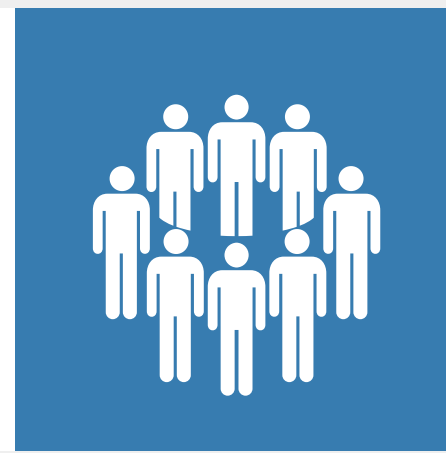
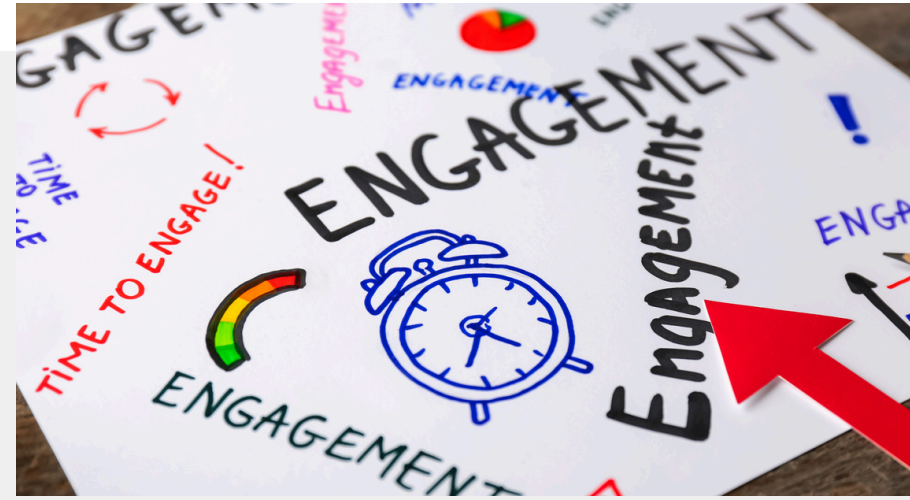


Ensure all community members have the opportunity to meaningfully participate in City decision-making that affects their lives.



Access to enjoyable fulfilling recreational opportunities to all



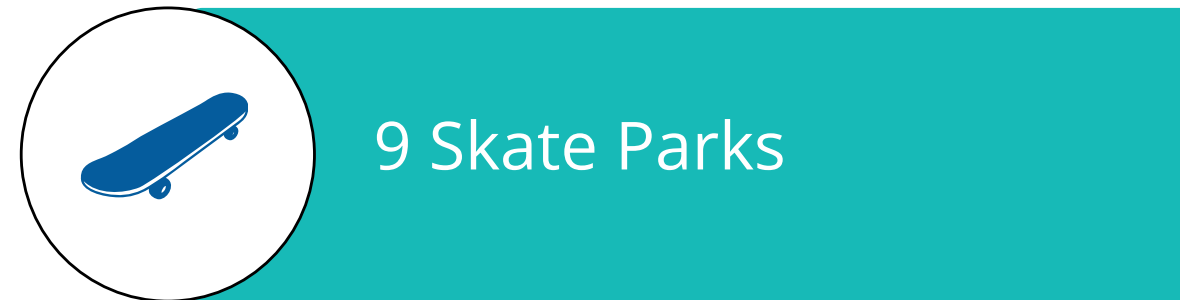
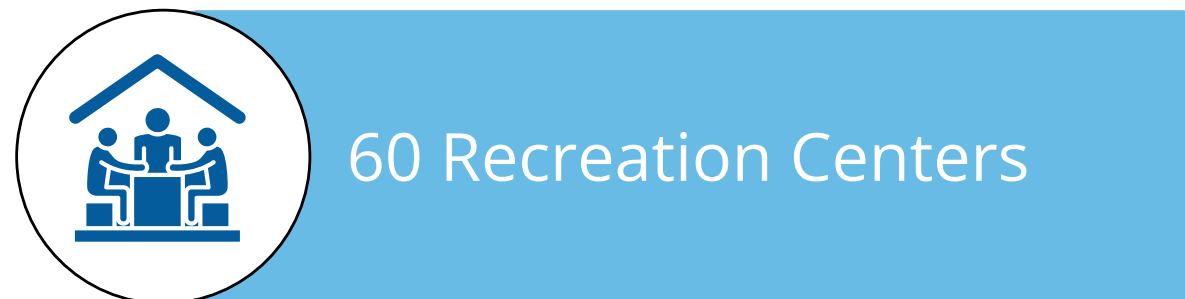
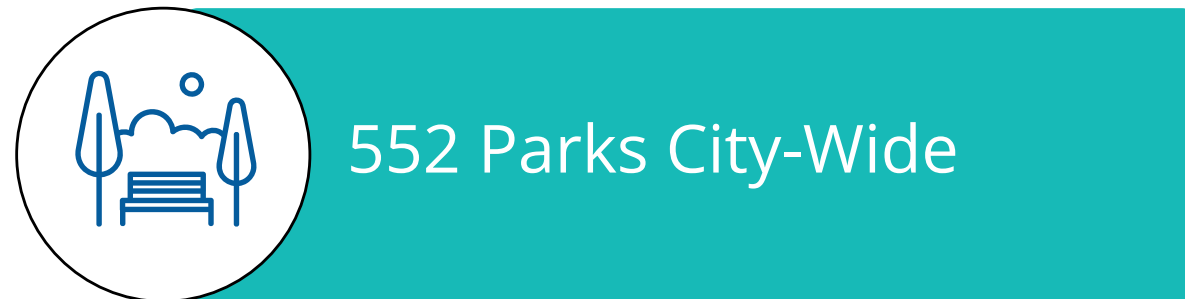
COMMUNITY RECREATION NEEDS ASSESSMENT

Parks and Recreation Board Item 202
February 20, 2025
Presenter: Salome Martinez



BACKGROUND

The City is home to 1,386,932 residents,1 with another 1,911,702 residents in the surrounding municipalities within the County of San Diego.



BACKGROUND

Performance Audit of Equity in Recreation Programming Completed in November 2021

Five Core Findings - 16 Recommendations:

Adequately support a strategic, data-driven approach to identify and evaluate community recreation needs.

Provide programs that meet the needs of each community.

Market and publicize recreation program opportunities, especially through social media.

Ensure materials are available in appropriate languages.

Reduce financial barriers to access.

BACKGROUND

The audit found that these limitations impact the Department's ability to effectively provide recreation programs equitably across the City.

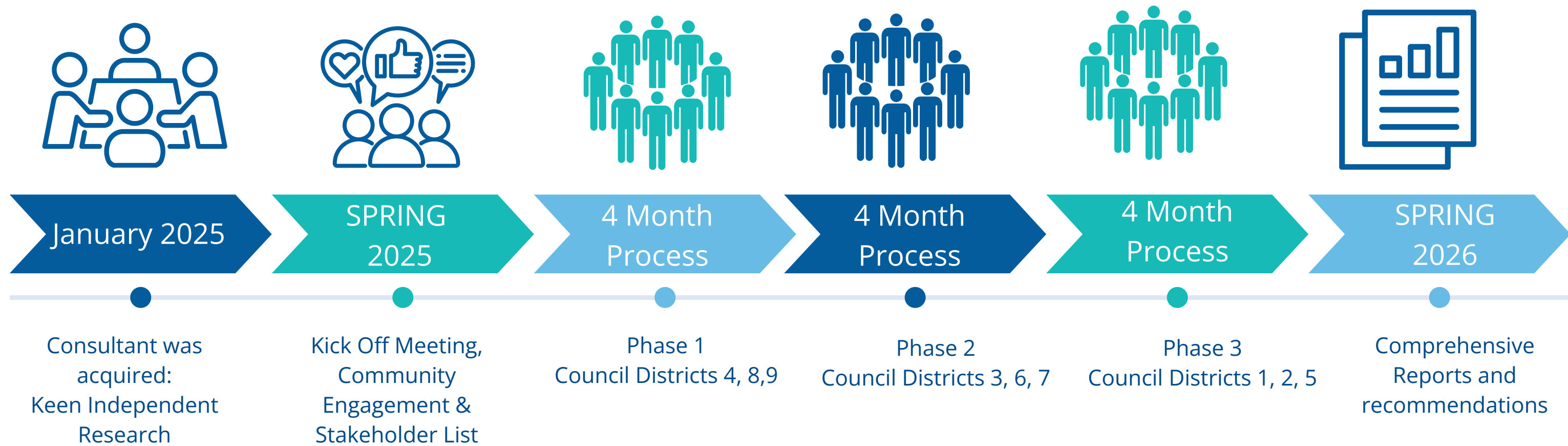
1 Key Recommendation:

Conduct a Community Recreation Needs Assessment

- Identify recreational needs and access barriers
- Better serve our residents
- Understand the recreational and communication needs
- Address the inequities from community to community



ASSESSMENT TIMELINE



COMMUNITY ENGAGEMENT

This process will include conducting market analyses and community engagement that meets people where they are, including outreach to historically under-resourced communities in San Diego.

Keen Independent will gather public input from:

- Parks and recreation users and potential users;
- Community-based organizations;
- SD Parks staff; and
- Others interested in participating.



SEEKING STAKEHOLDERS AND MEMBERS OF THE PUBLIC:

We invite you to be a part of shaping the future of our community!
Your input is invaluable, and we need your help in completing our
Community Recreation Needs Assessment.

By filling out the questionnaire,
you'll have the opportunity to
participate in workshops and
provide your feedback on the
issues that matter most to you.



Your voice matters, and together, we can create positive change.