

# Hayward Area Recreation and Parks District

## Year-in-Review 2023



# 2023 Participation Numbers

- 33,102 Total registered participants
- 371 camps offered; 5,670 campers served
- Golf - 37,313 rounds played
- Golf Range - 46,184 buckets sold



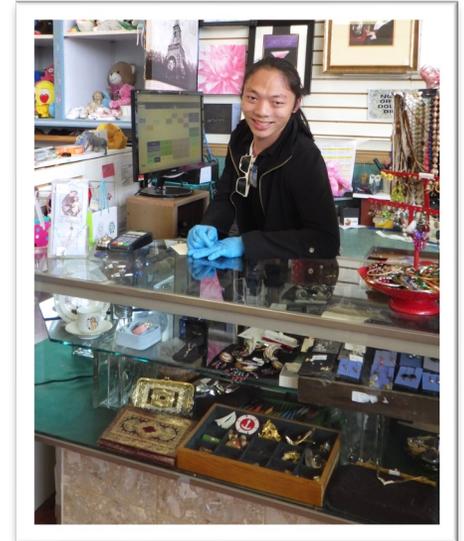
# Health Equity Initiative 2023

- **Free Aquatics**
  - 1,112 free swim lessons
  - 4,721 free recreational swimmers
- **Free Camps**
  - 96 weeks of camp
- **Free Classes**
  - Over 1,300 participants
- **Mobile Recreation**
  - Over 1,500 registrants
- **Special Events**
  - Over 4,000 participants



# Accessibility and Outreach

- **Community Grants**
  - 62 community-based non-profits and government partners
  - Over \$200,000 in waived rentals fees awarded to our partner agencies and community groups
- **Outreach registration events and trainings for non-traditional clients**
- **Scholarships**
  - 261% increase
  - Over 260 individuals received scholarships and signed up for over 1,200 classes
- **Access for All**
  - 283% increase
- **Adaptive Programming**
  - Two Recreation Therapists on staff
  - Adaptive Swimming
  - New adaptive recreation programming section
- **Inclusion Working Group**



# Focus on the Arts

- Two arts-focused staff
- Camp Create (new) at Weekes
- Weekes Afterschool Arts Center
- DMT
  - Lights on Series
    - Over 200 attendees
    - International Dance Festival and Bedtime Theater Series
  - DMT Presents Series
    - 3 of the 4 performances have been sold-out
    - Over 900 attendees
- Launched Arts Access program for underserved schools to attend cultural performance events.





# Park Maintenance Standards

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# Park Maintenance Standards



## Park Maintenance Standards

- Based on Board adopted standards
- Parks were broken up into seven elements

H.A.R.D. staff conducted the first Park Maintenance Standards review of parks

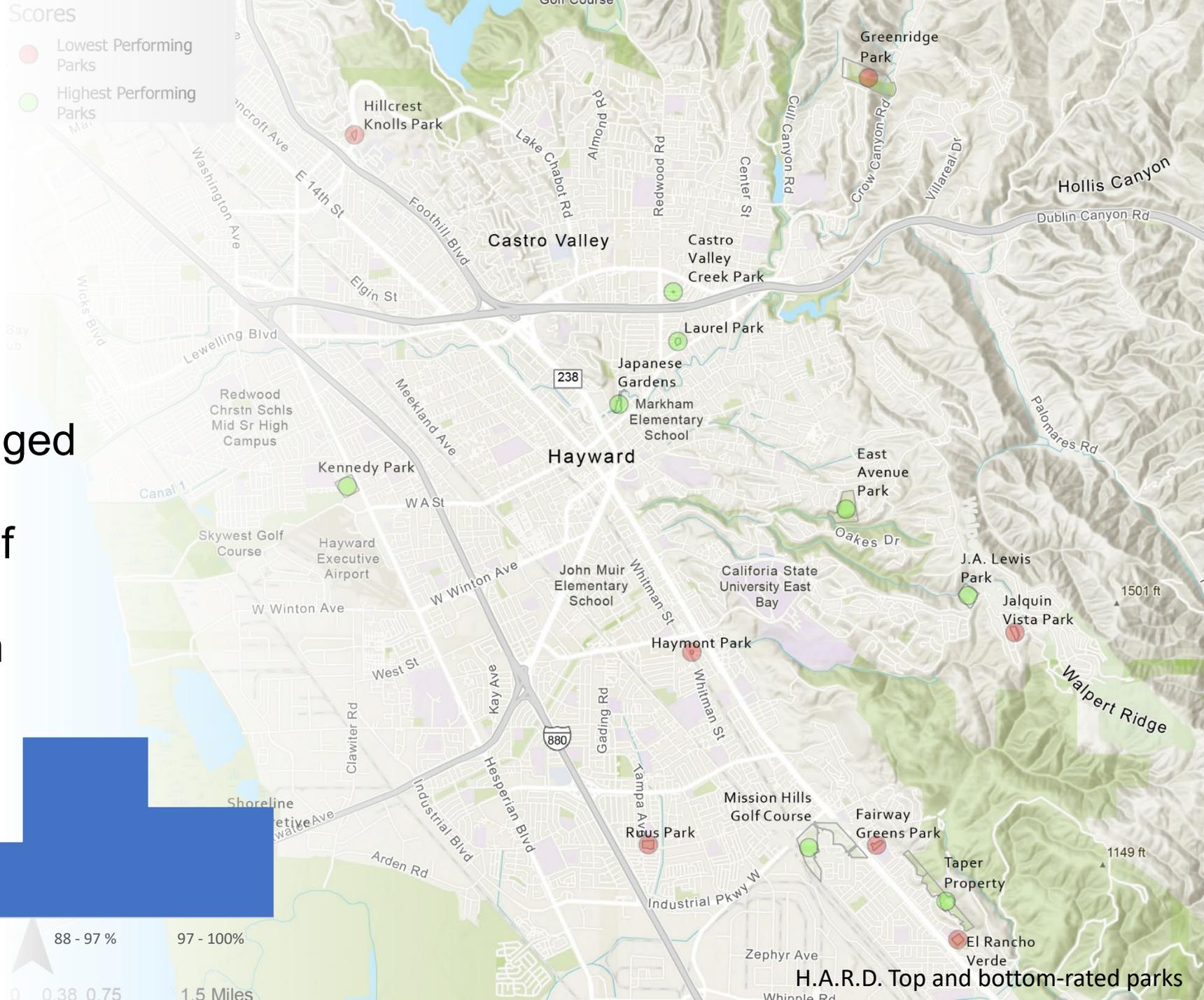
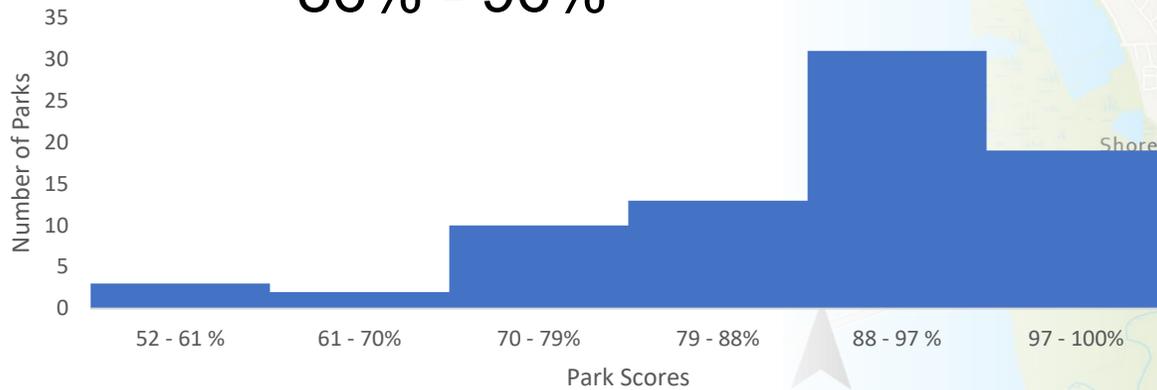
- Over 190 individual reviews conducted

The instrument has been tested but is being updated based on feedback

# Park Maintenance Standards - Overview

## Park scores

- Each Park score ranged from 53% - 100%
- Average score of 89%
- CDP scores from 86% - 96%



# Park Maintenance Standards – Top Performing Parks

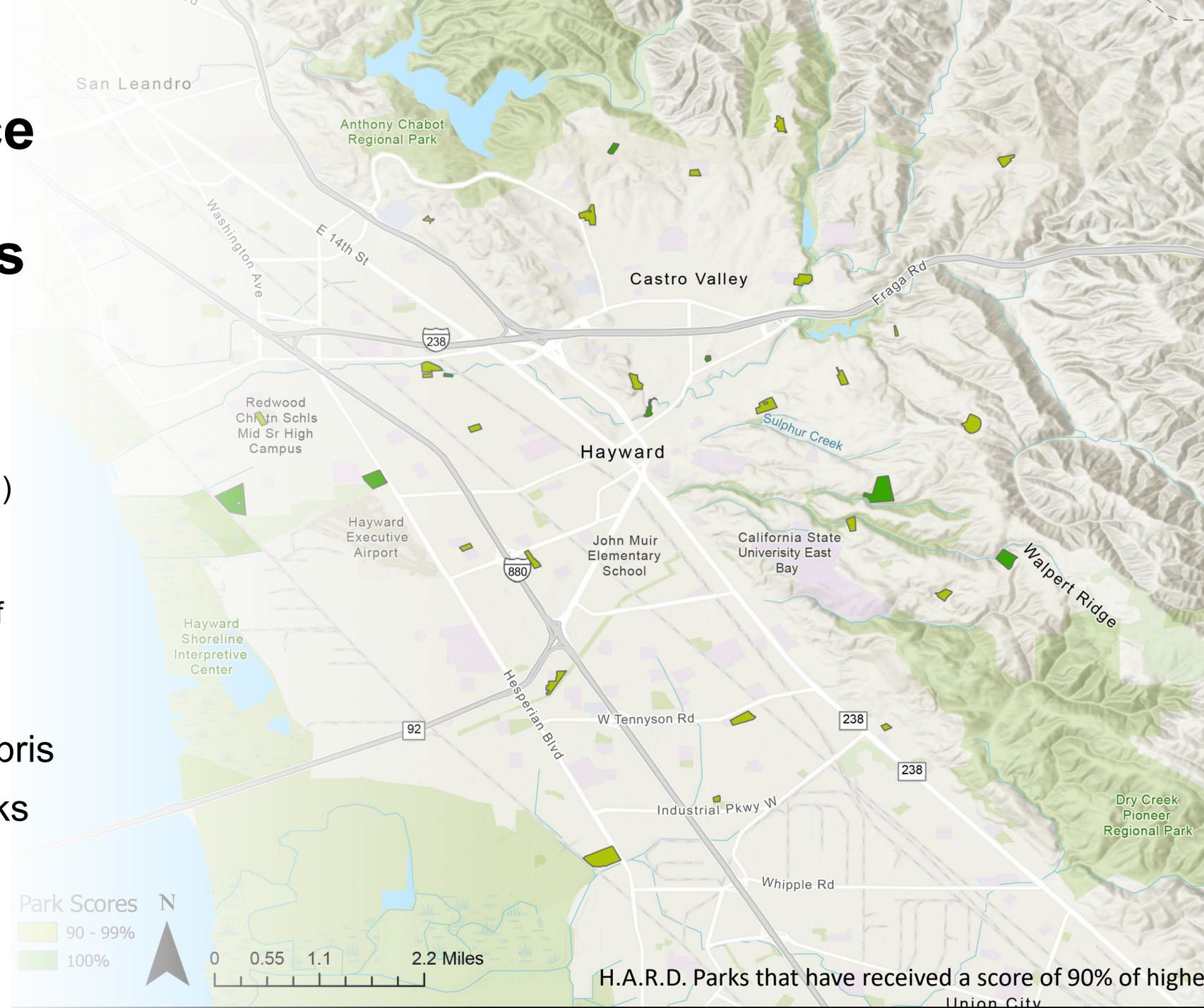
Park Scores in Hayward averaged 87%

- 24 A-rated parks (6 - 100%)
- 10 B-rated parks
- 8 C-rated parks
- 3 parks received a score of under 70%

Majority of parks :

- Were free of large debris

Almost half of H.A.R.D. parks were free of graffiti.

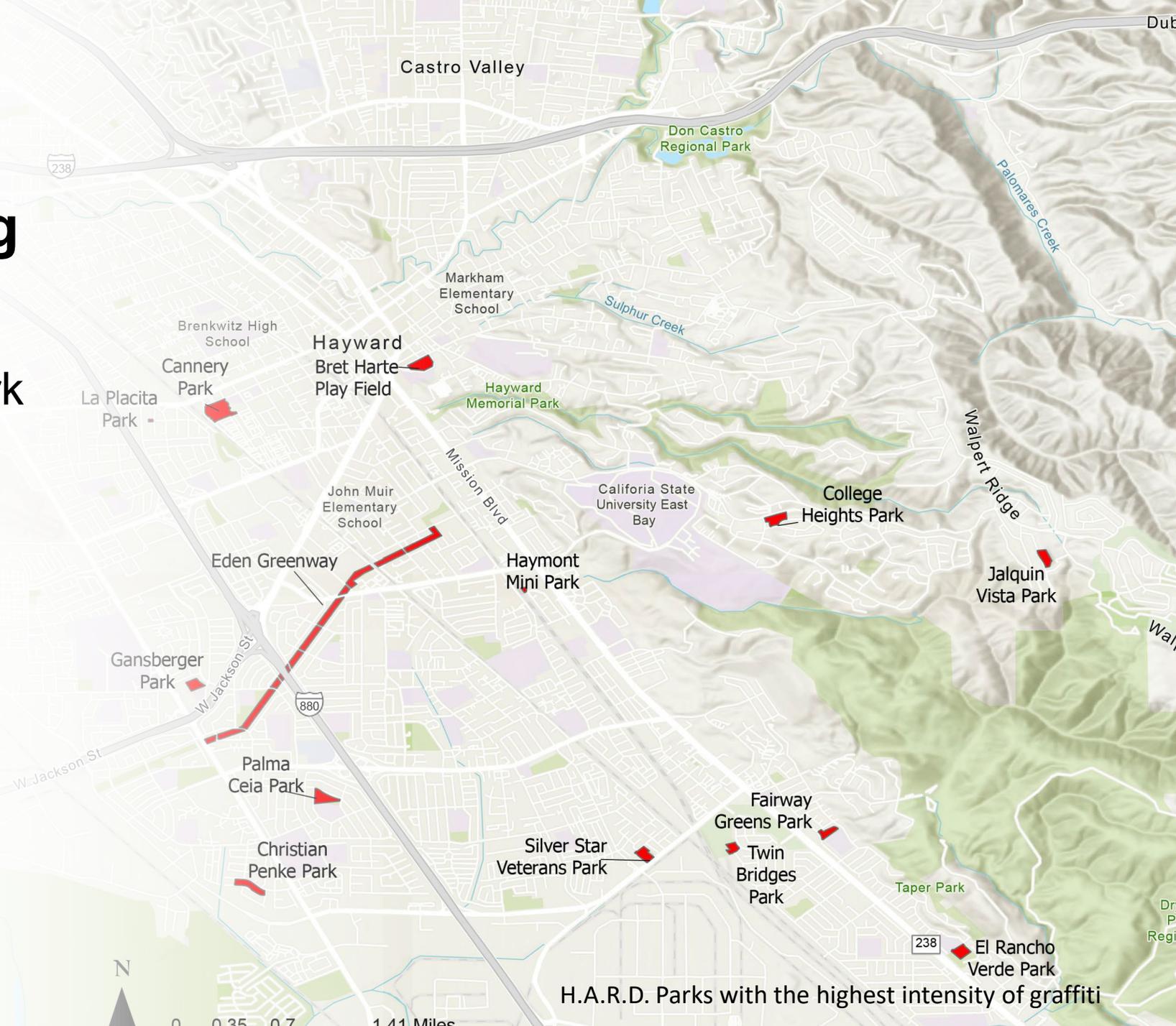


# Park Maintenance Standards – Lowest Performing Parks

Eight Parks Received park grades less or equal to 70%

- Eight of the bottom ten parks received a Graffiti score of less than or equal to 60% >>>

Addressing graffiti may have the most immediate effect on improving park scores



H.A.R.D. Parks with the highest intensity of graffiti



## **Park Maintenance Standards – Insights, Next Steps**

- Changes to the survey instrument
- Begin incorporating community members, partners, and stakeholders into the review process
- Develop a consistent schedule for the review of parks to identify longitudinal trends

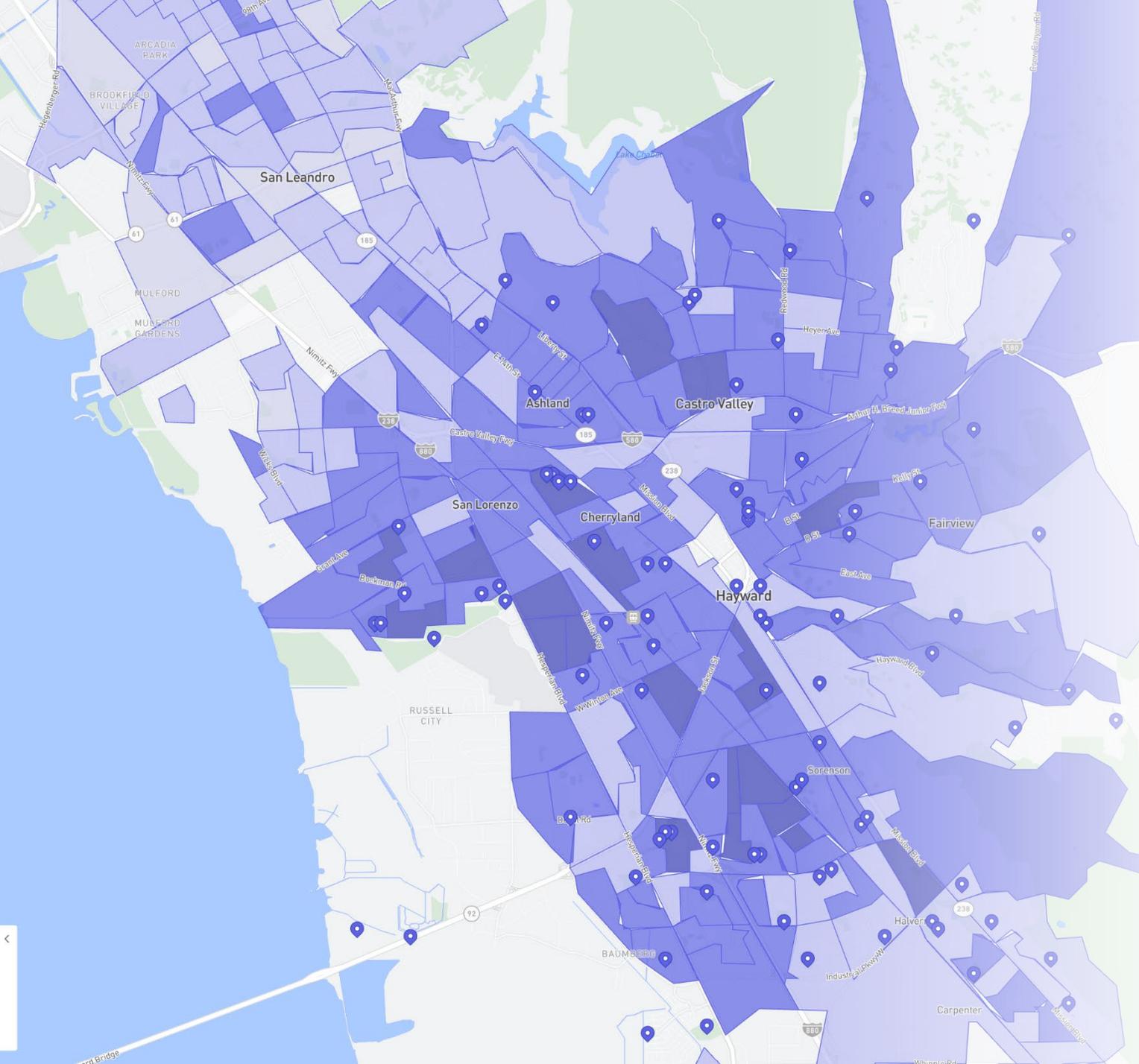


# Placer.ai – Park Usage

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# Placer.ai – Park Usage, Overview Information

- Placer.ai is a software company that can estimate visitors to specific parks based on cell phone data
- 3.91 Million people visited H.A.R.D. Parks in 2023
  - 2.1 million people visited parks in Hayward (64% of total Visits)
  - An increase of ~25% as compared to 2018, (3.1 Million in 2018)
- High park use from April – October
- Most Visitors are from within the District boundaries – though more analysis may be necessary

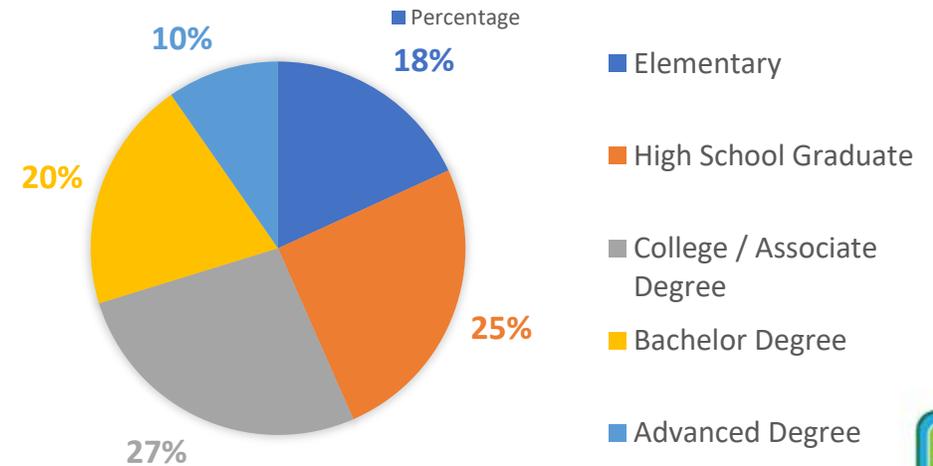
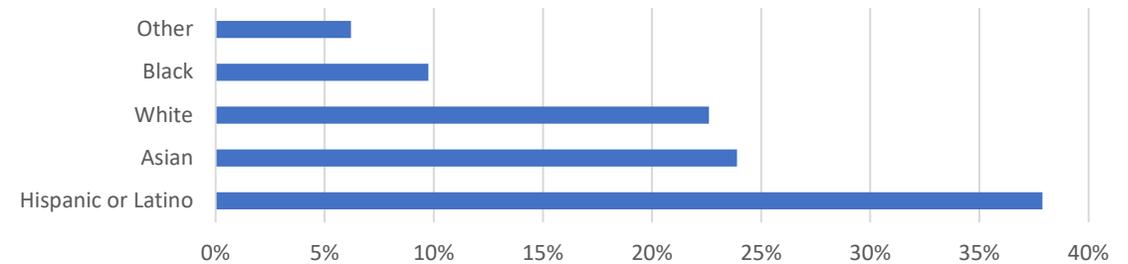


# Placer.ai – Park Usage, Demographics of Users

H.A.R.D. parks serve a diverse population

- Users closely resemble the district population (ethnicity, income, educational attainment, etc.)
- Median income of users \$84k vs \$92k for all District residents
- Close to even split between owners and renters

Race and Ethnicity

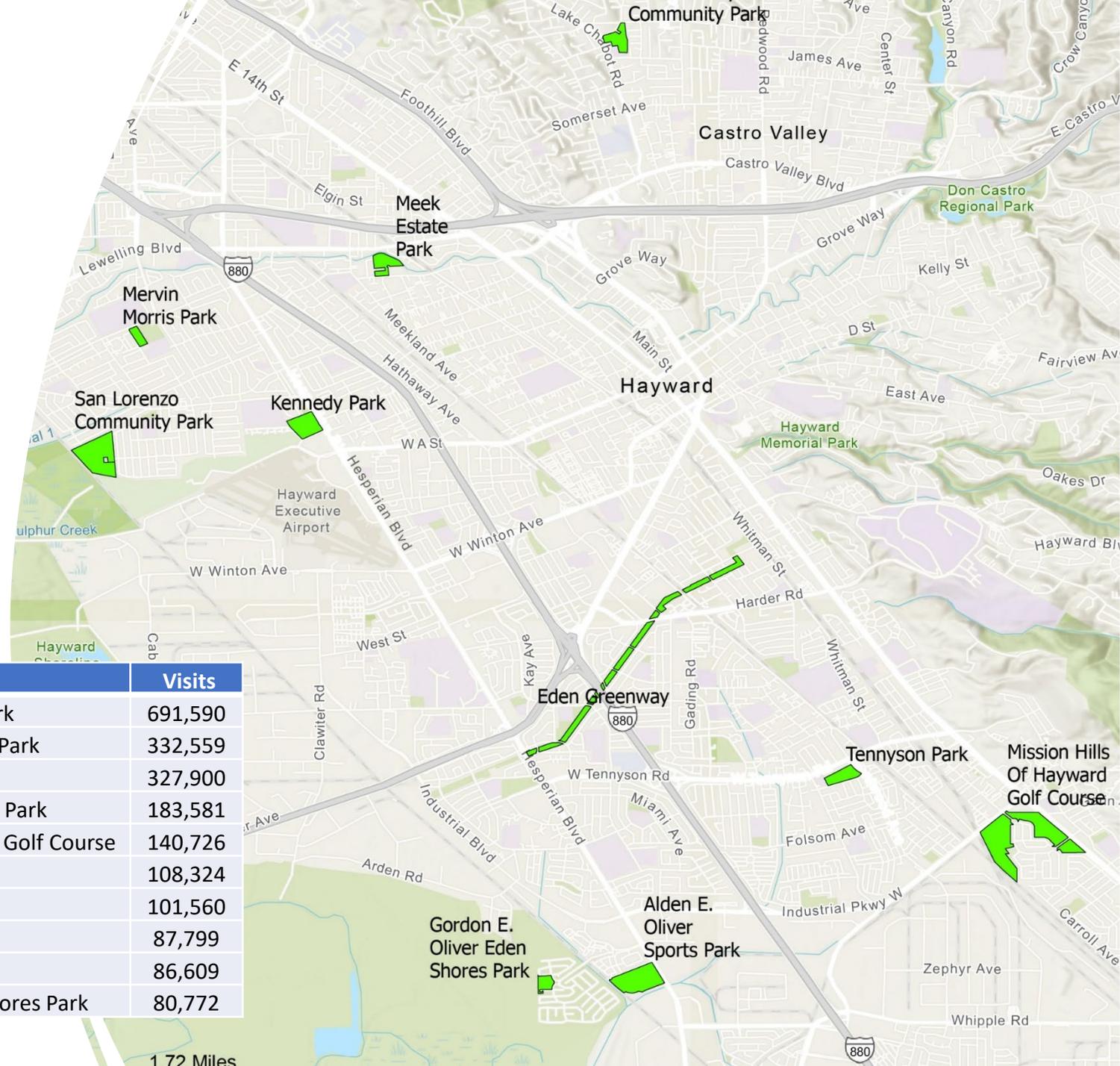


# Placer.ai – Top Visited Parks

The top 10 visited parks in the District accounted for more than half of all visits

Community Center/Facility	Visits
Hayward Plunge	54,416
Castro Valley Community Center	33,520
Cherryland Community Center	16,578
Sorensdale Recreation Center	16,323
Meek Mansion	13,973
Sulphur Creek Nature Center	11,423
Weekes Park Community Center	11,191
Chanticleers Theatre	10,202

Park	Visits
Alden E. Oliver Sports Park	691,590
San Lorenzo Community Park	332,559
Kennedy Park	327,900
Castro Valley Community Park	183,581
Mission Hills Of Hayward Golf Course	140,726
Tennyson Park	108,324
Meek Estate Park	101,560
Mervin Morris Park	87,799
Eden Greenway	86,609
Gordon E. Oliver Eden Shores Park	80,772



# Placer.ai Trends/Bond Successes

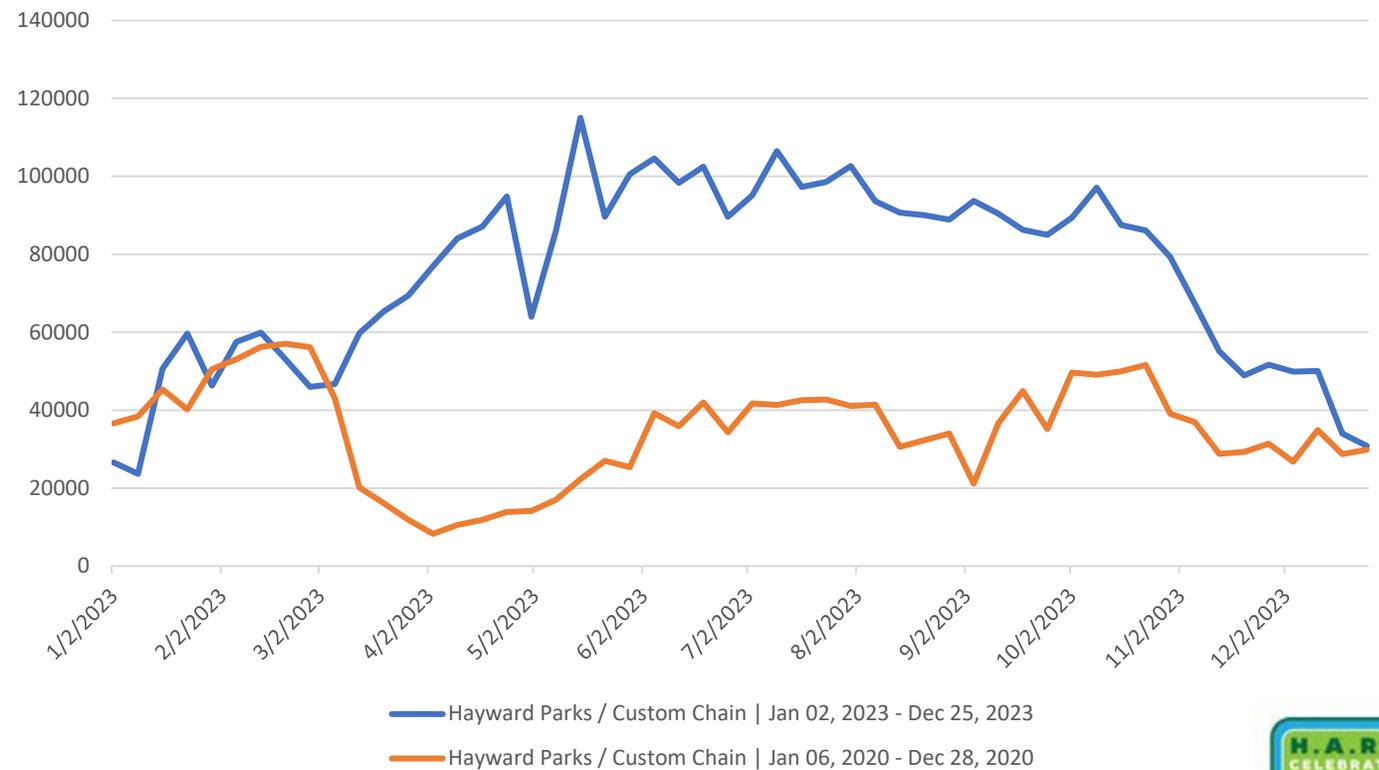
The COVID-19 pandemic heavily impacted park usage

- The number of users has now recovered and may eclipse pre-pandemic levels
- Highlight the importance of parks and recreation opportunities

Measure F1 Bond

- Parks that received Bond funds all saw an increase in users since 2018
- Bond investments have shown some increase in usage

Park Usage Comparison 2020 vs 2023



An aerial photograph of a suburban neighborhood built on rolling green hills. The houses are scattered across the slopes, interspersed with trees. The foreground shows a large, open grassy area with a few trees and a dirt path. The background features more hills under a clear sky. The text "Public Safety" is overlaid in the center in a white, sans-serif font.

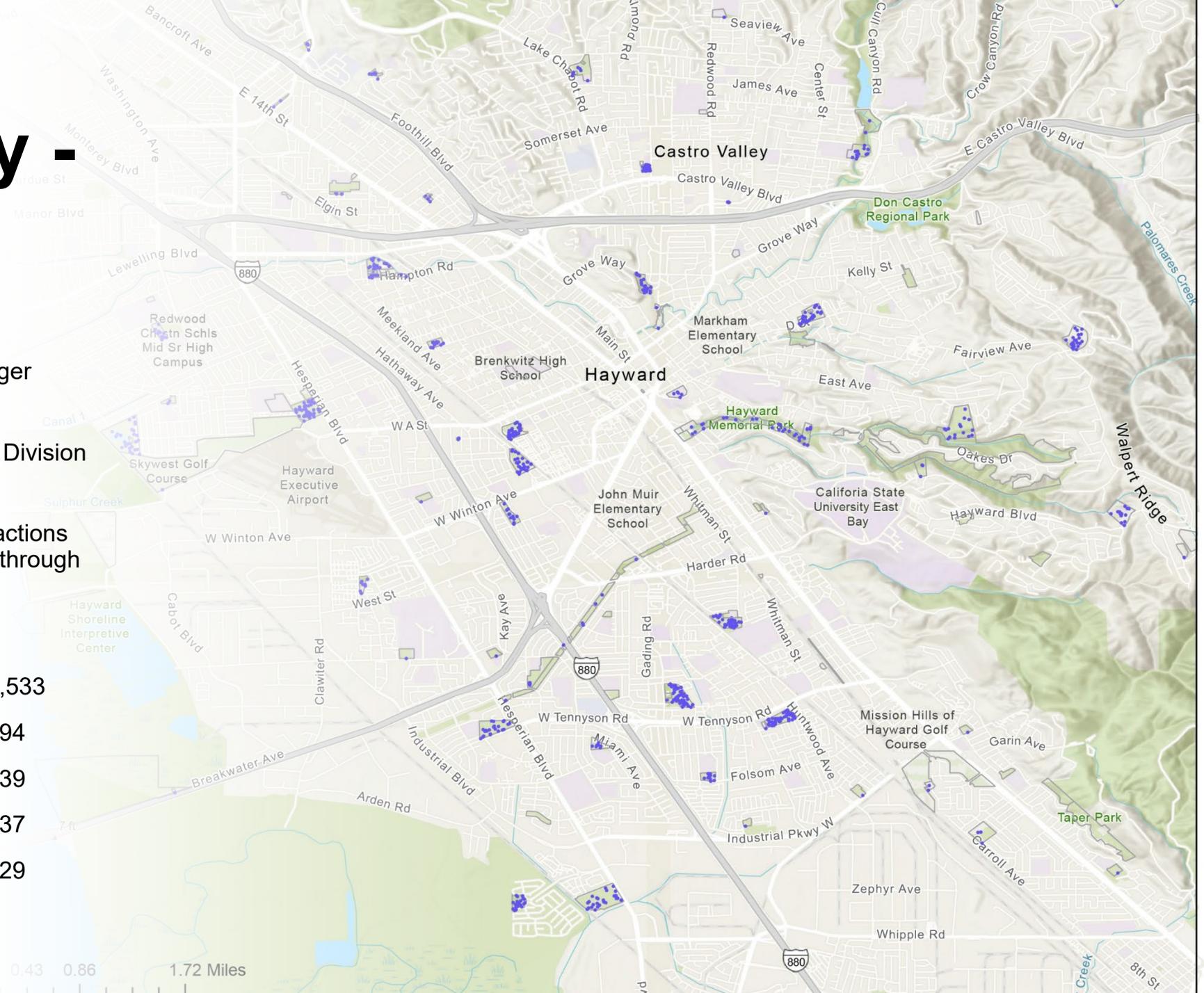
# Public Safety

# Public Safety - Interactions

H.A.R.D. public safety rangers, track ranger interactions with the public

- In 2023 – H.A.R.D. The Public Safety Division had recorded 7,505 interactions
- The most significant number of Interactions occur during summer months – May through August – with the highest in July
- Top Interactions
  - Park Hours Violations – 4,533
  - Pets Shall be Restrained – 894
  - Smoking Prohibited – 439
  - Camping and Lodging – 437
  - Alcohol Prohibited – 229

0.43 0.86 1.72 Miles



# Park Safety – High Interaction Parks

High-interaction parks were spread out throughout the District.

- Though a vast majority of Interactions occur in the City of Hayward, Parks
  - 62% of all Interactions occurred in Hayward Parks – though 64% of total visitors were to Hayward Parks
  - Interactions per Census Designated Places matched visitors per CDP Parks
    - More Interactions related to more people using the park

Park/Facility	Interactions	People Adjusted	Number of Users
Weekes Park	519	1410	50,378
Tennyson Park	440	1319	107,381
Kennedy Park	429	1598	326,228
Sorensdale Park	345	1051	36,619
Adobe Park	333	1912	39,388
Hayward Plunge Greenway Trail	315	701	9,963
Centennial Park	293	1006	49,851
Meek Estate Park	289	750	100,748
San Lorenzo Community Park	288	1414	328,065
Cannery Park	282	937	72,263
Alden E. Oliver Sports Park	258	2773	687,398



# Park Safety – Top Interactions

- Park Hour Violations (4,533)
  - Kennedy Park – 257
  - Adobe Park – 232
  - Centennial Park – 209
  - Alden Oliver – 205
  - Eden Shores – 203
- Pets Restrained (894)
  - Sorensdale – 56
  - San Felipe – 50
  - Eden Greenway – 48
  - Tennyson Park – 42
  - Meek Estate Park – 40



- Camping Lodging (437)
  - Weeks Park – 170
  - Hayward Plunge Greenway – 41
  - Cannery Park – 35
  - Centennial Park – 21
  - Birchfield Park – 20
  - Tennyson Park – 20
- Alcohol Prohibited w/out Permit (229)
  - Tennyson – 170
  - Weekes – 17
  - Sorensdale Park – 13
  - Kennedy Park – 10
  - San Lorenzo Community Park – 8

# Conclusion

The District has invested heavily in qualitative and quantitative data collection and analysis

These data points in addition to the development of the District-wide Needs Assessment and Survey collection, will give staff an ever-expanding idea of our role and future in the community

# Questions?

