

PARKS & RECREATION MASTER PLAN

AUGUST 2026



**FOUNTAIN
VALLEY**
#LiveYourBestLife

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ACKNOWLEDGEMENTS

ADOPTED BY THE CITY COUNCIL ON AUGUST 18, 2026

THANK YOU TO THE ENTIRE FOUNTAIN VALLEY COMMUNITY FOR YOUR INPUT THROUGHOUT
THE DEVELOPMENT OF THIS PLAN

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CHAPTER ONE EXECUTIVE SUMMARY

1.1 INTRODUCTION

The Fountain Valley Parks and Community Services Master Plan provides a community-driven roadmap for enhancing the City's parks, recreation facilities, programs, and services. Developed through public engagement, demographic and recreation-trend analysis, facility assessments, level-of-service evaluations, and operational and financial reviews, the Plan identifies current needs and establishes priorities for future investment.

The recommendations build upon Fountain Valley's strong quality of life and the community's high satisfaction with its parks and recreation services. They address opportunities to improve park access, renovate aging facilities, expand recreation opportunities, strengthen Department resources, and create safe, inclusive, sustainable, and welcoming spaces for residents of all ages and abilities. Together, the Plan's vision, "Big Moves," and implementation strategies provide a practical framework to guide decisions, funding, partnerships, and phased improvements over the coming years.

1.1.1 OUTCOMES

The Parks and Community Services Master Plan establishes a community-supported roadmap for the future of Fountain Valley's parks, facilities, programs, and services. The Plan identifies opportunities to improve park access, renovate aging facilities, expand recreation options, strengthen staffing and operations, and pursue major community-serving amenities. Its recommendations provide a practical framework for prioritizing projects, allocating resources, pursuing funding, and guiding phased improvements that enhance the quality of life for all residents.

1.1.2 ABOUT THE CITY

Fountain Valley is a well-established Orange County community known as "A Nice Place to Live." Its central location provides convenient access to beaches, employment centers, shopping, entertainment, and transportation while maintaining a safe, welcoming, and community-oriented character. The City's parks, recreation facilities, programs, and special events contribute significantly to residents' health, social connection, and overall quality of life. As the community's population, age profile, and recreation interests continue to evolve, the City has an opportunity to build upon these strengths and ensure its park and recreation system remains accessible, inclusive, sustainable, and responsive to future needs.

1.2 MISSION, VALUES, VISION, MISSION & BIG MOVES

1.2.1 MISSION STATEMENT / CORE VALUES

The City of Fountain Valley is a team-driven organization committed to providing excellent service to our community through our core values.

- **Fiscal Stability**
- **Honesty, Integrity and Ethical Behavior**

- Teamwork
- Excellent Customer Service
- Innovation
- Quality of Life

1.2.2 CITY VISION STATEMENT

The city vision statement is

“Fountain Valley is a safe, inclusive, and desirable community where you can live your best life!”

1.2.3 DEPARTMENT MISSION

The updated department mission statement is

“To enhance the quality of life for ALL”

Big Moves

1) BUILD THE ROADMAP

Complete and implement a comprehensive Parks Master Plan to guide the future development of the park system.

- A clear, community-supported plan will establish priorities for park development, land acquisition, facility investment, and long-term decision-making.

2) GROW THE PARK SYSTEM

Expand access to parks through the development of new parkland and additional community parks.

- Develop the additional 16 acres and create new community parks to support population growth and improve access to recreation throughout the community.

3) DEVELOP DESTINATION RECREATION FACILITIES

Invest in signature recreation spaces that serve the entire community.

- Pursue key facilities such as a multi-purpose event/community center and a dedicated outdoor event venue that supports recreation, wellness, and community gatherings.

4) STRENGTHEN THE TEAM

Expand staffing and organizational capacity to support a growing park system.

- Additional supervisors, coordinators, maintenance staff, and communications support will ensure the Department can deliver high-quality parks, programs, and services.

5) PURSUE GOLD MEDAL EXCELLENCE

Position the Department to become an NRPA Gold Medal Agency.

- By elevating parks, facilities, programming, and operations, the Department will pursue national recognition for excellence in parks and recreation.

A full summary of the visioning process can be found in [CHAPTER FIVE](#)

1.3 COMMUNITY PROFILE

1.3.1 KEY FINDINGS

LIVABILITY & ACCESS

- Fountain Valley offers a strong quality of life, but its high cost of living, particularly housing costs, may reduce the discretionary income residents have available for recreation programs, memberships, and activities.
- Only 55% of residents live within a 10-minute walk of a park. Access is slightly lower among older adults, low-income residents, and several racial and ethnic groups, indicating geographic and demographic gaps in walkable park access.
- Fountain Valley's Tree Equity Score of 73 is below the national average of 82. Opportunities exist throughout the community to preserve and expand tree canopy, increase shade, and make parks and walking routes more comfortable during warmer weather.

DEMOGRAPHICS (CENSUS/ESRI)

- Fountain Valley's population is projected to decline by approximately 8.3% between 2020 and 2040. However, changes in the community's age, cultural composition, and household characteristics are likely to have a greater influence on future recreation needs than the population decline itself.
- The community is becoming older. Adults ages 75 and older are projected to represent approximately 15% of residents by 2040, increasing the importance of accessible facilities, low-impact activities, social opportunities, and programs that support healthy aging.
- Fountain Valley is also becoming increasingly diverse. Asian residents are projected to represent approximately half of the population by 2040, while the Hispanic or Latino population is projected to reach 18%.
- Nearly one-third of residents are foreign-born, and 46.1% speak a language other than English at home. Multilingual communication and culturally relevant engagement will be increasingly important to ensure residents understand and participate in available services.

INCOME & AT-RISK INDICATORS

- Fountain Valley's household incomes are higher than state and national levels, suggesting that many households have the financial capacity to participate in fee-supported programs and activities.
- Higher incomes do not eliminate affordability concerns. The community's elevated housing and living costs may place pressure on household budgets, particularly for renters, older adults on fixed incomes, lower-income households, and families with children.
- These conditions reinforce the importance of maintaining a range of free, low-cost, and fee-based recreation opportunities, along with scholarships or financial assistance for residents who may otherwise be unable to participate.

- Older adults, lower-income residents, people with disabilities, linguistically isolated households, and residents without convenient access to a park may face additional barriers to participation and should remain a focus of future planning and outreach.

LOCAL RECREATION MARKET POTENTIAL (ESRI MPI; U.S. AVERAGE = 100)

- ESRI Market Potential Index data indicates that Fountain Valley residents demonstrate strong potential for participation in tennis, pickleball, baseball, soccer, bicycling, and hiking.
- Local market potential also extends beyond traditional sports and fitness activities. Residents show interest in creative and social pursuits such as woodworking, chess, and photography.
- These findings support a balanced recreation system that includes sports, fitness, outdoor recreation, lifelong learning, arts, hobbies, and opportunities for social connection.
- Market potential reflects residents' likelihood of participating relative to the national average; it should be considered alongside community input, registration data, facility capacity, and program performance when making investment decisions.

NATIONAL PARTICIPATION CONTEXT (SFIA 2024)

- National participation trends show continued interest in flexible, accessible, and social activities that can be enjoyed by people with different ages, abilities, and experience levels.
- Walking, fitness activities, bicycling, hiking, court sports, and other individual or small-group activities remain important components of the national recreation landscape.
- Pickleball's continued growth reinforces the need to evaluate court supply, scheduling, shared-use arrangements, and potential conflicts among court users.
- National trends also demonstrate the importance of providing both structured programs and self-directed recreation opportunities that allow residents to participate on their own schedules.

1.3.2 KEY TAKEAWAYS

- Fountain Valley's changing population, not population growth, will be the primary driver of future recreation needs. Planning should respond to an older, increasingly diverse, and multilingual community.
- Affordability should remain a central consideration despite the community's comparatively strong household incomes, as high housing and living costs may limit participation for some residents.
- Improving walking and bicycling connections, addressing gaps in 10-minute park access, and expanding shade and tree canopy would make the park system more accessible, comfortable, and equitable.
- Future programs and facilities should support active aging, multigenerational participation, cultural inclusion, and opportunities for residents with different interests, abilities, and financial circumstances. Consider the development of a recreation and cultural commission to support the needs of these demographics.
- Local and national participation trends support continued investment in court and field sports, walking, bicycling, hiking, fitness, and self-directed recreation, while also demonstrating demand for creative, educational, and social activities.

- Community profile findings should be used with public input, program participation, facility assessments, and operational data to guide future priorities rather than serving as the sole basis for investment decisions.

Full community profile can be found in [CHAPTER TWO](#)

1.4 PUBLIC INPUT SUMMARY

1.4.1 KEY FINDINGS

KEY LEADER INTERVIEWS & FOCUS GROUPS

- More than 20 interviews and focus groups were conducted with City staff, elected officials, community partners, local organizations, user groups, and other stakeholders. Participants consistently identified the Department's caring and responsive staff, well-maintained parks, quality programs and events, strong partnerships, and connection to the community as its greatest strengths.
- Internal and external stakeholders agreed that Fountain Valley should focus on reinvesting in existing parks and facilities, addressing aging infrastructure, improving restrooms and supporting amenities, and making better use of underutilized parkland.
- Expanding the Department's capacity for community gatherings, rentals, programs, and special events emerged as a major opportunity. Stakeholders expressed strong interest in flexible indoor and outdoor event space, including a permanent stage or amphitheater and a larger multi-use facility.
- The additional 16 acres at the Sports Park were widely viewed as an opportunity to create a signature community destination. Potential uses included expanded sports facilities, event and rental space, concessions, community amenities, and other revenue-generating development.
- Other frequently identified needs included aquatic facilities, dog parks, community gardens, additional tennis and pickleball courts, upgraded athletic fields, splash pads, shade, seating, parking, and improved pedestrian connections.
- Stakeholders emphasized that future investments should be financially sustainable. Sponsorships, partnerships, tournaments, rentals, concessions, naming rights, and complementary commercial uses were identified as potential ways to generate revenue and reduce reliance on the General Fund.
- Internal stakeholders also identified staffing as a significant priority. Additional full-time and part-time capacity will be important to maintain current service levels, activating new spaces, and supporting expanded programs and facilities.

PUBLIC WORKSHOPS (LIVE POLLING)

- Two public workshops were held in April 2025. Participants were frequent users of Fountain Valley's parks and recreation system, with 84% reporting that they used parks, trails, or recreation facilities at least monthly.
- Overall perceptions were positive: 88% rated the quality of Fountain Valley's offerings as excellent or good, and 87% were very or somewhat satisfied with the value provided by the Department.
- Walking, jogging, and bicycling paths were the most frequently used amenities, followed by playgrounds, the Recreation Center/Senior Center, soccer fields, and baseball/softball fields.

- Participants reported strong neighborhood access, with 91% indicating that they lived within a 10-minute walk of a park or trail. Walking was the most common way participants reached their nearest park.
- Limited time was the most frequently identified participation barrier, followed by the lack of restrooms. Other concerns included not feeling welcome, limited awareness of available opportunities, insufficient parking, and a lack of programs of interest.
- Community gardens received the greatest support among potential future amenities. Aquatic features and dedicated event space also ranked highly, followed by dog parks, outdoor sports courts, restrooms, trails, fitness facilities, sports fields, and field lighting.
- Fitness and wellness programs generated the strongest program interest, followed by adult sports, outdoor recreation, special and cultural events, swim lessons, performing arts, and senior programs.
- Participants' top desired outcomes included renovating existing parks, improving restrooms and supporting infrastructure, expanding sports and aquatic opportunities, developing a dog park, creating affordable gathering and event spaces, and providing programs responsive to different ages and changing community demographics.

INTERCEPT SURVEYS

- Intercept surveys gathered 76 responses across five community events, providing an accessible way to collect feedback from residents already participating in community activities.
- Respondents demonstrated frequent use of the system, with 55% visiting Fountain Valley parks, trails, or recreation facilities at least weekly.
- Walking, jogging, and bicycling paths were used by 72% of respondents, making them the most frequently used amenity. Playgrounds ranked second at 45%, followed by the Recreation Center/Senior Center at 24%.
- Satisfaction was high, with 89% rating the quality of Fountain Valley's parks and recreation offerings as excellent or good.
- Seventy-nine percent reported living within a 10-minute walk of a park or trail. Driving and walking were nearly equal as the most common ways of reaching local parks, selected by 47% and 45%, respectively.
- Open-ended responses emphasized interest in additional concerts, music venues, farmers' markets, and community events; expanded pickleball, softball, volleyball, and soccer facilities; improved safety and cleanliness; community gardens; and aquatic facilities, swim lessons, and water-based recreation.

STATISTICALLY VALID SURVEY (ETC, N=354)

- ETC Institute collected 354 completed surveys from randomly selected Fountain Valley households. The results have a precision of at least ± 5.2 percentage points at the 95% confidence level.
- Parks and recreation facilities have broad community reach, with 90% of respondents reporting that they visited a park or recreation facility during the previous year. Among those visitors, 83% rated facility conditions as excellent or good.
- Forty-seven percent of households participated in a recreation program or event during the previous year. Among participants, 90% rated program quality as excellent or good.

- The most common barriers to facility use were a lack of restrooms, insufficient shade, and a lack of desired amenities. Barriers to program participation included being too busy or not interested, not knowing what was offered, and inconvenient program times.
- Residents strongly recognized the broader value of parks and recreation. Eighty-eight percent agreed that these services make Fountain Valley a more desirable place to live, while 85% agreed that they preserve open space and protect the environment and improve physical health and fitness.
- The recreation guide was both the most frequently used and most preferred source of information. Residents also expressed a preference for receiving information through the City website and direct mail, supporting a balanced communication strategy using both traditional and digital methods.
- The highest-priority amenity investments were multi-use hiking, bicycling, and walking trails; restrooms in parks; nature parks; swimming pools; off-leash dog parks; community gardens; passive-use areas with seating; shade and trees; outdoor fitness areas; environmental education facilities; and splash pads.
- The highest-priority program investments were fitness and wellness programs, community special events, senior programs and services, cultural enrichment, water fitness and lap swimming, environmental and nature programs, performing arts, and swim lessons.

1.4.2 KEY TAKEAWAYS

- Fountain Valley's parks and recreation system is highly valued. Across engagement methods, residents and stakeholders consistently expressed satisfaction with the Department's staff, parks, programs, events, facilities, and overall contribution to the community's quality of life.
- Maintaining and improving existing assets should remain a central priority. Restrooms, shade, trees, playgrounds, trails, athletic facilities, lighting, seating, parking, and other supporting infrastructure were recurring needs throughout the public input process.
- Trails and opportunities for walking, bicycling, fitness, and passive recreation have broad community appeal. The statistically valid survey identified multi-use trails as the highest-priority amenity investment, reinforcing feedback received through the workshops and intercept surveys.
- Aquatics represent a significant unmet need. Swimming pools, splash pads, swim lessons, water fitness, and lap swimming appeared consistently among community priorities and should be evaluated as part of future facility and program planning.
- Residents want more places to gather. Flexible event, rental, meeting, performance, and community spaces were repeatedly identified as opportunities to strengthen community connections while potentially generating revenue.
- The additional 16 acres at the Sports Park present a major opportunity, but future development should balance community recreation needs, sports and tournament uses, event capacity, supporting infrastructure, and long-term financial sustainability.
- Future services should reflect Fountain Valley's changing population. Senior services, cultural enrichment, inclusive recreation, neighborhood-based opportunities, and programming for neighborhood-based opportunities, and programming different ages, abilities, and cultural backgrounds will become increasingly important.
- Communication remains a participation barrier. The Department should continue using its recreation guide and traditional outreach while strengthening its website, email, social

media, and culturally relevant communication to increase awareness of available programs and services.

- Staffing, partnerships, sponsorships, rentals, tournaments, and other revenue strategies will be essential to implementing the community's priorities without compromising the quality of existing services.

Full Public Input Summary can be found in [CHAPTER THREE](#)

1.5 RECREATION PROGRAM ASSESSMENT

1.5.1 KEY FINDINGS

COMMUNITY PROFILE SIGNALS FOR PROGRAMMING

- Fountain Valley's mature age profile should significantly influence future programming. Adults ages 55 and older represent 36% of residents, and the median age of 45.1 is higher than state and national averages. This supports continued emphasis on active aging, fitness, enrichment, social connection, and services that help older adults remain healthy and independent.
- An average household size of 2.89 reflects a strong presence of families and multigenerational households. Programs that allow children, parents, grandparents, and caregivers to participate together may have particular value.
- Fountain Valley is highly diverse: 42.3% of residents are Asian, 32% are foreign-born, and 46.1% speak a language other than English at home. Programming, community events, and outreach should reflect the community's cultures, traditions, and languages.
- Household and per capita incomes exceed state and national averages, indicating capacity to support high-quality fee-based programs. However, the Department should continue providing affordable and subsidized options so that cost does not prevent lower-income households, older adults, people with disabilities, and other historically underserved residents from participating.
- With limited population and household growth anticipated, future participation gains will depend less on serving new residents and more on increasing awareness, reducing barriers, retaining current participants, and adapting services to the community's changing needs.

PARTICIPATION INTERESTS (MPI)

- ESRI Market Potential Index data indicates particularly strong interest in court sports. Tennis has an MPI of 135 and pickleball has an MPI of 117, reinforcing the importance of instruction, leagues, open play, and opportunities for continued skill development.
- Fitness and wellness activities also demonstrate strong potential, led by jogging and running (129), weightlifting (117), yoga (108), Pilates (106), and walking for exercise (105). These findings support a varied mix of structured classes and flexible, self-directed fitness opportunities.
- Outdoor recreation interests include mountain bicycling (129), rock climbing (129), hiking (116), and road bicycling (110). While some activities may not be feasible within Fountain

Valley itself, programs, partnerships, excursions, and introductory experiences could connect residents with these interests.

- Baseball (112), soccer (110), golf (108), and basketball (101) indicate continued local interest in traditional sports, while lower indices for volleyball (72) and football (87) suggest the need for a more targeted approach to those activities.
- Strong market potential for woodworking (126), chess (116), and photography (108) demonstrates that recreation demand extends beyond athletics and fitness. These interests support additional lifelong-learning, creative, social, and skill-based programming.

COMMUNITY PROGRAMMING PRIORITIES (ETC SURVEY)

- Fitness and wellness programs received the highest Priority Investment Rating (189), confirming that health-focused programming should remain a central part of the Department's portfolio.
- Community special events ranked second (170), demonstrating the importance residents place on shared experiences that build community identity, belonging, and connection.
- Senior programs and services were also a high priority (163), closely aligning with Fountain Valley's large and growing older adult population.
- Cultural enrichment programs received a PIR of 140, reinforcing the need for programming and events that reflect Fountain Valley's diverse cultures and provide opportunities for learning and connection.
- Aquatic programming emerged as a significant unmet interest. Water fitness and lap swimming received a PIR of 136, while swim lessons received a PIR of 116.
- Outdoor environmental and nature programs (129) and performing arts programs (127) were also identified as high priorities, supporting a broader portfolio beyond traditional sports and recreation classes.

PORTFOLIO STRUCTURE AND ALIGNMENT

- The Department's nine Core Program Areas provide a broad service framework spanning adaptive recreation, tennis and pickleball, arts and dance, athletics, community events, facility services, health and fitness, older adult services, and special interests.
- The portfolio is strongest in adult and all-ages programming. Adults represent 28% of offerings and all-ages programs represent 32%, both above national benchmarks. Preschool and elementary-age programming are generally aligned with national averages, while teen programming is below the benchmark and represents an opportunity for expansion.
- Programs are heavily weighted toward individual benefit offerings, which account for 72% of the portfolio compared with a national benchmark of 32%. Community benefit programs account for only 13%, and blended community-individual programs account for 15%, indicating an opportunity to provide more broadly accessible and community-oriented experiences.
- The Department emphasizes financial sustainability: 39% of programs are self-sufficient and 25% are revenue-generating. Fully subsidized programs account for only 10% of the portfolio, well below the national benchmark of 29%, which may limit access for residents who cannot afford fee-based participation.
- The program portfolio is stable, with 54% of offerings classified as stable or at capacity. However, only 28% are in the launch or growth stages, 18% are declining, and no

programs are classified as cancelled. More intentional lifecycle management is needed to refresh declining offerings and redirect resources toward emerging priorities.

- Cooperative programs represent 49% of the portfolio, substantially exceeding the national benchmark of 21%. These partnerships expand service capacity but also create reliance on outside providers. Staff-directed programs account for only 18%, suggesting an opportunity to increase Department-led delivery where greater control, consistency, or responsiveness is desired.
- Nearly all offerings serve participants of all ability levels, supporting broad inclusion and accessible entry points. However, the absence of intermediate and advanced programs limits skill progression and may make it difficult to retain participants as their abilities develop.
- Current programs strongly support physical and social health but provide comparatively fewer opportunities focused on emotional wellness, mindfulness, cognitive development, resilience, and mental well-being.
- Several program areas demonstrate strong financial performance, including Agape Tennis & Pickleball, Community Events, Older Adult Transportation, and the combined Arts, Adaptive, Health and Fitness, and Special Interest category. However, inconsistent tracking of participation, direct costs, and indirect costs prevents a complete assessment of performance across all Core Program Areas.

FACILITIES & ACTIVITY COMPLEMENTS (FROM ETC FACILITY PRIORITIES)

- Multi-use walking, hiking, and bicycling trails were the community's highest-priority facility investment. These amenities would complement walking programs, running groups, outdoor fitness, nature activities, bicycling education, and self-directed recreation.
- Restrooms, shade, trees, seating, and passive-use areas are essential supporting amenities that can improve comfort, extend participation, and make outdoor programs and events more accessible to families, older adults, and people with disabilities.
- Community interest in swimming pools and splash pads aligns directly with the high program priorities assigned to water fitness, lap swimming, and swim lessons. Aquatic facility planning and aquatic program planning should therefore be evaluated together.
- Nature parks and environmental education facilities would provide needed settings for environmental education, nature programs, camps, wellness activities, and intergenerational learning.
- Community gardens could support gardening classes, nutrition education, cultural exchange, older adult activities, volunteerism, and multigenerational programming.
- Off-leash dog parks and outdoor fitness areas could support new classes, special events, social groups, and self-directed activities while expanding the Department's reach beyond traditional program participants.
- Future facility decisions should consider not only the demand for physical amenities but also the programs, staffing, operating costs, and revenue opportunities required to activate them successfully.

MARKETING & COMMUNICATIONS

- The Department has a strong communications foundation that includes printed and online program guides, its website, email, direct mail, flyers, facility signage, roadside marquees, QR codes, Facebook, Instagram, and YouTube.

- The recreation guide remains especially important, but survey findings also indicate that residents do not always know what programs are offered. Increasing participation will require coordinated and repeated communication across both traditional and digital channels.
- The Department's website effectively provides basic information and connects users to registration. Opportunities exist to improve program discovery through stronger navigation, enhanced filtering, featured programs, more engaging visuals, and clearer calls to action.
- Multilingual content and culturally relevant outreach should be expanded to better serve the large share of Fountain Valley residents who are foreign-born or speak a language other than English at home.
- Facebook and Instagram are active and consistent, with event-focused, visual, and people-centered posts generating the strongest engagement. Static program announcements, registration reminders, and text-heavy posts typically perform less effectively.
- Program promotions should focus more on the participant experience and the value of participation through testimonials, photographs, short-form video, instructor profiles, behind-the-scenes content, and stories illustrating community impact.

1.5.2 KEY TAKEAWAYS

- The Department provides well-regarded programs and events, with 90% of participants rating their quality as excellent or good. However, only 47% of households participated during the previous year, indicating meaningful room to expand the Department's reach.
- Future program development should prioritize fitness and wellness, community events, older adult services, cultural enrichment, aquatics, environmental and nature programs, performing arts, and swim lessons.
- Teen programs, multigenerational experiences, emotional and mental wellness offerings, and intermediate and advanced skill-development opportunities represent the clearest gaps in the current portfolio.
- The Department should rebalance its portfolio by adding more community benefit and blended programs while preserving financially sustainable individual-benefit offerings.
- Program lifecycle management should become more intentional. Declining programs should be evaluated for redesign or elimination, while new offerings should be piloted in response to changing demographics, survey priorities, and participation trends.
- The Department's reliance on cooperative delivery is a significant strength, but expanding selected staff-directed programs could improve service consistency, quality control, and responsiveness to community priorities.
- Facility and program planning should occur together. Aquatic facilities, trails, nature spaces, community gardens, outdoor fitness areas, and supporting amenities will achieve the greatest impact when paired with deliberate programming, staffing, marketing, and operating strategies.
- Consistent participation, revenue, and direct and indirect cost tracking is needed across all Core Program Areas to accurately evaluate cost recovery, community benefit, and resource allocation.

- Expanding participation will require stronger program discovery, multilingual communication, experience-driven storytelling, and outreach targeted to residents who are not currently engaged.

Full Program Assessment can be found in [SECTION 4.1](#)



1.6 PARK AND FACILITY EVALUATIONS

The evaluation of park assets within the City of Fountain Valley 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.

Amenity Rating Scale

GREAT (4-5)	Site amenities are in excellent condition with little or no maintenance issues.
GOOD (3)	Site amenities are in good condition with only minor maintenance problems. Issues are primarily due to age and heavy use.
FAIR (2)	Site amenities are in fair condition and indicate ongoing maintenance challenges, generally related to age and heavy usage.
POOR (0-1)	Site amenities are in poor condition, showing clear and persistent maintenance problems that may lead to suspended use for repair or replacement.

Park Evaluation Categories

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

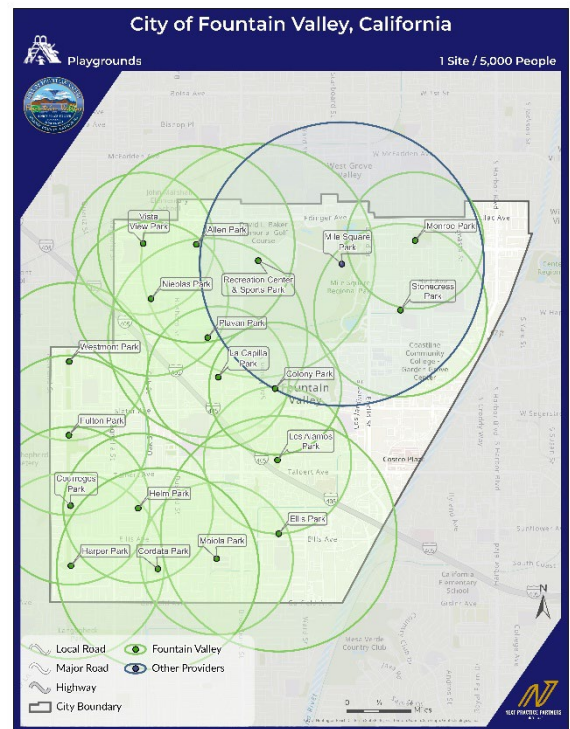
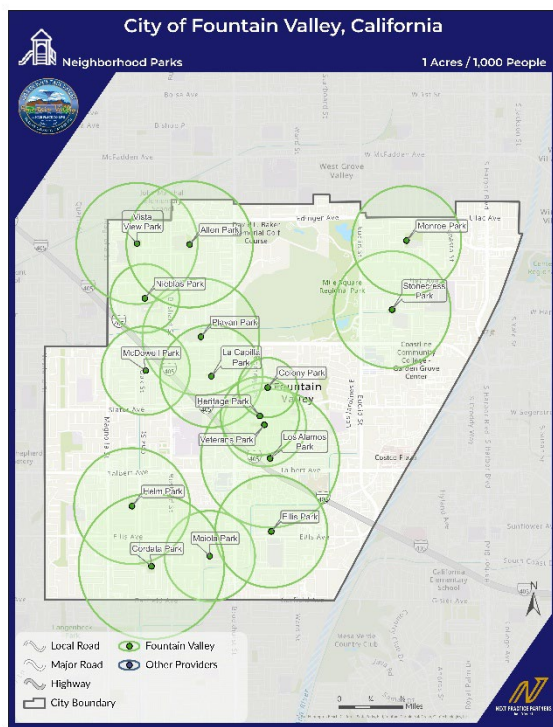
Identification of maintenance concerns that could impact the continued success, safety, and usability of the park amenities.

Full Park and Facility Evaluations can be found in [SECTION 4.2](#)

1.7 EQUITY MAPS

Service area maps and standards allow the City of Fountain Valley to assess how parks and recreation amenities are distributed across the community and whether they align with population density and neighborhood needs. These maps are based on recommended levels of service for each park and amenity type and help identify areas that may be underserved or oversupplied.

By comparing geographic access to population-based standards, the City can pinpoint gaps in service and make informed decisions about future investments. This ensures that capital improvement efforts not only address system-wide needs but also promote equitable access to parks and facilities for all residents. The different service area rings highlight the reach of various providers, reflecting the broader network of resources available to the Fountain Valley community.



Full Equity Maps can be found in [SECTION 4.4](#)

1.8 RECOMMENDED PARKS IMPROVEMENTS PLAN

The Recreation and Community Services Recommended Parks Improvements Plan (RPIP) for Fountain Valley provides a strategic roadmap for prioritizing, funding, and delivering essential infrastructure and facility projects that support the city's livability, sustainability, and long-term growth. The plan emphasizes targeted investments in parks, recreational amenities, community centers, and public spaces to address the evolving needs of Fountain Valley diverse and expanding community.

A central element of the RPIP is aligning financial resources with improvement projects. Fountain Valley leverages multiple funding sources - including the General Fund, Development Impact Fees (DIF), and a range of grant opportunities - to make these initiatives possible. By strategically applying these resources, the City maintains responsible fiscal management while advancing projects that foster environmental stewardship, community wellness, and economic vitality.

As Fountain Valley continues to grow and thrive, this Recommended Improvements Plan offers a clear and actionable framework for creating vibrant public spaces and strengthening community infrastructure—both today and for generations to come.

To provide greater clarity and transparency, the RPIP 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



The recommended improvements establish a comprehensive framework for renovating and expanding Fountain Valley's parks and recreation system. Priorities include replacing aging playgrounds and furnishings, improving accessibility, upgrading restrooms and athletic facilities, expanding walking and fitness trails, and adding shade, seating, shelters, lighting, signage, and safer pedestrian connections. New amenities, including inclusive play areas, outdoor fitness equipment, splash pads, sports courts, community gardens, and signature recreation features, would broaden opportunities for residents of all ages and abilities.

The Recreation Center and Sports Park will continue to serve as the system's primary destination for athletics, recreation, tournaments, and community events. Potential improvements include reconfigured athletic fields, expanded tennis and pickleball facilities, a soccer complex, skate/BMX and pump-track facilities, hockey or skating opportunities, new event and community venues, and development of the adjacent 16-acre site. Renovations to the Recreation Center would address accessibility, water intrusion, aging finishes and equipment, lighting, HVAC systems, and underused interior spaces.

Implementation should be phased according to safety, accessibility, facility condition, community demand, feasibility, operating costs, and available funding. Each project should be confirmed through detailed site analysis, public engagement, environmental and technical review, cost estimating, and the City's capital improvement planning process. Together, these recommendations would create a safer, more accessible, sustainable, and diverse park system while preserving valued open spaces and historical resources.

A detailed description of these recommendations can be found in the Recommended Park Improvement Plan located in [Section 4.5](#)



1.9 CONCLUSION

The Fountain Valley Parks and Community Services Master Plan provides a comprehensive, community-supported roadmap for the continued improvement of the City's parks, recreation facilities, programs, and services. Built upon extensive public input, demographic and recreation-trend analysis, facility assessments, level-of-service evaluations, and operational and financial reviews, the Plan reflects both the community's current priorities and its vision for the future.

Fountain Valley has a strong foundation of valued parks, recreation programs, community facilities, special events, and dedicated staff. The Plan identifies opportunities to build upon these strengths by renovating aging facilities, improving accessibility and park connections, expanding recreation opportunities, enhancing tree canopy and shade, strengthening staffing and organizational capacity, and pursuing new community-serving facilities. These improvements will help the City respond to changing demographics, evolving recreation interests, and the long-term needs of residents of all ages, abilities, backgrounds, and income levels.

The Plan's recommended "Big Moves" establish an ambitious but achievable direction for the future. Priorities include implementing the Master Plan as a long-term decision-making framework, expanding the park system, developing destination recreation facilities, strengthening the Department's staffing and operational resources, and positioning Fountain Valley to pursue national recognition for excellence in parks and recreation. Together, these initiatives support the Department's mission "To enhance the quality of life for ALL" and reinforce the City's vision of being a safe, inclusive, and desirable community where residents can live their best lives.

Implementation will require a phased and flexible approach that considers public safety, accessibility, facility condition, community demand, project feasibility, operating costs, and available funding. Success will depend upon continued community engagement, responsible financial planning, strong partnerships, grant opportunities, and coordination across City departments. Each major project should be supported by additional site analysis, public outreach, technical and environmental review, cost estimating, and inclusion in the City's capital improvement planning process.

This Master Plan is intended to serve as a living document that guides priorities while allowing the City to respond to new opportunities, emerging trends, and changing community needs. Through consistent implementation and periodic evaluation, Fountain Valley can preserve the qualities residents value today while creating a safer, more accessible, sustainable, connected, and diverse park and recreation system for future generations.

CHAPTER TWO COMMUNITY PROFILE

2.1 OVERVIEW

A key component of the Parks and Community Services Master Plan ("Plan") is the Community Profile. The purpose of this analysis is to provide the City of Fountain Valley Recreation and Community Services Department ("Department") with insight into the community it serves. It also helps define the market within and surrounding the City of Fountain Valley ("City") and provides a better understanding of the parks, facilities, programs, and services needed to equitably serve current and future residents.

Located in the heart of Orange County, Fountain Valley is a well-planned urban community known as "A Nice Place to Live." The City is situated just north of Huntington Beach, Costa Mesa, and Newport Beach and south of Santa Ana and Anaheim, providing convenient access to beaches, employment centers, entertainment destinations, shopping, dining, and transportation throughout Southern California. At the same time, Fountain Valley maintains a welcoming, community-oriented atmosphere supported by an established system of parks, trails, recreational facilities, programs, and special events.

2.2 LIVABILITY AND ACCESS

Livability and access indicators help illustrate how the built and natural environment affects residents' quality of life. This analysis considers Fountain Valley's cost of living, residents' access to parks within a 10-minute walk, and tree equity throughout the community. Together, these measures provide insight into affordability, neighborhood-level access to recreation, and the equitable distribution of tree canopy and its environmental and health benefits.

2.2.1 COST OF LIVING

The Cost of Living Index compares the cost of essential goods and services to the national average, represented by a score of 100. Fountain Valley has an overall cost of living index of 164.9, meaning the cost of living is approximately 64.9% higher than the national average and 10.0% higher than the California average of 149.9.

COST OF LIVING	Fountain Valley	California
Overall	164.9	149.9
Grocery	104.9	105.1
Health	93.4	98.3
Housing	346.5	234.8
Utilities	94.2	102.4
Transportation	117.7	133.1
Miscellaneous	155.6	118.7

You can see detailed information at

https://www.bestplaces.net/cost_of_living/city/california/fountain_valley

Housing is the primary factor contributing to Fountain Valley's elevated cost of living. The City's housing index of 346.5 is substantially higher than both the national average and California's index of 234.8. Miscellaneous expenses are also notably higher in Fountain Valley, with an index of 155.6 compared to 118.7 statewide. This category includes goods and services not represented elsewhere in the index, such as clothing, restaurants, repairs, entertainment, and other services.

Grocery costs in Fountain Valley are generally consistent with the California average, while health care and utilities are below both state and national averages. Transportation costs are approximately 17.7% higher than the national average but remain below the statewide index.

2.2.2 10-MINUTE WALK

55%
of Fountain Valley residents live within a
10-minute walk
of a park

National Average: 57%

The Trust for Public Land's 10-Minute Walk standard measures the percentage of residents who live within a 10-minute walk, or approximately one-half mile, of a park. This distance represents the average distance most people are willing to walk to reach a destination and provides a useful measure of neighborhood-level park access.

In Fountain Valley, 55% of residents live within a 10-minute walk of a park, slightly below the 57% average for residents of urban cities and towns nationwide. These findings indicate that nearly half of Fountain Valley residents do not have a park within a convenient walking distance of their homes.

Park access is relatively consistent across age groups. Approximately 57% of children ages 0–19 and 56% of adults ages 20–64 live within a 10-minute walk of a park, compared to 53% of adults ages 65 and older. The lower level of access among seniors is particularly important because older adults may face greater mobility and transportation barriers.

Access also varies by household income. Approximately 54% of high- and middle-income residents live within a 10-minute walk of a park, compared to 51% of low-income residents. While the differences are modest, the findings suggest that residents with fewer financial resources also have slightly less access to nearby parks.

Differences are more pronounced across racial and ethnic groups. Park access is highest among Asian residents at 58% and residents identifying as another race at 57%. Access is lower among Native American residents at 46%, Black residents at 47%, and Pacific Islander residents at 49%.

Approximately 54% of Hispanic residents and residents identifying as two or more races live within a 10-minute walk of a park, compared to 53% of White residents.

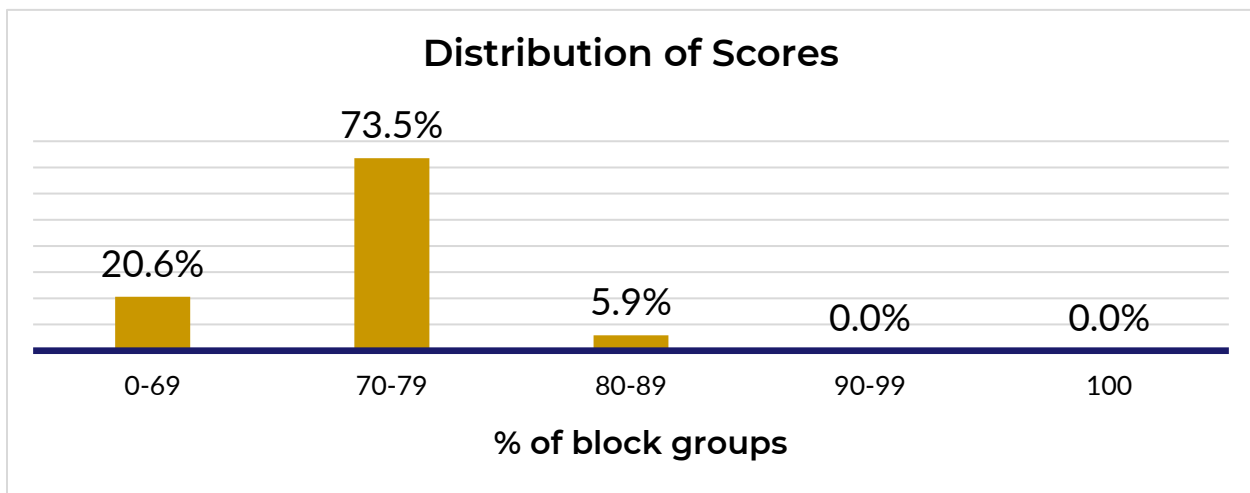
2.2.3 TREE EQUITY

Tree Equity Score, developed by American Forests, measures how equitably the benefits of urban tree canopy are distributed across a community. Detailed information for Fountain Valley is available through the Tree Equity Score National Explorer.

Scores are calculated for individual U.S. Census block groups and range from 0 to 100. A score of 100 indicates that a block group has achieved its tree canopy goal. Canopy goals account for local conditions, including the natural environment and building density.

The methodology combines the difference between existing tree canopy and the established canopy goal with indicators related to income, employment, race, age, language, health, and surface temperature. A community-level composite score summarizes the block-group scores across the community.

Fountain Valley has a composite Tree Equity Score of 73, compared to the national average of 82. Scores across the City's 34 block groups are distributed as follows:



2.3 DEMOGRAPHICS

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.



2.3.1 METHODOLOGY

The demographic analysis for this plan relies on data from two primary sources: the U.S. Census Bureau and Environmental Systems Research Institute, Inc. (ESRI), a research and development organization specializing in Geographic Information Systems (GIS) and demographic projections. The data used was obtained in July 2025 and includes actual figures from the 2020 U.S. Census, along with available estimates and projections as of that date.

ESRI's methodology accounts for historical growth patterns, migration trends, and economic factors but does not incorporate local policy changes, such as housing production targets or zoning modifications outlined in the Housing Element. As a result, this analysis should be viewed as a snapshot in time, reflecting conditions as of early 2025. Future updates to this plan should reassess population projections using the most current data to ensure alignment with evolving local policies and regional trends.

For this study, ESRI estimated the 2025 population based on trends observed since 2020 and provided a five-year projection for 2030. To extend these projections further, the consulting team

applied a straight-line linear regression model to forecast demographic characteristics for 2035 (10-year) and 2040 (15-year) estimates. This approach provides a simplified projection of growth, assuming that historical trends will continue at a consistent rate. However, if population growth exceeds these projections, the demand for open space, recreation, and community services may need to be reassessed. Future planning efforts should consider periodic evaluations to ensure public amenities align with actual population changes.

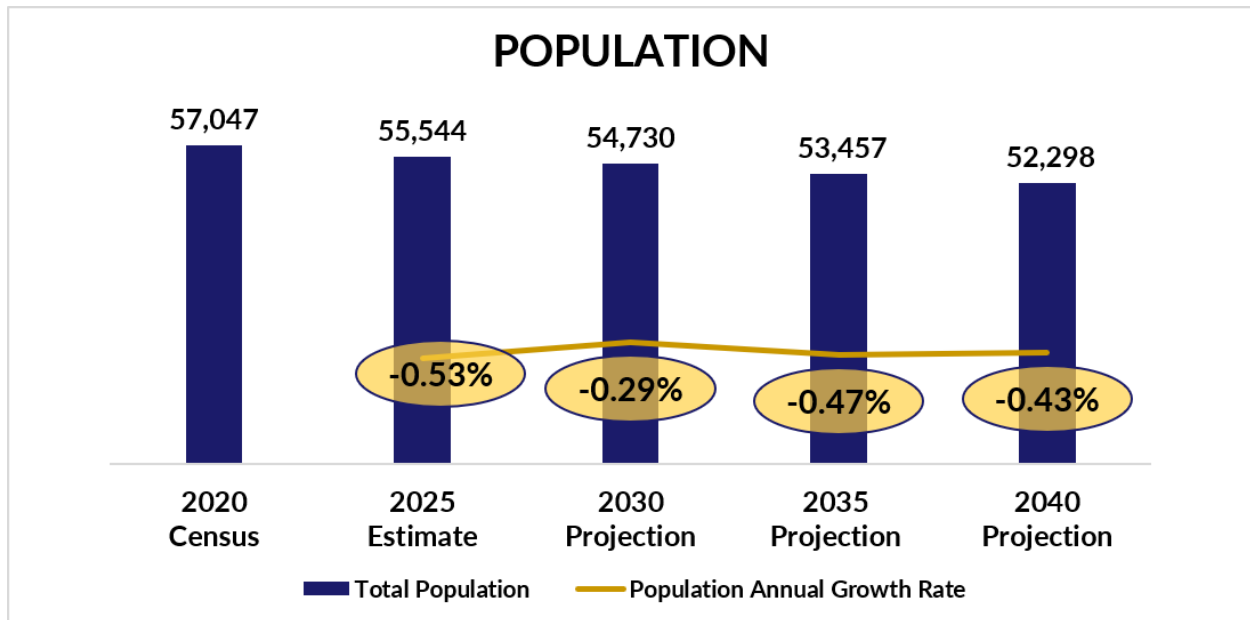
2.3.2 CITY POPULACE

POPULATION

The City's population was 57,047 residents in 2020 and is estimated at 55,544 residents in 2025, representing a decrease of 1,503 residents, or 2.63%. This equates to an annual population decline of 0.53%.

The population is projected to continue decreasing through 2040, reaching 54,730 residents in 2030, 53,457 residents in 2035, and 52,298 residents in 2040. Projected five-year population declines range from 1.47% to 2.33%, with annual declines ranging from 0.29% to 0.47%.

Overall, the City's population is projected to decrease by 4,749 residents between 2020 and 2040, representing a total decline of approximately 8.32%.

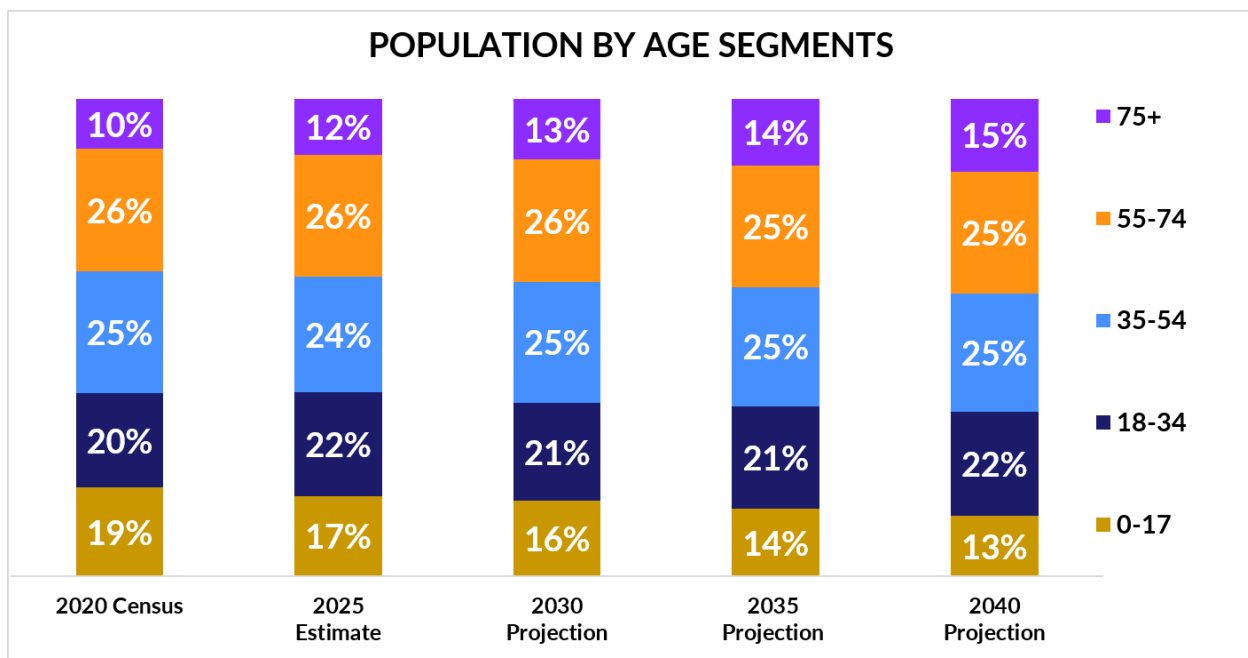


2.3.3 AGE SEGMENT

The City's population is distributed across five age segments: youth ages 0–17, young adults ages 18–34, adults ages 35–54, older adults ages 55–74, and seniors ages 75 and older.

In 2020, residents ages 55–74 represented the largest age segment at 26%, followed by adults ages 35–54 at 25%. Young adults ages 18–34 accounted for 20% of the population, youth ages 0–17 represented 19%, and seniors ages 75 and older accounted for 10%.

The proportion of youth is projected to steadily decrease from 19% in 2020 to 13% in 2040. In contrast, the proportion of seniors is projected to increase from 10% to 15% during the same period. The share of residents ages 18–34 is projected to remain between 21% and 22%, while adults ages 35–54 are expected to remain relatively stable at approximately 25%. Residents ages 55–74 are projected to decrease slightly from 26% in 2020 to 25% in 2040.



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 U.S. 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.

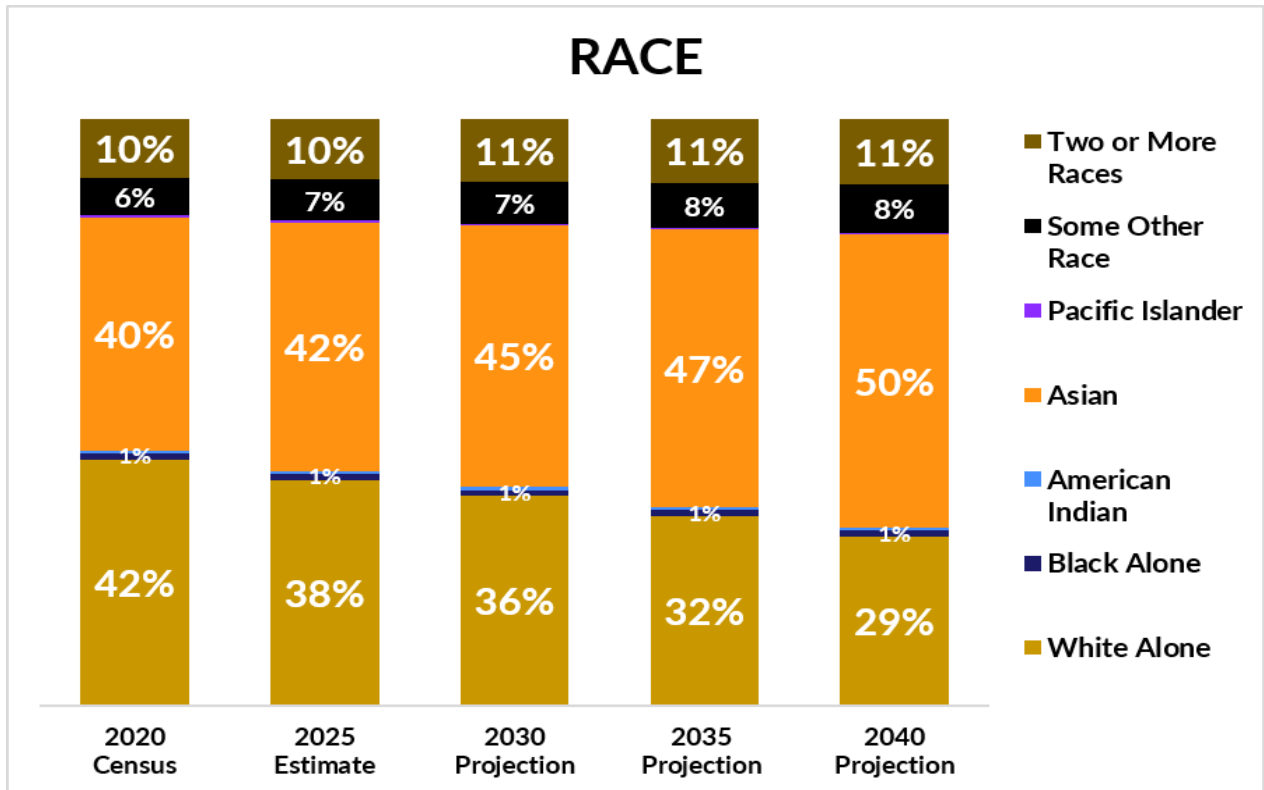
Please Note: The Census Bureau defines Race as a person's self-identification with one or more of the following social groups: White, Black, or African American, Asian, American Indian and Alaska Native, Native Hawaiian and Other Pacific Islander, some other race, or a combination of these. While Ethnicity is defined as whether a person is of Hispanic / Latino origin or not. For this reason, the Hispanic / Latino ethnicity is viewed as separate from race throughout this demographic analysis.

2.3.4 RACE

The City's racial composition is projected to continue changing through 2040. In 2020, residents identifying as White Alone represented 42% of the population, followed by Asian Alone residents at 40%. Residents identifying as Two or More Races accounted for 10%, while 6% identified as Some Other Race. Black Alone and American Indian Alone residents each represented 1% of the population, and Pacific Islander Alone residents accounted for less than 1%.

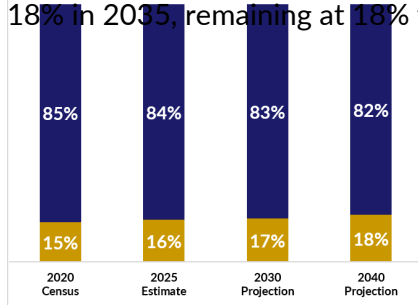
Asian Alone residents are estimated to represent 42% of the population in 2025 and are projected to increase to 50% by 2040. In comparison, the proportion of White Alone residents is estimated at 38% in 2025 and is projected to decrease to 29% by 2040.

The proportion of residents identifying as Some Other Race is projected to increase from 6% in 2020 to 8% in 2040, while those identifying as Two or More Races are projected to increase from 10% to 11%. The proportions of Black Alone, American Indian Alone, and Pacific Islander Alone residents are projected to remain relatively unchanged.



2.3.5 ETHNICITY

Hispanic/Latino residents of any race represented 15% of the City's population in 2020. This proportion is estimated to increase to 16% in 2025 and is projected to reach 17% in 2030 and 18% in 2035, remaining at 18% through 2040.



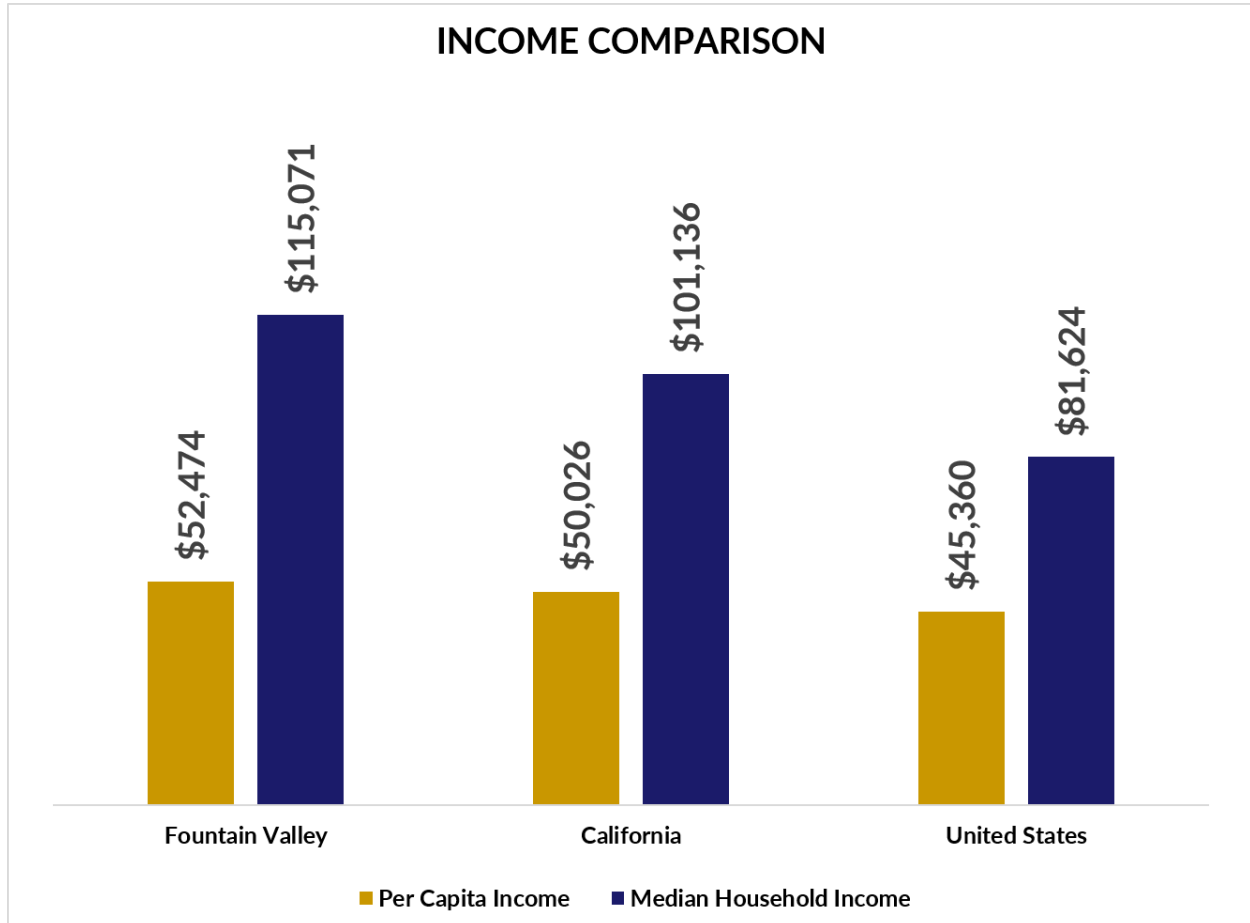
All other residents represented 85% of the population in 2020. This proportion is estimated to decrease to 84% in 2025 and is projected to account for 82% of the population by 2035.



2.3.6 INCOME

The City's per capita income is \$52,474, compared to \$50,026 for California and \$45,360 nationwide. This is approximately 5% higher than the statewide level and 16% higher than the national level.

The City's median household income is \$115,071, compared to \$101,136 for California and \$81,624 for the United States. The City's median household income is approximately 14% higher than the California median and 41% higher than the national median.



2.3.7 AT-RISK POPULATION

Several demographic and socioeconomic characteristics provide insight into populations that have historically experienced barriers to accessing public services, resources, and opportunities. The analysis compares the City with California and the United States.

The City has a notably diverse population. Approximately 32.0% of residents are foreign-born, compared to 26.7% statewide and 13.9% nationwide. Additionally, 46.1% of residents speak a language other than English at home, compared to 44.1% across California and 22.0% nationally.

The City's owner-occupied housing rate is 33.9%, compared to 44.2% for California and 35.0% for the United States. Approximately 5.1% of City residents have a disability, below the statewide rate of 7.3% and national rate of 9.1%.

Approximately 4.6% of residents do not have health insurance, compared to 7.4% statewide and 9.5% nationwide. The City's poverty rate is also lower, at 7.3%, compared to 12.0% for California and 11.1% for the 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%
	Owner Occupied Housing Rate	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%

2.4 RECREATIONAL TRENDS

The Trends Analysis examines recreational interests and participation patterns that may influence demand for parks, facilities, programs, and services within the City. This analysis uses market potential data provided by Environmental Systems Research Institute, Inc. (ESRI).

2.4.1 LOCAL SPORT AND LEISURE MARKET POTENTIAL

ESRI provided the sports and leisure market potential data presented in this section. The Market Potential Index (MPI) measures the likelihood that an adult resident will participate in a particular activity compared to the national average. Participation may occur within or outside the City's boundaries.

The national average is represented by an MPI score of 100. Scores above 100 indicate that adult residents are more likely than the average U.S. adult to participate in an activity, while scores below 100 indicate a lower likelihood of participation.

MPI data represents one source of information for understanding local recreational interests and should be considered alongside community input, program participation, facility use, and other planning data.

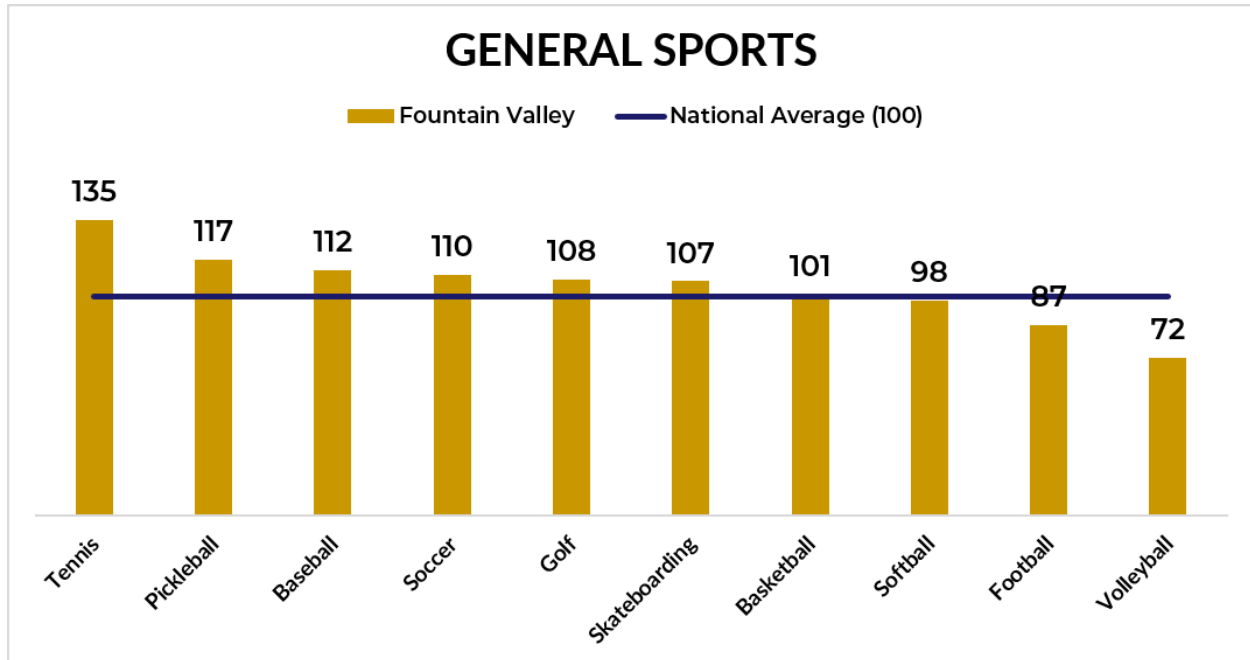
The following charts compare MPI scores for 46 sports and leisure activities among adult residents. Activities are grouped by type and listed in descending order from the highest to lowest MPI score.



2.4.2 GENERAL SPORTS

Tennis has the highest Market Potential Index MPI among general sports activities in the City, with a score of 135. Pickleball follows with an MPI of 117, while baseball and soccer have scores of 112 and 110, respectively.

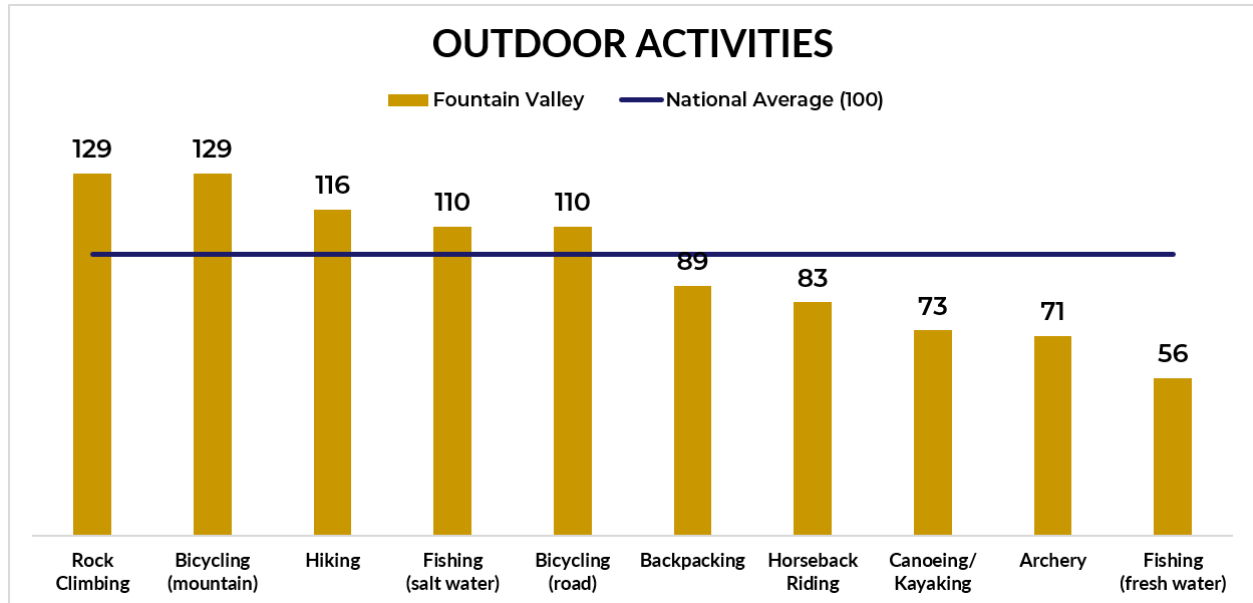
Golf, skateboarding, basketball, and softball also have MPI scores above the national average of 100. Football and volleyball fall below the national average, with scores of 87 and 72, respectively.



2.4.3 OUTDOOR ACTIVITY

Rock climbing and mountain bicycling have the highest MPI scores among outdoor activities in the City, each with a score of 129. Hiking follows with an MPI of 116, while saltwater fishing and road bicycling each have scores of 110.

Backpacking, horseback riding, canoeing/kayaking, archery, and freshwater fishing have MPI scores below the national average of 100.



2.4.4 COMMERCIAL RECREATION

Woodworking has the highest MPI among commercial recreation activities in the City, with a score of 126. Chess follows with an MPI of 116, while photography has a score of 108.

Spending \$250 or more on sports and recreation equipment, playing a musical instrument, and participating in live theater also have MPI scores at or near the national average. The remaining activities have scores below 100, with birdwatching having the lowest MPI at 78.

2.5 NATIONAL TRENDS IN RECREATION

2.5.1 METHODOLOGY

The Sports & Fitness Industry Association's (SFIA) *Sports, Fitness & Leisure Activities Topline Participation Report 2023* was utilized to evaluate National Recreation Participatory Trends.



The methodology of this study is rooted in a nationwide survey conducted in the 2022 calendar year by Sports Marketing Surveys USA (SMS), under the supervision of the Sports & Fitness Industry Association (SFIA) and in collaboration with seven other sports industry associations comprising the Physical Activity Council (PAC). The study was conceptualized and deployed by Digital Research Inc. (DRI), with all supplementary data being credited to the joint research efforts of SFIA and SMS.

Throughout 2022, the study completed 18,000 online interviews involving a nationwide sample of individuals aged six and older. These participants were selected from proprietary online panels designed to be representative of the broader U.S. population. Strict quotas related to gender, age, income, region, and ethnicity were implemented to assure a balanced and representative sample.

The survey's robust sample size of 18,000 completed interviews facilitates a high degree of statistical accuracy. However, it's acknowledged that all surveys are subject to a standard error, which indicates the extent to which the results may differ from those acquired through a comprehensive census of the entire U.S. population. For instance, a sport with a participation rate of five percent exhibits a confidence interval of plus or minus 0.32 percentage points at the 95 percent confidence level.

To further ensure the representation of the data, a weighting technique was employed. This adjusted the data to mirror the entire U.S. population aged six and above, utilizing variables such as gender, age, income, ethnicity, household size, region, and population density. The total population figure applied was 305,439,858 individuals aged six and older.

The study reports activity based on a rolling 12-month participation rate. Unless explicitly specified, all charts present data corresponding to U.S. populations aged six and over.

All category and activity names are those used by SFIA.

Overall Participation in the U.S.

For the fifth year running, physical activity rates among Americans continued to rise. Specifically, 77.6% of all Americans, representing approximately 236.9 million individuals, took part in at least one activity during the year. This figure denotes a 9.2% increase compared to 2017, and a 1.9% rise compared to 2021. In essence, this means that 20 million more individuals participated in at least one physical activity annually compared to 2017, suggesting a growing prioritization of physical activity in American lifestyles.

Racquet sports experienced the most significant rise in participation in 2022, with a surge of 17.6% or about 8 million participants from the previous year. All racquet sports monitored by SFIA saw increased participation in 2022, with pickleball outpacing others with an 85.7% annual growth rate. Conversely, individual and winter sports were the only categories that didn't register increased participation in 2022.

Team sports rebounded from the sharp downturn they faced in 2020 due to the pandemic, with their participation rate climbing to 23.2% in 2022, almost reaching the 2019 level of 23.4%. In 2022, participation rates in water sports and outdoor sports similarly rose, comparable to the increases seen in team sports, while the fitness participation rate remained steady.

When comparing participation rates from 2013 to 2022, it's evident that physical activity has become a higher priority for Americans over the past decade. Every sports category saw an increase in participation rates, except for individual sports, which experienced a slight decrease from 43.3% to 41.3%. Fitness sports reported the largest growth in participation rate, rising from 60.1% in 2013 to 67.4% in 2022.

2.5.2 INACTIVITY IN THE U.S.

In a first since 2010, the number of totally inactive individuals in the U.S.—those not participating in any of the sports or activities monitored by SFIA—fell below 70 million. In 2022, the count of inactive individuals stood at 68.6 million or 22.4% of Americans, marking the fourth consecutive annual decrease.

A decline in inactivity was observed across all age groups, except for those aged 18-24 and 25-34. SFIA believes that the increase in inactivity within these groups might be due to significant life transitions such as attending college or starting a family, which were temporarily paused during the onset of the pandemic. Even though inactivity rates for these age groups have risen in 2022, they remain lower than their 2017 rates. Thus, every age group reported lower inactivity rates in 2022 compared to 2017.

Further positive news emerged when examining inactivity rates across income levels. Every income level saw a reduction in inactivity rates of more than 3% in 2022, with the most substantial decrease of 5.2% occurring within the \$25k-\$49,999 income bracket. Similar to the age group analysis, every income category in 2022 registered lower inactivity rates than in 2017. This trend indicates a growing number of Americans are prioritizing and investing in physical activity (and have better access to opportunities for participation) compared to previous years.

2.5.3 NATIONAL PARTICIPATION

FITNESS TRENDS



The most popular fitness activity was Walking for Fitness, with 114.8 million participants, though it experienced a small decrease of 0.9% from the previous year. Despite this, it showed a 3% increase in participation over the last three years. The second most popular activity, Treadmill exercising, had around 53.6 million participants, which was largely stable from 2021, but showed a decrease of 5.7% since 2019.

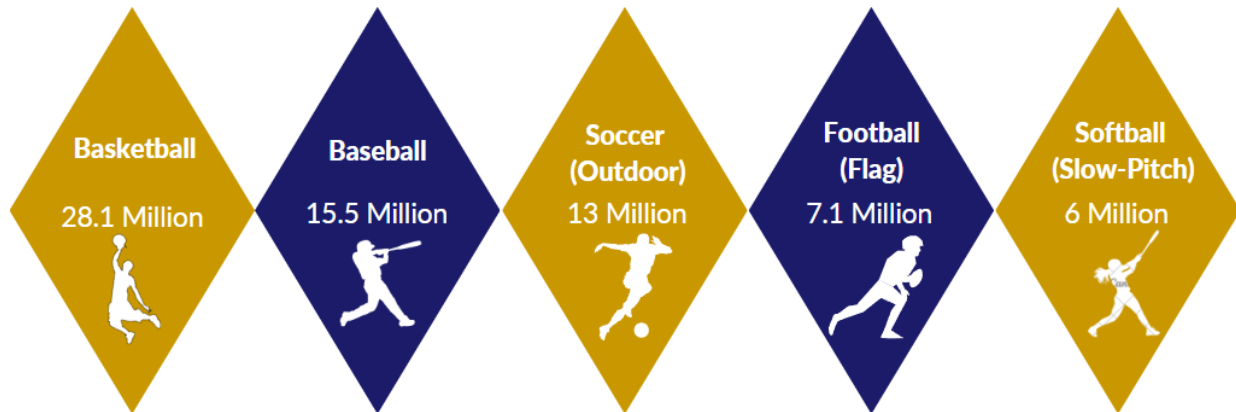
Free Weights (Dumbbells/Hand Weights) also experienced growth in 2022, with approximately 53.1 million participants. This represents a 1% increase from 2021 and a 3.3% increase over three years. Meanwhile, Yoga and Pilates Training showed significant growth over the three years with an increase of 10.4% and 11.6% respectively.

The most significant three-year decreases were observed in Cross-Training Style Workouts and Group Stationary Cycling, with a decrease of 31.7% and 36.9% respectively. Despite some decreases, many fitness activities maintained or increased their number of participants, indicating an ongoing interest in physical fitness among Americans.

PARKS & COMMUNITY SERVICES MASTER PLAN

FITNESS PARTICIPANTS						
	2019	2020	2021	2022	1-year change	3-year change
Walking for Fitness	111,439	114,044	115,814	114,759	-0.9%	3.0%
Treadmill	56,823	49,832	53,627	53,589	-0.1%	-5.7%
Free Weights (Dumbbells/Hand Weights)	51,450	53,256	52,636	53,140	1.0%	3.3%
Running/Jogging	50,052	50,652	48,977	47,816	-2.4%	-4.5%
Yoga	30,456	32,808	34,347	33,636	-2.1%	10.4%
Stationary Cycling (Recumbent/Upright)	37,085	31,287	32,453	32,102	-1.1%	-13.4%
Weight/Resistance Machines	36,181	30,651	30,577	30,010	-1.9%	-17.1%
Free Weights (Barbell)	28,379	28,790	28,243	28,678	1.5%	1.1%
Elliptical Motion/Cross-Trainer	33,056	27,920	27,618	27,051	-2.1%	-18.2%
Swimming for Fitness	28,219	25,666	25,620	26,272	2.5%	-6.9%
Dance, Step & Other Choreographed Exercise to Music	23,957	25,160	24,752	25,163	1.7%	5.0%
Bodyweight Exercise & Accessory-Assisted Training	23,504	22,845	22,629	22,034	-2.6%	-6.3%
High Impact/Intensity Training	22,044	22,487	21,973	21,821	-0.7%	-1.0%
Kettlebells	12,857	13,576	13,557	13,694	1.0%	6.5%
Rowing Machine	12,809	11,694	11,586	11,893	2.6%	-7.2%
Stair-Climbing Machine	15,359	11,261	11,786	11,677	-0.9%	-24.0%
Aquatic Exercise	11,189	10,954	10,400	10,676	2.6%	-4.6%
Pilates Training	9,243	9,905	9,745	10,311	5.8%	11.6%
Cross-Training Style Workouts	13,542	9,179	9,764	9,248	-5.3%	-31.7%
Stationary Cycling (Group)	9,930	6,054	5,939	6,268	5.5%	-36.9%
Cardio Kickboxing	7,026	5,295	5,099	5,531	8.5%	-21.3%
Boot Camp Style Training	6,830	4,969	5,169	5,192	0.4%	-24.0%
Barre	3,665	3,579	3,659	3,803	3.9%	3.8%
Tai Chi	3,793	3,300	3,393	3,394	0.0%	-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%)						

TEAM SPORTS TRENDS



Basketball continued to lead in team sports participation with over 28.1 million participants, marking a 3.7% increase from 2021 and an impressive 13% increase over the past three years. Baseball and outdoor soccer followed, with approximately 15.5 million and 13 million participants respectively. While baseball saw a slight decrease of 0.7% in the past year, and a 2.1% decrease over the past three years, outdoor soccer saw a healthy 3.7% increase from the previous year and 9.3% over three years.

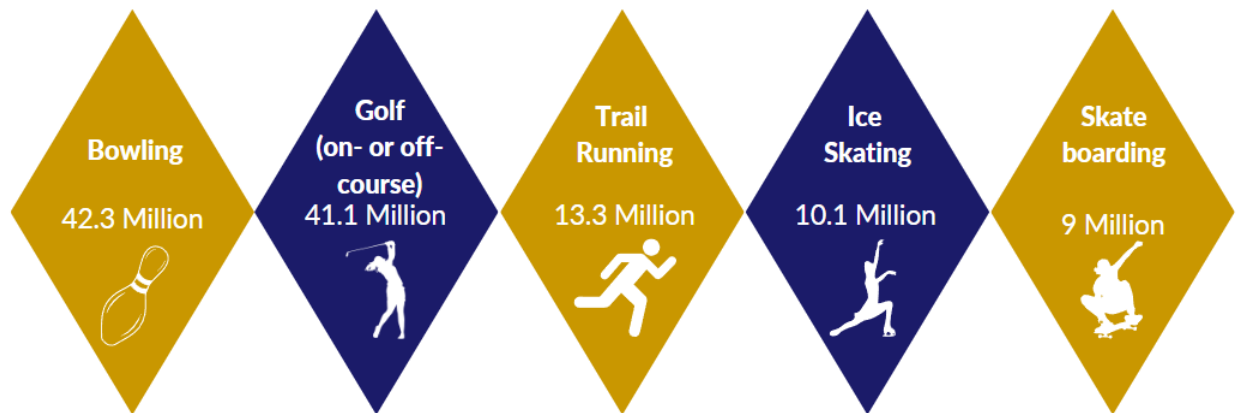
Among other notable sports, gymnastics exhibited the most substantial growth from 2021 to 2022, with a 7% increase in participants, bringing the total to approximately 4.6 million. Conversely, rugby had the most significant drop with a 5.8% decrease from the previous year and a steep 16.2% decrease over the last three years.

Overall, despite some declines, many team sports either sustained or increased their participation numbers in 2022, underlining the continued popularity of these activities.

PARKS & COMMUNITY SERVICES MASTER PLAN

TEAM SPORTS PARTICIPANTS						
	2019	2020	2021	2022	1-year change	3-year change
Basketball	24,917	27,753	27,135	28,149	3.7%	13.0%
Baseball	15,804	15,731	15,587	15,478	-0.7%	-2.1%
Soccer (Outdoor)	11,913	12,444	12,556	13,018	3.7%	9.3%
Football (Flag)	6,783	7,001	6,889	7,104	3.1%	4.7%
Volleyball (Court)	6,487	5,410	5,849	6,092	4.2%	-6.1%
Softball (Slow-Pitch)	7,071	6,349	6,008	6,036	0.5%	-14.6%
Soccer (Indoor)	5,336	5,440	5,408	5,495	1.6%	3.0%
Football (Touch)	5,171	4,846	4,884	4,843	-0.8%	-6.3%
Gymnastics	4,699	3,848	4,268	4,569	7.0%	-2.8%
Volleyball (Beach/Sand)	4,400	4,320	4,184	4,128	-1.3%	-6.2%
Track and Field	4,139	3,636	3,587	3,690	2.9%	-10.8%
Cheerleading	3,752	3,308	3,465	3,507	1.2%	-6.5%
Swimming on a Team	2,822	2,615	2,824	2,904	2.9%	2.9%
Volleyball (Grass)	3,136	2,738	2,807	2,829	0.8%	-9.8%
Paintball	2,881	2,781	2,562	2,592	1.2%	-10.0%
Ice Hockey	2,357	2,270	2,306	2,278	-1.3%	-3.4%
Softball (Fast-Pitch)	2,242	1,811	2,088	2,146	2.8%	-4.3%
Ultimate Frisbee	2,290	2,325	2,190	2,142	-2.2%	-6.5%
Wrestling	1,944	1,931	1,937	2,036	5.1%	4.7%
Lacrosse	2,115	1,884	1,892	1,875	-0.9%	-11.4%
Roller Hockey	1,616	1,500	1,425	1,368	-4.0%	-15.3%
Rugby	1,392	1,242	1,238	1,166	-5.8%	-16.2%
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%)						

INDIVIDUAL ACTIVITY TRENDS



Individual sports activities demonstrated diverse trends in participation rates. Bowling remained popular, with over 42.2 million participants, marking a 1.5% increase from the previous year. However, golf, both on and off-course, stole the limelight with significant growth rates. On or off-course golf combined experienced a substantial 9.7% increase from 2021, with over 41 million participants, underpinned by a massive 25.7% increase in off-course golf participation (driving range, golf entertainment venue, indoor simulator) that skyrocketed to about 15.5 million participants.

Skateboarding also showed strong growth, with a 3.1% increase from 2021 and a substantial 36.4% growth over three years, bringing its total to just over 9 million participants. Meanwhile, trail running and ice skating saw considerable growth of 5.9% and 6.4% from 2021, respectively.

On the contrary, adventure racing experienced a decrease in participation, dropping by 6.1% from 2021 and 20% over three years. Traditional road triathlons also suffered a decline, with an 11% decrease in participants over the past three years.

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INDIVIDUAL ACTIVITY PARTICIPANTS

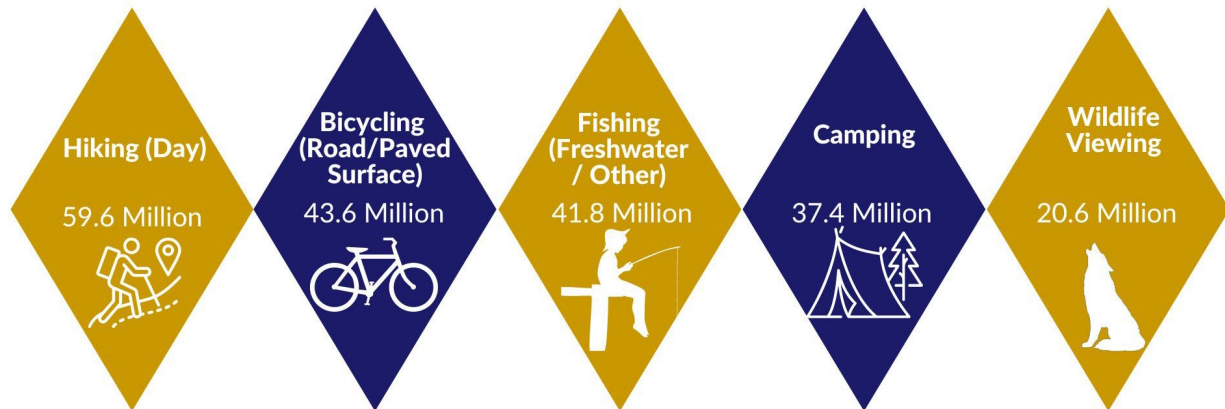
	2019	2020	2021	2022	1-year change	3-year change
Bowling	45,372	40,143	41,666	42,292	1.5%	-6.8%
Golf (on- or off-course)	34,176	36,861	37,473	41,096	9.7%	20.2%
Trail Running	10,997	11,854	12,520	13,253	5.9%	20.5%
Ice Skating	9,460	9,857	9,481	10,086	6.4%	6.6%
Skateboarding	6,610	8,872	8,747	9,019	3.1%	36.4%
Archery	7,449	7,249	7,342	7,428	1.2%	-0.3%
Horseback Riding	6,990	6,748	6,919	7,309	5.6%	4.6%
Roller Skating (2x2 Wheels)	6,612	6,160	6,373	6,810	6.9%	3.0%
Martial Arts	6,068	6,064	6,186	6,355	2.7%	4.7%
Boxing for Fitness	5,198	5,230	5,237	5,472	4.5%	5.3%
Roller Skating (Inline Wheels)	4,816	4,892	4,940	5,173	4.7%	7.4%
MMA for Fitness	2,405	2,445	2,339	2,524	7.9%	5.0%
Triathlon (Traditional/Road)	2,001	1,846	1,748	1,780	1.8%	-11.0%
Adventure Racing	2,143	1,966	1,826	1,714	-6.1%	-20.0%
Triathlon (Non-Traditional/Off Road)	1,472	1,363	1,304	1,350	3.5%	-8.2%
MMA for Competition	978	979	1,026	1,076	4.9%	10.1%

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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OUTDOOR ACTIVITY TRENDS



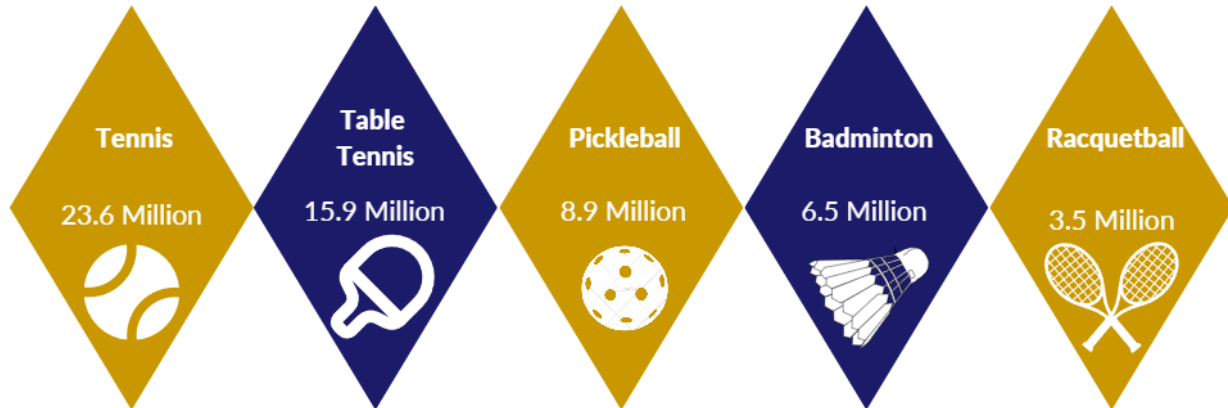
Outdoor activities experienced a surge in participation. Hiking continued to lead with a 1.5% yearly and a 19.9% three-year increase, with nearly 59.6 million participants. Bicycling on paved surfaces and freshwater fishing also grew by 1.8% and 2.4% respectively. Camping saw a considerable 4.0% annual growth, and birdwatching and saltwater fishing increased by 6.8% and 4.0% respectively.

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However, target shooting with handguns and rifles experienced a decrease, as did overnight backpacking. BMX bicycling and sport/boulder climbing reported significant growth rates of 8.3% and 6.6% respectively, underscoring a strong interest in outdoor activities despite some downturns.

OUTDOOR ACTIVITY PARTICIPANTS						
	2019	2020	2021	2022	1-year change	3-year change
Hiking (Day)	49,697	57,808	58,697	59,578	1.5%	19.9%
Bicycling (Road/Paved Surface)	39,388	44,471	42,775	43,554	1.8%	10.6%
Fishing (Freshwater/Other)	39,185	42,556	40,853	41,821	2.4%	6.7%
Camping	28,183	36,082	35,985	37,431	4.0%	32.8%
Wildlife Viewing	20,040	21,038	20,452	20,615	0.8%	2.9%
Camping (RV)	15,426	17,825	16,371	16,840	2.9%	9.2%
Birdwatching	12,817	15,228	14,815	15,818	6.8%	23.4%
Fishing (Saltwater)	13,193	14,527	13,790	14,344	4.0%	8.7%
Target Shooting (Handgun)	14,579	14,253	13,952	13,303	-4.6%	-8.8%
Target Shooting (Rifle)	13,197	12,728	12,388	12,044	-2.8%	-8.7%
Hunting (Rifle)	11,084	11,098	10,762	10,811	0.5%	-2.5%
Backpacking Overnight	10,660	10,746	10,306	10,217	-0.9%	-4.2%
Bicycling (Mountain/Non-Paved Surface)	8,622	8,998	8,693	8,916	2.6%	3.4%
Fishing (Fly)	7,014	7,753	7,458	7,631	2.3%	8.8%
Hunting (Shotgun)	8,083	7,874	7,627	7,628	0.0%	-5.6%
Climbing (Indoor)	5,309	5,535	5,684	5,778	1.7%	8.8%
Hunting (Bow)	4,628	4,656	4,577	4,739	3.5%	2.4%
Shooting (Sport Clays)	4,852	4,699	4,618	4,718	2.2%	-2.8%
Bicycling (BMX)	3,648	3,880	3,861	4,181	8.3%	14.6%
Shooting (Trap/Skeet)	4,057	3,837	3,750	3,739	-0.3%	-7.8%
Hunting (Handgun)	3,015	2,998	2,900	2,993	3.2%	-0.8%
Climbing (Sport/Boulder)	2,183	2,290	2,301	2,452	6.6%	12.3%
Climbing (Traditional/Ice/Mountaineering)	2,400	2,456	2,374	2,452	3.3%	2.1%
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%)		

RACQUET SPORT TRENDS



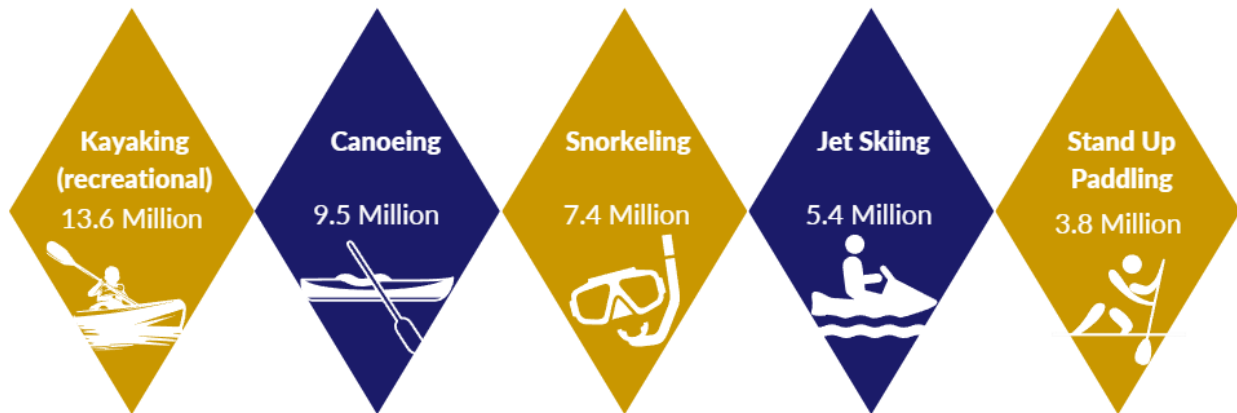
Racquet sports saw a continued upward trend in participation in 2022, with tennis at the forefront, with around 23.6 million participants and marking a 4.3% increase from 2021. This sport also witnessed a significant three-year growth rate of 33.4%.

An even more impressive growth rate was found in pickleball, which experienced an incredible 85.7% increase from 2021, and a stunning 158.6% increase over three years, reflecting its rapidly growing popularity. Meanwhile, other sports like table tennis and badminton also experienced growth in 2022, with 2.8% and 7.1% increases from the previous year respectively.

Racquetball and cardio tennis showed a similar positive trend with 8.0% and 7.8% growth rates from 2021, respectively. Despite its lower participation numbers compared to other racquet sports, squash saw a modest increase of 3.6% from 2021, showing signs of sustained interest. Overall, the data suggests a robust growth in the popularity of racquet sports in 2022.

RACQUET SPORTS PARTICIPANTS						
	2019	2020	2021	2022	1-year change	3-year change
Tennis	17,684	21,642	22,617	23,595	4.3%	33.4%
Table Tennis	14,908	16,854	15,390	15,824	2.8%	6.1%
Pickleball	3,460	4,199	4,819	8,949	85.7%	158.6%
Badminton	6,095	5,862	6,061	6,490	7.1%	6.5%
Racquetball	3,453	3,426	3,260	3,521	8.0%	2.0%
Cardio Tennis	2,501	2,503	2,608	2,812	7.8%	12.4%
Squash	1,222	1,163	1,185	1,228	3.6%	0.5%
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%)						

Water Activity Trends



In 2022, participation in water sports grew. Recreational kayaking was the favorite, drawing 13.56 million participants, up by 1.6% from 2021, and showing a significant three-year growth of 19.1%.

Popularity of canoeing and jet skiing also rose in 2022, attracting about 9.52 million and 5.44 million people respectively, increasing by 3.5% and 7.6% from 2021.

Surfing remained popular, showing a 6.6% increase from 2021 and a sizable 24.6% growth over three years. Stand-up paddling and white-water kayaking saw smaller growth, with increases of 1.0% and 3.9% respectively from 2021.

The number of people sailing, rafting, and wakeboarding also rose in 2022, with rafting showing a significant 6.3% growth. However, water skiing saw a slight dip of 0.6%. Scuba diving bounced back from a decline with a 7.3% rise in 2022, despite a small overall three-year decrease of 2.1%.

WATER ACTIVITY PARTICIPANTS						
	2019	2020	2021	2022	1-year change	3-year change
Kayaking (Recreational)	11,382	13,002	13,351	13,561	1.6%	19.1%
Canoeing	8,995	9,595	9,199	9,521	3.5%	5.9%
Snorkeling	7,659	7,729	7,316	7,376	0.8%	-3.7%
Jet Skiing	5,108	4,900	5,062	5,445	7.6%	6.6%
Stand Up Paddling	3,562	3,675	3,739	3,777	1.0%	6.0%
Surfing	2,964	3,800	3,463	3,692	6.6%	24.6%
Sailing	3,618	3,486	3,463	3,632	4.9%	0.4%
Rafting	3,438	3,474	3,383	3,595	6.3%	4.5%
Water Skiing	3,203	3,050	3,058	3,040	-0.6%	-5.1%
Wakeboarding	2,729	2,754	2,674	2,754	3.0%	0.9%
Kayaking (White Water)	2,583	2,605	2,623	2,726	3.9%	5.5%
Scuba Diving	2,715	2,588	2,476	2,658	7.3%	-2.1%
Kayaking (Sea/Touring)	2,652	2,508	2,587	2,642	2.1%	-0.4%
Boardsailing/Windsurfing	1,405	1,268	1,297	1,391	7.3%	-0.9%
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%)						

2.5.4 SUMMARY

- **Group Fitness:** Participation in group fitness-based activities continued to struggle but showed some signs of recovery. Boot camp style training, cardio kickboxing, and stationary cycling (group) all increased participation in 2022 but are still significantly down from their 2019 numbers.
- **Health Clubs:** Health club-based activities continued to struggle. Elliptical motion/cross-trainer, stair-climbing machine, stationary cycling (recumbent/upright), and weight resistance machines all had participation decreases last year and are down over 10% compared to 2019 numbers.
- **Golf (on or off-course):** Golf continues to maintain its momentum. Golf (on or off-course) increased by 9.7 % last year and all forms of golf overall have grown over 20% since 2019.
- **Outdoor Recreation:** Camping, fishing, and bicycling activities recovered to 2020 participation levels after showing slight decreases in 2021.
- **Personal Combat Sports:** Personal combat sports had a good year. Martial Arts, boxing for fitness, MMA for competition, MMA for fitness, and wrestling all posted participation increases in 2022.
- **Racquet Sports:** For the first time since 2015, every racquet sport increased its total participation number compared to the previous year.
 - Pickleball continued to be the fastest-growing sport in America. Participation almost doubled in 2022, increasing by 85.7% year-over-year and by an astonishing 158.6% over three years.
 - Tennis increased by 4.3% last year and has grown over 20% since 2019.
- **Running and Hiking:** For the fifth straight year, trail running and hiking (day) total participation increased.
- **Team Sports:** Basketball, soccer (outdoor), football (flag), and football (tackle) all posted positive three-year total participation increases of over 4.5%. Basketball had the highest three-year increase of 13.0%.
- **Yoga, Barre and Pilates:** Barre and Pilates showed solid participation increases in 2022, while yoga decreased for the first time in the last decade. All have three-year participation increases with yoga and Pilates increasing over 10% in the last three years.

2.6 KEY TAKEAWAYS

- **The City's population is projected to decline while its composition continues to change.** The population is projected to decrease from 57,047 residents in 2020 to 52,298 by 2040, an overall decline of approximately 8.3%. While this may reduce demand for some services, changing demographics will likely have a greater influence on future recreation needs than population size alone.
- **The community is aging, with fewer youth and more seniors anticipated.** Residents ages 75 and older are projected to increase from 10% of the population in 2020 to 15% by 2040, while youth ages 0–17 are projected to decrease from 19% to 13%. The Department should prepare for increased demand for older-adult programming, accessible facilities, low-impact fitness, social opportunities, and services that support aging in place while continuing to provide meaningful opportunities for youth and families.
- **The City is becoming increasingly diverse.** Asian residents are projected to represent 50% of the population by 2040, while the Hispanic or Latino population is projected to increase from 15% to 18%. Additionally, 32.0% of residents are foreign-born and 46.1% speak a language other than English at home. Culturally relevant programming, inclusive engagement, multilingual communication, and representative community partnerships will be increasingly important.
- **Higher reported incomes do not necessarily indicate greater discretionary income.** The City's per capita income is approximately 5% higher than California's, while median household income is approximately 14% higher. However, these differences are outweighed by an overall cost of living that is 10% higher than the California average, driven primarily by exceptionally high housing costs. The Department should not assume that above-average incomes translate into a greater ability to pay for recreation and should continue emphasizing affordable programs, free or low-cost opportunities, and financial assistance.
- **Neighborhood-level park access remains an opportunity.** Only 55% of residents live within a 10-minute walk of a park, slightly below the 57% national average for urban cities and towns. Access is lowest among seniors, low-income residents, and several racial groups, reinforcing the importance of evaluating geographic gaps alongside pedestrian connections, safe crossings, and other barriers to park access.
- **Tree canopy needs are widespread across the City.** The City's composite Tree Equity Score of 73 is below the national average of 82. Of the City's 34 block groups, 32 score below 80 and none score 90 or higher. Tree planting and canopy preservation should be considered throughout the community, with initial attention given to the seven block groups scoring below 70.
- **Local recreation interests favor a mix of traditional sports, emerging activities, and creative pursuits.** Tennis has the highest MPI among general sports, followed by pickleball, baseball, and soccer. Rock climbing, mountain bicycling, hiking, saltwater fishing, and road bicycling also show above-average market potential. Woodworking,

chess, and photography lead commercial recreation interests, suggesting opportunities extending beyond traditional athletics.

- **MPI findings should guide—not determine—programming decisions.** The data identifies activities residents are more likely than the average U.S. adult to participate in, but it does not confirm unmet demand or indicate that participation occurs within the City. These findings should be considered alongside community input, registration trends, facility capacity, participation data, and the Department’s ability to deliver each activity.



CHAPTER THREE PUBLIC INPUT SUMMARY

A successful Parks and Recreation Master Plan is grounded in the voices of the people it serves. While demographic data, facility assessments, and industry trends provide valuable context, the future of Fountain Valley's parks and recreation system should ultimately reflect the needs, priorities, and aspirations of residents, staff, community partners, and local leaders. For that reason, public engagement was a cornerstone of the planning process.

To capture a broad range of perspectives, the City of Fountain Valley utilized multiple engagement methods designed to gather both quantitative and qualitative feedback. These included:

- More than 20 focus groups and key leader interviews with staff, community partners, local leaders, user groups, and other stakeholders
- Two public input meetings that provided residents with opportunities to learn about the planning process, share ideas, and discuss future priorities
- Intercept surveys completed by 76 participants at community events
- A statistically valid community survey designed to provide reliable, representative feedback from households throughout Fountain Valley

An online community survey was also made available to provide an additional opportunity for participation. However, the survey received too few responses to produce meaningful or statistically reliable findings. Therefore, those results are not included in this summary.

Together, these engagement efforts generated a wide range of comments, ideas, and priorities. Each method offers a different perspective, but when viewed collectively, the findings reveal consistent themes regarding what the community values, where opportunities for improvement exist, and how the Department can best invest its resources in the years ahead.

The following summary presents the key findings from each engagement activity and identifies the recurring themes that emerged throughout the public input process. These findings provide an important foundation for the recommendations and implementation strategies included in the Parks and Recreation Master Plan.

3.1 KEY LEADER INTERVIEWS & FOCUS GROUPS

While surveys provide valuable quantitative data, they do not always capture the experiences, perspectives, and context behind the numbers. To better understand local priorities and identify opportunities for the future, the consulting team conducted more than 20 key leader interviews and focus groups as part of the Parks and Recreation Master Plan process.

Participants represented a broad cross-section of internal and external stakeholders, including City staff, elected officials, community partners, local organizations, user groups, and other community leaders. To highlight differences and commonalities among participants, feedback has been organized into two categories: Internal (City staff) and External (community leaders, partners, and stakeholders).

Each interview and focus group was guided by the same three questions:

- What are the Department's greatest strengths?
- What are the Department's greatest opportunities?
- If this Parks and Recreation Master Plan could accomplish one thing, what should it be?

Although participants brought different perspectives based on their experiences with Fountain Valley's parks and recreation system, several common themes emerged. The following summary highlights the strengths, opportunities, and priorities most frequently identified during these conversations. Together, these insights provide valuable qualitative context for the broader public input findings and help inform the recommendations and implementation strategies presented throughout the Parks and Recreation Master Plan.

3.1.1 INTERNAL FEEDBACK

STRENGTHS

1. **Strong Staff and Customer Service:** Staff were consistently described as terrific, collaborative, and committed to customer service and positive community interactions. Staff development for both full-time and part-time employees was also identified as a strength.
2. **Well-Maintained Neighborhood Parks and Recreation Facilities:** Stakeholders highlighted the number of neighborhood parks, the quality of park maintenance, and the Sports Park as significant strengths. Residents were described as pleased with the condition of the City's parks.
3. **Diverse Programs and Community Events:** The Department offers a wide variety of programs and events, including Concerts in the Park, senior programming, rentals, the lunch program, and Teen Techs. Stakeholders particularly emphasized the number and variety of community events.
4. **Strong Collaboration, Relationships, and Organizational Support:** Collaboration among Department staff, other City departments, the Police Department, community organizations, and volunteers was frequently identified as a strength. Stakeholders also noted strong support from the City Manager, City Council, and the Fountain Valley Community Foundation.
5. **Strong Community Connections and Inclusive Opportunities:** Stakeholders emphasized the Department's close relationship with the community and its ability to serve different

populations. Strengths included extensive opportunities for seniors and connections with the City's growing Vietnamese community.

OPPORTUNITIES

1. **Improve the Quality and Functionality of Existing Parks:** There is an opportunity to address aging infrastructure and ensure existing parks remain safe, attractive, accessible, and responsive to changing community needs.
2. **Increase the Use and Community Impact of Existing Parkland:** With limited space available for expansion, the City has an opportunity to activate underutilized areas and accommodate a broader range of recreation, sports, events, and informal community use.
3. **Expand Capacity for Community Gatherings and Recreation:** There is an opportunity to provide spaces capable of supporting larger gatherings, rentals, programs, and community events that cannot be adequately accommodated within existing facilities.
4. **Strengthen Organizational Capacity to Sustain and Expand Services:** Increasing staffing capacity, improving retention, and aligning personnel resources with service expectations would better position the Department to maintain current operations and support future growth.
5. **Better Serve Changing and Underserved Community Needs:** There is an opportunity to broaden services for different ages, abilities, and interests, including active older adults, families, athletes, and residents seeking recreation opportunities not currently available within the City.

PRIORITIES

1. **Expand Staffing Capacity:** Additional full-time staff, part-time staff, and increased part-time hours were among the most frequently identified priorities.
2. **Develop Dedicated Event and Rental Space:** Stakeholders prioritized a large, multi-use facility capable of accommodating events, programs, dances, rentals, and other revenue-generating activities.
3. **Renovate Parks and Supporting Infrastructure:** Facility renovations—particularly adding and upgrading restrooms—were consistently identified as important needs.
4. **Enhance the Sports Park and Activate the Additional 16 Acres:** Renovating the Sports Park and using the 16-acre site for event space, rental facilities, and other community-serving uses emerged as a significant priority.
5. **Maximize Existing Park Space and Expand Recreation Opportunities:** Stakeholders emphasized making better use of underutilized areas within neighborhood parks while expanding offerings such as fitness classes, travel opportunities, dances, bocce ball, shade amenities, and flexible programming space.

3.1.2 EXTERNAL FEEDBACK

STRENGTHS

1. **High-Quality Programs and Special Events:** Stakeholders consistently praised the variety and quality of programs, classes, and community events, including SummerFest, concerts, holiday celebrations, festivals, and activities for children, adults, and seniors.
2. **Well-Maintained, Safe, and Accessible Parks:** The City's large number of parks, open spaces, and green spaces was frequently identified as a strength. Stakeholders also emphasized that parks and facilities are clean, safe, accessible, and well maintained.

3. **Strong Recreation Facilities and Sports Amenities:** The Recreation Center, Senior Center, Sports Complex, playgrounds, and pickleball facilities were viewed as valuable community assets. Stakeholders particularly recognized the Department's support for youth sports and tournament activity.
4. **Caring, Responsive, and Collaborative Staff:** Staff were described as caring, responsive, and excellent partners. Stakeholders especially valued the Department's communication and relationships with sports organizations and facility user groups.
5. **Strong Community Connections and Engagement:** Stakeholders described parks and recreation as a community hub that brings together residents and visitors from diverse backgrounds. Strong volunteer involvement, popular events, and the Department's connection to the community were frequently celebrated—including the sentiment that "FV" also stands for "Fantastic Volunteers."

OPPORTUNITIES

1. **Development of New and Expanded Recreation Facilities:** Stakeholders frequently identified the need for additional facilities, particularly a public pool or aquatics center, event and banquet space, dog parks, community gardens, splash pads, performing arts space, and a permanent outdoor stage. Many viewed the additional 16 acres at the Sports Park as an opportunity to develop a signature multi-use destination.
2. **Expansion of Sports and Active Recreation Opportunities:** Common requests included more dedicated pickleball and tennis courts, a running track, skate park, badminton and table tennis facilities, upgraded athletic fields, and amenities supporting sports training and tournaments. Stakeholders also expressed interest in expanding opportunities for teens, homeschool students, and participants with disabilities.
3. **Upgrades to Existing Parks and Supporting Infrastructure:** Stakeholders noted aging infrastructure and requested upgraded playgrounds, additional and more accessible restrooms, improved Wi-Fi and audiovisual technology, electrical outlets, water-filling stations, shade, seating, picnic areas, improved parking, and enhancements to the Tennis and Pickleball Center.
4. **Revenue Generation, Sponsorships, and Partnerships:** Stakeholders consistently encouraged the City to explore additional revenue sources through concessions, rentals, retail and restaurant space, sports streaming, tournaments, naming rights, sponsorships, and major donors. Partnerships with schools, Orange County, local businesses, hospitals, and sports organizations were also frequently suggested.
5. **Improved Access, Connectivity, Safety, and Inclusion:** Stakeholders emphasized better pedestrian connections between parks and the surrounding community, improved parking, security cameras, emergency access, and event contingency planning. They also identified opportunities to bring programs and events directly into neighborhoods, improve accessibility for people with disabilities and seniors, and provide culturally relevant offerings for the City's diverse communities.

PRIORITIES

1. **Dedicated Event and Community Gathering Space:** Stakeholders frequently prioritized a flexible event center, outdoor amphitheater, permanent stage, and affordable meeting or rental space. Many viewed the additional 16 acres at Mile Square Park as an opportunity to create a central gathering place that could function as the community hub or "downtown" the City currently lacks.

2. **Expanded Sports Facilities and a Regional Sports Destination:** Stakeholders supported creating a large-scale sports hub that could place the City on the map and attract teams, tournaments, and visitors. Priorities included additional soccer fields, more tennis and pickleball courts, an improved pro shop, locker rooms, and supporting amenities.
3. **Revenue-Generating and Financially Sustainable Development:** Revenue generation and fiscal sustainability were consistently identified as priorities. Stakeholders favored facilities and amenities capable of generating revenue through tournaments, rentals, events, concessions, retail, hotel development, sponsorships, and other complementary uses.
4. **Improved Park Infrastructure and Supporting Amenities:** Common priorities included additional parking, restrooms, lighting, Wi-Fi connectivity, live-feed cameras, office space, and improved court facilities. Stakeholders emphasized ensuring that new and existing spaces have the infrastructure necessary to support everyday use and large events.
5. **Dog Parks and Other Community Recreation Amenities:** Dog parks were among the most frequently mentioned individual amenities, including interest in canine training facilities. Stakeholders also identified splash pads, skate parks, and other accessible recreation opportunities that would expand offerings for residents and visitors.

3.2 PUBLIC WORKSHOPS

Two public workshops were held on April 14 and April 15, 2025 to provide residents with an opportunity to learn about the Parks and Recreation Master Plan process and share their experiences, needs, and priorities. Participants responded to a series of interactive Mentimeter questions addressing park and facility use, access, satisfaction, communication, barriers to participation, and future priorities. Results from both meetings were combined to provide a collective summary. Because participation varied by question, percentages are based on the number of participants who answered each question. For questions allowing multiple selections, percentages may total more than 100%.

3.2.1 PARK AND FACILITY USE

Meeting participants were frequent users of Fountain Valley's parks and recreation system. Of the 19 participants who responded, 42% reported using parks, trails, or recreation facilities at least weekly and another 42% used them at least monthly. Only 5% indicated they did not use these amenities.

Walking, jogging, and biking paths were the most frequently used amenities, selected by 64% of respondents. Playgrounds and the Recreation Center/Senior Center were each selected by 45%, followed by soccer fields (32%) and baseball/softball fields (27%).

3.2.2 QUALITY, ACCESS, AND VALUE

Participants generally expressed positive perceptions of the Department's offerings. Among the 24 respondents who rated overall quality, 88% rated Fountain Valley's offerings as either excellent or good. Similarly, 87% of respondents were very or somewhat satisfied with the overall value provided by the Community Services Department.

Results also indicate strong neighborhood access to parks and trails. Ninety-one percent of respondents reported living within a 10-minute walk of a park or trail, while 86% identified

walking as one of the ways they travel to their nearest park. Driving was selected by 32%, followed by bicycling at 9%.

3.2.3 COMMUNICATION PREFERENCES

Social media and email were the preferred methods for receiving information about Fountain Valley's parks, programs, facilities, and events. Social media was selected by 64% of respondents, while 59% selected email. E-newsletters, the City's website, and printed advertisements, banners, and posters were each selected by 23%.

These findings suggest that digital communication should remain central to the Department's outreach efforts, supported by a combination of web-based and traditional communication methods.

3.2.4 BARRIERS TO PARTICIPATION

Limited time was the most frequently identified barrier to greater participation, selected by 41% of respondents. A lack of restrooms ranked second at 32%. Other notable barriers included not feeling welcome, limited awareness of available offerings, insufficient parking, and a lack of programs of interest, each selected by 18%.

Cost, distance from home, and ADA accessibility were not identified as barriers by meeting participants. However, the number of respondents identifying a lack of restrooms and not feeling welcome indicates opportunities to improve both the physical environment and the overall user experience.

3.2.5 FUTURE FACILITIES AND AMENITIES

Participants expressed interest in a broad range of future improvements. Community gardens received the greatest support, selected by 30% of respondents. Aquatic features and a dedicated special event space or building were each selected by 26%.

Dog parks, outdoor sports courts, restrooms, and trails were each selected by 22%. Fitness facilities, outdoor sports fields, and sports field lighting also received notable interest, each selected by 17%. Collectively, the results reflect interest in both active recreation amenities and flexible spaces that support community gathering, events, and year-round use.

3.2.6 PROGRAM INTERESTS

Fitness and wellness programs generated the greatest interest, selected by 50% of respondents. Adult sports ranked second at 38%, followed by outdoor recreation at 29%. Special and cultural events and swim lessons were each selected by 25%.

Participants also expressed interest in performing arts and senior programs, each selected by 21%, as well as arts and culture, teen programs, and summer camps, each selected by 17%. These responses demonstrate demand for a diverse mix of recreational, wellness, cultural, and age-specific programming.

3.2.7 TOP PRIORITY OUTCOMES

When asked what the Parks and Recreation Master Plan should accomplish, participants identified several recurring priorities:

- Renovate and maintain existing parks, including restrooms, playgrounds, trails, turf, landscaping, lighting, and shade
- Expand sports opportunities, particularly soccer fields, indoor soccer, youth training areas, and indoor courts
- Develop a dog park or designated off-leash area
- Provide additional aquatic amenities and programs, including a splash pad
- Create affordable community gathering, rental, meeting, and event spaces that may also generate revenue
- Expand the variety of programs and activities available to different ages and the community's changing demographics
- Ensure future decisions reflect community input and support a long-term, inclusive vision for Fountain Valley's parks and recreation system

Overall, participants expressed strong satisfaction with the quality, accessibility, and value of the existing parks and recreation system. At the same time, they identified clear opportunities to reinvest in existing assets, address restroom and facility needs, expand recreational options, and develop more flexible spaces and programs that respond to the community's evolving needs.

3.3 INTERCEPT SURVEYS

As part of the Fountain Valley Parks and Community Service Master Plan, intercept surveys were conducted to directly engage residents in the places where they naturally gather and participate in community life. This outreach method allowed the project team to connect with individuals and families in a relaxed, familiar environment, making it easier for them to share their thoughts, ideas, and priorities for the future of parks and recreation in Fountain Valley.

Over the course of five community events, a total of 76 survey responses were collected:

- **Easter Egg Hunt** – 56 responses
- **Movie Night** – 1 response
- **Camp Out** – 7 responses
- **Concerts** – 10 responses
- **Summer Fest** – 2 responses

These events attracted residents of different ages, backgrounds, and interests, resulting in a diverse cross-section of perspectives. Whether attending for family activities, live entertainment, or seasonal celebrations, participants brought unique insights into how they currently use parks and recreation services and what they would like to see in the future.

The primary goal of this intercept survey approach was to “meet the community where they are” and make participation as easy and inclusive as possible. By engaging residents in casual, high-traffic settings, the process reached beyond the individuals who typically respond to online or formal surveys. This ensured that voices from a wide range of neighborhoods, cultural groups, and age demographics were included in shaping the vision for Fountain Valley's parks, trails, facilities, and programs.

The feedback gathered from these intercept surveys will serve as a valuable resource in guiding planning decisions, identifying community priorities, and ensuring that the Master Plan reflects the needs and aspirations of the people who call Fountain Valley home.

Full survey results can be found in [Appendix A](#)

■ KEY FINDINGS

The Fountain Valley Intercept Survey, conducted at multiple community events, captured resident input on park usage, amenities, quality, and accessibility. The following highlights summarize the most notable results:

- **Frequency of Use**
 - A majority of respondents (55%) reported using Fountain Valley parks, trails, or recreation facilities at least weekly.
- **Most Used Amenities**
 - Walking, jogging, and biking paths were the most frequently used amenities, cited by 72% of respondents, followed by playgrounds (45%) and the recreation/senior center (24%).
- **Perceived Quality of Offerings**
 - Over half (51%) rated the quality of Fountain Valley’s offerings as “Good,” while 38% rated them “Excellent.”
- **Proximity to Parks**
 - Most respondents (79%) indicated they live within a 10-minute walk of a park or trail.
- **Travel to Parks**
 - The most common travel mode to local parks was driving (47%), followed closely by walking (45%).
- **Community Priorities from Open-Ended Responses**
 - When asked what they would like to see added or improved in Fountain Valley parks, the most common priorities included:
 - Events and Activities – More concerts, music venues, community events, and farmers’ markets.
 - Sports Facilities – Additional courts and fields, including pickleball, softball, volleyball, and soccer.
 - Safety and Cleanliness – Addressing homeless encampments, improving playground safety, and maintaining clean public spaces.
 - Community Gardens – Expanding opportunities for community gardening and related programs.
 - Aquatic Facilities – Requests for a community pool, aquatic center, swim lessons, and water-based recreation.

3.4 STATISTICALLY VALID SURVEY

3.4.1 OVERVIEW

ETC Institute administered a parks and recreation needs assessment survey during the Fall of 2025. This survey will be used to gather input to help determine recreation priorities for the community, the current interest in parks and recreation facilities, amenities, programs, and activities by residents as well as opinions to make improvements for the future.

3.4.2 METHODOLOGY

ETC Institute mailed a survey packet to a random sample of households in the City of Fountain Valley. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. After the surveys were mailed, ETC Institute followed up with respondents to encourage participation.

The goal was to collect a minimum of 350 surveys from randomly selected households. The goal was met with 354 surveys collected. The overall results for the sample of 354 surveys have a precision of at least +/- 5.2 at the 95% level of confidence.

All charts and graphs can be found in [Appendix B](#)

3.4.3 MAJOR FINDINGS

Use of Facilities. Most respondents (90%) have visited parks or recreation facilities during the past 12 months. Of the respondents who have visited, 83% rated the overall physical condition of the facilities as either “excellent” (27%) or “good” (56%).

Barriers to Facility Use. Respondents were asked to indicate the reasons that prevent them or members of their household from visiting parks and recreation facilities. The most common barriers were lack of restrooms (24%), lack of shade (19%), and lack of amenities they want to use (15%).

Program Participation. Of the respondents that have participated in recreation programs or events in the past 12 months (47%), the majority (90%) rated the overall quality of those programs as either “excellent” (44%) or “good” (46%).

Barriers to Program Participation. Respondents were asked to indicate the reasons that prevent them from participating in parks and recreation programs more often. The most selected barriers were too busy/not interested (27%), they don’t know what is offered (22%), and program times are not convenient (20%).

Potential Benefits. Presented with a list of potential benefits of the City of Fountain Valley’s parks, facilities, and recreation programs or events, respondents were asked to indicate their level of agreement with each of the items. The most agreed upon potential benefits—based upon “strongly agree” and “agree” percentages—were makes Fountain Valley a more desirable place to live (88%), preserves open space and protects the environment (85%), and improves physical health and fitness (85%).

Communication Methods. Respondents were asked to indicate the ways that they learn about City of Fountain Valley parks, recreation facilities, programs, and events. The most common communication methods that respondents selected were City of Fountain Valley recreation guide (62%), word of mouth (52%), and banners (33%). The ways that respondents would most prefer to receive their information were City of Fountain Valley recreation guide (48%), City website (32%), and direct mail (27%).

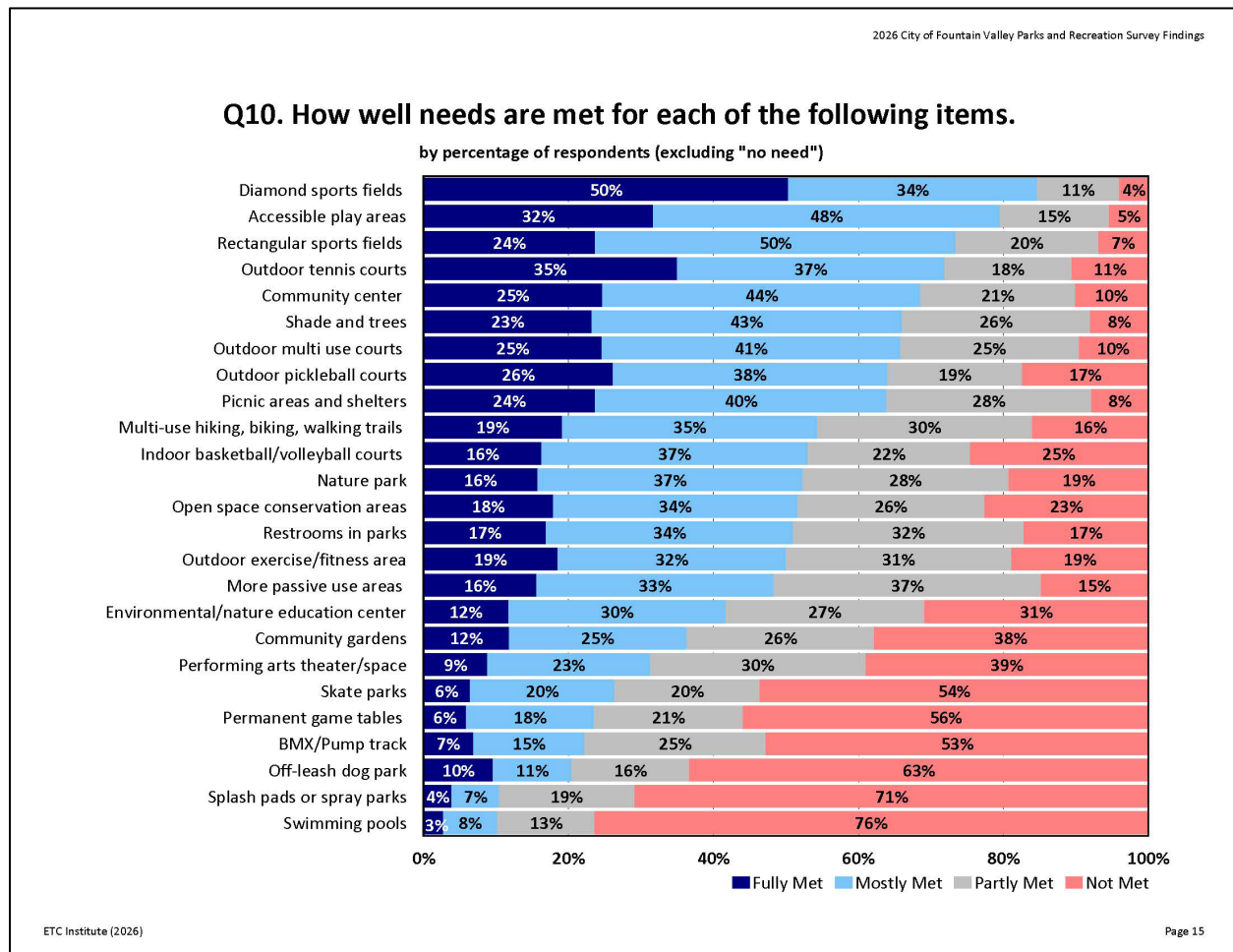
3.4.4 RECREATION AMENITY NEEDS AND PRIORITIES

Amenity Needs: Respondents were asked to identify if their household had a need for 25 amenities and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate how well each respondent's needs for various amenities were currently being met.

The top three amenities based upon fully met and mostly met percentages:

1. Diamond sports fields
2. Accessible play areas
3. Rectangular sports fields

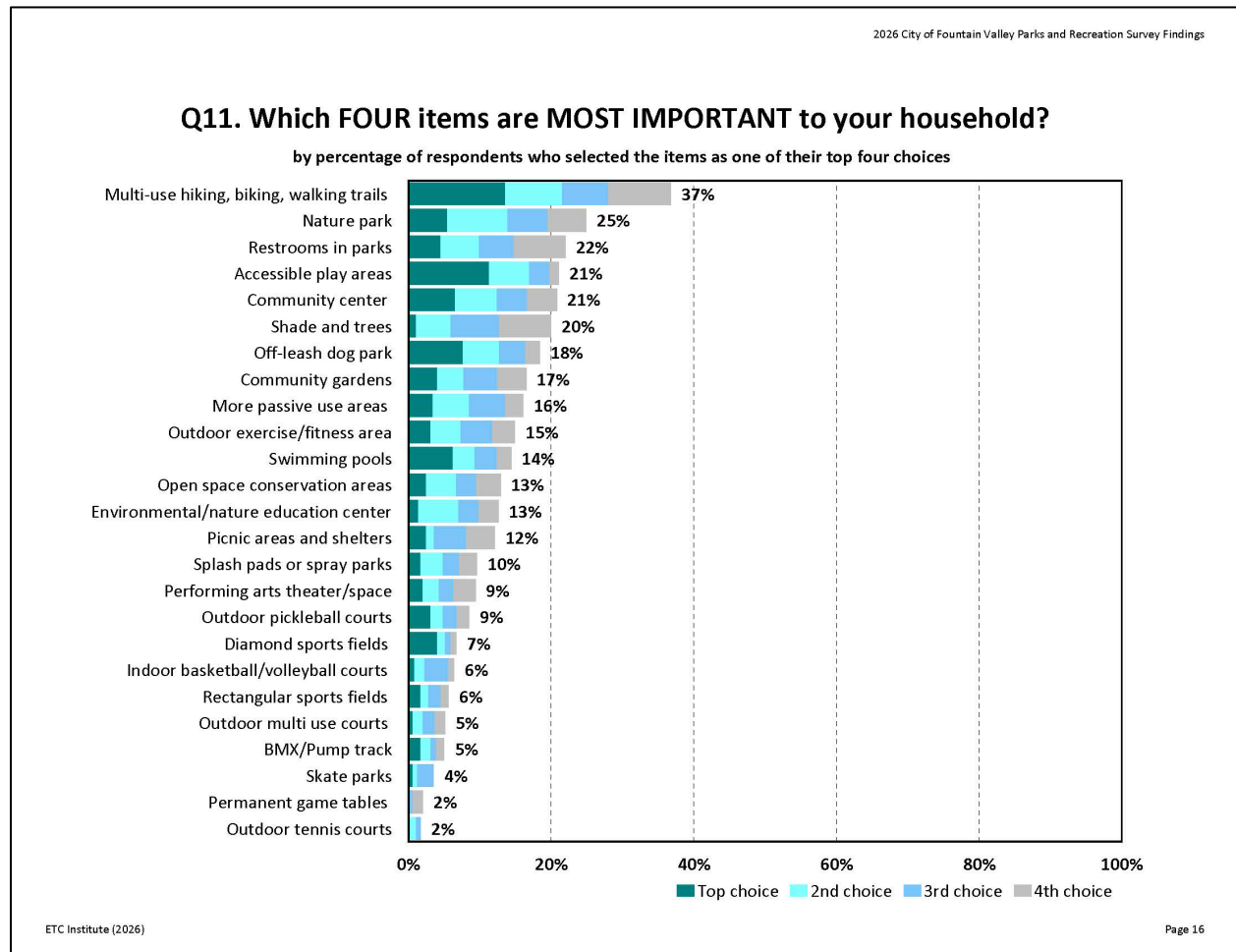
The percentage of how well each amenity needs are being met is shown in the following chart.



Amenity Importance: In addition to assessing the needs for each amenity, ETC Institute also assessed the importance that respondents placed on each item. Based on the sum of respondents' top four choices, these were the four amenities ranked most important to residents:

1. Multi-use hiking, biking, walking trails
2. Nature parks
3. Restrooms in parks
4. Accessible play areas

The percentage of respondents who selected each amenity as one of their top four choices is shown in the following chart.



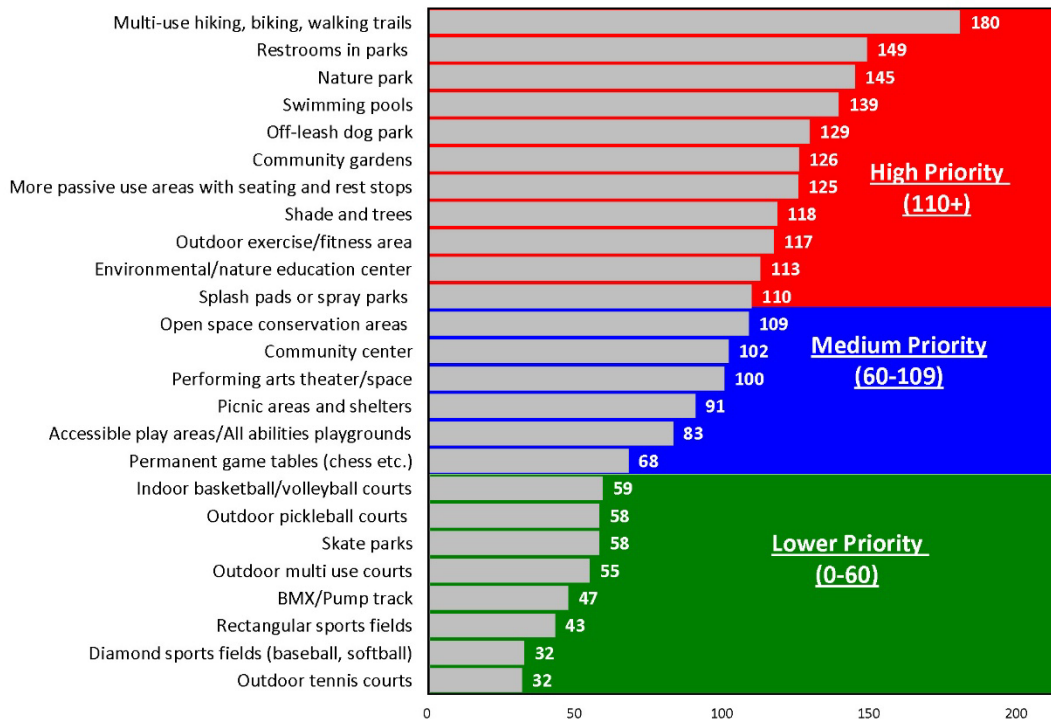
Priorities for Facility Investments: The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed in recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on amenities/facilities and (2) how many residents have unmet need for the amenity/facility.

Based on the Priority Investment Rating (PIR), the following amenities were rated as high priorities for investments:

- Multi-use hiking, biking, walking trails (PIR=180)
- Restrooms in parks (PIR=149)
- Nature Park (PIR=145)
- Swimming pools (PIR=139)
- Off-leash dog park (PIR=129)
- Community gardens (PIR=126)
- More passive use areas with seating and rest stops (PIR=125)
- Shade and trees (PIR=118)
- Outdoor exercise/fitness area (PIR=117)
- Environmental/nature education center (PIR=113)
- Splash pads or spray parks (PIR=110)

The following chart shows the Priority Investment Rating for each of the 25 amenities/facilities assessed on the survey.

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



3.4.5 RECREATION PROGRAMS NEEDS AND PRIORITIES

Program Needs: Respondents were asked to identify if their household had a need for 25 programs and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to determine how well respondent's needs were currently being met for each program.

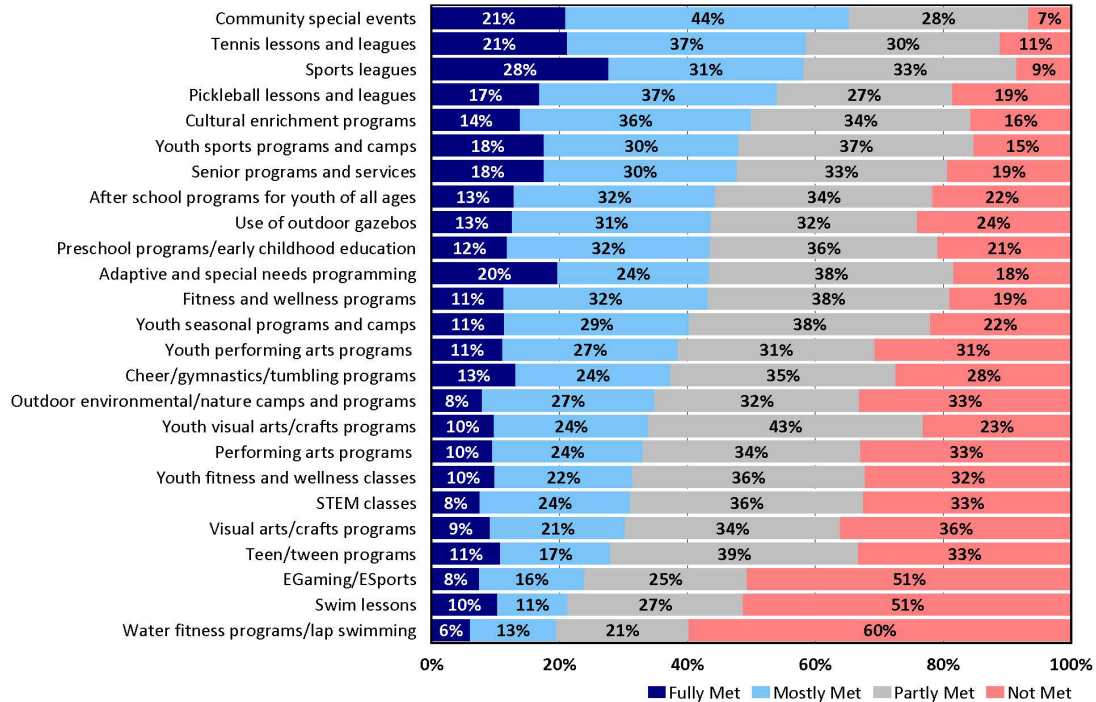
The top three programs based upon fully met and mostly met percentages:

1. Community special events
2. Tennis lessons and leagues
3. Sports leagues

The percentages of how well each program needs are being met is shown in the following chart.

Q12. How well needs are being met for each of the following items.

by percentage of respondents (excluding "no need")



ETC Institute (2026)

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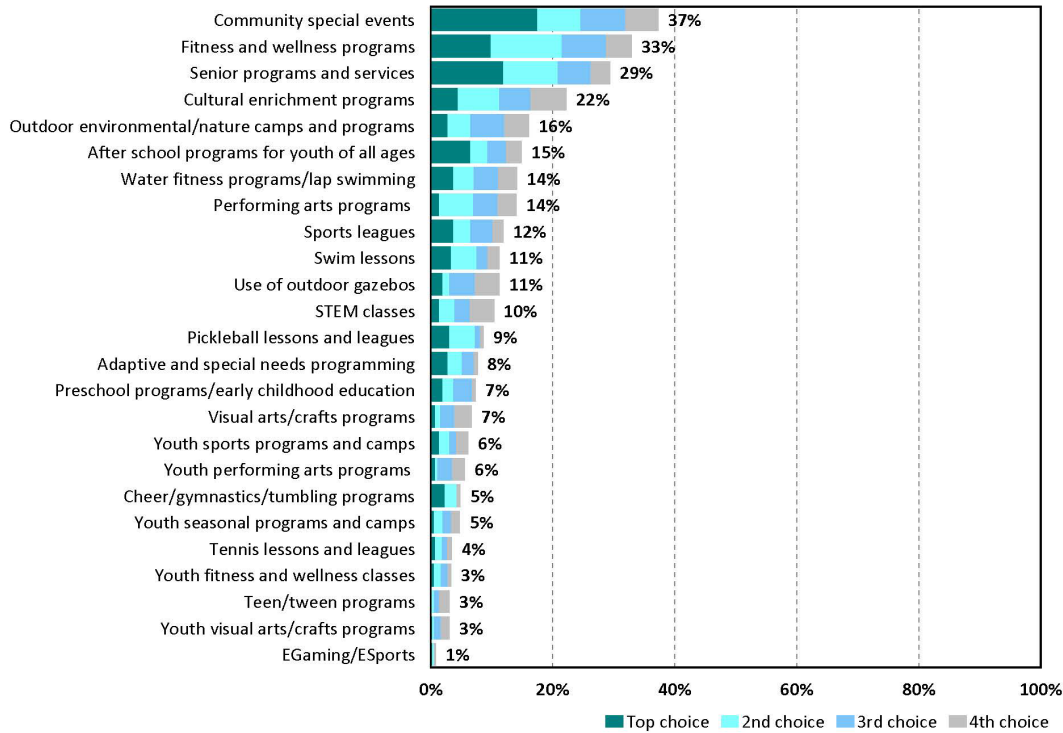
Program Importance: In addition to assessing the needs for each program, ETC Institute also assessed the importance that respondents placed on each item. Based on the sum of respondents' top four choices, these were the four programs ranked most important:

1. Community special events
2. Fitness and wellness programs
3. Senior programs and services
4. Cultural enrichment programs

The percentage of respondents who selected each program as one of their top four choices is shown in the following chart.

Q13. Which FOUR items are MOST IMPORTANT to your household?

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



ETC Institute (2026)

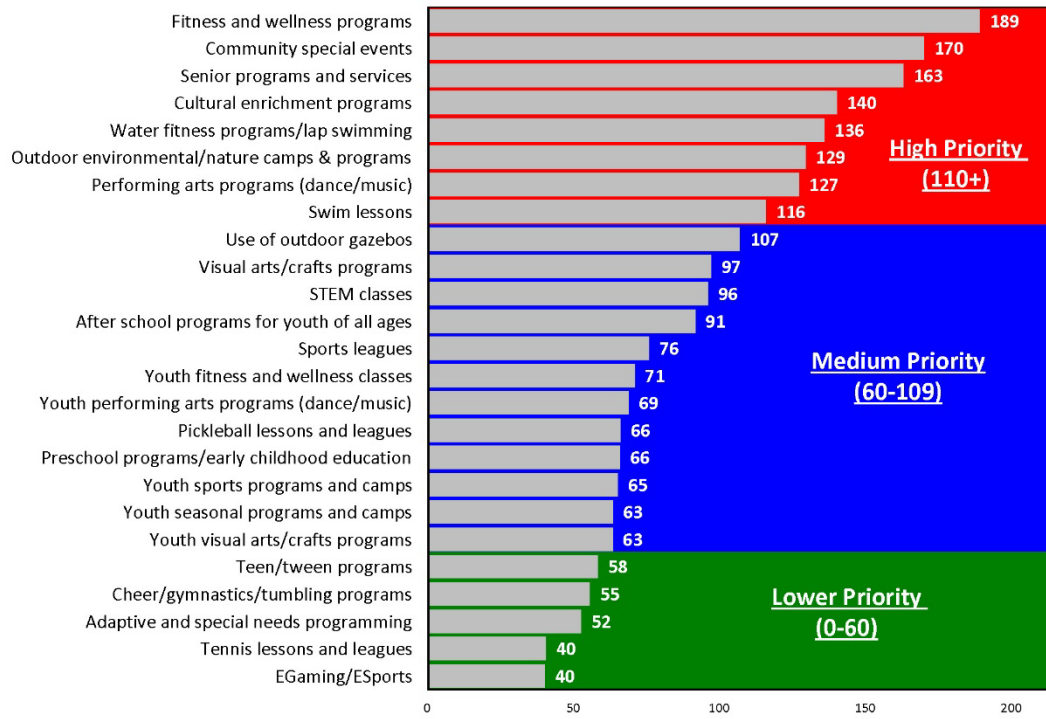
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Based on the Priority Investment Rating (PIR), the following programs were rated as high priorities for investments:

- Fitness and wellness programs (PIR=189)
- Community special events (PIR=170)
- Senior programs and services (PIR=163)
- Cultural enrichment programs (PIR=140)
- Water fitness programs/lap swimming (PIR=136)
- Outdoor environmental/nature camps & programs (PIR=129)
- Performing arts and programs (PIR=127)
- Swim lessons (PIR=116)

The following chart shows the Priority Investment Rating for each of the 25 programs assessed on the survey.

Top Priorities for Investment for Programs/Activities Based on Priority Investment Rating



CHAPTER FOUR **RESOURCE ANALYSIS**

4.1 RECREATION PROGRAM ASSESSMENT

4.1.1 INTRODUCTION

Recreation programs and events are one of the most visible and meaningful ways the City of Fountain Valley (“City”) brings its community to life. Beyond activities and schedules, these offerings create opportunities for connection, health, learning, and belonging—serving as a direct reflection of how the City supports quality of life for residents of all ages and abilities.

The importance of these services is clearly demonstrated through community participation and feedback. According to the City’s recent needs assessment survey, 90% of respondents have visited parks or recreation facilities within the past year, and nearly half (47%) have participated in programs or events offered by the Community Services Department (“Department”). Among those who participate, satisfaction is exceptionally strong, with 90% rating Department programs and events as good or excellent. These findings reinforce the essential role recreation programs play in the daily lives of Fountain Valley residents, while also highlighting opportunities to further expand participation and reach.

The purpose of this Recreation Program Assessment is to evaluate the Department’s current program portfolio, identify strengths and gaps, and provide a clear, data-driven understanding of how well programs align with community interests and priorities. This assessment integrates statistically valid survey results, participation patterns, and national benchmarks to ensure recommendations are grounded in both local input and industry best practices. While overall satisfaction is high, barriers such as limited awareness of offerings, scheduling challenges, and competing priorities indicate opportunities to improve accessibility, communication, and alignment with evolving community needs.

Each Core Program Area evaluated in this section represents a critical component of the Department’s service delivery system. Together, they form a comprehensive framework that supports lifelong engagement, promotes community well-being, and ensures that the City’s recreation system continues to evolve with intention, relevance, and impact.

4.1.2 COMMUNITY PROFILE

Population and Households: The City serves a stable but slowly declining community with strong family and multi-generational characteristics.

- The population is declining slightly (-0.53% from 2020–2025) and is projected to continue declining (-0.39% through 2040), contrasting with continued growth at the state and national levels.
- Household growth has remained relatively flat (-0.09%), indicating limited new residential expansion.
- The average household size is 2.89, exceeding both state and national averages, suggesting a continued presence of families and multi-generational households.

Age Characteristics: The community has a mature age profile, with a significant and growing older adult population.

- 17% of residents are under 18, below state and national benchmarks, indicating comparatively lower youth population levels.
- 36% of residents are ages 55 and older, significantly higher than state and national averages, representing a large and growing active adult population.
- The median age of 45.1 years is notably higher than both California and the United States, reinforcing the need for age-inclusive and senior-focused programming.

Race and Ethnicity: Fountain Valley is a highly diverse community with a distinct demographic composition.

- 42.3% Asian, 38.4% White, 16.4% Hispanic or Latino (any race), with smaller percentages representing other racial groups.
- The City's Asian population is significantly higher than both state and national averages, shaping community identity and service needs.
- This diversity underscores the importance of culturally responsive programming, inclusive events, and multilingual communication strategies.

Income and Economic Stability: Residents benefit from strong economic conditions and above-average income levels.

- Median household income: \$115,071, exceeding both state and national averages.
- Per capita income: \$52,474, also above state and national benchmarks.
- Poverty rate (7.3%) and uninsured population (4.6%) are both lower than state and national levels.
- These indicators suggest a community with the capacity to support fee-based programs, alongside expectations for high-quality services and experiences.

Historically Underserved Populations: Key indicators highlight both diversity and areas of opportunity for inclusive service delivery.

- 32.0% of residents are foreign-born, significantly higher than national averages.
- 46.1% of households speak a language other than English at home, reinforcing the need for multilingual outreach and communication.
- 33.9% of housing units are owner-occupied, lower than state averages, suggesting a more renter-influenced community.
- 5.1% of residents live with a disability, and overall poverty and uninsured rates remain below broader benchmarks.

Overall, the Department represents a diverse, aging, and economically stable community with strong family presence and cultural richness. These characteristics highlight the importance of delivering inclusive, adaptable, and high-quality recreation programs and services that reflect the evolving needs and lived experiences of Fountain Valley residents.

RECREATION PARTICIPATION TRENDS (MARKET POTENTIAL INDEX – MPI)

The Market Potential Index (MPI) measures the likelihood that residents will participate in specific activities compared to the national average of 100. Fountain Valley demonstrates strong participation across a wide range of recreational, fitness, and lifestyle activities, with several categories significantly exceeding national benchmarks.

Sports and Athletics: Fountain Valley shows strong demand for traditional and emerging sports, particularly those that can be played recreationally and across age groups.

- Tennis (135) and pickleball (117) significantly exceed national averages, indicating high demand for court-based sports.
- Baseball (112), soccer (110), and golf (108) also outperform national benchmarks, reflecting sustained interest in organized and lifelong sports.
- Basketball (101) aligns with national participation levels, while softball (98) remains comparable.
- Football (87) and volleyball (72) fall below national averages, suggesting lower local demand for these activities.

Health, Fitness, and Wellness: Residents demonstrate a strong commitment to personal health and active lifestyles.

- Jogging/running (129) and weightlifting (117) significantly exceed national averages, highlighting a strong fitness culture.
- Yoga (108), Pilates (106), and walking for exercise (105) all outperform national benchmarks, reinforcing demand for accessible and low-impact fitness options.
- Swimming (101), Zumba (100), and aerobics (100) align with national participation levels.
- CrossFit (93) falls slightly below national averages, indicating more moderate interest in high-intensity training formats.

Outdoor and Nature-Based Activities: Outdoor recreation is a key strength, with strong interest in both active and passive experiences.

- Rock climbing (129) and mountain bicycling (129) are among the highest-indexed activities, indicating strong demand for adventure and outdoor recreation.
- Hiking (116), road bicycling (110), and saltwater fishing (110) also exceed national averages, reinforcing interest in outdoor access and natural resource-based recreation.
- Backpacking (89) and horseback riding (83) fall below national averages, suggesting more niche participation.
- Canoeing/kayaking (73), archery (71), and freshwater fishing (56) show lower demand compared to national benchmarks.

Recreation, Arts, and Leisure Activities: Residents demonstrate a mix of creative, educational, and passive leisure interests.

- Woodworking (126) and chess (116) significantly exceed national averages, indicating strong interest in skill-based and hobby-oriented activities.
- Photography (108) and higher spending on recreation equipment (102) suggest both engagement and willingness to invest in recreational pursuits.
- Participation in performing and visual arts, including live theater (99) and painting/drawing (98), is consistent with national averages.
- Lower participation is seen in activities such as adult education (90), video gaming (87–89), card games (82), and birdwatching (78), indicating more moderate interest in these areas.

Overall, Fountain Valley's recreation participation profile reflects a highly active and engaged community with strong preferences for fitness, outdoor recreation, and skill-based activities. The Department is well-positioned to build on these strengths by prioritizing court sports, fitness and wellness programming, and outdoor recreation opportunities, while strategically evaluating lower-demand activities to ensure resources are aligned with community interest.

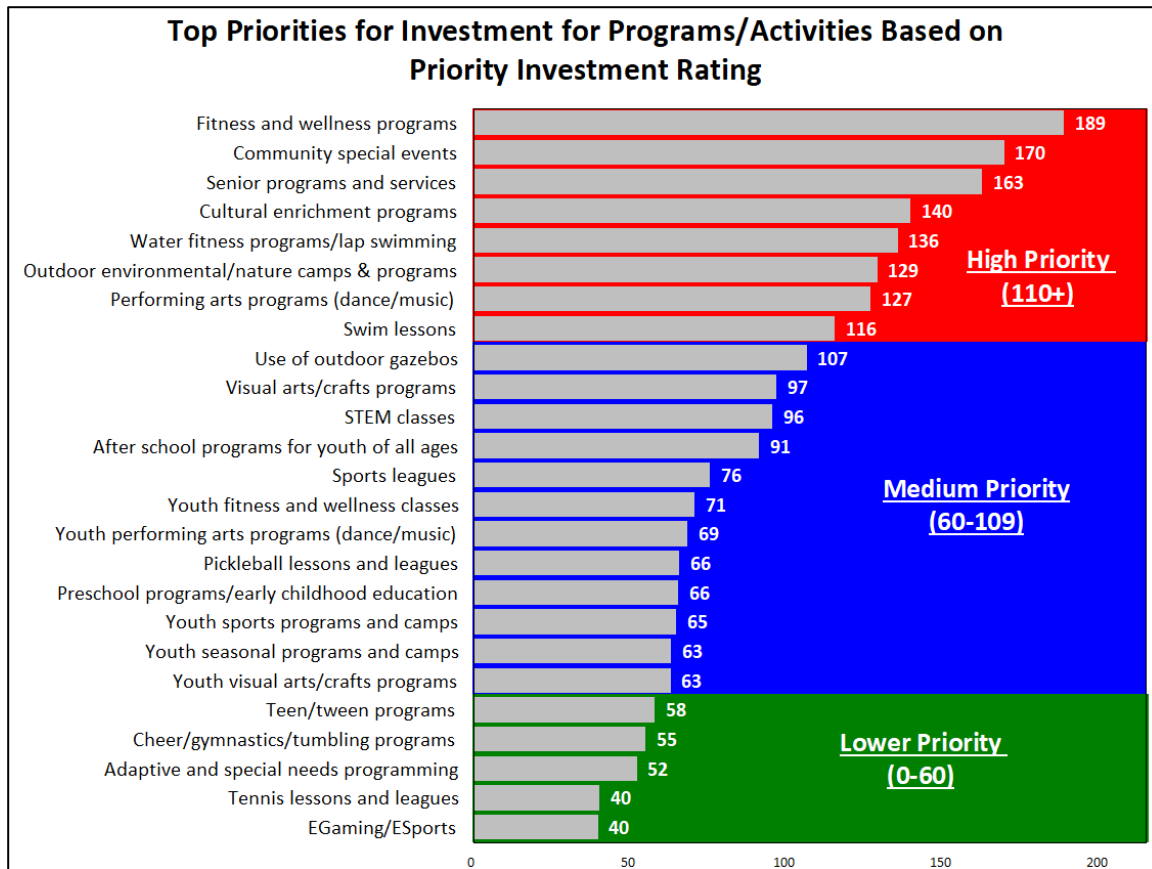
Full Community Profile can be found [HERE](#)

4.1.3 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 programs and (2) how many residents have unmet needs for the program. Based the Priority Investment Rating (PIR), the following programs were rated as high priorities for investment:

- Fitness and wellness programs (PIR=189)
- Community special events (PIR=170)
- Senior programs and services (PIR=163)
- Cultural enrichment programs (PIR=140)
- Water fitness programs/lap swimming (PIR=136)
- Outdoor environmental/nature camps & programs (PIR=129)
- Performing arts and programs (PIR=127)
- Swim lessons (PIR=116)

The chart below shows the Priority Investment Rating for each of the 26 programs assessed on the survey.



4.1.4 CORE PROGRAM AREAS

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.
- Mission Alignment: Supports the organization's goals and values.
- Diversity of Offerings: Caters to various ages, abilities, and interests.
- Outcome-Driven: Measurable objectives and impacts.
- Resource Prioritization: Essential for resource allocation.
- Regular Evaluation: Continuously assessed for relevance and effectiveness.
- Stakeholder Engagement: Involves community members in planning and evaluation.
- Flexibility: Adaptable to changing needs and trends.
- High Quality: Represents the organization's best in content and experience.

Department staff identified the following core program areas:

Adaptive Programs	Agape Tennis & Pickleball	Arts & Dance Programs
Athletics	Community Events	Facility Services
Health & Fitness Programs	Older Adult Services	Special Interest Programs

DESCRIPTIONS AND GOALS

ADAPTIVE PROGRAMS

Brief Description: Inclusive recreational opportunities designed to support individuals of all abilities through safe, accessible, and engaging activities that promote independence, confidence, and community connection.

Internal Goals and/or Desired Outcomes:

- Expand access to inclusive and adaptive programming across all age groups.
- Enhance participant independence, confidence, and overall well-being.
- Foster a welcoming environment that promotes belonging, engagement, and satisfaction.

AGAPE TENNIS & PICKLEBALL

Brief Description: Professionally led instruction and play opportunities for all skill levels, promoting skill development, active lifestyles, and community engagement through high-quality partnerships.

Internal Goals and/or Desired Outcomes:

- Increase participation and skill development across all age groups.
- Promote physical activity and healthy competition.
- Encourage social interaction and strengthen community engagement.

ARTS & DANCE PROGRAMS

Brief Description: Inclusive classes for all ages focused on creativity and movement through visual arts and a variety of dance offerings that promote confidence, wellness, and self-expression.

Internal Goals and/or Desired Outcomes:

- Expand access to high-quality arts and dance opportunities.
- Promote creativity, confidence, and physical well-being.
- Strengthen community connection through inclusive and engaging experiences.

ATHLETICS

Brief Description: Comprehensive athletic programs that promote health, fitness, and social connection through leagues, clinics, and recreational play for youth and adults.

Internal Goals and/or Desired Outcomes:

- Increase participation in leagues, clinics, and recreational play.
- Provide inclusive, year-round opportunities for all ages and abilities.
- Promote teamwork, sportsmanship, and positive recreation experiences.

COMMUNITY EVENTS

Brief Description: Community-focused events that bring residents together, celebrate the City's culture and identity, and enhance quality of life through shared experiences.

Internal Goals and/or Desired Outcomes:

- Provide safe, high-quality events that increase community engagement.
- Promote the City's identity, culture, and unique assets.
- Support local economic activity by attracting visitors and encouraging participation.

FACILITY SERVICES

Brief Description: Coordination and management of facility use, including events, tournaments, rentals, and programs, ensuring safe and efficient community access to City assets.

Internal Goals and/or Desired Outcomes:

- Maximize utilization of parks and facilities.
- Deliver safe, well-managed, and customer-focused rentals and events.
- Enhance operational efficiency and overall user experience.

HEALTH & FITNESS PROGRAMS

Brief Description: Programs and services that promote physical activity, wellness, and healthy lifestyles for residents of all ages and abilities.

Internal Goals and/or Desired Outcomes:

- Improve overall community health and well-being.
- Increase participation in regular physical activity.
- Provide accessible and affordable programs that support lifelong healthy habits.

OLDER ADULT SERVICES

Brief Description: Comprehensive programs and services that support independence, social connection, and quality of life for adults 55+, including enrichment and essential support services.

Internal Goals and/or Desired Outcomes:

- Support independent living and healthy aging.
- Reduce social isolation and increase community engagement.
- Serve as a central hub for senior services, resources, and referrals.

SPECIAL INTEREST PROGRAMS

Brief Description: Targeted programs designed to meet specific needs, interests, and abilities of diverse populations within the community.

Internal Goals and/or Desired Outcomes:

- Deliver equitable and inclusive programming for diverse populations.
- Respond to evolving community needs and interests.
- Ensure accessibility, safety, and quality while using data to guide continuous improvement.

4.1.5 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
Adaptive Programs									X	
Agape Tennis & Pickleball									X	
Arts & Dance Programs									X	
Athletics	X								X	
Community Events									X	X
Facility Services			X						X	
Health & Fitness Programs									X	
Older Adult Services									X	X
Special Interest Programs									X	

The Department's pricing approach is primarily driven by cost recovery goals, which serve as the foundation for establishing fees across all Core Program Areas. Programs are priced based on their intended level of subsidy, balancing financial sustainability with community access.

In addition to cost recovery, the Department applies targeted pricing strategies in select areas:

- Age-based pricing is used in Athletics to reflect youth, adult, and senior participation.
- Residency-based pricing is applied in Facility Services to prioritize residents while capturing non-resident revenue.
- Ability-to-pay considerations are incorporated in Community Events and Older Adult Services to reduce barriers and support equitable access.

Overall, pricing is anchored in cost recovery, with selective adjustments to ensure programs remain accessible, competitive, and aligned with community needs.

4.1.6 AGES SERVED

AGES SERVED						
CLASSIFICATION	PRESCHOOL (5 & UNDER)	ELEMENTARY (6-12)	TEEN (13-17)	ADULT (18+)	SENIOR (55+)	ALL AGES
National Average	7%	17%	18%	20%	25%	14%
Program Distribution	14%	18%	10%	27%	22%	10%

The Department offers a broad range of recreation programs that serve participants across all life stages. The current distribution reflects a strong emphasis on adult and all-ages programming, while maintaining generally balanced opportunities for youth and seniors.

Compared to national averages, programs are weighted toward adults (28%) and all ages (32%), both exceeding benchmarks of 23% and 15%. This highlights the Department's strength in delivering flexible, community-wide offerings that engage a broad audience.

Preschool (16%) slightly exceeds the national average (13%), while elementary (23%) aligns closely with the national benchmark (24%), indicating solid youth programming. Teen participation (18%) falls below the national average (21%), suggesting an opportunity to expand teen-focused offerings.

Senior programming (24%) aligns with the national average, demonstrating consistent service to older adults.

Overall, the Department provides a well-balanced system with strengths in adult and all-ages programming, and an opportunity to grow teen engagement and expand multi-generational experiences.

4.1.7 PROGRAM CLASSIFICATION

The Department's program distribution is heavily weighted toward individual benefit offerings, with more limited emphasis on community benefit and blended programs.

CLASSIFICATION	COMMUNITY BENEFIT	COMMUNITY-INDIVIDUAL BLEND	INDIVIDUAL BENEFIT
Characteristics	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
National Average	26%	42%	32%
Program Distribution	13%	15%	72%

Compared to national averages, individual benefit programs (72%) significantly exceed the benchmark (32%), indicating a strong focus on fee-based, skill-building, and specialized offerings. These programs typically serve individual interests and support cost recovery goals.

In contrast, community benefit programs (13%) fall well below the national average (26%), suggesting fewer offerings that are broadly accessible, highly inclusive, and designed to serve the entire community regardless of ability to pay.

Similarly, community-individual blend programs (15%) are below the national benchmark (42%), indicating an opportunity to expand programs that balance broad community appeal with targeted interests.

Overall, the Department's program mix reflects a strong emphasis on individual-focused services. Opportunities exist to increase community benefit and blended programs to enhance accessibility, inclusivity, and community-wide impact.

4.1.8 COST RECOVERY

The Department's cost recovery model is weighted toward financially sustainable programs, with a strong emphasis on self-sufficient and revenue-generating offerings.

Classification	FULLY SUBSIDIZED	SOMEWHAT SUBSIDIZED	SELF-SUFFICIENT	REVENUE GENERATING
Definition	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.
National Average	32%	27%	17%	23%
Program Distribution	10%	3%	60%	27%

Compared to national averages, self-sufficient programs (39%) significantly exceed the benchmark (18%), indicating a focus on programs that fully cover their costs. Similarly, revenue-generating programs (25%) align closely with the national average (27%), supporting the Department's ability to reinvest in services and operations.

Somewhat subsidized programs (25%) are consistent with the national average (26%), reflecting a balanced approach between cost recovery and community access.

In contrast, fully subsidized programs (10%) fall well below the national average (29%), suggesting fewer offerings designed to maximize accessibility regardless of ability to pay.

Overall, the Department's cost recovery approach emphasizes financial sustainability. Opportunities exist to expand fully subsidized offerings to enhance access and ensure equitable participation across all segments of the community.

4.1.9 PROGRAM LIFECYCLE

The Department's program portfolio is largely stable, with a moderate level of new and growing offerings and a slightly higher share of declining programs compared to national benchmarks.

LIFECYCLE	DEFINITION	ACTUAL PROGRAM DISTRIBUTION		NATIONAL AVERAGE DISTRIBUTION
Launch	New Programs within last year	14%	28%	36%
Rising	Programs that show participant growth	13%		
Stable	Programs that show sustained participation to minimal growth. Expectation is to offer because it fills.	45%	54%	52%
Maxed	Programs where participation level is status quo to declining, due to extreme competition or limited resources impeding growth	10%		
Decline	Declining participation. Programs in this stage should be reevaluated for potential updates, changes, or reinvention to make it relevant again.	18%	18%	12%
Cancelled	Programs cancelled due to due to prolonged lack of interest, resource constraints, or the introduction of a newer, more relevant program.	0%		

Compared to national averages, launch and rising programs (28%) fall below the national benchmark (36%), indicating fewer new or growing programs entering the system. This suggests an opportunity to expand innovation and introduce new offerings aligned with evolving community interests.

Stable and maxed programs (54%) are slightly above the national average (52%), reflecting a strong core of consistent, reliable programs that continue to meet community demand. While these programs provide stability, ongoing evaluation is important to ensure they remain relevant and responsive.

Declining programs (18%) exceed the national average (12%), indicating a higher proportion of programs that may require reevaluation, updates, or reinvention to improve participation and alignment with community needs.

Cancelled programs (0%) suggest that programs are rarely removed from the system, which may limit the Department's ability to reallocate resources toward new or higher-demand offerings.

Overall, the Department maintains a solid base of stable programs but has opportunities to introduce more new offerings and proactively manage declining programs to ensure a dynamic, responsive program portfolio.

4.1.10 HEALTH AND WELLNESS PROMOTION

The Department's program offerings emphasize physical and social health, with more limited focus on emotional and mental wellness compared to national benchmarks.

Promotion	Physical	Emotional	Mental	Social
Definition	Physical health is the body's functional ability, supported by exercise, nutrition, and rest to build strength and prevent illness.	Emotional health is about managing emotions through activities like mindfulness, art therapy, and support groups to reduce stress and boost self-esteem.	Mental health focuses on cognitive well-being and intellectual growth, with programs like STEM enhancing problem-solving and resilience.	Social health involves building strong relationships and a sense of belonging through team sports, social clubs, and community activities.
National Average	64%	37%	44%	72%
Program Distribution	59%	64%	87%	96%

Compared to national averages, physical health programming (55%) is slightly below the benchmark (64%), but still represents a strong portion of the overall portfolio. Similarly, social health programming (58%) closely aligns with the national average (65%), reflecting a solid emphasis on community connection and engagement.

In contrast, emotional health programming (8%) falls well below the national average (30%), indicating limited offerings that focus on stress management, mindfulness, and emotional well-being. Mental health programming (14%) is also below the national benchmark (37%), suggesting opportunities to expand programs that support cognitive development, learning, and resilience.

Overall, the Department demonstrates strength in physical and social wellness, with opportunities to grow emotional and mental health programming to provide a more balanced and holistic approach to community well-being.

4.1.11 PROGRAM TYPES

The Department's program delivery model is heavily reliant on cooperative partnerships, with lower levels of direct staff-led programming compared to national benchmarks.

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 from the agency	cooperative agreements with public, commercial, and nonprofit entities to provide programming
National Average	21%	50%	9%	20%
Program Distribution	14%	64%	4%	18%

Compared to national averages, cooperative programs (49%) significantly exceed the benchmark (21%), indicating a strong dependence on partnerships with public, private, and nonprofit providers to deliver services.

Self-directed programs (25%) are slightly above the national average (21%), reflecting a solid offering of flexible, independent recreation opportunities.

In contrast, staff-directed programs (18%) fall well below the national benchmark (50%), suggesting fewer programs led directly by Department staff, including instructional and skill-based offerings.

Contracted programs (8%) align with the national average, indicating a typical use of independent instructors and service providers.

Overall, the Department's model emphasizes partnerships and shared delivery. Opportunities exist to expand staff-directed programming to increase direct service delivery, program control, and consistency across offerings.

4.1.12 PARTICIPANT PROFICIENCY

The Department's program offerings are overwhelmingly focused on all ability levels, with limited opportunities for skill progression compared to national benchmarks.

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	9%	7%	3%	81%
Program Distribution	40%	10%	6%	43%

Compared to national averages, all abilities programs (95%) significantly exceed the benchmark (79%), reflecting a strong emphasis on inclusive, entry-level, and broadly accessible programming.

In contrast, beginner programs (5%) fall below the national average (12%), while intermediate (0%) and advanced programs (0%) are not currently represented. This indicates a lack of structured pathways for participants to build skills and progress over time.

Overall, the Department excels in providing inclusive, accessible programming but has a clear opportunity to expand intermediate and advanced offerings to support skill development, progression, and long-term participant engagement.

4.1.13 FINANCIAL ANALYSIS

The Department provided financial data at the program unit level, including program revenue (participant fees, sponsorships and other program-specific income), direct program costs (staffing, supplies, operating expenses and contracted services), and indirect costs (Internal city services). As a result, this analysis reflects the fully burdened cost associated with the program units and highlights both financial performance and cost recovery.

Strong Revenue Generation in Key Areas:

- Field Operations / Athletics had the strongest revenues (\$394,738) and cost recovery (39%) at the program unit level. This program unit consists of ball field rentals, special event field rentals, youth and adult athletic leagues and field lighting.
- The Senior Center program unit, comprised of facility rentals, sponsorship and grants, and senior transportation had revenues of \$344,726 and cost recovery at approximately 32%.
- The Recreation Center program unit, comprised of facility rentals, concessions, tennis center and contract classes had revenues of \$389,397 and cost recovery at approximately 30%.
- Special Events, consisting of the city's annual special events calendar had revenues of \$143,316 and cost recovery at 31%.

Selective High-Performing Services:

- Ball field rentals was the strongest individual program area with revenues of \$316,620 and cost recovery of 79%.

Revenue with Full Cost Visibility:

All revenues were compared directly to the fully burdened cost associated with the program units to show complete financial transparency.

- Direct program cost consisted of: Salaries, Wages, Special Pays, Benefits, Insurance and Operating Expenses.
- Indirect program cost consisted of: Equipment, Government Building Maintenance, Information Processing (IT), Self Insurance and Vehicle Maintenance.

Participation vs. Revenue:

- Complete participation vs. revenue was not readily available as many program units consist of non-ticketed public events and community service activities.

Overall, the Department demonstrates strong revenue generation and cost recovery across several key program areas. However, improving consistency in participant tracking will be essential to fully understand program unit performance and align resources with community priorities.

Core Program Area	Revenue	Direct Costs	Indirect Costs	Total Costs	Cost Recovery
Field Operations / Athletics	\$394,738	\$615,930	\$384,025	\$999,955	39.48%
Senior Center	\$344,726	\$778,660	\$307,260	\$1,085,920	31.75%
Special Events	\$143,316	\$318,070	\$136,315	\$454,385	31.54%
Recreation Center	\$389,397	\$870,680	\$432,180	\$1,302,860	29.89%

* Summerfest, the city's largest special event, was not included in the financial analysis as it is coordinated through an MOU with the Fountain Valley Community Foundation and operates at 100% cost recovery.

4.1.14 CURRENT MARKETING & COMMUNICATIONS

The Department utilizes a wide range of marketing and communication tools to promote recreation programs and services, with a strong emphasis on traditional outreach methods and established digital platforms. Core channels include program guides (print and online), the Department website, email communications, flyers, direct mail, and in-facility signage, all of which provide consistent and broad-reaching communication to residents.

The Department also maintains an active presence across key digital and social platforms, including Facebook, Instagram, and YouTube, and leverages tools such as QR codes and mobile-enabled web access to enhance accessibility and user experience. Additionally, paid advertising, public service announcements, and roadside marquees are used to increase visibility and promote major programs and events.

More targeted or emerging communication methods—such as apps, text message marketing, radio, and on-hold messaging—are used selectively, while platforms like Twitter, TikTok, blogs/vlogs, webinars, and podcasts represent opportunities for expanded outreach and engagement.

Overall, the Department has a strong foundation of marketing tools in place, with opportunities to further diversify communication strategies and expand the use of newer, more direct, and real-time engagement platforms to reach a broader and more diverse audience.

Strengths:

- **Clear Navigation and Structure:** The Recreation & Community Services pages are logically organized, making it relatively easy for users to find key information such as programs, facilities, events, and registration links.
- **Integration with Registration:** Direct links to program registration are available, helping users move from browsing to action without significant barriers.
- **Mobile Accessibility:** The site is mobile-enabled, allowing users to access information across devices, which is critical for modern user behavior.
- **Comprehensive Information:** The website provides a broad overview of services, including program descriptions, facility information, and community offerings, supporting general awareness.

- **User Experience and Visual Appeal:** While functional, the site is text-heavy and could benefit from more engaging visuals, dynamic content, and clearer calls-to-action to guide users more intuitively.
- **Program Discovery:** Finding specific programs or filtering options may require multiple clicks. Enhancing search functionality, categorization, and featured content (e.g., “Popular Programs” or “New This Season”) could improve usability.
- **Storytelling and Impact:** The site focuses primarily on information delivery rather than communicating the value and impact of programs. Incorporating testimonials, photos, and highlights could better convey the Department’s role in the community.
- **Consistency and Branding:** Opportunities exist to strengthen branding, tone, and consistency across pages to create a more cohesive and polished user experience.
- **Accessibility and Multilingual Support:** Given the community’s demographics, expanding multilingual content and ensuring ADA accessibility best practices are fully implemented would improve inclusivity.
- **Real-Time Engagement:** The site functions more as an information repository than an engagement tool. Adding features such as alerts, featured events, or integration with social and email campaigns could increase interaction.

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SOCIAL MEDIA OVERVIEW

The Department maintains an active and consistent presence across key social media platforms, using these channels to promote programs, highlight events, and engage with the community. Primary platforms analyzed include Facebook and Instagram, both of which demonstrate regular posting, strong visibility, and meaningful audience interaction.

Overall, the Department leverages social media effectively to showcase community experiences, celebrate events, and communicate with residents in a timely manner. Content is most successful when it focuses on visual storytelling, community moments, and event-based promotion, aligning with how users engage across platforms.

While the Department also maintains a YouTube channel, no posts have been made within the past 12 months; therefore, it was not included in this analysis. This represents a potential opportunity to expand into video-based content in the future.

The following sections provide a more detailed analysis of performance, content trends, and opportunities for Facebook and Instagram.

The numbers listed are as of April 15, 2026, and look at the previous 12 months

FACEBOOK

Followers: 4,138

Posts per day: 1

The Department maintains an active and consistent presence on Facebook. This level of activity reflects a strong commitment to regular communication and community visibility.

Content Performance and Trends:

- Top-performing posts are primarily event-driven, including promotions for major events such as the Egg Hunt, Summer Concert Series, and Lunar New Year, which generated the highest engagement (30–50+ reactions).
- Posts that highlight community pride, cultural celebration, and seasonal moments (e.g., holiday messages, contests, and recognition posts) also perform well.
- Visual, family-oriented, and celebratory content tends to drive the most interaction.



Lower-Performing Content:

- Posts with little to no engagement are typically informational or program-specific, such as workshops, classes, or registration reminders.
- Text-heavy posts without strong visuals or clear calls to action tend to underperform.

Overall Observations:

- The Department effectively uses Facebook to promote major events and community moments, which resonate most with the audience.
- There is an opportunity to improve engagement on program-level promotions by incorporating more compelling visuals, storytelling, and clearer value messaging.

- Shifting more content toward people, experiences, and impact—rather than just information—could increase overall interaction and reach.

Overall, Facebook is a strong and active platform for the Department, particularly for promoting events and building community awareness, with opportunities to enhance engagement across all types of content.

INSTAGRAM

Followers: 2,890

Posts per day: 0.7

The Department maintains an active presence on Instagram, with 2,890 followers and 334 posts over the past 12 months, reflecting consistent use of the platform to promote programs, events, and community engagement.

Content Performance and Trends:

- Top-performing posts are highly visual and event-focused, including promotions and recaps of major events such as the Egg Hunt and cultural festivals, as well as human-interest stories (e.g., celebrating a 100th birthday).
- Content that highlights people, celebrations, and community experiences generates the highest engagement (20–45+ interactions).
- Posts that include photos from events or storytelling elements tend to outperform simple announcements.



Lower-Performing Content:

- Posts with minimal engagement are typically program-specific or informational, such as class promotions, workshops, or registration reminders.
- “Save the date” and text-heavy posts without strong visuals or storytelling tend to generate limited interaction.

Overall Observations:

- The Department effectively uses Instagram to showcase community moments, events, and visual storytelling, aligning well with how users engage on the platform.
- There is an opportunity to strengthen engagement on program-level content by incorporating more dynamic visuals, participant stories, and short-form video.
- Increasing the use of features such as Reels, behind-the-scenes content, and user-generated content could further expand reach and interaction.

Overall, Instagram is a strong platform for visual storytelling and community engagement, with clear opportunities to enhance performance by shifting more content toward experiences and less toward static informational posts.

4.1.16 KEY FINDINGS

Strong Community Value and High Satisfaction with Opportunity to Grow Participation: The Department delivers a highly valued recreation system, with 90% satisfaction among participants. While awareness and perception are strong, overall participation (47%) indicates an opportunity to expand reach and engagement.

Aging, Diverse, and Family-Oriented Community: Fountain Valley is characterized by an older median age, a large active adult population, and strong multi-generational households. The community is highly diverse, with a significant Asian population and a high percentage of residents who are foreign-born or speak a language other than English at home.

High Market Potential for Fitness, Outdoor, and Skill-Based Activities: MPI data shows strong demand for fitness and wellness activities (running, weightlifting, yoga), court sports (tennis, pickleball), outdoor recreation (hiking, biking), and enrichment activities (woodworking, chess), reinforcing existing program strengths and opportunities for expansion.

Community Priorities Centered on Wellness, Events, and Older Adults: Survey results highlight fitness and wellness, community events, senior services, and cultural enrichment as top priorities, aligning closely with demographic trends and participation data.

Strong Adult and All-Ages Programming with Gap in Teen Offerings: The Department exceeds national benchmarks in adult and all-ages programming, providing flexible and inclusive offerings. However, teen programming is below national averages, representing a key opportunity for growth.

Program Portfolio Skewed Toward Individual Benefit: A significant majority of programs are classified as individual benefit (72%), with fewer community benefit and blended offerings. This limits accessibility and suggests an opportunity to expand inclusive, community-wide programming.

Financially Sustainable Cost Recovery Model with Limited Subsidized Offerings: The Department emphasizes self-sufficient and revenue-generating programs, exceeding national benchmarks. While financially strong, the lower share of fully subsidized programs highlights an opportunity to enhance equitable access.

Stable Program Portfolio with Limited New Program Development: Most programs are stable, providing consistency and reliability. However, fewer programs are in launch or growth stages, and a higher share are in decline, indicating a need for increased innovation and program reinvestment.

Heavy Reliance on Partnerships for Program Delivery: Cooperative programs make up nearly half of all offerings, reflecting strong partnerships but limited staff-directed programming. Expanding direct service delivery could improve program control and consistency.

Highly Inclusive Programming with Limited Skill Progression: The Department excels in offering all-ability programs (95%), creating strong entry points for participants. However, the absence of intermediate and advanced offerings limits opportunities for skill development and long-term engagement.

Wellness Programming Focused on Physical and Social Health: Programs strongly support physical and social well-being but fall short in emotional and mental health offerings, presenting an opportunity for a more holistic wellness approach.

Strong Financial Performance in Key Program Areas with Data Gaps: Programs such as Agape Tennis & Pickleball and Community Events generate significant revenue and exceed cost recovery targets. However, inconsistent cost tracking—particularly for indirect costs—limits a full understanding of financial performance.

Robust Marketing Foundation with Opportunities for Enhanced Engagement: The Department utilizes a wide range of marketing tools and maintains a strong social media presence. Event-based and visual content performs best, while program-specific promotions would benefit from improved storytelling and engagement strategies.

Functional Website with Opportunity to Enhance User Experience and Engagement: The website effectively delivers information and supports registration but could be improved through stronger visuals, clearer calls to action, and enhanced program discovery.

Active Social Media Presence Driven by Events and Visual Storytelling: Facebook and Instagram are used consistently and effectively to promote events and community moments. Engagement is highest for visual, people-focused content, while informational posts underperform, suggesting a need to shift toward more experience-driven storytelling.



4.2 PARK AND FACILITY EVALUATIONS

The evaluation of park assets within the City of Fountain Valley 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.

4.2.1 METHODOLOGY

As part of the City of Fountain Valley 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 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

4.2.2 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.

4.2.3 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.

4.2.4 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.

4.2.5 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 Fountain Valley 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 Fountain Valley 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.

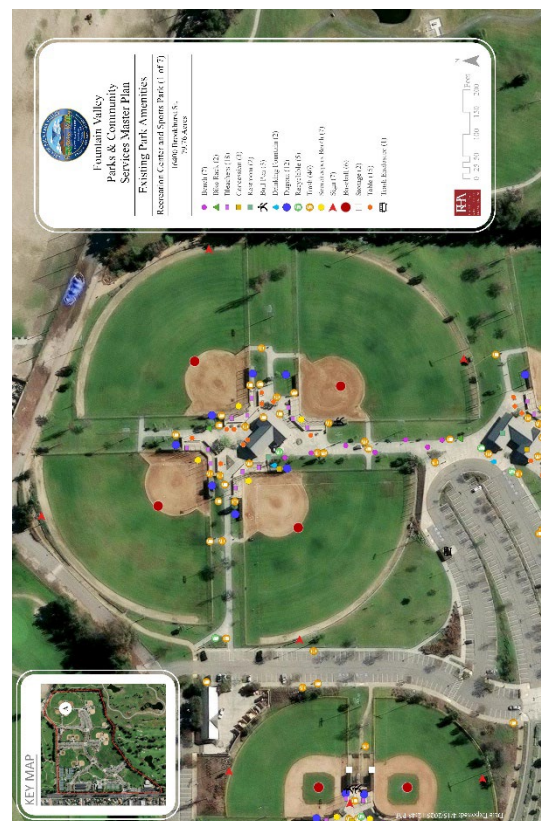
Maintenance

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 Fountain Valley parks over the summer of 2023. 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 2023 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.

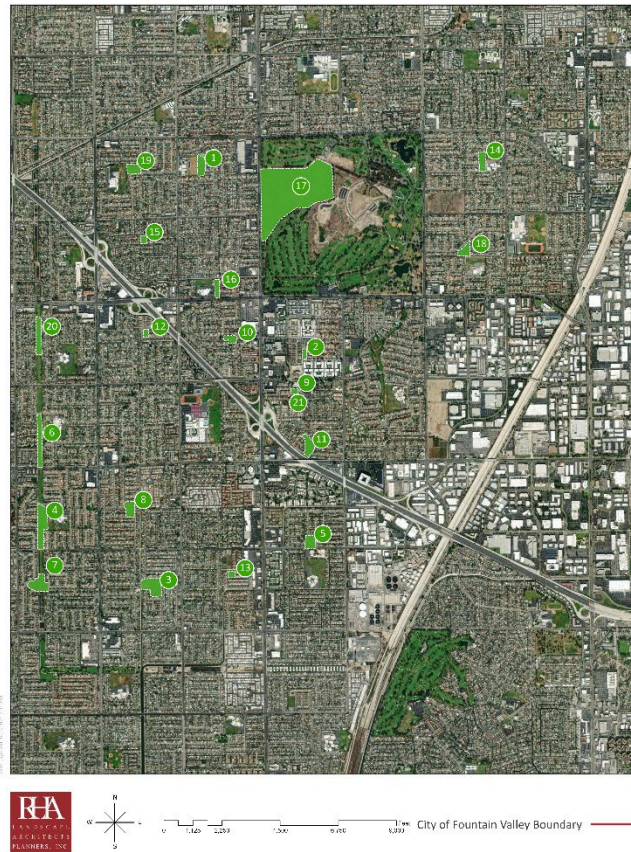
Summaries and maps for all parks like the ones below can be found in [APPENDIX D](#) along with assessments for the **Recreation Center and Senior and Community Center**.



PARKS ASSESSED

FOUNTAIN VALLEY PARK SITES ASSESSED			
PARK	ACRES	PARK	ACRES
Allen Park	3.90	McDowell Park	1.00
Colony Park	0.68	Moiola Park	1.12
Cordata Park	4.53	Monroe Park	2.75
Courreges Park	12.00	Nieblas Park	1.00
Ellis Park	3.00	Plavan Park	2.06
Fulton Park	13.27	Recreation Center & Sports Park	78.09
Harper Park	8.50	Stonecress Park	2.22
Helm Park	3.10	Vista View Park	3.03
Heritage Park	2.30	Westmont Park	11.39
La Capilla Park	2.37	Veteran's Park	0.77
Los Alamos Park	4.02		
Total Acres			
161.10			

LOCATION MAP



City of Fountain Valley | City Parks Map



FINDINGS

FOUNTAIN VALLEY 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
Allen Park	2.89	2.89	3.00	3.75	3.13	McDowell Park	3.00	4.11	3.80	4.00	3.73
Colony Park	2.63	3.11	3.20	3.75	3.17	Moiola Park	3.10	4.22	4.00	4.50	3.96
Cordata Park	3.25	3.89	3.20	3.50	3.46	Monroe Park	3.00	3.25	3.00	4.00	3.31
Courreges Park	2.88	3.11	3.60	3.75	3.33	Nieblas Park	3.33	3.22	3.20	2.50	3.06
Ellis Park	3.60	4.11	3.60	4.00	3.83	Plavan Park	4.00	3.33	3.40	3.50	3.56
Fulton Park	3.10	3.56	3.60	3.50	3.44	Recreation Center & Sports Park	3.90	4.40	4.20	4.00	4.13
Harper Park	3.11	3.50	3.00	3.75	3.34	Stonecress Park	3.00	3.00	3.40	3.25	3.16
Helm Park	2.89	3.67	3.80	4.00	3.59	Vista View Park	2.90	3.11	3.40	3.50	3.23
Heritage Park	3.00	4.00	3.60	4.50	3.78	Westmont Park	2.70	3.75	2.80	3.25	3.13
La Capilla Park	2.89	3.56	3.40	4.25	3.52	Veteran's Park	2.36	3.14	3.00	4.00	3.13
Los Alamos Park	2.78	3.40	3.60	4.00	3.44						
OVERALL AVERAGE											
3.45											
ACCESS & CONNECTIVITY					3.10	SAFETY & COMFORT					3.44
CONDITION & FUNCTIONALITY					3.56	MAINTENANCE					3.76

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

Recreation Center

- Refer to [Appendix D](#)

Senior and Community Center

- Refer to [Appendix D](#)

4.2.6 GENERAL OBSERVATIONS

1. Access & Connectivity Evaluation

- Predominantly street/curb parking is available at most parks, with some sites featuring adjacent parking lots or nearby school parking (with permission).
- Bike lanes are present along several adjacent streets, improving bicycle access.
- Crosswalks and traffic signals are available at some locations, enhancing pedestrian safety.
- Several parks have concrete or asphalt pathways that provide good internal circulation and ADA access, particularly to playgrounds.
- Some sites lack public right-of-way (ROW) sidewalks, while others have turf directly adjacent to surrounding sidewalks.
- Many parks feature large, open turf areas, often extending directly to the sidewalk, resulting in low edge permeability.

- Sites are generally flat or gently sloping, with minimal grade changes.
- Park signage and entry features are generally in good condition, with some parks having distinctive entry signage and well-maintained landscaping.
- Landscape planters are located along street frontages at some parks.
- One site includes a drainage inlet within the turf area, near the southwest portion of the park.

2. Condition and Functionality Evaluation

- Concrete surfaces are generally in good condition, particularly at newer parks and within playground areas.
- Asphalt pathways show signs of wear, including cracking and surface deterioration.
- Park amenities (e.g., trash and recycling receptacles) are generally in good to excellent condition.
- Some picnic tables have graffiti carved into the tabletops.
- Playground equipment shows varying levels of deterioration, including:
 - Rusting on play structures, decks, and attached components.
 - Failing protective coatings on metal surfaces.
 - Worn playground structures and deteriorating play surfacing.
- Playgrounds include multiple play areas with separate climbing structures and swing sets.

3. Safety and Comfort Evaluation

- Playground lighting is available at several parks, including solar LED lighting and standard area lighting.
- Some parks lack lighting, which may reduce visibility and perceived safety during evening hours.
- Traffic calming features, such as cul-de-sacs, help reduce vehicle speeds adjacent to some parks.
- Buffers between parks and roadways include short block walls, parking lots, and trees, enhancing user comfort and separation from traffic.
- Fencing and grade separation provide additional buffering between parks and adjacent residential properties at some locations.
- Signalized intersections and marked crosswalks improve safe pedestrian access at parks located along busier roadways.

4. Maintenance Evaluation

- Landscape maintenance is generally good, with well-maintained turf, planters, medians, and diverse vegetation at most parks.
- Weeds are present in some turf areas and landscape planters, indicating localized maintenance needs.
- Trash receptacles are distributed throughout parks, including along linear turf areas and near playgrounds.
- Park entry landscaping, including ornamental plantings and specimen trees, is well maintained and enhances park appearance.
- Some parks incorporate xeriscape landscaping and reclaimed water irrigation systems, supporting water-efficient landscape management.
- Hardcourt surfaces are generally in good condition, with recent coatings and minimal cracking.

5. General Observations

- Neighborhood parks are heavily used, with visitors engaging in playground use, walking, running, dog walking, basketball, tennis, volleyball, pickleball, softball, and family gatherings.
- Several parks are adjacent to elementary schools, strengthening their role as neighborhood recreation spaces and improving accessibility for families.
- Multiple parks are located within high-voltage transmission line easements, where they primarily function as linear parks with open turf, trails, and recreation opportunities.
- Open turf areas are a common feature and support informal recreation and community activities.
- Many parks provide a mix of amenities, including playgrounds, picnic tables, sports courts, botanical gardens, recreation centers, and gathering spaces.
- Several parks include unique design features, such as:
 - Tree identification/botanical walks.
 - Eagle Scout-built game tables.
 - Amphitheater-style seating.
 - Distinctive playground themes and stepping-stone connections.
 - Pedestrian bridges providing park access.
- Playground conditions vary, with newer parks featuring modern equipment and quality surfacing, while older parks have sparse or deteriorating play equipment requiring replacement.
- Landscape character ranges from traditional turf parks to xeriscape-focused designs with water-efficient plantings and buffers adjacent to homes.
- Most parks are well integrated into surrounding neighborhoods, with access from residential streets, cul-de-sacs, pedestrian bridges, or adjacent schools.
- Some maintenance concerns were noted, including:
 - Sand infiltrating poured-in-place rubber playground surfacing.
 - Worn or damaged site furnishings (e.g., benches).
 - Non-functioning park lighting.
- Grass encroaching into sand volleyball courts.
- Several parks include special community or educational features, such as botanical plant labeling, recycled-plastic picnic tables, and flexible gathering/event spaces.

Full Facility & Park Evaluations can be found in [APPENDIX D](#)

4.3 INVENTORY, ASSESSMENT, AND LEVELS OF SERVICE

Level of Service (LOS) standards provide a framework for evaluating the availability and distribution of parks, facilities, and amenities across the City of Fountain Valley. By calculating this inventory in relation to the City's current population, we can better understand how well the community is being served today—and where future improvements may be needed.

These standards help guide planning decisions around the development, enhancement, and equitable access to parks and recreation facilities. They are informed by a combination of sources, including National Recreation and Park Association (NRPA) guidelines, 2023 national participation trends from the Sports and Fitness Industry Association (SFIA), feedback from the community and stakeholders, findings from the statistically valid survey, and input from City staff.

Level of Service analysis also considers the contributions of other service providers in the region to present a complete picture of available resources. While these standards are not one-size-fits-all, they provide valuable direction for identifying gaps or surpluses in the system and shaping future investments that reflect Fountain Valley growth, demographics, and evolving recreational needs.



PARKS & COMMUNITY SERVICES MASTER PLAN

4.3.1 LEVEL OF SERVICE

The Level of Service analysis indicates that Fountain Valley will require additional parkland and amenities to meet both current and future needs. Addressing these shortfalls through targeted investment will be key to ensuring equitable access, supporting community health, and maintaining the quality of recreation opportunities for all residents.

2025 Inventory											2025 Facility Standards			Anticipated Future Park Development 2025 - 2035		2035 Facility Standards					
		FV	School	Other 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	
PARKS:																					
Mini Parks	acres per	-	-	-	-	-	acres per	1,000		acres per	1,000	Meets Standard	-	Acre(s)			-		Meets Standard	-	Acre(s)
Neighborhood Parks	acres per	36.15	-	-	36.15	0.65	acres per	1,000	1.00	acres per	1,000	Need Exists	19	Acre(s)			-		Need Exists	17	Acre(s)
Community Parks	acres per	45.16	-	-	45.16	0.81	acres per	1,000	1.00	acres per	1,000	Need Exists	10	Acre(s)	16.00	16.00			Meets Standard	-	Acre(s)
Regional Parks	acres per	78.09	-	513.00	591.09	10.64	acres per	1,000	5.00	acres per	1,000	Meets Standard	-	Acre(s)			-		Meets Standard	-	Acre(s)
Total Developed Park Acres	acres per	159.40	-	513.00	672.40	12.11	acres per	1,000		acres per	1,000	Meets Standard	-	Acre(s)			-		Meets Standard	-	Acre(s)
Passive Open Space	acres per	-	-	-	-	-	acres per	1,000	n/a	acres per	1,000	-	-	Acre(s)			-		-	-	Acre(s)
Special Use Parks	acres per	-	-	-	-	-	acres per	1,000	n/a	acres per	1,000	-	-	Acre(s)			-		-	-	Acre(s)
Total Park Acres	acres per	159.40	-	513.00	672.40	12.11	acres per	1,000	7.00	acres per	1,000	Meets Standard	-	Acre(s)			-		Meets Standard	-	Acre(s)
TRAILS:																					
Trails (paved and unpaved within parks)	mile per	3.00	-	7.70	10.70	0.19	mile per	1,000	0.25	mile per	1,000	Need Exists	3.2	Mile(s)			-		Need Exists	3	Mile(s)
OUTDOOR AMENITIES:																					
Playgrounds	site per	23	-	3	26	1.00	site per	2,136	1.00	site per	5,000	Meets Standard	-	Site(s)	1.00	1.00			Meets Standard	-	Site(s)
Basketball Full Courts	court per	13	-	-	13	1.00	court per	4,273	1.00	court per	8,000	Meets Standard	-	Court(s)			-		Meets Standard	-	Court(s)
Diamond fields	field per	15	-	6	21	1.00	field per	2,645	1.00	field per	8,000	Meets Standard	-	Field(s)			-		Meets Standard	-	Field(s)
Rectangular fields	field per	3	-	3	6	1.00	field per	9,257	1.00	field per	6,000	Need Exists	3	Field(s)			-		Need Exists	3	Field(s)
Tennis courts	court per	12	-	-	12	1.00	court per	4,629	1.00	court per	8,000	Meets Standard	-	Court(s)			-		Meets Standard	-	Court(s)
Dog parks	site per	-	-	-	-	1.00	site per	-	1.00	site per	30,000	Need Exists	2	Site(s)			-		Need Exists	2	Site(s)
Swimming pools	site per	-	-	-	-	1.00	site per	-	1.00	site per	40,000	Need Exists	1	Site(s)			-		Need Exists	1	Site(s)
Skate park/BMX	site per	-	-	-	-	1.00	site per	-	1.00	site per	50,000	Need Exists	1	Site(s)			-		Need Exists	1	Site(s)
Pickleball courts	court per	16	-	-	16	1.00	court per	3,472	1.00	court per	10,000	Meets Standard	-	Court(s)			-		Meets Standard	-	Court(s)
Splash pads	site per	-	-	-	-	1.00	site per	-	1.00	site per	40,000	Need Exists	1	Site(s)			-		Need Exists	1	Site(s)
Picnic Shelters / Rental Pavilions	site per	5	-	4	9	1.00	site per	6,172	1.00	site per	15,000	Meets Standard	-	Site(s)			-		Meets Standard	-	Site(s)
INDOOR AMENITIES:																					
Indoor Aquatic Space	SF per	-	-	-	-	-	SF per	person		SF per	person	Meets Standard	-	Square Feet			-		Meets Standard	-	Square Feet
Indoor Recreation Space (Total S.F.)	SF per	39,756	-	-	39,756	0.72	SF per	person	1.50	SF per	person	Need Exists	43,560	Square Feet			-		Need Exists	40,430	Square Feet
2025 Estimated Population		55,544																			
2035 Estimated Population		53,457																			

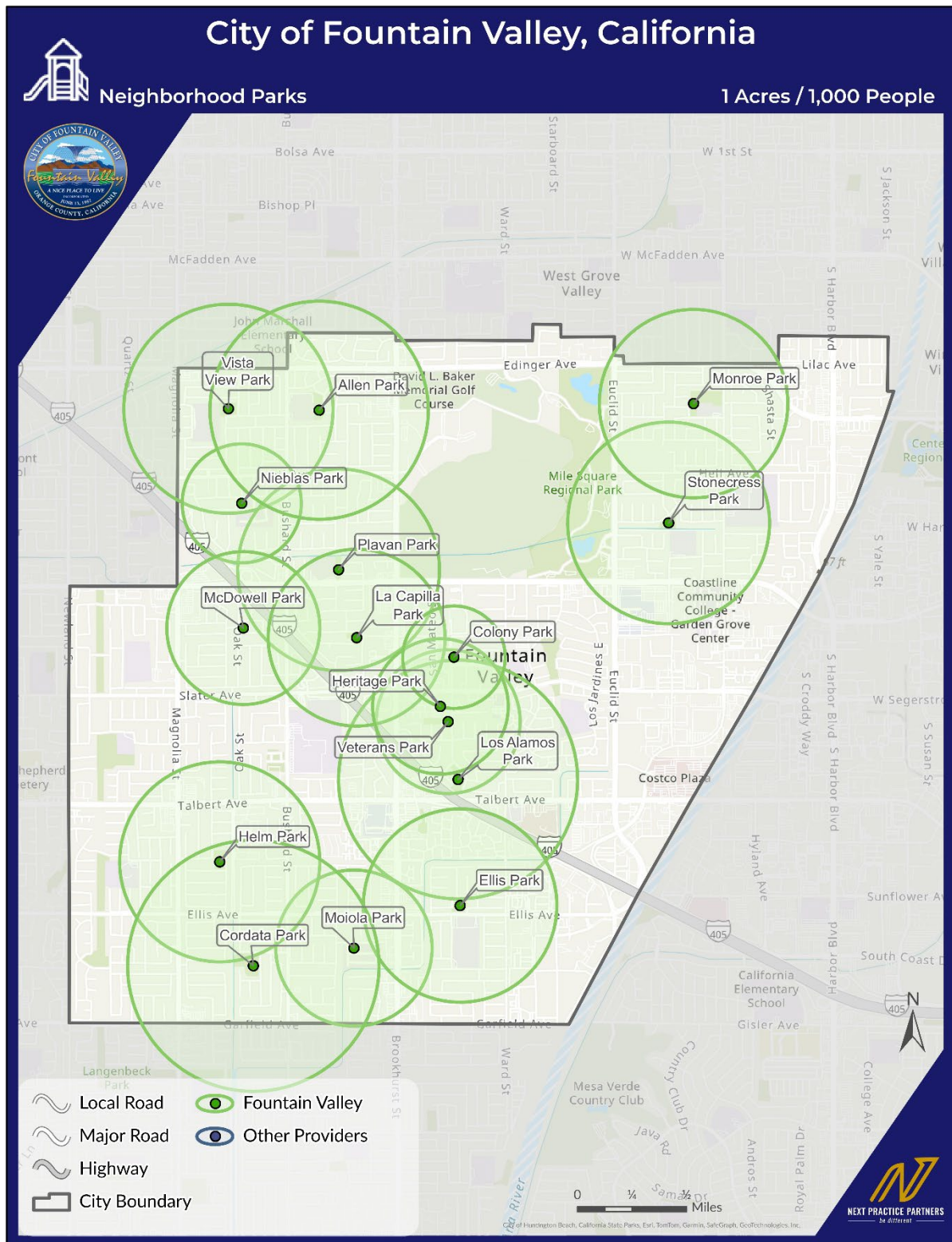
4.4 EQUITY MAPPING

Service area maps and standards allow the City of Fountain Valley to assess how parks and recreation amenities are distributed across the community and whether they align with population density and neighborhood needs. These maps are based on recommended levels of service for each park and amenity type and help identify areas that may be underserved or oversupplied.

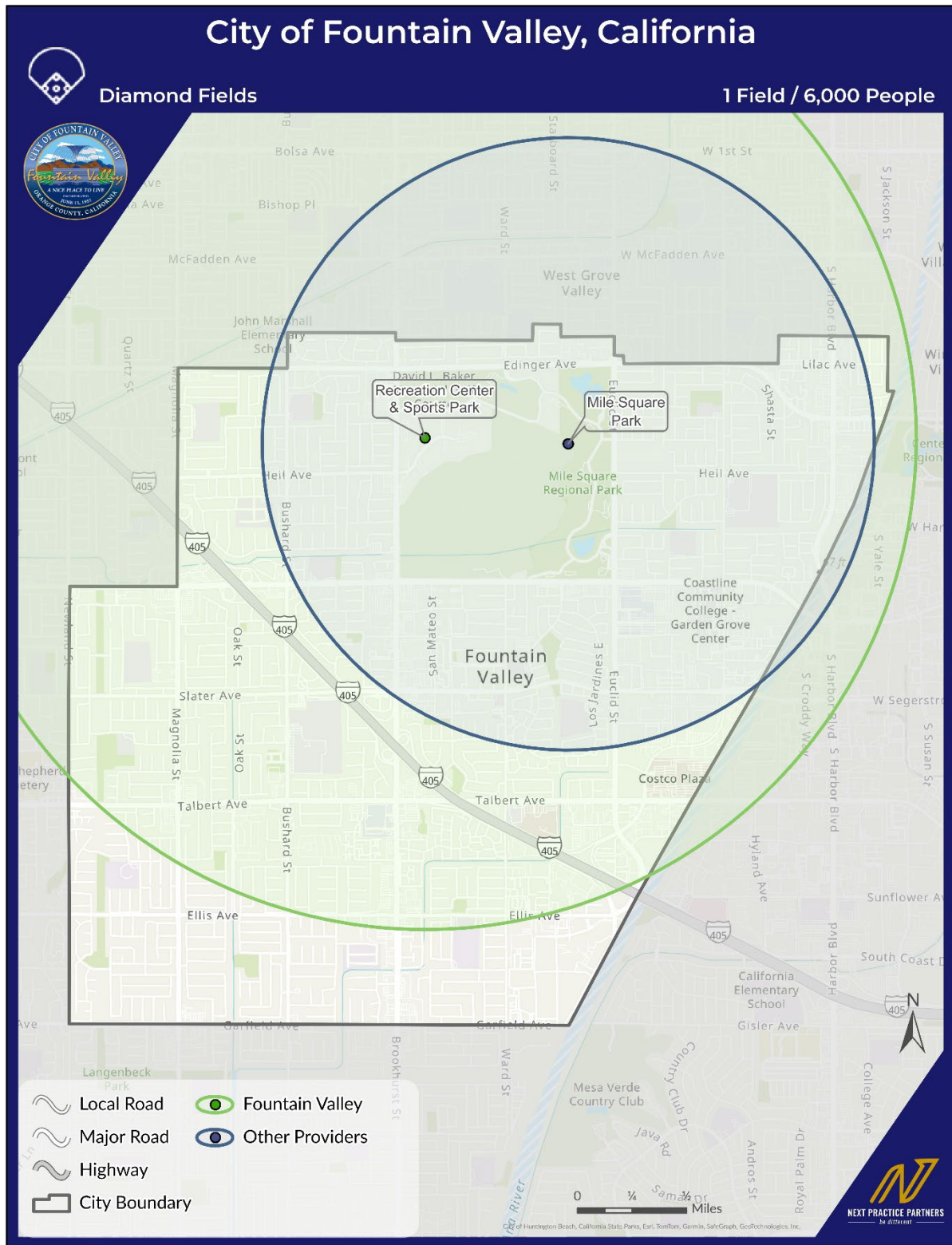
By comparing geographic access to population-based standards, the City can pinpoint gaps in service and make informed decisions about future investments. This ensures that capital improvement efforts not only address system-wide needs but also promote equitable access to parks and facilities for all residents. The different service area rings highlight the reach of various providers, reflecting the broader network of resources available to the Fountain Valley community.



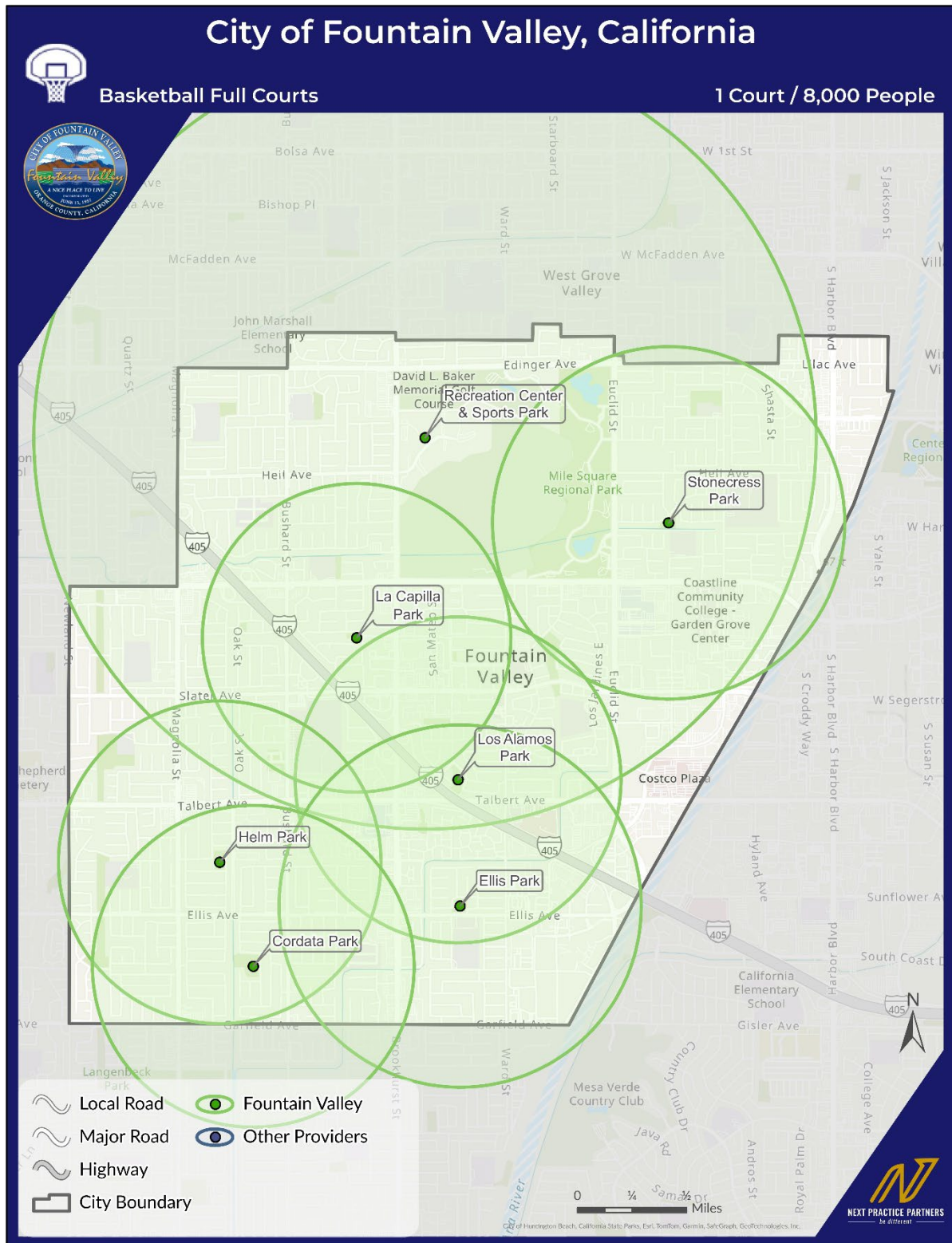
4.4.3 NEIGHBORHOOD PARKS



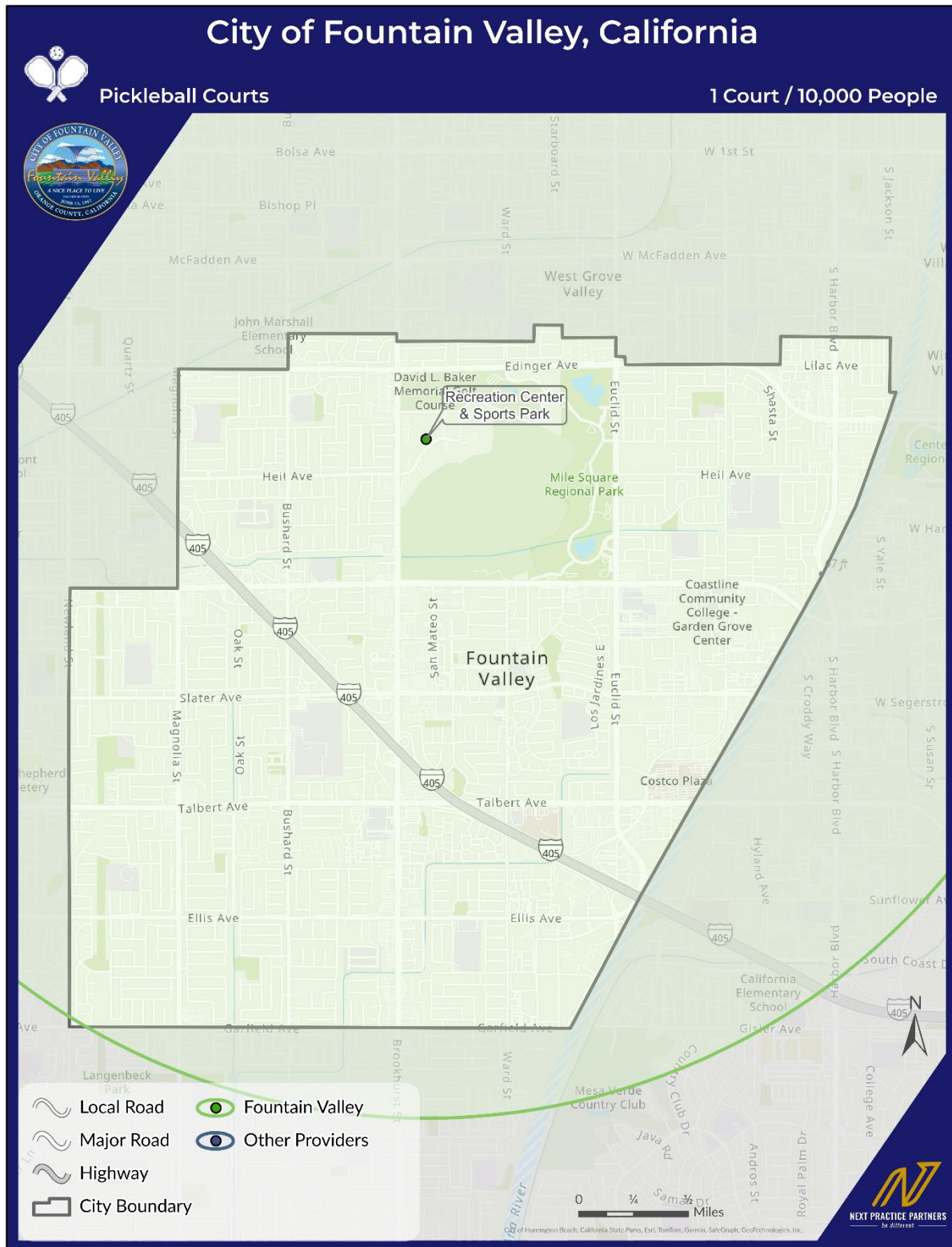
4.4.4 BALL FIELDS (DIAMOND)



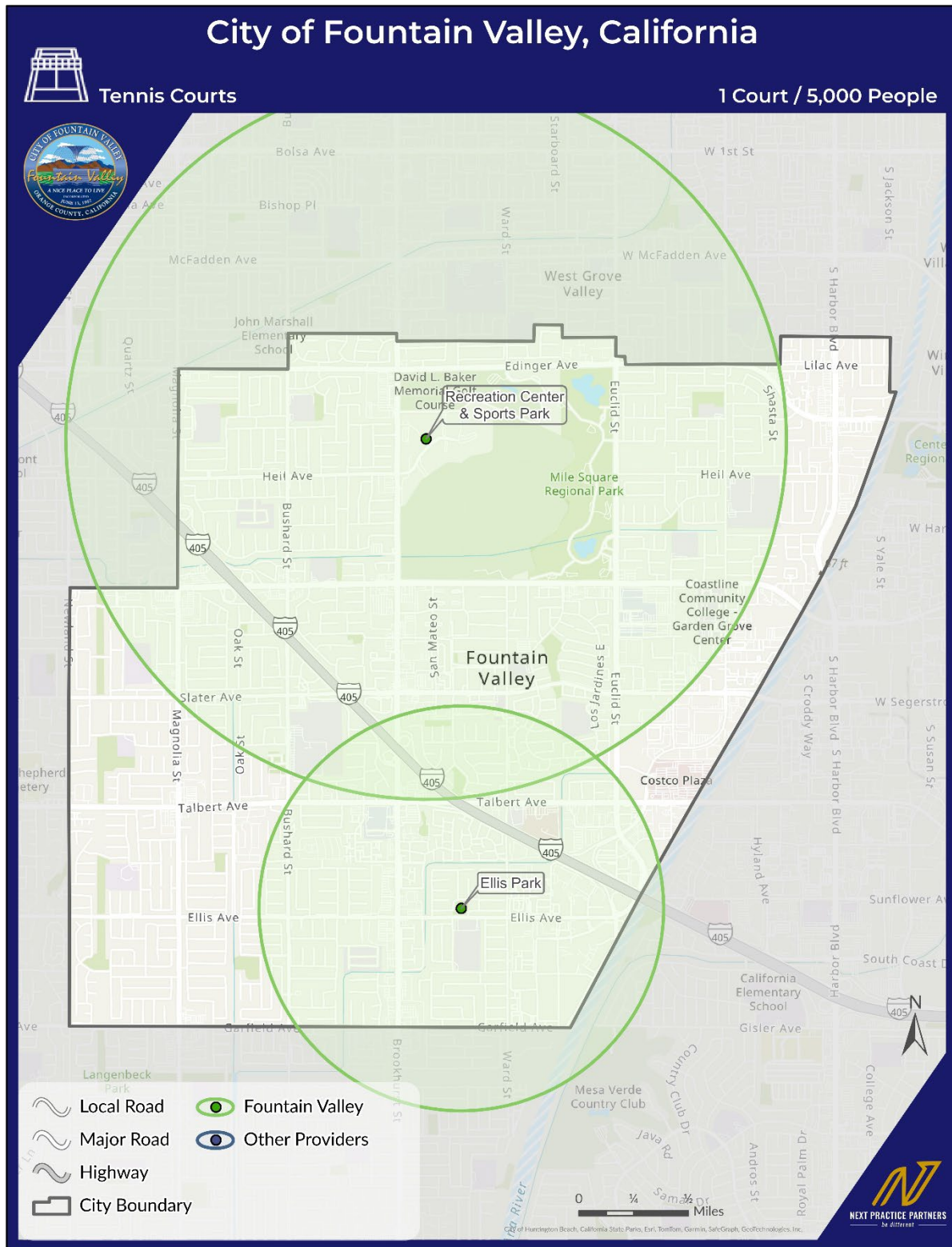
4.4.6 BASKETBALL COURTS



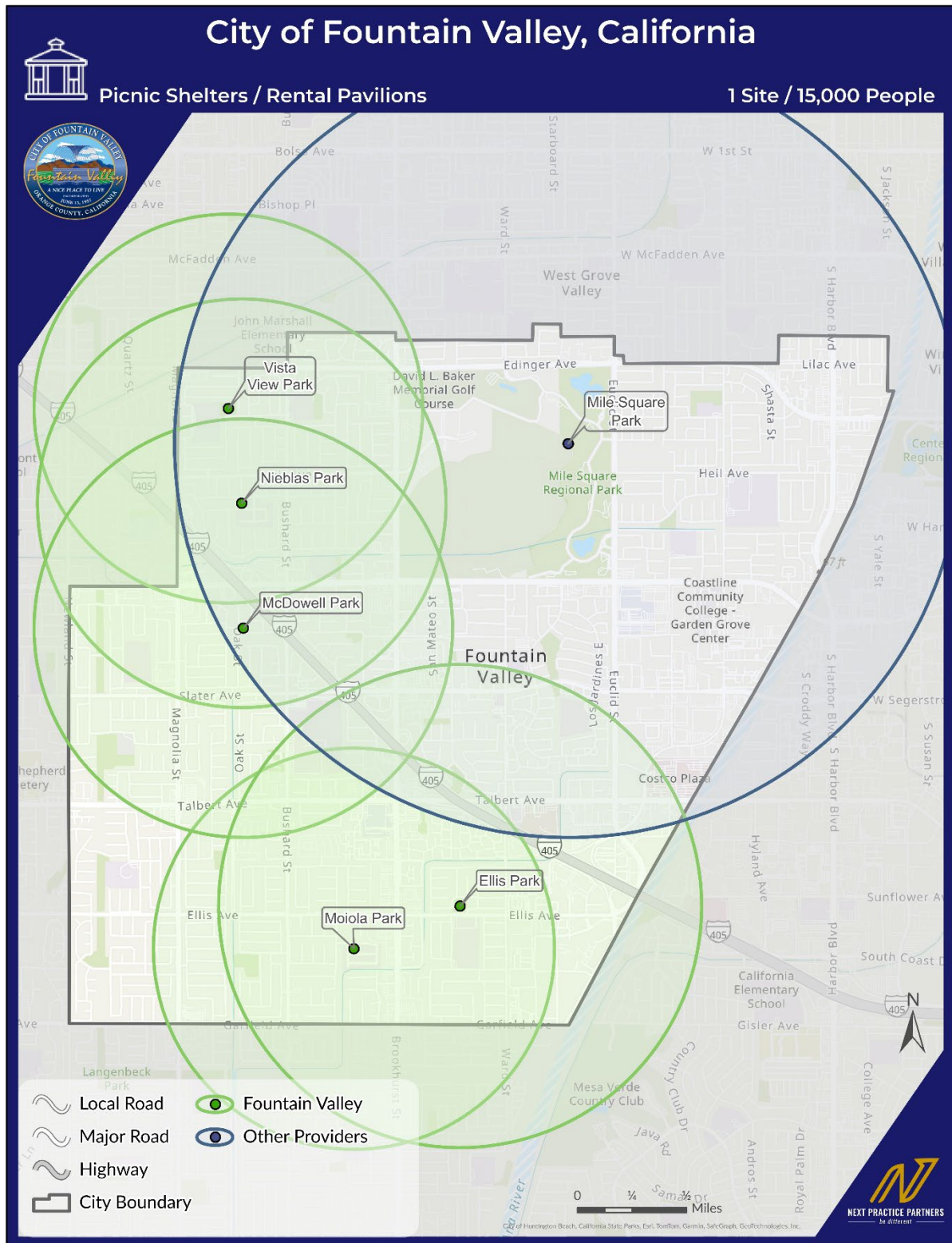
4.4.7 PICKLEBALL COURTS



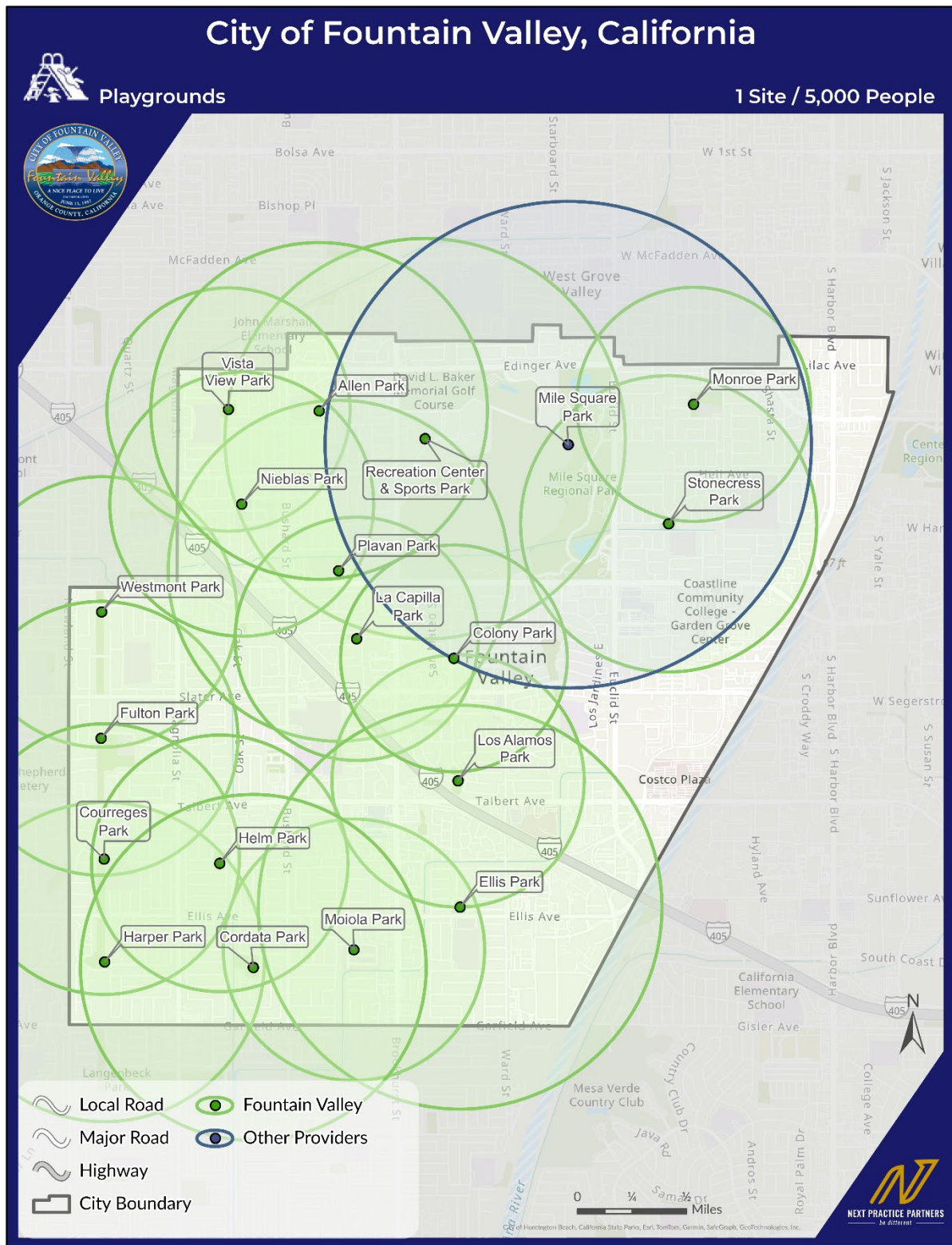
4.4.10 TENNIS COURTS



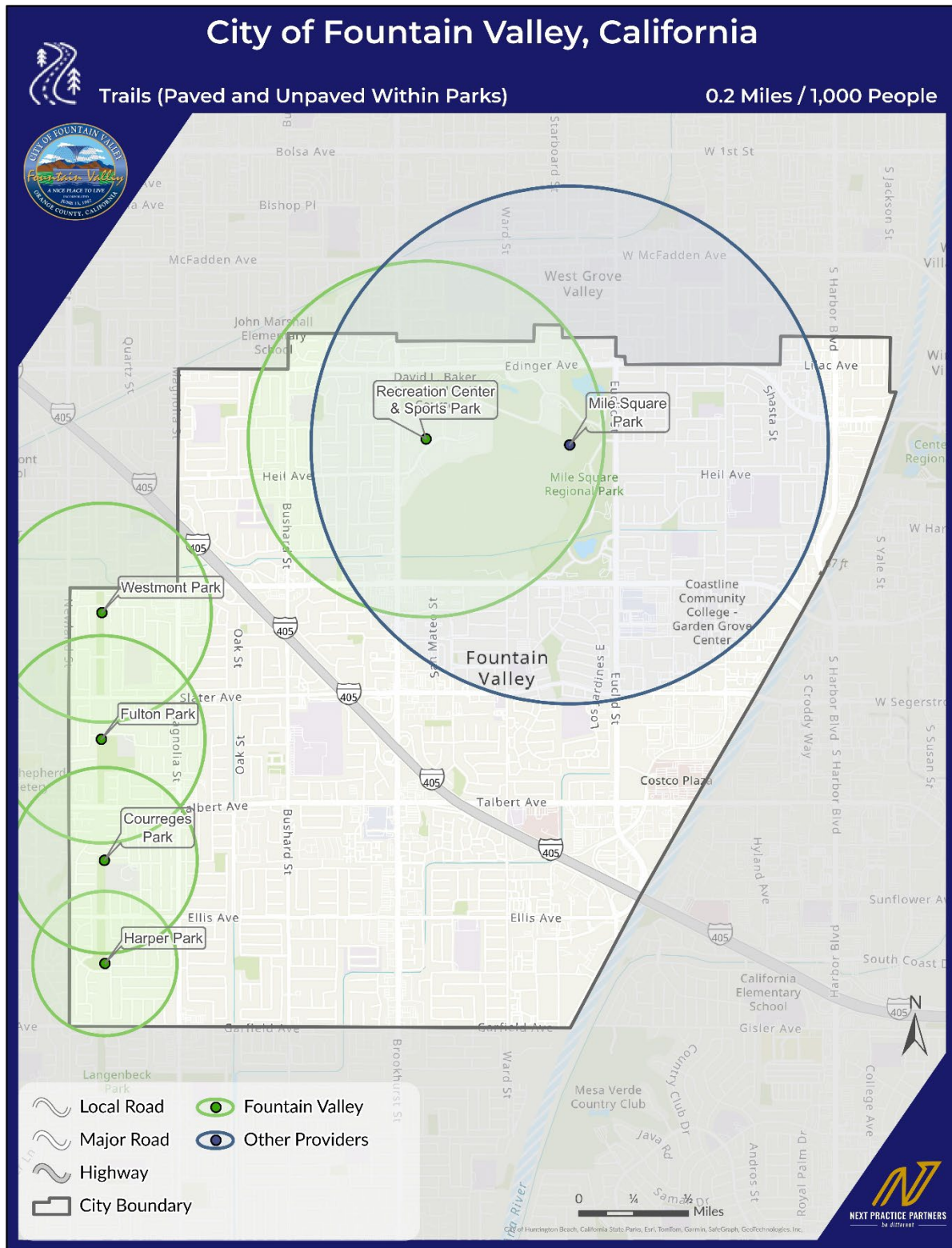
4.4.13 PICNIC SHELTERS / RENTAL PAVILLIONS



4.4.17 PLAYGROUNDS



4.4.18 TRAILS (PAVED AND UNPAVED)



4.5 FUNDING AND REVENUE STUDIES

FOUNTAIN VALLEY FUNDING STRATEGIES – CURRENTLY USED			
The strategies below are currently utilized by the City of Fountain Valley to support park and recreation operations, programs, and capital investments.			
EXTERNAL FUNDING		CURRENTLY USED	
	Corporate Sponsorships Strong sponsorship program through the Fountain Valley Community Foundation and corporate partners for events and programs.		✓
	Partnerships Active partnerships with organizations such as the Fountain Valley Community Foundation and Hyundai Motor America.		✓
	Foundations and Gifts Philanthropic support through the Fountain Valley Community Foundation and other nonprofit organizations.		✓
	Volunteerism Extensive volunteer support for programs, events, and services across the community.		✓
CAPITAL FUNDING		CURRENTLY USED	
	Development & Impact Fees Park and mitigation fees collected from new residential development and redevelopment.		✓
TAX SUPPORT		CURRENTLY USED	
	Sales Tax (Measure HH) Sales tax revenues provided by Measure HH.		✓
	Interest & Miscellaneous Interest earnings and other miscellaneous revenues.		✓
USER FEES		CURRENTLY USED	
	Program Fees and Charges Fees collected for recreation classes, leagues, and programs.		✓
	Facility and Park Rentals Fees for rental of parks, shelters, facilities, and meeting spaces.		✓
	Special Event Admissions Admission fees for select special events and activities.		✓
	Special Event and Filming Permits Permit fees for events, filming, and commercial activities.		✓
	Recreation Service Fees Fees for sports field use, lessons, camps, and other recreation services.		✓
FRANCHISES & LICENSES		CURRENTLY USED	
	Concession Management Concession agreements for operations such as snack bars and concessions.		✓
	Private Concessionaires Use of private concessionaires to operate programs and facilities.		✓
	Naming Rights Program Naming rights program in place with limited success to date.		✓
	License Agreements Use of long-term license agreements for facilities and operations.		✓

✓ A green check mark indicates the strategy is currently used by the City of Fountain Valley.

4.5.1 INTRODUCTION

The purpose of this Funding and Revenue Strategies analysis is to evaluate the City of Fountain Valley's existing funding framework, identify revenue mechanisms currently being utilized, and assess additional opportunities that may support the Department's long-term operational sustainability and future capital investment. This analysis is intended to support implementation of the Plan by aligning financial tools with community priorities, facility needs, and anticipated growth.

As parks and recreation agencies face increasing operating costs and growing demands for facilities and services, maintaining a diverse and sustainable funding structure becomes increasingly important. This analysis recognizes that no single funding source can address all future needs and instead evaluates a variety of mechanisms that can support operations, maintenance, and capital investment.

The findings summarized below are based on a review of the City's Funding Matrix, Department input, and the existing Development Impact Fee Study, which identifies significant opportunities associated with future residential development. Funding strategies are organized into six categories: External Funding, Capital Funding, User Fees, Grants, Tax Support, and Franchises and Licenses. Together, these strategies provide a framework for maintaining financial stability while positioning the Department to capitalize on future opportunities and support continued growth.

4.5.2 EXTERNAL FUNDING

External funding sources provide opportunities to supplement traditional public revenues, reduce pressure on the General Fund, and support targeted programs, facilities, and special initiatives.

EXTERNAL FUNDING STRATEGIES CURRENTLY UTILIZED

Corporate Sponsorships: Fountain Valley has established one of the stronger sponsorship models among comparable agencies through its partnership with the Fountain Valley Community Foundation (FVCF). Event sponsorships and community partnerships provide ongoing support for programs and special events and represent a mature and successful revenue source.

Partnerships: The Department maintains strong partnerships with organizations such as the Fountain Valley Community Foundation and Hyundai Motor America. These relationships have supported programs and capital initiatives and provide a framework for future collaboration.

Foundations and Gifts: Through the FVCF and other nonprofit organizations, the Department has benefited from philanthropic support and community fundraising. The Foundation played a major role in raising approximately \$1.8 million for the Fountain Valley Universal Access Playground.

Volunteerism: Multiple nonprofit organizations and community volunteers contribute to programs, events, and services, providing significant indirect financial value while strengthening community ownership and advocacy.

EXTERNAL FUNDING OPPORTUNITIES

Crowdfunding and Special Fundraisers: While not currently major funding sources, these strategies could be leveraged through the Foundation for targeted projects and special initiatives.

Expanded Partnerships: Additional partnerships with nonprofit organizations, educational institutions, healthcare providers, and private businesses represent opportunities to diversify revenue and reduce operating costs.

4.5.3 CAPITAL FUNDING

Capital funding strategies support the acquisition, development, and expansion of parks and facilities.

Development and Impact Fees: Development-related fees represent one of the Department's strongest long-term capital funding tools. The City's Development Impact Fee Study established a nexus between growth and park needs and identified substantial park impact fees associated with residential development. Maximum justified park and recreation fees exceed \$21,000 per multifamily unit and \$31,000 per single-family unit.

Although actual collections vary, the Department currently averages approximately \$8,000 to \$10,000 per new residential unit through park and mitigation fees. With the General Plan identifying more than 4,500 additional housing units, development fees represent a significant source of future capital investment.

These revenues are expected to help fund new park development, neighborhood park improvements, and expansion of the Sports Park system.

Leaseback and Concession Agreements: For large-scale capital projects, particularly the planned 16-acre expansion at the Sports Park, the City prefers long-term license and concession agreements rather than traditional debt financing or ownership models. This approach minimizes risk while leveraging private investment and operational expertise.

4.5.4 USER FEES

User fees are a major component of the Department's revenue structure and provide a direct relationship between services provided and costs recovered.

EXISTING USER FEE STRATEGIES

The Department currently utilizes:

- Program fees and charges.
- Facility and park rental fees.
- Special event admissions.
- Special event and filming permits.
- Recreation service fees.

Many programs and facilities have transitioned toward concession or contracted operating models, including the tennis center and snack bar operations.

OPPORTUNITIES FOR EXPANSION

Park Rentals: The planned development of community parks with restroom facilities creates opportunities for expanded rentals, gatherings, and associated programming. Existing neighborhood parks currently have limited rental potential due to the lack of supporting amenities.

Sports Field Fees: Increasing athletic field permit fees represents an opportunity to better offset rising maintenance and operating costs.

Special Event Permit Fees: Periodic adjustments to event and permit fees could improve cost recovery while maintaining market competitiveness.

Parking Fees: Parking fees at the Fountain Valley Sports Park and potentially around Mile Square Regional Park represent one of the most significant untapped revenue opportunities. Given increasing visitation and planned facility expansion, a paid parking program could generate recurring revenues that directly support park maintenance and operations.

4.5.5 GRANTS

Grant funding provides targeted support for capital projects, programs, and community initiatives.

GRANTS CURRENTLY UTILIZED

The Department has successfully leveraged:

- Community Development Block Grant (CDBG) funding, including support for Meals on Wheels.
- Local nonprofit foundation grants through the Fountain Valley Community Foundation.
- State and county grant opportunities.
- Urban forestry and accessibility-related grants.

FUTURE OPPORTUNITIES

Additional opportunities include:

- Recreational Trails Program grants for walking trails and exercise facilities.
- Land and Water Conservation Fund grants, although land restrictions may limit applicability.
- State and federal competitive grants as projects become eligible.

The Department remains highly receptive to pursuing grant opportunities and has demonstrated a strong track record of leveraging outside funding.

4.5.6 TAX SUPPORT

Tax support provides the foundation for long-term financial stability.

EXISTING TAX SUPPORT

Fountain Valley benefits from existing sales tax revenues generated through Measure HH, which provides an important source of General Fund support. The Department also receives limited revenues through interest earnings and miscellaneous sources.

FUTURE CONSIDERATIONS

Consistent with Department direction, there is little interest in pursuing new taxes. Instead, the emphasis is on maximizing existing revenues and expanding alternative funding mechanisms.

4.5.7 FRANCHISES AND LICENSES

Franchise and licensing arrangements provide opportunities to leverage private-sector expertise while reducing operational responsibilities.

EXISTING STRATEGIES

Concession Management: Concession agreements are a preferred operating model within Fountain Valley. Several programs and facilities already utilize concession arrangements to provide services while minimizing staffing requirements.

Private Concessionaires: The City actively utilizes concession agreements and views them as an effective approach for delivering programs and services.

Naming Rights: Although a naming rights program exists, it has generated limited success to date. Nevertheless, the Department remains open to future sponsorship and naming opportunities.

License Agreements: Rather than traditional leases, the City typically utilizes license agreements for facilities and operations. This approach provides flexibility and aligns with the City's preferred development model.

4.5.8 KEY FINDINGS

Strong Foundation of Alternative Revenue Sources: Fountain Valley has developed a diversified funding structure that extends beyond traditional taxes. Partnerships, sponsorships, concessions, and development fees collectively provide considerable flexibility.

Development Fees Represent a Major Capital Opportunity: With more than 4,500 housing units identified in the General Plan and average collections of \$8,000 to \$10,000 per unit, growth-related revenues could provide substantial funding for future park and facility improvements.

Partnerships Are a Competitive Advantage: The Fountain Valley Community Foundation and other community partners provide an unusually strong framework for sponsorships, philanthropy, and fundraising.

Parking Fees Represent a Significant Untapped Revenue Source: Paid parking at the Sports Park and surrounding high-demand recreation areas offers one of the greatest opportunities for generating recurring revenues to support operations and maintenance.

Community Parks Can Become Revenue Generators: The addition of restrooms and supporting infrastructure at future community parks will create opportunities for expanded rentals, events, and programming.

User Fees Should Continue to Evolve: Periodic adjustments to ball field rentals, special event permits, and other user fees will be necessary to keep pace with inflation and maintain appropriate cost recovery.

Private-Sector Delivery Models Reduce Risk: Fountain Valley's preference for concession agreements and long-term license arrangements provides flexibility, limits capital exposure, and supports efficient service delivery.

Overall, the Department's funding philosophy emphasizes maximizing existing revenues and pursuing entrepreneurial opportunities rather than relying on new taxes.

4.6 RECOMMENDED PARKS IMPROVEMENTS PLAN

The **Recommended Parks Improvements Plan (RPIP)** for Fountain Valley 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 Fountain Valley diverse and growing population.

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

General Fund, DIF, and various 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 Fountain Valley 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:

4. Projects that are planned and have secured funding
5. Projects that are planned but not yet funded
6. 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.

PARKS & COMMUNITY SERVICES MASTER PLAN

As outlined in the table below, the City has several planned and funded projects underway, reflecting its continued investment in quality of life.

TOTAL PROJECTS	PLANNED	FUNDED	\$400,000
PARKS	PLANNED	FUNDED	\$0
FACILITIES	PLANNED	FUNDED	\$400,000
TRAILS	PLANNED	FUNDED	\$0
TOTAL PROJECTS	PLANNED	NEED FUNDING	\$42,435,500
PARKS	PLANNED	NEED FUNDING	\$38,685,500
FACILITIES	PLANNED	NEED FUNDING	\$3,750,000
TRAILS	PLANNED	NEED FUNDING	\$400,000
TOTAL PROJECTS	COMPLETED		\$1,897,329
PARKS	COMPLETED		\$1,897,329
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 Fountain Valley 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 Fountain Valley continues to respond effectively to the community's recreational needs.

PARKS & COMMUNITY SERVICES MASTER PLAN

Fountain Valley Parks & Recreation Master Plan Site by Site Summary

August 10, 2026

10:07 AM

Parks	Acres	Completed	Planned Funded	Planned Need Funding	P1 FY 26/27 \$3,740,100	P2 FY 27/28 \$31,645,400	P3 FY 28 and beyond \$3,300,000	TOTAL
	177.10	\$1,897,329	\$0	\$38,685,500				\$40,582,829
Allen Park	3.90	\$0	\$0	\$896,000	\$150,000	\$596,000	\$150,000	\$896,000
Colony Park	0.68	\$0	\$0	\$135,000	\$135,000	\$0	\$0	\$135,000
Cordata Park	4.53	\$200,000	\$0	\$2,919,000	\$39,000	\$1,980,000	\$900,000	\$3,119,000
Courreges Park	12.00	\$0	\$0	\$196,000	\$196,000	\$0	\$0	\$196,000
Ellis Park	3.00	\$0	\$0	\$1,221,500	\$46,500	\$1,175,000	\$0	\$1,221,500
Fulton Park	13.27	\$0	\$0	\$196,000	\$196,000	\$0	\$0	\$196,000
Harper Park	8.50	\$0	\$0	\$196,000	\$196,000	\$0	\$0	\$196,000
Helm Park	3.10	\$0	\$0	\$256,500	\$156,500	\$0	\$100,000	\$256,500
Heritage Park	2.30	\$0	\$0	\$0	\$0	\$0	\$0	\$0
La Capilla Park	2.37	\$0	\$0	\$1,459,000	\$59,000	\$400,000	\$1,000,000	\$1,459,000
Los Alamos Park	4.02	\$0	\$0	\$3,612,000	\$24,000	\$2,688,000	\$900,000	\$3,612,000
McDowell Park	1.00	\$0	\$0	\$200,000	\$200,000	\$0	\$0	\$200,000
Moiola Park	1.12	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Monroe Park	2.75	\$0	\$0	\$871,000	\$175,000	\$696,000	\$0	\$871,000
Nieblas Park	1.00	\$0	\$0	\$415,000	\$415,000	\$0	\$0	\$415,000
Plavan Park	2.06	\$0	\$0	\$2,025,000	\$1,025,000	\$1,000,000	\$0	\$2,025,000
Recreation Center & Sports Park	78.09	\$1,697,329	\$0	\$3,950,000	\$200,000	\$3,500,000	\$250,000	\$5,647,329
Stonecress Park	2.22	\$0	\$0	\$1,569,000	\$119,000	\$1,450,000	\$0	\$1,569,000
Vista View Park	3.03	\$0	\$0	\$1,276,400	\$60,000	\$1,216,400	\$0	\$1,276,400
Westmont Park	11.39	\$0	\$0	\$196,000	\$196,000	\$0	\$0	\$196,000
Veterans Park	0.77	\$0	\$0	\$152,100	\$152,100	\$0	\$0	\$152,100
16-acre Site	16.00	\$0	\$0	\$16,944,000	\$0	\$16,944,000	\$0	\$16,944,000
General Parks		\$0	\$0	\$0	\$0	\$0	\$0	\$0
Facilities	Square Footage	Completed	Planned Funded	Planned Need Funding	P1 FY 26/27 \$0	P2 FY 27/28 \$400,000	P3 FY 28 and beyond \$3,750,000	TOTAL
	39,756	\$0	\$400,000	\$3,750,000				\$4,150,000
Fountain Valley Recreation Center	23,194	\$0	\$400,000	\$2,400,000	\$0	\$400,000	\$2,400,000	\$2,800,000
Senior & Community Center	16,562	\$0	\$0	\$1,350,000	\$0	\$0	\$1,350,000	\$1,350,000
Trails	Miles	Completed	Planned Funded	Planned Need Funding	P1 FY 26/27 \$400,000	P2 FY 27/28 \$0	P3 FY 28 and beyond \$0	TOTAL
	3.00	\$0	\$0	\$400,000				\$400,000
Courreges Park Trail	0.50	\$0	\$0	\$100,000	\$100,000	\$0	\$0	\$100,000
Fulton Park Trail	0.50	\$0	\$0	\$100,000	\$100,000	\$0	\$0	\$100,000
Harper Park Trail	0.25	\$0	\$0	\$100,000	\$100,000	\$0	\$0	\$100,000
Westmont Park Trail	0.50	\$0	\$0	\$100,000	\$100,000	\$0	\$0	\$100,000
Recreation Center & Sports Park Trails	1.25	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Trails		\$0	\$0	\$0	\$0	\$0	\$0	\$0

Recommended Parks Improvements Plan (RPIP)

The following improvements are recommended:

The following park-by-park recommendations identify potential renovations, replacements, accessibility upgrades, and new recreation amenities throughout Fountain Valley. Improvements should be confirmed through site analysis, community engagement, feasibility studies, cost estimating, and the City's capital improvement planning process.

Fountain Valley Sports Park



IMPROVEMENTS:

- | | |
|--|--|
| 1 NEW TENNIS BUILDING | 10 NEW FITNESS AREA |
| 2 NEW SKATE PARK/BMX PUMP TRACK | 11 GIRLS FAST PITCH FIELD |
| 3 IMPROVEMENTS TO EXISTING REC CENTER | 12 UPGRADED ACCESS ROAD |
| 4 NEW PARKING AREA | 13 NEW FULL SIZE SOCCER FIELD (TURF OR GRASS) |
| 5 DEDICATED EVENT VENUE | 14 NEW U12 SIZE SOCCER FIELD (TURF OR GRASS) |
| 6 NEW LARGE SCALE MULTI-PURPOSE RECREATION VENUE | 15 NEW SOFTBALL/BASEBALL FIELD |
| 7 NEW PICKLEBALL COMPLEX | 16 NEW EVENT VENUE AND COMMUNITY CENTER |
| 8 EXPAND EXISTING BASEBALL FIELD | 17 NEW COMMUNITY GARDEN |
| 9 NEW DOG PARK | FX EXISTING BALL FIELD NUMBERING AND LOCATIONS |

NOTE: ALL PARK UPGRADES

- WIFI
- LED LIGHTING
- BALL FIELD CAMERAS
- EXPAND AND IMPROVE WALKING TRAIL

COUNTY IMPROVEMENTS:

- | |
|------------------------------------|
| A GREAT MEADOW |
| B AMPHITHEATER |
| C PARKING |
| D PRIMARY VEHICULAR ROAD |
| E MULTI-USE FIELD |
| F ADVENTURE PLAY AREA AND RESTROOM |

SCHEMATIC MASTER PLAN

FOUNTAIN VALLEY SPORTS PARK

CITY OF FOUNTAIN VALLEY



DATE: August 7, 2026

Parkwide Improvements

- Expand and improve the park’s walking and fitness trail system with connection to the 16-acre expansion site.
- Add pedestrian-scale and recreational area LED lighting.
- Provide public Wi-Fi in key activity areas.
- Install ballfield cameras to support game recording, livestreaming, security, and tournament operations.
- Install security cameras to connect public safety to the facility.
- Replace basketball goals with high-quality unbreakable glass backboards.
- Upgrade the northern access road and improve internal circulation with connection to the 16-acres expansion site.
- Expand parking near major activity areas and potential event facilities.
- Improve pedestrian connections between parking lots, athletic fields, buildings, and trails.
- Improve accessibility throughout the park, including routes, buildings, restrooms, drinking fountains, and spectator areas.
- Upgrade wayfinding, regulatory, facility identification, and tactile signage.
- Add shaded seating, hydration stations, and rest areas throughout the park.
- Incorporate trees, shade structures, drought-tolerant landscaping, stormwater management, and water-efficient irrigation into park improvements.
- Evaluate drainage improvements around buildings and athletic facilities affected by water intrusion.

Athletic Field Improvements

- Convert/develop a dedicated championship girls fast pitch softball field.
- Convert one existing ball field into a 60/90 full-size regulation baseball field.
- Provide flexible field layouts that accommodate youth and adult play. Consider artificial turf on ball fields 1 – 4 to expand field usage.
- Relocate selected baseball and softball fields to improve field configuration space, efficiency and potential parking and access to new 16-acre site.
- Expand, relocate or reconfigure soccer fields using natural or synthetic turf based on demand, maintenance requirements, environmental considerations, and life-cycle costs.
- Consider relocating current soccer fields to the new 16-acre site to provide development and event opportunities near the park entrance at Ed Arnold Way.

- Improve ballfield lighting, fencing, dugouts, backstops, scoreboards, spectator seating, shade, and support amenities.
- Improve field maintenance, drainage and turf conditions to allow for more athletic field usage.
- Provide additional storage, maintenance access, and tournament support infrastructure.

Tennis and Pickleball Improvements

- Expand the existing tennis and pickleball complex through ball field relocation / enhancements.
- Add courts based on participation demand and tournament requirements.
- Construct a support building with restrooms, storage, offices, concessions, and gathering space.
- Improve court lighting, fencing, windscreens, shade, seating, and accessible routes.
- Construct championship or showcase courts with spectator seating.

New Recreation, Community and Event Facilities (Current Park and 16 Acre Expansion Area)

The 16-acre expansion site of the Fountain Valley Sports Park provides the city with an extraordinary opportunity to reenvision the facility. The location currently serves as the central meeting place for the community and has provided recreational opportunities for over 50 years. Consider development proposals for the following recreational amenities pending land use restrictions on the site:

- Design flexible indoor and outdoor spaces for recreation programs, performances, meetings, celebrations, tournaments, and special events.
- Evaluate relocating current soccer fields and basketball courts to the 16-acre expansion site to provide development and event opportunities near the park entrance at Ed Arnold Way.
- Evaluate relocating selected baseball and softball fields to improve field configuration space, efficiency, potential parking and access to new 16-acre site.
- Develop a dedicated outdoor event venue within the existing park through the relocation of current soccer fields.
- Evaluate a large-scale multipurpose recreation venue at the park entry adjacent to Ed Arnold Way through the relocation of current soccer fields.

- Evaluate a new multipurpose community event venue within the 16-acre expansion area.
- Evaluate a softball/baseball stadium capable of supporting tournaments and multipurpose events.
- Develop a dog park with separate areas for large and small dogs, including shade, seating, drinking water, and accessible surfacing.
- Evaluate a community garden with accessible plots, water service, storage, shade, and educational space.
- Install outdoor fitness equipment with a connected system of accessible trails and walkways.
- Incorporate alternative recreation features along a connected system of accessible trails and walkways.
- Evaluate a BMX / Skateboard pump track.
- Evaluate a splash pad or interactive water-play area.
- Preserve flexible open space for community events, informal recreation, and future needs.
- Provide supporting restrooms, parking, shade, seating, lighting, landscaping, and utilities.
- Establish the intended size, function, and service area of each proposed venue to prevent overlapping uses.
- Provide appropriate drop-off areas, restrooms, concessions, storage, utilities, security, and service access.
- Coordinate development with drainage, access, utilities, neighboring uses, environmental constraints, and long-term operating costs.

Allen Park

- Install a new monument identification sign.
- Construct a picnic shelter.
- Replace existing benches and add seating in key activity areas.
- Replace all existing picnic tables with a consistent, high-quality City standard.
- Preserve and improve the large open lawn for informal recreation and field activities.
- Construct a sand volleyball court with high-quality poles, netting, edging, and drainage.
- Develop a grouped outdoor fitness area.
- Add a distinctive signature amenity, such as interactive play, a climbing feature, outdoor games, or a small nature-play area.

Colony Park

- Replace existing benches with durable, high-quality furnishings.
- Replace or add picnic tables with a consistent, high-quality City standard.
- Replace playground wood chips with engineered wood fiber or accessible resilient surfacing.
- Evaluate accessibility improvements to park walkways, seating, and play areas.
- Upgrade landscaping and irrigation as needed.

Cordata Park

- Construct a combined restroom and community building as a Priority 2 improvement.
- Replace the playground, consistent with the previously identified 2020 project.
- Replace basketball goals with high-quality unbreakable glass backboards.
- Install a new monument identification sign.
- Construct a picnic shelter.
- Develop a rectangular multipurpose sports field.
- Evaluate the feasibility of adding a splash pad or another major park amenity.
- Provide accessible connections between the building, playground, field, shelter, and other amenities.

Courreges Park

- Develop and improve the park's trail system.
- Install fitness stations along the trail.

- Improve pedestrian crossings on surrounding streets.
- Add high-visibility crosswalks, accessible curb ramps, signage, and other traffic-calming features where appropriate.
- Improve trail connections to adjacent neighborhoods.
- Add benches, shade, and rest areas along the trail with a consistent, high-quality City standard.

Ellis Park

- Construct a new restroom as a Priority 2 improvement.
- Install tennis court windscreens featuring Fountain Valley branding.
- Replace volleyball poles and nets with tournament-quality equipment.
- Replace basketball goals with high-quality unbreakable glass backboards.
- Replace the playground with an inclusive, age-appropriate play environment.
- Replace the picnic shelter using the City's preferred design and quality standards.
- Replace or add picnic tables with a consistent, high-quality City standard.
- Improve accessible connections between the courts, playground, restroom, and picnic area.

Fulton Park

- Develop and improve the park's trail system.
- Install fitness stations along the trail.
- Improve pedestrian crossings at surrounding streets.
- Add accessible curb ramps, high-visibility crosswalks, signage, and traffic-calming features where appropriate.
- Add seating, shade, and rest areas along the trail with a consistent, high-quality City standard.
- Improve neighborhood connections and access to the park.

Harper Park

- Develop and improve the park's trail system.
- Install fitness stations along the trail.
- Improve pedestrian crossings at surrounding streets.
- Add accessible curb ramps, crosswalks, signage, and traffic-calming features where appropriate.
- Evaluate potential recreation improvements west of the Southern California Edison easement, subject to confirmation of property and easement restrictions.

- Add seating, shade, and rest areas along the trail with a consistent, high-quality City standard.
- Improve connections between both sides of the park where feasible.

Helm Park

- Install a new monument identification sign.
- Replace basketball goals with high-quality unbreakable glass backboards.
- Construct a picnic shelter on the existing concrete slab.
- Replace benches and picnic tables using a consistent, high-quality City standard.
- Add a distinctive recreation feature within the open lawn, such as outdoor games, nature play, a climbing feature, or interactive recreation.
- Improve accessible connections to all park amenities.

Heritage Park

- Preserve the park as an important historical site.
- Retain the existing character and features without major recreational development.
- Continue routine maintenance and preservation of historical elements.
- Improve accessibility, interpretation, or historical signage only where compatible with the site's character.

La Capilla Park

- Relocate the playground into the open lawn area and develop a larger, more inclusive play environment.
- Construct one or more picnic shelters near the playground.
- Replace basketball goals with high-quality glass backboards.
- Correct ponding and drainage problems on the basketball court.
- Resurface the basketball court following completion of drainage repairs.
- Install a new monument identification sign.
- Improve accessible walkways connecting the playground, shelters, court, and park entrance.

Los Alamos Park

- Construct a combined restroom and community building as a Priority 2 improvement.
- Evaluate the feasibility of adding a splash pad or another major park amenity.
- Replace the playground with a larger, inclusive play environment.

- Replace basketball goals with high-quality glass backboards.
- Develop a grouped outdoor fitness area.
- Construct a perimeter walking path.
- Add seating, shade, and rest areas along the walking path using a consistent, high-quality City standard.
- Provide accessible connections among all major park amenities.

McDowell Park

- Retain the existing picnic shelter as the model for future City shelter design and construction.
- Expand the playground to provide additional play value and serve a broader range of ages and abilities.
- Add inclusive play components and accessible surfacing.
- Improve shade, seating, and caregiver gathering areas around the playground.
- Upgrade accessible connections to the playground and shelter as needed.

Moiola Park

- Retain the park in its current configuration because it was recently improved.
- Continue routine maintenance and monitor the condition of equipment, surfacing, landscaping, and irrigation.
- Defer major capital improvements until existing amenities approach the end of their useful lives.

Monroe Park

- Replace the playground with an inclusive, age-appropriate play environment.
- Construct a picnic shelter near the playground and gathering areas.
- Install outdoor fitness stations.
- Replace deteriorated walkways and correct accessibility deficiencies.
- Install a new monument identification sign.
- Improve shade, seating, landscaping, and connections among park amenities.

Nieblas Park

- Replace or upgrade the slides on the existing play equipment.
- Replace the poured-in-place rubber surfacing.
- Evaluate complete playground replacement based on the condition, age, and remaining useful life of the equipment.

- Install a new monument identification sign.
- Improve shade, seating, and accessible connections around the play area.

Plavan Park

- Install a new monument identification sign.
- Replace the chain-link fencing along the park frontage with more attractive, durable fencing.
- Replace two or three playground areas and consolidate them where appropriate.
- Provide inclusive equipment and accessible resilient surfacing.
- Replace or renovate the irrigation system.
- Renovate worn turf and improve soil and drainage conditions.
- Replace benches and picnic tables using the City's adopted furnishing standards.
- Improve accessible walkways connecting the park's major activity areas.

Stonecress Park

- Construct a new restroom as a Priority 2 improvement.
- Construct a shade structure near the playground or gathering area.
- Replace benches and picnic tables using a consistent, high-quality City standard
- Replace the playground with an inclusive, age-appropriate play environment.
- Replace basketball goals with high-quality unbreakable glass backboards.
- Resurface the basketball court and complete associated repairs.
- Add a climbing rope tower or similar signature climbing feature.
- Improve accessible routes connecting the restroom, playground, court, and shelter.

Vista View Park

- Construct a new restroom as a Priority 2 improvement.
- Develop a perimeter walking path.
- Install outdoor fitness stations along the path.
- Construct a picnic shelter and evaluate the addition of major park amenity.
- Add benches, shade, and rest areas along the walking route using a consistent, high-quality City standard.
- Improve accessible connections between neighborhood entrances and park amenities.

Westmont Park

- Develop and improve the park's trail system.
- Install fitness stations along the trail.
- Improve pedestrian crossings at surrounding streets.
- Add accessible curb ramps, high-visibility crosswalks, signage, and traffic-calming features where appropriate.
- Add seating, shade, and rest areas along the trail with a consistent, high-quality City standard.
- Improve connections between the park and surrounding neighborhoods.

Veterans Park

- Renovate and improve the bocce ball courts.
- Replace benches and picnic tables using a consistent, high-quality City standard
- Construct accessible walkways connecting all park amenities.
- Provide a designated ADA-accessible parking space and access aisle.
- Improve the accessible route between parking, seating, and bocce courts.
- Consider interpretive elements recognizing veterans and the park's commemorative purpose.

Recreation Center Improvements

- Renovate the men's and women's restrooms, including accessible toilet stalls, to meet current ADA requirements.
- Replace fluorescent fixtures with energy-efficient LED lighting and improve interior illumination.
- Repair the source of water intrusion into the gym during heavy rainfall.
- Replace water-damaged gym flooring near the exterior doors.
- Replace worn vinyl tile and carpeting.
- Replace noncompliant doorknobs with accessible lever-style hardware.
- Correct noncompliant thresholds at the Park View Room and Sunridge Room entrances.
- Modify the Sunridge Room sink counter to provide accessible knee clearance.
- Install missing tactile exit signs.
- Renovate the basketball court floor and replace or upgrade the gym bleachers.
- Remove or repurpose the indoor racquetball courts for higher-priority recreation uses.

- Plan for replacement of the aging HVAC system as it approaches the end of its expected service life.

Senior & Community Center Improvements

- Replace the built-up roof, which is nearing the end of its useful life.
- Replace the HVAC system and provide improved temperature controls for individual rooms.
- Investigate possible HVAC condensation or water leaks that may be causing ceiling-tile damage.
- Replace warped ceiling tiles.
- Replace worn and stained carpeting.
- Replace fluorescent fixtures with energy-efficient LED lighting.
- Replace the failing operable partition walls.
- Install contrasting warning strips on interior stairs.
- Modify the lobby service counter to eliminate its excessive projection.
- Correct excessive floor slopes near the kitchen sink and floor drain.
- Modify sinks in the first-floor breakroom and second-floor lecture room to provide accessible knee clearance.
- Lower first-floor restroom lavatories to meet the 34-inch maximum accessible height.

CHAPTER FIVE VISIONING AND KEY RECOMMENDATIONS

As a part of developing the Parks & Community Services Master Plan, city staff was engaged in an iterative visioning process to review the Values, Vision and Mission and develop key themes, priorities and implementation. This resulted in affirming the city Core Values and Vision statement and updating the department Mission statement along with developing key themes that will guide the prioritization and implementation of this plan.



5.1 MISSION STATEMENT / CITY VALUES

The City of Fountain Valley is a team-driven organization committed to providing excellent service to our community through our core values.

The City's core values — **Fiscal Stability; Honesty, Integrity and Ethical Behavior; Teamwork; Excellent Customer Service; Innovation; and Quality of Life** — are paramount to the department's day-to-day operations and long-term planning. These values guide decisions, establish priorities, promote responsible use of public resources, and ensure that parks, facilities, programs, and services continue to meet the community's evolving needs. They also provide a foundation for evaluating future improvements and investments in a transparent, collaborative, and fiscally responsible manner.

5.2 CITY VISION STATEMENT

The city vision statement is

“Fountain Valley is a safe, inclusive, and desirable community where you can live your best life!”

5.3 DEPARTMENT MISSION

The updated department mission statement is

“To enhance the quality of life for ALL”



5.4 BIG MOVES

1) BUILD THE ROADMAP

Complete and implement a comprehensive Parks and Community Services Master Plan to guide the future development of the park system.

- A clear, community-supported plan will establish priorities for park development, land acquisition, facility investment, and long-term decision-making.

2) GROW THE PARK SYSTEM

Expand access to parks through the development of new parkland and additional community parks.

- Develop the additional 16 acres and create new community parks to support population growth and improve access to recreation throughout the community.

3) DEVELOP DESTINATION RECREATION FACILITIES

Invest in signature recreation spaces that serve the entire community.

- Pursue key facilities such as a multi-purpose event/community center and a dedicated outdoor event venue that supports recreation, wellness, and community gatherings.

4) STRENGTHEN THE TEAM

Expand staffing and organizational capacity to support a growing park system.

- Additional supervisors, coordinators, maintenance staff, and communications support will ensure the Department can deliver high-quality parks, programs, and services.

5) PURSUE GOLD MEDAL EXCELLENCE

Position the Department to become an NRPA Gold Medal Agency.

- By elevating parks, facilities, programming, and operations, the Department will pursue national recognition for excellence in parks and recreation.

CHAPTER SIX CONCLUSION

The Fountain Valley Parks and Community Services Master Plan provides a comprehensive, community-supported roadmap for the continued improvement of the City's parks, recreation facilities, programs, and services. Built upon extensive public input, demographic and recreation-trend analysis, facility assessments, level-of-service evaluations, and operational and financial reviews, the Plan reflects both the community's current priorities and its vision for the future.

Fountain Valley has a strong foundation of valued parks, recreation programs, community facilities, special events, and dedicated staff. The Plan identifies opportunities to build upon these strengths by renovating aging facilities, improving accessibility and park connections, expanding recreation opportunities, enhancing tree canopy and shade, strengthening staffing and organizational capacity, and pursuing new community-serving facilities. These improvements will help the City respond to changing demographics, evolving recreation interests, and the long-term needs of residents of all ages, abilities, backgrounds, and income levels.

The Plan's recommended "Big Moves" establish an ambitious but achievable direction for the future. Priorities include implementing the Master Plan as a long-term decision-making framework, expanding the park system, developing destination recreation facilities, strengthening the Department's staffing and operational resources, and positioning Fountain Valley to pursue national recognition for excellence in parks and recreation. Together, these initiatives support the Department's mission "To enhance the quality of life for ALL" and reinforce the City's vision of being a safe, inclusive, and desirable community where residents can live their best lives.

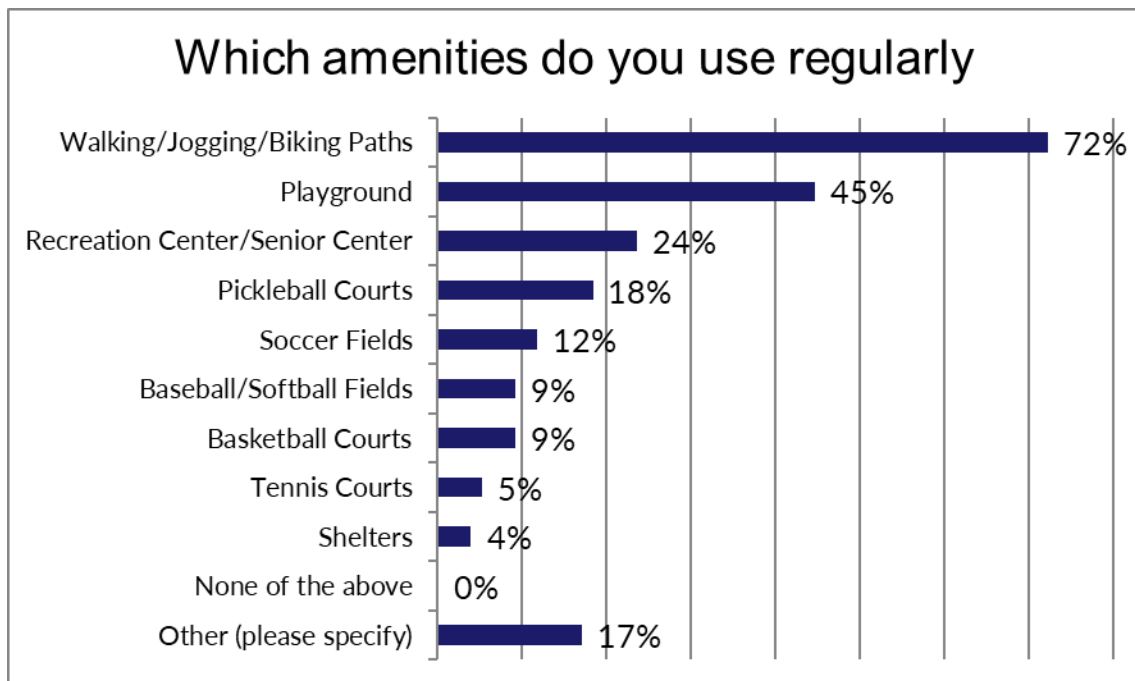
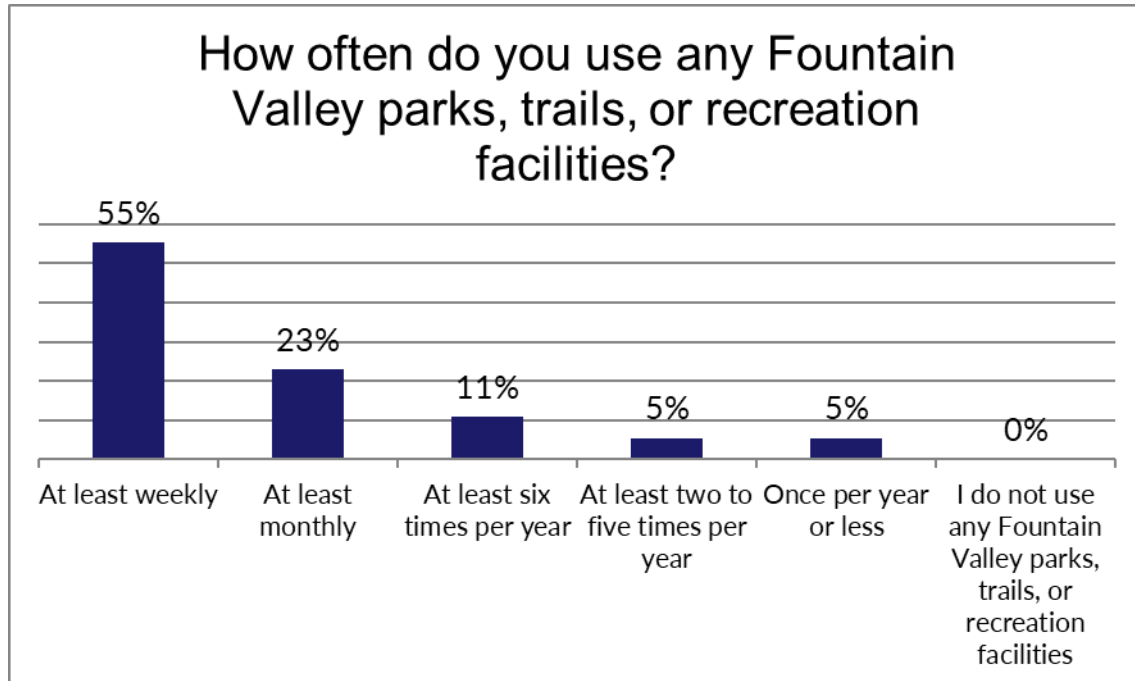
Implementation will require a phased and flexible approach that considers public safety, accessibility, facility condition, community demand, project feasibility, operating costs, and available funding. Success will depend upon continued community engagement, responsible financial planning, strong partnerships, grant opportunities, and coordination across City departments. Each major project should be supported by additional site analysis, public outreach, technical and environmental review, cost estimating, and inclusion in the City's capital improvement planning process.

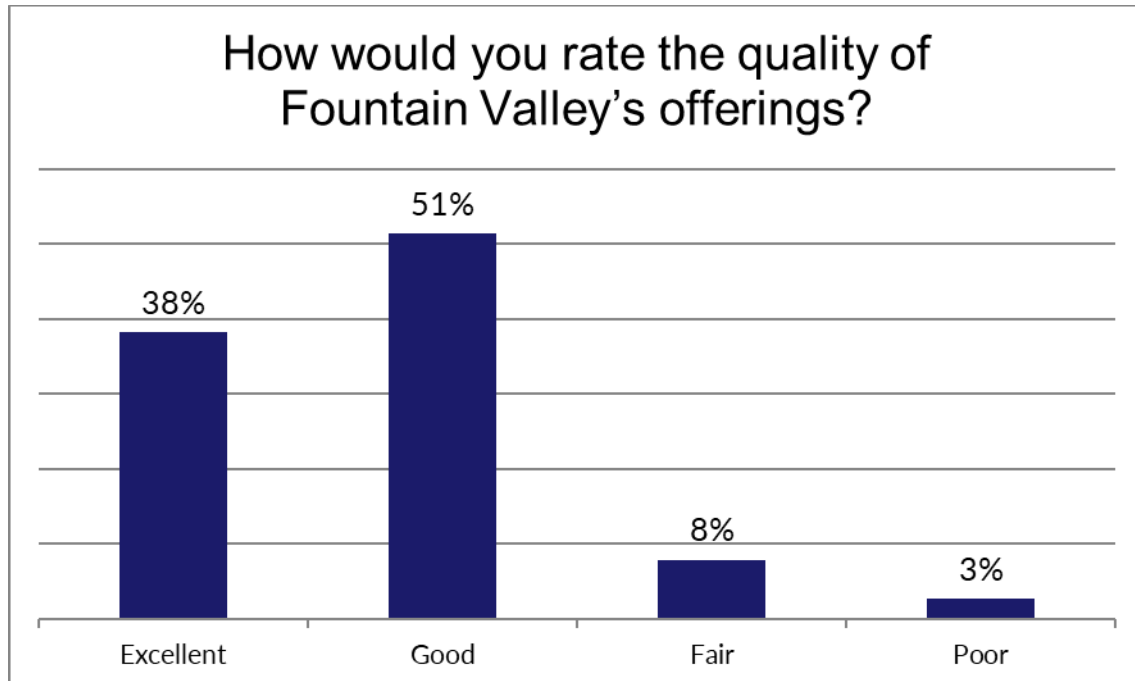
This Master Plan is intended to serve as a living document that guides priorities while allowing the City to respond to new opportunities, emerging trends, and changing community needs. Through consistent implementation and periodic evaluation, Fountain Valley can preserve the qualities residents value today while creating a safer, more accessible, sustainable, connected, and diverse park and recreation system for future generations.

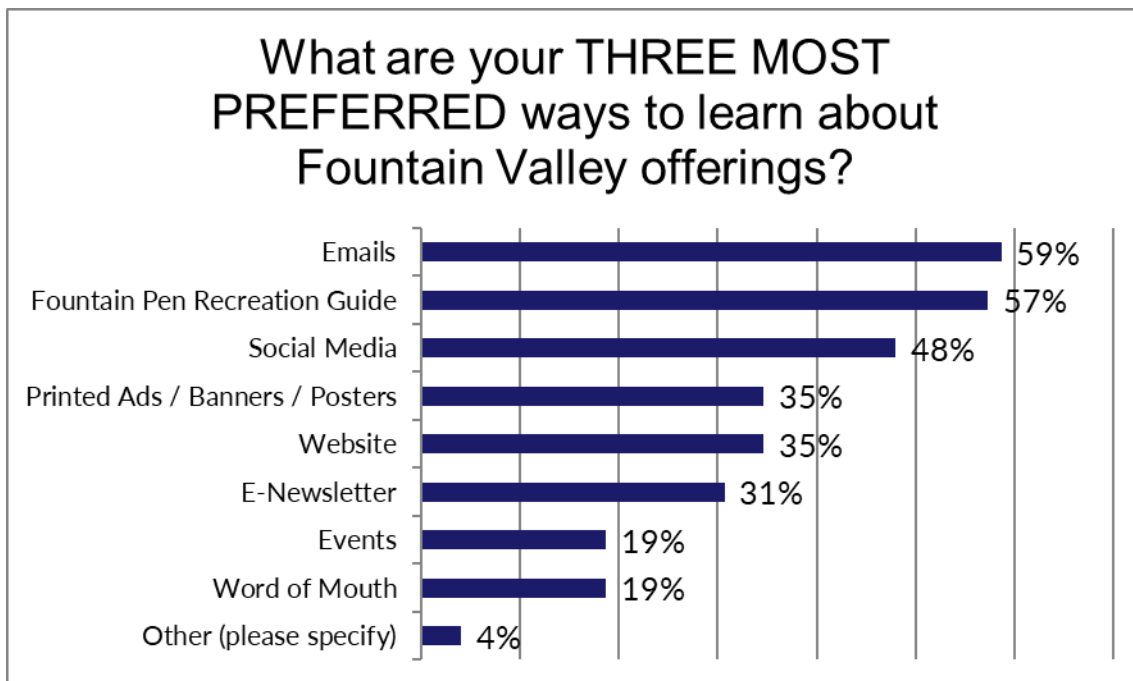
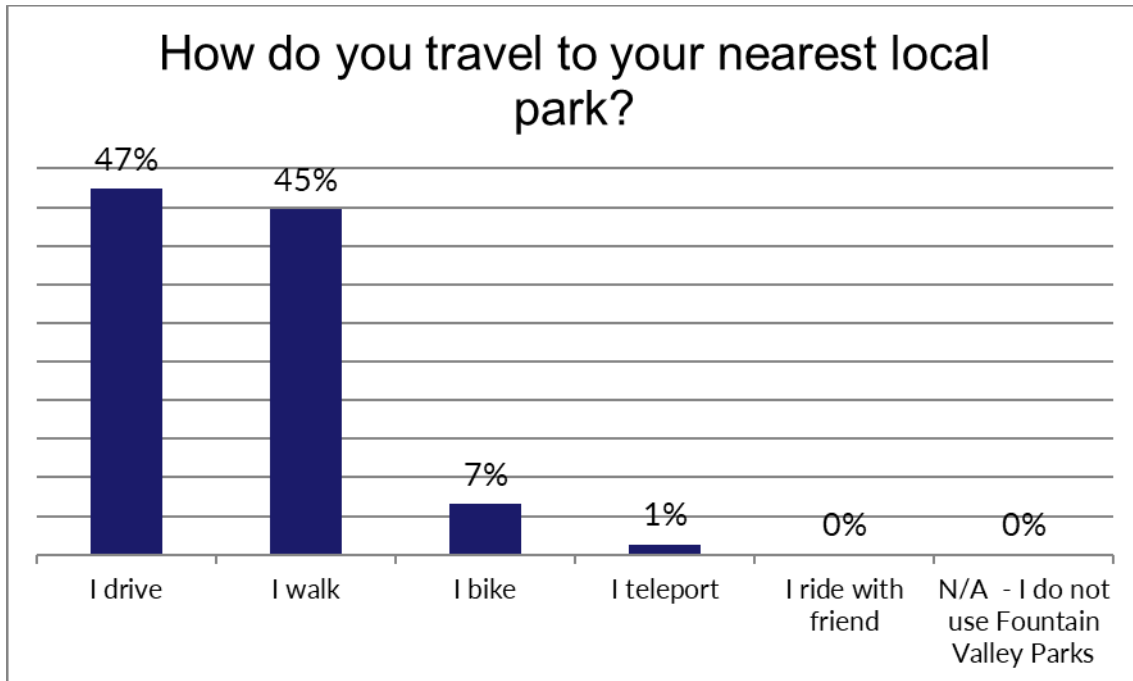
CHAPTER SEVEN **APPENDICES**

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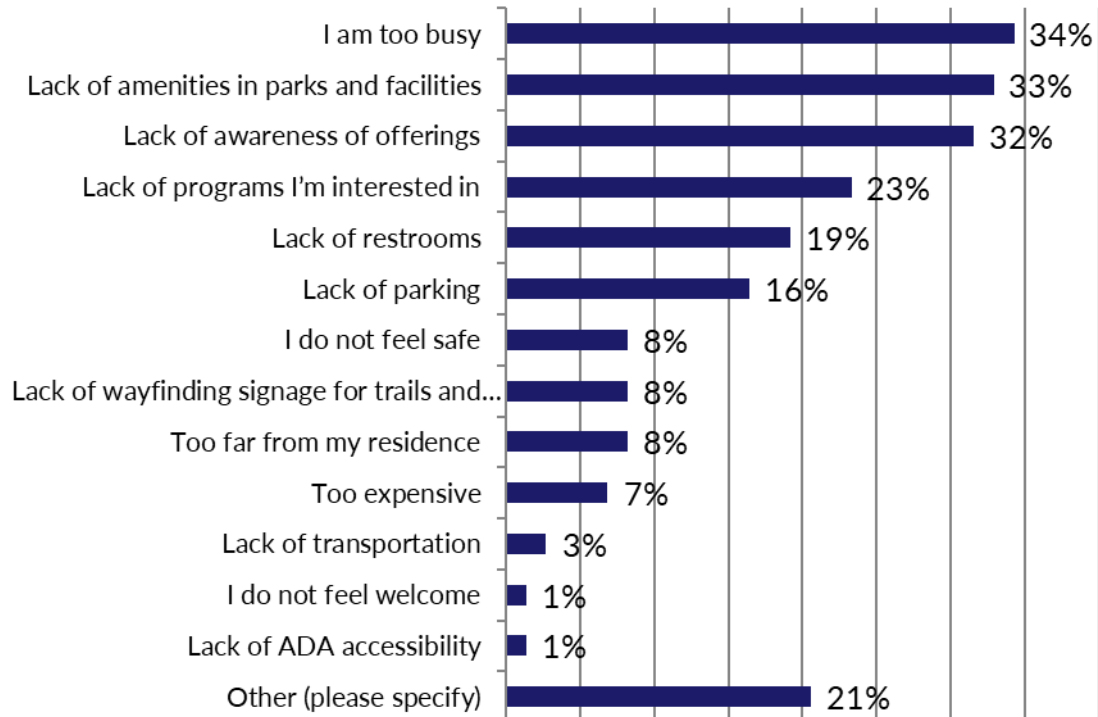
APPENDIX A – INTERCEPT SURVEY CHARTS AND GRAPHS



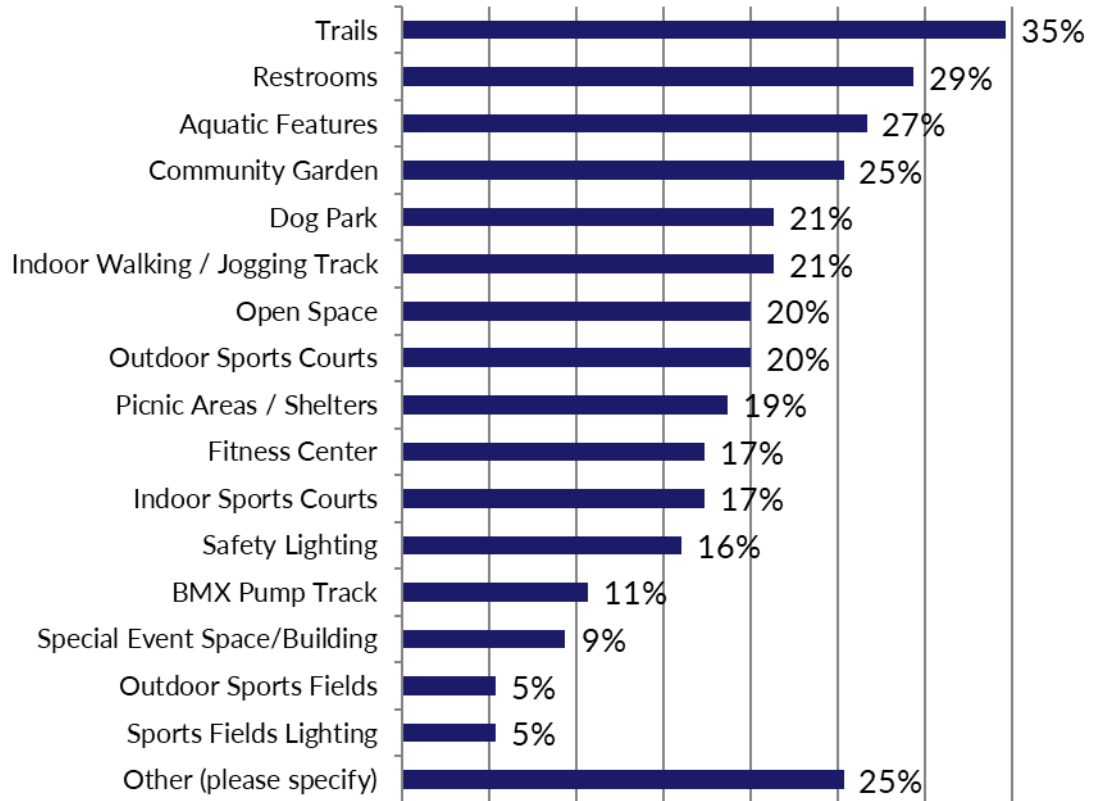




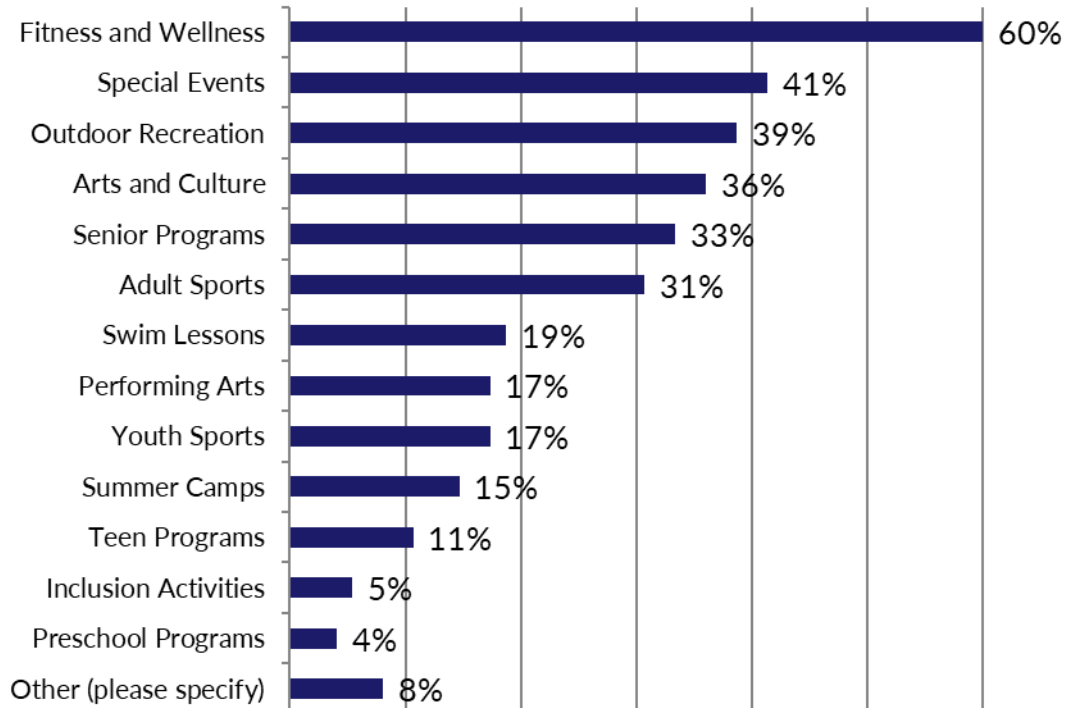
What are the THREE LARGEST BARRIERS that prevent you from using Fountain Valley parks, programs, and/or facilities more often?

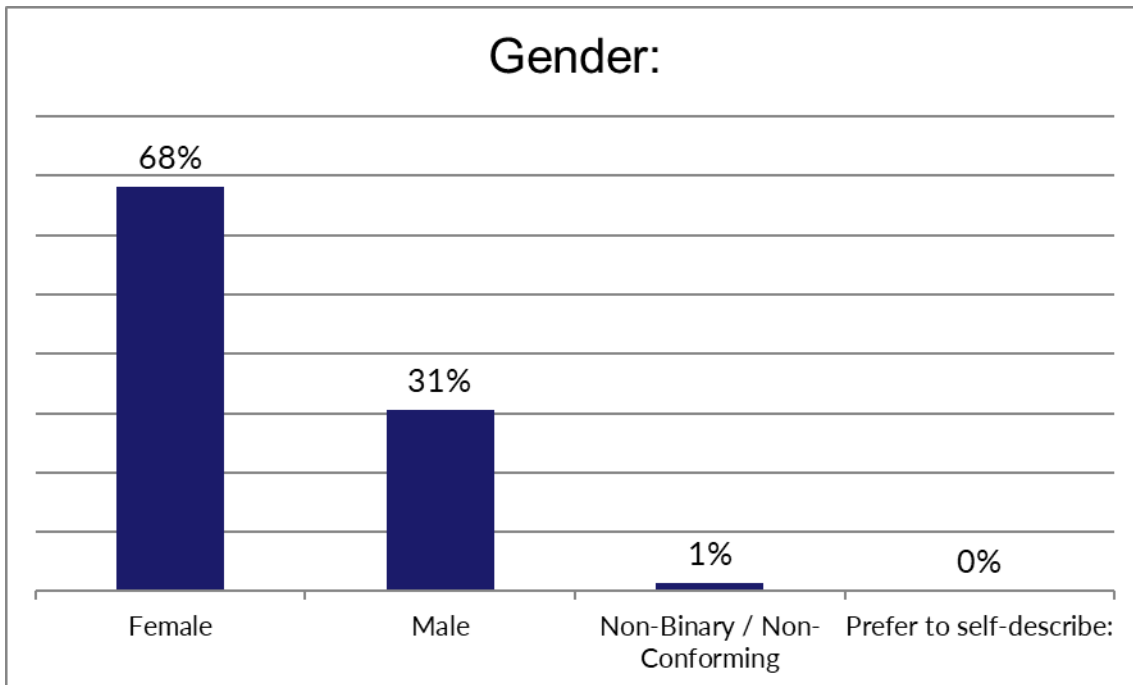
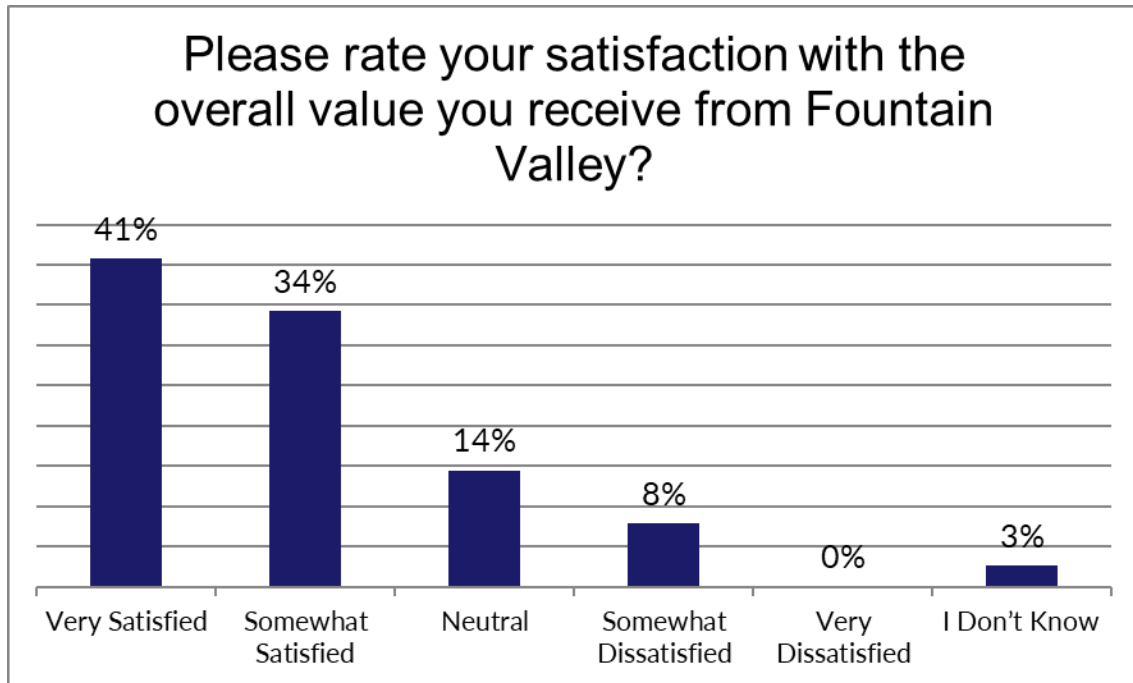


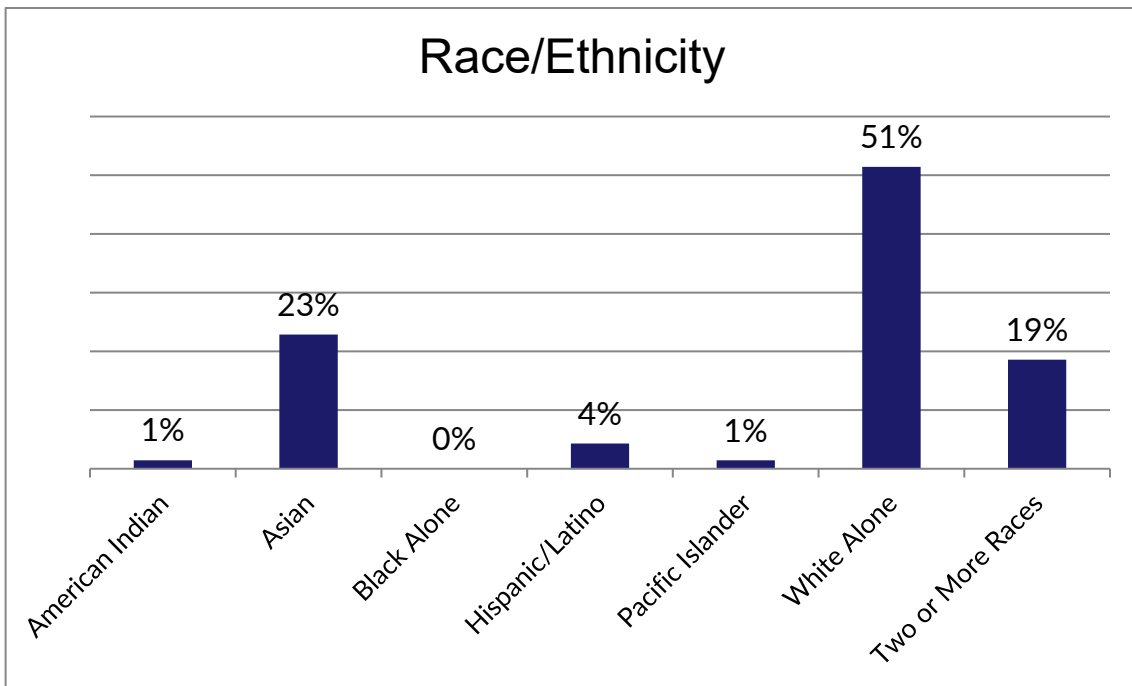
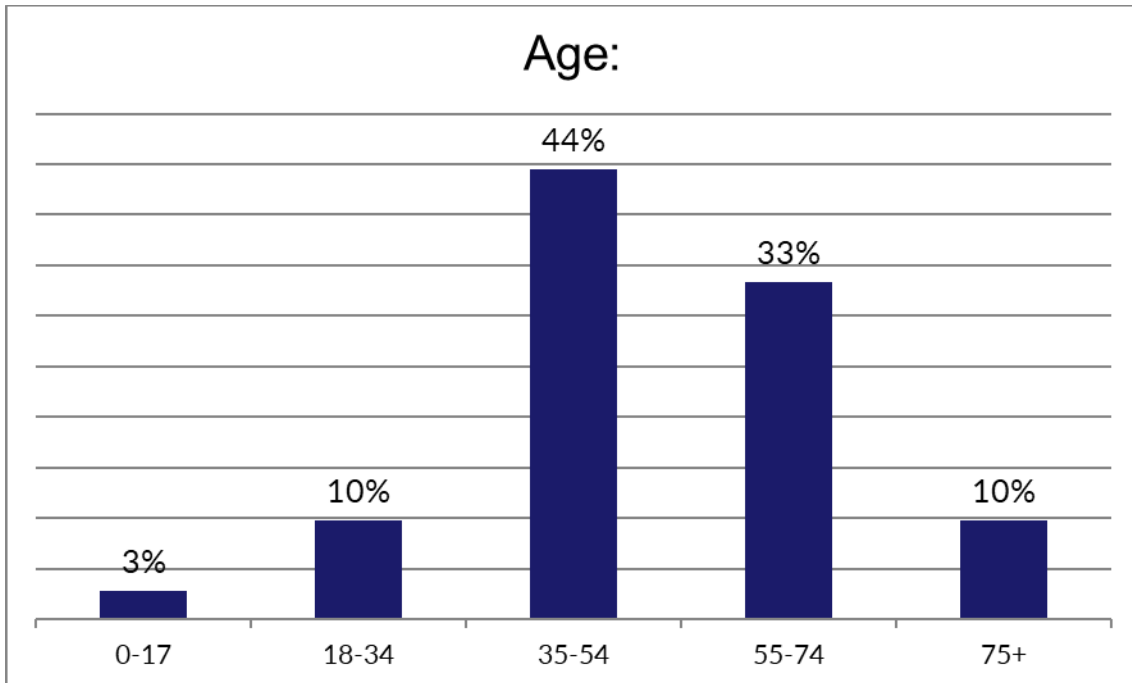
Which THREE facilities / amenities are you and members of your household most interested in?

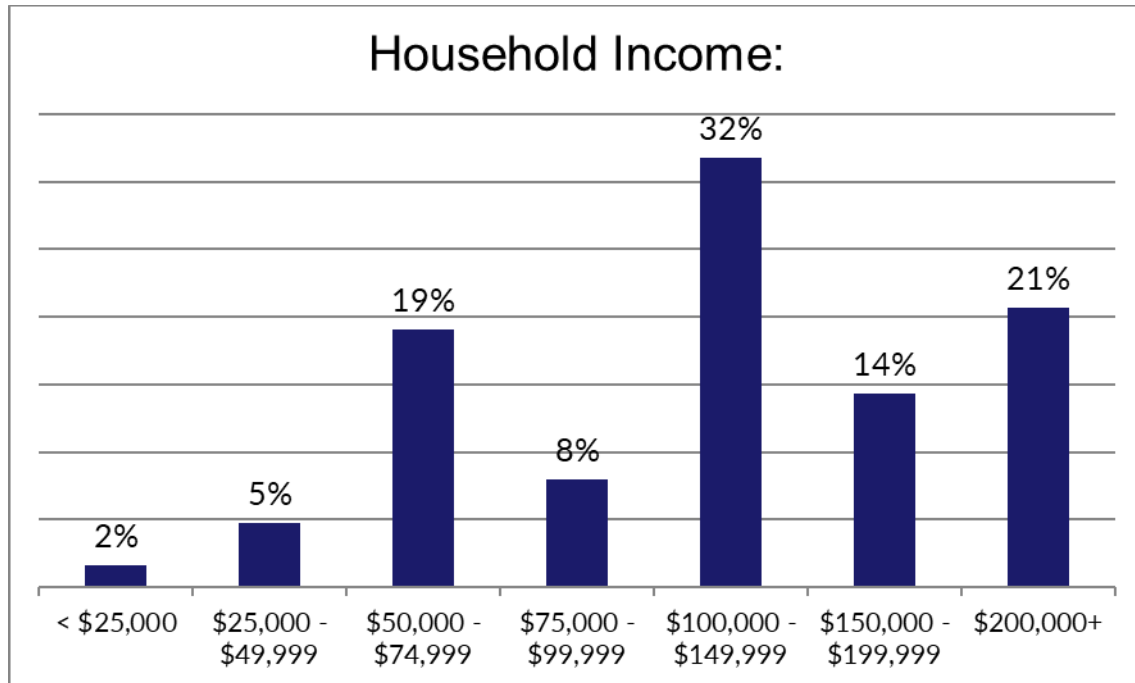


Select the TOP THREE TYPES of programs you would be most interested to participate in?





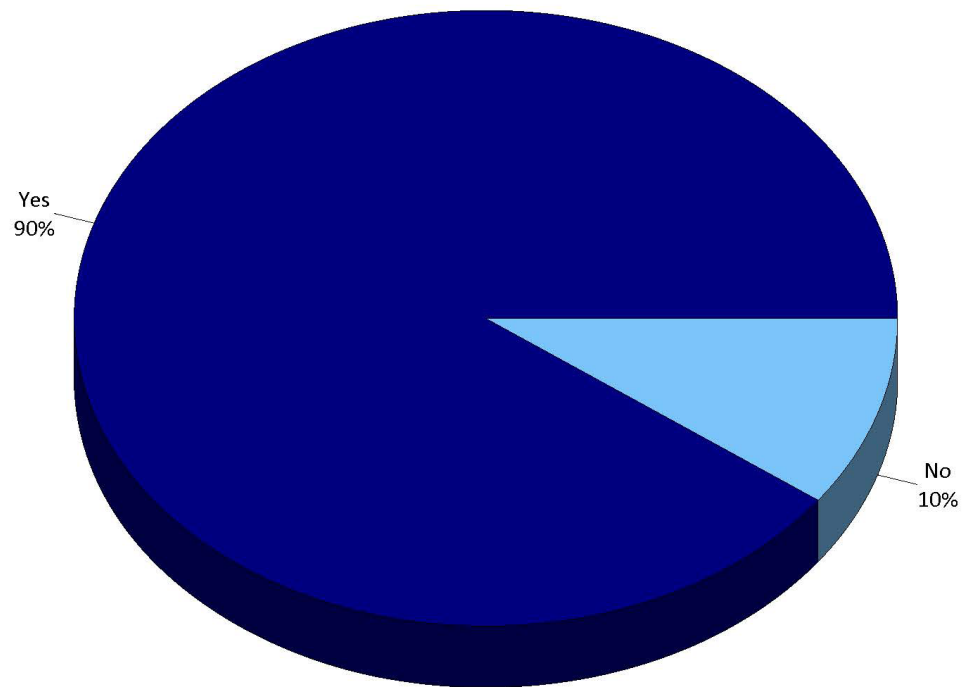




APPENDIX B - STATISTICALLY VALID SURVEY CHARTS & GRAPHS

2026 City of Fountain Valley Parks and Recreation Survey Findings

Q2. Have you or any members of your household visited any City of Fountain Valley parks or recreation facilities during the past 12 months?
by percentage of respondents

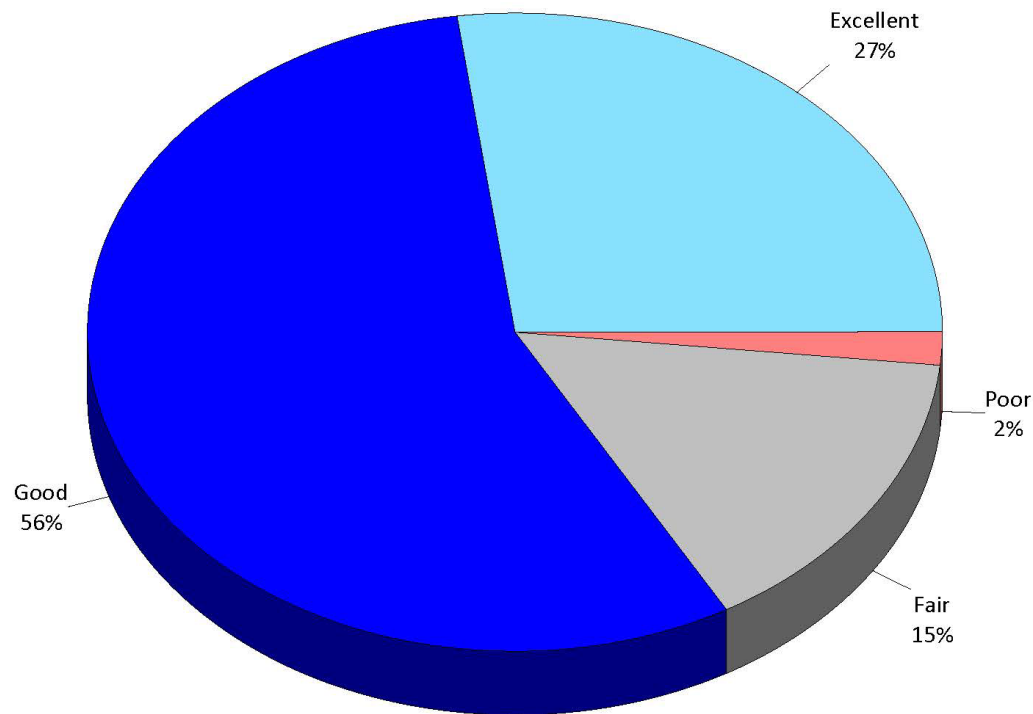


ETC Institute (2026)

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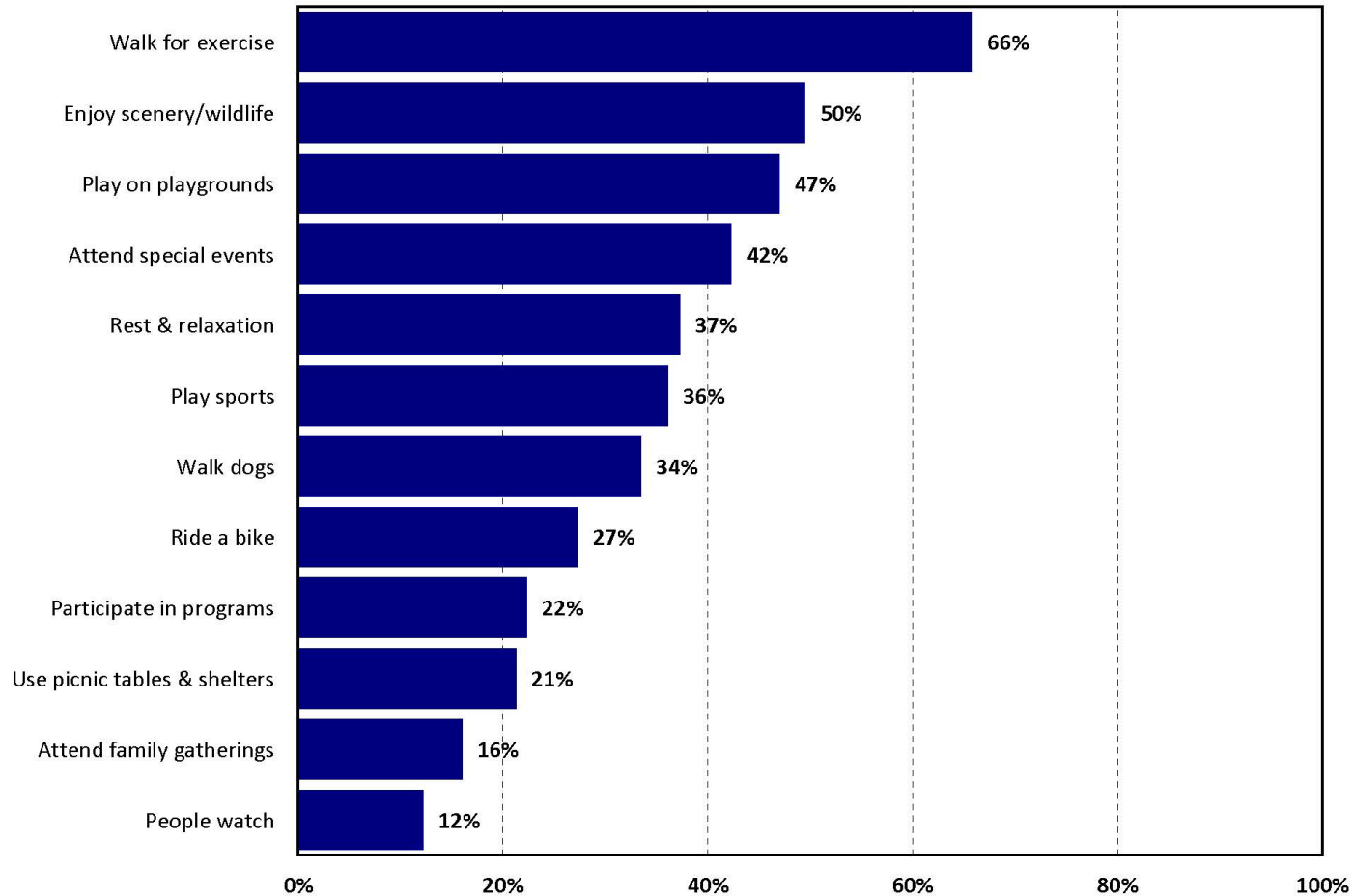
Q2a. Overall, how would you rate the physical condition of ALL the City of Fountain Valley parks and recreation facilities you have visited?

by percentage of respondents who have visited (excluding "not provided")



Q2b. Please CHECK ALL of the following reasons why you and members of your household visit City of Fountain Valley parks and recreation facilities.

by percentage of respondents who have visited (multiple selections allowed)

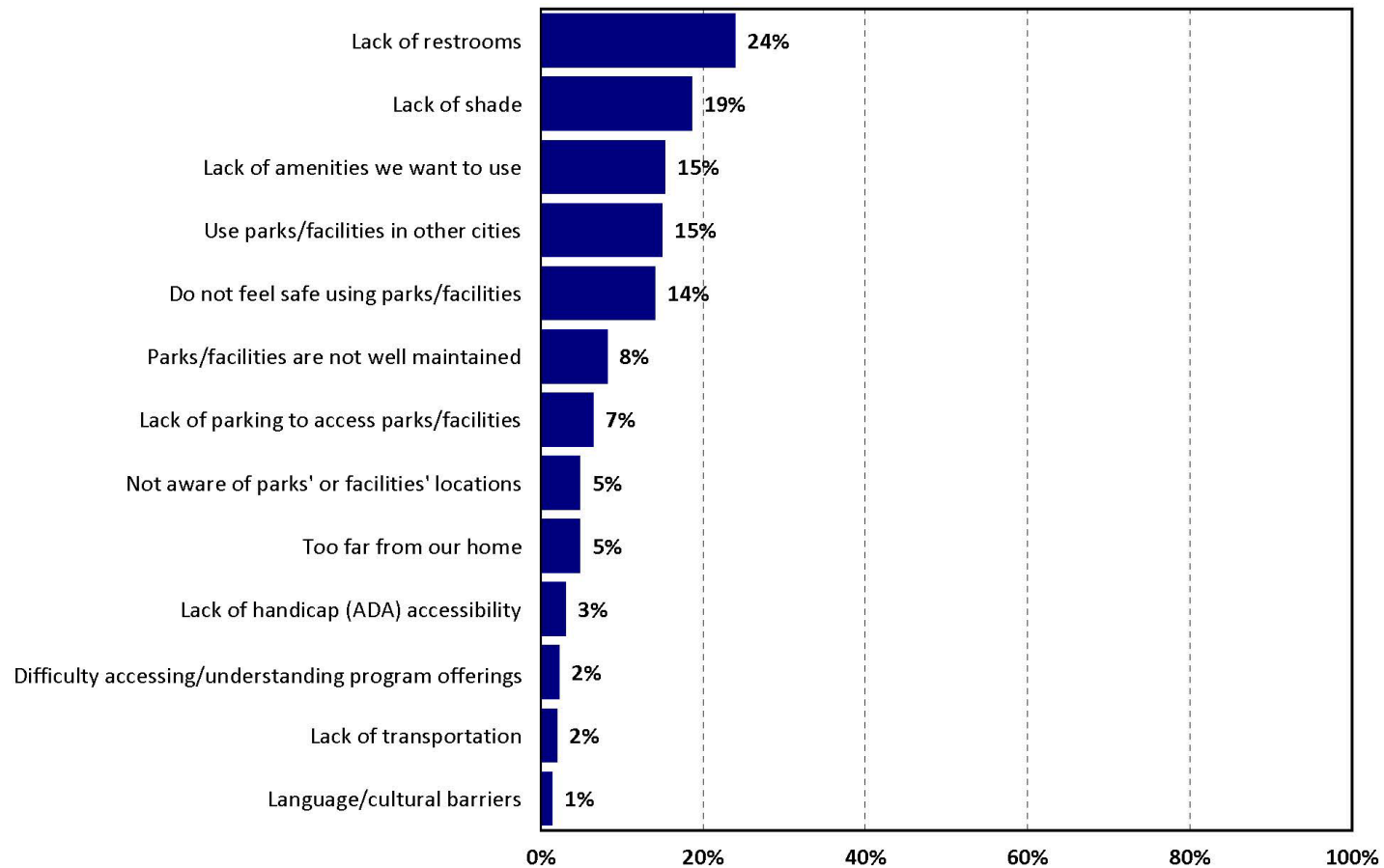


ETC Institute (2026)

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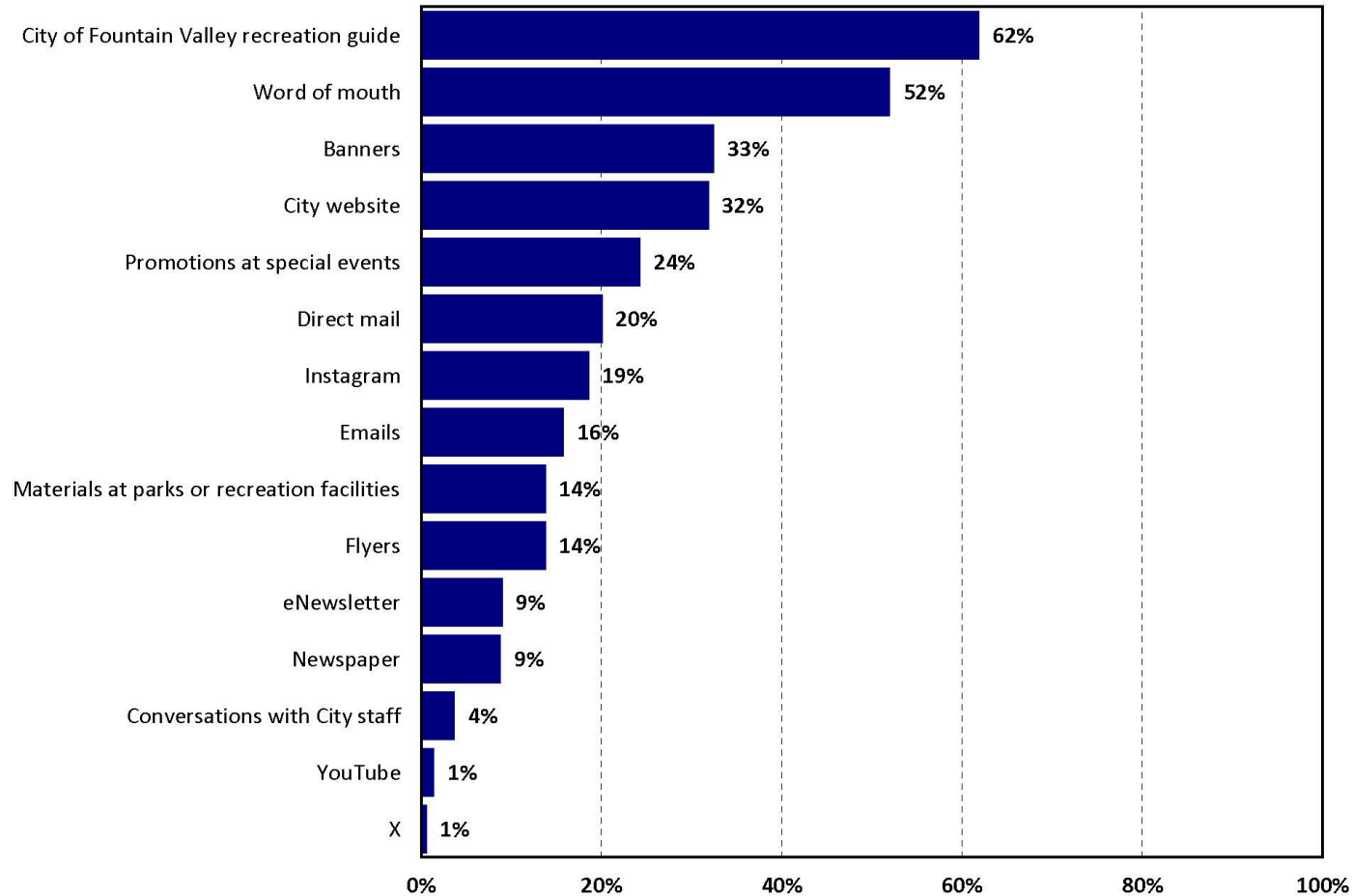
Q3. Please CHECK ALL of the following reasons that prevent you or members of your household from visiting City of Fountain Valley parks and recreation facilities more often.

by percentage of respondents (multiple selections allowed)



Q4. From the following list, please CHECK ALL the ways you learn about City of Fountain Valley parks, recreation facilities, programs, and events.

by percentage of respondents (multiple selections allowed)

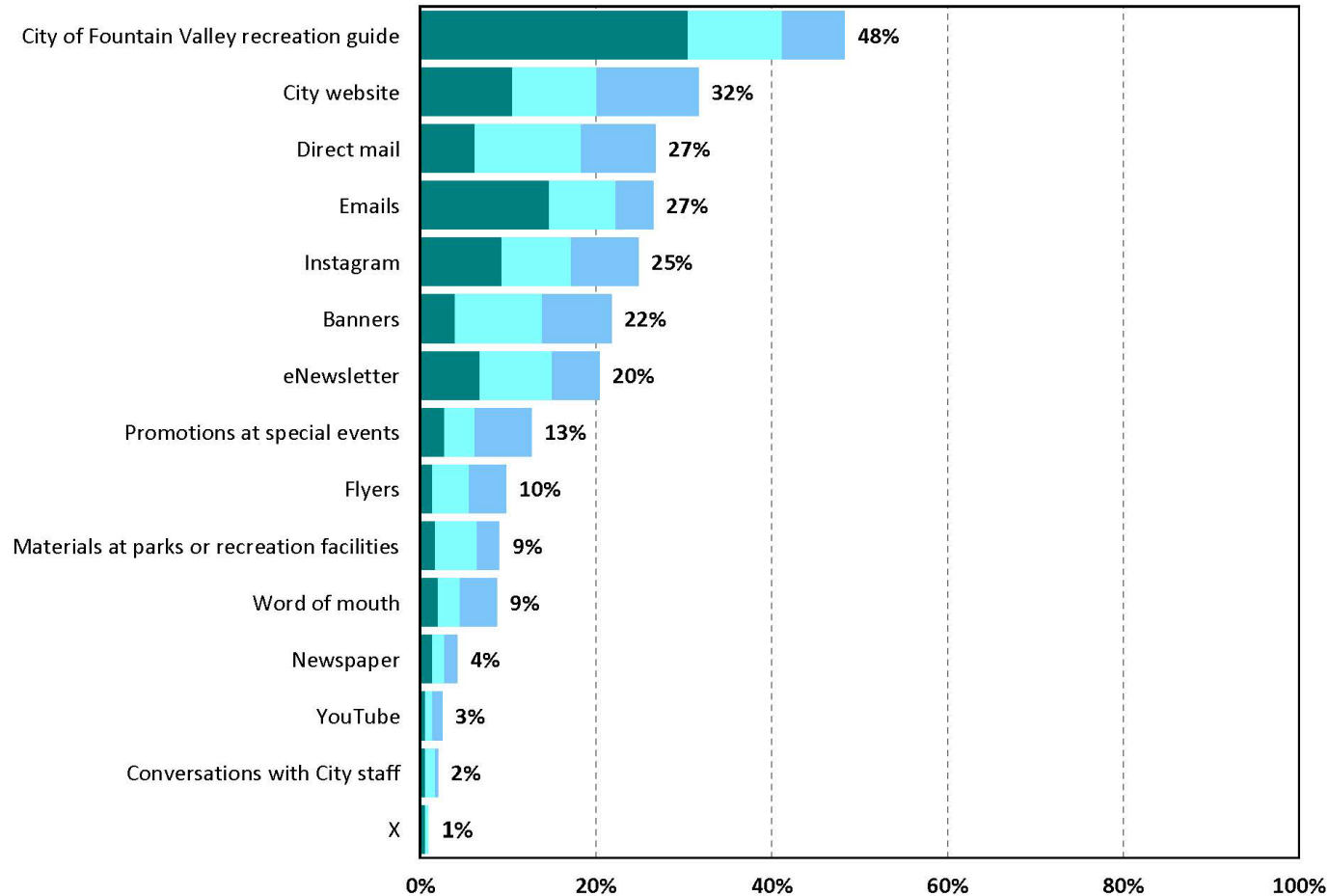


ETC Institute (2026)

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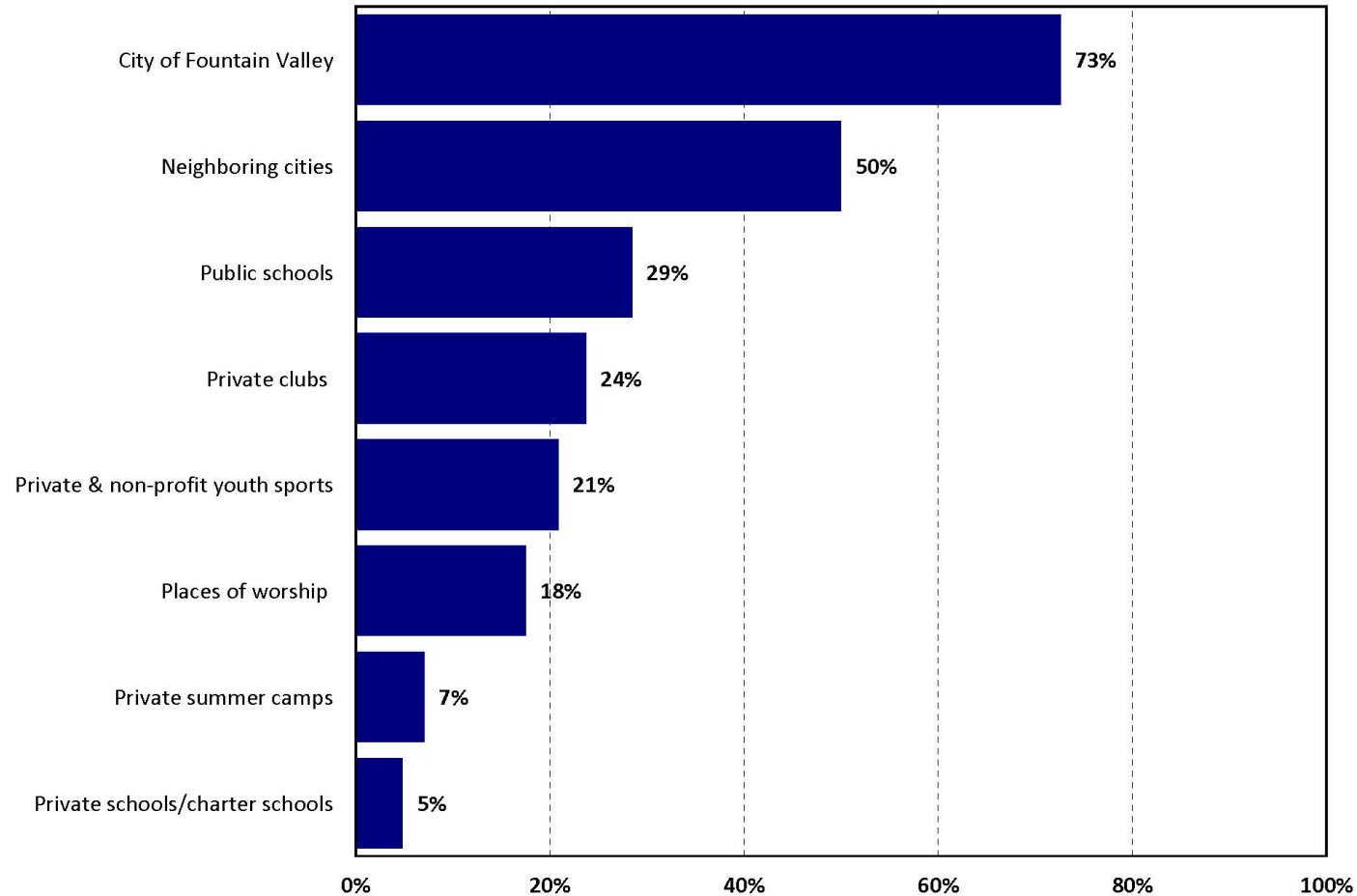
Q5. Which THREE methods of communication would you MOST PREFER the City use to communicate with you about parks, recreation facilities, programs, and events?

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



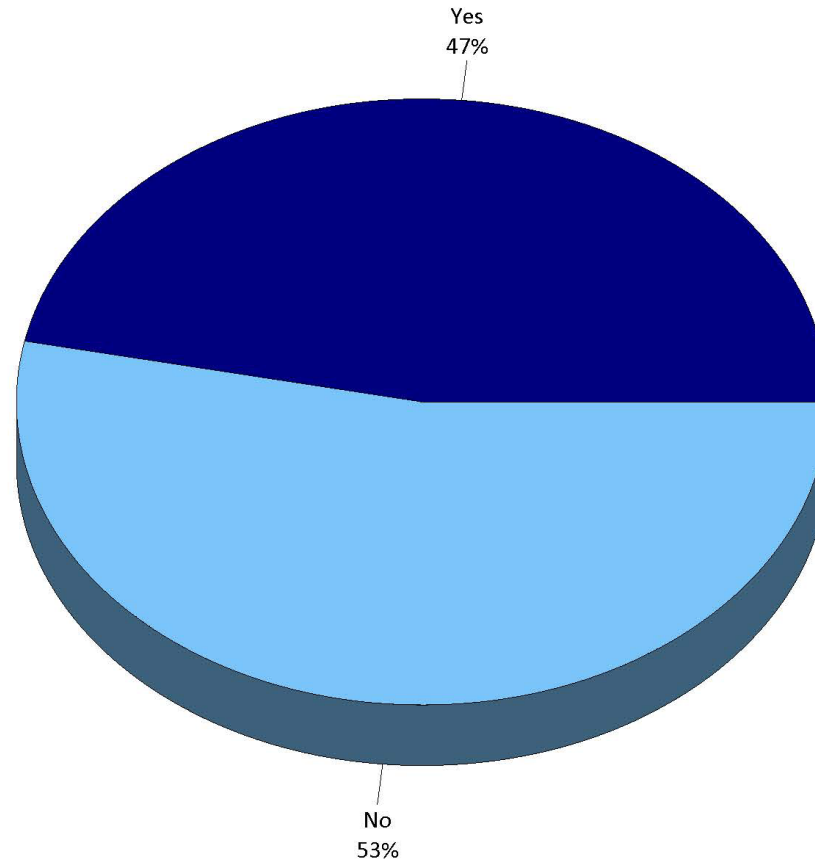
Q6. Please CHECK ALL of the organizations that you or members of your household have used for recreation and sports activities during the last 12 months.

by percentage of respondents (multiple selections allowed)



Q7. Has your household participated in any programs or events offered by the City of Fountain Valley Recreation and Community Services Department during the past 12 months?

by percentage of respondents

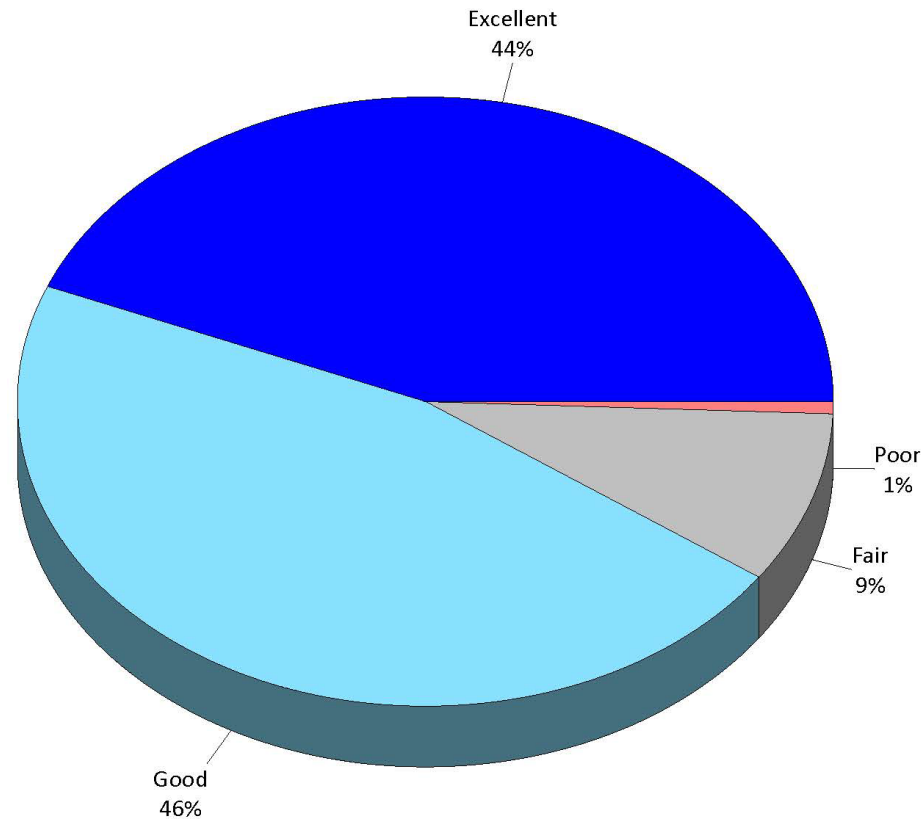


ETC Institute (2026)

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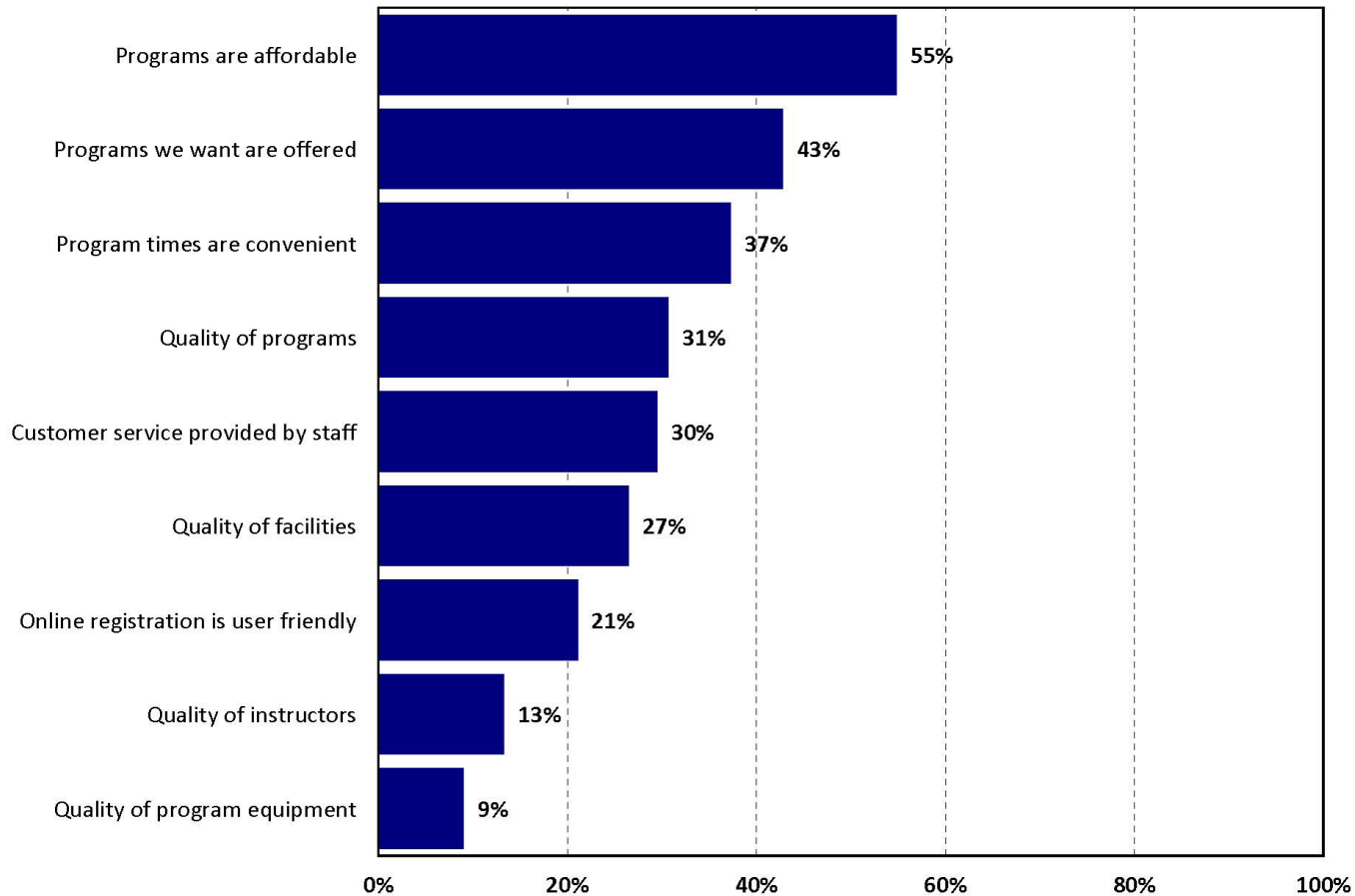
Q7a. How would you rate the overall quality of the City of Fountain Valley Recreation and Community Services Department programs or events in which your household has participated?

by percentage of respondents who have participated (excluding "not provided")



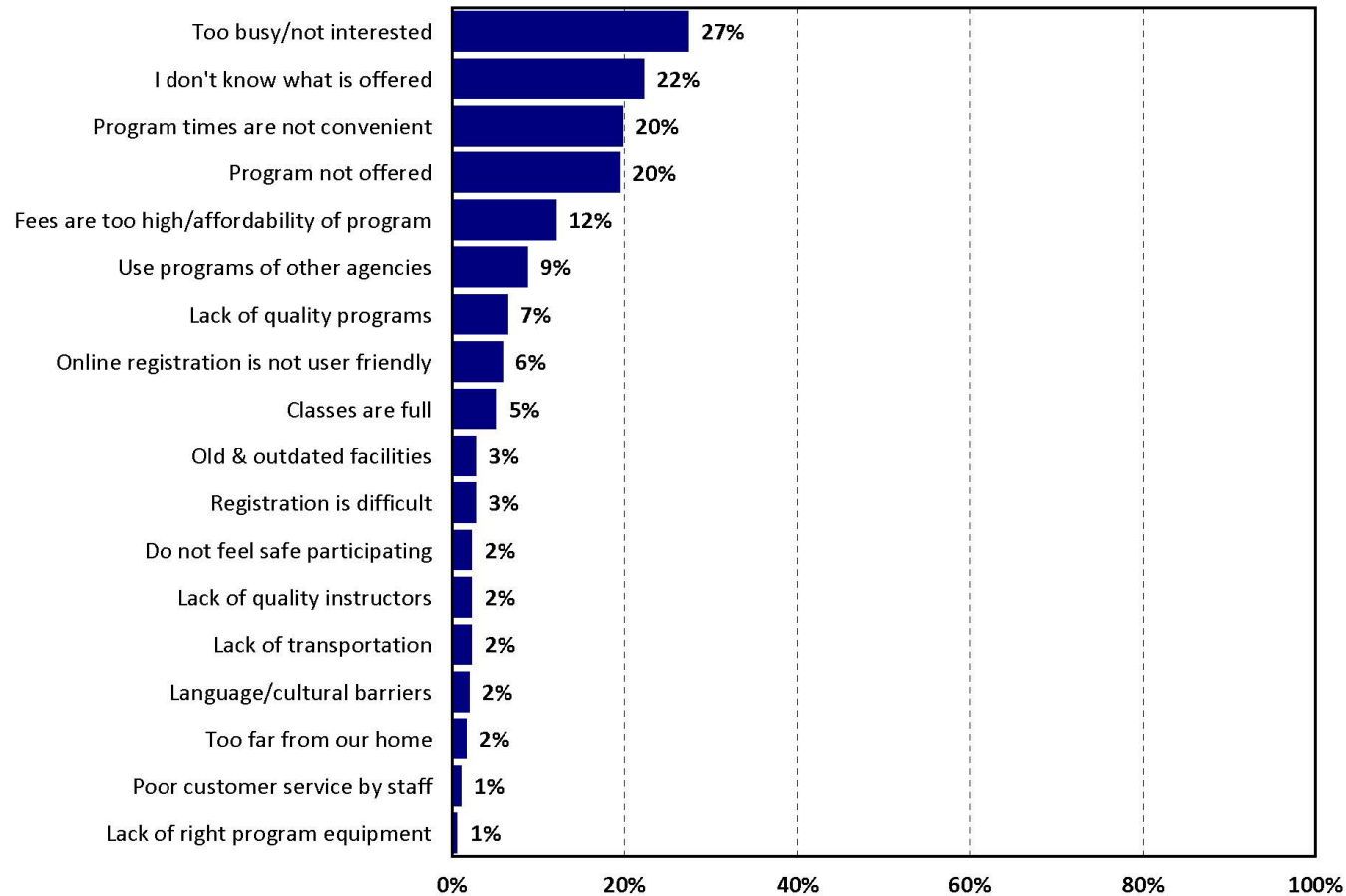
Q7b. Please CHECK ALL of the following reasons why you and members of your household participate in City of Fountain Valley Recreation and Community Services Department programs or events.

by percentage of respondents who have participated (multiple selections allowed)



Q8. Please CHECK ALL of the following reasons that prevent you or members of your household from participating in City of Fountain Valley Community Services Department programs more often.

by percentage of respondents (multiple selections allowed)

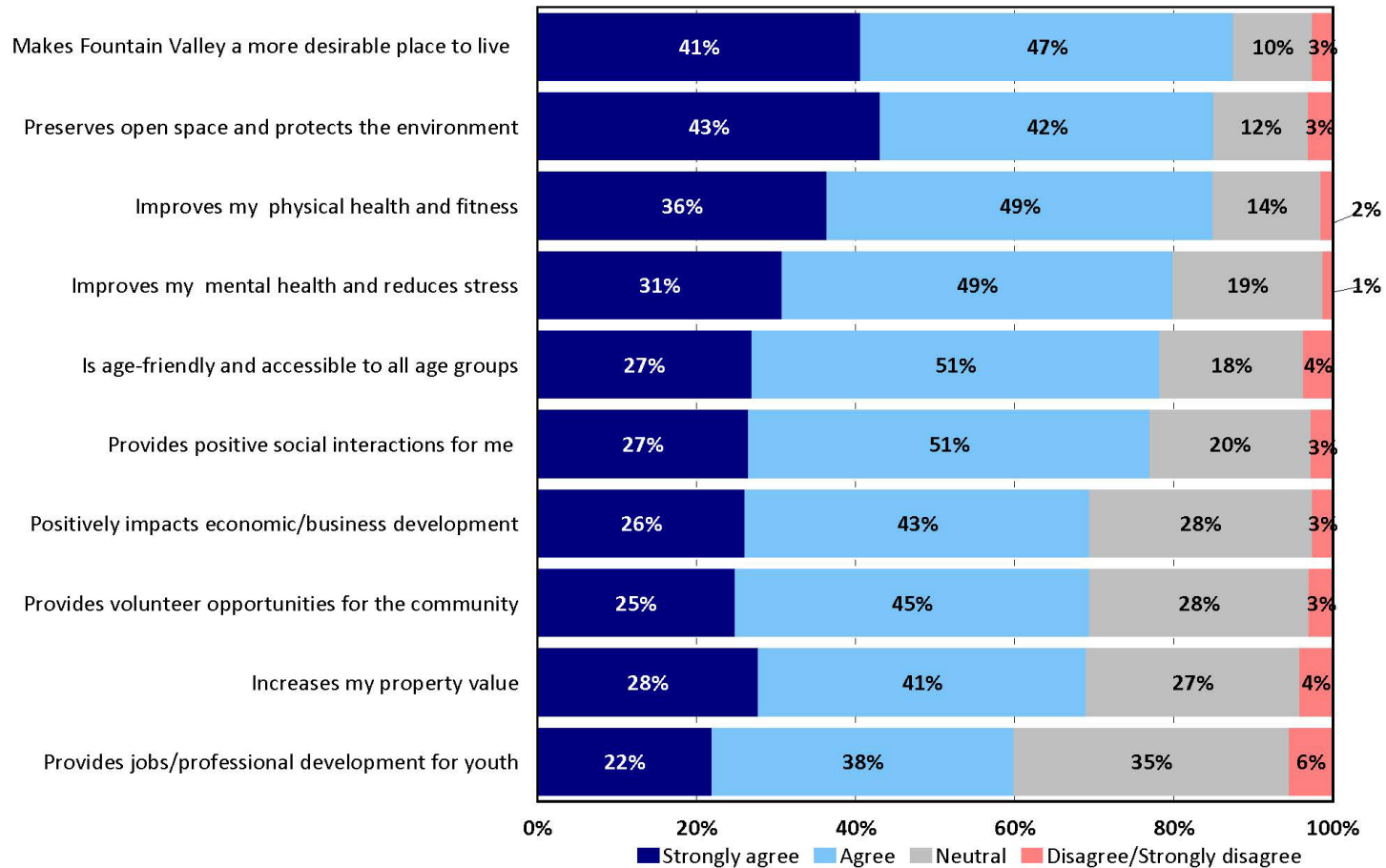


ETC Institute (2026)

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Q9. Please rate your agreement with the following potential benefits

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

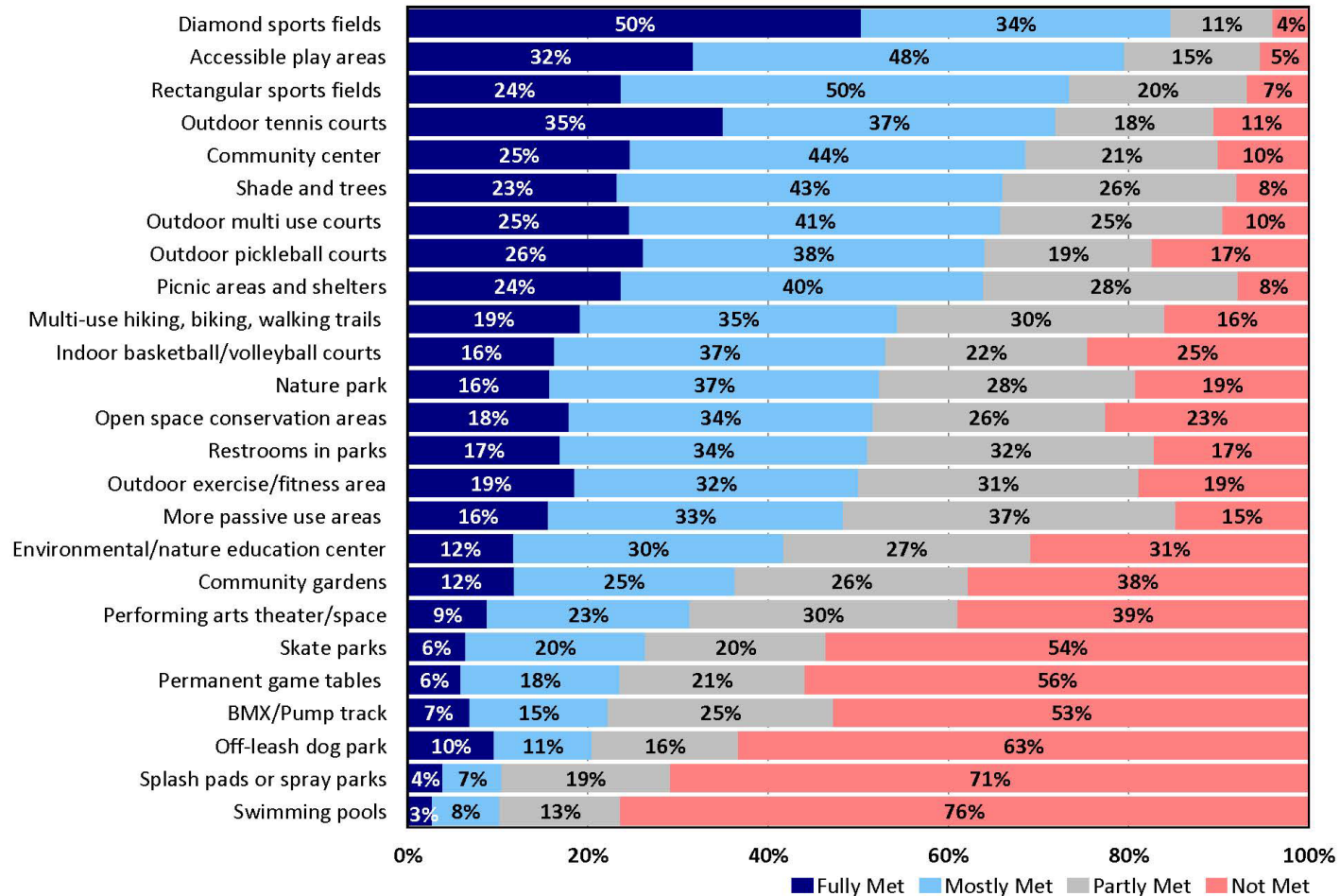


ETC Institute (2026)

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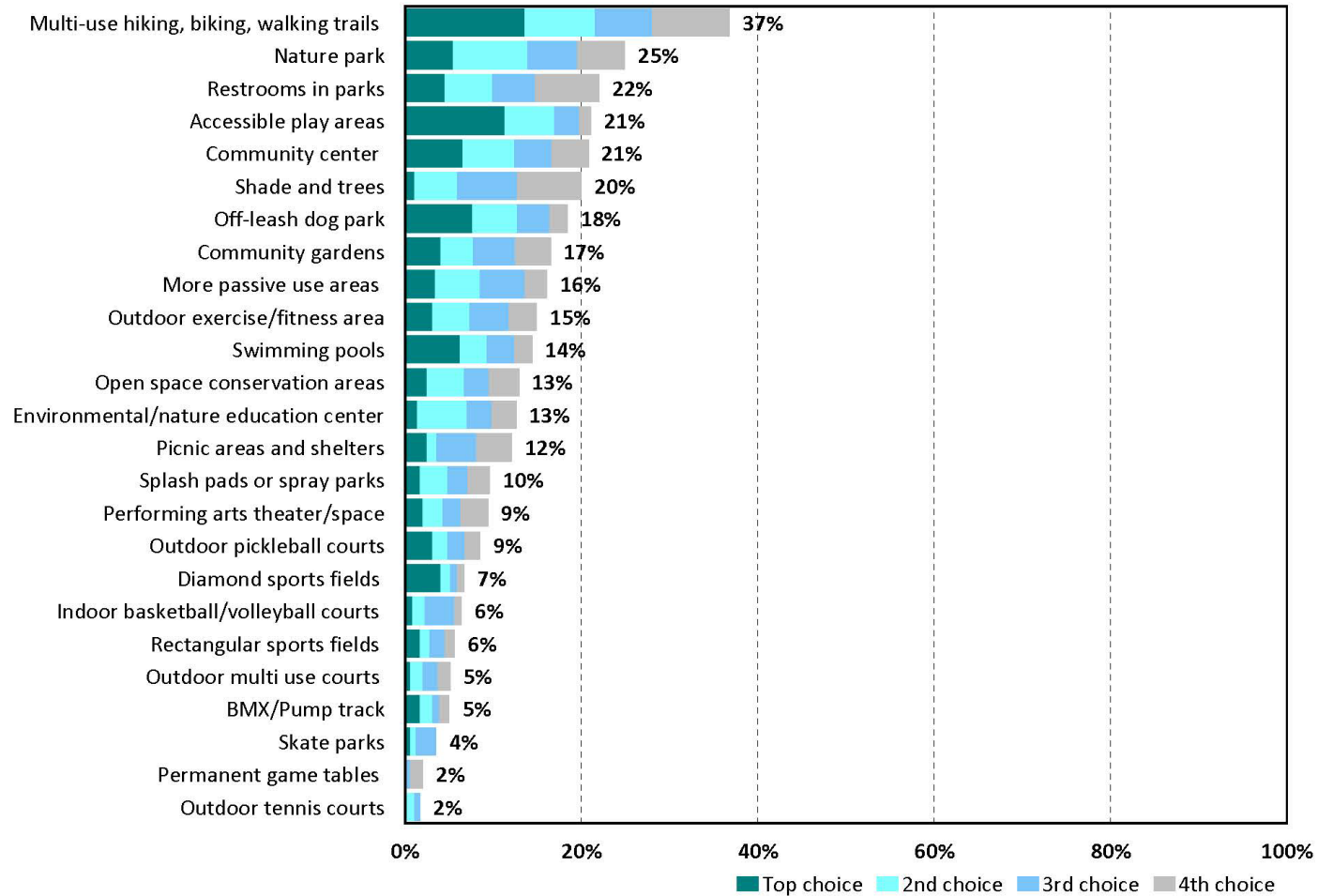
Q10. How well needs are met for each of the following items.

by percentage of respondents (excluding "no need")



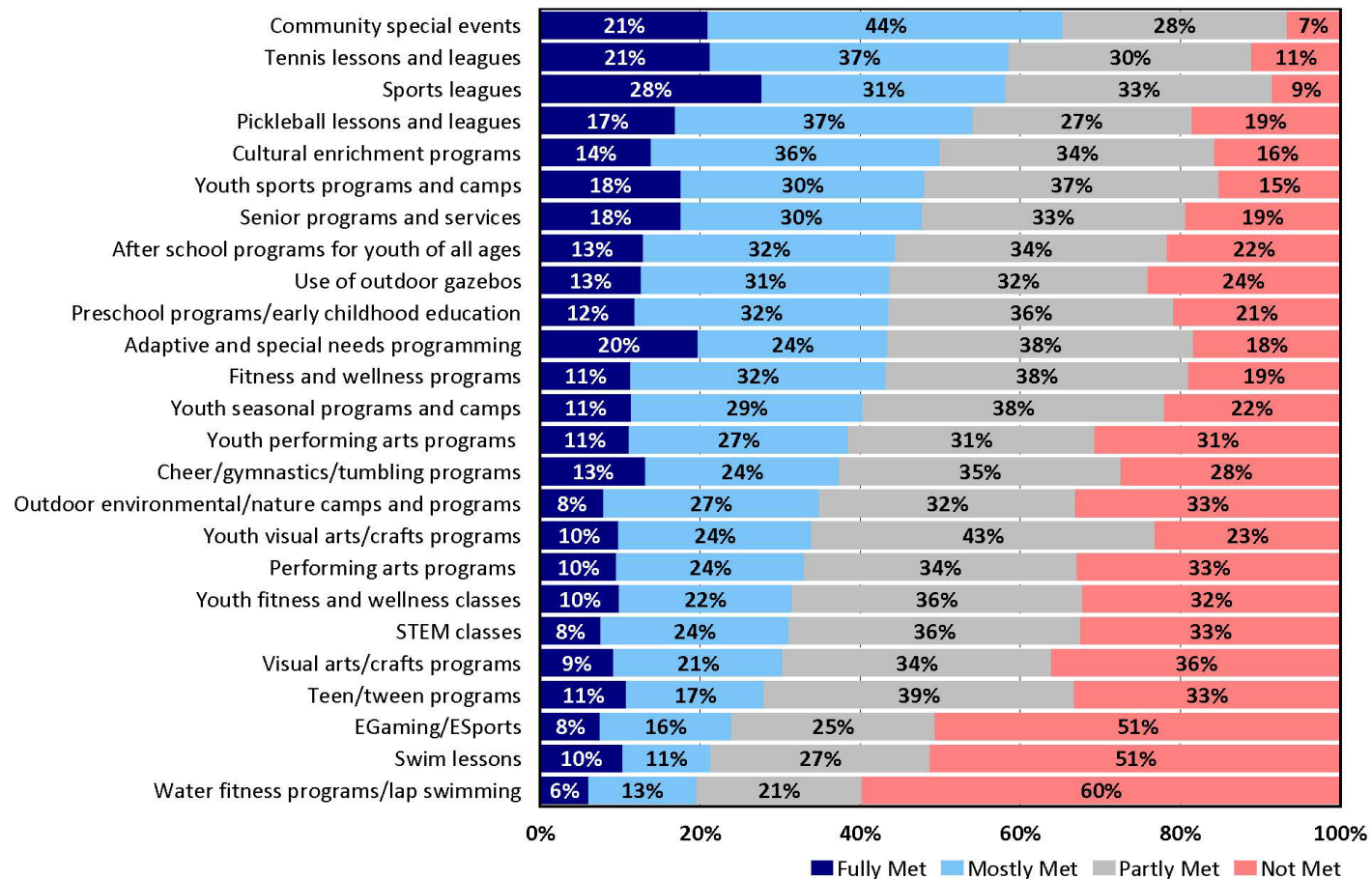
Q11. Which FOUR items are MOST IMPORTANT to your household?

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



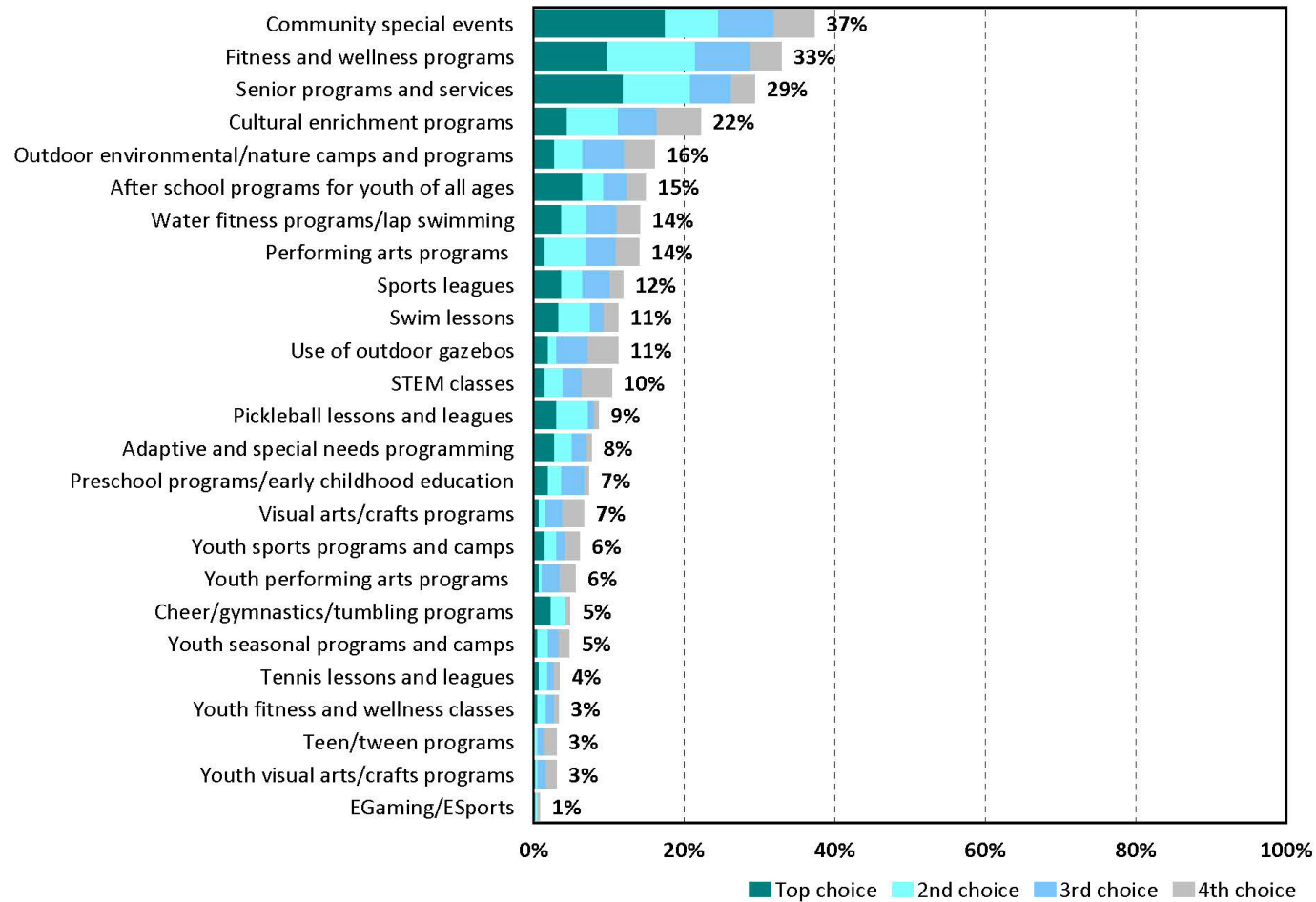
Q12. How well needs are being met for each of the following items.

by percentage of respondents (excluding "no need")



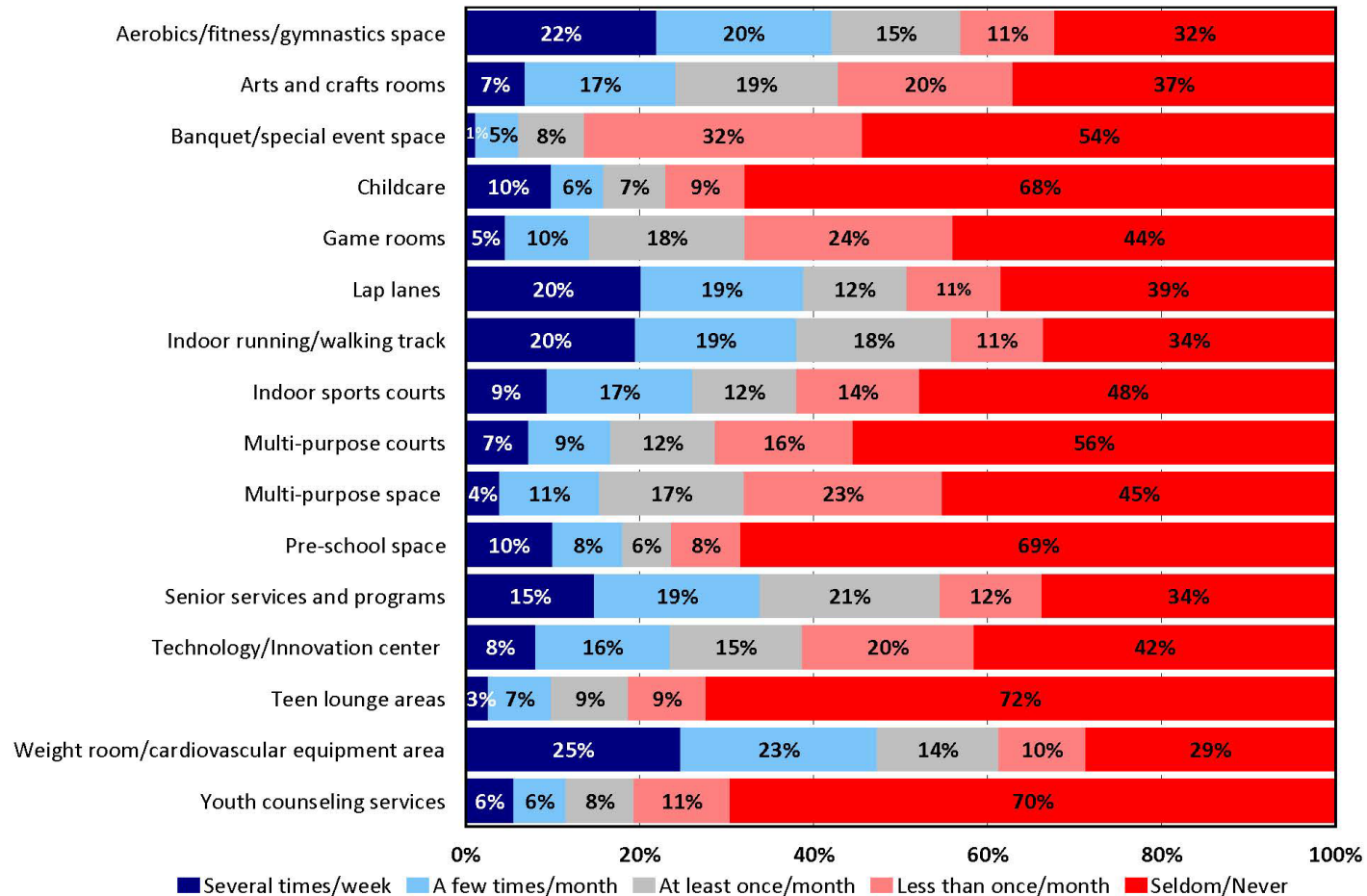
Q13. Which FOUR items are MOST IMPORTANT to your household?

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



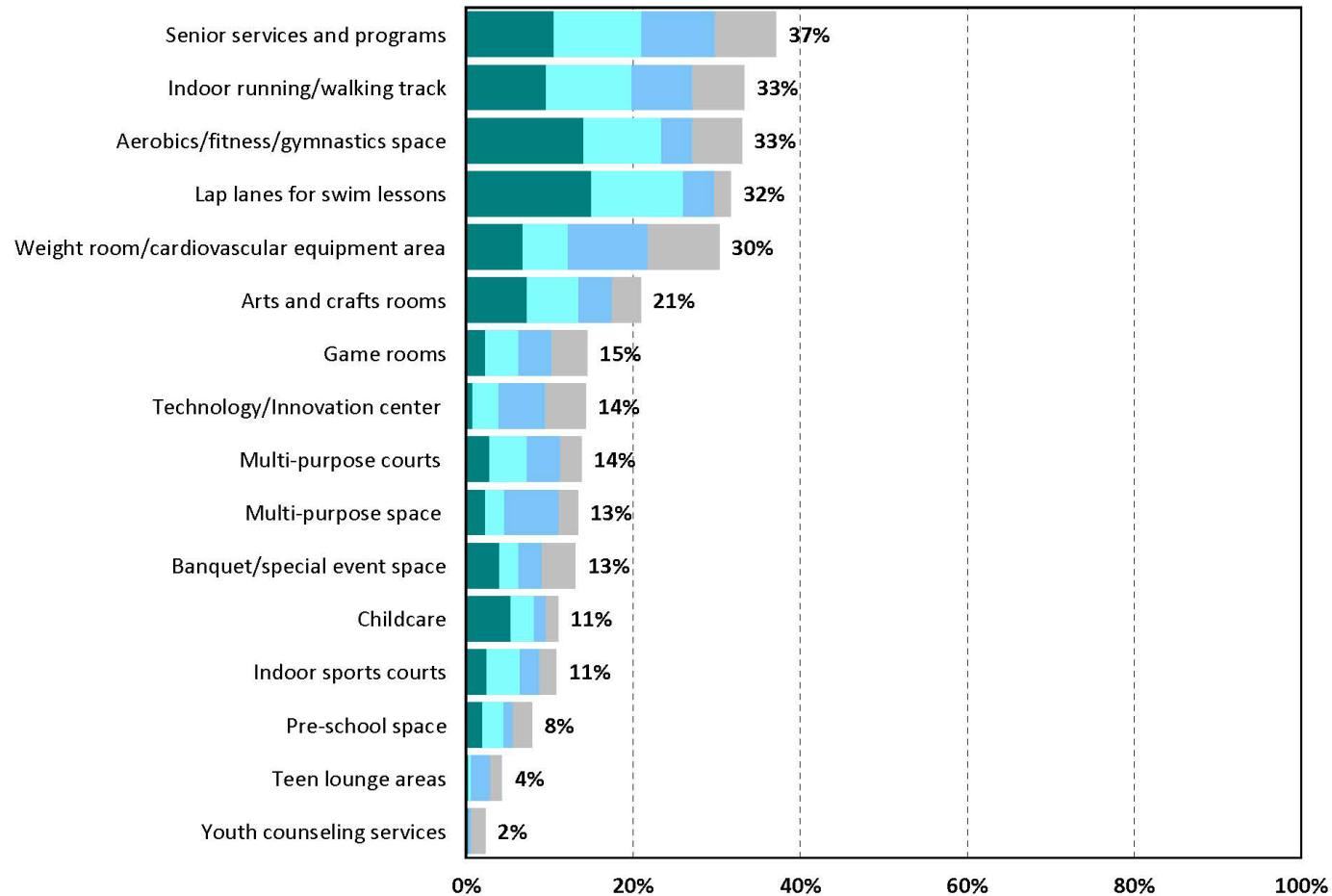
Q14. Please indicate how often you would use each of the listed features

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



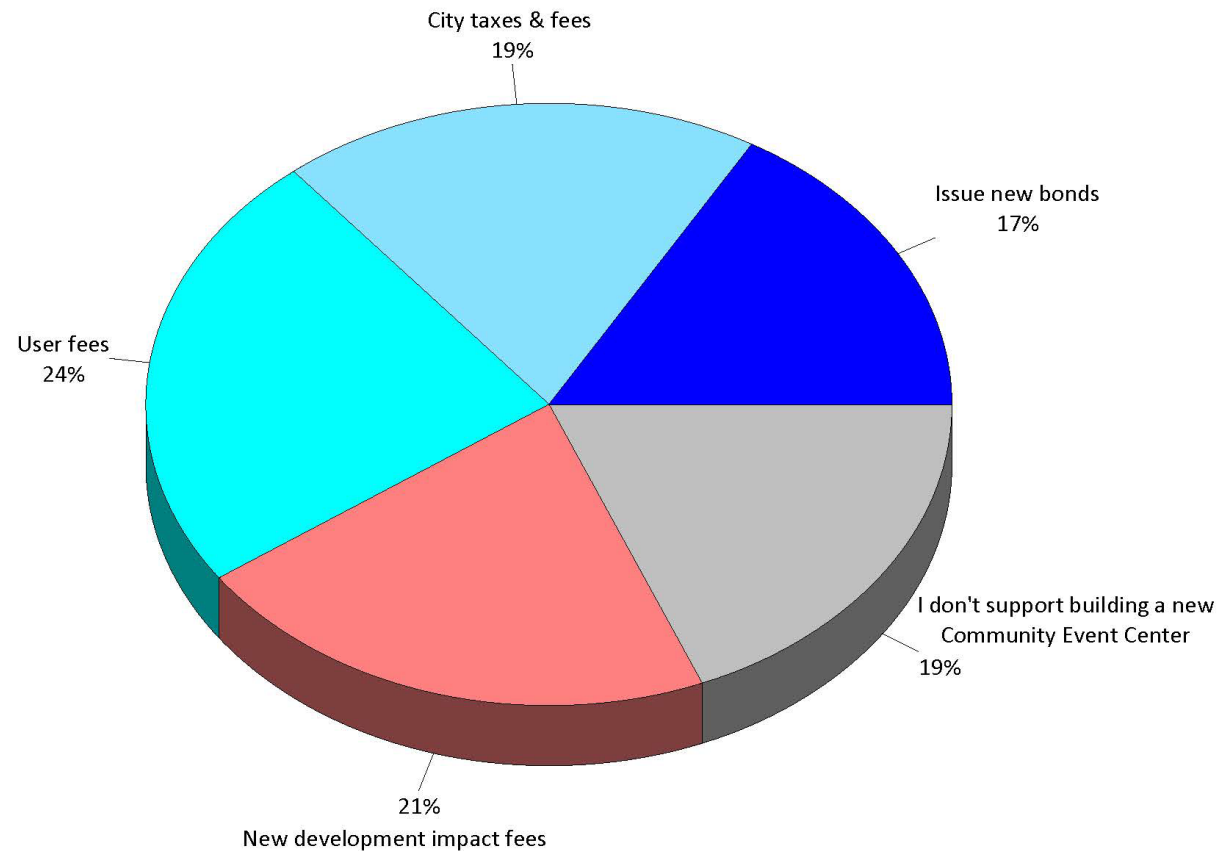
Q15. Which FOUR of the features listed in Question 14 would your household be MOST LIKELY to use if they were included in a new Community Event Center?

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



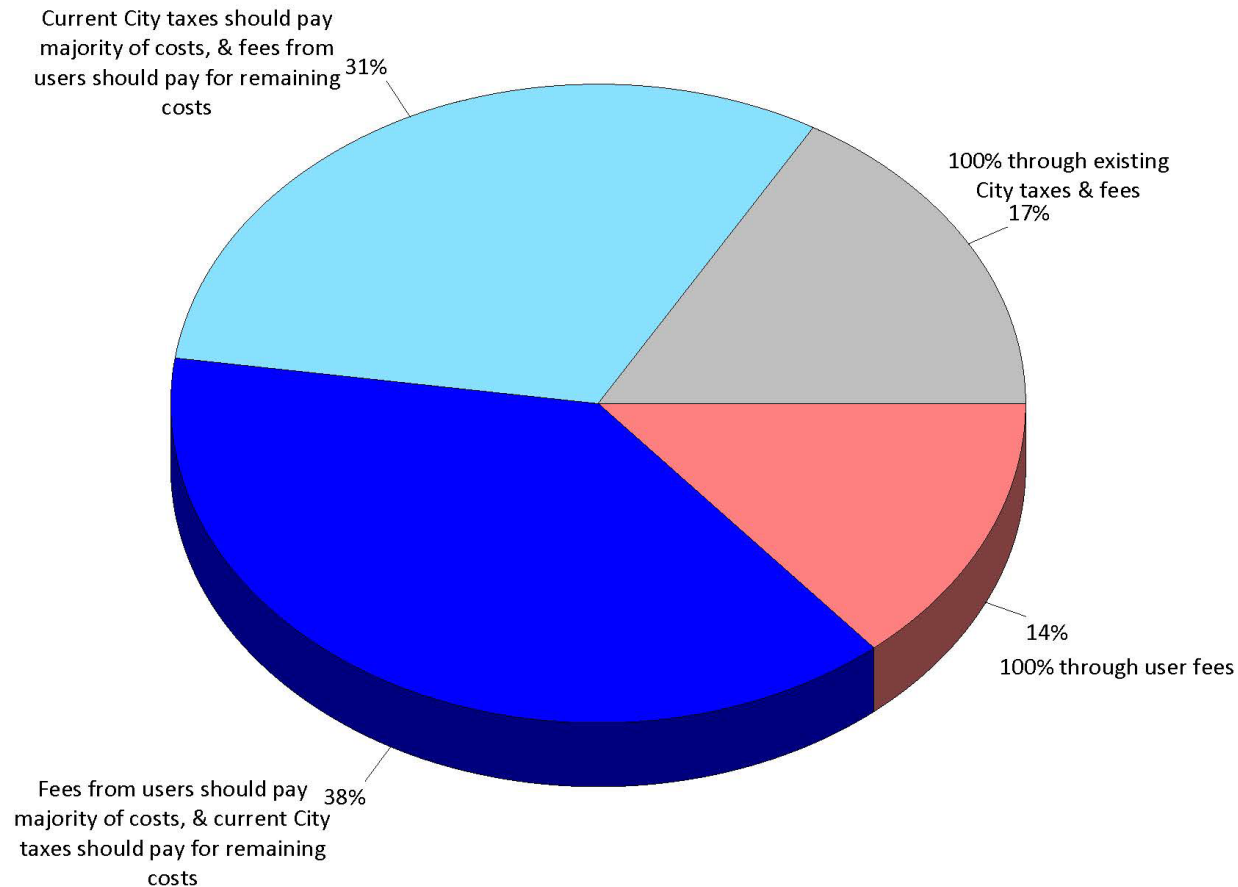
Q16. Which ONE of the following statements best represents how you feel the construction of a new Community Event Center should be funded?

by percentage of respondents (excluding "not provided")



Q17. Which ONE of the following statements best represents how you feel the cost for operations and programming in a new Community Event Center for the entire family should be funded?

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

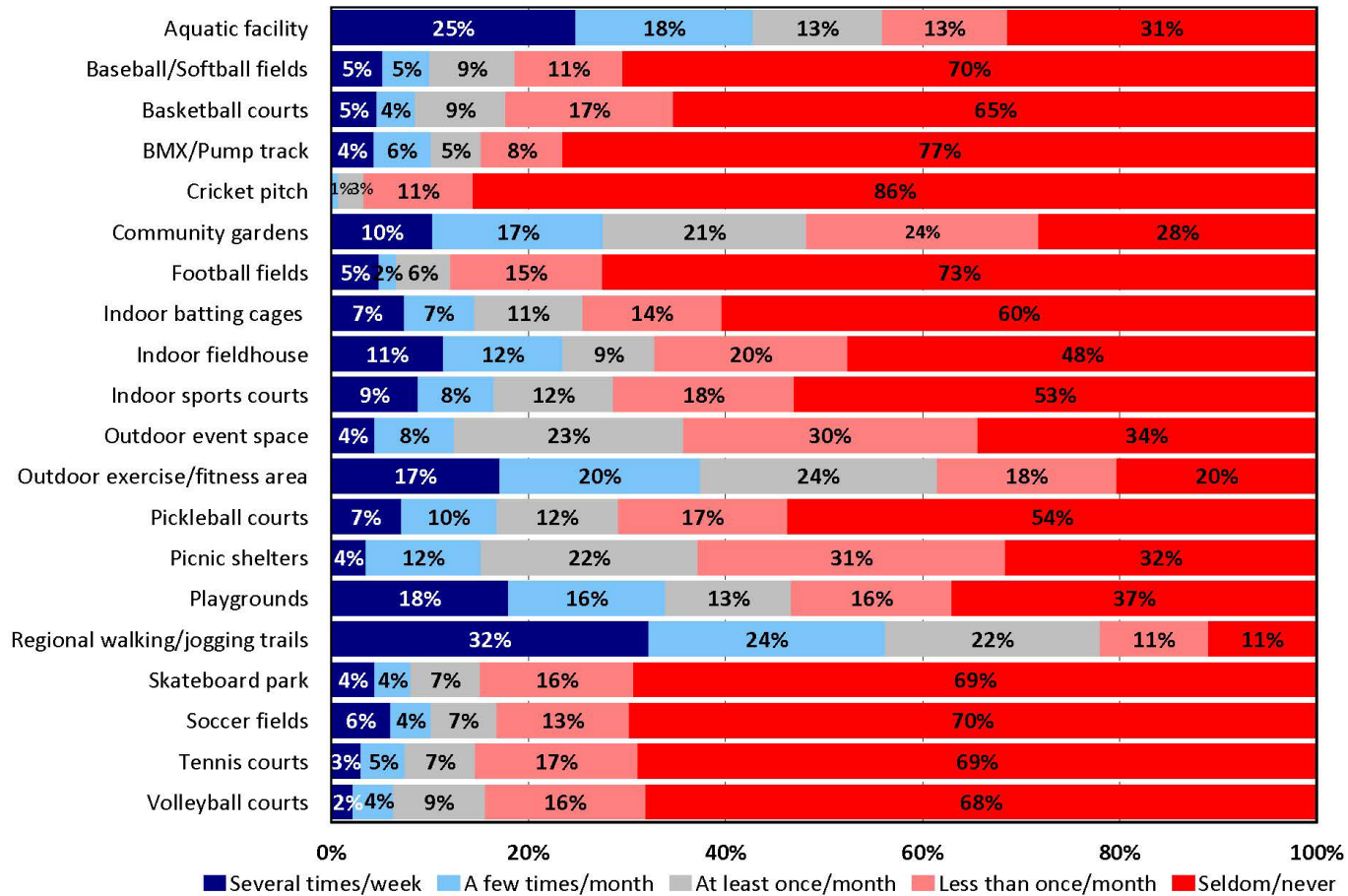


ETC Institute (2026)

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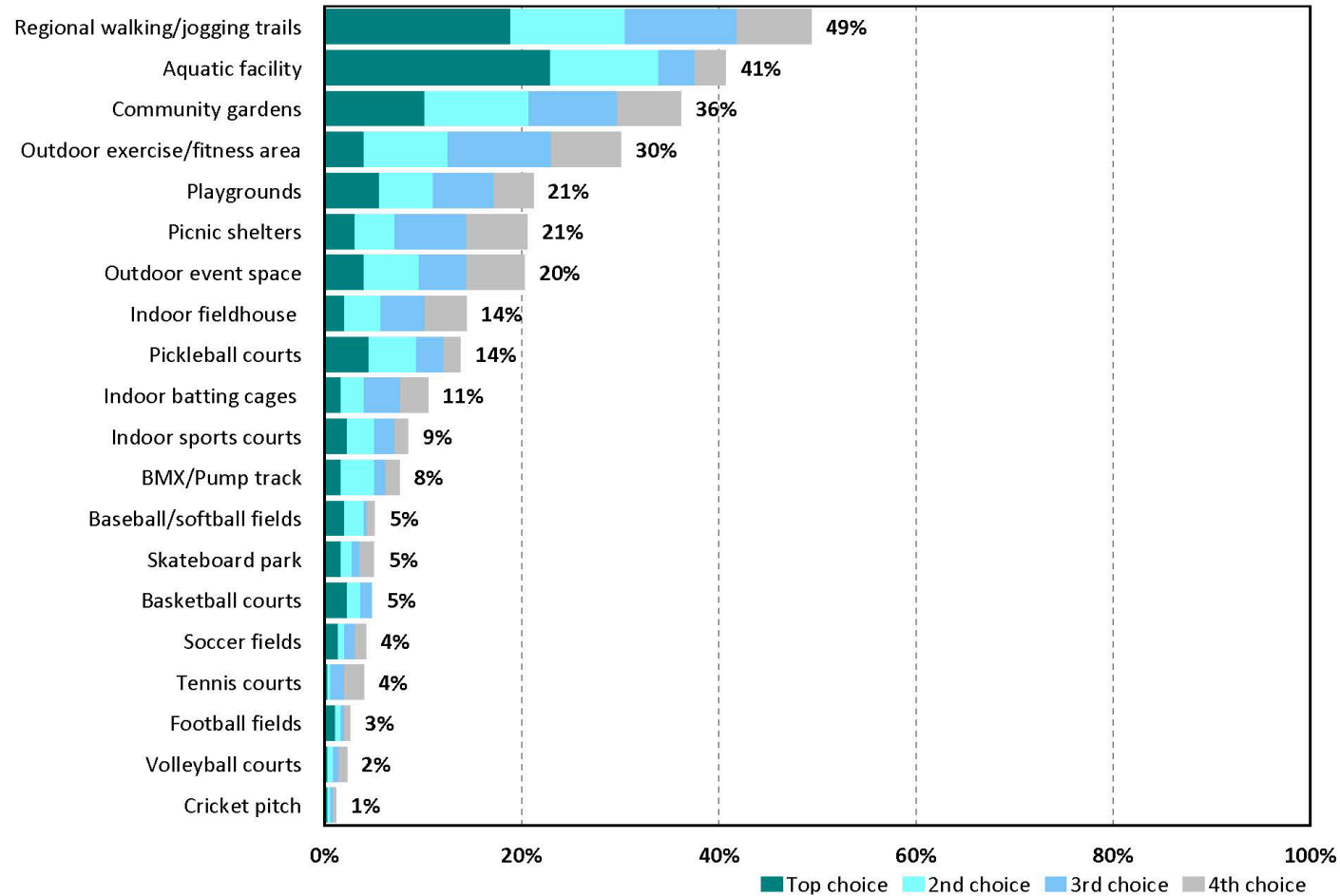
Q18. Please indicate how often your household would use each of these amenities

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



Q19. Which FOUR of the amenities listed in Question 18 would your household be MOST LIKELY to use if they were included in the new 16-acres?

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

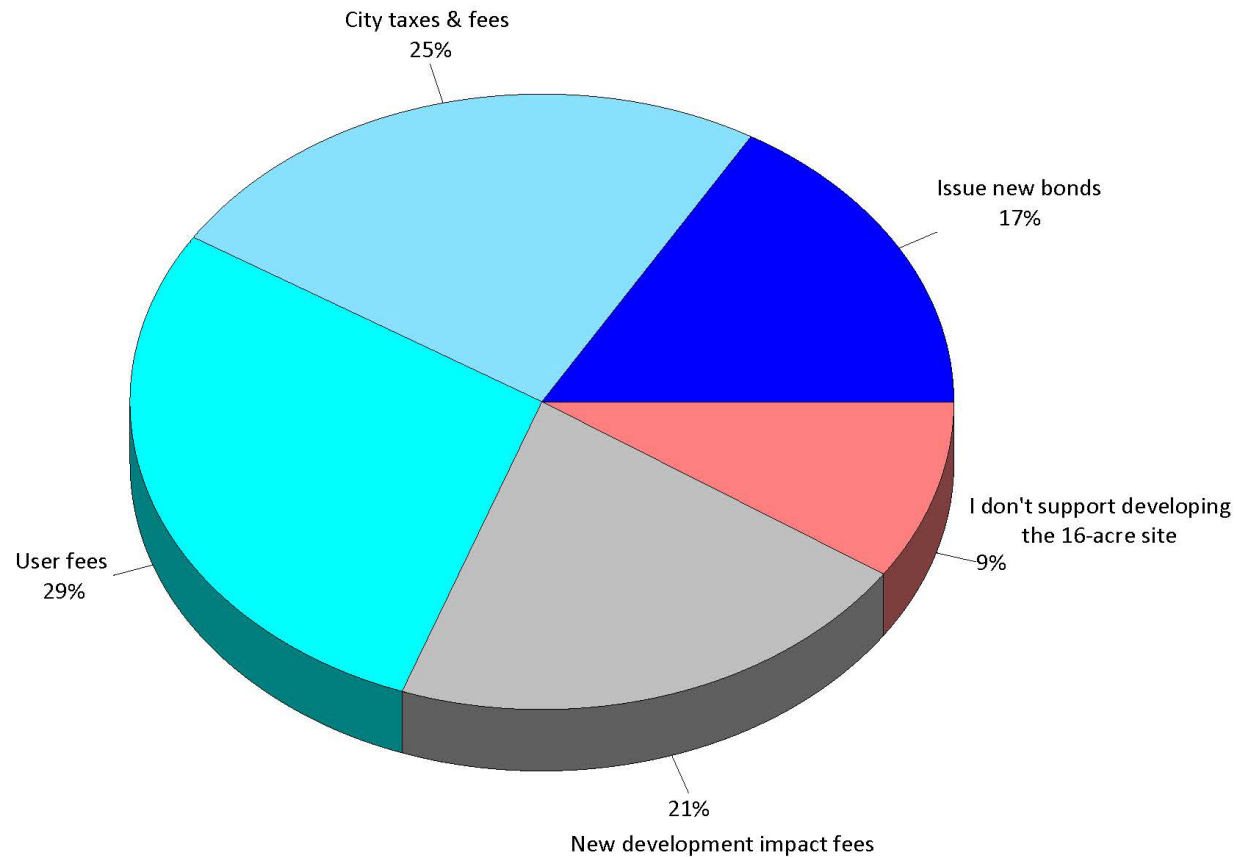


ETC Institute (2026)

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Q20. Which ONE of the following statements best represents how you feel the construction of this new 16-acres should be funded?

by percentage of respondents (excluding "not provided")



Q21. Which ONE of the following statements best represents how you feel the cost for operations and programming in the new 16-acres should be funded?

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

Current City taxes should pay majority of costs, & fees from users should pay for remaining costs

34%

100% through existing City taxes & fees

20%

100% through user fees

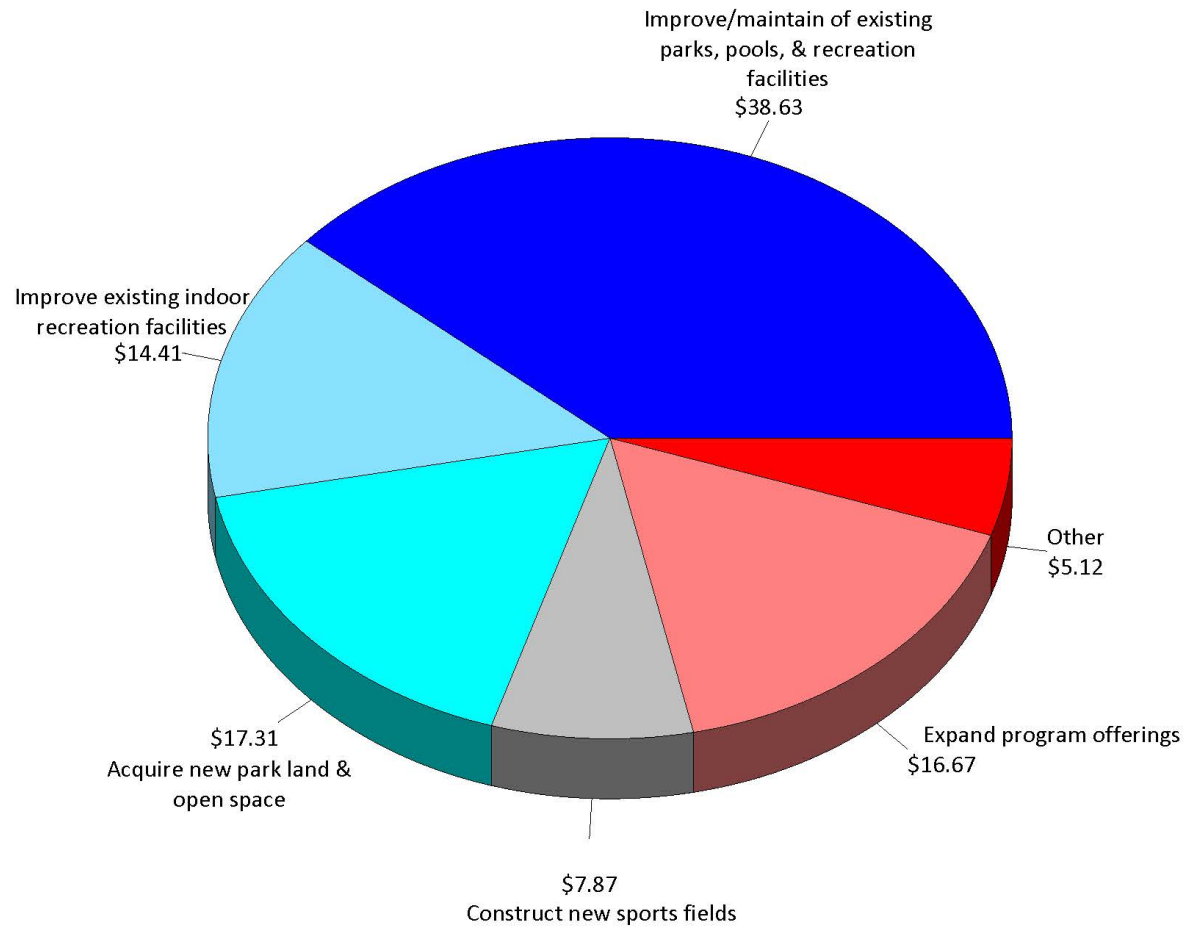
18%

Fees from users should pay majority of costs, & current should pay for remaining costs

28%

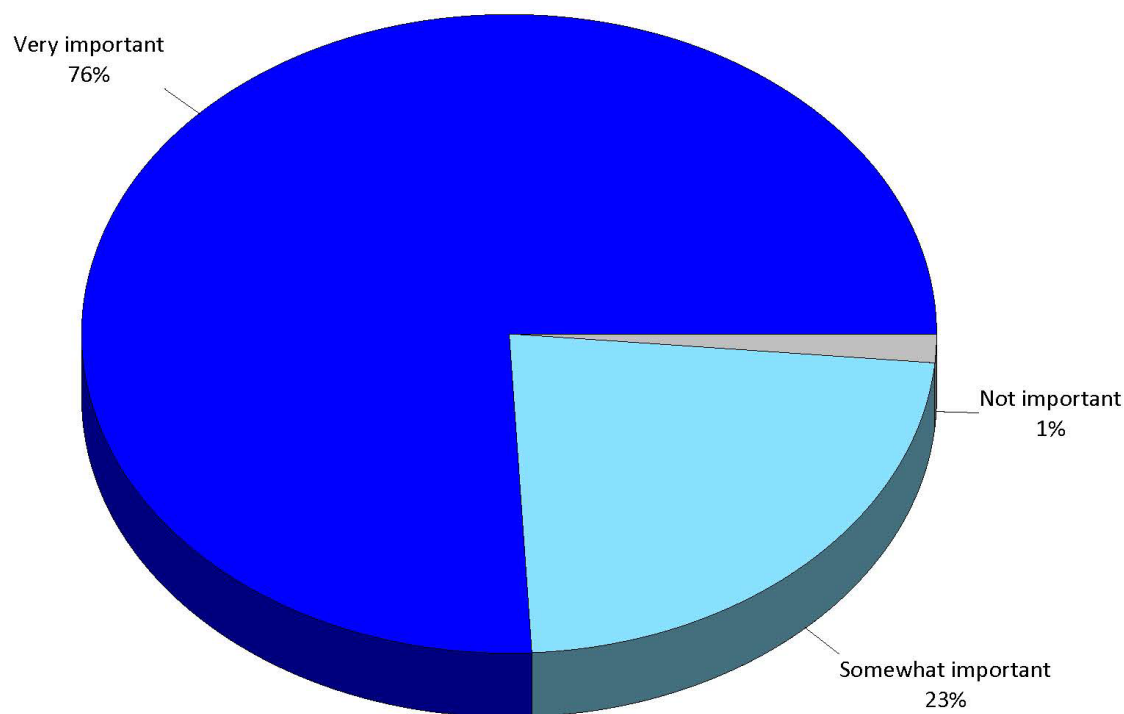
Q22. If you had \$100, how would you allocate the funds among the parks and recreation categories listed below?

by percentage of respondents



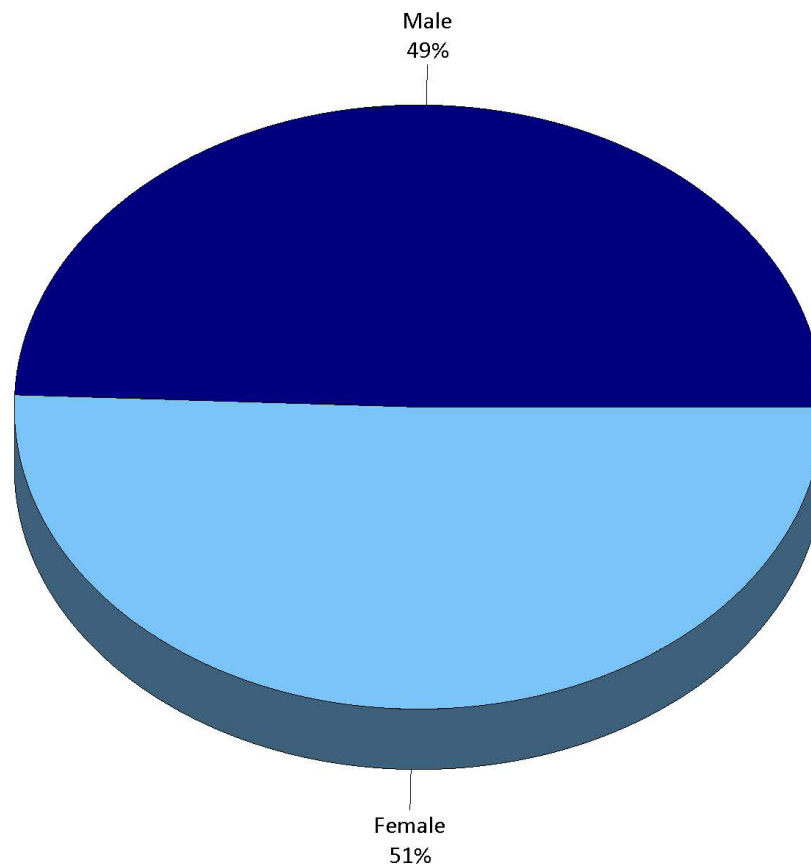
Q23. How important do you feel it is for the City of Fountain Valley to provide high quality parks, recreation facilities and programs?

by percentage of respondents who have participated (excluding "not sure")



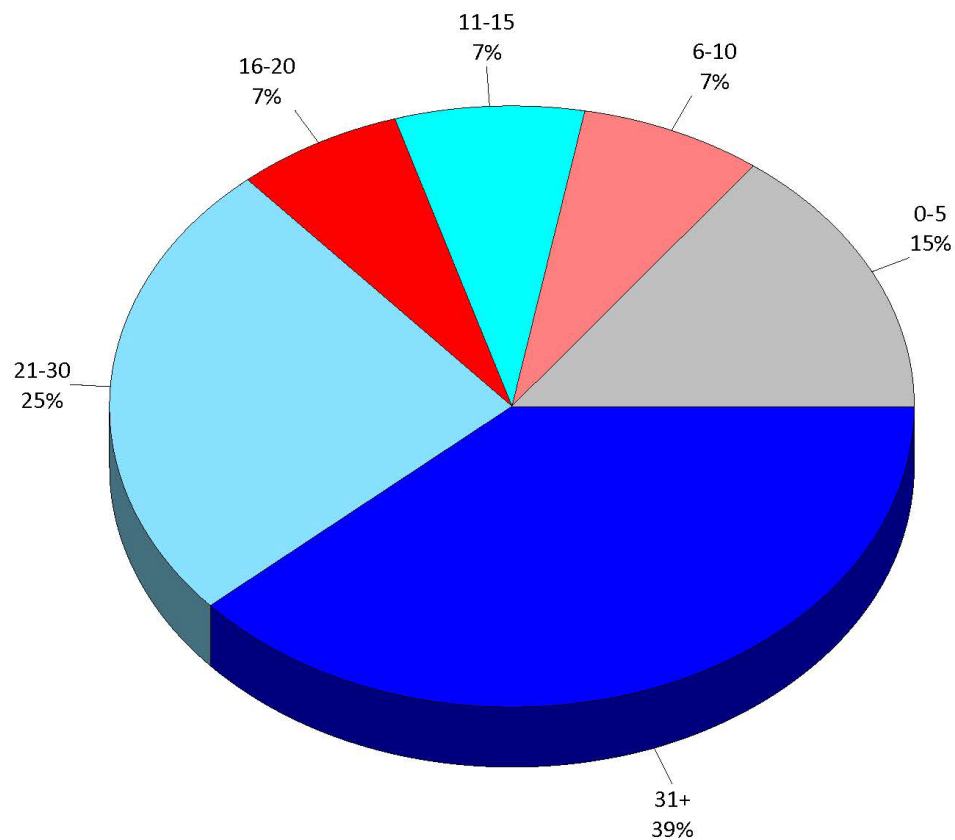
Q24. Your gender:

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



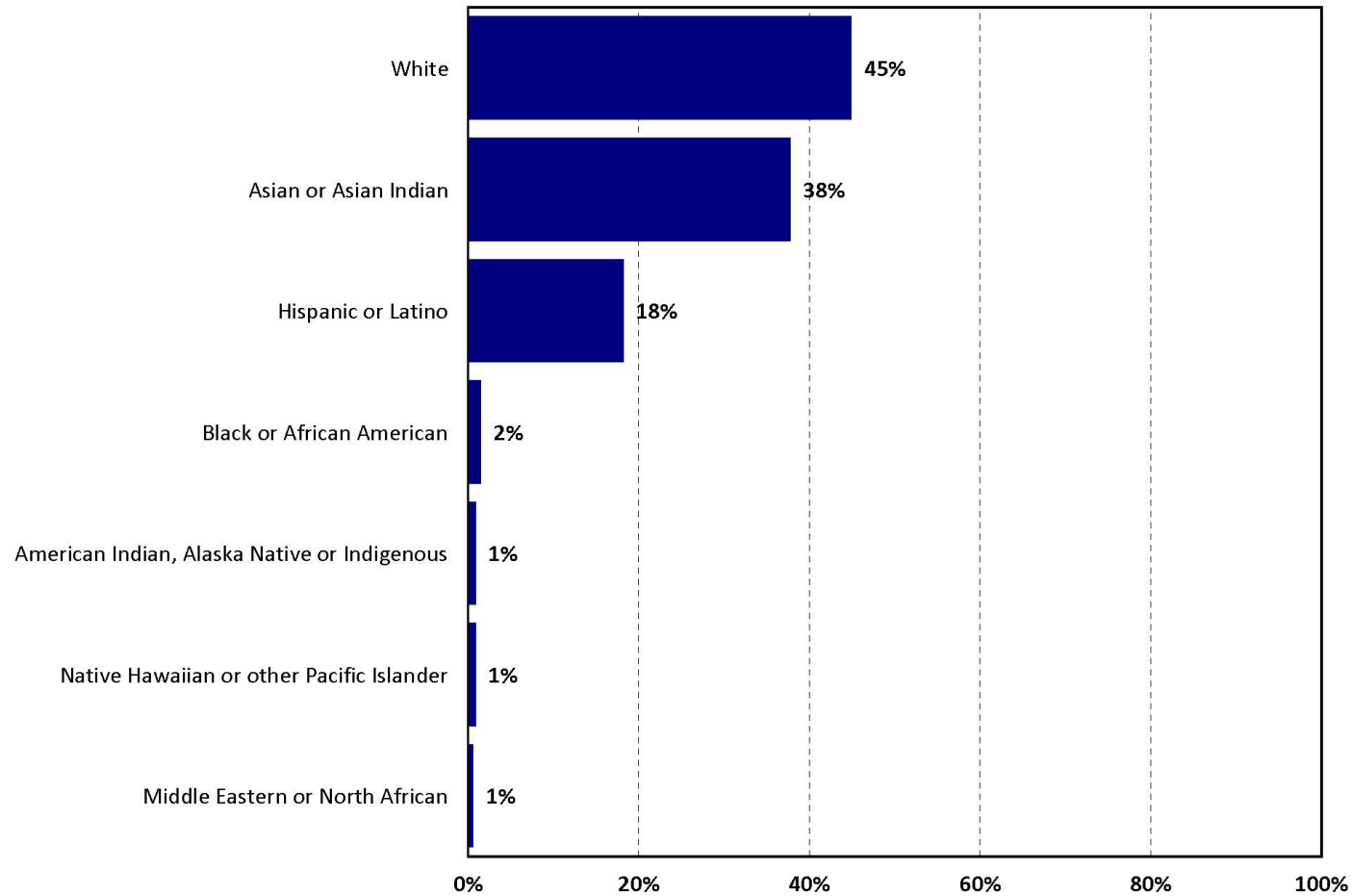
Q25. How many years have you lived in the City of Fountain Valley?

by percentage of respondents (excluding "not provided")



Q26. Which of the following best describes your race/ethnicity?

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

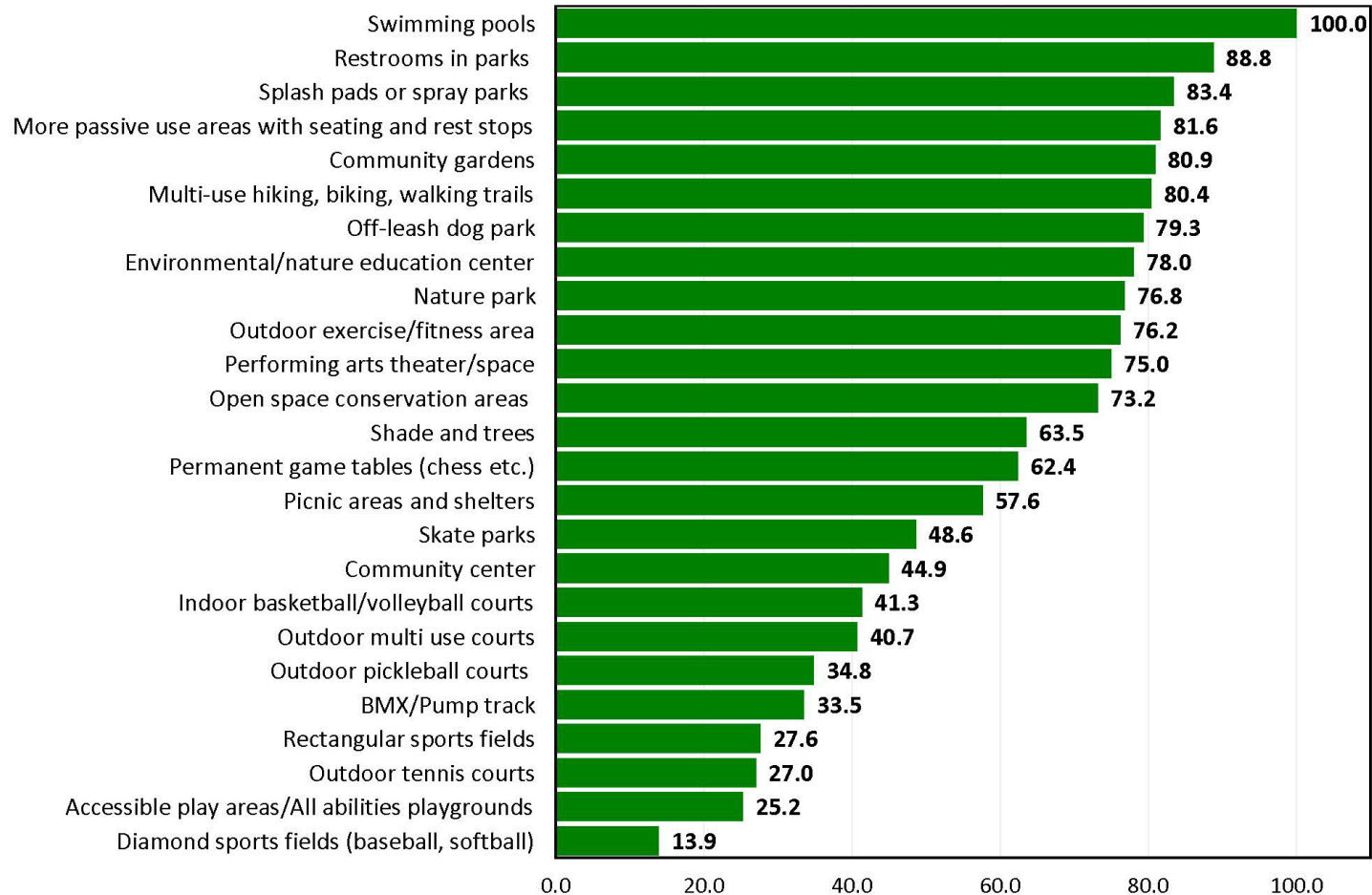


ETC Institute (2026)

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Unmet Needs Rating for Facilities/Amenities

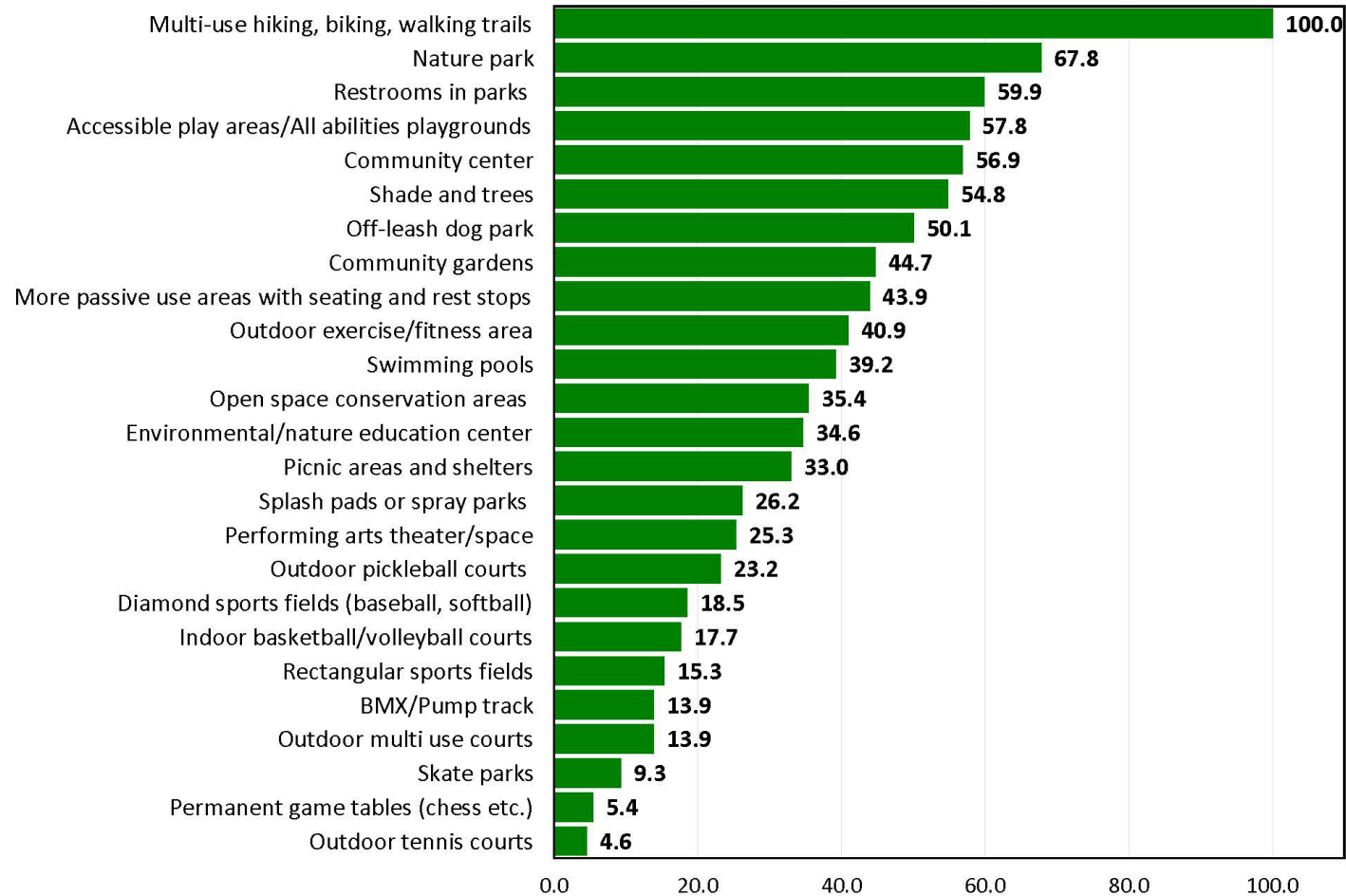
the rating for the item with the most unmet need=100
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



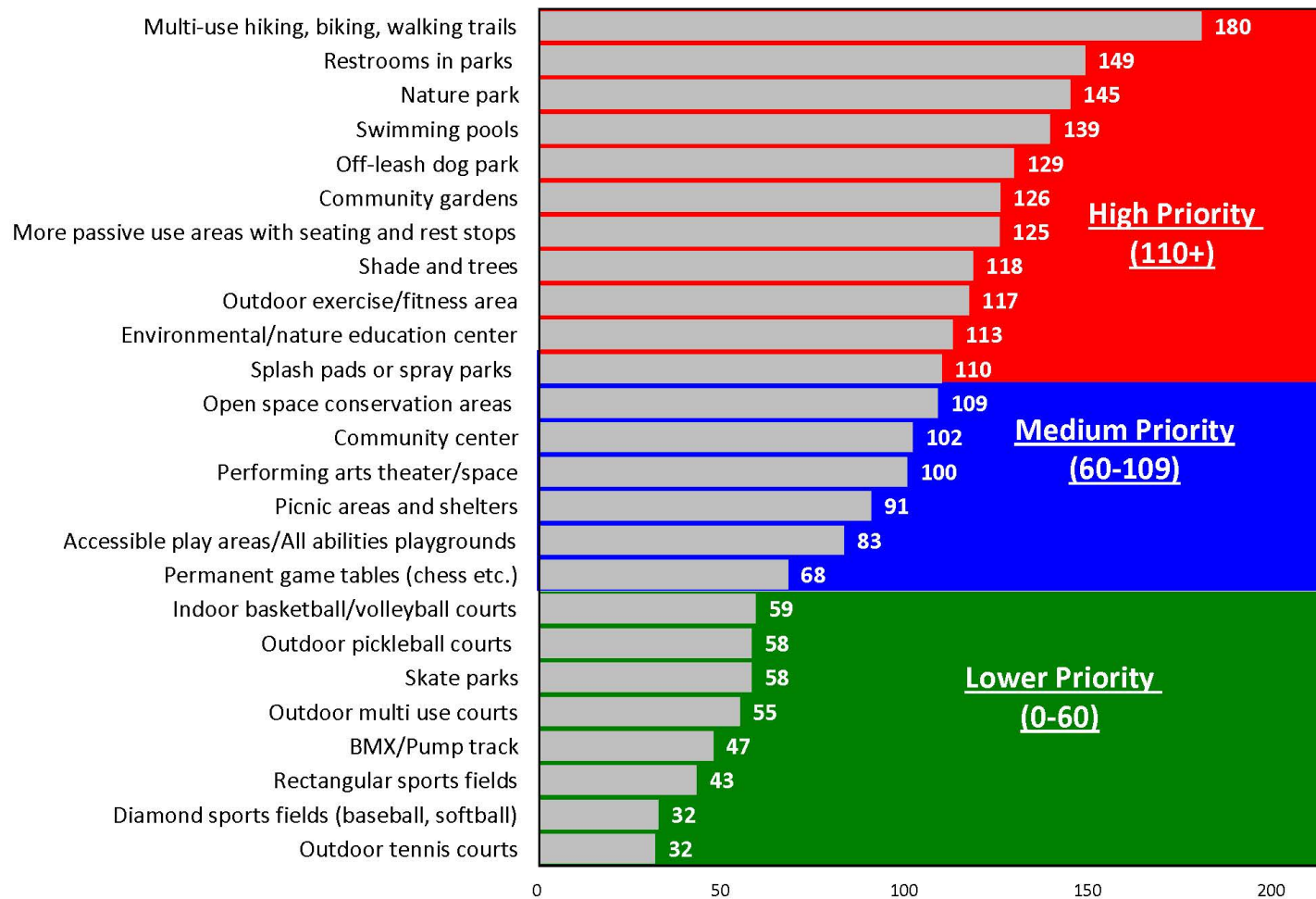
Importance Rating for Facilities/Amenities

the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



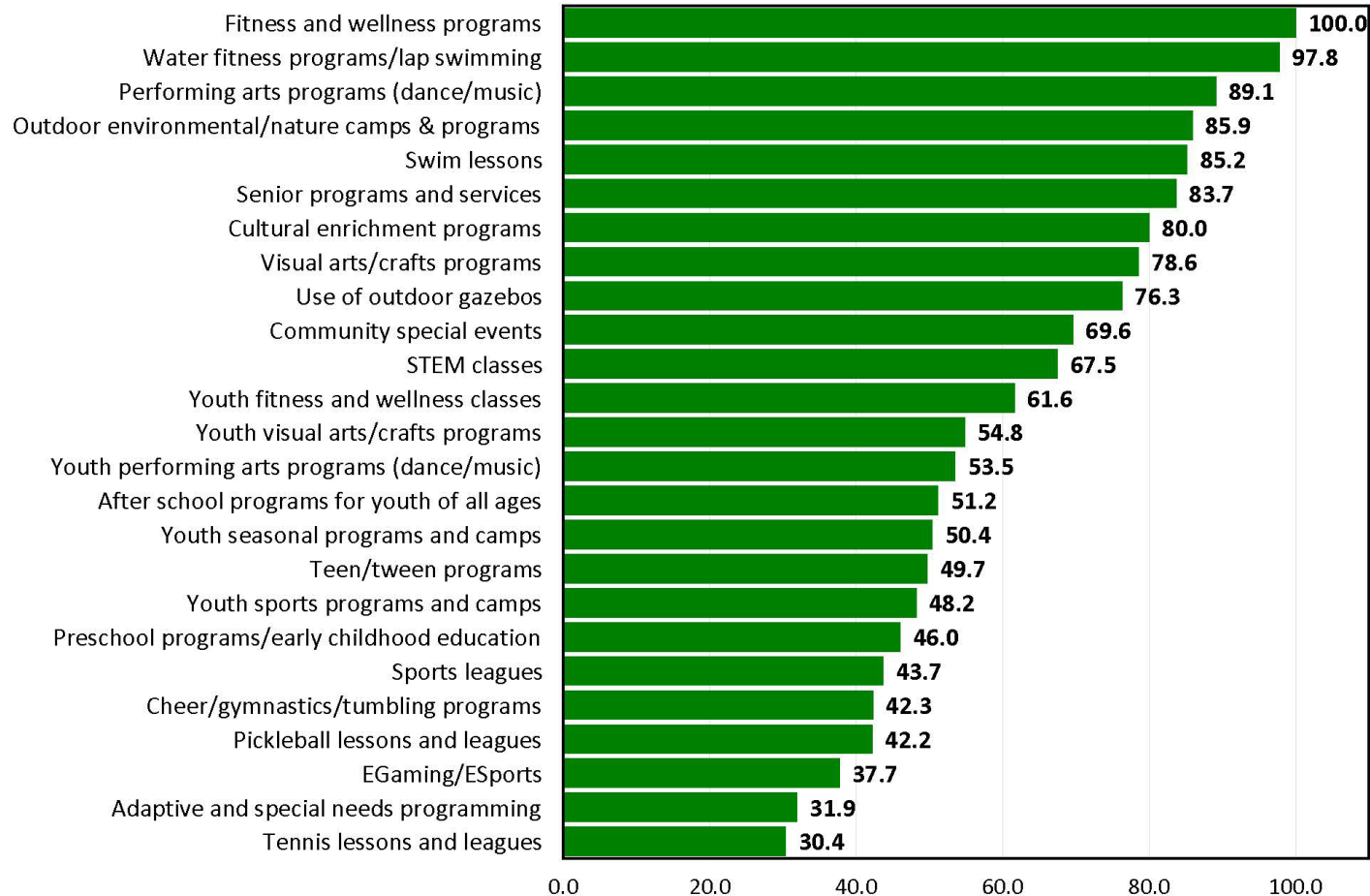
Top Priorities for Investment for Facilities/Amenities Based on Priority Investment Rating



Unmet Needs Rating for Programs/Activities

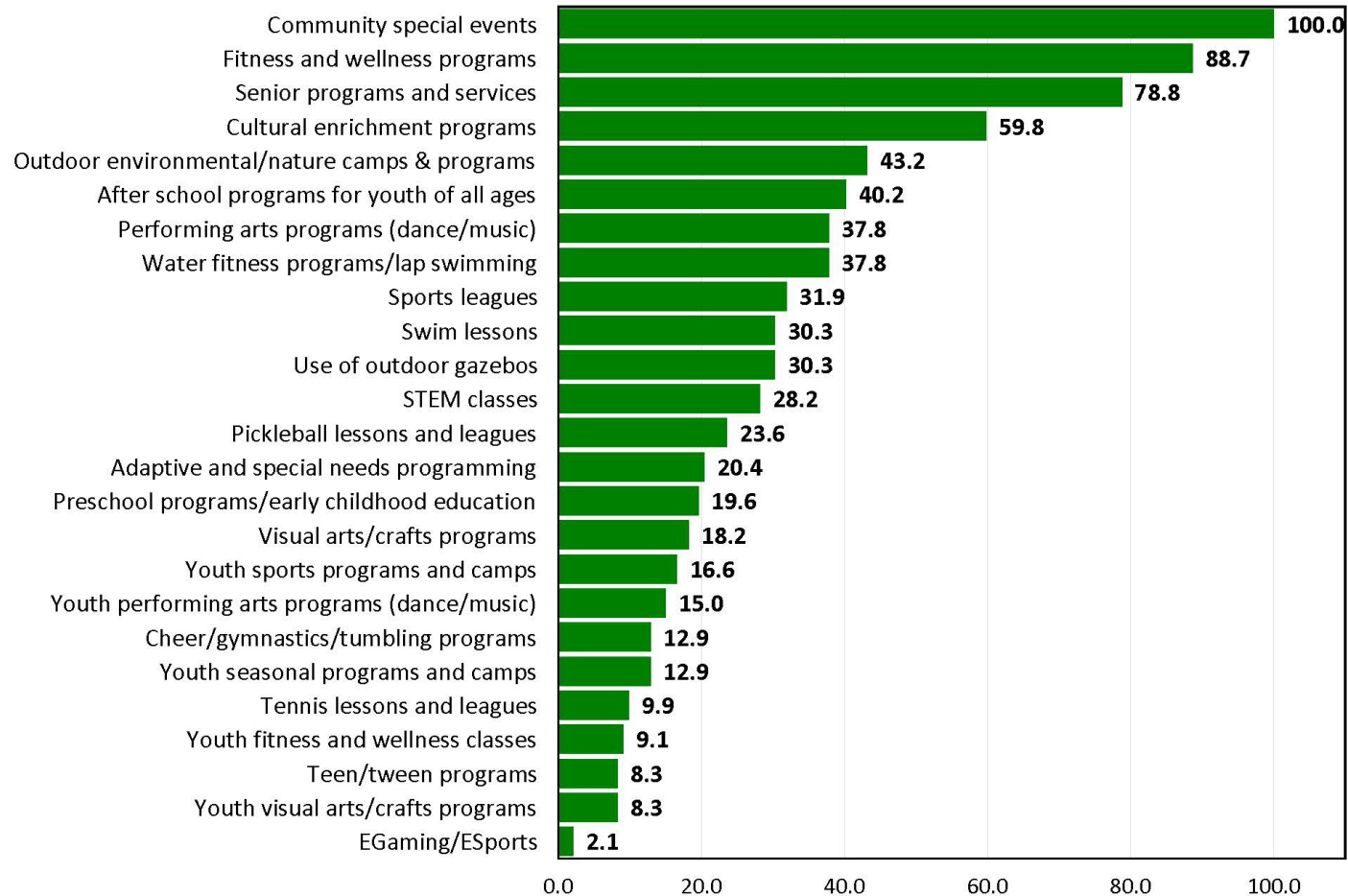
the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

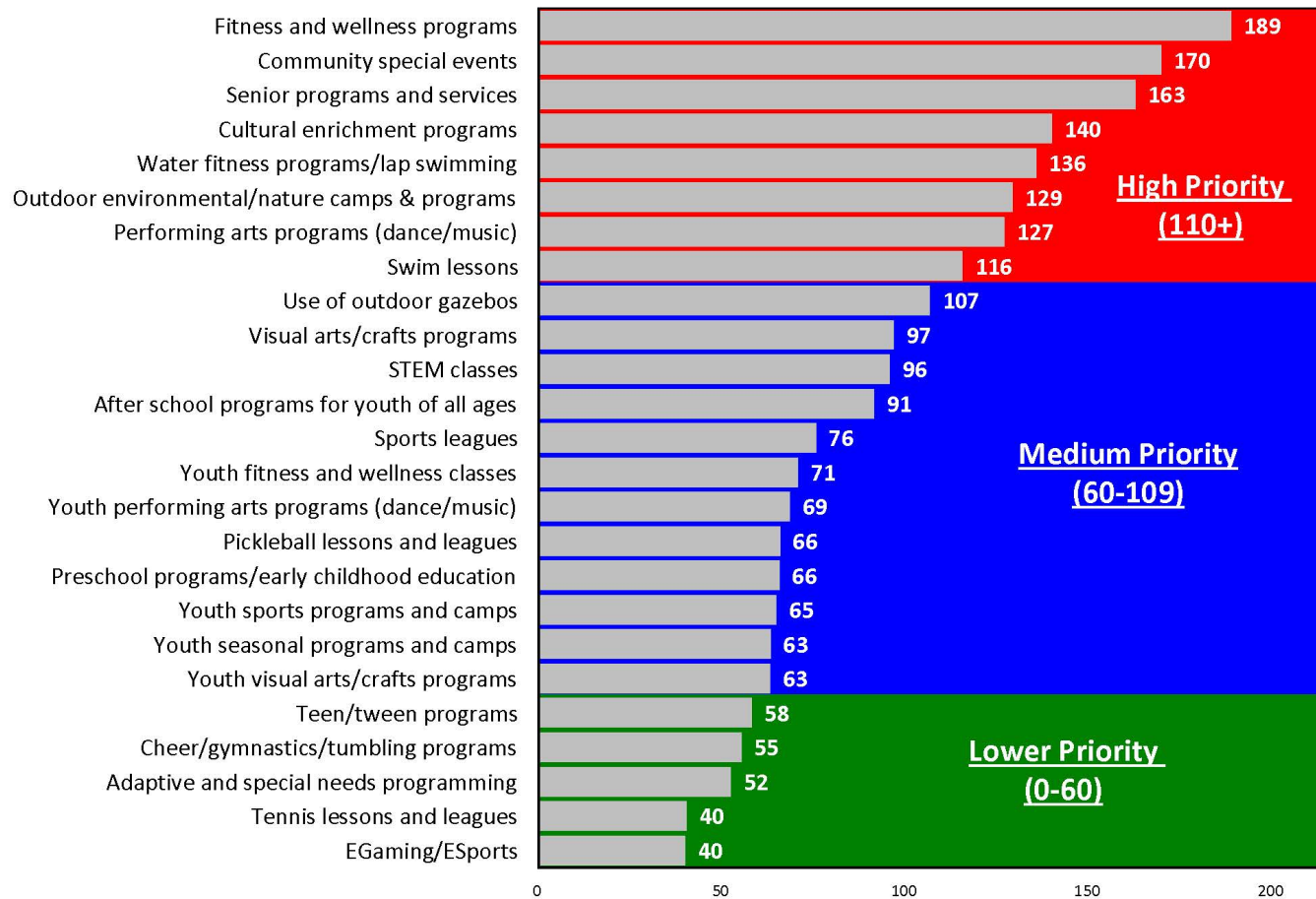


Importance Rating for Programs/Activities

the rating for the item rated as the most important=100
the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Top Priorities for Investment for Programs/Activities Based on Priority Investment Rating



APPENDIX C - RECREATIONAL PROGRAMMING SIMILAR SERVICE PROVIDERS

Name of Agency	Location in the City	Operator (Public / Private / Not-for-Profit)	General Description	Price Comparison with your Services (Same / Lower / Higher)	Distance in minutes from your Prime Facility
Beach Cities Dance Studio	18838 Brookhurst St, Fountain Valley, CA 92708	Private	Dance Classes	Higher	9 Minutes
Beach City Sports	801 E Balboa Blvd, Newport Beach, CA 92661	Private	Adult Sports Leagues	Varies	Varies by Location
Boys and Girls Club of Hunington Valley	16582 Brookhurst St, Fountain Valley, CA 92708	Not-for-Profit	Classes, Camps, Youth Sports	Varies	1 Minute
City of Orange	300 E. Chapman Ave., Orange, CA 92866	Public	Youth and Adult Sports, Tournaments, Field Rentals and Leagues	Varies	24 Minutes
Clifton C. Miller Community Center	300 Centennial Way, Tustin, CA 92780	Public	Youth and Adult Sports, Tournaments, Field Rentals and Leagues	Varies	27 Minutes

PARKS & COMMUNITY SERVICES MASTER PLAN

Costa Mesa Senior Center	695 W 19th St, Costa Mesa, CA 92627	Public	Senior Center with some classes, programs, & events	Varies	18 Minutes
David L. Baker Golf Course	10410 Edinger Ave, Fountain Valley, CA 92708	Private	Facility Rentals	Unsure	4 Minutes
Downtown Recreation Center	1860 Anaheim Ave, Costa Mesa, CA 92627	Public	Youth and Adult Sports, Drop-in Sports, Rentals	Varies	17 Minutes
Edison Community Center	21377 Magnolia St, Huntington Beach, CA 92646	Public	Field Rentals, Tournaments, Youth and Adult Sports, Classes, Outdoor BKB, Handball, Tennis, and Pickleball	Varies	15 Minutes
Garden Grove Sports & Recreation Center	13641 Deodara Dr, Garden Grove, CA 92844	Public	Rentals, Drop-In Sports, Youth and Adult Sports	Varies	11 Minutes
HB Sports Complex	18100 Goldenwest St, Huntington Beach, CA 92648	Public	Youth and Adult Sports, Tournaments, Field Rentals and Leagues	Varies	14 Minutes

PARKS & COMMUNITY SERVICES MASTER PLAN

Hudson Dance Academy	17070 Magnolia St unit A, Fountain Valley, CA 92708	Private	Dance Classes	Higher	7 Minutes
Jerome Recreation Center	726 S Center St, Santa Ana, CA 92704	Public	Classes, Youth Sports, Adult Sports, Rentals, Field Rentals	Varies	14 Minutes
Los Cab	17272 Newhope St, Fountain Valley, CA 92708	Private	Classes, Fitness, Tennis, Pickleball	Higher	10 Minutes
Mile Square Golf Course	10401 Warner Ave, Fountain Valley, CA 92708	Private	Facility Rentals	Unsure	4 Minutes
Murdy Park & Community Center	7000 Norma Dr, Huntington Beach, CA 92647	Public	Rentals, Classes, Camps, Tennis, Pickleball, Adult Sports, Field Rentals	Varies	12 Minutes
Norma Hertzog Community Center	1845 Park Ave, Costa Mesa, CA 92627	Public	Facility Rentals	Higher	24 Minutes
OC Boardroom	8896 Warner Ave, Fountain Valley, CA 92708	Private	Billiards Hall	Higher	6 Minutes

PARKS & COMMUNITY SERVICES MASTER PLAN

OC Parks - Mile Square Park	16801 Euclid St, Fountain Valley, CA 92708	Public	Rentals, Field Rentals, Events	Varies	4 Minutes
Ozzie's Sports Bar & Lounge	17110 Brookhurst St, Fountain Valley, CA 92708	Private	Billiards Hall	Higher	6 Minutes
Salgado Recreation Center	706 N Newhope St, Santa Ana, CA 92704	Public	Classes, Youth and Adult Sports	Varies	9 Minutes
Sapphire Center (Old Saigon Grand Center)	16149 Brookhurst St, Fountain Valley, CA 92708	Private	Facility Rentals	Varies	3 Minutes
Senior Center in Central Park	18041 Goldenwest St, Huntington Beach, CA 92648	Public	Senior Center with some classes, programs, & events	Varies	12 Minutes
Soccer 6	300 Fischer Ave, Costa Mesa, CA 92626	Private	Adult Soccer League	Unsure	15 Minutes
Westminster City Senior Center	8200 Westminster Blvd., Westminster, CA 92683	Public	Senior Center with some classes, programs, & events	Varies	16 Minutes
Westminster Community Services	8200 Westminster Blvd.,	Public	Classes, Rentals, Camps	Varies	13 Minutes

PARKS & COMMUNITY SERVICES MASTER PLAN

	Westminster, CA 92683				
Win Win Pickleball Orange County	17280 Newhope St #5E, Fountain Valley, CA 92708	Private	Pickleball	Higher	9 Minutes

APPENDIX D - PARK & FACILITY EVALUTATIONS

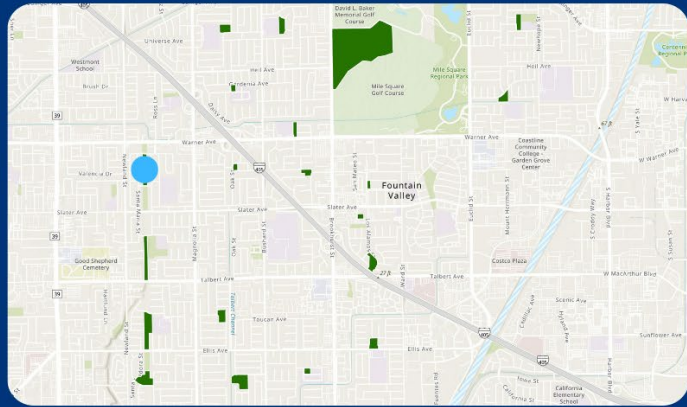
The following pages provide a point-in-time summary for each park within the Fountain Valley park system, reflecting conditions as of summer 2025. Each summary includes key information on existing amenities and features available at each site. To visually support this information, an aerial site plan 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 summer 2025. 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.



Allen Park

16149 Mesquite Circle

Neighborhood
Suburban
3.90 Acres

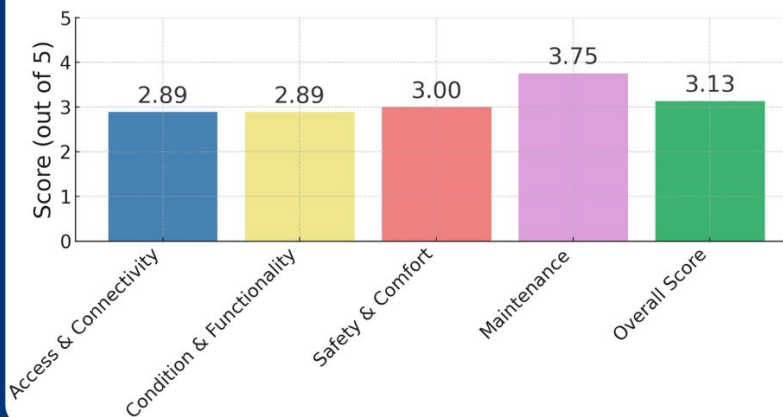


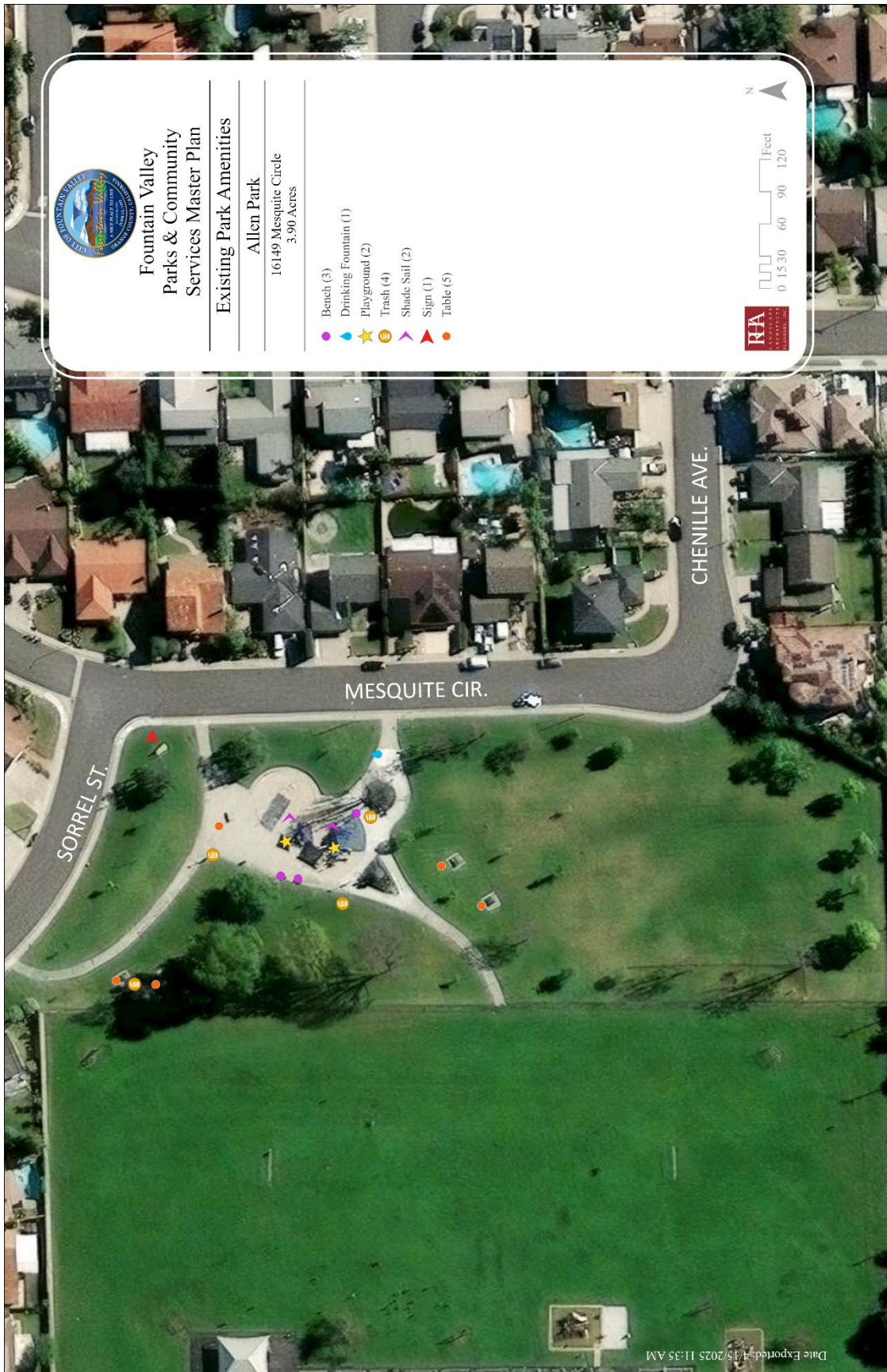
SITE AMENITIES

- 3 Benches
- 1 Drinking Fountain
- 1 Playground (2-5)
- 1 Playground (5+)
- 2 Shade Sails
- 1 Sign
- 5 Tables
- 4 Trash Receptacles



Assessment Scores by Category

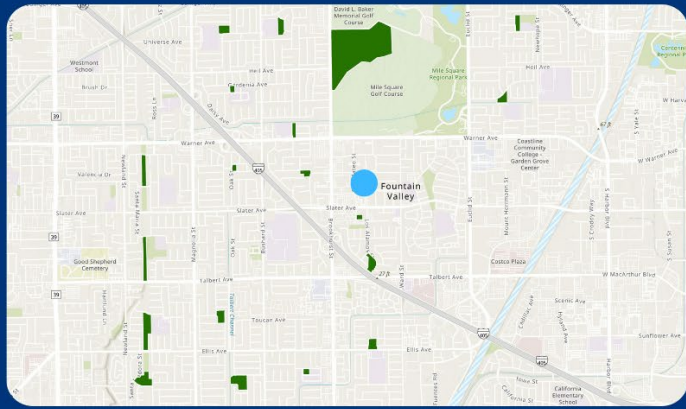




Colony Park

10252 Cinco De Juarez

Neighborhood
Suburban
.68 Acres

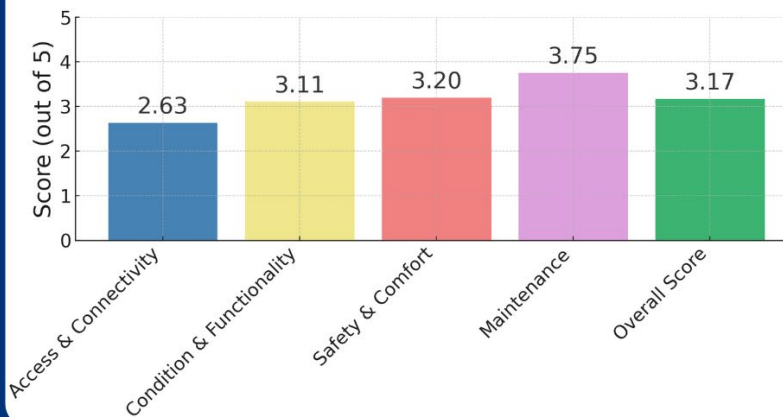


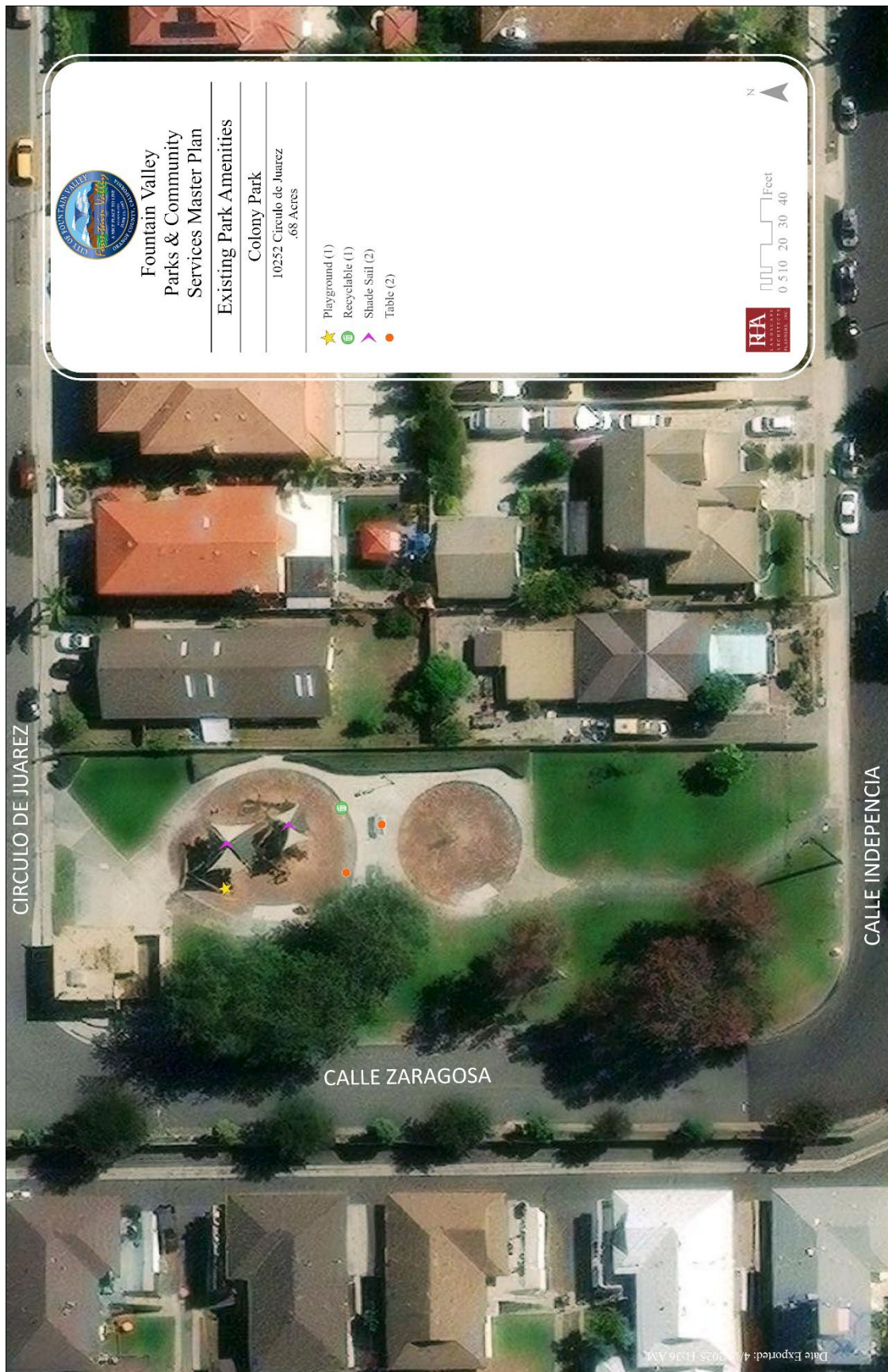
SITE AMENITIES

- 1 Playground (5+)
- 2 Shade Sails
- 2 Tables
- 1 Trash Receptacle



Assessment Scores by Category

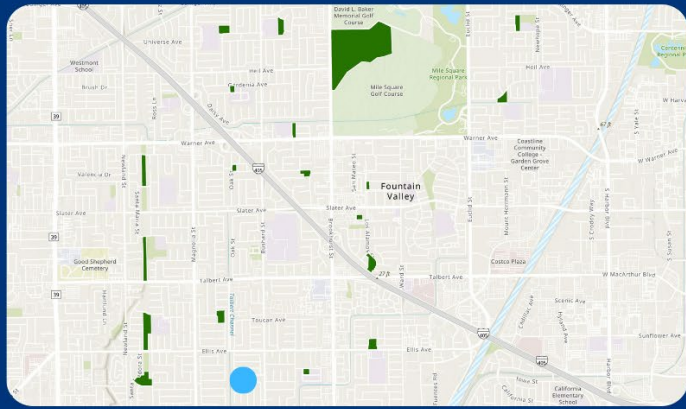




Cordata Park

178761 Cordata St.

Neighborhood
Suburban
4.53 Acres

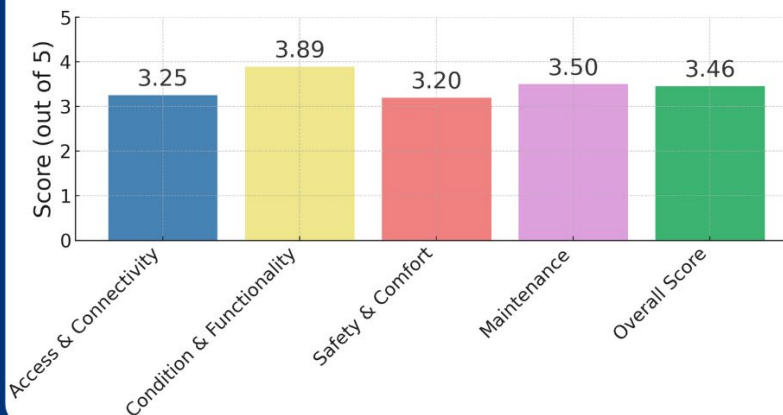


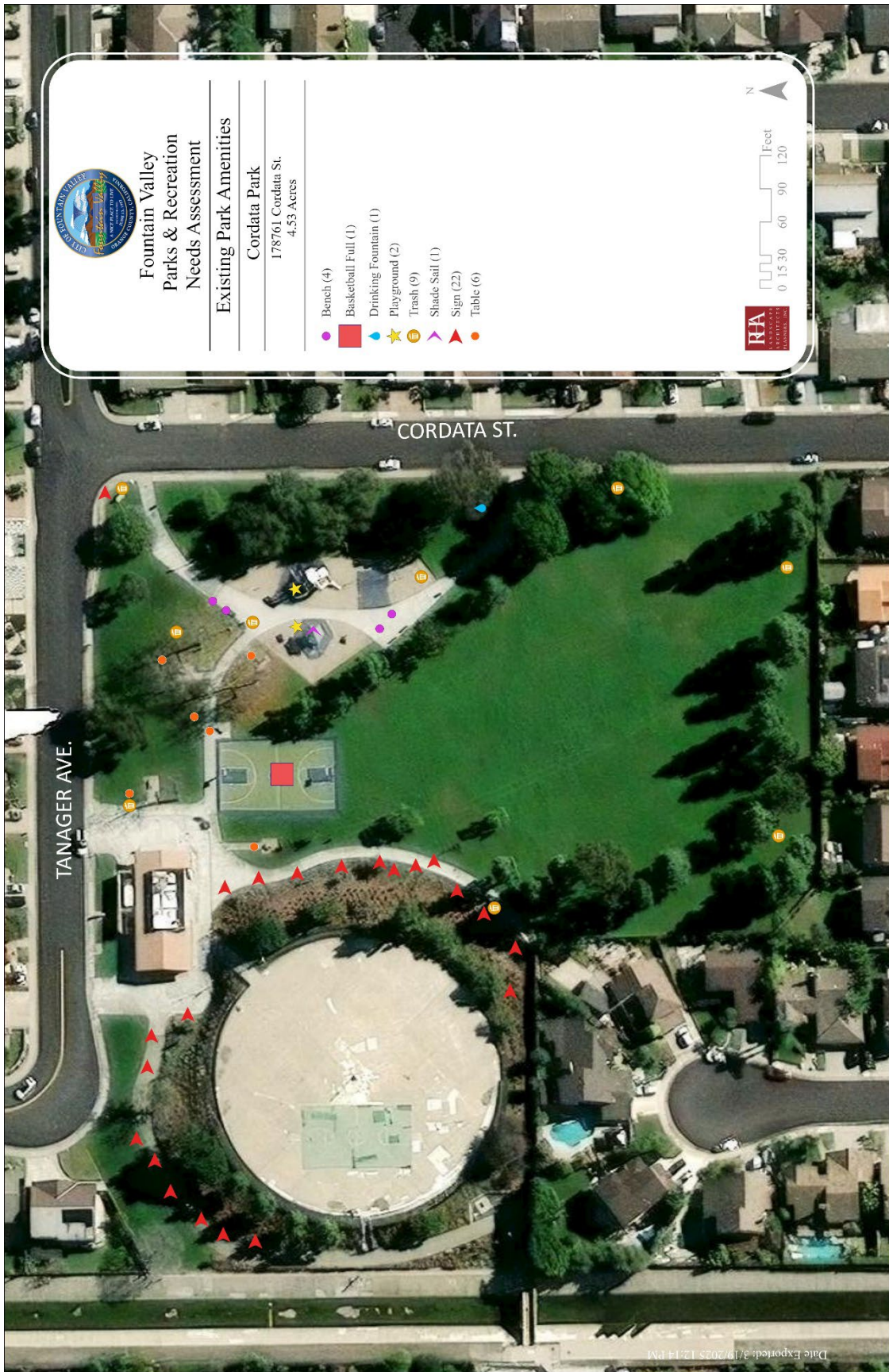
SITE AMENITIES

- 4 Benches
- 1 Basketball Court (Full)
- 1 Drinking Fountain
- 1 Playground (2-5)
- 1 Playground (5+)
- 1 Shade Sail
- 22 Signs
- 6 Tables
- 9 Trash Receptacles



Assessment Scores by Category

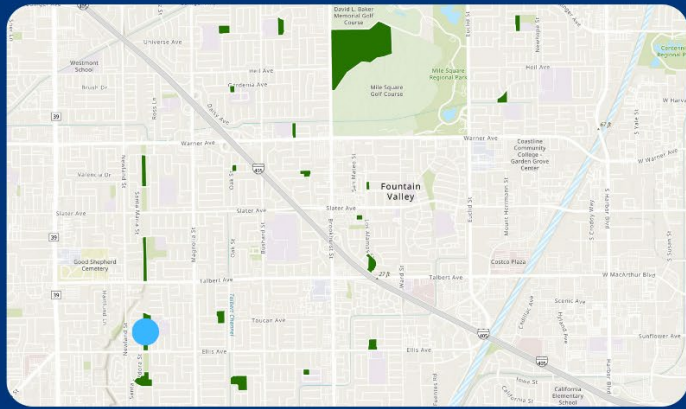




Courreges Park

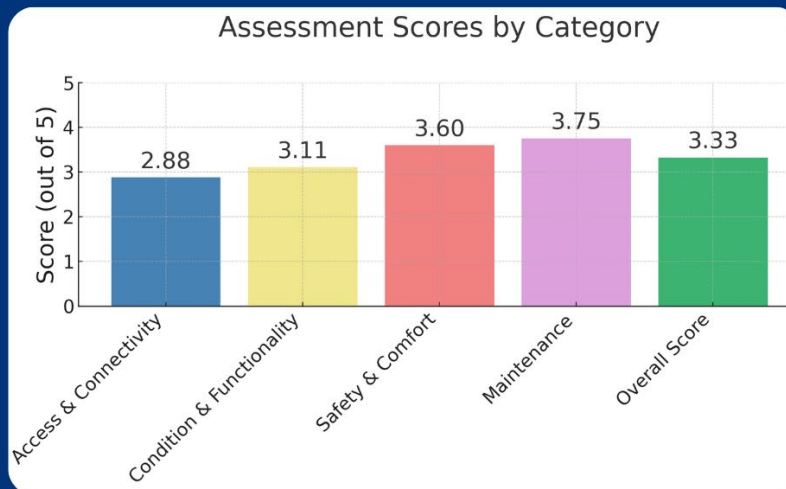
8665 Rogue River Ave.

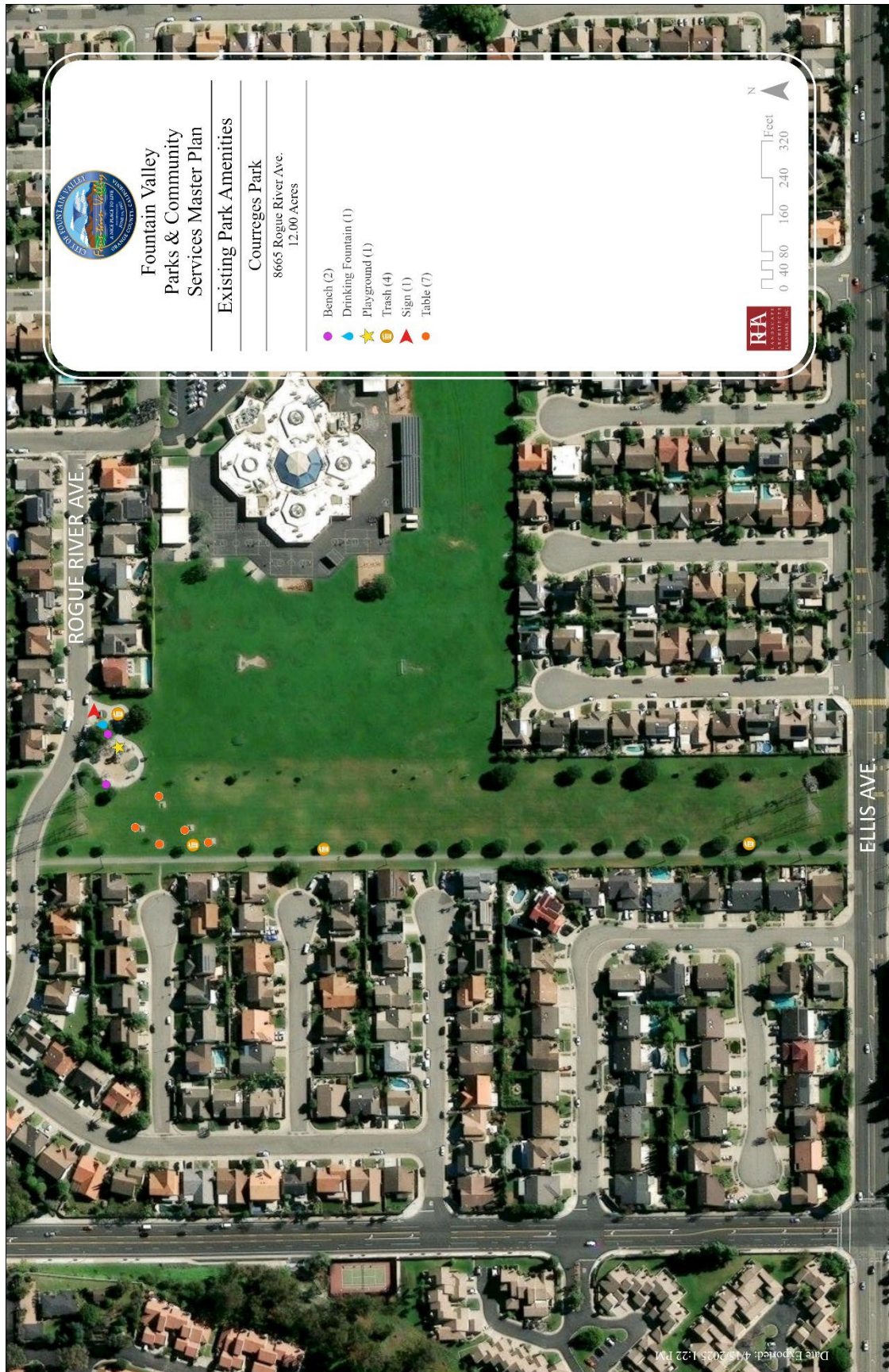
Neighborhood
Suburban
12 Acres



SITE AMENITIES

- 2 Benches
- 1 Drinking Fountain
- 1 Playground (5+)
- 1 Sign
- 7 Tables
- 4 Trash Receptacles

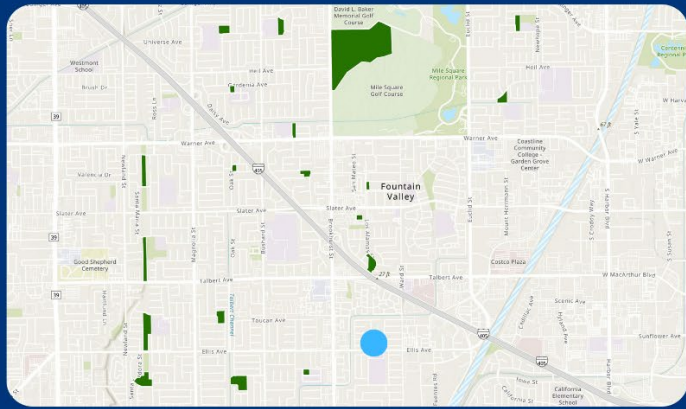




Ellis Park

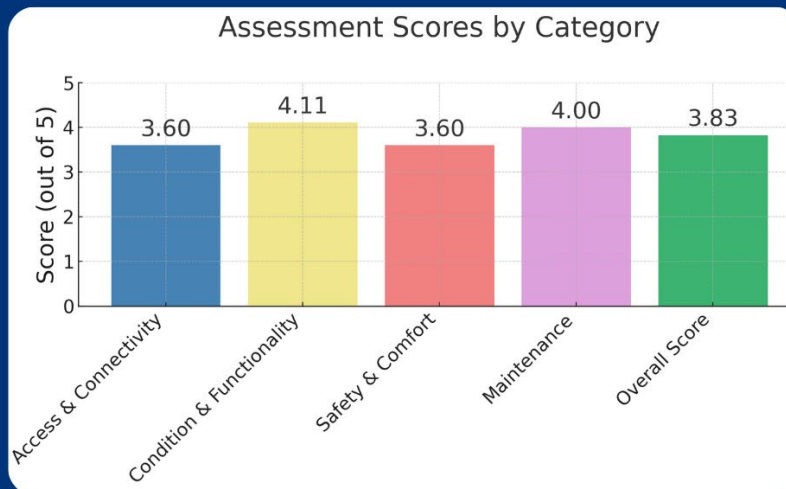
10301 Ellis Ave.

Neighborhood
Suburban
3 Acres



SITE AMENITIES

- 1 Basketball Court (Full)
- 6 Benches
- 1 Drinking Fountain
- 1 Playground(2-5)
- 1 Playground (5+)
- 1 Pergola
- 2 Signs
- 2 Tennis Courts
- 9 Trash Receptacles
- 10 Tables
- 1 Volleyball Court

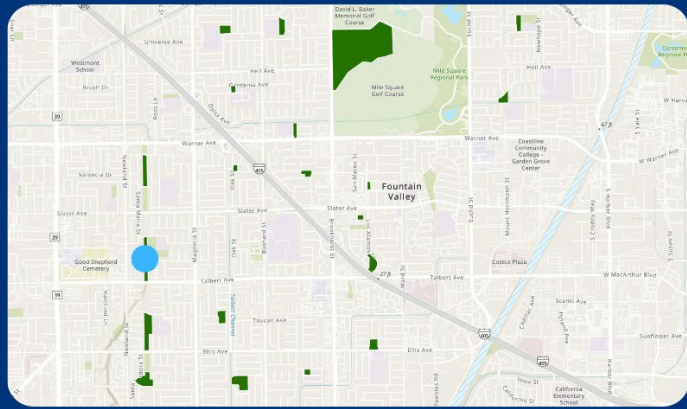




Fulton Park

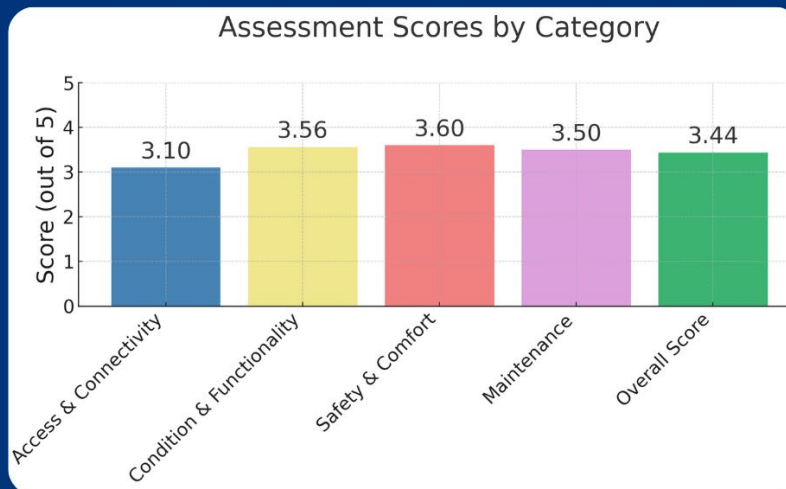
8620 El Lago Ave.

Neighborhood
Suburban
13.27 Acres



SITE AMENITIES

- 2 Benches
- 1 Drinking Fountain
- 1 Playground (2-5)
- 1 Sign
- 1 Table
- 5 Trash Receptacles

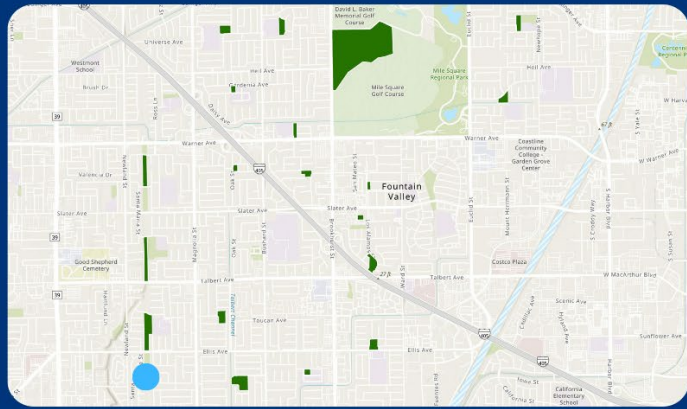




Harper Park

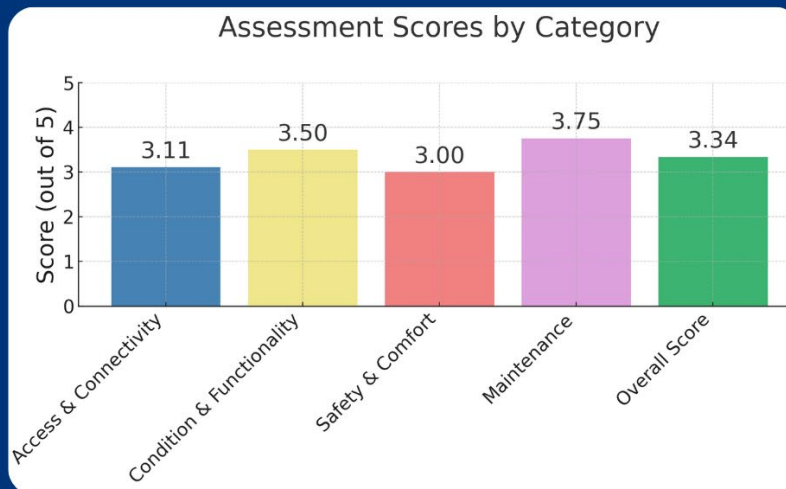
8675 Bluebird Ave.

Neighborhood
Suburban
8.50 Acres



SITE AMENITIES

- 1 Barbecue
- 1 Bench
- 1 Drinking Fountain
- 1 Playground (2-5)
- 1 Playground (5+)
- 1 Sign
- 9 Tables
- 6 Trash Receptacles

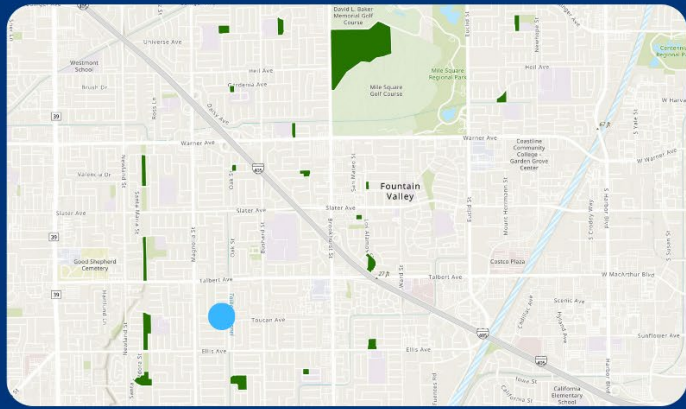




Helm Park

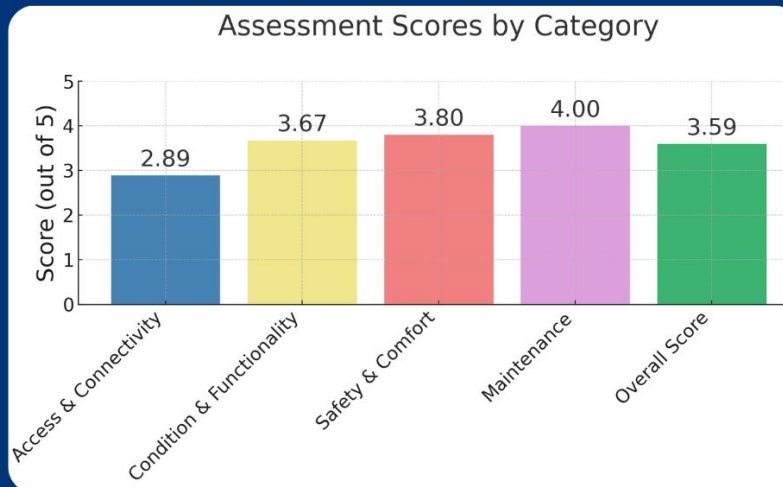
9170 Helm Ave.

Neighborhood
Suburban
3.10 Acres



SITE AMENITIES

- 1 Barbecue
- 5 Benches
- 1 Basketball Court (Full)
- 1 Drinking Fountain
- 1 Playground (5+)
- 1 Shade Sail
- 2 Signs
- 6 Tables
- 4 Trash Receptacles

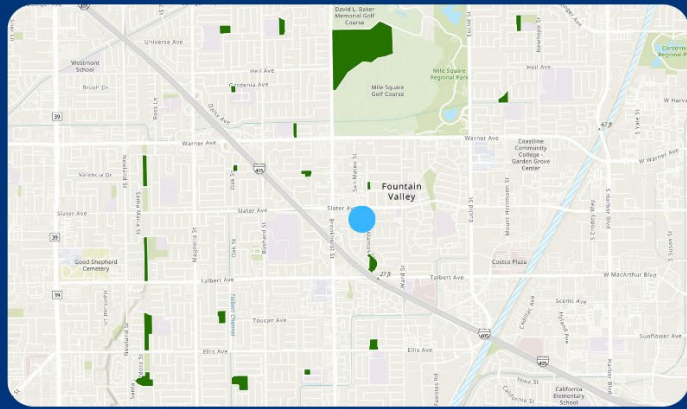




Heritage Park

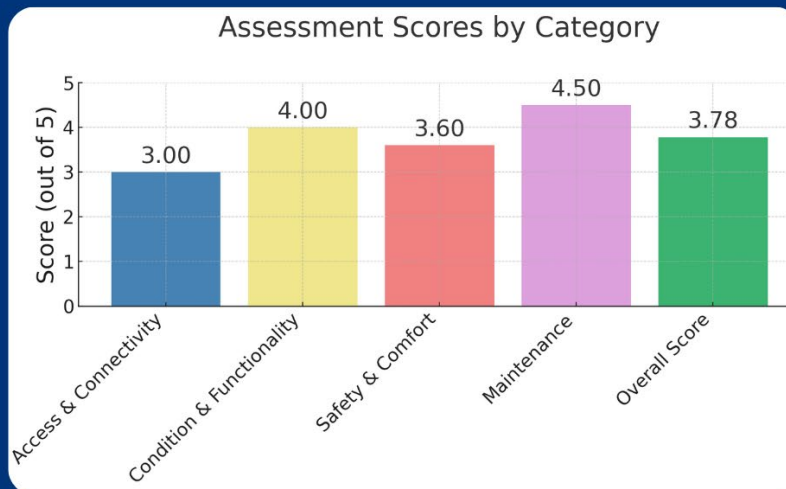
7641 Los Alamos St.

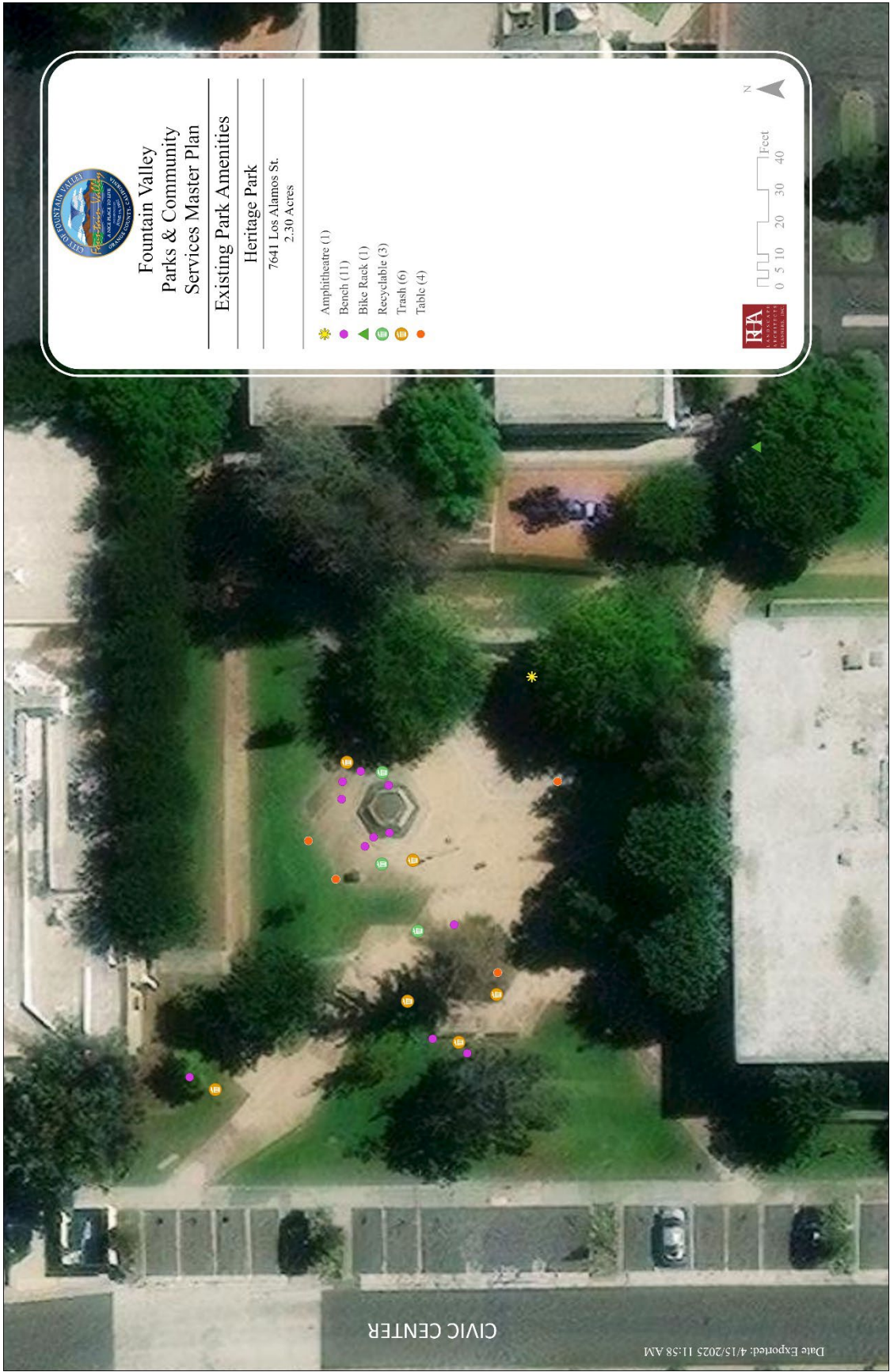
Neighborhood
Downtown
2.30 Acres



SITE AMENITIES

- 1 Amphitheater
- 11 Benches
- 1 Bike Rack
- 4 Tables
- 9 Trash Receptacles

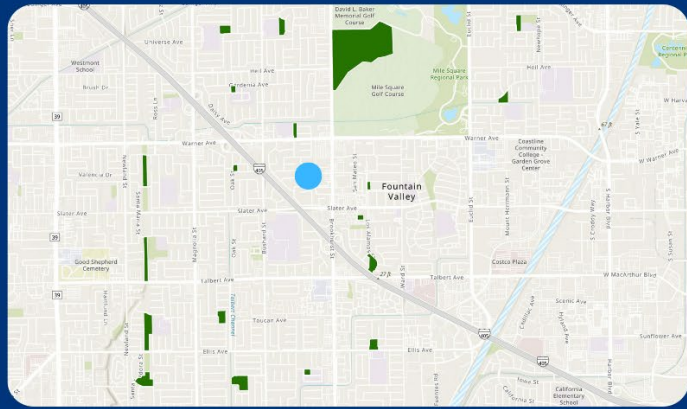




La Capilla Park

9720 La Capilla Ave.

Neighborhood
Suburban
2.37 Acres

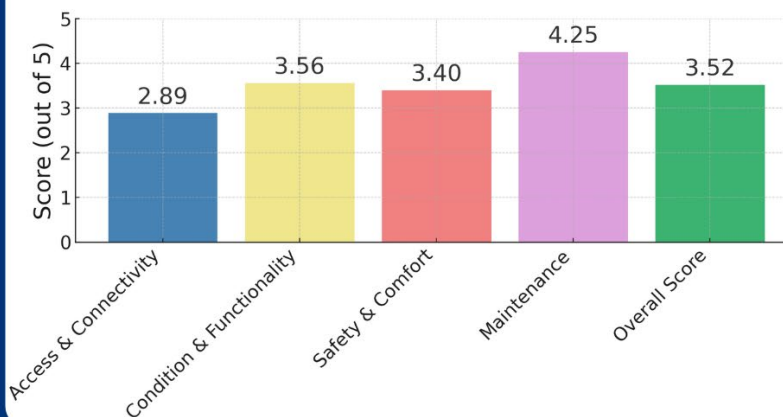


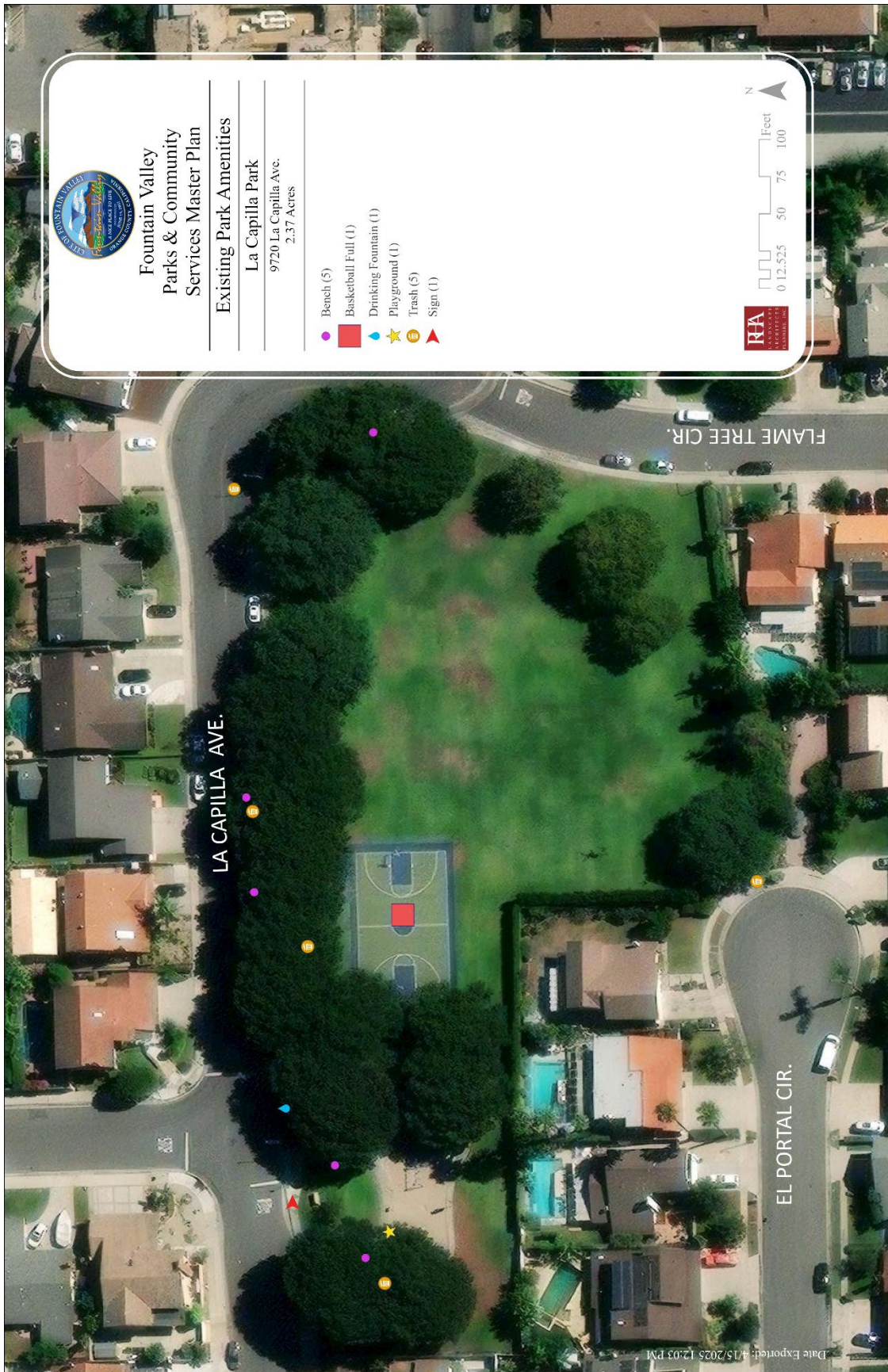
SITE AMENITIES

- 5 Benches
- 1 Basketball Court (Full)
- 1 Drinking Fountain
- 1 Playground (5+)
- 1 Sign
- 5 Trash Receptacles



Assessment Scores by Category

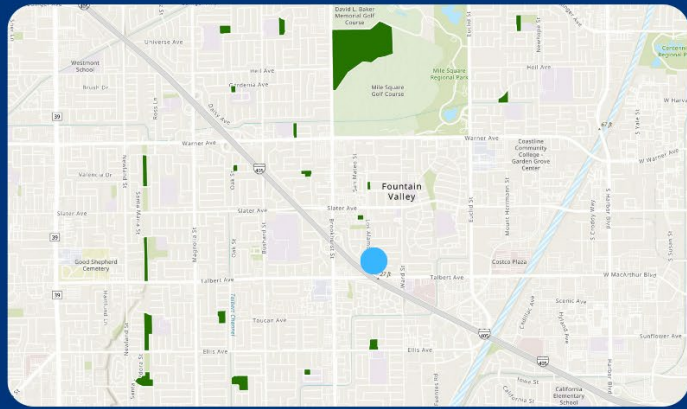




Los Alamos Park

7901 Los Alamos St.

Neighborhood
Suburban
4.02 Acres

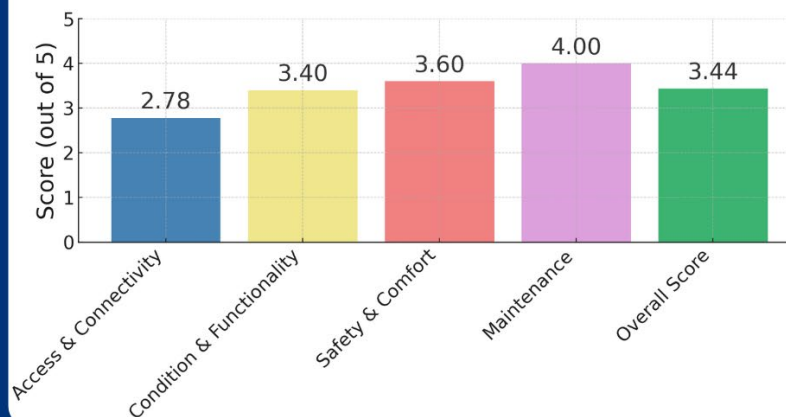


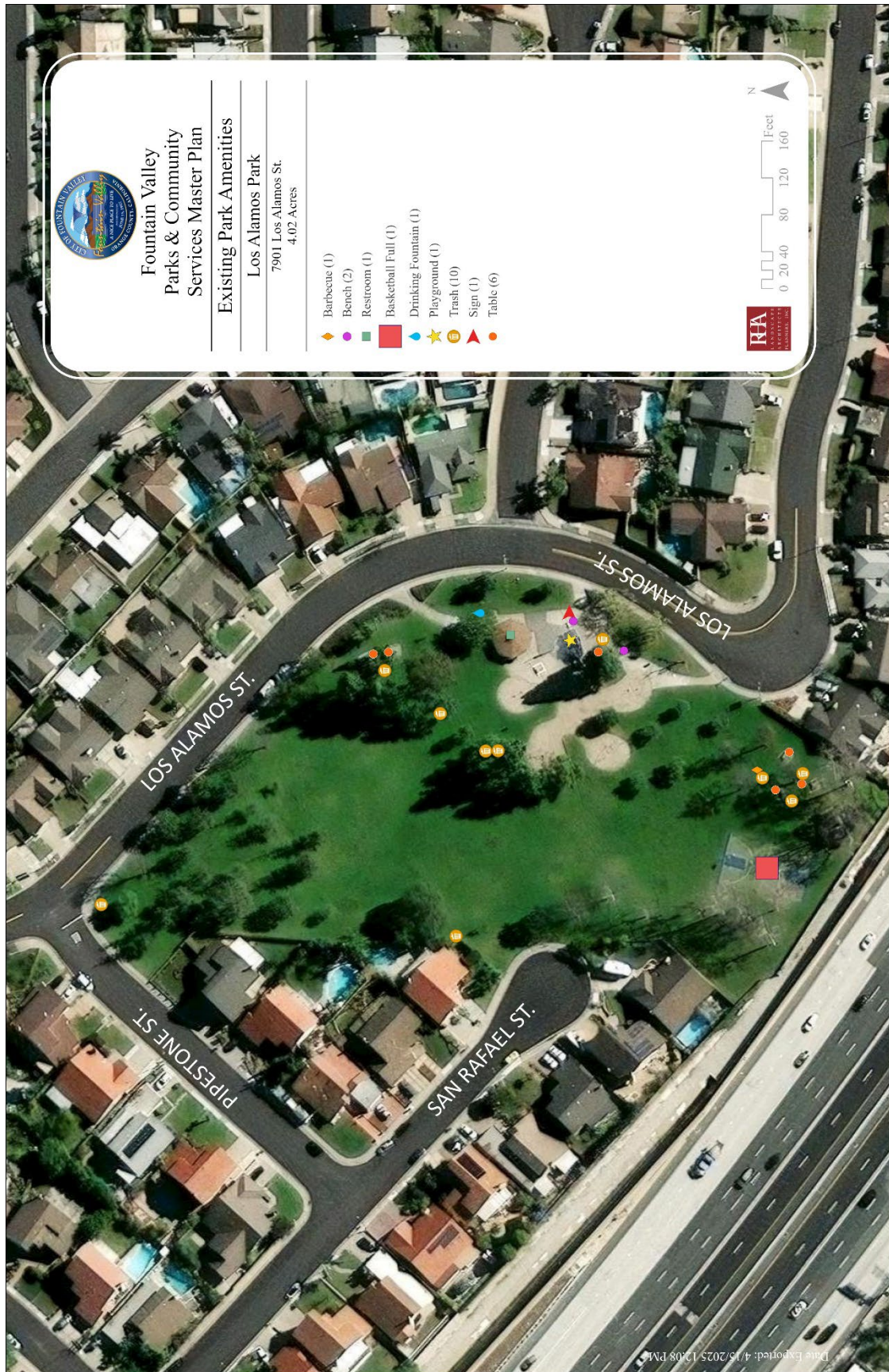
SITE AMENITIES

- 1 Barbecue
- 2 Benches
- 1 Basketball Court (Full)
- 1 Drinking Fountain
- 1 Playground (5+)
- 1 Sign
- 1 Restroom
- 6 Tables
- 10 Trash Receptacles



Assessment Scores by Category

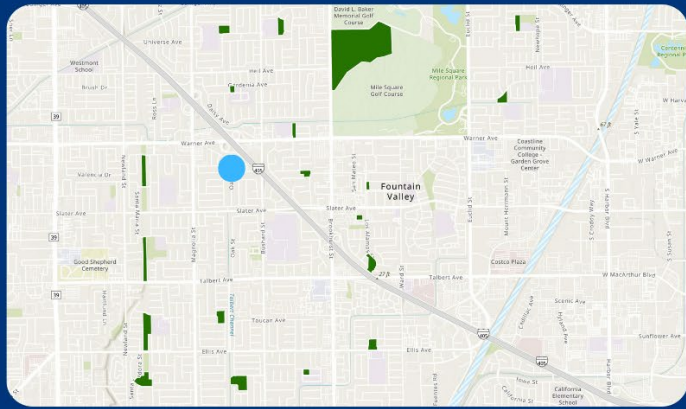




McDowell Park

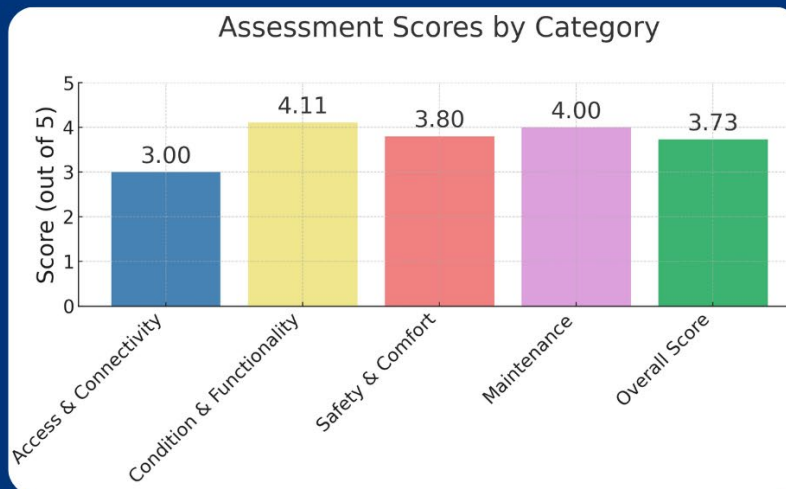
17200 Oak St.

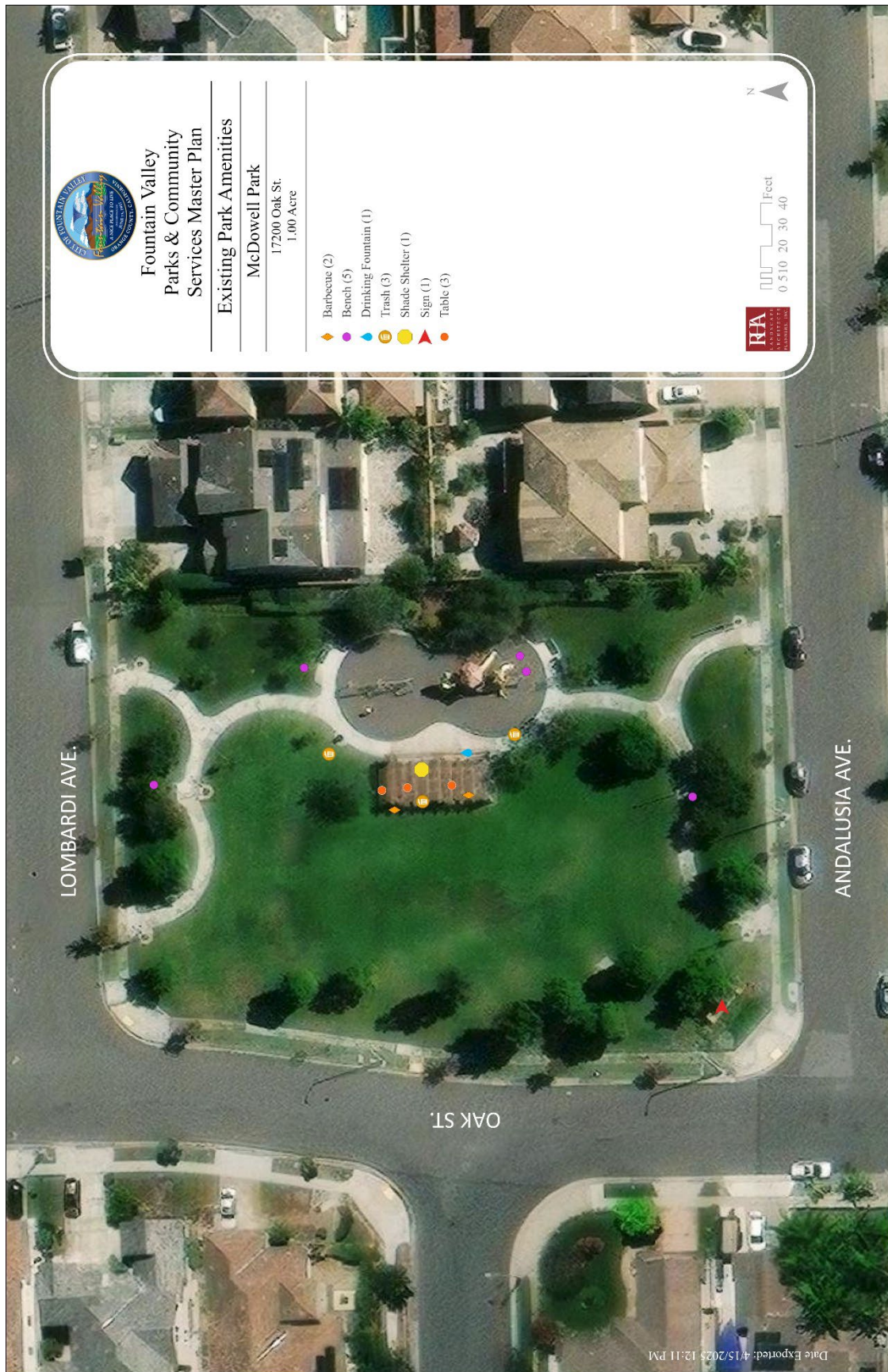
Neighborhood
Suburban
1.00 Acre



SITE AMENITIES

- 2 Barbecues
- 5 Benches
- 1 Drinking Fountain
- 1 Pergola
- 1 Sign
- 3 Tables
- 3 Trash Receptacles

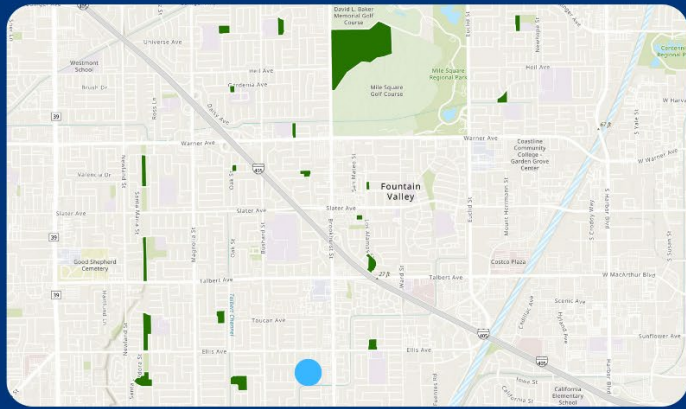




Moiola Park

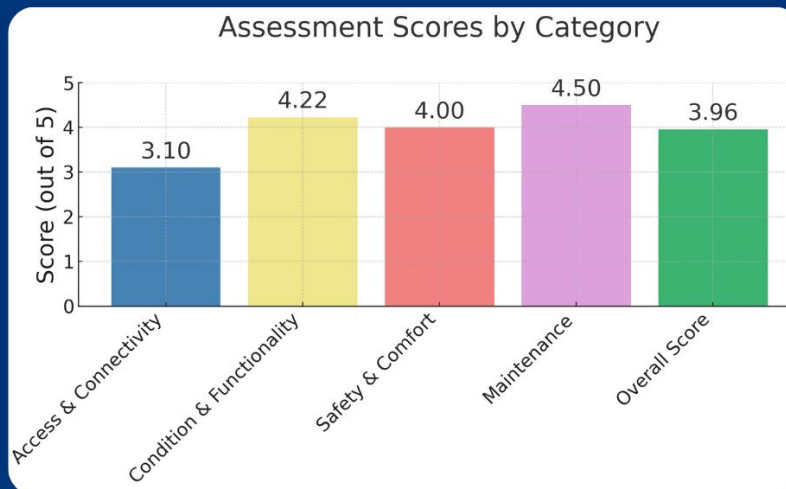
9790 Finch Ave.

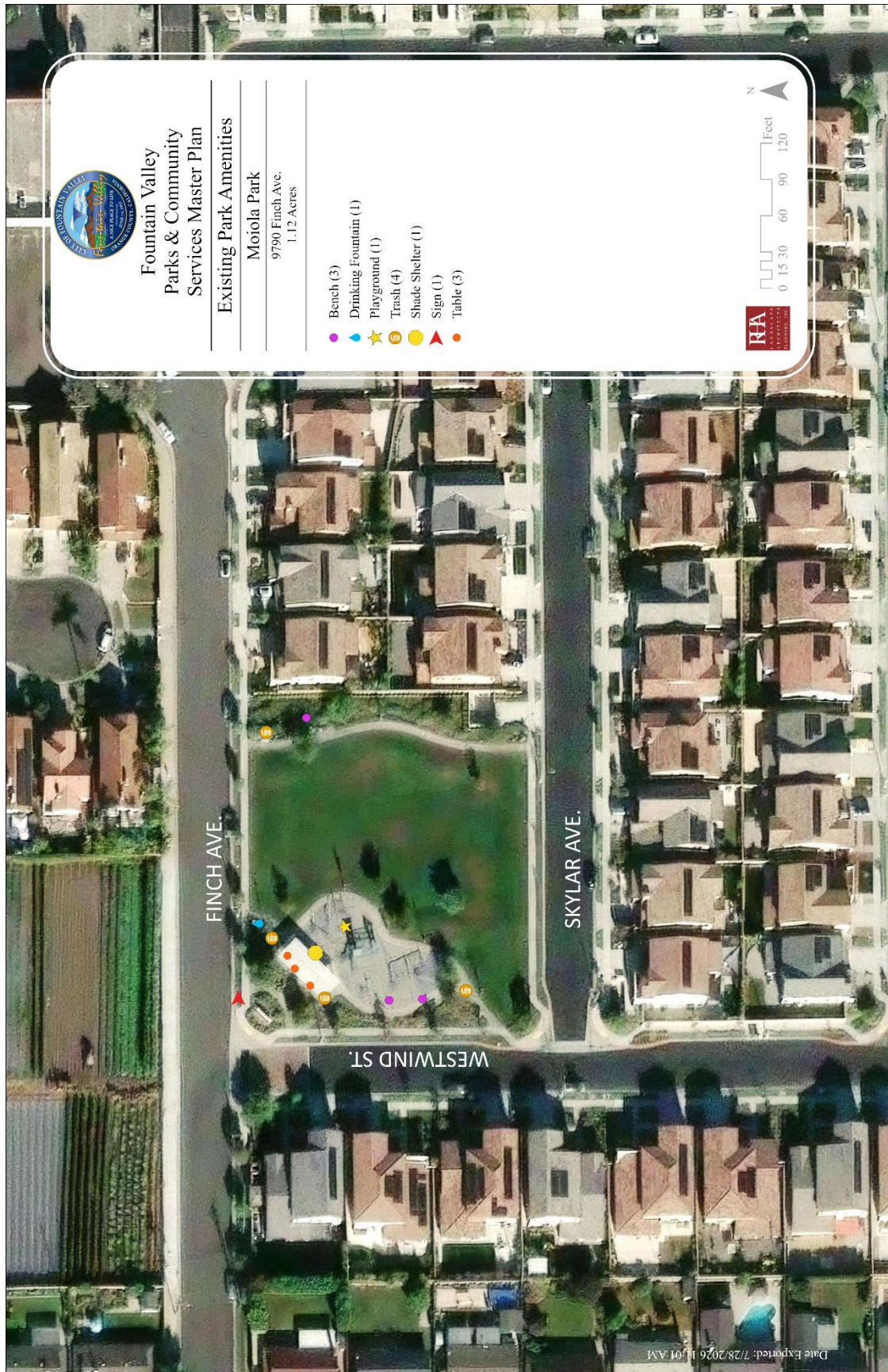
Neighborhood
Suburban
1.12 Acres



SITE AMENITIES

- 3 Benches
- 1 Drinking Fountain
- 1 Playground (5+)
- 1 Pergola
- 1 Sign
- 3 Tables
- 4 Trash Receptacles

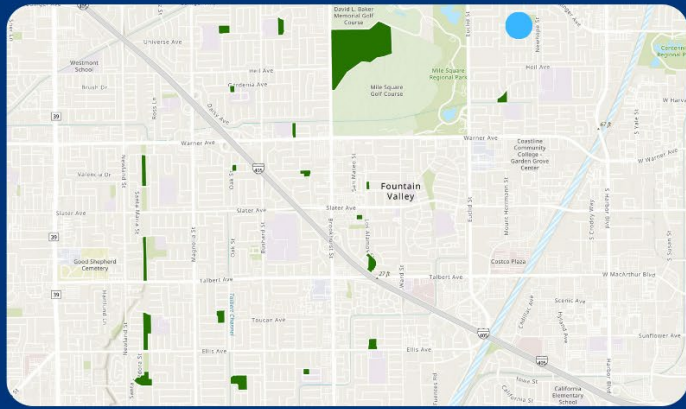




Monroe Park

11370 Mt. Bodie Ave.

Neighborhood
Suburban
2.75 Acres

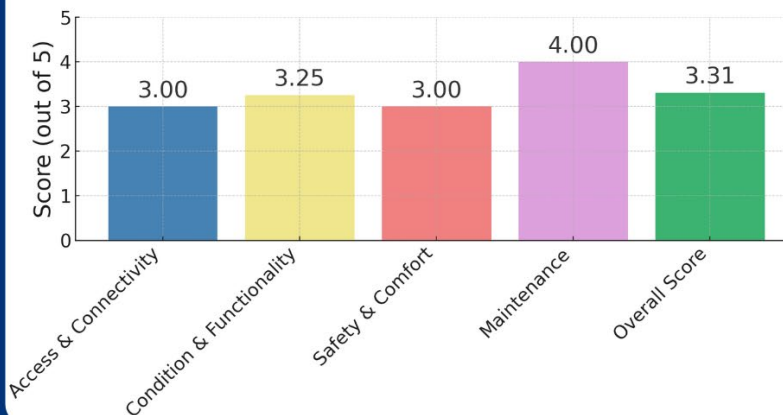


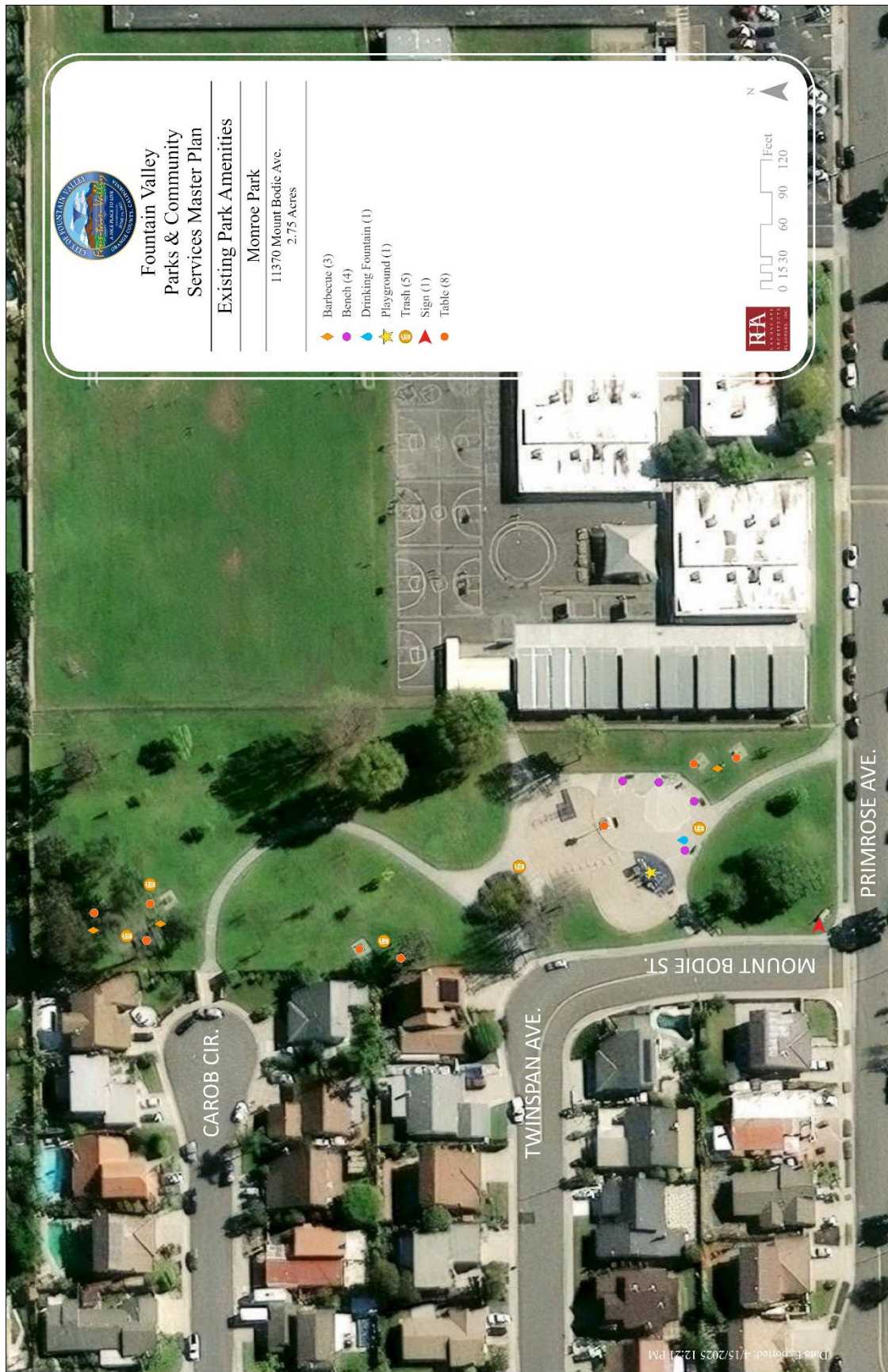
SITE AMENITIES

- 3 Barbecues
- 4 Benches
- 1 Drinking Fountain
- 1 Playground (5+)
- 1 Sign
- 8 Tables
- 5 Trash Receptacles



Assessment Scores by Category

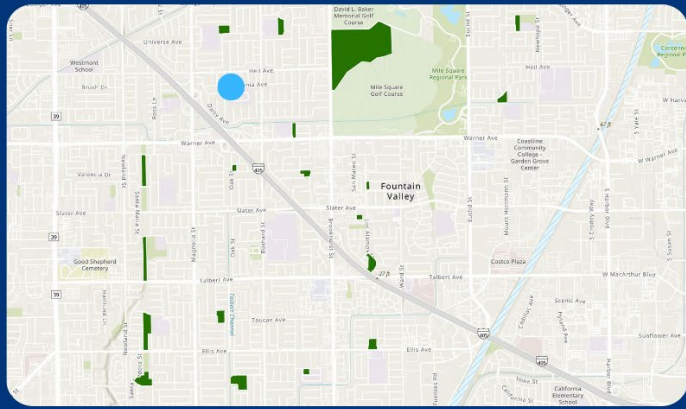




Nieblas Park

9300 Gardenia Ave.

Neighborhood
Suburban
1.00 Acre

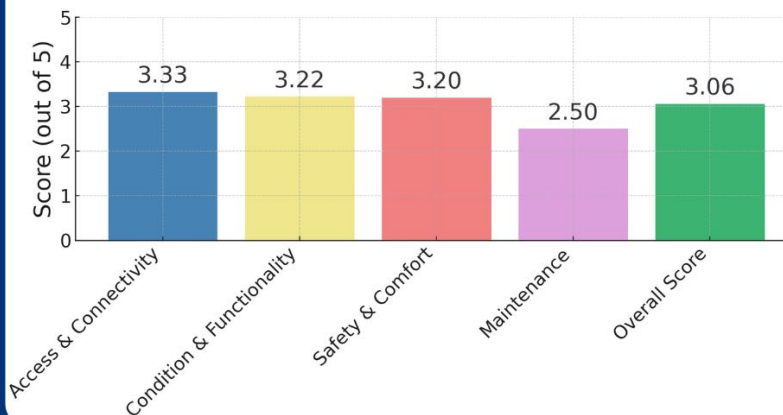


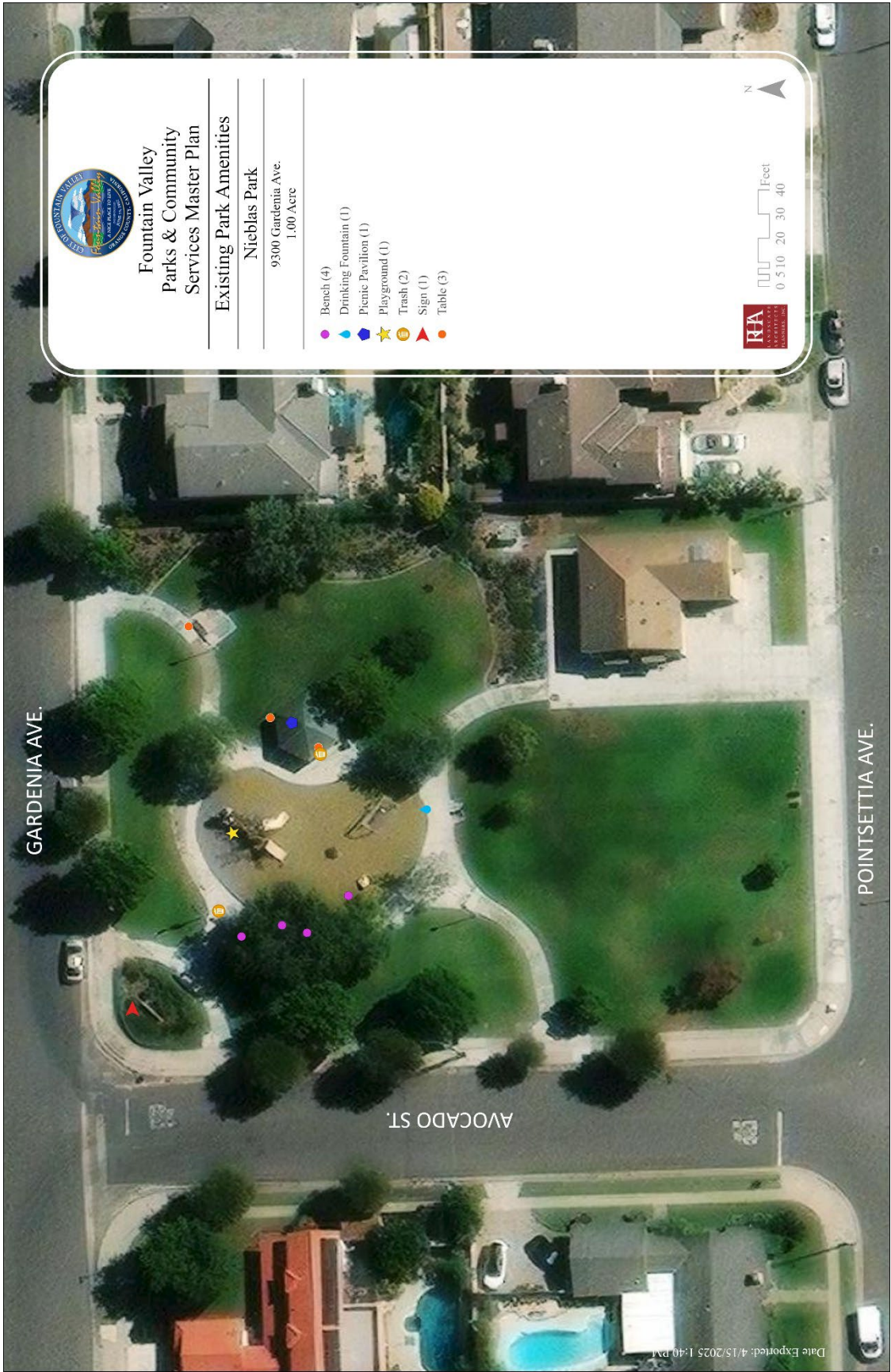
SITE AMENITIES

- 4 Benches
- 1 Drinking Fountain
- 1 Picnic Shelter
- 1 Playground (5+)
- 1 Sign
- 3 Tables
- 2 Trash Receptacles



Assessment Scores by Category

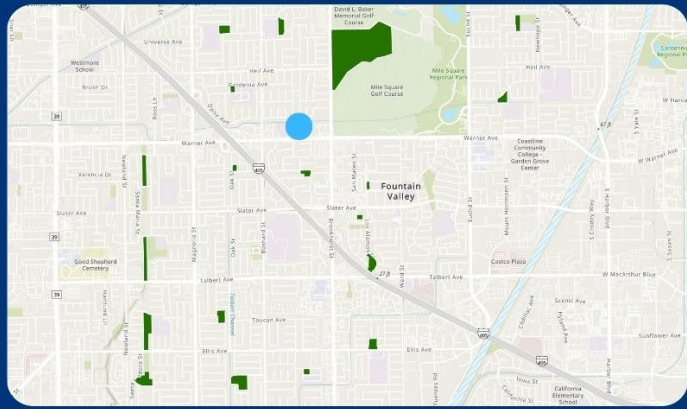




Plavan Park

9745 Warner Ave.

Neighborhood
Suburban
2.06 Acres

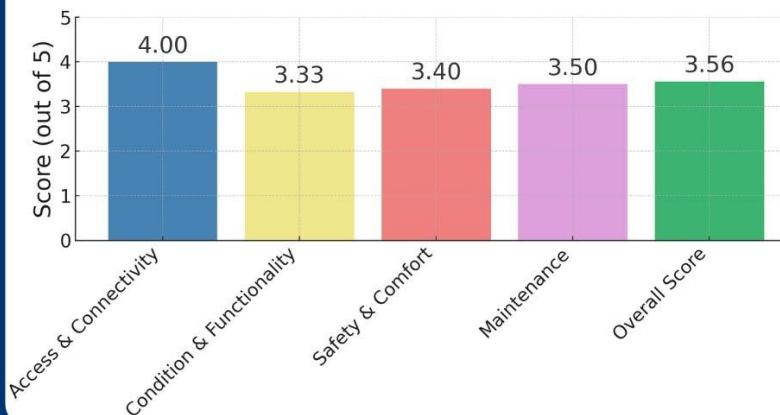


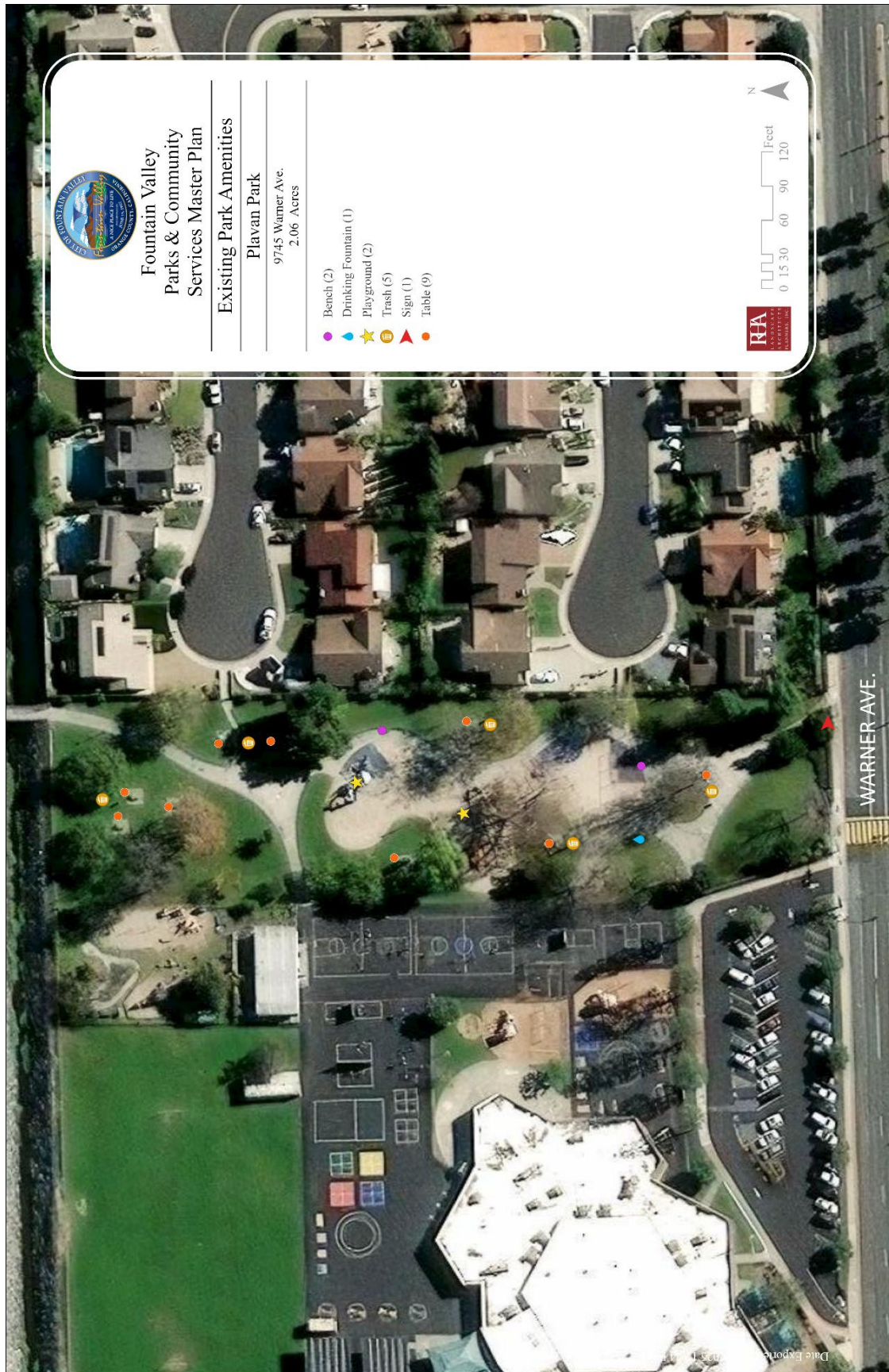
SITE AMENITIES

- 2 Benches
- 1 Drinking Fountain
- 1 Playground (2-5)
- 1 Playground (5+)s
- 1 Sign
- 10 Tables
- 6 Trash Receptacles



Assessment Scores by Category

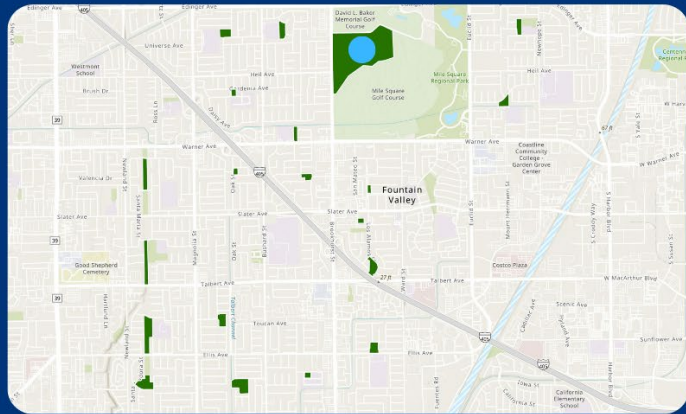




Recreation Center & Sports Park

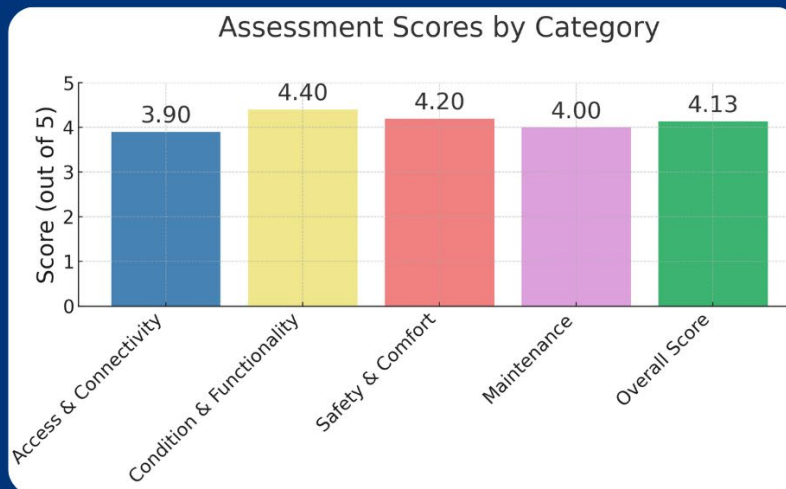
16400 Brookhurst St.

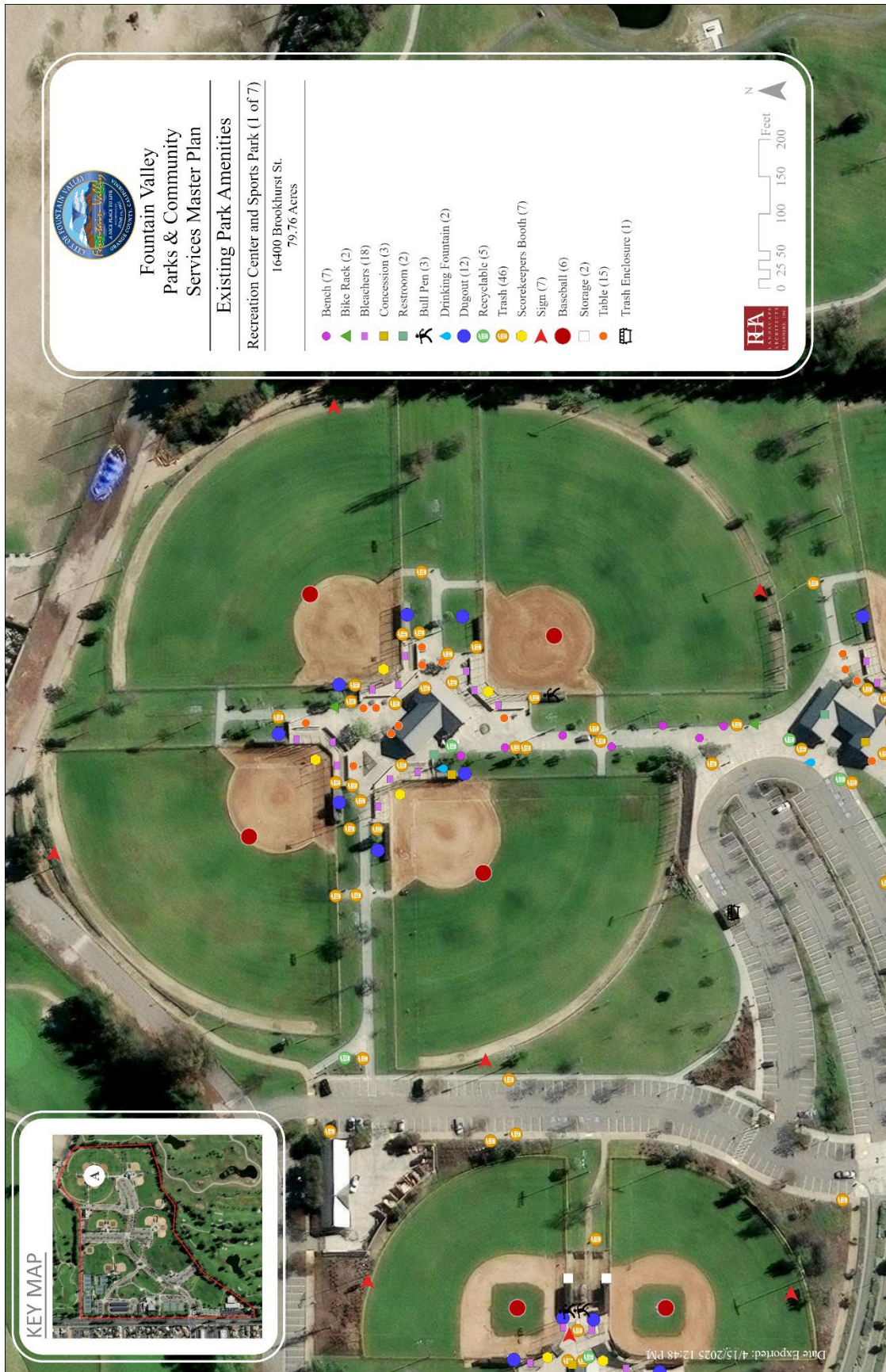
**Regional
Suburban
78.09 Acres**

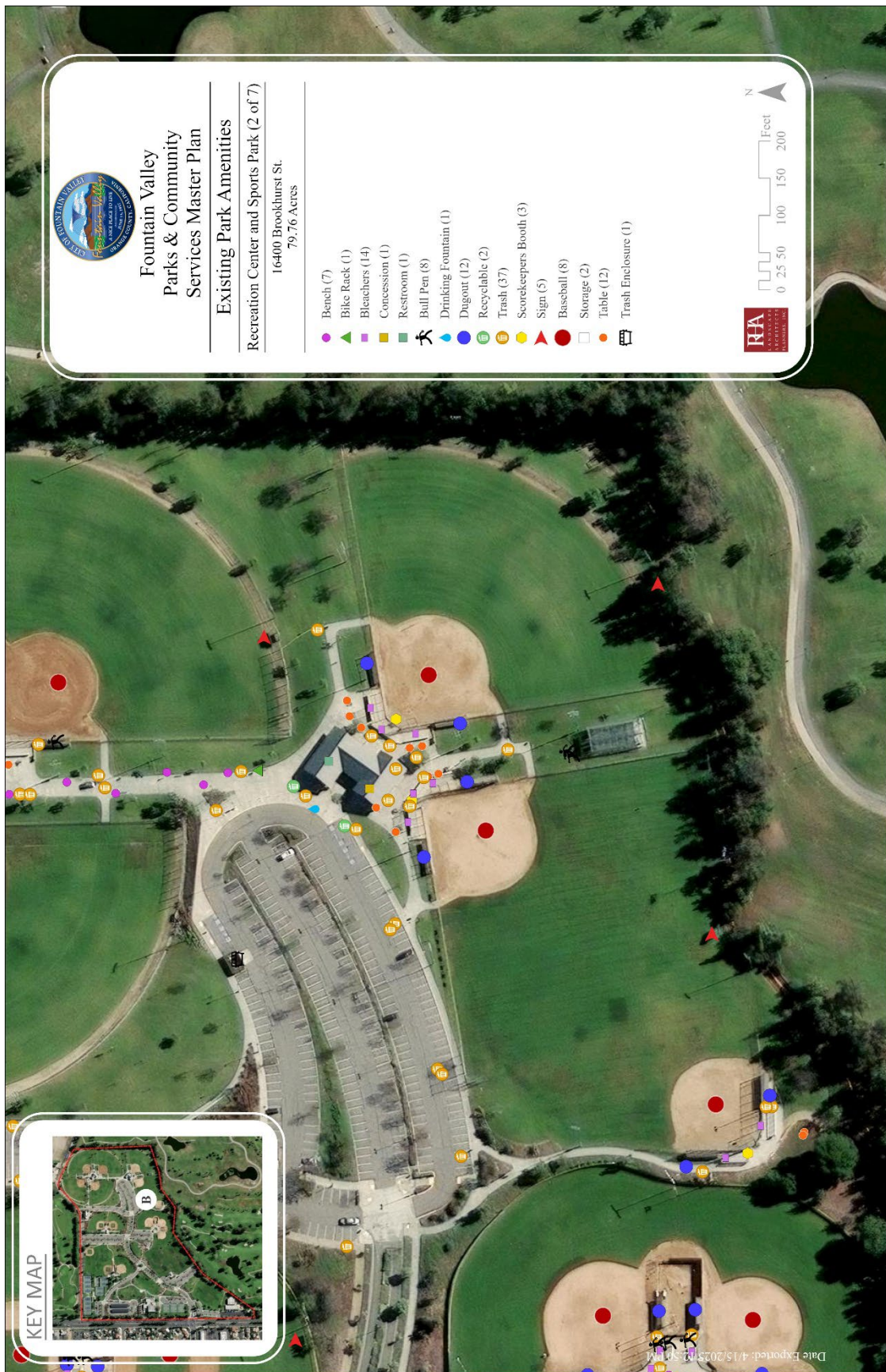


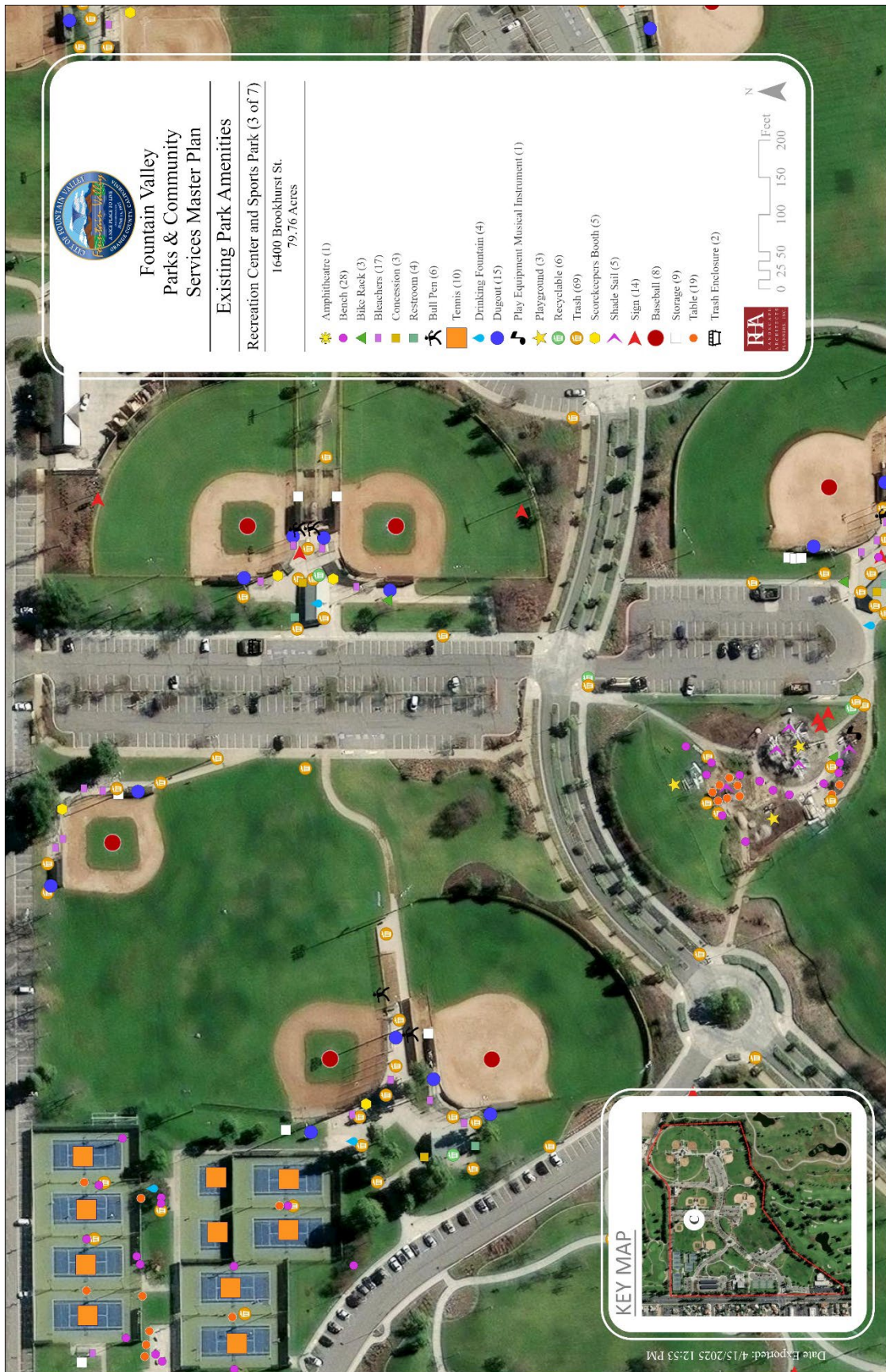
SITE AMENITIES

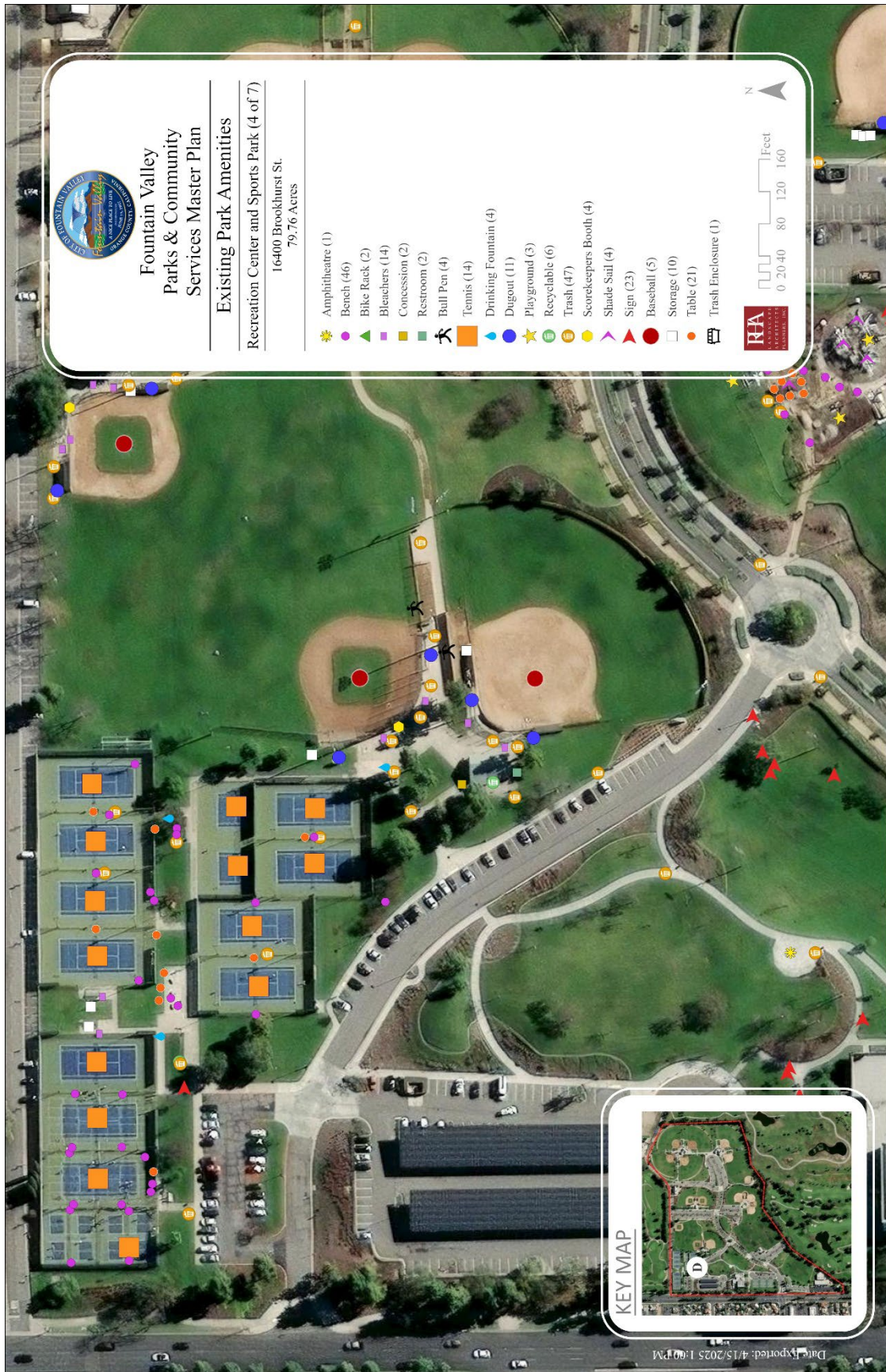
1 Amphitheater	15 Lighted Ballfields
74 Benches	9 Drinking Fountains
8 Bike Racks	29 Dugouts
42 Bleachers	11 Storages
7 Buildings	46 Tables
11 Bullpens	170 Trash Receptacles
6 Basketball Courts (Full)	4 Trash Enclosures
1 Playgrounds (5+)	7 Restrooms
11 Scorekeepers Booths	3 Rectangular Sports Fields
11 Tennis Courts	
4 Pickleball Courts	
5 Shade Sails	
42 Signs	

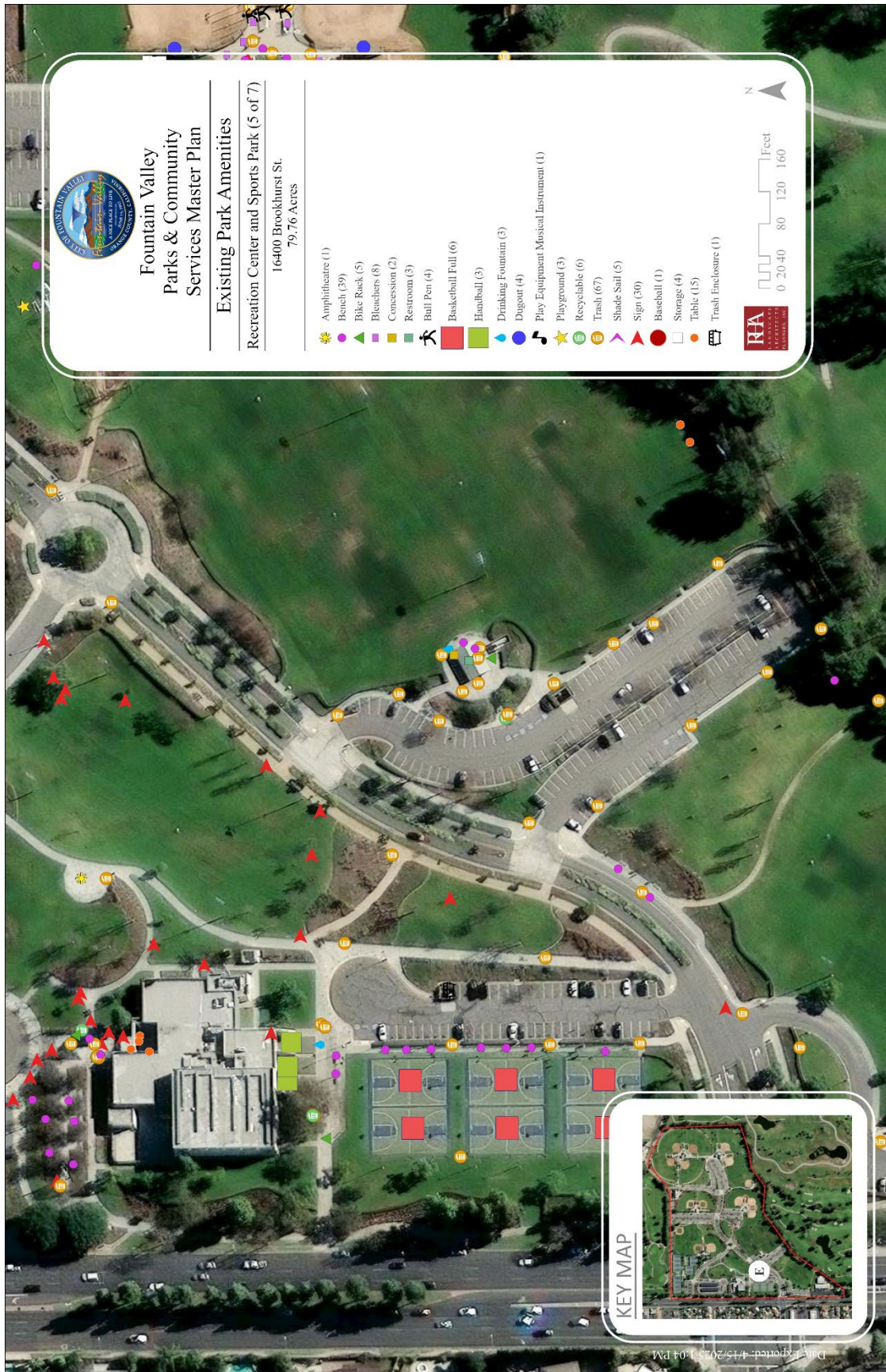


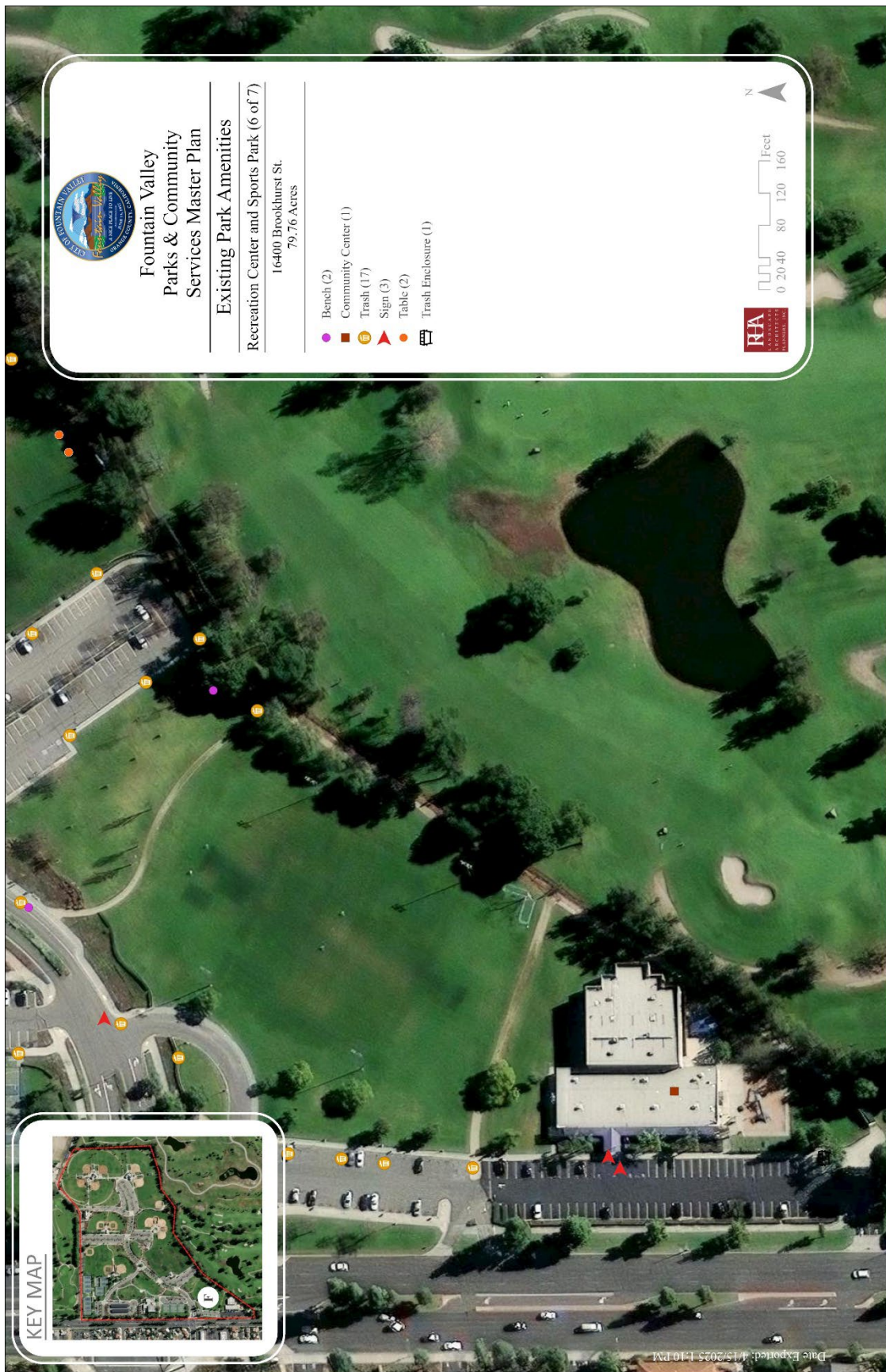


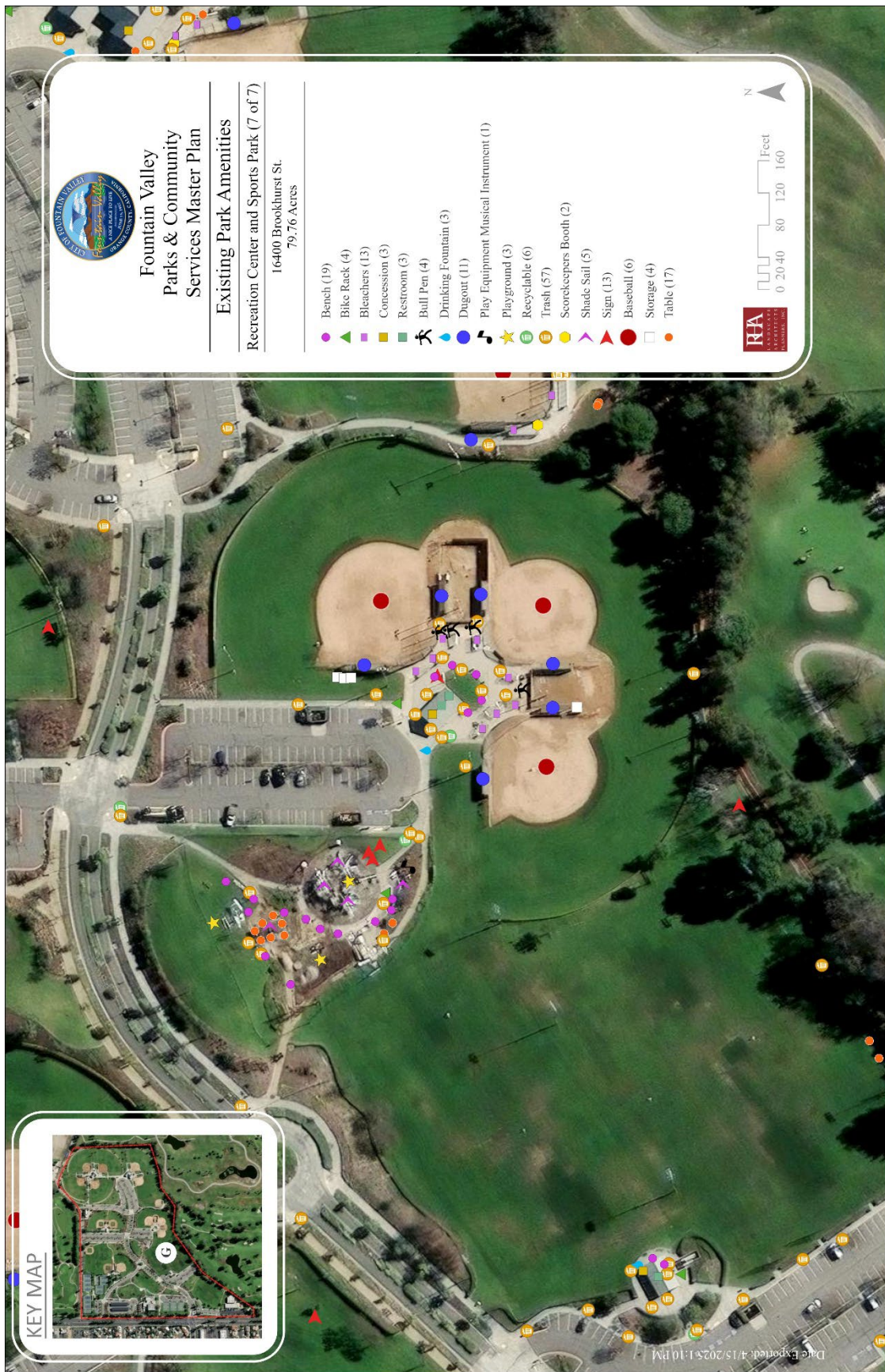








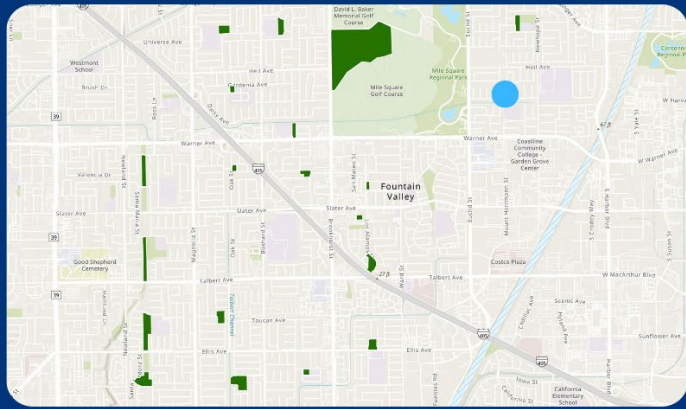




Stonecress Park

1240 Stonecress Ave.

Neighborhood
Suburban
2.22 Acres

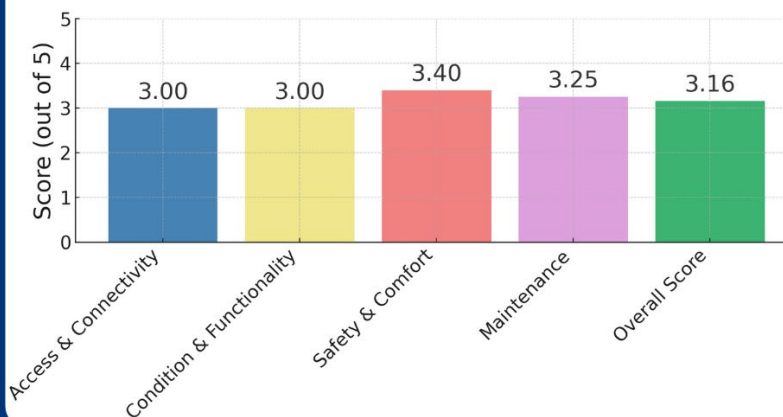


SITE AMENITIES

- 1 Barbecue
- 2 Benches
- 1 Court - Basketball Full
- 1 Drinking Fountain
- 1 Playground (5+)
- 2 Signs
- 7 Tables
- 7 Trash Receptacles



Assessment Scores by Category

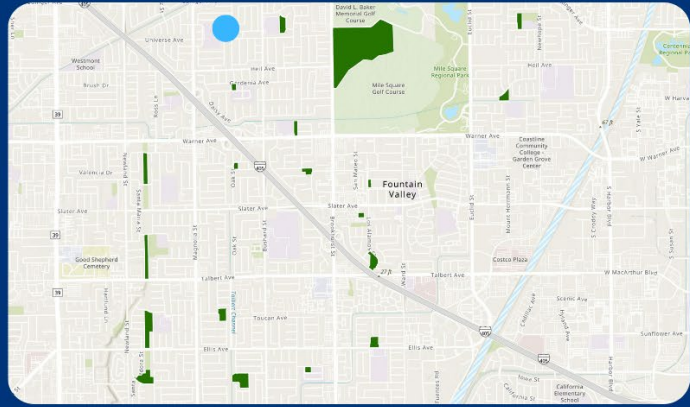




Vista View Park

9235 Honeysuckle Ave.

Neighborhood
Suburban
3.03 Acres

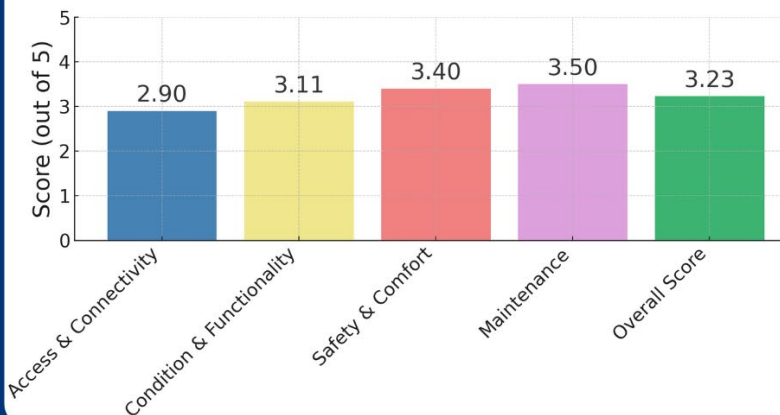


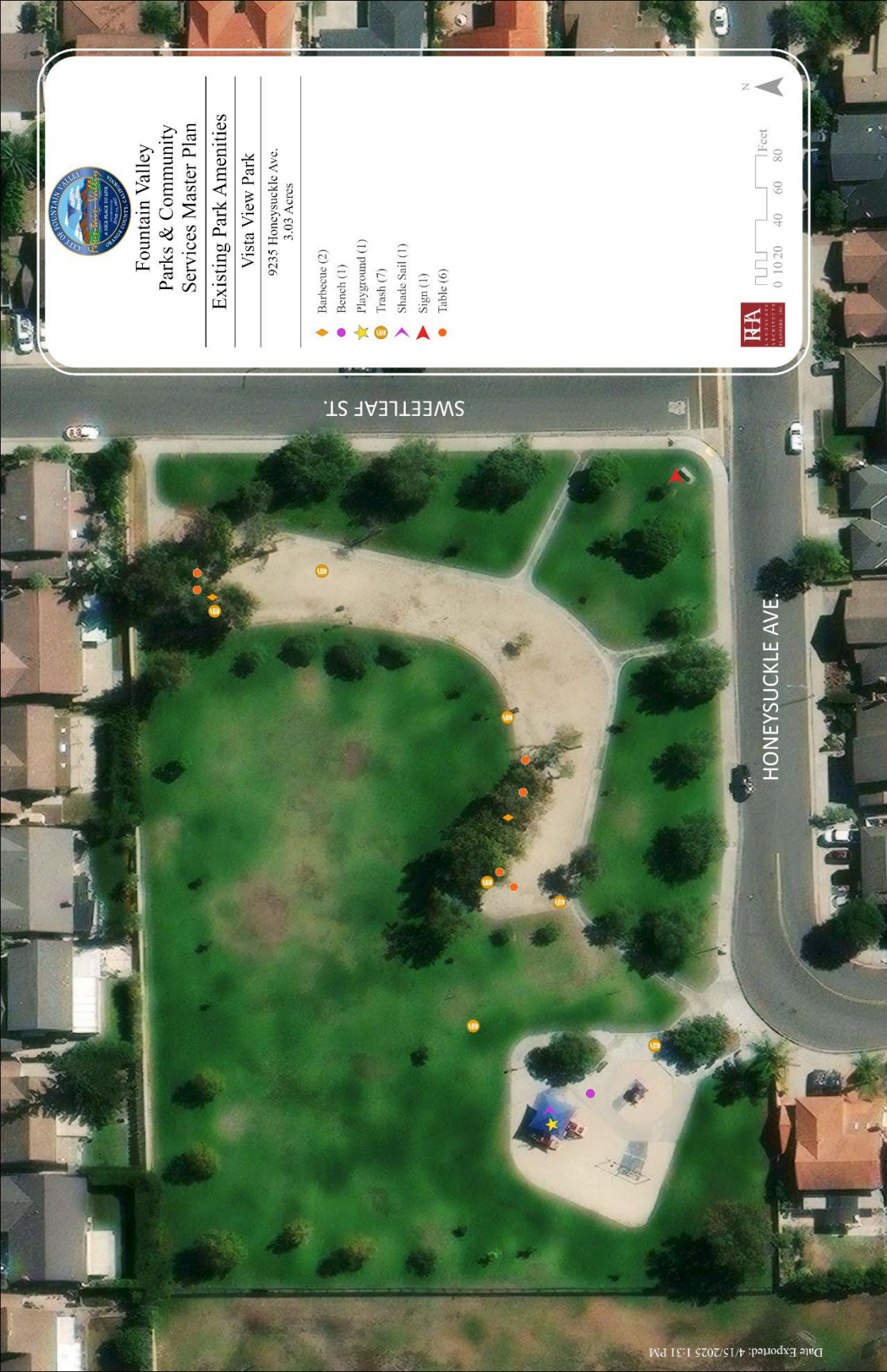
SITE AMENITIES

- 2 Barbecues
- 1 Bench
- 1 Picnic Shelter
- 1 Playground (5+)
- 1 Sign
- 1 Shade Sail
- 6 Tables
- 7 Trash Receptacles



Assessment Scores by Category

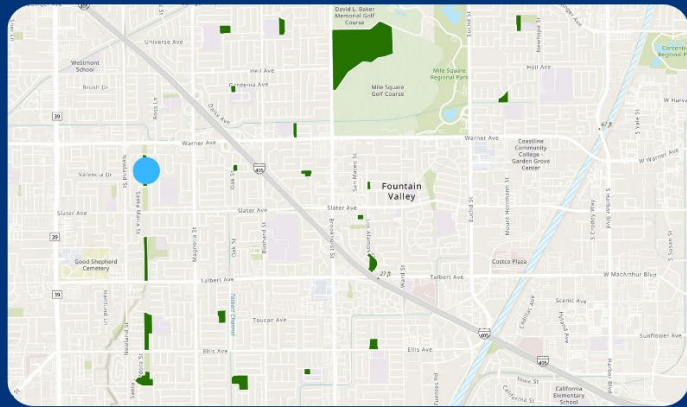




Westmont Park

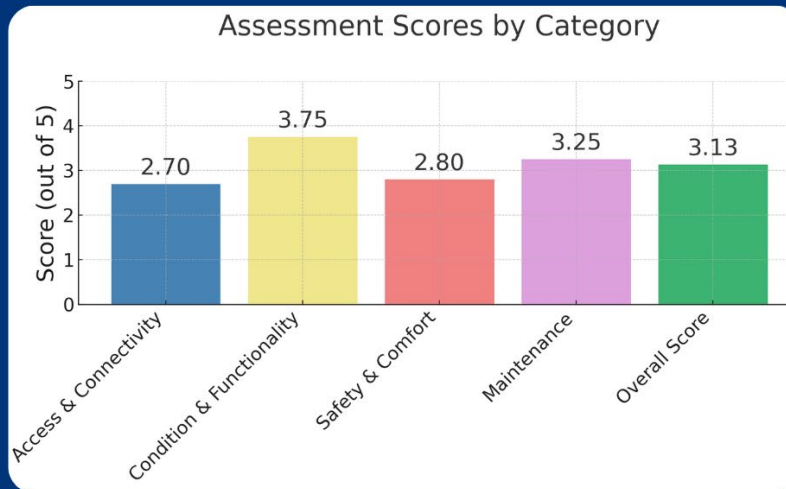
8640 El Rancho Ave.

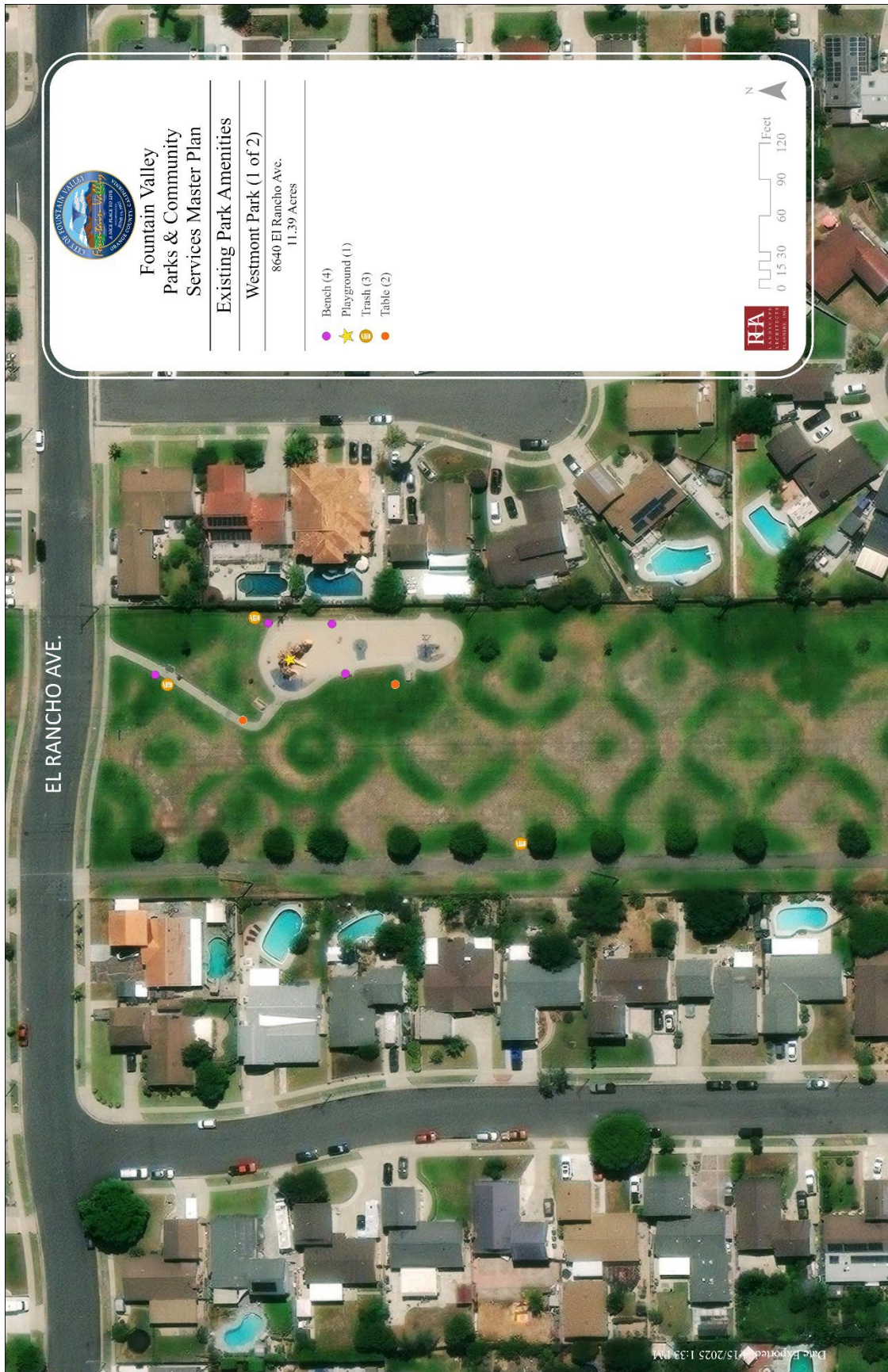
Neighborhood
Suburban
11.39 Acres



SITE AMENITIES

- 4 Benches
- 1 Picnic Shelter
- 1 Playground (5+)
- 2 Tables
- 5 Trash Receptacles







Recreation Center Assessment

Overview

Address:	16400 Brookhurst Street, Fountain Valley, CA 92708
Year Constructed:	1975
Facility Setting:	Downtown
Building Size:	23,194 square feet
Ownership & Maintenance:	City-owned and city-maintained
Building Height:	1 story
Fire Sprinkler:	No

The Recreation Center's structure, infrastructure, exterior finishes, and approximately 10-year-old roof are generally in good condition. However, the facility requires accessibility corrections, interior finish replacements, lighting upgrades, water-leak repairs, and planning for eventual HVAC replacement.

- The one-story building has exterior wood-framed walls with stucco and stone finishes.
- The building's structural system and infrastructure appear to be in satisfactory condition.
- Exterior finishes are in good condition.
- The built-up roof is approximately 10 years old and remains in good condition.
- The HVAC system is functioning but has approximately 15 years of use and is approaching its expected 20-year service life.
- Men's and women's restrooms are not ADA compliant because of deficiencies in the accessible toilet stalls and require renovation.
- The lobby service counter is at an accessible height but protrudes 9 inches, creating a compliance issue.
- Fluorescent lighting provides insufficient illumination in some areas and should be replaced with LED fixtures.
- Gym flooring near the exterior doors has water damage and needs replacement.
- The gym experiences water leaks during heavy rainfall.
- Noncompliant door knobs should be replaced with accessible hardware.
- The northeast threshold at the Park View Room entrances is not ADA compliant and should be replaced.
- The northeast door threshold at the Sunridge Room exceeds the allowable ½-inch beveled level change.

- Vinyl tile and carpet flooring are dirty and worn and need replacement.
- Tactile exit signs are missing at several locations.
- The Sunridge Room sink counter lacks the required knee clearance and is not ADA compliant.
- The assessment was visual only and did not include destructive testing or investigation of concealed building systems, structural components, hazardous materials, or underground infrastructure.

Structure & Materials

- Stucco Exterior: Good (B)
- Stone Exterior: Good (B)
- Built-Up Roofing: Fair (C)
- Gypsum Board Ceiling: Good (B)
- Painted Gypsum Board Walls: Fair (C)
- Wall Tile: Good (B)
- Stainless-Steel Wall Panels: Good (B)
- Resilient Flooring: Poor (D)
- Carpet Flooring: Good (B)
- Luxury Vinyl Tile Flooring: Good (B)
- Tile Flooring: Excellent (A)
- Wood Flooring: Fair (C)

Restroom Compliance

- Men's Multi-User Restroom: Non-ADA Compliant (NC)
- Women's Multi-User Restroom: Non-ADA Compliant (NC)

Other Features

- Windows: Excellent (A)
- Operable Walls: Good (B)
- Doors: Poor (D)
- Locker Rooms: Good (B)
- Drinking Fountain: Good (B)
- Kitchen Equipment: Good (B)

- Sinks: Non-ADA Compliant (NC)
- Counters: Non-ADA Compliant (NC)
- Service Counter: Non-ADA Compliant (NC)
- Service Window: Good (B)
- Light Fixtures: Poor (D)
- Light Switches and Outlets: Good (B)
- HVAC System: Poor (D)
- Exhaust Fans: Fair (C)

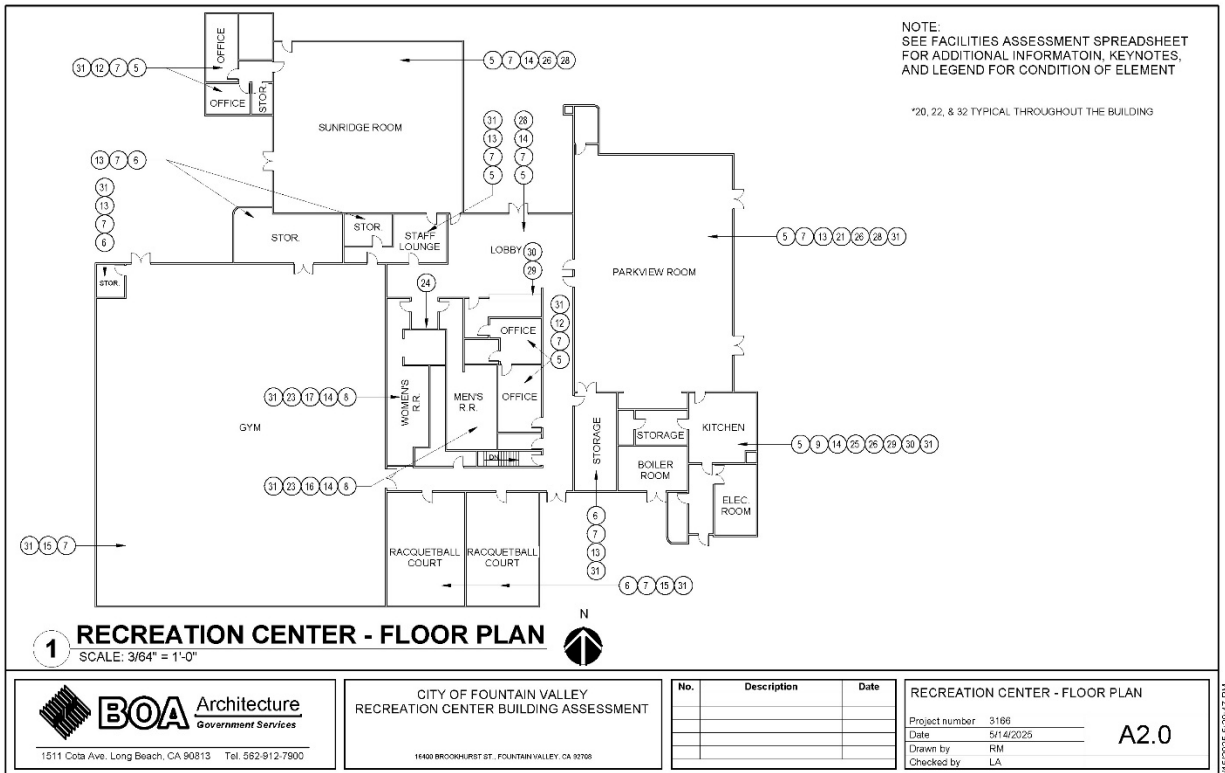
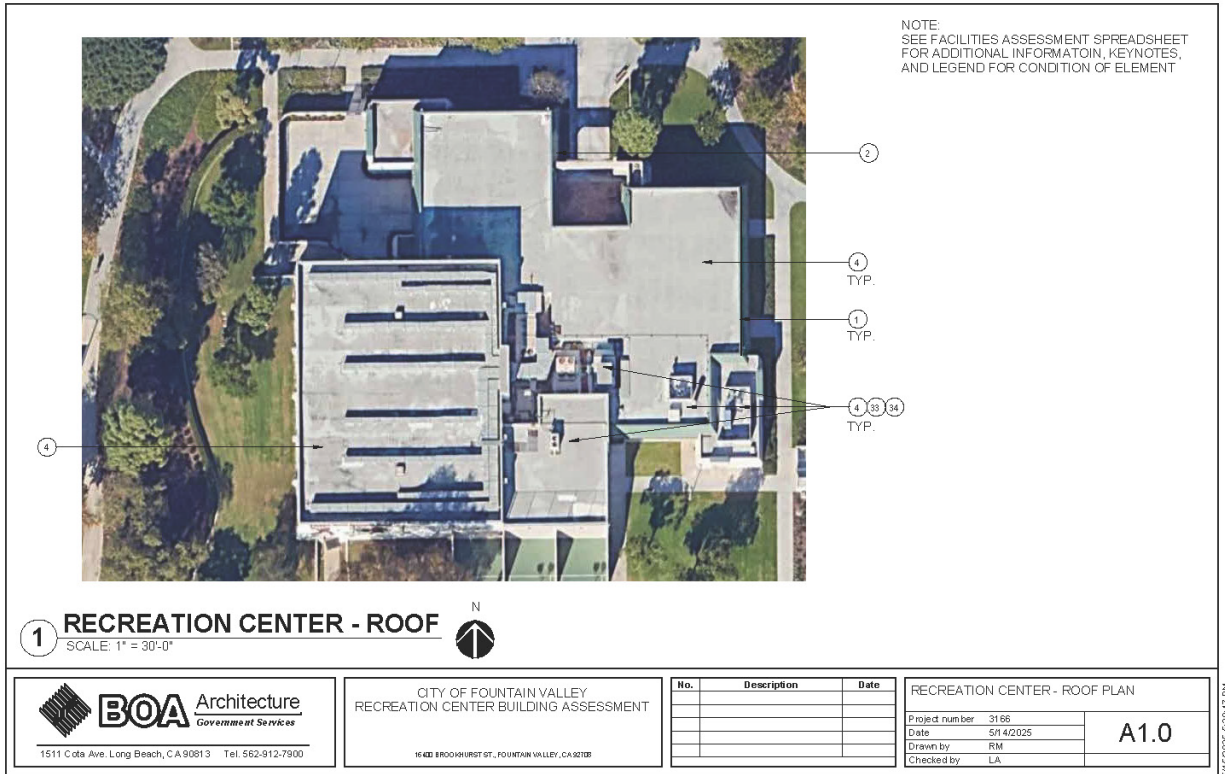
Cost Estimate

- **Base ROM (Rough Order of Magnitude)**
 - Total: **\$2,600,000**
 - Covers deficiencies in roofing, interior finishes, flooring, restrooms, doors, plumbing fixtures, service counters, lighting, HVAC, and other building systems.

Key Takeaways

- The Recreation Center is a 23,194-square-foot, one-story facility constructed in 1975 and owned and maintained by the City.
- The building is in mixed condition, with many components rated Good (B) or Fair (C), but several important systems are Poor (D) or Non-ADA Compliant (NC).
- Restrooms, sinks, counters, and the service counter require accessibility improvements.
- Resilient flooring, doors, lighting, and the HVAC system are rated Poor (D) and should be prioritized for repair or replacement.
- Approximately **\$2.6 million** is estimated to address the identified deficiencies and maintain safe, accessible operations.

PARKS & COMMUNITY SERVICES MASTER PLAN



Center at Founders Village Senior & Community Center Assessment

Overview

Address:	17967 Bushard Street, Fountain Valley, CA 92708
Year Constructed:	2005
Facility Setting:	Downtown
Building Size:	16,562 square feet
Ownership & Maintenance:	City-owned and city-maintained
Building Height:	2 story
Fire Sprinkler:	Yes

The facility assessment of The Center at Founders Village found that the building is generally in sound condition but requires several repairs and upgrades. Key priorities include replacing aging building systems, correcting accessibility and safety issues, and updating worn interior finishes and fixtures.

- The building's structural system and general infrastructure appear to be in satisfactory condition.
- The kitchen is in good working condition.
- The roof is nearing the end of its useful life and should be replaced soon.
- The HVAC system is more than 20 years old and should be replaced; several rooms have inadequate temperature control.
- Interior stair warning strips lack sufficient contrast with the carpet, creating a potential trip hazard.
- The lobby service counter is accessible in height but protrudes more than the allowable 4 inches.
- Worn and dirty carpeting needs replacement.
- Warped ceiling tiles should be replaced and possible duct condensation or HVAC leaks investigated.
- Existing fluorescent lighting should be replaced with energy-efficient LED fixtures.
- The kitchen floor slopes more than 2% near the drain and sink, creating a potential trip hazard.
- Sinks in the first-floor breakroom and second-floor lecture room lack compliant knee clearance.
- First-floor restrooms are generally accessible, but the lavatories exceed the maximum allowable height by 1 inch.

- Existing folding partition walls are failing and are reportedly scheduled for replacement.
- The assessment was visual only and did not include destructive testing or investigation of concealed building systems, structural components, hazardous materials, or underground infrastructure.

Structure & Materials

- Stucco Exterior: Excellent (A)
- Spanish Tile Roofing: Good (B)
- Built-Up Roofing: Poor (D)
- Suspended Ceiling: Poor (D)
- Gypsum Board Ceiling: Excellent (A)
- Painted Gypsum Board Walls: Good (B)
- Wall Tile: Excellent (A)
- Fiberglass-Reinforced Panels: Good (B)
- Resilient Flooring: Good (B)
- Carpet Flooring: Poor (D)
- Luxury Vinyl Tile Flooring: Excellent (A)
- Tile Flooring: Excellent (A)

Restroom Compliance

- Men's Multi-User Restroom: Accessible/Compliant (AC)
- Women's Multi-User Restroom: Accessible/Compliant (AC)
- Single-Occupancy Restroom: Accessible/Compliant (AC)

Other Features

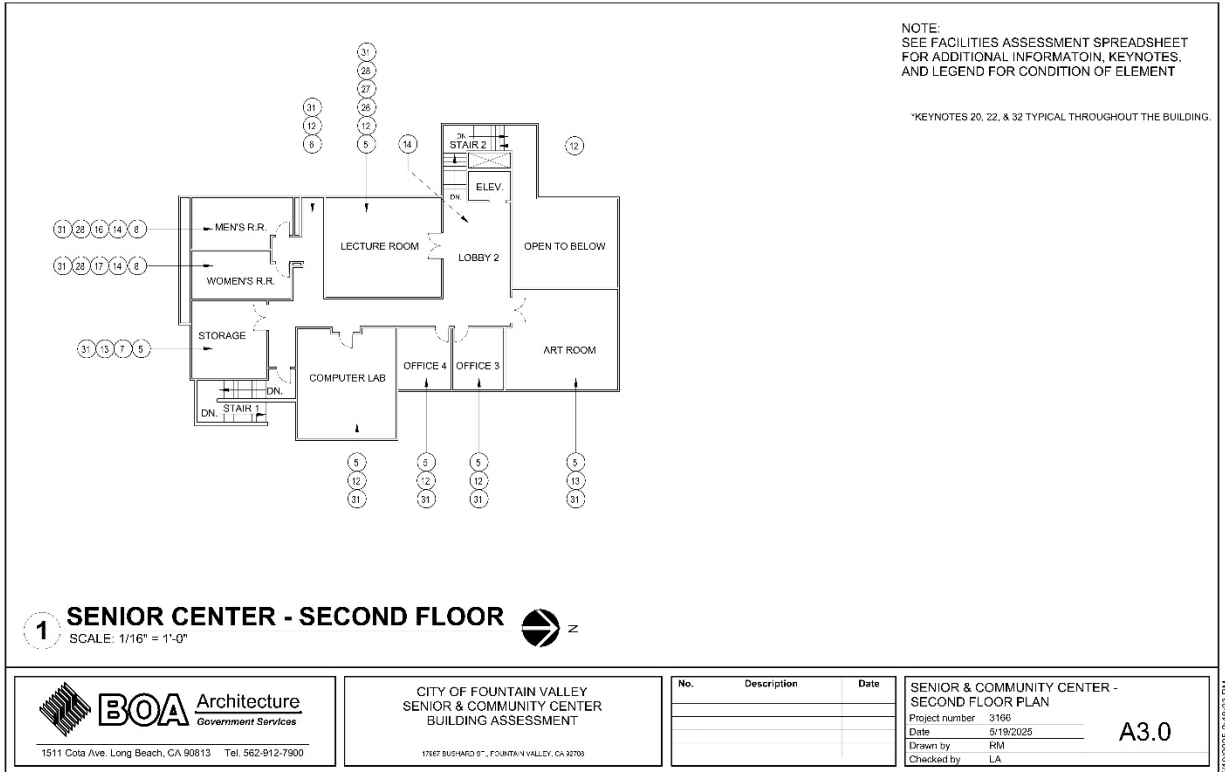
- Exterior Covered Walkway: Excellent (A)
- Windows: Excellent (A)
- Operable Walls: Failing (F)
- Doors: Good (B)
- Drinking Fountain: Good (B)
- Kitchen Equipment: Good (B)
- Sinks: Good (B)
- Storage Casework: Poor (D)

- Counters: Good (B)
- Service Counter: Good (B)
- Light Fixtures: Poor (D)
- Light Switches and Outlets: Good (B)
- HVAC System: Poor (D)
- Exhaust Fans: Fair (C)

Cost Estimate

- Base ROM (Rough Order of Magnitude)
 - Total: \$1,350,000
 - Covers identified deficiencies in roofing, ceilings, flooring, operable walls, casework, lighting, HVAC, and other building components.
- Key Takeaways
- The Center at Founders Village is a 16,562-square-foot, two-story facility constructed in 2005 and owned and maintained by the City.
- The building is generally in good condition, with several finishes and accessibility components rated Excellent (A), Good (B), or Accessible/Compliant (AC).
- The built-up roof, suspended ceilings, carpeting, storage casework, lighting, and HVAC system are rated Poor (D) and require improvement.
- The operable walls are rated Failing (F), making their replacement a high priority.
- Approximately \$1.35 million is estimated to address the identified deficiencies and support continued safe, accessible operation.





APPENDIX E - NATIONAL TRENDS IN RECREATION

METHODOLOGY

The Sports & Fitness Industry Association's (SFIA) *Sports, Fitness & Leisure Activities Topline Participation Report 2023* was utilized to evaluate National Recreation Participatory Trends.



The methodology of this study is rooted in a nationwide survey conducted in the 2022 calendar year by Sports Marketing Surveys USA (SMS), under the supervision of the Sports & Fitness Industry Association (SFIA) and in collaboration with seven other sports industry associations comprising the Physical Activity Council (PAC). The study was conceptualized and deployed by Digital Research Inc. (DRI), with all supplementary data being credited to the joint research efforts of SFIA and SMS.

Throughout 2022, the study completed 18,000 online interviews involving a nationwide sample of individuals aged six and older. These participants were selected from proprietary online panels designed to be representative of the broader U.S. population. Strict quotas related to gender, age, income, region, and ethnicity were implemented to assure a balanced and representative sample.

The survey's robust sample size of 18,000 completed interviews facilitates a high degree of statistical accuracy. However, it's acknowledged that all surveys are subject to a standard error, which indicates the extent to which the results may differ from those acquired through a comprehensive census of the entire U.S. population. For instance, a sport with a participation rate of five percent exhibits a confidence interval of plus or minus 0.32 percentage points at the 95 percent confidence level.

To further ensure the representation of the data, a weighting technique was employed. This adjusted the data to mirror the entire U.S. population aged six and above, utilizing variables such as gender, age, income, ethnicity, household size, region, and population density. The total population figure applied was 305,439,858 individuals aged six and older.

The study reports activity based on a rolling 12-month participation rate. Unless explicitly specified, all charts present data corresponding to U.S. populations aged six and over.

All category and activity names are those used by SFIA.

OVERALL PARTICIPATION IN THE U.S.

For the fifth year running, physical activity rates among Americans continued to rise. Specifically, 77.6% of all Americans, representing approximately 236.9 million individuals, took part in at least one activity during the year. This figure denotes a 9.2% increase compared to 2017, and a 1.9% rise compared to 2021. In essence, this means that 20 million more individuals participated in at least one physical activity annually compared to 2017, suggesting a growing prioritization of physical activity in American lifestyles.

Racquet sports experienced the most significant rise in participation in 2022, with a surge of 17.6% or about 8 million participants from the previous year. All racquet sports monitored by SFIA saw increased participation in 2022, with pickleball outpacing others with an 85.7% annual growth rate. Conversely, individual and winter sports were the only categories that didn't register increased participation in 2022.

Team sports rebounded from the sharp downturn they faced in 2020 due to the pandemic, with their participation rate climbing to 23.2% in 2022, almost reaching the 2019 level of 23.4%. In 2022, participation rates in water sports and outdoor sports similarly rose, comparable to the increases seen in team sports, while the fitness participation rate remained steady.

When comparing participation rates from 2013 to 2022, it's evident that physical activity has become a higher priority for Americans over the past decade. Every sports category saw an increase in participation rates, except for individual sports, which experienced a slight decrease from 43.3% to 41.3%. Fitness sports reported the largest growth in participation rate, rising from 60.1% in 2013 to 67.4% in 2022.

INACTIVITY IN THE U.S.

In a first since 2010, the number of totally inactive individuals in the U.S.—those not participating in any of the sports or activities monitored by SFIA—fell below 70 million. In 2022, the count of inactive individuals stood at 68.6 million or 22.4% of Americans, marking the fourth consecutive annual decrease.

A decline in inactivity was observed across all age groups, except for those aged 18-24 and 25-34. SFIA believes that the increase in inactivity within these groups might be due to significant life transitions such as attending college or starting a family, which were temporarily paused during the onset of the pandemic. Even though inactivity rates for these age groups have risen in 2022, they remain lower than their 2017 rates. Thus, every age group reported lower inactivity rates in 2022 compared to 2017.

Further positive news emerged when examining inactivity rates across income levels. Every income level saw a reduction in inactivity rates of more than 3% in 2022, with the most substantial decrease of 5.2% occurring within the \$25k-\$49,999 income bracket. Similar to the age group analysis, every income category in 2022 registered lower inactivity rates than in 2017. This trend indicates a growing number of Americans are prioritizing and investing in physical activity (and have better access to opportunities for participation) compared to previous years.

7.1.1 NATIONAL PARTICIPATION

FITNESS TRENDS



Figure 1: Top national fitness activities by participation

The most popular fitness activity was Walking for Fitness, with 114.8 million participants, though it experienced a small decrease of 0.9% from the previous year. Despite this, it showed a 3% increase in participation over the last three years. The second most popular activity, Treadmill exercising, had around 53.6 million participants, which was largely stable from 2021, but showed a decrease of 5.7% since 2019.

Free Weights (Dumbbells/Hand Weights) also experienced growth in 2022, with approximately 53.1 million participants. This represents a 1% increase from 2021 and a 3.3% increase over three years. Meanwhile, Yoga and Pilates Training showed significant growth over the three years with an increase of 10.4% and 11.6% respectively.

The most significant three-year decreases were observed in Cross-Training Style Workouts and Group Stationary Cycling, with a decrease of 31.7% and 36.9% respectively. Despite some decreases, many fitness activities maintained or increased their number of participants, indicating an ongoing interest in physical fitness among Americans.

PARKS & COMMUNITY SERVICES MASTER PLAN

FITNESS PARTICIPANTS						
	2019	2020	2021	2022	1-year change	3-year change
Walking for Fitness	111,439	114,044	115,814	114,759	-0.9%	3.0%
Treadmill	56,823	49,832	53,627	53,589	-0.1%	-5.7%
Free Weights (Dumbbells/Hand Weights)	51,450	53,256	52,636	53,140	1.0%	3.3%
Running/Jogging	50,052	50,652	48,977	47,816	-2.4%	-4.5%
Yoga	30,456	32,808	34,347	33,636	-2.1%	10.4%
Stationary Cycling (Recumbent/Upright)	37,085	31,287	32,453	32,102	-1.1%	-13.4%
Weight/Resistance Machines	36,181	30,651	30,577	30,010	-1.9%	-17.1%
Free Weights (Barbell)	28,379	28,790	28,243	28,678	1.5%	1.1%
Elliptical Motion/Cross-Trainer	33,056	27,920	27,618	27,051	-2.1%	-18.2%
Swimming for Fitness	28,219	25,666	25,620	26,272	2.5%	-6.9%
Dance, Step & Other Choreographed Exercise to Music	23,957	25,160	24,752	25,163	1.7%	5.0%
Bodyweight Exercise & Accessory-Assisted Training	23,504	22,845	22,629	22,034	-2.6%	-6.3%
High Impact/Intensity Training	22,044	22,487	21,973	21,821	-0.7%	-1.0%
Kettlebells	12,857	13,576	13,557	13,694	1.0%	6.5%
Rowing Machine	12,809	11,694	11,586	11,893	2.6%	-7.2%
Stair-Climbing Machine	15,359	11,261	11,786	11,677	-0.9%	-24.0%
Aquatic Exercise	11,189	10,954	10,400	10,676	2.6%	-4.6%
Pilates Training	9,243	9,905	9,745	10,311	5.8%	11.6%
Cross-Training Style Workouts	13,542	9,179	9,764	9,248	-5.3%	-31.7%
Stationary Cycling (Group)	9,930	6,054	5,939	6,268	5.5%	-36.9%
Cardio Kickboxing	7,026	5,295	5,099	5,531	8.5%	-21.3%
Boot Camp Style Training	6,830	4,969	5,169	5,192	0.4%	-24.0%
Barre	3,665	3,579	3,659	3,803	3.9%	3.8%
Tai Chi	3,793	3,300	3,393	3,394	0.0%	-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%)						

Figure 2: National fitness participation

TEAM SPORTS TRENDS

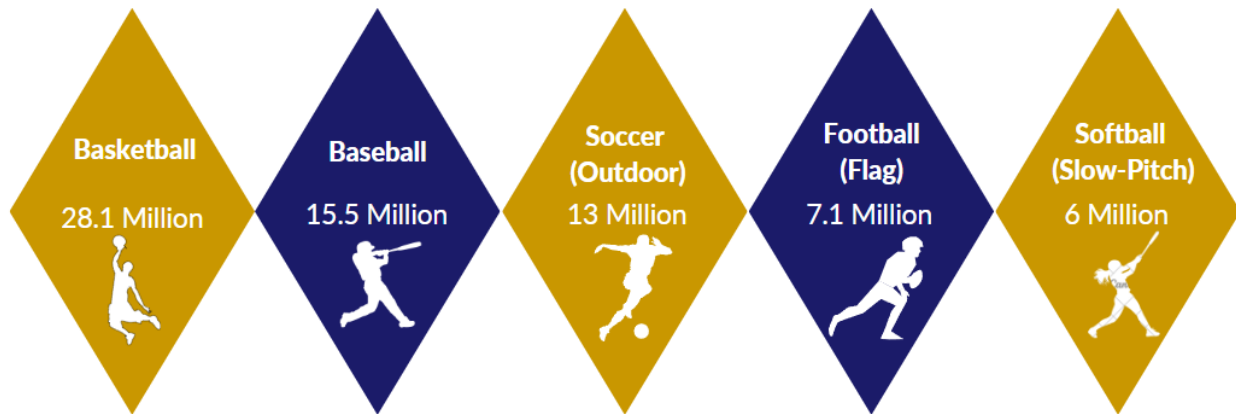


Figure 3: Top national team sport activities by participation

Basketball continued to lead in team sports participation with over 28.1 million participants, marking a 3.7% increase from 2021 and an impressive 13% increase over the past three years. Baseball and outdoor soccer followed, with approximately 15.5 million and 13 million participants respectively. While baseball saw a slight decrease of 0.7% in the past year, and a 2.1% decrease over the past three years, outdoor soccer saw a healthy 3.7% increase from the previous year and 9.3% over three years.

Among other notable sports, gymnastics exhibited the most substantial growth from 2021 to 2022, with a 7% increase in participants, bringing the total to approximately 4.6 million. Conversely, rugby had the most significant drop with a 5.8% decrease from the previous year and a steep 16.2% decrease over the last three years.

Overall, despite some declines, many team sports either sustained or increased their participation numbers in 2022, underlining the continued popularity of these activities.

TEAM SPORTS PARTICIPANTS						
	2019	2020	2021	2022	1-year change	3-year change
Basketball	24,917	27,753	27,135	28,149	3.7%	13.0%
Baseball	15,804	15,731	15,587	15,478	-0.7%	-2.1%
Soccer (Outdoor)	11,913	12,444	12,556	13,018	3.7%	9.3%
Football (Flag)	6,783	7,001	6,889	7,104	3.1%	4.7%
Volleyball (Court)	6,487	5,410	5,849	6,092	4.2%	-6.1%
Softball (Slow-Pitch)	7,071	6,349	6,008	6,036	0.5%	-14.6%
Soccer (Indoor)	5,336	5,440	5,408	5,495	1.6%	3.0%
Football (Touch)	5,171	4,846	4,884	4,843	-0.8%	-6.3%
Gymnastics	4,699	3,848	4,268	4,569	7.0%	-2.8%
Volleyball (Beach/Sand)	4,400	4,320	4,184	4,128	-1.3%	-6.2%
Track and Field	4,139	3,636	3,587	3,690	2.9%	-10.8%
Cheerleading	3,752	3,308	3,465	3,507	1.2%	-6.5%
Swimming on a Team	2,822	2,615	2,824	2,904	2.9%	2.9%
Volleyball (Grass)	3,136	2,738	2,807	2,829	0.8%	-9.8%
Paintball	2,881	2,781	2,562	2,592	1.2%	-10.0%
Ice Hockey	2,357	2,270	2,306	2,278	-1.3%	-3.4%
Softball (Fast-Pitch)	2,242	1,811	2,088	2,146	2.8%	-4.3%
Ultimate Frisbee	2,290	2,325	2,190	2,142	-2.2%	-6.5%
Wrestling	1,944	1,931	1,937	2,036	5.1%	4.7%
Lacrosse	2,115	1,884	1,892	1,875	-0.9%	-11.4%
Roller Hockey	1,616	1,500	1,425	1,368	-4.0%	-15.3%
Rugby	1,392	1,242	1,238	1,166	-5.8%	-16.2%
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%)						

Figure 4: National team sports participation

INDIVIDUAL ACTIVITY TRENDS

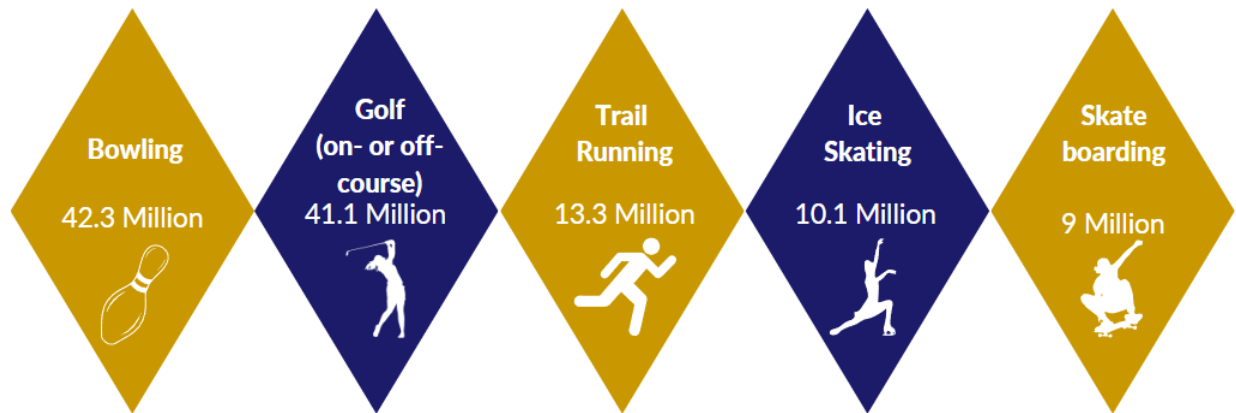


Figure 5: Top national individual activities by participation

Individual sports activities demonstrated diverse trends in participation rates. Bowling remained popular, with over 42.2 million participants, marking a 1.5% increase from the previous year. However, golf, both on and off-course, stole the limelight with significant growth rates. On or off-course golf combined experienced a substantial 9.7% increase from 2021, with over 41 million participants, underpinned by a massive 25.7% increase in off-course golf participation (driving range, golf entertainment venue, indoor simulator) that skyrocketed to about 15.5 million participants.

Skateboarding also showed strong growth, with a 3.1% increase from 2021 and a substantial 36.4% growth over three years, bringing its total to just over 9 million participants. Meanwhile, trail running and ice skating saw considerable growth of 5.9% and 6.4% from 2021, respectively.

On the contrary, adventure racing experienced a decrease in participation, dropping by 6.1% from 2021 and 20% over three years. Traditional road triathlons also suffered a decline, with an 11% decrease in participants over the past three years.

INDIVIDUAL ACTIVITY PARTICIPANTS						
	2019	2020	2021	2022	1-year change	3-year change
Bowling	45,372	40,143	41,666	42,292	1.5%	-6.8%
Golf (on- or off-course)	34,176	36,861	37,473	41,096	9.7%	20.2%
Trail Running	10,997	11,854	12,520	13,253	5.9%	20.5%
Ice Skating	9,460	9,857	9,481	10,086	6.4%	6.6%
Skateboarding	6,610	8,872	8,747	9,019	3.1%	36.4%
Archery	7,449	7,249	7,342	7,428	1.2%	-0.3%
Horseback Riding	6,990	6,748	6,919	7,309	5.6%	4.6%
Roller Skating (2x2 Wheels)	6,612	6,160	6,373	6,810	6.9%	3.0%
Martial Arts	6,068	6,064	6,186	6,355	2.7%	4.7%
Boxing for Fitness	5,198	5,230	5,237	5,472	4.5%	5.3%
Roller Skating (Inline Wheels)	4,816	4,892	4,940	5,173	4.7%	7.4%
MMA for Fitness	2,405	2,445	2,339	2,524	7.9%	5.0%
Triathlon (Traditional/Road)	2,001	1,846	1,748	1,780	1.8%	-11.0%
Adventure Racing	2,143	1,966	1,826	1,714	-6.1%	-20.0%
Triathlon (Non-Traditional/Off Road)	1,472	1,363	1,304	1,350	3.5%	-8.2%
MMA for Competition	978	979	1,026	1,076	4.9%	10.1%
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%)						

Figure 6: National individual activity participation

OUTDOOR ACTIVITY TRENDS

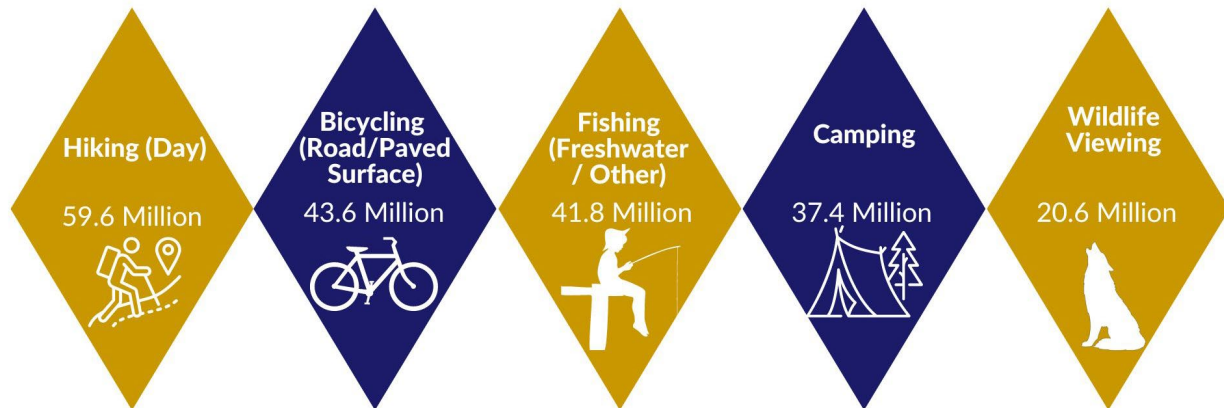


Figure 7: Top national outdoor activities by participation

Outdoor activities experienced a surge in participation. Hiking continued to lead with a 1.5% yearly and a 19.9% three-year increase, with nearly 59.6 million participants. Bicycling on paved surfaces and freshwater fishing also grew by 1.8% and 2.4% respectively. Camping saw a considerable 4.0% annual growth, and birdwatching and saltwater fishing increased by 6.8% and 4.0% respectively.

However, target shooting with handguns and rifles experienced a decrease, as did overnight backpacking. BMX bicycling and sport/boulder climbing reported significant growth rates of 8.3% and 6.6% respectively, underscoring a strong interest in outdoor activities despite some downturns.

WATER ACTIVITY PARTICIPANTS						
	2019	2020	2021	2022	1-year change	3-year change
Kayaking (Recreational)	11,382	13,002	13,351	13,561	1.6%	19.1%
Canoeing	8,995	9,595	9,199	9,521	3.5%	5.9%
Snorkeling	7,659	7,729	7,316	7,376	0.8%	-3.7%
Jet Skiing	5,108	4,900	5,062	5,445	7.6%	6.6%
Stand Up Paddling	3,562	3,675	3,739	3,777	1.0%	6.0%
Surfing	2,964	3,800	3,463	3,692	6.6%	24.6%
Sailing	3,618	3,486	3,463	3,632	4.9%	0.4%
Rafting	3,438	3,474	3,383	3,595	6.3%	4.5%
Water Skiing	3,203	3,050	3,058	3,040	-0.6%	-5.1%
Wakeboarding	2,729	2,754	2,674	2,754	3.0%	0.9%
Kayaking (White Water)	2,583	2,605	2,623	2,726	3.9%	5.5%
Scuba Diving	2,715	2,588	2,476	2,658	7.3%	-2.1%
Kayaking (Sea/Touring)	2,652	2,508	2,587	2,642	2.1%	-0.4%
Boardsailing/Windsurfing	1,405	1,268	1,297	1,391	7.3%	-0.9%
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%)						

Figure 8: National outdoor activity participation

RACQUET SPORT TRENDS

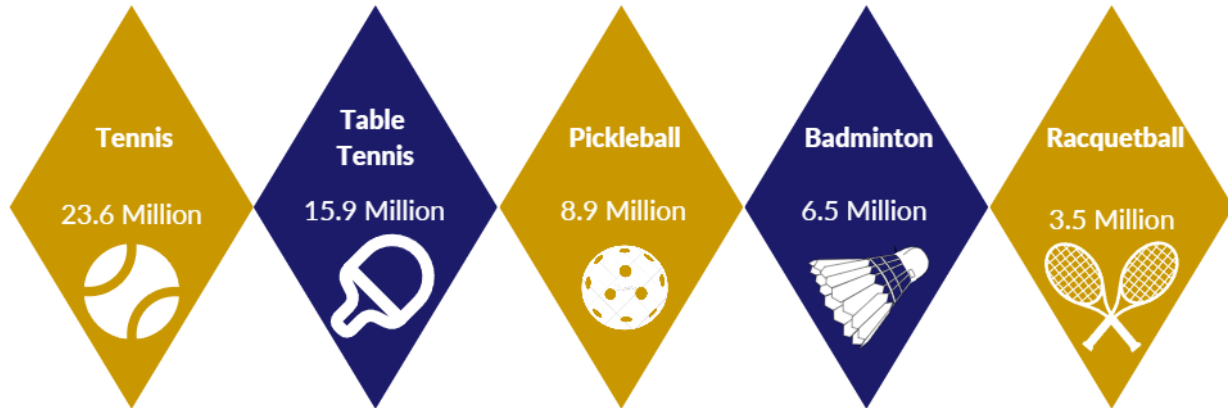


Figure 9: Top national racquet sports by participation

Racquet sports saw a continued upward trend in participation in 2022, with tennis at the forefront, with around 23.6 million participants and marking a 4.3% increase from 2021. This sport also witnessed a significant three-year growth rate of 33.4%.

An even more impressive growth rate was found in pickleball, which experienced an incredible 85.7% increase from 2021, and a stunning 158.6% increase over three years, reflecting its rapidly growing popularity. Meanwhile, other sports like table tennis and badminton also experienced growth in 2022, with 2.8% and 7.1% increases from the previous year respectively.

Racquetball and cardio tennis showed a similar positive trend with 8.0% and 7.8% growth rates from 2021, respectively. Despite its lower participation numbers compared to other racquet sports, squash saw a modest increase of 3.6% from 2021, showing signs of sustained interest. Overall, the data suggests a robust growth in the popularity of racquet sports in 2022.

RACQUET SPORTS PARTICIPANTS						
	2019	2020	2021	2022	1-year change	3-year change
Tennis	17,684	21,642	22,617	23,595	4.3%	33.4%
Table Tennis	14,908	16,854	15,390	15,824	2.8%	6.1%
Pickleball	3,460	4,199	4,819	8,949	85.7%	158.6%
Badminton	6,095	5,862	6,061	6,490	7.1%	6.5%
Racquetball	3,453	3,426	3,260	3,521	8.0%	2.0%
Cardio Tennis	2,501	2,503	2,608	2,812	7.8%	12.4%
Squash	1,222	1,163	1,185	1,228	3.6%	0.5%
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%)						

Figure 10: National racquet sport participation

WATER ACTIVITY TRENDS

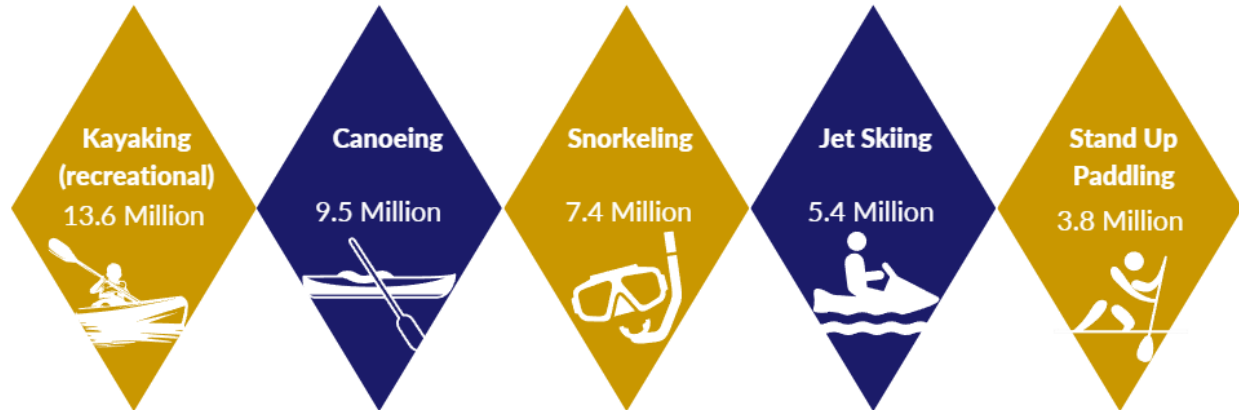


Figure 11: Top national water activities by participation

In 2022, participation in water sports grew. Recreational kayaking was the favorite, drawing 13.56 million participants, up by 1.6% from 2021, and showing a significant three-year growth of 19.1%.

Popularity of canoeing and jet skiing also rose in 2022, attracting about 9.52 million and 5.44 million people respectively, increasing by 3.5% and 7.6% from 2021.

Surfing remained popular, showing a 6.6% increase from 2021 and a sizable 24.6% growth over three years. Stand-up paddling and white-water kayaking saw smaller growth, with increases of 1.0% and 3.9% respectively from 2021.

The number of people sailing, rafting, and wakeboarding also rose in 2022, with rafting showing a significant 6.3% growth. However, water skiing saw a slight dip of 0.6%. Scuba diving bounced back from a decline with a 7.3% rise in 2022, despite a small overall three-year decrease of 2.1%.

WATER ACTIVITY PARTICIPANTS						
	2019	2020	2021	2022	1-year change	3-year change
Kayaking (Recreational)	11,382	13,002	13,351	13,561	1.6%	19.1%
Canoeing	8,995	9,595	9,199	9,521	3.5%	5.9%
Snorkeling	7,659	7,729	7,316	7,376	0.8%	-3.7%
Jet Skiing	5,108	4,900	5,062	5,445	7.6%	6.6%
Stand Up Paddling	3,562	3,675	3,739	3,777	1.0%	6.0%
Surfing	2,964	3,800	3,463	3,692	6.6%	24.6%
Sailing	3,618	3,486	3,463	3,632	4.9%	0.4%
Rafting	3,438	3,474	3,383	3,595	6.3%	4.5%
Water Skiing	3,203	3,050	3,058	3,040	-0.6%	-5.1%
Wakeboarding	2,729	2,754	2,674	2,754	3.0%	0.9%
Kayaking (White Water)	2,583	2,605	2,623	2,726	3.9%	5.5%
Scuba Diving	2,715	2,588	2,476	2,658	7.3%	-2.1%
Kayaking (Sea/Touring)	2,652	2,508	2,587	2,642	2.1%	-0.4%
Boardsailing/Windsurfing	1,405	1,268	1,297	1,391	7.3%	-0.9%

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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Figure 12: National water activity participation

7.1.2 SUMMARY

- **Group Fitness:** Participation in group fitness-based activities continued to struggle but showed some signs of recovery. Boot camp style training, cardio kickboxing, and stationary cycling (group) all increased participation in 2022 but are still significantly down from their 2019 numbers.
- **Health Clubs:** Health club-based activities continued to struggle. Elliptical motion/cross-trainer, stair-climbing machine, stationary cycling (recumbent/upright), and weight resistance machines all had participation decreases last year and are down over 10% compared to 2019 numbers.
- **Golf (on or off-course):** Golf continues to maintain its momentum. Golf (on or off-course) increased by 9.7 % last year and all forms of golf overall have grown over 20% since 2019.
- **Outdoor Recreation:** Camping, fishing, and bicycling activities recovered to 2020 participation levels after showing slight decreases in 2021.
- **Personal Combat Sports:** Personal combat sports had a good year. Martial Arts, boxing for fitness, MMA for competition, MMA for fitness, and wrestling all posted participation increases in 2022.
- **Racquet Sports:** For the first time since 2015, every racquet sport increased its total participation number compared to the previous year.
 - Pickleball continued to be the fastest-growing sport in America. Participation almost doubled in 2022, increasing by 85.7% year-over-year and by an astonishing 158.6% over three years.
 - Tennis increased by 4.3% last year and has grown over 20% since 2019.
- **Running and Hiking:** For the fifth straight year, trail running and hiking (day) total participation increased.
- **Team Sports:** Basketball, soccer (outdoor), football (flag), and football (tackle) all posted positive three-year total participation increases of over 4.5%. Basketball had the highest three-year increase of 13.0%.
- **Yoga, Barre and Pilates:** Barre and Pilates showed solid participation increases in 2022, while yoga decreased for the first time in the last decade. All have three-year participation increases with yoga and Pilates increasing over 10% in the last three years.