



# 2025

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



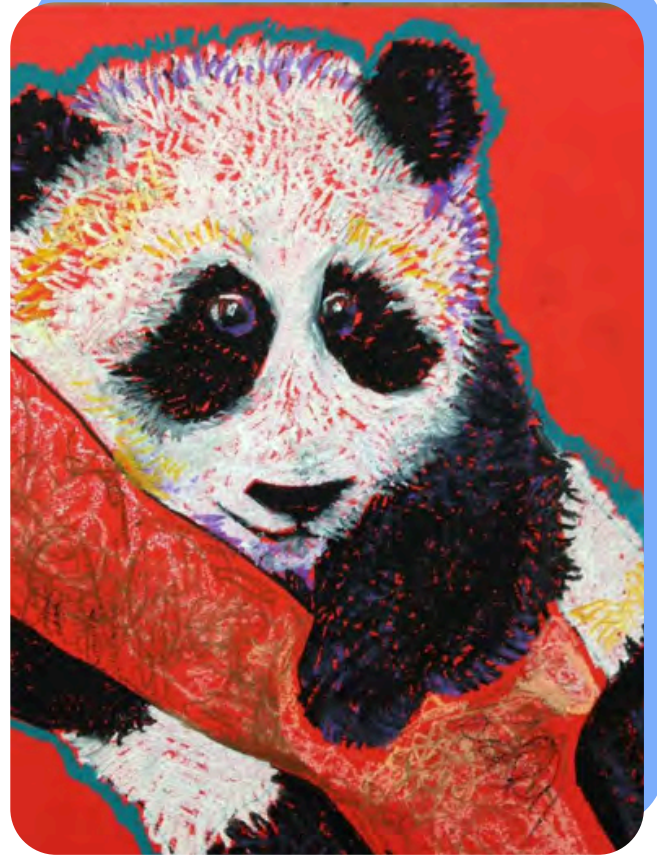
Parks and Recreation



San Diego Parks Foundation

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Artwork from Art Smarts Enrichment Classes 2025

# BACKGROUND

Come Play Outside (CPO) was launched in 2021 as part of Mayor Todd Gloria's Summer for All of Us initiative in response to the prolonged impacts of the COVID-19 pandemic, which began in March 2020 and extended well into 2021. During this period, public parks, schools, recreation centers, and aquatic facilities across the City of San Diego were closed or significantly limited due to public health orders. These closures, combined with staffing shortages and widespread social isolation, led to sharp declines in youth physical activity, social engagement, and overall well-being; particularly in historically underserved neighborhoods. Recognizing the urgent need to safely reopen public spaces and restore community connection, CPO was created to reengage residents with free, accessible, and equitable outdoor recreation opportunities, prioritizing historically underserved communities as identified in the Climate Equity Index.<sup>1</sup>

Since its inception, CPO has expanded in scope, reach, and impact. Beginning in 2021 at 21 targeted recreation centers and pools, the program grew to 28 sites by 2022 and broadened its offerings to include swim lessons, junior lifeguard training, nature and STEAM camps, teen programs, Parks After Dark, movies in the park, and deep sea fishing trips. As communities continued to recover from pandemic-related economic and social challenges, CPO evolved from a short-term recovery effort into a cornerstone program supporting long-term community health, youth development, and equitable access to recreation. As of 2025, the program has helped rebuild participation at local recreation centers and restore safe, welcoming public spaces for families.



Over the past five years, Come Play Outside has served over 200,000 youth, adults, and seniors; demonstrating sustained participation and reinforcing the City's commitment to inclusivity, physical wellness, and strong community connection.



1. Climate Equity Index, available at: <https://www.sandiego.gov/sustainability-mobility/climate-action/climate-equity>

# SCOPE OF SERVICE

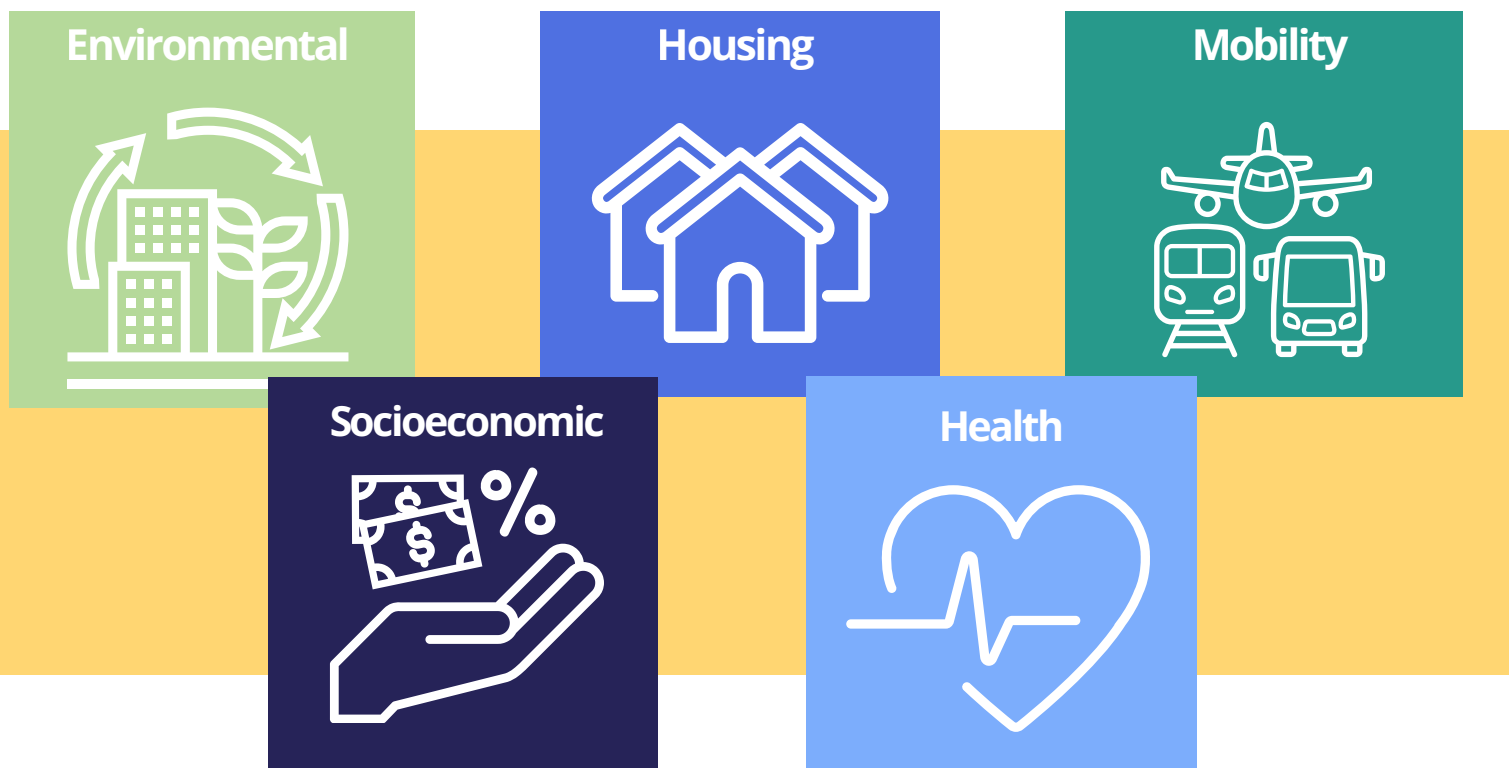
Historically underserved communities are neighborhoods facing significant social, economic, and environmental challenges. These areas are identified using data related to household income, public health, access to education, housing stability, and exposure to environmental hazards.

One of the primary tools the Department used to identify these neighborhoods is the Climate Equity Index (CEI).<sup>1</sup> The CEI highlights communities that are disproportionately affected by climate impacts such as extreme heat, flooding, and poor air quality. It combines multiple indicators, including environmental conditions, health outcomes, housing quality, transportation access, and socioeconomic factors, to determine where residents face the highest levels of risk.

Historically underserved communities often experience higher poverty rates, limited access to healthcare, lower educational attainment, and unstable housing conditions. By identifying these neighborhoods, the City can better prioritize investments, guide policy decisions, and direct resources where they are needed most. This approach helps reduce disparities, improve public health, and strengthen climate resilience while advancing equity and sustainability in historically underserved communities.

The Department has identified 24 recreation centers located in a historically underserved communities and 7 others that service historically underserved communities due to proximity (See Appendix A for CEI map). These locations define the Department's service area for equity initiatives, including the CPO Program.

## Equity Indicator Categories



1. Climate Equity Index, available at: <https://www.sandiego.gov/sustainability-mobility/climate-action/climate-equity>

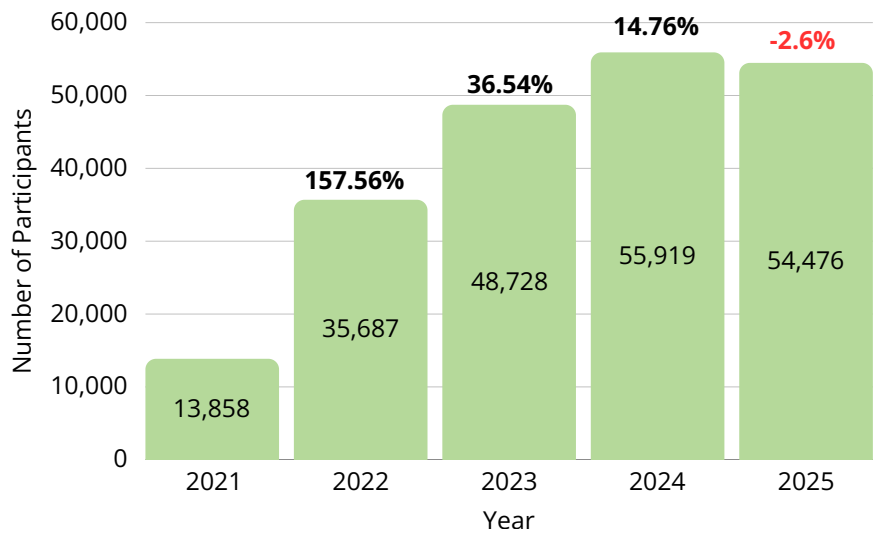
# TRENDS AND OUTCOMES

Over the past five years, the Department has experienced both increases and decreases in program participation and available funding as outlined in **Appendix B: CPO 5-year Overview**. Year-to-year participation can be influenced by several factors, including limited staffing, the availability of facilities to host programs, budget restraints or lack of grant funding—challenges that the Department continues to actively address. Despite these constraints, the CPO program has demonstrated strong resilience and success.

## PROGRAMMING

Since its inaugural year in 2021, the program has consistently delivered high-quality recreational opportunities and fostered meaningful community engagement. Notably, CPO has achieved a 293% increase in attendance, reflecting growing community interest and the program’s positive impact, amid shifting staffing levels and resources.

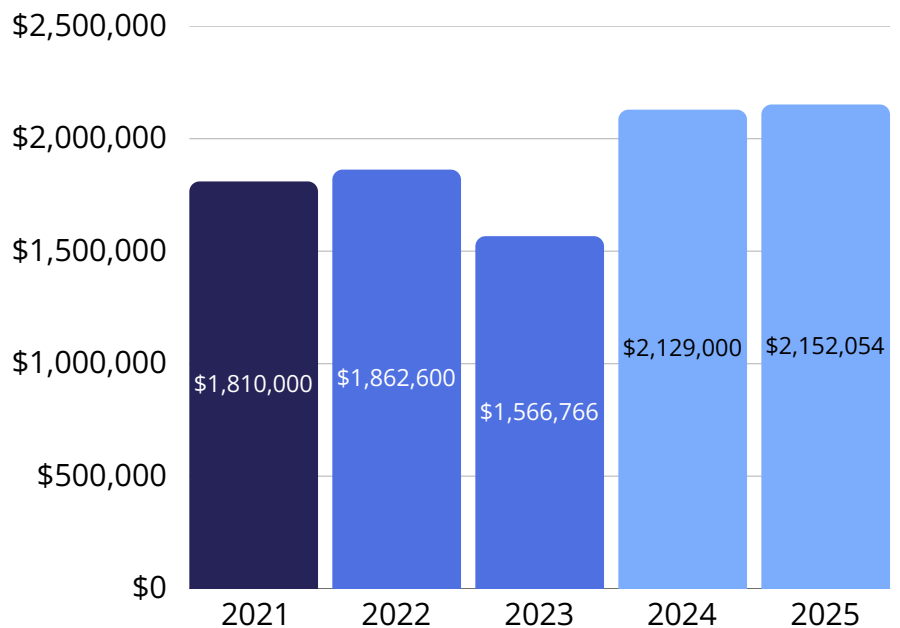
Participation Growth 2021 - 2025



## FUNDING

Funding for the CPO program is supported through a combination of grants, philanthropic contributions, and City funding. The availability of these sources can vary year to year due to evolving external conditions. To promote the program’s long-term sustainability, the Department continues to pursue grant opportunities and works closely with philanthropic partners to identify and secure reliable funding streams. Since 2021, the Department has secured more than \$9 million in support of the program and intends to continue these efforts in the years ahead.

CPO Funding 2021 - 2025



# GOALS AND OUTCOMES

Each year, the Department continues to assess the progress and effectiveness of the CPO program through clearly defined goals, objectives, and outcomes. Progress is measured using key performance indicators aligned with the Department's Tactical Equity Plan to support ongoing evaluation, accountability, and continuous improvement.

## PROGRAMMING

## FUNDING

### GOALS



Increase physical and social activity in youth and adults in historically underserved communities through expanded free to low-cost programs and events.



Increase funding to support the expansion of free to low-cost programs and events in historically underserved communities.

### OBJECTIVES



In 2024, the CPO program saw a increase of 14.7% in attendance over the previous year. The objective for 2025 was to increase attendance by 20% from 2024.



In 2024, the CPO program saw a increase of 26% in funding over the previous year. The objective for 2025 was to increase funding via grants, partnerships and donations by 5% from 2024.

### OUTCOMES

There was a slight 2.6% decrease in attendance in 2025, largely reflecting a shift in the number of events and programs offered. This decrease was influenced by adjustments in event scheduling, funding availability, staffing constraints, and changes in facility availability. Despite these factors, the CPO program continued to deliver high-quality programming and maintained strong community engagement at participating locations. The objective for 2026 is to increase attendance by 20%.

Funding increased modestly, by just over 1%, in 2025, reflecting continued efforts to sustain grant and philanthropic support. The Department remains committed to pursuing diverse funding opportunities each year to support high-quality CPO programming and expand services to as many historically underserved communities as possible. The objective for 2026 is to increase funding by 5% through new and renewed partnerships and resources.

# FUNDING AND PARTNERSHIP

In 2025, the CPO program secured \$2,152,054 in funding, representing a slight increase from the previous year. CPO programs and events are supported through a combination of City funding, grants, and donations, enabling the provision of free and low-cost activities that enhance community engagement and expand opportunities for participation. Primary contributors in 2025 included the City of San Diego, the San Diego Parks Foundation, and the County of San Diego.

These partnerships brought together community organizations and service providers in collaboration with the City and County, contributing to the continued success of the CPO program. The Department remains committed to identifying new resources and partnerships to further expand programming in the years ahead.



**2025**  
**Funding Totals**  
**\$2,152,054**  
**2021 - 2025**  
**\$9,520,420**

**A SPECIAL THANK YOU TO OUR FUNDERS**



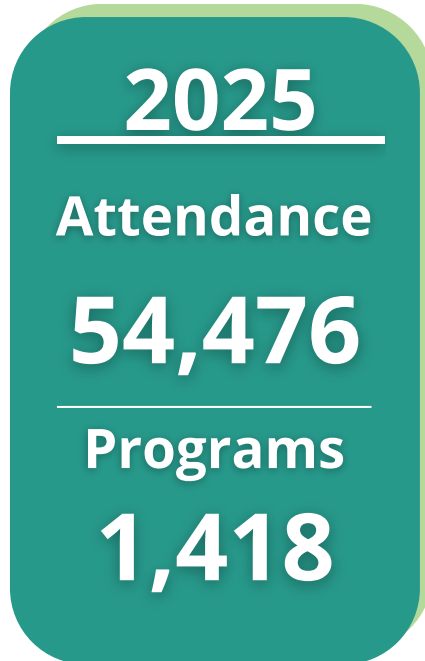
# PROGRAM SUMMARY

The 2025 CPO program prioritized the expansion of summer programming across **36 recreation centers and 4 aquatic facilities** serving San Diego's most underserved communities, with a focused investment in **Council Districts 3, 4, 7, 8, and 9**. These locations were selected to address documented gaps in access to recreational and enrichment opportunities.

Program funding supported a broad range of activities designed to improve youth engagement, increase access to outdoor recreation, and promote mental and physical well-being. Offerings included day camps, specialty camps, nature camps, Teen Nite, P.L.A.Y. Golf, enrichment classes, Learn-to-Swim programs, summer lunch program (Free meals for youth), Movies in the Park, Parks After Dark, and a deep-sea fishing trip. Collectively, these programs were designed to maximize participation, respond to community-identified needs, and remove financial and geographic barriers to access.

As acknowledged in the Goals and Outcomes section, CPO programming saw a slight decrease in participation but had a modest increase in funding in 2025. Participation decrease was influenced by a reduction of 12 Level Up Camps (funded by San Diego Parks Foundation), along with shorter program durations at select sites, resulting in fewer total participants. Funding limitations also reduced the number of deep sea fishing trips from five in the prior year to one in 2025, and some recreation centers, including San Ysidro, were temporarily closed due to construction. Additionally, fewer Movies in the Park events were hosted in historically underserved communities, and the Parks After Dark program was shortened by one week, resulting in 12 fewer events. As these programs typically draw large, multigenerational audiences, their reduction contributed to the overall decline in attendance.

Despite these constraints, the Department and City staff remained strongly committed to delivering meaningful and engaging experiences and continuing to serve as a valuable community resource. The Department is actively supporting staff in expanding programming capacity and is working to increase the number and variety of programs offered to better meet community needs.



# SUMMER CAMPS

## DAY CAMPS

Summer day camps are offered at a variety of city recreations centers based on staff and facility availability. Participation in summer camp provides youth with safe, structured environments that support social, emotional, and physical development during out-of-school months. Camp programming promotes teamwork, confidence, and leadership skills through recreational, educational, and enrichment activities. Participants benefit from increased physical activity, opportunities to build positive peer relationships, and exposure to new experiences that foster creativity and resilience. In addition, summer camps support working families by offering reliable supervision and constructive engagement, contributing to overall youth well-being and community stability.

Staff dedicated significant time and effort to planning and delivering summer camp programming, including program design, site preparation, activity coordination, and participant supervision. Efforts focused on creating safe, engaging, and inclusive environments through staff training, curriculum development, and adherence to safety and operational standards. Despite staffing and resource constraints due to FY25 hiring and purchasing freeze, staff worked collaboratively to maximize available resources, support participant needs, and ensure high-quality camp experiences for youth and families. Opportunities to participate in Learn to Swim programs at local City pools are also provided.

This summer, there were a total of **2,765** youth participants that attended the **155** camps offered at **23** sites in historically underserved communities across the City of San Diego.

### DAY CAMPS Attendance

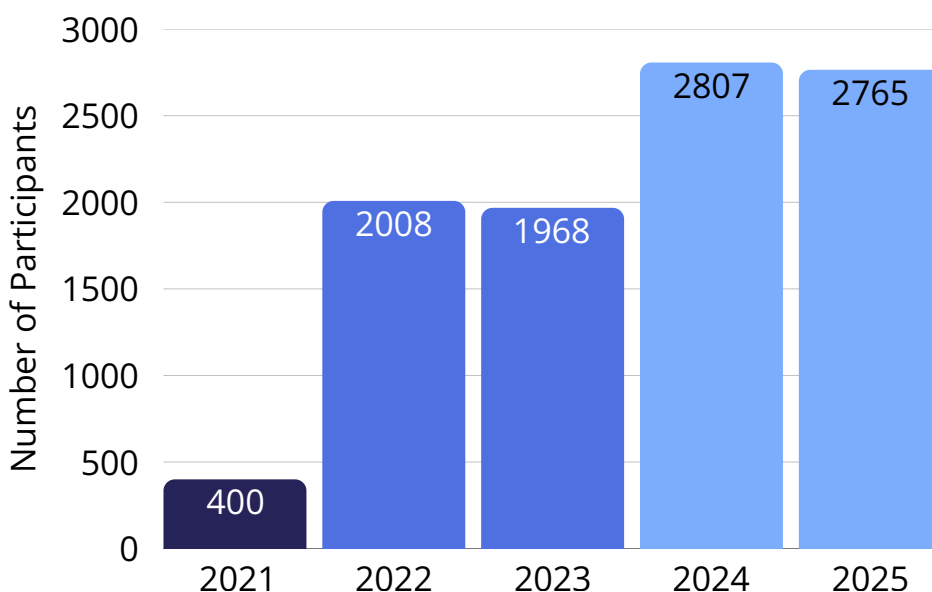
2025

**2,765**

2021 - 2025 Total

**9,948**

### DAY CAMPS - 5 YEAR OVERVIEW



# SUMMER CAMPS

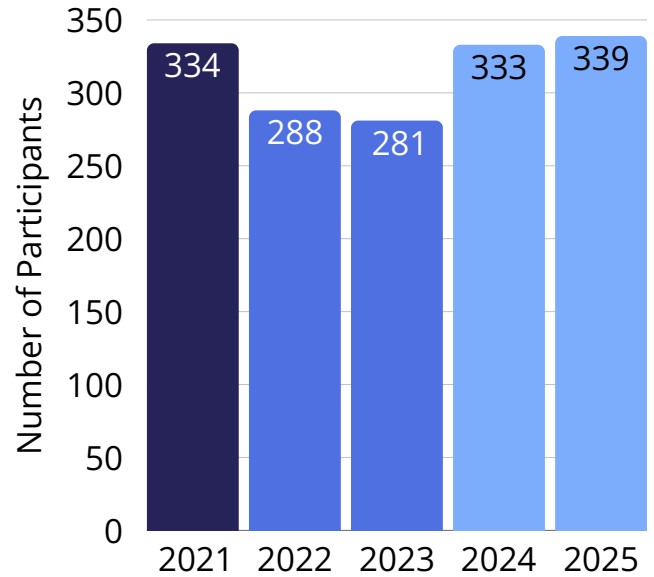
## NATURE CAMPS

Nature camp is a week long camp offered for children 6 to 12 years old at a local recreation center in a historically underserved communities. Camps run Monday through Friday at little to no cost. Participants have the opportunity to explore the natural environment, learn about science, animals and nature in fun and engaging format. With funding support from the San Diego Parks Foundation, each week of camp includes at least two field trip destinations such as local museums, Ruben H. Fleet Science Center or San Diego Zoo. Additionally, through a partnership with the San Diego Unified School District, all participants receive free breakfast and lunch via the summer lunch program.

This camp takes dedicated staff that provide significant time and effort to planning and delivering nature-based camp programming, including site preparation, activity coordination, and participant supervision. Staff were trained and provided with a comprehensive nature-based curriculum that guided daily activities focused on environmental education, outdoor exploration, nature based crafts and hands-on learning. Efforts emphasized creating safe, engaging, and inclusive outdoor environments through consistent staff training, curriculum implementation, and adherence to safety and operational standards. At this time, this camp is offered at one recreation center per week and is rotated around all summer so all communities have an opportunity to participate in this program. The Department is working to expand this programming to more locations per week when possible.

A total of **339** youth participated via **10** weeks of Nature Camps offered by **10** sites in historically underserved communities.

### NATURE CAMPS - 5 YEAR OVERVIEW



### NATURE CAMPS

#### Attendance

2025

**339**

2021 - 2025 Total

**1,575**



# SUMMER CAMPS

## SPECIALTY CAMPS

Specialty camps offered through contracted service providers continued to provide unique and engaging opportunities for youth, particularly for families who may otherwise face financial barriers to participation. These camps were designed to introduce participants to new skills, interests, and experiences that they may not otherwise have access to, helping to broaden exposure to diverse recreational and educational pathways.

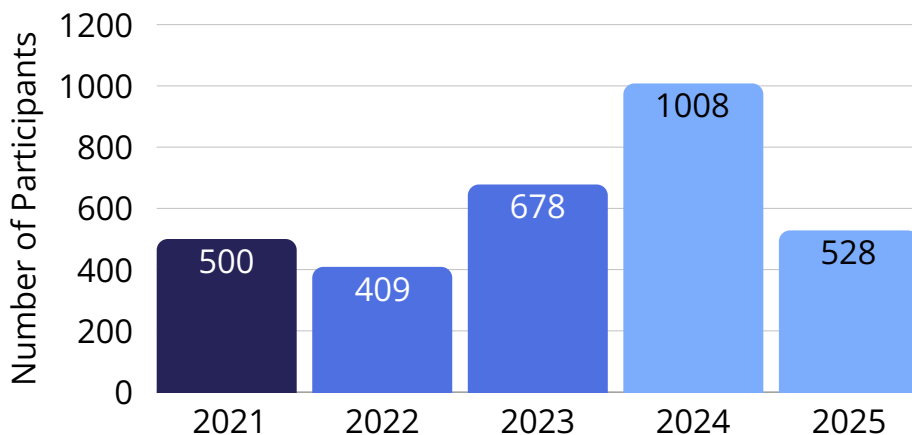
In 2025, a total of **528** campers participated in low-cost or free specialty camps hosted throughout the city. Offerings included:

- Skate camps that promoted physical activity, balance, and confidence
- Engineering camps that introduced STEM concepts through hands-on projects
- Gymnastics camps that supported strength, coordination, and discipline
- LEGO camps that encouraged creativity, problem-solving, and collaborative play
- Level Up Camps were offered at 2 recreations centers in partnership with San Diego Parks Foundation and San Diego Unified School District.



Together, these specialty camps expanded access to innovative programming while supporting youth development, skill-building, and lifelong recreational interests.

### SPECIALTY CAMPS 5 YEAR OVERVIEW



## SPECIALTY CAMPS

### Attendance

2025

**528**

2021 - 2025 Total

**3,123**

# SUMMER CAMPS PHOTOS



Photos provided by Art Smarts and Clic Bitz

# ENRICHMENT CLASSES

Enrichment classes are add-on programs that enhance the summer camp experience. Working alongside site staff, contracted instructors give campers hands-on opportunities to explore STEM, art, and other creative subjects in a fun and engaging setting. This year, the program expanded from **10** to **12** unique contractors, offering new programs in cooking and sports. These additional programs gave campers the chance to try explore new interests in an enjoyable environment they may not otherwise experience during camp.

This year, enrichment programs reached **5,830** participants through **290** classes offered across **20** sites and saw strong interest from participants. Many sites requested additional classes from these providers, highlighting their popularity and impact. Led by skilled, specialized instructors, each class encouraged campers to learn, build confidence, and discover new interests. Overall, enrichment classes added depth and excitement to summer camp while helping spark curiosity and creativity.

Program Providers	Attendance
Art Smarts	590
Artists Studio	270
ClicBitz	820
Creative STEM and Arts	430
Challenge Island	630
Dance to Evolve	310
Mad Science	610
Miller Music	210
Robothink	470
Young Engineers	430
Skyhawks Sports	630
Sticky Fingers Cooking	430
<b>Totals</b>	<b>5,830</b>

## Participating Sites:

- 
- Adams (CD 9)
  - Azalea (CD 9)
  - City Heights (CD 9)
  - Colina Del Sol (CD 9)
  - Golden Hill (CD 3)
  - Dolores Magdaleno Memorial (CD 8)
  - Dr. Martin Luther King Jr. (CD 4)
  - Mountain View (CD 4)
  - North Park (CD 3)
  - Paradise Hills (CD 4)
  - Penn Athletic Field (CD 8)
  - Presidio (CD 2)
  - Robert Egger Sr. South Bay (CD 8)
  - San Ysidro Larsen Field (CD 8)
  - San Ysidro Teen Center (CD 8)
  - Silver Wing (CD 8)
  - Skyline (CD 4)
  - Southcrest (CD 8)
  - Stockton (CD 9)
  - Willie Henderson (CD4)

# P.L.A.Y. GOLF



The 2025 Participation, Learning, and Appreciation of Youth (P.L.A.Y.) Golf Program achieved significant success, delivering **37** instructional classes across **5** locations and serving **740** youth participants. The program provided accessible opportunities for young residents to learn golf fundamentals and skills from golf professionals, while participating in a structured recreational activity that promotes physical activity and personal development. Participation remained strong throughout the season, and feedback from youth, families, and community partners was overwhelmingly positive. The program's success was further demonstrated by multiple sites requesting additional programming following the season's conclusion, reflecting sustained interest and continued demand.

## Participating Sites:

CD 3 Golden Hill (160)

CD 4 Mountain View (180)

CD 6 Kearny Mesa (140)  
South Clairemont (120)

CD 7 San Carlos (140)

Overall, the 2025 P.L.A.Y. Golf Program demonstrated broad community appeal and effectiveness as a youth recreation and enrichment initiative. The success of this season establishes a solid foundation for continued program development and potential expansion in future years.



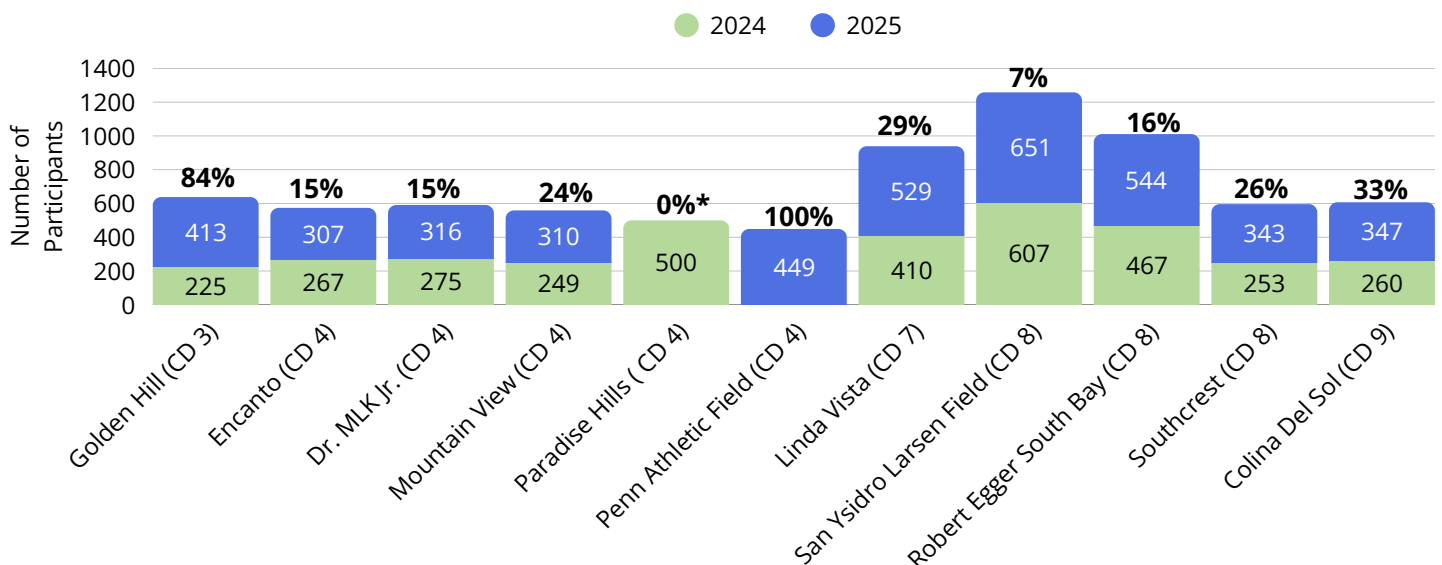
# TEEN NITE

The Teen Nite program is a specialized summer initiative operated by the City of San Diego staff in partnership with the San Diego Police Department and the San Diego Parks Foundation. It offers teens a safe, structured, and engaging place every Friday evening during the summer, providing positive alternatives to drugs, violence, and discrimination. While teen centers operate year-round, the Teen Nite program targets a six-week summer program held at 10 recreation centers citywide. Programming includes meals, arts and crafts, games, sports, inflatables, video games, field trips, and team-building activities, all designed to foster a sense of belonging, safety, and community connection.



In 2025, the Teen Nite program served **4,209** youth, many from the City's most underserved communities. This reflects an increase of nearly **700** participants compared to 2024, a **19.8%** rise from the prior year. Enrollment grew at nearly every participating site, with particularly notable increases at Golden Hill, Colina Del Sol, Linda Vista, and Southcrest, demonstrating strong demand and effective use of existing resources. The program operated for six weeks, consistent with the previous year, and remained highly anticipated by the community. Through continued growth and high participation, Teen Nite demonstrates measurable success in advancing youth engagement, promoting community safety, and supporting positive personal development outcomes.

Number of Participants 2024 - 2025



\*In 2025, the Teen Nite program was relocated from Paradise Hills to sister site Penn Athletic Field.

# TEEN NITE PHOTOS



# PARKS AFTER DARK

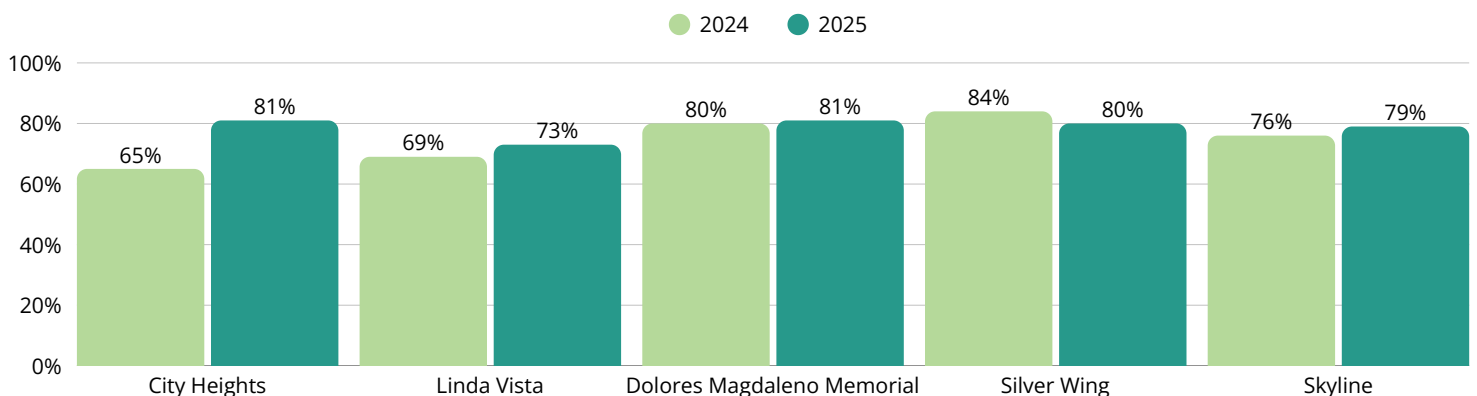
Parks After Dark (PAD) is a community-driven initiative funded through a grant from the County of San Diego, in partnership with the San Diego Parks Foundation and Price Philanthropies. Coming up on its fifth year, the program is designed to help reduce crime and increase community safety by providing families of all generations with engaging evening activities in local parks. Through a variety of fun, family-friendly events, PAD creates a positive and welcoming environment where residents can connect, relax, and enjoy their neighborhood parks.

The program is hosted at five recreation centers including City Heights, Dolores Magdaleno Memorial, Skyline, Linda Vista, and Silver Wing. These locations were intentionally selected due to their placement in historically underserved communities, where safety challenges are more prevalent and the need for supportive, structured programming is greatest. Through this initiative, Parks After Dark continues to strengthen community bonds, promote safety, and reinforce parks as trusted spaces for San Diegans.



PAD at Linda Vista 2025

Percentage of "Excellent" Ratings from 2024 - 2025



According to the 2025 City of San Diego Parks After Dark Evaluation Report conducted by the University of California San Diego (UCSD), the percentage of "Excellent" ratings increased by an average of 5% across all parks from 2024 to 2025. City Heights had the biggest jump going from 65% to 81%. This year's overall average rating stood at 4.7, which ties 2024 for the highest rated Parks After Dark series. When asked "Would you recommend PAD to friends and family?" 98%-100% of people said yes (similar to the last three years), demonstrating the programs continued success.

# PARKS AFTER DARK (CONTINUED)

The Parks After Dark program recently concluded its fourth year, hosting an impressive **99** events during the summer of 2025. These events take place every Thursday, Friday, and Saturday from 5pm to 8pm over a period of seven weeks, offering a variety of activities suitable for all age groups. The program drew in over **36,052** participants, marking it as a significant community event. Some of the standout features included live music performances, cultural acts, circus performances, and family-friendly activities such as face painting, inflatables, game trucks, rock climbing walls, yoga sessions, crafts, and dancing. This vibrant initiative not only fostered community engagement but also provided an enjoyable summer experience for all who took part. Delivering these events throughout the summer required significant coordination and effort, including the support of **44** vendors, **20+** volunteers, and an estimated **3,774** city staff hours.



**PARKS**  
AFTER DARK

**Attendance**

**2025**

**36,052**

**2021 - 2025 To Date**

**124,505**

# PARKS AFTER DARK (CONTINUED)

To address hunger in these five underserved communities, the City, Foundation, and Feeding San Diego collaborated to distribute **19,400** meals, **19,400** desserts, and fresh produce to youth and adult participants. These efforts went beyond providing food, as each event also featured a range of community resources designed to support families in accessing essential services. Offerings included free health screenings, voter registration assistance, CalFresh application support, mental health resources, pet food distribution, and backpacks for children. This holistic approach aimed to meet immediate needs while empowering families with tools for long-term well-being.



## Feeding San Diego Food Distribution

Total Food Distributed: **64,384 lbs.**

Dry Goods Served: **12,764 lbs.**

Produce Served: **51,620 lbs.**



**PARKS**  
AFTER DARK



Free Meals

**19,400**



Free Desserts

**19,400**

# PARKS AFTER DARK PHOTOS



# AQUATICS

In 2025, the Parks and Recreation Department launched free water competency lessons through the Learn to Swim program for individuals aged six through adults. This initiative expanded access to essential, life-saving water safety skills and served swimmers of all ages, including infants and toddlers. The program successfully engaged **5,963** new swimmers at five locations during the summer season.



This effort was supported by a collaborative investment of more than **\$450,000** from partner organizations, including:

- Prevent Drowning Foundation of San Diego
- American Red Cross Centennial Campaign
- Chuck and Ernestina Kreutzkamp Foundation
- Step into Swim
- San Diego Independent Pool and Spa Service Association
- Price Philanthropies



## Learn to Swim Attendance:

Location	Council District	CPO Tot Class	Community (Water Competency)	Parent Tot Workshop	Total
City Heights Swim Center	9	179	1456	25	1660
Colina Del Sol	9	213	650	25	888
Kearny Mesa Pool	7	243	961	25	1229
Memorial Pool	8	302	905	25	1232
Vista Terrace Pool	8	182	747	25	954
<b>Grand Totals</b>		<b>1,119</b>	<b>4,719</b>	<b>125</b>	<b>5963</b>

# AQUATICS (CONTINUED)

In addition, Parent and Toddler Swim Workshops were offered as free community water safety events at five locations, serving children ages six months to five years and their families. Targeting this age group was critical, as drowning is the leading cause of death for children ages one to four. These accessible, interactive workshops did not require pre-registration and introduced families with small children to foundational water safety skills, while also providing education on active supervision, life jacket safety, sun safety, and emergency response skills, including CPR and rescue breathing.

City pools also supported recreation summer camps from multiple sites, which were transported to pool facilities on several occasions throughout the summer. Camp participants had opportunities to cool off, have fun, and receive water competency swim lessons at no cost.



## Day Camp Pool Attendance:

Site	Participants
Adams	120
Azalea	210
City Heights	150
Colina Del Sol	180
Dr. MLK Jr	60
Encanto	60
Kearny Mesa	300
Memorial	150
Mountain View	30
North Park	90
Presidio	120
San Ysidro	150
Stockton	120
Southcrest	30
Willie Henderson	60
<b>Total</b>	<b>1830</b>

**Drowning is the leading cause of death for children ages one to four.**

# AQUATICS PHOTOS



# MOVIES IN THE PARK

The Summer Movies in the Park program continues to serve as a meaningful community-building initiative, offering families an enjoyable way to gather and experience outdoor movies in their neighborhood parks at no cost. Originating in 2007 as part of a broader “take back our parks” initiative, the program has evolved into a well-established series of free evening events that encourage residents to engage with local city and county parks in a positive and welcoming setting. These gatherings support vibrant public spaces and strengthen community connections across neighborhoods. During the summer season, **26** movie nights were presented at parks located within historically underserved communities. A majority of events included a range of family-friendly pre-movie activities, creating a full evening experience for attendees. The San Diego Parks Foundation supported **12** of these screenings by providing inflatables, kettle corn, and ice cream, enhancing the quality and reach of the program for more families and community members to participate.

## SUMMER MOVIES IN THE PARK



# MOVIES IN THE PARK (CONTINUED)

## ATTENDANCE BY COUNCIL DISTRICT

Council  
District

3

1,150

- Golden Hill Recreation Center
- North Park Recreation Center
- Morley Field Sports Complex

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

690

Council  
District

4

- Linda Vista Recreation Center
- Wegeforth Elementary Joint Use Field

Council  
District

7

430

- Cesar Solis Community Park
- Montgomery-Waller Community Park
- Robert Egger Sr. South Bay Recreation Center
- Silver Wing Recreation Center

1,250

Council  
District

8

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

Council  
District

9

1,210

# DEEP SEA FISHING TRIP

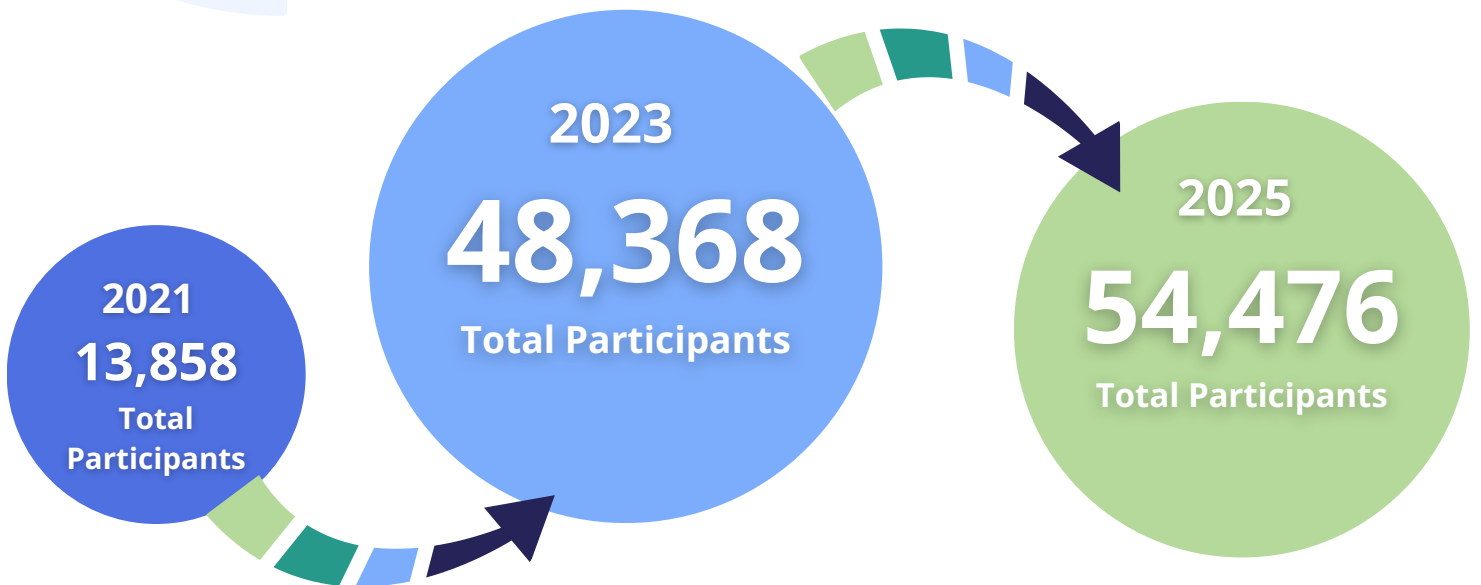
This program was created to remove barriers to access for San Diego’s underserved youth by providing meaningful opportunities to engage in ocean-based educational programming. Through one guided excursion to open waters, **50** participants between the ages of 10 and 17 developed essential skills in water and boating safety, baiting and rigging, fishing techniques, and proper casting.

The program also included an educational presentation by a City Park Ranger focused on the California coastline and marine environment. All necessary equipment and meals were provided at no cost to participants by the San Diego Parks Foundation.



# COUNCIL DISTRICT PARTICIPATION

3	4	7	8	9
Day Camps Enrichment Classes Movies in the Park Nature Camp P.L.A.Y Golf Teen Nite	Day Camps Enrichment Classes Movies in the Park Nature Camp Specialty Camp Parks After Dark P.L.A.Y. Golf Teen Nite	Aquatics Movies in the Park Nature Camp Specialty Camp Teen Nite Parks After Dark	Day Camps Deep Sea Fishing Enrichment Classes Movies in the Park Nature Camp Parks After Dark Aquatics Teen Nite	Day Camps Enrichment Classes Learn to Swim Movies in the Park Nature Camp Parks After Dark Specialty Camp Teen Nite
3,268	11,065	11,040	18,872	15,302



ADDITIONAL  
NON CPO  
SERVICE AREA  
PARTICIPATION

CD 2 • PRESIDIO

CD 6 • KEARNY MESA

- DAY CAMPS
- ENRICHMENT CAMPS
- MOVIES IN THE PARK
- P.L.A.Y. GOLF

# CPO EVALUATIONS

Department staff collaborated with the Performance and Analytics Department (Panda) to assess the overall satisfaction and participant demographics of the CPO programs. Surveys were distributed to all participants using a QR code and an email through the online registration software. Based on the survey findings, Panda identified various demographic and enrollment data to evaluate the Overall Satisfaction (OSAT) level of the CPO programs. In 2025, CPO programs served **54,926** youth and adult participants, reflecting a slight **1.6%** decrease from 2024. Similarly, the OSAT level declined modestly from **79.4%** in the previous year to **76.7%**.

OSAT Level

2024

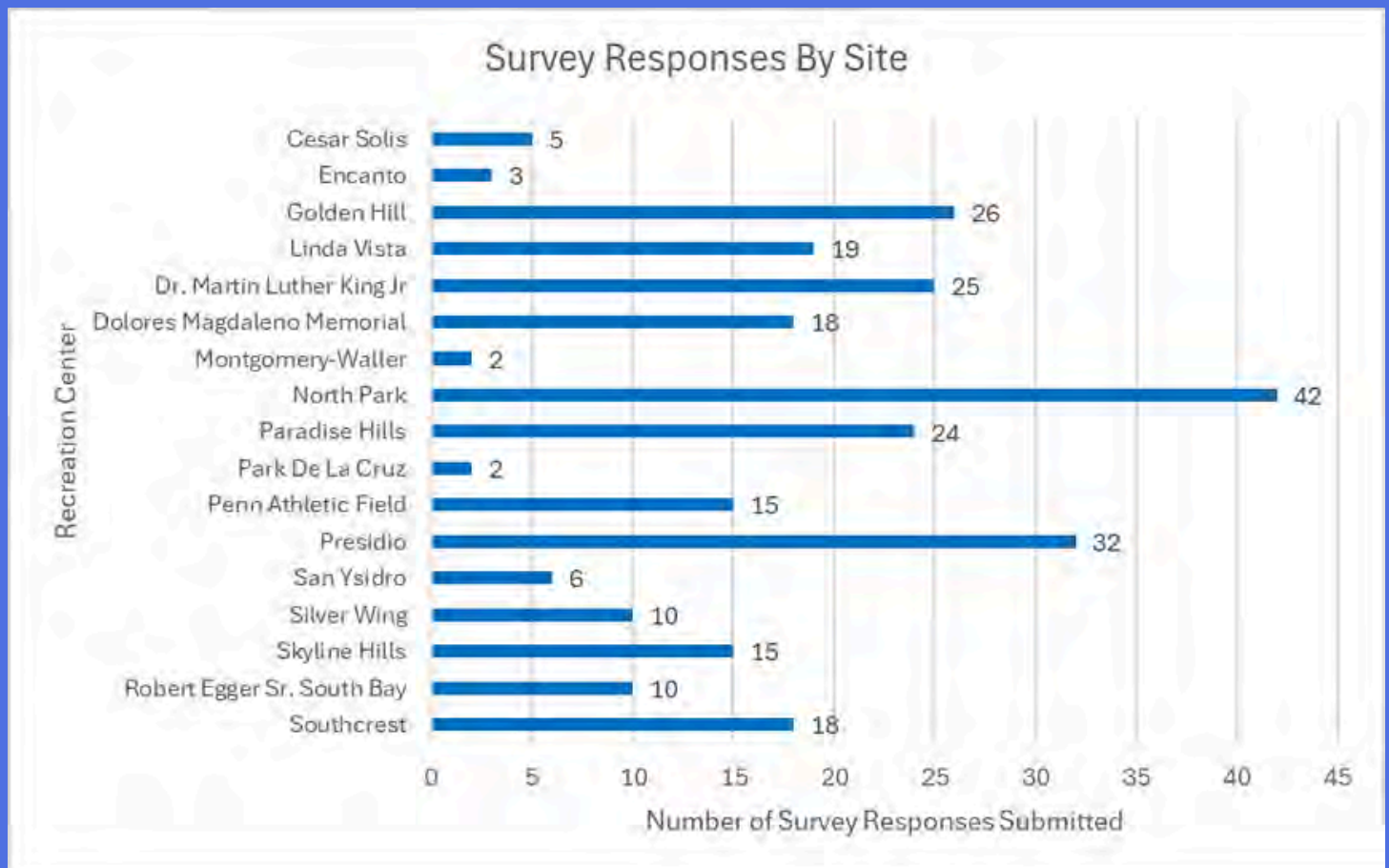
79.4%

2025

76.7%

## OSAT BY SITE

Overall Satisfaction, or OSAT, can be determined by asking a consumer the following question: "What was your overall satisfaction with the experience?" and asking them to rate their entire experience on a scale of 0-10. The following graph represents the OSAT per location based off the number of responses.



# CPO EVALUATIONS (CONTINUED)

The City of San Diego's Come Play Outside initiative continued to expand in 2025, providing safe and enriching recreational opportunities for youth and families in historically underserved communities. As participation grew, demographic trends revealed shifts in who engaged with the programs, offering insight into the initiative's evolving impact.

- Survey participation decreased, with **270** responses compared to **349** in 2024. North Park, Golden Hill, Dr. Martin Luther King Jr., Presidio were among the highest response rate, and 5 sites that had less than 5 responses received.
- Net Promoter Score (NPS), which measures respondents who scored 9 or 10 regarding their likelihood to recommend Parks and Recreation programming, increased to **77%** (from **75.9%** in 2024). These scores remain high relative to industry standards.
- Male participation declined to **51%** (from **55%** in 2024), while female participation increased to **48%** (from **44%**). Additionally, **0.18%** (from **0.6%** in 2024) of participants identified as non-binary or chose not to disclose their gender.
- Income demographics also shifted, with a slight decrease in respondents of **11%** from the lowest income bracket (<\$35,000). However, there is a significant increase in all other income levels: \$35,001-\$58,000 increased to **34%** from **18.36%**, \$58,001-\$93,000 increased to **49%** from **16.44%**, and \$93,001-120,000 increased **44%** from **14.79%**. Additionally, \$120,000 bracket had the highest percentage of respondents at **65%**.

These results highlight Come Play Outside's ongoing efforts to foster inclusive, accessible recreation opportunities while also reflecting demographic shifts in program participation.



# CONCLUSION

In 2025, the Come Play Outside (CPO) program continued to serve as a vital resource for community members of all ages, providing opportunities to connect with neighbors, activate local parks, and participate in meaningful recreational programming. With the support of Mayor Gloria, the City Council, the County of San Diego, the San Diego Parks Foundation, Price Philanthropies, and Prevent Drowning San Diego, the Department has been able to deliver high-quality summer programming to communities with the greatest need.

Looking ahead, the Department aims to expand the CPO program to reach more families and improve facility operations beyond current limitations. Findings from the Community Recreation Needs Assessment, expected in summer 2026, will guide efforts to better align programming with the needs of each community. However, projected budget constraints may limit the Department's ability to grow without stable, long-term funding. Reduced resources could lead to fewer programs, staffing shortages, and diminished access to safe, enriching activities—especially in historically underserved communities that rely heavily on subsidies.

Despite these challenges, the Parks and Recreation Department remains focused on collaboration and innovation. In 2026, it will continue partnering with City departments, including Purchasing and Contracting, to host contractor recruitment fairs that promote culturally relevant programming. The Department will also expand its outreach by strengthening marketing efforts and increasing language access through social media, radio, and television to engage a broader, more diverse audience.

With continued community support, the Department is committed to delivering meaningful programs and looks forward to another year of activities that bring families together and strengthen neighborhoods across San Diego.

Artwork by 2025 Art Smarts Enrichment Classes participants



*The City is committed to provide equitable access to enjoyable and fulfilling recreational opportunities for all residents, with a focused effort on serving areas in and around historically underserved communities.*



# APPENDIX B

## CPO 5-YEAR OVERVIEW

Year	2021		2022		2023		2024		2025	
<b>Funding</b>	\$1,810,000		\$1,862,600		\$1,566,766		\$2,129,000		\$2,152,054	
<b>P = # of programs A = Attendance totals</b>	<b>P</b>	<b>A</b>	<b>P</b>	<b>A</b>	<b>P</b>	<b>A</b>	<b>P</b>	<b>A</b>	<b>P</b>	<b>A</b>
<b>Day Camps</b>	28	400	105	2,008	121	1,968	123	2,807	155	2,765
<b>Specialty Camps</b>	36	500	30	409	43	678	33	1,008	46	528
<b>Nature Camps</b>	17	334	17	288	16	281	16	333	16	339
<b>Teen Nite</b>	120	6,394	120	8,553	80	6,062	60	3,513	60	4,209
<b>Parks After Dark</b>	N/A	N/A	96	18,175	96	32,559	111	37,269	99	36,052
<b>Aquatics</b>	116	1,180	147	941	153	1,150	240	4,996	1,015	5,963
<b>Movies in the Park</b>	30	4,900	39	5,113	34	5,470	29	5,743	26	4,570
<b>Deep Sea Fishing</b>	3	150	4	200	4	200	5	250	1	50
<b>Totals</b>	350	13,858	558	35,687	547	48,368	617	55,919	1,418	54,476