



THE CITY OF SAN DIEGO

## Report to the Planning Commission

DATE ISSUED: March 5, 2018 REPORT NO. PC-18-019  
HEARING DATE: March 15, 2018  
SUBJECT: City of San Diego Parks Master Plan

### **SUMMARY**

This is an informational item to update the Planning Commission on the City of San Diego Parks Master Plan Work Plan. No action is required on the part of the Planning Commission at this time.

### **BACKGROUND**

The City of San Diego Parks Master Plan (PMP) is a citywide planning project to create a policy document that will provide guidance for a balance of parks and recreation opportunities throughout the city. This three-year planning effort includes citywide public outreach to identify recreational programming needs and strategies to implement the PMP.

### **DISCUSSION**

The existing parks and recreation system includes over 42,000 acres of developed parkland, beaches and shoreline parks, and open space parks, that offer a diverse range of recreational opportunities. The Parks and Recreation Department offers approximately 100 recreation programs and currently manages:

- Two hundred and twenty-nine (229) Population-based parks, including seven (7) Skate parks and seventeen (17) Dog off-leash parks.
- Three (3) municipal golf complexes, including Torrey Pines, Mission Bay and Balboa golf courses.
- Sixty-one (61) Open Space parks.
- Thirteen (13) Aquatic Complexes and fifty-seven (57) Recreation Centers.

### Purpose of the Parks Master Plan

The City of San Diego, like most cities across America, is entering an era of innovation for parks, and the recreation planning and management of park facilities. Driven by changes in community demographics and lifestyles, the nature of play and leisure is changing. As communities grow and develop, the City must reexamine the way it defines and meets desired service levels. The PMP offers an exciting opportunity to build on the current parks and recreation system. It will explore needed strategies for delivering a diverse and meaningful array of parks, recreation facilities, and programs. The PMP will serve as a long-term road map for creating a parks and recreation system that is relevant, accessible, sustainable, and equitable, and reflective of the unique qualities of San Diego.

### General Plan Goals for the Parks Master Plan

Within the City's General Plan (2008), the Recreation Element contains goals and policies to build upon the City's natural environment and resources, to enhance existing recreation facilities and services, to help achieve an equitable balance of recreational resources, and to adapt to future recreation needs. One of the primary goals of the Recreation Element is the "Preparation of a citywide, comprehensive PMP to guide park and open space acquisition, design and development, recreational programming and needed maintenance over the next 20-30 years." The General Plan states that the PMP should provide guidance for an ideal balance of recreational opportunities throughout the City. This is best achieved by considering a number of factors, such as park service levels, changing demographics, evolving trends in recreation, and future opportunities for expanding the parks system.

### Parks Master Plan Schedule

In October 2017, the City issued a Notice to Proceed (NTP) to AECOM to begin the preparation of the PMP. The planning effort involves four steps:

1. Learning Existing Conditions (*Fall 2017 to Summer 2018*):  
Existing conditions analysis of the parks, recreation facilities and programs; demographic and population analysis; lifestyle analysis; review of guiding documents; climate action plan opportunities and the launching of the project website and work plan
2. Exploring of Needs and Priorities (*Fall 2018 to Winter 2019*):  
Staff and key stakeholder interviews; statistical survey on park needs; online engagement and regional workshops on park service levels; and program needs and priorities
3. Envisioning Long Range Park Planning (*Spring 2019 to Fall 2019*):  
Public workshops to create a vision, goals, and guiding principles for the PMP; and Parks and facility improvements recommendations
4. Implementing the Parks Master Plan (*Winter 2020 to Fall 2020*):  
Funding analysis and strategies; short-term and long-term action items to implement the PMP; preparation of the first draft of the PMP; public outreach on the draft PMP, public comment on the draft environmental document; approval process through advisory committees; and adoption by City Council



### Public Outreach Effort

One of the important steps in the planning process is to understand the public's recreational needs, interests and priorities. Over the three year planning effort, the PMP will gather input from residents in communities across the City in different ways, including: regional focus workshops, stakeholder interviews, online activities, statistically valid survey, and social media. The planning process is guided by a broad, citywide outreach and public participation program. The project website was launched in January 2018, with information on the PMP purpose and a sign up webpage for project updates and meeting notifications.

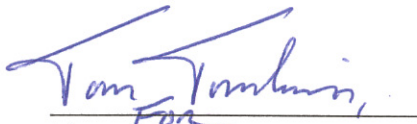
The public outreach effort incorporates special considerations to assure all residents can participate. These considerations include the use of simple, clear language to ensure outreach materials are understandable, engaging and emphasize themes such as family and everyday quality of life. All of the meeting facilities will be accessible to all people. In addition, public outreach will be distributed across City Council Districts with additional focused outreach efforts occurring in the areas with higher numbers of limited English speakers, minority populations, and/or low-income populations. Outreach events in communities with a concentration of Spanish speakers a Spanish-speaking facilitator will be present. For communities with limited English proficiency other than Spanish, and for communities with minority populations and/or low-income populations, the project team will partner with community-based organizations for assistance with communication/translation and to encourage attendance at public outreach events.

### Next Steps

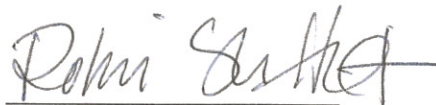
In March, the City will be sending out a statistically valid survey to selected households to achieve a random distribution across City Council Districts. Respondents will have the option of completing a printed, telephone, or online survey. Survey questions will solicit public input on park/program usage and satisfaction, parks and recreation programming needs, the distance residents are willing to travel to visit a park or facility, and the prioritization of actions that the City can take to improve the parks and recreation system. The public at-large will also have the opportunity to participate in a similar questionnaire as part of an online engagement opportunity through the website. The results of the survey will inform the assessment of community needs and priorities for facilities and programs, and highlight priorities and options to guide the visioning phase.

Project Information and key meeting dates for the San Diego's Parks Master Plan are available on the project website: [www.CityofSanDiegoParksPlan.com](http://www.CityofSanDiegoParksPlan.com)

Respectfully submitted,



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