Executive Summary

In 2022, the City of San Diego's Parks & Recreation Department offered the second year of Come Play Outside programming under Mayor Todd Gloria's **Summer for All of Us** initiative, which was designed to provide new summer opportunities for kids and their families to play safely outside in San Diego. Parks & Recreation was able to serve more than 30,000 youth and adult participants in Communities of Concern. Programs included: swim lessons, junior lifeguard training, nature camps, "Teen Nites," STEAM classes and camps, "Movies in the Park," deep sea fishing trips, and the newest program, "Parks After Dark."[1] These incredible programs were held at 27 different community parks, recreation centers, and aquatic centers during summer 2022. 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, San Diego Foundation, Prevent Drowning Foundation of San Diego, Albertsons, and the JEM Project.

The Performance & Analytics (PandA) and Parks & Recreation Departments teamed up to conduct survey design, solicitation, and analysis - and to gauge programming and facilities effectiveness, satisfaction, and demographic participation.

The total number of surveys completed was 513.[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 **83%**. These scores are high relative to what is normally seen on these types of questions for a wide range of products or services.

City Heights had the highest response rate (minimum 25 responses) at **45%**. The highest relative number of responses came from Linda Vista with 61. **Paradise Hills had the highest OSAT at 9.91** (out of 10). Most sites had an OSAT higher than 9. Female enrollment, as a percentage of total enrollment, increased from **42% to 44%** this year.

Survey Administration [3]

Th2 2022 survey was administered differently from 2021. PandA utilized a third-party platform in Medallia to automate the survey administration process. Instead of physically visiting each site to survey, relying on QR code signage, or asking staff to administer paper surveys, a survey was sent to the email associated with each registered participant. Four additional participating recreation centers (sites) were added this year: North Park, Chollas Lake Park, Adams, and Azalea.

Parks & Recreation incentivized survey participation for "Come Play Outside" programming, by raffling off tickets to local attractions (Legoland, Sea World, and the San Diego Zoo). In addition, the survey was modified to increase efficacy. Likert Scale questions were adjusted to a 1-to-10 scale, instead of 1-to-5 scale, to increase accuracy. With the help of Parks & Recreation, the survey was shortened from 19 questions to 13 questions. Finally, there was no separate survey for caregivers and participants, just one survey for caregivers.

The **total enrollment** for "Come Play Outside" programming was **18,064**. The sample size needed for the analysis to be statistically significant was **370**. When including Parks After Dark enrollment, the total enrollment increases to **31,364**.

Survey Participation

The survey response rate for caregivers in Come Play Outside programming was 31% (479 online surveys and 34 paper surveys). The number of responses by month were:
- July - 162
- August - 251
- September - 66

The incentives provided by Parks & Recreation undoubtedly assisted with this participation rate, as the survey participation rate for non-Come Play Outside programs was significantly lower (20%).

Recreation center supervisors were emailed a printable version of the survey to distribute as needed. Ten online responses were received in Spanish and three paper responses, for a total of 13 Spanish responses.[4] In 2021, 22 responses were submitted from caregivers, with 16 of them coming via paper format - highlighting the need to utilize more paper surveys in locations with a higher proportion of non-native speakers or promoting the benefits of registering with an email account to those caregivers. The average number of responses per week was 53.[5]

Participant Satisfaction[6]

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 87%.

The Net Promoter Score (NPS) for Come Play Outside program caregivers was 83%. 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 82%**.**

Program Participation

The below chart (Figure 1) shows the breakdown of gender by age for participants who registered for programming in ActiveNet. In 2021, male enrollment was 58% and female enrollment was 42%; in 2022, it was 56% and 44%, respectively. Closing the gender gap was an area that Parks & Recreation wanted to address following 2021 programming, and they showed progress towards this in 2022. The chart also shows that the highest enrollment by age was 8-year-olds. One participant left this question blank.

Figure 1

Gender Distribution by Age
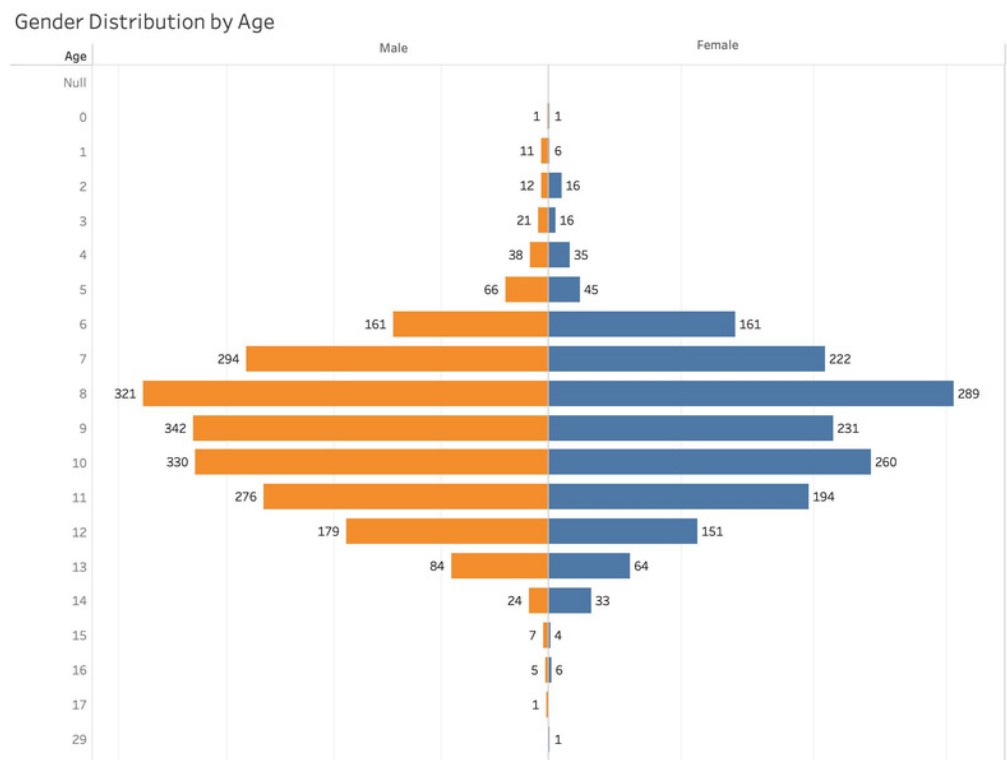
Figures 2 and 3 (below) show enrollment levels and breakdown of gender at each site for participants who registered for programming in ActiveNet. Most sites have a higher enrollment from male participants; however, there are a handful of a sites where female enrollment is higher (Colina Del Sol Aquatic Center, South Bay Recreation Center, San Ysidro Recreation Center, Azalea Recreation Center).

Figure 2

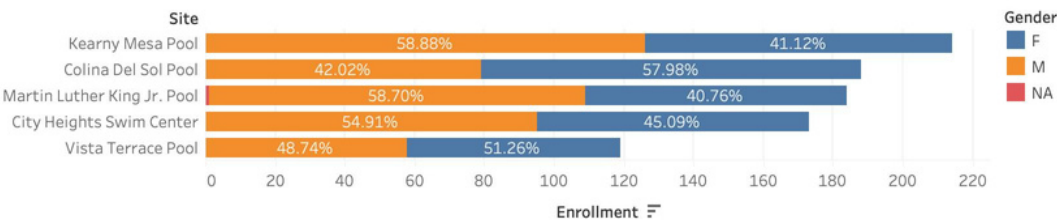Gender Distribution by Aquatic Center
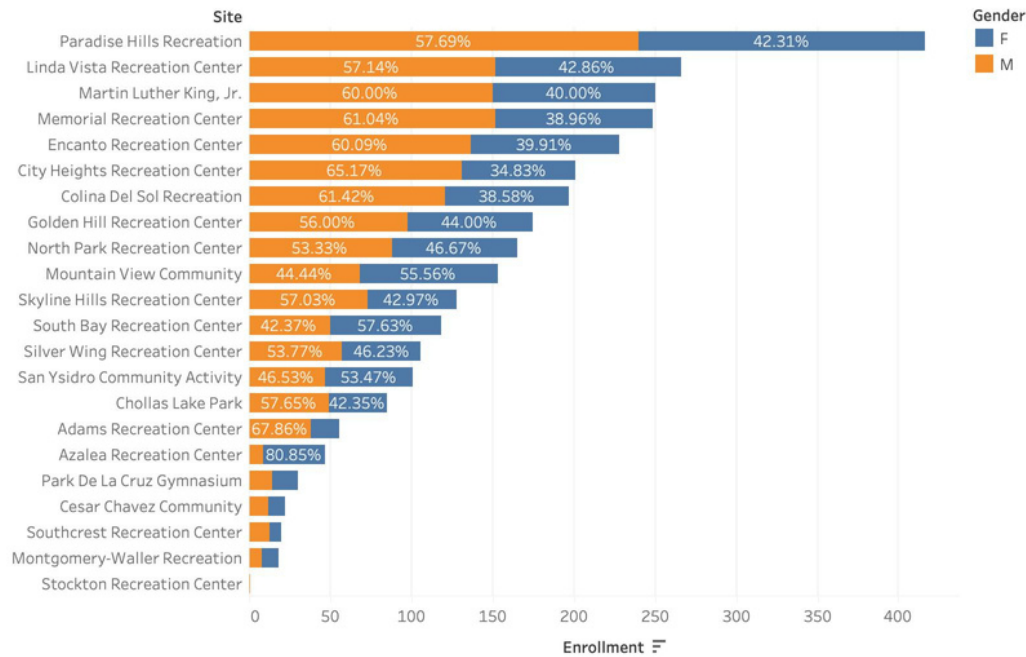
Figure 3

Gender Distribution by Rec Center

Figure 4 shows the enrollment level for Come Play Outside program participants who registered in ActiveNet. Figure 5 shows the enrollment for drop-in Come Play Outside programming. A new program, "Parks after Dark", was held at Skyline, Linda Vista, and City Heights, and had the highest enrollment level for drop-in programming.

Figure 4

ActiveNetEnrollment

Figure 5

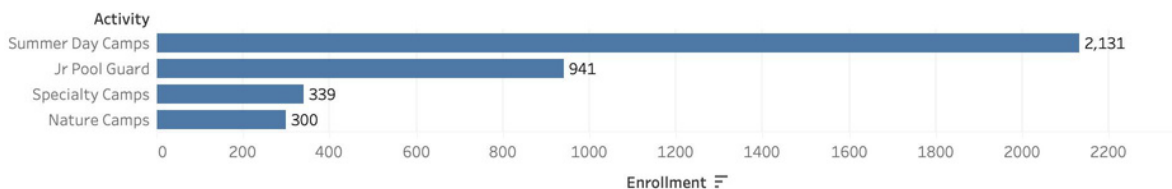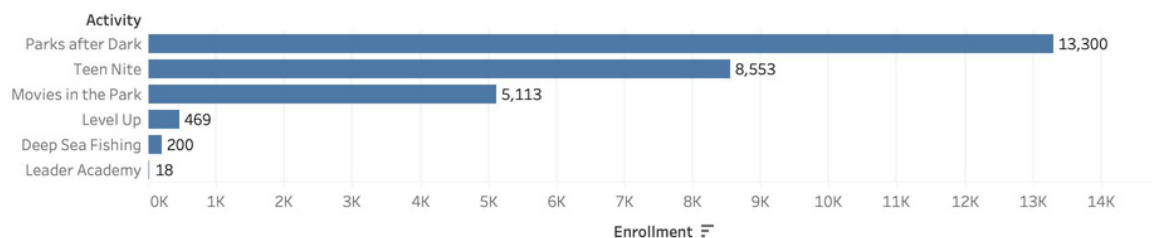### Non-ActiveNet Enrollment

Survey Response Demographics

Figure 6 shows the age of the children for whom caregivers completed a survey. Response rates for survey participants are 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.[7]

Figure 6

Responses by Age
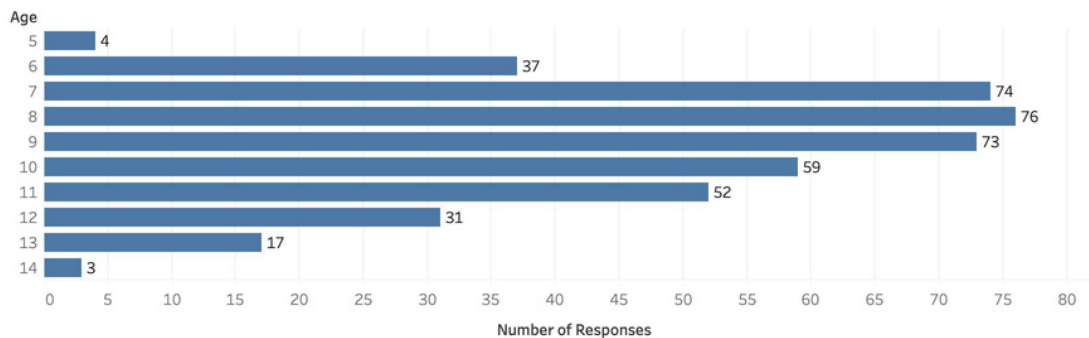
Figure 7 shows that 70 more responses were submitted from caregivers of male participants than female participants, which is consistent with a higher number of male participants enrolled in programming.

Figure 7

Responses by Gender
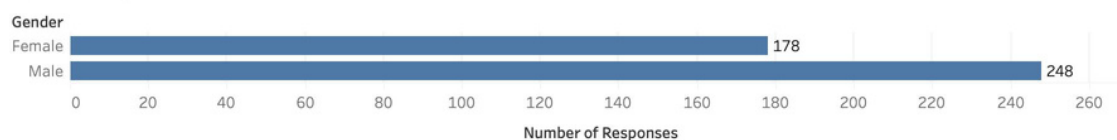
Figure 8 shows that Linda Vista had the highest number of survey responses (61), followed by City Heights and Paradise Hills. In 2021, the sites with the highest number of responses were Memorial, Linda Vista, and City Heights. Southcrest and Mountain View had low response rates in both 2021 and 2022.

Figure 8

Responses by Site

Out of the new participating sites, North Park finished in the top half for survey responses, but Azalea, Adams, and Chollas Lake were in the bottom half. [8]

Shown in figure 9, the highest percentage of 2022 respondents fell into the "Prefer Not to Answer" category, followed by "$58,001 - $93,000." In 2021, the highest percentage of respondents were in the "less than $35,000" and "$35,001- $58,000" household income categories. This could highlight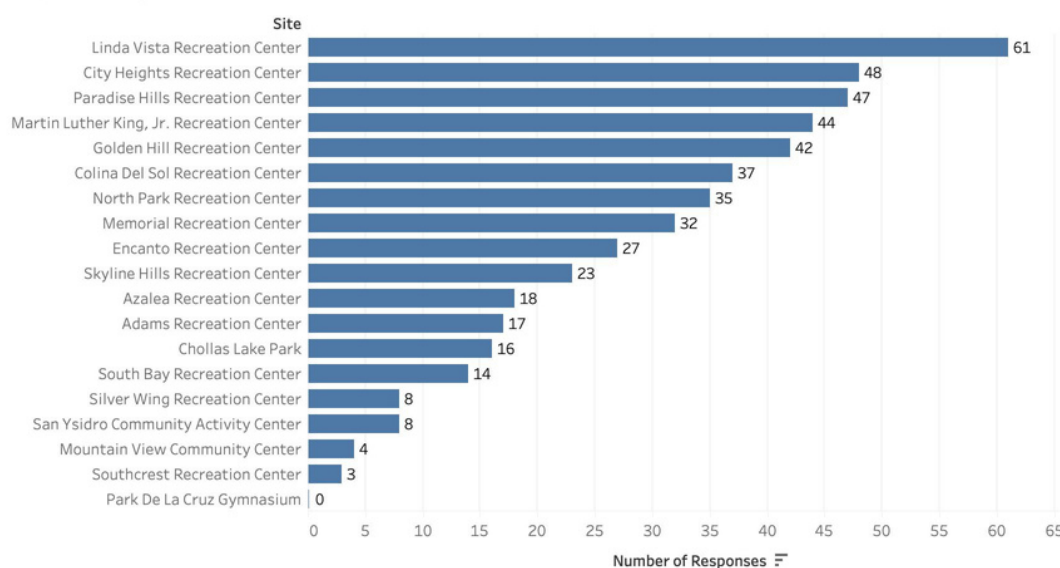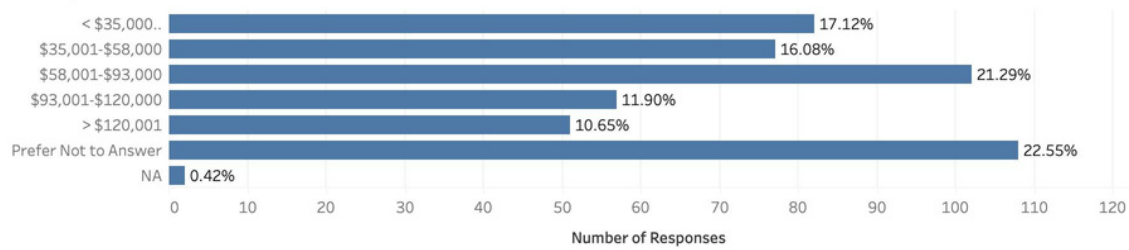 a disparity, where individuals in the lower income bracket are less likely to have used an email when enrolling their child, or perhaps are less likely to have an email. Perhaps fewer people were willing to provide their income on an online survey compared to last year's methods where they were either handed a paper survey by staff, used a QR code posted at the recreation center, or were engaged by City staff to take the survey.

Figure 9

What is your household income?

Income	Percentage
< $35,000..	17.12%
$35,001-$58,000	16.08%
$58,001-$93,000	21.29%
$93,001-$120,000	11.90%
> $120,001	10.65%
Prefer Not to Answer	22.55%
NA	0.42%

Number of Responses

As shown in Figure 10, most respondents identified as Hispanic/Latino, followed by White/Caucasian. In 2021, respondents were asked about languages spoken in the home to try and gauge information regarding race and ethnicity. However, this year, we asked about race and ethnicity explicitly. [9]

Figure 10

What is your race/ethnicity?

Race/Ethnicity	Total
Hispanic/Latino	174
White/Caucasian	85
Asian	62
African/African American/..	56
More than one Race and/o..	43
Prefer not to Answer	37
Other	13
Pacific Islander	4
American Indian/Alaskan ..	4
NA	1

Total

Figure 11

OSAT By Site / Survey Responses

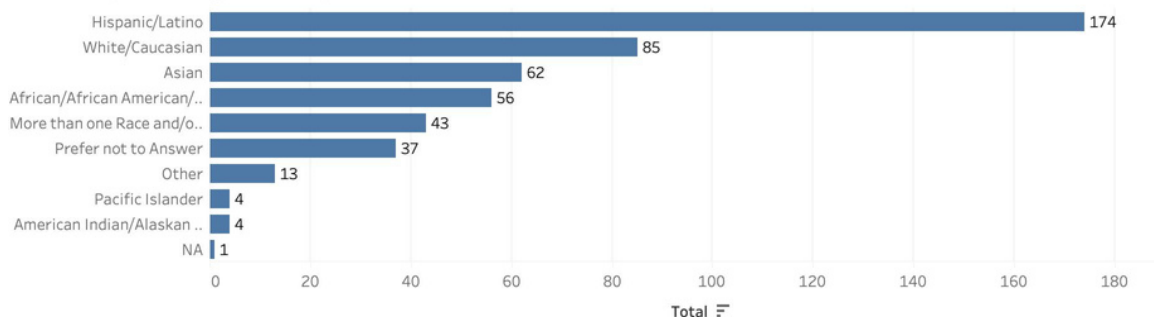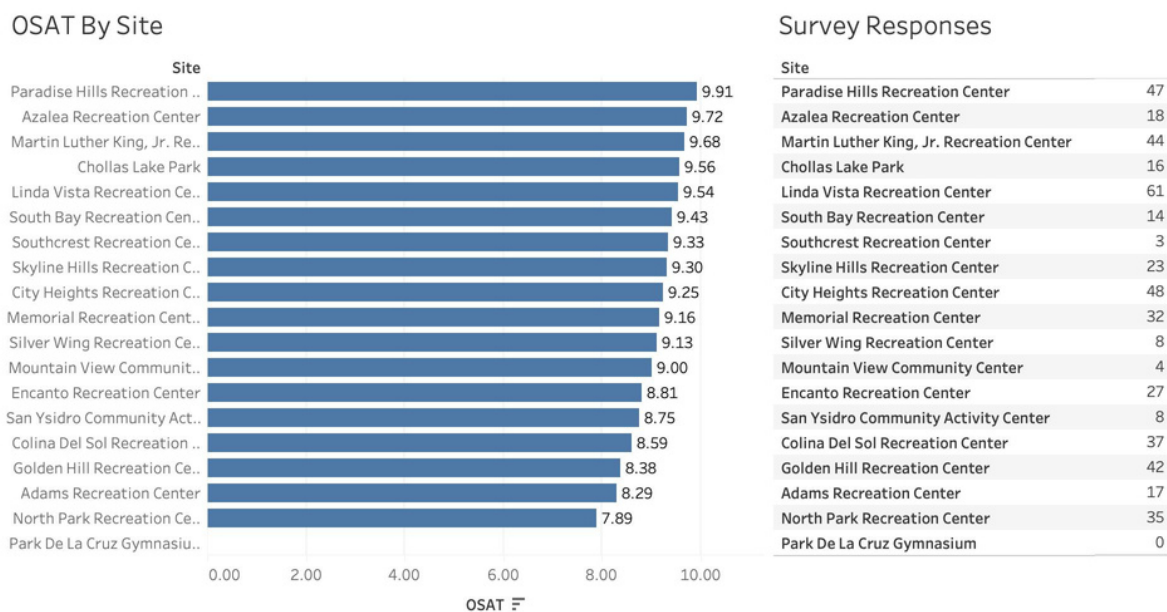| Site	OSAT	Site	Survey Responses
Paradise Hills Recreation ..	9.91	Paradise Hills Recreation Center	47
Azalea Recreation Center	9.72	Azalea Recreation Center	18
Martin Luther King, Jr. Re..	9.68	Martin Luther King, Jr. Recreation Center	44
Chollas Lake Park	9.56	Chollas Lake Park	16
Linda Vista Recreation Ce..	9.54	Linda Vista Recreation Center	61
South Bay Recreation Cen..	9.43	South Bay Recreation Center	14
Southcrest Recreation Ce..	9.33	Southcrest Recreation Center	3
Skyline Hills Recreation C..	9.30	Skyline Hills Recreation Center	23
City Heights Recreation C..	9.25	City Heights Recreation Center	48
Memorial Recreation Cent..	9.16	Memorial Recreation Center	32
Silver Wing Recreation Ce..	9.13	Silver Wing Recreation Center	8
Mountain View Communit..	9.00	Mountain View Community Center	4
Encanto Recreation Center	8.81	Encanto Recreation Center	27
San Ysidro Community Act..	8.75	San Ysidro Community Activity Center	8
Colina Del Sol Recreation ..	8.59	Colina Del Sol Recreation Center	37
Golden Hill Recreation Ce..	8.38	Golden Hill Recreation Center	42
Adams Recreation Center	8.29	Adams Recreation Center	17
North Park Recreation Ce..	7.89	North Park Recreation Center	35
Park De La Cruz Gymnasiu..		Park De La Cruz Gymnasium	0

Figure 11 shows that the OSAT for nearly all sites is greater than 9, and only one site had an OSAT below 8, which was a new Come Play Outside site (North Park). This figure highlights caregivers' satisfaction with staff, as well as with facilities.

In 2022, more detailed comments were collected regarding people's experiences and what changes they would like to see in future programming. Respondents had very positive comments regarding staff (mentioning staff by name); appreciation for the programs that were available; and how much their children enjoyed the program(s). Negative comments were mainly around unhealthy food options, and some related to cost. Caregivers also indicated they would like to see: after school programs; yoga and mindfulness programs; more programs designed for girls (soccer, dance); and camps for different ages.

Conclusion

There are a handful of highlights from the 2022 survey worth noting. Caregivers were able to be surveyed more efficiently. OSAT and NPS were high at 78% and 83%, respectively. The number of participants nearly doubled, and female participation (as a percentage of total participation) increased. All but one site had an OSAT above 8. Integrating the ActiveNet enrollment platform with Medallia, the City's surveying platform, will yield future benefits. These benefits include the following abilities: to scale surveying without increasing cost; to centralize survey data that can be analyzed and reported on; to observe long-term trends; to collect detailed comments and concerns; and to maintain consistency in surveying and data collection. Better advertising of the survey participation incentive (e.g., raffle for Sea World tickets) could help encourage more people to register their email addresses in ActiveNet and, therefore, increase survey distribution. Allowing people to take the survey on their own time (as opposed to stopping them while they are dropping off or picking up their children) could have attributed to the much more detailed comments received in 2022 as well.

Medallia also provides the ability to more efficiently monitor long-term trends, such as increases or decreases in OSAT by each site. For example, if survey responses indicated that a certain site did not have enough female-specific programming, and additional programming was added to meet that need, Parks & Recreation could demonstrate an improvement in programming at that site by a correlated increase in OSAT.

In 2023, incorporating a QR code for survey distribution - along with the automatic email distribution at the start of Come Play Outside programming - should result in surpassing the total survey responses in 2021 (585). A QR code serves as another avenue by which connections can be made with users of Parks & Recreation services and ensure that users who do not have an email in ActiveNet are still able to participate.

Going forward, a participation target should be set for all sites; by providing a target, sites can take the necessary steps to reach that target. The minimum target should be the minimum number needed for statistical significance, which can be determined once we know the enrollment numbers at each site.

Appendix

Overview of Surveys by Location

Site	Online Surveys	Enrollment	Response Rate	Number of Responses Needed for Statistical Significance
Adams	17	56	34.7%	49
Azalea	18	47	51.4%	42
Chollas Lake Park	16	85	30.2%	70
Cesar Chavez	0	22	0%	21
City Heights	48	374	45.3%	190
Colina Del Sol	37	385	28.7%	193
Encanto	27	228	15.9%	144
Golden Hill	42	175	38.2%	121
Linda Vista	61	266	38.8%	158
Martin Luther King	44	471	28.9%	212
Memorial	32	249	24.1%	152
Montgomery Waller	0	18	0%	18
Mountain View	4	153	14.8%	110
North Park	35	165	27.6%	116
Paradise Hills	47	416	30.9%	200
San Ysidro	8	101	28.6%	81
Silver Wing	8	106	22.9%	84
Skyline	23	128	33.8%	97
South Bay	14	157	51.9%	112
Southcrest	3	20	100%	20

Note: The following number of paper surveys were collected at these sites: Cesar Chavez - 2; Memorial - 10; San Ysidro - 6; Skyline - 1; Southcrest - 12; Stockton - 3

Caregivers indicated a desire for after-school programs. We analyzed how many schools were within one mile of a recreation center, and thus good options for after school programs. We then analyzed how many programs at these sites (in 2022) had a start time between 2:00 p.m. and 6:00 p.m., as well as the number of programs that started before 4:00 p.m. Branding current programs that are after school hours, as well as potentially adding additional programming, could be a great opportunity to address participant feedback. However, further analysis is needed.

Site Name	Number of Schools within one mile	Number of Programs between 2:00-6:00 p.m.	Number of Programs before 4:00 p.m.
Golden Hill	15	28	0
Memorial	11	44	0
San Ysidro	6	49	1
Skyline	4	17	3
South Bay	8	35	3
Southcrest	8	15	1

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. Surpassed the 370 needed for statistical significance
3. This year, 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 the email caregivers were sent, they were made aware of family 4-pack of tickets that Parks & Recreation was raffling off for those who participated, as well. A few additional paper surveys were completed as well. Compared to last year, there were only caregiver surveys this year, no participant surveys.
4. Response rates in 2021 were calculated using the total amount of surveys completed over the total enrollment. Response rates in 2022 were calculated using the total number of surveys completed over the total surveys distributed.
5. The survey was set up so that individuals had the option to choose whether to take the survey in English or Spanish. However, this may have caused a conflict between their phone settings. Where their phone settings were in Spanish, and thus automatically translating the survey to Spanish even though the survey was set to English. Lastly, due to translation needing to be uploaded manually, which was delayed, surveys taken in Spanish were more than likely undercounted. Steps and testing will be done to remedy this next year.
6. The survey launch was delayed by connection issues between the Medallia survey platform and ActiveNet registration portal. Had surveys been distributed in June, there would be an estimated additional 212 surveys. This would have put the total at 725, surpassing last year's total of 585. In 2021, 92% of caregivers rated their overall satisfaction as either 4 or 5 (out of 5).
7. 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.
8. Montgomery-Waller only had one Come Play Outside specific program this year, which started on June 13, 2022
9. When including paper survey responses, there are 22 additional respondents who identified as Hispanic/Latino. No other category added more than three respondents.