



The City of



Parks and Recreation Department

FACT SHEET

Community Recreation Needs Assessment (CRNA) FAQ's:

Why is the Department conducting the CRNA?

- In 2021, the City Auditor's office reviewed inequities in the Parks and Recreation Department's programming, focusing on historically underserved communities. The Performance Audit of Equity in Recreation Programming (OCA Report No. 22-005) revealed five key findings as listed on this slide and 16 recommendations, highlighting resource shortages that hinder a strategic, data-driven approach to assess and meet community needs. A major recommendation from this audit was for the Department to conduct a Community Recreation Needs Assessment to address these inequities citywide.

What is the purpose of the CRNA?

- The audit found that these limitations impact the Department's ability to effectively provide recreation programs equitably across the City. The purpose for this assessment will be to identify recreation needs and barriers to access, how to better serve our residents, understand the communication needs of our residents and address the inequities from community to community.

Who is conducting the Assessment?

- In January 2025, the Parks and Recreation Department completed a Request for Proposal (RFP) process to procure professional services with Keen Independent Research to conduct the first-ever Community Recreation Needs Assessment. Department staff will be working with the consultant through the entire Assessment.

What to expect?

- Over the course of the next 8-12 months the consultant will use a data-driven approach to identify and evaluate community needs by assessing programs, services, and facilities to gauge how well we serve our diverse communities.
- This assessment will focus on identifying recreational, communication, and financial needs to develop a detailed action plan to eliminate barriers and address recreation inequities.

- The assessment will be done in 3 phases and will include all 9 Council Districts within the City of San Diego.
 - Phase 1 will start with Council Districts 4,8 and 9.
 - Phase 2 will include Council Districts 3,6 and 7.
 - Phase 3 will include Council Districts 1, 2 and 5.
- Each phase will be a 3-month process that will include virtual workshops, surveys, interviews, focus groups, and in-person public meetings for community feedback and collaboration with local organizations to ensure broad engagement.
- Throughout this process, the preliminary findings will be presented in report form and will be provided with a final presentation to the Parks and Recreation Board, CNS, and City Council.

What is the goal and what will the final assessment entail?

- At the end of the assessment, the consultant will provide the Department with a comprehensive report of their findings including assessment of existing programs, satisfaction levels, effectiveness, recreation priorities, and demographics.
 - It will also include clearly defined goals, objectives, action steps, resources, timeline and performance measures to achieve strategic priorities to address inequities and better serve our residents from community to community.
- When will the assessment be completed?
 - Tentative completion date: Summer of 2026

How can you help?

- Take the survey or help others take it.
- Share with your network, family and friends.
- Encourage people to participate.
- Distribute the flyer.

Where can I find more information?

- Stay informed about upcoming events and how to participate by visiting Keen Independent's website at keenindependent.com/studies/sdparksneeds or contacting them directly at sdparksneeds@kenindependent.com.

Together, let's build a more inclusive, accessible, and vibrant recreation system that serves every community.