

The City of
SAN DIEGO
Parks and Recreation Department

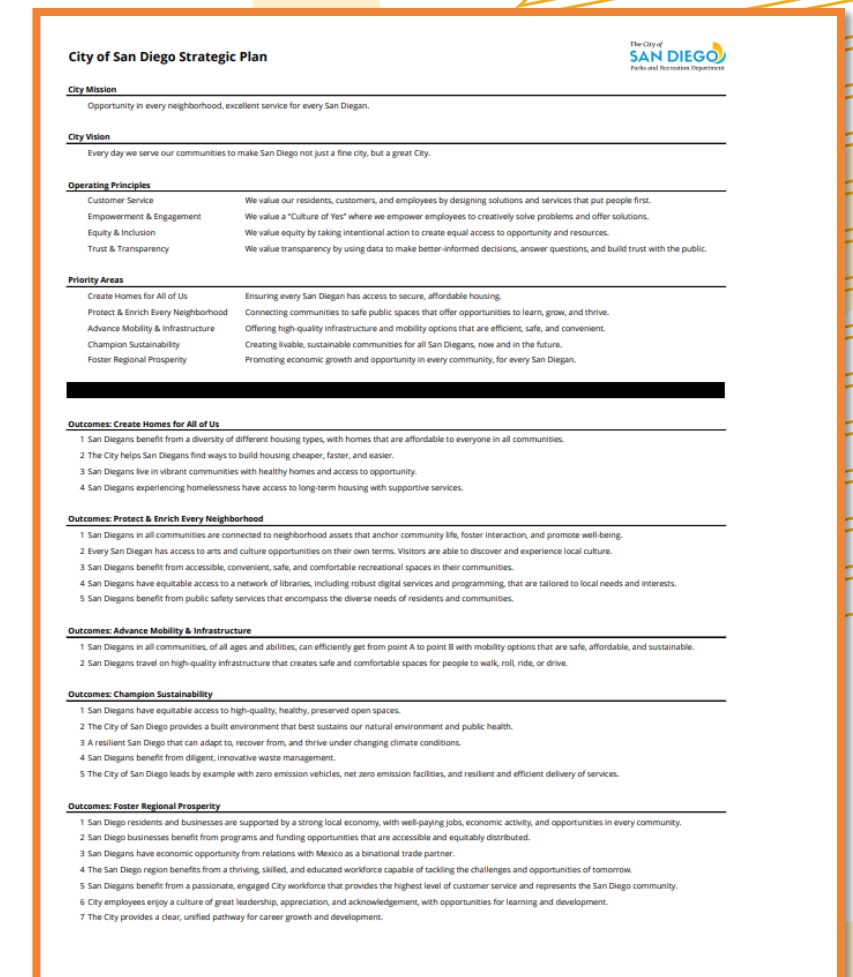
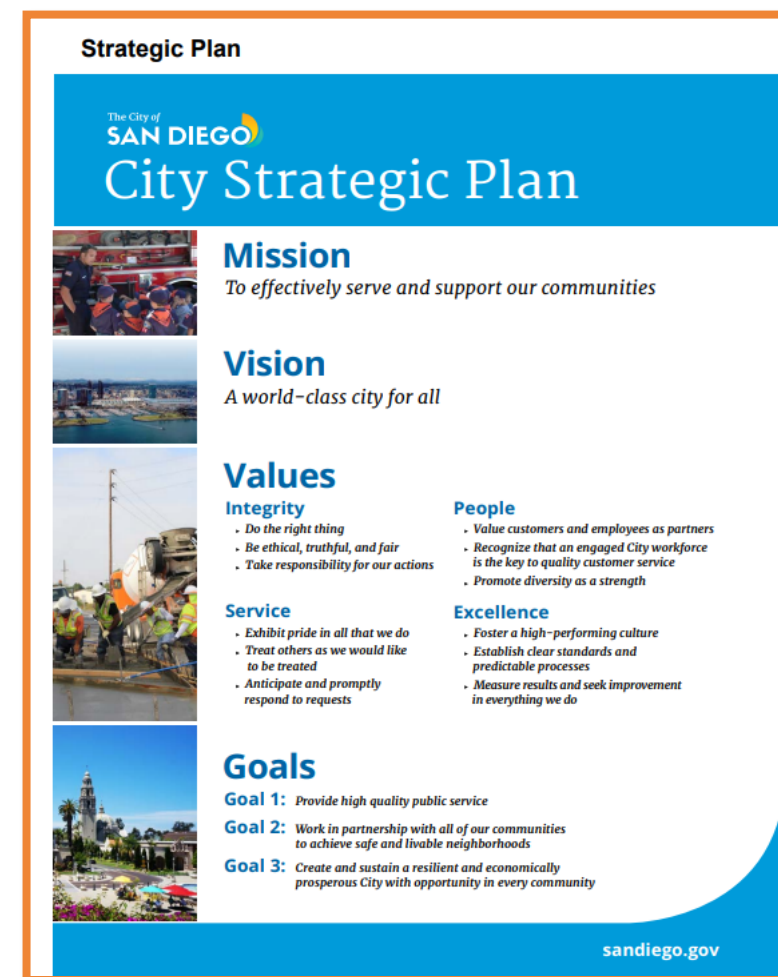
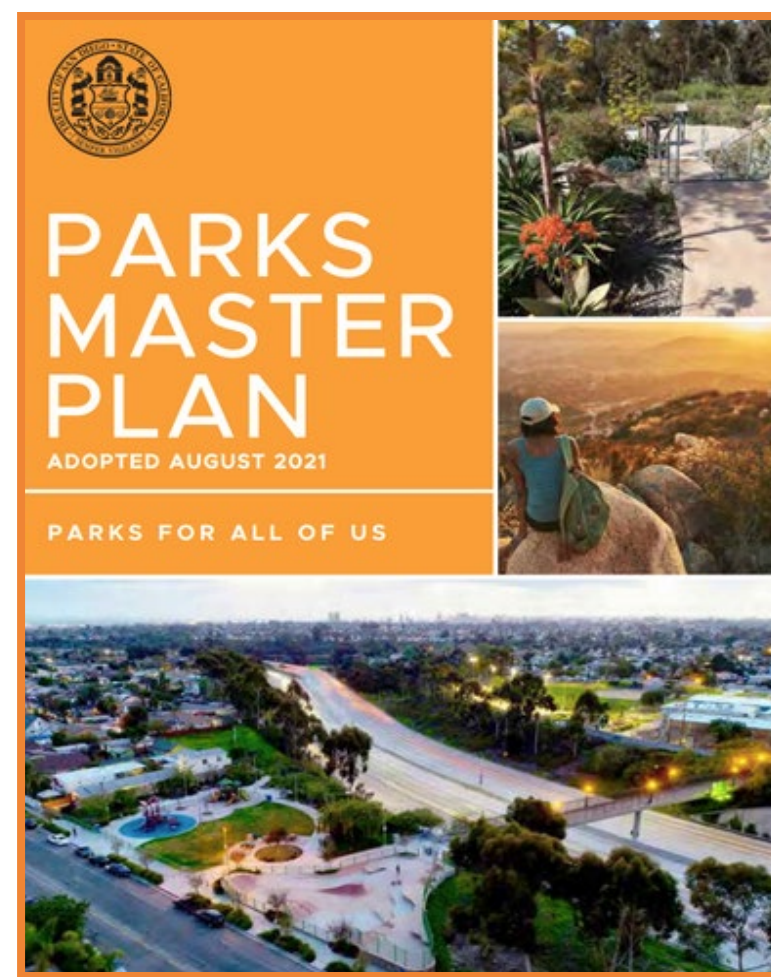
2025 PARKS & RECREATION EQUITY REPORT



Salome Martinez
Program Equity Manager
Parks and Recreation Department

COMMITMENT TO EQUITY

The following documents serve as the key framework that have transformed the City's approach to enhancing the state of the park system.



Equity occurs when we eliminate institutional racism and systemic disparities, providing everyone with equitable access to opportunity and resources to thrive, no matter where they live or how they identify.

COMMITMENT TO EQUITY

History of Report:

- 2018 First Recreation Equity Report
- 2019-2020 No report – Operations shutdown
- 2021 Second Recreation Equity Report
- 2022 – Present Report has been focused on Equity in Recreation



Reports included:

- Obtaining performance measures that reflect progress in addressing inequities in recreation
- Achieve equitable access to quality parks and recreational programs for all.
- Includes latest efforts undertaken by the Department and partners

2025 Report includes a new format:

- Report focuses on the goals and objectives of the Department's Tactical Equity Plan, while also showcasing the Department's progress and accomplishments to date.



TACTICAL EQUITY PLAN

GOAL OVERVIEW

1

Provide access to clean, safe, well-maintained parks, open space, and landscaped areas

2

Access to enjoyable fulfilling recreational opportunities to all

3

Foster employee-centric sustainable growth and development

4

Cultivate a diverse, equitable, and inclusive environment for Department employees and the public

5

Implement Climate Action Plan goals including fossil fuel use reduction, natural resource management, preservation, restoration, and tree planting



TACTICAL EQUITY PLAN

GOAL & OBJECTIVES

1

Provide access to clean, safe, well-maintained parks, open space, and landscaped areas.

OBJECTIVES

- Provide well-maintained parks.
- Provide clean parks.
- Provide safe and enjoyable access to parks.

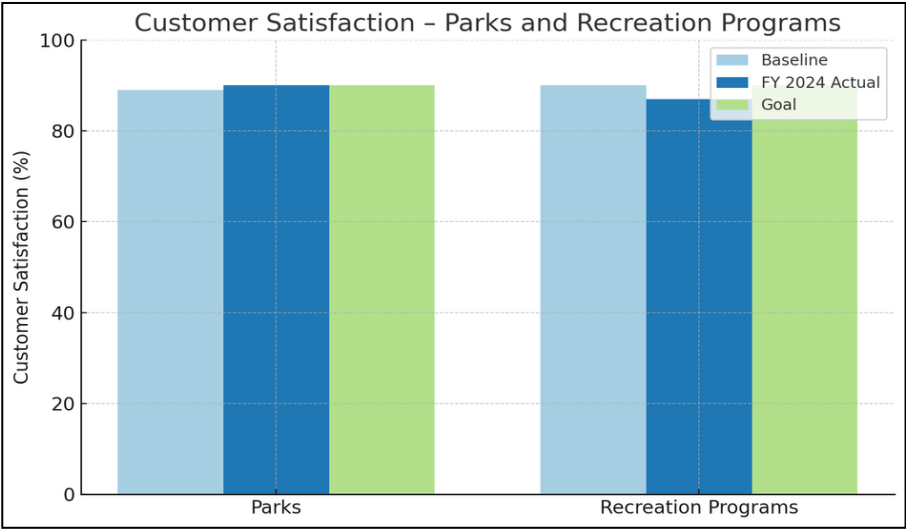


TACTICAL EQUITY PLAN

GOAL 1 HIGHLIGHTS:



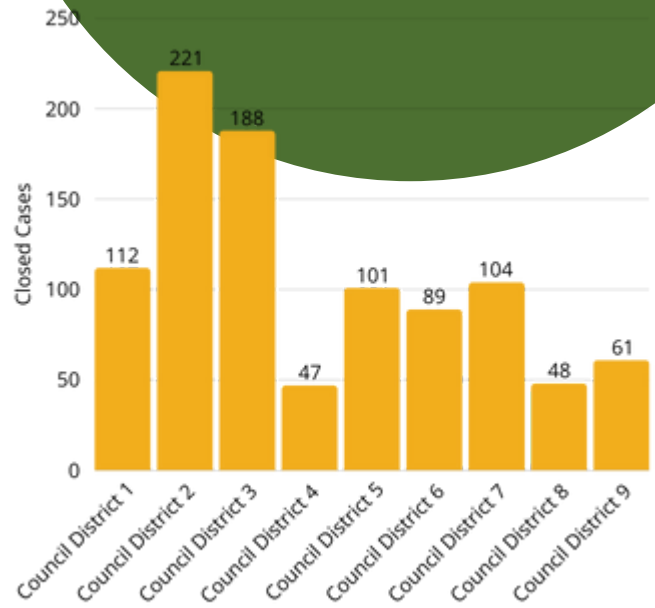
Philanthropy



Key Performance Indicator (KPIs)



Capital Improvement Project



Get it Done



Developer Improvement Funds



San Diego Unified School District Joint Use Sites



Wheelchair-Accessible Botanical Expedition

TACTICAL EQUITY PLAN

GOAL & OBJECTIVES

2

Access to enjoyable, fulfilling recreational opportunities to all.

OBJECTIVES

- Serve areas in and around Climate Equity Index Communities of Concern by:
 - Reducing impediments to program participation.
 - Marketing programs to San Diegans.
 - Identifying and closing gaps in services between various recreation facilities.
- Connect all San Diegans with their local park by understanding and offering desired community recreation activities, programs, and events.
- Expand digital equity by providing Wi-Fi (wireless internet) in communities.

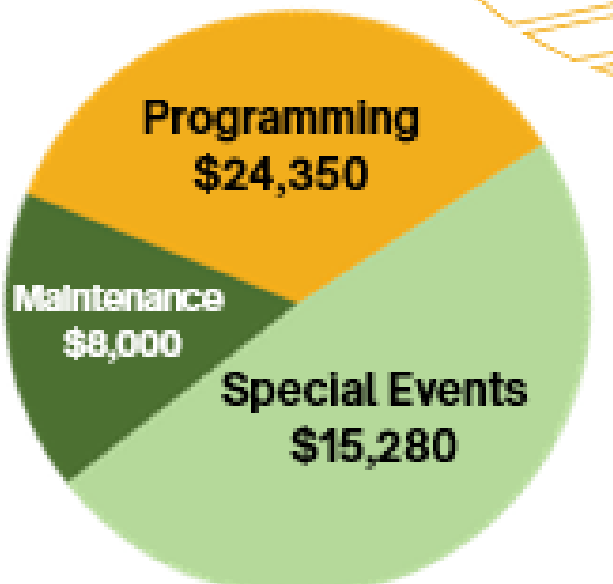


TACTICAL EQUITY PLAN

GOAL 2 HIGHLIGHTS:



Summer for All of Us-
Come Play Outside



Opportunity Funds



Aquatics



Citywide Sports



Agewell Services



Therapeutic Recreation
Services



Civic Dance Arts

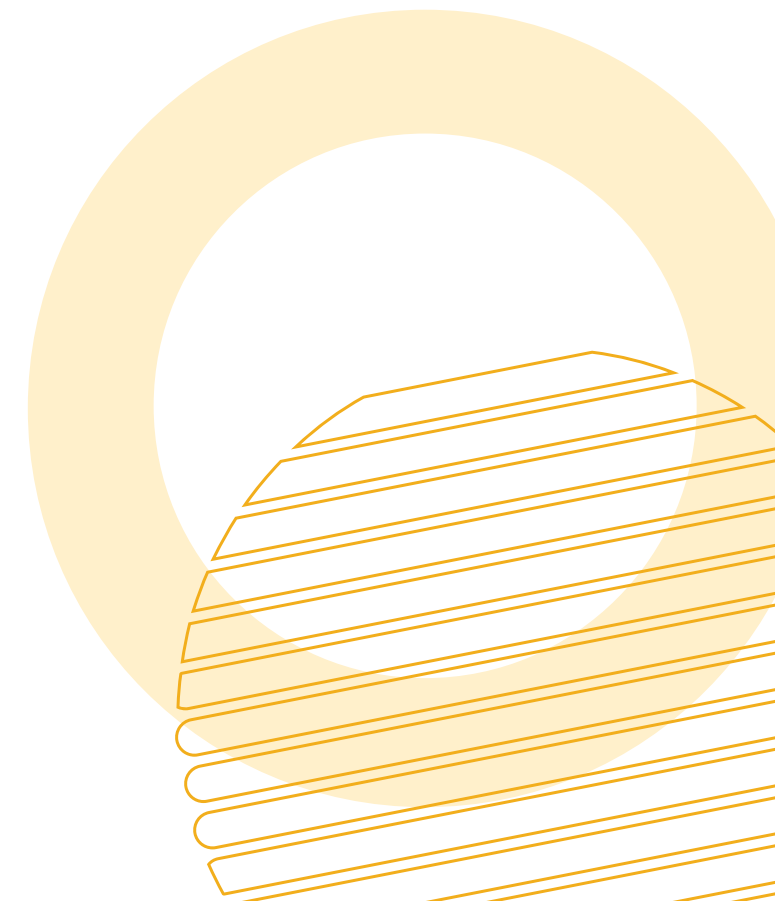
TACTICAL EQUITY PLAN GOAL & OBJECTIVES

3

Foster employee-centric sustainable growth and development.

OBJECTIVES

- Compensate employees at rates at or above average for various governmental agencies within San Diego County.
- Create innovative ways to recognize and reward exceptional performance and special projects.
- Improve recruitment and retention efforts and create a desirable and attainable workforce.



TACTICAL EQUITY PLAN

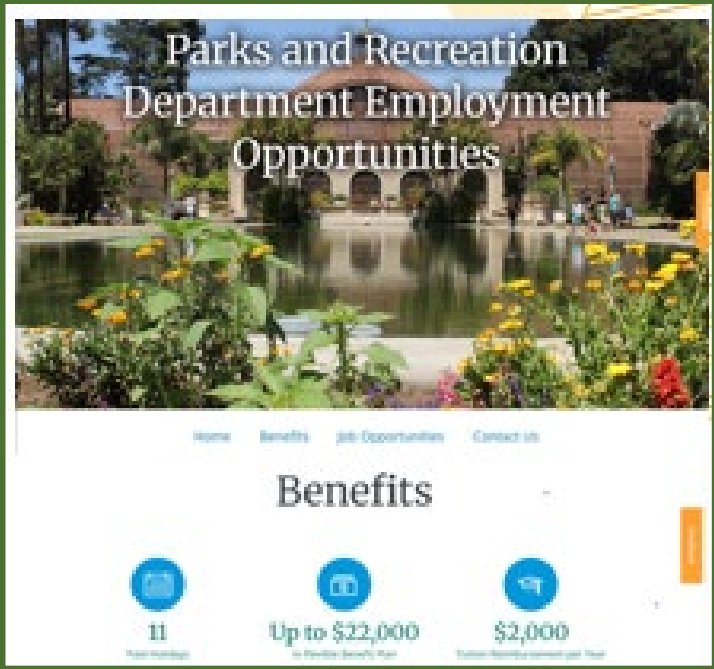
GOAL 3 HIGHLIGHTS:



Back to Work SD



Park Ambassador



Recruitment & Retention



Heart of Services



Training



Vendor Recruitment

TACTICAL EQUITY PLAN GOAL & OBJECTIVES

4

Cultivate a diverse, equitable, and inclusive environment for Department employees and the public.

OBJECTIVES

- Strategize environmental scans to City facilities to ensure that they are culturally inclusive and free of insensitive or racist materials.
- Cultivate a culture of respect in City facilities by following principles of respect, equity, and inclusion.



TACTICAL EQUITY PLAN

GOAL 4 HIGHLIGHTS:

Class	Total Hours
Designing for Equity: City Processes	58
Race & Equity Academy (Equity Innovation Lab)	44
Race & Equity Academy (Foundations)	480
Race & Equity Academy (Foundations) Part A	8
Race & Equity Academy (Foundations) Part B	4
Race & Equity Leading to Transform	144
TOTAL HOURS	738

Race and Equity Training

Instagram

sdparksandrec

525 posts 21.6K followers 594 following

City of San Diego Parks and Recreation Department
Government organization
The official account of the City of San Diego Parks and Recreation Department. We provide healthy, sustainable, and... more
www.sandiego.gov/parks-and-recreation + 3

EVENTS SUMMER RANGER POST SPRING WINTER FALL

Upcoming Ev... Summer Ask a Ranger Spring Winter Fall

SAN DIEGO Parks and Recreation Department

VENDOR RECRUITMENT

SERVICES NEEDED:

- FOOD
- SPORTS / FITNESS
- YOUTH PROGRAMS
- INSTRUCTORS
- ENTERTAINERS

SPRING EVENTS 2025

EGG HUNTS WORKSHOPS TALENT SHOWS

ACTIVITIES JUMPERS FOOD ENTERTAINMENT & MORE!

SCAN QR CODE FOR MORE INFORMATION

MISSION TRAILS REGIONAL PARK

27 DOMINGO PASEO GUIADO POR LA NATURALEZA
1 FATHER JUMPERO CERCA TRAIL
9:00 AM - 11:00 AM

27 DOMINGO TRAIL TYKES
1 FATHER JUMPERO CERCA TRAIL
9:00 AM - 11:00 AM

28 LUNES TRAIL TYKES
1 FATHER JUMPERO CERCA TRAIL
9:00 AM - 11:00 AM

30 MIERCOLES PASEO GUIADO POR LA NATURALEZA
1 FATHER JUMPERO CERCA TRAIL
9:00 AM - 11:00 AM

Marketing and Social Media

The City of SAN DIEGO

We Speak Your Language!

¡Hablamos Tu Idioma! Chúng tôi nói bằng ngôn ngữ của quý vị!
Kami ay Nagsasalita ng Iyong Wika! 我们说您的语言!
نحن نتحدث بلغتك!

Translation Services Available

Translation Services

QR Code

Translation Services

TACTICAL EQUITY PLAN GOAL

5

Implement Climate Action Plan goals including fossil fuel use reduction, natural resource management, preservation, restoration, and tree planting.

OBJECTIVES

- Reduce fossil fuel usage in buildings by electrification, appliance swaps, and use of new emerging technologies in accordance with Climate Action Plan objectives.
- Expand natural resource management plans to identify sensitive habitats, establish resource needs and proper management techniques, and restore and protect valuable open space areas.
- Build the urban shade canopy by planting trees in parks and replacing dead/dying trees.



TACTICAL EQUITY PLAN GOAL 5 HIGHLIGHTS:



Tree Planting Program



Community Gardens

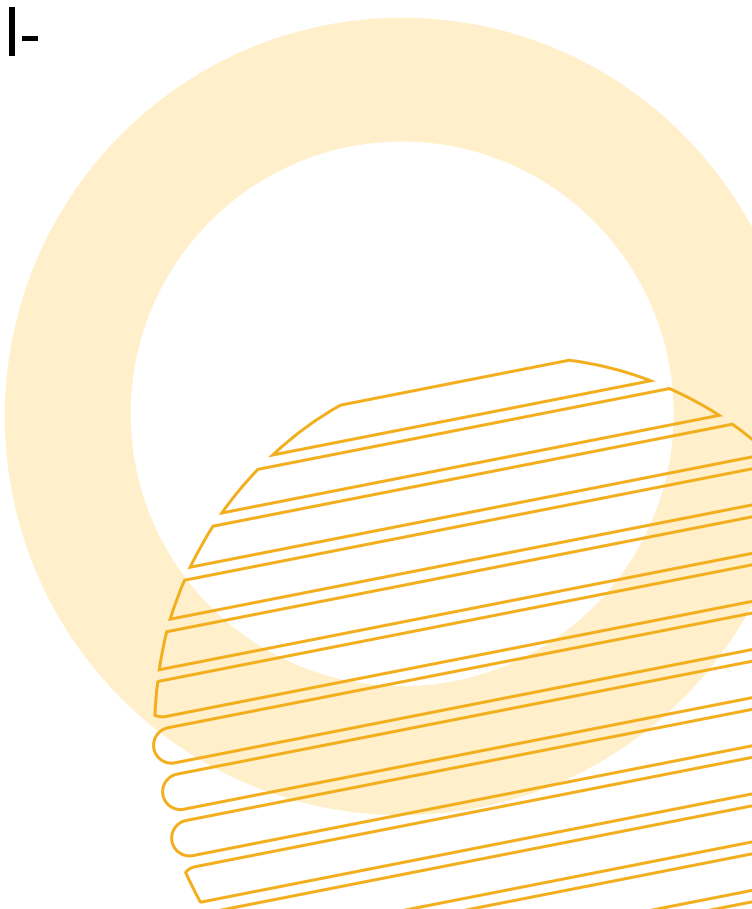


CONCLUSION: Advancing Equity through Action

The **Tactical Equity Plan (TEP)** reaffirms the Department's unwavering commitment to the core operating principles outlined in the Strategic Plan. By aligning our efforts with these principles, the TEP functions as a practical roadmap toward building a more inclusive, accessible, and responsive park system for all communities.

The work is not finished. Equity is not a one-time goal, but a continual practice that must evolve alongside our communities.

On-going efforts include:

- 1.Park Maintenance** – ensuring every neighborhood benefits from safe, clean, and well-maintained park spaces.
 - 2.Recreation Opportunities** – expanding equitable access to programming for all ages and abilities.
 - 3.Customer Service** – delivering respectful, timely, and culturally competent service.
 - 4.Employee Development** – investing in a workforce that reflects the communities we serve.
 - 5.Diversity, Inclusion, and Climate Action** – embedding equity into our environmental and social sustainability initiatives.
- 

CONCLUSION: Equity in Parks and Recreation Website



A new website has been developed to highlight all of the City's equity efforts.

Tile can be found on Parks and Recreation Home page.



Website:
<https://www.sandiego.gov/parks-and-recreation>

CONCLUSION: Equity in Parks and Recreation Website

[Parks & Recreation Home](#) [General Info](#) [Rec Centers & Pools](#) [Regional and Open Space Parks](#) [Golf](#) [Programs & Events](#) [Design & Development](#)


EQUITY IN PARKS AND RECREATION

Department Mission: To provide healthy, sustainable, and enriching environments for all.

Department Vision: To connect all to the City's diverse, world-class park system.


Equity: Occurs when we eliminate institutional racism and systemic disparities, providing everyone with equitable access to opportunity and resources to thrive, no matter where they live or how they identify.

The Parks and Recreation Department is committed to advancing equity by ensuring that all community members - regardless of race, ethnicity, gender identity, sexual orientation, age, ability, or income - have fair and full access to safe, welcoming, and inclusive parks, programs, and recreational spaces. We recognize that historical and systemic barriers have limited access for many communities, and we are dedicated to addressing these inequities through intentional planning, inclusive engagement, and equitable investment. Our mission is to foster a sense of belonging and well-being by creating opportunities that reflect the diversity of our city and meet the unique needs of all residents.



WE'RE SHAPING THE FUTURE OF SAN DIEGO'S PARKS, AND WE WANT YOUR INPUT.

Take our survey today and help us make community parks better for everyone.



You Can Make a Difference!

Scan the QR code to get started!

SD Parks & Recreation

Design and Development

- [Design & Development Home](#)

Existing Parks

Inclusive Public Engagement Guide

Park Master Plan

Parks Master Plan – Adopted 2021 [PDF](#)

City Strategic Plan

Tactical Equity Plan [PDF](#)

Tactical Equity Plan Goals and Objectives [PDF](#)

Tactical Equity Plan Dashboard

Climate Equity Index

San Diego's Climate Equity Index report 2019 [PDF](#)

Agewell Friendly San Diego Action Plan [PDF](#)

Vendors Guidelines

The site will launch on November 22, alongside the release of the Equity Report.

Parks for All of Us

 ANNUAL EQUITY REPORTS	 OPPORTUNITY FUND REPORTS	 COME PLAY OUTSIDE REPORTS
 Annual Equity Report Ongoing park efforts to achieve equitable programming	 Opportunity Funds Report Annual revenue collected and allocated for equitable programming.	 Summer for all of us-Come Play Outside Report Grant funds for equitable programming.