

Connect all San Diegans with their local park by understanding and offering desired community recreation activities, programs, and events



Access to enjoyable fulfilling recreational opportunities to all



OPPORTUNITY FUND COMPREHENSIVE REPORT

Parks and Recreation Board Item 202
November 21, 2024
Presenter: Salome Martinez

BACKGROUND

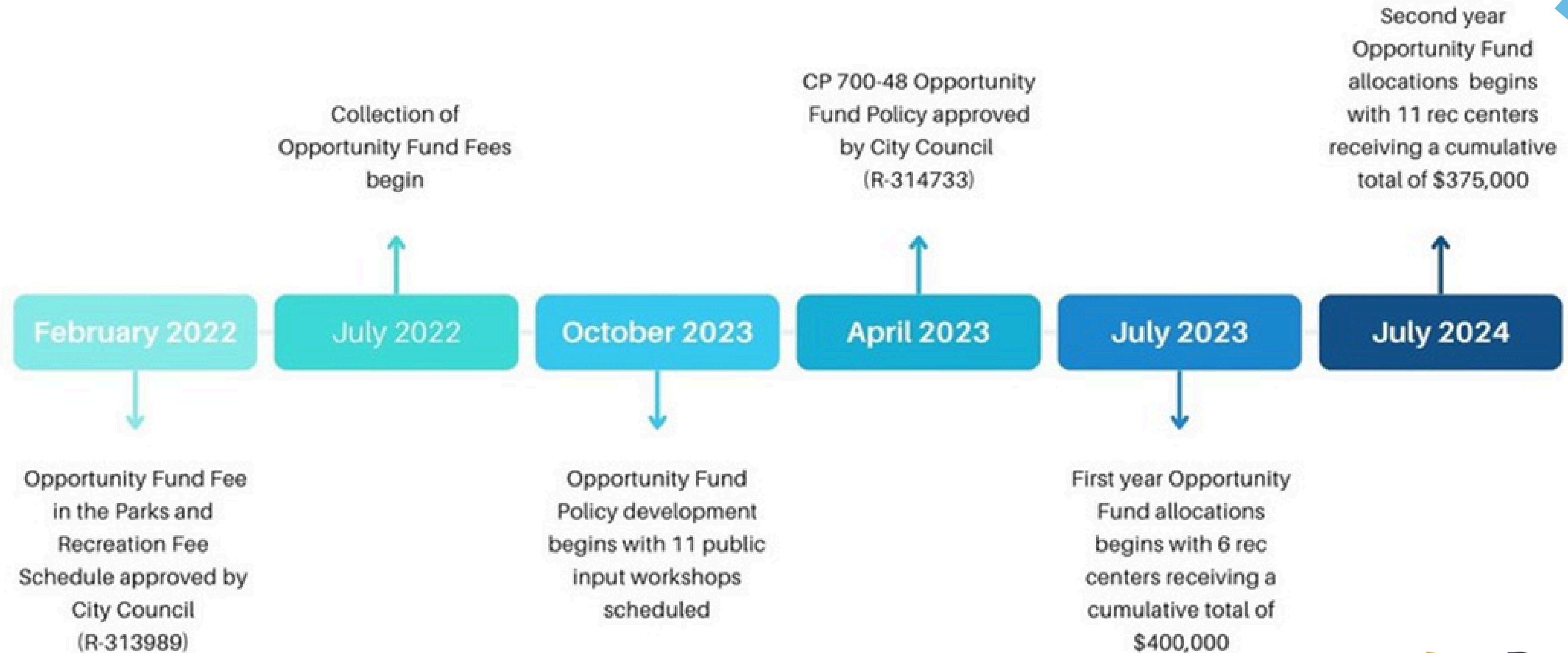
In 2021, the City of San Diego released the Parks Master Plan and the Performance Audit of Equity in Recreation Programming, both of which identified inequities across the Parks and Recreation Department relating to park access and recreation programs.

The Parks Master Plan identified **142** policies and recommendations to improve equitable access to parks and programs for all San Diegans, while the Performance Audit of Equity in Recreation Programming outlined **16** recommendations to improve access to programs for all.

Performance Audit of Equity in Recreation Programming, Recommendation #6 states, the Department needs:

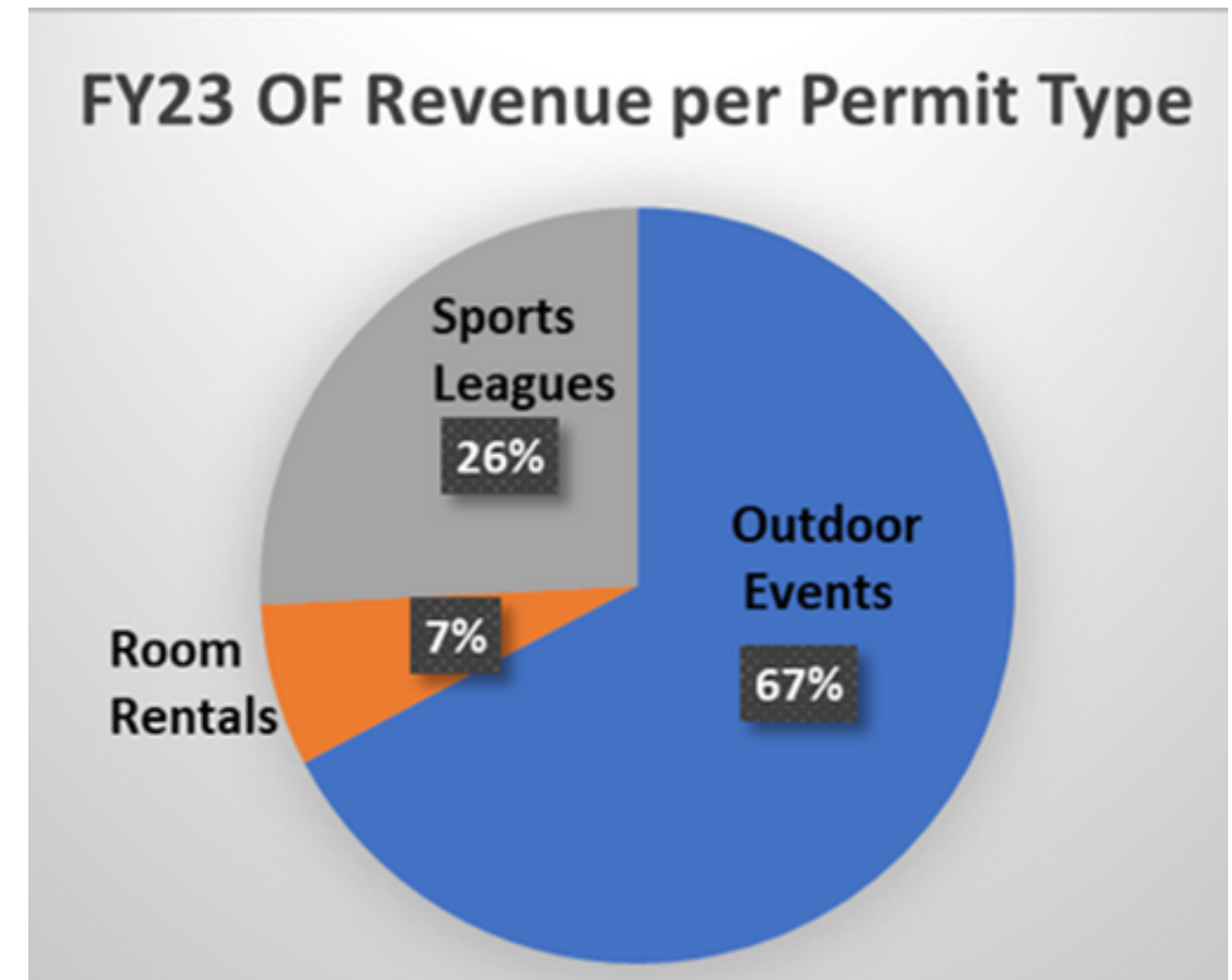
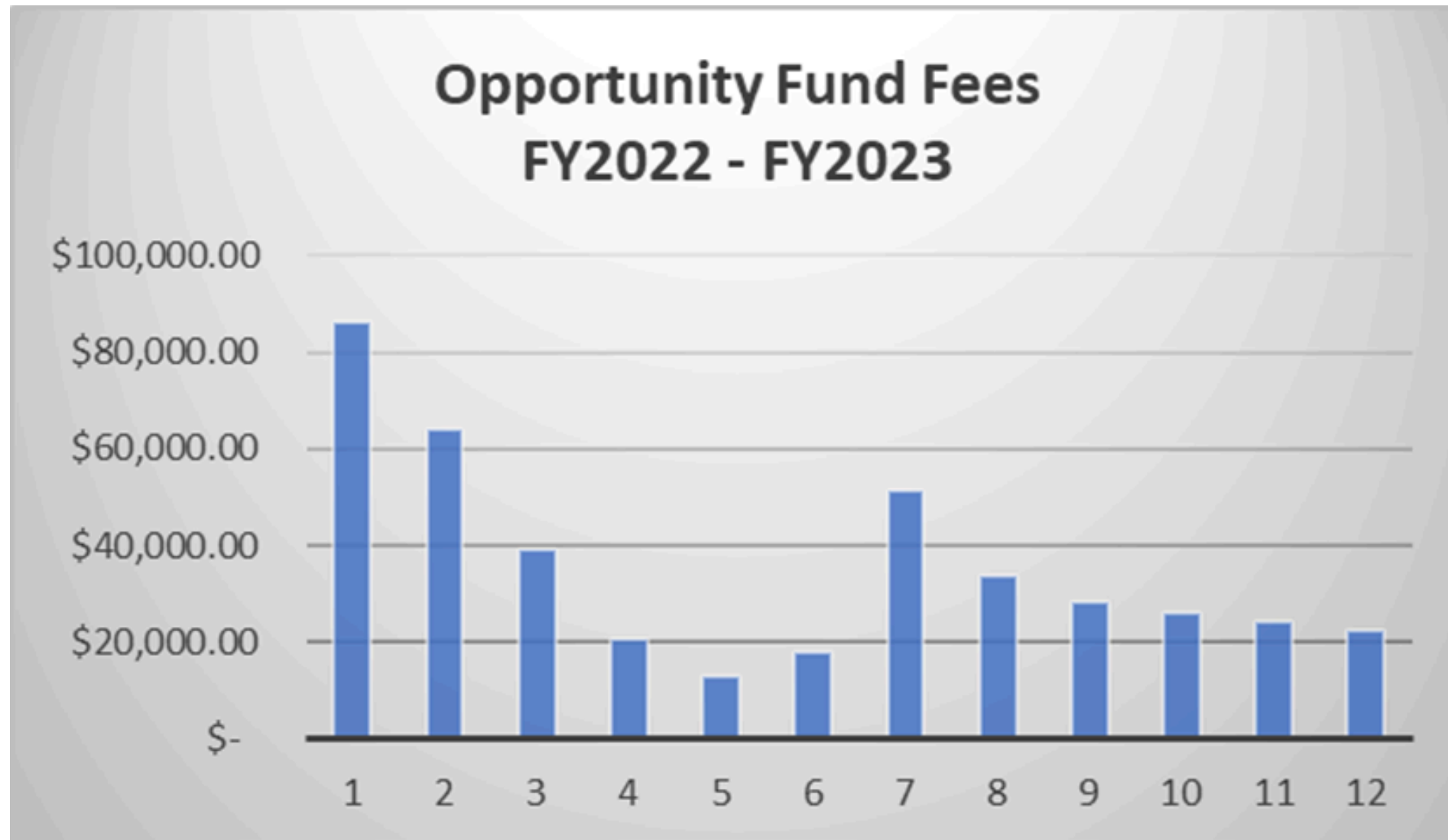
“To address the resource disparities in program quality, the Parks and Recreation Department should develop, document, and implement a plan for directing resources, including any equity-based funding, toward specific steps to eliminate identified disparities.”

POLICY DEVELOPMENT



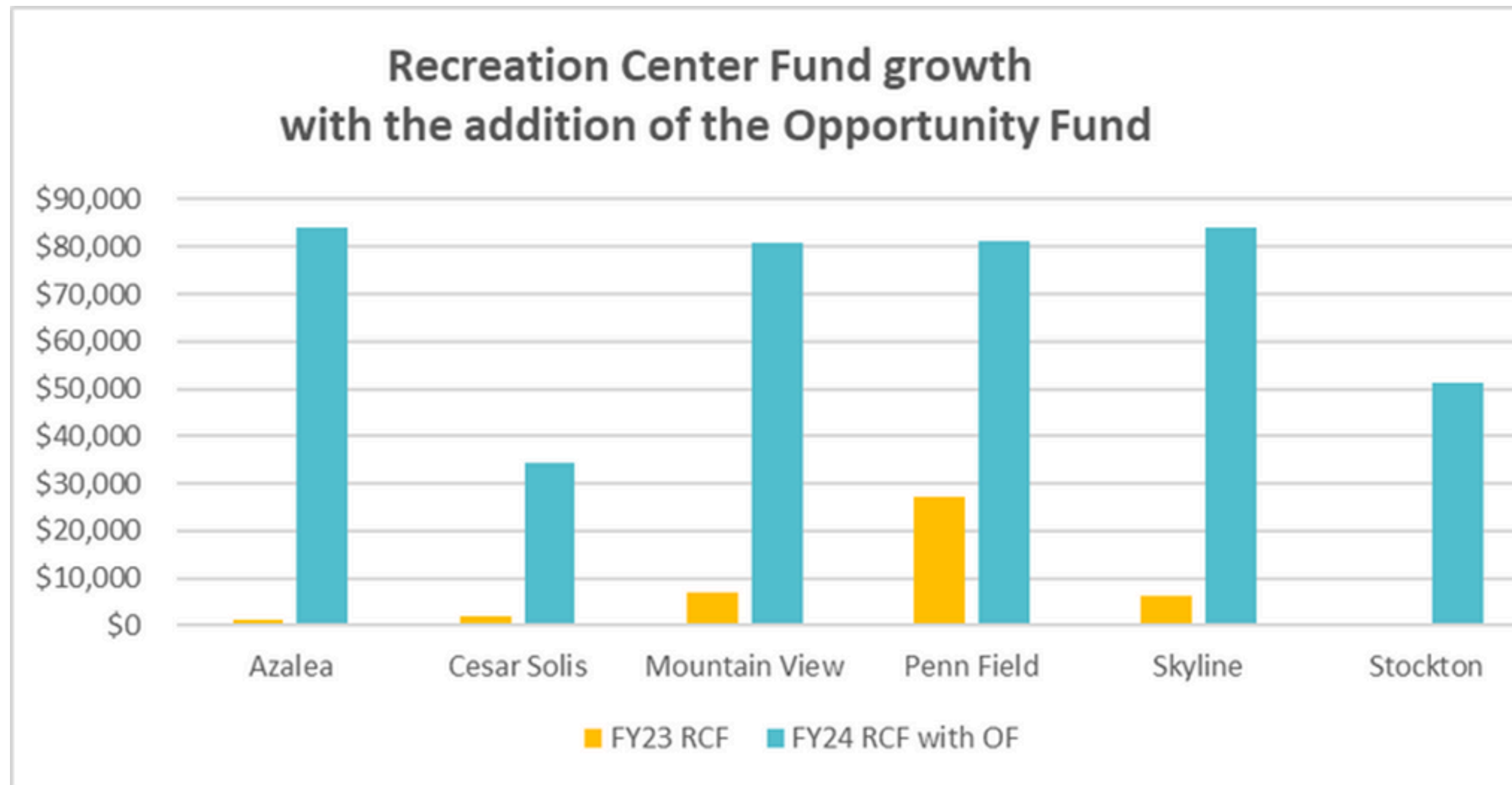
FIRST YEAR PROJECTIONS & REVENUE

- Original projected revenue - 1 million dollars
- First year revenue actuals was \$427,717.89



FIRST YEAR ALLOCATIONS

- The committee identified six (6) sites in CoCs eligible for FY24 funds with a target of providing each RCF with an average budget of \$84,000.



AZALEA RECREATION CENTER

FY24 OPPORTUNITY FUND ALLOCATIONS: \$82,700

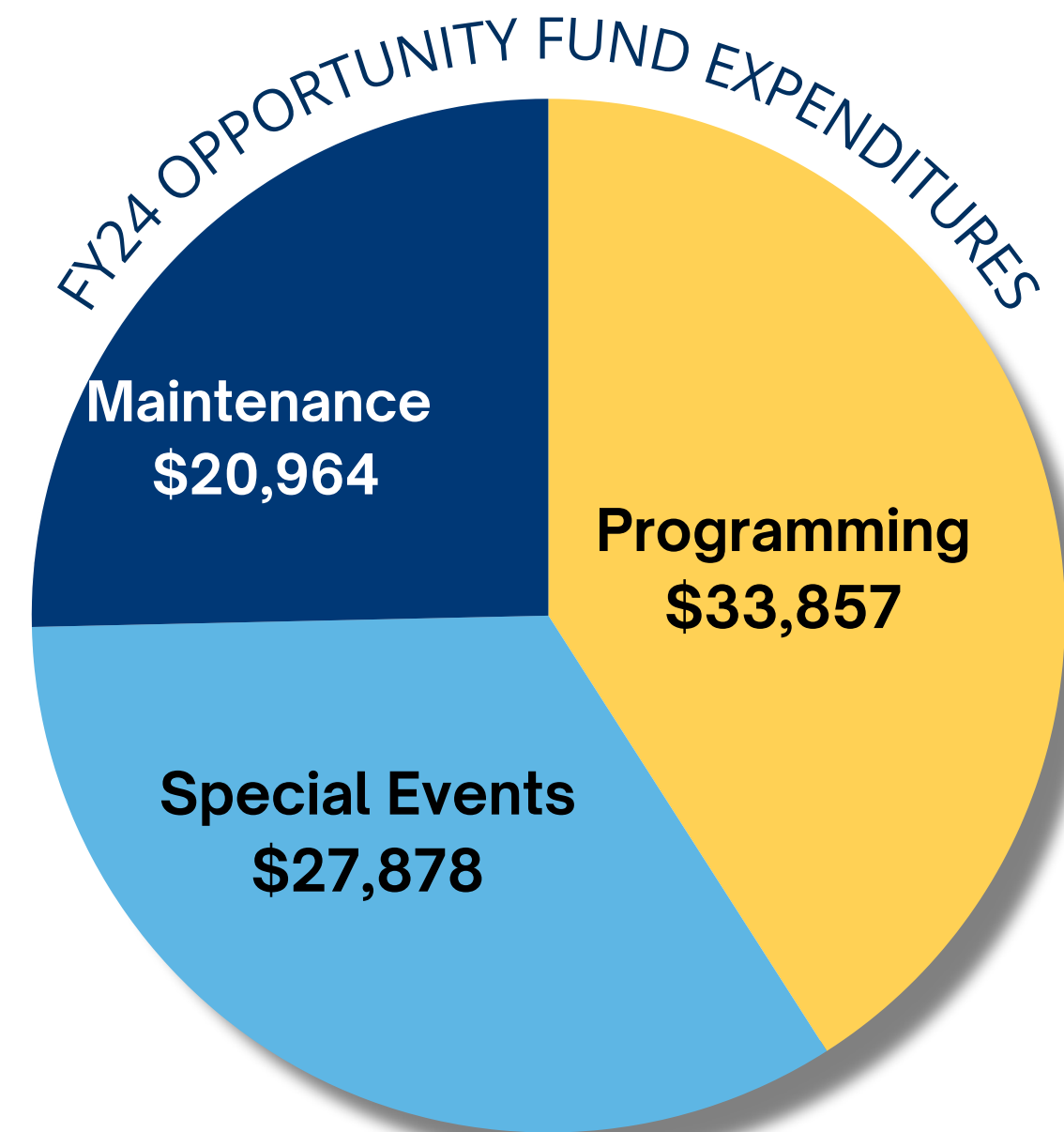


FY23 Budget

\$1,196

FY24 Budget +
Opportunity Fund

\$84,000



Parks and
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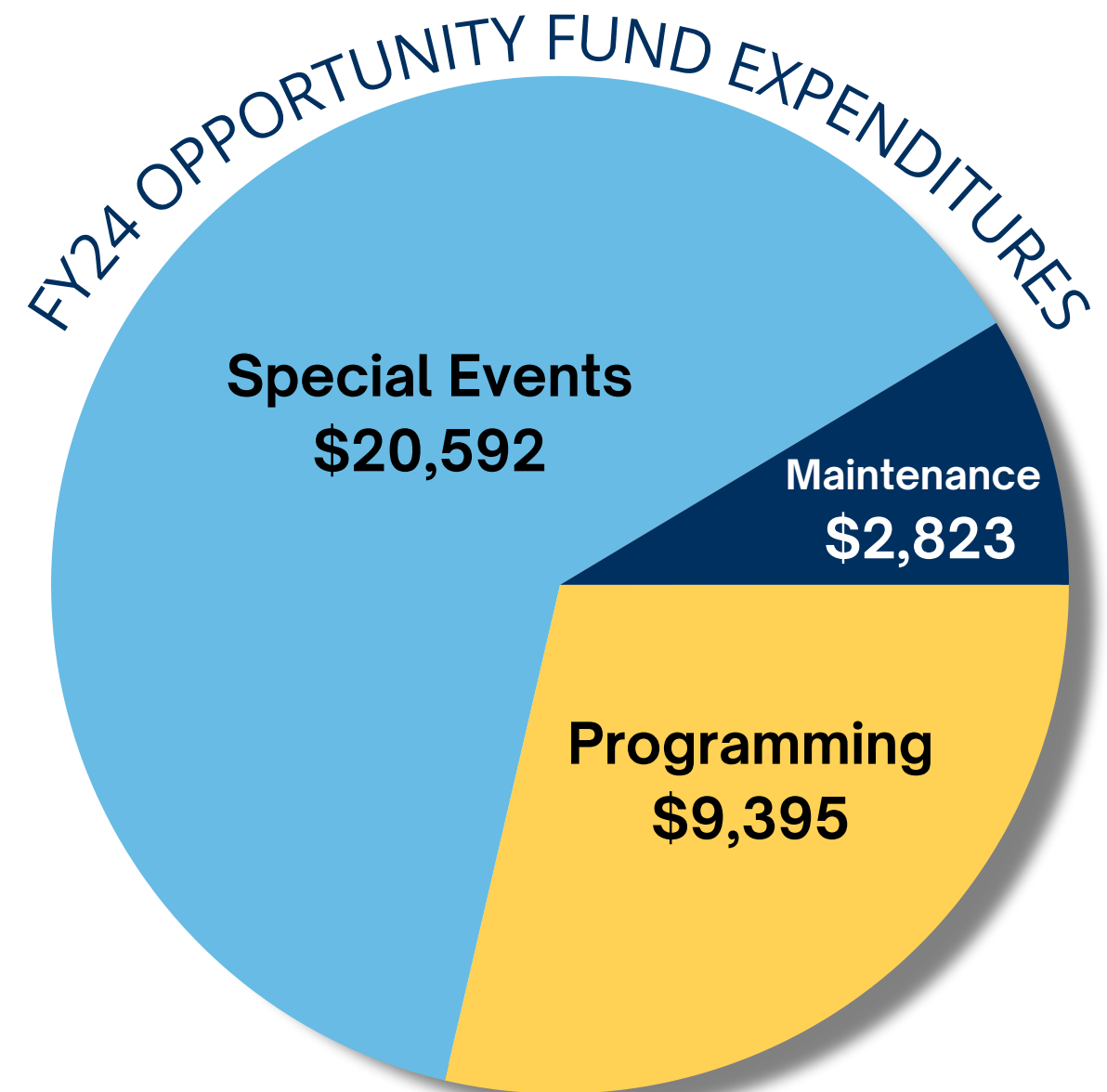
CESAR SOLIS COMMUNITY PARK

FY24 OPPORTUNITY FUND ALLOCATIONS: \$34,500



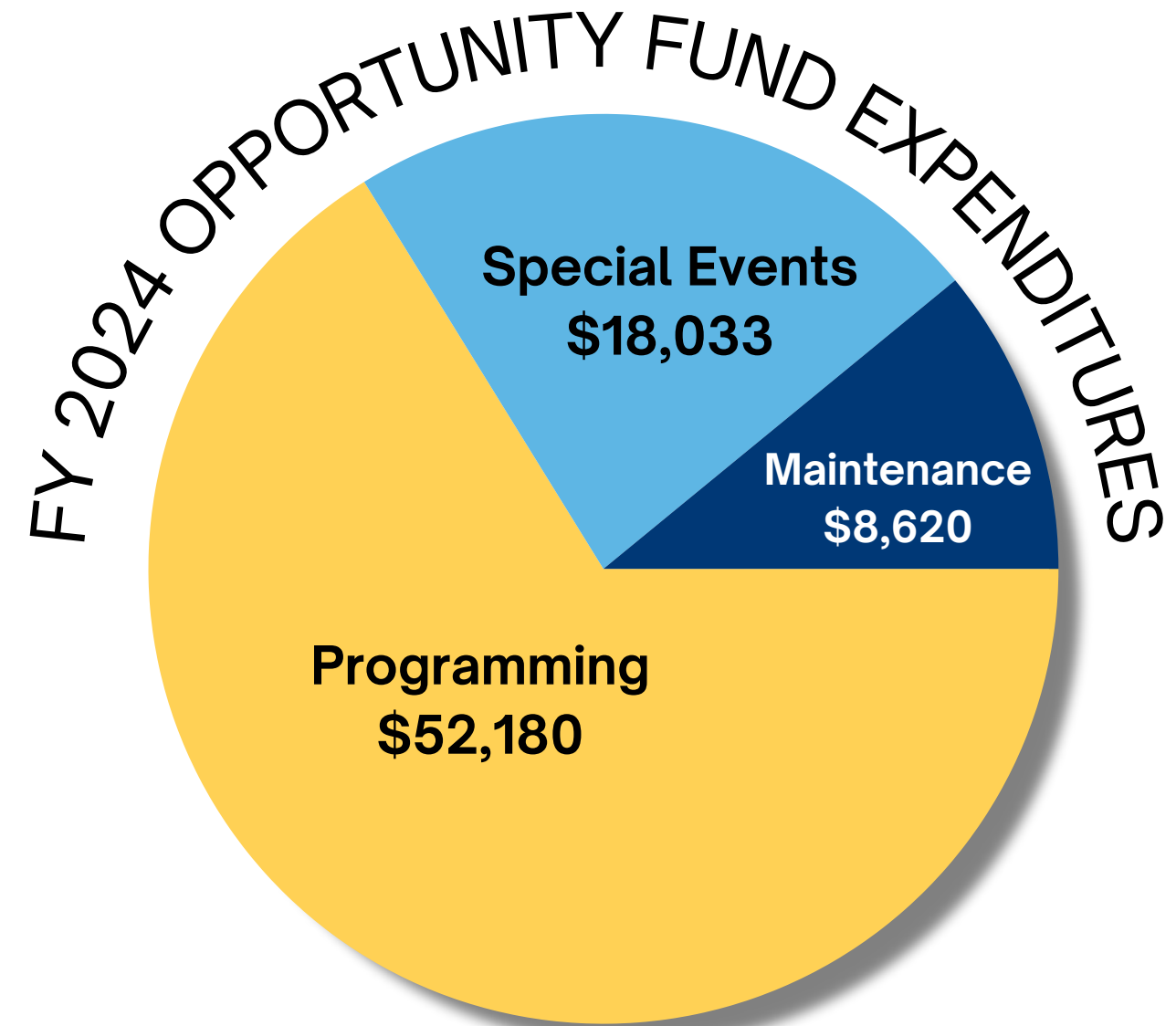
FY23 Budget
\$2,000

FY24 Budget +
Opportunity Fund
\$34,516



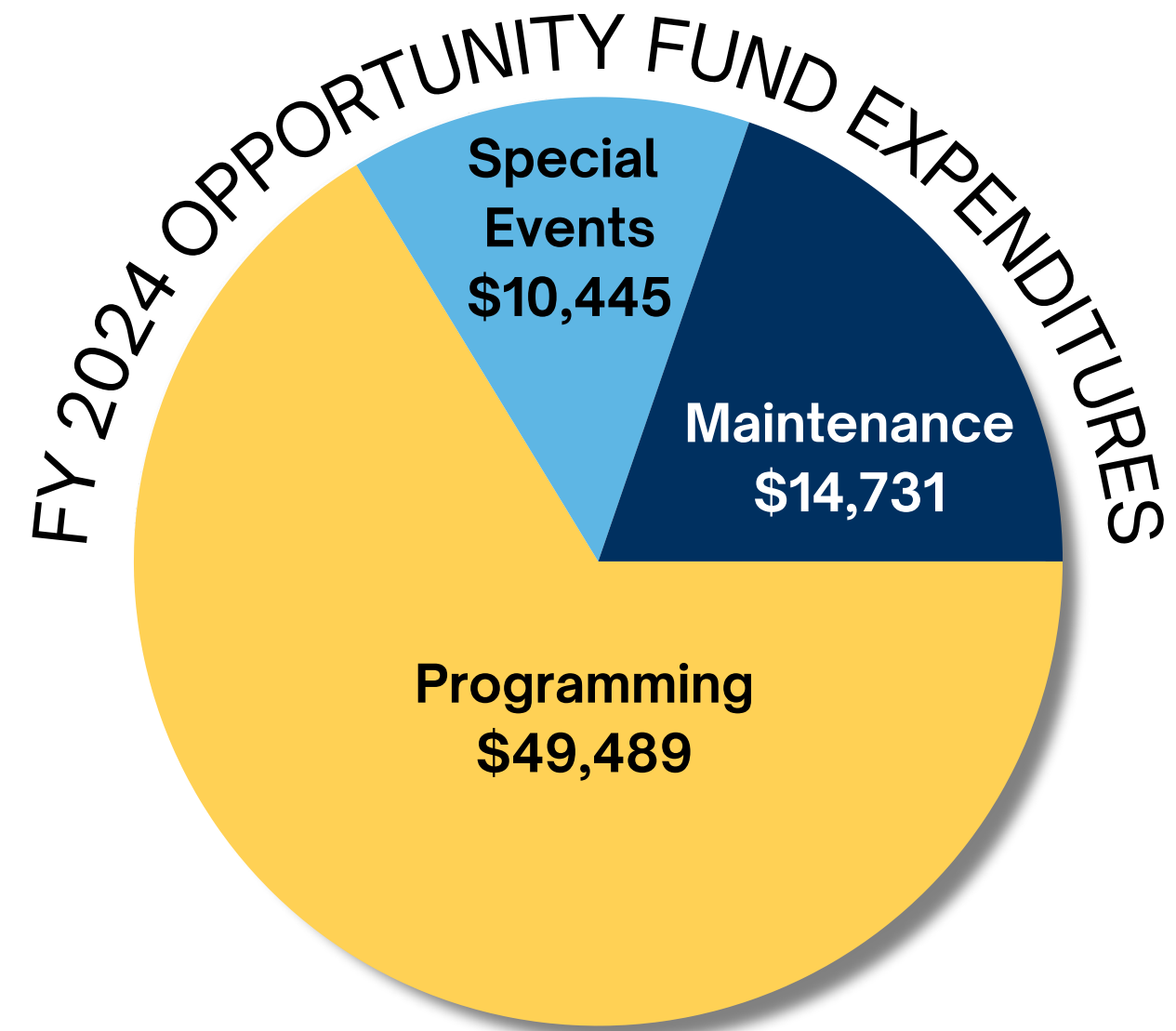
MOUNTAIN VIEW COMMUNITY CENTER

FY24 OPPORTUNITY FUND ALLOCATIONS: \$80,700



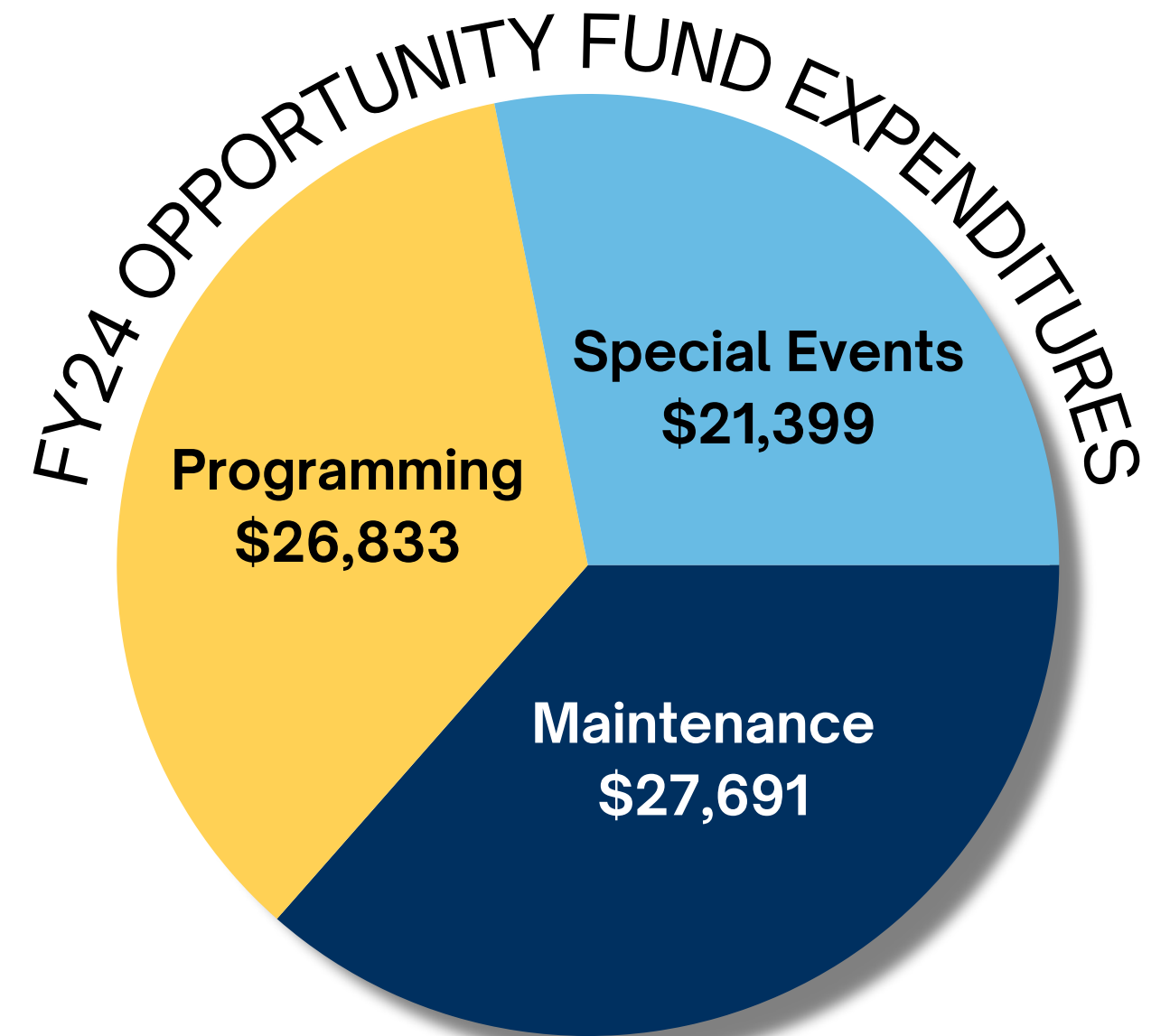
PENN ATHLETIC FIELD

FY24 OPPORTUNITY FUND ALLOCATIONS: \$74,700



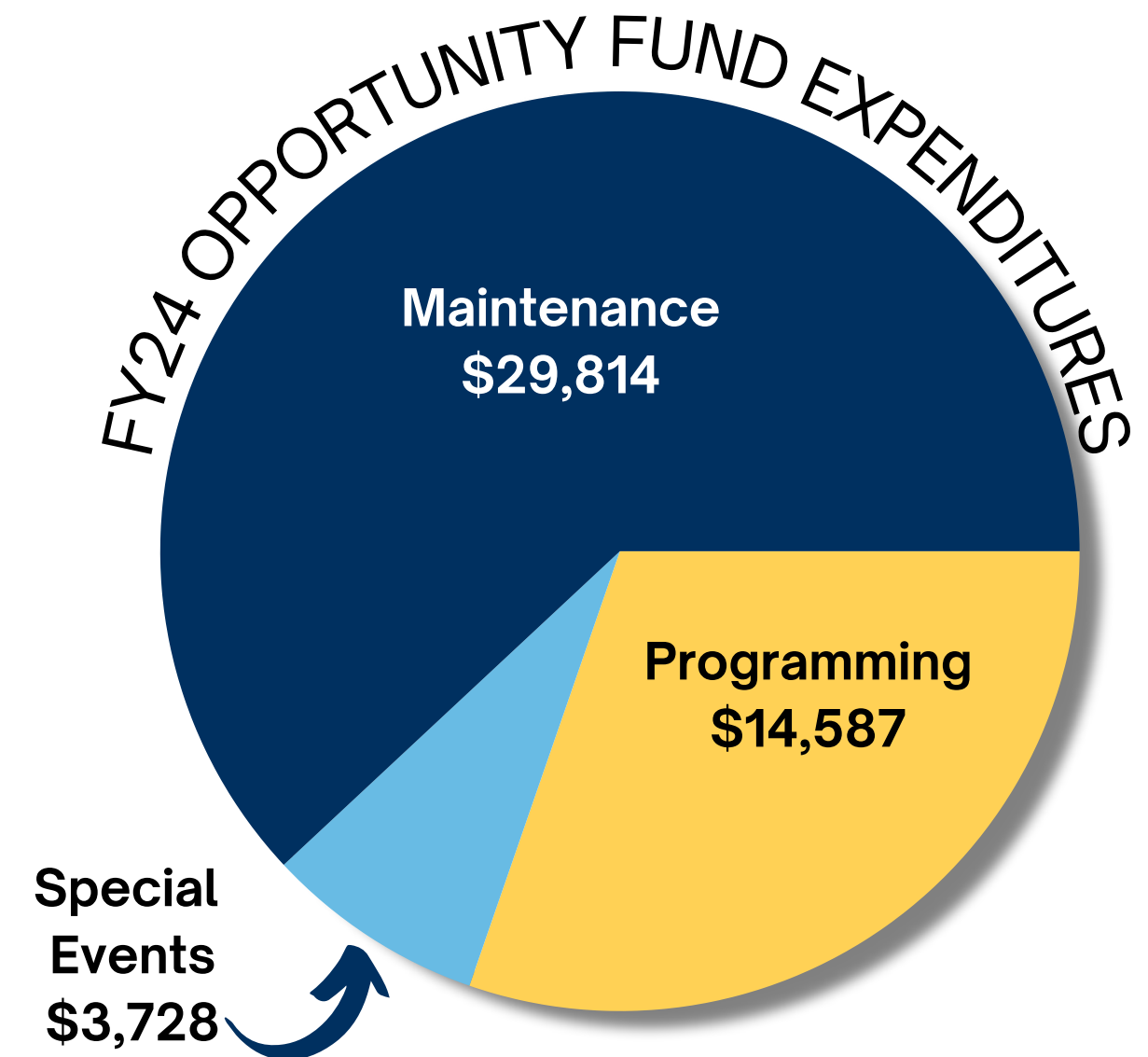
SKYLINE HILLS RECREATION CENTER

FY24 OPPORTUNITY FUND ALLOCATIONS: \$76,400



STOCKTON RECREATION CENTER

FY24 OPPORTUNITY FUND ALLOCATIONS: \$51,000



COMMUNITY IMPACT

2,052

**FY24 OPPORTUNITY FUND
PROGRAM PARTICIPANTS**

5,055

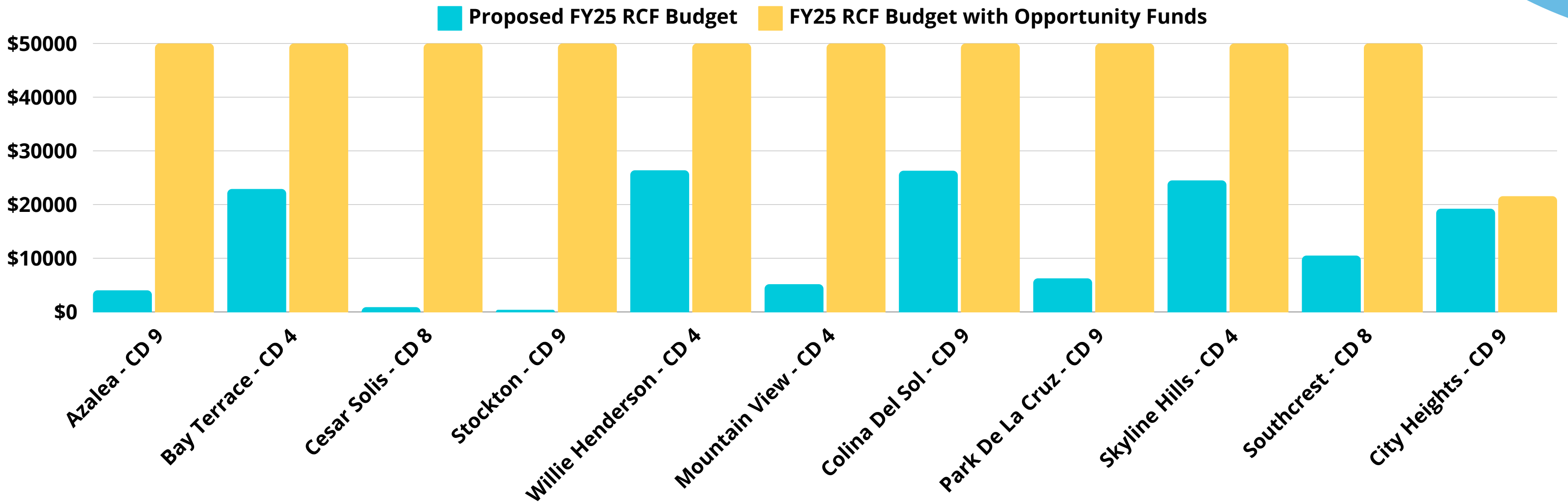
**FY24 OPPORTUNITY FUND
EVENT PARTICIPANTS**



**Parks and
Recreation**

LOOK AHEAD TO YEAR 2 ALLOCATIONS

The Committee recommended the Opportunity Funds for FY2025 be allocated to the following sites:



ANALYSIS OF NEW REVENUE SOURCES & RESOURCE ALLOCATION MODEL

- The evaluation committee will reexamine all qualifying criteria, including the Objective Scoring Matrix for RCF rankings, based on the available balance and proposed budget, while also considering the proximity of recreation centers within CoC
- Perform ongoing analyses of various resources, including Census Tract data, the Climate Equity Index, the Parks Master Plan, and the Department's Tactical Equity Plan, to ensure that current data and objectives are effectively integrated into the decision-making process
- Community Recreation Needs Assessment beginning in January 2025 will identify the specific programmatic and communication needs of each community in San Diego
- Pinpointing programmatic gaps, establishing benchmarks for program standards and communication practices, and determining the resources necessary to provide equitable recreational opportunities
- Actively exploring alternative revenue sources to enhance the Opportunity Fund and ensure a consistent level of programs and events across all recreation centers

CONCLUSION

- Recreation programs are essential for empowering underserved communities, providing not only opportunities for physical health and social engagement but also fostering a strong sense of belonging and community pride
- The impact of the Opportunity Funds has been significant, enabling residents to participate in enriching activities that enhance their well-being and set new expectations for their local parks
- The concern over potential funding cuts underscores the need for a reliable and equitable financial framework that ensures these beloved programs remain accessible to all
- By investing in recreation, we are not just enhancing individual lives but also weaving a stronger, healthier community fabric that benefits everyone, paving the way for a brighter future