

# APPENDIX B

## Recreation Needs Assessment 2006



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# **Research Network Ltd.**

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Facts for Business Decisions

## **RECREATION NEEDS ASSESSMENT CHULA VISTA, CALIFORNIA**

**MARCH 2006**

Prepared for:

**The City of Chula Vista**

Prepared by:

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**APPENDIX**

Exhibits

## I. Introduction

Research Network Ltd. offers for your review the results of a parks and recreation needs assessment conducted for the City of Chula Vista, California.

The primary objectives of this work effort included the estimation of current and forecast recreation needs among residents of the City as well six subareas<sup>1</sup>. Development of a foundation of information to enable the preparation of such estimates required a multi-task approach. Tasks included in this approach included:

1. An analysis of historical (1990, 2000, 2005) and forecast (2030) population and household volumes for the City, the six subareas, the South Suburban Subregion,<sup>2</sup> and San Diego County.
- II An analysis of historical (2000) and forecast (2030) demography for residents of the City, the six subareas, the and San Diego County.
- II A random sample telephone survey current (2005) households of the City of Chula Vista as well as residents of housing deemed exemplary of anticipated development within Northwest Chula Vista.
- II A self-administered survey of representatives of thirty sports organizations active in the City of Chula Vista.
- II Compilation of existing and forecast public recreation facilities by type facility, by provider (City, School, or Other) as well as for the six subareas of the City has been prepared by City Staff for inclusion in this analysis.
- II An analysis of the demand and needs for a menu of twenty types of recreation facilities by the current and future residents of Chula Vista and the six subareas.

This document is presented in the following sections. Each section discussion includes analysis and graphics for each of the following subject areas.

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<sup>1</sup> Northwest Chula Vista, Southwest Chula Vista, West Chula Vista (Total), East Chula Vista (Non-Otay Ranch), East Chula Vista (Otay Ranch) and East Chula Vista (Total).

<sup>2</sup> The South Suburban Subregion includes SANDAG Subregional Areas 20, 21 and 22 which encompass the City of Chula Vista, Sweetwater, and South Bay.

Section III, Demographic Analysis

Section IV, Random Sample Telephone Survey

Section V, Sports Organizations Survey

Section VI, Public Recreation Facility Inventory

Section VII, Demand and Needs Analysis

Appendix



## II. Executive Summary

### Highlights

After a careful review, Research Network Ltd. has gleaned the following highlights of the Recreation Needs Assessment:

#### *Resident Population Growth - Historical and Forecast*

Population growth in Chula Vista during the 1990's occurred at a 2.5% rate per year, with 72% of this growth in the City located in the Non-Otay Ranch area of East Chula Vista. During the 2000 to 2005 period, the growth rate increased to a 4.8% annual rate, with 88% of this growth in the City located in East Chula Vista.

Growth in Chula Vista's resident population during the last half of the current decade is expected to occur at a lower rate than estimated in the first half of this decade and greater than the rate evidenced during the decade of the 1990's. This forecast growth in the City is expected to primarily occur in the Otay Ranch area of East Chula Vista. Examining the forecast from 2010 to 2030, Chula Vista is forecast to experience a significant slowing in its rate of population growth.

#### *Resident Population Age Profile - Historical and Forecast*

The number of Chula Vista residents by age group grew between 1990 and 2000 in all age categories except residents aged 20 to 24 years of age, with the greatest growth evidenced among City residents 45 to 54 years, those 10 to 14 years of age, residents 35 to 44 years, and among residents 5 to 9 years of age.

Examining the 2000 population of the City by age, 16.4% of residents were 5 to 14 years of age (the primary youth sports population group), while adult recreation consumers aged 20 to 54 years constituted 50.0% of City residents and seniors 55 and over comprised 18.4% of City residents.

A review of the forecast 2030 population of the City by age, seniors 55 and over are forecast to increase in volume by 178.7% while adult recreation consumers aged 20 to 54 years are forecast to grow 59%, and children age 5 to 14 years is expected to grow 30.5% between 2000 and 2030.

#### *Resident Race/Ethnicity Profile - Historical and Forecast*

The City of Chula Vista population was 49.7% Hispanic as of 2000 with the second largest racial/ethnic group being White (at 31.9%.) Other significant population groups in the City in

The tested recreation activities cited as being undertaken by the largest portion of Chula Vista residents surveyed were Passive Use of Open Green Space or Lawn Areas in Parks or Recreation Facilities (80%), Picnicking in Public Parks (78%), Use of Play Equipment/Tot Lots (41%), and Swimming in Public Pools for Recreation, Exercise or Lessons (37%).

"Frequent Users" (patrons of programs at least 3 times per month) comprised 37% of the entire sample of households polled regarding usage of Indoor Programs for Children Less than 18 Years of Age; 23% of the sample interviewed regarding Outdoor Recreation Programs; and 20% of those polled about participation in Indoor Programs for Adults 18 Years or Older.

"Moderate Users" (patrons of programs 2 to 24 times annually) constituted an additional 14% to 21% of the households interviewed and the remainder (46% to 66%) was labeled "Light/Non Users" (patrons of programs once per year and non-users). Between 36% and 60% of Chula Vista residents polled reported not using the types of programs tested at all in the past year.

Three of every four residents (76%) stated they would likely not use a dog park. An additional 15% stated they would likely be "frequent users" of such a facility (patrons of the dog park at least 3 times per month.)

Suggested recreation facilities garnering the largest "high need" responses included Playgrounds/ Tot Lots, New Open Grass/Lawn Areas in Parks and Recreation Facilities and Fields for Outdoor Team Sports: Baseball, Softball, Football, Soccer as well as Aquatic Facilities, Roller Skating or Skate Boarding Facilities, Picnic Facilities, Off-Leash Dog Areas or Dog Park, Indoor Sport Courts: Volleyball, Badminton, Soccer, Table Tennis, and Basketball Courts.

When asked what one recreation facility respondents would like to see added in the City, answers garnering the largest number of responses included a Recreation Pool, a desire for No New or Improved Facilities, Picnic Facilities, Playgrounds/Tot Lots, Bike/Jog Paths, and Dog Park.

The share of Chula Vista respondents rating suggested recreation programs as a "high need" ranged from 28% for Classes or Programs for Adults 18 Years of age or Older to 59% for Classes or Programs for Children Under 18 Years of Age.

2000 included Asian/Pacific Islander (12.3%) and Black (4.6%) descriptions.

Population growth during 1990 to 2000 in both the City and the County was focused in the groups other than White. For instance, the Hispanic group grew 82.1% in the City from 1990 to 2000, the Asian/Pacific Islander group grew 107.6%, the Black population group grew 48.8%, while the White population declined 12.5%.

Analyzing the volume of City population in each racial/ethnic group in 2030, all groups are expected to grow with the exception of the White population (expected to decline by 46.5% between 2000 and 2030).

#### *Random Sample Telephone Survey*

The sources of recreation information cited most often as used by respondents included "Internet" (17%), "City of Chula Vista" or "Newspaper" (each 11%), "Phone Book," "City of Chula Vista Website," and "Information Postings at Recreation Sites" (each 10%). Together, these six response groups were volunteered by nearly seven of every ten residents interviewed (69%).

When asked about the recreation benefits they seek, half of the Chula Vista households polled (50%) stated that they seek "physical fitness, health and well-being" benefits from their recreation choices. An additional three in ten Chula Vista respondents (27%) replied that "opportunities to gather and socialize with others" is the primary benefit they seek from recreation. The benefit of "learning opportunities for hobby, self-improvement or career development" was a priority for 15% of the Chula Vista's responding residents while 8% cited benefitting from recreational opportunities to "give back to the community through volunteer work."

Half (50%) of the sample of Chula Vista respondents described themselves as a "Frequent User" of parks and recreation facilities (patrons of facilities at least 3 times per month.) More than one of every three Chula Vista residents polled (36%) was "Moderate Users" (patrons of facilities at least 2 to 24 times annually) of recreation facilities, while 14% was labeled "Light/Non Users" (patrons of facilities once per year and non-users.)

City respondents asked to identify the park or recreation facility they most often use frequently identified Heritage Park, J Street Marina, None, Balboa Park, Rohr Park, Cottonwood Park, Chula Vista Community Park, Marina View/Bayfront Park, and Parkway Community Center.

When queried regarding what one program, class or activity their household would most like to see added in Chula Vista, respondents most often volunteered a Desire for No New Programs, Before or After School Day Care, Swimming Lessons, Soccer Classes, and Aerobics, Spinning, or Fitness Instruction or Classes, Music Instruction or Classes, Pre-School Care, Baseball or Softball, and Dance Instruction or Classes.

#### *Sports Organizations Representative Survey*

Sports organizations surveyed reported serving the recreation interests of more than 10,000 members living in Chula Vista, 85% of whom participate in youth sports. Responses regarding facility maintenance revealed that 50% of the organizations rated maintenance as "good" while another 29% rated maintenance as "excellent." Nearly three of every four organizations paying fees identified the amount to be "about right." Without exception, each of the organizations surveyed identified facility or amenity needs.

#### *Recreation Facility Demand and Needs Analysis - Historical and Forecast*

On a City-wide basis, there is a need for baseball fields for youth practice, soccer fields for organized youth and adult games, picnic tables, playgrounds or tot lots, swimming pools for recreation, tennis courts, skating/skate boarding facility, open green space, and dog parks. In contrast, facility surpluses were found in softball fields, baseball fields for youth organized games, football fields for youth, soccer fields for youth practice, indoor basketball courts, outdoor basketball courts, and indoor classroom space.

The City-wide need for soccer fields, picnic tables, tennis courts, skating/skate boarding facility, and open green space is exclusively a reflection of deficits located in the West Chula Vista area. There is a shortage of baseball practice fields, playgrounds/tot lots, and swimming pools for recreation in both the Western and Eastern areas of the City. In contrast, facility surpluses in the Western and Eastern areas of the City were found in softball fields for organized youth games and practice, baseball fields for youth organized games, indoor basketball courts, and outdoor basketball courts.

Forecasting to 2030, it is projected that there will be a continuing shortage of baseball fields for youth practice, playgrounds or tot lots, and swimming pools for recreation in the City. There is a greater projected need for facilities in the West Chula Vista area, where estimates show a need for softball fields for organized adult games, baseball fields for youth organized games and practice, football fields for youth, soccer fields for

youth and adult organized games, picnic tables, playgrounds/tot lots, swimming pools for recreation, tennis courts, indoor basketball courts, skating/skate boarding facility, and dog parks. In the Eastern area of the City, shortages are projected for baseball fields for youth practice, playgrounds/tot lots, and swimming pools for recreation.

### III. DEMOGRAPHIC ANALYSIS

Understanding the demographic context of the City can create a valuable perspective for understanding current parks and recreation facility and program requirements and, moreover, for anticipating parks and recreation facility and program needs in the future. Demographic characteristics such as age, presence of children, ethnicity and income have been demonstrated in past research to have a relationship to recreating patterns and needs. For those reasons, historical change and emerging directions of the resident population demography of Chula Vista are important considerations as the community plans for and moves forward into its preferred future. Three demographic analyses have been prepared as a foundation for understanding Chula Vista residents' recreation needs and preferences now and in the future.

- A historical review of population and household growth as well as demographic trends for residents of the City, six subareas of the City,<sup>3</sup> the South Suburban Subregion,<sup>4</sup> and the County as a whole for perspective, examining data from the Federal Census as of 1990 and 2000. The Census data describes the size and make-up of a community and how it is changing over time, using many demographic factors, such as total population and households, age, presence of children, household size, ethnicity, and income. The review of the City demography is also analyzed for six subareas all of which is put in context by examining the regional South Suburban Subregion and County figures as perspective.
- An updated review of growth for residents of the City and its six subareas based on population and household estimates provided by the California Department of Finance and San Diego Association of Governments (SANDAG) for the City, its six subareas, the South Suburban Subregion and the County.
- A forecast of population and household growth as well as demography (age and ethnicity) for the City, its six subareas, the South Suburban Subregion, and the County, relying upon the State Department of Finance and San Diego Association of Governments (SANDAG) estimates and forecasts.

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<sup>3</sup> Northwest Chula Vista, Southwest Chula Vista, West Chula Vista (Total), East Chula Vista (Non-Otay Ranch), East Chula Vista (Otay Ranch) and East Chula Vista (Total).

<sup>4</sup> The South Suburban Subregion includes SANDAG Subregional Areas 20, 21 and 22 which encompass the City of Chula Vista, Sweetwater, and South Bay.

### HISTORICAL POPULATION GROWTH

Table 1, Historical Population Growth, presents a fifteen-year history of population growth within Chula Vista, its subareas, the referenced South Suburban Subregion and San Diego County. As Table 1 illustrates, population growth in Chula Vista during the 1990's occurred at a 2.5% rate per year, with approximately 3,800 new City residents documented each year on average. This growth in the City primarily occurred in the Non-Otay Ranch area of East Chula Vista, which posted a growth rate of 5.9%, with nearly 2,800 new residents documented each year on average; 72% of the City's average number of new residents.

The City growth rate of 2.5% annually between 1990 and 2000 compares with a 1.6% rate of growth within the South Suburban Subregion and a 1.2% rate for the County as a whole. Thus, the City of Chula Vista's population growth during the decade of the 1990's was above the rate in both the Subregion and the County overall. Further, the nominal average annual growth in residents of Chula Vista (at 3,800) represented 84% of the growth documented in the South Suburban Region (at 4,600 per year) and 12% of the County's growth (at 31,600 annually).

Table 1 further details population figures for the six subareas of the City of Chula Vista, including subareas referred to as East Chula Vista and West Chula Vista (east or west of the 805 Freeway). As Table 1 reveals, population growth trends during the decade of the 1990's varied significantly when comparing the two major subareas of the City.

While the growth rate in the predominately developed West Chula Vista subarea stood at 0.9% annually during the 1990 to 2000 period, the comparable figure for East Chula Vista was 6.2%. The actual average number of residents added in each area per year revealed a similar discrepancy during that time frame (900 in the West vs. 2,900 in the East). Further investigation of growth documented in East Chula Vista reveals that 94% of the growth in this region of the City was located in the Non-Otay Ranch area of East Chula Vista during the decade prior to 2000.

Examining the first five years of the current decade, Chula Vista has experienced an increase in its rate of population growth, to a 4.8% annual rate, representing 9,000 new residents each year, more than double (137%) the average number of residents added each year during the 1990's. Chula Vista's rate of population growth during the 2000 to 2005 time frame (at 4.8%) is also above that reflected for the South Suburban Subregion (3.3%) and the County (1.6%).

Table 1 HISTORICAL POPULATION GROWTH CITY OF CHULA VISTA, SOUTH SUBURBAN SUBREGION AND SAN DIEGO COUNTY 1990 - 2005						
	1990	1995	2000	2004	2005	
Northwest Chula Vista	45,944	49,689	50,403	53,252	53,433	
Southwest Chula Vista	53,601	57,443	58,236	61,566	61,643	
West Chula Vista Subtotal	99,545	107,132	108,639	114,818	115,076	
Otay Ranch Area of East Chula Vista	0	0	1,689	18,596	24,245	
Non-Otay Ranch Area of East Chula Vista	35,617	42,391	63,228	76,022	79,627	
East Chula Vista Subtotal	35,617	42,391	64,917	94,618	103,872	
Chula Vista	135,162	149,523	173,556	209,436	218,948	
South Suburban Subregion	261,694	280,423	307,469	351,400	361,183	
San Diego County (000)	2,498,016	2,658,584	2,813,833	3,017,204	3,049,624	
Average Annual Change						
	1990 - 2000		2000 - 2005			
	#	%	#	%		%
Northwest Chula Vista	446	0.9%	606	1.2%		1.2%
Southwest Chula Vista	464	0.8%	681	1.1%		1.1%
West Chula Vista Subtotal	909	0.9%	1,287	1.2%		1.2%
Otay Ranch Area of East Chula Vista	169	NA	4,511	70.4%		70.4%
Non-Otay Ranch Area of East Chula Vista	2,761	5.9%	3,280	4.7%		4.7%
East Chula Vista Subtotal	2,930	6.2%	7,791	9.9%		9.9%
Chula Vista	3,839	2.5%	9,078	4.8%		4.8%
South Suburban Region	4,578	1.6%	10,743	3.3%		3.3%
San Diego County (000)	31,582	1.2%	47,158	1.6%		1.6%

Source: US Bureau of the Census; SANDAG; Department of Finance; City of Chula Vista; Research Network Ltd., 6/05



Focusing upon the subareas of the City of Chula Vista, population growth in each subarea was faster during the 2000 to 2005 time frame than during the decade of the 1990's, except for the Non-Otay Ranch area of East Chula Vista, which experienced a decline from a 5.9% annual growth rate to 4.7%. Of the 9,000 new residents documented in the City each of the past five years, 86% were residents of East Chula Vista (7,800 per year on average). These new East Chula Vista residents were slightly more often found in Otay Ranch (58%) than in the Non-Otay Ranch subarea (42%).

#### HISTORICAL HOUSEHOLD GROWTH

Table 2, Historical Household Growth, presents a fifteen-year history of household growth within Chula Vista, its subareas, the referenced South Suburban Subregion and San Diego County. As Table 2 illustrates, household growth in Chula Vista during the 1990's occurred at a 1.9% rate per year, with approximately 1,000 new City households documented each year on average. The 1.9% household growth rate during the decade preceding 2000 compares with a 2.5% population growth rate discussed in the previous section of this analysis. Moreover, while the household growth average annually stood at 1,000, the population growth was documented at 3,800 residents, inferring a population per household average of 3.8 persons for these new households.

However, such an inference is a less likely explanation than the potential that existing Chula Vista households were growing and contributing to the population growth along with population accruing from new households. Consider the comparison of 1990's average population (900) and household (100) growth annually in West Chula Vista which resulted in a population per household average of 8.7 persons for new households as evidence that population growth must be occurring in existing households as well as in new households.

The annual growth in the City households during the 1990's primarily occurred in the Non-Otay Ranch area of East Chula Vista, which posted a growth rate of 5.7%, with approximately 800 new households documented each year on average; 84% of the City's average number of new households. The comparison of 1990's population and household growth within the Non-Otay Ranch area of East Chula Vista infers a population per household average of 3.31 persons for these new households. The City household growth rate of 1.9% annually between 1990 and 2000 compares with a 1.3% rate of growth within the South Suburban Subregion and a 1.1% rate for the County as a whole.

Table 2  
 HISTORICAL HOUSEHOLD GROWTH  
 CITY OF CHULA VISTA, SOUTH SUBURBAN SUBREGION AND SAN DIEGO COUNTY  
 1990 - 2005

	1990	1995	2000	2004	2005
	#	#	%	#	%
Northwest Chula Vista	18,587	18,174	19,244	19,574	19,906
Southwest Chula Vista	17,992	17,563	18,377	18,737	18,914
West Chula Vista Subtotal	36,579	35,737	37,621	38,311	38,820
Otay Ranch Area of East Chula Vista	0	0	500	5,708	7,883
Non-Otay Ranch Area of East Chula Vista	11,245	16,111	19,584	25,682	28,237
East Chula Vista Subtotal	11,245	16,111	20,084	31,390	36,120
Chula Vista	47,824	51,848	57,705	69,701	74,940
South Suburban Subregion	83,009	86,994	94,080	108,083	110,367
San Diego County (000)	887,403	931,362	994,677	1,045,812	1,057,564
Average Annual Change					
	1990 - 2000		2000 - 2005		
	#	%	#	%	%
Northwest Chula Vista	66	0.3%	132	0.7%	0.7%
Southwest Chula Vista	39	0.2%	107	0.6%	0.6%
West Chula Vista Subtotal	104	0.3%	240	0.6%	0.6%
Otay Ranch Area of East Chula Vista	50	NA	1,477	73.6%	73.6%
Non-Otay Ranch Area of East Chula Vista	834	5.7%	1,731	7.6%	7.6%
East Chula Vista Subtotal	884	6.0%	3,207	12.5%	12.5%
Chula Vista	988	1.9%	3,447	5.4%	5.4%
South Suburban Region	1,107	1.3%	3,257	3.2%	3.2%
San Diego County (000)	10,727	1.1%	12,577	1.2%	1.2%

Source: US Bureau of the Census; SANDAG; Department of Finance; City of Chula Vista; Research Network Ltd., 6/05

Thus, the City of Chula Vista's household growth during the decade of the 1990's was above the rate in both the Subregion and the County overall. Further, the nominal average annual growth in households of Chula Vista (at 1,000) represented 89% of the growth documented in the South Suburban Region (at 1,100 per year) and 9% of the County's growth (at 10,700 annually).

Table 2 further details household figures for the six subareas of the City of Chula Vista, including subareas referred to as East Chula Vista and West Chula Vista (east or west of the 805 Freeway). As Table 2 reveals, household growth trends during the decade of the 1990's varied significantly when comparing the two major subareas of the City.

While the growth rate in the predominately developed West Chula Vista subarea stood at 0.3% annually during the 1990 to 2000 period, the comparable figure for East Chula Vista was 6.0%. The actual average number of new households in each area per year revealed a similar discrepancy during that time frame (100 in the West vs. 900 in the East). Further investigation of growth documented in East Chula Vista reveals that 94% of the growth in this region of the City was located in the Non-Otay Ranch area of East Chula Vista during the decade prior to 2000.

Examining the first five years of the current decade, Chula Vista has experienced an increase in its rate of household growth, to a 5.4% annual rate, representing 3,400 new households each year, more than triple (249%) the average number of households added each year during the 1990's. Chula Vista's rate of household growth during the 2000 to 2005 time frame (at 5.4%) is also above that reflected for the South Suburban Subregion (3.2%) and the County (1.2%).

Focusing upon the subareas of the City of Chula Vista, household growth in each subarea was faster during the 2000 to 2005 time frame than during the decade of the 1990's. Of the 3,400 new households documented in the City each of the past five years, 93% were residents of East Chula Vista (3,200 per year on average). These new East Chula Vista residents were slightly more often found in Non-Otay Ranch (54%) than in the Otay Ranch subarea (46%).

#### HISTORICAL DEMOGRAPHIC TRENDS

To enhance the analysis of population and household growth previously provided, a collection of demographic characteristics for the resident population was compiled from the Federal Census of

1990 and, for comparison 2000. This collection of characteristics has been prepared for the County, City, and six City subareas and is presented in Tables 3 through 6.

#### Chula Vista City and San Diego County Demographic Trends

Table 3 presents a comparison of demographic characteristics in 1990 and 2000 for the City of Chula Vista and San Diego County. Table 3 highlights the following demographic trends.

- Average household size<sup>5</sup> has grown 7.2% in the City; from 2.79 persons per household in 1990 to 2.99 persons per household in 2000, a larger growth trend than that observed in the County (from 2.69 in 1990 to 2.73 in 2000, up 1.5%).
- The median household income in the City was 4.7% below the median figure for San Diego County in 2000. Further, the median income figure in the City grew faster during the 1990 to 2000 period (40.1% vs. 34.4% in the County.)
- The number of Chula Vista residents by age group grew between 1990 and 2000 in all age categories except residents aged 20 to 24 years of age (down 3.2%). The greatest growth was evidenced among City residents 45 to 54 years (60.4%), those 10 to 14 years of age (57.2%), residents 35 to 44 years (49.9%) and among residents 5 to 9 years of age (49.2%). This pattern of growth in the City's population by age group was mirrored by a comparable pattern among County residents. The distinguishing trends noted in the County resident demography comparison included a decline in residents age 25 to 34 years (down 11.2% compared with modest growth in this age group for the City), and modest growth in residents under 5 years of age (1.7% compared with a 20.6% growth in this age group for the City).
- Examining the 2000 population of the City by age, 16.4% of residents were 5 to 14 years of age (the primary youth sports population group) compared with 14.7% of the County residents. Adult recreation consumers aged 20 to 54 years constituted 50.0% of City residents in contrast with 52.8% of County residents. Seniors 55 and over comprised 18.4% of City residents and 18.5% of County residents. As a result of the distribution by age, the median age in Chula Vista stood at 33 years in 2000 (up from 31.5 years in 1990) compared to a 2000 County median of 33.2 years (up from 30.7 years in 1990.)
- The City of Chula Vista population was 49.7% Hispanic as of 2000 with the second largest racial/ethnic group being White (at 31.9%.) Significant population groups in the City in 2000

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<sup>5</sup> The average number of people per household.

**Table 3**  
**DEMOGRAPHIC TRENDS IN THE CITY OF CHULA VISTA**

	1990	2000	Change	1990	2000	Change
	Chula Vista			County		
Total Population	135,162	173,556	28.4%	2,498,016	2,813,833	12.6%
Occupied Housing Units	47,824	57,705	20.7%	887,403	994,677	12.1%
Persons Per Household	2.79	2.99	7.2%	2.69	2.73	1.5%
Median Household Income (\$)	32,012	44,861	40.1%	35,022	47,067	34.4%
Percent of Population by Age:						
Under 5 years	8.3%	7.8%	20.6%	7.8%	7.1%	1.7%
5 to 9 years	7.2%	8.4%	49.2%	7.0%	7.6%	21.5%
10 to 14 years	6.5%	8.0%	57.2%	6.1%	7.1%	31.2%
15 to 19 years	6.9%	7.4%	37.0%	6.9%	7.1%	15.2%
20 to 24 years	8.7%	6.6%	-3.2%	10.1%	8.2%	-8.2%
25 to 34 years	18.9%	15.2%	3.1%	20.0%	15.8%	-11.2%
35 to 44 years	14.0%	16.4%	49.9%	15.2%	16.3%	20.4%
45 to 54 years	9.5%	11.8%	60.4%	8.8%	12.5%	59.8%
55 to 64 years	8.3%	7.4%	15.9%	7.1%	7.3%	15.4%
65 years and over	11.7%	11.0%	21.3%	10.9%	11.2%	14.9%
Median Age	31.5	33.0	4.8%	30.7	33.2	8.1%
Percent of Population by Race:						
Non-Hispanic White	49.8%	31.9%	-12.5%	65.4%	54.6%	-1.2%
Non-Hispanic Black	4.2%	4.6%	48.8%	6.0%	5.9%	16.4%
Non-Hispanic Asian/Pac Island	8.1%	12.3%	107.6%	7.4%	10.3%	64.5%
Non-Hispanic Other*	0.7%	1.5%	208.4%	0.8%	2.0%	205.7%
Hispanic	37.3%	49.7%	82.1%	20.4%	27.2%	57.6%
Percent of Households That Are:						
Families	72.7%	75.5%	11.6%	67.5%	66.7%	10.6%
Families with Children <18 years	39.0%	45.0%	24.1%	35.2%	36.8%	17.0%
Non-families	27.3%	24.5%	1.5%	32.5%	33.3%	15.1%
One-person households	21.8%	19.5%	1.5%	22.9%	24.2%	18.4%
All households with children <18	39.5%	45.3%	23.5%	35.8%	37.2%	16.4%
Percent of Households that are:						
Owners	47.3%	57.5%	53.1%	48.6%	55.4%	44.2%
Renters	52.7%	42.5%	9.5%	51.4%	44.6%	9.5%
Median Housing Value (\$)	164,000	187,100	14.1%	186,700	212,000	13.6%
Median Rent (\$)	540	664	23.0%	564	710	25.9%

Source: U.S. Bureau of the Census; Research Network Ltd., 8/05

included Asian/Pacific Islander (12.3%) and Black (4.6%) descriptions. The largest population group in the County was White (54.6%) and the second largest group (Hispanic) was 27.2% in 2000. Other significant County population groups included Asian/Pacific Islander (10.3%) and Black (5.9%) descriptions.

- Population growth during 1990 to 2000 in both the City and the County was focused in the groups other than White. For instance, the Hispanic group grew 82.1% in the City from 1990 to 2000 and 57.6% in the County. The Asian/Pacific Islander group grew 107.6% in the City from 1990 to 2000 and 64.5% in the County. The Black population group grew 48.8% in the City during the 1990's and 16.4% in the County. The White population declined 12.5% in the City and 1.2% in the County.
- More than four in ten City households (45.3%) in 2000 were households with children less than 18 years, having grown 23.5% from 1990. In contrast, the County share of households with children stood at 37.2% in 2000, growing 16.4% since 1990. The fastest growing household type in the City from 1990 to 2000 was families with children (up 24.1%). By comparison, the fastest growing household type in the County was one-person households (up 18.4%).
- The City's proportion of homeowners has grown dramatically over the ten-year period between Censuses (53.1%), comparable to the County trend (up 44.2%). A majority of 2000 households are homeowners in the City (57.5%) and the County (55.4%).
- The median housing value of \$187,100 in Chula Vista in 2000 is 11.7% below the median value of \$212,000 in the County as a whole.
- Rental rates in the City are also 6.5% below those in San Diego County in 2000.

#### East and West Chula Vista Demographic Trends

Table 4 presents a comparison of demographic characteristics in 1990 and 2000 for East and West Chula Vista (east and west of 805 Freeway). Table 4 highlights the following demographic trends.

- Average household size<sup>6</sup> has grown 6.3% in the Western share of the City; from 2.72 persons per household in 1990 to 2.89 persons per household in 2000, a much larger growth trend than that observed in East Chula Vista (from 3.18 in 1990 to 3.23 in 2000, up 1.6%).
- The median household income in West Chula Vista evidenced 27.3% growth between 1990 and 2000, similar to the growth in income documented in the East (27.2%). Further, the 2000

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<sup>6</sup> The average number of people per household.

**Table 4**  
**DEMOGRAPHIC TRENDS IN EAST AND WEST CHULA VISTA**

	1990	2000	Change	1990	2000	Change
	West of 805			East of 805		
Total Population	99,545	108,639	9.1%	35,792	64,917	81.4%
Occupied Housing Units	36,579	37,621	2.8%	11,245	20,084	78.6%
Persons Per Household	2.72	2.89	6.3%	3.18	3.23	1.6%
Median Household Income (\$)	27,414	34,911	27.3%	53,747	68,371	27.2%
Percent of Population by Age:						
Under 5 years	8.4%	7.7%	-1.4%	7.7%	8.0%	35.1%
5 to 9 years	7.0%	8.2%	25.8%	7.9%	8.7%	42.5%
10 to 14 years	6.1%	7.7%	34.8%	8.0%	8.6%	40.4%
15 to 19 years	6.5%	7.4%	21.4%	7.9%	7.4%	20.8%
20 to 24 years	9.4%	7.4%	-15.5%	6.3%	5.1%	5.0%
25 to 34 years	19.4%	15.2%	-16.2%	16.6%	15.2%	19.1%
35 to 44 years	12.6%	15.0%	27.7%	18.2%	18.8%	34.3%
45 to 54 years	8.7%	10.8%	33.2%	12.4%	13.6%	42.4%
55 to 64 years	8.5%	7.4%	-7.1%	8.1%	7.5%	19.7%
65 years and over	13.5%	13.4%	6.4%	6.8%	7.0%	33.3%
Median Age	31.5	32.6	3.5%	32.3	33.0	2.2%
Percent of Population by Race:						
Non-Hispanic White	48.7%	30.0%	-29.7%	58.7%	35.2%	-17.7%
Non-Hispanic Black	4.6%	4.6%	15.6%	2.9%	4.6%	121.5%
Non-Hispanic Asian/Pac Island	5.7%	6.6%	32.6%	12.1%	21.8%	148.2%
Non-Hispanic Other*	0.8%	1.6%	140.9%	0.5%	2.3%	524.5%
Hispanic	40.3%	57.2%	61.9%	25.9%	36.0%	90.7%
Percent of Households That Are:						
Families	69.3%	70.4%	2.6%	84.0%	85.0%	29.1%
Families with Children <18 years	36.1%	41.2%	15.3%	47.4%	52.0%	40.0%
Non-families	30.7%	29.6%	-2.5%	16.0%	15.0%	19.8%
One-person households	24.7%	23.9%	-2.2%	11.8%	11.1%	20.2%
All households with children <18	36.7%	41.6%	14.7%	47.8%	52.3%	39.6%
Percent of Households that are:						
Owners	38.2%	45.3%	41.5%	76.8%	80.6%	66.1%
Renters	61.8%	54.7%	5.6%	23.2%	19.4%	33.0%
Median Housing Value (\$)	147,488	157,106	6.5%	224,117	373,099	66.5%
Median Rent (\$)	524	635	21.2%	748	1,048	40.1%

Source: U.S. Bureau of the Census; Research Network Ltd., 8/05

median income figure in the West was approximately half of the figure reported for the East (\$34,911 vs. \$68,371).

- The number of West Chula Vista residents by age group grew between 1990 and 2000 in age categories for residents aged 5 to 19 years of age, 35 to 54 years of age, and 65 years or over. The greatest growth was evidenced among residents 10 to 14 years of age (34.8%), those 45 to 54 years (33.2%), residents 35 to 44 years (27.7%) and among residents 5 to 9 years of age (25.8%). The most significant declines in West Chula Vista residents by age were documented in the 20 to 34 years group. The number of East Chula Vista residents by age group grew between 1990 and 2000 in all age categories. The greatest growth was evidenced among residents 5 to 14 years of age, those 45 to 54 years, residents less than 5 years, 35 to 44 years and among residents 65 years or over.
- Examining the 2000 population of the West by age, 15.9% of residents were 5 to 14 years of age (the primary youth sports population group) compared with 17.3% of East Chula Vista residents. Adult recreation consumers aged 20 to 54 years constituted 48.4% of West residents in contrast with 52.7% of East residents. Seniors 55 and over comprised 20.8% of West residents and 14.5% of East residents. As a result of the distribution by age, the median age in West Chula Vista stood at 32.6 years in 2000 (up from 31.5 years in 1990) compared to a 2000 East median of 33 years (up from 32.3 years in 1990.)
- The West Chula Vista population was 57.2% Hispanic as of 2000 with the second largest racial/ethnic group being White (at 30.0%). Significant population groups in the West in 2000 included Asian/Pacific Islander (6.6%) and Black (4.6%) descriptions. The largest population group in the East was Hispanic (36.0%) and the second largest group (White) was 35.2% in 2000. Other significant East Chula Vista population groups included Asian/Pacific Islander (21.8%) and Black (4.6%) descriptions.
- Population growth in both the West and the East was focused in the groups other than White. For instance, the Hispanic group grew 61.9% in the West from 1990 to 2000 and 90.7% in the East. The Asian/Pacific Islander group grew 32.6% in the West from 1990 to 2000 and 148.2% in the East. The Black population group grew 15.6% in the West during the 1990's and 121.5% in the East. The White population declined 29.7% in the West and 17.7% in the East.
- More than four in ten West Chula Vista households (41.6%) in 2000 were households with children less than 18 years having grown 14.7% from 1990. In contrast, the East share of households with children stood at 52.3% in 2000, growing 39.6% since 1990. The fastest growing household type in the West from 1990 to 2000 was families with children (up 15.3%.)



By comparison, the fastest growing household type in the East was also families with children (up 40.0%.)

- The West's proportion of homeowners has grown dramatically over the ten-year period between Censuses (41.5%), comparable to the East trend (up 66.1%). A majority of 2000 households are renters in the West (54.7%) compared with the majority in the East being homeowners (80.6%).
- The median housing value of \$157,106 in West Chula Vista in 2000 is less than half the median value of \$373,099 in the East.
- Rental rates in the West are also 39.4% below those in the East in 2000.

#### Northwest and Southwest Chula Vista Demographic Trends

Table 5 presents a comparison of demographic characteristics in 1990 and 2000 for Northwest and Southwest Chula Vista (west of 805 Freeway, north or south of L Street). Table 5 highlights the following demographic trends.

- Average household size<sup>7</sup> has grown 6.1% in the Northwestern share of the City; from 2.47 persons per household in 1990 to 2.62 persons per household in 2000, a comparable growth trend to that observed in Southwest Chula Vista (from 2.98 in 1990 to 3.17 in 2000, up 6.4%).
- The median household income in Northwest Chula Vista evidenced 30.3% growth between 1990 and 2000, higher than the growth in income documented in the Southwest (23.2%). Further, the 2000 median income figure in the Northwest was comparable to the figure reported for the Southwest (\$34,345 vs. \$35,462).
- The number of Northwest Chula Vista residents by age group grew between 1990 and 2000 in age categories for residents less than 20 years of age and 35 to 54 years of age. The greatest growth was evidenced among residents 45 to 54 years (43.5%), 10 to 14 years of age (38.5%), and those residents 5 to 9 years (38.1%). The most significant declines in Northwest Chula Vista residents by age were documented in the 20 to 34 years group. The number of Southwest Chula Vista residents by age group grew between 1990 and 2000 in age categories for residents 5 to 19 years, 35 to 54 years, and 65 years or older. The greatest growth was evidenced among residents 10 to 14 years of age (32.5%), those 35 to 44 years (27.3%), and

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<sup>7</sup> The average number of people per household.

**Table 5**  
**DEMOGRAPHIC TRENDS IN WEST CHULA VISTA**

	1990	2000	Change	1990	2000	Change
	Northwest			Southwest		
Total Population	45,944	50,403	9.7%	53,601	58,236	8.6%
Occupied Housing Units	18,587	19,244	3.5%	17,992	18,377	2.1%
Persons Per Household	2.47	2.62	6.1%	2.98	3.17	6.4%
Median Household Income (\$)	26,353	34,345	30.3%	28,774	35,462	23.2%
Percent of Population by Age:						
Under 5 years	7.7%	7.5%	6.4%	8.9%	7.9%	-7.0%
5 to 9 years	5.9%	7.5%	38.1%	7.8%	8.7%	17.9%
10 to 14 years	5.3%	6.7%	38.5%	6.8%	8.5%	32.5%
15 to 19 years	5.7%	6.6%	25.0%	7.1%	8.0%	19.0%
20 to 24 years	9.4%	7.6%	-12.2%	9.4%	7.3%	-18.2%
25 to 34 years	19.4%	15.5%	-12.8%	19.4%	14.8%	-19.2%
35 to 44 years	12.5%	14.7%	28.2%	12.6%	15.2%	27.3%
45 to 54 years	8.5%	11.2%	43.5%	8.8%	10.4%	24.9%
55 to 64 years	8.5%	7.4%	-4.7%	8.6%	7.4%	-9.2%
65 years and over	17.0%	15.3%	-2.1%	10.6%	11.8%	17.8%
Median Age	33.1	33.3	0.3%	30.2	31.5	4.3%
Percent of Population by Race:						
Non-Hispanic White	56.5%	35.9%	-26.0%	42.1%	24.8%	-33.8%
Non-Hispanic Black	4.7%	4.7%	17.7%	4.5%	4.5%	13.7%
Non-Hispanic Asian/Pac Island	4.6%	6.5%	63.5%	6.6%	6.8%	14.5%
Non-Hispanic Other*	0.8%	1.9%	191.8%	0.7%	1.3%	96.8%
Hispanic	33.4%	51.0%	77.9%	46.1%	62.6%	52.2%
Percent of Households That Are:						
Families	63.4%	64.8%	5.4%	75.3%	76.3%	0.3%
Families with Children <18 years	30.2%	32.5%	22.6%	42.1%	46.8%	10.0%
Non-families	36.6%	35.2%	-0.8%	24.7%	23.7%	-5.1%
One-person households	30.1%	28.9%	-0.7%	19.3%	18.6%	-4.5%
All households with children <18	30.8%	36.3%	21.6%	42.6%	47.2%	9.7%
Percent of Households that are:						
Owners	33.8%	39.8%	35.9%	42.9%	50.8%	46.4%
Renters	66.2%	60.2%	4.9%	57.1%	49.2%	6.5%
Median Housing Value (\$)	157,784	168,313	6.7%	139,451	150,100	7.6%
Median Rent (\$)	507	626	23.5%	539	649	20.4%

Source: U.S. Bureau of the Census; Research Network Ltd., 8/05

among residents 45 to 54 years (24.9%). The greatest declines in Southwest Chula Vista residents by age group occurred for the same age group as in Northwest (20 to 34 years).

- Examining the 2000 population of the Northwest by age, 14.2% of residents were 5 to 14 years of age (the primary youth sports population group) compared with 17.2% of Southwest Chula Vista residents. Adult recreation consumers aged 20 to 54 years constituted 49.0% of Northwest residents in contrast with 47.7% of Southwest residents. Seniors 55 and over comprised 22.7% of Northwest residents and 19.2% of Southwest residents. As a result of the distribution by age, the median age in Northwest Chula Vista stood at 33.3 years in 2000 (up from 33.1 years in 1990) compared to a 2000 Southwest median of 31.5 years (up from 30.2 years in 1990.)
- The Northwest Chula Vista population was 51.0% Hispanic as of 2000 with the second largest racial/ethnic group being White (at 35.9%.) Significant population groups in the Northwest in 2000 included Asian/Pacific Islander (6.5%) and Black (4.7%) descriptions. The largest population group in the Southwest was Hispanic (62.6%) and the second largest group (White) was 24.8% in 2000. Other significant Southwest population groups included Asian/Pacific Islander (6.8%) and Black (4.5%) descriptions.
- Population growth in both the Northwest and the Southwest focused in the groups other than White. For instance, the Hispanic group grew 77.9% in the Northwest from 1990 to 2000 and 52.2% in the Southwest. The Asian/Pacific Islander group grew 63.5% in the Northwest from 1990 to 2000 and 14.5% in the Southwest. The Black population group grew 17.7% in the Northwest during the 1990's and 13.7% in the Southwest. The White population declined 26.0% in Northwest and 33.8% in Southwest.
- More than one in three Northwest Chula Vista households (36.3%) in 2000 were households with children less than 18 years having grown 21.6% from 1990. In contrast, the Southwest share of households with children stood at 47.2% in 2000, growing 9.7% since 1990. The fastest growing household type in the Northwest from 1990 to 2000 was families with children (up 22.6%.) By comparison, the fastest growing household type in the Southwest was also families with children (up 10.0%.)
- The Northwest's proportion of homeowners has grown dramatically over the ten-year period between Censuses (35.9%), comparable to the Southwest trend (up 46.4%). A majority of 2000 households are renters in the Northwest (60.2%) compared with the scant majority in the Southwest being homeowners (50.8%).

- The median housing value of \$168,313 in Northwest Chula Vista in 2000 is 12.1% above the median value of \$150,100 in the Southwest.
- Rental rates in the Northwest were 3.5% below those in the Southwest in 2000.

East: Non-Otay Ranch and Otay Ranch Demographic Trends

Table 6 presents a comparison of demographic characteristics in 1990 and 2000 for Non-Otay Ranch and the 2000 demography for the Otay Ranch<sup>8</sup> portion of East Chula Vista (east of 805 Freeway). Table 6 highlights the following demographic trends.

- Average household size<sup>9</sup> has grown 1.6% in the Non-Otay Ranch portion of East Chula Vista; from 3.18 persons per household in 1990 to 3.23 persons per household in 2000, a comparable 2000 figure to that observed in Otay Ranch (3.38 in 2000).
- The median household income in the Non-Otay Ranch portion of East Chula Vista evidenced 24.1% growth between 1990 and 2000. However, the 2000 median income figure in Otay Ranch was 3.6% higher than the figure reported for Otay Ranch (\$69,101 vs. \$66,718).
- The number of Non-Otay Ranch area of East Chula Vista residents by age group grew between 1990 and 2000 in all age categories. The greatest growth was evidenced among residents 45 to 54 years (38.3%), 5 to 9 years (36.0%), and those residents 10 to 14 years of age (34.9%).
- Examining the 2000 population of the Non-Otay Ranch portion of East Chula Vista by age, 17.2% of residents were 5 to 14 years of age (the primary youth sports population group) compared with 19.3% of Otay Ranch residents. Adult recreation consumers aged 20 to 54 years constituted 52.7% of Non-Otay Ranch residents in contrast with 54.2% of Otay Ranch residents. Seniors 55 and over comprised 14.7% of Non-Otay Ranch portion of East Chula Vista residents and 9.3% of Otay Ranch residents. As a result of the distribution by age, the median age in the Non-Otay Ranch portion of East Chula Vista stood at 33.2 years in 2000 (up from 32.3 years in 1990) compared to a 2000 Otay Ranch median of 29.5 years.
- The Non-Otay Ranch portion of East Chula Vista population was 37.3% Hispanic as of 2000 with the second largest racial/ethnic group being White (at 35.4%.) Significant population

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<sup>8</sup> Otay Ranch had no housing/population in 1990.

<sup>9</sup> The average number of people per household.

**Table 6**  
**DEMOGRAPHIC TRENDS IN EAST CHULA VISTA**

	1990	2000	Change	1990	2000	Change
	Otay Ranch			Non-Otay Ranch		
Total Population	0	1,689	NA	35,792	63,228	76.7%
Occupied Housing Units	0	500	NA	11,245	19,584	74.2%
Persons Per Household	0.00	3.38	NA	3.18	3.23	1.6%
Median Household Income (\$)	0	69,101	NA	53,747	66,718	24.1%
Percent of Population by Age:						
Under 5 years	0.0%	10.7%	NA	7.7%	7.9%	28.3%
5 to 9 years	0.0%	10.4%	NA	7.9%	8.6%	36.0%
10 to 14 years	0.0%	8.9%	NA	8.0%	8.6%	34.9%
15 to 19 years	0.0%	6.5%	NA	7.9%	7.4%	16.8%
20 to 24 years	0.0%	4.4%	NA	6.3%	5.2%	1.5%
25 to 34 years	0.0%	20.2%	NA	16.6%	15.0%	13.1%
35 to 44 years	0.0%	19.3%	NA	18.2%	18.8%	29.1%
45 to 54 years	0.0%	10.3%	NA	12.4%	13.7%	38.3%
55 to 64 years	0.0%	5.9%	NA	8.1%	7.6%	16.1%
65 years and over	0.0%	3.4%	NA	6.8%	7.1%	30.8%
Median Age	0.0	29.5	NA	32.3	33.2	2.8%
Percent of Population by Race:						
Non-Hispanic White	0.0%	27.9%	NA	58.7%	35.4%	-36.9%
Non-Hispanic Black	0.0%	7.2%	NA	2.9%	4.5%	108.2%
Non-Hispanic Asian/Pac Island	0.0%	28.4%	NA	12.1%	21.5%	135.7%
Non-Hispanic Other*	0.0%	1.4%	NA	0.5%	1.3%	229.2%
Hispanic	0.0%	35.0%	NA	25.9%	37.3%	90.4%
Percent of Households That Are:						
Families	0.0%	89.0%	NA	84.0%	84.9%	24.4%
Families with Children <18 years	0.0%	61.2%	NA	47.4%	51.7%	34.3%
Non-families	0.0%	11.0%	NA	16.0%	15.1%	16.8%
One-person households	0.0%	7.7%	NA	11.8%	11.3%	17.3%
All households with children <18	0.0%	61.6%	NA	47.8%	51.9%	34.0%
Percent of Households that are:						
Owners	0.0%	85.4%	NA	73.7%	80.1%	51.4%
Renters	0.0%	14.6%	NA	26.3%	19.9%	24.6%
Median Housing Value (\$)	0	242,140	NA	224,117	228,341	1.9%
Median Rent (\$)	0	1,044	NA	748	1,048	40.1%

Source: U.S. Bureau of the Census; Research Network Ltd., 8/05

groups in Non-Otay Ranch in 2000 included Asian/Pacific Islander (21.5%) and Black (4.5%) descriptions. The largest population group in Otay Ranch was Hispanic (35.0%) and the second largest group (Asian/Pacific Islander) was 28.4% in 2000. Other significant Otay Ranch population groups included White (27.9%) and Black (7.2%) descriptions.

- Population growth in the Non-Otay Ranch portion of East Chula Vista focused in the groups other than White. For instance, the Asian/Pacific Islander group grew 135.7% in Non-Otay Ranch from 1990 to 2000. The Black group grew 108.2% in Non-Otay Ranch from 1990 to 2000. The Hispanic population group grew 90.4% in Non-Otay Ranch during the 1990's. The White population declined 36.9%.
- More than half of households living in the Non-Otay Ranch portion of East Chula Vista (51.9%) in 2000 were households with children less than 18 years having grown 34.0% from 1990. In contrast, the Otay Ranch share of households with children stood at 61.6% in 2000. The fastest growing household type in Non-Otay Ranch from 1990 to 2000 was families with children (up 34.3%.)
- The Non-Otay Ranch portion of East Chula Vista proportion of homeowners has grown dramatically over the ten-year period between Censuses (51.4%). A majority of 2000 households are homeowners in Non-Otay Ranch (80.1%) and Otay Ranch (85.4%).
- The Census 2000 median housing value of \$228,341 in Non-Otay Ranch is 5.7% below the median value of \$242,140 in Otay Ranch.
- Rental rates in the Otay Ranch are 0.4% below those in Non-Otay Ranch in 2000.

In conclusion, a review of the historical demography for the City and its six subareas reveals the following trends:

- Household size evidenced growth during the 1990 to 2000 time frame in all subareas of the City with the largest persons per household figure as of 2000 reported in Otay Ranch (3.38) and the smallest reported in Northwest Chula Vista (2.62).
- Median household income grew in all subareas during the 1990's with the greatest growth occurring in Northwest Chula Vista (30.3%) and the smallest growth evidenced in Southwest Chula Vista (23.2%).
- Examining population in 2000 by age group, consistent growth patterns were evidenced in multiple subareas for residents 5 to 14 years of age and 35 to 54 years of age. The subarea with the greatest share of population 5 to 14 years of age (19.3%) was Otay Ranch while the

subarea with the smallest share of residents in this age group was Northwest Chula Vista (14.2%). Otay Ranch also reported the largest share of population 20 to 54 years of age (54.2%) while the smallest share of residents in this age group was documented in Southwest Chula Vista (47.7%). Seniors 55 and over represented 22.7% of Northwest Chula Vista residents (the largest share of any subarea) and 9.3% of Otay Ranch residents (the smallest share).

- The largest ethnic group documented in 2000 in the City is Hispanic. The share of Hispanic population in 2000 was greatest in Southwest Chula Vista (62.6%) and smallest in Otay Ranch (35.0%). The share of White population was greatest in Northwest Chula Vista (35.9%) and smallest in Southwest Chula Vista (24.8%). The subarea with the greatest share of Asian/Pacific Islander population was Otay Ranch (28.4%) while the smallest share was found in Northwest Chula Vista (6.5%).
- Population growth by ethnic group during the 1990's in the City evidenced the greatest increase among Asian/Pacific Islander (107.6%) and Hispanic (82.1%) residents. The subarea documenting the greatest increase in Asian/Pacific Islander population (135.7%) was Non-Otay Ranch while the smallest growth was reported in Southwest Chula Vista (14.5%). The Hispanic population reportedly grew fastest in Non-Otay Ranch (90.4%) and slowest in Southwest Chula Vista (52.2%). Declines among the White population during the 1990's were ubiquitous with the greatest drop noted in Non-Otay Ranch (down 36.9%) and the smallest decline found in Northwest Chula Vista (26.0%).
- Households with children less than 18 years represented nearly half of the City's households in 2000 (45.3%). The subarea with the largest share of households with children (61.6%) was Otay Ranch while the smallest share was reported in Northwest Chula Vista (36.3%).

#### FORECAST POPULATION GROWTH

Table 7, Forecast Population Growth, presents a twenty-five-year forecast of population growth within Chula Vista, its subareas, the referenced South Suburban Subregion and San Diego County. As Table 7 illustrates, population growth in Chula Vista during the last half of the current decade is expected to occur at a 3.0% rate per year, with approximately 7,000 new City residents documented each year on average. This rate and volume of new residents anticipated between 2005 and 2010 is less than the rate estimated in the first half of this decade (4.8%, 9,100 people annually) and greater than the rate evidenced during the decade of the 1990's (2.5%, 3,800 people annually).

Table 7  
FORECAST POPULATION GROWTH  
CITY OF CHULA VISTA, SOUTH SUBURBAN SUBREGION AND SAN DIEGO COUNTY  
2005 - 2030

	2005	2010	2015	2020	2025	2030
	Northwest Chula Vista	53,433	57,586	62,120	66,653	71,186
Southwest Chula Vista	61,643	62,534	63,505	64,476	65,448	66,224
West Chula Vista Subtotal	115,076	120,120	125,625	131,129	136,634	143,068
Otay Ranch Area of East Chula Vista	24,245	48,470	66,790	71,305	71,305	71,305
Non-Otay Ranch Area of East Chula Vista	79,627	85,527	85,527	85,527	85,527	85,527
East Chula Vista Subtotal	103,872	133,997	152,317	156,832	156,832	156,832
Chula Vista	218,948	254,117	277,941	287,961	293,465	299,900
South Suburban Subregion	361,183	410,096	440,511	470,926	481,623	492,319
San Diego County (000)	3,049,624	3,211,721	3,370,163	3,528,605	3,691,845	3,855,085

	2005 - 2010		2010 - 2020		2020 - 2030	
	#	%	#	%	#	%
Northwest Chula Vista	831	1.5%	907	1.5%	1,019	1.4%
Southwest Chula Vista	178	0.3%	194	0.3%	175	0.3%
West Chula Vista Subtotal	1,009	0.9%	1,101	0.9%	1,194	0.9%
Otay Ranch Area of East Chula Vista	4,845	14.9%	2,284	3.9%	0	0.0%
Non-Otay Ranch Area of East Chula Vista	1,180	1.4%	0	0.0%	0	0.0%
East Chula Vista Subtotal	6,025	5.2%	2,284	1.6%	0	0.0%
Chula Vista	7,034	3.0%	3,384	1.3%	1,194	0.4%
South Suburban Region	9,783	2.6%	6,083	1.4%	2,139	0.4%
San Diego County (000)	32,419	1.0%	31,688	0.9%	32,648	0.9%

Average Annual Change

Source: SANDAG; City of Chula Vista; Research Network Ltd., 6/05



This forecast growth in the City is expected to primarily occur in the Otay Ranch area of East Chula Vista, which is forecast to post a growth rate of 14.9%, with 4,800 new residents to be added each year on average; 69% of the City's forecast average number of new residents.

The City growth rate of 3.0% annually between 2005 and 2010 compares with a 2.6% rate of growth within the South Suburban Subregion and a 1.0% rate for the County as a whole. Thus, the City of Chula Vista's forecast population growth during the second half of the current decade is anticipated to be above the rate in both the Subregion and the County overall. Further, the forecast nominal average annual growth in residents of Chula Vista (at 7,000) represents 72% of the growth expected in the South Suburban Region (at 9,800 per year) and 22% of the County's growth (at 32,400 annually).

Table 7 further details forecast population figures for the six subareas of the City of Chula Vista, including subareas referred to as East Chula Vista and West Chula Vista (east or west of the 805 Freeway). As Table 7 reveals, forecast population growth trends during the last half of the current decade vary significantly when comparing the two major subareas of the City.

While the forecast growth rate in the predominately developed West Chula Vista subarea is 0.9% annually during the 2005 to 2010 period, the comparable figure for East Chula Vista is 5.2%. The forecast average number of residents added in each area per year reveals a similar discrepancy during that time frame (1,000 in the West vs. 6,000 in the East). Further investigation of growth forecast in East Chula Vista reveals that 80% of the growth anticipated in this region of the City will be located in the Otay Ranch area of East Chula Vista during the latter half of the current decade.

Examining the decade following 2010, Chula Vista is forecast to experience a significant slowing in its rate of population growth, to a 1.3% annual rate, representing 3,400 new residents each year, less than half (48%) the average number of residents added each year from 2005 to 2010. Chula Vista's forecast rate of population growth during the 2010 to 2020 time frame (at 1.3%) is somewhat less than that reflected for the South Suburban Subregion (1.4%) and above the forecast rate of growth for the County (0.9%).

Focusing upon the subareas of the City of Chula Vista, the forecast population growth rate in the West during the 2010 to 2020 time frame is identical to that forecast between 2005 and 2010

(0.9%). The forecast growth in the East, however, is expected to decline from a 5.2% annual rate between 2005 and 2010 to a 1.6% annual rate between 2010 and 2020. All of this growth in the decade following 2010 is anticipated to occur in Otay Ranch. Thus, the Non-Otay Ranch population forecast for this period is for zero population growth.

The extended forecast for the 2020 to 2030 period reveals a continuation of population growth in the West Chula Vista subarea at rates virtually identical to the forecast from 2005 to 2020. The East Chula Vista population forecast for 2020 to 2030 is for zero population growth.

#### FORECAST HOUSEHOLD GROWTH

Table 8, Forecast Household Growth, presents a twenty-five-year forecast of household growth within Chula Vista, its subareas, the referenced South Suburban Subregion and San Diego County. As Table 8 illustrates, household growth in Chula Vista during the last half of the current decade is expected to occur at a 2.6% rate per year, with approximately 2,000 new City households documented each year on average. This rate and volume of new residents anticipated between 2005 and 2010 is less than half the rate estimated in the first half of this decade (5.4%, 3,500 households annually) and greater than the rate evidenced during the decade of the 1990's (1.9%, 1,000 households annually).

This forecast growth in the City is expected to primarily occur in the Otay Ranch area of East Chula Vista, which is anticipated to post a growth rate of 14.9%, with 1,600 new residents to be added each year on average; 78% of the City's forecast average number of new residents.

The City forecast growth rate of 2.6% annually between 2005 and 2010 compares with a 2.0% rate of growth within the South Suburban Subregion and a 1.1% rate for the County as a whole. Thus, the City of Chula Vista's forecast household growth during the second half of the current decade is anticipated to be above the rate in both the Subregion and the County overall. Further, the forecast nominal average annual growth in households of Chula Vista (at 2,000) represents 89% of the growth expected in the South Suburban Region (at 2,300 per year) and 17% of the County's growth (at 11,800 annually).

Table 8 further details forecast household figures for the six subareas of the City of Chula Vista, including subareas referred to as East Chula Vista and West Chula Vista (east or west of the 805

		Table 8 FORECAST HOUSEHOLD GROWTH CITY OF CHULA VISTA, SOUTH SUBURBAN SUBREGION AND SAN DIEGO COUNTY 2005 - 2030					
		2005	2010	2015	2020	2025	2030
Northwest Chula Vista		19,906	20,871	22,675	24,279	25,983	28,026
Southwest Chula Vista		18,914	19,016	19,746	20,477	21,207	22,082
West Chula Vista Subtotal		38,820	39,886	42,321	44,756	47,191	50,108
Otay Ranch Area of East Chula Vista		7,883	15,765	22,682	24,338	24,338	24,338
Non-Otay Ranch Area of East Chula Vista		28,237	29,402	29,402	29,402	29,402	29,402
East Chula Vista Subtotal		36,120	45,167	52,084	53,740	53,740	53,740
Chula Vista		74,940	85,053	94,405	98,496	100,930	103,848
South Suburban Subregion		110,367	121,787	128,582	135,377	137,450	139,522
San Diego County (000)		1,057,564	1,116,323	1,154,899	1,193,475	1,244,986	1,296,496
		Average Annual Change					
		2005 - 2010		2010 - 2020		2020 - 2030	
		#	%	#	%	#	%
Northwest Chula Vista		193	1.0%	341	1.5%	375	1.4%
Southwest Chula Vista		20	0.1%	146	0.7%	161	0.8%
West Chula Vista Subtotal		213	0.5%	487	1.2%	535	1.1%
Otay Ranch Area of East Chula Vista		1,576	14.9%	857	4.4%	0	0.0%
Non-Otay Ranch Area of East Chula Vista		233	0.8%	0	0.0%	0	0.0%
East Chula Vista Subtotal		1,809	4.6%	857	1.8%	0	0.0%
Chula Vista		2,023	2.6%	1,344	1.5%	535	0.5%
South Suburban Region		2,284	2.0%	1,359	1.1%	415	0.3%
San Diego County (000)		11,752	1.1%	7,715	0.7%	10,302	0.8%

Source: SANDAG; City of Chula Vista, Research Network Ltd., 6/05

Freeway). As Table 8 reveals, forecast household growth trends during the last half of the current decade vary significantly when comparing the two major subareas of the City.

While the forecast growth rate in the predominately developed West Chula Vista subarea is 0.5% annually during the 2005 to 2010 period, the comparable figure for East Chula Vista is 4.6%. The forecast average number of households added in each area per year reveals a similar discrepancy during that time frame (200 in the West vs. 1,800 in the East). Further investigation of growth forecast in East Chula Vista reveals that 87% of the growth anticipated in this region of the City will be located in the Otay Ranch area of East Chula Vista during the latter half of the current decade.

Examining the decade following 2010, Chula Vista is forecast to experience a significant slowing in its rate of household growth, to a 1.5% annual rate, representing 1,300 new households each year, one-third less than the average number of households added each year from 2005 to 2010. Chula Vista's forecast rate of household growth during the 2010 to 2020 time frame (at 1.5%) is greater than that reflected for the South Suburban Subregion (1.1%) and above the forecast rate for the County (0.7%).

Focusing upon the subareas of the City of Chula Vista, the forecast household growth rate in the West during the 2010 to 2020 time frame is expected to more than double the rate forecast between 2005 and 2010 from a 0.5% annual rate to a 1.2% annual rate. The forecast growth in the East, however, is expected to decline from a 4.6% annual rate between 2005 and 2010 to a 1.8% annual rate between 2010 and 2020. All of this East subarea growth in the decade following 2010 is anticipated to occur in Otay Ranch. Thus, the Non-Otay Ranch household forecast for this period is for zero household growth.

The extended forecast for the 2020 to 2030 period reveals a continuation of household growth in the West Chula Vista subarea at rates virtually identical to the forecast from 2010 to 2020. The East Chula Vista household forecast for 2020 to 2030 is for zero household growth.

#### FORECAST DEMOGRAPHIC TRENDS

To enhance the analysis of forecast population and household growth previously provided, a collection of demographic characteristics for the resident population was compiled from the Federal Census of 2000 and, for comparison, a forecast for the year 2030 was developed through the

resources of the San Diego Area Association of Governments (SANDAG). This collection of characteristics has been prepared for the County, City, and six City subareas and is presented in Tables 9 through 12.

Forecast Chula Vista City and San Diego County Demographic Trends

Table 9 presents a comparison of demographic characteristics in 2000 and 2030 for the City of Chula Vista and San Diego County. Table 9 highlights the following anticipated demographic trends.

- Average household size<sup>10</sup> is forecast to decline 3.3% in the City; from 2.99 persons per household in 2000 to 2.89 persons per household in 2030, in contrast with the growth trend that can be observed in the County forecast (from 2.73 in 2000 to 2.88 in 2030, up 5.5%).
- The median household income in the City is anticipated to eclipse the median figure for San Diego County in 2030 (9.6% above). Further, the median income figure in the City will grow faster during the 2000 to 2030 period (57.9% vs. 37.3% in the County.)
- The number of Chula Vista residents by age group is projected to grow between 2000 and 2030 in all age categories. The greatest growth will be evidenced among City residents 45 and older (100.3% increase among those 45 to 54 years; 197.8% increase among those 55 to 64 years; 165.8% increase among those 65 years or older). This pattern of growth in the City's population by age group is similar to that forecast among County residents.
- Examining the forecast 2030 population of the City by age, 12.4% of residents are projected to be age 5 to 14 years (compared with 16.4% of residents in 2000). Thus, the key age group for organized sports participation is forecast to comprise a somewhat smaller share of the City's population in 2030 than in 2000. The nominal volume of children in this age group, however, is expected to grow 30.5% between 2000 and 2030. Adult recreation consumers aged 20 to 54 years are forecast in 2030 to constitute 45.9% of City residents (compared with 50.0% of residents in 2000). Similar to the organized sports peak age group, adult recreation consumers are forecast to comprise a somewhat smaller share of the City's population in 2030 than in 2000, while the nominal volume of adult recreation consumers will grow 59%. Seniors 55 and over are forecast to comprise 29.7% of City residents in 2030 (compared with 18.4% of residents in 2000). In contrast to younger age groups, the seniors are anticipated to grow as

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<sup>10</sup> The average number of people per household.

**Table 9**  
**FORECAST DEMOGRAPHIC TRENDS IN THE CITY OF CHULA VISTA**

	2000	2030	Change	2000	2030	Change
	Chula Vista			County		
Total Population	173,556	299,900	72.8%	2,813,833	3,855,085	37.0%
Occupied Housing Units	57,705	103,848	80.0%	994,677	1,296,496	30.3%
Persons Per Household	2.99	2.89	-3.3%	2.73	2.88	5.5%
Median Household Income (\$)	44,861	70,841	57.9%	47,067	64,644	37.3%
Percent of Population by Age:						
Under 5 years	7.8%	5.7%	27.0%	7.1%	5.9%	13.9%
5 to 9 years	8.4%	5.9%	21.9%	7.6%	5.8%	5.7%
10 to 14 years	8.0%	6.5%	39.5%	7.1%	5.9%	13.5%
15 to 19 years	7.4%	6.1%	43.8%	7.1%	6.2%	20.4%
20 to 24 years	6.6%	5.0%	32.8%	8.2%	7.1%	18.8%
25 to 34 years	15.2%	12.3%	39.6%	15.8%	13.5%	17.7%
35 to 44 years	16.4%	14.9%	57.5%	16.3%	13.4%	13.2%
45 to 54 years	11.8%	13.7%	100.3%	12.5%	11.8%	28.8%
55 to 64 years	7.4%	12.8%	197.8%	7.3%	11.1%	108.8%
65 years and over	11.0%	16.9%	165.8%	11.2%	19.2%	136.2%
Median Age	33.0	40.5	22.7%	33.2	38.9	17.2%
Percent of Population by Race:						
Non-Hispanic White	31.9%	10.5%	-46.5%	54.6%	39.7%	-0.5%
Non-Hispanic Black	4.6%	5.8%	105.3%	5.9%	5.1%	18.9%
Non-Hispanic Asian/Pac Island	12.3%	16.4%	118.0%	10.3%	11.6%	53.8%
Non-Hispanic Other*	1.5%	7.3%	711.1%	2.0%	6.7%	370.5%
Hispanic	49.7%	59.9%	95.9%	27.2%	36.9%	85.7%
Percent of Households That Are:						
Families	75.5%	NA	NA	66.7%	NA	NA
Families with Children <18 years	45.0%	NA	NA	36.8%	NA	NA
Non-families	24.5%	NA	NA	33.3%	NA	NA
One-person households	19.5%	NA	NA	24.2%	NA	NA
All households with children <18	45.3%	NA	NA	37.2%	NA	NA
Percent of Households that are:						
Owners	57.5%	NA	NA	55.4%	NA	NA
Renters	42.5%	NA	NA	44.6%	NA	NA
Median Housing Value (\$)	187,100	NA	NA	212,000	NA	NA
Median Rent (\$)	664	NA	NA	710	NA	NA

Source: U.S. Bureau of the Census; SANDAG; Research Network Ltd., 10/05

a share of the population and, nominally, are forecast to increase in volume by 178.7% between 2000 and 2030.

- The City of Chula Vista population is projected to continue to be primarily comprised of Hispanic residents in 2030 (59.9% vs. 49.7% Hispanic as of 2000). The next largest racial/ethnic groups in 2030 are forecast to be Asian/Pacific Islander (16.4% in 2030 vs. 12.3% in 2000) and White (10.5% in 2030 vs. 31.9% in 2000) descriptions. Examining the nominal volume of City population in each racial/ethnic group in 2030, all groups are expected to grow with the exception of the White population (expected to decline by 46.5% between 2000 and 2030). The largest population group in the County at 2030 is anticipated to be White (39.7% in 2030 vs. 54.6% in 2000) and the second largest group (Hispanic) is projected to comprise 36.9% of the County in 2030 vs. 27.2% in 2000. Other significant County population groups will likely include Asian/Pacific Islander (11.6% in 2030 vs. 10.3% in 2000) and Black (5.1% in 2030 vs. 5.9% in 2000) descriptions. Similar to the City forecast for 2030, racial/ethnic group population volumes in the County are expected to grow in all cases except for White residents (forecast to decline 0.5% between 2000 and 2030).

#### Forecast East and West Chula Vista Demographic Trends

Table 10 presents a comparison of demographic characteristics in 2000 and forecast for 2030 for East and West Chula Vista (east and west of 805 Freeway). Table 10 highlights the following demographic trends.

- Average household size<sup>11</sup> is anticipated to decline 1.1% in the Western share of the City; from 2.89 persons per household in 2000 to 2.86 persons per household in 2030, while a much larger decline is forecast in East Chula Vista (from 3.23 in 2000 to 2.92 in 2030, down 9.7%).
- The number of West Chula Vista residents by age group is projected to grow between 2000 and 2030 in all age categories except residents less than 10 years of age. The greatest growth in West Chula Vista is anticipated among residents 55 to 64 years of age (128.1%), those 65 years or older (108.8%), and among residents 45 to 54 years (50.9%). The number of East Chula Vista residents by age group is forecast to grow between 2000 and

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<sup>11</sup> The average number of people per household.

**Table 10**  
**FORECAST DEMOGRAPHIC TRENDS IN EAST AND WEST CHULA VISTA**

	2000	2030	Change	2000	2030	Change
	West of 805			East of 805		
Total Population	108,639	143,068	31.7%	64,917	156,832	141.6%
Occupied Housing Units	37,621	50,108	33.2%	20,084	53,740	167.6%
Persons Per Household	2.89	2.86	-1.1%	3.23	2.92	-9.7%
Median Household Income (\$)	34,911	NA	NA	68,371	NA	NA
Percent of Population by Age:						
Under 5 years	7.7%	5.4%	-7.3%	8.0%	5.5%	66.4%
5 to 9 years	8.2%	5.5%	-10.7%	8.7%	5.7%	59.2%
10 to 14 years	7.7%	6.0%	2.2%	8.6%	6.2%	75.3%
15 to 19 years	7.4%	6.0%	7.4%	7.4%	6.2%	104.7%
20 to 24 years	7.4%	5.8%	3.1%	5.1%	5.4%	157.5%
25 to 34 years	15.2%	12.2%	5.6%	15.2%	13.6%	116.4%
35 to 44 years	15.0%	12.7%	11.8%	18.8%	17.0%	118.4%
45 to 54 years	10.8%	12.3%	50.9%	13.6%	14.8%	164.3%
55 to 64 years	7.4%	12.8%	128.1%	7.5%	12.7%	310.2%
65 years and over	13.4%	21.3%	108.8%	7.0%	12.9%	347.4%
Median Age	32.6	42.2	29.1%	33.0	39.3	19.1%
Percent of Population by Race:						
Non-Hispanic White	30.0%	8.9%	-63.2%	35.2%	13.2%	-13.7%
Non-Hispanic Black	4.6%	4.8%	29.1%	4.6%	8.6%	327.1%
Non-Hispanic Asian/Pac Island	6.6%	7.6%	42.2%	21.8%	21.1%	121.8%
Non-Hispanic Other*	1.6%	4.9%	279.3%	2.3%	8.3%	723.6%
Hispanic	57.2%	73.8%	59.5%	36.0%	48.8%	211.1%
Percent of Households That Are:						
Families	70.4%	NA	NA	85.0%	NA	NA
Families with Children <18 years	41.2%	NA	NA	52.0%	NA	NA
Non-families	29.6%	NA	NA	15.0%	NA	NA
One-person households	23.9%	NA	NA	11.1%	NA	NA
All households with children <18	41.6%	NA	NA	52.3%	NA	NA
Percent of Households that are:						
Owners	45.3%	NA	NA	80.6%	NA	NA
Renters	54.7%	NA	NA	19.4%	NA	NA
Median Housing Value (\$)	157,106	NA	NA	373,099	NA	NA
Median Rent (\$)	635	NA	NA	1,048	NA	NA

Source: U.S. Bureau of the Census; SANDAG; Research Network Ltd., 8/05



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Forecast Northwest and Southwest Chula Vista Demographic Trends

Table 11 presents a comparison of demographic characteristics in 2000 and 2030 for Northwest and Southwest Chula Vista (west of 805 Freeway, north or south of L Street). Table 11 highlights the following demographic trends.

- Average household size<sup>12</sup> is forecast to grow 4.7% in the Northwestern share of the City; from 2.62 persons per household in 2000 to 2.74 persons per household in 2030, a growth trend contrary to that observed in Southwest Chula Vista (from 3.17 in 2000 to 3.00 in 2030, down 5.4%).
- The number of Northwest Chula Vista residents by age group is projected to grow between 2000 and 2030 in **all** age categories. The greatest growth is expected among residents 55 to 64 years (153.3%) and among those 65 years or older (122.2%). The number of Southwest Chula Vista residents by age group is forecast to grow between 2000 and 2030 **only** in age categories for residents 45 years and older. The greatest growth is expected among residents 55 to 64 years (106.3%) and among those 65 years or older (93.8%). The greatest declines in Southwest Chula Vista residents by age group are forecast to occur for residents less than 10 years of age (declining 25%).
- Examining the forecast 2030 population of the Northwest by age, 10.6% are expected to be residents 5 to 14 years of age (compared with 14.2% in 2000). Thus, the key age group for organized sports participation is forecast to comprise a somewhat smaller share of the Northwest's population in 2030 than in 2000. The nominal volume of children in this age group is, however, expected to grow 13.5% between 2000 and 2030. By comparison, 12.5% of Southwest Chula Vista residents are forecast to be 5 to 14 years in 2030 (in contrast with 17.2% in 2000). Thus, the share of residents in the Southwest who are 5 to 14 years is expected to be smaller in 2030 than 2000, and the volume of children in this age group is also anticipated to decline (17.3%). Adult recreation consumers aged 20 to 54 years are projected in 2030 to constitute 43.6% of Northwest residents (compared to 49.0% in 2000), while nominally growing 35.5%. Similarly, adult recreation consumers in the Southwest subarea are projected to comprise 42.4% of the 2030 population (compared with 47.7% in 2000) while experiencing nominal growth of 1%. Seniors 55 and over are forecast

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<sup>12</sup> The average number of people per household.

2030 in all age categories. The greatest growth is projected among residents 65 years or older (347.4%) and those 55 to 64 years (310.2%).

- Examining the forecast 2030 population of the West by age, 11.5% of residents are expected to be age 5 to 14 years (compared with 15.9% of residents in 2000). Thus, the key age group for organized sports participation is forecast to comprise a somewhat smaller share of the West's population in 2030 than in 2000. The nominal volume of children in this age group is expected to decline as well (4.5%) between 2000 and 2030. By comparison, 11.9% of East Chula Vista residents are forecast to be 5 to 14 years in 2030 (in contrast with 17.3% in 2000). While the share of residents in the East who are 5 to 14 years is expected to be smaller in 2030 than 2000, the volume of children in this age group is anticipated to grow 67.2%. Adult recreation consumers aged 20 to 54 years are projected to constitute 43.0% of the 2030 population in the West (compared to 48.4% in 2000), while documenting growth in the volume of residents in this age group of 17.2%. Similarly, the share of East residents aged 20 to 54 years is forecast in 2030 to be 50.8% (compared with 52.7% in 2000), while the nominal volume of residents is expected to grow 133.4%. Seniors 55 and over are forecast to comprise 34.1% of West residents in 2030 (compared with 20.8% in 2000) and to nominally grow 115.7%. Similarly, the share of East residents 55 and over is forecast in 2030 to be 25.6% (compared with 14.5% in 2000) and to nominally grow 328.1%.
- The West Chula Vista population is forecast to continue to be primarily Hispanic in 2030 (73.8% vs. 57.2% in 2000) with the second largest racial/ethnic group anticipated to continue to be White (at 8.9% in 2030 vs. 30.0% in 2000.) The largest population group in the East is projected in 2030 to also be Hispanic (48.8% vs. 36.0% in 2000) and the second largest group in 2030 is expected to be Asian/Pacific Islander (21.1% vs. 21.8% in 2000).
- Forecast population growth between 2000 and 2030 in both the West and the East is focused in the racial/ethnic groups other than White. For instance, the Hispanic group is projected to grow 59.5% in the West from 2000 to 2030 and 211.1% in the East. The Asian/Pacific Islander group is projected to grow 42.2% in the West from 2000 to 2030 and 121.8% in the East. The Black population group is expected to grow 29.1% in the West during the 2000 to 2030 period and 327.1% in the East. The White population is forecast to decline 63.2% in the West and 13.7% in the East.

**Table 11**  
**FORECAST DEMOGRAPHIC TRENDS IN WEST CHULA VISTA**

	2000	2030	Change	2000	2030	Change
	Northwest			Southwest		
Total Population	50,403	76,844	52.5%	58,236	66,224	13.7%
Occupied Housing Units	19,244	28,026	45.6%	18,377	22,082	20.2%
Persons Per Household	2.62	2.74	4.7%	3.17	3.00	-5.4%
Median Household Income (\$)	34,345	NA	NA	35,462	NA	NA
Percent of Population by Age:						
Under 5 years	7.5%	5.6%	14.3%	7.9%	5.2%	-25.2%
5 to 9 years	7.5%	5.3%	7.7%	8.7%	5.8%	-24.5%
10 to 14 years	6.7%	5.3%	20.0%	8.5%	6.7%	-9.9%
15 to 19 years	6.6%	5.6%	31.1%	8.0%	6.4%	-9.3%
20 to 24 years	7.6%	6.1%	22.9%	7.3%	5.5%	-14.8%
25 to 34 years	15.5%	12.9%	26.6%	14.8%	11.3%	-13.4%
35 to 44 years	14.7%	12.7%	31.0%	15.2%	12.8%	-4.3%
45 to 54 years	11.2%	11.9%	62.1%	10.4%	12.8%	40.5%
55 to 64 years	7.4%	12.3%	153.3%	7.4%	13.4%	106.3%
65 years and over	15.3%	22.3%	122.2%	11.8%	20.1%	93.8%
Median Age	33.3		26.7%	31.5		33.7%
Percent of Population by Race:						
Non-Hispanic White	35.9%	11.6%	-53.8%	24.8%	5.8%	-74.9%
Non-Hispanic Black	4.7%	5.3%	61.0%	4.5%	4.2%	0.1%
Non-Hispanic Asian/Pac Island	6.5%	7.0%	54.8%	6.8%	8.3%	31.7%
Non-Hispanic Other*	1.9%	5.5%	311.3%	1.3%	4.1%	238.1%
Hispanic	51.0%	70.5%	97.3%	62.6%	77.5%	32.8%
Percent of Households That Are:						
Families	64.8%	NA	NA	76.3%	NA	NA
Families with Children <18 years	32.5%	NA	NA	46.8%	NA	NA
Non-families	35.2%	NA	NA	23.7%	NA	NA
One-person households	28.9%	NA	NA	18.6%	NA	NA
All households with children <18	36.3%	NA	NA	47.2%	NA	NA
Percent of Households that are:						
Owners	39.8%	NA	NA	50.8%	NA	NA
Renters	60.2%	NA	NA	49.2%	NA	NA
Median Housing Value (\$)	168,313	NA	NA	150,100	NA	NA
Median Rent (\$)	626	NA	NA	649	NA	NA

Source: U.S. Bureau of the Census; SANDAG; Research Network Ltd., 8/05

to comprise 34.6% of Northwest residents in 2030 (compared with 22.7% in 2000) and 33.5% of Southwest residents (vs. 19.2% in 2000).

- The Northwest Chula Vista population is forecast to continue to be predominately Hispanic in 2030 (70.5% vs. 51.0% in 2000) with the second largest racial/ethnic group being White (at 11.6% in 2030 vs. 35.9% in 2000). The largest population group in the Southwest in 2030 is also forecast to be Hispanic (77.5% vs. 62.6% in 2000) and the second largest group is expected to be Asian/Pacific Islander (8.3% vs. 6.8% in 2000).
- Population growth in both the Northwest and the Southwest is forecast to be focused in the racial/ethnic groups other than White. For instance, the Hispanic share of the population is expected to grow 97.3% in the Northwest from 2000 to 2030 and 32.8% in the Southwest. The Asian/Pacific Islander group is projected to grow 54.8% in the Northwest from 2000 to 2030 and 31.7% in the Southwest. The White population is anticipated to decline 53.8% in Northwest and 74.9% in Southwest.

#### Forecast East: Non-Otay Ranch and Otay Ranch Demographic Trends

Table 12 presents a comparison of demographic characteristics in 2000 compared with a forecast for 2030 for Non-Otay Ranch and Otay Ranch portion of East Chula Vista (east of 805 Freeway). Table 12 highlights the following forecast demographic trends.

- Average household size<sup>13</sup> is projected to decline 13.3% in the Otay Ranch portion of East Chula Vista; from 3.38 persons per household in 2000 to 2.93 persons per household in 2030. A similar decline is forecast for Non-Otay Ranch (9.9%), changing from 3.23 persons per household in 2000 to 2.91 in 2030.
- The number of Otay Ranch area of East Chula Vista residents by age group is forecast to grow dramatically between 2000 and 2030 in all age categories. The greatest growth is anticipated among residents 55 years or older as well as residents 20 to 24 years. Examining the projection for the Non-Otay Ranch portion of East Chula Vista, growth is expected in all age groupings between 2000 and 2030 except residents less than 10 years of age. The largest increases can be noted among residents 55 years or older.
- Examining the 2030 population of Otay Ranch by age, 10.8% of residents are forecast to be 5 to 14 years of age (the primary youth sports population group) compared with 19.3%

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<sup>13</sup> The average number of people per household.

**Table 12**  
**FORECAST DEMOGRAPHIC TRENDS IN EAST CHULA VISTA**

	2000	2030	Change	2000	2030	Change
	<b>Otay Ranch</b>			<b>Non-Otay Ranch</b>		
Total Population	1,689	71,305	4121.7%	63,228	85,527	35.3%
Occupied Housing Units	500	24338	4767.6%	19,584	24,902	50.1%
Persons Per Household	3.38	2.93	-13.3%	3.23	2.91	-9.9%
Median Household Income (\$)	69,101	NA	NA	66,718	NA	NA
Percent of Population by Age:						
Under 5 years	10.7%	5.3%	1326.8%	7.9%	5.7%	-0.7%
5 to 9 years	10.4%	5.2%	1367.0%	8.6%	6.1%	-3.1%
10 to 14 years	8.9%	5.6%	1731.8%	8.6%	6.7%	7.7%
15 to 19 years	6.5%	6.1%	2653.9%	7.4%	6.3%	16.8%
20 to 24 years	4.4%	6.8%	4368.1%	5.2%	4.3%	14.4%
25 to 34 years	20.2%	15.9%	2188.4%	15.0%	11.6%	6.3%
35 to 44 years	19.3%	18.0%	2614.3%	18.8%	16.1%	17.5%
45 to 54 years	10.3%	14.4%	3963.4%	13.7%	15.2%	51.9%
55 to 64 years	5.9%	11.9%	5694.4%	7.6%	13.3%	142.8%
65 years and over	3.4%	10.7%	8995.6%	7.1%	14.7%	183.5%
Median Age	29.5	37.8	28.1%	33.2	48.2	45.2%
Percent of Population by Race:						
Non-Hispanic White	27.9%	12.2%	1085.1%	35.4%	14.1%	-48.3%
Non-Hispanic Black	7.2%	11.5%	4208.2%	4.5%	6.2%	78.1%
Non-Hispanic Asian/Pac Island	28.4%	19.3%	1743.9%	21.5%	22.6%	36.2%
Non-Hispanic Other*	1.4%	7.0%	13833.8%	1.3%	9.3%	859.9%
Hispanic	35.0%	50.0%	3768.6%	37.3%	47.8%	66.5%
Percent of Households That Are:						
Families	89.0%	NA	NA	84.9%	NA	NA
Families with Children <18 years	61.2%	NA	NA	51.7%	NA	NA
Non-families	11.0%	NA	NA	15.1%	NA	NA
One-person households	7.7%	NA	NA	11.3%	NA	NA
All households with children <18	61.6%	NA	NA	51.9%	NA	NA
Percent of Households that are:						
Owners	85.4%	NA	NA	80.1%	NA	NA
Renters	14.6%	NA	NA	19.9%	NA	NA
Median Housing Value (\$)	242,140	NA	NA	228,341	NA	NA
Median Rent (\$)	1,044	NA	NA	1,048	NA	NA

Source: U.S. Bureau of the Census; SANDAG; Research Network Ltd., 8/05

in 2000. The nominal volume of children in this age group is, however, expected to grow dramatically between 2000 and 2030. Within the Non-Otay Ranch area of East Chula Vista, residents 5 to 14 years are forecast to comprise 12.8% of the 2030 population, compared with 17.2% in 2000, while the nominal volume of residents in this age group is expected to grow modestly (2.3%). Adult recreation consumers aged 20 to 54 years are projected to constitute 55.1% of Otay Ranch residents in 2030 (compared to 54.2% in 2000) and the nominal volume of residents in this age group is projected to also grow. Those 20 to 54 years living in Non-Otay Ranch in 2030 is forecast to comprise 47.2% of the population in contrast to 52.7% in 2000, while the volume of residents is expected to grow. Seniors 55 and over are projected to comprise 22.6% of Otay Ranch residents in 2030 (vs. 9.3% in 2000) and 28.0% of Non-Otay Ranch residents (vs. 14.7% in 2000).

- The largest population group in Otay Ranch in 2030 is expected to be Hispanic (50.0% vs. 35.0% in 2000) and the second largest group (Asian/Pacific Islander) is forecast at 19.3% in 2030 (vs. 28.4% in 2000). Other significant Otay Ranch population groups in 2030 include White (12.2%) and Black (11.5%) descriptions. The Non-Otay Ranch portion of East Chula Vista population is projected to be 47.8% Hispanic as of 2030 (vs. 37.3% in 2000) with the second largest racial/ethnic group being Asian/Pacific Islander (22.6% vs. 21.5% in 2000.) Significant population groups in Non-Otay Ranch in 2030 are forecast to include White (14.1%) and Black (6.2%) descriptions.
- Population growth in Otay Ranch is forecast in all ethnic categories between 2000 and 2030. The largest increases are projected among residents describing their race/ethnicity as Black and those who are Hispanic. Within Non-Otay Ranch, the projection of 2030 population by race/ethnicity anticipates growth only in non-White categories. For instance, the Hispanic share of the population is expected to grow 66.5% from 2000 to 2030. The Asian/Pacific Islander group is projected to grow 36.2% from 2000 to 2030. The White population is anticipated to decline 48.3% during the same period in Non-Otay Ranch.

In conclusion, a review of the historical demography for the City and its six subareas reveals the following trends:

- Household size is forecast to demonstrate a pattern of contraction during the 2000 to 2030 time frame in all subareas of the City except the Northwest. The largest persons per

household figure as of 2030 is forecast to be in Southwest Chula Vista (3.00) and the smallest anticipated in Northwest Chula Vista (2.74).

- Examining population in 2000 by age group, consistent growth patterns were evidenced in the forecast for multiple subareas for residents 45 years of age or older. The subarea forecast to have the greatest share of population 5 to 14 years of age (12.8%) was Non-Otay Ranch while the subarea with the smallest forecast share of residents in this age group was Northwest Chula Vista (10.6%). Otay Ranch also expects the largest share of 2030 population 20 to 54 years of age (55.1%) while the smallest share of residents in this age group was forecast in Southwest Chula Vista (42.4%). Seniors 55 and over represent 34.6% of the forecast in 2030 for Northwest Chula Vista residents (the largest share of any subarea) and 22.6% of Otay Ranch residents (the smallest share).
- The largest ethnic group documented in the 2030 forecast in the City is Hispanic. The share of Hispanic population in 2030 is forecast to be largest in Southwest Chula Vista (77.5%) and smallest in Non-Otay Ranch (47.8%). The share of White population is expected to be largest in Non-Otay Ranch (14.1%) and smallest in Southwest Chula Vista (5.8%). The subarea with the greatest share of Asian/Pacific Islander population in 2030 is Non-Otay Ranch (22.6%) while the smallest share is projected in Northwest Chula Vista (7.0%).
- Projected population growth by ethnic group during the 2000 to 2030 time frame in the City expects the greatest increase to be among Asian/Pacific Islander residents (118.0%), Black residents (105.3%) and Hispanic (95.9%) residents. The subarea documenting the greatest increase in Asian/Pacific Islander population in the forecast (1,743.9%) is Otay Ranch while the smallest growth is expected in Southwest Chula Vista (31.7%). The Hispanic population is anticipated to grow fastest in Otay Ranch (3,768.6%) and slowest in Southwest Chula Vista (32.8%). Declines among the White population during the forecast period were ubiquitous except in Otay Ranch, with the greatest drop noted in Southwest Chula Vista (down 74.9%) and the smallest decline found in Non-Otay Ranch (down 48.3%).

## IV. RANDOM SAMPLE TELEPHONE SURVEY

### INTRODUCTION

Research Network Ltd. was retained to design and implement a resident telephone survey among current households of the City of Chula Vista as well as residents of housing deemed exemplary of anticipated development within Northwest Chula Vista. A total of 603 interviews were completed with adult household heads living in the City of Chula Vista and 197 interviews were completed among residents of residential properties deemed exemplary of future development anticipated in Northwest Chula Vista.

Respondents were contacted through the use of a random digit dial sample as well as development of a list of telephone numbers referenced to addresses known to be located within Otay Ranch or exemplar properties in the downtown area of San Diego (Little Italy and adjacent areas). These 15-minute interviews were conducted via telephone by professional interviewers during the May/June 2005 fielding of the resident telephone survey using direct-entry computer technology.

### PARKS AND RECREATION INFORMATION SOURCES USED

#### City of Chula Vista Respondents

Chula Vista residents polled were asked where they obtain information about Chula Vista recreation or parks programs or facilities. Responses to this inquiry were unprompted. Figure 1 displays those response categories volunteered by 2% or more of those polled.

As Figure 1 illustrates, the response category receiving the largest volume of responses (17%) was "Internet." The second largest

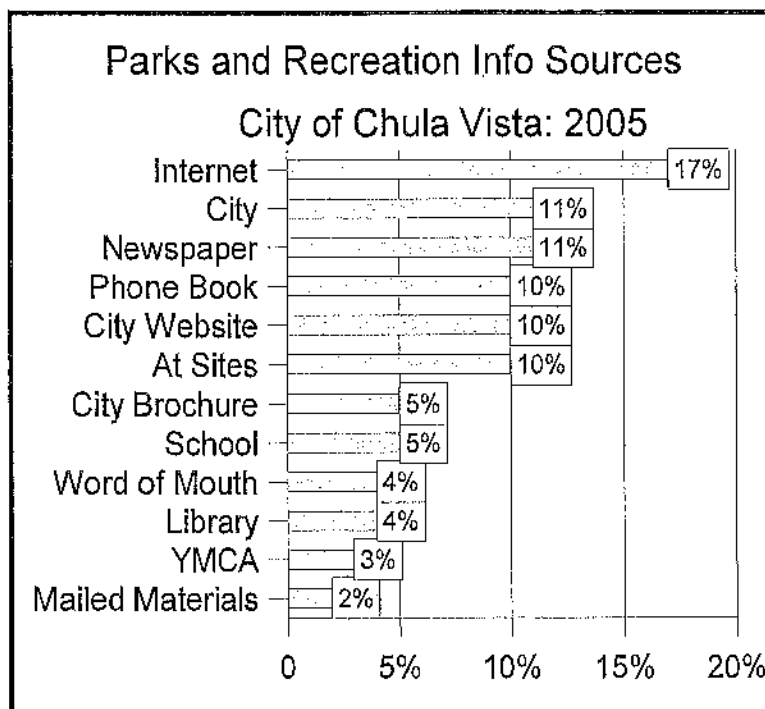


Figure 1



response category (11%) was "City of Chula Vista" or "Newspaper." The next largest response group (10%) included the answers "Phone Book," "City of Chula Vista Website," and "Information Postings at Recreation Sites." Together, these six response groups were volunteered by nearly seven of every ten residents interviewed (69%.)

An additional 5% of respondents stated they use the "City of Chula Vista Brochure" or "School" for such information while 4% refer to the "Friends/Relatives/Neighbors" or "Library." Information obtained at the "YMCA" garnered a 3% response while "Mailed Materials" was volunteered by 2% of those polled.

Exemplar Properties Respondents

Residents of exemplar properties in downtown San Diego who participated in the survey reported a use of a somewhat different pattern of information sources. Figure 2 displays those response categories volunteered by at least 1% of the exemplar properties residents polled.

As Figure 2 illustrates, the response category receiving the largest volume of responses (49%) was "Internet." The second largest response category (15%) was "City of San Diego" followed by "Newspaper" (at 10%). The next largest response category (9%) included "City of San Diego Website," while "Information Postings at Recreation Sites" garnered 8% of the responses. Together, these five response groups were volunteered by more than nine of every ten residents interviewed (91%.)

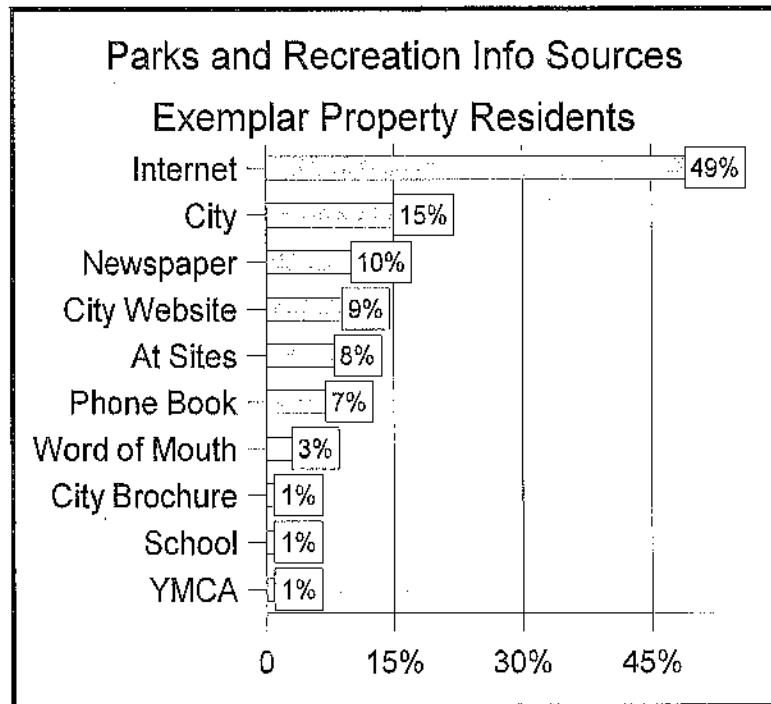


Figure 2

An additional 7% of respondents stated they use the "telephone book" for such information while 3% refer to "Friends/Relatives/Neighbors."

**RECREATION BENEFITS**

Residents surveyed were asked to identify which of the four pre listed benefits they felt is most important when they or their household members seek recreation or leisure opportunities. The four benefit categories and the distribution of responses received from the two respondent groups are presented in Figure 3.

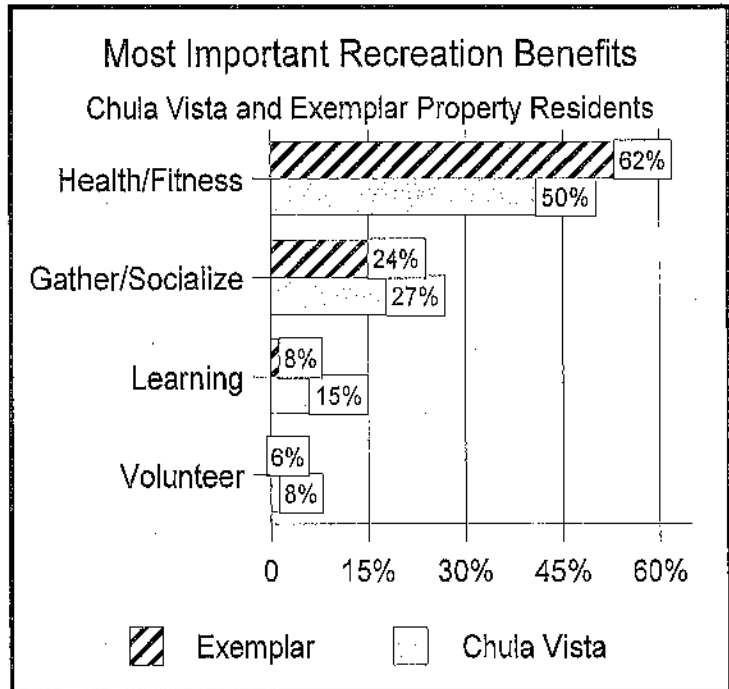


Figure 3

As Figure 3 illustrates, half of the Chula Vista households polled (50%) stated that they seek "physical fitness, health and well-being" benefits from their recreation choices while 62% of residents of exemplar properties chose this benefit description. An additional three in ten Chula Vista respondents (27%) replied that "opportunities to gather and socialize with others" is the primary benefit they seek from recreation while residents of exemplar properties chose this benefit description 24% of the time. Together, these two benefits were identified by 77% of the households polled in Chula Vista and 86% of the exemplar property residents surveyed. The benefit of "learning opportunities for hobby, self-improvement or career development" was a priority for 15% of the Chula Vista's responding residents (compared with 8% of exemplar property residents) while 8% cited benefitting from recreational opportunities to "give back to the community through volunteer work" (similar to a 6% response among exemplar property residents).

The text table on the following page compares these recreation benefit responses from Chula Vista residents and residents of exemplar properties to statistics derived from five other California municipalities<sup>14</sup> where similar work has been conducted by Research Network Ltd.

Most Important Benefits in Recreation Opportunities Chula Vista and Exemplar Property Residents vs. Five Selected California Municipalities					
	Chula Vista	Exemplar Property Residents	Five Selected California Municipalities		
			Lowest Response	Highest Response	Median
Health/Fitness	50%	62%	41%	54%	49%
Gather/Socialize	27%	24%	19%	34%	27%
Learning	15%	8%	15%	17%	17%
Volunteer	8%	6%	8%	10%	10%

As the table illustrates, the residents polled in Chula Vista identified health and fitness benefits as most important to their recreation choices as often as the average (50% vs. 49% on average among other cities surveyed) while residents of exemplar properties responses were significantly higher (62%). The proportion of Chula Vista respondents polled who cited opportunities to gather or socialize as their most important recreation benefit was also comparable to the norm of other cities polled on this subject (27% vs. 27% on average among other cities surveyed) and the response rate from residents of exemplar properties was comparable, at 24%.

The benefit of learning for hobby, self-improvement or career development was most important to 15% of Chula Vista residents, just below the average response rates previously seen (at 17%) and was significantly lower among exemplar property residents (8%). Those Chula Vista residents seeking "opportunities to give back to the community through volunteer work" (at 8%) was also somewhat lower than the historical norm (at 10%) as was the rate from exemplar residents (6%).

FREQUENCY OF RECREATION FACILITY USAGE

Parks and recreation facility usage characteristics were explored in a general framework in the resident telephone survey based upon a question probing overall facility usage in or outside of the

<sup>14</sup> City of Azusa, City of Costa Mesa, City of Dana Point, City of Perris, and City of Riverside.

city of residence. The usage frequency of the sample of respondents from Chula Vista and the sample from exemplar properties is presented in Figure 4 and the table on the following page.

Figure 4 illustrates that 50% of the sample of Chula Vista respondents described themselves as a "Frequent User" of parks and recreation facilities (patrons of facilities at least 3 times per month; top two bars in Figure 3) compared with 53% of residents of exemplar properties.

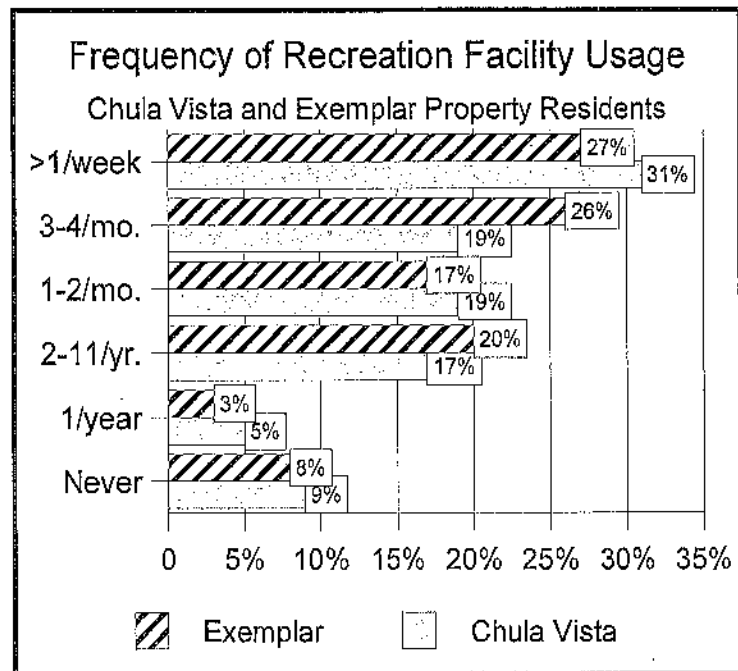


Figure 4

Frequency of Recreation Facility Usage in Past Year City of Chula Vista and Exemplar Property Residents		
	Chula Vista Sample	Exemplar Property Residents
More than once a week	31%	27%
Once per week or 3 to 4 times per month	19%	26%
<b>"Frequent Users"</b>	<b>50%</b>	<b>53%</b>
Once or twice a month	19%	17%
Several times per year	17%	20%
<b>"Moderate Users"</b>	<b>36%</b>	<b>37%</b>
Once a year	5%	3%
No Use	9%	8%
<b>"Light/Non-Users"</b>	<b>14%</b>	<b>11%</b>
Note: May not sum due to rounding.		

More than one of every three Chula Vista residents polled (36%) was "Moderate Users" (patrons of facilities at least 2 to 24 times annually) of recreation facilities during the past year compared with 37% of exemplar property residents. The remainder of Chula Vista residents (14%) was labeled "Light/Non Users" (patrons of facilities once per year and non-users) compared with 11% of those polled who were residing in exemplar properties.

The following text table compares current facility usage responses from Chula Vista residents and exemplar property residents to data derived from twenty-one other California municipalities<sup>15</sup> where similar work has been conducted.

Frequency of Recreation Facility Usage Chula Vista and Exemplar Property Residents vs. Twenty-one Selected California Municipalities					
	Chula Vista	Exemplar Property Residents	Selected California Municipalities		
			Low Response	High Response	Median
Frequent Users	50%	53%	26%	58%	42%
Never Use Parks	9%	8%	6%	40%	14%

As the table illustrates, the share of residents polled in Chula Vista and in exemplar properties identifying themselves to be frequent users of parks was above average when compared to the referenced California municipalities (50% and 53%, respectively, frequent users vs. 42% on average among other cities surveyed). Further, Chula Vista and exemplar property respondents who reported no use of such facilities (at 9% and 8%, respectively) represented some of the lowest levels we have historically documented.

Reasons for Seldom Using Parks and Recreation Facilities

Respondents who stated they had, in the past year, used parks and recreation facilities once or less were probed to volunteer reasons for their seldom using such facilities.

<sup>15</sup> City of Azusa, City of Chino Hills, City of Chula Vista (East of 805), City of Chula Vista (West of 805), City of Costa Mesa, City of Dana Point, City of Diamond Bar, City of Irvine, City of Laguna Niguel, City of Murrieta, City of Norwalk, City of Ontario, City of Pasadena, City of Perris, City of Rancho Cucamonga, City of Riverside, City of Sacramento, City of San Clemente, City of Santa Maria, City of Stockton, and City of West Hollywood.

	Chula Vista	Exemplar Property Residents
Don't need/Not of interest	37%	20%
No time	21%	25%
Age/too old	11%	NA
Physical limitations	8%	10%
Have no kids at home	6%	NA
Not convenient timing	4%	NA
Facilities not conveniently located	2%	NA

The table above outlines the responses received from 2% or more of those polled in the Chula Vista sample with this inquiry as well as available response data from exemplar property residents.

RECREATION FACILITY OR PARK MOST OFTEN USED IN LAST YEAR

City of Chula Vista Respondents

Chula Vista respondents to the survey were queried about the park or recreation facility that their household members most often used during the past year. The park names were not read to the respondents.

Figure 5 illustrates the responses volunteered by 3% or more of those polled in the current survey, representing 43% of the responses received. All but one of the top eight park name responses were City of Chula Vista facilities; the exception being Balboa Park in San Diego. Due

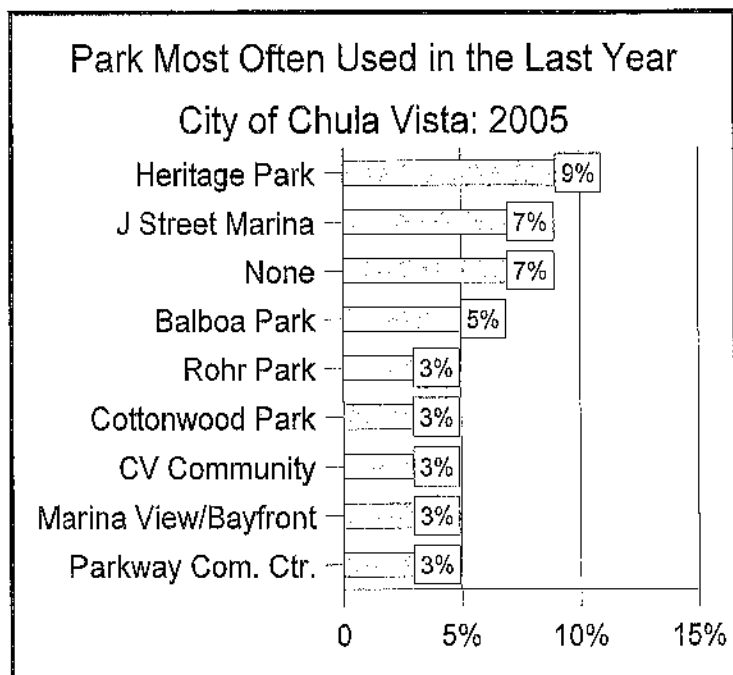


Figure 5

to their geographic adjacency, J Street Marina and Marina View/Bayfront Park can also be considered as one bayfront area park. When combined together, those two park mentions

represent nearly 11% of the responses as the park most often used in the last year. The remaining parks mentioned each garnered less than 3% of the responses received.

Exemplar Properties Respondents

Figure 6 illustrates the responses volunteered by 2% or more of those exemplar property residents polled in the survey, representing 67% of the responses received. As Figure 6 illustrates, those residents polled stated they most often used Balboa Park (45%), Mission Bay (6%), Pantoja Park (5%), and Linear Park (5%). The remaining parks mentioned each garnered less than 2% of the responses received.

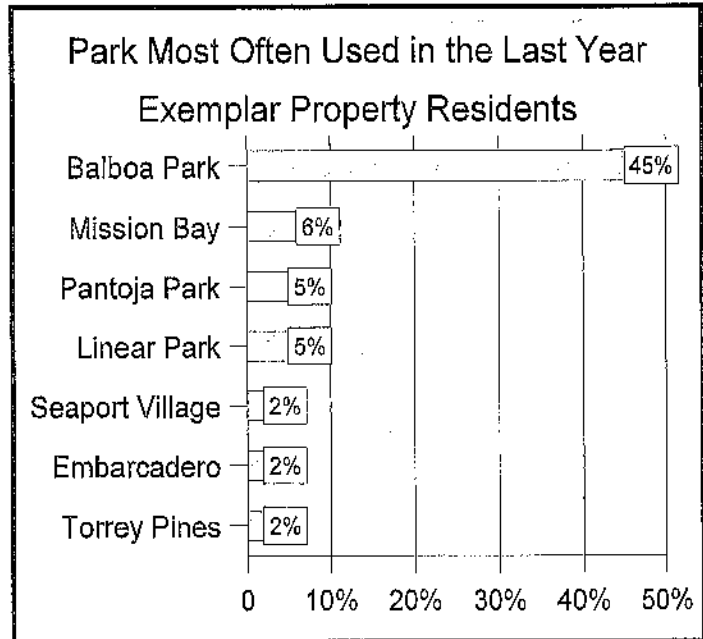


Figure 6

FREQUENCY OF RECREATION ACTIVITIES

Recreation Activities Participation

The resident telephone survey solicited household members' behavior in performing an array of fourteen recreation activities. Each respondent was queried regarding whether any of the members of their household had conducted each activity during the past year. Further, they were asked to estimate how often in the past year each member engaged in the activity. The participation rate information specifically excludes parents who provide transportation only or those who are spectators.

Percent of Population Participating in Recreation Activities

The activities in Figure 7 are ranked by the share of the Chula Vista population surveyed who reported participation in each activity. As Figure 7 reveals, the tested activities cited as being undertaken by the largest portion of Chula Vista residents surveyed were Passive Use of Open Green Space or Lawn Areas in Parks or Recreation Facilities (80%), Picnicking in Public Parks (78%), Use of Play Equipment/Tot Lots (41%), and Swimming in Public Pools for Recreation, Exercise or Lessons (37%).

The data presented in Figure 7 may, in some cases, appear counter intuitive to representatives of organized sports leagues for youth and to elected officials who regularly host comments or testimony from them. To confirm the validity of the Figure 7 participation levels, it is important to recognize the demography of the City's population. Specifically, youth ages 5 to 14 (the prime ages for youth sports) constituted approximately 16.4% of the total population in 2000 and it is likely that this group has grown since 2000. Thus,

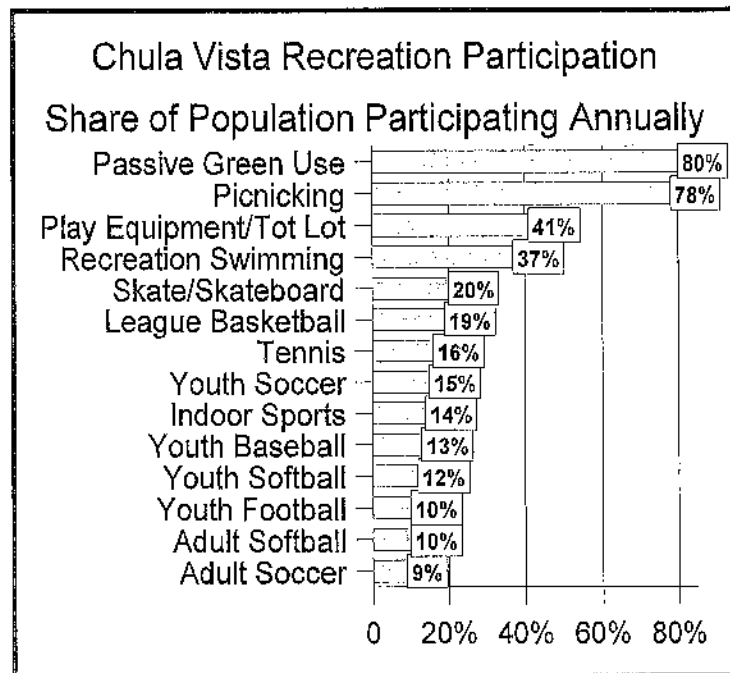


Figure 7

if every child in this age group was enrolled in, for instance, youth soccer, the percent of participation on Figure 7 would be approximately 16.4% or somewhat higher. However, not all children in this age group are participating in all sports and some participate in none.

It is also relevant to compare the activity participation rates outlined in Figure 7 to similar "benchmark" data collected periodically by the California State Department of Parks. The table on the following page presents data from the most recent State Parks survey, conducted in 2002 for the entire State, including the participation rates among respondents to questions similar to those included in the Chula Vista Needs Assessment research. Although not identical methods, the California State Parks survey provides contextual benchmark evidence of recreation participation trends that can be valuable in understanding resident recreating patterns.



Percent of Population Participating in Selected Recreation Activities California State Parks Survey, 2002, City of Chula Vista and Exemplar Property Resident Surveys			
Recreation Activity	California State Parks, 2002	City of Chula Vista	Exemplar Property - Residents
Picnicking in Developed Sites	77%	78%	75%
Using Open Turf Areas	66%	80%	90%
Pool Swimming*	60%	37%	22%
Using Play Equipment/Tot Lots	39%	41%	30%
Softball and Baseball*	27%	35%	29%
Basketball*	25%	19%	13%
Soccer, Football, Rugby*	23%	34%	31%
Tennis	19%	16%	19%
In-Line Skating	13%	20%	15%
Skateboarding	9%	Included in In-Line Skating	
Source: <i>Public Opinions and Attitudes on Outdoor Recreation in California - 2002</i> ; Research Network Ltd. * In the Chula Vista Survey, Swimming was in Public Pools for Recreation; Softball and Baseball were multiple questions; Basketball is Organized League; Soccer was multiple questions and excluded Rugby.			

The table on the following page presents comparisons between responses received from City of Chula Vista residents and exemplar property respondents. A comparison of the data included in the table highlights the following:

- ✓ Higher use shares with statistical significance were noted among exemplar property residents for Passive Use of Open Green Space (90% vs. 80% among Chula Vista residents).
- ✓ Lower use shares with statistical significance were noted among exemplar property residents for Use of Play Equipment/Tot Lots (30% vs. 41% among Chula Vista residents) and Swimming in Public Pools for Recreation (22% vs. 37% among Chula Vista residents).

Percent of Population Participating in Selected Recreation Activities City of Chula Vista Compared to Exemplar Property Respondents		
	Chula Vista 2005	Exemplar Property Residents
Passive Use of Open Green Space	80%	90%
Picnicking in Public Parks	78%	75%
Use of Play Equipment/Tot Lots	41%	30%
Swimming in Public Pools for Recreation	37%	22%
Roller Blading/Skate Boarding*	20%	15%
Non-School Basketball: Adult/Youth League	19%	13%
Non-School Tennis: Adult/Youth	16%	19%
Non-School Soccer: Youth League	15%	11%
Indoor Volleyball, Badminton, Soccer, Tennis	14%	11%
Non-School Baseball: Youth League	13%	10%
Non-School Softball: Youth League	12%	6%
Non-School Football: Youth League	10%	8%
Softball: Adult League	10%	13%
Soccer: Adult League	9%	12%

#### Per Capita Recreation Activity Participation

In addition to the portion of the surveyed population participating in each activity, the survey compiled the frequency of usage for each activity **as well as** the number of members in each household who participated. Using these factors, a calculation was completed that yielded an average annual per capita participation rate for each activity. This calculation began with an assessment of the number of times an activity was conducted in a year (based on the frequency reported by each household member). This total participation amount was then divided by the total population resident in the households surveyed (including those members who did not participate in the activity). This calculation yields an annual per capita rate that can be applied to the total population

to estimate the participation from the entire population base today or in the future. Figure 8 reports the per capita participation rate per year for the recreation activities tested in Chula Vista during the survey. For example, each of the members of the respondent households represented in the Chula Vista sample picnicked, on average, 16.4 times during the past year.

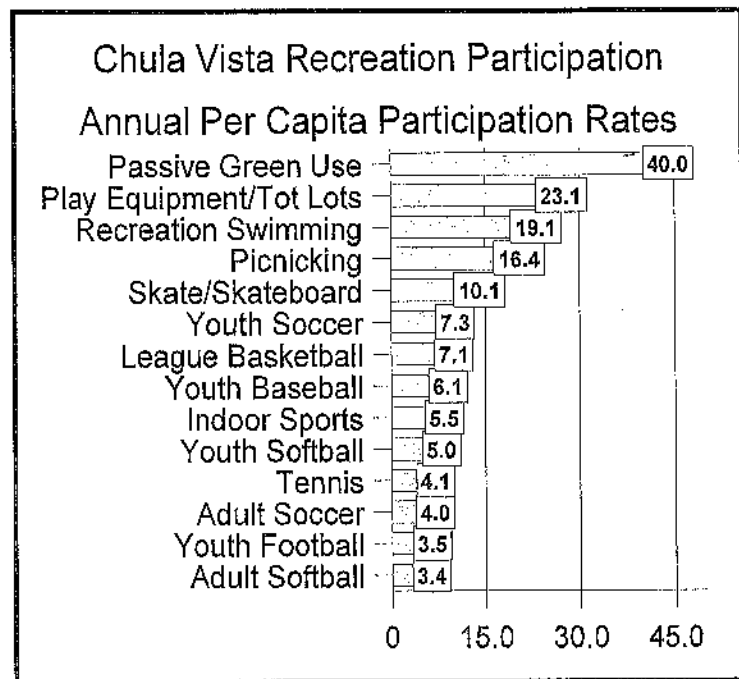


Figure 8

A review of Figure 8 reveals that the activities rising to the top of the list of per capita participation rates differ somewhat from the order described in Figure 7. For instance, while picnicking was an activity conducted by the second largest share of the surveyed population (78%), the rate of picnicking participation per capita (16.4) ranks fourth among the tested activities. These differences reflect the fact that per capita rates accommodate frequency of participation, which is not measured in the participation shares percentages.

These per capita participation rates provide a foundation for the assessment of demand for specific types of recreational facilities. As such, the ranking of these rates is not necessarily representative of the particular facility needs priority list that will evolve throughout the planning process since they do not accommodate supply and other aspects of ensuing analyses. Thus, the fact that a particular recreation activity may not rank highly on Figures 7 and 8 should not be construed to imply that such an activity has little importance in the community. Rather, the data collected from this survey must be viewed in the context of other valuable inputs to the process which include, but are not limited to, questionnaires completed by community organizations.

The following table presents a comparison of the per capita recreation participation information derived from Chula Vista residents to those responses received from exemplar property residents.

A comparison of the data included in the table reveals higher per capita participation rates reported by exemplar property respondents for Passive Use of Open Green Space (49.8 vs. 40.0 among Chula Vista residents), Picnicking in Public Parks (18.0 vs. 16.4 among Chula Vista residents), and Softball: Adult League (4.0 vs. 3.4 among Chula Vista residents).

Annual Per Capita Participation Rates in Selected Recreation Activities City of Chula Vista Compared to Exemplar Property Respondents		
	Chula Vista 2005	Exemplar Property Residents
Passive Use of Open Green Space	40.0	49.8
Picnicking in Public Parks	16.4	18.0
Use of Play Equipment/Tot Lots	23.1	16.9
Swimming in Public Pools for Recreation	19.1	9.0
Roller Blading/Skate Boarding*	10.1	7.0
Non-School Basketball: Adult/Youth League	7.1	5.6
Non-School Tennis: Adult/Youth	4.1	3.5
Non-School Soccer: Youth League	7.3	3.1
Indoor Volleyball, Badminton, Soccer, Table Tennis	5.5	2.7
Non-School Baseball: Youth League	6.1	2.7
Non-School Softball: Youth League	5.0	2.5
Non-School Football: Youth League	3.5	1.3
Softball: Adult League**	3.4	4.0
Soccer: Adult League	4.0	3.0

#### FREQUENCY OF RECREATION PROGRAM USAGE

##### City of Chula Vista Respondents

Respondents were queried regarding how often members of their household participate in three types of organized recreation programs offered in or outside the City of Chula Vista. Program types tested were defined as:

- Indoor Recreation Classes or Programs for Children Less than 18 Years of Age

- Indoor Recreation Classes or Programs for Adults 18 Years of Age or Older
- Outdoor Recreation Classes or Programs, Other than Organized Sports

The distribution of responses to recreation program usage frequency in the Chula Vista respondent households is presented in Figure 9 and in the text table on the following page.

As Figure 9 and the text table on the following page reveal, "Frequent Users" (patrons of programs at least 3 times per month) comprised 37% of the entire sample of households polled regarding usage of Indoor Programs for Children Less than 18 Years of Age; 23% of the sample interviewed regarding Outdoor Recreation Programs; and 20% of those polled about participation in Indoor Programs for Adults 18 Years or Older.

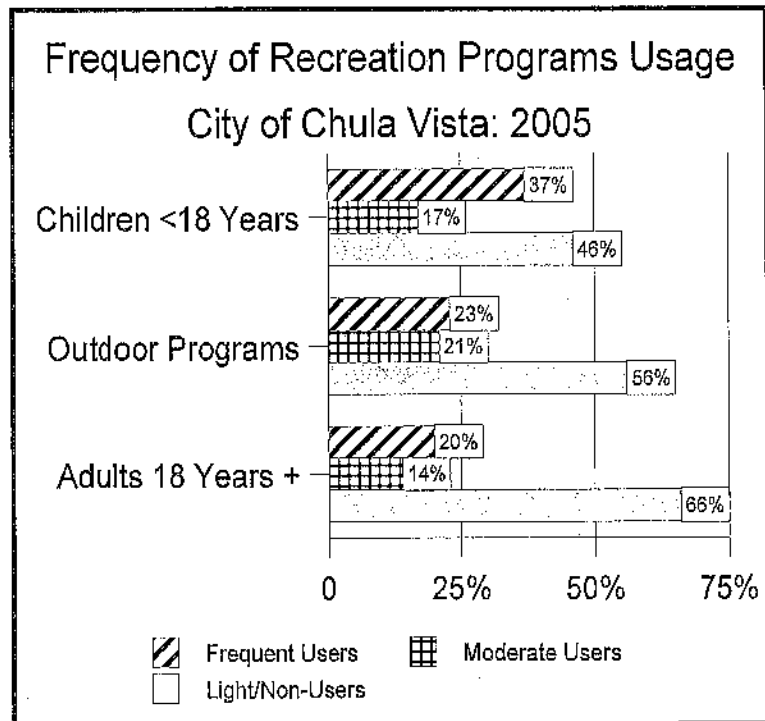


Figure 9

"Moderate Users" (patrons of programs 2 to 24 times annually) constituted an additional 14% to 21% of the households interviewed and the remainder (46% to 66%) was labeled "Light/Non Users" (patrons of programs once per year and non-users). Between 36% and 60% of Chula Vista residents polled reported not using the types of programs tested at all in the past year.

Frequency of Recreation Programs Usage City of Chula Vista			
	Children Under 18	Outdoor Programs	Adults 18 and Over
More than Once a Week	20%	12%	12%
Once a Week or 3 to 4 Times Per Month	17%	11%	8%
<b>"Frequent Users"</b>	<b>37%</b>	<b>23%</b>	<b>20%</b>
Once or Twice a Month	5%	8%	7%
Several Times a Year	12%	13%	7%
<b>"Moderate Users"</b>	<b>17%</b>	<b>21%</b>	<b>14%</b>
Once a Year	10%	6%	6%
No Use	36%	51%	60%
<b>"Light/Non Users"</b>	<b>46%</b>	<b>56%</b>	<b>66%</b>

Note: May not sum due to rounding.

Exemplar Property Respondents

The distribution of responses to recreation program usage frequency in the exemplar property respondent households is presented in Figure 10 and in the text table on the following page.

As Figure 10 and the text table on the following page reveal, "Frequent Users" (patrons of programs at least 3 times per month) comprised 28% of the entire sample of households polled regarding usage of Indoor Programs for Children Less than 18 Years of Age; 22% of the sample interviewed regarding

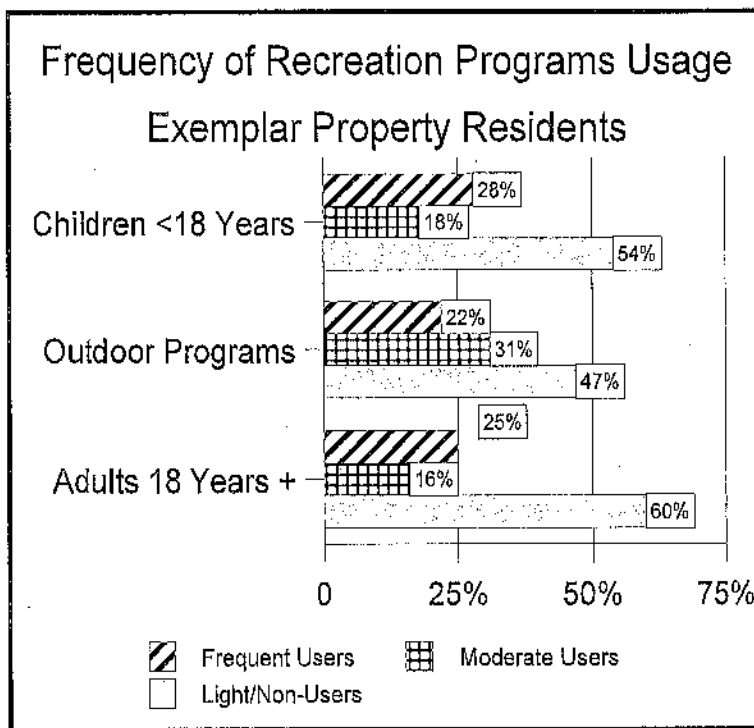


Figure 10

Outdoor Recreation Programs; and 25% of those polled about participation in Indoor Programs for Adults 18 Years or Older.

"Moderate Users" (patrons of programs 2 to 24 times annually) constituted an additional 16% to 31% of the households interviewed and the remainder (47% to 60%) was labeled "Light/Non Users" (patrons of programs once per year and non-users).

Between 40% and 54% of exemplar property residents polled reported not using the types of programs tested at all in the past year.

Frequency of Recreation Programs Usage Exemplar Property Respondents			
	Children Under 18	Outdoor Programs	Adults 18 and Over
More than Once a Week	15%	13%	14%
Once a Week or 3 to 4 Times Per Month	12%	10%	10%
<b>"Frequent Users"</b>	<b>28%</b>	<b>22%</b>	<b>25%</b>
Once or Twice a Month	9%	14%	5%
Several Times a Year	9%	17%	11%
<b>"Moderate Users"</b>	<b>18%</b>	<b>31%</b>	<b>16%</b>
Once a Year	0%	7%	6%
No Use	54%	40%	53%
<b>"Light/Non Users"</b>	<b>54%</b>	<b>47%</b>	<b>60%</b>
Note: May not sum due to rounding.			

RECREATION FACILITY NEEDS

Probable Use of Dog Park

Those polled were asked how many times in a year they and each of the members of their household would probably use a dog park. The following table presents the findings from this inquiry posed to Chula Vista and exemplar property residents. As the table highlights, three of every four residents (Chula Vista and exemplar property residents) polled (76%) stated they would likely not use a dog park. An additional 14% to 15% stated they would likely be "frequent users"

of such a facility (patrons of the dog park at least 3 times per month.) On average, the rate of use in a given year would be 17.9 times per capita among Chula Vista residents and 21.1 times per capita for exemplar property respondents.

Probable Dog Park Usage City of Chula Vista and Exemplar Property Respondents		
	Chula Vista	Exemplar Property Respondents
More than Once a Week	9%	9%
Once a Week or 3 to 4 Times Per Month	6%	5%
<b>"Frequent Users"</b>	<b>15%</b>	<b>14%</b>
Once or Twice a Month	3%	6%
Several Times a Year	4%	3%
<b>"Moderate Users"</b>	<b>7%</b>	<b>9%</b>
Once a Year	2%	1%
No Use	76%	76%
<b>"Light/Non Users"</b>	<b>78%</b>	<b>77%</b>
<b>Total Annual Per Capita Rate</b>	<b>17.9</b>	<b>21.1</b>

#### Rating the Priority For Ten Suggested New Recreation Facilities

Respondents were asked to rate the priority their household has for ten suggested new recreation facilities using prescribed responses that included "high need," "moderate need," "low need," and "no need." The results of this area of inquiry are presented in Figure 11.

As Figure 11 illustrates, the share of Chula Vista respondents rating the suggested new recreation facilities as a "high need" ranged from 18% for tennis courts to 37% for playgrounds/tot lots. Those suggested facilities garnering the largest "high need" responses, aside from playgrounds/tot lots, included New Open Grass/Lawn Areas in Parks and Recreation Facilities (36%) and Fields for Outdoor Team Sports: Baseball, Softball, Football, Soccer (36%) as well as Aquatic Facilities (33%), Roller Skating or Skate Boarding Facilities (32%), Picnic Facilities (30%), Off-Leash Dog



Areas or Dog Park (28%), Indoor Sport Courts: Volleyball, Badminton, Soccer, Table Tennis (26%), and Basketball Courts (24%).

The following table compares the responses received from Chula Vista residents to comparable survey data from exemplar property respondents. A review of the table illustrates comparable ratings of "high need" among the two respondent samples for Playgrounds or Tot Lots, Open Grass/Lawn Areas in Parks, Aquatic Facilities, Picnic Facilities, Off-Leash Dog Areas or Dog Park, and Tennis Courts. For the remaining tested recreation facility suggestions, the response rates of exemplar property residents were significantly below those received from Chula Vista residents.

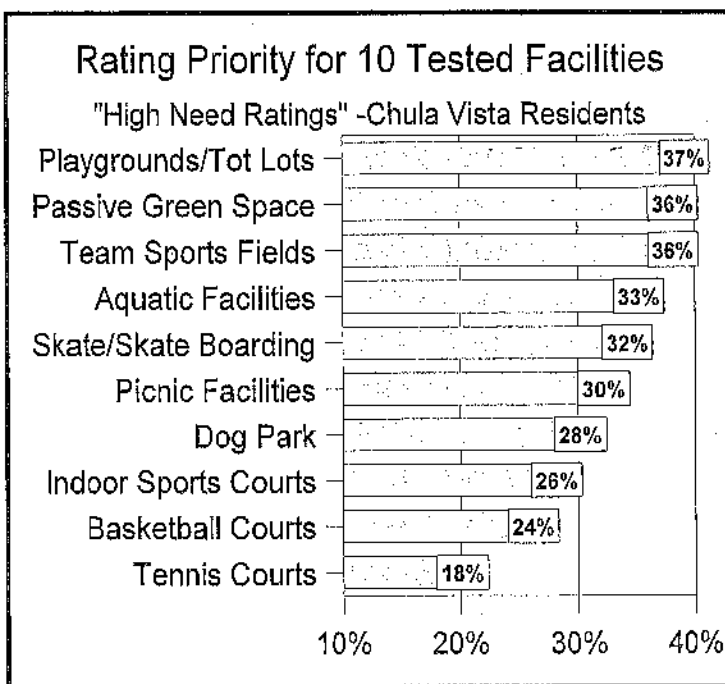


Figure 11

Rating Priority for Ten Suggested New Recreation Facilities		
Percent of Responses Rated "High Need"		
	Chula Vista	Exemplar Property Residents
Playgrounds or Tot Lots	37%	39%
Open Grass/Lawn Areas in Parks	36%	38%
Outdoor Team Sports Fields	36%	25%
Aquatic Facilities	33%	28%
Roller Skating or Skate Boarding Facilities	32%	19%
Picnic Facilities	30%	28%
Off-Leash Dog Areas or Dog Park	28%	30%
Indoor Sport Courts	26%	13%
Basketball Courts	24%	16%
Tennis Courts	18%	14%

One Facility Respondents Want

City of Chula Vista Respondents

Chula respondents were asked to volunteer **one** facility their household would MOST like to see added in the City. Responses to this question were unprompted. The top response results of this area of inquiry are presented in Figure 12.

The answers garnering the largest number of responses from Chula Vista residents included a Recreation Pool (13%), a desire for No New or Improved Facilities (12%), Picnic Facilities (7%), Picnic Facilities (7%), Playgrounds/Tot Lots (7%), Bike/Jog Paths (6%), and Dog Park (5%). The table on the following page compares the survey responses received from Chula Vista residents to comparable survey data from exemplar property residents.

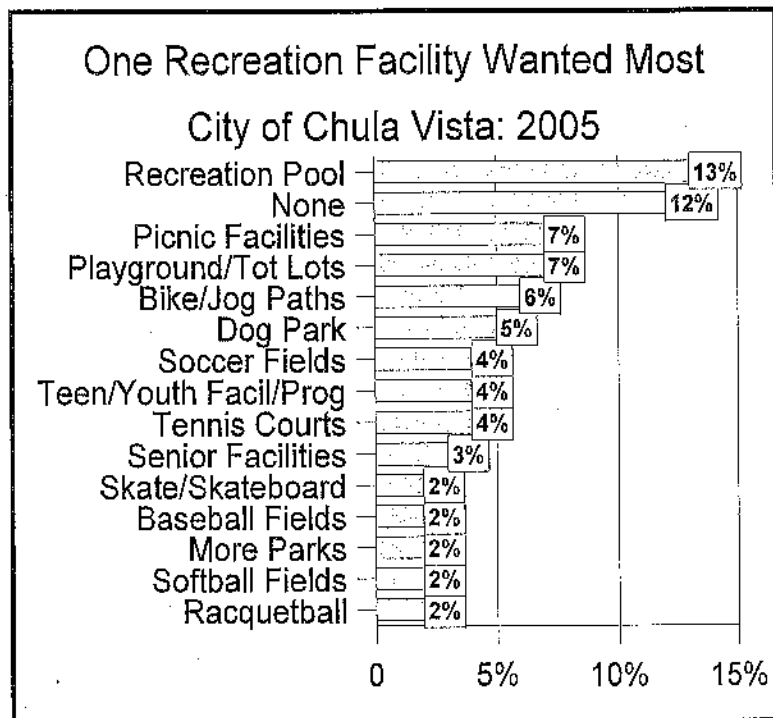


Figure 12

The primary difference notable in the table is the top five response volume list for each respondent group. While Chula Vista residents identified a swimming pool for recreation or lessons, no new facilities, picnic facilities, playground/tot lots, and bike/jogging paths at the top of their response volume list, exemplar property residents identified each of these five except playground/tot lots and, in its place, ranked open space/open areas/open green space as among the five most important facilities to add.

One Recreation Facility Would Most Like to See Added in City City of Chula Vista Compared to Exemplar Property Respondents		
	Chula Vista	Exemplar Property Residents
Swimming Pool for Recreation or Lessons	13%	8%
None	12%	11%
Picnic Facilities	7%	8%
Playground/Tot Lots	7%	3%
Bike/Jogging Paths	6%	11%
Dog Park	5%	6%
Soccer Fields	4%	6%
Teen/Youth Club Facilities and Programs	4%	1%
Tennis Courts	4%	3%
Senior Facilities	3%	1%
Skate/Skateboard Facilities	2%	3%
Baseball Fields	2%	1%
More Parks	2%	1%
Softball Fields	2%	0%
Racquetball	2%	**
Open Space/Open Areas/Open Green Space	2%	8%
Outdoor Basketball	1%	3%
** Less than 0.5%		

RECREATION PROGRAM NEEDS

Rating the Priority For Three Suggested New Recreation Program Types

Respondents were asked to rate the priority their household has for three suggested types of recreation programs using prescribed responses that included "high need," "moderate need," "low need," and "no need." The results of this area of inquiry among Chula Vista and exemplar property residents are presented in Figure 13.

As Figure 13 illustrates, the share of Chula Vista respondents rating the suggested recreation programs as a "high need" ranged from 28% for Classes or Programs for Adults 18 Years of age or Older to 59% for Classes or Programs for Children Under 18 Years of Age. The share of exemplar property residents rating the tested recreation programs a "high need" ranged from 17% for Classes or Programs for Adults 18 Years to 52% for Classes or Programs for Children Under 18 Years of Age.

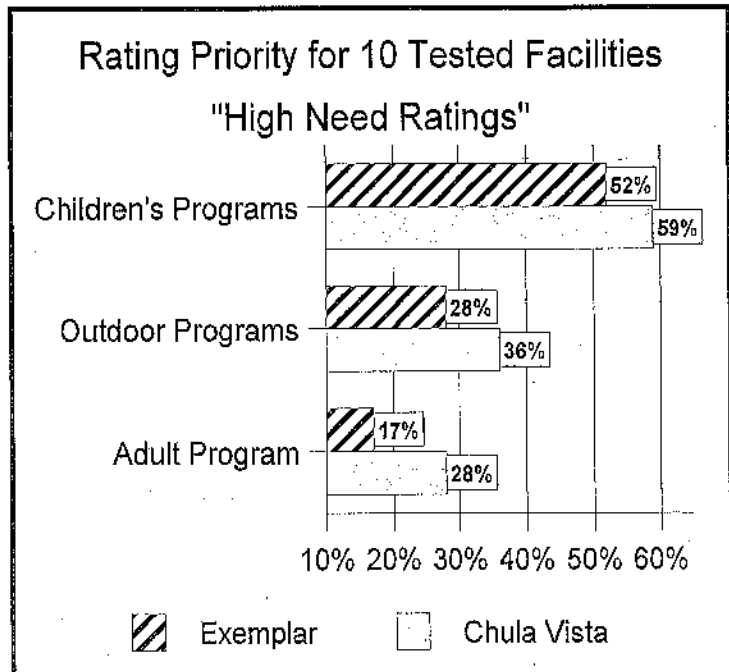


Figure 13

One Program, Class or Activity Wanted

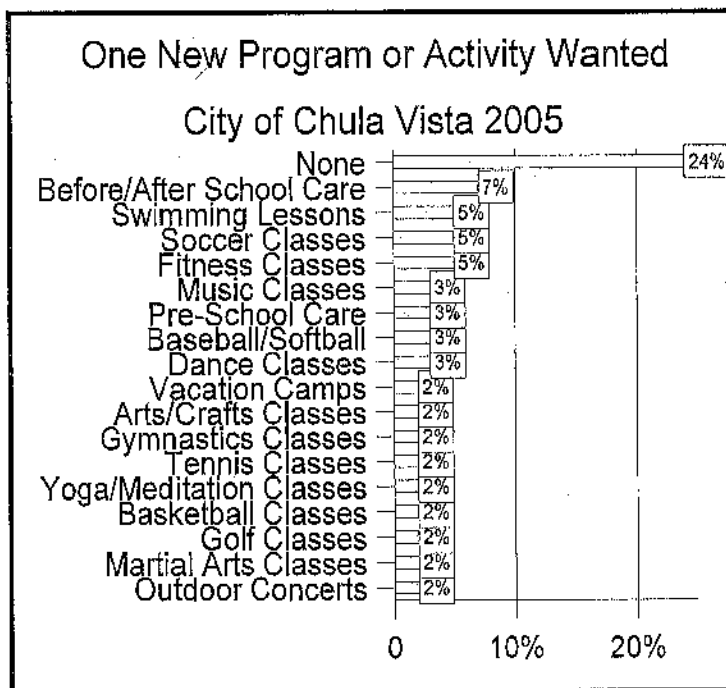


Figure 14

City of Chula Vista Respondents

Those Chula Vista residents polled were queried regarding what one program, class or activity their household would most like to see added in Chula Vista. Responses to this inquiry were unprompted. The answers garnering the largest volumes of responses are presented in Figure 14.

As Figure 14 illustrates, Chula Vista residents polled most often stated a Desire for No New Programs (24%). The next largest increment of respondents expressed a desire for Before or After School Day Care (7%) fol-

lowed by three response categories garnering 5% of the responses: Swimming Lessons, Soccer Classes, and Aerobics, Spinning, or Fitness Instruction or Classes. The next largest response group (at 3%) was found for four different answers: Music Instruction or Classes, Pre-School Care, Baseball or Softball, and Dance Instruction or Classes.

Exemplar Property Respondents

The answers garnering the largest volumes of responses from exemplar property residents are presented in Figure 15. As Figure 15 illustrates, residents polled most often stated a Desire for No New Programs (30%). The next largest increment of respondents (5%) expressed a desire for Before or After School Day Care, Swimming Lessons or Outdoor Concerts. These were followed by two responses categories garnering 4% of the responses: Arts and Craft Classes and Sailing Lessons. The next largest response group (at 2%)

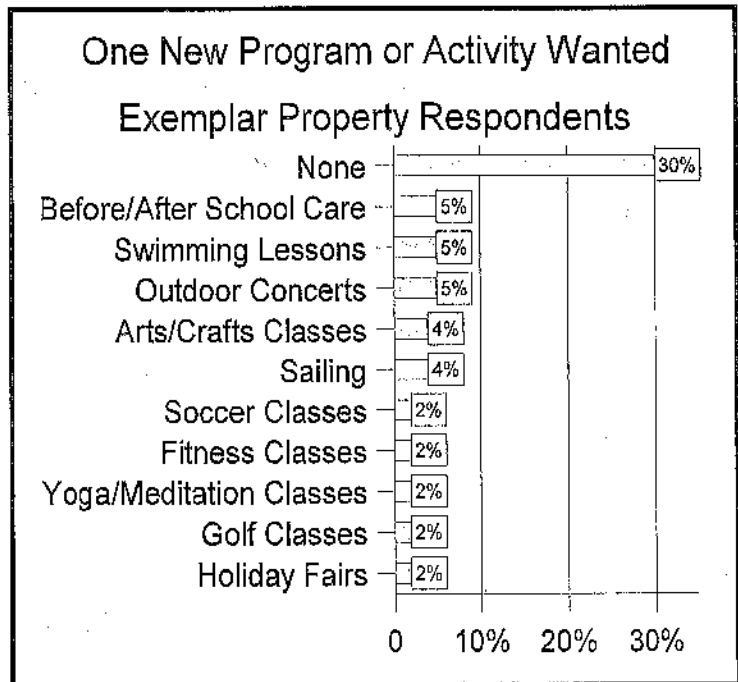


Figure 15

was found for five different answers: Soccer Classes, Fitness Classes, Yoga/Meditation Classes, Golf Classes, and Holiday Fairs.

SURVEY RESPONDENT DEMOGRAPHY

Household Description

City of Chula Vista Respondents

One of the most meaningful of the demographic characteristics is the household description. As Figure 16 illustrates, less than half of all households in Chula Vista (47%) can be described as households with children less than 18 years of age. The most common household described in Chula Vista contains two or more adults without children less than 18 years (35%) followed by a two adult household with children (33%) and a one-person household (18%.) These current Survey findings are statistically consistent with the figures available for the City from the 2000 Federal Census which revealed that 45% of the City households reported children less than 18 years and 55% were without children.

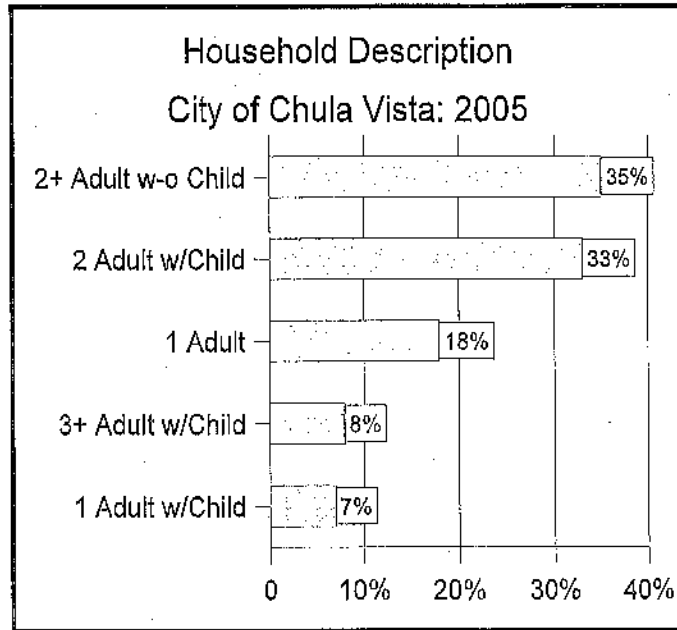


Figure 16

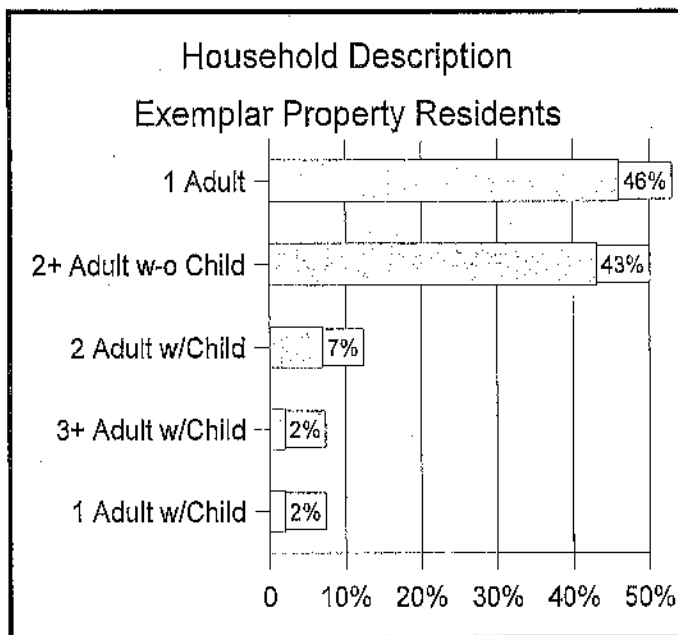


Figure 17

Exemplar Property Respondents

As Figure 17 illustrates, one in ten exemplar property households polled (11%) can be described as households with children less than 18 years of age. The most common household types described by exemplar property respondents contains one adult without children under 18 years (46%) or two or more adults without children less than 18 years (43%).

Age Distribution of Population

City of Chula Vista Respondents

To identify the distribution of the City population by age, the survey compiled data on the age of all household members included in the survey. The results of this investigation are presented in Figure 18. As Figure 18 reveals, Chula Vista residents 55 years or older comprise 18% of the population compared to 25% under the age of 15 years. This group of children less than 15 years is logically divided into the pre-school-age group (9%) and the school-age group (16%). This school-age group is most relevant to parks and recreation facility and program planning since it is this group who is targeted consumers of organized sports and other programs aimed at youth.

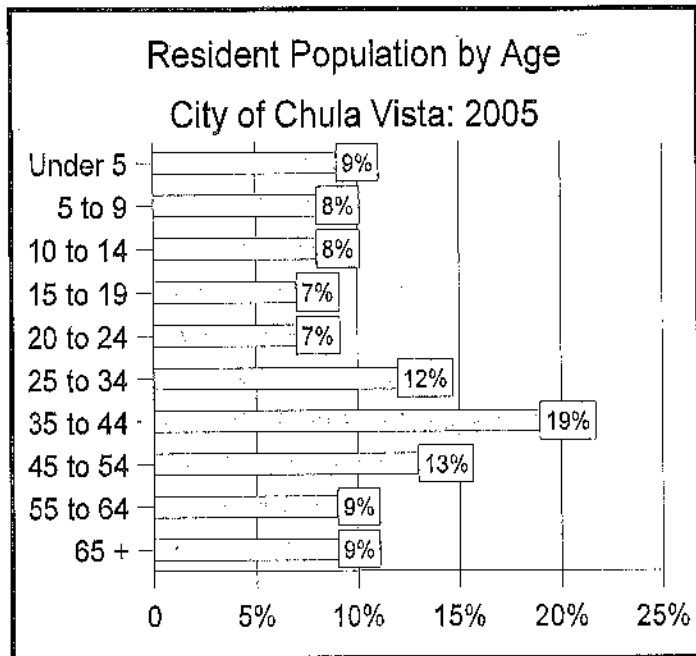


Figure 18

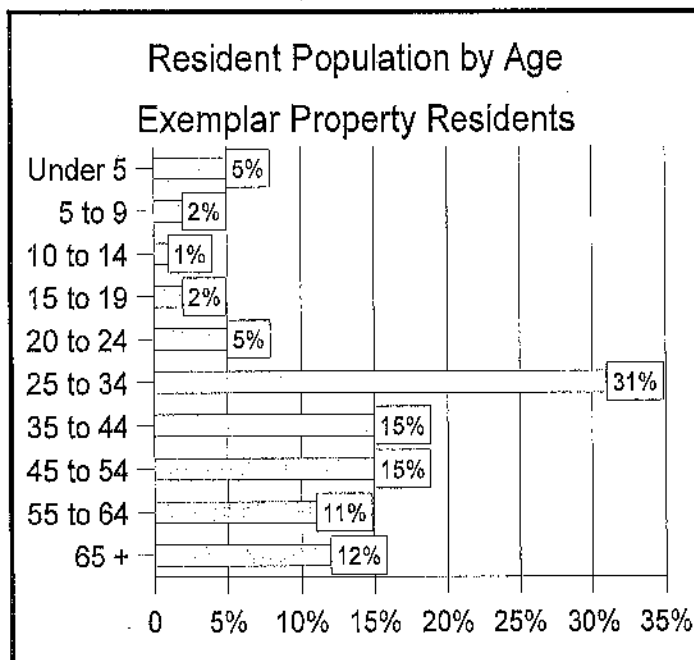


Figure 19

Exemplar Properties Respondents

As Figure 19 reveals, exemplar property residents polled stated that residents 55 years or older comprise 23% of the population compared to 8% under the age of 15 years. This group of children less than 15 years is logically divided into the pre-school-age group (5%) and the school-age group (3%). This school-age group is substantially smaller than documented in Chula Vista (16%) while the size of the preschoolers is similar.

Tenure in Chula Vista

Respondents were asked to state the number of years they have lived in the city in which they reside. The response categories and volumes of answers received are displayed in Figure 20. As Figure 20 reveals, approximately one in four Chula Vista households (26%) reported having lived in Chula Vista for three years or less. An additional three in every ten residents (30%) attested to City residency for four to ten years. The average tenure of Chula Vista residents polled was eight years.

As Figure 20 also reveals, approximately four of every ten exemplar property resident households (38%) reported having lived in San Diego for three years or less. An additional one in four residents (26%) attested to City residency for four to ten years. The average tenure of exemplar property residents polled was five years.

The table on the following page presents the demography of those Chula Vista residents polled, those surveyed who reside in exemplar properties, all compared with the 2000 Census data.

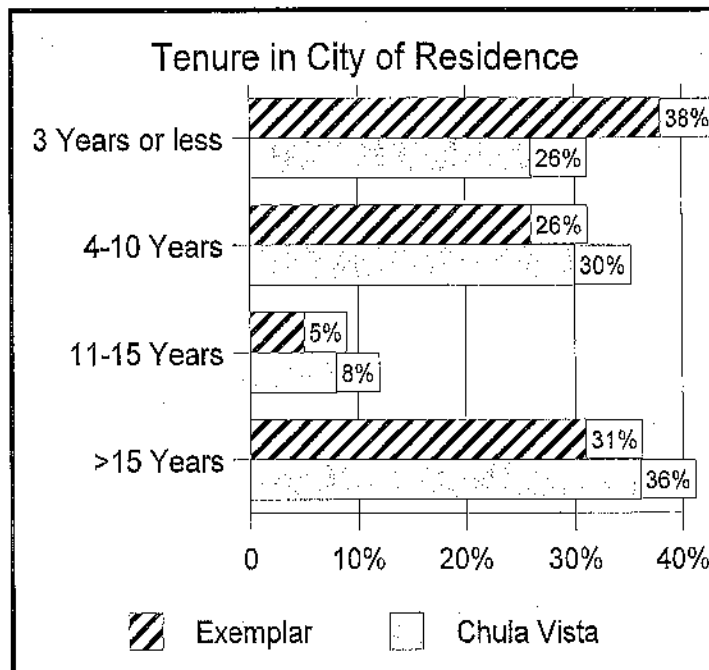


Figure 20

As this table comparison reveals, the racial/ethnic profile of Chula Vista residents polled (49% Hispanic, 30% White) is substantially different from that identified among exemplar property residents (71% White, 18% Hispanic). The average number of people per household among Chula Vista residents surveyed (2.8 persons per household) is also well above the figure documented among exemplar property residents (1.8 persons per household). Finally, the annual household income average reported by Chula Vista households polled (\$52,100) is one-third less than that reported by exemplar property residents (\$78,700).



DEMOGRAPHIC CHARACTERISTICS RECREATION NEEDS SURVEY CITY OF CHULA VISTA COMPARED TO EXEMPLAR PROPERTY RESPONDENTS			
	2000 Census	Chula Vista	Exemplar Property Residents
<b>Household Description:</b>			
1 adult w-o children	20%	18%	46%
2 or more adults w-o children	NA	35%	43%
<b>Subtotal Households w-o children</b>	<b>55%</b>	<b>53%</b>	<b>89%</b>
1 adult w/children	NA	7%	2%
2 adults w/children	NA	33%	7%
3 or more adults w/children	NA	8%	2%
<b>Subtotal Households w/children</b>	<b>45%</b>	<b>47%</b>	<b>11%</b>
<b>Tenure in Chula Vista or San Diego</b>			
3 years or less	NA	26%	38%
4 to 10 years	NA	30%	26%
11 to 15 years	NA	8%	5%
16 years or longer	NA	36%	31%
Median Tenure (years)	NA	8.0	5.0
<b>Ethnicity (Census data is for householders; survey data is for respondents)</b>			
Hispanic/Latino	50%	49%	18%
White	32%	30%	71%
Asian/Pacific Islander	12%	13%	4%
Black/African American	5%	6%	5%
Other	1%	2%	2%
<b>Household Size, Age, Income</b>			
Mean Household Size (people/household)	3.0	2.8	1.8
Median Age of Population (years)	33.0	34.0	37.0
Median Income (\$000)	44.9	52.1	78.7

Source: US Dept. of Commerce, City of Chula Vista, Research Network Ltd., 8/2005

## V. SPORTS ORGANIZATIONS SURVEY

Coman Consulting was retained to design a self-administered survey of sports organization representatives active in the City of Chula Vista. Staff distributed questionnaires to representatives of 33 recreation user groups in the community. Completed questionnaires have been received from 30 organizations as the following text table illustrates.

City of Chula Vista Sports Organization Survey Participants		
	Requests	Responses
<u>Aquatics</u>	1	1
South Bay Aquatics	1	1
<u>Little League Baseball</u>	5	4
American Little League	1	1
Eastlake Little League	1	1
National Little League	1	1
Parkview Little League	1	1
South Bay Little League	1	0
<u>Other Baseball</u>	4	4
CV Colt League	1	1
CV Green Sox	1	1
CV North Pony League	1	1
CV South Pony League	1	1
<u>Basketball</u>	3	3
CV Recreation Adult Men's	1	1
CV Recreation Youth Coed Summer	1	1
CV Recreation Youth Coed Winter	1	1
<u>Youth Football</u>	3	3
CV Youth Football & Cheer	1	1
Eastlake/Bonita Youth Football & Cheer	1	1
Otay Ranch Youth Football & Cheer	1	1
<u>Lacrosse</u>	1	1
Bonita Lacrosse Club	1	1

City of Chula Vista Sports Organization Survey Participants		
<u>Youth Soccer</u>	7	7
AYSO Region 116	1	1
AYSO Region 290	1	1
CV Rangers Soccer Club	1	1
CV Youth Soccer League	1	1
Olympico Soccer	1	1
Otay Ranch Soccer Club	1	1
Rebel Soccer	1	1
<u>Youth Softball</u>	5	5
Bonita Valley Girls ASA	1	1
CV Girl's Fast Pitch	1	0
Elite Girl's Softball	1	1
Lightning Softball	1	0
Sundevils Softball	1	1
<u>Adult Softball</u>	3	3
CV Recreation - Coed	1	1
CV Recreation - Men's	1	1
CV Recreation - Women's	1	1
YMCA	1	1
<b>TOTAL</b>	<b>33</b>	<b>30</b>

The focus of the interviews was to catalog key characteristics of each of these sports organizations and to develop an understanding of facility use characteristics to input to the assessment of recreation facility needs for the City. In particular, organizations were queried regarding the number of players active in their organization (by age or division). These estimates of player participation were compared to data from the telephone survey regarding recreation activity participation to confirm the survey responses.

A summary of key data summarized by sport activity follows in a text table.

City of Chula Vista Sports Organization Survey Summary of Data					
Sport	Total Participants	Members From Chula Vista	% From Chula Vista	Avg. Persons Per Team	Avg. Turnover Peak Day
LL/Youth Baseball	2,139	2,125	99.3	12.4	4.5
Adult Basketball	60	42	70.0	12.0	3.0
Youth Basketball					
Summer	395	356	90.0	10.0	5.8
Winter	665	599	90.0	9.0	5.8
Youth Football	968	908	93.8	35.0	6.0
Youth Soccer	3,878	3,634	93.7	13.3	6.0
Adult Softball	2,160	1,512	70.0	15.0	3.0
Youth Softball	917	848	92.5	14.1	5.2

As the text table illustrates, sports organizations surveyed reported serving the recreation interests of more than 10,000 members living in Chula Vista, 85% of whom participate in youth sports. The average team size and average facility turnover data are valuable input to the facility needs assessment addressed subsequently in this report.

With respect to facility requirements, these surveys requested the season of play, current game and practice fields used, opinions regarding current facility maintenance, current fee structure, and facility scheduling. The seasonality of each sport is used to amortize the recreation activity participation over those months when the organization is active. The game and practice fields usage responses are compared to facility inventory information to potentially identify facilities included in the inventory that are underutilized.

Opinions regarding facility maintenance, fee structure and scheduling provide important feedback to City Recreation staff. Responses regarding facility maintenance revealed that 50% of the organizations rated maintenance as "good" while another 29% rated maintenance as "excellent." Nearly three of every four organizations paying fees identified the amount to be "about right."

Finally, organizations were asked to assess the current and forecast facility needs of their members. Without exception, each of the organizations surveyed identified facility or amenity

needs. These needs were not typically quantified in terms of the number of facilities or amenities desired. The specific responses to each of these inquiries for the 30 organizations responding are included in the Appendix to this report as Exhibits 1 through 3.

## VI. PUBLIC RECREATION FACILITIES INVENTORY

The number of existing and forecast public recreation facilities or "supply" is the last piece of the needs assessment. Compilation of existing and forecast public recreation facilities by type facility, by provider (City, School, or Other) as well as by subarea of the City has been prepared by City Staff for inclusion in this analysis. The following text table summarizes this inventory for the City as a whole comparing existing facilities with the forecast as of 2030.

City of Chula Vista Public Recreation Facility Inventory Summary		
	2005	2030
Softball: Fields for Organized Youth Games	29.0	42.0
Softball: Fields for Organized Adult Games	17.0	24.0
Softball: Fields for Organized Youth Practice	46.0	73.5
Baseball: Fields for Organized Youth Games	28.0	32.0
Baseball: Fields for Organized Youth Practice	28.0	32.0
Football: Fields for Organized Youth Games	10.0	15.0
Soccer: Fields for Organized Youth Games	32.0	60.0
Soccer: Fields for Organized Adult Games	13.5	29.5
Soccer: Fields for Organized Youth Practice	63.5	117.0
Picnic Tables	411.0	949.0
Playgrounds/Tot Lots	78.5	124.5
Swimming Pools (Public) for Recreation	6.2	8.2
Tennis Courts	58.5	108.5
Indoor Basketball: Courts for Organized Youth or Adult Games	8.5	14.5
Indoor Basketball: Courts for Organized Youth Practice	19.0	31.0
Outdoor Basketball: Courts for Informal Play	88.0	138.0
Skating/Skate Boarding Facility	4.0	13.0
Open Green Space (Acres)	209.1	350.0
Dog Parks	0.0	11.0
Indoor Classrooms (square feet)	77,418	165,001

In reviewing the text table on the previous page, the reader is advised to note that these numbers may vary slightly from the total physical inventory present in the City due to the following underlying assumptions used in the inventory prepared for this needs analysis:

1. Assumption that game fields are available for practice.
2. Assumption that all school facilities are inventoried at 50% of the actual number to reflect the fact that school facilities are not available to the public 100% of the time.
3. Assumption that a pool size standard of 25 meters x 20 yards is used in this analysis. Thus, the pool facility totals in this inventory may differ from a cursory count of pools.
4. Assumption that football fields exclude flag football fields.

The purpose of compiling this inventory is to enable a comparison of available recreation facility supply to meet the calculated recreation needs of Chula Vista residents. This comparison as well as the process used to arrive at the calculation of such needs will be presented in Section VI of this report. The public recreation facility inventory has been compiled by subarea and provider type and is presented in detail in Exhibits 4 and 5 located in the Appendix to this report.

## **VII. DEMAND AND NEEDS ANALYSIS**

This section analyzes the demand and needs for recreation and park facilities by the current and future residents of Chula Vista. A key element in any recreation needs analysis is an understanding of the nature of demand for parks and recreation facilities. Without this understanding, policy can only be based on general standards of supply and demand, such as population ratios (acres per thousand population) or service area (distance to park facility). Such standards are useful coarse guides, however, this needs analysis amplifies this understanding in two substantial additional dimensions. First, the demand analysis refines needs to provide the pallet of uses or facilities that are needed in the generally prescribed acres and, secondly, this needs assessment reflects the character of the resident population of Chula Vista currently and in the future in terms of population size and demographic composition.

The purpose of the demand and needs analysis is to identify the current and forecast recreation facility needs within the City, to identify which are met and unmet, and to suggest the relative size of each identified need. Needs have been quantified through a multi-faceted process that included gathering both qualitative inputs (e.g., organized sports group questionnaires) and quantitative inputs (e.g., telephone survey, Census demography, SANDAG forecast demography). Each need identification tool and each bit of information mined defined a piece of the puzzle leading to a deeper, more thorough understanding of the City's recreation needs. All of the pieces, taken together, complete an overall picture of recreation needs specific to Chula Vista and its six geographic subareas today and in the future.

### **INPUT TO THE DEMAND AND NEEDS ANALYSIS**

Input to the demand and needs analysis included:

- ✓ comprehensive questionnaires completed by representatives of thirty organized sports associations active in Chula Vista,
- ✓ telephone interviews with 603 adult household heads living in the City of Chula Vista and an additional 197 interviews completed among residents of residential properties (in downtown San Diego) deemed exemplary of future development anticipated in Northwest Chula Vista,



- ✓ historical and forecast population and household growth in the City of Chula Vista and its six subareas,
- ✓ historical and forecast demographic characteristics of the resident population of Chula Vista and its six subareas,
- ✓ an inventory of existing and forecast recreation facilities offered in Chula Vista by the City, the School District(s), and other providers.

The telephone survey, which was conducted in May/June 2005, elicited information from the respondents about how often they participated in various recreational activities. The participation rates of respondents provide the basis for calculating demand for active recreation facilities by the resident population served. The results of this survey and the referenced participation rates are presented in Section III of this report.

To supplement the information regarding participation in recreation activities obtained from the telephone survey, a questionnaire was designed and distributed to the organized sports organizations that use City facilities. This questionnaire obtained information regarding the number of players and teams in the league or sports organization, age ranges of the players, what seasons they play, if they travel outside Chula Vista to play, if they participate in tournaments, information regarding which of the facilities are currently being used, ratings of field/facility maintenance and scheduling, projections of growth, and facilities they have the greatest need for both now and in the future. Detailed information was requested for each division in the organization regarding the number of players, the size of facility required and the time and place of all games and practices. An overview of responses to this survey is presented in Section IV of this report.

Providing context to the telephone and sports organization surveys, an analysis was prepared to define historical (1990, 2000), current (2005) and forecast (2030) trends in population and household growth within Chula Vista and its six subareas. The texture of the Chula Vista population was defined through the compilation of historical (1990, 2000) and forecast (2030) trends in demographic characteristics. Such demographic characteristics have been found to be, in some cases, excellent predictors of recreating patterns and preferences. The population, household, and demography figures have been compiled and analyzed in Section II of this report.

The number of existing and forecast public recreation facilities or "supply" is the last piece of the needs assessment. Compilation of existing and forecast public recreation facilities by type facility, by provider (City, School, or Other) as well as by subarea of the City has been prepared by City Staff for inclusion in this analysis. The inventory of available recreation facilities has been compiled and analyzed in Section V of this report.

#### RECREATION DEMAND AND NEEDS ANALYSIS

The 2005 demand and needs analysis findings are illustrated in Exhibits 6 through 15. The 2030 demand and needs analysis findings are illustrated in Exhibits 16 through 26. To facilitate an understanding of these exhibits and the analytical process they summarize, the terms utilized within the tables are presented, defined and explained below. These terms are the headings of the columns found on the exhibits. The terms are discussed based on their inclusion in the Demand Analysis tables or the Needs Analysis tables and in order of their appearance as column headings.

The following columns appear on the Demand Analysis Tables:

#### Per Capita Participation Days Per Year (2005 Exhibits 6, 8, 10, 12, and 2030 Exhibits 16, 18, 20, 22)

This input for the 2005 Demand and Needs Analysis is taken directly from the telephone survey and represents the annual volume of participation in recreation activities by all members of the households surveyed divided by the total number of persons represented by the respondents and their household members, resulting in an annual average per capita estimate. The 2005 Per Capita Participation Days Per Year is calculated for each of the recreation activities included in the survey.

This input for the 2030 Demand and Needs Analysis is crafted to accommodate change in population volume forecast at 2030 and to reflect changing demographic characteristics as well, through statistical weighting of the telephone survey data. This weighting of the data is intended to alter the demographic profile of respondents to reflect the forecast demography of the 2030 population in Chula Vista and its six subareas, thereby resulting in a change in the recreation participation patterns as well. Thus, statistically weighted 2030 Per Capita Participation Days Per Year have been calculated for each of the recreation activities included in the survey and are presented in Exhibits 16, 18, 20, and 22.

Peak Day Demand (Participants) (2005 Exhibits 6, 8, 10, 12, and 2030 Exhibits 16, 18, 20, 22)

Peak day demand refers to how many participants will be involved in a given recreational activity on the busiest days of the year. Peak Day Demand is estimated by multiplying the annual per capita participation rates for each activity (referenced above) by the current or forecast population in Chula Vista and its six subareas to obtain the total volume of annual participation for each activity accruing from all residents.

Factors are then applied to the total volume of annual participation to distribute this participation over the time period that reflects the season of participation for each activity (number of months or weeks in the season) and, within seasons, the peak days of usage. These estimates of gross participation are then apportioned to allocate part of the participation to private recreation facilities and part to government or public facilities, if applicable, using California Department of Parks and Recreation data regarding patterns of facility usage. Similarly, a location adjustment is made to apportion those activities which participants would normally engage in at locations outside the City.

Turnovers per Day (2005 Exhibits 6, 8, 10, 12, and 2030 Exhibits 16, 18, 20, 22)

Estimates of daily turnover on peak day usage periods are derived from studies conducted by the Bureau of Outdoor Recreation, U.S. Department of the Interior regarding optimum recreation carrying capacity as well as from responses to the Chula Vista sports organization questionnaire.

Design Standard for Facility (2005 Exhibits 6, 8, 10, 12, and 2030 Exhibits 16, 18, 20, 22)

This represents the capacity of the facility or the average number of participants that can be accommodated in a facility at one time. This information is obtained from the Chula Vista sports organization surveys, discussions with City staff, and various industry studies or surveys related to each of the types of recreation activities included in the analysis.

Number of Facilities Demanded (2005 Exhibits 6, 8, 10, 12, and 2030 Exhibits 16, 18, 20, 22)

This number is obtained by dividing the peak day demand by the number of turnovers per day and by the number of participants using the facility at one given time of peak use.

Facility Demand Ratio (2005 Exhibits 6, 8, 10, 12, and 2030 Exhibits 16, 18, 20, 22)

This measure is obtained by dividing the current or forecast total population of Chula Vista (or the subarea) by the number of facilities demanded. This is a standard way of expressing demand for recreation facilities.

The following columns appear on the Needs Analysis Tables:

Facility Demand Ratio (2005 Exhibits 7, 9, 11, 13 and 2030 Exhibits 17, 19, 21, 23)

This measure is the final column of the Demand Analysis tables and is used as a starting point for the Needs Analysis Tables. As referenced above, it is obtained by dividing the current or forecast total population of Chula Vista (or the subarea) by the number of facilities demanded. This is a standard way of expressing demand for recreation facilities.

Current/Forecast Demand (2005 Exhibits 7, 9, 11, 13 and 2030 Exhibits 17, 19, 21, 23)

This is also a figure that can be found on the Demand Analysis tables and is used as a starting point for the Needs Analysis Tables. This figure is the number of facilities demanded as described above for the time period being analyzed.

Existing/Forecast City Facilities (2005 Exhibits 7, 9, 11, 13 and 2030 Exhibits 17, 19, 21, 23)

This information is taken from the inventory of facilities in the City and the information from the sports organization questionnaires as to where the sports teams play their games. This number may vary slightly from the total physical inventory (see Section V for detailed inventory assumptions.)

Surplus/Deficit (2005 Exhibits 7, 9, 11, 13 and 2030 Exhibits 17, 19, 21, 23)

This number is calculated by subtracting the number of Existing/Forecast City Facilities from the number of facilities demanded. A positive number indicates a surplus while a negative number represents a need.

School Facilities Available (2005 Exhibits 7, 9, 11, 13 and 2030 Exhibits 17, 19, 21, 23)

This is the number of facilities at the schools which are being utilized by either the sports organizations or the residents of Chula Vista. School facilities are not always available for use by

sports teams or the general public and, for this reason, a factor of 50% is applied to all school facilities when considering their impact on meeting the needs reflected in the analysis.

Other Facilities Available (2005 Exhibits 7, 9, 11, 13 and 2030 Exhibits 17, 19, 21, 23)

This is the number of private or other facilities used to accommodate Chula Vista residents' recreation activity.

Total Facilities Available (2005 Exhibits 7, 9, 11, 13 and 2030 Exhibits 17, 19, 21, 23)

This is the total number of facilities utilized including City owned, at schools or at other public venues.

Total Surplus/Deficit (2005 Exhibits 7, 9, 11, 13 and 2030 Exhibits 17, 19, 21, 23)

This number is calculated by subtracting the Total Facilities Available from the number of facilities demanded. A positive number indicates a surplus while a negative number represents a need.

As an example of the analytical process, the 2005 needs ratio for tennis courts in Northwestern Chula Vista is one tennis court for every 2,125 residents (as shown in Exhibit 7). Based on the 2005 population of the Northwestern area, the required number of tennis courts is an estimated 25.1. The existing inventory of public tennis courts available in this subarea is 10, leaving a deficit of 15.1 courts, if the inventory of tennis courts in Northwestern Chula Vista were to match the peak day requirement as defined. In contrast, the 2005 needs ratio for tennis courts in the Non-Otay Ranch area (one for every 2,600 population) indicates a 2005 need for 30.5 courts. There are currently 37.5 courts available in the Non-Otay Ranch area or a surplus of 7.0 courts (Exhibit 13). Similar data for each of the types of facilities included in the analysis are contained in the exhibits.

Exhibit 14 summarizes the 2005 demand for facilities in each of the six subareas, showing the totals for West Chula Vista, East Chula Vista and the City as a whole. A 2005 summary of the needs (surpluses or deficits) in each area is presented in Exhibit 15. On a City-wide basis, there is a need for baseball fields for youth practice, soccer fields for organized youth and adult games, picnic tables, playgrounds or tot lots, swimming pools for recreation, tennis courts, skating/skate boarding facility, open green space, and dog parks. In contrast, facility surpluses were found in softball fields, baseball fields for youth organized games, football fields for youth, soccer fields for youth practice, indoor basketball courts, outdoor basketball courts, and indoor classroom space.

The City-wide need for soccer fields, picnic tables, tennis courts, skating/skate boarding facility, and open green space is exclusively a reflection of deficits located in the West Chula Vista area. There is a shortage of baseball practice fields, playgrounds/tot lots, and swimming pools for recreation in both the Western and Eastern areas of the City. In contrast, facility surpluses in the Western and Eastern areas of the City were found in softball fields for organized youth games and practice, baseball fields for youth organized games, indoor basketball courts, and outdoor basketball courts.

The number of facilities demanded in each of the subareas of Chula Vista in the year 2030 is calculated in the same fashion as the 2005 demand as detailed above. The results of the analysis are presented in Exhibits 16, 18, 20 and 22. Similarly, the 2030 facility needs are compared with the inventory of facilities in both City-owned, school, and other facilities (projected to include those facilities which are being planned within each of the subareas) to determine the long-term deficit for each subarea as shown in Exhibits 17, 19, 21 and 23.

Similar to the 2005 analysis, Exhibit 24 summarizes the 2030 demand for facilities in each of the six subareas, showing the totals for West Chula Vista, East Chula Vista and the City as a whole. The summary of the needs (surpluses or deficits) in each area forecast for 2030 is presented in Exhibit 25. On a City-wide basis, it is projected that there will be a continuing shortage of baseball fields for youth practice, playgrounds or tot lots, and swimming pools for recreation. There is a greater projected need for facilities in the West Chula Vista area, where estimates show a need for softball fields for organized adult games, baseball fields for youth organized games and practice, football fields for youth, soccer fields for youth and adult organized games, picnic tables, playgrounds/tot lots, swimming pools for recreation, tennis courts, indoor basketball courts, skating/skate boarding facility, and dog parks. In the Eastern area of the City, shortages are projected for baseball fields for youth practice, playgrounds/tot lots, and swimming pools for recreation.

The change in number of recreation facilities demanded in Chula Vista and each of the subareas between 2005 and the future horizon year of 2030 is shown on a facility-by-facility basis in Exhibit 26. This exhibit describes only the change in the number of facilities demanded as dictated by the growth in population and changing demographics. As can be seen, in some areas the demand for certain facilities decreases, even though the population is growing. This is due to the impact of

changing demographics that result in decreases in participation in certain activities. This demand estimate includes the number or size of facilities that will be required just to accommodate future growth in the City of Chula Vista and its subareas, but does not include existing deficits in 2005.

**APPENDIX**



Exhibit 1

TABULATION OF INFORMATION FROM CHULA VISTA SPORTS ORGANIZATION SURVEY

Sport/Team	# Players	Regular Season	Ages	Game Fields Used	Practice Fields Used
<b>Youth Baseball</b>					
<b>Eastlake Little League</b>					
Junior	670	March-July	5-14	Eastlake Little League Baseball Complex - 4 fields -self-funded, no assistance from City	Eastlake Little League Complex Rohr 15 and 16
Majors	72		13-14		
Minor A	120		10-12		
Minor B	156		8-11		
T-Ball	182		7-9		
	140		5-6		
<b>Parkview Little League</b>					
Juniors	385	March-June	5-14	Parkview Little League Fields	Parkview Little League Fields
Majors	32		13-14	4 fields + 1 T-Ball field	
Minor - A	72		9-12		
Minor - B	91		7-12		
T-Ball	106		7-9		
	84		5-6		
<b># South Bay Little League</b>					
Majors	264	Feb-July	5-12	Renistra Little League Fields (3 fields)	Renistra Little League Fields
Minors	72		10-12	Orange Avenue Fields	Orange Avenue Fields
Cap	84		8-11		Los Ninos City Park
T-Ball	48		7-10		Loma Verde City Park
	60		5-7		
<b>American Little League</b>					
Major	288	March-July	5-12	Hilltop Middle School - 4 fields, no lights	Hilltop Middle School - 4 fields
Minor A	72		10-12		CV Eucalyptus Upper/South
Minor B	72		8-12		CV Eucalyptus Lower - preseason
T-Ball	72		7-9		Elementary Schools as allocated (1.e. Hilltop, Rosebank, Clearview)
	72		5-8		
<b>National Little League</b>					
Major	258	March-June	5-12	Harborside Elementary	Harborside Elementary
Minor A	72		9-12		Mueller Elementary
Minor B	60		9-12		Vista Square Elementary
T-Ball	66		6-8		Rice Elementary
	60		5-7		Castle Park Elementary
					Montgomery Elementary
					Lower Eucalyptus Park - When avail.
<b>Chula Vista South Pony League</b>					
	80	March-July	13-14	Reinstra Park (Pony Field)	Reinstra Park (Pony Field) or Orange Avenue Field #2
<b>Chula Vista North Pony League</b>					
	90	March-July	13-14	Eucalyptus Park - Lighted Upper Field	Eucalyptus Park - Upper Field Terra Nova Rohr 18

# No response in 2005. Info from City staff based on field reservations and League web page information.

Tabulation of Information from Chula Vista Sports Organization Survey

Sport/Team	# Players	Regular Season	Ages	Game Fields Used	Practice Fields Used
<b>Chula Vista Coit League</b>	84	May - July	15 - 16	Castle Park High School El Toyan (National City) - Has Lights	No Practice
<b>Chula Vista Green Sox</b>	20	8/1 & 2/1	9-10	Hilltop Middle School	Hilltop Middle School
Current: 10 u	20		8-9	Various San Diego County	
Projected (2005): 9 u	15		10-11	& Out of County	
11 u	15		13		
Projected (2006): 13 u	15		14		
14 u	15				
<b><u>Youth Softball</u></b>					
<b>Sundevils Softball</b>	60	Fall	16-18	Discovery	Discovery
18 & u	15		14-16	Chula Vista Community Park East	Chula Vista Community Park East
16 & u	15		12-14	Cottonwood	Cottonwood
14 & u	15		10-12		
12 & u	15				
<b>Elite Girl's Softball</b>	45	Winter	8-16	Chula Vista Community Park	Southwestern College
10 u	15		8-10	- West Field	No City Fields Available for Practice
14 u	15		12-14	Discovery Park East	
16 u	15		15-16		
<b>Bonita Valley Girl's ASA</b>	812	Feb-July	6-16	Chula Vista Community Park-2 Fields	CV Community Park-2 Fields
Major	98		14-16	Discovery Park-3 Fields and T-Ball	Discovery Park-3 Fields
Minor	168		12-14		
Mini-Minor	168		10-12		
Rookies	210		8-10		
T-Ball	168		6-8		
<b><u>Adult Softball</u></b>					
<b>Chula Vista Recreation Adult Softball League</b>	1,530	Oct- Jan	18+	Chula Vista Community East and West Rohr Park #17 and #18 Discovery West, Middle and East	None
Men's Softball					
<b>Coed Softball</b>	540		18+	Eucalyptus Lower Chula Vista Community East and West Discovery West, Middle and East	None
Women's Softball	90		18+	Discovery East and/or West	None

Tabulation of Information from Chula Vista Sports Organization Survey

Sport/Team	# Players	Regular Season	Ages	Game Fields Used	Practice Fields Used
<b>Youth Football</b>					
<b>Chula Vista Youth Football &amp; Cheer*</b>		Sept-Dec	5-14		
Flag	540		5-7	Chula Vista High School (home games)	Cook Elementary
Mitey Mite	60		7-9	Multiple San Diego High Schools	Rice Elementary
Jr. Pee wee	90		8-10		
Pee wee	100		9-11	*Tackle 336 players, 42 flag players, 162 cheer participants.	
Jr. Midget	100		10-12		
Midget	100		11-14		
<b>East Lake/Bonita Youth Football &amp; Cheer*</b>		Sept-Dec	5-15		
Flag	393		5-7	Eastlake High School	Cottonwood Park
Mitey Mite	30		7-9		McKenzie Creek Park
Jr. Pee wee	90		8-11	*323 football players, 70 cheer participants	
Pee wee	48		9-12		
Jr. Midget	120		10-13		
Midget	50		11-15		
55					
<b>Otay Ranch Youth Football &amp; Cheer</b>		Sept-Dec	5-15		
Flag	267		5-7	Otay Ranch High School	Otay Ranch High School
Mitey Mite	40		7-9		
Jr. Pee wee	67		8-11	*267 football players, 62 cheer participants	
Pee wee	45		9-12		
Jr. Midget	47		10-13		
Midget	43		11-15		
25					
<b>Youth Soccer</b>					
<b>Chula Vista Youth Soccer League</b>		Sept-Dec			
Boys Under 9	138		7-8	Explorer	Explorer
Boys Under 11	12		9-10	Terra Nova	Terra Nova
Boys Under 14	18		12-13	Harvest	Harvest
Boys Under 15	18		13-14	Castle Park Middle School	Castle Park Middle School
Girls Under 11	18		9-10		SDG& E Field
Girls Under 13	18		11-12		Santa Venita Park
Girls Under 15	18		13-14		
Girls Under 18	18		16-17		
<b>AYSO Region 290</b>		Sept-Dec			
	1180			Chula Vista High School	Chula Vista High School
					Castle Park Middle School
					Greg Rogers Park
					SDG&E Park

Tabulation of Information from Chula Vista Sports Organization Survey

Sport/Team	# Players	Regular Season	Ages	Game Fields Used	Practice Fields Used
<b>AYSO Region #116</b>					
Under 19	1,581 36	Sept-Jan	4-18 16-18	Bonita Vista Middle School Discovery Park Center & West	
Under 16	72		14,15	Bonita Vista Middle School Discovery Park Center & West	
Under 14	180		12,13	Discovery Park	
Under 12	240		10,11	Chula Vista Community Park West	
Under 10	336		8,9	Bonita Vista Middle School	
Under 8	392		6,7	Chula Vista Community Park West Bonita Vista High School	
Under 6	130		5	Bonita Vista High School Marisol Park, Rohr 17, Discovery Park, and Voyager Park	
Under 5	70		4	Cottonwood Park	
VIP	20		5-18	Discovery Park East	
Matrix (Club Teams)	105			Cottonwood Park Marisol Park	
				Bonita Vista Middle School Discovery Park	
<b>Chula Vista Rangers Soccer Club</b>					
Boys Under 5,6,7/Girls Under 5,6,7	500	Sept-Feb	4-6	Sunbow Park	Voyager Upper
Boys Under 8	100		6-7	Voyager Park	Sunridge
Boys Under 9/Girls Under 9	12		7-8	Various fields throughout San Diego Co	Sunbow
Boys Under 10	24		8-9		
Boys Under 11/Girls Under 11	24		9-10		
Boys Under 12/Girls Under 12	36		10-11		
Boys Under 13/Girls Under 13	48		11-12		
Boys Under 14/Girls Under 14	32		12-13		
Boys Under 15/Girls Under 15	80		13-14		
Boys Under 16/Girls Under 16	48		14-15		
Boys Under 17/Girls Under 17	16		15-16		
Boys Under 19/Girls Under 19	48		17-18		
Boys Under 19/Girls Under 19	32				
<b>Rebel Soccer</b>					
1	305	August - Dec.	8-19	Southwestern College - 2 fields	Chula Vista Community East
2	90		16-19	Chula Vista Community East - 1 field	Rohr 18
3	68		14-15	No lights at either location.	Explorer
4	48		12-13		Cottonwood
5	60		10-11		St. Venicia
	39		8-9		

Tabulation of Information from Chula Vista Sports Organization Survey

Sport/Team	# Players	Regular Season	Ages	Game Fields/Courts Used	Practice Fields/Courts Used
<b>Olympico Soccer</b>					
U8	120	August - Dec.		Rohr Park West	Rohr Park West
U9	15			Otay Park	Otay Park
U11	20			Away games at fields all over San Diego County	
U12	18				
U14	18				
U16	15				
U17	16				
<b>Otay Ranch Soccer Club</b>					
Competitive	54	October - Dec.	12-17	Rohr #18	Santa Venilia Park - Baseball outfield
Recreational	18		15-17		Loma Verde School/
Recreational	18		10-11		Loma Verde SDG&E
Recreational	18		12-14		
<b>Other Field Sports</b>					
<b>Bonita Lacrosse Club</b>					
Division #1	60	March-June	10-14	Cottonwood Park	Cottonwood Park
Division #2	20		13-14		
Division #3	20		12-14		
Division #3	20		10-12		
<b>Court Sports</b>					
<b>Chula Vista Recreation Adult Basketball League - Men's Basketball</b>					
	60	Feb. - May	18+	Parkway Gymnasium Chula Vista Community Youth Center	None
<b>Youth Coed Basketball - Winter Leagues</b>					
Coed "D" Division	665	Dec - March	6-18	Parkway Gymnasium - 2 courts	Held at parks, churches and schools throughout Chula Vista - both indoor and outdoor courts - as well as game facilities listed, excluding the Boys/Girls Club.
Coed "C" Division	108		6-8	Parkway Community Center - 1 court	
Girls "C" Division	108		8-10	Chula Vista Community Youth Center - 1 court	
Coed "B" Division	54		8-10		
Girls "B" Division	108		10-12	Otay Recreation Center Gym - 1 court	
Coed "A" Division	54		10-12	Boys/Girl's Club - Oleander Branch Gym - 1 court	
Girls "A" Division	108		12-14		
Coed "AA" Division	54		12-14		
Girls "AA" Division	71		13-18		
<b>Youth Coed Basketball - Summer Leagues</b>					
Coed "C" Division	395	June-August	8-19	Same facilities as listed for Winter Leagues	Held at parks, churches and schools throughout Chula Vista
Coed "B" Division	75		8-10		
Coed "B" Division	100		10-12		

Coed "A" Division  
 Coed "AA" Division

12-14  
 13-19

100  
 120

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**Exhibit 1**

**Tabulation of Information from Chula Vista Sports Organization Survey**

Sport/Team	# Players	Regular Season	Ages	Competition Facilities Used	Practice Facilities Used
<b>Other Sports</b>					
<b>South Bay Aquatics</b>					
Novice	70	all Year	7-13	San Diego County (all over)	Loma Verde Pool
Intermediate	15		7-12	Northern and Central California	Southwestern College
Advanced	25		7-12	All facilities have lights.	National City Pool
	30		10-13		

Source: Chula Vista Sports Organization Survey, 2005, compiled by Coman Consulting, Inc.

Chula Vista Field Survey - 8/23/05

Exhibit 2

SUMMARY OF COMMENTS FROM CHULA VISTA SPORTS ORGANIZATION SURVEY

Sport/Team	Rating/Comments re: Maintenance	Rating of Fees	Comments Concerning Facility Scheduling/Usage	Current Need and Improvements/Amenities Desired	Type of Facility: Additional Facilities Needed - Next 5 Years
<u>Youth Baseball</u>					
Eastlake Little League	Fair - Infields at Rohr 15 & 16 need work	About Right	Our league does not use City fields for games. We only use City fields Monday thru Friday - 3 total for practice only.	<u>Current Need:</u> Juniors division facility currently under construction - self funded & maintained by Eastlake Little League. <u>Amenities Desired:</u> Because we are at capacity, we need lights. We have more games scheduled than we have daylight.	It would be great if there were a baseball facility within our boundaries. Currently, there are no baseball facilities (City owned/maintained) within our league boundaries.
Parkview Little League	Good	Don't pay fees	Scheduling is done by Board of Directors.	<u>Current Need:</u> Practice fields with dirt infield, storage building, board room.	
#South Bay Little League	Good - League prepares fields, cleans up after games, pays utilities (except water), paints.	Not willing to pay additional.			
American Little League	Fair - Maintained by league volunteers. Limited by knowledge, equipment & resources. Practice fields are maintained by City of Chula vista and receive minimal care.	Somewhat Low	We use HMS fields for all divisions. Fields allocated by Sports Council are used by upper two divisions for practice. We attempt to use elementary schools for lower divisions. Jon Dickie or player agent coordinates field usage. Need access to CV fields for practice, especially pre-season.	<u>Current Need:</u> Baseball fields. <u>Amenities Desired:</u> Lights would be great. It would allow more utilization of existing fields, more games, more practices, & year-round use. This would decrease need for additional fields. Parking is 2nd biggest issue. After rain, the fields are playable but we lose access. Infield dirt; bleachers.	

# No response in 2005. Info from 1999 survey.

Summary of Comments from Chula Vista Sports Organization Survey

Sport/Team	Rating/Comments re: Maintenance	Rating of Fees	Comments Concerning Facility Scheduling/Usage	Current Need and Improvements/Amenities Desired	Type of Facility: Additional Facilities Needed - Next 5 Years
National Little League	We are on school property, therefore league is ultimately responsible - mowing done by district - struggle with student traffic.	Somewhat High	Coordinate with school site principal - try to give students top priority for use - increasingly difficult with space available. Vandalism is increasing. Cooperation/communication with school district - seems not to want to support our little league.	<u>Current Need:</u> Baseball fields - home field of our own. <u>Amenities Desired:</u> Restrooms, storage, concession, surface materials fencing, backstops.	All of the above - home fields
Chula Vista South Pony League	Good	About Right	We schedule and coordinate the fields. We have inadequate practice fields.	<u>Current Need:</u> Need a practice field. <u>Amenities Desired:</u> Two very old buildings need to be replaced.	None.
Chula Vista North Pony League	Fair. Grass gets cut only once a week during season. We need it cut twice a week.	About Right	We are responsible for scheduling.	<u>Current Need:</u> The whole field repaired. <u>Amenities Desired:</u> This is a fifty year old field and it needs everything. Lights, seating/bleachers, team benches, storage, concession, backstops, surface materials, fencing, announcer's booth with meeting room, infield grass with sprinkler system.	A park-like setting around our field.
Chula Vista Colt League	Excellent. No use of City fields.	Don't Pay Fees.*	League schedules fields. We need more playing fields. *\$200 donation to A.S.B.	<u>Current Need:</u> Baseball fields. <u>Amenities Desired:</u> Everything.	More Facilities. Baseball Field (as soon as possible)
Chula Vista Green Sox	Excellent. Not City maintained.	Don't Pay Fees	Scheduling satisfactory. Would like lighted field.	<u>Current Need:</u> CVA Old Majors 5th Avenue. <u>Amenities Desired:</u> Lights, Restrooms. We have commitment of 200 man hours plus 20/40 per week thereafter.	<u>More Baseball Fields!!</u>



Summary of Comments from Chula Vista Sports Organization Survey

Sport/Team	Rating/Comments re: Maintenance	About Right	Comments Concerning Facility Scheduling/Usage	Type of Facility:	
				Current Need and Improvements/Amenities Desired	Additional Facilities Needed - Next 5 Years

Youth Softball

**Sun Devils Softball**

Fair. Need work on  
infields and outfields.

About Right

League schedules fields. At times  
there is a conflict with soccer.  
It would be nice if Discovery Park  
could be used for softball year round,  
then the fields would be in better  
condition.

Current Need: Would like  
Discovery Park with no soccer,  
otherwise we need Discovery,  
CVC East, and Cottonwood.  
Amenities Desired: Would like  
use of lights at night during Fall.  
Would like to place storage  
facility to store needed equipment  
for field maintenance, bases, and  
equipment at one of the facilities  
that we use.

What we would like is  
to have a facility for  
softball only year  
around without having  
to share with other  
organization, i.e.  
soccer. "Would love  
to have Discovery  
Park designated as a  
softball only facility."  
This would help  
softball, it would help  
Discovery Park. It  
would probably be  
able to have the grass  
grow in the entire  
outfield for the first  
time since it was  
opened.

**Elite Softball**

Good

About Right

Sports Council coordinates field use.  
Problem is that Chula Vista  
elementary schools do not have a  
joint agreement with Sports Council,  
so problems emerge when the  
schools allocate fields without Sports  
Council involved. Need more  
fields to accommodate growth of City.

Current Need: More softball  
fields with backstops. We do not  
have the facilities to  
accommodate any more teams.  
(No Growth)  
Amenities Desired: Bigger  
parking lots. Area for storage of  
equipment (field).

Because of our limited  
amount of field use  
because of non-  
availability, we cannot  
add teams. We need  
more fields.

Summary of Comments from Chula Vista Sports Organization Survey

Sport/Team	Rating/Comments re: Maintenance	Rating of Fees	Comments Concerning Facility Scheduling/Usage	Type of Facility:	
				Current Need and Improvements/Amenities Desired	Additional Facilities Needed - Next 5 Years
Bonita Valley Girl's ASA	Good	About Right	Currently, with game day scheduling we are able to get by, but we do not have enough practice fields to cover everyone. Not enough available fields for the amount of kids playing in our league. The City is growing so it is impacting our league.	Current Need: Softball fields. The City has an adult softball program that we both share fields with, because there is a lack of softball fields. Presently we are both competing for field usage. Amenities Desired: With the growth of our league+H84e, Discovery Park is being used more. Parking and storage of our equipment are becoming problems. With more games scheduled, parking at Discovery is horrible. Not enough parking available. Street parking limited due to "No Parking" signs. We are outgrowing our present storage area.	At Discovery, we need more storage area. This year we submitted a proposal for a storage area, but it was rejected by the City. We need more fields with snack bar and restrooms. Please make sure you plan the site with enough parking.

Summary of Comments from Chula Vista Sports Organization Survey

Sport/Team	Rating/Comments re: Maintenance	Rating of Fees	Comments Concerning Facility Scheduling/Usage	Type of Facility:	
				Current Need and Improvements/Amenities Desired	Additional Facilities Needed - Next 5 Years
<b>Adult Softball</b>					
Chula Vista Recreation Adult Softball League	Good	Do Not Pay Fees	We coordinate our use with the youth athletics as well as the Youth Sports Council organizations. The City schedules use for all adult leagues and then relays information to the Youth Sports Council. With the current priority of City programming over outside organizations, the procedures are satisfactory. Supply of fields doesn't seem to match demand for fields. We need more soccer and softball fields built for the City. Dedicated facilities for adult athletics would free up fields for youth sports organization use. Single softball fields built do not benefit programming very much as compared to multi-field sports parks.	Current Need: More softball complexes with multiple fields; tournament quality softball facilities with administrative offices; a softball stadium for national tournaments and national media attention. Amenities Desired: The City Recreation Department currently is in demand of an automated light controller for ballfields. This would track light usage as well as save on staff cost for turning on and off lights. New fields with artificial turf would benefit in not having to cancel games due to poor weather.	A tournament facility to host nationwide tournaments. This facility would need up to 10 fields, including a stadium to host major championships. Another dedicated softball complex, such as Mt. Miguel Park, would benefit our needs as well as the youth sports organizations. With each sports park we had built dedicated solely to adult athletics, we may have the ability to free up another facility for youth sports.
<b>Youth Football</b>					
Chula Vista Youth Football & Cheer	Good	Somewhat High	League rep does scheduling. Our league has many problems obtaining practice fields. At present we only have elementary schools for practice. Youth football has no fields assigned for long term use.	Current Need: Stadium field, practice areas, meeting places. Amenities Desired: Lights concessions, restrooms, rec center.	Stadium field, practice areas, meeting places.

Summary of Comments from Chula Vista Sports Organization Survey

Sport/Team	Rating/Comments re: Maintenance	Rating of Fees	Comments Concerning Facility Scheduling/Usage	Type of Facility:	
				Current Need and Improvements/Amenities Desired	Additional Facilities Needed - Next 5 Years
East Lake/Bonita Youth Football and Cheer Association	Good	About Right	Field Coordinator does scheduling thru the Chula Vista City Sports Council	<p>Current Need: Four parks with flat grass for practicing.</p> <p>Amenities Desired: Lighting becomes a critical concern in mid-fall (after daylight savings time ends). Teams are preparing for playoffs and there are few places to practice with lights. This hurts the team's ability to safely practice or a big financial burden obtaining portable lights.</p>	It would be nice to have one dedicated football field for youth football program
Otay Ranch Youth Football and Cheer	Excellent	About Right	We work through the ASB advisor at the High School (last season). This season we will work through the Youth Sports Council on on any practice facilities that may be needed.	<p>Current Need: Practice fields may be needed during the 2005 season if the school limits the amount of practice space that we are allowed to use. This will be first year that the school has a senior class (total number at high school is yet to be determined).</p> <p>Amenities Desired: Parking and restrooms in addition to field space.</p>	Unsure.
<u>Youth Soccer</u>					
Chula Vista Youth Soccer League	Good	Somewhat High	Board usually makes up schedule of who and where a team practices at. We currently don't. There are not enough fields to support all the teams in Chula Vista.	<p>Current Need: Parks with soccer fields with lights.</p> <p>Amenities Desired: Lights, fields with storage, parking.</p>	

Summary of Comments from Chula Vista Sports Organization Survey

Sport/Team	Rating/Comments re: Maintenance	Rating of Fees	Comments Concerning Facility Scheduling/Usage	Type of Facility:	
				Current Need and Improvements/Amenities Desired	Additional Facilities Needed - Next 5 Years
American Youth Soccer Organization, Region 290	Fair. We end up maintaining ourselves.	About Right Fee given to school	We have field coordinator for Chula Vista High School, other field provided by Sports Council divided up by first come-first served. For years our organization has been short-changed, even though we make concessions to others.	Current Need: Only grass fields. Would prefer to be allocated one lit field for late Saturday games. <u>Amenities Desired:</u> Lights on one field. We purchase all other equipment ourselves.	More playing fields for practice.
American Youth Soccer Organization, Region 116	Did not respond on Page 2 of Part 1.				
Chula Vista Rangers Soccer Club.	Good	About Right	Our president is responsible for requesting field allocation and our technical director is responsible for scheduling of field usage with the coaches. With our recent rapid growth and continued growth in the future, the club will need an increase in fields allocated for practice and games.	<u>Current Need:</u> Practice and game fields. <u>Amenities Desired:</u> Fields with lights and restrooms.	A+J147 additional storage and clubhouse facility
Rebel Soccer	Excellent	About Right	We schedule through the Sports Council	<u>Current Need:</u> Soccer fields. <u>Amenities Desired:</u> Without daylight savings, lights are essential.	As requested by the City, we are trying to keep our numbers the same until more fields are available. Fields with lights if we are allowed to grow.
Olympico Soccer Club	Good -Fair Considering that they are parks. Sometimes the grass is too high.	About right		<u>Current Need:</u> Otay Park, Rohr West. <u>Amenities Desired:</u> Storage, goals, lights would be great.	Same as above.

Summary of Comments from Chula Vista Sports Organization Survey

Sport/Team	Rating/Comments re: Maintenance	Rating of Fees	Comments Concerning Facility Scheduling/Usage	Type of Facility:	
				Current Need and Improvements/Amenities Desired	Additional Facilities Needed - Next 5 Years

<b>Otay Ranch Soccer</b>	Good	Somewhat Low	Yes, we are very satisfied with the process. The president of our league works with the CVYSC rep to schedule the fields. There doesn't seem to be enough fields for new clubs, especially ours. This is only our second year, but with all of the new development out in Otay Ranch, we are looking to provide a place for the youth to play. We can't seem to grow if we don't have fields to play on. Everyone seems to be fighting the same battle.	Current Need: soccer fields. Amenities Desired: Storage is always nice. Restrooms and Snack bar.	We would like to have a field we can call home. We are bouncing from field to field just where we can get on, but with the growth of youth soccer, we will need a field we can be stable on. We would also like a field that has restrooms and a snack bar for raising funds.
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Other Field Sports

<b>Bonita Lacrosse Club</b>	Excellent	About Right	Coordination of fields is done by the Chula Vista Youth Sports Council. The Council has been a huge help.	Current Need: For the Fall/Winter no fields are needed, but for late Winter/Spring need at least one field for practice and games.	Quite possibly 3 to 4 more fields and probably a storage unit.
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Summary of Comments from Chula Vista Sports Organization Survey

Sport/Team	Rating/Comments re: Maintenance	Rating of Fees	Comments Concerning Facility Scheduling/Usage	Current Need and Improvements/Amenities Desired	Type of Facility: Additional Facilities Needed - Next 5 Years
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**Court Sports**

**Adult Basketball**

Good  
Don't Pay Fees

We coordinate our use with the youth athletics as well as all of the Youth Sports Council organizations. I schedule use for all adult leagues and then relay information to Youth Sports Council. With the current priority of City programming over outside organizations, I feel the procedures are satisfactory. Gym space for adult athletics competes with open play programming and occasionally City youth sports programming. There is a need for more gymnasium facilities in the East part of Chula Vista to attract the newer communities to our programs.

Current Need: More gymnasiums on the east side of Chula Vista. Gymnasiums with 3 full-sized basketball courts would be enticing for the basketball players.  
Amenities Desired: permanent bleachers would be nice if we had larger gymnasiums that didn't place a premium on square footage.

**Youth Basketball**

Excellent

Don't Pay Fees

City of Chula Vista Recreation Department runs the league and does all the scheduling. It works great!

Current Need: Parkway Gym, The Parkway Community Center Gym, The Chula Vista Community Youth Center Gym, The Otay Recreation Center Gym, and the Boys & Girls Club of Chula Vista: Oleander Branch Gym.  
Everything you see listed as "amenities desired" at the Veterans Center Gym, the Salt Creek Gym and the Monteville Gym.

Amenities Desired: Lights, Bleachers, Chairs, Score Tables, Team Benches, Scoreboard Controllers, the Scoreboards, Parking, and Restrooms.

Summary of Comments from Chula Vista Sports Organization Survey

Sport/Team	Rating/Comments re: Maintenance	Rating of Fees	Comments Concerning Facility Scheduling/Usage	Current Need and Improvements/Amenities Desired	Type of Facility: Additional Facilities Needed - Next 5 Years
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Other Sports

South Bay Aquatics	Excellent	About Right	Head coach does the scheduling.	Current Need: Swimming pools. Amenities Desired: pool/deck lights, swimming pool bleachers, changing rooms. Storage (current use).	New complex would be nice.
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**Exhibit 3**

**DATA FROM CHULA VISTA SPORTS ORGANIZATION QUESTIONNAIRE**

<b>Sport</b>	<b>Total Participants</b>	<b>Part. From Chula Vista</b>	<b>% From Chula Vista</b>	<b>Avg. Persons per Team</b>	<b>Avg. Turnover Peak Day</b>
Youth Softball	917	848	92.5	14.1	5.2
Adult Softball	2,160	1,512	70.0	15.0	3.0
LL/Youth Baseball	2,139	2,125	99.3	12.4	4.5
Youth Football	968	908	93.8	35.0	6.0
Youth Soccer	3,878	3,634	93.7	13.3	6.0
Adult Soccer	N.A.				
Youth Basketball					
Winter	665	599	90.0	9.0	5.8
Summer	395	356	90.0	10.0	5.8
Adult Basketball	60	42	70.0	12.0	3.0

Source: Chula Vista Sports Organization Survey, 2005, compiled by Coman Consulting, Inc.

Exhibit 4

CHULA VISTA PUBLIC RECREATION FACILITY INVENTORY - 2005 ESTIMATE

Facility	Northwest Chula Vista		Southwest Chula Vista		West Chula Vista		West		Olay Ranch		Non-Olay Ranch		East Chula Vista		East		City of Chula Vista		City		Total	
	City	School* Other	City	School*	City	School* Other	City	School*	City	School*	City	School* Other	City	School*	City	School* Other	City	School*	City	School* Other		
<b>Softball Fields:</b>																						
Organized Youth	2.0	5.0	0.0	4.0	3.0	6.0	8.0	0.0	14.0	2.0	2.0	9.0	2.0	0.0	11.0	4.0	0.0	15.0	17.0	12.0	0.0	29.0
Organized Adult	1.0	1.0	0.0	0.0	0.5	1.0	1.5	0.0	2.5	1.0	1.0	9.0	3.5	0.0	10.0	4.5	0.0	14.5	11.0	6.0	0.0	17.0
Practice	3.0	6.0	0.0	6.0	5.0	9.0	11.0	0.0	20.0	2.0	3.0	10.0	11.0	0.0	12.0	14.0	0.0	26.0	21.0	25.0	0.0	46.0
<b>Baseball Fields:</b>																						
Organized Youth	1.0	3.0	0.0	4.0	3.0	5.0	6.0	0.0	11.0	0.0	1.0	8.0	4.0	4.0	8.0	5.0	4.0	17.0	13.0	11.0	4.0	28.0
Practice	1.0	3.0	0.0	4.0	3.0	5.0	6.0	0.0	11.0	0.0	1.0	8.0	4.0	4.0	8.0	5.0	4.0	17.0	13.0	11.0	4.0	28.0
<b>Football Fields: Youth</b>	0.0	1.0	0.0	0.0	1.0	0.0	2.0	0.0	2.0	2.0	0.5	2.0	3.5	0.0	4.0	4.0	0.0	8.0	4.0	6.0	0.0	10.0
<b>Soccer Fields</b>																						
Organized Youth	0.0	2.5	0.0	2.0	1.5	2.0	4.0	0.0	6.0	3.0	1.5	15.0	6.5	0.0	18.0	8.0	0.0	26.0	20.0	12.0	0.0	32.0
Organized Adult	0.0	1.0	0.0	0.0	0.5	0.0	1.5	0.0	1.5	0.0	0.5	7.0	4.5	0.0	7.0	5.0	0.0	12.0	7.0	6.5	0.0	13.5
Practice	4.0	5.5	0.0	5.0	7.5	9.0	13.0	0.0	22.0	4.0	2.5	20.0	15.0	0.0	24.0	17.5	0.0	41.5	33.0	30.5	0.0	63.5
<b>Plenic Tables</b>	90	0	0	17	0	107	0.0	0.0	107	77	0	227	0	0	304	0.0	0.0	304	411	0.0	0.0	411
<b>Playgrounds/Tot Lots</b>	6.0	5.0	0.0	6.0	10.5	12.0	15.5	0.0	27.5	6.0	2.0	24.0	19.0	0.0	30.0	21.0	0.0	51.0	42.0	36.5	0.0	76.5
<b>Swimming Pools (Public) Recreational</b>	1.7	0.0	0.0	2.5	0.0	4.2	0.0	0.0	4.2	0.0	0.0	0.0	0.8	1.2	0.0	0.8	1.2	2.0	4.2	0.8	1.2	6.2
<b>Tennis Courts</b>	4.0	6.0	0.0	0.0	5.0	4.0	11.0	0.0	15.0	2.0	4.0	15.0	22.5	0.0	17.0	26.5	0.0	43.5	21.0	37.5	0.0	58.5
<b>Indoor Basketball Courts: Organized Youth/Adult Practice</b>	2.0	0.0	1.0	1.0	0.5	3.0	0.5	1.0	4.5	0.0	0.5	0.0	1.5	2.0	0.0	2.0	2.0	4.0	3.0	2.5	3.0	8.5
	6.0	0.0	2.0	2.0	1.0	8.0	1.0	2.0	11.0	0.0	1.0	0.0	3.0	4.0	0.0	4.0	4.0	8.0	8.0	5.0	6.0	19.0
<b>Outdoor Informal Basketball Courts</b>	1.0	13.0	0.0	3.0	15.8	4.0	28.8	0.0	32.8	7.0	4.0	10.0	34.2	0.0	17.0	38.2	0.0	55.2	21.0	67.0	0.0	88.0
<b>Skating/Skate Boarding Facility</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	2.0	0.0	0.0	4.0	0.0	0.0	4.0	4.0	0.0	0.0	4.0
<b>Open Green Space for Passive Use (Acres)</b>	29.2	19.0	0.0	25.2	15.4	54.4	34.4	0.0	88.8	11.3	8.1	62.9	38.0	0.0	74.2	46.1	0.0	120.3	128.6	80.5	0.0	209.1
<b>Dog Parks</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Indoor Classrooms (sq. ft.)</b>	40,567	800	0	25,496	1,600	66,063	2,400	0	68,463	2,555	0	0	6,400	0	2,555	6,400	0	8,955	68,618	8,800	0	77,418

\*School facilities are counted at 50 percent to allow for time not available to the public.

Source: City of Chula Vista, Comen Consulting, 3/14/06

Exhibit 5

CHULA VISTA PUBLIC RECREATION FACILITY INVENTORY - 2030 ESTIMATE

Facility	Northwest Chula Vista		Southwest Chula Vista		West Chula Vista		West Chula Vista Total		Clay Ranch		Non-Clay Ranch		East Chula Vista Total		East Chula Vista Total		City of Chula Vista Total		City Total	
	City	School* Other	City	School* Other	City	School* Other	City	School* Other	City	School* Other	City	School* Other	City	School* Other	City	School* Other	City	School* Other		
<b>Softball Fields:</b>																				
Organized Youth	2.0	5.0	0.0	4.0	3.0	6.0	8.0	0.0	14.0	10.0	4.0	2.0	0.0	22.0	6.0	0.0	28.0	14.0	0.0	42.0
Organized Adult	1.0	1.0	0.0	0.0	0.5	1.0	1.5	0.0	2.5	3.0	2.0	3.5	0.0	16.0	5.5	0.0	21.5	17.0	0.0	24.0
Practice	3.0	6.0	0.0	6.0	5.0	9.0	11.0	0.0	20.0	19.0	8.5	11.0	0.0	34.0	19.5	0.0	53.5	43.0	0.0	73.5
<b>Baseball Fields:</b>																				
Organized Youth	1.0	3.0	0.0	4.0	3.0	5.0	6.0	0.0	11.0	0.0	5.0	4.0	4.0	8.0	9.0	4.0	21.0	13.0	4.0	32.0
Practice	1.0	3.0	0.0	4.0	3.0	5.0	6.0	0.0	11.0	0.0	5.0	4.0	4.0	8.0	9.0	4.0	21.0	13.0	4.0	32.0
<b>Football Fields: Youth</b>																				
Organized Youth	0.0	1.0	0.0	0.0	1.0	0.0	2.0	0.0	2.0	2.0	2.5	5.0	3.5	7.0	6.0	0.0	13.0	7.0	0.0	15.0
Practice	2.0	2.5	0.0	4.0	1.5	6.0	4.0	0.0	10.0	16.0	5.5	22.0	6.5	38.0	12.0	0.0	50.0	44.0	0.0	60.0
Organized Adult	1.0	1.0	0.0	4.0	0.5	5.0	1.5	0.0	6.5	6.0	2.5	10.0	4.5	16.0	7.0	0.0	23.0	21.0	0.0	29.5
Practice	10.0	5.5	0.0	16.0	7.5	26.0	13.0	0.0	39.0	24.0	10.0	29.0	15.0	53.0	25.0	0.0	78.0	78.0	0.0	117.0
Picnic Tables	162	0	0	129	0	291	0	0	291	298	0	360	0	668	0	0	668	949	0	949
Playgrounds/Tot Lots	13.0	5.0	0.0	13.0	10.5	26.0	15.5	0.0	41.5	23.0	10.0	19.0	0.0	54.0	29.0	0.0	83.0	80.0	0.0	124.5
<b>Swimming Pools (Public) Recreational</b>																				
Recreational	1.7	0.0	0.0	2.5	0.0	4.2	0.0	0.0	4.2	2.0	0.0	0.8	1.2	2.0	0.8	1.2	4.0	6.2	0.8	8.2
<b>Tennis Courts</b>																				
Organized Youth/Adult	10.0	6.0	0.0	6.0	5.0	16.0	11.0	0.0	27.0	23.0	16.0	20.0	22.5	43.0	38.5	0.0	81.5	59.0	0.0	108.5
Practice	2.0	0.0	1.0	1.0	0.5	3.0	0.5	1.0	4.5	2.0	1.5	3.0	1.5	5.0	3.0	2.0	10.0	8.0	3.0	14.5
Practice	6.0	0.0	2.0	2.0	1.0	8.0	1.0	2.0	11.0	4.0	3.0	6.0	3.0	10.0	8.0	4.0	20.0	18.0	6.0	31.0
<b>Outdoor Informal Basketball Courts</b>																				
Organized Youth/Adult	3.0	13.0	0.0	8.0	15.8	11.0	28.8	0.0	39.8	20.0	23.0	21.0	34.2	41.0	57.2	0.0	98.2	52.0	0.0	138.0
Practice	0.0	0.0	0.0	1.0	0.0	1.0	0.0	0.0	1.0	7.0	0.0	5.0	0.0	12.0	0.0	0.0	12.0	13.0	0.0	13.0
<b>Skating/Skate Boarding Facility</b>																				
Open Green Space for Passive Use (Acres)	41.4	19.0	0.0	52.2	15.4	93.6	34.4	0.0	128.0	64.7	30.2	89.1	38.0	153.8	69.2	0.0	222.0	247.4	102.6	350.0
Dog Parks	2.0	0.0	0.0	1.0	0.0	3.0	0.0	0.0	3.0	4.0	0.0	4.0	0.0	8.0	0.0	0.0	8.0	11.0	0.0	11.0
Indoor Classrooms (sq. ft.)	56,317	800	0	25,496	1,600	81,813	2,400	0	84,213	32,555	0	41,833	6,400	74,368	6,400	0	80,768	156,201	8,800	165,001

\*School facilities are counted at 50 percent to allow for time not available to the public.

Source: City of Chula Vista; Coman Consulting, 3/14/06

Exhibit 6

CHULA VISTA FACILITY DEMAND ANALYSIS BASED ON RESIDENTS' PARTICIPATION RATES  
Northwest - 2005 Levels

Activity	Per Capita Participation Days/Year	Peak Day Demand (Participants)	Turnovers Per Day	Design Standard for Facility	Number of Facilities Demanded*	Facility Demand Ratio Northwest C.V.
Softball:						
Organized Youth	3.7	198	5.2x	28 players/field	1.7 fields	1/31,500 pop.
Organized Adult Practice**	2.8	125	3x	30 players/field	4.6 fields	1/30,750 pop. 1/11,650 pop.
Baseball:						
Organized Youth Practice**	4.3	379	4.5x	25 players/field	4.2 fields 8.4 fields	1/12,700 pop. 1/6,350 pop.
Youth Football	4.2	306	6x	70 players/field	0.9 fields	1/58,650 pop.
Soccer						
Organized Youth	5.4	721	6x	27 players/field	5.6 fields	1/9,600 pop.
Organized Adult Practice**	5.3	453	5x	24 players/field	4.7 fields 10.0 fields	1/11,300 pop. 1/5,350 pop.
Picnicking***	16.3	1,341	1.5x	5.2 persons/table	129 tables	1/415 pop.
Playground Use	15.5	2,551	6x	20 persons/hour	21.3 areas	1/2,500 pop.
Swimming (Public Pool) Recreational****	27.4	2,210	3x	20 sq ft/swimmer	4.5 pools	1/11,900 pop.
Tennis	5.4	453	6x	3 persons/court	25.1 courts	1/2,125 pop.
Indoor Basketball:						
Organized Youth/Adult Practice**	11.7	292	6x	20 players/court	2.4 courts 6.1 courts	1/22,000 pop. 1/8,800 pop.
Skating/Skate Boarding	9.2	307	8x	40 persons/facility	1.0 facilities	1/55,650 pop.
Passive Open Space Use	38.0	5,076	2x	50 persons/acre	50.8 acres	1/1,050 pop.
Dog Park Use	19.7	439	6x	30 persons/park	2.4 parks	1/21,950 pop.
Indoor Classroom Use	4.3	758	3x	46 sq. ft./person	11,626 sq. ft.	n.a.

\*Demand for ball fields includes an adjustment to allow for resting of fields.

\*\*Practice field/court demand based on ratios from previous studies.

\*\*\*Assumes 25 percent of picnicking occurs off of tables (blankets, beach, etc.)

\*\*\*\*One Pool = 25 meters x 20 yards.

Source: Coman Consulting, Inc., based on Chula Vista Parks and Recreation Needs Assessment Residential Telephone Survey, April 2005 and data from the California State Department of Parks and Recreation.

Exhibit 7

CHULA VISTA RECREATION FACILITY NEEDS ANALYSIS - 2005 ESTIMATE  
Northwest

Facility	Facility Demand Ratio Northwest C.V.	2005 Demand	Existing City Facilities	Surplus/ Deficit(-)	School Facilities Avail.*	Other Facilities Avail.	Total Facilities Avail.	Total Surplus/ Deficit(-)
Softball Fields:								
Organized Youth	1/31,500 pop.	1.7	2.0	0.3	5.0	0.0	7.0	5.3
Organized Adult	1/30,750 pop.	1.7	1.0	-0.7	1.0	0.0	2.0	0.3
Practice	1/11,650 pop.	4.6	3.0	-1.6	6.0	0.0	9.0	4.4
Baseball Fields:								
Organized Youth	1/12,700 pop.	4.2	1.0	-3.2	3.0	0.0	4.0	-0.2
Practice	1/6,350 pop.	8.4	1.0	-7.4	3.0	0.0	4.0	-4.4
Football Fields: Youth	1/58,650 pop.	0.9	0.0	-0.9	1.0	0.0	1.0	0.1
Soccer Fields								
Organized Youth	1/9,600 pop.	5.6	0.0	-5.6	2.5	0.0	2.5	-3.1
Organized Adult	1/11,300 pop.	4.7	0.0	-4.7	1.0	0.0	1.0	-3.7
Practice	1/5,350 pop.	10.0	4.0	-6.0	5.5	0.0	9.5	-0.5
Picnic Tables	1/415 pop.	129	90	-39	0	0	90	-39
Playgrounds/Tot Lots	1/2,500 pop.	21.3	6.0	-15.3	5.0	0.0	11.0	-10.3
Swimming Pools (Public)								
Recreational	1/11,900 pop.	4.5	1.7	-2.8	0.0	0.0	1.7	-2.8
Tennis Courts	1/2,125 pop.	25.1	4.0	-21.1	6.0	0.0	10.0	-15.1
Indoor Basketball Courts:								
Organized Youth/Adult	1/22,000 pop.	2.4	2.0	-0.4	0.0	1.0	3.0	0.6
Practice	1/8,800 pop.	6.1	6.0	-0.1	0.0	2.0	8.0	1.9
Outdoor Informal								
Basketball Courts	1/10,000 pop.	5.3	1.0	-4.3	13.0	0.0	14.0	8.7
Skating/Skate Boarding Facility	1/55,650 pop.	1.0	0.0	-1.0	0.0	0.0	0.0	-1.0
Open Green Space for Passive Use (Acres)	1/1,050 pop.	50.8	29.2	-21.6	19.0	0.0	48.2	-2.6
Dog Parks	1/21,950 pop.	2.4	0.0	-2.4	0.0	0.0	0.0	-2.4
Indoor Classrooms (sq. ft.)	n.a.	11,626	40,567	28,941	800	0	41,367	29,741

\*School facilities are counted at 50 percent to allow for time not available to the public.

Source: Coman Consulting, Inc., based on Chula Vista Parks and Recreation Needs Assessment Residential Telephone Survey, April 2005 and data from the California State Department of Parks and Recreation.

Exhibit 8

CHULA VISTA FACILITY DEMAND ANALYSIS BASED ON RESIDENTS' PARTICIPATION RATES  
Southwest - 2005 Levels

Activity	Per Capita Participation Days/Year	Peak Day Demand (Participants)	Turnovers Per Day	Design Standard for Facility	Number of Facilities Demanded*	Facility Demand Ratio Southwest C.V.
Softball:						
Organized Youth	6.8	419	5.2x	28 players/field	3.6 fields	1/17,150 pop.
Organized Adult Practice**	4.9	252	3x	30 players/field	3.5 fields	1/17,600 pop.
					9.7 fields	1/6,350 pop.
Baseball:						
Organized Youth Practice**	5.8	590	4.5x	25 players/field	6.6 fields	1/9,400 pop.
					13.1 fields	1/4,700 pop.
Youth Football	4.5	378	6x	70 players/field	1.1 fields	1/54,750 pop.
Soccer						
Organized Youth	4.3	663	6x	27 players/field	5.1 fields	1/12,050 pop.
Organized Adult Practice**	3.3	325	5x	24 players/field	3.4 fields	1/18,200 pop.
					9.2 fields	1/6,700 pop.
Picnicking***	14.6	1,386	1.5x	5.2 persons/table	133 tables	1/460 pop.
Playground Use	16.0	3,038	6x	20 persons/hour	25.3 areas	1/2,450 pop.
Swimming (Public Pool) Recreational****	12.6	1,172	3x	20 sq ft/swimmer	2.4 pools	1/25,850 pop.
Tennis	2.0	193	6x	3 persons/court	10.7 courts	1/5,750 pop.
Indoor Basketball:						
Organized Youth/Adult Practice**	5.0	144	6x	20 players/court	1.2 courts	1/51,450 pop.
					3.0 courts	1/20,550 pop.
Skating/Skate Boarding	13.9	536	8x	40 persons/facility	1.7 facilities	1/36,850 pop.
Passive Open Space Use	32.1	4,947	2x	50 persons/acre	49.5 acres	1/1,250 pop.
Dog Park Use	18.5	475	6x	30 persons/park	2.6 parks	1/23,350 pop.
Indoor Classroom Use	4.3	875	3x	46 sq. ft./person	13,412 sq. ft.	n.a.

\*Demand for ball fields includes an adjustment to allow for resting of fields.

\*\*Practice field/court demand based on ratios from previous studies.

\*\*\*Assumes 25 percent of picnicking occurs off of tables (blankets, beach, etc.)

\*\*\*\*One Pool = 25 meters x 20 yards.

Source: Coman Consulting, Inc., based on Chula Vista Parks and Recreation Needs Assessment Residential Telephone Survey, April 2005 and data from the California State Department of Parks and Recreation.

Exhibit 9

CHULA VISTA RECREATION FACILITY NEEDS ANALYSIS - 2005 ESTIMATE  
Southwest

Facility	Facility Demand Ratio Southwest C.V.	2005 Demand	Existing City Facilities	Surplus/ Deficit(-)	School Facilities Avail.*	Other Facilities Avail.	Total Facilities Avail.	Total Surplus/ Deficit(-)
Softball Fields:								
Organized Youth	1/17,150 pop.	3.6	4.0	0.4	3.0	0.0	7.0	3.4
Organized Adult	1/17,600 pop.	3.5	0.0	-3.5	0.5	0.0	0.5	-3.0
Practice	1/6,350 pop.	9.7	6.0	-3.7	5.0	0.0	11.0	1.3
Baseball Fields:								
Organized Youth	1/9,400 pop.	6.6	4.0	-2.6	3.0	0.0	7.0	0.4
Practice	1/4,700 pop.	13.1	4.0	-9.1	3.0	0.0	7.0	-6.1
Football Fields: Youth	1/54,750 pop.	1.1	0.0	-1.1	1.0	0.0	1.0	-0.1
Soccer Fields								
Organized Youth	1/12,050 pop.	5.1	2.0	-3.1	1.5	0.0	3.5	-1.6
Organized Adult	1/18,200 pop.	3.4	0.0	-3.4	0.5	0.0	0.5	-2.9
Practice	1/6,700 pop.	9.2	5.0	-4.2	7.5	0.0	12.5	3.3
Picnic Tables	1/460 pop.	133	17	-116	0	0	17	-116
Playgrounds/Tot Lots	1/2,450 pop.	25.3	6.0	-19.3	10.5	0.0	16.5	-8.8
Swimming Pools (Public)								
Recreational	1/25,850 pop.	2.4	2.5	0.1	0.0	0.0	2.5	0.1
Tennis Courts	1/5,750 pop.	10.7	0.0	-10.7	5.0	0.0	5.0	-5.7
Indoor Basketball Courts:								
Organized Youth/Adult	1/51,450 pop.	1.2	1.0	-0.2	0.5	0.0	1.5	0.3
Practice	1/20,550 pop.	3.0	2.0	-1.0	1.0	0.0	3.0	0.0
Outdoor Informal								
Basketball Courts	1/10,000 pop.	6.2	3.0	-3.2	15.8	0.0	18.8	12.6
Skating/Skate Boarding Facility	1/36,850 pop.	1.7	0.0	-1.7	0.0	0.0	0.0	-1.7
Open Green Space for Passive Use (Acres)	1/1,250 pop.	49.5	25.2	-24.3	15.4	0.0	40.6	-8.9
Dog Parks	1/23,350 pop.	2.6	0.0	-2.6	0.0	0.0	0.0	-2.6
Indoor Classrooms (sq. ft.)	n.a.	13,412	25,496	12,084	1,600	0	27,096	13,684

\*School facilities are counted at 50 percent to allow for time not available to the public.

Source: Coman Consulting, Inc., based on Chula Vista Parks and Recreation Needs Assessment Residential Telephone Survey, April 2005 and data from the California State Department of Parks and Recreation.

Exhibit 10

CHULA VISTA FACILITY DEMAND ANALYSIS BASED ON RESIDENTS' PARTICIPATION RATES  
Otay Ranch - 2005 Levels

Activity	Per Capita Participation Days/Year	Peak Day Demand (Participants)	Turnovers Per Day	Design Standard for Facility	Number of Facilities Demanded*	Facility Demand Ratio Otay Ranch
<b>Softball:</b>						
Organized Youth	4.4	107	5.2x	28 players/field	0.9 fields	1/26,450 pop.
Organized Adult Practice**	2.2	45	3x	30 players/field	0.6 fields	1/39,150 pop.
					2.5 fields	1/9,800 pop.
<b>Baseball:</b>						
Organized Youth Practice**	6.6	264	4.5x	25 players/field	2.9 fields	1/8,250 pop.
					5.9 fields	1/4,150 pop.
Youth Football	1.4	46	6x	70 players/field	0.1 fields	1/176,000 pop.
<b>Soccer</b>						
Organized Youth	5.3	321	6x	27 players/field	2.5 fields	1/9,800 pop.
Organized Adult Practice**	4.3	167	5x	24 players/field	1.7 fields	1/13,950 pop.
					4.5 fields	1/5,450 pop.
Picnicking***	20.6	769	1.5x	5.2 persons/table	74 tables	1/325 pop.
Playground Use	35.8	2,673	6x	20 persons/hour	22.3 areas	1/1,100 pop.
Swimming (Public Pool) Recreational****	23.4	856	3x	20 sq ft/swimmer	1.7 pools	1/13,950 pop.
Tennis	4.6	175	6x	3 persons/court	9.7 courts	1/2,500 pop.
<b>Indoor Basketball:</b>						
Organized Youth/Adult Practice**	7.2	81	6x	20 players/court	0.7 courts	1/35,700 pop.
					1.7 courts	1/14,300 pop.
Skating/Skate Boarding	8.0	121	8x	40 persons/facility	0.4 facilities	1/64,000 pop.
Passive Open Space Use	46.0	2,788	2x	50 persons/acre	27.9 acres	1/870 pop.
Dog Park Use	21.2	214	6x	30 persons/park	1.2 parks	1/20,400 pop.
Indoor Classroom Use*****		248	3x	46 sq. ft./person	3,803 sq. ft.	n.a.

\*Demand for ball fields includes an adjustment to allow for resting of fields.

\*\*Practice field/court demand based on ratios from previous studies.

\*\*\*Assumes 25 percent of picnicking occurs off of tables (blankets, beach, etc.)

\*\*\*\*One Pool = 25 meters x 20 yards.

\*\*\*\*\*This is a total derived by aggregating demand figures for both youth and adult classroom use.

Source: Coman Consulting, Inc., based on Chula Vista Parks and Recreation Needs Assessment Residential Telephone Survey, April 2005 and data from the California State Department of Parks and Recreation.



Exhibit 11

CHULA VISTA RECREATION FACILITY NEEDS ANALYSIS - 2005 ESTIMATE  
Otay Ranch

Facility	Facility Demand Ratio Otay Ranch	2005 Demand	Existing City Facilities	Surplus/ Deficit(-)	School Facilities Avail.*	Other Facilities Avail.	Total Facilities Avail.	Total Surplus/ Deficit(-)
Softball Fields:								
Organized Youth	1/26,450 pop.	0.9	2.0	1.1	2.0	0.0	4.0	3.1
Organized Adult	1/39,150 pop.	0.6	1.0	0.4	1.0	0.0	2.0	1.4
Practice	1/9,800 pop.	2.5	2.0	-0.5	3.0	0.0	5.0	2.5
Baseball Fields:								
Organized Youth	1/8,250 pop.	2.9	0.0	-2.9	1.0	0.0	1.0	-1.9
Practice	1/4,150 pop.	5.9	0.0	-5.9	1.0	0.0	1.0	-4.9
Football Fields: Youth	1/176,000 pop.	0.1	2.0	1.9	0.5	0.0	2.5	2.4
Soccer Fields								
Organized Youth	1/9,800 pop.	2.5	3.0	0.5	1.5	0.0	4.5	2.0
Organized Adult	1/13,950 pop.	1.7	0.0	-1.7	0.5	0.0	0.5	-1.2
Practice	1/5,450 pop.	4.5	4.0	-0.5	2.5	0.0	6.5	2.0
Picnic Tables	1/325 pop.	74	77	3	0	0	77	3
Playgrounds/Tot Lots	1/1,100 pop.	22.3	6.0	-16.3	2.0	0.0	8.0	-14.3
Swimming Pools (Public)								
Recreational	1/13,950 pop.	1.7	0.0	-1.7	0.0	0.0	0.0	-1.7
Tennis Courts	1/2,500 pop.	9.7	2.0	-7.7	4.0	0.0	6.0	-3.7
Indoor Basketball Courts:								
Organized Youth/Adult	1/35,700 pop.	0.7	0.0	-0.7	0.5	0.0	0.5	-0.2
Practice	1/14,300 pop.	1.7	0.0	-1.7	1.0	0.0	1.0	-0.7
Outdoor Informal								
Basketball Courts	1/10,000 pop.	2.4	7.0	4.6	4.0	0.0	11.0	8.6
Skating/Skate Boarding Facility	1/64,000 pop.	0.4	2.0	1.6	0.0	0.0	2.0	1.6
Open Green Space for Passive Use (Acres)	1/870 pop.	27.9	11.3	-16.6	8.1	0.0	19.4	-8.5
Dog Parks	1/20,400 pop.	1.2	0.0	-1.2	0.0	0.0	0.0	-1.2
Indoor Classrooms (sq. ft.)	n.a.	3,803	2,555	-1,248	0	0	2,555	-1,248

\*School facilities are counted at 50 percent to allow for time not available to the public.

Source: Coman Consulting, Inc., based on Chula Vista Parks and Recreation Needs Assessment Residential Telephone Survey, April 2005 and data from the California State Department of Parks and Recreation.

Exhibit 12

CHULA VISTA FACILITY DEMAND ANALYSIS BASED ON RESIDENTS' PARTICIPATION RATES  
Non-Otay Ranch - 2005 Levels

Activity	Per Capita Participation Days/Year	Peak Day Demand (Participants)	Turnovers Per Day	Design Standard for Facility	Number of Facilities Demanded*	Facility Demand Ratio Non-Otay Ranch
<b>Softball:</b>						
Organized Youth	5.1	406	5.2x	28 players/field	3.5 fields	1/22,850 pop.
Organized Adult Practice**	3.7	246	3x	30 players/field	3.4 fields	1/23,300 pop.
					9.4 fields	1/8,450 pop.
<b>Baseball:</b>						
Organized Youth Practice**	7.3	959	4.5x	25 players/field	10.7 fields	1/7,450 pop.
					21.3 fields	1/3,750 pop.
Youth Football	3.9	423	6x	70 players/field	1.3 fields	1/63,200 pop.
<b>Soccer</b>						
Organized Youth	13.6	2,707	6x	27 players/field	20.9 fields	1/3,800 pop.
Organized Adult Practice**	3.4	433	5x	24 players/field	4.5 fields	1/17,650 pop.
					37.6 fields	1/2,100 pop.
Picnicking***	14.0	1,717	1.5x	5.2 persons/table	165 tables	1/480 pop.
Playground Use	23.1	5,665	6x	20 persons/hour	47.2 areas	1/1,700 pop.
Swimming (Public Pool) Recreational****	13.8	1,659	3x	20 sq ft/swimmer	3.4 pools	1/23,600 pop.
Tennis	4.4	550	6x	3 persons/court	30.5 courts	1/2,600 pop.
<b>Indoor Basketball:</b>						
Organized Youth/Adult-Practice**	4.8	178	6x	20 players/court	1.5 courts	1/53,550 pop.
					3.7 courts	1/21,450 pop.
Skating/Skate Boarding	9.6	478	8x	40 persons/facility	1.5 facilities	1/53,350 pop.
Passive Open Space Use	42.8	8,520	2x	50 persons/acre	85.2 acres	1/935 pop.
Dog Park Use	12.4	411	6x	30 persons/park	2.3 parks	1/34,850 pop.
Indoor Classroom Use*****		815	3x	46 sq. ft./person	12,490 sq. ft.	n.a.

\*Demand for ball fields includes an adjustment to allow for resting of fields.

\*\*Practice field/court demand based on ratios from previous studies.

\*\*\*Assumes 25 percent of picnicking occurs off of tables (blankets, beach, etc.)

\*\*\*\*One Pool = 25 meters x 20 yards.

\*\*\*\*\*This is a total derived by aggregating demand figures for both youth and adult classroom use.

Source: Coman Consulting, Inc., based on Chula Vista Parks and Recreation Needs Assessment Residential Telephone Survey, April 2005 and data from the California State Department of Parks and Recreation.

Exhibit 13

CHULA VISTA RECREATION FACILITY NEEDS ANALYSIS - 2005 ESTIMATE  
Non-Otay Ranch

Facility	Facility Demand Ratio Non-Otay Ranch	2005 Demand	Existing City Facilities	Surplus/ Deficit(-)	School Facilities Avail.*	Other Facilities Avail.	Total Facilities Avail.	Total Surplus/ Deficit(-)
Softball Fields:								
Organized Youth	1/22,850 pop.	3.5	9.0	5.5	2.0	0.0	11.0	7.5
Organized Adult	1/23,300 pop.	3.4	9.0	5.6	3.5	0.0	12.5	9.1
Practice	1/8,450 pop.	9.4	10.0	0.6	11.0	0.0	21.0	11.6
Baseball Fields:								
Organized Youth	1/7,450 pop.	10.7	8.0	-2.7	4.0	4.0	16.0	5.3
Practice	1/3,750 pop.	21.3	8.0	-13.3	4.0	4.0	16.0	-5.3
Football Fields: Youth	1/63,200 pop.	1.3	2.0	0.7	3.5	0.0	5.5	4.2
Soccer Fields								
Organized Youth	1/3,800 pop.	20.9	15.0	-5.9	6.5	0.0	21.5	0.6
Organized Adult	1/17,650 pop.	4.5	7.0	2.5	4.5	0.0	11.5	7.0
Practice	1/2,100 pop.	37.6	20.0	-17.6	15.0	0.0	35.0	-2.6
Picnic Tables	1/480 pop.	165.1	227	62	0	0	227	62
Playgrounds/Tot Lots	1/1,700 pop.	47.2	24.0	-23.2	19.0	0.0	43.0	-4.2
Swimming Pools (Public)								
Recreational	1/23,600 pop.	3.4	0.0	-3.4	0.8	1.2	2.0	-1.4
Tennis Courts	1/2,600 pop.	30.5	15.0	-15.5	22.5	0.0	37.5	7.0
Indoor Basketball Courts:								
Organized Youth/Adult	1/53,550 pop.	1.5	0.0	-1.5	1.5	2.0	3.5	2.0
Practice	1/21,450 pop.	3.7	0.0	-3.7	3.0	4.0	7.0	3.3
Outdoor Informal								
Basketball Courts	1/10,000 pop.	8.0	10.0	2.0	34.2	0.0	44.2	36.2
Skating/Skate Boarding Facility	1/53,350 pop.	1.5	2.0	0.5	0.0	0.0	2.0	0.5
Open Green Space for Passive Use (Acres)	1/935 pop.	85.2	62.9	-22.3	38.0	0.0	100.9	15.7
Dog Parks	1/34,850 pop.	2.3	0.0	-2.3	0.0	0.0	0.0	-2.3
Indoor Classrooms (sq. ft.)	n.a.	12,490	0	-12,490	6,400	0	6,400	-6,090

\*School facilities are counted at 50 percent to allow for time not available to the public.

Source: Coman Consulting, Inc., based on Chula Vista Parks and Recreation Needs Assessment Residential Telephone Survey, April 2005 and data from the California State Department of Parks and Recreation.

Exhibit 14

SUMMARY OF 2005 FACILITY DEMAND IN CHULA VISTA AND SUB-AREAS

Facility	Northwest Chula Vista	Southwest Chula Vista	Chula Vista West-Total	Otay Ranch	Non-Otay Ranch	Chula Vista East-Total	Chula Vista City Total
Softball Fields:							
Organized Youth	1.7	3.6	5.3	0.9	3.5	4.4	9.7
Organized Adult	1.7	3.5	5.2	0.6	3.4	4.0	9.3
Practice	4.6	9.7	14.3	2.5	9.4	11.9	26.2
Baseball Fields:							
Organized Youth	4.2	6.6	10.8	2.9	10.7	13.6	24.4
Practice	8.4	13.1	21.5	5.9	21.3	27.2	48.7
Football Fields: Youth	0.9	1.1	2.0	0.1	1.3	1.4	3.4
Soccer Fields							
Organized Youth	5.6	5.1	10.7	2.5	20.9	23.4	34.0
Organized Adult	4.7	3.4	8.1	1.7	4.5	6.2	14.4
Practice	10.0	9.2	19.2	4.5	37.6	42.1	61.3
Picnic Tables	129	133	262	74	165	239	501
Playgrounds/Tot Lots	21.3	25.3	46.6	22.3	47.2	69.5	116.1
Swimming Pools (Public) Recreational	4.5	2.4	6.9	1.7	3.4	5.1	12.0
Tennis Courts	25.1	10.7	35.9	9.7	30.5	40.3	76.1
Indoor Basketball Courts:							
Organized Youth/Adult	2.4	1.2	3.6	0.7	1.5	2.2	5.8
Practice	6.1	3.0	9.1	1.7	3.7	5.4	14.5
Skating/Skate Boarding Facility	1.0	1.7	2.6	0.4	1.5	1.9	4.5
Open Green Space for Passive Use (Acres)	50.8	49.5	100.2	27.9	85.2	113.1	213.3
Dog Parks	2.4	2.6	5.1	1.2	2.3	3.5	8.6
Indoor Classrooms (sq. ft.)	11,626	13,412	25,038	3,803	12,490	16,293	41,332

Note: Sub-areas may not add to total due to rounding.

Exhibit 15

SUMMARY OF 2005 FACILITY SURPLUS/DEFICIT (-) IN CHULA VISTA AND SUB-AREAS

Facility	Northwest Chula Vista	Southwest Chula Vista	Chula Vista West-Total	Otay Ranch	Non-Otay Ranch	Chula Vista East-Total	Chula Vista City Total
Softball Fields:							
Organized Youth	5.3	3.4	8.7	3.1	7.5	10.6	19.3
Organized Adult	0.3	-3.0	-2.7	1.4	9.1	10.5	7.7
Practice	4.4	1.3	5.7	2.5	11.6	14.1	19.8
Baseball Fields:							
Organized Youth	-0.2	0.4	0.2	-1.9	5.3	3.4	3.6
Practice	-4.4	-6.1	-10.5	-4.9	-5.3	-10.2	-20.7
Football Fields: Youth	0.1	-0.1	0.0	2.4	4.2	6.6	6.6
Soccer Fields							
Organized Youth	-3.1	-1.6	-4.7	2.0	0.6	2.6	-2.1
Organized Adult	-3.7	-2.9	-6.6	-1.2	7.0	5.8	-0.8
Practice	-0.5	3.3	2.8	2.0	-2.6	-0.6	2.2
Picnic Tables	-39	-116	-155	3	62	65	-90
Playgrounds/Tot Lots	-10.3	-8.8	-19.1	-14.3	-4.2	-18.5	-37.6
Swimming Pools (Public)							
Recreational	-2.8	0.1	-2.7	-1.7	-1.4	-3.1	-5.8
Tennis Courts	-15.1	-5.7	-20.8	-3.7	7.0	3.2	-17.6
Indoor Basketball Courts:							
Organized Youth/Adult	0.6	0.3	0.9	-0.2	2.0	1.8	2.7
Practice	1.9	0.0	1.9	-0.7	3.3	2.6	4.5
Outdoor Informal							
Basketball Courts	8.7	12.6	21.3	8.6	36.2	44.8	66.1
Skating/Skate Boarding							
Facility	-1.0	-1.7	-2.6	1.6	0.5	2.1	-0.5
Open Green Space for							
Passive Use (Acres)	-2.6	-8.9	-11.4	-8.5	15.7	7.2	-4.2
Dog Parks	-2.4	-2.6	-5.1	-1.2	-2.3	-3.5	-8.6
Indoor Classrooms (sq. ft.)	29,741	13,684	43,425	-1,248	-6,090	-7,338	36,086

Note: Sub-areas may not add to total due to rounding.

Exhibit 16

CHULA VISTA FACILITY DEMAND ANALYSIS BASED ON RESIDENTS' PARTICIPATION RATES  
Northwest - 2030 Levels

Activity	Per Capita Participation Days/Year	Peak Day Demand (Participants)	Turnovers Per Day	Design Standard for Facility	Number of Facilities Demanded*	Facility Demand Ratio Northwest C.V.
<b>Softball:</b>						
Organized Youth	4.6	353	5.2x	28 players/field	3.0 fields	1/25,300 pop.
Organized Adult Practice**	3.6	231	3x	30 players/field	3.2 fields	1/23,950 pop.
					8.2 fields	1/9,400 pop.
<b>Baseball:</b>						
Organized Youth Practice**	6.2	786	4.5x	25 players/field	8.7 fields	1/8,800 pop.
					17.5 fields	1/4,400 pop.
Youth Football	5.2	545	6x	70 players/field	1.6 fields	1/47,400 pop.
<b>Soccer</b>						
Organized Youth	6.1	1,172	6x	27 players/field	9.0 fields	1/8,500 pop.
Organized Adult Practice**	7.7	947	5x	24 players/field	9.9 fields	1/7,800 pop.
					16.3 fields	1/4,700 pop.
Picnicking***	15.2	1,799	1.5x	5.2 persons/table	173 tables	1/445 pop.
Playground Use	12.1	2,864	6x	20 persons/hour	23.9 areas	1/3,200 pop.
Swimming (Public Pool) Recreational****	27.0	3,132	3x	20 sq ft/swimmer	6.4 pools	1/12,050 pop.
Tennis	5.9	711	6x	3 persons/court	39.5 courts	1/1,950 pop.
<b>Indoor Basketball:</b>						
Organized Youth/Adult Practice**	13.1	470	6x	20 players/court	3.9 courts	1/19,850 pop.
					9.8 courts	1/7,850 pop.
Skating/Skate Boarding	8.4	403	8x	40 persons/facility	1.3 facilities	1/60,950 pop.
Passive Open Space Use	35.3	6,781	2x	50 persons/acre	67.8 acres	1/1,150 pop.
Dog Park Use	20.8	666	6x	30 persons/park	3.7 parks	1/20,750 pop.
Indoor Classroom Use	4.0	1,014	3x	46 sq. ft./person	15,553 sq. ft.	n.a.

\*Demand for ball fields includes an adjustment to allow for resting of fields.

\*\*Practice field/court demand based on ratios from previous studies.

\*\*\*Assumes 25 percent of picnicking occurs off of tables (blankets, beach, etc.)

\*\*\*\*One Pool = 25 meters x 20 yards.

Source: Coman Consulting, Inc., based on Chula Vista Parks and Recreation Needs Assessment Residential Telephone Survey, April 2005 and data from the California State Department of Parks and Recreation.

Exhibit 17

CHULA VISTA RECREATION FACILITY NEEDS ANALYSIS - 2030 ESTIMATE  
Northwest

Facility	Facility Demand Ratio Northwest C.V.	2030 Demand	Forecast City Facilities	Surplus/ Deficit(-)	School Facilities Avail.*	Other Facilities Avail.	Total Facilities Avail.	Total Surplus/ Deficit(-)
Softball Fields:								
Organized Youth	1/25,300 pop.	3.0	2.0	-1.0	5.0	0.0	7.0	4.0
Organized Adult	1/23,950 pop.	3.2	1.0	-2.2	1.0	0.0	2.0	-1.2
Practice	1/9,400 pop.	8.2	3.0	-5.2	6.0	0.0	9.0	0.8
Baseball Fields:								
Organized Youth	1/8,800 pop.	8.7	1.0	-7.7	3.0	0.0	4.0	-4.7
Practice	1/4,400 pop.	17.5	1.0	-16.5	3.0	0.0	4.0	-13.5
Football Fields: Youth	1/47,400 pop.	1.6	0.0	-1.6	1.0	0.0	1.0	-0.6
Soccer Fields								
Organized Youth	1/8,500 pop.	9.0	2.0	-7.0	2.5	0.0	4.5	-4.5
Organized Adult	1/7,800 pop.	9.9	1.0	-8.9	1.0	0.0	2.0	-7.9
Practice	1/4,700 pop.	16.3	10.0	-6.3	5.5	0.0	15.5	-0.8
Picnic Tables	1/445 pop.	173	162	-11	0	0	162	-11
Playgrounds/Tot Lots	1/3,200 pop.	23.9	13.0	-10.9	5.0	0.0	18.0	-5.9
Swimming Pools (Public)								
Recreational	1/12,050 pop.	6.4	1.7	-4.7	0.0	0.0	1.7	-4.7
Tennis Courts	1/1,950 pop.	39.5	10.0	-29.5	6.0	0.0	16.0	-23.5
Indoor Basketball Courts:								
Organized Youth/Adult	1/19,650 pop.	3.9	2.0	-1.9	0.0	1.0	3.0	-0.9
Practice	1/7,850 pop.	9.8	6.0	-3.8	0.0	2.0	8.0	-1.8
Outdoor Informal								
Basketball Courts	1/10,000 pop.	7.7	3.0	-4.7	13.0	0.0	16.0	8.3
Skating/Skate Boarding Facility	1/60,950 pop.	1.3	0.0	-1.3	0.0	0.0	0.0	-1.3
Open Green Space for Passive Use (Acres)	1/1,150 pop.	67.8	41.4	-26.4	19.0	0.0	60.4	-7.4
Dog Parks	1/20,750 pop.	3.7	2.0	-1.7	0.0	0.0	2.0	-1.7
Indoor Classrooms (sq. ft.)	n.a.	15,553	56,317	40,764	800	0	57,117	41,564

\*School facilities are counted at 50 percent to allow for time not available to the public.

Source: Coman Consulting, Inc., based on Chula Vista Parks and Recreation Needs Assessment Residential Telephone Survey, April 2005 and data from the California State Department of Parks and Recreation.

Exhibit 18

CHULA VISTA FACILITY DEMAND ANALYSIS BASED ON RESIDENTS' PARTICIPATION RATES  
Southwest - 2030 Levels

Activity	Per Capita Participation Days/Year	Peak Day Demand (Participants)	Turnovers Per Day	Design Standard for Facility	Number of Facilities Demanded*	Facility Demand Ratio Southwest C.V.
Softball:						
Organized Youth	5.4	358	5.2x	28 players/field	3.1 fields	1/21,550 pop.
Organized Adult Practice**	4.3	238	3x	30 players/field	3.3 fields	1/20,050 pop.
					8.3 fields	1/8,000 pop.
Baseball:						
Organized Youth Practice**	6.6	721	4.5x	25 players/field	8.0 fields	1/8,250 pop.
					16.0 fields	1/4,150 pop.
Youth Football	4.7	424	6x	70 players/field	1.3 fields	1/52,450 pop.
Soccer						
Organized Youth	6.1	1,010	6x	27 players/field	7.8 fields	1/8,500 pop.
Organized Adult Practice**	3.5	371	5x	24 players/field	3.9 fields	1/17,150 pop.
					14.0 fields	1/4,700 pop.
Picnicking***	14.0	1,428	1.5x	5.2 persons/table	137 tables	1/480 pop.
Playground Use	15.5	3,161	6x	20 persons/hour	26.3 areas	1/2,500 pop.
Swimming (Public Pool) Recreational****	12.6	1,260	3x	20 sq ft/swimmer	2.6 pools	1/25,850 pop.
Tennis	2.1	218	6x	3 persons/court	12.1 courts	1/5,450 pop.
Indoor Basketball:						
Organized Youth/Adult Practice**	5.7	176	6x	20 players/court	1.5 courts	1/45,100 pop.
					3.7 courts	1/18,050 pop.
Skating/Skate Boarding	11.7	484	8x	40 persons/facility	1.5 facilities	1/43,750 pop.
Passive Open Space Use	28.5	4,718	2x	50 persons/acre	47.2 acres	1/1,400 pop.
Dog Park Use	17.8	491	6x	30 persons/park	2.7 parks	1/24,250 pop.
Indoor Classroom Use	4.0	874	3x	46 sq. ft./person	13,404 sq. ft.	n.a.

\*Demand for ball fields includes an adjustment to allow for resting of fields.

\*\*Practice field/court demand based on ratios from previous studies.

\*\*\*Assumes 25 percent of picnicking occurs off of tables (blankets, beach, etc.)

\*\*\*\*One Pool = 25 meters x 20 yards.

Source: Coman Consulting, Inc., based on Chula Vista Parks and Recreation Needs Assessment Residential Telephone Survey, April 2005 and data from the California State Department of Parks and Recreation.



Exhibit 19

CHULA VISTA RECREATION FACILITY NEEDS ANALYSIS - 2030 ESTIMATE  
Southwest

Facility	Facility Demand Ratio Southwest C.V.	2030 Demand	Forecast City Facilities	Surplus/ Deficit(-)	School Facilities Avail.*	Other Facilities Avail.	Total Facilities Avail.	Total Surplus/ Deficit(-)
Softball Fields:								
Organized Youth	1/21,550 pop.	3.1	4.0	0.9	3.0	0.0	7.0	3.9
Organized Adult	1/20,050 pop.	3.3	0.0	-3.3	0.5	0.0	0.5	-2.8
Practice	1/8,000 pop.	8.3	6.0	-2.3	5.0	0.0	11.0	2.7
Baseball Fields:								
Organized Youth	1/8,250 pop.	8.0	4.0	-4.0	3.0	0.0	7.0	-1.0
Practice	1/4,150 pop.	16.0	4.0	-12.0	3.0	0.0	7.0	-9.0
Football Fields: Youth	1/52,450 pop.	1.3	0.0	-1.3	1.0	0.0	1.0	-0.3
Soccer Fields								
Organized Youth	1/8,500 pop.	7.8	4.0	-3.8	1.5	0.0	5.5	-2.3
Organized Adult	1/17,150 pop.	3.9	4.0	0.1	0.5	0.0	4.5	0.6
Practice	1/4,700 pop.	14.0	16.0	2.0	7.5	0.0	23.5	9.5
Picnic Tables	1/480 pop.	137	129	-8	0	0	129	-8
Playgrounds/Tot Lots	1/2,500 pop.	26.3	13.0	-13.3	10.5	0.0	23.5	-2.8
Swimming Pools (Public)								
Recreational	1/25,850 pop.	2.6	2.5	-0.1	0.0	0.0	2.5	-0.1
Tennis Courts	1/5,450 pop.	12.1	6.0	-6.1	5.0	0.0	11.0	-1.1
Indoor Basketball Courts:								
Organized Youth/Adult	1/45,100 pop.	1.5	1.0	-0.5	0.5	0.0	1.5	0.0
Practice	1/18,050 pop.	3.7	2.0	-1.7	1.0	0.0	3.0	-0.7
Outdoor Informal								
Basketball Courts	1/10,000 pop.	6.6	8.0	1.4	15.8	0.0	23.8	17.2
Skating/Skate Boarding Facility	1/43,750 pop.	1.5	1.0	-0.5	0.0	0.0	1.0	-0.5
Open Green Space for Passive Use (Acres)	1/1,400 pop.	47.2	52.2	5.0	15.4	0.0	67.6	20.4
Dog Parks	1/24,250 pop.	2.7	1.0	-1.7	0.0	0.0	1.0	-1.7
Indoor Classrooms (sq. ft.)	n.a.	13,404	25,496	12,092	1,600	0	27,096	13,692

\*School facilities are counted at 50 percent to allow for time not available to the public.

Source: Coman Consulting, Inc., based on Chula Vista Parks and Recreation Needs Assessment Residential Telephone Survey, April 2005 and data from the California State Department of Parks and Recreation.

**Exhibit 20**

**CHULA VISTA FACILITY DEMAND ANALYSIS BASED ON RESIDENTS' PARTICIPATION RATES  
Otay Ranch - 2030 Levels**

Activity	Per Capita Participation Days/Year	Peak Day Demand (Participants)	Turnovers Per Day	Design Standard for Facility	Number of Facilities Demanded*	Facility Demand Ratio Otay Ranch
<b>Softball:</b>						
Organized Youth	5.2	371	5.2x	28 players/field	3.2 fields	1/22,400 pop.
Organized Adult Practice**	1.2	72	3x	30 players/field	1.0 fields	1/71,800 pop.
					8.6 fields	1/8,300 pop.
<b>Baseball:</b>						
Organized Youth Practice**	5.2	612	4.5x	25 players/field	6.8 fields	1/10,500 pop.
					13.6 fields	1/5,250 pop.
Youth Football	1.7	165	6x	70 players/field	0.5 fields	1/144,950 pop.
<b>Soccer</b>						
Organized Youth	4.0	713	6x	27 players/field	5.5 fields	1/12,950 pop.
Organized Adult Practice**	4.1	468	5x	24 players/field	4.9 fields	1/14,650 pop.
					9.9 fields	1/7,200 pop.
Picnicking***	33.8	3,711	1.5x	5.2 persons/table	357 tables	1/200 pop.
Playground Use	32.9	7,225	6x	20 persons/hour	60.2 areas	1/1,200 pop.
Swimming (Public Pool) Recreational****	48.4	5,209	3x	20 sq ft/swimmer	10.6 pools	1/6,750 pop.
Tennis	4.0	447	6x	3 persons/court	24.9 courts	1/2,850 pop.
<b>Indoor Basketball:</b>						
Organized Youth/Adult Practice**	7.2	240	6x	20 players/court	2.0 courts	1/35,700 pop.
					5.0 courts	1/14,300 pop.
Skating/Skate Boarding	6.8	303	8x	40 persons/facility	0.9 facilities	1/75,300 pop.
Passive Open Space Use	41.4	7,380	2x	50 persons/acre	73.8 acres	1/970 pop.
Dog Park Use	12.9	383	6x	30 persons/park	2.1 parks	1/33,500 pop.
Indoor Classroom Use*****		659	3x	46 sq. ft./person	10,102 sq. ft.	n.a.

\*Demand for ball fields includes an adjustment to allow for resting of fields.

\*\*Practice field/court demand based on ratios from previous studies.

\*\*\*Assumes 25 percent of picnicking occurs off of tables (blankets, beach, etc.)

\*\*\*\*One Pool = 25 meters x 20 yards.

\*\*\*\*\*This is a total derived by aggregating demand figures for both youth and adult classroom use.

Source: Coman Consulting, Inc., based on Chula Vista Parks and Recreation Needs Assessment Residential Telephone Survey, April 2005 and data from the California State Department of Parks and Recreation.

Exhibit 21

CHULA VISTA RECREATION FACILITY NEEDS ANALYSIS - 2030 ESTIMATE  
Otay Ranch

Facility	Facility Demand Ratio Otay Ranch	2030 Demand	Forecast City Facilities	Surplus/ Deficit(-)	School Facilities Avail.*	Other Facilities Avail.	Total Facilities Avail.	Total Surplus/ Deficit(-)
Softball Fields:								
Organized Youth	1/22,400 pop.	3.2	10.0	6.8	4.0	0.0	14.0	10.8
Organized Adult	1/71,800 pop.	1.0	3.0	2.0	2.0	0.0	5.0	4.0
Practice	1/8,300 pop.	8.6	19.0	10.4	8.5	0.0	27.5	18.9
Baseball Fields:								
Organized Youth	1/10,500 pop.	6.8	0.0	-6.8	5.0	0.0	5.0	-1.8
Practice	1/5,250 pop.	13.6	0.0	-13.6	5.0	0.0	5.0	-8.6
Football Fields: Youth	1/144,950 pop.	0.5	2.0	1.5	2.5	0.0	4.5	4.0
Soccer Fields								
Organized Youth	1/12,950 pop.	5.5	16.0	10.5	5.5	0.0	21.5	16.0
Organized Adult	1/14,650 pop.	4.9	6.0	1.1	2.5	0.0	8.5	3.6
Practice	1/7,200 pop.	9.9	24.0	14.1	10.0	0.0	34.0	24.1
Picnic Tables	1/200 pop.	357	298	-59	0	0	298	-59
Playgrounds/Tot Lots	1/1,200 pop.	60.2	23.0	-37.2	10.0	0.0	33.0	-27.2
Swimming Pools (Public)								
Recreational	1/6,750 pop.	10.6	2.0	-8.6	0.0	0.0	2.0	-8.6
Tennis Courts	1/2,850 pop.	24.9	23.0	-1.9	16.0	0.0	39.0	14.1
Indoor Basketball Courts:								
Organized Youth/Adult	1/35,700 pop.	2.0	2.0	0.0	1.5	0.0	3.5	1.5
Practice	1/14,300 pop.	5.0	4.0	-1.0	3.0	0.0	7.0	2.0
Outdoor Informal								
Basketball Courts	1/10,000 pop.	7.1	20.0	12.9	23.0	0.0	43.0	35.9
Skating/Skate Boarding Facility	1/75,300 pop.	0.9	7.0	6.1	0.0	0.0	7.0	6.1
Open Green Space for Passive Use (Acres)	1/970 pop.	73.8	64.7	-9.1	30.2	0.0	94.9	21.1
Dog Parks	1/33,500 pop.	2.1	4.0	1.9	0.0	0.0	4.0	1.9
Indoor Classrooms (sq. ft.)	n.a.	10,102	32,555	22,453	0	0	32,555	22,453

\*School facilities are counted at 50 percent to allow for time not available to the public.

Source: Coman Consulting, Inc., based on Chula Vista Parks and Recreation Needs Assessment Residential Telephone Survey, April 2005 and data from the California State Department of Parks and Recreation.

Exhibit 22

CHULA VISTA FACILITY DEMAND ANALYSIS BASED ON RESIDENTS' PARTICIPATION RATES  
Non-Otay Ranch - 2030 Levels

Activity	Per Capita Participation Days/Year	Peak Day Demand (Participants)	Turnovers Per Day	Design Standard for Facility	Number of Facilities Demanded*	Facility Demand Ratio Non-Otay Ranch
<b>Softball:</b>						
Organized Youth	6.3	539	5.2x	28 players/field	4.6 fields	1/18,500 pop.
Organized Adult Practice**	3.3	236	3x	30 players/field	3.3 fields	1/26,100 pop.
					12.5 fields	1/6,850 pop.
<b>Baseball:</b>						
Organized Youth Practice**	4.9	691	4.5x	25 players/field	7.7 fields	1/11,150 pop.
					15.4 fields	1/5,550 pop.
Youth Football	3.2	373	6x	70 players/field	1.1 fields	1/77,000 pop.
<b>Soccer</b>						
Organized Youth	13.3	2,844	6x	27 players/field	21.9 fields	1/3,900 pop.
Organized Adult Practice**	2.9	397	5x	24 players/field	4.1 fields	1/20,700 pop.
					39.5 fields	1/2,150 pop.
Picnicking***	11.2	1,475	1.5x	5.2 persons/table	142 tables	1/600 pop.
Playground Use	20.3	5,347	6x	20 persons/hour	44.6 areas	1/1,900 pop.
Swimming (Public Pool) Recreational****	11.5	1,485	3x	20 sq ft/swimmer	3.0 pools	1/28,350 pop.
Tennis	4.3	577	6x	3 persons/court	32.0 courts	1/2,650 pop.
<b>Indoor Basketball:</b>						
Organized Youth/Adult Practice**	5.4	216	6x	20 players/court	1.8 courts	1/47,600 pop.
					4.5 courts	1/19,050 pop.
Skating/Skate Boarding	6.5	347	8x	40 persons/facility	1.1 facilities	1/78,750 pop.
Passive Open Space Use	39.4	8,424	2x	50 persons/acre	84.2 acres	1/1,000 pop.
Dog Park Use	11.9	424	6x	30 persons/park	2.4 parks	1/36,300 pop.
Indoor Classroom Use*****		790	3x	46 sq. ft./person	12,117 sq. ft.	n.a.

\*Demand for ball fields includes an adjustment to allow for resting of fields.

\*\*Practice field/court demand based on ratios from previous studies.

\*\*\*Assumes 25 percent of picnicking occurs off of tables (blankets, beach, etc.)

\*\*\*\*One Pool = 25 meters x 20 yards.

\*\*\*\*\*This is a total derived by aggregating demand figures for both youth and adult classroom use.

Source: Coman Consulting, Inc., based on Chula Vista Parks and Recreation Needs Assessment Residential Telephone Survey, April 2005 and data from the California State Department of Parks and Recreation.

Exhibit 23

CHULA VISTA RECREATION FACILITY NEEDS ANALYSIS - 2030 ESTIMATE  
Non-Ofay Ranch

Facility	Facility Demand Ratio Non-Ofay Ranch	2030 Demand	Forecast City Facilities	Surplus/ Deficit(-)	School Facilities Avail.*	Other Facilities Avail.	Total Facilities Avail.	Total Surplus/ Deficit(-)
Softball Fields:								
Organized Youth	1/18,500 pop.	4.6	12.0	7.4	2.0	0.0	14.0	9.4
Organized Adult	1/26,100 pop.	3.3	13.0	9.7	3.5	0.0	16.5	13.2
Practice	1/6,850 pop.	12.5	15.0	2.5	11.0	0.0	26.0	13.5
Baseball Fields:								
Organized Youth	1/11,150 pop.	7.7	8.0	0.3	4.0	4.0	16.0	8.3
Practice	1/5,550 pop.	15.4	8.0	-7.4	4.0	4.0	16.0	0.6
Football Fields: Youth	1/77,000 pop.	1.1	5.0	3.9	3.5	0.0	8.5	7.4
Soccer Fields								
Organized Youth	1/3,900 pop.	21.9	22.0	0.1	6.5	0.0	28.5	6.6
Organized Adult	1/20,700 pop.	4.1	10.0	5.9	4.5	0.0	14.5	10.4
Practice	1/2,150 pop.	39.5	29.0	-10.5	15.0	0.0	44.0	4.5
Picnic Tables	1/600 pop.	141.8	360	218	0	0	360	218
Playgrounds/Tot Lots	1/1,900 pop.	44.6	31.0	-13.6	19.0	0.0	50.0	5.4
Swimming Pools (Public)								
Recreational	1/28,350 pop.	3.0	0.0	-3.0	0.8	1.2	2.0	-1.0
Tennis Courts	1/2,650 pop.	32.0	20.0	-12.0	22.5	0.0	42.5	10.5
Indoor Basketball Courts:								
Organized Youth/Adult	1/47,600 pop.	1.8	3.0	1.2	1.5	2.0	6.5	4.7
Practice	1/19,050 pop.	4.5	6.0	1.5	3.0	4.0	13.0	8.5
Outdoor Informal								
Basketball Courts	1/10,000 pop.	8.6	21.0	12.4	34.2	0.0	55.2	46.6
Skating/Skate Boarding Facility	1/78,750 pop.	1.1	5.0	3.9	0.0	0.0	5.0	3.9
Open Green Space for Passive Use (Acres)	1/1,000 pop.	84.2	89.1	4.9	38.0	0.0	127.1	42.9
Dog Parks	1/36,300 pop.	2.4	4.0	1.6	0.0	0.0	4.0	1.6
Indoor Classrooms (sq. ft.)	n.a.	12,117	41,833	29,716	6,400	0	48,233	36,116

\*School facilities are counted at 50 percent to allow for time not available to the public.

Source: Coman Consulting, Inc., based on Chula Vista Parks and Recreation Needs Assessment Residential Telephone Survey, April 2005 and data from the California State Department of Parks and Recreation.

Exhibit 24

SUMMARY OF 2030 FACILITY DEMAND IN CHULA VISTA AND SUB-AREAS

Facility	Northwest Chula Vista	Southwest Chula Vista	Chula Vista West-Total	Otay Ranch	Non-Otay Ranch	Chula Vista East-Total	Chula Vista City Total
Softball Fields:							
Organized Youth	3.0	3.1	6.1	3.2	4.6	7.8	13.9
Organized Adult	3.2	3.3	6.5	1.0	3.3	4.3	10.8
Practice	8.2	8.3	16.5	8.6	12.5	21.1	37.6
Baseball Fields:							
Organized Youth	8.7	8.0	16.7	6.8	7.7	14.5	31.2
Practice	17.5	16.0	33.5	13.6	15.4	29.0	62.5
Football Fields: Youth	1.6	1.3	2.9	0.5	1.1	1.6	4.5
Soccer Fields							
Organized Youth	9.0	7.8	16.8	5.5	21.9	27.4	44.3
Organized Adult	9.9	3.9	13.7	4.9	4.1	9.0	22.7
Practice	16.3	14.0	30.3	9.9	39.5	49.4	79.7
Picnic Tables	173	137	310	357	142	499	809
Playgrounds/Tot Lots	23.9	26.3	50.2	60.2	44.6	104.8	155.0
Swimming Pools (Public) Recreational	6.4	2.6	8.9	10.6	3.0	13.6	22.5
Tennis Courts	39.5	12.1	51.6	24.9	32.0	56.9	108.5
Indoor Basketball Courts:							
Organized Youth/Adult	3.9	1.5	5.4	2.0	1.8	3.8	9.2
Practice	9.8	3.7	13.5	5.0	4.5	9.5	22.9
Skating/Skate Boarding Facility	1.3	1.5	2.8	0.9	1.1	2.0	4.8
Open Green Space for Passive Use (Acres)	67.8	47.2	115.0	73.8	84.2	158.0	273.0
Dog Parks	3.7	2.7	6.4	2.1	2.4	4.5	10.9
Indoor Classrooms (sq. ft.)	15,553	13,404	28,957	10,102	12,117	22,220	51,177

Note: Sub-areas may not add to total due to rounding.

Exhibit 25

SUMMARY OF 2030 FACILITY SURPLUS/DEFICIT (-) IN CHULA VISTA AND SUB-AREAS

Facility	Northwest Chula Vista	Southwest Chula Vista	Chula Vista West-Total	Otay Ranch	Non-Otay Ranch	Chula Vista East-Total	Chula Vista City Total
Softball Fields:							
Organized Youth	4.0	3.9	7.9	10.8	9.4	20.2	28.1
Organized Adult	-1.2	-2.8	-4.0	4.0	13.2	17.2	13.2
Practice	0.8	2.7	3.5	18.9	13.5	32.4	35.9
Baseball Fields:							
Organized Youth	-4.7	-1.0	-5.7	-1.8	8.3	6.5	0.8
Practice	-13.5	-9.0	-22.5	-8.6	0.6	-8.0	-30.5
Football Fields: Youth	-0.6	-0.3	-0.9	4.0	7.4	11.4	10.5
Soccer Fields							
Organized Youth	-4.5	-2.3	-6.8	16.0	6.6	22.6	15.7
Organized Adult	-7.9	0.6	-7.2	3.6	10.4	14.0	6.8
Practice	-0.8	9.5	8.7	24.1	4.5	28.6	37.3
Picnic Tables	-11	-8	-19	-59	218	159	140
Playgrounds/Tot Lots	-5.9	-2.8	-8.7	-27.2	5.4	-21.8	-30.5
Swimming Pools (Public)							
Recreational	-4.7	-0.1	-4.7	-8.6	-1.0	-9.6	-14.3
Tennis Courts	-23.5	-1.1	-24.6	14.1	10.5	24.6	0.0
Indoor Basketball Courts:							
Organized Youth/Adult	-0.9	0.0	-0.9	1.5	4.7	6.2	5.3
Practice	-1.8	-0.7	-2.5	2.0	8.5	10.5	8.1
Outdoor Informal							
Basketball Courts	8.3	17.2	25.5	35.9	46.1	82.5	108.0
Skating/Skate Boarding							
Facility	-1.3	-0.5	-1.8	6.1	3.9	10.0	8.2
Open Green Space for							
Passive Use (Acres)	-7.4	20.4	13.0	21.1	42.9	64.0	77.0
Dog Parks	-1.7	-1.7	-3.4	1.9	1.6	3.5	0.1
Indoor Classrooms (sq. ft.)	41,564	13,692	55,256	22,453	36,116	58,569	113,825

Note: Sub-areas may not add to total due to rounding.

Exhibit 26

CHANGE IN FACILITY DEMAND IN CHULA VISTA AND SUB-AREAS, 2005 TO 2030

Facility	Northwest Chula Vista	Southwest Chula Vista	Chula Vista West-Total	Otay Ranch	Non-Otay Ranch	Chula Vista East-Total	Chula Vista City Total
Softball Fields:							
Organized Youth	1.3	-0.5	0.8	2.3	1.1	3.4	4.2
Organized Adult	1.5	-0.2	1.3	0.4	-0.1	0.2	1.5
Practice	3.6	-1.4	2.2	6.1	3.1	9.2	11.4
Baseball Fields:							
Organized Youth	4.5	1.5	6.0	3.9	-3.0	0.9	6.9
Practice	9.0	2.9	12.0	7.7	-5.9	1.8	13.7
Football Fields: Youth	0.7	0.1	0.8	0.4	-0.1	0.2	1.1
Soccer Fields							
Organized Youth	3.5	2.7	6.2	3.0	1.1	4.1	10.2
Organized Adult	5.1	0.5	5.6	3.1	-0.4	2.8	8.4
Practice	6.3	4.8	11.1	5.4	1.9	7.3	18.4
Picnic Tables	44	4	48	283	-23	260	308
Playgrounds/Tot Lots	2.6	1.0	3.6	37.9	-2.6	35.3	38.9
Swimming Pools (Public) Recreational	1.9	0.2	2.1	8.8	-0.4	8.5	10.5
Tennis Courts	14.4	1.4	15.7	15.1	1.5	16.7	32.4
Indoor Basketball Courts:							
Organized Youth/Adult	1.5	0.3	1.8	1.3	0.3	1.6	3.4
Practice	3.7	0.7	4.4	3.3	0.8	4.1	8.5
Skating/Skate Boarding Facility	0.3	-0.2	0.1	0.6	-0.4	0.2	0.3
Open Green Space for Passive Use (Acres)	17.1	-2.3	14.8	45.9	-1.0	44.9	59.7
Dog Parks	1.3	0.1	1.4	0.9	0.1	1.0	2.4
Indoor Classrooms (sq. ft.)	3,927	-9	3,919	6,299	-373	5,927	9,845

Note: Sub-areas may not add to total due to rounding.