



REPORT

THE CITY OF SAN DIEGO TO THE PARKS AND RECREATION BOARD

DATE ISSUED: January 10, 2024

REPORT NO.: 201

ATTENTION: Parks and Recreation Board
Agenda of January 18, 2024

SUBJECT: Come Play Outside 2023

SUMMARY

As part of Mayor Todd Gloria’s “Summer for All of Us” initiative, Come Play Outside (CPO) began as a response to the long-term COVID-19 pandemic closure when many public facing amenities such as parks, schools, recreational amenities, programs, and aquatic facilities in the City of San Diego saw temporary closure due to public health orders related to the pandemic. Park closures resulted in youth remaining indoors, which resulted in a significant decrease of physical and social activity.

CPO targets youth in historically underserved communities, identified as Communities of Concern in the 2021 Climate Equity Index. In a world where the average American spends 7 hours and 4 minutes looking at a screen each day, CPO shifted the narrative for many San Diegans and provided equitable access to an abundance of quality recreational activities and events with the goal in mind of building strong and healthy communities. Since its inception in July 2021, CPO has positively impacted over 98,769 youth, adults, and seniors in underserved communities.

DISCUSSION OF ITEM

Come Play Outside Programs

In 2023, CPO focused on expanding programs over the summer at twenty-four recreation centers and four aquatic centers in San Diego’s most underserved communities, which are located in Council Districts 3, 4, 7, 8, and 9. The initiative provided a variety of programs and events connecting youth with the outdoors, promoting mental and physical health, and improving wellness. CPO programs included summer day camps, movies in the park, deep sea fishing trips, SNAG Golf, nature camps, free swim lessons, Junior Pool Guard program, Teen Nite, specialty camps, enrichment classes and Parks After Dark. Goals of the planned events were to provide increased access to recreational programs and offer activities that were reflective of the communities’ interests and requests.

In its’ third year of implementation, the 2023 CPO program offered over 300 classes and 149 weekly summer camps, as well as 80 Teen Nite events across 10 locations and 34 movies in the park. Year-after-year CPO programs continue to grow with additional financial support.

To ensure successful implementation of Come Play Outside programming, the Department needed to prepare and implement various measures:

- Robust outreach, coordination, and contracting efforts to onboard vendors and recreation service providers.
- Receipt and management of grants and other non-City funds to support the expanded free programs.
- Staff training on CPO programs, budget, and accounting.

More details on each of the 2023 CPO programs is further described in the Come Play Outside 2023 Report.

Funding and Partnerships

CPO programs and events are possible because of dedicated Fiscal Year 2024 city funding, grants, and donations to support the free to low-cost activities. In 2023, the CPO program received \$1,566,766 in funding, 16% less than the year prior. While this reduction impacted the some of the activities at programs and events, it did not impact the overall attendance, which saw a 27% increase from the year prior. The city continued its partnership with the San Diego Parks Foundation, the County of San Diego, Price Philanthropies and Prevent Drowning Foundation of San Diego to bring CPO programs to underserved communities. Through these partnerships, community-based organizations and service providers came together with the City and County to make CPO a success.

Goals and Outcomes

The Department established a measurement of success for the Come Play Outside program, that in addition to the Department’s Tactical Equity Plan, provides an evaluation resource to identify goals and outcomes of this program. Table A below summarizes the goals and outcomes for 2023, with more detail to follow below.

Table A.

Goal	Objective	Outcome
Increase physical and social activity in CoC’s	Increase attendance by 20% from previous year	27% increase in attendance from previous year
Increase CPO funding	Increase funding by 5% from previous year	Reduction in funding by 16% from previous year

Goal 1: Increase physical and social activity in youth and adults in Communities of Concern through expanded free to low-cost programs and events.

Objective 1: In 2022, the CPO program saw an increase of 14% in attendance over the inaugural year. With that in mind, the objective for 2023 was to increase program and event attendance by 20% from 2022.

Outcome 1: This year the CPO brought in a staggering 27% increase in attendance from the prior year, far exceeding the 20% objective. There was a total of 48,728 participants, an incredible increase of 13,041 total program participants from 2022. Even with less available funding this year, the Department, along with

its partners, were able to strategically implement and market programs and events to maximize awareness and attendance.

Goal 2: Increase funding to support the expansion of free to low-cost programs and events in Communities of Concern.

Objective 2: In 2022, the CPO program saw an increase of 3% in funding over the inaugural year. With that in mind, the objective for year 3 was to increase funding via grants, partnership, and donations by 5% from 2022.

Outcome 2: Unfortunately, in 2023 the program saw a reduction in funding by 16%. Even with this reduction in funding, the CPO program still saw a significant increase in attendance from 2022 as a result of strategic program placement and marketing.

Program Evaluations

Department staff coordinated with the Performance and Analytics Department (PandA) to develop a report on the overall satisfaction of the CPO programs. Surveys were distributed to all participants through a QR code, and they were also contacted through an email that was sent via the Department's online registration software. From the survey results PandA was able to identify various demographic and enrollment data, and also to measure the overall satisfaction (OSAT) level of the CPO programs. This year CPO programs accounted for a 27% increase in program attendance from 2022 and the OSAT for 2023 was 78%, consistent with the year prior.

In addition to the survey for CPO, Price Philanthropies coordinated with the University of California at San Diego to evaluate the impacts of the Parks After Dark Program in the communities of Linda Vista, City Heights and Skyline Hills. Electronic surveys were conducted during most of the events in English, Spanish, Somali and Vietnamese.

Results from the survey showed:

- More than half the attendees across all 4 sites were LatinX/Hispanic
- 86% of attendees had a household income of \$58,000 or less
- 95-98% felt that the events helped them get to know their community better
- 97-99% reported that the events made it easier to spend quality time with their family
- 86% agreed or strongly agreed that PAD events made it easier to get resources, helped them get to know their community, and improved relations with the police
- Crime statistics reflect that police calls for service saw its lowest amount of calls per week during the PAD events of 2023

Overall, CPO programs and events in 2023 proved to be well received by participants. In both program evaluations it was reflected that participants want to see more activities, whether that be special event activities and food, or sports programs at their local recreation centers. CPO programs continue to provide a positive impact on the communities in which they are provided and should continue expand to meet the needs of each community.

Conclusion

The CPO programs reached community members of all ages and encouraged them to activate our parks and connect with other families, neighbors, and peers. With the support of Mayor Gloria, the City Council, the County of San Diego, the San Diego Parks Foundation, and Price Philanthropies, the Department was able to provide our most under-served communities a summer filled with equitable and impactful programming and events.

Looking ahead to 2024, CPO will continue to expand through new grants and the Opportunity Fund. Department supervisors are building out program and event schedules for the upcoming summer by utilizing the growing list of resources available to them to maximize facility operations in ways they have historically not been able to. As the Department continues to fill vacancies, programs will continue to expand.

Working with other City departments such as Purchasing and Contracting, staff will continue hosting contractor recruitment fairs to obtain culturally relevant programs in each respective community.

The Department will continue to work with partners to establish a marketing and language access plan to bring more awareness to the CPO programs and events, including the utilization of social media, radio, and television to reach as many community members as possible.

With so much positive feedback from the community, the Department looks forward to developing an exciting line-up for the upcoming year that keeps each community feeling engaged and enriched.

Respectfully submitted,



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Attachment(s): Come Play Outside 2023 Report
Come Play Outside 2023 Power Point

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