

City of San Diego Parks Master Plan Play Everywhere for Everyone

Park and Recreation Board
Information Item
November 21, 2019



Planning Department 

Parks Master Plan Play Everywhere for Everyone

- Interconnected parks
- Fosters social interactions and play
- Urban respite
- Enjoyable transportation options
- Increased urban tree canopy cover



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Parks Master Plan

Play Everywhere for Everyone

- Planning for parks in urbanized areas
- Transit supportive recreation
- Long-term master plan policy document
- Equity focused development
- Increased access



Parks Master Plan Schedule

Project Timeline

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

1 Learning Existing Conditions

Project Coordination

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

Existing Conditions Analysis

- Demographics Analysis
- Climate Action Plan Analysis and Summary
- Recreation Programs and Services Assessment

2 Exploring Needs and Priorities

Regional Workshops

- Stakeholder Interviews
- Online Activity

Quantitative Techniques

- Statistical Survey
- Benchmark Comparison
- Service Standards Analysis Analysis
 - Facility
 - Acreage
 - Access (facilities and activities)

Observational Techniques

- Recreation Program Evaluation
- Trends Analysis

3 Envisioning Long-Range Park Planning

Visioning Workshops

- Vision Statement
- Guiding Principles
- Goals and Policies

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**

Outreach Activities

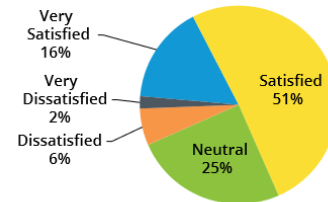
- Citywide statistically valid survey
- 10 Community Workshops
- 3 Visioning Workshops
- Stakeholders Interviews
- Popup Events/Standing Meetings
- 2 Online activities
- Briefings of advisory bodies



Statistically Valid Survey

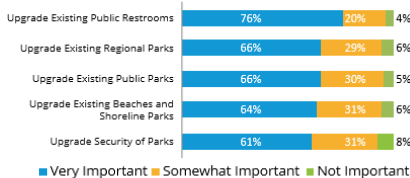
- 1,898 residents, approximately 15,000 households.
- Identified priorities for park, facility, and programming
- Investment priorities were similar citywide

Satisfaction with Facilities & Programs



Just over two-thirds (67%) of residents were satisfied or very satisfied with the City's Parks and Recreation Facilities/Programs

Top Capital Actions



High Priority Investments In Recreation Facilities:

1. Beaches And Shoreline Parks
2. Small Pocket Or Neighborhood Parks
3. Open Space/Trails
4. Off-leash Dog Parks
5. Aquatic Complexes (Swimming Pools)

High Priority Investments In Recreation Programming:

1. Fitness And Wellness Programs
2. Senior Adult Programs
3. Ranger Led Hikes/Nature Programs
4. Seasonal Special Park Events
5. Adult Sports Programs

Our Challenges

- Communities vary
- Growth in urbanized areas
- Funding and staffing limits
- Deferred capital reinvestment
- Shifting lifestyle and recreation trends



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Our Opportunities

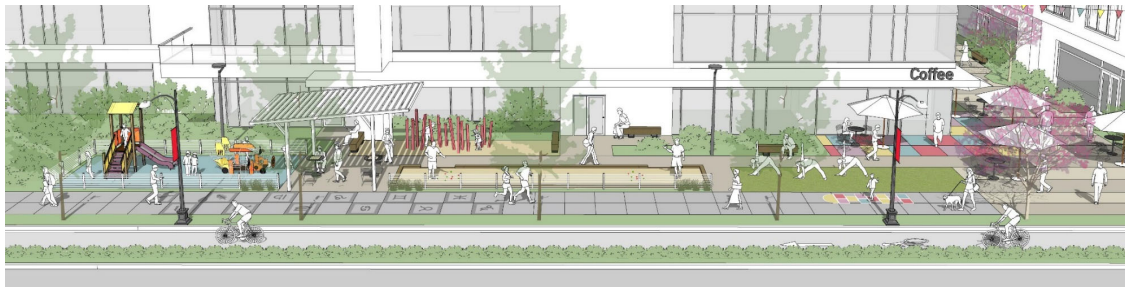
- Prioritize investments in areas of need
- Equity-focused programming
- Create a Citywide network
- Encourage innovative, active, sustainable spaces
- Enrich programming offerings
- Expand and diversify revenue



Opportunities within Urbanizing Areas

The PMP implements the Climate Action Plan and reduces VMTs by promoting active transportation recreational opportunities in TPAs and urban areas.

- Linear parks
- Green streets
- Protected cycle tracks
- Urban plazas
- Promenades
- Multi-use paths



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Park Standard

Where we started...

2008 General Plan acreage-based standard

- 2.8 acres of population-based park / 1,000 population
- Easily tracked
- Does not account equitably for access, quality of recreational experience, or development patterns



Park Standard

Where we're heading...

2020 Parks Master Plan Park Standard options:

- Maintain the 2008 General Plan acreage-based standard
- Update 2008 General Plan acreage-based standard to include Regional Parks
- Merge acreage-based metric with recreational value-based park standard
- Recreational value-based park standard



Equity and Access

2020 Parks Master Plan Park Equity Goals:

- Based on socioeconomic and community factors
- Guides investments and funding to underserved communities and parks

2020 Parks Master Plan Park Access Targets:

- Sets a reasonable walking distance to a meaningful recreation opportunity.
- 2 tiered system to account for density



Funding Options

Funding options include:

- Bond measures
- Quimby Act ordinance
- Development Impact Fee
- Park Fee
- Tax Measure
- Grants

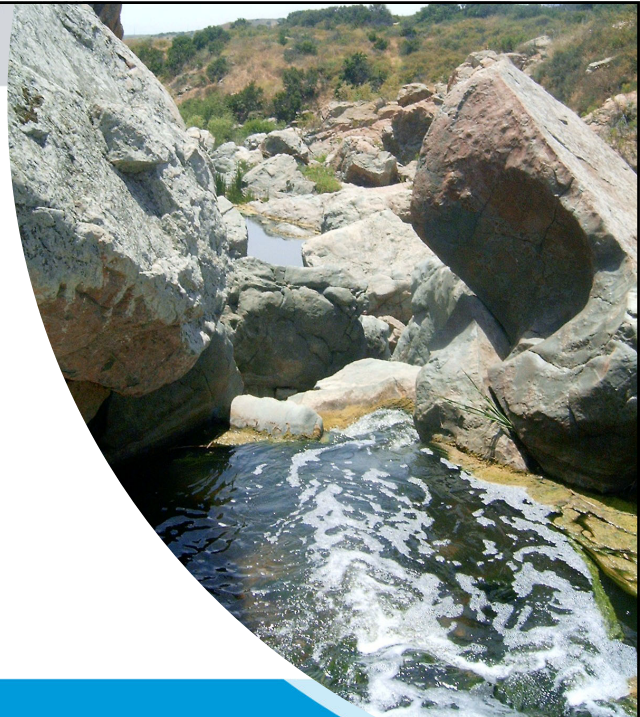


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Park Standards

City consultant evaluated best practices throughout the nation. Recommendations related to park funding included:

- Transition to a Citywide funding model
- Develop a new Citywide parks standard

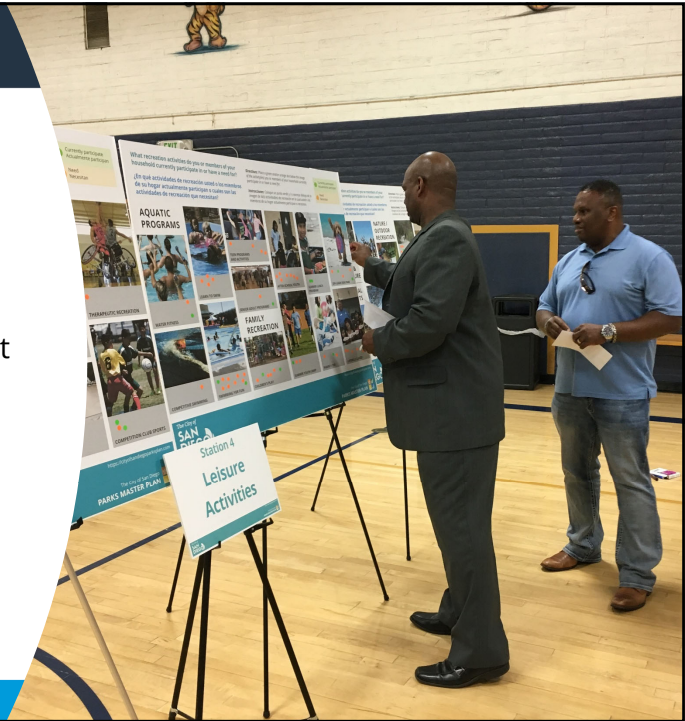


Park Impact Fees

Where we started...

Development Impact Fee

- Must be spent within the community it was collected
- Funds not always spent on parks
- Fees vary between communities



Park Impact Fees

Where we're heading...

City-wide Park Fee

- Enables faster and greater delivery of parks and recreation facilities
- Flexibility to target the greatest needs across the city



Thank you for your time

Questions?