

October 11, 2022

Subject: Proposed Opportunity Fund Policy Development

Dear Community Recreation Groups and Stakeholders:

In August 2021, the Parks Master Plan was approved which provides a mechanism for the Department to identify and address inequities in the park system so that everyone has equal access to safe, clean and thriving parks. With recommendations from City Council and the Parks Master Plan, the Department recognized a need to determine a funding source to support equitable programming across the City.

In addition to the Parks Master Plan, the Office of the City Auditor released the Performance Audit of Equity in Recreation Programs in November 2021. The audit contains five core findings that resulted in 16 recommendations for the Department to pursue. The findings of the audit discovered that the Department lacks resources to adequately support a strategic data driven approach to identify and evaluate community recreation needs, existing programs, marketing, language and financial barriers, thus limiting the Department's ability to effectively allocate resources and provide recreation programs more equitably across the City. The Department agreed with the findings and agreed to implement all recommendations.

Between 2019 and 2021, the Department retained a consultant and established a fee committee comprised of Department employees to evaluate the Department Fee Schedule and provide recommendations for changes which were approved by City Council on February 14, 2022, R-313898. A notable recommendation in the revised Fee Schedule was the implementation of new fees to support creation of the Opportunity Fund, which is intended to support the Department's efforts in offering equity-based programs in communities of concern. The Opportunity Fund fees are 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. Fees collected for the Opportunity Fund are retained in a special fund for future allocation.

To ensure proper management, transparency, and equitable use of the Opportunity Fund, the Department has drafted a proposed policy (Attachment A) to share with community groups and stakeholders in an effort to receive input and develop a policy that encompasses the priorities of our communities. Some key concepts in the proposed policy include:

- Opportunity Fund proceeds would transfer into each Recreation Center Fund (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 with 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:
 - Availability of facilities at the site to conduct the program
 - Size of recreation center and community served
 - Uniqueness of program as compared to existing programs at the site and area
 - 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

The intended outcomes in developing a policy to manage and allocate the Opportunity Fund is to increase recreation opportunities in communities of concern, reduce barriers to recreation programs, improve program offerings, and reduce costs to participants and make equitable investments in all communities. The City invites your organization to provide input on the development of the Opportunity Fund Policy. The City will be hosting in-person and virtual public input meetings on the following dates:

Meeting Type	Date	Time	Council District	Location
In-Person & Virtual	October 18, 2022	6:00 p.m.	9	City Heights Recreation Center: 4380 Landis St. San Diego, CA 92105
In-Person & Virtual	October 20, 2022	6:00 p.m.	8	Montgomery Waller Recreation Center: 3020 Coronado Ave. San Diego, CA 92154
In-Person & Virtual	October 25, 2022	6:00 p.m.	4	Martin Luther King, Jr. Recreation Center: 6401 Skyline Dr. San Diego, CA 92114
In-Person & Virtual	October 27, 2022	6:00 p.m.	7	Linda Vista Recreation Center: 7064 Levant St. San Diego, CA 92111

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Meeting Type	Date	Time	Council District	Location
In-Person & Virtual	November 7, 2022	6:00 p.m.	3	Golden Hill Recreation Center 2600 Golf Course Dr, San Diego, CA 92102
In-Person & Virtual	November 9, 2022	6:00 p.m.	2	Ocean Beach Recreation Center: 4726 Santa Monica Blvd San Diego, CA 92107
In-Person & Virtual	November 15, 2022	6:00 p.m.	5	Scripps Ranch Recreation Center: 11454 Blue Cypress Dr. San Diego, CA 92131
In-Person & Virtual	November 17, 2022	6:00 p.m.	1	Nobel Recreation Center: 8810 Judicial Dr San Diego 92122
Virtual Meeting	November 30, 2022	6:00 p.m.		Joint Area Committee Meeting
Virtual Meeting	TBA	2:00 p.m.		Park Board Meeting
In-Person & Virtual	TBA (target Jan 19)	TBA		Public Safety & Livable Neighborhoods Council Committee Meeting
In-person & Virtual	TBA (target Jan 30)	TBA		City Council Meeting

To be part of this effort, staff welcomes your organization's input and would appreciate a letter from your organization that outlines your support or objections to the proposed Opportunity Fund Policy. A final draft of the policy will be presented to the Area Committee and Park and Recreation Board in the late fall/early winter for consideration. Upon approval, the policy will be presented to the Public Safety and Livable Neighborhoods Council Committee followed by City Council for final approval.

If the City Council approves the proposed policy to manage the Opportunity Fund, the Department will proceed with the training and implementation of the policy and prepare the Fiscal Year 2024 Opportunity Fund budget for distribution beginning July 1, 2023.

Thank you for your participation in the development of this policy. We would like your responses to this request submitted to Recreation Services Program Manager Sarah Erazo at Serazo@sandiego.gov by January 1, 2023.

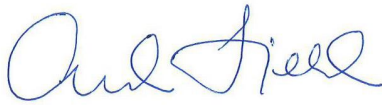
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If you have questions or would like additional information for your organization, please contact Ms. Erazo. If you have questions for me, please contact me at afield@sandiego.gov. We appreciate your ongoing support of the City's Parks and Recreation Department.

Sincerely,



Andy Field
Director
Parks and Recreation Department

AF:se

Attachments:

- A. Draft Opportunity Fund Council Policy
- B. Draft Opportunity Fund Objective Scoring Matrix

cc: Honorable Mayor Todd Gloria
Honorable Council President Sean Elo-Rivera
Honorable Council President Pro-Tem Monica Montgomery-Steppe
Honorable Councilmember Joe LaCava
Honorable Councilmember Dr. Jennifer Campbell
Honorable Councilmember Stephen Whitburn
Honorable Councilmember Marni von Wilpert
Honorable Councilmember Chris Cate
Honorable Councilmember Raul Campillo
Honorable Councilmember Vivian Moreno
Charles Modica, Independent Budget Analyst
Paola Avila, Chief of Staff, Office of Mayor Todd Gloria
Jay Goldstone, Chief Operating Officer
Kristina Peralta, Deputy Chief Operating Officer
Matt Vespi, Chief Financial Officer
Rolando Charvel, Director, Department of Finance
Park and Recreation Board Members
San Diego Parks Foundation
Community Planning Groups
Community and Neighborhood Associations
Parks and Recreation Department Unclassified Leadership Team