

COME PLAY OUTSIDE



A PROGRAM OF SUMMER FOR ALL OF US



2023

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Attachment A
Come Play Outside Summer 2023 Annual Report

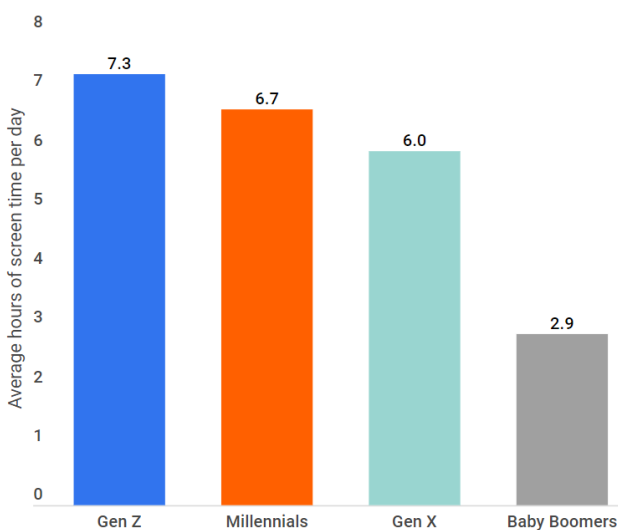
Attachment B
City of San Diego Parks After Dark Evaluation Report

Background

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 programs target youth in historically underserved communities, identified as Communities of Concern in the 2021 Climate Equity Index.¹ In a world where the average American spends 7 hours and 4 minutes looking at a screen each day,² 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 98,264 youth, adults, and seniors in underserved communities.

AVERAGE SCREEN TIME BY GENERATION



1. “Communities of concern” are defined in the Climate Equity Index (2019 and 2021), which is available at: <https://www.sandiego.gov/climateequity>.

2. 18 Average Screen Time Statistics [2023]: How much screen time is too much? Jack Flynn, March 10, 2023, www.zippia.com

Goals and Outcomes

The Department established a measurement of success for the CPO 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 provides an overview of the CPO goals, objectives and outcomes for 2023.



Table A.

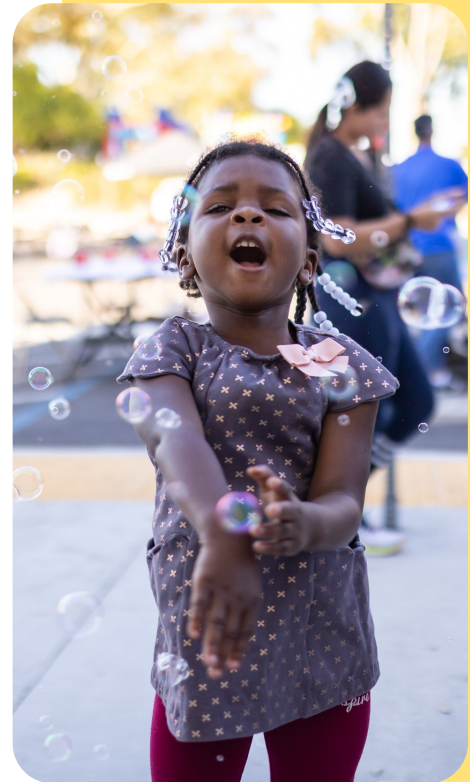
Goals	Objectives	Outcomes
Increase physical and social activity in youth and adults in Communities of Concern through expanded free to low-cost programs and events.	In 2022, the CPO program saw an increase of 14% in attendance over the inaugural year. With that in mind, the objective for 2023 was to increase attendance by 20% from 2022.	This year the CPO program brought in a staggering 27% increase in attendance from the prior, 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.
Increase funding to support the expansion of free to low-cost programs and events in Communities of Concern.	In 2022, the CPO program saw an increase of 3% in funding over the inaugural year. With that in mind, the objective for 2023 was to increase funding via grants, partnerships, and donations by 5% from 2022.	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.

Funding and Partnerships

CPO programs and events are possible because of dedicated 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 some of the activities at programs and events, it did not impact the overall attendance, which saw a 27% increase from the year prior. Funding for CPO was provided through the following partnerships:

- *City of San Diego Parks and Recreation Department*
- *County of San Diego Health and Human Services Agency*
- *San Diego Parks Foundation*
- *San Diego Foundation for Level Up Camps*
- *Prevent Drowning Foundation of San Diego*

Through these partnerships, community-based organizations and service providers came together with the City and County to make CPO a success.



**SAN DIEGO PARKS
FOUNDATION**



**LIVE WELL
SAN DIEGO**



**San Diego
Foundation**



LEVEL UP SD
A SUMMER OF LEARNING AND JOY



Programs

The 2023, CPO program focused on expanded programming 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 funding for 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 it's third year of implementation, the 2023 CPO program offered over **300** classes and **149** weekly summer camps to **24** recreation centers, as well as **80** Teen Nite events across **10** locations and **34** movies in the park. Year-after-year CPO programs continue to grow as shown in Table B on page 7.



Programs

Table B.

Year	2021		2022		2023	
Funding	\$1,810,000		\$1,862,600		\$1,566,766	
	# of Programs	Attendance	# of Programs	Attendance	# of Programs	Attendance
Day Camps	28	400	105	2,008	121	1,968
Specialty Camps	36	500	30	409	43	678
Nature Camps	17	334	17	288	16	281
Teen Nite	120	6,394	120	8,553	80	6,062
Parks After Dark	0	0	96	18,175	96	32,559
Learn to Swim/Junior Pool Guard	116	1,180	147	941	153	1,510
Movies in the Park	30	4,900	39	5,113	34	5,470
Deep Sea Fishing Trips	3	150	4	200	4	200
Totals	350	13,858	558	35,687	547	48,728

To ensure successful implementation of CPO 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.

The following four pages will provide more details on each of the 2023 CPO programs.

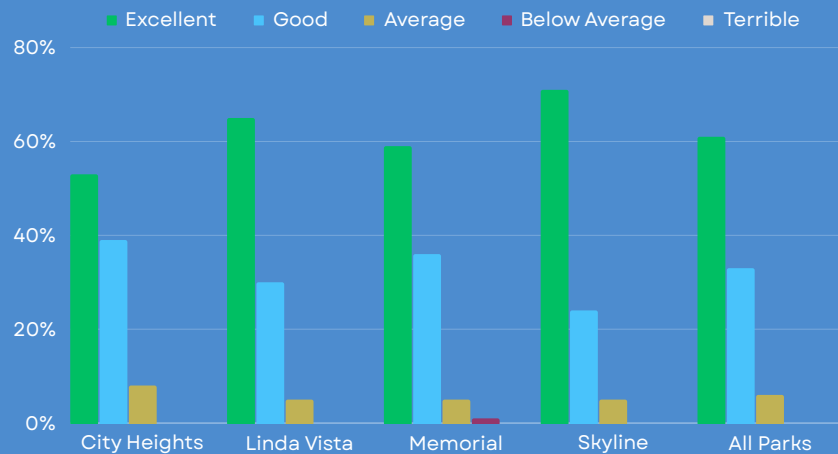
Parks After Dark

Parks After Dark is a San Diego County grant sponsored program in partnership with the San Diego Parks Foundation and Price Philanthropies. The objective of the program is to decrease crime rates while activating parks in the evening hours via multi-generational family engagement. Four recreation sites, located within Communities of Concern, were selected to host the program: City Heights, Memorial, Skyline and Linda Vista Recreation Centers.

On average across all parks, ratings were between good and excellent with only 1% rating below average (only at Memorial Park). This year's average of 4.5 is slightly lower than last year at 4.6.

In response to "Would you recommend PAD to friends and family?" 99% - 100% of people said yes (similar to last year).

See Attachment B.



"Keep up the great work. Our community needs these type of activities to keep our kids away from negative idle time."

-PAD Attendee (SOURCE: UCSD Evaluation Report)



In its second year, the Parks After Dark program provided a total of **96** events which occurred every Thursday, Friday, and Saturday over the course of eight weeks in the summer of 2023. A fun and exciting line-up of activities engaged more than **32,559** participants of all ages. Some of the activities included live music, cultural performances, circus acts, face painters, inflatables, game trucks, rock walls, yoga, crafts, dancing and so much more.

In an effort to reduce hunger in these four underserved communities, the Department, Foundation and Feeding San Diego distributed **17,000** meals, **14,000** desserts, **3,200** pre-packaged breakfast boxes and fresh produce to youth and adult participants. In addition, community resources were available at each event to assist families in gaining access to other necessities such as free health screenings, voter registration, CalFresh applications, mental health resources, pet food and backpacks.

Teen Nite

The Teen Nite program in partnership with the San Diego Police Department, provides a safe, fun and engaging place for teens to spend their Friday nights, free of drugs, violence and racism. While teen centers operate year-round in the Department, this enhanced program operated every Friday night at 10 recreation centers during the summer months and included free WIFI, food, crafts, games, sports, giant inflatables, video games, field trips, team building activities, and much more.

This year the Teen Nite program served
6,062 youth in our cities most
underserved communities



Movies in the Park

The Summer Movies in the Park program offered families the perfect opportunity to relax and enjoy a movie at their neighborhood park! This program began in 2007 as a 'take back our parks' initiative, giving local residents a reason to visit their local county and city parks for a free and safe evening event. This well-attended community activity deterred inappropriate after-hours park use and loitering and gave residents an opportunity to feel safe in their local park, thus encouraging future visits. A total of **34** movies were screened at CPO locations and offered a variety of pre-show activities including crafts, face painters, inflatables, food vendors, and more!



With **5,470** people in attendance, Movies in the Park continues to be a highly successful and staple family activity for many!

Day Camps and Enrichment Classes



- **1,968** students participated in summer day camp at **20** sites. Day camp activities included weekly field trips, access to the free lunch program, and a variety of enrichment classes.
- **295** enrichment classes provided additional activities such as STEM, dance, art, science and engineering to recreation centers via contractual program providers. The goal of the classes is to not only expose youth to new programs but inspire them to pursue these programs beyond their summer camp experience.
- A total of **5,900** participants benefitted from enrichment classes during 2023.

Nature and Specialty Camps



Specialty camps give recreation centers the opportunity to provide unique and exciting programs that would not normally be offered due to financial barriers. Nature camps, skate camps, engineering programs and LEGO camps are a few examples of the low-cost or free specialty camps offered at recreation centers in 2023. There were **43** total weeks of specialty camps implemented with **678** total participants. In addition, **16** sites offered staff-led Nature Camps with **281** total participants.

Partnering with the San Diego Unified School District and the San Diego Parks Foundation, the Department was also able to provide Level Up camps with **398** in attendance.

Learn to Swim



The CPO sponsored swim lessons were provided at no cost for targeted individuals who have limited access to life-saving skills. This program is designed to teach children, teens and adults to swim in a positive, fun and safe environment, while also emphasizing logical skill progression, water safety awareness and endurance as well. In 2023, free swim lessons were provided at four aquatic facilities and reached **1,486** participants.

Total # of Participants:

257 - MLK Pool (CD 4)

150 - Kearny Mesa Pool (CD 7)

537 - Memorial Pool (CD 8)

542 - City Heights Pool (CD 9)



Junior Pool Guard



In addition to the free swim lesson, CPO provided another free opportunity for youth ages 7 to 17 to become a junior pool guard. This program allowed **24** participants to learn lifesaving skills from professional lifeguards as well as introduce and expand knowledge of the ocean and the coastal environment. The Junior Pool Guard program provides youth not only lifesaving skills, but an introduction to a career path with the City of San Diego.

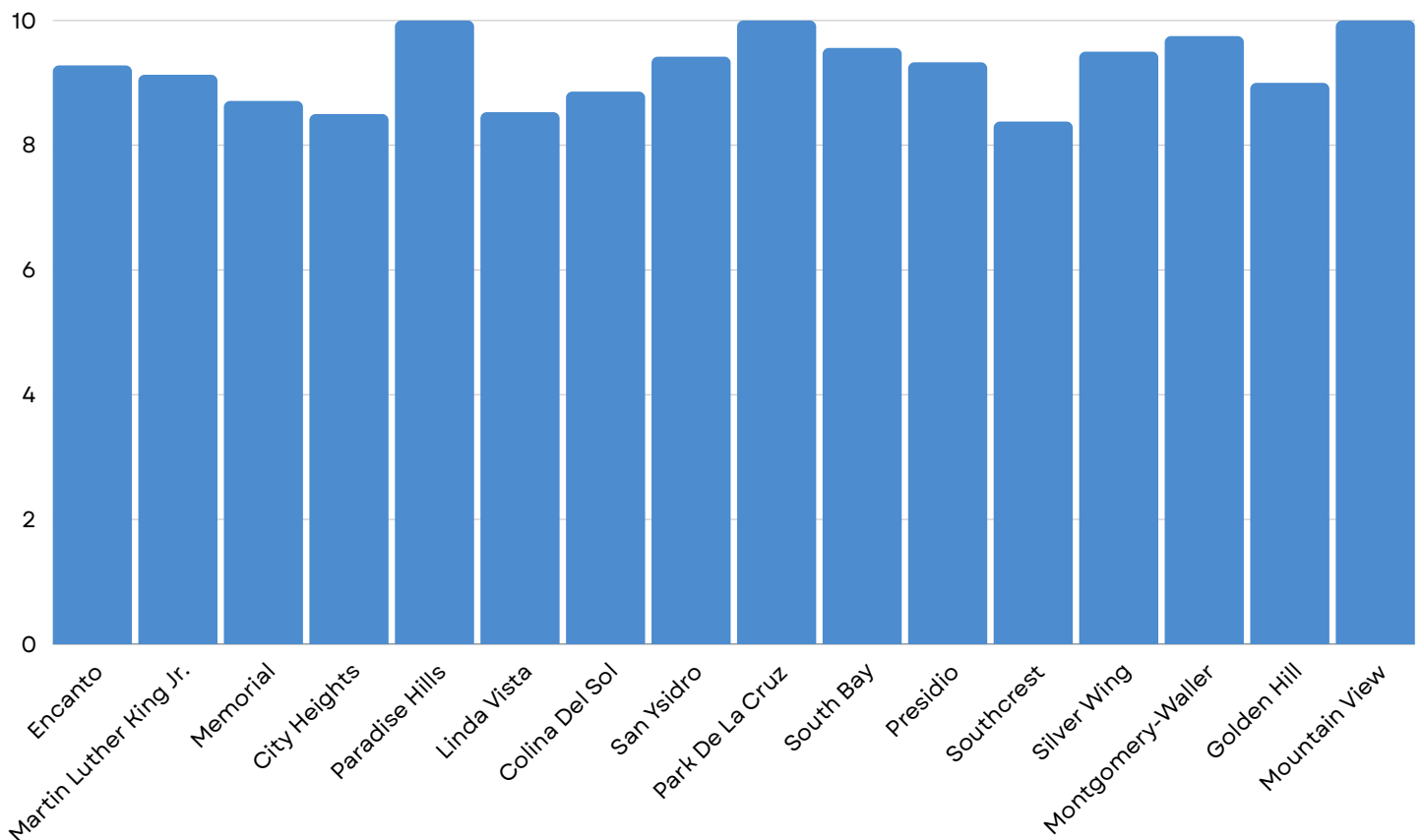
Program Evaluations

Department staff worked 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 an email via the online registration software. From the survey results, Panda was able to identify various demographic and enrollment data to measure the overall satisfaction (OSAT) level of the CPO programs (Attachment A). This year CPO programs accounted for a 27% increase in program attendance from 2022 and the OSAT for 2023 was 78%, consistent with year prior.



OSAT by Site

Overall Satisfaction, or OSAT, can be determined by asking a consumer the following question: “What was your overall satisfaction with the experience?” and asking them to rate their entire experience on a scale of 0-10.



Program Evaluations

For the second year, Price Philanthropies coordinated with the University of California at San Diego (UCSD) to evaluate the impacts of the Parks After Dark Program in the communities of Linda Vista, City Heights and Skyline Hills (Attachment B). 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 to expand to meet the needs of each community.



Council District Participation

District	Programs	Total # of Community Members Served
3	MOVIES IN THE PARK SUMMER DAY CAMP TEEN NITE DEEP SEA FISHING ENRICHMENT CLASSES NATURE CAMP SPECIALTY CAMPS	3,076
4	MOVIES IN THE PARK PARKS AFTER DARK SUMMER DAY CAMP TEEN NITE DEEP SEA FISHING ENRICHMENT CLASSES NATURE CAMP SPECIALTY CAMPS SNAG GOLF JUNIOR. POOL GUARD LEARN TO SWIM	12,971
7	MOVIES IN THE PARK PARKS AFTER DARK SUMMER DAY CAMP TEEN NITE DEEP SEA FISHING NATURE CAMP SPECIALTY CAMPS JUNIOR POOL GUARD LEARN TO SWIM	12,059
8	MOVIES IN THE PARK SUMMER DAY CAMP TEEN NITE DEEP SEA FISHING ENRICHMENT CLASSES NATURE CAMP SPECIALTY CAMPS JUNIOR POOL GUARD LEARN TO SWIM	13,248
9	MOVIES IN THE PARK PARKS AFTER DARK SUMMER DAY CAMP TEEN NITE DEEP SEA FISHING NATURE CAMP SPECIALTY CAMPS JUNIOR POOL GUARD LEARN TO SWIM	8,883



Conclusion

The CPO program 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 in Communities of Concern 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.

COME PLAY OUTSIDE

Summer 2023 | Annual Report

PERFORMANCE & ANALYTICS DEPT.



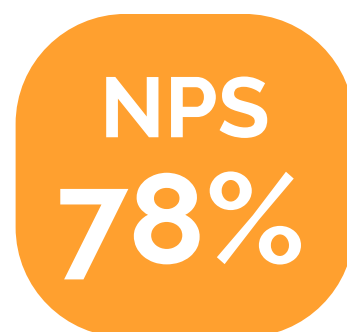
Executive Summary

In 2023, the City of San Diego's Parks & Recreation Department offered the third consecutive year of *Come Play Outside* programming under Mayor Todd Gloria's **Summer for All of Us** initiative. Summer for All of Us was designed to provide new summer opportunities for kids and their families to play safely outside in San Diego. Parks & Recreation served more than 51,000 youth and adult participants in Communities of Concern¹ with programs that included: swim lessons, junior lifeguard training, nature camps, Teen Nites, STEAM classes and camps, Movies in the Park, deep sea fishing trips, and the second year of Parks After Dark. Compared to 2022, the participants served in 2023 represent an increase of more than 27%. These incredible programs were held at 28 different community parks, recreation centers, and aquatic centers during summer 2023. Come Play Outside (CPO) was made possible through substantial funding by the San Diego Parks Foundation, Price Philanthropies, City of San Diego, County of San Diego Health and Human Services Agency, Safe Summers San Diego Foundation, Prevent Drowning Foundation of San Diego, Walmart, and the Level Up.

The Performance & Analytics (Panda) and Parks & Recreation Departments teamed up and conducted survey design, solicitation, and analysis to gauge programming and facility effectiveness, satisfaction, and demographic participation.

The total number of surveys completed in 2023 was 209.²

Overall satisfaction (OSAT), or those who scored a 9 or 10 for their level of satisfaction with the programming, was 78%. Net Promoter Score (NPS), which measures respondents who scored 9 or 10 regarding their likelihood to recommend Parks & Recreation programming, was also 78%. These scores remain high relative to industry standards.



Encanto had the highest response rate at 27%. Encanto also had the highest relative number of responses (41) and the highest OSAT (9.28 out of 10) for sites with a minimum of 25 responses. Most sites had an OSAT higher than 9. **Female enrollment, as a percentage of total enrollment, increased from 44% in 2022 to 45% in 2023.** This percentage has increased for two consecutive years.

Survey Administration ³

This year's survey was administered using the same methodology as last year; caregivers were emailed a survey after completion of the program their child attended. One change to the 2023 survey was that four questions were asked only if respondents indicated they had time to answer more questions. Flyers with QR codes were also developed in English and Spanish, and were distributed at recreation centers.

The total enrollment for Come Play Outside programming was **4,178 participants** under 18 years old (36,737 when including Parks After Dark programming); the sample size needed for the analysis to be statistically significant was **352 survey responses**.

Survey Participation

The Come Play Outside programming survey response rate for caregivers was **24% (209 online surveys)**. The response rate was highest in June, at 29%. The following number of responses were recorded⁴ each month:

June: 13 | July: 91 | August: 102 | September: 3

The incentives to respondents this year changed from Legoland, San Diego Zoo, or Sea World passes to gift cards. This likely contributed to the lower response rate (24% in 2023 vs. 31% in 2022) as well as the decreased number of responses (209 in 2023 vs. 479 in 2023).

Twenty-two responses were received in Spanish, which matches last year's total. However, all twenty-two responses were completed online this year and – last year – only ten responses were completed online with the rest coming via paper surveys. Last year, recreation center supervisors were sent paper versions of the survey. This year, a QR code was developed that allowed respondents to take the survey on their phone. However, approximately 40 responses went unrecorded due to technical issues with the initial distribution of the QR code. Thus, the total number of responses via QR code was five.

Since the 2023 sample size is fewer than the 352 responses required for statistical significance, the observed results of the survey may have occurred by chance. However, the results can still offer us insights into program participant experience and satisfaction.

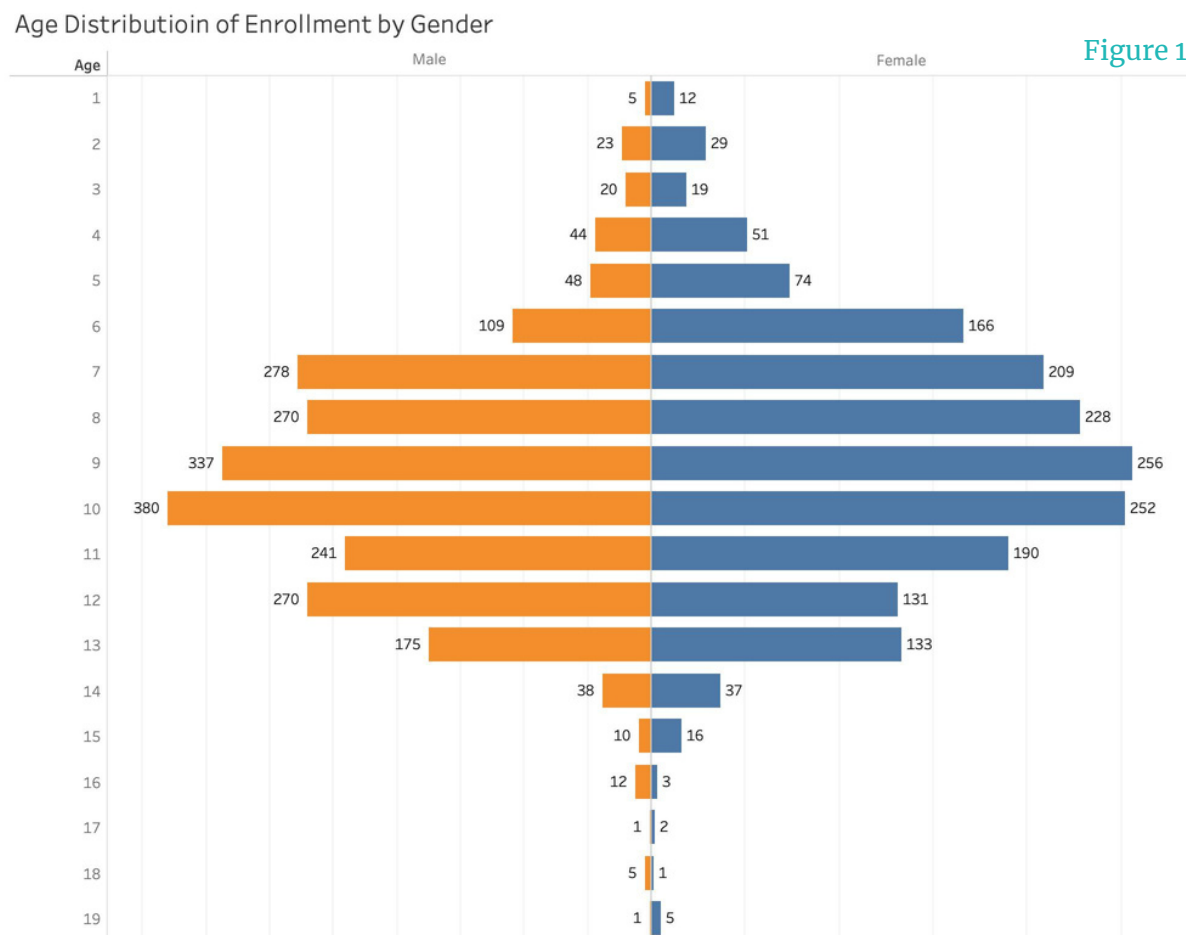
Participant Satisfaction

The OSAT for Come Play Outside program caregivers was **78%**. OSAT measures the percentage of respondents who rated their satisfaction as either 9 or a 10. For non-Come Play Outside programming, the OSAT was 82%.

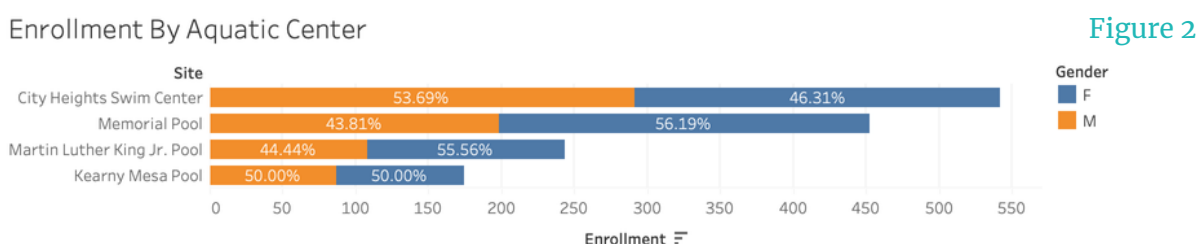
The Net Promoter Score (NPS) for Come Play Outside program caregivers was **78%**. NPS measures how respondents answered the question regarding their likelihood to recommend Come Play Outside programming. For non-Come Play Outside programming, the total NPS was 79%. Last year, the difference in NPS for CPO and non-CPO programming was seven percentage points in favor of non-CPO. This year, the difference is minimal.

Program Participation

The chart below (Figure 1) shows the breakdown of gender by age for participants who registered for programming in ActiveNet.⁵ In 2022, male enrollment was 56% and female enrollment was 44%. Enrollment was 55% and 45%, respectively, in 2023. Closing the gender gap was an area that Parks & Recreation wanted to address following 2021 programming, and they showed progress towards this in both 2022 and 2023. The chart also shows that the highest enrollment by age was 8-year-olds. One participant left this question blank.



Figures 2 and 3 (below) show enrollment levels and breakdown of gender at each site for participants who registered for programming in ActiveNet. Most sites have a higher participation from male participants; however, there are a handful of sites where female enrollment is higher (Memorial Pool, MLK Jr. Pool, Paradise Hills, South Bay, Mountain View, Stockton, Golden Hill and Linda Vista).



Enrollment By Site

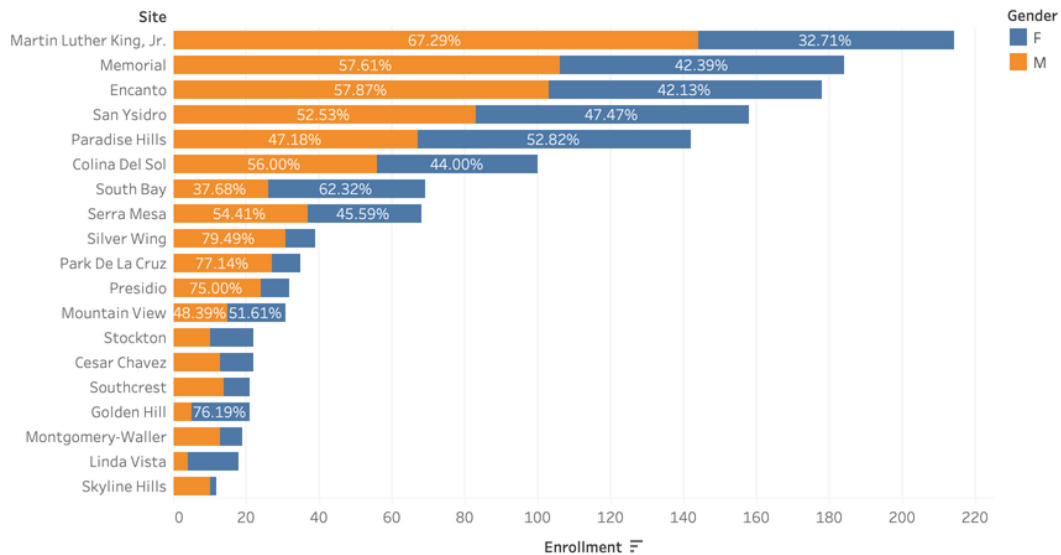


Figure 3

Figure 4 shows the enrollment level for all summer programs, including both programs that required registration in ActiveNet and drop-in programs such as Parks After Dark, Teen Nite and Movies in the Park. Parks after Dark, a program in its second year (held at Skyline, Linda Vista and City Heights) had the highest enrollment level for drop-in programming.

Enrollment By Program

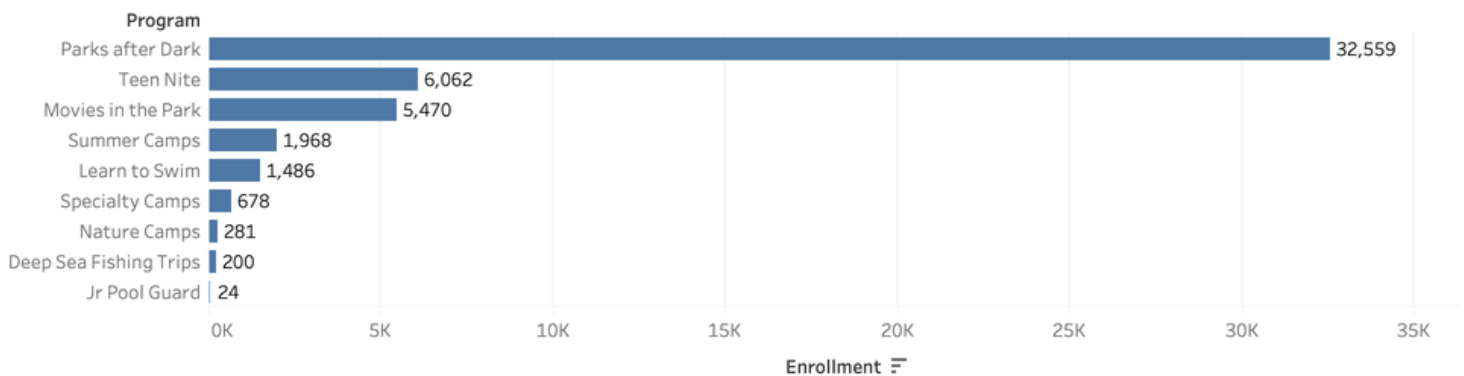


Figure 4

Survey Response Demographics

Figure 5 shows the age of the children for whom caregivers completed a survey. Response rates for survey participants are mainly representative of the participants enrolled in programming. The largest number of respondents were between ages 7 and 9, which represents the largest number of program participants. However, parents for 12-year-olds accounted for the second largest share of the respondents this year (sixth last year).

Responses by Age

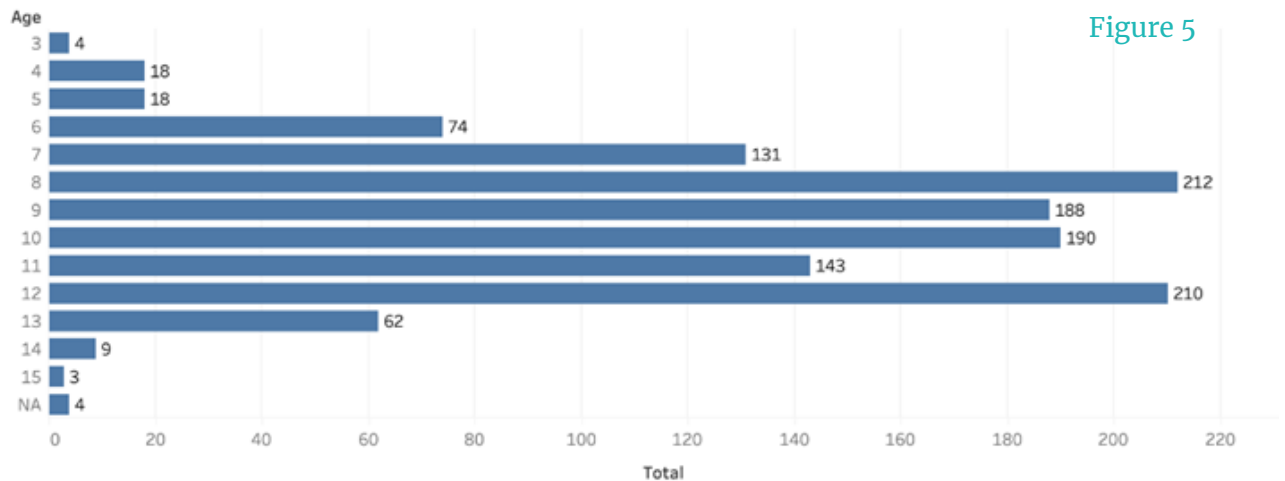


Figure 5

Figure 6 shows that more parents of male participants responded compared to parents of female participants. This is consistent with the higher enrollment for boys compared to girls and is similar to the ratio from last year. However, the ratio of respondents is not consistent with ratio of enrollment for this year. With the higher enrollment for girls this year, we would have liked to see higher representation from parents of female participants. Variances may be due to the overall decrease in responses compared to last year.

Responses by Gender

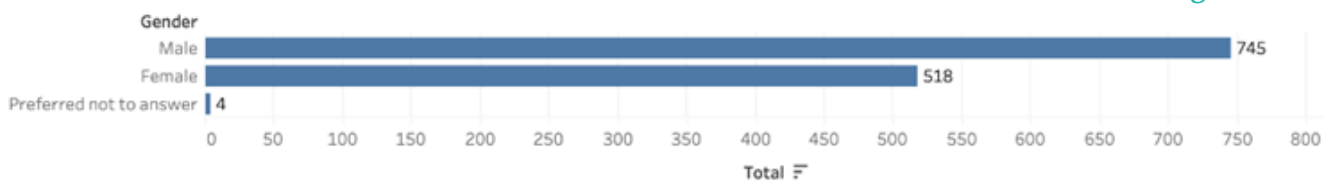


Figure 6

Figure 7 shows that Encanto had the highest number of survey responses (40),⁶ followed by Memorial, Martin Luther King Jr, and City Heights. Last year, the sites with the highest number of responses were Linda Vista, City Heights, and Paradise Hills. Mountain View had the fewest responses in both 2022 and 2023. This year, Golden Hill was second to last. In the past, Golden Hill response numbers have been near the top (42 responses last year). However, responses were lower overall, which may help explain the decrease in responses at this site.

Responses by Site

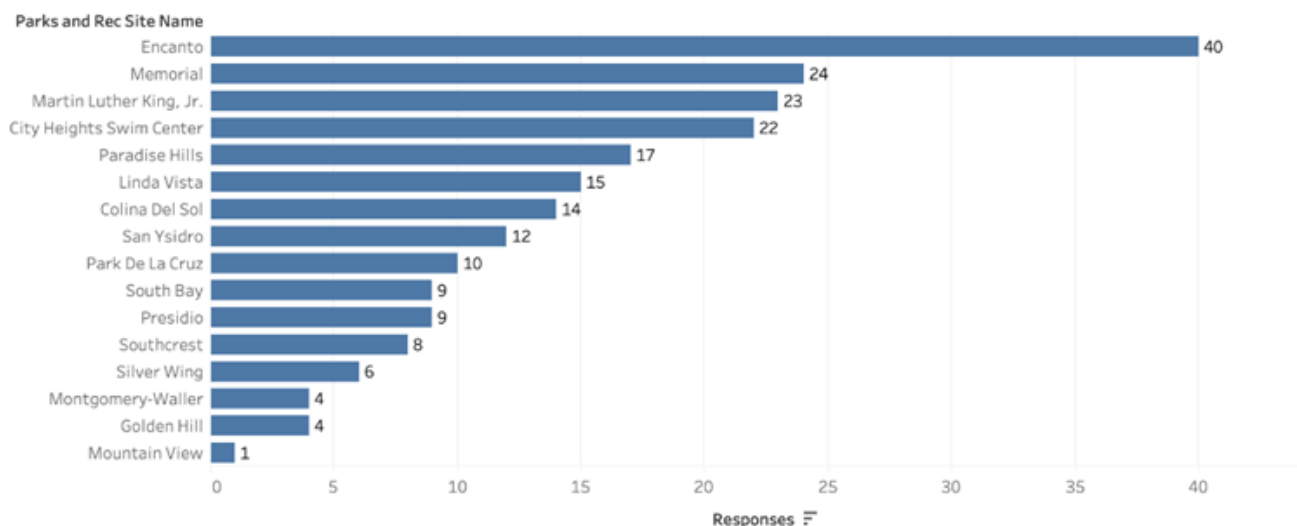


Figure 7

Responses by Income

Figure 8

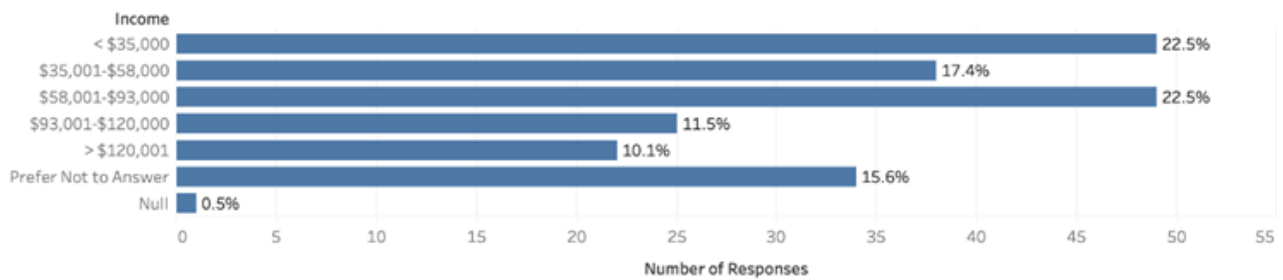
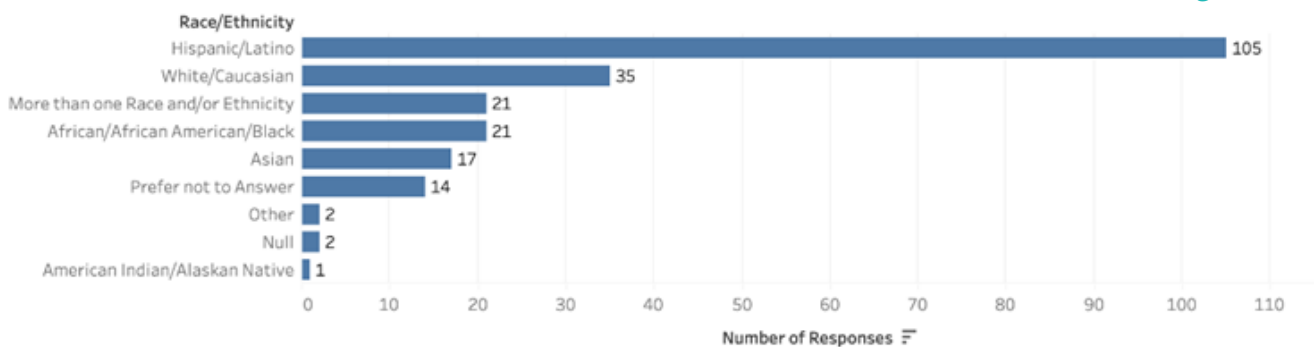


Figure 8 shows the breakdown of respondents by income. Most respondents reported being in either the less than \$35,000 or \$58,001-\$93,000 bracket. The percentage for both brackets was 22.48%. A little more than 15% of respondents preferred not to answer and nearly 17.5% reported being in the second lowest income bracket (\$35,001-\$58,000). More than half of respondents (62.39%) fell into the three lowest income brackets. Last year, the income distribution was similar; more than half of respondents fell into the three lowest income brackets (54.5%). This year, there was a decrease in the percentage of respondents who preferred not to answer, 15.6% in 2023 and 22.55% in 2022.

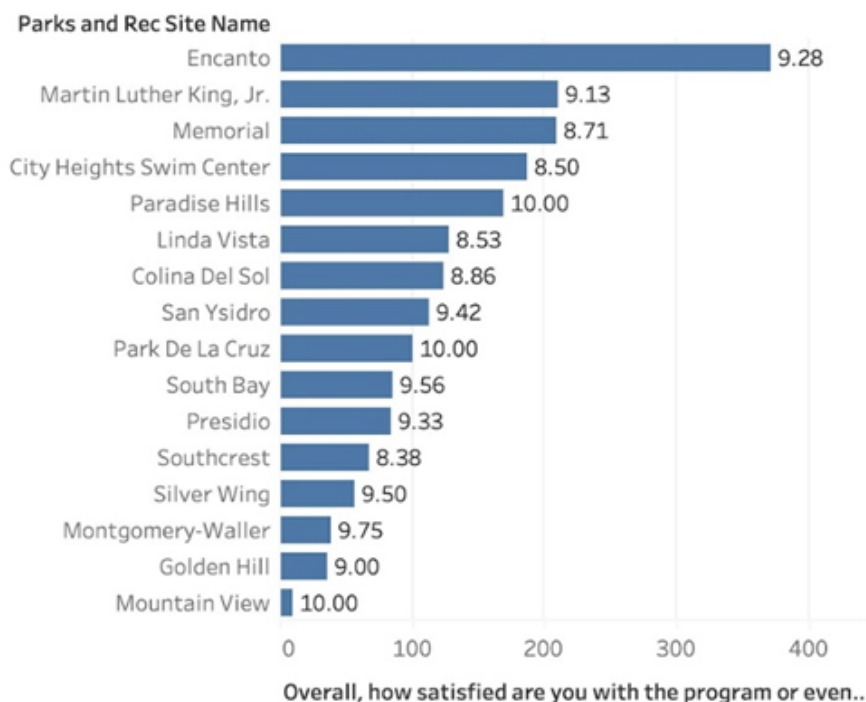
Responses by Race

Figure 9



The breakdown by race in Figure 9 shows that, like last year, most respondents were Hispanic/Latino. The number of respondents who reported more than one race or ethnicity was third overall this year, compared to fifth last year. Of the five respondents who took the survey via QR code, three listed their race/ethnicity as Hispanic/Latino and the other two selected the “more than one race/ethnicity” option. This question will be revamped for next year to match the U.S. Census data collection categories for race and ethnicity.

OSAT by Site



Survey Responses

Parks and Rec Site Name	Count
Encanto	40
Martin Luther King, Jr.	23
Memorial	24
City Heights Swim Center	22
Paradise Hills	17
Linda Vista	15
Colina Del Sol	14
San Ysidro	12
Park De La Cruz	10
South Bay	9
Presidio	9
Southcrest	8
Silver Wing	6
Montgomery-Waller	4
Golden Hill	4
Mountain View	1

Figure 10

Figure 10 shows overall satisfaction at each participating site. Most sites are above 9. Five sites are between 8 and 9. Last year, only one site that was below a 9. Sample sizes are low this year and, thus, decreases in OSAT could be the result of chance instead of actual issues with programming.

Comments regarding the types of classes or programs parents would like to see were mainly sports-related. The comments around sports were related to wanting more options for swimming, skateboarding, gymnastics, dance, and more. Cooking and ceramics classes were mentioned as well. Lastly, there were a few comments around specific types of classes not currently offered at a recreation center close to the respondent's home: classes such as skateboard camps or day camps.

There was a total of 15 comments from people who recorded a OSAT score less than 9. Their comments were centered around their desire to see more (or better) communication from staff related to changes in schedule and feedback about their child. There were 58 comments from respondents who scored their satisfaction as a 9 or 10. Their comments were mainly thanking staff, particularly staff at the MLK site and the Encanto site.

Conclusion

The highlights from this year are that satisfaction remained high (78%); responses from Encanto increased (+13); responses in Spanish increased (+12); the percentage of respondents in the lower three income categories increased (+14.47%); the number of people served increased (~70%); and the difference between male enrollment and female enrollment decreased (-1%).

Unlike last year (when delays caused survey distribution to begin in July 2022), surveys were launched in June 2023. However, we did have a delay in the launch of the QR code for the survey (due to technical difficulties regarding translating the survey into Spanish), as well as an error that led to more than 40 responses not being recorded. These errors were corrected and should not be an issue next year. Compared to last year, the total number of responses decreased by more than half in 2023. This is likely due, in part, to the change in incentive to take the survey. It is recommended that incentives for survey participation are determined earlier in the process, so that the email respondents receive is more specific on the incentive. For example, the email communication initially promoted “various gift cards” as the incentive. Emails sent later specified that the gift card could be for Target, gas, or something else. Another contributing factor was that some programs were not categorized as “Come Play Outside” in ActiveNet. Resulting in over 750 individuals missing from the initial Come Play Outside enrollment count. Therefore, any surveys sent and submitted for those classes did not get classified as being part of Come Play Outside. Thus, they are missing in the total survey count for Come Play Outside.

The response rate for Come Play Outside surveys dropped by approximately seven percentage points, which contributed to the decreased number of responses. Being able to bring back last year’s incentive of a family pack of tickets for Sea World, the San Diego Zoo, or Legoland would likely greatly contribute to increasing response numbers. Ensuring no technical issues with the QR code should also help increase the number of survey responses collected next year. The survey was shortened this year; four questions were moved so that individuals only saw them if they had time to answer more questions. We believe this shortening of the survey should increase participation in the long run.

Next year, there will be a change to the race and ethnicity question. We will update this question to capture race and ethnicity in manner that is aligned with the U.S. Census collection methodology. This change will take place at the start of 2024, so there are no alterations to the data collected in 2023.

Although the number of responses for Come Play Outside decreased, there have been nearly 1,900 responses for all parks programming (including Come Play Outside responses). This shows that the method of reaching out to individuals via email is effective, and we can gather many responses with less leg work as compared to paper surveys. We do not see this year as an indication of any long-term concerns in utilizing this method for survey distribution. Although the numbers are not statistically significant, the 200+ responses were overwhelmingly positive and this outcome should be recognized by all involved.

Appendix

Site	Online Survey Responses	Enrollment	Medallia Online Response Rate	Responses Needed for Statistical Significance
Cesar Chavez	0	58	0%	51
City Heights Swim Center	22	542	40%	226
<u>Colina Del Sol</u>	13	100	17.1%	80
Encanto	41	178	27%	122
Golden Hill	4	192	30.8%	129
Linda Vista	6	90	40%	74
Martin Luther King Jr	24	457	15.4%	209
Memorial	24	636	20.2%	240
Montgomery-Waller	4	39	36%	36
Mountain View	1	46	20%	42
Paradise Hills	13	358	24.1%	186
San Ysidro	12	158	19.7%	113
Silver Wing	6	95	18.8%	77
Skyline	0	84	0%	70
South Bay	11	69	23.7%	59
<u>Southcrest</u>	8	132	62%	99

Note: One survey was submitted via QR code for each of the following: Encanto, Golden Hill, Montgomery-Waller, South Bay, and San Ysidro. The enrollment listed for Linda Vista in this table does not include the Kearney Mesa Pool enrollment (178). The enrollment totals for the Martin Luther King Jr and Memorial recreation centers includes the enrollment total from their respective pools. The enrollment totals reflected in this table are the updated numbers after programs that had not been categorized as Come Play Outside were recategorized.

Footnotes

1. Urban Institute defines a Community of Concern as a geographic unit with a population of a people of color and/or a population experiencing poverty that is higher than a certain threshold.
2. Did not surpassed the 338 needed for statistical significance. Includes five responses via QR code.
3. Panda utilized a third-party platform, Medallia, to automatically send surveys to the email that was associated with each participant in ActiveNet. In 2021, surveys were administered through QR code signage that was posted at each participating site along with paper surveys. This year, in the email caregivers were sent, participants were made aware of gift cards that Parks & Recreation was raffling off for those who took the survey.
4. This count includes the five total QR code responses (one survey was submitted via QR code for each of the following: Encanto, Golden Hill, Montgomery-Waller, South Bay, and San Ysidro).
5. If a parent had multiple children in the same class, such as a Summer Camp, the default process was for them to receive one email for the oldest child. Ages were rounded up.
6. Figure 8 does not include the five total surveys that were collected via QR code.

CITY OF SAN DIEGO PARKS AFTER DARK

Evaluation Report

December 2023
Julie Wartell

UC San Diego

SCHOOL OF SOCIAL SCIENCES

Department of Urban Studies and Planning

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Background

Price Philanthropies (Price) approached the Department of Urban Studies and Planning at University of California San Diego (UCSD) in 2022 about conducting an evaluation of Parks After Dark (PAD), a pilot program in the City of San Diego. In early 2023, we were asked to do an evaluation for the second year (Summer 2023) of PAD which included an additional park. Julie Wartell, a Continuing Lecturer and Staff Research Associate, was the lead researcher based on a background in analyzing crime and safety, including working for the San Diego Police Department in the 1990s.

Parks After Dark (PAD) was held from 5pm-8pm from July 6, 2023 through August 26, 2023 at the City Heights, Linda Vista, Memorial, and Skyline Hills Recreation Centers. PAD was a component of Mayor Todd Gloria's "Come Play Outside" initiative and is a partnership between the County and City of San Diego, the San Diego Parks Foundation, and Price who funded this evaluation.

The evaluation consists of two parts – a survey and an assessment of crime. These will be described in more detail in the remaining part of the report.

Survey

In 2022, Julie worked with Price, the City of San Diego Parks and Recreation Department (Deputy Director Sarah Erazo), the San Diego Parks Foundation (Nancy Maldonado), and a County of San Diego-funded UCSD Health Researcher to develop a survey that would be conducted at each event. Due to the County's Health Researcher requirements, the demographics that were collected extended beyond the necessary questions and responses for this evaluation. The survey was developed in a mobile application called Survey123 that feeds into a secure database maintained by UCSD. This same survey was used in 2023 with a few minor wording changes. In addition to English and Spanish, survey questions and responses were expanded this year to include Vietnamese and Somali. Screenshots of the survey are included as Appendix A.

We received a total of 1,325 responses. This included 423 (5.4% of attendance) for City Heights, 320 for Linda Vista (4.0% of attendance), 310 for Memorial (3.3% of attendance), and 272 for Skyline Hills (3.7% of attendance). The analyses of PAD-related questions and demographics of respondents are described below, delineated by park.

QUESTIONS RELATED TO PAD

Each of the tables below relate to the survey questions and are broken down by park name with highlights in text below each table.

How you found out about event?	City Heights	Linda Vista	Memorial	Skyline	All Parks
live in the area	35%	32%	31%	39%	34%
flyer	30%	15%	32%	21%	25%
someone told me	20%	33%	18%	22%	23%
social media	8%	8%	8%	7%	8%
other	5%	5%	4%	4%	5%
website	2%	4%	5%	4%	4%
media	0%	3%	3%	2%	2%

For all parks except Memorial, “live in the area” was the most frequent way of finding out about PAD with 34% across all parks (compared to 40% last year). The next most common was “flyer” with 25% (compared to “someone told me” last year with 25%).

How often have you attended/plan to attend PAD?	City Heights	Linda Vista	Memorial	Skyline	All Parks
twice or more per week	14%	29%	19%	28%	22%
once per week	9%	18%	17%	19%	15%
3 to 7 times	52%	30%	43%	27%	39%
once or twice	25%	22%	21%	24%	23%
not again	1%	1%	1%	1%	1%

Three-quarters or more of respondents across all parks either attended or planned on attending PAD at least three or more times over the summer. This is up from two-thirds in 2022.

How often do you visit this park?	City Heights	Linda Vista	Memorial	Skyline	All Parks
first time	6%	8%	8%	3%	6%
yearly	5%	5%	3%	2%	4%
monthly	17%	15%	12%	21%	16%
weekly	49%	51%	51%	61%	53%
daily	23%	21%	26%	14%	21%

Similar to 2022, approximately half of respondents visited the parks weekly with another 14-26% visiting daily (versus last year where 19-24% were daily). For Linda Vista and Memorial, 8% of respondents said it was the first time.

How safe do you feel at this event?	City Heights	Linda Vista	Memorial	Skyline	All Parks
very safe	26%	41%	29%	55%	36%
somewhat safe	31%	40%	37%	38%	36%
not safe or unsafe	16%	9%	14%	3%	12%
somewhat unsafe	9%	7%	5%	3%	6%
not safe	17%	3%	15%	1%	10%
Avg feeling of safety (1-5)	3.4	4.1	3.6	4.4	3.8

On average across all parks, people felt between “not safe or unsafe” and “somewhat safe,” although closer to somewhat safe with 3.8. This is slightly down from last year where the average was 4.0. Skyline reported the highest level of safety with 4.4, and City Heights the lowest level with 3.4 (which is still safer than not safe).

How would you rate PAD?	City Heights	Linda Vista	Memorial	Skyline	All Parks
excellent	53%	65%	59%	71%	61%
good	39%	30%	36%	24%	33%
average	8%	5%	5%	5%	6%
below average	0%	0%	1%	0%	0%
terrible	0%	0%	0%	0%	0%
Average rating	4.5	4.6	4.5	4.7	4.5

On average across all parks, ratings were between good and excellent with only 1% rating below average (only at Memorial Park). This year’s average of 4.5 is slightly lower than last year of 4.6. In response to “Would you recommend PAD to friends and family?” 99%-100% of people said yes (similar to last year).

Age of kids attending	City Heights	Linda Vista	Memorial	Skyline	All Parks
0-5	18%	20%	18%	24%	20%
6-12	42%	28%	42%	28%	36%
13-17	6%	4%	5%	3%	5%
0-5,6-12	18%	23%	18%	24%	20%
0-5,13-17	2%	1%	1%	1%	1%
6-12,13-17	6%	8%	5%	9%	7%
0-5,6-12,13-17	4%	12%	5%	10%	7%
none	6%	3%	6%	2%	5%
Total Respondents	415	318	308	270	1311

Similar to 2022, the vast majority of people that responded to the survey attended PAD with kids, many with multiple kids of multiple ages. Also like last year, the largest number by age group was 6-12 years old across all parks, with 70% of respondents having at least one child aged 6-12. For the other age groups, 48% attended with a child 0-5, (down from 53% last year) and 20% with a child 13-17 (up from 15% last year).

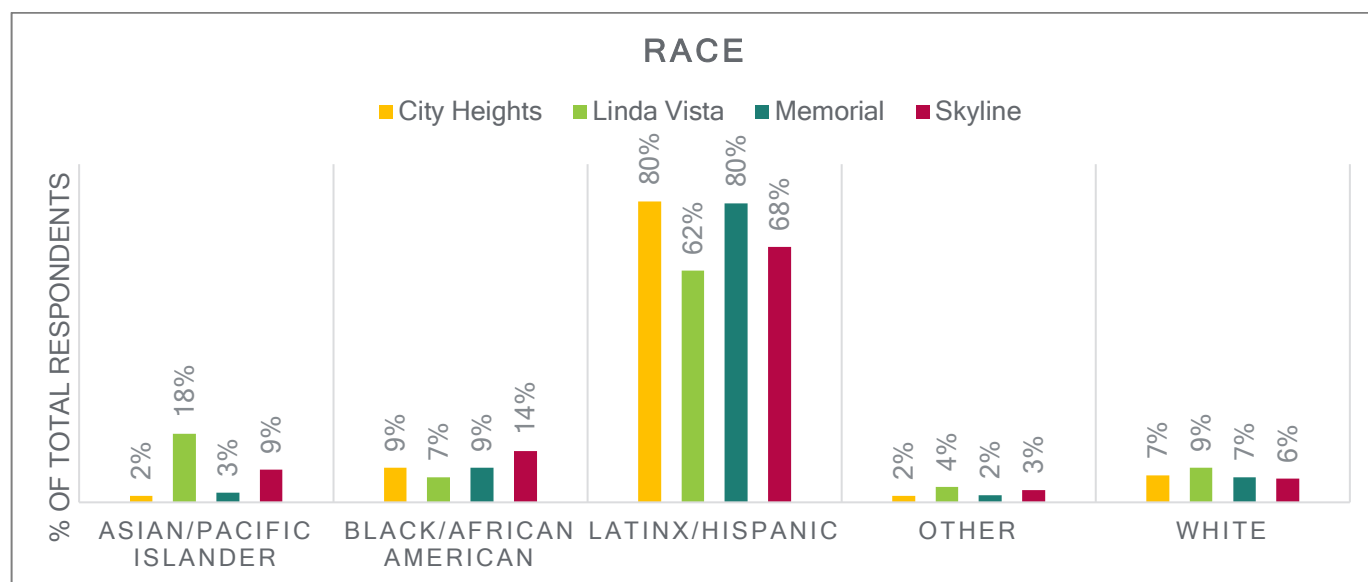
...helps me get to know my community better	City Heights	Linda Vista	Memorial	Skyline	All Parks
strongly agree	55%	58%	59%	61%	58%
agree	40%	38%	39%	34%	38%
neither	4%	3%	2%	5%	4%
disagree	0%	0%	0%	0%	0%
strongly disagree	0%	0%	0%	0%	0%
...makes it easier to get services I need	City Heights	Linda Vista	Memorial	Skyline	All Parks
strongly agree	46%	48%	50%	58%	50%
agree	42%	42%	43%	33%	40%
neither	11%	9%	6%	7%	8%
disagree	1%	1%	1%	1%	1%
strongly disagree	0%	0%	0%	0%	0%
...improves relationships between community & police	City Heights	Linda Vista	Memorial	Skyline	All Parks
strongly agree	48%	55%	47%	52%	50%
agree	35%	35%	41%	34%	36%
neither	11%	9%	10%	12%	10%
disagree	4%	0%	1%	2%	2%
strongly disagree	2%	1%	1%	0%	1%
...makes it easier to spend quality time w/ family	City Heights	Linda Vista	Memorial	Skyline	All Parks
strongly agree	73%	67%	71%	70%	71%
agree	24%	32%	27%	28%	27%
neither	2%	1%	2%	1%	1%
disagree	0%	0%	0%	1%	0%
strongly disagree	1%	0%	0%	0%	0%

Based on four questions asked about PAD's effect, overall, there were very favorable results with at least 86% agreeing or strongly agreeing (up 4% from 2022). Helping to get to know the community better ranged from 95% (City Heights and Skyline) to 98% (Memorial). Making it easier to get needed services ranged from 88% (City Heights) to 93% (Memorial). While these are both higher than 2022, Memorial was not a PAD site last year. Improving relationships between the community and police ranged from 83% (City Heights) to 90% (Linda Vista). Lastly, 97% to 99% agreed or strongly agreed that PAD made it easier to spend quality time with the family.

Which activity were you participating in?	City Hts	Linda Vista	Memorial	Skyline	All Parks
adult exercise	2%	1%	3%	0%	1%
food	5%	7%	5%	6%	6%
youth games/activities	24%	18%	16%	12%	18%
adult exercise, youth games	1%	1%	0%	2%	1%
food, adult exercise	0%	1%	0%	0%	0%
food, youth games	55%	49%	53%	62%	54%
adult exercise, food, youth games	12%	25%	23%	17%	19%
Total Respondents	405	317	293	263	1278

Almost all (92%) respondents participated in youth games and activities, and between 72% (City Heights) and 86% (Skyline) with food (all parks higher than 2022). While levels were much lower (16%-27%) for adult exercise, all parks were again higher than last year.

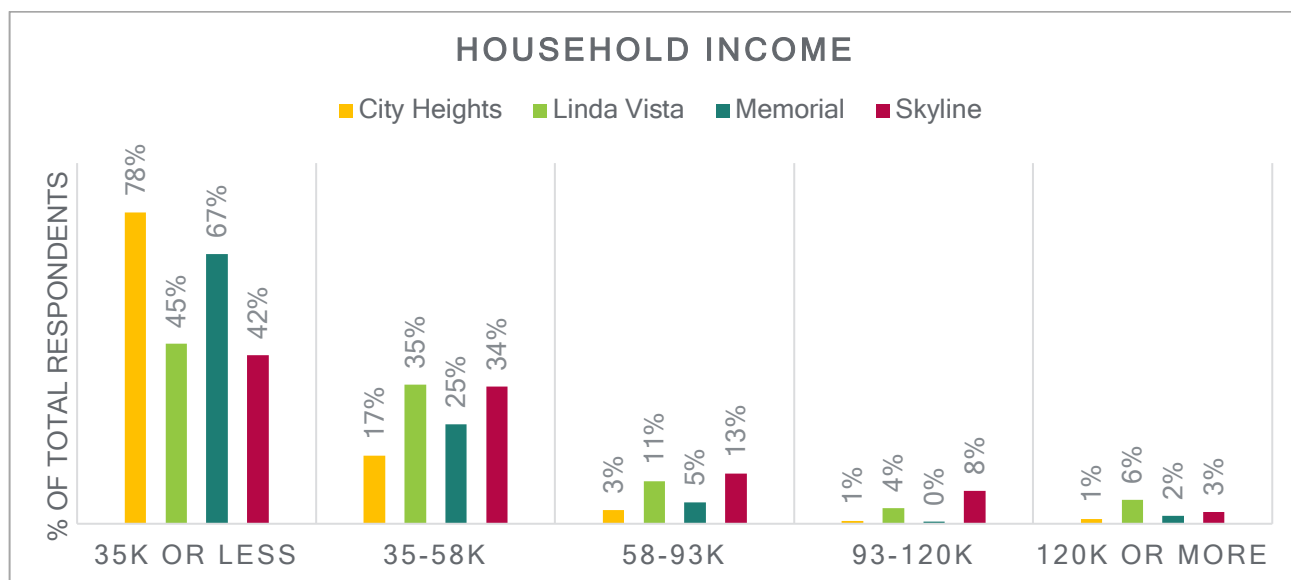
RESPONDENT DEMOGRAPHICS



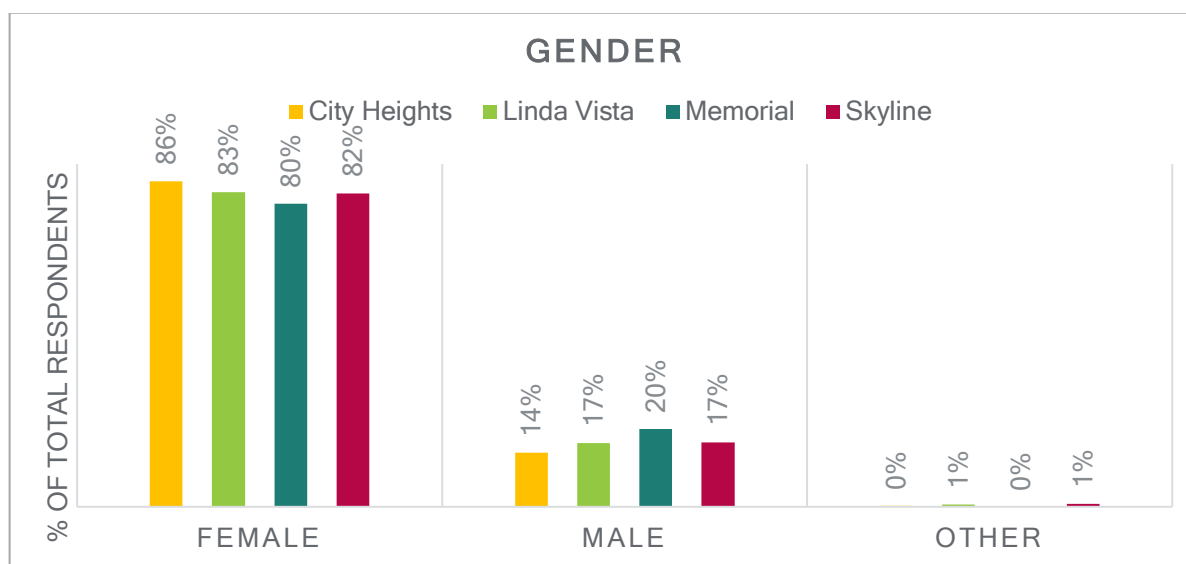
Approximately 82% of respondents provided their race. For all parks, LatinX/Hispanic were the largest percentage of race (ranging from 62% in Linda Vista to 80% in City Heights and Memorial). Interestingly, this differed most in Linda Vista where 48% of respondents in 2022 stated Latin X/Hispanic). Black/African American for all parks was the second most common with 10%, but Asian/Pacific Islander was the next most common in Linda Vista with 18% (versus 27% last year). These stats are reflective of the demographics of the parks' neighborhoods.

Primary Language	City Heights	Linda Vista	Memorial	Skyline	All Parks
Spanish	68%	46%	62%	40%	55%
English	26%	43%	34%	56%	38%
Somali	2%	2%	2%	0%	2%
Arabic	3%	1%	0%	0%	1%
Mandarin	0%	3%	1%	0%	1%
Other	2%	5%	1%	4%	3%
Total Respondents	344	270	288	235	1137

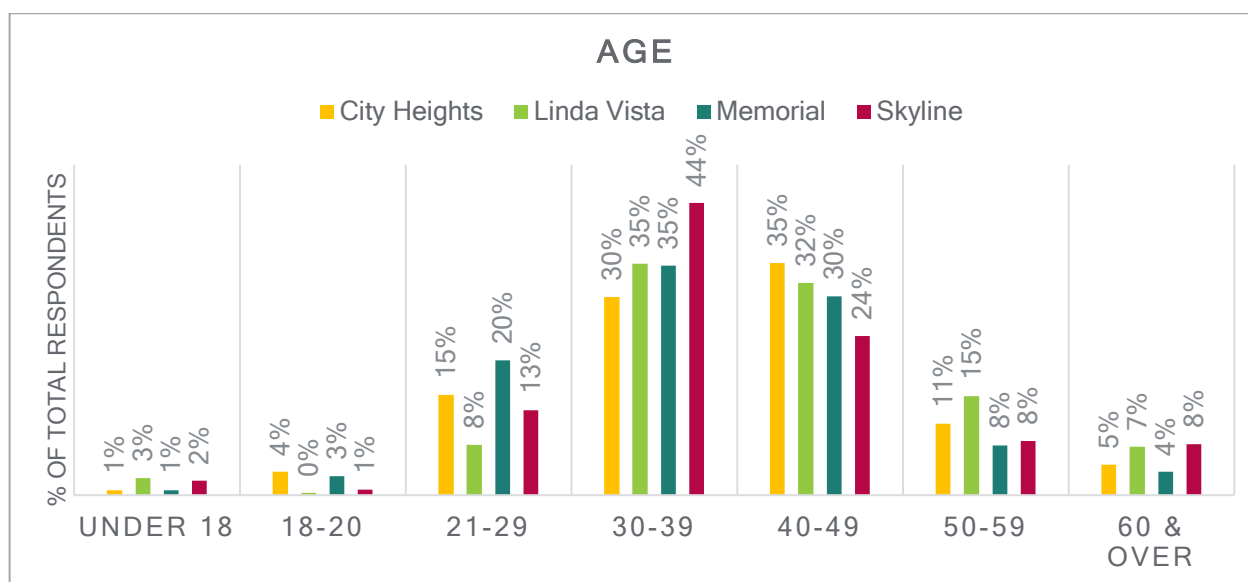
Overall, 55% of respondents stated that Spanish was their primary language. This was over two-thirds for City Heights and just under two-thirds for Memorial. Skyline was the only park with over 50% English as the primary language. All other languages listed accounted for less than 1% of the total for all parks. One exception was Japanese was 2% for Linda Vista.



Just over two-thirds of participants responded to this question. Ranging from less than half (Skyline) to just over three quarters (City Heights) of the respondents stated their household income was \$35,000 or less. Combining the next category (so less than \$58,000) increased the percentages to 95% for City Heights, 80% for Linda Vista, 92% for Memorial, and 76% for Skyline. These stats are similar to last year.



Ninety-six percent of respondents answered this question. The vast majority of attendee respondents were female, and Memorial had the most male with 20%. The percentage of male attendees went from 24% in Linda Vista in 2022 to 17% this year.



Nearly 90% of respondents provided their age. The predominant age group for all parks was 30-39 years old. Combining this with 40-49 years old, we see two-thirds for all parks: ranging from 65% in City Heights and Memorial to 68% in Skyline. The average age ranged from 37.9 years old for Memorial to 41.7 for Linda Vista.

In terms of home ZIP Code, the majority were from the same ZIP as the park where they attended PAD. The highest ZIPs were:

- City Heights: 71% were from 92105
- Linda Vista: 61% were from 92111
- Memorial: 66% were from 92113
- Skyline: 61% were from 92114

COMMENTS

Two questions on the survey included an open text field. These responses were combined for all 4 parks as many of them were similar but can be separated if desired. Responses were provided in both English and Spanish but were combined for this report.

There were hundreds of comments with versions of "perfecto," "all good," "change nothing," and "great event," several very positive comments stood out.

- "I just love parks after dark, it's my sanctuary."
- "It's such a fun family experience, wouldn't change anything, the staff are great."
- "Keep up the great work. Our community needs this these type of activities to keep our kids away from negative idle time."
- "Keep doing these special celebrations at the park."
- "Nothing everything is great!"
- "Nothing its perfect"

In addition to positive survey comments, many wonderful things were also noted on the "I love Parks after Dark because" cards. A few examples are below.

 <p>I love Parks After Dark because:</p> <p><i>I love the bouncers and taking pictures of our family. I love the food and painting. We feel safe.</i></p> <p>Please support parks programming!</p> <p>Sincerely, <u>Analiyah</u></p> <p style="text-align: right;">Name and age</p>	 <p>I love Parks After Dark because:</p> <p><i>My kids have so many activities that they enjoy at parks after dark. They love it and look forward to it every weekend.</i></p> <p>Please support parks programming!</p> <p>Sincerely, <u>Maria 26</u></p> <p style="text-align: right;">Name and age</p>
 <p>I love Parks After Dark because:</p> <p><i>I love seeing the community together.</i></p> <p>Please support parks programming!</p> <p>Sincerely, <u>A.J. K.</u></p> <p style="text-align: right;">Name and age</p> <p><i>Dad</i></p>	

How would you improve Parks After Dark?

Any suggestions or comments relating to Parks After Dark...

The ten most frequent responses are listed below, and the longer list of any responses with 2 or more times mentioned is in Appendix B.

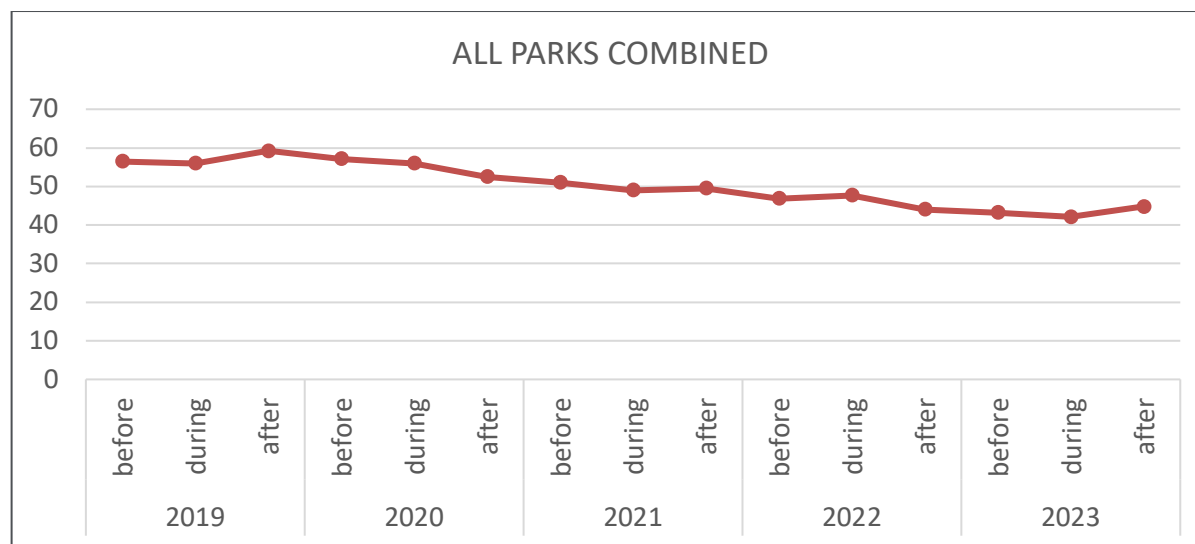
IMPROVE PAD/SUGGESTIONS	COUNT
More police/safety/security/surveillance	148
More activities/games	132
More food/food tickets/bracelets	78
More food for adults/parents/whole family - cheaper or free	64
More activities for children of all ages / all ages	40
More Art/Craft activities	31
More/Free water/drinks	29
Activities/games for adults/parents/families	28
More activities for teens/tweens/young people	25
Cleanliness of the bathrooms	24

Crime Results

The data that were used for the analysis were provided by the San Diego Police Department (SDPD). The query was for one-quarter mile around each park (see maps in Appendix C). While SDPD provided crime cases and calls for service, only calls for service were used in the analysis. This is due partially to very low numbers of crime cases, but also calls for service are more indicative of community concerns and include many quality of life and disorder issues that are not captured in crime cases.

The data consisted of June to September for 2019 through 2023 (keeping in mind that Memorial only had PAD in 2023, not 2022). Because PAD took place for eight weeks from early-July through August 2023, our “before” consists of five weeks of data and “after” is five weeks. In 2022, PAD took place over 7 weeks, so dates were adjusted accordingly. Previous years were based on 7 comparable weeks to 2022. Due to the time frames being different, raw numbers are not comparable, so we created a “per week” rate to be able to examine trends accurately. Data for “before,” “during,” and “after” were for Thursday, Fridays, and Saturdays. Additionally, we analyzed numbers of crimes and calls for the days *and times* of PAD for the same weeks for each year (Thursday, Friday, Saturday, 6pm-9pm). Lastly, the types of calls for service for each park for the entire time frame were analyzed. Charts and tables are also shown below for each park.

CALLS FOR SERVICE PER WEEK, 2019 - 2023

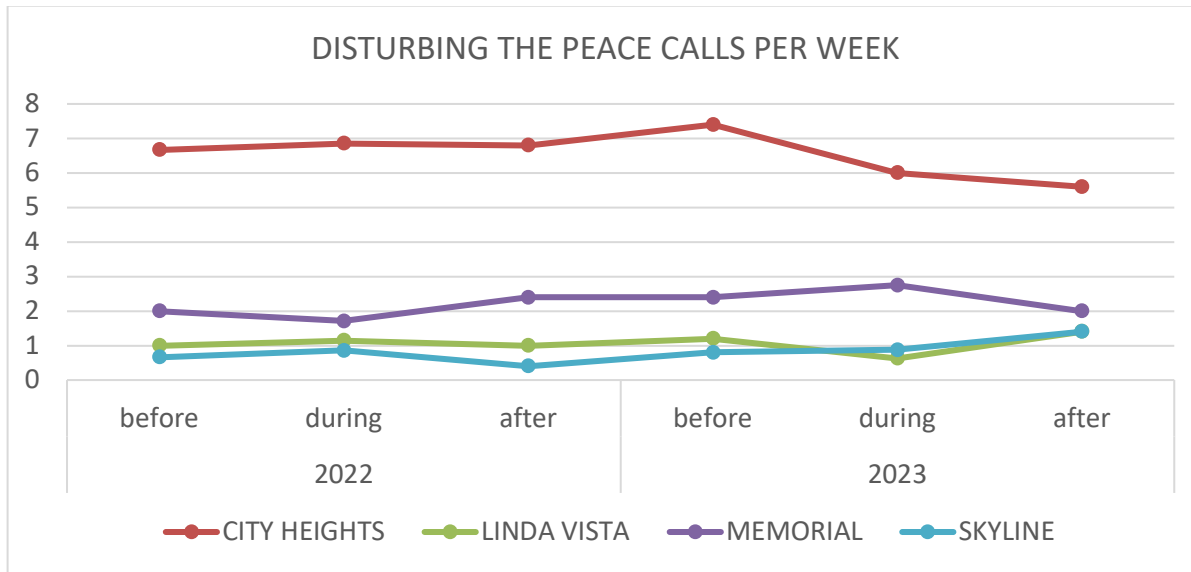


In the chart above looking at all four parks for the five-year period, we see an overall downward trend. In 2019, calls for service per week for Thursdays, Fridays, and Saturdays from June 1 – September 30 were a high of 59.3 after the PAD period and a low of 56 during PAD. This number stayed above 50 until the 7-week PAD-comparable period in 2021 when it dropped to 49.0. A caveat for 2022 is that Memorial did not have PAD and had a higher number of calls “during” than before and after. In 2023, the lowest number for the five years (42.1) occurred during PAD.

The table below reflects the individual park statistics for the five years (where B = Before, D = During, A = After). Each park will be highlighted individually in the next section.

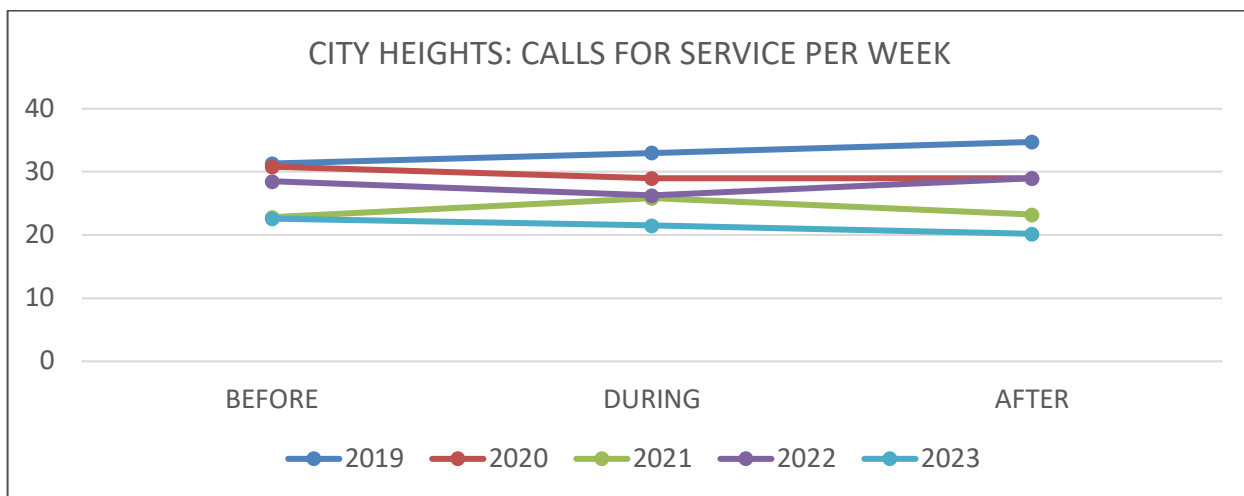
	2019			2020			2021			2022			2023		
PARK	B	D	A	B	D	A	B	D	A	B	D	A	B	D	A
CITY HEIGHTS	31.3	33.0	34.8	30.8	29.0	29.0	22.8	25.9	23.3	28.5	26.3	29.0	22.6	21.5	20.2
LINDA VISTA	5.7	5.0	6.3	5.2	5.0	6.0	5.5	6.0	5.0	3.7	5.1	4.6	6.0	4.5	7.8
MEMORIAL	14.5	15.1	13.8	17.8	18.6	13.8	17.8	14.0	17.3	12.2	13.6	9.0	12.4	13.4	11.8
SKYLINE	5.0	2.9	4.5	3.3	3.4	3.8	4.8	3.1	4.0	2.5	2.7	1.4	2.2	2.8	5.0

The most frequent call type for all parks was “disturbing the peace,” and we compared these for before, during, and after PAD for the last two years. The chart below shows the rate of disturbing the peace calls per week. There was no consistent pattern across all parks. City Heights in 2022 was relatively equal but went down during PAD in 2023 and continued to go down after. Linda Vista also saw a drop during PAD in 2023 but then after, rose higher than before. Memorial was up and down slightly, with lower during 2022 PAD time (although PAD did not exist at Memorial during 2022) but higher during 2023. Skyline’s numbers trended slightly up but nothing to be concerned about.



CITY HEIGHTS CALLS & CRIME

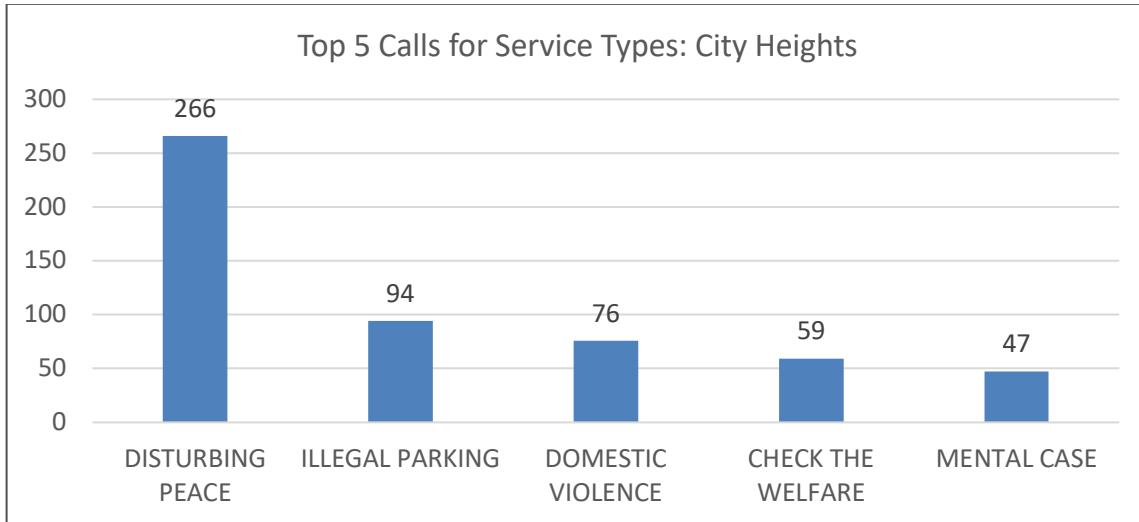
City Heights had the highest number of calls for service of the four parks, but trended down, and by the end of the summer of 2023, had on average, one-third the number of calls per week compared to 2019.



Similar to above, when looking at specific PAD days *and* times, we see calls for service far lower in 2022 and 2023 than the previous three years. Additionally, the number of crimes was halved from 2019 to 2023.

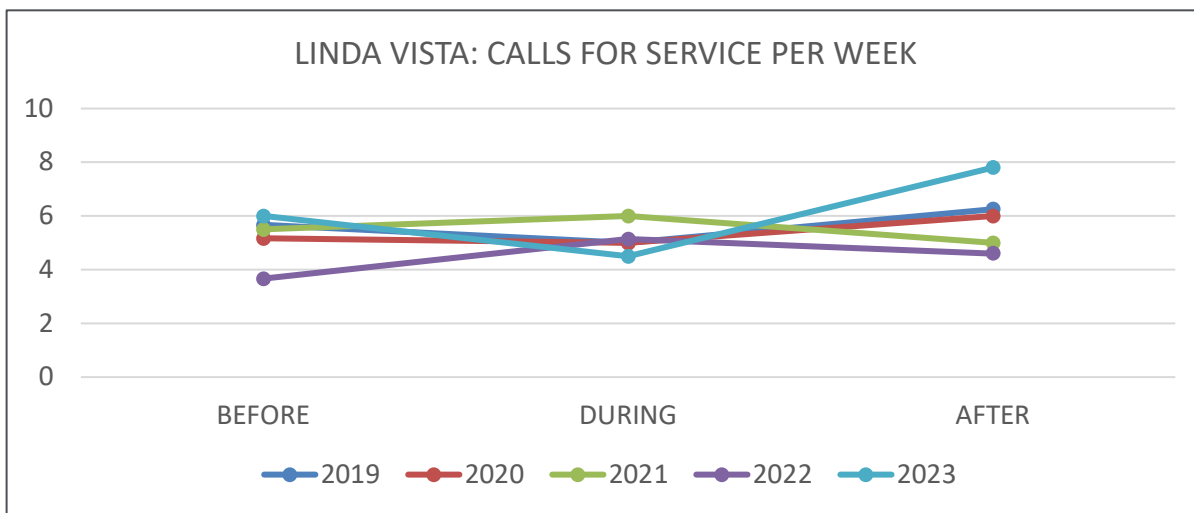
City Heights, during PAD days & times		
Year	Calls for Service	Crimes
2019	86	28
2020	89	21
2021	76	23
2022	61	21
2023	67	14

The top five most frequent calls for service for City Heights *during* PAD days was disturbing the peace with nearly three times as many calls as the next type, illegal parking. Besides domestic violence which could range from verbal to serious assault, the remaining call types are all quality of life issues.



LINDA VISTA CALLS & CRIME

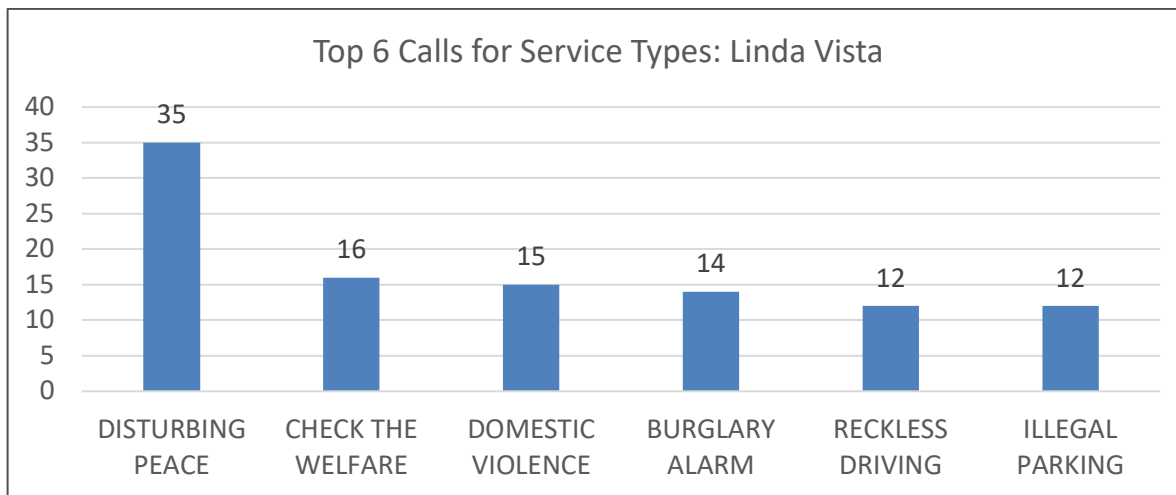
In Linda Vista, calls for service did not change greatly over the five years, hovering between 5 and 6 calls per week on Thursdays, Fridays and Saturdays. In 2022, calls went down in the 6 weeks prior to PAD and went down again after; whereas in 2023, calls went down during PAD but then rose quite a bit (from 4.5 to 7.8) in the 5 weeks after PAD. This upward spike may need to be investigated further as to the cause.



Differing from the above chart, when looking at specific PAD days *and* times, we see calls for service lower in 2022 than the previous three years but back up in 2023. Crime numbers were generally low, and in 2023 about 44% below the average of 5.8 over the previous 4 years.

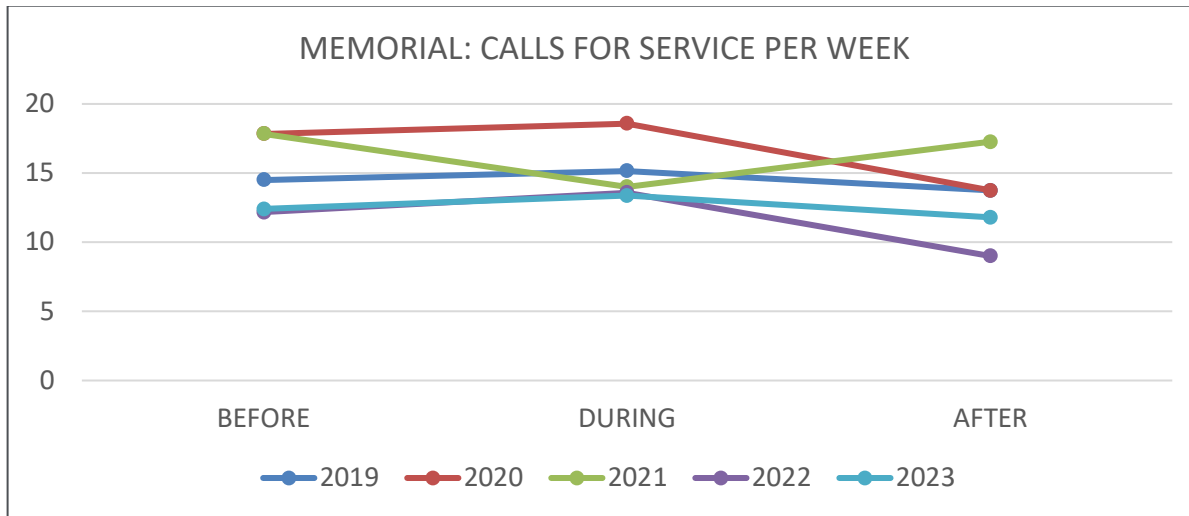
Linda Vista, during PAD days & times		
Year	Calls for Service	Crimes
2019	14	6
2020	16	2
2021	18	7
2022	12	8
2023	18	4

Once again, “disturbing the peace” was the most frequent call type with more than twice as many as the next one, “check the welfare.” Also similar, one sees that of the top six call types, most are not instances with victims of crime but instead community concerns. Different than City Heights, we “mental case” calls are not in the top, and instead burglar alarm and reckless driving are high.



MEMORIAL CALLS & CRIME

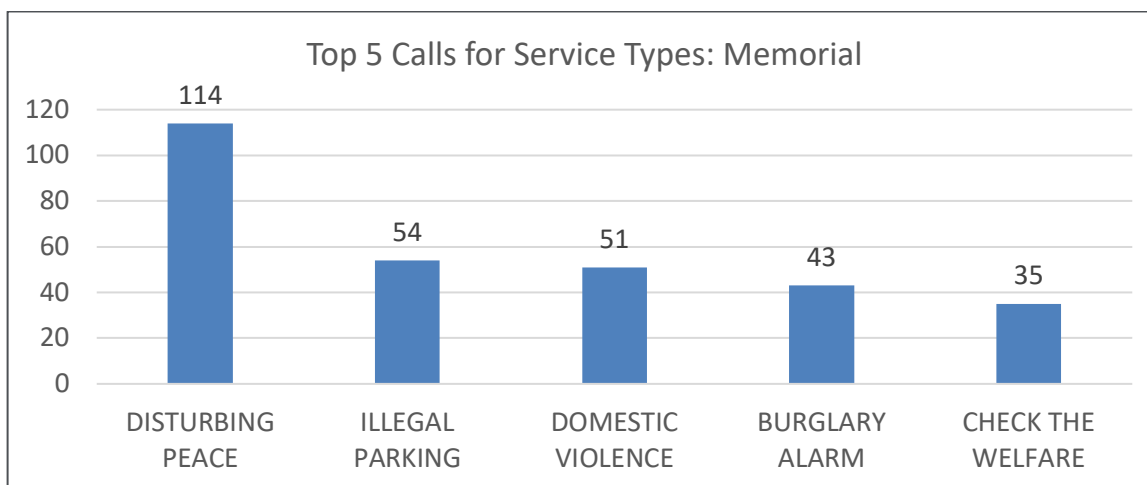
In Memorial Park, calls for service ranged greatly (from a low of 9.0 in the weeks post-PAD in 2022 to a high of 17.8 in the weeks before PAD in both 2020 and 2021) across the five years. Keeping in mind that 2023 was the first year of PAD for Memorial Park, we cannot say that PAD was related to the low number in 2022, although the next lowest call per week rate occurred post-PAD in 2023 with 11.8.



In terms of calls and crimes during PAD days *and* times, besides the low in 2019, 2023 had the next lowest calls for service. Crimes for PAD days and times were trending up for the first 3 years and then down in the most recent two years.

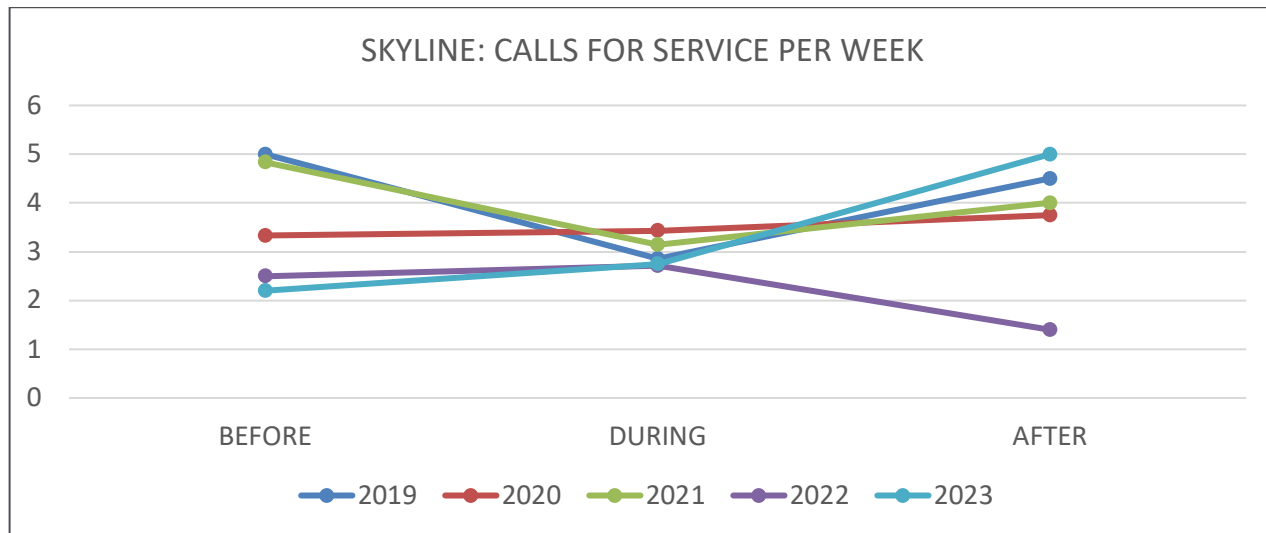
Memorial, during PAD days & times		
Year	Calls for Service	Crimes
2019	28	7
2020	51	9
2021	47	19
2022	37	16
2023	35	14

Like the first three parks, “disturbing the peace” was the most frequent call type with more than twice as many as the second most common. Similarly, most of the calls were not serious crimes. Also, like Linda Vista, burglary alarm was more common than mental health to make the top 5.



SKYLINE CALLS & CRIME

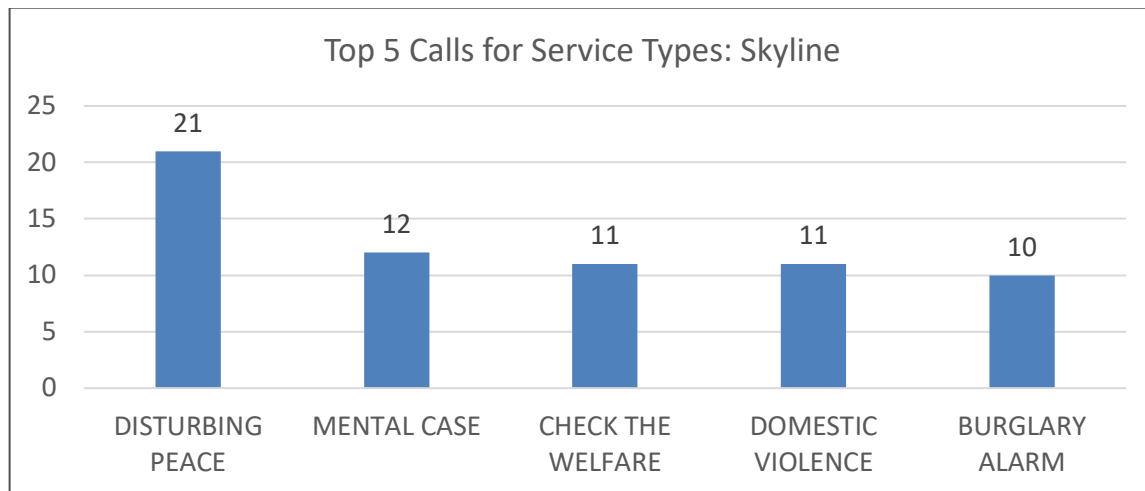
Skyline, like Linda Vista, had relatively low numbers. In 2022, during PAD, they were about the same during as before, but then dropped after; whereas in 2023, the numbers were relatively low before and during and then nearly doubled after. While lower numbers tend to show higher percentage change (versus actual number change), this trend should potentially be investigated.



We saw a big drop in calls for service during PAD days *and* times in 2022, but back up in 2023, even higher than the 2019-2021 average. Crimes also were quite a bit higher in 2023, but still relatively low numbers.

Skyline, during PAD days & times		
Year	Calls for Service	Crimes
2019	10	1
2020	8	3
2021	10	0
2022	4	1
2023	12	6

Once again, “disturbing the peace” was the most frequent call type but not extremely different than the remaining four most common types. For Skyline, “mental case” calls were number two, and the remaining three were the same as previous parks.



Summary

Like 2022, the survey results reveal that PAD was successful on several levels. A vast majority (three-quarters or more) of attendees attended or planned on attending PAD at least three or more times over the summer. Most people rated PAD between good and excellent (average of 4.5 on a scale of 1 to 5), and most people felt at least “somewhat safe” at the event (average of 3.8 on a scale of 1 to 5). This lower feeling of safety (down from 4.0 last year) could be related to less police presence at PAD (this lack of police was also noted repeatedly in the comments).

Relating to PAD’s effect on getting to know the community, making it easier to get services, improving relations with police, and spending quality time with the family, all had very favorable results with at least 86% agreeing or strongly agreeing (up from 82% in 2022). Most people attending PAD brought kids, many with multiple kids of multiple ages. Almost all attendees participated in youth games and activities, and about three-quarters experienced the food. In terms of demographics, LatinX/Hispanic were the largest percentage of race/ethnicity, with other races/ethnicities reflective of the demographics of each park’s neighborhood. Over half of respondents stated that Spanish was their primary language. For household income, 86% made less than \$58,000. The average age of respondents was 39 years old, and the majority lived in the same ZIP as the park they were attending PAD.

In addition to the survey results, based on the open text comments and suggestions, Parks After Dark was once again very well received. A few suggestions stood out that should be considered for future programming. The number one improvement that was asked for was more police/safety/security/surveillance. While PAD attendees did not just want police presence but also hoped for increased engagement from the police with the community (like last year). Regarding programming, there were many requests for more activities for all ages and more food, especially for adults. Logistically, cleaner restrooms and better site organization for participants in terms of food and bracelet distribution.

In terms of police calls for service, we saw the lowest amounts of calls per week *during* PAD 2023 for the five years that were analyzed. When looked at individually, not all parks had this same trend. Like 2022, “disturbing the peace” calls were the most frequent call type by far for each park. In the two years of PAD, 2 parks had reductions “during” PAD, 1 stayed the same and 1 increased. While the lower numbers can be an indicator of “success,” there is no definitive way to know whether crimes/calls in and immediately around each park are directly related to PAD.

After two years of evaluating PAD, one sees the positive effects on the community. Research has shown that activating parks is beneficial to community safety which is the intention of PAD. This evaluation adds to our knowledge and understanding of this type of programming and should be used as the City of San Diego plans into the future.

APPENDIX A: Survey Instrument

Date*

☐ August 25

☐ August 26

☐ August 27

Parks After Dark Questions ▼

1. How did you find out about this event?

☐ live in the area/walking by

☐ flyer

☐ website

☐ social media

☐ someone told me

☐ news or media

☐ other

2. How often are you attending or plan to attend Parks After Dark this summer?

☐ will not attend again

☐ once or twice

☐ 3-7 times

☐ once per week

☐ twice or more each week

3. Are you attending Parks After Dark with people under 18? (Check all that apply)

☐ children age 0-5

☐ children age 6-12

☐ children age 13-17

☐ none

4. Which Parks After Dark activity have you/are you participated/ing in today? (Check all that apply)

☐ Food

☐ Youth Games & Activities

☐ Adult Exercise

5. How safe do you feel at this event (Parks After Dark)?

☐ 5-very safe

☐ 4-somewhat safe

☐ 3-not safe or unsafe

☐ 2-somewhat unsafe

☐ 1-not at all safe

6. Would you recommend Parks After Dark to friends or family?

☐ Yes

☐ No

7. How would you rate Parks After Dark?

☐ 5-Excellent

☐ 4-Good

☐ 3-Average

☐ 2-Below Average

☐ 1-Terrible

8. How would you improve Parks After Dark?

How strongly do you agree or disagree that Parks After Dark... ▼**9a. helps me get to know my community better**☐ 5-strongly agree☐ 4-agree☐ 3-neither agree nor disagree☐ 2-disagree☐ 1-strongly disagree**9b. makes it easier to get services I need**☐ 5-strongly agree☐ 4-agree☐ 3-neither agree nor disagree☐ 2-disagree☐ 1-strongly disagree

9c. improves relationships between community members and police☐ 5-strongly agree☐ 4-agree☐ 3-neither agree nor disagree☐ 2-disagree☐ 1-strongly disagree**9d. makes it easier to spend quality time with my family**☐ 5-strongly agree☐ 4-agree☐ 3-neither agree nor disagree☐ 2-disagree☐ 1-strongly disagree

9e. Any Suggestions/Comments?

General/Demographic Questions ▼

10. How often do you visit this park?

☐ Daily☐ Weekly☐ Monthly☐ Yearly☐ First time

11. How safe do you feel coming to this park (outside of Parks After Dark)?

☐ 5-very safe☐ 4-somewhat safe☐ 3-not safe or unsafe☐ 2-somewhat unsafe☐ 1-not at all safe

12. What ZIP Code do you live in?

13. What is your annual household income?☐ \$35,000 or less☐ \$35,001-\$58,000☐ \$58,001-\$93,000☐ \$93,001-\$120,000☐ \$120,001 or more☐ Prefer not to answer**14. What is your age?**

Leave blank for prefer not to answer.

15. What is your race/ethnicity?**15a. If multi or other race/ethnicity, please specify.**

16. What is your primary language?

16a. If other language, please specify.

17. What is your gender identity?

☐ Female

☐ Male

☐ Transgender male

☐ Transgender female

☐ Genderqueer/gender non-conforming

☐ Questioning/unsure of gender

☐ I use another term

☐ Prefer not to answer

17a. If other gender identity, please specify.

18. What sex were you assigned on your original birth certificate?

We know this question is odd, and we're sorry but we have to ask it

☐ Female

☐ Male

☐ Other

☐ Prefer not to answer

18a. If other sex, please specify.

19. What is your sexual orientation?

Select the one that best describes you.

☐ Heterosexual or straight

☐ Gay or lesbian

☐ Bisexual/pansexual/sexually fluid

☐ Queer

☐ Questioning/unsure of sexual orientation

☐ Other

☐ Prefer not to answer

19a. If other sexual orientation, please specify.

20. Do you have a disability? (Check all that apply)

A disability is defined as a physical or mental impairment or medical condition lasting over 6 months that substantially limits a major life activity, which is not the result of a severe mental illness

☐ No disabilities☐ Difficulty seeing☐ Difficulty hearing☐ Other communication☐ Learning☐ Developmental☐ Dementia☐ Other mental☐ Physical/Mobility☐ Chronic health condition/pain☐ Other

20a. If other disability, please specify.

21. Have you ever served in the military?

☐ Yes, currently in military

☐ Yes, previously in military

☐ No

☐ Prefer not to answer

Submit

APPENDIX B: Comments/Suggestions

IMPROVE PAD/SUGGESTIONS (2 or More)	COUNT
More police/safety/security/surveillance	148
More activities/games	132
More food/food tickets/bracelets	78
More food for adults/parents/whole family - cheaper or free	64
More activities for children of all ages / all ages	40
More Art/Craft activities	31
More/Free water/drinks	29
Activities/games for adults/parents/families	28
More activities for teens/tweens/young people	25
Cleanliness of the bathrooms	24
Games/activities for toddlers	23
More games/activities for kids / all ages	22
Better/healthier/vegan/vegetarian food/More food options	21
Advertise more/Communicate better/advertise by mail	18
Have PAD for more days/longer time period/more often	17
Better organization, especially for tickets and food	15
Food Distribution (online options, resources for food pantry)	14
More bracelets	13
More resources / resource tables	11
Books/prizes/toys for teens	10
More tables and chairs	10
More Vigilance	10
More events	8
Cover/Shade for sun	7
Food/Cooking demonstrations (including vegan)	7
Shorter/faster lines	7
in the park/on the grass	6
more promotion	5
Sports games/Basketball games	5
Books for bilingual, Spanish, boys & babies	4
Children's Music (some songs had sexual content)	4
More educational activities	4
More entertainment	4
More lighting	4
More staff	4
More things	4
music too loud	4
Reading books and museum passes for families	4
Make the staff friendlier	3
More activities for special needs kids/allow parents to not wait in line	3
More food distribution	3

More fun	3
More people	3
Better registration process	2
Dance games	2
Different events/games	2
Less homeless	2
Mexican Music	2
More communication	2
More community organizations	2
More community outreach	2
More evening park activities for FALL	2
More game truck	2
More jumpies	2
More lights	2
More seating	2
More vendors	2
More/different activities	2
No music	2
Staff better control lines	2

APPENDIX C: Park Maps

