

COME PLAY OUTSIDE

Summer 2023 | Annual Report

PERFORMANCE & ANALYTICS DEPT.



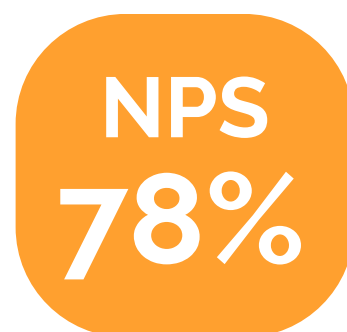
Executive Summary

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.

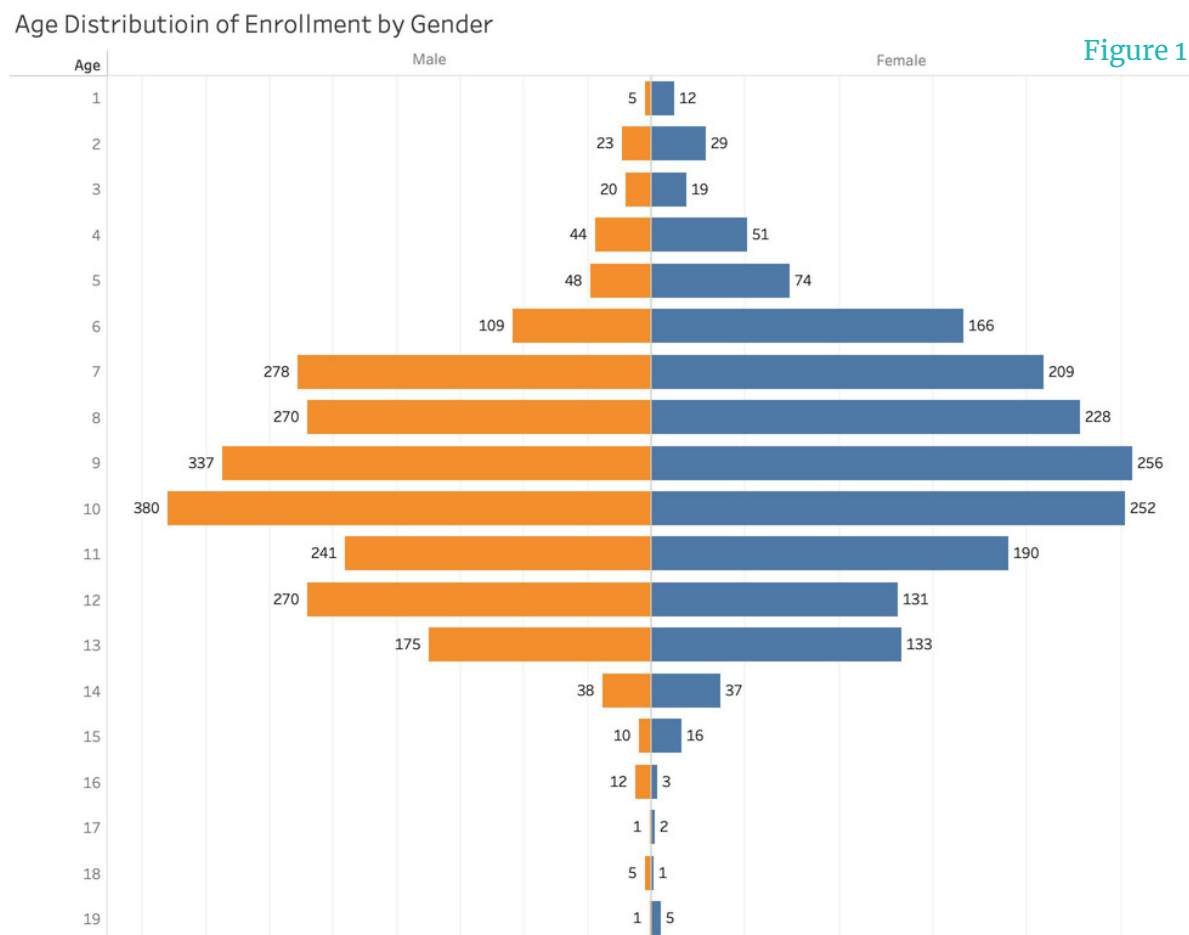
Participant Satisfaction

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%.

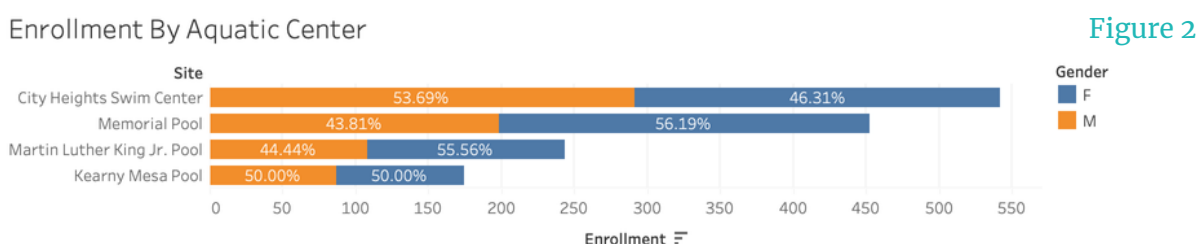
The Net Promoter Score (NPS) for Come Play Outside program caregivers was **78%**. NPS measures how respondents answered the question regarding their likelihood to recommend Come Play Outside programming. For non-Come Play Outside programming, the total NPS was 79%. Last year, the difference in NPS for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

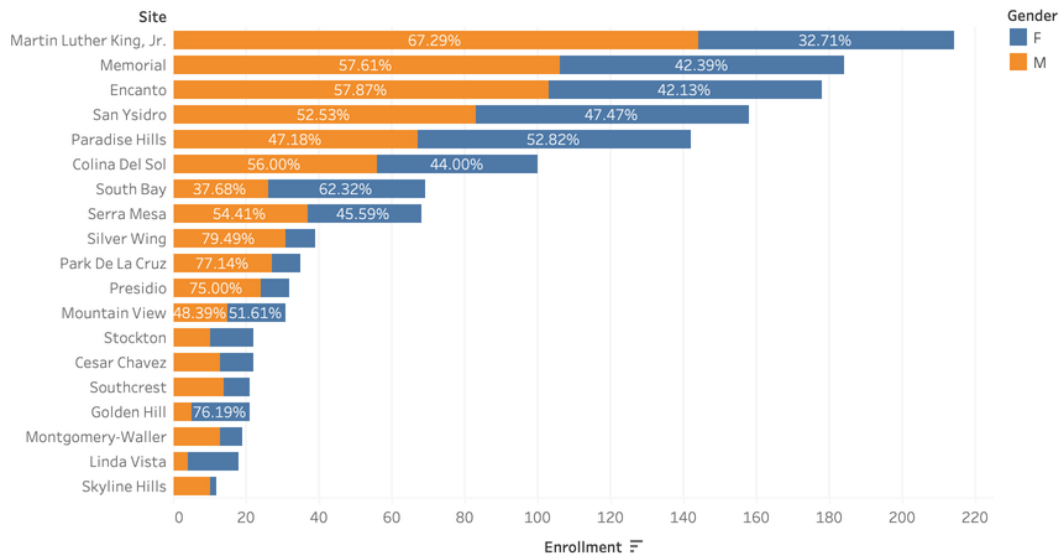


Figure 3

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

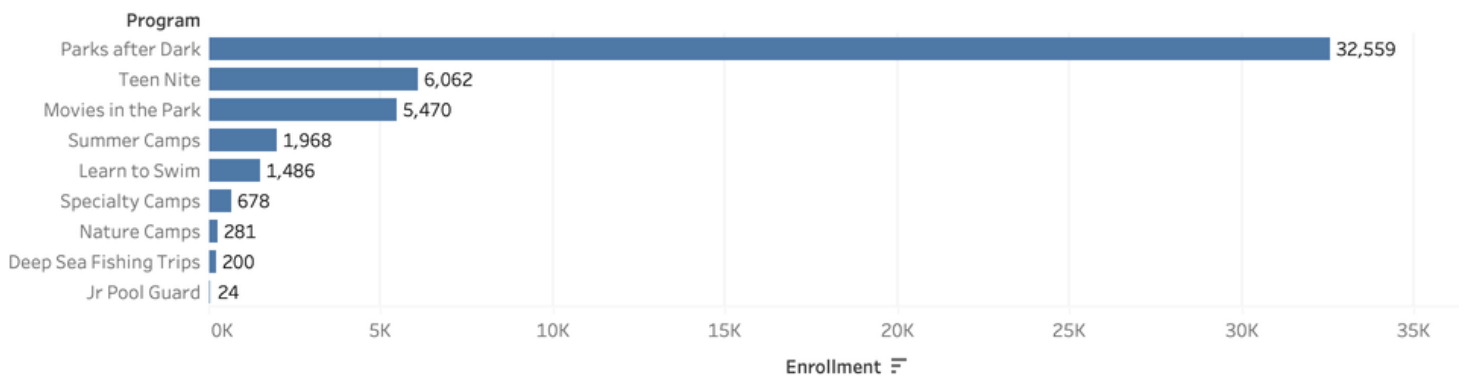


Figure 4

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

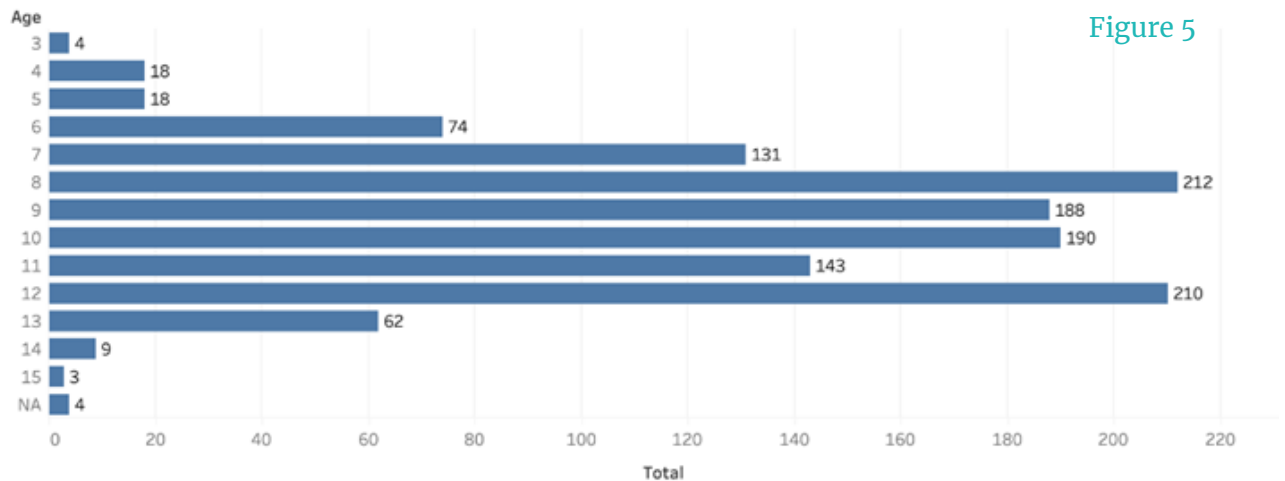


Figure 5

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

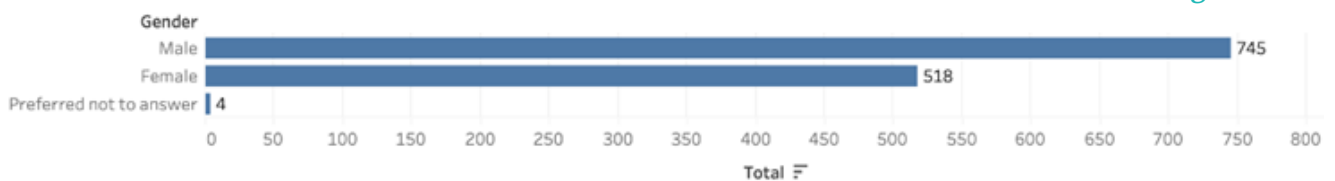


Figure 6

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

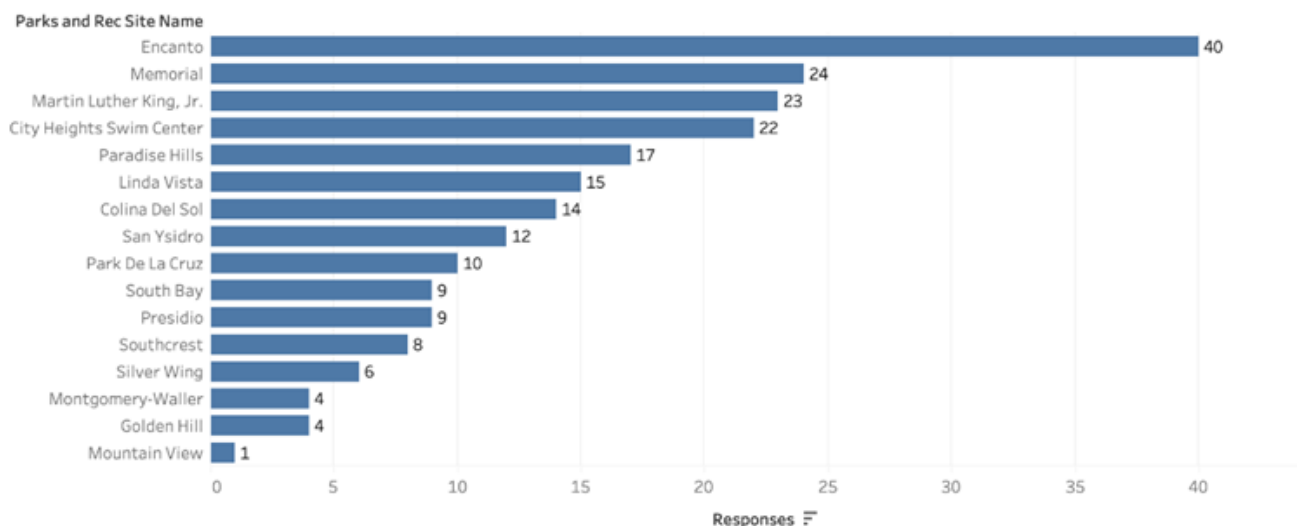


Figure 7

Responses by Income

Figure 8

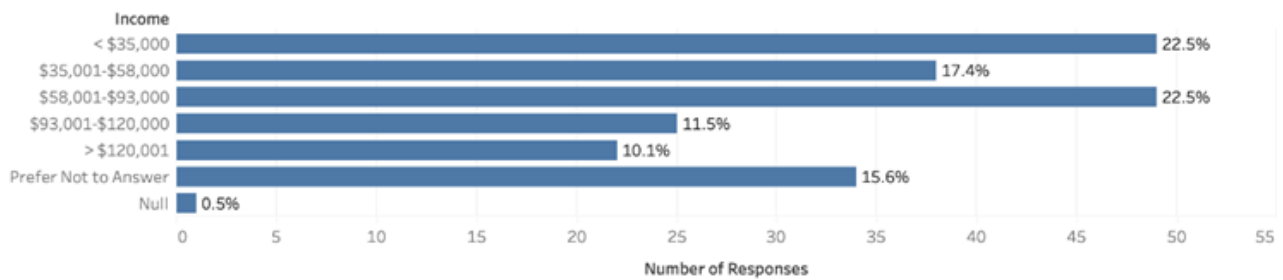
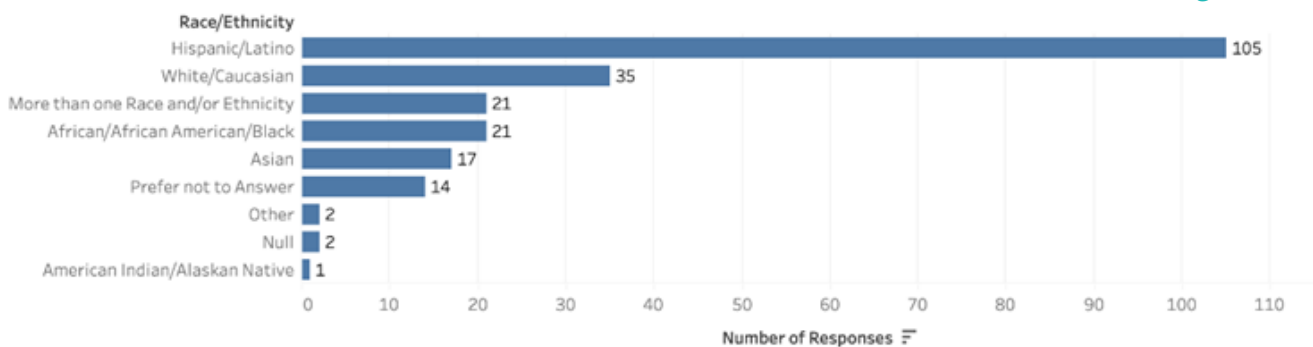


Figure 8 shows the breakdown of respondents by income. Most respondents reported being in either the less than \$35,000 or \$58,001-\$93,000 bracket. The percentage for both brackets was 22.48%. A little more than 15% of respondents preferred not to answer and nearly 17.5% reported being in the second 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.

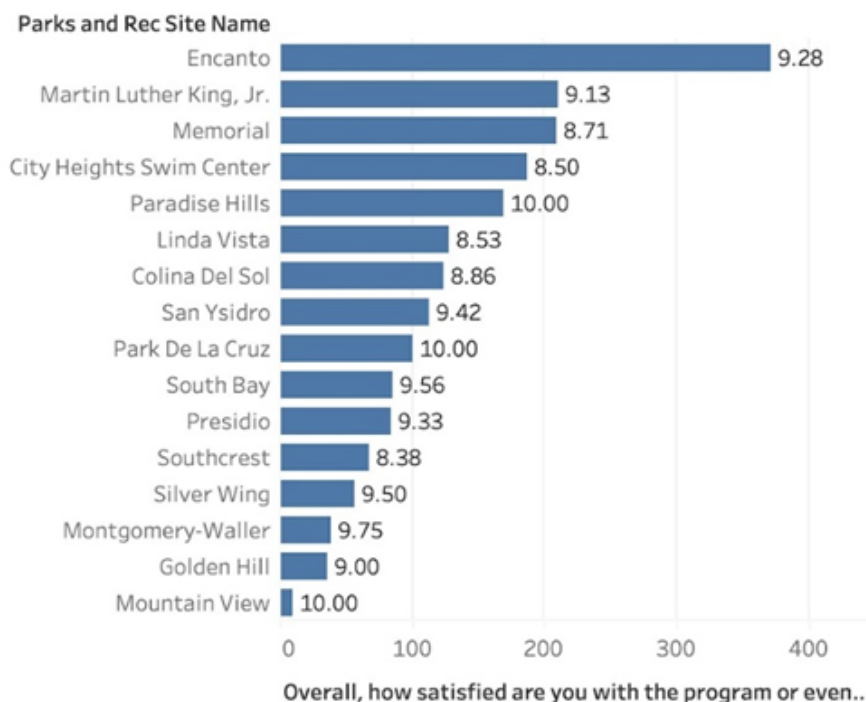
Responses by Race

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.