

B Street Station Park



Murrieta Equestrian Park



Sykes Ranch Park



- Park Amenity Inventory**
- Amphitheater (1)
 - Open Play Area (1)
 - Restrooms (1)
 - Parking Lot (1)
 - Walking/Jogging Loop (1)

N
▲ Town Square Park



Bear Valley Park - 1



Bear Valley Park - 2



Cole Canyon Park



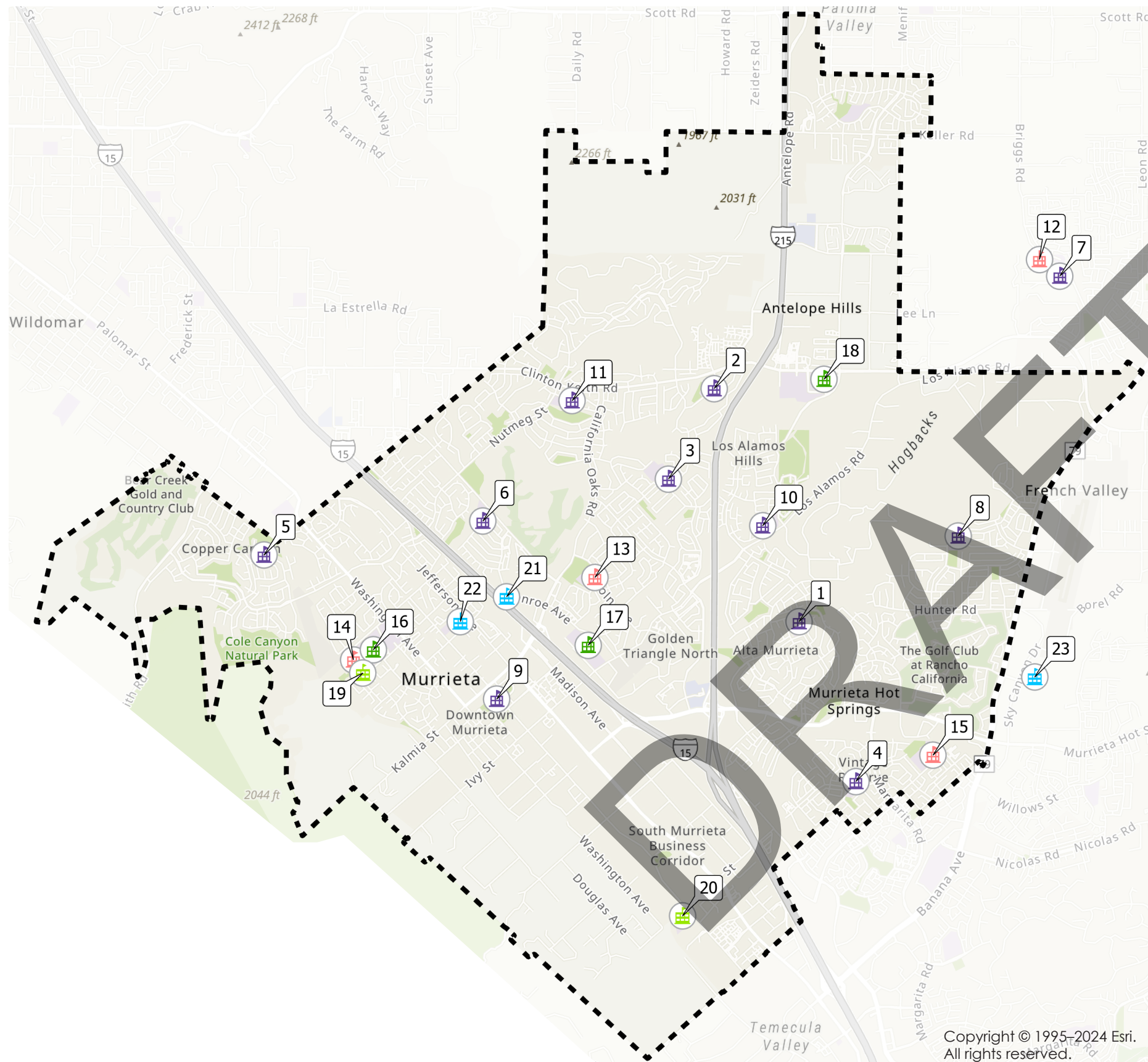
Falcon's View Park



Oak Mesa Park














Warm Springs Park



Murrieta Valley Unified School District




Elementary School

-  1 - Alta Murrieta Elementary School
-  2 - Antelope Hills Elementary
-  3 - Avaxat Elementary School
-  4 - Buchanan Elementary School
-  5 - Cole Canyon Elementary School
-  6 - E. Hale Curran Elementary School
-  7 - Lisa J. Mails Elementary School
-  8 - Monte Vista Elementary School
-  9 - Murrieta Elementary School
-  10 - Rail Ranch Elementary School
-  11 - Tovashal Elementary School



Middle School

-  12 - Dorothy McElhinney Middle School
-  13 - Shivela Middle School
-  14 - Thompson Middle School
-  15 - Warm Springs Middle School

High School




-  16 - Murrieta Valley High School
-  17 - Murrieta Mesa High School
-  18 - Vista Murrieta High School

Alternative School

-  19 - Murrieta Canyon Academy
-  20 - Murrieta Summit

Murrieta Private Schools

Private School

-  21 - Calvary Chapel Christian School
-  22 - Oak Grove Center
-  23 - The University of America High School



CITY OF MURRIETA PARKS AND RECREATION MASTER PLAN UPDATE

RECREATION PROGRAM INVENTORY & ASSESSMENT

The City of Murrieta's website shares the Parks and Recreation Department mission:

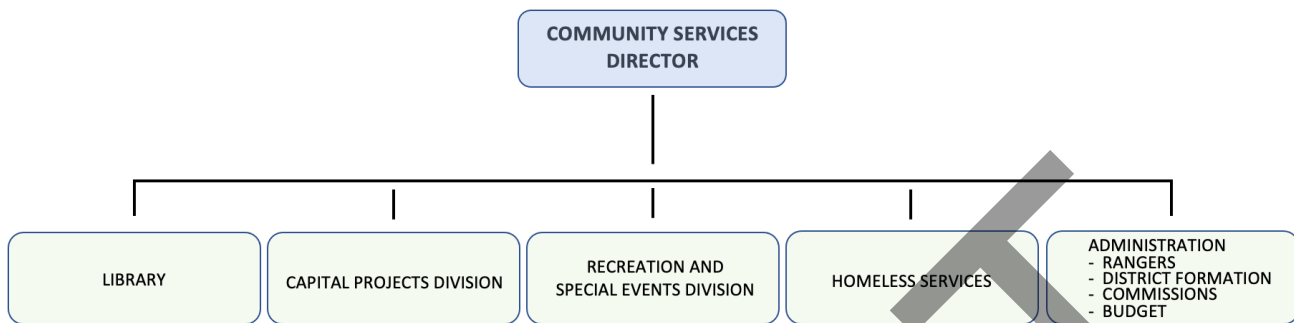
"The mission of the Murrieta Parks and Recreation Department is to provide safe, clean, beautiful, and accessible facilities, parks and open spaces, as well as offer a variety of leisure activities for all people in the areas of recreation, education, and culture."

The City's Parks and Recreation Department provides programs and services for the community at its 53 parks, public swimming pool, skate park, community center, senior center, town square amphitheater, equestrian park, and youth center. These parks and recreation facilities include a variety of venues and recreation spaces, which host an assortment of activities such as arts, crafts, and performing arts classes; camps, afterschool, and preschool programs; sports and fitness; and programs for everyone from preschoolers to seniors.

Beyond providing recreation facilities, programs, activities, and social services, the Parks and Recreation Department celebrates its community with several special events throughout the year, including its Spring Eggstravaganza, Tour De Murrieta, Jazz & Blues Fest, Father's Day Car Show, Murrieta Birthday Bash, Murrieta Rod Run and its Holiday Magic Events, just to name a few.

Californians today are confronted with a number of serious health and social issues, including obesity, diabetes, depression and suicide to name a few. Reports from the Centers for Disease Control and Prevention (CDC) and The World Health Organization (WHO) have identified trend towards a sedentary lifestyle are recognized as a major contributor toward many of the health and social issues we face in our communities. With an increased awareness of these issues, park and recreation professionals, policy makers, health care providers, public safety officers, and educators need to better understand the benefits of parks, recreation spaces, community facilities, and the impact these recreation programs and services play in addressing these concerns. Healthcare and recreation professionals realize they must make physical activity fun, safe, and accessible to address these alarming health trends. They need to make recreation opportunities more available while actively promoting the link between parks and recreation, and improved mental, physical, and societal health.

The Department: Murrieta's Parks and Recreation Department consists of both programs and service-based Divisions, and a dedicated team of professionals within the organization chart shown below:



The Commissions and Committees: Murrieta's City Council and its Parks and Recreation Department are supported, and receive public input and citizen participation with the Commissions, and Committees shown below:

- Parks and Recreation Commission; and
- Youth Advisory Committee

The General Plan: Murrieta's General Plan shares the following program-oriented goals within its Recreation and Open Space Element:

POLICY ROS-2.2: Provide community centers, gymnasiums, and courts for indoor recreation programs in convenient, accessible, and equitably distributed locations.

POLICY ROS-2.3: Ensure that recreation facilities provide access and accommodations for users with a range of developmental, cognitive, and physical abilities.

POLICY ROS-3.1 Maintain the joint use agreement with Murrieta Valley Unified School District and look for additional opportunities to partner in expanding resident access to shared facilities.

POLICY ROS-3.4 Encourage the development of private and commercial recreation facilities.

POLICY ROS-3.5 Seek agreements and joint ventures with private entities to provide recreation facilities and activities.

POLICY ROS-4.1 Seek resident involvement and feedback to create recreation programming that is relevant to a broad spectrum of community members.

- POLICY ROS-4.2 Offer and encourage cultural arts programs and events that provide entertainment, such as concerts, as well as those that develop skills in dancing, drama, music, and the arts.
- POLICY ROS-4.3 Use recreation programming to promote physical activity, healthy eating, and other healthy lifestyle habits.
- POLICY ROS-4.4 Collaborate with other providers to expand therapeutic recreation programs for residents with special needs.
- POLICY ROS-5.1 Host special events that become community traditions, appealing to a range of ages.
- POLICY ROS-5.2 Encourage events in the Town Square Park and Historic Downtown Murrieta.
- POLICY ROS-5.3 Promote opportunities for multi-generational interaction such as youth mentoring by seniors and business people.
- POLICY ROS-5.4 Create roles for volunteers to assist with recreation facilities and programs.
- POLICY ROS-6.1 Expand recreation programs for youth and teens, including before and after school care, sports and fitness, outdoor activity and excursions, camps, and arts education.
- POLICY ROS-6.2 Use recreation programming to promote success in school.
- POLICY ROS-6.3 Provide safe places for teens to socialize and participate in recreation activities.
- POLICY ROS-6.4 Expand opportunities for youth to be involved in planning recreation programs, services, and events for youth.
- POLICY ROS-6.5 Continue providing the Youth Advisory Committee for high school students.

This Parks and Recreation Master Plan Update will review and analyze the City's current programs in terms of attendance, use of space, consistency with current trends in the recreation and leisure services industry, and its performance with the program-oriented goals included above. An analysis of the Department's performance with programs and services for all age groups (toddlers to seniors) will be included and will indicate any observed gaps in service and recommendations the City may consider implementing.

RECREATION PROGRAM ASSESSMENT

The City of Murrieta's Parks and Recreation Department plans, implements, and supervises a wide variety of recreation and leisure activities including arts, crafts and performing arts programs, science, nature and STEM activities, and a variety of aquatics, sports and fitness programs at its parks and community centers.

Beyond the programs and activities, the City offers a variety of community gatherings and specials events each season, including the Summer Concerts in the Parks, the Splash Bash, the Fall Festival, the Susan G. Komen More than Pink Walk, the Veterans Day Parade, and its Holiday Tree Lighting.

The classes, activities, special events, and self-directed recreation opportunities are available at the following City facilities and park location

- Alta Murrieta Sports Park
- Antelope Hills Park
- Alderwood Park
 - Dog Park
 - Recreation Room
- Antigua Park
- B Street Station Park
- Barratt Park
- Bear Valley Park
- Blackmore Ranch Park
- California Oaks Sports Park
 - California Oaks Skate Park
 - California Oaks Sports Park Pool*
- Calle Cipres
- Calle Estancia Park
- Carson Park
- Century Park
- Cole Canyon Park - Natural
- Community Center
- Copper Canyon Park
 - Recreation Room
- Creekside Village Green Park
- Crystal Aire Park
- Eastgate Park
- Echo Canyon Park
- Equestrian Park
- Falcon's Park
- Firefighters Park
- Glen Arbor Park
- Grizzly Ridge Park
- Hunt Park
- Los Alamos Hills Sports Park
- Mapleton Park
- Meadowridge Park
- Mira Mosa Park
- Montafino Park
- Monte Vista Park
- Mountain Pride Park
- Northstar Park
- Oak Terrace Park
- Oak Mesa Park
- Oak Tree Park
- Palomar Park
- Pond Park
- Rancho Acacia Park
- Rosewood Park
- Senior Center
- Shady Maple Park
- Springbrook Park
- Sycamore Park
- Sykes Ranch Park
- Torrey Pines Park
 - Dog Park
- Toulon Park
- Town Square Park
 - Amphitheater
- Valley Vista Park
- Vintage Reserve Park
- Warm Springs Park
- Whitewood Park
- Youth Center

*Pool closed August 2023 and is in design phase for reconstruction.

Beyond the parks, programs and community services, the COVID-19 pandemic and the homeless crisis created enormous demands on the resources of communities to meet the most basic needs of residents.

In addition to parks and recreation, the City's Parks and Recreation Department provides leadership for the support services provided to the homeless in Murrieta. The Mission of the City's Homeless Resources is provided below:

The mission of the City of Murrieta's Responsible Compassion program is to further improve quality of life by developing residents', businesses' and visitors' awareness, understanding, and participation in a comprehensive strategy to solve homelessness in Murrieta.

- *Development of a multi-agency partnership to increase collaboration of service providers to assist the homeless in becoming self-sufficient;*
- *Ongoing personal contact between the Homeless Outreach Team officers and homeless individuals to increase trust and make referrals to service providers;*
- *Work closely with local outreach organizations to coordinate housing, employment and medical and mental health services; and*
- *Enforcement of law violations (i.e. trespassing, illegal lodging, public intoxication, aggressive panhandling, etc.).*

As with every community, recreation programs and attendance were dramatically affected by the COVID-19 pandemic. For most communities, Fiscal Year 2019/20 operated at approximately 75 percent of the norm with the pandemic and closure of parks and facilities hitting communities up and down the state in March 2020.

From the onset, the Parks and Recreation Department moved into shutdown mode in spring 2020 as guidance and mandates were provided by the Riverside County Department of Public Health, the Center for Disease Control and Prevention (CDC), and California's Department of Public Health (CDPH).

While park activities, programs, and services were on hold, the Department worked to recreate itself during the shutdown with a focus on virtual programs and critical services the team could provide under the circumstances. The City offered a variety of virtual programs, activities, and drive-thru events for its community. As the Department shifted its focus, substantial resources were provided to support a food distribution program for seniors, including a "Drive-up Lunch" program to meet the needs of the seniors typically served by the Riverside County Senior Nutrition Program (60+ years), sponsored by the Riverside County Office on Aging.

Reviewing registration numbers from today with those a few years ago, we applaud the City and its Parks and Recreation Department for its commitment and efforts to bring these parks, programs, and services back to life.

PARTICIPATION ASSESSMENT

Recreation programs, services, and facilities provide a number of benefits, which help strengthen families, build healthy communities, improve the quality of life for residents, encourage the healthy development of children, and help inspire community leaders. With a quality plan and a responsive, service-oriented team, the City of Murrieta will continue to provide great benefits to its community.

Recreation Programs:

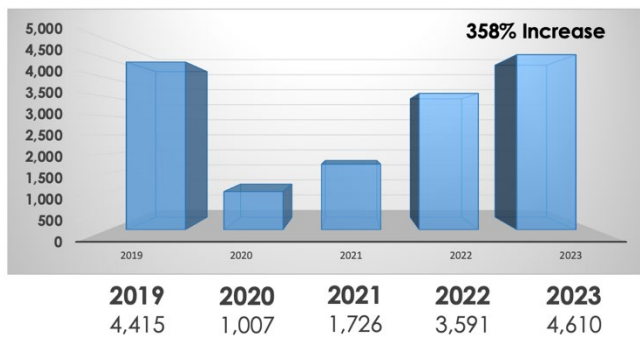
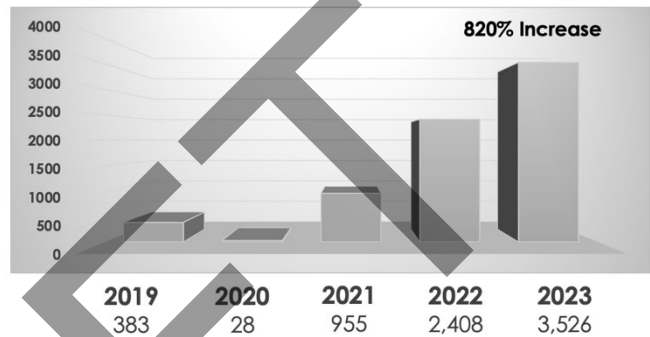
- Are essential to personal health;
- Are key to balanced human development;
- Promote health and wellness;
- Protect natural resources;
- Increase cultural unity;
- Are essential to quality of life;
- Reduce self-destructive and anti-social behavior;
- Build strong families and healthy communities;
- Strengthen safety and security in the community;
- Strengthen community image and sense of place; and
- Support economic development.

Parks and recreation programs can change the way people interact with their environment. By providing the community opportunities to get involved and stay invested in its green spaces, effective park programming brings many benefits to the health and well-being of residents. Effective recreation programs promote the positive use of leisure time and promote a lifelong commitment to a healthy lifestyle, personal development, and a strong community.

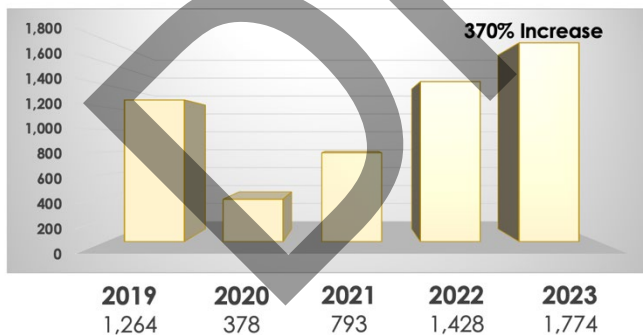
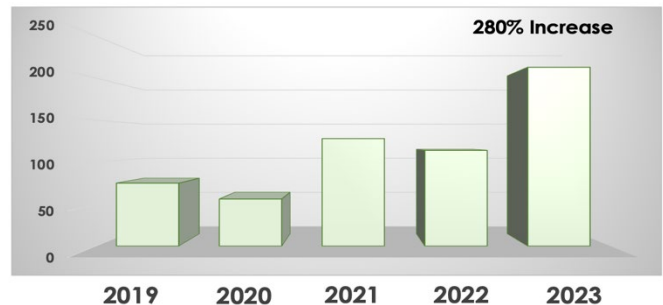
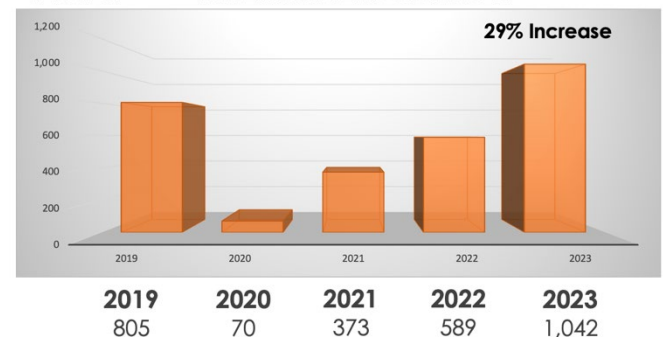
While the pandemic challenged cities and their staff with the closure of parks and programs, as the tables below display, the City of Murrieta's annual registrations in 2023 exceed those of pre-pandemic numbers in many program areas. The collection of all registrations in 2023 (10,249) are nearing the numbers prior to the pandemic in 2019 (11,144).

As with many other cities, Murrieta introduced a number of online virtual recreation programs. With the exception of the All Good Driver's Internet Driving Course, these virtual activities did not exist prior to 2020. These virtual activities represented nearly 600 registrations in the past five years, with close to 200 registrations alone for virtual programs reported within the first year of the pandemic.

Tables 1-2 highlight the growth of attendance with sports and fitness programs, and with program offerings for Murrieta Seniors. The participation in sports and fitness activities is represented in Table 1, which shows pandemic numbers in 2020 dropping to 1,007 from its 2019 participation (4,415), and increasing by more than 350 percent to 4,610 annually by the end 2023. Table 2 provides detail of the growth in participation for registrations for Murrieta seniors. Registrations were as low as 28 during the pandemic in 2020 and have grown significant the past four years, with 3,526 registrations in 2023.

TABLE: 1 SPORTS & FITNESS ACTIVITIES**TABLE 2: SENIOR ACTIVITIES**

Tables 3-4 highlight the growth of attendance with the City's dance and performing arts programs and with its arts, crafts, and culinary programs. The participation in performing activities is represented in Table 3, which shows pandemic numbers in 2020 dropping to 378 and increasing 370 percent by the end of 2023 to 1,774. Table 4 provides detail of the growth in participation in classes for the arts, crafts, and cooking activities. As both tables display, participation last year (2023) exceeded the pre-pandemic registrations in 2019. The arts, crafts, and cooking classes represent a 280% increase in participation from participation during the pandemic (2020).

TABLE 3: DANCE AND PERFORMING ARTS**TABLE 4: ARTS, CRAFTS, & CULINARY CLASSES****TABLE 5: ALTERNATIVE RECREATION**

Registrations for the City's Alternative Recreation program are displayed in Table 5. Registrations in 2023 are higher than pre-pandemic attendance, and with only 70 registrations in 2020, the City should be very proud of the participation in this wonderful program in 2023.

Every city is limited by the facilities, budgets, and available personnel; however, opportunities will always remain for the City to be creative, to partner, and to collaborate with other public and private service providers to expand its footprint and service to the community. Other communities have found success by collaborating on programs with a local Boys and Girls Club, a YMCA, a local school, or a neighboring city to expand the City's programs, services, and the facilities and play spaces available.

The City's General Plan and Policy ROS-3.1 (page 2) commits to continuing the Joint Use Agreement with Murrieta Valley Unified School District (MVUSD) to expand resident access to these shared facilities. In addition to the Joint Use Agreements with MVUSD, the City and the Department have established other partnerships in Murrieta to expand programs, services, and the facilities available to its residents, consistent with General Plan Policy ROS-3.4 and ROS-3.5 (page 2), including programs, services, and the locations shown below:

- Juniper Trails;
- Downtown Murrieta 395;
- Gryphon Fencing Academy;
- Cultivating Inclusion;
- Feeding America;
- Murrieta Valley Historic Society;
- Art Workshop;
- XYZ Club;
- Riverside County Office on Aging; and
- Program Partners and Contract Instructors, such as Play-Well TEKnologies Lego® Camps, Skyhawks, and the Music Class.

This document provides a number suggestions and preliminary recommendations for new programs. In our assessment, the programs offered seem to be repetitive from session to session, and from younger age groups to older. While a program may prove popular, participants may want to try something new. As an example, a child may enjoy a camp and its arts and crafts activities, but the Department does not offer stand-alone arts and craft programs beyond the virtual drawing classes. Another child may enjoy an Engineering with Lego® Camp and is interested in an afterschool science class, which are not available in the current program offerings.

The Department may also want to evaluate its marketing approach for programs. Online marketing of programs and a targeted email campaign provides a great resource for sharing these programs, but a recreation guide in the mailbox, and on the coffee table, is a constant reminder of the outstanding programs available for the family. Without a comprehensive printed recreation guide, the City will need to be strategic in how it promotes its recreation programs to the community. With many new homes for sale in Murrieta, the City also needs to be strategic in how it shares its programs with those new to the community.

PROGRAMS AND ACTIVITY TYPES

Beyond the workday, school day, and our downtime, we hope most have an opportunity to experience extracurricular activities. As opportunities are available, providing exposure and encouraging youth to participate in a variety of activities provides opportunity for growth. Recreation classes, sports teams, and other programs provide children and teens an opportunity to pursue a special interest that's outside of the typical educational curriculum. These programs can also boost children's social and academic skills. Luckily, there are more choices than ever for kids to find a pursuit that may ignite a true passion.

SPORTS, FITNESS, AND AQUATICS

The City recently closed the doors on its aquatics center and is in planning mode for the design and development of a new aquatics center to serve the needs of the Murrieta community. While planning is underway, the City is evaluating opportunities to offer aquatics programs at local high school pools this summer. Beyond aquatics and consistent with General Plan Policy ROS-4.3 and ROS-6.1 (see below), the City provides several sports and fitness programs through its Parks and Recreation Department.

POLICY ROS-4.3 Use recreation programming **to promote physical activity**, healthy eating, and other healthy lifestyle habits.

POLICY ROS-6.1 Expand *recreation* programs for youth and teens, including before and after school care, **sports and fitness**, outdoor activity and excursions, camps, and arts education.

Examples of these programs and services in Murrieta are provided below:

MURRIETA SPORTS PROGRAMS

YOUTH

- Archery/Fencing
- Challenger Soccer, Tiny Tykes
- CYSC All Stars Cheerleading
- Gymnastics
 - Parent and Tot Gymnastics
 - Preschool Rhythmic Gymnastics
 - Tumble Bear Gymnastics
- Mini Sports Skills (Basketball, T-Ball)
- Skyhawks Sports
 - 1st Down Tots, Football
 - Flag Football
 - Basketball
 - Soccer
 - Tennis
 - Track and Field
 - Golf
- Soccer Saints Parent & Me

ADULTS and SENIORS

- Adult Softball League
- Adult Kickball League
- Adult Soccer League
- Archery
- Fencing
- Senior Pickleball

PRIVATE/NONPROFIT PROGRAMS

- Boys & Girls Club
- MVUSD High School Sports
- Special Olympics
- Murrieta Tennis Club
- Baseball
 - Murrieta National Little League
 - Murrieta Valley Pony
- Basketball
 - Murrieta Valley Youth Basketball
- Football
 - Pylon to Pylon
 - Murrieta Rams
 - Murrieta Valley Pop Warner
 - Murrieta Junior All American Broncos
- Lacrosse
 - Rockslide Lacrosse
 - Temecula Valley Lacrosse
- Soccer
 - AYSO – 1463
 - Murrieta youth Soccer & Academy
- Softball
 - Murrieta Valley Girls Softball Association
- I9 Sports
- N Zone Sports
- Murrieta Rugby Club

MURRIETA FITNESS AND MARTIAL ARTS CLASSES**YOUTH and ADULTS**

- Karate
- Stick Fighting

SENIORS

- Karate
- Longevity Stick
- Senior Chair Exercise
- Senior Chair Yoga
- Stick Fighting Club
- Tai-Chi Qi-Gong
- Chair Yoga

PRIVATE FITNESS AND MARTIAL ARTS CLASS PROVIDERS

Several private fitness, boot camp, and yoga class providers and several providers of martial arts classes are available in or near the City of Murrieta, including those offered by the City at its community centers. There may be opportunities to partner and/or contract with these businesses to provide more exposure to these valuable programs and services, and support for the businesses themselves.

Preliminary Recommendations for Sports and Fitness

The City of Murrieta provides sports and fitness activities throughout the year. Additional opportunities are available and provided by local sports leagues and private service providers to meet the needs of the beginner and the needs of the more seasoned athlete. With all that is available, there are a number popular programs offered in other communities the City may want to consider.

Some examples include:

- Ice Cream Leagues – Sports Leagues for Tots
- Youth Sports activities provided by vendors other than Skyhawks
- Youth Rugby Leagues
- Gymnastics (Activities for Grade School and Teen Participants)
- Adult/Youth Tennis Leagues, Ladder Play, and Tournaments
- Badminton Programs and Leagues
- Pickleball Leagues and Ladder Play
- Adult Soccer (7v7) and Futsal Leagues
- Adult Flag Football
- Adult Cornhole Tournament
- Martial Arts beyond Karate
- Yoga
- Zumba
- Cardio Fitness Classes
- Cardio Dance
- Cardio Kickboxing
- Barre Sculpt
- Pilates
- Bootcamps
- Sound Bath
- Jujitsu

Note:

- Some of the sports and programs listed above require specific courts and facilities that may be limited in availability to the City today. With this said, collaborations with local schools and other private service providers can often provide space, facilities, and on occasion an operations partner to provide these programs for the community.

DANCE AND PERFORMING ARTS

Dance and performing arts programs can provide powerful benefits for children by nurturing their talent and sparking their creativity. Creative movement can positively impact a child's physical, emotional, and mental health, and dancing is a fun way to release a child's energy and excitement!

As reported by the National Institute on Health (NIH), many studies have concluded that youth who participate in performing arts enjoy improved performance in their academic subjects. The confidence gained and the enhanced communication skills developed often empower these youth in whatever career path they decide to take up as young adults.

Examples of Murrieta dance and performing arts programs include:

- Music Pups
- The Music Class®
- Dance with Poms
- Ballet Dance
- Funk/Hip Hop Dance
- Hawaiian and Tahitian Dance
- Jazz Dance
- Lyrical/Ballet
- Tap Dance
- Mother Son Dance/ Father Daughter Dance
- Miss April's Dad's Dance
- Miss April's Mom's Dance
- Parent & Me Dance
- Broadway Character Dance
- Turns and Leaps

Preliminary Recommendations for Dance and Performing Arts

The City of Murrieta has a comprehensive dance and performing arts program for its community, but may want to consider the following:

- Voice/Singing Classes and Activities
- Community Chorus Performance Activities
- Theater and Film Performance Activities

SCIENCE, TECHNOLOGY, ENGINEERING AND MATH (STEM Programs)

Science and nature activities help children to better understand the environment they live in. These activities help children develop analytical thinking, problem solving and coping skills. Science and nature activities are also important in developing children's creativity.

The City established a program planning goal in the General Plan (see below) inclusive of programs promoting success in school, such as those identified in this section.

POLICY ROS-6.2 Use recreation programming to promote success in school.

Examples of the STEM programs provided in Murrieta include:

- Ranger Rap
- Engineering with Lego® Camps
- Virtual Video Game Design
- Virtual Computer Coding
- Virtual Website Design

Preliminary Recommendations for STEM Programs

The City provides limited STEM programs for the community within virtual programs, camps, and with its Ranger Rap program. The City may want to consider providing additional activities beyond the activities shown below:

- Community Gardens
- Gardening Classes¹
- Astronomy Classes
- Esports Programs and Competitions
- Robotics and BattleBots
- Learn to Play - Chess Classes
- Chess Club
- In Person Computer Classes (gaming, websites, programming)

¹Gardening classes can be provided in conjunction with the University of California Master Gardeners. Additional information on the UC Master Gardeners is available online at <https://mg.ucanr.edu>.

ARTS & CRAFTS CLASSES/ACTIVITIES

Arts and craft activities are a great outlet to explore, express, and create, especially for children during their growing years. Arts and crafts are an integral tool in child development as it fuels curiosity, creativity and provides an outlet. Creating these arts and craft projects helps with motor skill development, problem-solving and critical thinking skills, and is often directly linked to improved academic performance.

The City established a program planning goal within the General Plan (see below) inclusive of recreation programs and the arts education needs of the Murrieta community.

POLICY ROS-6.1 Expand recreation programs for youth and teens, including before and after school care, sports and fitness, outdoor activity and excursions, camps, **and arts education.**

Examples of the arts and craft programs provided in Murrieta include:

- Kids Cooking and Baking Classes
- Virtual Drawing Classes
- Crafting with Lynn (Adults/Seniors)

Preliminary Recommendations for Arts and Craft Programs

The City provides limited arts and crafts programs for its community within its Kids Cooking and Baking Class Series and its Crafting with Lynn programs for adults and seniors. The City may want to consider providing additional activities, such as the examples shown below:

- Art Exhibits, Shows and Festivals
- Arts and Craft Classes
- Ceramics Classics
- Pottery Classes
- Drawing and Painting Classes
- Jewelry Making Classes
- Photography and Digital Arts
- Scrapbooking & Card Making
- Seasonal Arts Workshops
- Adult Culinary Classes
- Preschool arts/craft classes and messy activities for toddlers are also in high demand. Preschoolers love these activities, but parents prefer these activities outside their home and in a space designed and more appropriate for these messy play activities.

CHILD CARE & DAY CAMPS

Providing quality after-school childcare and day camps when school is on break can support social, emotional, cognitive, and academic development. These programs can also reduce risky behaviors, promote physical health, and provide a safe and supportive environment for children and youth.

The City of Murrieta provides opportunities for these afterschool childcare and day camp programs with the following programs:

- Summer and Winter Camp
- Engineering with Lego® (Series)
- Kids Culinary and Baking Camps
- Skyhawks Sports Camps (Basketball, Tennis)
- Archery & Fencing Camps
- Challenger Soccer Camp
- Little Ones Day Camp
- If I were a Princess
- Horse Camp

Preliminary Recommendations for Child Care

The City may want to consider providing additional child care/camp offerings, such as the specialty and half-day camps described in more detail on page 18-19 in the “School-Age” programs section of this report.

YOUTH PROGRAMS AND SERVICES (PRESCHOOL, SCHOOL AGE, TEENS)

A variety of programs are offered to the community for youth under 18 years. These include specific offerings for preschool-aged (under 5), school-aged (5-12 years), and teens (13-17 years) in Murrieta.

PRESCHOOL / EARLY CHILDHOOD PROGRAMS

Quality preschool and early childhood programs introduce hands-on learning opportunities through art, music, dance, cooking, language, and motor-skill activities. These programs help preschoolers develop social and academic skills to prepare them for success in kindergarten and beyond. Feedback from other Southern California communities report early childhood programs as one of the most in demand and successful programs offered.

The City of Murrieta provides programming for preschool-age children, including the examples shown below:

- Smart Start
- Little Ones
- Building Blocks
- Dance Classes
 - Parent & Me Dance
 - Ballet Dance
 - Jazz Dance
 - Tap Dance
 - Funk/Hip Hop Dance
 - Hawaiian & Tahitian Dance
 - Dance with Poms
- Music Classes (Music Pups, The Music Class®)
- Preschool Sports
 - Gymnastics (Parent & Tot, Tumble Bear, Rhythmic)
 - Mini Sports Skills (T-Ball, Basketball)
 - Soccer Saints (Parent & Me)
 - Challenger Soccer (Tiny Tykes)
 - Skyhawks (Tennis, Football, Golf, Track and Field)
 - Karate (Juniors)
- Preschool Camps
 - Challenger Soccer Camps
 - Little Ones Day Camp
 - If I were a Princess
- Horse Riding Lessons at Juniper Trails
- Ranger Rap

Private program providers in the community include the following:

- The Academy of Music and Arts
- Ladybug Music®
- Murrieta Ranch Preschool
- MVUSD Preschool
- PCM Children at Play
- Stepping Stones Preschool

Preliminary Recommendations for Early Childhood / Preschool Programs

While the City offers these activities and has a number of private service providers in the community, activities for this age group are reported in other communities as one of the most in demand and most popular among the City's activities and programs. When looking at the numbers, the preschool age registrations in 2023 represented 12 percent of all registrations. Should the City choose to offer additional activities for this age group, the City may want to consider the following:

- Providing additional choices for early childhood programs with a variety of activities, including arts, story time, music, cooking, and game activities in a two to three hour block (two to three days per week). Some of these programs are popular when offered in a parent-toddler format and others are provided for little ones to support their independence and confidence away from parents.
- The needs of parents will vary from household to household. Some parents are looking for advice and insight from an instructor or other parents, while some parents are simply looking for an activity out and a social activity for the parent and child. For this reason, as activity space is available, experimenting with new programs and classes can boost participation. Instructors with a following can also aid in getting these new program offerings kick-started.
- Providing programs for parents not interested in committing to multiple days, but may be interested in classes offered one day per week (30 minutes to an hour) is also important. The early childhood program types below can meet this need and demand:
 - Ice Cream Leagues
 - Arts, crafts, cooking, and messy activities for toddlers with great teachers are often in high demand. Preschoolers love these activities and parents prefer these activities in a space designed and more appropriate for these messy play activities.

These early childhood classes can be offered by City employees, but are often offered with contract service providers. Cities have been known to recruit contract service providers similar to their processes for recruiting employees. As opposed to job applications and resumes, contract service providers submit a program proposal with details of the classes and activities they are qualified and interested in offering for the community.

SCHOOL-AGE PROGRAMS

School-age children spend 80 percent of their time outside the classroom, and one in five young people in the U.S. are alone after the school day ends. Quality afterschool programs promote positive youth development and offer a safe space where youth can explore and play.

Effective afterschool programs provide learning settings with a wide range of benefits to youth, families, and communities. Afterschool programs can support social, emotional, cognitive, and academic development. These programs can reduce risky behaviors, promote physical health, and provide a safe and supportive environment for children and youth.

Quality afterschool programs understand children and youth in different age groups have different academic, psychological, and physical activity needs. A variety of activities should be considered with specific focus on the needs of this age group.

The City has program goals in the General Plan (see below) focused on programs and the needs of youth in Murrieta.

POLICY ROS-6.1 Expand recreation programs for youth and teens, including before and after school care, sports and fitness, outdoor activity and excursions, camps, and arts education.

POLICY ROS-6.2 Use recreation programming to promote success in school.

The City of Murrieta provides a variety of recreation classes and programs for school age youth, including the examples shown below:

- Children's Etiquette
- Little Chefs Cooking and Baking Classes
- Beyond Flashcards
- Smart Start
- Building Blocks
- Dance Classes
 - Ballet Dance
 - Lyrical Ballet Classes
 - Turns and Leaps
 - Jazz Dance
 - Tap Dance
 - Funk/Hip Hop Dance
 - Hawaiian & Tahitian Dance
 - Broadway Character Dance
 - Dance with Poms
- Mother & Son Dance
- Miss April's Moms Dance

- Youth Sports
 - Archery and Fencing
 - CYSC All Stars Cheerleading
 - Mini Sports Skills (T-Ball, Basketball)
 - Skyhawks (Soccer, Track and Field, Golf, Tennis, Football)
 - Karate Classes
 - Stick Fighting
- Camps
 - Summer and Winter Camp
 - Engineering with Lego® (Series)
 - Kids Culinary and Baking Camps
 - Skyhawks Sports Camps (Basketball, Tennis)
 - Archery & Fencing Camps
 - Challenger Soccer Camp
 - Little Ones Day Camp
 - If I were a Princess
 - Horse Camp
- Charm School Tea Party
- Ranger Rap

Preliminary Recommendations for School-Age Programs

As is shown in the program examples, many of the programs offered to preschool-age participants were continued for the school age participants. When looking at the numbers, the registrations of school age participants in 2023 represented nearly 30 percent of all registrations. Some additional programs the City may want to consider providing for this age group include the following:

- Youth Sports Clinics and Activities provided by contractors other than Skyhawks
- Gymnastics
- Youth Acting, Theater and Performing Arts Classes
- Science, Nature and STEM Programs
- E Sports Programs
- Equestrian Programs
- Parents Night Out
- Martial Arts activities other than Karate
- For working parents, access to day care and camps during the summer and on school breaks is critical. Camps during the summer and winter breaks represented more than 23 percent of the program registrations for youth 5 to 12 years in 2023, and residents' make-up nearly 70 percent of these camp participants. While the City provides camps to meet this need when school is not in session, some families may not need full-day program.
 - Murrieta offers several half-day camps. Other cities have found success by providing an assortment of half-day specialty camps, such as sports camps, science camps, splash camps, arts camps, dance, and theater camps, and other program specific camps.

Offering these half-day camps in the mornings and other camps in the afternoon provides parents options to work around their family's need for camps and/or for them to enrollment their child in two specialty camps to fill a full day. A child may have a passion for activities on the tennis courts and with computer programming. With a little planning and coordination, the City can provide a camp to allow time on the tennis courts in the morning and an afternoon of learning computer programming skills.

- Afternoon camps can also create options for children attending summer school in the mornings. Children can attend summer school in the morning and an arts camp in the afternoon. There may also be opportunities available to partner with a local school to jointly offer programs after summer school on campus.

TEEN PROGRAMS

Positive experiences, positive relationships, and positive environments will lead to positive teen development. The US Department of Health and Human Services and its Interagency Working Group developed the following definition of positive youth development (PYD), "Positive youth development is an intentional, pro-social approach that engages youth within their communities, schools, organizations, peer groups, and families in a manner that is productive and constructive; recognizes, utilizes, and enhances young people's strengths; and promotes positive outcomes for young people by providing opportunities, fostering positive relationships, and furnishing the support needed to build on their leadership strengths".

The City established several goals in the General Plan (see below) focused on programs and the needs of teens in Murrieta.

- POLICY ROS-6.1 Expand recreation programs for youth and teens, including before and after school care, sports and fitness, outdoor activity and excursions, camps, and arts education.
- POLICY ROS-6.2 Use recreation programming to promote success in school.
- POLICY ROS-6.3 Provide safe places for teens to socialize and participate in recreation activities.
- POLICY ROS-6.4 Expand opportunities for youth to be involved in planning recreation programs, services, and events for youth.
- POLICY ROS-6.5 Continue providing the Youth Advisory Committee for high school students.

Murrieta provides programs and services for teens; however, the recreation classes and activities offered for teens all include younger and/or older participants. The following is a summary of the teen programs offered exclusively for teens by the City:

- Murrieta Youth Center (6th through 9th grades)
- Youth Advisory Committee
- All Good Drivers Internet Driving Course
- Teen Art Showcase
- Teen Dodgeball Tournament

Preliminary Recommendations for Teen Programs

The City may want to consider offering and branding programs exclusively for teens and in locations where teens currently hangout, such as the Murrieta Youth Center, the local Middle Schools, High Schools, and at the California Oaks Skate Park. The City's The Youth Advisory Committee (YAC) can review ideas and program concepts, but can also provide program ideas and assist with promoting these programs to their peers.

Teen specific programs the City may want to consider providing include:

- E-Sports Activities
- Battle of the Bands
- Skateboard Competitions and Classes
- Teen Dances
- Teen Dance, Music and Performing Arts Programs
- College Campus Tours
- Current programs popular with teens, but branded and offered exclusively for teens and this age group

- Leaders in Training (LIT) and Junior Lifeguards

Work experience programs such as Leaders in Training and Junior Lifeguards provide a valuable service for teens and for the community. Teens get their first experience in the workplace, and these programs provide a resource and another set of eyes and hands to support your staff, programs, and facilities. These programs are often an excellent recruiting tool. As is common in most communities today, Murrieta has been challenged with recruiting sufficient part-time personnel for its programs, which makes these programs something worth considering today.

- Youth Employment Services

Providing resources, training, and mentors for teens as they prepare to enter the work force is a valuable tool for teens and is helpful for local businesses. Connecting businesses with teens looking for a job is a start, but these youth employment programs can also provide resources, tips, and examples to help teens and young adults successfully navigate the job search process.

As it shares online, the City of Murrieta has partnered with neighboring cities, the Chamber of Commerce, and local businesses to offer a job fair, but as the description above describes, some cities provide additional guidance and services for teens looking for a job. Examples of youth employment programs include the Youth Employment Services (YES) offered by the City of Irvine and SAY, the Santa Ana Youth Employment Program.

- Teens and Civic Engagement

Providing civic engagement opportunities for teens provides a number of benefits to the City and for its teen community.

An example of civic engagement for teens is the City of Irvine's Middle School Youth Action Team and its High School Youth Action Team. As it is described, such a program might be a complimentary program to the City of Murrieta's Youth Advisory Committee as it engages teens in local government to address, understand, and respond to the specific needs and desires of teens with programs and services.

The High School Youth Action Team (HSYAT) from Irvine provides high school students the opportunity to participate in the development, implementation, and evaluation of services for their peers as an employee of the City. The program consists of student representatives from local high schools who organize teen activities and represent their peers to various community groups.

The program's objectives include:

- **Youth Leadership** – Engage youth in leadership roles in the community.
- **Community Services** – Increase youth participation in activities that benefit the entire community.
- **Social-Recreational** – Engage youth in safe and appealing social-recreational activities.

Similarly, Irvine's Middle School Youth Action Team plans, promotes, and provides input on programs for teens, such as teen special events/dances, after-school activities, teen summits/conferences, character talks with mentors in the community, support programs for youth, seniors, and people with disabilities, and community service projects focusing on the environment.

ADULT PROGRAMS

We all know that leading an active lifestyle is good for us. If you participate in regular moderate physical activity, you can expect to enjoy numerous health and social benefits. Regular physical activity is one of the most important things you can do for your health. Being physically active can improve your brain health, help manage weight, reduce the risk of disease, strengthen bones and muscles, and improve your ability to do everyday activities.

Adults who sit less and do any amount of moderate-to-vigorous physical activity gain health benefits. Only a few lifestyle choices have as large an impact on your health as physical activity. Everyone can experience the health benefits of physical activity; age, abilities, ethnicity, shape, or size do not matter.

Examples of the adult programs provided in Murrieta include:

- Archery
- Adult Sports Leagues
 - Kickball
 - Softball
 - Soccer
- CPR/First Aid Classes
- Dance Classes
 - Hawaiian and Tahitian Dance
 - Parent Child Dances
 - Broadway Character Dance
- Drawing/Painting
- Fencing
- Jazzercise
- Martial Arts
 - Karate
 - Stick-Fighting Club

Preliminary Recommendations for Adult Programs

The City provides adult recreation programs for its community, but may want to consider the following:

- Community Gardens
- Art Classes
 - Ceramics Classics
 - Pottery Classes
 - Drawing and Painting Classes
 - Photography and Digital Arts
 - Scrapbooking & Card Making
- Martial Arts (Jujitsu/ Tai Chi)
- Sound Bath/Meditation
- Tennis and Pickleball Classes

- Dog Obedience
- Equestrian and Horseback Riding Classes
- Fitness Classes
 - Yoga
 - Zumba
 - Cardio Kickboxing
 - Boot Camps
 - Barre Sculpt
 - Pilates
- Adult Sports Leagues
 - Soccer
 - Tennis and Pickleball
 - Flag Football
 - Basketball
 - Volleyball
 - Golf
 - Roller Hockey
- Drop-in Sports
- Match Play for Tennis and Pickleball
- Cornhole Tournaments

Note:

- While the City's outdoor sports facilities are limited, there may be opportunities to collaborate with neighboring cities on these programs. As an example, Murrieta may provide one or more fields/courts on one or more days, and a neighboring community and/or school district may provide other fields on other days.

SENIOR PROGRAMS

Recognizing California's population of residents 65 years and older is projected to grow to 8.6 million by 2030, Governor Gavin Newsom issued an executive order calling for the creation of a Master Plan for Aging (MPA) in June 2019. California's Department of Aging issued its Third Annual Report for the Master Plan for Aging in January 2024.

California's Master Plan for Aging (MPA) affirms the priority of the health and well-being of older Californians. It is a "blueprint" for the state, local governments, the private sector, and philanthropy to better prepare California's leadership on aging, disability, and equity.

The Master Plan for Aging outlines five goals and twenty-three strategies to build a California for All Ages by 2030. The following briefly describes these goals:

Goal One: Housing for All Ages and Stages

- We will live where we choose as we age in communities that are age, disability, dementia-friendly, and climate and disaster-ready.

Goal Two: Health Reimagined

- We will have access to the services we need to live at home in our communities and to optimize our health and quality of life.

Goal Three: Inclusion and Equity, Not Isolation

- We will have lifelong opportunities for work, volunteering, engagement, and leadership, and will be protected from isolation, discrimination, abuse, neglect, and exploitation.

Goal Four: Caregiving That Works

- We will be prepared for and supported through the rewards and challenges of caring for aging loved ones.

Goal Five: Affording Aging

- We will have economic security for as long as we live.

The City of Murrieta offers an assortment of programs and services for seniors at the Murrieta Senior Center and at other parks within the City. A combination of self-directed activities, scheduled programs, and services are available for the senior community, including:

- Archery
- Billiards
- Book Club
- Cards and Games
- Computer Lab
- Crafting with Lynn
- Quilting

- Ladies Tea
- Martial Arts
 - Karate
 - Stick-Fighting
- Senior Dance
 - Line Dancing
 - Hawaiian and Tahitian Dance
- Senior Meals/Lunch Program
- Senior Softball
- Senior Pickleball
- Senior Fitness Classes
 - Fitness Center
 - Chair Exercise
 - Dance, Stretch and Restore
 - Fitness with Noodles
 - Longevity Stick
 - Tai Chi
 - Yoga
 - Zumba

Preliminary Recommendations for Seniors

The City provides a comprehensive program for its senior community, but may want to consider the following:

- Ballroom Dance
 - Monthly Dances
 - Dance Classes
- Senior Clubs
 - Social Clubs
 - Travel Clubs
- Gardening classes in conjunction with its Community Garden and potentially with the University of California Master Gardeners. Additional information on the UC Master Gardeners is available online at <https://mg.ucanr.edu>.

SPECIAL EVENTS

Community-wide events bring people from all walks of life together, strengthening the bonds between them. Studies have shown that building healthy relationships and spending time with your family, friends, and others in your community can help improve your mental well-being.

Establishing a strong identity and a sense of pride for a community is important, especially for smaller cities. Smaller cities can use community events to connect residents and to keep old traditions alive, while making new traditions.

The City established program planning goals in the General Plan for special events (see below):

POLICY ROS-5.1 Host special events that become **community traditions**, appealing to a range of ages.

POLICY ROS-5.2 Encourage events in the Town Square Park and Historic Downtown Murrieta.

The City of Murrieta provides several special events each season to bring the community together in celebration (see events below):

City of Murrieta Events – 2024

February 3	Father/Daughter Dance
March 23	Spring Extravaganza & Rec Expo
April 6-7	Tour De Murrieta
April 13	Murrieta Fire & Rescue 77TH Annual BBQ
April 20-21	Jazz & Blues Fest (NHG)
May 27	Memorial Day Ceremony
June 15	Father's Day Car Show
June 22-23	Old Town Music Fest (NHG)
June 29	33RD Murrieta Birthday Bash
July 6,13,20,27	Concerts in the Park
August 6	National Night Out
August 17	End of Summer Concert (NHG)
September 11	9/11 Memorial Ceremony
October 11-12	Murrieta Rod Run
October 13	Susan G Komen More Than Pink
October 19	Rocktober Fest (NHG)
October 26	Dark in the Park Trunk or Treat
November 9-16	Field of Honor
November 11	Veteran's Day Parade
December 7	Donuts with Santa
December 7	Festival of Trees/Tree Lighting
December	Holiday Magic – Santas Visits

Preliminary Recommendations for Special Events

The City of Murrieta hosts many excellent special events throughout the year. Should the City be interested in offering additional events for the community, the following provides events ideas and thoughts the City may want to consider:

- Joint events in conjunction with the Murrieta/Wildomar Chamber of Commerce or the Downtown Murrieta 395, such as the Murrieta Market Nights. An activity or an event like an Art Walk within a Murrieta business district celebrates local artists, and brings shoppers in to support local businesses. Other events may include A Taste of Murrieta, showcasing local eateries and restaurants. Regardless of the planned events, these gatherings bring the community together in celebration, but also assist in bringing an audience to the business district to promote and support these local businesses.

Note...

- Events are typically challenged with attendance in its first few years. Some events start with a modest crowd and as word spreads, hopefully the event will grow in attendance and with excitement in future years. With this in mind, as opposed to new stand-alone special events, take your creative new idea/event to the people. Success can be achieved by bringing small events to a large community gathering or to another established special event.
- Events are also typically challenged with budgets in its first few years until word spreads. As events grow in attendance and popularity, the events create opportunities, demand, and interest for sponsorships.

SOCIAL SERVICES

Parks and communities are more than just arts, music, and sports classes. The benefits of recreation are meaningless to a child, parent, or family in crisis. The City of Murrieta provides links to a number of social service programs for the community on its website under “Get Connected.”

The Get Connected page shares programs, services, and information on its website to connect the community with these valuable resources:

Get Connected

- City News
- Contact Us
- Customer Service Survey
- Disability Resources
- Mental Health Resources
- Homeless Resources
- More Murrieta eNewsletter
- Social Media
- Special Events
- Veterans Resources & Information
- Volunteer with the City

Among its social service programs and initiatives, the City of Murrieta works in partnership with the community to address homelessness and its impact on the quality of life for all. The mission of the City of Murrieta's Responsible Compassion Program is to further improve quality of life by developing residents', businesses' and visitors' awareness, understanding, and participation in a comprehensive strategy to solve homelessness in Murrieta.

- Development of a multi-agency partnership to increase collaboration of service providers to assist the homeless in becoming self-sufficient
- Ongoing personal contact between the Homeless Outreach Team
- Work closely with local outreach organizations to coordinate housing, employment and medical and mental health services
- Enforcement of law violations (i.e. trespassing, illegal lodging, public intoxication, aggressive panhandling, etc.)

The City of Murrieta is also dedicated to providing a welcoming environment for its military veterans and their families. A Veterans Resource Center page provides

support for veterans and active military personnel, and their families, as they navigate the transition to civilian life.

These programs are critical as they provide a caring and helpful hand to individuals, couples, and families with support and assistance to identify and access available services.

DRAFT

DISABILITY SERVICES

Nearly everyone faces hardships and difficulties at one time or another, but for people with disabilities and special needs, barriers can be more frequent and have a greater impact. The World Health Organization (WHO) describes barriers as being more than just physical obstacles. These include aspects, such as...

- A physical environment that is not accessible;
- A lack of relevant assistive technology (assistive, adaptive, and rehabilitative devices);
- Negative attitudes toward people with disabilities; and
- Services, systems, and policies that are either nonexistent or that hinder the involvement of all people with a health condition in all areas of life.

Community inclusion is the opportunity to live and exist as a contributing member of the community while being valued for one's abilities and uniqueness, regardless of disability. The ultimate goal of community inclusion is the participation of people with intellectual and developmental disabilities across a range of areas, including:

- Employment
- Housing
- Education
- Recreation and Leisure
- Civic Engagement
- Peer Support

Inclusion of people with disabilities into everyday activities involves practices and policies designed to identify and remove barriers such as physical, communication, and attitudinal, that hinder individuals' ability to have full participation in society, the same as people without disabilities. The Center for Disease Control and Prevention (CDC) describes inclusion as...

- Receiving fair treatment from others (nondiscrimination);
- Making products, communications, and the physical environment more usable by as many people as possible (universal design);
- Modifying items, procedures, or systems to enable a person with a disability to use them to the maximum extent possible (reasonable accommodations); and
- Eliminating the belief that people with disabilities are unhealthy or less capable of doing things (stigma, stereotypes).

Public entities have an ongoing obligation to ensure individuals with disabilities are not excluded from programs and services because facilities are unusable or inaccessible to them. The Americans with Disabilities Act (ADA) allows entities confronted with limited financial resources to improve accessibility without excessive expense. In the years since the ADA took effect, public facilities have become increasingly accessible.

Disability inclusion involves input from people with disabilities, generally through disability-focused organizations, program or structural design, implementation, monitoring, and evaluation.

Delivery of services to persons with special needs can present numerous challenges including training of workers, finding staff with training in specific areas for children who need one-on-one attention, and keeping costs down, while providing appropriate and quality accommodations. For parents, the continuum of special services and childcare for their special needs child from infant care to preschool to kindergarten and beyond can be challenging when considering cost, availability, location, and transportation.

The Parks and Recreation Department provides a number of valuable services to the community and provides a number of fun recreation programs within its Alternative Recreation Program (ARP). ARP is a social program for adults (18 years and older) with intellectual and development disabilities. Facilitated by a team of City staff, the program provides supervised events to promote social skills, verbal and nonverbal communication, creative expression, and participants are able to develop new friendships in a supportive environment. Events include themed dances, picnics, local excursions, and movie nights. The City's goal is to offer opportunities for meaningful peer engagement through music, dance, games, and fun recreation activities.

The City's website and its Get Connected webpage provides a Disability Resource Center and links for additional support from the following programs/organizations:

- Community Connect
- Immanuel House
- The Arc of Riverside County
- International Dyslexia Association (SoCal Tri-Counties)
- PossAbilities (Loma Linda University Health)
- Behavioral Medicine Center (Loma Linda University Health)
- Disability Benefits (Social Security Administration)

In addition to these excellent programs and resources, the City partners with Cultivating Inclusion, a 501(c)(3) nonprofit organization. Cultivating Inclusion assists special needs adults with on-the-job training by planting, growing, caring for and harvesting produce at a community garden located at the City's Alta Murrieta Sports Park. After harvest, the produce is donated to local food banks in southwest Riverside County. Sometimes they'll sell the produce at a Farmer's Market, gaining retail experience as well.

Preliminary Recommendations for Disability Services

The City of Murrieta provides many outstanding programs and services for persons with special needs in the community. Should the City be interested in offering additional programs and services, the following provides suggestions the City may want to consider:

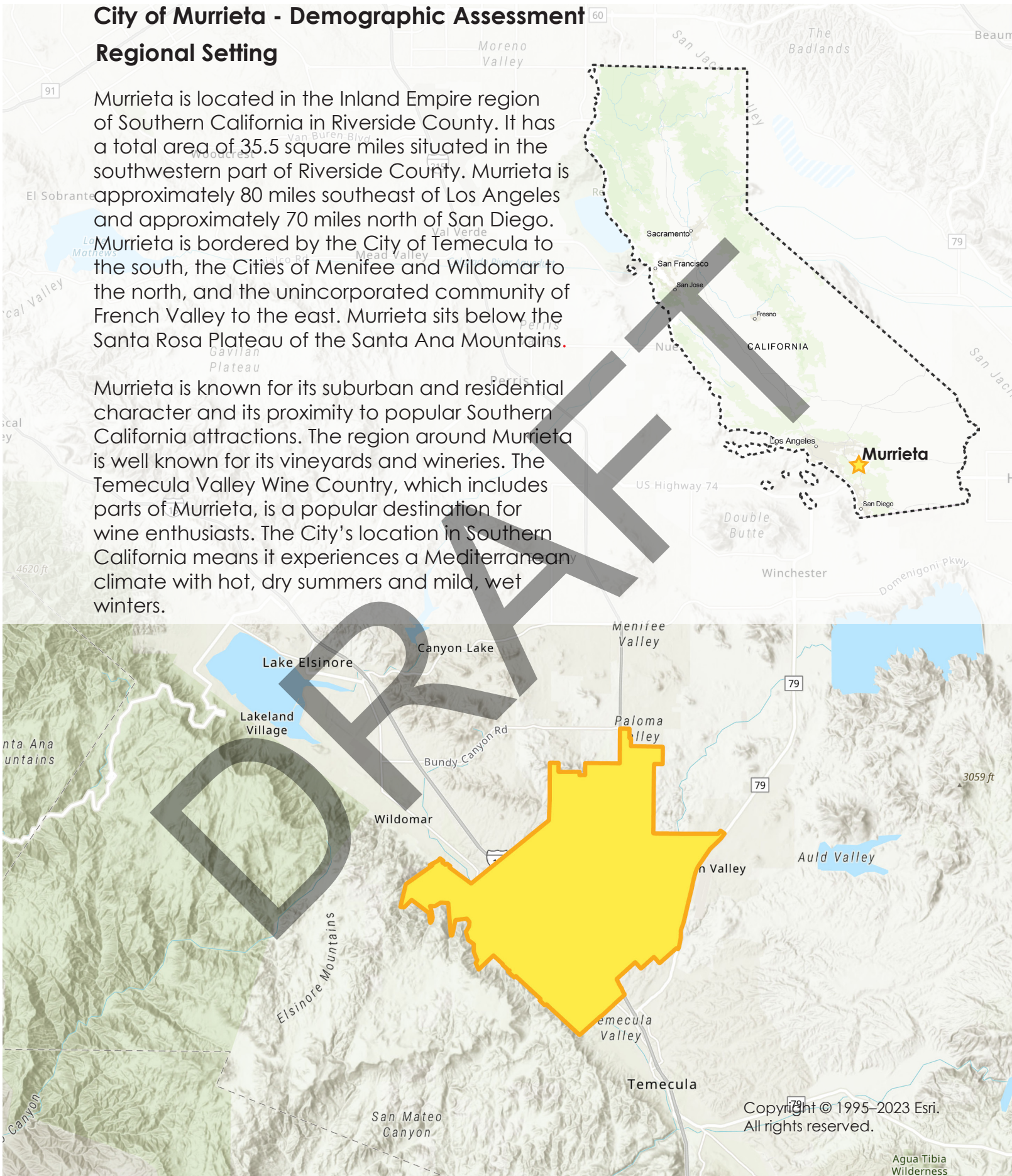
- Create a Committee or Commission to act in an advisory capacity to the City Council and City staff to address concerns or issues affecting people with special needs, including those with physical and mental disabilities, and to make recommendations on new programs and services.
- Develop an Inclusion Policy dedicated and committed to following the guidelines established by ADA to ensure all programs, activities, and services are accessible and available to individuals with disabilities.
- Develop inclusion programs to allow participants the opportunity for more “hands-on” job training classes, to improve their potential for finding employment.
- In cooperation with the local school district, the Riverside County Department of Public Social Services, and/or the California Department of Developmental Services (DDS) to develop programs specific to persons with disabilities, such as independent living programs, summer programs, after school programs, and job training to support its residents with disabilities.
- Explore cooperative agreements with other Riverside County communities and nonprofits, such as the Arc of Riverside County to provide programming opportunities for persons with intellectual and developmental disabilities.

City of Murrieta - Demographic Assessment

Regional Setting

Murrieta is located in the Inland Empire region of Southern California in Riverside County. It has a total area of 35.5 square miles situated in the southwestern part of Riverside County. Murrieta is approximately 80 miles southeast of Los Angeles and approximately 70 miles north of San Diego. Murrieta is bordered by the City of Temecula to the south, the Cities of Menifee and Wildomar to the north, and the unincorporated community of French Valley to the east. Murrieta sits below the Santa Rosa Plateau of the Santa Ana Mountains.

Murrieta is known for its suburban and residential character and its proximity to popular Southern California attractions. The region around Murrieta is well known for its vineyards and wineries. The Temecula Valley Wine Country, which includes parts of Murrieta, is a popular destination for wine enthusiasts. The City's location in Southern California means it experiences a Mediterranean climate with hot, dry summers and mild, wet winters.



Local Setting

The local setting of Murrieta is characterized by its suburban, family-oriented, and community-focused environment, with an emphasis on providing a comfortable and quality lifestyle for its residents. Murrieta's growth continues with new residential developments in the planning or construction phases.

As the medical hub of Southwest Riverside County, Murrieta offers professional jobs that support residents and their quality of life. Loma Linda University Medical Center, Kaiser Permanente Medical Campus, Rancho Springs Medical Center, and Rady Children's Hospital are all located in Murrieta.

As the only City in the region with its own police and fire departments, the City of Murrieta has shown its commitment to public safety. The 2nd safest City in California based on violent crime, Murrieta was recently recognized as the 3rd safest City in the United States based on cost of crime per capita.

Within the Murrieta City boundaries, there are several significant man-made and natural features which help shape neighborhoods and provide both opportunities and constraints with respect to parks, recreation, transportation, and community life. These include:

- 1 – Interstate 15 (I-15) and Interstate 215 (I-215)
- 2 – Private Golf Courses including Bear Creek Golf & Country Club, The Golf Club at Rancho California, and The Colony Golf Course.
- 3 – Hogbacks Ridge
- 4 – Murrieta Creek and Warm Springs Creek



Source: Google Maps

Interstate 15 and Interstate 215



Source: <https://www.i-golfing.com/course-info>

Private Golf Courses



Source: wikipedia.org

Hogbacks Ridge



Source: wikipedia.org

Murrieta Creek

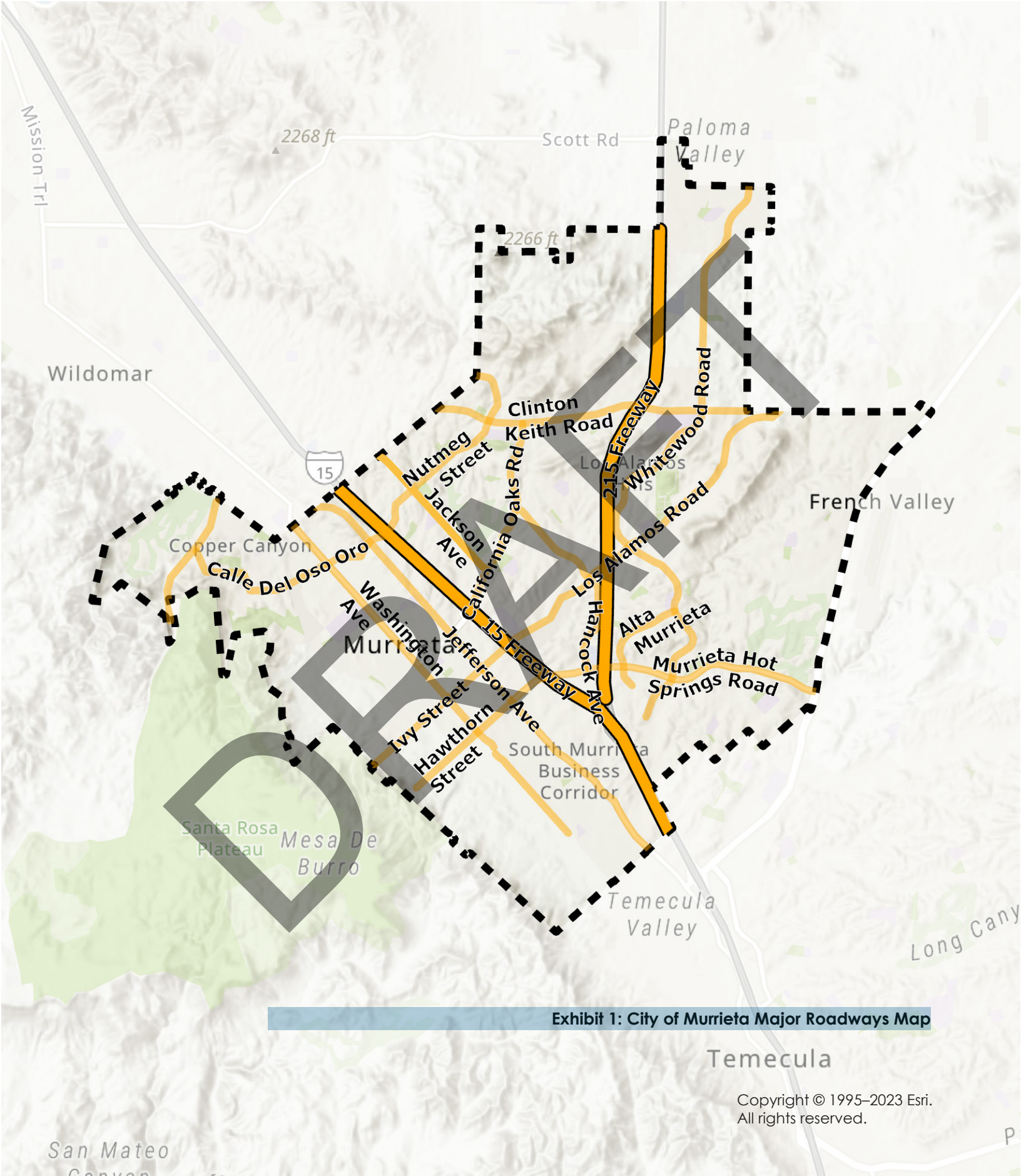


Exhibit 1: City of Murrieta Major Roadways Map

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Who is Murrieta? A Community Profile

Understanding the demographic context of a community 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. A complete demographics analysis was developed utilizing the Environmental Systems Research Institute (Esri) 2023 demographic datasets and the Murrieta Demographic Profile provided by TheRetailCoach in March of 2023. This information helps to gain a deeper understanding of “whom” the community is and “where” they are geographically. Exhibit 2 illustrates the 2023 demographic profile for the City of Murrieta, California.

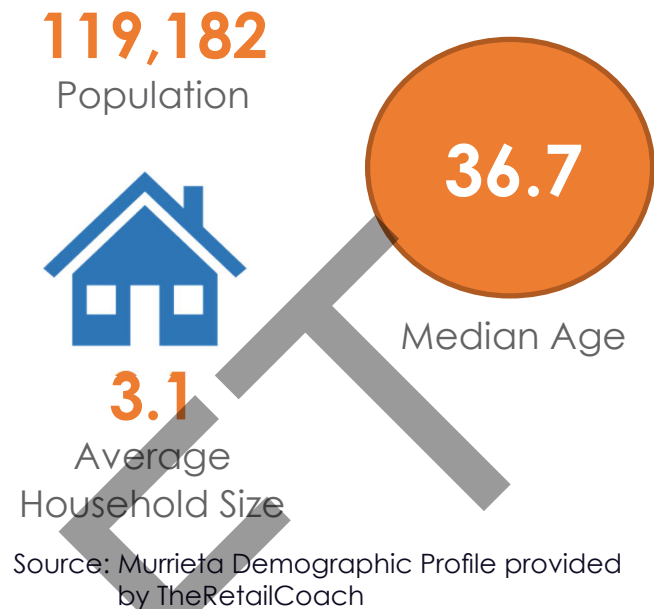


Exhibit 2: 2023 Murrieta Demographic Profile

Five community characteristics have been prepared as a foundation for understanding City residents' recreation needs and preferences now and in the future.

- Population estimates and forecasts;
- Age distribution;
- Household information;
- Household income; and
- Tapestry lifemode groups.

POPULATION ESTIMATES AND FORECASTS

Exhibit 3, Murrieta Population Growth, presents a twenty-three year history of population growth within the area. As the data illustrates, the population during the 2010 to 2023 time frame has increased from 102,857 residents to 119,182 residents, reflecting a 15.9% change, with approximately 1,360 new residents documented each year on average.

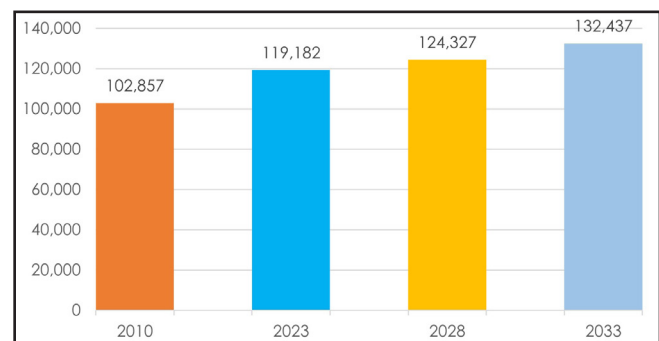


Exhibit 3: Murrieta Population Growth (2010-2033)

The data set indicates this trend will continue and the population will increase to 124,327 by 2028. The five year growth from 2023 to 2028 of 4.3% is above the County's average growth rate of 2.4% from 2023 to 2028. The forecasted population for the City of Murrieta in 2033 is 132,437.

AGE DISTRIBUTION

The City of Murrieta's Age Profile as illustrated in Exhibit 4, shows 37% of the population to be classified in the 35-64 category. The under 19 years of age segment (28%) is comparable to the Riverside County population (27%). The 65 and over category is only 13.5%, which is slightly lower than the Riverside County average of 15.8%. The City of Murrieta's Age Profile shows a high proportion of residents in the 35-64 age range.

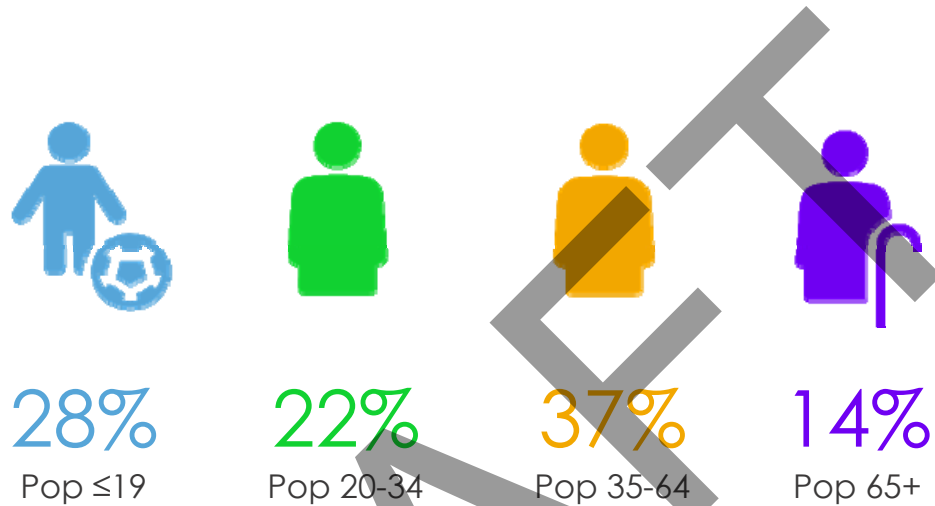


Exhibit 4: 2023 Murrieta Age Profile

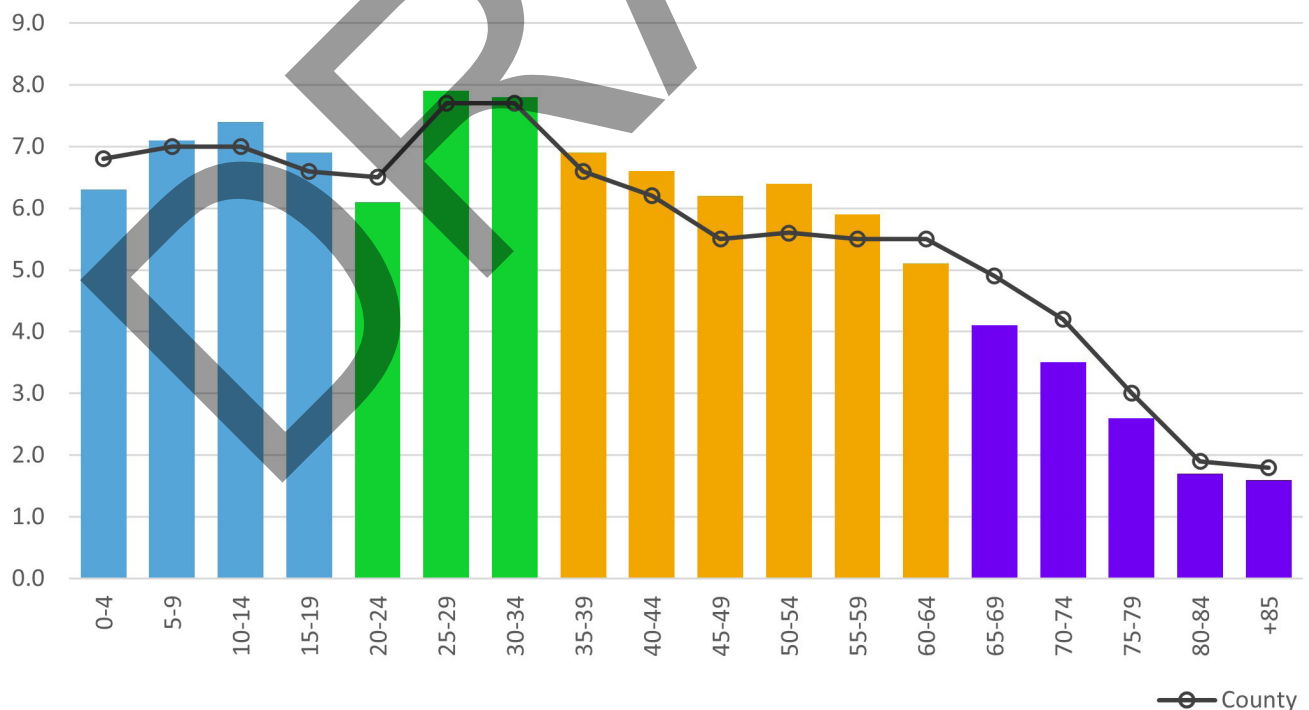


Exhibit 4.1: 2023 Murrieta Age Profile compared to Riverside County Age Profile

Exhibit 5, Population Change by Age Group, presents an eighteen-year pattern of both population growth and population decrease dependent on the age group within the City.

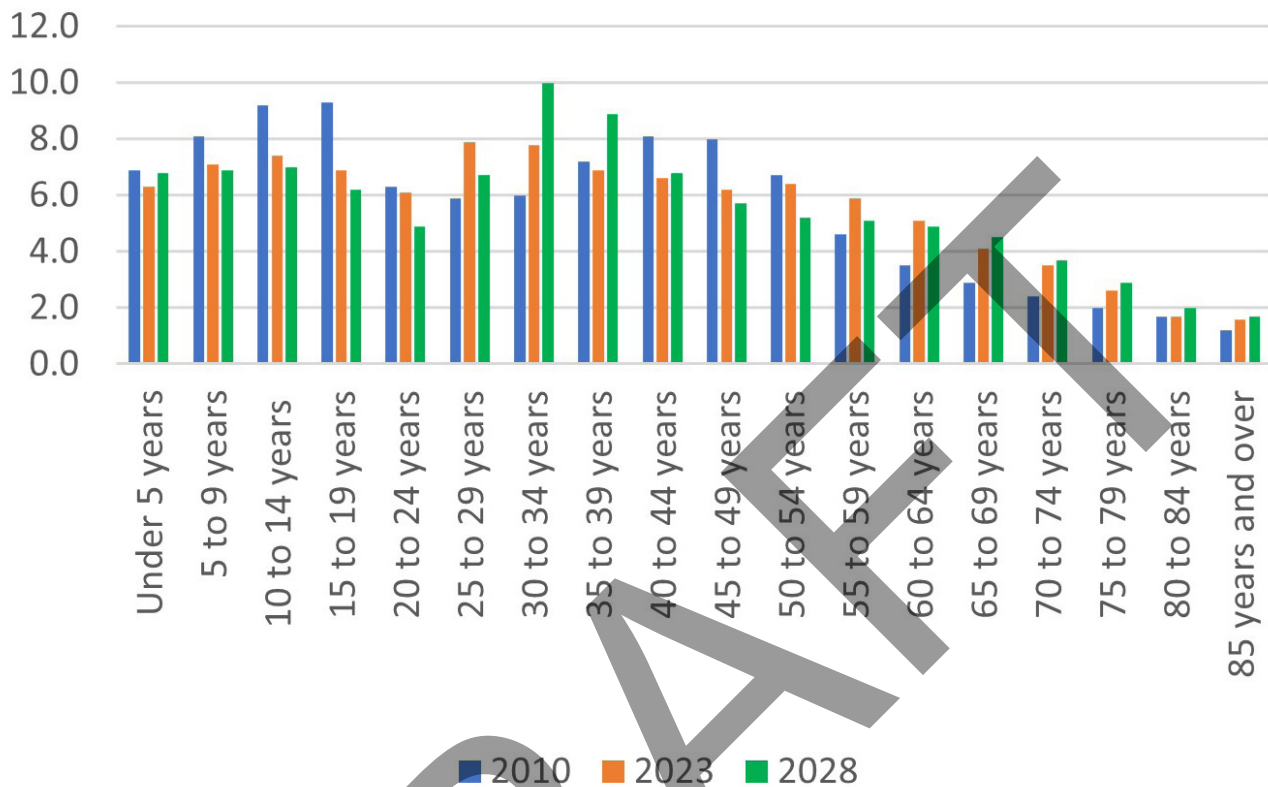


Exhibit 5: Population Change by Age Group (2010, 2023, 2028)

Exhibit 5 reveals:

- During the 2010 to 2023 time frame, the *greatest growth* in population by age group was evidenced among City residents 70 to 74 years of age (45.8%) and those aged 60 to 64 years (45.7%).
- During the 2010 to 2023 time frame, the *greatest decline* in population by age group was evidenced among City residents 15 to 19 years of age (-25.8%), and those aged 45 to 49 years (-22.5%).
- The overall population under 19 has been slightly declining and will continue to decline, which is similar to the County trend.
- In 2010, almost half (48%) of Murrieta households had children under the age of 18.
- As a result of the changes in the distribution by age, the median age in the City grew from 33.5 years in 2010 to 35.4 years in 2023.

HOUSEHOLD INFORMATION

Exhibit 6 illustrates that the average household size in the City of Murrieta slightly declined from 3.14 persons per household in 2010 to 3.11 persons per household in 2023. This is similar to the County average of 3.12 persons per household in 2023.

Exhibit 7 illustrates housing unit growth in the City during the 2010 to 2023 time frame occurred at a 3.7% rate, with approximately 99 new housing units documented each year on average. The City housing unit growth during the 2010-2023 time frame was below the rate in the County which was at 8.8%. The housing unit growth is projected to increase to a 4.5% rate, with approximately 329 new housing units each year from 2023 to 2028.

Exhibit 8 shows the City's proportion of homeowners has been similar over the past thirteen-year period from 65.7% to 65.6%. Renters have increased 14.4% during the 2010 to 2023 time frame.

The median housing value of \$566,344 in the City of Murrieta in 2023 is slightly above the median value of \$526,846 in Riverside County.

HOUSEHOLD INCOME

Exhibit 9 illustrates that the median household income in 2023 for the City was \$104,028. The median household income for the County of Riverside was \$81,928 in 2023. The median income figure in the City is projected to grow 9.4% during the 2023 to 2028 period compared to 15.6% for the County.

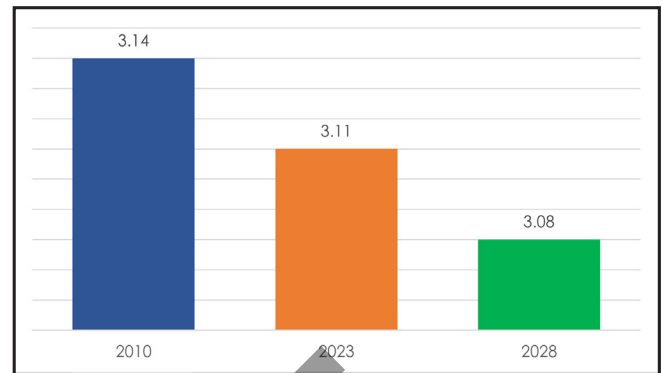


Exhibit 6: Average Household Size in Murrieta

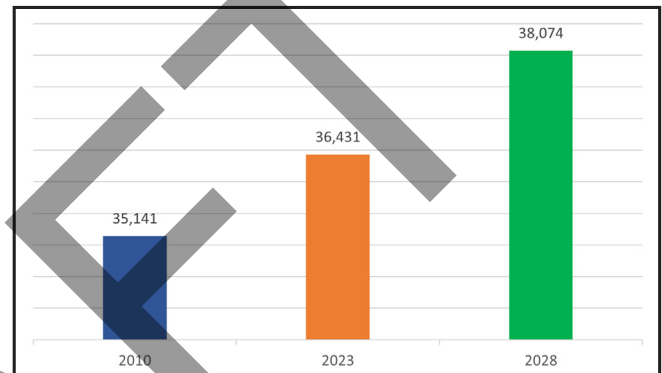


Exhibit 7: Number of Housing Units in Murrieta

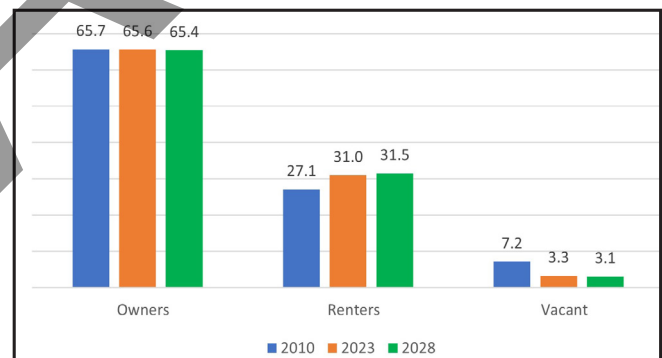


Exhibit 8: % of Owners, Renters, and Vacant Housing Units

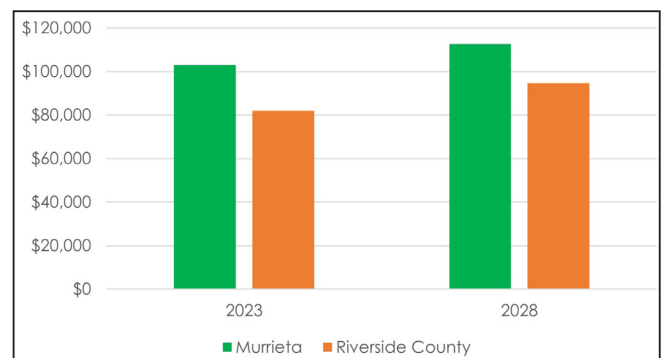
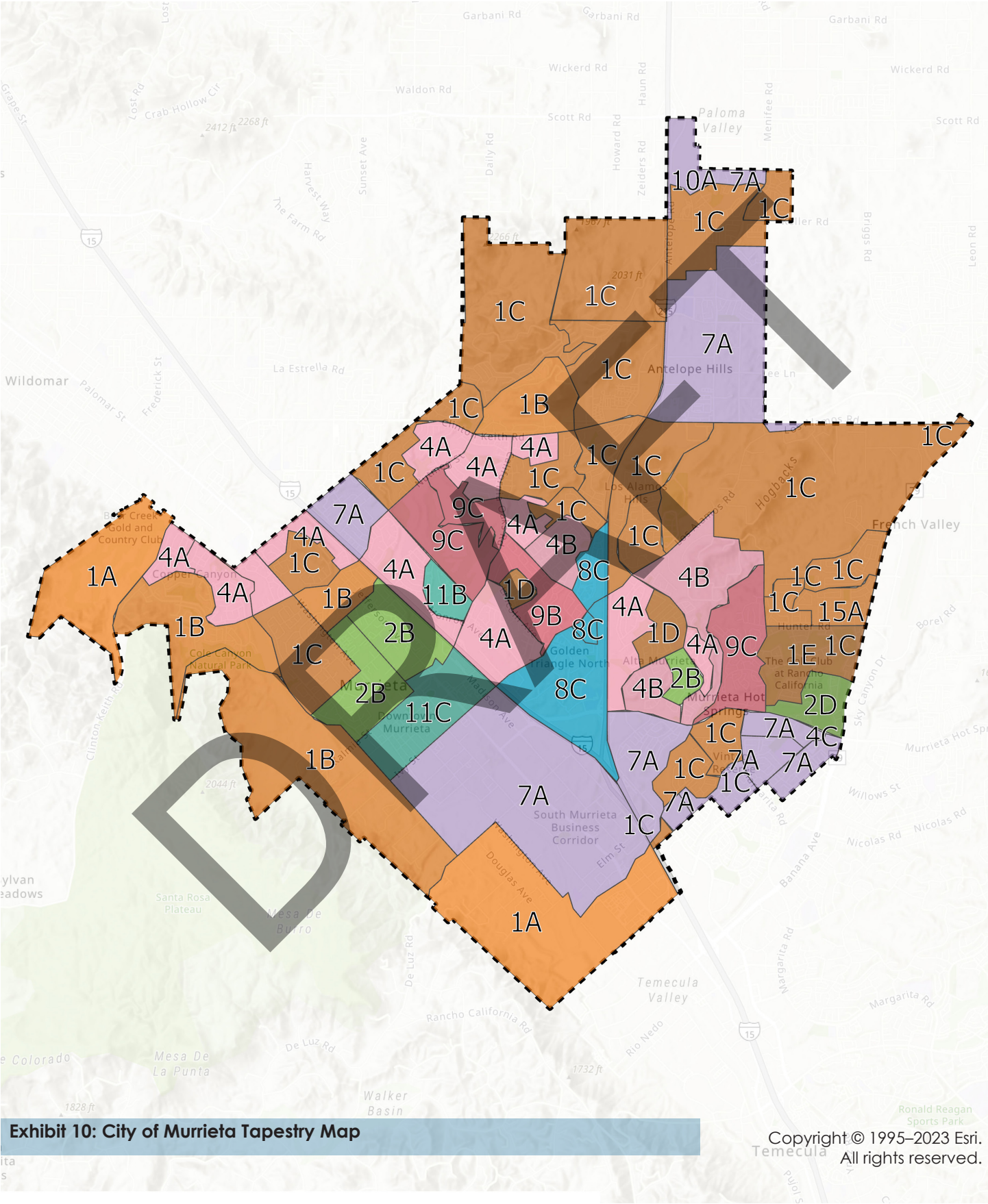


Exhibit 9: Median Household Income in Murrieta compared to Riverside County



TAPESTRY LIFEMODE GROUPS

The 68-segment Esri Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic compositions.

Households in the City of Murrieta fall into one of eight Tapestry Lifemode groups:

1	1A, 1B, 1C, 1D, 1E % of Murrieta HH: 36.95% Average Age: 43.6 Average Income: \$127K	Typically married couples with children ranging from grade school to college. Most are educated homeowners with established wealth. Participate actively in communities. Active in sports and enthusiastic travelers.
2	2B, 2D % of Murrieta HH: 7.71% Average Age: 38.9 Average Income: \$90K	Typically prosperous married couples living in older suburban neighborhoods or townhomes. Majority are homeowners. Many with older children. Generally interested in active recreation and fitness.
4	4A, 4B, 4C % of Murrieta HH: 18.29% Average Age: 36.9 Average Income: \$74K	Typically successful young families in their first homes, residing in suburban or semirural areas. Typically two workers in the family. Sports enthusiasts and enjoy family outings.
7	7A, 7B % of Murrieta HH: 16.72% Average Age: 32.7 Average Income: \$67K	Typically young married couples with children and grandparents who are multi-generational and multilingual. Focus on children activities. Generally interested in sports and water/theme parks. Comfortable with technology.
8	8C % of Murrieta HH: 4.77% Average Age: 33 Average Income: \$54K	Mix of single/married, renters/homeowners, and middle/working class. Majority attended college. Internet savvy. Commonly interested in night life and outdoor activities.
9	9B, 9C % of Murrieta HH: 10.6% Average Age: 62.3 Average Income: \$57.5K	Married empty nesters or singles living alone. Homes are single family, retirement communities, or high-rise apartments. Have cell phones and land lines. Tend to have regular exercise routine and are health-conscious.
11	11B, 11C % of Murrieta HH: 4.96% Average Age: 29.6 Average Income: \$38K	Typically millennials on the move, single, living in urban areas. Work in service and unskilled positions, usually close to home. Embrace the internet, music, and television.

City of Murrieta

Local Trend Analysis

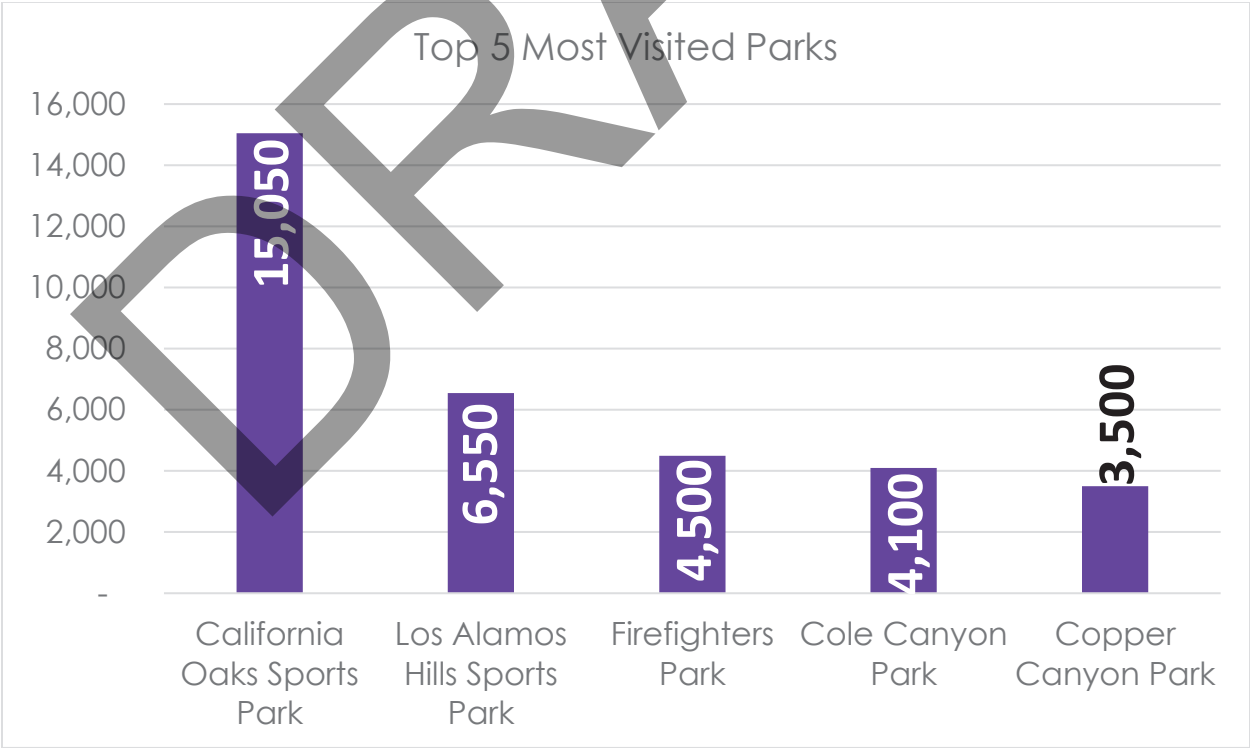
August 2024

When analyzing the local recreation trends for the City of Murrieta we begin with a high-level analysis of visitation information for city parks through the use of Unacast visitation data for January to December 2023. The analysis of visitation data provides valuable insights into the usage patterns of the city's parks. Understanding the most visited parks, peak visitation times, average length of stay, park sphere of influence, and Park Saturation© can guide the development of maintenance strategies and recreation programs to effectively meet community needs. These insights are crucial for making informed recreation development recommendations and ensure the continued satisfaction and well-being of park visitors.

Based on the average number of visitors for 2023, the top 5 most visited parks are:

- California Oaks Sports Park - Average Visitors: 15,050
- Los Alamos Hills Sports Park - Average Visitors: 6,550
- Firefighters Park - Average Visitors: 4,500
- Cole Canyon Park - Average Visitors: 4,100
- Copper Canyon Park - Average Visitors: 3,500

Exhibit 1.1 – Top Five Most Visited Parks



The City's parks are divided up into six park classifications including City-Wide Parks, Community Parks, Neighborhood Parks, Neighborhood Play Areas, Special Use Parks, and Nature Parks. In reviewing the visitor length of stay in a park, there is a range of 12 minutes to 1.2 hours per visit. In comparison, the average distance people travel to visit the parks is 4.9 to 8.5 miles, there is evidence visitors generally travel somewhat longer distances to visit City-Wide and Community parks. Visitors also tend to spend more time in City-Wide parks compared to all other parks. Special use parks also attract visitors from a relatively wide area, with moderate to average visitation lengths. When looking at the number of visitors per park, community parks have a significantly higher visitation rate than all other parks.

Exhibit 2 – Average Visitation Length

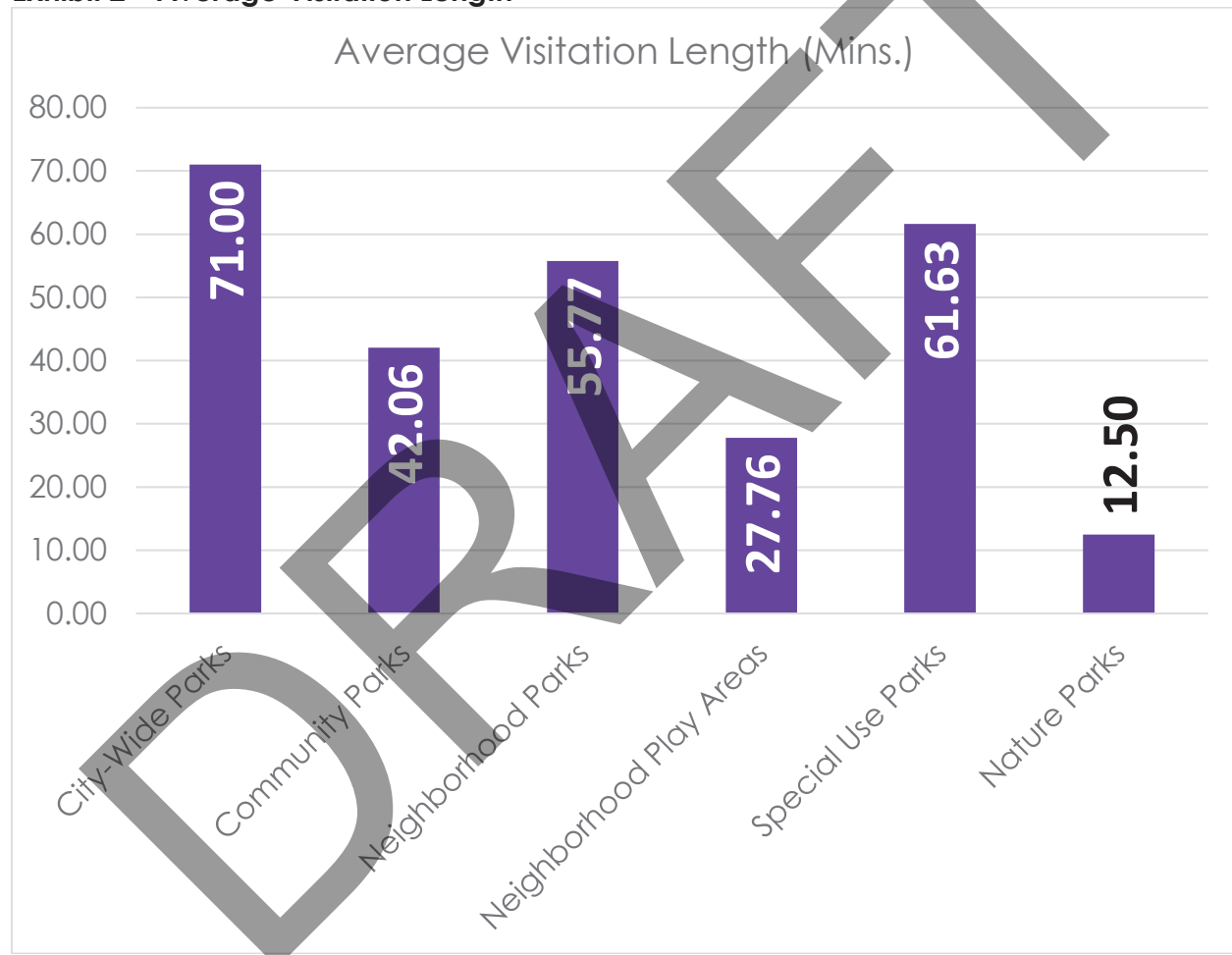
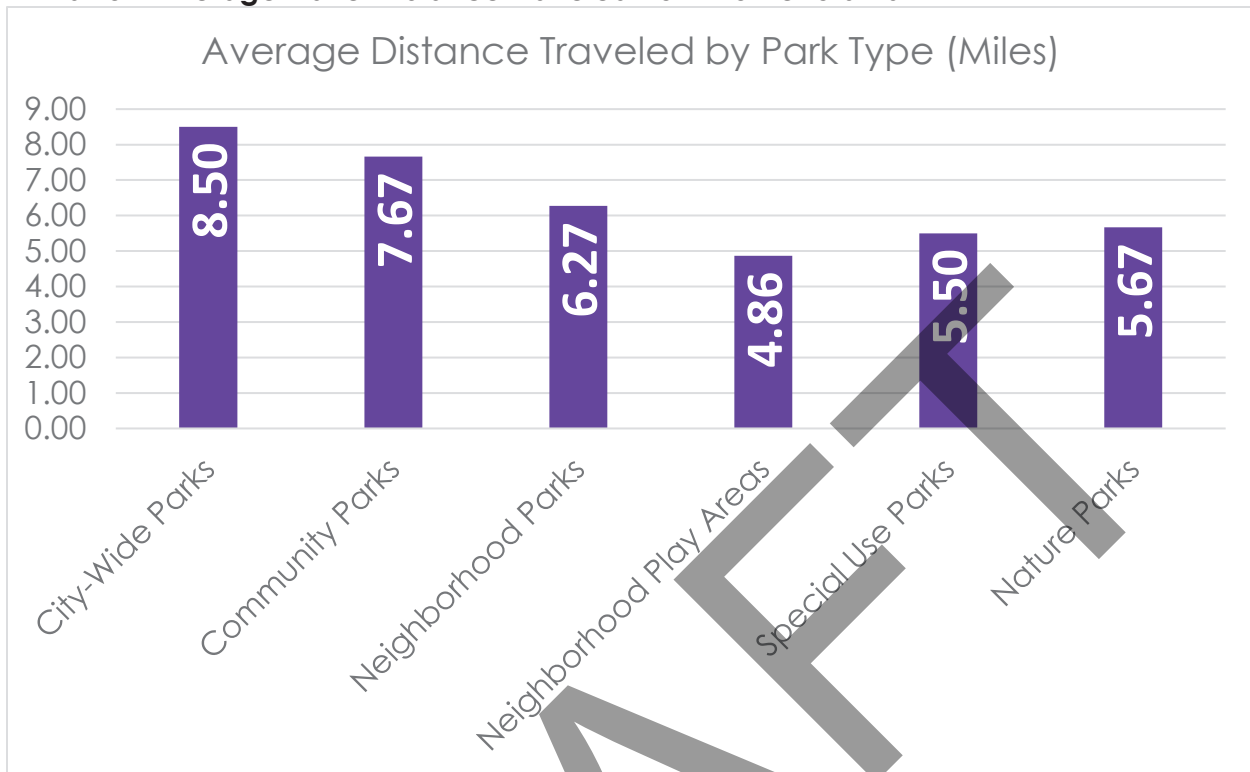
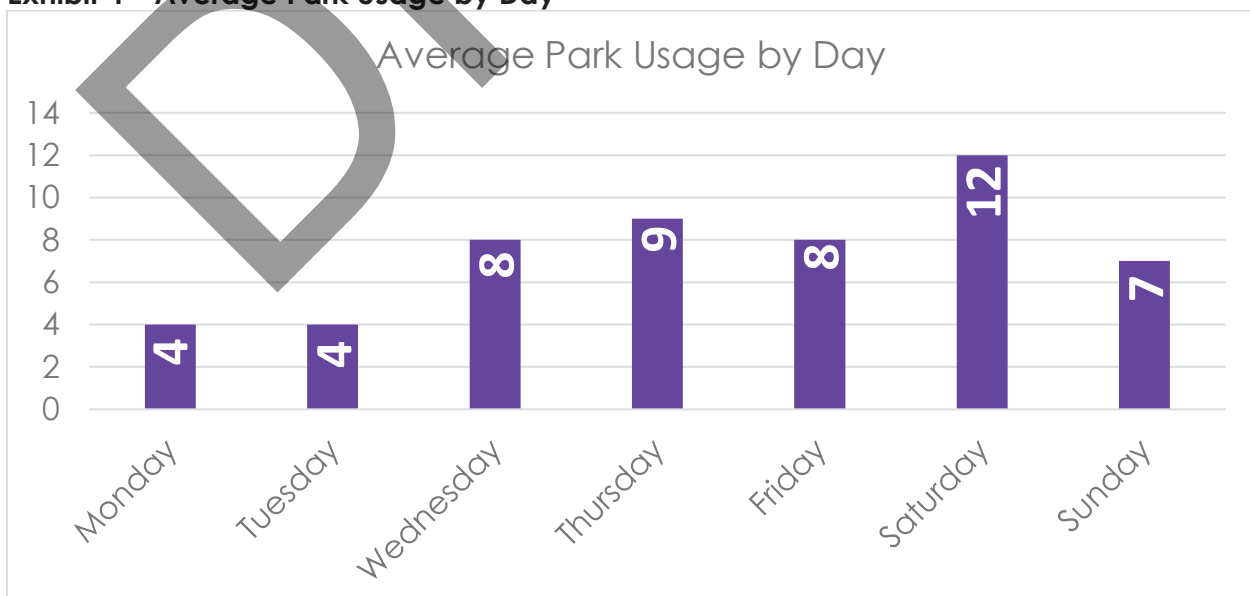


Exhibit 3 – Average Travel Distance Traveled from Home to a Park

The average weekly attendance at parks shows significant variation, indicating different levels of park usage across the city. The busiest times in city parks are from 3pm to 7pm. Generally, peak weekday visitation times vary, but afternoons are mostly busy, with specific times differing by day. Weekend mornings and early afternoons are the busiest, with a concentration around midday to early afternoon on Saturdays and Sundays.

Exhibit 4 – Average Park Usage by Day

Park Saturation© is the calculation of average visitors per acre of parkland. A high average saturation per acre signifies that parks are generally well-utilized, with many visitors making good use of the available space. These trends indicate a healthy level of engagement with park facilities, but also suggest potential areas where resources might be needed to manage high visitor numbers or improve less frequented areas.

Park Saturation© is the calculation of average visitors per acre of parkland. A high saturation per acre signifies that parks are generally well-utilized, with many visitors making good use of the available space. These trends indicate a healthy level of engagement with park facilities, but also suggest potential areas where resources might be needed to manage high visitor numbers. The programming of parks can also create an increase in park visitation and therefore an increase in park maintenance needs. Parks that indicate a high level of Park Saturation include:

- Oak Terrace Park – Saturation Score: 2,838
- Springbrook Park – Saturation Score: 2,134
- Oak Tree Park – Saturation Score: 2,106
- Pioneer Park – Saturation Score: 1,943
- B Street Station – Saturation Score: 1,874

Exhibit 5 – Highest Park Saturation Scores

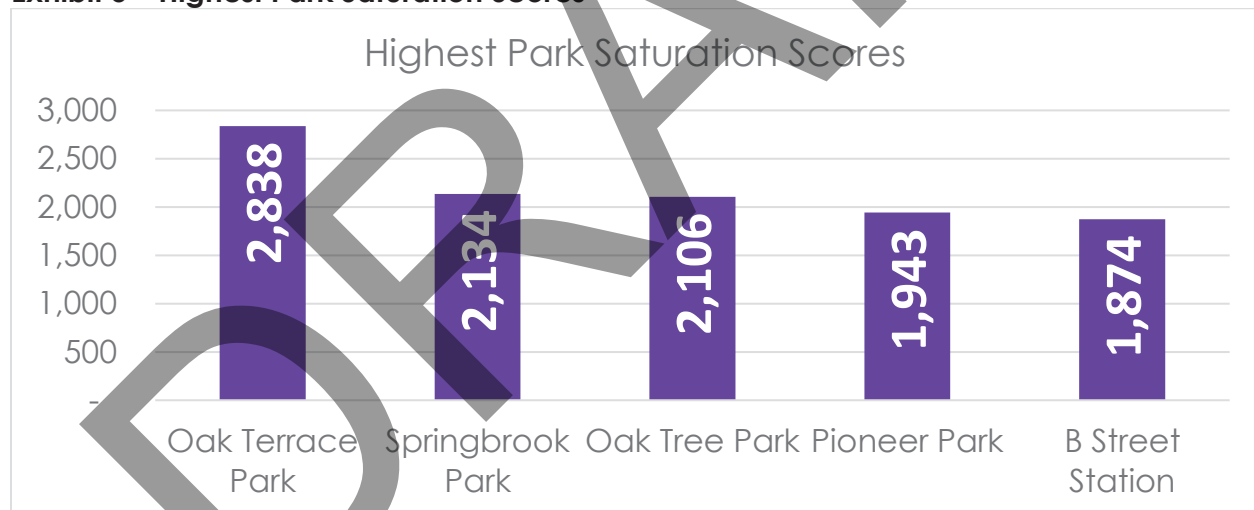
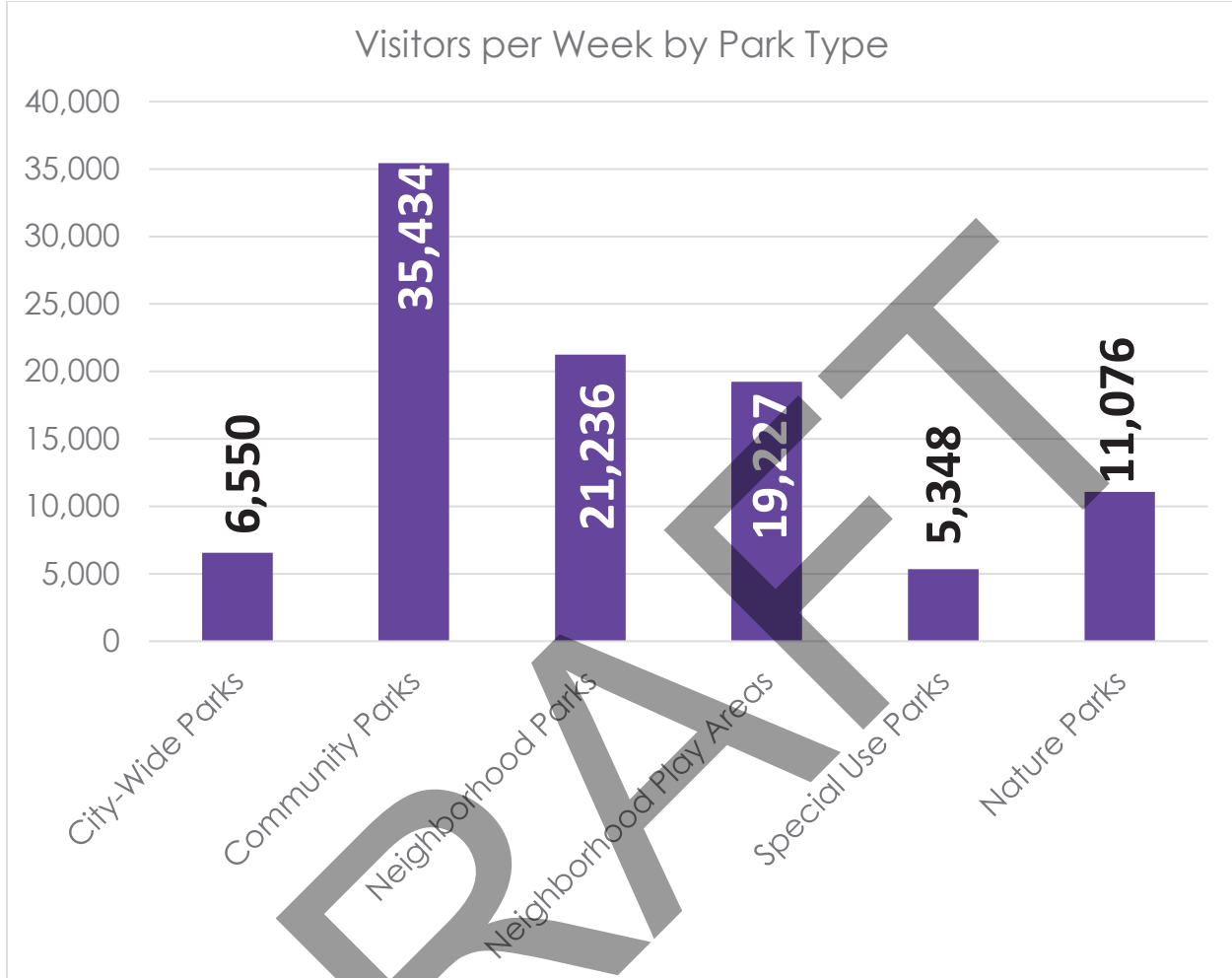


Exhibit 6 – Average Visitors per Week by Park Type

Trends that can be identified are as follows:

- Community Parks attract the highest number of visitors overall, suggesting they are popular for a wide range of activities and possibly offer more amenities.
- Saturday is the most popular day for park visitation, indicating weekends are peak times for park usage.
- City-Wide Parks and Special Use Parks see the longest average visit durations, which may be due to the wider variety of activities available. Notably these park types also have the lowest number of weekly visitors.
- Neighborhood Play Areas have a short average visitation time, likely due to their smaller size and more focused facilities. The same is true for Nature parks.
- Visitors are willing to travel the furthest for City-Wide Parks, indicating their unique or high-quality offerings that justify the travel distance.

Additional noteworthy trends have been retrieved from Sports & Fitness Industry Association (SFIA) outlining specific sport types and their growth across the nation. The