

COME PLAY OUTSIDE

Summer 2024 | Annual Report

PERFORMANCE & ANALYTICS DEPT.



Executive Summary

In 2024, the City of San Diego's Parks & Recreation Department offered the fourth 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. In 2024, Parks & Recreation served more than **55,919 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 third year of Parks After Dark (which served 37,269 participants). **Compared to 2023, the total participants served in 2024 represents an increase of nearly 15% (14.7%).** These incredible programs were held at 31 different community parks, recreation centers, and aquatic centers during summer 2024. Come Play Outside 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 Level Up.

The City's Performance & Analytics (Panda) and Parks & Recreation Departments have collaborated on conducting survey design, solicitation, and analysis to gauge programming and facility effectiveness, satisfaction, and demographic participation. The total number of surveys completed in 2024 was 349.²

14.7%
increase in
participants
served in 2024

79.4%
Overall
Satisfaction

Overall satisfaction (OSAT), or those who scored a 9 or 10 for their level of satisfaction with the programming, was **79.4%**. Net Promoter Score (NPS), which measures respondents who scored 9 or 10 regarding their likelihood to recommend Parks & Recreation programming, was **75.9%**. These scores remain high relative to industry standards. Per Qualtrics, an experience management company that specializes in collecting data to improve customer experience, a NPS score above 50 is *excellent* and a score above 80 is *world-class*. Per the American Customer Satisfaction Index, government customer satisfaction benchmark scores are between 60-80.³

Silver Wing had the highest survey response rate at 36.1%. **Paradise Hills** had the highest number of responses (59) and the highest OSAT (93.2% out of 100) for sites with a minimum of 25 responses. The percentage of registered participants identifying as non-binary or not disclosing their gender was 0.6%, a noticeable increase from previous years.

Survey Administration ⁴

Surveys were emailed after completion of the attended program, as has been the case for the last three years. No changes were made to the questions in 2024.

The total enrollment for Come Play Outside programming, including *Learn to Swim*, was **9,144** (46,413 when including Parks After Dark programming) and the sample size needed for the analysis to be statistically significant was determined to be 382 survey responses. Since the number of responses (349) was below the sample size needed, the observed results may have occurred by chance, but the results can still offer insights into program participation experience.

Survey Participation

The **Come Play Outside programming survey response rate was 21.4% (349 surveys)**. The response rate was highest in June 2024, at 30.9%. The number of 2024 responses by month were:

- **June: 40** (13 in 2023)
- **July: 183** (91 in 2023)
- **August: 124** (102 in 2023)
- **September: 2** (3 in 2023)

The response rate decreased from 24% in 2023 to **21.4% in 2024**, however the number of responses increased from 209 to **349**. We were closer to reaching statistical significance in 2024, as well. Thirteen responses were received in Spanish, which is down from a total of 22 in 2023.

Participant Satisfaction

The **Overall Satisfaction (OSAT) for Come Play Outside programing was 79.4% in 2024** (78% in 2023). OSAT measures the percentage of respondents who rated their satisfaction as either 9 or a 10.

The **Net Promoter Score (NPS) for Come Play Outside programing was 75.9% in 2024** (78% in 2023). NPS is determined by subtracting the percentage of customers who are detractors (0-6 scores) from the percentage who are promoters (9-10 scores).

Program Participation

The chart below (Figure 1) shows the breakdown of gender by age for participants who registered for programming in ActiveNet.⁵ In 2023, male enrollment was 53% and female enrollment was 47%; in 2024, there was **55% male enrollment and 44% female enrollment**. In 2023, only one participant left the question regarding gender blank, but – in 2024 – 0.6% (11 total) of registered participants in ActiveNet selected either non-binary or did not disclose their gender. Although 0.6% may appear small, this is the largest percentage that has been recorded since reporting began in 2020.⁶

Age Distribution of Enrollment by Gender

Figure 1

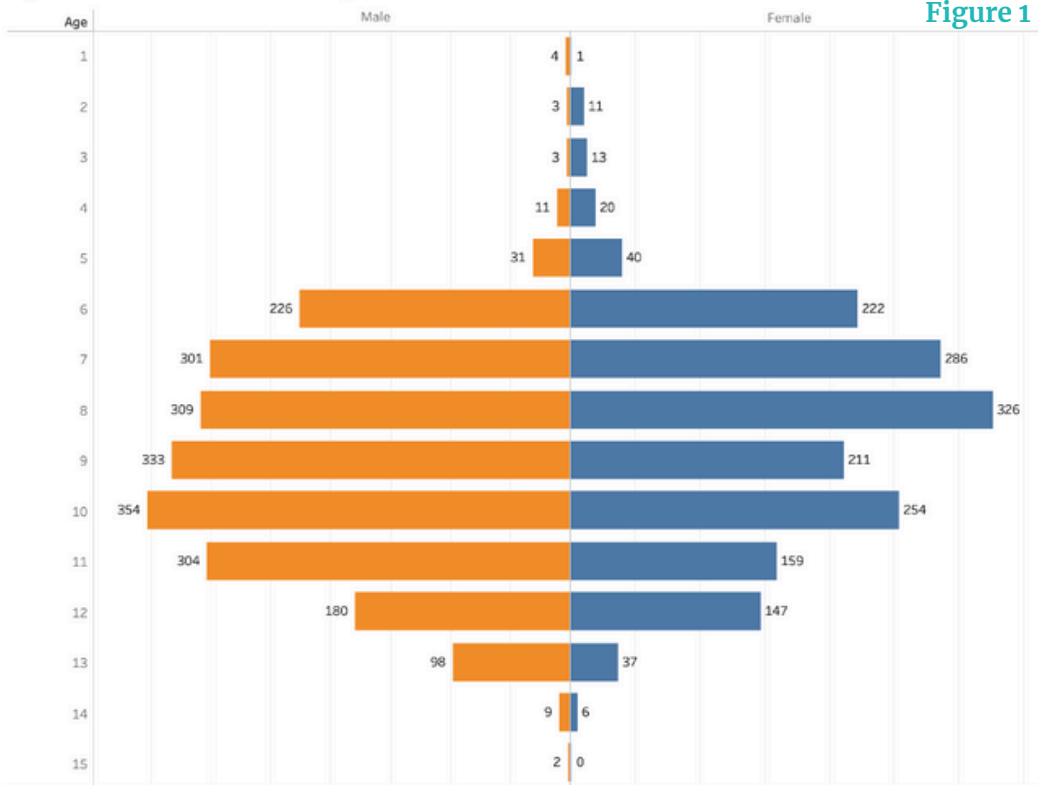


Figure 2 shows the same butterfly chart as Figure 1, but only includes distinct participants.

Distinct Age Distribution of Enrollment by Gender

Figure 2

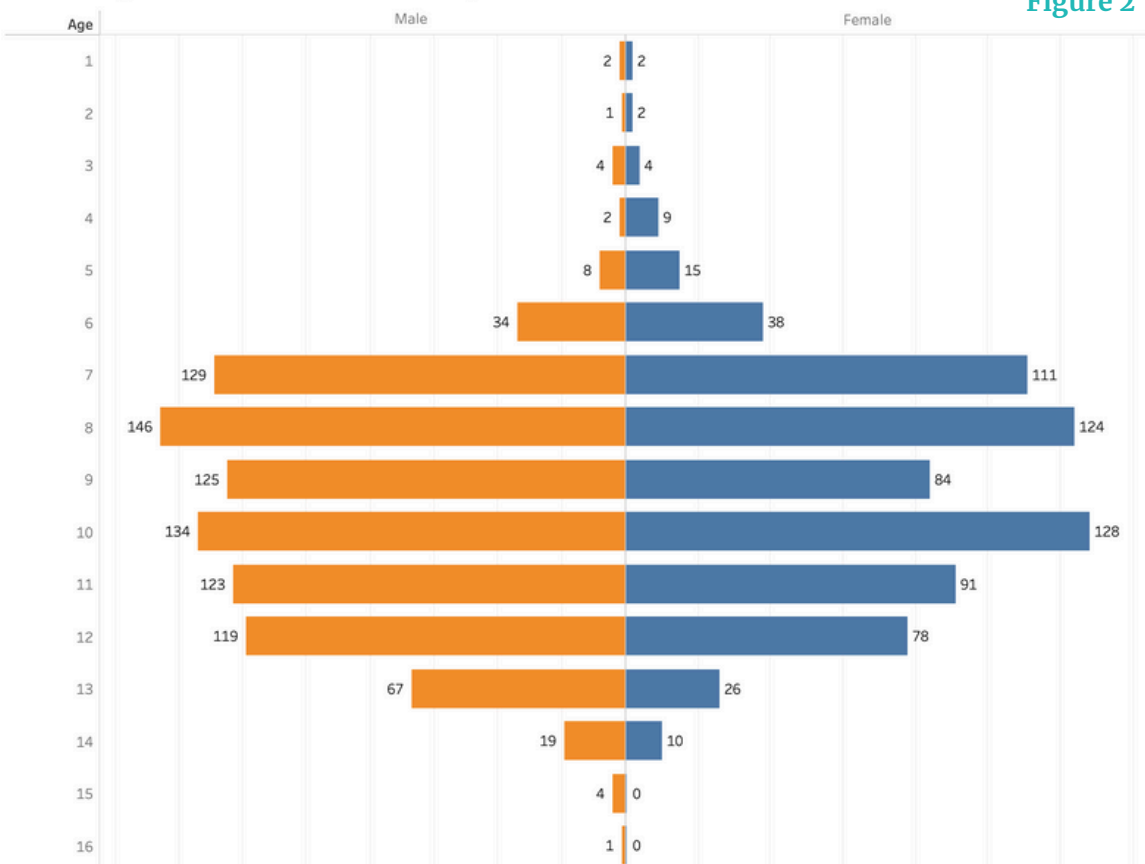


Figure 3 shows enrollment levels and breakdown of gender at each site for participants who registered for programming in ActiveNet. Most sites have a ratio of 50-55% male and 45-50% female enrollment. Below, NB stands for “non-binary” and ND stands for “non-disclosed.”

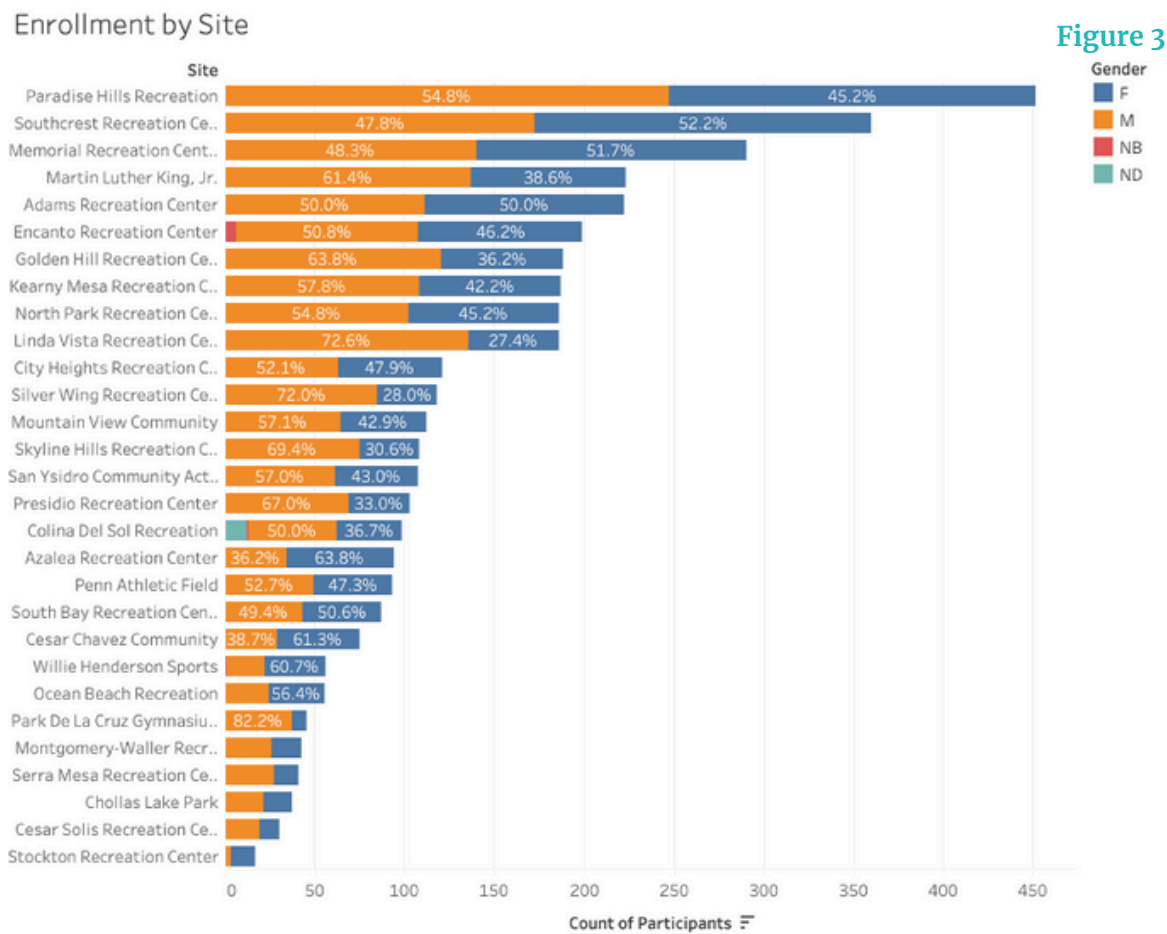


Figure 4 shows the same breakdown as Figure 3, but only includes distinct participants.

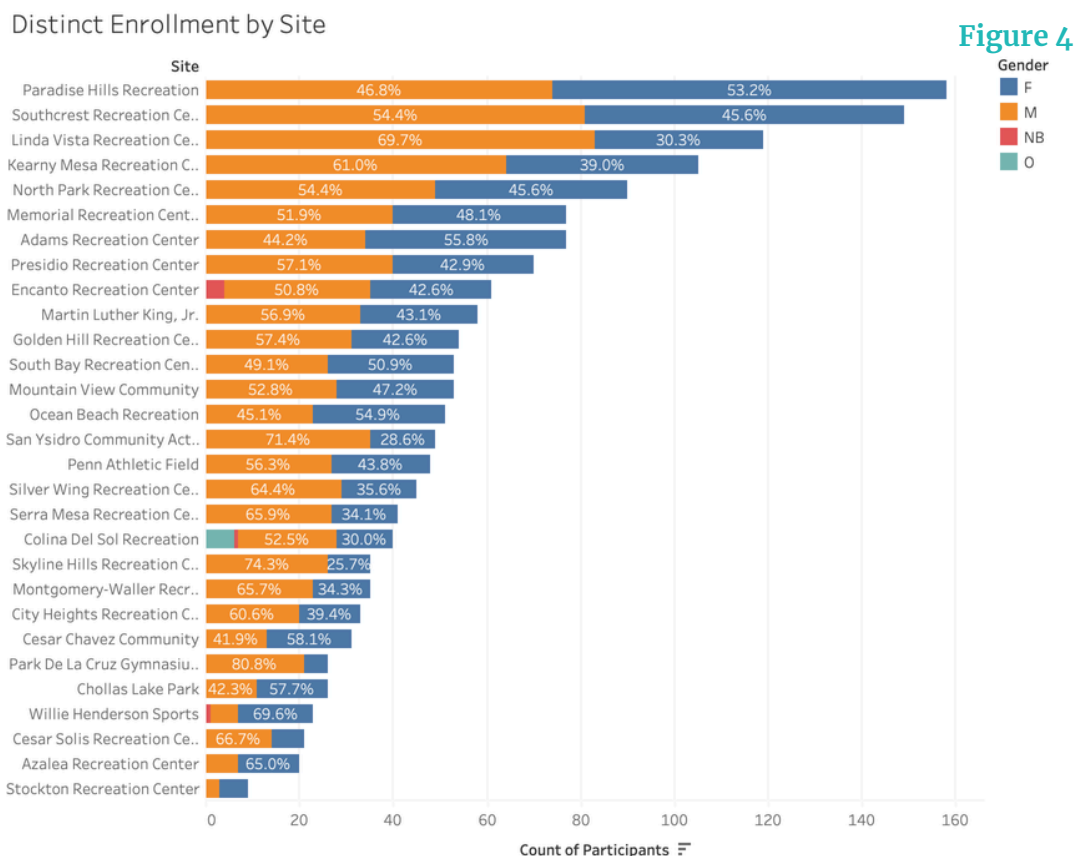
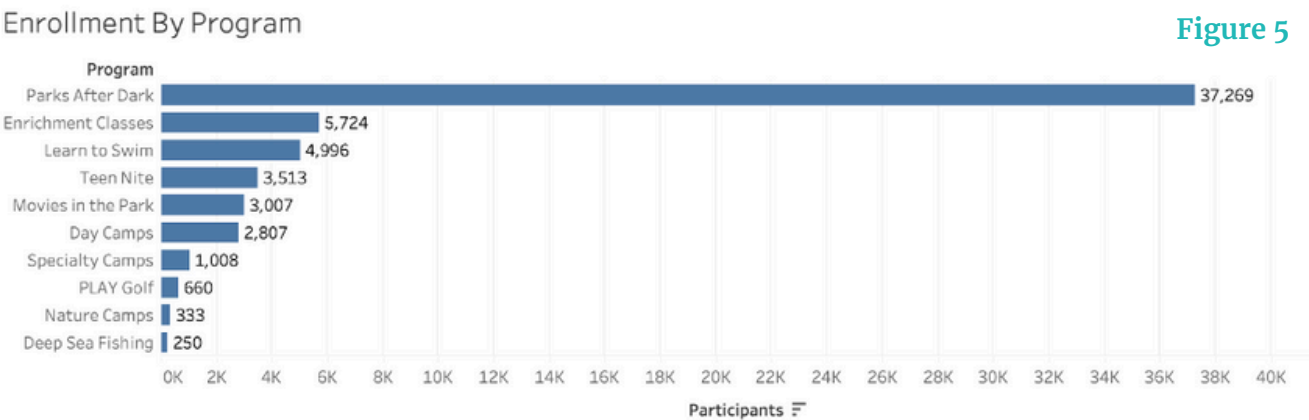


Figure 5 shows the enrollment level for all summer programs; this includes programs for which participants had to register in ActiveNet *and* drop-in programs such as Parks After Dark, Teen Nite, and Movies in the Park. Parks after Dark, a program in its third year (held in 2024 at Skyline, Linda Vista, Memorial, City Heights, and Silver Wing) had the highest enrollment level for drop-in programming.



Survey Response Demographics

Figure 6 shows that Paradise Hills had the highest number of survey responses (59), followed by Memorial, North Park, Martin Luther King Jr., and Linda Vista. In 2023, the sites with the highest number of responses were Encanto, Memorial, Martin Luther King Jr., City Heights, and Linda Vista. In 2024, the fewest number of responses (from which we received at least one response) were Penn Athletic Field, Willie Henderson Sports Complex, Ocean Beach Recreation Center, and Cesar Chavez Community Center. There were 27 responses from Southcrest Recreation Center, which has struggled to receive responses in previous years (eight in 2023). Silver Wing also saw their responses more than triple, as they had 26 responses in 2024, compared to six in 2023. Responses were higher overall in 2024, and seeing an increase from sites where we have struggled to receive a double-digit number of responses in past years could be a promising sign for long-term community feedback.

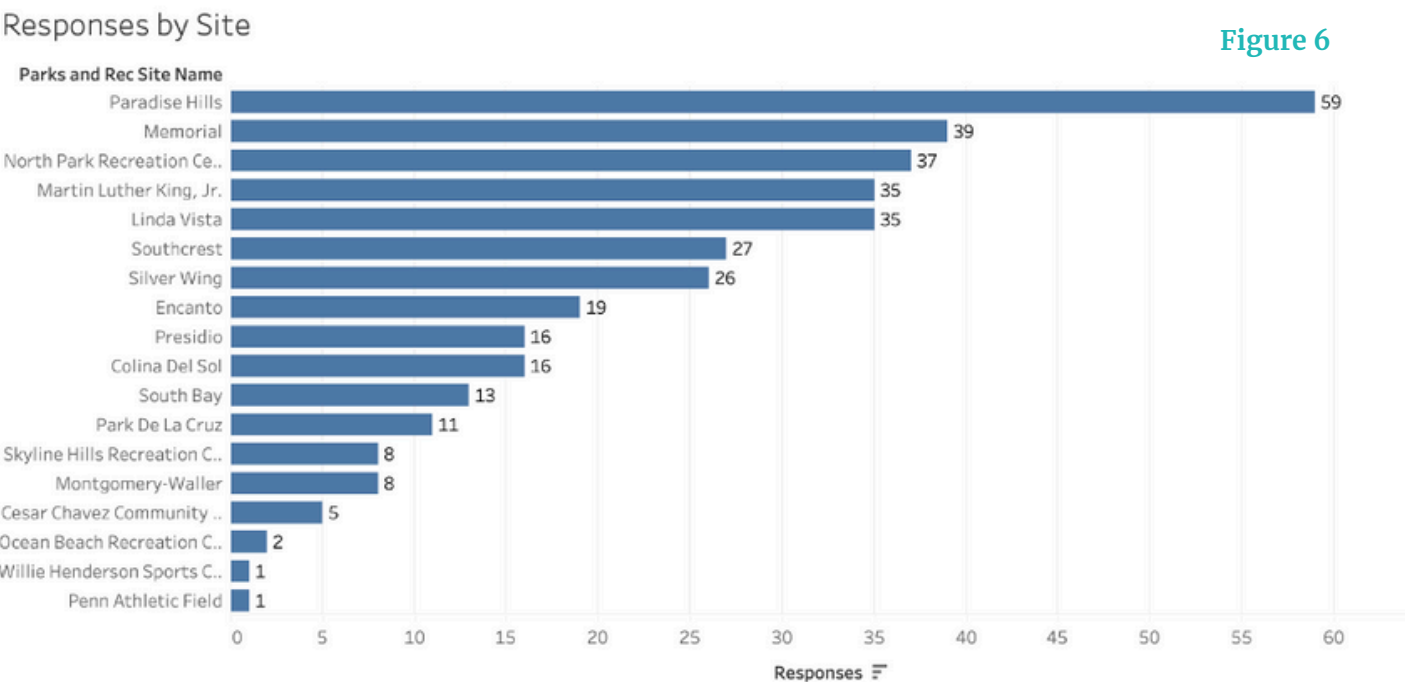
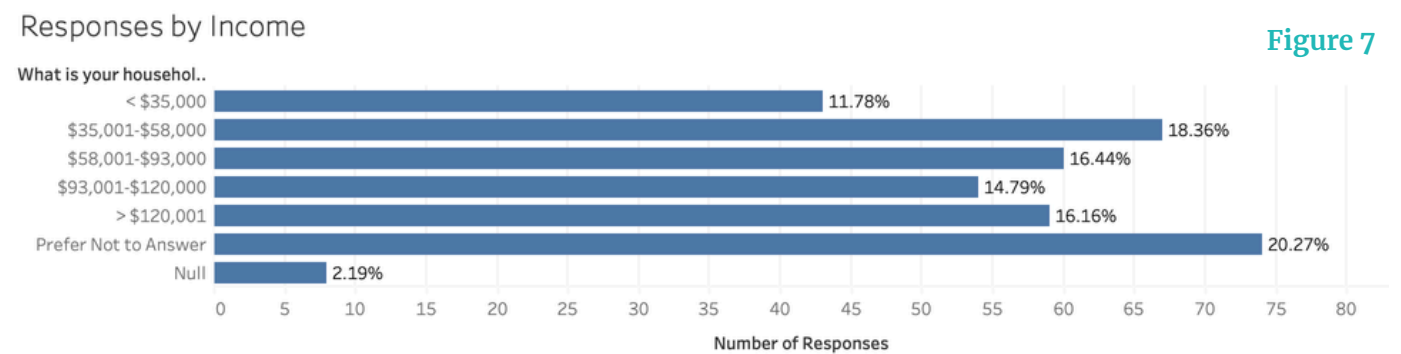


Figure 7 shows the breakdown of respondents by income. Most respondents reported being in either the \$35,001-\$58,000 bracket or the \$58,001-\$93,000 bracket. The percentage of respondents for those brackets was 18.4% and 16.4%, respectively. The percentage of respondents who preferred not to answer increased from 15.6% in 2023 to 20.3% in 2024. The percentage of respondents in the <\$35,000 bracket *decreased* by 12.25%, while the percentage in the two highest brackets *increased* by 140.42% in 2024. There is a nearly equal percentage of 2024 respondents that fall into the bottom two brackets and the top two brackets. In 2023, more than half of respondents fell into the three lowest income brackets (62.4%).



In 2024, there was a change to the responses for the question asking about race and/or ethnicity. In previous years, the question only allowed for one selection and included a “More than one race and/or ethnicity” option. The response was changed to multi-select and the “More than one race and/or ethnicity” option was removed, allowing individuals to select as many of the options that applied to them.⁷ The change was made to capture race and ethnicity in manner that is aligned with the U.S. Census collection methodology. The results of the question are shown in Figure 8 below. In 2023, 43 (9.63% of total) respondents selected “More than one race/ethnicity.” In 2024, respondents could select multiple races/ethnicities and total respondents who selected multiple races/ethnicities was 65 (17.81% of total) responses. This increase could be in part due to the increase in survey responses in general, but may also be the result of the change to the format of the question.

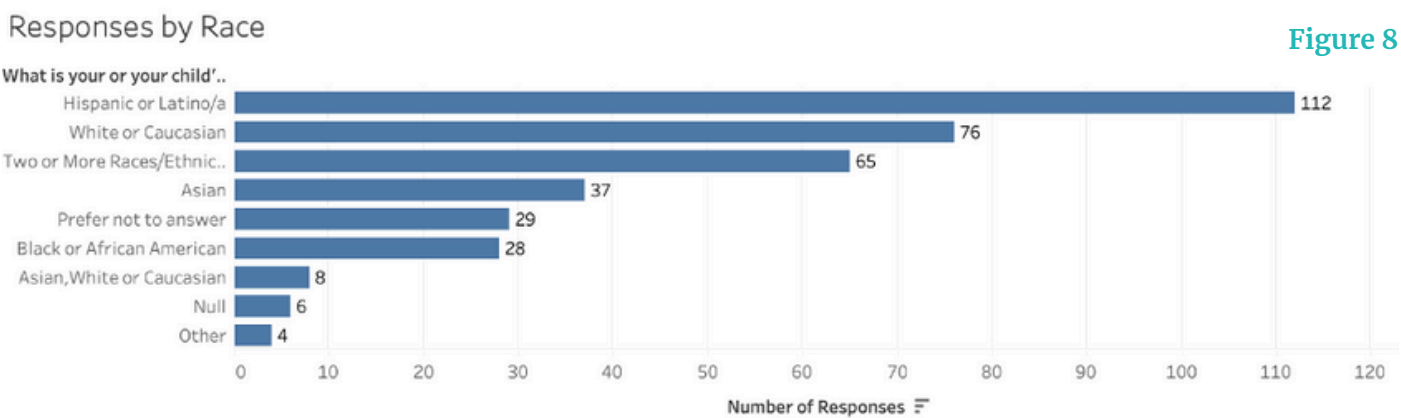
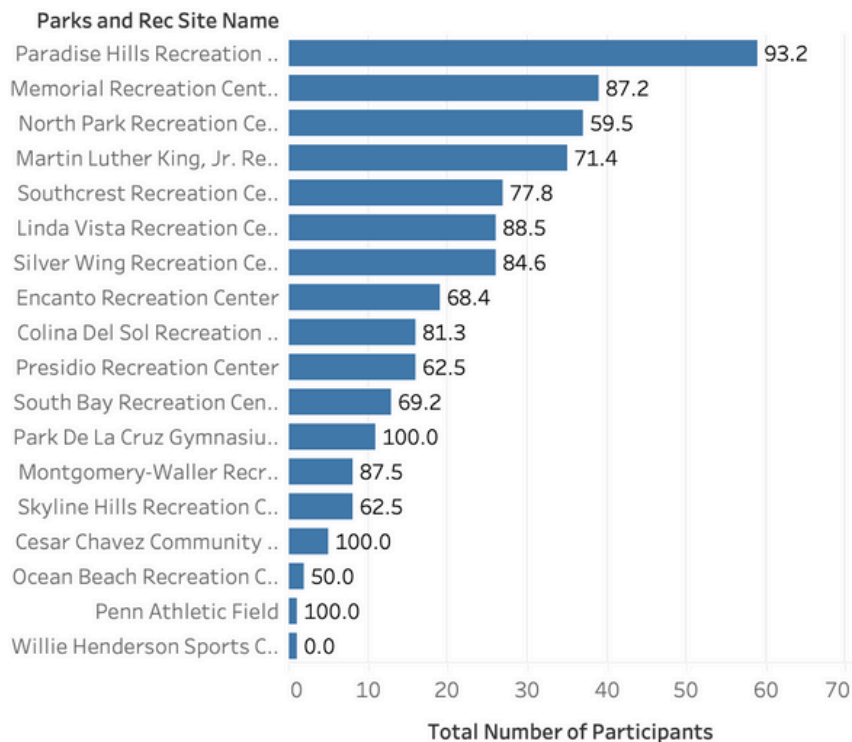


Figure 9 shows overall satisfaction (OSAT) percentages at each participating site. In 2023, there were five sites with OSAT scores above 90%; in 2024, there were four. Although more sites are below 90%, OSAT across Come Play Outside as whole was higher in 2024. The increase in overall satisfaction was - in part - due to sites like Memorial and Linda Vista seeing large increases in OSAT from 2023 compared to 2024. Memorial’s OSAT in 2023 was 58.3% compared to 87.2% in 2024, and Linda Vista saw an increase from 50% in 2023 to 88.5% in 2024. Southcrest (62.5% to 77.8%) and Colina Del Sol (53.8% to 81.2%) also saw year-over-year increases in OSAT.

OSAT by Site



Survey Responses

Parks and Rec Site Name	
Paradise Hills Recreation ..	59
Memorial Recreation Cent..	39
North Park Recreation Ce..	37
Martin Luther King, Jr. Re..	35
Southcrest Recreation Ce..	27
Linda Vista Recreation Ce..	26
Silver Wing Recreation Ce..	26
Encanto Recreation Center	19
Colina Del Sol Recreation ..	16
Presidio Recreation Center	16
South Bay Recreation Cen..	13
Park De La Cruz Gymnasiu..	11
Montgomery-Waller Recr..	8
Skyline Hills Recreation C..	8
Cesar Chavez Community ..	5
Ocean Beach Recreation C..	2
Penn Athletic Field	1
Willie Henderson Sports C..	1

Figure 9

Comments regarding the types of classes or programs parents would like to see were mainly related to sports. The comments around sports were related to wanting more options or classes for swimming, skateboarding, basketball, gymnastics, dance, and soccer. Cooking and sewing classes were mentioned as well. There were a few comments around specific types of classes not currently offered at a recreation center close to the respondent's home or a desire to see certain sports programs offered year-round (such as skate camp). Lastly, there were comments about wanting more spots available in classes; there were nearly 600 (595) individuals on the waitlist in 2024.

In 2023, there were 15 total comments from people who recorded a OSAT score less than 9; there were 36 this year. Twenty of those respondents had an OSAT score of 7 or 8. This is important to note, because only scores from 0-6 are considered *detractors*, whereas a score of 7 or 8 is considered *passive*. A detractor is considered a customer who may spread negative word-of-mouth about your product or service, as well as someone whose business you may lose. A customer that is passive is considered a customer who is satisfied but not enthusiastic about the product or service. (A *promoter* is a respondent who leaves a 9 or 10 score.)

Additional comments were centered around their desire to see more - or better - communication regarding what the programs entail. For example, there were comments from parents who expected their child to be playing basketball for the entirety of the day (but - in actuality - there was only one hour of basketball per day) or thought their children would be playing outside more than they did each day. There were 58 comments from respondents that scored their satisfaction as a 9 or 10 in 2023; in 2024, there were 120. Their comments were mainly thanking staff, particularly staff at the MLK and Paradise Hills sites. There were multiple comments praising the coaches of the skate camp(s). There were also comments where respondents expressed a desire for more communication around what activities their child will be participating in that week, as well as being notified of when classes are made available to register.

Conclusion

The highlights from 2024 are: (1) satisfaction remained high and increased from 78% in 2023 to 79.1% in 2024; (2) responses from Southcrest - a site from which we have historically struggled to receive responses - had 27 responses, the sixth highest out of all participating sites; and (3) the total number of survey responses increased from 209 in 2023 to 349 in 2024; and (4) the total number of participants served by Come Play Outside programming increased (14.7%). However, the participant survey response rate decreased from 24% in 2023 to 21% in 2024.

A recommended goal for 2025 is to reach a statistically significant sample size. That is a goal that has not been met since 2022. In 2022, 513 surveys were submitted (479 of them online). The number of responses needed for statistical significance has hovered near 380 since reporting began. Therefore, it is recommended that the Parks & Recreation Department aim for 400 responses each year. The Performance & Analytics Department can assist with creating a plan or path to 400 survey responses.

Panda also recommends that “Prefer to describe as: _____” and/or “Prefer not to say” be added as options to the question about gender. This will promote inclusivity and serve as data validation. For several participants, gender was left blank. It is not clear if this was done on purpose because they felt the other options did not fit, or if it was simply done in error. Thus, adding additional options can help clarify and possibly increase inclusivity.

Some programs were not classified as Come Play Outside programs before the beginning of survey distribution; therefore, those surveys are not included in the analysis. Panda will research this process and see if there is a process improvement implementation that could ensure no Come Play Outside programs are missed during data collection.

In 2023, a change was made where four specific questions were only shown to respondents if they answered “Yes” to a question asking if they had time to answer more questions. The hope was that it would lead to an increased survey participation rate moving forward. The increased number of responses in 2024 may be an early indicator that the change was successful. Around 70% of respondents chose to answer the additional questions.

Although the number of responses for Come Play Outside was down considerably in 2023, we did not see it as cause for concern for this method for survey distribution. The increase in responses in 2024 will hopefully be the start of an upward trend. Lastly, feedback and comments continue to be positive, highlighting the satisfaction and appreciation for the work the Parks & Recreation Department staff does for various communities in San Diego.

“It was so amazing to see my son go from not knowing how to skateboard at all to riding ramps in only one week. The teacher is a miracle worker.”

“Great program. Amazing staff; friendly, attentive, and supportive. I am grateful that it exists. As a single mom, it helps to know my child was safe and being productive. She really enjoyed herself.”

Appendix

Site	Online Survey Responses	Enrollment	Response Rate	Responses Needed for Statistical Significance	Statistical Significance Met?
Cesar Chavez	5	75	15.6	63	No
Colina Del Sol	16	98	19	79	No
Encanto	19	199	11	132	No
Linda Vista	37	186	35.1	126	No
Martin Luther King Jr	35	223	18.9	142	No
Memorial	39	290	18.2	166	No
Montgomery-Waller	8	42	32	38	No
North Park	37	186	24.5	126	No
Ocean Beach	2	55	40	49	No
Paradise Hills	59	451	22.8	208	No
Park De La Cruz	11	45	47.8	41	No
Penn Athletic Field	1	93	11.1	76	No
Presidio	21	103	18.8	82	No
Silver Wing	26	118	36.1	91	No
Skyline Hills	8	108	14.3	85	No
South Bay	13	87	31.7	72	No
Southcrest	27	360	20	187	No
Willie Henderson Sports Complex	1	56	8.3	49	No

Notes:

- Aquatic enrollment is not included, due to an error in categorization of programming on ActiveNet.
- Kearny Mesa does not appear on this table because programs were not correctly categorized as *Come Play Outside* programs in ActiveNet at the start of surveying.

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. The total number of surveys in 2024 (349) did not surpass the 382 needed for statistical significance.
3. Per Qualtrics, determining a good CSAT (Customer Satisfaction) score can be difficult, but benchmarking by industry can help. They link the American Customer Service Index (ACSI) as resource to determine a benchmark. The ACSI does not provide a benchmark for local government, but does provide one for the federal government and individual federal departments.
4. 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. In 2024, 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.
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. In addition, surveys are distributed by program, since we are interested in capturing satisfaction with each program. Figures 1 and 3 are not distinct counts of individuals.
6. Individuals who selected non-binary or did not disclose their gender were not included in the butterfly chart. First, a butterfly chart can only compare two values/variables and second, given that non-binary and non-disclosed make up 0.6% of the participants, they were removed from the chart for anonymity and protecting personally identifiable information (PII). If someone left their gender as blank when registering, their gender would show up as "Other" or "O." Multiple participants left their gender blank. It is not clear whether this was done as a choice, since they did not identify with the other options "Male," "Female," and "Non-Binary," or if it was done by mistake. Since we could not know for sure, we chose to display this data as "non-disclosed" or "ND."
7. With the change to make all race and ethnicity response choices multi-select, each unique selection or combination of race/ethnicity appeared as one entry when exporting the data. For example, if one individual selects Asian or Hispanic/Latino(a) and another selects Asian, Hispanic or Latino(a), and White or Caucasian, in the data would appear as one entry for each combination. Thus, for reporting purposes, all combinations were grouped into one category "Two or more races/ethnicities. Any entries that selected no option were entered into an "Other" category.