



# Parks & Recreation Master Plan Update

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Parks & Recreation Commission Meeting  
Dec. 12, 2022

# TODAY'S PRESENTATION

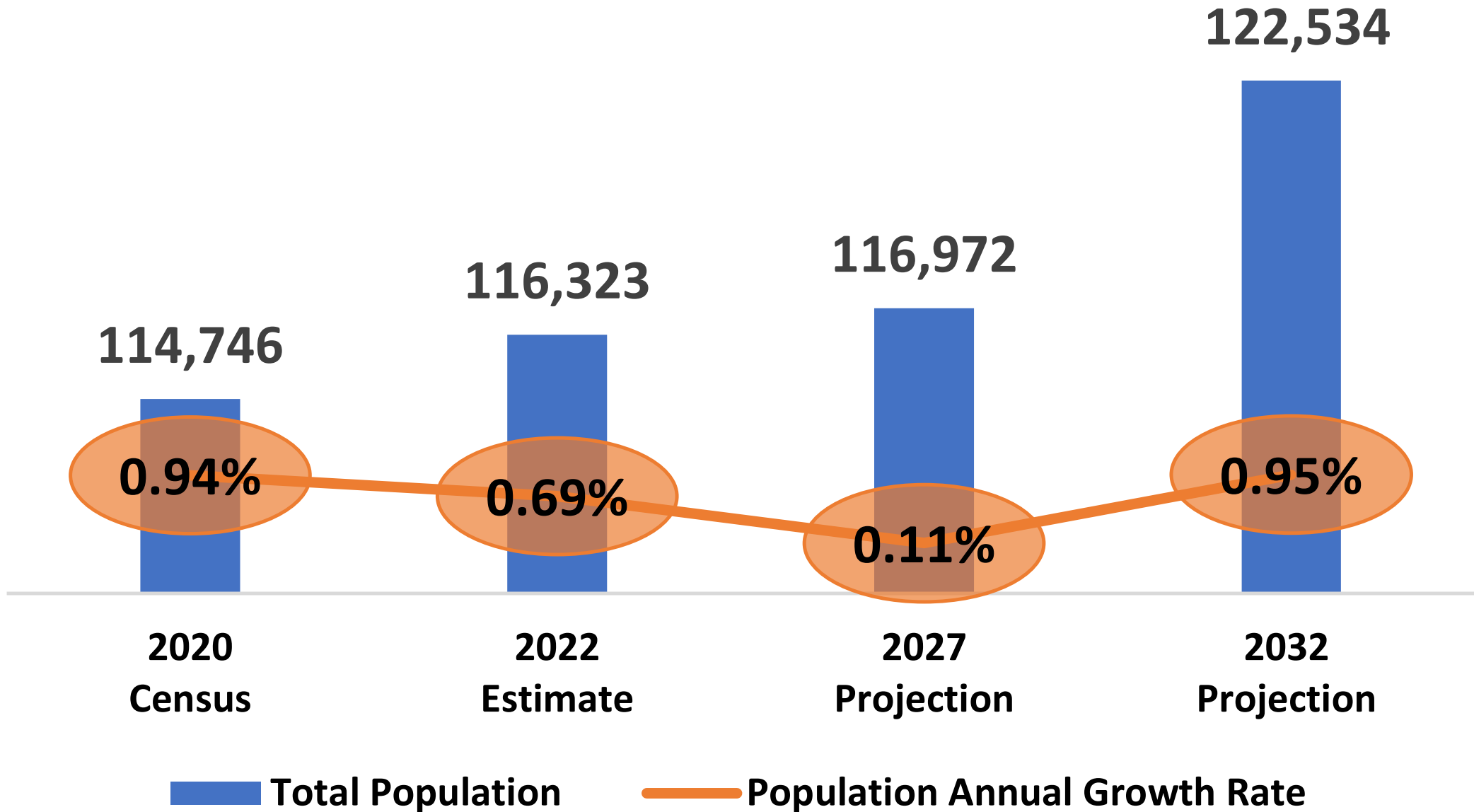
- Demographics and trends
- Statistically-reliable survey
- Program assessment
- Next steps





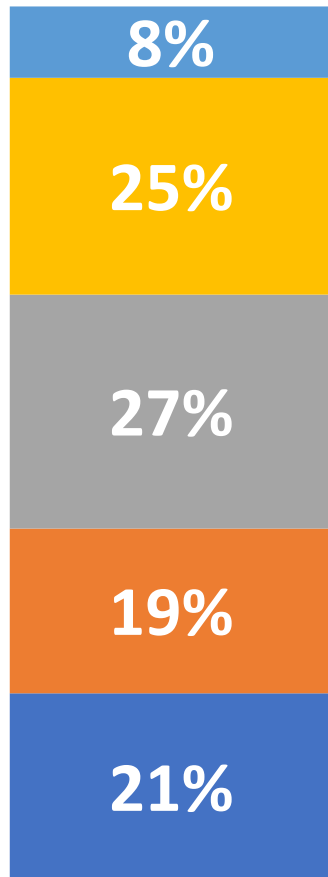
# Demographics & Trends

# POPULATION

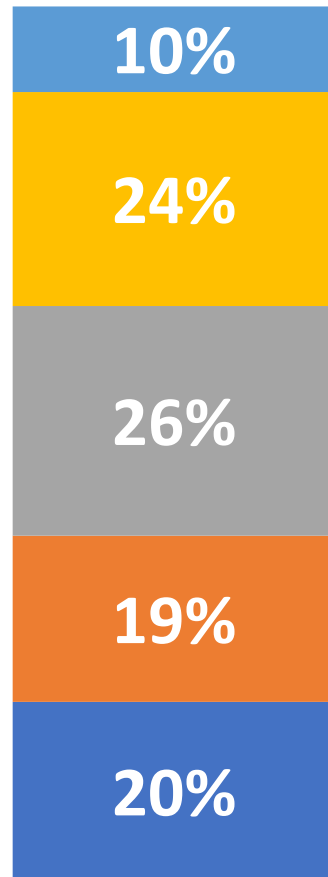


# POPULATION BY AGE SEGMENTS

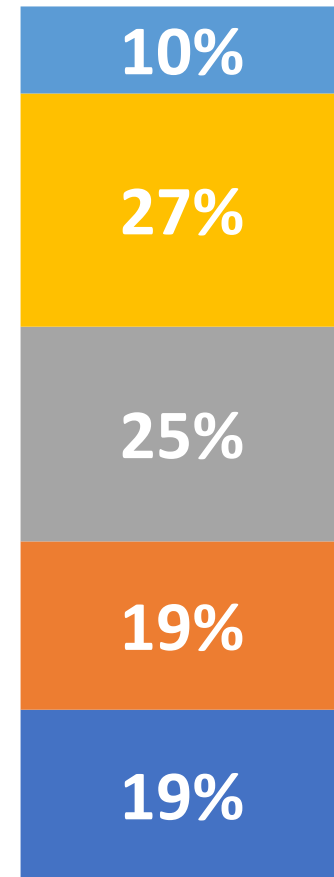
■ 0-17 ■ 18-34 ■ 35-54 ■ 55-74 ■ 75+



**2022**  
Estimate



**2027**  
Projection



**2032**  
Projection

# RACE

■ White

■ Black

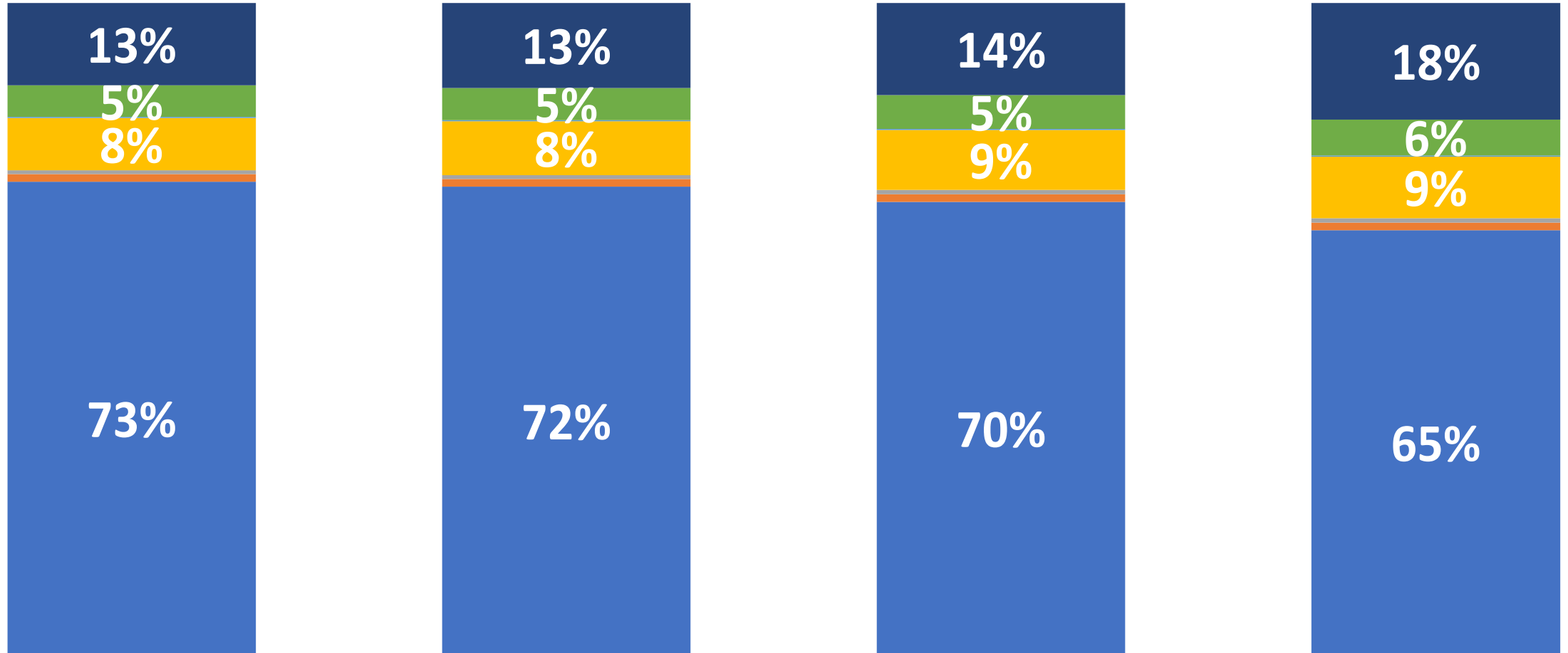
■ American Indian

■ Asian

■ Pacific Islander

■ Some Other Race

■ Two or More Races



2020  
Census

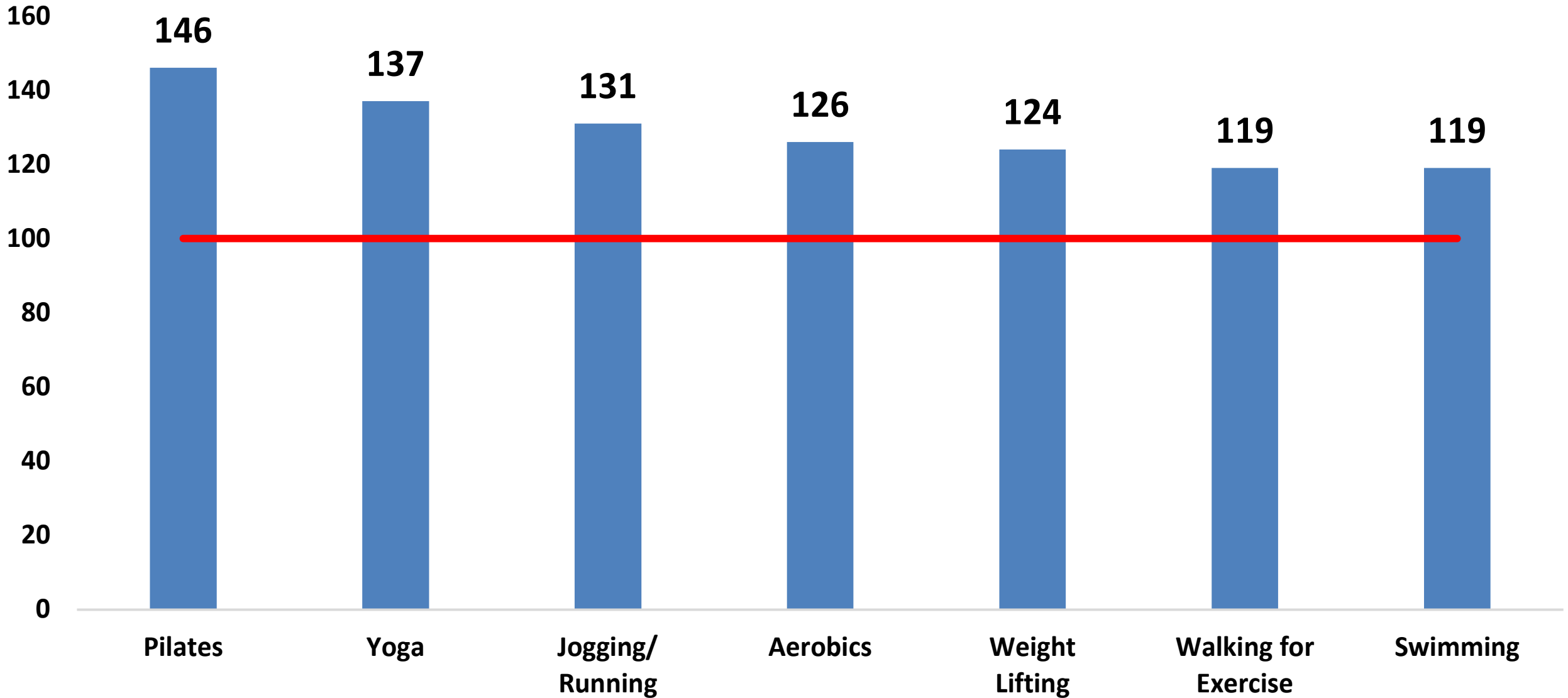
2022  
Estimate

2027  
Projection

2032  
Projection

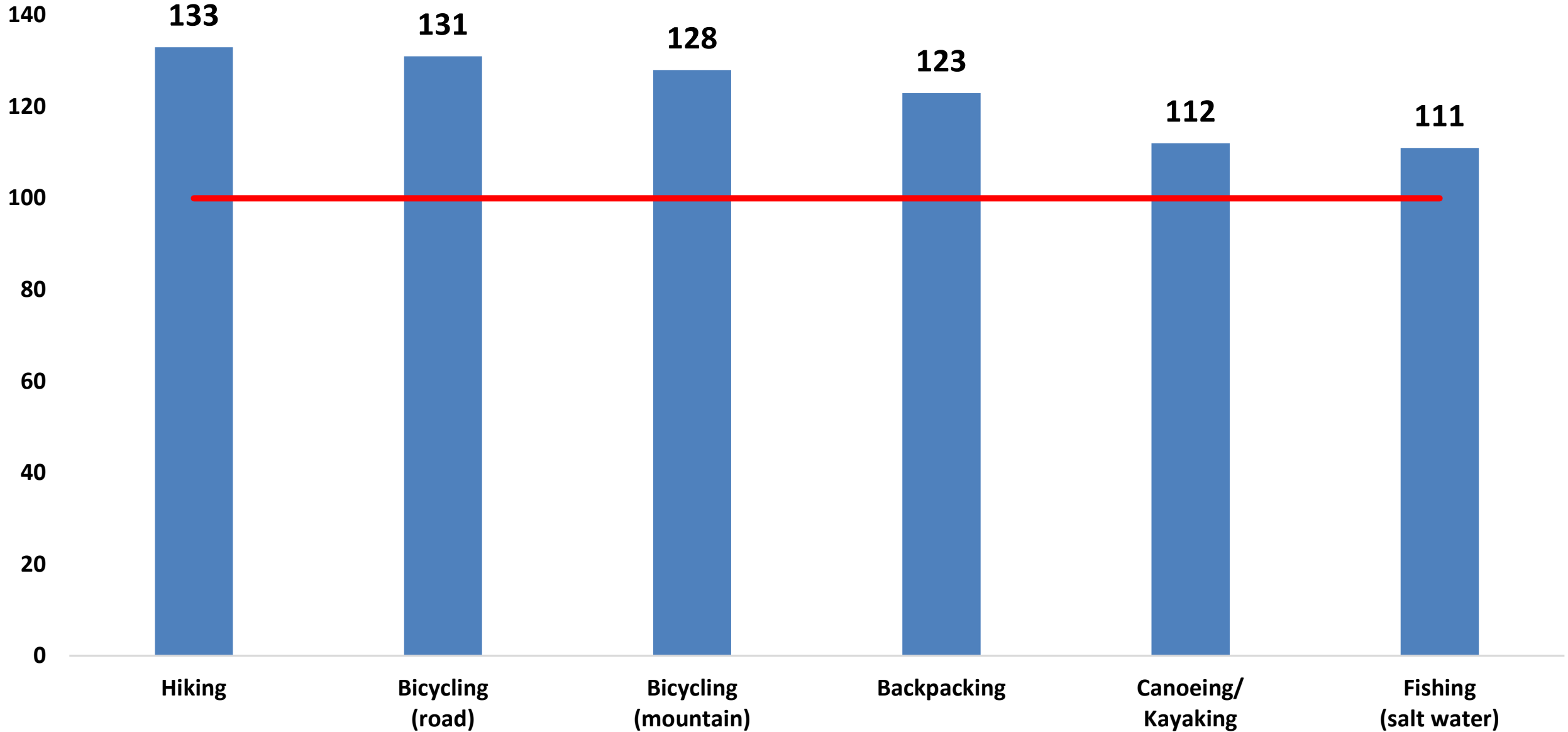
# FITNESS MPI

■ Carlsbad    — National Average (100)



# OUTDOOR ACTIVITY MPI (Market Potential Index)

Carlsbad National Average (100)







# Statistically-Reliable Survey

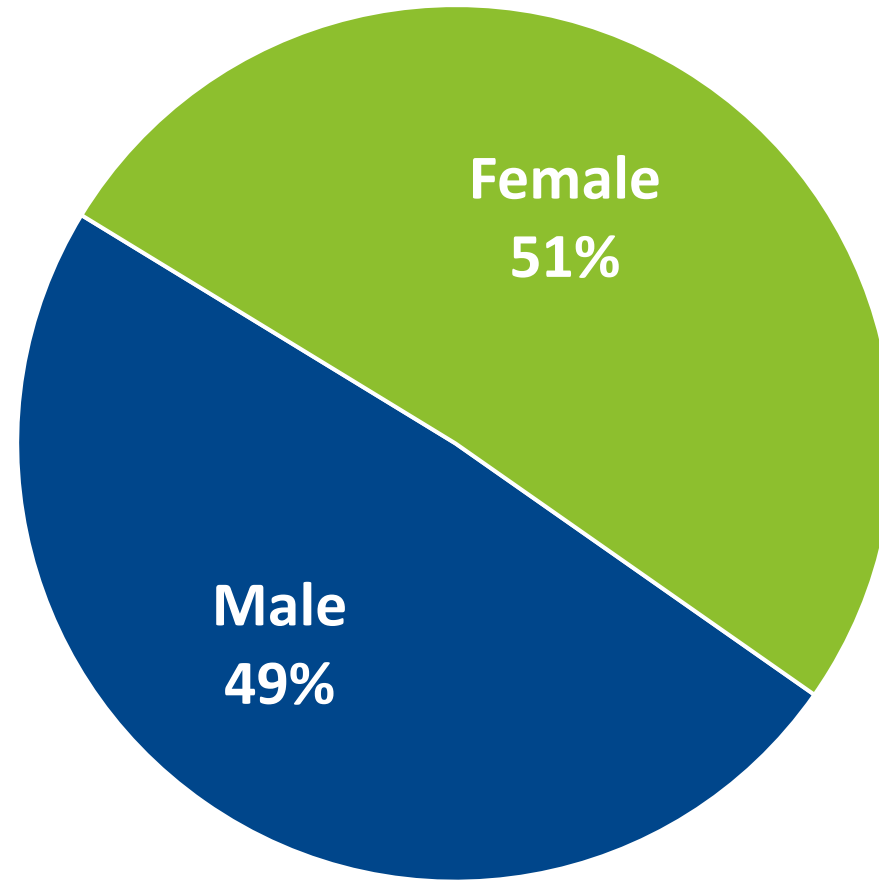
## Statistically-Reliable Survey

- Goal for responses: 375
- Actual completed responses received: 400
- Residents returned the survey by mail or completed it online
- 95% level of confidence and +/- 4.5% margin of error

*Note: Respondents were asked to respond to all questions pertaining to participation based on pre-pandemic conditions when offerings were at full capacity. Some questions had a smaller number of respondents which is indicated in the presentation.*

## Demographics: Gender

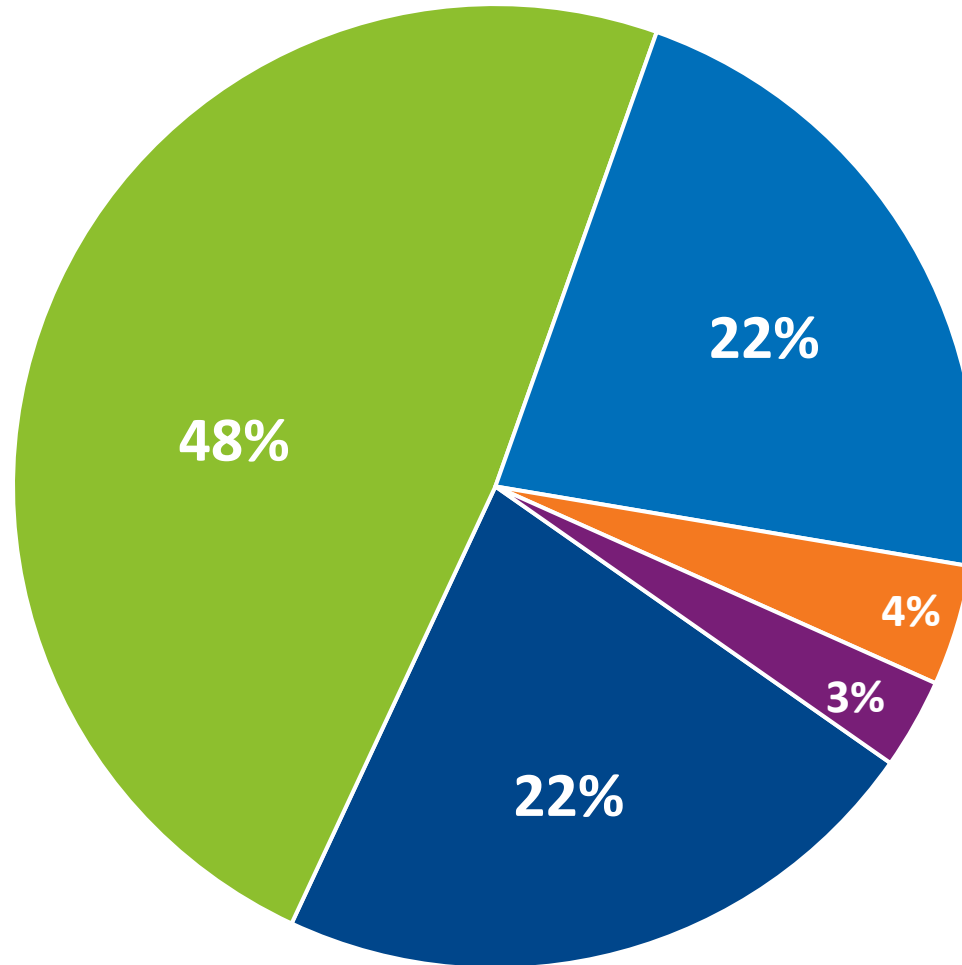
by percentage of respondents (excluding “not provided”)



*0.3% self-identified as non-binary*

# Satisfaction With Overall Value Received From Parks & Recreation Department

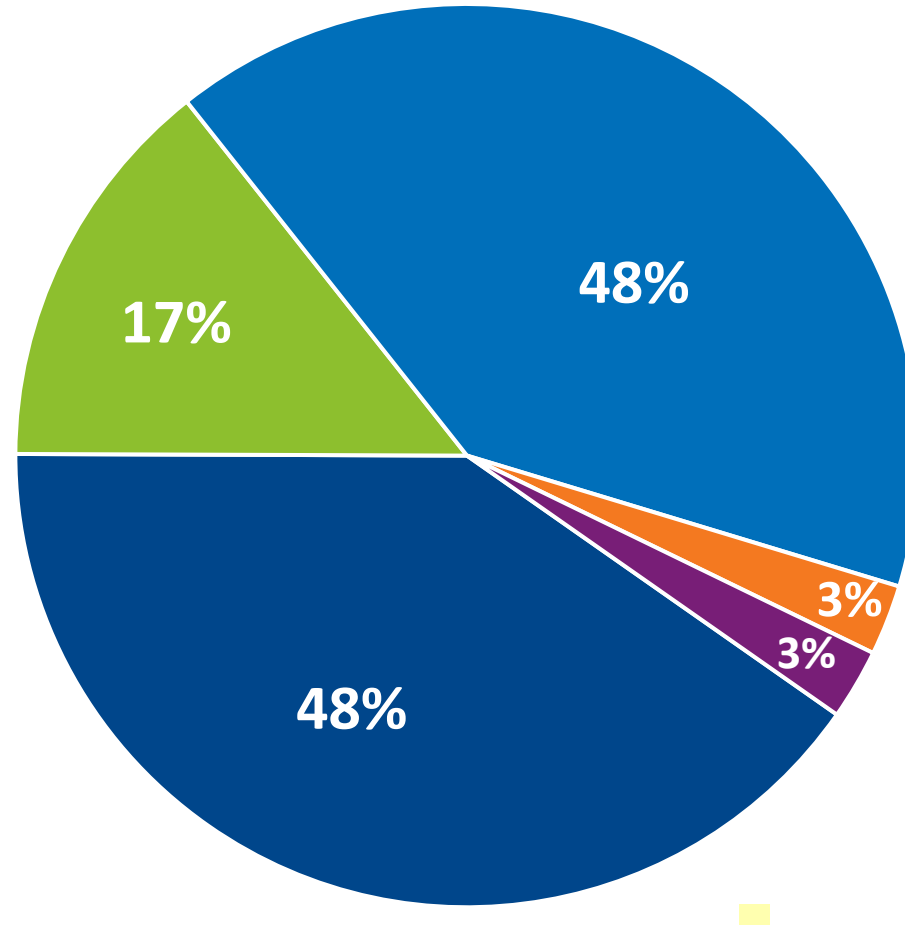
by percentage of 375 respondents (excluding "don't know")



■ Very satisfied   ■ Satisfied   ■ Neutral   ■ Dissatisfied   ■ Very dissatisfied

# How Has The Perception of Value of Parks and Recreation Changed Since COVID-19

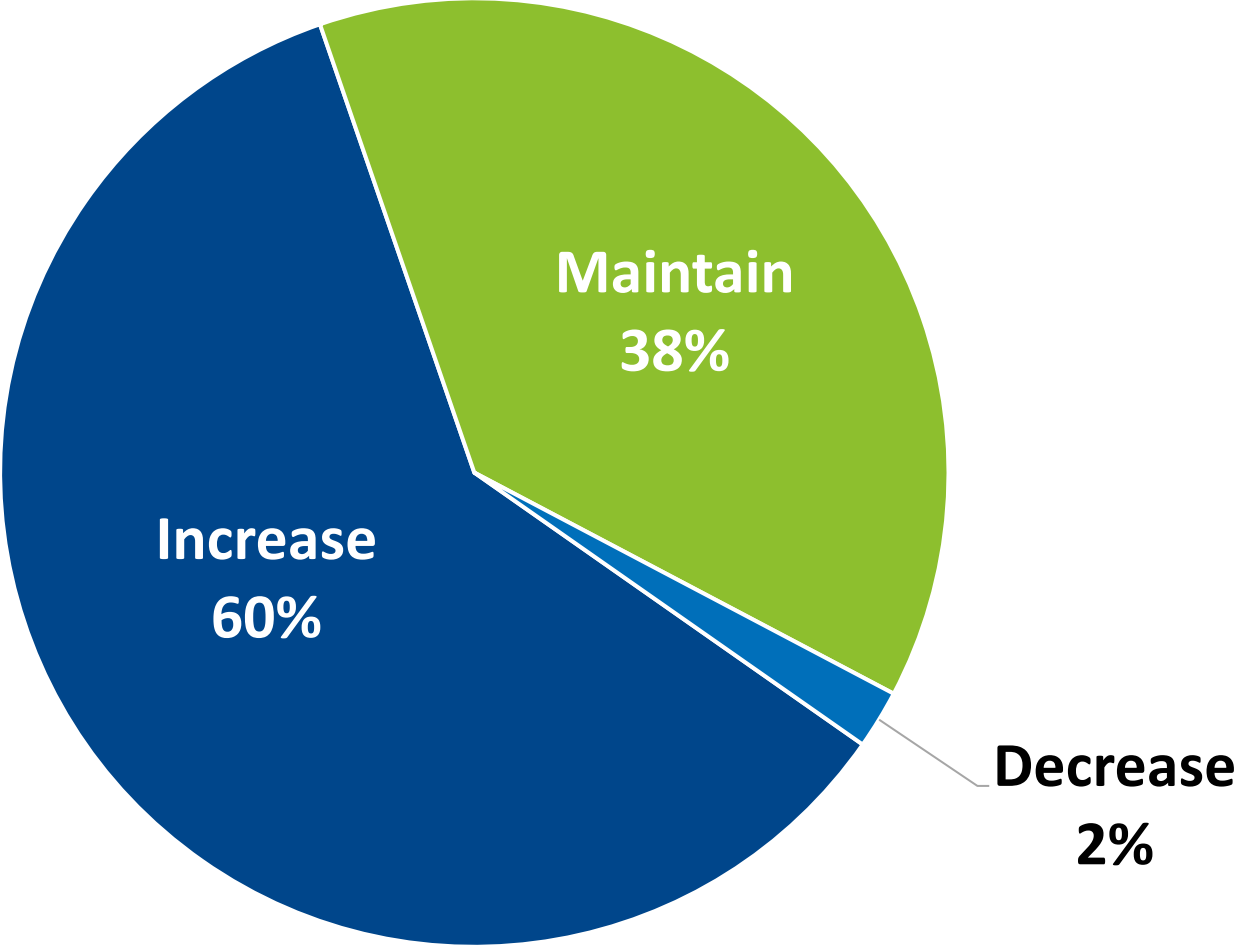
by percentage of 387 respondents (excluding "not provided")



■ Improved ■ Somewhat improved ■ No change ■ Somewhat decreased ■ Decreased

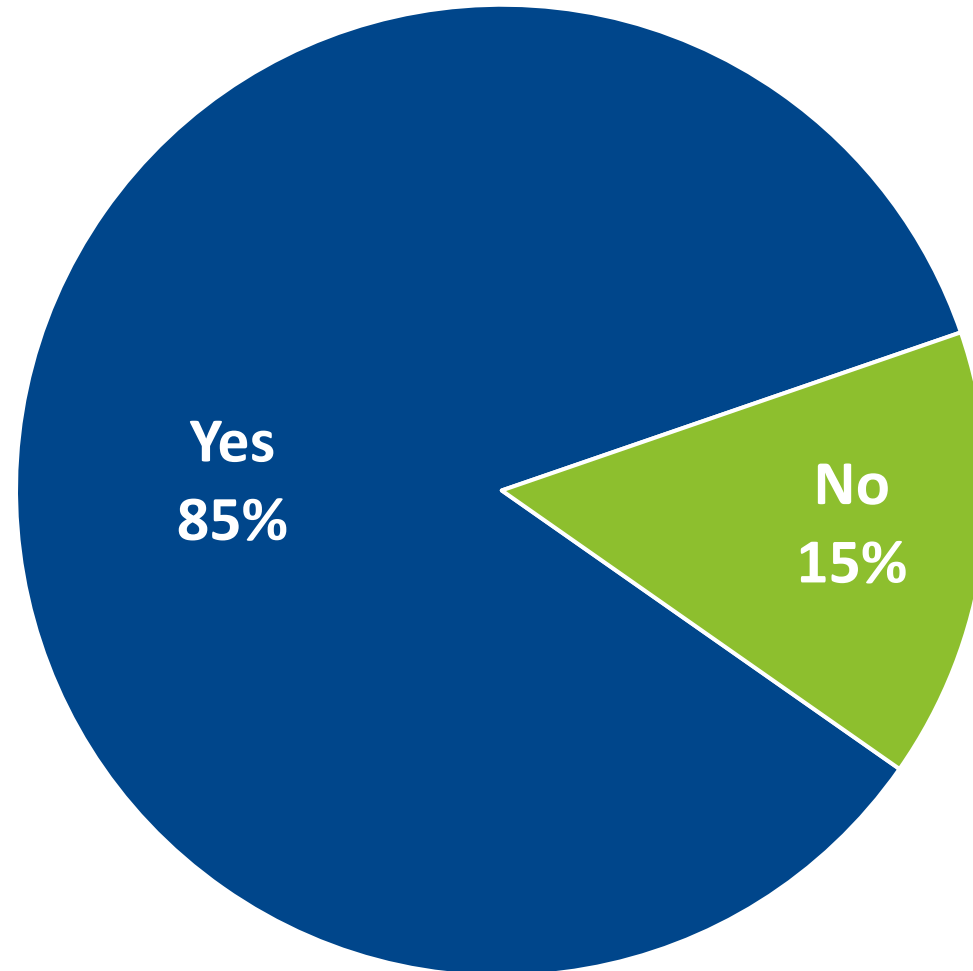
# How Households Feel About Funding for City Parks and Recreation Projects, Programs, and Services

by percentage of 331 respondents (excluding “not provided”)



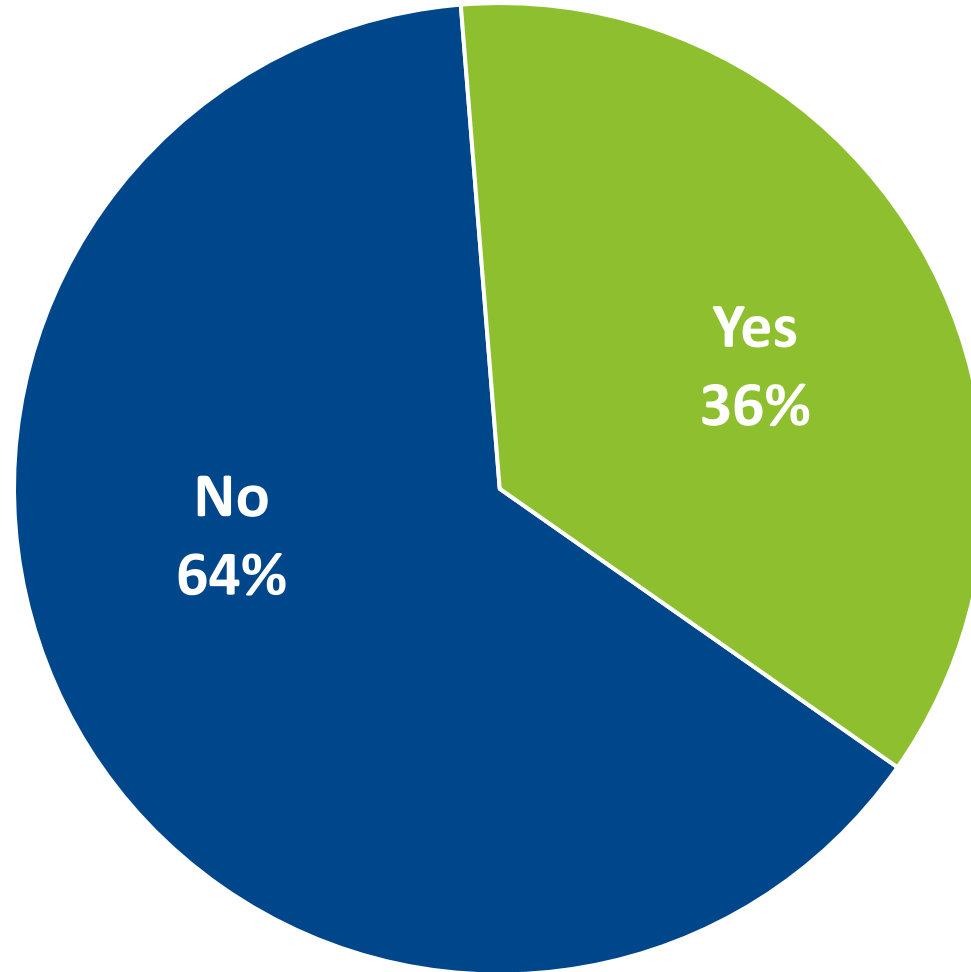
# Have Households Visited City Parks, Recreation Facilities, or Sports Fields The Year Before the COVID-19 Pandemic (March 2020)

by percentage of respondents



# Have Households Participated In City Parks and Recreation Programs the Year Before The COVID-19 Pandemic

by percentage of respondents



**National Average:**

**32%**

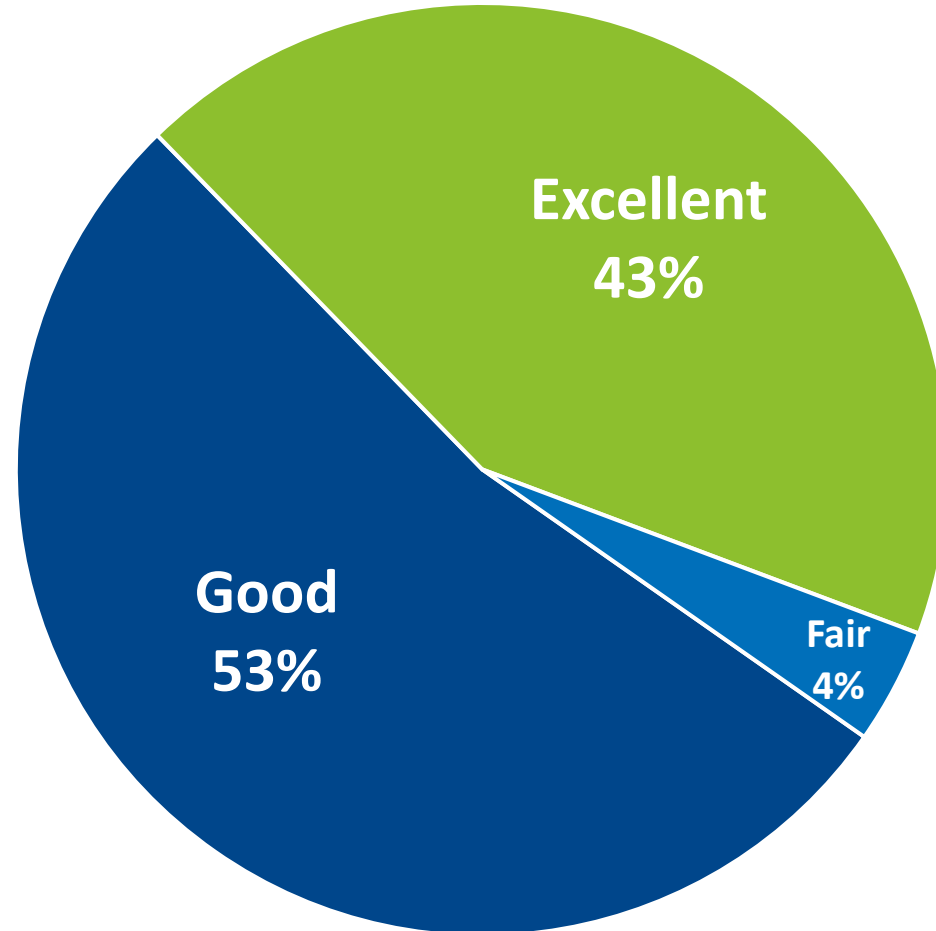
*per ETC's*

*Benchmark data*



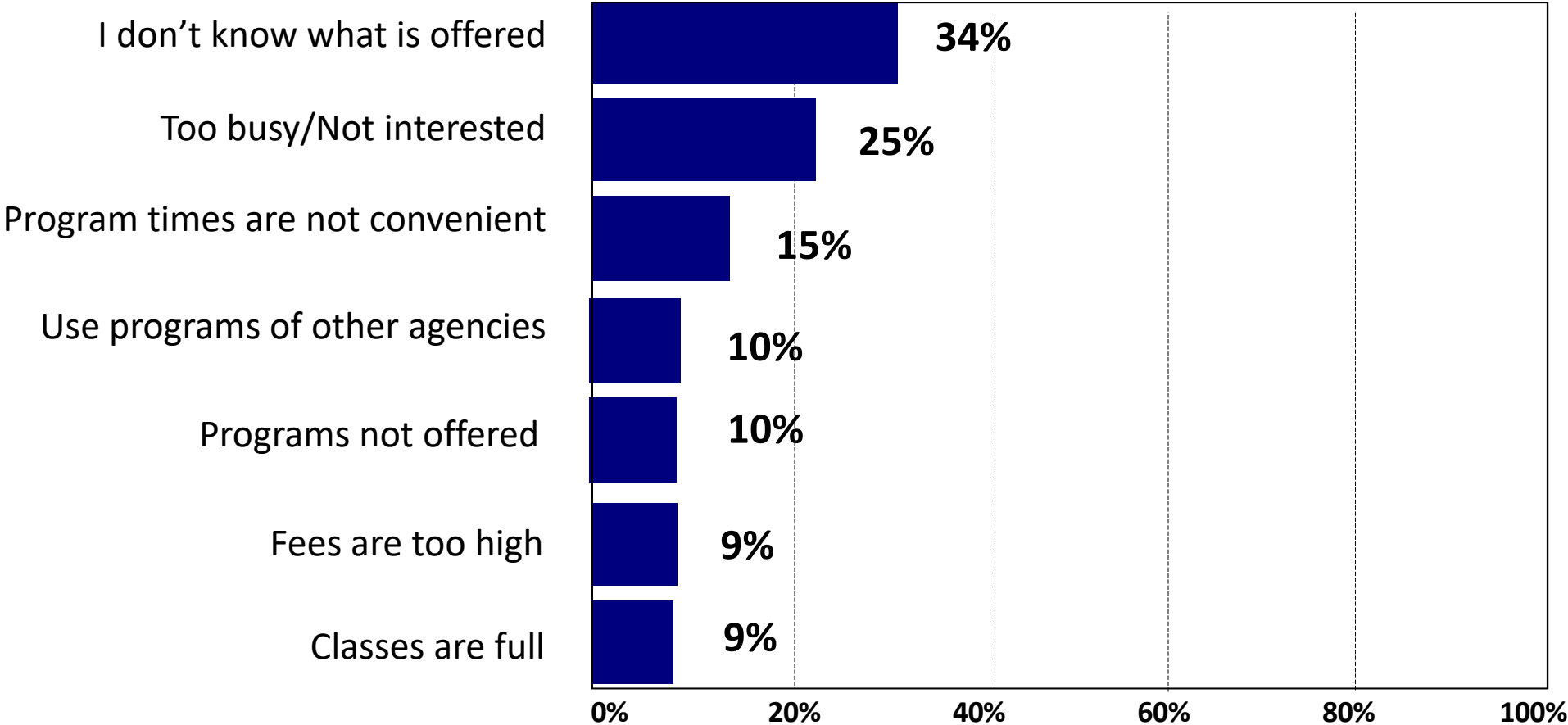
# How Households Rate the Quality of the City Parks and Recreation Department Programs They've Participated in

by percentage of 145 respondents who indicated they participated in city P&R programs before the start of COVID-19 (excluding "don't know")



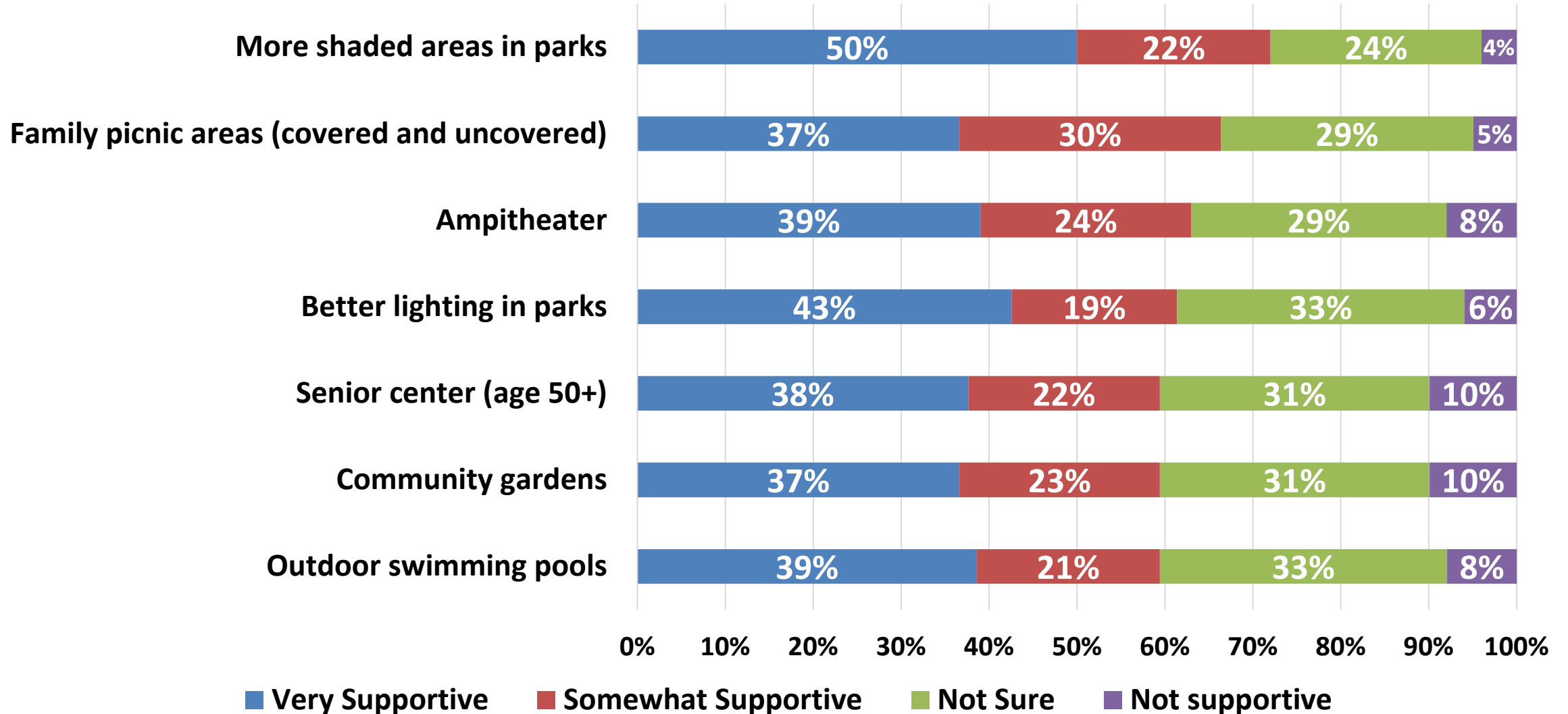
# Reasons Preventing Households From Participating in City Parks and Recreation Department Programs More Often

by percentage of respondents (multiple selections could be made)



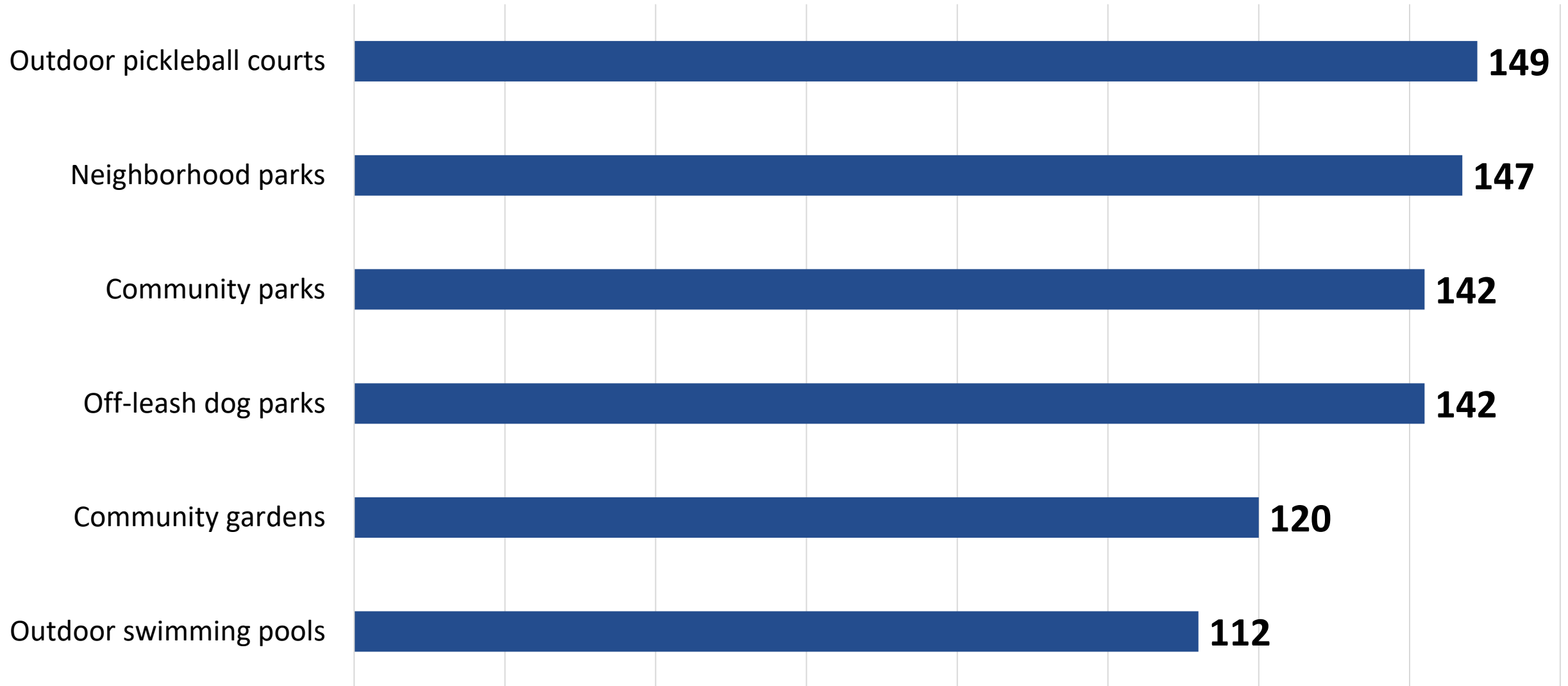
# Most Supported parks and recreation improvements

by percentage of households



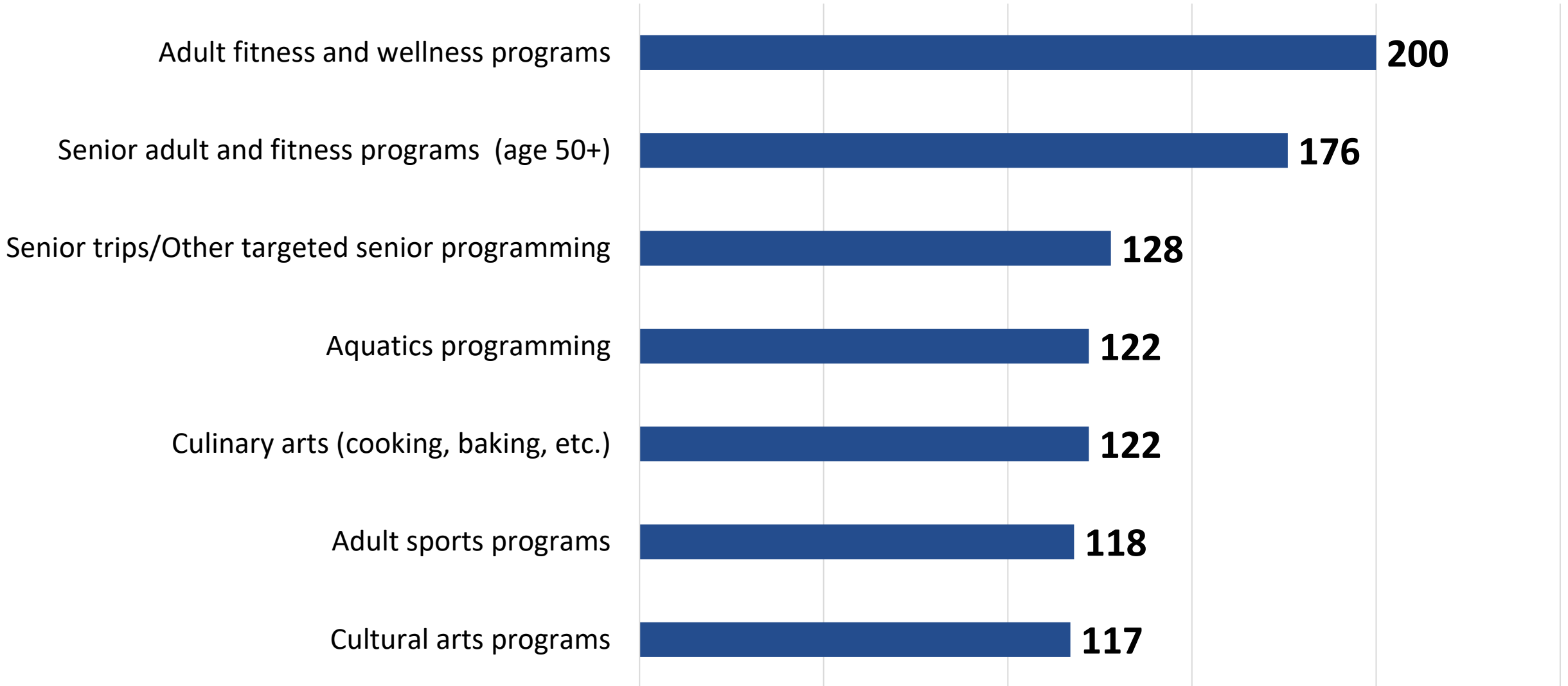
# Top Priorities For Investment For Park Facilities Based On The Priority Investment Rating

(Number below represents the rating out of a possible 200)



# Top Priorities For Investment For Programs Based On The Priority Investment Rating

(Number below represents the rating out of a possible 200)



## NATIONAL COMPARISON

- High levels of community satisfaction and perceived value
- Above average visitation to parks, facilities and sports fields
- Above average participation in recreation programs and activities

## SUMMARY

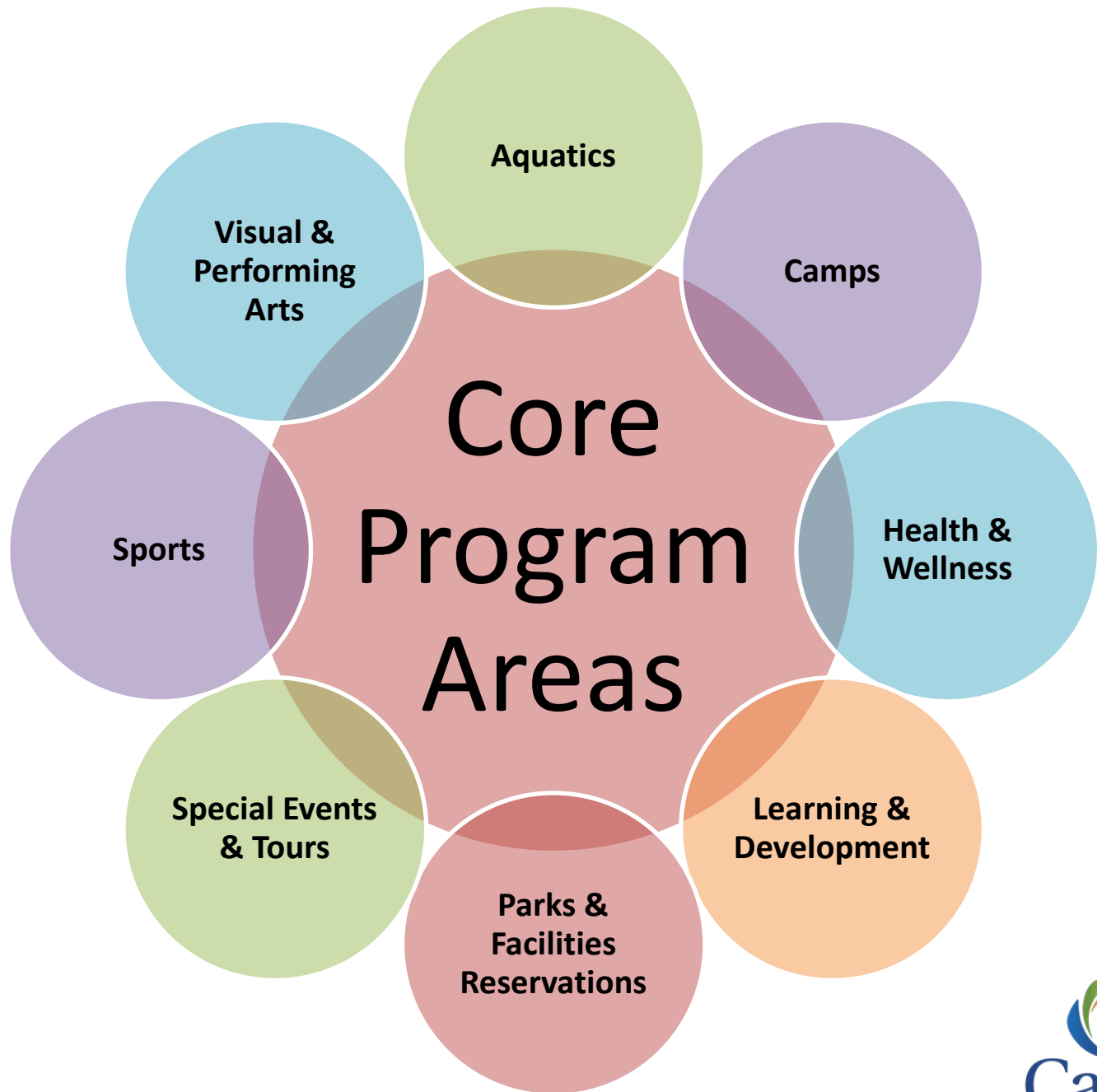
- Outdoor pickleball, parks, dog parks, community gardens and outdoor pools are high priorities
- Adult and Senior (50+) Fitness and Wellness, Trips, Aquatics, Culinary Arts and Cultural Arts, Adult Sports and Outdoor Skills / Adventure Programs are high priorities



# Program Assessment



# Recreation Core Program Areas



# Program Classification

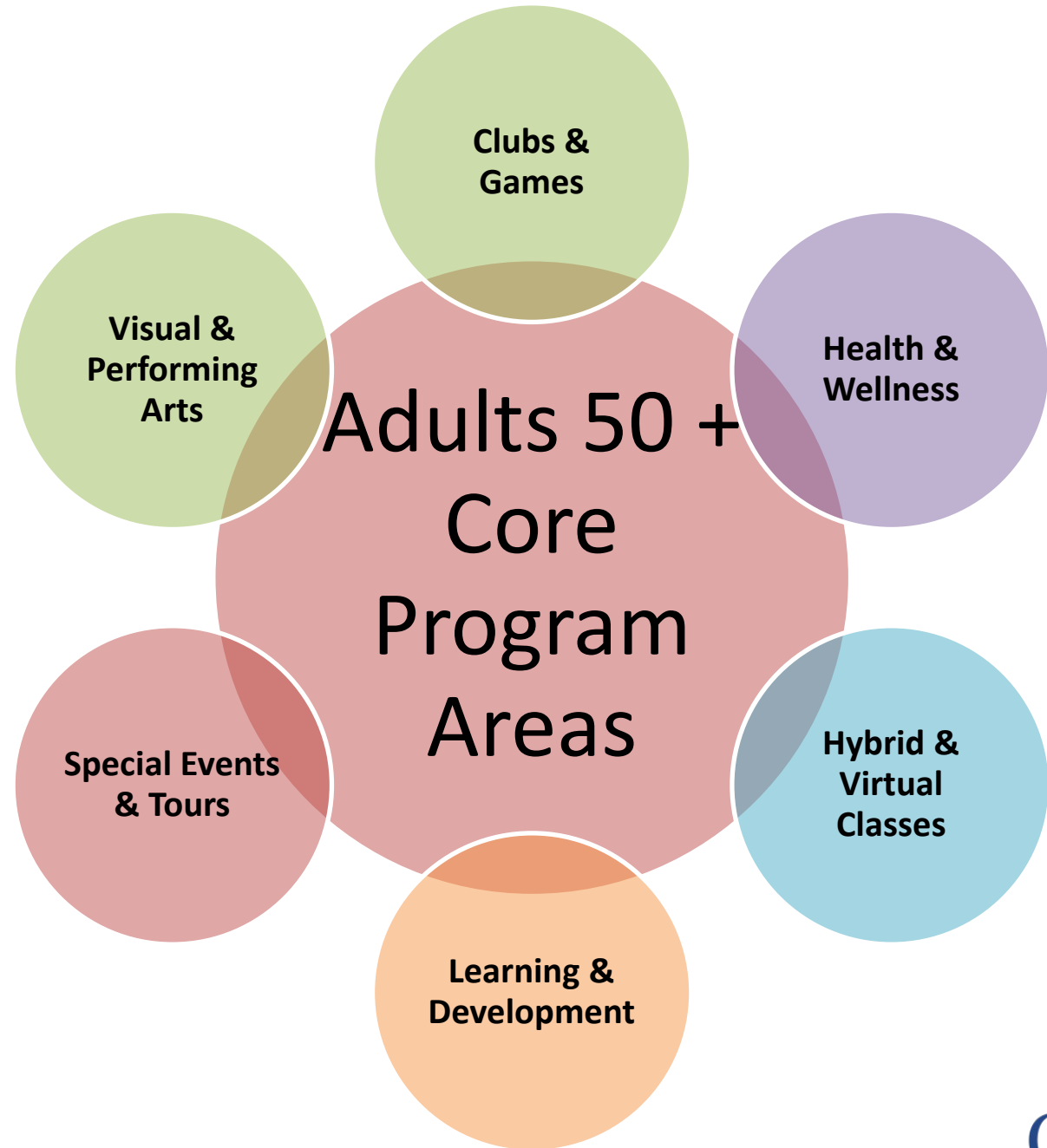
Program Classification			
Factors	Essential	Important	Value-Added
Public interest; Legal Mandate; Mission Alignment	High public expectation	High public expectation	High individual and interest group expectation
Financial Sustainability	Free, nominal or fee tailored to public needs, Requires public funding	Fees cover some direct costs, Requires a balance of public funding and a cost recovery target	Fees cover most direct and indirect costs, Some public funding as appropriate
Benefits (health, safety, protection of assets, etc.)	Substantial public benefit (negative consequence if not provided)	Public and individual benefit	Primarily individual benefit
Competition in the Market	Limited or no alternative providers	Alternative providers unable to meet demand or need	Alternative providers readily available
Access	Open access by all	Open access Limited access to specific users	Limited access to specific users
Subsidy*	0 - 50%	50% - 75%	75% - 100%+
Program Distribution	<b>22%</b>	<b>35%</b>	<b>43%</b>

# Lifecycle

## Lifecycle Stage Distribution

Lifecycle Stage	Description	Actual Program Distribution	Recommended Distribution
Introduction	New program; modest participation	18%	50-60% total
Take-Off	Rapid participation growth	15%	
Growth	Moderate, but consistent population growth	33%	
Mature	Slow participation growth	19%	40% total
Saturation	Minimal to no participation growth; extreme competition	12%	0-10% total
Decline	Decline participation	4%	

# Adults 50 + Recreation Core Program Areas



# Program Classification

## Program Classification - Adult 50+

Factors	Essential	Important	Value-Added
Public interest; Legal Mandate; Mission Alignment	High public expectation	High public expectation	High individual and interest group expectation
Benefits (health, safety, protection of assets, etc.)	Substantial public benefit (negative consequence if not provided)	Public and individual benefit	Primarily individual benefit
Access	Open access by all	Open access Limited access to specific users	Limited access to specific users
Competition in the Market	Limited or no alternative providers	Alternative providers unable to meet demand or need	Alternative providers readily available
Financial Sustainability	Free, nominal or fee tailored to public needs, Requires public funding	Fees cover some direct costs, Requires a balance of public funding and a cost recovery target	Fees cover most direct and indirect costs, Some public funding as appropriate
Program Distribution	9%	82%	9%

# Lifecycle

## Lifecycle Stage Distribution

Lifecycle Stage	Description	Actual Program Distribution		Recommended Distribution
Introduction	New program; modest participation	18%	<b>68%</b>	50-60% total
Take-Off	Rapid participation growth	24%		
Growth	Moderate, but consistent population growth	26%		
Mature	Slow participation growth	21%	<b>21%</b>	40% total
Saturation	Minimal to no participation growth; extreme competition	6%	<b>11%</b>	0-10% total
Decline	Decline participation	5%		

## NEXT STEPS

- Visioning Process (December 2022)
- Draft Report (January – February 2023)
- Final Report (March – April 2023)



ITEM NO. 1 - MASTER PLAN UPDATE

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**THANK YOU**

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ITEM NO. 1 - MASTER PLAN UPDATE

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