

COME PLAY OUTSIDE

Summer for All of Us,
a Program Ensuring
Equal Access and
Opportunities for
Every Community



2024



Parks and
Recreation



San Diego
Parks Foundation

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“We are lucky to have a community rec center that is in our neighborhood that provides a safe and fun environment for our kids.”

-Parent Feedback

”

In 2021, the COVID-19 pandemic had profound emotional, mental, and physical impacts on individuals and communities across the world. The decline of social connection and physical health in public spaces like parks, schools, and recreational facilities had a significant impact on the overall quality of life for everyone. In response to the adverse economic affect on local communities resulting from this period of isolation, Mayor Todd Gloria took the initiative to develop the "Summer for All of Us – Come Play Outside (CPO)" program to help communities rebuild and navigate the challenges of economic hardships with free and accessible public park spaces, programming and resources.

This initiative focuses on the physical and social well-being of youth in San Diego from historically marginalized communities, which are recognized as "Communities of Concern" in the 2021 Climate Equity Index¹. These communities frequently encounter obstacles in accessing quality recreational opportunities and services. CPO aspired to address these disparities by providing equitable access to a diverse array of recreational activities, events, and resources.



In 2024, three years after lengthy closures, communities and recreation centers began rebuilding their programs through this initiative. CPO has persevered in providing youth and adults with opportunities to engage in outdoor activities, connect with their peers, and improve their overall health in a safe environment. Normalcy and well-being in these communities persisted with the continued opportunities of open public spaces and recreational programs, particularly for children and families who may still be impacted by economic hardships or lack of resources. Since its inception, CPO has had a remarkable impact on the community, reaching over 153,733 individuals, including youth, adults, and seniors.

By promoting physical activity, creative play, and social interaction, CPO plays a key role in restoring community engagement and alleviating some of the negative impacts of pandemic-related restrictions. CPO's success underscores the significance of inclusivity in community-building, ensuring that everyone has the chance to flourish in a supportive and engaging environment.

1. Climate Equity Index, available at: <https://www.sandiego.gov/sustainability-mobility/climate-action/climate-equity>

GOALS AND OUTCOMES

Measuring the progress of this initiative involves tracking key performance indicators, and evaluating outcomes to assess its effectiveness and identify areas for improvement. The Parks and Recreation Department has created goals and objectives for the CPO program, which, alongside the Department's Tactical Equity Plan², serve as a valuable resource for assessing the overall program.

Goals

PROGRAMMING

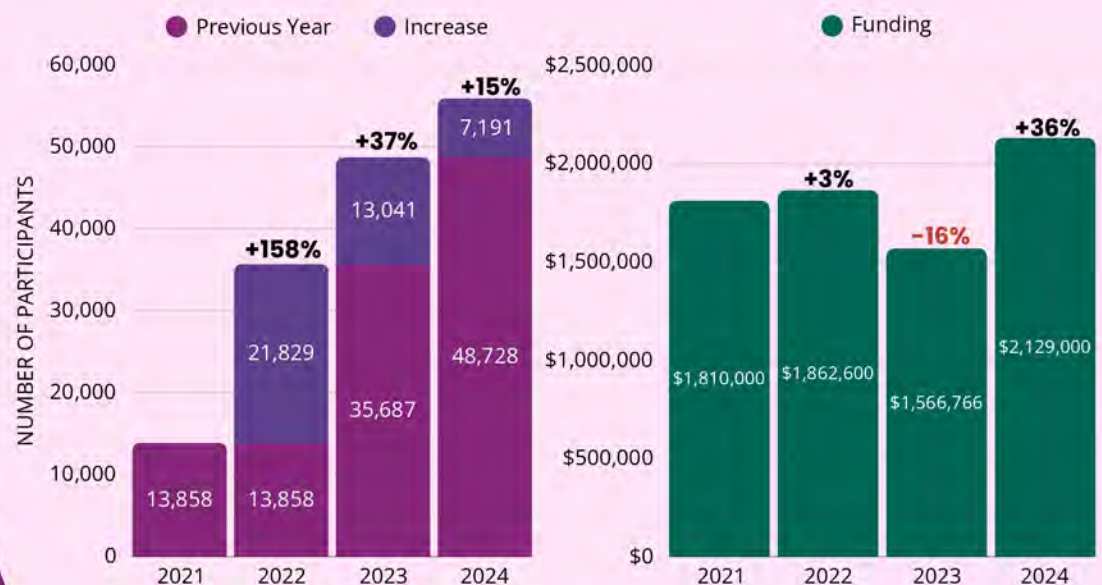
- Increase physical and social activity in youth and adults in Communities of Concern through expanded free to low-cost programs and events.
- Increase funding to support the expansion of free to low-cost programs and events in Communities of Concern.

FUNDING

Objectives

- In 2023, the CPO program saw a significant increase of 37% in attendance over the previous year. The objective for 2024 was to increase attendance by 20% from 2023.
- In 2023, the CPO program saw a reduction of 16% in funding over the previous year. The objective for 2024 was to increase funding via grants, partnerships, and donations by 5% from 2023.

Outcomes



2. Tactical Equity Plan, available at: <https://www.sandiego.gov/park-and-recreation/general-info>

FUNDING AND PARTNERSHIP



CPO programs and events are made possible through dedicated city funding, grants, and donations that support free to low-cost activities. In 2024, the CPO program secured **\$2,192,000** in funding, a **36%** increase from the previous year. These additional funds allowed for a **13%** growth in programs and events, which resulted in a **15%** rise in attendance. These investments enhance community engagement and expand opportunities for participation in CPO activities.

These partnerships allowed community organizations and service providers to unite with the City and County, contributing to the success of CPO.



COMMUNITIES OF CONCERN SUMMARY

In San Diego, "Communities of Concern" (CoC) are neighborhoods facing significant social, economic, and environmental challenges. These areas are identified using data on income, public health, education access, housing instability, and environmental risks. The Climate Equity Index (CEI) plays a key role by highlighting neighborhoods disproportionately impacted by climate change, such as those facing extreme heat, flooding, or poor air quality.



The CEI combines environmental indicators, health indicators, housing indicators, mobility indicators, and socioeconomic indicators to pinpoint areas where residents are most at risk. CoCs often have higher poverty rates, limited healthcare access, lower educational levels, and inadequate housing. Identifying these communities helps direct resources and policies to reduce disparities, improve health, and increase resilience to climate change, promoting equity and sustainability in historically underserved areas.

Equity Indicator Categories



Environmental



Socioeconomic



Housing



Mobility



Health



92113 - D.M. Memorial RC

Climate Equity Index - Low

92110 - Presidio RC

92113 - Mountain View Community Center

Climate Equity Index - Moderate

92111 - Linda Vista RC

92115 - Colina Del Sol RC

92114 - Encanto RC

92114 - Martin Luther King Jr. RC

92114 - Skyline Hills RC

92102 - Golden Hill Recreation Center

92102 - Stockton Recreation Center

92139 - Bay Terraces Community & Senior Center

92139 - Paradise Hills RC

92139 - Penn Athletic Field

92105 - Azalea RC

92101 - Municipal Gymnasium

92105 - Chollas Lake Park

92105 - City Heights RC

92105 - Mid-City Gymnasium

92154 - Montgomery-Waller RC

92154 - Cesar Solis Community Park

92173 - Cesar Chavez Community Center

92173 - C.I.S San Ysidro Community Activity Center

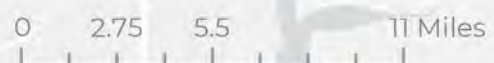
92113 - Willie Henderson Sports Complex

92113 - Southcrest RC



Recreation Center

 Council Districts

 Zip Codes

SanGIS, California State Parks, Esri, HERE,

PROGRAMS

The 2024 CPO program prioritized expanded summer offerings across twenty-four recreation centers and four aquatic facilities in San Diego's most underserved neighborhoods, specifically within Council Districts 3, 4, 7, 8, and 9.

This initiative allocated funding for a variety of programs and events aimed at connecting youth with nature, enhancing mental and physical well-being, and promoting overall wellness. CPO activities included summer day camps, outdoor movie nights, deep-sea fishing excursions, PLAY Golf, nature camps, free swim lessons, Teen Nite, specialty camps, enrichment classes, and Parks After Dark. The goals of these events were to increase access to recreational options and provide activities that resonate with the community's interests and requests.



In its third year of operation, the 2024 CPO program made significant strides in reaching and engaging the community. The program provided over **300** classes and **149** weekly summer camps at **24** recreation centers. It also hosted **60** Teen Nite events at **10** different locations and screened **29** movies in the park. The continued expansion and success of the CPO programs is further highlighted in Table A on page 9. These efforts demonstrate the program's growing impact and its commitment to offering enriching, accessible activities for all.



TABLE A.

Year	2021		2022		2023		2024	
Funding	\$1,810,000		\$1,862,600		\$1,566,766		\$2,129,000	
P = # of programs A = Attendance total	P	A	P	A	P	A	P	A
Day Camps	28	400	105	2,008	121	1,968	123	2,807
Specialty Camps	36	500	30	409	43	678	33	1,008
Nature Camps	17	334	17	288	16	281	16	333
Teen Nite	120	6,394	120	8,553	80	6,062	60	3,513
Parks After Dark	—	—	96	18,175	96	32,559	111	37,269
Learn to Swim	116	1,180	147	941	153	1,510	240	4,996
Movies in the Park	30	4,900	39	5,113	34	5,470	29	5,743
Deep Sea Fishing Trips	3	150	4	200	4	200	5	250
Totals	350	13,858	558	35,687	547	48,728	617	55,919

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

ENRICHMENT CLASSES

Enrichment classes are supplemental, contractual programs that add to the summer camp experience. Working alongside site staff, these classes give campers hands-on opportunities to explore STEM, art, and other creative fields in a fun and engaging way. This year, the program expanded with two new providers offering music and sewing, adding even more variety to the lineup and giving campers access to skills they might not have encountered otherwise.

The **2024** enrichment program was a huge success, with **290** classes held across **20** sites and **5,724** campers participating. Many sites requested additional programming from these providers after the summer, showing just how popular and impactful the classes were. Contracted instructors bring specialized skills and engaging lessons that encourage kids to try new things, build confidence, and discover interests they might not have explored otherwise. These experiences not only make summer camp more exciting but also help spark long-term curiosity and creativity, inspiring campers to continue learning beyond their time in the program.

PARTICIPATING SITES:

- Adams (CD 9)
- Azalea (CD 9)
- Cesar Chavez (CD 8)
- City Heights (CD 9)
- Colina (CD 9)
- Encanto (CD 4)
- Memorial (CD 8)
- Martin Luther King (CD 4)
- Mountain View (CD 4)
- North Park (CD 3)
- Paradise Hills (CD 4)
- Presidio (CD 2)
- Penn Athletic Field (CD 8)
- San Ysidro (CD 8)
- Silver Wing (CD 8)
- Skyline (CD 4)
- Robert Egger - South Bay (CD 8)
- Southcrest (CD 8)
- Stockton (CD 9)





The 2024 Participation, Learning, and Appreciation of Youth (P.L.A.Y) Golf program was a remarkable success, offering a total of **33** engaging classes across **5** different locations, and providing the opportunity for **660** youth participants to develop their skills and enjoy the sport. The program not only attracted a large number of young participants but also received positive feedback from both the youth and the community. Its popularity was further demonstrated by the numerous requests from several sites for additional programming after the season concluded. This response highlights the program's effectiveness, its widespread appeal, and the strong demand for continued golf education for young people. The success of this summer's initiative sets a solid foundation for future growth and expansion of the program.



PARTICIPATING SITES:

- Golden Hill (CD 3)
- Kearny Mesa (CD 7)
- Encanto (CD 4)
- Martin Luther King (CD 4)
- Mountain View (CD 4)



SUMMER CAMPS

DAY CAMP, NATURE CAMP AND SPECIALITY CAMPS

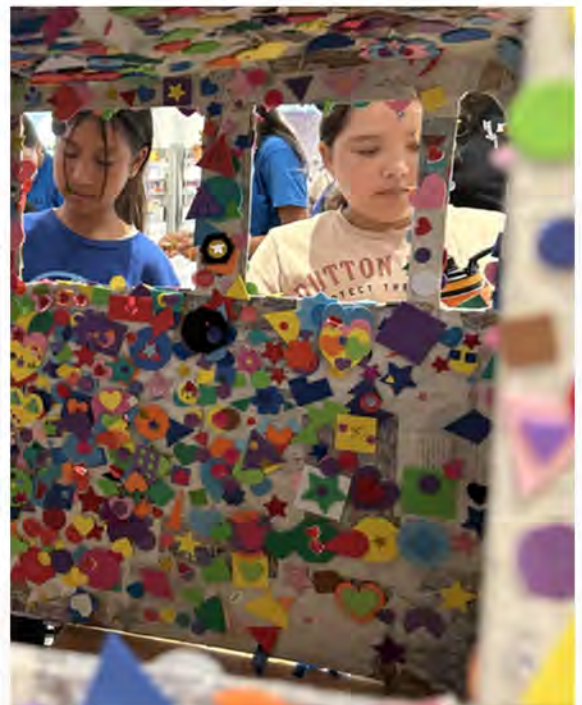
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Specialty camps offered at recreation centers, which are provided by contracted service providers, offer unique and exciting opportunity for youth that might otherwise be limited by financial constraints. In 2024, **1,008** campers participated in a variety of low-cost or free specialty camps were hosted throughout the city including nature, skate, engineering, gymnastics, and LEGO camps.

Through partnerships with the San Diego Parks Foundation and San Diego Unified School District, the Department hosted various Level Up camps at local recreation centers, which saw a total attendance of **319** campers.

Traditional staff-led summer day camps were also held from June through August, which attracted a total of **2,807** participants. In addition, some locations hosted staff-led Nature Camps, engaging **333** participants.

The chart on the following page provides an overview of locations and camps per Council District.



SUMMER CAMPS

CONTINUED

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COUNCIL DISTRICT	SITE	DAY CAMP	SPECIALTY CAMP	NATURE CAMP
3	Golden Hill	✓		✓
	North Park*	✓		
4	Bay Terraces	✓		
	Encanto	✓		✓
	Martin Luther King Jr.	✓		✓
	Mountain View		✓	✓
	Skyline	✓		✓
	Paradise Hills	✓	✓	✓
	Penn Athletic Field	✓	✓	
7	Linda Vista	✓	✓	✓
	Serra Mesa		✓	
8	Cesar Chavez	✓		✓
	Cesar Solis		✓	
	Dolores Magdalena Memorial	✓	✓	✓
	Robert Egger South Bay	✓		✓
	Montgomery Waller		✓	✓
	San Ysidro	✓		✓
	Silver Wing	✓		✓
9	Azalea	✓		
	Adams*	✓		
	City Heights	✓		✓
	Colina Del Sol	✓		✓
	Southcrest	✓		✓
	Stockton		✓	

*Sites not recognized as CoCs, but servicing nearby communities.

DEEP SEA FISHING TRIP



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"Seeing a child smile and forgetting all the issues in life is priceless. Nature has a way of cleansing the soul and making your day brighter."

• Alex Glenn, Park Ranger

PARTICIPATING SITES:

- Azalea (CD 9)
- Cesar Chavez (CD 8)
- Colina Del Sol (CD 9)
- City Heights (CD 9)
- Encanto (CD 4)
- Linda Vista (CD 7)
- Martin Luther King (CD 4)
- Memorial (CD 8)
- Montgomery-Waller (CD 8)
- Mountain View (CD 4)
- Paradise Hills (CD 4)
- Robert Egger South Bay (CD 8)
- San Ysidro (CD 8)
- Silver Wing (CD 8)
- Southcrest (CD 8)
- Willie Henderson Sports Complex (CD 4)

This program was designed to break barriers for San Diego's underserved youth and provide them a unique opportunity for ocean based programming. Over the course of five excursions to open waters, **250** participants aged 10 to 17 gained valuable skills in water and boat safety, baiting a hook, fishing techniques, and proper casting. The program featured a presentation by a City of San Diego Park Ranger on the California coastline. All equipment and lunch was provided by the San Diego Parks Foundation.



LEARN TO SWIM

The Learn to Swim Program provided free swim to individuals who face barriers to acquiring this essential life-saving skill. This program aimed to teach children, teens, and adults how to swim in a safe, enjoyable, and supportive environment. It also focused on water safety awareness, and building endurance. The program was staff-run and further supported by the Red Cross and the San Diego Prevent Drowning Foundation, with the San Diego Parks Foundation covering the entry fees for all participants.

In 2024, the program successfully engaged nearly **5,000** new swimmers across **6** locations throughout San Diego. In addition, the Parks After Dark Program offered free swim to **1,600** participants at City Heights and Memorial Pool. This expansion further helped increase access to swimming education and water safety training for underserved communities.



PARTICIPATING SITES:

- Martin Luther King Pool (CD 4)
- Kearny Mesa Pool (CD 7)
- Memorial Pool (CD 8)
- City Heights Pool (CD 9)
- Vista Terrace (CD 8)
- Colina Del Sol Pool (CD 9)



MOVIES IN THE PARK

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The Summer Movies in the Park program provided families with an ideal chance to unwind and enjoy a movie in their local park. Launched in 2007 as a 'take back our parks' initiative, this program encouraged residents to explore their nearby county and city parks through a free and secure evening event. This popular community activity helped prevent inappropriate after-hours use and loitering, allowing residents to feel safe in their local parks, which ultimately promoted future visits. A total of **29** movies were showcased at locations within Communities of Concern, accompanied by a range of pre-show activities such as crafts, face painting, inflatables, food vendors, and much more! The San Diego Parks Foundation enhanced **16** screenings with an inflatable, kettle corn and ice cream.



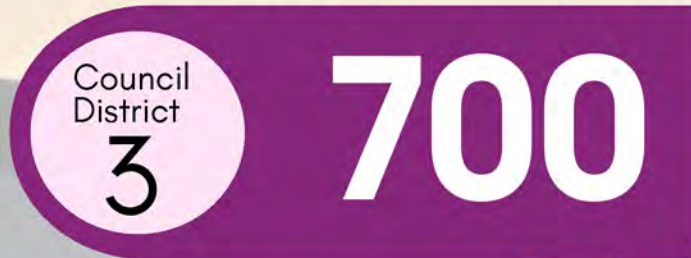
With an impressive overall attendance of **5,743**, Movies in the Park remains a beloved and successful **FREE** family activity for many!

SUMMER 
MOVIES
IN THE **PARK**

MOVIES IN THE PARK (CONTINUED)

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ATTENDANCE BY COUNCIL DISTRICT



- Golden Hill Recreation Center
- North Park Recreation Center
- North Park Mini Park

- Encanto Recreation Center
- Willie Henderson Sports Complex
- Bay Terraces Community Park
- Martin Luther King Jr. Recreation Center
- Mountain View Community Center
- Chollas Lake Amphitheater



- Wegeforth Elementary Joint Use Field
- Linda Vista Recreation Center



- Silver Wing Recreation Center
- Cesar Chavez Community Center
- Memorial Recreation Center
- Ceasar Solis Community Park
- Montgomery-Waller Community Park
- Robert Egger Sr. South Bay Recreation Center



- Colina Del Sol Park
- Officer Jeremy Henwood Memorial Park
- Adams Recreation Center Ballfield
- Rolando Elementary School
- Azalea Recreation Center
- Cherokee Joint Use Field
- Clay Park
- Mt. Hope Cemetery



TEEN NITE

The Teen Nite program, in partnership with the San Diego Police Department, provides a safe and fun space during the summer for teens to spend their Friday nights free from drugs, violence, and racism. While teen centers operate year-round, this specialized program runs every summer at ten recreation centers. In 2024, it operated six weeks, down from ten the previous year, but remained a highly anticipated and well-attended initiative.

Teen Nite offers activities like food, crafts, games, sports, inflatables, video games, field trips, and team-building exercises. The program ensures teens have access to positive experiences while fostering community and security.



TEEN NITE TOTALS	Golden Hill (CD 3)	225
	Encanto (CD 4)	267
	MLK (CD 4)	275
	Mountain View (CD 4)	249
	Paradise Hills (CD 4)	500
	Linda Vista (CD 7)	410
	Cesar Chavez (CD 8)	607
	Southcrest (CD 8)	253
	Colina Del Sol (CD 9)	260

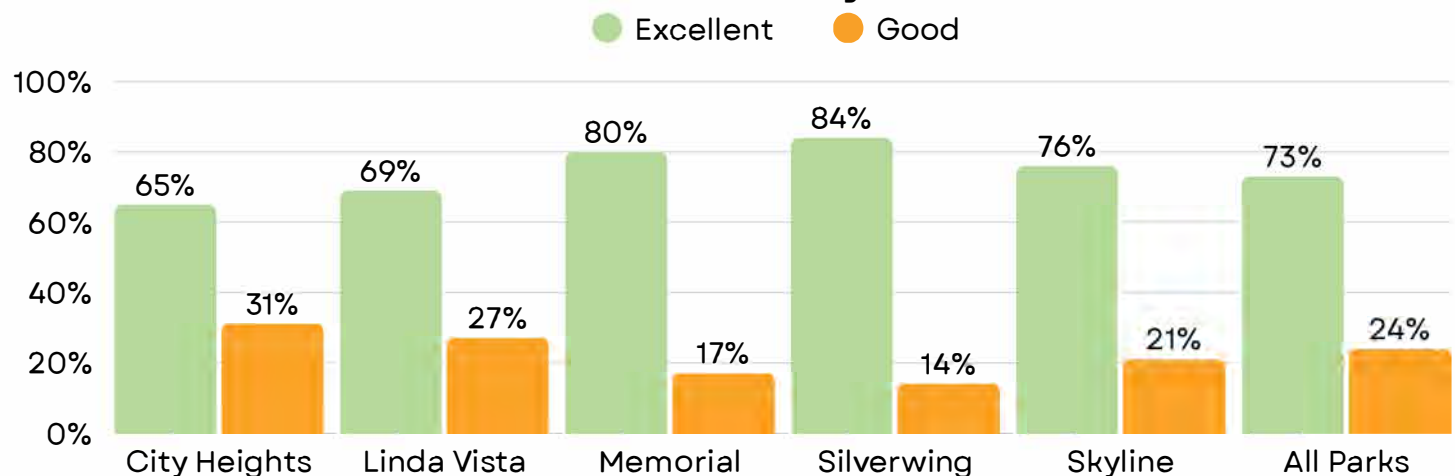
This year, the Teen Nite program successfully reached **3,513** young people from some of our city's most disadvantaged communities. By providing a safe and engaging space for teens, the program continues to make a positive impact, offering valuable opportunities for personal growth, recreation, and community involvement.



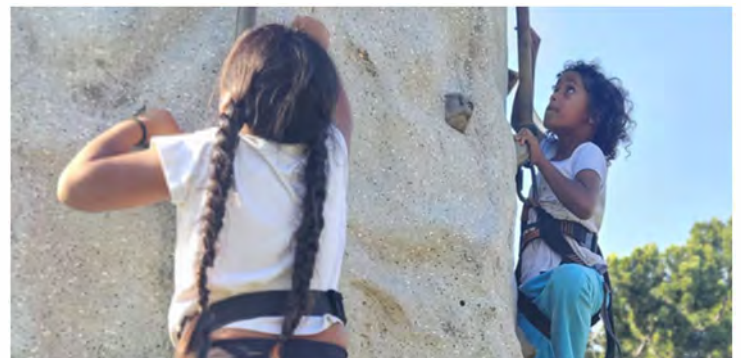
Parks After Dark (PAD) is a community-driven initiative funded by a grant from the County of San Diego, in partnership with the San Diego Parks Foundation and Price Philanthropies. The program is designed to help reduce crime rates by providing families from all generations with engaging evening activities in local parks. By offering a variety of fun, family-friendly events, PAD fosters a positive, safe environment for residents to connect, relax and enjoy their local parks.

The program takes place at five recreation centers, strategically selected for their location in Communities of Concern: City Heights, Memorial, Skyline, Linda Vista, and Silver Wing Recreation Centers. These centers serve as hubs for the program, making a significant impact on the neighborhoods they serve by offering recreational, cultural, and educational opportunities in the evenings. Through this initiative, the program aims to strengthen community bonds and promote safety in these parks.

Satisfaction Survey Results



According to the 2024 City of San Diego Parks After Dark Evaluation Report³ conducted by the University of California San Diego (UCSD), the average ratings for all parks ranged from good to excellent, with just 1% rating below average at Memorial and City Heights. This year's overall average stood at **4.7**, which is the highest rated Parks After Dark series to date, up **0.2** points from the previous year. When asked "Would you recommend PAD to friends and family?" **98%-100%** of people said yes (similar to the last two years).



PARKS AFTER DARK

(CONTINUED)

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The Parks After Dark program, now in its third year, hosted an impressive **111** events during the summer of 2024. These events took place every Thursday, Friday, and Saturday for a span of five to eight weeks, offering a diverse range of activities for people of all ages. The program successfully attracted over **37,269** participants, making it a significant community event.

Notable highlights included live music performances, cultural acts, circus performances, and various family-friendly activities such as face painting, inflatables, game trucks, rock climbing walls, yoga sessions, crafts, and dancing, among others. This vibrant and engaging initiative continued to foster community engagement and provided a fun-filled summer for all who participated.



PARKS AFTER DARK

(CONTINUED)

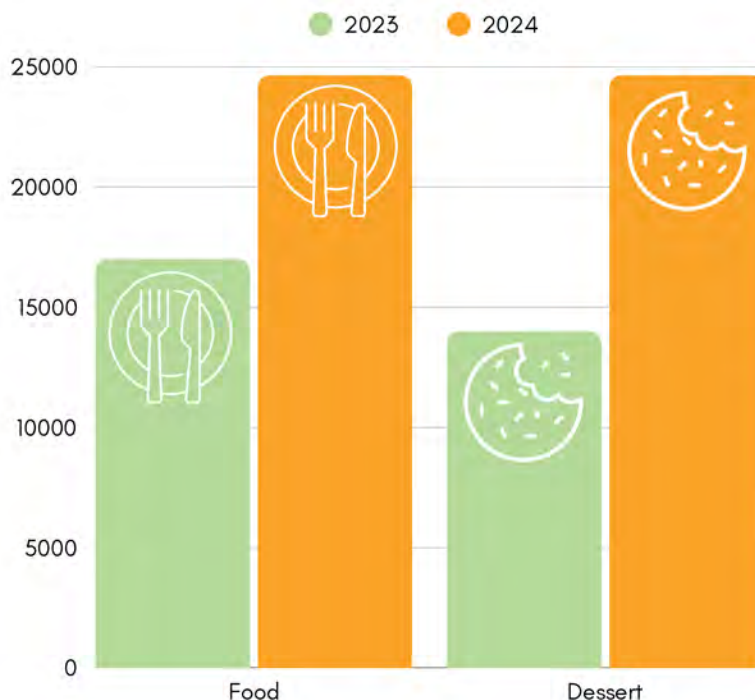
To address hunger in five underserved communities, the City, Foundation, and Feeding San Diego collaborated to distribute **24,650** meals, **24,650** desserts, and fresh produce to youth and adult participants. These efforts went beyond providing food, as each event also featured a range of community resources designed to support families in accessing essential services. Offerings included free health screenings, voter registration assistance, CalFresh application support, mental health resources, pet food distribution, and backpacks for children. This holistic approach aimed to meet immediate needs while empowering families with tools for long-term well-being.

Feeding San Diego Food Distribution Parks After Dark 2024

Total Food Distributed: **102,108 lbs.**
Dry Goods Served: **18,7547 lbs.**
Produce Served: **83,354 lbs.**



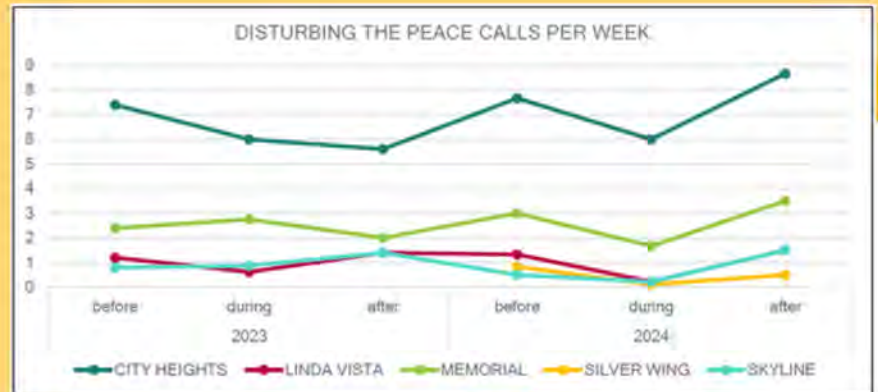
2023 vs 2024 Meal Distribution



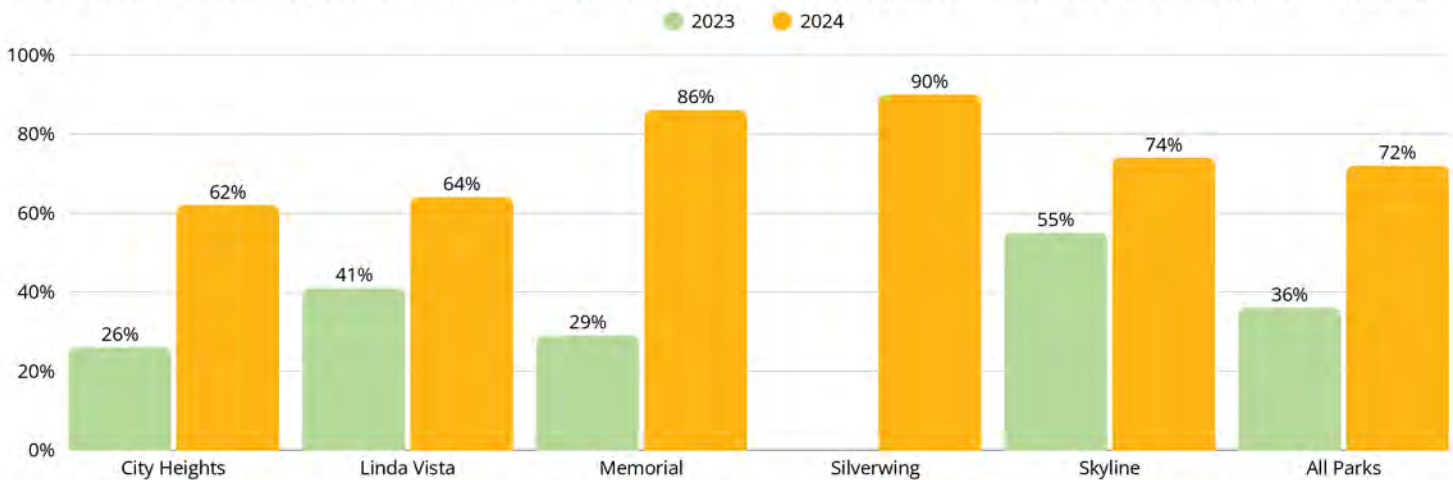
PARKS AFTER DARK EVALUATIONS

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The PAD initiative demonstrated significant improvements in community outcomes across various San Diego locations. During the PAD events in 2024, "Disturbing the Peace" calls decreased or remained consistently low compared to before and after the events, reflecting the program's positive impact on community safety.

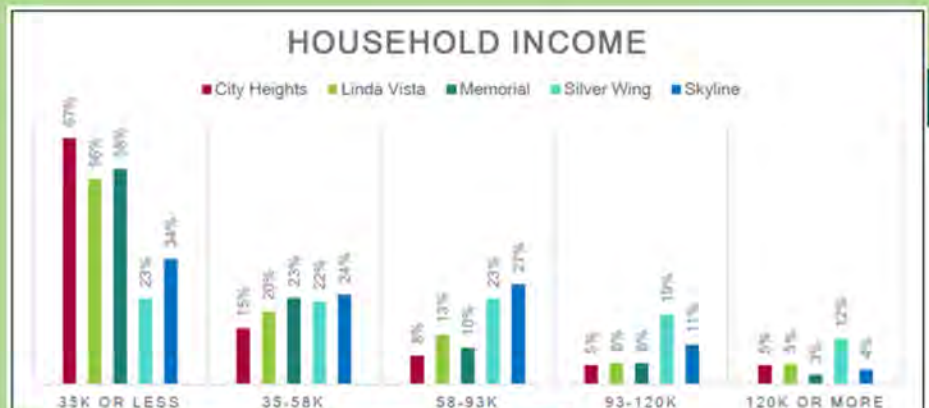


Percentage of Respondents Who Feel Very Safe at PAD (Silverwing did not host PAD in 2023)



Perceptions of safety during PAD also improved substantially, with 72% of respondents across all locations in 2024 feeling "very safe," up from 36% in 2023. Notable increases in safety perceptions were observed at Memorial (from 29% in 2023 to 86% in 2024) and City Heights (from 26% to 62%). These results underline PAD's role in fostering safer, more inclusive public spaces for underserved communities.

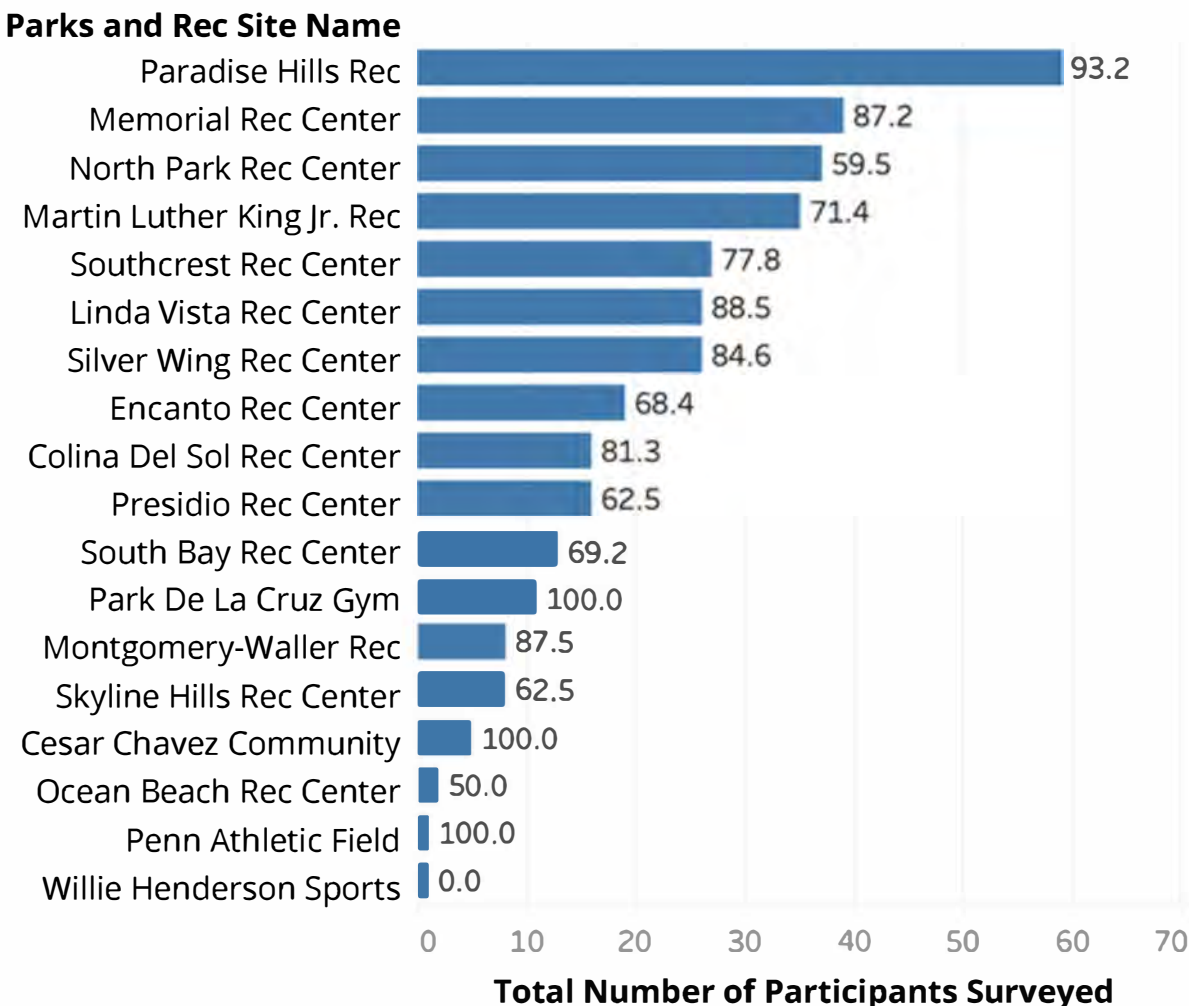
Additionally, 48% of participants reported household incomes of \$35,000 or less, highlighting the program's focus on serving lower-income communities.



Department staff collaborated with the Performance and Analytics Department (Panda) to generate the 2024 Come Play Outside Annual Report⁴, by assessing the overall satisfaction and participant demographics of the CPO programs. Surveys were distributed to all participants using a QR code and an email through the online registration software. Based on the survey findings, Panda identified various demographic and enrollment data to evaluate the Overall Satisfaction (OSAT) level of the CPO programs. In 2024, CPO programs served **55,919** youth and adult participants, a **14.7%** increase compared to 2023, while the OSAT level saw a slight increase from **78%** to **79.4%** compared to the previous year.

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. The following graph represents the OSAT per location based off the number of responses.



4. 2024 Come Play Outside Annual Report (Performance and Analytics Department) - Attachment B

The City of San Diego's Come Play Outside initiative continued to expand in 2024, providing safe and enriching recreational opportunities for youth and families in Communities of Concern. As participation grew, demographic trends revealed shifts in who engaged with the programs, offering insight into the initiative's evolving impact.

- Survey participation increased, with **349** responses compared to **209** in 2023. Silver Wing tripled its response rate, and Southcrest, which had struggled in previous years, received 27 responses.
- Male participation rose to **55%** (from **53%** in 2023), while female participation declined to **44%** (from **47%**). Additionally, **0.6%** of participants identified as non-binary or chose not to disclose their gender, the highest percentage recorded since reporting began in 2020.
- Changes in survey methodology allowed respondents to select multiple racial and ethnic identities, leading to **17.8%** identifying with two or more races, up from **9.6%** in 2023.
- Income demographics also shifted, with a **12.25%** decrease in respondents from the lowest income bracket (<\$35,000). The \$35,001–\$58,000 bracket had the highest percentage of respondents at **18.4%**.

These results highlight Come Play Outside's ongoing efforts to foster inclusive, accessible recreation opportunities while also reflecting demographic shifts in program participation.



COUNCIL DISTRICT PARTICIPATION

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CD	Programs	2023 Community Members Served	2024 Community Members Served
3	MOVIES IN THE PARK SUMMER DAY CAMP TEEN NITE DEEP SEA FISHING NATURE CAMP	3,076	1,580
4	MOVIES IN THE PARK PARKS AFTER DARK SUMMER DAY CAMP TEEN NITE DEEP SEA FISHING NATURE CAMP SPECIALTY CAMP SNAG GOLF LEARN TO SWIM	12,971	15,609
7	MOVIES IN THE PARK PARKS AFTER DARK TEEN NITE DEEP SEA FISHING NATURE CAMP SPECIALTY CAMP LEARN TO SWIM	12,059	10,092
8	MOVIES IN THE PARK SUMMER DAY CAMP TEEN NITE DEEP SEA FISHING NATURE CAMP SPECIALTY CAMP LEARN TO SWIM	13,248	21,550
9	MOVIES IN THE PARK PARKS AFTER DARK SUMMER DAY CAMP TEEN NITE DEEP SEA FISHING NATURE CAMP SPECIALTY CAMP LEARN TO SWIM	8,883	11,934

The CPO program has proven to be an essential resource for community members of all ages, offering opportunities to connect with neighbors, activate parks, and engage in meaningful programs. Thanks to the support of Mayor Gloria, the City Council, the County of San Diego, the San Diego Parks Foundation, Price Philanthropies, and Prevent Drowning SD, the Department has successfully provided high-quality summer programming to communities in greatest need.

Looking ahead, the Department aims to expand the CPO program to reach more families and improve facility operations in ways that were previously unattainable. However, with a challenging budget year on the horizon, this growth may not be feasible without sustained resources. A reduction in funding could lead to fewer programs, limited staffing, and decreased access to safe, enriching activities—particularly in Communities of Concern where programs are heavily subsidized.

Amid these uncertainties, the Parks and Recreation Department, in collaboration with the San Diego Parks Foundation, is committed to ensuring that recreational programs remain accessible to all. The Department will continue efforts to expand its partnerships, onboard new program providers, and enhance marketing and language access initiatives, utilizing social media, radio, and television to reach a wider audience.

With robust community support, the Department is devoted to providing meaningful programming and aspires to offer another year of engaging activities that bring families together and enrich San Diego's neighborhoods.

