



## Work Plan for



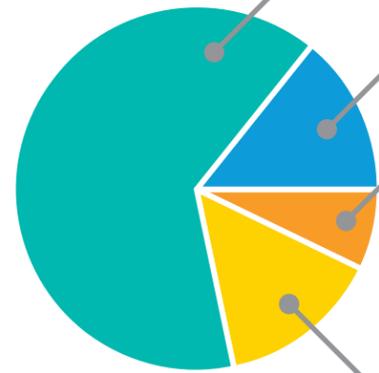
The City of San Diego

# PARKS MASTER PLAN

# San Diego Parks and Recreation Today

The City of San Diego operates and maintains a diverse and valued park system that serves millions of residents and visitors each year. The park system is made up of parks, recreation facilities and programs. The City park system does more than fulfill the public's need for leisure. It also supports San Diego's economic base through tourism and greatly enhances the City's ability to attract and retain businesses.

**42,000+**  
Acres of Park Assets



- **26,912 acres**  
Open Space Parks
- **5,977 water acres**  
La Jolla Underwater Park
- **3,034 acres**  
Community, Neighborhood, Mini-Parks and Joint-Use Parks
- **6,174 acres**  
Regional Parks, Shoreline Parks and Beaches



**57** Recreation Centers



**13** Aquatic Complexes



**3** Municipal Golf Complexes, including Torrey Pines, Mission Bay and Balboa Golf Courses



**7** Skate Parks



**17** Off-Leash Dog Areas

Building icon: Created by iconesia from the Noun Project | Swimming icon: Created by Robert A. Di Ieso from the Noun Project | Golf icon: Created by Dinosoft Labs from the Noun Project | Skater icon: Created by Scott Lewis from the Noun Project | Dog icon: Created by Iconathon from the Noun Project

## The City Parks and Recreation System

### Community and Neighborhood Parks and Recreation Facilities

Community and neighborhood parks, recreation centers and aquatic complexes that are located in proximity to residents and are intended to serve the daily needs of the community.



### Regional Parks, Shoreline Parks and Beaches

Regional parks are located at sites of distinctive scenic, natural, historical or cultural features such as Balboa Park, Mission Bay Park and Mission Trails Regional Park. Shoreline parks and beaches are located along the coast, including Kellogg Park and Mission Beach.



### Open Space Parks

Open space parks are city-owned land, canyons, and mesas that can serve multiple community plan areas. These parks preserve and protect natural habitats while providing access for hiking, biking and equestrian trails such as Black Mountain Open Space Park and Tecolote Canyon Park.



### Recreational Programming and Services

Recreational programs and services serve a diverse population with a variety of needs and priorities such as youth and adult athletic programs, learn-to-swim aquatic programs, therapeutic recreation, senior services and civic dance.



# San Diego Parks and Recreation Tomorrow

## Why is the Parks Master Plan needed?

The City of San Diego, like most cities across America, is entering an era of innovation for parks and recreation planning and management. Driven by changes in community demographics and lifestyles, the nature of play and leisure is changing. The City must also reexamine the way it defines and meets desired service levels as communities grow and develop.

The Parks Master Plan (PMP) offers an exciting opportunity to build on the current parks and recreation system. The PMP will explore needed strategies for delivering a diverse and meaningful array of parks, recreation facilities and programs. It also focuses on how to offer quality facilities citywide and how to identify sustainable funding resources for new facilities, maintenance and staffing.

The PMP will serve as a long-term roadmap for creating a world-class parks and recreation system that is:

**Relevant** – Parks and recreational programs should meet the changing needs and preferences of residents.

**Accessible** — Every resident should be able to access a meaningful park space or program by walking, biking, taking mass transit or driving.

**Iconic** — Parks should reflect the unique qualities of their settings and enhance the image of San Diego and its diverse communities.

**Sustainable** — Park improvements, programs, and management strategies should contribute to community economic development, social well-being, and a healthy environment.

**Equitable**— Every resident should be able to enjoy parks and recreational programs regardless of income, age, race, ability or geographic location.

## Project Goals

- Guide park acquisition, design and construction, and recreation programming for the next 20 to 30 years;
- Address park deficits to create equity in all communities;
- Reevaluate service level standards (currently 2.8 acres/1,000 residents);
- Identify new definitions for what a park is and define park equivalencies;
- Identify implementation strategies and funding options; and
- Identify parks and recreation facilities connectivity through trails and bike routes.

## Project Objectives

- Evaluate the existing park system and recreation programs;
- Understand demographic and population trends;
- Identify community-specific recreation needs and priorities;
- Outline opportunities for providing recreation space in areas with limited land;
- Develop methods to implement the City's Climate Action Plan strategies and goals;
- Create funding strategies to implement the PMP, including phasing;
- Determine metrics to measure success; and
- Create park equivalencies criteria and toolbox.



# Parks Master Plan

## Approach: Step by Step

Project Timeline

FALL 2017 to SUMMER 2018

FALL 2018 to WINTER 2019

SPRING 2019 to FALL 2019

WINTER 2020 to FALL 2020

# 1

## Learning Existing Conditions

### Project Coordination

- Kickoff Meeting
- Work Plan Creation
- Website Development
- Public Involvement Plan Development

### Existing Conditions Analysis

- Data Review
- Policy Documents Review
- Demographics and Population Analysis
- High-level Lifestyle Analysis
- Climate Action Plan Analysis and Summary
- Tree Canopy Opportunities Analysis
- Recreation Programs and Services Assessment

### Parks Master Plan Work Program Presentation

- Park and Recreation Board
- Community Planners Committee
- Planning Commission
- Council Committee
- City Council

# 2

## Exploring Needs and Priorities

### Qualitative Techniques

- Regional Focus Workshops
- Stakeholder Interviews
- Online Survey & Engagement

### Quantitative Techniques

- Statistical Survey
- Benchmark Comparison of Service Levels
- Level of Service Analysis
  - Facility
  - Acreage
  - Access (facilities and activities)

### Observational Techniques

- Recreation Program Evaluation
- Trends Analysis

### Existing Conditions/ Needs and Priorities Presentation

- Park and Recreation Board
- Community Planners Committee
- Planning Commission
- Council Committee
- City Council

# 3

## Envisioning Long-Range Park Planning

### Visioning Workshops

- Overall Planning Process
- Summary of Existing Conditions Analysis
- Summary of Needs and Priorities Analysis
- Vision Statement
- Guiding Principles, Goals and Policies
- Conceptual Parks System Vision Map

### Long-Range Park Planning Vision Presentation

- Park and Recreation Board
- Community Planners Committee
- Planning Commission
- Council Committee
- City Council

# 4

## Implementing Parks Master Plan

### Implementation Workshop

### Strategic Plan Development

- Short-term, mid-term and long-term actions
- Priority projects
- Funding strategies
- Partnership opportunities

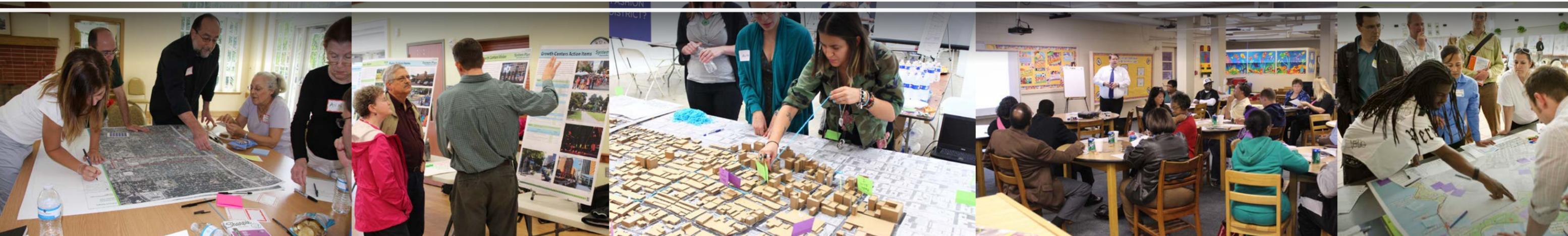
### Park Master Plan Review

- Community Open Houses

### Parks Master Plan Work Program Presentation

- Park and Recreation Board
- Community Planners Committee
- Planning Commission
- Council Committee
- City Council

**Public Involvement** Public Engagement is integrated into each step of the planning process



PHASE 1

# Learning >

## Existing Conditions

### Information Gathering and Synthesis

To create a solid basis for recommendations, the PMP will rely on the evaluation and analysis of current conditions in the parks and recreation system, along with trends influencing recreation needs and interests. The planning team will organize information in a graphic, easy-to-use format that will be available in print and on the project website at <https://cityofsandiegoparksplan.com>.

#### WHAT MAKES A GREAT PARK SYSTEM?



### What the PMP will study



#### Recreation Programs Services and Facilities

How well do parks, facilities, and programs meet residents' needs?



#### Demographic Trends

How do changes in communities affect recreation demands?



#### Climate Action Plan

How can parks and open space help the City adapt to climate change?



#### Park Service Levels

How do we measure if the parks and recreation system meets residents' needs?



#### Value of Parks

How do parks create value for neighborhoods?



#### Lifestyle Analysis

How do changes in residents' lifestyles affect recreation interests?

## PHASE 2

# Exploring >

## Needs and Priorities

### Open, Transparent and Inclusive Outreach

The Needs and Priorities assessment focuses on qualitative and quantitative techniques that will evaluate and document San Diego's true needs and priorities. This approach answers critical questions about program needs, satisfaction levels, park and recreation facilities' needs, barriers to participation, park service levels and park equivalencies.

One of the first public outreach efforts will be a statistically valid survey to randomly selected households. Survey questions will solicit public input on needs and priorities for future development of park facilities, park service levels and recreation programs. The public at large will also have the opportunity to participate in a similar questionnaire as part of an online engagement activity on the project website at <https://cityofsandiegoparksplan.com>.

Regional workshops will be held to inform the public on the planning process, existing conditions of parks and recreation facilities and to obtain needs and priorities for the future. The planning team will conduct a regional workshop in each of the City's Council Districts, as well as the downtown area.

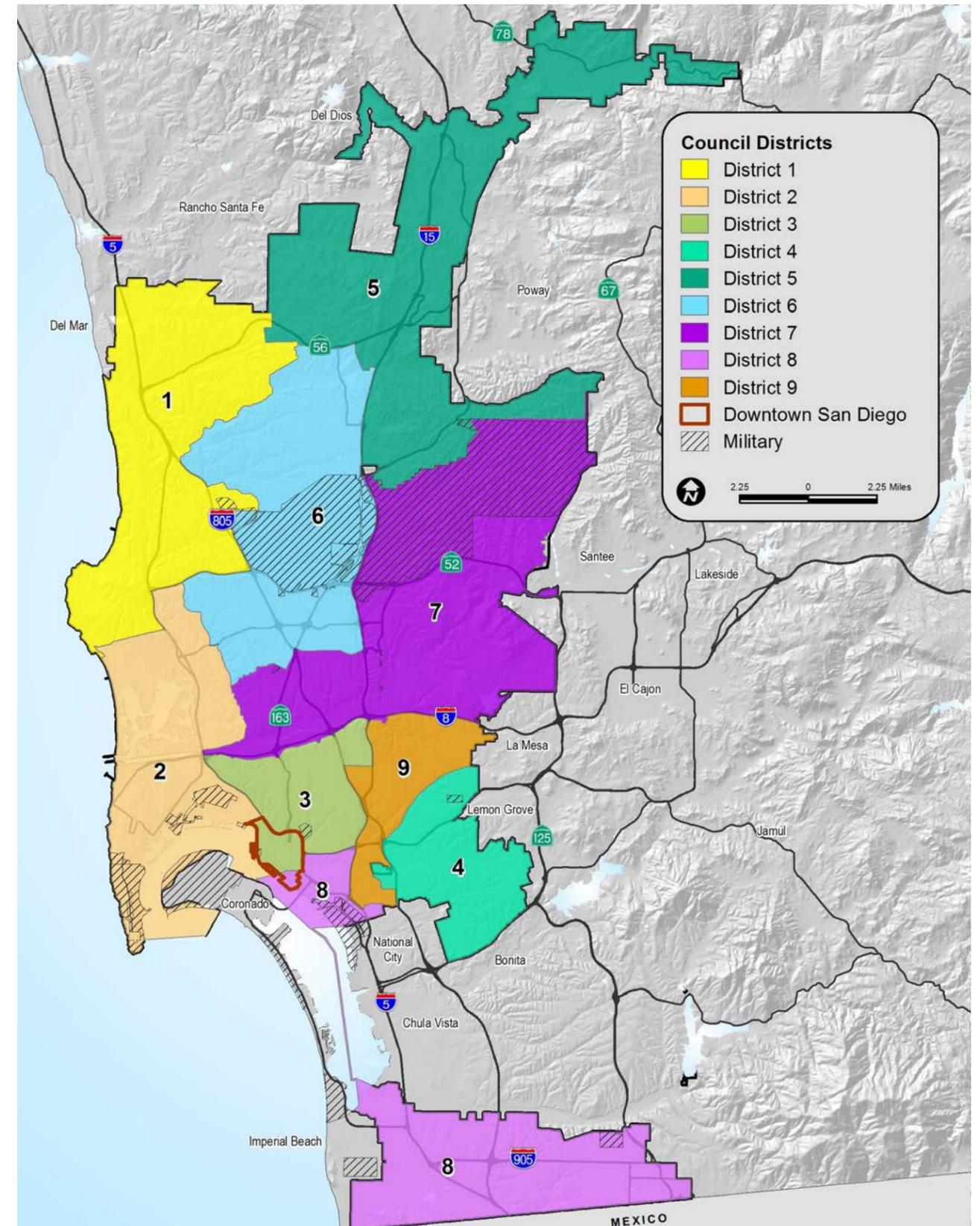
Interviews will be held as an opportunity for key stakeholders to share information through an interactive and candid dialogue on the existing

conditions of parks and recreation facilities, future park service levels, recreational programs that are needed, the vision for the PMP and potential implementation strategies. Stakeholders may include representatives from educational institutions, sports users, seniors, persons with disabilities, economic development and tourism interests, sustainability and conservation organizations, transit and mobility planners, elected officials, community groups and

### Public Involvement Plan Goals

- Elevate the visibility of parks and existing recreational opportunities in San Diego.
- Raise awareness of how parks and recreation facilities contribute to health, sustainability, and economic development.
- Strengthen understanding of specific park planning issues, such as park service levels and innovative future approaches for prioritizing, providing and paying for new parks and recreation facilities and services.
- Gain meaningful input to understand residents' needs and priorities for park facilities and programming.
- Broaden support for policies, projects, programs, and implementation strategies.

## A Citywide Planning Effort



PHASE 3

# Envisioning >

## Long-Range Park Planning

### Vision, Goals and Policies

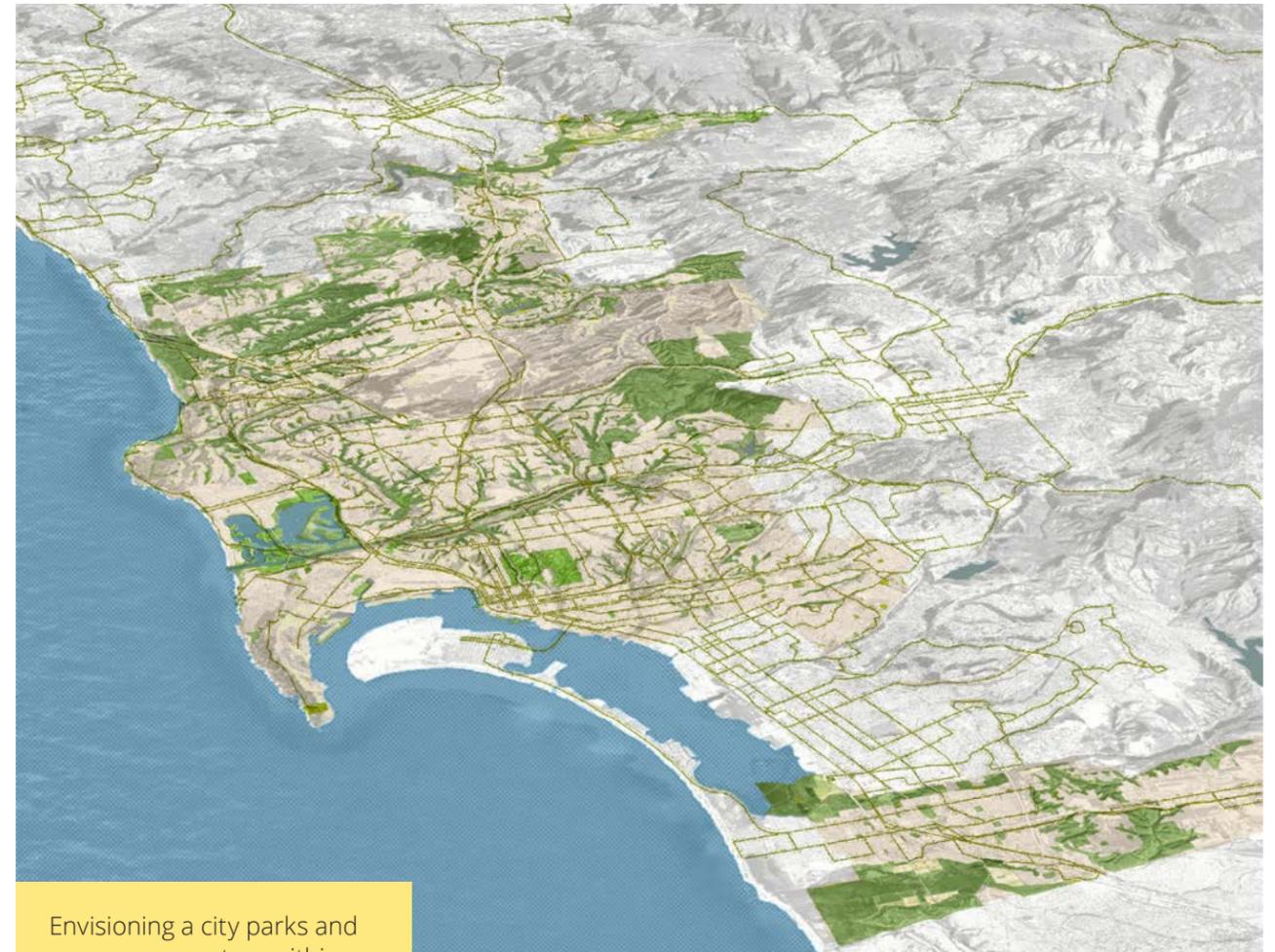
Envisioning involves development of long-range goals and policies for parks and recreation facilities, open space lands and trails, resource-based parks, recreational programming and implementation.

The visioning workshops will help to:

- Understand existing conditions for parks, recreation facilities and programs
- Understand residents' needs and priorities
- Develop park service levels
- Define a vision statement and guiding principles based on shared beliefs valued by the public
- Identify goals and policies for the parks and recreation system
- Examine park equivalency criteria
- Explore potential partnership opportunities
- Develop park and facility improvement priorities and recommendations



A long-term, system-wide vision for parks and recreation



Envisioning a city parks and open space system within a unique and special region

- City of San Diego Boundaries
- Citywide Park and Open Space Opportunities



PHASE 4

# Implementing >

## Parks Master Plan

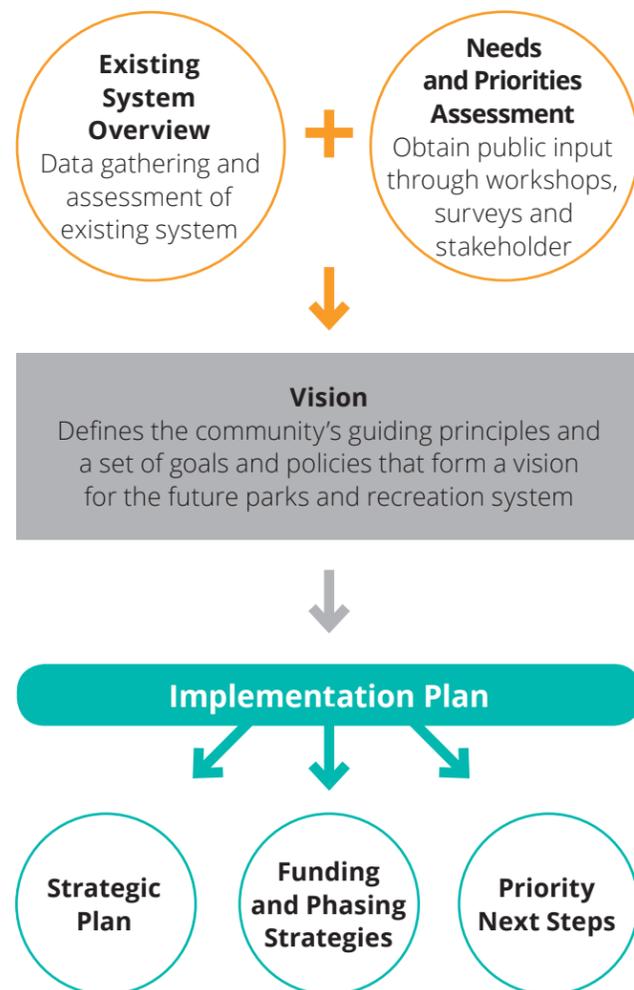
### Strategies and Recommendations

Implementation of the PMP consists of key strategies and coordination with other citywide policy documents and plans. This effort includes understanding costs to implement the goals and policies of the PMP, including land acquisition, design and construction of park facilities, deferred maintenance needs, recreation programs, and operations/maintenance. Potential funding and partnerships, as well as progress measurement tools that allow for flexibility over time will be included in the strategies. Tasks include:

- Implementation workshop
- Short, medium and long-term strategic planning
- Park acquisition location and prioritization
- Cost estimates
- Funding analysis

### Pathway to Adoption

Adoption of the PMP will begin with three public open house workshops to gain input at the same time the draft PMP is available online for public comment. The next step will be to present the draft PMP and receive recommendations of approval from advisory bodies that include the Parks and Recreation Board, the Community Planners Committee, the Planning Commission and Council Committee. Final approval and adoption will occur with the San Diego City Council.



## Implementation and Funding Strategies



### Policies

- Integrate PMP recommendations into the City's long-range plans;
- Update population-based service level standards based on park needs and experiences;
- Update impact fee structure to be consistent with PMP objectives; and
- Update the City's Consultant Guide for Park Design to be consistent with the PMP.



### Initiatives

- Evaluate the Parks and Recreation Department mission and vision for alignment with PMP vision, goals and policies;
- Develop a system-wide branding and wayfinding program to create a consistent image and branding for the City's park and recreation system;
- Strategically design parks for co-benefits and invest in parks to leverage community economic development; and
- Ensure that all parks and recreation facilities are incorporated into transportation planning.



### Funding

- Explore funding sources to address deferred maintenance, upgrade of existing facilities, land acquisition and the development of new park facilities;
- Evaluate effective public and private financing options;
- Research a focused approach for capital improvement reinvestment in facility and park projects to secure and improve conditions of existing assets; and
- Identify co-benefits with other public facilities and infrastructure to leverage multiple funding sources.



### Actions

- Identify priority projects or next implementation steps for the first five years;
- Develop 10-year goals and objectives with long-term (10+ year) goals for the implementation of the City's Parks and Recreation system;
- Identify park acquisition acreage needed, selected locations and highest priorities; and
- Improve or create new recreation programs to be provided in the first five years.

Shovel icon: Created by Dev Patel from the Noun Project.

