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City of San Diego Launches First-Ever Community Recreation Needs Assessment

DATA GATHERED THROUGH CITYWIDE SURVEY, WORKSHOPS AND FOCUS GROUPS WILL HELP SHAPE FUTURE RECREATION PROGRAMS AND SERVICES

SAN DIEGO – Today the City of San Diego launched its first-ever Community Recreation Needs Assessment (CRNA), which will focus on gathering data to better understand and meet the recreational, communication and financial needs of San Diego’s diverse communities.

The assessment, being conducted by the City in collaboration with Keen Independent Research, Inc., will include surveys, interviews, focus groups, virtual workshops and in-person public meetings for community feedback, along with collaboration with local organizations to ensure broad engagement.

“Every San Diegan deserves access to safe, welcoming, and high-quality parks and recreation opportunities—that’s why we’re launching this first-ever Community Recreation Needs Assessment to hear from San Diegans about how to improve current services and what other opportunities they might be looking for,” said Mayor Todd Gloria. **“By listening directly to our residents, we can identify gaps, remove barriers, and ensure that every neighborhood in San Diego has the resources residents needs to thrive.”**

Starting today, San Diegans are encouraged to take a short online survey to gauge their thoughts on recreational activities and facilities provided by the City’s Parks and Recreation Department. The survey can be accessed online at sandiego.gov/parksurvey. Residents have until Feb. 28, 2026, to complete the survey.

Over the next several months, Keen Independent Research, Inc., will use a data-driven approach to identify and evaluate community needs by conducting a comprehensive assessment of programs, services and facilities to gauge how well the Parks and Recreation Department serves the City’s diverse communities. The assessment will focus on identifying recreational, communication and financial needs to develop a detailed action plan to eliminate barriers and address recreation inequities.

"The Parks and Recreation Department is eager to hear from San Diegans about how we can better serve all of our communities Citywide," said Andy Field, Director of the Parks and Recreation Department. **"I encourage everyone to share their honest feedback so that we can continue our work to build an equitable park system for all."**

The assessment will be carried out in three phases:

- Phase 1: Council Districts 4, 8 and 9
- Phase 2: Council Districts 3, 6 and 7
- Phase 3: Council Districts 1, 2 and 5

Each phase will span four months and includes virtual workshops, surveys, interviews, focus groups, and in-person public meetings. Community members, local organizations, and stakeholders are encouraged to participate and provide vital feedback.

At the end of the assessment, Keen Independent Research, Inc. will provide the Parks and Recreation Department with a final report of their findings including evaluations of existing programs and their effectiveness, resident satisfaction levels, recreation priorities and demographics. It will also include clearly defined goals, objectives, action steps, resources, timeline and performance measures to achieve strategic priorities to address inequities and better serve our residents from community to community. The tentative date of completion is summer 2026.

Community members who wish to participate in the online survey, which will be open through Feb. 28, 2026, are encouraged to do so at sandiego.gov/parksurvey. Additional information about the assessment, including dates for community workshops and other participation opportunities, can be found on the [Parks and Recreation Department webpage](#).



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