



# Parks, Recreation and Community Services Master Plan

City of Chino Community Services Department







# Why is the Master Plan important?

# Desired Outcomes?

- ❖ **Maximize community engagement in an extensive and innovative manner**
- ❖ **Integrate learnings from our work with best practice agencies nation-wide**
- ❖ **Ensure diversity of offerings and equity of access**
- ❖ **Shape financial sustainability through “next” practices**
- ❖ **Develop a dynamic and realistic strategic action plan**

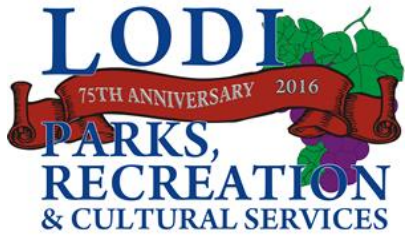




# The Team













# The Process

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## Where Are We Today?

- Park and facility review
- User fees analysis
- Programs and services assessments
- Levels of service standards
- GIS mapping
- Partnership Review

## Where Are We Going Tomorrow?

- Community engagement needs analysis
- Statistically-valid survey
- Demographics & recreation trends analysis review
- Staffing and maintenance review
- Land planning, park planning, and park refurbishment

## How Do We Get There?

- Needs prioritization
- Capital development planning
- Financial planning
- Funding and revenue planning
- Strategic action plan implementation

# Outreach





**We Must Go Where The People Are**

**- Our Fundamental Community Input Philosophy**





[www.ChinoCreatesCommunity.com](http://www.ChinoCreatesCommunity.com)



# Outcomes

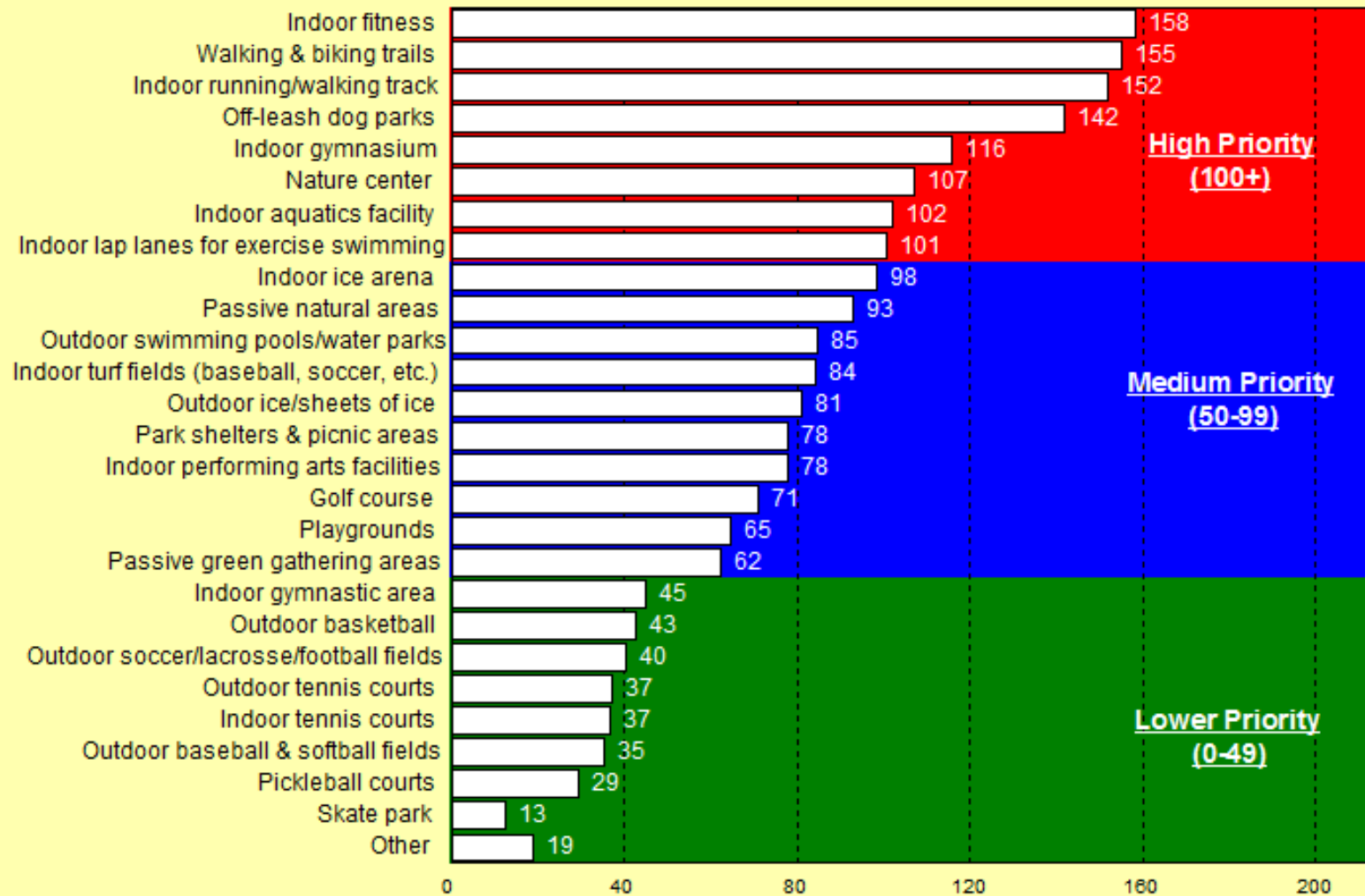


CITY OF CHENO  
NEIGHBORHOOD ACTIVITY CENTER  
OPEN GYM RULES

- No gun, tool, or drink allowed in gym
- Proper shoes and shorts must be worn at all times
- All participants must check in at the front desk
- No club drinking
- No foul language is allowed
- No steroids
- All games are 17 points, or 18 minutes, whichever occurs first
- In the event of a tie shot for possession, most baskets wins

LET'S START PLAYING TODAY! THE FINAL DECISION IS ON ALL SIDES

# Top Priorities for Investment for All Recreation Facilities Based on the Priority Investment Rating



Source: ETC Institute (2016)



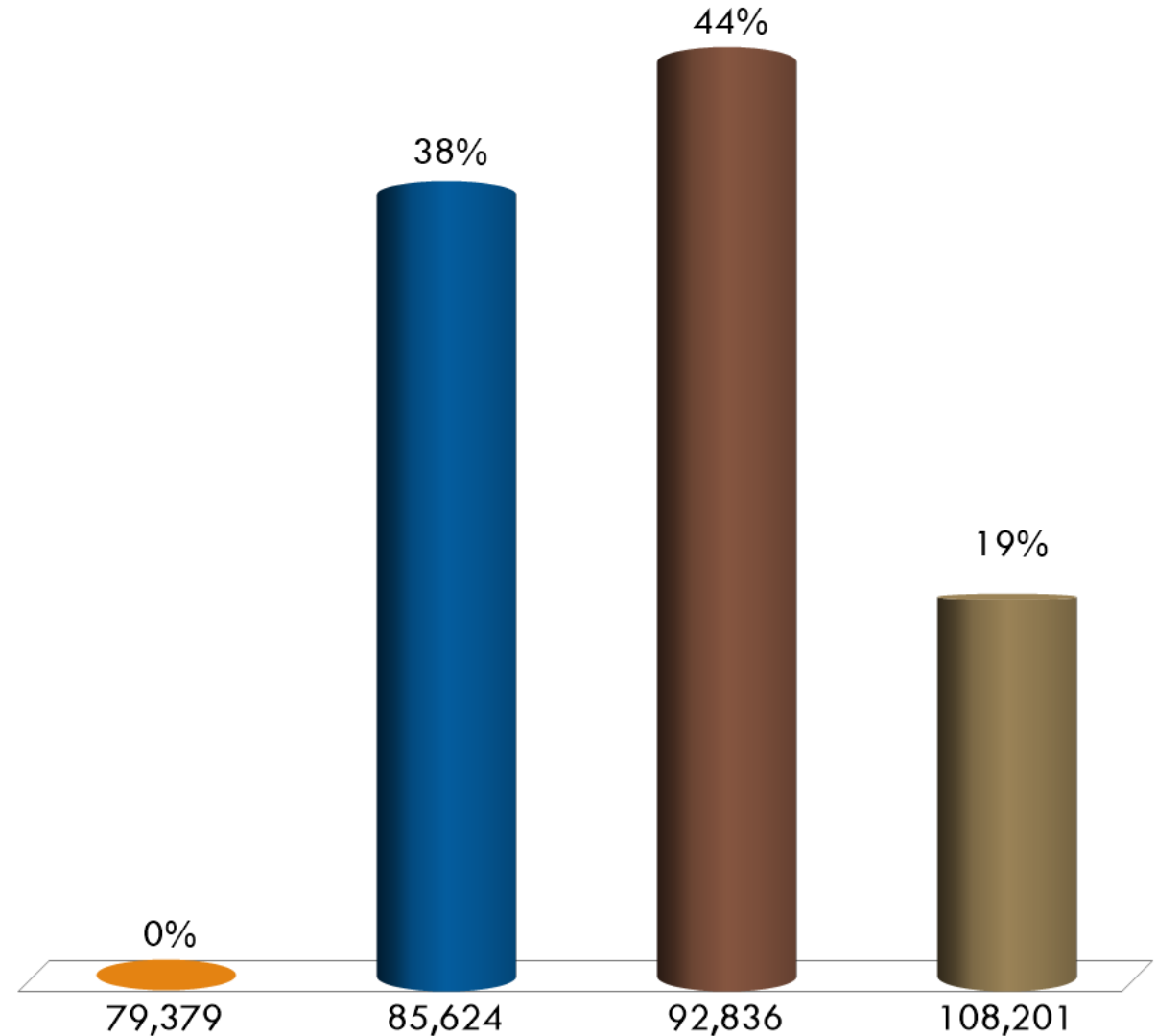


# Demographics & Trends

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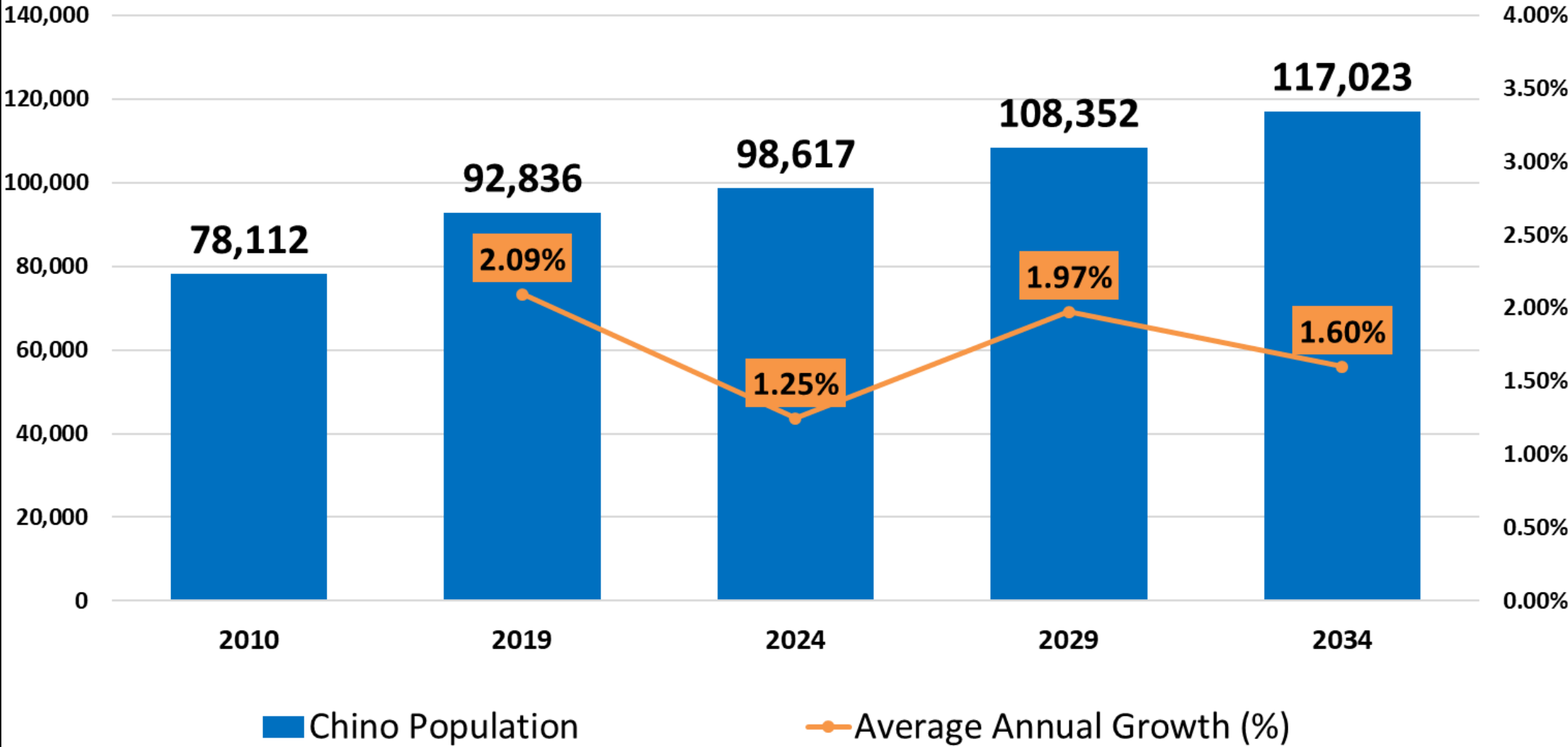
# What is the estimated current population?

- A. 79,379
- B. 85,624
- ✓ C. 92,836
- D. 108,201



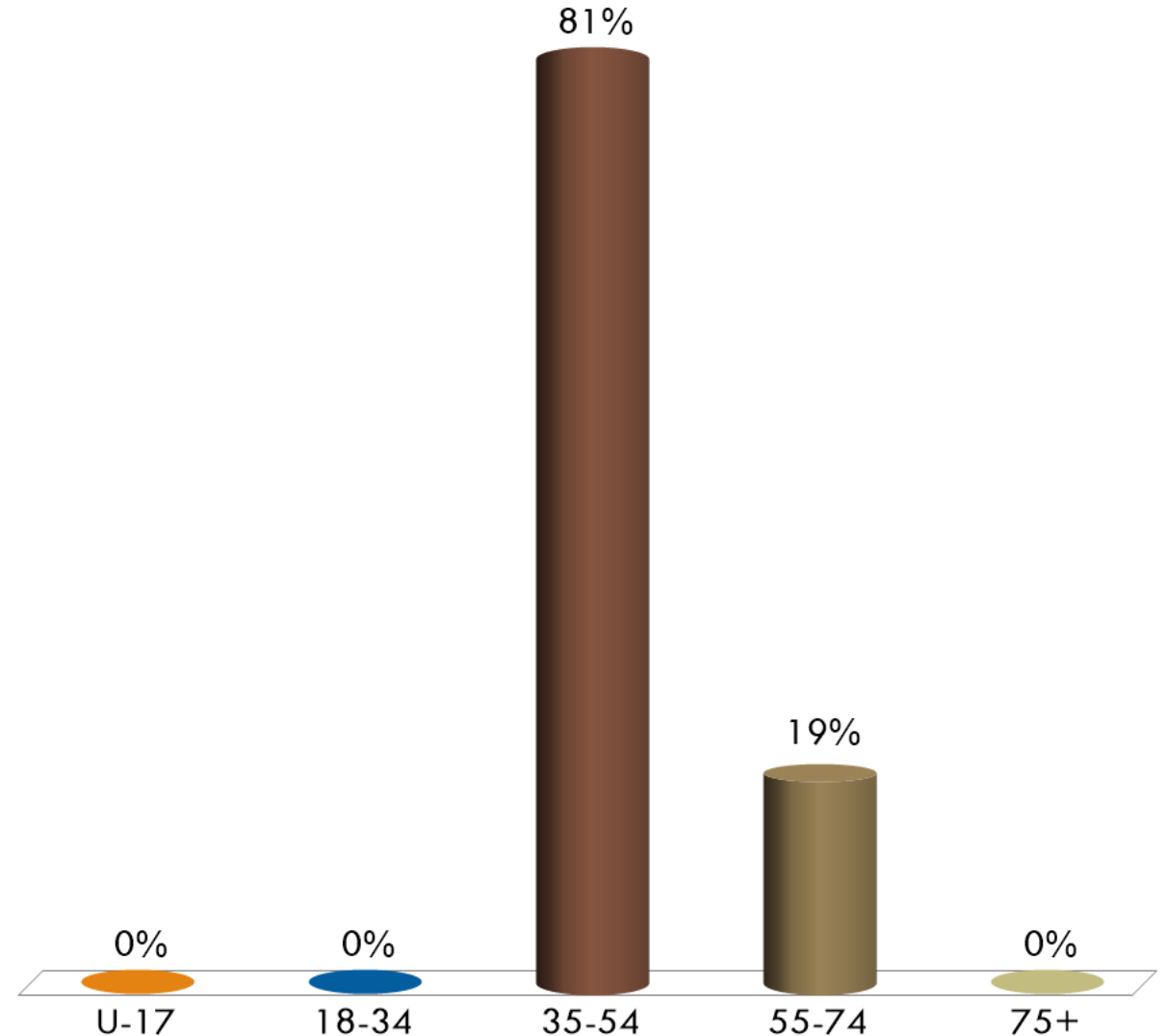


# Total Population / Average Annual Growth



# What is the largest age segment in China?

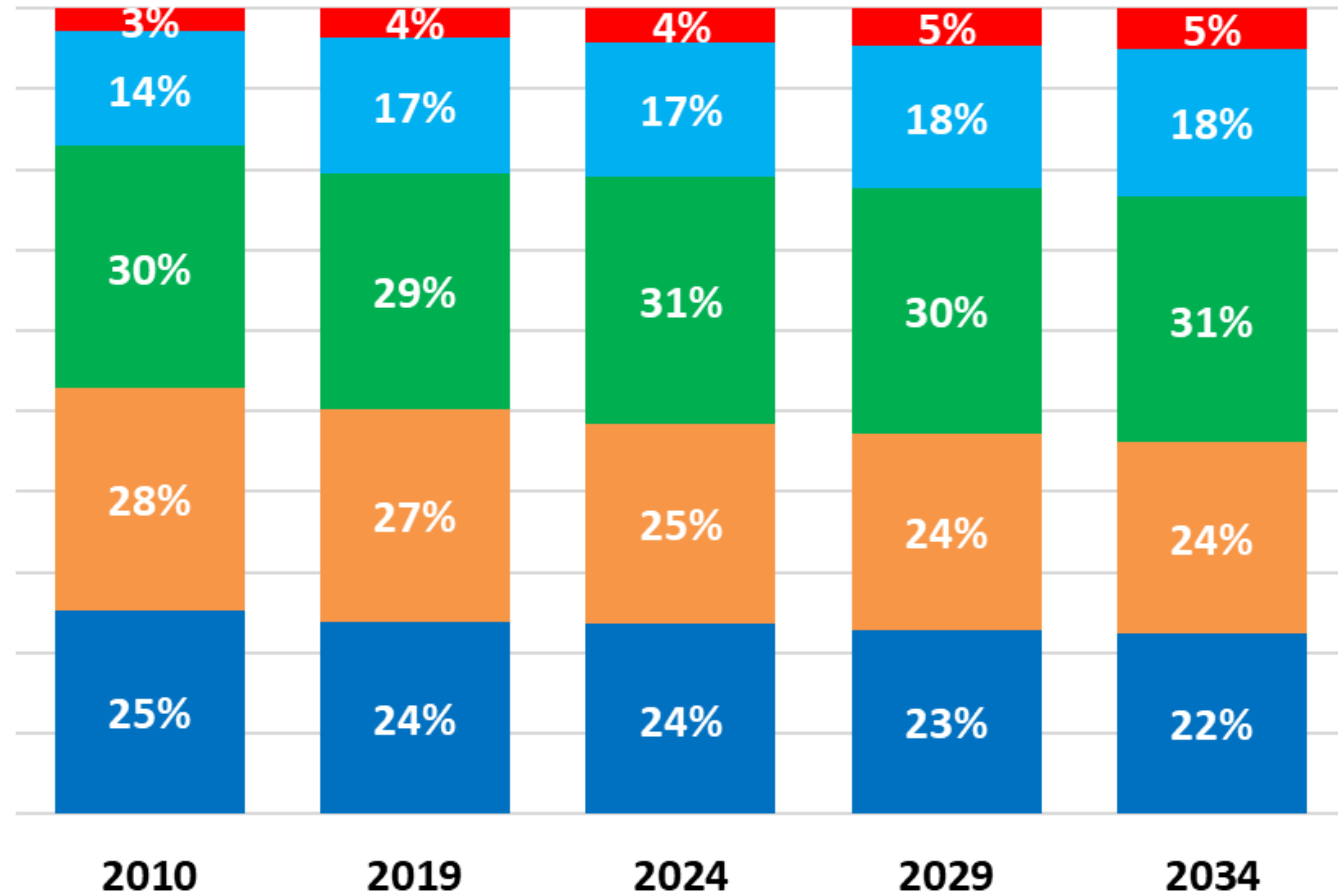
- A. U-17
- B. 18-34
- ✓ C. 35-54
- D. 55-74
- E. 75+





# Population by Age Segment

■ 0-17    ■ 18-34    ■ 35-54    ■ 55-74    ■ 75+



Chino

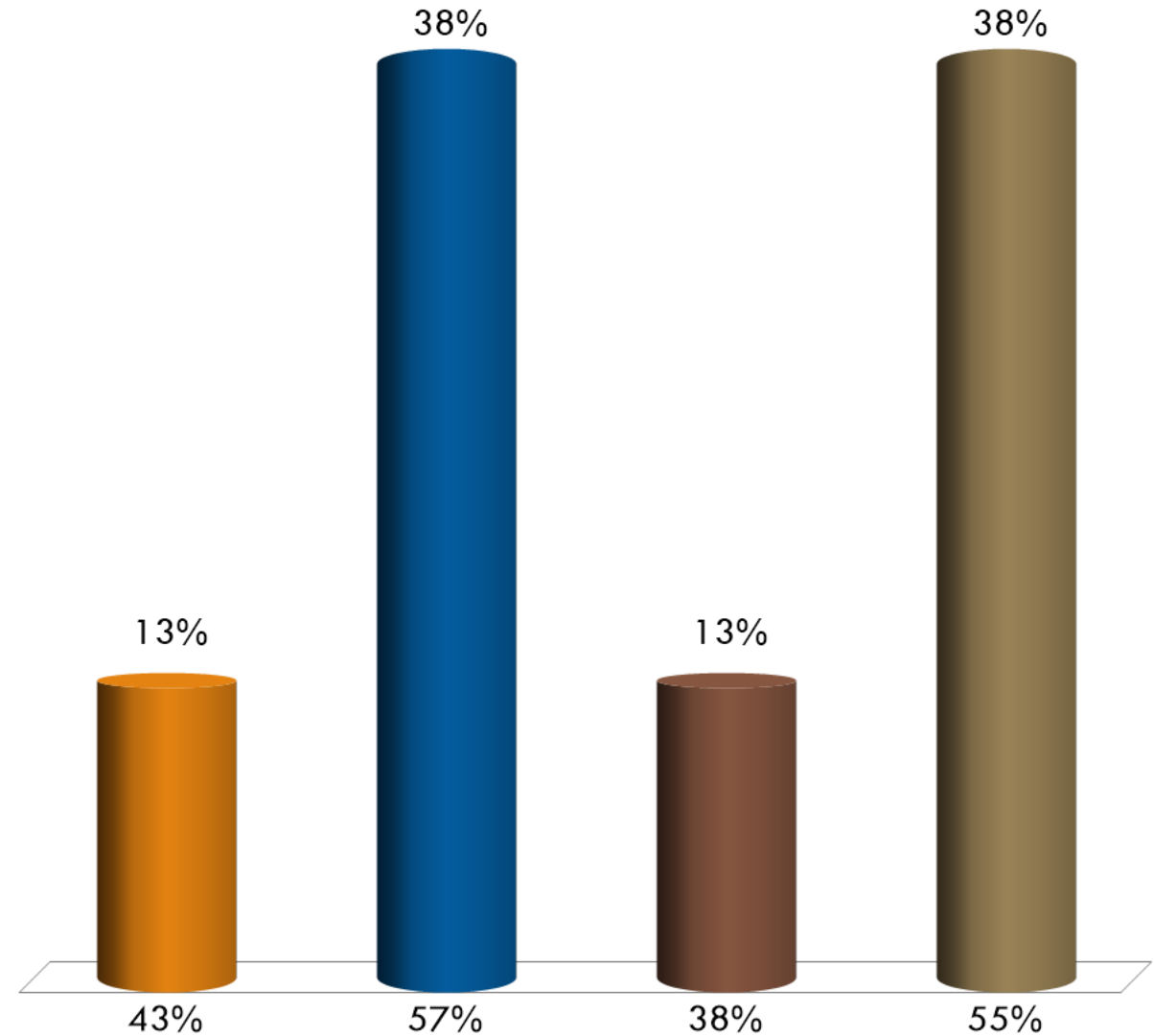
# What percent of the population is Hispanic / Latino?

A. 43%

✓ B. 57%

C. 38%

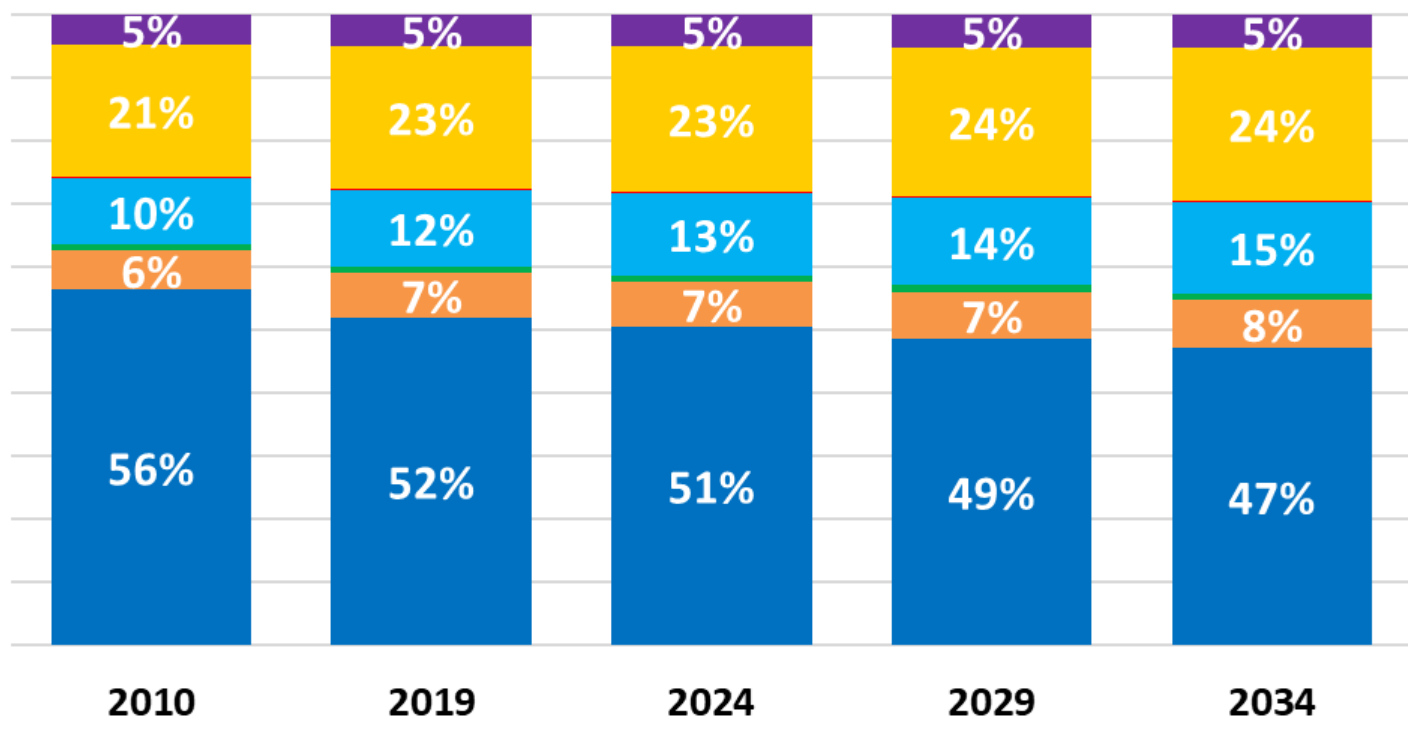
D. 55%





## Population by Race

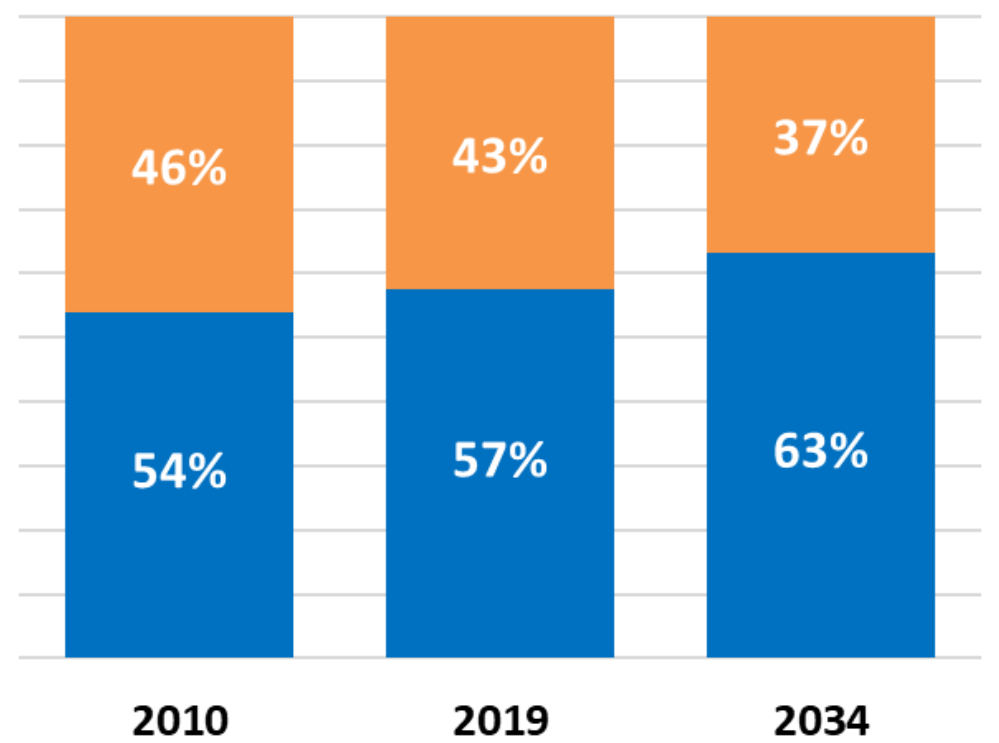
- White Alone
- Black Alone
- American Indian
- Asian
- Pacific Islander
- Some Other Race
- Two or More Races



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## Hispanic / Latino Population

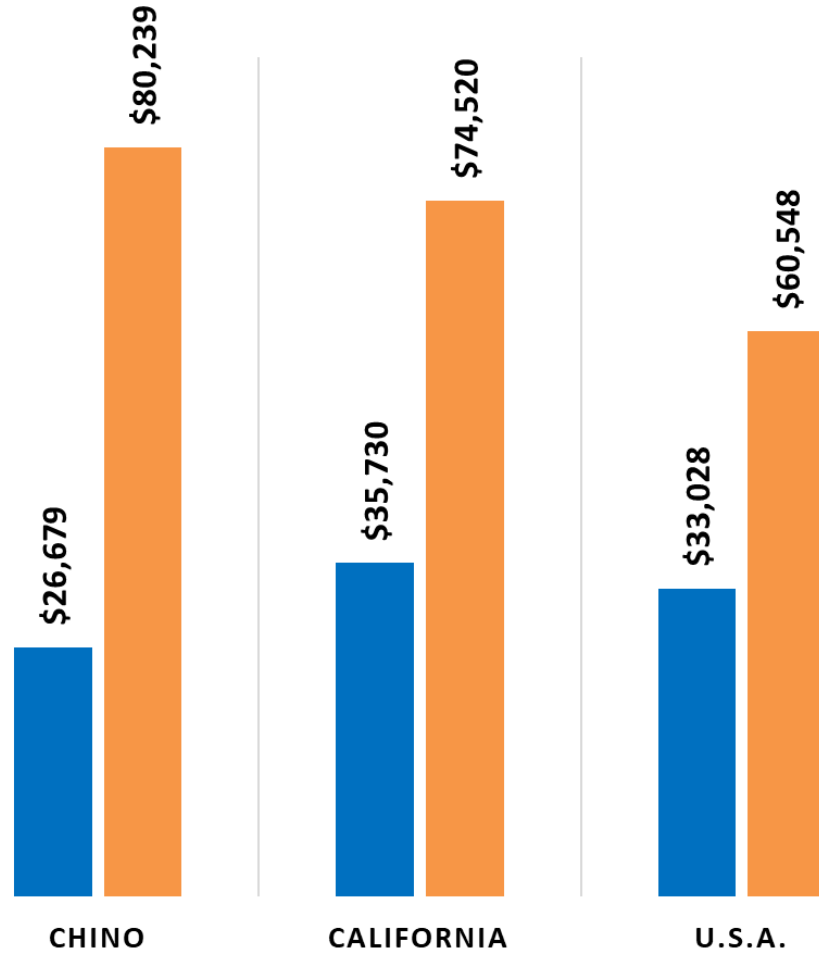
- All Others
- Hispanic / Latino Origin (any race)



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# Income Characteristics

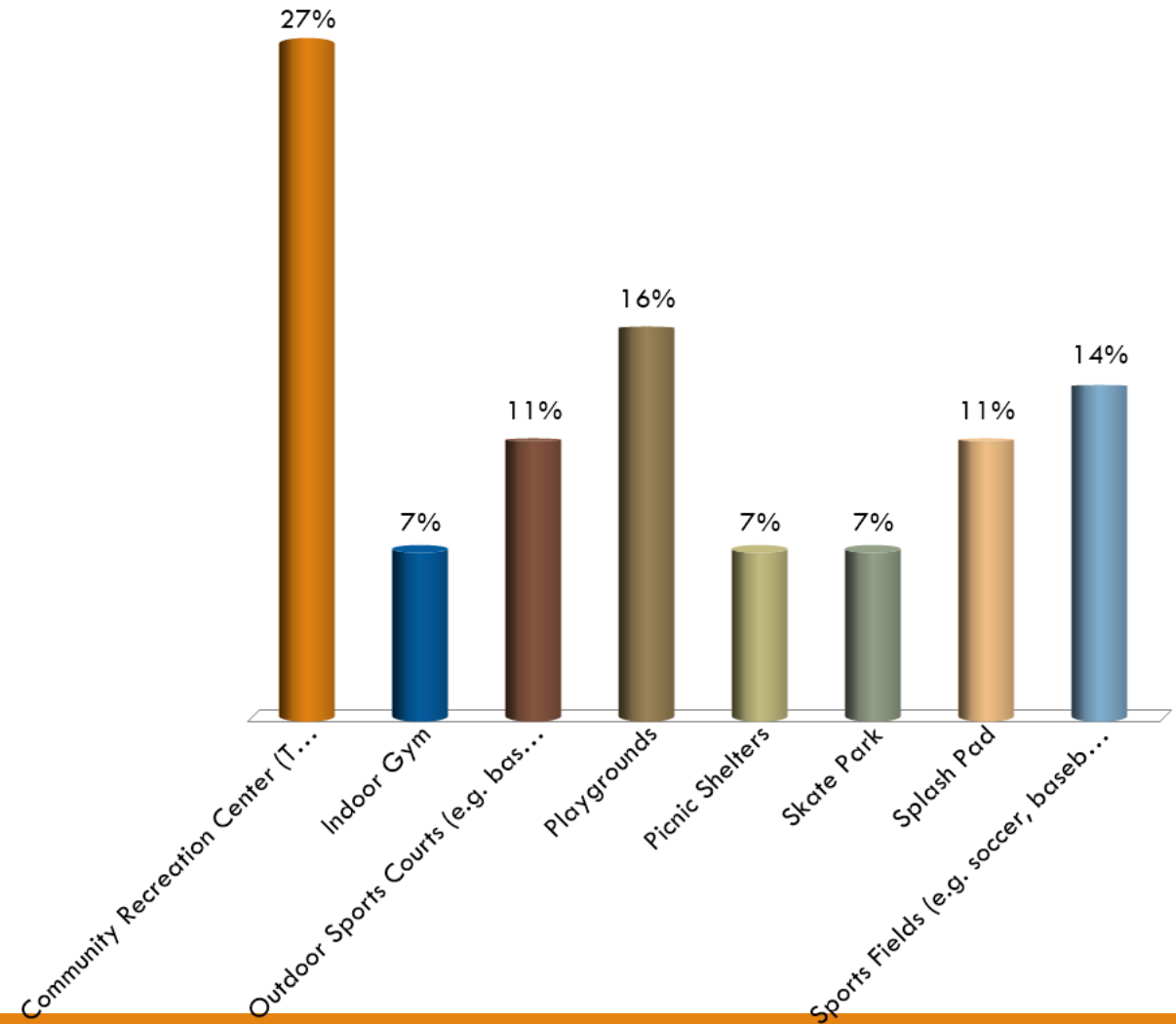
■ Per Capita Income    ■ Median Household Income





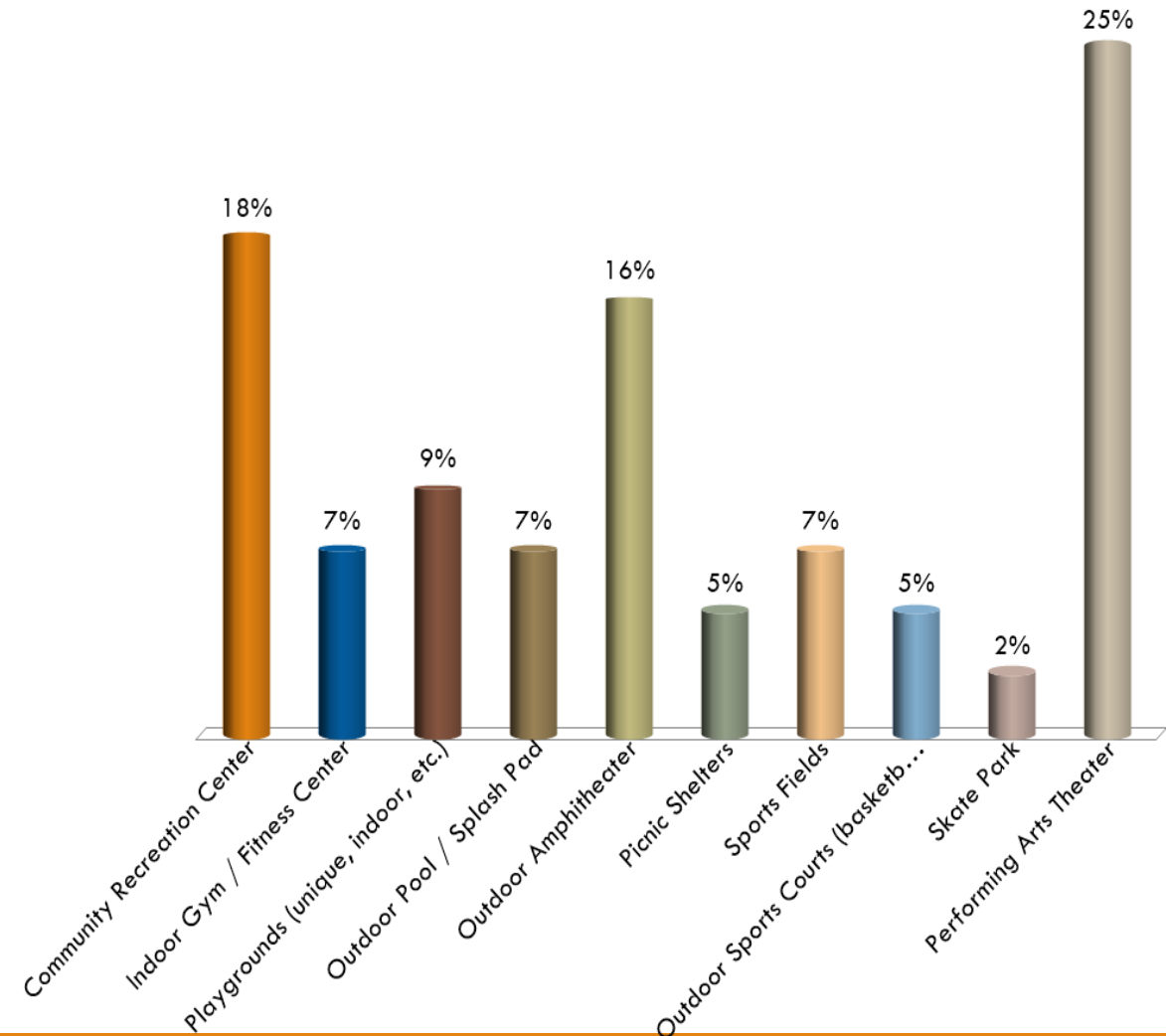
# Choose the Top 3 Existing Facilities / Amenities You Want the City to Provide More of?

- A.** Community Recreation Center (Teen Center, 7<sup>th</sup> Street Theater, museums, etc.)
- B.** Indoor Gym
- C.** Outdoor Sports Courts (e.g. basketball, tennis, pickleball, handball court, etc.)
- D.** Playgrounds
- E.** Picnic Shelters
- F.** Skate Park
- G.** Splash Pad
- H.** Sports Fields (e.g. soccer, baseball, softball, etc.)



# Choose the Top 3 NEW Facilities/Amenities You Want the City to Provide?

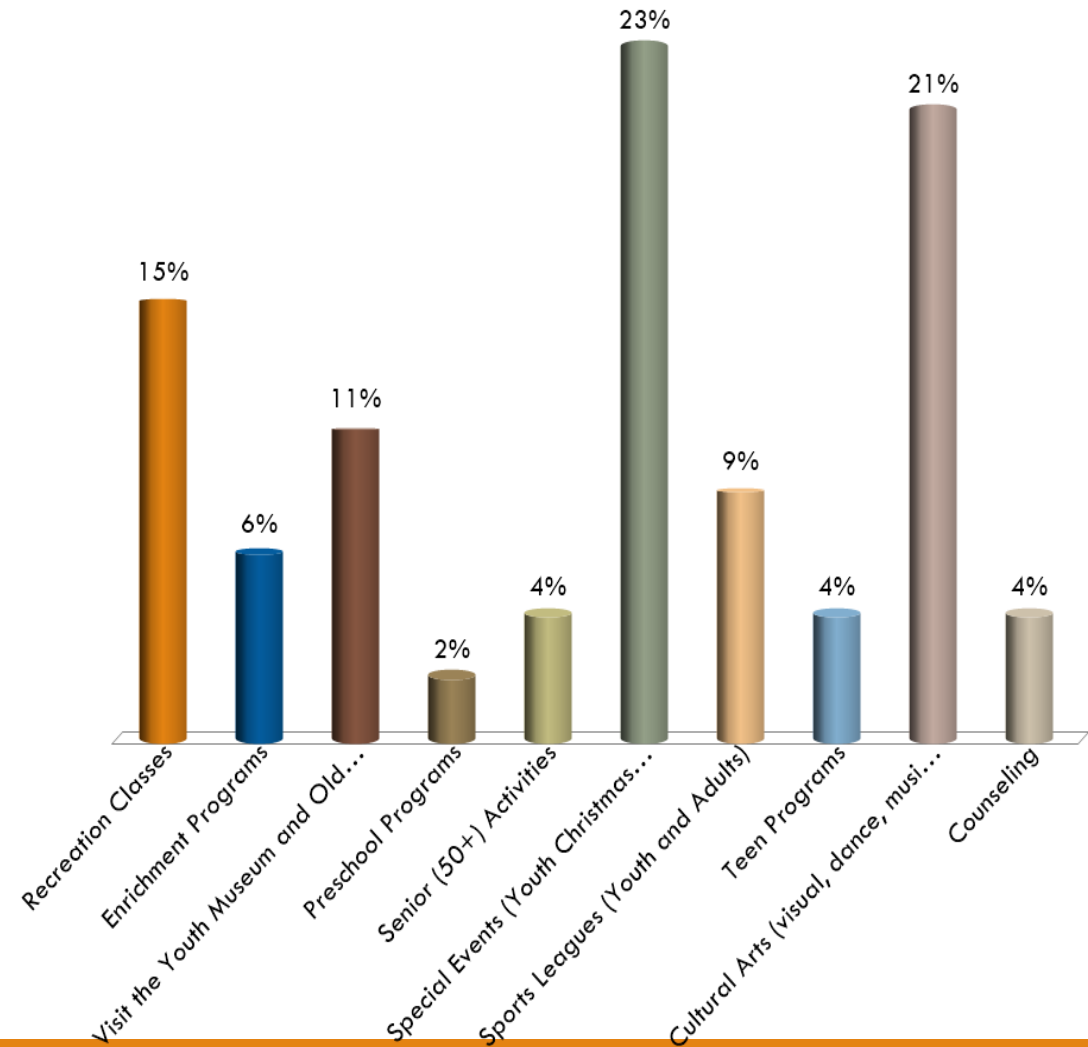
- A. Community Recreation Center
- B. Indoor Gym / Fitness Center
- C. Playgrounds (unique, indoor, etc.)
- D. Outdoor Pool / Splash Pad
- E. Outdoor Amphitheater
- F. Picnic Shelters
- G. Sports Fields
- H. Outdoor Sports Courts (basketball, tennis, pickleball, etc.)
- I. Skate Park
- J. Performing Arts Theater





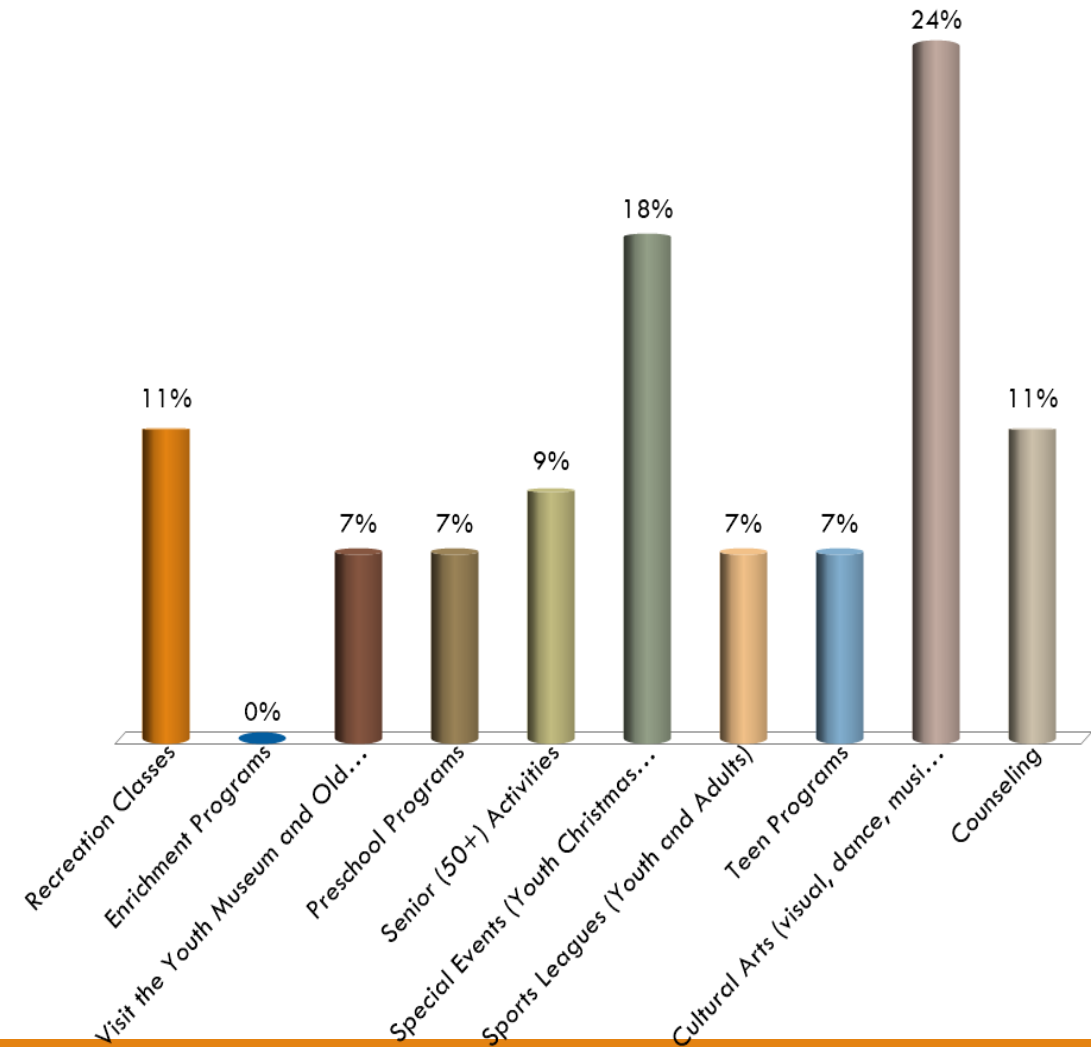
# Choose the Top 3 Programs You Participate in the Most?

- A. Recreation Classes
- B. Enrichment Programs
- C. Visit the Youth Museum and Old School House Museum
- D. Preschool Programs
- E. Senior (50+) Activities
- F. Special Events (Youth Christmas Parade, Fireworks Spectacular, Halloween Spooktacular, etc.)
- G. Sports Leagues (Youth and Adults)
- H. Teen Programs
- I. Cultural Arts (visual, dance, music, theater)
- J. Counseling



# Choose the Top 3 Existing Programs You Want the City to Provide More of?

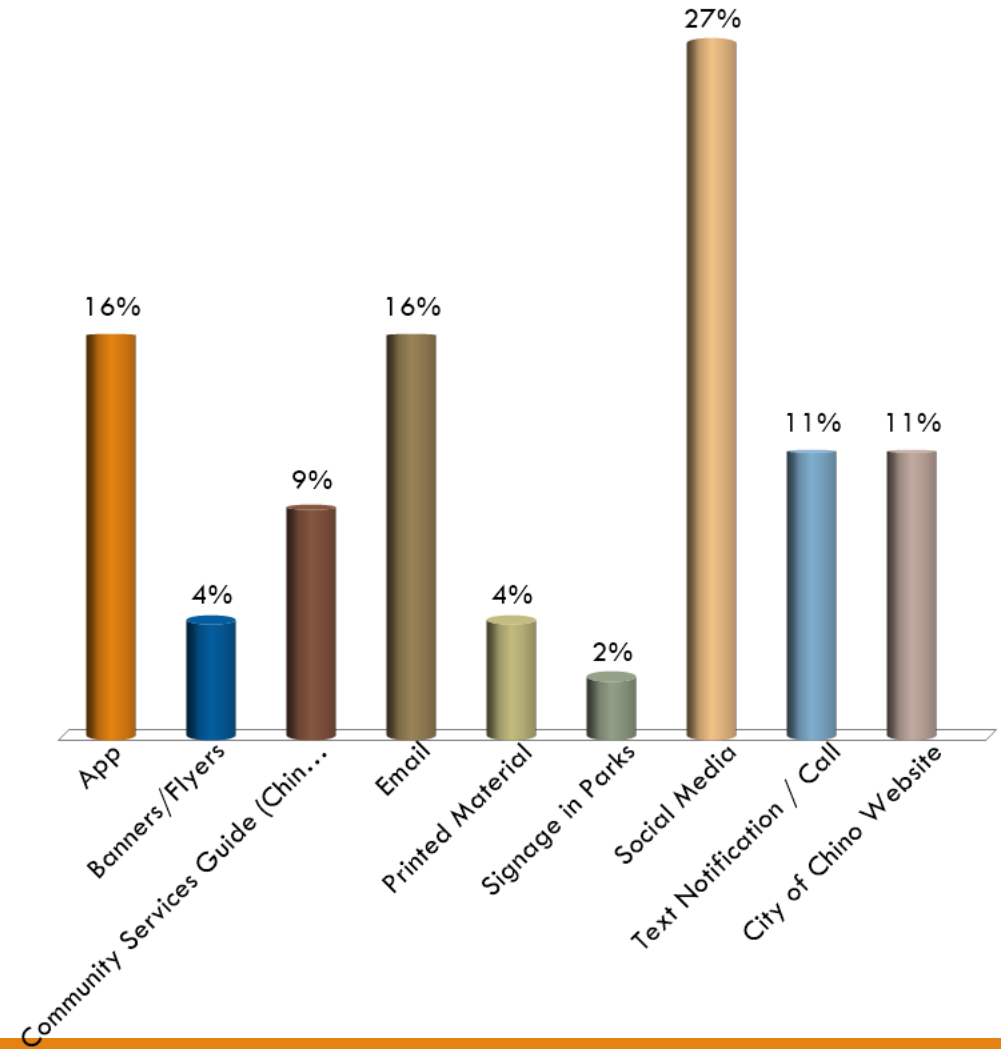
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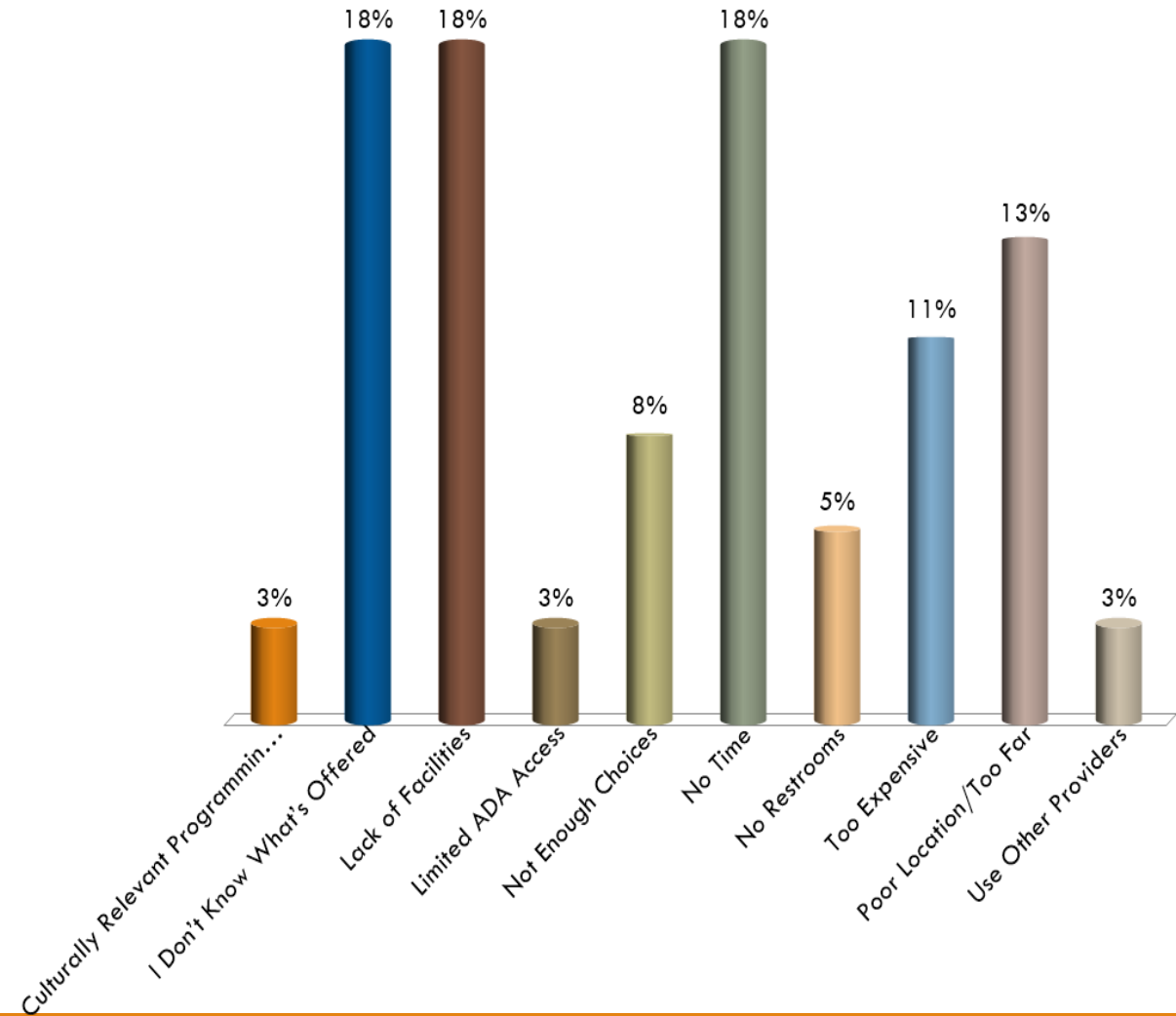
# Choose Your Top 3 Preferred Means of Communication from the City?

- A. App
- B. Banners/Flyers
- C. Community Services Guide (Chino Connection)
- D. Email
- E. Printed Material
- F. Signage in Parks
- G. Social Media
- H. Text Notification / Call
- I. City of Chino Website



# Choose the Top 3 Barriers That Prevent You From Participating More in the City's Offerings?

- A. Culturally Relevant Programming / Language Barrier
- B. I Don't Know What's Offered
- C. Lack of Facilities
- D. Limited ADA Access
- E. Not Enough Choices
- F. No Time
- G. No Restrooms
- H. Too Expensive
- I. Poor Location/Too Far
- J. Use Other Providers





# Strengths

# Opportunities for Improvement

**#1 Priority**



**QUESTIONS?**