

# COMMUNITY RECREATION NEEDS ASSESSMENT

[www.keenindependent.com/studies/sdparksneeds](http://www.keenindependent.com/studies/sdparksneeds)

**Presenter: Salome Martinez, Program Equity Manager**





# BACKGROUND

- ▶ Performance Audit of Equity in Recreation Programming
- ▶ Contract professional services with Keen Independent Research, Inc to conduct Community Recreation Needs Assessment
- ▶ Goal: Identify recreation needs and barriers to access, how to better serve our residents, understand the communication needs and address the inequities from community to community.

## 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 Vision

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.





# COMMUNITY ENGAGEMENT OPPORTUNITIES

1

## Online Survey

Online survey to collect your input on programs

2

## Town Hall Meetings

9 In-person meetings across San Diego

3

## Focus Group Meetings

9 Virtual Zoom meetings





# ONLINE SURVEY

## Scan to Take Survey

Scan the QR code to take the Community Recreation Needs Assessment Survey and provide us your feedback.

**Survey deadline Saturday, Feb 28, 2026**



Survey Link:  
[sandiego.gov/parksurvey](https://sandiego.gov/parksurvey)

## Stay Connected

To receive ongoing email notifications from the Parks and Recreation Department scan the QR Code.



Email Sign-Up:  
[sandiego.gov/pr-signup](https://sandiego.gov/pr-signup)

**Your opinion matters.  
Everyone is encouraged  
to take the online  
survey.**

**SURVEY DEADLINE:  
Saturday, Feb. 28, 2026**





# TOWN HALL MEETINGS

## 9 In Person Meeting Opportunities

**You're invited!**

**From October through February, Keen Independent Research along with Department staff will be hosting Town Hall Meetings in each Council District.**

**Town Hall meetings will include:**

- An opportunity to provide your input on recreation programs in your neighborhood.
- A presentation, Q&A segment, and interactive tables to provide feedback.
- Chance to win a \$25 gift card for attending and participating.
- Light snacks and childcare will be provided.

**REGISTRATION IS NOT REQUIRED.**



# TOWN HALL MEETING SCHEDULE

|                    |                                                                                                                                         |                                          |                                                                                                                                                 |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>27<br/>OCT.</b> | Council District 9   6:30 - 8:00 p.m.<br>City Heights Rec. Center<br>4380 Landis Steet,<br>San Diego, CA 92105                          | <b>21<br/>NOV.</b>                       | Council District 7   6:00 - 7:30 p.m.<br>Allied Gardens Rec. Center<br>5155 Greenbrier Ave,<br>San Diego, CA 92120                              |
| <b>13<br/>NOV.</b> | Council District 8   6:00 - 7:30 p.m.<br>Montgomery-Waller Rec. Center<br>3020 Coronado Ave,<br>San Diego, CA 92154                     | <b>03<br/>DEC.</b>                       | Council District 1   6:00 - 7:30 p.m.<br>Carmel Valley Rec. Center<br>3777 Townsgate Drive,<br>San Diego, CA 92130                              |
| <b>14<br/>NOV.</b> | Council District 4   6:00 - 7:30 p.m.<br>Martin Luther King Rec. Center<br>6401 Skyline Drive,<br>San Diego, CA 92114                   | <b>09<br/>DEC.</b>                       | Council District 2   6:00 - 7:30 p.m.<br>South Clairemont Recreation Center<br>3605 Clairemont Drive,<br>San Diego, CA 92117                    |
| <b>19<br/>NOV.</b> | Council District 3   6:00 - 7:30 p.m.<br>North Park Rec. Center<br>4044 Idaho Street,<br>San Diego, CA 92104                            | <b>11<br/>DEC.</b>                       | Council District 5   6:00 - 7:30 p.m.<br>Carmel Mountain Ranch/Sabre<br>Spring Rec. Center<br>10152 Rancho Carmel Drive,<br>San Diego, CA 92128 |
| <b>21<br/>NOV.</b> | Council District 6   6:00 - 7:30 p.m.<br>Hourglass Field Community Park &<br>Fieldhouse<br>10440 Black Mountain Rd,<br>San Diego, 92126 | <b>REGISTRATION IS<br/>NOT REQUIRED.</b> |                                                                                                                                                 |







# FOCUS GROUP MEETINGS

## 9 Virtual Meeting Opportunities

**From November through February, Keen Independent Research will be hosting virtual focus group meetings via Zoom.**

Are you a leader or representative of a local community organization in San Diego? Join a virtual focus group to provide us feedback on how recreational services can be improved to better meet your needs.

### **Virtual meetings will be:**

- **Held via Zoom**
- **45-minute sessions**
- **Include a presentation, Q&A segment, and an interactive survey.**

**REGISTRATION IS REQUIRED.**



**Scan the QR code to  
register for a Focus Group**



# FOCUS GROUP MEETING SCHEDULE

|                    |                                                          |                    |                                                         |
|--------------------|----------------------------------------------------------|--------------------|---------------------------------------------------------|
| <b>07<br/>NOV.</b> | <b>Council District 3, 6, and 7</b><br>Time: 11:30 a.m.  | <b>04<br/>DEC.</b> | <b>Council Districts 3, 6, and 7</b><br>Time: 3:30 p.m. |
| <b>10<br/>NOV.</b> | <b>Council Districts 4, 8, and 9</b><br>Time: 11:00 a.m. | <b>18<br/>DEC.</b> | <b>Council Districts 1, 2, and 5</b><br>Time: 4:00 p.m. |
| <b>13<br/>NOV.</b> | <b>Council Districts 1, 2, and 5</b><br>Time: 11:30 a.m. | <b>21<br/>JAN.</b> | <b>All Council Districts</b><br>Time: 11:30 a.m.        |
| <b>20<br/>NOV.</b> | <b>Council Districts 4, 8, and 9</b><br>Time: 4:00 p.m.  | <b>11<br/>FEB.</b> | <b>All Council Districts</b><br>Time: 4:00 p.m.         |

**REGISTRATION IS REQUIRED.**



**Scan the QR code to  
register to attend a  
Focus Group**



# FINAL DELIVERABLE

## Comprehensive Report & Analysis

Keen Independent Research will provide the Department with a comprehensive report of their findings including assessment of existing programs, community input, satisfaction levels, effectiveness, recreation priorities, and demographics.

**Tentative Completion Date:  
Summer 2026**





# CONTACT US

## KEEN INDEPENDENT RESEARCH, INC

### Phone

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### Email

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### Website

[www.keenindependent.com/studies/sdparksneeds](http://www.keenindependent.com/studies/sdparksneeds)

### CRNA Survey Link

[https://sandiego.gov/parksurvey\\_](https://sandiego.gov/parksurvey_)

### Constant Contact

[sandiego.gov/pr-signup](http://sandiego.gov/pr-signup)

