

COME PLAY OUTSIDE



A PROGRAM OF SUMMER FOR ALL OF US



2023

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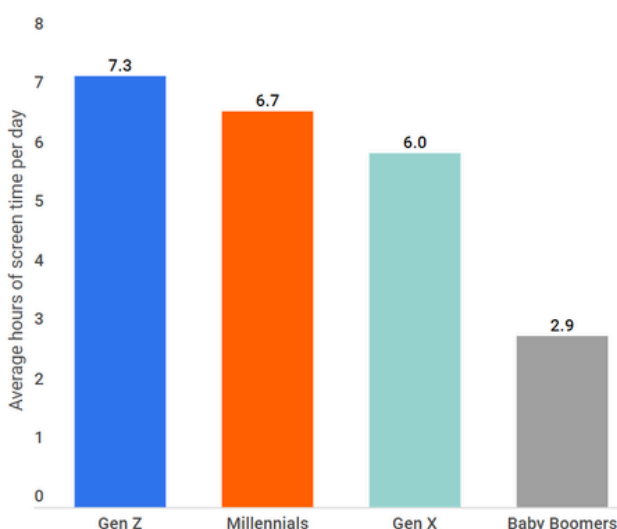
Background

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. In a world where the average American spends 7 hours and 4 minutes looking at a screen each day², 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.

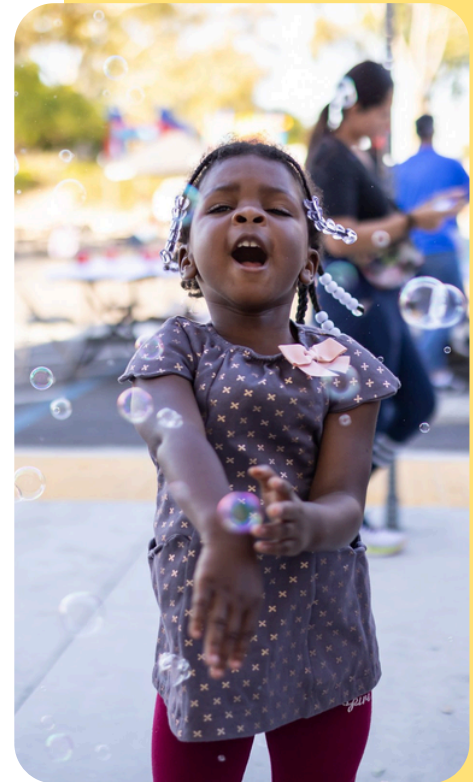
Goals	Objectives	Outcomes
Increase physical and social activity in youth and adults in Communities of Concern through expanded free to low-cost programs and events.	In 2022, the CPO program saw an increase of 14% in attendance over the inaugural year. With that in mind, the objective for 2023 was to 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**



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.

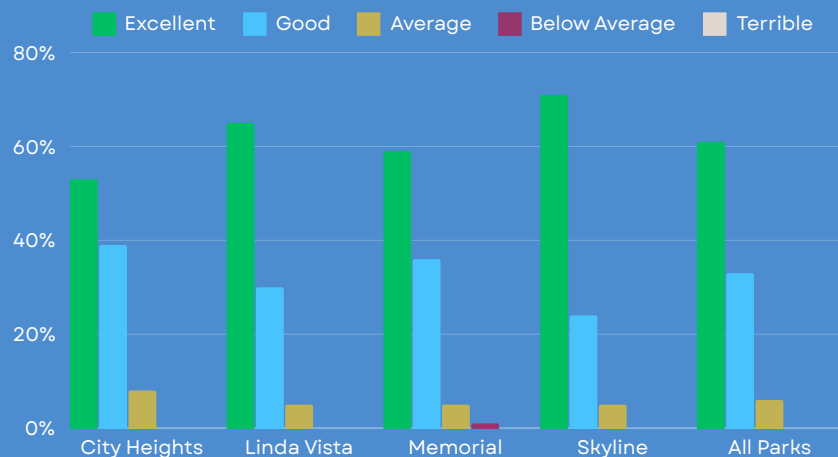
Parks After Dark

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.

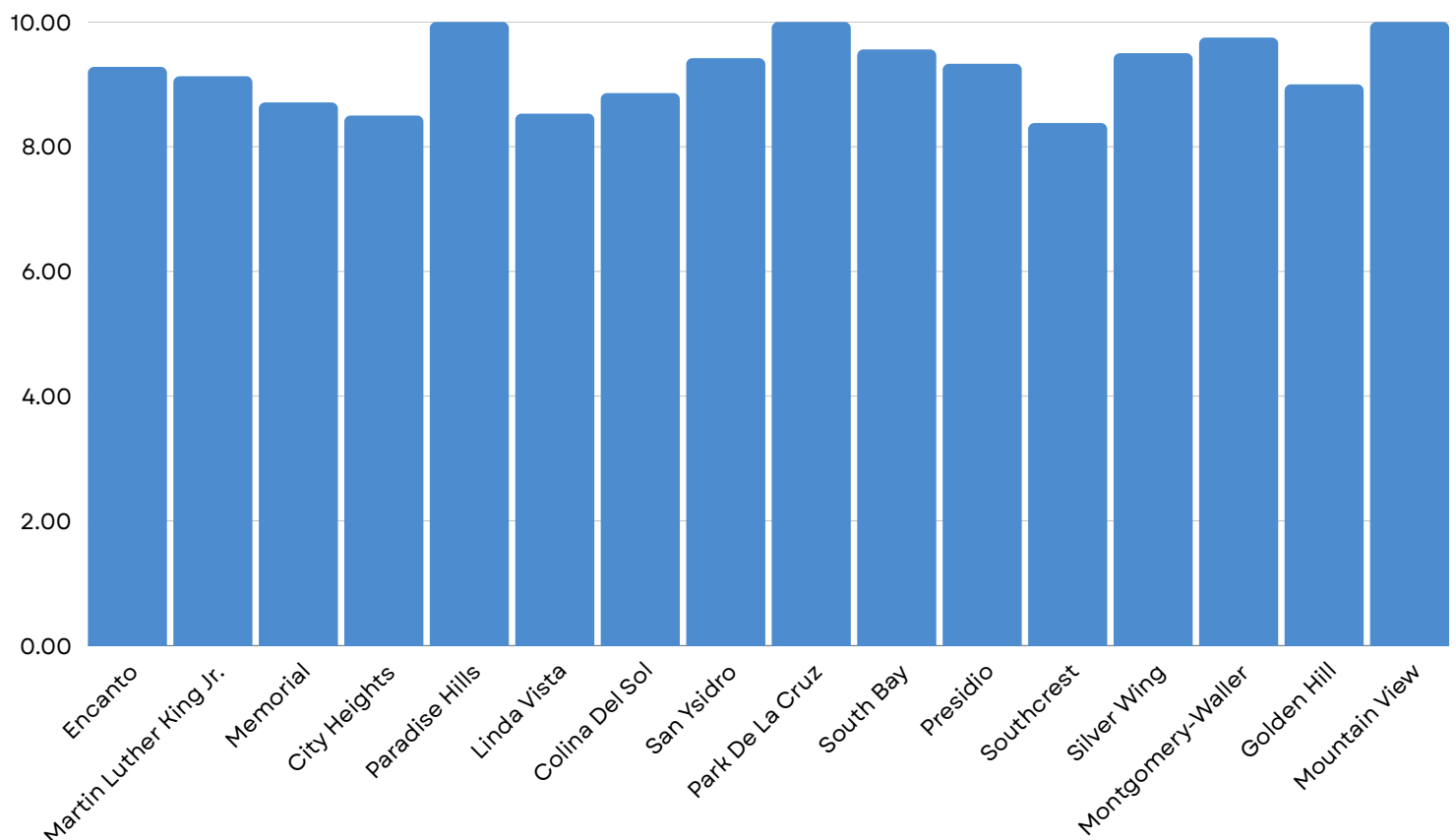
Program Evaluations

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.