CITY OF SAN DIEGO PARKS AFTER DARK

Evaluation Report

Table of Contents

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. We conducted the evaluation for the second year (2023) of PAD which included an additional park, and again in 2024 where a fifth park has been added. 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 June 20, 2024 through August 17, 2024 at the City Heights, Linda Vista, Memorial, Skyline Hills, and Silver Wing Recreation Centers. Silver Wing was added in 2024. PAD is 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. The County grant had additional research question requirements because the funder, state of California Behavior Health Services, needed specific demographic-related information. 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 and 2024 with a few minor wording changes. In addition to English and Spanish, survey questions and responses were expanded in 2023 to include Vietnamese and Somali and were used again in 2024.

The San Diego Parks Foundation (SDPF) was led the effort for conducting the surveys this year. SDPF hired and paid 6 interns to gather surveys at all locations throughout the 8-weeks. Julie provided training on the tool to SDPF employees in order to allow them to train the people conducting the surveys. In addition to the tool, staff were also trained in customer service and how to encourage participation in the survey process. They were provided phones and tablets as well as paper copies of the survey in English and Spanish for those community members that were not comfortable doing the surveys electronically. SDPF purchased give-a-ways and gift cards that were offered as an incentive to complete surveys and upon completion, each respondent was given a ticket for a chance to win one of two $50.00 gift cards each night. The swag, gift card opportunity and engaging interaction of the interns was key to gathering so many surveys.

Screenshots of the survey are included as Appendix A.

We received a total of 1,507 responses. This included 287 (4% of attendance) for City Heights, 539 for Linda Vista (6% of attendance), 258 for Memorial (3% of attendance), 182 for Silver Wing (4% of attendance), and 241 for Skyline Hills (3% 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	Silver Wing	Skyline	All Parks
live in the area	11%	11%	9%	6%	7%	44%
someone told me	3%	7%	3%	2%	4%	19%
flyer	2%	6%	2%	2%	2%	14%
social media	1%	4%	2%	1%	1%	9%
other	2%	2%	1%	0%	2%	6%
website	1%	4%	0%	0%	0%	6%
media	0%	1%	0%	0%	0%	2%

For all parks, "live in the area" was the most frequent way of finding out about PAD with 44% across all parks (compared to 34% last year). The next most common manner was "someone told me" with 19% (differing from last year where flyer was the next highest).

How often have you attended/plan to attend PAD?	City Heights	Linda Vista	Memorial	Silver Wing	Skyline	All Parks
twice or more per week	34%	29%	36%	29%	34%	32%
once per week	15%	16%	16%	20%	19%	17%
3 to 7 times	28%	29%	24%	32%	21%	27%
once or twice	22%	23%	21%	19%	25%	22%
not again	1%	3%	2%	1%	1%	2%

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 the same as 2023.

How often do you visit this park?	City Heights	Linda Vista	Memorial	Silver Wing	Skyline	All Parks
first time	5%	4%	5%	6%	7%	5%
yearly	3%	4%	2%	3%	5%	3%
monthly	12%	13%	9%	13%	17%	13%
weekly	55%	47%	59%	42%	48%	50%
daily	25%	32%	26%	36%	23%	29%

Like 2023, approximately half of respondents visited the parks weekly with another 23-36% visiting daily (versus last year where 14-26% were daily). Linda Vista again had the lowest number of first-time users with 4% but less than last year's 8%.

How safe do you feel at this event?	City Heights	Linda Vista	Memorial	Silver Wing	Skyline	All Parks
very safe	62%	64%	86%	90%	74%	72%
somewhat safe	30%	30%	13%	9%	23%	23%
not safe or unsafe	5%	5%	1%	1%	2%	3%
somewhat unsafe	2%	1%	0%	1%	1%	1%
not safe	1%	0%	0%	0%	0%	0%
Avg feeling of safety (1-5)	**4.5**	**4.6**	**4.8**	**4.9**	**4.7**	**4.7**

On average across all parks, people felt between "somewhat safe" and "very safe" with a 4.7 (much closer to very safe) average. This is 24% higher than last year's average of 3.8. Silver Wing reported the highest level of safety with 4.9, and City Heights the lowest level with 4.5; in other words, all parks individually were well above somewhat safe and close to very safe.

How safe do you feel coming to this park?	City Heights	Linda Vista	Memorial	Silver Wing	Skyline	All Parks
very safe	42%	49%	63%	74%	64%	55%
somewhat safe	41%	38%	31%	23%	30%	34%
not safe or unsafe	16%	10%	5%	2%	6%	9%
somewhat unsafe	2%	2%	1%	0%	0%	1%
not safe	0%	1%	0%	0%	0%	1%
Avg feeling of safety (1-5)	**4.2**	**4.3**	**4.6**	**4.7**	**4.6**	**4.4**

Similar to above, respondents for all parks felt on average between somewhat safe and very safe when coming to the park outside of PAD events, although the average feeling of safety was lower outside of PAD events. In terms of feeling "very safe," the percent difference comparing coming to the park outside of PAD to during PAD ranged from 10% higher (Skyline) to 23% higher (Memorial). This distinction reflects the importance of activating the parks in terms people's perception of safety.

How would you rate PAD?	City Heights	Linda Vista	Memorial	Silver Wing	Skyline	All Parks
excellent	65%	69%	80%	84%	76%	73%
good	31%	27%	17%	14%	21%	24%
average	3%	4%	2%	2%	3%	3%
below average	1%	0%	1%	0%	0%	0%
terrible	1%	0%	0%	0%	0%	0%
Average rating (1-5)	**4.6**	**4.6**	**4.7**	**4.8**	**4.7**	**4.7**

On average across all parks, ratings were between good and excellent with only 1 or 2% rating below average (at Memorial and City Heights respectively). This year's average of

4.7 is slightly higher than last year of 4.5. In response to "Would you recommend PAD to friends and family?" 98%-100% of people said yes (similar to the last two years).

...helps me get to know my community better	City Heights	Linda Vista	Memorial	Silver Wing	Skyline	All Parks
strongly agree	62%	66%	78%	73%	62%	67%
agree	31%	30%	19%	20%	32%	27%
neither	5%	4%	3%	6%	6%	5%
disagree	1%	1%	0%	0%	0%	0%
strongly disagree	0%	0%	0%	0%	0%	0%
...makes it easier to get services I need	**City Heights**	**Linda Vista**	**Memorial**	**Silver Wing**	**Skyline**	**All Parks**
strongly agree	53%	53%	67%	52%	54%	56%
agree	32%	33%	26%	29%	33%	31%
neither	12%	12%	6%	18%	11%	11%
disagree	1%	2%	2%	1%	1%	2%
strongly disagree	2%	0%	0%	0%	0%	0%
...improves relationships between community & police	**City Heights**	**Linda Vista**	**Memorial**	**Silver Wing**	**Skyline**	**All Parks**
strongly agree	48%	55%	70%	62%	59%	58%
agree	34%	37%	21%	24%	31%	31%
neither	12%	6%	4%	12%	8%	7%
disagree	3%	2%	4%	2%	2%	2%
strongly disagree	2%	1%	1%	1%	0%	1%
...makes it easier to spend quality time w/ family	**City Heights**	**Linda Vista**	**Memorial**	**Silver Wing**	**Skyline**	**All Parks**
strongly agree	71%	65%	85%	81%	71%	72%
agree	17%	28%	11%	14%	25%	22%
neither	10%	6%	4%	5%	3%	6%
disagree	2%	1%	0%	0%	0%	1%
strongly disagree	1%	0%	0%	0%	0%	0%

Based on four questions asked about PAD's effect, overall, there were very favorable results with at least 87% agreeing or strongly agreeing (up 1% from 2023). Helping to get to know the community better ranged from 93% (City Heights and Silver Wing) to 97% (Memorial). Making it easier to get needed services ranged from 81% (Silver Wing) to 87% (Skyline). Both questions had a reduction compared with last year (95%-98% and 88%-93%, respectively) although only slightly relating to getting to know the community better. Improving relationships between the community and police ranged from 82% (City Heights) to 92% (Linda Vista). City Heights, again the lowest, went down 1%, and Linda Vista, again the highest, went up 2%. Lastly, 88% (City Heights) to 96% (Memorial and Skyline) agreed or strongly agreed that PAD made it easier to spend quality time with the family. This was a reduction from 2023's range of 97%-99%.
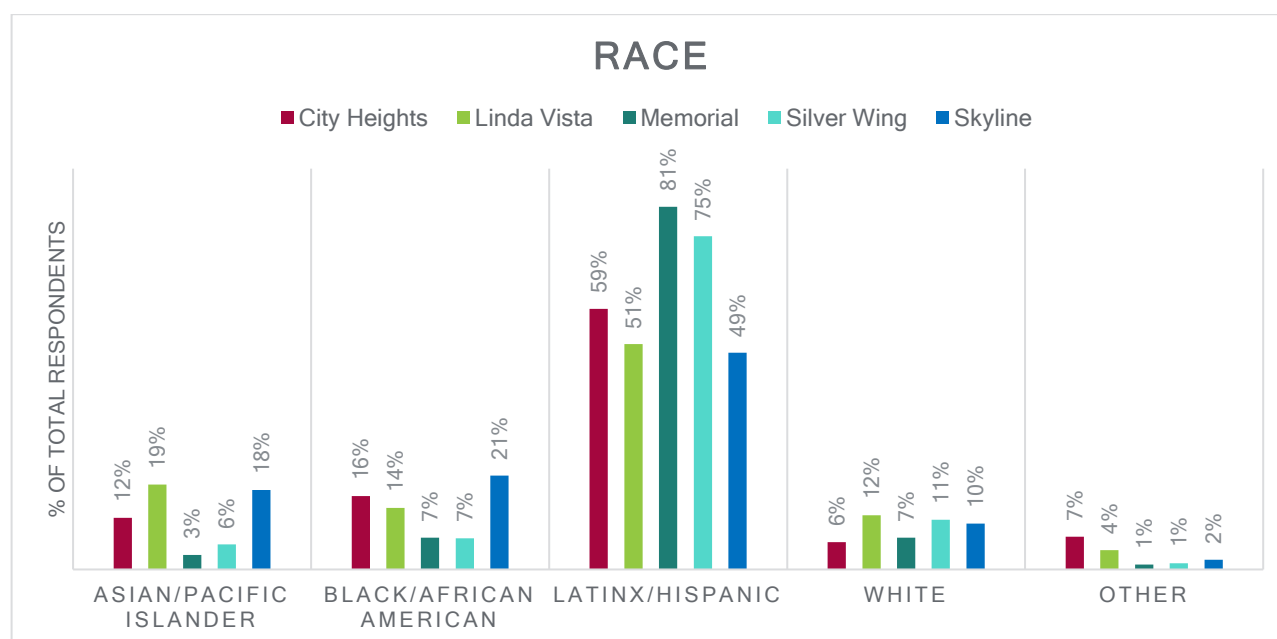
Age of kids attending	City Heights	Linda Vista	Memorial	Silver Wing	Skyline	All Parks
0-5	20%	21%	19%	14%	16%	19%
6-12	29%	29%	36%	34%	25%	30%
13-17	7%	12%	6%	4%	11%	9%
0-5,6-12	14%	18%	23%	21%	19%	19%
0-5,13-17	1%	2%	2%	1%	2%	2%
6-12,13-17	9%	4%	5%	10%	9%	7%
0-5,6-12,13-17	10%	6%	7%	7%	14%	8%
none	10%	8%	3%	8%	4%	7%

Like 2022 and 2023, the vast majority of people that responded to the survey attended PAD with kids, many with multiple kids of multiple ages. Also like previous years, the largest number by age group was 6-12 years old across all parks, with 64% of respondents having at least one child aged 6-12. For the other age groups, 48% attended with a child 0-5, (same as last year) and 26% with a child 13-17 (up from 20% last year and 15% the first year).

Which activity were you participating in?	City Heights	Linda Vista	Memorial	Silver Wing	Skyline	All Parks
adult exercise	4%	1%	0%	4%	2%	2%
food	15%	8%	7%	6%	12%	9%
youth games/activities	15%	15%	20%	20%	16%	16%
adult exercise, youth games	1%	1%	1%	4%	1%	1%
food, adult exercise	2%	1%	2%	1%	0%	1%
food, youth games	50%	49%	47%	54%	50%	49%
adult exercise, food, youth games	14%	26%	23%	12%	19%	21%

Overall, a large majority (88%) of respondents participated in youth games and activities, although this went down 4% from last year and ranged from 79% (City Heights) to 91% (Memorial). The percent for food overall was slightly lower (80%), ranging from 72% (Silver Wing) to 84% (Linda Vista). While levels were much lower (21%-29%) for adult exercise, all parks were again higher than 2023 which was higher than 2022.
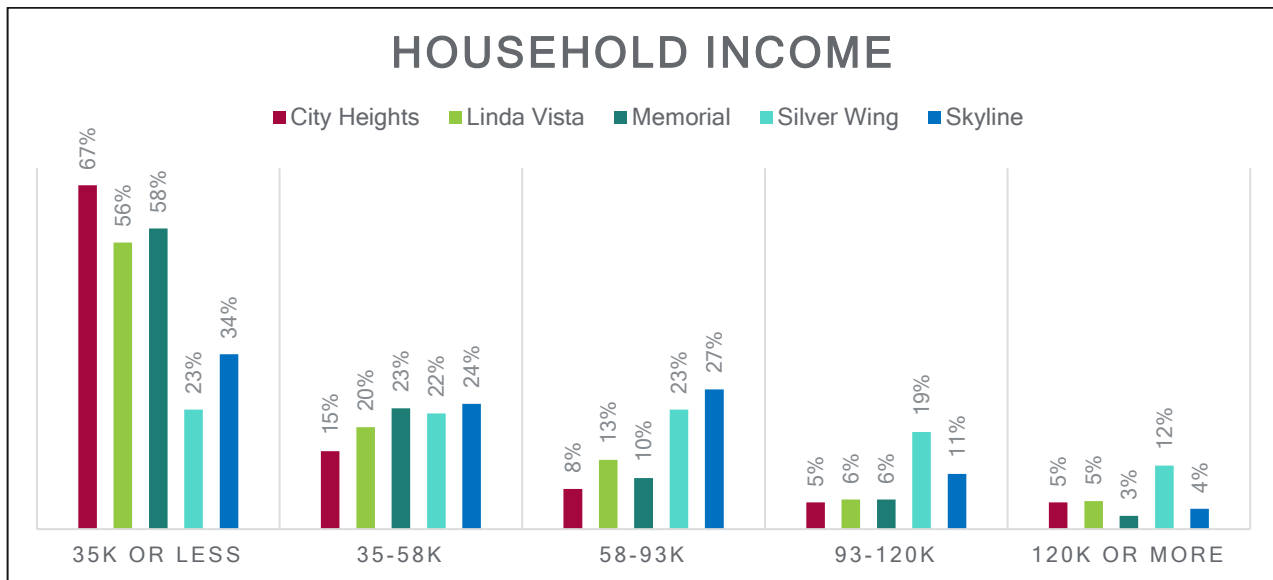
RESPONDENT DEMOGRAPHICS

Approximately 74% of respondents provided their race. For all parks, LatinX/Hispanic were the largest percentage of race (ranging from 49% at Skyline to 81% at Memorial). This differed most compared to last year at City Heights where 80% of respondents stated Latin X/Hispanic. The remainder of the races varied by park in terms of which was the second most common. For Skyline, Black/African American was with 21% whereas for Linda Vista, Asian/Pacific Islander was with 19%. These stats are generally reflective of the demographics of the parks' neighborhoods.
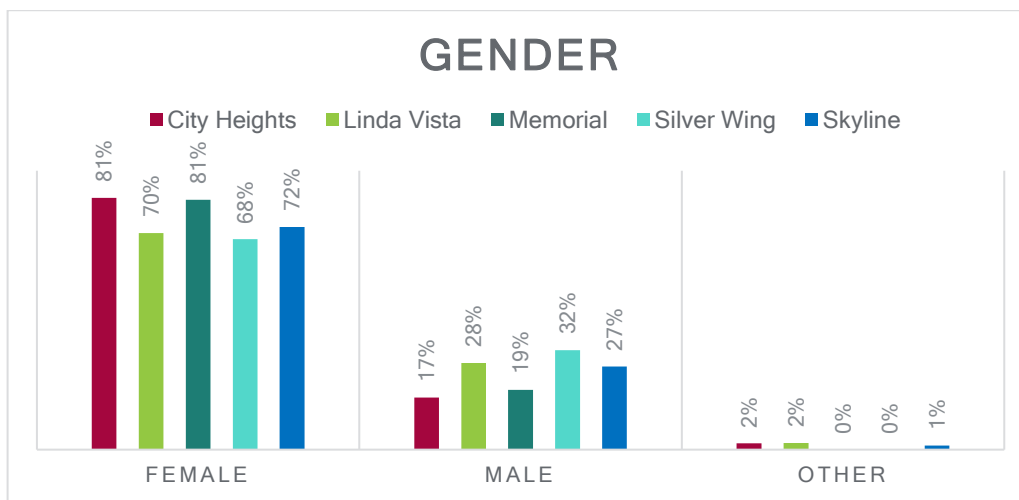
Primary Language	City Heights	Linda Vista	Memorial	Silver Wing	Skyline	All Parks
English	38%	50%	45%	61%	70%	53%
Spanish	40%	35%	55%	37%	25%	37%
Japanese	4%	7%	0%	0%	0%	3%
Arabic	8%	0%	1%	0%	1%	2%
Tagalog	1%	2%	0%	0%	4%	1%
Chinese	1%	3%	0%	0%	0%	1%
Farsi	5%	0%	0%	0%	0%	1%
Other (less than 1%)	3%	2%	0%	1%	1%	2%
Total Respondents	**152**	**433**	**186**	**137**	**200**	**1108**

The percentage of respondents answering this question varied by park compared to last year. For instance, just over half of respondents in City Heights answered the language question this year compared to 81% last year. Overall, 53% of respondents stated that English was their primary language. This is much higher than the 38% last year and Spanish being the next most frequent with 37% (compared to 55% last year); although Spanish was higher than English in City Heights and Memorial. All other languages listed accounted for less than 1% of the total for all parks as well as individually (with Farsi as the exception in City Heights accounting for 5%).
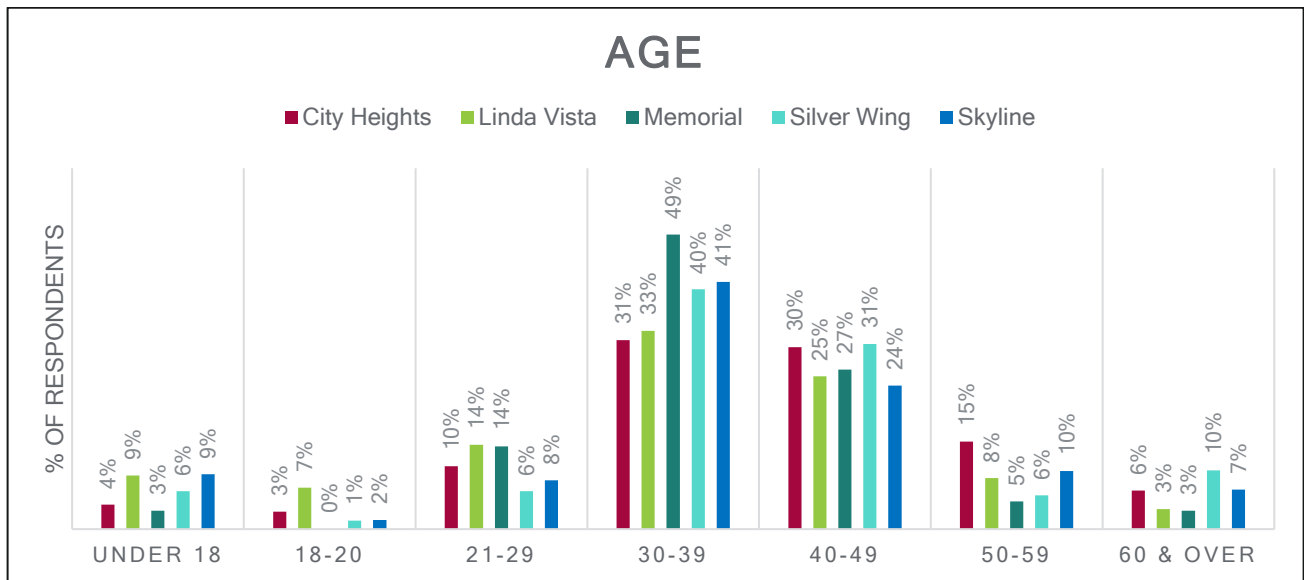
HOUSEHOLD INCOME

Legend: ■ City Heights ■ Linda Vista ■ Memorial ■ Silver Wing ■ Skyline

	City Heights	Linda Vista	Memorial	Silver Wing	Skyline
35K OR LESS	67%	56%	58%	23%	34%
35-58K	15%	20%	23%	22%	24%
58-93K	8%	13%	10%	23%	27%
93-120K	5%	6%	6%	19%	11%
120K OR MORE	5%	5%	3%	12%	4%

Approximately 70% of participants responded to this question. Ranging from just under one-quarter (Silver Wing) to just over two-thirds (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 72% for City Heights, 76% for Linda Vista, 81% for Memorial, 46% for Silver Wing, and 58% for Skyline. Compared to last year, there are a lower percentage of respondents in the lowest income categories.

GENDER

Legend: ■ City Heights ■ Linda Vista ■ Memorial ■ Silver Wing ■ Skyline

	City Heights	Linda Vista	Memorial	Silver Wing	Skyline
FEMALE	81%	70%	81%	68%	72%
MALE	17%	28%	19%	32%	27%
OTHER	2%	2%	0%	0%	1%

Ninety-two percent of respondents answered this question. The majority of attendee respondents were female, although the percentages of female were lower than last year in every park except Memorial. Silver Wing had the highest percentage of people identifying as male with 32%. The percentages of Other rose slightly in City Heights and Linda Vista, but were still 2% or less.

AGE

Approximately 77% of respondents provided their age. In all parks, the percentage of respondents under 18 went up from last year. 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 58% in Linda Vista to 76% in Memorial. The average age ranged from 35.7 in Linda Vista (down from 41.7 last year) to 40.1 in City Heights (slightly up from last year's 39.1).

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: 63% were from 92105 (down from 71% last year)
- Linda Vista: 68% were from 92111 (up from 61% last year)
- Memorial: 64% were from 92113 (down from 66% last year)
- Skyline: 64% were from 92114 (up from 61% last year)
- Silver Wing: 68% were from 92154

SURVEY COMMENTS

Two questions on the survey included an open text field. There were approximately 500 suggestion and improvement responses for all 5 parks. The stats below reflect the combination although further analysis can be done by park. Responses were provided in both English and Spanish but were combined for this report. The entire list of comments can be provided.

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

- ➢ "nothing i would improve, i'm loving the whole event, my kids really enjoy the event"
- ➢ "Everything seems excellent to me, nothing would improve"
- ➢ "PRETTY PERFECT AS IS :)"

➢ "We have been attending for two years. We like it a lot because we don't spend money and we have a good time."

Most of the suggestions/improvements related to more activities, more police or surveillance, providing food (even for sale) for adults, as well as more food for kids. The following will highlight some of the most frequent themes.

- There were approximately 100 mentions of activities. While most simply said "more," some were specific around target ages such as toddlers or teenagers, topics such as arts and crafts, more jumpers and more educational programs. Lastly, 10 people requested activities specific to adults.
- Regarding food, like activities, there were nearly 100 comments about more food with some specifically mentioning food for adults (n=29) or specific food options (n=22) such as vegetarian. Seventeen people noted the food line was too long, food should start earlier, or just general better food service organization.
- Approximately 35 comments referred to wanting more police/better surveillance. Several people noted they did not see police at all, and some suggested increasing police interaction with the kids and community. The majority of the request for more police were from Memorial (n=11) and Linda Vista (n=10).
- 12 people suggested advertising/promoting/inviting more people to PAD, and 3 wanted longer hours
- 9 people suggested cleaner bathrooms or the park in general, and 6 requests for more seating
- There were 9 comments about wanting the staff to be friendlier/nicer/better customer service.

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). In past years, SDPD provided calls for service and crime cases, but because the number of crime cases were always so low, we only examined calls for service in 2024. Additionally, 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 following analysis is for before, during, and after PAD weeks for 2021 through 2024 (keeping in mind that Memorial started PAD in 2023, and Silver Wing in 2024). PAD took place over 7 weeks in 2022, 8 weeks in 2023, and 8 times over 9 weeks (due to July 4 not being held) in 2024[1]. Due to this anomaly, different time frames were used for the analysis. Also, with the time frames being different, raw numbers are not comparable, so a "per week" rate was created to be able to examine trends accurately. The call data used were for Thursday, Fridays, and Saturdays during the time frames. Additionally, for each park, numbers of calls for the days *and times* of PAD for the same weeks for each year (Thursday, Friday, Saturday, 6pm-9pm or 5pm-8pm in 2024) were analyzed. Lastly, the types of calls for service for each park for the entire time frame (before,

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[1] Except for Silver Wing where PAD only occurred for 5 weeks from June 20 – July 27.

during, after) for Thursdays, Fridays, and Saturdays were analyzed. Charts and tables are shown below for each park.
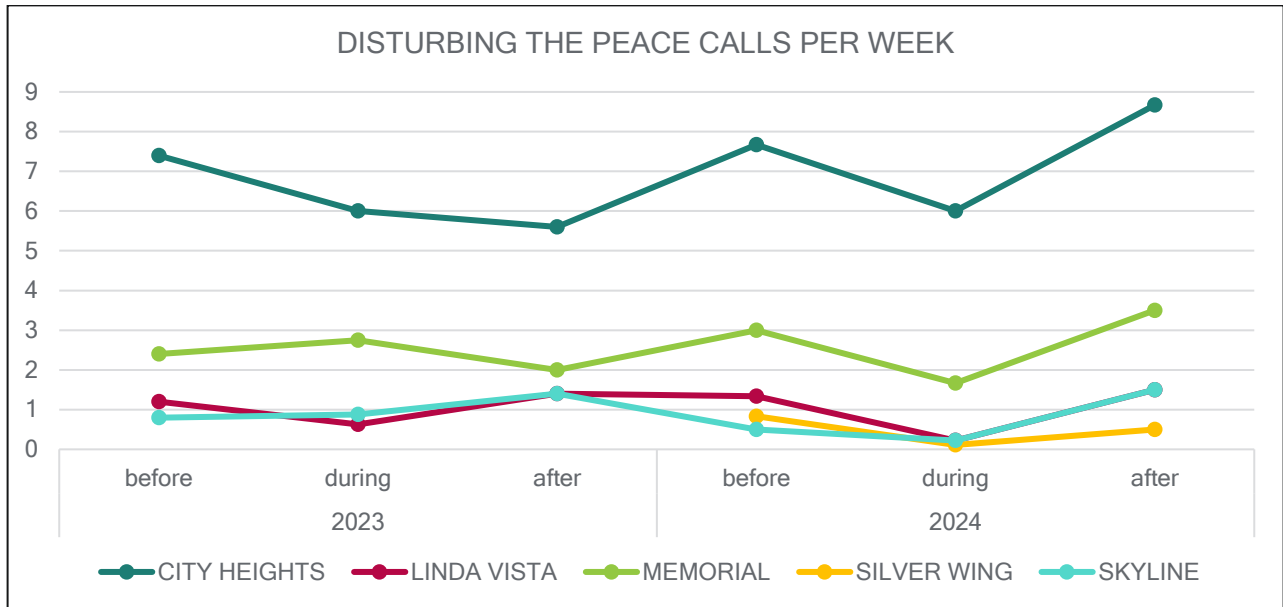
CALLS FOR SERVICE PER WEEK, 2021 - 2024

The chart above reflects all five parks for the last four years. There appears to be a downward trend until this year, but there are five parks this year instead of four so this is expected. The average calls per week were 40-51 until the "before" period in 2024 which had 53.8. During the 9 weeks of PAD in 2024, not only was there a large drop (down to 48.6), but the "after" calls per week rose to its highest level in the last 6 years.

The table below reflects the individual park statistics for the four years (except for Silver Wing where we only have 2024 data). We see that individually, most parks are about the same or lower than previous years. Each park will be highlighted individually in the next section.
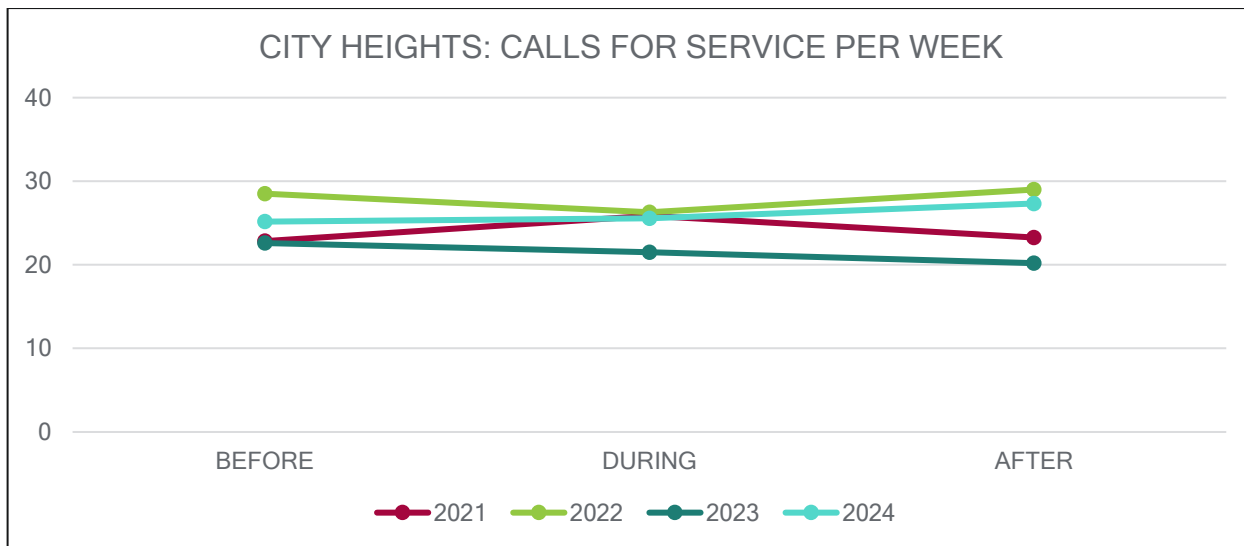
PARK	2021			2022			2023			2024		
	bef	dur	aft	bef	dur	aft	bef	dur	aft	bef	dur	aft
CITY HTS	22.8	25.9	23.3	28.5	26.3	29.0	22.6	21.5	20.2	25.2	25.6	27.3
LINDA VISTA	5.5	6.0	5.0	3.7	5.1	4.6	6.0	4.5	7.8	5.7	5.0	8.0
MEMORIAL	17.8	14.0	17.3	12.2	13.6	9.0	12.4	13.4	11.8	15.5	12.4	15.3
SILVER WING										4.0	3.2	7.0
SKYLINE	4.8	3.1	4.0	2.5	2.7	1.4	2.2	2.8	5.0	3.5	3.4	3.3

Similar to previous years, the most frequent call type for all parks together was "disturbing the peace," and these were compared for before, during, and after PAD for the last two years. The chart below shows the rate of disturbing the peace calls per week. Almost all parks had much lower numbers during PAD (versus before and after) this year except for Skyline. Comparing last year to this, City Heights went consistently down in 2023 from before to after whereas 2024 showed a sharp decrease during PAD. Linda Vista had a very similar pattern in 2023 and 2024 going way down during PAD and back up after. Unlike last year where Memorial rose slightly during PAD, this year there was a big drop. Skyline's numbers were relatively low but did triple in the time after PAD compared to before.

DISTURBING THE PEACE CALLS PER WEEK
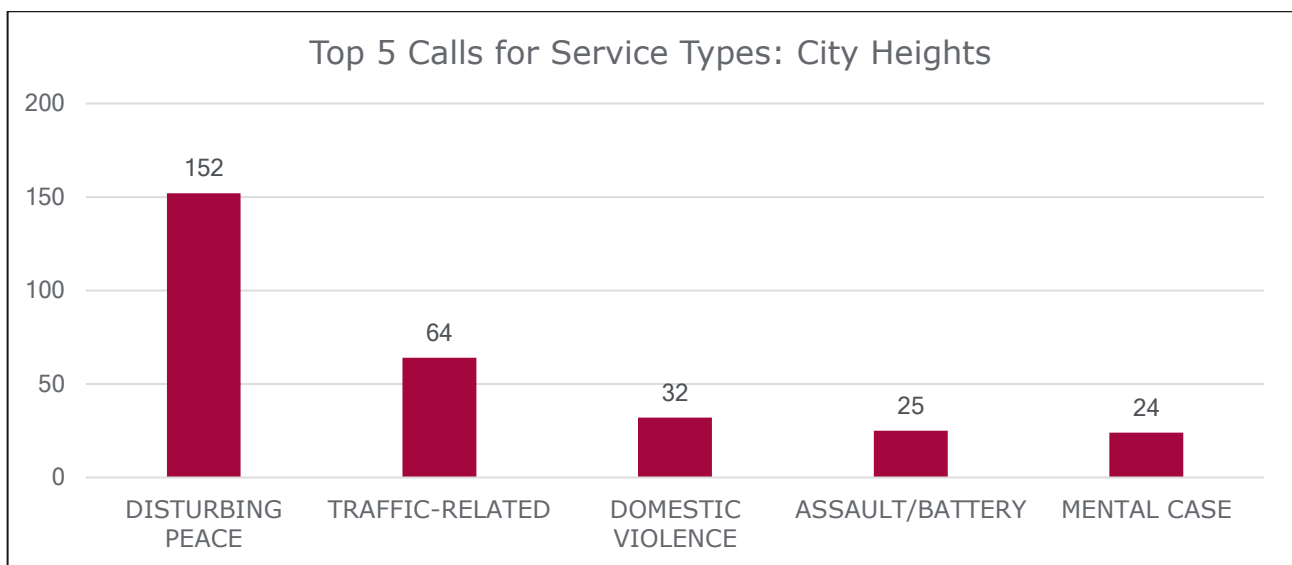
CITY HEIGHTS

City Heights had the highest number of calls for service of the five parks and ranged from a low of 20.2 for "after" in 2023 to a high of 29.0 in "after" in 2022. During PAD, most years, calls were lower than before and after, except for 2021 which did not have a PAD program.

CITY HEIGHTS: CALLS FOR SERVICE PER WEEK

Similar to above, when looking at specific PAD days *and* times, we see calls for service lower in 2024 than the previous three years. There were 25% less calls in 2024 than in 2021, the last year prior to PAD.
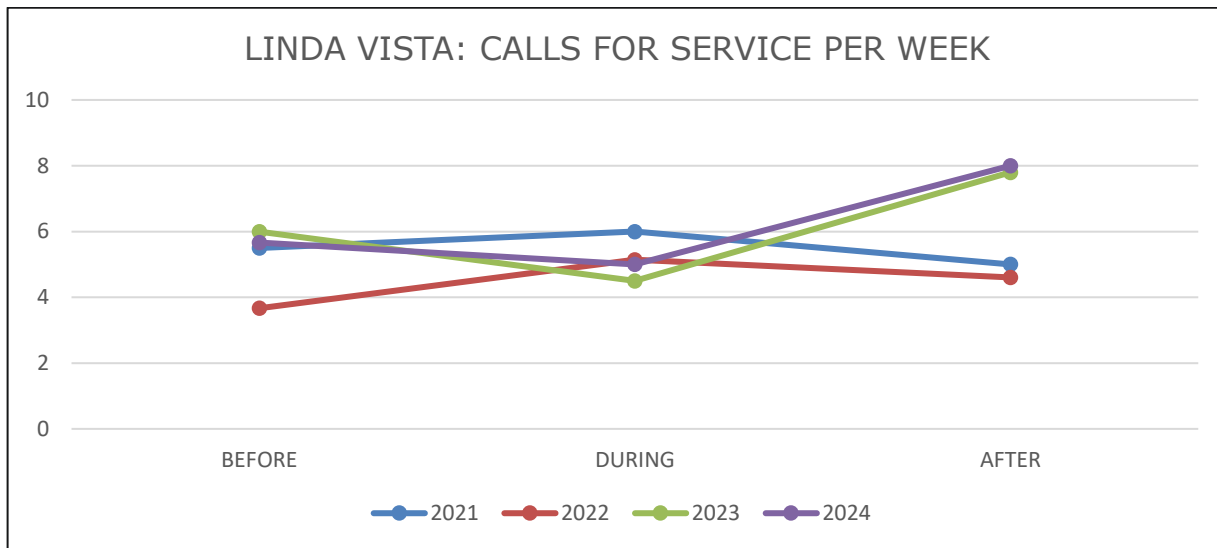
City Heights during PAD days & times	
Year	Calls for Service
2021	76
2022	61
2023	67
2024	57

The top five most frequent calls for service for City Heights *during* PAD days was disturbing the peace with nearly 1.5 times as many calls as the next type, traffic-related. Three of the five top call types are quality of life issues.

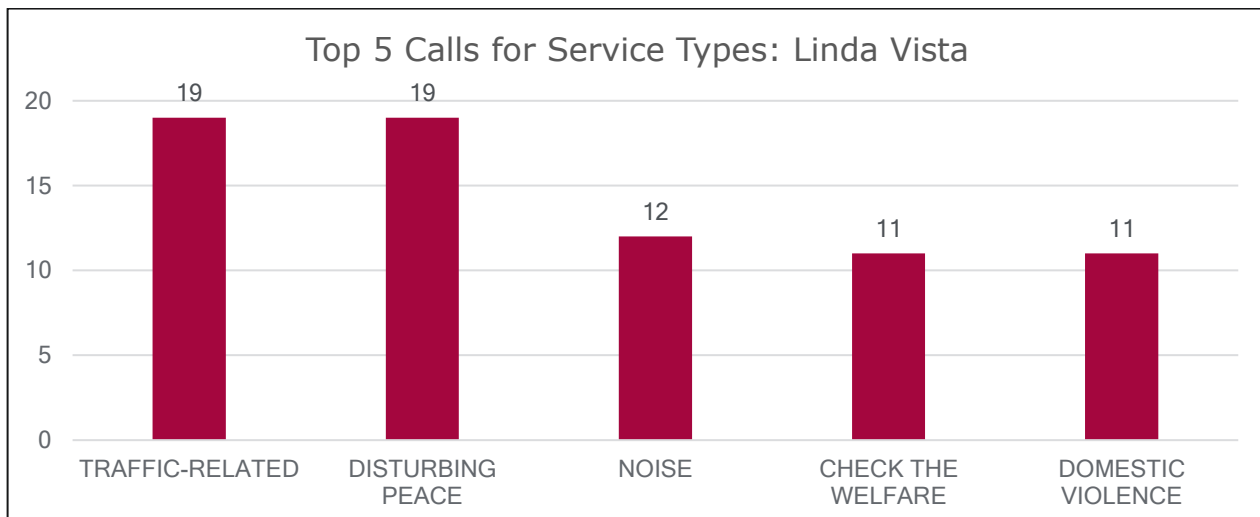Top 5 Calls for Service Types: City Heights

LINDA VISTA

In Linda Vista, calls for service did not change greatly over the four years, hovering between 5 and 6 calls per week except for a few periods less than 5. In 2022, calls were highest during PAD but in 2023 and 2024, during PAD was the lowest period. After PAD in 2024, calls were the highest in the four years at 8 calls per week.

LINDA VISTA: CALLS FOR SERVICE PER WEEK

When looking at specific PAD days *and* times, we see calls for service lowest in 2022 of the four years, although only slightly lower than in 2024. From 2021 to 2024, calls dropped 28%.
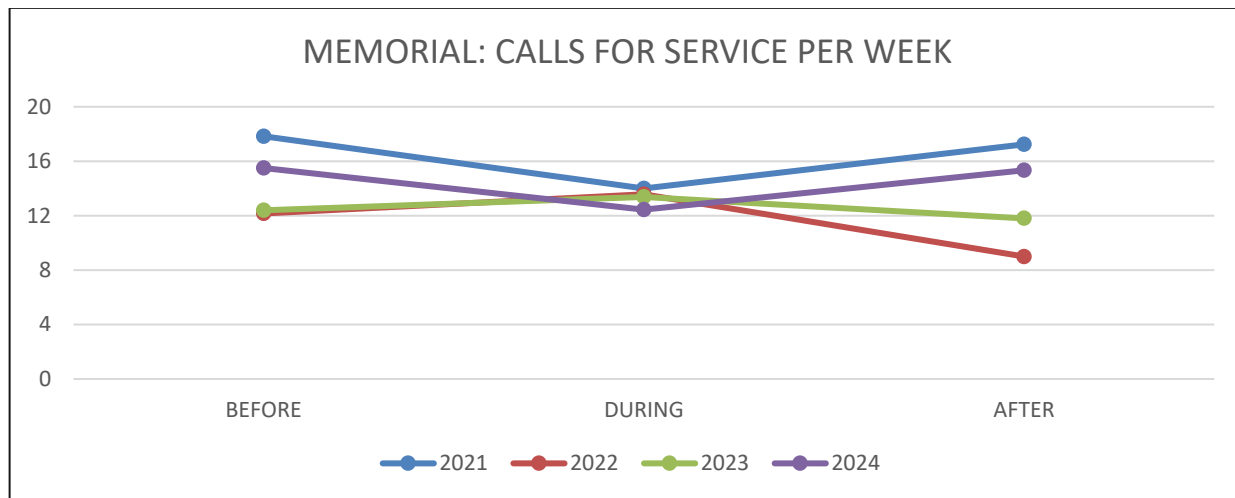
Linda Vista during PAD days & times	
Year	Calls for Service
2021	18
2022	12
2023	18
2024	13

In Linda Vista, "disturbing the peace" was tied with "traffic-related" for the most frequent call type. Of the top call types, only domestic violence calls are not quality of life issues. Different than City Heights, we see "noise" and "check the welfare" as top community concerns.

Top 5 Calls for Service Types: Linda Vista

MEMORIAL

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 2021) across the four years. Keeping in mind that 2023 was the first year of PAD for Memorial Park, neither the 2021 high or the 2022 low are related. Since PAD began, the range has been from 11.8 to 15.5, and similar to other parks during PAD in 2024, the call volume was lower than before and after.
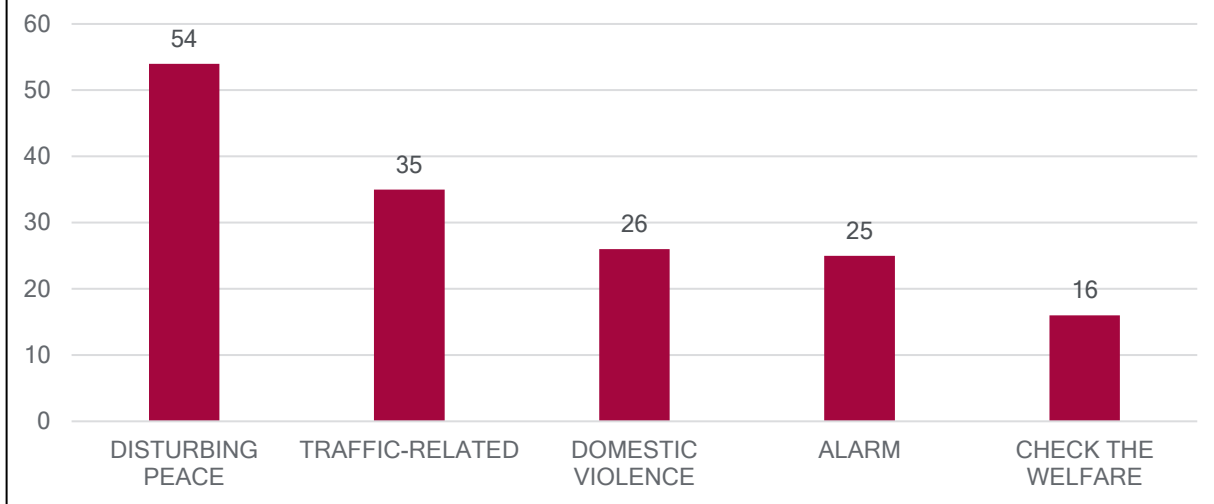

In terms of calls during PAD days *and* times, 2024 had the lowest calls for service over four years, less than half of what they were during 2021.

Memorial during PAD days & times	
Year	Calls for Service
2021	47
2022	37
2023	35
2024	23

Like the first two parks, "disturbing the peace" was the most frequent call type with 54 percent more than the second most common (traffic-related). Similarly, the only serious crime type in the top five was domestic violence.
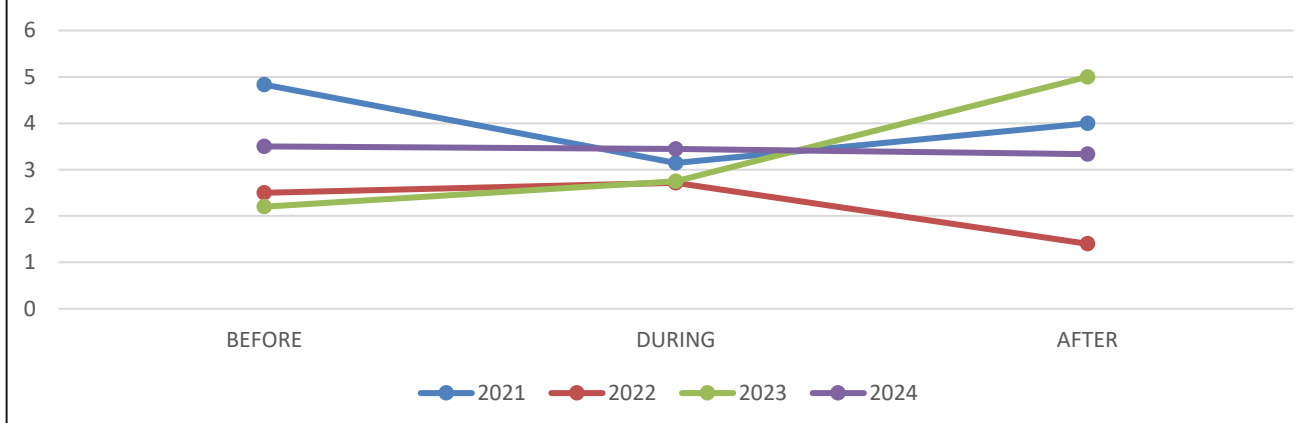
Top 5 Calls for Service Types: Memorial

SKYLINE

Skyline, like Linda Vista, had relatively low numbers, ranging from a low of 1.4 (after PAD in 2022) to a high of 5.0 (after PAD in 2023). Call volume was very steady in 2024, only varying .1 from period to period (from 3.5 before to 3.4 during to 3.3 after).
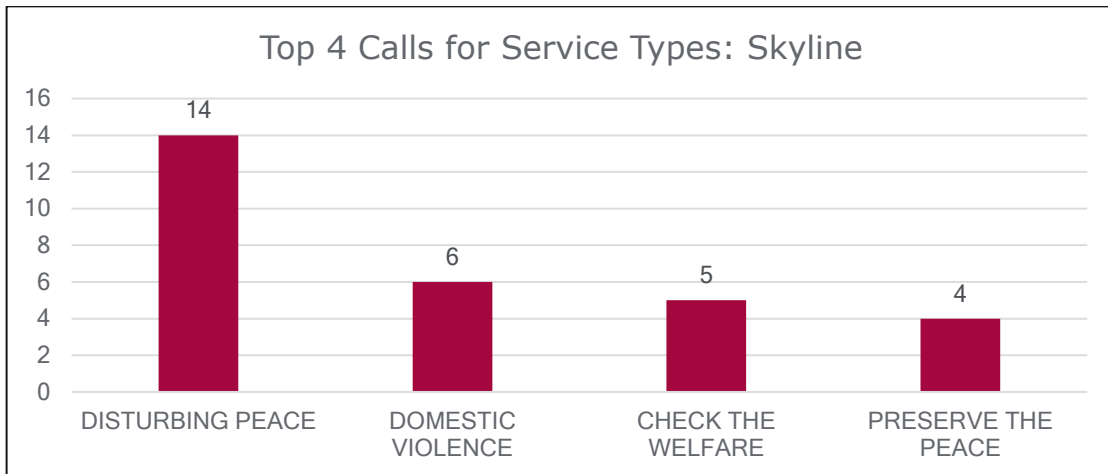

We saw a big drop in calls for service during PAD days *and* times in 2022, but back up in 2023, and back down in 2024. Due to the low numbers, it is hard to say if there is any correlation.

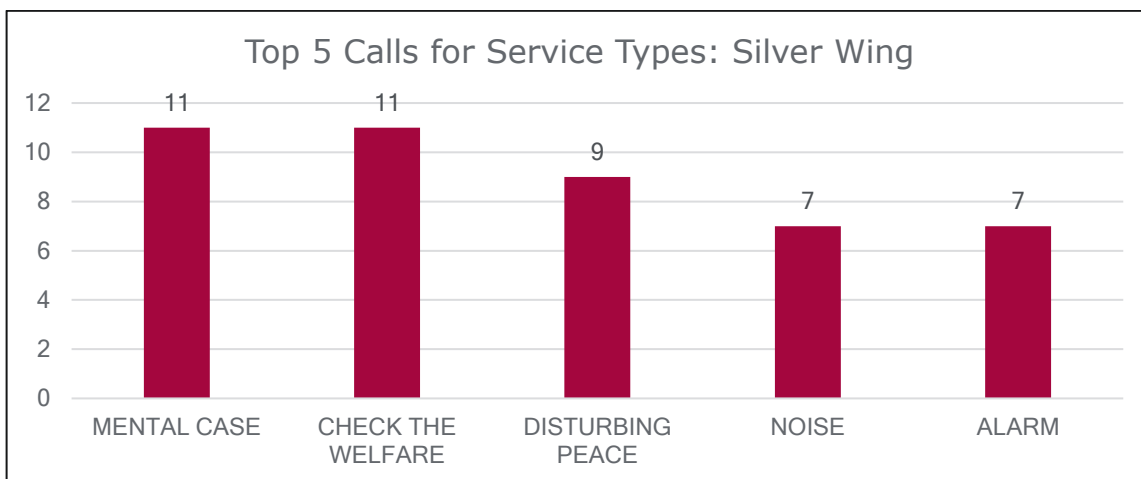| Skyline during PAD days & times	
Year	Calls for Service
2021	10
2022	4
2023	12
2024	7

Once again, "disturbing the peace" was the most frequent call type. For Skyline, "domestic violence" calls were number two, although half as many as last year. Only the top 4 types are listed as 6 different call types all had 3 calls each.

Top 4 Calls for Service Types: Skyline

Call Type	Calls
DISTURBING PEACE	14
DOMESTIC VIOLENCE	6
CHECK THE WELFARE	5
PRESERVE THE PEACE	4

SILVER WING

Silver Wing was added as a PAD park this year and was only held for five weekends. SDPD did not provide historical data for Silver Wing so only this year's trends will be examined. In the time frame before PAD, Silver Wing averaged 4.0 calls for service per week. During the 5 weeks of PAD, there were 3.2 calls, and after, this rose to 7.0.

Different than the other four parks, Silver Wing's most frequent call types were Mental Case and Check the Welfare. Disturbing the peace was third. Also different, all call types that were in the top 5 were quality of life concerns.

Top 5 Calls for Service Types: Silver Wing

Call Type	Calls
MENTAL CASE	11
CHECK THE WELFARE	11
DISTURBING PEACE	9
NOISE	7
ALARM	7

Summary

Similar to the previous two years, the survey results reveal that PAD was successful on several levels. A vast majority (76%) 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 4.7 on a scale of 1 to 5, slightly higher than last year), and the average feeling of safety was 4.7, much higher than last year. Respondents felt slightly less safe (4.4) when coming to the park outside of PAD. Both during PAD and the park in general, Silver Wing had the highest feelings of safety of the five parks.

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 87% agreeing or strongly agreeing (up from 2022 and 2023). Most people (93% across all parks) attending PAD brought kids, many with multiple kids of multiple ages. The vast majority of attendees participated in youth games and activities (87%) and experienced the food (80%). In terms of demographics, LatinX/Hispanic were the largest percentage of race/ethnicity (ranging from 49% at Skyline to 81% at Memorial), with other races/ethnicities generally reflective of the demographics of the park's neighborhood. Over half of respondents stated that English was their primary language, differing from last year where Spanish was most common language (down to 37% this year across all parks). For household income, across every parks, the highest category was 35K or less with most parks having 50% or more of respondents making 58K or less. The average age of respondents was 37 years old (slightly younger than last year, likely due to an increase in the number of respondents that were under 18), and approximately two-thirds 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. In terms of improvements, most were focused on more activities, more food, and more/better police and surveillance. Relating to police, numerous people were hoping for increased interaction with the police. Other frequent suggestions related to additional advertising/promoting/inviting more people, cleaner park/bathrooms, and better customer service from the staff. A recommendation from SDPF staff (post-PAD) was for the incentives to order more bucket hats as they were the most popular item. Another SDPF recommendation for improvement on conducting the surveys was to place the survey table next to the table passing out the food wrist bands for additional exposure and have the DJ announce the location of the survey table/area a few times during the event.

Police calls for service were analyzed for the last four years, although Silver Wing data only existed for 2024. In 2024, for all parks together, the average number of calls per week was 53.8 prior to PAD, dropping to 48.6 during PAD and then up to 61 after. When looked at individually, most parks are about the same as or lower than previous years. As in the two previous years, "disturbing the peace" calls were the most frequent call

type for each park, except for Silver Wing. When comparing calls for service during PAD days and times by year, 2024 was the lowest of the four years except at Skyline and Linda Vista where 2022 was slightly lower. While the lower numbers can be an indicator of "success," there is no definitive way to know whether calls in and around each park are directly related to PAD.

After three years of evaluating PAD, the positive effects on the community are obvious. Research throughout the world shows that activating parks is beneficial to community health and safety, which is the intention of PAD. This evaluation adds to our knowledge and understanding of this type of programming and should be continued and expanded by the City of San Diego.

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?

[1²³   ]

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.

12^3

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 disablities

☐ 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?

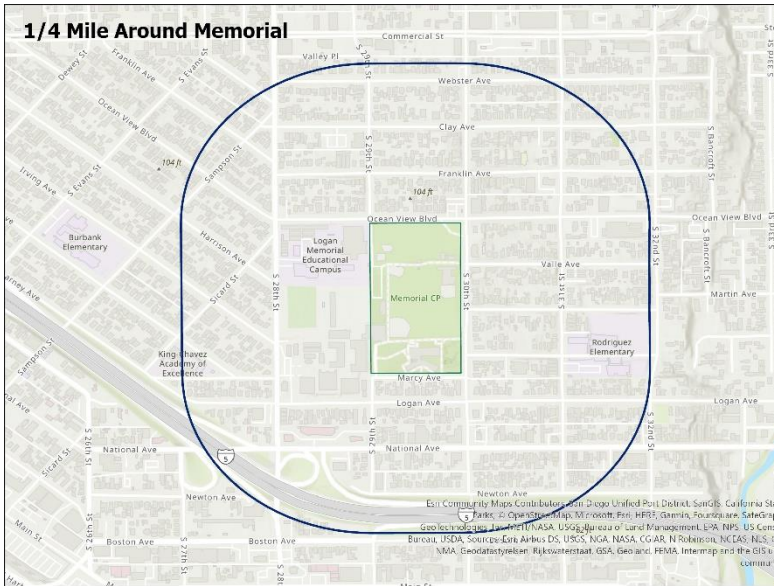○ Yes, currently in military

○ Yes, previously in military

○ No
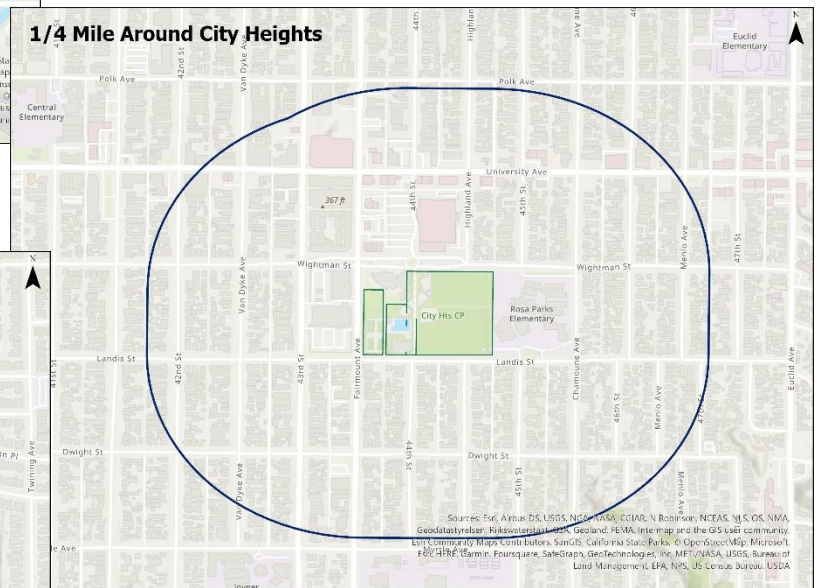
○ Prefer not to answer

Submit

APPENDIX B: Park Maps

1/4 Mile Around Memorial

1/4 Mile Around Skyline

1/4 Mile Around City Heights

1/4 Mile Around Silver Wing

1/4 Mile Around Linda Vista