



PARKS & RECREATION DEPARTMENT

The place to create lifelong memories



# PARKS & RECREATION MASTER PLAN

Adopted July 28, 2025

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## ACKNOWLEDGEMENTS

ADOPTED BY THE BOARD OF DIRECTORS ON JULY 28, 2025

THANK YOU TO THE ENTIRE EASTVALE COMMUNITY FOR YOUR INPUT THROUGHOUT THE  
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# CHAPTER ONE EXECUTIVE SUMMARY

## 1.1 INTRODUCTION

This Parks & Recreation Master Plan (“Plan”) presents a unified vision for the future of the Jurupa Community Services District (“JCSD”) Parks & Recreation Department (“Department”). Guided by community priorities and evolving needs, it establishes a clear roadmap for providing innovative, accessible, and inclusive programs that enrich the lives of all residents.

Rooted in the department’s vision of “*The place to create lifelong memories*”, the Plan emphasizes the creation of vibrant public spaces, meaningful recreational opportunities, and strong community connections.

Through this Plan, the Department reaffirms its commitment to fostering community wellness, promoting environmental responsibility, and nurturing a sense of belonging for everyone—now and for generations to come.

### 1.1.1 OUTCOMES

This Plan is guided by the following key goals:

- **Involve the Community:** Carry out inclusive engagement efforts to understand the current needs, interests, and priorities of those served by the Department.
- **Foster Innovation:** Explore new ideas, trends, and proven strategies to elevate the department’s parks, facilities, and community programs.
- **Advance Equity and Access:** Work to ensure that every community member has fair and consistent access to parks, recreation spaces, and programs throughout the service area.
- **Enhance Resources:** Position the department to secure future funding opportunities and develop strategic partnerships that support sustainable growth and long-term success.
- **Cultivate a Unified Vision:** Partner with the community to shape a vision centered on equity, inclusion, and a deep sense of belonging for all.

### 1.1.2 ABOUT THE DISTRICT

JCSD was established in 1956 to provide wastewater services to the Jurupa Valley area in western Riverside County. In 1966, its responsibilities expanded to include water system planning and operations.

As the unincorporated area now known as “Eastvale” experienced rapid growth, residents began expressing interest in bringing parks and recreation services under JCSD’s umbrella. In response, JCSD partnered with the County of Riverside in 1996 to develop the Comprehensive Parks & Recreation Plan for the Eastvale area. Revised several times over the next seven years, the plan laid the foundation for creating a dedicated park territory, designing a comprehensive park system, and establishing funding mechanisms for both development and ongoing maintenance through special assessments.



Over the years, JCSD's overall service area expanded to more than 40 square miles and now serves over 140,000 residents as well as numerous commercial and industrial facilities within the cities of Eastvale and Jurupa Valley.

Today, the Department consists of three divisions: Administration, Park/Facility Maintenance and Operations, and Recreation/Community Services. Together, they manage over 220 acres of parkland—including 15 parks, various facilities, and landscaped frontages—while offering a wide array of recreational programs, activities, and special events.

JCSD is recognized as the leading provider of parks and recreation services in Eastvale, delivering award-winning programs that enhance the community's quality of life. This commitment to excellence was affirmed on September 10, 2021, when the CAPRA Commission officially reaccredited JCSD with a perfect score, meeting all 154 national standards.

The Department plays a vital role in supporting healthy, active lifestyles and strengthening community connections. With well-maintained parks, scenic walking trails, sports fields, and modern recreational facilities, Eastvale provides safe, inclusive spaces for fitness activities, cultural celebrations, educational programs, and social gatherings. These amenities foster community pride and create a sense of belonging across the city.

Looking to the future, the Department remains dedicated to addressing the evolving needs of Eastvale's growing population. Through thoughtful planning, strategic investments, and a continued focus on equity and inclusion, the department is working to expand park spaces, enrich program offerings, and cultivate partnerships that support a vibrant, connected community where all residents can thrive.

## 1.2 VALUES, MISSION, VISION, & BIG MOVES

### 1.2.1 VALUES

Department staff affirmed their continued emphasis on embodying the values of ***Sustainable, Team Oriented, Respectful, Inclusive, Visionary and Engaged*** in their day-to-day operations and how they plan for the future.

**S**USTAINABLE  
**T**EAM-ORIENTED  
**R**ESPECTFUL  
**I**NCLUSIVE  
**V**ISIONARY  
**E**NGAGED

### 1.2.2 MISSION

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The Department's Updated Mission is:



### 1.2.3 VISION STATEMENT

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The Department's Updated Vision Statement is:



### 1.2.4 BIG MOVES

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#### FEASIBILITY STUDY FOR EASTVALE COMMUNITY PARK – PHASE 2

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- Conduct a comprehensive needs assessment to determine community priorities for new amenities and services.
- Analyze site conditions, environmental factors, and infrastructure requirements for successful Phase 2 development.
- Explore funding sources and public-private partnerships to support project implementation.
- Develop a phased implementation strategy to align with budget considerations and long-term community growth.

#### ENHANCED PROGRAM INCLUSIVITY AND COMMUNITY ENGAGEMENT

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- Create targeted outreach initiatives to engage underrepresented and diverse community groups.
- Design programs that reflect the cultural, recreational, and social interests of all residents.



- Host regular community forums, surveys, and interactive workshops to gather feedback and foster participation.
- Ensure marketing materials and communications are accessible, multilingual, and inclusive.

### STRENGTHENING FINANCIAL SUSTAINABILITY

- Identify and pursue alternative funding streams, including grants, sponsorships, and donor programs.
- Implement cost-recovery models for fee-based programs while maintaining affordability for all residents.
- Regularly evaluate program and facility performance to optimize revenue opportunities.
- Explore long-term partnerships with local businesses and organizations to support ongoing initiatives.

### ROBUST WORKFORCE DEVELOPMENT AND RETENTION

- Provide ongoing professional development, certification opportunities, and leadership training for staff.
- Establish competitive compensation and benefits packages to attract and retain top talent.
- Foster a positive and supportive workplace culture focused on collaboration, innovation, and employee well-being.
- Implement succession planning to ensure leadership continuity and organizational stability.

### SUSTAINABILITY AND MODERNIZATION OF FACILITIES

- Integrate energy-efficient technologies and sustainable building practices in all facility upgrades.
- Conduct regular facility assessments to prioritize modernization projects based on safety and usability.
- Expand green spaces and incorporate native landscaping to promote environmental stewardship.
- Design flexible, multi-use spaces that can adapt to evolving community needs and program offerings.

A full summary of the visioning process can be found in [CHAPTER 5](#).

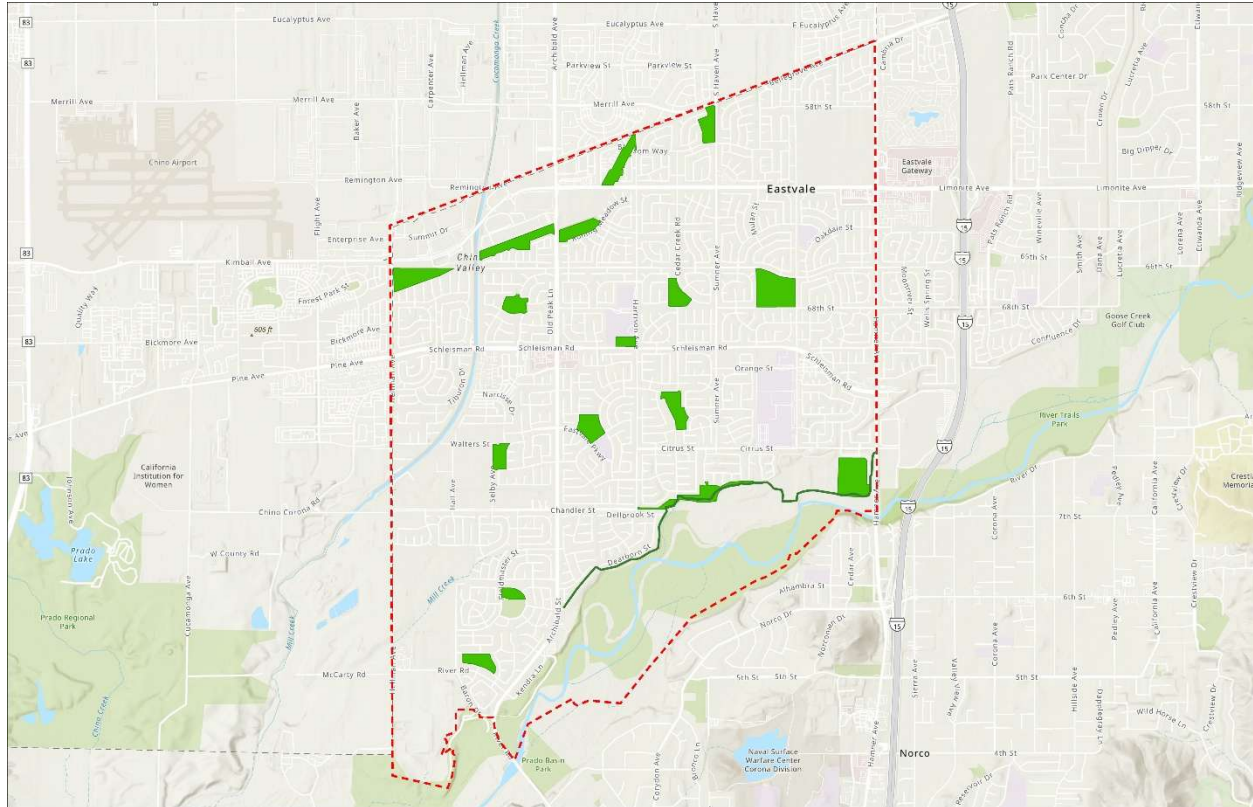
## 1.3 COMMUNITY PROFILE

2023 Demographic Comparison		JCSD	California	United States
Population	Annual Growth Rate (2020-2023)	0.66%	0.43%	0.64%
	Projected Annual Growth Rate (2023-2038)	1.47%	0.39%	0.52%
Households	Annual Growth Rate (2020-2022)	0.81%	0.64%	0.73%
	Average Household Size	4.00	2.85	2.55
Age Segment Distribution	Ages 0-17	32%	22%	22%
	Ages 18-34	22%	25%	23%
	Ages 35-54	31%	25%	25%
	Ages 55-74	13%	21%	23%
	Ages 75+	2%	6%	7%
Race Distribution	White Alone	25.1%	39.6%	61.0%
	Black Alone	8.7%	5.7%	12.4%
	American Indian	0.9%	1.6%	1.1%
	Asian	33.2%	16.0%	6.1%
	Pacific Islander	0.3%	0.4%	0.2%
	Some other Race	14.4%	21.8%	8.6%
	Two or More Races	17.4%	14.9%	10.6%
Hispanic/Latino	Hispanic / Latino Origin (any race)	36.2%	40.6%	19.0%
	All Others	63.8%	59.4%	81.0%
Income Characteristics	Per Capita Income	\$43,901	\$45,201	\$40,363
	Median Household Income	\$142,360	\$89,455	\$72,414
At Risk Population Characteristics	Foreign Born	26.2%	26.5%	13.6%
	Language other Than English Spoken at Home	45.7%	43.9%	21.7%
	With a Disability	6.0%	6.8%	8.7%
	No Health Insurance	4.4%	8.1%	9.8%
	Persons in Poverty	4.3%	12.3%	11.6%



## PARKS & RECREATION MASTER PLAN

The Department currently provides parks and recreation services for the Eastvale community within what is known as the JCSD Parks Territory. The boundaries of the JCSD Parks Territory are in Eastvale, south of Bellegrave Avenue; east of Hellman Avenue; west of Hamner Avenue; and north of the Santa Ana River.



This Community Profile offers a foundational understanding of the people, places, and trends shaping future park and recreation needs.

**Livability & Access:** Cost of living within the JCSD Parks Territory is 62.6% higher than the national average and slightly above the California average, driven largely by housing and transportation costs. Despite this, the JCSD Parks Territory performs well in terms of park proximity, with 73% of residents living within a 10-minute walk of a park—well above the national average of 55%. The city's Tree Equity Score of 81 suggests a strong canopy presence, but highlights opportunities for improvement in 18 of 26 census block groups.

**Demographics:** Population within the JCSD Parks Territory has grown steadily, from 43,439 in 2010 to an estimated 58,828 in 2023. By 2038, the population is projected to reach 71,833. The community skews younger (median age of 33.8) but is aging gradually. Racial and ethnic diversity continues to grow, with the Asian population projected to reach 38% by 2038, while Hispanic/Latino residents are expected to maintain a consistent presence of 36–37%. The share of individuals identifying with two or more races is projected to nearly quintuple from 2010 to 2038.

**Income & Equity:** The JCSD Parks Territory is an economically strong community, with a median household income of \$142,360—well above state and national averages. Nearly half the population speaks a language other than English at home, and 26% are foreign-born. The percentage of uninsured residents (4.4%) and those living in poverty (4.3%) is significantly below state and national averages. These indicators reflect both affluence and the need for continued investment in accessible, inclusive programming and communication.

**Recreation Trends:** Residents within the JCSD Parks Territory are highly active and recreation-minded. Participation rates for sports like volleyball, basketball, tennis, and golf far exceed the national average. Fitness trends show elevated interest in Pilates, yoga, weightlifting, and group exercise. Outdoor activities like mountain biking, hiking, and kayaking also score well. MPI scores suggest a strong likelihood to spend money on recreation equipment, indicating community support for high-quality offerings.

### 1.3.1 KEY FINDINGS:

- **High Growth & Diversity:** The JCSD Parks Territory is growing steadily and becoming increasingly diverse. Planning for multigenerational, multicultural, and multilingual needs will be critical.
- **Affluent but Expectant:** With higher-than-average household incomes, JCSD Parks Territory residents may have higher expectations for the quality, innovation, and variety of services.
- **Strong Park Proximity:** The JCSD Parks Territory performs well on park access, but gaps in tree equity and future population growth warrant proactive infrastructure planning.
- **Youthful Yet Aging:** While the JCSD Parks Territory community is currently young, a rising share of older adults points to the need for intergenerational design and programming.
- **Recreation-Oriented Culture:** The JCSD Parks Territory community is highly engaged in recreation and shows a strong willingness to invest in wellness, fitness, and sports—underscoring demand for expanded, innovative, and year-round offerings.

Full community profile can be found in [CHAPTER 2](#).

## 1.4 PUBLIC INPUT SUMMARY



To ensure this Plan reflects the values and priorities of those it serves, the Department undertook a robust public engagement process. More than 1,000 voices were captured through statistically valid and online surveys, focus groups, stakeholder interviews, and public meetings. This multi-layered approach reflects the Department's commitment to responsive, community-driven planning.

### 1.4.1 ENGAGEMENT OVERVIEW

Public input was gathered through interviews with key leaders, focus groups with youth and adult stakeholders, two public meetings, and a statistically valid survey with 555 responses. An additional online survey further expanded reach and insight.

### 1.4.2 WHAT WE HEARD

Residents expressed deep appreciation for the Department's well-maintained parks, inclusive programming, and responsive leadership. The Department's multicultural events and modern amenities were cited as community strengths. High satisfaction was noted with facility condition and staff professionalism.

However, several recurring needs emerged:

- Desire for more aquatics, pickleball, cricket, and multi-use trails
- Demand for more shade, restroom access, and evening lighting
- Strong support for youth enrichment, senior programs, and fitness classes
- Clear interest in expanding programming for underserved communities and improving marketing and access to information



### 1.4.3 TOP PRIORITIES IDENTIFIED

The statistically valid survey and online feedback revealed the highest priorities for investment:

- **Facilities:** Outdoor swimming pool, walking and biking trails, restroom access, amphitheater, performing arts venue
- **Programs:** Senior services, adult fitness, swim lessons, exercise classes, and cultural events

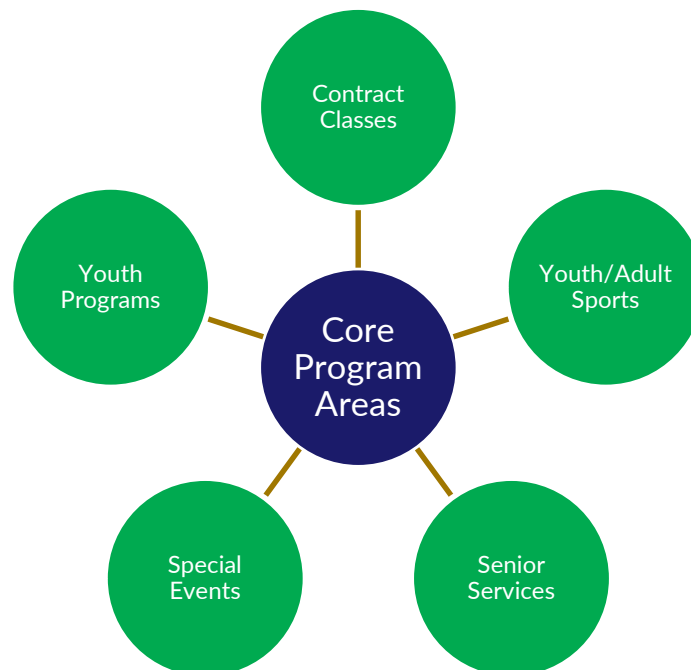
### 1.4.4 KEY TAKEAWAYS

- JCSD enjoys strong community trust and engagement.
- Residents want more spaces, more programs, and better access to what already exists.
- An aquatics center and community recreation facility emerged as the most supported potential capital projects.
- Clear communication, inclusivity, and continued responsiveness will be essential to JCSD's future success.

This Public Input Summary affirms that JCSD is well-positioned to meet community expectations—if it continues to evolve, invest wisely, and keep its residents at the heart of every decision.

Full Public Input Summary can be found in [CHAPTER 3](#).

## 1.5 RECREATION PROGRAM ASSESSMENT



A Recreation Program Assessment, which evaluates how well the Department's current offerings meet community needs and identifies opportunities to enhance access, quality, and alignment with industry best practices, was completed as part of the Plan's development process. The analysis includes participation trends, community demographics, cost recovery, program structure, and marketing strategies.

**Program Strengths:** The Department offers a broad portfolio of inclusive, all-abilities programming that serves a diverse, multi-generational population. Programs are well-maintained, with many falling into stable or growing lifecycle stages and few in decline. High levels of cooperative programming—significantly above national averages—reflect strong community partnerships. Recreation trends point to high local interest in team sports, fitness classes (especially Zumba and Pilates), and cultural activities.

**Opportunities for Improvement:** While inclusivity is strong, offerings tailored to specific skill levels (beginner, intermediate, and advanced) are limited. Youth and teen programming falls below national averages, and there is an opportunity to expand options for these groups. Pricing strategies vary widely, with some areas like special events relying solely on cost recovery, and others—like senior services—balancing equity and accessibility.

**Cost Recovery & Financial Strategy:** The Department maintains a strong focus on balancing community needs with financial sustainability, with 39% of its programs generating revenue. Fully subsidized and somewhat subsidized programs are also part of the portfolio, enabling access for residents with varying financial means. This diversified cost recovery approach supports long-term sustainability while still offering equitable access.

**Program Priorities & Preferences:** Survey results point to strong community demand for fitness and wellness programs, senior services, swim lessons, and cultural events. These align with the most unmet needs and highest-rated program types by residents. Residents also show a high willingness to spend on recreation, indicating potential support for expanded premium programming.

**Marketing & Communications:** The Department uses a robust multi-platform marketing strategy that includes brochures, digital newsletters, social media, and QR-coded signage. The District's website is inclusive and user-friendly, offering translation and streamlined online registration.

## 1.5.1 KEY FINDINGS

- **Strong All-Abilities Focus:** 94% of programs are designed for all skill levels, which are much higher than the national average of 77%.
- **High Revenue Generation:** The Department's emphasis on revenue-generating programs supports fiscal sustainability.
- **Gaps in Youth & Skill-Based Offerings:** There is room to grow preschool, teen, and skill-specific programming.
- **Community Demand for Fitness & Aquatics:** Exercise classes, swimming programs, and senior wellness are top priorities.
- **Strategic Marketing is Effective but Uneven:** Social media engagement is strong but varies by platform.

JCSD's program offerings are a community asset—well-utilized and appreciated—but continued success will require greater age and skill diversification, enhanced outreach, and balanced affordability to serve the full range of resident needs.

Full Program Assessment can be found in [SECTION 4.1](#).

## 1.6 PARK AND FACILITY EVALUATIONS

The evaluation of all park assets within the JCSD Park Territory serves as a cornerstone of the Plan's strategic planning and maintenance efforts. Each park and its amenities were carefully assessed through detailed field observations, resulting in a comprehensive grading based on current conditions. This systematic approach allows for a clear understanding of the performance and needs of individual assets, rather than evaluating the park system solely as a whole.

The evaluation process used a qualitative grading scale, complemented by numerical scores, to reflect both the quantity and quality of recreational opportunities available. This approach facilitated transparent prioritization for repairs, upgrades, and future enhancements. Each park was rated consistently and comparatively against similar facilities across the system.

### Amenity Rating Scale

<b>GREAT</b> (4-5)	Site amenities are in excellent condition with little or no maintenance issues.
<b>GOOD</b> (3)	Site amenities are in good condition with only minor maintenance problems. Issues are primarily due to age and heavy use.
<b>FAIR</b> (2)	Site amenities are in fair condition and indicate ongoing maintenance challenges, generally related to age and heavy usage.
<b>POOR</b> (0-1)	Site amenities are in poor condition, showing clear and persistent maintenance problems that may lead to suspended use for repair or replacement.

Park Evaluation Categories

## ACCESS AND CONNECTIVITY

Evaluation includes adjacent trails or trailheads, street crossings, sidewalks, internal park circulation, signage, and overall accessibility for all users.

## CONDITION AND FUNCTIONALITY

Assessment of the physical state and operational status of individual amenities, tree canopy and vegetation appearance, paved surfaces, park lighting, and furniture.

## SAFETY AND COMFORT

Review of visibility, sightlines, active use areas, lighting adequacy, evidence of misuse, navigation ease, proximity to roads, physical hazards, and slope edges.

## MAINTENANCE

Identification of maintenance concerns that could impact the continued success, safety, and usability of the park amenities.

Full Park and Facility Evaluations can be found in [SECTION 4.2](#).

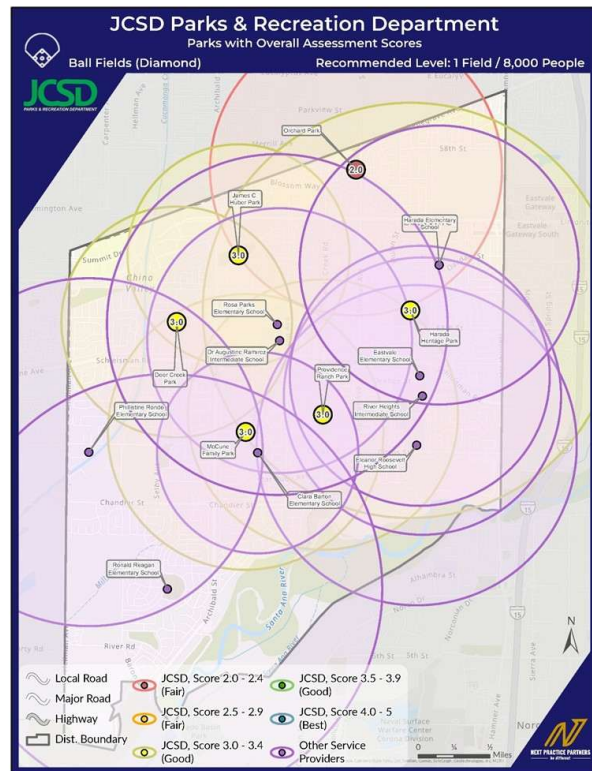
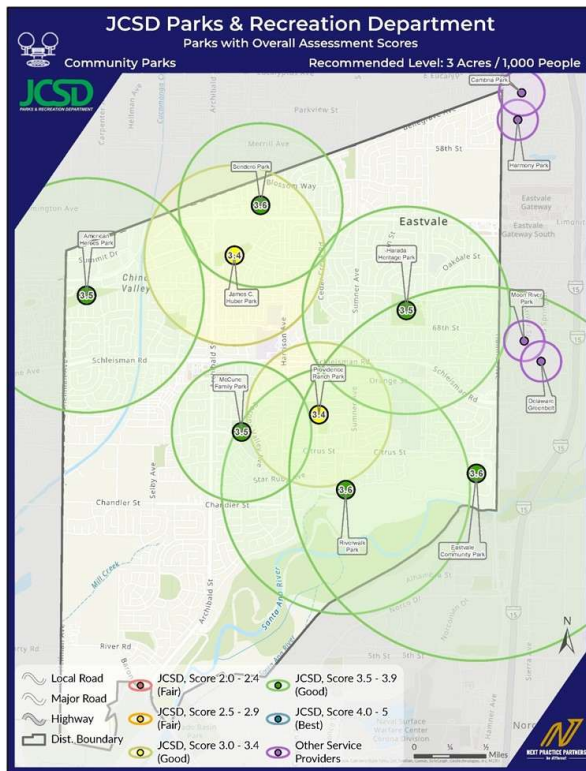


## 1.7 EQUITY MAPS

Equity maps and service area standards allow the Department to evaluate how parks, facilities, and amenities are distributed across the community—and whether that distribution aligns with population density, demographic patterns, and neighborhood needs. These maps are built using recommended levels of service for each park and amenity type and help identify areas that may be underserved or oversupplied.

By comparing geographic access to population-based guidelines, the Department can pinpoint service gaps and make data-driven decisions about future capital investments. This approach ensures that improvements address both system-wide needs and promote equitable access to parks and recreation for all residents. Service area rings also highlight the reach of amenities provided by other agencies, capturing the broader network of resources available to the Eastvale community.

Full Equity Maps can be found in [SECTION 4.4](#).



## 1.8 CAPITAL IMPROVEMENT PLAN

The Department's Capital Improvement Plan (CIP) serves as a strategic framework for prioritizing, funding, and delivering critical infrastructure and facility projects that enhance the Department's livability, sustainability, and long-term growth. This plan focuses on targeted investments in parks, recreational amenities, community centers, and public spaces to meet the evolving needs of the JCSD Parks Territory's diverse and growing population.

A key component of the CIP is the alignment of available financial resources to support these improvement projects. The Department utilizes two funding sources to make these initiatives possible, including:

- Operations and Maintenance
- Park and Facility Fees

Through the strategic use of these resources, the Department ensures responsible fiscal management while advancing projects that promote environmental stewardship, community wellness, and economic vitality. As the Department continues to thrive, this CIP provides a clear and actionable roadmap for creating vibrant public spaces and strengthening community infrastructure—today and for future generations.

To provide greater clarity and transparency, the CIP is organized into three distinct categories:

1. Projects that are planned and have secured funding
2. Projects that are planned but not yet funded
3. Projects that have been completed in the last several years

This structure allows stakeholders to easily understand the current status of each initiative, track progress over time, and anticipate future development efforts as the plan evolves.

## 1.9 REVENUE AND FUNDING STRATEGIES

The Department has built a diverse and sustainable funding framework that supports both daily operations and long-term capital investments across its parks and recreation system. The Department successfully utilizes a blend of user fees, development impact fees, corporate sponsorships, facility rentals, advertising, and grant funding to maintain high service levels while planning for future growth.

Key revenue sources include Community Facilities Districts (CFDs), which provide ongoing tax support for park maintenance; development impact fees that align with growth; and consistent revenue from recreation fees and facility rentals. Strategic public-private partnerships and volunteerism also enhance service delivery while reducing costs.

JCSD actively pursues competitive grants for capital projects and environmental initiatives as part of its broader funding strategy. We also continue to explore low-risk, passive income opportunities such as sponsorship opportunities.



Through proactive financial planning and a willingness to explore innovative strategies, the Department is well-positioned to meet community expectations and ensure long-term fiscal sustainability.

*Full Revenue and Funding Strategies can be found in [SECTION 4.5](#).*

## 1.10 CONCLUSION

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The Plan is an ambitious, community-centered vision for the future of parks, recreation, and community services in the community of Eastvale—a vibrant, well-established city in Southern California known for its friendly neighborhoods and high quality of life. Informed by inclusive outreach, robust data analysis, and forward-thinking strategy, the Plan reflects the shared aspirations of Eastvale’s residents, staff, and stakeholders who are deeply invested in building a thriving, connected community.

At the heart of this planning effort was a department-wide visioning process—an opportunity for staff to come together around common values, affirm their commitment to service, and chart a new course for growth and innovation. The resulting mission, Community Through Connection, and the department’s vision—The place to create lifelong memories — serve as guiding principles for a system that is welcoming, equitable, and responsive to all.

Through this inclusive process, five foundational strategies—referred to as the Five Big Moves—emerged to guide the department's future investments and initiatives:

- Feasibility study for Eastvale Community Park – Phase 2
- Enhanced program inclusivity and community engagement
- Strengthening financial sustainability
- Robust workforce development and retention
- Sustainability and modernization of facilities

These priorities are grounded in the input of hundreds of residents who participated in surveys, community events, workshops, and focus groups. Their collective message was clear: Eastvale is ready to move forward—with inclusive programs, well-maintained parks, enhanced public spaces, and a system that reflects their values of connection, wellness, and environmental stewardship.

As the community of Eastvale continues to grow, this Plan offers a practical yet visionary path forward. With committed leadership, ongoing community collaboration, and strategic investments, the Department is poised to enrich daily life and ensure every resident has the opportunity to thrive—today and for generations to come.

## CHAPTER TWO COMMUNITY PROFILE

### 2.1 OVERVIEW

A key component of the Plan is a Community Profile. The purpose of this analysis is to provide the Department with insight into the community it serves.

It also quantifies the demand within the JCSD Park Territory. The goal of this data is to facilitate a comprehensive understanding of the types of parks, facilities, programs, and services that best meet the needs of the residents in a fair and balanced way.

### 2.2 LIVABILITY AND ACCESS

The community profile report prioritizes a thorough evaluation of the city's livability and accessibility. This involves analyzing the cost of living, assessing how close residents live to parks, and determining tree equity in the city. By examining these factors, we gain valuable insights into the city's overall quality of life. These findings also serve as a guide for future strategic planning and development aimed at improving accessibility and enriching the living conditions for all residents.

#### 2.2.1 COST OF LIVING

The cost-of-living index is a measure of how expensive it is to live in a particular area or city compared to another area or city. It is not available for special districts such as JCSD hence the city of Eastvale data is used. The index is typically calculated by comparing the prices of a basket of goods and services, such as housing, transportation, food, healthcare, and utilities in different locations.

COST OF LIVING	Eastvale, CA	California
Overall	162.6	149.9
Grocery	102.1	105.1
Health	87.7	98.3
Housing	256.4	234.8
Utilities	107.7	102.4
Transportation	164.6	133.1
Miscellaneous	112	118.7

Figure 1: Cost of living index

You can see the detailed information at: <https://www.bestplaces.net/city/california/eastvale>.

The national average cost-of-living index in the United States is set to 100 and the cost-of-living index for a specific city or region is typically reported as a percentage of the national average.

For example, the cost-of-living index for Eastvale is 162.6 which means it is 62.6% higher than the national average.

When compared to the state index, Eastvale is generally higher. The overall index for Eastvale stands at 162.6, compared to California's 149.9. While grocery costs in Eastvale are slightly lower at 102.1 compared to the state's average of 105.1, all other categories show higher expenses. Particularly, housing in Eastvale is quite expensive with an index of 256.4, surpassing the state average of 234.8. Utilities and transportation are also higher in Eastvale, at 107.7 and 164.6 respectively, compared to California's 102.4 and 133.1. Lastly, although miscellaneous expenses

in Eastvale are slightly lower at 112 compared to the state's 118.7, the overall cost of living remains above average in the state.

### 2.2.2 10-MINUTE WALK

The Trust for Public Land in partnership with the National Recreation and Park Association and the Urban Land Institute, launched the "10-Minute Walk Program" aimed at helping cities expand access to green spaces for all. While this is not captured for special districts and jurisdictions, the consulting team sourced this information for the city of Eastvale to demonstrate park access within that jurisdiction.

The Trust for Public Land has conducted research, which has revealed that parks that cater to a predominantly people of color are, on average, only half the size of parks that primarily serve white populations. Despite their smaller size, these parks serve nearly five times as many people. Additionally, parks that primarily serve low-income households are, on average, four times smaller than parks that serve high-income households.



Figure 2: 10-Minute Walk Overview

Eastvale, California exhibits park accessibility levels that are higher than national average, with 73% of its residents living within a 10-minute walk to a park. This contrasts positively with the national average of 55%, suggesting that Eastvale offers significantly greater proximity to recreational green spaces for its residents. This enhanced accessibility might contribute positively to the overall quality of life in Eastvale, offering ample opportunities for outdoor activities and interaction with nature.

Additional information about the "10-Minute Walk Program" can be found at: <https://www.tpl.org>.

### 2.2.3 TREE EQUITY

A Tree Equity Score is a method used by cities to evaluate how effectively they are providing fair access to tree canopy coverage for all residents. This score uses a combination of factors, such as the need for tree canopy coverage and the priority for planting trees in urban neighborhoods (which are defined by Census Block Groups). It is based on data related to tree canopy coverage, climate, demographics, and socioeconomics.

The score is calculated at the neighborhood (block) level and then aggregated to the municipal level to provide an overall assessment of the city's performance in delivering equitable tree canopy coverage.

The Eastvale community currently has a tree equity score of 81. Within the 26 block groups served by JCSD:

- 1 has a tree equity score of 100.
- 18 have a tree equity score below 80.
- The lowest tree equity score for any block group is 73.

### TREE EQUITY SCORE: 81

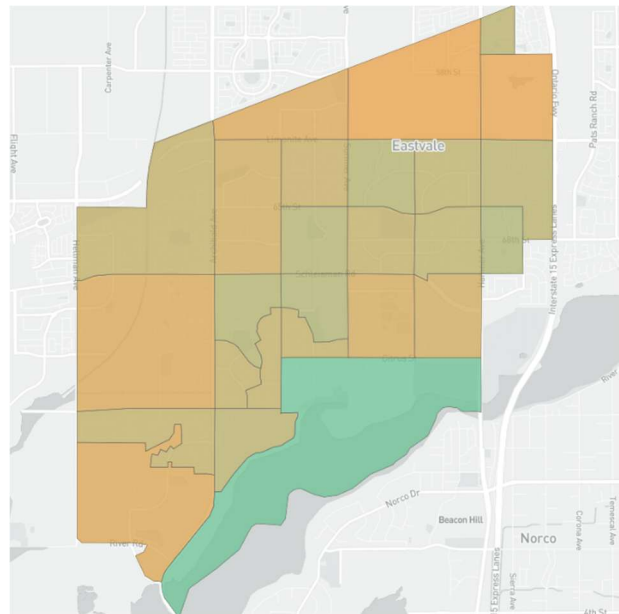


Figure 3: Eastvale Tree Equity

#### What This Means for Eastvale

While the Tree Equity Score reflects conditions across the entire city of Eastvale, JCSD's ability to influence that score is limited to the parkland and public spaces it manages. That said, JCSD plays a vital role in enhancing tree canopy within its own parks and can prioritize planting efforts in areas where equity gaps exist. Strategic investment in trees on JCSD-owned property—especially in lower-scoring block groups—can help cool neighborhoods, improve air quality, and support healthier, more livable communities. By aligning planting efforts with equity data, JCSD can be a key partner in improving overall environmental resilience for Eastvale.



Additional information regarding tree equity can be found at <https://www.treeequityscore.org/>



## 2.3 DEMOGRAPHICS

The Demographic Analysis is a report that examines the characteristics of the population within the JCSD Park Territory, including age segments, race, ethnicity, and income levels. It covers the entire population of the City and uses historical patterns to make future projections. It is possible that unforeseen circumstances during or after the time of the analysis could impact the validity of these projections.

### 2.3.1 METHODOLOGY

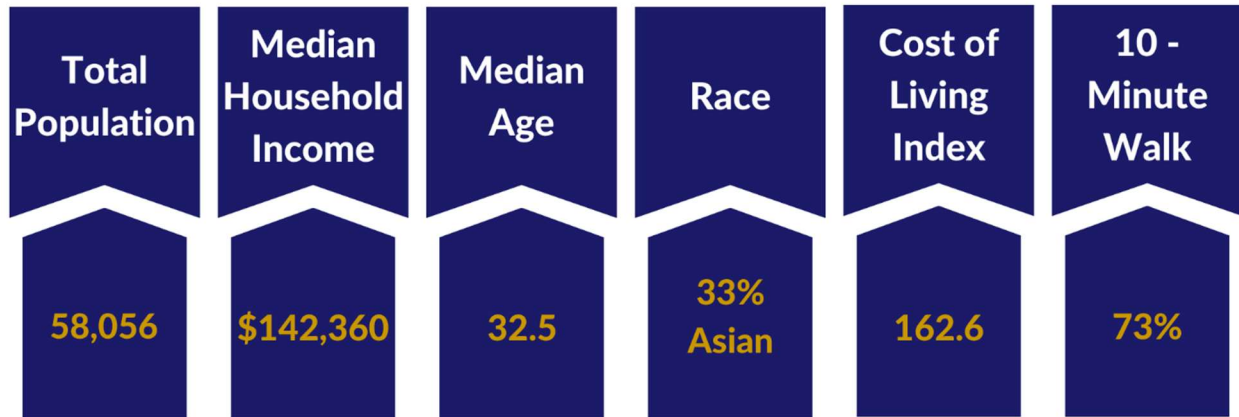


Figure 4: Demographic Overview

The analysis used demographic data from two sources: the U.S. Census Bureau and Environmental Systems Research Institute, Inc. (ESRI), a research and development organization specializing in Geographical Information Systems and population projections. The data was obtained in July 2023 and reflects the actual numbers reported in the 2020 Census and information available as of July 2023. ESRI used this data to estimate the current population in 2023, as well as a 5-year projection for 2028. The consulting team used straight-line linear regression to forecast demographic characteristics for 10 and 15-year projections in 2033 and 2038.



### 2.3.2 CITY POPULACE

The population within the JCSD Parks Territory has been growing steadily over the past decades, from 43,439 in the 2010 Census to an estimated 58,828 in 2023. Growth rates have varied, with a significant annual increase of 3.36% between 2010 and 2020, slowing down to 0.66% between 2020 and 2023, and then further declining to 0.27% by 2028.

However, the growth rate is expected to rise again, hitting 2.51% by 2033 and then reducing slightly to 1.42% by 2038. These projections anticipate the total population to reach 59,610 by 2028, then significantly jump to 67,087 by 2033, and ultimately reach 71,833 by 2038.

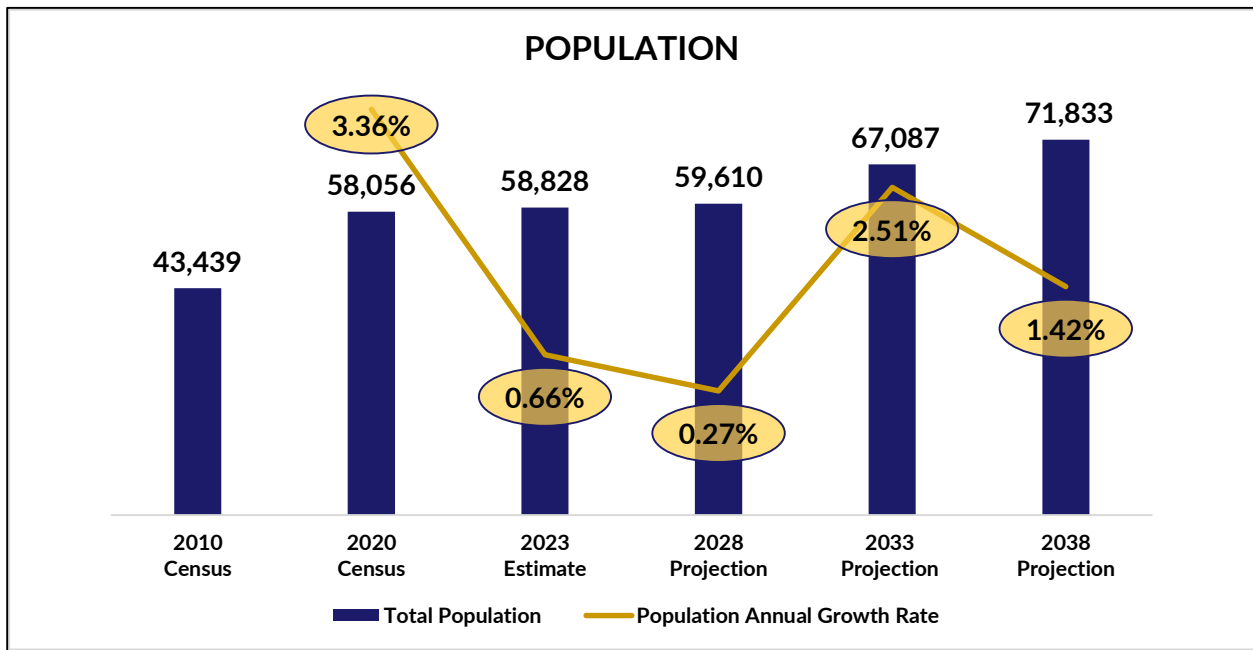


Figure 5: Population projections



### 2.3.3 AGE

The median age within the JCSD Parks Territory is 33.8 years, which is over five years lower than the national median of 39.1, making it a very young population.



In the 2010 Census, 33% of the population was aged 0-17, which is expected to slightly decrease to 31% by 2038. The 18-34 age segment constituted 24% of the population in 2010 and is projected to decline slightly to 22% by 2038.

The 35-54 age group has remained steady at 31-32% throughout. The 55-74 age group saw a slight increase from 10% in 2010 to an estimated 13% in 2038. The 75+ age group has remained relatively stable at 2% throughout all the years. This demonstrates a modest shift towards an older demographic in the community.

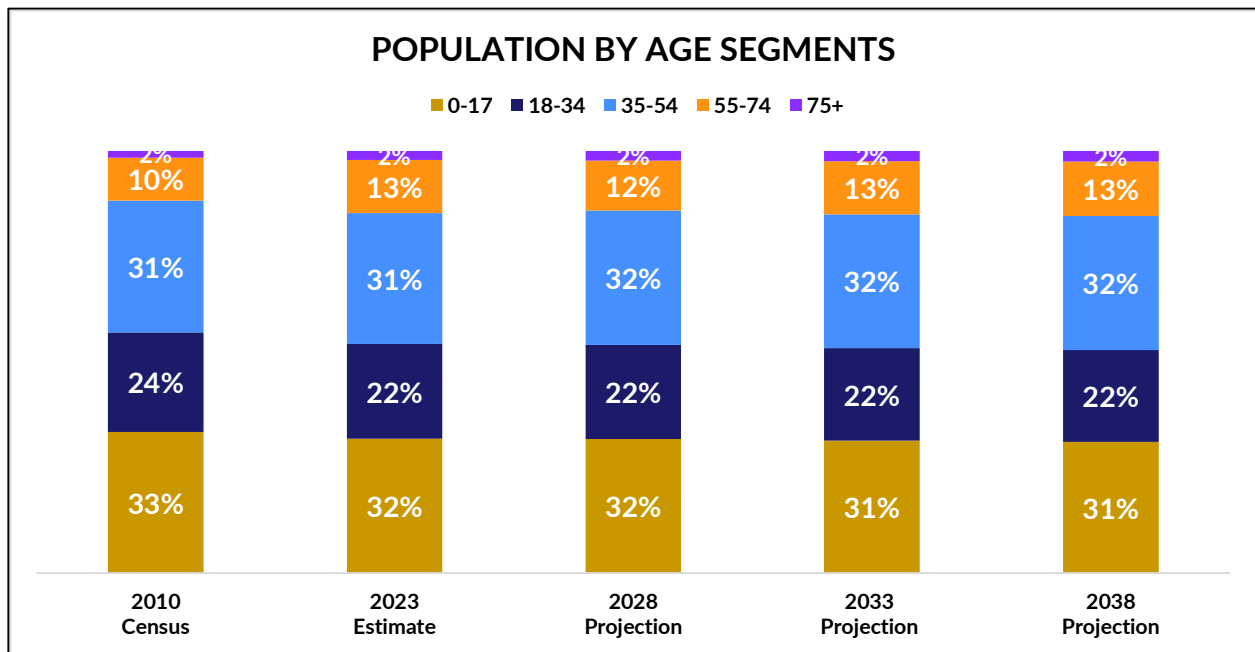


Figure 6: Population by age segments

### 2.3.4 RACE & ETHNICITY

#### RACE AND ETHNICITY DEFINITIONS

The minimum categories for data on race and ethnicity for Federal statistics, program administrative reporting, and civil rights compliance reporting are defined below. The Census 2020 data on race are not directly comparable with data from the 2010 Census and earlier censuses; therefore, caution must be used when interpreting changes in the racial composition of the US population over time. The latest (Census 2020) definitions and nomenclature are used within this analysis.

- **American Indian** – This includes a person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment
- **Asian** – This includes a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam
- **Black or African American** – This includes a person having origins in any of the black racial groups of Africa
- **Native Hawaiian or Other Pacific Islander** – This includes a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands
- **White** – This includes a person having origins in any of the original peoples of Europe, the Middle East, or North Africa
- **Hispanic or Latino** – This is an ethnic distinction, a subset of a race as defined by the Federal Government; this includes a person of Mexican, Puerto Rican, Cuban, South or Central American, or other Spanish culture or origin, regardless of race

Census states that the race and ethnicity categories generally reflect social definitions in the U.S. and are not an attempt to define race and ethnicity biologically, anthropologically, or genetically. We recognize that the race and ethnicity categories include racial, ethnic, and national origins and sociocultural groups.”

*Please Note: The Census Bureau defines Race as a person's self-identification with one or more of the following social groups: White, Black, or African American, Asian, American Indian and Alaska Native, Native Hawaiian and Other Pacific Islander, some other race, or a combination of these. While Ethnicity is defined as whether a person is of Hispanic / Latino origin or not. For this reason, the Hispanic / Latino ethnicity is viewed separate from race throughout this demographic analysis.*

## RACE AND ETHNICITY

The race and ethnicity profile of the JCSD Parks Territory shows significant changes over time. The White Alone category decreased from 42% in the 2010 Census to an estimated 15% by 2038. The Black Alone category remains relatively stable, hovering around 8-9%. The American Indian category remains consistent at 1%. The Asian demographic shows a significant increase from 26% in 2010 to a projected 38% by 2038. Pacific Islander representation remains at 0% throughout. The category of Some Other Race shows slight fluctuations but remains around 14-16%. The Two or More Races category shows the most substantial increase, from 5% in 2010 to a projected 24% by 2038, reflecting an increasingly diverse community.

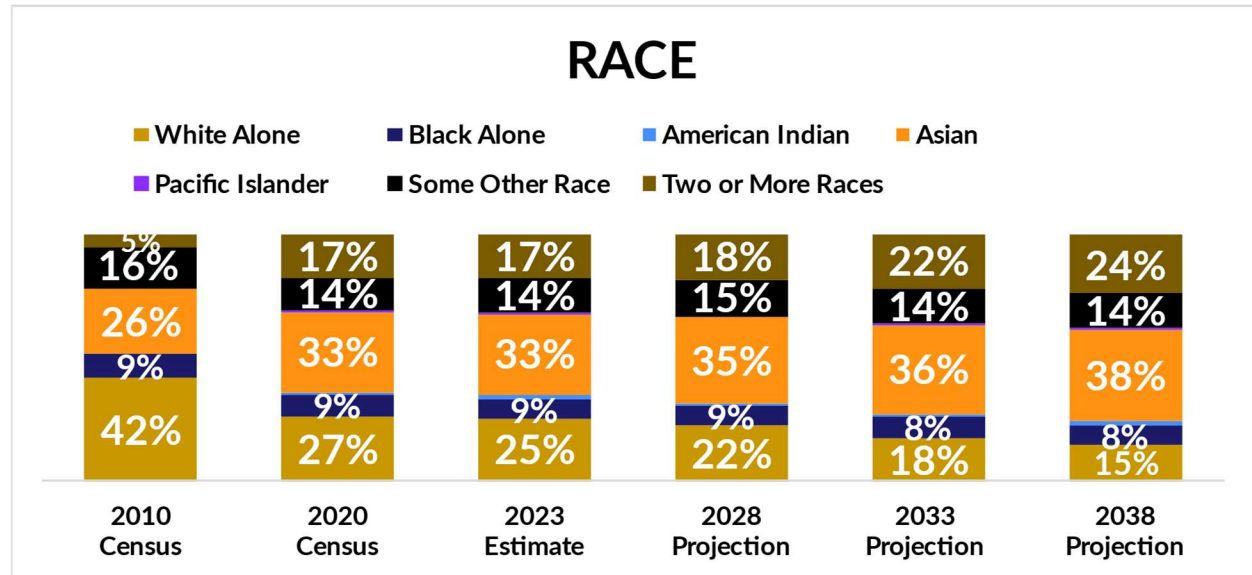


Figure 7: Population by race

The population within the JCSD Parks Territory was evaluated based on Hispanic/Latino ethnicity, which the Census Bureau views as separate from race. It is worth noting that individuals who identify as Hispanic/Latino may also belong to any of the racial categories mentioned earlier.

The representation of Hispanic or Latino individuals in the JCSD Parks Territory has slightly varied over time. As per the 2010 Census, 39% of the population identified as Hispanic or Latino.

This percentage decreased to 35% in the 2020 Census and is projected to increase slightly to 36% in 2023 and maintain a consistent representation of 36-37% through to 2038. This indicates a relatively stable Hispanic/Latino presence in the community over these years.

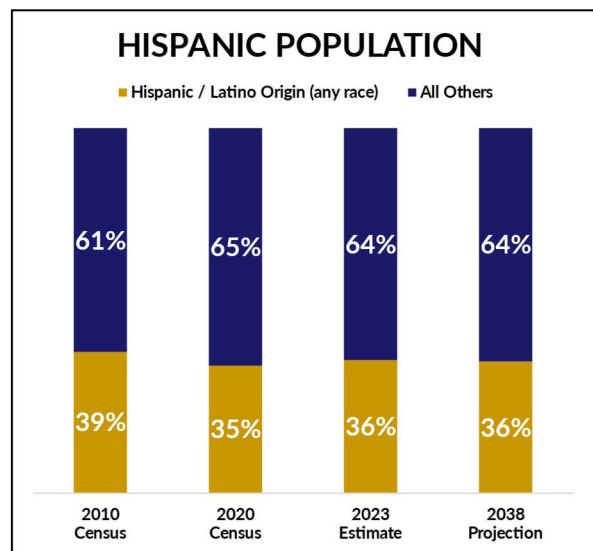


Figure 8: Projections by Hispanic/Latino origin

### 2.3.5 INCOME



Per capita income is the income earned by each individual, whereas median household income represents the total income of everyone in a household who is over sixteen years old.

The per capita income within the JCSD Parks Territory is \$43,901, slightly less than California's \$45,201, but higher than the national average of \$40,363.

In terms of median household income, the JCSD Parks Territory stands at \$142,360, which is notably higher than California's median of \$89,455 and far exceeds the national median of \$72,414. This suggests that the JCSD Parks Territory is relatively

affluent compared to both the state and national averages.

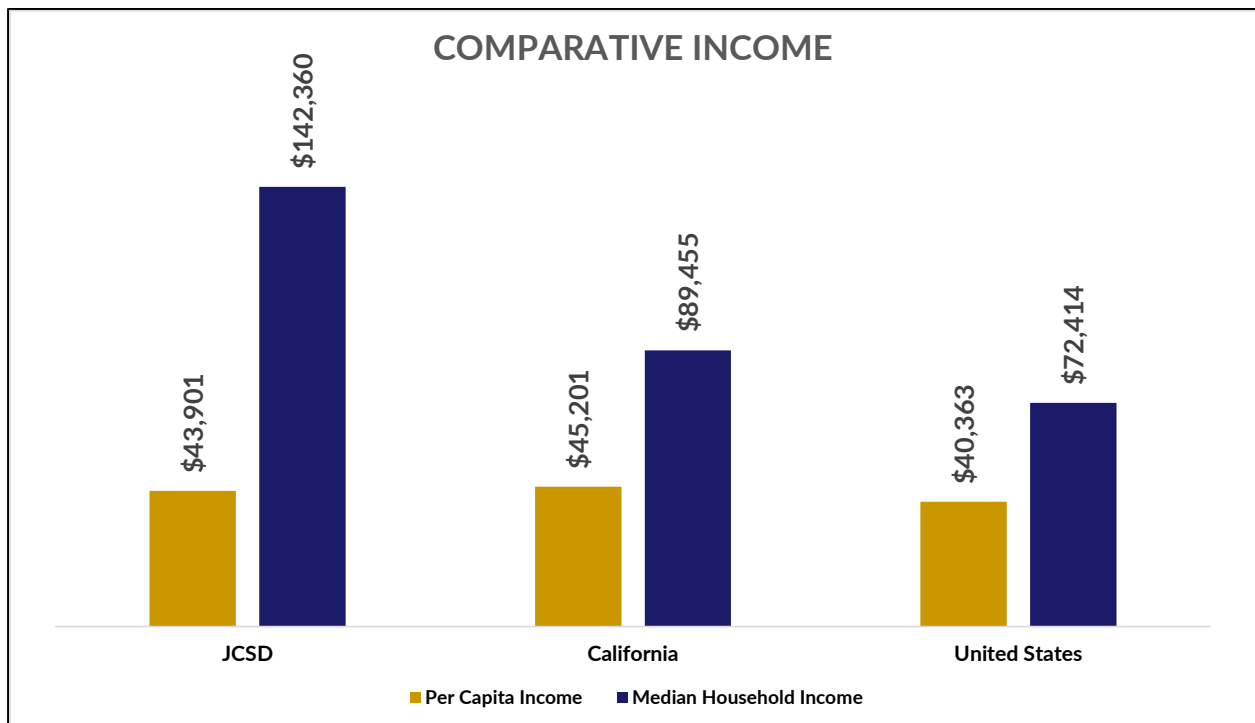


Figure 9: Income comparison

### 2.3.6 AT RISK POPULATION CHARACTERISTICS

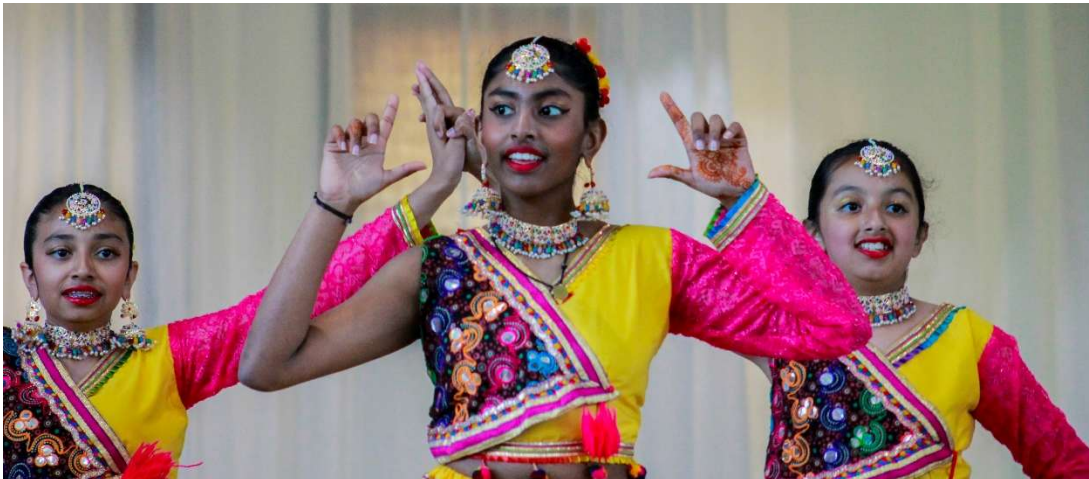
The Census Bureau has outlined five factors that can put communities at risk. These include the presence of foreign-born individuals, people who speak a language other than English at home, persons with disabilities, uninsured individuals, and those living in poverty. The following data compares these factors for the JCSD Parks Territory with the state and national averages.

The foreign-born population within the JCSD Parks Territory is 26.2%, nearly identical to California's 26.5% and significantly higher than the national average of 13.6%. Almost one out of two people speak a language other than English at home in the JCSD Parks Territory (45.7%). This is slightly higher than California's 43.9% and more than double the national average of 21.7%. The JCSD Parks Territory has a lower rate of individuals with a disability (6.0%) compared to both California (6.8%) and the national average (8.7%).

The population without health insurance in the JCSD Parks Territory is significantly lower at 4.4% compared to California's 8.1% and the national average of 9.8%. Lastly, the percentage of people living in poverty in the JCSD Parks Territory is significantly lower at 4.3% compared to both California (12.3%) and the national average (11.6%). All of these point to a diverse, multilingual and multicultural population that exhibits higher than average socio-economic characteristics.

2023 Demographic Comparison		JCSD	California	United States
At Risk Population Characteristics	Foreign Born	26.2%	26.5%	13.6%
	Language other Than English Spoken at Home	45.7%	43.9%	21.7%
	With a Disability	6.0%	6.8%	8.7%
	No Health Insurance	4.4%	8.1%	9.8%
	Persons in Poverty	4.3%	12.3%	11.6%

Figure 10: At-risk demographic comparisons





## 2.4 RECREATIONAL TRENDS

The Trends Analysis offers insights into recreational trends at the national, regional, and local levels, as well as recreational interests segmented by age. This analysis utilizes data on trends sourced from the Sports & Fitness Industry Association (SFIA), the National Recreation and Park Association (NRPA), and Environmental Systems Research Institute, Inc. (ESRI). The trends data used in this analysis is based on participation rates that are current or historical and NRPA Park Metrics.

### 2.4.1 LOCAL SPORT AND LEISURE MARKET POTENTIAL

ESRI provided the following charts depicting sports and leisure market potential data for JCSD Parks Territory residents. The Market Potential Index (MPI) is utilized to measure probable demand for a product or service within defined service areas. MPI scores display the likelihood that an adult resident will partake in certain activities when compared to the national U.S. average. The activities that residents participate in do not necessarily have to be within the city's boundaries. The national average is set at 100, so scores below 100 indicate lower-than-average participation rates, while scores above 100 indicate higher-than-average participation rates. The service area is evaluated against the national average across four categories: general sports, fitness, outdoor activity, and commercial recreation.

It is important to note that MPI metrics represent only one data point used to help determine community trends. Programmatic decisions should not be solely based on MPI metrics.

The following charts compare MPI scores for 46 sport and leisure activities prevalent for residents in the City. The activities are grouped by type and listed in descending order, from highest to lowest MPI score. Index numbers of 100 or higher hold significance as they indicate a greater likelihood that residents within service areas will actively participate in those Department offerings. Conversely, below-average MPI scores suggest lower levels of participation in specific activities.





## GENERAL SPORTS MARKET POTENTIAL

The JCSD Parks Territory shows a notably active community, with the likelihood of participating in most sports surpassing the national average. Volleyball (149) and Basketball (148) emerge as the most participated sports, significantly exceeding the national average. Golf (142) and Tennis (136) follow, also demonstrating above-average engagement. Soccer (117), Football (115), and Baseball (111) reflect modestly higher participation compared to the national norm. However, Softball (89) registers a lower-than-average likeliness to participate. Overall, this data underscores a dynamic and sports-engaged community in the JCSD Parks Territory, broadly exceeding the participation levels seen across the United States.

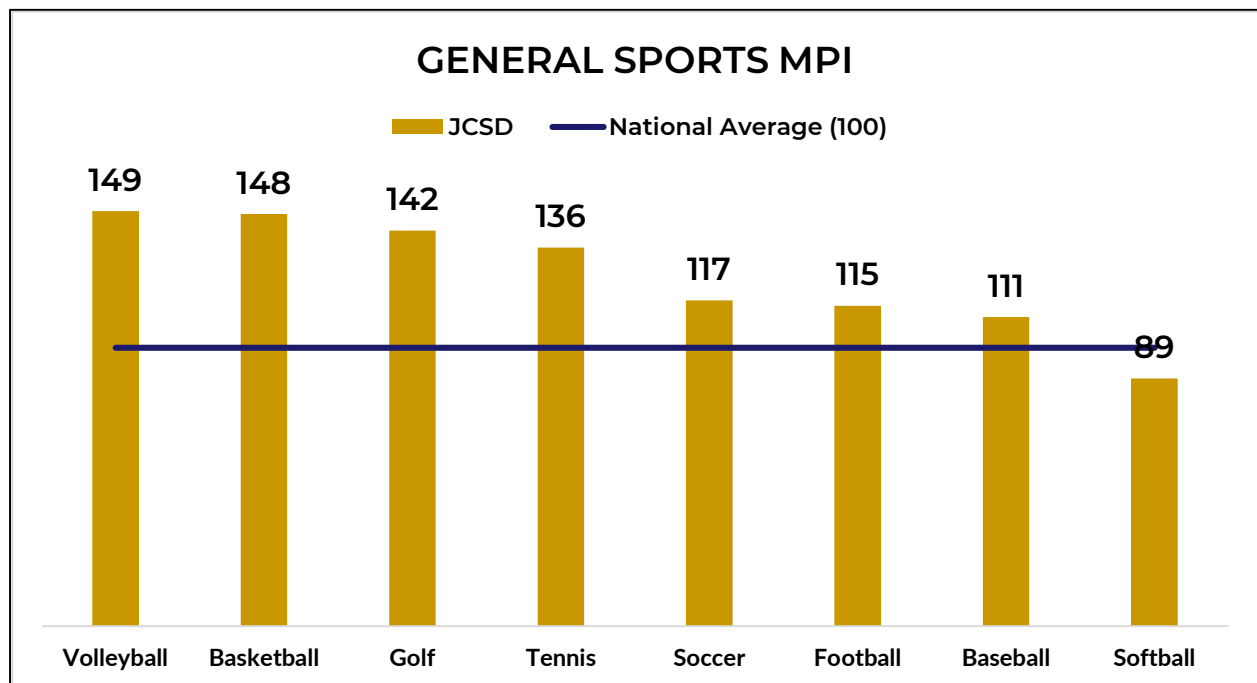


Figure 11: General Sports MPI

## FITNESS

The community shows a remarkable inclination towards Pilates (156), which is significantly more popular than in the average American population. Jogging/Running (139), Yoga (132), Weightlifting (132), Zumba (125), Aerobics (123), and Swimming (116) all enjoy an above-average likelihood of participation compared to national averages. Even Walking for Exercise (113), which shows the lowest comparative rate, still surpasses the national average in terms of likely participation. Overall, these figures reflect a community that has a higher likelihood to engage in these fitness activities compared to the average American population.

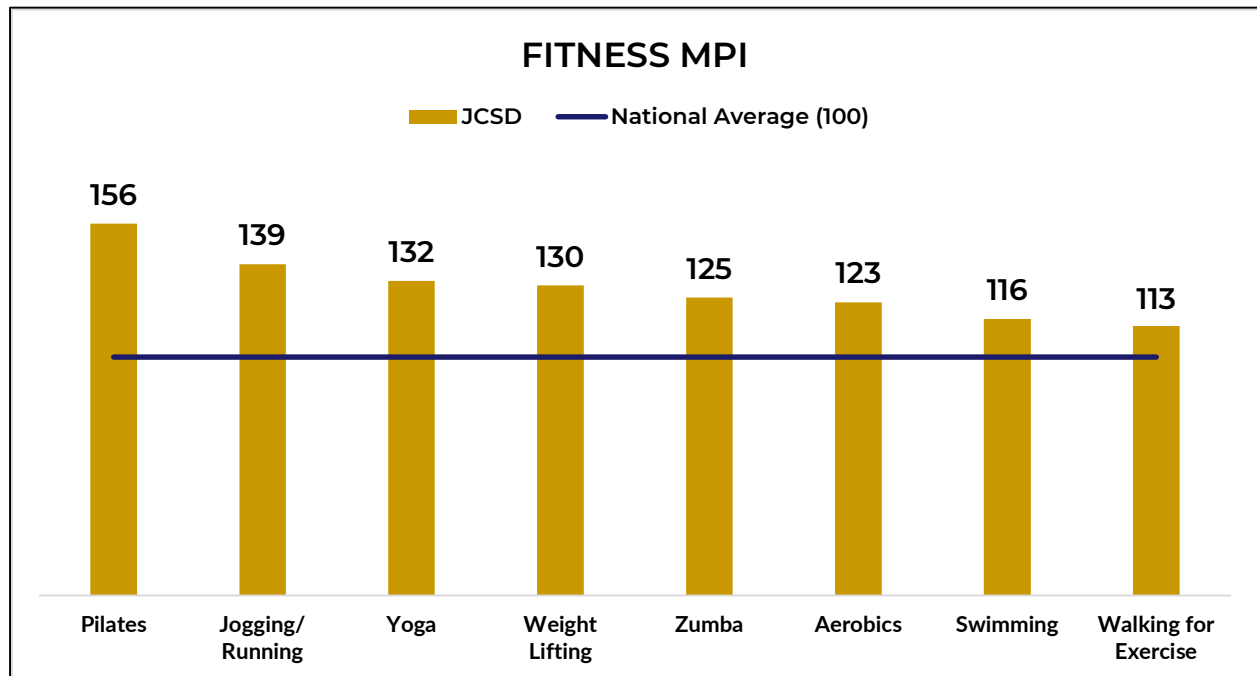


Figure 12: Fitness MPI

## OUTDOOR ACTIVITY

Mountain Bicycling (164) is the most popular activity, with a participation rate significantly surpassing the national average. Other activities, such as Rock Climbing (135), Archery (127), Road Bicycling (125), and Hiking (124), also have a higher-than-average participation rate.

Backpacking (113) and Canoeing/Kayaking (109) also exceed the national average. Salt Water Fishing (103) surpasses the national average, while Horseback Riding (98) falls slightly below. Fresh Water Fishing (92) is the least popular among the activities, with a rate below the national average. Overall, the data indicates a community that seems to love a wide variety of outdoor and adventure-based activities.

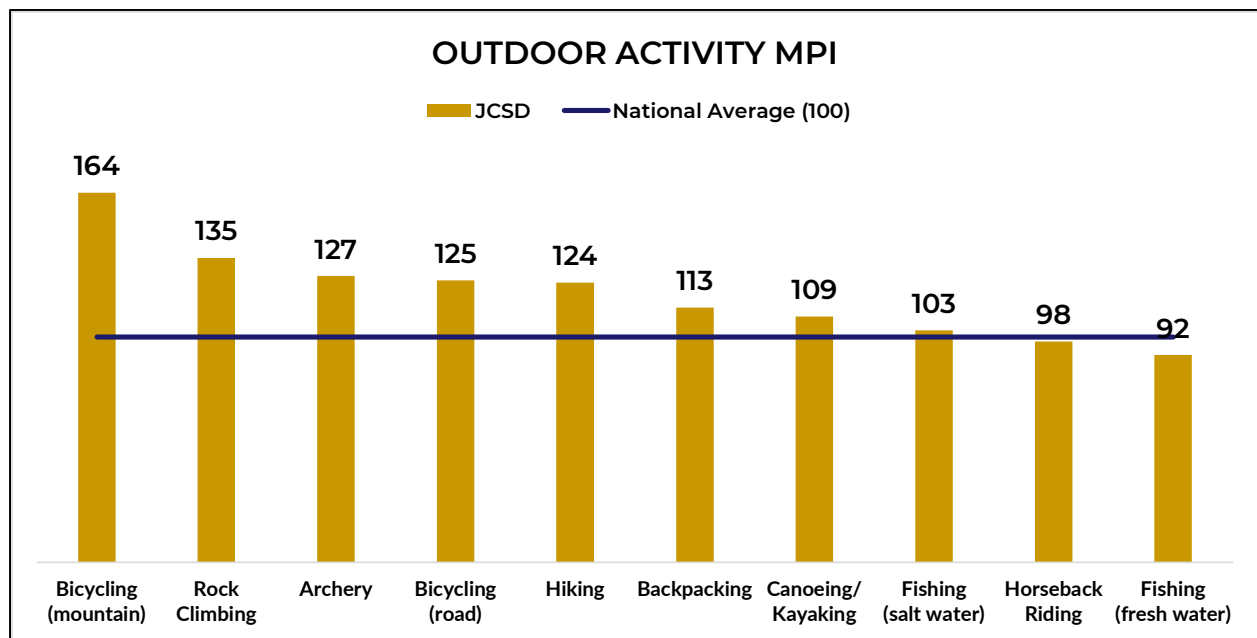


Figure 13: Outdoor Activity MPI

## COMMERCIAL RECREATION

Notably, residents in the JCSD Parks Territory are more likely than the national average to spend over \$250 annually on sports and recreation equipment (index 141). Spending levels between \$100–\$249 (index 111) and even \$1–\$99 also exceed national benchmarks, highlighting a strong community inclination to invest in recreational goods and services.

All other commercial recreation activities were above the national average except for painting/drawing/sculpting (84) and Birdwatching (71).

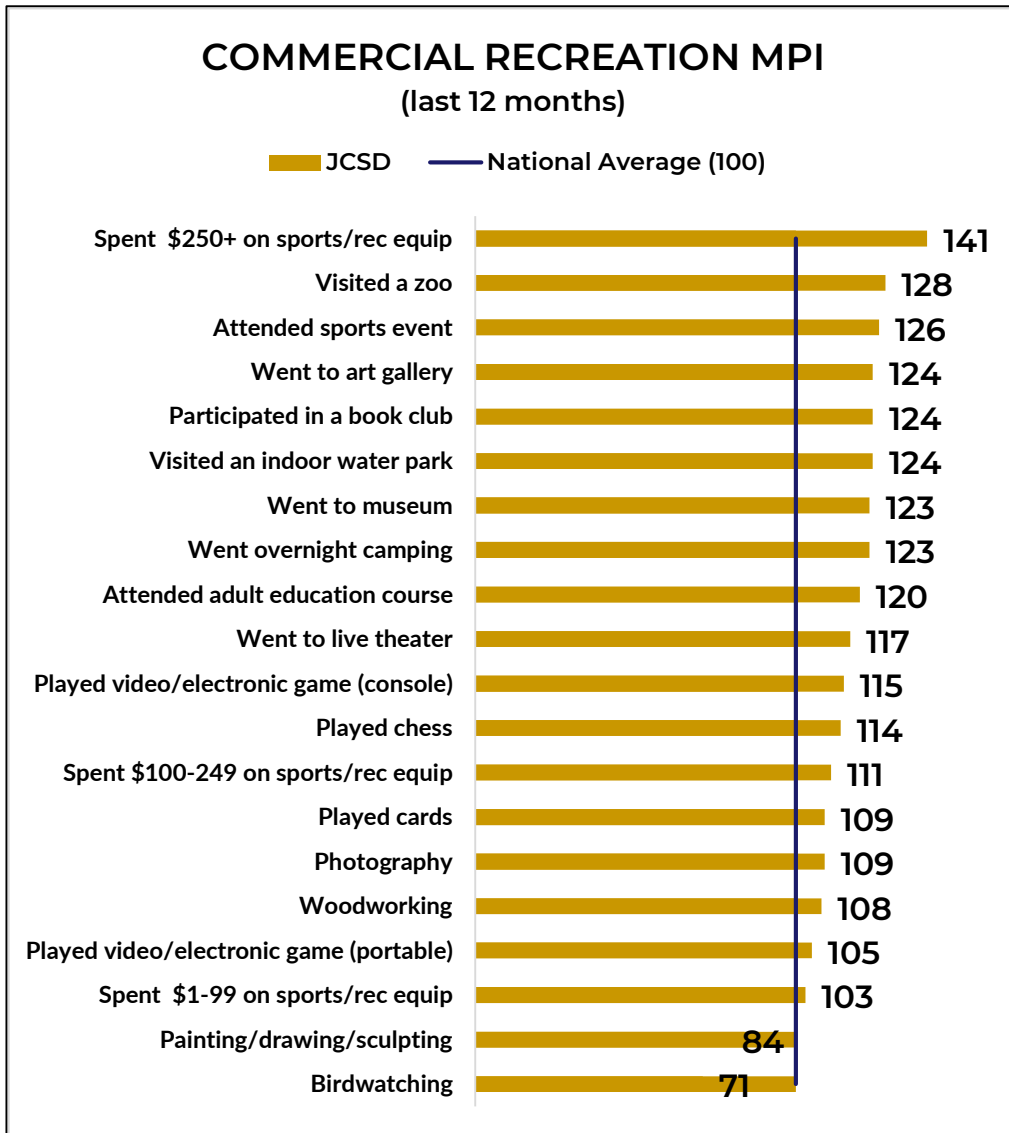


Figure 14: Commercial Recreation MPI

## 2.5 KEY TAKEAWAYS

### 2.5.1 LIVABILITY AND ACCESS

**Affordability:** The data for the JCSD Parks Territory reveals a community with a higher cost of living and median household income than the national average, indicating potential affordability issues for lower-income households. However, households with average or above-average income could have a higher disposable income to spend on recreational activities. The residents, due to the high cost of living, might have higher expectations for quality park and recreation services. Possible significant income disparities within the community could impact access to and usage of these services, necessitating a more detailed analysis of income distribution for thorough understanding.

**10-Minute Walk:** With 73% of residents living within a 10-minute walk of a park, Eastvale\* is doing well in terms of park accessibility. However, there may still be opportunities to increase this percentage by creating more green spaces or improving pedestrian infrastructure.

*Note\* 10-minute walk information is only available for city jurisdictions hence Eastvale is used here.*

### 2.5.2 DEMOGRAPHICS

**Population Growth:** With a projected population increase in the coming years, the agency will need to plan for increased levels of service to meet the growing demand for parks and recreational services.

**Age:** The demographics of the JCSD Parks Territory are shifting towards a slightly older population, with a decrease in the 0-17 and 18-34 age groups, and an increase in the 35-54 and 55-74 age groups. The agency should consider this change when planning recreation programs and park amenities to ensure they meet the needs of these age groups and offer a true intergenerational and multigenerational offering.

**Race & Ethnicity:** The JCSD Parks Territory has a diverse, global and multicultural community. The agency should continue to offer a greater variety of cultural amenities, programs and special events while partnering with various external providers that cater to the diverse preferences and needs of the community.

**At-Risk Populations:** The JCSD Parks Territory has a significant foreign-born population and many residents speak a language other than English at home. The agency should ensure that park and recreation information is available in multiple languages and that programs are inclusive and welcoming to all residents, regardless of their country of origin or first language.



### 2.5.3 LOCAL RECREATIONAL TRENDS

**Local Recreational Trends:** The JCSD Parks Territory community emerges as highly active, with participation rates exceeding the national average in various sports, fitness, and outdoor activities, including volleyball, basketball, Pilates, and mountain biking. Moreover, the community demonstrates a strong willingness to invest in recreational activities, as shown by the high likelihood of spending on sports and recreation equipment.

However, lower interest in activities such as softball, horseback riding, and artistic pursuits may indicate areas for diversification or program improvement.

Altogether, the data portrays an active, outdoors-oriented community that strongly supports recreational initiatives, providing opportunities for future growth and enhancement.



## CHAPTER THREE PUBLIC INPUT SUMMARY



For every successful community project, the opinions and voices of its members are fundamental. With this understanding, the consulting team undertook an extensive public engagement process to help shape the future direction of the Department. This process involved focus groups, interviews with key leaders, public meetings, and comprehensive community surveys to gather a wide-ranging view of the community's needs and desires.

This Public Input Summary underscores the Department's dedication to making decisions that resonate with the priorities of its community. Included are insights, feedback, and suggestions collected from residents, stakeholders, and staff, offering a guiding vision for the Department's future.

## 3.1 KEY LEADER INTERVIEWS

The following community leaders were represented during key leader interviews to gather their feedback on the Department:

- City of Eastvale
- City of Eastvale City Council
- City of Norco
- Corona-Norco Unified School District
- Eastvale Kiwanis Club
- Jurupa Area Parks and Recreation District
- Jurupa Community Service District
- Jurupa Community Service District Board of Directors
- Riverside County Sheriff's Department

### 3.1.1 STRENGTHS

Based on the feedback from key leader interviews, here are the Department's top five identified strengths:

#### 1. COMMUNITY-CENTERED AND ADAPTIVE APPROACH

- Provide the services that the community needs.
- Adapt to community values and trends.
- The Department has rooted themselves in the Eastvale community and was around for years before Eastvale became a city.
- Very responsive to community needs and values, and they are easy to work with.
- Not stuck in old ways of doing things, embodying a forward-looking and progressive attitude.
- Very diverse and multi-cultural programming that's inclusive and brings people together.

#### 2. EXCELLENT LEADERSHIP AND TRUSTWORTHINESS

- Respectable leadership and trustworthy individuals in place.
- New energy and leadership are evident, shedding off outdated practices.
- National accreditation and positive collaboration with other entities like the city and school district.

#### 3. PRISTINE AND ACCESSIBLE PARKS & FACILITIES

- Almost every neighborhood has parks which are accessible and well-maintained.
- Parks offer diverse amenities and are considered first class.
- Everything is modern, with the oldest park only being 20 years old.
- Facilities and parks are frequently used and are in top-notch condition.

## 4. DIVERSE AND INCLUSIVE PROGRAMMING:

- Catering to a young, diverse, multi-cultural community without isolated pockets of diversity.
- A broad range of events, recreational offerings, and classes available, with special mentions to events like Picnic in the Park, Fall Festival, Winter Wonderland, etc.
- The programming is publicized well, bringing increased offerings for different age groups, such as the 50+ demographic.

## 5. COLLABORATION AND PARTNERSHIPS:

- Positive relationship and collaboration with the city and school district.
- Willing to work with the community, and they embody the mindset of "How can we help."
- They are open to potential partnerships.

### 3.1.2 OPPORTUNITIES

From the feedback given in the key leader interviews, here are the top opportunities for the Department:

#### 1. FACILITY IMPROVEMENT AND EXPANSION

- Enhance and maintain existing facilities: The oldest park nearing 20 years should be well-maintained to ensure it looks clean and feels safe.
- Develop plans for Eastvale Community Park Phase 2 with public input.
- Explore potential amenities such as dedicated pickleball courts, sports fields, concrete cornhole, table tennis, chess boards, fitness stations, and age-diversified park amenities like a Zen garden or maze walk.
- Assess and implement more inclusive/adaptable playground amenities, better access for the adaptive/special needs community, and consider more community spaces and meeting rooms.

#### 2. ENHANCE SPORT AND RECREATIONAL OFFERINGS

- Address the community's needs for diverse sports facilities, including cricket fields, badminton courts, pickleball courts, and potentially a community pool.
- Consider spaces for seniors, amenities for middle-aged/active adults, and facilities for high school students or youth rec centers.
- Assess the feasibility of an outdoor pool, considering location, upkeep, costs, and potential community willingness to bear those costs.
- Seek ways to address the limited practice field spaces and evaluate opportunities for batting cages, water conservation facilities, and amenities like the Eastvale Trail.

#### 3. SAFETY, STAFFING, AND MAINTENANCE

- Address staffing concerns, especially considering safety in the parks. Having sufficient staff ensures that parks feel safe and that there's no delay in maintenance.
- Consider adding safety measures like improved lighting and cameras in parks, e.g., at American Heroes Park.
- Look for solutions to current issues like parks being close to the sewer treatment plant or challenges with landscape maintenance.



## 4. COMMUNITY EDUCATION AND ENGAGEMENT

- Continue to educate the community, focusing on stimulating and educating young minds.
- Enhance partnerships with schools and other potential partners, looking for financial and operational synergies.
- Clarify the distinct roles and responsibilities of JCSD through consistent outreach and education, while leveraging community events to increase awareness of JCSD's services, plans, and initiatives.
- Explore opportunities for better community access, whether it's for high school students or for the broader community, focusing on their diverse needs.

### 3.1.3 PRIORITIES

From the feedback gathered in the key leader interviews, the five most mentioned priorities for the Department were:

#### 1. STRENGTHENING COLLABORATIVE RELATIONSHIPS AND FUTURE ROADMAP

- Strengthen interagency collaboration by fostering cooperative, solutions-oriented relationships that support shared community goals.
- Establish a clear framework that outlines roles and responsibilities related to park planning, development, and maintenance, while encouraging strategic partnerships that enhance public services.

#### 2. INFRASTRUCTURE ENHANCEMENT AND MODERNIZATION

- Invest in updated equipment and explore automation technologies to improve operational efficiency and support long-term maintenance goals.
- Providing open practice spaces complete with locker room areas for sports like football and cricket.
- Integrating modern amenities such as electric parking spaces at all parks and facilities and considering future trends like Esports.
- Enhance and modernize park designs by incorporating engaging features, vibrant aesthetics, and innovative playground structures that inspire community use and enjoyment.

#### 3. COMMUNITY ENGAGEMENT AND MASTER PLANNING

- Ensuring the Master Plan is financially feasible for the Department.
- Engaging the community to prioritize what the Department should focus on in Eastvale Community Park Phase 2 and other district-wide initiatives.
- Keeping a vision for the future, anticipating emerging trends, and always staying on the cutting edge in park and recreation offerings.



#### 4. SAFETY, ACCESSIBILITY, AND INCLUSIVITY

- Prioritizing safety across all parks and facilities with proper signage and other safety measures.
- Ensuring parks and facilities are inclusive for people of all ages, races, and abilities.
- Providing better access, programs, and amenities specifically tailored for special needs communities.

#### 5. DIVERSIFICATION AND EXPANSION OF AMENITIES

- Considering the addition of an Aquatics Center.
- Always being on the lookout for the next big thing in recreation (e.g., the "next pickleball") to cater to changing community interests.
- Ensuring growth in the parks to effectively serve the community and meet its evolving demands.

### 3.2 COMMUNITY FOCUS GROUPS

The following organizations were represented during the community focus groups:

- Eastvale Little League
- Eleanor Roosevelt High School Students
- Empire Soccer Club
- Knights of Columbus
- Rotary Club of Greater Eastvale
- Sands Cricket League
- Senior Citizen Population
- St. Oscar Romero Catholic Church
- Vantage Point Church

#### 3.2.1 STRENGTHS

Based on the feedback from the community focus groups, the top five strengths of the Department are:

##### 1. HIGH-QUALITY FACILITIES AND MAINTENANCE

- Outstanding and well-maintained facilities.
- Maintenance of parks is top-notch, with specific mentions of baseball fields and trails being well-maintained.
- Cleanliness across all facilities, with many parks available, ensuring they remain clean with lots of open space.

##### 2. COMMUNITY ENGAGEMENT AND INVOLVEMENT

- Strong engagement and involvement in the community, indicating a genuine care and intention to serve the community's needs.
- Very involved in the community, accommodating various needs and activities, and showing an intention to keep close ties with community members.

## 3. DIVERSE OFFERINGS AND PROGRAMS

- A broad range of offerings catered to the diverse needs of the community, including sports, exercise classes, walking clubs, and activities like pickleball, knitting, and crochet.
- Ability to accommodate many sports and provide different landscapes, highlighting a multifaceted approach to recreation.

## 4. EFFECTIVE COMMUNICATION AND STAFF

- Intentional and strong communication, demonstrating organizational skills and a clear approach to engaging with the community.
- Great staff that are partner-minded and honor those they serve, ensuring that the community feels listened to and respected.

## 5. RECOGNITION AND BRANDING

- CAPRA accreditation, showcasing a high level of professionalism and competence in the field of parks and recreation.
- Positive branding in the eyes of the community, with mentions of outstanding changes and improvements made over time.

These strengths reflect the Department's commitment to providing top-tier recreational services while maintaining strong community ties and a keen focus on diverse community needs.

### 3.2.2 OPPORTUNITIES

Based on the feedback from the community focus groups, the top five opportunities for the Department are:

#### 1. FACILITY AND AMENITIES IMPROVEMENT

- Broadening athletic offerings, particularly cricket.
- Expanding athletic facilities and making them more accessible, including considerations for accessible tennis courts and multi-use parks.
- Implementing an Aquatic Center or community swimming facility.
- Adding features like shade structures, interactive playground amenities, easier walkways for the handicapped, and potentially more nature trails.
- Need for improved parking, nighttime lighting, more trees, seating, diverse plants and landscaping, and an outdoor fitness area.

#### 2. COMMUNICATION AND COLLABORATION

- Improve public understanding of the Department's roles and services in the Eastvale community by clearly communicating processes, and distinguishing them from those of other local agencies.
- Strengthen communication and collaboration with key stakeholders, including the school district, law enforcement, and youth sports organizations, to support aligned efforts and community priorities.
- Explore the possibility of partnerships with schools for indoor recreation space and programs.

## 3. PROGRAMS AND ACTIVITIES

- Offer after-school programs at a low cost, providing safe spaces for kids.
- Expand offerings to include eSports, chess clubs/tournaments, certification programs, skill sessions, job skill training, gardening classes, and adult cooking classes.
- Promote inclusive pricing and accessible programming to ensure events and activities remain welcoming and community-focused.

## 4. SAFETY, MAINTENANCE, AND STAFFING

- Enhance collaboration with law enforcement to support a safe and welcoming environment during high-use periods.
- Proactively assess staffing needs to ensure well-maintained parks and high-quality field conditions, particularly in heavily used areas.

## 5. ENVIRONMENTAL AND SUSTAINABILITY FOCUS

- Continue advancing sustainability efforts by refining community-informed standards, ensuring responsible herbicide and pesticide practices, and maintaining proactive tree assessments.
- Build on existing infrastructure by exploring additional stormwater capture opportunities and reviewing park sites to support long-term environmental resilience.
- Expand and enhance trail connectivity—particularly near natural corridors—to improve access and strengthen community linkages.

The feedback gathered from the community focus groups reflects strong support for enhancing facilities, expanding athletic and recreational opportunities, strengthening communication, maintaining safe and well-kept spaces, and promoting environmental sustainability and inclusivity throughout our parks and programs.

### 3.2.3 PRIORITIES

Based on the feedback gathered from the community focus groups, the top five priorities for the Department are:

#### 1. DEDICATED SPACES AND FACILITIES

- Dedicated Cricket Pitch: This was mentioned multiple times, indicating a strong demand within the community.
- Aquatic Center/Public Aquatic Center: A recurrent theme, signifying a need for a community swimming or aquatic facility.
- eSports Facility: Highlighting the growing popularity and demand for electronic sports facilities.
- Drop-In Space: A facility where kids can safely hang out after school, emphasizing the community's desire for safe spaces dedicated to youth activities.
- Cooking Facility: Potentially for cooking classes or community events.

## 2. FACILITY IMPROVEMENT AND EXPANSION

- More Parking: Addressing the need for increased parking facilities in and around recreational areas.
- Enhance Youth Sports Fields: Continue improving existing sports fields to further support youth sports and maintain high-quality play environment
- Amphitheater: An addition that would offer a venue for community events, performances, and gatherings.

## 3. COMMUNICATION AND AWARENESS

- More Resources for Marketing and an Own App: To better inform residents about events, schedules, and facilities.
- Community Awareness: Increase public understanding of agency roles, responsibilities, and ongoing projects by sharing clear, consistent information about activities, plans, and community needs.
- Facility Utilization: Encourage broader use of available facilities through enhanced promotion, strategic scheduling, and improved access to information.

## 4. PROGRAMS AND ACTIVITIES

- Youth Enrichment/Skill Development Programs: Offering more opportunities for youth to learn and develop new skills.
- Community Garden or Greenhouse: Encouraging community involvement and sustainability.

## 5. STAFFING, MAINTENANCE, AND ENVIRONMENTAL POLICY

- Staffing Support: Assess and potentially enhance staffing levels to ensure continued high standards of maintenance and effective facility management across parks and recreation areas.
- Integrated Pest Management: Continue prioritizing environmentally responsible pest control through the development and implementation of a comprehensive Integrated Pest Management policy.
- Urban Tree and Forest Plan: Advance a sustainable approach to preserving and expanding urban green spaces through thoughtful tree and forest management planning.

These priorities reflect the community's strong interest in purposefully designed spaces, enhanced and expanded facilities, clear and consistent communication, diverse programming, and a commitment to sustainability supported by appropriate staffing and proactive maintenance.

### 3.3 PUBLIC INPUT MEETINGS

To ensure community voices were at the heart of this planning process, the Department hosted two Public Input Meetings to gather feedback on the future of parks and recreation in the region. During each meeting, attendees participated in live polling through Mentimeter, sharing their ideas and priorities in real time. To increase accessibility and give more residents a chance to be heard, the online poll remained open for two weeks following the meetings. This approach allowed those unable to attend in person to contribute their thoughts and help shape a plan that reflects the full spectrum of community needs and aspirations.

#### Frequency of Use

An impressive 74% of respondents reported using JCSD parks, trails, or facilities at least weekly, with an additional 13% visiting monthly. Only 6% said they do not use JCSD amenities at all. This high level of regular engagement emphasizes the essential role these spaces play in the daily lives of residents and the value the community places on access to parks and recreation.

#### Facility and Program Quality

When asked to rate the quality of JCSD parks and facilities, 56% of respondents rated them as “Excellent” and 27% as “Good,” reflecting broad satisfaction with the Department’s offerings. While a smaller portion rated quality as “Fair” (13%) or “Poor” (4%), the overall feedback reinforces a strong community appreciation for well-maintained and high-quality spaces.

#### Access and Proximity

About 73% of respondents reported living within a 10-minute walk of a JCSD park or trail, demonstrating strong neighborhood-level access to green spaces. However, only 27% typically walk to their nearest park, while 65% choose to drive—suggesting opportunities to improve walkability, safe routes, and bike access. Just 4% reported biking, and 2% ride with a friend, reinforcing the importance of strengthening non-vehicular access to local parks.

#### Barriers to Use

The top barrier to using JCSD parks and facilities was being too busy (44%), followed by lack of awareness of offerings (31%) and insufficient amenities (27%). Other common issues included parking (19%), restrooms (15%), and wayfinding or distance from home (both 10%).

Fewer respondents cited safety (8%), cost (8%), or feeling unwelcome (2%) as major concerns. No one identified ADA accessibility as a barrier. These results highlight opportunities to improve communication, amenities, and overall accessibility.



### Communication Preferences

The most preferred ways for residents to learn about JCSD programs and events were the Eastvale Edition Recreation Brochure and social media, each selected by 64% of respondents. Email followed closely at 51%, while the website (34%), printed materials (17%), and word of mouth (17%) were less commonly preferred. These results reinforce the importance of maintaining a strong presence across both digital and print channels.

### Program and Facility Interests

The community showed the strongest interest in aquatic features (46%), followed by sports fields (31%), sports courts (27%), and open space/trails (27%). Playgrounds (23%) and an indoor sports complex (21%) were also popular selections, indicating demand for both outdoor and year-round active spaces.

In terms of programming, fitness and wellness topped the list at 52%, with 50+ activities and youth sports tied at 31%. Aquatics (23%), special events (21%), and child enrichment (15%) also ranked highly, reflecting a broad interest in health, recreation, and family-focused opportunities.

### Top Priority Outcomes

When asked what outcomes they most want to see from this Master Plan, the community emphasized:

- **Facility Improvement and Expansion:** There is a strong desire for more access to trails, upgrading sports fields, adding more bathrooms, improving mosquito control, and generally enhancing existing recreational facilities.
- **Community Engagement and Planning:** Participants emphasized the importance of JCSD continuing to engage with the community and using that feedback to develop a clear roadmap for the next 5–10 years.
- **Program Development:** There's a call for more programming, including new activities like cricket, pickleball, dog parks, senior activities, and a full aquatic center with various water-related activities.
- **Safety and Maintenance:** Participants shared support for continued safety and maintenance efforts, including regular grass trimming, timely playground repairs, and mosquito control, to ensure parks remain clean, safe, and enjoyable for all.
- **Accessibility and Inclusion:** Providing safe and accessible spaces for all, including seniors and children, is a priority, with suggestions for transportation for seniors and heated indoor pools for swimming lessons to ensure safety.

## 3.4 STATISTICALLY VALID SURVEY

ETC Institute administered a community recreation center needs assessment survey for the Department during the spring of 2024. The purpose of the survey was to help determine parks and recreation priorities for the community.

### 3.4.1 METHODOLOGY

ETC Institute mailed a survey packet to a random number of households within the JCSD Parks Territory. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online at [JCSDsurvey.org](http://JCSDsurvey.org).

After the surveys were mailed, ETC Institute followed up with residents to encourage participation. To prevent people who were not residents of the JCSD Parks Territory from participating, everyone who completed the survey online was required to enter their home address prior to submitting their survey. ETC Institute then matched the addresses entered online with the addresses originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not included in the final database for this report.

The survey aimed to collect a minimum of 500 completed responses from residents, and this target was surpassed with 555 completed surveys collected. The overall results for the sample of 555 residents have a precision of at least +/-4.14% at the 95% level of confidence.

The major findings of the survey are summarized in the following pages.

### 3.4.2 PARKS AND RECREATION FACILITIES/PROGRAMS/TRAILS USE

**Overall Parks and Recreation Parks/Facilities Use:** Respondents were asked if they had visited any JCSD parks/facilities in the past year. The majority of the respondents (92%) responded “yes.” Then, they were asked how often they visited those parks/facilities. 15% visited “5+ times a week,” 35% visited “2-4 times a week,” 15% visited “once a week,” 23% visited “1-3 times a month,” and 12% visited “less than once a month.” Then, they rated the physical condition of these facilities. 28% gave “excellent” ratings, 55% gave “good” ratings, 13% gave “fair” ratings, and 4% gave “poor” ratings. For those that said “no” to attending the parks/facilities in the past year, they gave reasons why they do not visit more often. The reasons that were highly selected include: absence of amenities we want to use (30%), lack of shade (29%), and lack of restrooms (15%).

**Overall Parks and Recreation Programs/Events Use:** Respondents were asked if they had participated in programs/events in the past year. Fifty-one percent (51%) responded “yes.” Then, they were asked how many programs/events they participated in. 28% participated in one, 51% participated in 2-3 programs, 16% participated in 4-6 programs, and 5% participated in 7+ programs. Then, they rated those programs/events. 27% gave “excellent” ratings, 56% gave “good” ratings, 16% gave “fair” ratings, and 1% gave “poor” ratings. For those that said “no” to participating in programs/events in the past year, they gave reasons why they do not participate in more often. The reasons that were highly selected were: program times are not convenient (23%), fees are too high (20%), and program not offered (19%).

### 3.4.3 OUTSIDE ORGANIZATIONS

Respondents were asked to select all the organizations they used for recreation, events, and sports activities in the past year. The top organizations selected were: City of Eastvale (57%), JCSD Parks & Recreation Department (57%), and public schools (27%).

### 3.4.4 COMMUNICATION

Respondents were asked about the ways they learned about the District's parks, facilities, programs, and events. The top resources used were: recreation brochure (58%), social media (34%), and word of mouth (33%). Then, they selected the methods of communication they most preferred the city to use to communicate with them about the parks, facilities, programs, and events. The top methods selected were: recreation brochure (47%), emails (42%), and social media (31%).

### 3.4.5 BENEFITS, IMPORTANCE, AND IMPROVEMENTS TO PARKS AND RECREATION

**Potential Benefits:** Respondents were asked to rate their level of agreement with the statements about some potential benefits of the Department's parks and recreation services.

The statements that respondents agreed on the most were: makes Eastvale a more desirable place to live (85%), helps build a sense of community (82%), and preserves open space & protects the environment (75%).

**Importance of High-Quality Parks and Recreation Services:** Respondents were asked how important it is for the District to provide high quality parks and recreation services. 71% said it is "very important," 25% said it is "somewhat important," and 4% said it is "not important."

### 3.4.6 ADDITIONAL FINDINGS

**Additional Tax Revenue:** Respondents were asked what amount of additional tax revenue they would be willing to pay to improve the parks and recreation system. 19% selected "\$9+ per month," 12% selected "\$7-\$8 per month," 23% selected "\$5-\$6 per month," and 45% selected "\$3-\$4 per month."

**Fundings:** Respondents were asked to select the top uses of facilities (from the previous question) that they would support the most. The options that were highly selected were: aquatic center (65%), community recreation center/indoor gym (48%), and racket sports complex (36%).

**Recreation Services:** Respondents were asked how much money they spend on recreation services. 29% spent "\$25 or less," 24% spent "\$200+," 14% spent "\$51-\$100," 13% spent "\$26-\$50," 10% spent "\$101-\$150," and 10% spent "\$151-\$200."

### 3.4.7 FACILITY AND AMENITY NEEDS AND PRIORITIES

**Facility and Amenity Needs:** Respondents were asked to identify if their household had a need for 35 facilities and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for facilities.

The three facilities and amenities with the highest percentage of households (individual residences or family units within the community) that have an unmet need:

1. Restroom facilities in parks–15,025 households
2. Walking paths in parks–14,990 households
3. Large community parks–14,714 households

**Facility Importance:** In addition to assessing the needs for each facility, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents’ top four choices, these were the four facilities that ranked most important to residents:

1. Multi-use hiking, biking, walking trails (26%)
2. Walking paths in parks (24%)
3. Outdoor swimming pool (22%)
4. Restroom facilities in parks (16%)

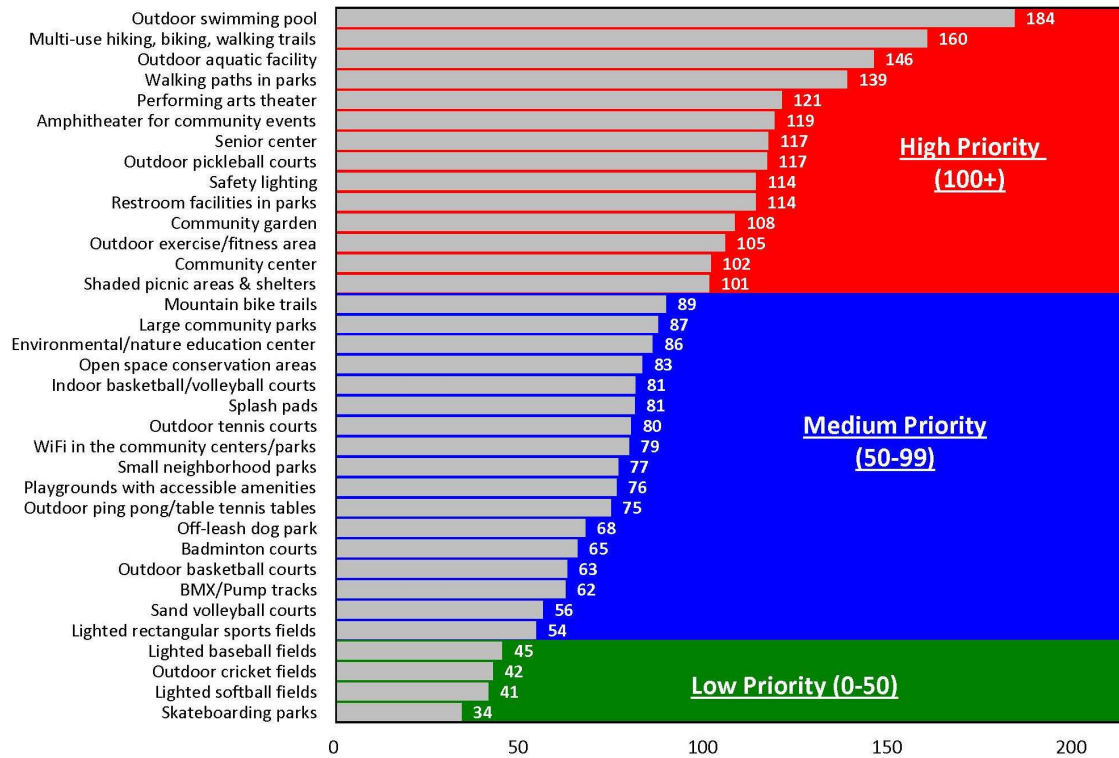
**Priorities for Facility Investments:** The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on facilities and (2) how many residents have unmet needs for the facilities.

Based on the Priority Investment Rating (PIR), the following facilities were rated as high priorities for investment:

- Outdoor swimming pool (PIR=184)
- Multi-use hiking, biking, walking trails (PIR=160)
- Outdoor aquatic facility (PIR=146)
- Walking paths in parks (PIR=139)
- Performing arts theater (PIR=121)
- Amphitheater for community events (PIR=119)
- Senior center (PIR=117)
- Outdoor pickleball courts (PIR=117)

The chart on the following page shows the Priority Investment Rating for each of the 35 facilities assessed in the survey.

## Top Priorities for Investment for Facilities/Amenities Based on Priority Investment Rating



### 3.4.8 RECREATION PROGRAMS NEEDS AND PRIORITIES

**Program Needs:** Respondents were asked to identify if their household had a need for 30 recreation programs (defined as a structured recreation activity or series of activities offered by JCSD that serve specific interests, age groups, or community needs) and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various programs.

The three programs with the highest percentage of households that have an unmet need:

1. Community & cultural special events–11,144 households
2. Exercise classes–10,247 households
3. Adult fitness & wellness programs–10,229 households



**Program Importance:** In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents' top four choices, these were the four programs that ranked most important to residents:

1. Senior programs (21%)
2. Exercise classes (21%)
3. Adult fitness & wellness programs (19%)
4. Community & cultural special events (15%)

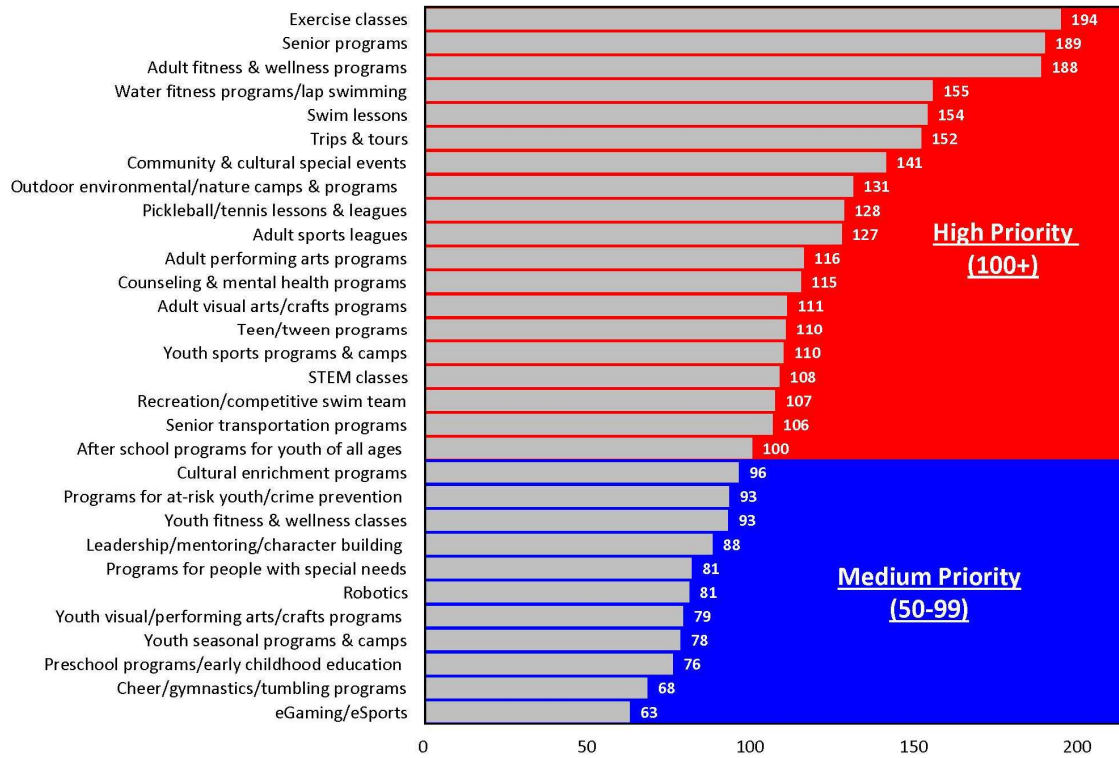
**Priorities for Program Investments:** The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on programs and (2) how many residents have unmet needs for the programs.

Based the Priority Investment Rating (PIR), the following programs were rated as high priorities for investment:

- Exercise classes (PIR= 194)
- Senior programs (PIR= 189)
- Adult fitness & wellness programs (PIR= 188)
- Water fitness programs/lap swimming (PIR= 155)
- Swim lessons (PIR= 154)
- Trips & tours (PIR= 152)
- Community & cultural special events (PIR= 141)

The chart on the following page shows the Priority Investment Rating for each of the 30 programs assessed in the survey.

## Top Priorities for Investment for Programs/Activities Based on Priority Investment Rating





### 3.5 SURVEY COMPARISON ANALYSIS

The Survey Comparison Report provides a comprehensive analysis and comparison of findings from two significant surveys conducted for the Department: the ETC Statistically Valid Survey and the Online Community Survey via SurveyMonkey.

The objective of these surveys was to gather insightful feedback from the JCSD Parks Territory residents and park users, aiming to understand their satisfaction levels, preferences, and expectations regarding park facilities, programs, and services offered by the Department.

The ETC Statistically Valid Survey, recognized for its rigorous methodology and representative sampling, offers a detailed snapshot of community sentiment and perceptions, providing statistically reliable results. Conversely, the Online Community Survey facilitated through SurveyMonkey, allowed for broader participation, enabling a wide range of stakeholders to express their opinions and preferences.

By comparing the insights gathered from both surveys, this report aims to highlight common trends, divergences, and unique perspectives that emerged from the different methodologies employed. Such a comparative analysis is crucial for the Department's strategic planning and decision-making processes, ensuring that both the statistically significant viewpoints and the broader community feedback are considered in shaping the future of the Department's offerings.

	
<p><b>Statistically Valid Survey</b></p> <ul style="list-style-type: none"> <li>• 555 households (Goal of 500)</li> <li>• Precision rate of at least +/- 4.14% at the 95% level of confidence</li> <li>• Residents were able to return the survey by mail, by phone or completing it online</li> <li>• Only scientific &amp; defensible method to understand community needs</li> <li>• Translation services available in multiple languages including Spanish.</li> </ul>	<p><b>Online Community Survey</b></p> <ul style="list-style-type: none"> <li>• 613 responses</li> <li>• No precision rate or level of confidence due to there being no selection criteria for respondents</li> <li>• Questionnaire identical to the Statistically Valid Survey</li> <li>• Provides further insight on community expectations</li> <li>• Administered in English</li> </ul>

The following shows a side-by-side comparison of key results from each survey by question.

Full results from the Statistically Valid Survey can be found in [APPENDIX A](#).

Full results from the Online Community Survey can be found in [APPENDIX B](#).




### 3.5.1 DEMOGRAPHICS

In the demographic section of this report, we analyze the community demographics served by the Department based on responses from the ETC Statistically Valid Survey and the Online Community Survey via SurveyMonkey. Due to ETC's approach of random sampling and ensuring a 95% level of confidence and a margin of error of +/- 5%, their survey results more accurately reflect the community's demographics and are statistically reliable in comparison to online-only surveys.

We examine respondent demographics such as gender, tenure in Eastvale, and race/ethnicity to gain insights into the community's composition. Our findings are compared with the 2023 demographic estimates from The Environmental Systems Research Institute (ESRI) to understand how the survey data aligns with broader demographic trends.



Full demographic data can be found in [SECTION 2.3](#)

#### GENDER

			
<b>Female</b>	<b>50%</b>	<b>64%</b>	<b>51%</b>
<b>Male</b>	<b>49%</b>	<b>36%</b>	<b>49%</b>
<b>Non-Binary/Self-describe</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>

The ETC Survey's response rates for females and males are closely aligned with the JCSD Parks Territory's actual demographics, with females at 50% (compared to 51% in ESRI data) and males at 49% (matching the ESRI data). In contrast, the Survey Monkey survey significantly overrepresents females, with a response rate of 64%, and underrepresents males, with a response rate of 36%. Additionally, the ETC Survey includes a 1% response rate for non-binary/self-describe individuals, a category not present in either the actual demographics or the Survey Monkey results. This suggests that the ETC Survey provides a more accurate and inclusive reflection of JCSD Parks Territory's demographic distribution compared to the Survey Monkey survey.

## YEARS LIVED IN EASTVALE

		
<b>0-5</b>	<b>12%</b>	<b>29%</b>
<b>6-10</b>	<b>20%</b>	<b>23%</b>
<b>11-15</b>	<b>26%</b>	<b>22%</b>
<b>16-20</b>	<b>22%</b>	<b>19%</b>
<b>21-30</b>	<b>19%</b>	<b>7%</b>
<b>31+</b>	<b>1%</b>	<b>0%</b>




For those who have lived in the JCSD Parks Territory for 0-5 years, the Survey Monkey survey shows a significantly higher response rate at 29% compared to 12% in the ETC Survey. In the 6-10 years category, both surveys have closer response rates, with 20% in the ETC Survey and 23% in the Survey Monkey survey. The 11-15 years category is also similar, with the ETC Survey at 26% and the Survey Monkey survey at 22%.

For those who have lived in the JCSD Parks Territory for 16-20 years, the ETC Survey reports a 22% response rate, slightly higher than the 19% reported by the Survey Monkey survey. The most notable difference is in the 21-30 years category, where the ETC Survey reports 19%, significantly higher than the 7% reported by the Survey Monkey survey. Finally, for the 31+ years category, the ETC Survey includes a 1% response rate, whereas the Survey Monkey survey reports 0%.

These comparisons indicate that the ETC Survey captures a more balanced distribution across different lengths of residency in Eastvale, particularly in the 21-30 years category, compared to the Survey Monkey survey, which tends to overrepresent newer residents who have lived in the JCSD Parks Territory's for 0-5 years.



## RACE/ETHNICITY



			
<b>White Alone</b>	<b>25%</b>	<b>47%</b>	<b>25%</b>
<b>Black Alone</b>	<b>8%</b>	<b>6%</b>	<b>9%</b>
<b>American Indian</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>
<b>Asian</b>	<b>29%</b>	<b>32%</b>	<b>33%</b>
<b>Pacific Islander</b>	<b>1%</b>	<b>2%</b>	<b>0%</b>
<b>Some Other Race</b>	<b>4%</b>	<b>12%</b>	<b>14%</b>
<b>Two or More Races</b>	<b>12%</b>	<b>N/A</b>	<b>17%</b>
<b>Hispanic (Ethnicity)</b>	<b>39%</b>	<b>32%</b>	<b>36%</b>

For individuals identifying as White Alone, the ETC Survey aligns perfectly with the actual demographic at 25%, while the Survey Monkey survey overrepresents this group at 47%. The Black Alone category shows a close match between the ETC Survey and ESRI data, with 8% and 9% respectively, whereas the Survey Monkey survey is slightly lower at 6%. American Indian representation is consistent at 1% in both the ETC Survey and ESRI data, but the Survey Monkey survey reports 2%. The Asian category is fairly consistent across all three sources, with the ETC Survey at 29%, the Survey Monkey survey at 32%, and ESRI data at 33%.



For Pacific Islanders, the ETC Survey reports 1%, closely matching the ESRI data at 0%, while the Survey Monkey survey overrepresents this group at 2%. The category for Some Other Race is underrepresented in the ETC Survey at 4% compared to 14% in ESRI data, whereas the Survey Monkey survey reports 12%. The category for Two or More Races is represented at 12% in the ETC Survey, but data is not available for the Survey Monkey survey, while the ESRI data shows 17%. Lastly, for Hispanic ethnicity, both the ETC Survey and the actual demographic are closely aligned at 39% and 36% respectively, whereas the Survey Monkey survey reports 32%. These comparisons suggest that the ETC Survey generally provides a more accurate reflection of Eastvale's racial and ethnic distribution than the Survey Monkey survey.

### 3.5.2 VISITATION/PARTICIPATION



#### HAVE YOU VISITED/PARTICIPATED...

		
Visited parks and/or recreation facilities in the past 12 months	92%	96%
Participated in programs in the past 12 months	51%	73%

#### HOW OFTEN HAVE YOU VISITED JCSD PARKS AND/OR RECREATION FACILITIES DURING THE PAST 12 MONTHS?

		
5+ times a week	15%	22%
2-4 times a week	35%	41%
Once a week	15%	14%
1-3 times a month	23%	15%
Less than once a month	12%	8%

#### HOW MANY PROGRAMS OR EVENTS OFFERED BY JCSD HAVE YOU OR MEMBERS OF YOUR HOUSEHOLD PARTICIPATED IN DURING THE PAST 12 MONTHS?

		
1 program/event	28%	24%
2-3 programs/events	51%	50%
4-6 programs/events	16%	19%
7+ programs/events	5%	7%

Both surveys indicate high levels of engagement with parks and recreation facilities. The ETC Survey reports that 92% of respondents visited parks or recreation facilities in the past 12 months, slightly lower than the 96% reported by the SurveyMonkey survey. However, there is a notable difference in program participation, with the ETC Survey indicating that 51% of respondents participated in programs, compared to 73% in the SurveyMonkey survey. This suggests that while park visitation is consistently high, the SurveyMonkey survey respondents are more engaged in participating in programs.



The frequency of visits to parks and recreation facilities varies between the two surveys. The SurveyMonkey survey reports higher frequent usage, with 22% visiting 5+ times a week and 41% visiting 2-4 times a week, compared to 15% and 35%, respectively, in the ETC Survey. Both surveys have similar percentages for once-a-week visits. The ETC Survey reports higher occasional usage, with 23% visiting 1-3 times a month and 12% visiting less than once a month, compared to 15% and 8%, respectively, in the SurveyMonkey survey. These differences suggest that respondents in the SurveyMonkey survey tend to visit parks and facilities more frequently than those in the ETC Survey.

The participation rates in programs or events show a degree of consistency between the two surveys. Both surveys indicate that around half of the respondents participated in 2-3 programs/events, with the ETC Survey at 51% and the SurveyMonkey survey at 50%. Participation in a single program/event is slightly higher in the ETC Survey at 28%, compared to 24% in the SurveyMonkey survey. The SurveyMonkey survey reports slightly higher participation in 4-6 and 7+ programs/events categories at 19% and 7%, respectively, compared to 16% and 5% in the ETC Survey. This indicates a slightly higher engagement in multiple programs or events among SurveyMonkey respondents.



In summary, the comparative analysis of the ETC Statistically Valid Survey and the SurveyMonkey Online Survey shows high levels of engagement with the JCSD's parks and recreation facilities, with slight differences in frequency and program participation. The ETC Survey generally reflects a balanced distribution of visitation frequency and program participation, while the SurveyMonkey survey tends to report higher frequent visitation and program engagement. These insights help in understanding community engagement and identifying areas for enhancing participation and usage of parks and recreation facilities.

### 3.5.3 PHYSICAL CONDITION/QUALITY

HOW WOULD YOU RATE THE PHYSICAL CONDITION OF ALL JCSD AND/OR RECREATION FACILITIES YOU HAVE VISITED?

		
<b>Excellent</b>	<b>28%</b>	<b>28%</b>
<b>Good</b>	<b>55%</b>	<b>53%</b>
<b>Fair</b>	<b>13%</b>	<b>18%</b>
<b>Poor</b>	<b>4%</b>	<b>1%</b>

HOW WOULD YOU RATE THE OVERALL QUALITY OF JCSD PROGRAMS OR EVENTS IN WHICH YOUR HOUSEHOLD HAS PARTICIPATED IN?

		
<b>Excellent</b>	<b>27%</b>	<b>31%</b>
<b>Good</b>	<b>56%</b>	<b>57%</b>
<b>Fair</b>	<b>16%</b>	<b>12%</b>
<b>Poor</b>	<b>1%</b>	<b>1%</b>



Both surveys indicate similar perceptions of the facilities. In both the ETC and SurveyMonkey surveys, 28% rated the facilities as excellent. Good ratings were 55% for ETC and 53% for SurveyMonkey. Fair ratings were 13% for ETC and 18% for SurveyMonkey. Poor ratings were 4% for ETC and 1% for SurveyMonkey. Overall, most respondents find the facilities in good to excellent condition.

Both surveys reflect strong satisfaction with JCSD programs. In the ETC Survey, 27% rated the programs as excellent, compared to 31% in the SurveyMonkey survey. Good ratings were 56% for ETC and 57% for SurveyMonkey. Fair ratings were 16% for ETC and 12% for SurveyMonkey. Poor ratings were 1% in both surveys. The majority view the programs as good to excellent.



In summary, both the ETC Statistically Valid Survey and the SurveyMonkey Online Survey show consistent, favorable perceptions of the physical condition of facilities and the quality of programs offered by the Department, highlighting overall community satisfaction.

### 3.5.4 BARRIERS

REASONS THAT PREVENT YOU OR MEMBERS OF YOUR HOUSEHOLDS FROM VISITING JCSD PARKS, AND/OR RECREATION FACILITIES MORE OFTEN. (TOP FIVE RESPONSES)

	
Absence of amenities we want to use (30%)	Lack of shade (44%)
Lack of shade (29%)	Absence of amenities we want to use (28%)
Lack of restrooms (15%)	Lack of restrooms (26%)
Presence of criminal activity in the park (12%)	Parks/facilities are not well maintained (17%)
Parks/facilities are not well maintained (11%)	Feel unsafe using parks / facilities (14%)

REASONS THAT PREVENT YOU OR MEMBERS OF YOUR HOUSEHOLD FROM PARTICIPATING IN JCSD PROGRAMS MORE OFTEN. (TOP FIVE RESPONSES)

	
Program times are not convenient (23%)	Program times are not convenient (32%)
Fees are too high (20%)	Fees are too high (27%)
Program not offered (19%)	Program not offered (21%)
Too busy/not interested (19%)	Too busy/not interested (20%)
I don't know what is offered (13%)	Online registration is not user friendly (20%)

Both surveys identify similar barriers to visiting JCSD parks and recreation facilities. In the ETC Survey, the top issues are the absence of desired amenities (30%), lack of shade (29%), lack of restrooms (15%), presence of criminal activity (12%), and poor maintenance (11%). The SurveyMonkey survey highlights the lack of shade (44%), absence of amenities (28%), lack of restrooms (26%), poor maintenance (17%), and feeling unsafe (14%). While both surveys highlight the same issues, the SurveyMonkey survey places more emphasis on the lack of shade.

The reasons preventing participation Department programs are also similar across both surveys. The ETC Survey identifies inconvenient program times (23%), high fees (20%), lack of offered programs (19%), being too busy or uninterested (19%), and not knowing what is offered (13%).





The SurveyMonkey survey reports higher percentages for these barriers: inconvenient program times (32%), high fees (27%), lack of offered programs (21%), being too busy or uninterested (20%), and user-unfriendly online registration (20%). Both surveys agree on the main barriers, with the SurveyMonkey survey showing stronger emphasis.



Both the ETC and SurveyMonkey surveys identify similar barriers to park visits and program participation, such as the absence of amenities, lack of shade, inconvenient program times, and high fees. These insights highlight areas for improvement to enhance community engagement with JCSD parks and programs.

## 3.5.5 NEEDS

### NEED FOR RECREATION FACILITIES/AMENITIES BY PERCENTAGE OF RESPONDENTS WHO INDICATED NEED (TOP FIVE RESPONSES)

	
Restroom facilities in parks (87%)	Large community parks (99%)
Walking paths in parks (87%)	Safety lighting (98%)
Large community parks (85%)	Restroom facilities in parks (98%)
Safety lighting (84%)	Walking paths in parks (97%)
Shaded picnic areas & shelters (83%)	Small neighborhood parks (96%)

### NEED FOR RECREATION PROGRAMS/ACTIVITIES BY PERCENTAGE OF RESPONDENTS WHO INDICATED NEED (TOP FIVE RESPONSES)

	
Community and cultural special events (65%)	Community and cultural special events (81%)
Exercise classes (59%)	Adult fitness and wellness programs (76%)
Adult fitness & wellness programs (59%)	Youth sports programs and camps (76%)
Senior programs (52%)	After school programs for youth of all ages (75%)
Swim lessons (50%)	Youth seasonal programs and camps (73%)



The top needs for recreation facilities and amenities differ slightly between the ETC and SurveyMonkey surveys. In the ETC Survey, the most needed amenities are restroom facilities and walking paths in parks, both at 87%. Other top needs include large community parks (85%), safety lighting (84%), and shaded picnic areas & shelters (83%). The SurveyMonkey survey, however, shows an even higher demand for large community parks (99%), safety lighting (98%), restroom facilities (98%), walking paths (97%), and small neighborhood parks (96%).

For recreation programs and activities, both surveys highlight community and cultural special events as the top need, with 65% in the ETC Survey and 81% in the SurveyMonkey survey. The ETC Survey also shows significant needs for exercise classes and adult fitness & wellness programs (both 59%), senior programs (52%), and swim lessons (50%). The SurveyMonkey survey emphasizes adult fitness and wellness programs (76%), youth sports programs and camps (76%), after school programs for youth (75%), and youth seasonal programs and camps (73%).



Both surveys indicate a strong need for restroom facilities, walking paths, and safety lighting in parks. Community and cultural events, along with fitness programs for adults, are also highly needed. The SurveyMonkey survey shows a higher demand for large community parks and youth-focused programs, suggesting areas for targeted improvements in park amenities and program offerings.

## 3.5.6 IMPORTANCE

### FACILITIES/AMENITIES MOST IMPORTANT TO HOUSEHOLDS BY PERCENTAGE OF RESPONDENTS WHO SELECTED THE ITEMS AS ONE OF THEIR TOP FOUR CHOICES (TOP FIVE RESPONSES)

	
Multi-use hiking, biking, walking trails (26%)	Outdoor aquatic facility (29%)
Walking paths in parks (24%)	Multi-use hiking, biking, walking trails (26%)
Outdoor swimming pool (22%)	Large community parks (23%)
Restroom facilities in parks (16%)	Outdoor swimming pool (23%)
Safety lighting (16%)	Community center (20%)

## PROGRAMS/ACTIVITIES MOST IMPORTANT TO HOUSEHOLDS BY PERCENTAGE OF RESPONDENTS WHO SELECTED THE ITEMS AS ONE OF THEIR TOP FIVE CHOICES (TOP FIVE RESPONSES)

	
Senior programs (21%)	Adult fitness & wellness programs (28%)
Exercise classes (21%)	Youth sports programs & camps (27%)
Adult fitness & wellness programs (19%)	Swim lessons (23%)
Community & cultural special events (15%)	After school programs for youth of all ages (21%)
Trips & tours (13%)	Exercise classes (18%)

The top facilities and amenities considered most important by respondents show some differences between the ETC and SurveyMonkey surveys. In the ETC Survey, the highest importance is placed on multi-use hiking, biking, and walking trails (26%). Other top priorities include walking paths in parks (24%), an outdoor swimming pool (22%), restroom facilities in parks (16%), and safety lighting (16%).

In the SurveyMonkey survey, the most important facility is an outdoor aquatic facility (29%), followed by multi-use hiking, biking, and walking trails (26%), large community parks (23%), an outdoor swimming pool (23%), and a community center (20%).

The most important programs and activities also vary between the surveys. According to the ETC Survey, the top priorities are senior programs (21%) and exercise classes (21%), followed by adult fitness and wellness programs (19%), community and cultural special events (15%), and trips and tours (13%).

In the SurveyMonkey survey, the top priorities are adult fitness and wellness programs (28%), youth sports programs and camps (27%), swim lessons (23%), after school programs for youth of all ages (21%), and exercise classes (18%).

Both surveys highlight the importance of multi-use trails and outdoor swimming facilities. However, the SurveyMonkey survey places more emphasis on large community amenities like an outdoor aquatic facility and a community center. For programs and activities, both surveys agree on the importance of fitness and wellness programs, but the SurveyMonkey survey shows a higher need for youth-focused programs and swim lessons. These insights help prioritize areas for development and investment to better align with community preferences.

### 3.5.7 PRIORITY INVESTMENT RATING



The Priority Investment Rating (PIR), crafted by ETC Institute, serves as an analytical framework designed to assist agencies in objectively assessing where to focus their parks and recreation investment efforts. This tool helps in pinpointing which facilities / park types / amenities and programs / offerings / activities the community views as most deserving of funding and development priority.

It evaluates the significance residents assign to various facilities / park types / amenities and programs / offerings / activities and their expressed unmet needs — aspects that are either partially addressed or completely overlooked, compared against the highest-rated facility/program. Recognizing the critical balance between addressing unmet needs and valuing the community's prioritization, the PIR assigns equal weight to these factors.

Each facility or program is then scored on a 0-200 scale, facilitating a comprehensive approach to guiding future investment decisions in parks and recreation projects.



More information regarding PIR can be found in **SECTION (Add Link in Report)**

#### FACILITIES/AMENITIES (TOP FIVE)

	
Outdoor swimming pool (177)	Outdoor aquatic facility (200)
Multi-use hiking, biking, walking trails (170)	Outdoor swimming pool (168)
Outdoor aquatic facility (139)	Multi-use hiking, biking, walking trails (155)
Walking paths in parks (125)	Restroom facilities in parks (120)
Performing arts theater (122)	Community center (119)

Both surveys highlight the high priority of outdoor swimming pools and multi-use trails, reflecting strong community interest in these facilities. However, the SurveyMonkey survey places the highest priority on an outdoor aquatic facility with a perfect score of 200, significantly higher than its score in the ETC Survey (139). Conversely, the ETC Survey gives a higher priority to a performing arts theater (122), which does not appear in the top five of the SurveyMonkey survey. Additionally, the SurveyMonkey survey emphasizes the importance of restroom facilities in parks (120) and a community center (119), which are not top priorities in the ETC Survey. These insights can guide agencies in making balanced investment decisions that reflect both the community's unmet needs and their prioritization of different facilities and amenities.

PROGRAMS/ACTIVITIES (TOP FIVE)



	
Exercise classes (194)	Swim Lessons (200)
Senior programs (189)	Adult fitness and wellness programs (135)
Adult fitness & wellness programs (188)	Water fitness programs/lap swimming (135)
Water fitness programs/lap swimming (155)	Youth sports programs and camps (129)
Swim lessons (154)	Pickleball / tennis lessons and leagues (120)

For programs and activities, the ETC Survey's top priorities include exercise classes (194), senior programs (189), adult fitness & wellness programs (188), water fitness programs/lap swimming (155), and swim lessons (154). In contrast, the SurveyMonkey survey places the highest priority on swim lessons (200), followed by adult fitness and wellness programs (135), water fitness programs/lap swimming (135), youth sports programs and camps (129), and pickleball/tennis lessons and leagues (120). These insights can guide agencies in making balanced investment decisions that reflect both the community's unmet needs and their prioritization of different facilities, amenities, and programs.



### 3.5.8 OVERALL PERCEPTIONS

IF YOU HAD \$100, HOW WOULD YOU ALLOCATE THE FUNDS AMONG THESE PARKS AND RECREATION CATEGORIES? (TOP FIVE RESPONSES)

	
<b>Build an aquatics center for the community (\$32.45)</b>	<b>Build an aquatics center for the community (\$37.38)</b>
<b>Improvements/maintenance of existing parks &amp; recreation facilities (\$25.62)</b>	<b>Improvements/maintenance of existing parks &amp; recreation facilities (\$21.30)</b>
<b>Construction of new sports fields or complex (\$13.77)</b>	<b>Acquisition of new park land &amp; open space (\$16.38)</b>
<b>Acquisition of new park land &amp; open space (\$13.62)</b>	<b>Construction of new sports fields or complex (\$15.19)</b>
<b>Improve/enhance accessibility or connectivity at all parks &amp; facilities (\$8.79)</b>	<b>Improve/enhance accessibility or connectivity at all parks &amp; facilities (\$6.13)</b>

In both surveys, building an aquatics center for the community is the top priority, with SurveyMonkey respondents allocating \$37.38 and ETC respondents allocating \$32.45. This indicates a strong demand for aquatic facilities.



Improvement and maintenance of existing parks and recreation facilities are also highly prioritized, with ETC respondents allocating \$25.62 and SurveyMonkey respondents allocating \$21.30.

Differences arise in subsequent priorities. The ETC Survey prioritizes the construction of new sports fields or complexes (\$13.77) slightly more than acquiring new park land and open space (\$13.62). Conversely, SurveyMonkey respondents prioritize acquiring new park land and open space (\$16.38) over constructing new sports fields (\$15.19).

Both surveys place the least priority on improving and enhancing accessibility or connectivity at all parks and facilities, with ETC respondents allocating \$8.79 and SurveyMonkey respondents \$6.13.

In summary, both surveys highlight the importance of building an aquatics center and maintaining existing facilities, with varying preferences for new developments and accessibility improvements. These insights can guide targeted investment decisions in parks and recreation to better meet community needs.

WHAT ARE THE TOP THREE USES OF THIS EXPANSION YOU WOULD SUPPORT THE MOST? (BY PERCENTAGE OF RESPONDENTS WHO SELECTED THE ITEMS AS ONE OF THEIR TOP THREE CHOICES)

	
Aquatic Center (65%)	Aquatic Center (69%)
Community Recreation Center/Indoor Gym (48%)	Community Recreation Center/Indoor Gym (54%)
Racket Sports Complex (36%)	All-inclusive playground (39%)
All-inclusive Playground (32%)	Racket Sports Complex (36%)
Splash Pads (20%)	Splash Pads (33%)

In both surveys, an aquatic center is the most supported use for expansion. It was chosen by 65% of ETC respondents and 69% of SurveyMonkey respondents, highlighting a strong community demand for aquatic facilities.

A community recreation center/indoor gym is the second most supported use in both surveys. It received support from 48% of ETC respondents and 54% of SurveyMonkey respondents, indicating significant interest in indoor recreational facilities.

The third priority shows some variation between the two surveys. In the ETC Survey, a racket sports complex was chosen by 36% of respondents, followed by an all-inclusive playground (32%) and splash pads (20%). In the SurveyMonkey survey, an all-inclusive playground was the third most supported option (39%), followed closely by a racket sports complex (36%) and splash pads (33%).

In summary, both surveys strongly support the development of an aquatic center and a community recreation center/indoor gym. However, preferences diverge slightly for other facilities, with ETC respondents favoring a racket sports complex more, while SurveyMonkey respondents show higher support for an all-inclusive playground and splash pads. These insights can help prioritize community-supported projects in park expansion plans.

### 3.5.9 SUMMARY

#### DEMOGRAPHICS

- **Gender:** The ETC Survey closely mirrors the JCSD Parks Territory actual demographics with balanced gender representation. The SurveyMonkey survey, however, overrepresents females.
- **Years Lived in the JCSD Parks Territory:** The ETC Survey captures a balanced distribution across different lengths of residency, while the SurveyMonkey survey overrepresents newer residents.
- **Race/Ethnicity:** The ETC Survey aligns more accurately with the JCSD Parks Territory actual racial and ethnic demographics compared to the SurveyMonkey survey, which overrepresents certain groups.

#### VISITATION/PARTICIPATION

- **Park Visits:** Both surveys indicate high levels of park engagement, but SurveyMonkey respondents visit more frequently.
- **Program Participation:** Program participation rates are higher in the SurveyMonkey survey, suggesting a more engaged online respondent base.

#### PHYSICAL CONDITION/QUALITY

- **Facilities:** Both surveys indicate positive perceptions of the physical condition of JCSD facilities, with most respondents rating them as good to excellent.
- **Programs:** Satisfaction with JCSD programs is similarly high in both surveys, reflecting overall community contentment.

#### BARRIERS

- **Visitation Barriers:** Common barriers include the absence of desired amenities, lack of shade, and restrooms. The SurveyMonkey survey emphasizes lack of shade more prominently.
- **Program Participation Barriers:** Both surveys cite inconvenient program times, high fees, and a lack of offered programs as key barriers, with SurveyMonkey respondents emphasizing these issues more strongly.

#### NEEDS

- **Facilities:** Restroom facilities, walking paths, and safety lighting are highly needed. SurveyMonkey respondents show a higher demand for large community parks and small neighborhood parks.
- **Programs:** Community and cultural events, fitness programs, and youth-focused activities are top needs, with SurveyMonkey respondents emphasizing these more.

#### IMPORTANCE

- **Facilities:** Multi-use trails and outdoor swimming facilities are important to both survey groups. SurveyMonkey respondents place higher importance on a community center.

- **Programs:** Fitness and wellness programs, particularly for adults, are highly important. The SurveyMonkey survey highlights a higher need for youth programs and swim lessons.

### PRIORITY INVESTMENT RATING (PIR)

- **Facilities:** Both surveys prioritize outdoor swimming pools and multi-use trails, though the SurveyMonkey survey gives higher priority to an outdoor aquatic facility and community center.
- **Programs:** Top priorities include fitness classes, senior programs, and swim lessons. The SurveyMonkey survey emphasizes youth sports programs more.

### OVERALL PERCEPTIONS

- **Funding Allocation:** Building an aquatics center is the top funding priority. Maintaining existing facilities and acquiring new park land are also important.
- **Expansion Support:** Both surveys strongly support the development of an aquatic center and a community recreation center/indoor gym, with slight variations in preferences for other facilities.

### CONCLUSION

The comparative analysis of the ETC Statistically Valid Survey and the SurveyMonkey Online Survey provides valuable insights into community engagement, satisfaction, and priorities for JCSD's parks and recreation services. The ETC Survey, with its rigorous methodology and representative sampling, offers a statistically reliable reflection of the community, ensuring that the findings accurately represent the demographic composition of the JCSD Parks Territory. In contrast, the SurveyMonkey survey captures broader stakeholder feedback, reflecting a wider range of opinions and preferences.

Significant demographic differences between the surveys, such as the overrepresentation of females and newer residents in the SurveyMonkey survey, highlight the importance of the ETC Survey's balanced and accurate sampling. These insights are crucial for strategic planning and decision-making, helping the Department align its offerings with community needs and preferences to enhance overall satisfaction and engagement. By considering both statistically reliable data and broader community feedback, JCSD can make informed decisions to better serve its residents and park users.

## CHAPTER FOUR **RESOURCE ANALYSIS**

### 4.1 RECREATION PROGRAM ASSESSMENT

#### 4.1.1 INTRODUCTION

JCSD, together with Next Practice Partners, launched a comprehensive analysis of its parks and recreation services as part of the development of the Plan. This initiative aimed to closely align the range of parks, facilities, programs, and services with the actual needs and preferences of Eastvale residents, ensuring fairness and equity in access.

This critical evaluation was essential for shaping and enhancing JCSD's recreational offerings, ultimately improving the quality of life for the Eastvale community. JCSD focused on efficiently utilizing its resources to develop and maintain quality park facilities and to provide a variety of safe, fun, and engaging recreational activities that enriched the lives of both residents and visitors. Furthermore, this effort underscored JCSD's commitment to enhancing the community's health and well-being through exceptional recreation and leisure opportunities.

#### 4.1.2 COMMUNITY PROFILE

Since 2010, the population within the JCSD Parks Territory has increased from 43,439 to an estimated 58,828 in 2023. This growth is accompanied by demographic changes, including a decrease in individuals under 17 years old, an increase in those aged 55-74, and greater racial and ethnic diversity. The Hispanic/Latino population remains steady at about 36-37%, with the Asian population expected to reach 38% by 2038. Economically, the area has a per capita income of \$43,901 and a median household income of \$142,360, surpassing both state and national averages.

In the JCSD Parks Territory, the cost of living is 62.6% above the national average, suggesting a comparatively affluent community. However, this elevated cost of living could make recreational programs less accessible to lower-income families.

About 73% of JCSD Parks Territory residents live within a 10-minute walk from a park, exceeding the national average of 55%. This indicates strong access to outdoor spaces, laying the groundwork for outdoor recreational activities and programs that could enhance community engagement and well-being.

The Department caters to a youthful, diverse, and multigenerational population with extensive access to parks and green spaces. Recreational offerings should be diverse, inclusive, and sensitive to cultural differences, aiming to cater to a broad spectrum of interests and backgrounds. The ample access to parks opens opportunities for outdoor and environmental education programs that promote sustainability and environmental care. Considering the community's economic profile, recreational initiatives can incorporate premium, innovative options that align with residents' financial capabilities while ensuring affordability across different income levels. More information regarding the community profile can be found in [SECTION 2.1](#).

#### 4.1.3 RECREATION AND LEISURE TRENDS

The Trends Analysis, utilizing the Market Potential Index (MPI) from the Environmental Systems Research Institute (ESRI), illustrates the community's robust engagement in recreational activities compared to national averages. Volleyball and basketball stand out with MPI scores of 149 and



148, respectively, showcasing significantly higher participation rates. Golf and tennis also exhibit strong community interest, with MPIs of 142 and 136. Soccer, football, and baseball display above-average participation with scores of 117, 115, and 111, respectively, while softball is less favored, reflected in its lower MPI of 89.

In the realm of fitness, Pilates leads with an impressive MPI of 156. This enthusiasm extends to jogging/running (139), yoga and weight lifting (both at 132), Zumba (125), aerobics (123), and swimming (116), all of which outpace national participation rates. Walking for exercise, with an MPI of 113, further indicates a community more active than the typical national audience.

Outdoor recreational activities reveal the community's interest in adventure with mountain biking topping the list with an MPI of 164. Rock climbing, archery, road bicycling, and hiking also exceed national participation averages with scores of 135, 127, 125, and 124, respectively. Backpacking and canoeing/kayaking slightly surpass the national average, with scores of 113 and 109, while saltwater fishing meets the average at 103. Horseback riding and freshwater fishing fall below the national trend, with MPIs of 98 and 92.

Commercial recreation trends indicate a community willing to invest significantly in sports and recreational equipment, evidenced by a high spending over \$250 MPI of 141. Lower spending brackets also exceed national trends, pointing to a community that values recreation.

This analysis clearly outlines the community's recreational preferences and spending patterns, highlighting areas ripe for targeted program development based on observed interests and investment behaviors.

More information regarding recreation and leisure trends can be found in [SECTION 2.4](#).

## 4.1.4 COMMUNITY PROGRAMMING PRIORITIES

As part of the statistically valid survey, the top priorities for investment regarding Programs/Activities were identified.

The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on programs and (2) how many residents have unmet needs for the programs.

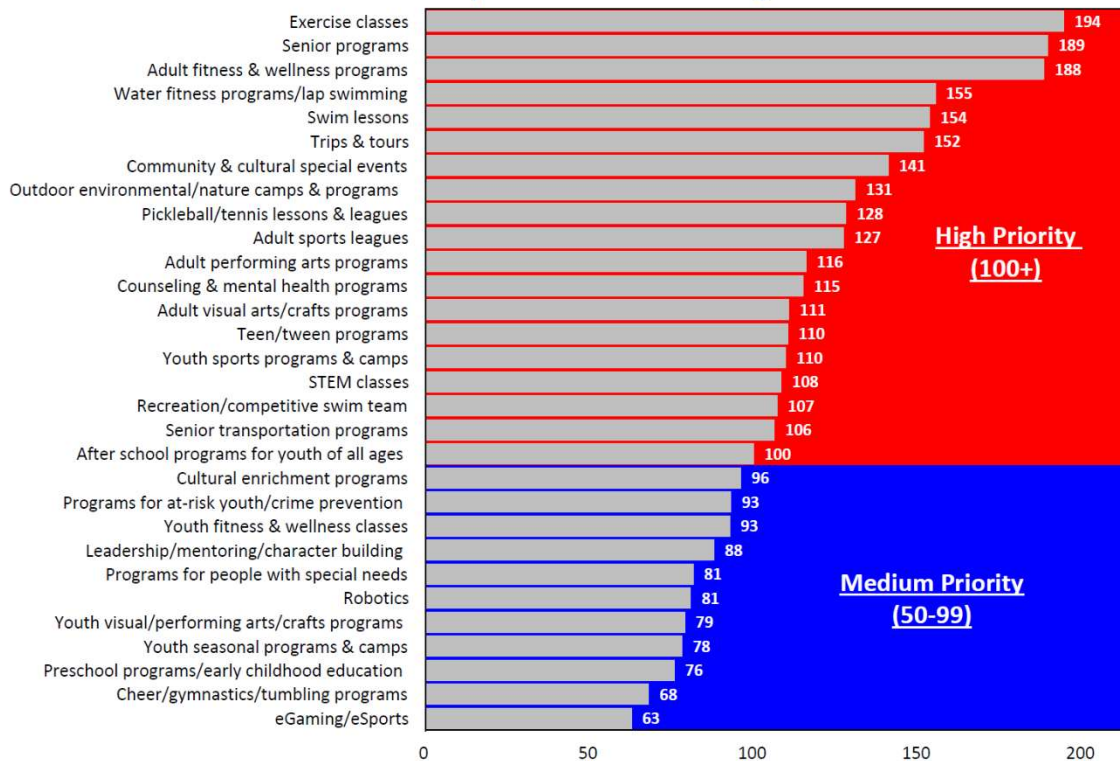
Based the Priority Investment Rating (PIR), the following programs were rated as high priorities for investment:

- Exercise classes (PIR= 194)
- Senior programs (PIR= 189)
- Adult fitness & wellness programs (PIR= 188)
- Water fitness programs/lap swimming (PIR= 155)
- Swim lessons (PIR= 154)
- Trips & tours (PIR= 152)
- Community & cultural special events (PIR= 141)

## PARKS & RECREATION MASTER PLAN

The following chart shows the Priority Investment Rating for each of the 30 programs assessed in the survey.

### Top Priorities for Investment for Programs/Activities Based on Priority Investment Rating



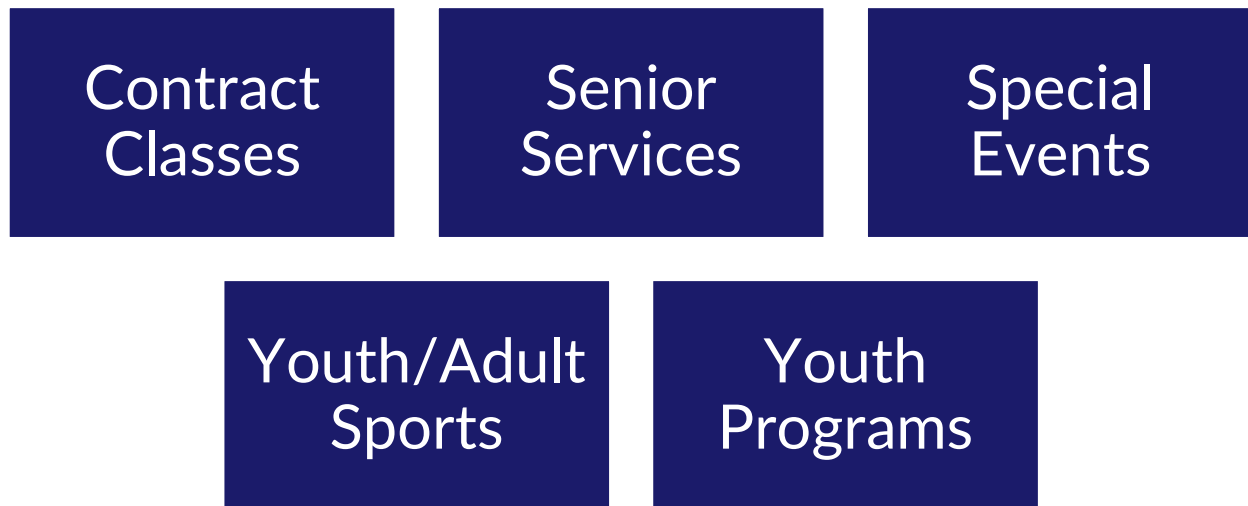
#### 4.1.5 CORE PROGRAM AREAS

A Core Program Area is a crucial category of services and activities offered by an organization, essential to its mission and community service. These areas, varying based on the organization's goals and community needs, are the foundation of its offerings and reputation.

Characteristics of Core Program Areas include:

- Community-Relevance: Tailored to community needs and feedback.
- Consistency: Regular and reliable in the organization's schedule.
- Diversity of Offerings: Caters to various ages, abilities, and interests.
- Flexibility: Adaptable to changing needs and trends.
- High Quality: Represents the organization's best in content and experience.
- Mission Alignment: Supports the organization's goals and values.
- Outcome-Driven: Measurable objectives and impacts.
- Regular Evaluation: Continuously assessed for relevance and effectiveness.
- Resource Prioritization: Essential for resource allocation.
- Stakeholder Engagement: Involves community members in planning and evaluation.

Based on an iterative process, Department staff identified the following five core program areas:



#### 4.1.6 AGE SEGMENT ANALYSIS

The Age Segment analysis helps to identify where services are spread among age groups within each core program area. The figure below shows each core program area and the most prominent age segments they serve.

AGES SERVED						
Core Program Area	Preschool (5 & Under)	Elementary (6-12)	Teens (13-17)	Adult (18+)	Senior (55+)	All Ages Programs
Contract Classes						X
Senior Services					X	
Special Events						X
Sports						X
Youth Programs	X	X	X			

The chart displays core program areas and the age groups each serves. Youth Programs cover the broadest range, for preschoolers (5 & under), elementary-aged children (6-12), and teens (13-17). Senior Services is specifically for seniors (50+). All ages are welcome to participate in Contract Classes, Special Events, and Youth/Adult Sports. There are no programs exclusively for the adult age group (18+) but they are covered under the All-Ages Programs.

#### 4.1.7 PRICING STRATEGIES

Pricing strategies are essential for agencies to meet financial goals, regulate demand, provide fair access, and match market conditions. The table included here outlines the pricing methods each core program area employs. Presently, the Department employs two strategies: 1) differential pricing based on residency status, and 2) pricing aligned with specific cost recovery objectives.

This approach indicates that the Department could tap into other pricing strategies to further improve its financial sustainability.

PRICING STRATEGIES										
Core Program Area	Age Segment	Family / Household Status	Residency	Weekday / Weekend	Prime / Non- Prime Time	Group Discounts	By Location	By Competition (Market Rate)	By Cost Recovery Goals	By Customer's Ability to Pay
Contract Classes			X						X	
Senior Services			X							
Special Events									X	
Sports			X						X	
Youth Programs			X						X	

#### 4.1.8 PROGRAM SERVICES CLASSIFICATION

Program classification analysis is a method used to align services with an organization's goals, ensuring a balance between public support and service fees. It categorizes services based on who benefits most and helps guide management strategy through an assessment of public versus private benefits. Services are grouped as Community Benefit, Community-Individual Blend, or Individual Benefit, considering the agency's mission, compliance with legal requirements, financial health, and value to both individual users and the wider community.

Department staff has organized all recreational programs accordingly, and the current distribution is displayed in the following chart.

CLASSIFICATION	COMMUNITY BENEFIT	COMMUNITY-INDIVIDUAL BLEND	INDIVIDUAL BENEFIT
Charateristics	Broad appeal, fundamental to community well-being, promotes inclusion, accessible to all, typically publicly funded.	Appeals to both general community and individual interests, offers specialized services but with a broad audience in mind, may require membership or nominal fees.	Tailored to personal growth and individual interests, niche markets, typically fee-based, and may be more exclusive.
National Average	50-60%	30-40%	10-20%
Program Distribution	23%	23%	53%

- Community Benefit programs, which are designed for the public good, have a broad appeal, encourage inclusion, and are typically funded by public means. Examples are community parks and free events. Nationally, they form 51% of services, yet only 23% of JCSD's programs fall into this category.
- Community-Individual Blend programs cater to both community interests and individual needs, often requiring membership or small fees. These include sports leagues and educational workshops. These programs match the national distribution, each comprising 21% of total services.
- Individual Benefit programs focus on personal development and are targeted towards specific groups, frequently operating on a fee-for-service basis and tending to be more exclusive, such as JCSD's contract classes and sports leagues. .Nationally, these make up 28%, but they are overrepresented in JCSD's offerings at 53%.



## 4.1.9 COST RECOVERY

Classification	FULLY SUBSIDIZED	SOMEWHAT SUBSIDIZED	SELF-SUFFICIENT	REVENUE GENERATING
Definition	A program where all costs are covered by external funds, typically from the organizing body's general budget or grants. Participants do not bear any direct cost. Such programs are considered vital for the community, ensuring maximum accessibility and participation.	While a portion of the program's expenses is covered by external funds or the organizing body's general budget, participants are required to pay a fee. This fee, however, does not cover the total cost of offering the program. Such programs often balance between community benefits and individual benefits.	These programs are designed to break even. The fees charged to participants cover the entire cost of offering the program, including facilities, equipment, staff salaries, and any other associated costs. No profit is made, but there is no financial loss either.	Programs that are not only self-sufficient but also generate additional revenue over and above their operational costs. The surplus can be reinvested into other programs or areas of the organizing body. These programs often cater to niche markets or offer premium services.
National Average	40-45%	30-35%	15-20%	5-10%
Program Distribution	16%	14%	33%	37%

Understanding cost recovery mechanisms is crucial for the Department's effective management and providing valuable recreation and community services. Program financial structures are divided into four key categories:

**Fully Subsidized:** These programs run on public funds, making them free for participants. Examples include some free/low-cost Senior Programs Special Events and the upkeep of public parks. Nationally, 28% of programs are fully subsidized, compared to 16% within the JCSD offerings.

**Somewhat Subsidized:** These involve both public funding and participant fees, but the fees do not cover the full cost. This category strikes a balance between serving the community and individual needs, with many JCSD Special Events (Picnic in the Park, Fall Festival, and Winter Wonderland) as examples. They represent 29% of national programs and 14% locally.

**Self-Sufficient:** These programs are financially independent, with user fees fully covering operational costs. Specialized workshops and memberships for specific fitness classes are examples. They make up 23% of programs nationally, while locally they account for 33%.

**Revenue Generating:** These not only cover their costs but also generate additional funds that can be reinvested. All JCSD Contract Classes and Youth Adult Sports are listed here. They account for 21% of programs nationally but have a larger local presence at 37%, indicating a greater focus on the part of Department staff to be more financially sustainable.

These categories are pivotal in guiding budgeting and pricing strategies, ensuring services meet community demands and maintain financial health. The Department has classified its recreational programs within these tiers, reflecting their current financial distribution.

## 4.1.10 PROGRAM LIFECYCLE

## PARKS & RECREATION MASTER PLAN

LIFECYCLE	DEFINITION	ACTUAL PROGRAM DISTRIBUTION		NATIONAL AVERAGE DISTRIBUTION
Launch	New Programs within last year	32%	45%	42%
Rising	Programs that show participant growth	13%		
Stable	Programs that show sustained participation to minimal growth. Expectation is to offer because it fills.	40%	55%	52%
Maxed	Programs where participation level is status quo to declining, due to extreme competition or limited resources impeding growth	15%		
Decline	Declining participation. Programs in this stage should be reevaluated for potential updates, changes, or reinvention to make it relevant again.	0%	0%	7%
Cancelled	Programs cancelled due to due to prolonged lack of interest, resource constraints, or the introduction of a newer, more relevant program.	0%		

Program Lifecycle Analysis is a strategic tool used to assess the progression or regression of an agency's offerings, aiding in decisions about the portfolio of programs. It balances the introduction of new programs with the phase-out of those that are outdated, employing both quantitative data and staff evaluations. The table shown here details the distribution of the Department's programs across various lifecycle stages. This is done by tallying the number of programs at each stage and comparing it to the total number identified by staff.

The chart categorizes program distribution into three aggregated lifecycle stages, alongside national averages:

- 'Launch' and 'Rising' stages, which include newly initiated programs and those with increasing participation, collectively make up 45% of the actual distribution. This is a slight increase from the national average of 42%.
- 'Stable' and 'Maxed' stages, representing programs with steady participation and those at a plateau, together account for 55% of the actual distribution, just over the national average of 52%. This reflects the agency's strategy to focus on and maintain established programs.
- 'Decline' and 'Cancelled' stages, which are for programs with dwindling numbers or those terminated, altogether make up 0% of the Department's offerings, which is significantly lower than the national average of 7%. This suggests the agency has been successful in identifying and offering programs that are aligned with community needs, thus preventing program decline or cancellation.

Overall, the Department places an emphasis on fostering and prioritizing existing, stable programs and exhibits fewer instances of program decline or discontinuation when benchmarked against national averages.

#### 4.1.11 PROGRAM DIRECTION

Classification	Self Directed	Leader Directed	Facilitated	Cooperative
Definition	self-directed recreation opportunities for individuals and groups to participate without leadership, under only general supervision	recreation opportunities where participant involvement is directed by a leader, including skills instruction classes	facilitate assistance to individuals and groups of individuals that provide or want to provide recreation programs and leisure services independently from the agency.	cooperative agreements with public, commercial, and nonprofit entities to provide programming.
National Average	17%	52%	8%	23%
Program Distribution	<b>15%</b>	<b>40%</b>	<b>6%</b>	<b>38%</b>

Analyzing program direction is critical for tailoring recreational services to align with both community preferences and organizational capacities. This analysis classifies programs into four distinct types:

- **Self-Directed:** These are for participants who prefer engaging in activities independently, requiring only general oversight. They account for 15% of the actual program distribution, marginally lower than the national average of 17%.
- **Leader-Directed:** Structured activities guided by an instructor, including skill development classes, represent 40% of the actual distribution. This is below the national average of 52%, indicating a relatively smaller selection of instructor-led programs.
- **Facilitated:** Support is provided for individuals or groups managing their own recreational initiatives. Such programs are less common, making up 6% of the distribution, which is slightly less than the national average of 8%.
- **Cooperative:** Programs resulting from collaborations with various entities, forming a significant part of the actual distribution at 38%, notably exceeding the national average of 23%.

The current data reveals that the Department places a substantial emphasis on cooperative programming, diverging from national patterns by offering fewer self-directed and leader-directed options, alongside a smaller share of facilitated activities.

#### 4.1.12 PROGRAM PROFICIENCY

## PARKS & RECREATION MASTER PLAN

Classification	BEGINNER	INTERMEDIATE	ADVANCED	ALL ABILITIES
<b>Definition</b>	Programs designed for individuals who are new to the activity or have limited experience.	Programs for those who have some experience and knowledge in the activity but are looking to improve or refine their skills.	Programs tailored for individuals who have extensive experience and are looking for high-level training or challenges.	Programs designed to be inclusive and cater to participants of all proficiency levels.
<b>National Average</b>	8%	12%	3%	77%
<b>Program Distribution</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>94%</b>

Program proficiency analysis plays a pivotal role in ensuring recreational services align with the skill levels and learning aspirations of participants. This strategic classification into Beginner, Intermediate, Advanced, or All Abilities helps organizations verify they're providing diverse learning opportunities for all participants.

- Beginner programs are for those just starting or with minimal experience. Currently, these make up only 2% of the Department's program offerings, which is lower than the national average of 8%.
- Intermediate programs target participants who have foundational skills and aim to enhance them. These constitute 2% of the organization's offerings, again below the national average of 12%.
- Advanced programs are designed for individuals who have significant experience and seek further high-level training or challenges, making up 2% of the organization's offerings, slightly below the national average of 3%.
- All Abilities programs are inclusive, designed for participants of all proficiency levels. These are the most provided programs, comprising 94% of the organization's offerings, considerably more than the national average of 77%.

Overall, the Department places a strong emphasis on inclusivity, with most of its programs accommodating participants of all abilities. However, the range of programs specifically tailored for beginner, intermediate, and advanced levels is less than the national averages, pointing towards an opportunity to broaden the program offerings for specific skill levels.

### 4.1.13 CURRENT MARKETING & COMMUNICATIONS

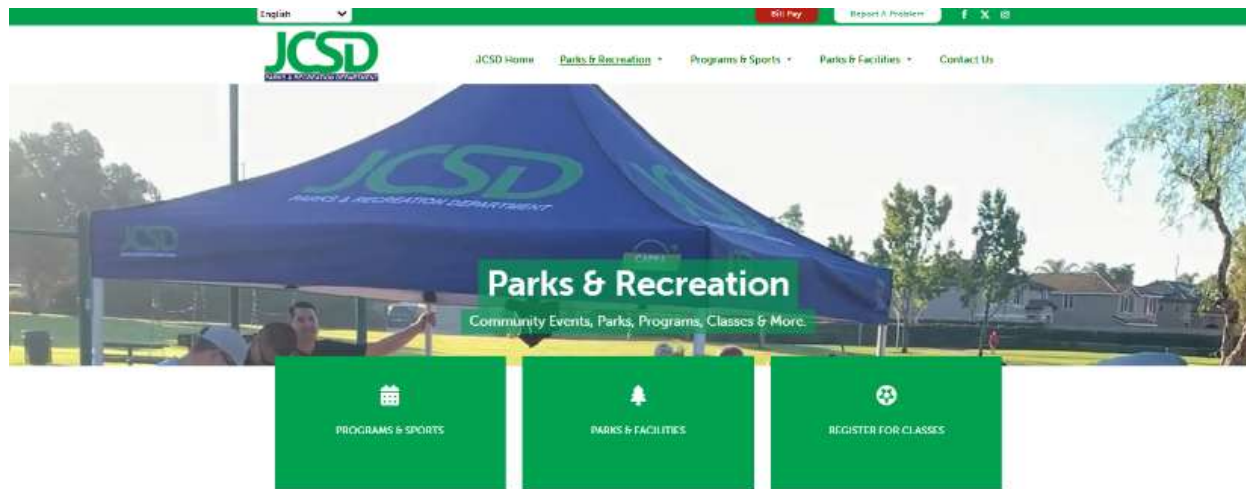
The Department employs a multifaceted marketing and communications strategy to promote its programs, leveraging both traditional and digital platforms. Print and online program guides, along with a mobile-responsive website, provide comprehensive information.

The use of apps, flyers, brochures, and direct mail ensures a wide reach. Both print and digital newsletters keep the community informed, while in-facility signage and QR codes offer on-site engagement.

## PARKS & RECREATION MASTER PLAN

The Department maintains an active social media presence on platforms such as Facebook, Instagram, and a YouTube channel.

### DISTRICT WEBSITE



The Department's website serves as a dynamic hub for community engagement, offering a plethora of programs such as youth and adult sports, senior activities, and seasonal camp. The site's design showcases an inclusive approach to community recreation, with the notable feature of website translation accessibility directly from the home page, ensuring that diverse linguistic communities can navigate and utilize the services offered.

A user-friendly online registration system for programs underscores the department's commitment to accessibility and convenience, further supported by a readily available contact number for personalized assistance. The site's emphasis on community recognition, evidenced by features like the JCSO Community Leader Award, and the promotion of volunteer opportunities, reflects the department's appreciation for community involvement.

Current news releases and a detailed schedule of committee meetings are prominently displayed, indicating the Department's dedication to transparency and active communication. With comprehensive contact details and a diverse range of offerings, the Department website effectively caters to a wide audience, demonstrating its role as a vital resource for fostering a vibrant and inclusive community.

The website can be viewed at <https://www.jcsdparks.us>



### SOCIAL MEDIA OVERVIEW

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The Department uses various social media platforms including Facebook, Instagram, and YouTube to connect with the community. Below is a quick analysis of the District's engagement for each platform. The information below is based on information pulled in June 2025 and looks back at the previous 12 months.

#### FACEBOOK

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- 6,592 followers
- Average just under one post a day
- Top Facebook posts emphasize a strong sense of community engagement and celebration. Posts include a historical visit from the Arnaz family to The Desi House, a tribute to a dedicated parks employee, promotion of a beloved local event, congratulations to new graduates, and recognition of a youth-led community improvement project. These posts collectively highlight the Department's dedication to community spirit, historical appreciation, staff acknowledgment, educational support, and collaborative efforts to enrich local recreational spaces.

#### INSTAGRAM

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- 6,457 followers
- Average just under one post a day
- Instagram highlights include promotions of key community events like Picnic in the Park and Concerts in the Park, blending entertainment with social connection. A special visit by Lucie Arnaz to The Desi House underscores the area's cultural legacy, while an April Fools' joke and event preparation tips engage and inform residents. These posts reflect the Department's dedication to fostering community spirit through fun, family-oriented activities and a celebration of local heritage.

#### YOUTUBE

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- 37 followers
- Average approximately 2 posts a week.

The Department's social media engagement reflects a well-rounded approach to community involvement, with each platform tailored to highlight specific aspects of community life. Facebook and Instagram are pivotal in promoting events and achievements and provide more dynamic interaction but vary greatly in their activity levels. The absence of new content on YouTube suggests a potential gap in their digital strategy or a shift in focus to more interactive and frequently updated platforms. Overall, the Department successfully uses social media to enhance community connectivity and pride, although some platforms could benefit from reinvigorated strategies to optimize engagement.

#### 4.1.14 KEY FINDINGS

##### JCSD Parks Territory Profile Insights

- **Rapid Growth & Diversity:** Population increased from 43,439 in 2010 to ~58,828 in 2023, with rising racial and ethnic diversity (notably an increase in the Asian population).
- **Affluence & Accessibility:** High household income (\$142K) and per capita income (\$43K), but high cost of living may limit access for lower-income families.
- **Strong Park Access:** 73% of residents live within a 10-minute walk of a park—well above national average.

##### Participation Trends

- **High Recreation Engagement:** MPI scores show strong interest in basketball, volleyball, golf, and tennis.
- **Fitness & Outdoor Activities Thrive:** High participation in Pilates, jogging, yoga, and biking (mountain biking MPI = 164).
- **Commercial Recreation:** Community shows willingness to spend on recreation; high MPI for spending over \$250 on equipment.

##### Program Investment Priorities

Based on the statistically valid survey's Priority Investment Rating (PIR):

Top Priorities for Investment:

- Exercise classes (PIR = 194)
- Senior programs (PIR = 189)
- Adult fitness & wellness (PIR = 188)

##### Core Program Areas

- JCSD identified five Core Program Areas, with offerings that:
  - Serve all ages (particularly strong in youth programs)
  - Are community-relevant and consistently scheduled
  - Prioritize inclusivity, flexibility, and mission alignment

##### Pricing and Cost Recovery

- **Limited Pricing Strategies:** Only residency and cost recovery-based pricing currently used.
- **Program Mix Reflects Strong Revenue Focus:**
  - A significant portion of JCSD's offerings (70%) are self-sufficient or revenue-generating, highlighting a commitment to financial sustainability.
  - Fully subsidized programs represent 16% of the portfolio, which is lower than the national average (28%) and presents an opportunity to expand access for underserved populations.
- **Opportunities to Rebalance Public Benefit:**
  - Programs that primarily serve individual benefits account for 53% of offerings, compared to the national average of 28%.
  - Community benefit programs make up 23% of offerings (vs. 51% nationally), suggesting potential to broaden programs that serve the wider community.
  -

### Program Lifecycle

The Department's portfolio is healthy:

- 45% of programs are new or growing
- 55% are stable or maxed
- 0% in decline or cancelled, suggesting strong alignment with community demand

### Program Direction & Delivery

- Cooperative Programs (38%) significantly exceeds the national average (23%)
- Fewer Leader-Directed and Facilitated programs—opportunities exist to expand these.

### Program Proficiency

- 94% of programs are “All Abilities”, reflecting inclusivity
- Low offerings for skill progression: Beginner, Intermediate, and Advanced programs are underrepresented compared to national norms

### Marketing & Communications

- Strong use of digital and traditional platforms
  - Facebook and Instagram lead in engagement
- Website supports multi-lingual access and user-friendly program registration

### Strategic Opportunities

- Rebalance program classifications to increase access to community benefit programs
- Expand pricing strategies to improve affordability and optimize revenue
- Introduce more skill-based offerings (Beginner, Intermediate, Advanced)
- Address program gaps through new leader-led and facilitated activities

## 4.2 FACILITY AND PARK EVALUATIONS

The evaluation of park assets within the JCSD Parks Territory area was a cornerstone of our strategic planning and maintenance scheduling efforts. Each park and its amenities were carefully assessed through thorough field observations by our dedicated staff, resulting in a comprehensive grading based on existing conditions. This systematic process ensured that we understood the performance of individual assets, rather than evaluating the park system as a whole.

Our evaluation process used a qualitative grading scale, complemented by numerical scores, to reflect both the quantity and quality of recreational opportunities available. This approach facilitated transparent prioritization for repairs, upgrades, and future enhancements. Each park was rated consistently and comparatively against similar facilities across the system.

### 4.2.1 METHODOLOGY

As part of the Department's park assessment, each asset was evaluated using a standardized grading system. These evaluations were based on in-depth field observations conducted by qualified staff, focusing on the condition and functionality of individual amenities.

Rather than assessing parks as a whole, each amenity was reviewed on its own merits. When an amenity or facility was found to be in noticeably poorer condition compared to similar features in other parks, it was clearly noted. Numerical scores were assigned to summarize both the quantity and overall quality of recreational opportunities available at each location.



### THE FOLLOWING SCORING SYSTEM WAS USED

#### GREAT (SCORE: 4-5)

Site amenities are in excellent condition, displaying high levels of functionality and appearance with little to no visible maintenance concerns. These amenities are well-maintained, up to date, and fully operational. Users can expect a safe, clean, and enjoyable experience, and only routine preventative maintenance is required at this level.

#### GOOD (SCORE: 3)

Site amenities are in good condition and remain fully functional but may show signs of minor wear and tear. Maintenance issues, if present, are typically superficial and the result of normal aging or heavy usage. While amenities are still safe and attractive, some may benefit from minor repairs or cosmetic improvements to maintain long-term quality.

### FAIR (SCORE: 2)

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Site amenities are in fair condition, indicating ongoing maintenance issues and a noticeable decline in appearance or functionality. The wear and tear observed is often due to age and high usage, and while amenities remain usable, they may detract from the overall experience. More frequent maintenance and moderate repairs are needed to prevent further deterioration.

### POOR (SCORE: 0-1)

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Site amenities are in poor condition and clearly exhibit significant maintenance problems. These issues may compromise safety or usability, potentially requiring the closure of the amenity for repairs or replacement. Immediate action is needed to address structural concerns, functional deficiencies, or serious aesthetic deterioration. Amenities in this category are a priority for repair or replacement in future improvement plans.

As part of the comprehensive evaluation of the Department's park system, all parks were assessed using a standardized set of criteria to ensure consistent, objective, and meaningful evaluations. This assessment helps identify strengths, areas for improvement, and opportunities for future investments. Each park was reviewed based on its accessibility, physical condition, user safety, and ongoing maintenance needs to support the long-term success and enjoyment of the Department's public spaces. Each category was given a numerical score between 0-5, with 5 being best.

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### Access and Connectivity

This category evaluates how easily and safely park users can reach and navigate through each park. It considers the availability and condition of adjacent trails or trailheads, street crossings, sidewalks, and internal park pathways. Additionally, it assesses the effectiveness of wayfinding signage, connectivity to surrounding neighborhoods, and compliance with accessibility standards to ensure all visitors, including those with mobility challenges, can comfortably access and enjoy park amenities.

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### Condition and Functionality

This assessment focuses on the physical state and usability of individual park amenities, such as playground equipment, sports facilities, seating areas, and restrooms. It also evaluates the health and coverage of the tree canopy and other vegetation, the condition of paved surfaces like walkways and courts, and the quality of lighting and site furnishings. Parks that score well in this category have well-maintained, attractive, and fully functional amenities that meet community needs.

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### Safety and Comfort

This category addresses how safe and comfortable visitors feel while using the park. It considers factors such as visibility and clear sightlines, adequate lighting for evening use, and the presence of active park users that promote a welcoming environment. The evaluation also looks for signs of misuse or vandalism, ease of navigation within the park, proximity to busy roadways, potential physical hazards (e.g., damaged surfaces or unsafe structures), and the management of natural features like slopes and water bodies to minimize safety risks.

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### Maintenance

Maintenance evaluates the ongoing care required to keep the park attractive, functional, and safe. This includes reviewing the presence of litter, graffiti, worn or damaged amenities, and landscaping issues such as overgrown vegetation or unhealthy trees. A strong maintenance program ensures that parks remain welcoming, enjoyable, and in good condition, supporting their continued use and long-term sustainability.

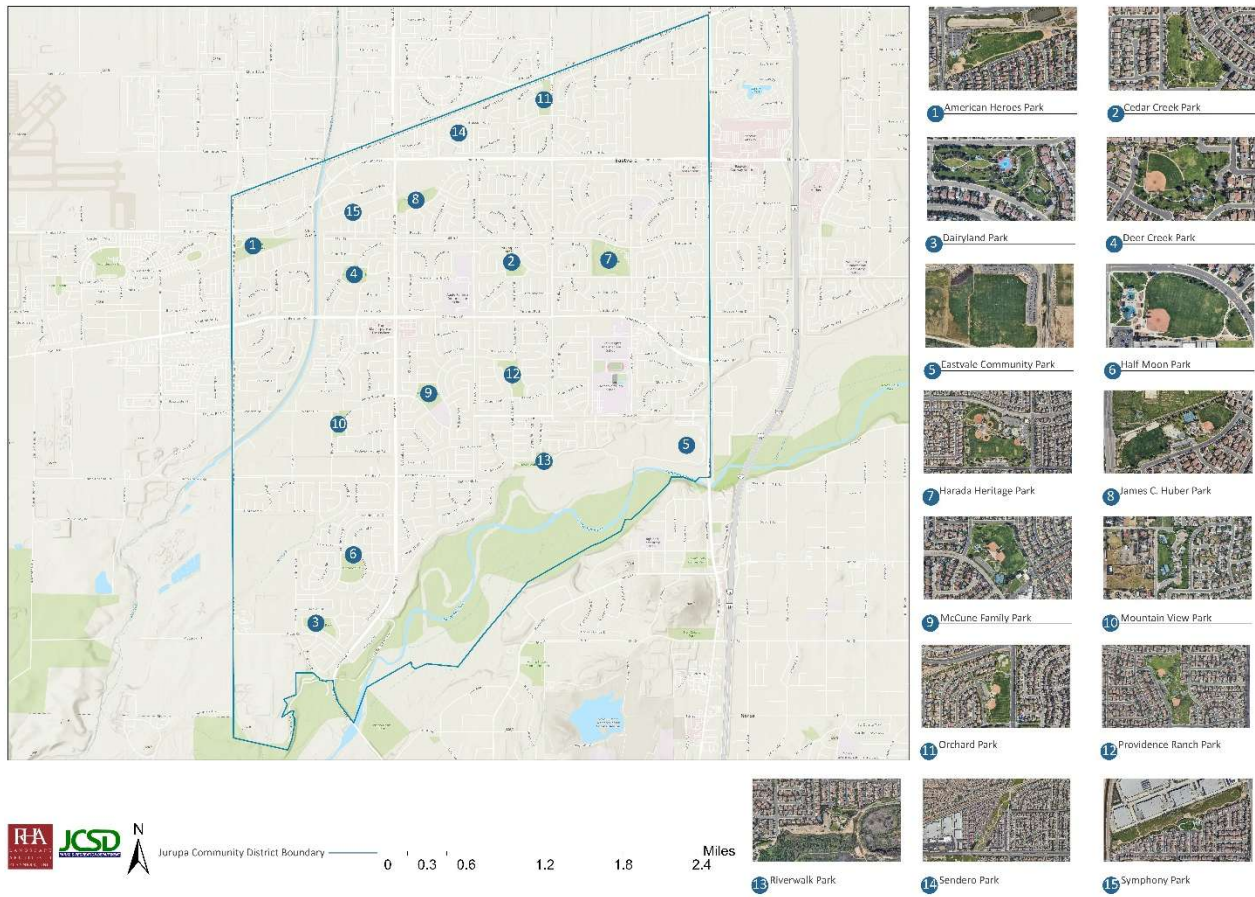
It is important to note that the consultant team conducted in-person site assessments of the Department's parks over the summer of 2023. This assessment establishes a baseline understanding and a "snapshot" in time of the system's existing conditions, facilities, and amenities. This assessment does not account for additions and improvements to the system that were not completed in the 2023 fiscal year or other improvements to the system that have occurred since the site assessments were conducted.

## PARKS & RECREATION MASTER PLAN

### PARKS & FACILITIES ASSESSED

PARK / FACILITY	ACRES
American Heroes Park	18.95
Cedar Creek Park	9.54
Dairyland Park	9.22
Deer Creek Park	9.3
Eastvale Community Park	46.53
Half Moon Park	5
Harada Heritage Park	30.72
James C. Huber Park	12.56
McCune Family Park	11.85
Mountain View Park	7.97
Orchard Park	9.84
Providence Ranch Park	12.79
Riverwalk Park	22.36
Sendero Park	11.75
Symphony Park	2.54
Eastvale Community Center	
Harada Neighborhood Center	
Desi House	
<b>Total Acres</b>	<b>220.92</b>

## LOCATION MAP



## FINDINGS

Poor 0-1, Fair 2, Good 3, Great 4-5

JCSD PARK ASSESSMENT SCORES					
PARK	ACCESS & CONNECTIVITY	CONDITION & FUNCTIONALITY	SAFETY & COMFORT	MAINTENANCE	OVERALL ASSESSMENT SCORE
American Heroes Park	3.30	3.60	3.20	3.75	<b>3.46</b>
Cedar Creek Park	2.80	3.60	3.60	3.50	<b>3.38</b>
Dairyland Park	2.80	3.50	3.80	4.00	<b>3.53</b>
Deer Creek Park	2.30	3.50	3.20	3.75	<b>3.19</b>
Eastvale Community Park	3.20	3.33	4.00	3.75	<b>3.57</b>
Half Moon Park	2.80	3.50	4.00	4.00	<b>3.58</b>
Harada Heritage Park	2.50	3.60	4.00	4.00	<b>3.53</b>
James C. Huber Park	2.20	3.90	3.60	3.75	<b>3.36</b>
McCune Family Park	2.60	4.10	3.40	3.75	<b>3.46</b>
Mountain View Park	3.00	3.50	3.20	3.50	<b>3.30</b>
Orchard Park	2.70	4.00	3.20	3.75	<b>3.41</b>
Providence Ranch Park	2.20	4.00	3.40	4.00	<b>3.40</b>
Riverwalk Park	3.20	3.67	3.60	4.00	<b>3.62</b>
Sendero Park	2.40	4.00	4.00	4.00	<b>3.60</b>
Symphony Park	3.40	3.60	3.20	3.25	<b>3.36</b>

## GENERAL OBSERVATIONS

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### Access & Connectivity

- The parks system generally offers good access through multiple entry points and a network of connected pathways, supporting pedestrian and alternative transportation modes.
- Edge permeability is high in many areas, using low-maintenance landscaping and water-efficient treatments to soften transitions between built environments and natural spaces.
- In some locations, connectivity between parks and surrounding neighborhoods could be strengthened with clearer signage and direct trail connections.
- Shared use agreements and partnerships (e.g., with schools) present valuable opportunities to expand access and parking availability across the system.

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### Topography & Site Conditions

- The parks system effectively utilizes natural topography in many areas to support visual interest, spatial variety, and stormwater management.
- Drainage systems typically include a combination of natural flow paths and engineered solutions, helping to manage stormwater efficiently.
- Low-lying areas within the system generally perform well, though selected locations could benefit from additional drainage improvements.
- Parks located in flood control zones are successfully integrated into the overall system, balancing flood management with recreational opportunities.

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### Parking & Circulation

- Parking availability across the system is adequate for most sites, with higher-demand locations occasionally requiring additional capacity or improved management strategies.
  - Several parks effectively incorporate parking designs that support traffic calming and enhance pedestrian safety.
  - Pedestrian and multi-use pathways are widely available throughout the system, though certain gaps in connectivity remain and could be addressed to support seamless access between parks.
  - Surface conditions of pathways and parking areas are generally in serviceable condition, but ongoing maintenance programs will ensure long-term usability and safety.
-

### Facilities & Maintenance

- Recreational facilities, including sports courts and play areas, are well-distributed across the system and are generally maintained to a good standard.
- Some playground surfaces and older facilities are nearing the end of their service life and would benefit from phased replacement planning.
- Maintenance practices are effective in high-use areas, with an opportunity to extend consistent upkeep to less frequented locations.
- Pathways and hardscape surfaces are functional but would benefit from continued investment in repairs to address aging infrastructure.

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### Amenities & Structures

- Site furnishings across the system provide adequate seating, tables, and waste collection, though material upgrades would improve durability and aesthetics.
- Planters and landscape beds contribute positively to the appearance of many parks, but ongoing efforts are needed to ensure they remain healthy and visually appealing.
- Trash management is generally effective, and standardizing permanent, well-placed receptacles could further improve cleanliness and reduce maintenance.

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### General Observations & Enhancements

- Turf and tree maintenance is strong throughout the system, ensuring green spaces remain vibrant and usable for a variety of activities.
- Parks offer ample open space and recreational opportunities, with continued focus on flexible design to support community events and casual use.
- Lighting and safety measures are adequate in primary activity zones, and expanding coverage in quieter areas will improve overall security and usability.
- The parks system has a strong foundation and serves the community well, with strategic enhancements in connectivity, maintenance, and facility upgrades poised to elevate the overall user experience.

*Full Facility & Park Evaluations can be found in [APPENDIX E](#).*



## 4.3 INVENTORY, ASSESSMENT, AND LEVELS OF SERVICE

Level of Service (LOS) standards offer a structured approach for evaluating the availability, distribution, and adequacy of parks, facilities, and amenities throughout the JCSD Parks Territory. By comparing the current inventory to the JCSD Parks Territory population, we gain valuable insight into how well existing resources are meeting community needs—and where additional investment may be required.

These standards guide decisions related to park development, facility improvements, and equitable access across the system. They are based on a combination of factors, including National Recreation and Park Association (NRPA) guidelines, 2023 national recreation trends from the Sports and Fitness Industry Association (SFIA), community and stakeholder feedback, statistically valid survey results, and input from Department staff.

The LOS analysis also accounts for contributions from other local service providers to present a complete picture of available assets. While not intended to be rigid benchmarks, these standards provide a critical tool for identifying service gaps, informing capital planning, and ensuring the Department continues to meet the needs of its growing and diverse population.



# PARKS & RECREATION MASTER PLAN

## 4.3.1 LEVEL OF SERVICE

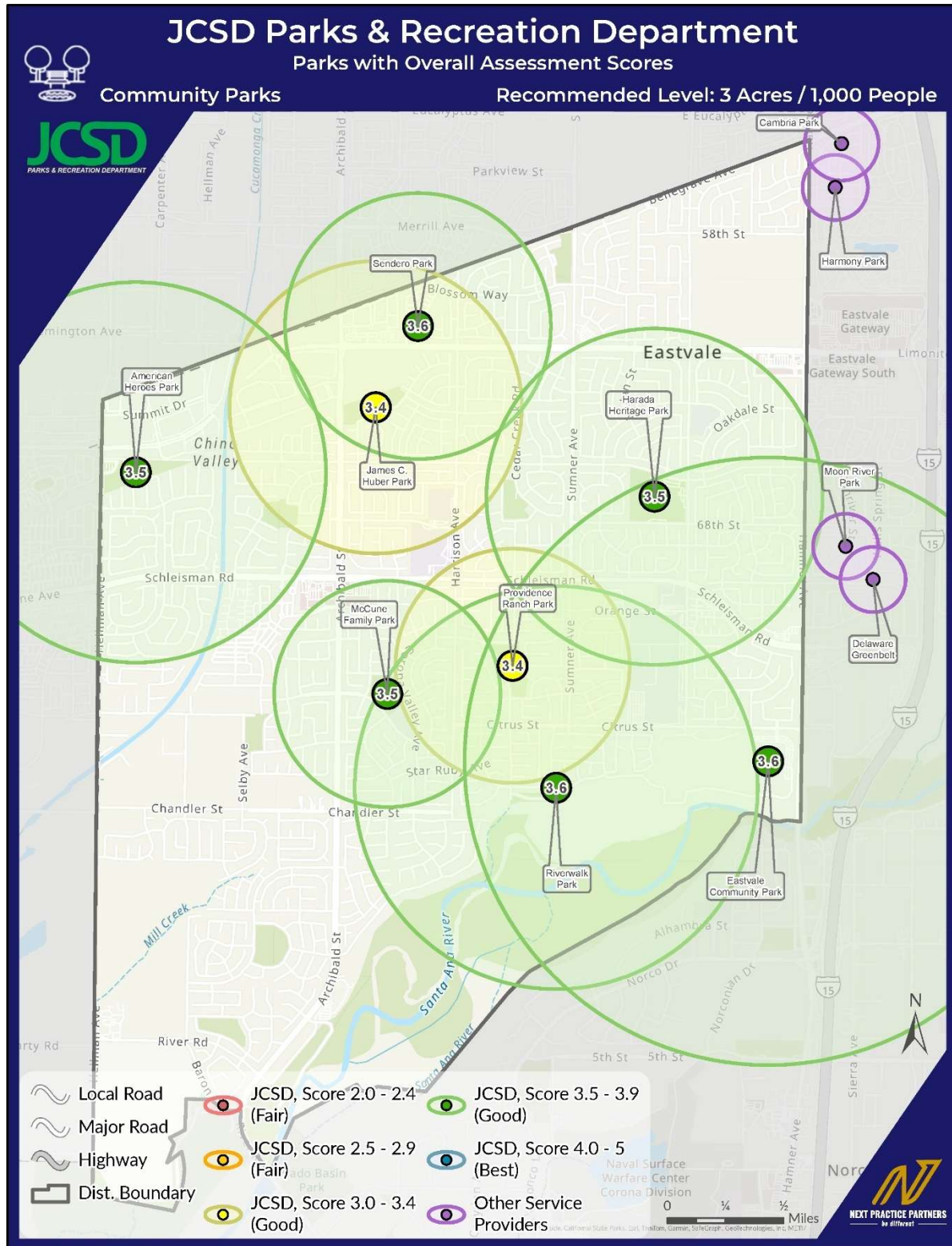
As seen in the recommended levels of service below, the Department is generally well-equipped with outdoor amenities like courts, fields, and playgrounds. However, there is a need for additional park acreage and trails, particularly as the population grows. While the Department offers a strong foundation of outdoor amenities, there are opportunities to enhance indoor offerings—particularly in aquatic and recreation facilities. Expanding in these areas will help meet future demand and support equitable access for all community members.

2024 Inventory - Developed Facilities										2024 Standards			2034 Standards		
Park Type	JCSD	Other Service Providers	Total Inventory	Current Service Level based upon population			Recommended Service Levels; Revised for Local Service Area			Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed		Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed	
Neighborhood Parks	53.41	-	53.41	0.91	acres per	1,000	1.00	acres per	1,000	Need Exists	5	Acre(s)	Need Exists	14	Acre(s)
Community Parks	167.51	1.80	169.31	2.88	acres per	1,000	3.00	acres per	1,000	Need Exists	7.2	Acre(s)	Need Exists	32	Acre(s)
Total Developed Park Acres	220.92	1.80	222.72	3.79	acres per	1,000	4.00	acres per	1,000	Need Exists	13	Acre(s)	Need Exists	46	Acre(s)
	6.80		6.80	0.12	acres per	1,000		acres per	1,000	Meets Standard	-	Acre(s)	Meets Standard	-	Acre(s)
Total Park Acres	227.72	1.80	229.52	3.90	acres per	1,000	4.00	acres per	1,000	Need Exists	6	Acre(s)	Need Exists	39	Acre(s)
TRAILS:															
Trails (paved and unpaved)	4.56		4.56	0.08	mile per	1,000	0.20	mile per	1,000	Need Exists	7	Mile(s)	Need Exists	9	Mile(s)
OUTDOOR AMENITIES:															
Basketball Courts	8	8	16	1.00	court per	3,677	1.00	court per	10,000	Meets Standard	-	Court(s)	Meets Standard	-	Court(s)
Tennis Courts	6	10	16	1.00	court per	3,677	1.00	court per	9,000	Meets Standard	-	Court(s)	Meets Standard	-	Court(s)
Dedicated Pickleball Courts	8	-	8	1.00	court per	7,354	1.00	court per	10,000	Meets Standard	-	Court(s)	Meets Standard	-	Court(s)
Ball Fields (Diamond)	13	19	32	1.00	field per	1,838	1.00	field per	8,000	Meets Standard	-	Field(s)	Meets Standard	-	Field(s)
Multi-purpose Fields (Rectangular)	14	7	21	1.00	field per	2,801	1.00	field per	8,000	Meets Standard	-	Field(s)	Meets Standard	-	Field(s)
Playgrounds	23	18	41	1.00	site per	1,435	1.00	site per	3,000	Meets Standard	-	Site(s)	Meets Standard	-	Site(s)
Picnic Shelters	24	1	25	1.00	site per	2,353	1.00	site per	3,000	Meets Standard	-	Site(s)	Meets Standard	-	Site(s)
Outdoor Swimming Pools		-	-	1.00	site per	-	1.00	site per	50,000	Need Exists	1	Site(s)	Need Exists	1	Site(s)
Skate Parks	3	-	3	1.00	site per	19,609	1.00	site per	40,000	Meets Standard	-	Site(s)	Meets Standard	-	Site(s)
Splash Pads	2	-	2	1.00	site per	29,414	1.00	site per	35,000	Meets Standard	-	Site(s)	Meets Standard	-	Site(s)
Dog Parks	6	-	6	1.00	site per	9,805	1.00	site per	20,000	Meets Standard	-	Site(s)	Meets Standard	-	Site(s)
INDOOR AMENITIES:															
Indoor Aquatic Space	-	-	-	-	SF per	person	0.25	SF per	person	Need Exists	14,707	Square Feet	Need Exists	16,772	Square Feet
Indoor Fitness / Recreation Space	48,216		48,216	0.82	SF per	person	1.50	SF per	person	Need Exists	40,026	Square Feet	Need Exists	52,415	Square Feet
2024 Estimated Population	58,828														
2034 Estimated Population	67,087														

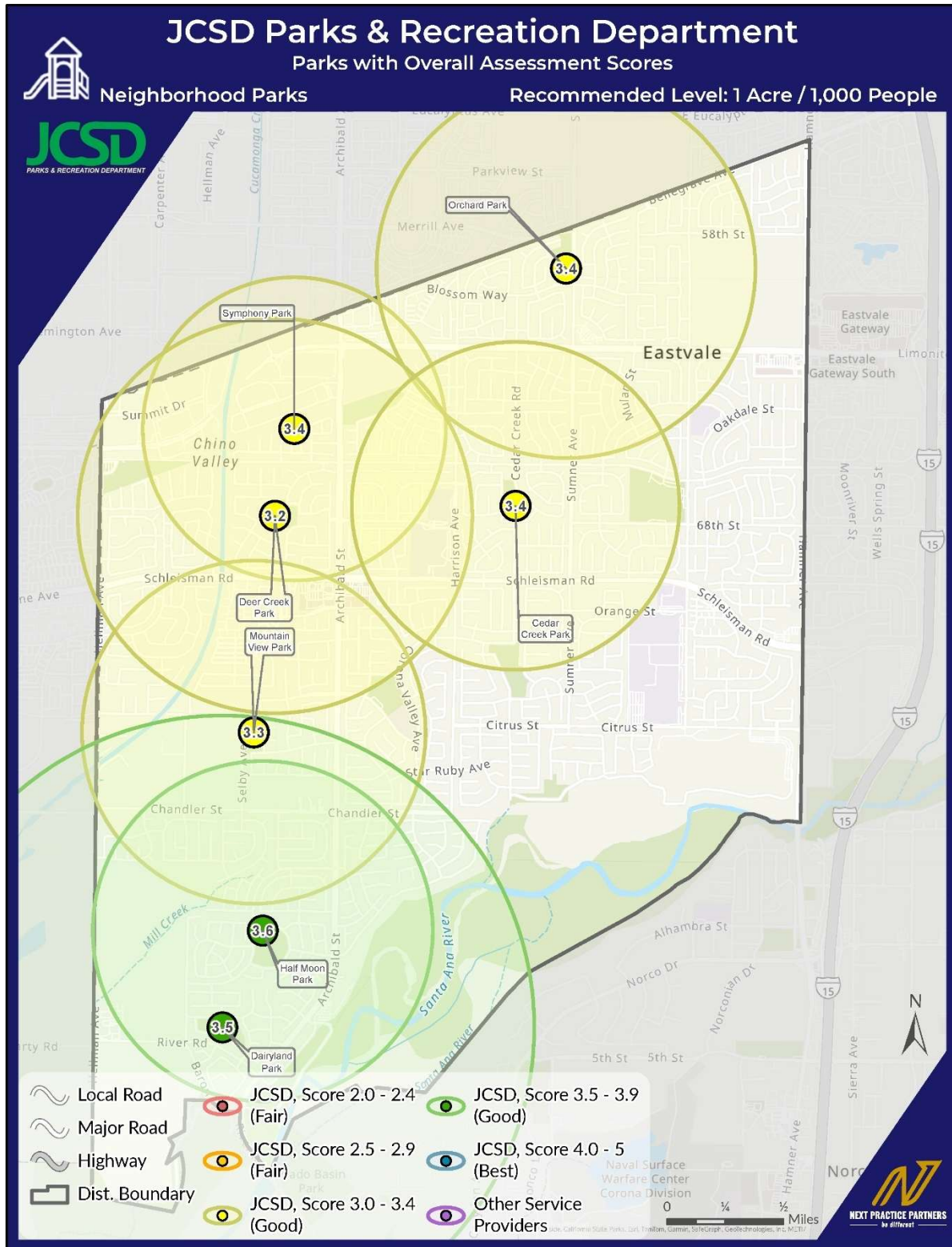




## 4.4.2 COMMUNITY PARKS



### 4.4.3 NEIGHBORHOOD PARKS

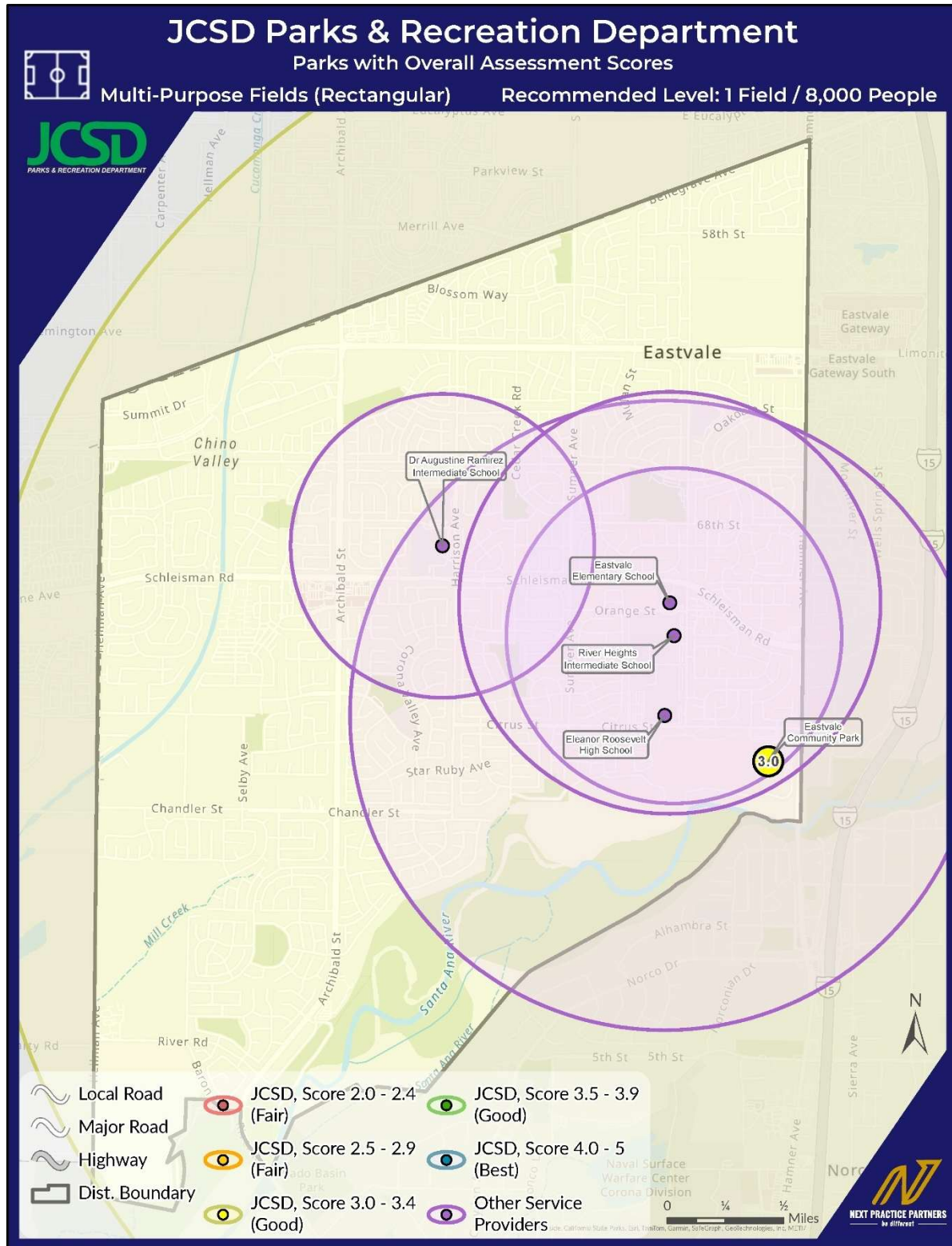




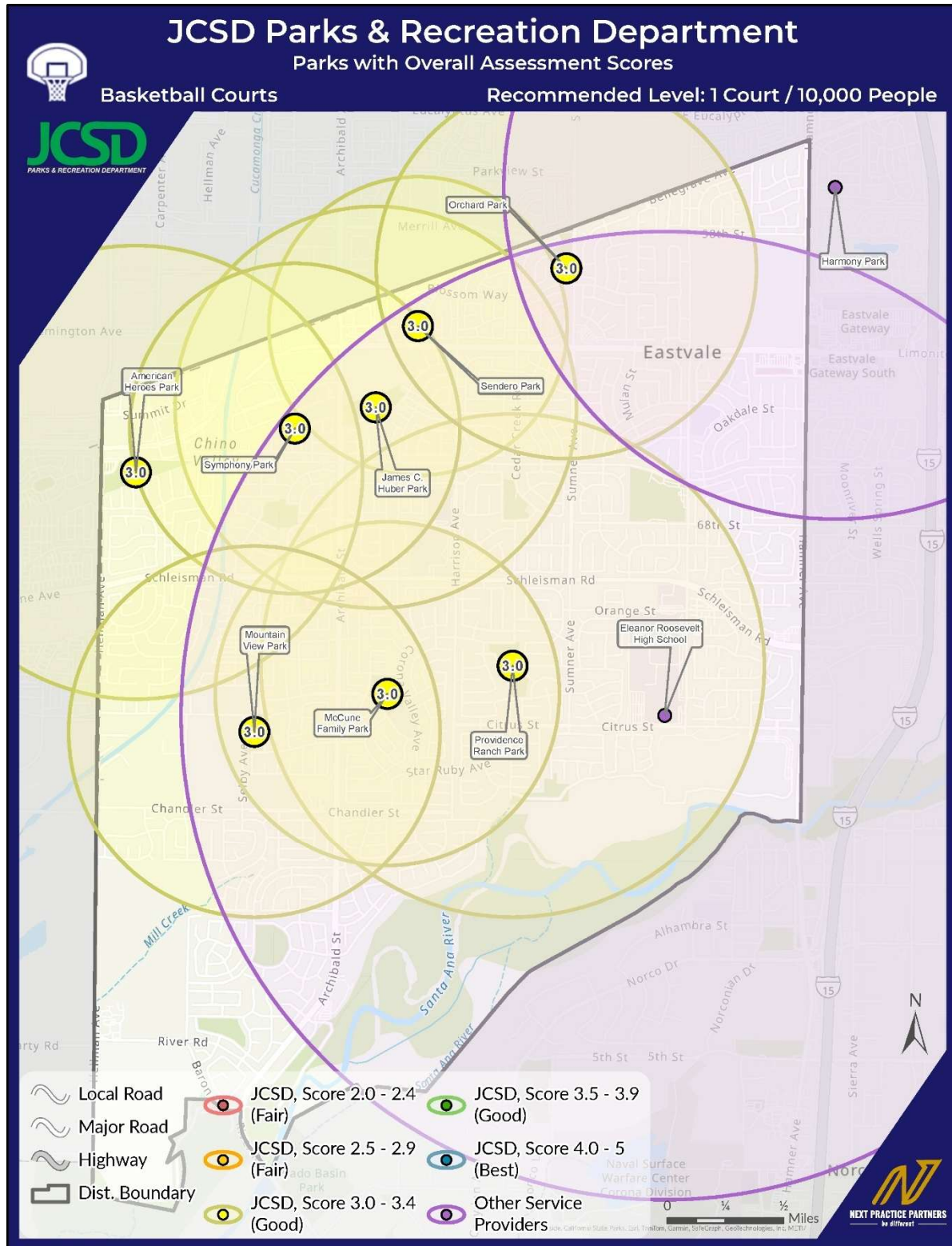




#### 4.4.5 MULTI-PURPOSE FIELDS (RECTANGULAR)



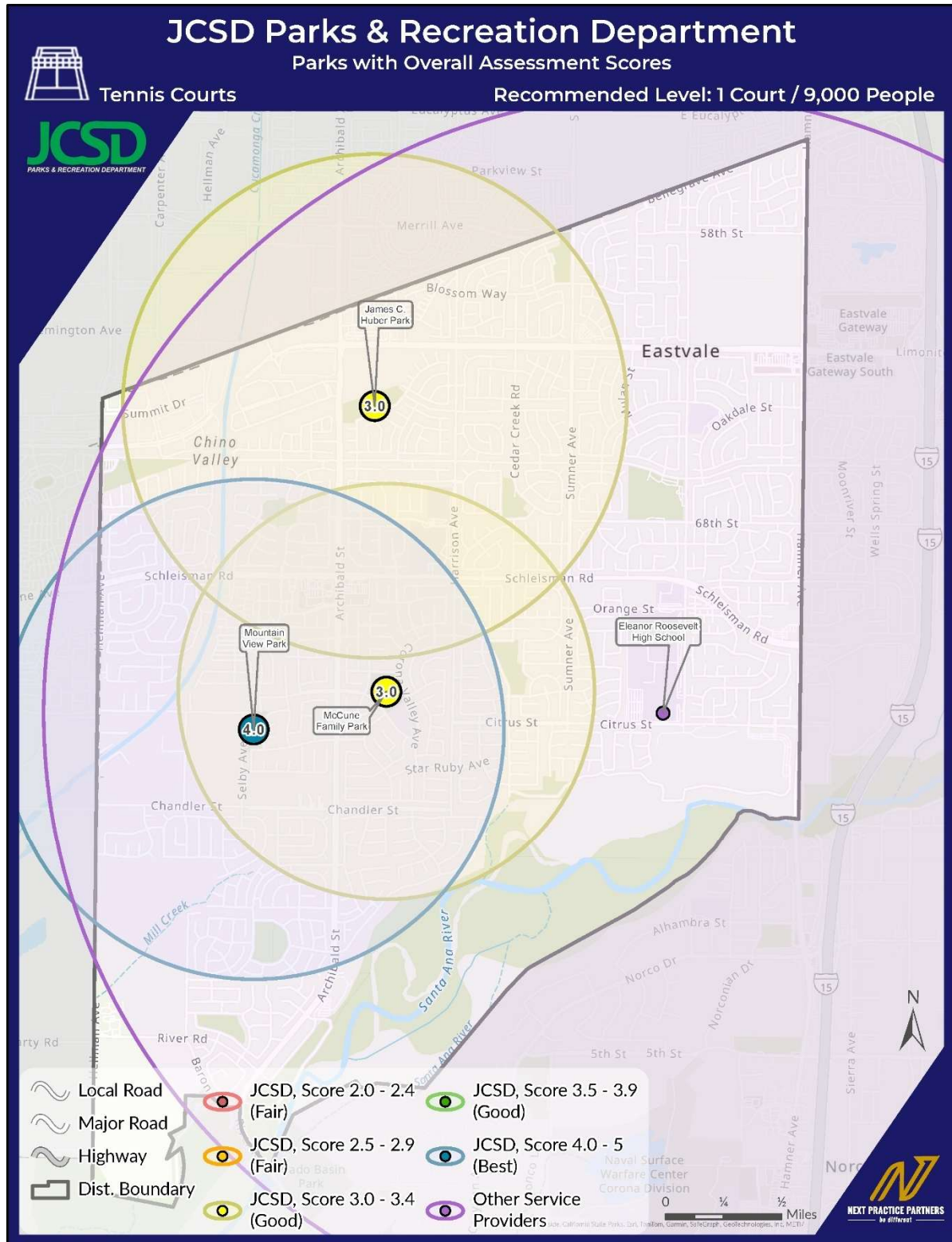
#### 4.4.6 BASKETBALL COURTS





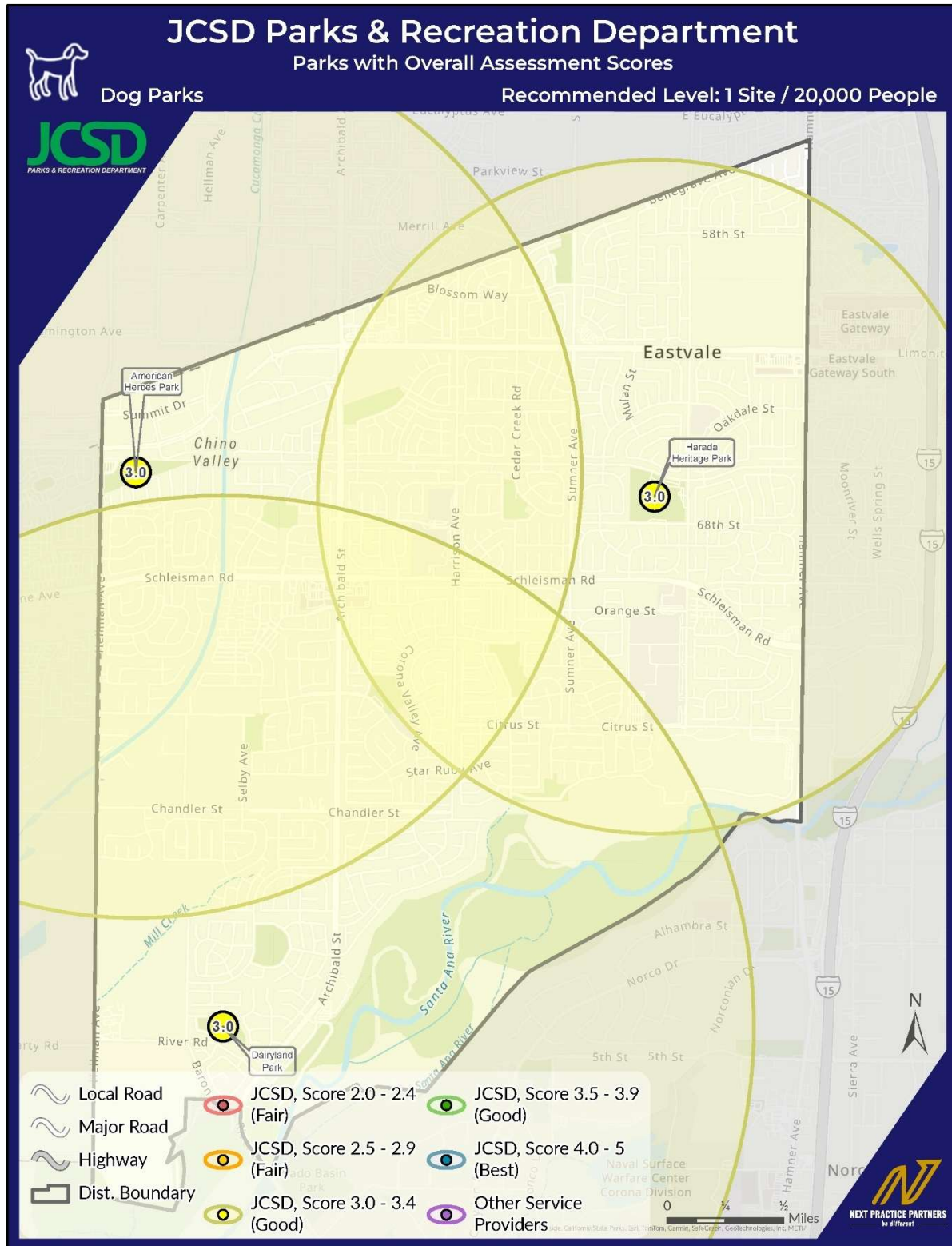


#### 4.4.8 TENNIS COURTS



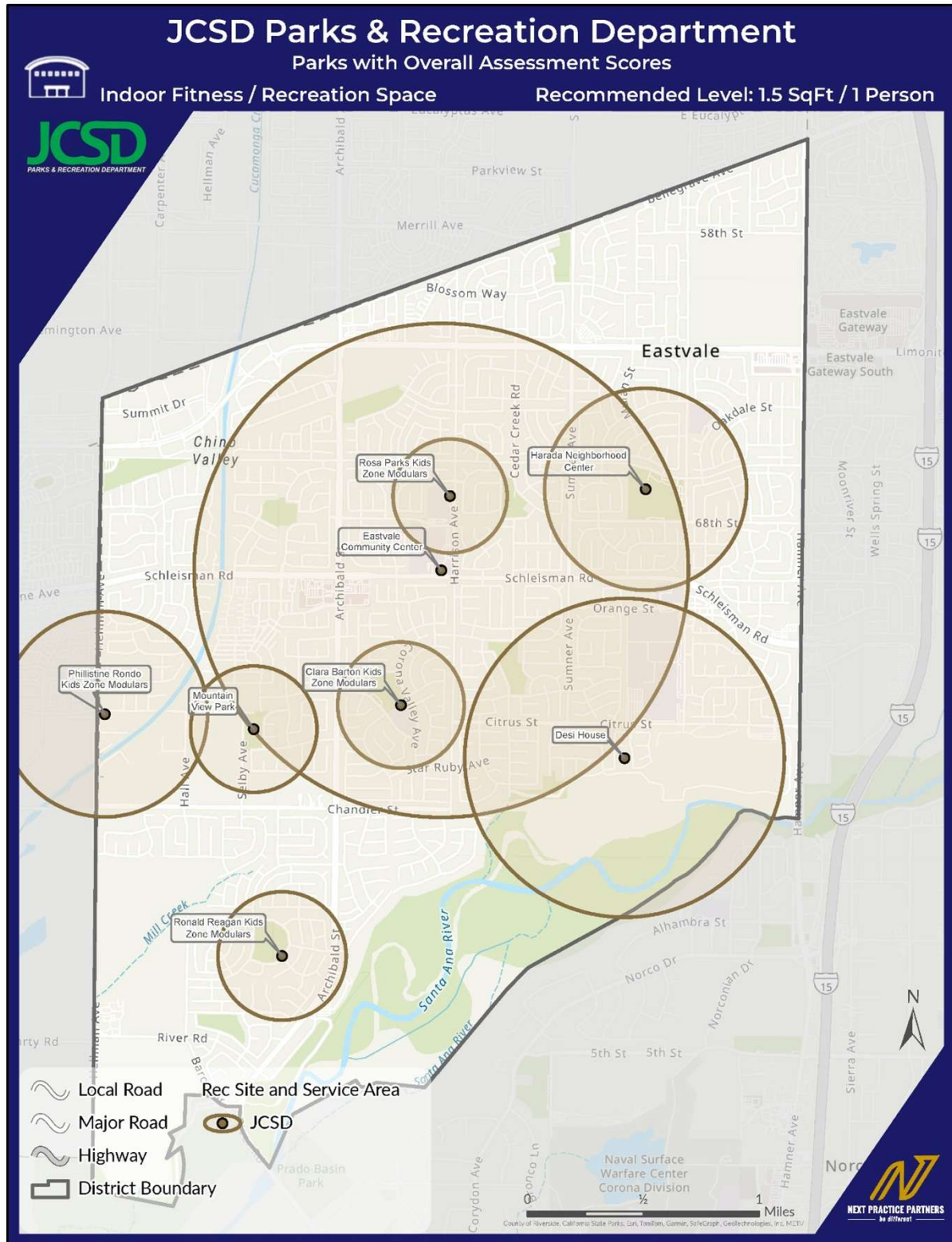


## 4.4.9 DOG PARKS

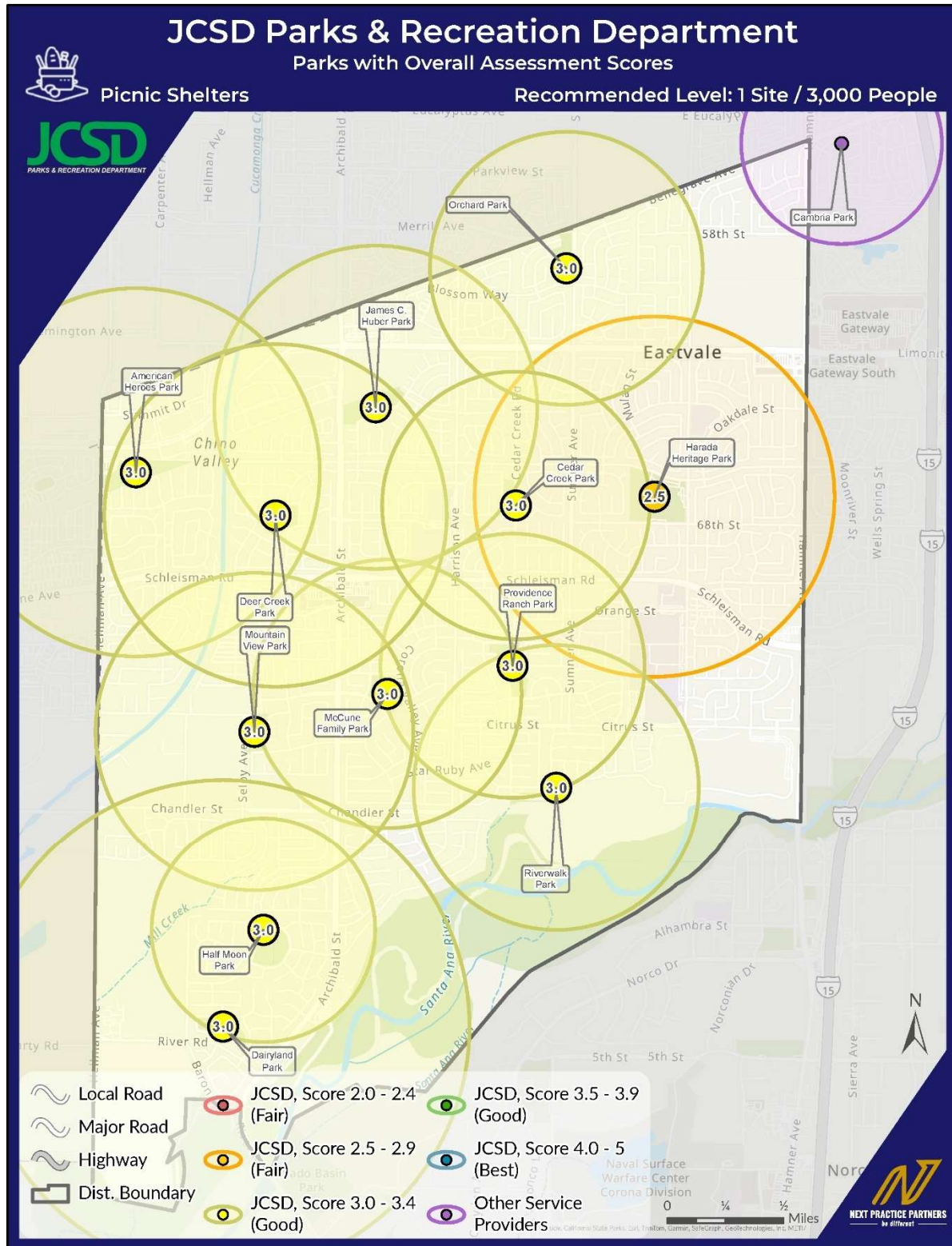




#### 4.4.10 INDOOR FITNESS / RECREATION SPACE

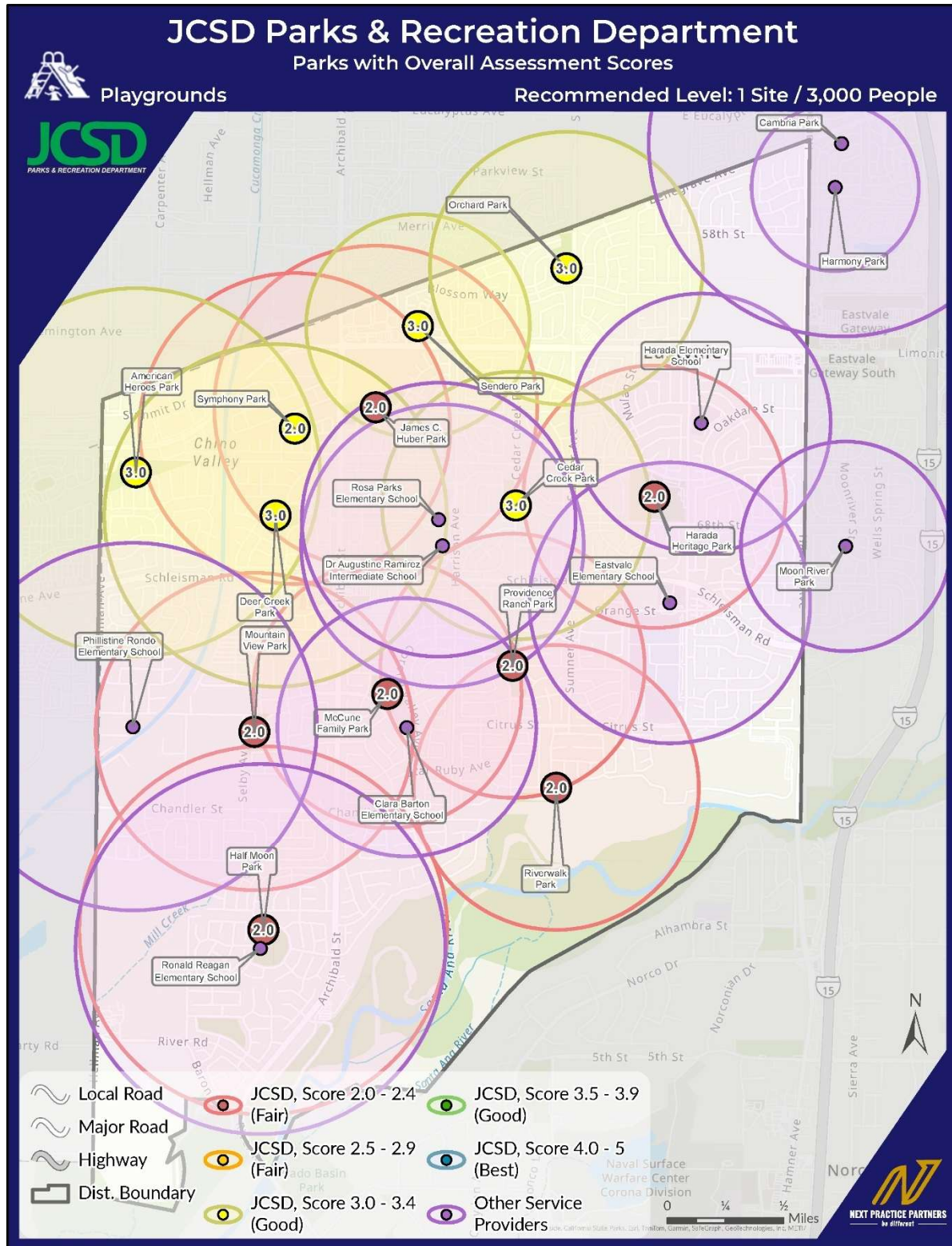


#### 4.4.11 PICNIC SHELTERS

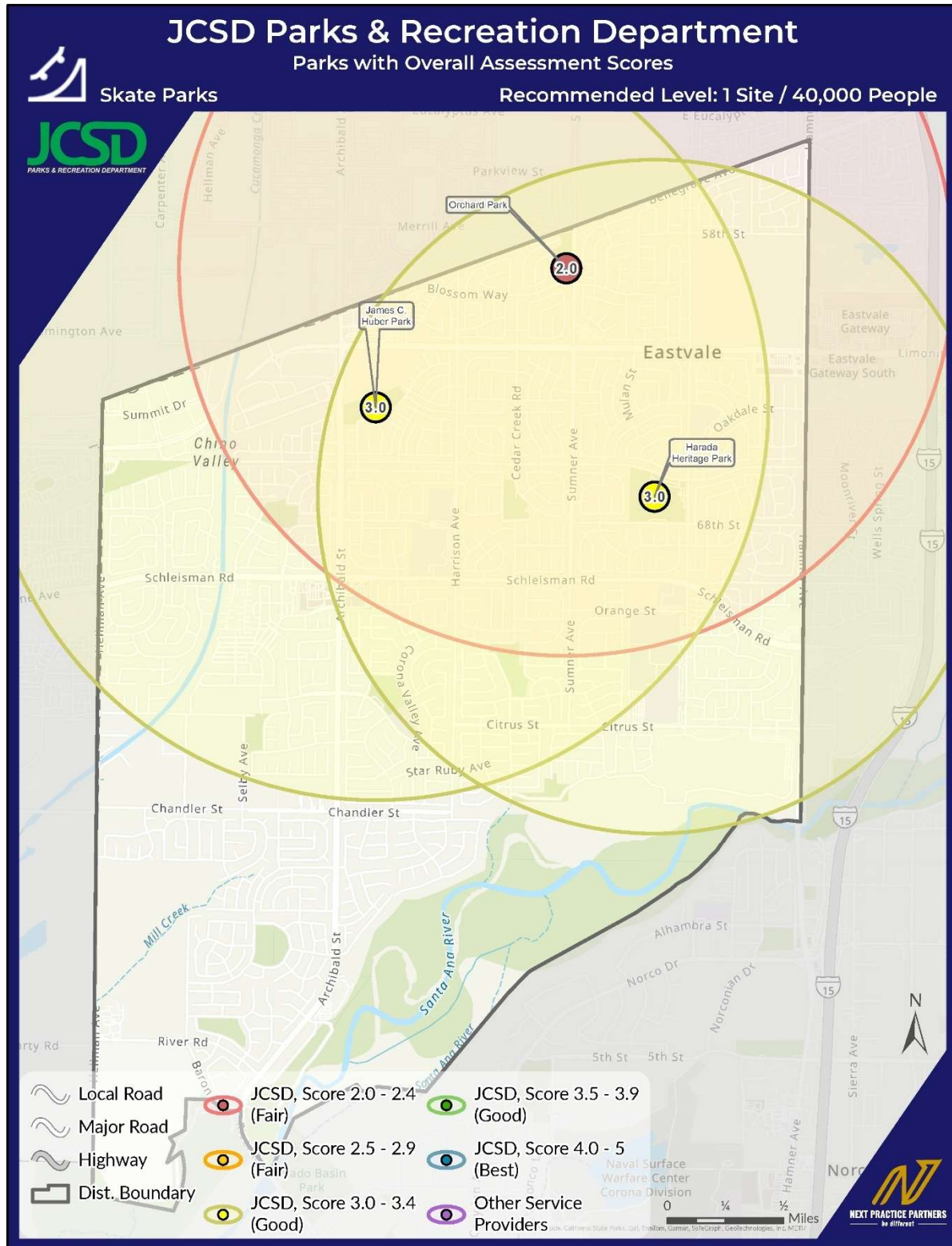




## 4.4.12 PLAYGROUNDS

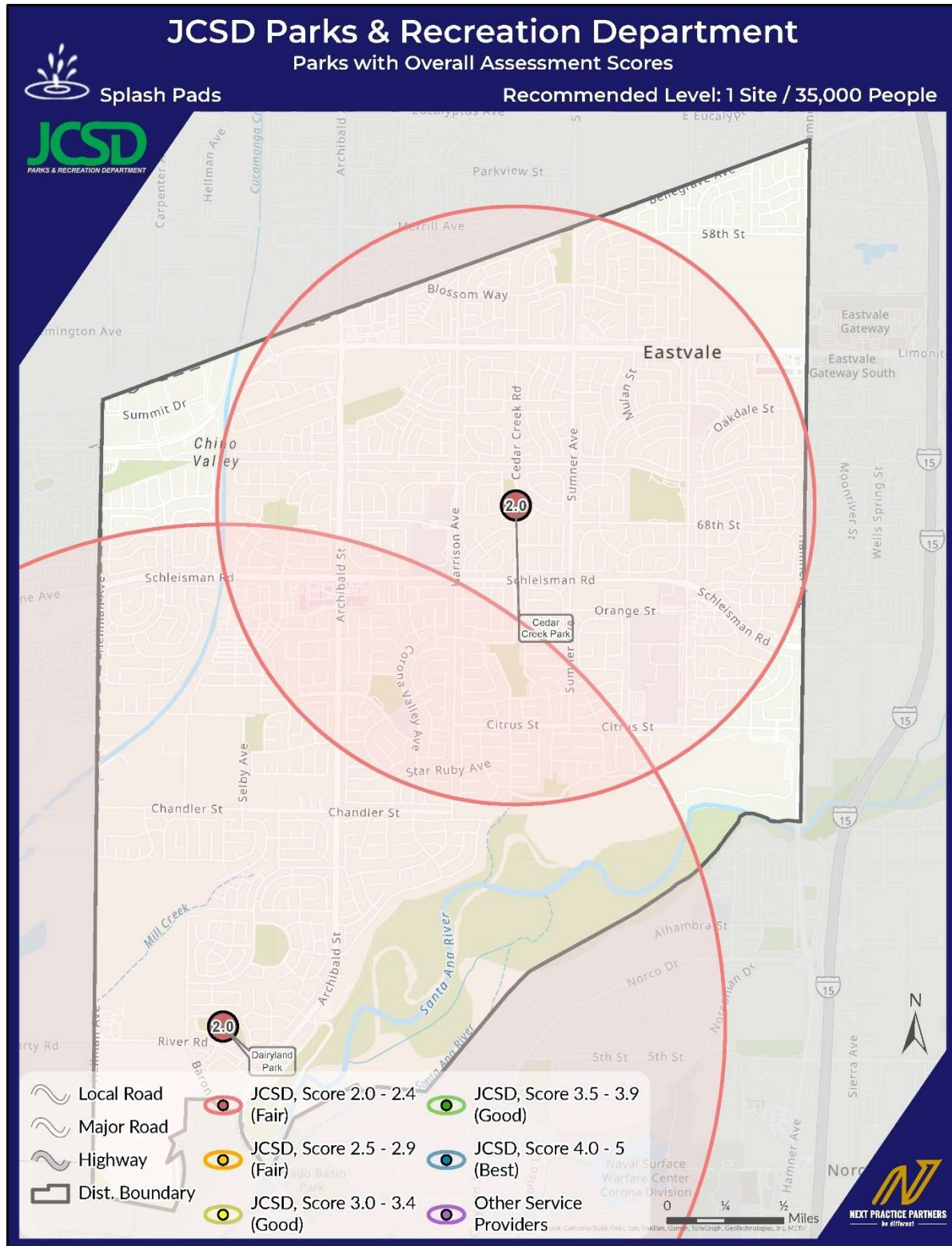


### 4.4.13 SKATE PARKS





## 4.4.14 SPLASH PADS







## 4.5 CAPITAL IMPROVEMENT PLAN

The Department's Capital Improvement Plan (CIP) serves as a strategic framework for prioritizing, funding, and delivering critical infrastructure and facility projects that enhance the Department's livability, sustainability, and long-term growth. This plan focuses on targeted investments in parks, recreational amenities, community centers, and public spaces to meet the evolving needs of the JCSD Parks Territory's diverse and growing population.

A key component of the CIP is the alignment of available financial resources to support these improvement projects. The Department utilizes two funding sources to make these initiatives possible, including:

- Operations and Maintenance
- Park and Facility Fees

Through the strategic use of these resources, the Department ensures responsible fiscal management while advancing projects that promote environmental stewardship, community wellness, and economic vitality. As the Department continues to thrive, this CIP provides a clear and actionable roadmap for creating vibrant public spaces and strengthening community infrastructure—today and for future generations.

To provide greater clarity and transparency, the CIP is organized into three distinct categories:

4. Projects that are planned and have secured funding
5. Projects that are planned but not yet funded
6. Projects that have been completed in the last several years

This structure allows stakeholders to easily understand the current status of each initiative, track progress over time, and anticipate future development efforts as the plan evolves.



New Pickleball Courts at Mountain View Park

## PARKS & RECREATION MASTER PLAN

TOTAL PROJECTS	PLANNED	FUNDED	\$2,270,000
Project Costs			
\$2,045,000 OM			
\$225,000 PFF			
PARKS	PLANNED	FUNDED	\$1,970,000
FACILITIES	PLANNED	FUNDED	\$300,000
TRAILS	PLANNED	FUNDED	\$0

TOTAL PROJECTS	COMPLETED	SINCE 2021	\$2,945,072
Project Costs			
\$2,945,072 OM			
\$0 PFF			
PARKS	COMPLETED		\$2,832,072
FACILITIES	COMPLETED		\$113,000
TRAILS	COMPLETED		\$0

## PARKS & RECREATION MASTER PLAN

The following chart provides a comprehensive, park-by-park breakdown of estimated improvement costs along with the projected phases for implementation. This visual summary offers a clear look at how capital improvement efforts are distributed across the Department's park system and when each project is anticipated to be completed.

It is important to note that this chart represents a point-in-time snapshot based on current priorities, available funding, and project planning as of the publication of this report. As new projects are introduced, priorities shift, and funding sources evolve, the timeline and cost estimates will be updated accordingly.

This dynamic planning tool is designed to support transparency, guide resource allocation, and ensure that the Department continues to respond effectively to the community's recreational needs.

JCSD Parks Master Plan								
Site by Site Summary								
July 10, 2025 11:18 AM								
Parks	Acres	Completed	Planned Funded	Planned Unfunded	P1 FY 25/26	P2 FY 26/27	P3 FY 28 & beyond	TOTAL
	220.92	\$2,832,072	\$1,970,000	\$0	\$810,000	\$1,160,000	\$0	\$4,802,072
American Heroes Park	18.95	\$39,400	\$30,000	\$0	\$30,000	\$0	\$0	\$69,400
Cedar Creek Park	9.54	\$100,000	\$0	\$0	\$0	\$0	\$0	\$100,000
Dairyland Park	9.22	\$10,695	\$100,000	\$0	\$0	\$100,000	\$0	\$110,695
Deer Creek Park	9.30	\$98,255	\$0	\$0	\$0	\$0	\$0	\$98,255
Eastvale Community Park	46.53	\$93,470	\$150,000	\$0	\$150,000	\$0	\$0	\$243,470
Half Moon Park	5.00	\$166,985	\$0	\$0	\$0	\$0	\$0	\$166,985
Harada Heritage Park	30.72	\$66,564	\$155,000	\$0	\$55,000	\$100,000	\$0	\$221,564
James C. Huber Park	12.56	\$292,000	\$0	\$0	\$0	\$0	\$0	\$292,000
McCune Family Park	11.85	\$183,698	\$0	\$0	\$0	\$0	\$0	\$183,698
Mountain View Park	7.97	\$1,308,695	\$100,000	\$0	\$100,000	\$0	\$0	\$1,408,695
Orchard Park	9.84	\$235,000	\$0	\$0	\$0	\$0	\$0	\$235,000
Providence Ranch Park	12.79	\$215,000	\$180,000	\$0	\$0	\$180,000	\$0	\$395,000
Riverwalk Park	22.36	\$11,155	\$0	\$0	\$0	\$0	\$0	\$11,155
Sendero Park	11.75	\$11,155	\$30,000	\$0	\$0	\$30,000	\$0	\$41,155
Symphony Park	2.54	\$0	\$150,000	\$0	\$150,000	\$0	\$0	\$150,000
General Parks		\$0	\$1,075,000	\$0	\$325,000	\$750,000	\$0	\$1,075,000
Facilities	Square Footage	Completed	Planned Funded	Planned Unfunded	P1 FY 25/26	P2 FY 26/27	P3 FY 28 & beyond	TOTAL
	47,841	\$113,000	\$300,000	\$0	\$300,000	\$0	\$0	\$413,000
Desi House	5,457	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Eastvale Community Center	34,560	\$113,000	\$50,000	\$0	\$50,000	\$0	\$0	\$163,000
Harada Neighborhood Center	4,624	\$0	\$250,000	\$0	\$250,000	\$0	\$0	\$250,000
Clara Barton Kids Zone Modulares	800	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Phillistine Rondo Kids Zone Modulares	800	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Rosa Parks Kids Zone Modulares	800	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Ronald Reagan Kids Zone Modulares	800	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Trails	Miles	Completed	Planned Funded	Planned Unfunded	P1 FY 25/26	P2 FY 26/27	P3 FY 28 & beyond	TOTAL
	2.61	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Eastvale Trail (SART)	2.61	\$0	\$0	\$0	\$0	\$0	\$0	\$0

The following is a summary of park improvement projects that have been completed within the last 3 years, and park improvements that are planned to be completed within the next 5-years per the Department's 5-year CIP Plan.

Refer to [Appendix F](#) for a detailed breakdown of these improvements.

### American Heroes Park

- **Parking lot improvements – Status: Completed**  
Slurry sealing and striping of the parking lot. Completed 2024.
- **Basketball Court Resurfacing – Status: Planned**  
Resurfacing of the basketball court. Estimated Completion 2025.

### Cedar Creek Park

- **Park Furniture Replacement – Status: Completed**  
Purchase and installation of new picnic tables, benches, trash receptacles and drinking fountains. Completed 2024.
- **Parking lot improvements – Status: Completed**  
Slurry sealing and striping of the parking lot. Completed 2023.

### Dairyland Park

- **Parking lot improvements – Status: Completed**  
Slurry sealing and striping of the parking lot. Completed 2024
- **Park Furniture Replacement – Status: Planned**  
Purchase and installation of new picnic tables, benches, trash receptacles and drinking fountains. Estimated Completion 2026.

### Deer Creek Park

- **Parking lot improvements – Status: Completed**  
Slurry sealing and striping of the parking lot. Completed 2024.
- **Park Furniture replacement – Status: Completed**  
Purchase and installation of new picnic tables, benches, trash receptacles and drinking fountains. Completed 2025.



### Eastvale Community Park

- **Parking lot improvements – Status: Completed**  
Slurry sealing and striping of the parking lot. Completed 2025.
- **Park Master Plan – Status: Planned**  
Prepare Site Specific Master Plan for the undeveloped portion of the park. Estimated Completion 2026.

### Half Moon Park

- **Playground Resurfacing – Status: Completed**  
Resurfacing of the two playgrounds at Half Moon Park. Completed 2024.

### Harada Heritage Park

- **Dog Park Lights – Status: Completed**  
Design and installation of a lighting system for the dog park. Completed 2024.
- **Parking Lot Resurfacing – Status: Planned**  
Slurry sealing and striping of the parking lot. Estimated Completion 2025.
- **Basin Fencing Painting – Status: Planned**  
Repainting of the fencing surrounding the basin. Estimated Completion 2026.

### James C. Huber Park

- **Basketball Court Resurfacing – Status: Completed**  
Resurfacing of the basketball court at James C. Huber Park. Completed 2022.
- **Park Furniture Replacement – Status: Completed**  
Purchase and installation of new picnic tables, benches, trash receptacles and drinking fountains. Completed 2022.
- **Playground Resurfacing – Status: Completed**  
Resurfacing of the two playgrounds. Completed 2023.
- **Tennis Court Resurfacing – Status: Completed**  
Resurfacing two existing tennis courts. Completed 2023.
- **Parking lot improvements – Status: Completed**  
Slurry sealing and striping of the parking lot. Completed 2023.

## McCune Family Park

- **Tennis Court Lights and Resurfacing – Status:** Completed  
Grant-funded (Prop. 68) project involved designing and installing a lighting system for two existing tennis courts. Completed 2024.
- **Basketball Court Resurfacing – Status:** Completed  
Resurfacing of the basketball court at James C. Huber Park. Completed 2024.
- **Parking lot improvements – Status:** Completed  
Slurry sealing and striping of the parking lot. Completed 2023.

## Mountain View Park

- **Tennis Court Construction – Status:** Completed  
Design and construction of two new, lighted tennis courts at Mountain View Park. Completed 2024.
- **Basketball and Tennis Court Resurfacing – Status:** Completed  
Resurfacing of the full-court basketball court and two tennis courts at Mountain View Park. Completed 2024.
- **Playground Resurfacing – Status:** Completed  
Resurfacing of the two playgrounds at Mountain View Park. Completed 2024.
- **Parking lot improvements – Status:** Completed  
Slurry sealing and striping of the parking lot. Completed 2024.
- **Pickleball Court Conversion – Status:** Completed  
Conversion of two existing tennis courts into eight Pickleball Courts while removing the pickleball lines from our remaining 6 tennis courts. Completed 2025.
- **Park Furniture Replacement – Status:** Planned  
Purchase and installation of new picnic tables, benches, trash receptacles and drinking fountains. Estimated Completion 2025.

## Orchard Park

- **Park Furniture Replacement – Status:** Completed  
Purchase and installation of new picnic tables, benches, trash receptacles and drinking fountains. Completed 2022.
- **Basketball Court Resurfacing – Status:** Completed  
Resurfacing of the basketball court at Orchard Park. Completed 2022.
- **Playground Resurfacing – Status:** Completed  
Resurfacing of the two playgrounds at Orchard Park. Completed 2022.

- **Parking lot improvements – Status: Completed**  
Slurry sealing and striping of the parking lot. Completed 2023.

### Providence Ranch Park

- **Parking lot improvements – Status: Completed**  
Slurry sealing and striping of the parking lot. Completed 2023.
- **Ballfield Fencing – Status: Completed**  
Installation of new outfield fencing, bullpens, and foul poles for the two existing softball fields. Completed 2023.
- **Playground Resurfacing – Status: Planned**  
Resurfacing of the two playgrounds. Estimated Completion 2026.
- **Basketball Court Resurfacing – Status: Planned**  
Resurfacing of the two playgrounds. Estimated Completion 2026.

### Riverwalk Park

- **Parking lot improvements – Status: Completed**  
Slurry sealing and striping of the parking lot. Completed 2024.

### Sendero Park

- **Basketball Court Resurfacing – Status: Planned**  
Resurfacing of the basketball courts at Sendero Park. Estimated Completion 2026.
- **Parking lot improvements – Status: Completed**  
Slurry sealing and striping of the parking lot. Completed 2022.

### Symphony Park

- **Playground Resurfacing – Status: Planned**  
Resurfacing of the two playgrounds at Symphony Park. Estimated Completion 2026.

### General Parks

- **Installation of 14 New Shade Sails throughout various parks – Status: Planned**  
Purchase and installation of replacement shade sails for playground and seating areas within various parks. Estimated Completion 2025.
- **Park Planter Improvements: Phases 1 & 2 – Status: Planned**  
Purchase and installation of plants, mulch and gravel and for all planters within various parks. Estimated Completion 2026.
- **Automatic Irrigation System throughout All Parks – Status: Planned**  
Installation of new automated irrigation system throughout all of our parks. Estimated Completion 2026.

### Eastvale Community Center

- **Floor Replacement - Pinnacle Room – Status: Completed**  
Removal and replacement of flooring in the Pinnacle Room. Completed 2024.
- **Exterior Painting – Status: Completed**  
Painting of the exterior of the Eastvale Community Center. Completed 2024.
- **Gym Floor Restripping – Status: Planned**  
Restripe the flooring within the gymnasium to accommodate multiple sports. Estimated Completion 2025.

### Harada Neighborhood Center

- **Remodel: Counters, Floors, Interior and Exterior Paint, Window Coverings, Roof, etc. – Status: Planned**  
Interior and exterior improvements including painting, new floors, new counters, roof enhancements, window coverings, etc. Estimated Completion 2025.

## 4.6 PARK & FACILITY RECOMMENDATIONS

Based on the Priority Investment Ratings (PIR), Gap Analysis and Level of Service the following is recommended for park development and improvements.

### 1. Neighborhood Parks

- **Current Gap:** 5.42 acres (2024); 13.68 acres by 2034
- **Priority:** Medium (PIR score: 79)
- **Recommendations:**
  - Acquire ~5 acres (short-term) and ~14 acres (long-term)
  - Potential focus locations:
    - Southern portion of JCSD Parks Territory
    - Eastern portion of JCSD Parks Territory
    - Western portion of JCSD Parks Territory
  - Potentially secure land through developer agreements

### 2. Community Parks

- **Current Gap:** 7.17 acres (2024); 31.95 by acres (2034)
- **Priority:** Medium (PIR score: 87)
- **Recommendations:**
  - Acquire ~32 acres by 2034 in underserved northeast, south, and west portions of the JCSD Parks Territory
  - Expand Eastvale Community Park
  - Use equity maps to guide acquisitions

### 3. Trails

- **Current Gap:** 6.46 miles (2024); 8.11 miles by 2034
- **Priority:** Very High (PIR score: 160 for trails, 139 for walking paths)
- **Recommendations:**
  - Add ~8 miles of trail (north, east, Santa Ana River, school connections)
  - Improve loops around parks, lighting, wayfinding
  - Link underserved areas, schools, and neighborhoods



- Align with health and equity goals

## 4. Playgrounds

- **Current Gap:** Meets LOS, but many in "Fair" condition
- **Priority:** Medium-High (PIR score: 91)
- **Recommendations:**
  - Replace playgrounds on a 20-year cycle

## 5. Outdoor Pools & Splash Pads

- **Pools:**
  - **Current Gap:** No public pools; gap of 1.18 (2024)
  - **Priority:** Highest (PIR score: 184)
  - **Recommendation:** Build one centrally located full-service pool.
- **Splash Pads:**
  - **Current Gap:** 2 pads exist (Cedar Creek & Dairyland Parks), both in "Fair" condition
  - **Priority:** Medium (PIR score: 81)
  - **Recommendations:**
    - Renovate existing pads.
    - Add a third pad in eastern portion of the JCSD Parks Territory.

## 6. Sports Courts

- **Basketball:**
  - **Current Gap:** Meets LOS
  - **Priority:** Medium (PIR score: 63)
  - **Recommendations:**
    - Explore opportunities to build additional basketball courts within the parks system.
- **Tennis:**
  - **Current Gap:** Exceeds LOS
  - **Priority:** Medium (PIR score: 80)
  - **Recommendations:**

- n/a

- **Pickleball:**

- **Current Gap:** Meets LOS
- **Priority:** High (PIR score: 117)
- **Recommendations:**
  - Add courts in east, south, and northwest portions of the JCSD Parks Territory.

## 7. Ballfields & Multi-Purpose Fields

- **Ballfields:**

- **Current Gap:** Meets LOS
- **Priority:** Low (PIR score: 45–74)
- **Recommendations:**
  - Upgrade “Fair” fields

- **Multi-Purpose Fields:**

- **Current Gap:** Exceeds LOS
- **Priority:** Low-Medium (PIR score: 54–87)
- **Recommendations:**
  - n/a

## 8. Dog Parks

- **Current Gap:** Exceeds LOS
- **Priority:** Medium (PIR score: 68)
- **Recommendations:**
  - Consider additional amenities (water fountains, agility zones, shade)

## 9. Indoor Recreation/Fitness

- **Indoor Aquatics:**
  - **Current Gap:** 0 SF
  - **Priority:** Very High (PIR score: 146)
  - **Recommendations:**
    - Build new indoor aquatic center with lap and therapy pools.
- **Indoor Fitness/Recreation:**
  - **Current Gap:** ~39,500 SF (2024); ~52,000 SF by 2034
  - **Priority:** High (PIR score: 102–121 depending on facility type)
  - **Recommendations:**
    - Build new recreation centers in east, south, and northwest portions of JCSD Parks Territory

## 4.7 FUNDING AND REVENUE STRATEGIES

### 4.7.1 INTRODUCTION

The Department plays an essential role in fostering community well-being by providing parks, recreational programs, and public spaces that support a high quality of life. As the Department continues to grow and evolve, it is critical to maintain a strong and sustainable financial strategy to support both operations and long-term capital needs. This section outlines the revenue and funding strategies the Department currently employs and offers recommendations for additional options based on feasibility, risk, and alignment with JCSD Parks Territory priorities.

### 4.7.2 CURRENT REVENUE AND FUNDING STRATEGIES

#### CORPORATE SPONSORSHIPS

The Department has successfully leveraged corporate sponsorships to support its community events. With high feasibility and low risk, corporate sponsorships remain a core part of the Department's external funding strategy.

#### PUBLIC PARTNERSHIPS

The Department has embraced public-private partnerships as a reliable funding model, especially through contract classes. Instructors provide programming in partnership with the Department and share a portion of the revenue. These partnerships reduce Department's staffing costs while expanding program offerings and aligning resources with community interests.

#### VOLUNTEERISM

The Department continues to benefit from strong community engagement through volunteerism. Events such as Picnic in the Park rely on volunteers to support logistics, programming, and setup,

reducing operational costs while strengthening community pride and ownership. With low risk and high feasibility, volunteer support is both a financial and social asset to the Department.

### RECREATION FEES AND CHARGES

The Department applies user fees for programs and services that directly benefit participants. Fees collected from recreation class and program registrations are a significant part of the operating budget and help maintain a market-based approach to programming. These fees are consistently applied and reviewed to ensure competitiveness with regional standards.

### ADVERTISING

Advertising sales—such as those placed in seasonal activity guides—are used effectively to generate ongoing operational revenue. The Department also contracts with organizations to provide services like a beer garden at key events. These initiatives have high feasibility and low risk, making them easy to sustain and scale.

### GRANT FUNDING

The Department has demonstrated success in securing grant funding for capital projects and programs. Notable achievements include Proposition 68 funding for park maintenance projects and an NRPA grant to provide Tai Chi classes to seniors. These grants enhance the District's ability to invest in community amenities without drawing from general funds.

### COMMUNITY FACILITIES DISTRICTS

Property tax revenue collected through Community Facilities Districts (CFDs) provides a critical base of operational funding. CFDs are used to support park maintenance and operations in newly developed areas, ensuring that service levels remain high as the Department grows. This predictable revenue stream has been fundamental in maintaining the Department's park system.

### 4.7.3 OPPORTUNITIES FOR EXPANSION

While the Department has successfully implemented a broad and diverse array of funding strategies, there are several underutilized or untapped sources worth exploring further. Crowdfunding, while a relatively new and less proven method, could be effective for small, community-driven capital projects. Although feasibility is low and risk is moderate, this strategy can build grassroots support and visibility for specific park improvements or programs. Similarly, the Department could explore building relationships with foundations, friends' groups, and private donors. While these options currently have low to medium feasibility, with focused staff support, they could become valuable supplemental funding sources for specific projects or initiatives.

Naming rights and leasebacks also offer significant potential, particularly for future capital projects. These strategies have medium to high feasibility depending on project scale and public interest, and while they involve some level of risk, the long-term financial return and branding opportunities are notable. For example, selling naming rights for a new facility or renovated park could provide a substantial one-time infusion of funds.

Additional grants such as those offered through the Recreational Trail Program, Partnership Enhancement Monetary Grant, and NRPA's grant programs present further opportunities for operational and capital funding. These grants often have medium feasibility and risk, but they align well with the Department's current environmental and programming goals and could be pursued with targeted grant-writing support.

Lastly, greenway utilities—which involve leasing underground development rights within trail corridors—could be explored as part of any future greenway or trail expansion. While feasibility is selective and implementation requires legal and logistical considerations, it offers a creative approach to generating revenue from infrastructure assets.

### 4.7.4 CONCLUSION

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The Department has demonstrated strong fiscal leadership by implementing a robust set of revenue and funding strategies to support its parks and recreation system. Through a mix of corporate partnerships, user fees, development impact fees, grants, and tax support, the Department has laid a solid foundation for sustainable operations and capital growth. Looking ahead, there is an opportunity to diversify further by incorporating emerging strategies such as naming rights, targeted fundraising, and grant expansion. By proactively aligning its funding approach with community priorities, growth trends, and innovative partnerships, the Department can continue delivering exceptional recreational services while ensuring financial sustainability for the future.



## CHAPTER FIVE **VISIONING AND KEY RECOMMENDATIONS**

As a part of developing the Plan, Department staff engaged in an iterative visioning process to review the Values, Mission and Vision and develop key themes, priorities and implementation. This resulted in affirming the core values and updating the Mission and Vision statements along with developing key themes that will guide the prioritization and implementation of this plan.

### 5.1 MISSION

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The updated mission statement for the Department is:



### 5.2 VISION STATEMENT

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The updated vision statement for the Department is:



## 5.3 VALUES

Department staff affirmed their continued emphasis on embodying the values of *Sustainable, Team Oriented, Respectful, Inclusive, Visionary and Engaged* in their day-to-day operations and how they plan for the future.



## 5.4 BIG MOVES & OVERALL RECOMMENDATIONS

### FEASIBILITY STUDY FOR EASTVALE COMMUNITY PARK – PHASE 2

- Conduct a comprehensive needs assessment to determine community priorities for new amenities and services.
- Analyze site conditions, environmental factors, and infrastructure requirements for successful Phase 2 development.
- Explore funding sources and public-private partnerships to support project implementation.
- Develop a phased implementation strategy to align with budget considerations and long-term community growth.

### ENHANCED PROGRAM INCLUSIVITY AND COMMUNITY ENGAGEMENT

- Create targeted outreach initiatives to engage underrepresented and diverse community groups.
- Design programs that reflect the cultural, recreational, and social interests of all residents.
- Host regular community forums, surveys, and interactive workshops to gather feedback and foster participation.
- Ensure marketing materials and communications are accessible, multilingual, and inclusive.

### STRENGTHENING FINANCIAL SUSTAINABILITY

- Identify and pursue alternative funding streams, including grants, sponsorships, and donor programs.
- Implement cost-recovery models for fee-based programs while maintaining affordability for all residents.
- Regularly evaluate program and facility performance to optimize revenue opportunities.
- Explore long-term partnerships with local businesses and organizations to support ongoing initiatives.

### ROBUST WORKFORCE DEVELOPMENT AND RETENTION

- Provide ongoing professional development, certification opportunities, and leadership training for staff.
- Establish competitive compensation and benefits packages to attract and retain top talent.
- Foster a positive and supportive workplace culture focused on collaboration, innovation, and employee well-being.
- Implement succession planning to ensure leadership continuity and organizational stability.

### SUSTAINABILITY AND MODERNIZATION OF FACILITIES

- Integrate energy-efficient technologies and sustainable building practices in all facility upgrades.
- Conduct regular facility assessments to prioritize modernization projects based on safety and usability.

- Expand green spaces and incorporate native landscaping to promote environmental stewardship.
- Design flexible, multi-use spaces that can adapt to evolving community needs and program offerings.

## OVERALL RECOMMENDATIONS

*Based on Priority Investment Ratings, Gap Analysis, Level of Service, and Staff Visioning as aligned with Big Moves*

### 1. Expand Indoor Recreation and Aquatics Facilities

#### Immediate Priorities:

- Build a centrally located indoor aquatic center with lap and therapy pools.
- Expand indoor fitness and recreation facilities to meet increasing community demand.

#### Strategy Actions:

- Conduct a feasibility study for an indoor aquatic center with lap and therapy pools.
- Add a fitness center and office/study space at the Eastvale Community Center.
- Improve the Harada Neighborhood Center with new restrooms, renovated lobby, etc.

#### Big Move Alignment:

- ✓ Feasibility Study for Eastvale Community Park Phase 2
- ✓ Sustainability and Modernization of Facilities

### 2. Enhance Trails, Connectivity, and Fitness Infrastructure

#### Immediate Priorities:

- Add trails within parks as space allows.
- Improve loops, lighting, wayfinding, hydration, and ADA accessibility.

#### Strategy Actions:

- Add benches, shade, lighting, and educational signage along trails.
- Install shaded exercise stations and hydration stations.

#### Big Move Alignment:

- ✓ Sustainability and Modernization of Facilities
- ✓ Enhanced Program Inclusivity

### 3. Advance Inclusive, Adaptive, and Multigenerational Programming

#### Immediate Priorities:

- Expand programs for seniors and teens with transportation and weekend availability.
- Offer inclusive and adaptive programs for participants with disabilities.
- Launch mobile recreation programs to expand access across the community.

#### Strategy Actions:

- Provide diverse programming, including arts, STEAM, language, and cultural events.
- Establish a Teen Center or Lounge at the Eastvale Community Center.

#### Big Move Alignment:

- ✓ Enhanced Program Inclusivity and Community Engagement

### 4. Activate Parks with Events, Technology, and Community Space

#### Immediate Priorities:

- Build an amphitheater and flexible-use community buildings within the park system.
- Improve park infrastructure by providing WiFi accessibility.

#### Strategy Actions:

- Install interactive signage and mobile activity setups.
- Enhance visitor comfort with additional shade, seating, and updated amenities.

#### Big Move Alignment:

- ✓ Community Storytelling and Brand Building
- ✓ Comprehensive Planning for Expansion

### 5. Strengthen Maintenance, Technology, and Operations

#### Immediate Priorities:

- Develop a centralized maintenance hub and streamline field operations.
- Modernize work order systems and recreation software.
- Improve staff training, onboarding, and leadership development.

#### Strategy Actions:

- Upgrade technology at program sites and improve registration platforms.



- Launch internal communication tools and leadership development initiatives.

**Big Move Alignment:**

- ✓ Robust Workforce Development and Retention
- ✓ Enhanced Internal Operations

### 6. Broaden Outreach, Branding, and Funding Sources

**Immediate Priorities:**

- Consider a phased fee increase plans to ensure long-term financial stability.
- Pursue grant funding, sponsorships, and structured partnerships.
- Expand marketing through digital, print, and community channels.

**Strategy Actions:**

- Create branded merchandise, loyalty programs, and a department mascot.
- Use storytelling, social media, and school networks to boost visibility.
- Ensure outreach materials are accessible and multilingual.

**Big Move Alignment:**

- ✓ Strengthening Financial Sustainability
- ✓ Community Storytelling and Brand Building

## CHAPTER SIX CONCLUSION

The JCSD Parks & Recreation Master Plan is an ambitious, community-centered vision for the future of parks, recreation, and community services in the community of Eastvale—a vibrant, well-established city in Southern California known for its friendly neighborhoods and high quality of life. Informed by inclusive outreach, robust data analysis, and forward-thinking strategy, the Plan reflects the shared aspirations of Eastvale’s residents, staff, and stakeholders who are deeply invested in building a thriving, connected community.

At the heart of this planning effort was a department-wide visioning process—an opportunity for staff to come together around common values, affirm their commitment to service, and chart a new course for growth and innovation. The resulting mission, *Community Through Connection*, and the department’s vision—*To create lifelong memories*—serve as guiding principles for a system that is welcoming, equitable, and responsive to all.

Through this inclusive process, five foundational strategies—referred to as the Five Big Moves—emerged to guide the department’s future investments and initiatives:

- Feasibility study for Eastvale Community Park – Phase 2
- Enhanced program inclusivity and community engagement
- Strengthening financial sustainability
- Robust workforce development and retention
- Sustainability and modernization of facilities

These priorities are grounded in the input of hundreds of JCSD Parks Territory residents who participated in surveys, community events, workshops, and focus groups. Their collective message was clear: Eastvale is ready to move forward—with inclusive programs, well-maintained parks, enhanced public spaces, and a system that reflects their values of connection, wellness, and environmental stewardship.

As the community of Eastvale continues to grow, this Plan offers a practical yet visionary path forward. With committed leadership, ongoing community collaboration, and strategic investments, the JCSD Parks & Recreation Department is poised to enrich daily life and ensure every resident has the opportunity to thrive—today and for generations to come.

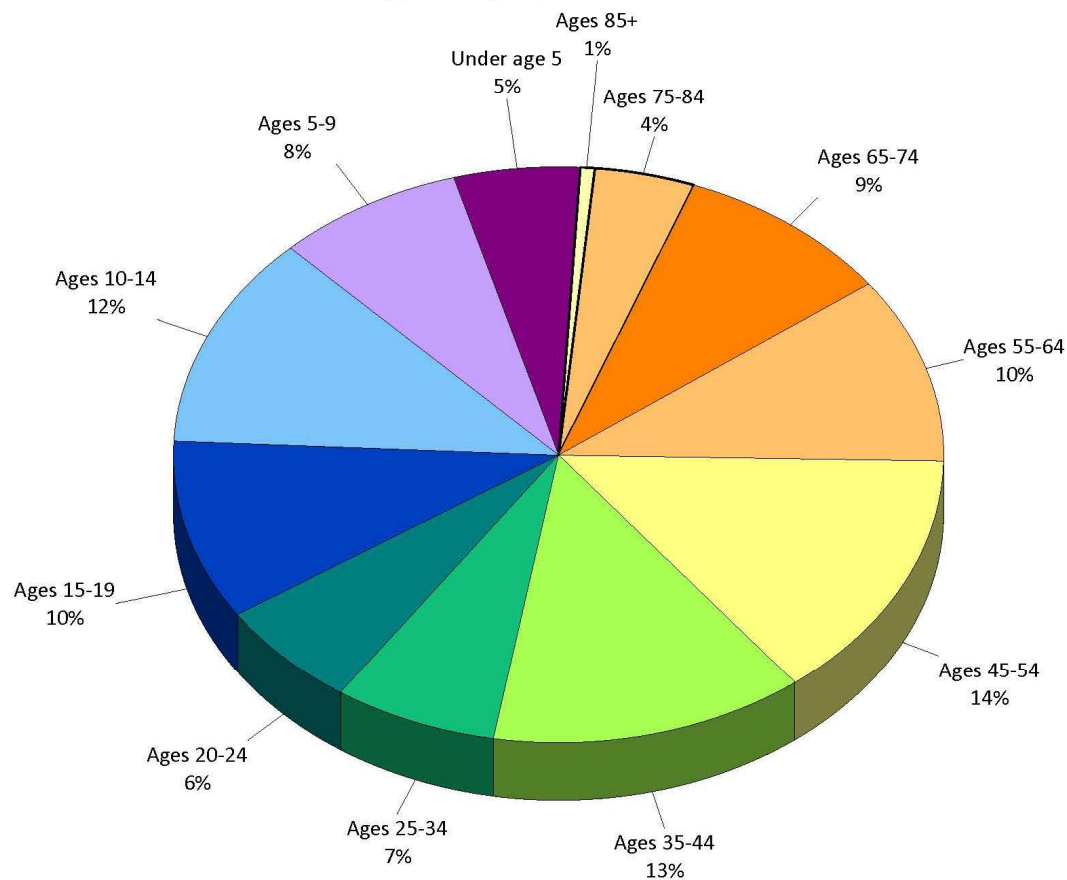
## CHAPTER SEVEN **APPENDICES**

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## APPENDIX A - STATISTICALLY VALID SURVEY CHARTS & GRAPHS

### Q1. Including yourself, how many people in your household are...

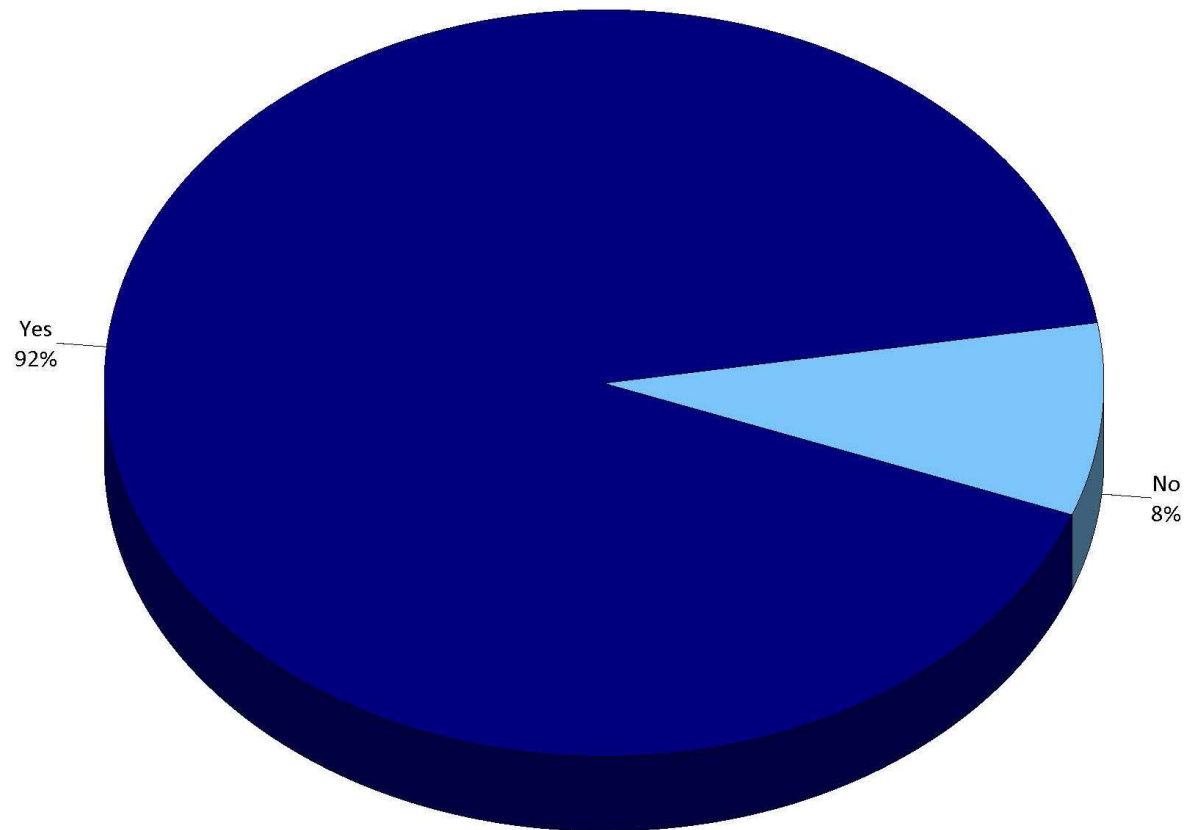
by percentage of persons in household





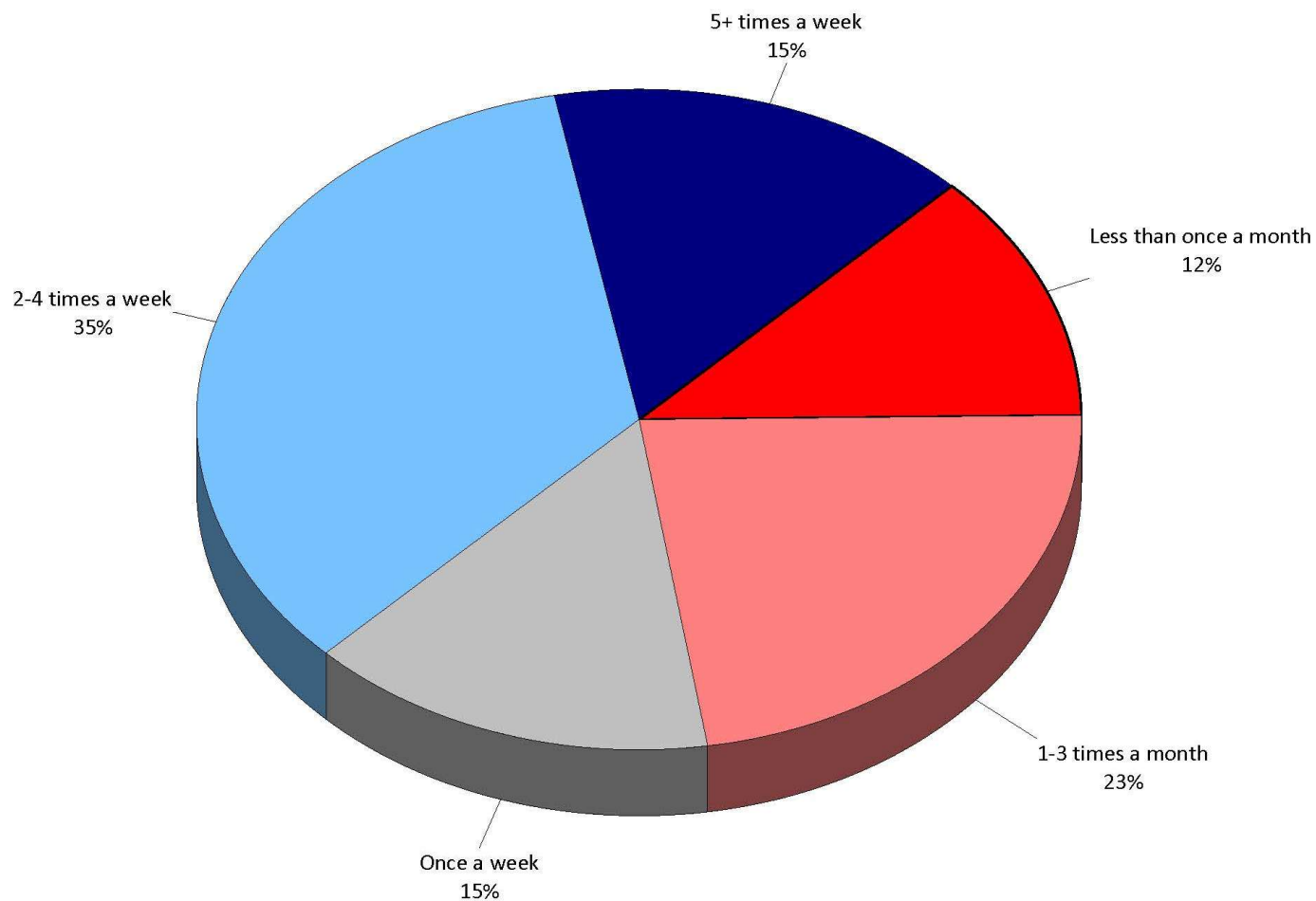
**Q2. Have you/your household visited any JCSD parks/facilities during the past year?**

by percentage of respondents



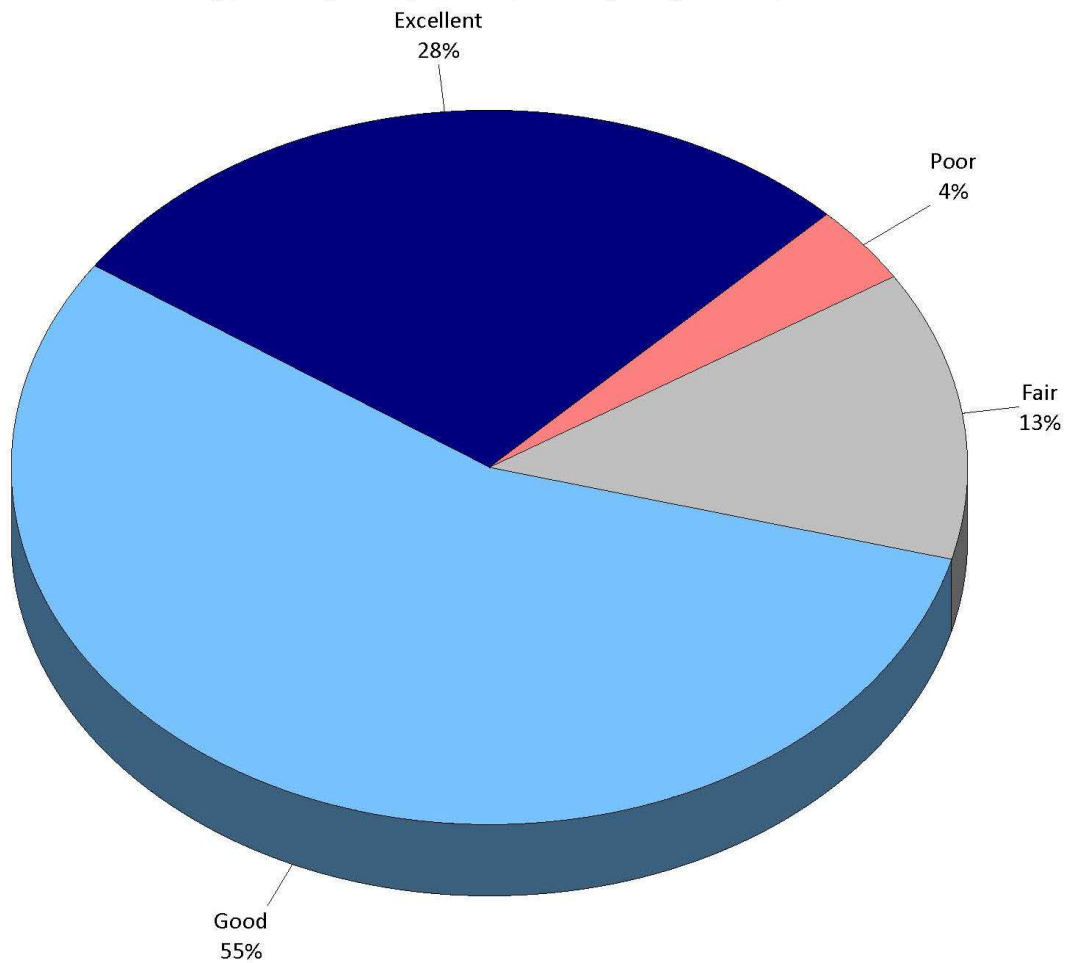
## Q2a. How often have you visited parks/facilities during the past year?

by percentage of respondents who responded "yes" to Q2 (excluding "don't know")



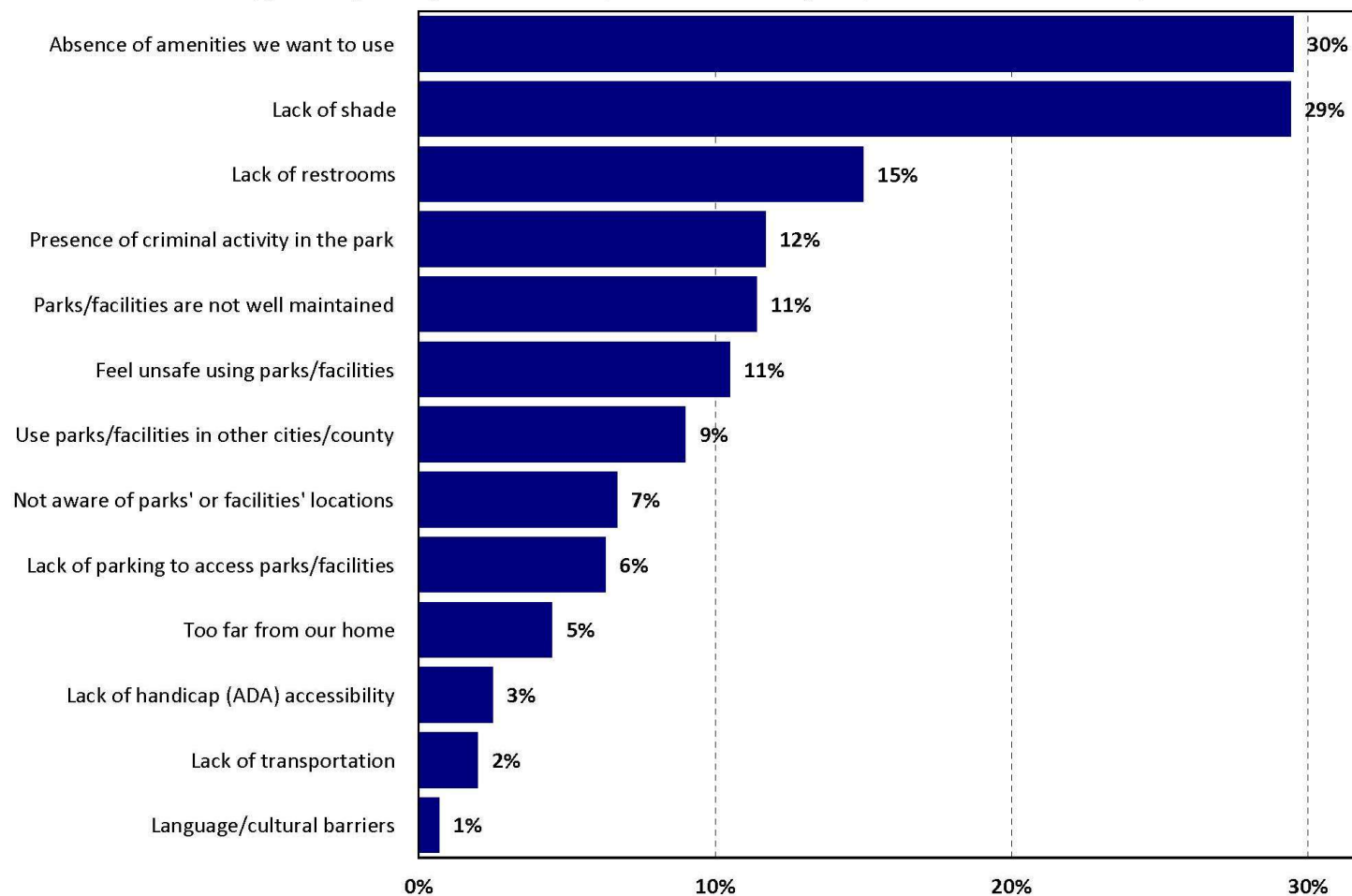
**Q2b. Overall, how would you rate the physical condition of these facilities?**

by percentage of respondents (excluding "not provided")



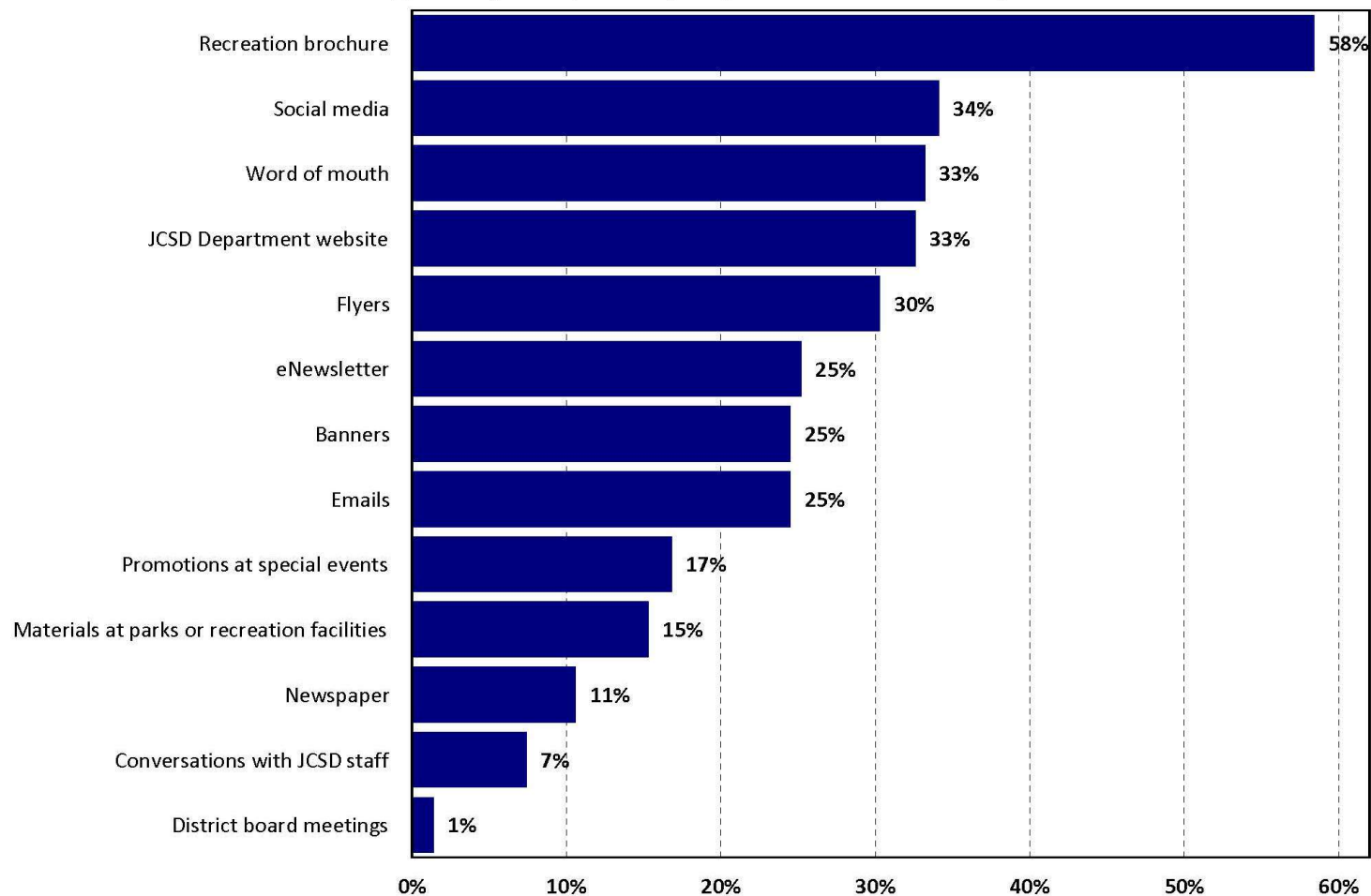
**Q3. Please check all the reasons why you/your household do not visit facilities more often.**

by percentage of respondents who responded "no" like Q2 (multiple selections could be made)



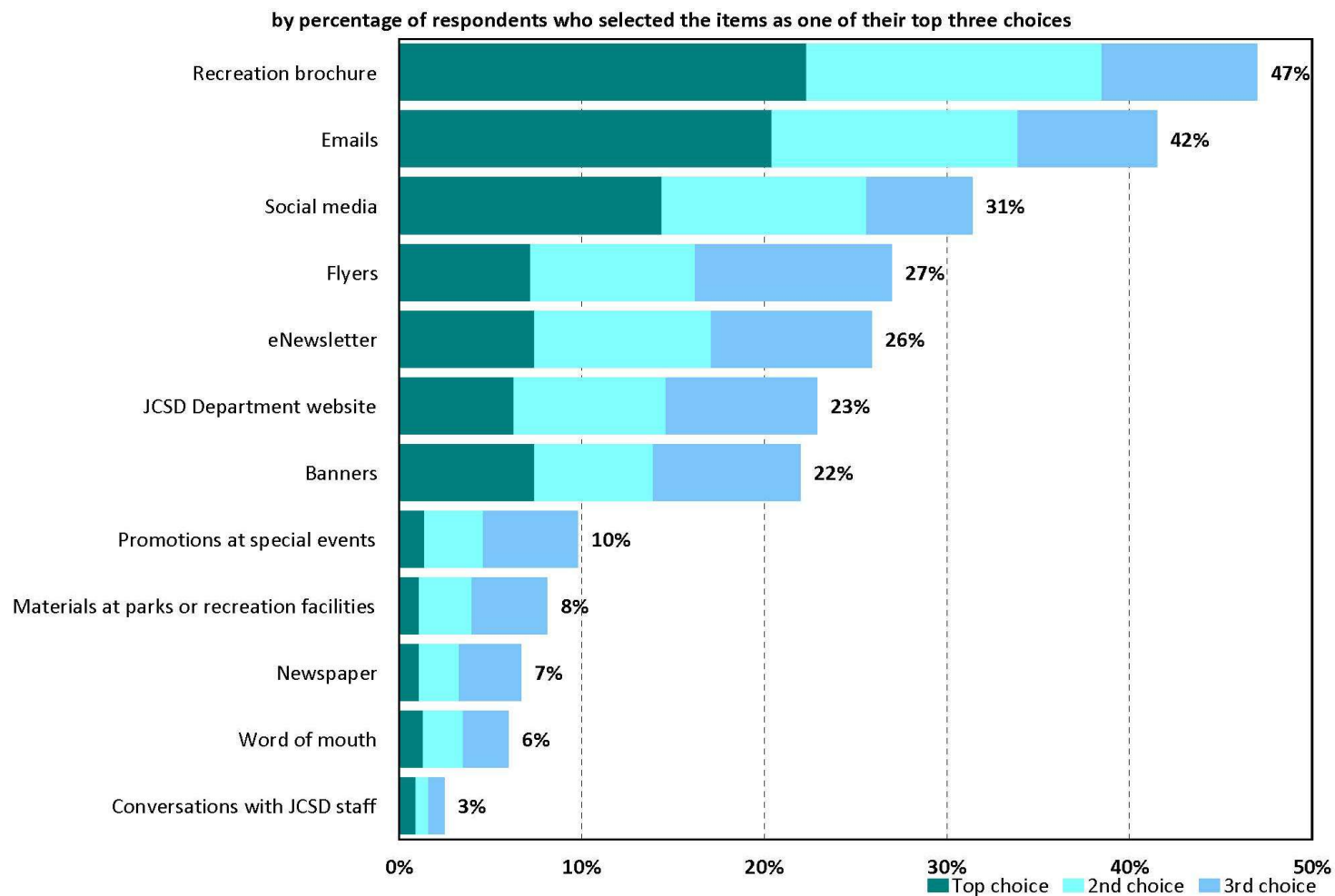
**Q4. Please check all the ways you learn about JCSD parks, facilities, programs, and events.**

by percentage of respondents (multiple selections could be made)



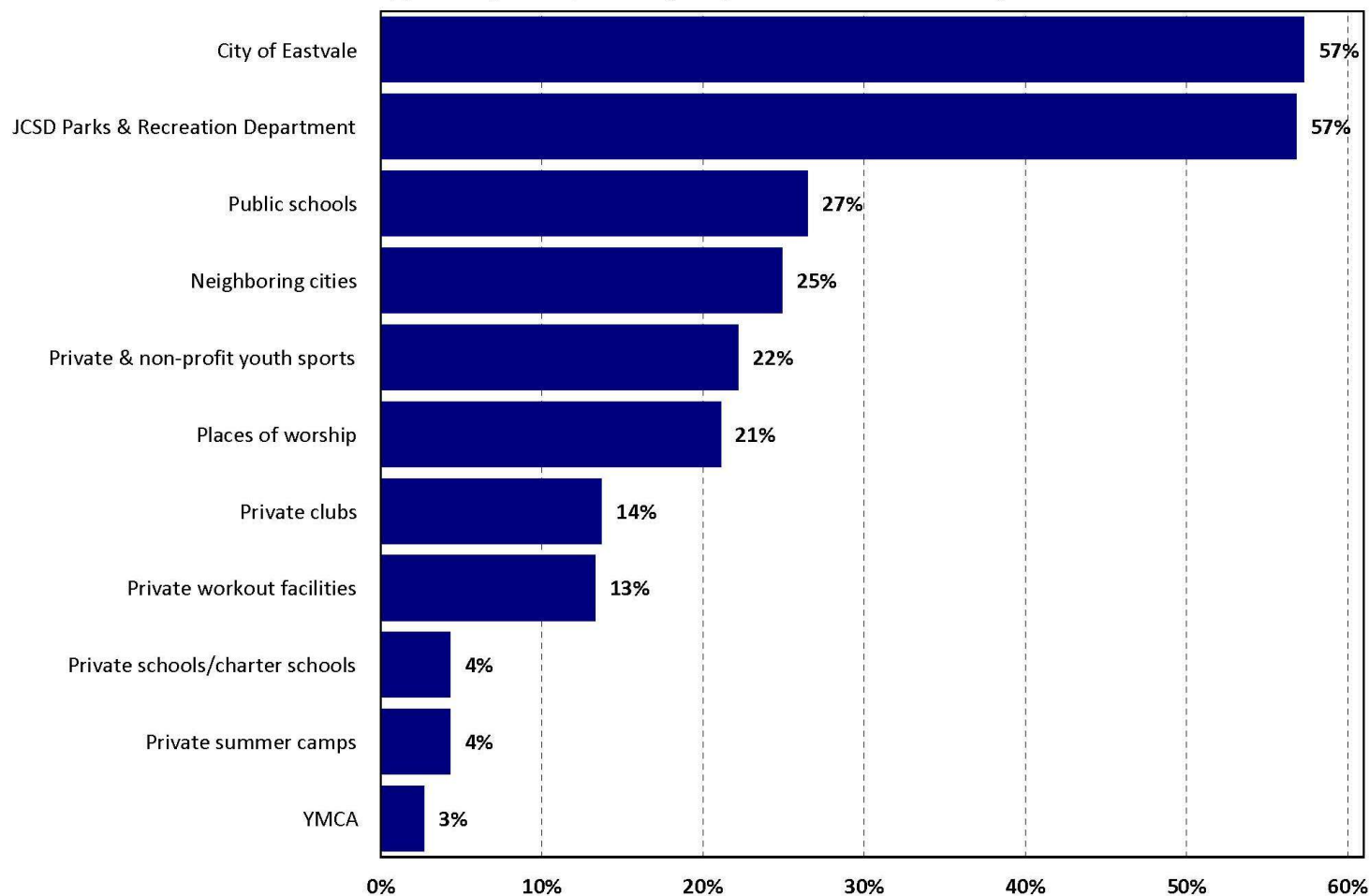


**Q5. Which three methods of communication would you most prefer the department use to communicate with you about parks, facilities, programs, and events?**

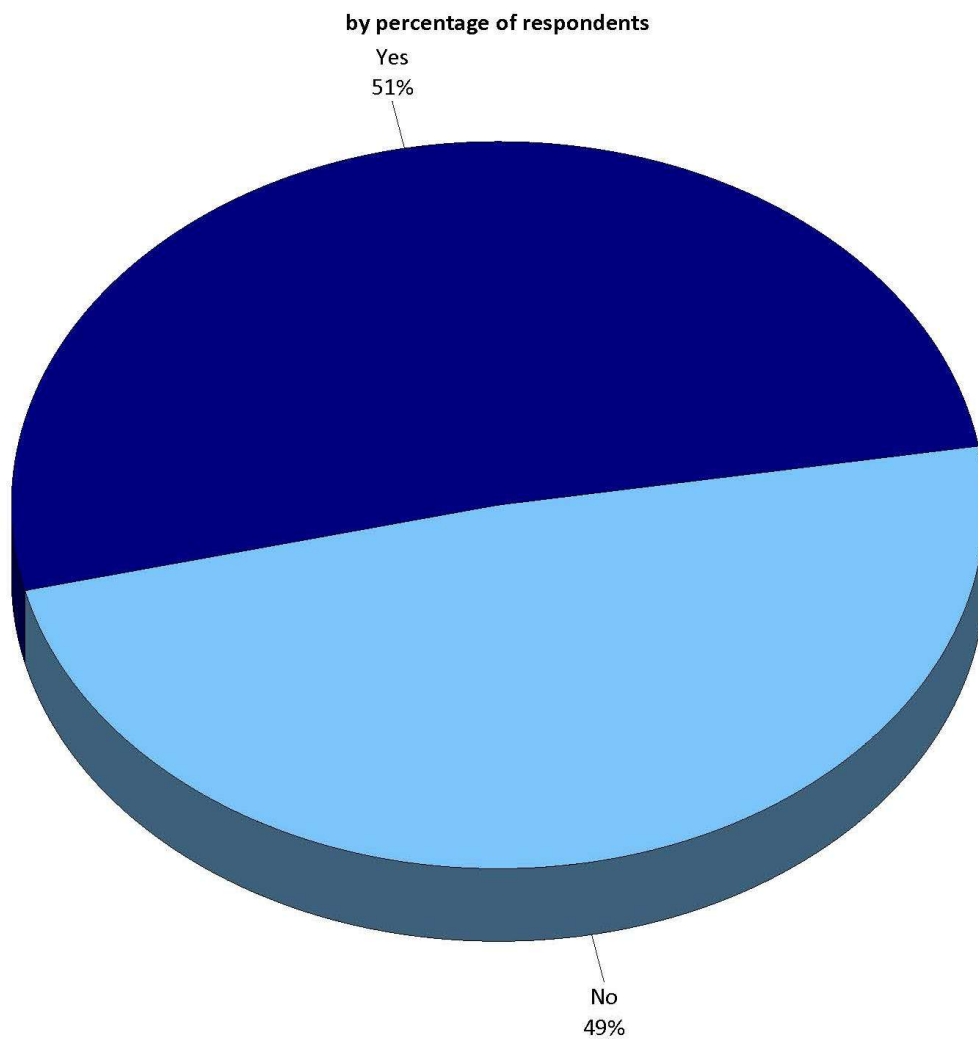


**Q6. Please check all the organizations that you/your household have used for recreation, events, and sports activities in the past year.**

by percentage of respondents (multiple selections could be made)

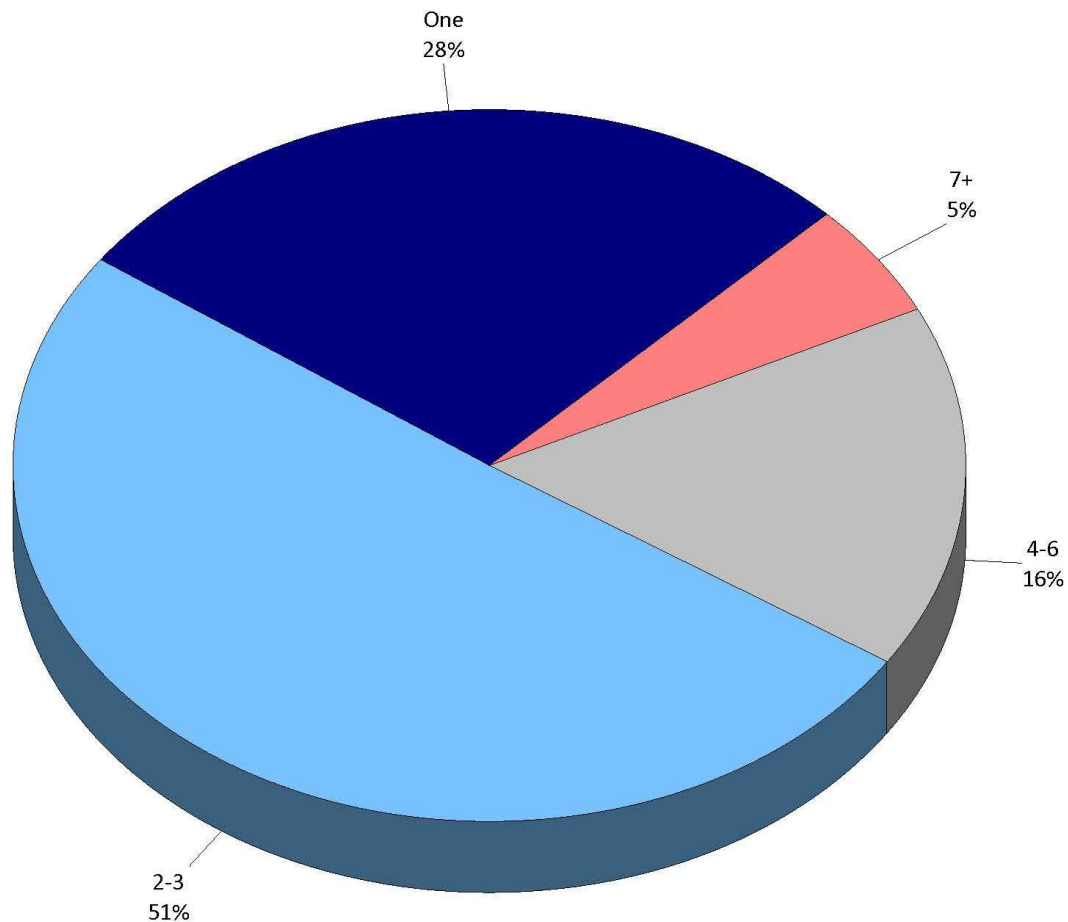


**Q7. Has your household participated in any programs/events in the past year?**



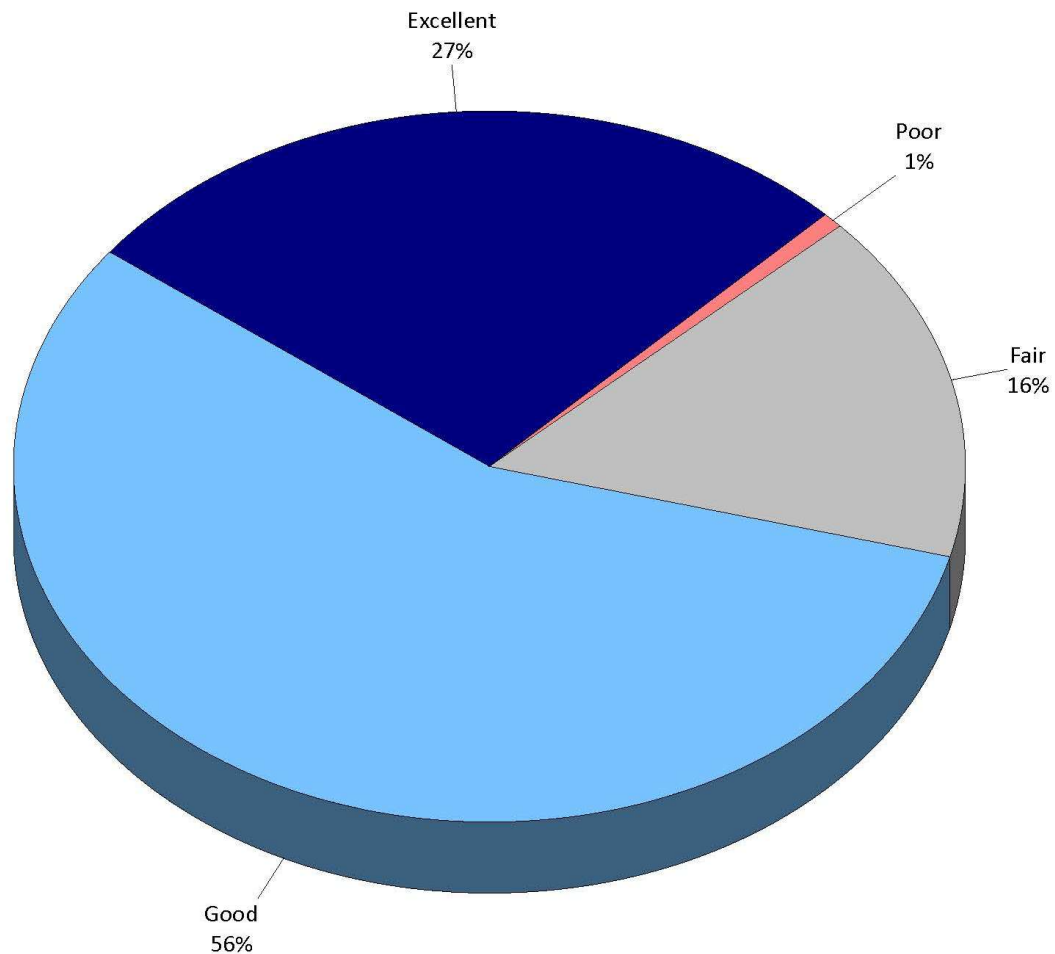
**Q7a. How many programs/events have you/your household participated in?**

by percentage of respondents (excluding "not provided")



**Q7b. How would you rate the overall quality of these programs and events?**

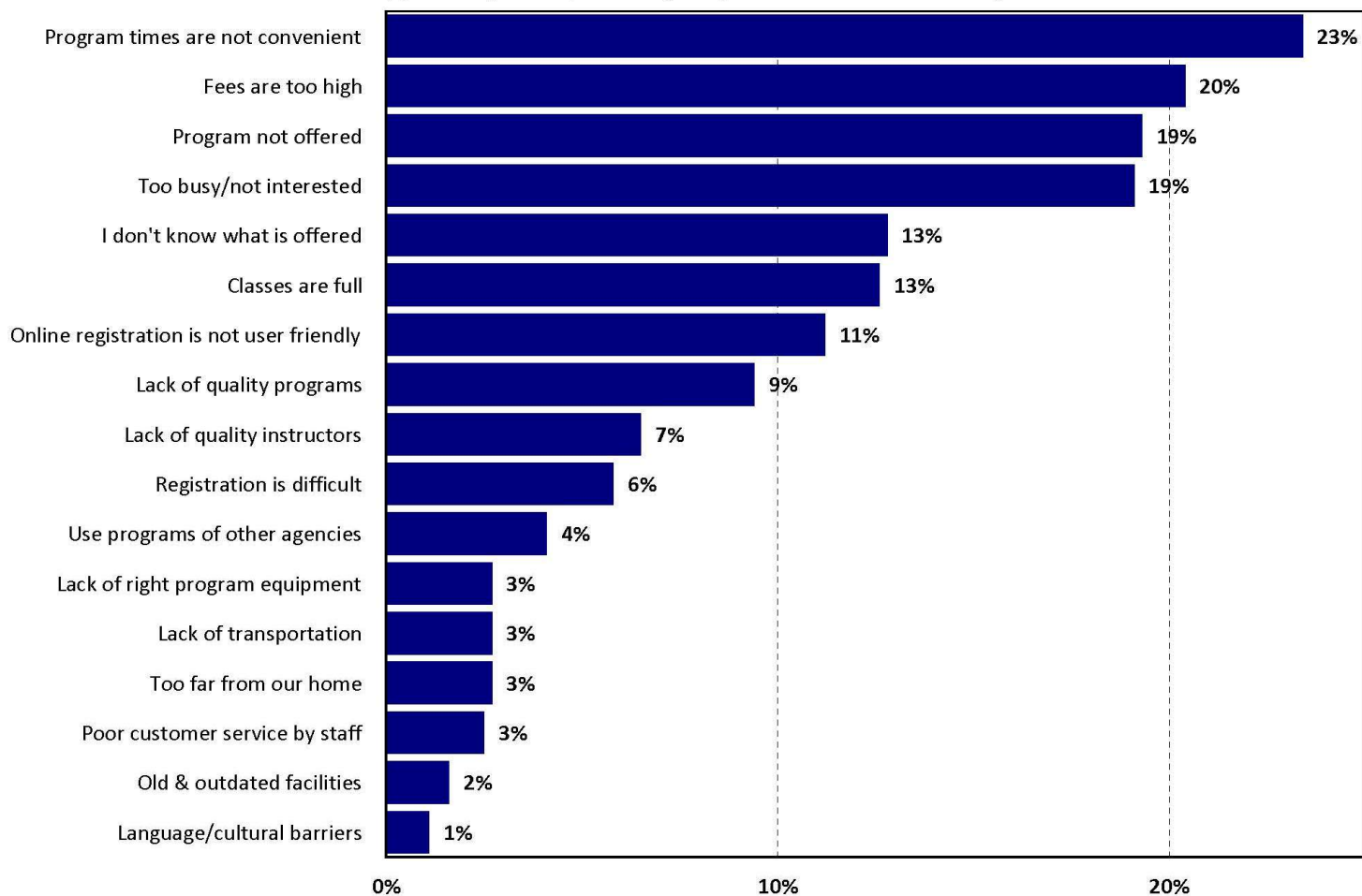
by percentage of respondents (excluding "not provided")





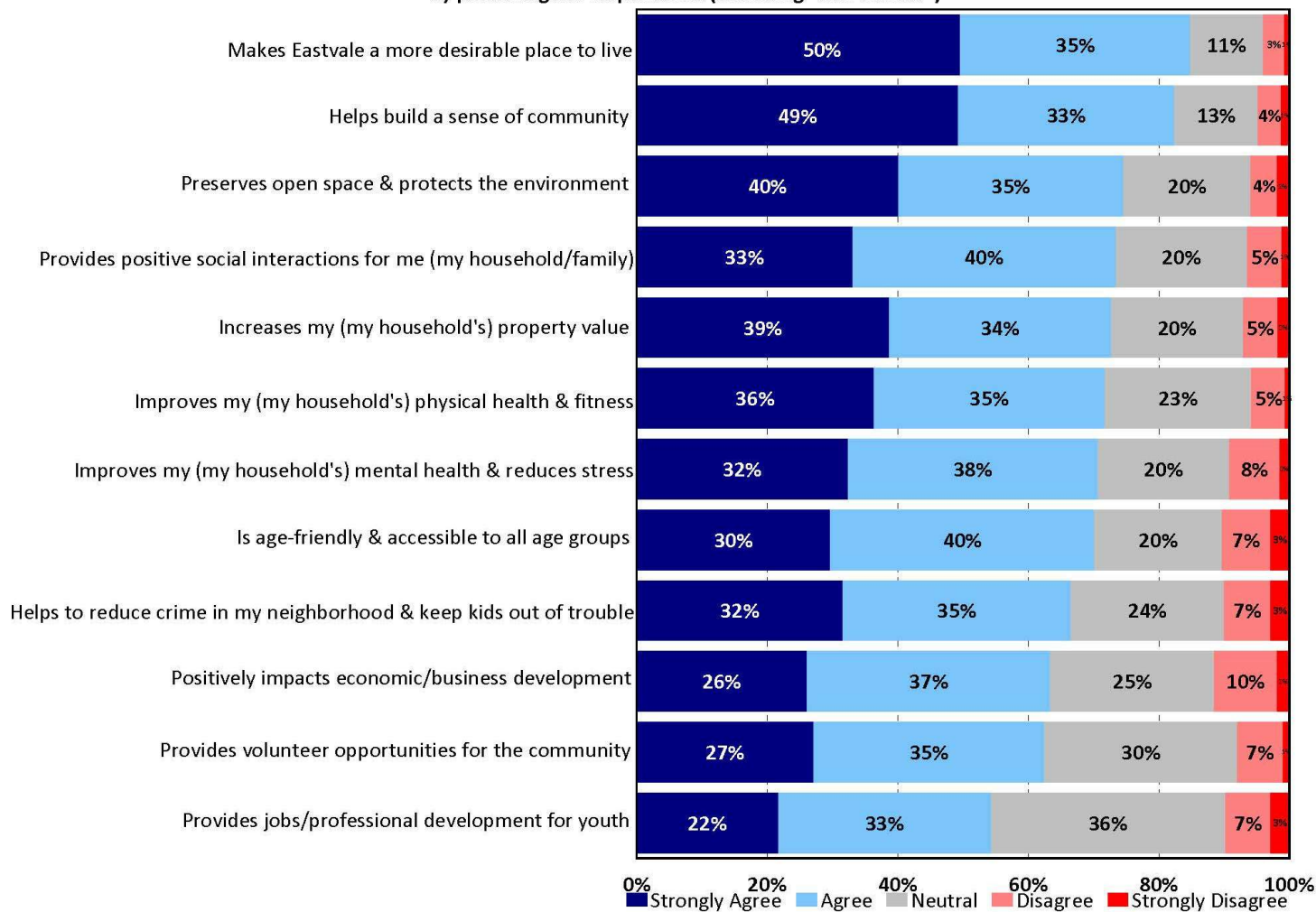
**Q8. Please check all the reasons why you/your household do not participate in programs more often.**

by percentage of respondents (multiple selections could be made)



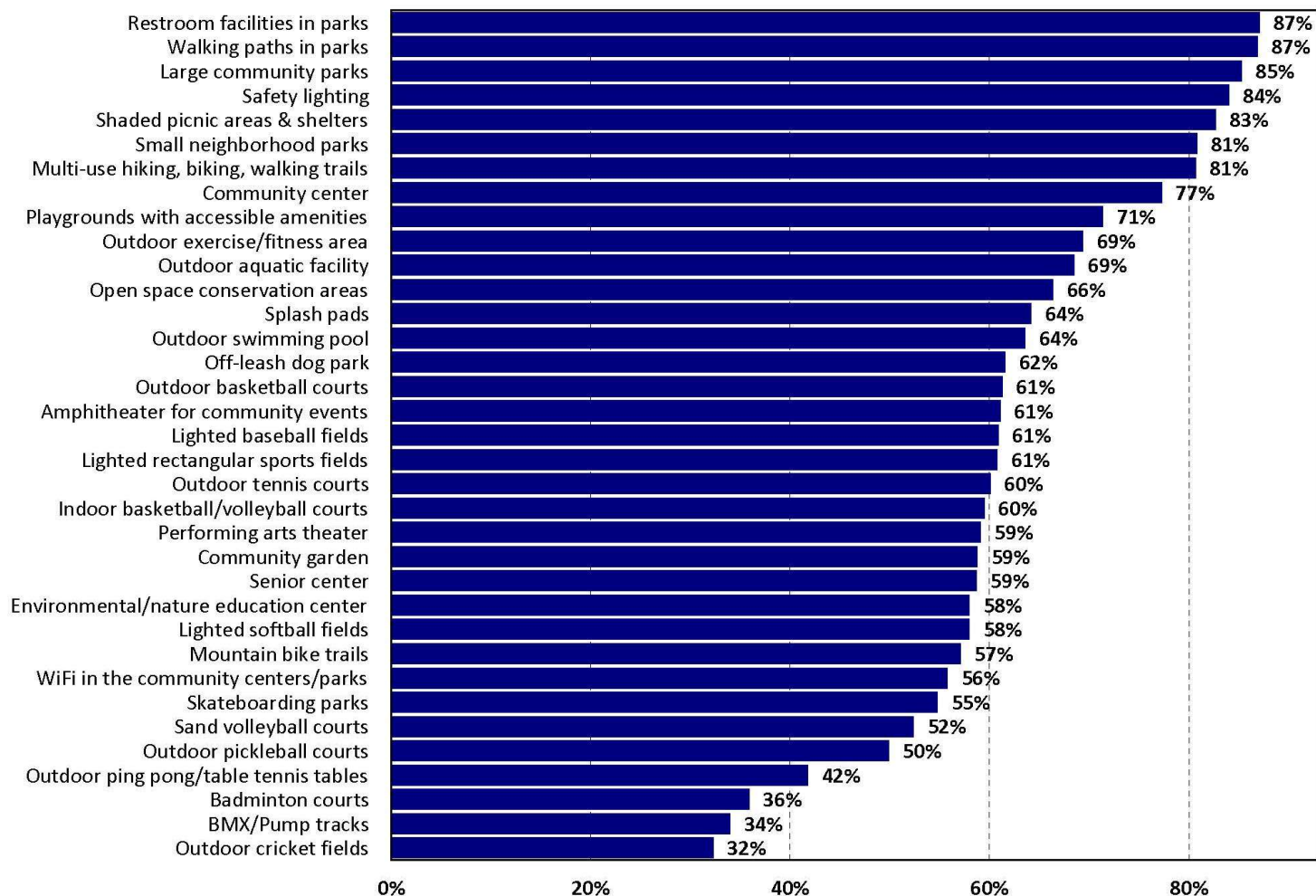
## Q9. Please indicate your level of agreement with the following statements.

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



## Q10. Need for facilities/amenities.

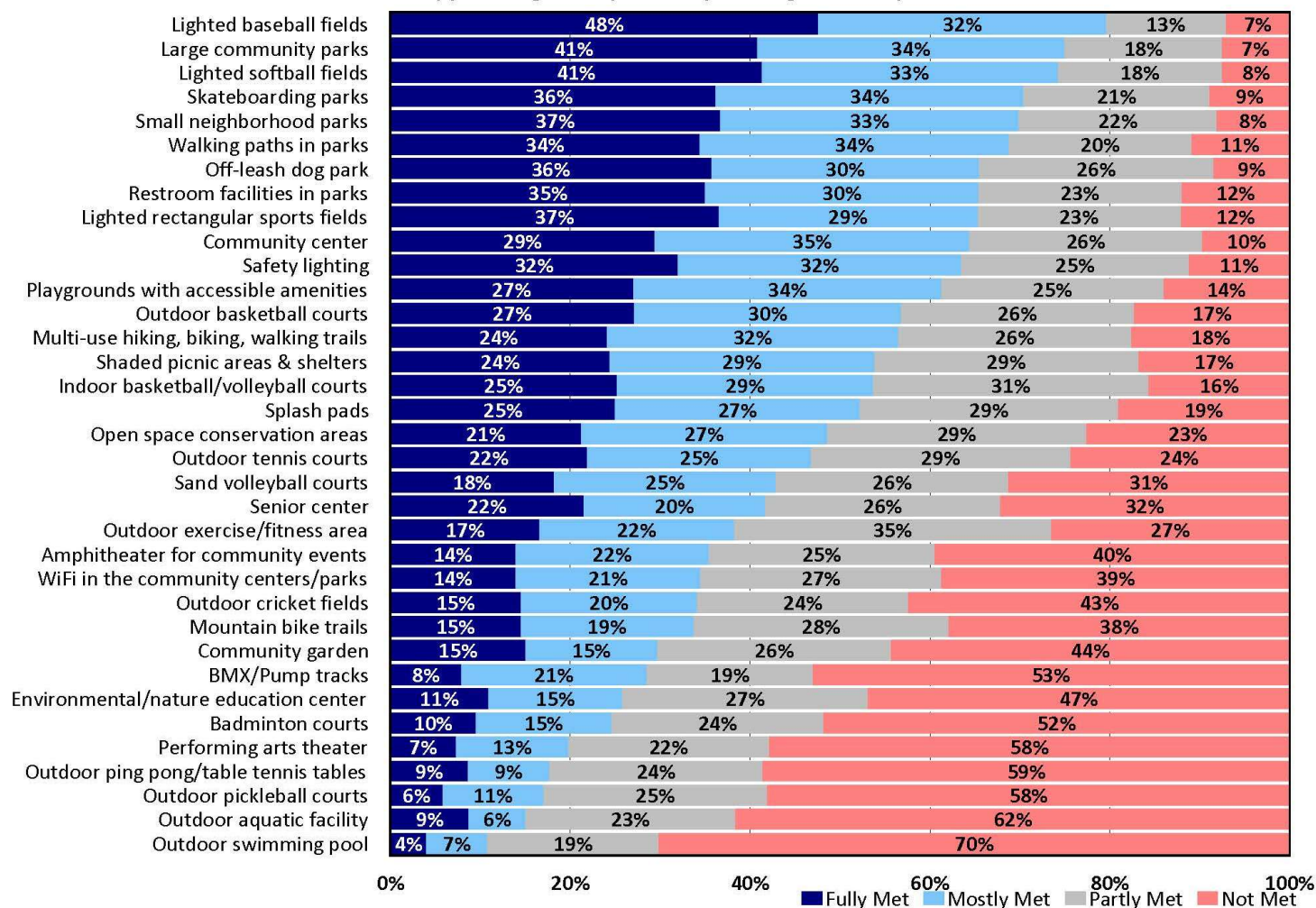
by percentage of respondents who indicated need



## PARKS & RECREATION MASTER PLAN

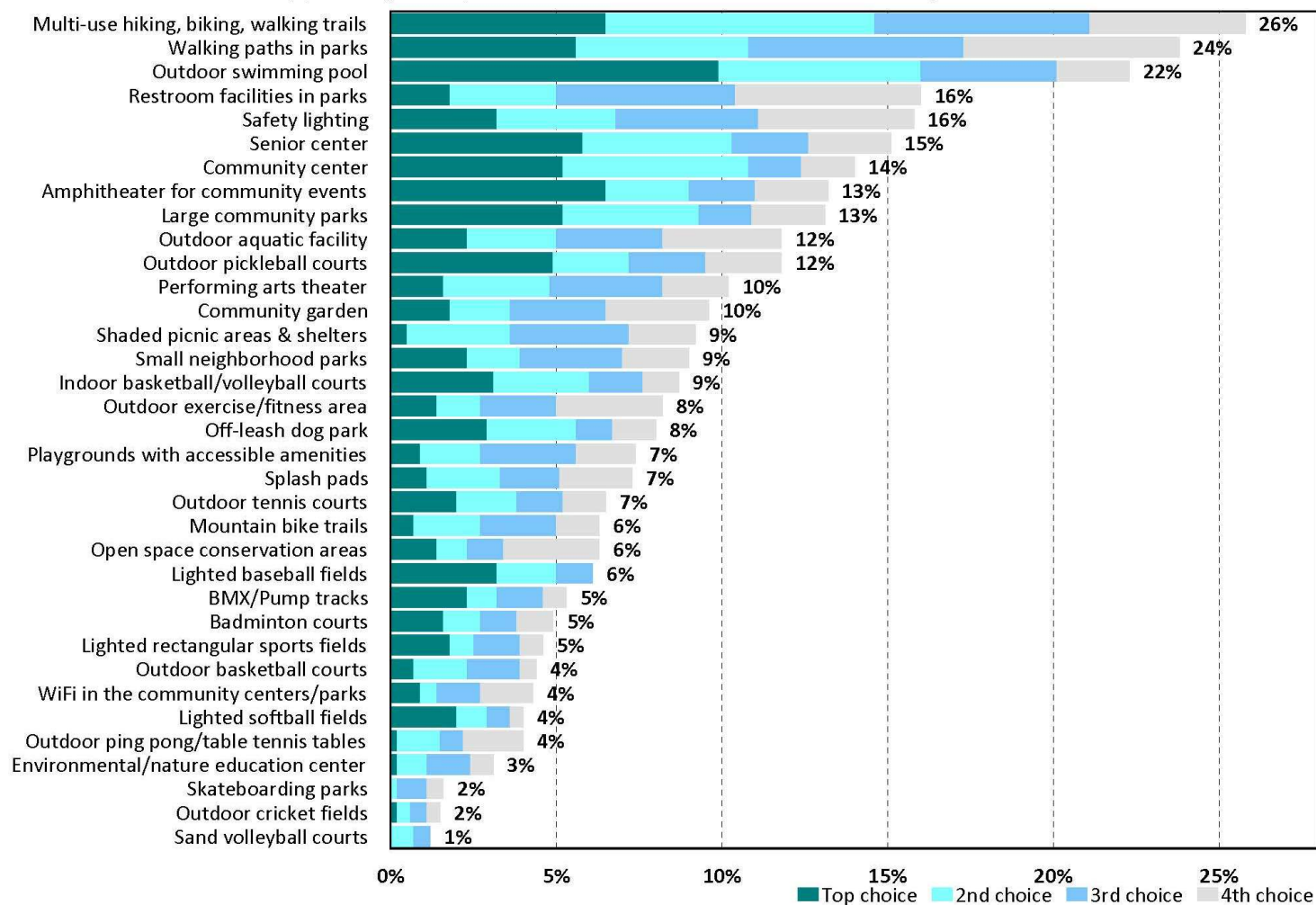
### Q10. Please indicate how well your needs are met for facilities/amenities.

by percentage of respondents (excluding "no need")



## Q11. Which four facilities/amenities are most important to your household?

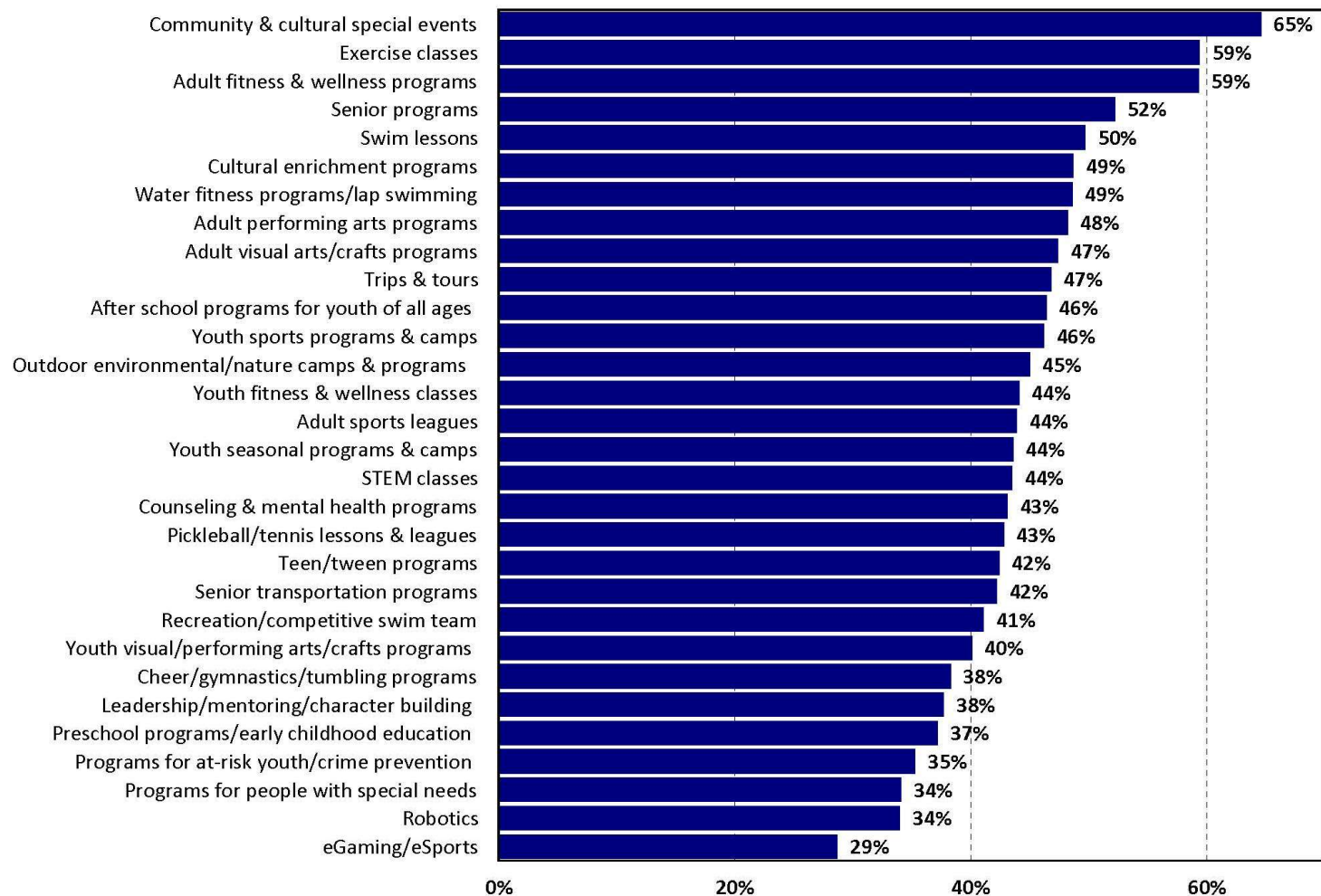
by percentage of respondents who selected the items as one of their top four choices





## Q12. Need for programs/activities.

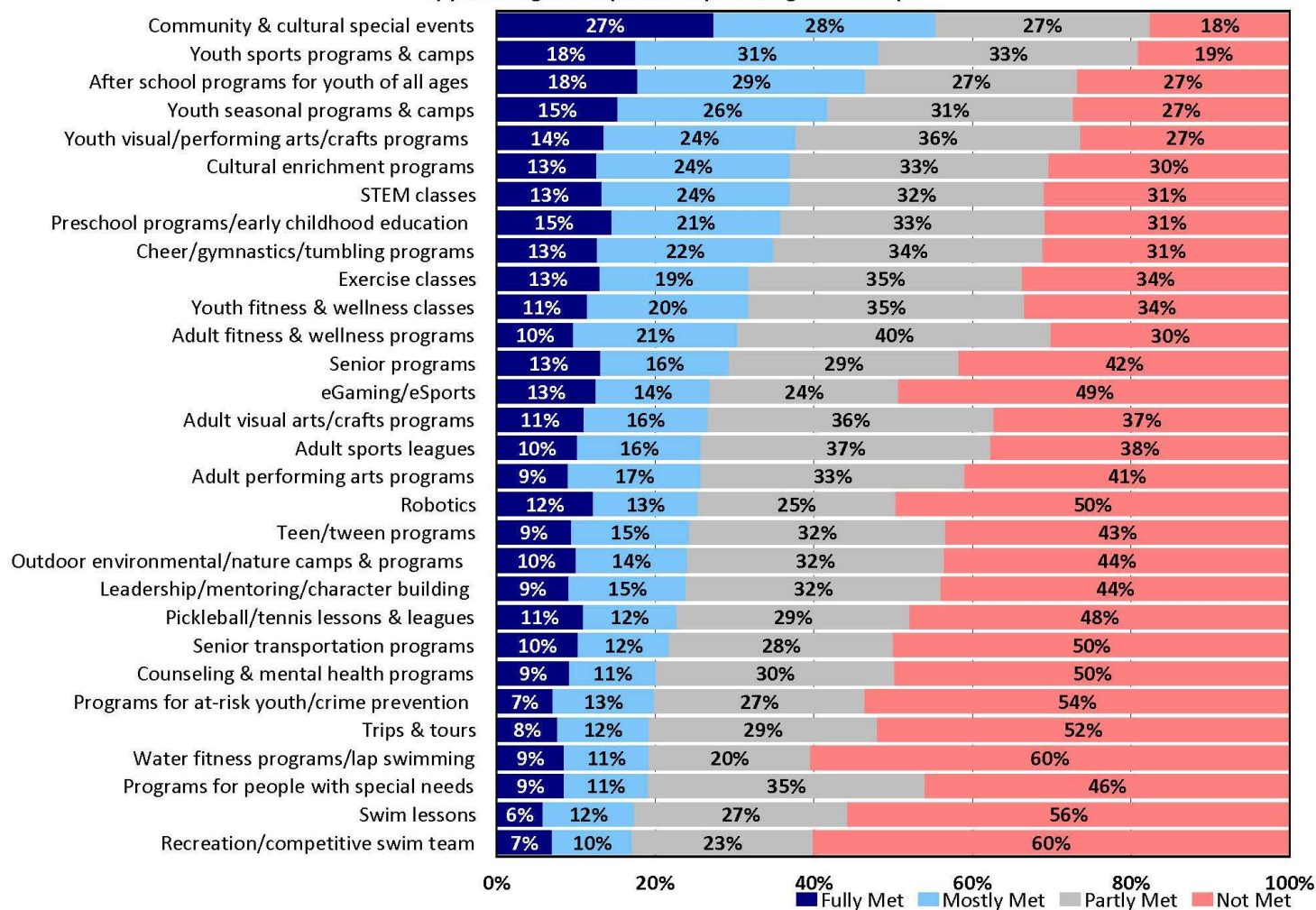
by percentage of respondents who indicated need



## PARKS & RECREATION MASTER PLAN

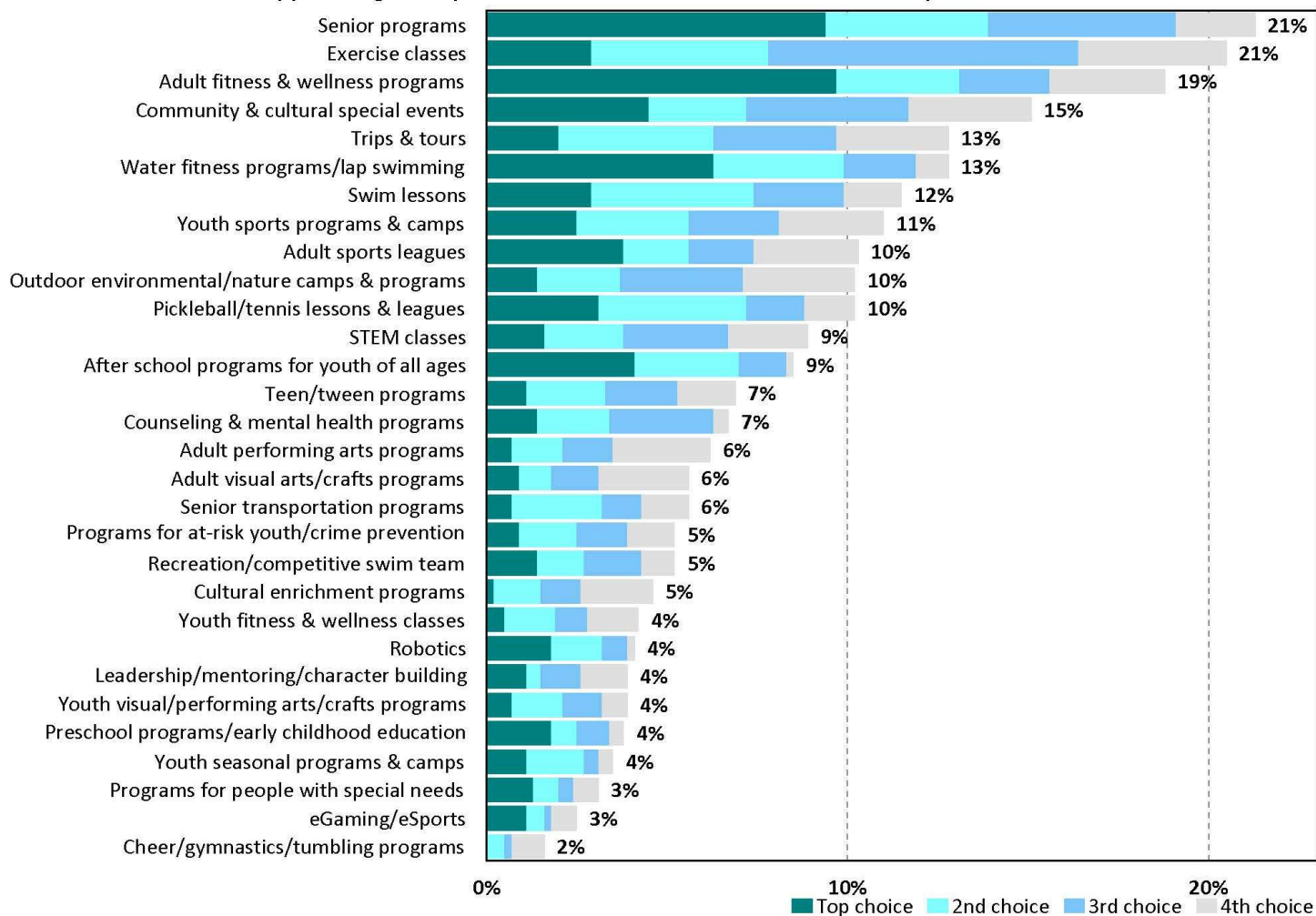
### Q12. Please indicate how well your needs are met for programs/activities.

by percentage of respondents (excluding "no need")



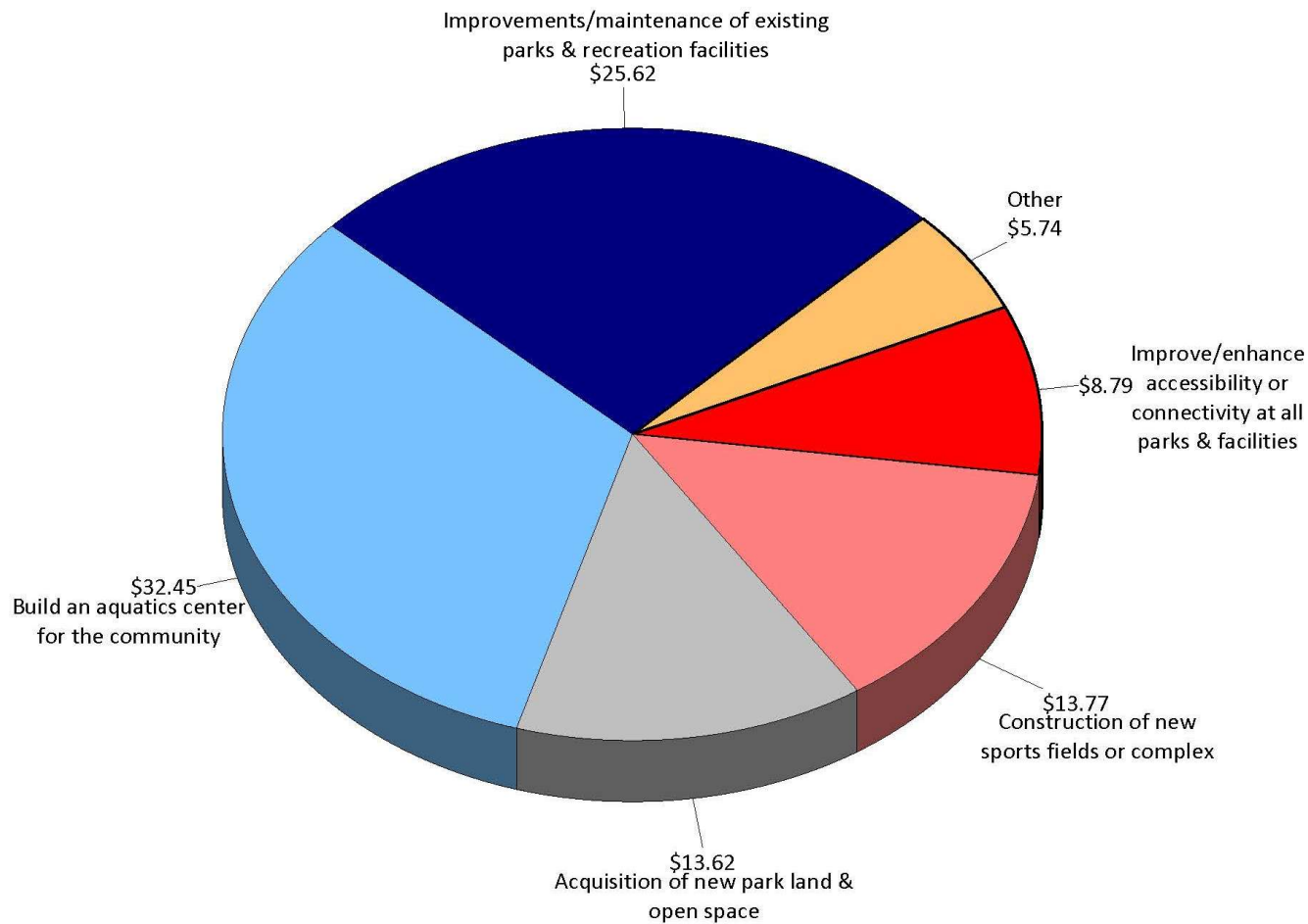
### Q13. Which four programs/activities are most important to your household?

by percentage of respondents who selected the items as one of their top four choices

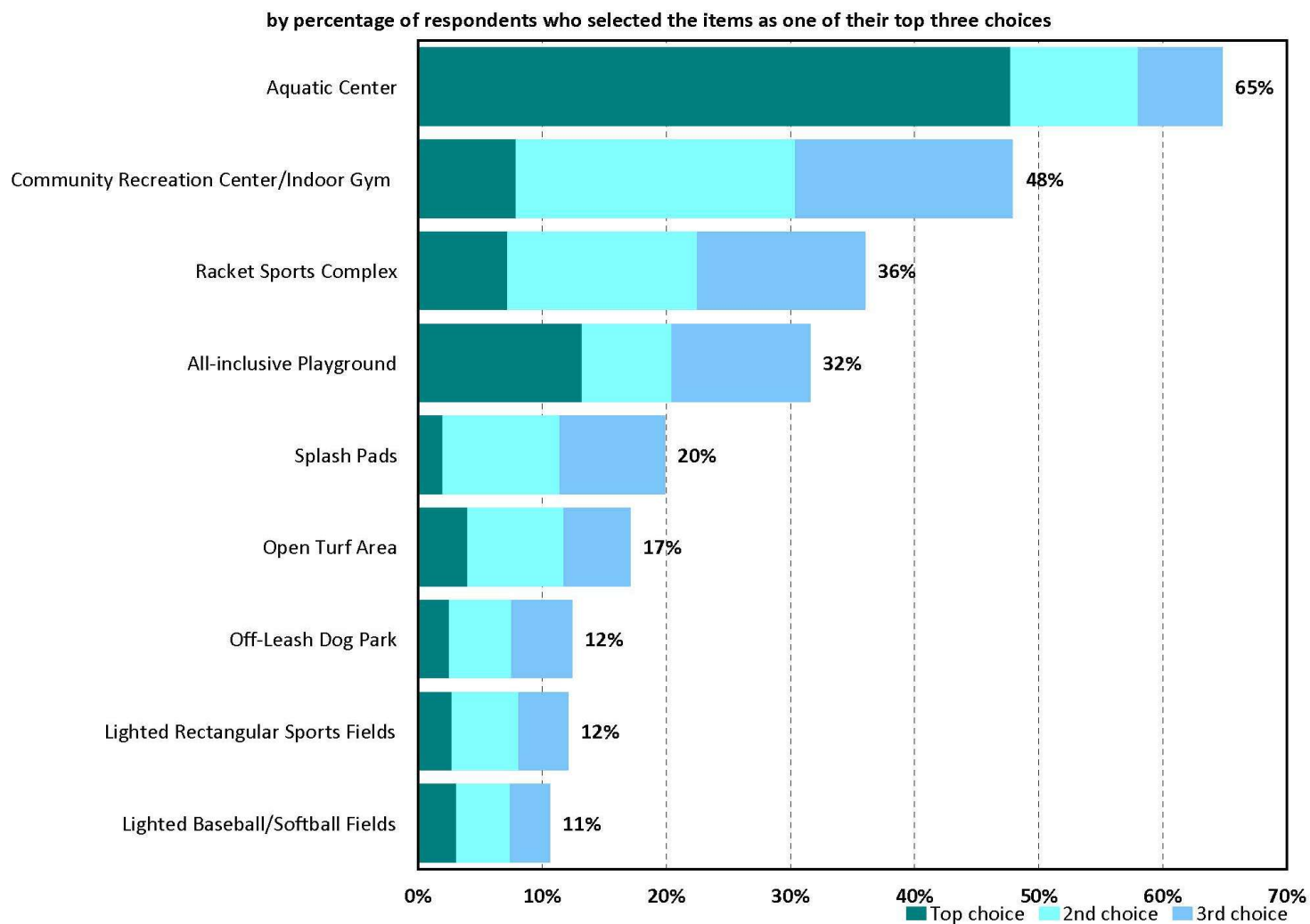


**Q14. If you had \$100, how would you allocate the funds among these parks and recreation categories?**

by percentage of respondents



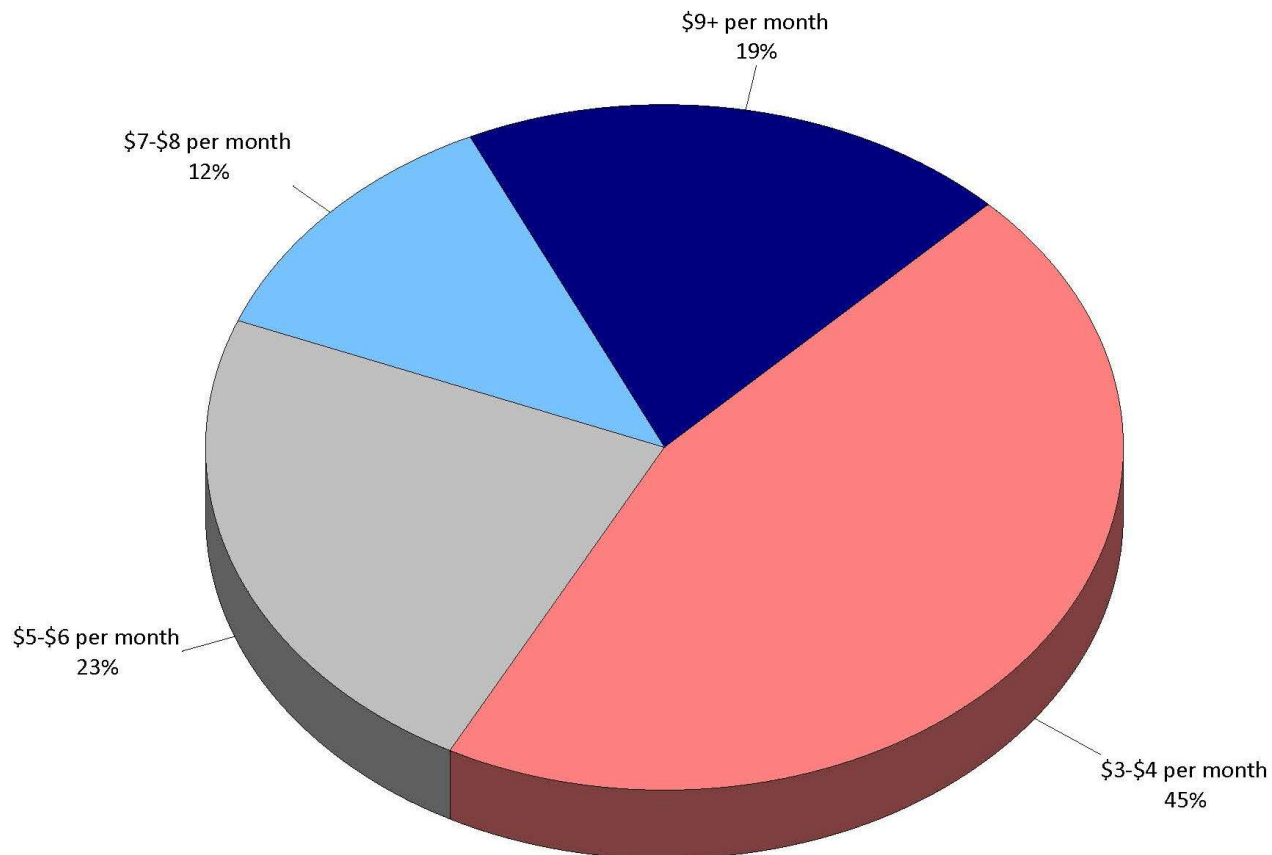
**Q15. What are the top three uses of this expansion you would support the most?**





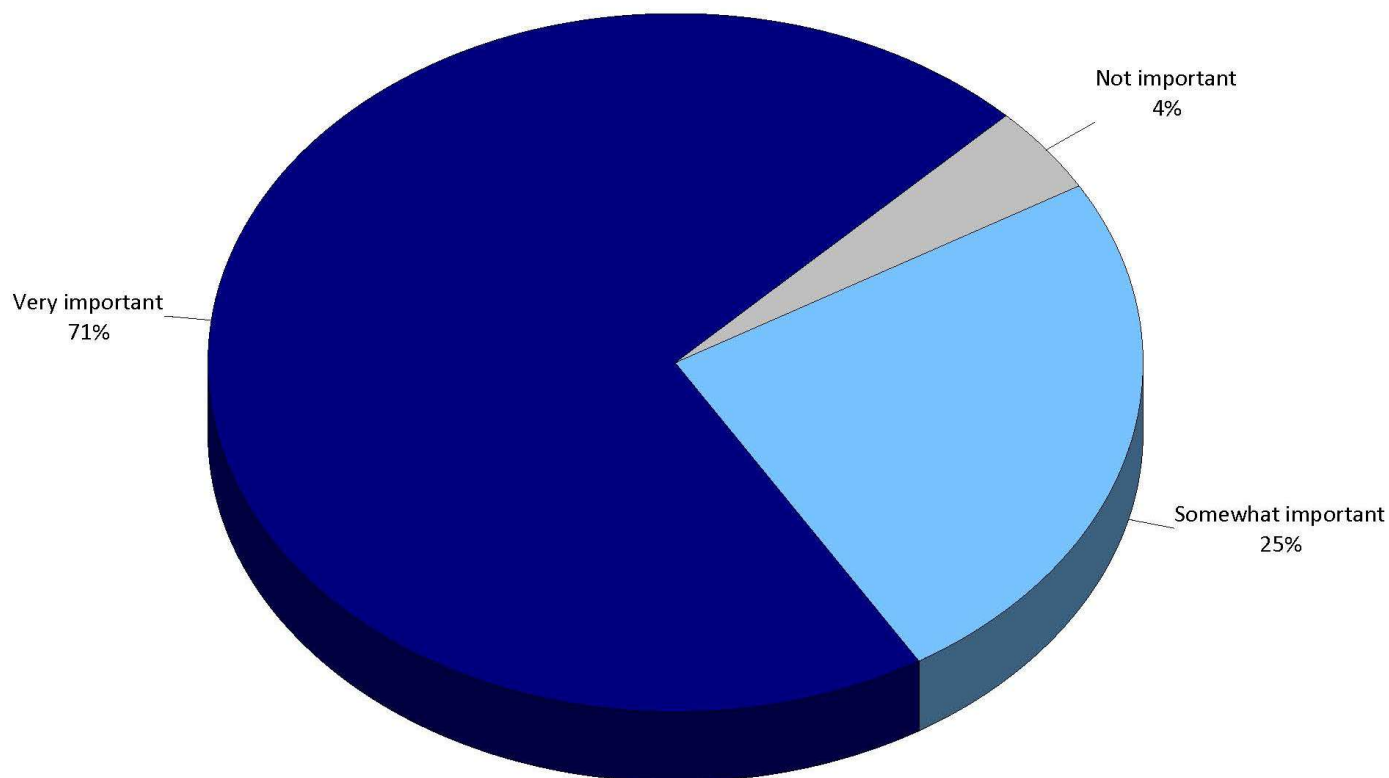
**Q16. What is the maximum amount of additional tax revenue you would be willing to pay to improve the parks and recreation system?**

by percentage of respondents (excluding "not provided")



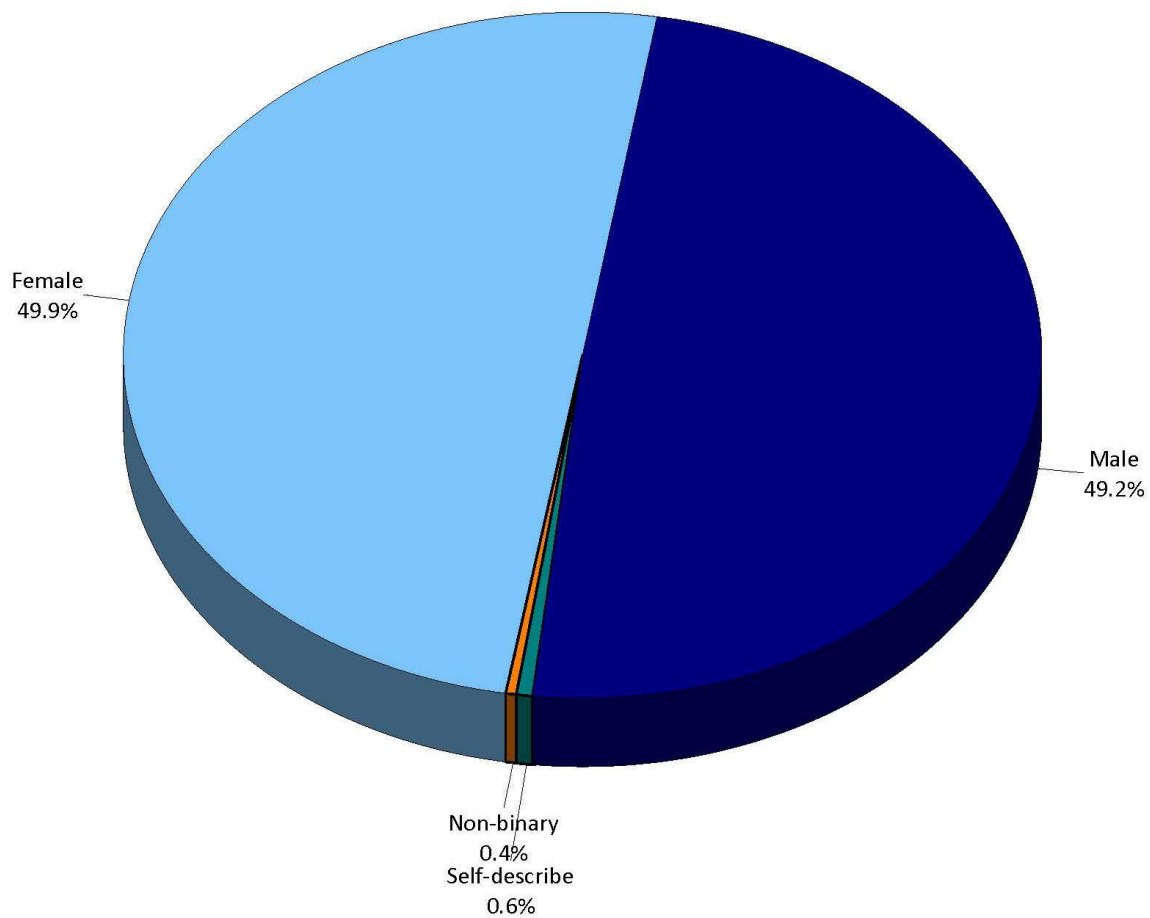
**Q17. How important do you feel it is for the JCSD to provide high quality parks, recreation facilities, and programs?**

by percentage of respondents (excluding "not sure")



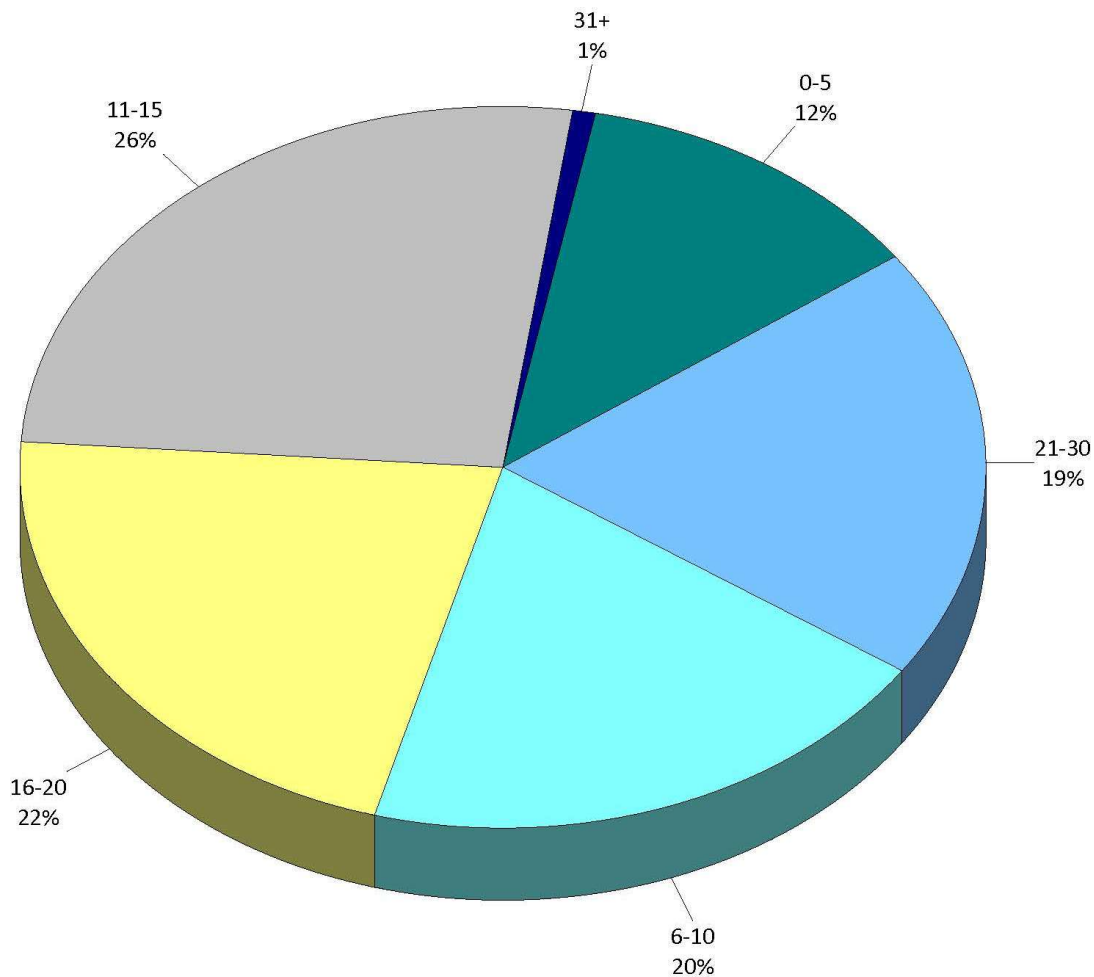
### Q19. Your gender identity:

by percentage of respondents (excluding "prefer not to disclose")



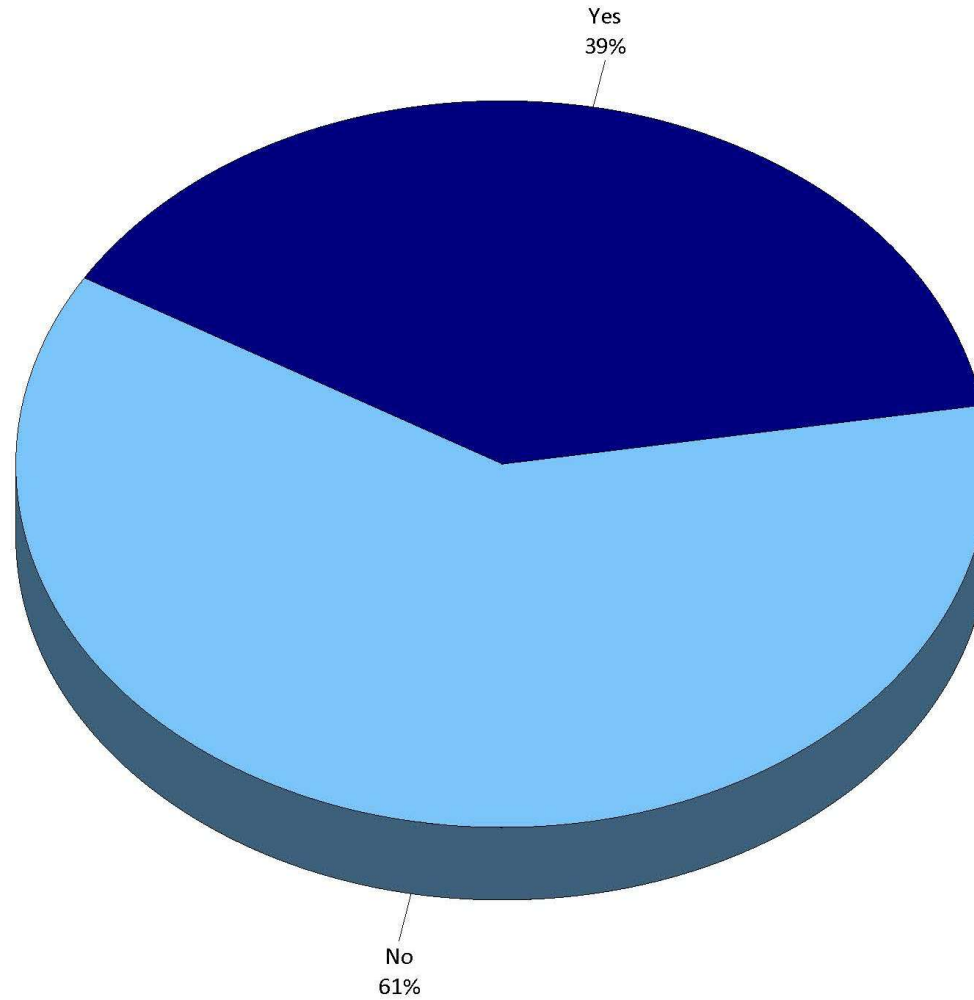
**Q20. How many years have you lived in Eastvale?**

by percentage of respondents (excluding "not provided")



**Q21. Are you/your household of Hispanic, Spanish, or Latino/a/x ancestry?**

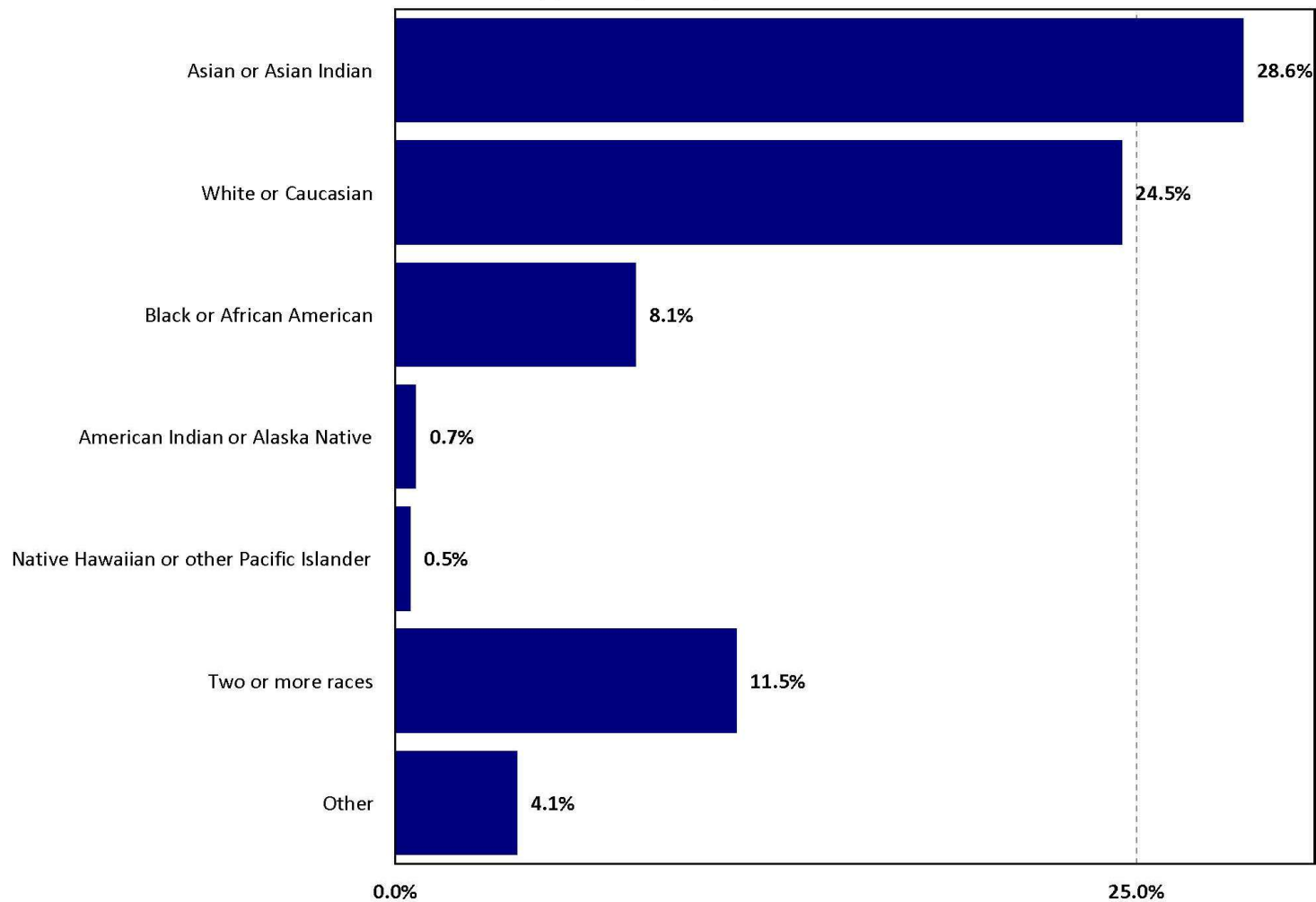
by percentage of respondents (excluding "not provided")



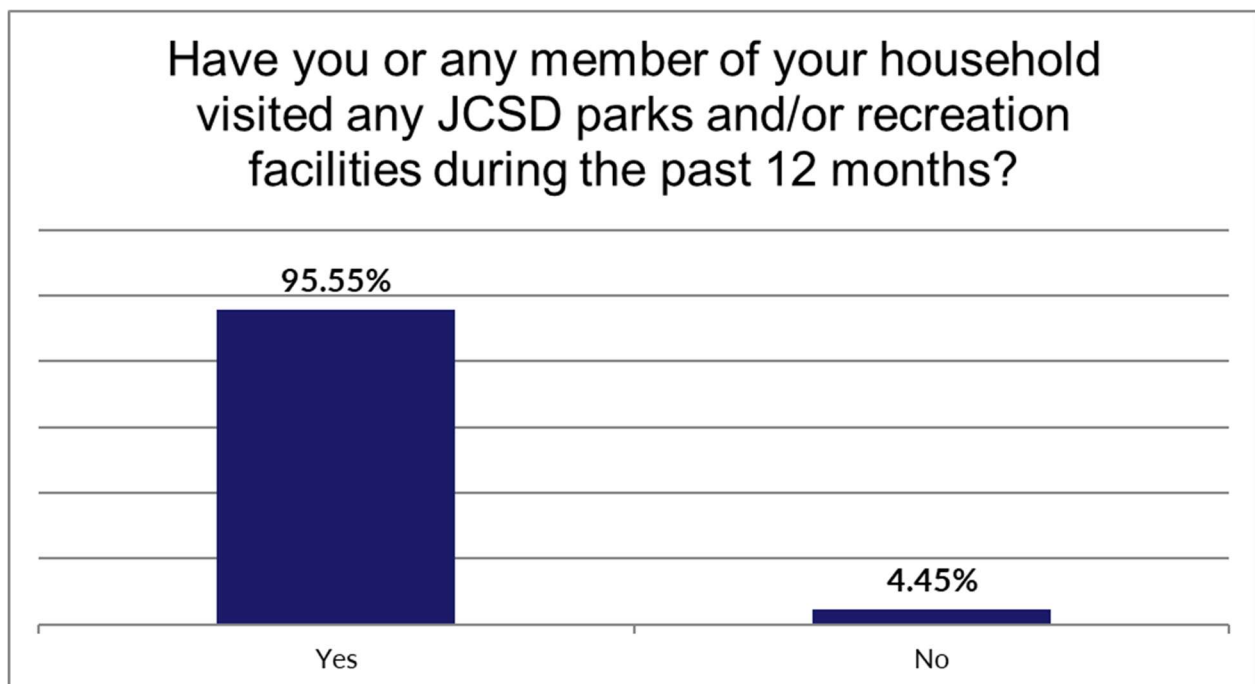
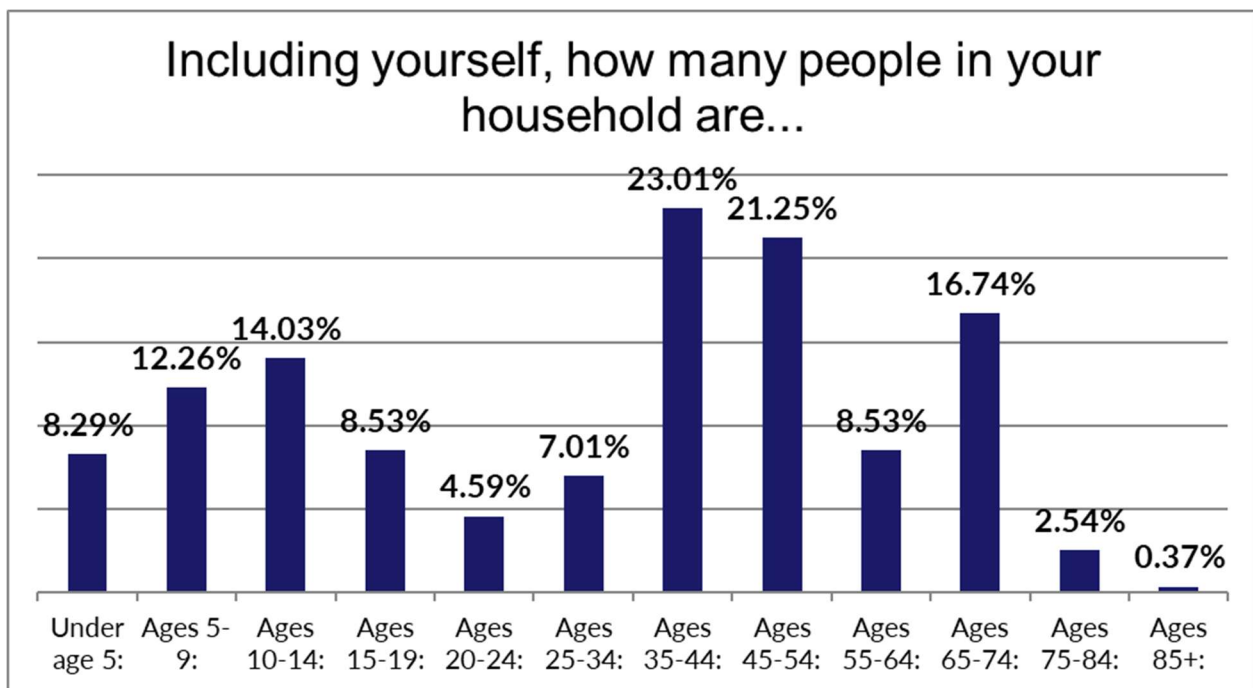


## Q22. Which of the following best describes your race?

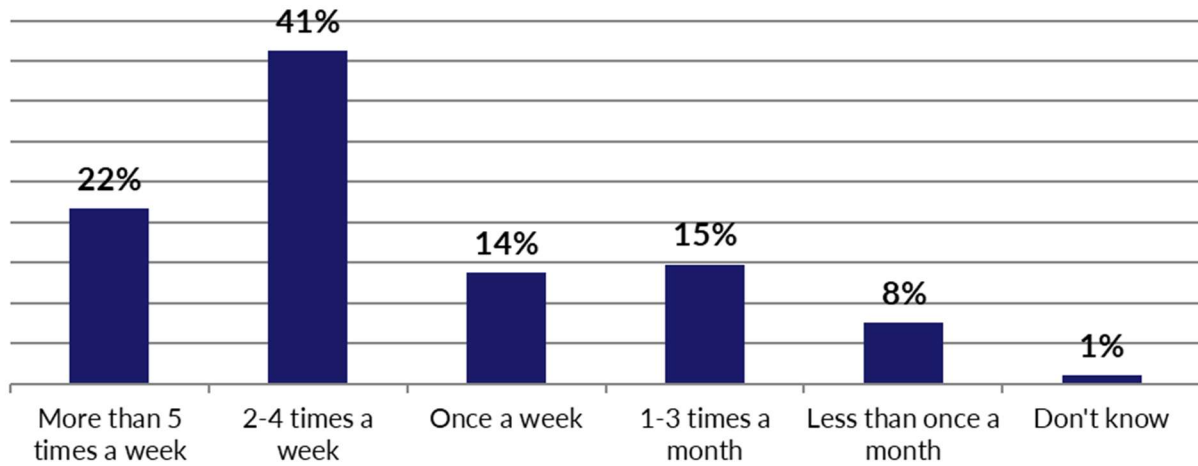
by percentage of respondents



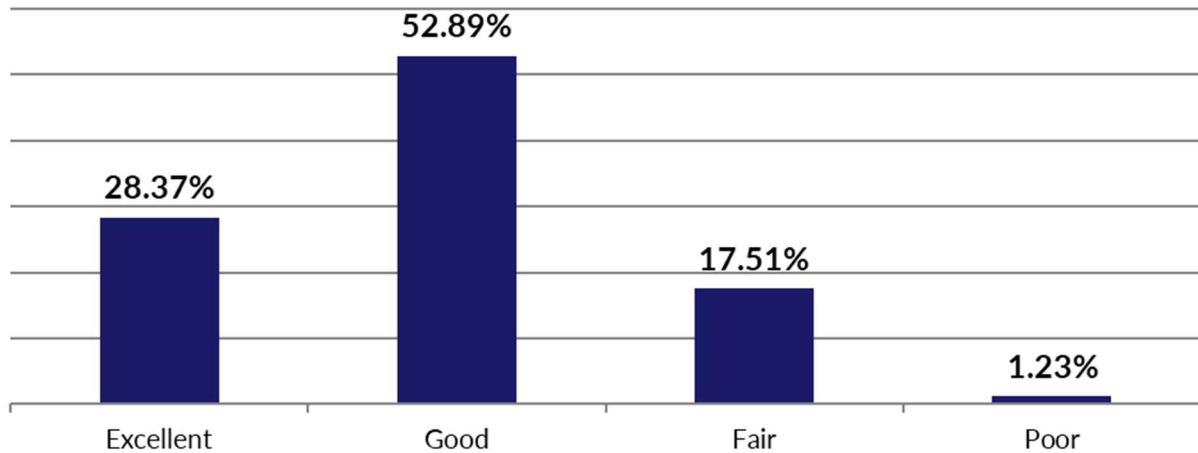
## APPENDIX B - ONLINE COMMUNITY SURVEY CHARTS & GRAPHS



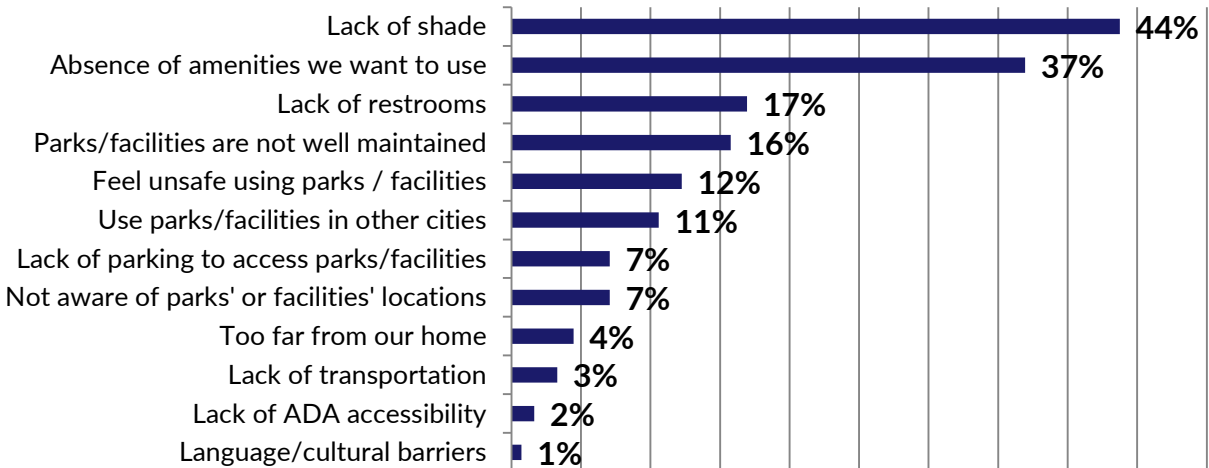
How often have you visited JCSD parks and/or recreation facilities during the past 12 months?



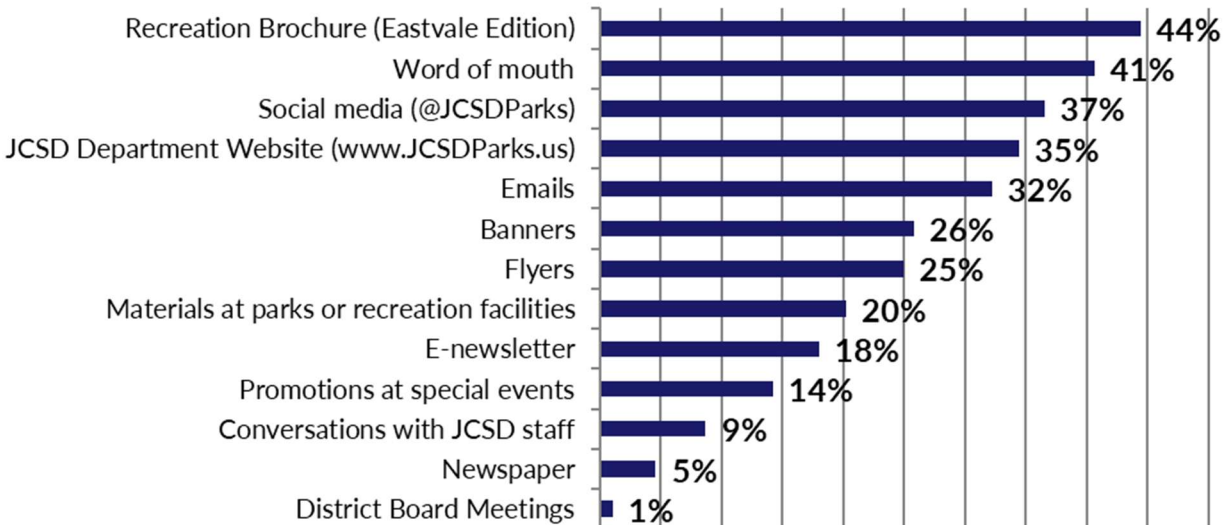
Overall, how would you rate the physical condition of ALL the JCSD parks and recreation facilities you have visited?



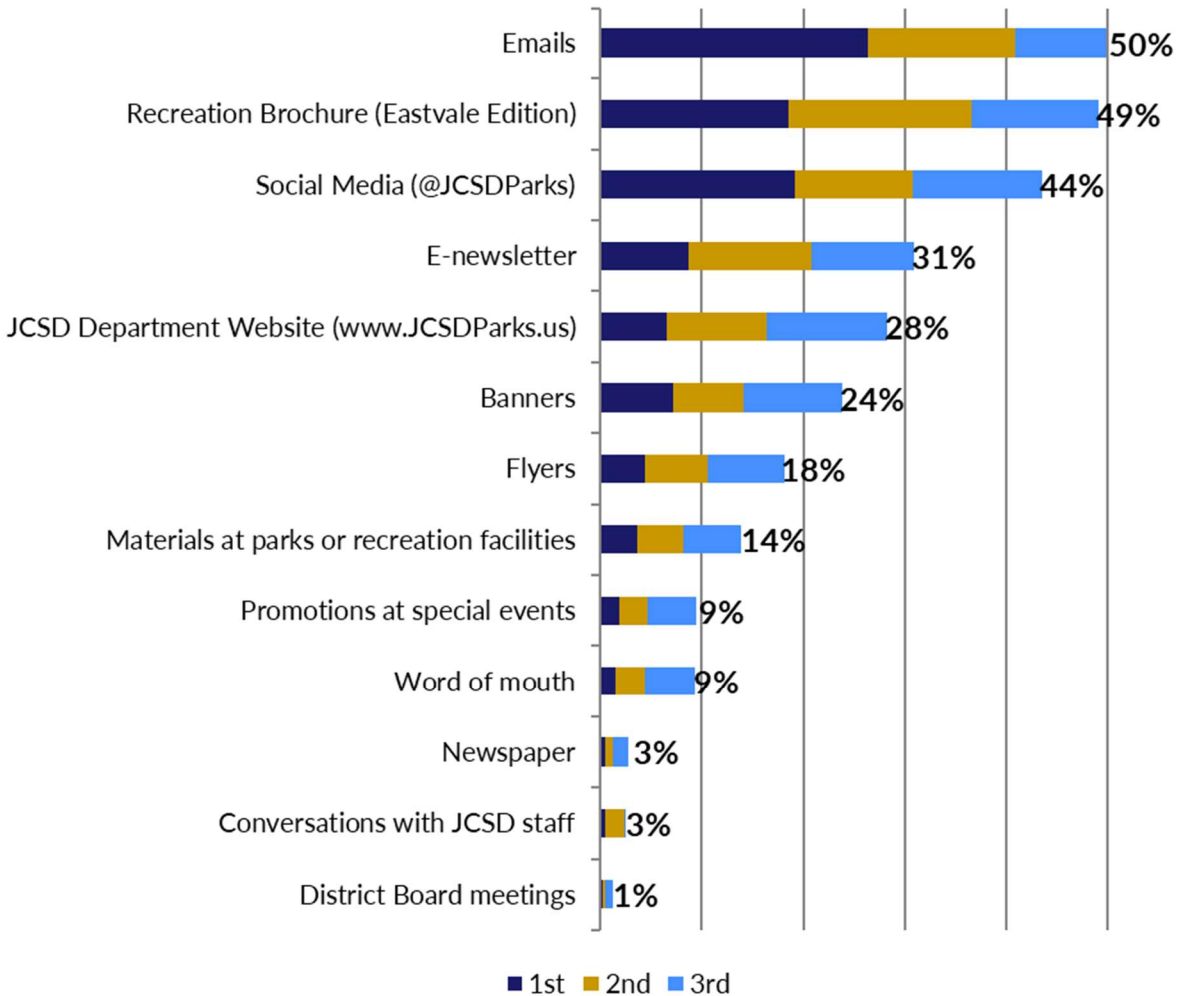
Please CHECK ALL of the following reasons that prevent you or members of your households from visiting JCSD parks and recreation facilities more often.



From the following list, please CHECK ALL the ways you learn about JCSD parks, recreation facilities, programs, and events.

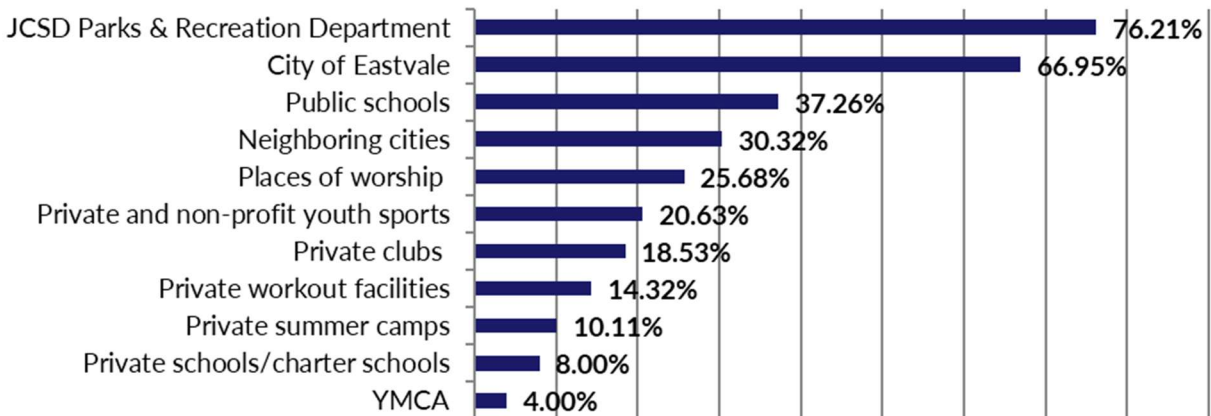


From the list, which **THREE** methods of communication would you **MOST PREFER** the JCSD use to communicate with you about parks, recreation facilities, programs, and events?

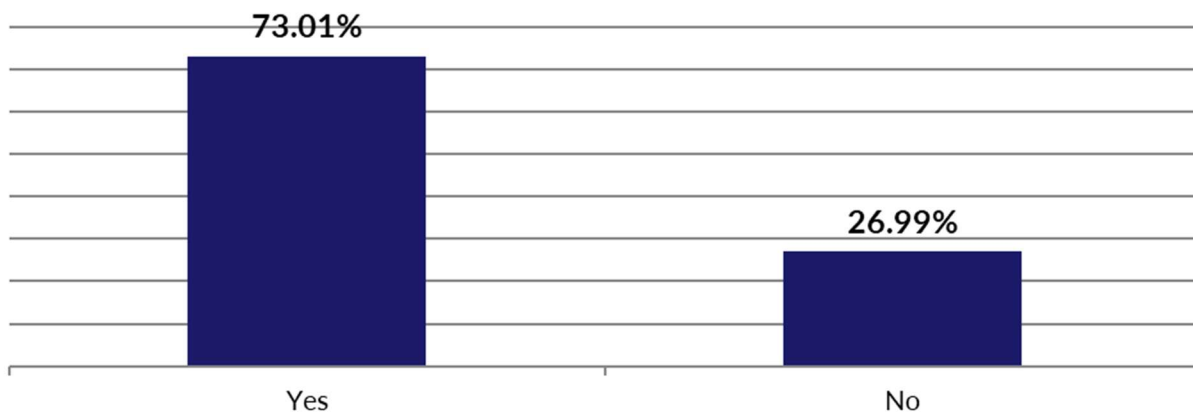




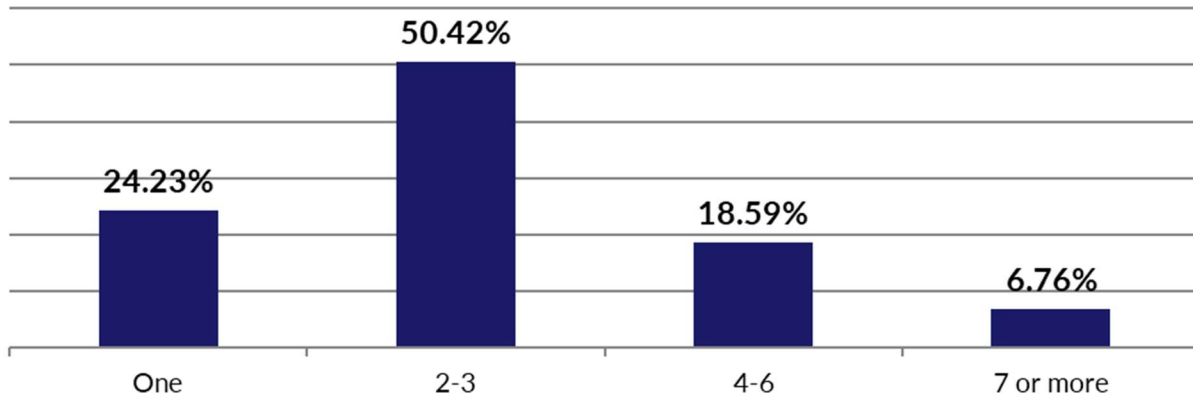
From the following list, please CHECK ALL of the organizations that you or members of your household have used for recreation, events and sports activities during the last 12 months.



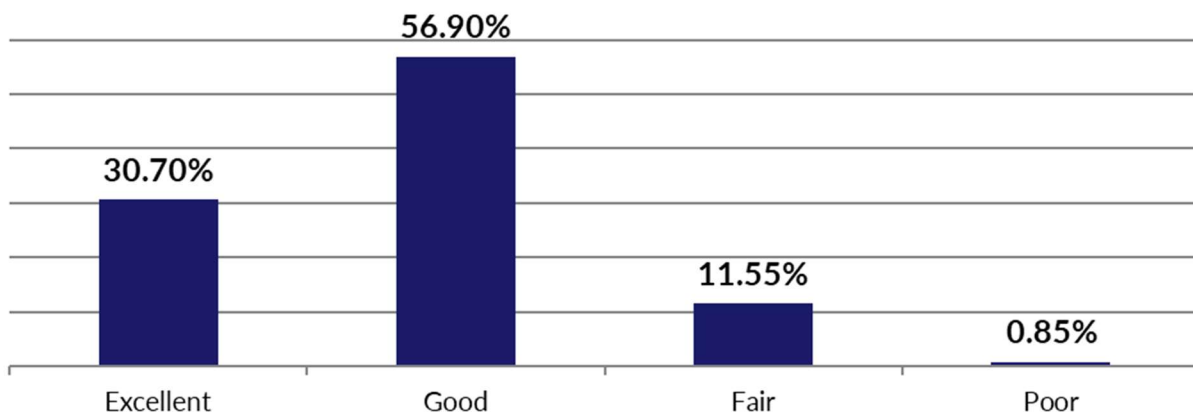
Has your household participated in any programs or events offered by the JCSD Parks & Recreation Department during the past 12 months?



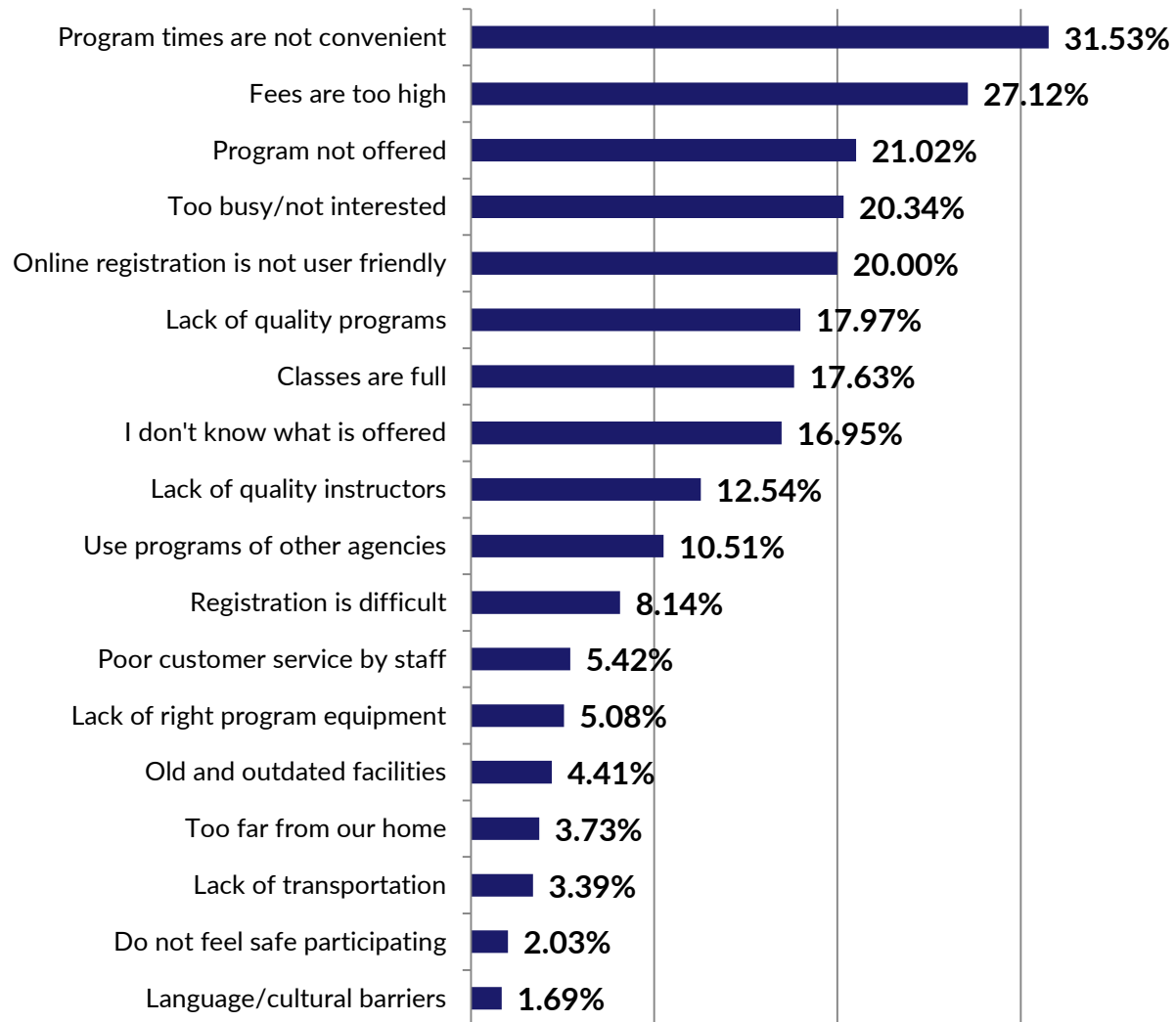
How many programs or events offered by the JCSD Parks & Recreation Department have you or members of your household participated in during the past 12 months?



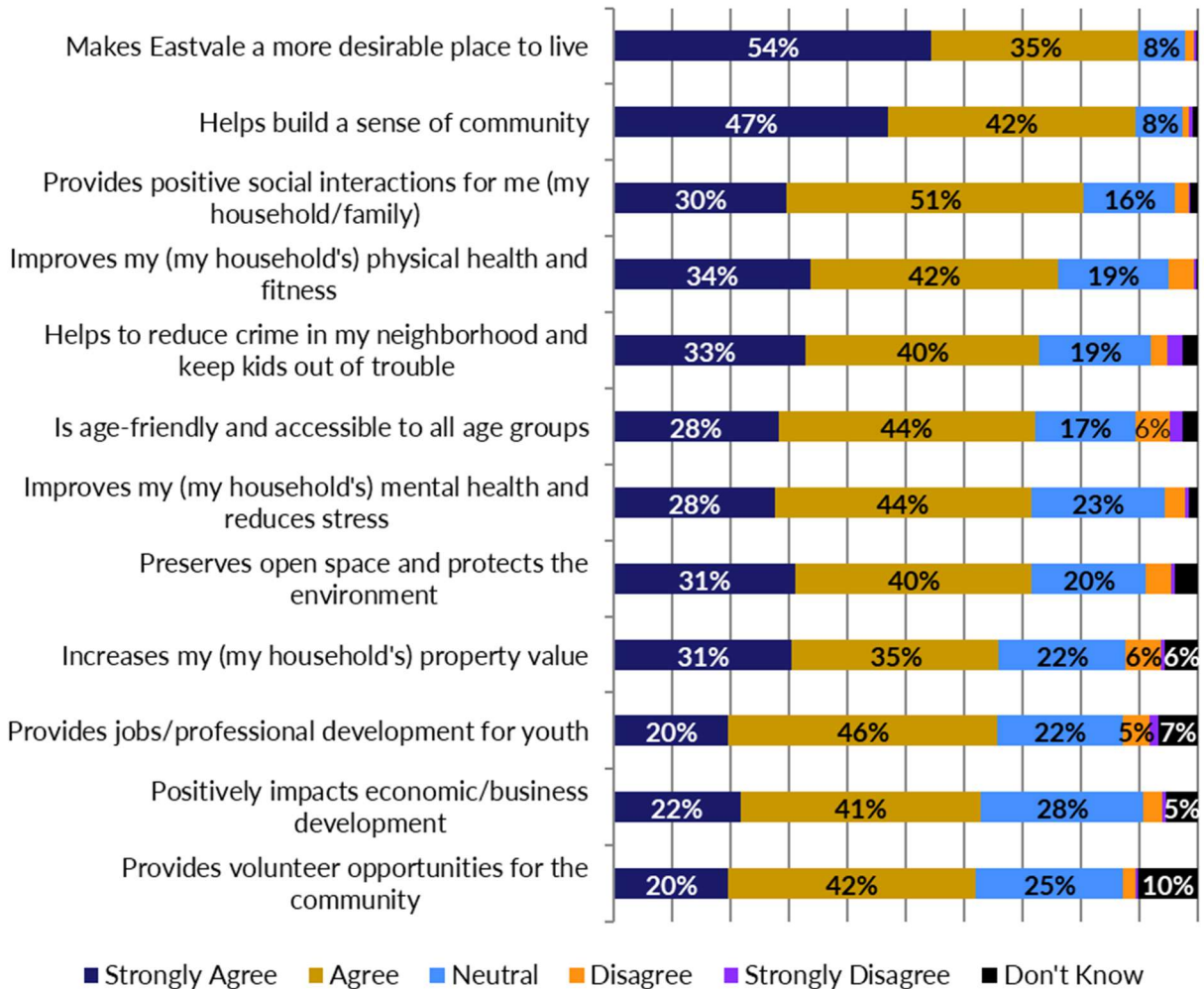
How would you rate the overall quality of the JCSD Parks & Recreation Department programs or events in which your household has participated?



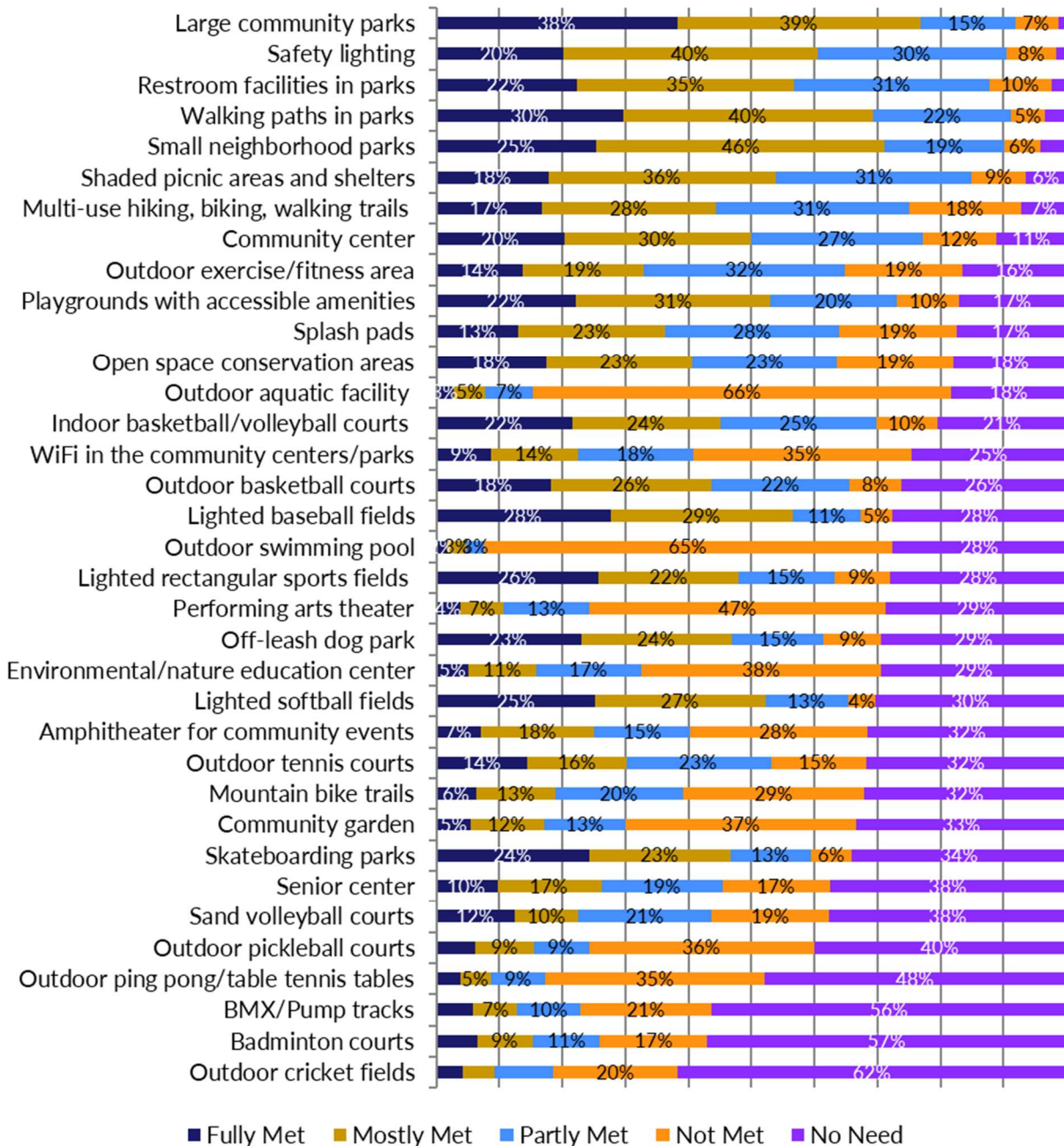
Please CHECK ALL of the following reasons that prevent you or members of your household from participating in JCSD Parks & Recreation Department programs more often.



Please indicate your level of agreement with the following statements concerning some potential benefits of the JCSD parks, facilities, recreation programs or events by circling the corresponding number.

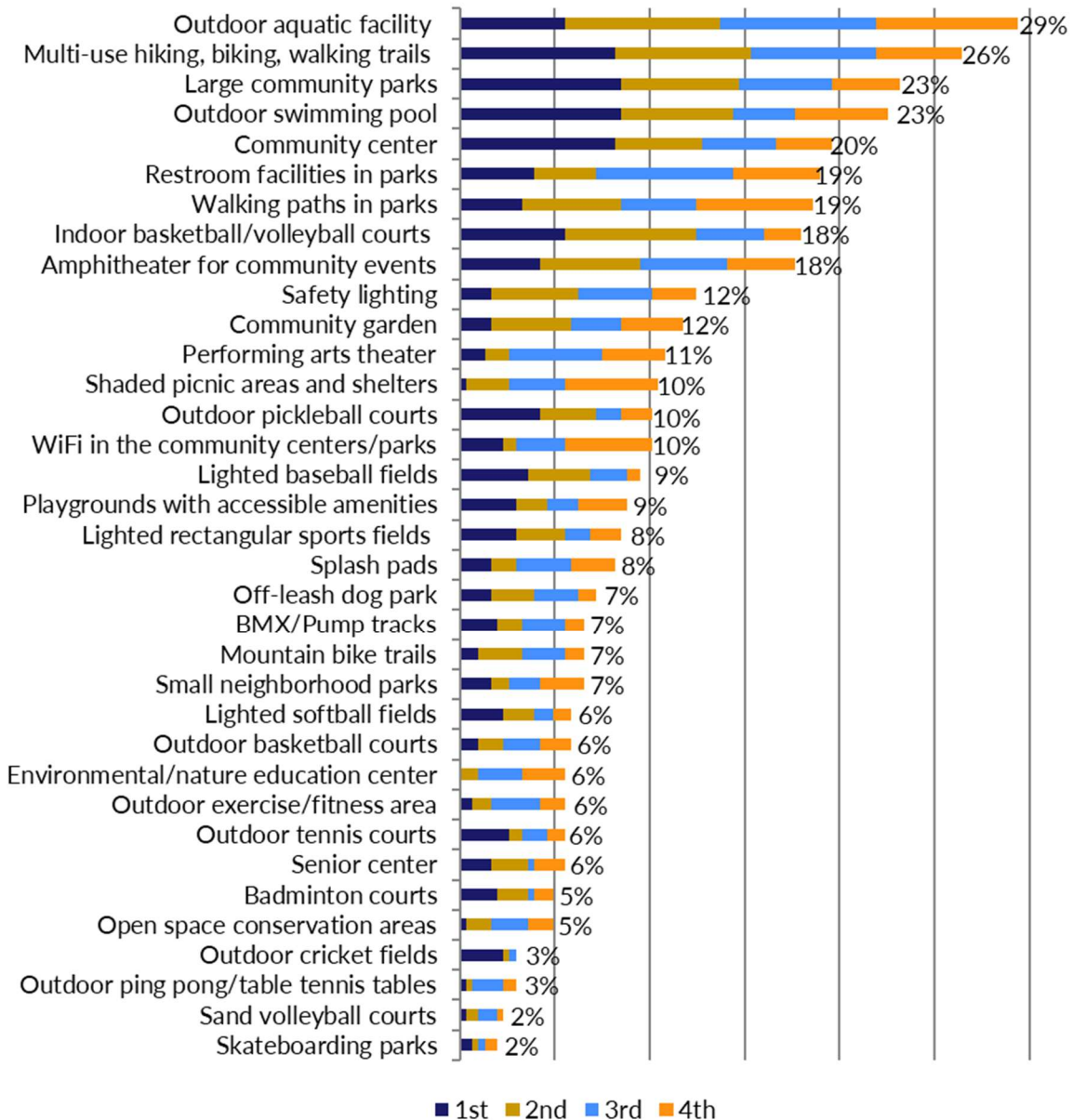


Please indicate how well your needs are being met for each of the facilities/amenities listed below.

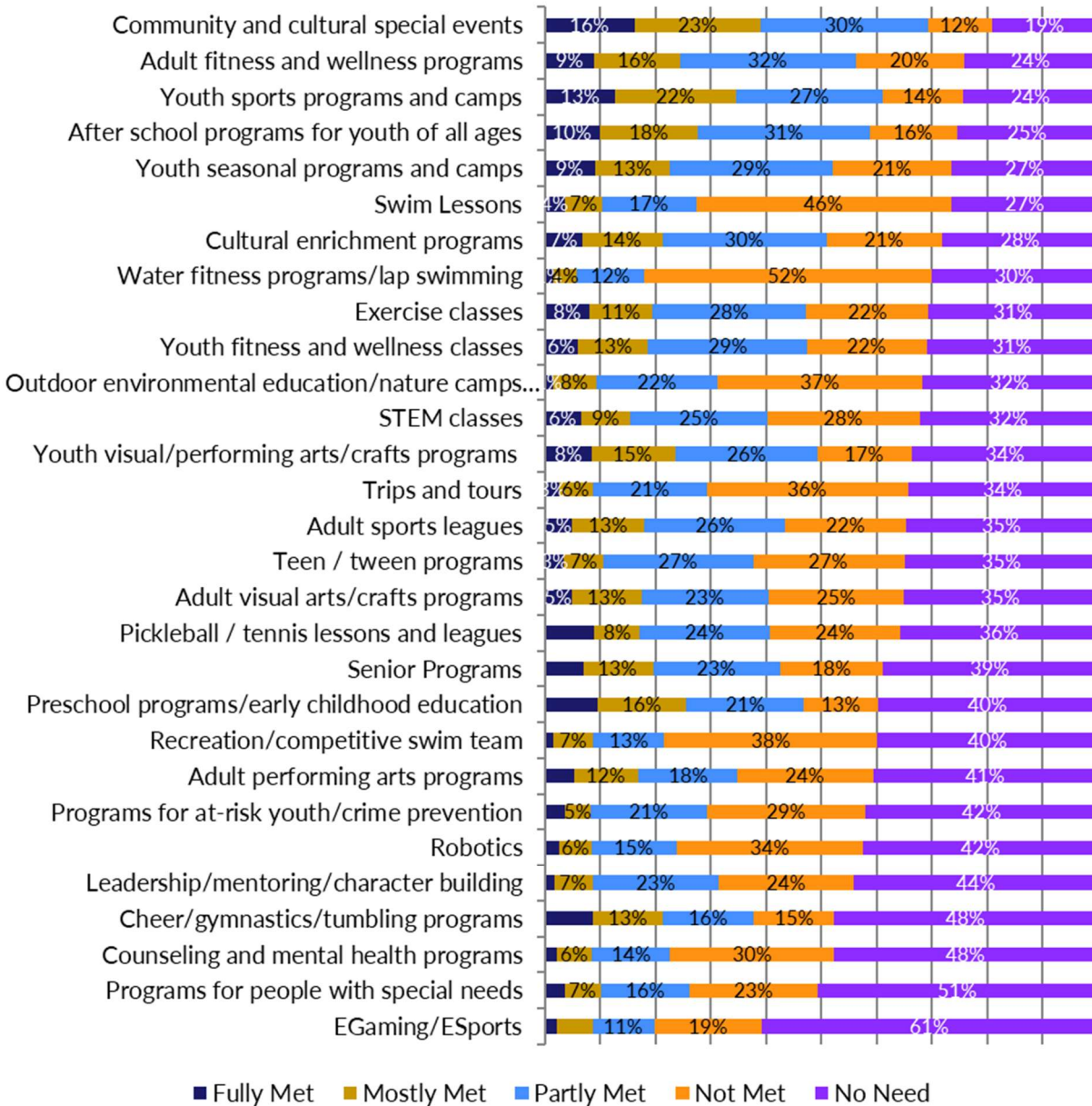




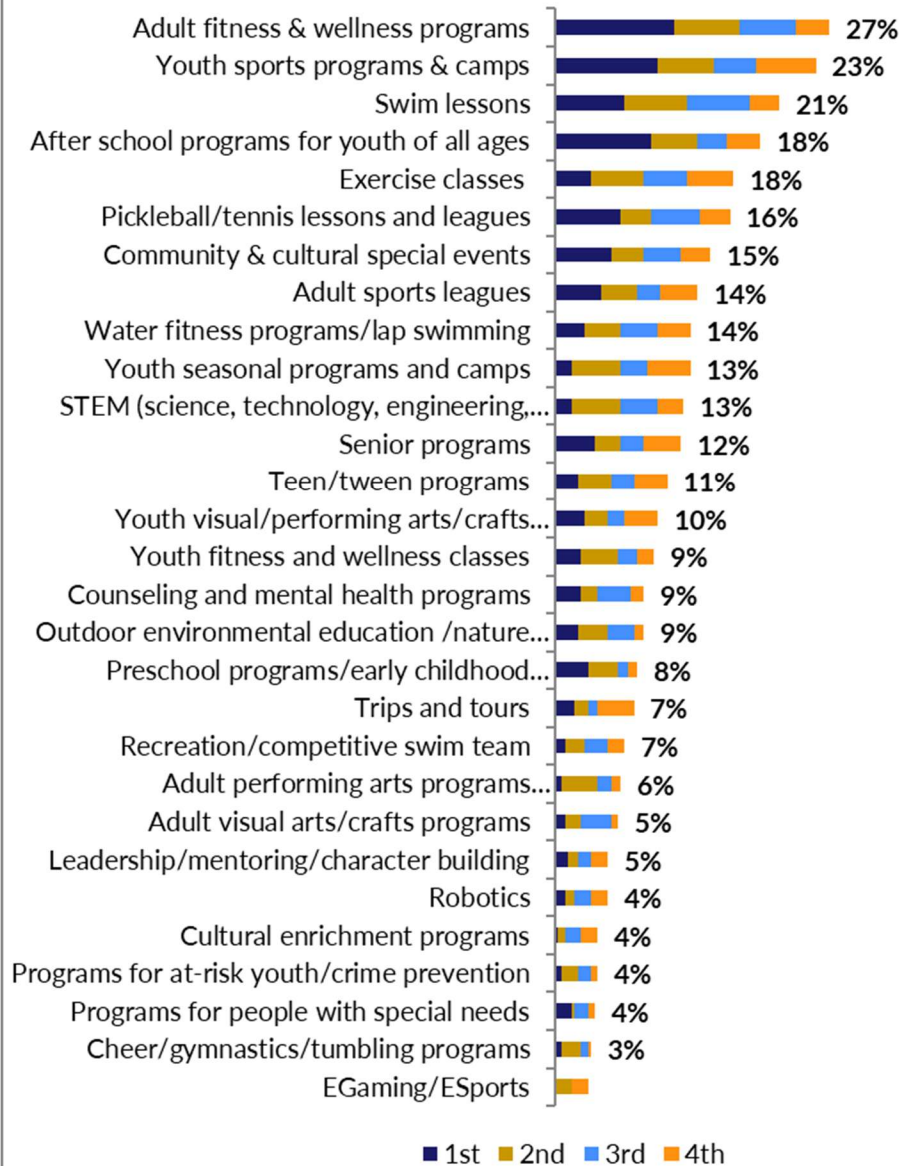
## Which FOUR facilities/amenities from the list are MOST IMPORTANT to your household?



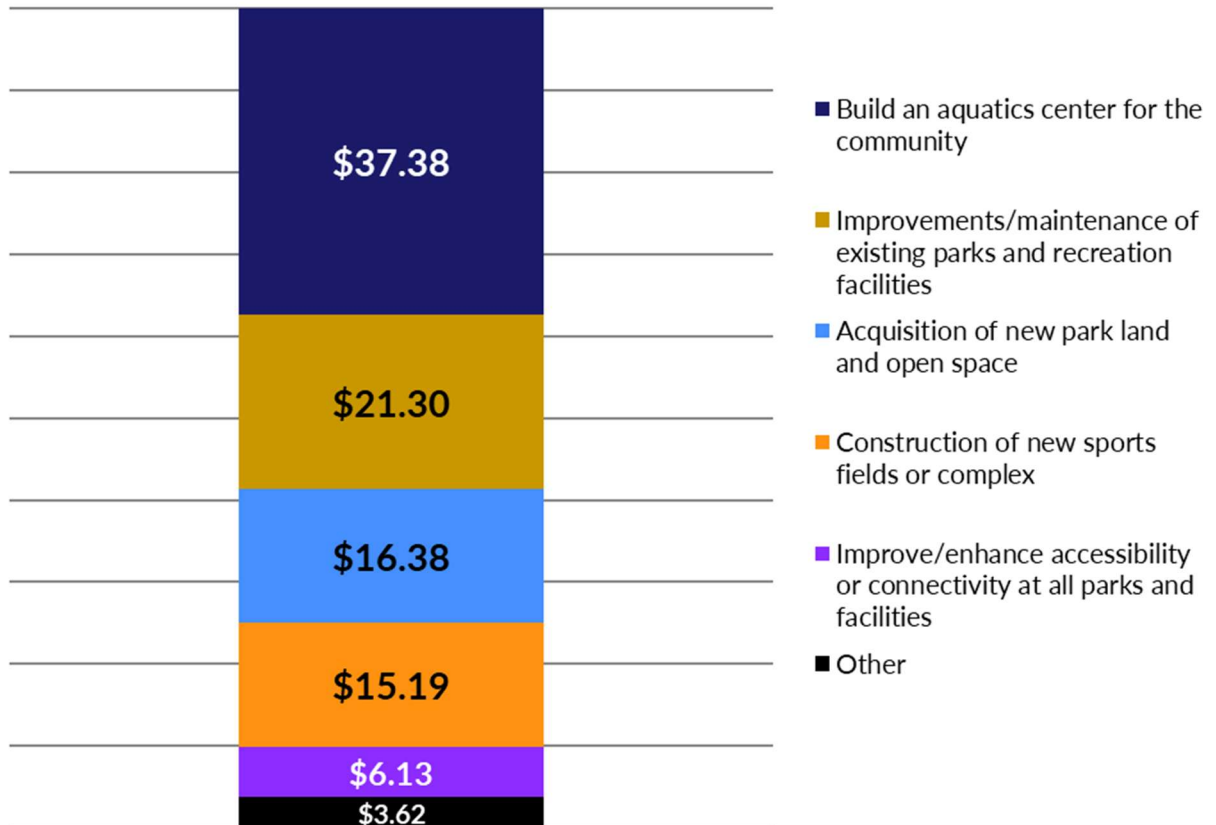
Please indicate how well your needs are being met for each of the programs/activities listed below.



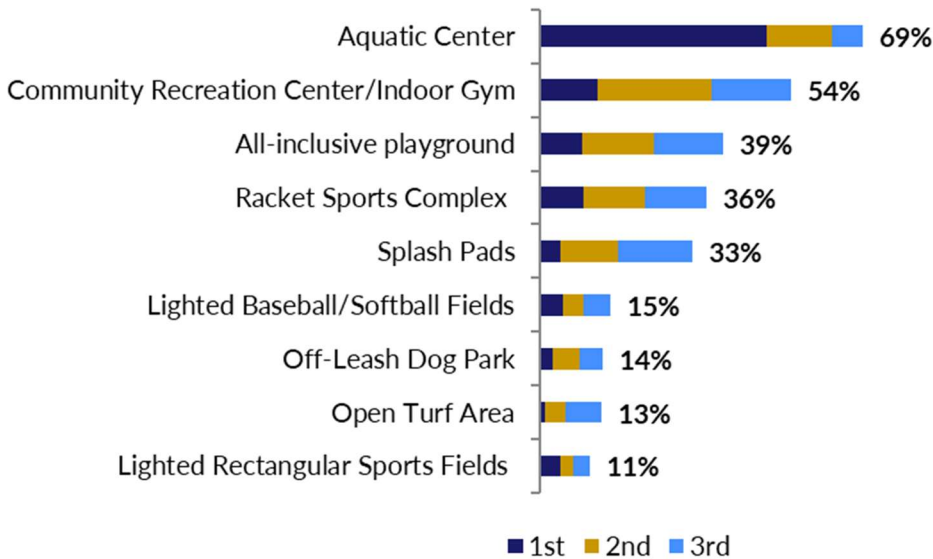
## Which FOUR programs/activities from the list are MOST IMPORTANT to your household?



If you had \$100, how would you allocate the funds among the parks and recreation categories listed below? [Please be sure your total adds up to \$100.]

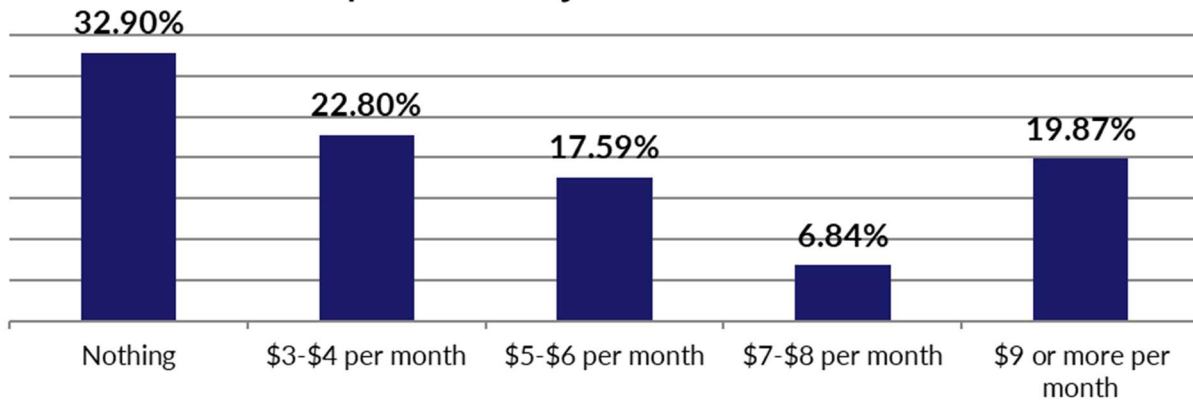


JCSD currently owns approximately 25 acres of land adjacent to Eastvale Community Park (ECP), offering an opportunity to expand the park. What are the top THREE uses of this expansion you would support the most?  
[Choose your top three from the list below.]

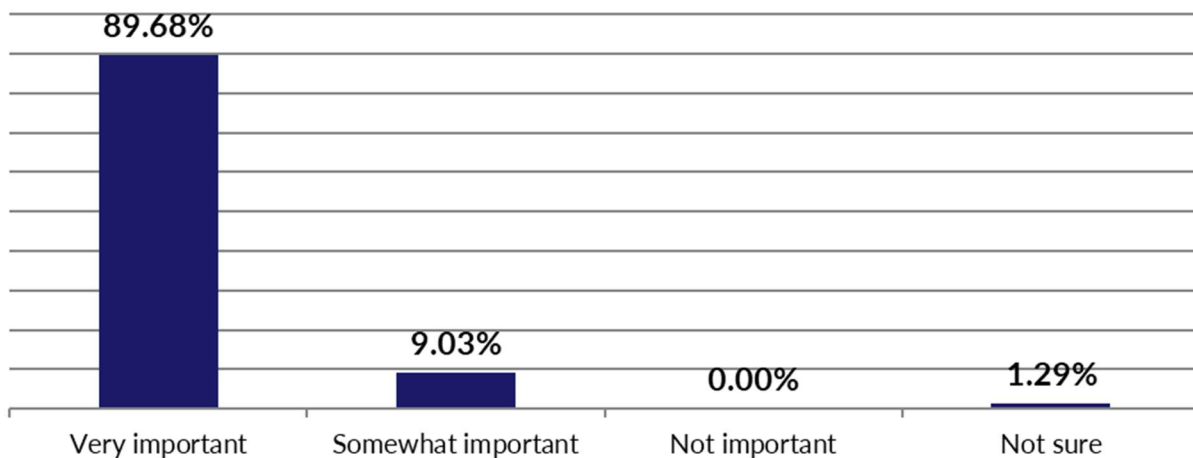


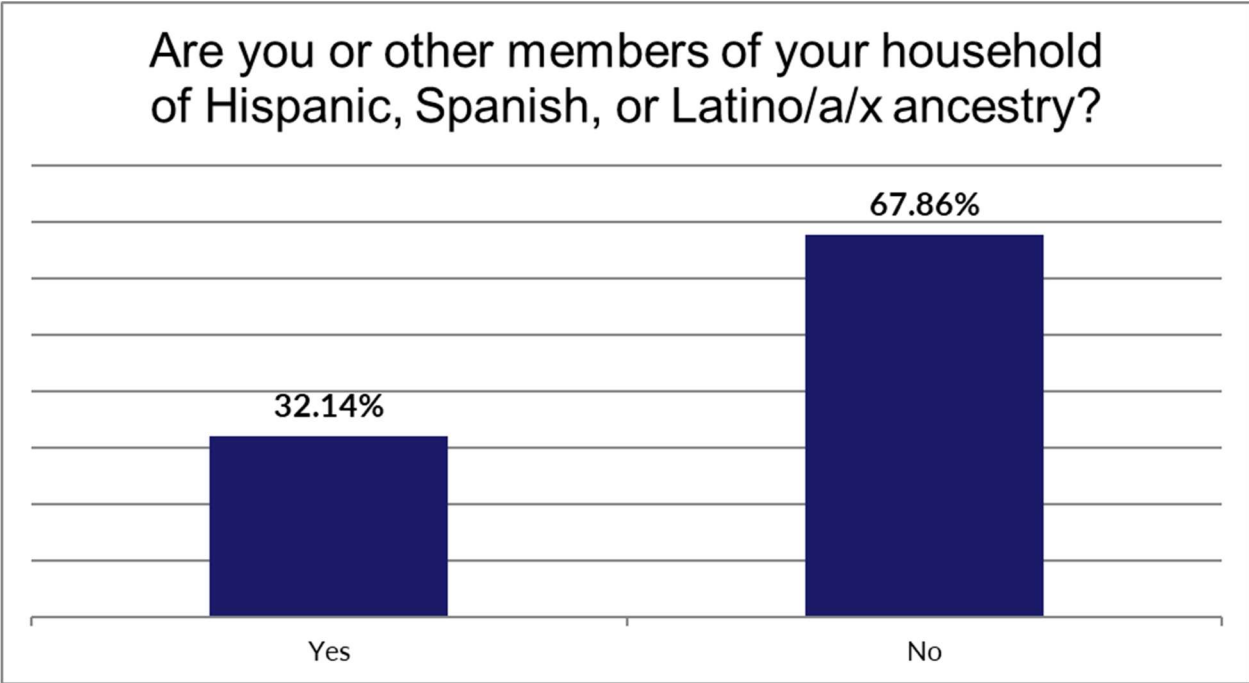
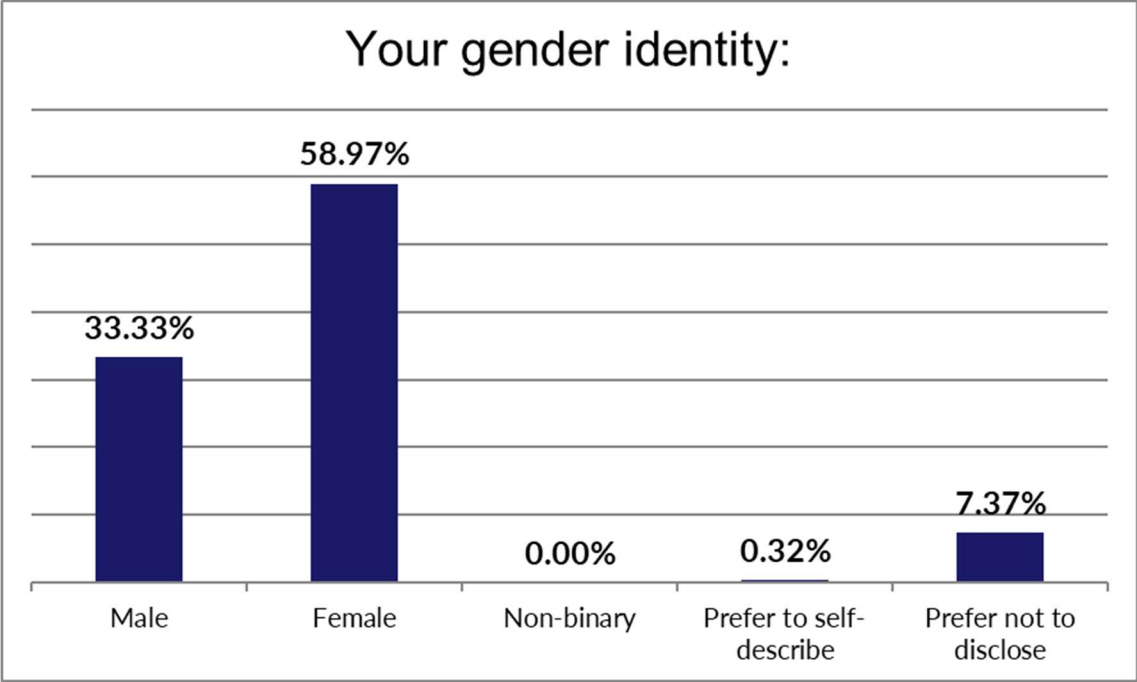


What is the maximum amount of additional tax revenue you would be willing to pay to improve the JCSD Parks & Recreation system with the parks, trails, recreation facilities and programs you have indicated are most important to your household?

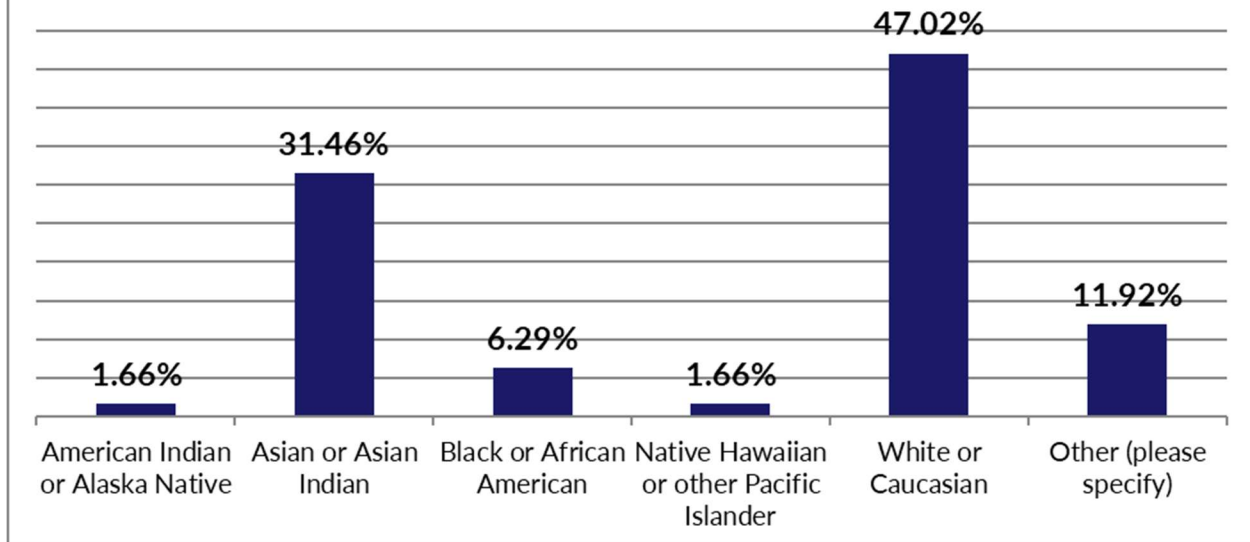


How important do you feel it is for the JCSD to provide high quality parks, recreation facilities and programs?





## Which of the following best describes your race?



## APPENDIX C - PROGRAM INVENTORY

CONTRACT CLASSES	
Advanced Jr. Tennis Academy	Arts & Crafts
Ballet	Basketball
Baton Twirling	Beginner Jr. Tennis Academy
Bollywood Dance	Business
Cheerleading	Chess
Cooking	CPR & First Aid
Creative Movement	Cricut Crafting
Drivers Training	Drums
Guitar	Gymnastics
Hip Hop	Intermediate Jr. Tennis Academy
Jazz	Jiu Jitsu
Karate	Keyboard
Language	Lyrical Contemporary
Match Play	Painting
Pee Wee Lessons	Pickleball
Preschool	Private Lessons
Recital	Sign Language
Singing	Small Group Lessons-Tennis
Soccer	Stretch & Meditation
Taekwondo	Tap
Tee-ball	Tutoring

FITNESS AND WELLNESS	
Karate	Senior Line Dance
Total Body Fitness	Yoga
Zumba	

SENIOR PROGRAMS	
AARP Classes	Beads & Baubles
Birthday Month Celebrations	Crochet & Knit Club
Foundations of Fitness	Mat Pilates
Medicare 101	Monthly Special Events
Social Hour	Speaker Series
Students & Seniors	Tai Chi
Walk with a Doc	Walking Club

SPORTS	
Adult Basketball	Adult Softball
Adult Volleyball	Badminton
Basketball	JCSD Basketball Training Class
JCSD Multi-Sport Class	JCSD Pee Wee Basketball Class
JCSD Volleyball Training Class	Pickleball
Table Tennis	Volleyball
Walking Club	Youth Basketball
Youth Volleyball	

YOUTH PROGRAMS	
After School	Kids Zone Before School
Me and My Grown Up	Off Track
Summer Camp	Tiny Tots
Winter Camp	



## APPENDIX D - SIMILAR PROVIDERS

<b>Name of Agency</b>	<b>Location in the City</b>	<b>Operator (Public / Private / Not-for-Profit)</b>	<b>General Description</b>	<b>Price Comparison with your Services (Same / Lower / Higher)</b>	<b>Distance in minutes from your Prime Facility</b>
City of Chino	13201 Central Ave. Chino, CA 91710	Public	Special events, contract classes, activities, programs, sports	Varies	10
City of Chino Hills	14000 City Center Dr. Chino Hills, CA 91709	Public	Special events, contract classes, activities, programs, sports	Varies	20
City of Corona	365 N. Maint St. Corona, CA 92880	Public	Special events, contract classes, activities, programs, sports	Varies	15
City of City	12363 Limonite Ave Ste 910 City, CA 91752	Public	Special events	Lower	0
City of Norco	3900 Acacia Ave Norco, CA 92860	Public	Special events, contract classes, activities, programs, sports	Varies	5
City of Ontario	2455 E. Riverside Dr Ontario, CA 91761	Public	Special events, contract classes, activities, programs, sports	Varies	10
City Athletics	5379 Hamner Ave City, CA 91752	Private	Fitness Facility with some classes	Higher	3
JARPD	8621 Jurupa Rd Jurupa Valley, CA 92509	Public	Special events, contract classes, activities, programs, sports	Varies	10
Kiddies Academy	3977 Bedford Canyon Rd Corona, CA 92883	Private	Childcare, early childhood programs	Higher	5
Learning Experience	12754 Limonite Ave City, CA 92880	Private	Childcare, early childhood programs	Higher	5
Mathnasium	13394 Limonite Ave #B130 City, CA 92880	Private	Educational enrichment classes/tutoring	Higher	3
On Point Dance Studio	3591 Hamner Ave Ste A Norco, CA 92860	Private	Dance Classes, Gymnastics	Higher	5
Prestige Academy	14276 Schleisman Rd City, CA 92880	Private	Childcare, early childhood programs	Higher	5
Silverlakes	5555 Hamner Ave Norco, CA 92860	Private	Special events and sports	Higher	5
YMCA	12884 Oakdale St Corona, CA 92880	Public	Afterschool Programs	Higher	3

## APPENDIX E - PARK & FACILITY EVALUATIONS

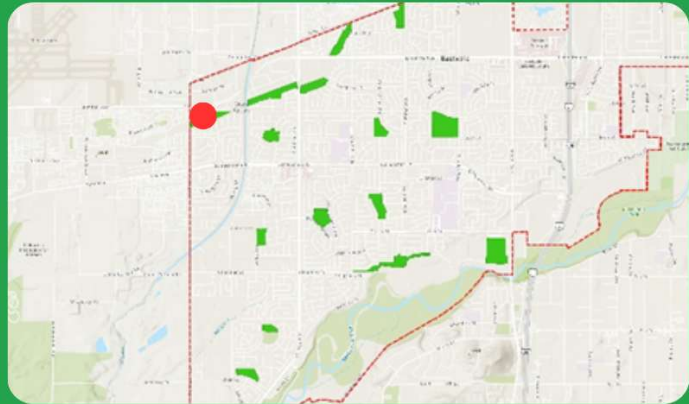
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Note that these assessments were completed in October 2023 and reflect the condition of the parks at that time. They have not been updated with improvements that have been done since that date.

# American Heroes Park

6608 Hellman Avenue

**Community Park**  
**Suburban**  
**18.95 acres**

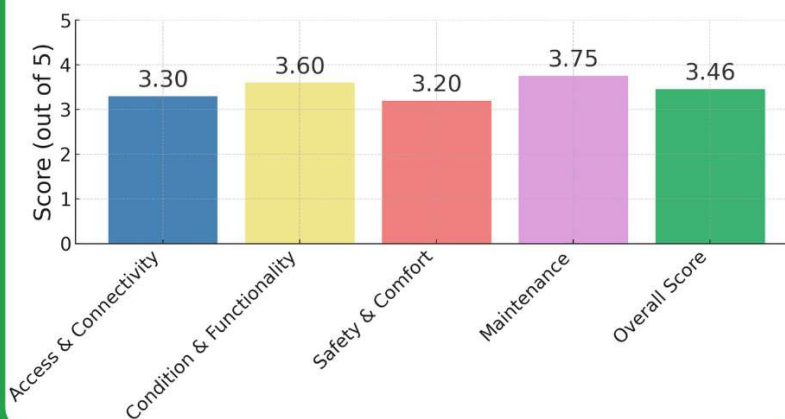


## SITE AMENITIES

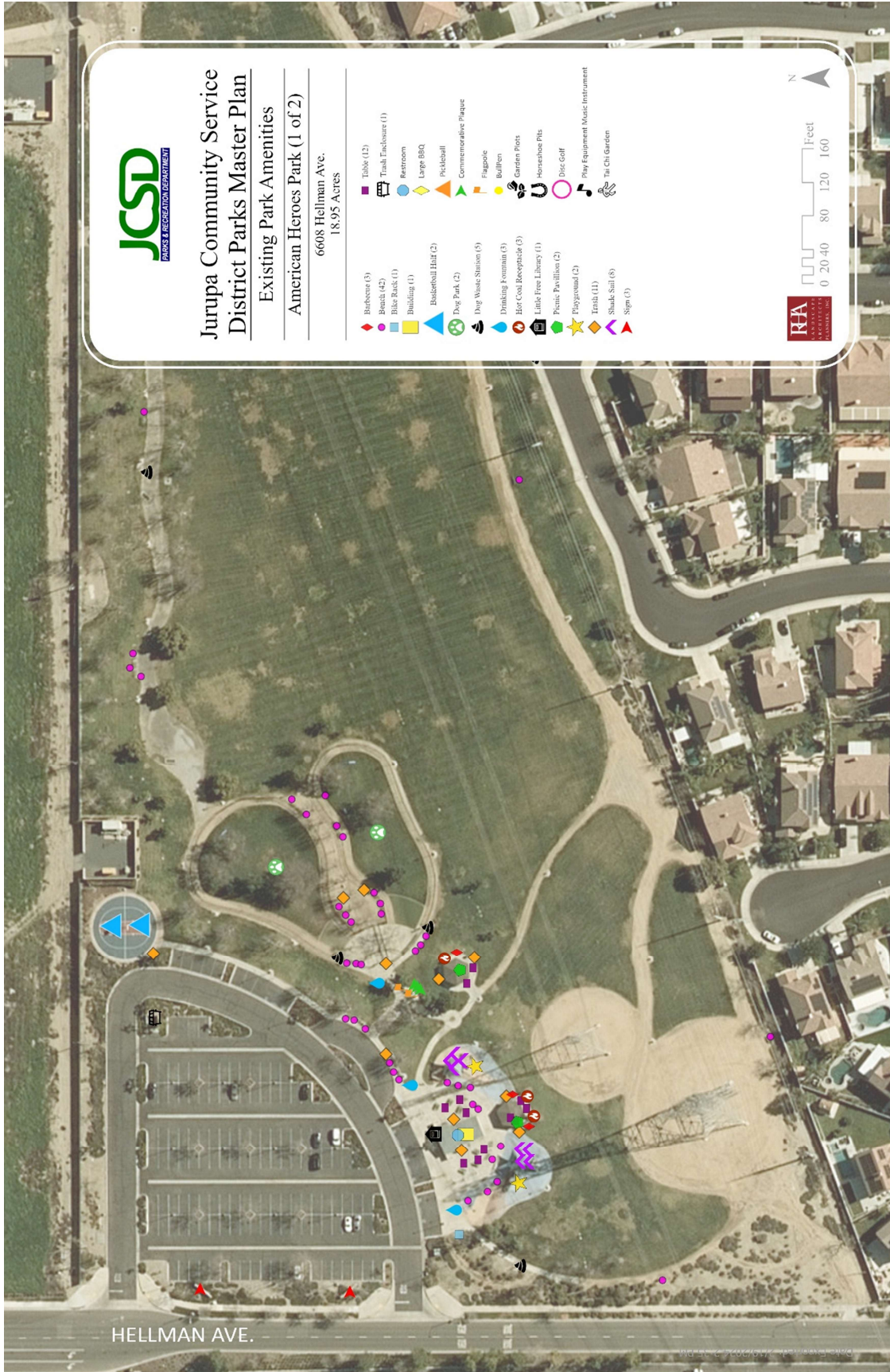
- |                          |                         |
|--------------------------|-------------------------|
| 3 Barbecues              | 3 Monument Signs        |
| 42 Benches               | 12 Tables               |
| 1 Bike Rack              | 11 Trash Receptacles    |
| 1 Building               | 1 Trash Enclosure       |
| 1 Bulletin Board         | 3 Hot Coal Receptacles  |
| 2 Basketball Half Courts | 2 Flag Poles            |
| 2 Dog Parks              | 3 Commemorative Plaques |
| 5 Dog Waste Stations     |                         |
| 1 Little Free Library    |                         |
| 2 Picnic Shelters        |                         |
| 1 Playground (2-5)       |                         |
| 1 Playground (5+)        |                         |
| 1 Restrooms              |                         |
| 8 Shade Sails            |                         |



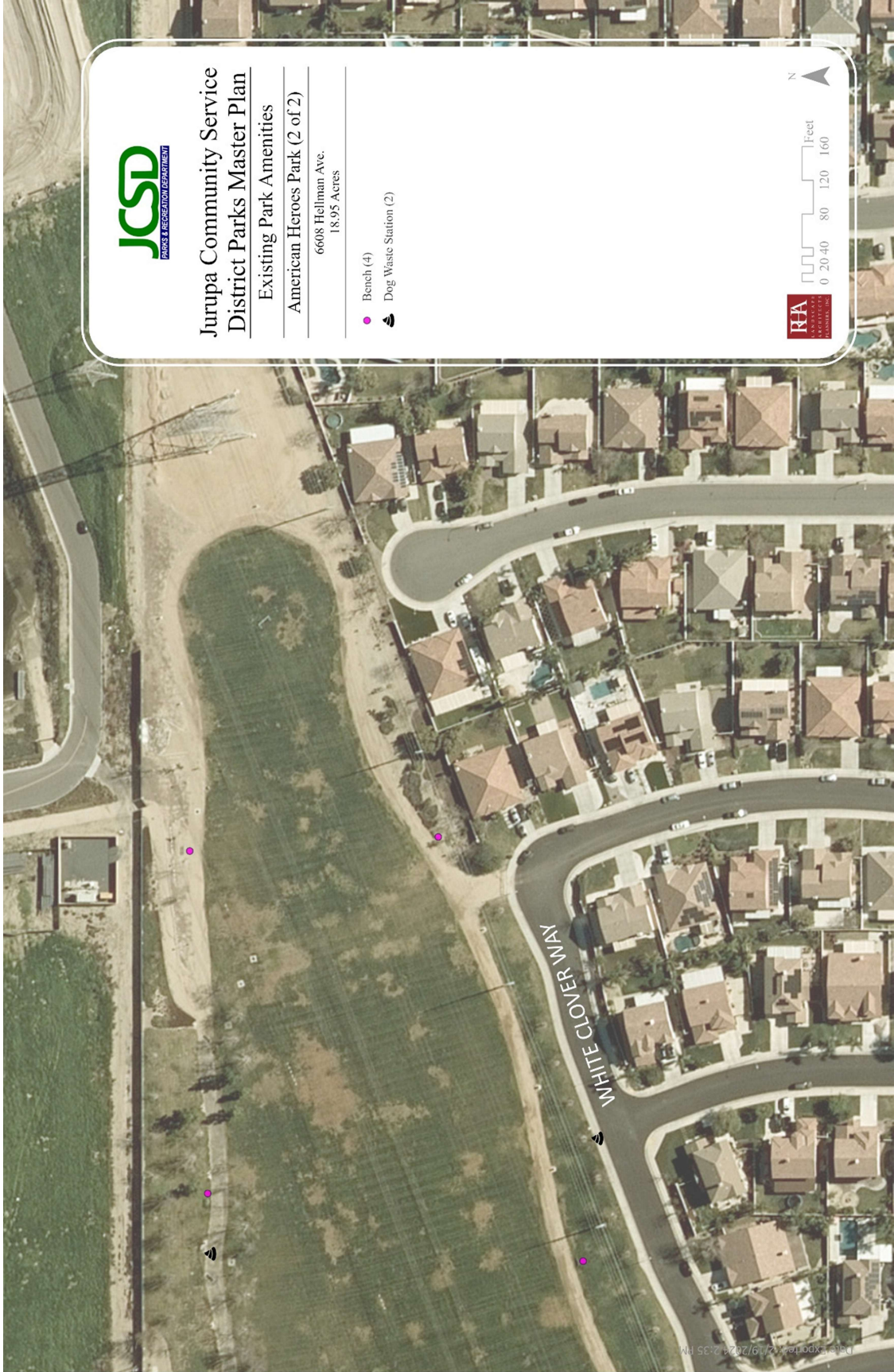
Assessment Scores by Category













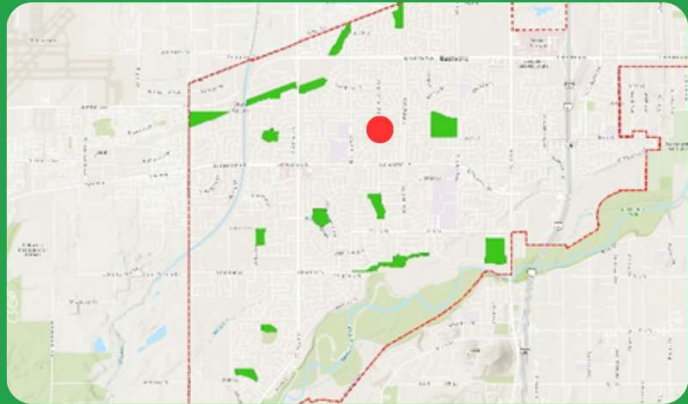
## Cedar Creek Park

6709 Cedar Creek Road

**Neighborhood Park**

**Suburban**

**9.54 acres**

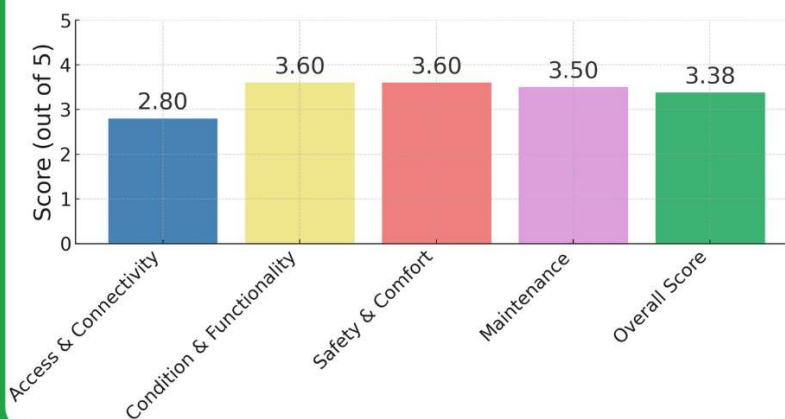


### SITE AMENITIES

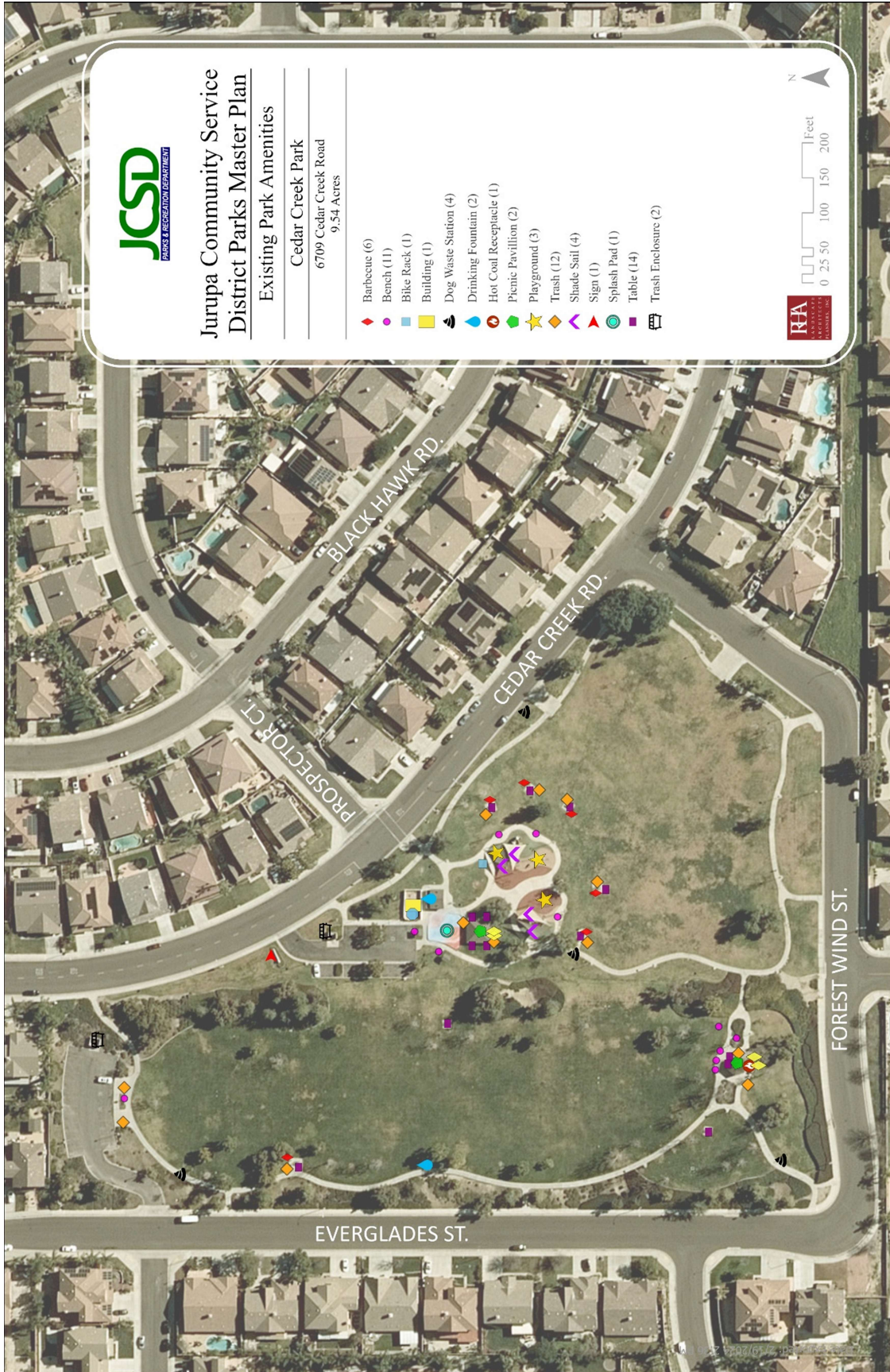
- |                       |                     |
|-----------------------|---------------------|
| 6 Barbecue            | 1 Monument Sign     |
| 4 Barbeque "Large"    | 1 Splash Pad        |
| 11 Bench              | 14 Table            |
| 1 Bike Rack           | 12 Trash Receptacle |
| 2 Drinking Fountain   | 2 Trash Enclosure   |
| 4 Dog Waste Station   |                     |
| 1 Hot Coal Receptacle |                     |
| 2 Picnic Shelter      |                     |
| 1 Playground (2-5)    |                     |
| 1 Playground (5+)     |                     |
| 1 Restrooms           |                     |
| 4 Shade Sail          |                     |



Assessment Scores by Category









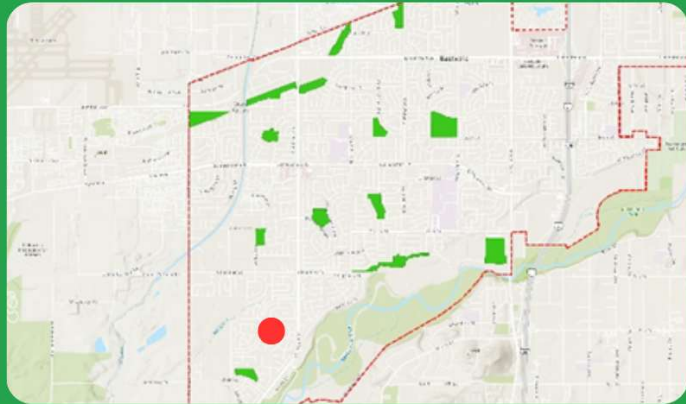
# Dairyland Park

14520 San Remo

Neighborhood Park

Suburban

9.22 acres

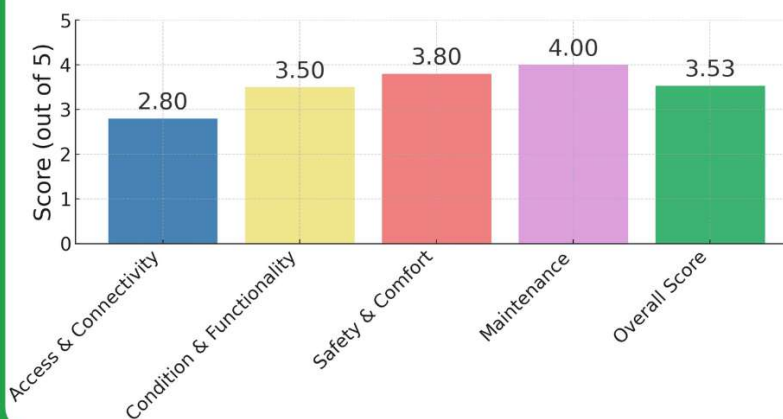


## SITE AMENITIES

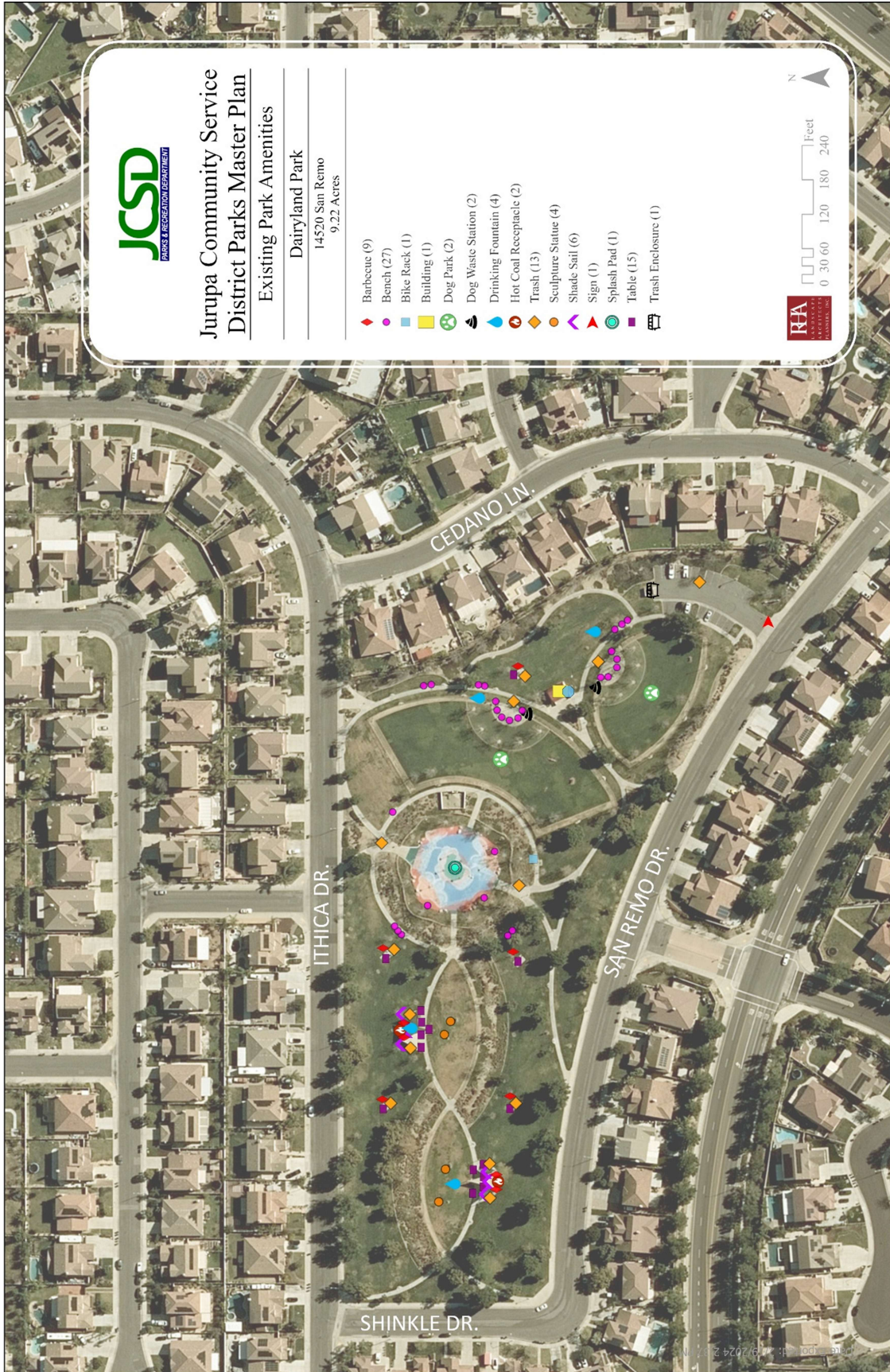
- |                        |                      |
|------------------------|----------------------|
| 9 Barbecues            | 1 Monument Sign      |
| 27 Benches             | 1 Splash Pad         |
| 1 Bike Racks           | 13 Trash Receptacles |
| 1 Building             | 1 Trash Enclosure    |
| 4 Drinking Fountains   |                      |
| 2 Dog Parks            |                      |
| 2 Dog Waste Stations   |                      |
| 2 Hot Coal Receptacles |                      |
| 1 Restroom             |                      |
| 4 Sculpture / Artworks |                      |
| 6 Shade Sails          |                      |



Assessment Scores by Category









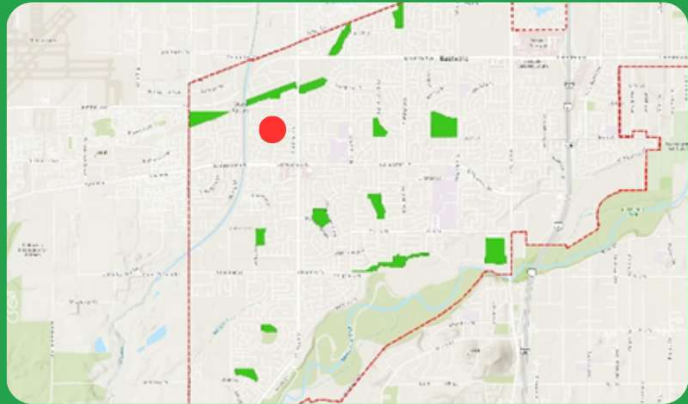
## Deer Creek Park

6785 Iron Horse Park

**Neighborhood Park**

**Suburban**

**9.30 acres**



### SITE AMENITIES

2 Barbecues

4 Barbeques "Large"

14 Benches

1 Bike Racks

1 Bleachers

5 Dog Waste Stations

2 Drinking Fountains

2 Dugouts

4 Exercise Stations

4 Hot Coal Receptacles

6 Shade Sails

1 Monument Sign

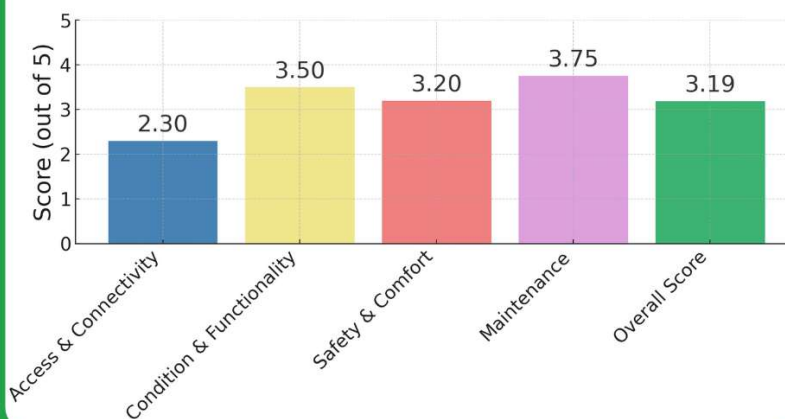
13 Trash Receptacles

1 Snack Bar / Restroom

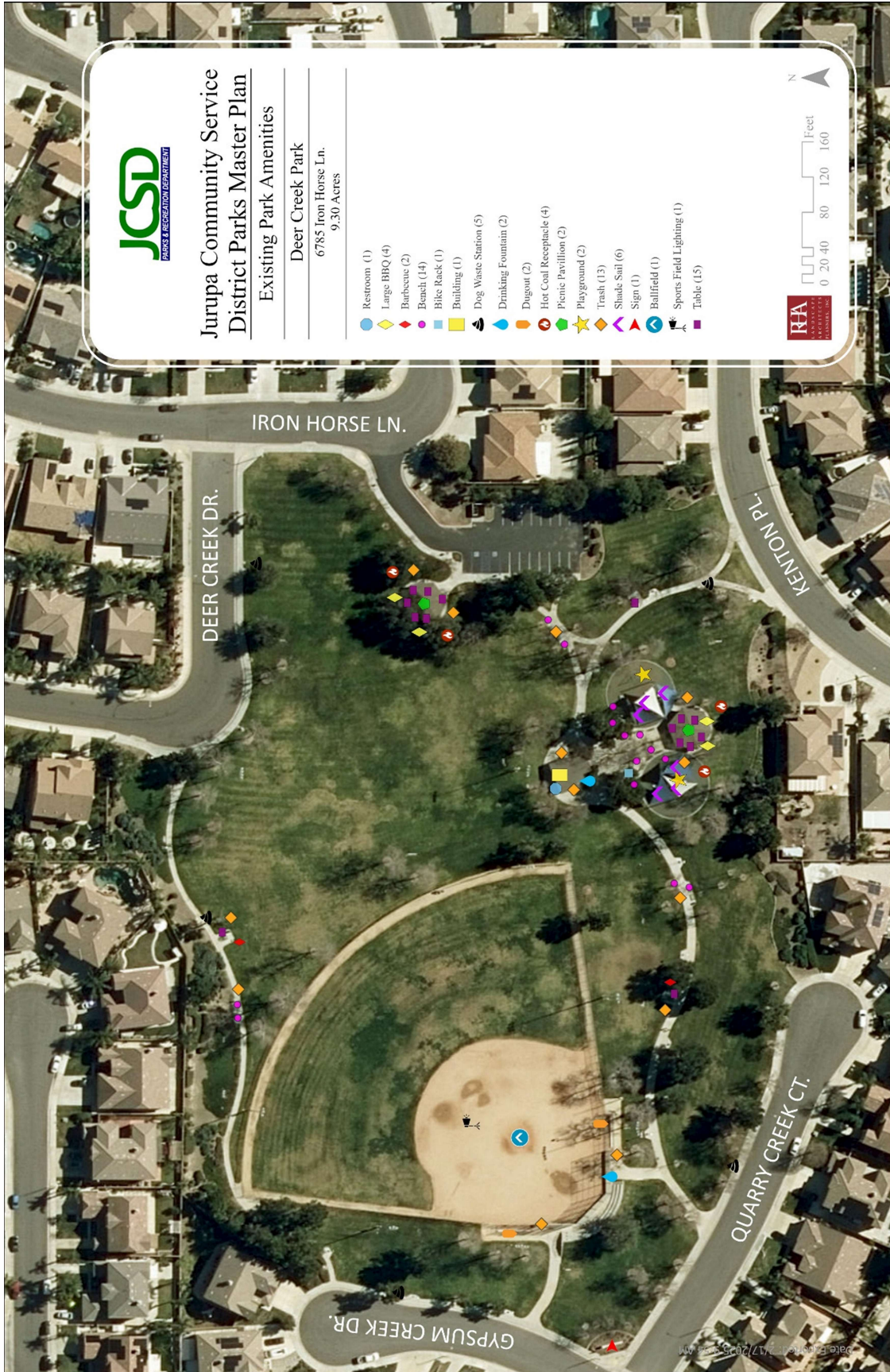
15 Tables



Assessment Scores by Category







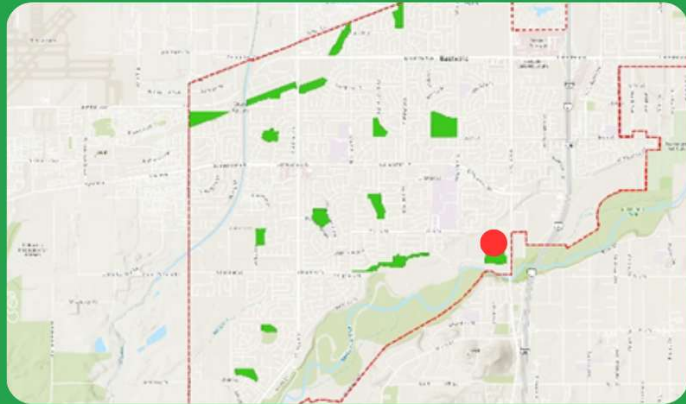
# Eastvale Community Park

6608 Hellman Avenue

**Community Park**

**Suburban**

**46.53 acres**

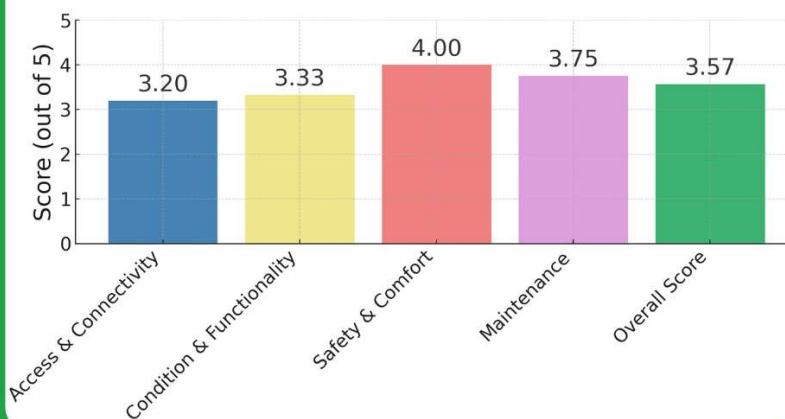


## SITE AMENITIES

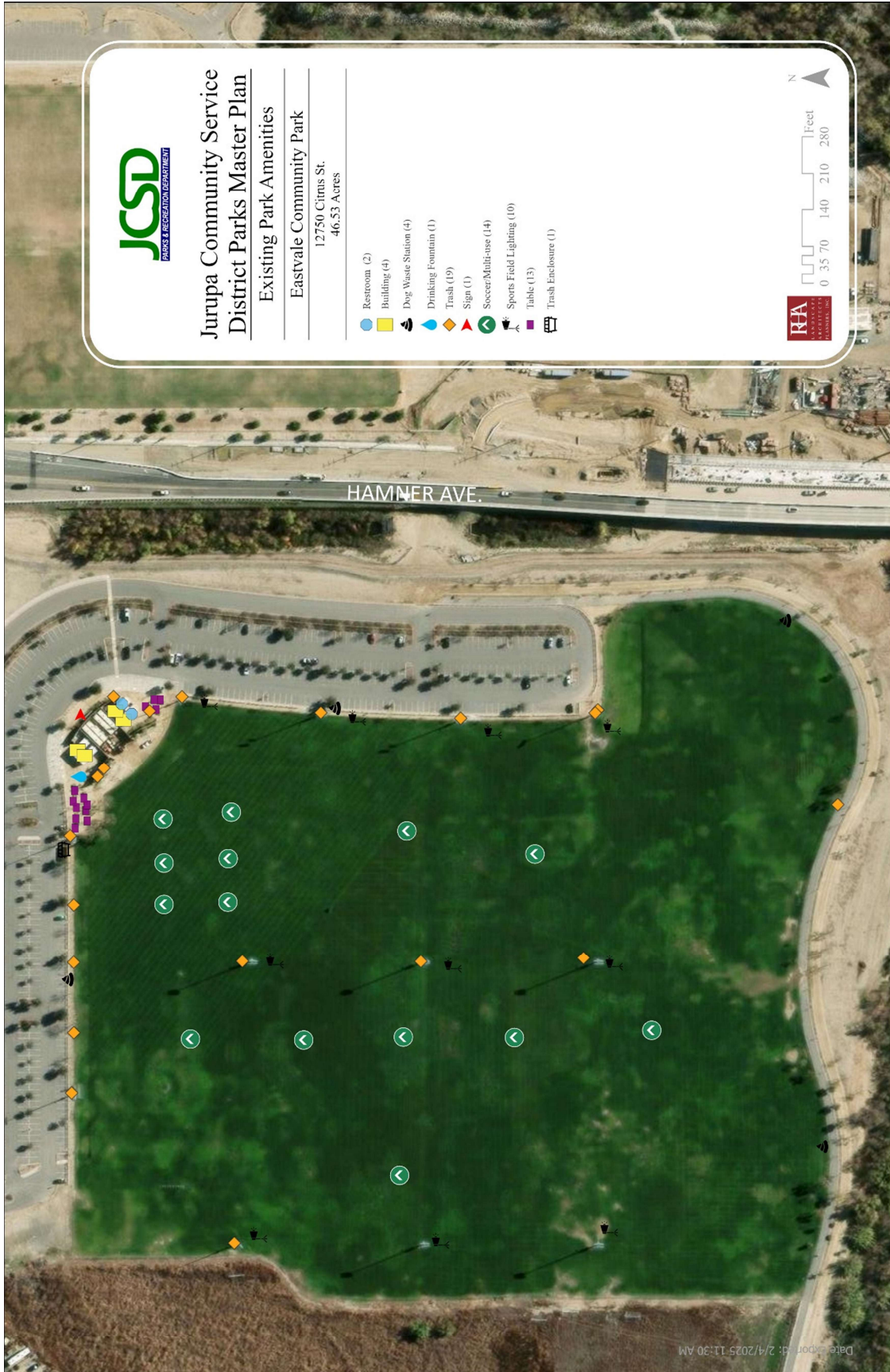
- 4 Buildings
- 1 Drinking Fountain
- 2 Restrooms
- 1 Monument Sign
- 4 Dog Waste Stations
- 13 Tables
- 19 Trash Receptacles
- 1 Trash Enclosure



Assessment Scores by Category



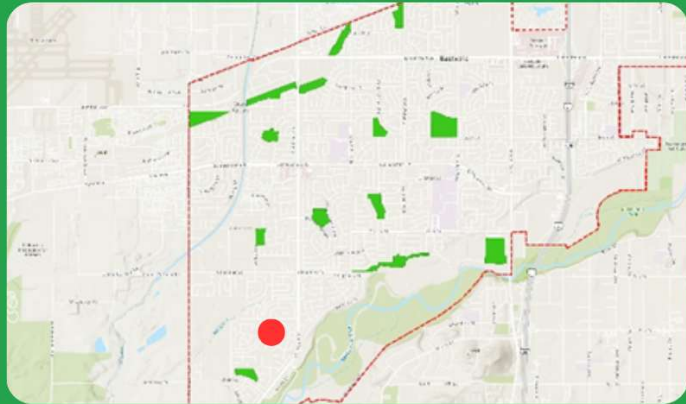




# Half Moon Park

14383 Cherry Creek

**Neighborhood Park**  
**Suburban**  
**5.00 acres**

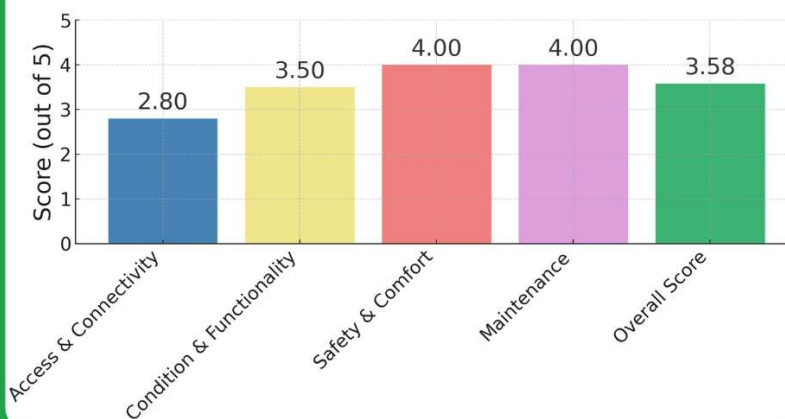


## SITE AMENITIES

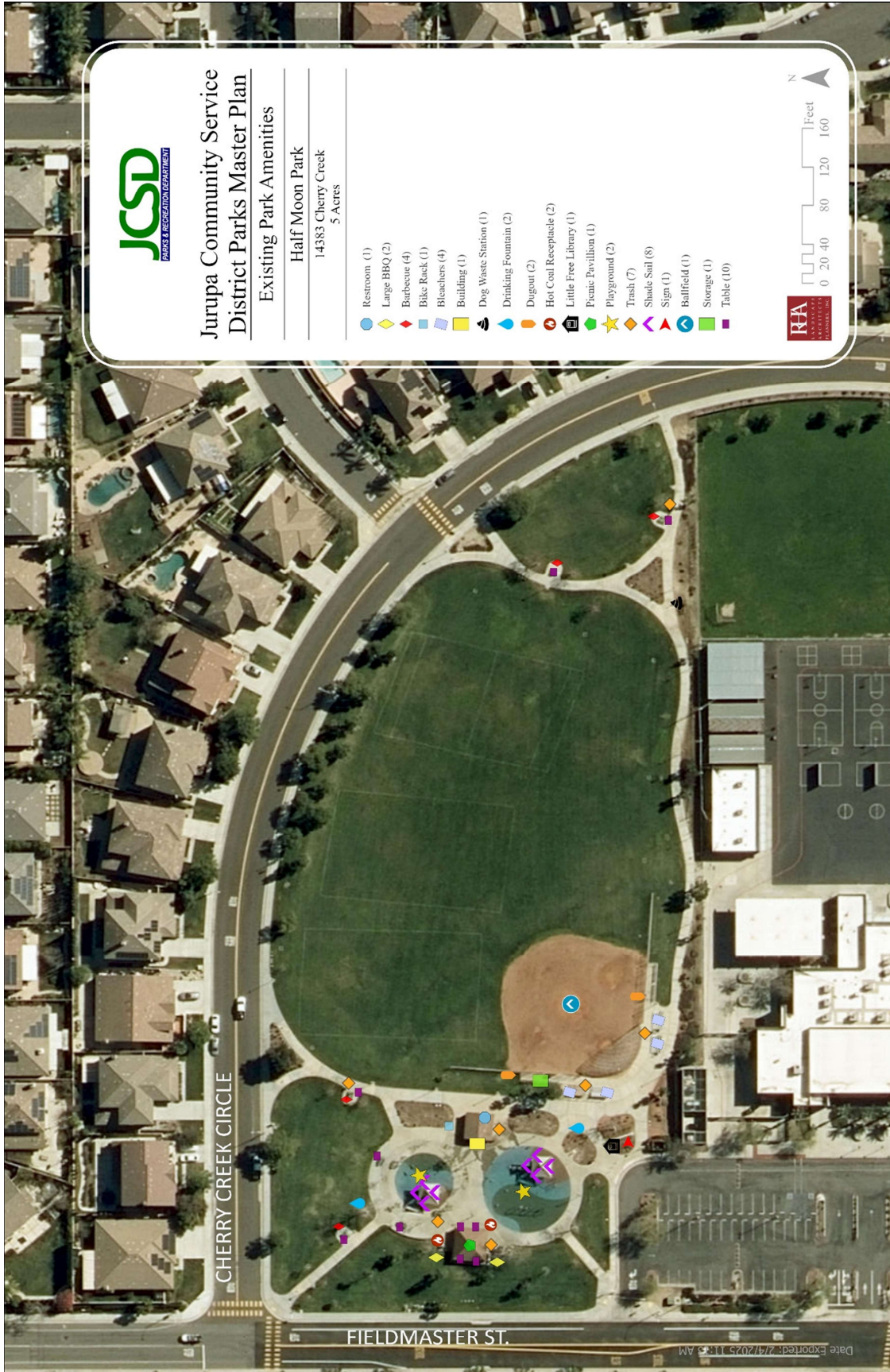
- |                       |                     |
|-----------------------|---------------------|
| 4 Barbecues           | 8 Shade Sails       |
| 2 Large Barbeques     | 1 Monument Sign     |
| 1 Bike Rack           | 1 Ballfield         |
| 4 Bleachers           | 10 Tables           |
| 1 Building            | 7 Trash Receptacles |
| 2 Drinking Fountains  |                     |
| 2 Dugouts             |                     |
| 1 Dog Waste Station   |                     |
| 1 Little Free Library |                     |
| 1 Picnic Shelter      |                     |
| 1 Playground (2-5)    |                     |
| 1 Playground (5+)     |                     |
| 1 Restroom            |                     |



Assessment Scores by Category





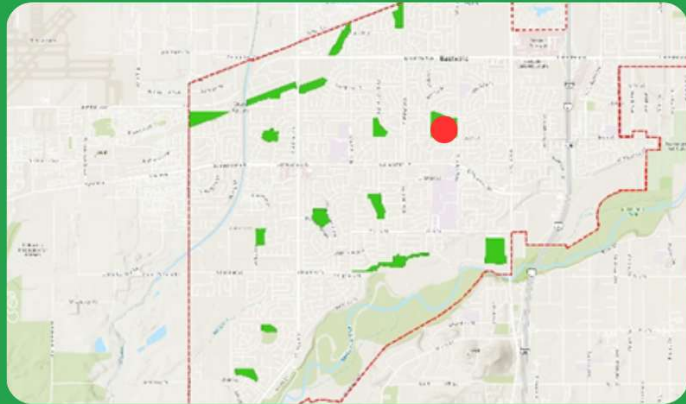




# Harada Heritage Park

13099 65<sup>th</sup> St.

**Community Park**  
**Suburban**  
**30.72 acres**

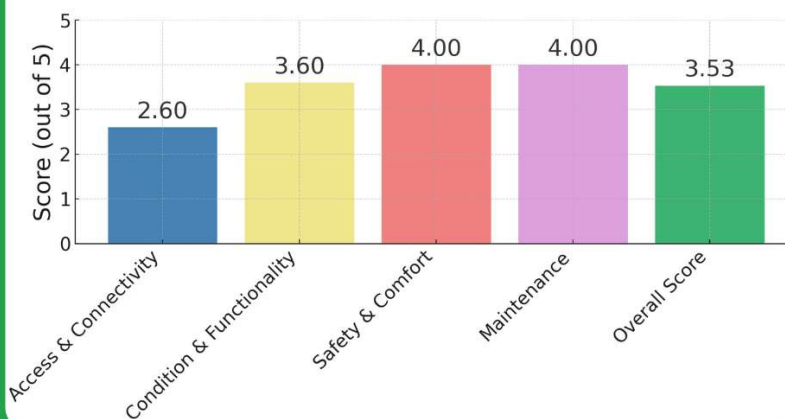


## SITE AMENITIES

- |                       |                         |
|-----------------------|-------------------------|
| 3 Barbecues           | 1 Playground (5+)       |
| 6 Large Barbeques     | 2 Restrooms             |
| 16 Benches            | 4 Shade Sails           |
| 7 Bike Racks          | 1 Monument Sign         |
| 2 Bleachers           | 5 Ballfield Lighted     |
| 5 Buildings           | 64 Tables               |
| 2 Bulletin Boards     | 43 Trash Receptacles    |
| 2 Bullpens            | 2 Trash Enclosures      |
| 7 Drinking Fountains  | 4 Hot Coal Receptacles  |
| 10 Dugouts            | 3 Commemorative Plaques |
| 2 Dog Parks           | 3 Score Boards          |
| 3 Dog Waste Stations  | 5 Scorekeepers Booths   |
| 1 Little Free Library | 1 Skatepark             |
| 4 Picnic Shelters     |                         |
| 1 Playground(2-5)     |                         |



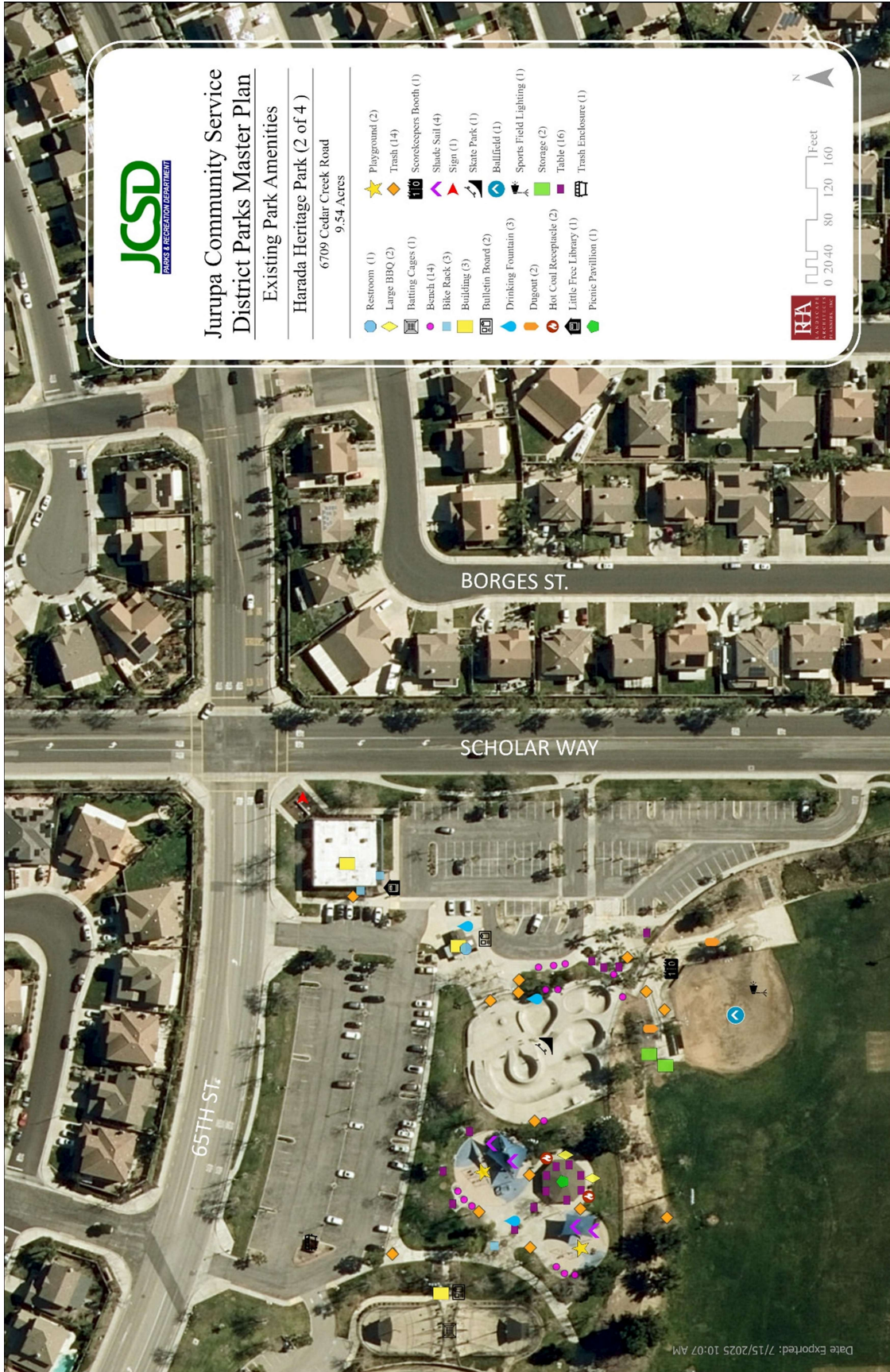
Assessment Scores by Category







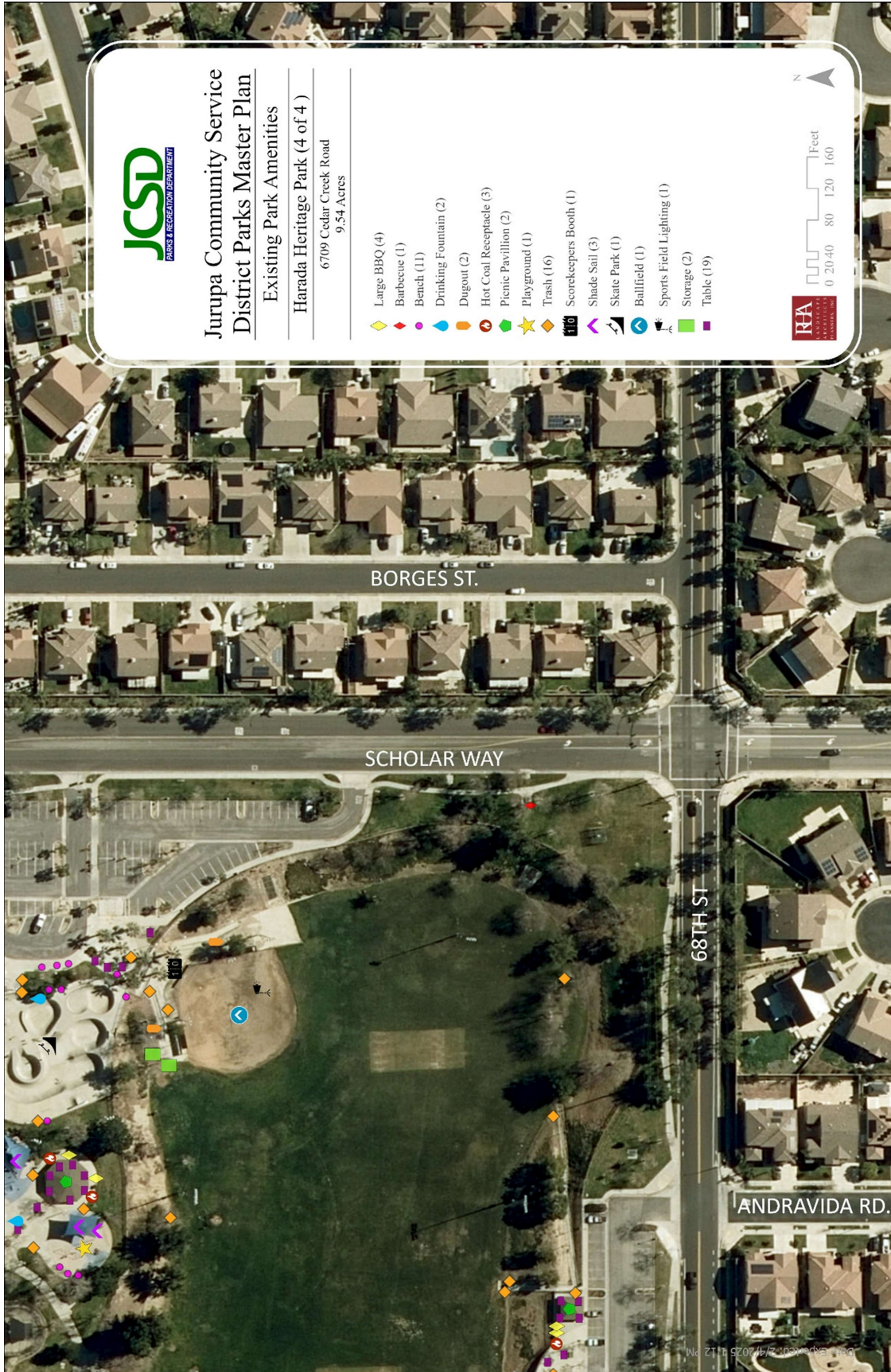














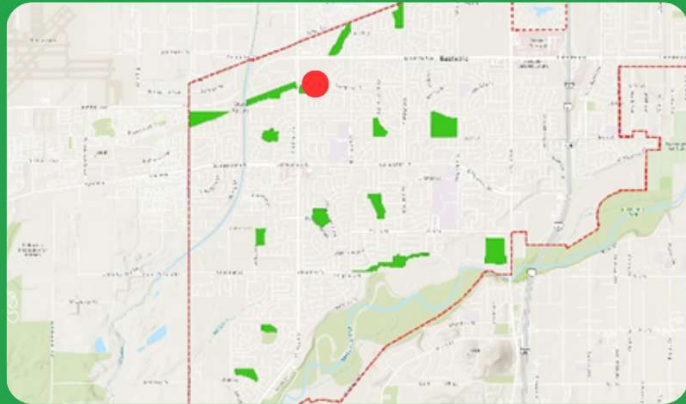
# James C Huber Park

6411 Rolling Meadows

Community Park

Suburban

12.56 acres

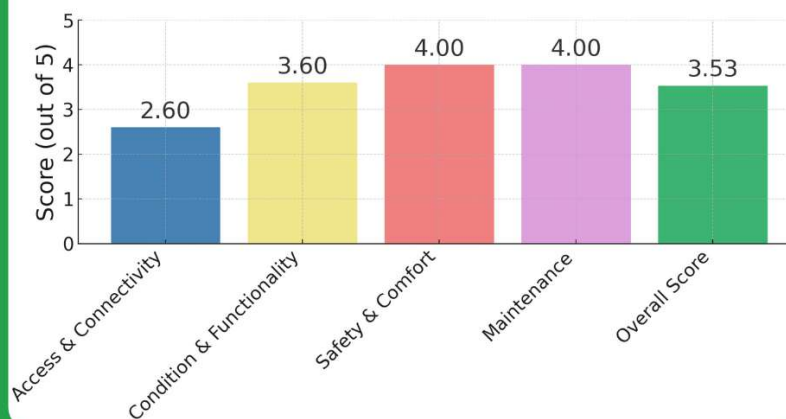


## SITE AMENITIES

- |                          |                      |
|--------------------------|----------------------|
| 10 Barbecues             | 1 Restrooms          |
| 2 Barbeques "Large"      | 5 Shade Sails        |
| 12 Benches               | 1 Monument Sign      |
| 1 Bike Racks             | 1 Skateparks         |
| 1 Building               | 1 Ballfield Lighted  |
| 2 Basketball Half Courts | 14 Tables            |
| 2 Tennis Courts          | 20 Trash Receptacles |
| 2 Drinking Fountains     | 1 Trash Enclosure    |
| 2 Dugouts                |                      |
| 1 Dog Waste Station      |                      |
| 2 Hot Coal Receptacles   |                      |
| 2 Picnic Shelters        |                      |
| 1 Playground (2-5)       |                      |
| 1 Playground (5+)        |                      |



Assessment Scores by Category









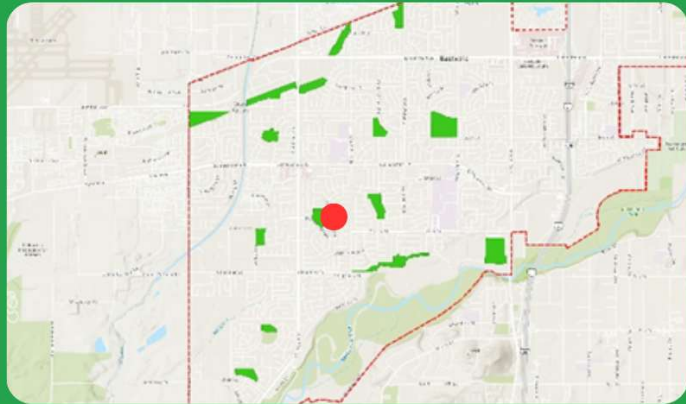
# McCune Family Park

7450 Eastvale Parkway

Community Park

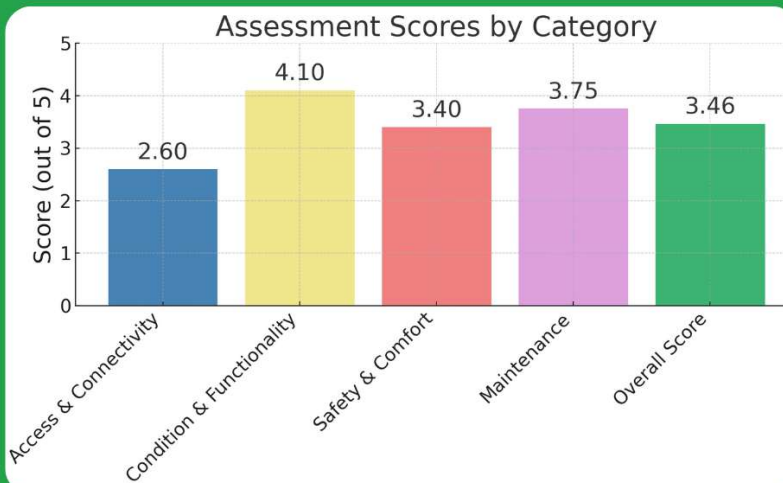
Suburban

11.85 acres



## SITE AMENITIES

- |                         |                      |
|-------------------------|----------------------|
| 6 Barbecue              | 5 Dog Waste Station  |
| 4 Barbeque "Large"      | 2 Picnic Shelter     |
| 20 Bench                | 1 Playground (2-5)   |
| 5 Bike Rack             | 1 Playground (5+)    |
| 4 Bleachers             | 1 Restrooms          |
| 2 Building              | 4 Shade Sail         |
| 1 Bulletin Board        | 1 Monument Sign      |
| 4 Bullpen               | 2 Ballfield Lighted  |
| 2 Basketball Half Court | 3 Storage Containers |
| 2 Tennis Court          | 18 Table             |
| 4 Drinking Fountain     | 22 Trash Receptacle  |
| 4 Dugout                | 1 Trash Enclosure    |
| 1 Flag Pole             |                      |
| 2 Hot Coal Receptacle   |                      |









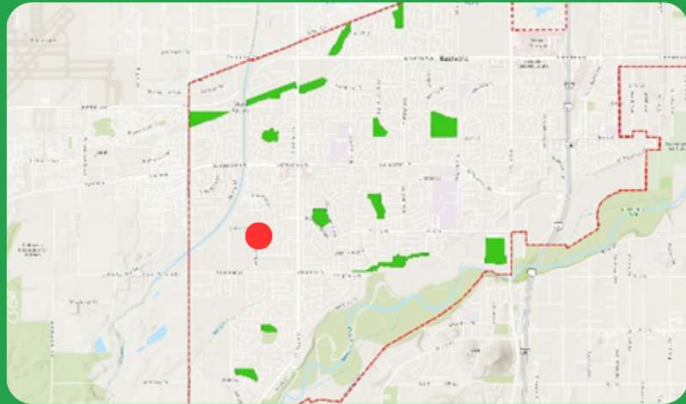
# Mountain View Park

14444 Selby Ave.

Neighborhood Park

Suburban

7.97 acres

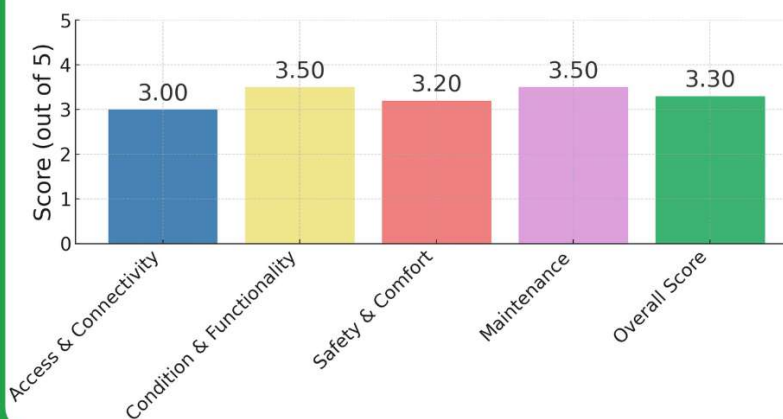


## SITE AMENITIES

- |                         |                      |
|-------------------------|----------------------|
| 8 Barbecues             | 1 Playground (2-5)   |
| 2 Large Barbeques       | 1 Playground (5+)    |
| 22 Benches              | 1 Restroom           |
| 1 Bike Rack             | 1 Monument Sign      |
| 2 Buildings             | 18 Tables            |
| 1 Basketball Full Court | 18 Trash Receptacles |
| 2 Tennis Courts         | 1 Trash Enclosure    |
| 2 Drinking Fountains    |                      |
| 3 Dog Waste Stations    |                      |
| 2 Hot Coal Receptacles  |                      |
| 2 Picnic Shelters       |                      |



Assessment Scores by Category









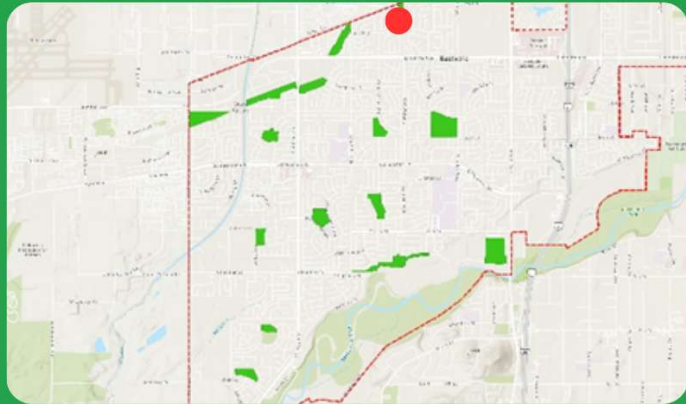
# Orchard Park

5900 Festival Way

Neighborhood Park

Suburban

9.84 acres



## SITE AMENITIES

9 Barbecues

12 Benches

1 Bike Racks

4 Bleachers

3 Buildings

1 Bulletin Board

2 Basketball Half Courts

2 Volleyball Courts

2 Drinking Fountains

4 Dugouts

7 Dog Waste Stations

1 Little Free Library

2 Picnic Shelters

1 Playground (2-5)

1 Playground (5+)

1 Restroom

6 Shade Sails

1 Monument Sign

1 Skatepark

2 Ballfields Lighted

2 Storage Containers

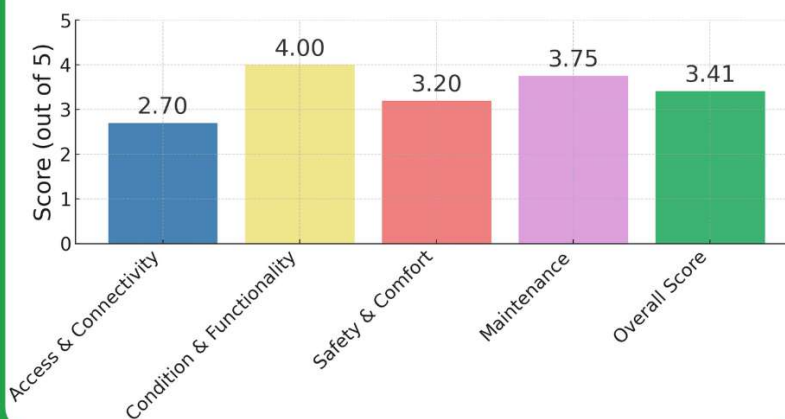
16 Tables

26 Trash Receptacles

1 Trash Enclosure



Assessment Scores by Category





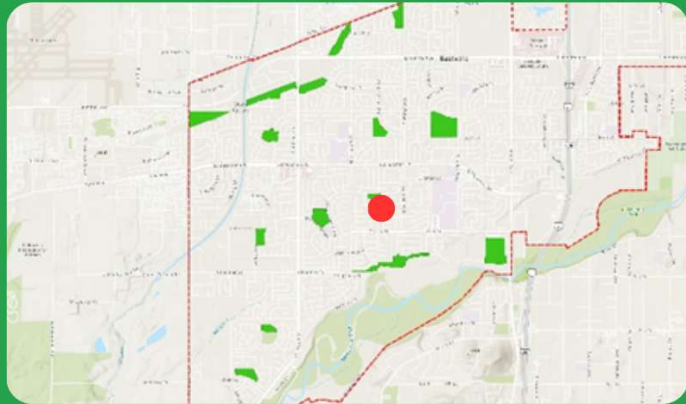




# Providence Ranch Park

7250 Cobble Creek

**Community Park**  
**Suburban**  
**12.79 acres**

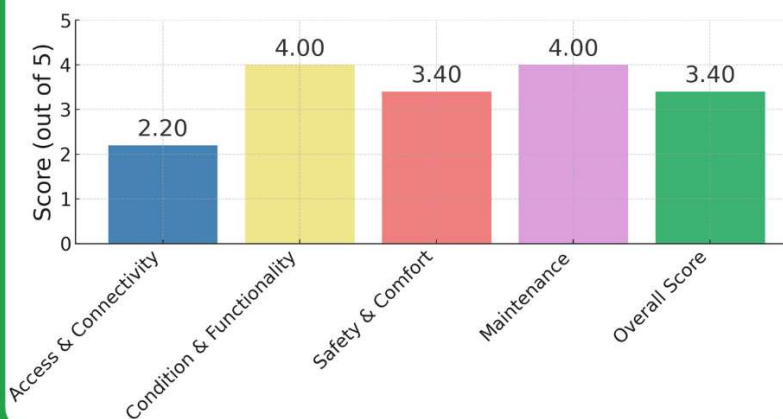


## SITE AMENITIES

- |                          |                      |
|--------------------------|----------------------|
| 12 Barbecues             | 2 Picnic Shelters    |
| 4 Large Barbeques        | 1 Playground (2-5)   |
| 11 Benches               | 1 Playground (5+)    |
| 2 Bike Racks             | 1 Restroom           |
| 4 Bleachers              | 4 Shade Sails        |
| 2 Buildings              | 1 Monument Signs     |
| 1 Bulletin Boards        | 2 Ballfields Lighted |
| 4 Bullpens               | 2 Storage Containers |
| 4 Basketball Half Courts | 21 Tables            |
| 3 Drinking Fountains     | 25 Trash Receptacles |
| 4 Dugouts                | 1 Trash Enclosure    |
| 6 Dog Waste Stations     | 3 Storage Containers |
| 2 Hot Coal Receptacles   |                      |



Assessment Scores by Category









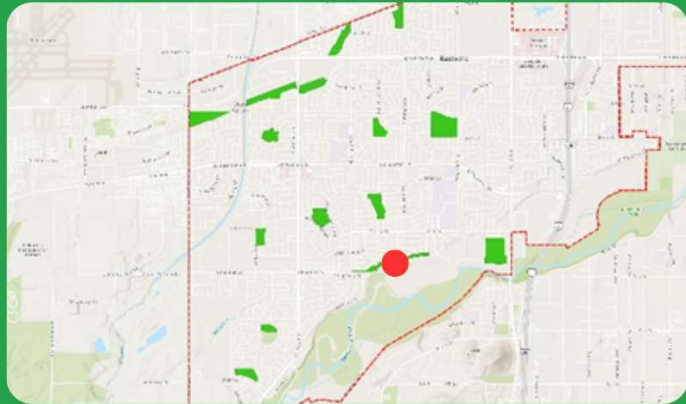
# Riverwalk Park

7674 Soaring Bird Court

## Community Park

Suburban

22.36 acres

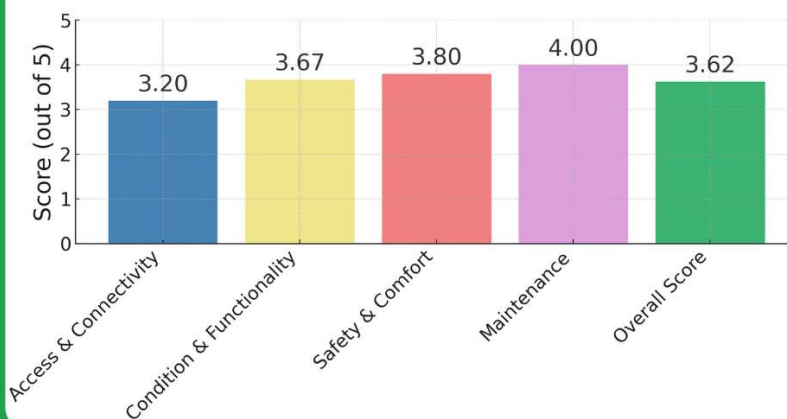


## SITE AMENITIES

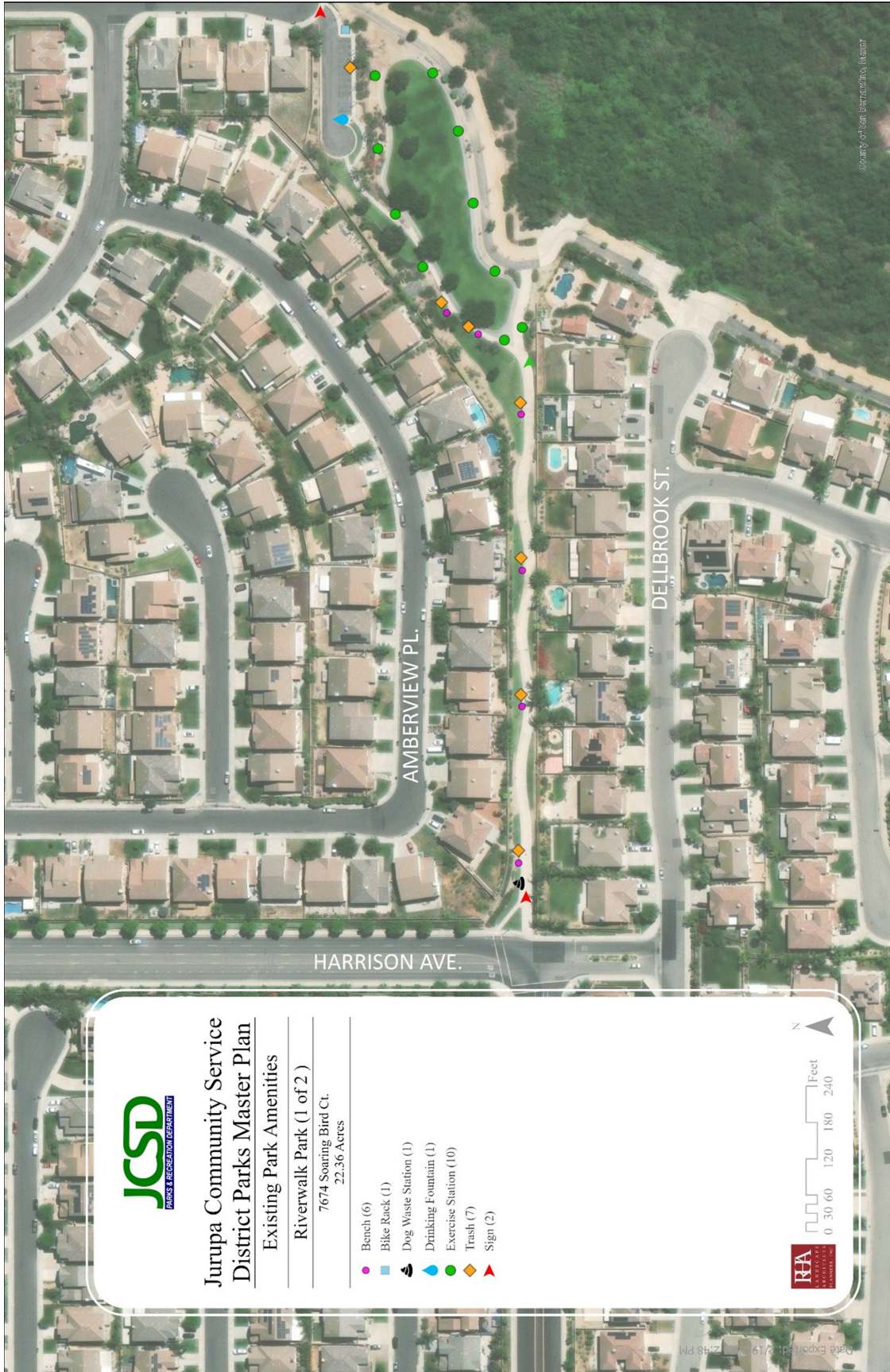
- |                       |                        |
|-----------------------|------------------------|
| 1 Barbeque "Large"    | 5 Sculptures / Artwork |
| 19 Benches            | 1 Monument Sign        |
| 2 Bike Racks          | 2 Storage Containers   |
| 1 Bulletin Board      | 9 Tables               |
| 3 Drinking Fountains  | 15 Trash Receptacles   |
| 7 Disc Golf Holes     |                        |
| 4 Dog Waste Stations  |                        |
| 10 Exercise Stations  |                        |
| 1 Historic Sign       |                        |
| 1 Hot Coal Receptacle |                        |
| 1 Picnic Shelter      |                        |
| 1 Playground (2-5)    |                        |
| 1 Playground (5+)     |                        |
| 1 Restroom            |                        |



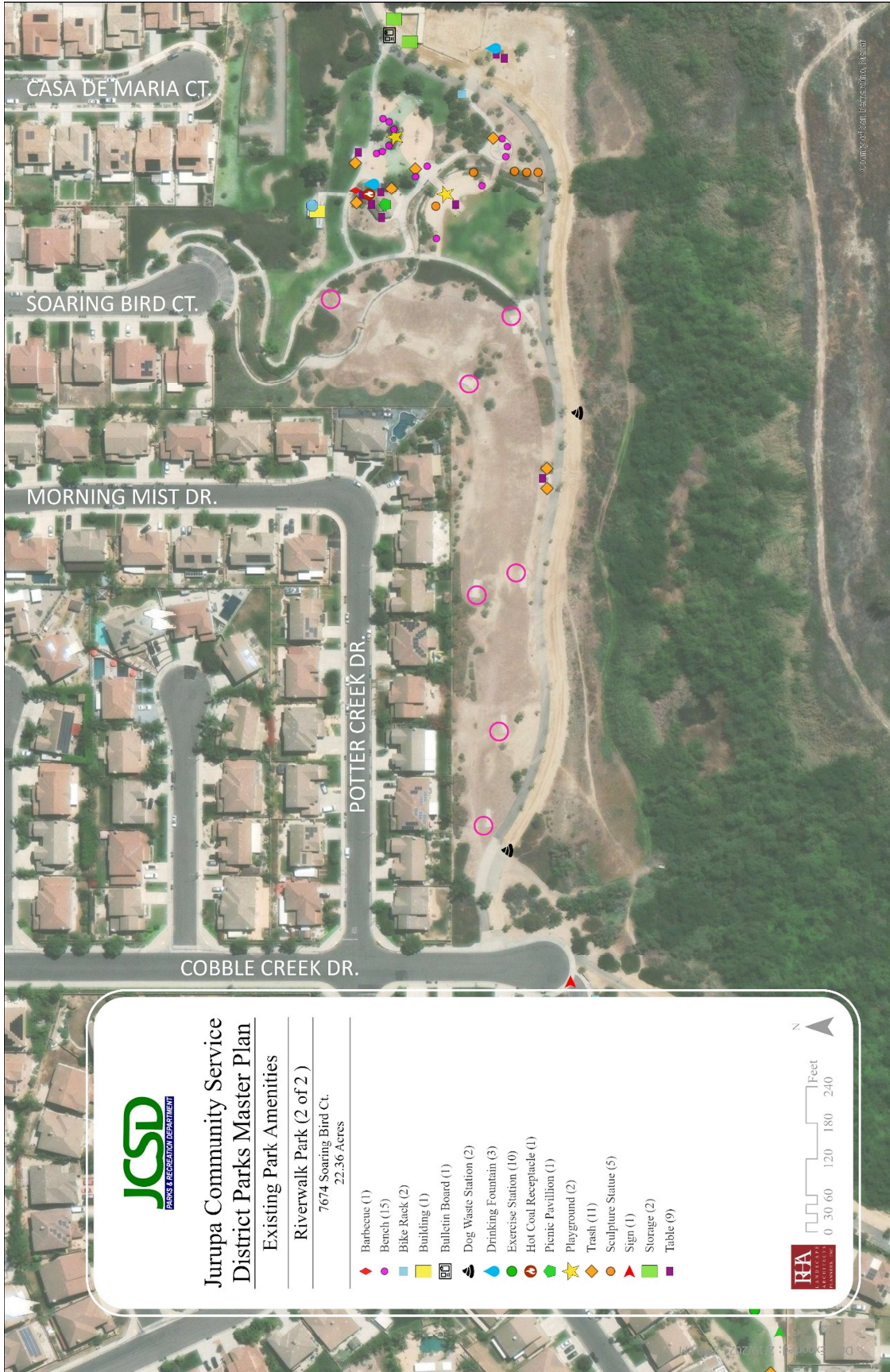
Assessment Scores by Category













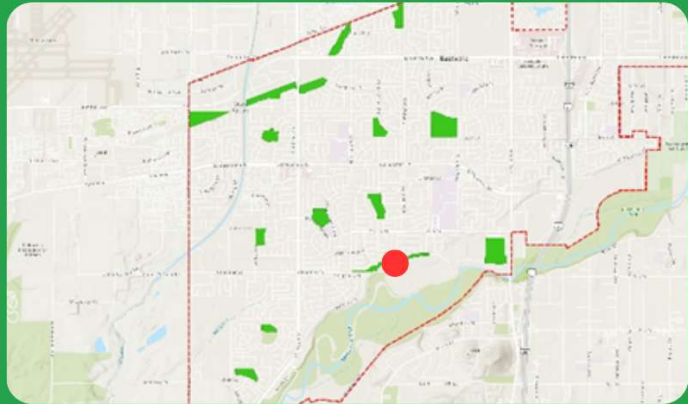
# Sendero Park

6046 Frontera Way

Community Park

Suburban

11.75 acres

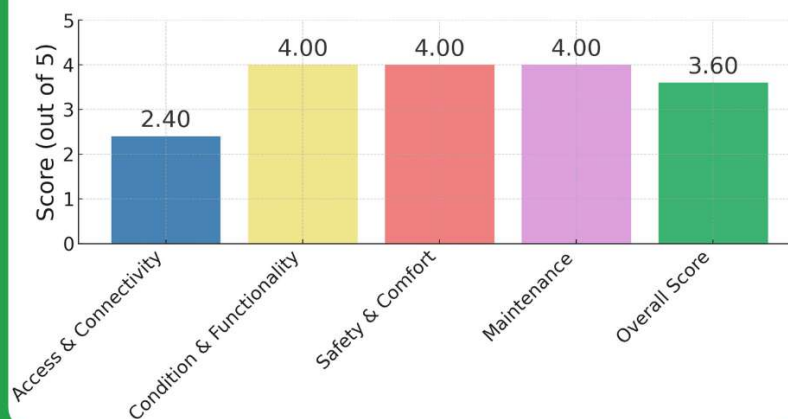


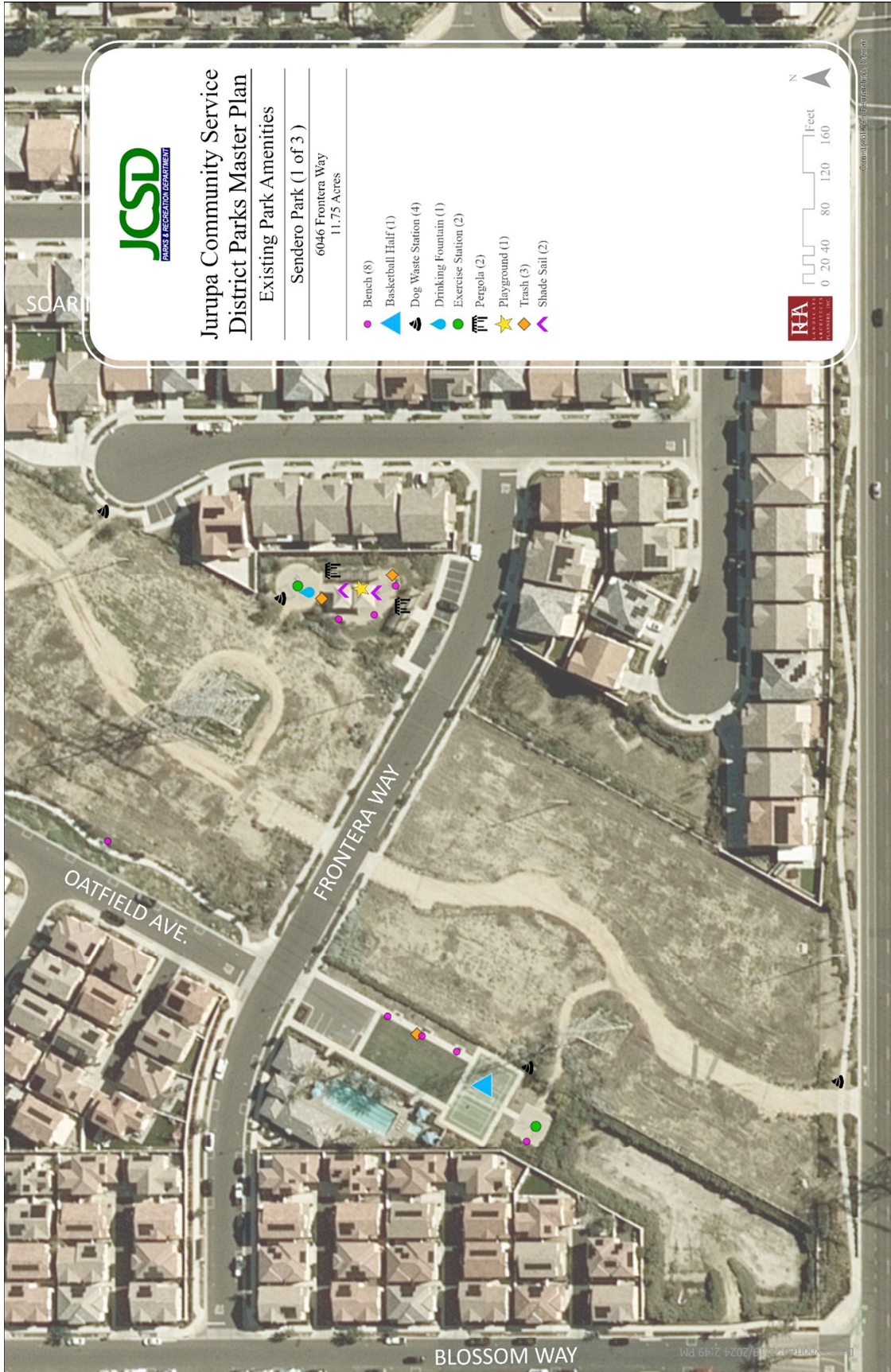
## SITE AMENITIES

- 12 Benches
- 1 Basketball Half Court
- 1 Drinking Fountain
- 5 Exercise Stations
- 7 Dog Waste Stations
- 2 Pergolas
- 1 Playground (5+)
- 2 Shade Sails
- 6 Trash Receptacles

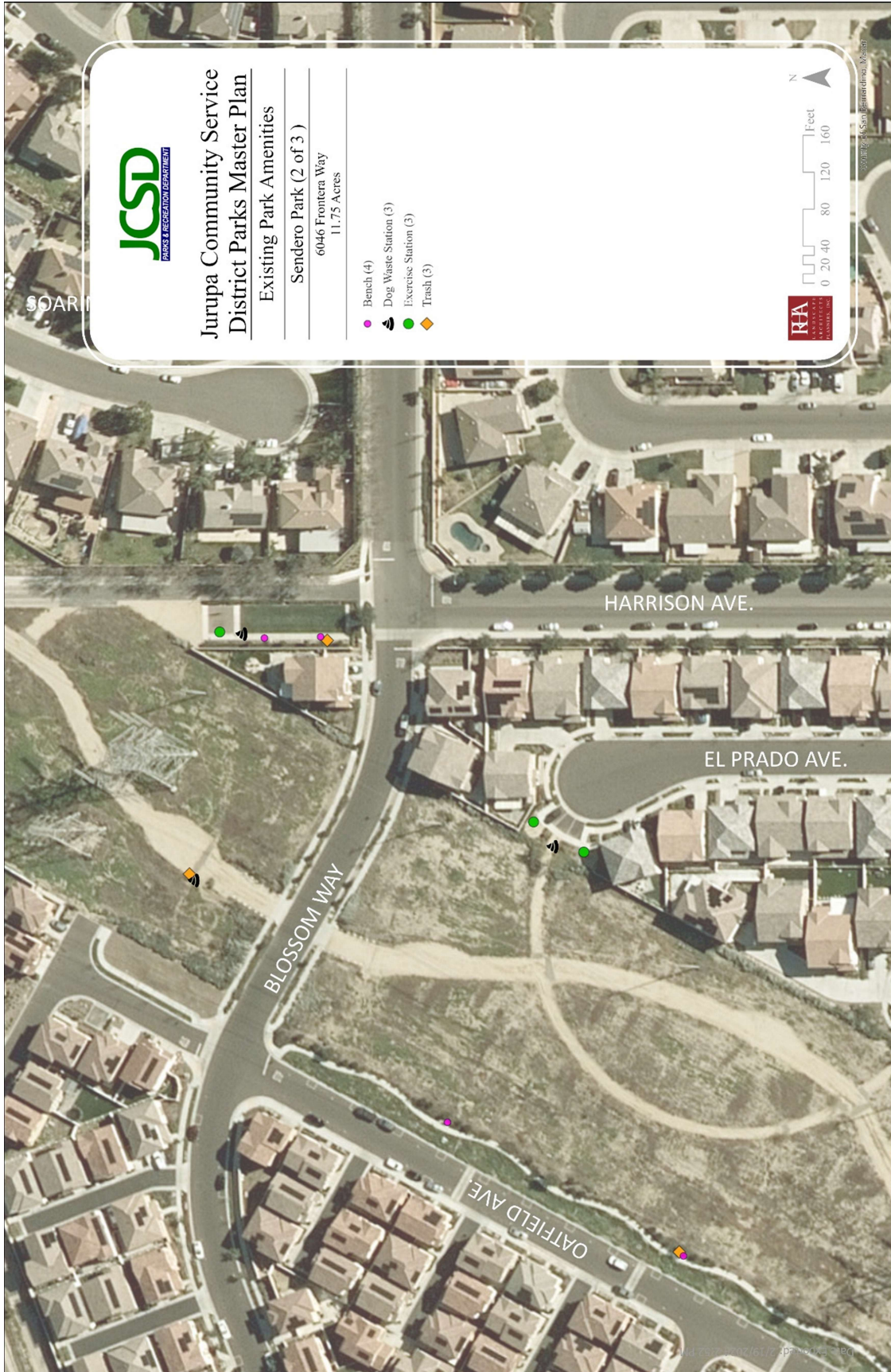


Assessment Scores by Category















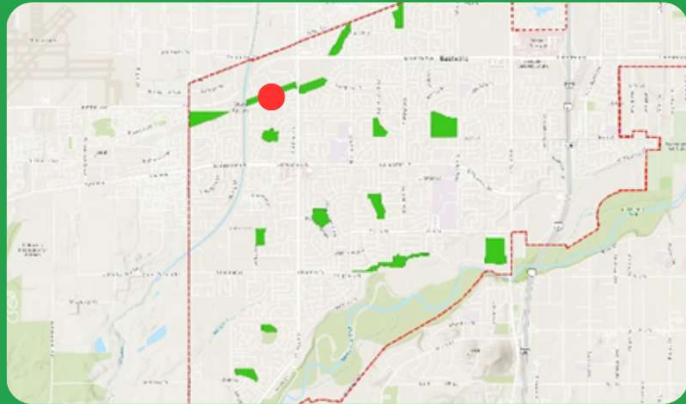
# Symphony Park

13887 Largo Drive

Neighborhood Park

Suburban

2.54 acres

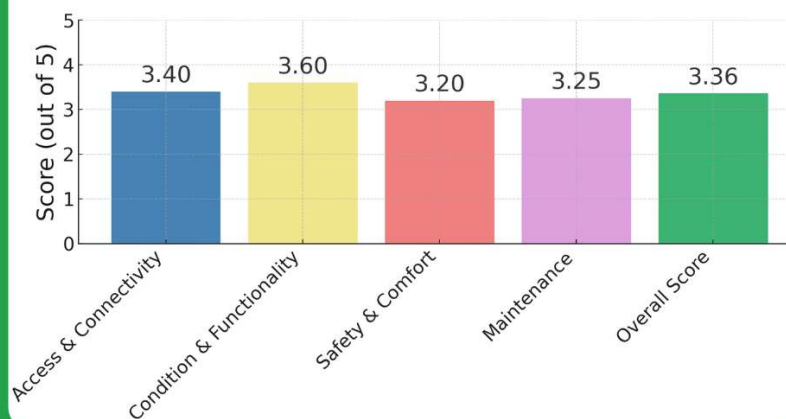


## SITE AMENITIES

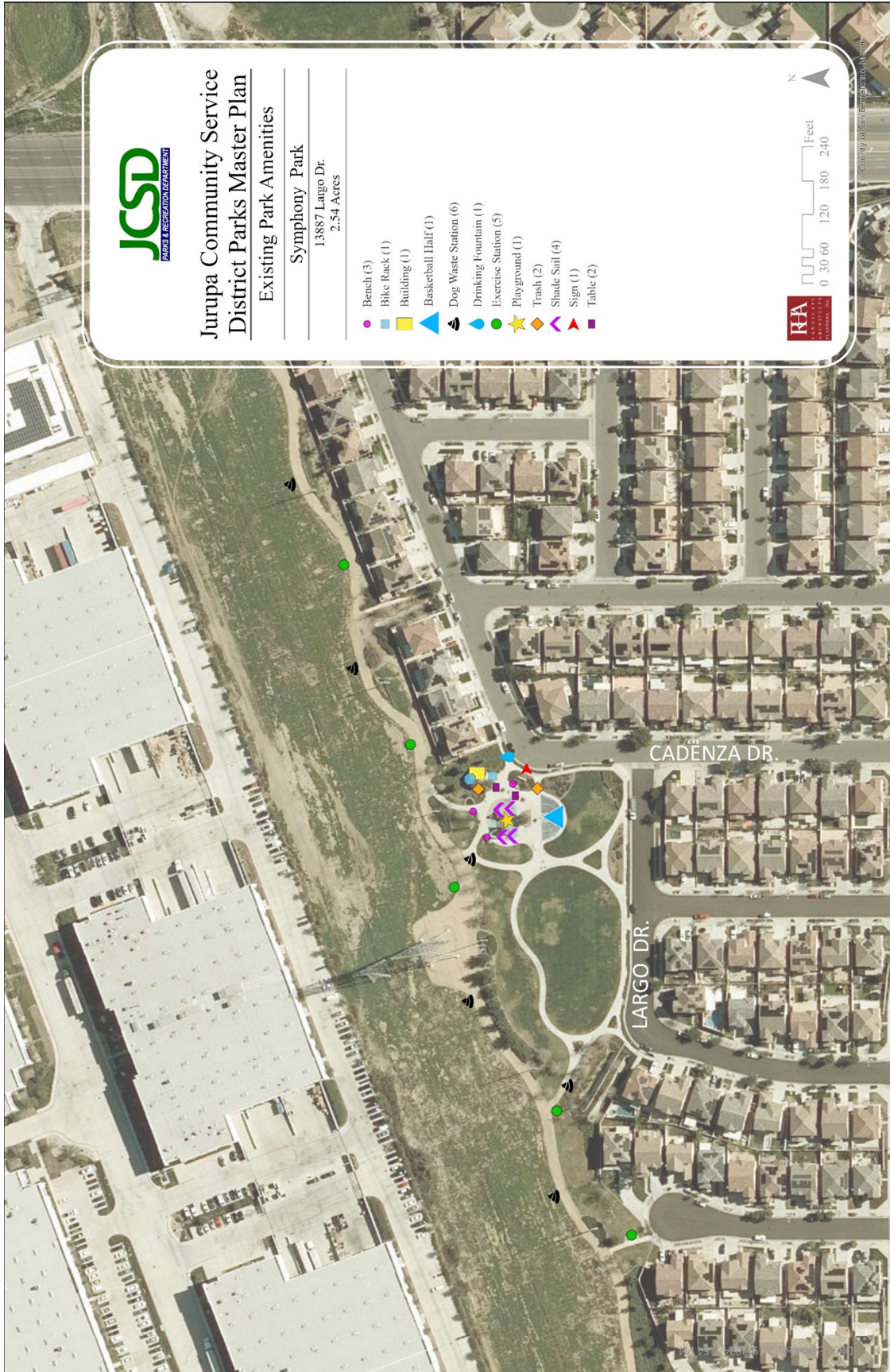
- 3 Benches
- 1 Bike Rack
- 1 Basketball Half Court
- 1 Drinking Fountain
- 5 Exercise Stations
- 1 Playground (5+)
- 1 Restroom
- 4 Shade Sails
- 1 Monument Sign
- 6 Dog Waste Stations
- 2 Tables
- 2 Trash Receptacles



Assessment Scores by Category







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# APPENDIX F – CAPITAL IMPROVEMENT PLAN – ACTION PLAN

## JCSD Parks Master Plan Action Plan

July 10, 2025  
11:18 AM

PHASE	FUNDING SOURCE	CATEGORY	RATIONAL	STATUS	STATUS
P1 FY 25/26	OM	Operations and Maintenance	New	P	Priority Investment Rating
P2 FY 26/27	PFF	Park and Facility Fund	Renovation	M	Maintenance Repair
P3 FY 28 & beyond			Expansion	W	Water Savings
				U	Upgrade

Phase	Project Description	Quantity	Site	Category	Est / Cost	Funding	Rational	Status	Status	Comments
<b>American Heroes Park</b>										
FY 24/25	Parking lot improvements	1 ls	American Heroes Park	Renovation	\$ 39,400	OM	M	Completed		
P1	Basketball Court Resurfacing	1 ls	American Heroes Park	Renovation	\$ 30,000	OM	M	Planned	Funded	
			American Heroes Park							
			American Heroes Park							
			American Heroes Park							
<b>Cedar Creek Park</b>										
FY 23/24	Park Furniture Replacement	1 ls	Cedar Creek Park	Renovation	\$ 85,000	OM	M	Completed		
FY 23/24	Parking lot improvements	1 ls	Cedar Creek Park	Renovation	\$ 15,000	OM	M	Completed		
			Cedar Creek Park							
			Cedar Creek Park							
			Cedar Creek Park							
<b>Dairyland Park</b>										
FY 24/25	Parking lot improvements	1 ls	Dairyland Park	Renovation	\$ 10,695	OM	M	Completed		
P2	Park Furniture Replacement	1 ls	Dairyland Park	Renovation	\$ 100,000	OM	M	Planned	Funded	
			Dairyland Park							
			Dairyland Park							
			Dairyland Park							
<b>Deer Creek Park</b>										
FY 23/24	Parking lot improvements	1 ls	Deer Creek Park	Renovation	\$ 15,000	OM	M	Completed		
FY 24/25	Park Furniture Replacement	1 ls	Deer Creek Park	Renovation	\$ 83,255	OM	M	Completed		
			Deer Creek Park							
			Deer Creek Park							
			Deer Creek Park							
<b>Eastvale Community Park</b>										
FY 24/25	Parking lot improvements	1 ls	Eastvale Community Park	Renovation	\$ 93,470	OM	M	Completed		
P1	Park Master Plan	1 ls	Eastvale Community Park	New	\$ 150,000	PFF	P	Planned	Funded	
			Eastvale Community Park							
			Eastvale Community Park							
			Eastvale Community Park							
<b>Half Moon Park</b>										
FY 24/25	Playground Resurfacing	1 ls	Half Moon Park	Renovation	\$ 166,985	OM	M	Completed		
			Half Moon Park							
			Half Moon Park							
			Half Moon Park							
			Half Moon Park							
<b>Harada Heritage Park</b>										
FY 24/25	Dog Park Lights	1 ls	Harada Heritage Park	Renovation	\$ 66,564	OM	M	Completed		
P1	Parking Lot Resurfacing	1 ls	Harada Heritage Park	Renovation	\$ 55,000	OM	M	Planned	Funded	
P2	Basin Fencing Painting	1 ls	Harada Heritage Park	Renovation	\$ 100,000	OM	M	Planned	Funded	
			Harada Heritage Park							
			Harada Heritage Park							
<b>James C. Huber Park</b>										
FY 22/23	Basketball Court Resurfacing	1 ls	James C. Huber Park	Renovation	\$ 12,000	OM	M	Completed		
FY 22/23	Park Furniture Replacement	1 ls	James C. Huber Park	Renovation	\$ 85,000	OM	M	Completed		
FY 22/23	Playground Resurfacing	1 ls	James C. Huber Park	Renovation	\$ 150,000	OM	M	Completed		
FY 22/23	Tennis Court Resurfacing	1 ls	James C. Huber Park	Renovation	\$ 20,000	OM	M	Completed		
FY 23/24	Parking lot improvements	1 ls	James C. Huber Park	Renovation	\$ 15,000	OM	M	Completed		
FY 24/25	Parking lot improvements	1 ls	James C. Huber Park	Renovation	\$ 10,000	OM	M	Completed		
			James C. Huber Park							
			James C. Huber Park							
<b>McCune Family Park</b>										
FY 23/24	Parking lot improvements	1 ls	McCune Family Park	Renovation	\$ 10,000	OM	M	Completed		
FY 23/24	Tennis Court Lights and Resurfacing	1 ls	McCune Family Park	Renovation	\$ 149,459	OM	M	Completed		
FY 24/25	Basketball Court Resurfacing	1 ls	McCune Family Park	Renovation	\$ 24,239	OM	M	Completed		
			McCune Family Park							
			McCune Family Park							
<b>Mountain View Park</b>										
FY 23/24	Tennis Court Construction	1 ls	Mountain View Park	Renovation	\$ 1,060,000	OM	P	Completed		
FY 23/24	Basketball and Tennis Court Resurfacing	1 ls	Mountain View Park	Renovation	\$ 45,000	OM	M	Completed		
FY 23/24	Playground Resurfacing	1 ls	Mountain View Park	Renovation	\$ 173,000	OM	M	Completed		
FY 24/25	Parking lot improvements	1 ls	Mountain View Park	Renovation	\$ 10,695	OM	M	Completed		
FY 24/25	Pickleball Court Conversion	1 ls	Mountain View Park	Renovation	\$ 20,000	OM	M	Completed		
P1	Park Furniture Replacement	1 ls	Mountain View Park	Renovation	\$ 100,000	OM	M	Planned	Funded	



**JCSD Parks Master Plan  
Action Plan**

July 10, 2025  
11:22 AM

PHASE	FUNDING SOURCE	CATEGORY	RATIONAL	STATUS	STATUS
P1 FY 25/26	OM Operations and Maintenance	New	P Priority Investment Rating	Planned	Funded
P2 FY 26/27	PFF Park and Facility Fund	Renovation	M Maintenance Repair	Completed	Unfunded
P3 FY 28 & beyond		Expansion	W Water Savings U Upgrade		

Phase	Project Description	Quantity	Site	Category	Est / Cost	Funding	Rational	Status	Status	Comments
<b>Orchard Park</b>										
FY 21/22	Park Furniture Replacement	1 ls	Orchard Park	Renovation	\$ 85,000	OM	M	Completed		
FY 21/22	Basketball Court Resurfacing	1 ls	Orchard Park	Renovation	\$ 10,000	OM	M	Completed		
FY 21/22	Playground Resurfacing	1 ls	Orchard Park	Renovation	\$ 125,000	OM	M	Completed		
FY 23/24	Parking lot improvements	1 ls	Orchard Park	Renovation	\$ 15,000	OM	M	Completed		
<b>Providence Ranch Park</b>										
FY 23/24	Parking lot improvements	1 ls	Providence Ranch Park	Renovation	\$ 15,000	OM	M	Completed		
FY 23/24	Ballfield Fencing Project	1 ls	Providence Ranch Park	Renovation	\$ 200,000	OM	M	Completed		
P2	Playground Resurfacing	1 ls	Providence Ranch Park	Renovation	\$ 150,000	OM	M	Planned	Funded	
P2	Basketball Court Resurfacing	1 ls	Providence Ranch Park	Renovation	\$ 30,000	OM	M	Planned	Funded	
<b>Riverwalk Park</b>										
FY 24/25	Parking lot improvements	1 ls	Riverwalk Park	Renovation	\$ 11,155	OM	M	Completed		
			Riverwalk Park							
			Riverwalk Park							
			Riverwalk Park							
			Riverwalk Park							
<b>Sendero Park</b>										
FY 22/23	Parking lot improvements	1 ls	Sendero Park	Renovation	\$ 11,155	OM	M	Completed		
P2	Basketball Court Resurfacing	1 ls	Sendero Park	Renovation	\$ 30,000	OM	M	Planned	Funded	
			Sendero Park							
			Sendero Park							
			Sendero Park							
<b>Symphony Park</b>										
P1	Playground Resurfacing/Riverwalk Park Walking Trail Resurfacing	1 ls	Symphony Park	Renovation	\$ 150,000	OM	M	Planned	Funded	
			Symphony Park							
			Symphony Park							
			Symphony Park							
			Symphony Park							
<b>General Parks</b>										
P1	Installation of 14 New Shade Sails throughout various parks	1 ls	General Parks	New	\$ 75,000	PFF	P	Planned	Funded	
P1	Park Planter Improvements Phase 1	1 ls	General Parks	Renovation	\$ 250,000	OM	M	Planned	Funded	
P2	Park Planter Improvements Phase 2	1 ls	General Parks	Renovation	\$ 250,000	OM	M	Planned	Funded	
P2	Automatic Irrigation System throughout All Parks	1 ls	General Parks	Renovation	\$ 500,000	OM	W	Planned	Funded	
			General Parks							
<b>Desi House</b>										
			Desi House							
			Desi House							
			Desi House							
			Desi House							
			Desi House							
<b>Eastvale Community Center</b>										
FY 23/24	Floor Replacement - Pinnacle Room	1 ls	Eastvale Community Center	Renovation	\$ 50,000	OM	M	Completed		
FY 24/25	Exterior Painting	1 ls	Eastvale Community Center	Renovation	\$ 63,000	OM	M	Completed		
P1	Gym Floor Restriping	1 ls	Eastvale Community Center	Renovation	\$ 50,000	OM	M	Planned	Funded	
			Eastvale Community Center							
			Eastvale Community Center							
<b>Harada Neighborhood Center</b>										
P1	Remodel; Counters, Floors, Interior and Exterior Paint, Window Coverings, Roof, and TV's	1 ls	Harada Neighborhood Center	Renovation	\$ 250,000	OM	M	Planned	Funded	
			Harada Neighborhood Center							
			Harada Neighborhood Center							
			Harada Neighborhood Center							
			Harada Neighborhood Center							
<b>Clara Barton Kids Zone Modulares</b>										
			Clara Barton Kids Zone Modulares							
			Clara Barton Kids Zone Modulares							
<b>Phillistine Rondo Kids Zone Modulares</b>										
			Phillistine Rondo Kids Zone Modulares							
			Phillistine Rondo Kids Zone Modulares							
<b>Rosa Parks Kids Zone Modulares</b>										
			Rosa Parks Kids Zone Modulares							
			Rosa Parks Kids Zone Modulares							
<b>Ronald Reagan Kids Zone Modulares</b>										
			Ronald Reagan Kids Zone Modulares							
			Ronald Reagan Kids Zone Modulares							
<b>Trails</b>										
			Eastvale Trail (SART)							

## APPENDIX G - NATIONAL TRENDS IN RECREATION

### NATIONAL PARTICIPATION

#### FITNESS TRENDS

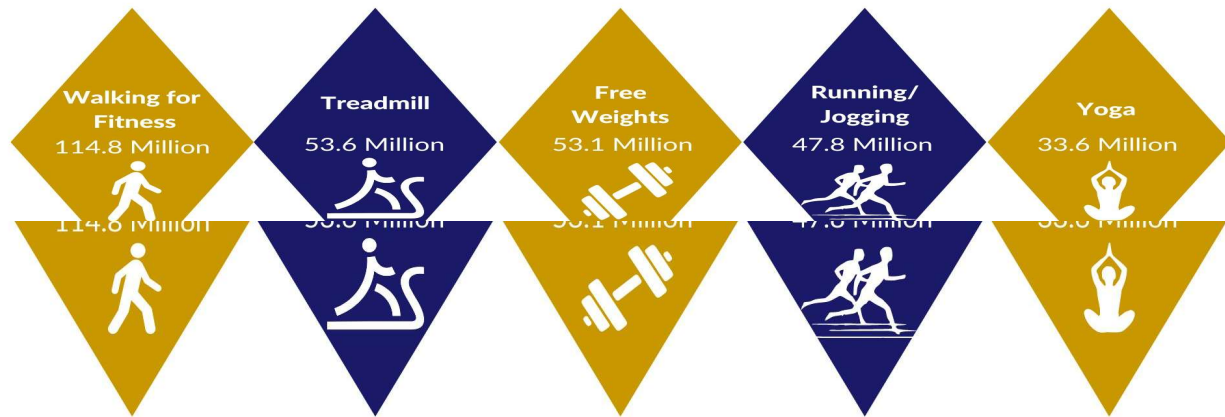


Figure 15: Top national fitness activities by participation

The most popular fitness activity was Walking for Fitness, with 114.8 million participants, though it experienced a small decrease of 0.9% from the previous year. Despite this, it showed a 3% increase in participation over the last three years. The second most popular activity, Treadmill exercising, had around 53.6 million participants, which was largely stable from 2021, but showed a decrease of 5.7% since 2019.

Free Weights (Dumbbells/Hand Weights) also experienced growth in 2022, with approximately 53.1 million participants. This represents a 1% increase from 2021 and a 3.3% increase over three years. Meanwhile, Yoga and Pilates Training showed significant growth over the three years with an increase of 10.4% and 11.6% respectively.

The most significant three-year decreases were observed in Cross-Training Style Workouts and Group Stationary Cycling, with a decrease of 31.7% and 36.9% respectively. Despite some decreases, many fitness activities maintained or increased their number of participants, indicating an ongoing interest in physical fitness among Americans.

FITNESS PARTICIPANTS						
	2019	2020	2021	2022	1-year change	3-year change
Walking for Fitness	111,439	114,044	115,814	114,759	-0.9%	3.0%
Treadmill	56,823	49,832	53,627	53,589	-0.1%	-5.7%
Free Weights (Dumbbells/Hand Weights)	51,450	53,256	52,636	53,140	1.0%	3.3%
Running/Jogging	50,052	50,652	48,977	47,816	-2.4%	-4.5%
Yoga	30,456	32,808	34,347	33,636	-2.1%	10.4%
Stationary Cycling (Recumbent/Upright)	37,085	31,287	32,453	32,102	-1.1%	-13.4%
Weight/Resistance Machines	36,181	30,651	30,577	30,010	-1.9%	-17.1%
Free Weights (Barbell)	28,379	28,790	28,243	28,678	1.5%	1.1%
Elliptical Motion/Cross-Trainer	33,056	27,920	27,618	27,051	-2.1%	-18.2%
Swimming for Fitness	28,219	25,666	25,620	26,272	2.5%	-6.9%
Dance, Step & Other Choreographed Exercise to Music	23,957	25,160	24,752	25,163	1.7%	5.0%
Bodyweight Exercise & Accessory-Assisted Training	23,504	22,845	22,629	22,034	-2.6%	-6.3%
High Impact/Intensity Training	22,044	22,487	21,973	21,821	-0.7%	-1.0%
Kettlebells	12,857	13,576	13,557	13,694	1.0%	6.5%
Rowing Machine	12,809	11,694	11,586	11,893	2.6%	-7.2%
Stair-Climbing Machine	15,359	11,261	11,786	11,677	-0.9%	-24.0%
Aquatic Exercise	11,189	10,954	10,400	10,676	2.6%	-4.6%
Pilates Training	9,243	9,905	9,745	10,311	5.8%	11.6%
Cross-Training Style Workouts	13,542	9,179	9,764	9,248	-5.3%	-31.7%
Stationary Cycling (Group)	9,930	6,054	5,939	6,268	5.5%	-36.9%
Cardio Kickboxing	7,026	5,295	5,099	5,531	8.5%	-21.3%
Boot Camp Style Training	6,830	4,969	5,169	5,192	0.4%	-24.0%
Barre	3,665	3,579	3,659	3,803	3.9%	3.8%
Tai Chi	3,793	3,300	3,393	3,394	0.0%	-10.5%
NOTE: Participation numbers are in 000's for the US population ages 6 and over						
<b>Legend:</b> <span>Large Increase (greater than 10%)</span> <span>Moderate Increase (0% to 10%)</span> <span>Moderate Decrease (0% to -10%)</span> <span>Large Decrease (less than -10%)</span>						

Figure 16: National fitness participation

## TEAM SPORTS TRENDS

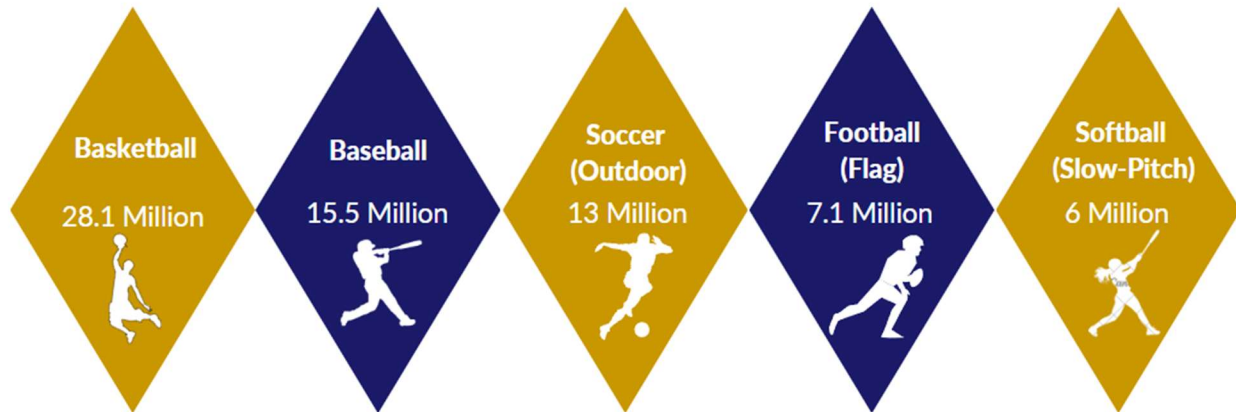


Figure 17: Top national team sport activities by participation

Basketball continued to lead in team sports participation with over 28.1 million participants, marking a 3.7% increase from 2021 and an impressive 13% increase over the past three years. Baseball and outdoor soccer followed, with approximately 15.5 million and 13 million participants respectively. While baseball saw a slight decrease of 0.7% in the past year, and a 2.1% decrease over the past three years, outdoor soccer saw a healthy 3.7% increase from the previous year and 9.3% over three years.

Among other notable sports, gymnastics exhibited the most substantial growth from 2021 to 2022, with a 7% increase in participants, bringing the total to approximately 4.6 million. Conversely, rugby had the most significant drop with a 5.8% decrease from the previous year and a steep 16.2% decrease over the last three years.

Overall, despite some declines, many team sports either sustained or increased their participation numbers in 2022, underlining the continued popularity of these activities.



TEAM SPORTS PARTICIPANTS						
	2019	2020	2021	2022	1-year change	3-year change
Basketball	24,917	27,753	27,135	28,149	3.7%	13.0%
Baseball	15,804	15,731	15,587	15,478	-0.7%	-2.1%
Soccer (Outdoor)	11,913	12,444	12,556	13,018	3.7%	9.3%
Football (Flag)	6,783	7,001	6,889	7,104	3.1%	4.7%
Volleyball (Court)	6,487	5,410	5,849	6,092	4.2%	-6.1%
Softball (Slow-Pitch)	7,071	6,349	6,008	6,036	0.5%	-14.6%
Soccer (Indoor)	5,336	5,440	5,408	5,495	1.6%	3.0%
Football (Touch)	5,171	4,846	4,884	4,843	-0.8%	-6.3%
Gymnastics	4,699	3,848	4,268	4,569	7.0%	-2.8%
Volleyball (Beach/Sand)	4,400	4,320	4,184	4,128	-1.3%	-6.2%
Track and Field	4,139	3,636	3,587	3,690	2.9%	-10.8%
Cheerleading	3,752	3,308	3,465	3,507	1.2%	-6.5%
Swimming on a Team	2,822	2,615	2,824	2,904	2.9%	2.9%
Volleyball (Grass)	3,136	2,738	2,807	2,829	0.8%	-9.8%
Paintball	2,881	2,781	2,562	2,592	1.2%	-10.0%
Ice Hockey	2,357	2,270	2,306	2,278	-1.3%	-3.4%
Softball (Fast-Pitch)	2,242	1,811	2,088	2,146	2.8%	-4.3%
Ultimate Frisbee	2,290	2,325	2,190	2,142	-2.2%	-6.5%
Wrestling	1,944	1,931	1,937	2,036	5.1%	4.7%
Lacrosse	2,115	1,884	1,892	1,875	-0.9%	-11.4%
Roller Hockey	1,616	1,500	1,425	1,368	-4.0%	-15.3%
Rugby	1,392	1,242	1,238	1,166	-5.8%	-16.2%
NOTE: Participation numbers are in 000's for the US population ages 6 and over						
<div>Legend:</div> <div> <div>Large Increase (greater than 10%)</div> <div>Moderate Increase (0% to 10%)</div> <div>Moderate Decrease (0% to -10%)</div> <div>Large Decrease (less than -10%)</div> </div>						

Figure 18: National team sports participation

## INDIVIDUAL ACTIVITY TRENDS

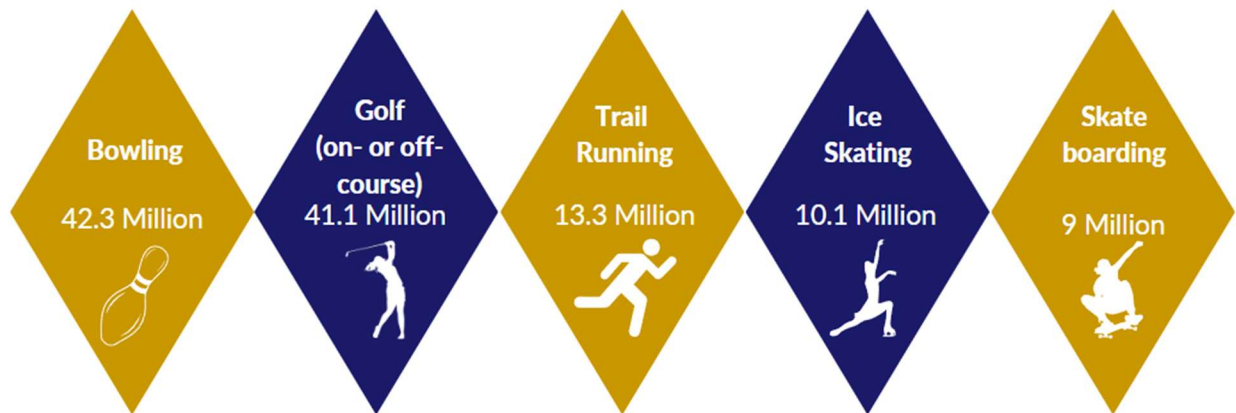


Figure 19: Top national individual activities by participation

Individual sports activities demonstrated diverse trends in participation rates. Bowling remained popular, with over 42.2 million participants, marking a 1.5% increase from the previous year. However, golf, both on and off-course, stole the limelight with significant growth rates. On or off-course golf combined experienced a substantial 9.7% increase from 2021, with over 41 million participants, underpinned by a massive 25.7% increase in off-course golf participation (driving range, golf entertainment venue, indoor simulator) that skyrocketed to about 15.5 million participants.

Skateboarding also showed strong growth, with a 3.1% increase from 2021 and a substantial 36.4% growth over three years, bringing its total to just over 9 million participants. Meanwhile, trail running and ice skating saw considerable growth of 5.9% and 6.4% from 2021, respectively.

On the contrary, adventure racing experienced a decrease in participation, dropping by 6.1% from 2021 and 20% over three years. Traditional road triathlons also suffered a decline, with an 11% decrease in participants over the past three years.

INDIVIDUAL ACTIVITY PARTICIPANTS						
	2019	2020	2021	2022	1-year change	3-year change
Bowling	45,372	40,143	41,666	42,292	1.5%	-6.8%
Golf (on- or off-course)	34,176	36,861	37,473	41,096	9.7%	20.2%
Trail Running	10,997	11,854	12,520	13,253	5.9%	20.5%
Ice Skating	9,460	9,857	9,481	10,086	6.4%	6.6%
Skateboarding	6,610	8,872	8,747	9,019	3.1%	36.4%
Archery	7,449	7,249	7,342	7,428	1.2%	-0.3%
Horseback Riding	6,990	6,748	6,919	7,309	5.6%	4.6%
Roller Skating (2x2 Wheels)	6,612	6,160	6,373	6,810	6.9%	3.0%
Martial Arts	6,068	6,064	6,186	6,355	2.7%	4.7%
Boxing for Fitness	5,198	5,230	5,237	5,472	4.5%	5.3%
Roller Skating (Inline Wheels)	4,816	4,892	4,940	5,173	4.7%	7.4%
MMA for Fitness	2,405	2,445	2,339	2,524	7.9%	5.0%
Triathlon (Traditional/Road)	2,001	1,846	1,748	1,780	1.8%	-11.0%
Adventure Racing	2,143	1,966	1,826	1,714	-6.1%	-20.0%
Triathlon (Non-Traditional/Off Road)	1,472	1,363	1,304	1,350	3.5%	-8.2%
MMA for Competition	978	979	1,026	1,076	4.9%	10.1%
NOTE: Participation numbers are in 000's for the US population ages 6 and over						
<b>Legend:</b> <span>Large Increase (greater than 10%)</span> <span>Moderate Increase (0% to 10%)</span> <span>Moderate Decrease (0% to -10%)</span> <span>Large Decrease (less than -10%)</span>						

Figure 20: National individual activity participation

## OUTDOOR ACTIVITY TRENDS

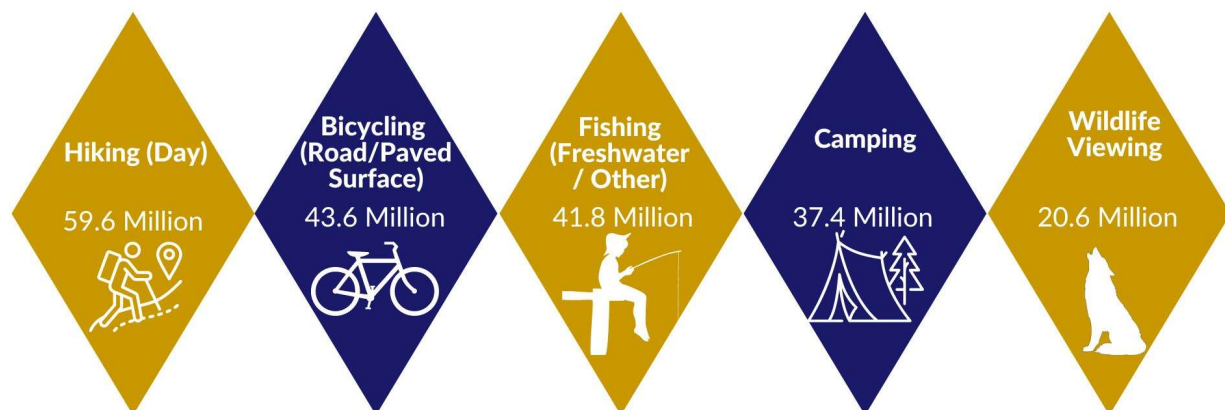


Figure 21: Top national outdoor activities by participation

Outdoor activities experienced a surge in participation. Hiking continued to lead with a 1.5% yearly and a 19.9% three-year increase, with nearly 59.6 million participants. Bicycling on paved surfaces and freshwater fishing also grew by 1.8% and 2.4% respectively. Camping saw a considerable 4.0% annual growth, and birdwatching and saltwater fishing increased by 6.8% and 4.0% respectively.

However, target shooting with handguns and rifles experienced a decrease, as did overnight backpacking. BMX bicycling and sport/boulder climbing reported significant growth rates of 8.3% and 6.6% respectively, underscoring a strong interest in outdoor activities despite some downturns.

OUTDOOR ACTIVITY PARTICIPANTS						
	2019	2020	2021	2022	1-year change	3-year change
Hiking (Day)	49,697	57,808	58,697	59,578	1.5%	19.9%
Bicycling (Road/Paved Surface)	39,388	44,471	42,775	43,554	1.8%	10.6%
Fishing (Freshwater/Other)	39,185	42,556	40,853	41,821	2.4%	6.7%
Camping	28,183	36,082	35,985	37,431	4.0%	32.8%
Wildlife Viewing	20,040	21,038	20,452	20,615	0.8%	2.9%
Camping (RV)	15,426	17,825	16,371	16,840	2.9%	9.2%
Birdwatching	12,817	15,228	14,815	15,818	6.8%	23.4%
Fishing (Saltwater)	13,193	14,527	13,790	14,344	4.0%	8.7%
Target Shooting (Handgun)	14,579	14,253	13,952	13,303	-4.6%	-8.8%
Target Shooting (Rifle)	13,197	12,728	12,388	12,044	-2.8%	-8.7%
Hunting (Rifle)	11,084	11,098	10,762	10,811	0.5%	-2.5%
Backpacking Overnight	10,660	10,746	10,306	10,217	-0.9%	-4.2%
Bicycling (Mountain/Non-Paved Surface)	8,622	8,998	8,693	8,916	2.6%	3.4%
Fishing (Fly)	7,014	7,753	7,458	7,631	2.3%	8.8%
Hunting (Shotgun)	8,083	7,874	7,627	7,628	0.0%	-5.6%
Climbing (Indoor)	5,309	5,535	5,684	5,778	1.7%	8.8%
Hunting (Bow)	4,628	4,656	4,577	4,739	3.5%	2.4%
Shooting (Sport Clays)	4,852	4,699	4,618	4,718	2.2%	-2.8%
Bicycling (BMX)	3,648	3,880	3,861	4,181	8.3%	14.6%
Shooting (Trap/Skeet)	4,057	3,837	3,750	3,739	-0.3%	-7.8%
Hunting (Handgun)	3,015	2,998	2,900	2,993	3.2%	-0.8%
Climbing (Sport/Boulder)	2,183	2,290	2,301	2,452	6.6%	12.3%
Climbing (Traditional/Ice/Mountaineering)	2,400	2,456	2,374	2,452	3.3%	2.1%
NOTE: Participation numbers are in 000's for the US population ages 6 and over						
<b>Legend:</b> <div>Large Increase (greater than 10%)</div> <div>Moderate Increase (0% to 10%)</div> <div>Moderate Decrease (0% to -10%)</div> <div>Large Decrease (less than -10%)</div>						

Figure 22: National outdoor activity participation



## RACQUET SPORT TRENDS

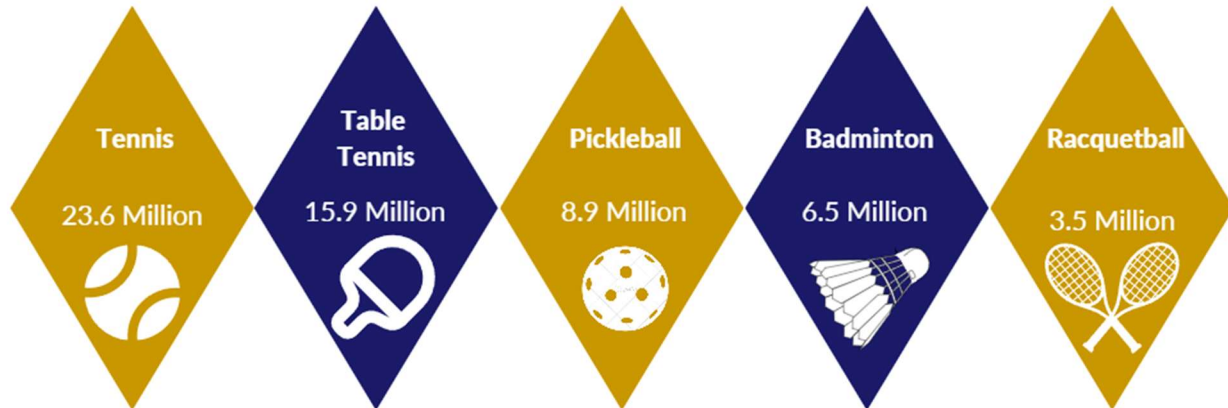


Figure 23: Top national racquet sports by participation

Racquet sports saw a continued upward trend in participation in 2022, with tennis at the forefront, with around 23.6 million participants and marking a 4.3% increase from 2021. This sport also witnessed a significant three-year growth rate of 33.4%.

An even more impressive growth rate was found in pickleball, which experienced an incredible 85.7% increase from 2021, and a stunning 158.6% increase over three years, reflecting its rapidly growing popularity. Meanwhile, other sports like table tennis and badminton also experienced growth in 2022, with 2.8% and 7.1% increases from the previous year respectively.

Racquetball and cardio tennis showed a similar positive trend with 8.0% and 7.8% growth rates from 2021, respectively. Despite its lower participation numbers compared to other racquet sports, squash saw a modest increase of 3.6% from 2021, showing signs of sustained interest. Overall, the data suggests a robust growth in the popularity of racquet sports in 2022.

RACQUET SPORTS PARTICIPANTS						
	2019	2020	2021	2022	1-year change	3-year change
Tennis	17,684	21,642	22,617	23,595	4.3%	33.4%
Table Tennis	14,908	16,854	15,390	15,824	2.8%	6.1%
Pickleball	3,460	4,199	4,819	8,949	85.7%	158.6%
Badminton	6,095	5,862	6,061	6,490	7.1%	6.5%
Racquetball	3,453	3,426	3,260	3,521	8.0%	2.0%
Cardio Tennis	2,501	2,503	2,608	2,812	7.8%	12.4%
Squash	1,222	1,163	1,185	1,228	3.6%	0.5%
NOTE: Participation numbers are in 000's for the US population ages 6 and over						
<b>Legend:</b> <div>Large Increase (greater than 10%)</div> <div>Moderate Increase (0% to 10%)</div> <div>Moderate Decrease (0% to -10%)</div> <div>Large Decrease (less than -10%)</div>						

Figure 24: National racquet sport participation

## WATER ACTIVITY TRENDS

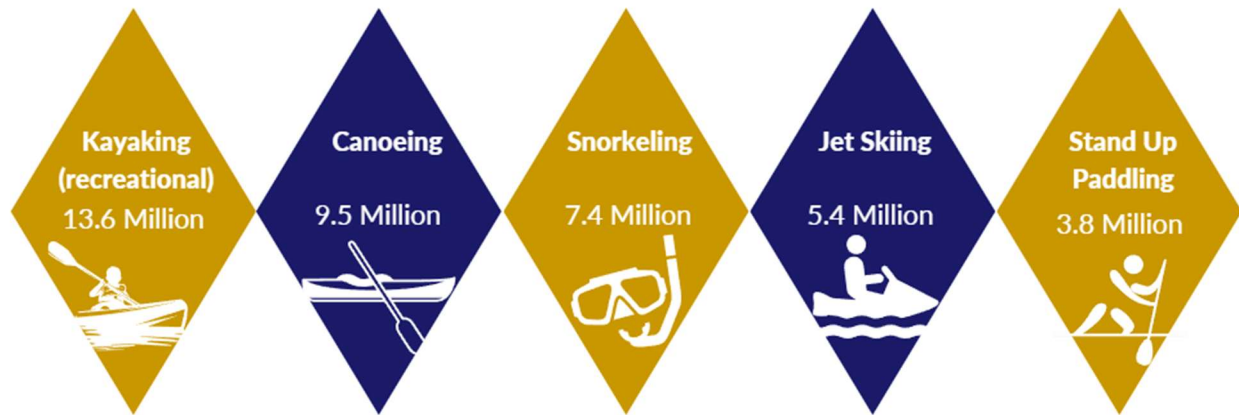


Figure 25: Top national water activities by participation

In 2022, participation in water sports grew. Recreational kayaking was the favorite, drawing 13.56 million participants, up by 1.6% from 2021, and showing a significant three-year growth of 19.1%.

Popularity of canoeing and jet skiing also rose in 2022, attracting about 9.52 million and 5.44 million people respectively, increasing by 3.5% and 7.6% from 2021.

Surfing remained popular, showing a 6.6% increase from 2021 and a sizable 24.6% growth over three years. Stand-up paddling and white-water kayaking saw smaller growth, with increases of 1.0% and 3.9% respectively from 2021.

The number of people sailing, rafting, and wakeboarding also rose in 2022, with rafting showing a significant 6.3% growth. However, water skiing saw a slight dip of 0.6%. Scuba diving bounced back from a decline with a 7.3% rise in 2022, despite a small overall three-year decrease of 2.1%.

WATER ACTIVITY PARTICIPANTS						
	2019	2020	2021	2022	1-year change	3-year change
Kayaking (Recreational)	11,382	13,002	13,351	13,561	1.6%	19.1%
Canoeing	8,995	9,595	9,199	9,521	3.5%	5.9%
Snorkeling	7,659	7,729	7,316	7,376	0.8%	-3.7%
Jet Skiing	5,108	4,900	5,062	5,445	7.6%	6.6%
Stand Up Paddling	3,562	3,675	3,739	3,777	1.0%	6.0%
Surfing	2,964	3,800	3,463	3,692	6.6%	24.6%
Sailing	3,618	3,486	3,463	3,632	4.9%	0.4%
Rafting	3,438	3,474	3,383	3,595	6.3%	4.5%
Water Skiing	3,203	3,050	3,058	3,040	-0.6%	-5.1%
Wakeboarding	2,729	2,754	2,674	2,754	3.0%	0.9%
Kayaking (White Water)	2,583	2,605	2,623	2,726	3.9%	5.5%
Scuba Diving	2,715	2,588	2,476	2,658	7.3%	-2.1%
Kayaking (Sea/Touring)	2,652	2,508	2,587	2,642	2.1%	-0.4%
Boardsailing/Windsurfing	1,405	1,268	1,297	1,391	7.3%	-0.9%
NOTE: Participation numbers are in 000's for the US population ages 6 and over						
<b>Legend:</b> <span>Large Increase (greater than 10%)</span> <span>Moderate Increase (0% to 10%)</span> <span>Moderate Decrease (0% to -10%)</span> <span>Large Decrease (less than -10%)</span>						

Figure 26: National water activity participation

## TRENDS SUMMARY

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- **Group Fitness:** Participation in group fitness-based activities continued to struggle but showed some signs of recovery. Boot camp style training, cardio kickboxing, and stationary cycling (group) all increased participation in 2022 but are still significantly down from their 2019 numbers.
- **Health Clubs:** Health club-based activities continued to struggle. Elliptical motion/cross-trainer, stair-climbing machine, stationary cycling (recumbent/upright), and weight resistance machines all had participation decreases last year and are down over 10% compared to 2019 numbers.
- **Golf (on- or off-course):** Golf continues to maintain its momentum. Golf (on- or off-course) increased by 9.7 % last year and all forms of golf overall have grown over 20% since 2019.
- **Outdoor Recreation:** Camping, fishing, and bicycling activities recovered to 2020 participation levels after showing slight decreases in 2021.
- **Personal Combat Sports:** Personal combat sports had a good year. Martial Arts, boxing for fitness, MMA for competition, MMA for fitness, and wrestling all posted participation increases in 2022.
- **Racquet Sports:** For the first time since 2015, every racquet sport increased its total participation number compared to the previous year.
  - Pickleball continued to be the fastest-growing sport in America. Participation almost doubled in 2022, increasing by 85.7% year-over-year and by an astonishing 158.6% over three years.
  - Tennis increased by 4.3% last year and has grown over 20% since 2019.
- **Running and Hiking:** For the fifth straight year, trail running and hiking (day) total participation increased.
- **Team Sports:** Basketball, soccer (outdoor), football (flag), and football (tackle) all posted positive three-year total participation increases of over 4.5%. Basketball had the highest three-year increase of 13.0%.
- **Yoga, Barre and Pilates:** Barre and Pilates showed solid participation increases in 2022, while yoga decreased for the first time in the last decade. All have three-year participation increases with yoga and Pilates increasing over 10% in the last three years.