



Sports Fields Use and Equity Status Report

Neighborhood Services and Education Committee

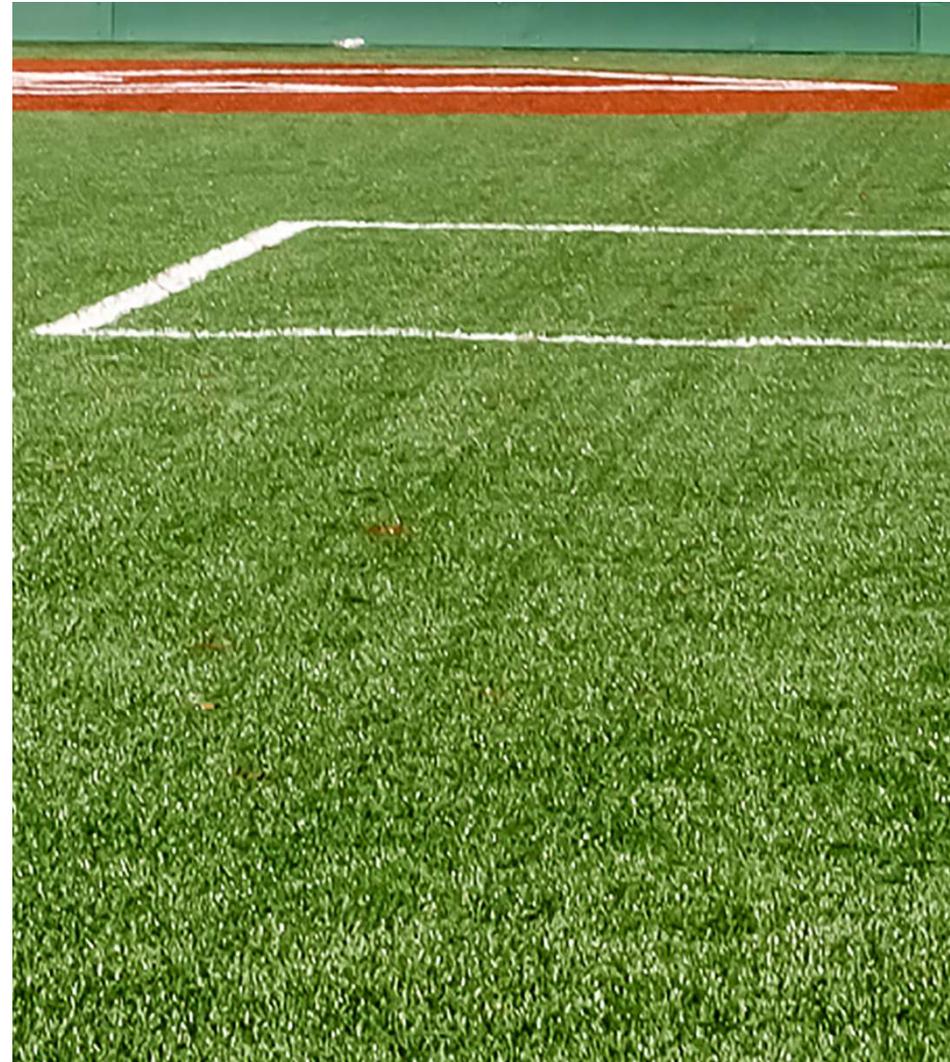
June 12, 2025

Avi Yotam, Deputy Director

Shannon Heimer, Division Manager

Troy Trede, Park Manager

Joe Albayalde, Parks, Recreation and Facilities Supervisor



Citywide Sports Program

- City offers facilities to meet community sporting needs:
 - Arcadia Ballpark, PAL, etc.
 - 110 sports fields
 - 104 sports courts
- Sports facilities reservation program:
 - 77 sports fields
 - 57 tennis courts
- Reservations allocated semi-annually for Spring/Summer and Fall/Winter seasons.
 - Ad hoc reservations accepted based on availability



Reservation Process

- Applications vetted for authenticity:
 - resident status
 - nonprofit status
 - age group
- Virtual allocation meetings resolve scheduling conflicts.
- Permits are issued, revised as needed, and payments finalized.



Call to Action on Equitable Sports Field Use

- CM Jimenez submitted request in early 2020 to change policies for equity in sports field reservations
- Project delayed due to COVID-19
- In 2021 to 2022, Task Force recommended:
 - Reinforced residency rule
 - Updated priority user types
 - Online, easier processes
 - Increased enforcement and accountability for groups breaking program rules
- Staff implemented improvements that led to better customer service and results



Fiscal Results

Fiscal Year	Revenue
2018-2019	\$1,188,989
2019-2020 (COVID-19 impacts)	\$776,515
2020-2021 (COVID-19 impacts)	\$461,899
2021-2022	\$1,786,279
2022-2023	\$1,819,042
2023-2024	\$2,101,567
2024-2025 (Through March 2025)	\$2,044,193

Advancing Towards Sports Field Equity

- Hired a temporary Parks, Recreation and Facilities Supervisor to the move needle
- Increased access through partnerships
- Using in-house talent, created automated process for roster analysis
 - Identified potential fictitious addresses
 - Found 80% of users from neighborhoods in the top half of HPI areas
 - 50% of users from top 20% of HPI areas
 - 20% of users from bottom half of HPI areas



Community Partnerships

- San Jose Earthquakes
 - Supporting camp programs that benefit local youth and parents
- Santa Clara County Probation and Empowering Our Community for Success
 - Supporting underserved youth without access to sports programs
- Pickleball and tennis community meetings & focus group
 - Working to address court-sharing challenges



Community Engagement and Collaboration with SJ4All

- In coordination with ORSE, presented to SJALL Advisory Group on program and sought input on how to make it more equitable
- Received recommendations on increased outreach and increasing availability of neighborhood leagues
- ORSE six-month retrospective shows overwhelmingly positive feedback

“It felt really good seeing how my direct feedback made a difference.”





Next Steps

Sustaining the momentum in driving equity-based change:

- Continuing and expanding community engagement to better understand who is and is not served – any why.
- Providing greater visibility and resources to underserved organizations.
- Evaluating potential program or policy changes to enable greater access, including the potential for open play programs.
- Evaluating the Citywide Sports Program’s Field Marshal deployment model and budget, which is not sufficient for full coverage at fields.
- Standardizing Little League contracts so each group has the same benefits and obligations.
- Continuing to oversee and ensure compliance for joint use agreements.



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