

City of San Diego Parks Master Plan - Work Plan

Park and Recreation Board
February 15, 2018 Agenda

Information Item #201

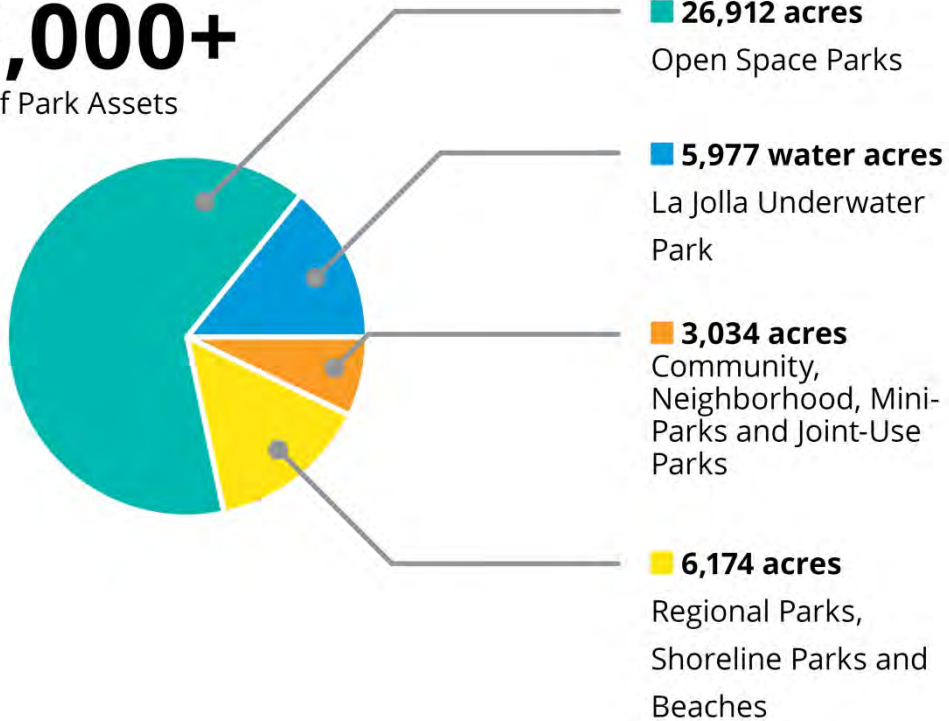
The Parks Master Plan (PMP)



- Three-year citywide planning effort to shape the future of parks, recreation facilities and programs for the next 20 years
- PMP Work Plan outlines goals, what we will study, schedule, and public outreach

San Diego Parks and Recreation Today

42,000+
Acres of Park Assets



57
Recreation Centers



3
Golf Complexes



13
Aquatic Complexes



7
Skate Parks



17
Off-Leash Dog Areas

Why is the PMP Needed?

- Changes in demographics and lifestyles are reshaping recreation needs
- The PMP is an opportunity to:
 - Define what a park is
 - Reexamine current service levels and park equivalency criteria
 - Identify needs and priorities for recreation programs
 - Research and identify sustainable funding sources



General Plan Goals

- Build on existing park system
- Achieve an equitable balance of recreational resources
- Adapt to future needs
- Keep pace with population growth
- Prepare a citywide, comprehensive Parks Master Plan



PMP Goals

- Guide acquisition, design, construction and programming
- Address park deficits
- Identify new park definitions and park equivalencies
- Identify implementation and funding strategies
- Promote parks and recreation facilities connectivity

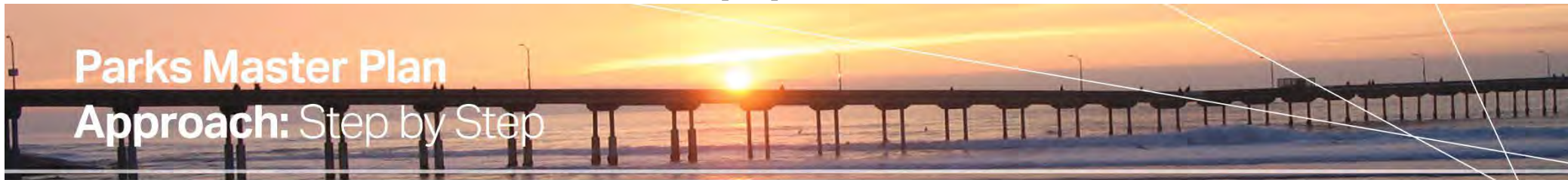


Project Schedule

- Three-year planning effort
- Four phases
 - Existing Conditions
 - Needs and Priorities
 - Envisioning
 - Implementing



Parks Master Plan Approach and Schedule



Project Timeline

FALL 2017 to SUMMER 2018 FALL 2018 to WINTER 2019 SPRING 2019 to FALL 2019 FALL 2019 to WINTER 2020

1 Learning Existing Conditions

Project Coordination

- Kickoff Meeting
- Data Review
- 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
- Smart Growth and Land Use 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
- Smart Growth and Land Use 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
- Smart Growth and Land Use 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
- Smart Growth and Land Use Council Committee
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Public Involvement Public Engagement is integrated into each step of the planning process

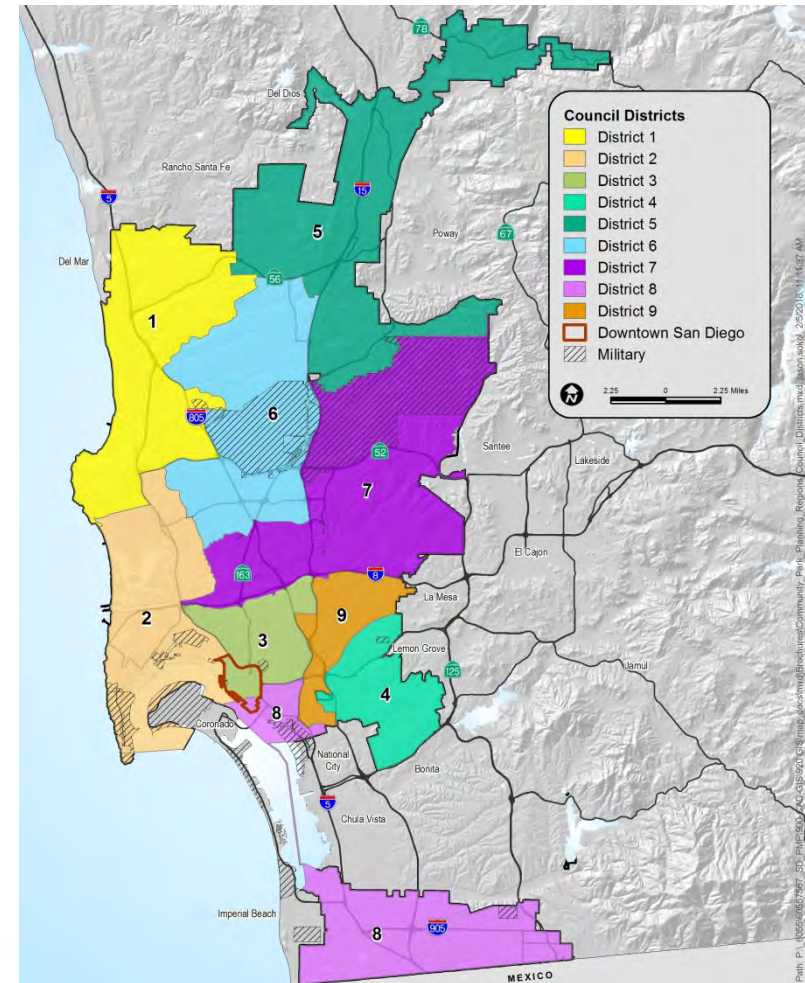
Phase 1: Learning Existing Conditions

- Current conditions and existing programs
- Demographic and population trends
- Lifestyle Analysis
- Climate Action Plan
- Value of Parks



Phase 2: Exploring Needs and Priorities

- Public Engagement
- Level of Service Analysis
- Recreation Program Evaluation
- Trends Analysis



Phase 3: Envisioning Parks Long-Range Planning

- Visioning Workshops
- Vision Statement
- Guiding Principles, Goals, and Policies
- Conceptual Parks System Vision Map



Phase 4: Implementing the Parks Master Plan

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



Policies



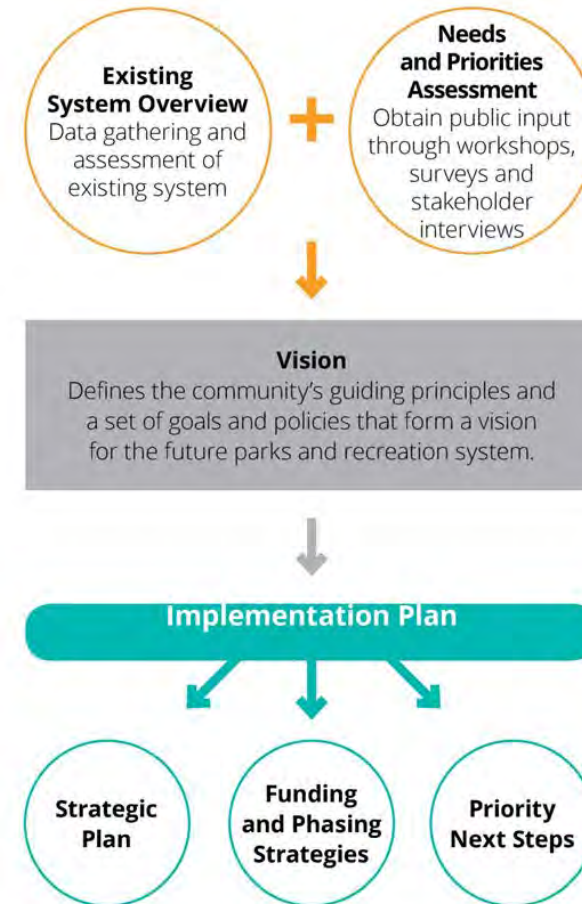
Funding



Initiatives



Actions



Public Outreach Effort

- Broad, citywide outreach
- Special considerations across City's diverse communities
- Workshops
- Stakeholder interviews
- Online activities
- Statistically valid survey
- Social media



Special Considerations for Outreach



- Using clear, simple language
- Accessible workshops in different regions of the city
- Spanish facilitators
- Partner with community organizations to get the word out

Next Steps

- Continue research on existing conditions
- Finalize Parks Master Plan Work Plan
- Demographics analysis
- Lifestyle analysis
- Launch of statistically valid survey



Project Website

cityofsandiegoparksplan.com



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The City of San Diego **PARKS MASTER PLAN**

GET ENGAGED

The City is preparing a citywide Parks Master Plan to help shape the future of Parks, Recreation Facilities and Programs for the next 20 years.

Working closely with the public through an engagement process the City will provide a plan with community and regional oriented solutions that will respect the unique character and diversity of San Diego.

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Information Item

San Diego Parks and Recreation Tomorrow

- **Relevant** – Meets changing needs and preferences of residents
- **Accessible** – Offers access to meaningful parks spaces or programs
- **Iconic** – Reflects unique qualities of City and its diverse communities
- **Sustainable** – Contributes to economic, social, environmental well-being
- **Equitable** – Provides parks and programs for all incomes, ages, backgrounds, abilities and geographic locations

