

The City of
SAN DIEGO



Work Plan for



The City of San Diego

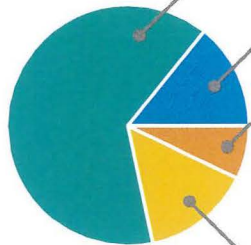
PARKS MASTER PLAN

San Diego Parks and Recreation Today

The City of San Diego operates and maintains a diverse and valued park system that serves millions of residents and visitors each year. The park system is made up of parks, recreation facilities and programs. The City park system does more than fulfill the public's need for leisure. It also supports San Diego's economic base through tourism and greatly enhances the City's ability to attract and retain businesses.

42,000+

Acres of Park Assets



26,912 acres
Open Space Parks

5,977 water acres
La Jolla Underwater Park

3,034 acres
Community, Neighborhood, Mini-Parks and Joint-Use Parks

6,174 acres
Regional Parks, Shoreline Parks and Beaches



57 Recreation Centers



13 Aquatic Complexes



3 Municipal Golf Complexes, including Torrey Pines, Mission Bay and Balboa Golf Courses



7 Skate Parks



17 Off-Leash Dog Areas

Building icon: Created by corensa from the Noun Project | Swimming icon: Created by Robert A. Di Iorio from the Noun Project | Golf icon: Created by Ghoshal from the Noun Project | Skateboard icon: Created by Scott Lewis from the Noun Project | Dog icon: Created by iconation from the Noun Project

The City Parks and Recreation System

Community and Neighborhood Parks and Recreation Facilities

Community and neighborhood parks, recreation centers and aquatic complexes that are located in proximity to residents and are intended to serve the daily needs of the community.



Regional Parks, Shoreline Parks and Beaches

Regional parks are located at sites of distinctive scenic, natural, historical or cultural features such as Balboa Park, Mission Bay Park and Mission Trails Regional Park. Shoreline parks and beaches are located along the coast, including Kellogg Park and Mission Beach.



Open Space Parks

Open space parks are city-owned land, canyons, and mesas that can serve multiple community plan areas. These parks preserve and protect natural habitats while providing access for hiking, biking and equestrian trails such as Black Mountain Open Space Park and Tecolote Canyon Park.



Recreational Programming and Services

Recreational programs and services serve a diverse population with a variety of needs and priorities such as youth and adult athletic programs, learn-to-swim aquatic programs, therapeutic recreation, senior services and civic dance.



San Diego Parks and Recreation Tomorrow

PMP Goals and Objectives

Why is the Parks Master Plan needed?

The City of San Diego, like most cities across America, is entering an era of innovation for parks and recreation planning and management. Driven by changes in community demographics and lifestyles, the nature of play and leisure is changing. The City must also reexamine the way it defines and meets desired service levels as communities grow and develop.

The Parks Master Plan (PMP) offers an exciting opportunity to build on the current parks and recreation system. The PMP will explore needed strategies for delivering a diverse and meaningful array of parks, recreation facilities and programs. It also focuses on how to offer quality facilities citywide and how to identify sustainable funding resources for new facilities, maintenance and staffing.

The PMP will serve as a long-term roadmap for creating a world-class parks and recreation system that is:

Relevant – Parks and recreational programs should meet the changing needs and preferences of residents.

Accessible — Every resident should be able to access a meaningful park space or program by walking, biking, taking mass transit or driving.

Iconic — Parks should reflect the unique qualities of their settings and enhance the image of San Diego and its diverse communities.

Sustainable — Park improvements, programs, and management strategies should contribute to community economic development, social well-being, and a healthy environment.

Equitable— Every resident should be able to enjoy parks and recreational programs regardless of income, age, race, ability or geographic location.

Project Goals

- Guide park acquisition, design and construction, and recreation programming for the next 20 to 30 years;
- Address park deficits to create equity in all communities;
- Reevaluate service level standards (currently 2.8 acres/1,000 residents);
- Identify new definitions for what a park is and define park equivalencies;
- Identify implementation strategies and funding options; and
- Identify parks and recreation facilities connectivity through trails and bike routes.

Project Objectives

- Evaluate the existing park system and recreation programs;
- Understand demographic and population trends;
- Identify community-specific recreation needs and priorities;
- Outline opportunities for providing recreation space in areas with limited land;
- Develop methods to implement the City's Climate Action Plan strategies and goals;
- Create funding strategies to implement the PMP, including phasing;
- Determine metrics to measure success; and
- Create park equivalencies criteria and toolbox.



Parks Master Plan

Approach: Step by Step

Project Timeline

FALL 2017 to SUMMER 2018

FALL 2018 to WINTER 2019

SPRING 2019 to FALL 2019

WINTER 2020 to FALL 2020

1 Learning Existing Conditions

Project Coordination

- Kickoff Meeting
- Work Plan Creation
- Website Development
- Public Involvement Plan Development

Existing Conditions Analysis

- Data Review
- Policy Documents Review
- Demographics and Population Analysis
- High-level Lifestyle Analysis
- Climate Action Plan Analysis and Summary
- Tree Canopy Opportunities Analysis
- Recreation Programs and Services Assessment

Parks Master Plan Work Program Presentation

- Park and Recreation Board
- Community Planners Committee
- Planning Commission
- Council Committee
- City Council

2 Exploring Needs and Priorities

Qualitative Techniques

- Regional Focus Workshops
- Stakeholder Interviews
- Online Survey & Engagement

Quantitative Techniques

- Statistical Survey
- Benchmark Comparison of Service Levels
- Level of Service Analysis
 - Facility
 - Acreage
 - Access (facilities and activities)

Observational Techniques

- Recreation Program Evaluation
- Trends Analysis

Existing Conditions/ Needs and Priorities Presentation

- Park and Recreation Board
- Community Planners Committee
- Planning Commission
- Council Committee
- City Council

3 Envisioning Long-Range Park Planning

Visioning Workshops

- Overall Planning Process
- Summary of Existing Conditions Analysis
- Summary of Needs and Priorities Analysis
- Vision Statement
- Guiding Principles, Goals and Policies
- Conceptual Parks System Vision Map

Long-Range Park Planning Vision Presentation

- Park and Recreation Board
- Community Planners Committee
- Planning Commission
- Council Committee
- City Council

4 Implementing Parks Master Plan

Implementation Workshop

- **Strategic Plan Development**
 - Short-term, mid-term and long-term actions
 - Priority projects
 - Funding strategies
 - Partnership opportunities

Park Master Plan Review

- Community Open Houses

Parks Master Plan Work Program Presentation

- Park and Recreation Board
- Community Planners Committee
- Planning Commission
- Council Committee
- City Council

Public Involvement Public Engagement is integrated into each step of the planning process



PHASE 1

Learning >

Existing Conditions

Information Gathering and Synthesis

To create a solid basis for recommendations, the PMP will rely on the evaluation and analysis of current conditions in the parks and recreation system, along with trends influencing recreation needs and interests. The planning team will organize information in a graphic, easy-to-use format that will be available in print and on the project website at <https://cityofsandiegoparksplan.com>.

WHAT MAKES A GREAT PARK SYSTEM?



What the PMP will study



Recreation Programs Services and Facilities

How well do parks, facilities, and programs meet residents' needs?



Demographic Trends

How do changes in communities affect recreation demands?



Climate Action Plan

How can parks and open space help the City adapt to climate change?



Park Service Levels

How do we measure if the parks and recreation system meets residents' needs?



Value of Parks

How do parks create value for neighborhoods?



Lifestyle Analysis

How do changes in residents' lifestyles affect recreation interests?

PHASE 2

Exploring >

Needs and Priorities

Open, Transparent and Inclusive Outreach

The Needs and Priorities assessment focuses on qualitative and quantitative techniques that will evaluate and document San Diego's true needs and priorities. This approach answers critical questions about program needs, satisfaction levels, park and recreation facilities' needs, barriers to participation, park service levels and park equivalencies.

One of the first public outreach efforts will be a statistically valid survey to randomly selected households. Survey questions will solicit public input on needs and priorities for future development of park facilities, park service levels and recreation programs. The public at large will also have the opportunity to participate in a similar questionnaire as part of an online engagement activity on the project website at <https://cityofsandiegoparksplan.com>.

Regional workshops will be held to inform the public on the planning process, existing conditions of parks and recreation facilities and to obtain needs and priorities for the future. The planning team will conduct a regional workshop in each of the City's Council Districts, as well as the downtown area.

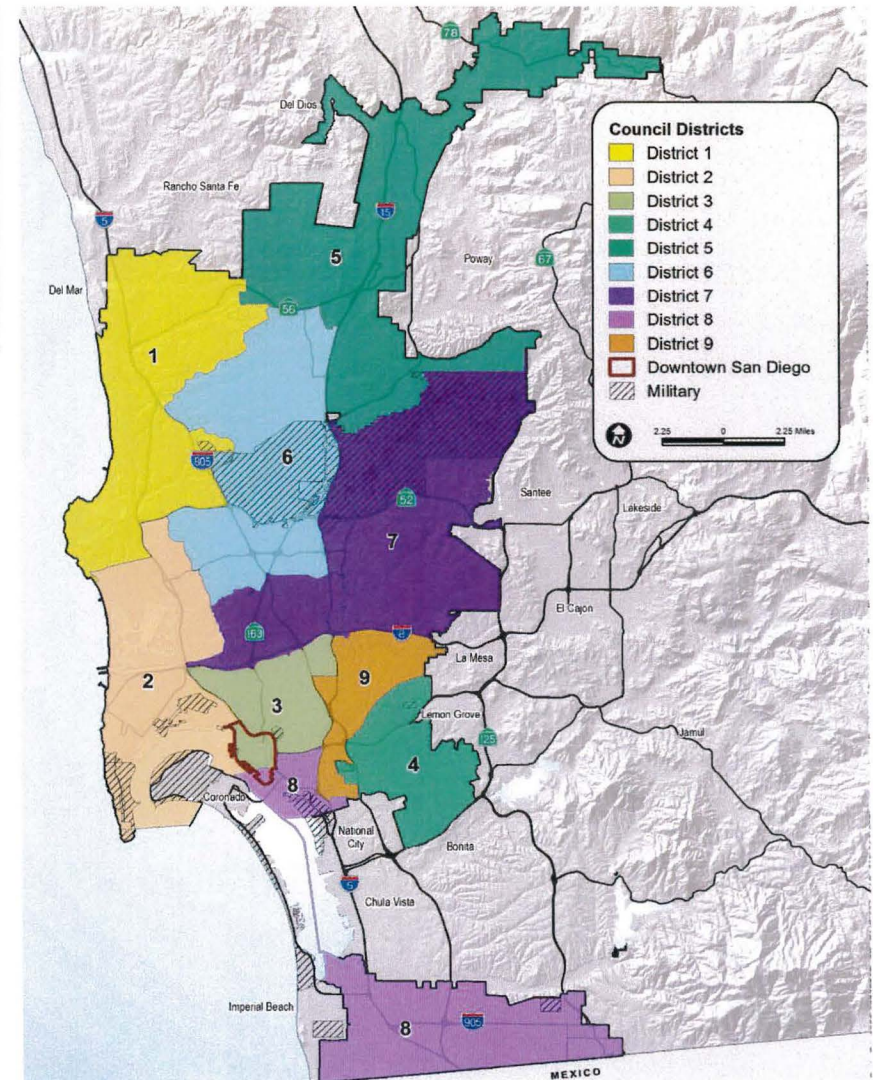
Interviews will be held as an opportunity for key stakeholders to share information through an interactive and candid dialogue on the existing

conditions of parks and recreation facilities, future park service levels, recreational programs that are needed, the vision for the PMP and potential implementation strategies. Stakeholders may include representatives from educational institutions, sports users, seniors, persons with disabilities, economic development and tourism interests, sustainability and conservation organizations, transit and mobility planners, elected officials, community groups and

Public Involvement Plan Goals

- Elevate the visibility of parks and existing recreational opportunities in San Diego.
- Raise awareness of how parks and recreation facilities contribute to health, sustainability, and economic development.
- Strengthen understanding of specific park planning issues, such as park service levels and innovative future approaches for prioritizing, providing and paying for new parks and recreation facilities and services.
- Gain meaningful input to understand residents' needs and priorities for park facilities and programming.
- Broaden support for policies, projects, programs, and implementation strategies.

A Citywide Planning Effort



PHASE 3

Envisioning >

Long-Range Park Planning

Vision, Goals and Policies

Envisioning involves development of long-range goals and policies for parks and recreation facilities, open space lands and trails, resource-based parks, recreational programming and implementation.

The envisioning workshops will help to:

- Understand existing conditions for parks, recreation facilities and programs
- Understand residents' needs and priorities
- Develop park service levels
- Define a vision statement and guiding principles based on shared beliefs valued by the public
- Identify goals and policies for the parks and recreation system
- Examine park equivalency criteria
- Explore potential partnership opportunities
- Develop park and facility improvement priorities and recommendations



A long-term, system-wide vision for parks and recreation



PHASE 4

Implementing >

Parks Master Plan

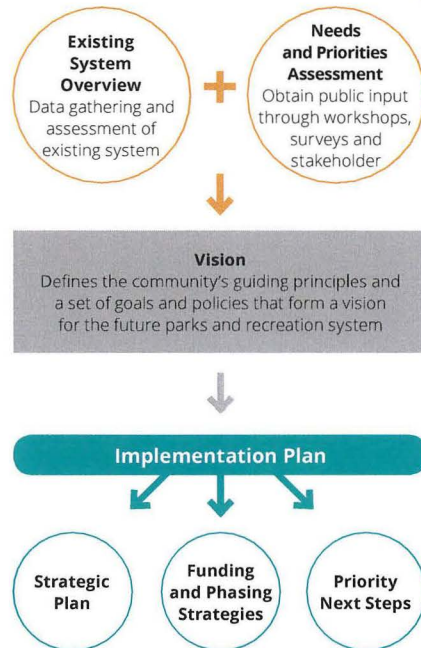
Strategies and Recommendations

Implementation of the PMP consists of key strategies and coordination with other citywide policy documents and plans. This effort includes understanding costs to implement the goals and policies of the PMP, including land acquisition, design and construction of park facilities, deferred maintenance needs, recreation programs, and operations/maintenance. Potential funding and partnerships, as well as progress measurement tools that allow for flexibility over time will be included in the strategies. Tasks include:

- Implementation workshop
- Short, medium and long-term strategic planning
- Park acquisition location and prioritization
- Cost estimates
- Funding analysis

Pathway to Adoption

Adoption of the PMP will begin with three public open house workshops to gain input at the same time the draft PMP is available online for public comment. The next step will be to present the draft PMP and receive recommendations of approval from advisory bodies that include the Parks and Recreation Board, the Community Planners Committee, the Planning Commission and Council Committee. Final approval and adoption will occur with the San Diego City Council.



Implementation and Funding Strategies



Policies

- Integrate PMP recommendations into the City's long-range plans;
- Update population-based service level standards based on park needs and experiences;
- Update impact fee structure to be consistent with PMP objectives; and
- Update the City's Consultant Guide for Park Design to be consistent with the PMP.



Initiatives

- Evaluate the Parks and Recreation Department mission and vision for alignment with PMP vision, goals and policies;
- Develop a system-wide branding and wayfinding program to create a consistent image and branding for the City's park and recreation system;
- Strategically design parks for co-benefits and invest in parks to leverage community economic development; and
- Ensure that all parks and recreation facilities are incorporated into transportation planning.



Funding

- Explore funding sources to address deferred maintenance, upgrade of existing facilities, land acquisition and the development of new park facilities;
- Evaluate effective public and private financing options;
- Research a focused approach for capital improvement reinvestment in facility and park projects to secure and improve conditions of existing assets; and
- Identify co-benefits with other public facilities and infrastructure to leverage multiple funding sources.



Actions

- Identify priority projects or next implementation steps for the first five years;
- Develop 10-year goals and objectives with long-term (10+ year) goals for the implementation of the City's Parks and Recreation system;
- Identify park acquisition acreage needed, selected locations and highest priorities; and
- Improve or create new recreation programs to be provided in the first five years.

Showell.com - Created by Dev Patel from the Hour Project

The City of
SAN DIEGO 

www.CityofSanDiegoParksPlan.com

DATE: April 25, 2018

FROM: Planning Department

SUBJECT: Work Plan for City of San Diego Parks Master Plan

OVERVIEW:

The City of San Diego Parks Master Plan is a citywide planning project to create a policy document that will provide guidance for a balance of parks and recreation opportunities throughout the city. This three-year planning effort includes citywide public outreach to develop the policy document and identify recreational programming needs and strategies to implement the Parks Master Plan.

DISCUSSION OF ITEM:

The existing parks and recreation system includes over 42,000 acres of developed parkland, beaches and shoreline parks, and open space parks, that offer a diverse range of recreational opportunities. The Parks and Recreation Department offers approximately 100 recreation programs and currently manages:

- Two hundred and twenty-nine (229) Population-based parks, including seven (7) Skate parks and seventeen (17) Dog off-leash parks.
- Three (3) municipal golf complexes, including Torrey Pines, Mission Bay and Balboa golf courses.
- Sixty-one (61) open space parks.
- Thirteen (13) Aquatic Complexes and fifty-seven (57) Recreation Centers.

Purpose of the Parks Master Plan

The City of San Diego, like most cities across America, is entering an era of innovation for parks and recreation planning and management. Driven by changes in community demographics and lifestyles, the nature of play and leisure is changing. As communities grow and develop, the City must also reexamine the way it defines and meets desired service levels. The Parks Master Plan offers an exciting opportunity to build on the current parks and recreation system. It will explore needed strategies for delivering a diverse and meaningful array of parks, recreation facilities, and programs. The Parks Master Plan will serve as a long-term road map for creating a public parks and recreation system that is relevant, accessible, sustainable, and equitable, and reflective of the unique qualities of San Diego.

General Plan Goals for the Parks Master Plan

Within the City's General Plan (2008), the Recreation Element contains goals and policies to build upon the City's natural environment and resources, to enhance existing recreation facilities and services, to help achieve an equitable balance of recreational resources, and to adapt to future recreation needs. One of the primary goals of the Recreation Element is the "Preparation of a citywide, comprehensive Parks Master Plan (PMP) to guide park and open space acquisition, design and development, recreational programming and needed maintenance over the next 20-30 years." The General Plan states that the PMP should provide guidance for an ideal balance of recreational opportunities throughout the City. This is best achieved by considering a number of factors, such as park service levels, changing demographics, evolving trends in recreation, and future opportunities for expanding the parks system.

Parks Master Plan Schedule

The planning effort for the Parks Master Plan involves four steps:

Learning Existing Conditions:

Existing conditions analysis of the parks, recreation facilities and programs; demographic and population analysis; lifestyle analysis; review of guiding documents; climate action plan opportunities and the launching of the project website (Fall 2017 to Summer 2018).

Exploring of Needs and Priorities:

Staff and key stakeholder interviews; statistical survey on park needs; online engagement and regional workshops on park service levels; and program needs and priorities (Fall 2018 to Winter 2019).

Envisioning Long Range Park Planning:

Public workshops to create a vision, goals, and guiding principles for the Parks Master Plan; and Parks and facility improvements recommendations (Spring 2019 to Fall 2019).

Implementing the Parks Master Plan:

Funding analysis and strategies; short-term and long-term action items to implement the Parks Master Plan; preparation of the first draft of the Parks Master Plan; public outreach on the draft Parks Master Plan, public comment on the draft environmental document; approval process through advisory committees; and adoption by City Council (Winter 2020 to Fall 2020).

Public Outreach Effort

One of the important steps in the planning process is to understand the public's recreational needs, interests and priorities. Over the three year planning effort, the Parks Master Plan will gather input from residents in communities across the City in different ways, including: regional focus workshops, stakeholder interviews, online activities, statistically valid survey, and social media. The planning process is guided by a broad, citywide outreach and public participation program. The project website was launched in January 2018, with information on the Parks Master Plan purpose and a sign up webpage for project updates and meeting notifications.

The public outreach effort incorporates special considerations to assure all residents can participate. These considerations include the use of simple, clear language to ensure outreach materials are understandable, engaging and emphasize themes such as family and everyday quality of life. All of the meeting facilities will be accessible to all people. In addition, public outreach will be distributed across City Council Districts with additional focused outreach efforts occurring in the areas with higher numbers of limited English speakers, minority populations, and/or low-income populations. Outreach events in communities with a concentration of Spanish speakers a Spanish-speaking facilitator will be present. For communities with limited English proficiency other than Spanish, and for communities with minority populations and/or low-income populations, the project team will partner with community-based organizations for assistance with communication and to encourage attendance at public outreach events.

The City has sent out a statistically valid survey to selected households to achieve a random distribution across City Council Districts. Respondents will have the option of completing a printed, telephone, or online survey. Survey questions will solicit public input on park/program usage and satisfaction, parks and recreation programming needs, the distance residents are willing to travel to visit a park or facility, and the prioritization of actions that the City can take to improve the parks and recreation system. The public at-large will also have the opportunity to participate in a similar questionnaire as part of an online engagement opportunity through the website. The results of the survey will inform the assessment of community needs and priorities for facilities and programs, and highlight priorities and options to guide the visioning phase.

Next Steps

Regional workshops will be held in each of the nine Council Districts with an additional workshop being held Downtown San Diego. Workshops will be scheduled this summer, dates and locations to be determined. The regional workshops will be open house 2-hour sessions where members of the public will be presented an overview of the PMP process, a summary of the existing conditions and interactive topic stations designed to gain input from the community on needs and priorities. Tables with laptops or tablets will also be available enabling participants to complete an online engagement activity in a variety of languages.

Project Information and key meeting dates for the San Diego's Parks Master Plan will be available on the project website: www.CityofSanDiegoParksPlan.com

City of San Diego Parks Master Plan - Work Plan

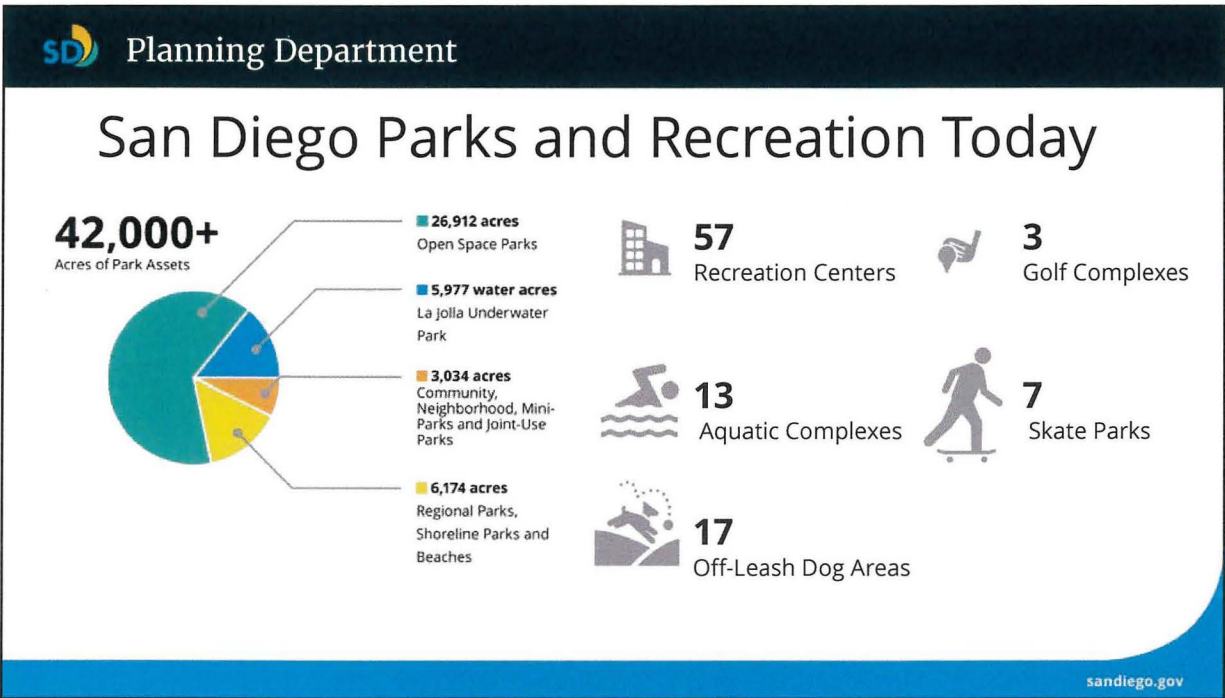


 Planning Department

The PMP



- Three-year citywide planning effort to shape the future of parks, recreation facilities and programs for the next 20-30 years
- PMP Work Plan outlines goals, what we will study, schedule, and public outreach



Why is the PMP Needed?

- Changes in demographics & lifestyles are reshaping recreation needs
- The PMP is an opportunity to:
 - Reexamine current service levels
 - Identify new funding sources
 - Implementation plan

sandiego.gov

General Plan Goals

- Prepare a citywide, comprehensive Parks Master Plan
- Build on the existing park system
- Achieve an equitable balance of recreational resources
- Adapt to future needs
- Keep pace with population growth



PMP Goals

- Guide future acquisition, design, construction and programming
- Address park deficits to create equity
- Identify new park definitions of what a park is
- Promote connectivity to parks and recreation facilities
- Identify implementation strategies and funding options



Project Schedule

- Three-year planning effort
- Four phases
 1. Existing Conditions
 2. Needs and Priorities
 3. Envisioning
 4. Implementing



Public Outreach Effort

- Surveys
- Workshops
- Stakeholder meetings
- Online activities



Special Considerations for Outreach



- Using clear, simple language
- Accessible workshops in different regions of the city
- Spanish facilitators
- Partner with community organizations to get the word out

Project Website

cityofsandiegoparksplan.com



Regional Workshops

- Located in each of the 9 Council Districts and Downtown
- Scheduled this summer
- Open House style workshops



Get Involved

- Join the mailing list
- Attend workshops
- Online engagement activities
- Spread the word

