

3 PARKS AND RECREATION

Overview

This chapter reviews resident use and perception of San Francisco parks, facilities, and recreation programs. Highlights include the following:

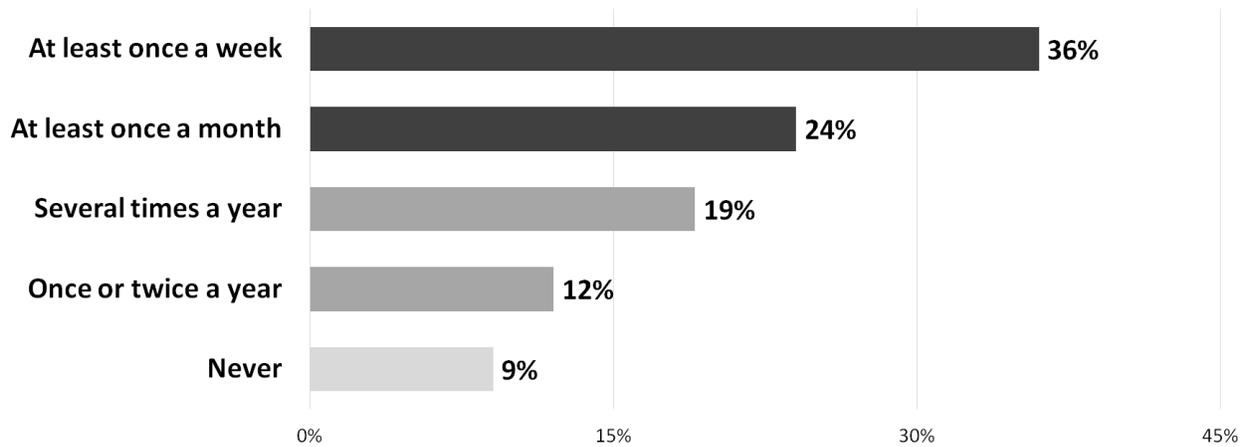
- Residents continue to report high rates of park usage – three in five residents report visiting a park at least once a month. Additionally, one-third of residents participated in a Recreation and Parks Department program in the past year. The frequency at which residents use parks and park programs remains at the same level as in 2011.
- Residents give the City a “B” average for the quality of park grounds, athletic fields and the availability of walking trails. Ratings for athletic fields increased from a “B-” in 2011, while ratings for the other categories remain the same.
- Recreation and Parks Department programs receive a “B” grade across a number of areas, including the condition of buildings and structures, the convenience of programs, the overall quality of customer service and the overall quality of the system. These grades improved since 2011 from a “B-” to “B” average, with the exception of customer service, which received a “B” both years.

Key Findings

San Francisco Residents Continue to Use Parks Frequently

Sixty percent of residents report using the City’s parks at least once a month, including more than one-third of residents who say they visit at least once a week. These percentages are similar to 2011, when 59 percent of residents reported visiting parks at least monthly, and 36 percent reported weekly visits.

**A Majority of San Francisco Residents Visit City Parks
at Least Once Per Month**



Caucasians, Latinos, college educated residents, parents of young children (under the age of 14) and individuals between the ages of 35 and 44 visit parks more frequently than do other residents.

**Parents of Young Children and Middle-Aged Residents
Report the Highest Levels of Park Usage**

*Results by Select Demographic Subgroups;
“Frequent” Park Visitors Defined as Residents Who Visit at Least Once Per Month*

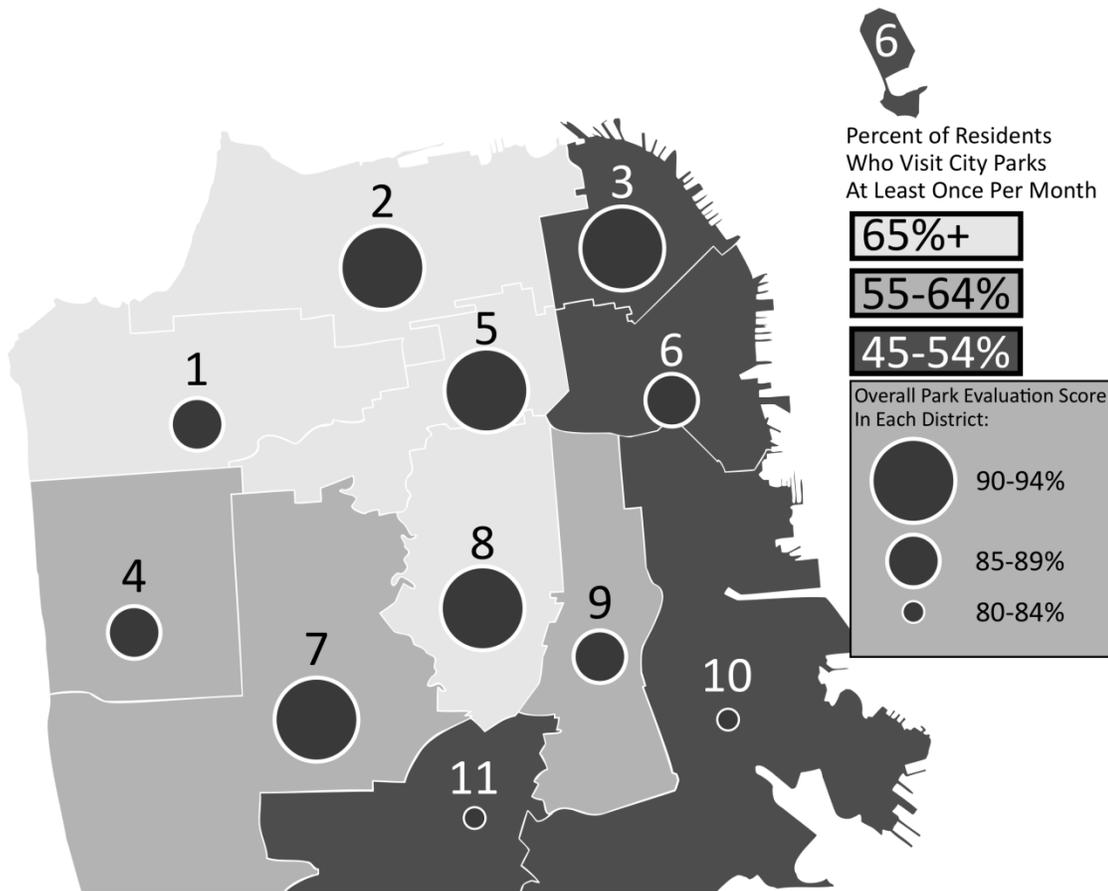
Subgroup	Visit Parks Frequently	Subgroup	Visit Parks Frequently
African American	37%	Less than High School	43%
Asian/Pacific Islander	51%	High School Graduate	48%
Caucasian	69%	Some College	51%
Latino	63%	College Graduate	68%
Non-Parents	55%	Age 18-34	64%
All Parents	69%	Age 35-44	72%
Parent with Child Age 0-5	76%	Age 45-54	60%
Parent with Child Age 6-13	76%	Age 55-64	55%
Parent with Child Age 14-18	56%	Age 65+	47%

More than 65 percent of residents in the northwest and central regions of the city (Districts 1, 2, 5 and 8) say they visit a City park at least once a month. Residents who visit City parks with less frequency are in districts that encompass Downtown, Potrero Hill, the Bayview, and surrounding neighborhoods (Districts 3, 6, 10 and 11).

In many cases, districts where parks receive the highest scores for park maintenance on the City’s most recent Park Maintenance Standards report also contain the highest percentages of residents who visit parks frequently.

Districts 2, 5 and 8 Have the Highest Park Maintenance Scores and a High Percentage of Frequent Park Visitors

*Results by Supervisorial District, with Overall Park Maintenance Standard Scores**

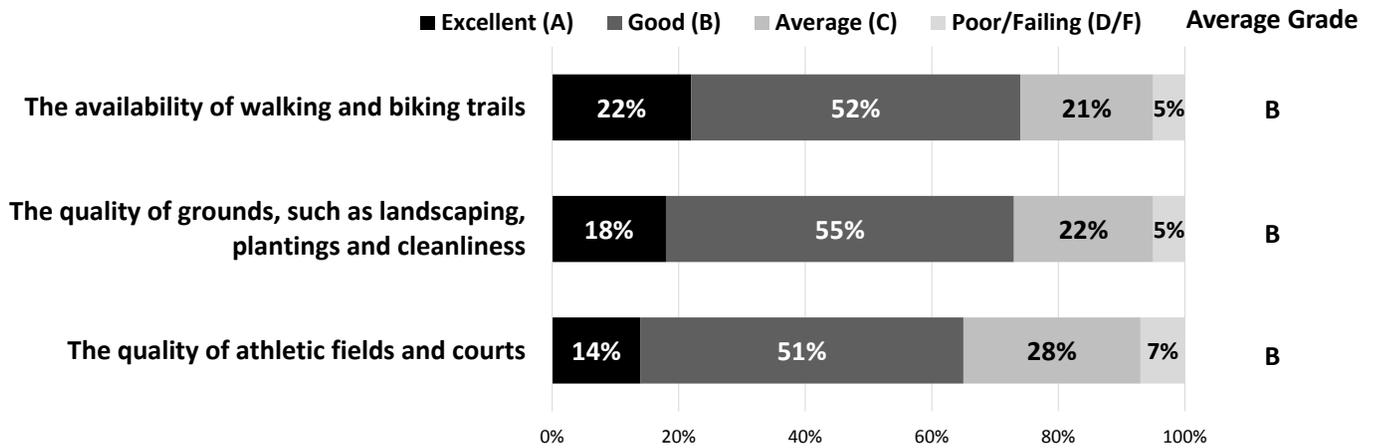


*Source: Park Standards Annual Report Fiscal Year 2011-12, Controller’s Office

On Average, Park Visitors Give City Parks a Grade of “B” for Good

A majority of residents who have visited City parks offer favorable ratings of park conditions. In fact, 65 percent or more assign a grade of “A” for excellent or “B” for good for the availability of walking and biking trails, the quality of park grounds, and the quality of athletic fields.

Residents Provide Highest Ratings for the Availability of Walking and Biking Trails



In Their Own Words...

I visit Golden Gate Park about 5 times a week. The gardeners and city do a good job, but the campers and visitors leave much mess.

— District 5 Resident

My local park, Sunnyside, has high maintenance, others do not.

— District 7 Resident

Continue to keep the parks wonderful! They are why we stay in the city.

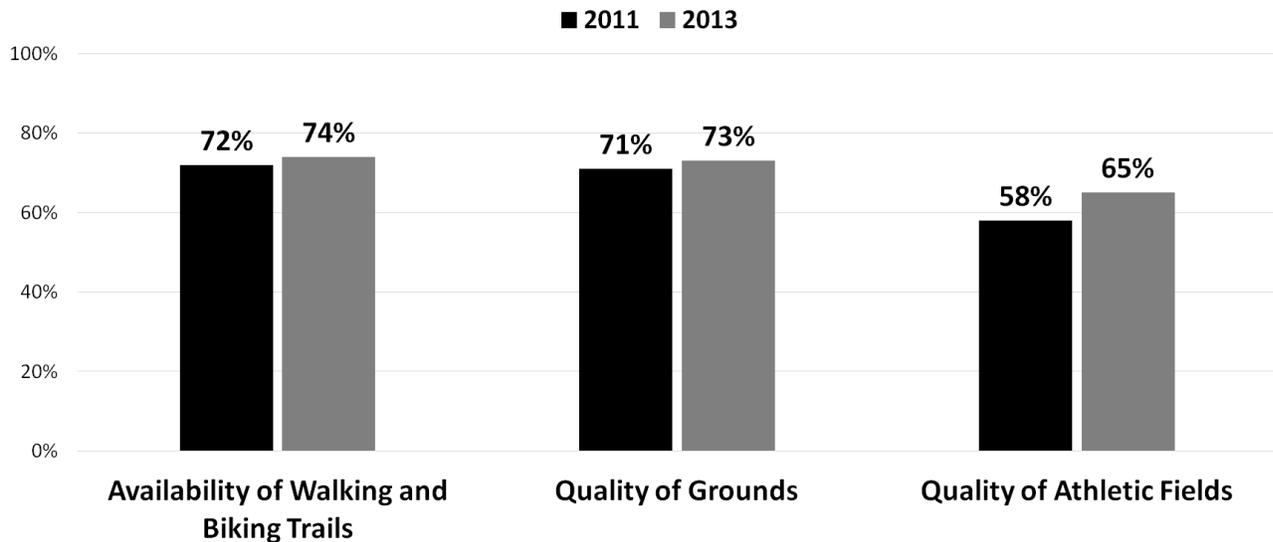
— District 4 Resident

While the survey findings indicate high levels of general satisfaction with City parks, less than one-quarter of respondents rate any area as “excellent.”

Over the last two years, user satisfaction with park conditions remained high, with an improvement regarding the quality of athletic fields, which increased from a “B-” to “B” average.

Satisfaction with the Quality of Athletic Fields Has Improved Since 2011

Percentage of "Excellent"/"Good" Ratings by Survey Year



While a majority of park users in each Supervisorial District view park conditions favorably, satisfaction levels vary between the City's geographic areas. For example, residents in Districts 10 and 11 give the lowest favorable ratings (good or excellent) on the quality of park grounds, 63 percent and 68 percent, respectively, compared to 73 percent citywide.

A Majority of Residents Express Satisfaction with Recreation and Park Programs, and Ratings Are Higher than in 2011

Overall, 33 percent of residents report that they, or someone in their household, have participated in a Recreation and Parks Department program² in the past year, the same rate as in 2011. Of this population of residents, majorities assign favorable grades ("A" or "B") to the overall quality and condition of these programs and the facilities that are associated with them.

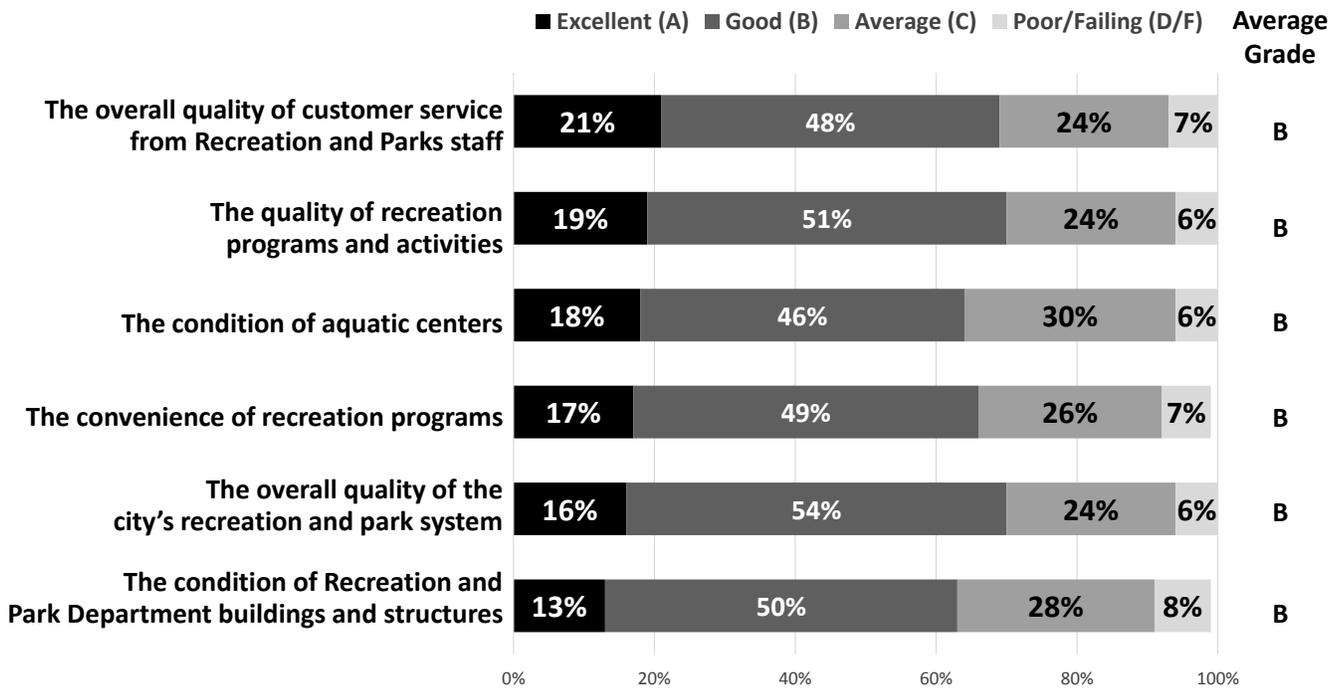
City Departments at Work...

Over the past five years, the Recreation and Park Department renovated 12 neighborhood parks, play-grounds, and recreation facilities, including upgrades to playfields, restrooms, trails, and urban forests.

This work was funded through a \$185 million voter-approved bond in 2008 and will continue with additional improvements to 15 more parks funded through the passage of a 2012 bond.

² Such as a class, athletic league, art program, swimming, child development, after school program, special event/concert, or facility rental.

Recreation and Park Program Users Express Satisfaction with Department Programs and Services



Resident satisfaction with Recreation and Park programs and facilities has improved since 2011. Across each area explored in the survey related to recreation and park programs, more than three in five residents now give the City a rating of “A” for excellent or “B” for good. Specifically, the average grade for each category improved to a “B” rating, compared to “B-” grades in 2011 (with the exception of the average rating assigned to the quality of customer service from Department staff, which received a “B” grade in 2011 as well).

More Residents Rate Recreation and Park Programs and Facilities Favorably Than in 2011

Percent Giving Each Category an “A” or “B” Rating; Average Grade

Feature	2011	2013	Change
The convenience of recreation programs	54% (B-)	66% (B)	↑ 12 pts.
The overall quality of the City's recreation and park system	59% (B-)	70% (B)	↑ 11 pts.
The quality of recreation programs and activities	60% (B-)	70% (B)	↑ 10 pts.
The condition of aquatic centers	56% (B-)	64% (B)	↑ 8 pts.
The condition of Recreation and Parks Department buildings and structures	55% (B-)	63% (B)	↑ 8 pts.
The overall quality of customer service from Recreation and parks staff	65% (B)	69% (B)	↑ 4 pts.

SURVEY RESPONSES

Q3. In the past year, how often did you visit a City Park?

	Percentage	Number of Responses
At least once a week	36%	1218
At least once a month	24%	829
Several times a year	19%	662
Once or twice a year	12%	407
Never	9%	312

Q4. Please grade the following characteristics of City parks, if observed:

A. Quality of grounds (landscaping, plantings, cleanliness)

	Percentage	Number of Responses
A - Excellent	18%	552
B - Good	55%	1689
C- Average	22%	673
D - Poor	4%	117
F - Failing	1%	23

B. Quality of athletic fields and courts

	Percentage	Number of Responses
A - Excellent	14%	339
B - Good	51%	1225
C- Average	28%	666
D - Poor	6%	152
F - Failing	1%	19

C. Availability of walking and biking trails

	Percentage	Number of Responses
A - Excellent	22%	653
B - Good	55%	1520
C- Average	21%	626
D - Poor	3%	95
F - Failing	1%	26

Q5. In the past year, have you or anyone in your household participated in a Recreation and Parks Department program, such as classes, athletic leagues, art programs, swimming, child development, after school programs, special events/concerts, or facility rentals?

	Percentage	Number of Responses
Yes	33%	1139
No	67%	2339

Q6. Please grade the following programs, if you are familiar:

**A. Condition of Recreation and Parks Department buildings and structures
(cleanliness, maintenance)**

	Percentage	Number of Responses
A - Excellent	13%	139
B - Good	50%	529
C- Average	28%	300
D - Poor	7%	71
F - Failing	1%	16

B. Condition of aquatic centers

	Percentage	Number of Responses
A - Excellent	18%	132
B - Good	46%	333
C- Average	30%	218
D - Poor	5%	34
F - Failing	1%	8

C. Convenience of recreation programs (location, hours)

	Percentage	Number of Responses
A - Excellent	17%	168
B - Good	49%	475
C- Average	26%	255
D - Poor	6%	55
F - Failing	1%	13

Please grade the following programs, if you are familiar:

D. Overall quality of customer service from Recreation and Parks staff

	Percentage	Number of Responses
A - Excellent	21%	210
B - Good	48%	478
C- Average	24%	241
D - Poor	5%	46
F - Failing	2%	22

E. Overall quality of the City's recreation and park system

	Percentage	Number of Responses
A - Excellent	16%	167
B - Good	54%	574
C- Average	24%	261
D - Poor	5%	55
F - Failing	1%	11

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