

## Opportunity Fund Policy Development Outreach and Communication Plan

- Date:** July 11, 2022
- Goal:** The Parks and Recreation Department (Department) desires to obtain input from advisory groups and stakeholders in the development of the new Opportunity Fund Policy. The policy will outline the approval process and distribution of the new Opportunity Fund Fees to provide equitable recreation programs and services in communities of concern as identified in the fiscal year 2023 Parks and Recreation Department Fee Schedule, Parks Master Plan and Audit of Equity in Recreation Programs.
- Strategy:** The Department would bring an action request forward to the Area Committees, Park Board, Public Services and Livable Neighborhoods Committee and City Council
- Assigned Staff:** Andy Field, Director  
Tom Tomlinson, Assistant Director  
Sarah Erazo, Program Manager
- Areas of Concern:** Ensure the policy is aligned with municipal and state codes/statutes governing uses of public funds.
- Timeframe:** The Department would conduct outreach to various community organizations between August and October 2022 with a presentation to Park Board in October 2022 and City Council in December 2022.
- Background:** In accordance with the Parks Master Plan and the Performance Audit of Equity in Recreation Programming, the Department is identifying new ways to provide equitable programs. The revised fee schedule includes the fee to contribute to the Opportunity Fund, which is a mechanism to increase recreation opportunities in communities of concern as identified in the Climate Equity Index.
- The new Opportunity Fund fee is applied to permitted events, facility use by sports leagues, room and pool rentals, and on-going recreation-based business operations by commercial and non-profit entities. The Opportunity Fund will help the Department to offer equity-based recreation programs focusing on communities of concern.
- To ensure proper management, transparency and equitable use of the Opportunity Fund, the Department has drafted some preliminary concepts for a proposed policy. The concepts will be shared with community stakeholders via notices and public input workshops in an

effort to develop a policy that encompasses the priorities of our communities.

**Intended Outcomes:** Key outcomes include:

- Increase recreation opportunities in communities of concern
- Reducing barriers to recreation programs
- Improve program offerings and reduce costs to participants
- Make equitable investments in all communities

**Proposal:**

Develop a policy to outline management and allocation processes to allow for an unbiased, fair, and equitable distribution of the Opportunity Fund. To initiate the development of the policy the Department strategized some preliminary concepts for this proposed policy as well as an evaluation matrix for consideration. Some of these concepts include:

- Opportunity Fund proceeds would transfer into each RCF located in communities of concern as defined by the Climate Equity Index.
- As noted in the Recreation Equity Audit, staff should conduct a needs assessment for recreation programming for each community of concern; the Fiscal Year 2023 adopted budget contains initial resources to hire a consultant to conduct a needs assessment for some communities of concern.
- As community needs data becomes available and staff receives feedback from each Community Recreation Group (CRG), each Recreation Center Director will prepare preliminary program proposals that can be funded by the Opportunity Fund and supported by the CRG.
- The Recreation Services Program Manager will consolidate all requests for the Opportunity Fund each fall and determine whether requests can be accommodated within anticipated fund revenue.
- The Department will create a diverse Program Evaluation Committee to include job classifications such as Recreation Specialists and Management Analysts.

Through the workshop process, the Department will create an objective scoring process that can help determine which proposals may be funded. Potential scoring criteria may include:

- Available room at the site to conduct the program

- Uniqueness of program as compared to existing programs at the site
- Demand by the community for the program
- Target service group served by the program (youth, older adults, therapeutic recreation, etc.)
- Number of participants served by the program
- Uniqueness of program to avoid duplication of similar programs in adjacent recreation centers

**Key Tasks:**

**Outreach Letter.** The Department will initiate outreach via a letter to the following community stakeholders, including presentations, workshops, and/or letters requesting input. A list of organizations for outreach include:

- User groups including sports leagues
- San Diego Parks Foundation and other park-advocate nonprofit organizations
- Community Recreation Groups
- Area Committee I and II
- Park and Recreation Board

**Community Workshops.** The Department will host a series of public input meetings to present the proposed policy and request input. Workshops will be scheduled in August and September with one workshop per Council District. The location, date and time will be noticed in the outreach letter.

**Stakeholder Review and Consideration of Request.** Once notified, each community stakeholder group can consider the proposed Opportunity Fund Policy and shall notify the Department in writing of its recommendations. A final draft of the policy will be presented to the Area Committee and Park and Recreation Board in October 2022 for consideration.

**Opportunity Fund Policy Implementation.** If the City Council approves the proposed policy to manage the Opportunity Fund, the Department will proceed with the implementation of the policy, budgeting disbursements from the fund in Fiscal Year 2024 for use beginning July 1, 2023.

**Fiscal Impact:**

None.