

# CITY OF VISTA PARKS & RECREATION MASTER PLAN



NOVEMBER 2025



**NEXT PRACTICE PARTNERS**  
*be different*

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# ACKNOWLEDGEMENTS

We would like to thank the many residents and community members of Vista, Recreation and Community Services staff, partners, and stakeholders who provided extensive community input for the development of this Master Plan and the site-specific plans.

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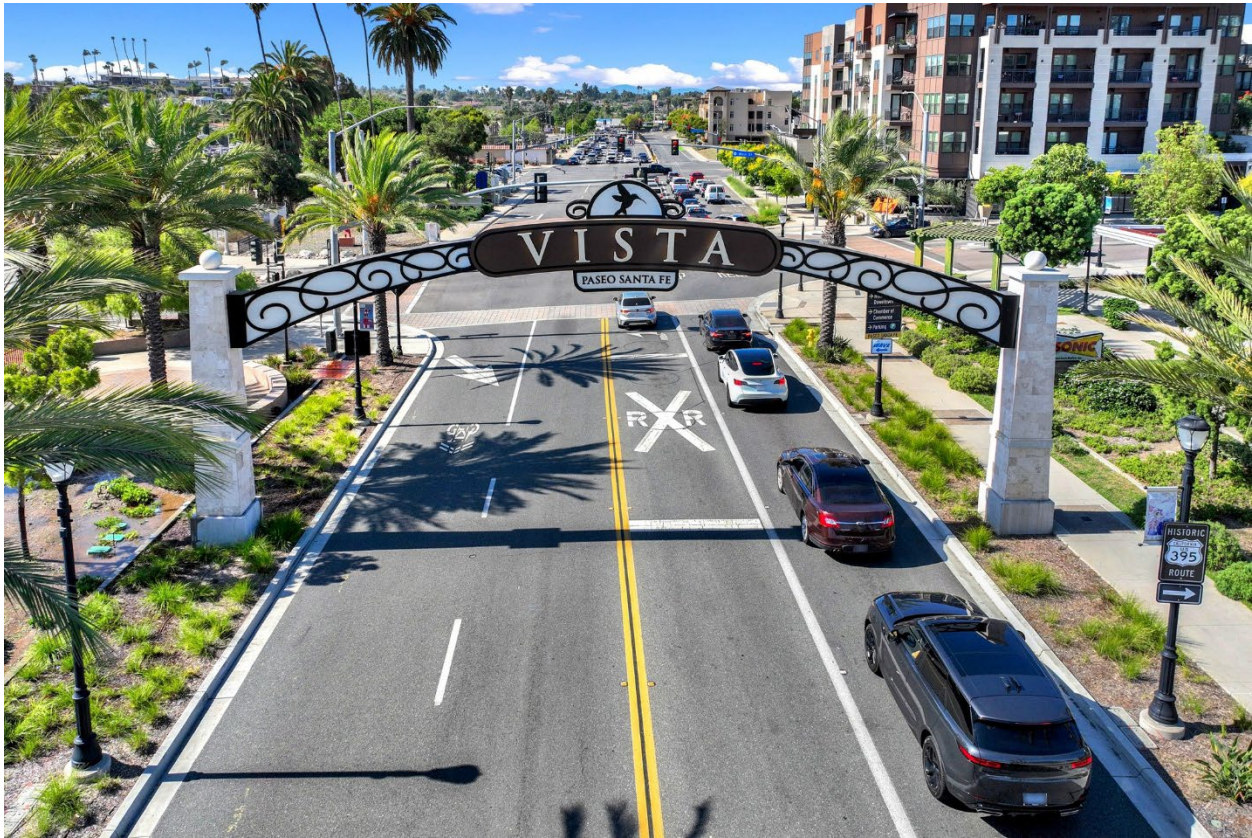
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# CHAPTER ONE **EXECUTIVE SUMMARY**

To be completed after Draft Report approval.

## CHAPTER TWO INTRODUCTION



The City of Vista envisioned a bold future of play, wellness, and community connection for all who call Vista home. To achieve that goal, the Recreation and Community Services Department (“Department”) partnered with national leaders in innovative and inclusive planning Next Practice Partners to develop this Master Plan (“Plan”). In collaboration with City leadership, staff, and thousands of voices from across the community, this plan builds on Vista’s proud history while charting a forward-looking path for the next decade and beyond.

As Vista continues to grow and evolve, so do the expectations of its residents. Parks are no longer simply green spaces, they are essential infrastructure for health, belonging, creativity, and economic vitality. Recreation is no longer limited to programs, it is a catalyst for lifelong learning, multigenerational engagement, and the cultivation of a thriving community culture. This Master Plan embraces these realities, offering a strategic framework that strengthens what Vista does well today while preparing for the next practices that will define tomorrow for parks, programs, Moonlight Amphitheatre, aquatics, etc. all while honoring Vista’s unique character.

The Plan is more than just a document; it is a roadmap to a healthier, more connected, and more vibrant Vista. Additionally, it includes site specific design concepts for four different sites that serve a broad group of community members in Vista. Through visionary leadership and community collaboration, the City is poised to elevate recreation, strengthen neighborhoods, and create meaningful opportunities for generations to come.



# CHAPTER THREE COMMUNITY PROFILE

## 3.1 OVERVIEW

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A key component of the Needs Assessment and Comprehensive Action Plan (“Plan”) is a Community Profile. The purpose of this analysis is to provide the Recreation and Community Services Department (“Department”) with insight into the community it serves. It also helps quantify the market in and around the City of Vista (“City”) and assists in providing a better understanding of the types of parks, facilities, programs, and services that are most appropriate to equitably address the residents’ needs.



### 3.1.1 LAND ACKNOWLEDGMENT

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As a formal recognition, we acknowledge with respect that the land the city is on is the traditional territory of the Luiseño tribe. We express our honor and deep respect towards the indigenous communities for their exceptional care of this land for generations, while ensuring historical and ongoing injustices with unwavering resilience. We endeavor to work towards reconciliation and to uphold the voices and sovereignty of indigenous peoples as a fundamental commitment towards helping build equitable and inclusive communities.

## 3.2 LIVABILITY AND ACCESS

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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.

### 3.2.1 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. 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.

For detailed information, see [www.bestplaces.net/cost\\_of\\_living/city/california/vista](http://www.bestplaces.net/cost_of_living/city/california/vista).

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

COST OF LIVING	Vista	California
Overall	147.4	149.9
Grocery	108.1	105.1
Health	89	98.3
Housing	236.6	234.8
Utilities	101.5	102.4
Transportation	120.9	133.1
Miscellaneous	153.9	118.7

For example, the overall cost-of-living index for Vista is

147.4, which means that it is 47.4% more expensive to live in Vista than the national US average.

When compared to the state average, the overall cost of living in Vista, California is slightly lower (147.4 to 149.9). Housing costs are comparable in both (236.6 in Vista vs. 234.8 in California), but grocery and miscellaneous expenses are higher in Vista, with indexes of 108.1 and 153.9, respectively. Vista's transportation cost is less than the state's (120.9 vs. 133.1), and health care and utilities costs are also marginally lower than the state average.



### 3.2.2 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.

The Trust for Public Land has conducted research, which has revealed that parks that predominantly cater to 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.

The current statistics indicate that 51% of the residents of Vista have a park within a 10-minute walk from their homes, which means over 50,000 residents in Vista do not have a park within a 10-minute walk of their home. This percentage is slightly lower than the national median of 55%.

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



### 3.2.3 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.



Vista currently has a tree equity score of 75.

Of the 38 block groups in Vista,

- 4 have a score above 90
- 32 have a score above 75
- 2 have a score below 50

## Tree Equity Score: 75

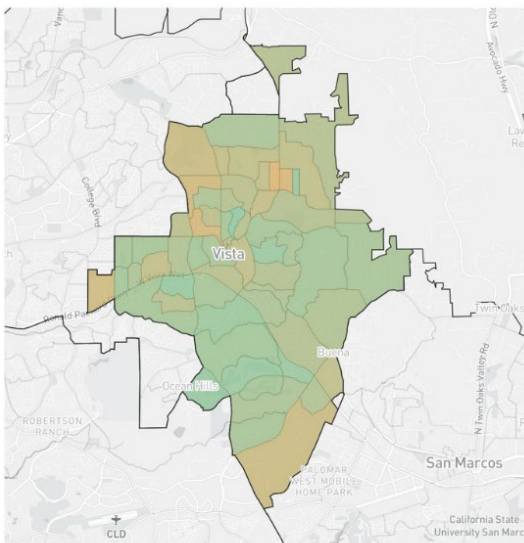
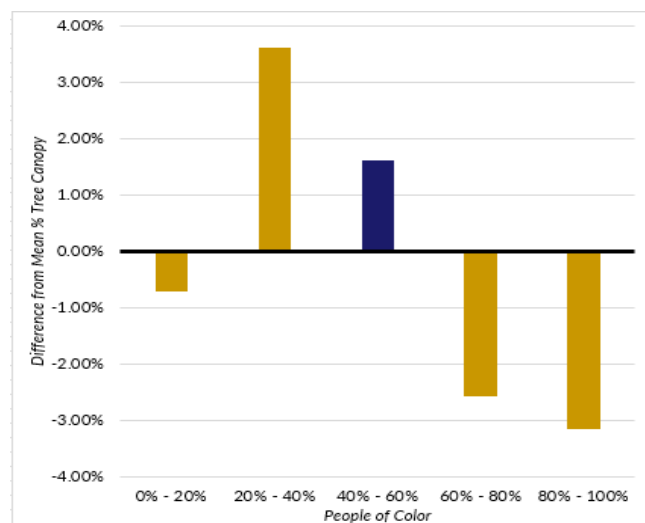


Figure 1: Tree Equity Score Map

Neighborhoods in Vista that are made up of at least 60% residents of color typically exhibit lower tree equity scores, indicating they have less tree canopy coverage (see below). Additional information regarding tree equity can be found at <https://www.treeequityscore.org/>



## 3.3 DEMOGRAPHICS

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The Demographic Analysis is a report that examines the characteristics of the population in the City 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.

### 3.3.1 METHODOLOGY

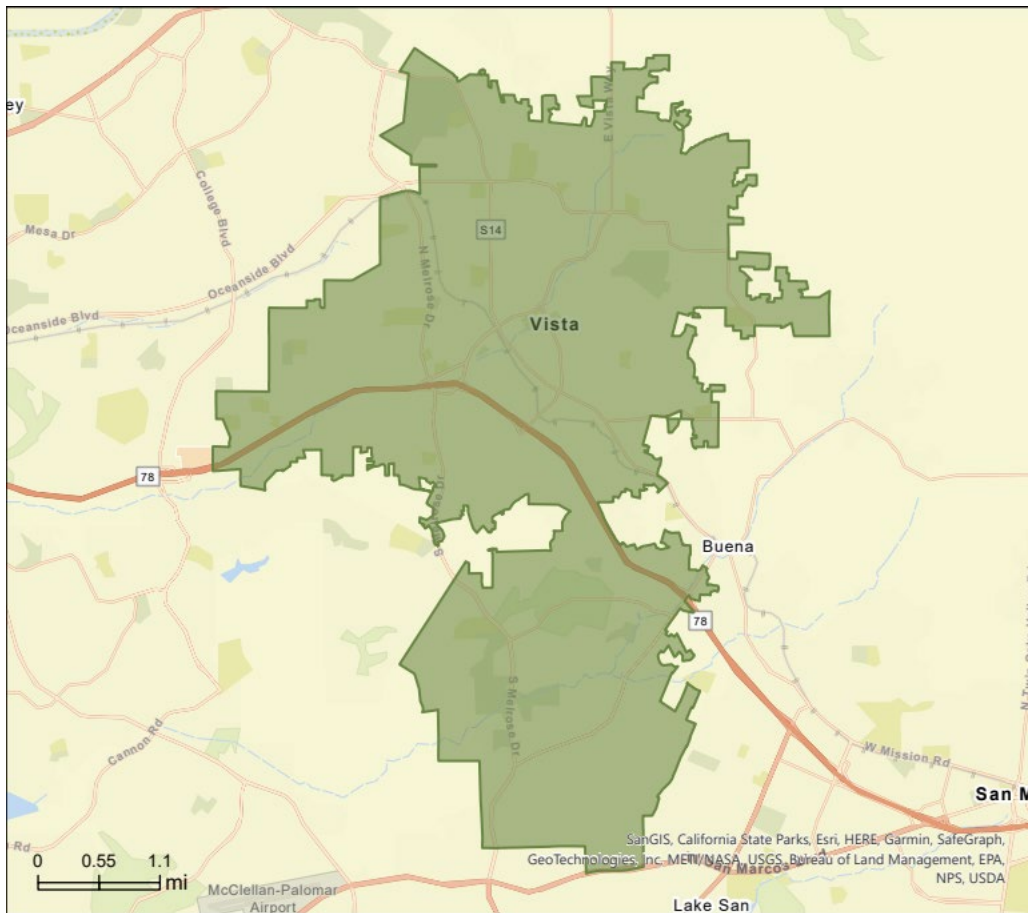
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The analysis utilized demographic data from two primary sources: the U.S. Census Bureau and the Environmental Systems Research Institute (ESRI), a leading organization specializing in Geographic Information Systems and population projections. Data was collected in September 2025 and includes actual counts from the 2020 Census along with the most current estimates available at that time.

Using this information, ESRI provided population estimates for 2025 and projections for 2030. The consulting team then applied straight-line linear regression to forecast additional demographic trends for 2035 and 2040.

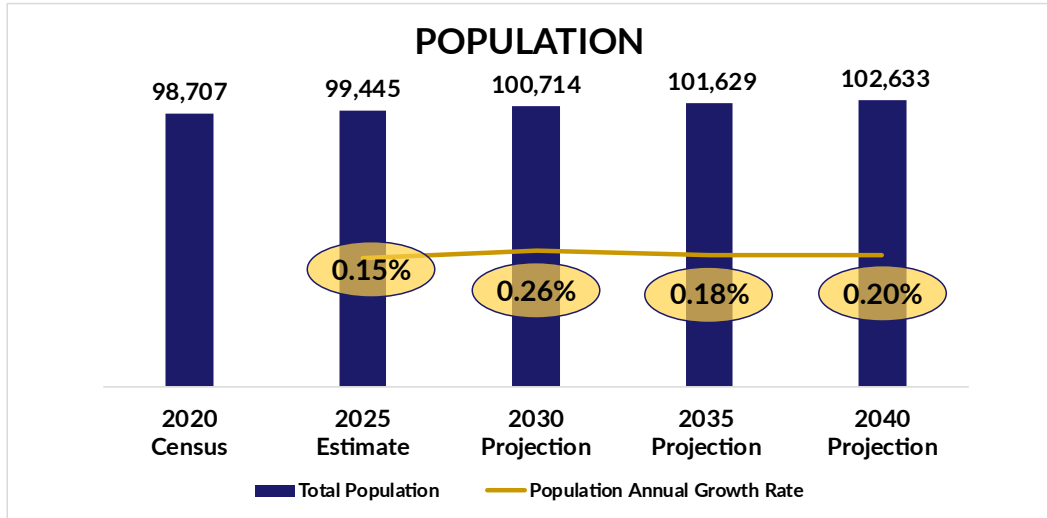
## DEMOGRAPHIC ANALYSIS BOUNDARY

The City boundaries shown below were used for the demographic analysis.



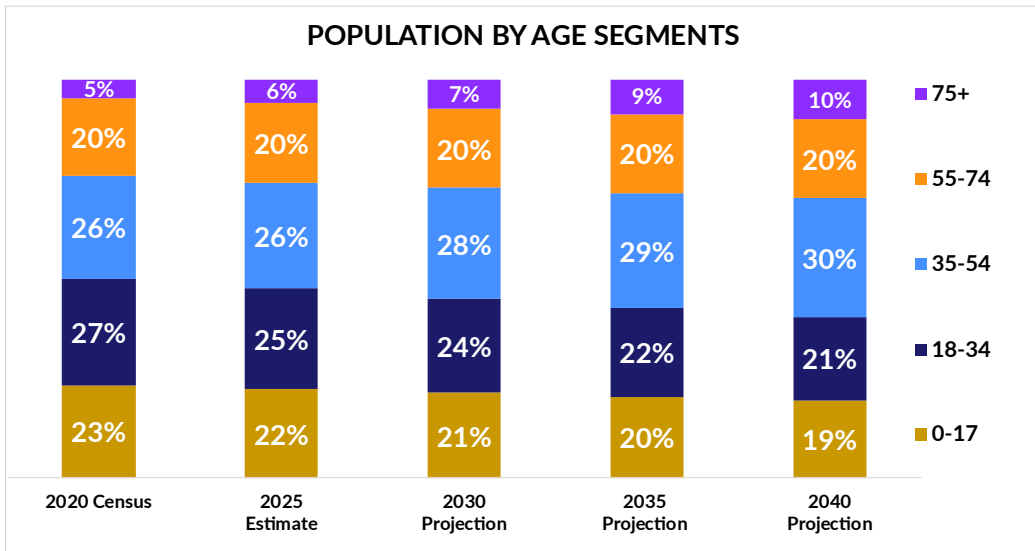
### 3.3.2 CITY POPULACE

Since the 2020 Census, the city's population has experienced modest growth, increasing from 98,707 to an estimated 99,445 residents in 2025, an average annual growth rate of 0.15%. Growth is projected to continue gradually, reaching 100,714 residents by 2030, 101,629 by 2035, and 102,633 by 2040. While these increases represent a steady upward trend, they indicate a relatively slow growth pattern compared to national and state averages.



### 3.3.3 AGE

Vista’s median age is 36.5 years, which is than younger than the national median of 39.6, indicating a relatively youthful population. However, demographic trends show a gradual aging over the next 15 years. The proportion of residents aged 55 and older is projected to grow from 25% in 2020 to 30% by 2040, driven primarily by an increase in the 75 and older group, which is expected to double from 5% to 10%. At the same time, the share of residents under age 34 is anticipated to decline from 50% to 40%, reflecting a steady shift toward an older and more mature population composition.



### 3.3.4 RACE & ETHNICITY

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#### 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.

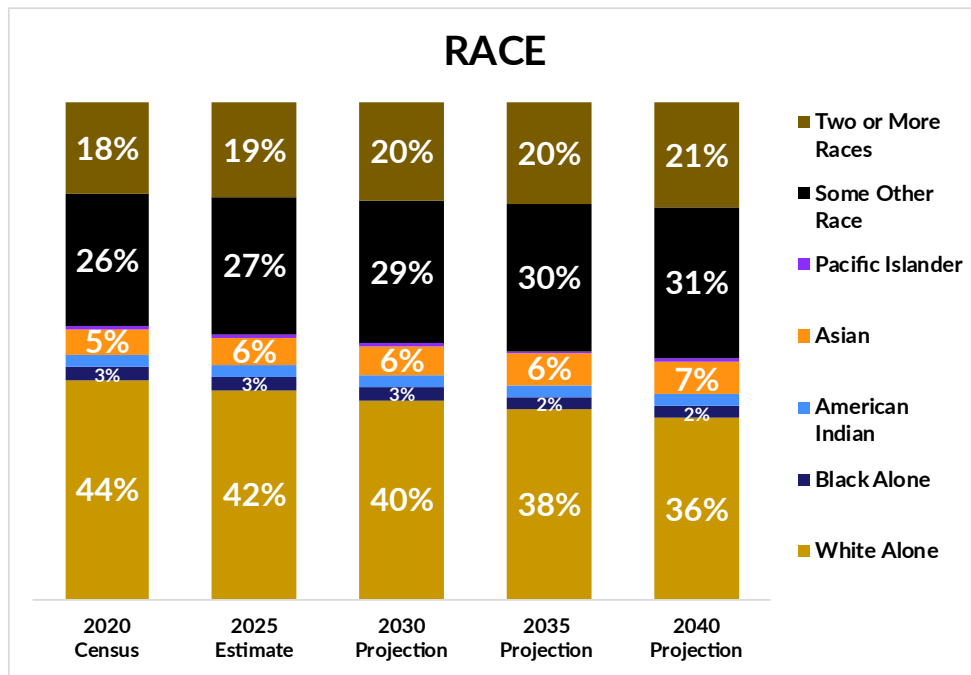
- **American Indian** – This includes a person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment
- **Asian** – This includes a person having origins in any of the original peoples of the Far 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

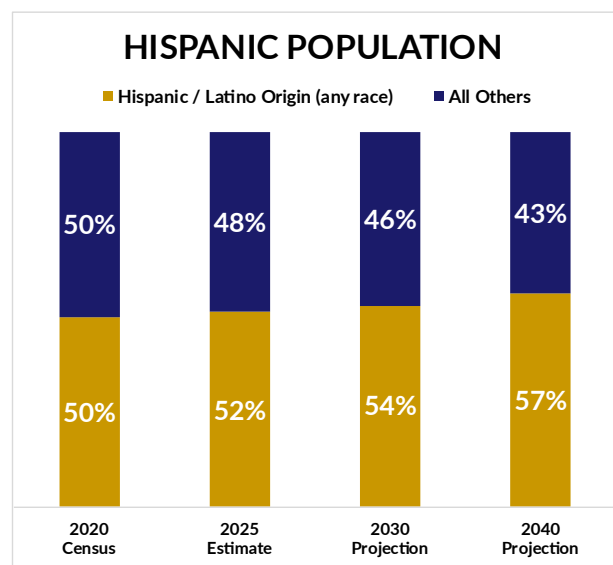
The City of Vista is a minority-majority community, meaning that residents identifying as something other than White Alone collectively make up the majority of the population. This trend is expected to strengthen over time. The percentage of residents identifying as White Alone is projected to decline from 44% in 2020 to 36% by 2040, while populations identifying as Some Other Race and Two or More Races will continue to grow, together representing more than 50% of the community by 2040. These shifts reflect Vista's ongoing diversification and the city's rich blend of racial and cultural identities.



## ETHNICITY

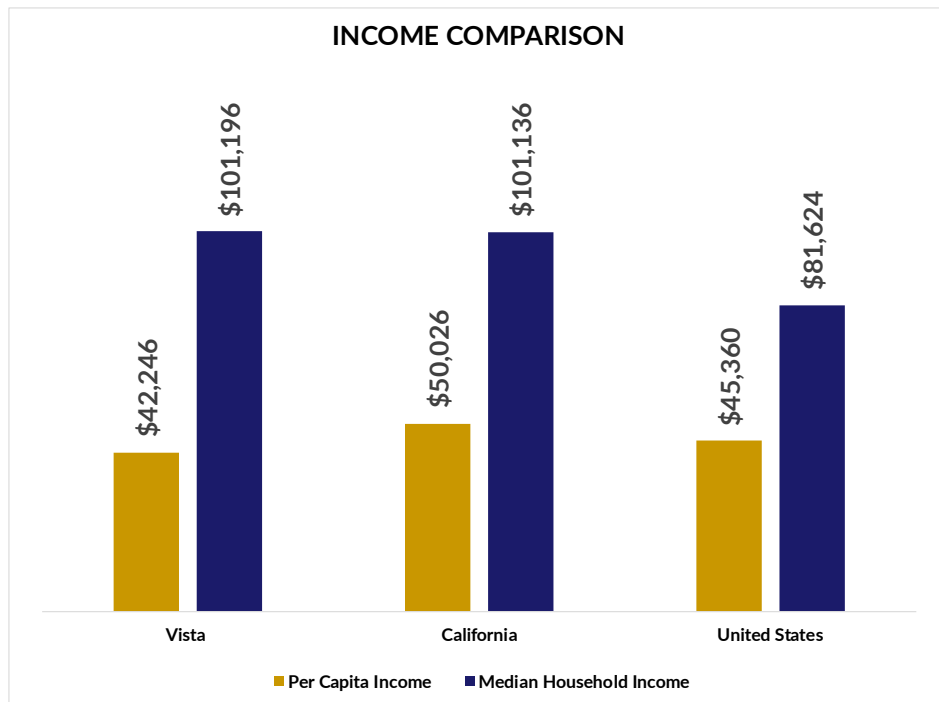
The City's population was also evaluated based on Hispanic/Latino ethnicity, which the Census Bureau views as separate from race. It is worth noting that individuals who identify as Hispanic/Latino may also belong to any of the racial categories mentioned earlier.

As per the current 2025 estimate, approximately 52% of the City's population identifies as being of Hispanic/Latino origin which is significantly higher than the national average of 19%. In the next 15 years, it is estimated that those identifying as Hispanic/Latino will continue to grow, reaching 57% of the population.



### 3.3.5 INCOME

Per capita income represents the average income earned per person, while median household income reflects the combined income of all household members aged sixteen and older. In Vista, the per capita income is \$42,246, which is below both the state average of \$50,026 and the national average of \$45,360. However, the city's median household income of \$101,196 is nearly identical to the California median of \$101,136 and significantly higher than the national median of \$81,624, indicating relatively strong household earning power despite lower individual income levels.



### 3.3.6 HISTORICALLY UNDERSERVED POPULATION CHARACTERISTICS

Vista’s population reflects a rich diversity and unique demographic profile compared to state and national averages. Approximately 32% of residents were born outside the United States, a rate notably higher than both the California average (26.7%) and the national average (13.9%). Nearly 46% of Vista households speak a language other than English at home, also exceeding both state (44.1%) and national (22.0%) levels.

Vista reports lower percentages of residents with a disability (5.1%), without health insurance (4.6%), and living in poverty (7.3%)—each well below state and national averages—indicating relatively strong access to health coverage and economic stability. Additionally, about 34% of households rent their homes, which is lower than both the California rate (44.2%) and the national rate (35.0%), suggesting a higher rate of homeownership within the community.

2025 Demographic Comparison		Vista	California	United States
Historically Underserved Population Characteristics	Foreign Born	32.0%	26.7%	13.9%
	Language other Than English Spoken at Home	46.1%	44.1%	22.0%
	% of Home Renters	33.9%	44.2%	35.0%
	With a Disability	5.1%	7.3%	9.1%
	No Health Insurance	4.6%	7.4%	9.5%
	Persons in Poverty	7.3%	12.0%	11.1%



## 3.4 LOCAL RECREATIONAL TRENDS

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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.

### 3.4.1 LOCAL SPORT AND LEISURE MARKET POTENTIAL

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ESRI provided the following charts showing sports and leisure participation trends for Vista residents. The Market Potential Index (MPI) measures how likely adults in a community are to take part in different activities if they have access to them, compared to the national average. An MPI score of 100 represents the national average—scores above 100 mean residents are more likely to participate, while scores below 100 suggest lower participation potential.

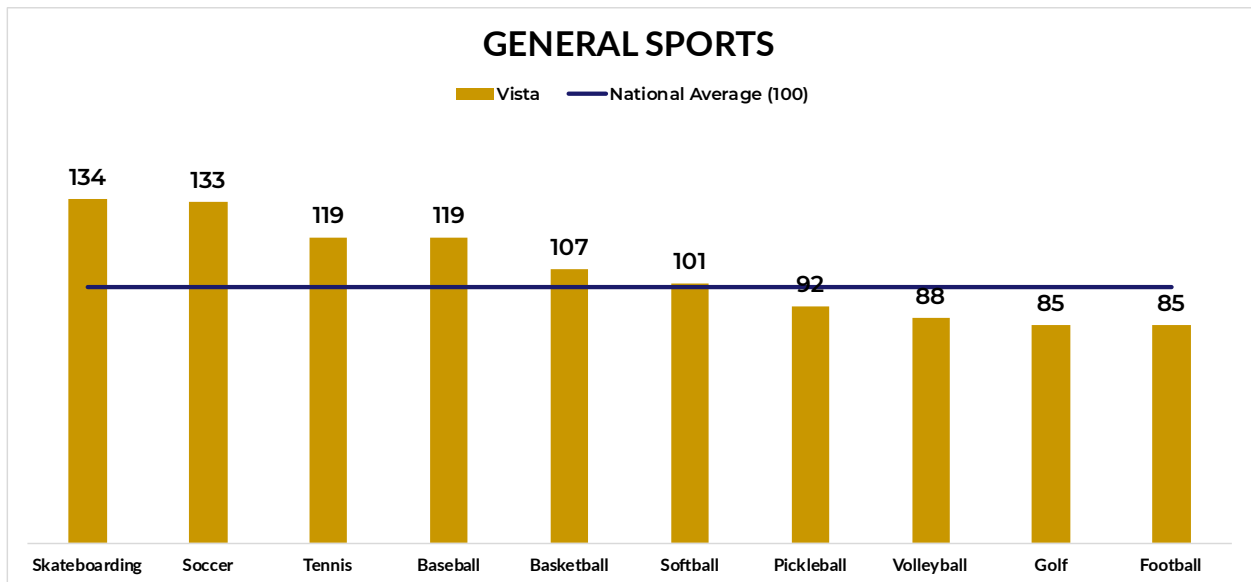
This information helps show what types of activities are most popular or have room to grow in Vista. The data looks across four categories: general sports, fitness, outdoor recreation, and commercial recreation. While MPI data provides useful insight into community interests, it is just one of several tools used to guide program and facility planning.

The charts on the following pages highlight 46 different sports and leisure activities, organized by category and ranked from highest to lowest MPI score. Activities with scores above 100 reflect strong local interest and opportunity for participation, while those below 100 may represent emerging or niche interests within the community.

### 3.4.2 GENERAL SPORTS MARKET POTENTIAL

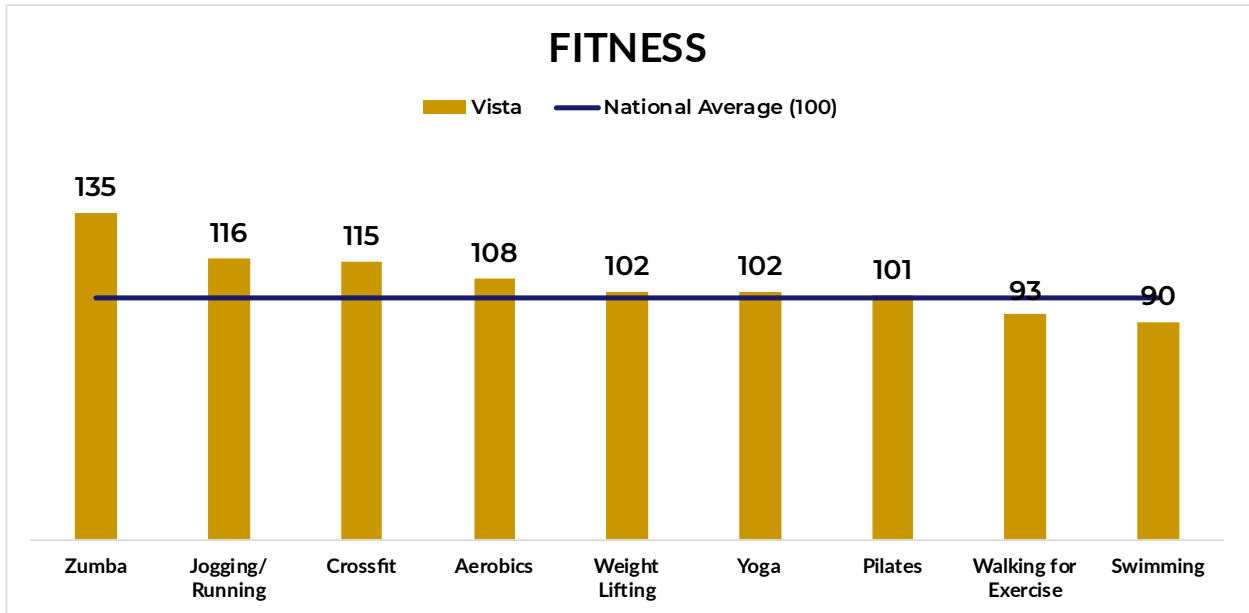
Vista residents show strong interest in a variety of sports, with six out of ten activities scoring above the national average for participation likelihood. The highest potential is seen in Skateboarding (134) and Soccer (133), both indicating significantly higher participation rates compared to national trends. Tennis (119) and Baseball (119) also demonstrate strong local appeal, followed by Basketball (107) and Softball (101).

Activities such as Pickleball (92), Volleyball (88), Golf (85), and Football (85) fall below the national average, suggesting more limited interest or smaller participant bases within the community. Overall, the data highlights Vista's particularly strong market for action and field sports, reflecting a community that values active, outdoor recreation opportunities.



### 3.4.3 FITNESS

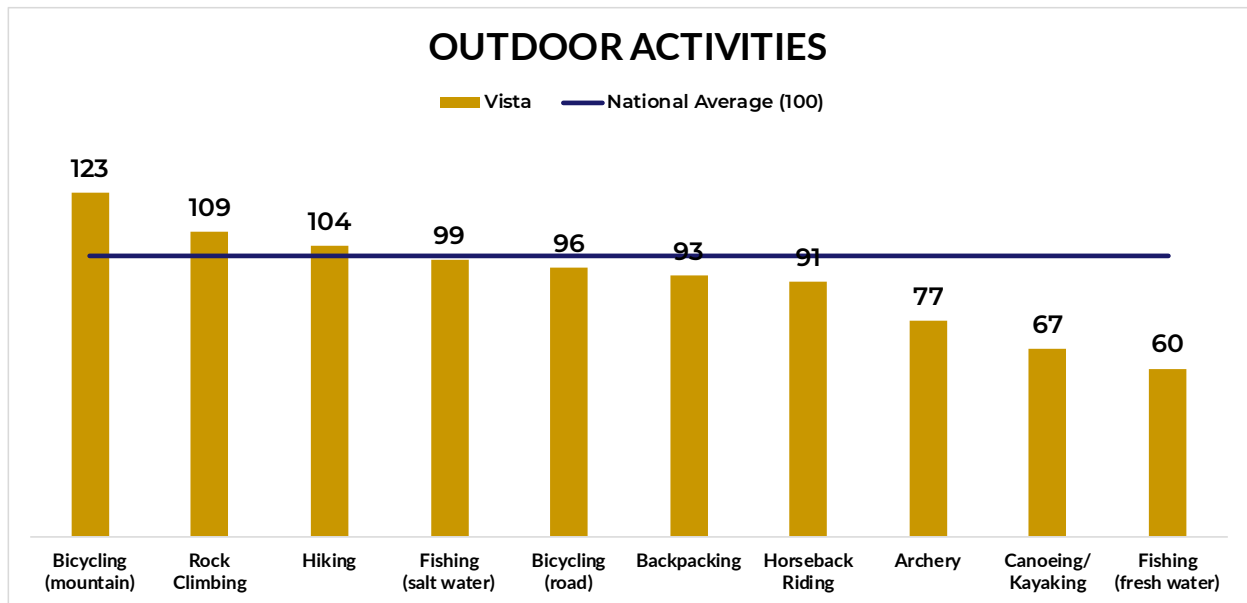
Vista residents demonstrate strong participation potential across a range of fitness activities, with seven out of nine scoring at or above the national average. Zumba (135) leads the category by a wide margin, indicating exceptionally high local interest. Other activities with above-average participation potential include Jogging/Running (116), CrossFit (115), Aerobics (108), Weightlifting (102), Yoga (102), and Pilates (101). Activities such as Walking for Exercise (93) and Swimming (90) fall slightly below the national average but still represent meaningful engagement opportunities. Overall, these findings suggest a highly active community with strong interest in group fitness and high-intensity activities.



### 3.4.4 OUTDOOR ACTIVITY

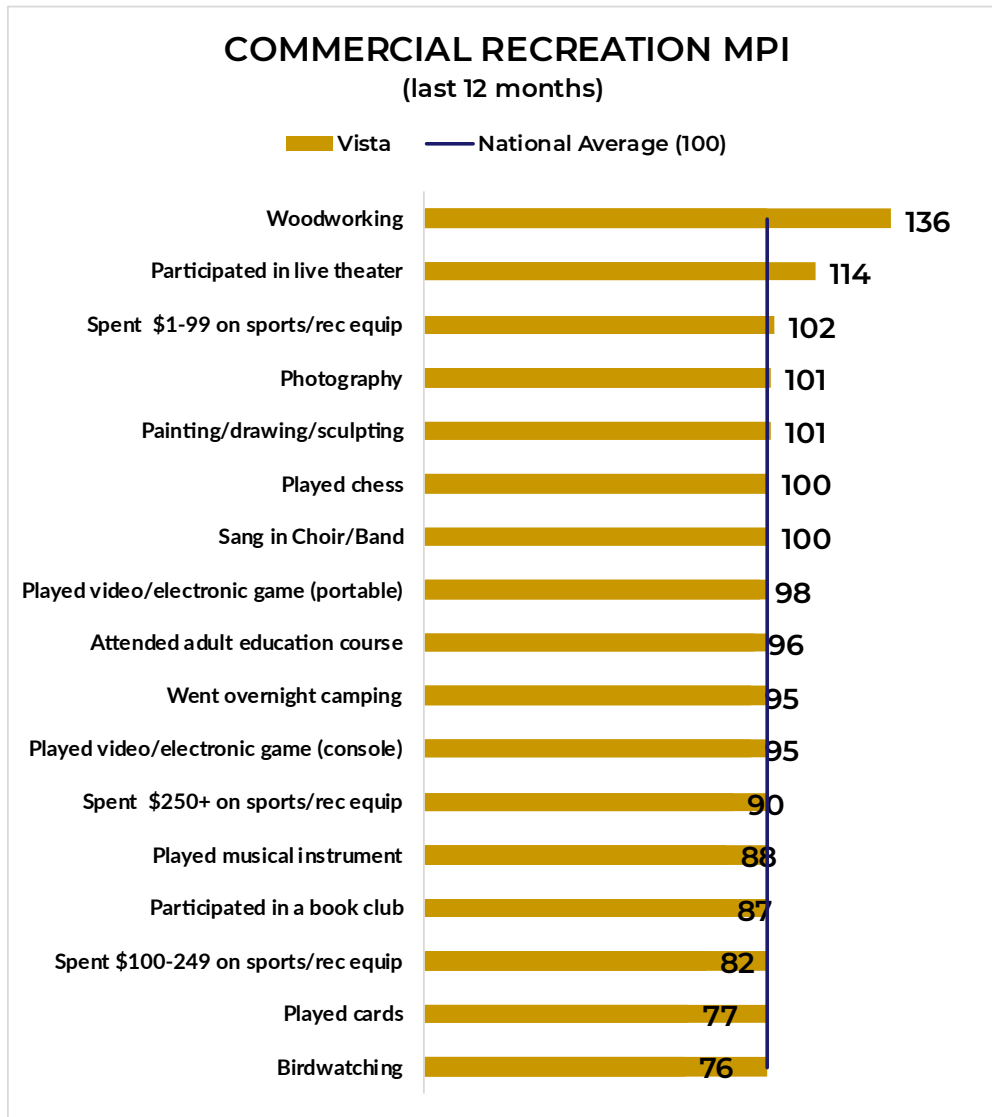
Vista residents show a strong interest in outdoor recreation, with three activities scoring above the national average. Mountain Bicycling (123), Rock Climbing (109), and Hiking (104) lead the way, highlighting the community’s enthusiasm for adventure and fitness-oriented outdoor pursuits.

Activities such as Saltwater Fishing (99), Road Bicycling (96), Backpacking (93), and Horseback Riding (91) fall just below the national average but still reflect meaningful engagement opportunities. Lower participation potential is seen in Archery (77), Canoeing/Kayaking (67), and Freshwater Fishing (60). Overall, the data suggests that Vista residents are most drawn to active, trail-based, and climbing activities that align with the area’s natural landscape and outdoor culture.



### 3.4.5 COMMERCIAL RECREATION

Vista residents show strong interest in creative and hands-on recreation. Woodworking (136) and Live Theater (114) lead all activities, followed by Photography (101) and Painting/Drawing/Sculpting (101). Chess and Choir/Band (100) participation aligns with national averages, while activities like Book Clubs (87), Playing Cards (77), and Birdwatching (76) show smaller but dedicated audiences. Overall, Vista's recreation market reflects a vibrant mix of artistic, social, and skill-based interests.



### 3.4.6 KEY TAKEAWAYS

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The Community Profile provides an in-depth understanding of Vista's people, environment, and recreation interests, helping guide future decisions that promote equity, accessibility, and community well-being.

- **Community Context & Commitment:** Vista is a vibrant and evolving community with a deep respect for its roots. The City acknowledges the Luiseño Tribe as the original stewards of this land and remains committed to building equitable and inclusive communities through its recreation and community services planning efforts.
- **Livability and Access:** With a cost-of-living index of 147, Vista is about 47% more expensive than the national average, though slightly below the California average. About 51% of residents live within a 10-minute walk of a park—below the national median of 55%—and the City's Tree Equity Score of 75 highlights ongoing opportunities to expand canopy coverage, particularly in neighborhoods with higher populations of residents of color.
- **Population Growth & Demographics:** Vista's population is projected to grow slowly but steadily, reaching about 102,600 residents by 2040. While the community remains relatively young with a median age of 36.5, it is gradually aging—driven by growth in residents aged 55 and older.
- **Diversity & Inclusion:** Vista is a minority-majority city, where residents identifying as something other than White Alone make up the majority. The share of Hispanic/Latino residents (52%) is expected to rise to 57% by 2040, reflecting the city's strong cultural diversity and the importance of multilingual communication and inclusive programming.
- **Economic Stability:** While Vista's per capita income (\$42,246) is below state and national averages, its median household income (\$101,196) aligns with California's and far exceeds the national median, suggesting many households have multiple earners and overall financial stability.
- **Historically Underserved Populations:** The city has a higher proportion of foreign-born residents (32%) and non-English-speaking households (46%) than both state and national averages. However, Vista outperforms in other equity indicators: it has fewer residents with disabilities, without health insurance, or living in poverty than both state and national benchmarks—pointing to a relatively resilient and well-supported community.
- **Recreation Participation & Market Potential:** ESRI's Market Potential Index (MPI) shows that Vista residents are active, creative, and community-minded:
  - General Sports: Strong interest in Skateboarding (134), Soccer (133), and Tennis/Baseball (119) indicates a thriving sports culture and need for field and court access.
  - Fitness: High engagement in Zumba (135), Running (116), and CrossFit (115) reflects demand for energetic, group-based fitness options.
  - Outdoor Recreation: High MPI scores for Mountain Biking (123), Rock Climbing (109), and Hiking (104) suggest strong alignment with Vista's natural setting and trail network.
  - Commercial Recreation: Exceptional interest in Woodworking (136) and Live Theater (114) highlights a creative and arts-oriented community.

### 3.4.7 NATIONAL TRENDS IN RECREATION

#### METHODOLOGY

The Sports & Fitness Industry Association’s (SFIA) Sports, Fitness & Leisure Activities Topline Participation Report 2024 was used to assess national recreation participatory trends. Participation statistics were derived from a nationwide study conducted in 2023 by Sports Marketing Surveys USA (SMS), a Buffalo Groupe Company. This study was guided by SFIA and seven other sports industry associations within the Physical Activity Council (PAC) and was designed and launched by Digital Research (DRI). All other data are attributed to the SFIA/SMS research partnership.



In 2023, a total of 18,000 online interviews were conducted with a representative nationwide sample of individuals from U.S. proprietary online panels, covering people aged six and older. Strict quotas for gender, age, income, region, and ethnicity were followed to ensure a balanced sample.

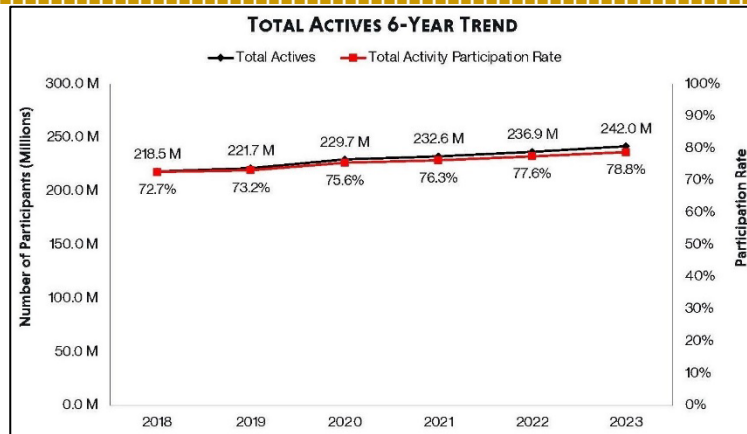
The sample size of 18,000 completed interviews provides a high degree of statistical accuracy. While all surveys are subject to some standard error, the results are highly reliable. For example, a sport with a participation rate of five percent has a confidence interval of plus or minus 0.32 percentage points at the 95 percent confidence level.

A weighting technique was applied to balance the data to reflect the total U.S. population aged six and above. Variables used for weighting included gender, age, income, ethnicity, household size, region, and population density. The total population figure used was 306,931,382 people aged six and older.

All category and activity names follow SFIA terminology.

#### OVERALL PARTICIPATION IN THE U.S.

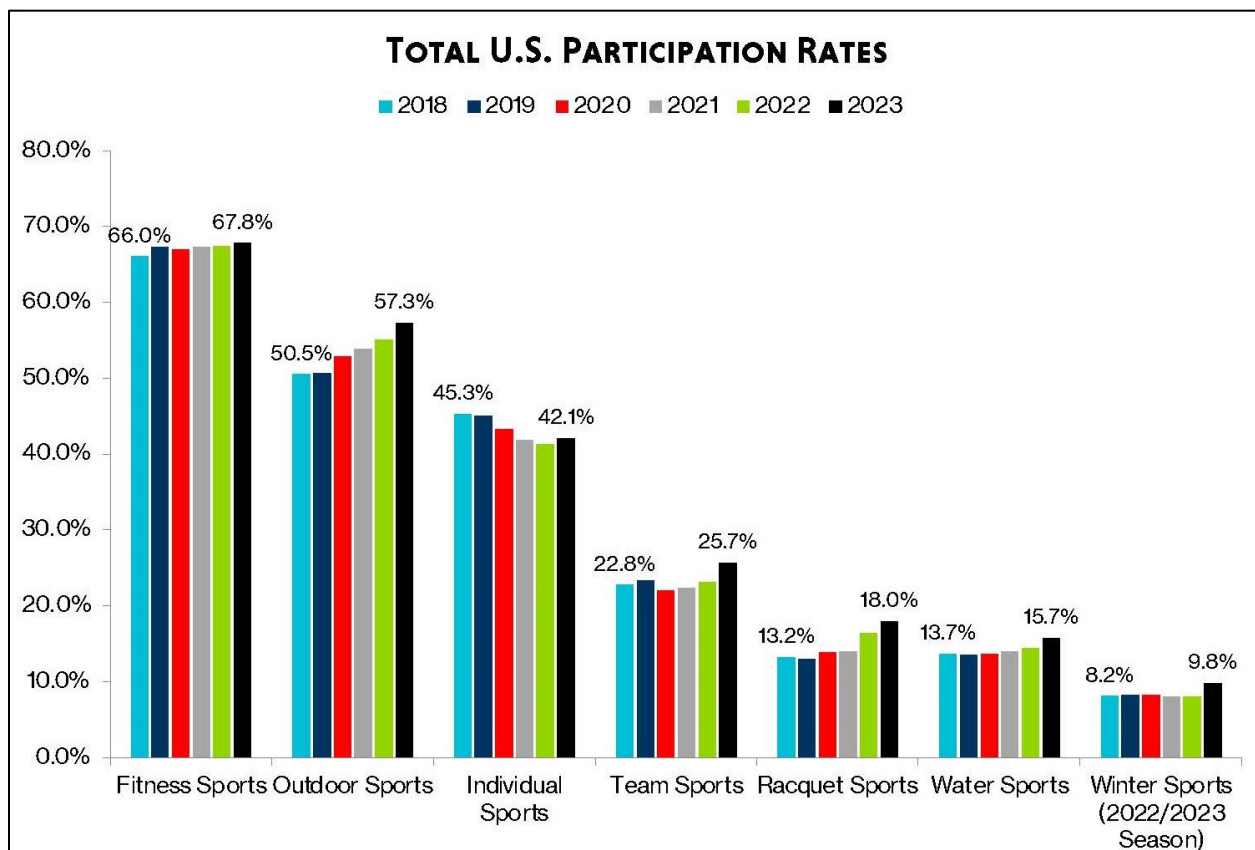
The number of active participants in the U.S.—defined as anyone who engaged in at least one activity during the calendar year—has risen for the 10th consecutive year. In 2013, 213.2 million people were active, and by 2023, this number had grown to 242.0 million, marking a 13.5% increase or nearly 30 million more Americans participating in activities. This trend indicates that Americans are increasingly prioritizing physical activity.



Every sports category—fitness sports, outdoor sports, individual sports, racquet sports, team sports, water sports, and winter sports—saw an increase in the number of participants. Notably, winter sports, team sports, racquet sports, and water sports all experienced participation growth of over 9%. Winter sports led with a 22% growth rate, followed by team sports at 10.8%. All tracked winter sports saw increased participation, and 20 out of 24 team sports had higher participation rates in 2023 compared to 2022. Team sports participation has surpassed pre-pandemic levels, with 25.7% of Americans aged 6 and older playing a team sport in 2023, compared to 23.4% in 2019.

Racquet sports gained five million more participants in 2023 than in 2022. While most racquet sports saw increased participation, table tennis experienced a slight decline. Pickleball, in particular, continued its rapid rise in popularity, reaching 13.6 million participants in 2023, a 51.8% increase from the previous year and a 223.5% growth since 2020. For context, pickleball's participation is now nearly the size of outdoor soccer, which has 14.1 million participants.

The two largest participation categories, fitness and outdoor activities, also showed modest increases. Outdoor participation grew by 4.1% year-over-year, while fitness activities saw a 0.6% increase. Fitness sports remain the most popular, with around 208 million participants, making it the only category with over 200 million participants.



## PARTICIPATION BY GENERATION

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Across all generations, fitness and outdoor activities remain the most popular sports categories. Here is a breakdown of participation trends for each generation:

### Baby Boomers (1945-1964):

- Participation Rates (2023): Fitness (68.6%), Individual Sports (23.8%), Outdoor Sports (45.3%), Racquet Sports (8.6%), Team Sports (5.5%), Water Sports (9.4%), Winter Sports (4.0%).
- Trends (2019-2023): Significant increases in participation across most categories, with the largest growth seen in Racquet Sports (55.5%) and Team Sports (28.0%).

### Generation X (1965-1979):

- Participation Rates (2023): Fitness (66.9%), Individual Sports (32.7%), Outdoor Sports (54.2%), Racquet Sports (14.1%), Team Sports (17.8%), Water Sports (14.5%), Winter Sports (9.8%).
- Trends (2019-2023): Notable growth in Racquet Sports (39.7%) and Water Sports (33.5%). Team sports saw a significant increase of 48.7%.

### Millennials (1980-1999):

- Participation Rates (2023): Fitness (68.2%), Individual Sports (43.8%), Outdoor Sports (61.3%), Racquet Sports (21.1%), Team Sports (33.4%), Water Sports (19.7%), Winter Sports (17.5%).
- Trends (2019-2023): Growth in all categories except for small declines in Fitness (-0.1%), Outdoor Sports (6.6%), and Racquet Sports (19.9%).

### Generation Z (2000+):

- Participation Rates (2023): Fitness (56.5%), Individual Sports (46.1%), Outdoor Sports (61.6%), Racquet Sports (24.5%), Team Sports (55.9%), Water Sports (18.4%), Winter Sports (20.6%).
- Trends (2019-2023): Team Sports saw the largest increase (48.7%), with significant growth in Racquet Sports (35.2%) and Water Sports (43.1%).

### Key Trends:

- Team Sports: The largest one-year increase for Gen Z, Gen X, and Boomers, with over 10% growth year-over-year.
- Declines: Millennials experienced small declines in Fitness Sports, Outdoor Sports, and Racquet Sports, each less than 1.5%.

Overall, participation in physical activities is increasing across all generations, indicating a growing emphasis on physical and mental health among Americans.

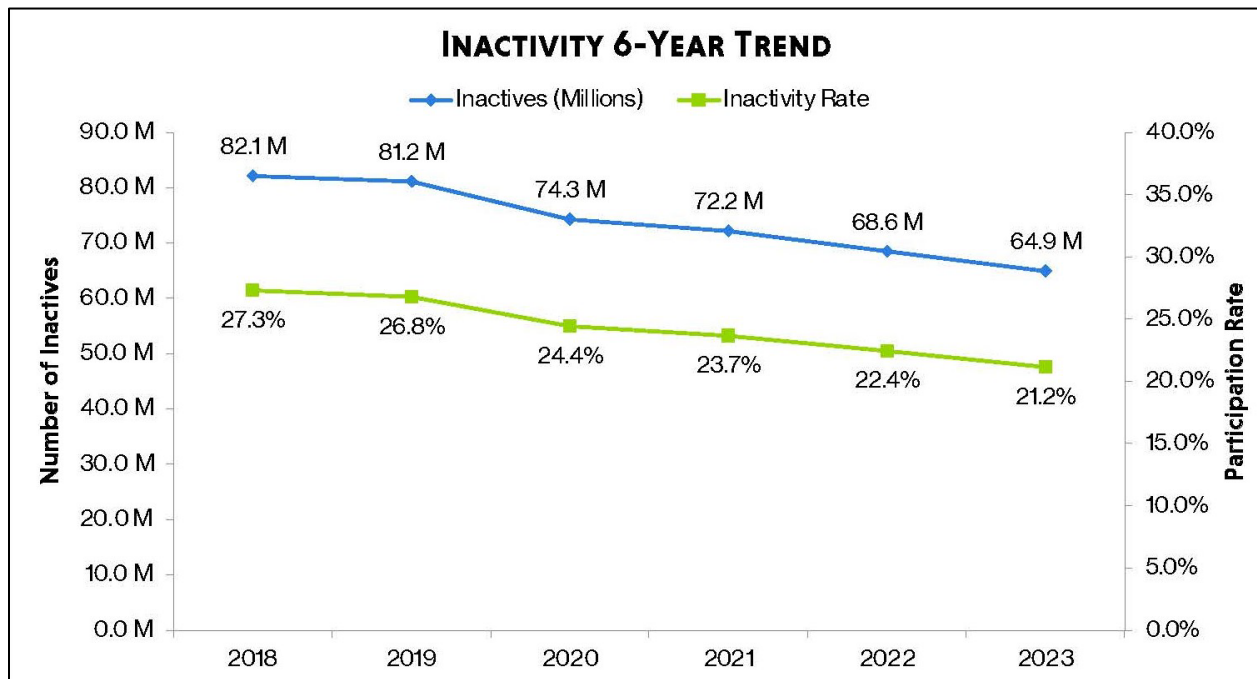
## INACTIVITY IN THE U.S.

The inactivity rate in the U.S. continued its downward trend in 2023, with 64.9 million people, or 21.2% of Americans, classified as inactive. This marks a 5.3% decrease from the 2022 figure of 68.6 million people and represents the lowest inactivity rate since SFIA began tracking in 2008.

The pandemic has clearly shifted priorities for many Americans. Prior to the pandemic, the inactivity rate remained steady at around 27%. However, since 2020, inactivity has steadily declined, indicating that a focus on active and healthy lifestyles has become the new normal for millions.

In contrast to the previous year, when certain age groups (18-24 and 25-34) saw increases in inactivity, 2023 saw declines in inactivity across all age groups. Furthermore, inactivity rates for every age group in 2023 were significantly lower than in 2018.

While there remains a notable disparity in inactivity rates between income levels—13.1% for households earning over \$100,000 compared to 38.2% for those earning under \$25,000—it is encouraging that every income level experienced a decrease in inactivity. The most significant reduction occurred in the \$50,000-\$74,999 income bracket, which saw a 4.1% decrease from the previous year and an 8.5% drop from 2021.



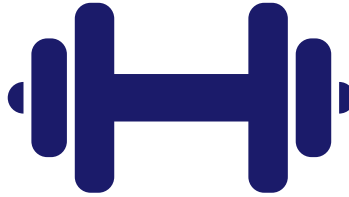
### 3.4.8 NATIONAL PARTICIPATION

#### FITNESS



Walking for Fitness

114.0 million



Free Weights (Dumbbells)

53.9 million



Running/Jogging

48.3 million

Walking for Fitness remains the most popular activity, with a slight decrease of 0.6% over the past year but maintaining stable participation over the three years (114,039 participants in 2023). This activity's enduring popularity is likely due to its accessibility, minimal equipment requirements, and the ability to incorporate it into daily routines easily. Despite the slight drop in the past year, its stable participation rate over three years suggests it remains a favored choice for many individuals seeking low-impact exercise.

Free Weights (Dumbbells/Hand Weights) is the second most popular activity, showing a modest increase of 1.4% over the past year and a 1.1% increase over three years, reaching 53,858 participants in 2023. This activity's consistent growth indicates a steady interest in strength training and resistance exercises, possibly driven by increased awareness of the benefits of muscle strengthening and the convenience of performing these exercises at home or in gyms.

Running/Jogging, the third most popular activity, has seen a slight increase of 1.0% over the past year, although it experienced a 4.6% decline over the three-year period, with 48,305 participants in 2023. While the recent uptick suggests a rebound in interest, the overall decline may reflect the impact of external factors such as the pandemic, which could have affected outdoor activities and group events like marathons. Nonetheless, running remains a significant fitness activity, valued for its cardiovascular benefits and relatively low cost.

Beyond the top three activities, the data reveals a mix of trends across various other fitness activities. Notably, activities such as Yoga, Stationary Cycling (Recumbent/Upright), and Swimming for Fitness have shown moderate to significant increases in participation. Pilates Training, Barre, and Tai Chi have experienced remarkable growth, indicating a rising interest in diverse forms of exercise that offer flexibility, balance, and low-impact training. Conversely, activities like High Impact/Intensity Training and Bodyweight Exercise have seen slight decreases, reflecting shifting preferences or external influences such as the COVID-19 pandemic. Overall, the data paints a dynamic picture of fitness trends, with many activities gaining traction while others fluctuate, underscoring the evolving landscape of physical fitness among the US population.

FITNESS PARTICIPANTS						
	2020	2021	2022	2023	1-year change	3-year change
Walking for Fitness	114,044	115,814	114,759	114,039	-0.6%	0.0%
Free Weights (Dumbbells/Hand Weights)	53,256	52,636	53,140	53,858	1.4%	1.1%
Running/Jogging	50,652	48,977	47,816	48,305	1.0%	-4.6%
Yoga	32,808	34,347	33,636	34,249	1.8%	4.4%
Stationary Cycling (Recumbent/Upright)	31,287	32,453	32,102	32,628	1.6%	4.3%
Weight/Resistance Machines	30,651	30,577	30,010	29,426	3.9%	3.8%
Free Weights (Barbell)	28,790	28,243	28,678	29,333	2.3%	1.9%
Swimming for Fitness	25,666	25,620	26,272	28,173	7.2%	9.8%
Elliptical Motion/Cross-Trainer	27,920	27,618	27,051	27,062	0.0%	-3.1%
Dance, Step & Other Choreographed Exercise to Music	25,160	24,752	25,163	26,241	4.3%	4.3%
Bodyweight Exercise & Bodyweight Accessory-Assisted Training	22,845	22,629	22,034	22,578	2.5%	-1.2%
High Impact/Intensity Training	22,487	21,973	21,821	21,801	-0.1%	-3.0%
Kettlebells	13,576	13,557	13,694	14,466	5.6%	6.6%
Rowing Machine	11,694	11,586	11,893	12,775	7.4%	9.2%
Stair-Climbing Machine	11,261	11,786	11,677	12,605	8.0%	11.9%
Pilates Training	9,905	9,745	10,311	11,862	15.0%	19.8%
Aquatic Exercise	10,954	10,400	10,676	11,307	5.9%	3.2%
Cross-Training Style Workouts	9,179	9,764	9,248	9,404	1.7%	2.5%
Stationary Cycling (Group)	6,054	5,939	6,268	6,227	-0.7%	2.9%
Cardio Kickboxing	5,295	5,099	5,531	5,524	-0.1%	4.3%
Boot Camp Style Training	4,969	5,169	5,192	5,434	4.7%	9.4%
Barre	3,579	3,659	3,803	4,294	12.9%	20.0%
Tai Chi	3,300	3,393	3,394	3,948	16.3%	19.6%

NOTE: Participation numbers are in 000's for the US population ages 6 and over

<b>Legend:</b>	Large Increase (greater than 10%)	Moderate Increase (0% to 10%)	Moderate Decrease (0% to -10%)	Large Decrease (less than -10%)
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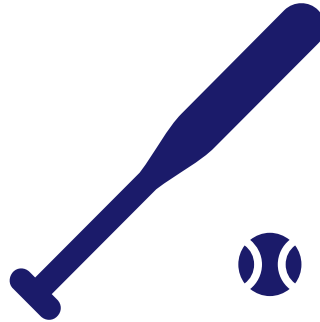


## TEAM SPORTS

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**Basketball**  
29.7 million



**Baseball**  
16.7 million



**Soccer**  
14.1 million

Basketball remains the most popular team sport, with 29,725 participants in 2023, reflecting a 5.6% increase over the past year and a 7.1% increase over the three-year period. This steady growth underscores basketball's widespread appeal, likely due to its accessibility, the popularity of professional leagues, and its presence in school and community sports programs.

Baseball is the second most popular team sport, showing a 7.6% increase over the past year and a 5.9% increase over three years, reaching 16,655 participants in 2023. The resurgence in baseball participation might be attributed to revitalized interest in the sport at both amateur and professional levels, as well as the efforts of various programs aimed at engaging youth in baseball activities.

Outdoor Soccer ranks third, with 14,074 participants in 2023, an 8.1% increase from the previous year and a significant 13.1% increase over three years. Soccer's growing popularity in the United States is likely driven by the increasing visibility of soccer leagues, international tournaments, and grassroots efforts to promote the sport among young athletes.

Beyond the top three, several other sports have shown notable trends. Volleyball (Court) and Swimming on a Team have experienced significant growth, with Volleyball (Court) seeing a 13.4% increase over the past year and a 27.6% increase over three years. Similarly, Swimming on a Team saw a 14.6% increase over the past year and a 27.3% increase over three years. Conversely, some sports such as Beach Volleyball, Roller Hockey, and Rugby have experienced declines, reflecting shifting interests and possibly the impact of external factors like the COVID-19 pandemic. Overall, the data illustrates a dynamic landscape of team sports participation, with some activities gaining traction while others face challenges.

## TEAM SPORTS PARTICIPANTS

	2020	2021	2022	2023	1-year change	3-year change
Basketball	27,753	27,135	28,149	29,725	5.6%	7.1%
Baseball	15,731	15,587	15,478	16,655	7.6%	5.9%
Soccer (Outdoor)	12,444	12,556	13,018	14,074	8.1%	13.1%
Football (Flag)	7,001	6,889	7,104	7,266	2.3%	3.8%
Softball (Slow-Pitch)	6,349	6,008	6,036	6,356	5.3%	0.1%
Soccer (Indoor)	5,440	5,408	5,495	5,909	7.5%	8.6%
Volleyball (Court)	5,410	5,849	6,092	5,905	13.4%	27.6%
Football (Tackle)	5,054	5,228	5,436	5,618	3.3%	11.2%
Football (Touch)	4,846	4,884	4,843	4,949	2.2%	2.1%
Gymnastics	3,848	4,268	4,569	4,758	4.1%	23.6%
Volleyball (Beach/Sand)	4,320	4,184	4,128	3,917	-5.1%	-9.3%
Track and Field	3,636	3,587	3,690	3,905	5.8%	7.4%
Cheerleading	3,308	3,465	3,507	3,797	8.3%	14.8%
Swimming on a Team	2,615	2,824	2,904	3,327	14.6%	27.3%
Volleyball (Grass)	2,738	2,807	2,829	2,868	1.4%	4.7%
Paintball	2,781	2,562	2,592	2,669	2.9%	-4.1%
Football (7-on-7)	2,363	2,177	2,386	2,603	9.1%	10.2%
Ice Hockey	2,270	2,306	2,278	2,496	9.6%	9.9%
Softball (Fast-Pitch)	1,811	2,088	2,146	2,323	8.2%	28.3%
Wrestling	1,931	1,937	2,036	2,121	4.2%	9.9%
Ultimate Frisbee	2,325	2,190	2,142	2,086	-2.6%	-10.3%
Lacrosse	1,884	1,892	1,875	1,979	5.5%	5.1%
Roller Hockey	1,500	1,425	1,368	1,237	-9.6%	-17.5%
Rugby	1,242	1,238	1,166	1,112	-4.6%	-10.5%

NOTE: Participation numbers are in 000's for the US population ages 6 and over

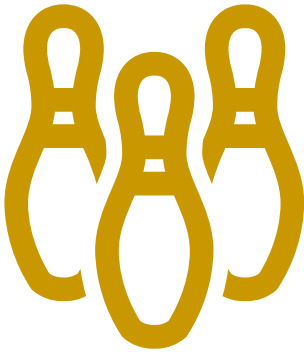
**Legend:**

Large Increase (greater than 10%)	Moderate Increase (0% to 10%)	Moderate Decrease (0% to -10%)	Large Decrease (less than -10%)
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## INDIVIDUAL ACTIVITIES

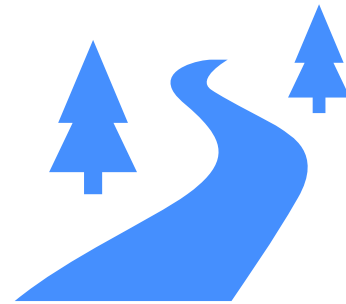
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**Bowling**  
29.7 million



**Golf**  
16.7 million



**Trail Running**  
14.1 million

Bowling remains the most popular individual activity with 47,558 participants in 2023, marking a modest 1.5% increase over the past year. Despite this recent growth, bowling has seen a 6.8% decrease over the three-year period, suggesting some fluctuations in its popularity. The slight rebound in participation could be attributed to the reopening of recreational facilities and bowling alleys post-pandemic, allowing more people to engage in this social yet competitive activity.

Golf (on- or off-course) follows closely, with 45,029 participants in 2023. This activity has experienced a notable 9.6% increase over the past year and a significant 22.2% growth over three years. The surge in golf's popularity may be linked to its suitability for social distancing, making it a favored sport during and after the pandemic. Additionally, the flexibility of playing on- or off-course has likely contributed to its broad appeal.

Trail Running is the third most popular activity, with 14,885 participants in 2023. It has seen an impressive 12.3% increase over the past year and a substantial 25.6% rise over the three-year period. The growing interest in trail running reflects a broader trend towards outdoor and adventure activities, as more people seek ways to stay fit while enjoying nature and the outdoors.

Beyond the top three activities, several other individual sports have shown notable trends. Horseback Riding, Ice Skating, and Roller Skating (2x2 Wheels) have all experienced significant growth, with Horseback Riding seeing the highest increase at 17.2% over the past year and 26.9% over three years. Conversely, activities like Boxing/MMA for Fitness have seen declines, with a 14.4% drop over the past year and a 15.0% decrease over three years. Overall, the data illustrates a dynamic landscape of individual sports participation, with some activities gaining popularity while others face challenges.

## INDIVIDUAL ACTIVITY PARTICIPANTS

	2020	2021	2022	2023	1-year change	3-year change
<b>Bowling</b>	40,143	41,666	42,292	47,558	1.5%	-6.8%
<b>Golf (on- or off-course)</b>	36,861	37,473	41,096	45,029	9.6%	22.2%
<b>Trail Running</b>	11,854	12,520	13,253	14,885	12.3%	25.6%
<b>Ice Skating</b>	9,857	9,481	10,086	11,438	1.4%	16.0%
<b>Skateboarding</b>	8,872	8,747	9,019	8,923	-1.1%	0.6%
<b>Horseback Riding</b>	6,748	6,919	7,309	8,563	17.2%	26.9%
<b>Boxing/MMA for Fitness</b>	9,856	9,345	9,787	8,378	-14.4%	-15.0%
<b>Archery</b>	7,249	7,342	7,428	7,662	3.1%	5.7%
<b>Roller Skating (2x2 Wheels)</b>	6,160	6,373	6,810	7,004	2.8%	13.7%
<b>Martial Arts</b>	6,064	6,186	6,355	6,610	4.0%	9.0%
<b>Roller Skating (Inline Wheels)</b>	4,892	4,940	5,173	5,201	0.5%	6.3%
<b>Adventure Racing</b>	1,966	1,826	1,714	1,808	5.5%	-8.0%
<b>Triathlon (Traditional/Road)</b>	1,846	1,748	1,780	1,738	-2.4%	-5.9%
<b>Triathlon (Non-Traditional/Off Road)</b>	1,363	1,304	1,350	1,363	0.9%	0.0%
<b>MMA for Competition</b>	979	1,026	1,076	1,162	7.9%	18.6%

NOTE: Participation numbers are in 000's for the US population ages 6 and over

**Legend:**

Large Increase (greater than 10%)	Moderate Increase (0% to 10%)	Moderate Decrease (0% to -10%)	Large Decrease (less than -10%)
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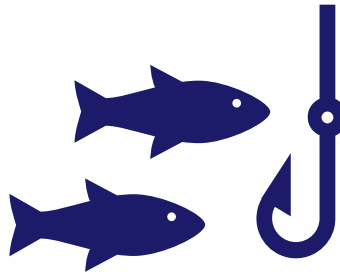
## OUTDOOR ACTIVITIES

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**Hiking (Day)**

61.4 million



**Fishing (Freshwater)**

42.6 million



**Bicycling (Road/Paved)**

42.2 million

Day Hiking is the most popular outdoor activity, with 61,444 participants in 2023. It saw a 3.1% increase over the past year and a 6.3% increase over the three-year period. This consistent growth indicates a strong and increasing interest in hiking, likely driven by the activity's accessibility and the health benefits of spending time outdoors.

Freshwater Fishing follows as the second most popular activity, with 42,605 participants in 2023. This activity experienced a 1.9% increase over the past year and has remained relatively stable over three years with a minimal 0.1% growth. The steadiness in participation suggests that freshwater fishing remains a favored pastime for many, possibly due to its relaxing nature and the abundance of freshwater fishing locations.

Road/Paved Surface Bicycling is the third most popular activity, with 42,243 participants in 2023. However, it saw a 3.0% decrease over the past year and a 5.0% decline over three years. Despite the decline, it remains a significant activity, highlighting the varying trends and preferences in outdoor cycling activities.

Beyond the top three, several other activities have shown notable trends. Indoor Climbing, BMX Bicycling, and Fly Fishing have all experienced significant growth. For example, Indoor Climbing saw a 10.0% increase over the past year and a 14.8% rise over three years, reflecting growing interest in climbing sports. Conversely, activities like RV Camping and Target Shooting with rifles have seen declines, indicating changing preferences or external factors impacting participation. Overall, the data illustrates a dynamic landscape of outdoor activities, with some gaining popularity and others facing challenges.

## OUTDOOR ACTIVITY PARTICIPANTS

	2020	2021	2022	2023	1-year change	3-year change
Hiking (Day)	57,808	58,697	59,578	61,444	3.1%	6.3%
Fishing (Freshwater/Other)	42,556	40,853	41,821	42,605	1.9%	0.1%
Bicycling (Road/Paved Surface)	44,471	42,775	43,554	42,243	-3.0%	-5.0%
Camping	36,082	35,985	37,431	38,572	3.0%	6.9%
Wildlife Viewing	21,038	20,452	20,615	21,118	2.4%	0.4%
Camping (RV)	17,825	16,371	16,840	16,497	-2.0%	-7.5%
Birdwatching	15,228	14,815	15,818	16,426	3.8%	7.8%
Fishing (Saltwater)	14,529	13,790	14,344	15,039	4.8%	3.5%
Target Shooting (Handgun)	14,253	13,952	13,303	13,347	0.3%	-6.4%
Target Shooting (Rifle)	12,728	12,388	12,044	11,795	-2.1%	-7.3%
Hunting (Rifle)	11,098	10,762	10,811	10,770	-0.4%	-3.0%
Backpacking Overnight	10,746	10,306	10,217	9,994	-2.2%	-7.0%
Bicycling (Mountain/Non-Paved Surface)	8,998	8,693	8,916	9,289	4.2%	3.2%
Fishing (Fly)	7,753	7,458	7,631	8,077	5.8%	4.2%
Hunting (Shotgun)	7,874	7,627	7,628	7,574	-0.7%	-3.8%
Climbing (Indoor)	5,535	5,684	5,778	6,356	10.0%	14.8%
Hunting (Bow)	4,656	4,577	4,739	4,912	3.7%	5.5%
Shooting (Sport Clays)	4,699	4,618	4,718	4,702	-0.3%	0.1%
Bicycling (BMX)	3,880	3,861	4,181	4,462	6.7%	15.0%
Shooting (Trap/Skeet)	3,837	3,750	3,739	3,723	-0.4%	-3.0%
Hunting (Handgun)	3,998	2,900	2,993	2,870	-4.1%	-4.3%
Climbing (Traditional/Ice/Mountaineering)	2,456	2,374	2,452	2,569	4.8%	4.6%
Climbing (Sport/Boulder)	2,290	2,301	2,452	2,544	3.7%	11.1%

NOTE: Participation numbers are in 000's for the US population ages 6 and over

Legend:	Large Increase (greater than 10%)	Moderate Increase (0% to 10%)	Moderate Decrease (0% to -10%)	Large Decrease (less than -10%)
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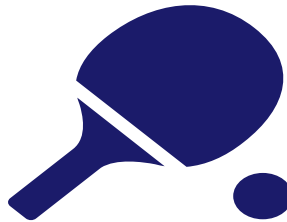


## RACQUET SPORTS



### Tennis

28.8 million



### Table Tennis

15.4 million



### Pickleball

13.6 million

Tennis remains the most popular racquet sport with 23,835 participants in 2023. It has experienced a steady 1.0% increase over the past year and a 10.1% increase over the three-year period. This consistent growth reflects tennis's enduring appeal, likely due to its wide accessibility, numerous playing facilities, and the sport's physical and social benefits.

Table Tennis is the second most popular racquet sport, with 15,359 participants in 2023. However, it has seen a 2.9% decrease over the past year and an 8.9% decline over the three-year period. Despite this decline, table tennis remains a significant activity, possibly due to its convenience as an indoor sport and its popularity in both casual and competitive settings.

Pickleball has shown remarkable growth, with 13,582 participants in 2023, making it the third most popular racquet sport. It experienced an impressive 51.8% increase over the past year and a staggering 223.5% increase over the three-year period. The explosive growth of pickleball can be attributed to its easy learning curve, low equipment cost, and suitability for all age groups, which have contributed to its rapid adoption across various communities.

Beyond the top three, other racquet sports such as Badminton, Cardio Tennis, Racquetball, and Squash have shown varied trends. Badminton and Squash have seen moderate increases in participation, with Squash experiencing a notable 13.0% growth over three years. Cardio Tennis has witnessed a significant rise, with a 27.3% increase over the past year and a 43.1% increase over three years, indicating a growing interest in fitness-oriented racquet sports. Conversely, Racquetball has remained relatively stable with minor fluctuations. Overall, the data illustrates dynamic participation trends in racquet sports, with some activities gaining significant traction while others face challenges.

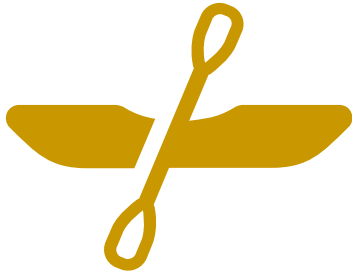
RACQUET SPORTS PARTICIPANTS						
	2020	2021	2022	2023	1-year change	3-year change
Tennis	21,642	22,617	23,595	23,835	1.0%	10.1%
Table Tennis	16,854	15,390	15,824	15,359	-2.9%	-8.9%
Pickleball	4,199	4,819	8,949	13,582	51.8%	223.5%
Badminton	5,862	6,061	6,940	6,953	0.4%	11.1%
Cardio Tennis	2,503	2,608	2,812	3,581	27.3%	43.1%
Racquetball	3,426	3,260	3,521	3,550	0.8%	3.6%
Squash	1,163	1,185	1,228	1,315	7.0%	13.0%

NOTE: Participation numbers are in 000's for the US population ages 6 and over

Legend:	Large Increase (greater than 10%)	Moderate Increase (0% to 10%)	Moderate Decrease (0% to -10%)	Large Decrease (less than -10%)
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## WATER ACTIVITIES

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### Kayaking (Recreational)

14.7 million



### Canoeing

10.0 million



### Snorkeling

7.5 million

Recreational Kayaking is the most popular water activity, with 14,726 participants in 2023. It experienced an 8.6% increase over the past year and a 13.3% increase over the three-year period. This consistent growth highlights the rising appeal of kayaking as a versatile and accessible outdoor activity that can be enjoyed in various water bodies, from lakes to rivers.

Canoeing follows as the second most popular water activity, with 9,999 participants in 2023. Canoeing saw a 5.0% increase over the past year and a 4.2% increase over the three-year period. This steady growth suggests that canoeing remains a favored pastime, appreciated for its combination of physical exercise and the opportunity to explore natural waterways.

Snorkeling is the third most popular water activity, with 7,489 participants in 2023. It saw a modest 1.5% increase over the past year, although it experienced a slight decline of 3.1% over the three-year period. Despite this decline, snorkeling continues to attract enthusiasts interested in exploring underwater environments and marine life.

Beyond the top three activities, several other water activities have shown significant growth. For instance, Jet Skiing, Stand Up Paddling, Sailing, and Rafting have all seen notable increases in participation. Scuba Diving experienced a substantial 15.2% increase over the past year and an 18.4% increase over three years, reflecting a growing interest in underwater exploration and diving. Conversely, some activities like Snorkeling have faced minor declines, indicating shifting preferences among water sports enthusiasts. Overall, the data illustrates a dynamic landscape of water activities, with many gaining popularity and others experiencing fluctuations.

WATER ACTIVITY PARTICIPANTS						
	2020	2021	2022	2023	1-year change	3-year change
Kayaking (Recreational)	13,002	13,351	13,561	14,726	8.6%	13.3%
Canoeing	9,595	9,199	9,521	9,999	5.0%	4.2%
Snorkeling	7,729	7,316	7,376	7,489	1.5%	-3.1%
Jet Skiing	4,900	5,062	5,445	5,759	5.8%	17.5%
Stand Up Paddling	3,675	3,739	3,777	4,129	9.3%	12.4%
Sailing	3,486	3,463	3,632	4,100	12.9%	17.6%
Rafting	3,474	3,383	3,595	4,050	12.7%	16.6%
Surfing	3,800	3,463	3,692	3,993	8.1%	5.1%
Water Skiing	3,050	3,058	3,040	3,133	3.1%	2.7%
Scuba Diving	2,588	2,476	2,658	3,063	15.2%	18.4%
Kayaking (White Water)	2,605	2,623	2,726	2,995	9.9%	15.0%
Wakeboarding	2,754	2,674	2,754	2,844	3.3%	3.3%
Kayaking (Sea/Touring)	2,508	2,587	2,642	2,800	6.0%	11.6%
Boardsailing/Windsurfing	1,268	1,297	1,391	1,434	3.1%	13.1%

NOTE: Participation numbers are in 000's for the US population ages 6 and over

Legend:	Large Increase (greater than 10%)	Moderate Increase (0% to 10%)	Moderate Decrease (0% to -10%)	Large Decrease (less than -10%)
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## WINTER SPORT TRENDS

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### Skiing (Alpine)

13.1 million



### Sledding

9.9 million



### Snowboarding

9.0 million

Alpine/Downhill/Freeski/Telemark Skiing is the most popular winter sport, with 13,144 participants in 2023. It saw a modest 2.2% increase over the past year but experienced an 8.4% decline over the three-year period. Despite the overall decline, skiing remains highly popular, likely due to the established infrastructure of ski resorts and the sport's enduring appeal.

Sledding/Saucer Riding/Snow Tubing follows as the second most popular winter activity, with 9,896 participants in 2023. This activity experienced a 4.5% increase over the past year and a 5.5% increase over the three-year period. The steady growth suggests that sledding and snow tubing remain popular winter activities, especially among families and younger participants.

Snowboarding is the third most popular winter sport, with 8,978 participants in 2023. It saw a significant 10.0% increase over the past year and a 13.9% increase over the three-year period. The growth in snowboarding participation reflects its continued appeal, particularly among younger and more adventurous individuals who enjoy the sport's dynamic and freestyle elements.

Beyond the top three, several other winter sports have shown notable trends. Cross-country skiing and snowshoeing have experienced substantial growth, with cross-country skiing seeing a 9.6% increase over the past year and a 11.5% increase over three years, and snowshoeing witnessing a 20.7% increase over the past year and a 12.2% rise over three years. Winter Fat Biking and Alpine Touring have shown remarkable growth, with Alpine Touring experiencing a 17.0% increase over the past year and a 122.9% increase over three years, indicating a growing interest in these niche winter sports. Conversely, snowmobiling has shown more modest growth. Overall, the data illustrates a diverse landscape of winter sports participation, with some activities experiencing significant growth while others remain stable or face challenges.

<b>WINTER SPORT PARTICIPANTS</b>						
	2020	2021	2022	2023	1-year change	3-year change
<b>Skiing (Alpine/Downhill/Freeski/Telemark)</b>	14,347	13,636	12,864	13,144	2.2%	-8.4%
<b>Sledding/Saucer Riding/Snow Tubing</b>	9,382	8,887	9,473	9,896	4.5%	5.5%
<b>Snowboarding</b>	7,885	7,961	8,161	8,978	10.0%	13.9%
<b>Skiing (Cross-country)</b>	4,768	4,470	4,851	5,317	9.6%	11.5%
<b>Snowmobiling</b>		3,401	3,706	3,867	4.3%	
<b>Snowshoeing</b>	3,421	3,385	3,178	3,837	20.7%	12.2%
<b>Winter Fat Biking</b>	1,580	1,454	2,440	2,619	7.2%	65.6%
<b>Alpine Touring</b>	1,126	1,100	2,146	2,510	17.0%	122.9%
<b>Snowboard Touring</b>	1,498	1,425	2,159	2,246	4.0%	49.9%
<b>NOTE: Participation numbers are in 000's for the US population ages 6 and over</b>						
<b>Legend:</b>	Large Increase (greater than 10%)	Moderate Increase (0% to 10%)	Moderate Decrease (0% to -10%)	Large Decrease (less than -10%)		

### 3.4.9 PARTICIPATION HIGHLIGHTS

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- **Pickleball** remains the fastest-growing sport in the U.S., with participation reaching 13.6 million people, marking a 51.8% increase in one year and an impressive 223.5% growth over the last three years.
- **Team Sports** saw increased participation in 20 out of 24 categories from 2022 to 2023. Notably, team swimming led with a 14.8% year-over-year increase, while court volleyball grew by 13.4%.
- **Health Club-Based Activities** such as treadmill use, stair-climbing machines, stationary cycling (both recumbent and upright), and rowing machines experienced significant participation increases from 2022.
- **Class-Based Fitness Activities** including Barre, Pilates, aquatic exercise, boot camp-style training, dance, and yoga also saw substantial gains in participation from 2022 to 2023.
- **Trail Running and Day Hiking** continued to grow in popularity, with trail running participation up 12.3% and day hiking up 3.1% from 2022.
- **Team Sports Play Occasions** increased by 200 million in 2023 compared to 2022, though this number is still 200 million occasions below the pre-pandemic peak in 2019.
- **Winter Sports** saw an increase in total participation across all categories compared to the previous year.
- **Golf** (both on and off-course) maintained its momentum, with overall participation rising by 3.9% from 2022. This was largely driven by an 18.8% increase in off-course golf, while on-course golf showed a modest increase of 9.6%.

## CHAPTER FOUR PUBLIC INPUT SUMMARY



A central component of the planning process was engaging the community to ensure that the Plan reflects the diverse needs, priorities, and aspirations of Vista residents. Public outreach was designed to be inclusive, accessible, and representative—providing multiple ways for people to share their input. Engagement efforts included two public input meetings (one specifically designed for youth), stakeholder focus groups, and key leader interviews.

To expand participation beyond in-person opportunities, the City launched an ADA-accessible project website, [PlanVistaParks.com](http://PlanVistaParks.com), where residents could learn about the process and share feedback. In addition, a statistically valid community survey was conducted to capture representative input from across the city, while an open online survey hosted through SurveyMonkey allowed all interested individuals to provide feedback, ensuring that every voice had the opportunity to be heard.

## 4.1 PUBLIC INPUT MEETINGS

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Two public input meetings were held as part of the community engagement process for the Vista Parks and Recreation Plan, with more than 80 participants attending both sessions. The meetings provided residents with an opportunity to share how they currently use Vista's parks and recreation system, identify barriers to participation, and express priorities for future investment.

### PARK AND FACILITY USE

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A strong majority of attendees are active park users, with over 70% visiting a park, trail, or recreation facility at least once a month.

- 37% visit at least weekly, while another 33% visit monthly.
- Only 2.5% reported not using any parks or recreation facilities.

The most frequently used amenities include hiking and biking trails (55%), Moonlight Amphitheatre (41%), and open spaces (40%), reflecting residents' strong connection to outdoor recreation and cultural opportunities. Sports courts, sports fields, and playgrounds were also commonly cited, underscoring a balanced use of both active and passive recreation amenities.

### PERCEPTION OF QUALITY AND ACCESS

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Overall, residents hold a favorable view of Vista's parks and recreation offerings, with over two-thirds (66%) rating quality as "Good" and another 5% as "Excellent."

Access is also strong: nearly 62% of participants live within a 10-minute walk to a park, open space, or trail—an indicator of the city's commitment to accessible public spaces.

### COMMUNICATION AND AWARENESS

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When asked how they prefer to receive information about recreation programs and opportunities, the top responses emphasized digital communication:

- Social media (73%) was the clear leader, followed by email (49%), text messages (29%), and the city website (25%).
- Traditional methods such as printed banners or posters (22%) and word of mouth (18%) were less common, suggesting the community increasingly relies on online engagement.

### BARRIERS TO PARTICIPATION

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While usage levels are high, participants also identified several challenges that limit park and program use:

- The most common barrier was being too busy (55%), followed by safety concerns (35%) and a lack of restrooms (32%).
- Other issues included limited amenities (21%), distance from parks (21%), and lack of awareness about offerings (17%).
- A smaller share noted parking, transportation, and wayfinding challenges as occasional barriers.



## FACILITY AND PROGRAM INTERESTS

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When asked which facilities or amenities they were most interested in, residents most often cited:

- Dog parks (31%), adequate lighting (30%), and arts and cultural spaces (27%).
- Open space and trails (27%) and picnic areas (27%) were also priorities, showing interest in spaces that combine recreation, relaxation, and social gathering.

## PROGRAM INTERESTS FOLLOWED SIMILAR THEMES:

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- The most popular were fitness and wellness (38%), arts and culture (37%), and special events (31%), followed by community gardening (26%) and outdoor recreation (25%).
- Interest in youth, teen, and 50+ programs was also notable, reflecting the city's multigenerational community.

## FUTURE PRIORITIES AND IMPROVEMENTS

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- When asked about the most important improvements over the next ten years, participants consistently emphasized safety, accessibility, and comfort:
- Additional lighting (52%) and public restrooms (51%) were top priorities, followed by expanding the trail system (48%) and enhancing safety and security (41%).
- Residents also expressed support for more shade and picnic areas (38%), new or upgraded sports courts (28%), and sports fields (25%).
- Other suggestions included outdoor fitness stations, all-ability playgrounds, and splash pads.

## SATISFACTION WITH OVERALL VALUE

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When asked to rate their satisfaction with the overall value received from the Recreation and Community Services Department:

- 58% of respondents were satisfied (16% very satisfied and 42% somewhat satisfied).
- About 30% felt neutral, while fewer than 9% were dissatisfied.

This indicates broad appreciation for existing services, paired with opportunities for continued improvement in visibility, maintenance, and amenities.

## TOP PRIORITY OUTCOME

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Participants were asked to describe their top priority outcome for the Vista Parks, Recreation, and Community Services Plan. More than one hundred responses were collected across both general and youth input sessions.

While comments varied widely, several consistent themes emerged that highlight the community's shared aspirations for the future of Vista's parks and recreation system.

**Safety, Lighting, and Security:** Many respondents emphasized the importance of creating parks and facilities that feel safe and welcoming for everyone. This included requests for improved lighting, more visible security, and efforts to reduce vandalism and homelessness in public spaces. Residents noted that safety - especially at night - is critical to ensuring that parks are inviting and well used.

**Splash Pads and Water Play Features:** A large number of participants, especially families and youth, expressed excitement for adding splash pads or water play areas. Many have referenced

the need for a free or low-cost splash pad that is easily accessible to all Vista residents, like other nearby communities.

**Pickleball and Sports Facilities:** Respondents frequently mentioned a desire for more pickleball courts, conversions of underused tennis courts, and expanded access to athletic fields. These requests reflected both the growing popularity of pickleball and the community's interest in more opportunities for fitness and recreation.

**Cleanliness and Restroom Improvements:** Several comments focused on the need for cleaner, better-maintained restrooms and park amenities. Participants called for multi-stall facilities, more frequent maintenance, and consistent upkeep to ensure that restrooms are safe, functional, and accessible to all users.

**Access, Trails, and Connectivity:** Residents highlighted the value of well-connected walking, biking, and hiking trails that link parks and neighborhoods. Others mentioned benches, shaded rest areas, and improved ADA access as ways to make parks more comfortable and inclusive.

#### **Additional Topics Raised**

- Interest in new or improved dog parks and youth/teen activity spaces.
- Requests for enhanced community events and performing arts opportunities.
- Appreciation for maintaining Vista's unique character and natural beauty while adding new amenities.

## **4.2 STAKEHOLDER FOCUS GROUPS & KEY LEADER INTERVIEWS**

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In addition to community surveys and public meetings, a series of stakeholder focus groups and key leader interviews were conducted to gather in-depth feedback from those most closely connected to parks, recreation, and community life in Vista. Participants represented a diverse range of community organizations, partner agencies, volunteer groups, and civic leaders who brought unique perspectives on how the system serves residents today and how it can continue to evolve.

Discussions focused on three key areas:

- The greatest strengths of the current parks and recreation system.
- Opportunities for improvement and innovation in programs, facilities, and partnerships; and
- The single most important outcome they hope this plan will achieve.

This input helped to identify recurring priorities and highlight the shared vision among community leaders for a safe, inclusive, and well-maintained system that reflects Vista's character and meets the needs of all who live, work, and play in the city.

## 4.2.1 STRENGTHS

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Based on the stakeholder and key leader comments, the top five strengths of the Vista Parks and Recreation system are:

- **Responsive and Collaborative Staff:** Stakeholders consistently praised City staff for their strong communication, responsiveness, and willingness to collaborate with community members, partner organizations, and volunteers. Staff were described as approachable, solution-oriented, and deeply committed to maintaining positive relationships across the community.
- **High-Quality Maintenance and Upkeep:** Participants noted the City’s ongoing commitment to maintenance and quick response to facility needs. Public Works and Recreation staff were recognized for keeping parks clean, functional, and visually appealing, helping maintain community pride in these spaces.
- **Diverse Program and Facility Offerings:** Vista’s variety of recreation opportunities—from youth programs and senior activities to special events, camps, and arts experiences—was highlighted as a major strength. The Wave Waterpark, Moonlight Amphitheater, and historic Adobe were frequently cited as unique and valued community assets.
- **Strong Partnerships and Community Engagement:** The City’s collaboration with volunteer groups, partner agencies, and local organizations was identified as a key contributor to success. These partnerships expand program reach, strengthen community involvement, and help maximize limited resources.
- **Cultural and Natural Amenities that Reflect Community Identity:** Stakeholders emphasized the value of Vista’s public art, green spaces, and parks that provide beauty and respite for residents. Signature amenities such as the Botanical Gardens and arts programming at Moonlight Amphitheater were viewed as defining features that enhance the city’s cultural vibrancy and sense of place.

## 4.2.2 OPPORTUNITIES

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Based on the stakeholder and key leader comments, the top five opportunities for the Vista Parks and Recreation system are:

- **Expand Sports, Aquatics, and Fitness Facilities:** There is a strong desire for additional sports fields to support soccer, baseball, and youth travel programs, as well as expanded pool capacity for swimming, water polo, and lessons. Stakeholders also identified a need for more gym and fitness space to meet demand from youth through adults.
- **Enhance and Diversify Park Amenities:** Participants saw opportunities to upgrade and diversify amenities across parks including pickleball courts, dog parks, inclusive playgrounds, adventure play areas, disc golf, and splash pads. Improving play structures and ensuring sensory and accessible elements were also noted as important next steps.
- **Invest in Underutilized and Emerging Park Sites:** Several parks, including Brengle Terrace Park and Wildwood Park, were highlighted as having untapped potential for improvement, expanded programming, and enhanced lighting for safety. Stakeholders also mentioned opportunities to activate new or underused parcels, such as school joint-use sites, the Matagual site, and the area near the courthouse.
- **Improve Connectivity, Lighting, and Safety Across the System:** Expanding trails, bike lanes, and e-bike infrastructure, along with improving lighting on walking paths and

parking areas, were frequent themes. Ensuring safety on and after dark—especially along trails owned by partner organizations—was viewed as essential to increasing usage.

- **Strengthen Partnerships and Program Innovation:** Stakeholders encouraged continued collaboration with schools, nonprofits, and community partners to expand access and share resources. Suggestions included developing more youth, teen, and pre-K programs, strengthening boxing and aquatics opportunities, enhancing communication tools, and exploring sponsorships to offset costs and increase program reach.

#### 4.2.3 TOP PRIORITY OUTCOME

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Based on the stakeholder and key leader comments, the top five “Top Priority Outcomes” identified for the Vista Parks and Recreation Plan are:

1. **Expand Parks, Green Space, and Recreation Access:** Participants emphasized the need to increase access to parks, open spaces, and recreation opportunities for all Vista residents. This includes expanding green spaces, developing underutilized parcels, and ensuring that every neighborhood has convenient access to quality recreation areas.
2. **Enhance Sports and Aquatic Facilities:** Stakeholders identified a strong demand for additional sports fields, particularly for baseball and multi-use play as well as new or improved aquatics facilities. Providing more space for youth and family recreation was viewed as key to meeting growing community needs.
3. **Develop a Clear and Inspiring Vision for the Future:** Several participants stressed the importance of crafting a clear, actionable vision for the future of Vista’s parks and recreation system. They encouraged the City to not only gather community input but also use it to build and communicate a compelling long-term plan that the public can rally behind.
4. **Activate and Improve Underutilized Spaces:** Stakeholders saw opportunities to breathe new life into existing sites—such as underused parcels, parking areas, or older parks—through new amenities, better design, or expanded programming. Activating these spaces can help draw residents and visitors alike while maximizing existing land resources.
5. **Foster Community Connection and City Identity:** Many participants spoke about the importance of parks and events as catalysts for community pride and engagement. They envisioned a system that brings people together through public art, events, and destination-quality spaces that reflect Vista’s unique character and help position the city as a regional draw.

## 4.3 PLANVISTAPARKS.COM

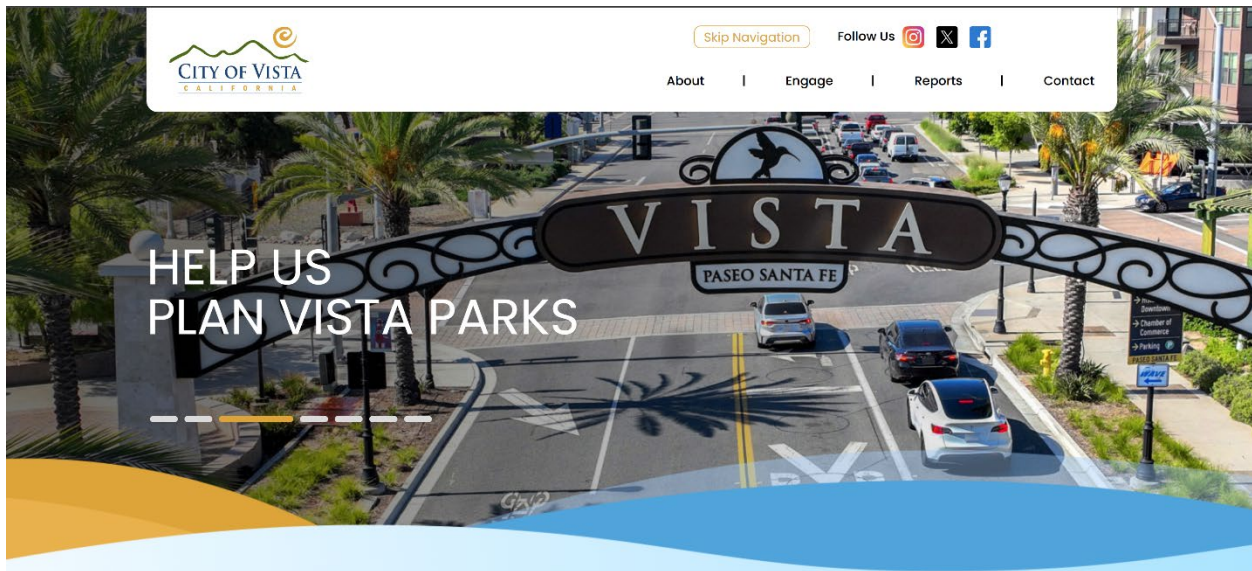
To ensure every resident had an accessible and convenient way to participate in shaping the future of parks and recreation, the project team launched a multi-lingual, ADA accessible and mobile friendly website dedicated to community engagement: [www.planvistaparks.com](http://www.planvistaparks.com).

This online hub served as the central platform for community input throughout the Master Plan process, allowing residents to learn about the project, follow its progress, and share their voices at every stage for system wide and site-specific input.

The site featured interactive tools, online survey and open-ended comment box idea that invited users to identify priorities, highlight opportunities, and express their aspirations for Vista's parks, programs, and facilities.

In addition to gathering feedback, [planvistaparks.com](http://www.planvistaparks.com) provided regular updates, summaries of findings, and upcoming events to keep the community informed and connected. The platform became a living archive of community ideas, helping ensure transparency while strengthening trust and collaboration.

By reaching residents who might not attend in-person meetings and offering multiple ways to contribute, the engagement website played a vital role in building a more inclusive, representative, and data-informed foundation for the Master Plan.



## 4.4 STATISTICALLY VALID SURVEY

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ETC Institute administered a parks and recreation/Wave Waterpark needs assessment survey for the City of Vista, California during the winter of 2024-2025. The purpose of the survey was to receive input on a new Parks and Recreation Master Plan and guide decisions about three new parks, improvements to Brengle Terrace Park, and the future of the Wave Waterpark.

### 4.4.1 METHODOLOGY

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ETC Institute mailed a survey packet to a random sample of households throughout the City of Vista. 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.

After the surveys were mailed, ETC Institute followed up with residents to encourage participation. To prevent people who were not residents of Vista 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 goal was to receive 350 completed surveys from households within the City of Vista. This goal was exceeded, with 413 completed surveys collected. The overall results for the sample of 413 residents have a precision of at least +/-4.8% at the 95% level of confidence.

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

### 4.4.2 FACILITIES / PROGRAMS USE

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**Wave Waterpark Use:** Fifty-seven percent (57%) indicated that they have visited the Wave Waterpark. 5% rated the physical condition excellent, 47% rated the physical condition good, 37% rated fair, and 10% rated poor. The top programs/activities respondents have participated in at the Wave Waterpark are: lazy river (81%), waterslides (68%), and FlowRider (41%). Based on the sum of top 4 choices, the programs/activities that are most important to households are: lazy river (73%), waterslides (60%), and swim lessons (39%).

**Facilities Use:** Eighty-seven percent (87%) indicated that they have visited a facility in the past year. 13% rated the physical condition excellent, 57% rated the physical condition good, 26% rated fair, and 4% rated poor. The common barriers that have prevented respondents from attending facilities often were: lack of amenities we want to use (30%), do not feel safe using parks/facilities (25%), and use parks/facilities in other cities/county (22%).

**Programs Use:** Forty-eight percent (48%) of respondents indicated that they have participated in a program/event (offered by the City of Vista Recreation and Community Services Department). 26% rated the overall quality excellent, 55% rated the overall quality good, 16% rated fair, and 3% rated poor. The common barriers that have prevented respondents from participating in programs more often are: I don't know what is offered (38%), too busy/not interested (24%), and program times are not convenient (19%).

### 4.4.3 OUTSIDE ORGANIZATIONS

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The most used organizations that respondents have used for recreation/sports activities during the last year are: City of Vista (70%), neighboring cities (55%), and public schools (28%).

### 4.4.4 COMMUNICATION

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The resources that respondents use most to learn about the City's parks, recreation facilities, programs, and events are: word of mouth (57%), social media (44%), and recreation activity brochure (41%). Based on the sum of top 3 choices, the most common used resources are: city website (41%), recreation activity brochure (39%), and eNewsletter (38%).

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

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**Agreement:** The most agreed statements about potential benefits of the City's parks and recreation services are: makes Vista a more desirable place to live (94%), preserves open space & protects the environment (88%), improves my (my household's) mental health & reduces stress (85%).

**Importance:** 89% believe that it is very important for the City to provide high quality parks, recreation facilities, and programs, 10% believe that it is somewhat important, and 1% believe it is not important.

### 4.4.6 ADDITIONAL FINDING

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**Brengle Terrace Park:** The improvements/additions that respondents felt could be made to Brengle Terrace Park were: Passive walking trail (49%), restrooms (47%), and picnic area with shade structure (33%). Based on the sum of top 3 choices, the improvements/additions most important to households are: Passive walking trail (33%), restrooms (27%), and dog park (24%).

**Breeze Hill Road Park:** The amenities (listed in the survey) that respondents felt could be added to Breeze Hill Road Park are: restrooms (31%), walking paths (30%), and playgrounds (25%). Based on the sum of top 3 choices, the amenities most important to households: restrooms (23%), walking paths (22%), and playgrounds (19%).

**Matagual Drive Park:** The amenities (listed in the survey) that respondents felt could be added to Matagual Drive Park are: restrooms (27%), walking paths (26%), and playground (21%). Based on the sum of top 3 choices, the amenities most important to households are: restrooms (17%), playground (17%), and walking paths (16%).

**Paseo Buena Vista Park:** The amenities (listed in the survey) that respondents felt could be added to Paseo Buena Vista Park are: restrooms (28%), walking paths (25%), and playground (21%). Based on the sum of top 3 choices, the improvements/additions most important to households are: restrooms (18%), walking paths (16%), and community garden (14%).

### 4.4.7 RECREATION FACILITIES/AMENITIES NEEDS AND PRIORITIES

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**Facility Needs:** Respondents were asked to identify if their household had a need for 25 recreation facilities and amenities 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 facilities.

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

1. Large community parks
2. Shade & trees
3. Walking paths in parks

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
2. Large community parks
3. Walking paths in parks
4. Playgrounds

**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

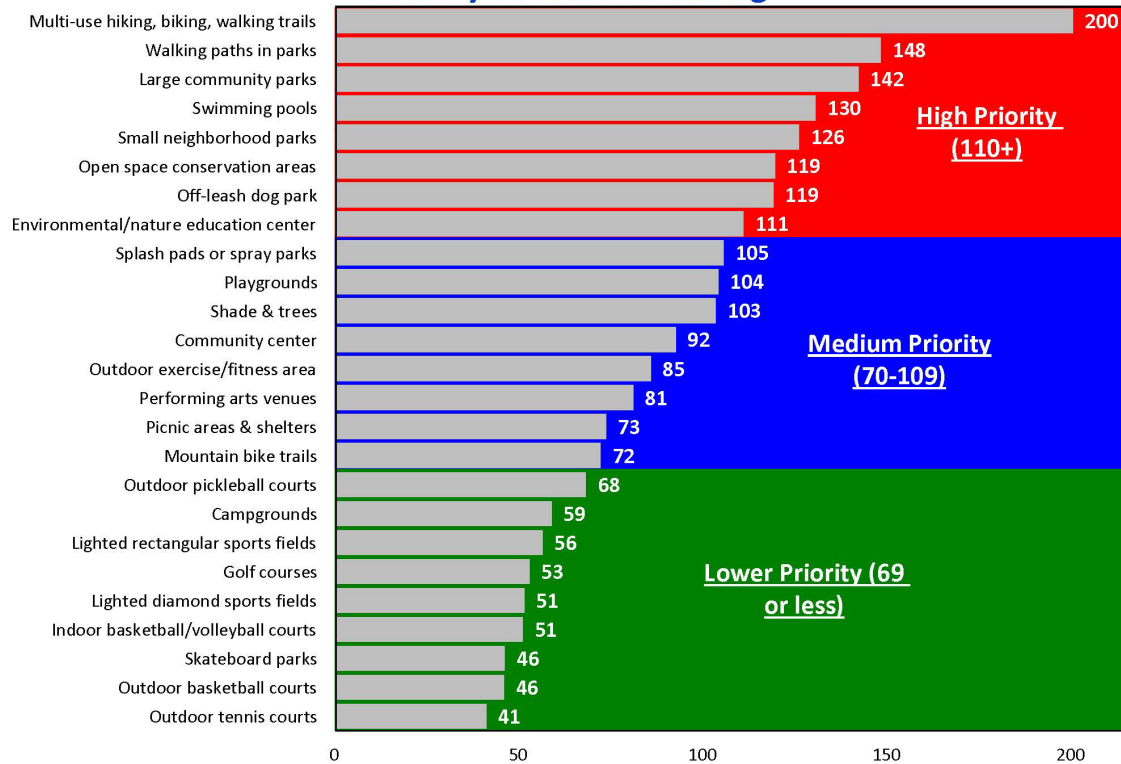
(1) the importance that residents place on facilities and (2) how many residents have unmet needs for the facilities.

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

- Multi-use hiking, biking, walking trails (PIR=200)
- Walking paths in parks (PIR=148)
- Large community parks (PIR=142)
- Swimming pools (PIR=130)
- Small neighborhood parks (PIR=126)
- Open space conservation areas (PIR=119)
- Off-leash dog park (PIR=119)
- Environmental/nature education center (PIR=111)

The chart on the next page shows the Priority Investment Rating for each of the 25 facilities assessed in the survey.

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



ETC Institute (2024)

60

#### 4.4.8 RECREATION PROGRAMS/ACTIVITIES NEEDS AND PRIORITIES

**Programs Needs:** Respondents were asked to identify if their household had a need for 24 recreation programs 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 facilities.

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

1. Adult fitness & wellness programs
2. Special events
3. Cultural enrichment programs

**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 facilities that ranked most important to residents:

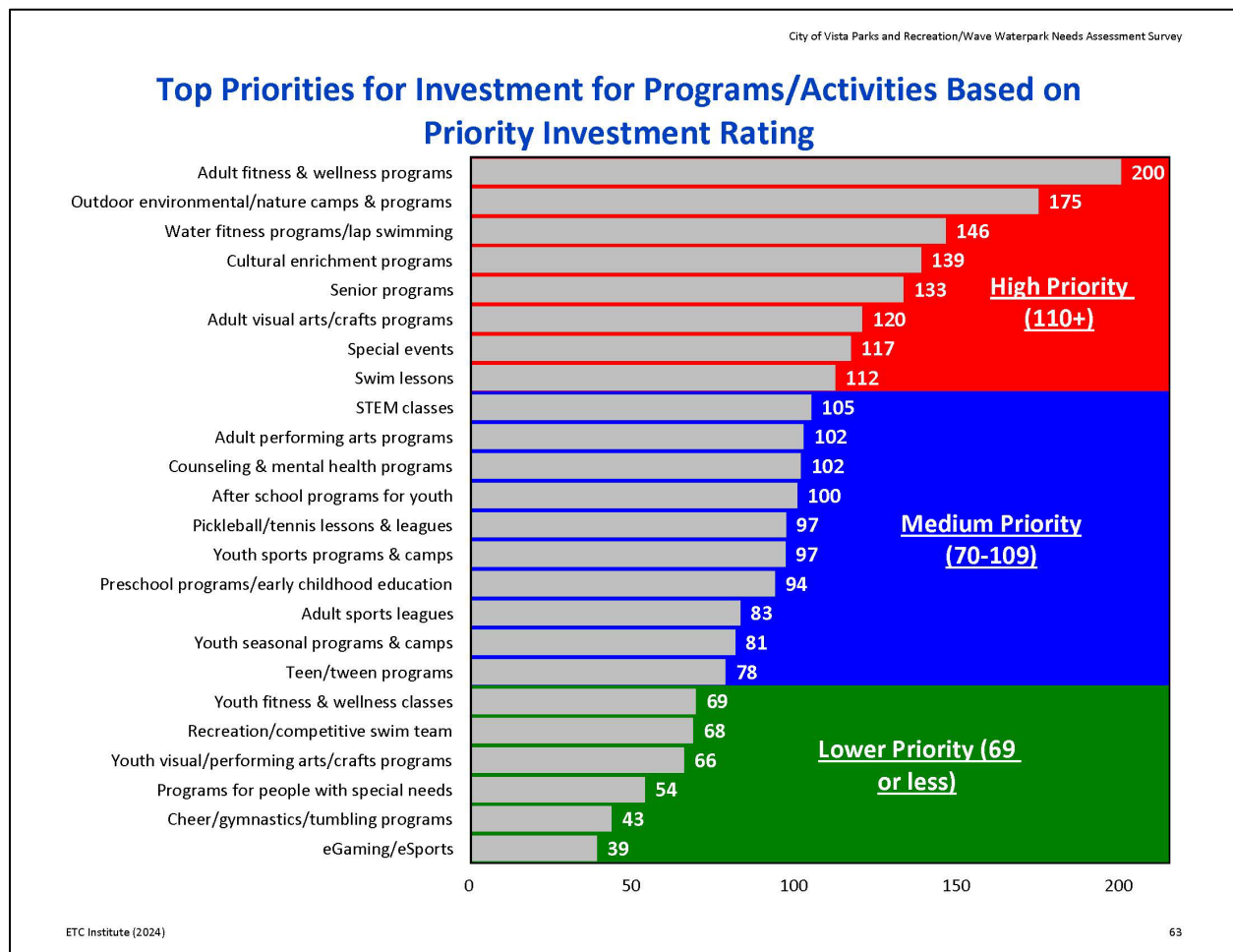
1. Adult fitness & wellness programs
2. Outdoor environmental/nature camps & programs
3. Senior programs
4. Water fitness programs/lap swimming

**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

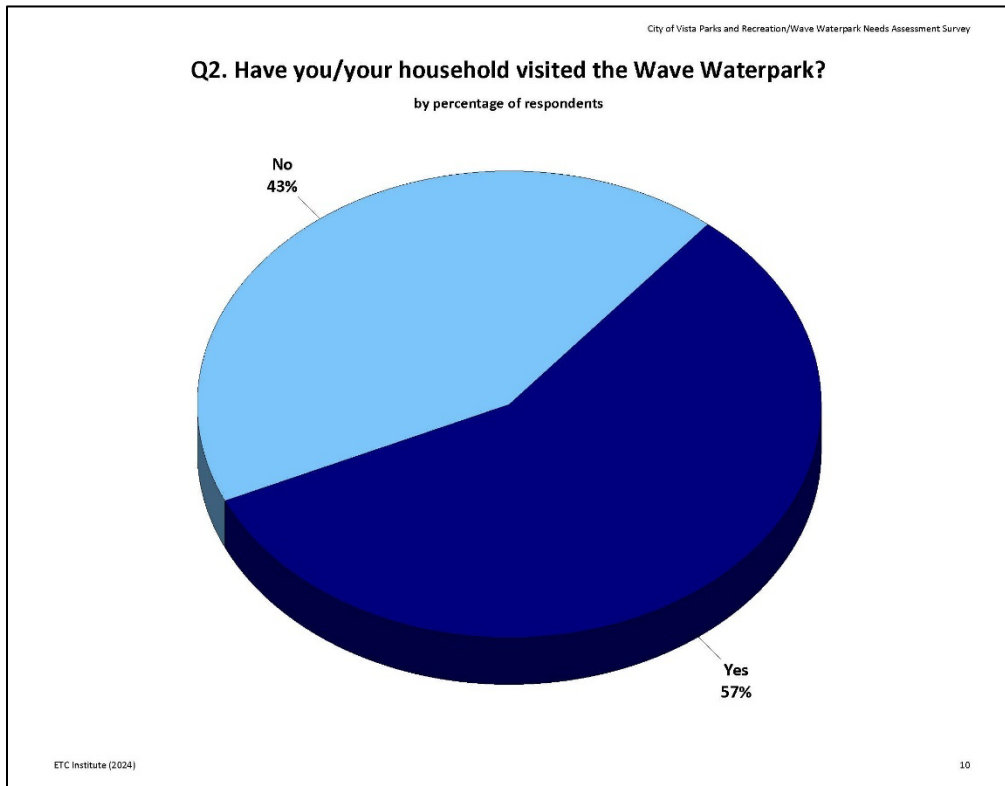
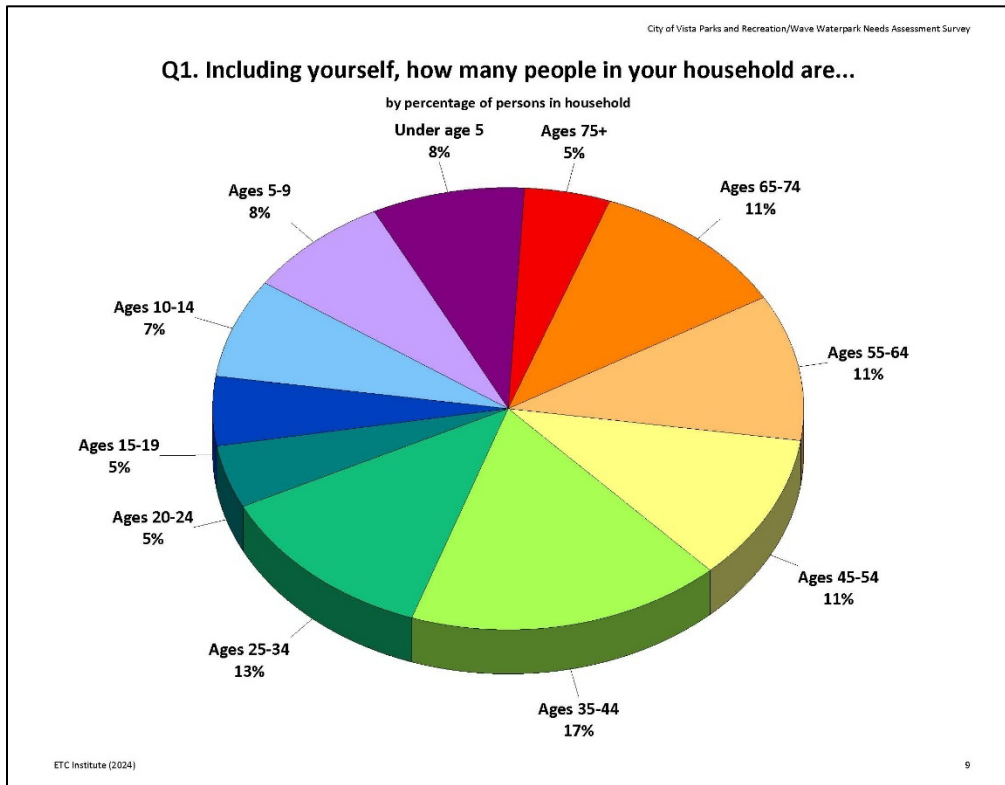
(1) the importance that residents place on facilities and (2) how many residents have unmet needs for the programs. Based the Priority Investment Rating (PIR), the following programs were rated as high priorities for investment:

- Adult fitness & wellness programs (PIR=200)
- Outdoor environmental/nature camps & programs (PIR=175)
- Water fitness programs/lap swimming (PIR=146)
- Cultural enrichment programs (PIR=139)
- Senior programs (PIR=133)
- Adult visual arts/crafts programs (PIR=120)
- Special events (PIR=117)
- Swim lessons (PIR=112)

The chart below shows the Priority Investment Rating for each of the 24 programs assessed in the survey.

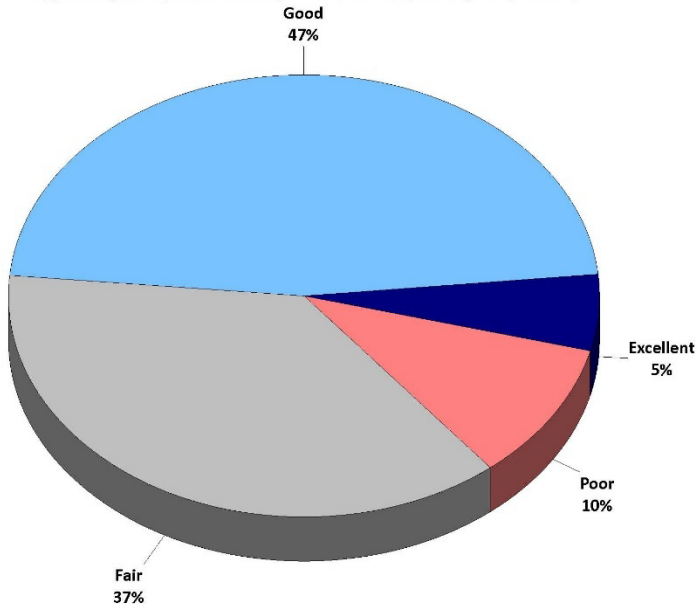


## 4.4.9 CHARTS AND GRAPHS



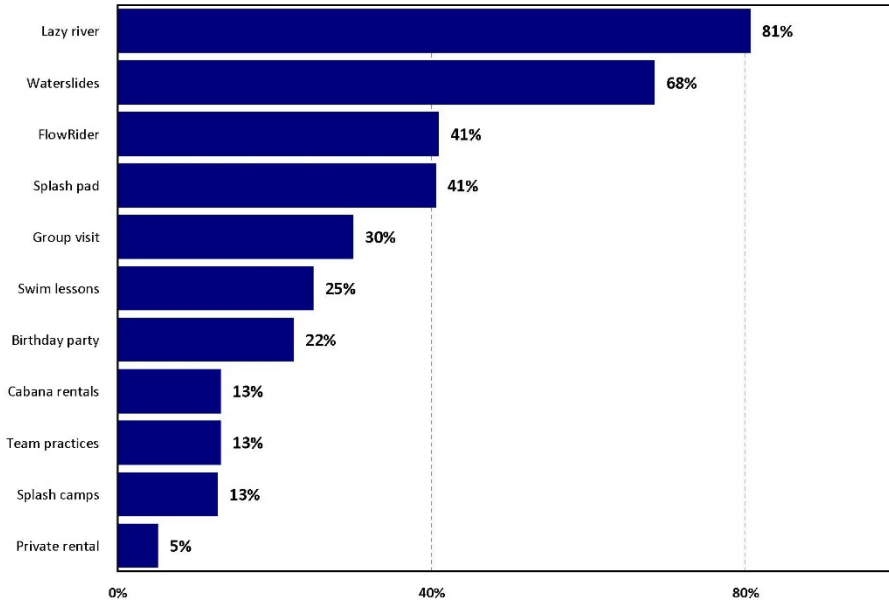
### Q2a. Overall, how would you rate the physical condition of the Wave Waterpark?

by percentage of respondents who responded "YES" to Q2 (excluding "not provided")

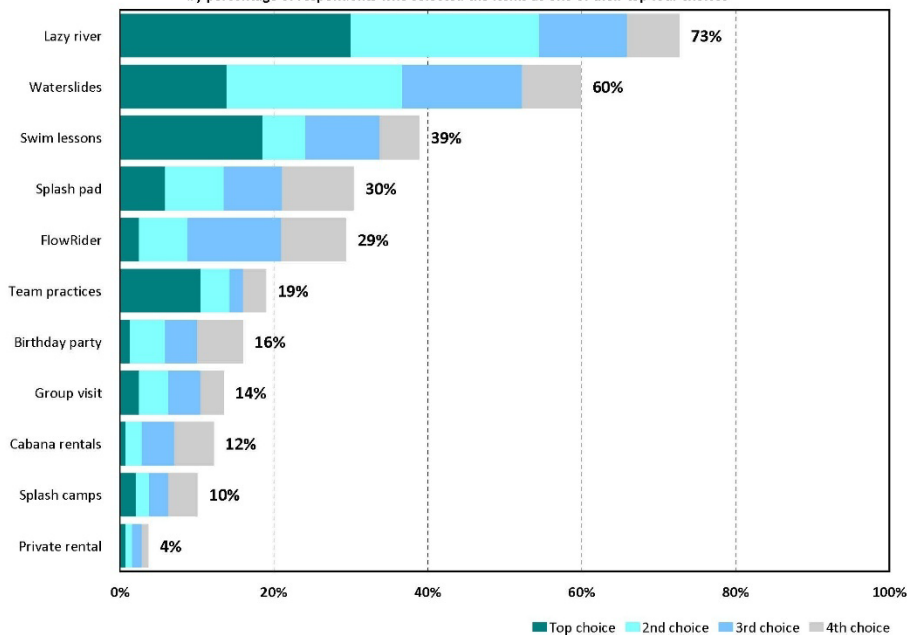


### Q2b. Please check all the following programs/activities you/your households have participated in at the Wave Waterpark.

by percentage of respondents who responded "YES" to Q2 (multiple selections could be made)



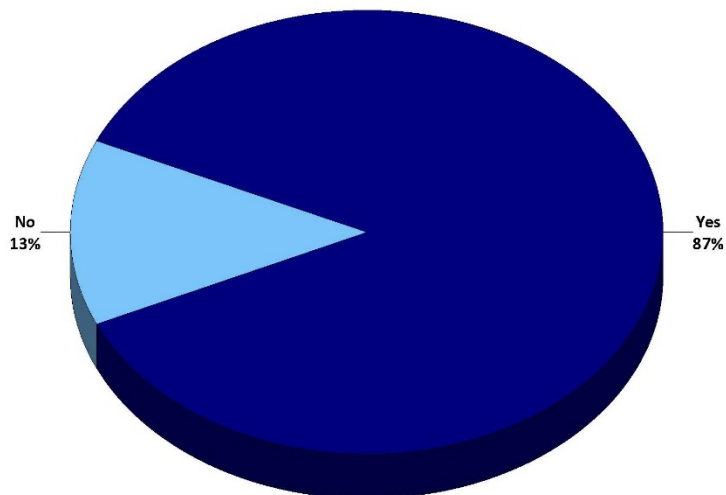
**Q2c. Which four programs/activities are most important to your household?**  
by percentage of respondents who selected the items as one of their top four choices



ETC Institute (2024)

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**Q3. Have you/your household visited any City of Vista parks and/or recreation facilities during the past year (excluding the Wave Waterpark)?**  
by percentage of respondents

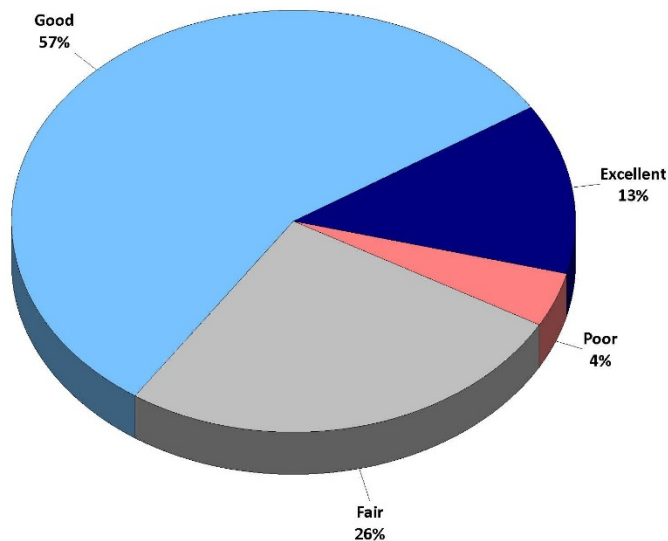


ETC Institute (2024)

14

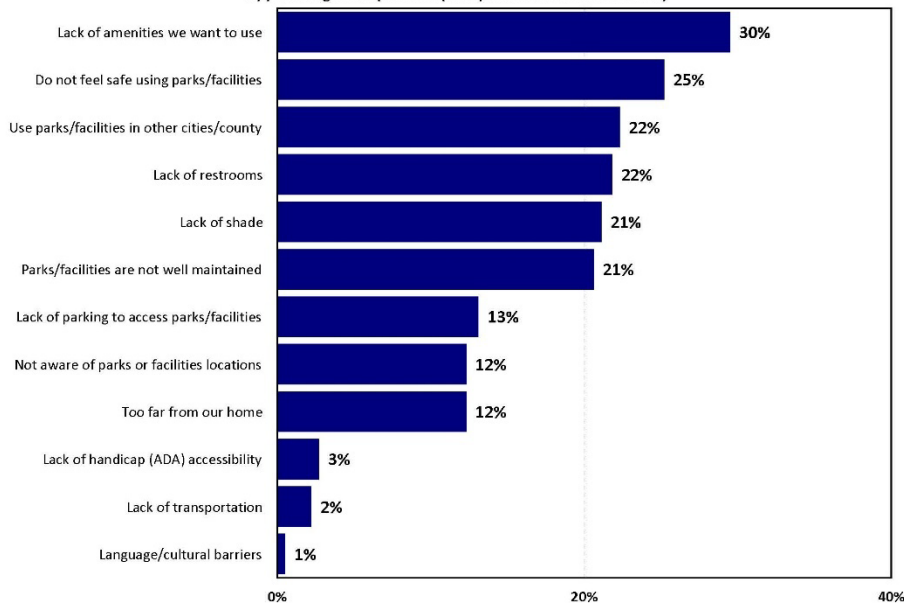
**Q3a. Overall, how would you rate the physical condition of all the City of Vista parks and recreation facilities you have visited?**

by percentage of respondents who responded "YES" to Q3 (excluding "not provided")



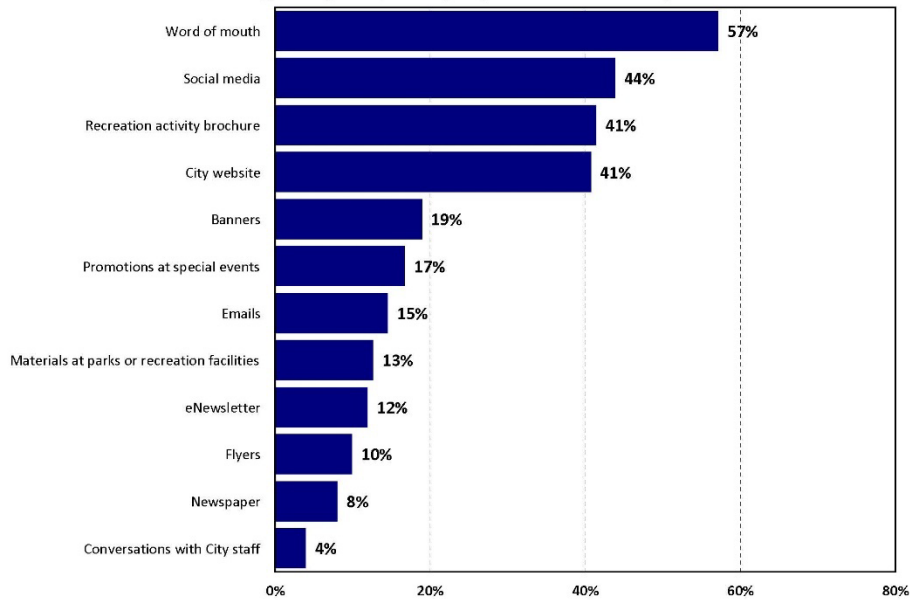
**Q4. Please check all the following reasons that prevent you/your households from visiting City of Vista parks and recreation facilities more often.**

by percentage of respondents (multiple selections could be made)



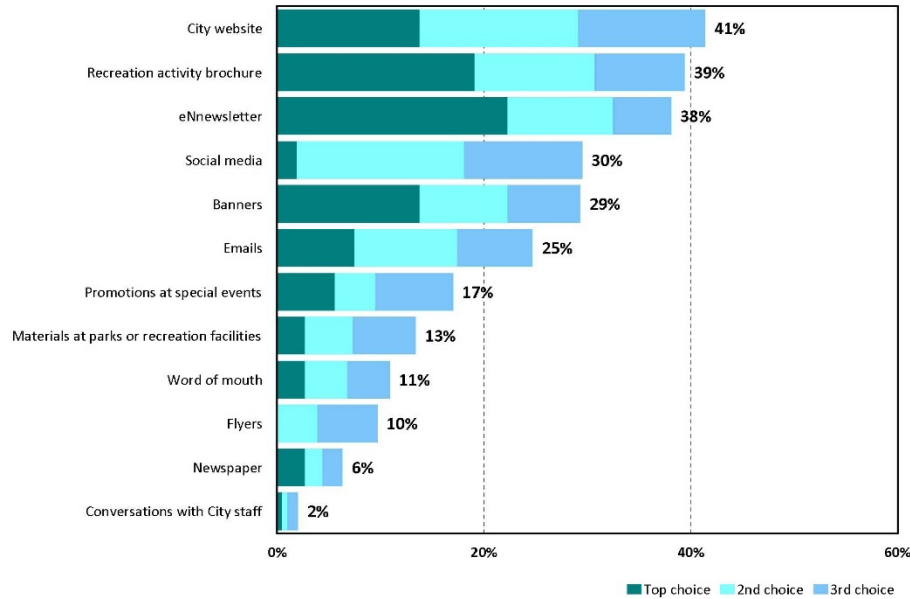
**Q5. From the following list, please check all the ways you learn about City of Vista parks, recreation facilities, programs, and events.**

by percentage of respondents (multiple selections could be made)



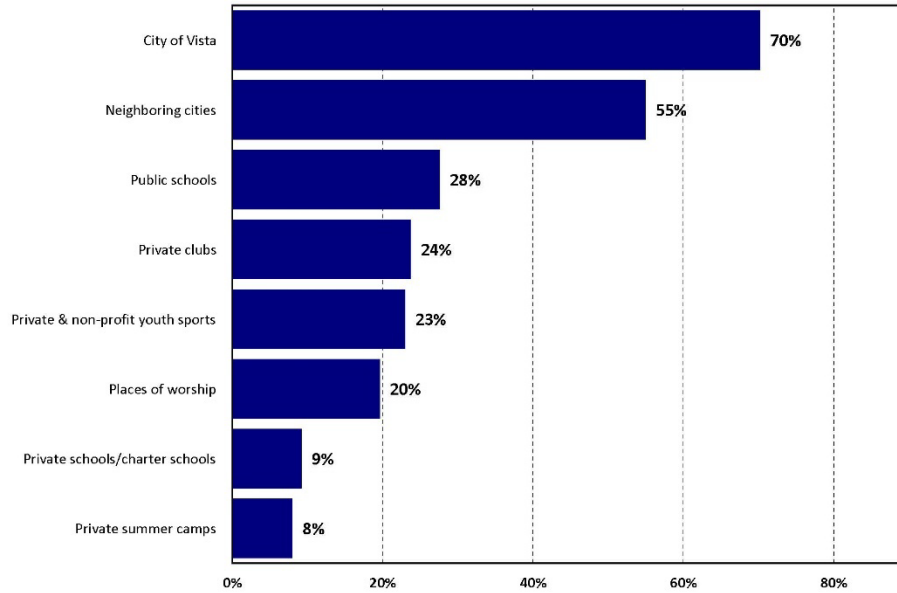
**Q6. Which three methods of communication would you most prefer the City use to communicate with you about parks, recreation facilities, programs, and events?**

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



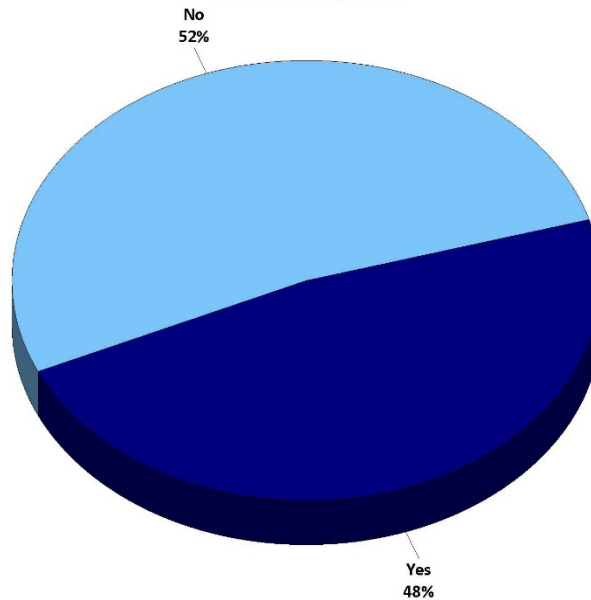
**Q7. From the following list, please check all the organizations that you/your household have used for recreation and sports activities during the last year.**

by percentage of respondents (multiple selections could be made)



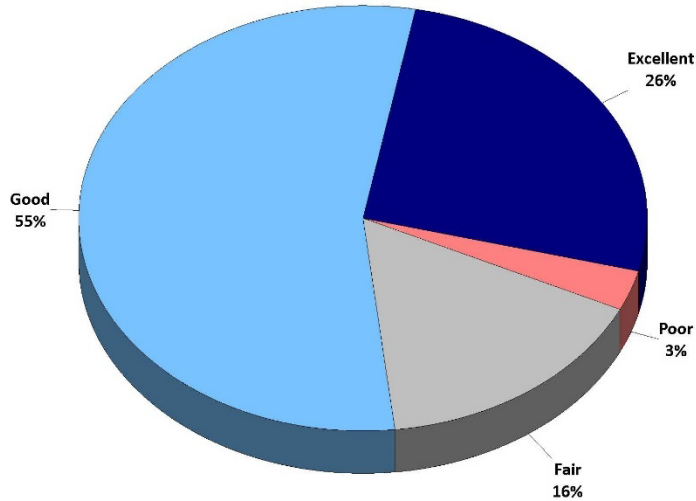
**Q8. Has your household participated in any programs/events offered by the City of Vista Recreation and Community Services Department?**

by percentage of respondents



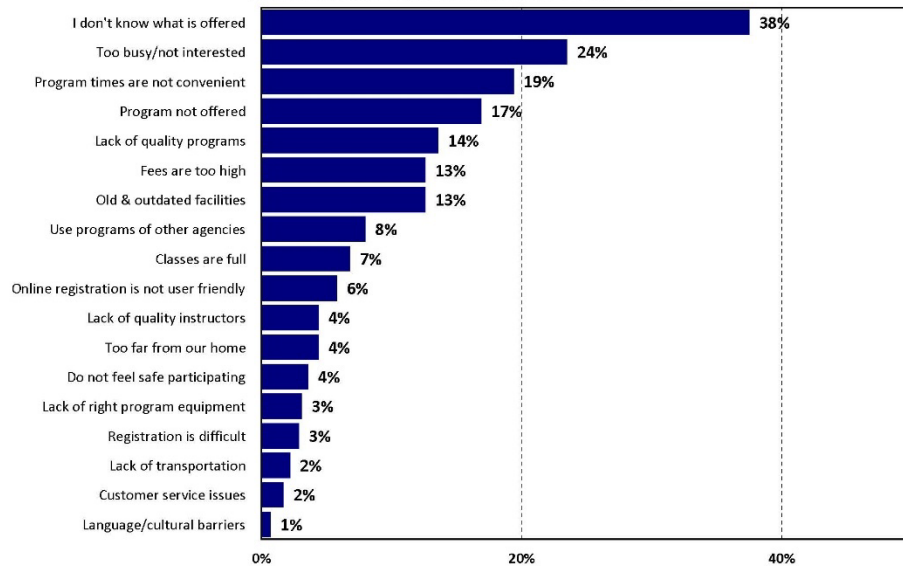
**Q8a. How would you rate the overall quality of the City of Vista Recreation and Community Services Department programs/events in which your household has participated?**

by percentage of respondents who responded "YES" to Q8 (excluding "not provided")

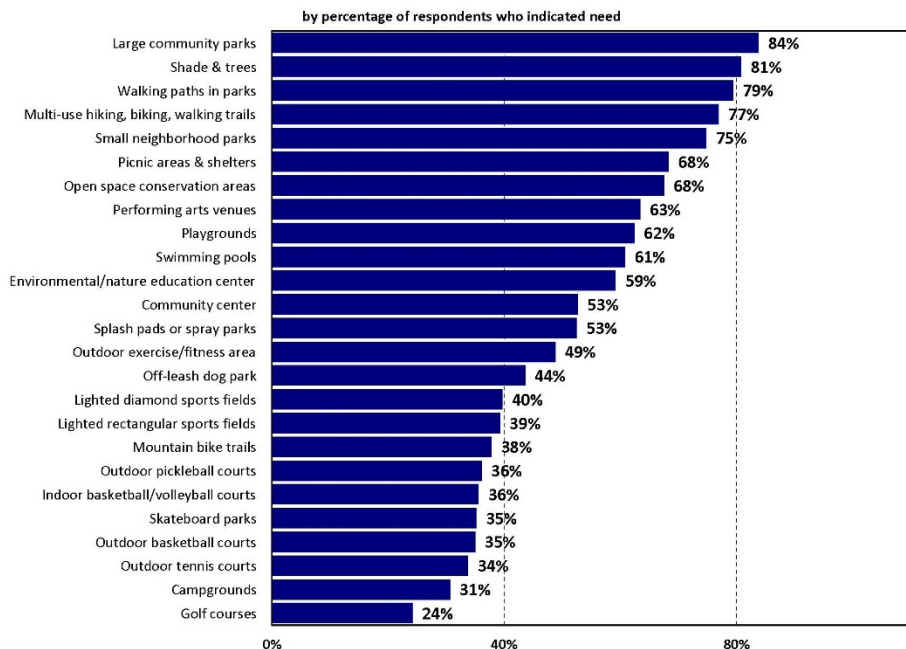


**Q9. Please check all the following reasons that prevent you/your household from participating in City of Vista Recreation and Community Services Department programs more often.**

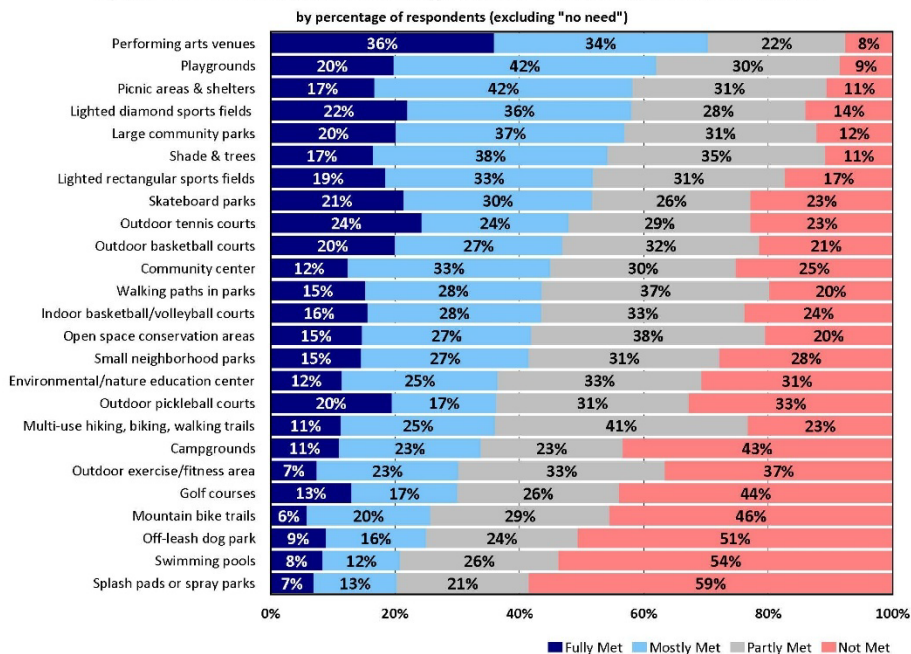
by percentage of respondents (multiple selections could be made)



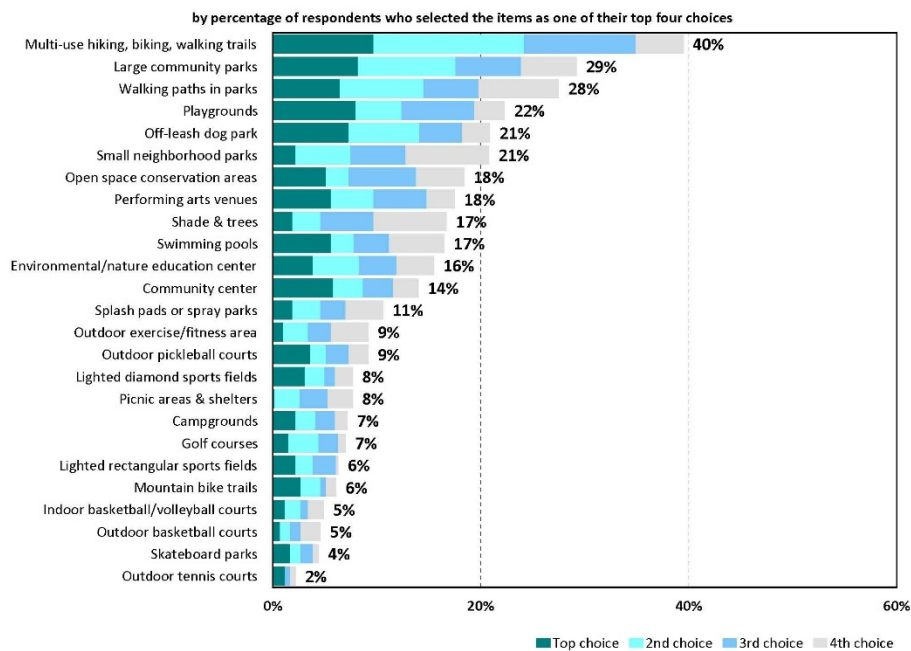
### Q10. Households that have a need for various facilities/amenities.



### Q10c. How well needs are being met for various facilities/amenities.



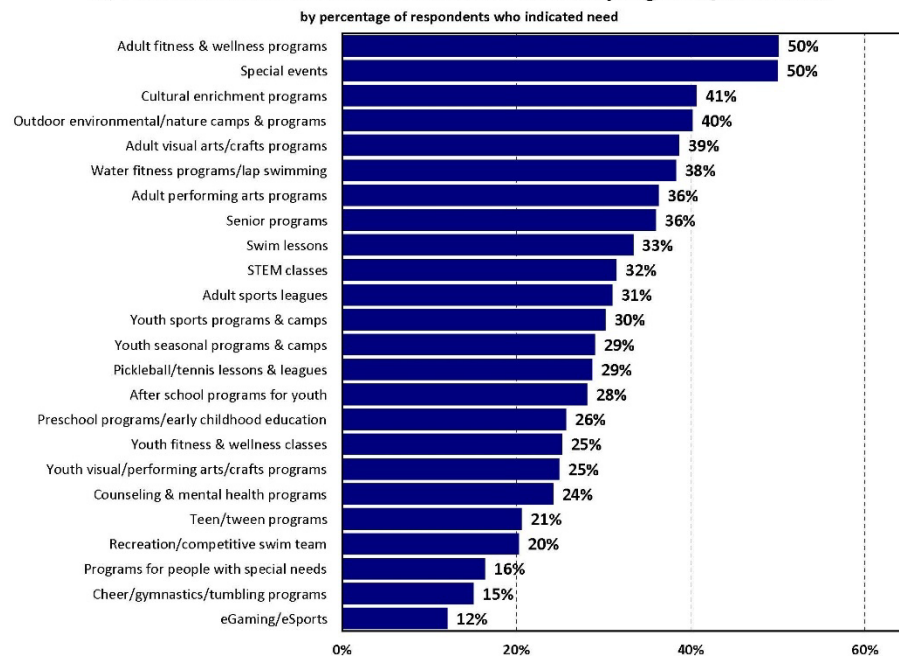
### Q11. Which four facilities/amenities are most important to your household?



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### Q12. Households that have a need for various programs/activities.

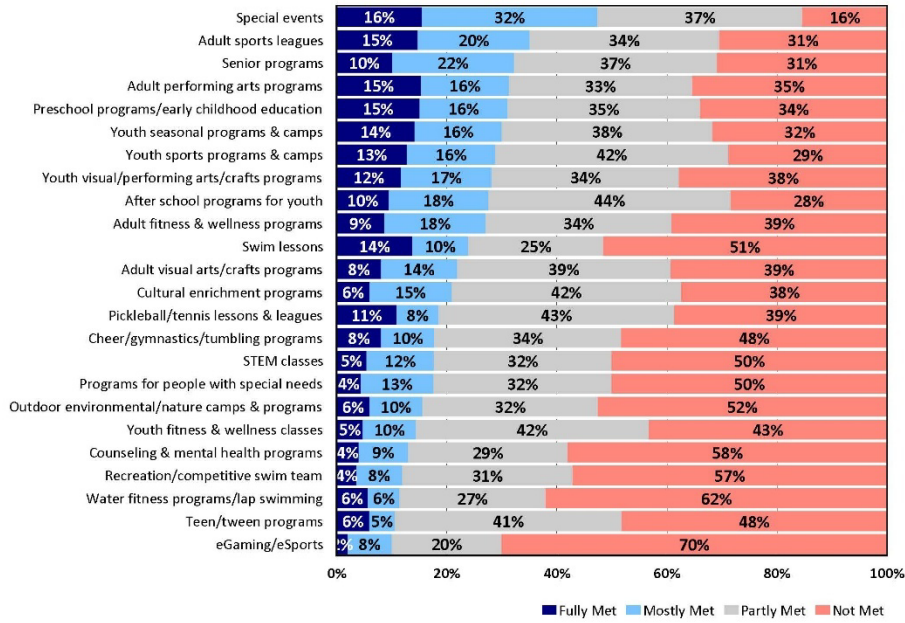


ETC Institute (2024)

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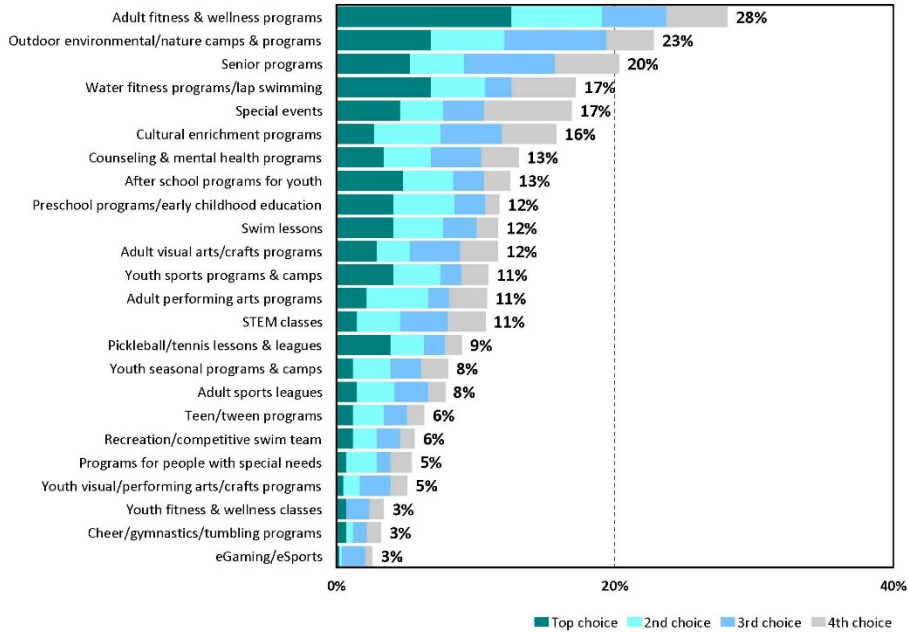
### Q12c. How well needs are being met for various programs/activities.

by percentage of respondents (excluding "no need")



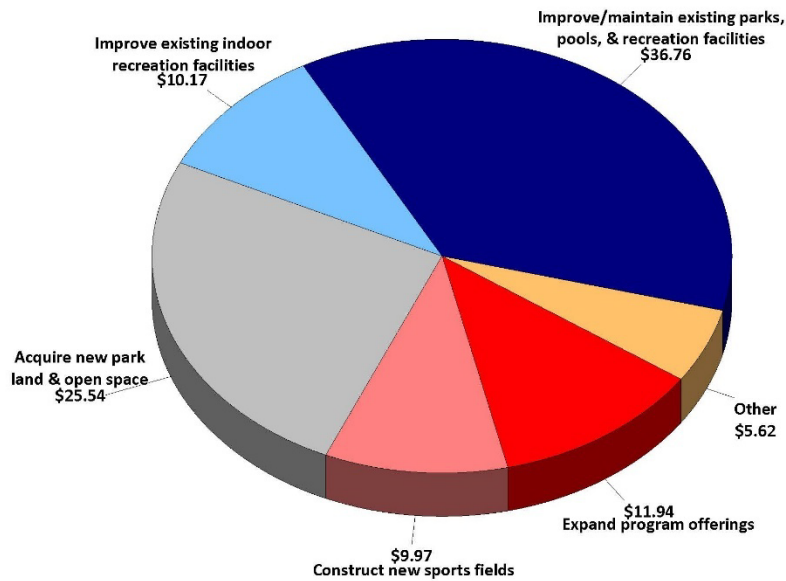
### Q13. Which four programs/activities are most important to your household?

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



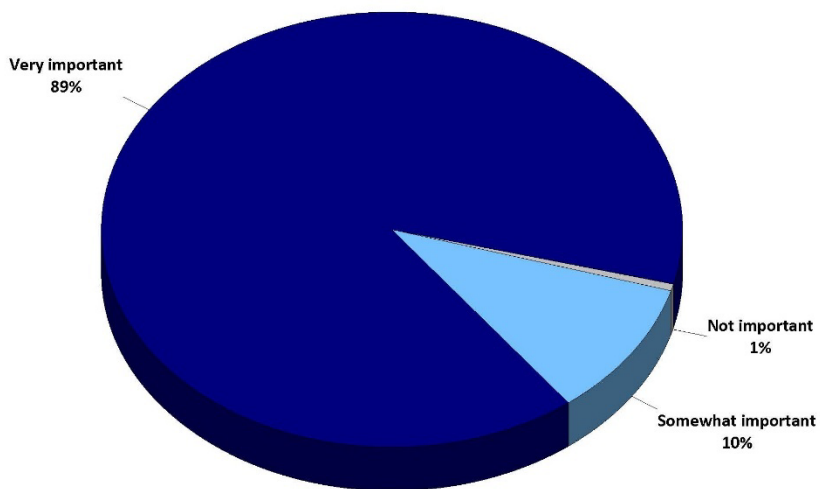
### Q14. If you had \$100, how would you allocate the funds among the parks and recreation categories listed below?

by percentage of respondents



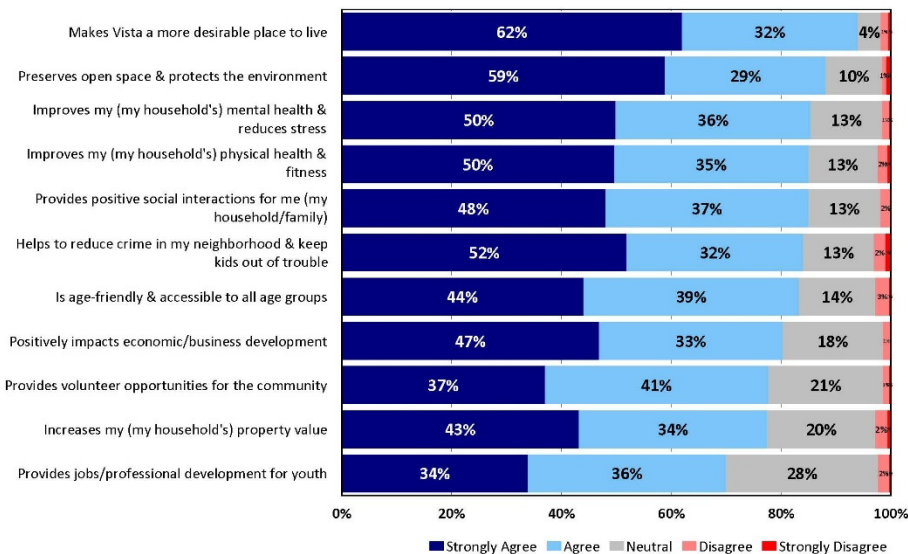
### Q15. How important do you feel it is for the City of Vista to provide high quality parks, recreation facilities and programs?

by percentage of respondents (excluding "not sure")



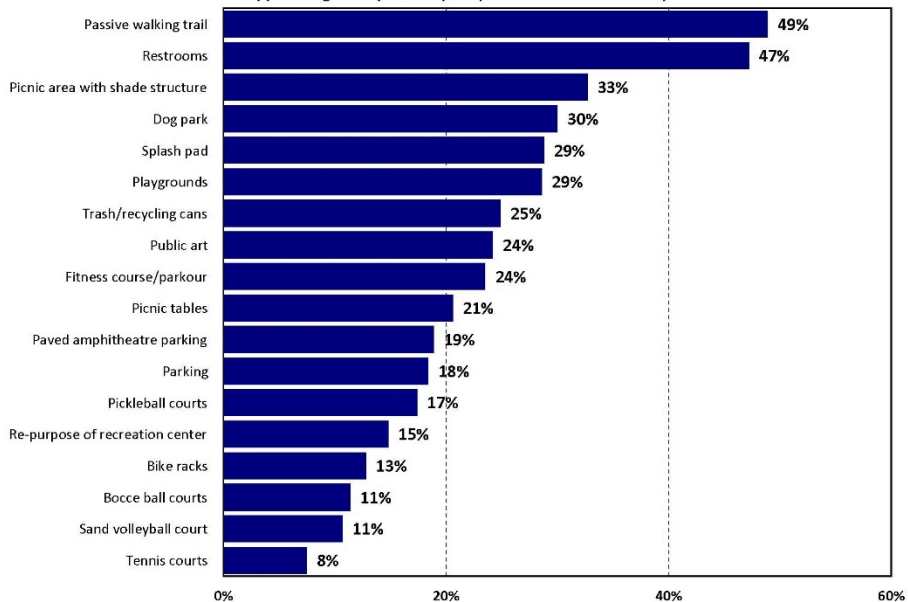
**Q16. Please indicate your level of agreement with the following statements concerning some potential benefits of the City of Vista's parks, facilities, and recreation programs or events.**

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



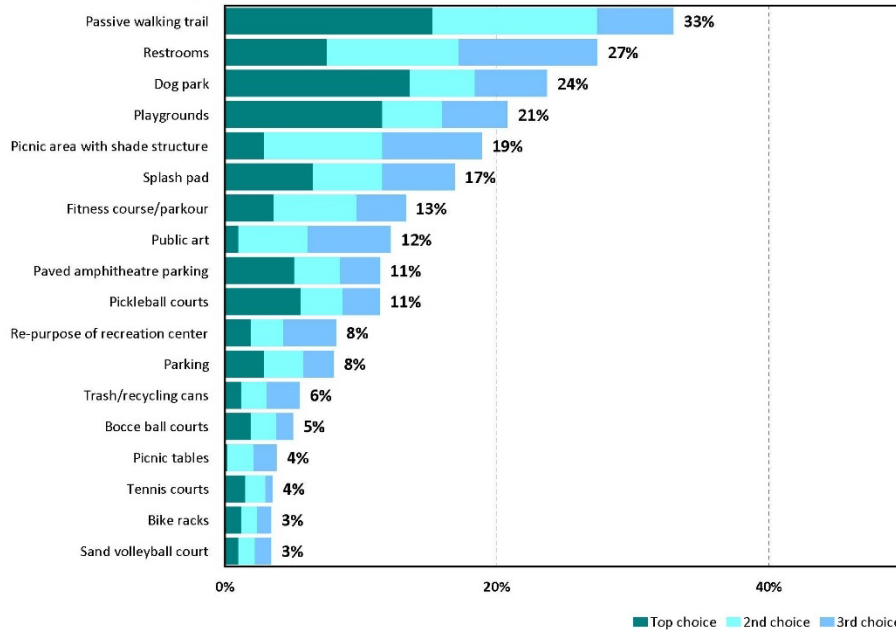
**Q17. Brengle Terrace Park: Please indicate if you/your household have a need for the following improvements/additions that could be made to Brengle Terrace Park.**

by percentage of respondents (multiple selections could be made)



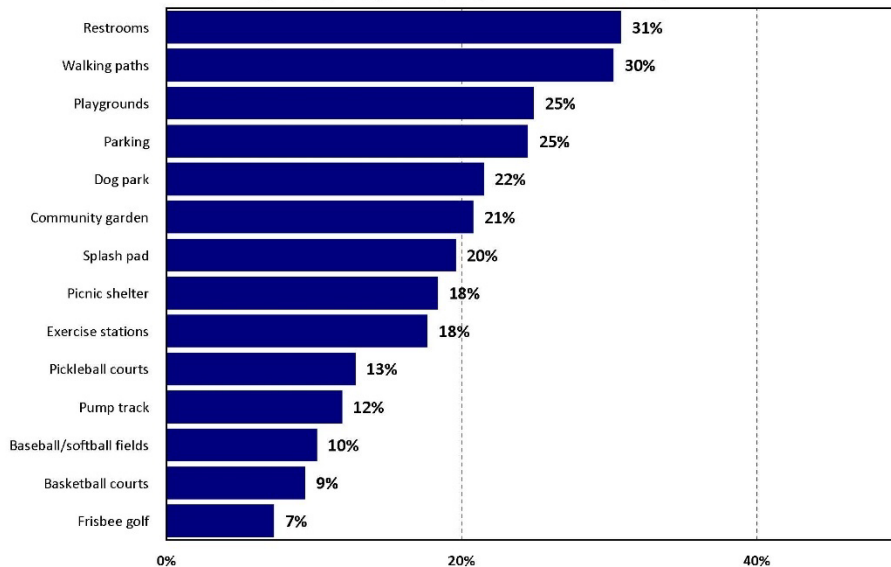
**Q18. Which three improvements/additions are most important to your household?**

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



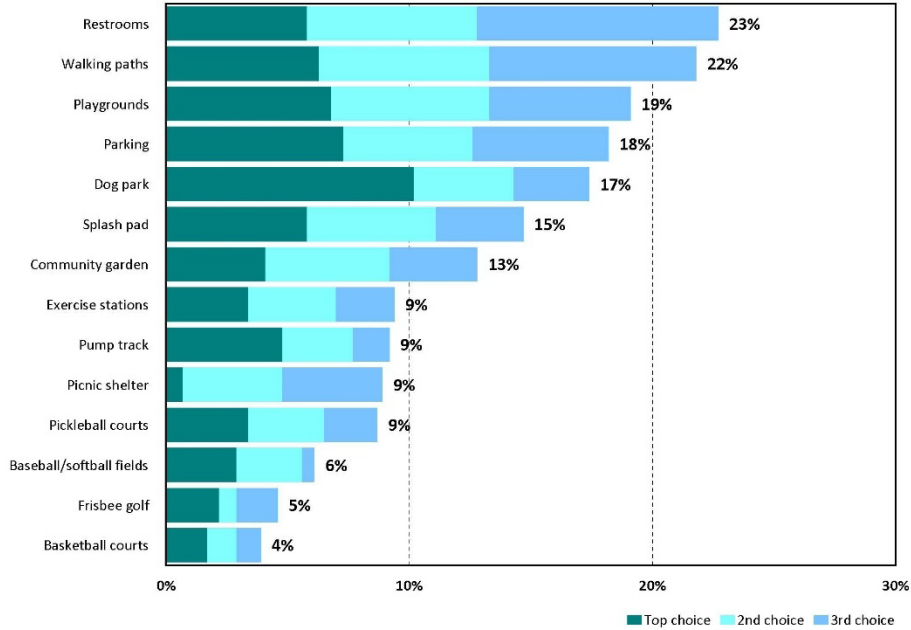
**Q19. Breeze Hill Road Park: Please indicate if you/your household have a need for the following amenities that could be made to Breeze Hill Road Park (near the courthouse).**

by percentage of respondents (multiple selections could be made)



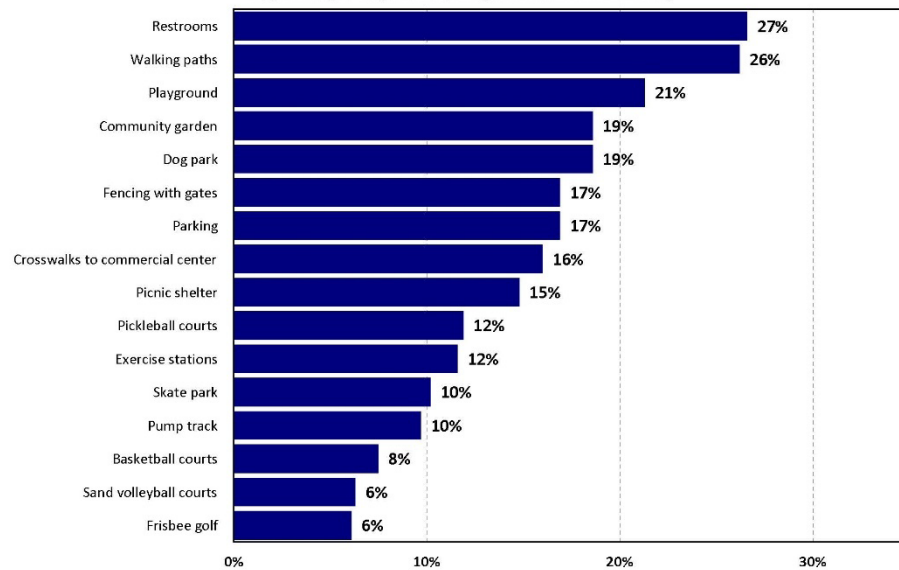
**Q20. Which three amenities are most important to your household?**

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



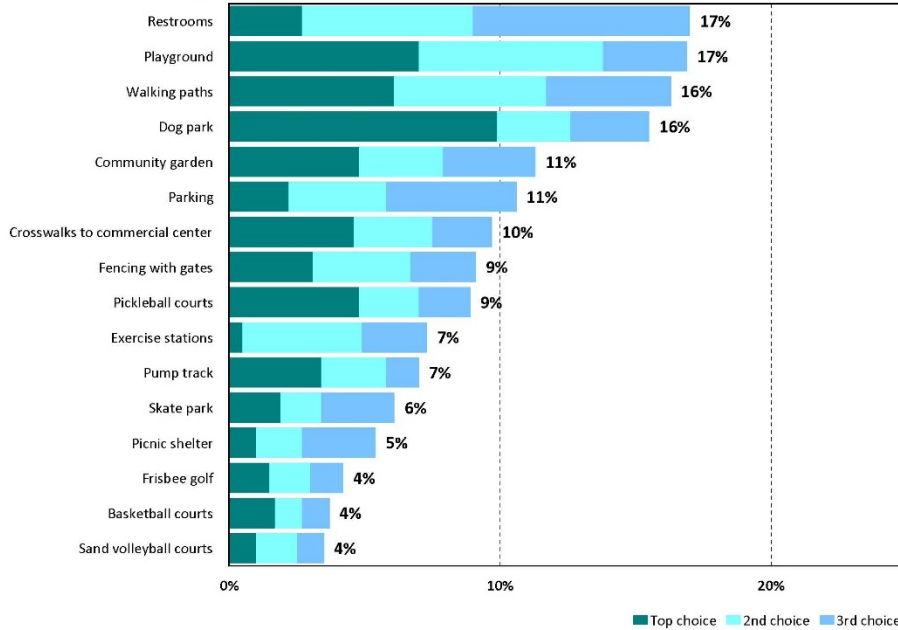
**Q21. Matagual Drive Park: Please indicate if you/your household have a need for the following amenities that could be made to Matagual Drive Park (corner of Matagual and Hacienda drives).**

by percentage of respondents (multiple selections could be made)



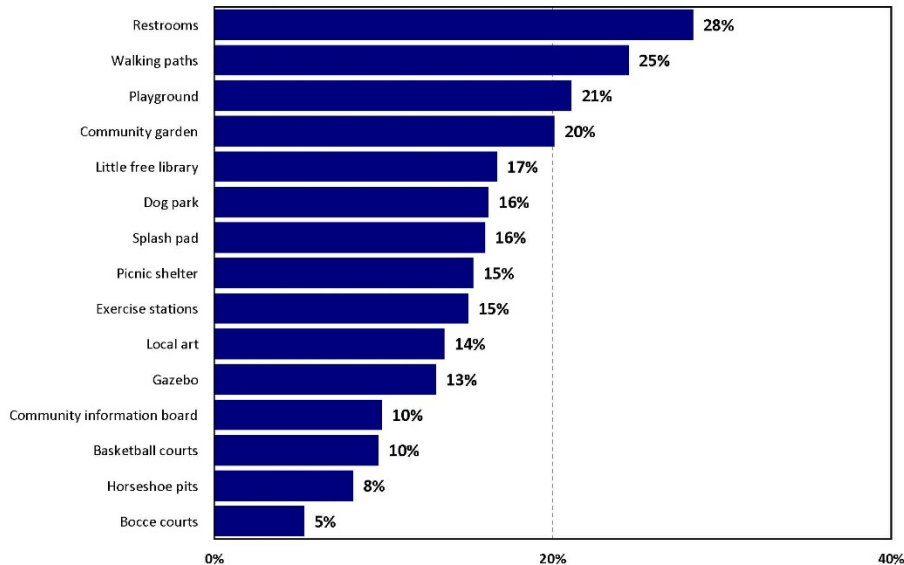
**Q22. Which three amenities are most important to your household?**

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



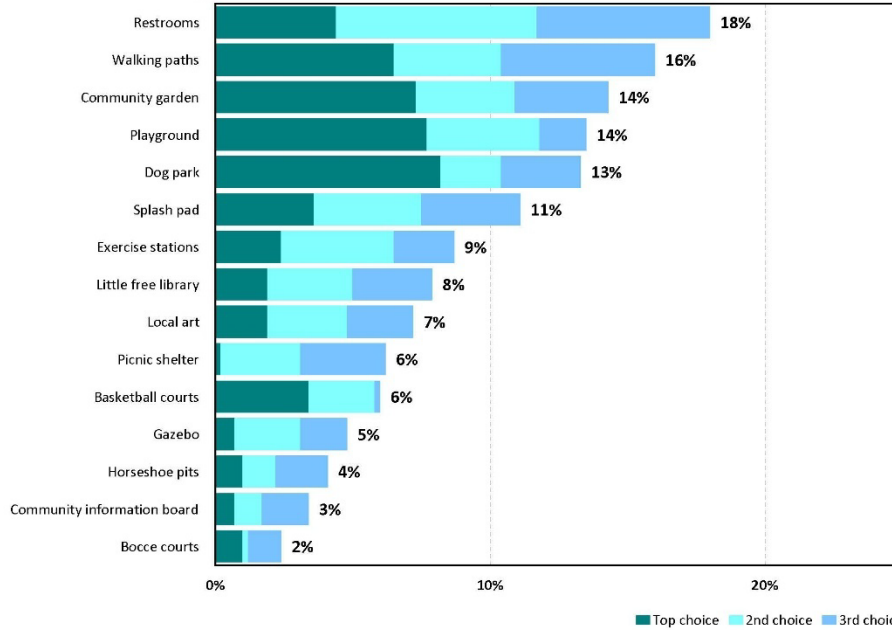
**Q23. Paseo Buena Vista Park: Please indicate if you/your household have a need for the following amenities that could be made to Paseo Buena Vista Park (at Townsite Drive and E. Vista Way).**

by percentage of respondents (multiple selections could be made)



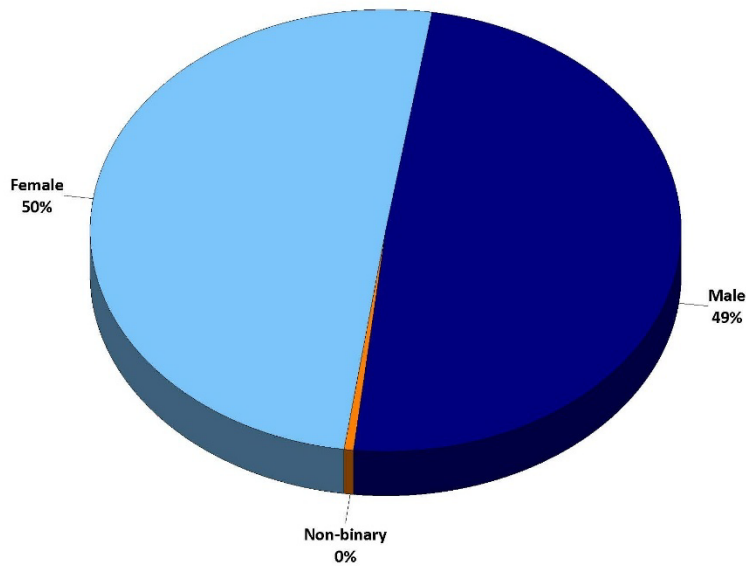
**Q24. Which three improvements/additions are most important to your household?**

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



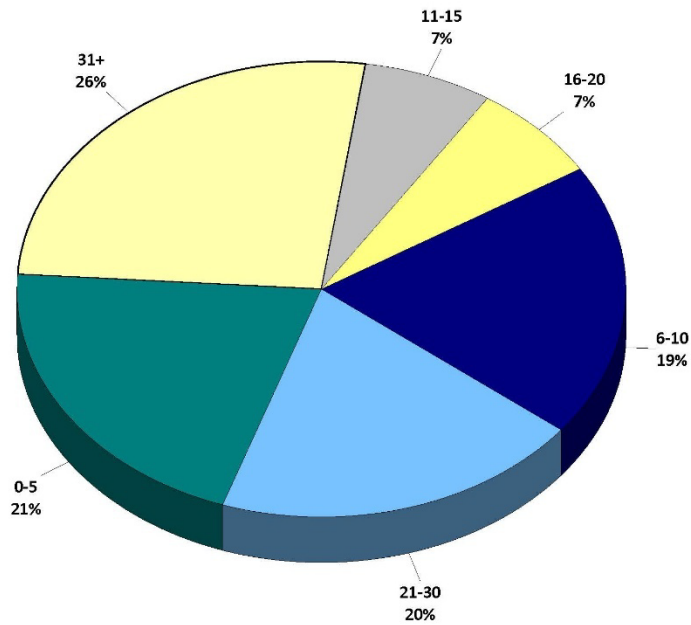
**Q25. Your gender identity:**

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



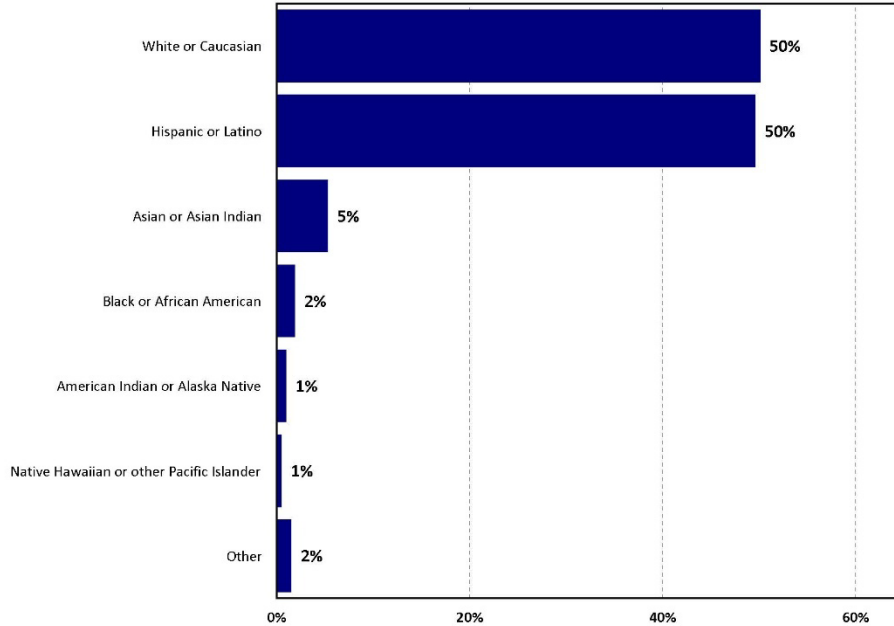
### Q26. How many years have you lived in Vista?

by percentage of respondents (excluding "not provided")



### Q27. Which of the following best describes your race/ethnicity?

by percentage of respondents (multiple selections could be made)



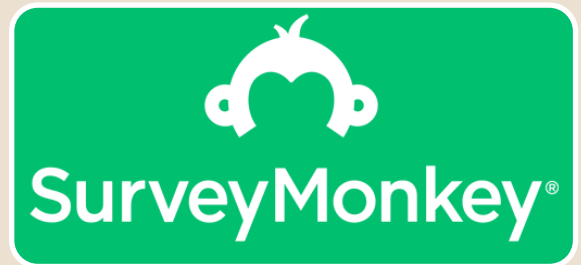
## 4.5 SURVEY COMPARISON ANALYSIS

The Survey Comparison Report provides a comprehensive analysis and comparison of findings from two significant surveys conducted for the City of Vista (“City”) Recreation & Community Services Department (Department): the ETC Statistically Valid Survey (“ETC Survey”) and the Online Community Survey (“Online Survey”) via SurveyMonkey.

The objective of these surveys was to gather insightful feedback from the city's 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 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 Survey 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 city's offerings.



### Statistically Valid Survey

- 413 households (Goal of 350)
- Precision rate of at least +/- 4.8% at the 95% level of confidence
- Residents were able to return the survey by mail, by phone or completing it online
- Only scientific & defensible method to understand community needs
- Translation services available in multiple languages including Spanish.

### Online Community Survey

- 737 responses
- No precision rate or level of confidence due to there being no selection criteria for respondents
- Questionnaire identical to the Statistically Valid Survey
- Provides further insight on community expectations
- Administered in English & Spanish

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 the **APPENDIX**.

Full results from the Online Community Survey can be found in **the APPENDIX**.




#### 4.5.1 DEMOGRAPHICS

In the demographic section of this report, we analyze the community demographics served by the Department based on responses from the ETC Survey and the Online Survey. 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 Vista, 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 (Insert link in report)**.




#### GENDER

			
<b>Female</b>	<b>50%</b>	<b>74%</b>	<b>50%</b>
<b>Male</b>	<b>49%</b>	<b>25%</b>	<b>50%</b>
<b>Non-Binary/Self-describe</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>

The ETC Statistically Valid Survey achieved near-perfect gender balance, with 50% of respondents identifying as female and 49% as male, closely aligning with Vista's actual demographics. In contrast, the Online Community Survey showed a significant skew, with 74% of respondents identifying as female and only 25% as male, indicating an overrepresentation of women.

Representation of non-binary or self-described individuals was minimal in both surveys, at 1% or less. These differences highlight the strength of the ETC Survey in providing a more accurate and inclusive reflection of the community's gender composition.




## RACE/ETHNICITY

			
White Alone	50%	73%	42%
Black Alone	2%	1%	3%
American Indian	1%	1%	2%
Asian	5%	3%	6%
Pacific Islander	1%	1%	1%
Some Other Race	2%	5%	27%
Two or More Races	N/A%	N/A	19%
Hispanic (Ethnicity)	50%	17%	52%

The ETC Survey closely mirrors Vista’s actual racial and ethnic makeup, with 50% of respondents identifying as White Alone and 50% identifying as Hispanic, compared to 42% and 52% respectively in the actual demographics. In contrast, the Online Community Survey significantly overrepresents White Alone respondents (73%) and underrepresents Hispanic individuals (17%).

Additionally, the ETC Survey underrepresents those identifying as Some Other Race (2%) and does not include a category for Two or More Races, which accounts for 19% of the actual population. These findings reinforce the ETC Survey’s strength in providing a more accurate and representative reflection of Vista’s diverse community.



## AGE

			
0-19	28%	38%	30%
20-34	18%	17%	25%
35-54	28%	23%	27%
55-74	22%	17%	13%
75+	5%	6%	5%

The ETC Survey offers a strong representation of Vista's age distribution. The age breakdown of ETC respondents closely aligns with the community, particularly in the 0–19 (28% vs. 30%) and 35–54 (28% vs. 27%) age ranges. The Online Survey overrepresents the youngest age group (0–19 at 38%) and slightly underrepresents all other groups except 75+, which is consistent across all sources.

The ETC Survey includes a broader spread of ages, especially among adults 55–74 (22%), compared to just 13% in the actual population and 17% in the Online Community Survey, indicating strong engagement from older adults.

## YEARS LIVED IN VISTA



		
<b>0-5</b>	<b>21%</b>	<b>21%</b>
<b>6-10</b>	<b>19%</b>	<b>12%</b>
<b>11-15</b>	<b>7%</b>	<b>11%</b>
<b>16-20</b>	<b>7%</b>	<b>9%</b>
<b>21-30</b>	<b>20%</b>	<b>18%</b>
<b>31+</b>	<b>26%</b>	<b>29%</b>

Both surveys show a balanced representation of long-term and newer residents. Approximately one-fifth of respondents in each survey have lived in Vista for 0–5 years (21%). The ETC Survey reflects higher representation among those living in Vista for 6–10 years (19%) compared to the Online Survey (12%).

The Online Survey captures slightly more residents in the 11–15 and 16–20 year ranges. Long-term residents—those living in Vista for over 21 years—make up a significant portion of respondents in both surveys, with 46% in the ETC Survey and 47% in the Online Survey. This indicates strong engagement across varying lengths of residency.

## 4.5.2 VISITATION/PARTICIPATION

### HAVE YOU VISITED/PARTICIPATED...

		
<b>Visited the Wave Waterpark</b>	<b>57%</b>	<b>78%</b>
<b>Visited parks and/or recreation facilities in the past 12 months</b>	<b>87%</b>	<b>87%</b>
<b>Participated in programs in the past 12 months</b>	<b>48%</b>	<b>60%</b>



Both surveys indicate strong overall engagement with the Department's parks and facilities, with 87% of respondents in each survey reporting visits within the past 12 months. Participation in programs shows a moderate difference, with 48% of ETC respondents and 60% of Online Survey respondents indicating they took part in recreational programs.

Notably, the Online Community Survey shows significantly higher visitation to The Wave Waterpark (78%) compared to 57% in the ETC Survey, suggesting greater interest or usage among self-selected respondents.



Overall, the data reflects consistent park use and higher program participation among the online respondent group.

### 4.5.3 PHYSICAL CONDITION/QUALITY



HOW WOULD YOU RATE THE PHYSICAL CONDITION OF THE WAVE WATERPARK?

		
Excellent	5%	5%
Good	47%	46%
Fair	37%	43%
Poor	10%	6%

HOW WOULD YOU RATE THE PHYSICAL CONDITION OF ALL THE CITY OF VISTA PARKS AND RECREATION FACILITIES YOU HAVE VISITED?

		
Excellent	13%	10%
Good	57%	63%
Fair	26%	23%
Poor	4%	4%

HOW WOULD YOU RATE THE OVERALL QUALITY OF THE CITY OF VISTA RECREATION AND COMMUNITY SERVICES DEPARTMENT PROGRAMS OR EVENTS IN WHICH YOUR HOUSEHOLD HAS PARTICIPATED?



		
Excellent	26%	19%
Good	55%	64%
Fair	16%	14%
Poor	3%	3%

Respondents in both surveys rated the overall condition of City of Vista parks and recreation facilities positively, with a majority selecting “Good” (57% ETC, 63% Online). The Wave Waterpark received more mixed reviews, with less than half rating it as “Good” (47% ETC, 46% Online), and a notable portion rating it as “Fair” (37% ETC, 43% Online) or “Poor” (10% ETC, 6% Online), suggesting opportunities for improvement.

Perceptions of program quality were largely favorable. A combined 81% of ETC and 83% of Online respondents rated programs as either “Excellent” or “Good,” reflecting strong community satisfaction with the department’s offerings



#### 4.5.4 BARRIERS

#### REASONS THAT PREVENT YOU/YOUR HOUSEHOLDS FROM VISITING CITY OF VISTA PARKS AND RECREATION FACILITIES MORE OFTEN. (TOP FIVE RESPONSES)

	
Lack of amenities we want to use (30%)	Lack of amenities we want to use (33%)
Do not feel safe using parks/facilities (25%)	Do not feel safe using parks/facilities (28%)
Use parks/facilities in other cities/county (22%)	Lack of restrooms (28%)
Lack of restrooms (22%)	Lack of shade (26%)
Lack of Shade (21%)	Use parks/facilities in other cities/county (26%)

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

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I don't know what is offered (38%)	I don't know what is offered (41%)
Too busy/not interested (24%)	Program times are not convenient (25%)
Program times are not convenient (19%)	Too busy/not interested (24%)
Program not offered (17%)	Program not offered (22%)
Lack of quality programs (14%)	Lack of quality programs (18%)

The most common barriers to visiting City of Vista parks and facilities include a lack of desired amenities (30% ETC, 33% Online), safety concerns (25% ETC, 28% Online), and lack of restrooms and shade. The Online Survey places slightly greater emphasis on restroom availability (28%) and shade (26%), while the ETC Survey notes that some residents prefer using facilities in nearby cities or the county (22%).



For program participation, the leading barrier in both surveys is simply not knowing what is offered (38% ETC, 41% Online). Other common challenges include inconvenient program times, lack of interest or time, unavailable programs, and concerns about program quality. These results highlight the need for enhanced communication, increased program visibility, and continued investment in both safety and amenities.

#### 4.5.5 NEEDS

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

	
Large community parks (84%)	Large community parks (94%)
Shade & trees (81%)	Shade and trees (94%)
Walking paths in parks (79%)	Walking paths in parks (94%)
Multi-use hiking, biking, walking trails (77%)	Multi-use hiking, biking, walking trails (89%)
Small neighborhood parks (75%)	Small neighborhood parks (86%)

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

	
Adult fitness & wellness programs (50%)	Special events (68%)
Special events (50%)	Adult fitness and wellness programs (60%)
Cultural enrichment programs (41%)	Outdoor environmental/nature camps and programs (54%)
Outdoor environmental/nature camps & programs (40%)	Water fitness programs/lap swimming (52%)
Adult visual arts/crafts programs (39%)	Cultural enrichment programs (52%)



Respondents from both surveys expressed strong demand for recreation amenities that support passive use and enhance park comfort. The top needs include large community parks (84% ETC, 94% Online), shade and trees (81% ETC, 94% Online), walking paths (79% ETC, 94% Online), and multi-use trails (77% ETC, 89% Online). Small neighborhood parks also ranked high, especially among Online Community Survey respondents (86%).

In terms of programming, both surveys highlight a strong interest in adult fitness and wellness programs (50% ETC, 60% Online) and special events (50% ETC, 68% Online). Cultural enrichment programs, outdoor environmental/nature programs, and water fitness/lap swimming also emerged as important needs, with the Online Survey showing higher demand across nearly all categories.



These findings emphasize the community’s desire for both large, well-equipped outdoor spaces and a diverse mix of recreational programs, particularly those geared toward wellness, culture, and community gathering.

#### 4.5.6 IMPORTANCE



##### WAVE WATERPARK PROGRAMS/ACTIVITIES ARE MOST IMPORTANT TO YOUR HOUSEHOLD (TOP FIVE RESPONSES)

	
Lazy river (73%)	Lazy river (85%)
Waterslides (60%)	Waterslides (75%)
Swim lessons (39%)	Swim lessons (49%)
Splash pad (30%)	FlowRider (40%)
FlowRider (29%)	Splash pad (35%)

**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 (40%)	Multi-use hiking, biking, walking trails (40%)
Large community parks (29%)	Walking paths in parks (31%)
Walking paths in parks (28%)	Large community parks (29%)
Playgrounds (22%)	Swimming pools (25%)
Off-leash dog park (21%)	Performing arts venues (24%)

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

	
Adult fitness & wellness programs (28%)	Adult fitness and wellness programs (33%)
Outdoor environmental/nature camps & programs (23%)	Outdoor environmental/nature camps and programs (27%)
Senior programs (20%)	Special events (25%)
Water fitness programs/lap swimming (17%)	Water fitness programs/lap swimming (21%)
Special events (17%)	Pickleball/tennis lessons and leagues (20%)

When asked about what features of the Wave Waterpark matter most, both surveys clearly prioritized the lazy river (73% ETC, 85% Online) and waterslides (60% ETC, 75%). Swim lessons also ranked high in both (39% ETC, 49% Online), while the Online Survey showed greater interest in the FlowRider (40%) and splash pad (35%).



For overall facilities and amenities, multi-use trails ranked as the most important in both surveys (40%), followed by large community parks, walking paths, and playgrounds. The Online Survey placed more value on swimming pools (25%) and performing arts venues (24%), while the ETC Survey highlighted off-leash dog parks (21%).

In terms of programs and activities, adult fitness and wellness programs were the top priority in both surveys (28% ETC, 33% Online). Other key interests included outdoor nature programs, water fitness/lap swimming, and special events. The Online Survey placed more emphasis on pickleball and tennis programs (20%), a category rated significantly lower in the ETC Survey (9%).



These findings point to strong community interest in wellness and outdoor recreation, as well as aquatic experiences and passive-use amenities.

#### 4.5.7 PARK COMPARISONS

**BREngle TERRACE PARK: PLEASE INDICATE IF YOU OR MEMBERS OF YOUR HOUSEHOLD HAVE A NEED FOR THE FOLLOWING**

	
Passive walking trail (49%)	Passive walking trail (59%)
Restrooms (47%)	Restrooms (55%)
Picnic area with shade structure (33%)	Picnic area with shade structure (32%)
Dog park (30%)	Dog park (31%)
Splash pad (29%)	Playgrounds (31%)

**BRENGLE TERRACE PARK: WHICH THREE IMPROVEMENTS/ADDITIONS FROM THE LIST ARE MOST IMPORTANT TO YOUR HOUSEHOLD?**



	
<b>Passive walking trail (33%)</b>	<b>Passive walking trail (50%)</b>
<b>Restrooms (27%)</b>	<b>Restrooms (39%)</b>
<b>Dog park (24%)</b>	<b>Playgrounds (25%)</b>
<b>Playgrounds (21%)</b>	<b>Dog park (23%)</b>
<b>Picnic area with shade structure (19%)</b>	<b>Pickleball courts (21%)</b>

Both surveys identified similar priorities for improvements at Brengle Terrace Park. A passive walking trail and restrooms ranked highest in terms of both need and importance across both surveys. The Online Survey showed stronger support for the walking trail (59% need, 50% importance), while the ETC Survey also emphasized restrooms and a dog park.



Other commonly noted needs included picnic areas with shade, playgrounds, and a dog park, with modest differences in ranking. Notably, pickleball courts appeared in the Online Survey as a top priority, suggesting growing interest in this amenity among online respondents.

These findings highlight consistent community interest in passive recreation, comfort amenities, and spaces for families and pets.

**BREEZE HILL ROAD PARK: PLEASE INDICATE IF YOU OR MEMBERS OF YOUR HOUSEHOLD HAVE A NEED FOR THE FOLLOWING**

	
Restrooms (31%)	Restrooms (45%)
Walking paths (30%)	Walking paths (40%)
Playgrounds (25%)	Parking (34%)
Parking (25%)	Community garden (31%)
Dog park (22%)	Playgrounds (30%)



**BREEZE HILL ROAD PARK: WHICH THREE IMPROVEMENTS/ADDITIONS FROM THE LIST ARE MOST IMPORTANT TO YOUR HOUSEHOLD?**

	
Restrooms (23%)	Walking paths (39%)
Walking paths (22%)	Restrooms (37%)
Playgrounds (19%)	Community garden (33%)
Parking (18%)	Dog park (31%)
Dog park (17%)	Playgrounds (29%)



Both surveys identified restrooms and walking paths as top needs and priorities for Breeze Hill Road Park. While the ETC Survey emphasized restrooms slightly more, the Online Survey placed greater importance on walking paths (39%) and also highlighted interest in a community garden—which did not rank in the ETC top five.

Other frequently mentioned improvements included playgrounds, parking, and a dog park, though their rankings varied between the two surveys. Overall, results show a shared community desire for basic infrastructure upgrades and enhanced passive recreation options, with the Online Survey reflecting broader interest in community-driven features like gardens.

**MATAGUAL DRIVE PARK: PLEASE INDICATE IF YOU OR MEMBERS OF YOUR HOUSEHOLD HAVE A NEED FOR THE FOLLOWING**

	
Restrooms (27%)	Restrooms (44%)
Walking paths (26%)	Walking paths (40%)
Playground (21%)	Crosswalks to commercial center (32%)
Community garden (19%)	Community garden (31%)
Dog park (19%)	Playground (30%)

**MATAGUAL DRIVE PARK: WHICH THREE IMPROVEMENTS/ADDITIONS FROM THE LIST ARE MOST IMPORTANT TO YOUR HOUSEHOLD?**



	
Restrooms (17%)	Walking paths (40%)
Playground (17%)	Restrooms (36%)
Walking paths (16%)	Community garden (28%)
Dog park (16%)	Playground (27%)
Community garden (11%)	Dog park (26%)

Both surveys identified restrooms and walking paths as the most needed and important improvements at Matagual Drive Park. The Online Survey showed stronger support for both amenities, with 44% indicating a need for restrooms and 40% for walking paths.



Additional priorities included playgrounds, community gardens, and dog parks, with the Online Survey showing consistently higher interest across all categories. Notably, the Online Survey also highlighted a unique need for crosswalks to the commercial center (32%), suggesting a concern for connectivity and pedestrian access not captured in the ETC Survey.

Overall, both surveys reflect a community desire for basic amenities and accessible, family-friendly features, with the Online Survey offering broader insight into safety and community gardening interests.

**PASEO BUENA VISTA PARK: PLEASE INDICATE IF YOU OR MEMBERS OF YOUR HOUSEHOLD HAVE A NEED FOR THE FOLLOWING**

	
Restrooms (28%)	Restrooms (45%)
Walking paths (25%)	Walking paths (43%)
Playground (21%)	Playground (36%)
Community garden (20%)	Community garden (30%)
Little free library (17%)	Dog park (29%)

**PASEO BUENA VISTA PARK: WHICH THREE IMPROVEMENTS/ADDITIONS FROM THE LIST ARE MOST IMPORTANT TO YOUR HOUSEHOLD?**



	
Restrooms (18%)	Restrooms (46%)
Walking paths (16%)	Walking paths (39%)
Community garden (14%)	Playground (30%)
Playground (14%)	Community garden (28%)
Dog park (13%)	Splash pad (24%)

Both surveys identified restrooms and walking paths as the top needs and priorities for Paseo Buena Vista Park, with the Online Survey showing significantly higher support (45% and 43%, respectively). Playgrounds and community gardens also ranked highly in both surveys, reflecting a desire for family-friendly and community-oriented spaces.

The Online Survey highlighted additional interest in a splash pad and dog park, while the ETC Survey showed some support for a little free library. Overall, the results reflect shared priorities around essential amenities and recreation, with the Online Survey indicating broader interest in interactive and inclusive features.

#### 4.5.8 OVERALL PERCEPTIONS

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



	
<b>Improve/maintain of existing parks, pools, and recreation facilities (\$36.76)</b>	<b>Improve/maintain of existing parks, pools, and recreation facilities (\$39.54)</b>
<b>Acquire new parkland &amp; open space (\$25.54)</b>	<b>Acquire new park land and open space (\$22.79)</b>
<b>Expand program offerings (\$11.94)</b>	<b>Expand program offerings (\$11.77)</b>
<b>Improve existing indoor recreation facilities (\$10.17)</b>	<b>Construct new sports fields (\$11.07)</b>
<b>Construct new sports fields (\$9.97)</b>	<b>Improve existing indoor recreation facilities (\$10.49)</b>

When asked how they would allocate \$100 across various parks and recreation categories, respondents from both surveys prioritized improving and maintaining existing parks, pools, and recreation facilities, allocating the largest share (\$36.76 ETC, \$39.54 Online). Acquiring new parkland and open space was the second-highest priority in both (\$25.54 ETC, \$22.79 Online).

Other top funding areas included expanding program offerings and improving existing indoor recreation facilities, which received similar funding levels across both surveys. Constructing new sports fields also ranked among the top five, with slightly more emphasis in the Online Survey.

These results highlight a community preference for reinvesting in and expanding current assets before pursuing large-scale new developments.

**LEVEL OF AGREEMENT WITH THE FOLLOWING STATEMENTS CONCERNING SOME POTENTIAL BENEFITS OF THE CITY OF VISTA'S PARKS, FACILITIES, AND RECREATION PROGRAMS OR EVENTS. (TOP FIVE RESPONSES BY PERCENTAGE OF RESPONDENTS WHO SELECTED "STRONGLY AGREE" OR "AGREE")**

	
<b>Makes Vista a more desirable place to live (94%)</b>	<b>Makes Vista a more desirable place to live (93%)</b>
<b>Preserves open space &amp; protects the environment (88%)</b>	<b>Improves physical health and fitness (90%)</b>
<b>Improves my (my household's) mental health &amp; reduces stress (86%)</b>	<b>Helps to reduce crime in my neighborhood and keep kids out of trouble (88%)</b>
<b>Improves my (my household's) physical health &amp; fitness (85%)</b>	<b>Preserves open space and protects the environment (88%)</b>
<b>Provides positive social interactions for me (my household/family) (85%)</b>	<b>Improves mental health and reduces stress (88%)</b>

Respondents overwhelmingly agreed that the City of Vista's parks, facilities, and recreation programs provide meaningful community benefits. The most widely supported belief was that these offerings make Vista a more desirable place to live, with 94% of ETC and 93% of Online respondents in agreement.

Other highly rated benefits included preserving open space and protecting the environment, improving mental and physical health, and providing positive social interactions. The Online Survey placed additional emphasis on crime reduction and keeping kids out of trouble (88%).

These findings affirm the community's strong recognition of the role parks and recreation play in enhancing quality of life, health, safety, and community well-being.

#### 4.5.9 SUMMARY

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The comparison between the ETC Survey and the Online Survey reveals important insights about community perceptions and priorities. Key findings include:

- ETC Survey results closely match Vista’s actual demographics (gender, age, race/ethnicity), making it a statistically reliable source of community sentiment.
- SurveyMonkey responses are skewed, with:
  - 74% female respondents (vs. 50% in Vista)
  - 73% identifying as White Alone (vs. 42% in Vista)
  - Only 17% identifying as Hispanic (vs. 52% in Vista)
  - Overrepresentation of respondents under age 20
- Online survey results show:
  - Greater engagement in waterpark amenities and programs
  - Higher preference for family and youth-centered facilities
  - More emphasis on newer park users and newer residents
- Despite sampling differences, both surveys agree on:
  - Strong support for walking trails, shade, and large parks
  - Desire for more adult fitness programs, cultural events, and special events
  - High levels of satisfaction with current programs and facilities
- The ETC Survey provides a statistically valid and demographically balanced view of the Vista community.
- The SurveyMonkey survey reflects the perspectives of more active, engaged, and tech-savvy residents but lacks demographic controls.
- Lived experience, access, and awareness likely shaped who responded and how.

#### 4.5.10 CONCLUSION

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While both surveys provide valuable insights, reliance on online only data without context could result in inequitable decision-making. Key considerations include:

- Use ETC Survey data as the primary basis for decision-making.
- Supplement with SurveyMonkey data to capture additional ideas and engagement patterns among vocal stakeholders.
- Recognize equity risks in outweighing the online survey, particularly regarding:
  - Underrepresented Hispanic and male respondents
  - Older adults and longer-term residents
- Enhance future outreach by:
  - Offering multilingual, multi-platform survey options
  - Targeting underrepresented voices through focused engagement strategies
- Balance community feedback by blending statistically valid findings with anecdotal trends, ensuring that all voices are heard in shaping Vista’s parks and recreation future.

By acknowledging and addressing the representational gaps in the online survey, the Department can ensure inclusive, data-informed, and equitable planning decisions.

# CHAPTER FIVE ANALYSIS

## 5.1 PROGRAM ASSESSMENT

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### 5.1.1 INTRODUCTION

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The Recreation Program Assessment for Department is a key component of the broader Plan.

This assessment aims to provide a detailed understanding of the Department's current program offerings, their effectiveness in meeting community needs, and their alignment with the City's goals for recreation and community engagement. By evaluating participation trends, community feedback, and industry best practices, this assessment will help identify program strengths, uncover potential areas for improvement, and guide future planning.

The findings from this analysis will inform actionable recommendations to enhance the quality, accessibility, and diversity of recreation programs, ensuring they are inclusive, responsive, and sustainable. Through this assessment, the City aims to strengthen the Department's role in fostering a vibrant, connected, and active community.



## 5.1.2 COMMUNITY PROFILE

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Since 2020, Vista's population has grown at an annual rate of 1.42%, projected to reach an estimated 106,287 residents by 2038. This growth is marked by a young median age of 34.2, a decrease in the proportion of children under 17, and an anticipated increase in residents aged 55 and above. The community is ethnically diverse, with over half of the population identifying as Hispanic/Latino—a figure expected to reach 57% by 2038.

Vista's cost of living is 47% higher than the national average, presenting affordability challenges, particularly in housing and groceries, though it remains slightly below the state average. Only 51% of Vista's residents live within a 10-minute walk to a park, indicating a need for improved park access compared to the national average of 55%. Tree canopy coverage varies across neighborhoods, with Vista scoring 75 on tree equity and lower scores in areas with a higher proportion of residents of color.

The City serves a dynamic, multi-generational population with a diverse cultural background and strong growth among minority populations. To meet the varied needs of its residents, recreational programs should prioritize accessibility, inclusivity, and cultural relevance, supporting both physical and environmental wellness. Enhanced park access and tree coverage, coupled with affordable and diverse recreational offerings, will support the community's well-being while addressing Vista's evolving demographic and economic landscape.

More information regarding the community profile can be found [HERE](#).

### RECREATION AND LEISURE TRENDS

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The Trends Analysis, utilizing the Market Potential Index (MPI) from the Environmental Systems Research Institute (ESRI), provides insights into the likelihood that Vista residents will participate in various recreational activities, if accessible. Team sports such as soccer, basketball, volleyball, and baseball show strong community interest, with MPI scores of 139, 117, 114, and 114, respectively, indicating a high likelihood of participation. In contrast, golf and softball have lower MPIs of 80 and 98, suggesting these sports are less favored by the community.

In the fitness and wellness sector, Zumba stands out with an MPI of 132, followed by Pilates (115), aerobics (110), and jogging/running (105), all exceeding national averages and demonstrating a community preference for group and cardiovascular fitness activities. Yoga (101) and weightlifting (99) align more closely with national participation levels, while swimming and walking for exercise fall below average, with MPIs of 89 and 95.

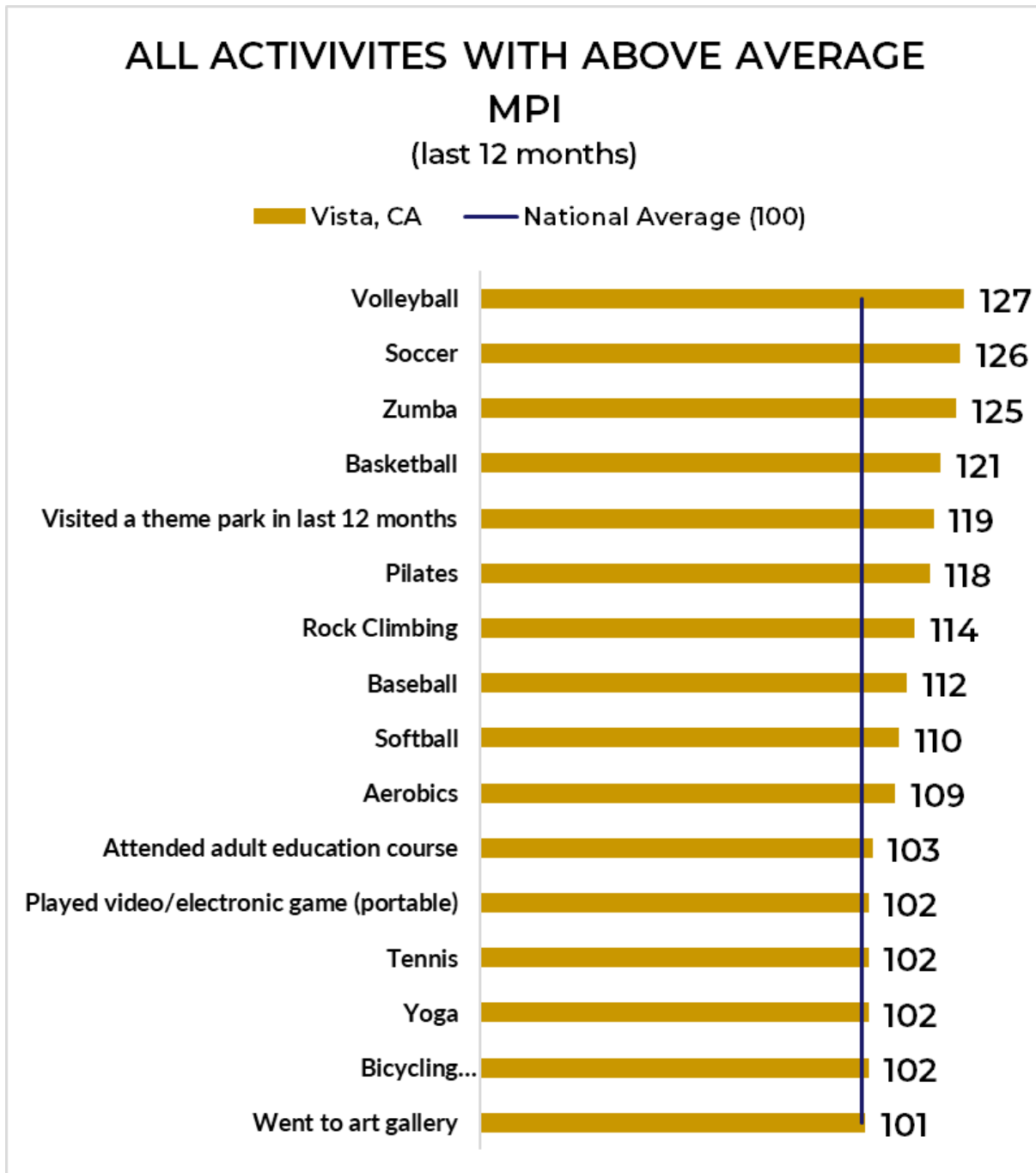
Outdoor and adventure activities reflect a community interested in rock climbing (MPI of 107) and mountain biking (101), both above national averages. However, activities like backpacking (88), horseback riding (82), and freshwater fishing (65) show lower engagement, suggesting limited interest in these pursuits.

Leisure and commercial recreation trends indicate moderate spending on sports and recreational equipment, with expenditure levels generally below national trends. Nonetheless, Vista residents demonstrate strong engagement in social and cultural activities, as seen in higher MPIs for art gallery attendance (110), adult education courses (110), and chess (111), reflecting a community

with diverse recreational interests and one that is well served with a top-quality venue like the Moonlight Amphitheater.

This analysis highlights opportunities for the Department to enhance program offerings in team sports, fitness classes, and cultural engagement, while also considering targeted improvements to underrepresented outdoor and leisure activities.

More information regarding recreation and leisure trends is found [HERE](#).



### 5.1.3 COMMUNITY PROGRAMMING PRIORITIES

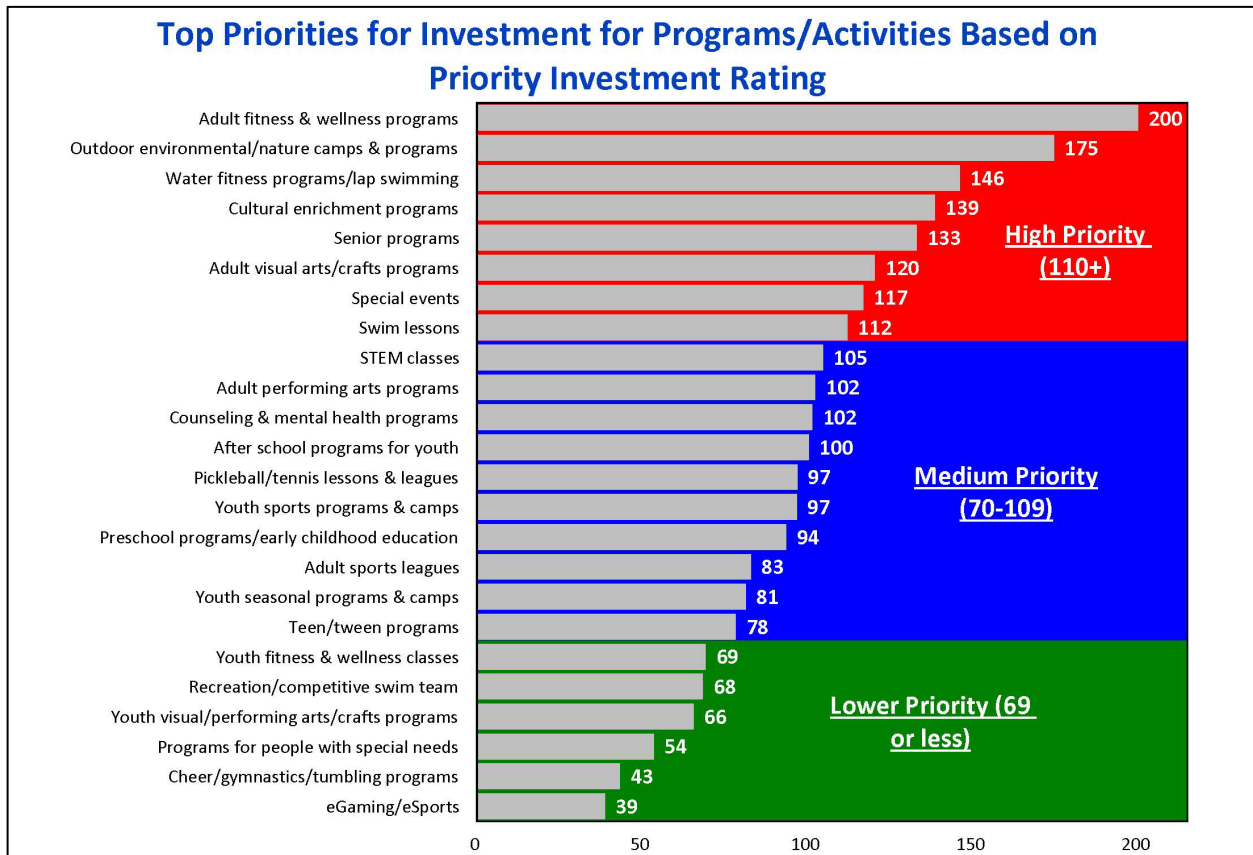
The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs:

- (1) the importance that residents place on facilities and
- (2) how many residents have unmet needs for the programs.

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

- Adult fitness & wellness programs (PIR=200)
- Outdoor environmental/nature camps & programs (PIR=175)
- Water fitness programs/lap swimming (PIR=146)
- Cultural enrichment programs (PIR=139)
- Senior programs (PIR=133)
- Adult visual arts/crafts programs (PIR=120)
- Special events (PIR=117)
- Swim lessons (PIR=112)

The chart below shows the Priority Investment Rating for each of the 24 programs assessed in the survey.



More information regarding the priority investment rating is found [HERE](#).

## 5.1.4 PROGRAMMING

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:



## AGE SEGMENT ANALYSIS

AGES SERVED						
CLASSIFICATION	PRESCHOOL (5 & UNDER)	ELEMENTARY (6-12)	TEEN (13-17)	ADULT (18+)	SENIOR (55+)	ALL AGES
National Average	7%	28%	32%	35%	49%	21%
Program Distribution	5%	10%	10%	25%	35%	45%

The program distribution data for the Department shows a significant focus on multi-generational or "All Ages" programs, comprising 45% of offerings—more than double the national average of 21%.

However, the Department's programming for specific age groups, particularly preschool (5%), elementary (10%), and teen (10%) participants, falls below national averages (7%, 28%, and 32%, respectively). Adult (18+) programs account for 25%, slightly under the national average of 35%, while senior (55+) programs are aligned with national trends at 35%, though still below the national benchmark of 49%.

This distribution suggests an emphasis on inclusive programming while highlighting potential opportunities to expand offerings for younger age groups and seniors.

## PRICING STRATEGIES

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
Adult Programs			X					X	X	X
Cultural Arts	X			X		X	X	X	X	
Facility/Park Rentals			X	X	X	X	X	X	X	X
Senior Services	X	X	X	X	X		X	X	X	X
Special Events									X	
The Wave Water Park	X	X	X		X	X		X	X	X
Youth Programs			X					X	X	X

The pricing strategies for the Department's core program areas vary to address different participant demographics and financial goals. Facility/Park Rentals and The Wave Water Park employ the most diverse strategies, factoring in age segment, family/household status, residency, prime vs. non-prime time, and market rates.

Senior Services utilizes multiple criteria, including family/household status, residency, weekday/weekend timing, and the customer's ability to pay, aiming for inclusivity.

Youth and Adult Programs, while more limited, consider residency, market rate, and ability to pay, with Adult Programs also focusing on cost recovery goals. Cultural Arts programs are priced

based on age, group discounts, market rates, and ability to pay. Special Events, however, rely solely on cost recovery goals, indicating a more uniform pricing approach. This varied strategy highlights the Department’s efforts to balance accessibility, financial sustainability, and responsiveness to community needs across different program areas.

### 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 individual users and the wider community.

The 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
<b>Characteristics</b>	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
<b>Examples</b>	Community Playgrounds and Park, Public Libraries, Free Community Events, Free or low cost swim lessons	Sports Leagues, Most Workshops and Classes, Most Afterschool Programs	Rentals, Personal Training, Trip Programs, Special Interest Camps
<b>National Average</b>	28%	26%	45%
<b>Program Distribution</b>	<b>30%</b>	<b>43%</b>	<b>26%</b>

The Department’s program distribution emphasizes a balance across community-focused, blended, and individual-benefit services. Community Benefit programs, such as parks, libraries, and free community events, make up 30% of the Department’s offerings, slightly above the national average of 28%.

The largest category, Community-Individual Blend, which includes sports leagues, workshops, and afterschool programs, constitutes 43% of offerings—significantly higher than the national average of 26%. Individual Benefit programs, like rentals, personal training, and special interest camps, account for 26%, which is notably below the national average of 45%.

This distribution reflects the Department’s focus on inclusive and accessible programming that serves both community-wide and individual needs, with an emphasis on blended services.

## COST RECOVERY

Understanding cost recovery mechanisms is essential for the Recreation Department’s effective management and provision of community services. The Department classifies its programs into four key financial categories:

Classification	FULLY SUBSIDIZED	SOMEWHAT SUBSIDIZED	SELF-SUFFICIENT	REVENUE GENERATING
<b>Definition</b>	All program costs are covered by external funds, typically from organizing body’s general budget or grants. Participants do not bear any direct cost. These are considered vital for the community, ensuring maximum accessibility and participation.	While a portion of the program’s expenses are covered by external funds or the organizing body’s general budget, participants are required to pay a fee that covers a portion of the cost to offer 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.
<b>Examples</b>	Free community swimming sessions, public parks maintenance, basic safety training sessions, and complimentary community events.	Group swimming lessons at community pools, art and music workshops at community centers, youth sports leagues, and community gardening programs.	Specialized workshops (like advanced photography), memberships to specific fitness classes, or recreational leagues with higher operational costs.	Exclusive retreats, private swim coaching, rental of premium facilities for private events, or specialized courses with expert trainers.
<b>National Average</b>	28%	26%	21%	25%
<b>Program Distribution</b>	<b>30%</b>	<b>17%</b>	<b>13%</b>	<b>39%</b>

**Fully Subsidized:** These programs rely entirely on public funds, with no direct cost to participants, ensuring accessibility and broad community reach. Examples include Community wide special events and Cultural special events, Senior nutrition and transportation programs etc. Fully subsidized programs constitute 30% of the Department’s offerings, slightly above the national average of 28%.

**Somewhat Subsidized:** Partially funded by public funds, these programs require participant fees that cover only part of the total cost, striking a balance between community and individual benefits. Examples include Youth and Adult programs and daily operations at The Wave Waterpark. These make up 17% of the Department’s programs, compared to a national average of 26%.

**Self-Sufficient:** These programs are designed to cover their operating costs through participant fees, with no profit or financial loss. Examples include Building rentals, Facility Rentals at The Wave Waterpark among others. Self-sufficient programs represent 13% of the Department’s offerings, lower than the national average of 21%.

**Revenue Generating:** These programs go beyond cost recovery, generating additional revenue that can support other programs. Examples include swim lessons at The Wave Waterpark Concerts and Theater Productions at Moonlight Amphitheater etc. Revenue-generating programs make up a significant 39% of the Department’s offerings, well above the national average of 25%, indicating a strong focus on financial sustainability.

These classifications guide the Department’s budgeting and pricing strategies, balancing accessibility with financial health to meet community needs effectively. The City of Vista’s program distribution reflects a notable emphasis on revenue-generating services, supporting broader fiscal sustainability goals.

## PROGRAM LIFECYCLE

LIFECYCLE	DEFINITION	ACTUAL PROGRAM DISTRIBUTION		NATIONAL AVERAGE DISTRIBUTION
Launch	New Programs within last year	10%	19%	37%
Rising	Programs that show participant growth	10%		
Stable	Programs that show sustained participation to minimal growth. Expectation is to offer because it fills.	62%	81%	58%
Maxed	Programs where participation level is status quo to declining, due to extreme competition or limited resources impeding growth	19%		
Decline	Declining participation. Programs in this stage should be reevaluated for potential updates, changes, or reinvention to make it relevant again.	0%	0%	6%
Cancelled	Programs cancelled due to due to prolonged lack of interest, resource constraints, or the introduction of a newer, more relevant program.	0%		

The Program Lifecycle Analysis helps evaluate the Department's offerings, guiding decisions on maintaining, updating, or phasing out programs. The current lifecycle distribution indicates a focus on stable and well-attended programs, with minimal phase-outs due to declining interest. Here's a breakdown of the Department's program distribution compared to national averages:

**Launch and Rising:** New and growing programs make up 19% of the Department's offerings, below the national average of 37%. This suggests fewer new or rapidly expanding programs than typically seen nationwide, possibly due to a focus on established programs.

**Stable and Maxed:** Programs with steady participation or limited growth constitute 81% of the Department's offerings, surpassing the national average of 58%. This reflects a strategic emphasis on maintaining popular, reliable programs that consistently meet community needs and potentially a lack of indoor, updated recreation space available to expand the offerings.

**Decline and Cancelled:** No programs fall into the declining or cancelled stages, compared to a national average of 6% in these categories. This low percentage suggests the Department's proactive approach in aligning offerings with community interests, avoiding program decline or termination.

Overall, the Department's program lifecycle strategy emphasizes stable, well-utilized programs with limited focus on new initiatives, demonstrating effective alignment with community demand and resource allocation.

## PROGRAM DIRECTION

Classification	Self-Directed	Staff-Directed	Contracted	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	Cooperative agreements with public, commercial, and nonprofit entities to provide programming
National Average	22%	49%	7%	21%
Program Distribution	43%	39%	4%	13%

Analyzing program direction helps the Recreation Department align its offerings with community preferences and organizational resources. The programs are classified into four types:

**Self-Directed:** Programs (such as Concerts, Special Events, Rentals etc.) where participants engage independently, requiring only general supervision, make up 43% of the Department’s offerings, significantly above the national average of 22%. This indicates a strong focus on providing independent recreational opportunities.

**Staff-Directed:** Instructor-led activities, such as swim lessons at The Wave Waterpark, pre-school programs, camps etc.), account for 39% of the Department’s distribution, slightly below the national average of 49%. This suggests a balanced approach, with a slightly smaller emphasis on structured, leader-directed programs.

**Contracted:** Programs supported by external providers who deliver recreational services independently constitute 4% of the offerings, close to the national average of 7%. This reflects a limited but present use of contracted services.

**Cooperative:** Programs developed through partnerships with public, commercial, and nonprofit entities make up 13% of the distribution, lower than the national average of 21%, indicating fewer cooperative initiatives.

This distribution shows that the Department places a significant emphasis on self-directed opportunities, with a balanced approach to staff-directed programming, while cooperative and contracted programs are less prominent compared to national trends.

## PROGRAM PROFICIENCY

Classification	BEGINNER	INTERMEDIATE	ADVANCED	ALL ABILITIES
Definition	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.
National Average	6%	10%	2%	82%
Program Distribution	0%	0%	0%	100%

Program proficiency analysis is crucial for aligning recreational offerings with the varied skill levels and goals of participants. The Department's programs are classified as follows:

**Beginner, Intermediate, and Advanced:** Programs specifically designed for different skill levels—beginner (for newcomers), intermediate (for those with foundational skills seeking improvement), and advanced (for highly experienced individuals)—make up 0% of the Department's offerings, falling short of national averages (6% for beginner, 10% for intermediate, and 2% for advanced).

**All Abilities:** Inclusive programs that cater to participants of all proficiency levels constitute 100% of the Department's offerings, well above the national average of 82%.

This distribution underscores the Department's strong focus on inclusivity, providing access to participants of all skill levels within a single program structure. However, the lack of specialized beginner, intermediate, and advanced programs suggests an opportunity to expand offerings to meet the specific needs of participants at different skill levels.

### 5.1.5 CURRENT MARKETING & COMMUNICATIONS

The Department employs a range of marketing and promotional methods to reach the community and advertise recreation programs. Current strategies include:

**Digital and Print Media:** Program guides (both print and online), a mobile-enabled website, apps, flyers, brochures, direct mail, and email blasts.

**Community Outreach:** Public Service Announcements (PSAs), print and online newsletters, and in-facility signage.

**Social Media Platforms:** Active presence on Facebook, Instagram, Twitter, and TikTok.

**On-Site Engagement:** QR codes for easy access to program information.

However, there are several marketing channels the Department does not currently utilize, including road sign marquees, paid advertisements, radio, TV, on-hold phone messages, SMS/text messaging, YouTube, blogs/vlogs, webinars, and podcasts. These represent potential areas for future expansion to broaden the Department's reach and engagement.



## DISTRICT WEBSITE

The Department website is a welcoming and informative platform that showcases the wide variety of recreational opportunities available to residents. Featuring engaging photos of community members in action, the site captures the department's mission to foster community, promote healthy lifestyles, and provide entertainment for all ages.



RECREATION & COMMUNITY SERVICES

The City of Vista's Recreation & Community Services Department offers programs that build community, promote healthy lifestyles, and provide entertainment for a variety of audiences. The department operates many of Vista's recreation, aquatic, and cultural arts venues, and hosts activities for all ages including preschoolers, youth, adults, and seniors. Be active and join the fun!

The homepage highlights program links for Activities for Adults, Youth Activities, Early Childhood Education, Senior Services, and more, making it easy for users to find programs suited to their interests. Additional sections for Parks & Trails, Facilities Rentals, Moonlight Amphitheatre, Wave Waterpark, and Public Art highlight the city's unique recreational venues and attractions. This range of offerings reflects the department's commitment to serving the diverse needs of the community.

Links to Volunteer opportunities, Join a Commission, and Connect with Us encourage residents to get involved and stay informed, while contact information and social media links at the bottom of the page ensure easy communication.

Overall, the website is well-organized and visually appealing, making it a valuable resource for Vista residents looking to participate in local activities, explore amenities, and stay connected with community life.

The full website can be viewed here: <https://www.vista.gov/residents/recreation-comm-services>

## SOCIAL MEDIA OVERVIEW

The Department leverages the City's main social media accounts to promote its programs, events, and facilities, reaching a broad audience through a unified online presence. Although the department does not have dedicated social media accounts, it effectively uses the City's established platforms to engage the community, sharing updates on activities for all age groups, special events, facility rentals, parks, trails, and unique attractions like the Moonlight Amphitheatre and Wave Waterpark.



### City of Vista, CA City Hall

8.9K likes • 10K followers

Posts About Reels Photos Videos

By utilizing the City's social media channels, the Department can maintain consistent communication with residents, increasing visibility and community engagement. This approach allows the department to connect with a larger audience, though the lack of dedicated accounts may limit targeted messaging and specialized content for recreation-specific followers.

Overall, the Department maximizes its outreach through the City's social media accounts, ensuring residents stay informed about recreational opportunities and community programs. For future growth, dedicated social media accounts could allow for more tailored content and focused interaction with recreation enthusiasts in the Vista community.

## 5.1.6 SIMILAR PROVIDERS

<b>SIMILAR SERVICE PROVIDERS</b>					
<i>Name of Agency</i>	<i>Location in the City</i>	<i>Operator (Public / Private / Not-for-Profit)</i>	<i>General Description</i>	<i>Price Comparison with your Services (Same / Lower / Higher)</i>	<i>Distance in minutes from your Prime Facility</i>
Alga Norte Aquatics Center	6565 Alicante Rd. Carlsbad, CA	Public	Swim Facility	Lower	21 min
Boys & Girls Club	410 W. Calif. Ave	Private	Recreation Programs	Higher	5 min
British Swim School	4655 Frazee Rd. Oceanside, CA	Private	Fitness facility with a pool	Higher	17 min
Callan Swim School	335 S. Rancho Santa Fe Rd. San Marcos, CA	Private	Swim Facility	Higher	12 min
Carlsbad Senior Center	799 Pine Ave, Carlsbad	Public	Senior Center	Same	20 min
Encinitas Senior Center	1140 Oakcrest Park Dr	Public	Senior Center	Same	31 min
Friday Night Lights	Carlsbad	Private	Flag Football Program	Higher	20 min
James A. Stone Pool	131 Woodward Ave. Escondido, CA	Public	Swim Facility	Lower	18 min
Las Posas Pool	1387 W. Borden Rd. San Marcos, CA	Public	Swim Facility	Lower	14 min
NFL Flag Football	Oceanside	Private	Flag Football Program	Higher	20 min
Oceanside Senior Center	455 Country Club Lane, Oceanside, CA	Public	Senior Center	Same	19 min
San Marcos Senior Center	111 Richmar Ave, San Marcos CA	Public	Senior Center	Same	15 min
So Cal Volleyball	San Marcos	Private	Volleyball League	Higher	20 min
Waterworks Aquatics	2704 Gateway Rd. Carlsbad, CA	Private	Swim Facility	Higher	17 min
William A Wagner Aquatic Center	3306 Senior Center Dr. Oceanside, CA	Public	Swim Facility	Lower	16 min
YMCA	4701 Mesa Drive	Private	Recreation Programs	Higher	10 min
YMCA Joe & Mary Mottino	4701 Mesa Dr. Oceanside, CA	Private	Swim Facility	Higher	14 min

## 5.1.7 KEY FINDINGS

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**Community Profile:** Vista's population is growing, with a young median age and a diverse, primarily Hispanic/Latino community. Rising cost of living and limited park access (51% within a 10-minute walk) highlight the need for accessible, inclusive recreational programs. Improving park access and tree coverage, especially in diverse neighborhoods, is critical to meeting community needs.

**Recreation and Leisure Trends:** High participation likelihood in team sports (soccer, basketball) and group fitness (Zumba, Pilates) reveals strong community interest. Lower engagement in activities like golf, backpacking, and fishing suggests potential gaps. Opportunities exist to enhance offerings in team sports, fitness classes, and cultural programs, while expanding underrepresented outdoor activities.

**Core Program Areas:** Vista's programs focus on inclusivity, with 45% serving "All Ages," well above national averages. However, programming for specific age groups—preschool, elementary, teens, adults, and seniors—falls short of national trends, signaling a need to increase offerings for these groups.

**Pricing Strategies:** The Department uses varied pricing based on demographics and financial goals. Revenue-generating programs, such as facility rentals and special events, are emphasized, supporting fiscal sustainability. However, maintaining balance across cost-recovery strategies ensures accessibility for all income levels.

**Program Services Classification:** The Department's programs are balanced across community, blended, and individual benefit categories, with a strong focus on community-inclusive services. Compared to national averages, Vista places more emphasis on community-individual blend programs like sports leagues and workshops, aligning with its mission to serve broader community needs.

**Cost Recovery:** The Department has a robust approach to cost recovery, with a higher-than-average focus on revenue-generating programs (39%) compared to the national average (25%). County or state averages are not available for the same. Fully subsidized and somewhat subsidized programs support accessibility, while revenue-generating options ensure financial health and resource reinvestment.

**Program Lifecycle:** Most programs are stable or maxed, focusing on established, well-attended activities. Fewer new and growing programs indicate a need to periodically refresh offerings to maintain community engagement and adapt to changing needs.

**Program Direction:** Emphasis is on self-directed (43%) and staff-directed (39%) programs, with less focus on contracted and cooperative options compared to national averages. The Department could explore more partnerships to diversify its offerings.

**Program Proficiency:** All programs are inclusive, catering to "All Abilities," with no beginner, intermediate, or advanced-specific offerings. While this supports broad access, expanding proficiency-specific programs could better serve participants with varied skill levels.

**Marketing and Communications:** The Department uses diverse channels, including print/online guides, social media, and PSAs, but lacks presence on platforms like YouTube and podcasts. Expanding into these areas could further enhance engagement.

**Website and Social Media:** The City's Recreation & Community Services website is comprehensive and accessible, while social media outreach leverages City accounts to promote programs. Dedicated social media could allow for more targeted recreation-specific engagement in the future.

These findings guide recommendations to enhance program accessibility, diversify offerings, and strengthen community engagement, ensuring that Vista's recreational programs are inclusive, responsive, and aligned with community needs.

## 5.2 PARK AND FACILITY EVALUATIONS

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The evaluation of park assets within the City of Vista is a cornerstone of our strategic planning and maintenance scheduling efforts. Each park and its amenities are carefully assessed through thorough field observations by our dedicated staff, resulting in a comprehensive grading based on current conditions. This systematic process ensures that we understand the performance of individual assets, rather than evaluating the park system as a whole.

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

<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.

## **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 [Appendix B](#).

## 5.2.1 METHODOLOGY

As part of the City of Vista park system assessment, each asset is evaluated using a standardized grading system. These evaluations are based on in-depth field observations conducted by qualified staff, focusing on the condition and functionality of individual amenities.

Rather than just assessing parks as a whole, each amenity is reviewed on its own merits. When an amenity or facility is found to be in noticeably poorer condition compared to similar features in other parks, it is clearly noted. Numerical scores are 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)**

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)**

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 City of Vista 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 Vista public spaces. Each category was given a numerical score between 0-5, with 5 being best.

### **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.

### **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.

### **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.

### **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.

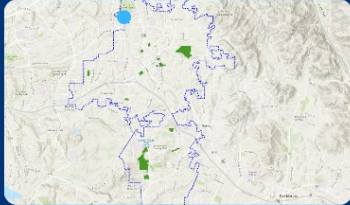
It is important to note that the consultant team conducted in-person site assessments of Vista parks in August of 2024. This assessment establishes a baseline understanding and a “snapshot” in time of the system’s existing conditions, facilities, and amenities. This assessment does not account for additions and improvements to the system that were not completed in the 2024 fiscal year or other improvements to the system that have occurred since the site assessments were conducted.

Each summary includes key information on existing amenities and features available at each site. To visually support this information, an aerial site plan is included for each park, clearly identifying the location of all existing amenities. Additionally, all data has been compiled and stored in a comprehensive Geographic Information System (GIS) database, which has been provided to the City. This valuable resource supports ongoing planning, project management, and informed decision-making as the City continues to develop and enhance its parks and recreational facilities.

Summaries and maps for all parks like the ones below can be found in [Appendix B](#)




**Vista Sports Park**  
1600 Sports Park Way

**Neighborhood**  
Suburban  
20 Acres

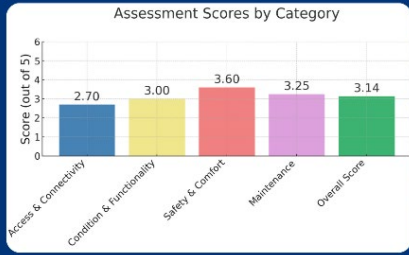


**SITE AMENITIES**


40 Benches	2 Scorekeepers Booths
2 Bike Racks	2 Shade Sails
12 Bleachers	1 Sculpture / Artwork
3 Buildings	5 Signs
4 Bullpens	9 Tables
2 Dog Waste Stations	24 Trash Receptacles
2 Drinking Fountains	1 Trash Enclosure
6 Dugouts	3 Storage Units
1 Playground (2-5)	
1 Playground (5+)	

Assessment Scores by Category



Category	Score (out of 5)
Access & Connectivity	2.70
Condition & Functionality	3.00
Safety & Comfort	3.60
Maintenance	3.25
Overall Score	3.14



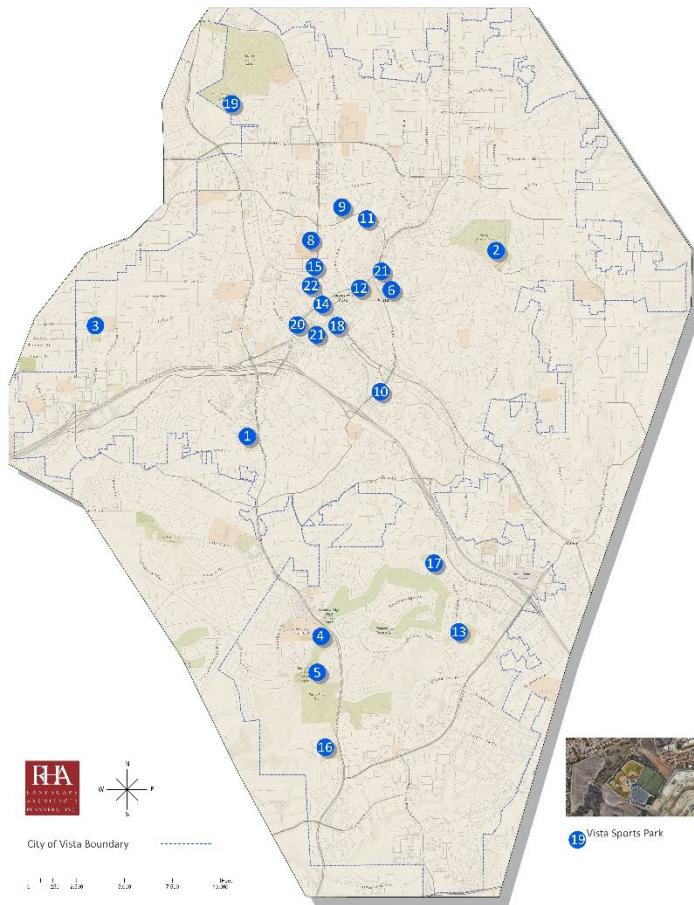
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## PARKS AND FACILITIES ASSESSED

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VISTA PARK SITES ASSESSED			
PARK	ACRES	PARK	ACRES
Breeze Hill Park	5	Rotary Lane & Veteran's Memorial Wall	2.5
Brengle Terrace Park	75	Shadowridge Park	5
Bub Williamson Park	7	Soroptimist Parkette	1
Buena Vista Ballfields	12	Skate Park - Bowl site	1
Buena Vista Park	90	Skate Park - Street site	1
Civic Center Park	11	South Buena Vista Park	18
Creekwalk Park	5	Thibodo Park and Ranch House	10
Linda Rhoades Recreation Center	6	Veteran's Memorial Park	2.5
Luz Duran Park	4	Vista Sports Park	20
Pala Vista Park	1.5	Wave Water Park	5
Raintree Park	1	Wildwood Park	6
<b>Total Acres</b> <b>289.50</b>			

# LOCATION MAP



- |  |  |  |
|--|--|--|
| <br>1 Breeze Hill Park       | <br>2 Brengle Terrace Park        | <br>3 Bub Williamson Park         |
| <br>4 Buena Vista Ballfields | <br>5 Buena Vista Park            | <br>6 Civic Center Park           |
| <br>7 Creekwalk Park         | <br>8 Linda Rhodes Rec. Center    | <br>9 Luz Duran Park              |
| <br>10 Pala Vista Park       | <br>11 Raintree Park              | <br>12 Rotary Ln. & Memorial Wall |
| <br>13 Shadowridge Park      | <br>14 Soroptimist Park           | <br>15 Skate Park - Streetscape   |
| <br>16 S. Buena Vista Park   | <br>17 Thibodo Park & Ranch House | <br>18 Veteran's Memorial Park    |
| <br>19 Vista Sports Park    | <br>20 Wave Water Park           | <br>21 Wildwood Park            |
|  | <br>22 Skate Park - Bowl Site   |  |

City of Vista | City Parks Map



## FINDINGS

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

VISTA PARK ASSESSMENT SCORES											
PARK	ACCESS & CONNECTIVITY	CONDITION & FUNCTIONALITY	SAFETY & COMFORT	MAINTENANCE	OVERALL ASSESSMENT SCORE	PARK	ACCESS & CONNECTIVITY	CONDITION & FUNCTIONALITY	SAFETY & COMFORT	MAINTENANCE	OVERALL ASSESSMENT SCORE
Breeze Hill Park	2.00	4.00	3.00	4.00	<b>3.25</b>	Rotary Lane & Veteran's Memorial Wall	3.70	3.86	3.60	3.25	<b>3.60</b>
Brengle Terrace Park	2.70	3.90	4.00	4.00	<b>3.65</b>	Shadowridge Park	3.10	3.60	3.40	3.75	<b>3.46</b>
Bub Williamson Park	2.80	4.20	4.00	4.50	<b>3.88</b>	Soroptimist Parkette	3.50	2.50	2.40	2.75	<b>2.79</b>
Buena Vista Ballfields	2.10	3.10	3.80	3.50	<b>3.13</b>	Skate Park - Bowl site	2.80	3.14	4.00	5.00	<b>3.74</b>
Buena Vista Park	1.70	3.22	3.60	3.75	<b>3.07</b>	Skate Park - Street site	3.10	3.75	3.20	4.50	<b>3.64</b>
Civic Center Park	2.90	4.00	4.00	4.25	<b>3.79</b>	South Buena Vista Park	3.30	2.90	3.40	3.25	<b>3.21</b>
Creekwalk Park	1.70	3.50	3.80	4.25	<b>3.31</b>	Thibodo Park and Ranch House	3.10	3.50	3.80	4.00	<b>3.60</b>
Linda Rhoades Recreation Center	1.20	2.60	3.40	3.25	<b>2.61</b>	Veteran's Memorial Park	3.90	3.88	2.80	3.50	<b>3.52</b>
Luz Duran Park	2.30	4.00	3.80	4.00	<b>3.53</b>	Vista Sports Park	3.70	4.00	4.60	4.25	<b>4.14</b>
Pala Vista Park	2.70	4.11	4.00	4.50	<b>3.83</b>	Wave Water Park	3.60	3.80	4.20	4.50	<b>4.03</b>
Raintree Park	1.70	4.11	3.60	4.25	<b>3.42</b>	Wildwood Park	3.10	3.60	3.80	4.00	<b>3.63</b>

### 5.2.2 GENERAL OBSERVATIONS

#### Access & Connectivity

Several parks are adjacent to a mix of land uses including schools, apartments, private residences, and busy streets, which shapes overall accessibility. In some locations, fencing separates the park from adjacent roadways, improving safety but reducing permeability. Access is sometimes compromised where parking must be shared with adjacent housing developments or facilities such as the Wave Water Park, and in other cases where the only pedestrian access point is through a locked gate.

Topography strongly affects connectivity at multiple sites. Some parks include ravines or slopes, with improvements clustered near parking lots and DG trails leading to benches or overlooks. Others are tucked into hillsides, such as the park with the Thibodo House at the top and recreation amenities at the bottom. Several parks integrate with regional mobility features, including adjacent trailheads that connect to the Rancho Guajome Adobe County Park.

Transit access varies: some parks have adjacent bus stops, while others are bordered by train tracks or busy streets, making them less inviting for pedestrians. Parking availability is also inconsistent ranging from angled street parking to small onsite lots with accessible stalls. Overall circulation is mixed, with some parks providing good-loop concrete walks and others relying heavily on turf or slopes down to sidewalks, resulting in limited edge permeability.

## Condition & Functionality Evaluation

Park conditions vary widely across the system. Several playgrounds are new or in good condition, with intact rubber surfacing, though occasional repairs are noted (e.g., a climber taped off). Other playgrounds are smaller and targeted to specific age groups. Some parks provide unique thematic elements, such as musical play components or distinctive sculptures.

Recreational offerings are diverse: parks include soccer fields, baseball facilities, basketball courts, picnic areas, playgrounds, and in some cases duck ponds, trail networks, or linear walking paths. Site configurations range from compact, well-organized multi-use parks to those that are predominantly open turf or serve as urban respite spaces.

Several parks provide community-serving features, including concession stands, restrooms, rentable buildings, and commemorative elements such as the Veterans Wall with sculptural seating. Some sites lack seating, requiring visitors to use staircases as informal sitting areas.

A few parks have notable constraints: some tables and benches are chipped, cracked, or missing components, while certain athletic facilities are privately owned, restricting general public access.

## Safety & Comfort

Safety conditions vary significantly. Some parks share facilities with schools, influencing access and supervision. Others contain secluded areas that show evidence of illicit or unauthorized activity, particularly where topography or vegetation creates hidden spaces.

Environmental hazards include rattlesnake and poison oak warning signs, especially in ravine areas. Along major roadways, parks often rely on trees, plantings, or chain link fencing to create separation from traffic.

Positive safety features include stop signs and crosswalks at street intersections and the spatial separation created when parking lots sit at higher elevations than park amenities.

Lighting is a recurring challenge: at least one park is noted to have no lighting, reducing evening comfort and usability. Some sites show evidence of homeless encampments using walls or sculptures for shelter.

## Maintenance

Maintenance quality ranges from well-managed to minimal. Some parks show active improvements, such as newly planted trees near trailheads and well-maintained synthetic turf fields. Trash management varies, with a mix of portable plastic cans and durable concrete receptacles in good condition.

Signs of deterioration include vandalized light bollards, mature trees in need of thinning, and infrastructure that is aging or in disrepair, such as cracked or chipped concrete benches and tables. In some locations, the landscape is nearly all hardscape, offering little vegetation and requiring minimal but consistent upkeep.

Overall, maintenance needs tend to align with park age, use patterns, and environmental exposure.

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



## 5.3 INVENTORY, ASSESSMENT, AND LEVEL OF SERVICE ANALYSIS

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Level of Service (LOS) Standards provide a framework for assessing the availability, distribution, and accessibility of parks, facilities, and amenities throughout the City. By comparing this inventory against the City's current population, the analysis helps determine how effectively the community's recreational needs are being met today and where opportunities exist to enhance future access and equity.

These standards guide decision-making around park development, facility improvements, and service delivery. They are informed by multiple sources, including National Recreation and Park Association (NRPA) guidelines, 2024 national participation trends from the Sports and Fitness Industry Association (SFIA), feedback from community members and stakeholders, findings from the statistically valid survey, and input from City staff.

The Level of Service analysis also accounts for the role of other providers within and around Vista to create a comprehensive view of available resources. While LOS standards are not universal benchmarks, they serve as valuable tools for identifying system strengths, gaps, and opportunities helping shape future investments that align with Vista's growth, demographics, and evolving recreational priorities.

These recommended standards are then used to develop the equity mapping that showcases the gaps and overlaps in offerings across the system.

**Vista, CA Levels of Service - 2025**

2025 Inventory - Developed Facilities										2025 Standards			Anticipated Future Development		2035 Standards			
Park Type	City of Vista	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		Inventory	Total 2025-2035	Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed		
Neighborhood Parks	34.50	-	34.50	0.35	acres per	1,000	0.50	acres per	1,000	Need Exists	15	Acre(s)	Breeze Hill & Matagual Drive Park	6.52	Need Exists	10	Acre(s)	
Community Parks	51.00	-	51.00	0.51	acres per	1,000	0.50	acres per	1,000	Meets Standard	-	Acre(s)		-	Meets Standard	-	Acre(s)	
Mini Parks	8.00	-	8.00	0.08	acres per	1,000	0.10	acres per	1,000	Need Exists	2	Acre(s)	Avenida De Benito Juarez, Bobier	2.83	Meets Standard	-	Acre(s)	
Regional Park	190.00	-	190.00	1.91	acres per	1,000	1.85	acres per	1,000	Meets Standard	-	Acre(s)		-	Meets Standard	-	Acre(s)	
<b>Total Developed Park Acres</b>	<b>283.50</b>	<b>-</b>	<b>283.50</b>	<b>2.85</b>	<b>acres per</b>	<b>1,000</b>	<b>2.95</b>	<b>acres per</b>	<b>1,000</b>			<b>Acre(s)</b>		<b>9.35</b>			<b>Acre(s)</b>	
<b>TRAILS:</b>																		
Trails (paved and unpaved)	9.26	-	9.26	0.09	mile per	1,000	0.20	mile per	1,000	Need Exists	11	Mile(s)	Conservancy Trail	0.75	Need Exists	10.3	Mile(s)	
<b>OUTDOOR AMENITIES:</b>																		
Basketball Courts	10.0	1.2	11.20	1.00	court per	8,879	1.00	court per	7,500	Need Exists	2	Court(s)		-	Need Exists	2	Court(s)	
Tennis Courts	5	-	5.00	1.00	court per	19,889	1.00	court per	12,500	Need Exists	3	Court(s)		-	Need Exists	3	Court(s)	
Pickleball Courts	16	-	16.00	1.00	court per	6,215	1.00	court per	7,500	Meets Standard	-	Court(s)		4.0	Meets Standard	-	Court(s)	
Ball Fields (Diamond)	16.50	-	16.50	1.00	field per	6,027	1.00	field per	7,500	Meets Standard	-	Field(s)		-	Meets Standard	-	Field(s)	
Multi-purpose Fields (soccer / rectangular)	2.25	0.3	2.55	1.00	field per	38,998	1.00	field per	20,000	Need Exists	2.42	Field(s)		-	Need Exists	3	Field(s)	
Playgrounds	18	0.6	18.60	1.00	site per	5,347	1.00	site per	4,000	Need Exists	6	Site(s)		7.0	Meets Standard	-	Site(s)	
Picnic Shelters	3	0.3	3.30	1.00	site per	30,135	1.00	site per	20,000	Need Exists	2	Site(s)		1.0	Need Exists	1	Site(s)	
Shade Structures	15	0.6	15.60	1.00	site per	6,375	1.00	site per	6,000	Need Exists	1	Site(s)		5.0	Meets Standard	-	Site(s)	
Outdoor Pool	1	-	1.00	1.00	site per	99,445	1.00	site per	50,000	Need Exists	1	Site(s)		-	Need Exists	1	Site(s)	
Skate Parks	2	-	2.00	1.00	site per	49,723	1.00	site per	50,000	Meets Standard	-	Site(s)		-	Need Exists	0.03	Site(s)	
Splash Pads	1	-	1.00	1.00	site per	99,445	1.00	site per	40,000	Need Exists	1	Site(s)		2.0	Meets Standard	-	Site(s)	
Dog Parks	1	-	1.00	1.00	site per	99,445	1.00	site per	35,000	Need Exists	1.8	Site(s)		2.0	Meets Standard	-	Site(s)	
<b>INDOOR AMENITIES:</b>																		
Indoor Fitness / Recreation Space	71,968	15,487	87,455	0.88	SF per	person	1.00	SF per	person	Need Exists	11,990	Square Feet		-	0.00	Need Exists	14,174	Square Feet
2025 Estimated Population	99,445																	
2035 Estimated Population	101,629																	

**Note**

2 Half Basketball Courts counted as 1 court

Lit Fields count as 25% higher capacity than unlit field

## 5.4 EQUITY MAPPING

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Equity Mapping and Service Area Analysis provide a clear picture of how parks, facilities, and recreation amenities are distributed throughout the City and how well they align with population density, neighborhood characteristics, and community needs. Using recommended service levels for each park and amenity type, these maps help identify areas that may be underserved or overserved.

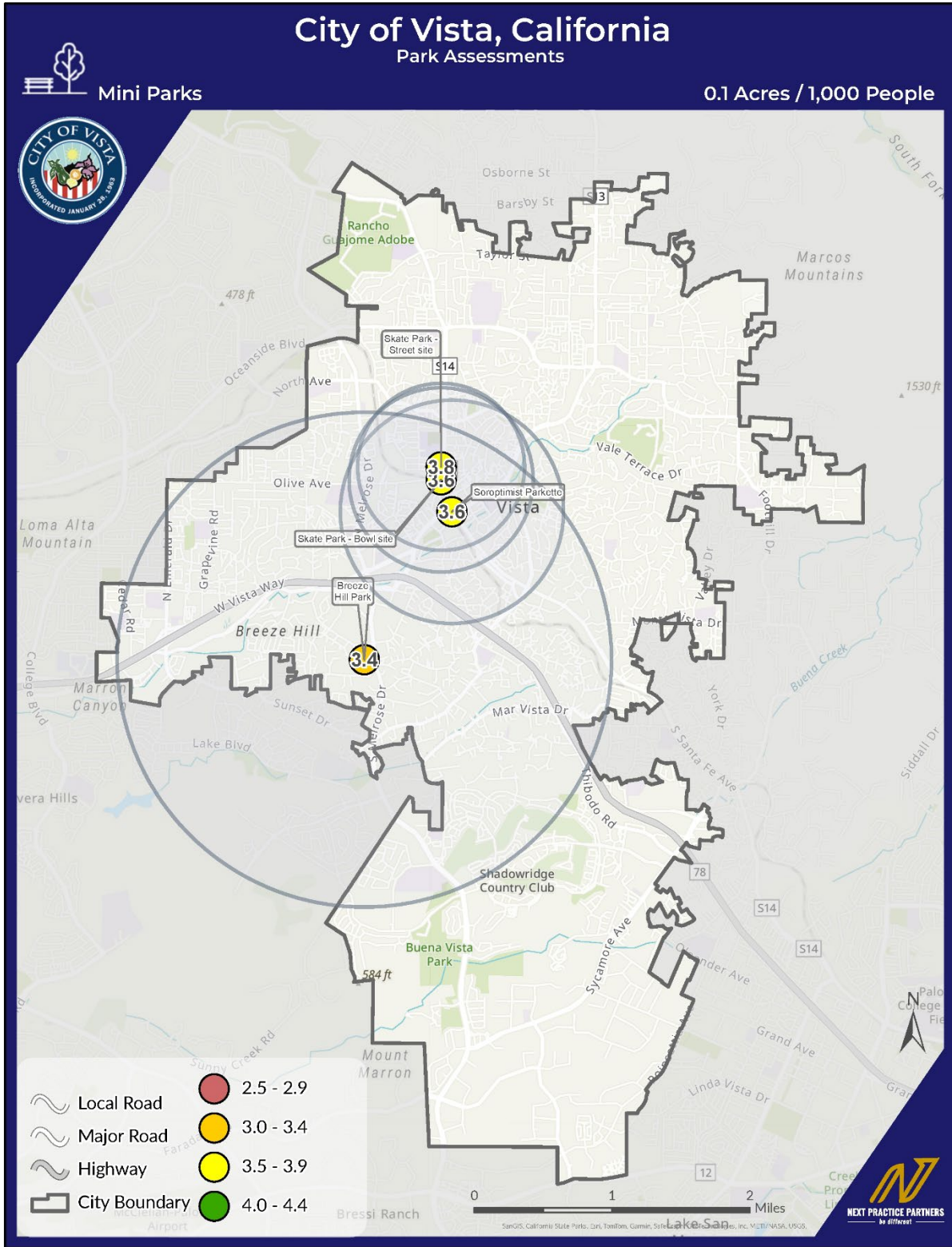
By comparing geographic access with population-based standards, the City can identify service gaps and prioritize investments that improve equity across the park system. This approach ensures that future capital improvements not only address system-wide needs but also enhance fair and inclusive access to recreation opportunities for all Vista residents. The various service area rings also illustrate the reach of both City and non-City providers, reflecting the broader network of recreation resources available to the community.

The maps are developed for the following amenities:

- Community Parks
- Mini Parks
- Neighborhood Parks
- Regional Parks
- Ball Fields (Diamond)
- Basketball Courts
- Dog Parks
- Indoor Fitness / Recreation Space
- Multipurpose Fields
- Outdoor Pools
- Pickleball Courts
- Picnic Shelters
- Playground
- Shade Structures
- Skate Parks
- Splash Pads
- Tennis Courts

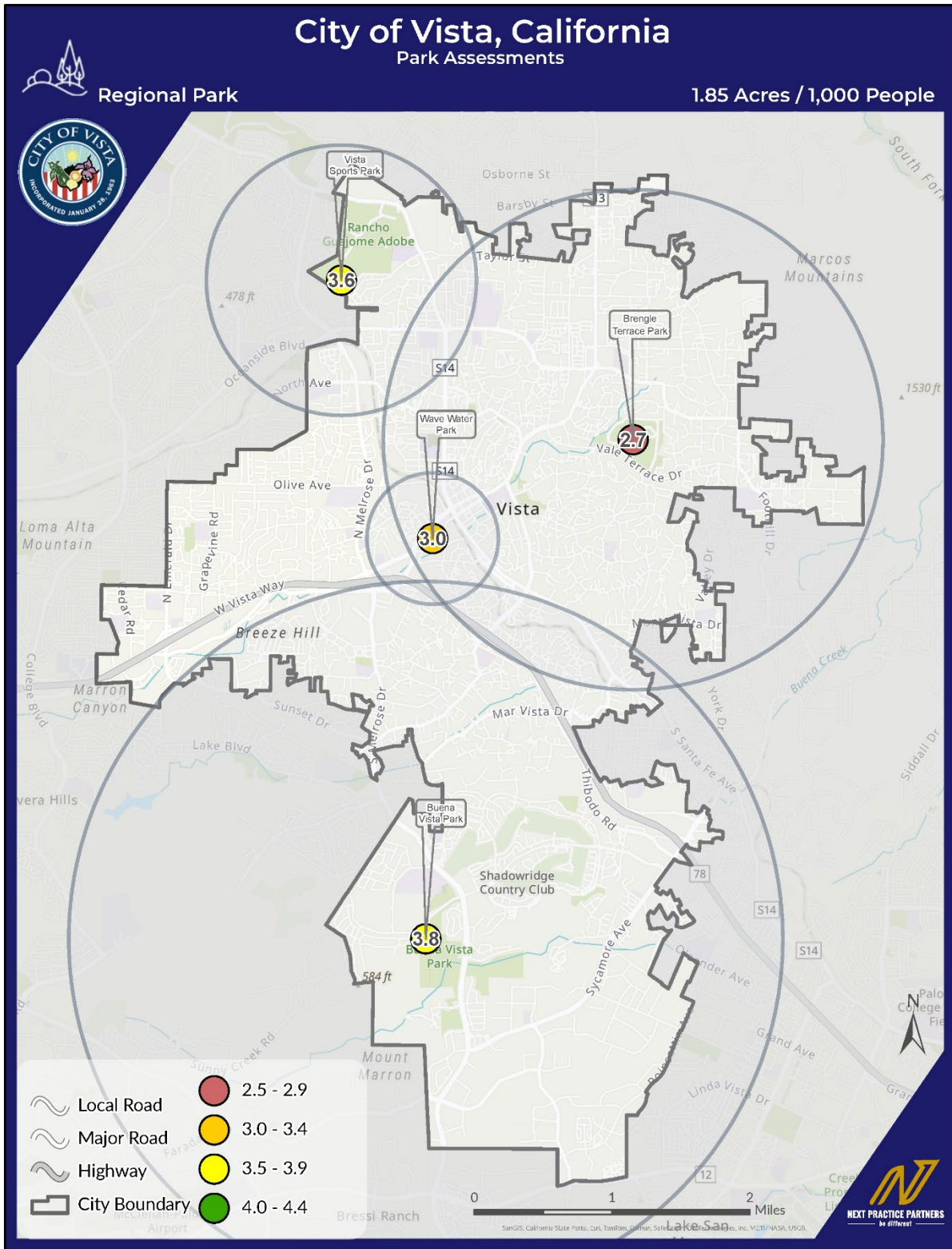


## 5.4.2 MINI PARKS (CONDITIONS ASSESSMENT)





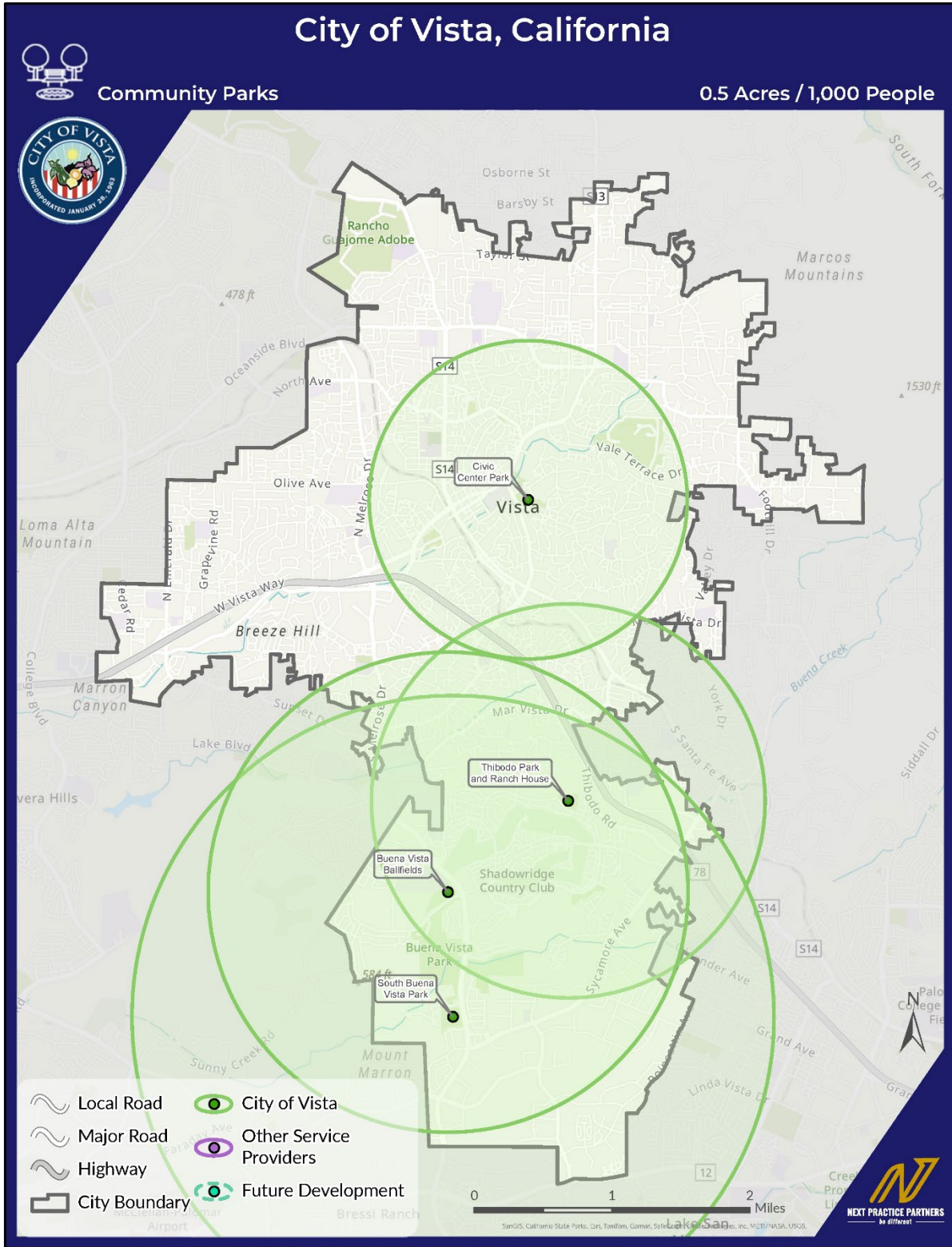
## 5.4.4 REGIONAL PARKS (CONDITIONS ASSESSMENT)







## 5.4.7 COMMUNITY PARKS





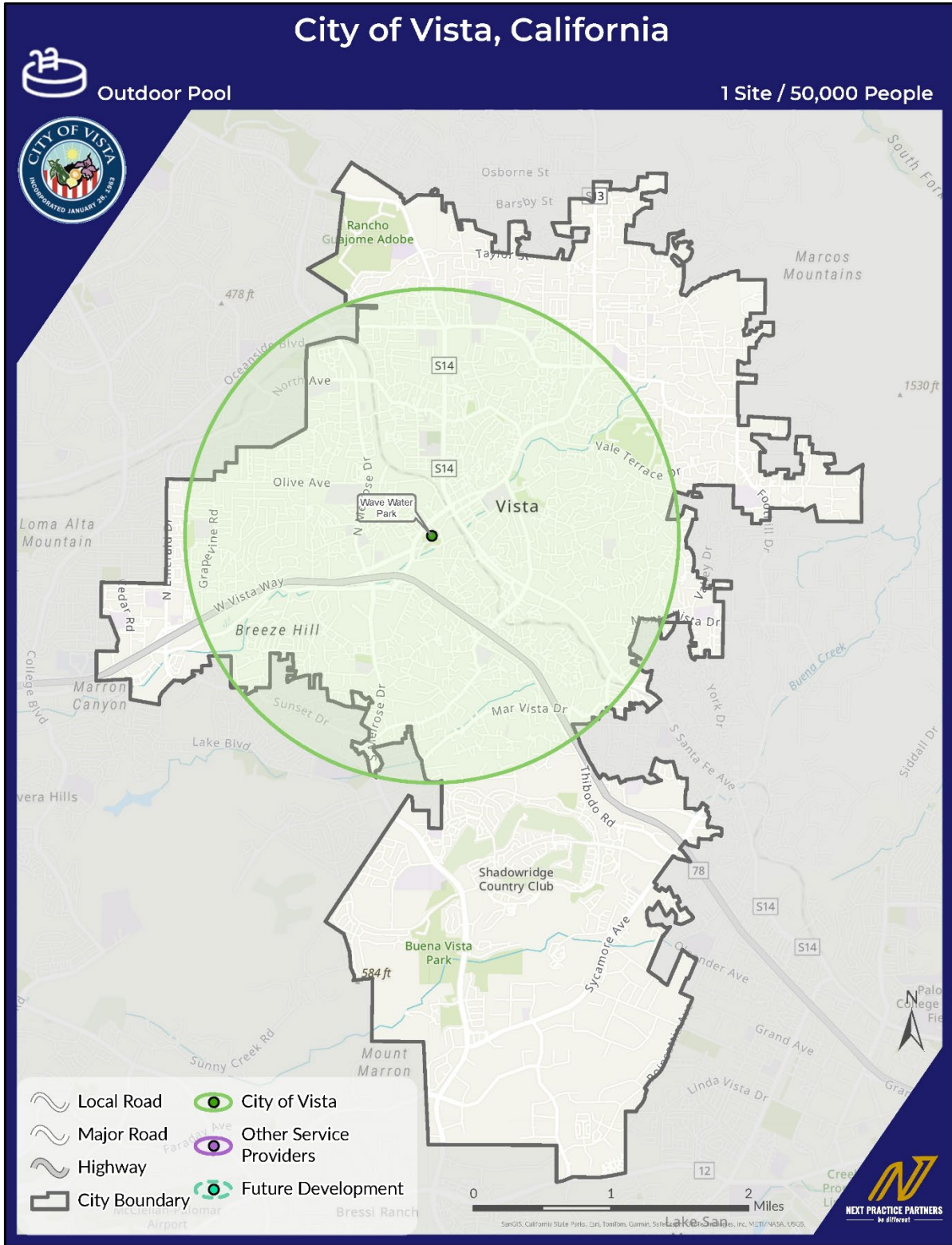






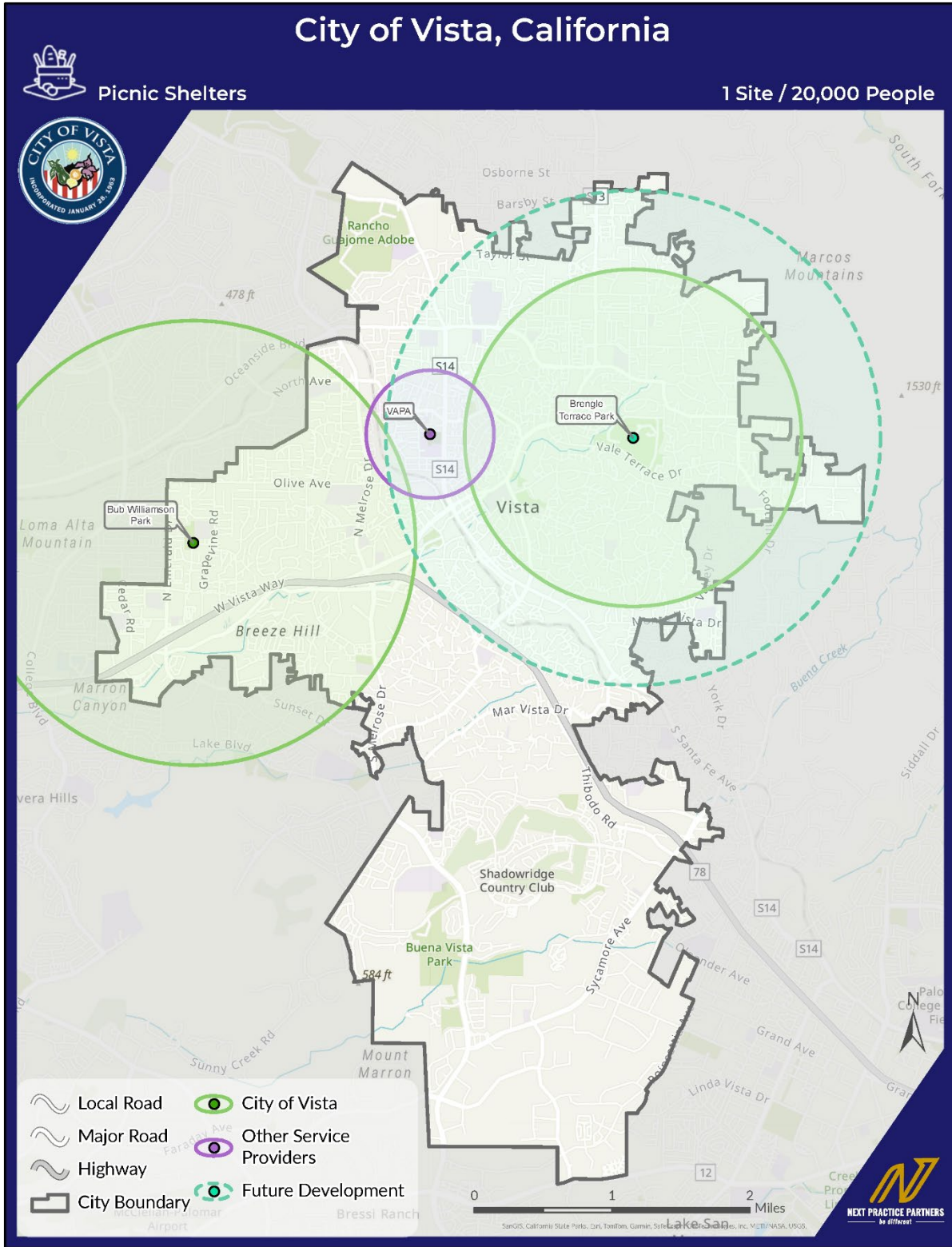


### 5.4.13 OUTDOOR POOL





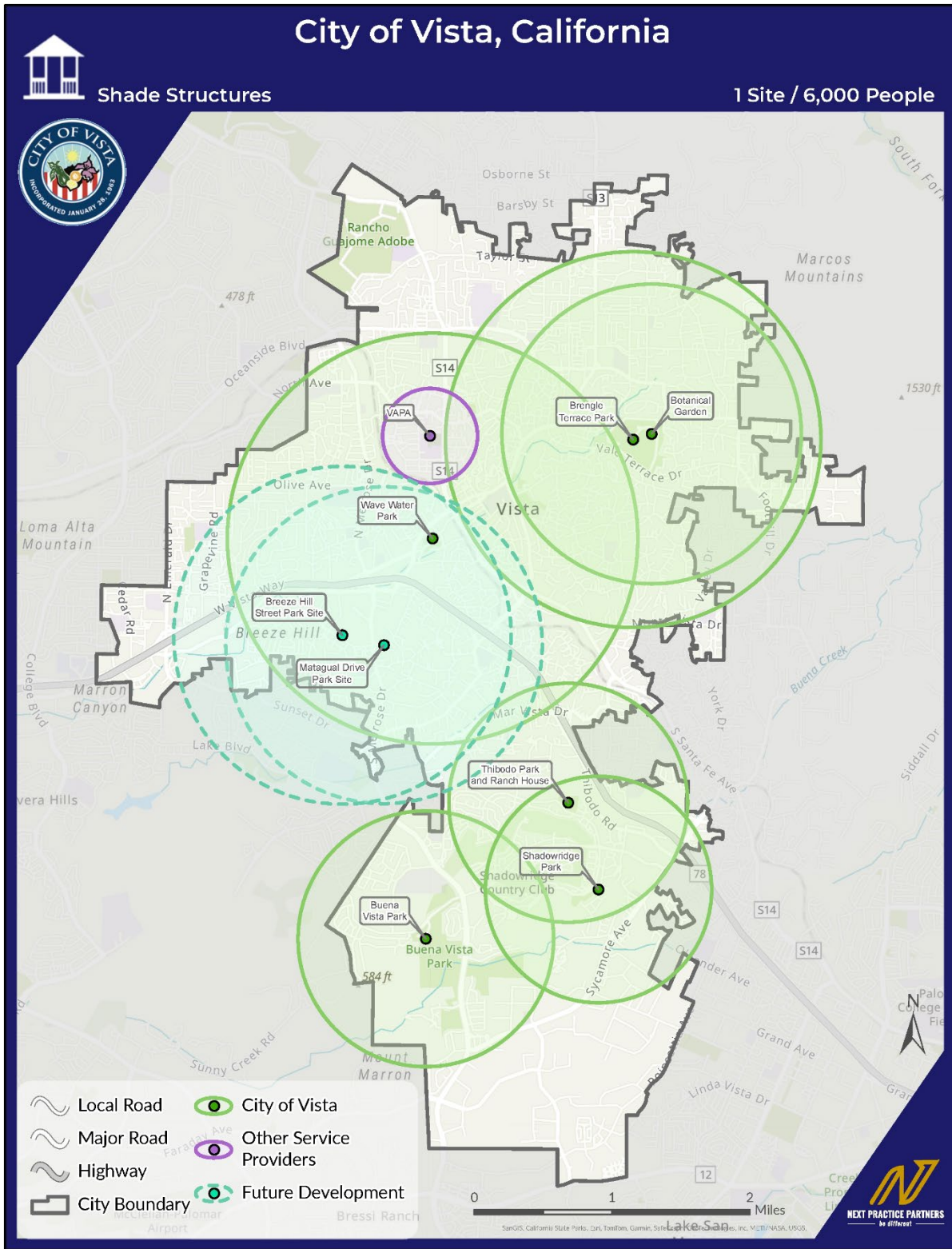
## 5.4.15 PICNIC SHELTERS



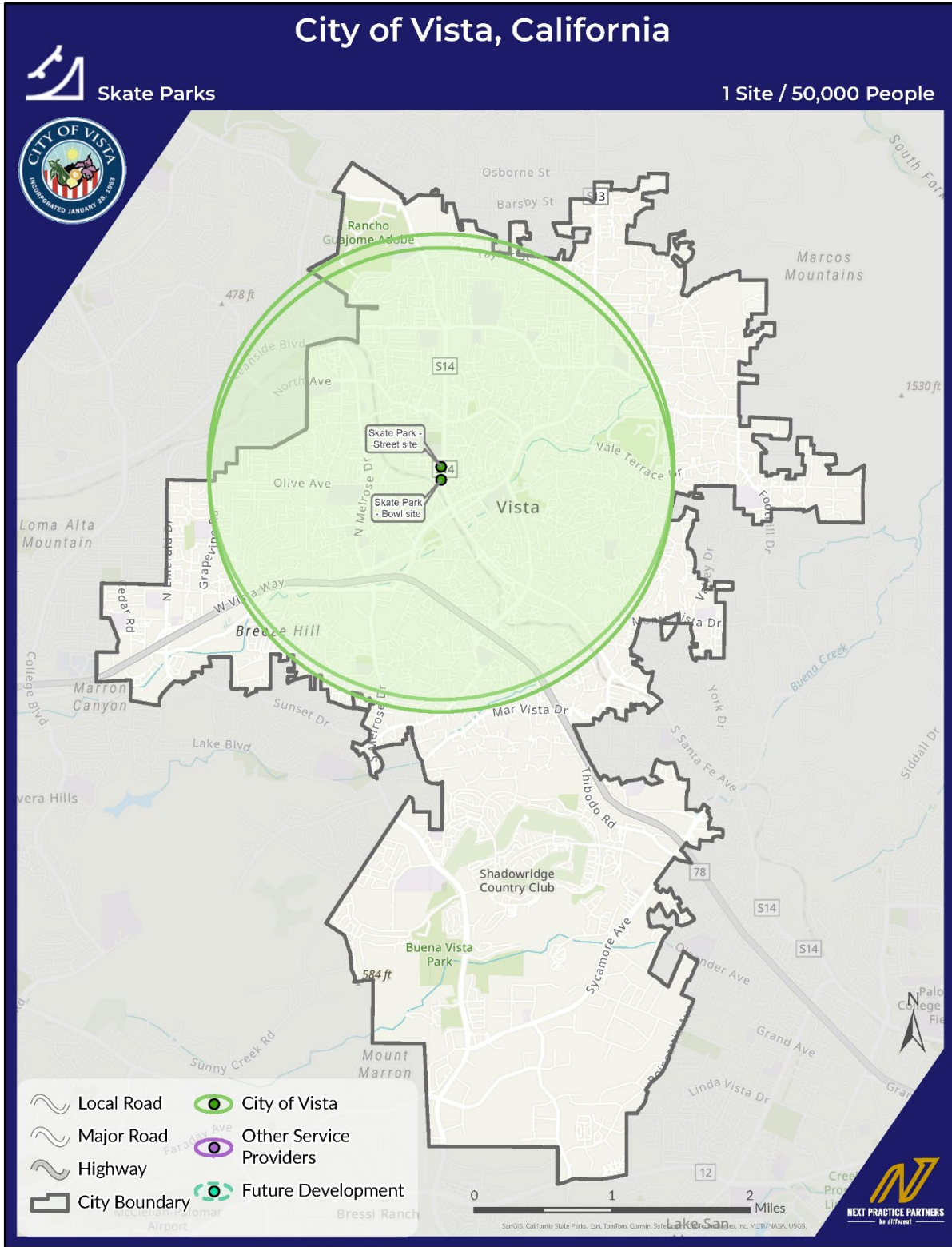




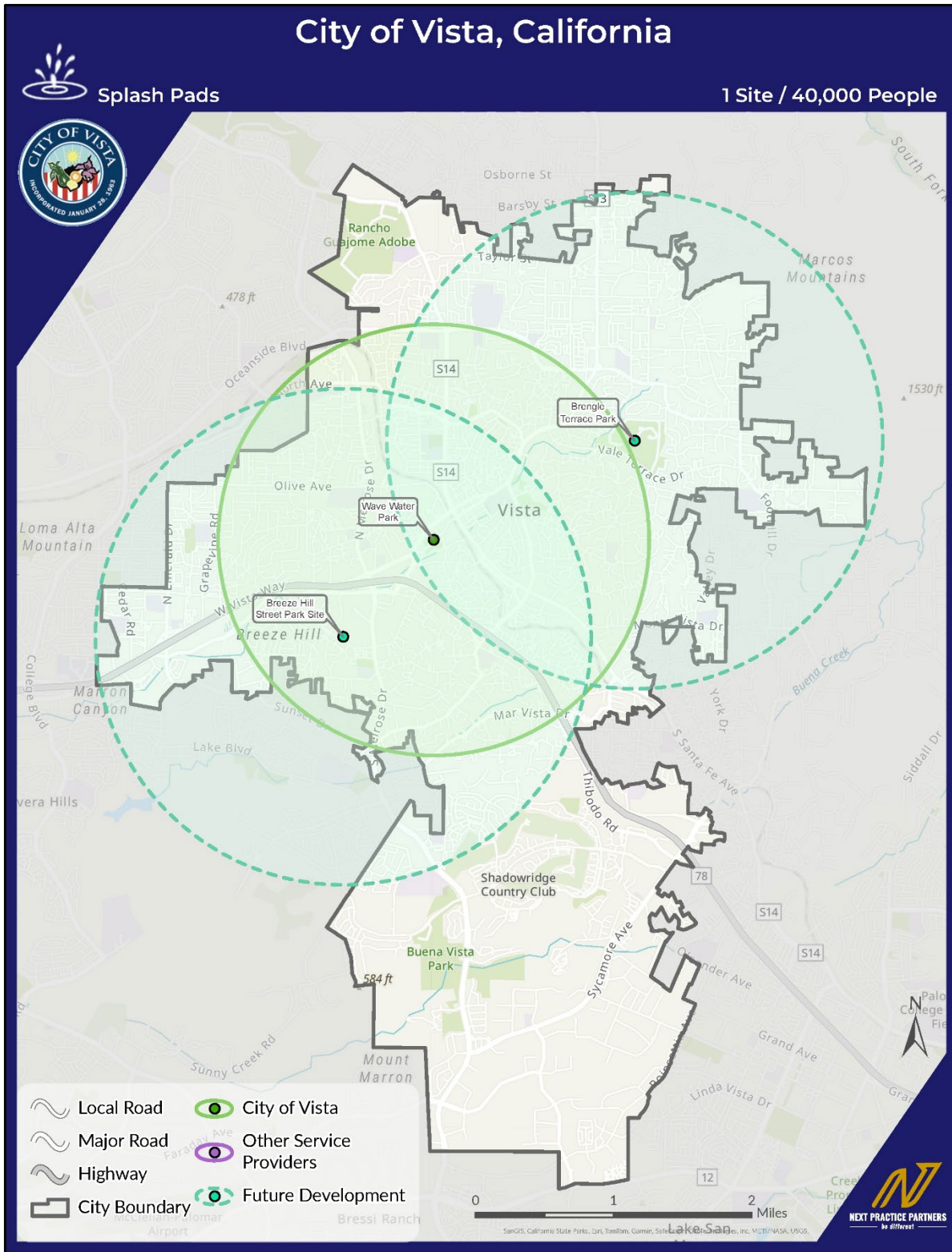
## 5.4.18 SHADE STRUCTURES



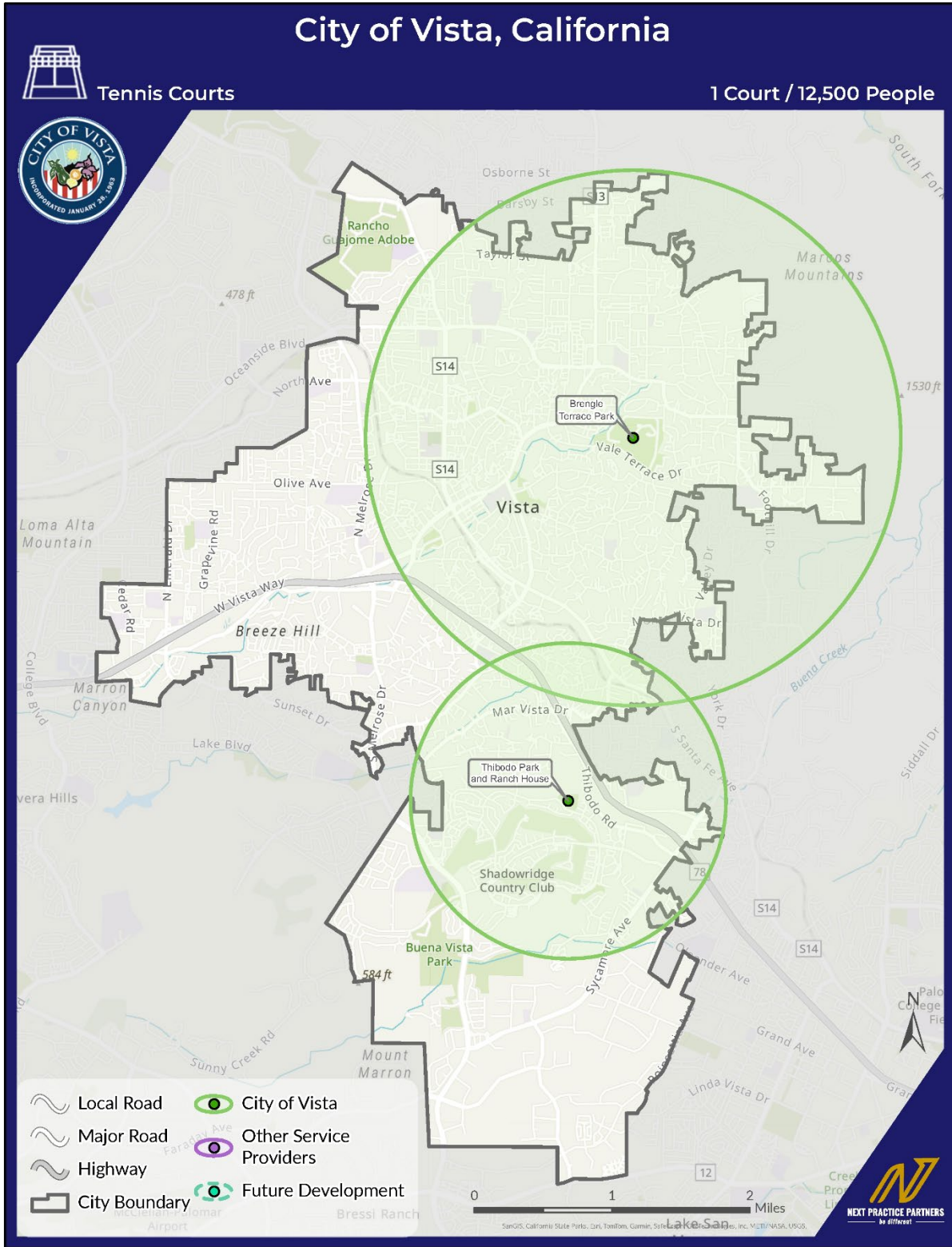
## 5.4.19 SKATE PARKS



## 5.4.20 SPLASH PADS



## 5.4.21 TENNIS COURTS





## 5.5 FUNDING & REVENUE STRATEGIES

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A sustainable and diversified funding strategy is essential to maintaining and enhancing Vista's parks, recreation facilities, and community programs. The City of Vista currently utilizes a mix of public, private, and grant-based resources to fund operations, maintenance, and capital improvements. These resources reflect both the City's strong history of collaboration and its commitment to exploring creative, equitable, and financially responsible approaches to future investment.

The following section summarizes Vista's existing and potential funding strategies by category, highlighting implementation feasibility, risk level, and current examples of use.

### 5.5.1 EXTERNAL FUNDING

---

Vista has effectively leveraged external partnerships and sponsorships to support community programming and special events. Corporate sponsorships and private donations are used extensively for signature events such as the Independence Day Celebration, Easter Egg Hunt, and Moonlight Amphitheatre performances. The City also maintains strong collaborative partnerships with the Vista Unified School District, Chamber of Commerce, and County of San Diego through joint-use agreements and cooperative initiatives.

The Moonlight Cultural Foundation and Friends of the Rancho Buena Vista Adobe serve as key nonprofit partners, generating financial support and community engagement for cultural and historical programming. In addition, the City benefits from a strong volunteer base across programs and facilities, including the Adobe and Vista Historical Society, which provides indirect financial savings and fosters community ownership.

Emerging opportunities such as crowdfunding, foundation endowments, and planned giving programs could provide new ways to fund specific projects, particularly those with visible community benefits or donor appeal.

#### Examples of Current Use

- Moonlight Cultural Foundation fundraising and sponsorships
- Friends of the Adobe nonprofit group
- Volunteer engagement at historic and cultural facilities
- Corporate sponsorships for events and celebrations

### 5.5.2 CAPITAL FUNDING

---

Capital-specific funding mechanisms are a cornerstone of Vista's long-term financial strategy. The City collects Park Development Impact Fees (PDIFs) to ensure that new residential and commercial growth contributes to the development and enhancement of parkland and facilities. Dedication and development fees also support neighborhood and regional park expansion, while redevelopment funds contribute to reinvestment in existing infrastructure.

Although not currently in place, capital improvement fees tied to enterprise facilities (e.g., aquatic or recreation centers) could provide a future funding mechanism for major reinvestments.

### Examples of Current Use

- Park Development Impact Fees (PDIFs)
- Dedication/Development and Redevelopment Fees

### 5.5.3 USER FEES

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User fees represent a significant and reliable revenue stream for the Recreation and Community Services Department. These include program registrations, facility rentals, equipment rentals, ticketed events, and special use permits. Fees are structured to balance affordability and access with cost-recovery goals and are benchmarked against regional market rates to ensure competitiveness.

Future opportunities include the refinement of pricing models to better align with equity and cost-recovery principles, as well as potential dynamic or tiered pricing for high-demand amenities and programs.

### Examples of Current Use

- Recreation class and league fees
- Facility and field rental fees
- Event ticket sales and special use permits
- Equipment rentals

### 5.5.4 GRANTS

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Grant funding continues to play an important role in supporting both capital projects and community programs. The City has successfully obtained grants through the USDA Urban and Community Forestry Program for tree planting and irrigation improvements along the North Santa Fe Corridor. Community Development Block Grant (CDBG) allocations have also funded both capital improvements—such as upgrades at the Gloria McClellan Senior Center—and social service programs benefiting Vista residents, including Meals on Wheels, Palomar Family Counseling, and Boys & Girls Club programming.

Vista also actively pursues State and federal grants such as Proposition 68 Per Capita, Land and Water Conservation Fund, Recreational Trails Program, and Park and Recreational Facilities Construction Program (PARC) to advance systemwide goals related to equity, sustainability, and access.

### Examples of Current or Past Use

- CDBG annual allocations for capital and human services
- USDA Urban and Community Forestry Program grant
- Proposition 68 and other State/County grants

### 5.5.5 TAX SUPPORT

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Vista's General Fund remains the foundation for funding operations not covered by other sources. Revenues from property tax, sales tax, transient occupancy tax (TOT), and real property conveyance tax provide ongoing support for maintenance, staffing, and recreation programs.

While no special improvement districts currently exist, establishing these in the future could help fund localized park and streetscape enhancements in high-benefit areas or commercial corridors.

#### Examples of Current Use

- General Fund allocations supported by property, sales, and TOT revenues
- Conveyance tax revenues supporting community improvements

#### Franchises and Licenses

Public-private partnerships and vendor agreements supplement City revenues and enhance service offerings. Concession management contracts, private concessionaire agreements, and advertising sales (e.g., on scoreboards, event signage, or within program guides) generate operational income.

Looking ahead, additional opportunities such as naming rights, leasebacks, or greenway utility easements may provide new funding tools for capital development, particularly for high-visibility projects or trail corridors.

#### Examples of Current or Potential Use

- Concession and vendor contracts
- Advertising sales in publications and facilities
- Potential naming rights for major facilities or park amenities

### 5.5.6 SUMMARY

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Vista's success in leveraging diverse funding sources — from CDBG and Proposition 68 grants to impact fees, sponsorships, and partnerships — demonstrates a strong foundation for continued financial sustainability. Moving forward, the City can strengthen its funding capacity by:

- Expanding partnerships and sponsorship programs beyond events to include facility naming opportunities and capital projects.
- Aligning user fees with cost-recovery goals and community equity principles.
- Maximizing grant competitiveness through dedicated grant coordination and alignment with State and federal funding priorities.
- Exploring new tools, such as special assessment districts, leasebacks, or crowdfunding, for large-scale or community-driven projects.

Together, these strategies will help Vista continue to enhance the quality, accessibility, and resilience of its parks and recreation system.

## 5.6 CAPITAL IMPROVEMENTS PLAN

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The **Capital Improvement Plan (CIP)** for Vista serves as a strategic framework for prioritizing, funding, and delivering critical infrastructure and facility projects that enhance the city’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 Vista diverse and growing population.

A key component of the RPIP is the alignment of available financial resources to support these improvement projects. Vista utilizes a variety of existing funding sources to make these initiatives possible, including:

### **General Fund, DIF, CDBG and various potential grant opportunities.**

Through the strategic use of these resources, the City ensures responsible fiscal management while advancing projects that promote environmental stewardship, community wellness, and economic vitality. As Vista continues to thrive, this Recommended Improvements Plan 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 PRIP 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.

As outlined in the table below, the City has several planned projects underway, reflecting its continued investment in quality of life. These include new park sites Matagual Park, Breeze Hill Park, and Paseo Buena Vista Park and improvements to Brengle Terrace Park.

# Vista Parks and Recreation Master Plan

## Capital Improvement Plan

### Overall Summary

November 16, 2025

10:02 AM

#### FUNDING SOURCE BUDGETS

\$400,000 GF	General Fund
\$12,048,084 DIF	Development Impact Fees
\$550,000 CDBG	CDBG
\$0 Grant	Grant

<b>TOTAL PROJECTS</b>	<b>PLANNED</b>	<b>FUNDED</b>	<b>\$400,000</b>
PARKS	PLANNED	FUNDED	\$400,000
FACILITIES	PLANNED	FUNDED	\$0
TRAILS	PLANNED	FUNDED	\$0

<b>TOTAL PROJECTS</b>	<b>PLANNED</b>	<b>NEED FUNDING</b>	<b>\$33,338,001</b>
PARKS	PLANNED	NEED FUNDING	\$33,338,001
FACILITIES	PLANNED	NEED FUNDING	\$0
TRAILS	PLANNED	NEED FUNDING	\$0

<b>TOTAL PROJECTS</b>	<b>COMPLETED</b>	<b>\$0</b>
PARKS	COMPLETED	\$0
FACILITIES	COMPLETED	\$0
TRAILS	COMPLETED	\$0

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 Vista 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 Vista continues to respond effectively to the community's recreational needs.



**Vista Parks and Recreation Master Plan**  
**Site by Site Summary**

November 16, 2025

10:02 AM

Parks	Acres	Completed	Planned Funded	Planned Need Funding	P1 FY 25/26	P2 FY 26/27	P3 FY 28 & beyond	TOTAL
	297.11	\$0	\$400,000	\$33,338,001	\$400,000	\$26,085,728	\$7,252,273	\$33,738,001
Breeze Hill Park - Existing	5.00	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Breeze Hill Park - New	4.19	\$0	\$0	\$8,576,732	\$0	\$8,576,732	\$0	\$8,576,732
Brengle Terrace Park	75.00	\$0	\$400,000	\$16,834,780	\$400,000	\$9,582,507	\$7,252,273	\$17,234,780
Bub Williamson Park	7.00	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Buena Vista Ballfields	12.00	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Buena Vista Park	90.00	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Civic Center Park	11.00	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Creekwalk Park	5.00	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Linda Rhoades Recreation Center	6.00	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Luz Duran Park	4.00	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Matagual Park	2.32	\$0	\$0	\$6,434,556	\$0	\$6,434,556	\$0	\$6,434,556
Pala Vista Park	1.50	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Paseo BuenaVista Park	1.10	\$0	\$0	\$1,491,933	\$0	\$1,491,933	\$0	\$1,491,933
Raintree Park	1.00	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Rotary Lane & Veteran's Memorial W	2.50	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Shadowridge Park	5.00	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Soroptimist Parkette	1.00	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Skate Park - Bowl site	1.00	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Skate Park - Street site	1.00	\$0	\$0	\$0	\$0	\$0	\$0	\$0
South Buena Vista Park	18.00	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Thibodo Park and Ranch House	10.00	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Veteran's Memorial Park	2.50	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Vista Sports Park	20.00	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Wave Water Park	5.00	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Wildwood Park	6.00	\$0	\$0	\$0	\$0	\$0	\$0	\$0
General Parks		\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Facilities</b>	<b>Square Footage</b>	<b>Completed</b>	<b>Planned Funded</b>	<b>Planned Need Funding</b>	<b>P1 FY 25/26</b>	<b>P2 FY 26/27</b>	<b>P3 FY 28 &amp; beyond</b>	<b>TOTAL</b>
	0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Facility 1		\$0	\$0	\$0	\$0	\$0	\$0	\$0
Facility 2		\$0	\$0	\$0	\$0	\$0	\$0	\$0
Facility 3		\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Trails</b>	<b>Miles</b>	<b>Completed</b>	<b>Planned Funded</b>	<b>Planned Need Funding</b>	<b>P1 FY 25/26</b>	<b>P2 FY 26/27</b>	<b>P3 FY 28 &amp; beyond</b>	<b>TOTAL</b>
	0.00	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Trails	0.00	\$0	\$0	\$0	\$0	\$0	\$0	\$0

## 5.7 SITE SPECIFIC PLANS

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As part of the Master Plan, the project team developed site-specific concept plans for four important locations: Breeze Hill Park, Brengle Terrace Park, Matagual Park site, and Paseo Buena Vista. These concept plans provide a forward-looking vision for how each site can improve, evolve, and better serve Vista's diverse community in the years ahead.

Grounded in community input, staff and consultant expertise, community needs and trends, each concept plan is customized to the identity, opportunities, and constraints of its specific location. These plans were developed with extensive community input through initial public meetings, draft concepts shared in meetings and on the website ([www.planvistaparks.com](http://www.planvistaparks.com)) and with city staff to get feedback and update these conceptual plans.

Together, they offer Vista a practical and inspiring roadmap for future capital investments, phased improvements, and potential partnerships.



### **Breeze Hill**

The Breeze Hill Concept Plan strengthens the site's recreational function through targeted amenities supporting multigenerational use. Key improvements include an inclusive playground with integrated shade structures, a splash pad, pickleball courts, fitness equipment, and separated small and large dog parks. Circulation is improved through accessible pathways, while strategically placed shaded seating and flexible turf areas increase usability and support a range of passive and active recreation opportunities.

### **Brengle Terrace Park**

The Brengle Terrace Park Concept Plan enhances the park's role as a major community recreation and cultural destination by expanding amenities that support families, active users, and visitors to the Moonlight Amphitheatre.

Key improvements including a new 2–5 age playground, a splash pad, renovated sand volleyball court, picnic shelter, fitness stations, and an accessible pathway network create a more inviting and inclusive environment for everyday use.

Additional features such as new walking paths with shaded seating, expanded parking to serve the Amphitheatre, new disc golf holes, and upgraded connectivity to existing facilities strengthen the park's capacity to support both daily recreation and large community events.

Together, these enhancements improve accessibility, comfort, and recreational variety throughout the park.

### **Matagual Park**

The Matagual Park Concept Plan enhances the park's function as a neighborhood recreation space by adding amenities that support families, dog owners, and daily visitors. The plan includes an inclusive playground, shaded picnic areas, fitness stations, and separate small and large dog parks, creating a safe and engaging environment for all ages.

Improved circulation through new walking paths, drought-tolerant landscaping, bench seating, and designated viewing point further elevate user comfort and accessibility. Lighting, parking improvements, and site upgrades strengthen the park's capacity to serve as a reliable community asset.

### **Paseo Buena Vista**

The Paseo Buena Vista Park Concept Plan enhances the park's role as a neighborhood recreation space by incorporating amenities that support both passive use and dog recreation. The plan introduces designated small and large dog parks, shaded picnic tables, bench seating, and a central open lawn to create a comfortable, community-oriented environment.

Additional elements including walking paths, drought-tolerant landscaping, and the Great Oak Reflection seat wall improve accessibility, aesthetics, and user comfort. Lighting and site improvements further support safety and usability for daily park visitors.

## 5.7.1 BREEZE HILL PARK



**Breeze Hill Community Park Site**



### Concept Plan



### Breeze Hill Park

10% Mobilization & Gen Conditions  
25% Contingency

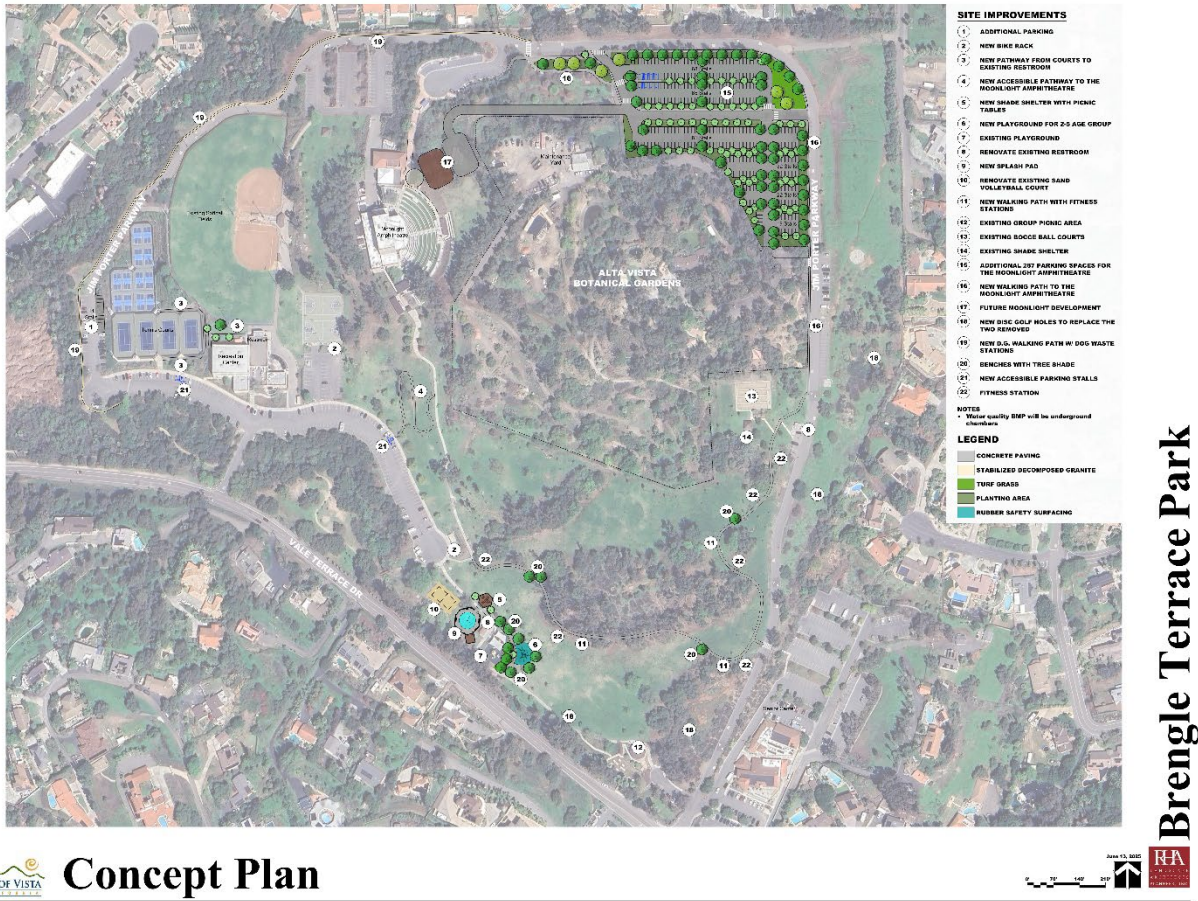
Prepared By: DG/AL/AT

4.19 acres

DESCRIPTION	QTY.	UNIT	UNIT PRICE	SUB-TOTAL	TOTAL
DEMOLITION & GRADING					\$1,424,418
PARK IMPROVEMENTS					\$4,579,362
PICKLEBALL COURTS					\$424,078
LIGHTING & ELECTRICAL					\$407,000
LANDSCAPE PLANTING & IRRIGATION					\$1,741,874
<b>TOTAL PROJECT COST</b>					<b>\$8,576,731</b>



## 5.7.2 BRENGLE TERRACE PARK



Brengle Terrace Park

### CITY OF VISTA Concept Plan

<b>RHA LANDSCAPE ARCHITECTS-PLANNERS, INC.</b>	<b>Project No.:</b> 23119
<b>Opinion of Probable Cost for:</b>	<b>Date:</b> 6/16/2025
<b>Brengle Terrace Park</b>	<b>Prepared By:</b> DG/AL/AT
10% Mobilization & Gen Conditions	
25% Contingency	

DESCRIPTION	QTY.	UNIT	UNIT PRICE	SUB-TOTAL	TOTAL
DEMOLITION & GRADING					\$1,201,153
PUBLIC PARKING LOT IMPROVEMENTS					\$4,104,581
TRAIL IMPROVEMENTS					\$619,204
RECREATION CENTER IMPROVEMENTS					\$84,425
PARK IMPROVEMENTS					\$3,573,144
AMPHITHEATER IMPROVEMENTS					\$7,252,273
<b>TOTAL PROJECT COST</b>					<b>\$16,834,780</b>

## 5.7.3 MATAGUAL DRIVE PARK



Matagual Drive Park Site



### Concept Plan



#### RHA LANDSCAPE ARCHITECTS-PLANNERS, INC.

Opinion of Probable Cost for:

Project No.: 23119

Date: 6/16/2025

#### Matagual Park

Prepared By: DG/AL/AT

10% Mobilization & Gen Conditions

25% Contingency

2.32 acres

DESCRIPTION	QTY.	UNIT	UNIT PRICE	SUB-TOTAL	TOTAL
DEMOLITION & GRADING					\$1,532,255
PARK IMPROVEMENTS					\$3,774,466
LIGHTING & ELECTRICAL					\$332,750
LANDSCAPE PLANTING & IRRIGATION					\$795,085
<b>TOTAL PROJECT COST</b>					<b>\$6,434,556</b>



## 5.7.4 PASEO BUENA VISTA PARK



### Concept Plan



#### RHA LANDSCAPE ARCHITECTS-PLANNERS, INC.

Opinion of Probable Cost for:

Project No.: 22113

Date: 6/16/2025

#### Paseo Buena Vista Park - Concept 1

Prepared By: DG/AL/AT

10% Mobilization & Gen Conditions

25% Contingency

1.10 acres

DESCRIPTION	QTY.	UNIT	UNIT PRICE	SUB-TOTAL	TOTAL
DEMOLITION & GRADING					\$292,707
PARK IMPROVEMENTS					\$493,026
LIGHTING & ELECTRICAL					\$170,500
LANDSCAPE PLANTING & IRRIGATION					\$535,700
<b>TOTAL PROJECT COST</b>					<b>\$1,491,933</b>

# CHAPTER SIX VISIONING

A visioning session with Recreation and Community Services Department staff was held on June 24, 2025, to define the shared values, mission, and strategic priorities that will guide the future of parks and recreation in Vista. The session encouraged open dialogue, creativity, and alignment around what the department aspires to achieve for the community today and into the future.

Through this collaborative process, staff identified a set of core values that represent the foundation of their work, a mission statement that reflects their collective purpose, and a series of Big Moves that outline the bold actions needed to advance Vista's parks and recreation system. Together, these elements form the guiding framework for decision-making, resource allocation, and service delivery moving forward.

## 6.1 CORE VALUES

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- Safe
- Sustainable
- Forward Thinking

## 6.2 MISSION

---

### 6.2.1 MISSION WORDS

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- Vibrant
- Inclusive
- Safe
- Timeless
- Active

### 6.2.2 MISSION STATEMENT

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To build a vibrant, inclusive, safe, timeless, and active community

## 6.3 BIG MOVES

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1. Ensure offerings align with access gaps, changing demographics and the aging Vista population
2. Explore new and creative funding sources (e.g., fee study, earned income, partnerships etc.)
3. Improve awareness of and invest in signature spaces (e.g., Wave Waterpark / Moonlight Amphitheater)
4. Plan for aging infrastructure and major maintenance improvements
5. Upgrade technology to enhance operations and efficiencies

# CHAPTER SEVEN ACTION PLAN

## 7.1 PARKS, TRAILS & OPEN SPACE

### 7.1.1 EXPAND AND IMPROVE ACCESS TO PARKS & OPEN SPACE

Action Item	Value
Acquire new parkland in underserved areas	Forward Thinking
Develop Breeze Hill Road Park	Safe
Develop Matagual Drive Park	Safe
Develop Paseo Buena Vista Park	Safe
Increase tree canopy in low-scoring areas	Sustainable
Improve 10-minute walk access citywide	Forward Thinking

### 7.1.2 ENHANCE TRAILS, CONNECTIVITY, AND WALKABILITY

Action Item	Value
Expand multi-use trails (hiking/biking/walking)	Sustainable
Add walking paths in existing parks	Safe
Improve trail wayfinding and signage	Forward Thinking
Improve east-west park connectivity	Forward Thinking

### 7.1.3 IMPROVE COMFORT, SAFETY, AND USER EXPERIENCE

Action Item	Value
Increase shade structures and tree cover	Sustainable
Add/upgrade restrooms in priority parks	Safe
Improve lighting in parks and parking lots	Safe
Add inclusive/sensory play features	Safe
Renovate Brengle Terrace Park and amenities	Safe

## 7.2 RECREATION PROGRAMS & MAINTENANCE

### 7.2.1 ALIGN PROGRAMS WITH COMMUNITY PRIORITIES

Action Item	Value
Expand adult fitness & wellness programs	Sustainable
Increase outdoor/environmental programs	Sustainable
Enhance cultural enrichment & arts programming	Forward Thinking
Expand senior programs	Forward Thinking

### 7.2.2 STRENGTHEN AQUATIC, SPORTS & FITNESS OPPORTUNITIES

Action Item	Value
Increase water fitness & lap swimming	Sustainable
Expand aquatics programming at The Wave – implement recommendations from the Aquatics study	Safe
Improve access to multipurpose sports fields	Forward Thinking
Add splash pad(s) in appropriate locations	Safe

### 7.2.3 INCREASE INCLUSION, ACCESS & AGE-SPECIFIC PROGRAMS

Action Item	Value
Expand youth/teen-specific programs	Safe
Increase early childhood (pre-K) offerings	Forward Thinking
Introduce beginner/intermediate/advanced options	Forward Thinking
Expand all-abilities accommodations across programs	Safe

## 7.3 OPERATIONS & MAINTENANCE

### 7.3.1 STRENGTHEN SAFETY, CLEANLINESS & MAINTENANCE STANDARDS

Action Item	Value
Increase restroom cleaning frequency	Safe
Add or upgrade restrooms in priority parks	Safe
Increase lighting and patrol visibility	Safe
Implement ADA upgrades systemwide	Safe

### 7.3.2 IMPROVE INFRASTRUCTURE RESILIENCE & SUSTAINABILITY

Action Item	Value
Upgrade irrigation for efficiency	Sustainable
Implement shade and tree replacement cycles	Sustainable
Replace aging playgrounds, courts & structures	Forward Thinking
Implement tiered maintenance standards	Sustainable

### 7.3.3 IMPROVE OPERATIONAL EFFICIENCY & SERVICE QUALITY

Action Item	Value
Add consistent signage/wayfinding	Forward Thinking
Utilize contract services during peak loads	Forward Thinking
Establish maintenance KPIs and reporting	Forward Thinking

## 7.4 FUNDING & MARKETING

### 7.4.1 STRENGTHEN LONG-TERM FINANCIAL SUSTAINABILITY

Action Item	Value
Conduct a comprehensive fee study	Sustainable
Expand sponsorships beyond events	Forward Thinking
Develop facility & amenity naming rights	Forward Thinking
Enhance grant-seeking capacity	Sustainable

### 7.4.2 LEVERAGE NEW & CREATIVE FUNDING TOOLS

Action Item	Value
Explore new funding via assessment district / bond options	Forward Thinking
Implement dynamic / tiered pricing	Sustainable
Use crowdfunding for visible community projects	Forward Thinking

### 7.4.3 EXPAND MARKETING & COMMUNICATION REACH

Action Item	Value
Launch dedicated recreation focused social media channels	Forward Thinking
Add YouTube, short video & SMS channels	Forward Thinking
Collect and improve marketing analytics	Sustainable
Increase multilingual marketing to maximize outreach	Safe

# CHAPTER EIGHT **CONCLUSION**

To be done after Draft Report approval.

# CHAPTER NINE **APPENDICES**

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# APPENDIX A – CITYWIDE FACILITIES MASTER PLAN

\*Projects will be funded by Prop-L

Other projects will be funded by Redevelopment Funds

FY25/26					
Project	FY	Site	Item	Description	Estimate
1	26	Adobe - Guest House	Replace existing roof	Existing material is clay tile with no underlayment material. Current roof is sagging at overhang above entrance. Estimate for roof only. Quote received 2/26/25.	\$120,000
2	26	Adobe - Classrooms	Replace existing roof	Flat 1/12 roof. Quote received 2/26/25.	\$90,000
3	26	Adobe - Gift Shop	Replace existing roof	Tiled roof. New should match guest house. Quote received 2/26/25.	\$55,000
4	26	Adobe	Upgrade irrigation system	Convert to smart irrigation similar to other sites.	\$20,000
5	26	Civic Center*	Upgrade lights in main lobby	Replace all halogen light fixtures with LED lights.	\$100,000
6	26	Civic Center*	Upgrade lights in main lobby staircase	Replace existing metal halide lights in lobby spiral staircase wall and council chambers lobby and offices with LED.	\$30,000
7	26	Civic Center*	Exterior wall washer fixture replacement	Replace existing with color changing LED.	\$500,000
8	26	Fire Station 1*	Upgrade existing irrigation system	Install new (1) .	\$30,000
9	26	JP Rec	Replace existing roofs	Replace all 5 roofs (all except Gym). Quote received 2/26/25.	\$435,000
10	26	Moonlight*	Replace existing rear fencing	Replace chain link fencing.	\$50,000
11	26	Brengle Terrace Park	Separate irrigation from potable water sources	Moonlight and Pavilion restrooms and irrigation are on same backflow.	\$50,000
12	26	PW Building B	Replace existing roof	Replace building roof. Quote received 2/26/25.	\$150,000
13	26	PW Building B & F	Paint exterior	Paint exterior.	\$20,000
14	26	Adobe	Driveway Pavers	Remove pavers, regrade driveway, reset pavers.	\$300,000
15	26	Sports Park*	Replace ice maker machine	For concessions stand.	\$25,000
<b>Total</b>					<b>\$1,975,000</b>

FY26/27					
Project	FY	Site	Item	Description	Estimate
1	27	Sports Park*	Build new shed	Build covered storage between two buildings. To store park maintenance equipment including quads and materials etc.	\$150,000
2	27	Adobe	Upgrade Adobe wall	Repair and paint exterior adobe walls.	\$200,000
3	27	JP Rec	Upgrade interior	Multipurpose room. Replace wash sinks, countertops, and cabinets.	\$28,000
4	27	JP Rec	Upgrade interior	Paint interior, replace office door with half door, repair restroom walls, paint restrooms and classrooms, new restroom fixtures and lights.	\$35,000
5	27	Shadowridge Park	Separate irrigation from potable water sources	Restroom and irrigation on same backflow.	\$50,000
6	27	Civic Center*	Parking lot	Slurry to maintain pavement condition.	\$40,000
7	27	Sports Park*	Paint building and other areas	Concession building, fence fields, and leading edges of concrete steps.	\$100,000
8	27	Thibodo Park	Upgrade Ranch House interior	Replace doors/crash bars, replace upper windows, clean/repair interior and exterior fireplaces, repaint interior, new interior light fixtures and other interior upgrades.	\$50,000
9	27	Thibodo Park	Replace restroom	Existing restroom reaching end of useful life. Requires relocation of Musco lighting controls which is housed inside restroom building.	\$800,000
10	27	Thibodo Park	Separate irrigation from potable water sources	Restrooms, irrigation, house and park bathroom all on same backflow.	\$50,000
11	27	Moonlight*	Repair existing northside walkway pavers	Existing pavers collapsing.	\$10,000
12	27	Sports Park*	Replace wooden trail fence	Existing reaching end of useful life. Replace with composite material fence.	\$250,000
13	27	Sheriff Sub-Station at Moon Rd	Replace existing roof	Reaching end of useful life.	\$115,000
14	27	Sports Park*	Add infill to soccer/football artificial turf	Current infill is degraded. Suggest 1lb of Safeshell.	\$244,746
15	27	Senior Center	Replace patio railings	Current railing rusting. More cost effective to replace with galvanized.	\$35,000
<b>Total</b>					<b>\$2,155,746</b>

FY27/28					
Project	FY	Site	Item	Description	Estimate
1	28	Civic Center*	Exterior	Replace all cracked/lifted decorative concrete. Several on bottom floor between buildings. Area outside exterior restrooms.	\$100,000
2	28	Moonlight*	Concessions area - electrical upgrade	Entire system needs to be replaced, including breaker panel in kitchen. Install new panels in kitchen, and replace all surface mounted electrical.	\$300,000
3	28	Adobe - old/main building	Replace existing roof	Replace existing shake shingle roof. Reaching end of useful life. Needs engineers structural assessment. Estimate for roof only. Quote received 2/26/25.	\$400,000
4	28	Creekwalk	Paint handrails	Paint all handrails at this location.	\$20,000
5	28	Sports Park*	Parking lot	Slurry parking lot to maintain pavement.	\$50,000
Total					\$870,000



## APPENDIX B – PARK & FACILITY EVALUATIONS

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The following pages provide a point-in-time summary for each park within the Vista park system, reflecting conditions as of August 2024. Each summary includes key information on existing amenities and features available at each site. To visually support this information, an aerial site plan is included for each park, clearly identifying the location of all existing amenities. It is important to note that this information does not reflect any changes made to the park sites since August 2024.

Additionally, all data has been compiled and stored in a comprehensive Geographic Information System (GIS) database, which has been provided to the City. This valuable resource supports ongoing planning, project management, and informed decision-making as the City continues to develop and enhance its parks and recreational facilities.



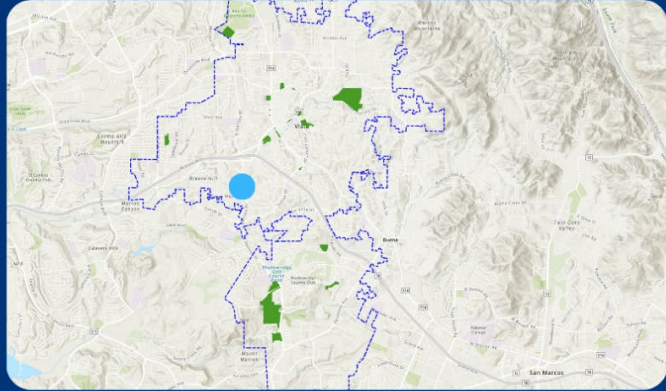
# Breeze Hill Park

645 Melrose Ave.

**Neighborhood**

**Suburban**

**5.00 Acres**



## SITE AMENITIES

2 Bleachers

2 Buildings

4 Basketball Courts (Full)

1 Drinking Fountain

4 Dugouts

4 Playgrounds (5+)

1 Restroom

1 Shade Sail

2 Signs ("Monument")

3 Sports Fields (Ballfield)

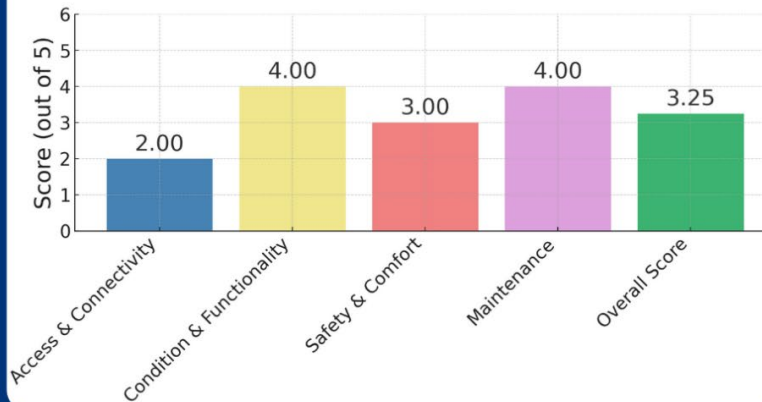
8 Tables

11 Trash Receptacles



TH

Assessment Scores by Category





# Vista Parks & Recreation Needs Assessment

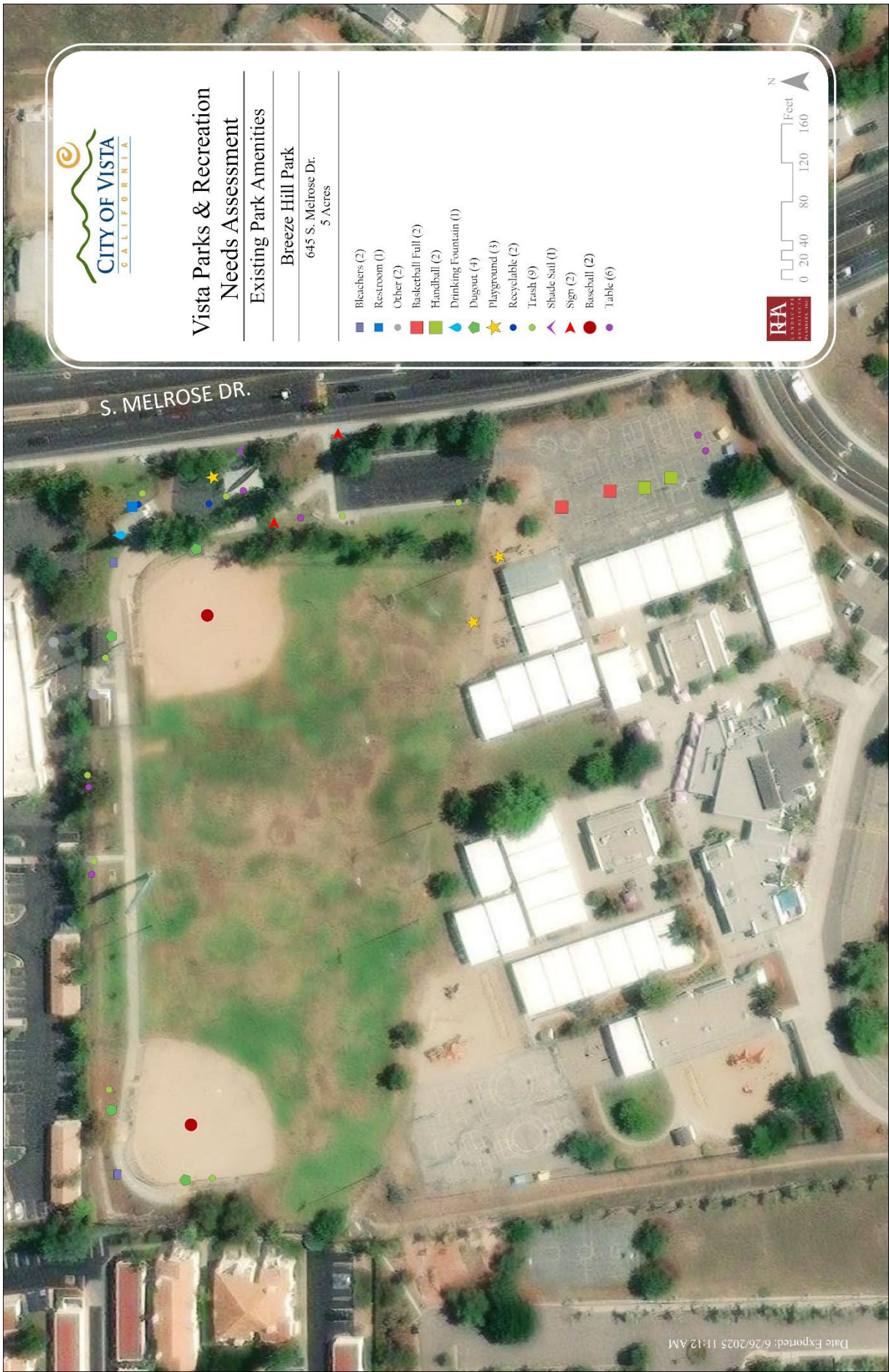
## Existing Park Amenities

Breeze Hill Park

645 S. Melrose Dr.

5 Acres

- Bleachers (2)
- Restroom (1)
- Other (2)
- Basketball Full (2)
- Handball (2)
- Drinking Fountain (1)
- Dugout (4)
- ★ Playground (3)
- Recyclable (2)
- Trash (9)
- ▲ Shade Salf (1)
- ▲ Sign (2)
- Baseball (2)
- Table (6)



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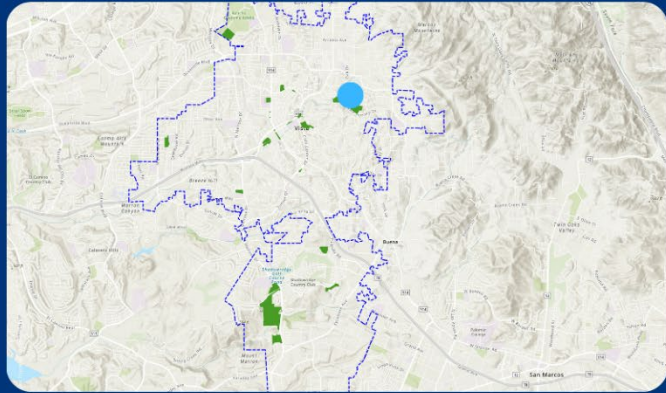
# Brengle Terrace Park

1200 Vale Terrace Dr.

**Neighborhood**

**Suburban**

**75 Acres**

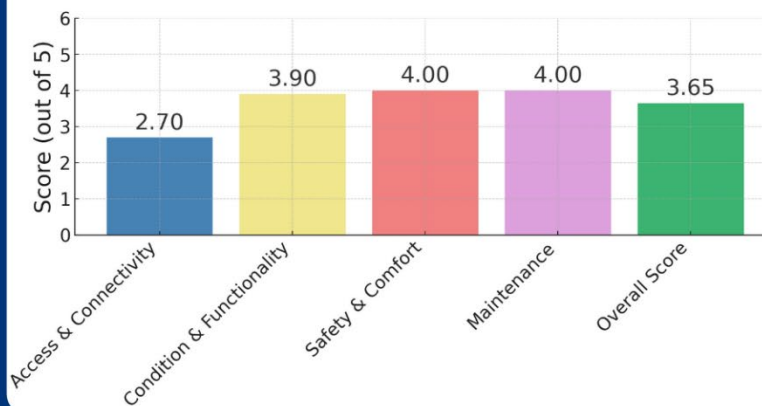


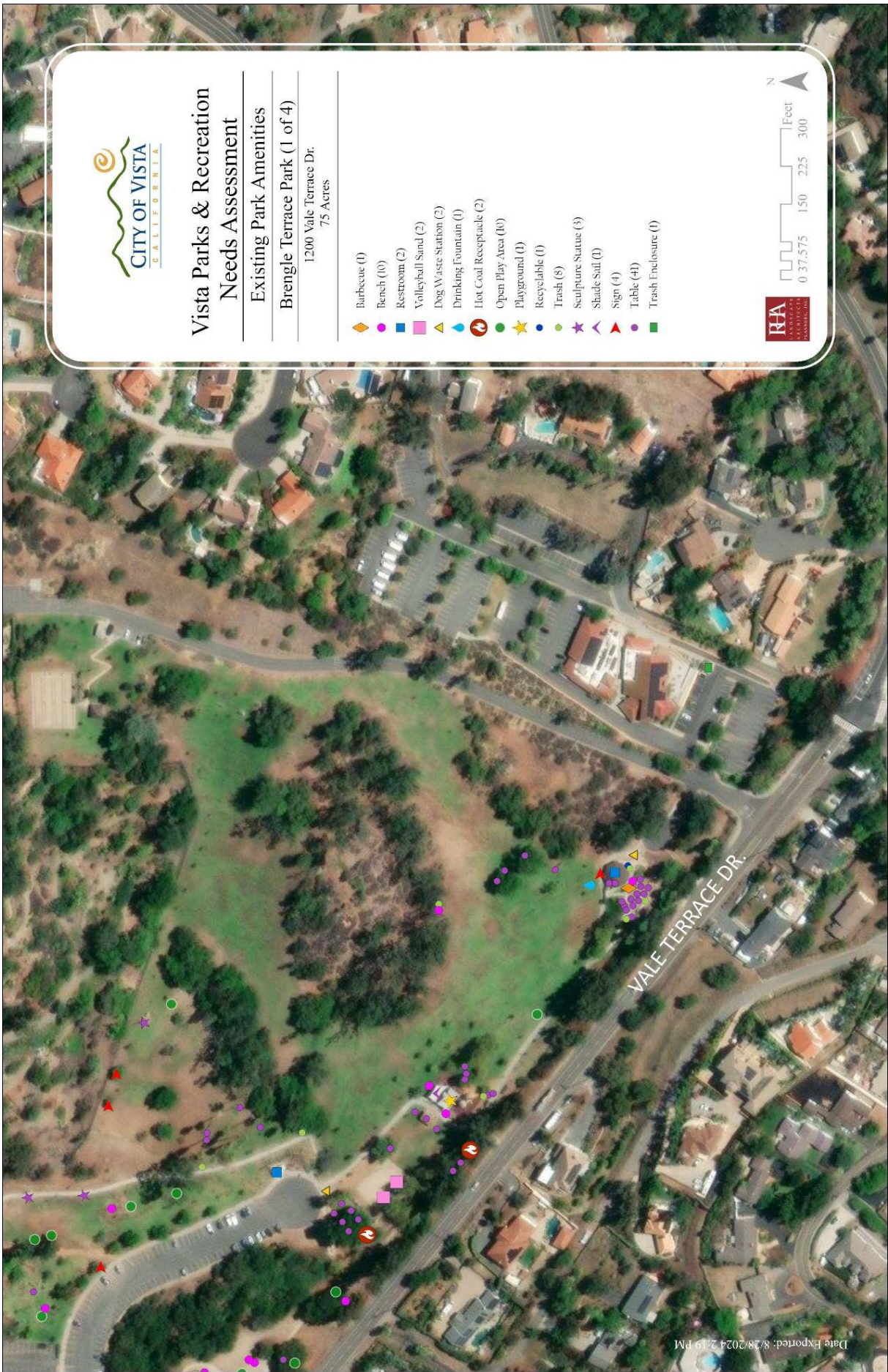
## SITE AMENITIES

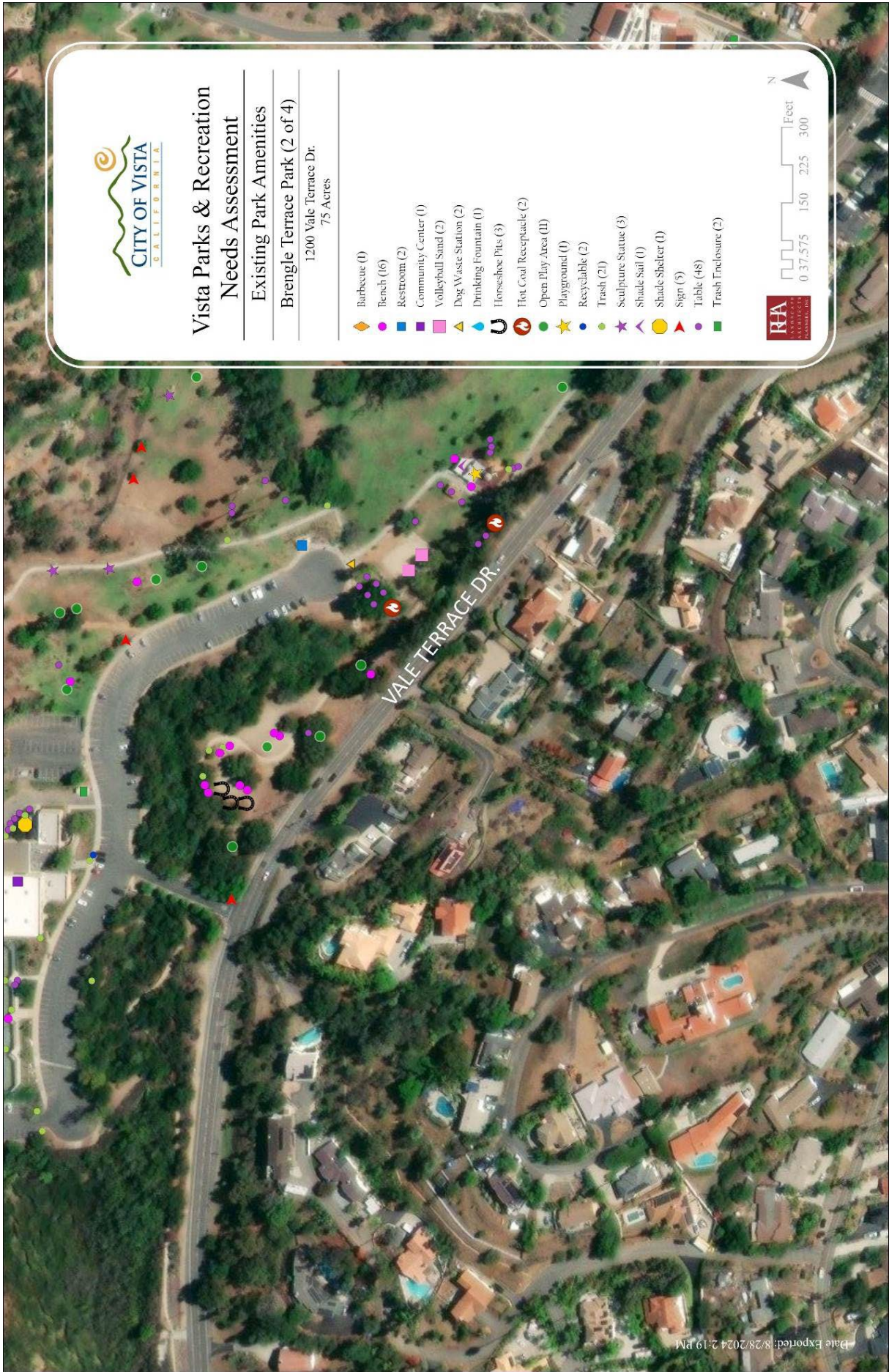
- 1 Amphitheater
- 2 Barbecues
- 41 Benches
- 4 Bleachers
- 4 Buildings
- 2 Basketball Courts (Full)
- 15 Disc Golf Holes
- 4 Dog Waste Stations
- 5 Drinking Fountains
- 4 Dugouts
- 3 Horseshoe Pits
- 1 Picnic Shelter
- 1 Playground (5+)
- 12 Pickleball Courts
- 3 Restrooms
- 2 Scorekeepers Booths
- 1 Shade Sail
- 11 Signs
- 2 Lighted Ballfield
- 3 Storages
- 71 Tables
- 4 Tennis Courts
- 53 Trash Receptacles
- 2 Trash Enclosures
- 4 Sculptures / Artworks



Assessment Scores by Category







**Vista Parks & Recreation  
Needs Assessment**

**Existing Park Amenities**

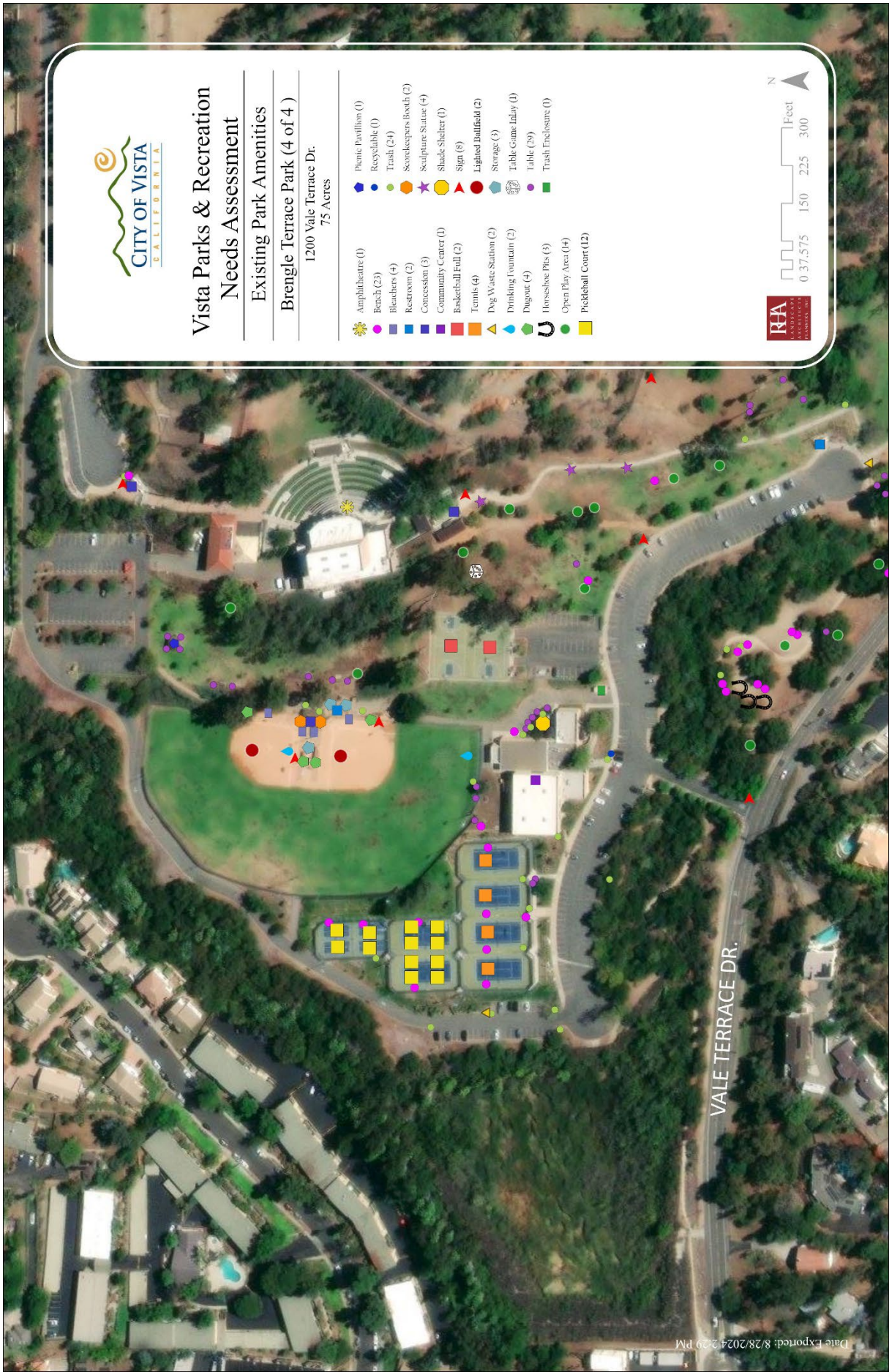
**Brengle Terrace Park (2 of 4)**

1200 Vale Terrace Dr.  
7.5 Acres

- ◆ Barbecue (1)
- Bench (16)
- Restroom (2)
- Community Center (1)
- Volleyball Sand (2)
- ▲ Dog Waste Station (2)
- Drinking Fountain (1)
- U Horseshoe Pits (3)
- 🔥 Hot Coal Receptacle (2)
- Open Play Area (11)
- ★ Playground (1)
- Recyclable (2)
- Trash (21)
- ★ Sculpture Statue (3)
- Shade Sail (1)
- Shade Shelter (1)
- ▲ Sign (3)
- Table (48)
- Trash Enclosure (2)







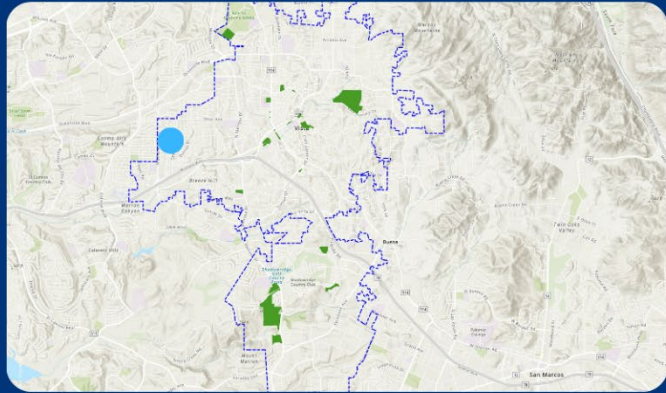
# Bub Williamson Park

530 Grapevine Ln.

**Neighborhood**

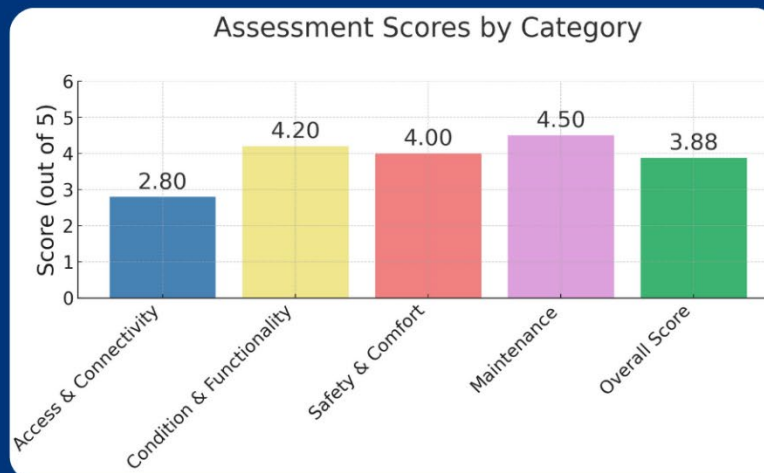
**Suburban**

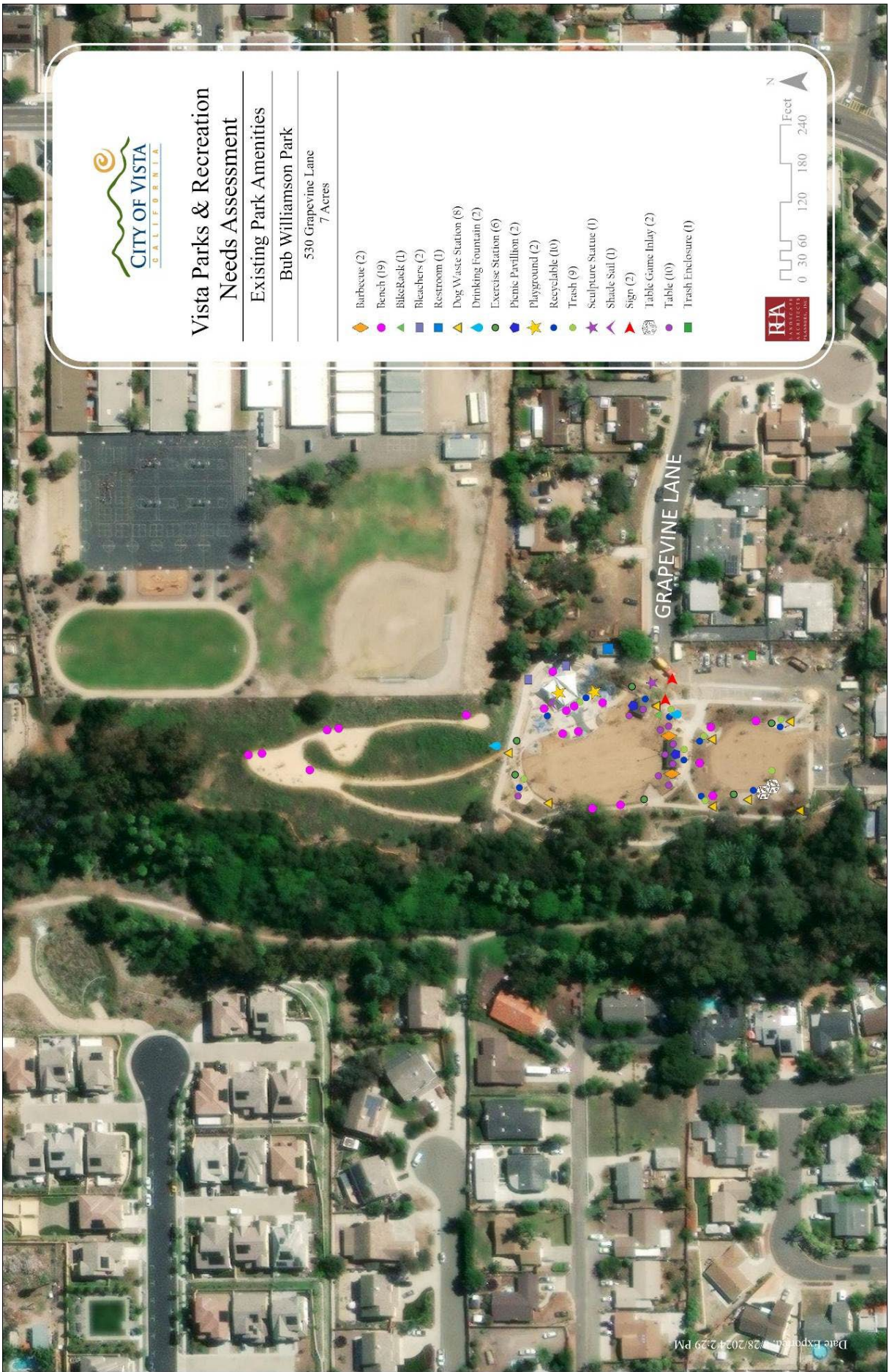
**7.00 Acres**



## SITE AMENITIES

- 2 Barbecues
- 10 Tables
- 19 Benches
- 19 Trash Receptacles
- 1 Bike Rack
- 8 Dog Waste Stations
- 2 Bleachers
- 1 Restroom
- 2 Drinking Fountains
- 6 Exercise Stations
- 1 Picnic Shelter
- 1 Playground (5+)
- 4 Signs
- 1 Shade Sail
- 1 Sculpture / Artwork

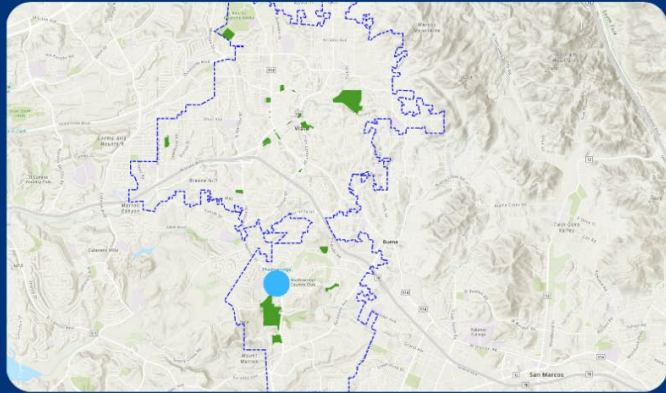




# Buena Vista Ballfields

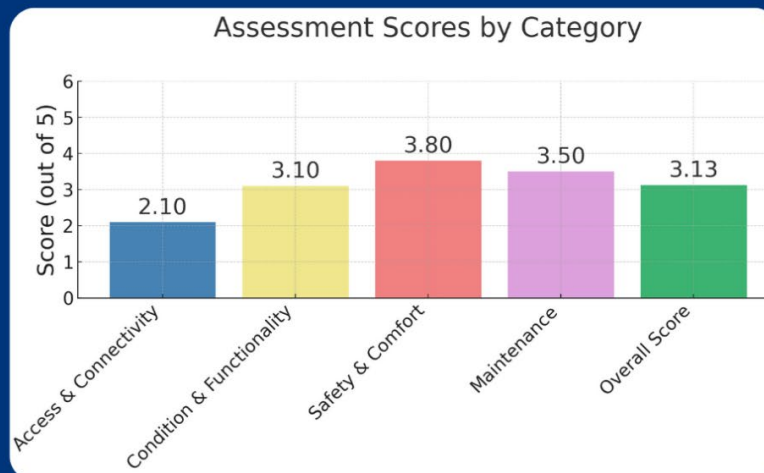
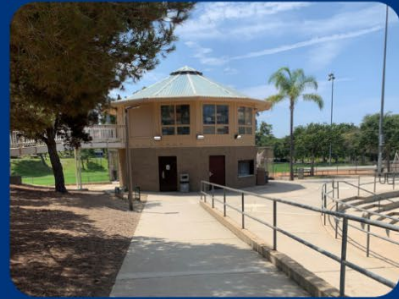
1851 Melrose Dr.

**Neighborhood**  
**Suburban**  
**12 Acres**



## SITE AMENITIES

- 5 Bleachers
- 5 Bullpens
- 1 Bike Rack
- 3 Buildings
- 8 Dugouts
- 6 Tables
- 1 Trash Enclosure
- 17 Trash Receptacles
- 3 Signs
- 5 Lighted Ballfields
- 3 Storage Areas





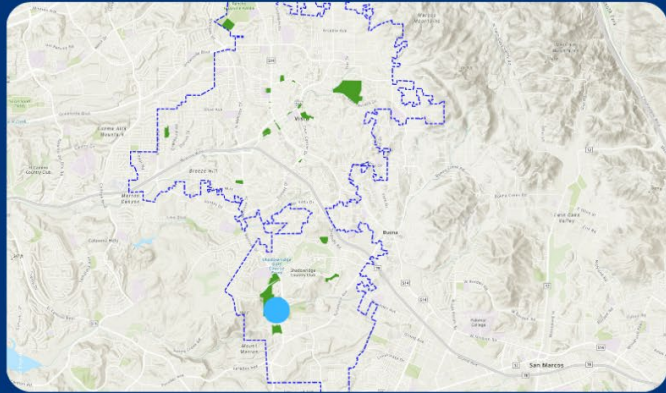
# Buena Vista Park

1601 Shadowridge Dr.

**Neighborhood**

**Suburban**

**90 Acres**



## SITE AMENITIES

1 Barbecue

3 Benches

1 Drinking Fountain

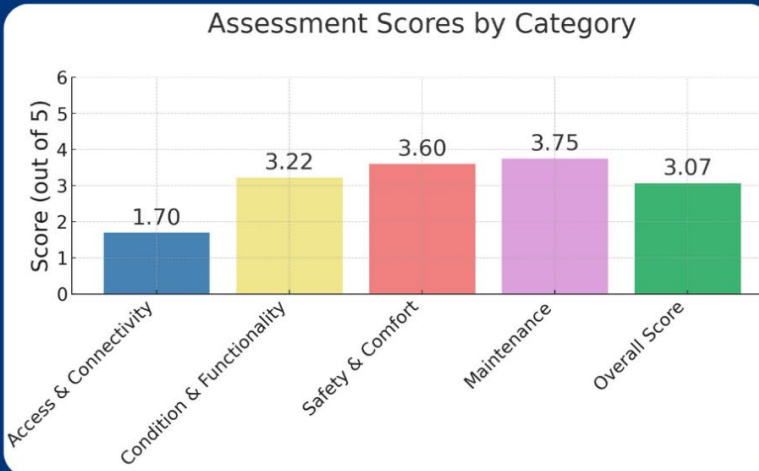
2 Dog Waste Stations

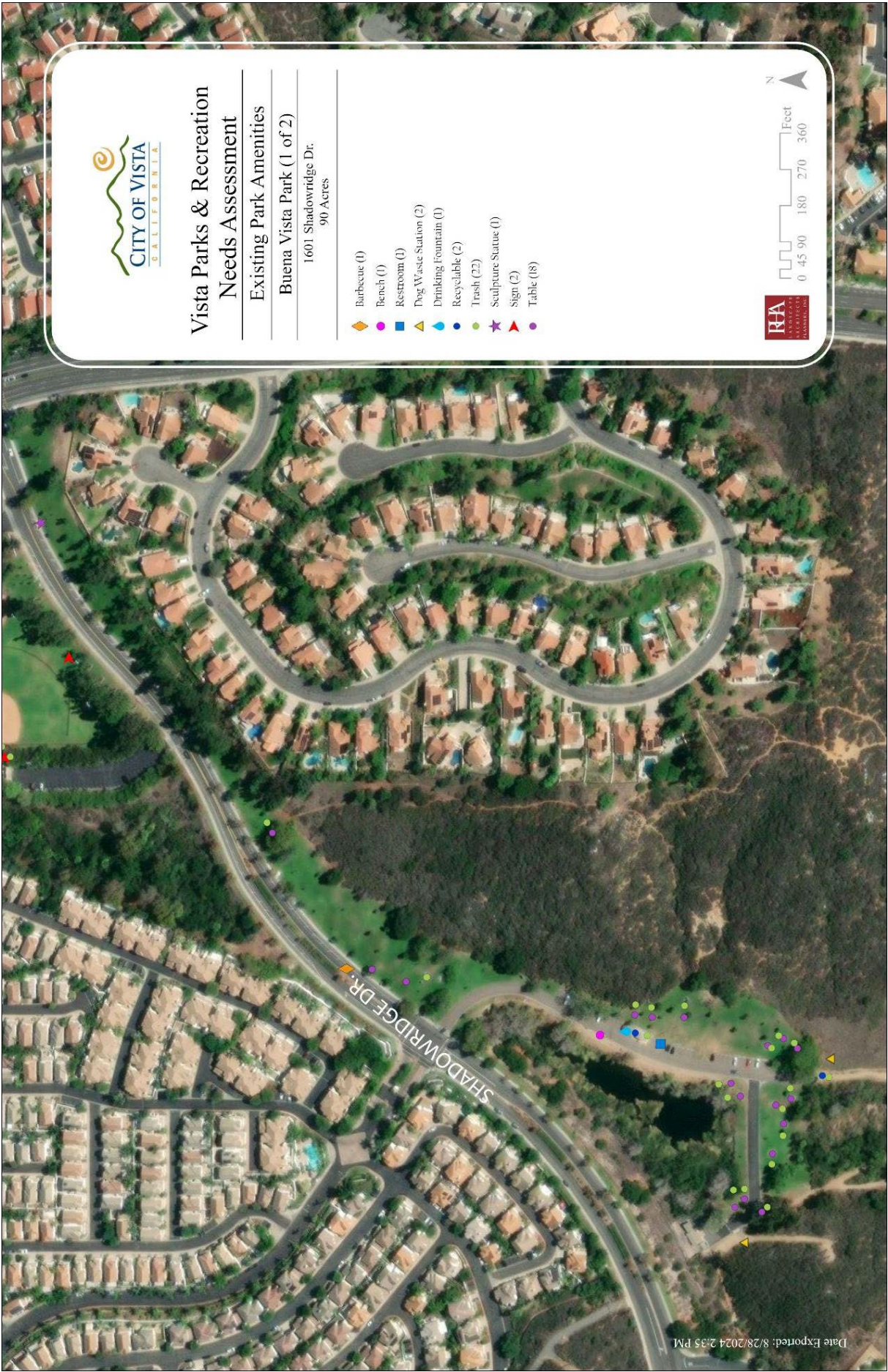
1 Restrooms

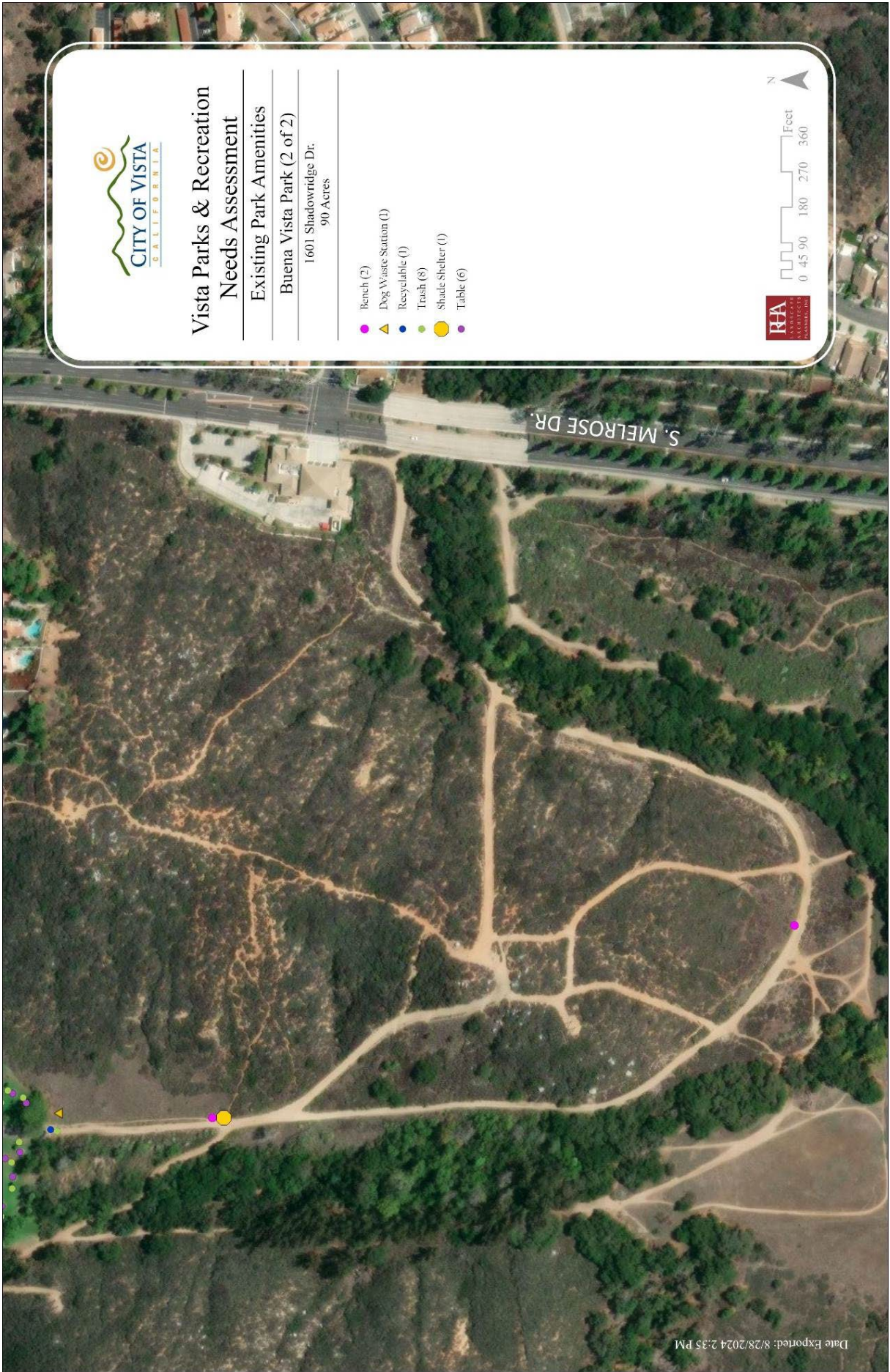
1 Sculpture / Artwork

18 Tables

22 Trash Receptacles







**Vista Parks & Recreation  
Needs Assessment**  
**Existing Park Amenities**  
**Buena Vista Park (2 of 2)**

1601 Shadowridge Dr.  
90 Acres

- Bench (2)
- ▲ Dog Waste Station (1)
- Recyclable (1)
- Trash (8)
- Shade Shelter (1)
- Table (6)



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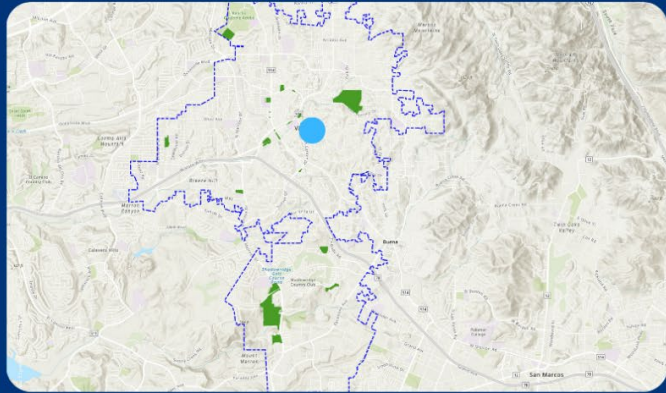
# Civic Center Park

200 Civic Center Dr.

**Neighborhood**

**Suburban**

**11 Acres**



## SITE AMENITIES

1 Building

38 Benches

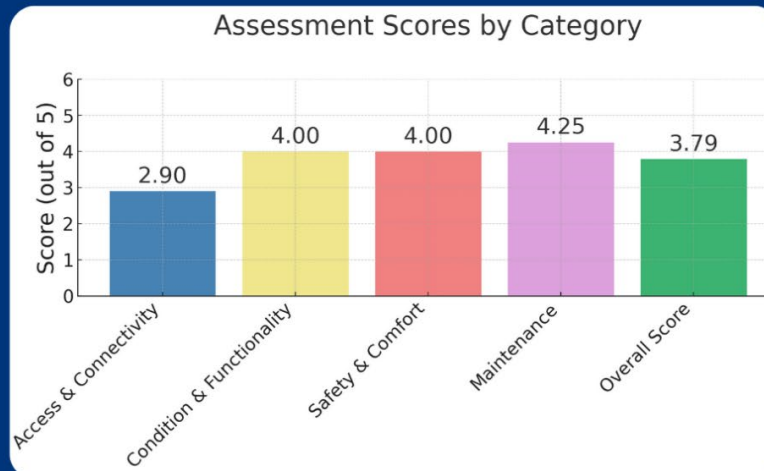
2 Dog Waste Stations

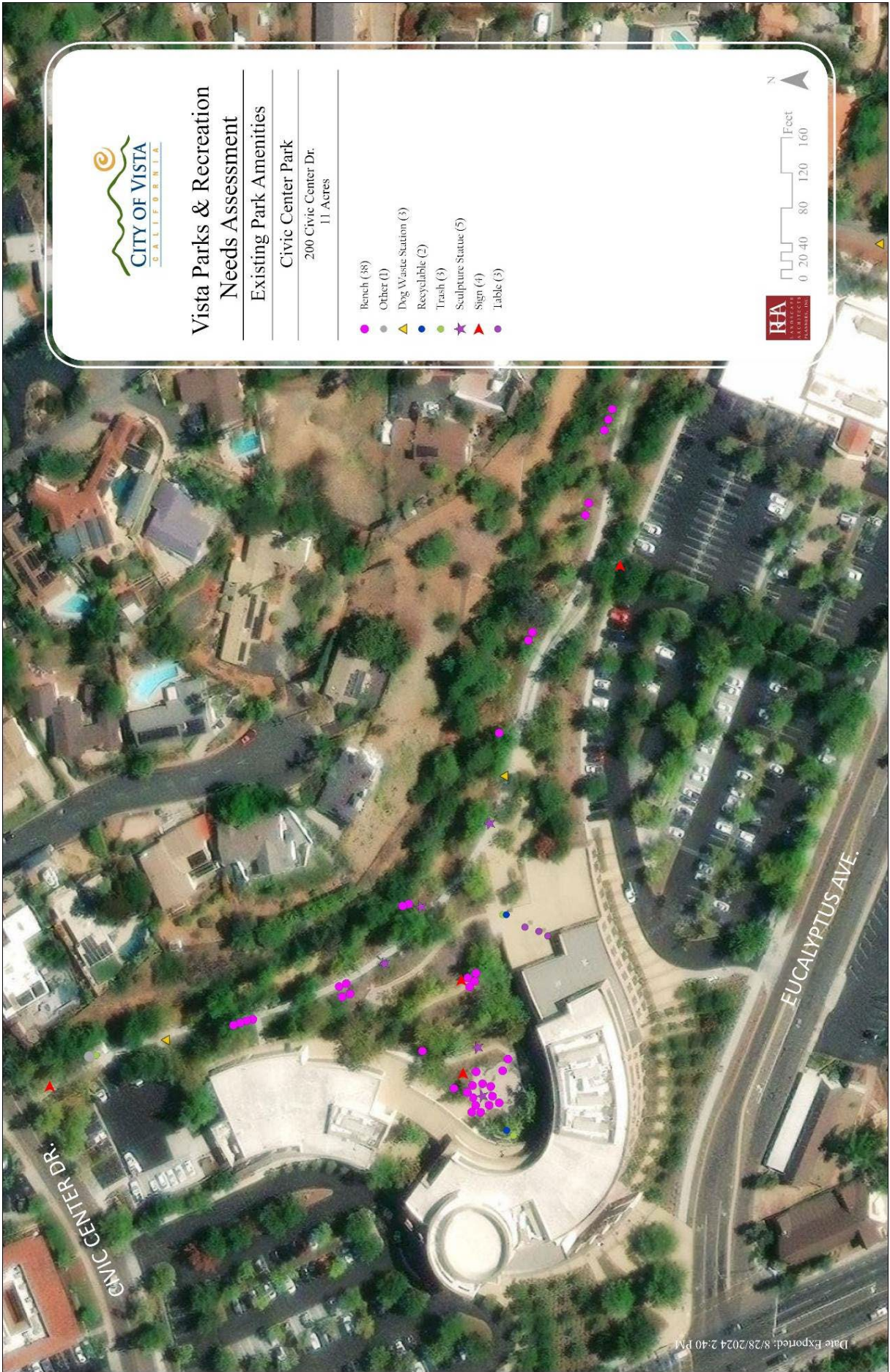
4 Signs

5 Sculptures / Artworks

3 Tables

5 Trash Receptacles





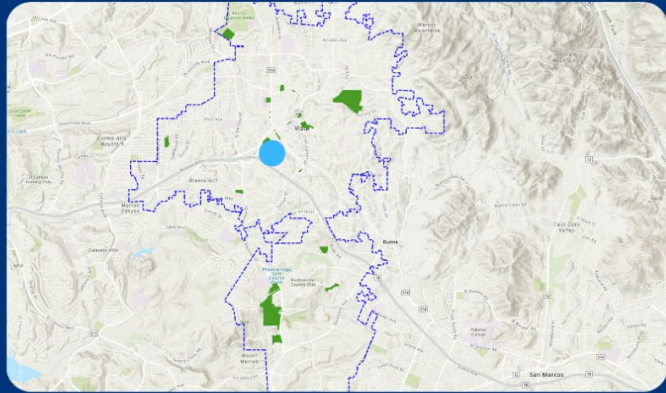
# Creekwalk Park

117 Vista Village Dr.

**Neighborhood**

**Suburban**

**1 Acres**



## SITE AMENITIES

1 Amphitheater

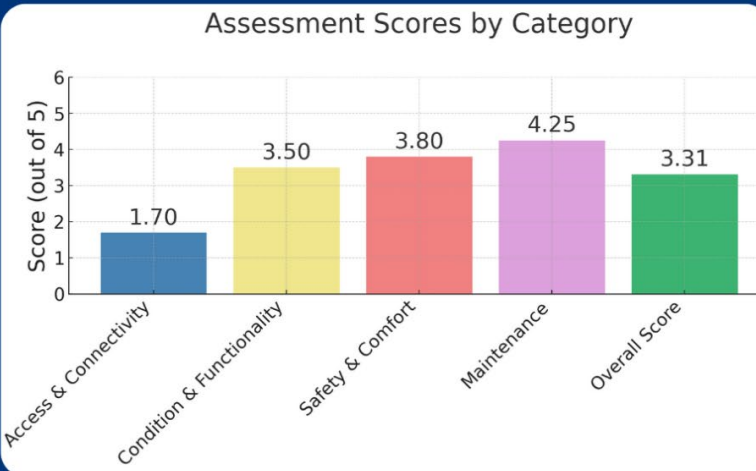
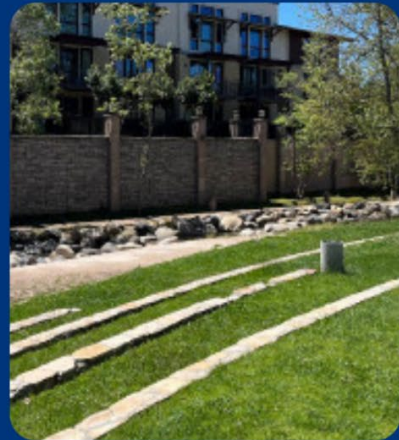
3 Bike Racks

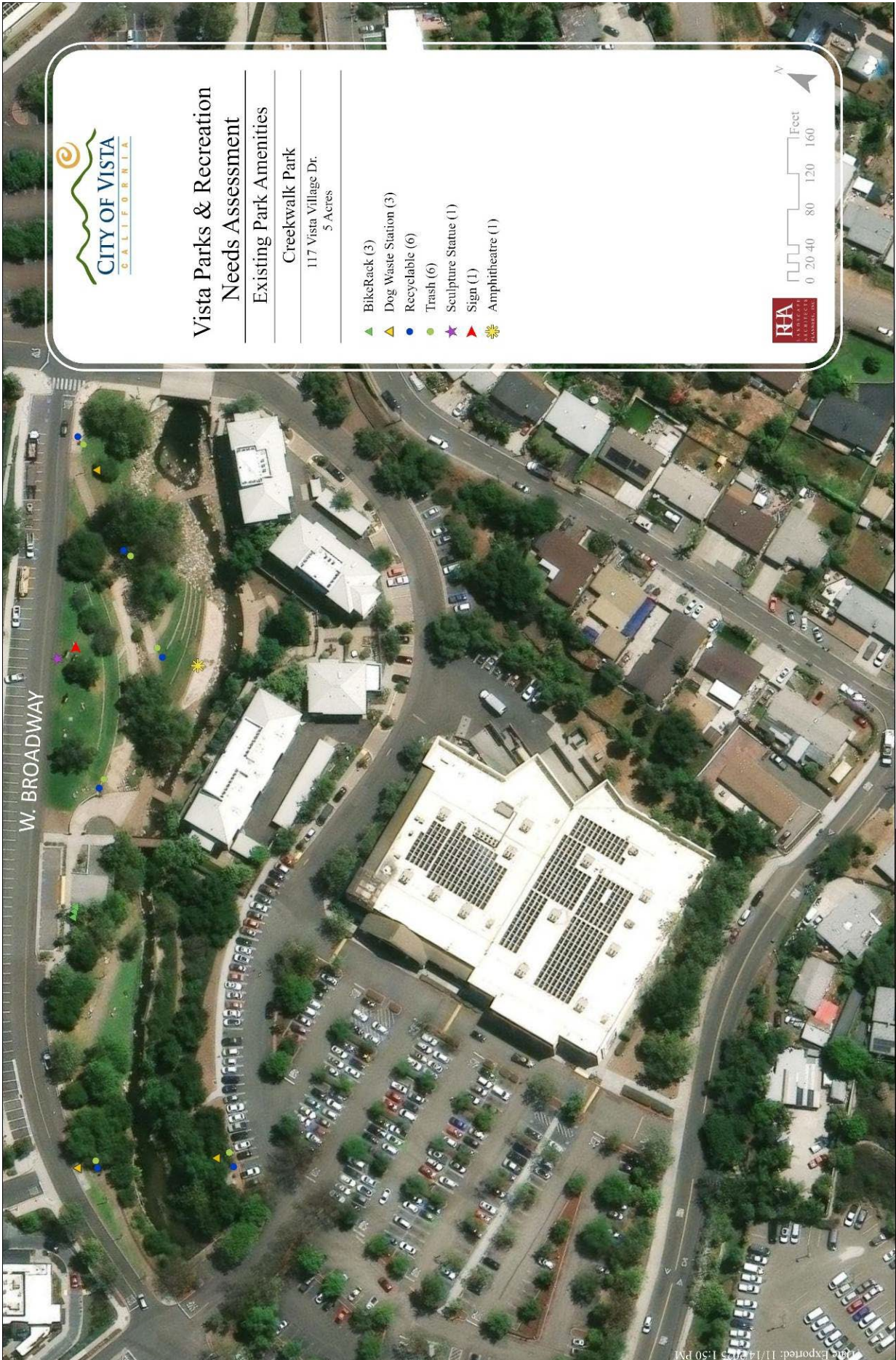
3 Dog Waste Stations

1 Sculpture / Artwork

1 Sign

12 Trash Receptacles

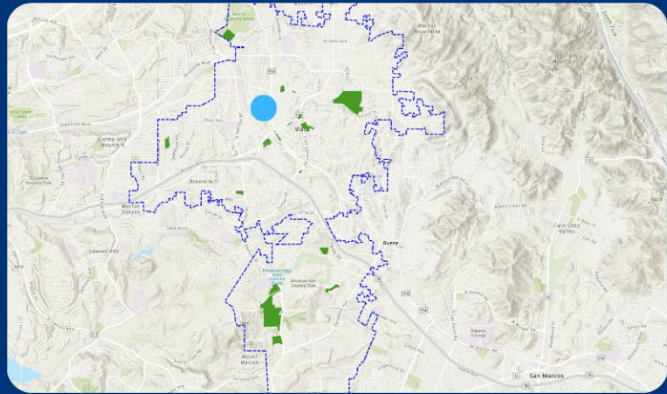




# Linda Rhoades Neighborhood Center

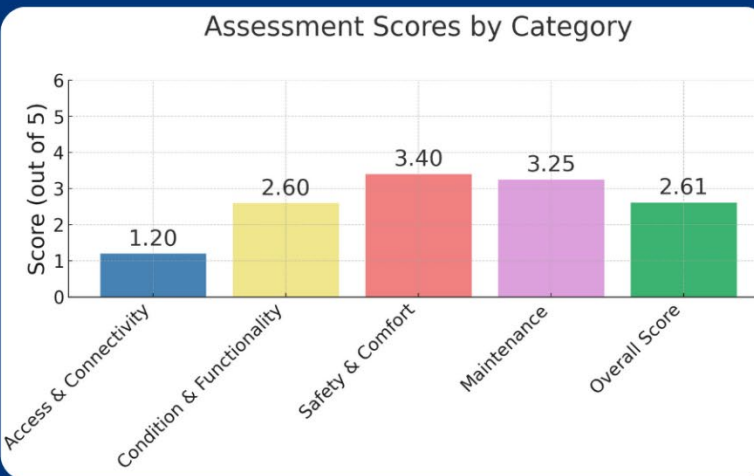
600 N. Santa Fe Ave.

**Neighborhood**  
**Suburban**  
**6 Acres**



## SITE AMENITIES

- 4 Basketball Courts (Full)
- 4 Benches
- 1 Playground (5+)
- 3 Shade Sails
- 2 Ballfields
- 10 Tables





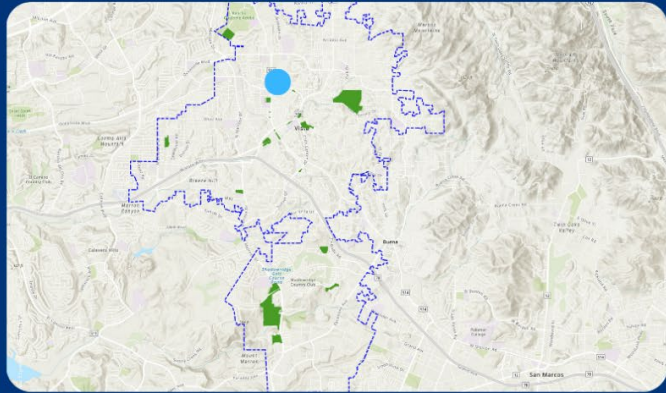
# Luz Duran Park

340 E. Townsite Dr.

**Neighborhood**

**Suburban**

**4 Acres**



## SITE AMENITIES

1 Basketball Court (Full)

3 Benches

3 Bleachers

2 Buildings

1 Dog Waste Station

1 Drinking Fountain

1 Playground (5+)

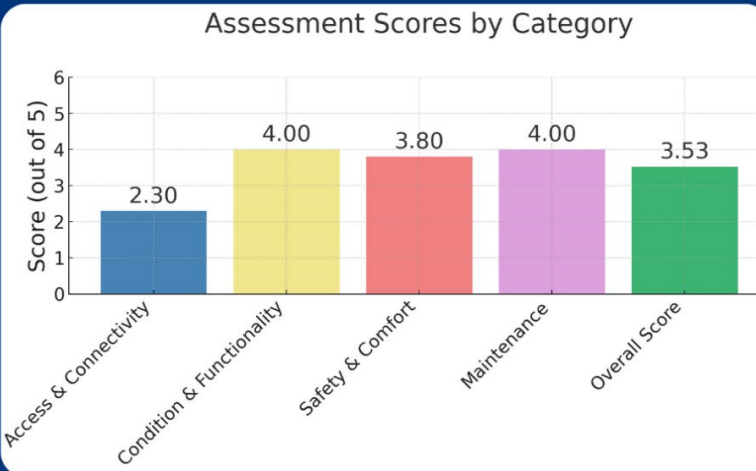
1 Restroom

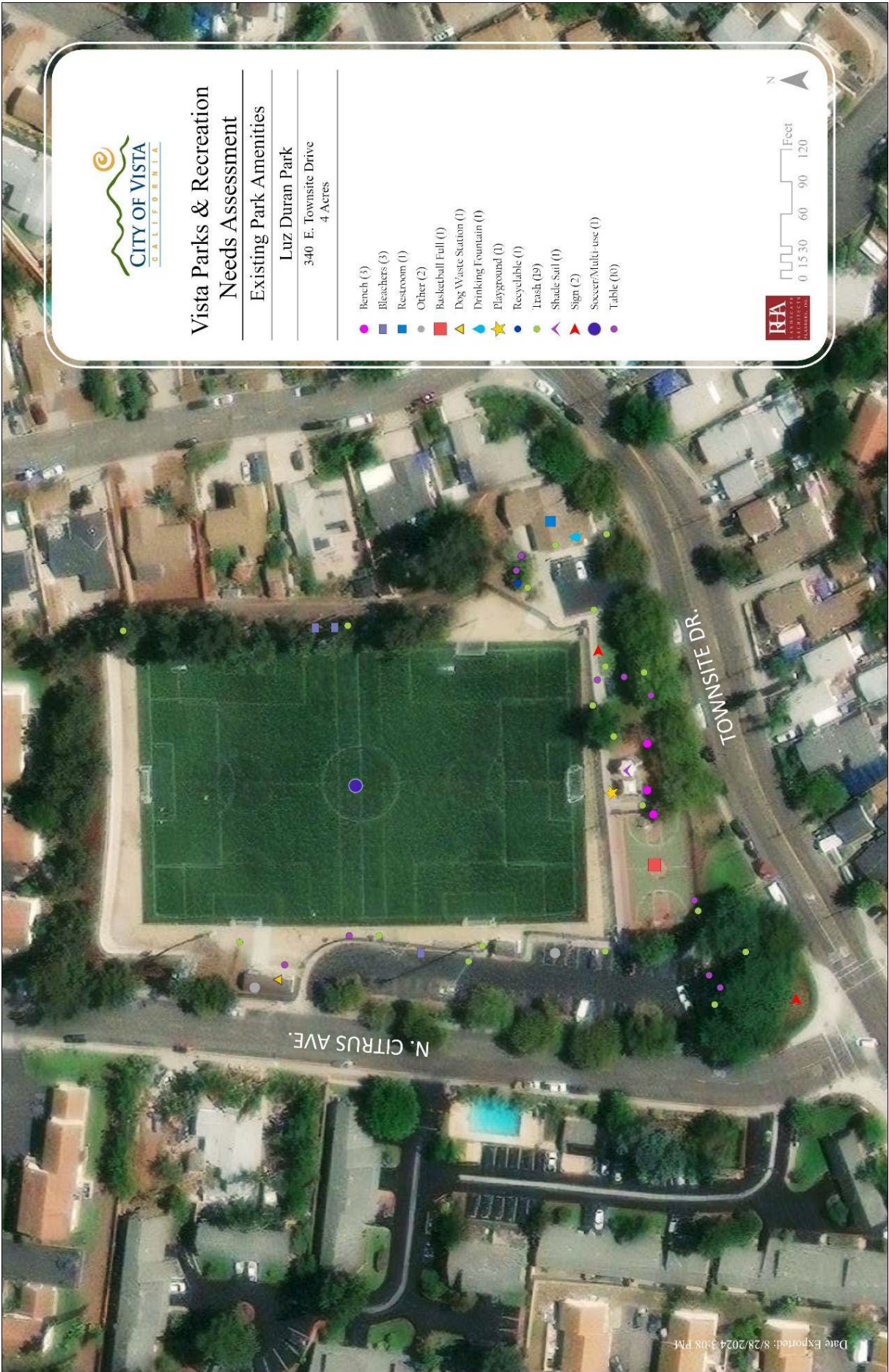
1 Shade Sail

2 Signs

10 Tables

20 Trash Receptacles





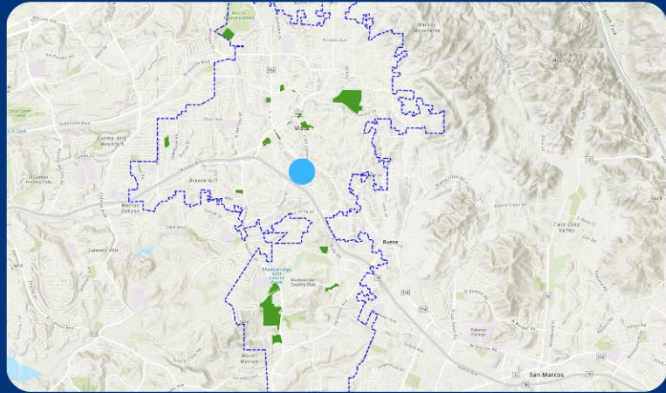
# Pala Vista Park

234 Pala Vista Dr.

## Neighborhood

Suburban

1.5 Acres



## SITE AMENITIES

2 Bike Racks

8 Benches

1 Playground (2-5)

1 Playground (5+)

1 Restroom

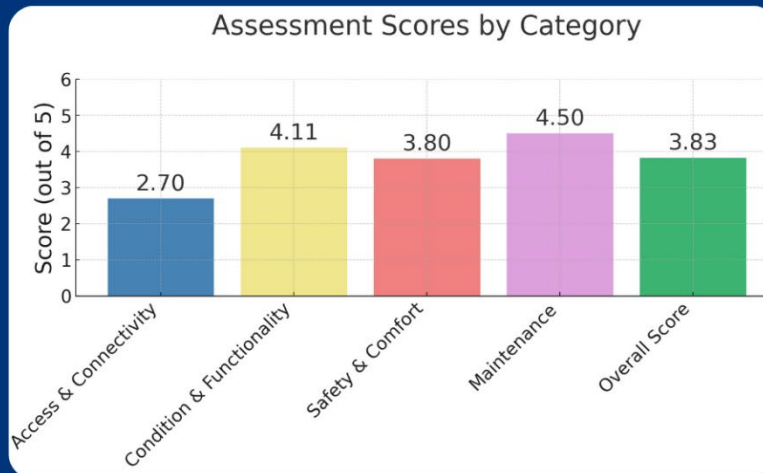
2 Shade Sails

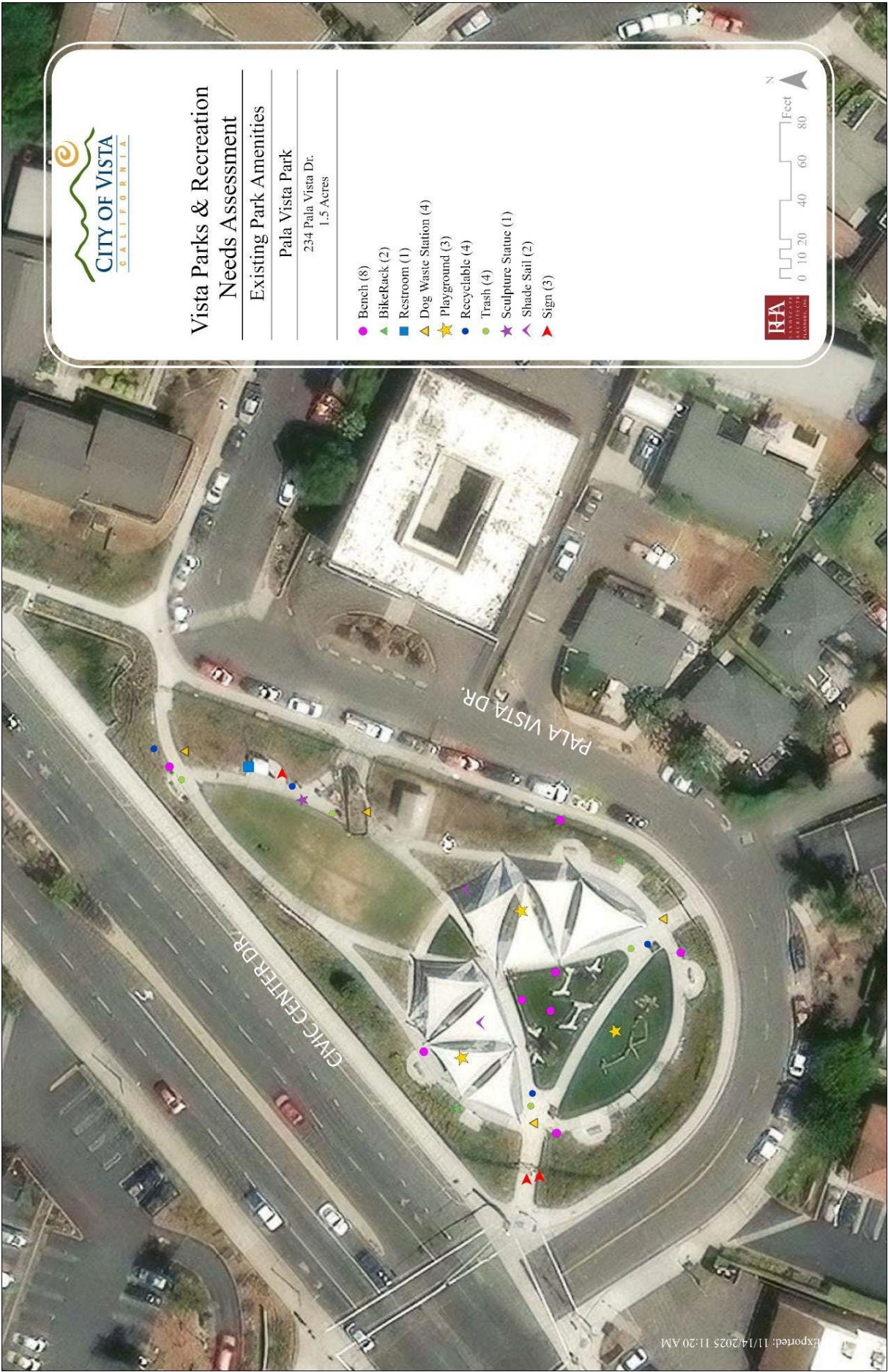
3 Signs

1 Sculpture / Artwork

8 Trash Receptacles

4 Dog Waste Stations





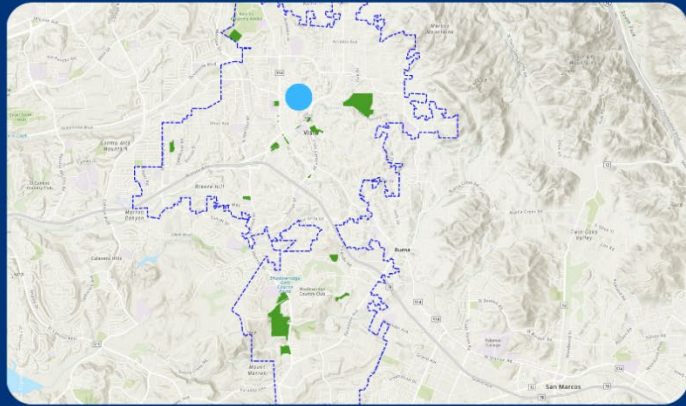
# Raintree Park

545 E. Townsite Dr.

**Neighborhood**

**Suburban**

**1 Acre**



## SITE AMENITIES

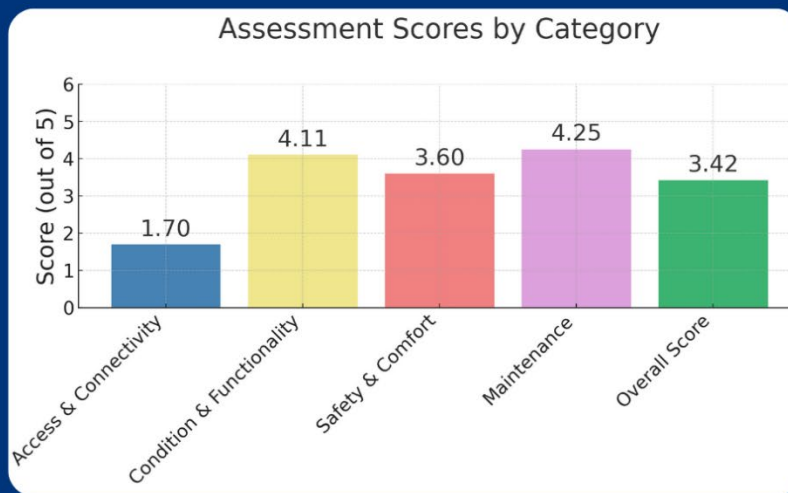
1 Arena Soccer Field

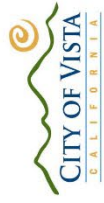
1 Playground (2-5)

1 Sculpture / Artwork

3 Signs

2 Trash Receptacles





**Vista Parks & Recreation  
Needs Assessment**

**Existing Park Amenities**

**Raintree Park**  
545 E. Townsite Dr.  
1 Acre

- Bench (3)
- ★ Playground (1)
- Trash (+)
- Arena Soccer Field (1)



E. INDIAN ROCK RD.

TOWNSITE DR.

RAINTREE DR.

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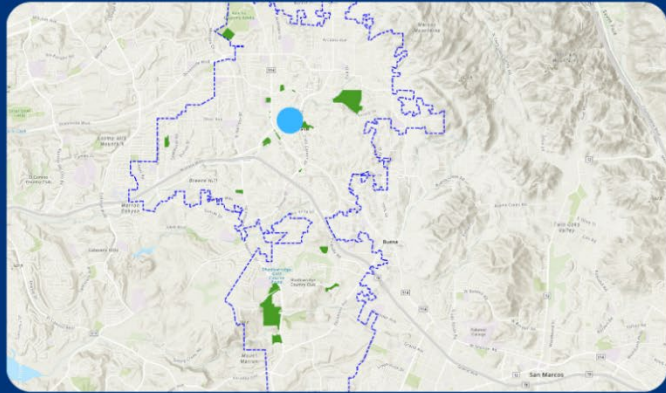
# Rotary Lane Park

Intersection of Palm and Vista Village Dr.

**Neighborhood**

**Suburban**

**2.5 Acres**



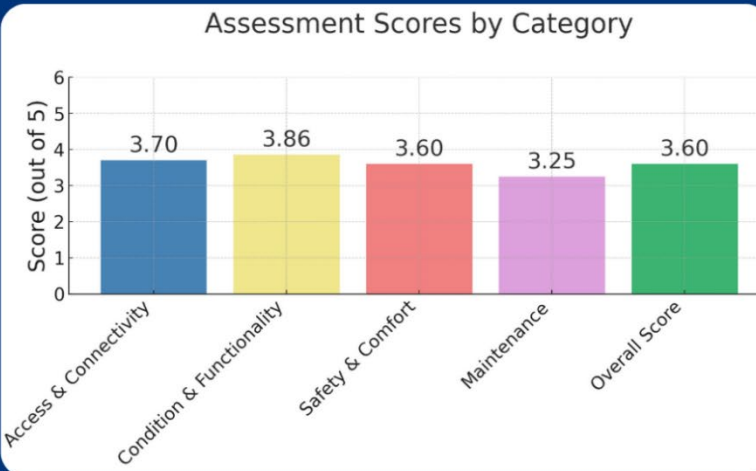
## SITE AMENITIES

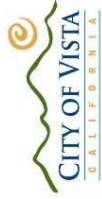
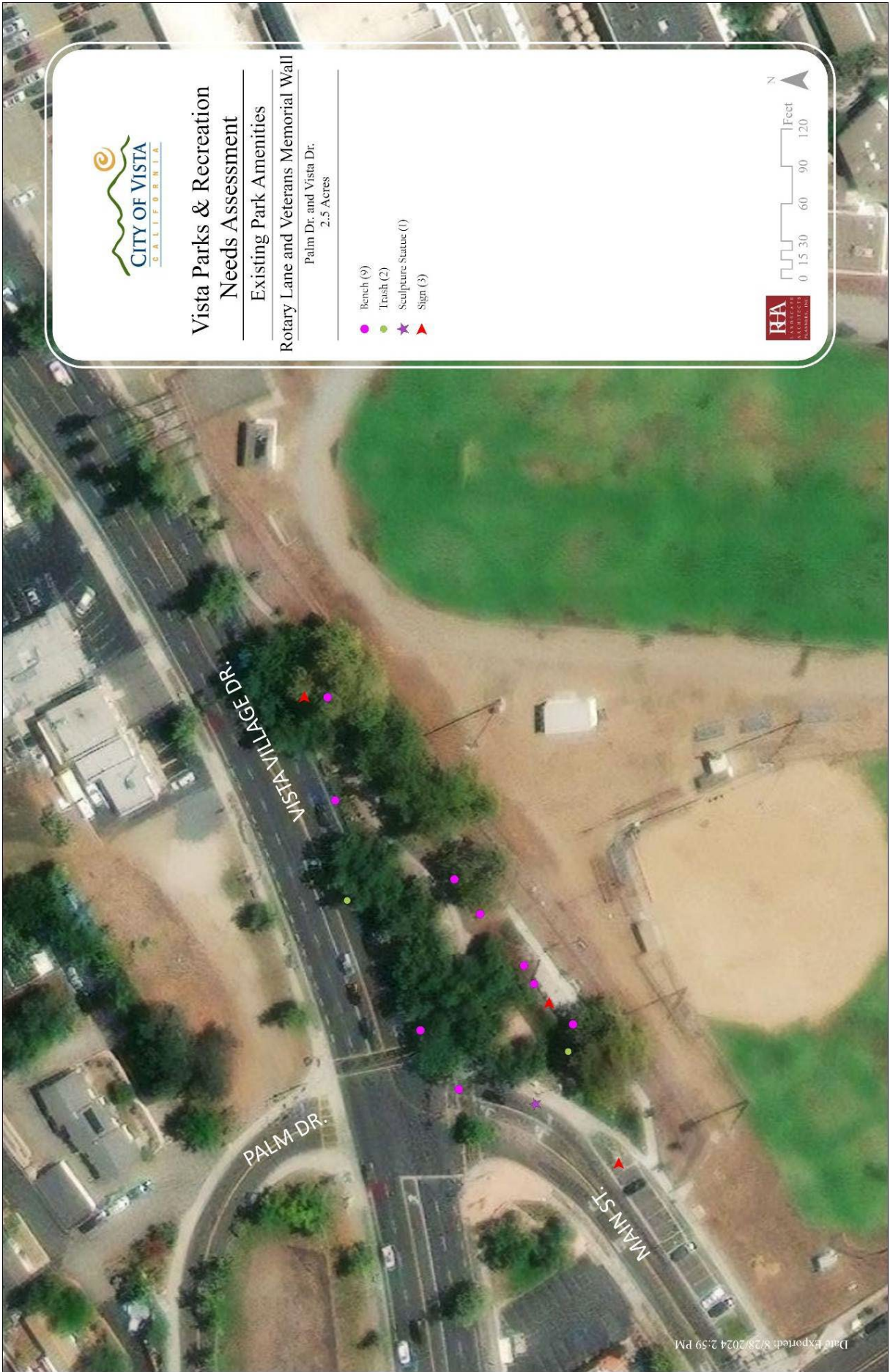
9 Benches

1 Sculpture / Artwork

3 Signs

2 Trash Receptacles





**Vista Parks & Recreation  
Needs Assessment  
Existing Park Amenities**

**Rotary Lane and Veterans Memorial Wall**  
Palm Dr. and Vista Dr.  
2.5 Acres

- Bench (9)
- Trash (2)
- ★ Sculpture Statue (1)
- ▲ Sign (3)



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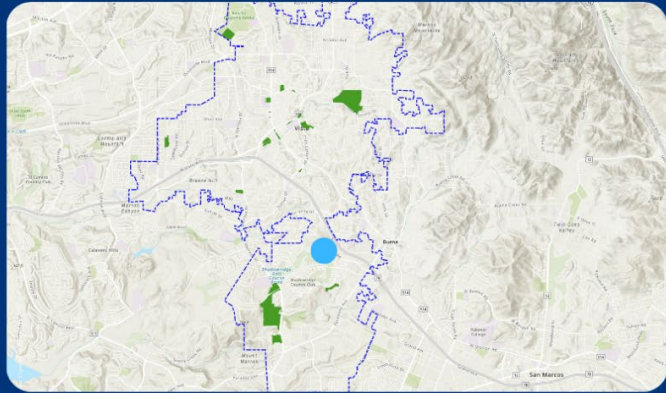
# Shadowridge Park

2101 Lupine Hills Dr.

**Neighborhood**

**Suburban**

**5 Acres**



## SITE AMENITIES

1 Basketball Half Court

1 Drinking Fountain

2 Dog Waste Stations

1 Playground (2-5)

1 Playground (5+)

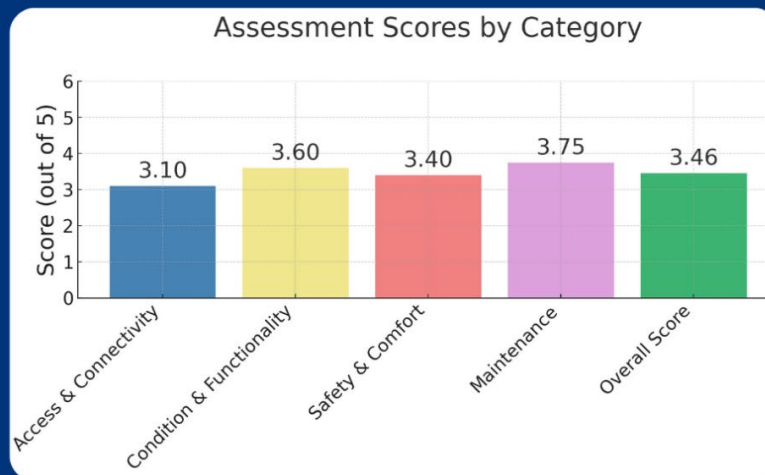
2 Shade Sails

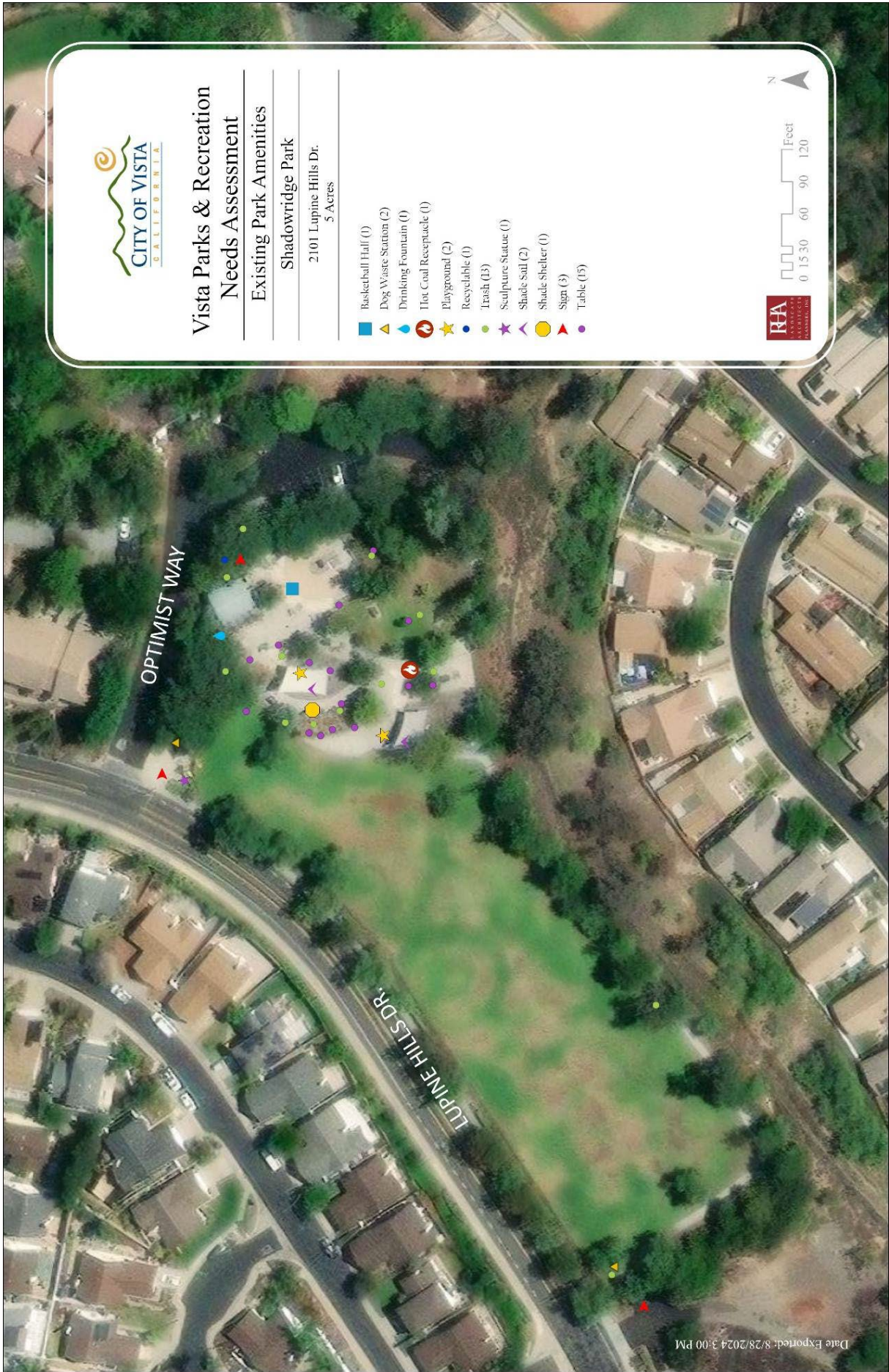
1 Sculpture / Artworks

3 Signs

15 Tables

14 Trash Receptacles





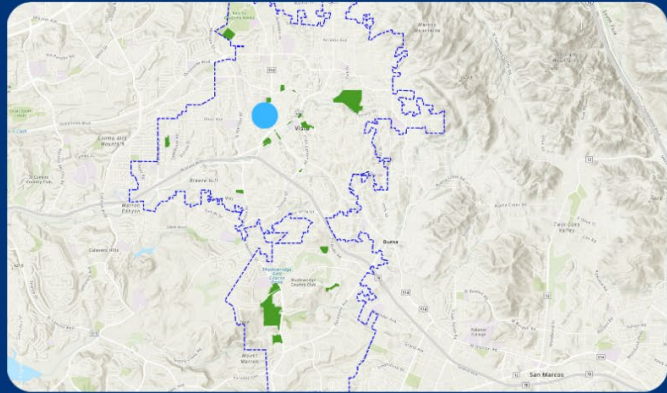
# Skate Park-Bowl Site

400 N. Santa Fe Ave.

**Neighborhood**

**Suburban**

**1 Acre**



## SITE AMENITIES

4 Benches

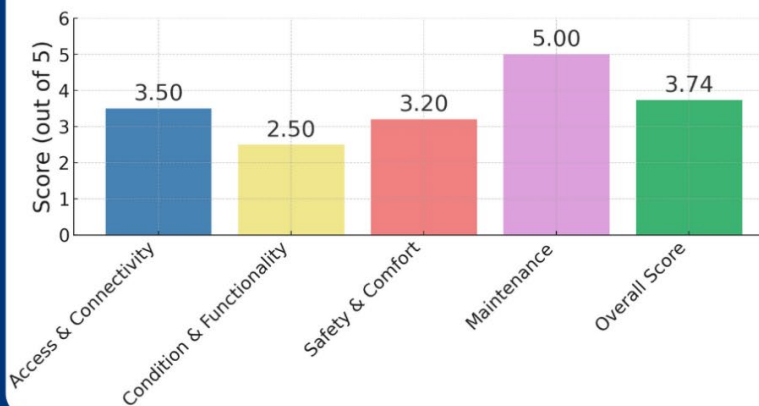
1 Drinking Fountain

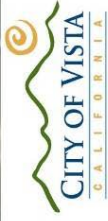
3 Tables

2 Trash Receptacles



Assessment Scores by Category





## Vista Parks & Recreation

### Needs Assessment

### Existing Park Amenities

#### Skate Park (Bowl Site)

400 N. Santa Fe Ave.  
1 Acre

- Bench (4)
- Drinking Fountain (1)
- Recyclable (1)
- Trash (1)
- Table (3)



N. SANTA FE AVE.

VISTA VILLAGE DR.

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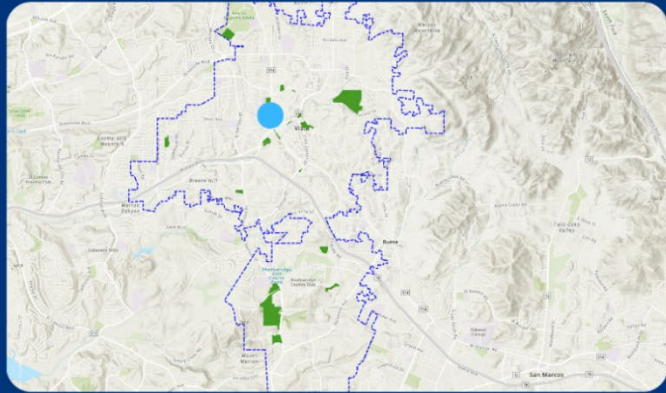
## Skate Park - Street Site

510 N. Santa Fe Ave.

Neighborhood

Suburban

1 Acre



## SITE AMENITIES

3 Benches

2 Drinking Fountains

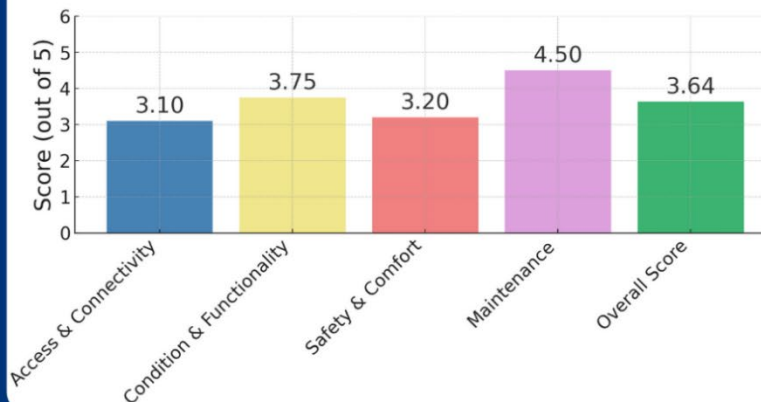
1 Restroom

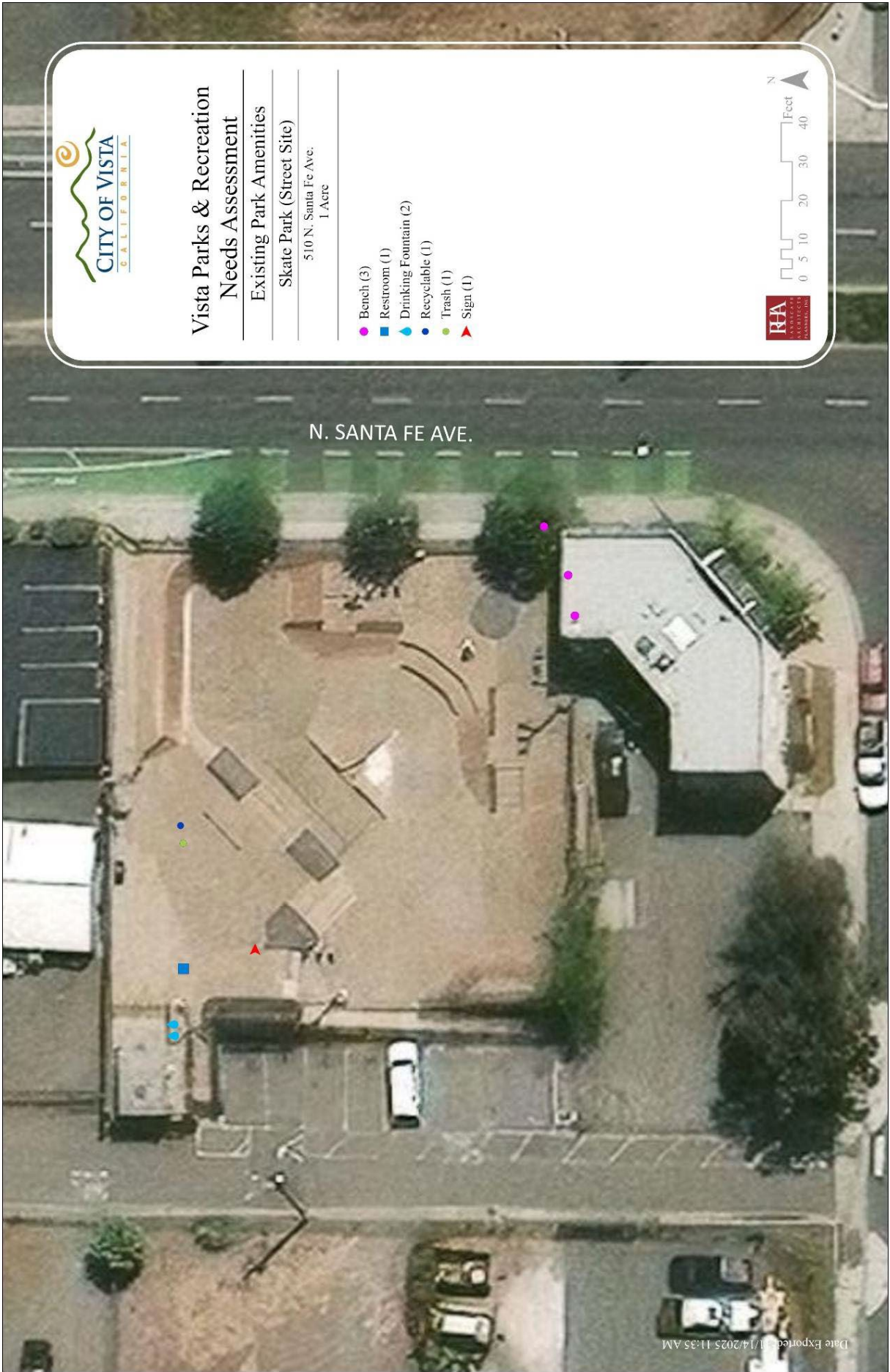
1 Sign

2 Trash Receptacles



Assessment Scores by Category





### Vista Parks & Recreation

#### Needs Assessment

#### Existing Park Amenities

Skate Park (Street Site)

510 N. Santa Fe Ave.  
1 Acre

- Bench (3)
- Restroom (1)
- Drinking Fountain (2)
- Recyclable (1)
- Trash (1)
- ▲ Sign (1)



N. SANTA FE AVE.

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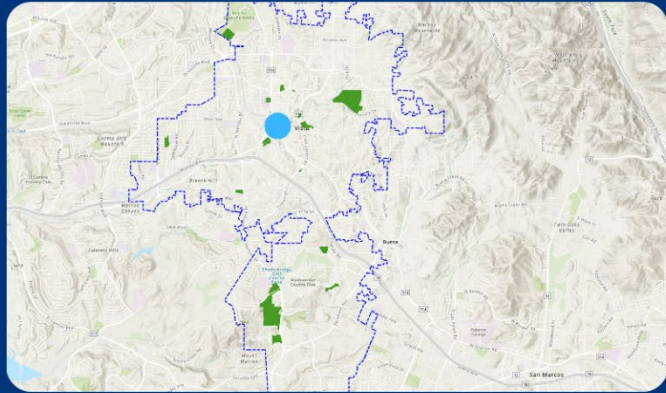
# Soroptimist Park

Vista Village & S. Santa Fe Ave.

**Neighborhood**

**Suburban**

**1 Acre**

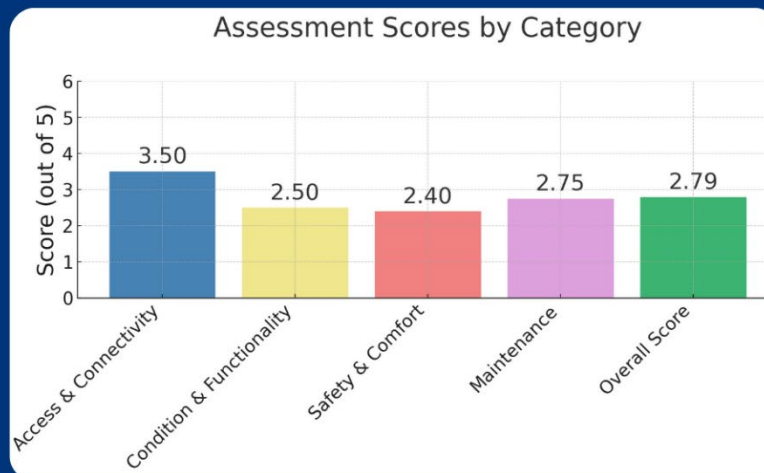


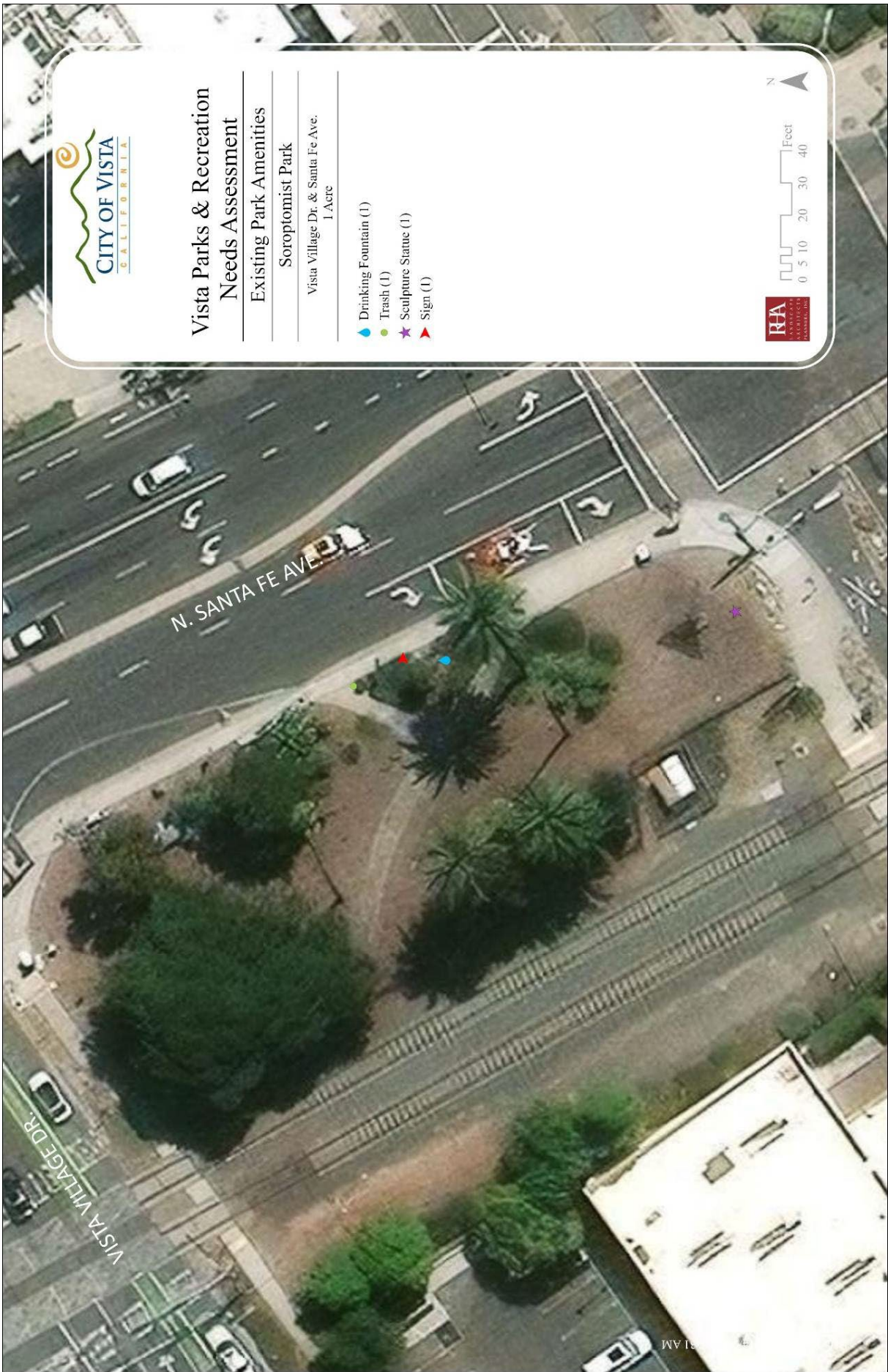
## SITE AMENITIES

1 Drinking Fountain

1 Sculpture / Artwork

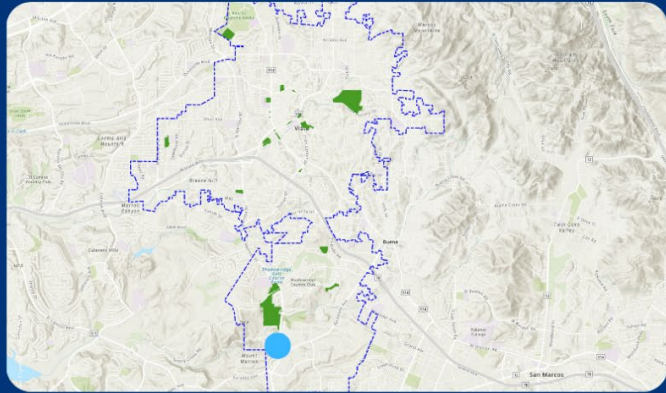
1 Trash Receptacle





# South Buena Vista Park

1602 Mountain Pass Cir.



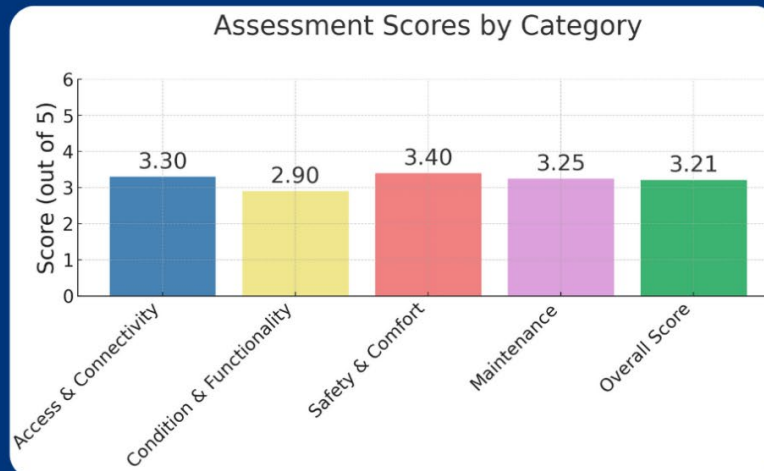
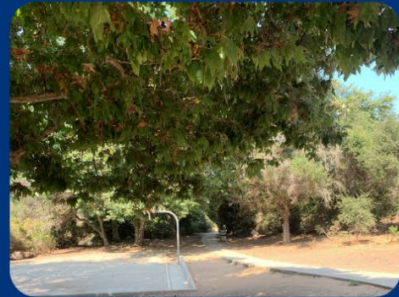
## Neighborhood

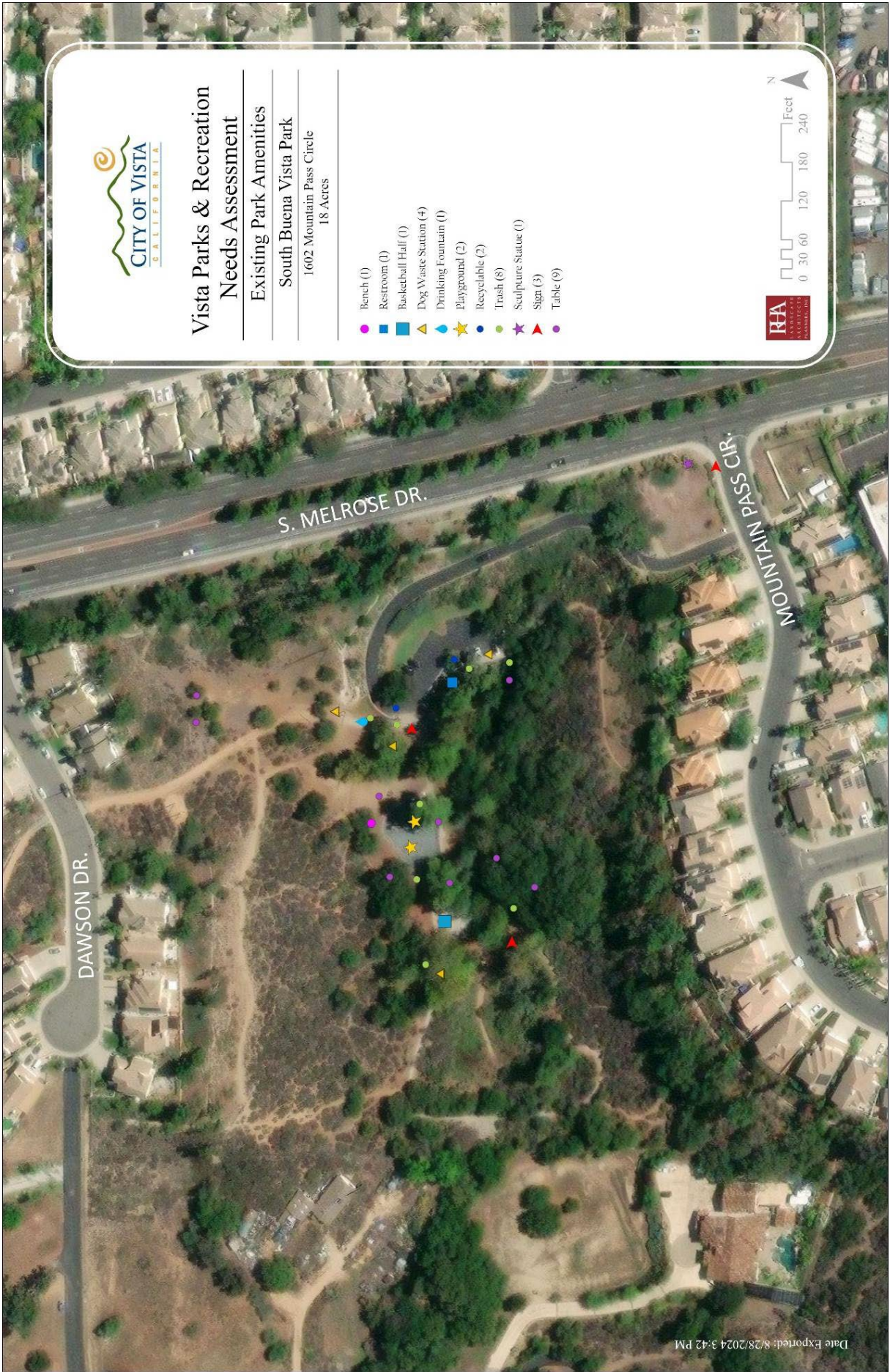
Suburban

18 Acres

## SITE AMENITIES

- 1 Bench
- 1 Half Basketball Court
- 1 Drinking Fountain
- 1 Playground (2-5)
- 1 Playgrounds (5+)
- 1 Restrooms
- 1 Sculpture / Artwork
- 3 Signs
- 4 Dog Waste Stations
- 9 Tables
- 10 Trash Receptacles





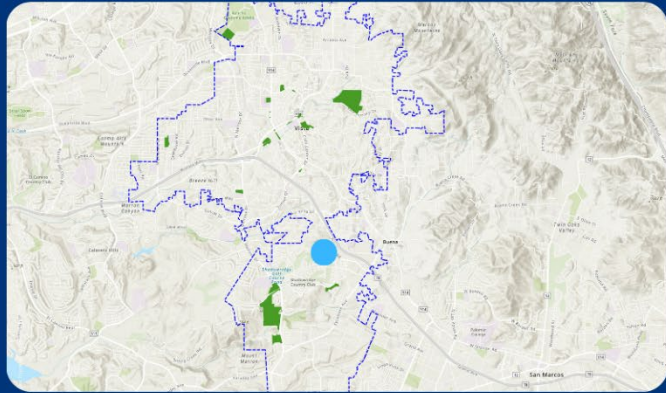
# Thibodo Park

1150 Lupine Hills Dr.

**Neighborhood**

**Suburban**

**10 Acres**



## SITE AMENITIES

1 Basketball Court (Full)

1 Drinking Fountain

1 Picnic Shelter

1 Restroom

1 Sculpture / Artwork

1 Tennis Court

1 Trash Enclosure

2 Signs

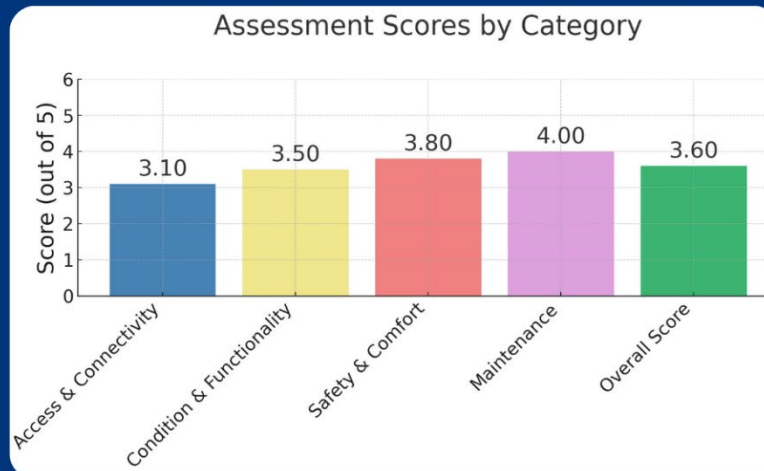
3 Dog Waste Stations

4 Pickleball Courts

7 Benches

7 Tables

16 Trash Receptacles





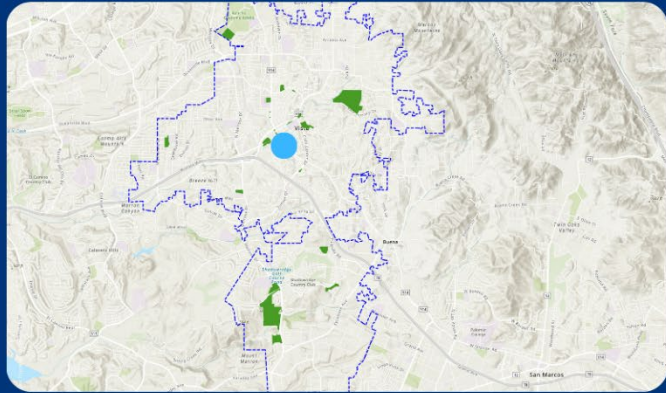
## Veterans Memorial Park

Adj. to 325 S. Santa Fe Ave.

**Neighborhood**

**Suburban**

**2.50 Acres**



## SITE AMENITIES

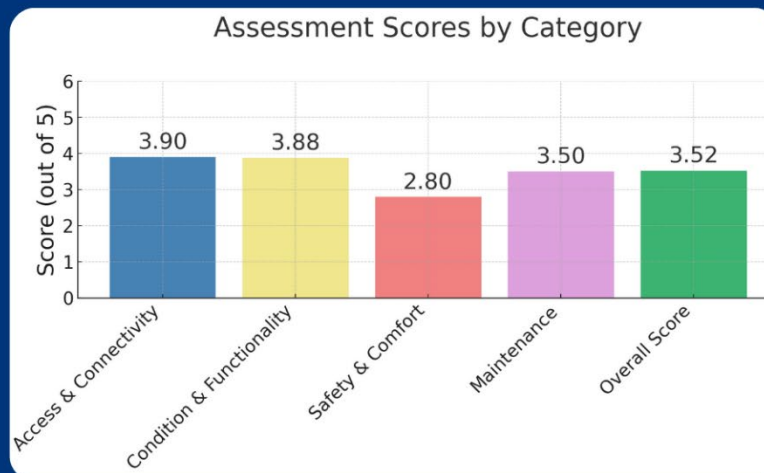
3 Signs

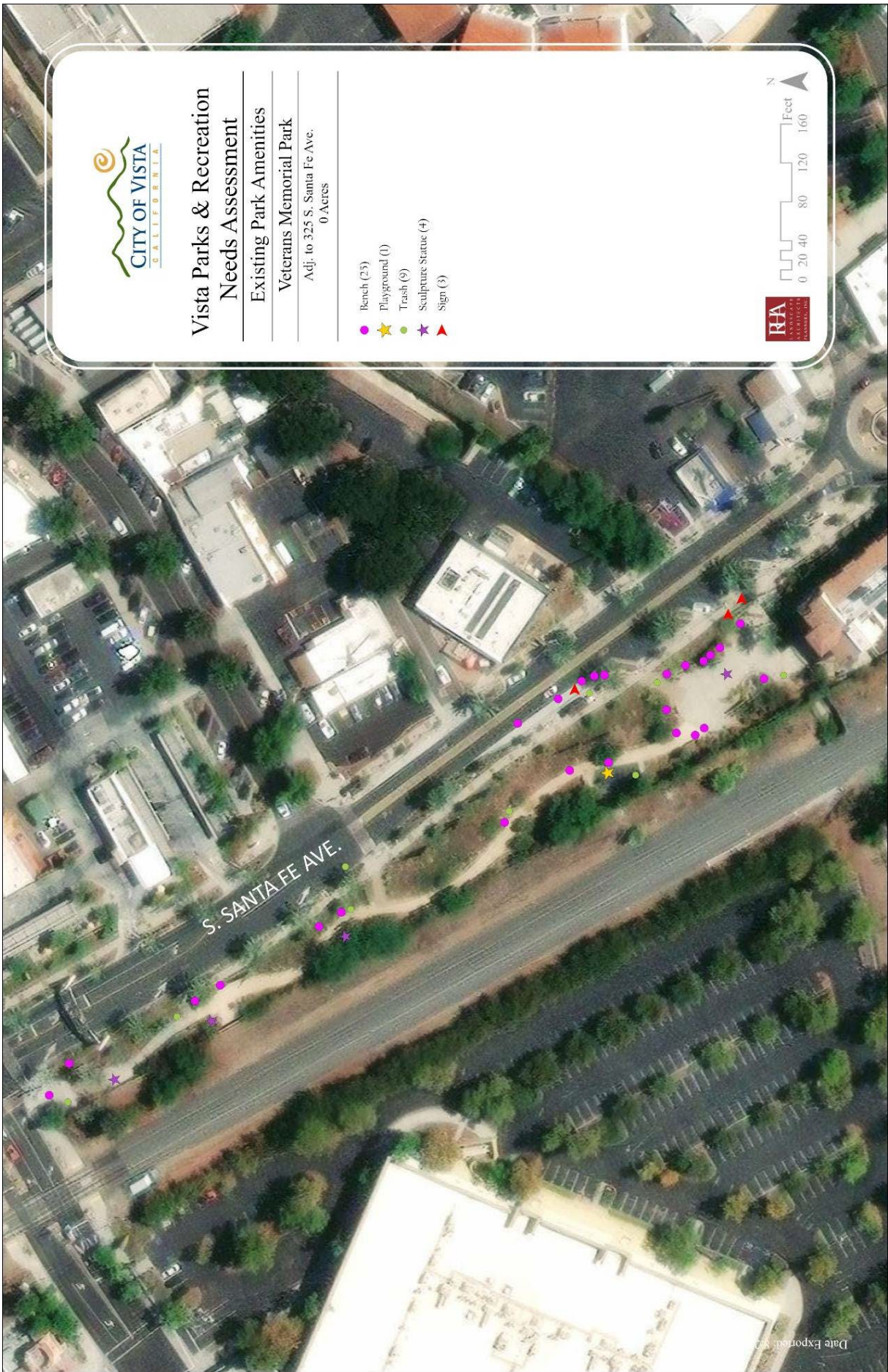
4 Sculptures / Artworks

9 Trash Receptacles

25 Benches

1 Playground (5+)





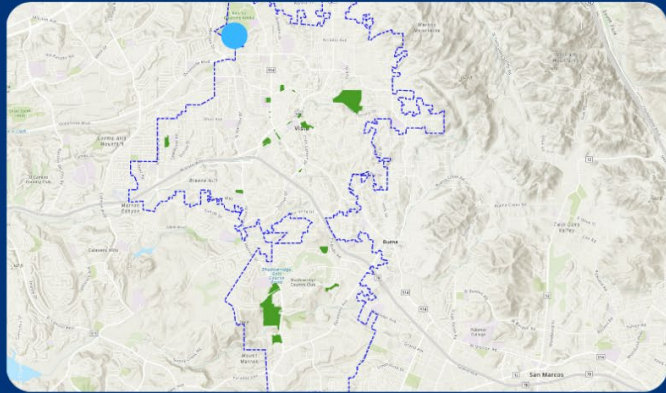
# Vista Sports Park

1600 Sports Park Way

## Neighborhood

Suburban

20 Acres



## SITE AMENITIES

40 Benches

2 Bike Racks

12 Bleachers

3 Buildings

4 Bullpens

2 Dog Waste Stations

2 Drinking Fountains

6 Dugouts

1 Playground (2-5)

1 Playground (5+)

2 Scorekeepers Booths

2 Shade Sails

1 Sculpture / Artwork

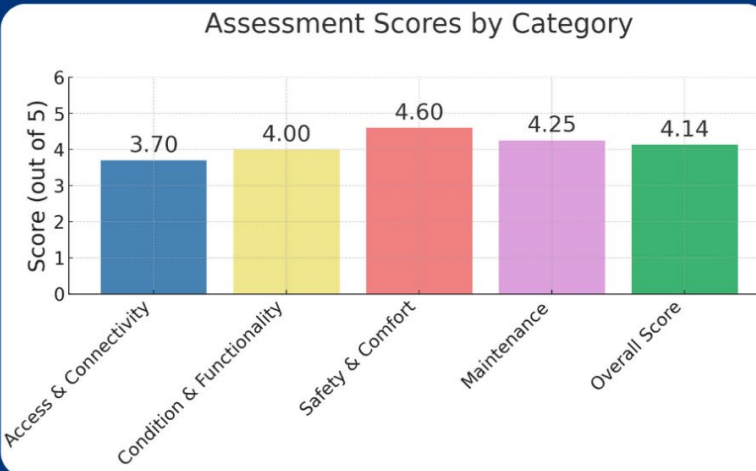
5 Signs

9 Tables

24 Trash Receptacles

1 Trash Enclosure

3 Storage Units

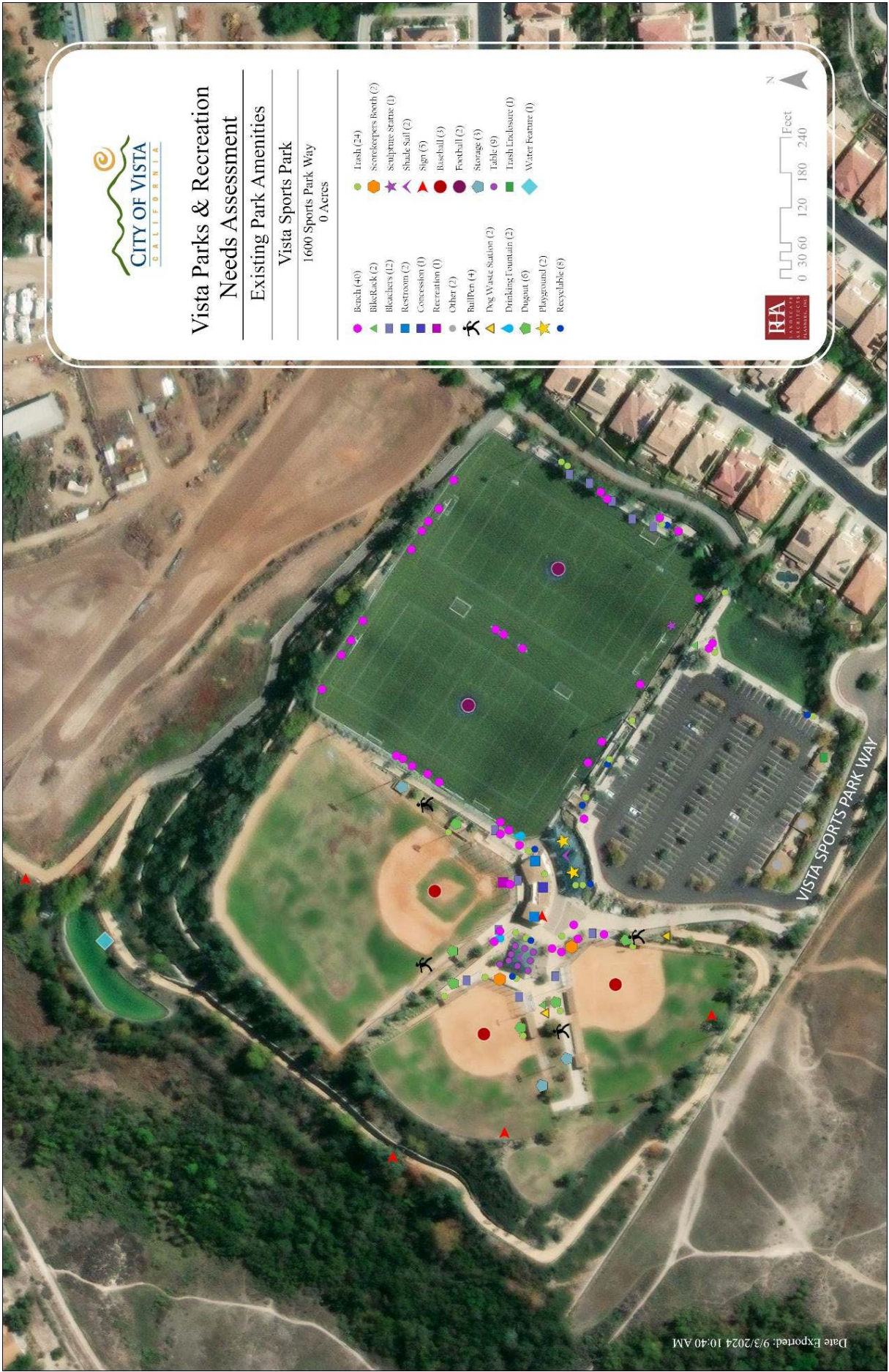




# Vista Parks & Recreation Needs Assessment Existing Park Amenities

Vista Sports Park  
1600 Sports Park Way  
0 Acres

- Bench (40)
- Trash (24)
- ▲ Bike Rack (2)
- Scooter/bike repair (2)
- ▲ Bleachers (12)
- ★ Sculpture/stone (1)
- Restroom (2)
- ▲ Shade Sail (2)
- Concession (1)
- ▲ Sign (5)
- Recreation (1)
- Other (2)
- ♠ Dog Waste Station (2)
- ▲ Bull Pen (4)
- ▲ Drinking Fountain (2)
- ▲ Dogout (6)
- ▲ Playground (2)
- ★ Recyclable (8)
- ▲ Dog Waste Station (2)
- ▲ Drinking Fountain (2)
- ▲ Dogout (6)
- ▲ Playground (2)
- ★ Recyclable (8)
- ▲ Table (9)
- ▲ Trash Enclosure (0)
- ▲ Water Feature (0)
- ▲ Storage (3)
- ▲ Baseball (3)
- ▲ Foodball (2)
- ▲ Storage (3)
- ▲ Table (9)
- ▲ Trash Enclosure (0)
- ▲ Water Feature (0)



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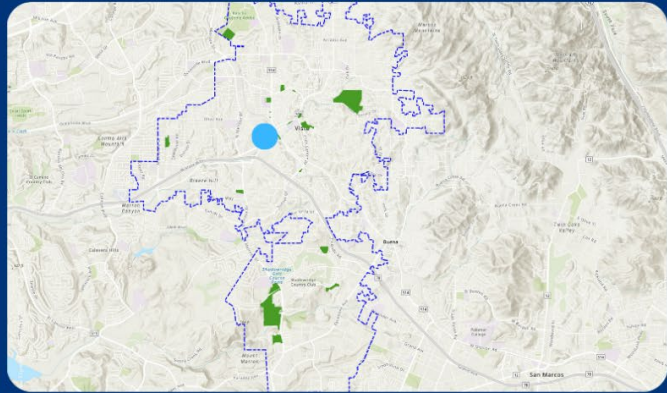
# Wave Water Park

101 Wave Dr.

**Neighborhood**

**Suburban**

**5 Acres**



## SITE AMENITIES

6 Benches

1 Bike Rack

2 Bleachers

2 Buildings

3 Drinking Fountains

6 Picnic Shelters

1 Sign

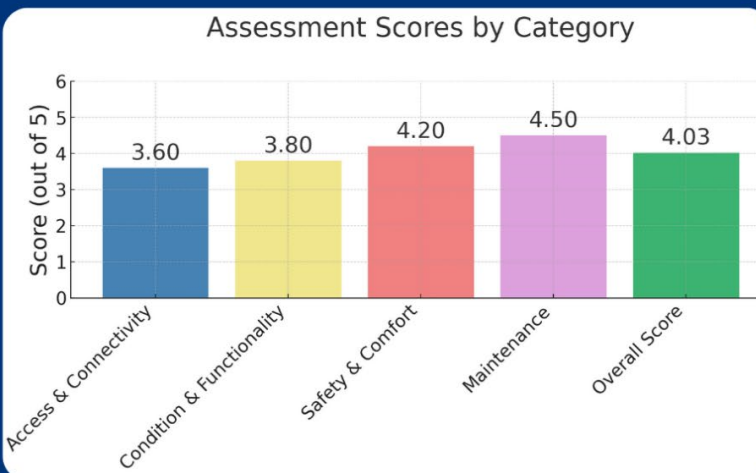
1 Splash Pad

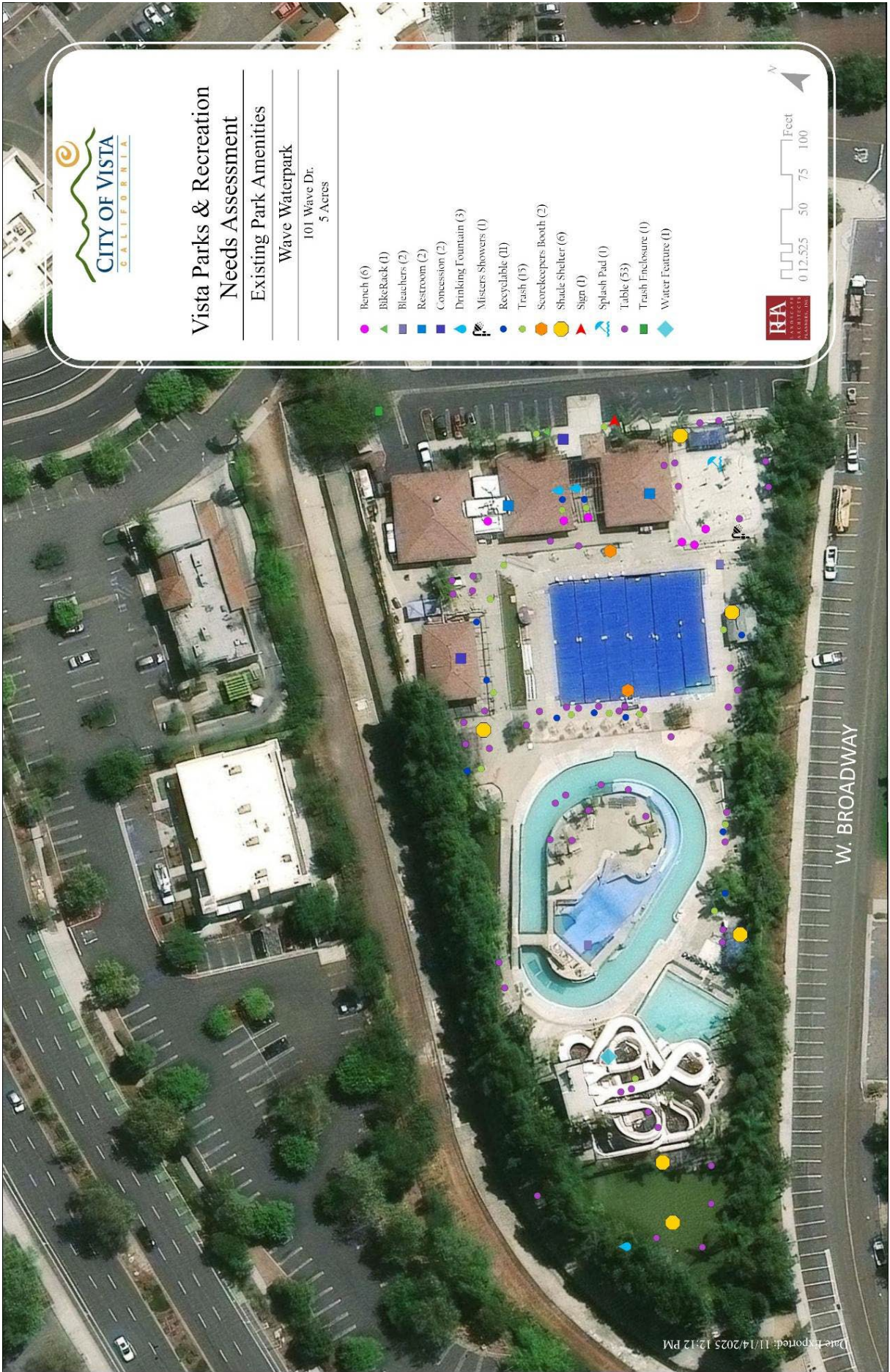
2 Restrooms

23 Tables

1 Trash Enclosure

26 Trash Receptacles





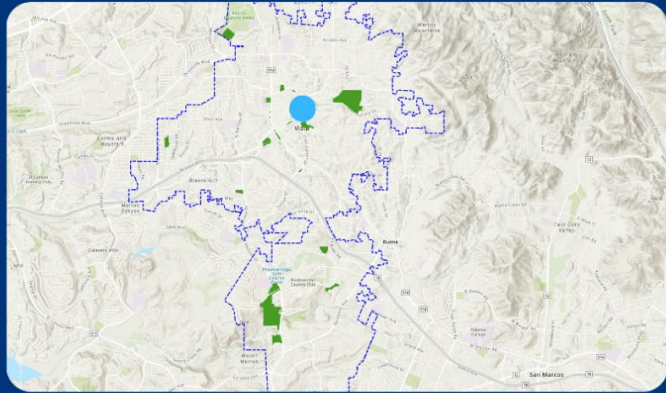
# Wildwood Park

651 E. Vista Way

**Neighborhood**

**Suburban**

**6 Acres**



## SITE AMENITIES

3 Benches

1 Dog Waste Station

1 Drinking Fountain

1 Exercise Station

1 Playground (5+)

1 Shade Sail

2 Signs

8 Tables

10 Trash Receptacles

