

COME PLAY OUTSIDE



Parks and
Recreation

Summer for All of Us,
a Program Ensuring
Equal Access and
Opportunities for
Every Community



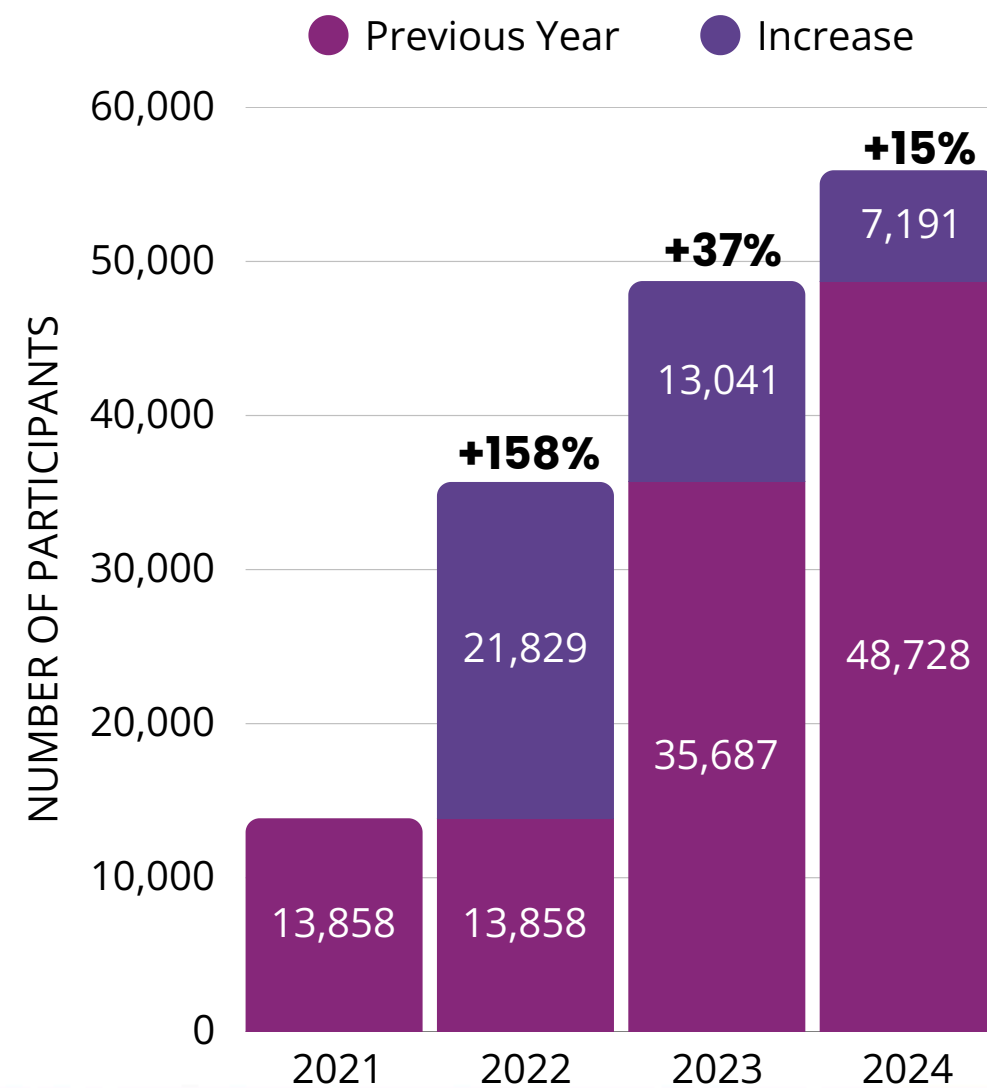
2024



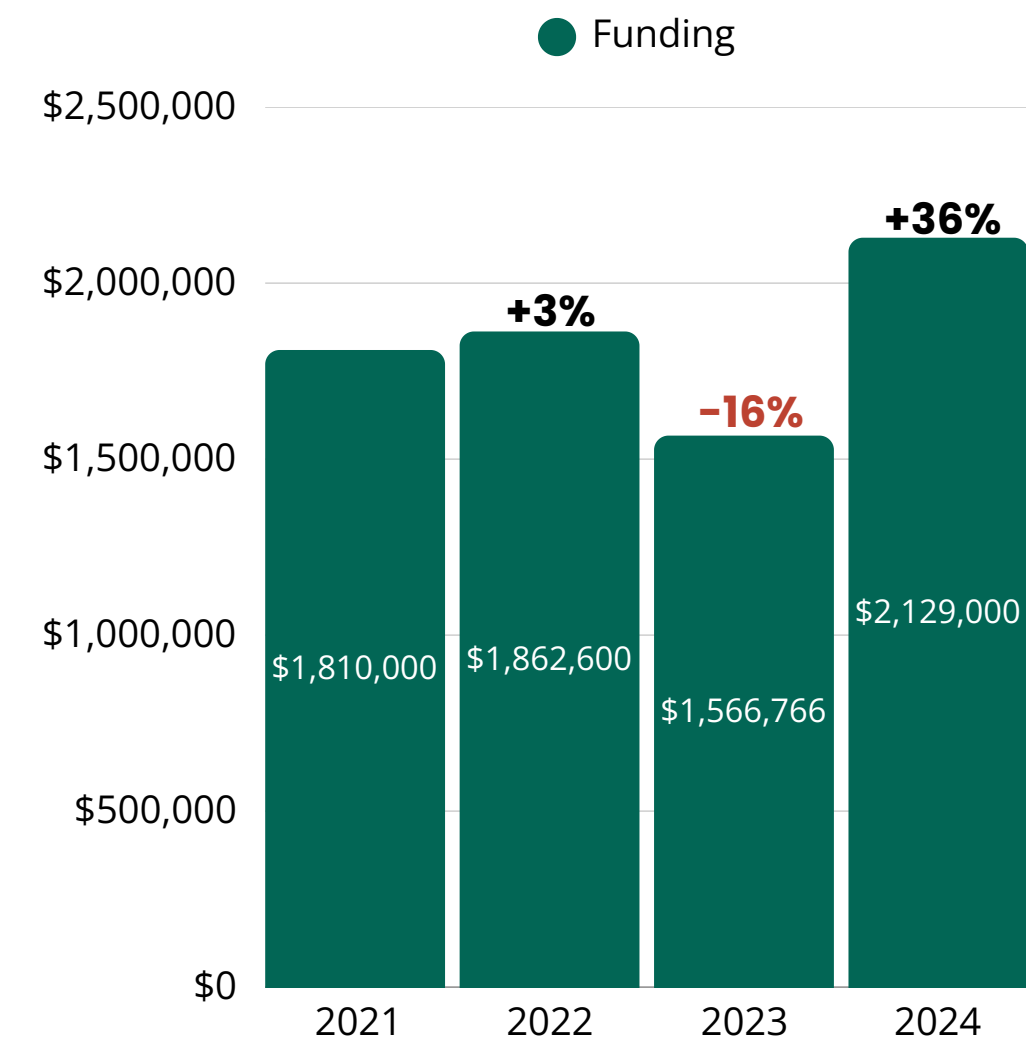


GOALS AND OUTCOMES

Goal 1: ↑ Increase physical and social Activity
Objective: < Increase by 20% from previous year
Outcome: ↑ Increase by 15% from previous year



Goal 2: ↑ Increase CPO funding
Objective: < Increase by 5% from previous year
Outcome: ↑ Increase by 36% from previous year





FUNDING AND PARTNERSHIP

Funding for CPO was made possible through the following collaborations:

- *City of San Diego*
- *County of San Diego Health and Human Services Agency*
- *San Diego Parks Foundation*
- *Feeding San Diego*
- *San Diego Foundation for Level Up Camps*
- *Prevent Drowning Foundation of San Diego*

These partnerships allowed community organizations and service providers to unite with the City and County, contributing to the success of CPO.



COMMUNITIES OF CONCERN??

In San Diego, "Communities of Concern" (CoC) refer to neighborhoods facing significant social, economic, and environmental challenges.

These areas are identified using data on:

- Income
- Public health
- Education access
- Housing instability
- Environmental risks

The Climate Equity Index (CEI) highlights neighborhoods disproportionately impacted by climate change.

Equity Indicator Categories:



Environmental



Socioeconomic



Housing



Mobility



Health

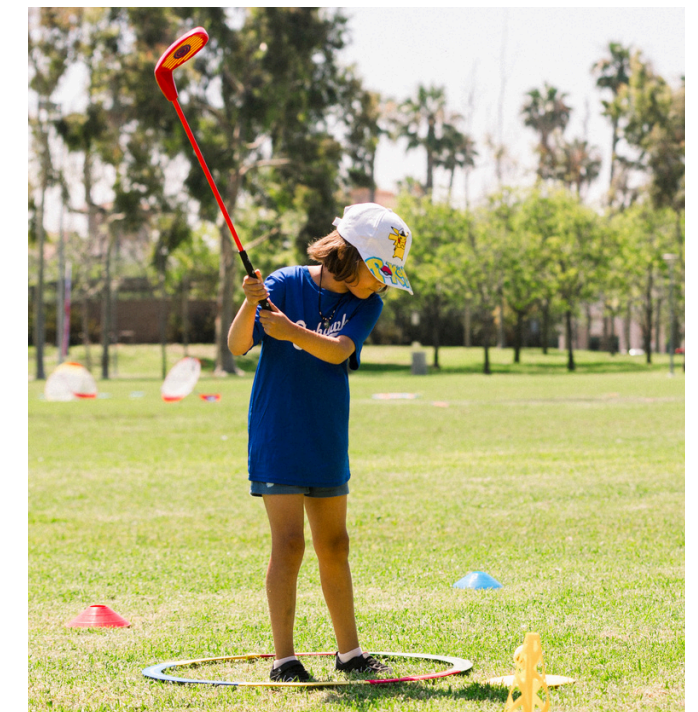
PROGRAMS

- CPO Expanded summer programs in **24** recreation centers and **4** aquatic facilities in underserved San Diego neighborhoods.
- Funded activities promoting youth well-being, including:
 - Day Camps **123**
 - Nature Programs **16**
 - Free Swim Lessons **240**
 - Parks After Dark **111**
- Hosted in its fourth year:
 - **300+** classes
 - **149** Weekly Camps
 - **60** Teen Nite Events
 - **29** Movies in the Park
- Strengthened commitment to accessible, enriching recreation.



ENRICHMENT CLASSES

- **290** enrichment classes provided additional activities at **20** sites such as:
 - STEM, dance, art, science and engineering to recreation centers via contractual program providers
- Total of **5,724** participants benefitted from enrichment classes during 2024
- The 2024 Participation, Learning, and Appreciation of Youth (P.L.A.Y) Golf program
 - Offering a total of **33** classes across **5** different locations and providing the opportunity for **660** youth participants to develop their skills and enjoy the sport





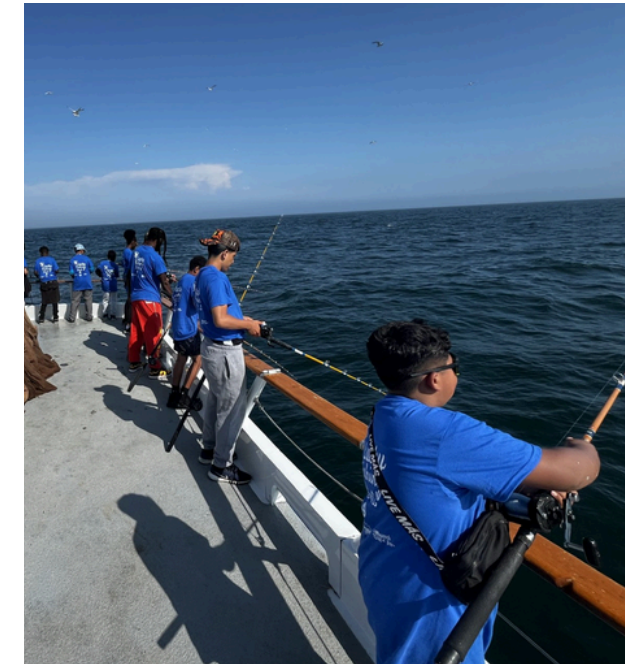
SUMMER CAMPS

- Day camps, nature camps, skate camps, engineering programs, and LEGO camps
- Traditional Summer Day Camps - **2,807** Participants
- Staff-led Nature Camps - **352** Participants
- Specialty Camps - **689** Participants
- In partnership with the San Diego Unified School District and the San Diego Parks Foundation, the Department hosts multiple Level Up camps
- Level Up Camps - **319** Participants



DEEP SEA FISHING

- **250** participants aged 10-17 took part in **5** excursions
- Participants gained skills in:
 - Water and boat safety
 - baiting hooks
 - fishing techniques
 - proper casting
- Program featured a presentation by a City of San Diego Park Ranger on the California coastline
- All equipment and lunch were provided by the San Diego Parks Foundation



MOVIES IN THE PARK

- **Free** movie nights in local parks, creating a safe, welcoming space for families while encouraging community engagement
- **29** screenings in Communities of Concern
- **5,743** attendees
- Featured pre-show activities like crafts, face painting, inflatables, and food vendors





MOVIES IN THE PARK



- Golden Hill Recreation Center
- North Park Recreation Center
- North Park Mini Park

- Encanto Recreation Center
- Willie Henderson Sports Complex
- Bay Terraces Community Park
- Martin Luther King Jr. Recreation Center
- Mountain View Community Center
- Chollas Lake Amphitheater



- Wegeforth Elementary Joint Use Field
- Linda Vista Recreation Center



- Silver Wing Recreation Center
- Cesar Chavez Community Center
- Memorial Recreation Center
- Ceasar Solis Community Park
- Montgomery-Waller Community Park
- South Bay Recreation Center



- Colina Del Sol Park
- Officer Jeremy Henwood Memorial Park
- Adams Recreation Center Ballfield
- Rolando Elementary School
- Azalea Recreation Center
- Cherokee Joint Use Field
- Clay Park
- Mt. Hope Cemetery

LEARN HOW TO SWIM


- Staff-run and supported by the Red Cross and the San Diego Prevent Drowning Foundation
- Entry fees for all participants were covered by the San Diego Parks Foundation
- **5,000** new swimmers were engaged across **6** locations: Martin Luther King Pool, Kearny Mesa Pool, Memorial Pool, City Heights Pool, Vista Terrace, Colina Del Sol Pool
- Parks After Dark initiative provided **free** swim lessons to **1,600** participants at City Heights and Memorial Pool





TEEN NITE

- Partnership with the San Diego Police Department
- Operates year-round at teen centers, every Friday night during the summer at **10** different recreation centers
- Offers a wide range of activities including complimentary Wi-Fi, food, crafts, games, sports, giant inflatables, video games, field trips, and team-building exercises
- Successfully reached a total of **3,513** young people from some of our city's most underserved communities

TEEN NITE TOTALS	 Golden Hill (CD 3)	225
	Encanto (CD 4)	267
	MLK (CD 4)	275
	Mountain View (CD 4)	249
	Paradise Hills (CD 4)	500
	Linda Vista (CD 7)	410
	Cesar Chavez (CD 8)	607
	Southcrest (CD 8)	253
	Colina Del Sol (CD 9)	260

PARKS AFTER DARK



- The program takes place at **5** recreation centers, strategically selected for their location in Communities of Concern: City Heights, Memorial, Skyline, Linda Vista and Silver Wing
- **111** events during the summer
- Thursday, Friday, and Saturday for **8** weeks
- Total attendance of **37,269**
- Live music performances, cultural acts, circus performances, and family-friendly activities like face painting, inflatables, game trucks, rock climbing walls, yoga sessions, crafts, and dancing



PARKS AFTER DARK

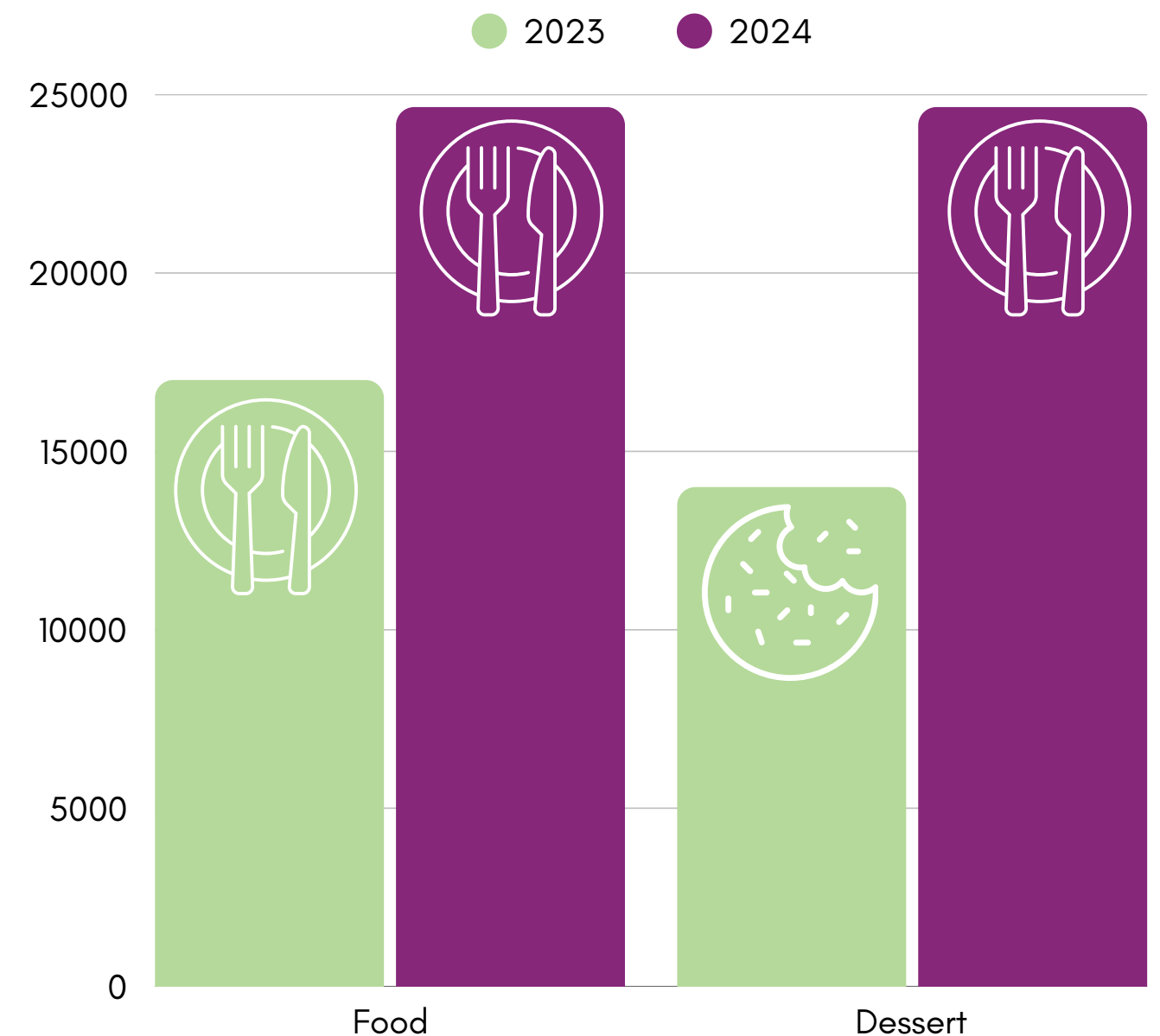
The Department, Foundation, and Feeding San Diego collaborated to distribute **24,650** meals, **24,650** desserts, and fresh produce to youth and adult participants

Feeding San Diego Food Distribution:

Total Food Distributed: **102,108 lbs.**
Dry Goods Served: **18,7547 lbs.**
Produce Served: **83,354 lbs.**



2023 vs 2024 Meal Distribution

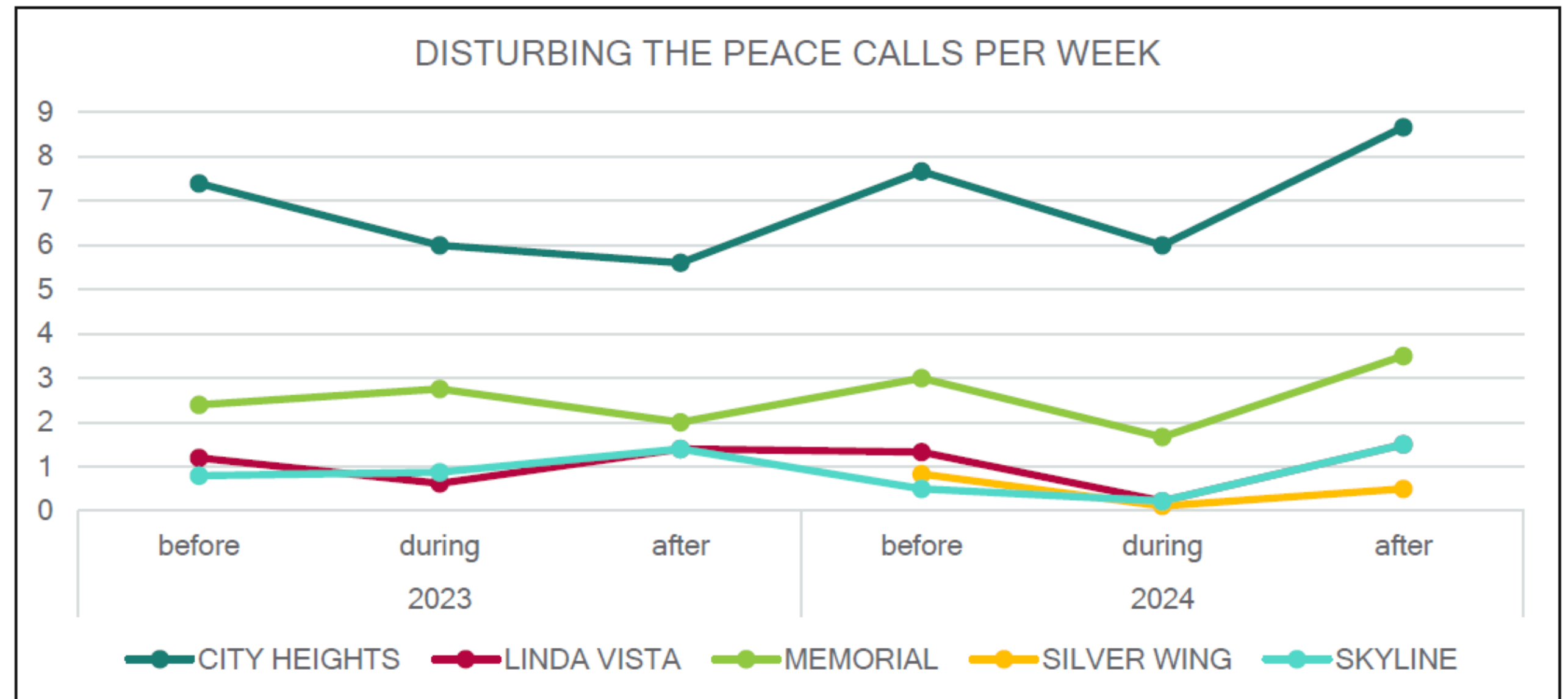




PARKS AFTER DARK

UCSD PAD Evaluation Report

Crime statistics reflect that police calls for service saw its **lowest number of calls per week** during the PAD events of **2024** at all **5 locations**.

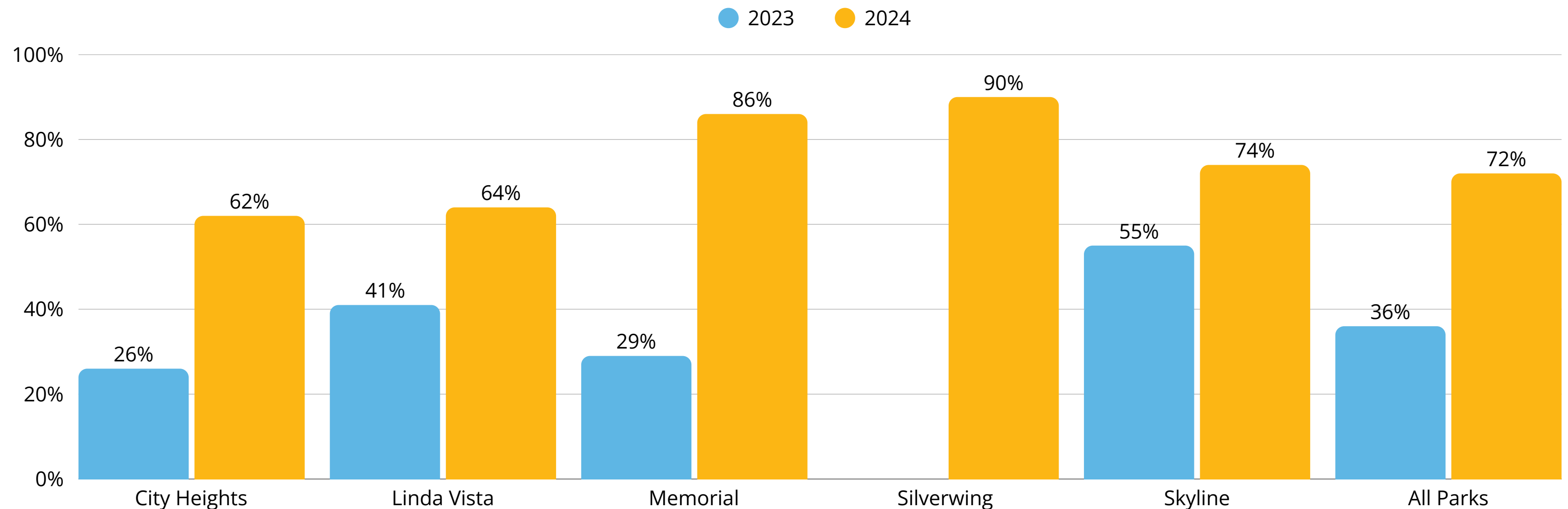




PARKS AFTER DARK

UCSD PAD Evaluation Report

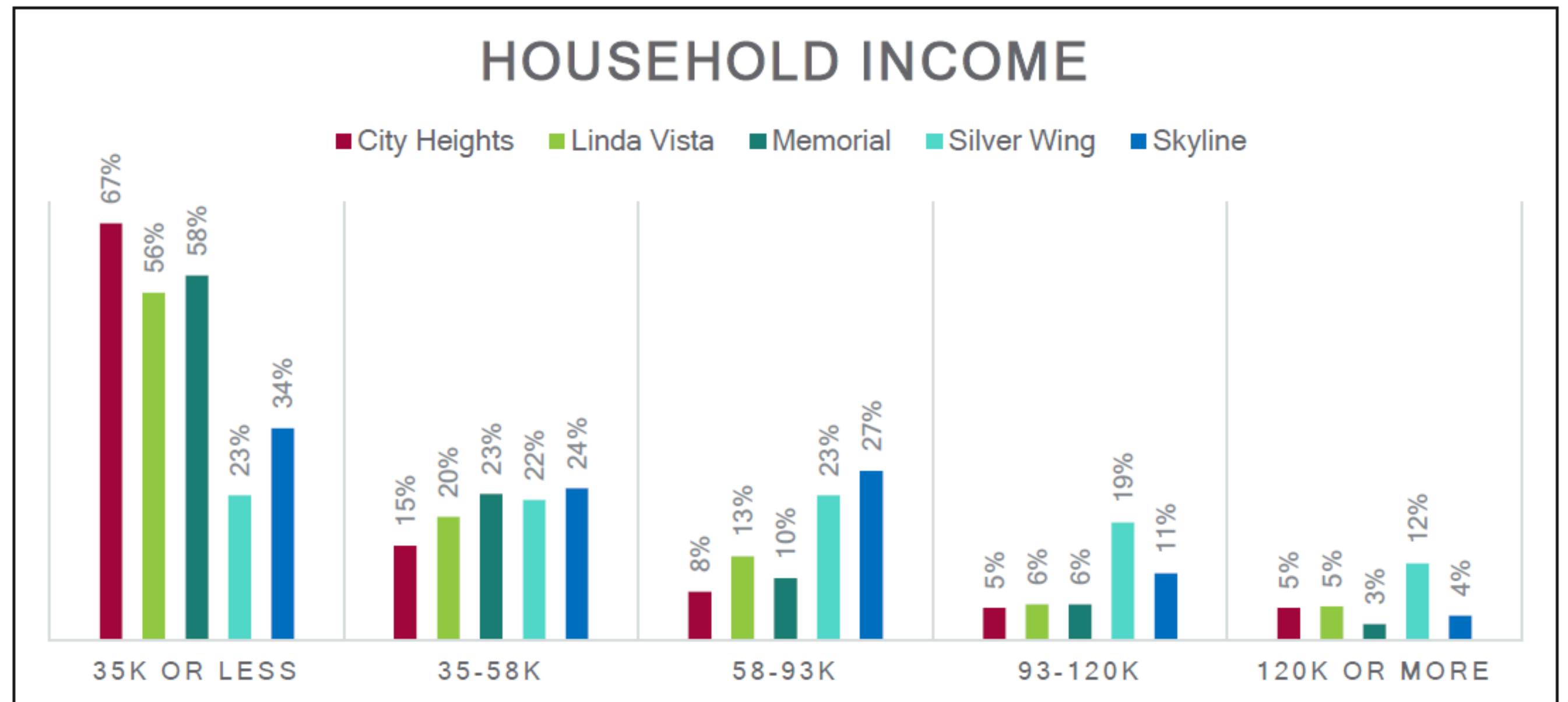
Percentage of Respondents Who Feel Very Safe at PAD (Silverwing did not host PAD in 2023)



PARKS AFTER DARK

UCSD PAD Evaluation Report

48% of participants reported household incomes of **\$35,000 or less**, highlighting the program's focus on serving lower-income communities.



CPO EVALUATION

As participation grew, demographic trends revealed shifts in who engaged with the programs, offering insight into the initiative's evolving impact.

- Survey participation increased, with **349 responses** compared to 209 in 2023.
- Male participation rose to **55%** (from 53% in 2023)
- Female participation declined to **44%** (from 47%).
- Increase of **17.8%** identifying with two or more races, up from 9.6% in 2023.
- Income demographics also shifted:
 - **12.25%** decrease in respondents from the less than \$35,000 income bracket.
 - **18.4%** increase in respondents from the \$35,001–\$58,000 income bracket .



CONCLUSION

- Activate local parks and foster connections
- Seek meaningful and accessible programming and events.
- Expanding list of resources
- Host more contractor recruitment fairs
- Enhance marketing efforts and improve language access
- Increase awareness of CPO programs and events.
- Developing a dynamic and engaging lineup each year





Questions??

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