



REPORT

THE CITY OF SAN DIEGO TO THE PARKS AND RECREATION BOARD

DATE ISSUED: February 14, 2025

REPORT NO.: 202

ATTENTION: Parks and Recreation Board
Agenda of February 20, 2025

SUBJECT: Community Recreation Needs Assessment Update

SUMMARY

THIS IS AN INFORMATION ITEM ONLY. NO ACTION IS REQUIRED ON THE PART OF THE BOARD.

BACKGROUND

In 2021, the City Auditor's office investigated inequities in the Parks and Recreation Department's programming, focusing on historically underserved communities. The Performance Audit of Equity of Recreation Programming revealed five key findings and 16 recommendations, highlighting resource shortages that hinder a strategic, data-driven approach to assess and meet community needs. A major recommendation was for the Department to conduct a Community Recreation Needs Assessment to address these inequities citywide.

DISCUSSION

In January 2025, the Parks and Recreation Department acquired Keen Independent Research for the first-ever Community Recreation Needs Assessment. Over the course of a year, this study team will assess programs, services, and facilities to evaluate how well we serve our diverse communities. This process includes virtual workshops, surveys, interviews, focus groups, and public meetings for community feedback and collaboration with local organizations to ensure broad engagement.

Respectfully submitted,

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cc: Council District 1,2,3,4,5,6,7,8,9 Office