



REPORT

THE CITY OF SAN DIEGO TO THE PARKS AND RECREATION BOARD

DATE ISSUED: October 09, 2023

REPORT NO.: 202

ATTENTION: Parks and Recreation Board
Agenda of October 19, 2023

SUBJECT: Parks and Recreation Webpage Update

SUMMARY

THIS IS AN INFORMATION ITEM ONLY. NO ACTION IS REQUIRED ON THE PART OF THE BOARD.

This report outlines updates being made to the City of San Diego Parks and Recreation website, aimed at enhancing public engagement and accessibility. The focus of the presentation will be on introducing a new StoryMap Collection, designed to provide detailed information about the parks, facilities and amenities available. This interactive tool aims to facilitate easy navigation for the public where they can learn more about parks, what they offer and promote community involvement.

BACKGROUND

The City of San Diego Parks and Recreation recognizes the importance of providing comprehensive and user-friendly information to the public. With the increasing reliance on digital platforms, it is important to enhance the website's functionality. In response, the Asset Management division has developed a StoryMap Collection, a dynamic and visually engaging way to present information about the parks and recreational facilities.

DISCUSSION

The primary objective of this presentation is to introduce the StoryMap Collections to the Park Board. This interactive feature on the website will allow users to explore our parks and facilities seamlessly. The StoryMap Collection offers:

1. Detailed Park Information
 - a. The StoryMap Collection will feature dedicated pages for various categories of parks, including community and neighborhood parks, sports facilities and more. Each StoryMap will have interactive, clickable links that lead users to detailed information about individual parks within that category.
2. Facility Amenities
 - a. Users can easily find information about specific facilities, such as sports fields, playgrounds, and community centers, along with their respective amenities

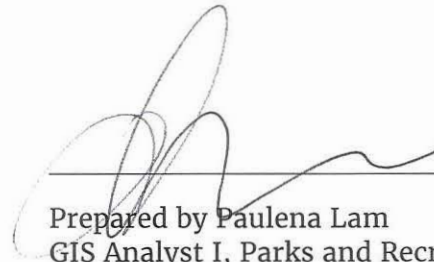
3. Interactive Maps
 - a. Interactive maps will assist visitors in locating parks by available amenities or by a location near them, making it convenient for residents and tourists alike to find recreational spaces in their vicinity.
4. Engaging visuals
 - a. The StoryMap format incorporates visuals, such as images and videos, to showcase the beauty of our parks and facilities.
5. Community Engagement
 - a. The StoryMap Collection serves as a tool to encourage a sense of community and active participation. Through this platform, residents can not only discover information about parks and programs but also actively engage with the community through program participation, community events and the ability to provide feedback and suggestions to improve.

By presenting this StoryMap Collection, we are seeking the Board's feedback. We believe that this initiative will enhance public awareness, engagement, and utilization of our parks and recreational facilities.

Respectfully submitted,

Michelle Abella-Shon

Michelle Abella-Shon
Program Manager, Parks and Recreation



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Attachment:

Weblink to StoryMap Collections

<https://webmaps.sandiego.gov/portal/apps/storymaps/collections/59f80edf3b6d40b7b8e30cdaf7e9304d>