



# Jurupa Area Recreation and Park District (JARPD) Master Plan

Findings Presentation



January 10 and 11, 2024

**BUILD  
THE PLAN  
GROW OUR  
FUTURE**

We Want  
Your  
Input!



No  
Decisions  
Have Been  
Made.



# Vision for the Comprehensive Parks, Recreation, and Community Services Master Plan

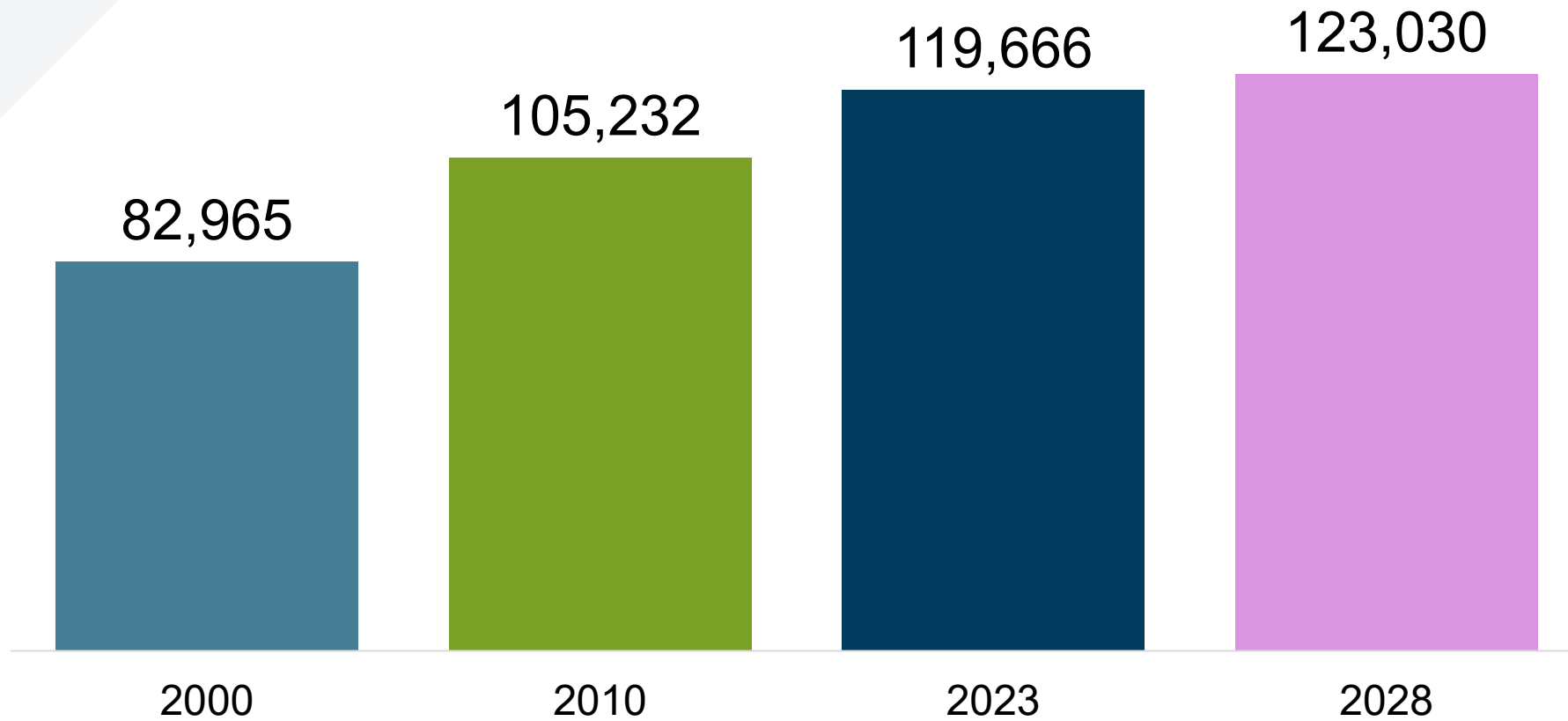
*Create a clear vision, action plan, and financial strategy  
for the JARPD through 2030.*

- ▲ Park and facility inventory and assessment
- ▲ Community needs survey
- ▲ Recreation facilities and programs service levels assessment and recommendations
- ▲ Operations and maintenance plan
- ▲ District policy review
- ▲ General Plan updates
- ▲ Financial strategy plan



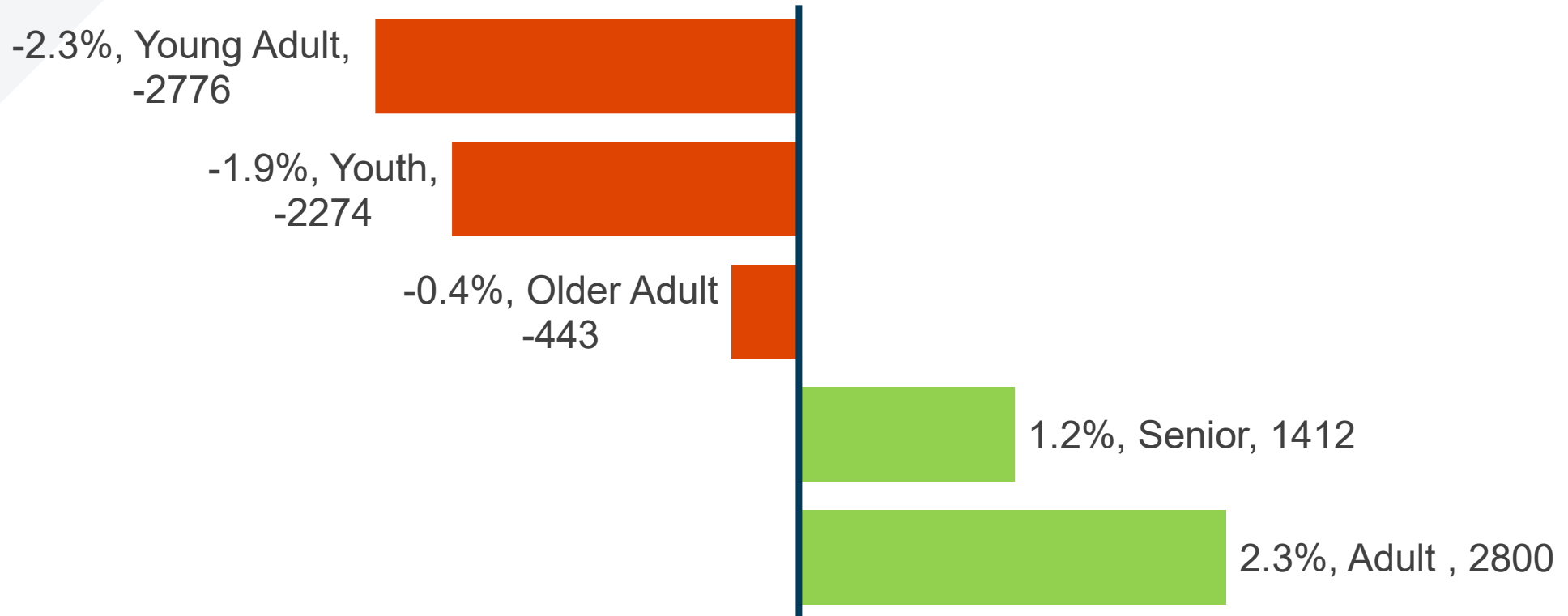
# JARPD Community Profile

Projected population Growth 2000 to 2028



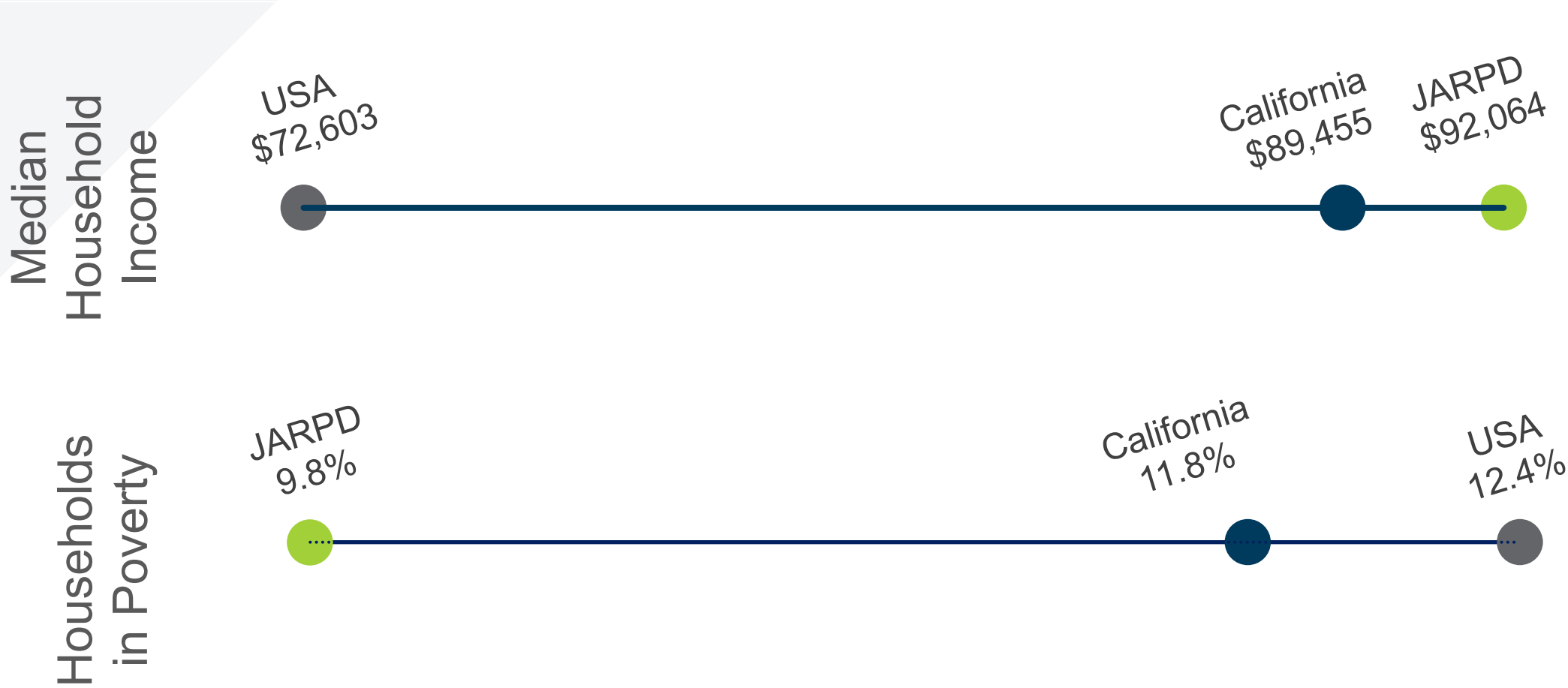
# JARPD Community Profile

Age Distribution Change Projected by 2028



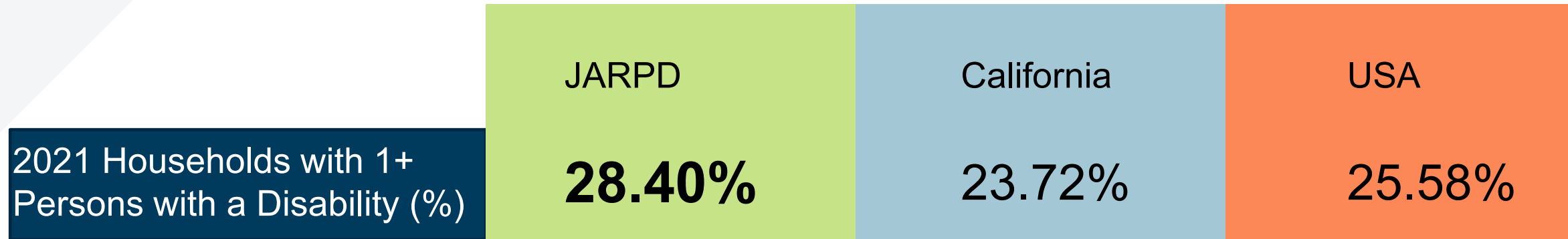
# JARPD Community Profile

## Household Characteristics



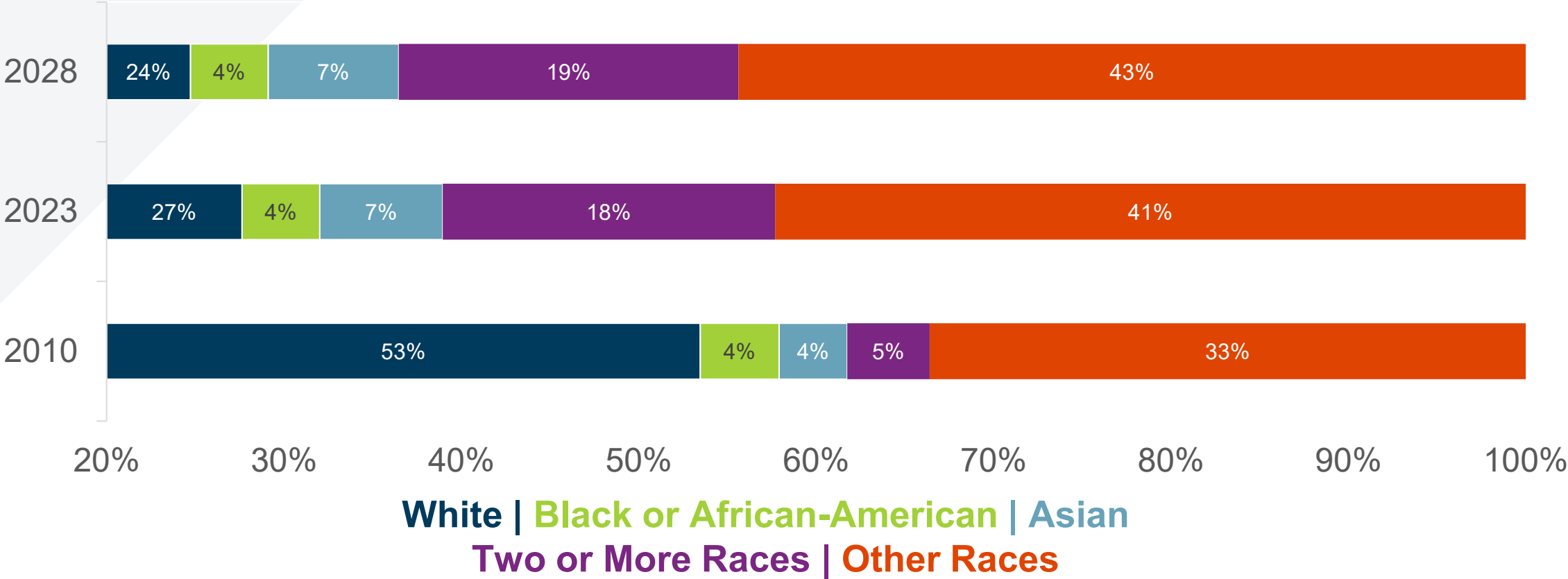
# JARPD Community Profile

Households with Individuals with Disabilities



# JARPD Community Profile

Race 2010-2028

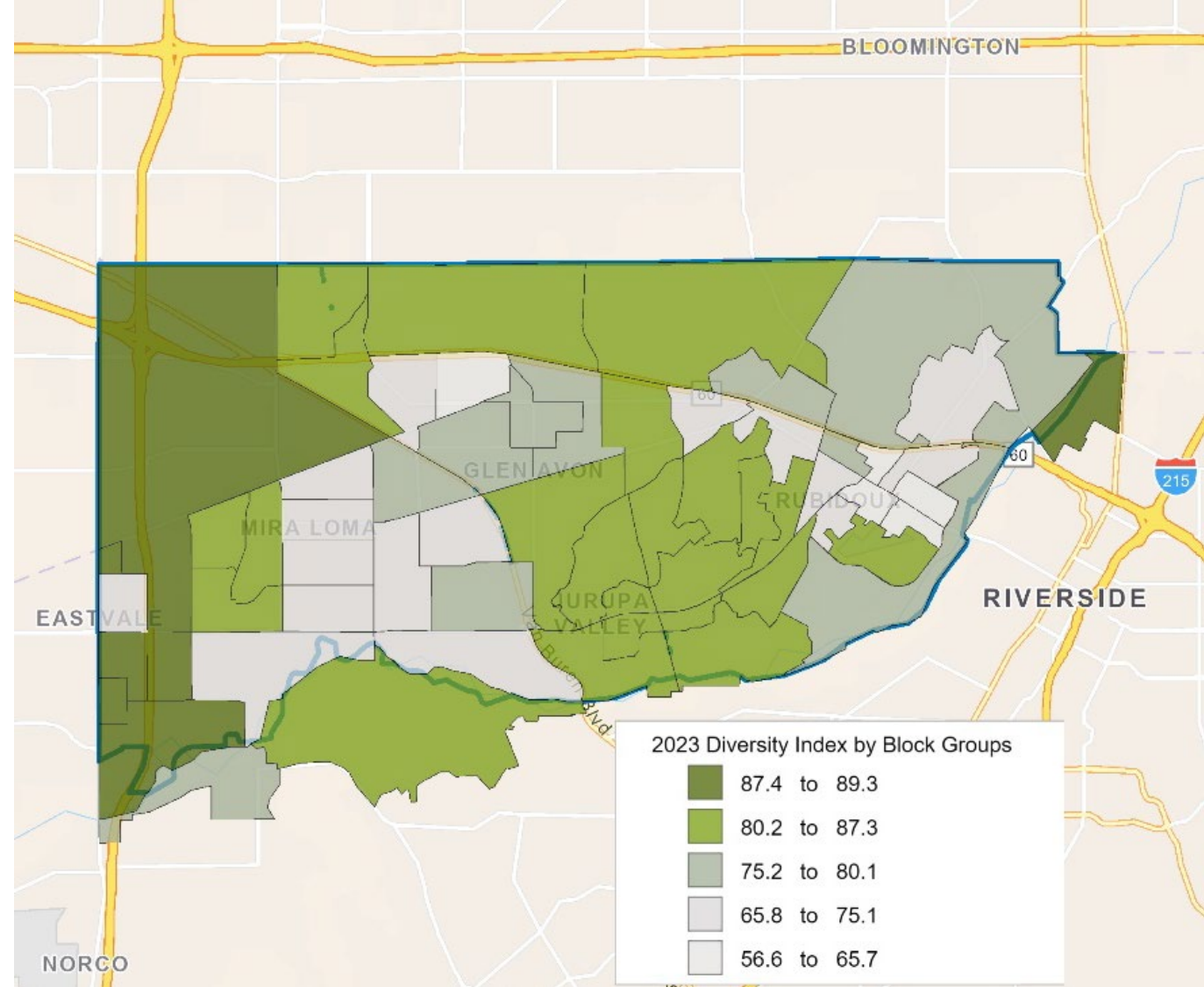




# JARPD Community Profile

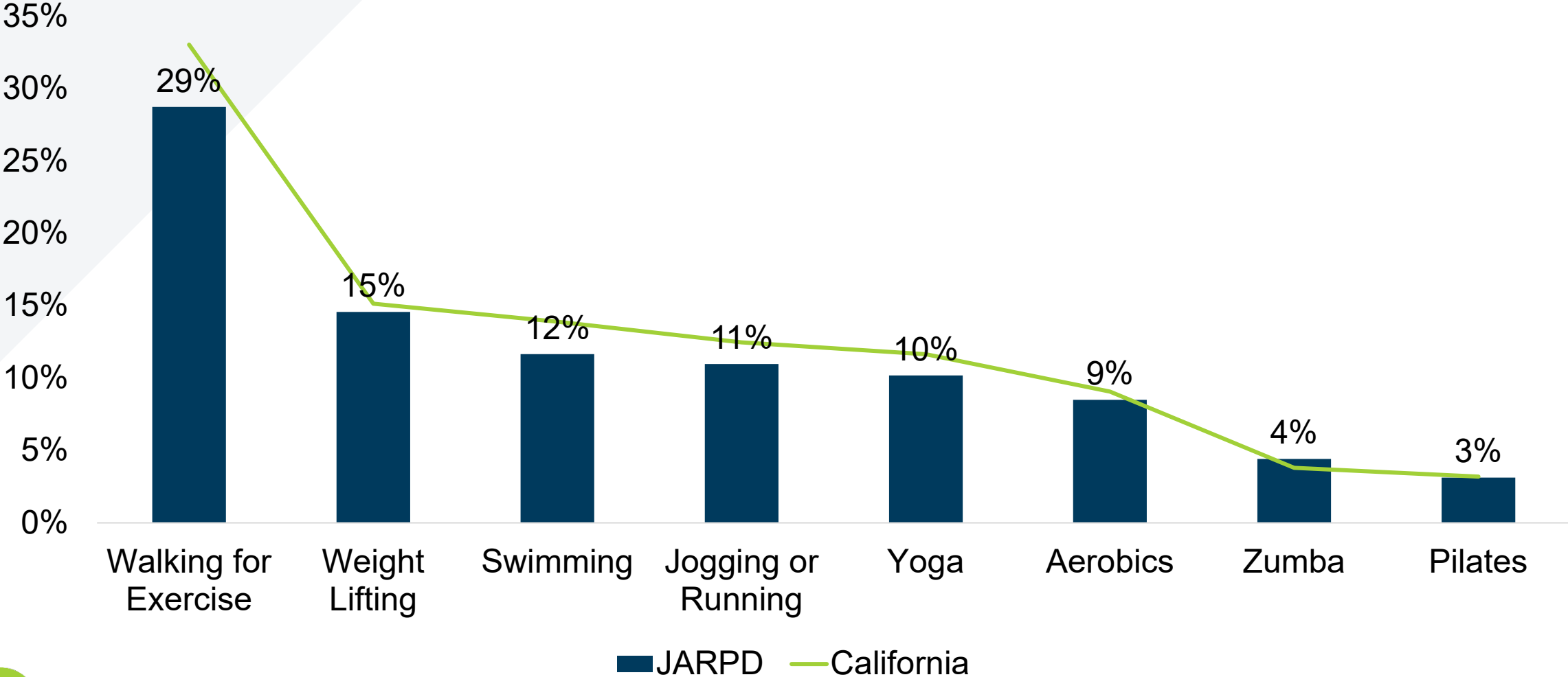
## The District is becoming more diverse

- ▶ According to the American Community Survey, Spanish-speaking residents mostly reside in the far western part of the district
- ▶ From 2010 to 2028, white population is projected to decrease from 53% to 24%
- ▶ Hispanic population, regardless of race, is projected to increase from 64% to 71% from 2010 to 2028



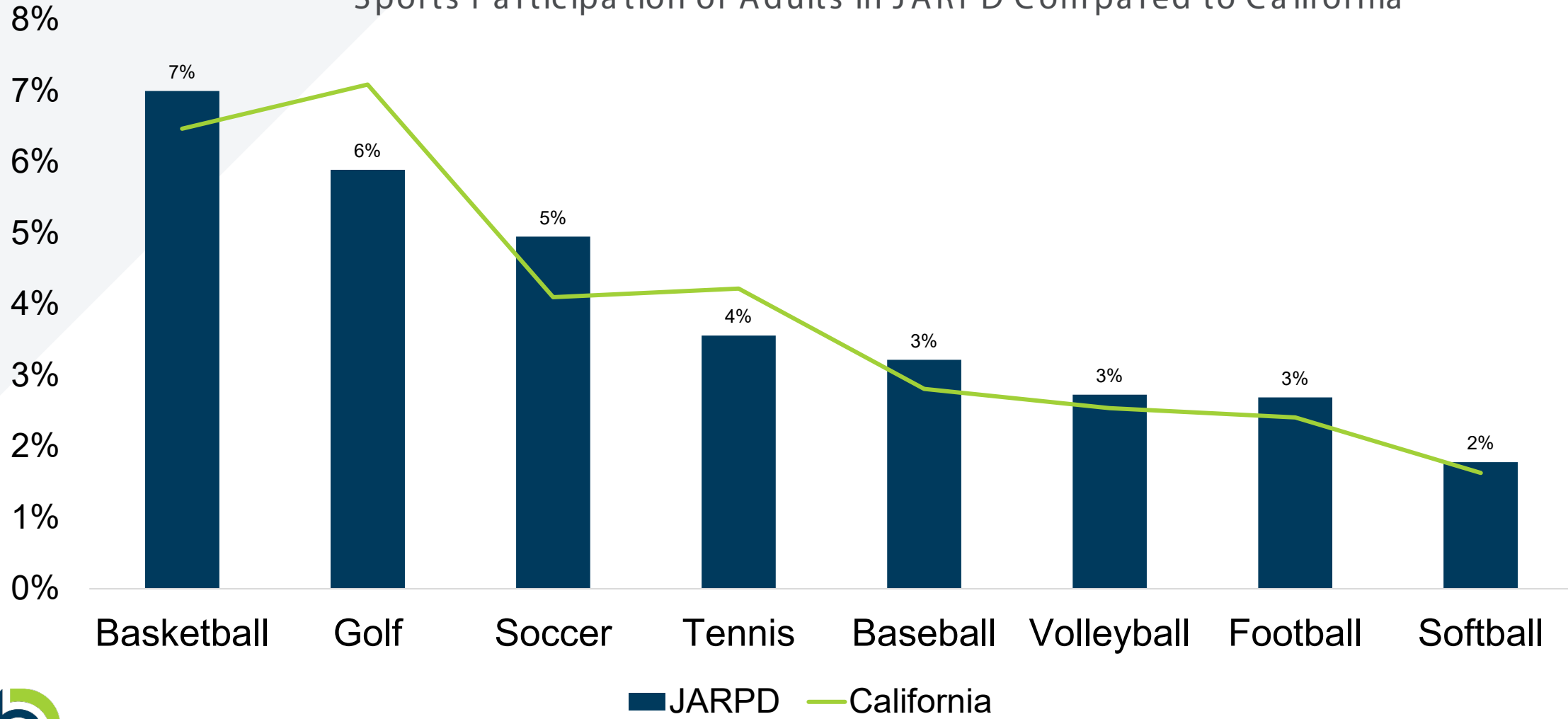
# Sports and Fitness Local Participation Estimates

Fitness Activity Participation of Adults in JARPD Compared to California



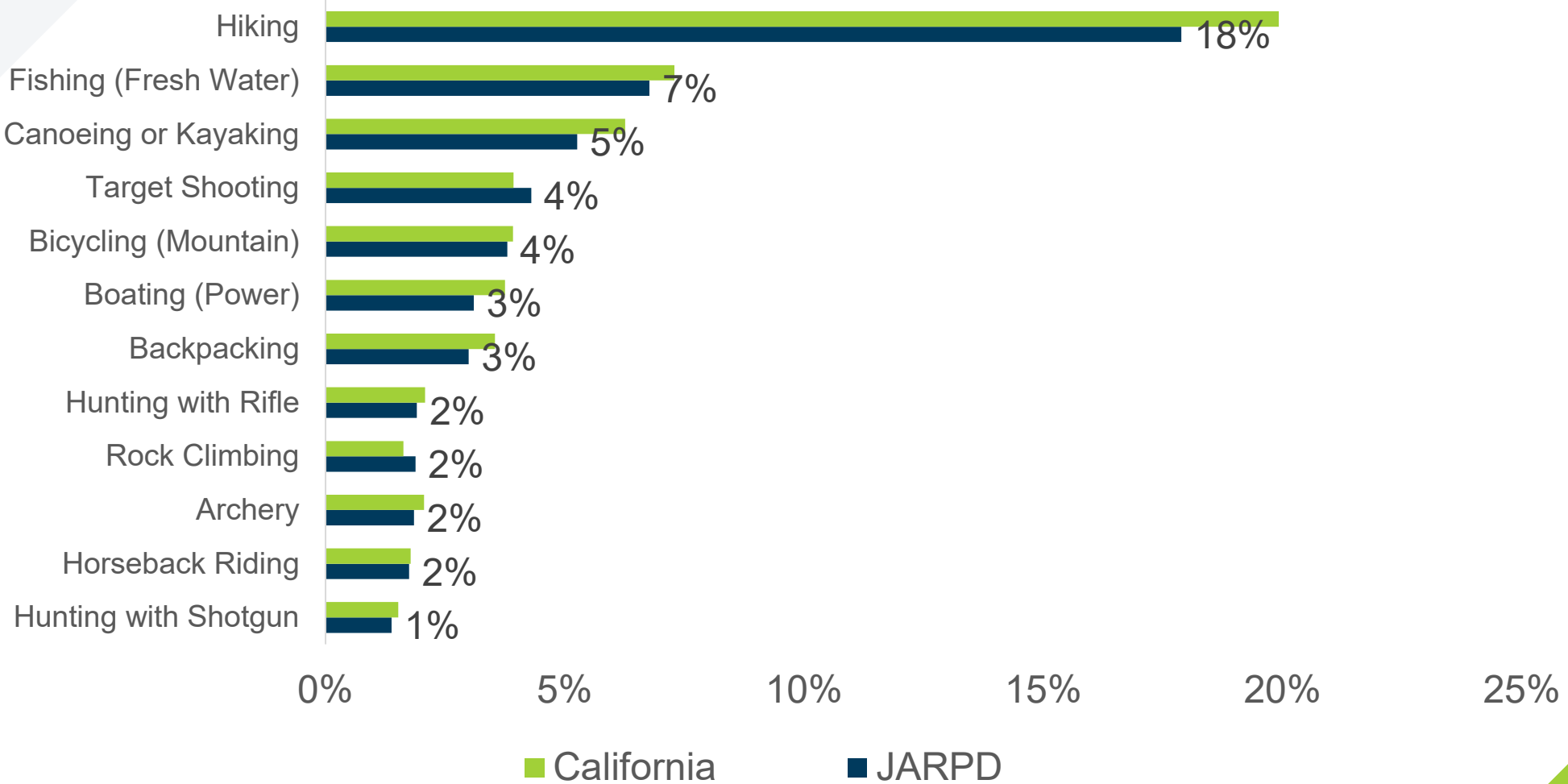
# Sports and Fitness Local Participation Estimates

Sports Participation of Adults in JARPD Compared to California



# Sports and Fitness Local Participation Estimates

Outdoor Recreation Participation of Adults in JARPD Compared to California





# Public Engagement - A Mixed Method Approach



shot on motorola edge 5G uw (2021)

photo by jeff

# Public Engagement Participation

Internal Staff SWOT  
7 Participants  
(114 comments)

Social PinPoint  
6,450 site visit  
1,664 unique users

Open House  
67 Participants

Intercept Events  
479 Dots Placed on  
Dotmocracy (Story)  
Boards

Survey Responses  
552 Respondents

Stakeholder and  
Focus Groups  
29 Participants



# Public Engagement – Stakeholder Interviews and Focus Groups

Opportunities for Potential Improvement

▪ Communication about programs	6
▪ Branding	4
▪ A lack of lights restrict field use at night, reducing space for use	3
▪ Shade	3
▪ Fields and snack bar needs to be improved/Memorial Park	2
▪ Avalon Park Fields	2
▪ Completion of phase 2 for event center, and limited space	2
▪ Security with vandalism at parks, amenities, and facilities	2
▪ Billing process	2



# Public Engagement – Stakeholder Interviews and Focus Groups

Underserved Areas in the District

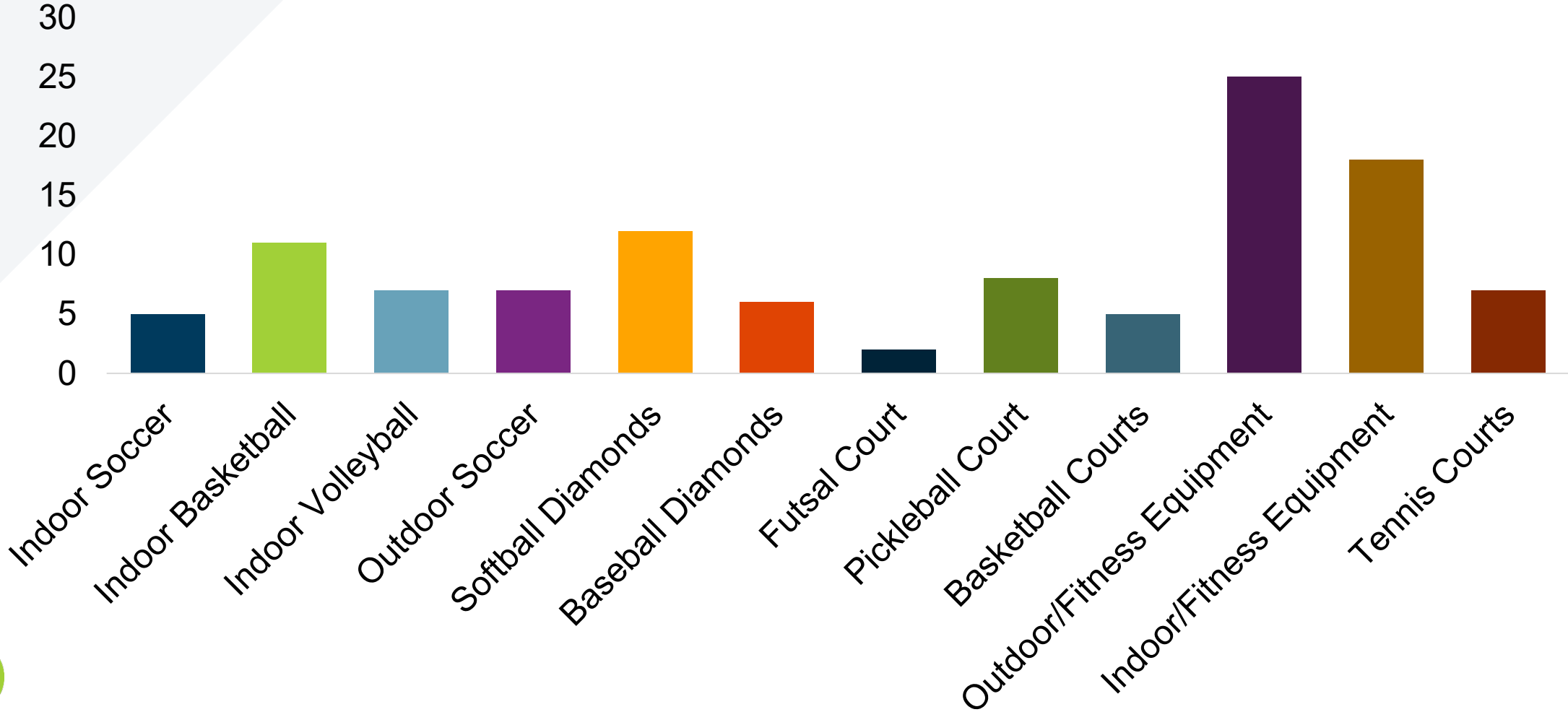
<b>Rubidoux/Paramount Estates off of Mission Blvd needs a park</b>	<b>5</b>
<b>Old Mira Loma needs a park</b>	<b>4</b>
<b>Indian Hills needs a park</b>	<b>2</b>





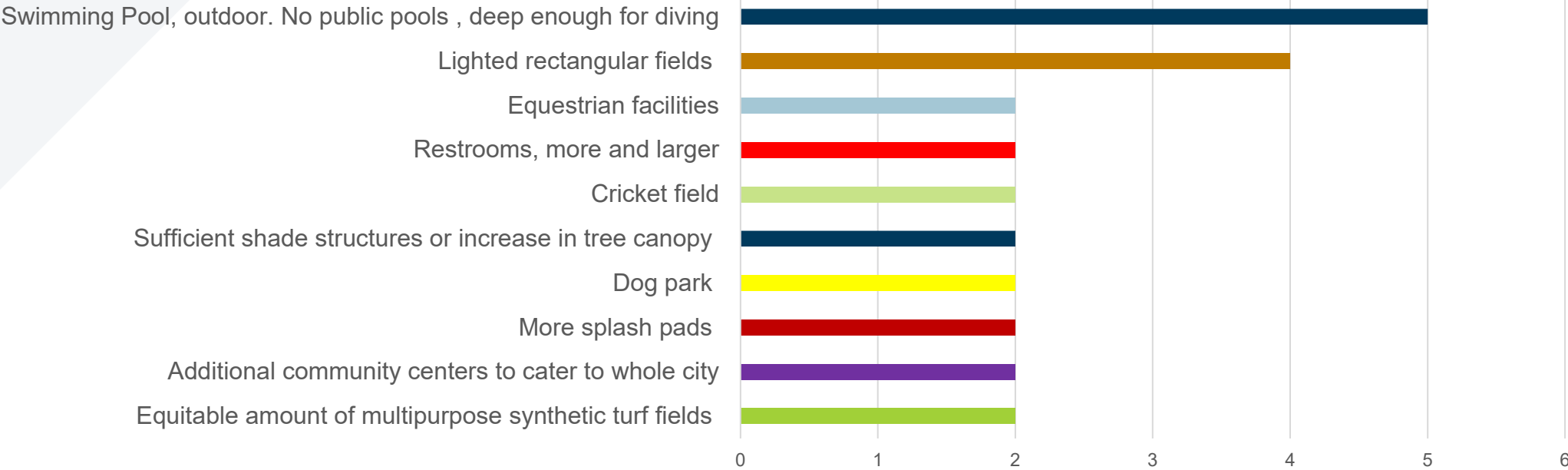
# Public Engagement – Open House

Sports Components Priorities



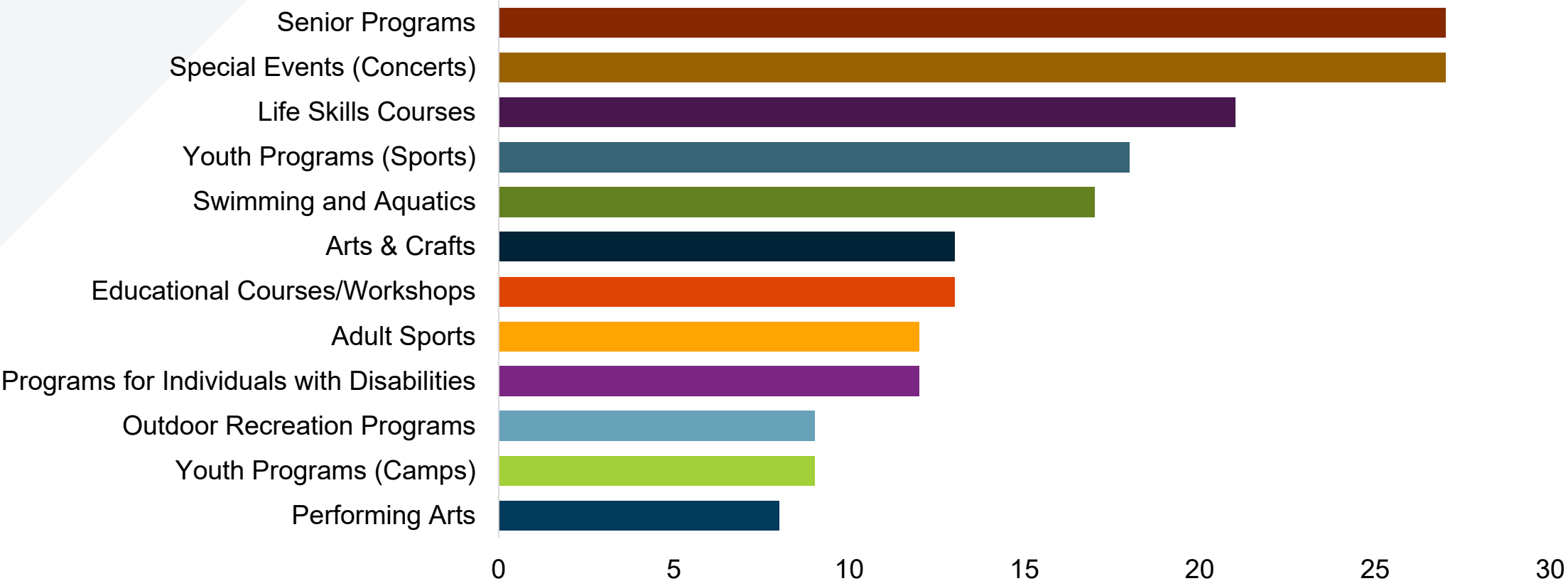
# Public Engagement – Stakeholder Interviews and Focus Groups

## New Amenities



# Public Engagement – Open House

New Programs and Programs to Expand



# Public Engagement – Open House

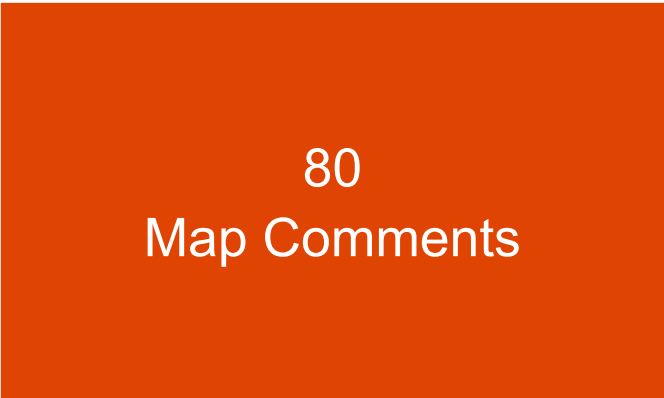
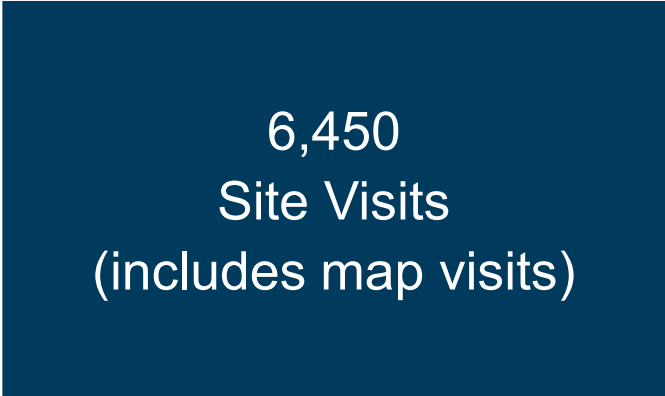
Most repeated comments from the Open House

- Horse areas and trails
- Benches and tables, shade
- Trail connectivity
- Senior activities
- Splash pads
- Walking trails
- BBQ areas



# Social Pinpoint Interactive Website

Contributed ideas and project updates provided using Social Pinpoint



# Social Pinpoint Interactive Website

## Needs Expressed by Residents

- ▲ **Accessibility:** Parks within walking distance, especially in Indian Hills and Jurupa Hills – lack of accessible parks, green spaces, dog parks, and trails
- ▲ **Amenities:** Multipurpose spaces, splash pads, gym equipment, tennis and basketball courts, soccer fields, skate parks, inclusive areas, and shaded areas
- ▲ **Safety:** Address encampments for unhoused individuals, security, and maintenance of existing parks
- ▲ **Trails:** Nature trails, interpretive signs, bike lanes, and hiking trails
- ▲ **New Parks:** Mission Boulevard between Wallace and Crestmore, and the area between Van Buren/Bain and Jurupa/Limonite



# Social Pinpoint Interactive Website

## Needs Expressed by Residents

- ▲ **Existing Parks:** Improving existing parks with enhanced lighting and better maintenance to address issues like weed growth and outdated equipment. Better upkeep of current parks before developing new ones.
  - **Skyview Park:** Request for additional gymnasium to create more indoor areas for basketball and other sports
  - **Soccer Fields:** Add lights on grass fields
  - **Avalon Park:** Upgrade and revitalize the park
  - **Vernola Park:** Add water features, a splash pad, or a swimming pool



# Social Pinpoint Interactive Website

## Needs Expressed by Residents

- ▲ **Rubidoux Area:** Outdoor amphitheater, community gathering spaces, and a neighborhood park
- ▲ **Jurupa Hills/Indian Hills Area:** New parks to accommodate events like food trucks, farmers markets, and live music
- ▲ **Fontana South Park:** Use the park as an example of an inclusive park
- ▲ **Youth Programs:** After-school drop-in programs, teen volunteer initiatives, and spaces designated for young adults
- ▲ **Mira Loma:** Additional public tennis courts







Needs Assessment Survey

# Research Methods

1

## Statistically Valid (Invitation Survey)

Surveys were mailed to a systematic random sample of residential addresses in JARPD, with the option to complete online through password protected website (1 response per household). The survey was also available in Spanish online.



296

Invitation surveys completed  
+/- 5.7% Margin of Error

2

## Open Link Survey

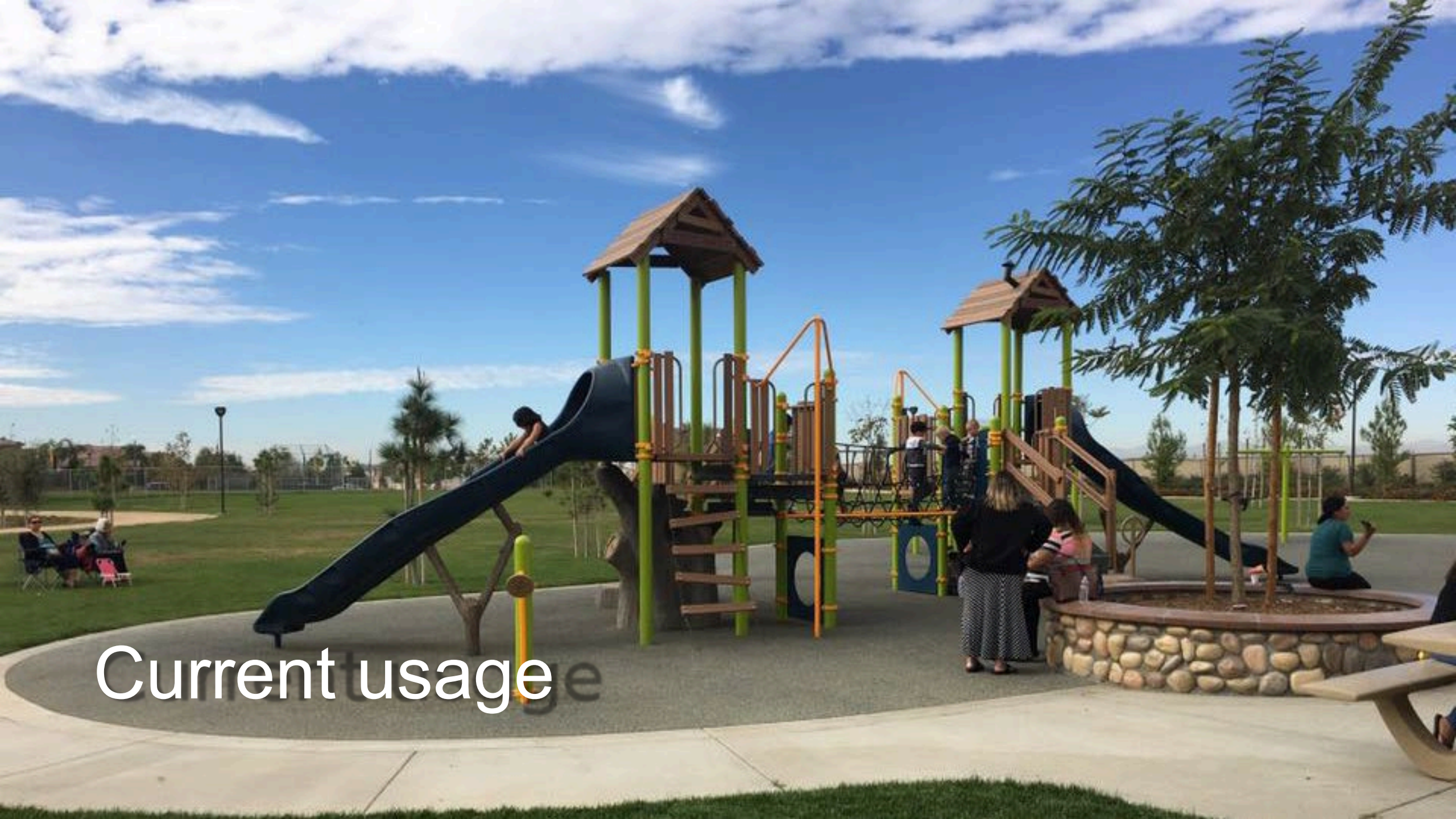
Later, the online survey was made available to *all* JARPD stakeholders.



226

Open Link surveys completed





Current usage

# Frequency of Use

How frequently have you or members of your household used or participated in any of the following facilities, services or programs provided by the Jurupa Area Recreation & Park District?

			At least once a week	A few times a month	At least once a month	A few times a year	Have not visited
Outdoor sports fields & courts (baseball, soccer, pickleball, etc.)	Invite	n=297	13%	7%	9%	29%	43%
	Open	n=186	35%	11%	10%	20%	24%
Outdoor recreation (natural areas, trails, walkways)	Invite	n=299	16%	15%	12%	29%	28%
	Open	n=186	15%	22%	18%	27%	18%
Youth sports programs (soccer, basketball, baseball, etc.)	Invite	n=294	6%	4%	2%	16%	72%
	Open	n=184	30%	7%	4%	16%	43%
Picnic areas at parks	Invite	n=297	8%	8%	8%	47%	29%
	Open	n=184	17%	11%	18%	32%	22%
Playgrounds/splash pad	Invite	n=297	7%	9%	8%	31%	45%
	Open	n=183	15%	15%	14%	31%	25%
Summer and/or after-school youth programs	Invite	n=293	6%	2%	2%	11%	79%
	Open	n=184	9%	5%	3%	20%	64%
Adult sports programs (basketball, soccer)	Invite	n=294	4%	1%	2%	14%	79%
	Open	n=185	12%	3%	2%	10%	72%
Equestrian facilities	Invite	n=292	6%	6%	3%	9%	77%
	Open	n=184	2%	3%	2%	10%	83%
Skyview Events Center	Invite	n=293	4%	2%	2%	14%	78%
	Open	n=186	3%	2%	3%	27%	66%
Special events	Invite	n=295	2%	4%	4%	40%	50%
	Open	n=185	5%	4%	13%	54%	24%
Eddie Dee Smith Senior Center	Invite	n=294	1%	1%	1%	10%	87%
	Open	n=186	3%	2%	1%	11%	83%

Source: RRC

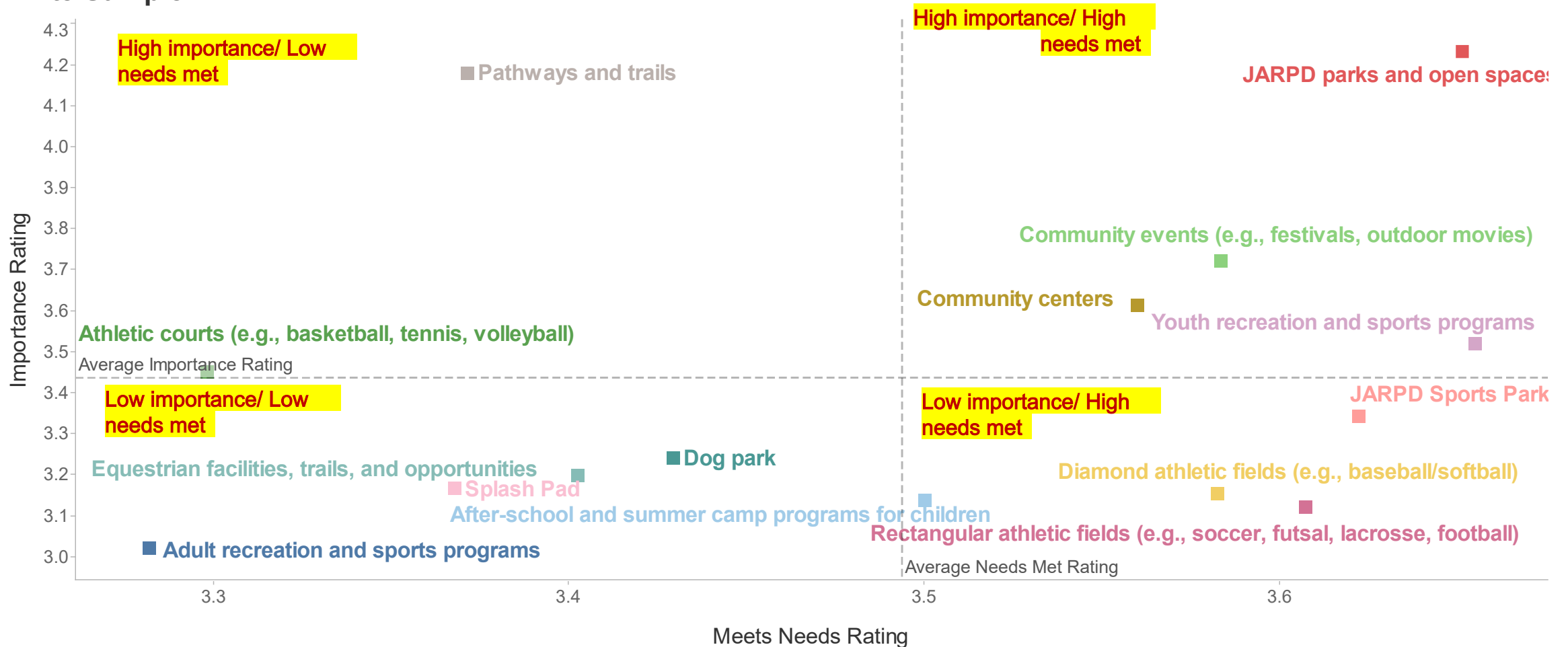


# Facilities and Amenities

## *Invite Sample*

# – Importance/Needs Met Matrix

### Invite Sample

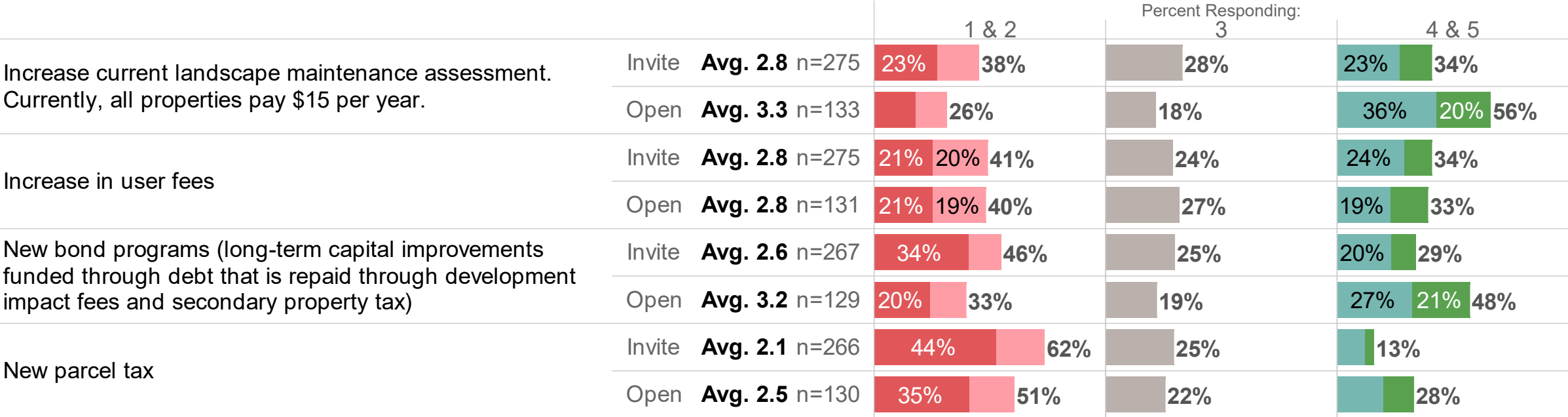




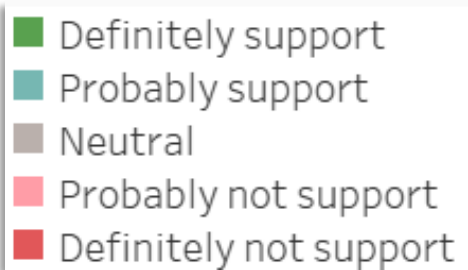
# Financial Choices/Fees

# Types of Funding Support

How supportive are you of possible funding sources to support expanded parks and recreation development, maintenance, and operations?



Source: RRC





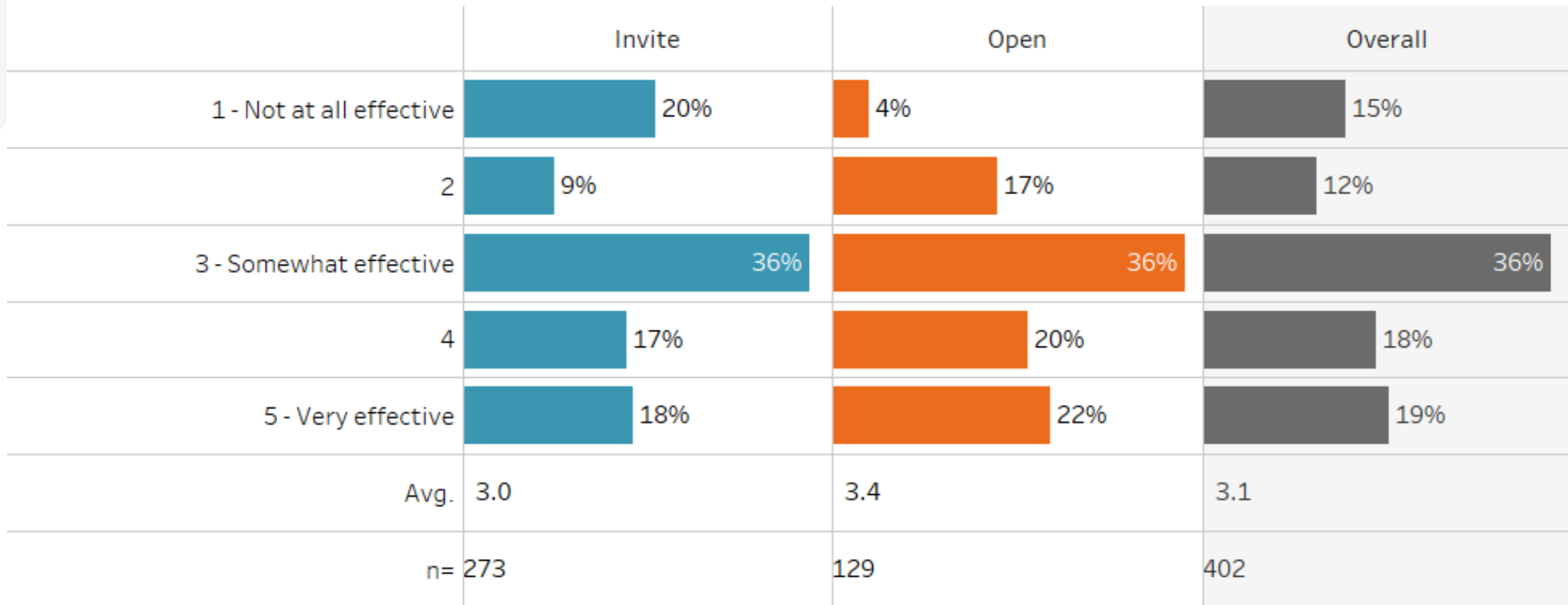
Communication



# Effectiveness of Communication

Overall, communication from JARPD is rated as moderately effective, with an average rating of 3 out of 5 from the Invite sample and a slightly more positive rating of 3.4 out of 5 for the Open Link sample.

How effective is the JARPD at reaching you with information on parks and recreation facilities, programs, and services?



Source: RRC



# Preferred Communication

What is the preferred way for you to receive information on parks and recreation facilities, programs, and services?

	Invite	Open	Overall
Activity guide/brochure	43%	30%	39%
Email	20%	39%	26%
Social media (e.g., Facebook, Instagram, Twitter)	11%	19%	14%
School email/newsletter	7%	2%	5%
Flyers/posters at businesses	5%	1%	4%
The Jurupa Area Recreation District website	2%	6%	4%
Local media (e.g., TV, radio, newspaper)	1%	1%	1%
At the recreation facility/program location	1%		1%
Word of mouth	1%	3%	1%
Other	10%		6%
n=	237	132	369

Source: RRC





# Key Findings – Needs Assessment Survey

# Key Findings – Needs Assessment Survey



- ▲ In general, responses from the Open Link survey are similar to the Invite responses, a positive finding that it indicates a more general consensus across the two samples.



- ▲ Average ratings for overall satisfaction with parks, facilities programs, services and maintenance fall between 3.2 and 3.4 on a scale of 1-5, with 5 being “very satisfied”. Parks and facilities received the highest ratings of satisfaction.
- ▲ Outdoor recreation and outdoor sports fields and courts are the most frequently used facilities, programs, or services.



- ▲ To increase the use of JARPD facilities, respondents feel that increased shade at park locations, better condition/maintenance of parks and facilities, improved safety and security, and additional amenities would encourage use of JARPD facilities.



# Key Findings – Needs Assessment Survey



- ▶ JARPD parks, open spaces, trails, and pathways are the most important facilities to both samples. However, trails and pathways rated lower in terms of meeting the needs of the community, as did the athletic courts.



- ▶ The top future priorities include repairing/updating existing parks, playgrounds, picnic areas, etc.; developing new indoor recreation centers; increasing shade structures or tree canopies at parks; and developing new walking/biking trails and connecting existing trails.



- ▶ Many feel welcome at the JARPD parks and facilities; 56% of Invite respondents rated a 4 or 5, with 5 indicating they feel “very welcome”.

# Key Findings – Needs Assessment Survey



- ▲ Only 8% of survey respondents (who own a horse) utilize JARPD equestrian areas and trails on a regular basis



- ▲ Overall, communication from JARPD is rated as moderately effective, with an average rating of 3 out of 5, with 5 being “very effective” for the Invite sample and a slightly more positive rating of 3.4 out of 5 for the Open Link sample. The top two most preferred methods of communication are the activity guide/brochure and email.

# Key Findings – Needs Assessment Survey

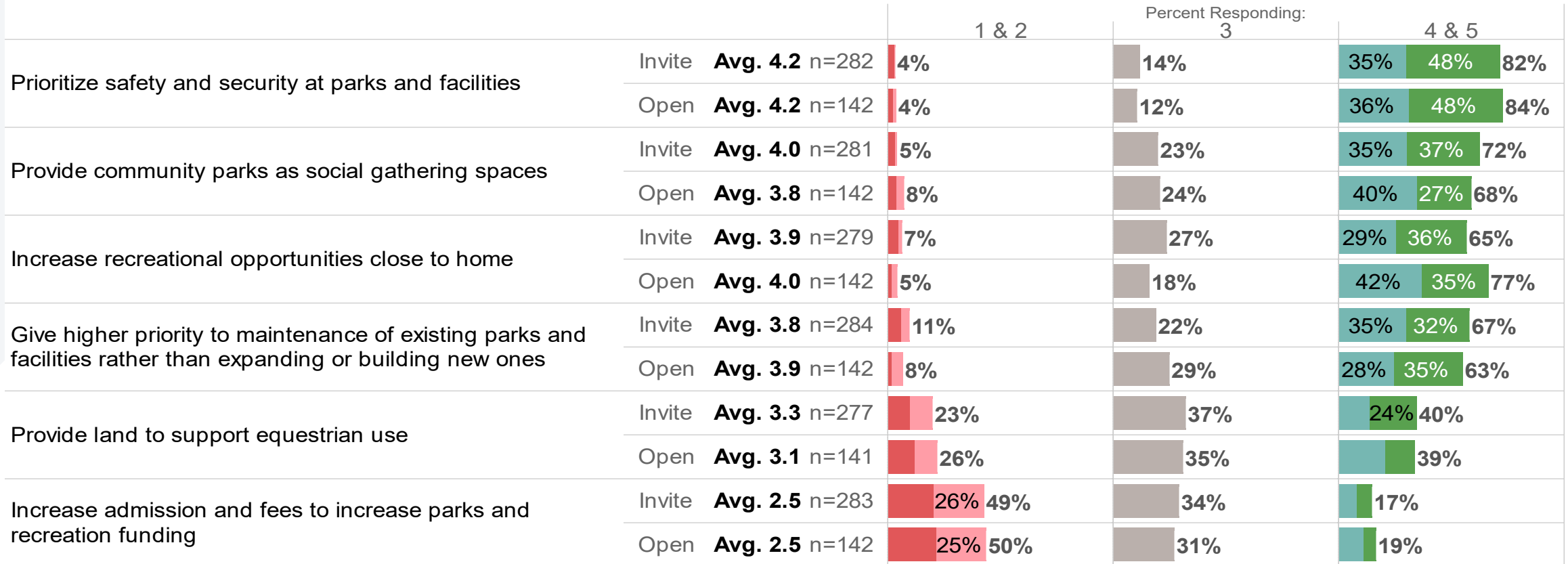


There is some support for increasing rates to support expanded parks and recreation in the District, with 46% of the Invite sample and 40% of the Open Link sample responding that they are somewhat willing to increase fees. The most supported funding option is to increase the current landscape assessment, followed by increased user fees.



# Principals of New Master Plan

To what extent do you agree or disagree that each of the following is an important principle that should guide JARPD as it creates a new master plan to address the challenges it faces?



Source: RRC



- 5 - Strongly agree
- 4 - Agree
- 3 - Neutral
- 2 - Disagree
- 1 - Strongly disagree



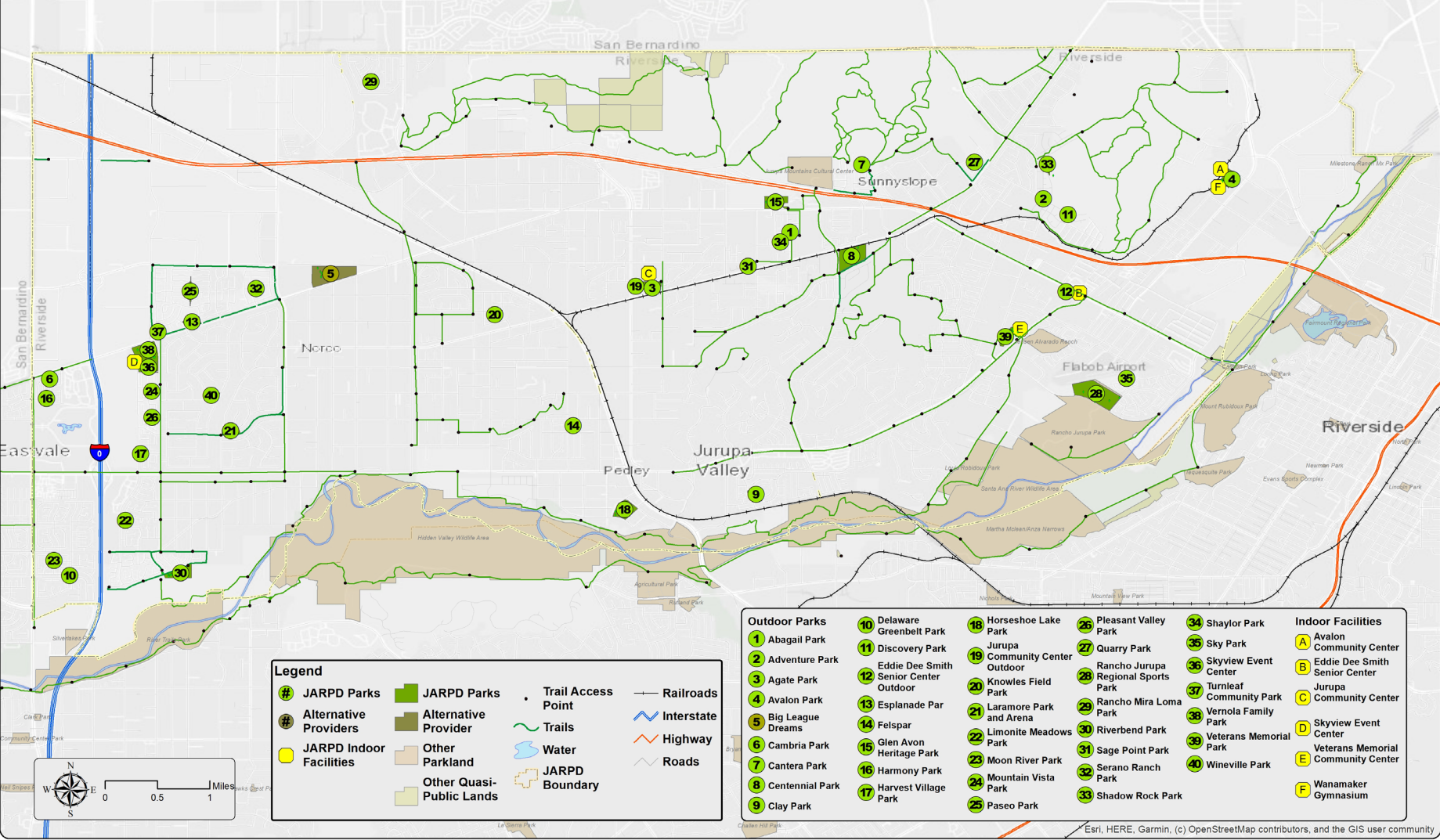


Level of Service - Inventory, Component Scores and Benchmarking

# System Map

## Parks and Recreation System Map

Jurupa, California



**Legend**

JARPD Parks	JARPD Parks	Trail Access Point	Railroads
Alternative Providers	Alternative Provider	Trails	Interstate
JARPD Indoor Facilities	Other Parkland	Water	Highway
	Other Quasi-Public Lands	JARPD Boundary	Roads

- |                            |   |                                   |  |                                   |
|----------------------------|---|-----------------------------------|--|-----------------------------------|
| <b>Outdoor Parks</b>       | <b>10</b> Delaware Greenbelt Park               | <b>18</b> Horseshoe Lake Park     | <b>26</b> Pleasant Valley Park               | <b>34</b> Shaylor Park            |
| <b>1</b> Abigail Park      | <b>11</b> Discovery Park                        | <b>19</b> Jurupa Community Center | <b>27</b> Quarry Park                        | <b>35</b> Sky Park                |
| <b>2</b> Adventure Park    | <b>12</b> Eddie Dee Smith Senior Center Outdoor | <b>20</b> Knowles Field Park      | <b>28</b> Rancho Jurupa Regional Sports Park | <b>36</b> Skyview Event Center    |
| <b>3</b> Agate Park        | <b>13</b> Esplanade Park                        | <b>21</b> Laramore Park and Arena | <b>29</b> Rancho Mira Loma Park              | <b>37</b> Turnleaf Community Park |
| <b>4</b> Avalon Park       | <b>14</b> Felspar                               | <b>22</b> Limonite Meadows Park   | <b>30</b> Riverbend Park                     | <b>38</b> Vernola Family Park     |
| <b>5</b> Big League Dreams | <b>15</b> Glen Avon Heritage Park               | <b>23</b> Moon River Park         | <b>31</b> Sage Point Park                    | <b>39</b> Veterans Memorial Park  |
| <b>6</b> Cambria Park      | <b>16</b> Harmony Park                          | <b>24</b> Mountain Vista Park     | <b>32</b> Serano Ranch Park                  | <b>40</b> Wineville Park          |
| <b>7</b> Cantera Park      | <b>17</b> Harvest Village Park                  | <b>25</b> Paseo Park              |  |                                   |
| <b>8</b> Centennial Park   |   |                                   |  |                                   |
| <b>9</b> Clay Park         |   |                                   |  |                                   |

- Indoor Facilities**
- |   |
|---|
| <b>A</b> Avalon Community Center            |
| <b>B</b> Eddie Dee Smith Senior Center      |
| <b>C</b> Jurupa Community Center            |
| <b>D</b> Skyview Event Center               |
| <b>E</b> Veterans Memorial Community Center |
| <b>F</b> Wanamaker Gymnasium                |



# Mapping Location and Quality of Components



## Turnleaf Community Park

Address: 11817 Bellegrave Ave,  
Jurupa Valley, CA 91752

Owner: JARPD

Approximate Acres: 2.7

Class: Community Park

Inventory Date: 7/14/2023

Park Overview:  
Playground and practice court in retention basin.

GRASP®  
Cumulative Scoring:  
**26.4** **26.4**  
GRASP® Community Score    GRASP® Neighborhood Score

Comfort and Convenience Scores:

<b>2 Design and Ambiance</b>	0 - Parking	2 - Seating
2 - Bike Parking	2 - Drinking Fountains	0 - Picnic Tables
0 - BBQ Grills	2 - Ornamental Planting	0 - Restrooms
2 - Dog Station	2 - Park Access	0 - Seasonal Plantings
		2 - Trail Connection

Components with Scores:

Component	MAPID	Qty	N Score	C Score	Lights	Observations
Basketball, Practice	C132	1	2	2		
Loop Walk	C134	1	2	2		
Open Turf	C133	1	2	2		
PARCEL	L32	1	2	2		
Playground, Local	C131	1	2	2		

N Score = Neighborhood Score / C Score = Community Score / Qty = Quantity



# Component Scoring

JARPD Scores		National Data Set Scores	
Scores	%	Scores	%
0	0%	0	3%
1	11%	1	10%
2	87%	2	79%
3	2%	3	8%



# NRPA 2023 Agency Performance Benchmarks


(Agencies Serving Populations between 100,000 and 250,000)

Outdoor Facility	Agencies Offering This Facility	Median Number of Residents per Facility	JARPD Current Quantity*	JARPD Residents per Facility	Need to Add to Meet NRPA Median
Playgrounds	95%	10,811	<b>30</b>	3,989	0
Basketball Courts*	86%	15,214	<b>15</b>	7,978	0
Tennis Courts	76%	12,033	<b>0</b>	0	10
Pickleball Courts	31%	46,801	<b>0</b>	59,833	3
Diamond Fields: Multipurpose	79%	41,168	<b>23</b>	5,203	0
Rectangular Fields: Multipurpose	69%	46,666	<b>21</b>	5,698	0
Dog Parks	68%	131,943	<b>1</b>	119,666	0
Swimming Pool	51%	108,425	<b>0</b>	0	1
Skate Parks	41%	235,209	<b>1</b>	119,666	0
Community Gardens	52%	114,666	<b>1</b>	0	0

\*JAPRD operates 4 full courts and 22 half courts. Half courts are factored at 0.5.

# NRPA 2023 Agency Performance Benchmarks

(Agencies Serving Populations between 100,000 and 250,000)



JAPRD is below the NRPA median for park acres per capita, with 1.9 acres per 1,000 residents, versus the NRPA median of 10.1 acres.

## Accessible Acres

- 213

## 2023 Population

- 119,666

## 2023 Developed Acres per 1,000

- 1.9 acres

## 2028 Projected Population

- 123,030

## Additional accessible acres to maintain current standard of 1.9 in 2028

- 6.5 acres

## Additional accessible acres needed to reach a 5.2 standard in 2028

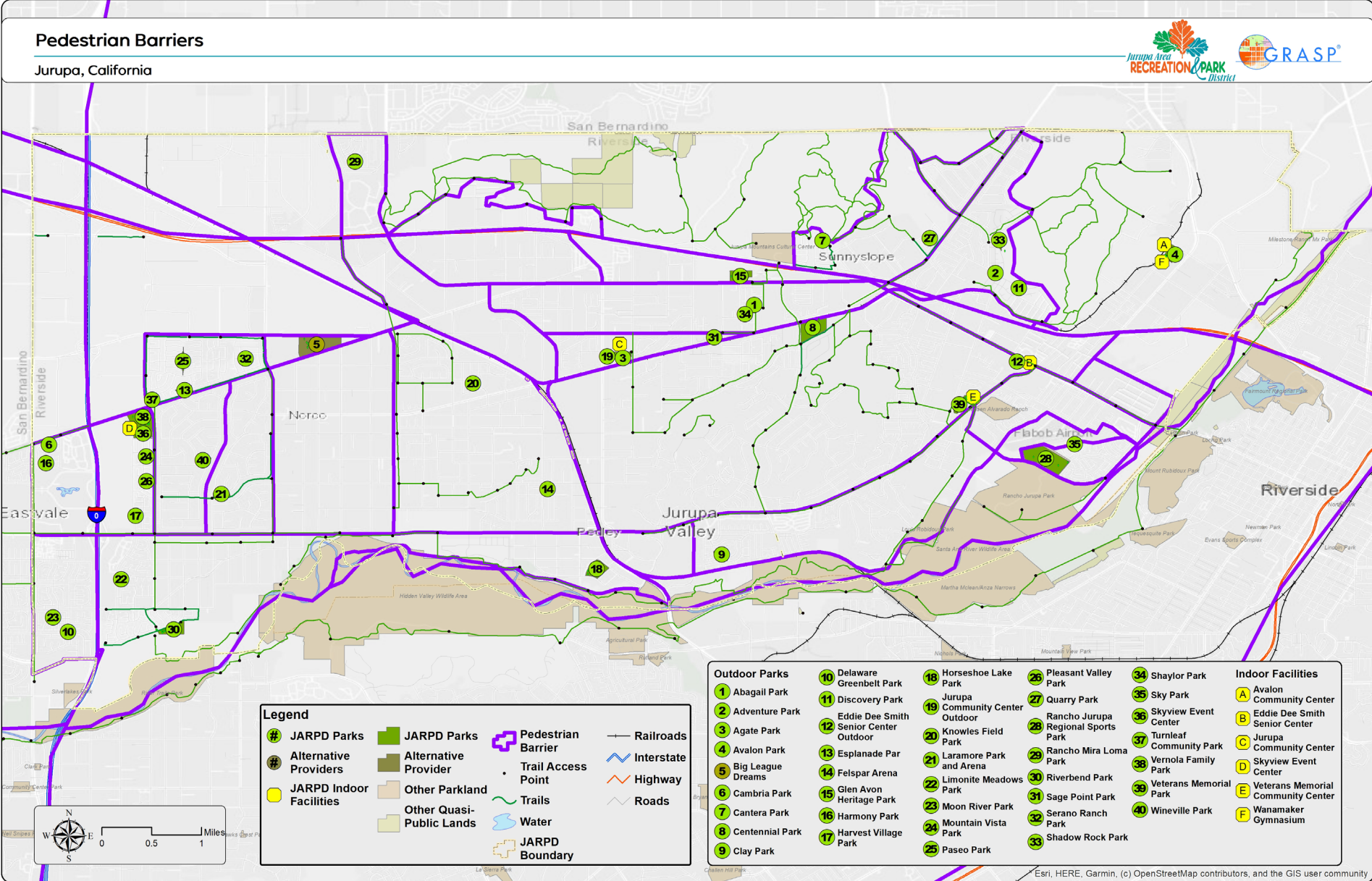
- 415 acres



Level of Service

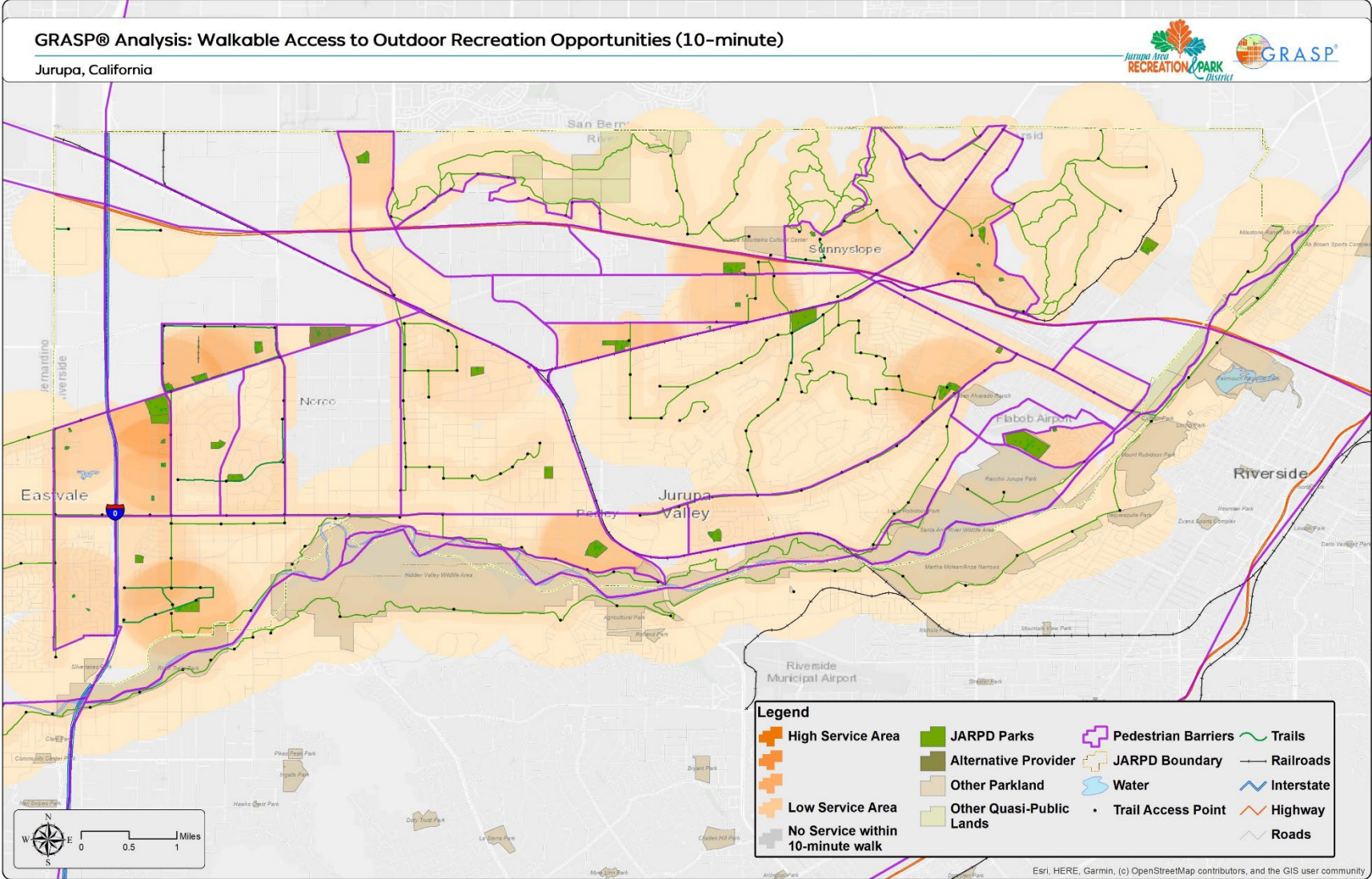
# Pedestrian Zones

8/80 Rule



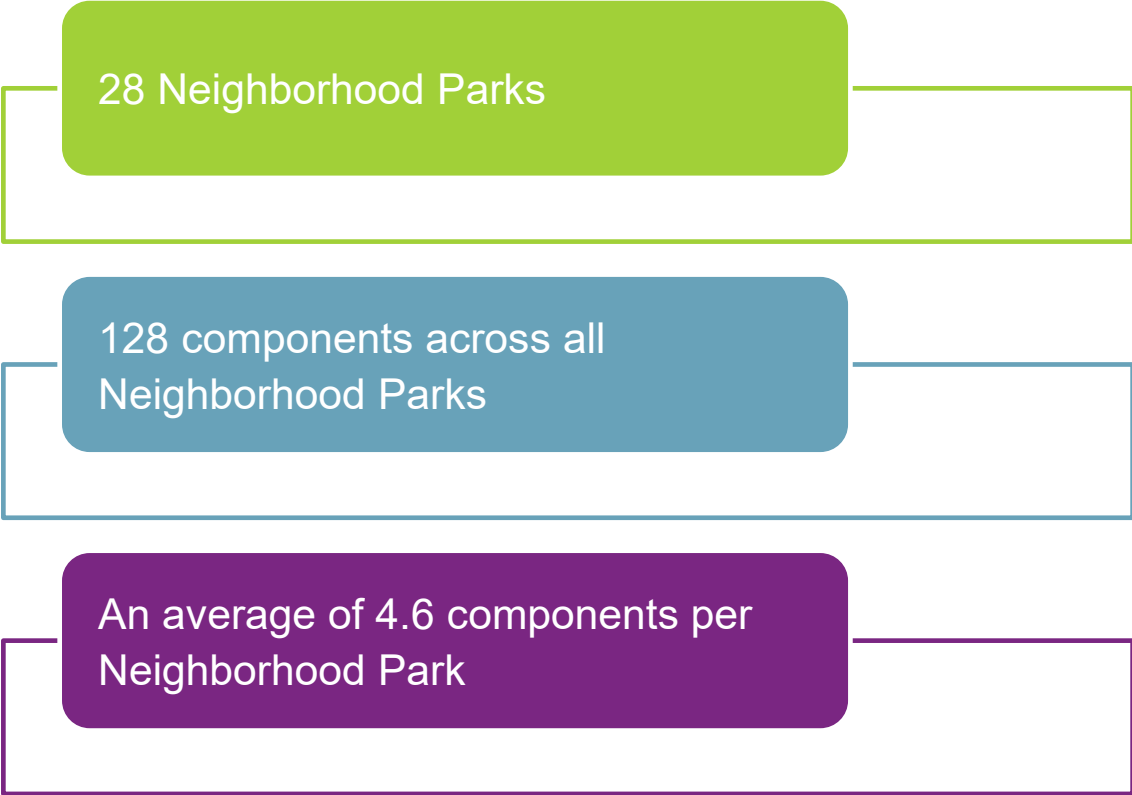


# Walkable Access (10 minutes)



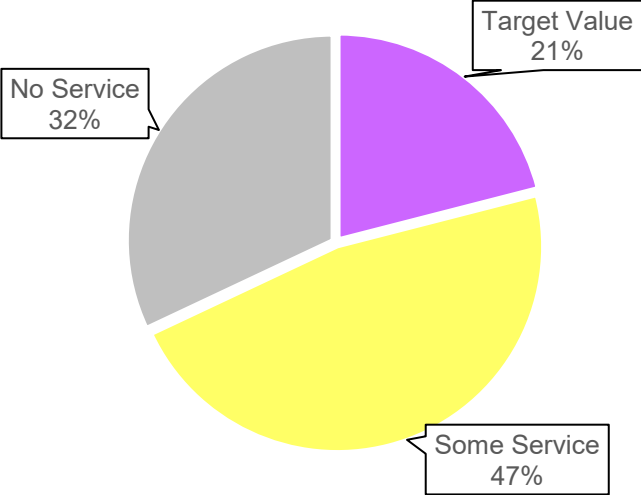
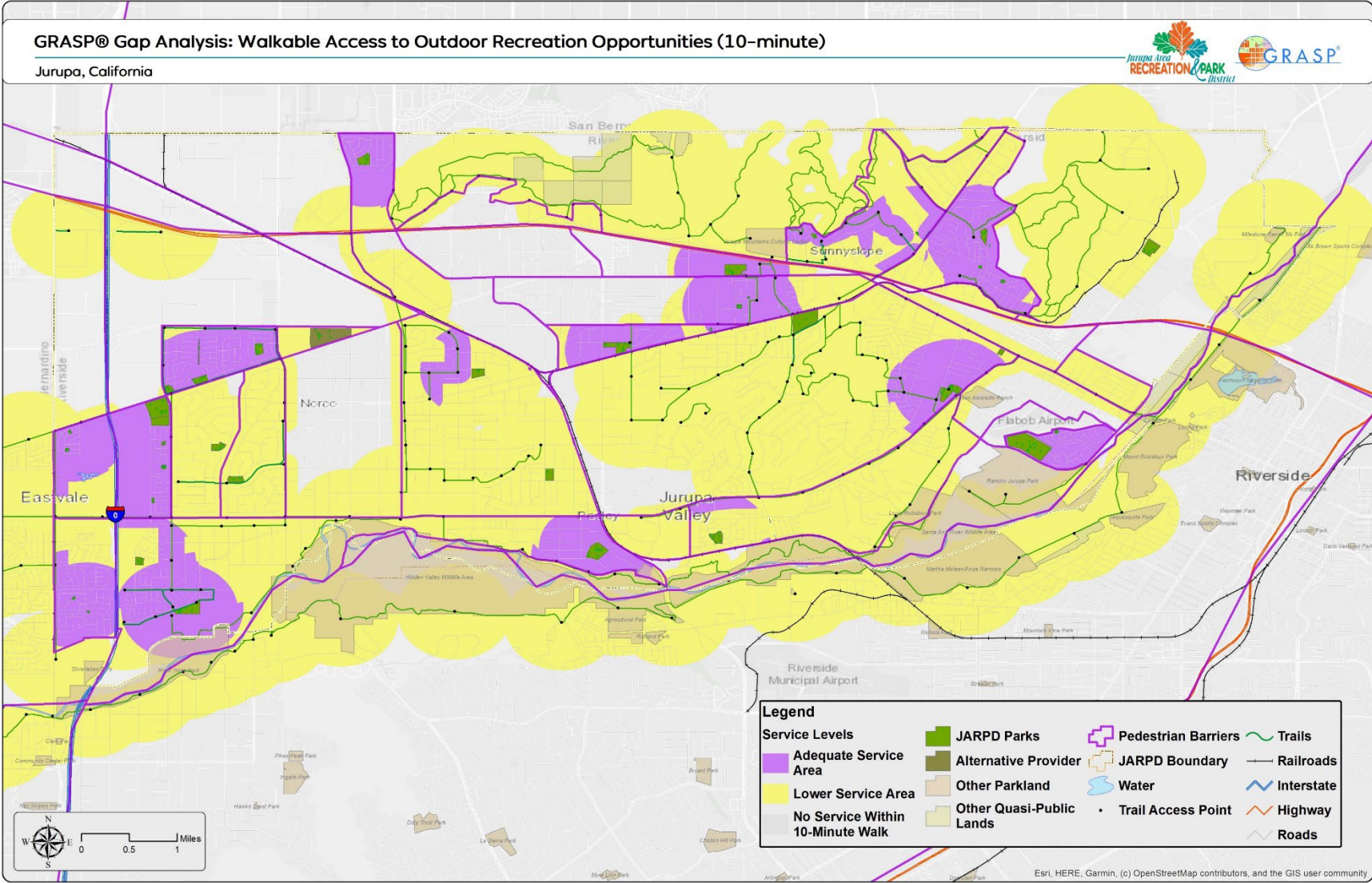
# What Should Residents Have Access To?

Park	Total Components	Acres
Moon River Park	5	0.35
Harvest Village Park	4	0.69
Paseo Park	4	0.98
Shaylor Park	5	1.09
Turnleaf Community Park	5	2.67
Limonite Meadows Park	4	3.49
Laramore Park and Arena	4	5.15

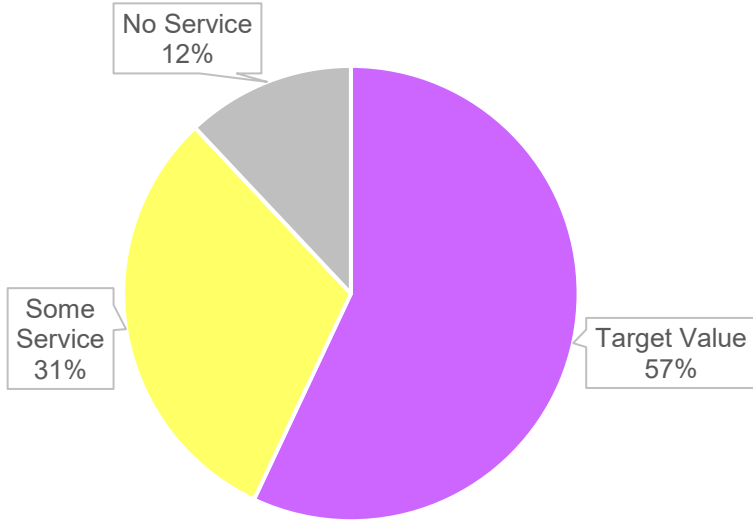
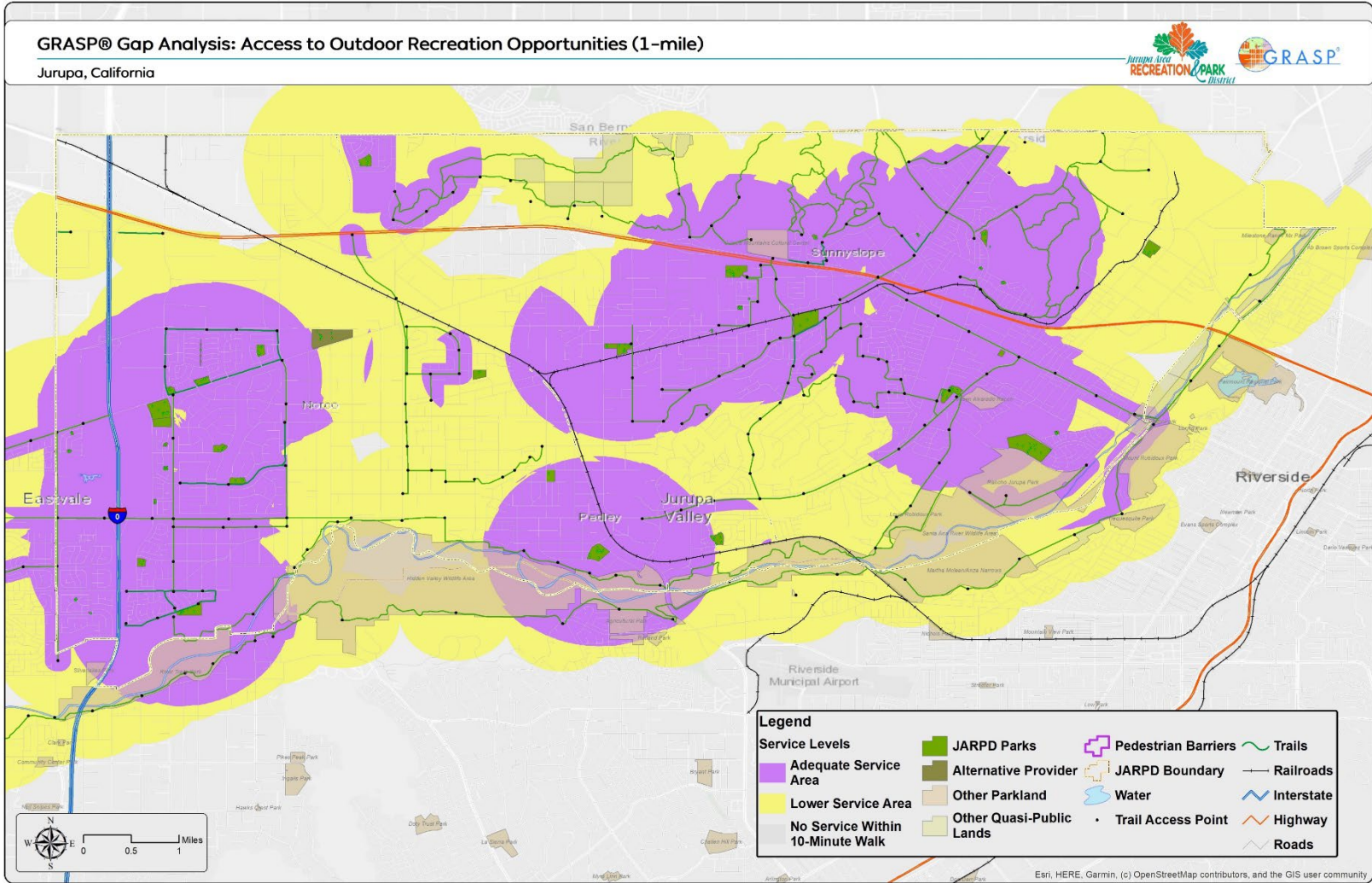


How to establish a four - component goal.....

# Walkable Access (10 minutes)



# One - Mile Access





Junipata Area  
RECREATION & PARK  
District  
**INDEPENDENCE  
CELEBRATION**  
**3<sup>RD</sup> JULY**

**INDEPENDENCE  
CELEBRATION**

#JARPD4FUN

JARPD4FUN

Junipata Area  
RECREATION & PARK  
District

#JARPD

WWW.JARPD.ORG

# Recurring Themes

# Recurring Themes

## The JARPD District Population is Changing Rapidly

- Population is growing
- Older population is growing, while youth are declining
- District has high income, and lower poverty
- Population is growing more diverse – 50% increase since 2010
- 64% residents are of Hispanic background
- Significant % of population reports a disability

## Highest Use Activities

- Walking and hiking
- Top sports are basketball, golf, and soccer
- Most important provisions and services offered by the district to residents are parks, trails, and special events



# Recurring Themes

## District Satisfaction

- District residents are very satisfied – 80% across the board

## Need for Additional Park Space

- There are gaps in the level of service provided for parks
- 58% have access to quality parks within a 10-minute walk
- 88% within a one-mile drive
- There is a need for 6.5 acres of quality park space to maintain current 1.9 acres per 1,000 district standard
- To close the gap 415 acres are needed to meet the national median
- 64% of district residents own a dog
- The JARPD is marginally meeting district resident's needs for parks, trails, and athletic courts



# Highest Needs for Parks, Components, and Amenities

- A focus on safety and security in parks and facilities
- More parks, especially in deficient areas – Indian Hills and Mira Loma
- Improved and lighted sports fields
- Better communication
- Additional shade in parks
- Additional fitness equipment – indoor and outdoors
- New facilities
- Better maintenance of parks and existing facilities





# Recurring Themes

## Most Important Programs and Activities

- Youth Programs
- Senior Programs
- Special events
- Enrichment programs
- Swimming programs

## Financial

- A majority of residents will support paying more for services, increasing the \$15 a year household maintenance fee and a capital bond

## Communication

- Preferred communication is activity brochure email and social media
- Room to increase email communication and focus on communication by age group



## Next Steps – Master Plan

- ▲ Maintenance and Operations Analysis
- ▲ Organizational and Financial Analysis
- ▲ Visioning Workshops
- ▲ Draft Plan with Recommendations, Cost Estimates, and Community Review
- ▲ Final Master Plan
- ▲ Trails Master Plan (Joint with the City of Jurupa Valley)



# Contact Information

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