



# MASTER

# PLAN



Jurupa Area  
**RECREATION & PARK**  
District



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# Executive Summary

This executive summary is provided to illustrate key portions of the Parks and Recreation Master Plan (Master Plan or Plan). To create a thorough understanding of the process and research, each section should be reviewed, including the appendix documents containing much of the data used to develop the Plan.

## The Purpose of the Master Plan

This is the first master plan proposed for adoption that is based almost completely on community input since the Jurupa Area Recreation & Park District's (JARPD)'s inception in 1984. The plan is a road map, along with other local and regional planning documents intended to guide the department over the next 10 years and beyond. The JARPD is a progressive parks and recreation agency in a changing community, and this master plan presents the current state as a snapshot in time. The plan was completed in 2023 and 2024 and is recommended to be updated every five years. The master plan process was branded to engage residents to participate by sharing needs and desires (See Figure 1).

## Implementing the Master Plan

Much effort went into helping to ensure the Plan was laid out to promote implementation. Although a technical document by nature, the intent was for the Plan to be easily read and understood and for recommendations to be put into action. The final section of the Plan includes best practices for implementation.

## The Planning Process

Developing the Plan began with a strategic kickoff meeting on June 7, 2023, and took 16 months to complete. The project was undertaken by district leadership and staff, community members, and regional partners. The consulting team was led by the national management firm, BerryDunn, assisted by RRC and Associates, a national survey research firm, Kimley-Horn, a landscape architecture firm with a specialization in parks and recreation planning, and CASp, an ADA facilities access firm. A collaborative approach was taken that helped to create a plan based on local knowledge of staff, community members, and consultant expertise. More so, the plan has its origin in engagement with the district community. Each section of the plan was grounded in community engagement.

**Figure 1: Branding the Parks and Recreation Master Plan**



Development of this plan included the following tasks (also see Figure 2):

- Document collection and review
- Demographics and trends analysis
- A community engagement process
- A needs assessment survey
- An online engagement opportunity
- An organizational and financial analysis and Identification of potential funding opportunities
- A facilities assessment that included an Americans with Disabilities access study for selected facilities
- A maintenance and operations analysis
- A park and open space inventory and level of service analysis
- A trails plan, in partnership with the City of Jurupa Valley, undertaken simultaneous to the master planning effort, as an independent planning document
- Recommendations: key foundations, guiding principles, goals, strategies, actions, and a project list

Figure 2: The Key Elements of the Planning Process

## Strategic Master Planning Process



### Engaging Residents of the JARPD

Many district residents and key stakeholders played an integral role in assisting in the development of the Plan. Over the course of the project, it is estimated that more than 3,000 community members provided input, with a majority coming from the online engagement platform and the needs assessment survey. Overall,

8,581 community touch points helped to shape the plan. District residents visited the project’s Social Pinpoint website, shared priorities by taking part in a focus group or intercept activity, or completed a survey. To help confirm the results from the public engagement process, two open house events were held, inviting additional comments.

#### Community Engagement by the Numbers

Participation in five categories of engagement were completed as follows:



**142**

Stakeholders, Focus Groups and Public Forums



**552**

Needs Assessment Survey



**1,664**

Digital Outreach (6,450 site visits)



**1,437**

Priority Dots Deployed at Open House and Intercept Events



**7**

Internal Engagement (Staff Input)

Figure 3: Community Engagement by Category

## Parks Level of Service (LOS) Summary

Access to park spaces within a ten-minute walk is a district goal and a best practice. Currently, 68% of JARPD residents achieve this goal with varying levels of service, and 21% live within a ten-minute walk of a park offering a high-quality experience with four or more components (see Figure 4). Additionally, 57% of all residents are within one-mile of a park that provides high levels of service. Gap areas are illustrated in Figure 5, and Table 1 details the walkable gap areas cross-referenced with population, median household income, diversity, and crime index for non-service areas. See Appendix 6 that details walkable gap areas for low service areas. This map is designed to assist with prioritization and decision-making based on these equity criteria. The map provides numbers identifying the area to help illustrate the equity criteria.

Figure 4: Walkable Access to Outdoor Recreation Opportunities Within a 10-Minute Walk

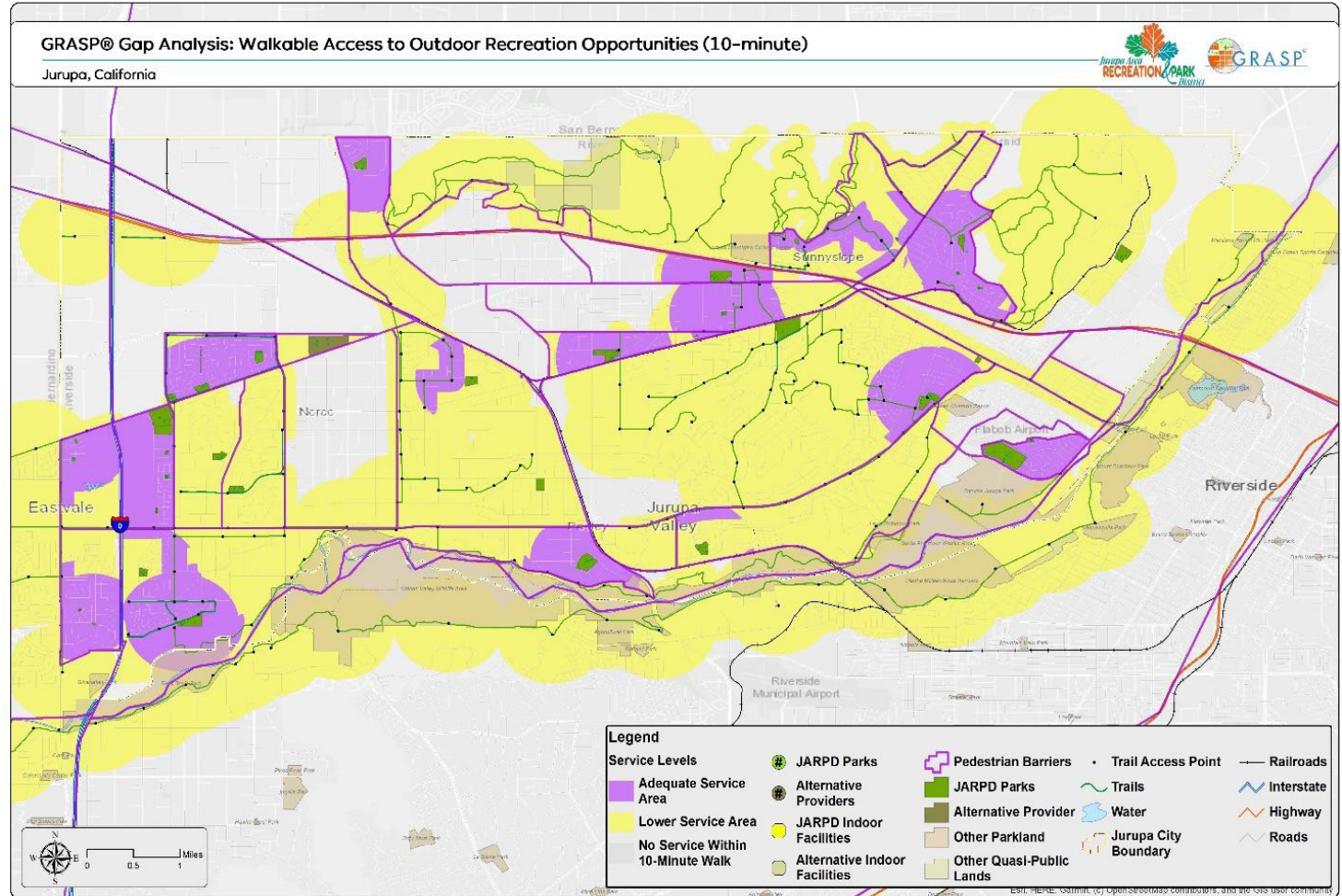
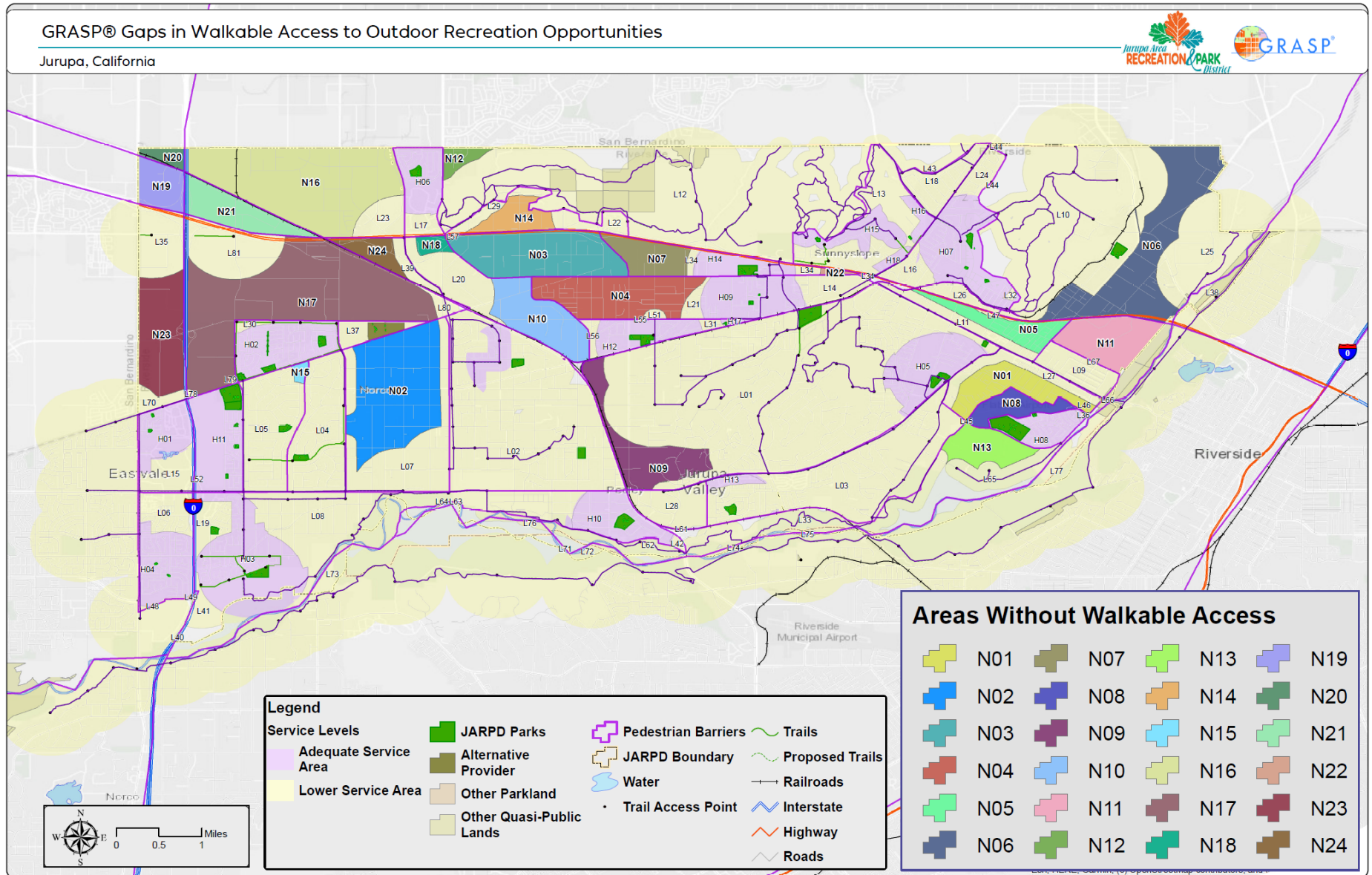




Figure 5: Walkable Gap Areas and Equity Criteria



**Table 1: Walkable Gap Areas Equity Criteria**

| Initial        | Map ID | Average    | 2023       | 2023            | 2023 Median      | ACS           | 2023        |
|----------------|--------|------------|------------|-----------------|------------------|---------------|-------------|
| Prioritization |        | LOS        | Population | Diversity Index | Household Income | Poverty Index | Crime Index |
| High           | N01    | No Service | 4,571      | 61.9            | \$56,889         | 165           | 96          |
| High           | N02    | No Service | 4,438      | 71.8            | \$64,679         | 96            | 108         |
| High           | N03    | No Service | 3,785      | 68.7            | \$83,141         | 186           | 129         |
| High           | N04    | No Service | 2,874      | 76.6            | \$76,464         | 118           | 131         |
| High           | N05    | No Service | 2,436      | 69.7            | \$39,159         | 219           | 125         |
| High           | N06    | No Service | 1,732      | 75.7            | \$83,498         | 128           | 235         |
| Medium         | N07    | No Service | 1,134      | 77.8            | \$83,155         | 40            | 121         |
| Low            | N08    | No Service | 1,017      | 82.8            | \$93,661         | 47            | 105         |
| Medium         | N09    | No Service | 970        | 85.1            | \$116,974        | 31            | 124         |
| Low            | N10    | No Service | 744        | 75.6            | \$81,288         | 134           | 159         |
| Low            | N11    | No Service | 412        | 73.5            | \$43,025         | 169           | 168         |
| Medium         | N12    | No Service | 334        | 85.6            | \$82,160         | 33            | 100         |
| Low            | N13    | No Service | 220        | 75.9            | \$48,072         | 143           | 173         |
| Low            | N14    | No Service | 174        | 85.6            | \$81,912         | 36            | 100         |
| Low            | N15    | No Service | 159        | 83.1            | \$111,853        | 0             | 142         |
| Low            | N16    | No Service | 70         | 85.8            | \$82,188         | 67            | 235         |
| Low            | N17    | No Service | 52         | 88.6            | \$150,000        | 0             | 269         |
| Low            | N18    | No Service | 11         | 84.5            | 0                | 0             | 163         |
| Low            | N19    | No Service | 4          | 87.5            | 0                | 0             | 269         |
| Low            | N20    | No Service | 0          | 0               | 0                | 0             | 0           |
| Low            | N21    | No Service | 0          | 0               | 0                | 0             | 0           |
| Low            | N22    | No Service | 0          | 0               | 0                | 0             | 0           |
| Low            | N23    | No Service | 0          | 0               | 0                | 0             | 0           |
| Low            | N24    | No Service | 0          | 0               | 0                | 0             | 0           |

The diversity, poverty, and crime index data shown in Table 1 were derived from ESRI data for 2023, using the following methodology:

- Diversity index - Esri's diversity Index captures the racial and ethnic diversity of a geographic area in a single number, from 0 to 100. The

diversity Index allows for efficient analysis and mapping of seven race groups that can be either of Hispanic or non-Hispanic origin—a total of 14 separate race/ethnic groupings

- Poverty index - The ACS is an ongoing survey providing single-year poverty estimates for

geographies with populations of 65,000 or greater and estimates for five-year periods at all geographies

- Crime Index - Esri’s Crime Indexes data incorporates information from the AGS national crime risk database that is based on an extensive analysis of several years of crime incidents reported by most U.S. law enforcement jurisdictions. The crime indexes

database includes standardized indexes for a range of serious crimes against both persons and property. The data is available at multiple geographies down to the block group level

In all three indexes shown, the higher the index number, the higher the impact and prioritization may be. In the table, green shows a lower placement on an index while red shows a higher placement.

### Americans with Disabilities Act (ADA) Park Access Study

As part of the master planning process, regulatory access to recreation facilities was reviewed. In 2023, CASp conducted a physical evaluation of three selected recreation facilities. The scope of CASp’s work focused solely on analyzing the physical environment for barriers as defined by the ADA and the California Building Code. The findings provide a thorough report of access barriers for each facility, including detailed descriptions and photos of the encountered barriers. Two recreation facilities, the Skyview Events Center and the Jurupa Community Center, were not assessed; Skyview is a new facility, and JCC is scheduled for renovation. The full report, provided to the department as a staff document, identified 309 access barriers. Of the deficiencies, 25 are considered high-priority for mitigation (see Table 2).

Table 2: Barriers and Priority for Mitigation in JARPD Facilities

| Impact of Barriers on Access |  |
|------------------------------|--|
| Barrier Rating               | Number of Barriers in the Three Facilities |
| High Impact                  | 25   |
| Medium Impact                | 261  |
| Low Impact                   | 20   |
| N/A (Informational Only)     | 03   |
| <b>Total</b>                 | <b>309</b>                                 |



## Master Plan Goals and Strategies

In addition to 15 guiding principles identified in the Plan, four goals are identified, each with strategies and action items. The actions formed the basis for

a project list and were identified as low, medium, and high priorities.

### Goal 1: Provide, Expand, and Maintain Safe Parks, Trails, and Facilities

**STRATEGY 1.1:** Maintain the district's current LOS for park acreage

**STRATEGY 1.2:** Improve safety and security in all parks

**STRATEGY 1.3:** Maintain and expand opportunities for walking, hiking, and horse riding within the district

### Goal 2: Provide and Maintain Equitable Access to Parks, Trails, Open Spaces, Facilities, and Programs in the District

**STRATEGY 2.1:** Expand access to recreation opportunities

**STRATEGY 2.2:** Improve access to parks within a 10-minute walk from residents' homes

**STRATEGY 2.3:** Mitigate ADA barriers that limit access to recreation opportunities

**STRATEGY 2.4:** Consider improvements that enable equestrian access to trails and facilities

**STRATEGY 2.5:** Focus on parks, programs, and activities that meet the needs of residents who identify as Hispanic

**STRATEGY 2.6:** Address recreation facility needs

### Goal 3: Maintain and Improve the Quality of Experiences Offered in Parks and Facilities

**STRATEGY 3.1:** Improve and expand park components where needed

**STRATEGY 3.2:** Maintain parks efficiently and at an adopted LOS standard

**STRATEGY 3.3:** Address deficiencies in park components and comfort amenities where appropriate

**STRATEGY 3.4:** Address needs for recreation programs and activities

### Goal 4: Efficiently and Sustainably Deliver a Resilient System of Parks and Recreation Services

**STRATEGY 4.1:** Increase the district's investment in parks and recreation

**STRATEGY 4.2:** Adopt a long-term strategy for staffing and funding

**STRATEGY 4.3:** Increase residents' level of familiarity with JARPD and district branding; improve communication with residents

**STRATEGY 4.4:** Promote relationships with regional partners to deliver parks and recreation services



# **SECTION: 1**

## Developing the Master Plan

Developing the master plan was accomplished by a combination of staff, community members, and the BerryDunn consulting team, assisted by RRC Associates (a national survey firm), Kimley-Horn (a national landscape architecture firm), and CASp (a firm that specializes in assessing access to parks and facilities for individuals with disabilities in California).

The consultants applied input of staff, many community members, and elected members of the District Board of Directors when considering findings and recommendations for the Plan. The master plan will set the course for future updates as the district's mission and community evolves.

The key elements of the planning process are illustrated in Figure 6 and included:

- A review of many current and past planning documents
- A demographics and trends analysis
- A robust community engagement process
- A complete park inventory and LOS analysis)
- An organizational and financial analysis that included assessments of new potential funding opportunities
- A maintenance and operations analysis
- A facilities structural assessment including an ADA compliance survey
- Development of a set of recommended guiding principles, goals, strategies, actions, and projects to include in future capital improvement plans.

**Figure 6: Key Elements of the Planning Process**

## Strategic Master Planning Process



The master plan began in June 2023 and took 16 months to complete. During the planning process, the consultants supported the district to coordinate engagement activities and worked to complete a trails and pathways plan simultaneously.

Communication between the consultants and the district’s general manager and staff greatly assisted to make the master plan possible. Communication included biweekly project management check-in meetings and multiple input opportunities for the community that included project updates and status. The project was branded to promote engagement (see Figure 7).

**Figure 7: Branding the Parks and Recreation Master Plan**



## The Principles of the Master Plan

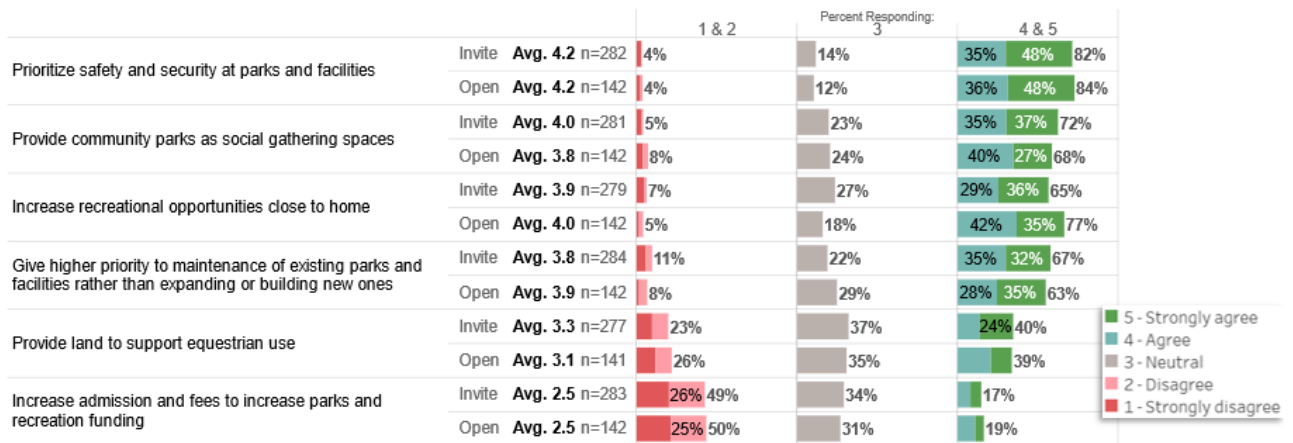
The needs assessment survey respondents provided guidance as to what the plan should focus on. They are provided in Figure 8. The principles were considered throughout the planning process.

Figure 8: Principles of the JARPD Master Plan

# PRINCIPALS OF NEW MASTER PLAN

Prioritization of safety and security at parks and facilities is heavily agreed upon as an important principle that should guide the new master plan along with providing community parks. Nearly half of both samples disagree or strongly disagree in increasing admission and fees to increase parks and recreation funding.

To what extent do you agree or disagree that each of the following is an important principle that should guide JARPD as it creates a new master plan to address the challenges it faces?



Source: RRC

29

## The JARPD Profile

The district was formed in 1984 and encompasses areas of Jurupa Valley and Eastvale. The district is located northeast of Anaheim, southwest of San Bernardino, and approximately 12 miles from the Ontario International Airport. Located in Riverside County, the district provides residents with well-maintained parks and is home to the new Skyview Events Center.

The JARPD operates and maintains 29 neighborhood parks, 7 community parks, and two

special use parks that collectively cover 224 acres of active and passive parks. There are 1.9 acres of parkland for each 1,000 district residents.

## The District's Charter

The JARPD charter is to provide parks and recreational facilities for current and future families in the 91752 and 92509 ZIP code areas. As the district grows, development of a mission, vision, and values statements may serve the district well.



## Related Planning Efforts and Integration into the Master Plan

It was important that the planning process acknowledge the most applicable previous planning efforts. The background review added perspective that was used throughout development of the Plan. The following background documents were reviewed:

### California SCORP–2021–2025

The California Statewide Comprehensive Outdoor Recreation Plan (SCORP) provides a strategic framework for enhancing outdoor recreation opportunities across the state. While it addresses statewide goals and initiatives, it provides necessary practices for all parks and recreation agencies with implications for the JARPD and can be summarized as follows:<sup>1</sup>

#### ENHANCEMENT OF RECREATIONAL FACILITIES:

- **Development and Maintenance:** SCORP emphasizes the importance of developing and maintaining high-quality recreational facilities. For Jurupa Valley, this could mean increased funding and support for local parks, trails, and recreational centers.
- **Accessibility Improvements:** Enhancing accessibility to help ensure all residents have access to outdoor recreation.

#### COMMUNITY ENGAGEMENT:

- **Public Input and Participation:** Encouraging community involvement in the planning and development of recreational spaces. Jurupa Valley can benefit from initiatives that solicit resident feedback to better tailor facilities and programs to local needs.
- **Educational Programs:** Promoting outdoor educational programs that engage youth and foster a connection to nature and physical activity.

#### SUSTAINABILITY AND CONSERVATION:

- **Environmental Stewardship:** Emphasizing the protection and preservation of natural resources. In Jurupa Valley, this could involve initiatives to protect local habitats and green spaces from urban encroachment.
- **Sustainable Practices:** Implementing sustainable practices in the development and maintenance of recreational areas, such as using environmentally friendly materials and promoting conservation efforts.

#### HEALTH AND WELLNESS:

- **Active Lifestyles:** Promoting outdoor activities to improve public health. Jurupa Valley can focus on creating programs and spaces that encourage physical activity, such as walking and biking trails.
- **Mental Health Benefits:** Highlighting the mental health benefits of outdoor recreation, which can lead to the development of serene, natural areas for relaxation and stress relief.

#### EQUITY AND INCLUSION:

- **Inclusive Access:** Working to ensure that outdoor recreational opportunities are available to all demographics. Jurupa Valley can work on bridging gaps in recreational access within the city.
- **Affordability:** Keeping recreational activities affordable for all residents, potentially through subsidized programs, scholarships, or free community events.

#### ECONOMIC BENEFITS:

- **Boosting Local Economy:** Recognizing the economic benefits of well-maintained recreational areas, such as attracting tourism and supporting local businesses, JARPD promotes economic growth through increased visitation to its parks and recreational sites.

<sup>1</sup> Summarized from the California S.C.O.R.P. report 2021–2025

### FUNDING AND PARTNERSHIPS:

- **Grant Opportunities:** Leveraging state and federal grants to fund local projects. JARPD can continue to apply and receive grants to support the development and enhancement of its outdoor recreational facilities.
- **Public-Private Partnerships:** Encouraging collaborations between the public sector and private entities to develop and maintain recreational spaces.

### SCORP Trends and Outdoor Recreation Participation

The SCORP provides data and trends on outdoor recreation participation across the state. While it may not have specific data exclusively for Jurupa Valley, trends and participation levels relevant to the region can be inferred by looking at broader state and regional data.

A summary of the relevant participation data and trends from the SCORP that can be applied to the JARPD is as follows:

### POPULAR OUTDOOR ACTIVITIES:

- **Walking and Hiking:** These are among the most popular activities statewide, with high participation rates across all age groups. In Jurupa Valley, the Santa Ana River Trail and local parks likely see significant use for these activities.
- **Biking:** Bicycling is also popular, especially in areas with well-developed trail systems. Jurupa Valley's efforts to connect trails and create bike-friendly routes align with this trend.

### YOUTH AND FAMILY RECREATION:

- **Playgrounds and Sports:** Playgrounds, team sports, and other family-oriented recreational activities have high participation rates. Jurupa Valley's parks, which include facilities for sports like soccer and baseball, are essential for meeting these needs.
- **Swimming and Water Activities:** Swimming remains a favored activity, indicating a demand for well-maintained public pools and aquatic centers in Jurupa Valley.

### NATURE AND ENVIRONMENTAL ACTIVITIES:

- **Wildlife Viewing and Nature Walks:** Activities that involve experiencing nature, such as bird watching and nature walks, are increasingly popular. Jurupa Valley's open spaces and natural areas provide excellent opportunities for these activities.
- **Camping and Picnicking:** These activities show strong participation, suggesting the importance of maintaining and enhancing areas like campgrounds and picnic sites within and around Jurupa Valley.

### BARRIERS TO PARTICIPATION:

- **Access and Proximity:** One of the main barriers to outdoor recreation is the lack of nearby facilities. The City of Jurupa Valley's General Plan aims to address this by expanding and connecting parks and recreational spaces to work to ensure accessibility for all residents.
- **Affordability:** Cost can be a barrier, especially for lower-income families. Working to help ensure that recreational programs and facilities remain affordable or free is critical for broad participation in JARPD programs and activities.

By considering these statewide trends and participation data, Jurupa Valley can better tailor its recreational offerings to meet the needs and preferences of its residents, promoting a more active and engaged community. By aligning with the goals and strategies outlined in the SCORP, JARPD can enhance its recreational offerings, working to ensure they meet the needs of the community while promoting health, sustainability, and economic growth.

### The City of Jurupa Valley General Plan

While the district operates autonomously and independent of the City of Jurupa Valley, the city is an important partner in the delivery of parks and recreation services. The General Plan emphasizes the importance of park and recreation, fostering community well-being and enhancing quality of life. The plan outlines the city's commitment to providing a diverse range of recreational facilities and programs that cater to all ages and interests. This includes the development, maintenance,

and improvement of parks, trails, and open spaces to work to ensure they are safe, accessible, and well-equipped to meet the community’s needs. The General Plan acknowledges the district as a provider of parks and recreation services for city residents.

A key aspect of the General Plan is the focus on expanding and connecting the city’s network of parks and recreational areas. This involves creating green corridors and multiuse trails that link neighborhoods, schools, and commercial areas, promoting active transportation and outdoor activities. The plan also emphasizes the preservation of natural landscapes and habitats, integrating them into the recreational infrastructure to provide both ecological and recreational benefits.

The General Plan also highlights the importance of community engagement and partnerships in the development and management of recreational facilities. It encourages collaboration with local organizations, schools, and businesses to support recreational programs and events. Additionally, the plan calls for regular assessment and community

feedback to help ensure the recreational needs of all residents are met, fostering an inclusive environment that supports health, wellness, and community cohesion.

The General Plan sets out policies with potential implications for the JARPD. While the JARPD operates independent of the City of Jurupa Valley, there are many policies that may inform the district in its practices. Some of the most relevant policies and their applicable sections are listed here.

**COMMUNITY SAFETY, SERVICES AND FACILITIES**

- 2.33 Facilities
- 2.36 Users
- 2.37 Historical Sites

**ENVIRONMENTAL JUSTICE**

- 3.13 Joint Use

**CONSERVATION AND SPACE**

- 8.3 Conversion/replacement of park space

**Jurupa Community Services District Master Plan**

This nationally accredited special district supports Eastvale and has some overlap with the JARPD. As a result, understanding the Jurupa Community Services District’s (JCSD) Master Plan can add context on regional recreation and parks needs and desires.

The JCSD Parks & Recreation Master Plan was originally created in 2012 and last updated in 2019. The master plan is the road map for the JCSD’s delivery of parks and recreation services.

**THE PLAN LISTS THE FOLLOWING PARKS AT THE TIME OF PUBLICATION:**

- |                        |                        |                         |                           |
|------------------------|------------------------|-------------------------|---------------------------|
| • American Heroes Park | • Half Moon Park       | • Mountain View Park    | • Symphony Park           |
| • Cedar Creek Park     | • Harada Heritage Park | • Orchard Park          | • Eastvale Community Park |
| • Dairyland Park       | • James C. Huber Park  | • Providence Ranch Park |                           |
| • Deer Creek Park      | • McCune Family Park   | • Riverwalk Park        |                           |

The background of the page is a teal-tinted photograph of a park pavilion. The pavilion has a large, multi-tiered roof supported by several wooden posts. In the foreground, a person is sitting on a wooden bench, looking towards the pavilion. The overall scene is bright and sunny, with shadows cast on the ground.

## **SECTION 2:**

# Community Profile

## Demographics

The JARPD demographic profile was developed to provide an analysis of household and economic data in the area, helping to understand the historical and projected changes that might impact the community. The demographics analysis offers insight into the potential market for the community’s parks, trails, and recreation programs and services by highlighting where and how the community will change.

### Sources

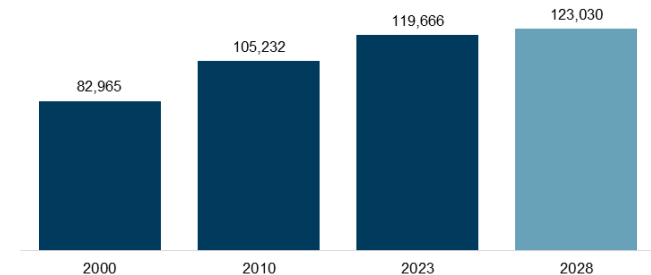
Population, age distribution, income, race/ethnicity, and other household characteristics referenced throughout this report were sourced from ArcGIS Business Analyst, utilizing the U.S. Census data with estimates generated in August 2023. District boundaries were used as the geographic area for this study. Additional comparisons to the State of California (CA) and the United States were provided where applicable for additional context.

### Population Growth

The population in the district was estimated at 119,666 in 2023. That is nearly an increase of 37,000 from 82,965 in the year 2000. Future projections indicate the district will continue with a

steady growth to reach a population of 123,030 by 2028 (Figure 9).

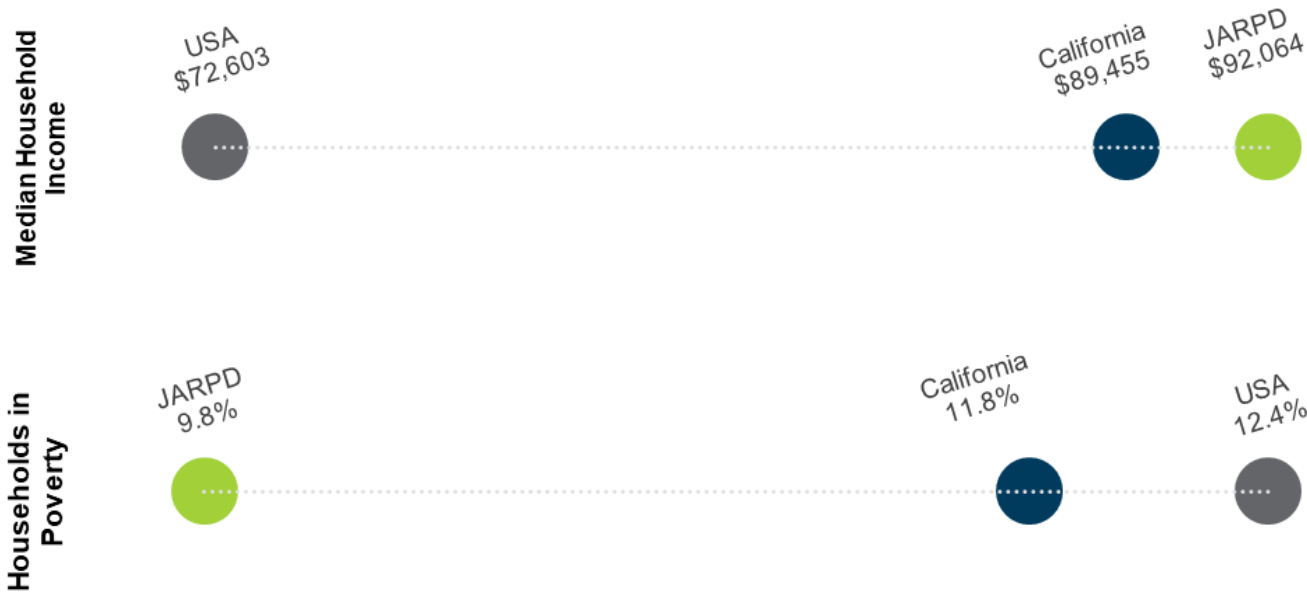
**Figure 9: Population Growth (2000 to 2028)**



### Household Characteristics

The household characteristics in the district indicate the community earns a slightly higher median household income than California (Figure 10). Less than 10% of the population lives below the federal poverty line, and the median household income is higher than both California and the United States. The poverty guideline is dependent on the average household size, which is 3.5 in the district (income below \$25,000).

**Figure 10: Household Characteristics (2023)**

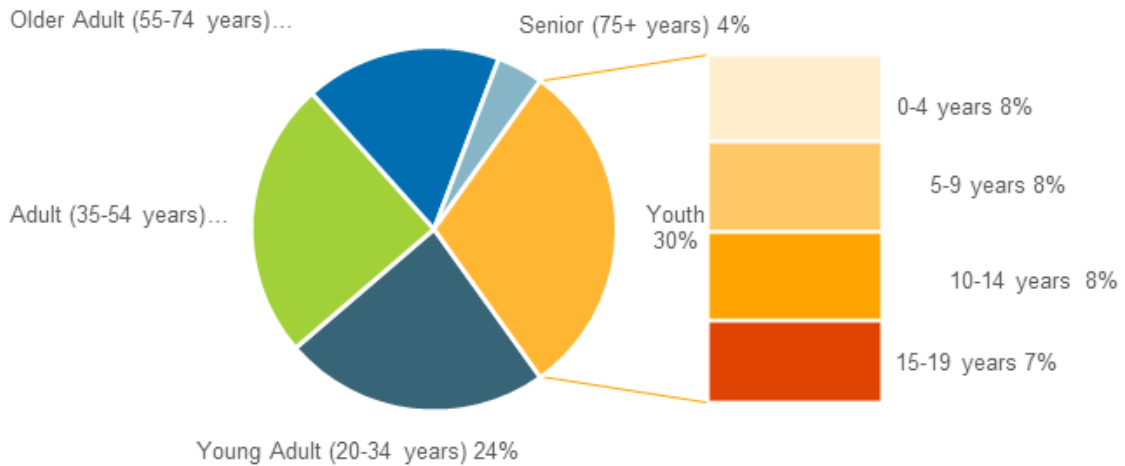


## Age Distribution

The median age of residents in the district was 33 years old, younger than the 2023 median age in California (37) and the median age in the U.S. (39). The age groups making up the largest percentage

of the population in the district were youth (0–19 years) at 30%, adult (35–54 years) at 25%, and young adults (20–34 years) at 24%.

Figure 11: Age Distribution (2023)<sup>2</sup>

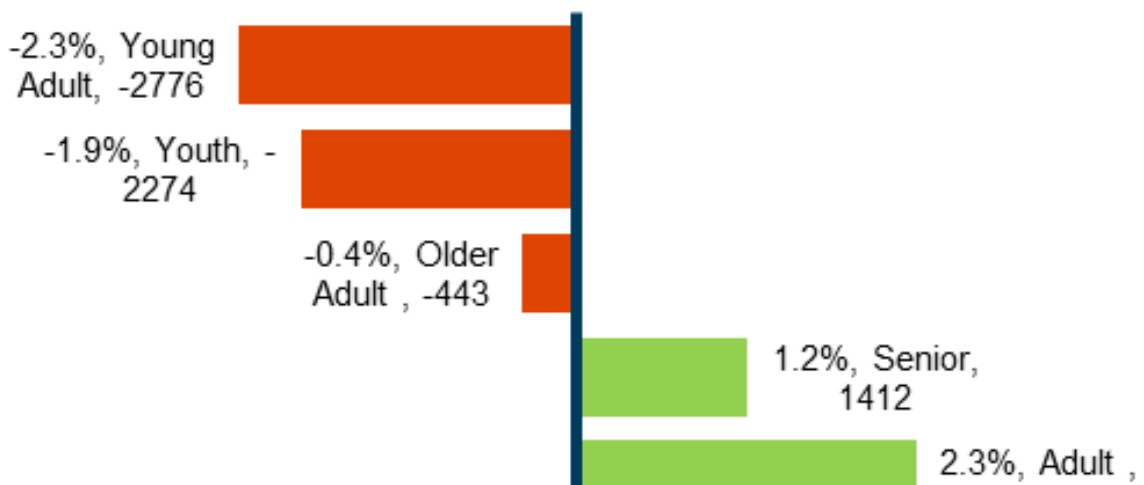


## Age Change Projections

Over the next five years, the age groups of youth, young adults, and older adults are expected to decline slightly within the district, while the age

groups of adult and seniors are expected to grow up to 2.3% in the next five years.

Figure 12: Projected Age Change Over Time (2023–2028)



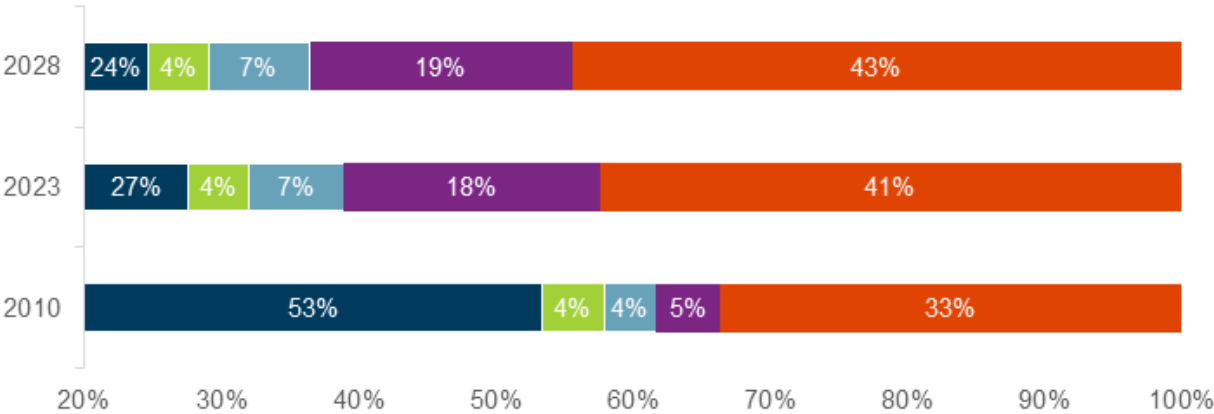
<sup>2</sup> The youth population breakout sums to 31% due to rounding

### Racial Diversity

The district is becoming increasingly more diverse overtime. From 2010 to 2023, the white population decreased from 53% to 24% - a drop of 29%. Those identifying as “two or more races” increased

14%. Those identifying as being of Hispanic origin (regardless of race), collectively are anticipated to increase from 64% to 71% from 2010 to 2028.

Figure 13: Racial Diversity (2023)



White | Black or African American | Asian | Two or More Races | Other Races



## **SECTION 3:**

# Local, Regional, and National Recreation Participation and Trends



## Introduction

Recreational trends and preferences evolve over time. This report highlights the current parks and recreation trends in California and across the United States based on the following annual reports:

- Academy of Sports Medicine (ACSM), Worldwide Fitness Trends, 2024
- National Parks and Recreation Association (NRPA), Top Trends in Parks and Recreation, 2024
- NRPA, Engagement with Parks Report, 2023
- NRPA, Agency Performance Review, 2023
- Sports and Fitness Industry Association (SFIA), Topline Participation Report, 2024

This section aims to provide JARPD with a high-level overview of the state of parks and recreation nationwide, including trends in the following categories:

- Facilities
- Programming
- Policies and procedures
- Engagement
- Participation

By exploring these trends, JARPD can gain valuable insights into communities' evolving habits and preferences regarding recreation. These insights can assist the district in learning more about potential areas for growth, opportunities, improvement, and inclusivity. This section includes a summary of some of the most applicable participation and recreation trends. Additional trends, including a breakout by age are shown in Appendix 1.

## Estimated Local Participation in Fitness, Sports, and Outdoor Recreation

Figure 14 compares adult participation levels for fitness, sport, and outdoor activities for both the District and California. The activities with the

highest participation in the district are walking for exercise, weightlifting, and swimming. Note that district participation mirrors that of California.

**Figure 14: Local Participation in Fitness Activities in 2024**

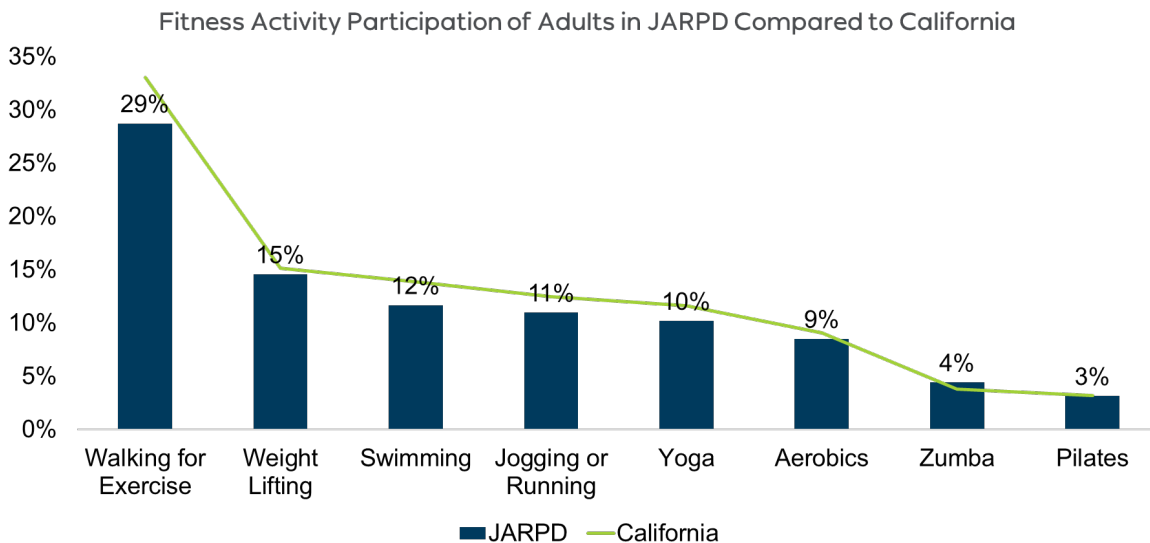


Figure 15 shows that sports participation differs slightly from California. Basketball, golf, and soccer receive the greatest participation in the district.

Figure 15: Local Participation in Sports Activities in 2024

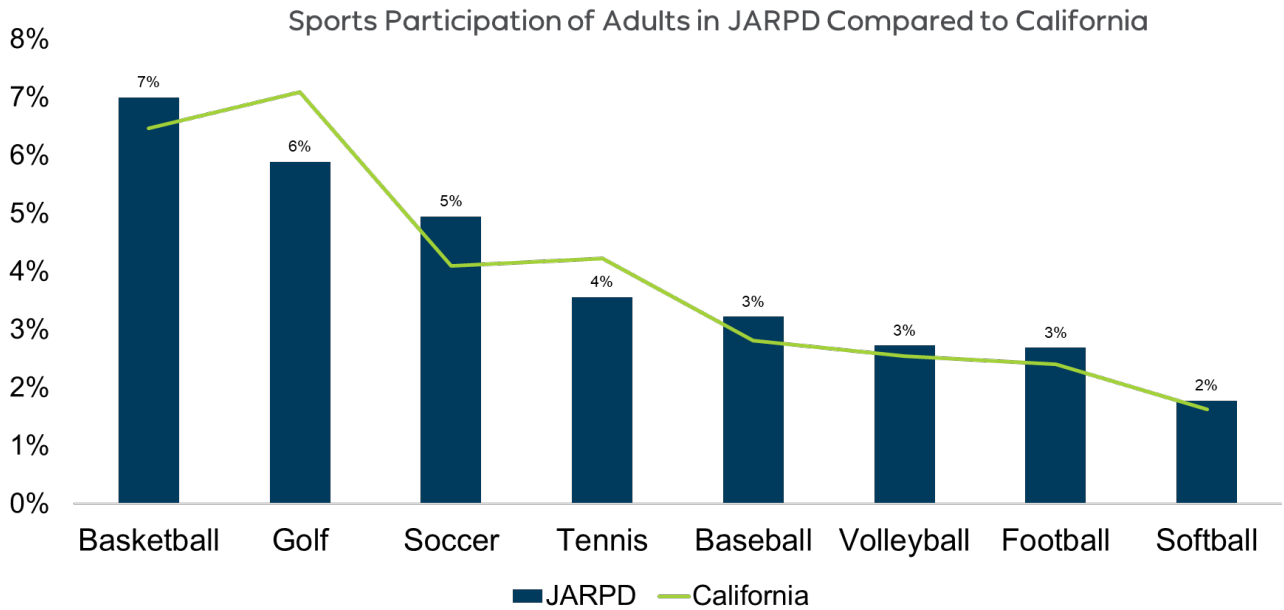
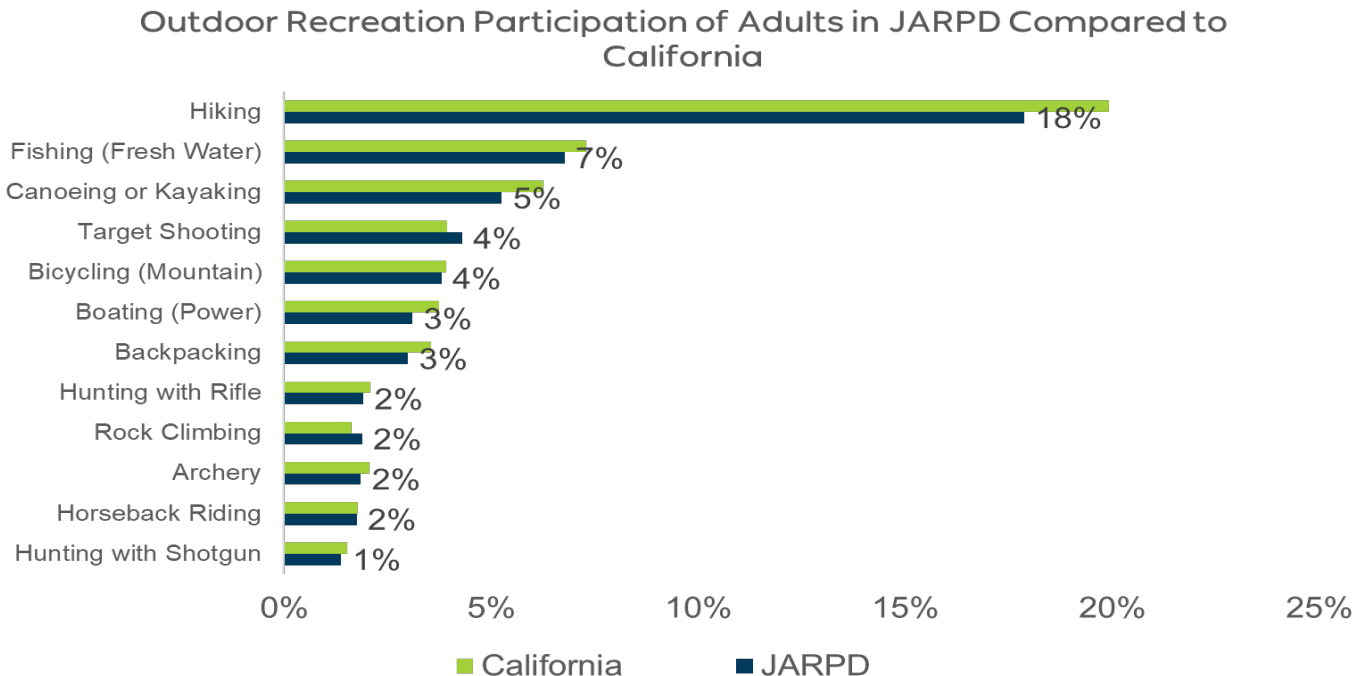


Figure 16 shows local participation in outdoor recreation activities in 2024 compared to California. Hiking, fishing, and canoeing or kayaking are the top participatory activities. Note that Figure 16 represents participation by district residents and not necessarily participation in outdoor activities within the district boundaries.

Figure 16: Local Participation in Outdoor Recreation Activities in 2024



## Trends in Recreation Facilities

A typical parks and recreation agency manages approximately 22 parks and seven buildings. The type and number of facilities and parks an agency can manage vary greatly; however, the NRPA Agency Performance Review for 2024 provides insight into what most agencies offered across the nation in 2023.<sup>1</sup> See Table 3.

**Table 3: Typical Recreation Facilities Offered in the United States in 2023**

| Type of Facility        | % of Agencies Offering | Type of Facility                         | % of Agencies Offering |
|-------------------------|------------------------|--|------------------------|
| Playgrounds             | 93%                    | Swimming Pools                           | 49%                    |
| Baseball Fields         | 85%                    | Skate Parks                              | 46%                    |
| Soccer Fields           | 83%                    | Multiuse Courts (Basketball, Volleyball) | 42%                    |
| Basketball Courts       | 84%                    | Pickleball Courts                        | 42%                    |
| Tennis Courts (Outdoor) | 72%                    | 18-Hole Golf Course                      | 29%                    |
| Dog Parks               | 68%                    | Synthetic Fields (Multipurpose)          | 25%                    |
| Tot Lots                | 53%                    | Fitness Zones/Exercise Stations          | 22%                    |
| Community Gardens       | 52%                    | Ice Rink (Outdoor)                       | 19%                    |

## Trends in Recreation Programming

Per the 2024 NRPA Agency Performance Review, a typical parks and recreation agency will offer approximately 200 programs annually.<sup>2</sup> Table 4 depicts the most common types of programs offered by parks and recreation agencies and what percentage of agencies nationwide are offering those programs.

<sup>1</sup> NRPA. 2024. NRPA Agency Performance Review. National Recreation and Park Association. Accessed April 8, 2024. [NRPA Agency Performance Review](#)

<sup>2</sup> NRPA. 2024. NRPA Agency Performance Review. National Recreation and Park Association. Accessed April 8, 2024. [NRPA Agency Performance Review](#)

**Table 4: Typical Programming Offered in 2023**

| Type of Program               | % of Agencies Offering | Type of Program                         | % of Agencies Offering |
|-------------------------------|------------------------|---|------------------------|
| Themed Special Events         | 89%                    | Natural and Cultural History Activities | 63%                    |
| Social Recreation Events      | 88%                    | Cultural Crafts                         | 63%                    |
| Team Sports                   | 86%                    | Visual Arts                             | 62%                    |
| Fitness Enhancement Classes   | 82%                    | Trips and Tours                         | 62%                    |
| Health and Wellness Education | 80%                    | Performing Arts                         | 62%                    |
| Individual Sports             | 76%                    | Martial Arts                            | 56%                    |
| Racquet Sports                | 70%                    | Running/Cycling Races                   | 53%                    |
| Safety Training               | 68%                    | Golf                                    | 49%                    |
| Aquatics                      | 66%                    | Esports/EGaming                         | 26%                    |

In addition to these trends, NRPA publishes top trends each year (Figure 17)<sup>3</sup>

**Walking activity has declined 36% since 2019.**

- Pickleball is the fastest growing recreational sport; however, noise complaints have become a major sore spot for nearby residents. USA Pickleball recently approved sound-eliminating equipment, which could help reduce noise by up to 50%.
- Cricket is on the rise in some areas, notably among the Southeast Asian population.
- Special events—family nights, seasonal festivals, and holiday karaoke—are on the rise.
- Dog ownership rocketed during the pandemic, which led to a rise in dog parks. Dog parks are now the fastest growing park type, with off-leash dog parks leading the pack.

**Figure 17: NRPA Trends in Parks and Recreation**

<sup>3</sup> Dolesh, R. December 21, 2023. "Top Trends in Parks and Recreation for 2024." National Recreation and Park Association. Accessed April 8, 2024. <https://www.nrpa.org/parks-recreation-magazine/2024/january/top-trends-in-parks-and-recreation-for-2024/>

## Participation Trends in 2024

This section aims to identify and analyze current trends in sports and recreation, with a particular focus on participation trends derived from the SFIA 2024 Report.<sup>4</sup> Understanding the latest trends in sports is crucial for JARPD to effectively plan and develop programs and use space in a way that reflects participation data.

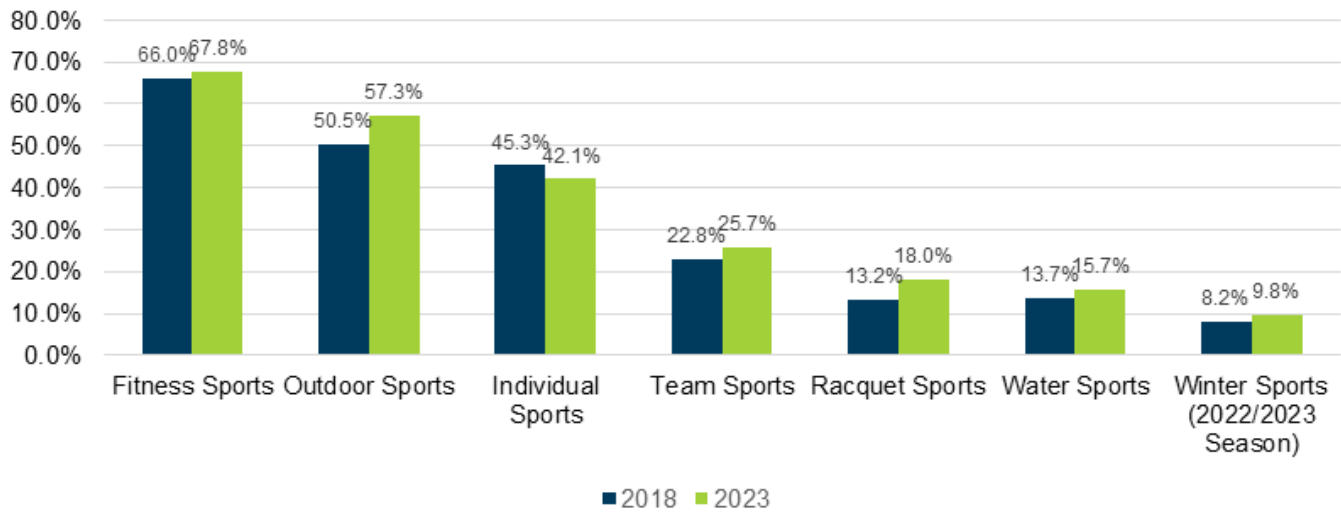
- Basketball is the most popular team sport nationwide, with 29.7 million participants.
- Tennis is the most popular racquet sport, with 23.8 million participants.
- Pickleball participation grew by 51.8% in 2023.
- Walking for fitness is the most prevalent form of aerobic exercise.
- Tai Chi saw a 16.3% increase in participation in one year; however, yoga continues to lead in popularity for conditioning activities.

- Dance, step, and other choreographed exercises have grown by 3.3% since 2018, attracting 26.3 million participants each year.
- Ultimate Frisbee has experienced a significant decline in participation (-4.9% since 2018).
- Stationary cycling (group exercise) has been heavily impacted by at-home fitness equipment, declining by 6.2% in five years, with 6.2 million participants.

### Top Trending Activities and Five-Year Growth

Figure 18 demonstrates the total U.S. participation rates in different sport categories for those ages six years and over from 2018 and 2023. Fitness has led in popularity the last five years.

**Figure 18: United States Sports Participation 2018 vs. 2023**



<sup>4</sup> SFIA. February 27, 2024. SFIA's Topline Participation Report Shows Strong Positive Trends Across All Sports and Fitness Categories. Sports & Fitness Industry Association. Accessed April 8, 2024. [SFIA's Topline Participation Report Shows Strong Positive Trends Across All Sports and Fitness Categories](#)

### Section 3: Local, Regional, and National Recreation Participation and Trends

Table 5 shows the top activities by participation and growth rate over the past five years (2018–2023) from the latest SFIA report.

**Table 5: United States Participation by Activity**

|                                  | 2023 Participation (Millions) | Five-Year Growth (2018 - 2023) |
|----------------------------------|-------------------------------|--------------------------------|
| <b>TEAM SPORTS</b>               |                               |                                |
| Basketball                       | 29.7 M                        | +4.3%                          |
| Baseball                         | 16.6 M                        | +1.0%                          |
| Football (Flag)                  | 7.2 M                         | +2.0%                          |
| Football (Tackle)                | 5.6 M                         | +1.8%                          |
| Lacrosse                         | 1.9 M                         | -1.0%                          |
| Roller Hockey                    | 1.2 M                         | -6.5%                          |
| Soccer (Outdoor)                 | 14.0 M                        | +4.3%                          |
| Softball (Fast-Pitch)            | 2.3 M                         | +0.9%                          |
| Swimming on a Team               | 3.3 M                         | +2.1%                          |
| Volleyball (Court)               | 6.9 M                         | +2.3%                          |
| <b>RACQUET SPORTS</b>            |                               |                                |
| Tennis                           | 23.8 M                        | +6.3%                          |
| Badminton                        | 6.5 M                         | +0.6%                          |
| Pickleball                       | 13.5 M                        | +35.7%                         |
| <b>STRENGTH AND CONDITIONING</b> |                               |                                |
| Free Weights                     | 53.8 M                        | +1.0%                          |
| Yoga                             | 34.2 M                        | +3.6%                          |
| Weight-Resistance Machines       | 29.4 M                        | +1.0%                          |

|  | 2023 Participation (Millions) | Five-Year Growth (2018 - 2023) |
|--|-------------------------------|--------------------------------|
| <b>AEROBIC EXERCISE</b>                |                               |                                |
| Treadmill                              | 54.8 M                        | +0.7%                          |
| Running/Jogging                        | 48.3 M                        | -0.5%                          |
| Stationary Cycling (Recumbent/Upright) | 32.6 M                        | -2.0%                          |
| <b>INDIVIDUAL ACTIVITIES</b>           |                               |                                |
| Golf (On- or Off-Course)               | 45 M                          | +6.1%                          |
| Skateboarding                          | 8.9 M                         | +7.3%                          |
| Trail Running                          | 14.8 M                        | +8.3%                          |
| Triathlon (Non-Traditional/Off-Road)   | 1.3 M                         | -2.9%                          |
| Triathlon (Traditional/Road)           | 1.7 M                         | -4.3%                          |
| <b>OUTDOOR ACTIVITIES</b>              |                               |                                |
| Bicycling (BMX)                        | 4.4 M                         | +5.4%                          |
| Bicycling (Mountain/Non-Paved Surface) | 9.2 M                         | +1.4%                          |
| Bicycling (Road/Paved Surface)         | 42.2 M                        | +1.8%                          |
| Camping (RV)                           | 16.4 M                        | +1.0%                          |
| Fishing (Freshwater/Other)             | 42.6 M                        | +1.9%                          |
| Fishing (Saltwater)                    | 15.0 M                        | +3.3%                          |
| Hiking (Day)                           | 61.4 M                        | +5.3%                          |

### Inactive Americans' Aspirational Activities by Age

The SFIA report provides data related to what inactive Americans were most interested in participating in by age. The JARPD has a median age of 33. By comparing the SFIA inactive aspirational activities by age, the top activities for

most residents (falling in the category of 25–34 years) may include working out with weights, working out using machines, and cardio fitness. See Table 6.

**Table 6: SFIA Inactive Americans' Aspirational Activities by Age**

| 6–12 Years   | 13–17 Years  | 18–24 Years  | 25–34 Years   |
|--|--|--|---|
| <ol style="list-style-type: none"> <li>1. Fishing</li> <li>2. Running/jogging</li> <li>3. Bicycling</li> <li>4. Sledding</li> <li>5. Swimming for fitness</li> <li>6. Cardio fitness</li> <li>7. Yoga</li> <li>8. Camping</li> <li>9. Soccer</li> <li>10. Tennis</li> </ol>                                    | <ol style="list-style-type: none"> <li>1. Fishing</li> <li>2. Running/jogging</li> <li>3. Swimming for fitness</li> <li>4. Working out with weights</li> <li>5. Camping</li> <li>6. Cardio fitness</li> <li>7. Bicycling</li> <li>8. Working out using machines</li> <li>9. Hiking</li> <li>10. Skateboarding</li> </ol> | <ol style="list-style-type: none"> <li>1. Running/jogging</li> <li>2. Working out with weights</li> <li>3. Cardio fitness</li> <li>4. Working out using machines</li> <li>5. Bicycling</li> <li>6. Swimming for fitness</li> <li>7. Camping</li> <li>8. Fishing</li> <li>9. Yoga</li> <li>10. Trail running</li> </ol> | <ol style="list-style-type: none"> <li>1. Working out with weights</li> <li>2. Working out using machines</li> <li>3. Cardio fitness</li> <li>4. Camping</li> <li>5. Yoga</li> <li>6. Fishing</li> <li>7. Running/jogging</li> <li>8. Hiking</li> <li>9. Swimming for fitness</li> <li>10. Bicycling</li> </ol> |
| 35–44 Years  | 45–54 Years  | 55–64 Years  | 65+ Years   |
| <ol style="list-style-type: none"> <li>1. Working out with weights</li> <li>2. Cardio fitness</li> <li>3. Fishing</li> <li>4. Working out using machines</li> <li>5. Swimming for fitness</li> <li>6. Running/jogging</li> <li>7. Camping</li> <li>8. Yoga</li> <li>9. Hiking</li> <li>10. Shooting</li> </ol> | <ol style="list-style-type: none"> <li>1. Fishing</li> <li>2. Working out with weights</li> <li>3. Camping</li> <li>4. Working out using machines</li> <li>5. Cardio fitness</li> <li>6. Hiking</li> <li>7. Yoga</li> <li>8. Shooting</li> <li>9. Swimming for fitness</li> <li>10. Running/jogging</li> </ol>           | <ol style="list-style-type: none"> <li>1. Fishing</li> <li>2. Camping</li> <li>3. Working out with weights</li> <li>4. Working out using machines</li> <li>5. Cardio fitness</li> <li>6. Swimming for fitness</li> <li>7. Shooting</li> <li>8. Hiking</li> <li>9. Yoga</li> <li>10. Running/jogging</li> </ol>         | <ol style="list-style-type: none"> <li>1. Fishing</li> <li>2. Working out using machines</li> <li>3. Camping</li> <li>4. Working out with weights</li> <li>5. Swimming for fitness</li> <li>6. Cardio fitness</li> <li>7. Shooting</li> <li>8. Yoga</li> <li>9. Hiking</li> <li>10. Hunting</li> </ol>          |





### ADA COMPLIANCE

On July 26, 1990, the ADA officially acknowledged the needs of individuals with disabilities at the federal level. This civil rights legislation broadened the rights for activities and services provided by state and local governmental entities (Title II) as well as non-profit/for-profit entities (Title III). Parks and recreation agencies are mandated to comply with this legal directive, which entails removing physical barriers to help ensure access to facilities and offering reasonable accommodations for recreational programs through inclusive policies and procedures.

Agencies are required to develop and uphold an ADA transition plan, outlining the steps to eliminate physical and structural barriers to facilitate access to programs and services. Additionally, the transition plan serves as a tool for planning, budgeting, and helping ensure accountability.

Accessibility studies serve as invaluable resources for parks and recreation agencies. Specialists conduct thorough inventories of facilities and parks, examining building codes and regulatory requirements to create a prioritized list of projects aimed at enhancing accessibility.

### DOG PARKS

A dog park offers an excellent opportunity for people to enjoy some fresh air, bond with their furry companions, and foster community ties. With approximately 90 million dogs across the United States, dog parks are witnessing rapid growth, particularly in urban areas, making them the fastest-growing type of park, as reported by NRPA. While not everyone desires to have a dog park in their neighborhood, they are sought after in nearly every community.

According to an article in Recreation Management titled “Four-Legged-Friendly Parks,”<sup>5</sup> dog parks contribute to community cohesion and can attract potential new residents and tourists traveling with pets (2016). They are viewed as a cost-effective means of providing a highly frequented and popular amenity to the community. Dog parks range from simple fenced areas to more elaborate setups featuring amenities tailored for dogs, such as water fountains, agility equipment, and pet wash stations. Some even incorporate spray grounds designed specifically for dogs. Moreover, dog parks serve as social hubs where people can connect with others while enjoying the outdoors.

The best dog parks prioritize both human and canine comfort and enjoyment, often incorporating various design features and creative programming. Ideal amenities in a dog park may include:

- Benches, shade, and water stations for both dogs and their owners
- A spacious area of at least one acre with proper drainage
- Double-gated entry for safety
- Ample waste stations stocked with bags
- Sandy beaches or sand bunker areas for digging
- Custom-designed splash pads for dogs of all sizes
- Additional amenities catering to human needs, such as walking trails, restroom facilities, picnic areas, and dog wash stations

### **INCLUSIVE PLAYGROUNDS**

Well-designed inclusive parks and playgrounds welcome children of varying abilities to engage, learn, and thrive together. They eliminate both physical and social barriers to exclusion, offering

a sensory-rich experience for all participants. Addressing physical disabilities is a key aspect of inclusive playground design, involving the provision of wheelchair-accessible routes and ramp transfer points. Customized equipment, such as special swings, helps to ensure all children can fully enjoy the playground experience.

In addition to accommodating physical disabilities, inclusive playgrounds offer diverse opportunities for exploration. They engage all senses and foster social interaction through various amenities. True inclusivity in playground design entails integration rather than segregation; rather than having special equipment in separate areas, the space is seamlessly designed to provide integrated play opportunities throughout. Such park facilities emphasize the importance of inclusion in everyday activities regardless of one’s ability level.

Across the country, an increasing number of parks and recreation agencies are incorporating inclusive playgrounds to better serve the diverse needs of their communities.

### **TRAILS AND HEALTH**

A connected network of trails plays a pivotal role in increasing community physical activity levels. Trails offer opportunities for physical exercise, rollerblading, bicycling, cross-country skiing, access to fishing, hunting, and horseback riding.

The health benefits of trails are significant whether they are situated in urban neighborhoods or in state or national parks. Urban trails, which effectively create “linear parks,” facilitate easier integration of exercise into daily routines, whether for recreational purposes or non-motorized transportation. Urban trails should establish connections between people and various destinations they frequent, such as schools, transit centers, businesses, and neighborhoods.

<sup>5</sup> <https://recmanagement.com/articles/153383/four-legged-fun>



### NRPA TOP TRENDS

Annually, the NRPA released an article in *Parks and Recreation Magazine*<sup>6</sup> outlining industry trends and predictions. In the 2023 edition written by Richard Dolesh, former vice president of Strategic Initiatives for NRPA, the focus for 2023 trends included technology, health and wellness, worker satisfaction, and recreation program trends. The following are some key highlights from Dolesh's article:

- Adoption of electrification in parks and recreation agencies to reduce carbon footprint across business elements like buildings, vehicles, and equipment, promoting healthier, cost-effective, and environmentally friendly practices
- Initiatives by state and national park systems to provide access to off-road, tracked, and powered wheelchairs for individuals with disabilities, emphasizing inclusion opportunities
- Increased emphasis on worker satisfaction as a crucial organizational culture goal, fostering employee engagement and productivity
- Continued shortage of child care workers and lifeguards impacting recreation services, reflecting the lingering effects of the pandemic on workforce availability
- Rapid growth of pickleball in recreation, although noise pollution from pickleball courts poses challenges for nearby residents
- Utilization of digital twin mapping technology to create 3D models of physical environments, enhancing spatial visualization and planning
- Recognition of parks and recreation agencies as anchor institutions within communities, fostering community cohesion and resilience
- Relaxation of alcohol regulations in parks, especially during special events, with a potential rise in recreational cannabis use following suit
- Exploration of sustainable alternatives to single-use plastic utensils, such as edible utensils, to promote environmental stewardship in park settings

6 <https://www.nrpa.org/parks-recreation-magazine/2024/january/top-trends-in-parks-and-recreation-for-2024/>

## **SECTION: 4**

# Benchmarking the District to Local, Regional, and National Parks and Recreation Agencies

Comparing communities of similar size and population can offer valuable insights into the operations and budgets of high-performing agencies. This approach helps shed light on how various agencies manage their finances, generate revenue, provide services, and maintain facilities and parks.

BerryDunn conducted such a benchmarking analysis as part of the plan to gauge its performance in relation to comparable agencies.

Benchmarking is not intended to make direct comparisons between agencies as each community has its own unique characteristics and needs influenced by political, social, economic, and physical factors. Moreover, metrics for evaluating parks, trails, facilities, and maintenance may vary among organizations. This section aims to add perspective.

The consultants in consultation with the JARPD carefully selected peer agencies for this study based on similarities in operations and service levels, drawing data from the 2024 NRPA Park Metrics. This assessment encompassed both other special districts in California (eight agencies) and all agencies nationwide serving populations ranging between 100,000 and 250,000, as documented in NRPA’s 2024 park metrics.

While benchmarking serves as a valuable comparative tool, it should not be the sole basis for decision-making, as it is crucial to consider the broader context of the data.

The agencies benchmarked against JARPD include:

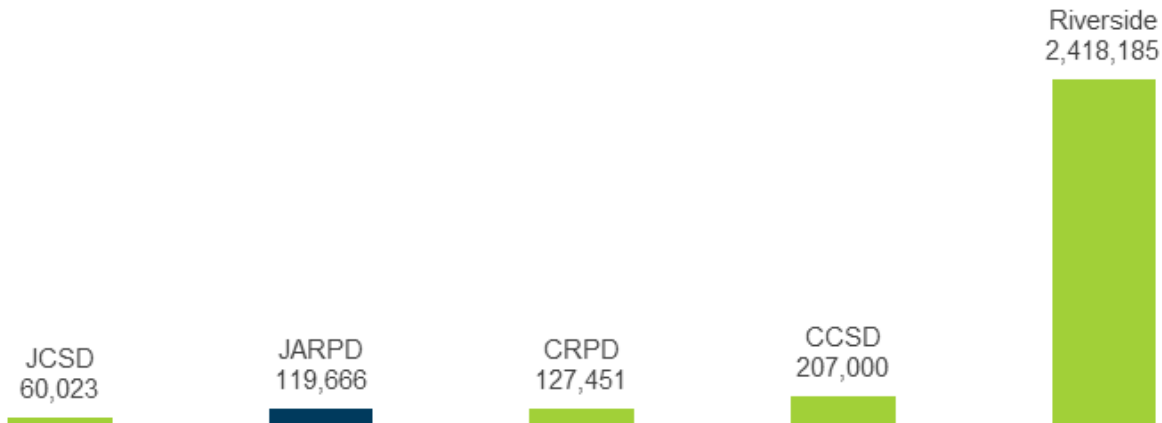
- Cosumnes Community Services District (CCSD)
- Conejo Recreation & Park District (CRPD)
- Jurupa Community Services District (JCSD)
- Riverside County Regional Park and Open Space District (Riverside)
- Special Districts across the United States in the 2024 NRPA Agency Performance Review
- All Parks and Recreation Agencies included in the 2024 NRPA Agency Performance Review

Throughout the report, JARPD is highlighted in blue in tables while other agencies are represented in green. Visual comparisons in charts arrange data points from smallest to largest for ease of interpretation.

### **Comparable Jurisdictions, Population, and Size**

As a result of the wide range of populations served by the comparable agencies, the analysis used ratios where appropriate to help ensure accurate comparisons. Figure 19 shows the populations of each agency, and Figure 20 demonstrates that size in square miles for each agency.

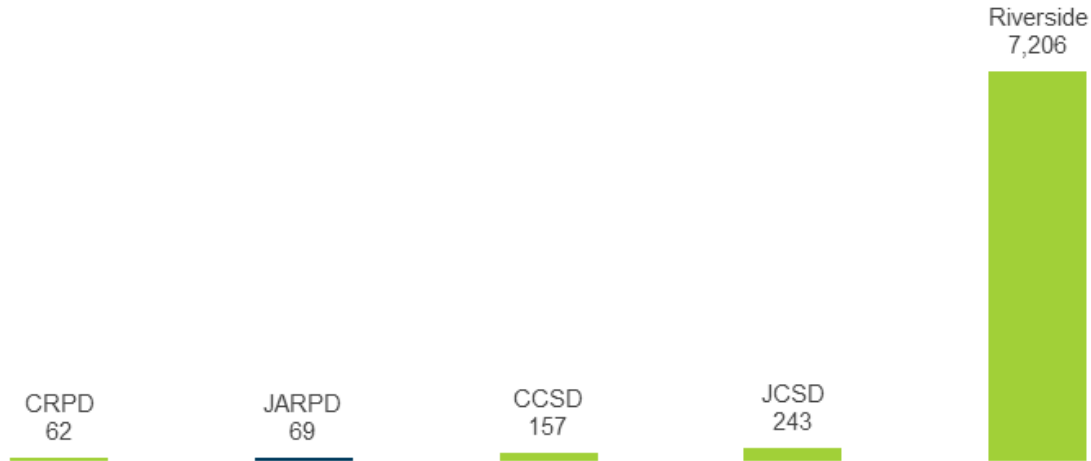
**Figure 19: Population of Jurisdiction–Benchmarked Comparison**



In terms of jurisdiction size, measured in square miles, the benchmarked agencies range from

62 square miles (CRPD) to 7,206 square miles (Riverside).

Figure 20: Size of Jurisdiction–Benchmarked Comparison (Square Miles)



### Employees in the Workforce

The following section analyzes the total number of full-time equivalent positions (FTE). JARPD had an estimated 36 FTE in 2023, the second lowest of the compared agencies. The others range from 31 to 178 FTE (see Table 7). Included in Table 7 are

also comparisons to number of FTE for all parks and recreation agencies across the United States and FTE per 10,000 population for other California special districts included in the NRPA park metrics data.

Table 7: Total Number of FTEs and FTEs per 10,000 Population

|  | JARPD | Riverside | JCSD | CRPD | CCSD | United States Parks and Recreation Agencies Median <sup>7</sup> | Special Districts in California |
|--|-------|-----------|------|------|------|---|---------------------------------|
| Total Number of Full-Time Equivalent Employees (FTEs) <sup>8</sup> | 36    | 119       | 31   | 171  | 70   | 120   | Data Unavailable                |
| FTEs per 10,000 Population   | 3     | .49       | 5    | 13   | 3.4  | 7.9   | 5.2                             |

<sup>7</sup> Agencies serving between populations between 100,000 and 250,000

<sup>8</sup> For the purpose of this study, only park and recreation FTEs have been counted for JCSD and CCSD

### Operating Budget Overview

The following section reviews operating budgets. Data from the study indicates that operating budgets were typically between \$6.4 million and \$31.0 million. Out of agency operating budgets in 2022/23 or 2023/24, JARPD was the lowest.

Note the JARPD budget is half of other parks and recreation agencies across the United States and one-third compared to the other California special districts (see Table 8).

### Expenditures and Revenue per Capita

The next section identifies each agency’s overall operating expenditures and the total revenue to total operating expenditures as a percentage.

operating expenditures. This ratio can provide a basis for understanding the overall cost recovery for the agency, allowing for a comparative analysis. JARPD had the third highest cost recovery among compared agencies.

Table 9 shows operating expenses per capita, and Figure 21 shows the ratio of total revenue to total

**Table 8: Agency Operating Budgets**

|                                   | JARPD       | Riverside    | JCSD         | CRPD         | CCSD         | United States Parks and Recreation Agencies Median <sup>9</sup> | Special Districts in California Median |
|-----------------------------------|-------------|--------------|--------------|--------------|--------------|---|--|
| Operating Budget (2023/24 Budget) | \$6,495,416 | \$15,993,104 | \$12,355,840 | \$25,723,863 | \$31,032,542 | \$13,552,112  | \$19,1305,000                          |

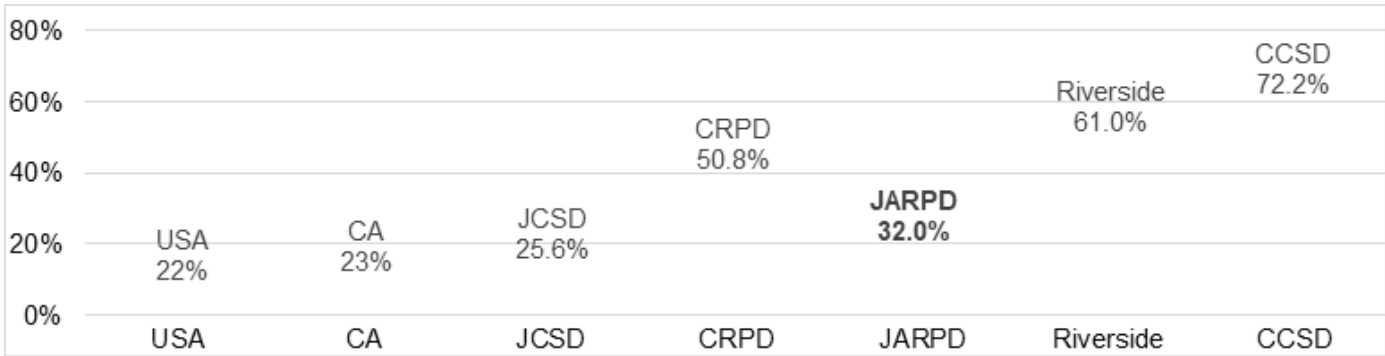
**Table 9: Average Operating Expenditures per Capita**

|   | JARPD (2023/24 Budget) | Riverside | JCSD    | CRPD    | CCSD    | United States Parks and Recreation Agencies Median <sup>10</sup> | Special Districts in California Median |
|---|------------------------|-----------|---------|---------|---------|--|--|
| Operating Expenditures per Capita             | \$57.10                | \$7.0     | \$206.0 | \$202.0 | \$150.0 | \$87.10  | \$165                                  |
| Total Revenue to Total Operating Expenditures | 32.0%                  | 61.0%     | 25.6%   | 50.8%   | 72.2%   | 22%  | 23%                                    |

<sup>9</sup> Agencies serving between populations between 100,000 and 250,000

<sup>10</sup> Agencies serving between populations between 100,000 and 250,000

**Figure 21: Total Revenue to Total Operating Expenditures 2022–Benchmarked Comparison**



**PROGRAMS AND SERVICES**

Recreation programs are core services of park and recreation agencies; however, the program type varies by several factors, including facility space, staff/instructor availability and expertise,

alternative service providers in the area, benefit to the community, and program demand (see Table 10). Table 11 illustrates some targeted program categories.

**Table 10: Programming Offered by Parks and Recreation Agencies**

| Programs and Services         | JARPD | Riverside | JCSD | CRPD | CCSD | United States Parks and Recreation Agencies Median <sup>11</sup> | Special Districts in California Median |
|-------------------------------|-------|-----------|------|------|------|--|--|
| Health and Wellness Education | ●     | ●         | ●    | ●    | ●    | 80%  | 75%                                    |
| Safety Training               | ●     | ●         | ●    | ●    | ●    | 73%  | 75%                                    |
| Fitness Enhancement Classes   | ●     | ○         | ●    | ●    | ●    | 82%  | 62.5%                                  |
| Team Sports                   | ●     | ●         | ●    | ●    | ●    | 86%  | 75%                                    |
| Individual Sports             | ○     | ●         | ●    | ●    | ●    | 76%  | 75%                                    |
| Running/Cycling Races         | ○     | ●         | ○    | ●    | ○    | 53%  | 25%                                    |
| Racquet Sports                | ○     | ○         | ○    | ●    | ●    | 70%  | 37.5%                                  |
| Martial Arts                  | ●     | ○         | ●    | ●    | ●    | 56%  | 62.55                                  |
| Aquatics                      | ●     | ○         | ○    | ●    | ●    | 66%  | 50%                                    |
| Golf                          | ○     | ○         | ○    | ●    | ●    | 49%  | 37.5%                                  |
| Social Recreation Events      | ●     | ●         | ●    | ●    | ●    | 88%  | 75%                                    |

11 Agencies serving populations between 100,000 and 250,000



## Section 4: Benchmarking the District to Local, Regional, and National Parks and Recreation Agencies

| Programs and Services                   | JARPD | Riverside | JCSD | CRPD | CCSD | United States Parks and Recreation Agencies Median <sup>11</sup> | Special Districts in California Median |
|---|-------|-----------|------|------|------|--|--|
| Cultural Crafts                         | ●     | ●         | ●    | ●    | ●    | 63%  | 62.5%                                  |
| Performing Arts                         | ●     | ○         | ●    | ●    | ●    | 62%  | 50%                                    |
| Visual Arts                             | ●     | ○         | ●    | ●    | ●    | 63%  | 50%                                    |
| Natural and Cultural History Activities | ●     | ●         | ○    | ●    | ●    | 66%  | 50%                                    |
| Themed Special Events                   | ●     | ●         | ●    | ●    | ●    | 89%  | 62.5%                                  |
| Trips and Tours                         | ○     | ○         | ●    | ●    | ○    | 62%  | 50%                                    |
| eSports/eGaming                         | ○     | ○         | ○    | ○    | ●    | 26%  | 12.5%                                  |
| Legend ● Yes ○ No                       |       |           |      |      |      |  |  |

Park and recreation agencies across the country prioritize various programs and services, catering to youth, teens, seniors, and all individuals with disabilities. These initiatives commonly include summer camps, before- and after-school programs, and science, technology, engineering, and math (STEM) activities.

In the context of benchmarked agencies, all provide summer camps and programs tailored for older adults. Additionally, each agency works to ensure accessibility for individuals with disabilities to actively participate in their offerings.



**Table 11: Targeted Programs for Children, Older Adults, and Individuals With Disabilities**

| Programs and Services                 | JARPD | Riverside | JCSD | CRPD | CCSD | United States Parks and Recreation Agencies Median <sup>12</sup> | Special Districts in California Median |
|---------------------------------------|-------|-----------|------|------|------|--|--|
| Summer Camp                           | ●     | ●         | ●    | ●    | ●    | 84%  | 100%                                   |
| Before-School Programs                | ○     | ○         | ●    | ○    | ●    | 15%  | 33.3%                                  |
| After-School Programs                 | ○     | ○         | ●    | ●    | ●    | 58%  | 66.7%                                  |
| Preschool                             | ○     | ○         | ●    | ●    | ●    | 32%  | 66.7%                                  |
| Full Day Care                         | ○     | ○         | ○    | ○    | ●    | 6%   | 20%                                    |
| Specific Teen Programs                | ●     | ○         | ●    | ●    | ●    | 69%  | 83.3%                                  |
| Specific Older Adult Programs         | ●     | ○         | ●    | ●    | ○    | 82%  | 66.7%                                  |
| Programs for People with Disabilities | ○     | ○         | ●    | ●    | ●    | 75%  | 83.3%                                  |
| STEM Programs                         | ○     | ●         | ●    | ●    | ●    | 59%  | 83.3%                                  |
| Legend ● Yes ○ No                     |       |           |      |      |      |  |  |

## Key Findings

The benchmarking analysis conducted for JARPD offered valuable insights into its standing among peer agencies, pinpointing potential areas for enhancement or growth. JARPD caters to approximately 119,666 residents with a staff of 36.21 FTE.

- **Efficiency:** JARPD demonstrates commendable efficiency, serving a sizable population with a comparatively lean staff and notably lower operating budgets than many benchmarked agencies.
- **Budgetary Considerations:** A noteworthy finding is the relative magnitude of JARPD’s operating budget juxtaposed with its budget per capita, which stands at \$54.1. This is lower than other California districts (\$165) and other agencies across the United States (87.10). This financial aspect directly influences JARPD’s capacity to maintain and broaden its service offerings.
- **Staffing Levels and Service Provision:** A significant observation from the benchmarking is JARPD’s comparatively modest FTE count. While the agency has operated efficiently, serving a population exceeding 119,000 residents with just three FTEs per 10,000 district population, there may be operational constraints and limitations to expanding services or programs without additional staffing resources.
- **Opportunities for Program Expansion:** As emphasized earlier, while benchmarking offers valuable insights, it should not singularly dictate decision-making. Local needs, demands, and available resources must be integral considerations in the master planning process.

12 Agencies serving between populations between 100,000 and 250,000

## **SECTION: 5**

# Engaging the Jurupa Valley Community— Discovering Needs and Desires

# The Stakeholder and Community Engagement Process

This master plan is based on the input of district residents’ needs and desires for an effective park and recreation system. In addition to a statistically valid survey shown in Section 6, The community engagement process used three mechanisms to collecting input:

1. Stakeholder engagement
2. Open house and intercept opportunities
3. Digital input

## Stakeholder Engagement

BerryDunn held engagement interviews on July 12 and 13, 2023, with 103 participants providing valuable input into the master planning process. The consultants facilitated the following input opportunities with participants:

### STAKEHOLDER INTERVIEWS (8 PARTICIPANTS)

- District board members
- Local community and municipal leaders

### FOCUS GROUPS MEETINGS (21 PARTICIPANTS)

- Recreation and sports users
- Community members
- Educators

### STAFF INPUT (7 PARTICIPANTS)

- Staff
- Leadership

### Two open house events with input opportunities and one intercept event at a district special event (113 and 1,437 priority dots deployed)

The tables and figures in this summary represent input provided during the process. They reflect the most repeated comments related to a vision for the district, values, and priorities. The stakeholder engagement process also sought to discover strengths, areas of improvement, and underserved areas within the district. A summary of the process and full results are in Appendix 2.

## Stakeholder Input

**Table 12: District Vision**

| Vision for the parks, facilities, trails, and services offered by the JARPD |
|---|
| Parks close to home—generally a 10–15-minute walk to a developed park       |
| Playgrounds, paths, shade, social opportunity, community gathering space    |
| Interconnected trail system   |
| Continue to expand activities   |
| Capitalize on open fields with multipurpose fields/courts                   |

**Table 13: District Values**

| Values that should be considered when completing the master plan   |
|--|
| Safe routes and commute opportunities for the equestrian community   |
| All-inclusive park for all abilities   |
| Help ensure parks are useable and walkable, and can be used for sports   |
| All new improvements should be multipurpose, connected with multipurpose trails, and expanded to meet future needs |
| A greater need for more equitable engagement   |

**Table 14: Top Priorities for Parks, Facilities, Trails, and Services**

| Top priority for the parks, facilities, trails, and services offered by the JARPD |
|---|
| All-inclusive parks   |
| Increasing the use of park spaces   |
| Build and expand new facilities and fields  |
| Multipurpose gyms/facilities  |
| Increase shade through canopy or shade structures                                 |
| Communication and outreach  |
| Raise taxes to provide additional funding   |
| Community parks as social gathering spaces  |

**Table 15: Strengths of the District**

| District strengths related to parks, trails, and recreation facilities/activities |
|---|
| The Skyview Event Center  |
| Park variety/diversity/access   |
| New parks   |
| District staff  |
| Sports park–responsive to maintenance needs                                       |

**Table 16: Areas of Potential Improvement**

| Areas of improvement that should be addressed in the master plan         |
|--|
| Communication of programs  |
| Branding (City received credit for July 3 <sup>rd</sup> fest, not JARPD) |
| Lights restrict field use at night, reducing space for use               |
| Shade  |
| Fields and snack bar needs to be improved/ Memorial Park                 |
| Avalon Park Fields   |
| Completion of Phase 2 for event center and limited space                 |
| Security with vandalism at parks, amenities, and facilities              |
| Billing process  |

**Table 17: Underserved Areas**

| Underserved areas in the district           |
|---|
| Rubidoux/Paramount Estates off Mission Blvd |
| Old Mira Loma                               |
| Indian Hills                                |

## Public Forum (Open House Events)

Dot boards were used to identify areas with the most interest in the community. Results are noted in the subsections below.

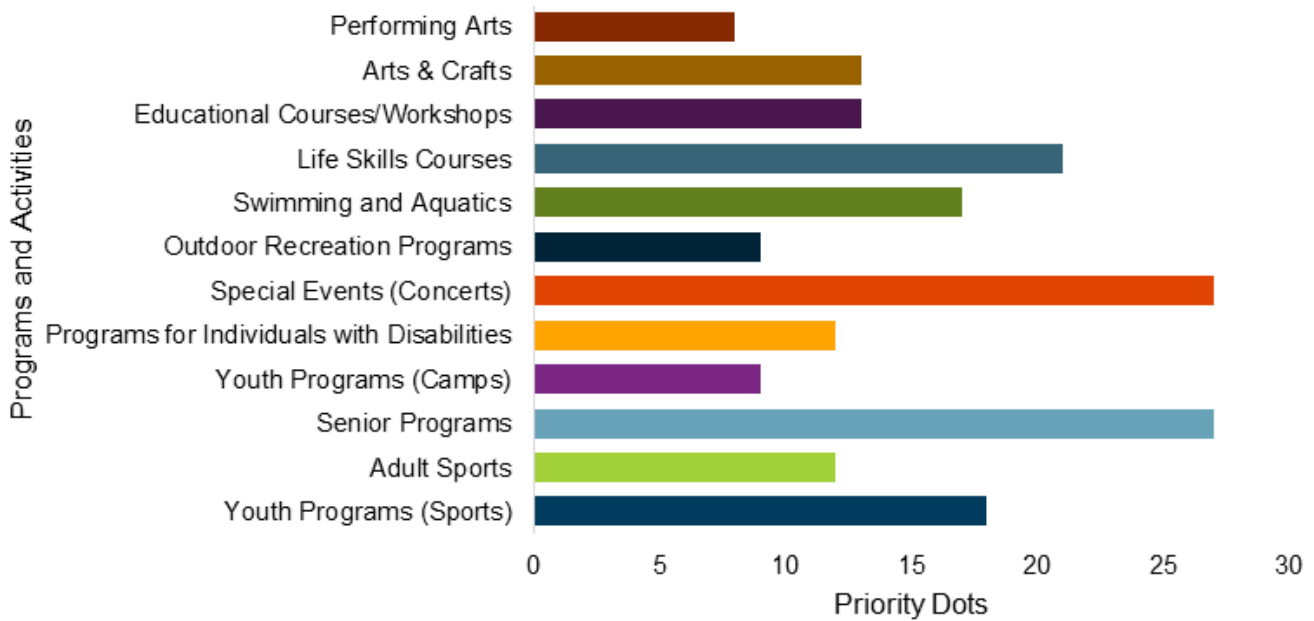
### FAVORED TRAILS AND NATURAL RESOURCES

Figure 22: Trails and Natural Resources



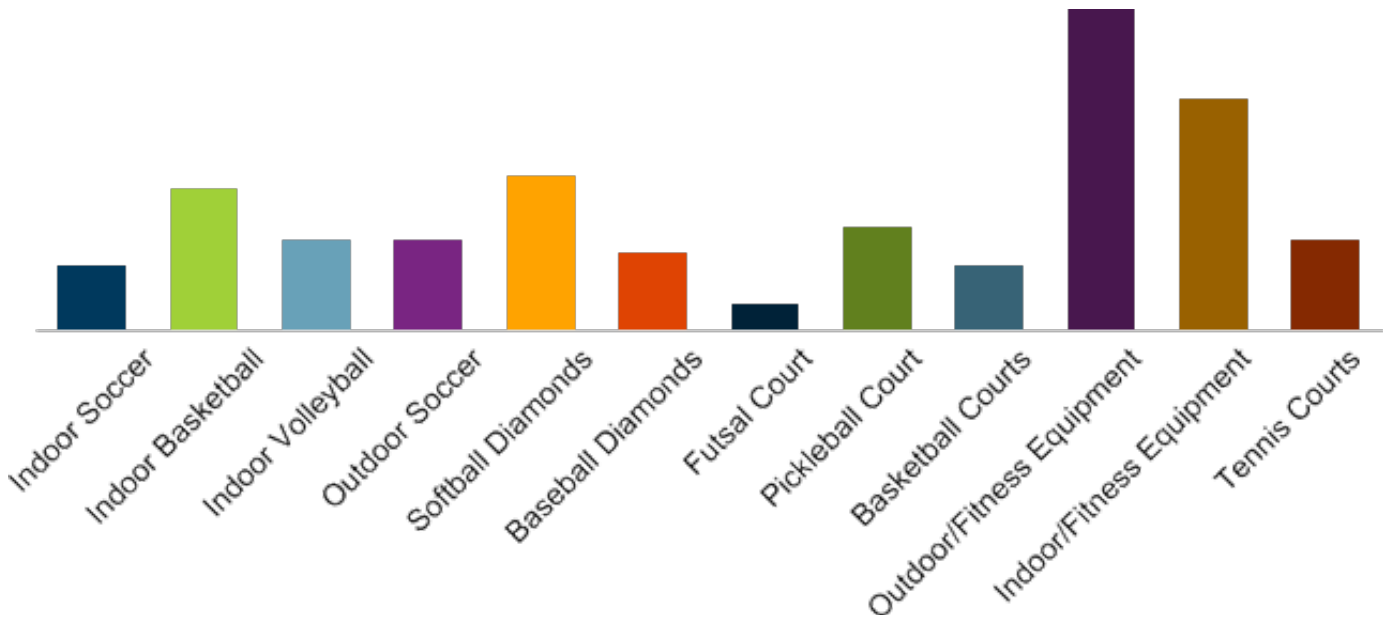
### FAVORED RECREATION PROGRAMS AND ACTIVITIES

Figure 23: Recreation Programs and Activities



**FAVORED SPORTS AND FITNESS SPACES**

**Figure 24: Sports and Fitness Spaces**



**Open-Ended Comments**

The open-ended comments were received using a dotmocracy exercise shown in Table 18. The images below show an open house, dotmocracy board and post-it notes used to capture community member comments.

**Table 18: Comment Topics–Open-Ended Comments From the Open House**

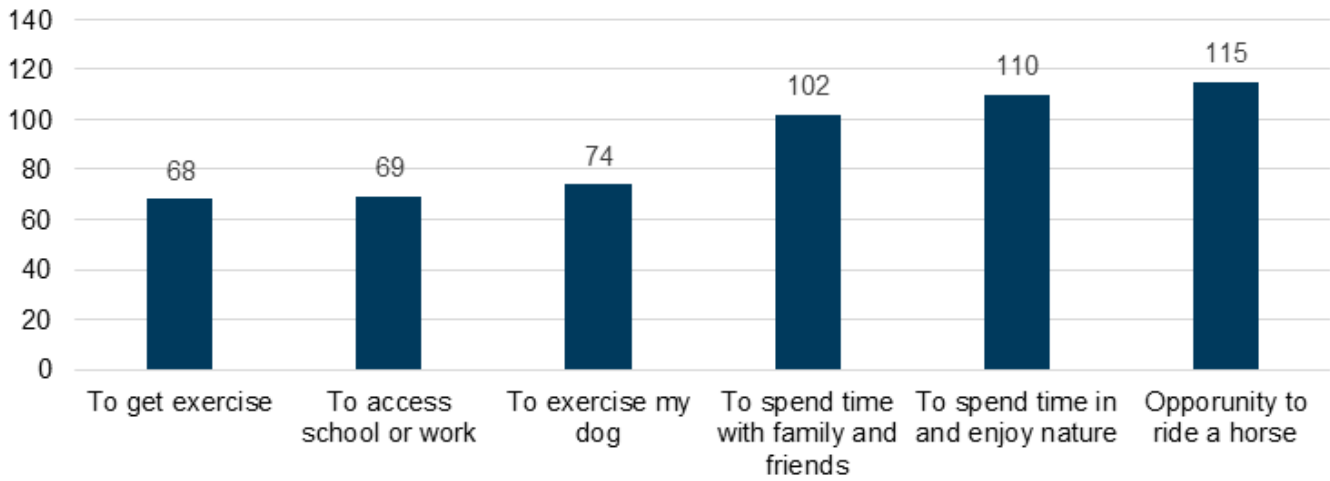
| Comment Topics from the Open House | Total |
|------------------------------------|-------|
| Horse areas and trails             | 48    |
| Benches and tables, shade          | 15    |
| Trail connectivity                 | 11    |
| Senior activities                  | 8     |
| Splash pads                        | 7     |
| Walking trails                     | 5     |
| BBQ areas                          | 5     |

## Intercept Opportunity

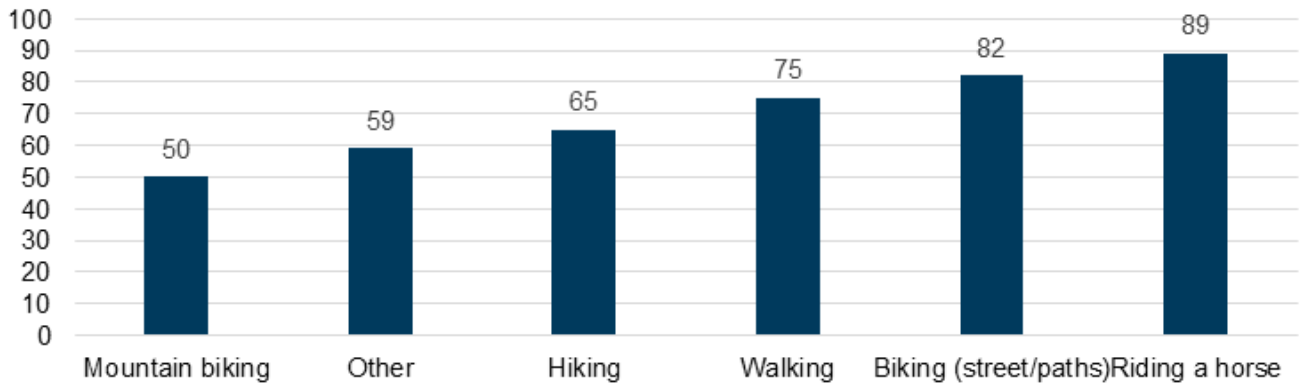
On March 30, 2024, dotmocracy boards were used at an intercept event in conjunction with a district special event. In response to two questions in Figures 25 and 26, 956 dots were deployed in answer to two questions in Figures 25 and 26.

Figure 25 shows that residents prefer riding horses and spending time in nature and with their families. Figure 26 demonstrates that people participate in or around their community by riding a horse, biking, or walking.

**Figure 25: Reasons for Participation**



**Figure 26: Activity Participation**



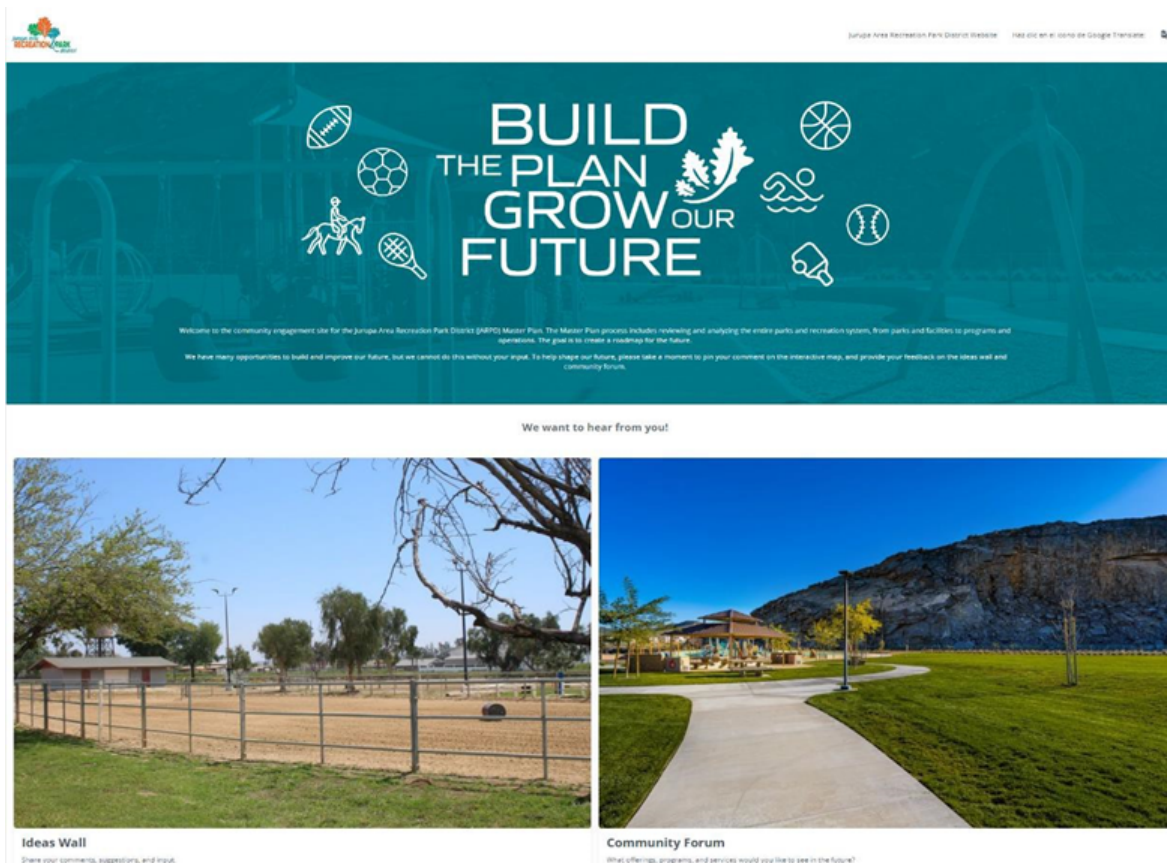


## Online Engagement

BerryDunn leveraged Social Pinpoint—a powerful tool that helps agencies gather insight into community priorities—to collect stakeholder feedback across a variety of advanced engagement features. These features include an interactive

map, an ideas wall, and a community forum. The resulting feedback, presented in the following analysis, can help guide the JARPD’s decision-making and better meeting community needs and expectations.

**Figure 27: JARPD Social Pinpoint Landing Page**



### Ideas wall

The Ideas Wall allowed community members to anonymously share and view opinions, ideas, and feedback on local issues and initiatives. A total of 161 stakeholders contributed to the ideas wall regarding parks and trails, facilities, programs, events, and equestrian needs.

According to feedback, the community is passionate about creating diverse and accessible spaces for all residents that span different interests and age groups. There is also a notable emphasis on inclusive facilities, improved maintenance, and enhanced communication about available

programs and events. Additionally, community members desire inclusive play areas, sports facilities, nature trails, improved maintenance, and safety measures. The following summarizes comments and feedback:

#### PARKS AND TRAILS

Of the four categories, parks and trails received the most feedback with 95 comments. One comment, which 24 community members supported, emphasized the need for inclusive spending in the community, highlighting that not everyone has

access to equestrian facilities and is requesting that JARPD prioritize investments that benefit children and future generations who might not have access to equestrian amenities.

### FACILITIES

The facilities category received 41 comments. Two comments, which 42 community members supported, emphasized the need for more lighting at soccer fields and dedicated indoor areas for basketball and other sports. Other suggestions include improving and expanding current facilities infrastructure and developing new facilities.

### PROGRAMS AND EVENTS

The community's feedback regarding programs and events highlighted several key themes. The 23 comments submitted emphasized a strong desire for more inclusive and affordable recreational programs, particularly for children and youth. Concerns were raised regarding inadequate communication in specific residential areas, particularly among older adults, impacting their access to information about available programs. Additionally, there is a call for improved park facilities and infrastructure.

Requests for various recreational programs catering to the needs of all individuals include:

- Basketball leagues
- Tennis programs
- Martial arts classes
- Water aerobics
- Fitness classes

### EQUESTRIAN NEEDS

The equestrian category received seven comments revealed differing preferences among community members regarding trail usage; some members advocate for equestrian-based trails, and others advocate for pedestrian-based trails. Supporters of equestrian amenities emphasize the need for additional horse-friendly trails and parks, while others stress the importance of walking trails for current and future non-equestrian residents.

Safety concerns were also raised, particularly in establishing secure pathways and especially to the river, accommodating both horses and pedestrians.

Two comments emphasized the need for an equestrian park or arena within the Indian Hills vicinity, emphasizing the importance of proximity to residential areas and the creation of trails specifically designed for safe horse riding.

### Forum

There were eight comments made on the community forum. The discussion showcased a range of community desires, including the need for improved park infrastructure, diverse recreational programs, economic growth, and the development of family-friendly amenities to foster a more vibrant and engaging community.

### Interactive Map

The interactive mapping tool allowed community members to share their suggestions, strengths, challenges, and favorite places in JARPD. Respondents could pin comments in their desired locations within district boundaries anonymously and view other submissions on the platform.

The mapping tool received 946 site visits and 80 pinned comments across different map layers. The suggestions category received the most comments (71.7%), followed by challenges (18.3%), strengths (5%), and favorite places (5%).

### SUGGESTIONS

The suggestions category received the most responses, with 61 pinned comments made by community members. The community's feedback emphasized a desire for diverse recreational options, family-friendly amenities, and improved connectivity within the area. The information below summarizes needs and desires identified for each political district within the suggestions category.

#### DISTRICT 1 (14 COMMENTS):

Comments pinned in District 1 express a range of desires that include:

- Requests for shared use of school fields during weekends for soccer practice

- Desire for dedicated pickleball, tennis, and baseball courts as well as soccer fields
- Requests for low-cost outdoor exercise areas like pull-up bars and simple running tracks
- Suggestions to use this space for nature-related activities such as trails, access to a lake for light fishing, and educational nature setups
- Strong interest in family-oriented amenities such as shaded playgrounds equipped with splash pads, like Horseshoe Lake Park
- Desire for adventure parks and a duck pond
- Suggestions for clear signage at Centennial Park
- Suggestions for bike paths and walking trails to connect the area; potential for community parks or running/walking trail systems

**DISTRICT 2 (6 COMMENTS):**

The feedback on District 2 emphasized a desire for a park in the Mira Loma neighborhood, specifically within the area outlined by Van Buren/Bain to the east and west and Jurupa/Limonite to the north and south. Suggestions focused on creating a recreational space including elements such as a playground for children, walking tracks, and a splash pad.

There is also a shared sentiment regarding the convenience of having a park closer to home. Additional feedback include a splash pad in the northeast corner of Serano Ranch Park and the utilization of vacant lots or preserved areas like the pyrite channel for multipurpose trails suitable for walking or even horseback riding.

**DISTRICT 3 (7 COMMENTS):**

Suggestions for District 3 highlight improvements and desired amenities for various parks in the JARPD:

- **Riverbend Park:** Suggestion for shade structures for the playground area
- **Vernola Family Park:** Proposal to establish a local MLS softball league

- **Skyview Event Center:** Desire for a gymnasium closer to the community to address accessibility concerns
- **Wineville Park:** Request for a restroom near the playground for the convenience of small children who frequent the area
- **Laramore Park and Arena:** Suggestion for a restroom closer to the playground; calls for equipment renewal and maintenance of the track path due to damage from sprinklers and park vehicles

**DISTRICT 4 (2 COMMENTS):**

The comments for District 4 highlight the community’s interest in better-lit sports facilities and additional parks within their vicinity.

**DISTRICT 5 (32 COMMENTS):**

- Of the five district boundaries within the suggestions category, District 5 received the most feedback. The comments provided for District 5 revolve around enhancements across multiple parks, emphasizing the need for better facilities, lighting, and safety measures to support various community programs and activities.

**Veterans Memorial Community Center/ Ball Fields:**

- Requests for improvements, including fields, lighting, parking, and restrooms to support the Jurupa Valley Steelers football program.
- Concerns about gopher holes on fields, restroom issues, insufficient lighting, and overall maintenance problems.
- Complaints about restroom closures, parking safety issues, and requests for safety upgrades.

**Rancho Jurupa Regional Sports Park:**

- Requests for lights during time changes
- Improvements to synthetic fields, particularly regarding cleanliness
- Expand snack bar hours

**OTHER SUGGESTIONS:**

- Calls for improvements in the area, including upgraded restrooms, better grass fields, lighting, and safety measures

- Suggestions to improve safety of restrooms and parking
- Desire for trail system rebuild and activities like Boy Scout projects

**Key Findings From the Stakeholder and Community Engagement Process**

The following are key findings from the engagement process:

1. Numerous new developments have occurred recently, such as new parks and the Skyview Event Center.
2. Community members have a desire to complete the second half of the Skyview Event Center.
3. Access to facilities, including multipurpose gyms/facilities and an aquatics/swimming facility desired, particularly an outdoor pool are desired by residents.
4. Safety/security and vandalism are top concerns among district residents.
5. Park amenities including tables, benches, and BBQs are important to district residents; shade is the most important amenity community members desire to add.
6. Communication and outreach, explaining the mission, and branding the district are highly important to district residents.
7. Sustainable funding for the district is of critical concern to district residents. The district fee to community members households is quite low—about \$15 per year and does not include an escalator.
8. Community parks as social gathering spaces are important.
9. The future build-out to support the equestrian community was voiced as a priority.
10. Marketing and communication on programs may be needed.
11. Underserved areas/groups include:
  - Rubidoux/Paramount Estates off Mission Boulevard
  - Old Mira Loma
  - Indian Hills
12. Components the community would like to see are:
  - Lighted rectangular fields
  - Equitable amount of multipurpose synthetic turf fields
  - Additional community centers to cater to whole district
  - Additional splash pads
  - Dog park



## **SECTION: 6**

# The Needs Assessment Survey

The purpose of the needs assessment survey (Survey) was to gather community feedback on JARPD parks, recreation facilities, amenities, priorities for future planning, and communication. The survey research and subsequent analyses were designed to assist JARPD in developing a plan that reflects the community’s needs and desires. Along

with the stakeholder and community engagement efforts, the needs and desires, and the identified gaps in service were used to both develop the Plan’s recommendations and to add context to the planning effort. Over 500 surveys were received as shown in the Research Methods section below.

## Research Methods

1

### Statistically Valid (Invitation Survey)

Surveys were mailed to a systematic random sample of residential addresses in Jurupa Area Recreation and Park District, with the option to complete online through password protected website (1 response per household). The survey was also available in Spanish online.



296

Invitation surveys completed +/- 5.7% Margin of Error

2

### Open Link Survey

Later, the online survey was made available to all JARPD stakeholders.



226

Open Link surveys completed



5,000 Surveys Mailed

## Needs Assessment Key Findings

A summary of key survey findings are presented below. Survey results are presented throughout the plan, and a full survey report and cross-tabulations

are in Appendix 3. See Figures 28 and 29 that illustrate satisfaction and frequency of use of parks and recreation facilities.



Two samples were collected in the survey effort, the statistically valid Invite sample and the Open link sample. Together they provide an excellent source of input on topics addressed through the survey. Survey results are presented in formats that compare responses from each sample, along with an overall response. **In general, responses from the Open link survey are similar to the Invite, a positive finding that it indicates a more general consensus across the two samples.**



**Average ratings for overall satisfaction with parks, facilities programs, services and maintenance fall between 3.2 and 3.4 on a scale of 1-5 with 5 being “very satisfied” with parks and facilities receiving the highest ratings of satisfaction.** Outdoor recreation and outdoor sports fields and courts are the most frequently used facilities, programs or services.



**To increase the use of JARPD facilities, respondents feel that increased shade at park locations and better condition/maintenance of parks and facilities are most needed.** Improved safety and security and additional amenities also rated highly for encouraging use of JARPD facilities.

## Needs Assessment Key Findings(cont.)



Prioritization of **safety and security at parks and facilities is heavily agreed upon as an important principle that should guide the new master plan** along with providing community parks.



Respondents are most supportive of the purpose of JARPD parks and recreation facilities and programs to provide green and natural spaces, provide positive activities for youth and to promote the physical health and mental well-being of the general population of JARPD.



There is some support for increasing rates to support expanded parks and recreation in the District with 46% of the Invite sample and 40% of the Open link sample responding that they are somewhat willing to increase fees. The most supported funding option is to increase the current landscape assessment followed by increase user fees.



JARPD **parks & open spaces and trails & pathways are the most important facilities** to both samples. However, trails and pathways rated lower in terms of meeting the needs of the community, as did the athletic courts.



The top future priorities include repairing/updating existing parks, playgrounds, picnic areas, etc., developing new indoor recreation centers, increasing shade structures or tree canopies at parks, and developing new walking/biking trails and connecting existing trails with almost equal support from the Invite sample.



Many feel welcome at the JARPD parks and facilities, with **56% of Invite respondents rating a 4 or 5 with 5 being “very welcome,”** while 63% of Open respondents replied the same.

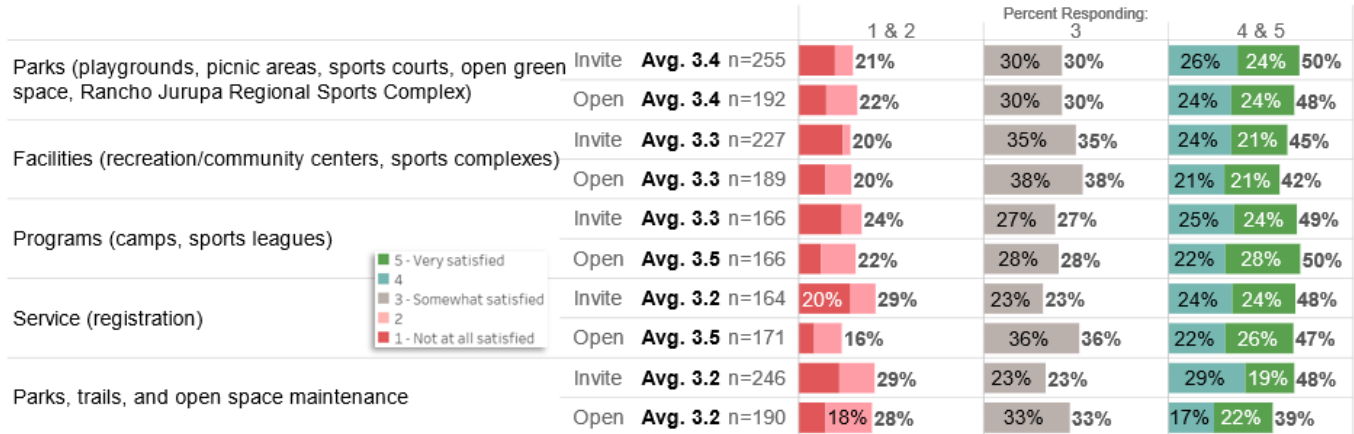
## Satisfaction With JARPD Parks and Services

**Figure 28: Satisfaction With Parks and Services**

The strongest level of satisfaction is currently with parks, which received a rating of 3.4 out of 5, with 5 being “very satisfied” for both samples following by facilities (averages of 3.3 for both samples).

The open link sample is more satisfied with programs and services than the Invite sample. Parks, trails, and open space maintenance rating the lowest in terms of satisfaction.

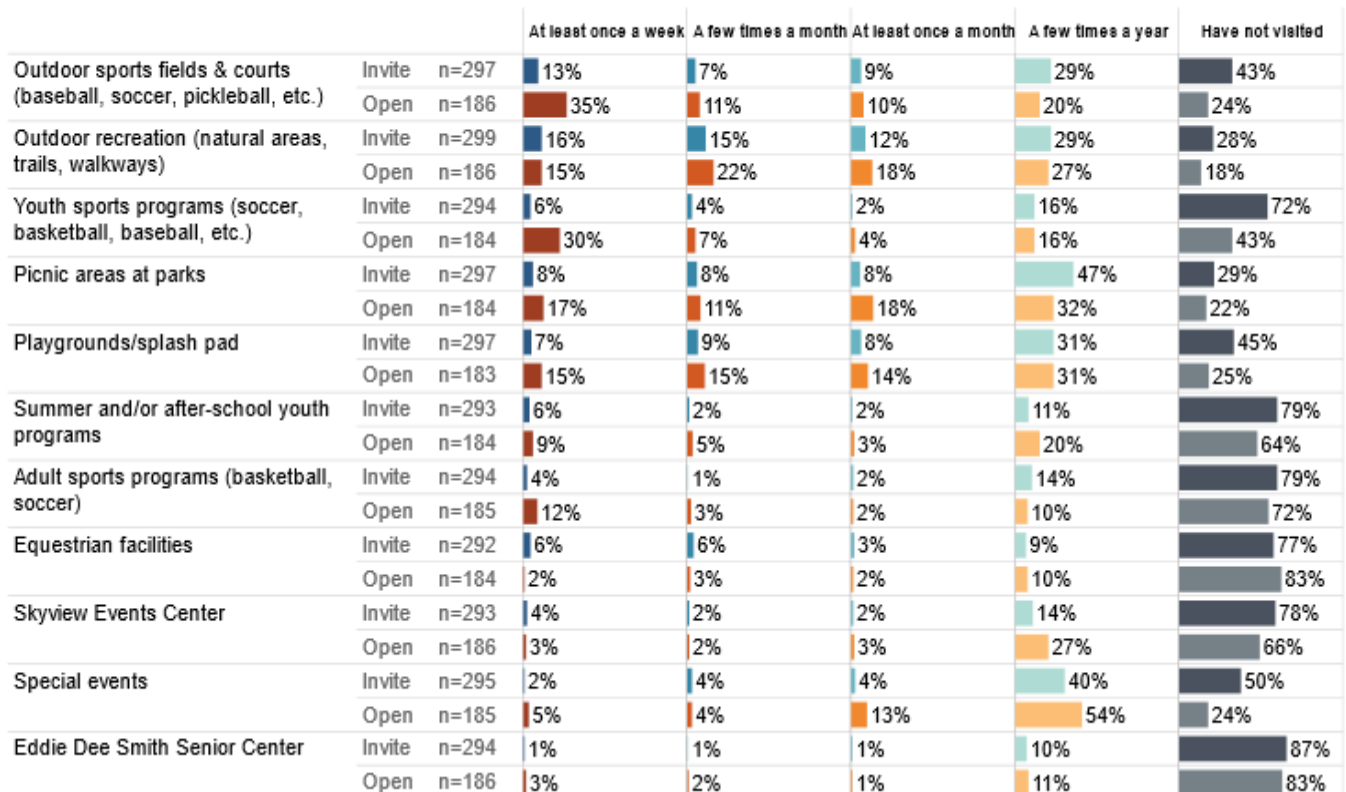
How satisfied are you or members of your household with each of the following as provided by JARPD?



## Frequency of Use of JARPD Parks and Facilities

**Figure 29: Frequency of Use of Parks and Facilities**

How frequently have you or members of your household used or participated in any of the following facilities, services or programs provided by the Jurupa Area Recreation & Park District?





## Comparison of Importance to Needs Met for Facilities and Amenities

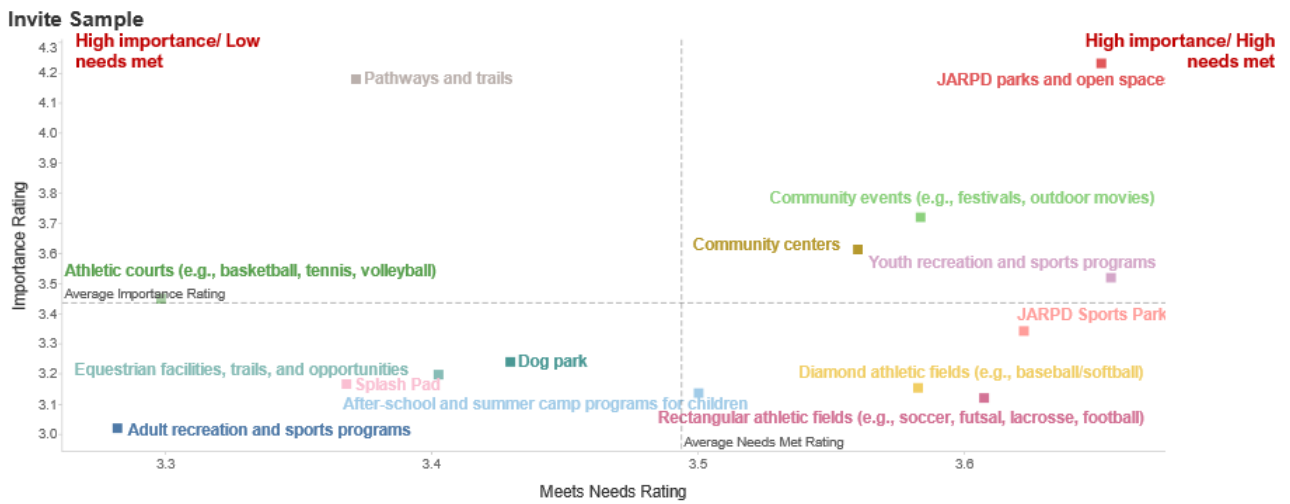
The survey helped to identify those facilities and amenities that were most important to district residents. At the same time, the survey illustrated how well needs were met for those same facilities. Placing importance and needs met on a quadrant can visually help to add perspective (see Figure 30).

The upper left quadrant shows those facilities and amenities that are both more important and for which needs are least met. On the scale of 1 to 5, with 1 being needs unmet and 5 being needs fully met, all needs are greater than 3.

**Figure 30: Facilities and Amenities–Importance/Needs Met Matrix**

**INVITE SAMPLE**

Areas that fell into the high importance/low needs met for the Invite sample include pathways and trails and athletic courts, indicating areas of improvement. Whereas JARPD parks and open spaces, community events and center were rated as high importance and high needs met.



# SECTION: 7

## Parks LOS and Guidelines

LOS describes how a recreation system provides residents access to recreational assets and amenities. LOS indicates the ability of people to connect with nature and pursue active lifestyles, often reflects community values, and can have implications for health and wellness, the local economy, and quality of life.

## Introduction

Many parks and recreation professionals seek national standards as benchmarks for planning. These standards might suggest the ideal acreage, ballfields, pools, and playgrounds a community should have. Historical references go back to 1906 when the Playground Association of America recommended 30 square feet per child for playground space.

In the 1970s and 1980s, more detailed publications on these topics emerged. In 1983, Roger Lancaster's book, "Recreation, Park and Open Space Standards and Guidelines," recommended a core system of parklands with 6.25 to 10.5 acres of developed open space per 1,000 population. These guidelines were not formally adopted by the NRPA, but a ratio of 10 acres of parkland per 1,000 people has been widely accepted.

Notably, these standards may not be universally applicable. Factors such as the inclusion of golf courses, indoor and passive facilities, skateparks, ice arenas, public art, and the unique characteristics of a community can significantly

influence ideal standards. Quality and maintenance levels also play a crucial role in evaluating the adequacy of recreational facilities.

## Geo-Referenced Amenities Standards Program® (GRASP®)

Parks, trails, recreation, and open space are part of an overall infrastructure for a community and are made up of various components, such as playgrounds, multipurpose fields, and passive areas. A methodology for determining the LOS is appropriate to address these and other relevant questions. Composite-values methods can be applied to measure and portray the service provided by parks and recreation systems. The composite-values methodology process used for analysis is GRASP®.

This methodology records each park component's geographic location, quantity, and capacity. It also uses comfort, convenience, and ambiance as characteristics that are part of the context and setting of a component. They are not characteristics of the element itself, but they enhance the value when they exist. Combining and analyzing each component's composite value makes it possible to measure the service provided by a parks and recreation system from various perspectives and for any given location. Typically, this begins with deciding on relevant components, collecting an accurate inventory of those components, and conducting analysis.

## Inventory Methods and Process

In April 2023, BerryDunn used mobile tablets preloaded with GIS data to conduct site assessments at JARPD parks, trails, and open spaces. The inventory for this study focused primarily on components at outdoor public spaces. The following information was collected during site visits:

- Component type and geo-location
- Component functionality
- Assessment scoring is based on the condition, size, site capacity, and overall quality

### The inventory team used the following four-tier rating system to evaluate park components:

- 0 = Nonfunctioning
- 1 = Below Expectations
- 2 = Meets Expectations
- 3 = Exceeds Expectations

### Components were evaluated from two perspectives:

- The value of the component in serving the immediate neighborhood
- The value of the component to the greater community

### NEIGHBORHOOD SCORE:

- Each component was evaluated from the perspective of a resident who lives nearby
- High-scoring components are easily accessible to pedestrians in the neighborhood, are attractive for short and frequent visits, and are unobtrusive to the surrounding neighborhood

- Low-scoring components may have limited access to residents such as locked gates, have nuisance features such as sports lighting, or draw large crowds for which parking is not provided

### COMMUNITY SCORE:

- Components were evaluated from resident perspectives in the greater community
- High-scoring components in this category may be unique components within the parks and recreation system, have a broad draw throughout the community, have the capacity and associated facilities for community-wide events, or are in areas accessible only by car
- An example of low-scoring components may be when a park's components are limited to only homeowner association (HOA) residents

### SITE MODIFIERS:

- In addition to standard components, the inventory also evaluates features that provide comfort and convenience to users.
- These are things a user might not go to the parks specifically to use but are aspects that enhance their experience by making it a nicer place to be.
- Modifiers encourage people to stay longer and enjoy the components more fully.
- The presence of features such as water fountains, shade, seating, and restrooms in proximity to a component increases the component's value.
- These features are scored as described above with the 0–3 system; scoring focuses on service to the user rather than the quantity.

After the site visits, a scorecard and inventory map were created for each facility. Following review and approval of park scorecards and inventory maps, a GRASP® Inventory Atlas was created. The Atlas is provided as a supplemental document to the Plan.

## JARPD System of Parks

The JARPD plays a pivotal role in enhancing the quality of life for communities in the Jurupa Valley area and portions of the City of Eastvale. With a commitment to providing diverse recreational opportunities, JARPD operates an extensive network of 38 parks and recreation facilities, each offering unique and valuable assets.

These parks go beyond traditional green spaces, encompassing a wide range of amenities and features that cater to the varied interests and needs of the community. From well-maintained sports fields and playgrounds to scenic trails, picnic areas, and playgrounds, JARPD's facilities serve as dynamic hubs for outdoor activities.

Experiencing notable growth in recent years, JARPD has expanded its offerings and facilities. In 2020, the addition of Horseshoe Lake Park marked a significant increase in green spaces.

Following this, the strategic transfer of Rancho Jurupa Regional Sports Park's management in September 2020 brought about the establishment

## Sustainable Foundations

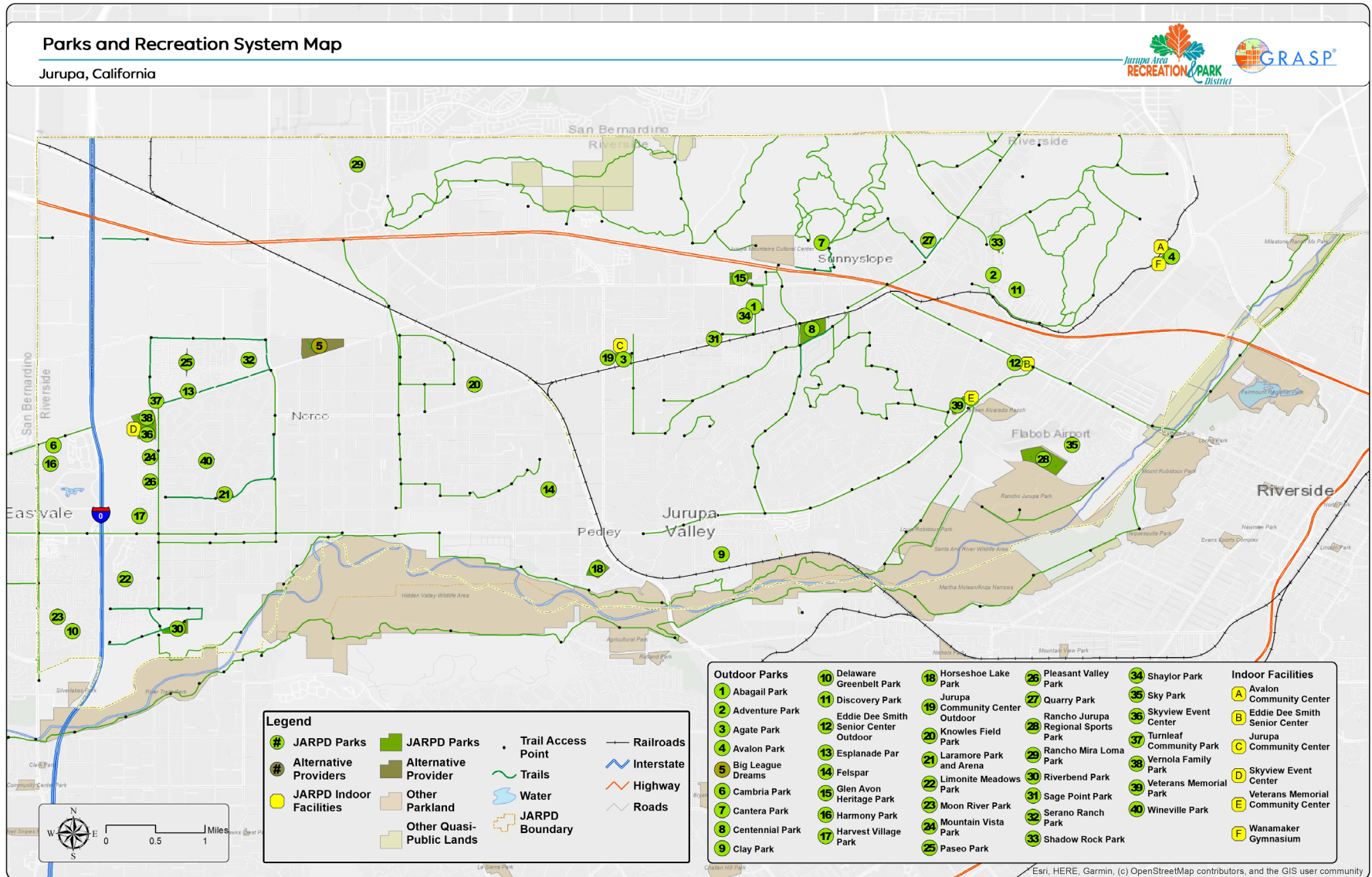
Opened in 2020, Horseshoe Lake Park spans 15 acres, offering visitors lush trails, a picnic area, and a basketball court. It earned the 2021 American Public Works Association–Southern California Chapter B.E.S.T. Project of the Year award for creativity and innovation. Designed to be off-the-grid, the park encircles the protected wetland of Horseshoe Lake, with solar lighting contributing to safety and environmental conservation. This design reflects the District's dedication to minimal site disruption and wildlife preservation.

of a dedicated soccer complex. Building on this momentum, 2021 witnessed the completion of the Vernola Family Park expansion and the grand opening of the Sky View Event Center, further enhancing JARPD's commitment to providing diverse and expansive recreational opportunities within the community.



The system inventory map (see Figure 31) shows the relative size and distribution of existing parks and recreation facilities in and near the JARPD boundaries. Green parcels represent parks. Map 1 also displays indoor facilities and other service providers. The map legend contains the complete list. Note: the Eddie Dee Smith Senior Center is owned by the City of Jurupa Valley.

Figure 31: System Map



## Park Classifications

While NRPA defines park classifications, it also acknowledges each community is unique in terms of geographical, cultural, and socioeconomic makeup. As such, each community or park agency should develop its own standards for recreation, parks, and open space using NRPA definitions as a guide.

To organize JARPD’s public open space facilities, park areas are classified according to a hierarchy that provides for a system of interrelated parks. All parks can be placed into specific categories or classifications. Some parks that meet neighborhood needs and have specialized amenities could be placed into more than one classification; however, they are placed in the classification that meets the broadest definition. Park classifications that are appropriate for JARPD do not strictly meet NRPA guidelines in terms of size or amenities, but they are appropriate for overall district offerings. The JARPD classifications are as follows:

- Neighborhood Parks (fewer than 10 acres)
- Community Parks (10–40 acres)
- Special Use Parks

### Neighborhood Parks

In JARPD, neighborhood parks are the most essential units of the park system and serve as the recreational and social focus of the neighborhood. Of JARPD system parks, 28 are classified as neighborhood parks. These parks typically include a playground, picnic areas, athletic fields or courts, open space, or other amenities. JARPD neighborhood parks range in size from as small as the 0.15-acre Abigail Park to the 7.2-acre Agate Park. Neighborhood parks serve an area within a 10-minute walk time or half-mile radius uninterrupted by major roads or other barriers. The desirable size is three — nine acres but may be reduced based on neighborhood need.

### Community Parks

Community parks serve a broader purpose than neighborhood parks. While community parks may include neighborhood park amenities—and act as neighborhood parks—the focus of a community park is meeting community-based recreation, athletic, and open space needs. These parks may contain significant athletic complexes, aquatic amenities, walking paths, picnic areas, and various other active and passive amenities depending upon community needs and site suitability. In some cases, a park with only a single athletic field that provides a venue for community athletic organizations may fall into this category regardless of its small size. The community park may also be the venue of an activity or amenity that has broad community appeal but does not fit the “special use” designation.

Community parks usually serve multiple neighborhoods, with special amenities serving all JARPD residents. For this park type, 10 acres or more are preferred, but special amenities of community interest or athletic fields that provide for the community may be on much smaller sites. Eight parks in the JARPD system are classified as community parks. The desirable size is 10–40 acres.

### Special Use Parks

Special use parks cover a broad range of specialized park and recreation facilities—often with a single major use. Golf courses, historical sites, sports complexes, community center sites, and other special use facilities fall into this category. These parks may also include neighborhood or community park elements but with amenities that have a regional appeal to visitors. The size of the park or facility site can vary significantly based on the needs of the facility. Horseshoe Lake Park and Rancho Jurupa Regional Park are classified as special use parks.



## Trails

Trail corridors provide access to park sites, environmental areas, Equestrian access points, community facilities, commercial districts, and residential neighborhoods. Trail corridors are linear parks that may have local and regional significance.

In focus group sessions and one-on-one discussions, trail access is a recurring theme. A holistic approach to trail access and connectivity should be taken. The community survey assessed future needs of facilities, amenities, and programs to be added over the next 5 to 10 years. Based on respondents' top three choices, developing new walking trails and connecting existing trails ranked most important. Figure 32 highlights the value of trails to the community.

## Promotion of Equestrian Lifestyle

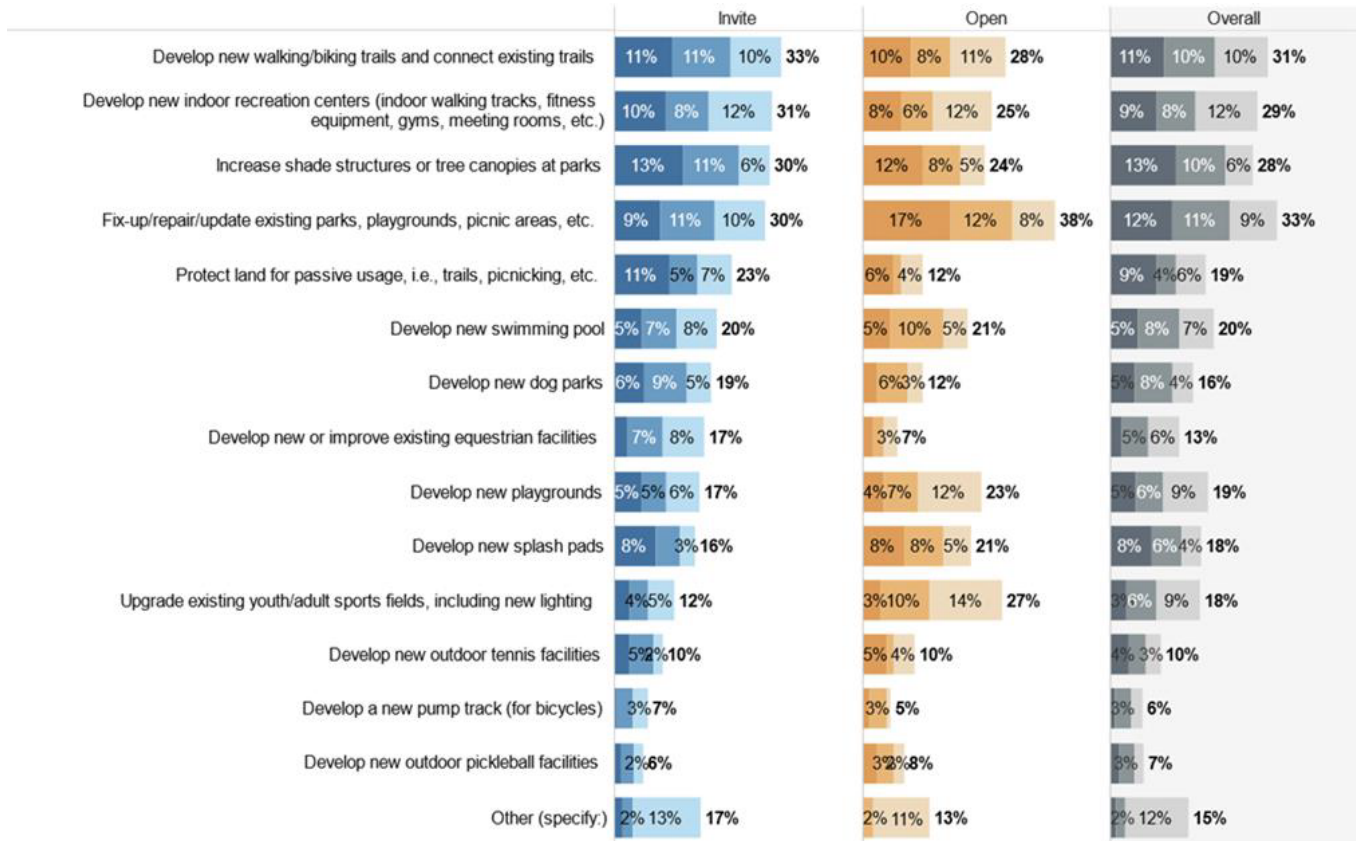
JARPD actively promotes a casual and healthy equestrian lifestyle. The presence of equestrian trails and facilities encourages residents to engage in horseback riding, contributing to both recreation and a connection with the area's heritage.

- JARPD operates four riding facilities:
- Horseshoe Lake Park
- Rick Thompson Arena
- Felspar Arena
- Laramore Park

The community survey found among the Invite sample that 21% own a horse. Of those horse owners, three-quarters possess more than one horse. Trails allowing horses experience greater usage, with 13% of the Invite sample reporting daily or weekly use compared to 10% for the equestrian facility.



Figure 32: Community Survey: Future Needs



### Indoor Facilities

Across the country, community centers are evolving from their original purpose as a community gathering place with facilitated programs into recreation centers that offer a host of fitness and active-life options, including pools, exercise and dance classes, weight rooms, personal trainers, and sports courts. A well-run facility serves as a thriving hub of activity for youth, adults, families, older adults, and civic organizations.

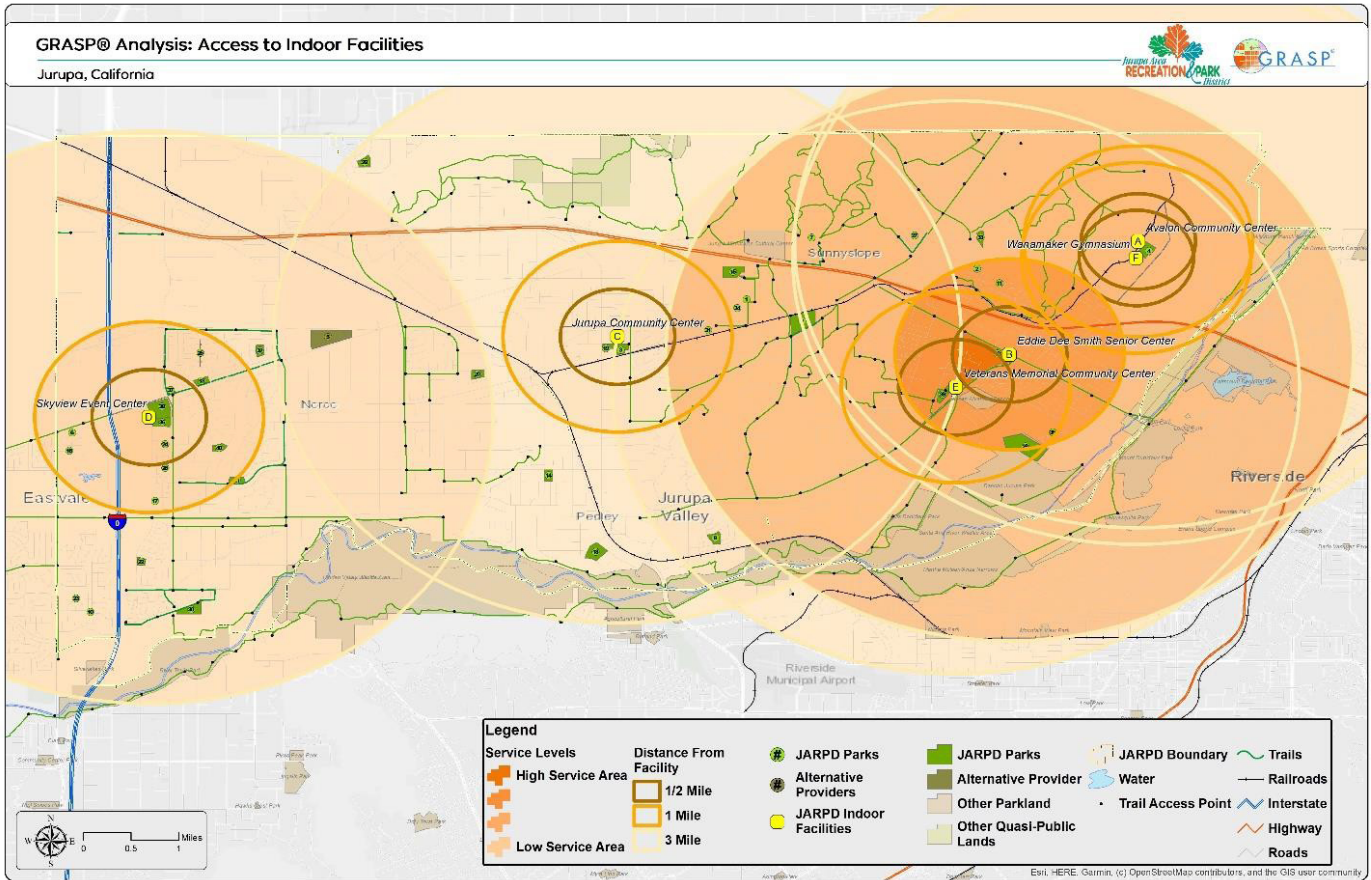
According to NRPA Park Metrics<sup>13</sup>, 63% of reporting agencies offer a recreation center with a gym. In 2022, peer parks and recreation agencies serving a population of 100,000–250,000 residents provided one recreation center per 54,000

residents. Additionally, NRPA Park Metrics notes that 59% of agencies provide community centers and 41% provide senior centers. In 2022, peer agencies offered one community center per 53,000 residents and one senior center per 124,000 residents.

In alignment with these trends, JARPD stands out by operating six indoor facilities, with each tailored to provide a distinctive and enriching user experience. Figure 33 shows JARPD’s indoor recreation facilities locations and service area with half-mile, one-mile and three-mile radii. Indoor recreation facilities are typically considered facilities to which people will drive.

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Figure 33: Access to Indoor Facilities



## Condition Audit

Each facility location and all on-site components have been assigned a GRASP® score. The resulting scores reflect the overall value of that site. A basic algorithm calculates scoring totals, accounting for components and modifiers for every park and facility in the inventory. Scores for each facility can be found in Table 19.

### COMPONENT SCORING

A component is any amenity—such as a playground, picnic shelter, basketball court, or athletic field—that allows people to exercise, socialize, and maintain healthy physical, mental, and social well-being. A list of GRASP®

components and definitions can be found in Appendix 4.

All components were scored based on condition, size, site capacity, and overall quality, reflecting the user’s expectations of recreational features. Beyond the quality and functionality of components, GRASP® considers other essential aspects of a park or recreation site. Not all parks are created equal, and their surroundings may determine the quality of a user’s experience. The GRASP® system acknowledges the differences to the user experience between identical playground structures in Figure 34.

Figure 34: GRASP® User Experience Differences



Overall, component scoring in JARPD is similar to the national GRASP® database relative to distribution of scores. JARPD components are

slightly more likely to score a 1 when compared to the national data set. Additionally, JARPD has 6% less new components in the system.

Table 19: JARPD Component Scores Vs. National Data Set

| JARPD Scores |     | National Data Set Scores |     |
|--------------|-----|--------------------------|-----|
| Scores       | %   | Scores                   | %   |
| 0            | 0%  | 0                        | 3%  |
| 1            | 11% | 1                        | 10% |
| 2            | 87% | 2                        | 79% |

The community survey revealed that improved conditions and maintenance of parks and facilities would lead to increased use of JARPD facilities (see Figure 35). The number of components

reaching their useful life may be contributing to resident desires for more quality maintenance of parks.

**Figure 35: Community Survey: Increased Use**

What would assist you or members of your household to use JARPD facilities more? (CHECK ALL THAT APPLY)

|   | Invite | Open | Overall |
|---|--------|------|---------|
| Increased shade at park locations                         | 50%    | 51%  | 50%     |
| Better condition/maintenance of parks or facilities       | 44%    | 51%  | 47%     |
| Improved safety and security                              | 41%    | 34%  | 38%     |
| Additional facilities and amenities                       | 40%    | 48%  | 43%     |
| Improved communication about offerings                    | 38%    | 28%  | 34%     |
| Improved equestrian facilities, trails, and opportunities | 37%    | 19%  | 30%     |
| Facilities closer to where I live or work                 | 31%    | 23%  | 28%     |
| Lower pricing/user fees                                   | 21%    | 28%  | 24%     |
| Better signage/wayfinding                                 | 18%    | 12%  | 16%     |
| Expanded hours of operation                               | 18%    | 13%  | 16%     |
| Better accessibility for people with disabilities         | 11%    | 8%   | 10%     |
| Improved customer service/staff knowledge                 | 11%    | 11%  | 11%     |
| Additional resources in Spanish                           | 10%    | 3%   | 8%      |
| Other (specify:)  | 23%    | 28%  | 25%     |
| n=  | 276    | 172  | 448     |

Source: RRC

### JARPD Park Services

Park scoring measures how the parks and components serve residents and users. These scores often make the most sense when compared within the same classification (i.e., when comparing one neighborhood park to another). It may be reasonable that there is a wide range of scores within a category. Still, it may also be an opportunity to reevaluate a park’s particular classification based on the service to the community or neighborhood it serves.

Cumulative scores most directly reflect the number and quality of components. The availability of modifiers, such as restrooms, drinking fountains, seating, parking, and shade, also impact park scores. Higher scores reflect additional recreation opportunities than lower scores. There is no ultimate or perfect score. Each park has a GRASP® Neighborhood and Community Score. The biggest difference between these measurements is that the neighborhood score focuses on component diversity, while the community score also considers

There is no ultimate or perfect park score. Scores are cumulative and reflect the total number and quality of park components in addition to the availability of amenities, such as restrooms, drinking fountains, seating, parking, and shade. In general, parks with the highest scores offer more and better recreation opportunities than those with lower scores.

the quantity of each component. An example of this might be a park with several different components (e.g., playground, picnic shelter, basketball court and four tennis courts). The GRASP® Neighborhood Score would reflect that users have access to four different components, but the GRASP® Community Score not only recognizes the four unique component types but also factors in the four tennis courts. In this case, the park would score a higher GRASP® Community Score than a GRASP® Neighborhood Score. Park scores sorted by park classification are shown in Table 20.

Table 20: Park Scores

| Facility                      | GRASP®<br>Neighborhood<br>Score | GRASP®<br>Community<br>Score | Total<br>Components | Park<br>Classification | Acres |
|-------------------------------|---------------------------------|------------------------------|---------------------|------------------------|-------|
| Abigail Park                  | 12                              | 12                           | 2                   | Neighborhood<br>Park   | 0.16  |
| Sage Point<br>Park            | 15.4                            | 15.4                         | 3                   | Neighborhood<br>Park   | 0.26  |
| Delaware<br>Greenbelt<br>Park | 7.2                             | 7.2                          | 2                   | Neighborhood<br>Park   | 0.28  |
| Moon River<br>Park            | 19.2                            | 21.6                         | 5                   | Neighborhood<br>Park   | 0.35  |
| Quarry Park                   | 14.4                            | 14.4                         | 3                   | Neighborhood<br>Park   | 0.38  |
| Adventure<br>Park             | 14.4                            | 14.4                         | 3                   | Neighborhood<br>Park   | 0.47  |
| Cambria Park                  | 14.4                            | 14.4                         | 3                   | Neighborhood<br>Park   | 0.49  |
| Harmony Park                  | 16.8                            | 24                           | 6                   | Neighborhood<br>Park   | 0.59  |
| Harvest<br>Village Park       | 21.6                            | 21.6                         | 4                   | Neighborhood<br>Park   | 0.69  |
| Discovery<br>Park             | 14.4                            | 14.4                         | 3                   | Neighborhood<br>Park   | 0.74  |
| Sky Park                      | 24                              | 28.8                         | 6                   | Neighborhood<br>Park   | 0.75  |
| Mountain<br>Vista Park        | 13.2                            | 13.2                         | 3                   | Neighborhood<br>Park   | 0.82  |
| Paseo Park                    | 4.4                             | 8.8                          | 4                   | Neighborhood<br>Park   | 0.98  |
| Pleasant<br>Valley Park       | 31.2                            | 31.2                         | 6                   | Neighborhood<br>Park   | 0.98  |
| Cantera Park                  | 16.8                            | 16.8                         | 3                   | Neighborhood<br>Park   | 1.00  |
| Shaylor Park                  | 26.4                            | 26.4                         | 5                   | Neighborhood<br>Park   | 1.09  |

| Facility                                 | GRASP®<br>Neighborhood<br>Score | GRASP®<br>Community<br>Score | Total<br>Components | Park<br>Classification | Acres |
|--|---------------------------------|------------------------------|---------------------|------------------------|-------|
| Turnleaf<br>Community<br>Park            | 26.4                            | 26.4                         | 5                   | Neighborhood<br>Park   | 2.67  |
| Jurupa<br>Community<br>Center<br>Outdoor | 8.4                             | 8.4                          | 1                   | Neighborhood<br>Park   | 3.41  |
| Limonite<br>Meadows<br>Park              | 16.8                            | 16.8                         | 4                   | Neighborhood<br>Park   | 3.49  |
| Shadow Rock<br>Park                      | 31.2                            | 36                           | 7                   | Neighborhood<br>Park   | 4.32  |
| Serano Ranch<br>Park                     | 33.6                            | 33.6                         | 7                   | Neighborhood<br>Park   | 4.85  |
| Wineville Park                           | 11.4                            | 16.2                         | 7                   | Neighborhood<br>Park   | 4.89  |
| Esplanade<br>Park                        | 33.6                            | 43.2                         | 9                   | Neighborhood<br>Park   | 5.01  |
| Laramore<br>Park and<br>Arena            | 10.8                            | 10.8                         | 4                   | Neighborhood<br>Park   | 5.15  |
| Knowles Field<br>Park                    | 12                              | 31.2                         | 5                   | Neighborhood<br>Park   | 5.75  |
| Felspar Arena                            | 4.4                             | 4.4                          | 2                   | Neighborhood<br>Park   | 5.75  |
| Clay Park                                | 13.2                            | 14.4                         | 9                   | Neighborhood<br>Park   | 6.41  |
| Rancho Mira<br>Loma Park                 | 33.6                            | 33.6                         | 7                   | Neighborhood<br>Park   | 6.41  |
| Agate Park                               | 38.4                            | 57.6                         | 11                  | Neighborhood<br>Park   | 7.27  |
| Avalon Park                              | 12.6                            | 15.6                         | 8                   | Community<br>Park      | 10.00 |

| Facility                           | GRASP®<br>Neighborhood<br>Score | GRASP®<br>Community<br>Score | Total<br>Components | Park<br>Classification | Acres |
|------------------------------------|---------------------------------|------------------------------|---------------------|------------------------|-------|
| Veterans Memorial Park             | 39.6                            | 62.4                         | 15                  | Community Park         | 10.06 |
| Riverbend Park                     | 52                              | 62.4                         | 12                  | Community Park         | 11.34 |
| Glen Avon Heritage Park            | 40.8                            | 50.4                         | 11                  | Community Park         | 12.87 |
| Horseshoe Lake Park                | 52.8                            | 57.6                         | 12                  | Community Park         | 13.48 |
| Vernola Family Park                | 52                              | 98.8                         | 16                  | Community Park         | 20.77 |
| Centennial Park                    | 6.6                             | 6.6                          | 4                   | Community Park         | 23.44 |
| Horseshoe Lake Park                | 52.8                            | 57.6                         | 12                  | Special Use            | 13.48 |
| Rancho Jurupa Regional Sports Park | 14.4                            | 192                          | 30                  | Special Use            | 36.47 |

## Alternative Service Provider Park Scores

Evaluators conducted an extensive assessment to explore alternative providers of outdoor recreation facilities, with Big League Dreams emerging as the sole identified option. Utilizing the same scoring method, components were pinpointed through aerial photography and verified during on-site visits, recognizing any restricted access areas. Big League Dreams Sports facilities provides opportunities to approximately 31 acres of parkland and 16 additional park components.

Big League Dreams provides scaled-down replicas of famous ballparks like Fenway Park, Yankee Stadium, and Wrigley Field. The unique feature creates an immersive experience. The venue also offers batting cages for practice, featuring slo-pitch and baseball options. A kids' play area with playground equipment is available near the Stadium Club Restaurant.



Additionally, Big League Dreams provides a versatile 20,000 square-foot indoor pavilion suitable for various events from cheerleading and dance competitions to corporate functions and parties.

**GRASP® COMPARATIVE DATA**

Using GRASP® scores enables comparison between JARPD to systems across the country. The GRASP® National Data Set consists of 86 agencies, 5,584 parks, and more than 31,000

components. Table 21 provides additional comparative data from communities of similar populations across the United States. Because each community is unique, there are no standards or “correct” numbers, but the analysis offers interesting comparisons and insight into the JARPD system versus other communities. For example, it might be concluded that JARPD offers more parks than other agencies per capita; however, it has lower-scoring parks due to the low number of components in the parks.

**Table 21: GRASP® Comparative Data**

| Agency                                | JARPD   | Nampa, ID | Greater Vallejo, CA | Meridian, ID | Victorville, CA | Average |
|---------------------------------------|---------|-----------|---------------------|--------------|-----------------|---------|
| Year                                  | 2023    | 2022      | 2020                | 2022         | 2020            | N/A     |
| Population                            | 119,666 | 106,824   | 119,217             | 124,790      | 127,027         | 119,465 |
| Study Area Size                       | 29,445  | 22,676    | 57,884              | 23,191       | 47,341          | 37,773  |
| Population Density (per Acre)         | 4.1     | 4.7       | 2.1                 | 5.4          | 2.7             | 3.7     |
| Number of Sites                       | 40      | 39        | 36                  | 25           | 21              | 30      |
| Total Number of Components            | 227     | 233       | 216                 | 256          | 169             | 219     |
| Average Number of Components per Site | 6       | 6         | 6                   | 10           | 8               | 8       |



|   |       |       |       |       |       |       |
|---|-------|-------|-------|-------|-------|-------|
| <b>Total GRASP® Value (System)</b>                          | 776   | 1,014 | 875   | 1,694 | 775   | 1,090 |
| <b>Average Score per Facility</b>                           | 19    | 26    | 24    | 68    | 37    | 39    |
| <b>Components per Capita</b>                                | 2     | 2     | 2     | 2     | 1     | 2     |
| <b>Percentage of Population With Walkable Target Access</b> | 21%   | 25%   | 27%   | 68%   | 34%   | 39%   |
| <b>People per Park</b>                                      | 2,992 | 2,739 | 3,312 | 4,992 | 6,049 | 4,273 |
| <b>Park per 1,000 People</b>                                | 0.3   | 0.4   | 0.3   | 0.2   | 0.2   | 0.26  |

## LOS

To analyze the LOS of JARPD assets, the inventory team used GRASP® analysis. This process yields analytical maps and data that show access to recreation across a study area. This analysis also combines the inventory with GIS software to produce analytic maps and data that show the quality and distribution of park and recreation services across JARPD. The ability to show where the LOS is adequate or inadequate is an advantage of GIS analysis.

This is done by defining a service area and using park scores to establish a reasonable number of components residents should have access to within the service area.

Other service providers are included in the GRASP® analysis. This means that when assessing the LOS recreation assets provided to residents of JARPD, alternative service providers and their contributions are considered. By doing so, the analysis strives to provide a comprehensive and accurate representation of the level of service across the community, working to ensure a well-rounded evaluation of the services being offered.

GRASP® scores suggest a reasonable LOS for JARPD residents is four recreational components. The target value is comparable to a typical neighborhood park, which usually offers between two and nine components. For comparison, within JARPD, access to Harvest Village Park, Paseo Park, Limonite Meadows

Park would meet the target value. This target value may or may not be available at the same facility, and component makeups will vary.

JARPD has 249 components across its developed facilities. Rancho Jurupa Regional Sports Park has the most with 30.



Figure 37 represents the walkable LOS across JARPD based on a 10-minute walk. Darker orange gradient areas indicate higher access to recreation components. Gray areas fall outside of a 10-minute walk. The walkability analysis provides the distribution and equity of service across the

community. The walkability analysis includes components provided by JARPD and other service providers. Analysis shows that more than two-thirds of JARPD residents (68%) are within walking distance of outdoor recreation opportunities; 21% live within a target value service area.

**Figure 37: Walkable Access to Recreation**

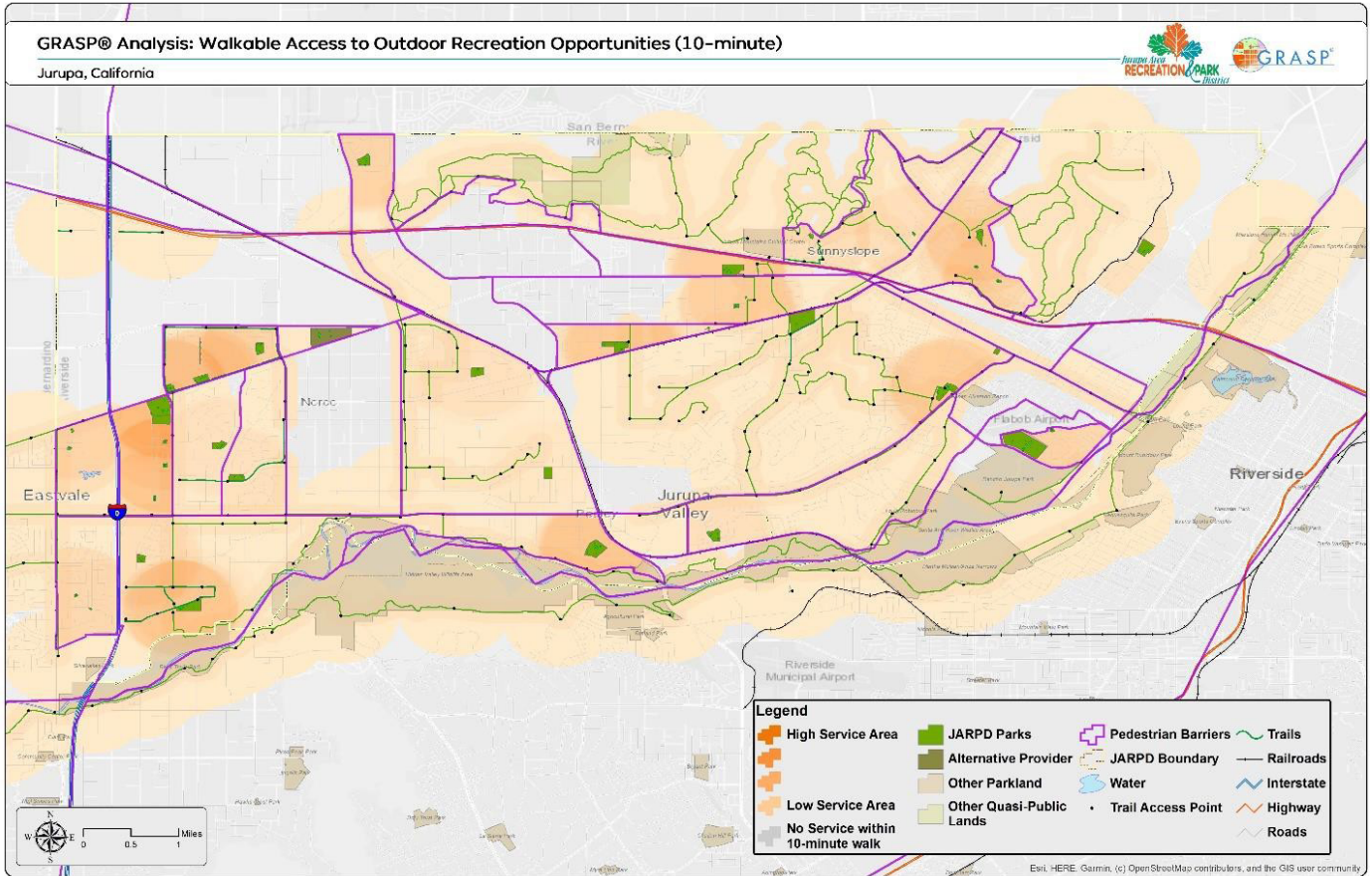
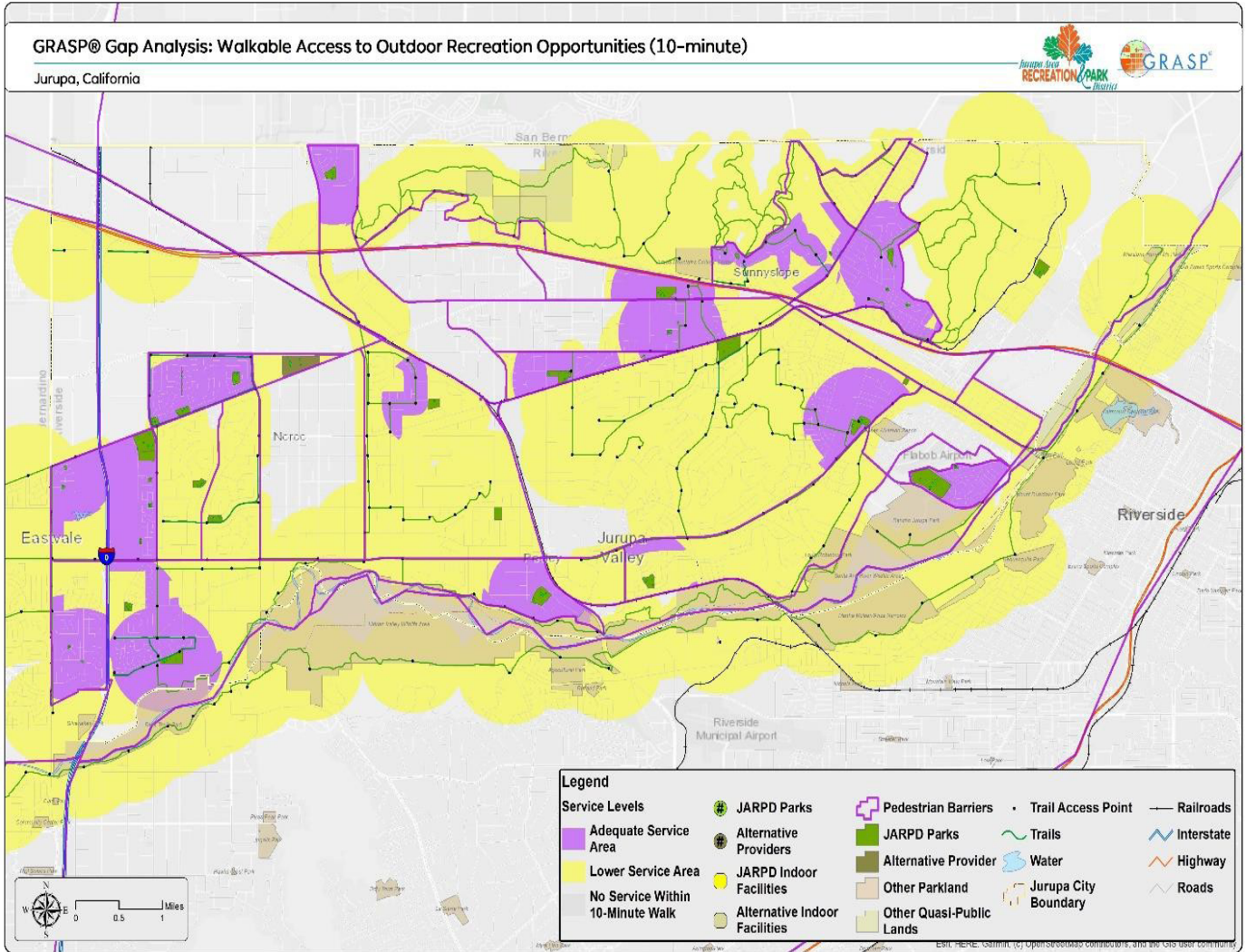


Figure 38 reflects access to the LOS target value. Purple indicates where LOS values meet or exceeds the target value, while yellow areas provide access to limited recreation opportunities. Yellow areas

offer some services but do not meet the target value of four components in a half-mile service area. Gray areas are currently not served within a half-mile service area.

**Figure 38: Walkable Access to Recreation Gap Analysis**

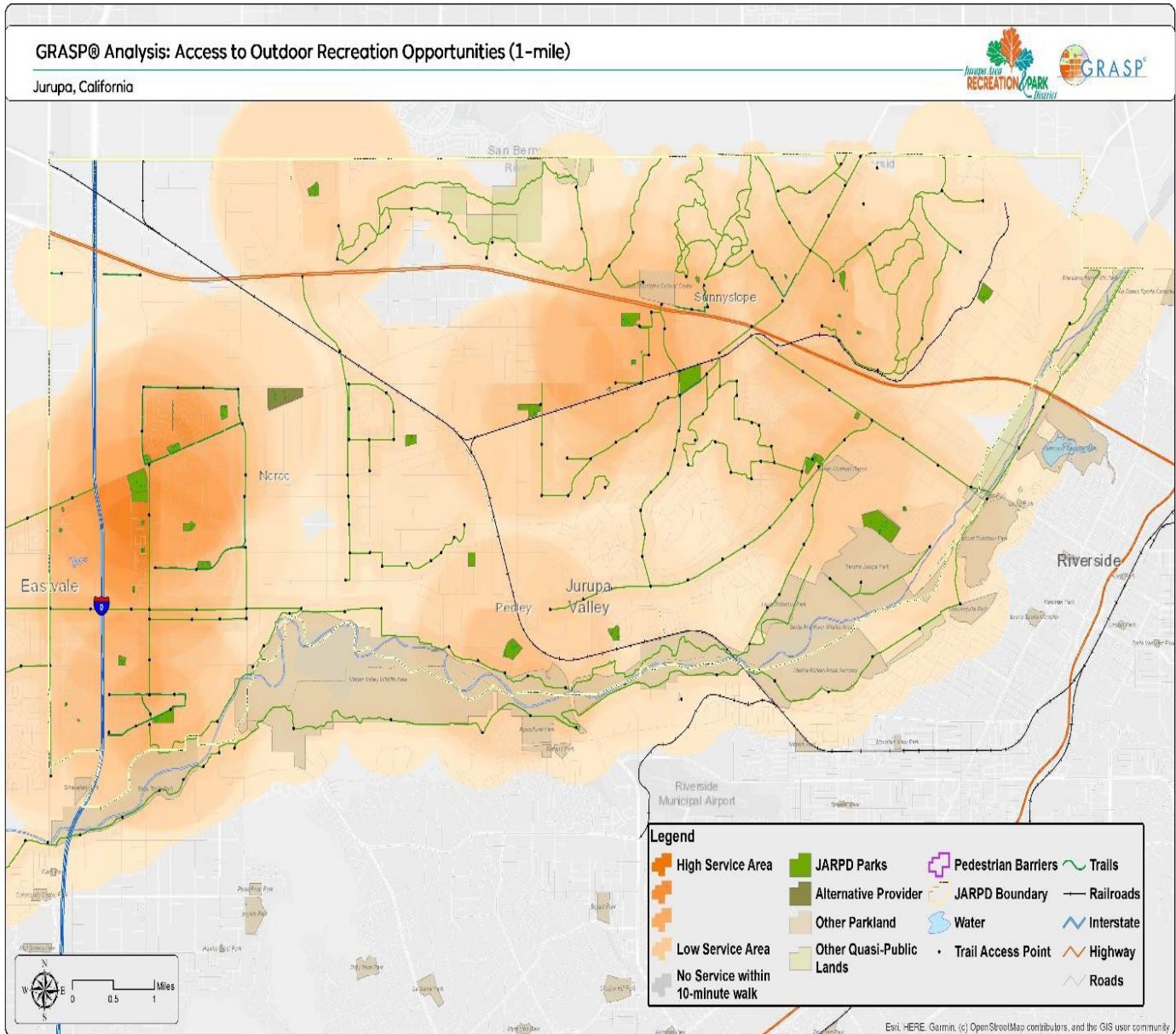


## One-Mile Gap Analysis

Based on walkability analysis, a one-mile service area for JARPD is recommended. Figure 39 provides the volume of recreation opportunities based on a one-mile service area. Darker gradient

areas indicate a higher volume of opportunities. In general, JARPD has effective distribution of parks and facilities in terms of one-mile access.

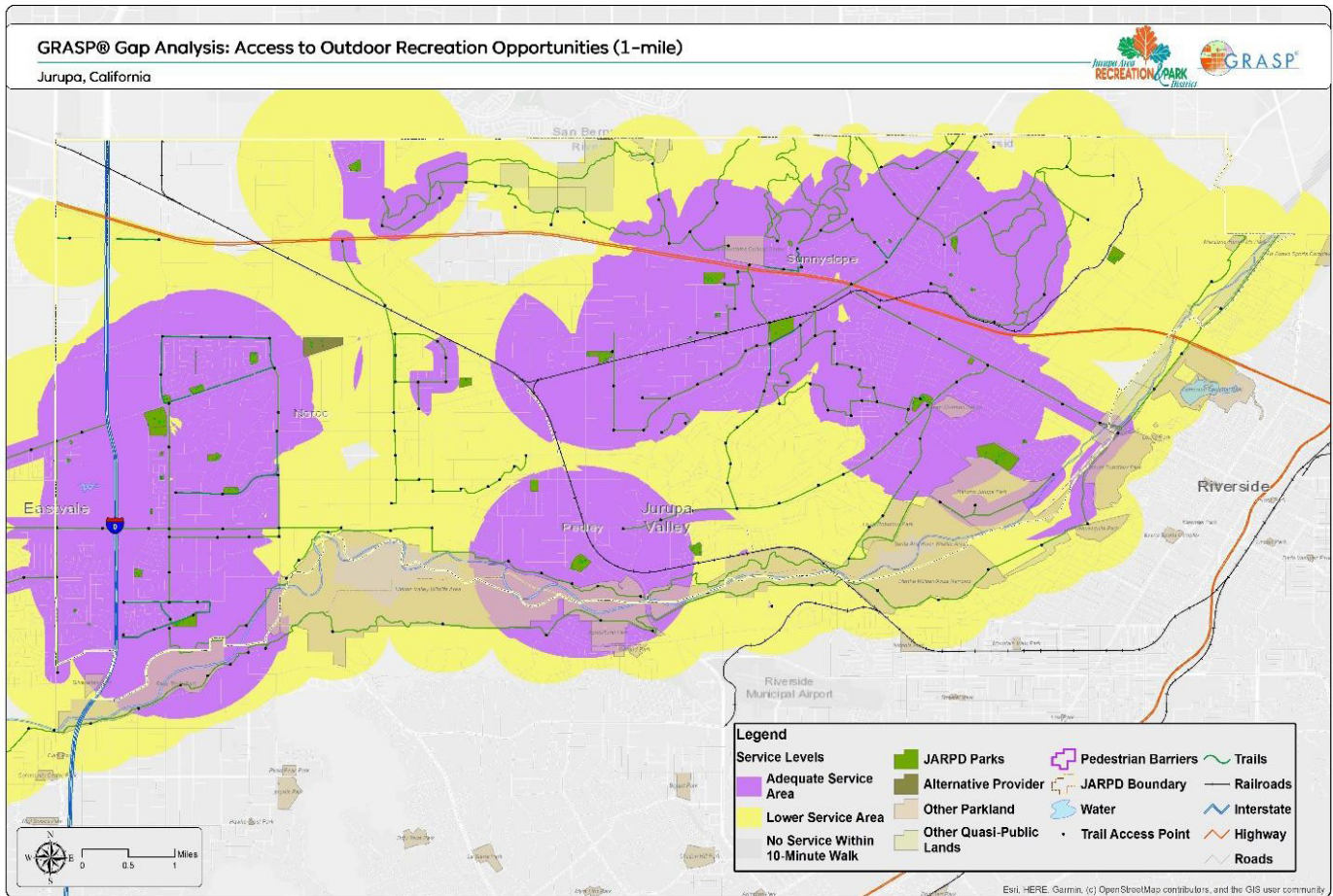
**Figure 39: One-Mile Access to Recreation**



Nearly all JARPD residents have access to active or passive recreation opportunities within a one-mile service area. Gap analysis shows that 57% of residents live within an area that meets the LOS target value of four components. Figure 40 reflects access to the LOS target value. Purple indicates where LOS values meet or exceed the

target value, while yellow areas provide access to limited recreation opportunities. Yellow areas offer some services but do not meet the target value of four components in a one-mile service area. Gray areas are currently not served within a one-mile service area.

Figure 40: One-Mile Access to Recreation Gap Analysis



### Park Metric Analysis

NRPA park metric analysis compares JARPD-owned facilities to recent NRPA national statistics from its 2023 Agency Performance Review. JARPD is below the NRPA median for park acres per capita, with 1.9 acres per 1,000 residents, versus the NRPA median of 10.1 acres and a lower quartile of 5.2 acres. The park metric analysis accounts for 224 developed acres of active and passive park land operated by the district. Considering projected population increases, the analysis finds developed acres are needed by 2028 to maintain 1.9 acres per 1,000 residents. Based on growth projections, the district should develop 6.5 park acres by 2028 to maintain the current LOS 1.9 acres per 1,000 residents. To meet the NRPA median standard of 10.1 acres per 1,000 residents, a total of 1,018 developed acres would be necessary. Alternatively,

to achieve the lower quartile benchmark of 5.2 acres, 415 developed acres would be required.

When comparing specific components to NRPA Park Metrics, JARPD meets the median in most categories. Pickleball courts, tennis courts, swimming pools, and community gardens are exceptions. The park metric analysis is based on peer parks and recreation agencies serving a population of 100,000–250,000. The Wanamaker Gymnasium was included in the analysis.

Park metrics are not intended to represent any standards against which each park and recreation agency should measure itself. There is no single set of standards for parks and recreation because different agencies serve different communities with unique needs, desires, and challenges. Table 22 offers a comparison NRPA park metric analysis with survey findings.

Table 22: Park Metric Analysis

| Outdoor Facility                 | Agencies Offering This Facility | Median Number of Residents per Facility | JARPD Current Quantity* | JARPD Residents per Facility | Need to Add to Meet NRPA Median |
|----------------------------------|---------------------------------|---|-------------------------|------------------------------|---------------------------------|
| Playgrounds                      | 95%                             | 10,811                                  | 30                      | 3,989                        | 0                               |
| Basketball Courts*               | 86%                             | 15,214                                  | 15                      | 7,978                        | 0                               |
| Tennis Courts                    | 76%                             | 12,033                                  | 0                       | 0                            | 10                              |
| Pickleball Courts                | 31%                             | 46,801                                  | 2                       | 59,833                       | 0                               |
| Diamond Fields: Multipurpose     | 79%                             | 41,168                                  | 23                      | 5,203                        | 0                               |
| Rectangular Fields: Multipurpose | 69%                             | 46,666                                  | 21                      | 5,698                        | 0                               |
| Dog Parks                        | 68%                             | 131,943                                 | 1                       | 0                            | 0                               |
| Swimming Pool                    | 51%                             | 108,425                                 | 0                       | 0                            | 1                               |
| Skate Parks                      | 41%                             | 235,209                                 | 1                       | 119,666                      | 0                               |
| Community Gardens                | 52%                             | 114,666                                 | 1                       | N/A                          | 0                               |

\*JARPD operates 4 full courts and 22 half courts. Half courts are factored at 0.5.

## **SECTION: 8**

# Organizational and Financial Analysis



BerryDunn assessed organizational and financial structure, staffing, and investments made in parks and recreation services by residents within JARPD boundaries.

Under board of director guidance, the general manager autonomously oversees daily operations, including the budget, personnel, policy development, parks, recreation programs and facilities, special events, cultural programs, and intergovernmental relationships.

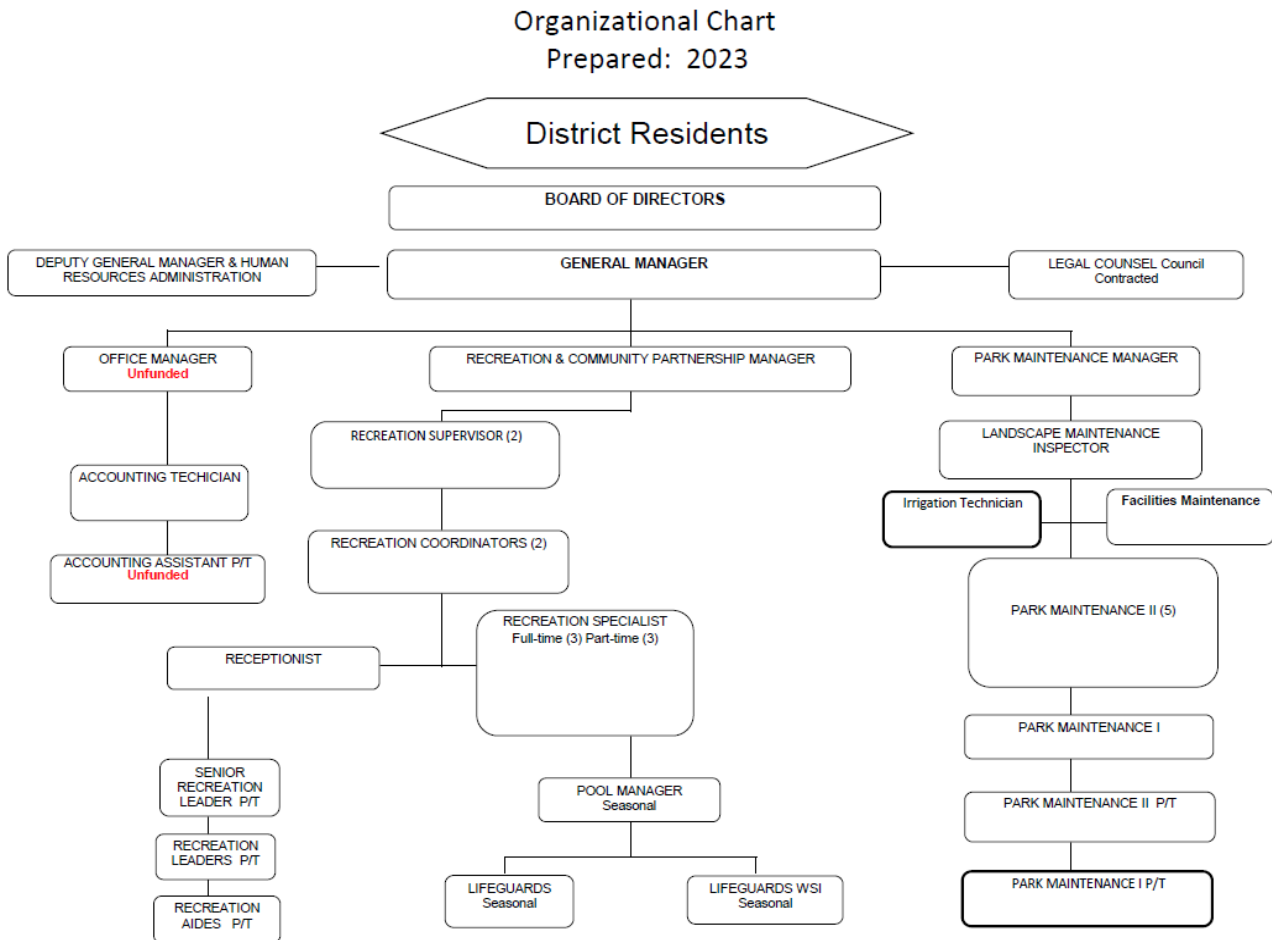
Supporting the general manager are 36.2 FTEs made up of 22 full-time positions and 14.2 FTE

positions, including administrative personnel, recreation specialists, and park maintenance professionals. In FY 22/23, the district invested \$504,098 in part-time labor at an average hourly rate of \$17.17.

The district also has two unfunded FTEs (formerly funded) and contracted legal counsel.

The city delivers services through three divisions—administration, recreation and community partnerships, and parks maintenance. A manager oversees each (Figure 41).

**Figure 41: JARPD Organizational Chart**



## Staffing Analysis

The 2024 NRPA Agency Performance Review suggests that typical agencies serving a population between 80,000 and 160,000 would invest in a range per 10,000 residents from 5 FTEs (the lower quartile) to 14.4 (upper quartile), or a median of 10 FTE per 10,000 residents.

When compared to other typical agencies serving similar populations, the district provides 3.02 FTEs per 10,000 residents, or one-third of the national median. To meet the average minimal staffing of 5 FTEs per 10,000 residents, the district would need to add 25.6 positions by 2028.

Population density can also help explain a need for increased staffing levels. Agencies serving communities with greater population densities typically have a need for more FTEs per resident. Agencies serving communities with more than 2,500 residents per square mile might need staffing closer to the higher quartile. Population density in the City of Jurupa Valley is approximately 2,441 residents per square mile.<sup>14</sup>

Another consideration is position distribution. Typically, agencies may dedicate 30% of FTEs to recreation, 46% to park operations and maintenance, 17% to administration, 3% to capital development, and the remaining 4% to other categories. The district allocates 41% of FTEs to recreation and 45% for park maintenance and operations, with the remaining 14% dedicated to administration and oversight.

This assessment suggests position distribution is similar to other agencies and is appropriate.

## Span of Control

The span of control for the Recreation and Community Partnerships Division and the Administration Division appear appropriate; however, span of control appears to be high for the

Maintenance Division. Typically, a reasonable span of control is between five and seven positions. The maintenance manager is responsible for nine full-time and other part-time positions.

## Staffing Considerations

The consultant team recognizes that each community and special district in California is different and has varying staffing needs. With that being said, the JARPD appears to be significantly understaffed when compared to other agencies serving similar populations.

## Financial Analysis—Current Circumstances

The district adopts an annual budget that sets priorities, guides staff, and provides the primary resources to meet residents' parks and recreation needs. The cost to operate the district is split between the general fund and 11 community facilities districts. District tax revenue was \$4,056,383 in 2023. A fee of \$15 per household is collected to help fund park maintenance, with \$1,090,033 collected in 2023. This fee—which requires an annual inflation adjustment—has not been adjusted in decades and cannot sufficiently fund park maintenance for parks not part of a community facilities district.

The needs assessment survey completed suggests that improved park maintenance would promote increased use. It also indicates that park maintenance, funded by the small annual assessment, is underfunded and cannot support parks not part of a community facilities district. The current budget per acre of developed general fund parks and non-park sites is approximately \$10,731. NRPA metrics data shows that parks and recreation agencies in California may dedicate a median of \$15,055 per acre, while California special districts invest \$25,270 per acre on average.

<sup>14</sup> Population density figures in the JARPD were not readily available during the planning process.

## Investment Per Capita

When comparing JARPD to similar sized communities across the U.S., agencies might invest \$79 per capita (low) to \$148.55 (high), or a median of \$109.17 per capita. The district invests \$57 per capita to deliver parks and recreation services. Further, when comparing only to agencies in California, the investment per capita again

falls short. To reach the lower level of per capita investment, the district would need to increase its investment by \$22 per capita or an additional \$2.6 million per year.

## Operating Budgets

Table 23 shows operating revenue and expense trends from 2021 to 2024 as the district recovered from COVID-19-related challenges.

**Table 23: JARPD Operating Revenue, Expense, and Cost Recovery Trends**

|  | 2021/22     | 2022/23     | 2023/24                   | Change From 2020/21 to 2023/24 |
|--|-------------|-------------|---------------------------|--------------------------------|
| General Fund Revenues                            | \$2,354,170 | \$3,490,525 | \$4,066,085               | +73%                           |
| Recreation Generated Revenues (Fees and Charges) | \$1,029,736 | \$1,355,377 | \$1,301,520               | +26%                           |
| Recreation Revenues per Capita                   | \$8.6       | \$11.32     | \$10.87                   | +26%                           |
| Total General Fund Expenses                      | \$3,104,685 | \$3,740,814 | \$4,063,568               | +31%                           |
| Total Cost Recovery                              | 33%         | 36%         | 32%                       | -1%                            |
| Community Facilities Districts                   | \$3,007,522 | \$3,009,976 | \$4,056,383 <sup>15</sup> | +35%                           |

Recreation revenues shown per capita provide another perspective. Typical agencies serving similar sized communities may receive between \$6.67 per capita (low) and \$47.19 per capita (high),

or a median of \$18.01. Table 23 shows that average recreation revenues received per capita is \$10.26, which is below the median.

## Revenue-to-Operating Expenditures: Cost Recovery

Benchmarking against other similar communities can assist with planning and leadership decisions; however, because each community is different, benchmarking is not intended to be the sole tool for making such decisions. Metrics such as cost recovery (revenue-to-operating expenditures) can be helpful.

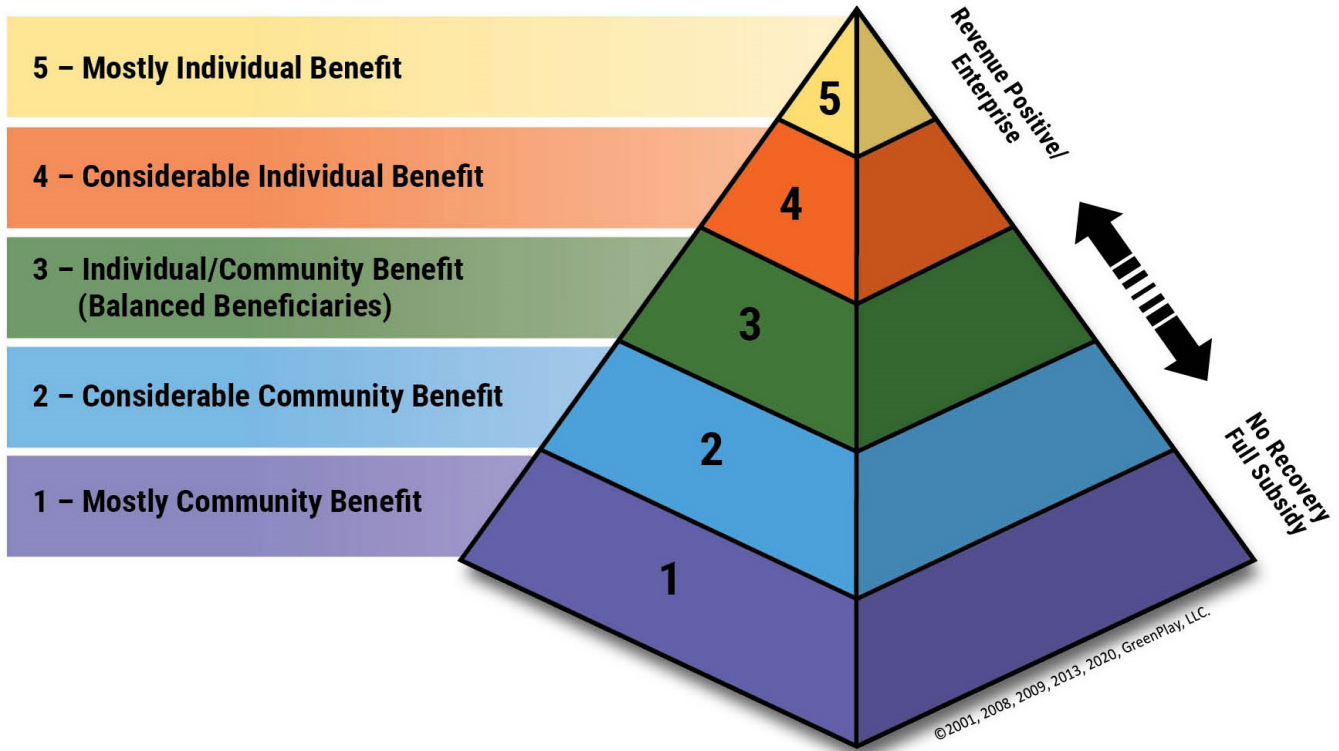
Agencies of similar size across the United States may have a total cost recovery between 12.2% (low) to 38.1% (high), or a median of 22.0%. The JARPD clearly outperforms other comparable agencies serving in terms of cost recovery; however, given

the district's lower level of revenue per capita, this may be a function of underfunding, particularly in park maintenance. One way to bring the district in line with other agencies' funding is to increase the maintenance assessment. For parks that fall within the 11 community facilities districts, funding is at an acceptable and appropriate level for maintenance.

To help maintain a transparent, easy-to-understand pricing and resource decision, the district is encouraged to adopt a resource allocation and cost recovery policy and model (Figure 42).

<sup>15</sup> Increase is primarily from new parks

Figure 42: Resource Allocation and Cost Recovery Model



The philosophy developed by BerryDunn is a standard followed by many parks and recreation agencies across the United States and is based on the concept that while all parks and recreation facilities, programs, and services are intended to improve the lives of community members, not all should necessarily receive the same level of subsidy.

In general, the more a facility, program, or service provides a community benefit, the greater the taxpayer subsidy. Programs that provide unique, individual benefits are funded more by individuals though user fees and may subsidize programs lower on the pyramid.

### Community Members' Support and Preferences for Increased Financing

The needs assessment survey asked respondents for preferences and support for funding to expand parks, facilities, and programs. Among invitation sample respondents, 10% were very willing, 46% were somewhat willing, 32% were not willing, and 12% did not know. Overall, JARPD residents appear in support of some form of fee increase to assist the district with future operation and expansion.

To further understand financing opportunities, the survey measured support for four types of funding mechanisms as shown in Table 24.

**Table 24: Support for Changes to Funding Mechanisms**

| Funding Mechanism                                   | Percentage of Survey Respondents in Support |
|---|---|
| New bond programs                                   | 48%   |
| Increasing current landscape maintenance assessment | 34%   |
| Increasing user fees                                | 34%   |
| A new parcel tax                                    | 13%   |

### Traditional Parks and Recreation Operations and Capital Development Funding Sources

There are a variety of mechanisms local governments can employ to provide services and make public improvements. Parks and recreation operating, and capital development funding, typically comes from conventional sources such as sales, use, and property tax referenda voted upon by the community, along with developer exactions. Operating funds are typically capped by legislation; may fluctuate based on the economy, public spending, or assessed valuation; and may not keep up with inflationary factors. In the case of capital development, “borrowed funds” sunset with the completion of loan repayment and are not available to carry over or reinvest without voter approval. Shown in Appendix 5 are the salient points of many traditional and alternative funding sources, partnerships, and efficiencies that may be available to the district. Note that tax compression resulting from property tax relief measures adopted in California may impact the district’s use of some of the funding opportunities.

### FUNDING CATEGORIES IN APPENDIX 5 INCLUDE:

- Traditional tax and exactions-based funding resources
- Development funding
- Fees and charges
- Alternative operations and capital development funding sources
- Loan mechanisms
- Alternative service delivery and funding structures
- Partnership opportunities
- Community resources
- Grants
- Philanthropy
- Community services fees and assessments
- Permits, licensing rights, and use of collateral assets
- Funding resources and other options
- Cost-saving measures
- Green trends and practices

During the planning process, 53 funding sources/ strategies were identified that are currently not in use but could easily be used or possibly be used. Below are some funding options identified by district leadership that could easily be used by the district:

## General Obligation Bonds

Bonds issued with the approval of the electorate for capital improvements and general, public improvements.

## Special Assessment Bonds

Bonds commonly issued to fund development projects where the interest owed is paid by taxes levied solely on the beneficiaries of the project. Special assessment bonds are a form of general obligation bonds.

## Naming Rights

Many agencies throughout the country have successfully sold the naming rights for newly constructed facilities or when renovating existing buildings. Additionally, newly developed and renovated parks have been successfully funded through the sales of naming rights. Generally, the cost for naming rights offsets the development costs associated with the improvement. People incorrectly assume selling the naming rights for facilities is reserved for professional stadiums and other high-profile team sport venues. This trend has expanded in recent years to include public recreation centers and facilities as viable naming rights sales opportunities.

Naming rights can be a one-time payment or amortized with a fixed payment schedule over a defined period. During this time, the sponsor retains the “rights” to have the park, facility, or amenity named for them. Also, during this time, all publications, advertisements, events, and activities could have the sponsoring group’s name as the venue. Naming rights negotiations need to be developed by legal professionals to help ensure the contractual obligation is equitable to all agents and provides remedies to change or cancel the arrangements at any time during the agreement period.

## Film Rights

Many agencies issue permits so park sites may be used for commercial film and photography activities. The production company pays a daily fee for the site plus the loss of revenue the agency would incur during use of the community space.

## Philanthropy

Philanthropy can be defined as the concept of voluntary giving by an individual or a group to promote the common good and improve the quality of life. Philanthropy generally takes the form of donor programs, capital campaigns, and volunteers/in-kind services.

The time commitment to initiate a philanthropic campaign can be significant. If the JARPD decides to implement a capital fundraising campaign and current resources that could be dedicated to such a venture are limited, it may be recommended that the agency outsource some or most of this task to a non-profit or private agency experienced in managing community-based capital fundraising campaigns. Capital campaigns should be limited to large-scale capital projects that are desired by the community but for which dedicated funding is not readily available.

## Key Findings

Observations, the needs assessment survey, and community and staff feedback were considered to determine if the current organizational and management structure was satisfactory. This analysis resulted in the following key findings:

1. JARPD staffing (FTE per 10,000 residents) is only one-third of the national median.
2. The distribution of positions between recreation, park maintenance, and administration is appropriate.
3. The span of control for all managers and supervisors is appropriate, except for the park maintenance manager which is high.
4. The \$15-per-household annual maintenance fee is insufficient and needs to be updated regularly.
5. The general fund budget per acre of parks and non-park sites to support parks maintenance is low and is not updated regularly.
6. Recreation revenues are only 57% of what other comparable agencies may receive.



# **SECTION: 9**

## JARPD Facilities Assessment

## Facilities Assessed

BerryDunn conducted a thorough evaluation of three JARPD recreation facilities to gauge their effectiveness and utilization. These facilities were the Eddie Smith Senior Center, Wanamaker Gymnasium, and Veterans Community Center. The assessment covered an ADA access survey for those three facilities, along with an evaluation of their current condition and usage. The Skyview Event Center was not included due to its relatively new age, and the Jurupa Community Center was not included due to the impending renovation in 2024.

## ADA Access Survey

An ADA access survey was conducted as part of the master planning process. Consultants from Bay Area CASp evaluated the regulatory access of the JARPD recreation facilities. This survey aimed to provide a thorough report of access barriers for each facility, including clear descriptions and photographs of encountered barriers, along with associated code sections and requirements for compliance with both ADA and California Building Code (CBC) accessibility standards. Under the ADA, Title II entities like the district must ensure access to services, programs, and activities.

The report does not suggest a transition plan or equivalent access solutions; however, besides documenting physical barriers, it may provide observations on the specific impacts of encountered barriers. Each individual report also indicates barrier locations on a key plan for quick field reference, along with ratings of the potential impact on overall accessibility and potential costs to mitigate the barriers.

The CASp survey and report cover CBC/ADA Title II interpretation of non-compliant physical conditions for the three JARPD facilities evaluated. These

reports include accessible routes from public ways, parking areas, facility amenities, play areas, restrooms, and other publicly accessed areas falling under Title II jurisdiction for required accessibility.

The assessment produced an index of barriers for each facility, estimating their associated costs and access impacts. Cost impacts are categorized as minimum, moderate, and major, while access impacts are categorized as low, medium, and high. Notably, these identifiers are solely the opinion of CASp and should not be construed as directives for implementation.

## Background - ADA

The ADA defines a person with a disability as a person who has a physical or mental impairment that substantially limits one or more major life activity. This definition includes people who have a record of the impairment even if they do not currently have a disability, and people who do not have a disability but are regarded as having one.

Percentages of the population in the JARPD with disabilities were not available during the planning process. As a result, percentages are reported from the City of Jurupa Valley that encompasses most district residents. The U.S. Census estimates that 7.5% of the City of Jurupa Valley residents have a disability.

## ADA Assessment Findings

The survey identified 309 barriers, covering various issues such as restroom accessibility, ramps and slopes, signage, hardware, etc. A full report was provided to the district as a staff document and contains a thorough list of these barriers along with location maps and photographs. Additionally, a summary is provided to aid in prioritization. Table 25 highlights the 10 most frequently occurring barriers.



**Table 25: Most Repeated Type of Barriers**

| Type of Barrier                                  | Number of Barriers in the System |
|--|----------------------------------|
| Restrooms/Toilets                                | 55                               |
| Door Barriers (stops, size, force to open, etc.) | 49                               |
| Missing or Location of Signage                   | 29                               |
| Gates, Ramps, and Slopes                         | 23                               |
| Access to Facilities or Parking                  | 21                               |
| Location of Dispensers/Mounting                  | 20                               |
| Access Height of Switches or Controls            | 18                               |
| Hazard Warning Signs Missing                     | 14                               |
| Grab Bars and Handrails                          | 12                               |
| Hardware   | 12                               |

The consultants assigned an access rating to each barrier, describing the impact to access, and a rating of the potential order of magnitude cost. This is intended to provide additional context and to assist with prioritization of remediation.

Table 26 reports the number of barriers in each facility. Table 27 shows the number of barriers by impact on access, and Table 28 shows barriers by a rating of potential order of magnitude costs.

**Table 26: Barriers by JARPD Facility**

| Barriers by Facility               |                                    |
|------------------------------------|------------------------------------|
| Facility                           | Number of Barriers in the Facility |
| Eddie Smith Senior Center          | 125                                |
| Veterans Memorial Community Center | 88                                 |
| Wanamaker Gymnasium                | 96                                 |
| <b>Total</b>                       | <b>309</b>                         |

**Table 27: Impact of Barriers on Access**

| Impact of Barriers on Access |  |
|------------------------------|--|
| Barrier Rating               | Number of Barriers in the Three Facilities |
| High Impact                  | 25   |
| Medium Impact                | 261  |
| Low Impact                   | 20   |
| N/A (Informational Only)     | 3  |
| <b>Total</b>                 | <b>309</b>                                 |

**Table 28: Potential Order of Magnitude Cost Estimate**

| Potential Order of Magnitude Cost Estimate |  |
|--|--|
| Barrier Rating                             | Number of Barriers in the Three Facilities |
| Major Cost                                 | 62   |
| Moderate Cost                              | 108  |
| Minimal Cost                               | 136  |
| N/A (Informational Only)                   | 3  |
| <b>Total</b>                               | <b>309</b>                                 |

To assist with prioritization around remediation of the barriers, Table 29 illustrates six categories of barriers.

**Table 29: Barriers by Access and Order of Magnitude Costs**

| Prioritization Table for Barriers    |  |
|--------------------------------------|--|
| Barrier Rating                       | Number of Barriers in the Three Facilities |
| High Impact to Access, Major Cost    | 13   |
| High Impact to Access, Moderate Cost | 9  |
| High Impact to Access, Low Cost      | 3  |
|                                      |  |

| Prioritization Table for Barriers      |  |
|--|--|
| Barrier Rating                         | Number of Barriers in the Three Facilities |
| Medium Impact to Access, Major Cost    | 43   |
| Medium Impact to Access, Moderate Cost | 122  |
| Medium Impact to Access, Low Cost      | 96   |
|  |  |
| Low Impact to Access, Major Cost       | 6  |
| Low Impact to Access, Moderate Cost    | 11   |
| Low Impact to Access, Low Cost         | 3  |
| N/A                                    | 3  |
| <b>Total</b>                           | <b>309</b>                                 |

There are 25 barriers that are considered to have a high impact on facility use. Among the 25 barriers, order of magnitude cost estimates suggest that 13 may be high cost, 9 moderate, and 3 low. Table 29 illustrates opportunities to address barriers that require a higher capital investment.

## Facility Condition Assessments

The consultants walked through the facilities and made observations regarding use and condition. A deferred maintenance plan is needed for each of the facilities.

### Eddie Smith Senior Center

The facility was built in 1991 and is owned by the City of Jurupa Valley and operated by the JARPD. The facility remains branded as a county facility. It may serve the district well to rebrand and resign the facility as a JARPD facility. Three different governing jurisdictions are represented in facility signage. Key findings:

- Signs on the front porch of the facility related to the lending library are not in good shape and should be removed.
- Outdoor facility lighting is old, inefficient, not recessed, and subjected to vandalism.
- The ramp at the back of the building presents a hazard due to slope.
- The fitness room (gym space) has insufficient space and equipment to meet patron needs.
- The computer lab could be revamped with updated laptop computers. Additional programming or volunteer teen computer instructors may greatly enhance service levels.
- The utility room could be combined with the AV room for greater access and a more efficient use of space.
- The facility needs a “face lift”—paint, ceilings, floors, doors, furniture, etc.
- The ceramic area is well used but has room to increase capacity by providing more poured ceramic opportunities to supplement clay. Sales of slip, pre-poured greenware, and paint can create a positive revenue stream.
- While the facility should remain a no-smoking public facility, there are far too many no-

smoking signs that can create a negative impression to facility users. At the same time, there is a non-smoking area that sends a message that smoking is an acceptable or healthy activity in a public space.

- Rooms in the facility are not labeled correctly as to their use.

### Wannamaker Gymnasium

The gymnasium was built in 1996 and is used for a variety of activities. In addition to basketball, it is ideal for futsal, pickleball, and other indoor sports.

Key findings:

- New adjustable goals with glass backboards would add to the facility. Such goals should have electronic means of lowering to allow youth use.
- Vending machines display less-than-healthy snack items. Healthy alternatives or a policy that allows dispensing of only healthy snacks is needed.
- Scoreboards need to be replaced.
- Natural light in the facility is limited.
- Roof leaks need to be addressed.
- Lights should be replaced with efficient LED lights.
- The facility needs an HVAC system and air conditioning, given the temperatures during much of the year.

- Upgraded bleachers for parents/spectators are needed.

### Veterans Community Center

The facility was built in 1952 and has not been used since 1996 other than Tot Time classes and a few dance classes. The facility is used for occasional rentals. Key findings:

- A long-term decision as to use of this facility is needed prior to decisions regarding further capital investment.
- At a minimum, the facility needs a complete renovation, a “refresh,” with opportunities to restructure the interior in addition to painting, flooring, lighting, etc.
- The facility could operate well with appropriate program space, children’s restrooms, etc.
- The kitchen facilities are in reasonable shape, but components could be used in the Jurupa Community Center. The kitchen could also be used for catering and teaching classes.

### Jurupa Community Center

This facility is anticipated to be renovated in 2024, so no observations were made in this report.

### Skyview Event Center

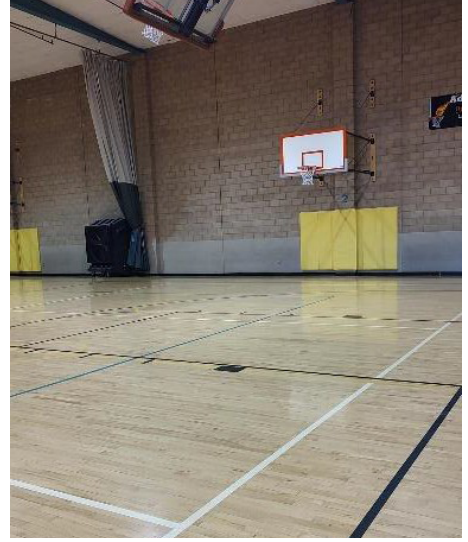
This facility was opened in 2023 and was not assessed. A second phase of the facility is planned.

# Photographs of JARPD Facilities

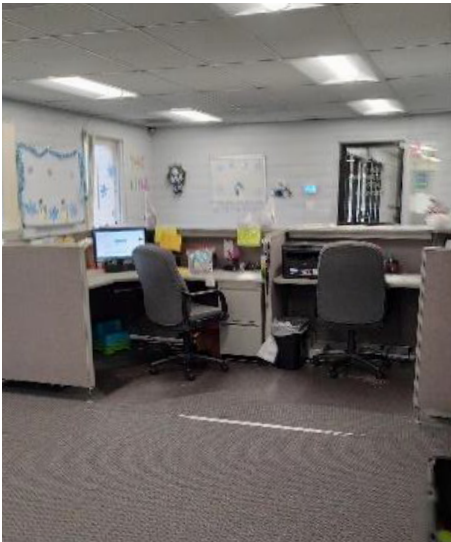
## Eddie Dee Smith Senior Community Center



### Wanamaker Gymnasium



### Veterans and Jurupa Community Centers





## **SECTION: 10**

# Park Operations and Maintenance

## The Purpose of the Operations and Maintenance Assessment

BerryDunn assessed parks maintenance and operations resources and practices to understand the JARPD maintenance and operations practices and to make any recommendations to efficiently manage parks, trails, and open spaces. This assessment identifies best practices, efficiencies, and recommendations identified by the needs assessment survey and community engagement and based on the consultant's expertise.

## Operation and Maintenance of District Parks, Trails, and Open Spaces

In 2023, the district served approximately 119,666 residents, with a modest population increase expected by 2028. This growth will likely result in a higher number of adults and seniors. The district's population has also become more diverse, experiencing a 29% decrease in the white population from 2010 to 2023. By 2028, it is projected that 71% of the population will be Hispanic. These demographic shifts can significantly influence the type and density of park usage, as well as park operations and maintenance.

To maintain a consistent LOS, the district continues to add new parks and expand its acreage. Currently, it manages 224 acres of parks and open spaces, providing a relatively low LOS per 1,000 residents. The average GRASP® score, which rates the quality and impact of park components, indicates that the park system needs updates and increased maintenance to offer quality recreation opportunities. This need is supported by a needs assessment survey, where 44% of respondents (invitation survey) indicated that improved park maintenance would encourage them to use the parks more frequently.

## Community Satisfaction with Parks Operations and Maintenance

Satisfaction with parks and open spaces, pathways, and trails is often directly impacted by the level of maintenance. The needs assessment survey conducted as part of the master planning process provides insight into the importance of park maintenance, whether needs are met for parks, and priority areas of focus.

## Importance of Parks Maintenance and Needs Met

The needs assessment survey respondent sample demonstrated that district residents place an extremely high premium on their parks. Of survey respondents, 87% rated parks either a 4 or 5 on a 1–5 scale of importance (5 = very important).

The survey respondents also rated pathways and trails as very important (83%).

When asked if the district is currently meeting residents' needs for park and open spaces, 53% of survey respondents suggested their needs were being met, while a lesser amount, 46%, suggested needs for pathways and trails were met.

## Priorities for Improving Parks Maintenance

The top future priority for district residents is to repair and update existing parks, playgrounds, picnic areas, etc. Prioritization of safety and security at parks and facilities is the highest-rated principle that should guide the new master plan.

## Financial Resources Dedicated to Park Maintenance

Proper maintenance of park land can create positive user experiences, while the inverse—poor maintenance—can lead to accelerated depreciation of park components and amenities, increased inappropriate use of the spaces/crime, vandalism, and decreased property values. The parks maintenance team is continuously visiting parks and is in the best position to help preempt



nuisance behavior. The quality of park maintenance is often dependent upon the level of financial investment in park maintenance.

JARPD has done an exceptional job of helping ensure equity between park users and those who pay for parks operations. The JARPD helps facilitate 11 Community Facilities Districts (CFDs)

that account for 65% of the total investment in park maintenance. CFD funds are intended to be used only for those parks that fall within the CFD.

After the COVID-19 pandemic, budgets for park maintenance have increased each year (since 2020). Collectively, park maintenance budgets have increased by 50% since 2020. See Table 30.

**Table 30: JARPD Parks Maintenance and Operations Budgets Fiscal Year (FY) 2018/19–2023/24**

| Park Operations and Maintenance Funding | FY 2020/21         | FY 2021/22         | FY 2022/23         | FY 2023/24         |
|---|--------------------|--------------------|--------------------|--------------------|
| General Fund                            | \$408,532          | \$735,005          | \$685,906          | \$354,256          |
| Annual Maintenance Assessment           | \$585,468          | \$602,848          | \$602,848          | \$1,090,033        |
| CFD Maintenance Funding                 | \$1,806,190        | \$1,886,757        | \$2,244,615        | \$2,765,404        |
| <b>Total</b>                            | <b>\$2,800,190</b> | <b>\$3,224,610</b> | <b>\$3,533,369</b> | <b>\$4,209,693</b> |

The annual maintenance assessment is collected from each district household annually and generates revenues as shown in Table 30. As a percentage of the total, the maintenance assessment accounted for 20.9% of total maintenance expenses in FY 2020/21. It slipped to 18.7% in FY 2021/22 and to 17% in FY 2022/23; however, it increased in FY 2023/24 to 26% as a result of new housing development in the district.

To evaluate funding levels, it is helpful to benchmark against other typical agencies with similar populations. The 2024 Agency Performance Review that consolidates self-reported financial information for over 1,000 parks and recreation agencies around the country provides helpful national comparisons. Although benchmarking of any kind does not suggest a standard or minimum financial investment because every parks agency is different—and in many cases, accounts for revenues and expenses in different ways—it does provide an important perspective.

### Distribution of JARPD Funding for Parks Maintenance

Comparable agencies serving similar sized communities typically invest 39% of their operating budgets in park maintenance. The JARPD invests heavily in the maintenance budgets that account for 75% of the district's general fund investment in parks and recreation. CFDs are not included as they collect funds for specific, targeted parks.

### Investment in Well-Maintained Parks and Open Spaces

To provide further perspective, a look at the district's investment in maintenance per acre of parks and open spaces may be helpful.

Comparable parks and recreation agencies (municipalities, counties, special districts, etc.) may expend from \$3,066 (Low) to \$15,009 (High) with a median of \$8,002 per acre to maintain park and non-park spaces.

The district was budgeted in FY 2023/24 to spend \$6,447 per acre from general funds to maintain the district’s 224 acres of active parkland. An additional \$12,346 is contributed from CFDs. A key takeaway is that general funds, without the CFD infusion, fall below the median of other comparable agencies for park maintenance investment. As a result, those parks not part of the CFDs are maintained with fewer resources, as was heard during the engagement portion of the master planning process.

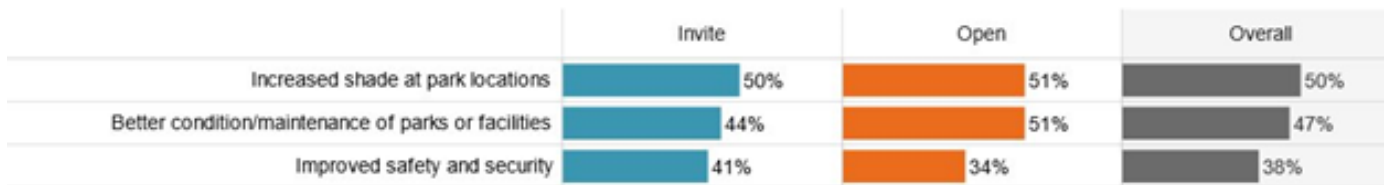
The needs assessment survey recognized considerable concern over park safety and security.

Figure 43 demonstrates that improved safety and security would prompt 41% of survey respondents to use JARPD facilities more. Figure 44 shows that safety and security at parks and facilities is the highest priority to be addressed in the master plan. The survey data showed that the results were the same between survey samples from Hispanic and non-Hispanic individuals.

During visits to parks across the district, the consultants observed some inappropriate uses to include vandalism and homelessness. Figures 43 and 44 demonstrate JARPD residents’ concern over safety and security in the parks.

**Figure 43: Needs Assessment Survey–Assistance to Use JARPD Facilities More**

What would assist you or members of your household to use JARPD facilities more? (CHECK ALL THAT APPLY)



**Figure 44: Needs Assessment Survey–Top Three Priorities**

To what extent do you agree or disagree that each of the following is an important principle that should guide JARPD as it creates a new master plan to address the challenges it faces?



## Crime Prevention Through Environmental Design (CPTED)

Activation of the parks with events can be helpful as can implementing and applying CPTED<sup>16</sup> to both new and existing parks. CPTED principles are primarily applied during planning for parks; however, these principles are so linked to safety and security that steps to revise or apply them to

existing parks where appropriate are warranted and recommended.

The four key principles of CPTED documented in the Crime Prevention Through Environmental Design Principles Guidebook, published by the National Crime Prevention Council, October 2003 are the following:

<sup>16</sup> <http://cpted.mapc.org/>

## Natural Surveillance

The fundamental premise is criminals do not wish to be observed. Surveillance or the placing of legitimate “eyes in the parks” increases the perceived risk to offenders. This may also increase the actual risk to offenders if those observing are willing to act when potentially threatening situations develop. The primary aim of surveillance is not to keep intruders out (although it may have that effect) but rather to keep intruders under observation.

## Natural Access Control

Natural access control relies on doors, fences, shrubs, and other physical elements to keep unauthorized people out of a particular place if they do not have a legitimate reason for being there. Nonphysical or “psychological” barriers can be used to achieve the objective of access control. These barriers may appear in the form of signs, paving textures, nature strips, etc. The idea behind a psychological barrier is that if a target seems strange, or difficult, it may also be unattractive to potential criminals.

## Developing a Maintenance Program Plan

It may be helpful to adopt district park maintenance standards in tiers based on recognized criteria. Parks should be assigned to each tier, recognizing that there may be crossover between tiers based on the design, use, and amenities in the parks.

## Territorial Reinforcement

People naturally protect a territory they feel is their own and have a certain respect for the territory of others. Clear boundaries are achieved by using physical elements such as fences, pavement treatment, art, signs, good maintenance, and landscaping, which are ways to express ownership. Territorial reinforcement can be seen to work when a space, by its clear legibility, transparency, and directness, discourages potential offenders because of users’ familiarity with each other and the surroundings. The use of bollards and locked gates when parks close can be effective.

## Maintenance and Management

This is related to the neighborhood’s sense of “pride of place” and territorial reinforcement. The more dilapidated an area, the more likely it is to attract unwanted activities. The maintenance and “image” of an area can have a major impact on whether it will become targeted; well-maintained parks are easier to keep clean and are more efficiently managed.

Table 31 highlights some of the NRPA’s previously established park maintenance tiers of service. These are meant to be general guidelines to assist with setting defensible and appropriate maintenance standards.

**Table 31: Park Maintenance Tiers of Service**

| Maintenance Tier | Criteria  |
|------------------|---|
| 1                | These parks have high participation, often sports related, may have greater community visibility, and may provide events and other connections to trails and community facilities. Any element that has a very high safety risk exposure (i.e., play equipment, splashpads) is considered Tier 1. Additionally, certain environmentally sensitive Conservation/Natural Resource Management Areas may be considered Tier 1. Permitted picnic space may warrant higher maintenance tiers. |
| 2                | These parks experience reasonably moderate visitation and accommodate structured recreational programs, services, and events. This tier includes moderate permitted space.  |
| 3                | This tier includes moderate to low levels of maintenance, usually associated with low levels of visitation—often natural areas and trail systems that do not require a higher level of maintenance. These are parks that generally provide more passive than active recreation.   |
| 4                | This tier includes natural spaces without amenities and undeveloped property.   |

While no universal guidelines exist that illustrate best practices for park maintenance across all park systems, the NRPA publishes guidance in the Management of Park and Recreation Agencies, 4th Edition<sup>17</sup> that provides helpful guidelines:

1. The system must be well organized based on the needs of the organization.
2. Maintenance goals, objectives, and standards should be established.
3. Use time, personnel, equipment, and materials efficiently and effectively.
4. Develop work schedules based on established policies and priorities.
5. Emphasize preventative maintenance.
6. Make sure adequate resources to get the job done are available.
7. Incorporate environmental stewardship in the maintenance program.
8. Assume responsibility for visitor and employee safety.
9. Work to ensure compliance with federal, state, and local laws and regulations.
10. Make maintenance a primary consideration during design and construction.

<sup>17</sup> Management of Park and Recreation Agencies, 4<sup>th</sup> Edition, 2016, National Recreation and Park Association

## Daily Park Operations and Maintenance Observations

The consultants' general impression is that overall park maintenance is well organized. The level of park maintenance is particularly good.

The needs assessment survey and engagement process identified a need for greater levels of maintenance as a top priority. The infrastructure in some parks, particularly older ones, may greatly benefit from a refresh in components.

Specific observations by the consultant team include:

### CURRENT CONDITIONS

- New park designs and construction are carefully planned with maintenance considerations in mind. For instance, Shadow Rock Park, connected to Discovery Park by a trail, exemplifies excellent maintenance with its poured-in-place playground surfaces, offering great walking opportunities between the two parks.
- Signage is generally very good and effectively brands the district, although some signs still display an outdated logo.
- The JARPD Connect system functions well, providing community members with a platform to communicate their needs and desires regarding the parks.
- Park components and amenities are designed to withstand graffiti and misuse. Concrete benches, for example, are treated with a graffiti sealer that prevents paint from adhering, saving the district significant time and money.
- Turf care, including mowing, is outsourced to contractors. Two dedicated crews provide these services, and the district staff are satisfied with their performance. The district spends over \$600,000 annually on turf maintenance, leaf pickup, bush landscaping, and related services.
- Maintenance teams maintain a good relationship with public safety agencies, which is crucial for the use and upkeep of the parks.
- Athletic fields are somewhat overused despite a field rest policy. A field usage study could greatly benefit the district.
- Additional lighted fields and synthetic fields could increase capacity and improve the care of athletic fields.
- Equestrian areas are well-maintained and free of holes and tripping hazards.

### PARK MAINTENANCE CHALLENGES

- Maintenance staff suggest their greatest challenges include:
  - Homelessness
  - Trash, messy patrons
  - Vandalism
  - Graffiti
  - Evening security
- JARPD manages 16 parks or approximately 40% of park spaces that are less than two acres in size. Generally, the smaller the park size, the greater the cost per acre to maintain. This number of small neighborhood spaces may be placing a greater maintenance burden based on windshield time.

## Park Maintenance Outcomes

### Key Findings: Areas of Potential Improvement

- Implementing an improved pest management policy could help the district enhance environmental responsibility and reduce potential liability.
- The efficiency of maintenance crews could be improved by providing each maintenance truck with its own inventory of smaller hand tools, rather than sharing tools. Consider the addition of additional tools and training opportunities to enhance maintenance effectiveness.
- Upgrading irrigation systems in older parks could be beneficial.
- The current trash removal process does not utilize a drop-down system. Constructing a ramp for trucks to back onto, allowing staff to dump or drop trash into dumpsters, could significantly reduce workers' compensation claims.
- Past hiring practices have presented challenges. The district might benefit from a policy that emphasizes promoting from within for certain classifications.
- Equipping each maintenance truck with electronic lift gates could improve efficiency.
- Daily locking of restrooms, while common, is not efficient. Implementing electronic locking mechanisms could greatly benefit the district.

Some restrooms already use a magnetic, automated system that appears to be effective.

### Key Findings: Operations and Standards

- Maintenance standards do not appear to be documented or fully implemented.
- The district could benefit from having maintenance staff regularly review construction standards, as staff have indicated that pathways in some parks are too narrow for maintenance vehicles.
- Sending key or lead staff to NRPA's maintenance management school could significantly benefit both individual employees and the district.
- While the district has an asset management process for vehicles, applying this process to park maintenance equipment could be advantageous.

### Park Photographs Highlighting Maintenance Outcomes

Park maintenance outcomes are impacted by daily operations and proactive planning. Playground surfaces, clear and easy-to-read signs, concrete benches, and excellent horticultural practices add to the quality of the park experience and the efficiency to complete maintenance tasks. The JARPD Connect opportunity provides residents with opportunities to communicate concerns that in-turn, allows the district to quickly mitigate park issues.

The background of the page is a teal-tinted photograph of a park pavilion. The pavilion has a large, peaked roof supported by several wooden posts. In the foreground, a person is sitting on a wooden bench, looking towards the pavilion. The overall scene is bright and clear, suggesting a sunny day in a park.

# **SECTION: 11**

# Communication

Effective communication impacts parks and recreation departments in many ways including branding, engagement, outreach. Clear communication can assist with transparency and build trust among district residents. Effective communication around marketing and promotion of district parks, programs, and events can greatly impact program income and voter support for

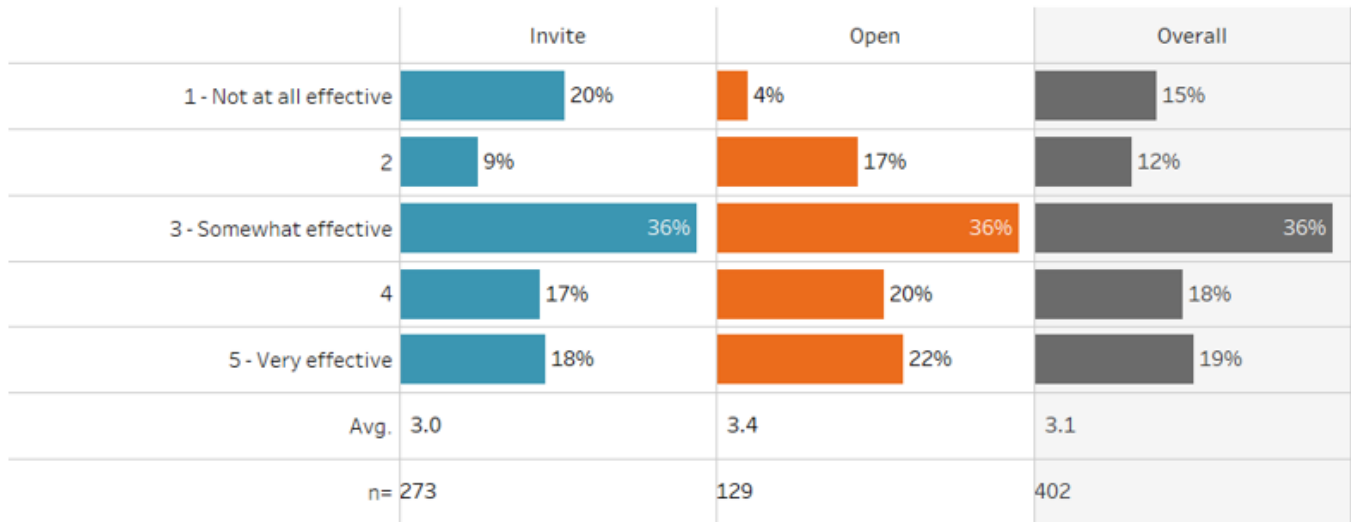
future initiatives. Across the United States, parks and recreation agencies struggle with effectively communicating, in part because of the variety of spaces, programs and activities offered, but also because to be 100% effective requires communication to the entire community which is challenging.

### JARPD Communication Effectiveness

The JARPD is rated as effective, with 57% of survey respondents reporting that communication is either somewhat effective, effective, or very effective (see Figure 45).

Figure 45: JARPD Communication Effectiveness

How effective is the JARPD at reaching you with information on parks and recreation facilities, programs, and services?



In assessing communication, it can be helpful to look at current methods of communication, making a comparison to how survey respondents report they would like to receive information.

Survey respondents suggested the printed program guide continues to be the most used communication tool. Figure 46 shows the invitation sample (those that may or may not be users of district parks or services) favor the program guide and open link respondents (those more likely to

be district users) also favor the program guide. In both samples, word-of-mouth, an informal communication method, is how many respondents receive their information on district parks, events, and programs.

Figure 47 shows how survey respondents would prefer to receive information from the district. The program guide remains respondent’s top choice, followed by social media and email. Word- of-mouth is not a preferred method.





**Figure 46: JARPD Current Communication Methods**

How do you currently receive information on parks and recreation facilities, programs, and services offered by JARPD?

|   | Invite | Open | Overall |
|---|--------|------|---------|
| Activity guide/brochure                           | 56%    | 60%  | 58%     |
| Social media (e.g., Facebook, Instagram, Twitter) | 26%    | 31%  | 27%     |
| Word of mouth                                     | 24%    | 24%  | 24%     |
| Flyers/posters at businesses                      | 23%    | 19%  | 22%     |
| The Jurupa Area Recreation District website       | 17%    | 26%  | 20%     |
| Email   | 12%    | 43%  | 22%     |
| At the recreation facility/program location       | 12%    | 11%  | 12%     |
| School email/newsletter                           | 10%    | 6%   | 8%      |
| Local media (e.g., TV, radio, newspaper)          | 4%     | 4%   | 4%      |
| Other   | 14%    | 4%   | 11%     |
| n=  | 279    | 131  | 410     |

**Figure 47: JARPD Resident’s Preferred Communication Methods**

What is the preferred way for you to receive information on parks and recreation facilities, programs, and services?

|   | Invite | Open | Overall |
|---|--------|------|---------|
| Activity guide/brochure                           | 43%    | 30%  | 39%     |
| Email   | 20%    | 39%  | 26%     |
| Social media (e.g., Facebook, Instagram, Twitter) | 11%    | 19%  | 14%     |
| School email/newsletter                           | 7%     | 2%   | 5%      |
| Flyers/posters at businesses                      | 5%     | 1%   | 4%      |
| The Jurupa Area Recreation District website       | 2%     | 6%   | 4%      |
| Local media (e.g., TV, radio, newspaper)          | 1%     | 1%   | 1%      |
| At the recreation facility/program location       | 1%     |      | 1%      |
| Word of mouth                                     | 1%     | 3%   | 1%      |
| Other   | 10%    |      | 6%      |
| n=  | 237    | 132  | 369     |

The district can direct communication in a variety of means and to specific, targeted age groups. This can be especially effective because different age groups may respond differently to communication

styles, behaviors, and preferences. Figure 48 that shows preferences for different communication mechanisms by age group from the survey.

**Figure 48: JARPD Preferred Communication Methods by Age Segmentation**

What is the preferred way for you to receive information on parks and recreation facilities, programs, and services?

|   | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | 55 - 64 | 65 - 74 | 75 or over | Overall |
|---|---------|---------|---------|---------|---------|---------|------------|---------|
| Activity guide/brochure                           |         | 46%     | 39%     | 28%     | 41%     | 36%     | 51%        | 39%     |
| Email   |         | 25%     | 28%     | 28%     | 21%     | 37%     | 10%        | 26%     |
| Social media (e.g., Facebook, Instagram, Twitter) | 100%    | 9%      | 18%     | 19%     | 9%      | 6%      | 9%         | 14%     |
| Other   |         | 7%      |         | 8%      | 10%     | 9%      | 12%        | 6%      |
| School email/newsletter                           |         | 4%      | 8%      | 6%      | 5%      |         |            | 5%      |
| The Jurupa Area Recreation District website       |         |         | 1%      | 9%      | 4%      | 5%      | 6%         | 4%      |
| Flyers/posters at businesses                      |         | 7%      | 1%      | 2%      |         | 6%      | 11%        | 4%      |
| Word of mouth                                     |         | 1%      | 1%      | 1%      | 4%      | 1%      |            | 1%      |
| Local media (e.g., TV, radio, newspaper)          |         |         | 1%      |         | 5%      | 1%      |            | 1%      |
| At the recreation facility/program location       |         |         | 3%      |         |         |         |            | 1%      |
| n=  | 4       | 39      | 92      | 79      | 57      | 68      | 24         | 369     |

## The Activity Guide—A Key to Marketing and Revenue

The recreation activity guide is intended to promote program opportunities. The publication of a program brochure is part of a greater strategy for communicating program opportunities. Along with posts to websites, email, social media, and community presentations, the activity guide is one way to publicize programs, activities, policies, and events. Even as different communities may have different preferences for how they receive information, activity guides continue to be the most widely preferred method to parks and recreation program participants, regardless of location within the United States or size of agency. In the district, the activity guide is a preferred way of receiving information across most age groups. Some best practices for effective activity guides include:

- Maximize return on investment (ROI) from the guide through offering various registration tools, times, etc.
- Carefully choose the right mix of advertising in the guide
- Welcome notes and letters to patrons should not be placed on the front or back cover or on the first couple of inside pages. These are prime spaces for attracting registrants
- Program descriptions should follow the five “C’s” to attract registration:

- **Clear** – Be clear in a broad sense. Describe the activity in a way that does not limit the instructor: “This class may include crafts and music projects.”
- **Concise** – Do not use phrases like “This class will” or “You will learn.” Do not say the age in the title or in the body of the description—it should already be listed in the activity category. Best if the description is less than 60 words.
- **Creative** – Use different descriptive words. Try not to repeat the same words if possible. A description should have a good closing sentence that urges readers and creates excitement.
- **Consistent** – Use the same classifications, such as all age or all school year. Confirmation information should be at the end of the description.
- **Catchy** – Description should be unique. A customer should not have to look at a page of activities where they all start the same way.

Descriptions are best when carefully crafted and updated. They should be written and approved by district leadership prior to use.

## **SECTION: 12**

# Support for District Equestrians

Throughout the planning process, community members expressed a need for additional support for trails and facilities that supported equestrians. Horse ownership and riding is a rich part of the history of the Jurupa Valley. As a result, the needs assessment survey and intercept opportunities were used to help determine how significant the equestrian needs are.

## Horse Ownership

The survey respondents reported that 21% of households own at least one horse and of those households, 65% own more than one (see Figure 47).

Looking at which areas of the district are more likely to have households that own horses, Figure 49 shows that District 2 is much more likely to own horses and District 5 is much less.

## Satisfaction and Use of Equestrian Facilities

Figure 50 suggests that like horse ownership, residents of District 2 are more likely to utilize JARPD equestrian facilities. Figure 51 shows that even with significant horse ownership, equestrian trails are not heavily used. Figures 52 and 53 show that only a small percentage of district residents use either equestrian areas provided by the district or trails that permit horses.

While the survey showed that over 70% of respondents rated equestrian opportunities are very important to them, only 48% feel their needs are met. Most survey respondents (67%) feel that future development should address equestrian needs.

**Figure 47: Horse Ownership and Number of Horses**

Do you or someone in your household own a horse?

|            | Invite        | Open          | Overall       |
|------------|---------------|---------------|---------------|
| No         | 73%<br>n: 237 | 83%<br>n: 117 | 76%<br>n: 354 |
| Yes        | 25%<br>n: 56  | 13%<br>n: 18  | 21%<br>n: 74  |
| Unanswered | 2%<br>n: 7    | 4%<br>n: 6    | 3%<br>n: 13   |
| n=         | 300<br>n: 300 | 141<br>n: 141 | 441<br>n: 441 |

Source: RRC

How many horses do you own?

|           | Invite       | Open         | Overall      |
|-----------|--------------|--------------|--------------|
| 1         | 36%<br>n: 19 | 33%<br>n: 5  | 35%<br>n: 24 |
| 2         | 39%<br>n: 19 | 60%<br>n: 9  | 42%<br>n: 28 |
| 3 or more | 25%<br>n: 15 | 7%<br>n: 1   | 22%<br>n: 16 |
| Avg.      | 3.0<br>n: 53 | 1.7<br>n: 15 | 2.8<br>n: 68 |
| n=        | 53<br>n: 53  | 15<br>n: 15  | 68<br>n: 68  |

Source: RRC

Figure 48: Political District Map

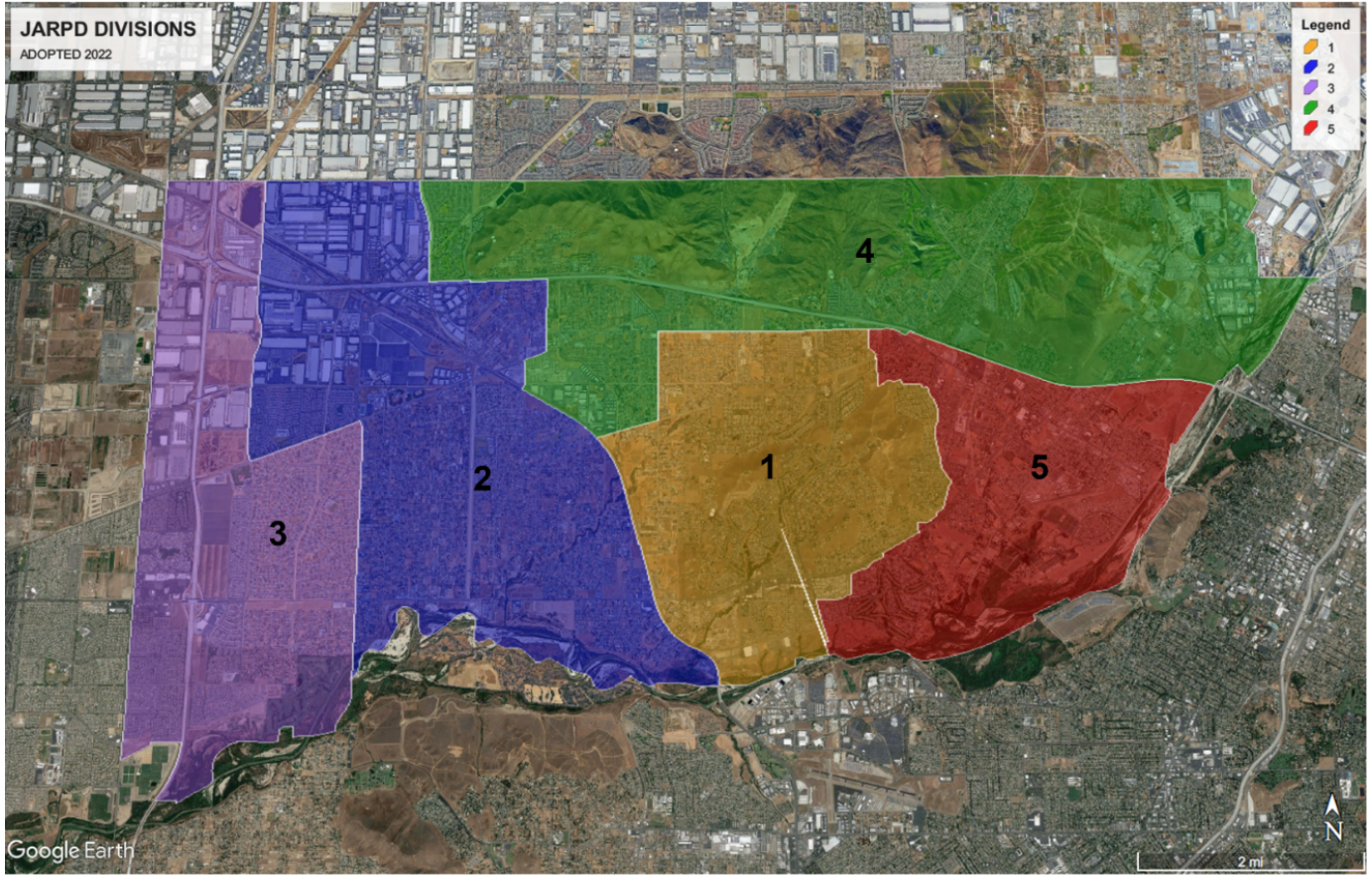


Figure 49: Horse Ownership by Political District

Do you or someone in your household own a horse?

|            | District 1    | District 2   | District 3 - I live in the City of Eastvale | District 3 - I live in the City of Jurupa Valley | District 4   | District 5   | Overall       |
|------------|---------------|--------------|---|--|--------------|--------------|---------------|
| No         | 71%<br>n: 81  | 65%<br>n: 45 | 87%<br>n: 14                                | 55%<br>n: 27                                     | 81%<br>n: 35 | 91%<br>n: 35 | 73%<br>n: 237 |
| Yes        | 25%<br>n: 16  | 35%<br>n: 13 | 13%<br>n: 2                                 | 45%<br>n: 14                                     | 18%<br>n: 5  | 9%<br>n: 6   | 25%<br>n: 56  |
| Unanswered | 4%<br>n: 4    |              |   |  | 2%<br>n: 1   |              | 2%<br>n: 7    |
| n=         | 101<br>n: 101 | 58<br>n: 58  | 16<br>n: 16                                 | 41<br>n: 41                                      | 41<br>n: 41  | 41<br>n: 41  | 300<br>n: 300 |

Source: RRC

**Figure 50: Use of Equestrian Facilities by JARPD Political Districts**

With District 2 most likely to be horse owners, they are also the most frequent users of JARPD equestrian areas. Majority (92%) of respondents from District 5 have never used a JARPD equestrian area.

How often do you or someone in your household use a JARPD equestrian area? by District

|                      | District 1 | District 2 | District 3 - I live in the City of Eastvale | District 3 - I live in the City of Jurupa Valley | District 4 | District 5 | I do not live in the District, but use parks, facilities and/or programs | Overall |
|----------------------|------------|------------|---|--|------------|------------|--|---------|
| Daily                | 2%         | 8%         | 3%  | 3%   | 2%         | 3%         |  | 3%      |
| At least once a week | 1%         | 7%         |   | 10%  | 3%         | 3%         |  | 6%      |
| A few times a month  | 4%         | 13%        | 8%  | 7%   | 5%         |            | 25%  | 7%      |
| A few times a year   | 14%        | 16%        | 10%   | 14%  | 15%        | 3%         | 13%  | 13%     |
| Never                | 78%        | 57%        | 79%   | 65%  | 76%        | 92%        | 63%  | 70%     |
| n=                   | 63         | 53         | 30  | 175  | 46         | 35         | 8  | 427     |

**Figure 51: Use of JARPD Trails to Ride Horses**

How often do you use trails where horses are permitted?

|                      | Invite | Open | Overall |
|----------------------|--------|------|---------|
| Daily                | 4%     | 2%   | 4%      |
| At least once a week | 8%     | 4%   | 6%      |
| A few times a month  | 11%    | 5%   | 9%      |
| A few times a year   | 15%    | 23%  | 17%     |
| Never                | 62%    | 66%  | 64%     |
| n=                   | 282    | 136  | 418     |

Source: RRC

**Figure 52: Use of JARPD Equestrian Areas by District**

How often do you or someone in your household use a JARPD equestrian area? by District

|                      | District 1 | District 2 | District 3 - I live in the City of Eastvale | District 3 - I live in the City of Jurupa Valley | District 4 | District 5 | I do not live in the District, but use parks, facilities and/or programs | Overall |
|----------------------|------------|------------|---|--|------------|------------|--|---------|
| Daily                | 2%         | 8%         | 3%  | 3%   | 2%         | 3%         |  | 3%      |
| At least once a week | 1%         | 7%         |   | 10%  | 3%         | 3%         |  | 6%      |
| A few times a month  | 4%         | 13%        | 8%  | 7%   | 5%         |            | 25%  | 7%      |
| A few times a year   | 14%        | 16%        | 10%   | 14%  | 15%        | 3%         | 13%  | 13%     |
| Never                | 78%        | 57%        | 79%   | 65%  | 76%        | 92%        | 63%  | 70%     |
| n=                   | 63         | 53         | 30  | 175  | 46         | 35         | 8  | 427     |

Source: RRC

**Figure 53: Use of JARPD Trails Where Horses are Permitted by District**

How often do you use trails where horses are permitted? by District

|                      | District 1 | District 2 | District 3 - I live in the City of Eastvale | District 3 - I live in the City of Jurupa Valley | District 4 | District 5 | I do not live in the District, but use parks, facilities and/or programs | Overall |
|----------------------|------------|------------|---|--|------------|------------|--|---------|
| Daily                | 5%         | 10%        | 3%  | 4%   |            | 4%         |  | 4%      |
| At least once a week | 2%         | 11%        | 8%  | 9%   | 4%         | 4%         |  | 7%      |
| A few times a month  | 9%         | 16%        | 3%  | 9%   | 8%         | 9%         | 25%  | 10%     |
| A few times a year   | 29%        | 21%        | 26%   | 15%  | 27%        | 8%         | 25%  | 19%     |
| Never                | 54%        | 43%        | 59%   | 63%  | 61%        | 76%        | 50%  | 60%     |
| n=                   | 52         | 49         | 28  | 167  | 40         | 30         | 8  | 388     |

Source: RRC





# **SECTION: 13**

## Moving the District Forward

The guiding principles (GPs), goals, strategies, and actions in this section aim to provide a road map for the JARPD in the provision of parks and recreation services and the development of capital and operating budgets. This section was developed in consideration of key foundations identified in the planning process.

For the purposes of clarity, BerryDunn provides the following definitions of terms used throughout this section; these terms are operationally defined in this master plan:

- **Key Foundations:** Concepts that guide the planning process
- **GPs:** These values provide focus for district operations and decision-making
- **Goals:** Recommended outcomes from the master plan
- **Strategies:** Individual objectives for each goal
- **Actions:** Steps or processes that collectively assist the district to meet strategies and goals
- **Project List:** The list of recommended capital projects and operating initiatives identified in the master plan. The project list includes capital and operating costs and a phasing /timeline recommendation.

### Key Foundations from the Master Planning Process

Ten key concepts were identified during the planning process and considered when developing GPs, master plan goals, strategies, and action items:

1. Both safety and security at parks and facilities are of paramount importance to district residents.
2. Community parks serve as important social gathering spaces within the district.
3. Some recreation facilities require renovation and focus to supplement the Skyview Events Center.

4. District residents expressed significant desire for recreational opportunities close to their homes.
5. District residents prioritize taking care of existing parks over building new parks.
6. Equestrian use of lands and trails should be considered throughout the master plan.
7. Trail, pathway, bicycle, and pedestrian planning should be considered as the district grows.
8. The district has sustained exceptional growth in providing parks and recreation opportunities over the past decade; however, the LOS remains slightly less than what is needed when compared to other parks and recreation agencies serving similar populations.
9. Funding for park maintenance includes an annual household assessment that does not cover the cost of general fund parks maintenance because the fee has only been marginally adjusted over the past 35 years. The use of CFDs to fund most district parks is a model for other districts and communities.
10. The district is exceptionally well run. Leadership and staff have created a positive, well-received model for delivering parks and recreation services.

### Guiding Principles

The following GPs can help direct JARPD in both day-to-day operations and long-term management. The principles were developed from a combination of industry best practices, the master plan needs assessment and engagement efforts, and the consultant's expertise. The GPs were developed based in part on key findings illustrated in the master plan's key findings matrix.

#### Provide Opportunities for Use of Parks, Trails, and Open Spaces

- **GP 1:** The district shall provide parks for a variety of uses. Parks shall be maintained to provide high-quality experiences in each park and facility.
- **GP 2:** The district should focus on providing safe and secure parks, facilities, and spaces.

- **GP 3:** The district shall support access to all parks and facilities for individuals with disabilities and other residents of the district with special needs in accordance with the ADA.
- **GP 4:** The district shall acquire, preserve, and maintain trails and trail connections that provide local and regional recreation opportunities.
- **GP 5:** Equestrian opportunities and facilities should be considered when prioritizing resource allocations and improvements to trails and pathways.

### Provide Recreation Facilities and Programs for Residents as Appropriate

- **GP 6:** The district should provide a variety of indoor spaces for recreation programs, activities, and community use.
- **GP 7:** The district should regularly measure community satisfaction using recurring surveys, program assessments, and performance measures.

### Implement Appropriate Administrative Policies

- **GP 8:** The parks master plan should be updated every five years.
- **GP 9:** Policies should be developed using the Commission for Accreditation of Park and Recreation Agencies (CAPRA) standards as guidelines for administrative plans and policies.
- **GP 10:** The district shall provide services efficiently, working to provide the greatest outcomes at the lowest costs.
- **GP 11:** The district shall maintain and publish up-to-date mission and vision statements and department values.
- **GP 12:** The district should deliver parks and recreation services through professional staff, with appropriate recruitment, training, and evaluative measures.
- **GP 13:** The district should provide adequate funding mechanisms to offer the best possible combination of recreation and park opportunities supplemented by appropriate user fees as identified in a resource allocation and cost recovery philosophy.

### Model Environmentally Sustainable Practices

- **GP 14:** The district should support environmentally sustainable actions and sustainable use of natural resources.
- **GP 15:** The district should limit its carbon footprint and exhibit model environmental practices.

## Goals, Strategies, and Actions

District residents have a high degree of satisfaction with parks and district programs. The goals, strategies, and actions recommended in the master plan intend to maintain and improve this LOS.

| <b>GOAL 1: PROVIDE, EXPAND, AND MAINTAIN SAFE PARKS, TRAILS, AND FACILITIES</b>  |  |
|--|--|
| <b>STRATEGY 1.1:</b> Maintain the district’s current LOS for park acreage.   |  |
| <b>1.1.a</b> Maintain and expand existing parks prior to creating or building new spaces unless addressing inequity in service or responding to new residential development. | <b>1.1.b</b> Maintain the current ratio of 1.9 acres of active parkland per 1,000 residents as the population increases through 2028. Provide up to an additional 6.5 developed acres of active parkland to maintain the current ratio |
| <b>STRATEGY 1.2:</b> Improve safety and security in all parks.   |  |
| <b>1.2.a</b> Add a park ranger position to provide a focus on park rules compliance.   | <b>1.2.c</b> Provide safe and secure parks through activation and effective signage that describes park rules, encourages appropriate use, and discourages inappropriate activities.   |
| <b>1.2.b</b> Implement CPTED principles to limit vandalism in parks. Maintain visibility into parks for appropriate levels of surveillance.                                  | <b>1.2.d</b> Address safety concerns around restrooms and parking, with specific attention paid to parks in District 5.  |
| <b>STRATEGY 1.3:</b> Maintain and expand opportunities for walking, hiking, and horse riding within the district.  |  |
| <b>1.3.a</b> Complete the trails master plan with the City of Jurupa Valley and implement plan recommendations.  | <b>1.3.c</b> Help ensure safe, shared spaces for pedestrians, bicyclists, and horses. Where appropriate, use fencing separate horses and pedestrians.  |
| <b>1.3.b</b> In partnership with the City of Jurupa Valley, maintain trails and pathways to be free of obstructions and encroachments.                                       |  |

## GOAL 2: PROVIDE AND MAINTAIN EQUITABLE ACCESS TO PARKS, TRAILS, OPEN SPACES, FACILITIES, AND PROGRAMS IN THE DISTRICT

### STRATEGY 2.1: Expand access to recreation opportunities.

**2.1.a** Focus on district facilities rated as most important but with unmet needs such as trails, paths, and athletic courts (basketball, volleyball, and tennis).

**2.1.d** Consider an additional dog park in the district to assist the 64% of district residents who own dogs.

**2.1.b** Adopt park classifications for neighborhood parks (fewer than 10 acres), community parks (11–40 acres), and specialty parks (dog parks, skate parks, etc.).

**2.1.e** Promote or focus on park development in deficient areas by increasing development or partnerships in the Indian Hills, Rubidoux, and Mira Loma areas.

**2.1.c** Adopt a park standard to provide a minimum of four park components in each developed neighborhood park.

**2.1.f** Consider improvements to sports fields, including the addition of lighting and or artificial turf. Commission a sports fields use and demand study.

### STRATEGY 2.2: Improve access to parks within a 10-minute walk from residents' homes.

**2.2.a** Aspire to increase walkable access from 58% to 70% of households by 2035 by adding and improving park components and/or adding park space.

**2.2.b** Using equity mapping (based on diversity, crime index, and household income), prioritize areas for the 42% of district residents who do not live within a 10-minute walk of a park that delivers high-quality service.

### Strategy 2.3: Mitigate ADA barriers that limit access to recreation opportunities.

**2.3.a** Address ADA high access barriers at the Eddie Smith Senior Center, Wanamaker Gymnasium, and the Veterans Memorial Community Center.

**2.3.b** Budget for and allocate sufficient funding to address 10% of remaining ADA access barriers per year (start with medium access and then address low access barriers).

Eddie Smith Senior Center—Accessible walkways, accessible parking routes, detectable warnings, and ramp slopes and handrails.

**2.3.c** Review and reassess access study findings every five years.

Wanamaker Gymnasium—Parking pavement surfaces, signage, striping, slopes, facility walkways, toilet stalls, door openings, and clearance.

**2.3.d** Complete an ADA access survey for all parks in the system.

Veterans Memorial Community Center—Walkway cross slopes, stairs tread contacts, and detectable warnings.

**2.3.e** As playgrounds require replacement, replace with inclusive playground equipment.

### STRATEGY 2.4: Consider improvements that enable equestrian access to trails and facilities.

**2.4.a** Facilitate a committee to help advise the district on equestrian facilities and needs.

**GOAL 2: PROVIDE AND MAINTAIN EQUITABLE ACCESS TO PARKS, TRAILS, OPEN SPACES, FACILITIES, AND PROGRAMS IN THE DISTRICT**

**STRATEGY 2.5:** Focus on parks, programs, and activities that meet the needs of residents who identify as Hispanic.

**2.5.a** Facilitate a committee to help advise the district on the recreation needs of Hispanic District residents.

**STRATEGY 2.6:** Address recreation facility needs.

**2.6.a** Complete Phase 2 of the Skyview Community Center.

**2.6.c** Determine whether to renovate or permanently discontinue use of the Veterans Memorial Community Center.

**2.6.b** Complete the renovation of the Jurupa Community Center.

**2.6.d** Address key findings referenced in the master plan facilities assessment for Eddie Smith Senior Center, Veterans Memorial Community Center, and the Wanamaker Gymnasium.

**GOAL 3: MAINTAIN AND IMPROVE THE QUALITY OF EXPERIENCES OFFERED IN PARKS AND FACILITIES**

**STRATEGY 3.1:** Improve and expand park components where needed.

**3.1.a** Add benches in parks along pathways and at playgrounds where needed. Add additional shade structures, water fountains, water filling stations, and splash pads. Address the high-priority need for benches and shade in parks, specifically near playgrounds.

**3.1.b** Consider additional lighted rectangular fields as population grows.

**STRATEGY 3.2:** Maintain parks efficiently and at an adopted LOS standard.

**3.2.a** Develop a service standard for parks.

**3.2.c** Develop a preventative maintenance (asset management) plan to provide periodic/scheduled inspections, assessment and repair, and replacement of infrastructure, systems, and assets.

**3.2.b** Develop an integrated pest management program that includes policies to address pesticide use and application, storage, training, communication, and rodent control.

**STRATEGY 3.3:** Address deficiencies in park components and comfort amenities where appropriate.

**GOAL 3: MAINTAIN AND IMPROVE THE QUALITY OF EXPERIENCES OFFERED IN PARKS AND FACILITIES**

**3.3.a** Address the following low-scoring components and amenities (14 in the GRASP® analysis) by funding their repair and replacement:

- One rectangle field
- Two loop walking trails
- One basketball court
- One open turf area
- One playground
- One volleyball court
- Two park shelters
- One playground

**3.3.b** Consider the addition of components found as deficient or those that may be greatly desired by district residents:

- Ten tennis courts
- One community garden
- One pickleball court
- Two picnic grounds
- One fitness course
- One diamond practice field

**3.3.c** Perform an annual component-based park audit. Prioritize improvements based on annual identification of low-scoring components.

**STRATEGY 3.4:** Address needs for recreation programs and activities.

**3.4.a** Perform a recreation program assessment and address any gaps in service.

**3.4.b** Continue to focus on older adult programs, youth sports, and special events.

**GOAL 4: EFFICIENTLY AND SUSTAINABLY DELIVER A RESILIENT SYSTEM OF PARKS AND RECREATION SERVICES**

**STRATEGY 4.1:** Increase the district’s investment in parks and recreation.

**4.1.a** Increase the city’s investment in park maintenance per acre of developed park space (from \$2,469 per acre to \$5,434 per acre) to address increased user experience, lower GRASP® scores, and the community’s desire for more effective park maintenance.

**4.1.c** Increase funding for general fund parks by \$1,655 per acre, or approximately \$92,800 per year, to close the gap with other comparable park agencies.

**4.1.b** Increase the district’s investment in parks and recreation by up to \$2.6 million per year to match other typical agencies serving similar sized communities.

**GOAL 4: EFFICIENTLY AND SUSTAINABLY DELIVER A RESILIENT SYSTEM OF PARKS AND RECREATION SERVICES**

**STRATEGY 4.2:** Adopt a long-term strategy for staffing and funding

**4.2.a** Raise the annual household maintenance fee to help cover maintenance costs. Adopt an appropriate annual escalator that adjusts the fee for inflation.

**4.2.d** Increase the district’s investment in parks and recreation from \$57 per capita to \$79 per capita.

**4.2.b** Estimate and fund park operations and maintenance for new parks upon project approvals.

**4.2.e** Adopt other new or alternative funding opportunities described in the master plan.

**4.2.c** Incrementally add positions to better align the district with other California special districts, which requires an additional 25 FTE positions across a variety of classifications. Focus on hiring two FTEs per year between 2025 and 2035.

**4.2.f** Complete a fee study and adopt a resource allocation philosophy. Consider the relatively low poverty rates and high household income in the district, as this may help address the district’s low funding levels (compared to other California jurisdictions).

**STRATEGY 4.3:** Increase residents’ level of familiarity with JARPD and district branding; improve communication with residents.

**4.3.a** Continue to use preferred communication mechanisms (activity brochures, email, and social media).

**4.3.c** Improve district branding to add clarity around Eastvale parks. Help ensure marketing materials clearly brand the district to help prevent resident confusion.

**4.3.b** Increase effectiveness of JARPD communications by targeting promotional efforts at specific age groups as described in the master plan.

**STRATEGY 4.4:** Promote relationships with regional partners to deliver parks and recreation services.

**4.4.a** Annually review and provide feedback on updates to the City of Jurupa Valley’s comprehensive plan.





# **SECTION: 14**

## Implementing the Master Plan

The following is a listing of suggestions developed by BerryDunn for successful implementation of the Plan. These elements represent the commitment and discipline required to integrate the process into daily operations, now and in the future.

- Serving as the guidepost for the district when decisions or responses to the community are needed, the Plan becomes the reference point for decision-making and whether new issues or responses to the community are of higher importance than what has been established as existing direction.
- Include Plan information as part of the new employee orientation program.
- Post the executive summary of the Plan on the website and track results on the site. This will assist in providing the community with information about the district's strategic direction and its commitment to results. It may also be helpful to print a color brochure of the executive summary to distribute to interested partners and community members to provide a quick snapshot of the Plan.

Assign responsibility to a staff member or team to be the project manager or “champion” of the Plan's implementation to help ensure success. This champion is responsible for monitoring the Plan's progress and works with other staff and district management to effectively integrate the plan within operations.

Assign accountability to a staff member or team for each recommendation. The project lead will have responsibility for tracking progress of the Plan.

Report regularly on the progress of implementation of the Plan. Divide the Plan into separate fiscal years and report one year at a time as an ongoing annual work plan. Each action item for the year should include a list of strategies that support its completion. The strategies are developed prior to each year for the upcoming list of action items and are developed by the staff members involved in completing the action item. It is the project leader's responsibility to report on his/her action items in a quarterly report. A suggestion is to enter each year's data on a spreadsheet or strategic planning software (dashboard) that lists the goals, objectives, action items, start dates, completion



dates, and the name of the staff member responsible for the action item's completion.

Perform an annual review at the end of the year for the Plan and document any changes to objectives and action items to reflect changes in priorities. This process can be included at an annual review meeting in which successive years' objectives and action items are discussed as part of the annual budget process. Action items will tie into both the operating and capital budget process.

Update major stakeholders on the Plan's implementation and results annually.

Conduct staff meetings quarterly or semi-annually to review the progress on implementation of the Plan.

Post a chart of each year's recommendations on office walls in administrative areas with a check-off column designating completion as part of a visual management program.

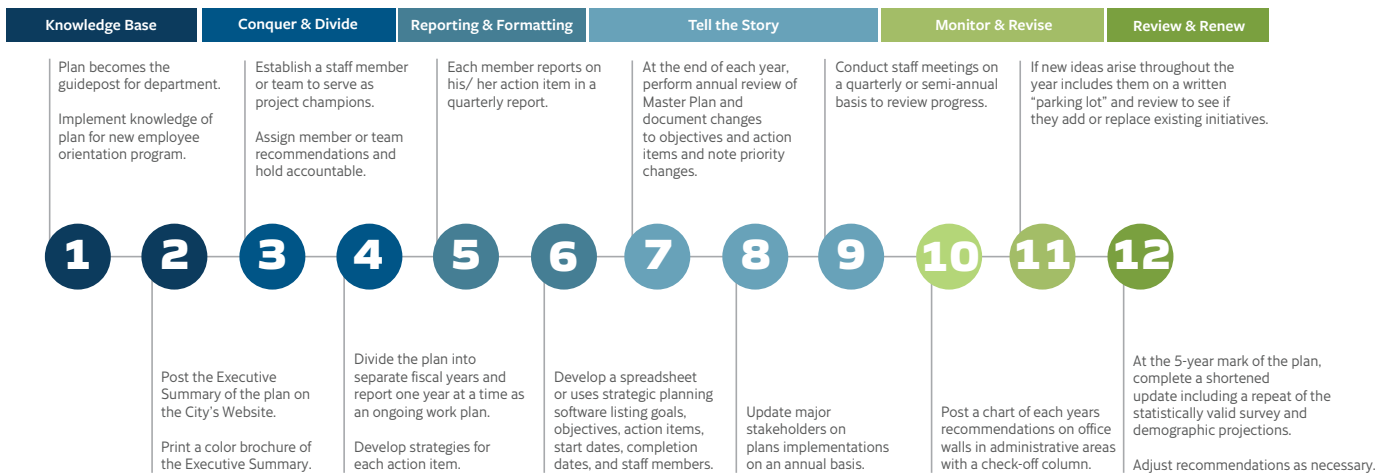
Create a written "parking lot" for ideas and new strategies that arise throughout the year and review them as part of the annual just-in-time review to determine if they change or replace any existing strategies or action items.

Complete a shortened update at the five-year mark of the Plan, including repeating the statistically valid survey and demographic projections. Adjust existing recommendations as necessary.

Figure 55: Implementation of the Master Plan

## Implementation Guidelines

### Strategies for Success



# APPENDIX 1

## Local, Regional, and National Recreation Participation and Trends



## Local, Regional, and National Recreation Participation and Trends

### Introduction

Recreational trends and preferences evolve over time. This report highlights the current parks and recreation trends in California and across the United States based on the following annual reports:

- Academy of Sports Medicine (ACSM), Worldwide Fitness Trends, 2024
- National Parks and Recreation Association (NRPA), Top Trends in Parks and Recreation, 2024
- NRPA, Engagement with Parks Report, 2023
- NRPA, Agency Performance Review, 2023
- Sports and Fitness Industry Association (SFIA), Topline Participation Report, 2024

This report aims to provide JARPD with a high-level overview of the state of parks and recreation nationwide, including trends in the following categories:

- Facilities
- Programming
- Policies and procedures
- Engagement
- Participation

By exploring these trends, JARPD can gain valuable insights into communities' evolving habits and preferences regarding recreation. These insights can assist the district in learning more about potential areas for growth, opportunities, improvement, and inclusivity.



## Estimated Local Participation in Fitness, Sports and Outdoor Recreation

Figure 1 compares adult participation levels for fitness, sport, and outdoor activities for both the District and California. The activities with the highest participation in District are walking for exercise, weight lifting and swimming. Note that the District participation mirrors that of California.

**Figure 1: Local Participation in Fitness Activities in 2024**

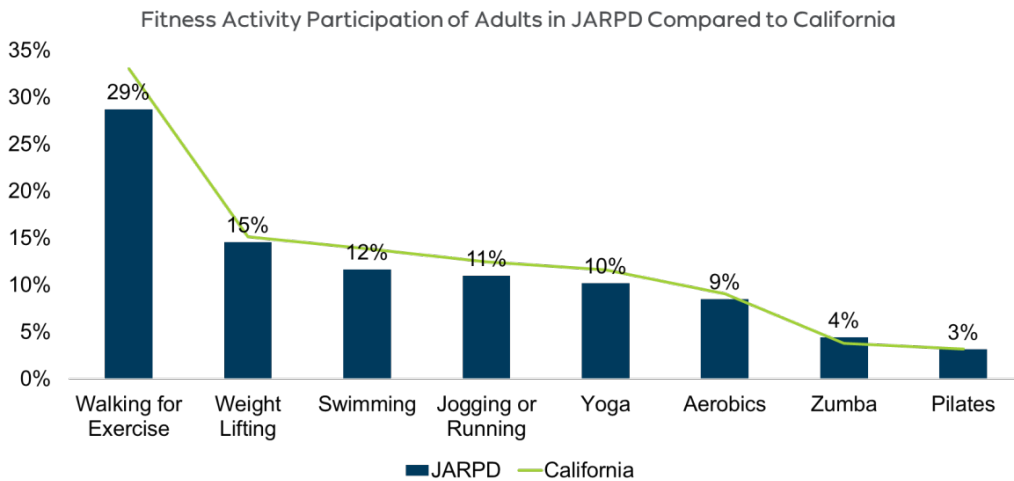


Figure 2 shows that sports participation differs slightly from California. Basketball, Golf, and Soccer receive the greatest participation in the District.

**Figure 2: Local Participation in Sports Activities in 2024**

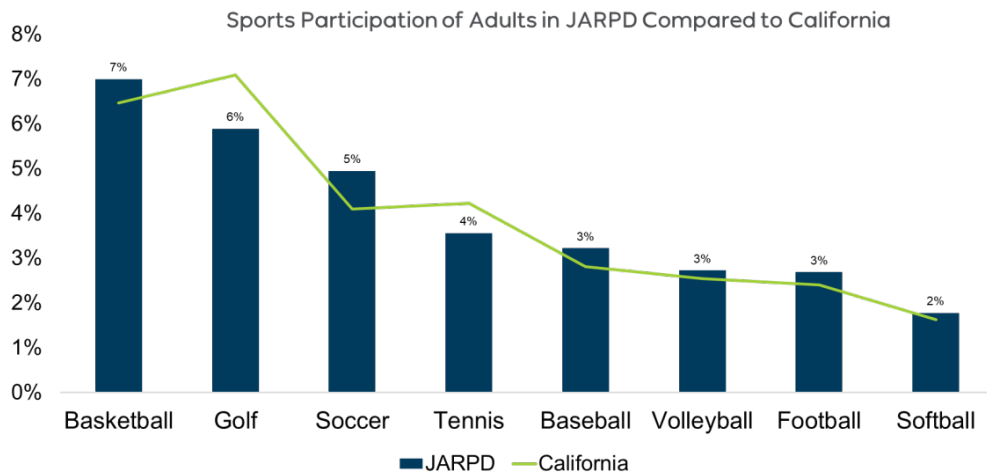
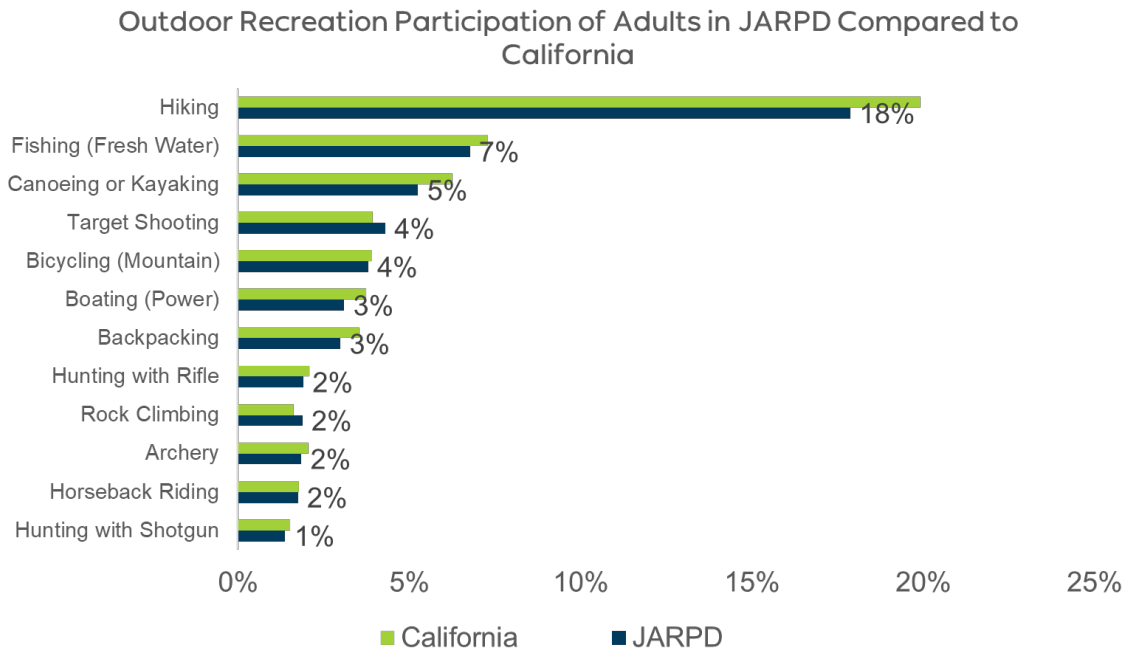




Figure 3 shows local participation in outdoor recreation activities in 2024 compared to California. Hiking, fishing and canoeing or kayaking are the top participatory activities. Note that the figure represents participation by district residents and not necessarily participation in outdoor activities within the district boundaries.

**Figure 3: Local Participation in Outdoor Recreation Activities in 2024**



### Trends in Recreation Facilities

A typical parks and recreation agency will manage approximately 22 parks and seven buildings. The type and number of facilities and parks an agency can manage vary greatly; however, the NRPA Agency Performance Review for 2024 provides insight into what most agencies offered across the nation in 2023.<sup>1</sup> See Table 1.

**Table 1: Typical Facilities Offered in the United States in 2023**

| Type of Facility | % of Agencies Offering | Type of Facility | % of Agencies Offering |
|------------------|------------------------|------------------|------------------------|
| Playgrounds      | 93%                    | Swimming Pools   | 49%                    |

<sup>1</sup> NRPA. 2024. *NRPA Agency Performance Review*. National Recreation and Park Association. Accessed April 8, 2024. [NRPA Agency Performance Review](#)



| Type of Facility        | % of Agencies Offering | Type of Facility                          | % of Agencies Offering |
|-------------------------|------------------------|---|------------------------|
| Baseball Fields         | 85%                    | Skate Parks                               | 46%                    |
| Soccer Fields           | 83%                    | Multi-Use Courts (Basketball, Volleyball) | 42%                    |
| Basketball Courts       | 84%                    | Pickleball Courts                         | 42%                    |
| Tennis Courts (Outdoor) | 72%                    | 18-Hole Golf Course                       | 29%                    |
| Dog Parks               | 68%                    | Synthetic Fields (Multipurpose)           | 25%                    |
| Tot Lots                | 53%                    | Fitness Zones/Exercise Stations           | 22%                    |
| Community Gardens       | 52%                    | Ice Rink (Outdoor)                        | 19%                    |

### Trends in Recreation Programming

Per the 2024 NRPA Agency Performance Review, a typical parks and recreation agency will offer approximately 200 programs annually.<sup>2</sup> Table 2 depicts the most common types of programs offered by parks and recreation agencies and what percentage of agencies nationwide are offering those programs.

**Table 2: Typical Programming Offered in 2023**

| Type of Program                      | % of Agencies Offering | Type of Program                                | % of Agencies Offering |
|--------------------------------------|------------------------|--|------------------------|
| <b>Themed Special Events</b>         | 89%                    | <b>Natural and Cultural History Activities</b> | 63%                    |
| <b>Social Recreation Events</b>      | 88%                    | <b>Cultural Crafts</b>                         | 63%                    |
| <b>Team Sports</b>                   | 86%                    | <b>Visual Arts</b>                             | 62%                    |
| <b>Fitness Enhancement Classes</b>   | 82%                    | <b>Trips and Tours</b>                         | 62%                    |
| <b>Health and Wellness Education</b> | 80%                    | <b>Performing Arts</b>                         | 62%                    |
| <b>Individual Sports</b>             | 76%                    | <b>Martial Arts</b>                            | 56%                    |
| <b>Racquet Sports</b>                | 70%                    | <b>Running/Cycling Races</b>                   | 53%                    |
| <b>Safety Training</b>               | 68%                    | <b>Golf</b>                                    | 49%                    |
| <b>Aquatics</b>                      | 66%                    | <b>Esports/Egaming</b>                         | 26%                    |

<sup>2</sup> NRPA. 2024. *NRPA Agency Performance Review*. National Recreation and Park Association. Accessed April 8, 2024. [NRPA Agency Performance Review](#)





In addition to these trends, NRPA publishes top trends consider each year. For 2023, NRPA highlighted the following programming trends:<sup>3</sup>

Walking activity has declined 36% since 2019.

Pickleball is the fastest growing recreational sport; however, noise complaints have become a major sore spot for nearby residents. USA Pickleball recently approved sound-eliminating equipment, which could help reduce noise by up to 50%.

Cricket is on the rise in some areas, notably among the Southeast Asian population.

Special events—such as family nights, seasonal festivals, and holiday karaoke—are on the rise.

Dog ownership rocketed during the pandemic, which led to a rise in dog parks. Dog parks are now the fastest growing park type, with off-leash dog parks leading the pack.

## Fitness Trends

Each year, the American College of Sports Medicine (ACSM) conducts a survey of worldwide fitness trends. Now in its 18<sup>th</sup> year, the ACSM circulates an electronic survey to thousands of fitness professionals around the world to determine health and fitness trends. The list below includes the top 10 fitness trends for 2024.<sup>4</sup>

### 1. Wearable Technology

These devices can track heart rate, calories, sitting time, and much more.

<sup>3</sup> Dolesh, R. December 21, 2023. "Top Trends in Parks and Recreation for 2024." *National Recreation and Park Association*. Accessed April 8, 2024. <https://www.nrpa.org/parks-recreation-magazine/2024/january/top-trends-in-parks-and-recreation-for-2024/>

<sup>4</sup> Newsome, A. M. 2024. "2024 ACSM Worldwide Fitness Trends: Future Directions of the Health and Fitness Industry." *ACSM's Health & Fitness Journal* 28(1): 14 – 26. Accessed April 2024. 10.1249/FIT.0000000000000933



## *2. Worksite Health Promotion*

Employers can capitalize on health promotion by fostering health-promoting behaviors such as physical activity and preventive screenings, leading to reduced insurance expenses, heightened productivity, and better mental health.

## *3. Fitness Programs for Older Adults*

Aging heightens susceptibility to chronic illness, cognitive decline, and falls, making regular aerobic and muscle-strengthening exercises critical for mitigating these risks and preserving independence and quality of life as people age.

## *4. Exercise for Weight Loss*

By preserving lean body mass during weight loss endeavors, exercise facilitates sustained and lasting reductions in weight, underlining its significance in long-term weight management strategies.

## *5. Reimbursement for Qualified Exercise Professionals (QEPs)*

This trend represents a shift from previous years' advocacy for licensure for QEPs, which faced significant policy-level obstacles, making it less feasible for the fitness industry globally. Instead, emphasis is now on reimbursement for services provided by QEPs, such as personal trainers and exercise physiologists, acknowledging their role within the healthcare continuum.

## *6. Employing Certified Exercise Professionals*

Employing certified professionals remains a top trend in the health and fitness industry, with companies recognizing the significance of hiring trained individuals to lead fitness programs. Accredited certifications signal to consumers that professionals possess proficient knowledge to assist them in achieving their fitness goals safely.

## *7. Mobile Exercise Apps*

Mobile exercise apps offer flexibility in program delivery, impacting the market with diverse options and proving effective in boosting users' physical activity levels.

## *8. Exercise for Mental Health*

Mental health challenges affect approximately one in every eight individuals globally according to the World Health Organization (WHO), highlighting the widespread significance of this trend. ACSM resources empower exercise professionals to integrate physical activity effectively to support mental health, underscoring the importance of exercise as a holistic approach to wellness.

## *9. Youth Athletic Development*

These initiatives focus on teaching fundamental movement patterns and preparing young individuals for skill acquisition, underscoring the importance of specialized training for exercise professionals working with this demographic.



10. Personal Training

Consumers seeking effective exercise selection, safety protocols, and recovery techniques often find value in personal training services. Exercise professionals equipped with nationally accredited credentials, such as those offered by ACSM, are well prepared to cater to diverse client needs, underscoring the importance of professional certification for ensuring quality service delivery and client satisfaction.

Trends in Policies and Procedures

The following policies and procedures highlighted from NRPA’s Agency Performance Review for 2023 can help the JARPD shape policies and procedures based on national trends.<sup>5</sup>



<sup>5</sup> NRPA. 2023. “NRPA Agency Performance Review.” *National Recreation and Park Association*. Accessed April 8, 2024. [NRPA Agency Performance Review](#)



## Trends in Engagement with Parks and Recreation Agencies

NRPA issues an *Engagement with Parks* report each year that provides insights on why people engage with their local parks and recreation agencies. Below are a few highlights from the report, including the investments visitors would like to see, the top reasons people go to parks or facilities, the amenities visitors enjoy most,<sup>6</sup> and the top obstacles to accessing parks and recreation services.

### Investments People Want to See

- Improve outdoor facilities: 43%
- Improve indoor facilities: 35%
- Improve facility accessibility: 32%
- Increase youth sports opportunities: 29%

### Top Reasons People Go to Parks or Facilities

- Spend time with family and friends: 50%
- Have a break from stress: 47%
- Exercise or be physically fit: 46%
- Be close to nature: 46%

### Amenities Visitors Enjoy Most

- Visit a local park, playground, or open space: 66%
- Use a hiking, biking, or walking trail: 47%
- Play sports with family or friends: 30%
- Use a local swimming pool or aquatic center: 28%

### Top Obstacles to Accessing Parks and Recreation Services

- Lack of time: 33%
- Concern about personal safety at the facility: 21%
- Concern about personal safety traveling to the facility: 20%
- Excessive costs or fees: 18%

<sup>6</sup> NRPA. 2023. *Engagement with Parks Report*. Ashburn, VA: National Recreation and Park Association. Accessed April 8, 2024. <https://www.nrpa.org/publications-research/research-papers/Engagement/>

## Participation Trends in 2024

This section aims to identify and analyze current trends in sports and recreation, with a particular focus on participation trends derived from the SFIA 2024 Report.<sup>7</sup> Understanding the latest trends in sports is crucial for JARPD to effectively plan and develop programs and use space in a way that reflects participation data.



- ▲ Basketball is the most popular team sport nationwide, with 29.7 million participants.
- ▲ Tennis is the most popular racquet sport, with 23.8 million participants.
- ▲ Pickleball participation grew by 51.8% in 2023.
- ▲ Walking for fitness is the most prevalent form of aerobic exercise.
- ▲ Tai Chi saw a 16.3% increase in participation in one year; however, Yoga continues to lead in popularity for conditioning activities
- ▲ Dance, step, and other choreographed exercises have grown by 3.3% since 2018, attracting 26.3 million participants each year.
- ▲ Ultimate Frisbee has experienced a significant decline in participation (-4.9% since 2018).
- ▲ Stationary cycling (group exercise) has been heavily impacted by at-home fitness equipment, declining by 6.2% in five years, with 6.2 million participants.

<sup>7</sup> SFIA. February 27, 2024. *SFIA's Topline Participation Report Shows Strong Positive Trends Across All Sports and Fitness Categories*. Sports & Fitness Industry Association. Accessed April 8, 2024. [SFIA's Topline Participation Report Shows Strong Positive Trends Across All Sports and Fitness Categories](#)



### Top Trending Activities and Five-Year Growth

Figure 4 demonstrates the total U.S. participation rates in different sport categories for those ages six years and over from 2018 and 2023. Fitness has led in popularity the last five years.

**Figure 4: United States Sports Participation, 2018 vs. 2023**

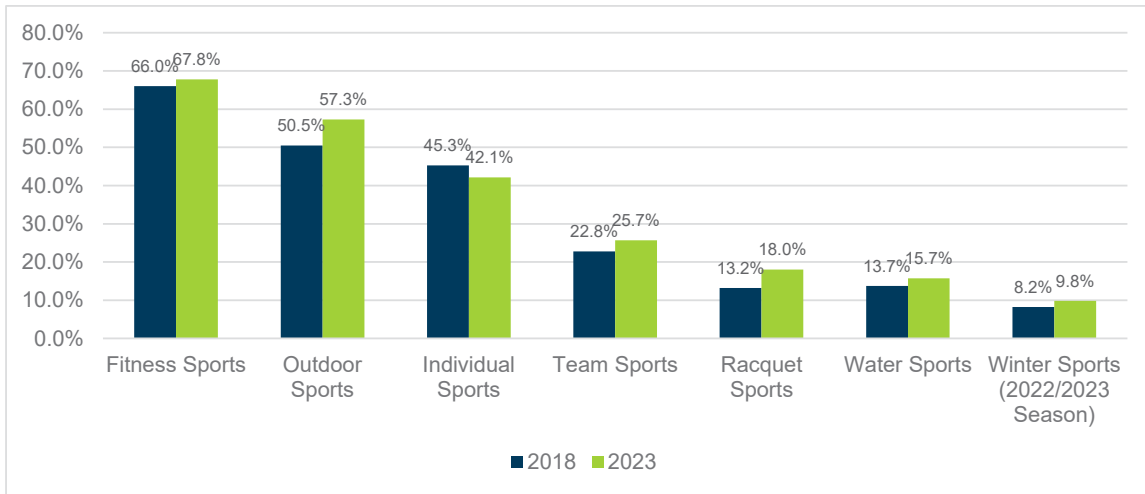


Table 3 shows the top activities by participation and growth rate over the past five years (2018 – 2023) from the latest SFIA report.

**Table 3: United States Participation by Activity**

|                       | 2023 Participation (Millions) | Five-Year Growth (2018 – 2023) |
|-----------------------|-------------------------------|--------------------------------|
| <b>TEAM SPORTS</b>    |                               |                                |
| Basketball            | 29.7 M                        | +4.3%                          |
| Baseball              | 16.6 M                        | +1.0%                          |
| Football (Flag)       | 7.2 M                         | +2.0%                          |
| Football (Tackle)     | 5.6 M                         | +1.8%                          |
| Football (7-on-7)     | 2.6 M                         |                                |
| Lacrosse              | 1.9 M                         | -1.0%                          |
| Roller Hockey         | 1.2 M                         | -6.5%                          |
| Soccer (Outdoor)      | 14 M                          | +4.3%                          |
| Softball (Fast-Pitch) | 2.3 M                         | +0.9%                          |
| Swimming on a Team    | 3.3 M                         | +2.1%                          |
| Volleyball (Court)    | 6.9 M                         | +2.3%                          |



|   | 2023 Participation (Millions) | Five-Year Growth (2018 – 2023) |
|---|-------------------------------|--------------------------------|
| <b>RACQUET SPORTS</b>                     |                               |                                |
| Tennis                                    | 23.8 M                        | +6.3%                          |
| Badminton                                 | 6.5 M                         | +0.6%                          |
| Pickleball                                | 13.5 M                        | +35.7%                         |
| <b>STRENGTH AND CONDITIONING</b>          |                               |                                |
| Free Weights                              | 53.8 M                        | +1.0%                          |
| Yoga                                      | 34.2 M                        | +3.6%                          |
| Weight-Resistance Machines                | 29.4 M                        | +1.0%                          |
| <b>AEROBIC EXERCISE</b>                   |                               |                                |
| Treadmill                                 | 54.8 M                        | +0.7%                          |
| Running/Jogging                           | 48.3 M                        | -0.5%                          |
| Stationary Cycling<br>(Recumbent/Upright) | 32.6 M                        | -2.0%                          |
| <b>INDIVIDUAL ACTIVITIES</b>              |                               |                                |
| Golf (On- or Off-Course)                  | 45 M                          | +6.1%                          |
| Skateboarding                             | 8.9 M                         | +7.3%                          |
| Trail Running                             | 14.8 M                        | +8.3%                          |
| Triathlon (Non-Traditional/Off-Road)      | 1.3 M                         | -2.9%                          |
| Triathlon (Traditional/Road)              | 1.7 M                         | -4.3%                          |
| <b>OUTDOOR ACTIVITIES</b>                 |                               |                                |
| Bicycling (BMX)                           | 4.4 M                         | +5.4%                          |
| Bicycling (Mountain/Non-Paved Surface)    | 9.2 M                         | +1.4%                          |
| Bicycling (Road/Paved Surface)            | 42.2 M                        | +1.8%                          |
| Camping (RV)                              | 16.4 M                        | +1.0%                          |
| Fishing (Freshwater/Other)                | 42.6 M                        | +1.9%                          |
| Fishing (Saltwater)                       | 15 M                          | +3.3%                          |
| Hiking (Day)                              | 61.4 M                        | +5.3%                          |



### Inactive Americans’ Aspirational Activities by Age

The SFIA report provides data related to what inactive Americans were most interested in participating in by age. The JARPD has a median age of 33. By comparing the SFIA inactive aspirational activities by age, the top activities for most residents (falling in the category of 25 – 34 years) may include working out with weights, working out using machines, and cardio fitness. See Table 4.

**Table 4: SFIA Inactive Americans’ Aspirational Activities by Age**

| 6 – 12 Years                  | 13 – 17 Years                 | 18 – 24 Years                 | 25 – 34 Years                 |
|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| 1. Fishing                    | 1. Fishing                    | 1. Running/jogging            | 1. Working out with weights   |
| 2. Running/jogging            | 2. Running/jogging            | 2. Working out with weights   | 2. Working out using machines |
| 3. Bicycling                  | 3. Swimming for fitness       | 3. Cardio fitness             | 3. Cardio fitness             |
| 4. Sledding                   | 4. Working out with weights   | 4. Working out using machines | 4. Camping                    |
| 5. Swimming for fitness       | 5. Camping                    | 5. Bicycling                  | 5. Yoga                       |
| 6. Cardio fitness             | 6. Cardio fitness             | 6. Swimming for fitness       | 6. Fishing                    |
| 7. Yoga                       | 7. Bicycling                  | 7. Camping                    | 7. Running/jogging            |
| 8. Camping                    | 8. Working out using machines | 8. Fishing                    | 8. Hiking                     |
| 9. Soccer                     | 9. Hiking                     | 9. Yoga                       | 9. Swimming for fitness       |
| 10. Tennis                    | 10. Skateboarding             | 10. Trail running             | 10. Bicycling                 |
| 35 – 44 Years                 | 45 – 54 Years                 | 55 – 64 Years                 | 65+ Years                     |
| 1. Working out with weights   | 1. Fishing                    | 1. Fishing                    | 1. Fishing                    |
| 2. Cardio fitness             | 2. Working out with weights   | 2. Camping                    | 2. Working out using machines |
| 3. Fishing                    | 3. Camping                    | 3. Working out with weights   | 3. Camping                    |
| 4. Working out using machines | 4. Working out using machines | 4. Working out using machines | 4. Working out with weights   |
| 5. Swimming for fitness       | 5. Cardio fitness             | 5. Cardio fitness             | 5. Swimming for fitness       |
| 6. Running/jogging            | 6. Hiking                     | 6. Swimming for fitness       | 6. Cardio fitness             |
| 7. Camping                    | 7. Yoga                       | 7. Shooting                   | 7. Shooting                   |
| 8. Yoga                       | 8. Shooting                   | 8. Hiking                     | 8. Yoga                       |
| 9. Hiking                     | 9. Swimming for fitness       | 9. Yoga                       | 9. Hiking                     |
| 10. Shooting                  | 10. Running/jogging           | 10. Running/jogging           | 10. Hunting                   |





## American's with Disabilities Act (ADA) Compliance

On July 26, 1990, the ADA officially acknowledged the needs of individuals with disabilities at the federal level. This civil rights legislation broadened the rights for activities and services provided by state and local governmental entities (Title II) as well as non-profit/for-profit entities (Title III). Parks and recreation agencies are mandated to comply with this legal directive, which entails removing physical barriers to help ensure access to facilities and offering reasonable accommodations for recreational programs through inclusive policies and procedures.

Agencies are required to develop and uphold an ADA transition plan, outlining the steps to eliminate physical and structural barriers to facilitate access to programs and services. Additionally, the transition plan serves as a tool for planning, budgeting, and helping ensure accountability.

Accessibility studies serve as invaluable resources for parks and recreation agencies. Specialists conduct thorough inventories of facilities and parks, examining building codes and regulatory requirements to create a prioritized list of projects aimed at enhancing accessibility.

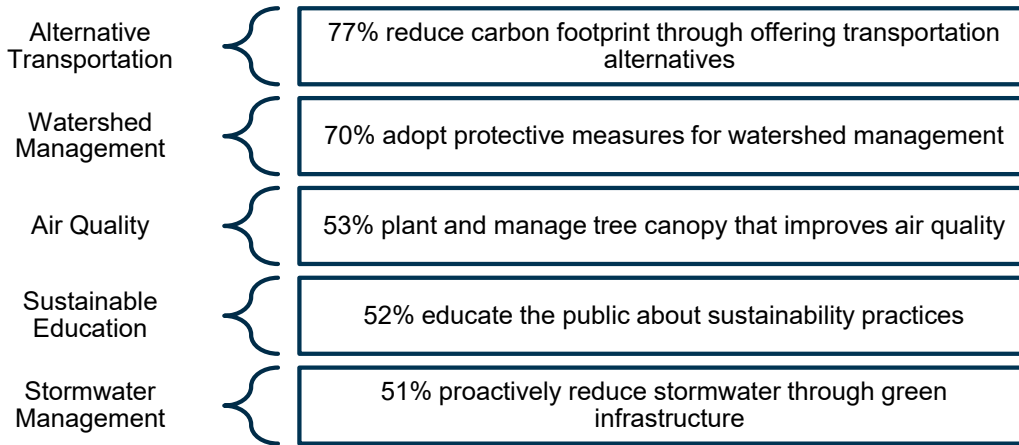
## Conservation

A fundamental aspect of parks and recreation centers on its contribution to conservation efforts. This involves the stewardship of open spaces, facilitating opportunities for individuals to engage with nature, and fostering community awareness about conservation principles. A crucial aspect of conservation work is tackling climate change. Local parks and recreation play a vital role in cultivating climate-resilient communities through initiatives such as water management, green infrastructure development, and promoting sustainability practices.

A 2017 report by NRPA titled "Park and Recreation Sustainability Practices" surveyed over 400 parks and recreation agencies, identifying the top five strategies employed by local departments to address conservation and climate change (See Figure 5):



**Figure 5: Top Five Ways to Act on Conservation and Climate Change**



While the survey was conducted in 2017, the tools to impact climate change remain relevant.

### Dog Parks

A dog park offers an excellent opportunity for people to enjoy some fresh air, bond with their furry companions, and foster community ties. With approximately 90 million dogs across the United States, dog parks are witnessing rapid growth, particularly in urban areas, making them the fastest-growing type of park, as reported by NRPA. While not everyone desires to have a dog park in their neighborhood, they are sought after in nearly every community.

According to an article in *Recreation Management* titled "Four-Legged-Friendly Parks," dog parks contribute to community cohesion and can attract potential new residents and tourists traveling with pets (2016). They are viewed as a cost-effective means of providing a highly frequented and popular amenity to the community. Dog parks range from simple fenced areas to more elaborate setups featuring amenities tailored for dogs, such as water fountains, agility equipment, and pet wash stations. Some even incorporate spray grounds designed specifically for dogs. Moreover, dog parks serve as social hubs where people can connect with others while enjoying the outdoors.

The best dog parks prioritize both human and canine comfort and enjoyment, often incorporating various design features and creative programming. Ideal amenities in a dog park may include:

- Benches, shade, and water stations for both dogs and their owners
- A spacious area of at least one acre with proper drainage
- Double-gated entry for safety
- Ample waste stations stocked with bags
- Sandy beaches or sand bunker areas for digging



- Custom-designed splash pads for dogs of all sizes
- Additional amenities catering to human needs, such as walking trails, restroom facilities, picnic areas, and dog wash stations

### Inclusive Playgrounds

Well-designed inclusive parks and playgrounds welcome children of varying abilities to engage, learn, and thrive together. They eliminate both physical and social barriers to exclusion, offering a sensory-rich experience for all participants. Addressing physical disabilities is a key aspect of inclusive playground design, involving the provision of wheelchair-accessible routes and ramp transfer points. Customized equipment, such as special swings, help ensure that all children can fully enjoy the playground experience.

In addition to accommodating physical disabilities, inclusive playgrounds offer diverse opportunities for exploration. They engage all senses and foster social interaction through various amenities. True inclusivity in playground design entails integration rather than segregation—rather than having special equipment in separate areas, the space is seamlessly designed to provide integrated play opportunities throughout. Such park facilities emphasize the importance of inclusion in everyday activities, regardless of one's ability level.

Across the country, an increasing number of parks and recreation agencies are incorporating inclusive playgrounds to better serve the diverse needs of their communities.

### Adventure Programming

While adventure excursions are often organized by private outfitters, an increasing number of municipalities are beginning to provide similar experiences locally, such as zip lining, challenge/obstacle courses, and other adventurous activities. These agencies may collaborate with specialized companies to offer adventure packages. Private companies typically handle tasks like hiring and training staff, equipment maintenance, and marketing campaigns. In some cases, a lease agreement may be established, entitling the municipality to a percentage of gross revenues.

### Outdoor Adventure Impact from COVID-19

Amid the COVID-19 pandemic, consumers sought activities to maintain both mental and physical well-being, leading to significant growth in several outdoor pursuits. According to a Harris Poll conducted in October 2020, 69% of Americans expressed a heightened appreciation for outdoor spaces during the pandemic, with 65% stating they made efforts to spend more time outside their homes.

Paddle sports, encompassing activities like kayaking, paddleboarding, rafting, and canoeing, witnessed a surge in popularity, evidenced by a 56% increase in equipment sales in 2020 compared to the previous year. Inflatable versions of kayaks and paddleboards have become particularly favored due to their affordability and ease of storage and transportation.



Similarly, camping experienced a notable uptick in interest amid the COVID-19 outbreak. Consumers seeking respite from home life turned to pitching tents in their yards or venturing to local destinations for outdoor stays. The sale of recreational tents saw a remarkable increase in 2020, outpacing the growth of backpacking tents typically favored by serious campers and hikers.

### Outdoor Fitness Trails

A prevailing trend in urban parks, aimed at promoting health, wellness, and fitness, involves the installation of outdoor fitness equipment along trails. The purpose of this outdoor equipment is to offer accessible exercise options for all community members, focusing on activities that enhance strength, balance, flexibility, and cardiovascular health. These fitness stations, often referred to as "outdoor gyms," primarily cater to adults but can be strategically placed near playgrounds or other child-friendly amenities, allowing adults to exercise while supervising their children.

Moreover, the fitness equipment can be dispersed along nature trails or walking paths, offering individuals a unique opportunity to exercise amid natural surroundings. To help ensure user safety and enhance the educational experience, informative signage should be positioned next to the equipment, providing guidance on its proper use and safety precautions.

### Fitness Playgrounds

Some municipalities are installing fitness playgrounds that children and adults can use, such as Burke Playground's ELEVATE® Fitness Course. With three levels of challenge and multiple options within each level, ELEVATE® offers experiences for beginner, intermediate, and advanced visitors to improve fitness and have fun.

### Trails and Health

As per the Trails for Health initiative by the Centers for Disease Control (CDC), a connected network of trails plays a pivotal role in increasing community physical activity levels. Trails offer diverse opportunities for physical exercise, including walking, running, hiking, rollerblading, wheelchair recreation, bicycling, cross-country skiing, snowshoeing, fishing, hunting, and horseback riding.

The health benefits of trails are significant, whether they are situated in urban neighborhoods or in state or national parks. Urban trails, which effectively create "linear parks," facilitate easier integration of exercise into daily routines, whether for recreational purposes or non-motorized transportation. It is essential for urban trails to establish connections between people and various destinations they frequent, such as schools, transit centers, businesses, and neighborhoods.



## Water-Related Activities

Annually, the SFIA issues the “Sports, Fitness, and Leisure Activities Topline Participation Report.” According to the SFIA report, water sports have seen the most substantial increase in participation across all seven sports categories.

Table 6 below illustrates the changes in water-related activities between 2016 and 2021. It charts the one-year, two-year, and five-year average annual growth (AAG) rates to indicate the degree of change for boardsailing/windsurfing, canoeing, jet skiing, kayaking, sailing, stand-up paddling, and water skiing.

Between 2020 and 2021, the water sports that experienced the highest overall growth were boardsailing/windsurfing (+9.9%), kayaking – sea/touring (+5.6%), and water skiing (+4.7%). Conversely, kayaking – recreational (-14.6%), canoeing (-6.4%), and sailing (-3.6%) saw the most significant decreases in participation during the same period. See Table 5.

**Table 5: Water Sport Overall Participation 2016 – 2021**

|                                 | One-year change<br>2021 | Two-year change<br>2020 | Five-year AAG<br>2016 |
|---------------------------------|-------------------------|-------------------------|-----------------------|
| <b>Boardsailing/Windsurfing</b> | 2.3%                    | -7.6%                   | -5.5%                 |
| <b>Canoeing</b>                 | -4.1%                   | 2.3%                    | -1.6%                 |
| <b>Jet Skiing</b>               | 3.3%                    | -0.9%                   | -2.6%                 |
| <b>Kayaking (Recreational)</b>  | 2.7%                    | 17.3%                   | 6.0%                  |
| <b>Kayaking (Sea/Touring)</b>   | 3.1%                    | -2.5%                   | -3.6%                 |
| <b>Sailing</b>                  | -0.7%                   | -4.3%                   | -3.3%                 |
| <b>Stand-Up Paddling</b>        | 1.8%                    | 5.0%                    | 3.0%                  |
| <b>Water Skiing</b>             | 0.2%                    | -4.5%                   | -3.7%                 |

Source: 2022 SFIA Topline Report

Separating recreation trends by age group can be helpful.

## Trends for Youth Ages 13 and Younger

### STEAM Programs

The popularity of STEAM programs, which encompass arts programming, is on the rise. Examples include coding workshops, video game design, Minecraft creations, Roblox game development, robotics engineering, 3D printing, and laptop building.

### Summer and School Break Camps

Participation in youth camp programs offered by parks and recreation departments remains robust, with these programs often serving as major revenue generators for agencies.



### *Nature-Related Programming*

The global New Nature Movement aims to connect children, families, and communities with the natural world, and its influence is growing. Alongside new nature programming, nature-themed play areas are gaining traction. Some park and recreation agencies now offer outdoor preschools where the entire curriculum is conducted outdoors.

### *Youth Fitness*

*Reimagine Play* has identified the following top eight trends in youth fitness, drawing from sources such as the American College of Sports Medicine (ACSM)'s Worldwide Survey of Fitness Trends, ACE Fitness, and SHAPE America:

- Shift from sports-focused physical education to physical literacy curricula emphasizing fundamental movement skills and healthy eating
- High-Intensity Interval Training (HIIT) classes featuring brief bursts of intense exercise followed by short rest periods, typically lasting 30 minutes or less
- Adoption of wearable technology and digital fitness media, including activity trackers, smartwatches, heartrate monitors, GPS trackers, and virtual reality headsets
- Emergence of ninja warrior training and gyms, inspired by popular television shows like American Ninja Warrior and Spartan Race
- Increasing interest in outdoor recreational activities such as running, jogging, trail running, and BMX biking
- Growing popularity of family (intergenerational) fitness classes, such as family fitness fairs, escape rooms, and obstacle races, catering to Generation X and Generation Y families valuing quality family time
- Kids' obstacle races held alongside adult races like Tough Mudder, Spartan Race, and Warrior Dash
- Establishment of youth running clubs that not only promote physical fitness but also teach valuable life skills such as risk-taking, goal setting, and teamwork

### **Trends for Teens/Younger Adults Ages 13 – 24**

Local parks and recreation agencies are increasingly tasked with providing diverse programming options for teenagers beyond traditional youth sports. Given that suicide ranks as the second leading cause of death among U.S. teens, mental health remains a pressing concern for this demographic.

Activities such as meditation, yoga, sports, art, and civic engagement can serve as outlets for teens to develop life skills and enhance cognitive functions. Many agencies are also exploring innovative multigenerational activities, wherein seniors and teens collaborate to learn life skills



together. Agencies that offer support for teens in career development and continuing education tend to achieve positive outcomes and mitigate at-risk behaviors effectively.

#### *Parkour*

Parkour, a physical training discipline inspired by military obstacle courses, challenges participants to navigate through urban environments using body movements like running, jumping, and swinging.

#### *Outdoor Active Recreation*

Outdoor activities such as kayaking, canoeing, stand-up paddleboarding, mountain biking, and climbing have seen increased popularity since the onset of the COVID-19 pandemic. Rentals are often available for those interested in trying out these activities before committing to purchasing equipment.

#### *Life Sports*

A trend identified in the Learning Resources Network's article "*Top Trends in Recreation Programming, Marketing, and Management*" is the prioritization of "life sports." These activities, such as biking, kayaking, tennis, golf, swimming, and jogging/walking, aim to foster lifelong interests in physical fitness and recreation.

#### *Holistic Health*

Parks and recreation agencies are increasingly recognized for their role in promoting holistic lifestyles. Individuals are seeking opportunities to practice mindfulness, embrace authentic living, and disconnect from electronic media. Programs supporting mental health, including those addressing anxiety, perfectionism, and substance abuse among youth and young adults, are in growing demand. The United Nations has urged governments worldwide to prioritize mental health support in response to the mental health implications of the COVID-19 pandemic.

## Trends for Adults Ages 25 – 54

#### *Aerobic Activities*

Swimming for fitness and weight training remain the top choices for most age groups, with running, walking, and biking also experiencing consistent growth. To stay current with trends, it is essential to offer a balanced mix of equipment and classes. The priority investment rating considers both the demand for a particular activity among households and the unmet needs within the community.

#### *Fun Fitness*

"Fun" fitness programs have emerged as a prominent trend. Exercise routines like P90X, Insanity, and CrossFit have demonstrated that extensive equipment is not necessary to achieve fitness goals. As these programs gain popularity, newer versions are being introduced, some of which promise quicker results. Expect to see continued growth in these types of classes at recreation departments and fitness centers.



### *Group Cycling*

Group cycling remains popular, particularly among younger fitness enthusiasts. High-performance group cycling sessions and tailored programs designed for beginners are attracting participants of all levels.

### *Cornhole (or Bags)*

Cornhole is a low-impact, budget-friendly activity suitable for all ages. Young adults are increasingly joining leagues, which can be hosted indoors or outdoors throughout the year. Easy to learn and highly social, cornhole appeals to both recreational and competitive players.

## Trends for Adults Ages 55 and Over

### *Lifelong Learning*

According to a survey by the Pew Research Center, 73% of adults identify as lifelong learners. DIY project classes and programs aimed at personal enrichment are gaining popularity, with consumers increasingly turning to the internet for how-to information. Courses addressing online privacy protection are also in demand.

### *Fitness and Wellness*

Programs like yoga, Pilates, tai chi, balance training, chair exercises, and others remain popular among older adults seeking to maintain their health and well-being.

### *Encore Programming*

Designed for soon-to-be-retired baby boomers, encore programming covers a wide range of topics to help individuals transition into retirement activities. Popular offerings for the 55+ demographic include fitness and wellness classes (including yoga, mindfulness, tai chi, relaxation, and personal training), art courses (such as drawing, painting, and photography), language classes, writing workshops, technology courses, social media tutorials, cooking classes, mahjong, card games, and volunteer opportunities.

### *Specialized Tours*

Participants are increasingly interested in day trips that offer unique local experiences or focus on historical themes. Themes such as cultural food tours, guided night walks, bike tours, explorations of specific artists' work, and ghost walks are particularly sought after.

## NRPA Top Trends

Annually, the NRPA releases an article in *Parks and Recreation Magazine* outlining industry trends and predictions. In the 2023 edition written by Richard Dolesh, former vice president of Strategic Initiatives for NRPA, the focus for 2023 trends included technology, health and wellness, worker satisfaction, and recreation program trends. The following are some key highlights from Dolesh's article:



# APPENDIX 2

## Public Engagement Summary



## Background

The Jurupa Area Park and Recreation District's (JAPRD's) first master plan is based on the input of district residents' needs and desires for an effective park and recreation system. The community engagement process included focus group and stakeholder interviews, an internal staff modified strengths, weaknesses, opportunities, and threats (SWOT) analysis, and an open house event. Other input was received from a needs assessment survey and an interactive website, Social Pinpoint. BerryDunn will provide a summary report of the survey and Social Pinpoint website data under separate cover.

### 1. Purpose

The purpose of this community engagement summary is to provide a staff document to the JARPD, documenting what was learned during the above-mentioned engagement process.

### 2. Community Engagement Input

#### 2.1 Participation in the Community Engagement Process

BerryDunn held engagement interviews on July 12 and 13, 2023, with 103 participants providing valuable input into the master planning process. The firm held the following input opportunities:

- Stakeholder Interviews (8 Participants)
  - District board members
  - Local community and municipal leaders
- Focus Groups Meetings (21 Participants)
  - Recreation and sports users
  - Community members
  - Educators
- Staff Input (7 Participants)
  - Staff
  - Leadership
- Public Forum (Open House) (67 Participants)
  - Community members
  - Park and recreation stakeholders



The tables and figures in this summary represent input provided during the process. They reflect direct responses, and minimal editing was done to respect the community members' intentions and the accuracy of their comments.

### 3. Community Input Received

Input received is listed for each question asked of the participants.

#### 3.1 Stakeholder Interviews

##### 3.1.1 District Vision

**Table 1: District Vision**

| What is your vision for the parks, facilities, trails, and services offered by Jurupa Area Recreation & Park District?     | Total |
|--|-------|
| Generally, 10 – 15 minute walk to developed park, playgrounds, paths, shade, social opportunity, community gathering space | 8     |
| Interconnected larger trail system (multipurpose) (Eastville)  | 3     |
| Continue to grow option for all activities. Protecting current true non-profits  | 3     |
| Capitalize on open fields with multipurpose fields/courts, more creative options   | 3     |
| Green initiatives, LEEDs projects? Equitable programming and facilities  | 2     |
| New equipment  | 2     |
| Senior benefits/programming, community of choice for seniors   | 2     |
| Access of programming for all district residents   | 2     |
| Development of lots  | 1     |
| Maximize use of sustainable materials  | 1     |
| Current parks maintained   | 1     |
| Pedestrian/Bicycle friendly  | 1     |
| City of Norco and the City of Jurupa Valley equestrian groups  | 1     |
| Pickleball   | 1     |
| Pump track   | 1     |



### 3.1.2 District Values

**Table 2: District Values**

| What values should be considered when completing the master plan?   | Total |
|---|-------|
| Equestrian community, central to city and identity to city, safety for equestrian commute                         | 3     |
| All-inclusive park for all abilities  | 3     |
| Post-Covid, get people out and help ensure parks are useable and walkable, and for sports                         | 2     |
| Any new improvements should be multipurpose, connectivity with multipurpose trails, expand, and meet future needs | 2     |
| Captures need for equitable engagement  | 2     |
| Cultural differences  | 1     |
| Introducing new sports, if you build it, they will come   | 1     |
| Legacy mindset vs needs due to changing of the district's demographics, focus on what is good for all             | 1     |
| Goals, build confidence, speaks to community demographics   | 1     |
| Outreach and communication for the Latino community   | 1     |
| Where are we going, forward looking   | 1     |
| Maximize field use  | 1     |
| Build community with events and generate revenue  | 1     |
| Modernize parks, provide adult programs, and obstacle courses   | 1     |
| Senior areas  | 1     |
| Parks – should be active  | 1     |

### 3.1.3 Underserved Areas and Market Segments

**Table 3: Underserved Areas and Market Segments**

| Are there any portions of the district (geographic or market segments) that are underserved? | Total |
|--|-------|
| Rubidoux and Glenn Avon areas do not have many parks   | 3     |
| Need additional sports field space (soccer, little league)                                   | 3     |
| Exception of east side, all other areas  | 1     |
| Asian/Indian community   | 1     |
| Communities or areas without parks   | 1     |
| Latino/equestrian community is underserved "invisible"                                       | 1     |
| Miraloma needs parks   | 1     |



| Are there any portions of the district (geographic or market segments) that are underserved? | Total |
|--|-------|
| District 2 lacking parks   | 1     |

### 3.1.4 Ways to Fund New Parks and Facilities

**Table 4: How New Parks and Facilities Should Be Funded**

| How should new parks and facilities be funded?  | Total |
|---|-------|
| Outside grants  | 2     |
| No grants for other sports. Focus on swimming lessons                                     | 1     |
| Create a foundation with a community board  | 1     |
| Additional tax for parks or yearly fee for park maintenance to build new parks            | 1     |
| Development agreements FILO for new development   | 1     |
| HOA   | 1     |
| Identify state level funding before raising taxes or bonding                              | 1     |
| Bond or increase district fee to \$30   | 1     |
| Liaison with cities to fund district, not fair for resident user fee, city should support | 1     |
| JARPD must maintain positive relationships  | 1     |

### 3.1.5 Top Priority for the Parks, Facilities, Trails, and Services Offered by the District

**Table 5: Top Priorities for Parks, Facilities, Trails, and Services**

| What is your top priority for the parks, facilities, trails, and services offered by the district? | Total |
|--|-------|
| All-inclusive parks for disabilities and seniors   | 3     |
| Increasing use of park spaces  | 3     |
| Build new facilities, facilities expansion, vertical, and fields                                   | 2     |
| Memorial wall, needs higher significance for community, be part of it, repair                      | 1     |
| Improve what we have   | 1     |
| Rehabilitate equestrian arenas or spaces, equestrian sports  | 1     |
| Securing or building land bank   | 1     |
| Get people to use parks and know services  | 1     |
| Sustainable funding  | 1     |
| Local control of park systems  | 1     |



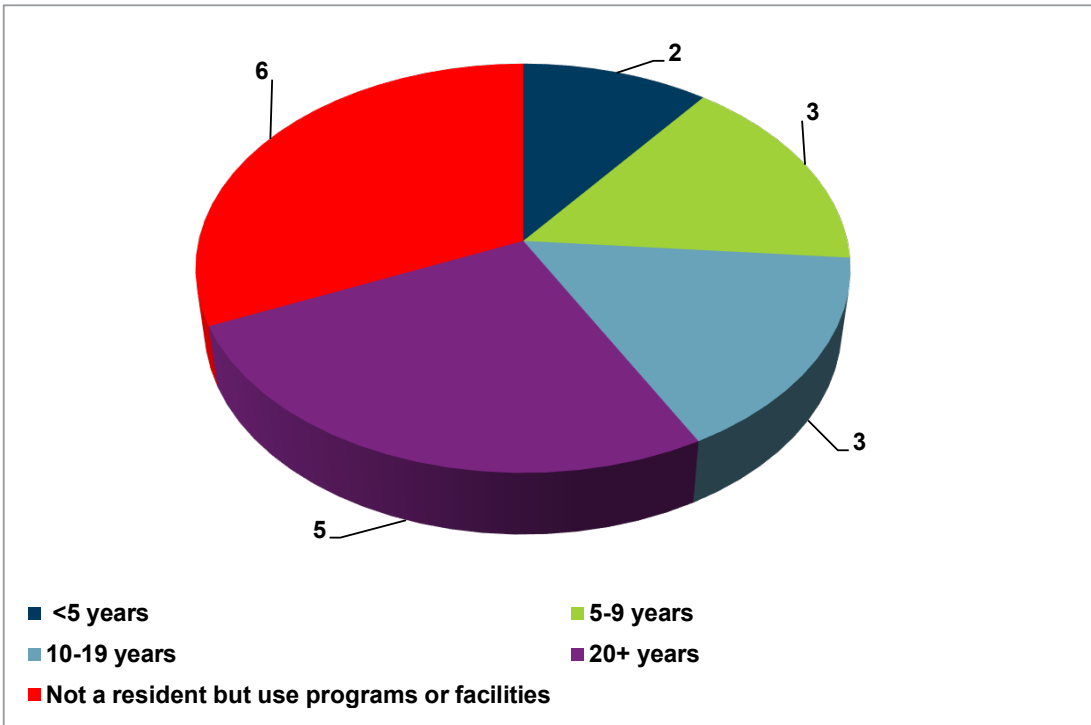
| What is your top priority for the parks, facilities, trails, and services offered by the district? | Total |
|--|-------|
| Opportunity to annex Eastville Parks   | 1     |

### 3.2 Focus Group Meetings

#### 3.2.1 Length of Residency in the JARPD

To help ensure community needs and desires are well represented, focus group respondents were asked to identify their length of residency. Over 40 percent have lived in the district greater than 10 years.

Figure 1: Focus Group Participant Residency in the JARPD



#### 3.2.2 District Strengths Related to Parks, Trails, and Recreation Facilities/Activities

Table 6: Strengths of the District

| What are the strengths of the district related to parks, trails, and recreation facilities/activities that should continue? | Total |
|---|-------|
| The Skyview Event Center  | 3     |
| Park variety/diversity/access   | 3     |



| What are the strengths of the district related to parks, trails, and recreation facilities/activities that should continue? | Total |
|---|-------|
| Market Night/Farmers Market   | 1     |
| Tiny Tots/Summer Programming  | 1     |
| No complaints for the 3 parks in Eastville  | 1     |
| Soccer complex layout and landscaping of parks  | 1     |
| Openness around parks, homes not encroaching  | 1     |
| New parks   | 2     |
| District staff  | 2     |
| Sports Park – responsive to maintenance needs   | 2     |
| Events and activities, inclusive of community and organizations   | 1     |
| Skyview events center   | 1     |
| District and board is working to meet community's need  | 1     |
| Park maintenance  | 1     |
| Social media communication  | 1     |

### 3.2.3 Areas of Potential Improvement

**Table 7: Areas of Potential Improvement**

| What are the areas of improvement that should be addressed during the master planning process? | Total |
|--|-------|
| Communication of programs  | 6     |
| Branding (City received credit for 3rd July fest not JARPD)                                    | 4     |
| Lights restrict field use at night, reducing space for use                                     | 3     |
| Shade  | 3     |
| Fields and snack bar needs to be improved/Memorial Park  | 2     |
| Avalon Park Fields   | 2     |
| Completion of phase 2 for event center, and limited space                                      | 2     |
| Security with vandalism at parks, amenities, and facilities                                    | 2     |
| Billing process  | 2     |
| Memorial Park restroom facilities  | 1     |
| Equitable aquatic access   | 1     |
| Fields needs grading, may be causing injuries  | 1     |
| Equitable access to trails and connectivity  | 1     |



| What are the areas of improvement that should be addressed during the master planning process? | Total |
|--|-------|
| Clarity, Eastvale who runs parks. Community is confused  | 1     |
| Spanish communication  | 1     |
| Building with durable and sustainable materials  | 1     |
| Improve older parks  | 1     |
| Skyview not attracting outside events  | 1     |
| More equestrian trails, arenas, etc.   | 1     |
| More Jurupa Valley use of fields; less out of district use                                     | 1     |
| Natural turf doesn't have time to recover on fields  | 1     |
| Native planting and education  | 1     |
| Arborist on staff to ensure proper care  | 1     |

### 3.2.4 Underserved Areas and Market Segments

**Table 8: Underserved Areas and Market Segments**

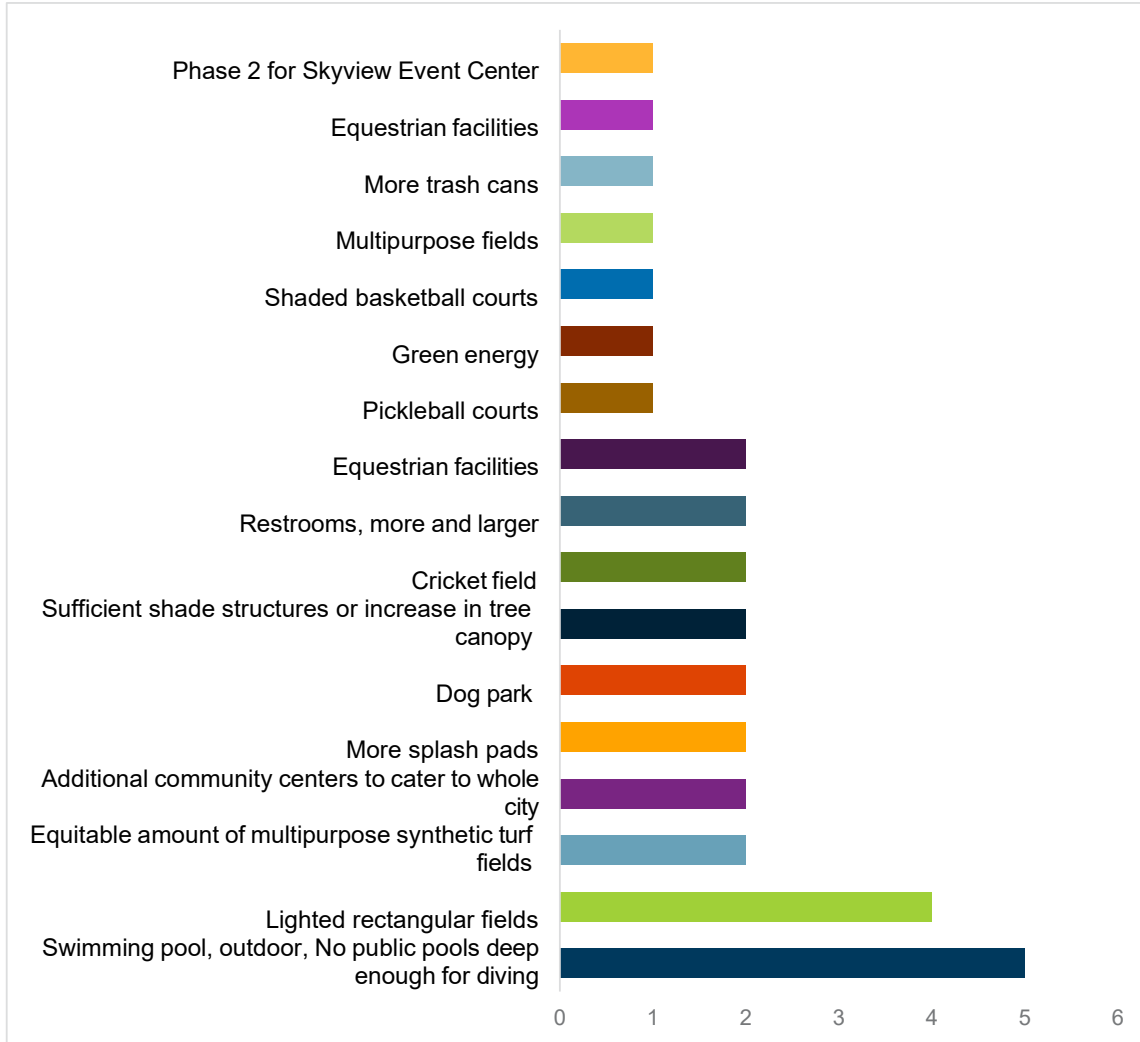
| Are there areas in the district (geographic or market segments) that are underserved? | Total |
|---|-------|
| Rubidoux/Paramount Estates off of Mission Blvd underserved, needs park                | 5     |
| Old Mira Loma needs a park  | 4     |
| Indian Hills needs a park   | 2     |
| Seniors limited access to amenities   | 2     |
| Trott Street area – west of Bank Street   | 1     |
| All of Division 2   | 1     |





### 3.2.5 New Recreational Components or Amenities

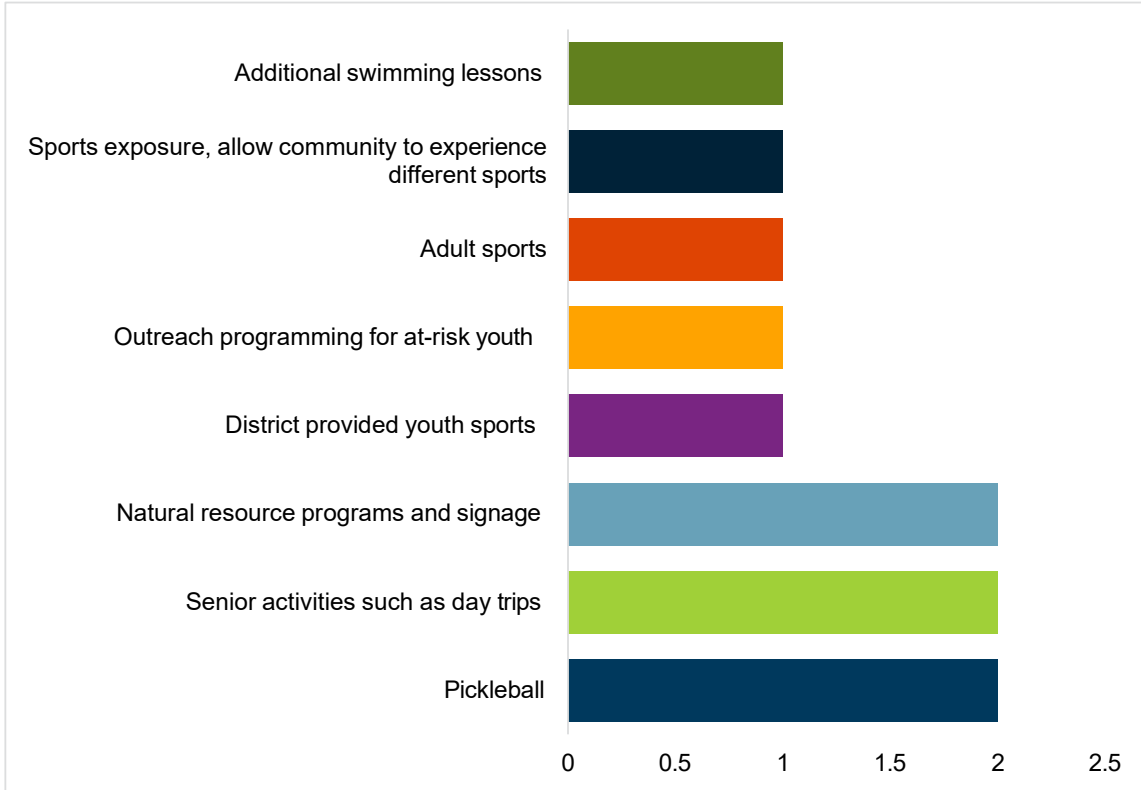
Figure 2: New Recreational Components or Amenities



### 3.2.6 Additional Recreation Activities



Figure 3: Additional Recreation Activities



### 3.2.7 Key Partners and Stakeholders

Table 9: Key Partners and Stakeholders

| Who are the key partners and stakeholders in the community who could assist with implementation of the Master Plan? | Total |
|---|-------|
| Sports associations/local businesses  | 4     |
| Large developers  | 3     |
| Local service organizations   | 3     |
| Reach out committees  | 2     |
| Parent and teachers organizations   | 1     |
| Water district  | 1     |
| Jurupa unified school district  | 1     |
| Riverside county  | 1     |
| Local colleges  | 1     |
| Equestrian community  | 1     |



|                               |   |
|-------------------------------|---|
| Spanish-speaking organization | 1 |
|-------------------------------|---|

### 3.2.8 Top Priority for Improving the Level of Service

**Table 10: Top Priority for Improving the Level of Service**

| What is your top priority for improving the level of service?  | Total |
|--|-------|
| Multipurpose gyms/facilities   | 2     |
| Increase shade through canopy or shade structures  | 2     |
| Communication and outreach   | 2     |
| Raise the tax to provide additional funding  | 2     |
| Community parks as social gathering spaces   | 2     |
| More collaboration with agencies and leverage resources, maybe regional facilities or cost share or grants | 1     |
| Land bank or adding land   | 1     |
| Equitable park distribution  | 1     |
| Security and vandalism prevention  | 1     |
| Upgrade existing parks, to match new park standards  | 1     |
| Ability to pivot within the master plan  | 1     |
| Limit outside use of the parks district  | 1     |
| Additional opportunities for equestrians   | 1     |
| Collect data on use of parks – which parks can be used more  | 1     |

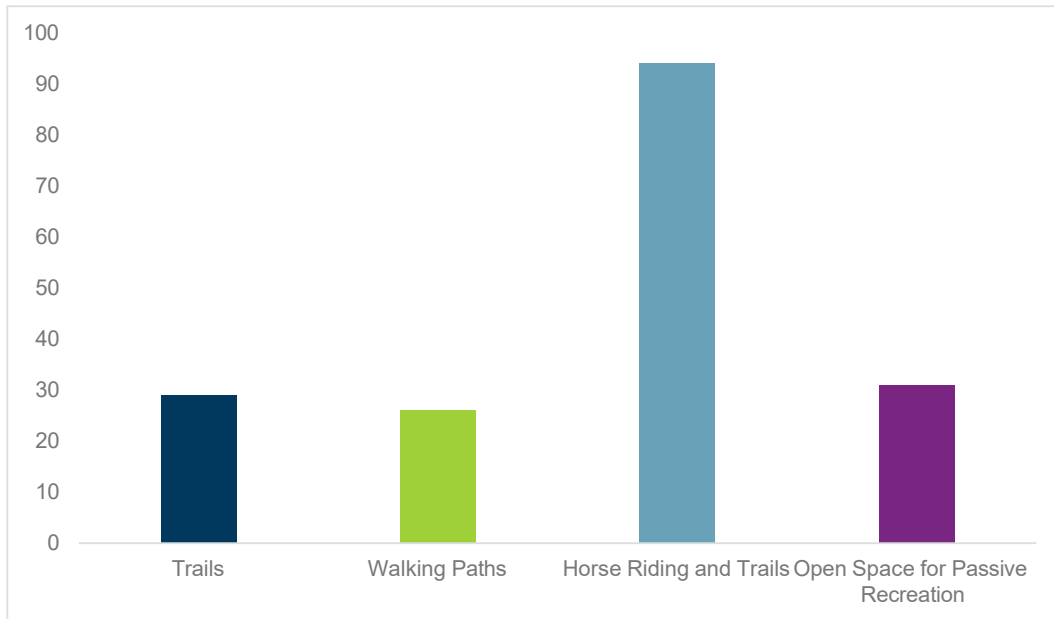


### 3.3 Public Forum (Open House)

Dot boards were used to identify areas with the most interest in the community. Results are noted in the subsections below.

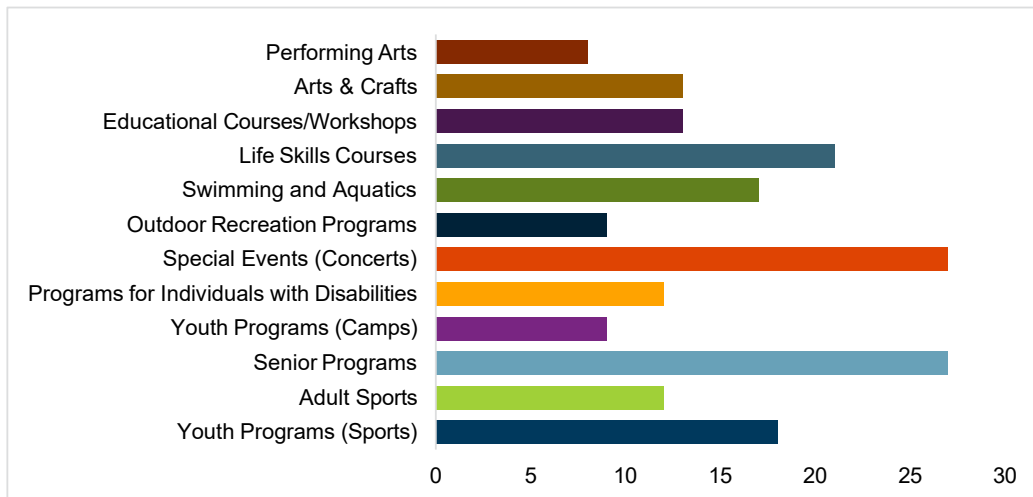
#### 3.3.1 Trails and Natural Resources

Figure 4: Trails and Natural Resources



#### 3.3.2 Recreation Programs and Activities

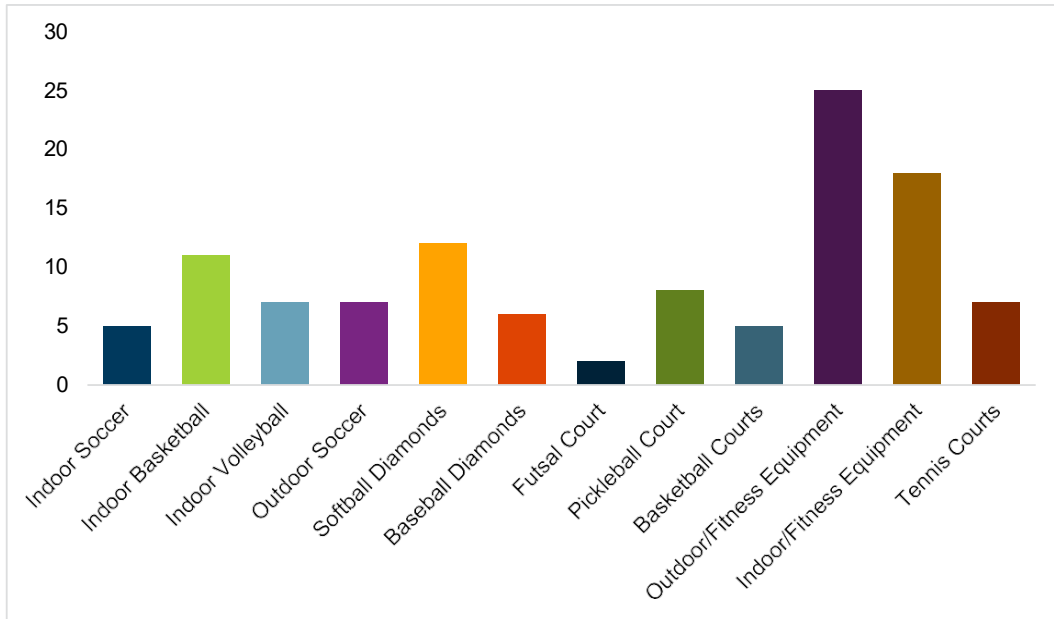
Figure 5: Recreation Programs and Activities





### 3.3.3 Sports and Fitness Spaces

Figure 6: Sports and Fitness Spaces



### 3.3.4 Open-Ended Comments

Table 11: Additional Open-Ended Comments From the Open House

| Comments From the Open House                                      | Total |
|---|-------|
| Horse areas and trails  | 48    |
| Benches and tables, shade   | 15    |
| Trail connectivity  | 11    |
| Senior activities   | 8     |
| Splash pads   | 7     |
| Walking trails  | 5     |
| BBQ areas   | 5     |
| Classes (e.g., roping & knots, basic living, farming agriculture) | 4     |
| Do not neglect Glen Avon  | 3     |
| Plant a lot of trees  | 3     |
| Ziplines  | 3     |
| Dog parks   | 3     |
| Community garden/center   | 3     |



| Comments From the Open House                    | Total |
|---|-------|
| Indoor activities for the summer                | 2     |
| Water park                                      | 2     |
| Exercise equipment                              | 2     |
| Nature-based playground                         | 2     |
| Rc park   | 2     |
| Adult sports leagues                            | 2     |
| Arts & crafts                                   | 1     |
| Small lake water area                           | 1     |
| Pool  | 1     |
| Open space                                      | 1     |
| Steam based area                                | 1     |
| Micro forests                                   | 1     |
| More scholarships for youth & children programs | 1     |
| Bike trails                                     | 1     |
| Chess/Checker tables                            | 1     |
| EV charging stations                            | 1     |
| Regular swings (non-baby swings)                | 1     |



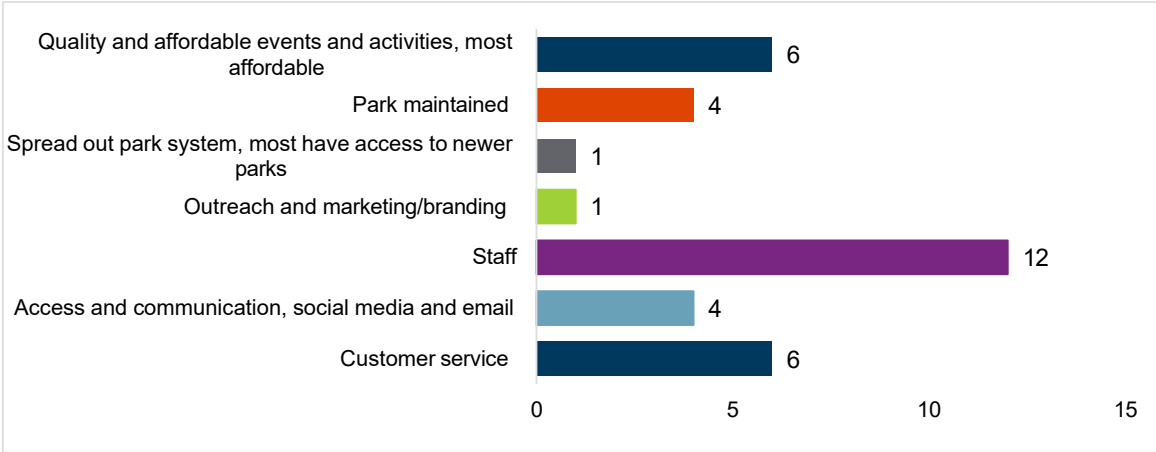


### 3.4 JAPRD Staff Engagement Summary

Staff members participated in a modified SWOT exercise and provided written input to the same questions during that process. Results are noted in the subsections below.

#### 3.4.1 District Strengths Related to Parks, Trails, and Recreation Facilities/Activities

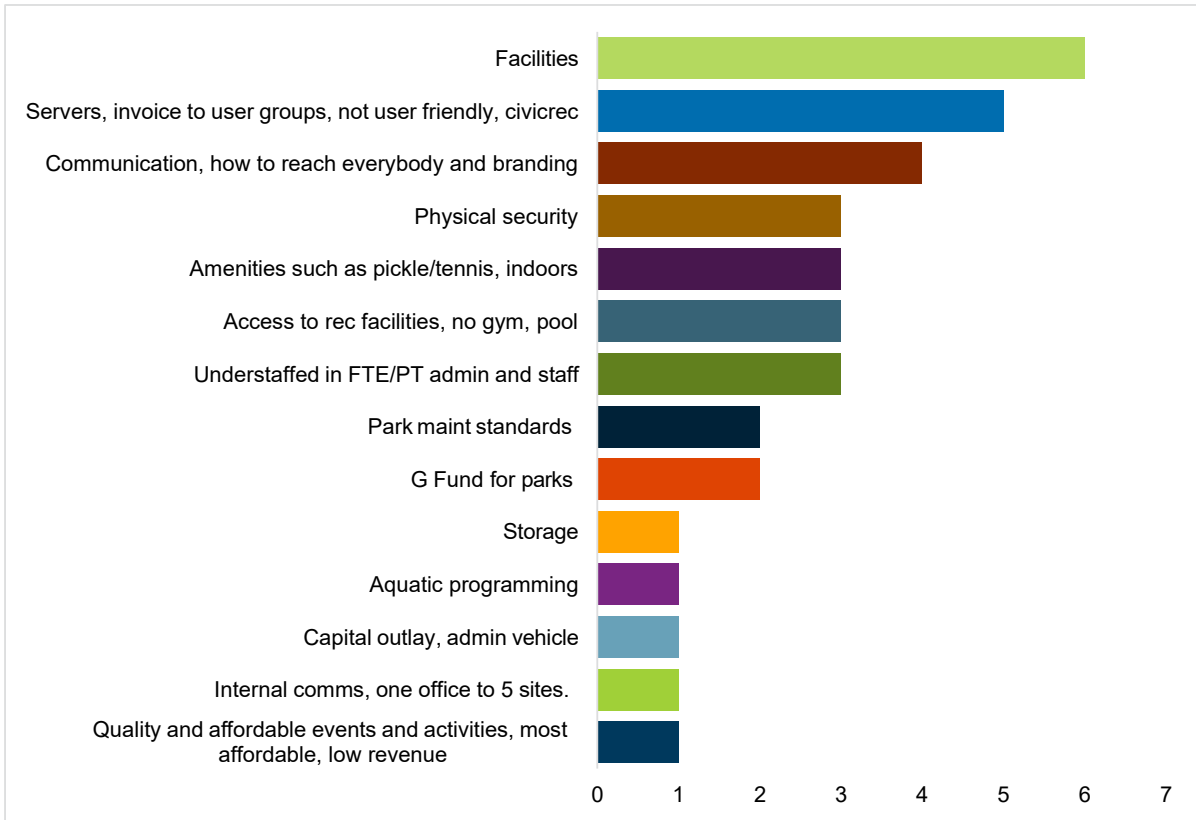
Figure 7: District Strengths





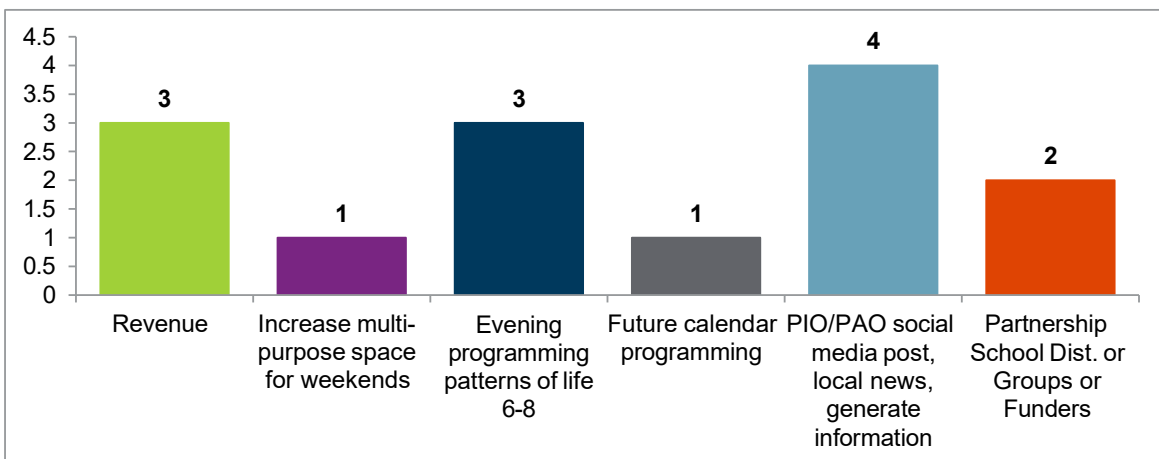
### 3.4.2 Areas of Potential Improvement

Figure 8: Areas of Potential Improvement



### 3.4.3 Opportunities to Increase Levels of Service

Figure 9: Opportunities to Increase Levels of Service

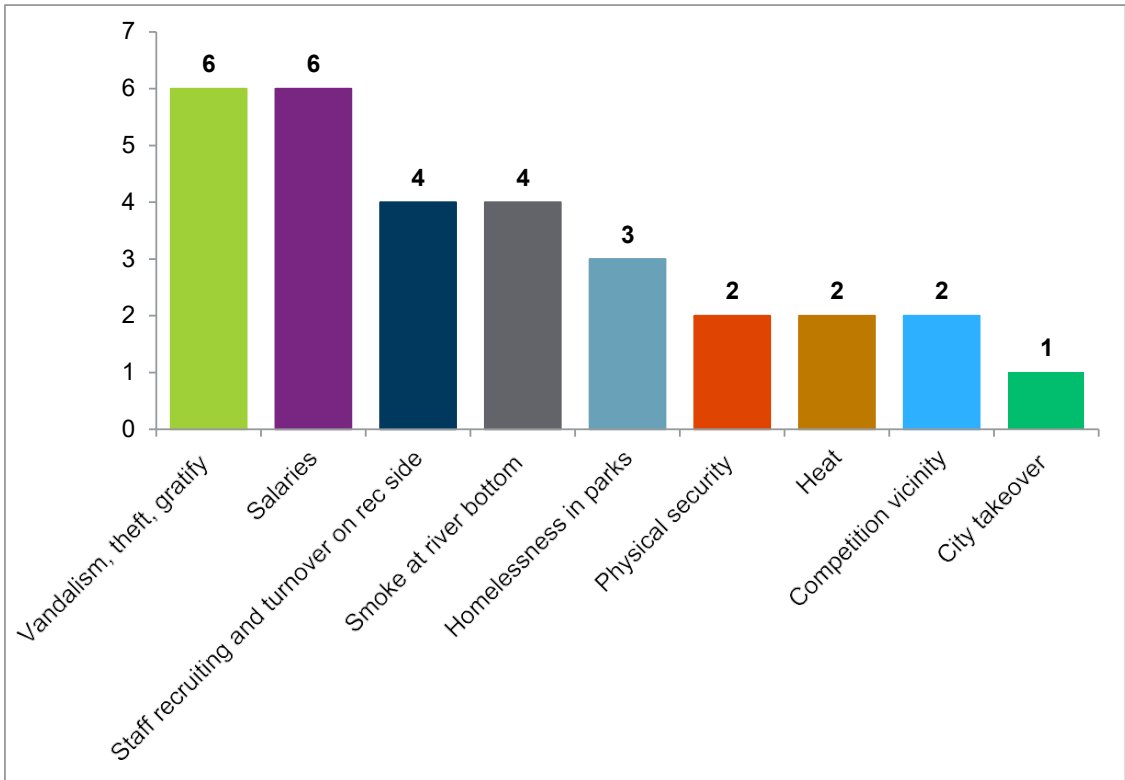






### 3.4.4 Threats That Serve as Barriers to Providing Services

Figure 10: Threats That Serve as Barriers to Providing Services





## 4. Key Findings from the Engagement Process

The following are BerryDunn's key findings from the engagement process:

1. Much new development has occurred recently – new parks and the Skyview Event Center.
2. Community members desire to complete the second half of the Skyview Event Center.
3. Access to facilities, including multipurpose gyms/facilities and an aquatics/swimming facility is desired, particularly an outdoor pool.
4. Safety/Security and vandalism are concerns among district residents.
5. Park amenities including tables, benches, and BBQs are important to district residents; shade is the most important amenity community members desire to add.
6. Communication and outreach, explaining the mission, and branding the district are highly important to district residents.
7. Sustainable funding for the district is of critical concern to district residents. The district fee to community members is quite low—about \$15 per house, per year. It is the same as it has been since the district was formed in 1998.
8. Community parks as social gathering spaces are important.
9. It is important to better understand how much priority for future build-out is needed to support the equestrian community.
10. Sustainable equipment/charging stations are needed (need higher-level stations) for electric vehicles.
11. Marketing and communication on programs may be needed.
12. Underserved areas/groups include:
  - Rubidoux/Paramount Estates off of Mission Boulevard
  - Old Mira Loma
  - Indian Hills
13. Components the community would like to see are:
  - Lighted rectangular fields
  - Equitable amount of multipurpose synthetic turf fields
  - Additional community centers to cater to whole district
  - Additional splash pads
  - Dog park



- Sufficient shade structures or increase in tree canopy
- Restrooms in the parks, more and larger

14. Activities desired are:

- Pickle ball
- Senior activities, such as day trips
- Natural resource programs and signage
- Youth sports provided by the district
- Outreach programming for at-risk youth
- Adult sports
- Sports exposure; allow community to experience different sports
- Additional swimming lessons

15. The district may benefit from a higher service level for administrative task

16. Indoor and outdoor fitness equipment is in demand

17. Trail connectivity Is a high priority

# APPENDIX 3

## Needs Assessment Survey



## WEIGHTING THE DATA

The demographic profile of the survey respondents is compared to known statistics of Jurupa Valley residents using 2020 U.S. Census Data.



Underlying data from the survey is weighted by the age, gender, and ethnicity of Jurupa Valley residents according to the U.S Census Data to ensure appropriate representation.

The weighting process changes the results only slightly, but ultimately makes the results more accurate and representative of the population.



1





## KEY FINDINGS



Two samples were collected in the survey effort, the statistically valid Invite sample and the Open link sample. Together they provide an excellent source of input on topics addressed through the survey. Survey results are presented in formats that compare responses from each sample, along with an overall response. **In general, responses from the Open link survey are similar to the Invite, a positive finding that it indicates a more general consensus across the two samples.**



Average ratings for overall satisfaction with parks, facilities programs, services and maintenance fall between 3.2 and 3.4 on a scale of 1-5 with 5 being “very satisfied” with parks and facilities receiving the highest ratings of satisfaction. Outdoor recreation and outdoor sports fields and courts are the most frequently used facilities, programs or services.



To increase the use of JARPD facilities, respondents feel that increased shade at park locations and better condition/maintenance of parks and facilities are most needed. Improved safety and security and additional amenities also rated highly for encouraging use of JARPD facilities.



3



## KEY FINDINGS



JARPD parks & open spaces and trails & pathways are the most important facilities to both samples. However, trails and pathways rated lower in terms of meeting the needs of the community, as did the athletic courts.



The top future priorities include repairing/updating existing parks, playgrounds, picnic areas, etc., developing new indoor recreation centers, increasing shade structures or tree canopies at parks, and developing new walking/biking trails and connecting existing trails with almost equal support from the Invite sample.



Many feel welcome at the JARPD parks and facilities, with **56% of Invite respondents rating a 4 or 5 with 5 being “very welcome,” while 63% of Open respondents replied the same.**



4



## KEY FINDINGS



Prioritization of **safety and security at parks and facilities** is heavily agreed upon as an **important principle that should guide the new master plan** along with providing community parks.



Respondents are most supportive of the purpose of JARPD parks and recreation facilities and programs to provide green and natural spaces, provide positive activities for youth and to promote the physical health and mental well-being of the general population of JARPD.



There is some support for increasing rates to support expanded parks and recreation in the District with 46% of the Invite sample and 40% of the Open link sample responding that they are somewhat willing to increase fees. The most supported funding option is to increase the current landscape assessment followed by increase user fees.





## LENGTH OF TIME IN JARPD

Respondents are longer-term residents of the District with 38% of the Invite sample having lived in the area for more than 20 years, with an average of 19.7 years. The Open link sample has lived in the area for a slightly shorter length of time, with 24% of the sample having lived in the area for less than one year to five years.

How long have you lived in the District? Please enter number: Enter 0 if less than a year

|                    | Invite | Open | Overall |
|--------------------|--------|------|---------|
| Less than 1 year   | 0%     | 4%   | 2%      |
| 1 - 5 years        | 17%    | 20%  | 18%     |
| 6 - 10 years       | 18%    | 23%  | 20%     |
| 11-20 years        | 26%    | 25%  | 26%     |
| More than 20 years | 38%    | 28%  | 34%     |
| Avg.               | 19.7   | 15.2 | 18.0    |
| n=                 | 288    | 174  | 462     |

Source: RRC



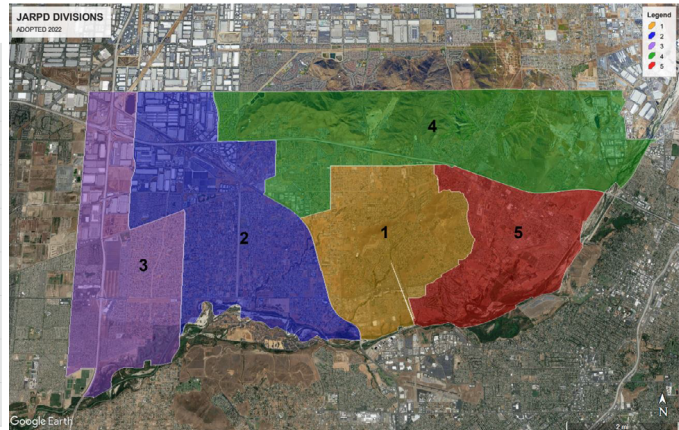


# LOCATION IN JARPD

Responses were collected from residents throughout the District, with a slightly greater share from those living in the City of Jurupa Valley. A small portion (7%) of the Open link sample does not live in the District, but still commutes in for parks facilities and/or programs.

According to the map on the back of the cover letter, which area of the JARPD do you live in? (SELECT ONE)

|  | Invite | Open | Overall |
|--|--------|------|---------|
| District 1   | 14%    | 13%  | 13%     |
| District 2   | 15%    | 9%   | 12%     |
| District 3 - I live in the City of Jurupa Valley                         | 43%    | 42%  | 42%     |
| District 3 - I live in the City of Eastvale                              | 6%     | 7%   | 7%      |
| District 4   | 15%    | 12%  | 13%     |
| District 5   | 8%     | 11%  | 9%      |
| I do not live in the District, but use parks, facilities and/or programs |        | 7%   | 3%      |
| n=   | 296    | 226  | 522     |



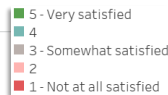
Source: RRC

# SATISFACTION

The strongest level of satisfaction is currently with parks, receiving a 3.4 rating out of 5, with 5 being “very satisfied” for both samples followed by facilities (averages of 3.3 for both samples). The Open link sample is more satisfied with programs and services than the Invite sample. Parks, trails, and open space maintenance rated the lowest in terms of satisfaction.

How satisfied are you or members of your household with each of the following as provided by JARPD?

|   |        | Avg. Rating | n   | Percent Responding: |     |     |       |     |     |
|---|--------|-------------|-----|---------------------|-----|-----|-------|-----|-----|
|   |        |             |     | 1 & 2               | 3   |     | 4 & 5 |     |     |
| Parks (playgrounds, picnic areas, sports courts, open green space, Rancho Jurupa Regional Sports Complex) | Invite | <b>3.4</b>  | 255 | 21%                 | 30% | 30% | 26%   | 24% | 50% |
|   | Open   | <b>3.4</b>  | 192 | 22%                 | 30% | 30% | 24%   | 24% | 48% |
| Facilities (recreation/community centers, sports complexes)   | Invite | <b>3.3</b>  | 227 | 20%                 | 35% | 35% | 24%   | 21% | 45% |
|   | Open   | <b>3.3</b>  | 189 | 20%                 | 38% | 38% | 21%   | 21% | 42% |
| Programs (camps, sports leagues)  | Invite | <b>3.3</b>  | 166 | 24%                 | 27% | 27% | 25%   | 24% | 49% |
|   | Open   | <b>3.5</b>  | 166 | 22%                 | 28% | 28% | 22%   | 28% | 50% |
| Service (registration)  | Invite | <b>3.2</b>  | 164 | 20%                 | 29% | 23% | 24%   | 24% | 48% |
|   | Open   | <b>3.5</b>  | 171 | 16%                 | 36% | 36% | 22%   | 26% | 47% |
| Parks, trails, and open space maintenance   | Invite | <b>3.2</b>  | 246 | 29%                 | 23% | 23% | 29%   | 19% | 48% |
|   | Open   | <b>3.2</b>  | 190 | 18%                 | 33% | 33% | 17%   | 22% | 39% |



Source: RRC



## FREQUENCY OF USE

- Outdoor recreation and outdoor sports fields and courts are highly used by both samples.
- Overall, the Open link sample tends to be more frequent users of JARPD facilities and services.
  - A total of 30% of the Open link sample report participating in youth sports programs at least once a week.
- Majority of respondents have not visited the Eddie Dee Smith Senior Center.

How frequently have you or members of your household used or participated in any of the following facilities, services or programs provided by the Jurupa Area Recreation & Park District?

|   |              |  | At least once a week | A few times a month | At least once a month | A few times a year | Have not visited |
|---|--------------|--|----------------------|---------------------|-----------------------|--------------------|------------------|
| Outdoor sports fields & courts (baseball, soccer, pickleball, etc.) | Invite n=297 |  | 13%                  | 7%                  | 9%                    | 29%                | 43%              |
|   | Open n=186   |  | 35%                  | 11%                 | 10%                   | 20%                | 24%              |
| Outdoor recreation (natural areas, trails, walkways)                | Invite n=299 |  | 16%                  | 15%                 | 12%                   | 29%                | 28%              |
|   | Open n=186   |  | 15%                  | 22%                 | 18%                   | 27%                | 18%              |
| Youth sports programs (soccer, basketball, baseball, etc.)          | Invite n=294 |  | 6%                   | 4%                  | 2%                    | 16%                | 72%              |
|   | Open n=184   |  | 30%                  | 7%                  | 4%                    | 16%                | 43%              |
| Picnic areas at parks   | Invite n=297 |  | 8%                   | 8%                  | 8%                    | 47%                | 29%              |
|   | Open n=184   |  | 17%                  | 11%                 | 18%                   | 32%                | 22%              |
| Playgrounds/splash pad  | Invite n=297 |  | 7%                   | 9%                  | 8%                    | 31%                | 45%              |
|   | Open n=183   |  | 15%                  | 15%                 | 14%                   | 31%                | 25%              |
| Summer and/or after-school youth programs                           | Invite n=293 |  | 6%                   | 2%                  | 2%                    | 11%                | 79%              |
|   | Open n=184   |  | 9%                   | 5%                  | 3%                    | 20%                | 64%              |
| Adult sports programs (basketball, soccer)                          | Invite n=294 |  | 4%                   | 1%                  | 2%                    | 14%                | 79%              |
|   | Open n=185   |  | 12%                  | 3%                  | 2%                    | 10%                | 72%              |
| Equestrian facilities   | Invite n=292 |  | 6%                   | 6%                  | 3%                    | 9%                 | 77%              |
|   | Open n=184   |  | 2%                   | 3%                  | 2%                    | 10%                | 83%              |
| Skyview Events Center   | Invite n=293 |  | 4%                   | 2%                  | 2%                    | 14%                | 78%              |
|   | Open n=186   |  | 3%                   | 2%                  | 3%                    | 27%                | 66%              |
| Special events  | Invite n=295 |  | 2%                   | 4%                  | 4%                    | 40%                | 50%              |
|   | Open n=185   |  | 5%                   | 4%                  | 13%                   | 54%                | 24%              |
| Eddie Dee Smith Senior Center                                       | Invite n=294 |  | 1%                   | 1%                  | 1%                    | 10%                | 87%              |
|   | Open n=186   |  | 3%                   | 2%                  | 1%                    | 11%                | 83%              |

Source: RRC



# ASSISTANCE TO USE P&R FACILITIES

- To increase the use of JARPD facilities, respondents feel that increased shade at park locations and better condition/maintenance of parks and facilities are most needed.
- Improved safety and security and additional amenities also rated highly for encouraging use of JARPD facilities.
- As the Invite sample is comprised of more equestrian users, 37% feel that improved equestrian facilities, trails, and opportunities would increase their use.
- Only 10% of the Invite sample and 3% of the Open link sample request additional resources in Spanish.

What would assist you or members of your household to use JARPD facilities more? (CHECK ALL THAT APPLY)

|   | Invite | Open | Overall |
|---|--------|------|---------|
| Increased shade at park locations                         | 50%    | 51%  | 50%     |
| Better condition/maintenance of parks or facilities       | 44%    | 51%  | 47%     |
| Improved safety and security                              | 41%    | 34%  | 38%     |
| Additional facilities and amenities                       | 40%    | 48%  | 43%     |
| Improved communication about offerings                    | 38%    | 28%  | 34%     |
| Improved equestrian facilities, trails, and opportunities | 37%    | 19%  | 30%     |
| Facilities closer to where I live or work                 | 31%    | 23%  | 28%     |
| Lower pricing/user fees                                   | 21%    | 28%  | 24%     |
| Better signage/wayfinding                                 | 18%    | 12%  | 16%     |
| Expanded hours of operation                               | 18%    | 13%  | 16%     |
| Better accessibility for people with disabilities         | 11%    | 8%   | 10%     |
| Improved customer service/staff knowledge                 | 11%    | 11%  | 11%     |
| Additional resources in Spanish                           | 10%    | 3%   | 8%      |
| Other (specify):  | 23%    | 28%  | 25%     |
| n=  | 276    | 172  | 448     |

Source: RRC



**CURRENT CONDITIONS**

# FACILITIES & SERVICES – IMPORTANCE

Please rate how important the following facilities and services are to your household. Please provide an answer even if you have not used the facility or service.

| Facility/Service   | Invite | Avg.     | n     | Percent Responding: |     |       |     |     |
|--|--------|----------|-------|---------------------|-----|-------|-----|-----|
|  |        |          |       | 1 & 2               | 3   | 4 & 5 |     |     |
| JARPD parks and open spaces  | Invite | Avg. 4.3 | n=283 | 8%                  | 6%  | 25%   | 80% | 86% |
|  | Open   | Avg. 4.6 | n=168 | 14%                 | 10% | 69%   | 89% |     |
| Pathways and trails  | Invite | Avg. 4.3 | n=282 | 8%                  | 9%  | 62%   | 83% |     |
|  | Open   | Avg. 4.2 | n=164 | 5%                  | 22% | 51%   | 73% |     |
| Youth recreation and sports programs                                   | Invite | Avg. 3.7 | n=284 | 24%                 | 12% | 49%   | 64% |     |
|  | Open   | Avg. 4.2 | n=164 | 10%                 | 15% | 62%   | 75% |     |
| Community events (e.g., festivals, outdoor movies)                     | Invite | Avg. 4.0 | n=284 | 13%                 | 15% | 26%   | 47% | 72% |
|  | Open   | Avg. 4.1 | n=167 | 8%                  | 22% | 52%   | 71% |     |
| JARPD Sports Park  | Invite | Avg. 3.6 | n=279 | 23%                 | 21% | 39%   | 57% |     |
|  | Open   | Avg. 4.0 | n=162 | 9%                  | 19% | 50%   | 72% |     |
| Community centers  | Invite | Avg. 3.7 | n=283 | 20%                 | 17% | 23%   | 39% | 63% |
|  | Open   | Avg. 4.0 | n=167 | 7%                  | 30% | 45%   | 63% |     |
| Athletic courts (e.g., basketball, tennis, volleyball)                 | Invite | Avg. 3.7 | n=283 | 20%                 | 20% | 41%   | 61% |     |
|  | Open   | Avg. 3.9 | n=165 | 13%                 | 21% | 47%   | 66% |     |
| After-school and summer camp programs for children                     | Invite | Avg. 3.3 | n=283 | 26%                 | 13% | 35%   | 54% |     |
|  | Open   | Avg. 3.4 | n=166 | 25%                 | 23% | 34%   | 52% |     |
| Splash Pad   | Invite | Avg. 3.3 | n=280 | 24%                 | 13% | 36%   | 54% |     |
|  | Open   | Avg. 3.7 | n=164 | 18%                 | 22% | 40%   | 60% |     |
| Rectangular athletic fields (e.g., soccer, futsal, lacrosse, football) | Invite | Avg. 3.3 | n=280 | 23%                 | 18% | 35%   | 51% |     |
|  | Open   | Avg. 3.6 | n=165 | 22%                 | 24% | 42%   | 55% |     |
| Equestrian facilities, trails, and opportunities                       | Invite | Avg. 3.3 | n=281 | 24%                 | 19% | 38%   | 50% |     |
|  | Open   | Avg. 3.3 | n=165 | 27%                 | 30% | 28%   | 42% |     |
| Diamond athletic fields (e.g., baseball/softball)                      | Invite | Avg. 3.3 | n=277 | 23%                 | 21% | 34%   | 50% |     |
|  | Open   | Avg. 3.4 | n=165 | 26%                 | 25% | 36%   | 48% |     |
| Dog park   | Invite | Avg. 3.3 | n=282 | 29%                 | 24% | 34%   | 47% |     |
|  | Open   | Avg. 3.1 | n=162 | 35%                 | 25% | 27%   | 40% |     |
| Adult recreation and sports programs                                   | Invite | Avg. 3.0 | n=286 | 23%                 | 25% | 23%   | 39% |     |
|  | Open   | Avg. 3.2 | n=167 | 32%                 | 26% | 25%   | 43% |     |
| Other (specify:)   | Invite | Avg. 4.0 | n=86  | 18%                 | 4%  | 63%   | 78% |     |
|  | Open   | Avg. 4.2 | n=33  | 9%                  | 21% | 64%   | 70% |     |

Source: RRC

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- Respondents consider all the listed facilities and services to be of significant importance, with nearly at least half of them assigning a rating of 4 or 5, where 5 denotes "very important" with the exception of adult recreation and sports programs.
- The most highly valued facilities are parks and open spaces and pathways and trails, with the majority of respondents ranking these as 4 or 5 in importance.
- The dog park and adult recreation and sports programs have the lowest average importance ratings. However, these facilities still have a significant portion of respondents rating them 4 or 5 in importance, indicating a segmented but interested group within the community.

# FACILITIES & SERVICES – NEEDS MET

Please rate how you think the following programs and services are currently meeting the needs of the community. Please provide an answer even if you have not used the program or service.

| Facility/Service   | Invite | Avg.     | n     | Percent Responding: |     |       |     |     |
|--|--------|----------|-------|---------------------|-----|-------|-----|-----|
|  |        |          |       | 1 & 2               | 3   | 4 & 5 |     |     |
| JARPD parks and open spaces  | Invite | Avg. 3.6 | n=215 | 17%                 | 30% | 22%   | 31% | 53% |
|  | Open   | Avg. 3.5 | n=141 | 18%                 | 30% | 25%   | 27% | 52% |
| Community centers  | Invite | Avg. 3.4 | n=184 | 23%                 | 27% | 22%   | 28% | 50% |
|  | Open   | Avg. 3.6 | n=120 | 17%                 | 30% | 30%   | 23% | 53% |
| Rectangular athletic fields (e.g., soccer, futsal, lacrosse, football) | Invite | Avg. 3.4 | n=168 | 17%                 | 37% | 28%   | 46% |     |
|  | Open   | Avg. 3.3 | n=125 | 22%                 | 31% | 22%   | 24% | 46% |
| Youth recreation and sports programs                                   | Invite | Avg. 3.4 | n=168 | 22%                 | 26% | 25%   | 28% | 52% |
|  | Open   | Avg. 3.6 | n=132 | 20%                 | 27% | 24%   | 30% | 54% |
| Community events (e.g., festivals, outdoor movies)                     | Invite | Avg. 3.4 | n=192 | 23%                 | 28% | 24%   | 25% | 49% |
|  | Open   | Avg. 3.6 | n=132 | 17%                 | 33% | 25%   | 26% | 51% |
| Diamond athletic fields (e.g., baseball/softball)                      | Invite | Avg. 3.4 | n=170 | 22%                 | 31% | 24%   | 23% | 47% |
|  | Open   | Avg. 3.2 | n=118 | 28%                 | 30% | 25%   | 42% |     |
| JARPD Sports Park  | Invite | Avg. 3.4 | n=172 | 25%                 | 22% | 26%   | 27% | 53% |
|  | Open   | Avg. 3.4 | n=128 | 21%                 | 33% | 23%   | 23% | 46% |
| Equestrian facilities, trails, and opportunities                       | Invite | Avg. 3.3 | n=169 | 23%                 | 29% | 29%   | 19% | 48% |
|  | Open   | Avg. 3.3 | n=110 | 26%                 | 29% | 22%   | 23% | 45% |
| After-school and summer camp programs for children                     | Invite | Avg. 3.3 | n=150 | 25%                 | 33% | 27%   | 21% | 42% |
|  | Open   | Avg. 3.3 | n=100 | 25%                 | 27% | 27%   | 21% | 48% |
| Adult recreation and sports programs                                   | Invite | Avg. 3.1 | n=149 | 18%                 | 32% | 18%   | 36% |     |
|  | Open   | Avg. 3.1 | n=95  | 29%                 | 33% | 22%   | 38% |     |
| Pathways and trails  | Invite | Avg. 3.3 | n=210 | 27%                 | 27% | 25%   | 21% | 46% |
|  | Open   | Avg. 3.2 | n=137 | 18%                 | 31% | 18%   | 21% | 39% |
| Splash Pad   | Invite | Avg. 3.2 | n=174 | 29%                 | 28% | 19%   | 24% | 43% |
|  | Open   | Avg. 3.2 | n=129 | 18%                 | 33% | 20%   | 19% | 40% |
| Dog park   | Invite | Avg. 3.3 | n=184 | 27%                 | 28% | 22%   | 24% | 45% |
|  | Open   | Avg. 3.0 | n=102 | 34%                 | 29% | 21%   | 36% |     |
| Athletic courts (e.g., basketball, tennis, volleyball)                 | Invite | Avg. 3.1 | n=171 | 29%                 | 30% | 24%   | 41% |     |
|  | Open   | Avg. 3.2 | n=116 | 29%                 | 29% | 24%   | 41% |     |
| Other (specify:)   | Invite | Avg. 2.1 | n=41  | 47%                 | 10% | 17%   |     |     |
|  | Open   | Avg. 3.0 | n=32  | 34%                 | 13% | 31%   | 44% |     |

Source: RRC

- Overall, the ratings of how well the listed programs and services are meeting the needs of the community are slightly lower than the ratings of importance.
- Parks and open spaces has the highest satisfaction level, with at least 52% of respondents rating their current needs being met as 4 or 5 followed by community centers.
- Although rated highly in terms of importance, pathways and trails showed lower ratings for meeting the needs of the community.
- One third of Invite respondents rated adult recreation and sports programs as a 1 or 2 out of 5.



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**AVERAGE IMPORTANCE – PERFORMANCE MATRIX**

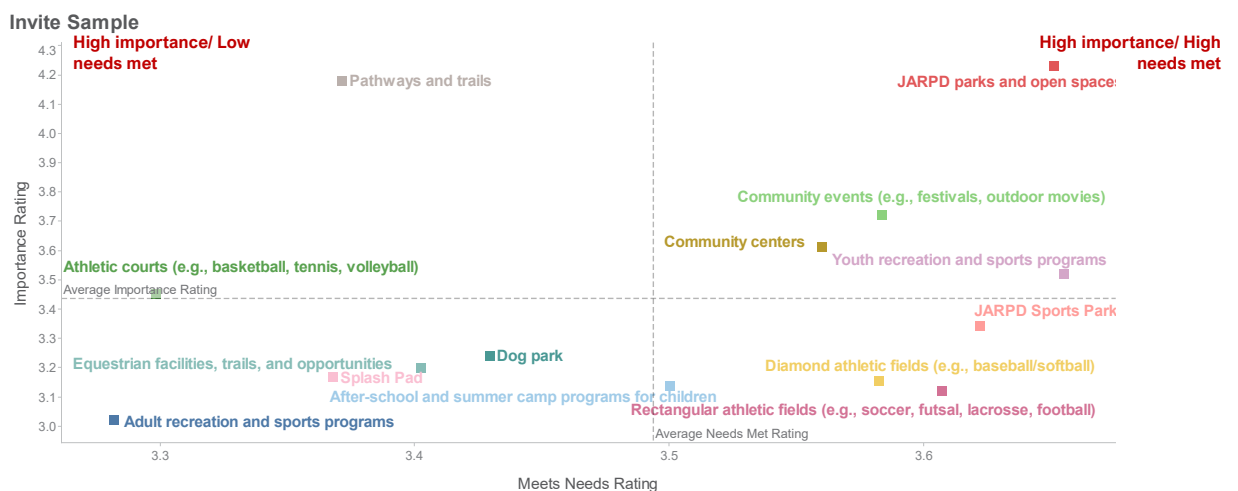
|   |  |
|---|--|
| <p><b>High importance/ Low needs met</b></p> <p>These are key areas for potential improvements. Improving these facilities/programs would likely positively affect the degree to which community needs are met overall.</p> | <p><b>High importance/ High needs met</b></p> <p>These amenities are important to most respondents and should be maintained in the future, but are less of a priority for improvements as needs are currently being adequately met.</p>  |
| <p>These “niche” facilities/programs have a small but passionate following, so measuring participation when planning for future improvements may prove to be valuable.</p> <p><b>Low importance/ Low needs met</b></p>      | <p>Current levels of support appear to be adequate. Future discussions evaluating whether the resources supporting these facilities/programs outweigh the benefits may be constructive.</p> <p><b>Low importance/ High needs met</b></p> |

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**FACILITIES & AMENITIES – IMPORTANCE/NEEDS MET MATRIX**

**INVITE SAMPLE**

Areas that fell into the high importance/low needs met for the Invite sample include pathways and trails and athletic courts, indicating areas of improvement. Whereas JARPD parks and open spaces, community events and center were rated as high importance and high needs met.

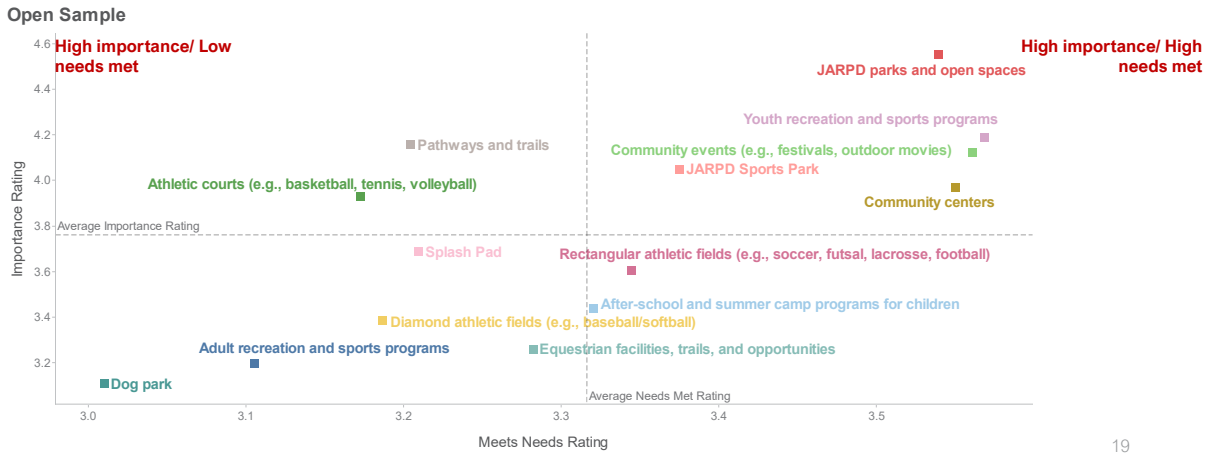


Source: RRC Associates 18

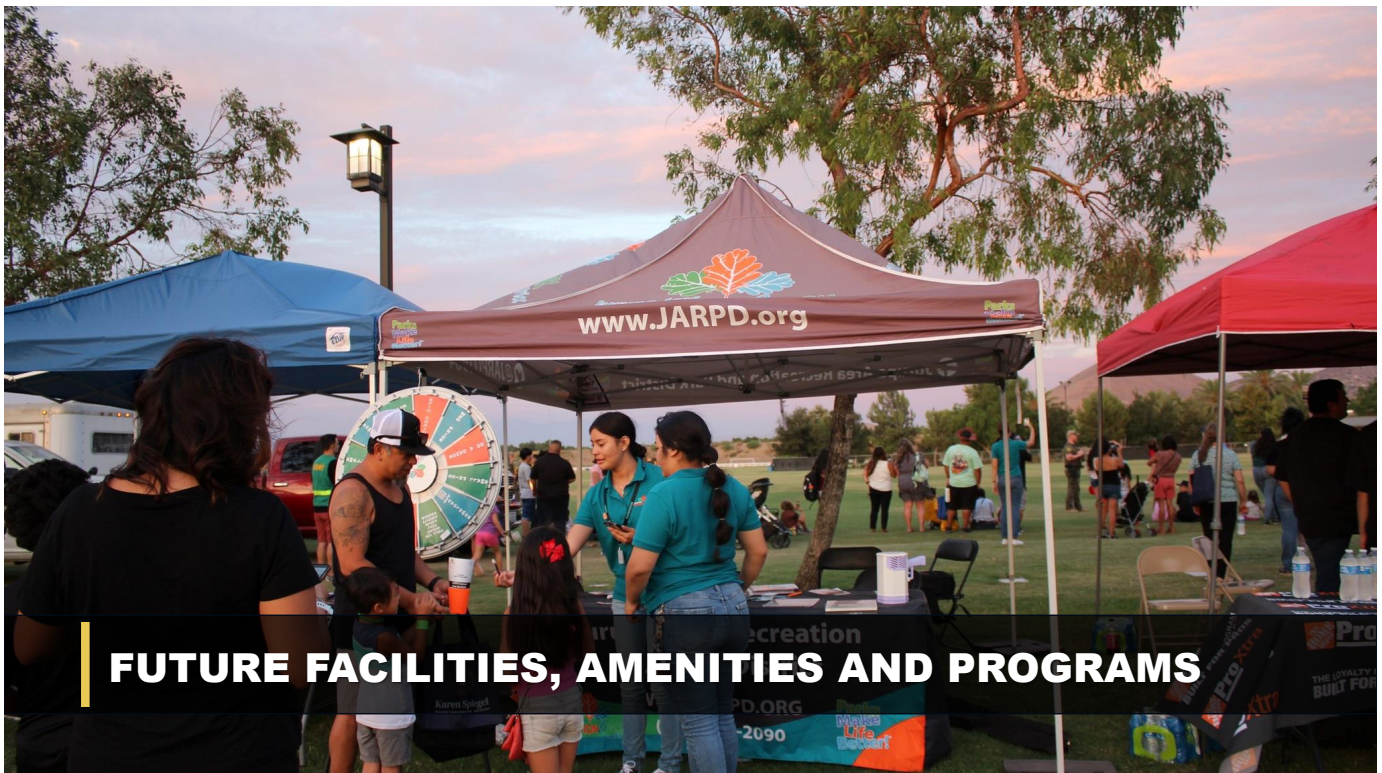
## FACILITIES & AMENITIES – IMPORTANCE/NEEDS MET MATRIX

### OPEN LINK SAMPLE

Like the Invite sample, pathways and trails and athletic courts are rated as highly important, but with a rating for meeting the needs of the community. Parks and open spaces, youth recreation and sports programs, community events and center, and the JARPD Sports Park all rated higher in terms of importance and meeting the needs of the community.



Source: RRC Associates



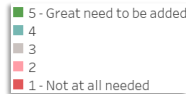
## FUTURE FACILITIES, AMENITIES AND PROGRAMS

# FUTURE NEEDS

What are the greatest needs for facilities, amenities, and programs to be added in JARPD over the next 5 to 10 years?

| Category  | Response Type | Avg. Rating | n   | Percent Responding: |     |     |     |
|---|---------------|-------------|-----|---------------------|-----|-----|-----|
|   |               |             |     | 1 & 2               | 3   | 4   | 5   |
| Fix-up/repair/update existing parks, playgrounds, picnic areas, etc.  | Invite        | 4.1         | 276 | 11%                 | 12% | 52% | 77% |
|   | Open          | 4.5         | 157 | 3%                  | 15% | 68% | 83% |
| Increase shade structures or tree canopies at parks   | Invite        | 4.1         | 278 | 10%                 | 12% | 53% | 78% |
|   | Open          | 4.4         | 157 | 8%                  | 13% | 62% | 83% |
| Develop new walking/biking trails and connect existing trails   | Invite        | 4.1         | 272 | 10%                 | 13% | 30% | 47% |
|   | Open          | 4.3         | 156 | 4%                  | 19% | 56% | 77% |
| Protect land for passive usage, i.e., trails, picnicking, etc.  | Invite        | 4.1         | 279 | 10%                 | 16% | 49% | 75% |
|   | Open          | 4.1         | 154 | 6%                  | 21% | 49% | 73% |
| Upgrade existing youth/adult sports fields, including new lighting  | Invite        | 3.8         | 269 | 14%                 | 23% | 39% | 62% |
|   | Open          | 4.2         | 156 | 6%                  | 22% | 54% | 72% |
| Develop new indoor recreation centers (indoor walking tracks, fitness equipment, gyms, meeting rooms, etc.) | Invite        | 4.0         | 279 | 14%                 | 13% | 46% | 73% |
|   | Open          | 3.8         | 157 | 12%                 | 24% | 39% | 64% |
| Develop new swimming pool   | Invite        | 3.6         | 272 | 24%                 | 14% | 42% | 62% |
|   | Open          | 3.9         | 157 | 12%                 | 23% | 44% | 65% |
| Develop new playgrounds   | Invite        | 3.7         | 271 | 13%                 | 28% | 33% | 59% |
|   | Open          | 4.0         | 157 | 10%                 | 25% | 45% | 65% |
| Develop new splash pads   | Invite        | 3.4         | 269 | 26%                 | 26% | 33% | 48% |
|   | Open          | 3.7         | 157 | 17%                 | 27% | 39% | 56% |
| Develop a new pump track (for bicycles)   | Invite        | 3.4         | 268 | 25%                 | 26% | 26% | 49% |
|   | Open          | 3.5         | 155 | 21%                 | 23% | 32% | 55% |
| Develop new or improve existing equestrian facilities   | Invite        | 3.1         | 275 | 36%                 | 26% | 13% | 38% |
|   | Open          | 2.9         | 154 | 37%                 | 35% | 11% | 28% |
| Develop new outdoor tennis facilities   | Invite        | 3.1         | 269 | 35%                 | 25% | 13% | 41% |
|   | Open          | 3.1         | 156 | 33%                 | 30% | 13% | 37% |
| Develop new outdoor pickleball facilities   | Invite        | 2.9         | 268 | 38%                 | 28% | 13% | 34% |
|   | Open          | 3.0         | 155 | 34%                 | 33% | 13% | 33% |
| Develop new dog parks   | Invite        | 2.8         | 279 | 30%                 | 42% | 22% | 36% |
|   | Open          | 2.7         | 158 | 32%                 | 52% | 16% | 32% |
| Other (specify:)  | Invite        | 4.2         | 65  | 17%                 | 3%  | 73% | 79% |
|   | Open          | 3.7         | 29  | 28%                 | 10% | 55% | 62% |

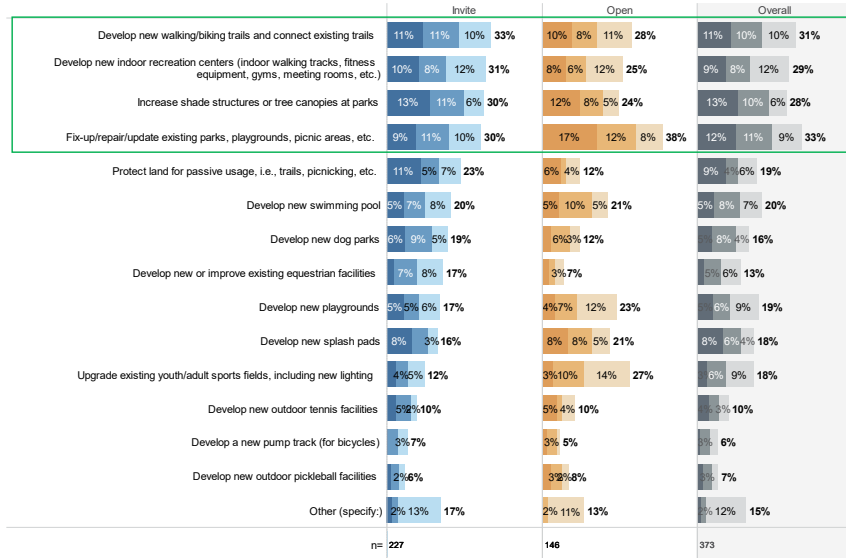
- When looking toward the future, respondents feel the greatest needs for the community include:
  - Fixing/repairing/updating existing parks, playgrounds, picnic areas, etc.
  - Increasing shade structures or tree canopies at parks
  - Developing new walking/biking trails and connecting existing trails.
- Respondents were split, with many who feel it is a great need to be added, and many who feel it is not at all needed for new developments, including:
  - New or improved existing equestrian facilities
  - New outdoor tennis facilities
  - New outdoor pickleball facilities
  - New dog parks



# TOP 3 FUTURE NEEDS

- The top most selected future needs are highlighted in green to the left, showing almost equal support from the Invite sample.
  - The Open link sample is more supportive of improvements to existing parks, playgrounds picnic areas, etc. as well as developing new playgrounds, splash pads, and upgrading existing youth/adult sports fields.
- Developing new outdoor pickleball facilities was rated as the lowest priority for both samples.

From the list in the previous question, please select the top three items that are most important to you



None Sample Source: RRC





# VALUES AND VISION

## WELCOME

Many feel welcome at the JARPD parks and facilities, with 56% of Invite respondents rating a 4 or 5 with 5 being “very welcome,” while 63% of Open respondents replied the same.

How welcome do you feel in JARPD parks and facilities?

|                        | Invite | Open | Overall |
|------------------------|--------|------|---------|
| 1 - Not at all welcome | 8%     | 2%   | 6%      |
| 2                      | 11%    | 4%   | 8%      |
| 3 - Somewhat welcome   | 25%    | 31%  | 27%     |
| 4                      | 25%    | 29%  | 26%     |
| 5 - Very Welcome       | 31%    | 34%  | 32%     |
| Avg.                   | 3.6    | 3.9  | 3.7     |
| n=                     | 269    | 135  | 404     |

Source: RRC

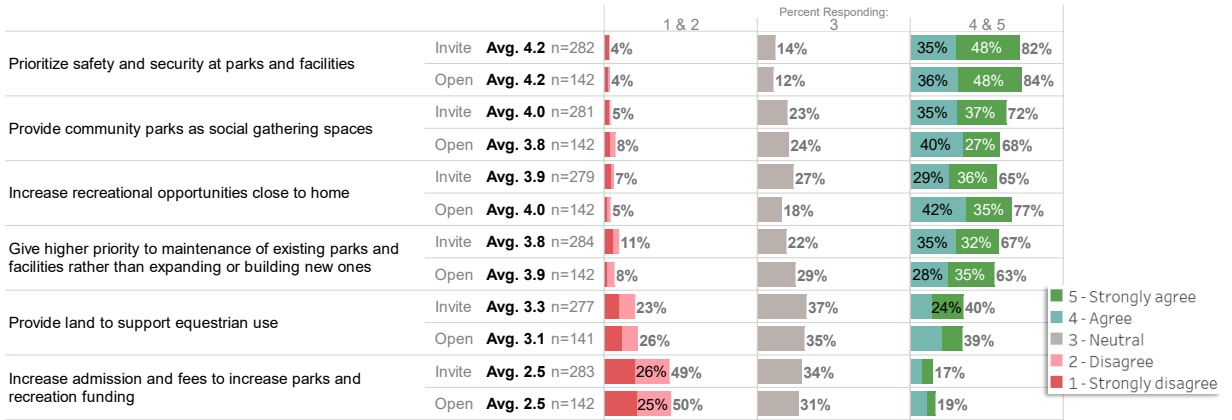




# PRINCIPALS OF NEW MASTER PLAN

Prioritization of safety and security at parks and facilities is heavily agreed upon as an important principle that should guide the new master plan along with providing community parks. Nearly half of both samples disagree or strongly disagree in increasing admission and fees to increase parks and recreation funding.

To what extent do you agree or disagree that each of the following is an important principle that should guide JARPD as it creates a new master plan to address the challenges it faces?

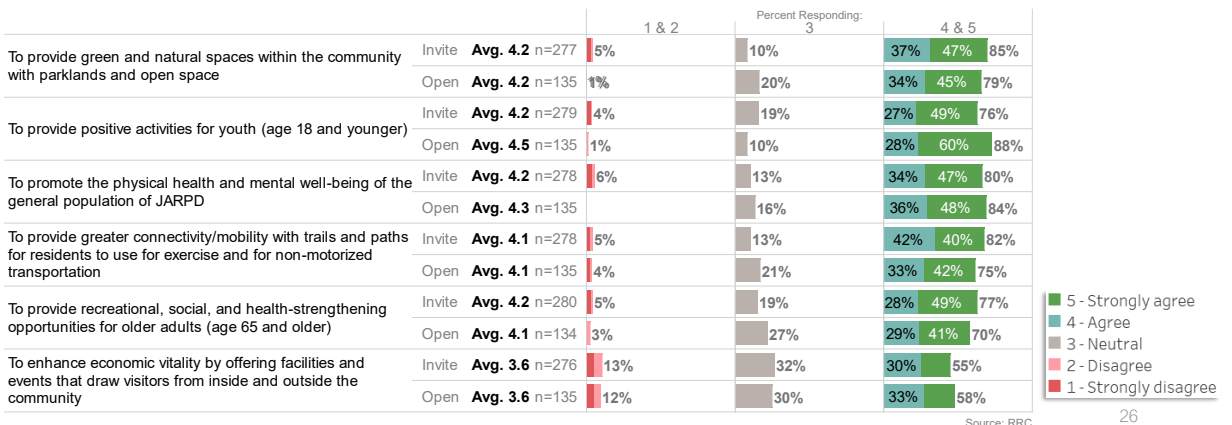


Source: RRC

# PURPOSE OF JARPD

Respondents mainly agree with many of the options listed, including strong advocacy for providing green and natural spaces and positive activities for the youth. There is the least support for the option that JARPD should offer recreation and programs to enhance economic vitality that draws visitors from inside and outside of the community.

Please indicate the extent to which you agree or disagree that the JARPD should offer recreation facilities and programs to its residents and visitors for each of the following purposes:



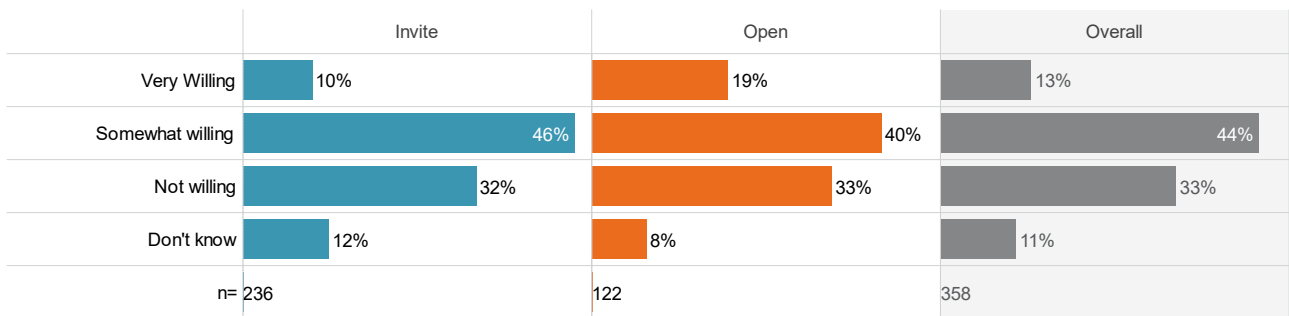
Source: RRC



## FEE INCREASE SUPPORT

There is some support for increasing rates to support expanded parks and recreation in the District with 46% of the Invite sample and 40% of the Open link sample responding that they are somewhat willing to increase fees. Only one out of ten Invite respondents are very willing to increase what they currently pay whereas the Open link sample is more open to fee increases.

How willing would you be to increase what you pay to support expanded parks and recreation in the JARPD?



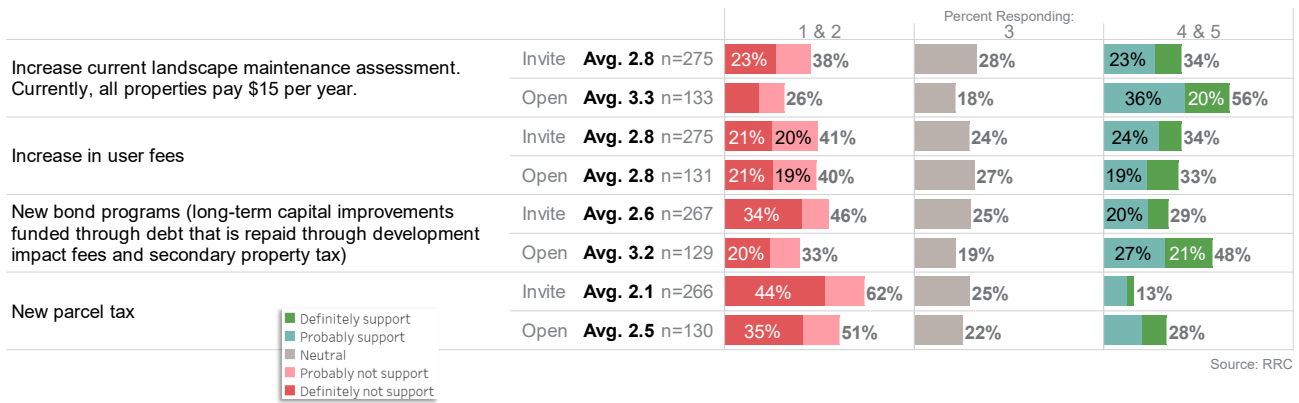
Source: RRC



# TYPES OF FUNDING SUPPORT

In terms of funding sources, respondents are most supportive of an increase in landscape maintenance assessment followed by an increase in user fees. A new parcel tax is the least supported option with 65% of the Invite sample saying they would probably or definitely not support the option.

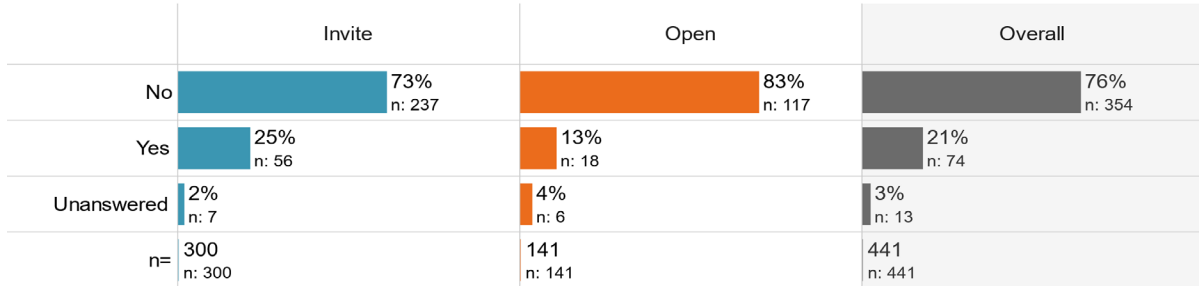
How supportive are you of possible funding sources to support expanded parks and recreation development, maintenance, and operations?



## EQUESTRIAN USE AND FACILITIES

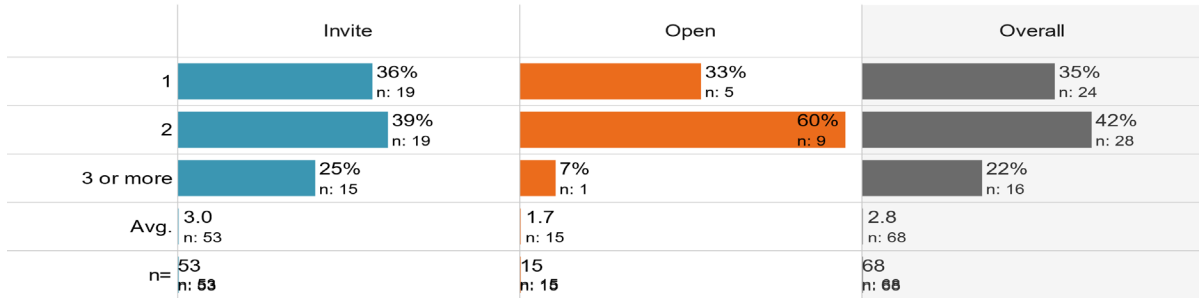
# HORSE OWNERSHIP

Do you or someone in your household own a horse?



Source: RRC

How many horses do you own?

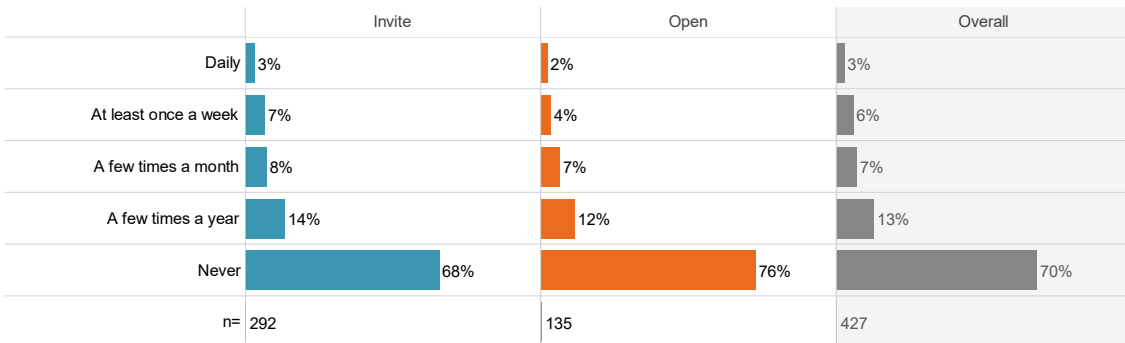


Source: RRC

# EQUESTRIAN AREA USE

One in ten Invite respondents use a JARPD equestrian area daily or at least once a week and is more likely to use equestrian areas than the Open link sample.

How often do you or someone in your household use a JARPD equestrian area?



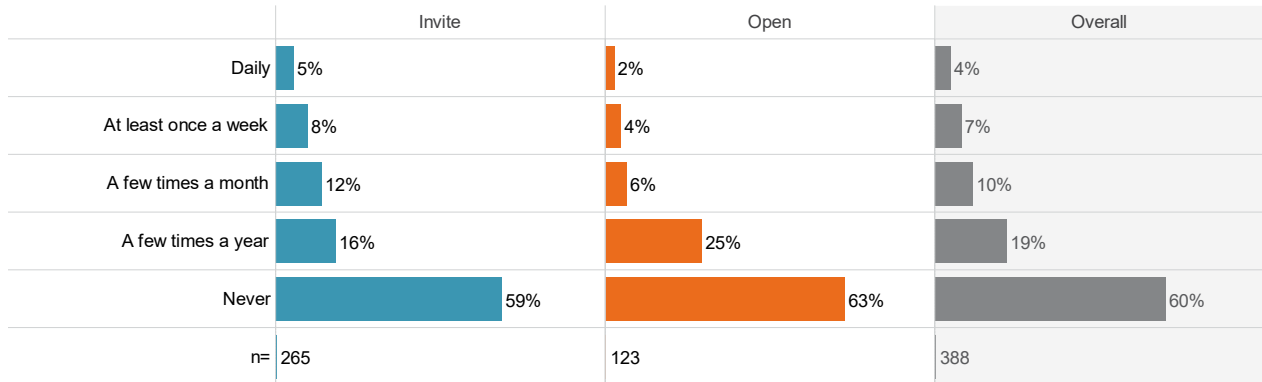
Source: RRC



## USE OF TRAILS PERMITTING HORSES

A slightly greater share of Invite respondents use trails where horses are permitted compared to equestrian areas; 13% use trails where horses are permitted while 10% use equestrian areas daily or at least once a week. Following a similar pattern, the Open link sample is less likely to use trails where horses are permitted compared to the Invite sample.

How often do you use trails where horses are permitted?



Source: RRC

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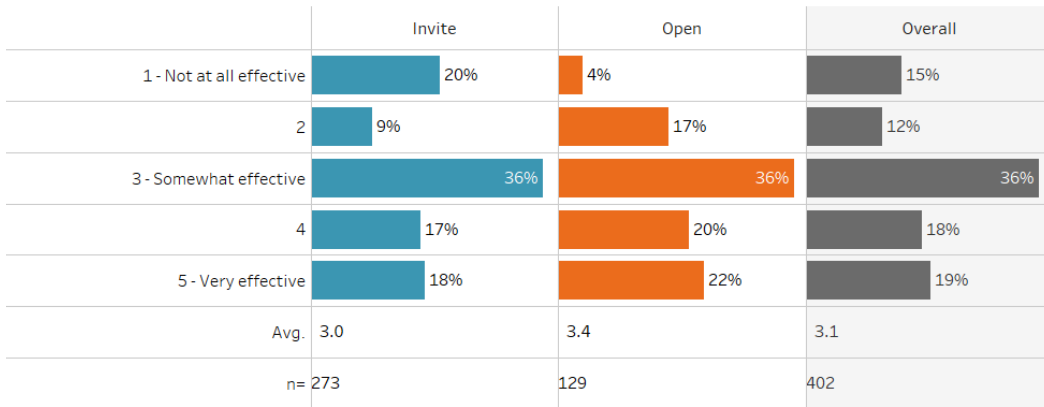


**COMMUNICATION**

## EFFECTIVENESS OF COMMUNICATION

Overall, communication from JARPD is rated as moderately effective with an average rating of 3 out of 5 for the Invite sample and a slightly more positive rating of 3.4 out of 5 for the Open link sample.

How effective is the JARPD at reaching you with information on parks and recreation facilities, programs, and services?



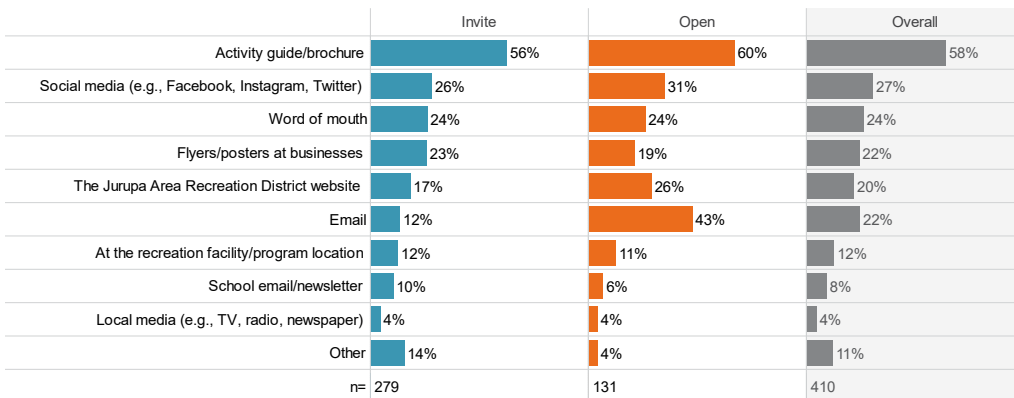
Source: RRC

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## CURRENT COMMUNICATION METHODS

The activity guide/brochure is the most used communication method among both samples. The Open link sample reports receiving a greater variety of communication compared to the Invite sample. A greater share of Open link respondents currently receive communication via email and the JARPD website compared to the Invite sample.

How do you currently receive information on parks and recreation facilities, programs, and services offered by JARPD?



Source: RRC

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# PREFERRED COMMUNICATION

The top two most preferred methods of communication are the activity guide/brochure and email. A greater portion of the Open link sample prefers social media as a means of communication from JARPD.

What is the preferred way for you to receive information on parks and recreation facilities, programs, and services?

|   | Invite | Open | Overall |
|---|--------|------|---------|
| Activity guide/brochure                           | 43%    | 30%  | 39%     |
| Email   | 20%    | 39%  | 26%     |
| Social media (e.g., Facebook, Instagram, Twitter) | 11%    | 19%  | 14%     |
| School email/newsletter                           | 7%     | 2%   | 5%      |
| Flyers/posters at businesses                      | 5%     | 1%   | 4%      |
| The Jurupa Area Recreation District website       | 2%     | 6%   | 4%      |
| Local media (e.g., TV, radio, newspaper)          | 1%     | 1%   | 1%      |
| At the recreation facility/program location       | 1%     |      | 1%      |
| Word of mouth                                     | 1%     | 3%   | 1%      |
| Other   | 10%    |      | 6%      |
| n=  | 237    | 132  | 369     |



Source: RRC

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# ADDITIONAL COMMENTS & SUGGESTIONS

At the end of the survey, respondents were given an opportunity to provide any additional comments or suggestions for JARPD. A total of 147 comments were collected, with key themes highlighted below. A full list of comments can be found in the Appendix.

| Community and Outdoor Activities   | Facility Needs and Maintenance  | Parks and Youth Programs  | Senior Facilities and Support   | Homelessness and Community Feel  |
|--|---|---|---|--|
| <p>"Parks &amp; recreation represent the heart of a community. The more you keep it healthy, the more the community will be healthy. This is just as important as public safety."<br/>"Better/more equestrian trails, adult activities, and improve existing parks/access"</p> | <p>"Acting in a preventative manner would save a lot of money and maintain the natural growth of trees and plants. Trimming trees before branches break, removing dead trees, etc."<br/>"Dog park is poorly maintained. People have gotten seriously hurt from lack of maintenance"</p> | <p>"We need more lighted public soccer fields. Plenty of kids get kicked out of Rancho jurupa complex when they try to just go kick a ball around."<br/>"I strongly believe in health and safety. Having an indoor/outdoor sports program all year long (volleyball, tennis, waterpolo, golf, basketball, etc) is a great way help reduce obesity and kids struggling with depression, or low self esteem."</p> | <p>"More parks for seniors and families. ADA equipment for seniors and individuals with special needs."<br/>"Senior center closer."</p> | <p>"I don't feel safe by myself after dark anywhere, because of the homeless"<br/>"Ensure adequate fire prevention. Ensure homeless population does not overrun facilities."<br/>"please stop the homeless encampments. please have clean and safe restrooms."</p> |



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# DEMOGRAPHICS

## GENDER & AGE

The Invite sample was weighted by gender and age using US Census data to better represent JARPD.

Please indicate the gender with which you identify:

|                          | Invite | Open | Overall |
|--------------------------|--------|------|---------|
| Male                     | 47%    | 30%  | 42%     |
| Female                   | 47%    | 67%  | 54%     |
| I prefer to identify as: | 1%     | 1%   | 1%      |
| Prefer not to answer     | 5%     | 2%   | 4%      |
| n=                       | 287    | 135  | 422     |

What is your age?

|            | Invite | Open | Overall |
|------------|--------|------|---------|
| 18 - 24    | 1%     | 2%   | 1%      |
| 25 - 34    | 31%    | 16%  | 26%     |
| 35 - 44    | 15%    | 36%  | 22%     |
| 45 - 54    | 16%    | 25%  | 19%     |
| 55 - 64    | 17%    | 10%  | 15%     |
| 65 - 74    | 11%    | 11%  | 11%     |
| 75 or over | 9%     |      | 6%      |
| n=         | 285    | 134  | 419     |

Source: RRC

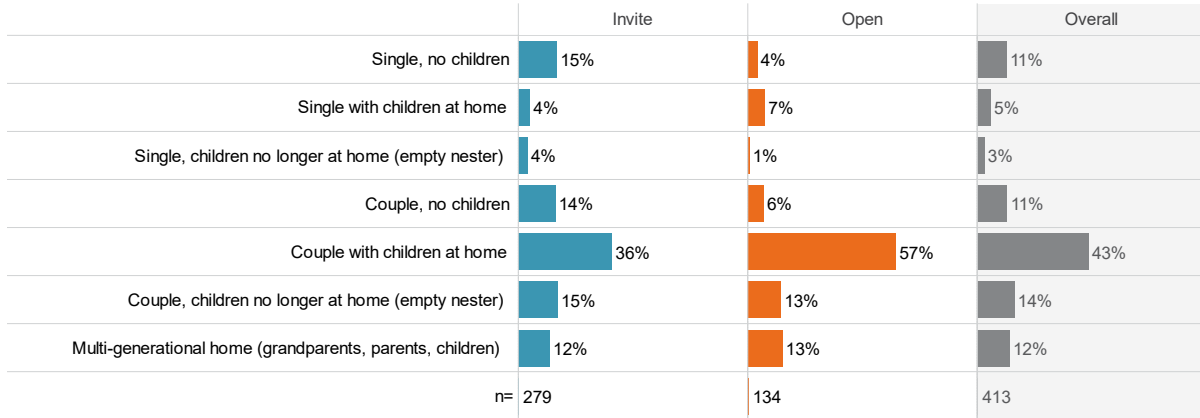




# HOUSEHOLD MAKEUP

Less than half of Invite respondents do not have children at home (48%), while 77% of the Open link sample currently live with children.

Which of these categories best applies to your household?



Source: RRC

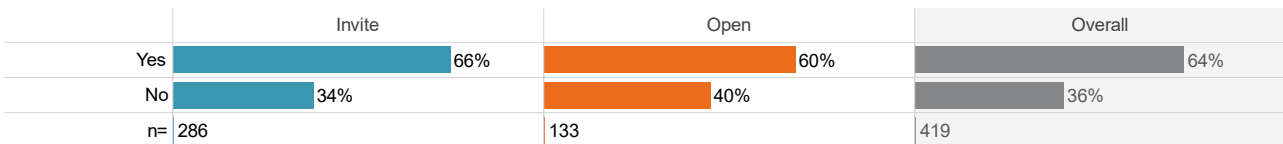


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# DOG OWNERSHIP & RESIDENCE OWNERSHIP

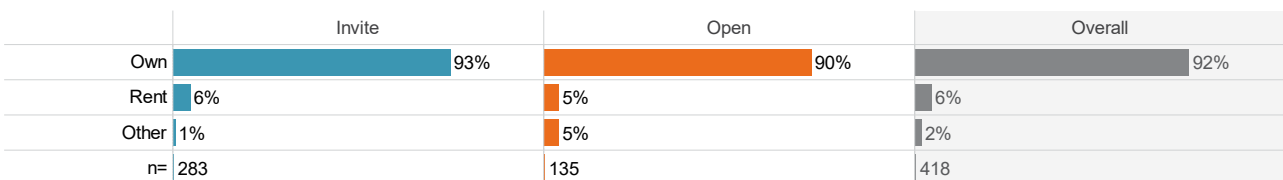
Two-thirds of Invite respondents own a dog, and the majority (93%) also own their homes. The Open link sample is less likely to own their home or a dog.

Do you or a member of your household own a dog?



Source: RRC

Do you rent or own your residence in the JARPD?



Source: RRC

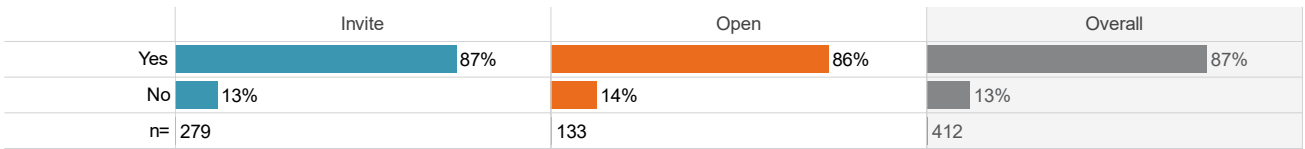


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## VOTER REGISTRATION STATUS & ADA NEEDS

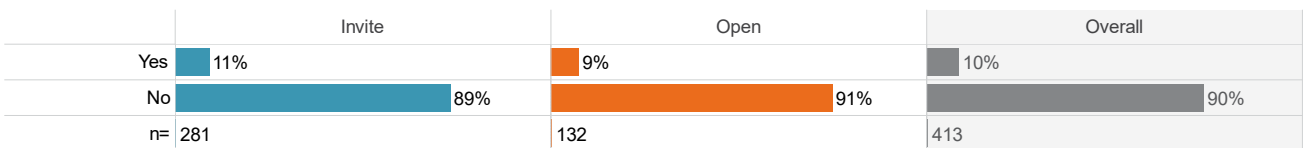
A majority of Invite respondents (87%) are registered voters. A greater share of Invite respondents do have a need for ADA-accessible facilities and services (11% and 9% respectively).

Are you a registered voter in the JARPD?



Source: RRC

Does your household have a need for ADA-accessible (Americans with Disabilities) facilities and services?



Source: RRC

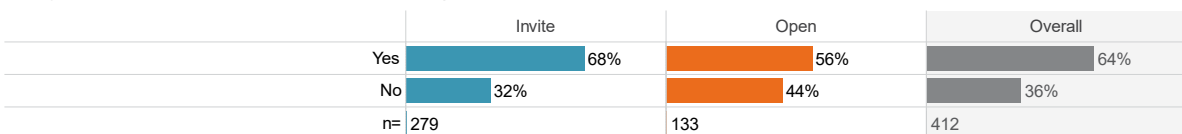


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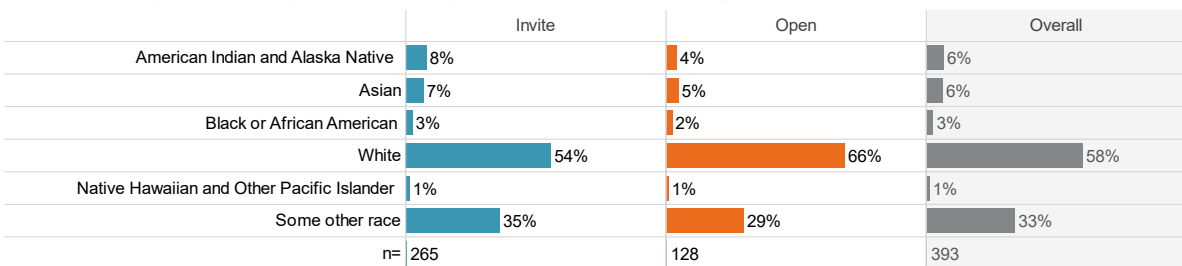
## ETHNICITY & RACE

The Invite sample was weighted by ethnicity to better represent the District. A large portion of both samples consider themselves another race than the ones identified.

Are you of Spanish, Hispanic, or Latino origin?



What race do you consider yourself to be? (CHECK ALL THAT APPLY)



Source: RRC



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# INCOME

Among Invite respondents, 46% earn an annual income below \$100,000 compared to 36% of Open link respondents.

Which of these categories best describes the total gross annual income of your household (before taxes)?

|                   | Invite | Open | Overall |
|-------------------|--------|------|---------|
| Under \$25,000    | 8%     | 1%   | 5%      |
| \$25,000-49,000   | 16%    | 6%   | 13%     |
| \$50,000-74,999   | 12%    | 11%  | 12%     |
| \$75,000-99,999   | 10%    | 18%  | 12%     |
| \$100,000-149,999 | 28%    | 30%  | 29%     |
| \$150,000-199,999 | 16%    | 16%  | 16%     |
| \$200,000-249,999 | 6%     | 11%  | 8%      |
| \$250,000 or more | 4%     | 7%   | 5%      |
| n=                | 256    | 125  | 381     |

Source: RRC



# THANK YOU!



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[www.rrcassociates.com](http://www.rrcassociates.com)

# JURUPA AREA RECREATION & PARK DISTRICT (JARPD) COMMUNITY NEEDS ASSESSMENT

FINAL REPORT  
DECEMBER 2023



## TABLE OF CONTENTS



- Introduction
- Methodology
- Key Findings
- Living in JARPD
- Current Usage
- Current Conditions
- Future Facilities, Amenities and Programs
- Values and Vision
- Financial Choices/Fees
- Equestrian Use and Facilities
- Communication
- Demographics



# INTRODUCTION

- The purpose of this study was to gather community feedback on JARPD parks, recreation facilities, amenities, future planning, communication, and more.
- This survey research effort and subsequent analysis were designed to assist JARPD in developing a plan to reflect the community's needs and desires.



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# RESEARCH METHODS

1

## Statistically Valid (Invitation Survey)

Surveys were mailed to a systematic random sample of residential addresses in Jurupa Area Recreation and Park District, with the option to complete online through password protected website (1 response per household). The survey was also available in Spanish online.



296

Invitation surveys completed  
+/- 5.7% Margin of Error

2

## Open Link Survey

Later, the online survey was made available to all JARPD stakeholders.



226

Open Link surveys completed



5,000 Surveys Mailed



4



## WEIGHTING THE DATA

The demographic profile of the survey respondents is compared to known statistics of Jurupa Valley residents using 2020 U.S. Census Data.



Underlying data from the survey is weighted by the age, gender, and ethnicity of Jurupa Valley residents according to the U.S Census Data to ensure appropriate representation.

The weighting process changes the results only slightly, but ultimately makes the results more accurate and representative of the population.



## KEY FINDINGS



## KEY FINDINGS



Two samples were collected in the survey effort, the statistically valid Invite sample and the Open link sample. Together they provide an excellent source of input on topics addressed through the survey. Survey results are presented in formats that compare responses from each sample, along with an overall response. **In general, responses from the Open link survey are similar to the Invite, a positive finding that it indicates a more general consensus across the two samples.**



Average ratings for overall satisfaction with parks, facilities programs, services and maintenance fall between 3.2 and 3.4 on a scale of 1-5 with 5 being “very satisfied” with parks and facilities receiving the highest ratings of satisfaction. Outdoor recreation and outdoor sports fields and courts are the most frequently used facilities, programs or services.



To increase the use of JARPD facilities, respondents feel that increased shade at park locations and better condition/maintenance of parks and facilities are most needed. Improved safety and security and additional amenities also rated highly for encouraging use of JARPD facilities.



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## KEY FINDINGS



JARPD parks & open spaces and trails & pathways are the most important facilities to both samples. However, trails and pathways rated lower in terms of meeting the needs of the community, as did the athletic courts.



The top future priorities include repairing/updating existing parks, playgrounds, picnic areas, etc., developing new indoor recreation centers, increasing shade structures or tree canopies at parks, and developing new walking/biking trails and connecting existing trails with almost equal support from the Invite sample.



Many feel welcome at the JARPD parks and facilities, with 56% of Invite respondents rating a 4 or 5 with 5 being “very welcome,” while 63% of Open respondents replied the same.



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## KEY FINDINGS



Prioritization of **safety and security at parks and facilities is heavily agreed upon as an important principle that should guide the new master plan** along with providing community parks.



Respondents are most supportive of the purpose of JARPD parks and recreation facilities and programs to provide green and natural spaces, provide positive activities for youth and to promote the physical health and mental well-being of the general population of JARPD.



There is some support for increasing rates to support expanded parks and recreation in the District with 46% of the Invite sample and 40% of the Open link sample responding that they are somewhat willing to increase fees. The most supported funding option is to increase the current landscape assessment followed by increase user fees.



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## KEY FINDINGS



**A total of 21% of the Invite sample owns a horse**, and of those who do, **64% own one or two horses**. Trails permitting horses have higher use than equestrian areas with 13% of the Invite sample responding they use trails where horses are permitted daily or at least once a week compared to 10% who use the equestrian facility with the same frequency.



Overall, communication from JARPD is rated as moderately effective with an average rating of 3 out of 5, with 5 being “very effective” for the Invite sample and a slightly more positive rating of 3.4 out of 5 for the Open link sample. The top two most preferred methods of communication are the activity guide/brochure and email.



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## LENGTH OF TIME IN JARPD

Respondents are longer-term residents of the District with 38% of the Invite sample having lived in the area for more than 20 years, with an average of 19.7 years. The Open link sample has lived in the area for a slightly shorter length of time, with 24% of the sample having lived in the area for less than one year to five years.

How long have you lived in the District? Please enter number: Enter 0 if less than a year

|                    | Invite | Open | Overall |
|--------------------|--------|------|---------|
| Less than 1 year   | 0%     | 4%   | 2%      |
| 1 - 5 years        | 17%    | 20%  | 18%     |
| 6 - 10 years       | 18%    | 23%  | 20%     |
| 11-20 years        | 26%    | 25%  | 26%     |
| More than 20 years | 38%    | 28%  | 34%     |
| Avg.               | 19.7   | 15.2 | 18.0    |
| n=                 | 288    | 174  | 462     |

Source: RRC

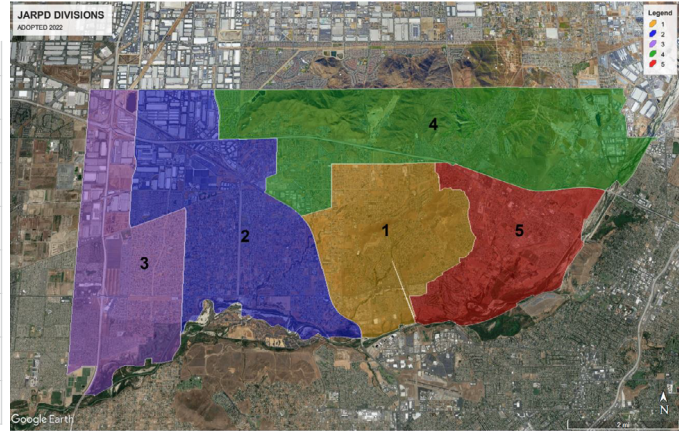


# LOCATION IN JARPD

Responses were collected from residents throughout the District, with a slightly greater share from those living in the City of Jurupa Valley. A small portion (7%) of the Open link sample does not live in the District, but still commutes in for parks facilities and/or programs.

According to the map on the back of the cover letter, which area of the JARPD do you live in? (SELECT ONE)

|  | Invite | Open | Overall |
|--|--------|------|---------|
| District 1   | 14%    | 13%  | 13%     |
| District 2   | 15%    | 9%   | 12%     |
| District 3 - I live in the City of Jurupa Valley                         | 43%    | 42%  | 42%     |
| District 3 - I live in the City of Eastvale                              | 6%     | 7%   | 7%      |
| District 4   | 15%    | 12%  | 13%     |
| District 5   | 8%     | 11%  | 9%      |
| I do not live in the District, but use parks, facilities and/or programs |        | 7%   | 3%      |
| n=   | 296    | 226  | 522     |

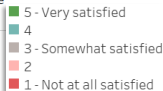
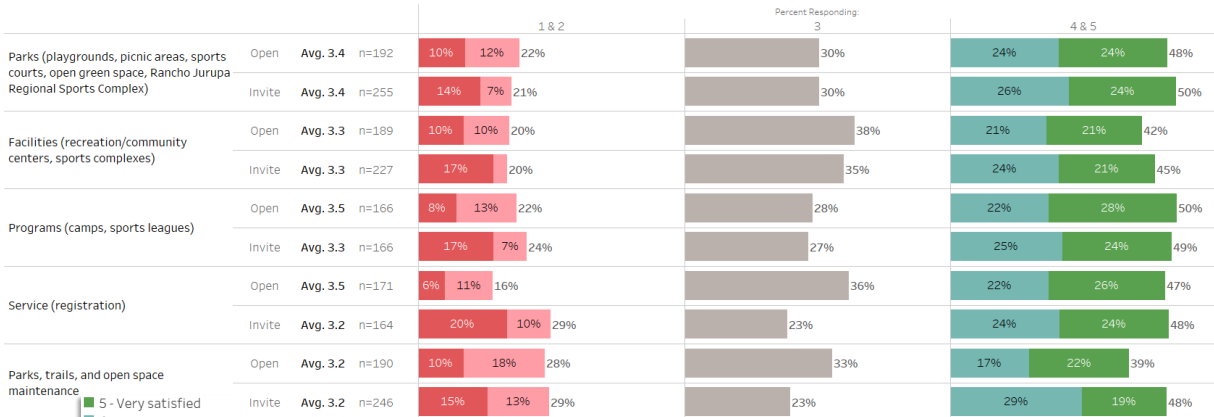


Source: RRC

# SATISFACTION

The strongest level of satisfaction is currently with parks, receiving a 3.4 rating out of 5, with 5 being “very satisfied” for both samples followed by facilities (averages of 3.3 for both samples). The Open link sample is more satisfied with programs and services than the Invite sample. Parks, trails, and open space maintenance rated the lowest in terms of satisfaction.

How satisfied are you or members of your household with each of the following as provided by JARPD? by Hispanic Origin



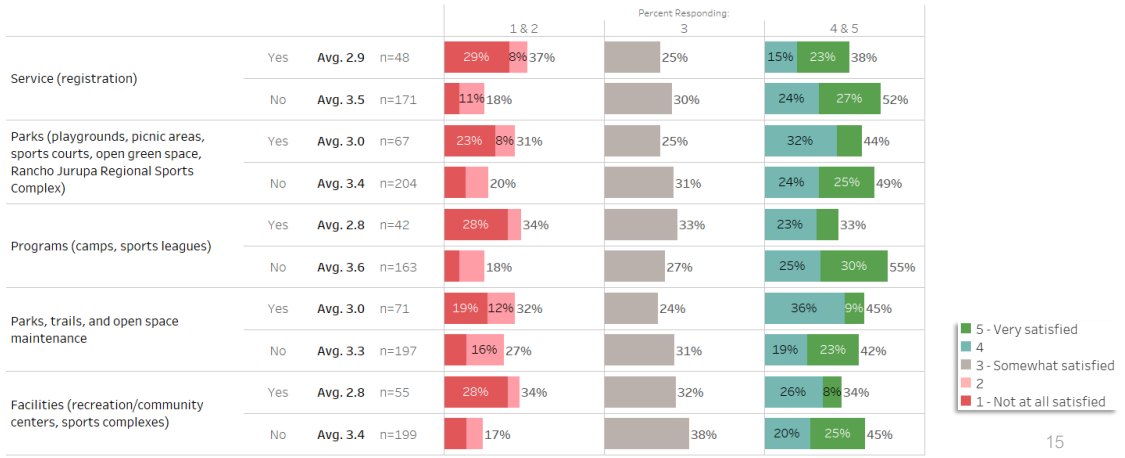
Source: RRC

# SATISFACTION

## BY HORSE OWNERSHIP

Overall, respondents who own horses are less satisfied than respondents who do not. The biggest differences in satisfaction for these two groups are with programs.

How satisfied are you or members of your household with each of the following as provided by JARPD? by Horse Ownership

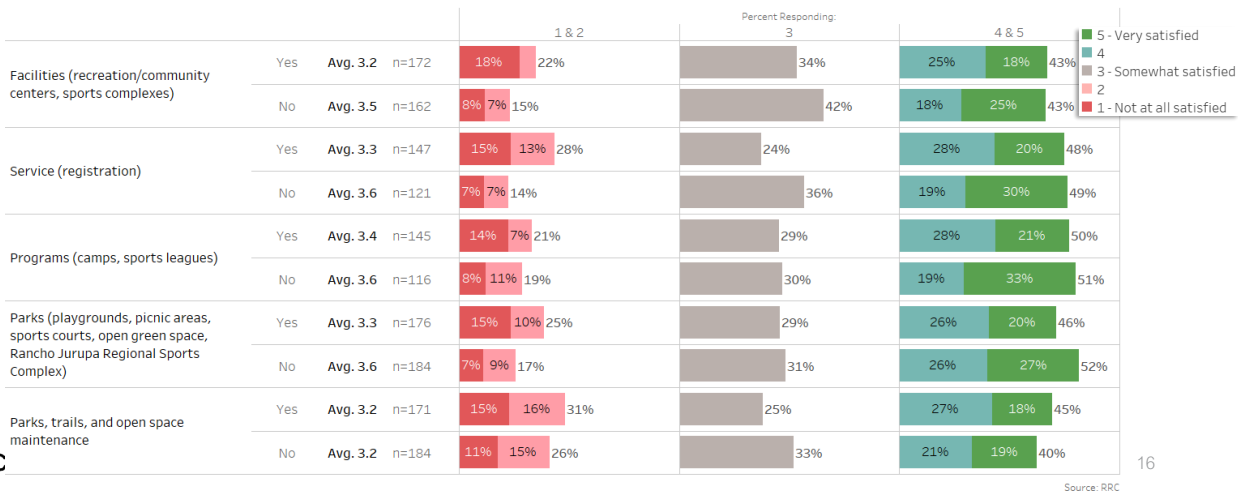


# SATISFACTION

## BY HISPANIC BACKGROUND

Respondents of Hispanic, Latino or Spanish background are also less satisfied overall than non-Hispanic, Latino or Spanish respondents apart from satisfaction with parks, trails, and open space maintenance.

How satisfied are you or members of your household with each of the following as provided by JARPD? by Hispanic Background





## FREQUENCY OF USE

- Outdoor recreation and outdoor sports fields and courts are highly used by both samples.
- Overall, the Open link sample tends to be more frequent users of JARPD facilities and services.
  - A total of 30% of the Open link sample report participating in youth sports programs at least once a week.
- Majority of respondents have not visited the Eddie Dee Smith Senior Center.

How frequently have you or members of your household used or participated in any of the following facilities, services or programs provided by the Jurupa Area Recreation & Park District?

|   |              |  | At least once a week | A few times a month | At least once a month | A few times a year | Have not visited |
|---|--------------|--|----------------------|---------------------|-----------------------|--------------------|------------------|
| Outdoor sports fields & courts (baseball, soccer, pickleball, etc.) | Invite n=297 |  | 13%                  | 7%                  | 9%                    | 29%                | 43%              |
|   | Open n=186   |  | 35%                  | 11%                 | 10%                   | 20%                | 24%              |
| Outdoor recreation (natural areas, trails, walkways)                | Invite n=299 |  | 16%                  | 15%                 | 12%                   | 29%                | 28%              |
|   | Open n=186   |  | 15%                  | 22%                 | 18%                   | 27%                | 18%              |
| Youth sports programs (soccer, basketball, baseball, etc.)          | Invite n=294 |  | 6%                   | 4%                  | 2%                    | 16%                | 72%              |
|   | Open n=184   |  | 30%                  | 7%                  | 4%                    | 16%                | 43%              |
| Picnic areas at parks   | Invite n=297 |  | 8%                   | 8%                  | 8%                    | 47%                | 29%              |
|   | Open n=184   |  | 17%                  | 11%                 | 18%                   | 32%                | 22%              |
| Playgrounds/splash pad  | Invite n=297 |  | 7%                   | 9%                  | 8%                    | 31%                | 45%              |
|   | Open n=183   |  | 15%                  | 15%                 | 14%                   | 31%                | 25%              |
| Summer and/or after-school youth programs                           | Invite n=293 |  | 6%                   | 2%                  | 2%                    | 11%                | 79%              |
|   | Open n=184   |  | 9%                   | 5%                  | 3%                    | 20%                | 64%              |
| Adult sports programs (basketball, soccer)                          | Invite n=294 |  | 4%                   | 1%                  | 2%                    | 14%                | 79%              |
|   | Open n=185   |  | 12%                  | 3%                  | 2%                    | 10%                | 72%              |
| Equestrian facilities   | Invite n=292 |  | 6%                   | 6%                  | 3%                    | 9%                 | 77%              |
|   | Open n=184   |  | 2%                   | 3%                  | 2%                    | 10%                | 83%              |
| Skyview Events Center   | Invite n=293 |  | 4%                   | 2%                  | 2%                    | 14%                | 78%              |
|   | Open n=186   |  | 3%                   | 2%                  | 3%                    | 27%                | 66%              |
| Special events  | Invite n=295 |  | 2%                   | 4%                  | 4%                    | 40%                | 50%              |
|   | Open n=185   |  | 5%                   | 4%                  | 13%                   | 54%                | 24%              |
| Eddie Dee Smith Senior Center                                       | Invite n=294 |  | 1%                   | 1%                  | 1%                    | 10%                | 87%              |
|   | Open n=186   |  | 3%                   | 2%                  | 1%                    | 11%                | 83%              |

Source: RRC



# ASSISTANCE TO USE P&R FACILITIES

- To increase the use of JARPD facilities, respondents feel that increased shade at park locations and better condition/maintenance of parks and facilities are most needed.
- Improved safety and security and additional amenities also rated highly for encouraging use of JARPD facilities.
- As the Invite sample is comprised of more equestrian users, 37% feel that improved equestrian facilities, trails, and opportunities would increase their use.
- Only 10% of the Invite sample and 3% of the Open link sample request additional resources in Spanish.

What would assist you or members of your household to use JARPD facilities more? (CHECK ALL THAT APPLY)

|   | Invite | Open | Overall |
|---|--------|------|---------|
| Increased shade at park locations                         | 50%    | 51%  | 50%     |
| Better condition/maintenance of parks or facilities       | 44%    | 51%  | 47%     |
| Improved safety and security                              | 41%    | 34%  | 38%     |
| Additional facilities and amenities                       | 40%    | 48%  | 43%     |
| Improved communication about offerings                    | 38%    | 28%  | 34%     |
| Improved equestrian facilities, trails, and opportunities | 37%    | 19%  | 30%     |
| Facilities closer to where I live or work                 | 31%    | 23%  | 28%     |
| Lower pricing/user fees                                   | 21%    | 28%  | 24%     |
| Better signage/wayfinding                                 | 18%    | 12%  | 16%     |
| Expanded hours of operation                               | 18%    | 13%  | 16%     |
| Better accessibility for people with disabilities         | 11%    | 8%   | 10%     |
| Improved customer service/staff knowledge                 | 11%    | 11%  | 11%     |
| Additional resources in Spanish                           | 10%    | 3%   | 8%      |
| Other (specify):  | 23%    | 28%  | 25%     |
| n=  | 276    | 172  | 448     |

Source: RRC



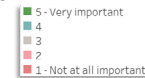
**CURRENT CONDITIONS**

# FACILITIES & SERVICES – IMPORTANCE

Please rate how important the following facilities and services are to your household. Please provide an answer even if you have not used the facility or service.

| Facility/Service   | Invite | Avg.     | n     | Percent Responding: |     |       |     |     |
|--|--------|----------|-------|---------------------|-----|-------|-----|-----|
|  |        |          |       | 1 & 2               | 3   | 4 & 5 |     |     |
| JARPD parks and open spaces  | Invite | Avg. 4.3 | n=283 | 8%                  | 6%  | 25%   | 80% | 86% |
|  | Open   | Avg. 4.6 | n=168 | 14%                 | 10% | 69%   | 89% |     |
| Pathways and trails  | Invite | Avg. 4.3 | n=282 | 8%                  | 9%  | 62%   | 83% |     |
|  | Open   | Avg. 4.2 | n=164 | 5%                  | 22% | 22%   | 51% | 73% |
| Youth recreation and sports programs                                   | Invite | Avg. 3.7 | n=284 | 24%                 | 12% | 49%   | 64% |     |
|  | Open   | Avg. 4.2 | n=164 | 10%                 | 15% | 62%   | 75% |     |
| Community events (e.g., festivals, outdoor movies)                     | Invite | Avg. 4.0 | n=284 | 13%                 | 15% | 26%   | 47% | 72% |
|  | Open   | Avg. 4.1 | n=167 | 8%                  | 22% | 52%   | 71% |     |
| JARPD Sports Park  | Invite | Avg. 3.6 | n=279 | 23%                 | 21% | 39%   | 57% |     |
|  | Open   | Avg. 4.0 | n=162 | 9%                  | 19% | 50%   | 72% |     |
| Community centers  | Invite | Avg. 3.7 | n=283 | 20%                 | 17% | 23%   | 39% | 63% |
|  | Open   | Avg. 4.0 | n=167 | 7%                  | 30% | 45%   | 63% |     |
| Athletic courts (e.g., basketball, tennis, volleyball)                 | Invite | Avg. 3.7 | n=283 | 20%                 | 20% | 41%   | 61% |     |
|  | Open   | Avg. 3.9 | n=165 | 13%                 | 21% | 47%   | 66% |     |
| After-school and summer camp programs for children                     | Invite | Avg. 3.3 | n=283 | 26%                 | 13% | 35%   | 54% |     |
|  | Open   | Avg. 3.4 | n=166 | 25%                 | 23% | 34%   | 52% |     |
| Splash Pad   | Invite | Avg. 3.3 | n=280 | 24%                 | 13% | 36%   | 54% |     |
|  | Open   | Avg. 3.7 | n=164 | 18%                 | 22% | 40%   | 60% |     |
| Rectangular athletic fields (e.g., soccer, futsal, lacrosse, football) | Invite | Avg. 3.3 | n=280 | 23%                 | 18% | 35%   | 51% |     |
|  | Open   | Avg. 3.6 | n=165 | 22%                 | 24% | 42%   | 55% |     |
| Equestrian facilities, trails, and opportunities                       | Invite | Avg. 3.3 | n=281 | 24%                 | 19% | 38%   | 50% |     |
|  | Open   | Avg. 3.3 | n=165 | 27%                 | 30% | 28%   | 42% |     |
| Diamond athletic fields (e.g., baseball/softball)                      | Invite | Avg. 3.3 | n=277 | 23%                 | 21% | 34%   | 50% |     |
|  | Open   | Avg. 3.4 | n=165 | 26%                 | 25% | 36%   | 48% |     |
| Dog park   | Invite | Avg. 3.3 | n=282 | 29%                 | 24% | 34%   | 47% |     |
|  | Open   | Avg. 3.1 | n=162 | 35%                 | 25% | 27%   | 40% |     |
| Adult recreation and sports programs                                   | Invite | Avg. 3.0 | n=286 | 23%                 | 25% | 23%   | 39% |     |
|  | Open   | Avg. 3.2 | n=167 | 32%                 | 26% | 25%   | 43% |     |
| Other (specify:)   | Invite | Avg. 4.0 | n=86  | 18%                 | 4%  | 63%   | 78% |     |
|  | Open   | Avg. 4.2 | n=33  | 9%                  | 21% | 64%   | 70% |     |

Source: RRC



- Respondents consider all the listed facilities and services to be of significant importance, with nearly at least half of them assigning a rating of 4 or 5, where 5 denotes "very important" with the exception of adult recreation and sports programs.
- The most highly valued facilities are parks and open spaces and pathways and trails, with the majority of respondents ranking these as 4 or 5 in importance.
- The dog park and adult recreation and sports programs have the lowest average importance ratings. However, these facilities still have a significant portion of respondents rating them 4 or 5 in importance, indicating a segmented but interested group within the community.

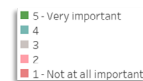
# FACILITIES & SERVICES – IMPORTANCE

## BY HORSE OWNERSHIP

Please rate how important the following facilities and services are to your household. Please provide an answer even if you have not used the facility or service, by Horse Ownership

| Facility/Service   | Response | Avg.     | n     | Percent Responding: |     |       |     |     |
|--|----------|----------|-------|---------------------|-----|-------|-----|-----|
|  |          |          |       | 1 & 2               | 3   | 4 & 5 |     |     |
| Pathways and trails  | Yes      | Avg. 4.3 | n=73  | 10%                 | 5%  | 67%   | 85% |     |
|  | No       | Avg. 4.3 | n=211 | 3%                  | 15% | 25%   | 57% | 82% |
| JARPD parks and open spaces  | Yes      | Avg. 4.2 | n=72  | 12%                 | 5%  | 21%   | 63% | 83% |
|  | No       | Avg. 4.6 | n=213 | 2%                  | 7%  | 24%   | 57% | 92% |
| Equestrian facilities, trails, and opportunities                       | Yes      | Avg. 4.0 | n=72  | 19%                 | 10% | 59%   | 71% |     |
|  | No       | Avg. 3.1 | n=212 | 21%                 | 29% | 26%   | 40% |     |
| Community events (e.g., festivals, outdoor movies)                     | Yes      | Avg. 3.6 | n=73  | 21%                 | 17% | 22%   | 39% | 61% |
|  | No       | Avg. 4.2 | n=213 | 6%                  | 16% | 25%   | 53% | 78% |
| Youth recreation and sports programs                                   | Yes      | Avg. 3.5 | n=72  | 25%                 | 10% | 21%   | 41% | 63% |
|  | No       | Avg. 4.1 | n=213 | 15%                 | 10% | 62%   | 75% |     |
| Community centers  | Yes      | Avg. 3.5 | n=73  | 20%                 | 20% | 30%   | 30% | 60% |
|  | No       | Avg. 3.9 | n=212 | 11%                 | 24% | 46%   | 65% |     |
| Athletic courts (e.g., basketball, tennis, volleyball)                 | Yes      | Avg. 3.5 | n=72  | 25%                 | 16% | 21%   | 38% | 59% |
|  | No       | Avg. 3.8 | n=213 | 15%                 | 21% | 20%   | 44% | 64% |
| JARPD Sports Park  | Yes      | Avg. 3.4 | n=71  | 22%                 | 20% | 37%   | 55% |     |
|  | No       | Avg. 3.9 | n=211 | 11%                 | 23% | 21%   | 44% | 65% |
| Rectangular athletic fields (e.g., soccer, futsal, lacrosse, football) | Yes      | Avg. 3.5 | n=72  | 24%                 | 12% | 42%   | 58% |     |
|  | No       | Avg. 3.4 | n=213 | 25%                 | 25% | 36%   | 50% |     |
| Splash Pad   | Yes      | Avg. 3.1 | n=71  | 31%                 | 13% | 34%   | 45% |     |
|  | No       | Avg. 3.7 | n=213 | 22%                 | 17% | 20%   | 42% | 62% |
| Diamond athletic fields (e.g., baseball/softball)                      | Yes      | Avg. 3.3 | n=71  | 25%                 | 19% | 34%   | 50% |     |
|  | No       | Avg. 3.4 | n=211 | 20%                 | 24% | 34%   | 49% |     |
| After-school and summer camp programs for children                     | Yes      | Avg. 3.1 | n=73  | 29%                 | 6%  | 36%   | 19% | 55% |
|  | No       | Avg. 3.5 | n=213 | 26%                 | 20% | 39%   | 54% |     |
| Dog park   | Yes      | Avg. 3.0 | n=72  | 21%                 | 32% | 31%   | 33% |     |
|  | No       | Avg. 3.2 | n=211 | 21%                 | 26% | 31%   | 43% |     |
| Adult recreation and sports programs                                   | Yes      | Avg. 3.0 | n=73  | 30%                 | 26% | 22%   | 41% |     |
|  | No       | Avg. 3.0 | n=214 | 36%                 | 28% | 19%   | 36% |     |
| Other (specify:)   | Yes      | Avg. 3.3 | n=20  | 43%                 |     | 57%   | 57% |     |
|  | No       | Avg. 4.3 | n=38  | 5%                  | 16% | 22%   | 57% | 80% |

Source: RRC

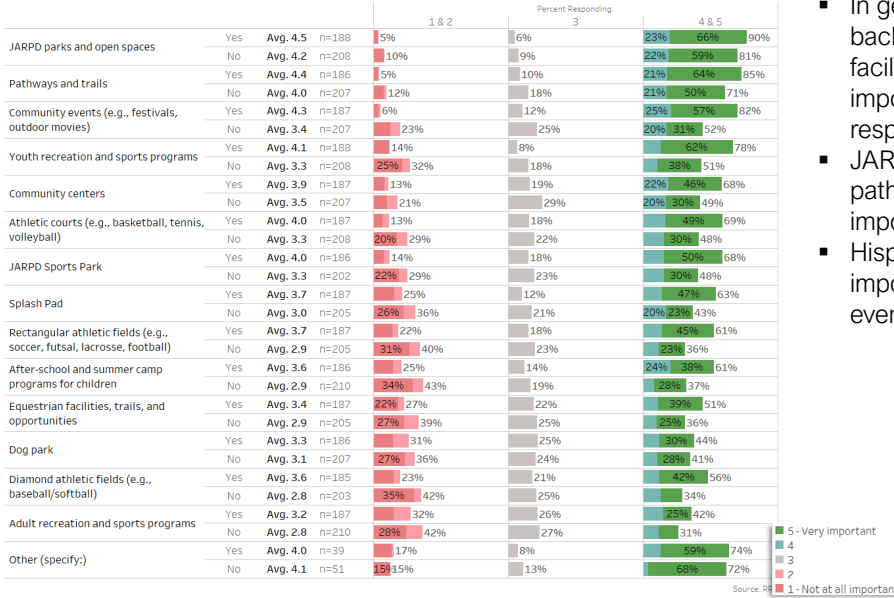


- Horse and non-horse owners both agree that pathways and trails and JARPD parks and open spaces are the most important facilities and services.
- Unsurprisingly, horse owners place a greater importance on equestrian facilities, trails and opportunities
- Generally, horse owners rated the other facilities and services in lower importance than non-horse owners.

# FACILITIES & SERVICES – IMPORTANCE

## BY HISPANIC BACKGROUND

Please rate how important the following facilities and services are to your household. Please provide an answer even if you have not used the facility or service. by Hispanic Background

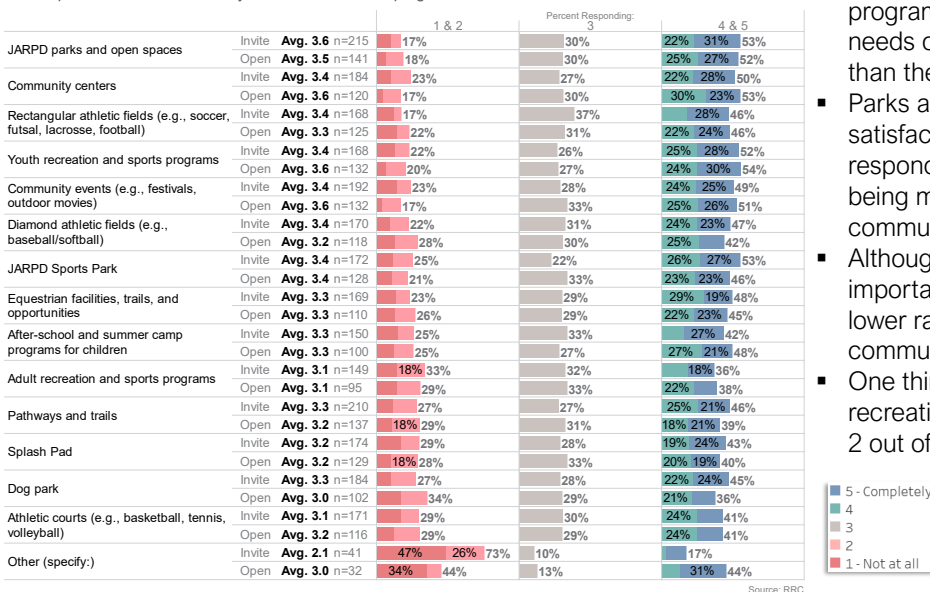


- In general, respondents of Hispanic background rated the following facilities and services in higher importance than non-Hispanic respondents.
- JARPD parks and open spaces and pathways and trails are the most important to both samples.
- Hispanic respondents place a greater importance on community event events.

23

# FACILITIES & SERVICES – NEEDS MET

Please rate how you think the following programs and services are currently meeting the needs of the community. Please provide an answer even if you have not used the program or service.



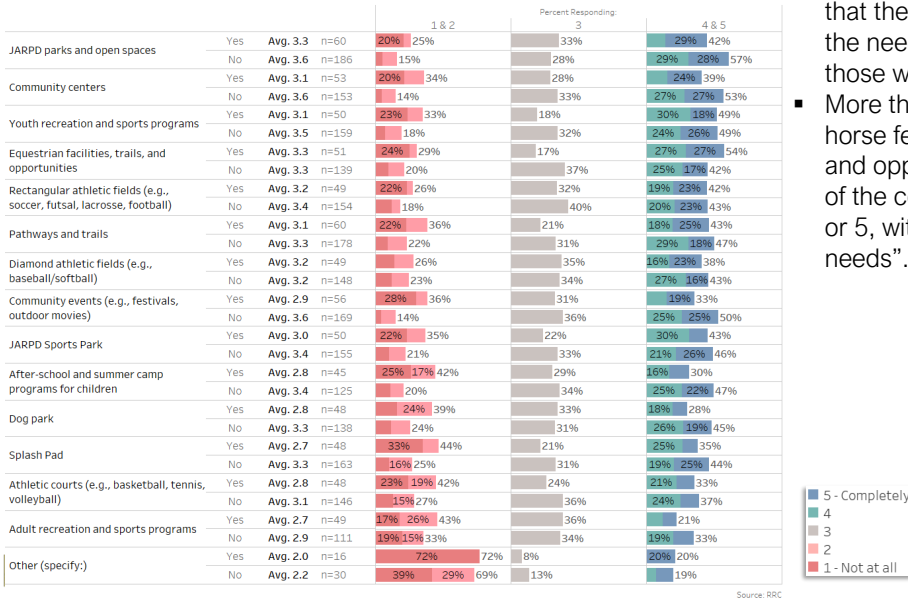
- Overall, the ratings of how well the listed programs and services are meeting the needs of the community are slightly lower than the ratings of importance.
- Parks and open spaces has the highest satisfaction level, with at least 52% of respondents rating their current needs being met as 4 or 5 followed by community centers.
- Although rated highly in terms of importance, pathways and trails showed lower ratings for meeting the needs of the community.
- One third of Invite respondents rated adult recreation and sports programs as a 1 or 2 out of 5.

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# FACILITIES & SERVICES – NEEDS MET

## BY HORSE OWNERSHIP

Please rate how you think the following programs and services are currently meeting the needs of the community. Please provide an answer even if you have not used the program or service. by Horse Ownership

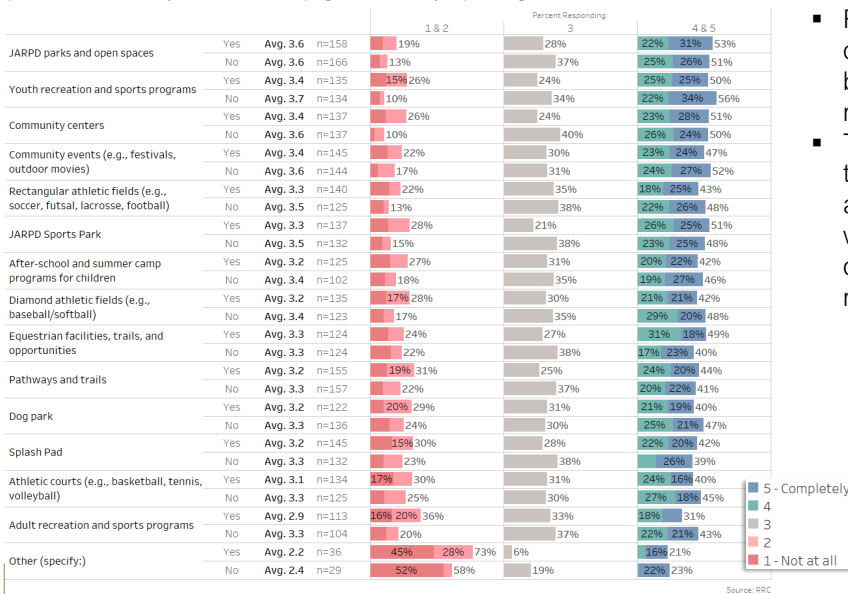


- Overall, respondents that own horses feel that the facilities and services are meeting the needs of the community less than those who do not own a horse.
- More than half of respondents who own a horse feel that equestrian facilities, trails, and opportunities are meeting the needs of the community with 54% rating it as a 4 or 5, with 5 being “completely meeting the needs”.

# FACILITIES & SERVICES – NEEDS MET

## BY HISPANIC BACKGROUND

Please rate how you think the following programs and services are currently meeting the needs of the community. Please provide an answer even if you have not used the program or service. by Hispanic Origin



- Ratings for meeting the needs of the community are generally consistent for both Hispanic and non-Hispanic respondents.
- The greatest differences between the two samples are between youth and adult recreation and sports programs with lower ratings for meeting the needs of the community from Hispanic respondents.



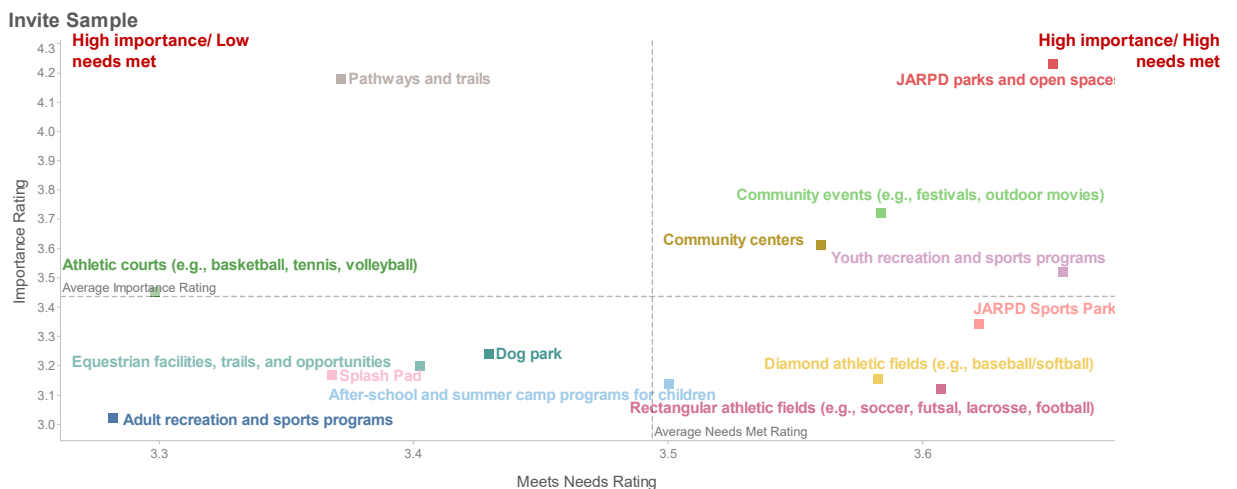
**AVERAGE IMPORTANCE – PERFORMANCE MATRIX**

|   |  |
|---|--|
| <p><b>High importance/ Low needs met</b></p> <p>These are key areas for potential improvements. Improving these facilities/programs would likely positively affect the degree to which community needs are met overall.</p> | <p><b>High importance/ High needs met</b></p> <p>These amenities are important to most respondents and should be maintained in the future, but are less of a priority for improvements as needs are currently being adequately met.</p>  |
| <p>These “niche” facilities/programs have a small but passionate following, so measuring participation when planning for future improvements may prove to be valuable.</p> <p><b>Low importance/ Low needs met</b></p>      | <p>Current levels of support appear to be adequate. Future discussions evaluating whether the resources supporting these facilities/programs outweigh the benefits may be constructive.</p> <p><b>Low importance/ High needs met</b></p> |

**FACILITIES & AMENITIES – IMPORTANCE/NEEDS MET MATRIX**

**INVITE SAMPLE**

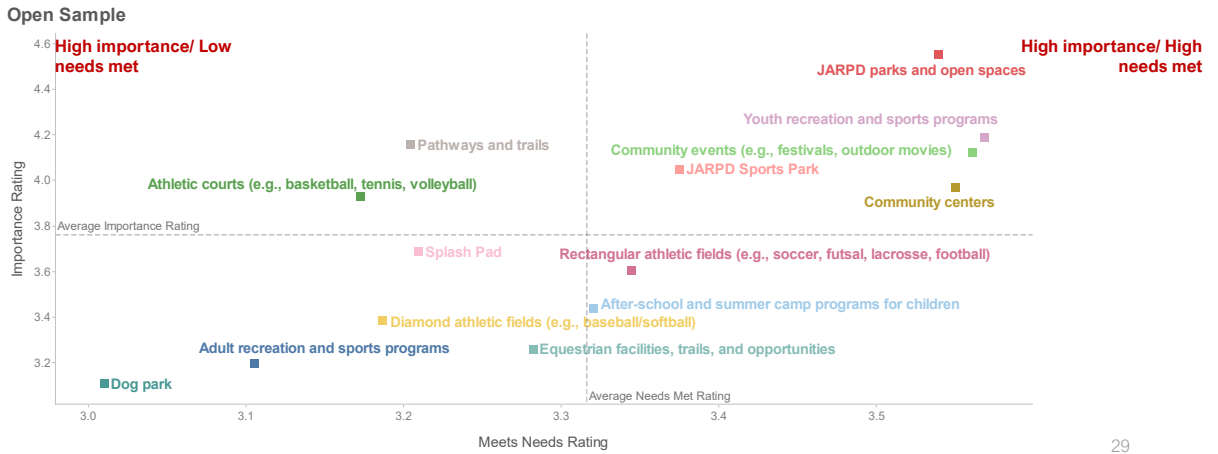
Areas that fell into the high importance/low needs met for the Invite sample include pathways and trails and athletic courts, indicating areas of improvement. Whereas JARPD parks and open spaces, community events and center were rated as high importance and high needs met.



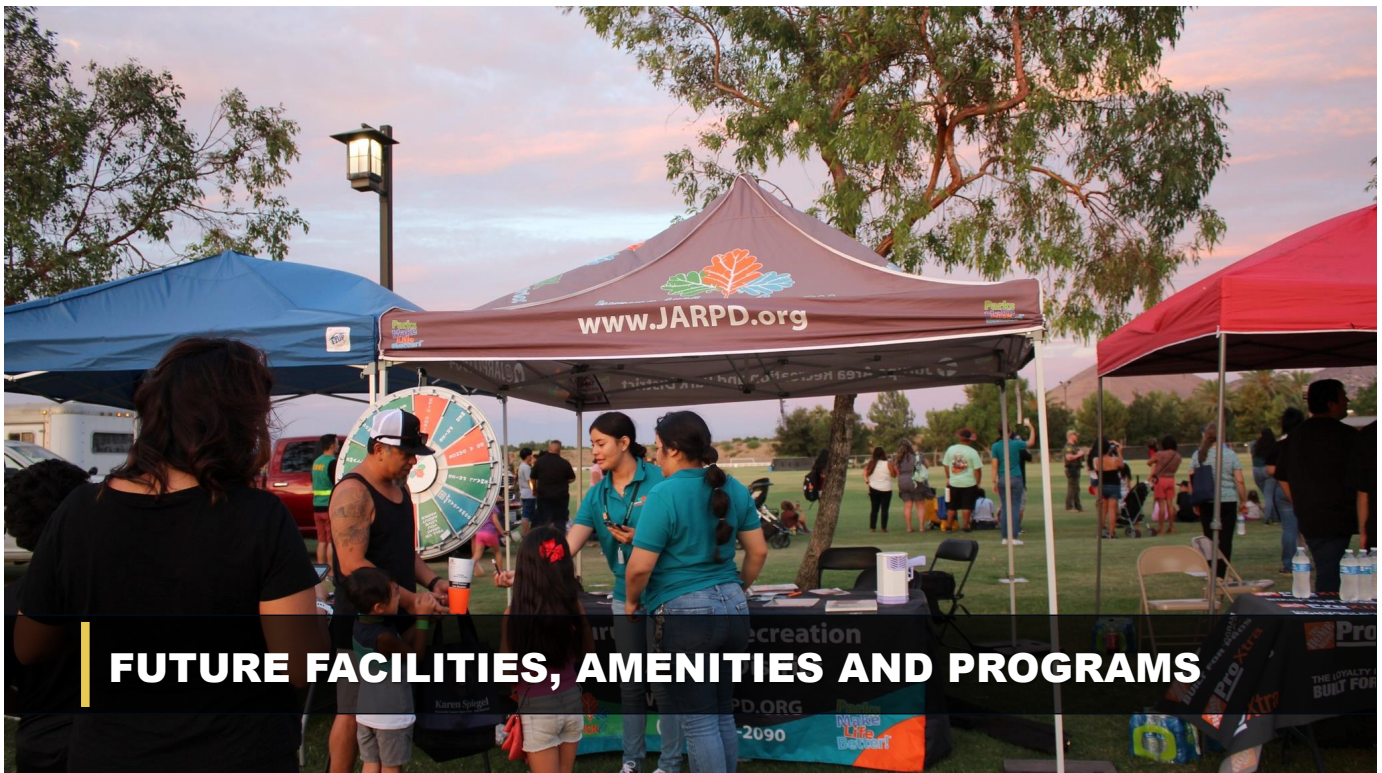
## FACILITIES & AMENITIES – IMPORTANCE/NEEDS MET MATRIX

### OPEN LINK SAMPLE

Like the Invite sample, pathways and trails and athletic courts are rated as highly important, but with a rating for meeting the needs of the community. Parks and open spaces, youth recreation and sports programs, community events and center, and the JARPD Sports Park all rated higher in terms of importance and meeting the needs of the community.



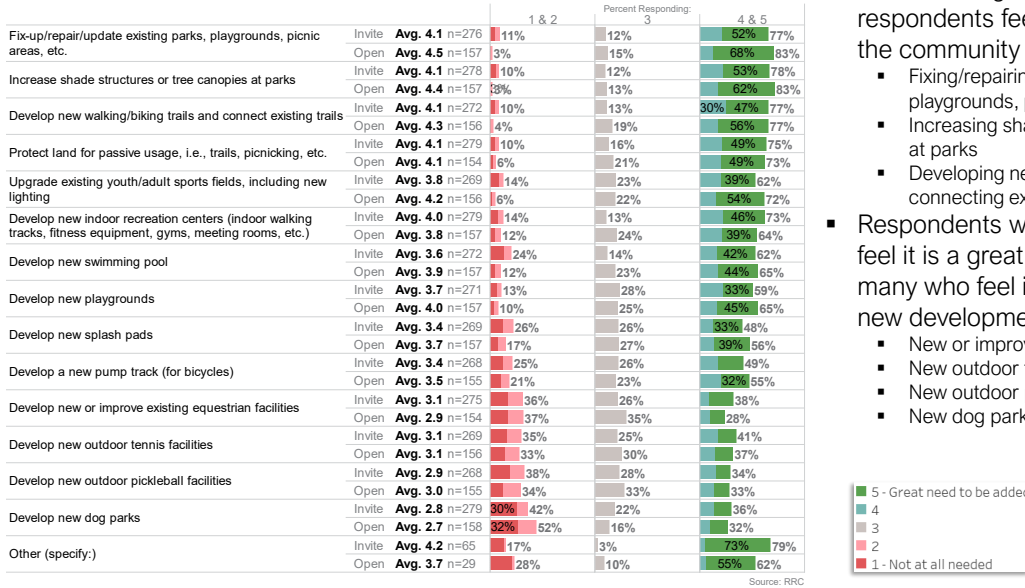
Source: RRC Associates



## FUTURE FACILITIES, AMENITIES AND PROGRAMS

# FUTURE NEEDS

What are the greatest needs for facilities, amenities, and programs to be added in JARPD over the next 5 to 10 years?

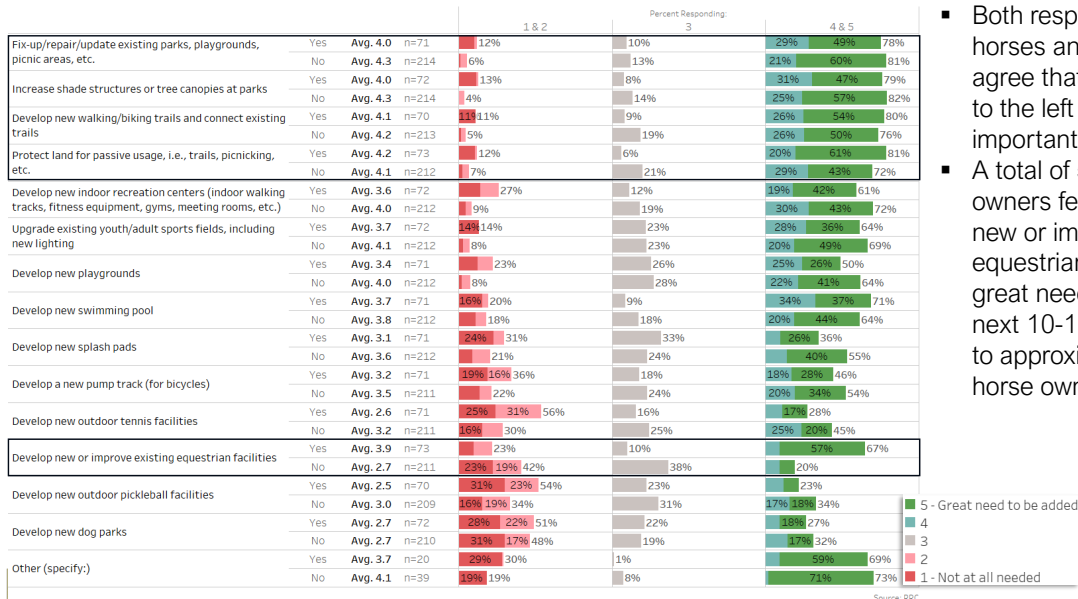


- When looking toward the future, respondents feel the greatest needs for the community include:
  - Fixing/repairing/updating existing parks, playgrounds, picnic areas, etc.
  - Increasing shade structures or tree canopies at parks
  - Developing new walking/biking trails and connecting existing trails.
- Respondents were split, with many who feel it is a great need to be added, and many who feel it is not at all needed for new developments, including:
  - New or improved existing equestrian facilities
  - New outdoor tennis facilities
  - New outdoor pickleball facilities
  - New dog parks

# FUTURE NEEDS

## BY HORSE OWNERSHIP

What are the greatest needs for facilities, amenities, and programs to be added in JARPD over the next 5 to 10 years? by Horse Ownership

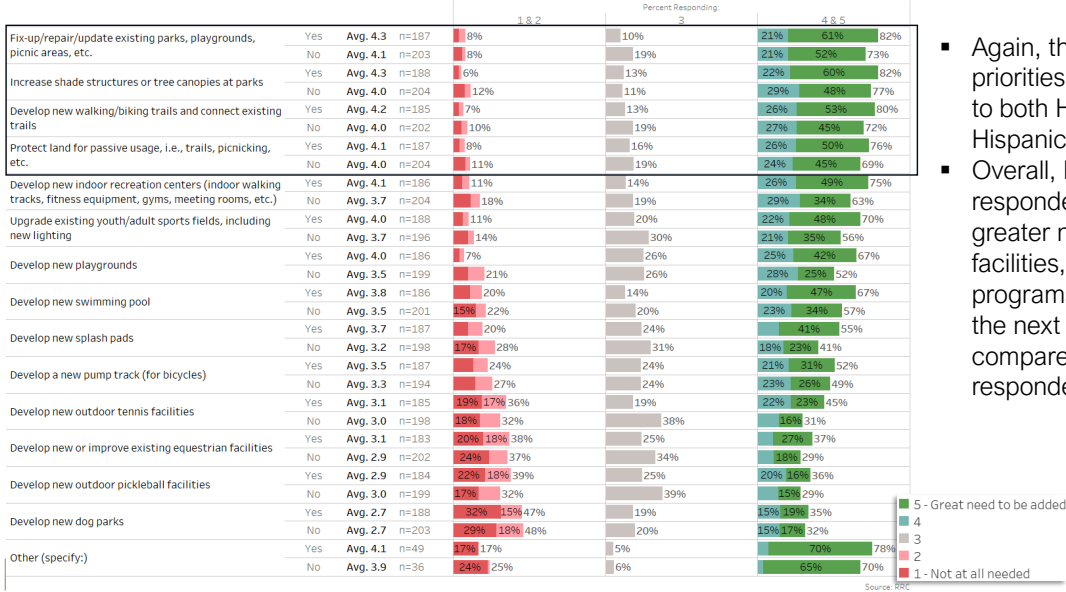


- Both respondents who own horses and those that do not, agree that the four priorities to the left are the most important.
- A total of 57% of horse owners feel that developing new or improving existing equestrian facilities are a great need to be added in the next 10-15 years compared to approximately 10% of non-horse owners.

# FUTURE NEEDS

BY HISPANIC BACKGROUND

What are the greatest needs for facilities, amenities, and programs to be added in JARPD over the next 5 to 10 years? by Hispanic Origin



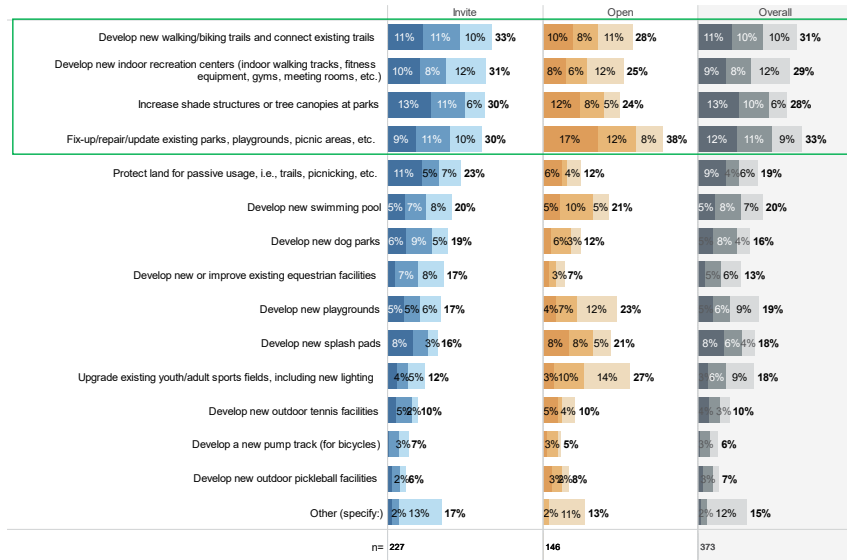
- Again, the same four priorities are most important to both Hispanic and non-Hispanic respondents.
- Overall, Hispanic respondents feel there is a greater need for the listed facilities, amenities and programs to be added over the next 5 to 10 years compared to non-Hispanic respondents.

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# TOP 3 FUTURE NEEDS

- The top most selected future needs are highlighted in green to the left, showing almost equal support from the Invite sample.
  - The Open link sample is more supportive of improvements to existing parks, playgrounds picnic areas, etc. as well as developing new playgrounds, splash pads, and upgrading existing youth/adult sports fields.
- Developing new outdoor pickleball facilities was rated as the lowest priority for both samples.

From the list in the previous question, please select the top three items that are most important to you



None Sample Source: RRC

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# VALUES AND VISION

## WELCOME

Many feel welcome at the JARPD parks and facilities, with 56% of Invite respondents rating a 4 or 5 with 5 being “very welcome,” while 63% of Open respondents replied the same.

How welcome do you feel in JARPD parks and facilities?

|                        | Invite | Open | Overall |
|------------------------|--------|------|---------|
| 1 - Not at all welcome | 8%     | 2%   | 6%      |
| 2                      | 11%    | 4%   | 8%      |
| 3 - Somewhat welcome   | 25%    | 31%  | 27%     |
| 4                      | 25%    | 29%  | 26%     |
| 5 - Very Welcome       | 31%    | 34%  | 32%     |
| Avg.                   | 3.6    | 3.9  | 3.7     |
| n=                     | 269    | 135  | 404     |

Source: RRC

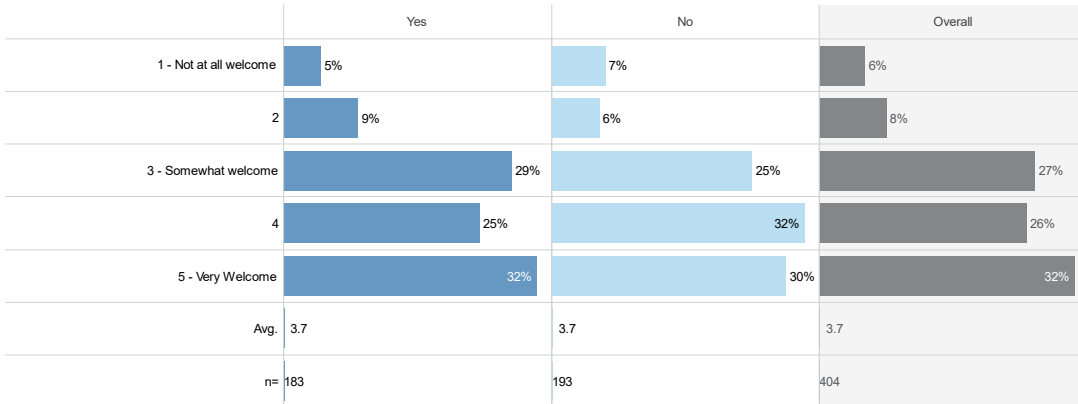


# WELCOME

## BY HISPANIC BACKGROUND

Ratings for how welcome respondents feel in JARPD parks and facilities are similar despite ethnic background.

How welcome do you feel in JARPD parks and facilities? by Hispanic Background

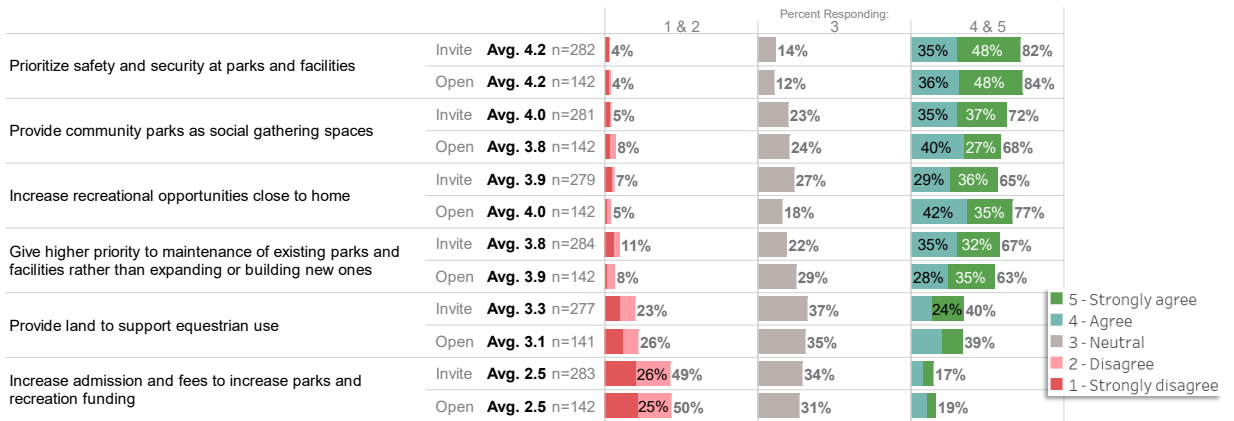


Source: RRC

# PRINCIPALS OF NEW MASTER PLAN

Prioritization of safety and security at parks and facilities is heavily agreed upon as an important principle that should guide the new master plan along with providing community parks. Nearly half of both samples disagree or strongly disagree in increasing admission and fees to increase parks and recreation funding.

To what extent do you agree or disagree that each of the following is an important principle that should guide JARPD as it creates a new master plan to address the challenges it faces?



Source: RRC

# PURPOSE OF JARPD

Respondents mainly agree with many of the options listed, including strong advocacy for providing green and natural spaces and positive activities for the youth. There is the least support for the option that JARPD should offer recreation and programs to enhance economic vitality that draws visitors from inside and outside of the community.

Please indicate the extent to which you agree or disagree that the JARPD should offer recreation facilities and programs to its residents and visitors for each of the following purposes:

| Purpose   | Response Type | Avg. | n   | Percent Responding: |     |       |     |     |
|---|---------------|------|-----|---------------------|-----|-------|-----|-----|
|   |               |      |     | 1 & 2               | 3   | 4 & 5 |     |     |
| To provide green and natural spaces within the community with parklands and open space  | Invite        | 4.2  | 277 | 5%                  | 10% | 37%   | 47% | 85% |
|   | Open          | 4.2  | 135 | 1%                  | 20% | 34%   | 45% | 79% |
| To provide positive activities for youth (age 18 and younger)   | Invite        | 4.2  | 279 | 4%                  | 19% | 27%   | 49% | 76% |
|   | Open          | 4.5  | 135 | 1%                  | 10% | 28%   | 60% | 88% |
| To promote the physical health and mental well-being of the general population of JARPD   | Invite        | 4.2  | 278 | 6%                  | 13% | 34%   | 47% | 80% |
|   | Open          | 4.3  | 135 | 1%                  | 16% | 36%   | 48% | 84% |
| To provide greater connectivity/mobility with trails and paths for residents to use for exercise and for non-motorized transportation | Invite        | 4.1  | 278 | 5%                  | 13% | 42%   | 40% | 82% |
|   | Open          | 4.1  | 135 | 4%                  | 21% | 33%   | 42% | 75% |
| To provide recreational, social, and health-strengthening opportunities for older adults (age 65 and older)                           | Invite        | 4.2  | 280 | 5%                  | 19% | 28%   | 49% | 77% |
|   | Open          | 4.1  | 134 | 3%                  | 27% | 29%   | 41% | 70% |
| To enhance economic vitality by offering facilities and events that draw visitors from inside and outside the community               | Invite        | 3.6  | 276 | 13%                 | 32% | 30%   | 55% | 82% |
|   | Open          | 3.6  | 135 | 12%                 | 30% | 33%   | 58% | 89% |



Source: RRC

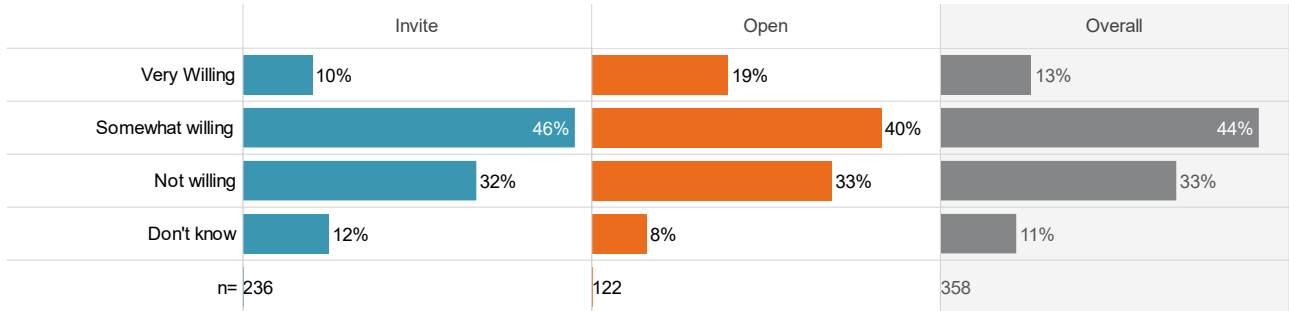


## FINANCIAL CHOICES/FEEES

# FEE INCREASE SUPPORT

There is some support for increasing rates to support expanded parks and recreation in the District with 46% of the Invite sample and 40% of the Open link sample responding that they are somewhat willing to increase fees. Only one out of ten Invite respondents are very willing to increase what they currently pay whereas the Open link sample is more open to fee increases.

How willing would you be to increase what you pay to support expanded parks and recreation in the JARPD?



Source: RRC

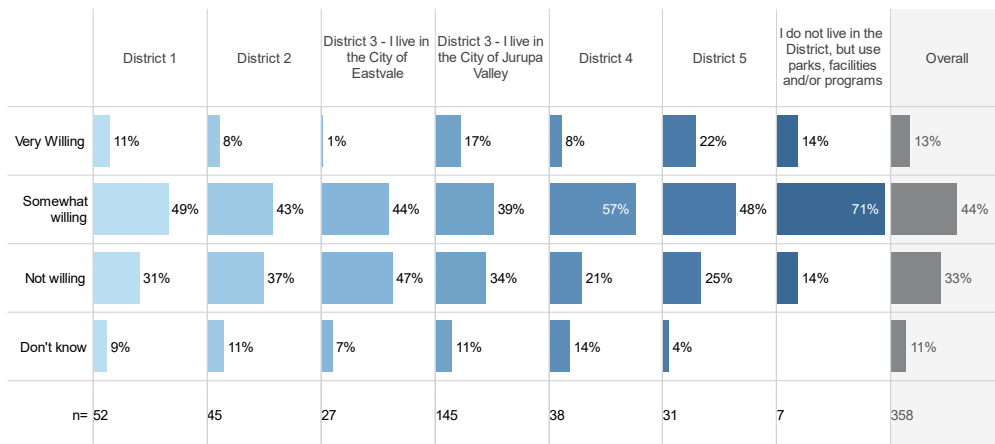


# FEE INCREASE SUPPORT

## BY DISTRICT

Respondents from Eastvale are least supportive of increasing fees to support expanded parks and recreation with nearly half (47%) saying they are not willing. Whereas respondents from District 5 are most willing to increase what they pay.

How willing would you be to increase what you pay to support expanded parks and recreation in the JARPD? by District



Source: RRC

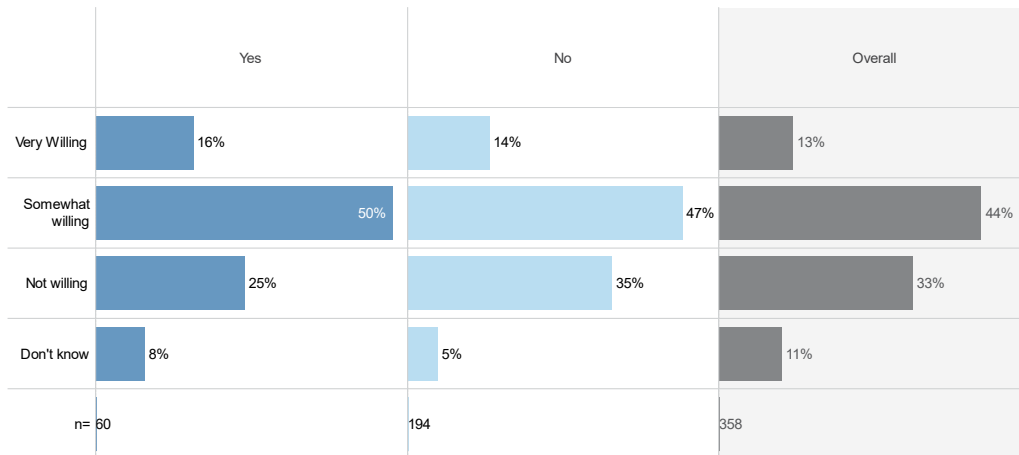


# FEE INCREASE SUPPORT

## BY HORSE OWNERSHIP

Although the differences are slight, horse owners are more supportive of increasing what they pay to support JARPD.

How willing would you be to increase what you pay to support expanded parks and recreation in the JARPD? by Horse Ownership

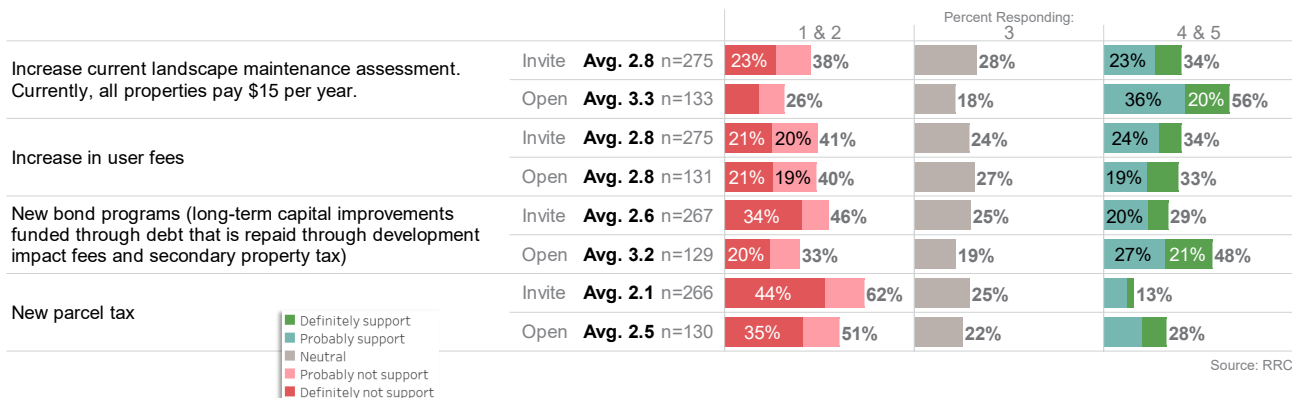


Source: RRC

# TYPES OF FUNDING SUPPORT

In terms of funding sources, respondents are most supportive of an increase in landscape maintenance assessment followed by an increase in user fees. A new parcel tax is the least supported option with 65% of the Invite sample saying they would probably or definitely not support the option.

How supportive are you of possible funding sources to support expanded parks and recreation development, maintenance, and operations?



■ Definitely support  
■ Probably support  
■ Neutral  
■ Probably not support  
■ Definitely not support

Source: RRC





# EQUESTRIAN USE AND FACILITIES

## HORSE OWNERSHIP

A greater share of the Invite sample owns a horse compared to the Open link sample (41% and 14% respectively). Three-quarters of the Invite sample who do own a horse have one or two while 16% own ten horses or more.

Do you or someone in your household own a horse?

|     | Invite | Open | Overall |
|-----|--------|------|---------|
| Yes | 41%    | 14%  | 30%     |
| No  | 59%    | 86%  | 70%     |
| n=  | 156    | 133  | 289     |

Source: RRC

How Many?

|            | Invite | Open | Overall |
|------------|--------|------|---------|
| 1          | 40%    | 33%  | 39%     |
| 2          | 35%    | 60%  | 41%     |
| 3 - 4      | 8%     | 7%   | 8%      |
| 5 - 10     | 1%     |      | 1%      |
| 10 or more | 16%    |      | 12%     |
| Avg.       | 3.2    | 1.7  | 2.9     |
| n=         | 24     | 15   | 39      |

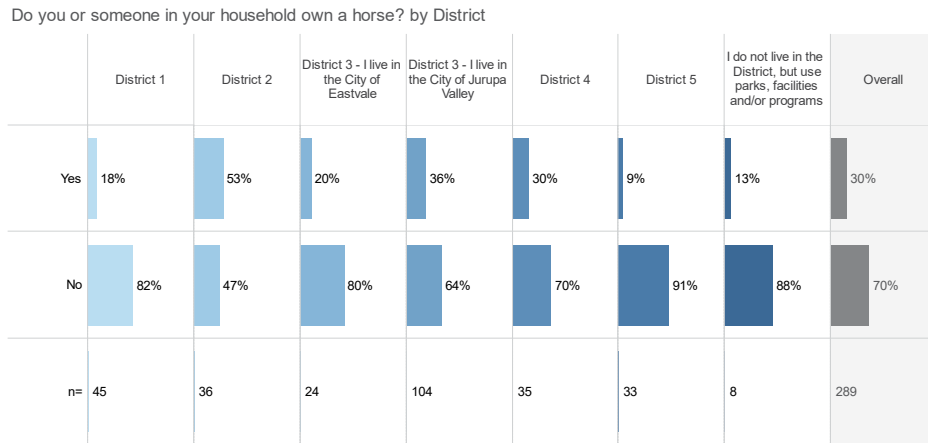
Source: RRC



# HORSE OWNERSHIP

## BY DISTRICT

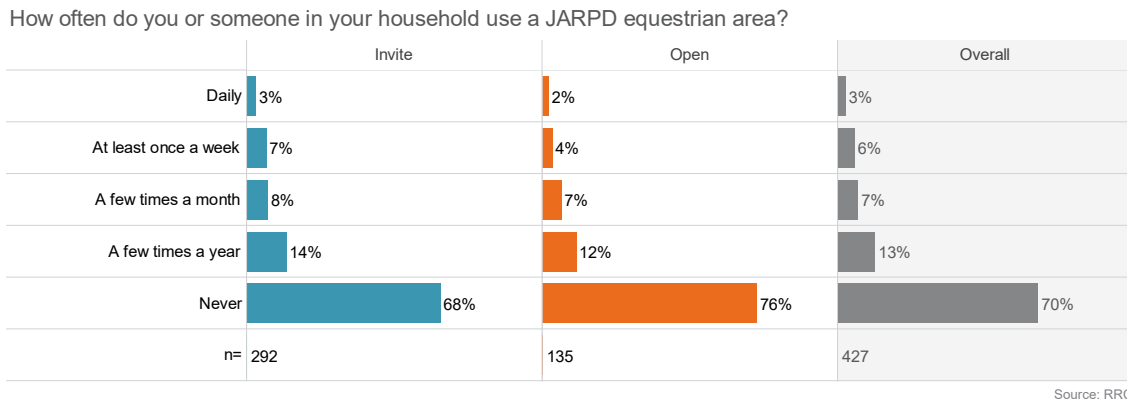
More than half of the respondents from District 2 own a horse (53%). Respondents from District 5 are least likely to own a horse.



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# EQUESTRIAN AREA USE

One in ten Invite respondents use a JARPD equestrian area daily or at least once a week and is more likely to use equestrian areas than the Open link sample.



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# EQUESTRIAN AREA USE

## BY DISTRICT

With District 2 most likely to be horse owners, they are also the most frequent users of JARPD equestrian areas. Majority (92%) of respondents from District 5 have never used a JARPD equestrian area.

How often do you or someone in your household use a JARPD equestrian area? by District

|                      | District 1 | District 2 | District 3 - I live in the City of Eastvale | District 3 - I live in the City of Jurupa Valley | District 4 | District 5 | I do not live in the District, but use parks, facilities and/or programs | Overall |
|----------------------|------------|------------|---|--|------------|------------|--|---------|
| Daily                | 2%         | 8%         | 3%  | 3%   | 2%         | 3%         |  | 3%      |
| At least once a week | 1%         | 7%         |   | 10%  | 3%         | 3%         |  | 6%      |
| A few times a month  | 4%         | 13%        | 8%  | 7%   | 5%         |            | 25%  | 7%      |
| A few times a year   | 14%        | 16%        | 10%   | 14%  | 15%        | 3%         | 13%  | 13%     |
| Never                | 78%        | 57%        | 79%   | 65%  | 76%        | 92%        | 63%  | 70%     |
| n=                   | 63         | 53         | 30  | 175  | 46         | 35         | 8  | 427     |

Source: RRC



# USE OF TRAILS PERMITTING HORSES

A slightly greater share of Invite respondents use trails where horses are permitted compared to equestrian areas; 13% use trails where horses are permitted while 10% use equestrian areas daily or at least once a week. Following a similar pattern, the Open link sample is less likely to use trails where horses are permitted compared to the Invite sample.

How often do you use trails where horses are permitted?

|                      | Invite | Open | Overall |
|----------------------|--------|------|---------|
| Daily                | 5%     | 2%   | 4%      |
| At least once a week | 8%     | 4%   | 7%      |
| A few times a month  | 12%    | 6%   | 10%     |
| A few times a year   | 16%    | 25%  | 19%     |
| Never                | 59%    | 63%  | 60%     |
| n=                   | 265    | 123  | 388     |

Source: RRC



# USE OF TRAILS PERMITTING HORSES

## BY DISTRICT

Use of trails where horses are permitted does vary slightly by District. Respondents from District 2 are the most frequent users of trails where horses are permitted with 21% saying they use the trails daily or at least once a week. Nearly three-quarters of respondents from District 5 report never using trails where horses are permitted.

How often do you use trails where horses are permitted? by District

|                      | District 1 | District 2 | District 3 - I live in the City of Eastvale | District 3 - I live in the City of Jurupa Valley | District 4 | District 5 | I do not live in the District, but use parks, facilities and/or programs | Overall |
|----------------------|------------|------------|---|--|------------|------------|--|---------|
| Daily                | 5%         | 10%        | 3%  | 4%   |            | 4%         |  | 4%      |
| At least once a week | 2%         | 11%        | 8%  | 9%   | 4%         | 4%         |  | 7%      |
| A few times a month  | 9%         | 16%        | 3%  | 9%   | 8%         | 9%         | 25%  | 10%     |
| A few times a year   | 29%        | 21%        | 26%   | 15%  | 27%        | 8%         | 25%  | 19%     |
| Never                | 54%        | 43%        | 59%   | 63%  | 61%        | 76%        | 50%  | 60%     |
| n=                   | 52         | 49         | 28  | 167  | 40         | 30         | 8  | 388     |



Source: RRC

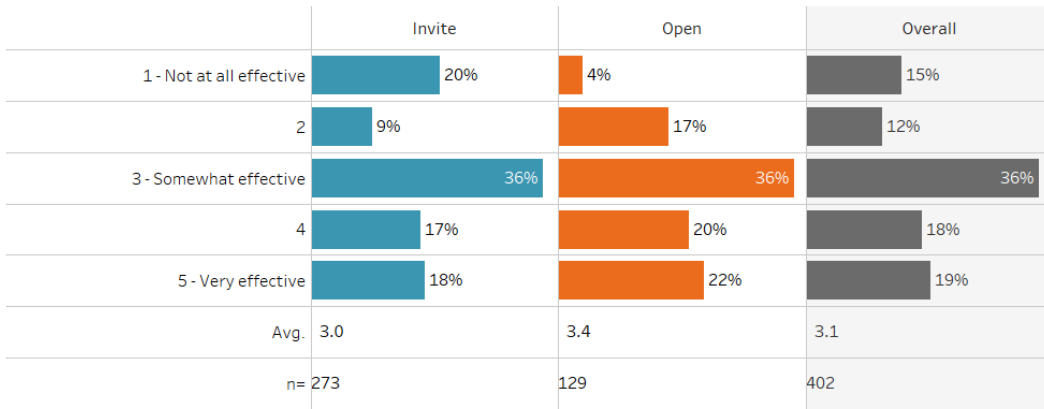


# COMMUNICATION

## EFFECTIVENESS OF COMMUNICATION

Overall, communication from JARPD is rated as moderately effective with an average rating of 3 out of 5 for the Invite sample and a slightly more positive rating of 3.4 out of 5 for the Open link sample.

How effective is the JARPD at reaching you with information on parks and recreation facilities, programs, and services?



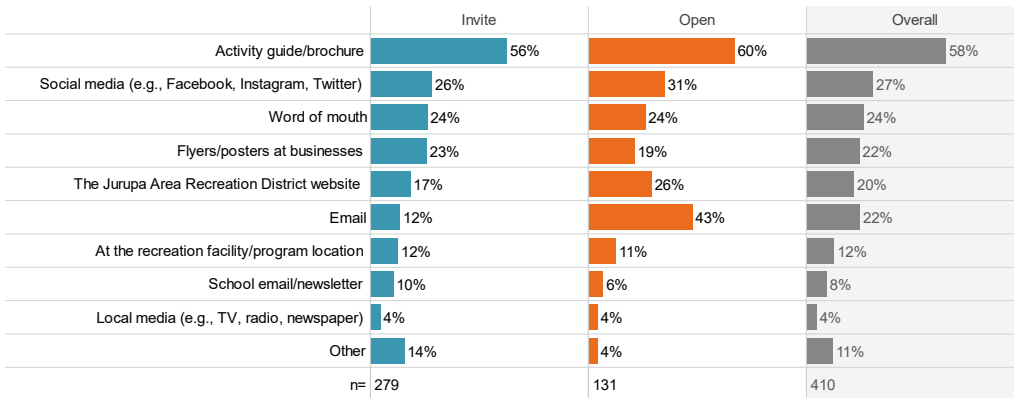
Source: RRC

53

## CURRENT COMMUNICATION METHODS

The activity guide/brochure is the most used communication method among both samples. The Open link sample reports receiving a greater variety of communication compared to the Invite sample. A greater share of Open link respondents currently receive communication via email and the JARPD website compared to the Invite sample.

How do you currently receive information on parks and recreation facilities, programs, and services offered by JARPD?



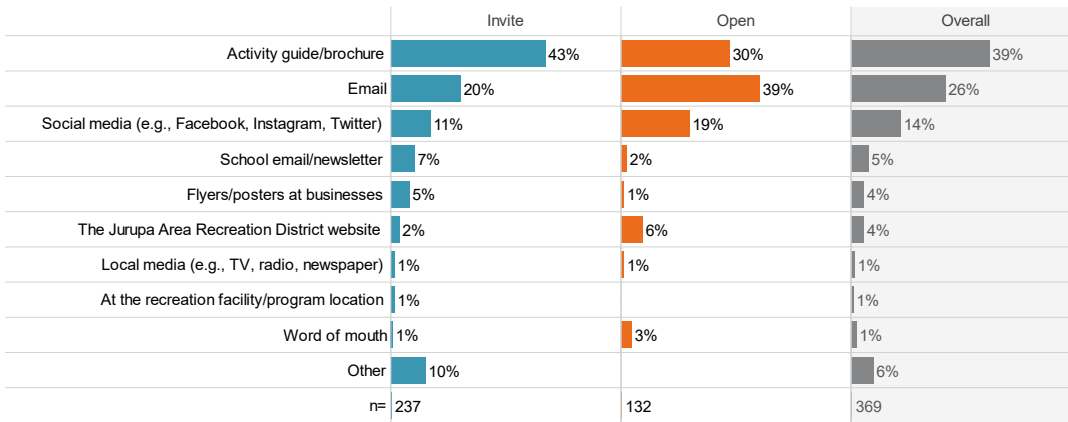
Source: RRC

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# PREFERRED COMMUNICATION

The top two most preferred methods of communication are the activity guide/brochure and email. A greater portion of the Open link sample prefers social media as a means of communication from JARPD.

What is the preferred way for you to receive information on parks and recreation facilities, programs, and services?



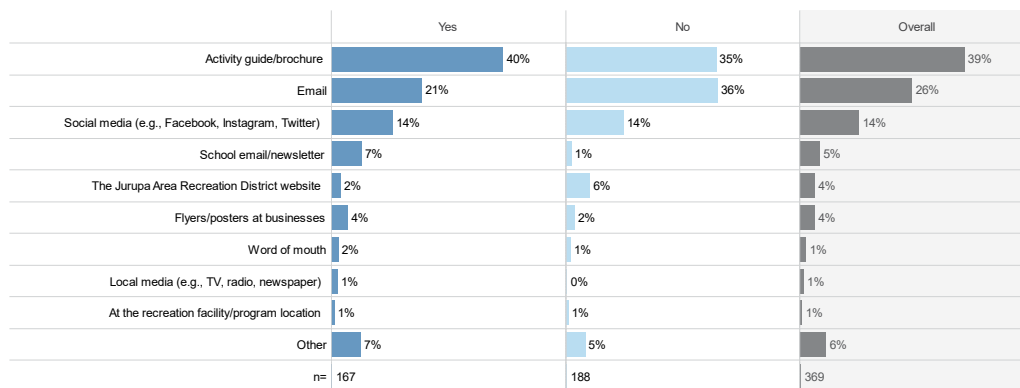
Source: RRC

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# PREFERRED COMMUNICATION BY HISPANIC BACKGROUND

Responses are similar for those of Hispanic background and those who are not. However, respondents with a Hispanic background are more likely to prefer the activity guide/brochure whereas those who are not, are more likely to prefer email.

What is the preferred way for you to receive information on parks and recreation facilities, programs, and services? by Hispanic Background








Source: RRC

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## ADDITIONAL COMMENTS & SUGGESTIONS

At the end of the survey, respondents were given an opportunity to provide any additional comments or suggestions for JARPD. A total of 147 comments were collected, with key themes highlighted below. A full list of comments can be found in the Appendix.

| Community and Outdoor Activities   | Facility Needs and Maintenance  | Parks and Youth Programs   | Senior Facilities and Support  | Homelessness and Community Feel  |
|--|---|--|--|--|
|  <p>"Parks &amp; recreation represent the heart of a community. The more you keep it healthy, the more the community will be healthy. This is just as important as public safety."<br/>"Better/more equestrian trails, adult activities, and improve existing parks/access"</p> |  <p>"Acting in a preventative manner would save a lot of money and maintain the natural growth of trees and plants. Trimming trees before branches break, removing dead trees, etc."<br/>"Dog park is poorly maintained. People have gotten seriously hurt from lack of maintenance"</p> |  <p>"We need more lighted public soccer fields. Plenty of kids get kicked out of Rancho Jurupa complex when they try to just go kick a ball around."<br/>"I strongly believe in health and safety. Having an indoor/outdoor sports program all year long (volleyball, tennis, waterpolo, golf, basketball, etc.) is a great way help reduce obesity and kids struggling with depression, or low self esteem."</p> |  <p>"More parks for seniors and families. ADA equipment for seniors and individuals with special needs."<br/>"Senior center closer."</p> |  <p>"I don't feel safe by myself after dark anywhere, because of the homeless"<br/>"Ensure adequate fire prevention. Ensure homeless population does not overrun facilities."<br/>"please stop the homeless encampments. please have clean and safe restrooms."</p> |



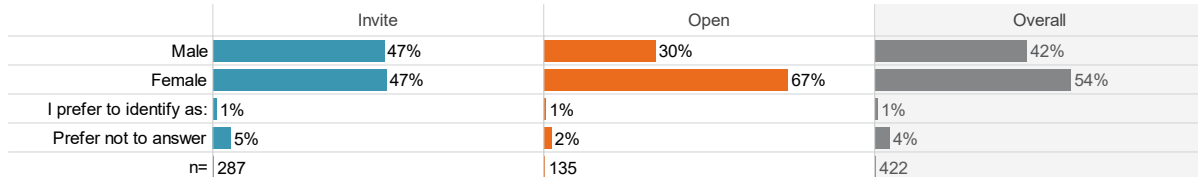
## DEMOGRAPHICS



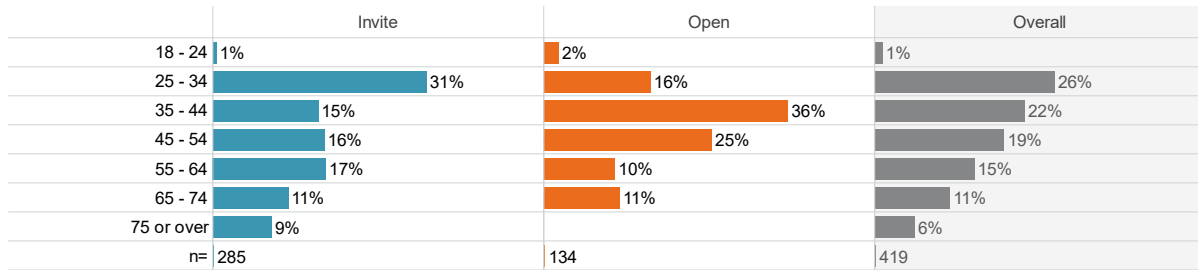
# GENDER & AGE

The Invite sample was weighted by gender and age using US Census data to better represent JARPD.

Please indicate the gender with which you identify:



What is your age?



Source: RRC

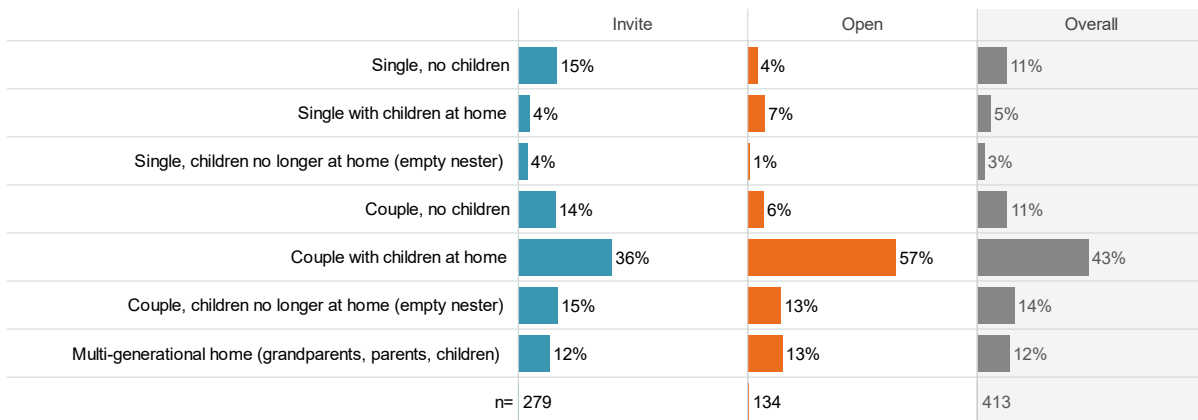


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# HOUSEHOLD MAKEUP

Less than half of Invite respondents do not have children at home (48%), while 77% of the Open link sample currently live with children.

Which of these categories best applies to your household?



Source: RRC



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## DOG OWNERSHIP & RESIDENCE OWNERSHIP

Two-thirds of Invite respondents own a dog, and the majority (93%) also own their homes. The Open link sample is less likely to own their home or a dog.

Do you or a member of your household own a dog?

|     | Invite | Open | Overall |
|-----|--------|------|---------|
| Yes | 66%    | 60%  | 64%     |
| No  | 34%    | 40%  | 36%     |
| n=  | 286    | 133  | 419     |

Source: RRC

Do you rent or own your residence in the JARPD?

|       | Invite | Open | Overall |
|-------|--------|------|---------|
| Own   | 93%    | 90%  | 92%     |
| Rent  | 6%     | 5%   | 6%      |
| Other | 1%     | 5%   | 2%      |
| n=    | 283    | 135  | 418     |

Source: RRC



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## VOTER REGISTRATION STATUS & ADA NEEDS

A majority of Invite respondents (87%) are registered voters. A greater share of Invite respondents do have a need for ADA-accessible facilities and services (11% and 9% respectively).

Are you a registered voter in the JARPD?

|     | Invite | Open | Overall |
|-----|--------|------|---------|
| Yes | 87%    | 86%  | 87%     |
| No  | 13%    | 14%  | 13%     |
| n=  | 279    | 133  | 412     |

Source: RRC

Does your household have a need for ADA-accessible (Americans with Disabilities) facilities and services?

|     | Invite | Open | Overall |
|-----|--------|------|---------|
| Yes | 11%    | 9%   | 10%     |
| No  | 89%    | 91%  | 90%     |
| n=  | 281    | 132  | 413     |

Source: RRC



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# ETHNICITY & RACE

The Invite sample was weighted by ethnicity to better represent the District. A large portion of both samples consider themselves another race than the ones identified.

Are you of Spanish, Hispanic, or Latino origin?

|     | Invite | Open | Overall |
|-----|--------|------|---------|
| Yes | 68%    | 56%  | 64%     |
| No  | 32%    | 44%  | 36%     |
| n=  | 279    | 133  | 412     |

What race do you consider yourself to be? (CHECK ALL THAT APPLY)

|  | Invite | Open | Overall |
|--|--------|------|---------|
| American Indian and Alaska Native          | 8%     | 4%   | 6%      |
| Asian                                      | 7%     | 5%   | 6%      |
| Black or African American                  | 3%     | 2%   | 3%      |
| White                                      | 54%    | 66%  | 58%     |
| Native Hawaiian and Other Pacific Islander | 1%     | 1%   | 1%      |
| Some other race                            | 35%    | 29%  | 33%     |
| n=   | 265    | 128  | 393     |

Source: RRC



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# INCOME

Among Invite respondents, 46% earn an annual income below \$100,000 compared to 36% of Open link respondents.

Which of these categories best describes the total gross annual income of your household (before taxes)?

|                   | Invite | Open | Overall |
|-------------------|--------|------|---------|
| Under \$25,000    | 8%     | 1%   | 5%      |
| \$25,000-49,000   | 16%    | 6%   | 13%     |
| \$50,000-74,999   | 12%    | 11%  | 12%     |
| \$75,000-99,999   | 10%    | 18%  | 12%     |
| \$100,000-149,999 | 28%    | 30%  | 29%     |
| \$150,000-199,999 | 16%    | 16%  | 16%     |
| \$200,000-249,999 | 6%     | 11%  | 8%      |
| \$250,000 or more | 4%     | 7%   | 5%      |
| n=                | 256    | 125  | 381     |

Source: RRC



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# THANK YOU!

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80303

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**Q5: What would assist you or members of your household to use JARPD facilities more? (CHECK ALL THAT APPLY)**

| Respondent ID | area  | src    | Response   |
|---------------|---|--------|--|
| 533           | District 1  | Open   | A football field   |
| 130           | District 4  | Invite | A master guide to all parks in the city  |
| 414           | District 3<br>- I live in the City of Jurupa Valley | Open   | Adding more lights to soccer fields at region 462 AYSO would greatly help the space to be used more efficiently.   |
| 354           | District 2  | Open   | Additional pickleball courts or splash pad. Serrano ranch park would be ideal  |
| 504           | District 3<br>- I live in the City of Jurupa Valley | Open   | Additional softball and baseball fields  |
| 520           | District 3<br>- I live in the City of Jurupa Valley | Open   | Air conditioning at the gym used for summer basketball   |
| 517           | District 5  | Open   | Alcohol use and littering on Loring ranch road due to adult soccer teams drinking after games  |
| 57            | District 1  | Invite | Allow zip codes within Jarpd to use Eastvales community offerings without an outside area fee as the same jarpd runs Both areas  |
| 538           | District 3<br>- I live in the City of Jurupa Valley | Open   | An adequate field to practice/play football and use the snack bar  |
| 127           | District 3<br>- I live in the City of Jurupa Valley | Invite | Ask yourself, Where can a 16 year old boy go and shoot baskets indoors Mon-Fri after 330 pm daily, Not one place you have made a way for that to be possible, It's a shame |
| 167           | District 1  | Invite | Availability of programs. They fill up or don't call back and events are overcrowded especially for parking  |
| 383           | District 4  | Open   | Baseball/Softball complex. Designed for that sole purpose. 6 ball fields, parking, shade, Snackbar, large restrooms, etc   |

## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area  | src    | Response   |
|---------------|---|--------|--|
| 555           | District 3<br>- I live in the City of Jurupa Valley | Open   | Bathrooms a limonite meadow Park   |
| 552           | District 5  | Open   | Beautifying the parks that are being forgotten like veterans memorial Park-Fields, bleachers, concession stand/ bathroom facility, shading |
| 90            | District 3<br>- I live in the City of Jurupa Valley | Invite | Being able to use when I retire  |
| 528           | District 3<br>- I live in the City of Jurupa Valley | Open   | Being treated with more respect by the staff at the Eddie Dee center.  |
| 407           | District 2  | Open   | better Lighting  |
| 458           | District 3<br>- I live in the City of Jurupa Valley | Open   | Better lighting on soccer fields for ayso 462  |
| 534           | District 5  | Open   | Better maintenance of Memorial Park meaning better restrooms,field condition,lights, parking,snack bars, and safety.                       |
| 179           | District 2  | Invite | clean/safe restrooms   |
| 17            | District 3<br>- I live in the City of Eastvale      | Invite | Connect the Santa Ana river trail to Eastvale and Corona   |
| 102           |   | Invite | Decreased drug users (ppl often visit this facilities to use marajuana, vape, etc)   |
| 3             | District 5  | Invite | EV Charging stations   |
| 540           | District 1  | Open   | Football field with bleachers. Working snack bar at Veterans Memorial Park. Better restrooms at Veterans Memorial Park.                    |

## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area   | src    | Response   |
|---------------|--|--------|--|
| 559           | District 5   | Open   | I'm a coach and my son plays for the Jurupa Steelers . we practice at memorial park in rubidoux and are very disappointed in how the park is maintained there is trash and the restrooms are DISGUSTING most of the kids on my team don't even want to use the restrooms and will hold it which is not heat hot for 12 year old boys. The field is also in bad condition with many many many holes dirt patches and worst of all our field is infested with ANTS and our kids get bite daily these are just some things that I believe the city should fix FOR OUR KIDS. |
| 140           | District 3<br>- I live in the City of Jurupa Valley                      | Invite | Keeping them clean, and getting rid of all homeless  |
| 509           | District 1   | Open   | less homeless  |
| 450           | District 1   | Open   | Lighted soccer fields  |
| 373           | District 3<br>- I live in the City of Jurupa Valley                      | Open   | Lighted soccer fields at rancho Jurupa and centennial  |
| 524           | District 5   | Open   | Lighted Soccer Fields  |
| 400           | District 3<br>- I live in the City of Jurupa Valley                      | Open   | Lighting in Soccer Park and Centennial Park  |
| 369           | I do not live in the District, but use parks, facilities and/or programs | Open   | Lights at Rancho Jurupa SC   |
| 505           | District 4   | Open   | Lights on for longer periods or during winter  |
| 405           | I do not live in the District, but use parks, facilities and/or programs | Open   | Lights on outdoor fields   |

Jurupa Area Recreation & Park District Community Needs  
Comments

| Respondent ID | area   | src    | Response  |
|---------------|--|--------|---|
| 557           | District 2   | Open   | more parks, more bike trails  |
| 418           | District 5   | Open   | more variety of classes, other vendors of classes   |
| 86            | District 4   | Invite | More access to splash pads  |
| 463           | District 3<br>- I live in<br>the City<br>of Jurupa<br>Valley | Open   | More basquetbol área  |
| 366           | District 5   | Open   | More lighted fields at Rancho Jurupa Sports Park and at Centennial                                      |
| 155           | District 2   | Invite | More lighting at Rancho Jurupa Sports Park  |
| 385           | District 3<br>- I live in<br>the City<br>of Jurupa<br>Valley | Open   | More lighting in grass fields at Rancho Jurupa sports park  |
| 558           | District 3<br>- I live in<br>the City<br>of Jurupa<br>Valley | Open   | More outdoor activities for seniors, like tai chi.  |
| 29            | District 4   | Invite | More parking where large events are held  |
| 428           | District 5   | Open   | More parks closer to where I love   |
| 104           | District 3<br>- I live in<br>the City<br>of<br>Eastvale      | Invite | More senior exercise programs, but at a later time, not so early in the morning.<br>Dog training class. |
| 105           | District 3<br>- I live in<br>the City<br>of Jurupa<br>Valley | Invite | Need public tennis courts   |
| 522           | District 1   | Open   | Our family would visit tennis courts frequently instead of having to use facilities outside of our city |
| 415           | District 1   | Open   | Parking   |
| 42            | District 1   | Invite | Prevent homeless from lingering in native/park areas  |



## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area  | src    | Response  |
|---------------|---|--------|---|
| 556           | District 3<br>- I live in the City of Jurupa Valley | Open   | Provide more tennis and pickle ball courts in Mira Loma   |
| 172           | District 1  | Invite | Racquetball courts  |
| 160           | District 2  | Invite | Remove the dangerous homeless people  |
| 124           | District 5  | Invite | Removing Homeless from those areas  |
| 393           | District 4  | Open   | safe visible walking trails, instead of having to deal with driving and parking at mount rubidoux   |
| 387           | District 3<br>- I live in the City of Jurupa Valley | Open   | Senior pool activity  |
| 446           | District 3<br>- I live in the City of Jurupa Valley | Open   | Senior trips, pickle ball, Senior water aerobics  |
| 159           | District 3<br>- I live in the City of Jurupa Valley | Invite | Stop selling out and build crap   |
| 137           | District 1  | Invite | swimming pool in Pedley   |
| 361           | District 1  | Open   | tennis court  |
| 84            | District 4  | Invite | The homeless have taken over the area. We have to go to eastvale to play sports and participate in activities because Jurupa does not offer anything close to what eastvale offers. Having a fairground to host events or rodeos would be a great idea like norco has theirs. |
| 525           | District 4  | Open   | Theme parks (Dinosaur/Planes/Legos  |
| 157           | District 1  | Invite | Walk past on Camino Real (complete sidewalk to end on limite)   |
| 39            | District 4  | Invite | Want trails that connect the community and maybe even to ones outside lie to eastvale trails.   |
| 549           | District 3<br>- I live in the City of Jurupa Valley | Open   | Way too many homeless hanging around or people smoking weed.  |

## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area  | src    | Response   |
|---------------|---|--------|--|
| 397           | District 3<br>- I live in the City of Jurupa Valley | Open   | We are retired but bring grandkids to the parks. I wish for more shaded areas and water features   |
| 134           | District 3<br>- I live in the City of Eastvale      | Invite | We should not be charged to use public facilities or programs when we already pay taxes for the service such as Christmas events in halloween events                     |
| 519           |   | Open   | What is going on with sunshine rescue on riverview? Been there several years doing nothing but taking up park space' looks like someone's personal tax shelter?          |
| 539           | District 3<br>- I live in the City of Jurupa Valley | Open   | You really need to have more help in the outdoors sports and better enthusiasm from the coaches and just make it interesting for what we pay for the sport we registered |
| 358           | District 3<br>- I live in the City of Eastvale      | Open   | Youth sports are outside for the older kids and it's too hot in the summer.  |

## Jurupa Area Recreation & Park District Community Needs Comments



**Q6: Please rate how important the following facilities and services are to your household. Please provide an answer even if you have not used the facility or service.**

| Respondent ID | area  | src    | Response  |
|---------------|---|--------|---|
| 84            | District 4  | Invite | A track to run because we can't use the high schools  |
| 517           | District 5  | Open   | Activities for 3 year olds  |
| 144           | District 3<br>- I live in the City of Jurupa Valley | Invite | adult classed like yoga, pilates, zumba that is after working hrs or weekends. with work the schedule offered in the mrgng is not feasible for someone that works m-f 9-5 |
| 127           | District 3<br>- I live in the City of Jurupa Valley | Invite | After school Indoor Basketball Courts for practice and pickup games   |
| 39            | District 4  | Invite | Big swimming pool where kids can learn to swim  |
| 44            | District 4  | Invite | Bike lanes and trails added for easy accessibility  |
| 417           | District 5  | Open   | Bike paths for children   |
| 10            | District 4  | Invite | BMX pump track  |
| 3             | District 5  | Invite | Clean Restrooms   |
| 549           | District 3<br>- I live in the City of Jurupa Valley | Open   | Community Events like 5k's, 10k's, or Charity Events for Volunteering.  |
| 442           | District 3<br>- I live in the City of Jurupa Valley | Open   | Cooking programs and creative writing for Adults  |
| 149           | District 3<br>- I live in the City of Jurupa Valley | Invite | Eddie Smith Senior Center   |
| 167           | District 1  | Invite | Horse arena lighting!!!   |
| 524           | District 5  | Open   | Lighted soccer fields   |
| 505           | District 4  | Open   | Lights on   |
| 541           | District 1  | Open   | Memorial park   |

Jurupa Area Recreation & Park District Community Needs  
Comments

| Respondent ID | area   | src    | Response                             |
|---------------|--|--------|--------------------------------------|
| 534           | District 5   | Open   | Memorial Park                        |
| 543           | I do not live in the District, but use parks, facilities and/or programs | Open   | More soccer fields with lights       |
| 57            | District 1   | Invite | More sports programs openings        |
| 403           | District 4   | Open   | mountain bike trails                 |
| 102           |  | Invite | Park Rangers/Security/Safety         |
| 418           | District 5   | Open   | parks for all ages not just toddlers |
| 354           | District 2   | Open   | Pickleball courts                    |
| 520           | District 3<br>- I live in the City of Jurupa Valley                      | Open   | Pickleball courts                    |
| 48            | District 1   | Invite | PICKLEBALL                           |
| 384           | District 4   | Open   | Playgrounds                          |
| 128           | District 3<br>- I live in the City of Jurupa Valley                      | Invite | Pool                                 |
| 529           | District 3<br>- I live in the City of Eastvale                           | Open   | Pool                                 |
| 172           | District 1   | Invite | Racquetball courts                   |
| 387           | District 3<br>- I live in the City of Jurupa Valley                      | Open   | senior                               |
| 107           | District 5   | Invite | senior centers                       |

## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area  | src    | Response  |
|---------------|---|--------|---|
| 104           | District 3<br>- I live in the City of Eastvale      | Invite | Senior activities   |
| 528           | District 3<br>- I live in the City of Jurupa Valley | Open   | Senior groups   |
| 393           | District 4  | Open   | sidewalks   |
| 157           | District 1  | Invite | Sidewalks   |
| 137           | District 1  | Invite | swimming pool in Pedley   |
| 361           | District 1  | Open   | tennis court  |
| 105           | District 3<br>- I live in the City of Jurupa Valley | Invite | Tennis courts   |
| 522           | District 1  | Open   | Tennis courts   |
| 556           | District 3<br>- I live in the City of Jurupa Valley | Open   | Tennis courts and pickle ball court   |
| 544           | District 5  | Open   | The safety and security is a big issue but also the closest park to me is a 45 minute walk.           |
| 176           | District 5  | Invite | Trails need clean-up and safety   |
| 358           | District 3<br>- I live in the City of Eastvale      | Open   | Would like to have youth and adult yoga combined. I want to take my daughter with me to yoga classes. |
| 370           | District 1  | Open   | Would love some tennis courts, so I do not have to go to Eastville every time                         |
| 538           | District 3<br>- I live in the City of Jurupa Valley | Open   | Youth Track and fiels   |

## Jurupa Area Recreation & Park District Community Needs Comments



**Q7: Please rate how you think the following programs and services are currently meeting the needs of the community. Please provide an answer even if you have not used the program or service.**

| Respondent ID | area   | src    | Response   |
|---------------|--|--------|--|
| 442           | District 3 - I live in the City of Jurupa Valley | Open   | Cooking, music classes and creative writing  |
| 3             | District 5                                       | Invite | EV Charging  |
| 534           | District 5                                       | Open   | Football is being push aside because soccer and Our Mayor being the president of AYSO. |
| 538           | District 3 - I live in the City of Jurupa Valley | Open   | Futsal, lacrosse and football should not be with soccer                                |
| 167           | District 1                                       | Invite | Horse arena lighting doesn't exist!!!  |
| 59            | District 3 - I live in the City of Eastvale      | Invite | Information and invitation   |
| 524           | District 5                                       | Open   | Lighted soccer fields  |
| 385           | District 3 - I live in the City of Jurupa Valley | Open   | Lighting in soccer field at Rancho Jurupa sports park                                  |
| 541           | District 1                                       | Open   | Memorial park  |
| 505           | District 4                                       | Open   | more community activities. classes   |
| 403           | District 4                                       | Open   | need monutain bike trails  |

## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area   | src    | Response   |
|---------------|--|--------|--|
| 39            | District 4                                       | Invite | Need a big community swimming pool on for adult swim laps and one for kids |
| 157           | District 1                                       | Invite | No communication   |
| 84            | District 4                                       | Invite | No track for people to run. We can't use the high school                   |
| 102           |  | Invite | Park Safety/Limit drug use   |
| 354           | District 2                                       | Open   | Pickleball courts  |
| 520           | District 3 - I live in the City of Jurupa Valley | Open   | Pickleball courts  |
| 529           | District 3 - I live in the City of Eastvale      | Open   | Pool   |
| 549           | District 3 - I live in the City of Jurupa Valley | Open   | Safety / Cleanliness   |
| 387           | District 3 - I live in the City of Jurupa Valley | Open   | senior pool  |
| 107           | District 5                                       | Invite | Senior Centers   |
| 104           | District 3 - I live in the City of Eastvale      | Invite | Senior exercises   |

## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area   | src    | Response  |
|---------------|--|--------|---|
| 528           | District 3 - I live in the City of Jurupa Valley | Open   | Senior groups   |
| 137           | District 1                                       | Invite | Swimming pool in Pedley   |
| 105           | District 3 - I live in the City of Jurupa Valley | Invite | Tennis courts   |
| 370           | District 1                                       | Open   | There are no tennis courts in Jurupa Valley                                       |
| 525           | District 4                                       | Open   | Too many equestrian facilities not being used. Please shift to kid friendly needs |
| 393           | District 4                                       | Open   | walking trails in our area  |



## Jurupa Area Recreation & Park District Community Needs Comments



**Q8: What are the greatest needs for facilities, amenities, and programs to be added in JARPD over the next 5 to 10 years?**

| Respondent ID | area  | src    | Response   |
|---------------|---|--------|--|
| 156           | District 5  | Invite | 2  |
| 103           | District 3<br>- I live in the City of Eastvale      | Invite | Add Cameras and lighting for extra security  |
| 157           | District 1  | Invite | Add more walkways  |
| 392           | District 3<br>- I live in the City of Jurupa Valley | Open   | Adding additional lighting to Rancho Jurupa Sports Park and Centennial Park would be phenomenal.   |
| 528           | District 3<br>- I live in the City of Jurupa Valley | Open   | Better staff at senior centers. Eddie Dee staff is great. But the senior center on chestnut has absolutely rude and inconsiderate and offensive staff including manager. |
| 383           | District 4  | Open   | Build a Baseball/Softball complex  |
| 530           | District 4  | Open   | Clean up the existing parks and properly maintain them.  |
| 104           | District 3<br>- I live in the City of Eastvale      | Invite | Closer, senior citizens facilities   |
| 59            | District 3<br>- I live in the City of Eastvale      | Invite | Communication information and invitation to all community  |
| 132           |   | Invite | Crear actividades para personas mayores  |
| 49            | District 1  | Invite | Create active transportation connectivity to surrounding communities.  |
| 407           | District 2  | Open   | def lighting   |
| 505           | District 4  | Open   | develop safe and appropriate parking, access and trails to and along to river for equestrian use, bike use, hiking use and enjoyment of river.                           |
| 167           | District 1  | Invite | Equestrian arena lighting till 10 pm   |
| 3             | District 5  | Invite | EV Charging  |

Jurupa Area Recreation & Park District Community Needs  
Comments

| Respondent ID | area  | src    | Response  |
|---------------|---|--------|---|
| 538           | District 3<br>- I live in the City of Jurupa Valley | Open   | Field to play/practice football   |
| 120           | District 5  | Invite | Fix memorial park fields and Avalon park  |
| 487           | District 3<br>- I live in the City of Eastvale      | Open   | Improve restrooms and water fountains at the parks  |
| 19            | District 5  | Invite | Improve safety for hikers   |
| 415           | District 1  | Open   | Increase parking at sports Park and keep both gates open  |
| 378           | District 5  | Open   | Indoor basketball courts.   |
| 127           | District 3<br>- I live in the City of Jurupa Valley | Invite | Indoor Basketball Courts  |
| 534           | District 5  | Open   | JR Football is growing and needs to be considered when updating and building new parks.   |
| 366           | District 5  | Open   | Lighted Soccer Fields   |
| 416           | District 3<br>- I live in the City of Jurupa Valley | Open   | Lighting at sport parks   |
| 400           | District 3<br>- I live in the City of Jurupa Valley | Open   | Lighting at sports parks like Rancho Jurupa Regional and Centennial Park  |
| 155           | District 2  | Invite | More lighting   |
| 517           | District 5  | Open   | More police and security at Loring Ranch Road behind sports park. Lots of illegal drinking and activitoes after adult soccer games. |
| 404           | District 3<br>- I live in the City of Jurupa Valley | Open   | More public soccer fields   |

## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area   | src    | Response   |
|---------------|--|--------|--|
| 504           | District 3<br>- I live in the City of Jurupa Valley                      | Open   | More softball baseball fields  |
| 542           | District 4   | Open   | New crosswalk on Sierra and Volcano. Additional lighting on the stop signs themselves (solar lights surrounding sign). |
| 549           | District 3<br>- I live in the City of Jurupa Valley                      | Open   | No loitering restrictions.   |
| 478           | I do not live in the District, but use parks, facilities and/or programs | Open   | Offer more events  |
| 102           |  | Invite | Public Safety at Parks   |
| 385           | District 3<br>- I live in the City of Jurupa Valley                      | Open   | Rancho Jurupa Sports   |
| 4             | District 2   | Invite | Rest room  |
| 176           | District 5   | Invite | safety on trails   |
| 54            | District 4   | Invite | Safety at park   |
| 488           | District 1   | Open   | Security   |
| 501           | District 3<br>- I live in the City of Jurupa Valley                      | Open   | Security on trails and parks   |
| 107           | District 5   | Invite | Senior Centers   |
| 396           | District 3<br>- I live in the City of Jurupa Valley                      | Open   | Sports program all year long for the youth and teenagers   |

## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area  | src    | Response   |
|---------------|---|--------|--|
| 133           | District 3<br>- I live in the City of Jurupa Valley | Invite | street lights please, it is so dangerous for anyone who is walking at night  |
| 137           | District 1  | Invite | Swimming pool in Pedley  |
| 370           | District 1  | Open   | Tennis courts  |
| 84            | District 4  | Invite | Track to run   |
| 541           | District 1  | Open   | Update memorial park   |
| 525           | District 4  | Open   | Update picknicking not necessary trails. Update walking and biking trails (they do not have to connect to horse trails.  |
| 540           | District 1  | Open   | Veteran Memorial Park should be first for lights!!!!   |
| 39            | District 4  | Invite | With rivedside going to heat up in the next decade we need swimming pools to give kids&adukts a place to go to cool down and have fun...will help with mental happiness in hit summers |

## Jurupa Area Recreation & Park District Community Needs Comments



### Q15: Do you or someone in your household own a horse?

| Respondent ID | area  | src    | Response |
|---------------|---|--------|----------|
| 53            | District 3<br>- I live in the City of Jurupa Valley | Invite | 1        |
| 62            | District 3<br>- I live in the City of Jurupa Valley | Invite | 1        |
| 78            | District 4  | Invite | 1        |
| 124           | District 5  | Invite | 1        |
| 128           | District 3<br>- I live in the City of Jurupa Valley | Invite | 1        |
| 130           | District 4  | Invite | 1        |
| 131           | District 2  | Invite | 1        |
| 133           | District 3<br>- I live in the City of Jurupa Valley | Invite | 1        |
| 137           | District 1  | Invite | 1        |
| 161           | District 3<br>- I live in the City of Jurupa Valley | Invite | 1        |
| 378           | District 5  | Open   | 1        |
| 385           | District 3<br>- I live in the City of Jurupa Valley | Open   | 1        |
| 481           | District 2  | Open   | 1        |
| 508           | District 1  | Open   | 1        |

Jurupa Area Recreation & Park District Community Needs  
Comments

| Respondent ID | area   | src    | Response |
|---------------|--|--------|----------|
| 551           | District 1   | Open   | 1        |
| 7             | District 3<br>- I live in<br>the City<br>of Jurupa<br>Valley | Invite | 2        |
| 9             | District 2   | Invite | 2        |
| 32            | District 3<br>- I live in<br>the City<br>of Jurupa<br>Valley | Invite | 2        |
| 125           | District 5   | Invite | 2        |
| 129           | District 2   | Invite | 2        |
| 159           | District 3<br>- I live in<br>the City<br>of Jurupa<br>Valley | Invite | 2        |
| 179           | District 2   | Invite | 2        |
| 367           | District 2   | Open   | 2        |
| 372           | District 3<br>- I live in<br>the City<br>of Jurupa<br>Valley | Open   | 2        |
| 384           | District 4   | Open   | 2        |
| 388           | District 5   | Open   | 2        |
| 392           | District 3<br>- I live in<br>the City<br>of Jurupa<br>Valley | Open   | 2        |
| 401           | District 4   | Open   | 2        |
| 408           | District 2   | Open   | 2        |
| 529           | District 3<br>- I live in<br>the City<br>of<br>Eastvale      | Open   | 2        |

## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area   | src    | Response |
|---------------|--|--------|----------|
| 548           | District 3<br>- I live in the City of Jurupa Valley                      | Open   | 2        |
| 26            | District 3<br>- I live in the City of Jurupa Valley                      | Invite | 3        |
| 98            | District 3<br>- I live in the City of Jurupa Valley                      | Invite | 3        |
| 399           | I do not live in the District, but use parks, facilities and/or programs | Open   | 3        |
| 91            | District 3<br>- I live in the City of Jurupa Valley                      | Invite | 4        |
| 167           | District 1   | Invite | 4        |
| 105           | District 3<br>- I live in the City of Jurupa Valley                      | Invite | 5        |
| 84            | District 4   | Invite | 10       |
| 51            | District 3<br>- I live in the City of Jurupa Valley                      | Invite | 18       |

## Jurupa Area Recreation & Park District Community Needs Comments



**Q19: How do you currently receive information on parks and recreation facilities, programs, and services offered by JARPD?**

| Respondent ID | area   | src    | Response  |
|---------------|--|--------|---|
| 176           | District 5   | Invite | Banner on Limonite  |
| 118           | District 1   | Invite | banners   |
| 23            | District 3<br>- I live in the City of Jurupa Valley                      | Invite | Banners at parks  |
| 62            | District 3<br>- I live in the City of Jurupa Valley                      | Invite | concert booth / tent  |
| 512           | District 3<br>- I live in the City of Jurupa Valley                      | Open   | ENewsletters I re everything from Camber of Commerce, Reach Out |
| 538           | District 3<br>- I live in the City of Jurupa Valley                      | Open   | Friends   |
| 405           | I do not live in the District, but use parks, facilities and/or programs | Open   | Google search   |
| 167           | District 1   | Invite | It is mailed. And the parks and rec building is always closed   |
| 32            | District 3<br>- I live in the City of Jurupa Valley                      | Invite | mail  |
| 3             | District 5   | Invite | Mail  |



## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area  | src    | Response                   |
|---------------|---|--------|----------------------------|
| 77            | District 3<br>- I live in the City of Jurupa Valley | Invite | Mail                       |
| 102           |   | Invite | Mail                       |
| 149           | District 3<br>- I live in the City of Jurupa Valley | Invite | Mail                       |
| 360           | District 3<br>- I live in the City of Jurupa Valley | Open   | News Media/ Posters        |
| 37            | District 3<br>- I live in the City of Jurupa Valley | Invite | None                       |
| 59            | District 3<br>- I live in the City of Eastvale      | Invite | Occasionally a letter      |
| 481           | District 2  | Open   | Talking to jarpd employees |

## Jurupa Area Recreation & Park District Community Needs Comments



**Q21: Do you have any further comments about parks, recreation facilities and services provided by the JARPD?**

| Respondent ID | area   | src    | Response   |
|---------------|--|--------|--|
| 32            | District 3 - I live in the City of Jurupa Valley | Invite | Acting in a preventative manner would save a lot of money and maintain the natural growth of trees and plants. Trimming trees before branches break, removing dead trees, etc. |
| 137           | District 1                                       | Invite | All I badly need is a lap swimming pool in Pedley area.  |
| 233           | District 3 - I live in the City of Jurupa Valley | Invite | All unnecessary at this time. We need all our streets repaired!  |
| 343           | District 3 - I live in the City of Jurupa Valley | Invite | All unnecessary at this time. We need all our streets repaired!  |
| 116           | District 4                                       | Invite | As a homeowner in Jurupa we currently pay extremely high property taxes. Why are you asking for more?  |
| 392           | District 3 - I live in the City of Jurupa Valley | Open   | As previously mentioned, I would love to see additional lighting at Rancho Jurupa Sports park and Centennial Park.   |
| 532           | District 4                                       | Open   | Attention is needed to parks that have been established for years rather than creating new parks. Football fields for our youth football program is desperately needed.        |
| 270           | District 1                                       | Invite | Bathroom cleanliness and security important  |
| 315           | District 3 - I live in the City of Eastvale      | Invite | Better/more equestrian trails, adult activities, and improve existing parks/access   |

## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area   | src    | Response  |
|---------------|--|--------|---|
| 234           | District 3 - I live in the City of Jurupa Valley | Invite | Brochure arrives - not enough time to plan activity. Many activities offered are late   |
| 157           | District 1                                       | Invite | Build a playground and park near me, with in walking distance. Please!!!! Thank you   |
| 335           | District 1                                       | Invite | Build up pickleball programs. I have to leave Jurupa to play pickleball.  |
| 381           | District 3 - I live in the City of Jurupa Valley | Open   | Clay park needs updated playground equipment and new basketball courts.   |
| 351           |  | Invite | Clay Park needs updating. Parks said no to splash pad due to high water pressure- now lowered with new project across clay. Put in a splash pad, get rid of giant cat box. JV also has no handball courts |
| 238           | District 2                                       | Invite | Clean up our parks- get homeless people out of the parks and parking lots. Parks are not to house the homeless!   |
| 185           | District 3 - I live in the City of Jurupa Valley | Invite | Community yard sale- get more kids involved in Girl Scouts and Boy Scouts, Eastvale   |
| 269           |  | Invite | Cost too much   |
| 348           |  | Invite | Cost too much   |
| 190           | District 1                                       | Invite | District 1 I neglected. Clay Park needs splash pad now that water pressure has been lowered. Get rid of the giant cat box at Clay Park and put something useful in, handball courts?                      |
| 280           | District 1                                       | Invite | District 1 I neglected. Clay Park needs splash pad now that water pressure has been lowered. Get rid of the giant cat box at Clay Park and put something useful in, handball courts?                      |
| 258           | District 3 - I live in the City of Jurupa Valley | Invite | Do not go outdoors due to health issues   |

## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area   | src    | Response  |
|---------------|--|--------|---|
| 250           | District 3 - I live in the City of Jurupa Valley | Invite | Dog park is poorly maintained. People have gotten seriously hurt from lack of maintenance   |
| 320           | District 5                                       | Invite | Don't know, haven't had the opportunity to use any  |
| 253           | District 3 - I live in the City of Jurupa Valley | Invite | Don't use any services  |
| 308           | District 3 - I live in the City of Jurupa Valley | Invite | Don't use any services  |
| 33            | District 3 - I live in the City of Jurupa Valley | Invite | Emphasis on connecting the bike paths to allow travel to neighboring cities without having to use streets due to the increased traffic.   |
| 42            | District 1                                       | Invite | Ensure adequate fire prevention. Ensure homeless population does not overrun facilities.  |
| 3             | District 5                                       | Invite | EV charging attracts my family as we can play with our dog while we wait for the car to charge.   |
| 368           | District 3 - I live in the City of Jurupa Valley | Open   | Everyone at the park and recreation office and off suite are super helpful and friendly. All the instructors are wonderful and great with the kids. Thank You   |
| 134           | District 3 - I live in the City of Eastvale      | Invite | Fences around the skate parks are damaged and destroyed for years and ruffraff teenagers usually push out families because of their cussing smoking and doing drugs. There needs to be someone securing these areas in enforcing. |

## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area   | src    | Response  |
|---------------|--|--------|---|
| 31            | District 3 - I live in the City of Eastvale      | Invite | First Eastvale NOT Eastville! I hate that the tax dollars from New homes have gone to create a new park that is over run by people from older part of Jurupa Valley. I hate that money was wasted to build a community center that serves no real purpose. Everytime I pass that building I get mad ... no pool, no rose garden, just a huge parking lot that is mainly used for park overflow parking. I think I pay enough so let the people who hog up the park pay their share. And I don't get why our money is being wasted on equestrian anything ... we are not NORCO. If some people have houses in jurupa valley that's not my problem... the money should be spent on things that benefit all residents not just a few.  |
| 559           | District 5                                       | Open   | FIX THE PARKS FOR THE KIDS  |
| 212           | District 4                                       | Invite | Good job on Shadow Rock, very nice  |
| 86            | District 4                                       | Invite | Great work at Shadow Rock Park. Please continue to improve Sunnyslope and add another park.   |
| 283           | District 1                                       | Invite | Higher tax to fund JARPD- long overdue. What the hell is a Colby???   |
| 149           | District 3 - I live in the City of Jurupa Valley | Invite | I am a Disabled Senior, former RN of 35 years. I am very pleased with the Eddie Dee Senior Center's out reach and programs run by Debbie the Facility Manager. She is a true professional, proactive, multi-tasker and so much more. They recently added the second lunch time to accommodate the communities growing need for warm lunches and Fire Department compliance. I've only participated in 2 days so far but saw that the food was nourishing, substantial. Recently she dawned a hairnet as she helped to serve. Nothing too small nothing or too great for her to provide good service for her community residents. It is my hope that you will provide the necessary needs to that facility as it will go to good use and there are many people who are there on a daily basis looking for nutritional and emotional support systems, indoor recreation and more. This is ALL being facilitated at that location. I also would like for someone to acknowledge her hopefully in a tangible way for a job very, very, well done!!! Should you need to contact me or have further questions, I can be reached at 626-347-5102. Berlinda Bahnam or berlinda.bahnam@gmail.com |
| 191           | District 4                                       | Invite | I don't feel safe by myself after dark anywhere, because of the homeless  |
| 297           | District 1                                       | Invite | I don't support new taxes! I support eliminating wasteful spending of the tax revenue that is collected. Stop park projects and use it for maintenance and developing a new archery range or at least allow archery to be conducted in low use areas, like RC parks and Basin parks.  |
| 259           | District 3 - I live in the City of Jurupa Valley | Invite | I feel that Eastvale got some of the best parks where Jurupa Valley's parks fall apart  |

## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area   | src    | Response  |
|---------------|--|--------|---|
| 327           | District 3 - I live in the City of Jurupa Valley | Invite | I have only used the Senior Center for private services and liked that it was available for renting   |
| 397           | District 3 - I live in the City of Jurupa Valley | Open   | I have seen significant improvements in the 45 years we have lived in Jurupa Valley (formerly known as Rubidoux). I think Jurupa Valley Parks and Recreation have done a terrific job in improving services to the community  |
| 549           | District 3 - I live in the City of Jurupa Valley | Open   | I know it's hard to control, but the homeless dirty the community spaces and make them feel dangerous and not safe for our children and family.   |
| 285           | District 1                                       | Invite | I love walking my dog at parks but am fearful of off leash dogs (mine is reactive). Leash laws are not enforced. This is a BIG problem. Dog feces end up everywhere and I have to leave park when off leash dogs arrive.  |
| 223           | District 2                                       | Invite | I really wish we could have a park in those empty lots between Main St. and Van Buren Blvd, because it's right across from a school and all those new houses  |
| 396           | District 3 - I live in the City of Jurupa Valley | Open   | I strongly believe in health and safety. Having an indoor/outdoor sports program all year long (volleyball, tennis, waterpolo, golf, basketball, etc ) is a great way help reduce obesity and kids struggling with depression, or low self esteem.  |
| 216           | District 2                                       | Invite | I think it is important to keep up the trails and or style of country living  |
| 538           | District 3 - I live in the City of Jurupa Valley | Open   | I truly believe memorial park fields should be catered to football. That is where it all began. Rialto has two fields with stands and a snackbar. You should check into that design. We can practice/play on the same field. 2395 W Sunrise Dr, Rialto, CA. Check it out  |
| 229           | District 1                                       | Invite | I use the PM dog parks daily and appreciate it a lot. Usually well maintained (considering dogs use it too) but the lights need to be replaced, the fencing needs repair (due to dogs peeing on it) and trees that have died need to be replaced. Broken table was reported- remains unrepaired. Eventually regular users make repairs themselves |

## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area   | src    | Response  |
|---------------|--|--------|---|
| 30            | District 3 - I live in the City of Jurupa Valley | Invite | I wish there would be more services for adults, like walk paths with more security in the surroundings Tennis courts  |
| 241           |  | Invite | I'm a senior and don't use many of the facilities!  |
| 293           | District 3 - I live in the City of Jurupa Valley | Invite | I'm a senior and don't use many of the facilities!  |
| 349           |  | Invite | I'm very pleased with what we have  |
| 505           | District 4                                       | Open   | Improve safety, cleanliness and maintenance of existing older parks, especially in the West area, in particular Avalon Park/Wanamaker Gym! My children go there regularly for practice and games in the youth basketball league, and they like to play in park after games or practice with other children playing tag or continue playing basketball or baseball, but fields and outdoor basketball area has holes, litter and are really in bad condition. I have observed transients dealing, living, arguing, defecating, loitering and engaging in conversation with children around and in the park. The gym's AC needs repair, it is really hot during games and practices in the summer! Please improve conditions of the gym and park, replace AC or move youth basketball league to Sky View, at least during summer! |
| 261           | District 3 - I live in the City of Jurupa Valley | Invite | In case you missed my earlier comments, we really need public swimming and water sports   |
| 199           | District 3 - I live in the City of Jurupa Valley | Invite | In my opinion, we need more parks, recreation facilities to the area  |
| 401           | District 4                                       | Open   | increase police visits to parks, any time. during school hours, since high school students visit parks to smoke or use drugs, or couples having sex at day light or night time.   |
| 210           | District 3 - I live in the City of Eastvale      | Invite | Increased security needed, transient use and restroom facilities need upgrading/regular cleaning  |

## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area   | src    | Response  |
|---------------|--|--------|---|
| 127           | District 3 - I live in the City of Jurupa Valley | Invite | Indoor Basketball Courts, Don't ask for one penny more from your residents  |
| 239           | District 3 - I live in the City of Jurupa Valley | Invite | It would be very nice to have nature- hiking trails   |
| 188           | District 3 - I live in the City of Jurupa Valley | Invite | It's important that our city be ahead in the race for evolution. We need to move forward as a community and move beyond the primitive and violent ways of animal exploitation   |
| 251           | District 3 - I live in the City of Jurupa Valley | Invite | Landscaping, shrubs attract bees which is not safe for public use of park at great length   |
| 521           | District 3 - I live in the City of Jurupa Valley | Open   | Maintenance is definitely a factor that needs to be considered. We stopped going to our local splash pad and park due to poor security and maintenance. It sits empty much of the time because of this issue.   |
| 197           | District 2                                       | Invite | May support bond or parcel tax dependent on items it would provide monies for   |
| 541           | District 1                                       | Open   | Memorial park needs to be updated. It's practice facility for Jurupa Steelers jaafootball.. this non profit youth organization has been around for 46 years. The kids in this area deserve better facility.. not to mention it's named Veterans memorial park. Other then the small Veterans memorial wall everything else there is an eyesore.. Veterans deserve a park they can be proud of |
| 45            | District 4                                       | Invite | More activities for kids and shade parks  |



## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area   | src    | Response   |
|---------------|--|--------|--|
| 208           | District 3 - I live in the City of Jurupa Valley | Invite | More fish  |
| 182           | District 5                                       | Invite | More horses, open space and less HOUSES.   |
| 59            | District 3 - I live in the City of Eastvale      | Invite | More information about activities sent to the homes and to schools also in the west end of this area pools splash pads and more activities are needed. Fishing ect...  |
| 526           | District 1                                       | Open   | More parks for seniors and families. ADA equipment for seniors and individuals with special needs.   |
| 338           | District 3 - I live in the City of Jurupa Valley | Invite | More trees on walking trails   |
| 102           |  | Invite | My family, immediate and extended, love to go to parks and recreation areas but we usually drive out of Jurupa Valley and visit facilities and participate in community activities and sports in other cities because we do not feel safety is provided in Jurupa Valley. Parks we have used are memorial park, clay park, and the newer ones on Mission by the cove but when we would visit these locations there were always parked cars around or people using the areas to smoke marijuana or vape. There is broken glass at there locations and just a couple months back a family member was walking for exercise at Clay park when someone broke her car window and stole personal property from her vehicle. Parks in Eastvale and Corona feel more family oriented and safer. It's terrible not to be able to use the parks and recreational facilities/activities in our community because they feel unsafe. |
| 488           | District 1                                       | Open   | My purse was stolen from my vehicle At clay park. Security is needed   |
| 193           | District 2                                       | Invite | Need ADA compliant walkways with lots of shade and clean restrooms!  |
| 313           | District 2                                       | Invite | Need ADA compliant walkways with lots of shade and clean restrooms!  |
| 267           | District 2                                       | Invite | Need designated bus pickup and also rideshare area   |

## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area   | src    | Response  |
|---------------|--|--------|---|
| 331           | District 3 - I live in the City of Jurupa Valley | Invite | Need designated bus pickup and also rideshare area  |
| 366           | District 5                                       | Open   | Need more facilities, especially lighted facilities, for our youth sports programs, all of them.  |
| 524           | District 5                                       | Open   | Need more lighted soccer fields   |
| 211           | District 3 - I live in the City of Jurupa Valley | Invite | Need more open areas, too many houses too close together. More security and maintenance at parks!   |
| 542           | District 4                                       | Open   | Need new crosswalk on Sierra and Volcano. People cross there all the time to avoid walking blocks down to the street light. Need lights surrounding the stop signs on Sierra and Volcano. I've seen too many cars run the stop sign at night due to lack of visibility. |
| 105           | District 3 - I live in the City of Jurupa Valley | Invite | Need public tennis courts   |
| 252           | District 3 - I live in the City of Jurupa Valley | Invite | NEVER used any of these Jurupa facilities! Really not interested, unfortunately this whole area has changed. There are too many horses and dogs!! Both are a nuisance!  |
| 307           | District 3 - I live in the City of Jurupa Valley | Invite | NEVER used any of these Jurupa facilities! Really not interested, unfortunately this whole area has changed. There are too many horses and dogs!! Both are a nuisance!  |
| 90            | District 3 - I live in the City of Jurupa Valley | Invite | No  |

## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area   | src    | Response  |
|---------------|--|--------|---|
| 360           | District 3 - I live in the City of Jurupa Valley | Open   | No  |
| 5             | District 3 - I live in the City of Jurupa Valley | Invite | None  |
| 135           | District 2                                       | Invite | Not at this moment  |
| 49            | District 1                                       | Invite | Parks & recreation represent the heart of a community. The more you keep it healthy, the more the community will be healthy. This is just as important as public safety.  |
| 534           | District 5                                       | Open   | Parks need to be improved. Field conditions, restrooms, lighting, safety, at Memorial park. Football is growing in this community and it is always being push aside because of soccer. It is unfair when parks and Rec ask us to fix snack bar, lighting, pot holes that cause kids broken wrist. Also all the funding from the state to fix our parks went to Vernola park where football got kick out because onces again got push aside. |
| 196           | District 3 - I live in the City of Jurupa Valley | Invite | Pat Merritt Dog Park badly in need of repair and lights are needed. They were there   |
| 220           | District 3 - I live in the City of Jurupa Valley | Invite | Plant more trees  |
| 299           | District 3 - I live in the City of Jurupa Valley | Invite | Plant more trees  |
| 179           | District 2                                       | Invite | please stop the homeless encampments. please have clean and safe restrooms.   |

## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area   | src    | Response  |
|---------------|--|--------|---|
| 525           | District 4                                       | Open   | Please consider separating walking trails and equestrian trails in future surveys. I support walking, biking and exercise trails. I will support a future fee or bond increase when JARPD shifts its mindset from equestrians needs (less than 10% of JV Population) to other households needs and wants that include kid friendly and seniors (90% of JV Population) |
| 540           | District 1                                       | Open   | Please fix Veterans Memorial Park!  |
| 62            | District 3 - I live in the City of Jurupa Valley | Invite | Pool @ Skyview Event Center / Vernola Family Park. I hope this is not a precursor to pushing through another property tax levy or bonds.  |
| 296           | District 3 - I live in the City of Jurupa Valley | Invite | Prevent homeless people to stay overnight, parking or camping or using restroom as bath and shower  |
| 539           | District 3 - I live in the City of Jurupa Valley | Open   | Prices to much and not worth it in the service we receive   |
| 324           | District 4                                       | Invite | Provide facilities for people to hold parties that are super inexpensive so they will use that instead of backyards   |
| 344           | District 4                                       | Invite | Provide facilities for people to hold parties that are super inexpensive so they will use that instead of backyards   |
| 226           | District 3 - I live in the City of Jurupa Valley | Invite | Provide more programs for kids  |
| 232           | District 3 - I live in the City of Jurupa Valley | Invite | Repair streets!!!   |

## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area   | src    | Response   |
|---------------|--|--------|--|
| 342           | District 3 - I live in the City of Jurupa Valley | Invite | Repair streets!!!  |
| 271           | District 3 - I live in the City of Jurupa Valley | Invite | Restrooms must be open and clean, safe for my daughters. No drugs, homeless at parks   |
| 195           | District 2                                       | Invite | Restrooms should be clean and safe in park grounds. Trails should be clean as well   |
| 535           | District 3 - I live in the City of Jurupa Valley | Open   | Safety   |
| 176           | District 5                                       | Invite | Seems like most activities now happen at one corner from my District 5, at Wineville, too far to bike to and participate at. Everything seems to be happening at the new community center or the park by the center. |
| 56            | District 3 - I live in the City of Jurupa Valley | Invite | Senior center closer.  |
| 260           | District 1                                       | Invite | Sometimes I see an event in Eastvale is only for Eastvale residents. Why is that, since my tax dollars support all of JARPD and I live in J.V.?  |
| 206           |  | Invite | Tax payers paid enough, city needs to be fixed, nothing has been done  |
| 257           | District 3 - I live in the City of Jurupa Valley | Invite | Thank you for the effort the parks my family and I visit, are well maintained. Please continue to maintain and build more parks  |

## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area   | src    | Response  |
|---------------|--|--------|---|
| 133           | District 3 - I live in the City of Jurupa Valley | Invite | The equestrian lifestyle is what makes Jurupa Valley, Jurupa Valley. I feel like over the years the district/city has focused on the new developments in the city and relied on them to increase the economic aesthetic of the city. And in the process, some of the older, original areas have been put to the side. While I understand many of the reasons that could have contributed to this, including the recession that must have put a massive strain on the city's resources, times have changed and it feels the city can change its focus from bringing in new people - to update already existing areas - who were the ones that got the city through the rough economic times. whether it be through property taxes, local spending, or community events. I think it's time that they be repaid for their commitment & loyalty to the city they've always known as Mira Loma. I believe that I have seen an effort to improve those areas of the city, but it feels very minimal. There is a theory of urban development that states that everyone should live within a certain distance of a park as it has many benefits - like community building, mental health and general well-being, and overall aesthetics. I see that the new areas that have been developed have been built with this in mind, and I understand the complications with existing structures not allowing for this to be the case. But I believe that there are many alternative solutions that can and should be the focus now that our city has developed as much as it has. Overall I think JARPD and the city itself are doing a good job, my critiques are mainly focused on how I believe they can do even better. (there are many ways in which I would love to be involved, in a plethora of ways, but have never been shown any direct way in which I could apply/sign up/run for election). & I think that's an issue because I know that I must not be the only one to feel this way. I am a product of the JUSD education system and that has given me a sense of loyalty to t |
| 48            | District 1                                       | Invite | The JARPD map provided is too difficult to distinguish which division I'm in. I selected #1, but not really sure. The map itself should be lighter and add street names.  |
| 487           | District 3 - I live in the City of Eastvale      | Open   | The JARPD programs and facilities are great. They are the second best I've ever seen (Irvine had the best when I lived there: man-made lakes or large fountains with trees, picnic areas, gazebos, water play areas for kids, and restaurants and bike paths bordering them). The Community Center is gorgeous and the staff is friendly. It bothers me that the softball parks (Providence and McCune) are far below the quality of the baseball park at Harada. The parking and restrooms (and snack bars) around softball parks is inadequate.   |
| 268           |  | Invite | The ones who use the parks pay for them. There is nothing free in life.   |
| 347           |  | Invite | The ones who use the parks pay for them. There is nothing free in life.   |
| 225           | District 2                                       | Invite | The parking lot on Downey needs to be re-opened so cars don't line the streets. A ranger needs to enforce picking up trash by the river. It's disgusting. The homeless need to be moved out of the river. It is dangerous to ride down there  |

## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area   | src    | Response   |
|---------------|--|--------|--|
| 309           | District 3 - I live in the City of Jurupa Valley | Invite | The parks withing our housing tract need to be improved (Sky Country)  |
| 528           | District 3 - I live in the City of Jurupa Valley | Open   | The staff at the senior center on chestnut street needs to be fired. There is a rigid unfriendly manager as well as an African American woman named Jenni who calls seniors "old people ", and talks about her private parts as well as other negative subjects. She's also very rude to some of the seniors like myself. I stopped visiting that senior center because these 2 staff at that particular senior center offend me so much.  |
| 186           | District 3 - I live in the City of Eastvale      | Invite | The take over of local parks on weekends by huge groups of clubs or social groups preventing others use by intimidation and threats  |
| 304           | District 3 - I live in the City of Jurupa Valley | Invite | The very elderly who've already been 'taxed to death' should be exempt, as most of us, can no longer use them  |
| 167           | District 1                                       | Invite | There are lights for the skatepark, but not for the arena on Jurupa rd and Agate St. The footing is not maintained and there is always trash, glass bottles, metal trash and other sharp waste in the arena. Someone needs to take better care of it and add lights!   |
| 393           | District 4                                       | Open   | Though I no longer own horses. I moved here 40 years ago because of owning horses. I stayed here for that exact reason. New development should take that into consideration. New people moving in should not dictate change. They should be made very aware (Like Norco) that they are moving into horse country. Our rural life should be protected and kept up. To not look trashy and have pride and availability for our horse community. If I had more access to horse trails in my area. I would probably own a horse again. Where I did not have to trailer out of my neighborhood to ride. Thank you for this platform. I really hope you hear us long time community members who raised our families here and not be pressured by the new builder community. They either came for the rural life or find somewhere else to go. There are plenty of people who want to live in this community for agriculture. |
| 205           | District 3 - I live in the City of Jurupa Valley | Invite | Tired of all the trash left behind by people at all of our recreation sites and the homeless   |

## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area   | src    | Response   |
|---------------|--|--------|--|
| 302           | District 1                                       | Invite | Tired of all the trash left behind by people at all of our recreation sites and the homeless   |
| 545           | District 3 - I live in the City of Jurupa Valley | Open   | Unfortunately, in these economic times, it is difficult for me (and probably many) to financially support moving forward with new bonds and taxes for parks and facilities. I grew up in the Jurupa Valley and was very athletic at one point and would have loved to have a local gym to go to that had indoor basketball and/or tennis/pickleball facilities. As it was, we had to play basketball, for example, outdoors at the schools. As a youth, my parents had to drive me all the way to Avalon Park to play senior league baseball. As a retired person now, at 67, I don't quite have the sports activity needs that I once had. It is disappointing, though, to see that Eastvale seems to attract nice, new, and well-maintained facilities, that the JV never got and still doesn't get. The youth must get disappointed that the facilities are unequal. The youth gets much more opportunities in Eastvale than in the JV. Also, the JV can't seem to hold businesses here, including private gyms. like 24 Hour Fitness. We used to have this here, within reasonable walking distance from my house, and for which I still have an active membership, but I now have to drive several miles to Eastvale to take advantage of my membership to work out with nice facilities. If I understand correctly, the JV clientele of the JCSD also have to pay a small infrastructure fee that Eastvale does not have to pay, because our "infrastructure is older." Water and sewer rates are going up again, and this makes it difficult for people to want to pay more taxes for JARPD facilities. My grandchildren live in the JV JARPD jurisdiction, and I would love to see them have nicer park/play facilities without having to travel many miles. I also couldn't help notice in this survey that a large portion consisted of questions involving horse facilities and trails which I have never, ever used. I didn't respond to much of the survey. As an elderly person, I walk daily and I use the walkway on Limonite. There is a question in the survey |
| 325           | District 4                                       | Invite | We are a growing area and need facilities to support families and their celebrations so they don't disturb others  |
| 345           | District 4                                       | Invite | We are a growing area and need facilities to support families and their celebrations so they don't disturb others  |
| 200           | District 3 - I live in the City of Jurupa Valley | Invite | We are totally embarrassed by the way JV maintains the green space along equestrian trails and sidewalks. It's a jungle! Trees and shrubs are rarely trimmed, not more than once every 6 months. It's embarrassing! The city cannot maintain the facilities, amenities, and programs we have, why add more? We pay \$11,000 a year per home owner, that should cover the maintenance that needs to be done!  |
| 288           | District 2                                       | Invite | We are totally embarrassed by the way JV maintains the green space along equestrian trails and sidewalks. It's a jungle! Trees and shrubs are rarely trimmed, not more than once every 6 months. It's embarrassing! The city cannot maintain the facilities, amenities, and programs we have, why add more? We pay \$11,000 a year per home owner, that should cover the maintenance that needs to be done!  |
| 237           | District 1                                       | Invite | We have several JV parks within a mile or two. Thank you!  |



## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area   | src    | Response   |
|---------------|--|--------|--|
| 330           | District 3 - I live in the City of Jurupa Valley | Invite | We need (city owned) sports parks, soccer, and baseball  |
| 74            | District 3 - I live in the City of Eastvale      | Invite | We need a Trader Joe's   |
| 404           | District 3 - I live in the City of Jurupa Valley | Open   | We need more lighted public soccer fields. Plenty of kids get kicked out of Rancho jurupa complex when they try to just go kick a ball around.   |
| 155           | District 2                                       | Invite | We need more lighting at many parks especially Rancho Jurupa Sports Park   |
| 27            | District 3 - I live in the City of Jurupa Valley | Invite | We need more medium sized indoor halls (for 100-200 people) for residents to rent for social events such as birthday parties, weddings, family events. Halls need to be modern, clean, bright and energy efficient with modern kitchen and bathroom facilities. Residents should be charged a lower fee for rental of hall than non-residents. |
| 346           | District 4                                       | Invite | We need more parks to practice soccer, other then soccer complex which is always closed and only paid teams can use  |
| 339           | District 3 - I live in the City of Jurupa Valley | Invite | We need more shopping centers and markets and street lights on Bellgrave- super dark, can't see at night   |
| 224           | District 4                                       | Invite | We really need you to pay attention to Avalon Park, please!  |
| 400           | District 3 - I live in the City of Jurupa Valley | Open   | We would like to see more lighting to make it safe and friendly for the kids   |

## Jurupa Area Recreation & Park District Community Needs Comments



| Respondent ID | area   | src    | Response  |
|---------------|--|--------|---|
| 84            | District 4                                       | Invite | We would use the equestrian centers if they were kept up and useful. They're run down so no one goes. The river bottom is the only trail to take the horses on and that has been taken over by the homeless population so it is not safe for families |
| 350           |  | Invite | When we can't afford food or gasoline, we can't afford increased amenities!   |
| 39            | District 4                                       | Invite | With riverside county is going to get hotter in the next decade we need to have activities for youth and adults and swimming and more splash pads is a great idea.  |
| 255           | District 3 - I live in the City of Jurupa Valley | Invite | With the current state of the economy and current gas and food costs, do not support anything that increased costs to me  |
| 227           | District 4                                       | Invite | Would love to have closer park but concerned that the city would make sure they didn't become homeless camps  |
| 417           | District 5                                       | Open   | Would love to see safe bike trails for family to go with their children. My children ride at different speeds so it's not safe to ride on the street.   |
| 278           |  | Invite | You need to make families feel safe; clean restrooms; homeless away   |

## Jurupa Area Recreation & Park District Community Needs Comments



**Q22: Please indicate the gender with which you identify:**

| Respondent ID | area   | src    | Response                   |
|---------------|--|--------|----------------------------|
| 182           | District 5                                       | Invite | a man                      |
| 100           | District 3 - I live in the City of Jurupa Valley | Invite | Bhagi                      |
| 510           | District 3 - I live in the City of Jurupa Valley | Open   | seriously...               |
| 124           | District 5                                       | Invite | There is only two genders! |



# APPENDIX 4

## GRASP Components

| GRASP® Outdoor Component List |  |
|-------------------------------|--|
| Component                     | Definition   |
| Diamond Field                 | Softball and baseball fields suitable for organized diamond sports games. Not specific to size or age appropriateness.   |
| Diamond Field, Complex        | Many ballfields at a single location suitable for tournaments.   |
| Diamond Field, Practice       | An open or grassy area used to practice diamond sports and is distinguished from a ballfield. Does not lend itself to organized diamond sports games or open turf by the presence of a backstop.   |
| Disc Golf                     | A designated area for disc golf.<br>Quantities: 18-hole course = 1; 9-hole course = 0.5  |
| Dog Park                      | An area explicitly designated as an off-leash area for dogs and their guardians.   |
| Educational Experience        | Signs, structures, or features provide an educational, cultural, or historical experience. They are distinguished from public art by the presence of interpretive signs or other information. Assign a quantity of one for each contiguous site. |
| Equestrian Facility           | An area designated for equestrian use and typically applied to facilities other than trails.   |
| Event Space                   | A designated area or facility for an outdoor class, performance, or special event, including an amphitheater, bandshell, and stage.  |
| Fitness Area                  | Features intended for personal fitness activities. Fitness areas are groupings of equipment in immediate proximity.  |
| Fitness Course                | Features intended for personal fitness activities are typically located along a path or trail. A course receives one for each complete grouping of fitness equipment.  |
| Game Court                    | Outdoor court designed for a game other than tennis, basketball, and volleyball that is distinguished from a multiuse pad, including bocce, shuffleboard, and lawn bowling. The type specified in the comments. Quantity counted per court.      |
| Garden, Community             | A garden area that provides community members a place to have a personal vegetable or flower garden.   |
| Garden, Display               | An area designed and maintained to provide a focal point or destination, including a rose garden, fern garden, native plant garden, wildlife/habitat garden, and an arboretum.   |
| Golf                          | A course designed and intended for the sport of golf counted per 18 holes.<br>Quantities: 18-hole course = 1; 9-hole course = 0.5  |
| Golf, Miniature               | A course designed and intended as a multihole golf putting game.   |

| GRASP® Outdoor Component List |  |
|-------------------------------|--|
| Component                     | Definition   |
| Golf, Practice                | An area designated for golf practice or lessons, including driving ranges and putting greens.  |
| Historic Feature              | A site designated to commemorate an event, person, or place of local, statewide, or national significance.   |
| Horseshoe Court               | A designated area for the game of horseshoes, including permanent pits of regulation length. Quantity counted per court.   |
| Horseshoes Complex            | Several regulation horseshoe courts in a single location. They are suitable for tournaments.   |
| Ice Hockey                    | Regulation-size outdoor rink explicitly built for ice hockey games and practice.   |
| In-Line Hockey                | Regulation-size outdoor rink built specifically for in-line hockey games and practice.   |
| Loop Walk                     | Opportunity to complete a circuit on foot or by nonmotorized travel mode. Suitable for use as an exercise circuit or leisure walking. Quantity of one for each park or other location unless more than one particular course is present. |
| Multiuse Pad                  | A painted area with games such as hopscotch, four square, and tetherball found in schoolyards. As distinguished from “game court,” which is typically single use.  |
| Natural Area                  | Describes an area in a park that contains plants and landforms that are remnants of or replicate undisturbed native regions of the local ecology. It can include grasslands, woodlands, and wetlands.                                    |
| Open Turf                     | A grassy area not suitable for programmed field sports due to size, slope, location, or physical obstructions. It may be used for games of catch, tag, or other informal play and uses that require an open grassy area.                 |
| Other                         | An active or passive component that does not fall under another definition. Specified in comments.   |
| Passive Node                  | A place designed to create a pause or particular focus within a park such as seating areas, plazas, and overlooks; not intended for programmed use.  |
| Pickleball Court              | A designated court designed primarily for pickleball play.   |
| Picnic Ground                 | A designated area with a grouping of picnic tables suitable for organized picnic activities. Account for individual picnic tables as Comfort and Convenience modifiers.  |
| Playground, Destination       | A destination playground attracts families from the entire community. Typically has restrooms and parking on-site. May include special features like a climbing wall, spray feature, or adventure play.                                  |

| GRASP® Outdoor Component List |  |
|-------------------------------|--|
| Component                     | Definition   |
| Playground, Local             | A local playground serves the needs of the surrounding neighborhood. Includes developed playgrounds and designated nature play areas. These parks generally do not have restrooms or on-site parking.  |
| Public Art                    | Any art installation on public property. Art receives a quantity of one for each contiguous site.  |
| Rectangular Field Complex     | Several rectangular fields in a single location. A complex is suitable for tournament use.   |
| Rectangular Field, Large      | Describes a specific field large enough to host one adult rectangular field sports game, such as soccer, football, lacrosse, rugby, and field hockey. The approximate field size is 180 feet by 300 feet (60 by 100 yards). The field may have goals and lines specific to an individual sport that may change with the permitted use.   |
| Rectangular Field, Multiple   | Describes an area large enough to host one adult rectangular field sports game and a minimum of one other event/game, but with an undetermined number of actual fields. This category describes a large open grassy area arranged in configurations for any number of rectangular field sports. Sports may include soccer, football, lacrosse, rugby, and field hockey. The field may have goals and lines specific to an individual sport that may change with the permitted use. |
| Rectangular Field, Small      | Describes a specific field too small to host a regulation adult rectangular field sports game but accommodates at least one youth field sports game. Sports may include soccer, football, lacrosse, rugby, and field hockey. A field may have goals and lines specific to a particular sport that may change with a permitted use.   |
| Shelter, Large                | A ramada, shade shelter, or pavilion large enough to accommodate a group picnic or other event for a minimum of 16 seated individuals.. Address lack of seating in scoring.  |
| Shelter, Small                | A ramada, shade shelter, or pavilion large enough to accommodate a family picnic or other event for approximately 4 – 16 people, with seating for a minimum of 4. Covered benches are included in comfort and convenience scoring and should not be included here.   |
| Skate Feature                 | A small or single feature primarily for wheel sports, such as skateboarding and in-line skating. The component may or may not allow freestyle biking. Categorize dedicated bike facilities as bike courses.  |
| Skate Park                    | An area set aside primarily for wheel sports, such as skateboarding and in-line skating. The park may allow freestyle biking. It may be specific to one user group or allow for several user types and accommodate various abilities. Typically has a variety of concrete or modular features.   |

| GRASP® Outdoor Component List |  |
|-------------------------------|--|
| Component                     | Definition   |
| Target Range                  | A designated area for practice or competitive target activities. The type specified, such as archery or firearms, in comments.   |
| Tennis Complex                | Multiple regulation courts in a single location with amenities suitable for tournament use.  |
| Tennis Court                  | A court suitable for recreation or competitive play. Quick-start or other nonstandard types specified in comments.   |
| Tennis, Practice Wall         | A wall intended for practicing tennis.   |
| Track, Athletic               | A multilane, regulation-sized running track appropriate for track and field events.  |
| Trail Access Point            | A point of connection to a trail or trail system, without amenities generally associated with a trailhead.   |
| Trail, Multiuse               | A trail, paved or unpaved, is separated from the road and provides recreational opportunities or connections to walkers, bikers, rollerbladers, and equestrian users. Paths that make a circuit within a single site are loop walks. |
| Trail, Primitive              | An unpaved path within a park or natural area that provides recreational opportunities or connections to users. Minimal surface improvements that may or may not meet accessibility standards.                                       |
| Trail, Water                  | A river, stream, canal, or other waterway trail for floating, paddling, or other watercraft.   |
| Trailhead                     | A designated staging area at a trail access point may include restrooms, an information kiosk, parking, water fountains, trash receptacles, and seating.   |
| Volleyball Court              | One full-sized court. It may be a hard or soft surface, including grass and sand. May have permanent or portable posts and nets.   |
| Wall Ball Court               | Walled courts are associated with handball and racquetball—the type specified in the comments.   |
| Water Access, Developed       | A developed water access point includes docks, piers, kayak courses, boat ramps, and fishing facilities. It is specified in comments, including the quantity for each unique type.   |
| Water Access, General         | Measures a user's general ability to access the edge of open water. May include undeveloped shoreline. Typically receives a quantity of one for each contiguous site.  |
| Water Feature                 | This passive water-based amenity provides a visual focal point of fountains and waterfalls.  |
| Water, Open                   | A body of water, such as a pond, stream, river, wetland with open water, lake, or reservoir.   |



| <b>GRASP® Outdoor Component List</b> |  |
|--------------------------------------|--|
| <b>Component</b>                     | <b>Definition</b>  |
| Winter Sport                         | An area designated for a winter sport or activity. For example, a downhill ski area, Nordic ski area, sledding hill, toboggan run, and recreational ice. The type specified in the comments. |

# APPENDIX 5

## Traditional Parks and Recreation Operations and Capital Development Funding Sources

### Traditional Parks and Recreation Operations and Capital Development Funding Sources

There are a variety of mechanisms that local governments can employ to provide services and to make public improvements. Parks and recreation operating, and capital development funding typically comes from conventional sources such as sales, use, and property tax referenda voted upon by the community, along with developer exactions. Operating funds are typically capped by legislation; may fluctuate based on the economy, public spending, or assessed valuation; and may not always keep up with inflationary factors. In the case of capital development, “borrowed funds” sunset with the completion of loan repayment and are not available to carry over or re-invest without voter approval. Explained below are the salient points of traditional funding sources. Many of these strategies may be currently in use to some extent by the JARPD.

### Traditional Tax and Exactions-Based Funding Resources

#### General or Operating Fund (In Use)

Parks and recreation services are typically funded by an agency’s general or operating fund, which can comprise property tax, sales tax, and other compulsory charges levied by a government for the purpose of financing services performed for the common benefit of a community. These funds may also come from resources such as intergovernmental agreements, reimbursements, and interest and may include revenue sources such as franchise taxes, licenses and permits, fees, transfers in, reserves, interest income, and miscellaneous other incomes.

#### Property Tax (In Use)

Property tax revenue often funds parks and recreation agencies and may be used as a dedicated source for capital development. When used for operation funding, it often makes the argument for charging resident and nonresident fee differentials.

### Development Funding

#### Development Impact Fees (In Use)

Development impact fees are one-time charges imposed on development projects at the time of permit issue to recover capital costs for public facilities needed to serve new developments and the additional residents, employees, and visitors they bring to the community. State laws, with a few minor exceptions, prohibit the use of impact fees for ongoing maintenance or operations costs. Not all states allow the collection of impact fees.

#### Park Land Dedication Ordinance (In Use)

Park land dedication requirements typically state that all residential (and often commercial) subdivisions of land, with some exemptions, are to provide for parks by either dedicating land, paying an in-lieu fee (the amounts may be adjusted annually), a development fee, or a combination of the two.

## Traditional Parks and Recreation Earned Revenue Resources

### Fees and Charges

#### Daily Admission, Annual Pass Sales, and Vehicle Parking Permits (Possibly Consider)

Daily and annual pass fees can apply to regional parks and aquatics centers. The consultant team recommends consideration of bulk discount buying of daily admission fees marketed as “monthly, seasonal, 3-month, 6-month, and/or annual passes.”

#### Registration Fees (In Use)

This revenue source is for participating in programs, classes, activities, and events that typically require pre-registration to ensure a place. These services may or may not have limited space. These participant fees attempt to recover most, if not all, of the direct expenses and are often revenue-positive due to market demand.

#### Ticket Sales/Admissions (In Use)

This revenue source is for accessing facilities for self-directed or spectator activities such as splash parks, ballparks, and entertainment activities. Fees may also be assessed for tours, entrance or gate admission, and other activities, which may or may not be self-directed. These user fees help offset operational costs or apply to new projects.

## Alternative Operations and Capital Development Funding Sources

Alternative funding sources include a variety of different or nonconventional public-sector strategies for diversifying the funding base beyond traditional tax-based support. The following is a list of known industry funding practices, potential sources, and strategies, as compiled by BerryDunn. Some of the strategies might currently be used by your agency, but they might not be used to maximum effectiveness or capacity. Those that might not currently be used by your agency should be considered for a project’s or the operation’s specific relevance.

*NOTE: Not every funding mechanism on this list may be allowable by law, as the laws, regulations, statutes, ordinances, and systems of governance vary from county to county, city to city and state to state. The authority to put forth referenda or institute exactions must be researched for validity within your district and in California as this list is comprised of the financial practices from across the nation. Some referenda are passed by simple majority of those who vote, while others require a larger percentage to pass. In certain circumstances, referenda are passed by the majority of eligible voters versus just those who vote.*

### Loan Mechanisms

#### Full Faith and Credit Bonds (Possibly Consider)

Bonds that are payable from the general resources of the agency. They are not tied to a specific revenue source, but the payment of principal and interest uses available operating funds.

**General Obligation Bonds (Definitely Consider)**

Bonds that are issued with the approval of the electorate for capital improvements and general, public improvements.

**Revenue Bonds (Definitely Consider)**

Bonds that are supported by the revenue from a specific project, such as an aquatic facility or recreation center.

**Special Assessment Bonds (Definitely Consider)**

Bonds that are commonly issued to fund development projects where the interest owed is paid by taxes levied solely on the beneficiaries of the project. Special assessment bonds are general obligation bonds.

**Alternative Service Delivery and Funding Structures**

**Commercial Property Endowment Model – Operating Foundation (Possibly Consider)**

John L. Crompton discusses government using the Commercial Property Endowment Model, citing two case studies in the United Kingdom and Mission Bay Park in San Diego, California as an alternative structure to deliver park and recreation services. A nonprofit organization may be established and given park infrastructure and/or land assets to manage as public park and recreation services along with commercial properties as income-earning assets or commercial lease fees to provide for a sustainable funding source. This kind of social enterprise is charged with operating, maintaining, renovating, and enhancing the public park system and is not unlike a model to subsidize low-income housing with mixed-use developments.

**Interlocal Agreements (In Use)**

Contractual relationships could be established between two or more local units of government and/or between a local unit of government and a nonprofit organization for the joint usage/development of sports fields, regional parks, or other facilities.

**Privatization – Outsourcing Management (Possibly Consider)**

Typically used for food and beverage management, golf course operations, ball field, or sports complex operations by negotiated or bid contract.

**Partnership Opportunities**

Partnerships are joint development funding sources or operational funding sources between two separate agencies, such as two government entities, a nonprofit and a government agency, or a private business and a government agency. Two partners jointly develop revenue-producing park and recreation facilities and share risk, operational costs, responsibilities, and asset management based on the strengths and weaknesses of each partner.

Creating synergy based on expanded program offerings and collaborative efforts can be beneficial to all providers as interest grows and people gravitate to the type of facility and programs that best suit their recreational needs and schedules. Potential strategic alliance

partnerships where missions run parallel, and mutually beneficial relationships can be fostered and may include the following:

- YMCA (Possibly Consider)
- School districts (Definitely Consider)
- Medical centers/hospitals (Possibly Consider)
- Boys and Girls clubs (Possibly Consider)
- Kiwanis, Optimists, VFWs, Elks, Rotary, and other service/civic organizations (Definitely Consider)
- Chamber of Commerce (Definitely Consider)
- Convention and Visitor's Bureau (Definitely Consider)
- Homeowner or neighborhood associations (Possibly Consider)
- Youth sports associations (Definitely Consider)
- Adult sports associations (Definitely Consider)
- Neighboring counties/communities (Definitely Consider)
- Private alternative providers (Definitely Consider)
- Churches (rentals, leases) (Possibly Consider)
- Professional sports teams/organizations (Definitely Consider)
- Senior citizen groups (AARP, Silver Sneakers) (Definitely Consider)

### **Community Resources**

The following subsections summarize research findings on potential funding sources that could enhance capital expenditures for capital repair, renovation, and new construction and operating budgets for an agency. These findings do not recommend any particular funding strategy over another. The economic conditions within the service area may vary with time, and your agency should explore the best means of achieving its goals toward the operations of the agency, the programs, and the facilities on an ongoing basis.

#### **Advertising Sales (In Use)**

Advertising sales are a viable opportunity for revenue through the sale of tasteful and appropriate advertising on items such as program guides, scoreboards, dasher boards, and other visible products or services. This could be a viable strategy in the future if appropriate opportunities present themselves, such as the acquisition of scoreboards, etc. Current sign codes should be reviewed for conflicts or appropriate revisions.

**Corporate Sponsorships (In Use)**

An agency can solicit this revenue-funding source itself or work with agencies that pursue and use this type of funding. Sponsorships are often used for programs and events where there are greater opportunities for sponsor recognition (greater value to the sponsor).

**Fundraising (In Use)**

Many park and recreation agencies have special fundraisers on an annual basis to help cover specific programs and capital projects. This can include selling bricks, benches, pavers, tiles, and commemorative tree plantings, etc.

**Crowdfunding (In Use)**

Crowdfunding is the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the internet. Park and recreation agencies are beginning to incorporate crowdfunding efforts alongside traditional fundraising strategies. NRPA has implemented a Fund Your Park crowdfunding platform. It's free to members, donations are tax deductible, and as an organization will have all the support it needs from NRPA staff.

**Grants**

Grants often supplement or match funds that have already been received. For example, grants can be used for program purposes, information technology infrastructure, planning, design, seed money, and construction. Due to their infrequent nature, grants are often used to fund a specific venture and should not be viewed as a continuous source of funding.

**Facilities and Equipment Grants (In Use)**

These grants help buy long-lasting physical assets, such as a building. The applicant organization must make the case that the new acquisition will help better serve its clients. Fund providers considering these requests will not only be interested in the applicant's current activities and financial health, but they will also inquire as to the financial and program plans for the next several years. Fund providers do not want to allocate resources to an organization or program only to see it shut down in a few years because of poor management.

**General Purpose or Operating Grants (In Use)**

When a grant maker gives an operating grant, it can be used to support the general expenses of operating. An operating grant means the fund provider supports the overall mission and trusts that the money will be put to good use. Operating grants are generally much harder to procure than program or support grants.

**Management or Technical Assistance Grants (In Use)**

Unlike most project grants, a technical assistance grant does not directly support the mission-related activities of an agency. Instead, they support management or administration and the associated fundraising, marketing, and financial management needs.

### **Program-Related Investments (PRIs) (In Use)**

In addition to grants, the Internal Revenue Service allows foundations to make loans—called PRIs—to nonprofits. PRIs must be for projects that would be eligible for grant support. They are usually made at low or zero interest. PRIs must be paid back to the grant maker. PRIs are often made to organizations involved in building projects.

### **Matching Grants (In Use)**

Many grant makers will provide funding only on the condition that an amount equal to the size of the grant can be raised from other sources. This type of grant is another means by which foundations can determine the viability of an organization or program.

### **Planning Grants (In Use)**

When planning a major new program, an agency may need to spend a good deal of time and money conducting research. A planning grant supports this initial project development work, which may include investigating the needs of constituents, consulting with experts in the field, or conducting research and planning activities.

### **Private Grants and Philanthropic Agencies (In Use)**

Many resources are available that provide information on private grant and philanthropic agency opportunities. A thorough investigation and research on available grants are necessary to help ensure mutually compatible interests and to confirm the current status of available funding. Examples of publicly accessible resources are summarized below.

- Information on current and archived Federal Register grant announcements can be accessed from The Grantsmanship Center (TGCI) at: [www.tgci.com](http://www.tgci.com).
- Another resource is the Foundation Center's request for proposal (RFP), bulletin grants page on health at: [www.foundationcenter.org](http://www.foundationcenter.org).
- Research [www.ecivis.com](http://www.ecivis.com) for a contract provider of a web-based grants locator system for government and foundation grants specifically designed for local government.

### **Program or Support Grants (In Use)**

A program or support grant is given to support a specific or connected set of activities that typically have a beginning and an end, specific objectives, and predetermined costs. Listed below are some of the most common types of program or support grants:

### **Seed Money or Startup Grants (In Use)**

These grants help a new organization or program in its first few years. The idea is to give the new effort a strong push forward, so it can devote its energy early on to setting up programs without worrying constantly about raising money. Such grants are often for more than one year, and frequently decrease in amount each year.



### **Land and Water Conservation Fund (LWCF) (In Use)**

This fund was permanently and fully funded in the Great American Outdoors Act in August 2020. Generally, the funding allocated to states is (through the State and Local Assistance Program) for outdoor recreation land acquisition, and facility development is anticipated to rise. Every state runs its State and Local Assistance Program in a slightly different manner, so we encourage any county, municipal, or county parks personnel interested in LWCF to contact their LWCF State Liaison Officer (typically someone at a state's department of fish and game, environmental protection, or conservation and recreation) for more information.

### **Naming Rights (Definitely Consider)**

Many agencies throughout the country have successfully sold the naming rights for newly constructed facilities or when renovating existing buildings. Additionally, newly developed and renovated parks have been successfully funded through the sale of naming rights. Generally, the cost for naming rights offsets the development costs associated with the improvement. People incorrectly assume that selling the naming rights for facilities is reserved for professional stadiums and other high-profile team sport venues. This trend has expanded in recent years to include public recreation centers and facilities as viable naming rights sales opportunities.

Naming rights can be a one-time payment or amortized with a fixed payment schedule over a defined period of time. During this time, the sponsor retains the "rights" to have the park, facility, or amenity named for them. Also, during this time, all publications, advertisements, events, and activities could have the sponsoring group's name as the venue. Naming rights negotiations need to be developed by legal professionals to ensure that the contractual obligation is equitable to all agents and provides remedies to change or cancel the arrangements at any time during the agreement period.

### **Philanthropy**

Philanthropy can be defined as the concept of voluntary giving by an individual or a group to promote the common good and to improve the quality of life. Philanthropy generally takes the form of donor programs, capital campaigns, and volunteers/in-kind services.

The time commitment to initiate a philanthropic campaign can be significant. If an agency decides to implement a capital fundraising campaign and current resources that could be dedicated to such a venture are limited, it may be recommended that the agency outsource some or most of this task to a nonprofit or private agency experienced in managing community-based capital fundraising campaigns. Capital campaigns should be limited to large-scale capital projects that are desired by the community, but for which dedicated funding is not readily available.

### **Foundation/Gifts (Definitely Consider)**

These dollars are received from tax-exempt, nonprofit organizations. The funds are private donations in promotion of specific causes, activities, or issues. They offer a variety of means to fund capital projects, including capital campaigns, gifts catalogs, fundraisers, endowments, etc.

**Friends Associations (Definitely Consider)**

These groups are typically formed to raise money for a single purpose that could include a park facility or program that will benefit a particular special interest population or the community as a whole.

**Gift Catalogs (Definitely Consider)**

Gift catalogs provide organizations the opportunity to let the community know what their needs are on a yearly basis. The community purchases items from the gift catalog and donates them to an agency.

**Volunteer Programs/In-Kind Services (Definitely Consider)**

This revenue source is an indirect source in that persons donate time to assist an agency in providing a product or service on an hourly basis. This reduces cost in providing the service, plus it builds advocacy for the system. To manage a volunteer program, an agency typically dedicates a staff member to oversee the program for the entire agency.

**Adopt-a-Park/Adopt-a-Trail (Definitely Consider)**

Programs such as adopt-a-park may be created with and supported by the residents, businesses, and/or organizations located in the park's vicinity. These programs allow volunteers to actively assist in improving and maintaining parks, related facilities, and the community in which they live.

**Neighborhood Park Watch (Definitely Consider)**

As a way to reduce costs associated with vandalism and other crimes against property, an agency may consider a neighborhood park watch program. This program develops community ownership of an agency's facilities.

**Irrevocable Remainder Trusts (Definitely Consider)**

These trusts are set up with individuals who typically have more than \$1 million dollars in wealth. They will leave a portion of their wealth to an agency in a trust fund that allows the fund to grow over a period of time and then is available to use a portion of the interest to support specific park and recreation facilities or programs that are designated by the trustee.

**Life Estates (Definitely Consider)**

This revenue source is available when someone wants to leave their property to an agency in exchange for their continued residence on the property until their death. An agency can usually use a portion of the property for park and recreational purposes, and then use all of it after the person's death. This revenue source is very popular for individuals who have a lot of wealth and their estate will be highly taxed at their death. Their benefactors will have to sell their property because of probate costs. Life estates allow individuals to receive a good yearly tax deduction on their property while leaving property for the community. Agencies benefit because they do not have to pay for the land.

**Maintenance Endowments (Definitely Consider)**

Maintenance endowments are set up for organizations and individuals to invest in ongoing maintenance improvements and infrastructure needs of specific/targeted facilities. Endowments retain money from user fees, individual gifts, impact fees, development rights, partnerships, conservation easements, and for wetland mitigations.

**Raffling (Definitely Consider)**

Some agencies offer annual community raffles, such as purchasing an antique car that can be raffled off in contests.

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| <b>Community Services Fees and Assessments</b> |
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**Capital Improvement Fees (In Use)**

These fees are on top of the set-user rate for accessing facilities such as sport and tournament venues and are used to support capital improvements that benefit the user of the facility.

**Development Surcharge/Fee (In Use)**

Some agencies have added a surcharge on every transaction, admission, or registration to generate an improvement or development fund.

**Flexible Fee Strategies (Possibly Consider)**

This pricing strategy would allow an agency to maximize revenues during peak times and premium sites/areas with higher fees and to fill in excess capacity during low use times with lower fees to maximize play.

**Lighting Fees (In Use)**

Some agencies charge additional fees for lighting as it applies to leagues, special use sites, and special facilities that allow play after daylight hours. This fee may include utility demand charges.

**Processing/Convenience Fees (In Use)**

This is a surcharge or premium placed on electronic transfers of funds, automatic payments, or other conveniences.

**Recreation Service Fee (Definitely Consider)**

The recreation service fee is a dedicated user fee that can be established by a local ordinance or other government procedure for the purpose of constructing and maintaining recreation facilities. The fee can apply to all organized activities that require a reservation of some type, or other purposes as defined by an agency. Examples of such generally accepted activities that are assigned a service fee include adult basketball, volleyball, and softball leagues; youth baseball, soccer, and softball leagues; and special interest classes. The fee, above and beyond the user fee, allows participants to contribute toward the construction and/or maintenance of the facilities being used.

### **Recreation Surcharge Fee on Sports and Entertainment Tickets, Classes, Credit Cards (Definitely Consider)**

This fee is a surcharge on top of the regular sports revenue fee or convenience fee for use of Credit Cards. The fee usually is no more than \$5 and is usually \$3 on all exchanges. The money earned would be used to help pay the costs of improvements or for operational purposes.

### **Security and Cleanup Fees (In Use)**

An agency may charge groups and individuals security and cleanup fees for special events other type of events held at facilities.

## **Contractual Services**

### **Cell Towers and Wi-Fi (In Use)**

Cell towers sited in strategic park locations are another potential source of revenue that an agency might consider. Typically, agencies engage in this service as a means of enhancing overall operational cost recovery.

### **Concession Management (In Use)**

Concession management is the retail sale or rental of soft goods, hard goods, or consumable items. Through contracting, the agency either receives a percentage of the gross sales or the net revenue dollars from the revenue above direct expenses. Net proceeds are generally more difficult to monitor.

### **Merchandising Sales or Services (Definitely Consider)**

This revenue source comes from the public or private sector on resale items from gift shops, pro shops, restaurants, concessions, and coffee shops for either all of the sales or a defined percentage of the gross sales. Typically, agencies engage in this type of service as a convenience to their patrons and as a means of enhancing overall operational cost recovery.

### **Private Concessionaires (In Use)**

Contracts with private sector concessionaires provide resources to operate desirable recreational activities. These services are typically financed, constructed, and operated by a private business or a nonprofit organization with additional compensation paid to an agency.

## **Permits, Licensing Rights, and Use of Collateral Assets**

### **Agricultural Leases (Possibly Consider)**

In some agency parks, lowland property along rivers, or excess land may be leased to farmers for crops.

### **Booth Lease Space (In Use)**

Some agencies sell booth space to sidewalk vendors in parks or at special events for a flat rate or based on volume of product sold. The booth space can also be used for sporting events and tournaments.

**Catering Permits and Services (Possibly Consider)**

This is a license to allow caterers to work in the system on a permit basis with a set fee or percentage of food sales returning to the agency. Also, many agencies have their own catering service or an authorized provider list and receive a percentage of dollars from the sale of food.

**Filming Rights (Definitely Consider)**

Many agencies issue permits so that park sites may be used for commercial film and photography activities. The production company pays a daily fee for the site plus the loss of revenue the agency would incur during use of the community space.

**Leasebacks on Recreational Facilities (Possibly Consider)**

Many agencies do not have adequate capital dollars to build desired revenue-producing facilities. One option is to hire a private investor to build the facility according to the specifications requested with the investment company financing the project. An agency would then lease the property back from the investor over 20+ years. This can be reversed whereby an agency builds the facility and leases to a private management company, which then operates the property for a percentage of gross dollars to pay off the construction loans through a subordinate lease.

**Licensing Rights (Possibly Consider)**

This revenue source allows an agency to license its name on all resale items that private or public vendors use when they sell clothing or other items with its agency's name on it. The normal licensing fee is 6% – 10% of the cost of the resale item.

**Private Developers (Possibly Consider)**

Developers may lease land through a subordinate lease that pays out a set dollar amount plus a percentage of gross dollars for recreation enhancements. These could include sports complexes and recreation centers.

**Rental Houses and Buildings for Private Residents (Definitely Consider)**

Many agencies will rent out facilities such as homes to individual residents for revenue purposes.

**Special Use Permits (Possibly Consider)**

Special permits allow individuals to use specific park property for financial gain. The agency receives either a set amount of money or a percentage of the gross service provided.

**Subordinate Easements – Recreation/Natural Area Easements (Possibly Consider)**

This revenue source is available when an agency allows utility companies, businesses, or individuals to develop some type of an improvement above ground or below ground on its property. Subordinate easements are typically arranged over a set period of time, with a set dollar amount that is allocated to the agency on an annual basis.

### **Surplus Sale of Equipment by Auction (In Use)**

Agencies often have annual surplus auctions to get rid of old and used equipment, generating additional income on a yearly basis.

## **Funding Resources and Other Options**

### **Enterprise Funds (Definitely Consider)**

These funds establish business units that are self-sustaining through fees and charges. Debt service and all indirect costs should be allocated or attributed to enterprise funds. Any excess revenue generated is maintained by the fund for future needs and cannot be used by another fund or department. Examples include premier sports tournament complexes.

### **Land Trusts (Possibly Consider)**

Many agencies have developed land trusts to help secure and fund the cost of acquiring land that needs to be preserved and protected for greenway purposes. This may also be a good source for the acquisition of future lands.

### **Positive Cash Flow (Definitely Consider)**

Depending on how aggressively an agency incorporates marketing and management strategies, there may be a positive fund balance at the end of each year. While current facilities, projections, and fee policies do not anticipate a positive cash flow, the climate can change. The ending positive balance could be used, for example, to establish a maintenance endowment for agency recreation facilities, to set aside funds for capital replacement and/or repair, or to generate a fund balance for contingency or new programming opportunities.

## **Cost-Saving Measures**

In addition to aligning cost recovery with goals, charging appropriate fees, and using traditional and alternative funding mechanisms, several cost-saving measures can improve the overall cost recovery picture for an agency.

### **Change Maintenance Standards/Practices (Definitely Consider)**

- Add one extra day onto the mowing interval, reducing the amount of mowing in a season.
- Evaluate and determine actual maintenance needs and schedules for upkeep of different facilities and landscape features/types. Based on needs, evaluate resource needs (equipment, staff, etc.) and production rates of staff/equipment for the system's regularly occurring maintenance work and prioritize maintenance program needs, schedules and relevant resource allocations.

- Consider turf management strategies by turf use/wear—high-intensity use and maintenance needs (such as sports fields) versus low-intensity use areas (such as lawns along the edge of a woodlot or roadway)—there are usually areas of turf that are regularly maintained because “they have always been mowed”; by changing the maintenance strategy to not mowing or not regularly mowing such areas, less time/resources need to be dedicated to mowing overall.
- Naturalize areas of lawn where lawn is not needed is a “going green” type of practice that also reduces maintenance needs/costs.
- Buildings/facilities
  - Evaluate needs and consider in-house versus contracted maintenance workers for different needed services/trades.
  - Standardize equipment, fixtures, and relevant materials.
  - Are some facilities in such disrepair that continuing to throw limited funding on “Band-Aids” no longer practical?
  - In designing new facilities, are simple sustainability factors being vetted (such as orienting the building to maximize solar gain to reduce lighting and heating costs)?
- Add energy-efficient fixtures and low-flow water fixtures and eliminate throwaway products like paper towels and replace with energy-efficient hand dryers.
- Strategically locate trash and recyclable containers to reduce cost of having staff empty them and spend time picking up trash/recyclables that are not properly placed by patrons.
- Reduce cleaning frequency of office spaces and centralize trash and recyclables into one location in employee work areas to save on costs of related to housekeeping.
- Consider having staff complete multiple tasks at the same time, such as emptying recyclables and trash at the same time as doing rounds or inspections.
- Educate users to better utilize existing facilities and resources to cut down costs by cleaning up after themselves.
- Equipment and supplies
  - Purchase better equipment that lasts longer and requires less maintenance—saving money on the front end does not always result in cost savings overall.
  - Standardize equipment (such as vehicles, grounds equipment and tools, etc.) as a way to increase efficiency in training staff to use it, and as a means to simplify and reduce costs associated with parts inventory and maintenance/repair programs (e.g., mechanic places one order for 10 air filters for one type of

lawnmower and gets bulk price from one vendor, versus ordering 10 different filters for 10 different mowers, from multiple vendors and keeping track of it all).

- Consider leasing vehicles or other heavily used equipment—it can be more cost effective for an organization to lease vehicles or equipment and rotate their fleet regularly versus allocating resources to maintain and repair aging fleets of old, well-used vehicles/equipment that have higher likelihood of breakdowns and associated loss of production time.
- Use volunteers to assist with housekeeping and maintenance.
- Solicit in-kind donation of time and services in exchange for maintenance assistance.

**Contract Renegotiation (In Use)**

At every opportunity, review contracts to help assure you are not paying more than you have to or are receiving the maximum amount of revenue possible.

**Cost Avoidance (Definitely Consider)**

An agency must maintain a position of not being everything for everyone. It must be driven by the market and stay with its core businesses. By shifting roles away from being a direct provider of facilities, programs, or services, an agency may experience additional savings. This process is referred to as cost avoidance. The estimated savings could be realized through partnering, outsourcing, or deferring to another provider in the provision of a service and/or facility. One example is purchasing in bulk.

|                                   |
|-----------------------------------|
| <b>Green Trends and Practices</b> |
|-----------------------------------|

**Green Operating Practices**

- Use light, water, and motion sensors (In Use)
- Conduct energy audits (In Use)
- Update to energy-efficient ballasts, motors, and appliances (In Use)
- Use electric and hybrid vehicles (In Use)
- Develop “Pack It Out” trash program (Possibly Consider)
- Use greywater (In Use)
- Use solar and wind energy (In Use)
- Implement green operating practices (In Use)

Many agencies miss the easiest green practices in their everyday operating procedures and policies. These include administrative procedures, best operating standards, and sustainable stewardship performance measures. Many of the industry best practices outlined below may be currently and successfully employed by your agency.



| Focus Area                     | Action Step  |
|--------------------------------|--|
| <b>Administrative</b>          | <ul style="list-style-type: none"> <li>• Recycle office trash (consolidate trash and recyclables to one common location; reduce cost to empty containers in each office) (In Use)</li> <li>• Clean offices weekly instead of daily (In Use)</li> <li>• Go paperless (In Use)</li> <li>• Conserve resources (In Use)</li> <li>• Flex scheduling (In Use)</li> <li>• Virtual meetings (In Use)</li> </ul>  |
| <b>Operating Standards</b>     | <ul style="list-style-type: none"> <li>• Preventive maintenance (In Use)</li> <li>• Reduce driving (In Use)</li> <li>• Eliminate environmentally negative chemicals and materials (In Use)</li> <li>• Green purchasing policies (In Use)</li> <li>• LEED® Design (In Use)</li> <li>• Purchase better equipment and supplies that require less maintenance and are more durable (In Use)</li> </ul>   |
| <b>Sustainable Stewardship</b> | <ul style="list-style-type: none"> <li>• Re-analyze and revise practices and standards (In Use)</li> <li>• Monitor and report results (In Use)</li> <li>• Lead by example (In Use)</li> <li>• Public education—agencies should lead by example teaching the public a little bit about what green practices actually are and how they might be able to incorporate some of the same features (maybe rain gardens or LED lighting) in their own homes to help conserve our shared natural resources (In Use)</li> <li>• Incorporate stewardship principles in all park and recreation services (Definitely Consider)</li> <li>• Seek available grant funding and initiative awards (In Use)</li> </ul> |

# APPENDIX 6

## Low Scoring Service Areas Equity Criteria

| Initial Prioritization | Map_ID | Average LOS | Total Population 2023 | Total Population 2028 | Median Household Income 2023 | ACS Poverty Index | Total Crime Index 2023 |
|------------------------|--------|-------------|-----------------------|-----------------------|------------------------------|-------------------|------------------------|
| High                   | L01    | Low         | 14468                 | 14672                 | 104440                       | 44                | 94                     |
| High                   | L02    | Low         | 7558                  | 7523                  | 96067                        | 50                | 140                    |
| High                   | L03    | Low         | 7518                  | 7774                  | 83783                        | 53                | 87                     |
| High                   | L04    | Low         | 2728                  | 2711                  | 112019                       | 111               | 138                    |
| High                   | L05    | Low         | 2723                  | 2723                  | 100301                       | 39                | 137                    |
| High                   | L07    | Low         | 2415                  | 2443                  | 72837                        | 177               | 135                    |
| High                   | L08    | Low         | 2388                  | 2541                  | 88505                        | 111               | 123                    |
| High                   | L09    | Low         | 2343                  | 2381                  | 66193                        | 104               | 154                    |
| High                   | L10    | Low         | 2139                  | 2207                  | 92757                        | 79                | 214                    |
| High                   | L12    | Low         | 1834                  | 1889                  | 92675                        | 30                | 98                     |
| High                   | L13    | Low         | 1705                  | 1732                  | 100707                       | 36                | 116                    |
| High                   | L14    | Low         | 1107                  | 1104                  | 97004                        | 106               | 153                    |
| Medium                 | L11    | Low         | 1848                  | 1848                  | 40683                        | 212               | 117                    |
| Medium                 | L16    | Low         | 1017                  | 1012                  | 84522                        | 42                | 125                    |
| Medium                 | L17    | Low         | 849                   | 842                   | 37448                        | 102               | 163                    |
| Medium                 | L18    | Low         | 764                   | 814                   | 109475                       | 15                | 95                     |
| Medium                 | L19    | Low         | 720                   | 902                   | 146565                       | 90                | 187                    |
| Medium                 | L20    | Low         | 608                   | 620                   | 76345                        | 226               | 131                    |
| Medium                 | L21    | Low         | 580                   | 610                   | 83287                        | 38                | 121                    |
| Medium                 | L22    | Low         | 531                   | 532                   | 82212                        | 34                | 100                    |
| Medium                 | L25    | Low         | 296                   | 309                   | 80896                        | 153               | 246                    |
| Medium                 | L27    | Low         | 274                   | 283                   | 56205                        | 154               | 98                     |

## Appendix 6: Low Scoring Service Areas Equity Criteria

| Initial Prioritization | Map_ID | Average LOS | Total Population 2023 | Total Population 2028 | Median Household Income 2023 | ACS Poverty Index | Total Crime Index 2023 |
|------------------------|--------|-------------|-----------------------|-----------------------|------------------------------|-------------------|------------------------|
| Medium                 | L29    | Low         | 121                   | 121                   | 81387                        | 31                | 100                    |
| Medium                 | L33    | Low         | 40                    | 40                    | 0                            | 0                 | 164                    |
| Low                    | L06    | Low         | 2567                  | 2560                  | 133845                       | 60                | 154                    |
| Low                    | L15    | Low         | 1048                  | 1094                  | 82497                        | 33                | 199                    |
| Low                    | L23    | Low         | 381                   | 398                   | 80404                        | 48                | 229                    |
| Low                    | L24    | Low         | 347                   | 358                   | 95950                        | 65                | 211                    |
| Low                    | L26    | Low         | 284                   | 284                   | 86016                        | 47                | 141                    |
| Low                    | L28    | Low         | 230                   | 230                   | 100762                       | 47                | 164                    |
| Low                    | L30    | Low         | 116                   | 125                   | 141092                       | 37                | 269                    |
| Low                    | L31    | Low         | 92                    | 97                    | 88521                        | 54                | 121                    |
| Low                    | L32    | Low         | 91                    | 94                    | 95914                        | 67                | 211                    |
| Low                    | L34    | Low         | 26                    | 26                    | 84511                        | 0                 | 153                    |
| Low                    | L35    | Low         | 7                     | 8                     | 200001                       | 0                 | 269                    |
| Low                    | L36    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L37    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L38    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L39    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L40    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L41    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L42    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L43    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L44    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |

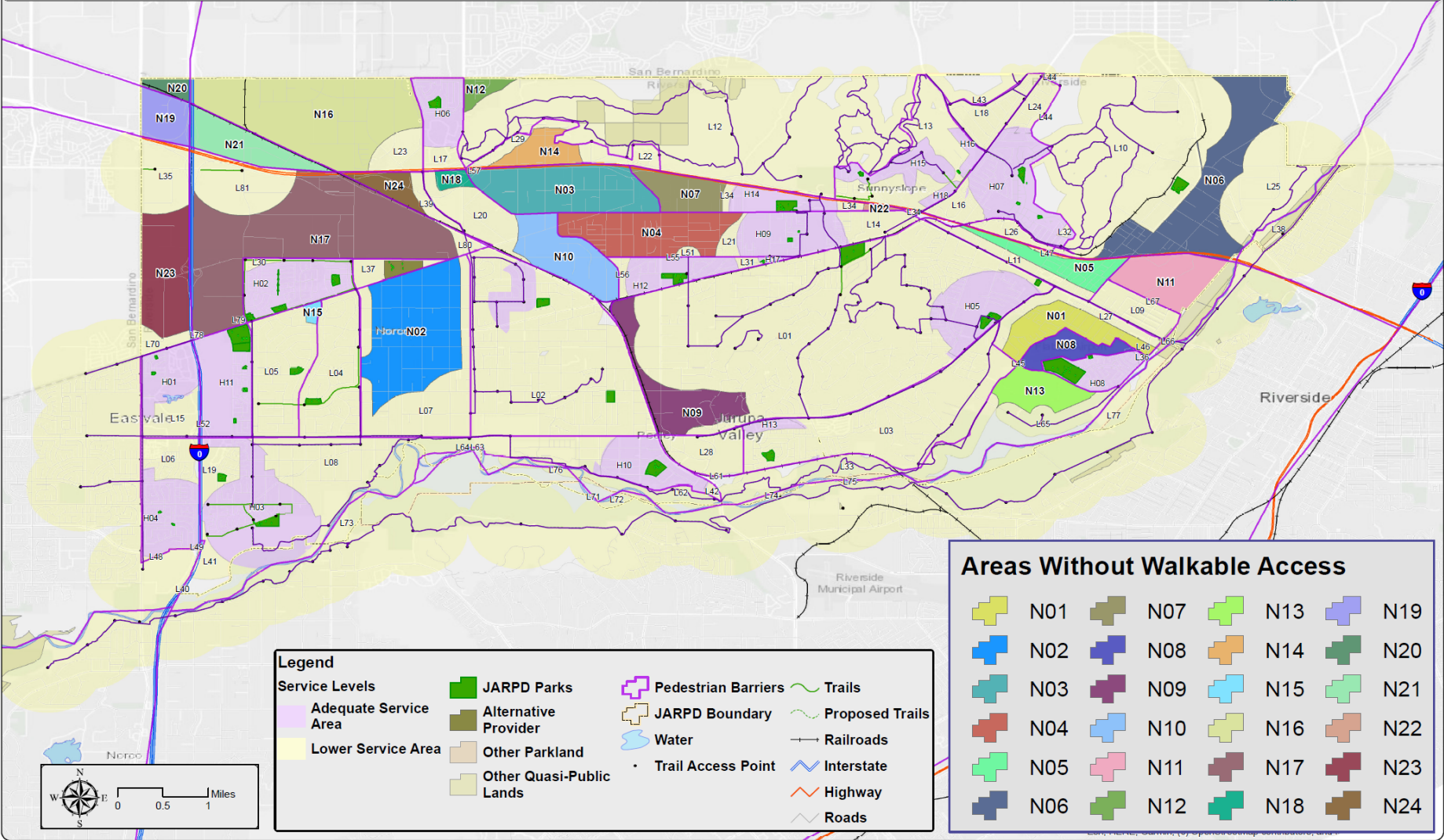
| Initial Prioritization | Map_ID | Average LOS | Total Population 2023 | Total Population 2028 | Median Household Income 2023 | ACS Poverty Index | Total Crime Index 2023 |
|------------------------|--------|-------------|-----------------------|-----------------------|------------------------------|-------------------|------------------------|
| Low                    | L45    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L46    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L47    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L48    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L49    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L50    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L51    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L52    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L53    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L54    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L55    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L56    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L57    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L58    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L59    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L60    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L61    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L62    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L63    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L64    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L65    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L66    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |

## Appendix 6: Low Scoring Service Areas Equity Criteria

| Initial Prioritization | Map_ID | Average LOS | Total Population 2023 | Total Population 2028 | Median Household Income 2023 | ACS Poverty Index | Total Crime Index 2023 |
|------------------------|--------|-------------|-----------------------|-----------------------|------------------------------|-------------------|------------------------|
| Low                    | L67    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L68    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L69    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L70    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L71    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L72    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L73    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L74    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L75    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L76    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L77    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L78    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L79    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L80    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |
| Low                    | L81    | Low         | 0                     | 0                     | 0                            | 0                 | 0                      |

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