior (supervisors and playtesters can be selected later in process) | Form committees | Recruit staff for the following committees: -Gamemakers (2-5): Design the puzzle -Marketing outreach (1-2): Reach out to local businesses to promote the event -Playtesters (5-8): Test the game prior to the actual event -Supervisory staff (2-4): Working day of to set-up, supervise, and tear down the event Evaluation (1-2): Review the evaluation metrics and write a share-out post event People can take part of multiple committees, except Gamemakers and Playtesters | Minimum of 7 staff members for Gamemakers (2) and Playtesters (5), Maximum of 20 (if maximum size and zero cross-over roles) | Announced in staff meeting, sign-up sheet available |
| 5-11 weeks prior | Design puzzle | Game-makers meet for 60-90 minutes on a weekly basis to design the game: W1: Decide on rough number of puzzle rounds W2-5: Working backwards from the ending focus on one round each week, incorporating trivia, physical activity, and logic puzzles W6: Play test internally | Staff: Gamemakers Budget: Notepads, whiteboards and markers, post-its, | community room |

| | | | | |
|-----------------|---------------------------|--|---|---|
| 4-7 weeks prior | Purchase equipment | Gamemakers begin purchasing equipment for the game including decor, locks, boxes, | | N/A |
| 5 weeks prior | Designing marketing tools | Marketing team will design the flyers and bookmarks advertising the event | Staff: Marketing outreach Budget: design software (existing) | Staff room |
| 4 weeks prior | Begin marketing outreach | Marketing team will begin reaching out to local businesses (karaoke rooms, escape rooms) and encourage partnership which will include flyers in the lobby (provided by the library). If accepted, begin posting flyers following week at these locations. Additional materials will be shared to other branches of the OCPL Post on library website, email newsletter, and relevant social media | Staff: Marketing outreach team Budget: flyers, bookmarks | In community |
| 4 weeks prior | Playtest puzzle | Gamemakers will supervise as the Playtest team goes through the game as designed. Gamemakers will observe and take notes, with as little interference as possible, noticing what areas are taking too long, not long enough, etc. | Staff: Gamemakers and Playtesters | community room and stacks (after hours) |
| 1-3 weeks prior | Test and Adjust | Gamemakers will review notes from the playtest and make adjustments, ensuring the activity lasts at least 30 minutes, with additional playtest sessions if necessary | Staff: Gamemakers | community room |
| 3 weeks prior | Open registration | Marketing outreach team will begin collecting patron information of interested people. Registration will not be necessary to participate, but | Staff: Marketing Outreach team | N/A |

| | | | | |
|-----------|------------|---|---|--|
| | | useful in sizing the event to know how much food/refreshment to obtain | | |
| Day of | Set-up | During regular library hours the gamemakers will set-up the community room for the event, at 7:00 when regular hours close both Gamemakers and Supervising staff will make any set-up in the main room of the library among the stacks, set-up the light refreshments and set-up a sign-in sheet. Participants will be welcome to enter at 7:30 and enjoy refreshments prior to the game beginning. | Staff: Gamemakers and Supervising Staff | community room and main library |
| Day of | Event | Welcome participants and assign them to teams of 3-7 depending on attendance. Each team will have access to one of the study rooms to collaborate through the puzzle. Supervisors will not interfere with the participants unless in an emergency | Staff: Supervising staff | community room, main hall, study rooms |
| Day of | Happy Hour | Following the event all participants and supervisors will be encouraged to mingle with a complimentary refreshment and pizza hour. Supervising staff will also rotate through the people with a tablet asking a brief, voluntary, anonymous survey of participants | Staff: Supervising staff | community room |
| Day of | Clean-up | Supervising staff will clean-up the refreshment hour, and the game, preserving any materials that can be used to recreate the event in the future | Staff: Supervising Staff | community room, main hall, study rooms |
| Following | Evaluation | The evaluation team will review | Staff: Evaluation | Staff offices |

| | | | | |
|---------------------------------|-----------|---|----------------------------------|---------------|
| week | | survey data and observation notes from the supervising staff, incorporating attendance figures, budget, and overall excitement | | |
| 3 weeks later, and as necessary | Share-out | Evaluation team will partner with Gamemakers to write-up a share-out about the creation and results of this event to stakeholders. If the event was deemed a success based on the energy of the participants and the attendance figures then it can be reworked into different themes and models for future game groups in other seasons. | Staff: Evaluation and Gamemakers | Staff offices |

Appendix:

Program Evaluation:

Formative (1): Interview with individuals from the playtest team

- On a scale of 1-5 with one being “did not enjoy it at all” and 5 being “Enjoyed it very much” how much did you enjoy this game?
- How would you rate the difficulty of the game?
 - Very difficult
 - Somewhat difficult
 - Just right
 - Somewhat easy
 - Very easy
- What aspects of the game do you wish were longer? What do you wish was shorter?
- Are there any Broadway properties that were not included that you think should be added for a broader enjoyment of the game?
- Have you ever participated in an escape/puzzle room type of event before?

Summative (2): Asked to participants at the conclusion of the event, will be printed out to answer anonymously and also via a roaming staff member with a tablet.

- Have you ever participated in a puzzle/escape room activity before?
 - Y/N
- Please rate your overall experience with this puzzle room experience?
 - Excellent
 - Very good
 - Good
 - Just ok
 - Poor
- How likely are you to return to a similar event in the future if it fit in your schedule?
 - Definitely will
 - Probably will
 - May or may not
 - Probably will
 - Definitely will
- How likely are you to recommend this event to a friend or family member?
 - 0: definitely will not -5- -10 definitely will
- Any additional comments you'd like to make?

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