

# CHAPTER ONE COMMUNITY PROFILE

## 1.1 OVERVIEW

A key component of the Parks and Community Services Master Plan Update (“Plan”) is a Community Profile. The purpose of this analysis is to provide the Jurupa Community Services District Parks and Recreation Department (“JCSD”) with insight into the community it serves.

It also quantifies the demand in and around the City of Eastvale, which is the JCSD's primary service area. The goal of this data is to facilitate a comprehensive understanding of the types of parks, facilities, programs, and services that best meet the needs of the residents in a fair and balanced way.

### 1.1.1 LAND ACKNOWLEDGMENT

As a formal recognition, we acknowledge with respect that the land we currently occupy is the traditional territory of the bands we now call Gabrielino and Serrano Tribes. We express our honor and deep respect towards the Indigenous communities for their exceptional care of this land for generations, while enduring historical and ongoing injustices with unwavering resilience.

We endeavor to work towards reconciliation, and to uphold the voices and sovereignty of Indigenous peoples as a fundamental commitment towards building equitable and inclusive communities.

## 1.2 LIVABILITY AND ACCESS

The community profile report prioritizes a thorough evaluation of the city's livability and accessibility. This involves analyzing the cost of living, assessing how close residents live to parks, and determining tree equity in the city. By examining these factors, we gain valuable insights into the city's overall quality of life. These findings also serve as a guide for future strategic planning and development aimed at improving accessibility and enriching the living conditions for all residents.

### 1.2.1 COST OF LIVING

The cost-of-living index is a measure of how expensive it is to live in a particular area or city compared to another area or city. It is not available for special districts such as JCSD hence the city of Eastvale data is used. The index is typically calculated by comparing the prices of a basket of goods and services, such as housing, transportation, food, healthcare, and utilities in different locations.

COST OF LIVING	Eastvale, CA	California
Overall	162.6	149.9
Grocery	102.1	105.1
Health	87.7	98.3
Housing	256.4	234.8
Utilities	107.7	102.4
Transportation	164.6	133.1
Miscellaneous	112	118.7

Figure 1: Cost of living index

You can see the detailed information at: <https://www.bestplaces.net/city/california/eastvale>.

The national average cost-of-living index in the United States is set to 100 and the cost-of-living index for a specific city or region is typically reported as a percentage of the national average.

For example, the cost-of-living index for Eastvale is 162.6 which means it is 62.6% higher than the national average. Jurupa Valley is 38.6% more than the national average.

When compared to the state index, Eastvale is generally higher. The overall index for Eastvale stands at 162.6, compared to California's 149.9. While grocery costs in Eastvale are slightly lower at 102.1 compared to the state's average of 105.1, all other categories show higher expenses. Particularly, housing in Eastvale is quite expensive with an index of 256.4, surpassing the state average of 234.8. Utilities and transportation are also higher in Eastvale, at 107.7 and 164.6 respectively, compared to California's 102.4 and 133.1. Lastly, although miscellaneous expenses in Eastvale are slightly lower at 112 compared to the state's 118.7, the overall cost of living remains above average in the state.

### 1.2.2 10-MINUTE WALK

The Trust for Public Land in partnership with the National Recreation and Park Association and the Urban Land Institute, launched the "10-Minute Walk Program" aimed at helping cities expand access to green spaces for all. While this is not captured for special districts and jurisdictions, the consulting team sourced this information for the city of Eastvale to demonstrate park access within that jurisdiction.

The Trust for Public Land has conducted research, which has revealed that parks that cater to a predominantly people of color are, on average, only half the size of parks that primarily serve white populations. Despite their smaller size, these parks serve nearly five times as many people. Additionally, parks that primarily serve low-income households are, on average, four times smaller than parks that serve high-income households.



Figure 2: 10-Minute Walk Overview

Eastvale, California exhibits park accessibility levels that are higher than national average, with 73% of its residents living within a 10-minute walk to a park. This contrasts positively with the national average of 55%, suggesting that Eastvale offers significantly greater proximity to recreational green spaces for its residents. This enhanced accessibility might contribute positively to the overall quality of life in Eastvale, offering ample opportunities for outdoor activities and interaction with nature.

Additional information about the "10-Minute Walk Program" can be found at: <https://www.tpl.org>.

### 1.2.3 TREE EQUITY

A Tree Equity Score is a method used by cities to evaluate how effectively they are providing fair access to tree canopy coverage for all residents. This score uses a combination of factors, such as the need for tree canopy coverage and the priority for planting trees in urban neighborhoods (which are defined by Census Block Groups). It is based on data related to tree canopy coverage, climate, demographics, and socioeconomics.

The score is calculated at the neighborhood (block) level and then aggregated to the municipal level to provide an overall assessment of the city's performance in delivering equitable tree canopy coverage.

The City of Eastvale currently has a tree equity score of 81. Of the 26 block groups in Beaumont:

- 1 has a tree equity score of 100.
- 18 have a tree equity score below 80.
- The lowest tree equity score for any block group is 73.

## TREE EQUITY SCORE: 81

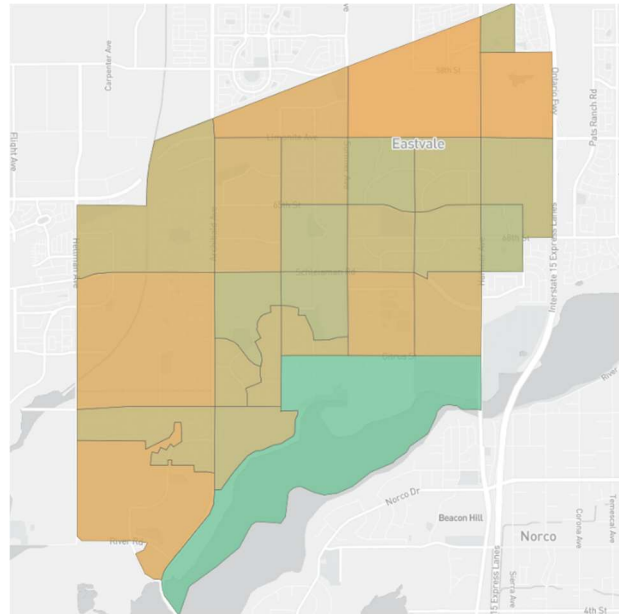


Figure 3: Eastvale Tree Equity



Additional information regarding tree equity can be found at <https://www.treeequityscore.org/>

## 1.3 DEMOGRAPHICS

The Demographic Analysis is a report that examines the characteristics of the population in the City including age segments, race, ethnicity, and income levels. It covers the entire population of the City and uses historical patterns to make future projections. It is possible that unforeseen circumstances during or after the time of the analysis could impact the validity of these projections.

### 1.3.1 METHODOLOGY

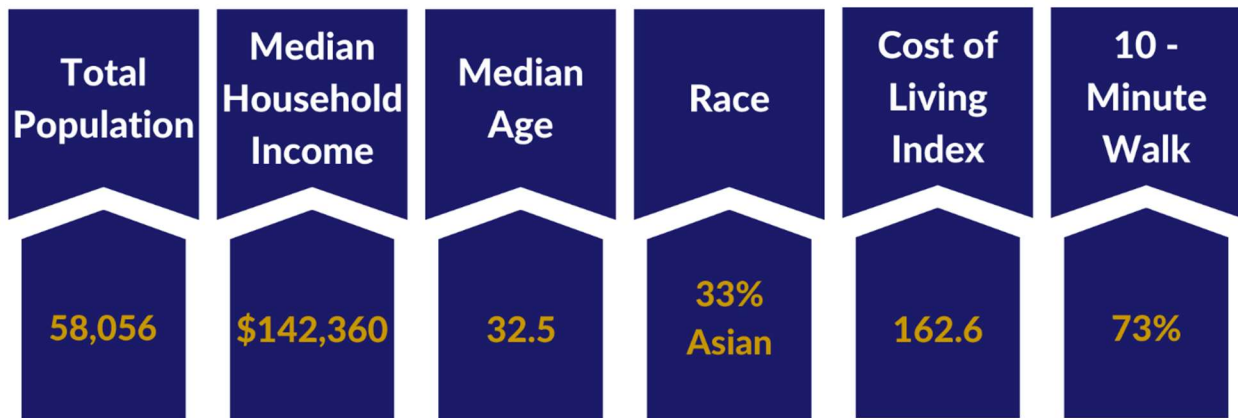


Figure 4: Demographic Overview

The analysis used demographic data from two sources: the U.S. Census Bureau and Environmental Systems Research Institute, Inc. (ESRI), a research and development organization specializing in Geographical Information Systems and population projections. The data was obtained in July 2023 and reflects the actual numbers reported in the 2020 Census and information available as of July 2023. ESRI used this data to estimate the current population in 2023, as well as a 5-year projection for 2028. The consulting team used straight-line linear regression to forecast demographic characteristics for 10 and 15-year projections in 2033 and 2038.



## DEMOGRAPHIC ANALYSIS BOUNDARY

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The JCSD boundaries shown below were used for the demographic analysis.

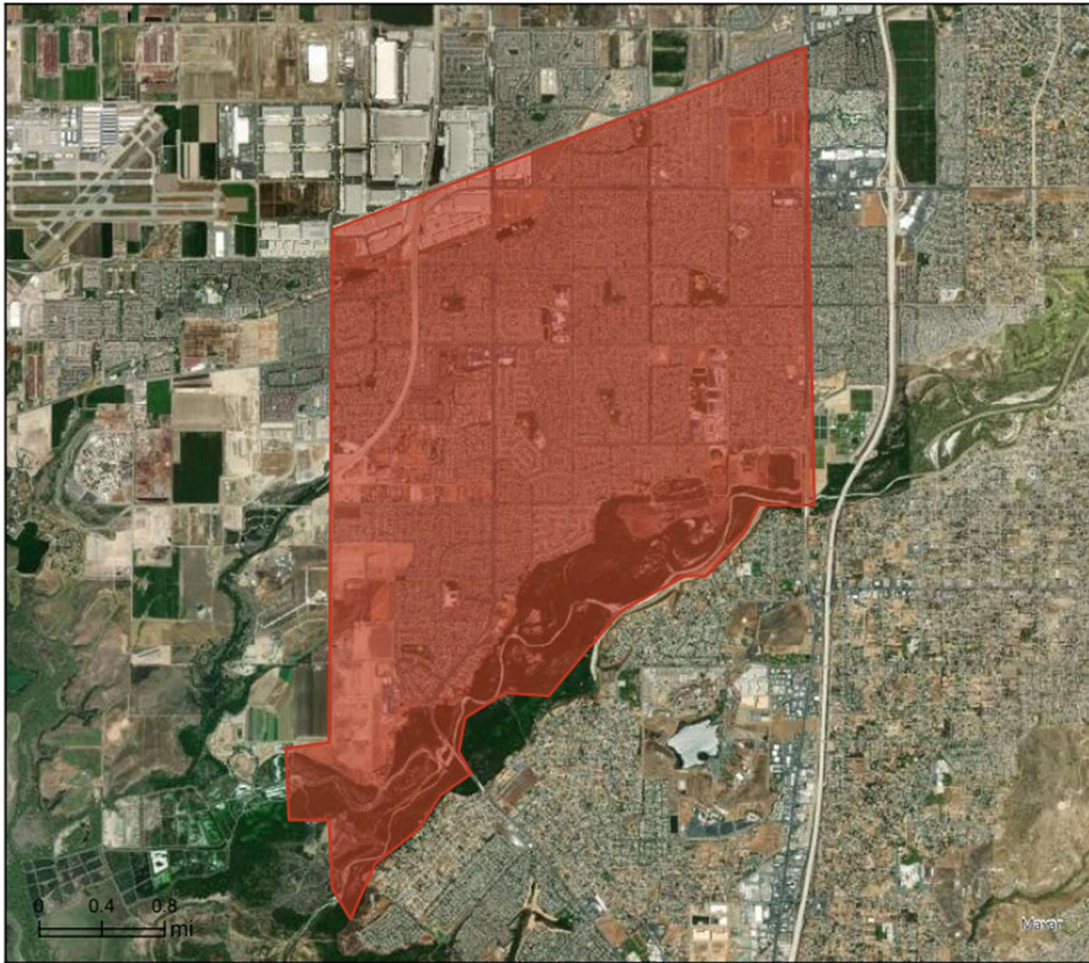


Figure 5: JCSD Boundary Map

### 1.3.2 CITY POPULACE

The population of the Jurupa Community Services JCSD has been growing steadily over the past decades, from 43,439 in the 2010 Census to an estimated 58,828 in 2023. Growth rates have varied, with a significant annual increase of 3.36% between 2010 and 2020, slowing down to 0.66% between 2020 and 2023, and then further declining to 0.27% by 2028.

However, the growth rate is expected to rise again, hitting 2.51% by 2033 and then reducing slightly to 1.42% by 2038. These projections anticipate the total population to reach 59,610 by 2028, then significantly jump to 67,087 by 2033, and ultimately reach 71,833 by 2038.

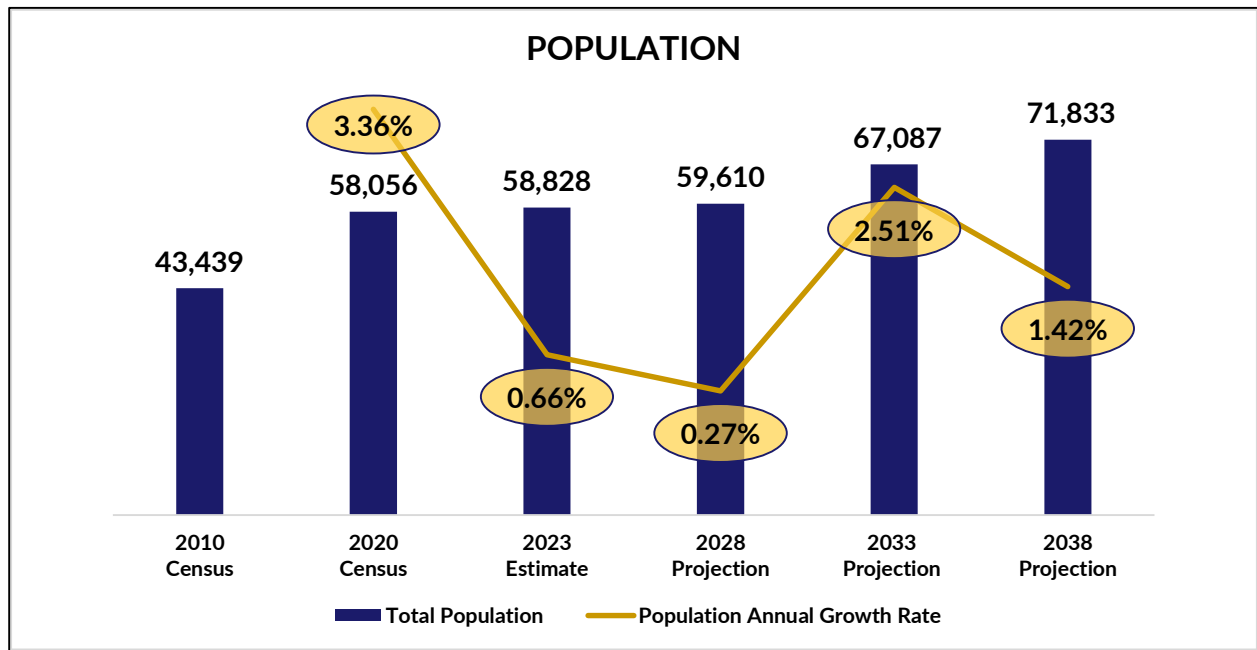


Figure 6: Population projections

### 1.3.3 AGE

JCSD's median age is 33.8 years which is over five years lower than the national median of 39.1, making it a very young population.



In the 2010 Census, 33% of the population was aged 0-17, which is expected to slightly decrease to 31% by 2038. The 18-34 age segment constituted 24% of the population in 2010 and is projected to decline slightly to 22% by 2038.

The 35-54 age group has remained steady at 31-32% throughout. The 55-74 age group saw a slight increase from 10% in 2010 to an estimated 13% in 2038. The 75+ age group has remained relatively stable at 2% throughout all the years. This demonstrates a modest shift towards an older demographic in the community.

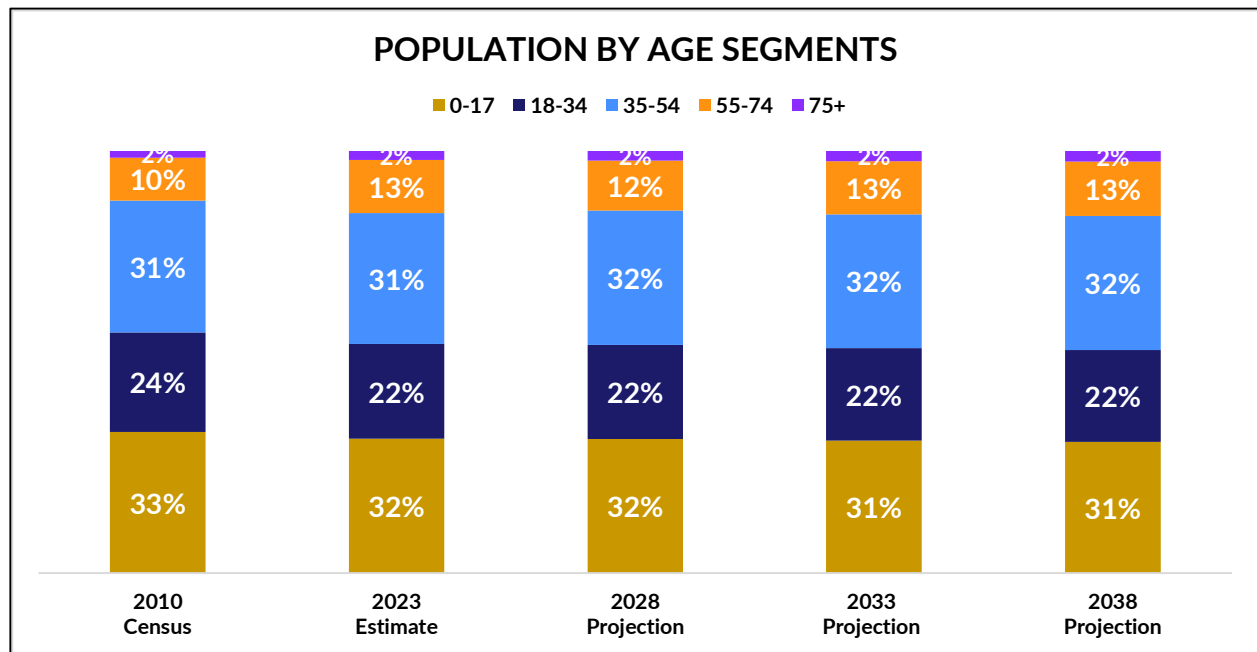


Figure 7: Population by age segments

### 1.3.4 RACE & ETHNICITY

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#### RACE AND ETHNICITY DEFINITIONS

The minimum categories for data on race and ethnicity for Federal statistics, program administrative reporting, and civil rights compliance reporting are defined below. The Census 2020 data on race are not directly comparable with data from the 2010 Census and earlier censuses; therefore, caution must be used when interpreting changes in the racial composition of the US population over time. The latest (Census 2020) definitions and nomenclature are used within this analysis.

- **American Indian** – This includes a person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment
- **Asian** – This includes a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam
- **Black or African American** – This includes a person having origins in any of the black racial groups of Africa
- **Native Hawaiian or Other Pacific Islander** – This includes a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands
- **White** – This includes a person having origins in any of the original peoples of Europe, the Middle East, or North Africa
- **Hispanic or Latino** – This is an ethnic distinction, a subset of a race as defined by the Federal Government; this includes a person of Mexican, Puerto Rican, Cuban, South or Central American, or other Spanish culture or origin, regardless of race

Census states that the race and ethnicity categories generally reflect social definitions in the U.S. and are not an attempt to define race and ethnicity biologically, anthropologically, or genetically. We recognize that the race and ethnicity categories include racial, ethnic, and national origins and sociocultural groups.”

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



## RACE AND ETHNICITY

The race and ethnicity profile of the Jurupa Community Services JCSD shows significant changes over time. The White Alone category decreased from 42% in the 2010 Census to an estimated 15% by 2038. The Black Alone category remains relatively stable, hovering around 8-9%. The American Indian category remains consistent at 1%. The Asian demographic shows a significant increase from 26% in 2010 to a projected 38% by 2038. Pacific Islander representation remains at 0% throughout. The category of Some Other Race shows slight fluctuations but remains around 14-16%. The Two or More Races category shows the most substantial increase, from 5% in 2010 to a projected 24% by 2038, reflecting an increasingly diverse community.

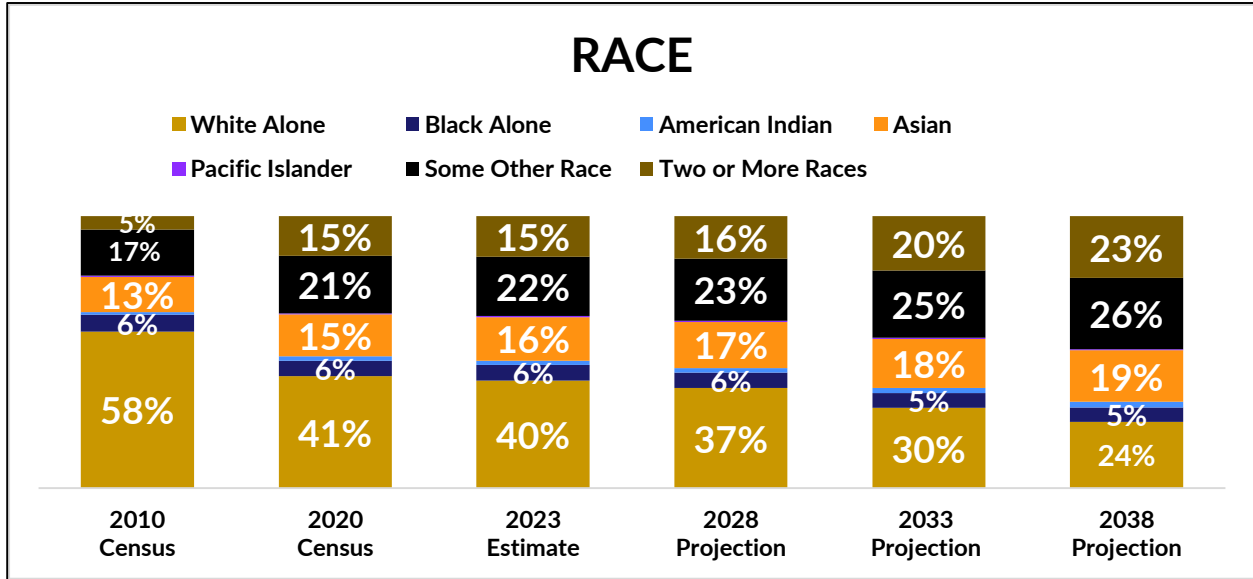


Figure 8: Projections by race

The JCSD's population was evaluated based on Hispanic/Latino ethnicity, which the Census Bureau views as separate from race. It is worth noting that individuals who identify as Hispanic/Latino may also belong to any of the racial categories mentioned earlier.

The representation of Hispanic or Latino individuals in the Jurupa Community Services JCSD has slightly varied over time. As per the 2010 Census, 39% of the population identified as Hispanic or Latino.

This percentage decreased to 35% in the 2020 Census and is projected to increase slightly to 36% in 2023 and maintain a consistent representation of 36-37% through to 2038. This indicates a relatively stable Hispanic/Latino presence in the community over these years.

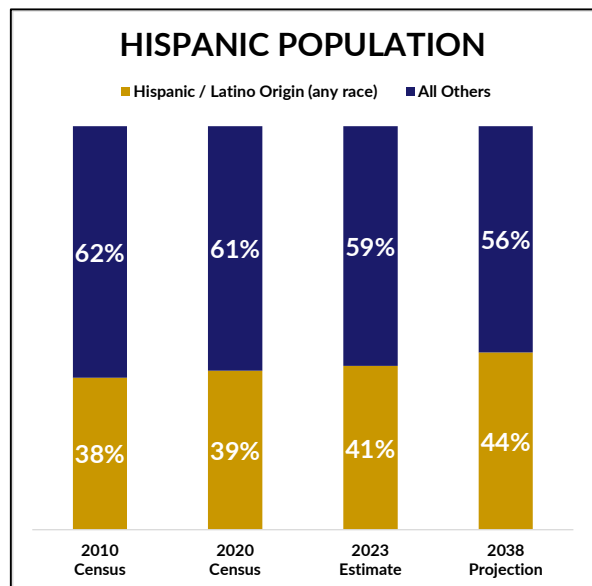


Figure 9: Projections by Hispanic/Latino origin



### 1.3.5 INCOME



Per capita income is the income earned by each individual, whereas median household income represents the total income of everyone in a household who is over sixteen years old.

The per capita income in the JCSD is \$43,901, slightly less than California's \$45,201, but higher than the national average of \$40,363.

In terms of median household income, the JCSD stands at \$142,360, which is notably higher than California's median of \$89,455 and far exceeds the national median of \$72,414. This suggests that the JCSD is relatively affluent compared to both the state and national averages.

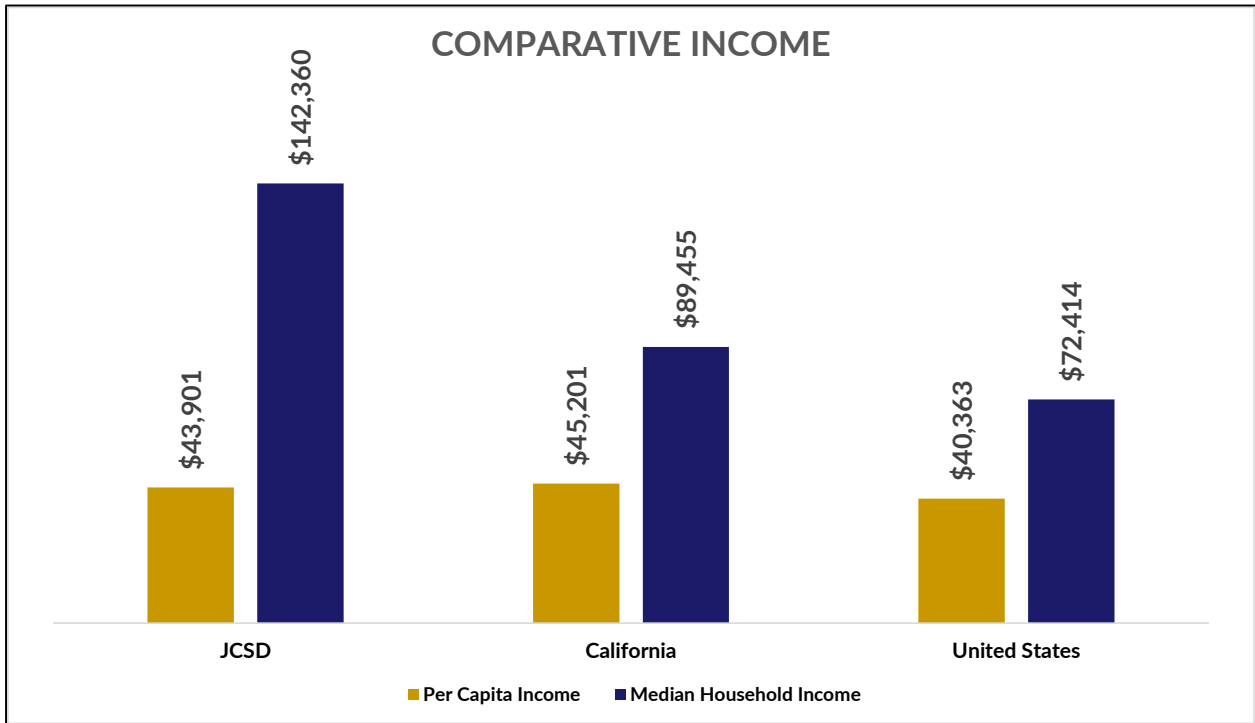


Figure 10: Income comparison

### 1.3.6 AT RISK POPULATION CHARACTERISTICS

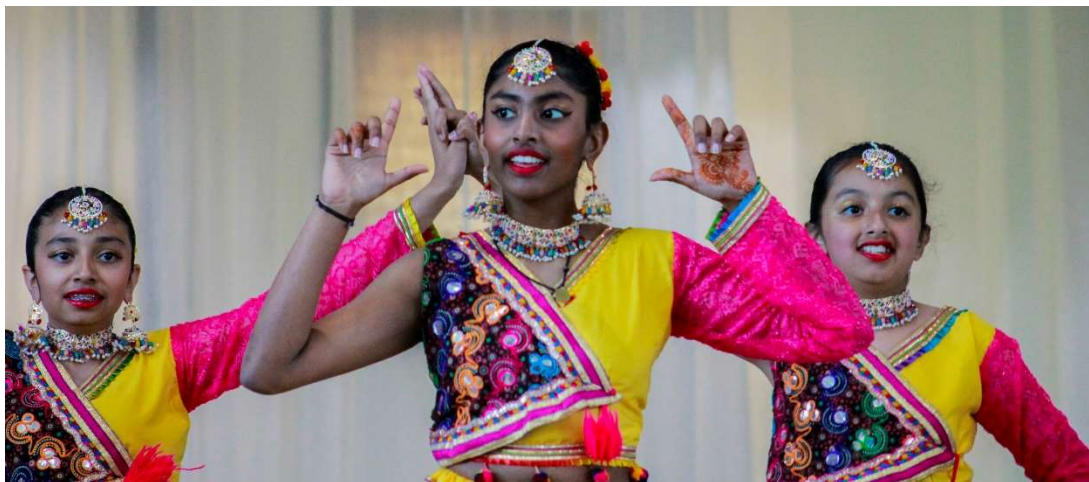
The Census Bureau has outlined five factors that can put communities at risk. These include the presence of foreign-born individuals, people who speak a language other than English at home, persons with disabilities, uninsured individuals, and those living in poverty. The following data compares these factors for the JCSD with the state and national averages.

The foreign-born population in the JCSD is 26.2%, nearly identical to California's 26.5% and significantly higher than the national average of 13.6%. Almost one out of two people speak a language other than English at home in the JCSD (45.7%). This is slightly higher than California's 43.9% and more than double the national average of 21.7%. The JCSD has a lower rate of individuals with a disability (6.0%) compared to both California (6.8%) and the national average (8.7%).

The population without health insurance in the JCSD is significantly lower at 4.4% compared to California's 8.1% and the national average of 9.8%. Lastly, the percentage of people living in poverty in the JCSD is significantly lower at 4.3% compared to both California (12.3%) and the national average (11.6%). All of these point to a diverse, multilingual and multicultural population that exhibits higher than average socio-economic characteristics.

2023 Demographic Comparison		JCSD	California	United States
At Risk Population Characteristics	Foreign Born	26.2%	26.5%	13.6%
	Language other Than English Spoken at Home	45.7%	43.9%	21.7%
	With a Disability	6.0%	6.8%	8.7%
	No Health Insurance	4.4%	8.1%	9.8%
	Persons in Poverty	4.3%	12.3%	11.6%

Figure 11: At-risk demographic comparisons



## 1.4 RECREATIONAL TRENDS

The Trends Analysis offers insights into recreational trends at the national, regional, and local levels, as well as recreational interests segmented by age. This analysis utilizes data on trends sourced from the Sports & Fitness Industry Association (SFIA), the National Recreation and Park Association (NRPA), and Environmental Systems Research Institute, Inc. (ESRI). The trends data used in this analysis is based on participation rates that are current or historical and NRPA Park Metrics.

### 1.4.1 LOCAL SPORT AND LEISURE MARKET POTENTIAL

ESRI provided the following charts depicting sports and leisure market potential data for Vista residents. The Market Potential Index (MPI) is utilized to measure probable demand for a product or service within defined service areas. MPI scores display the likelihood that an adult resident will partake in certain activities when compared to the national U.S. average. The activities that residents participate in do not necessarily have to be within the city's boundaries. The national average is set at 100, so scores below 100 indicate lower-than-average participation rates, while scores above 100 indicate higher-than-average participation rates. The service area is evaluated against the national average across four categories: general sports, fitness, outdoor activity, and commercial recreation.

It is important to note that MPI metrics represent only one data point used to help determine community trends. Programmatic decisions should not be solely based on MPI metrics.

The following charts compare MPI scores for 46 sport and leisure activities prevalent for residents in the City. The activities are grouped by type and listed in descending order, from highest to lowest MPI score. Index numbers of 100 or higher hold significance as they indicate a greater likelihood that residents within service areas will actively participate in those JCSD offerings. Conversely, below-average MPI scores suggest lower levels of participation in specific activities.



## GENERAL SPORTS MARKET POTENTIAL

JCSD shows a notably active community, with the likelihood of participating in most sports surpassing the national average. Volleyball (149) and Basketball (148) emerge as the most participated sports, significantly exceeding the national average. Golf (142) and Tennis (136) follow, also demonstrating above-average engagement. Soccer (117), Football (115), and Baseball (111) reflect modestly higher participation compared to the national norm.



However, Softball (89) registers a lower-than-average likeliness to participate. Overall, this data underscores a dynamic and sports-engaged community in JCSD, broadly exceeding the participation levels seen across the United States.

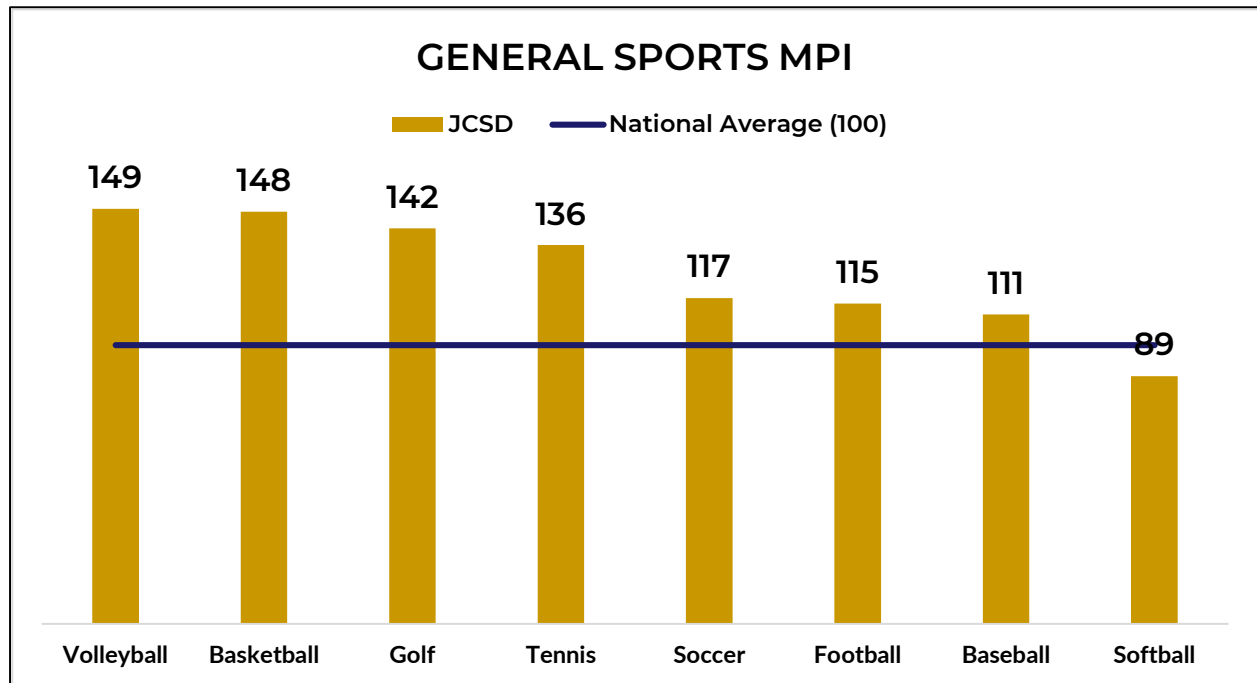


Figure 12: General Sports MPI

**FITNESS**



The community shows a remarkable inclination towards Pilates (156), which is significantly more popular than in the average American population. Jogging/Running (139) and Yoga (132) Weight Lifting (132) and Zumba (125), Aerobics (123) and Swimming (116) all enjoy an above-average likelihood of participation compared to national averages. Even Walking for Exercise (113), which shows the lowest comparative rate, still surpasses the national average in terms of likely participation. Overall, these figures reflect a JCSD community that has a higher likelihood to engage in these fitness

activities compared to the average American population.

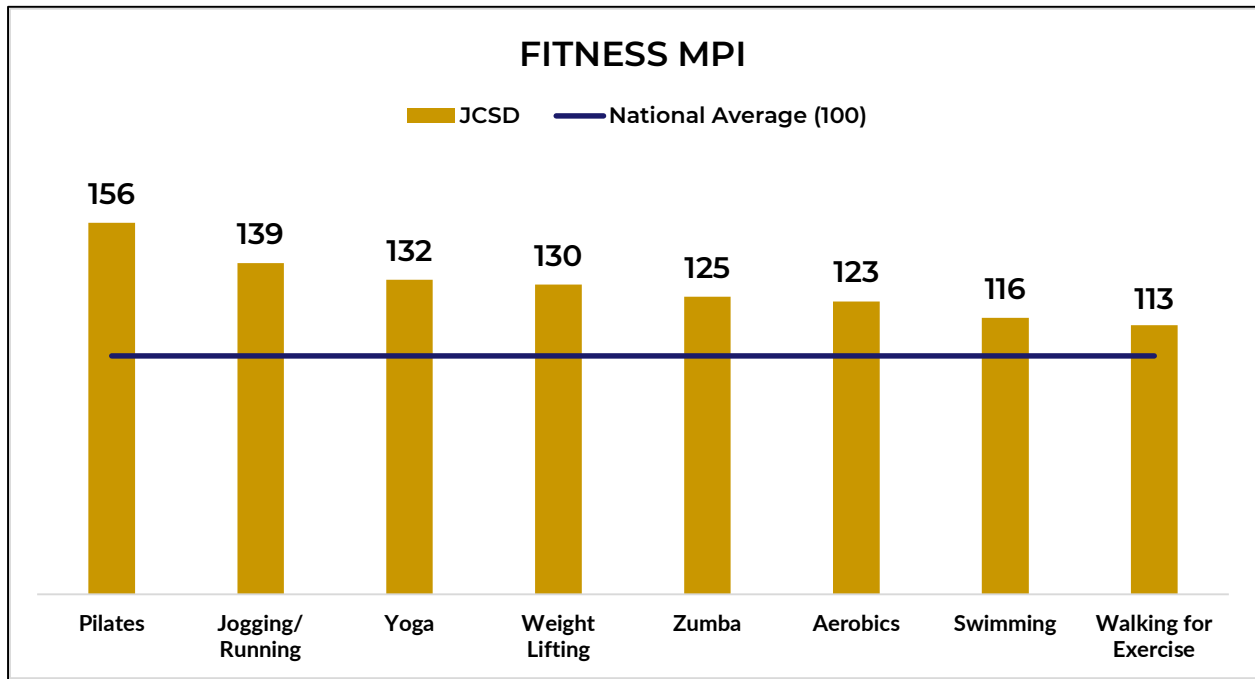


Figure 13: Fitness MPI

## OUTDOOR ACTIVITY

Mountain Bicycling (164) is the most popular activity, with a participation rate significantly surpassing the national average. Other activities, such as Rock Climbing (135), Archery (127), Road Bicycling (125), and Hiking (124), also have a higher-than-average participation rate.

Backpacking (113) and Canoeing/Kayaking (109) also exceed the national average, albeit by a smaller margin. Salt Water Fishing (103) just surpasses the national average, while Horseback Riding (98) falls slightly below. Fresh Water Fishing (92) is the least popular among the activities, with a rate below the national average. Overall, the data indicates a community that seems to love a wide variety of outdoor and adventure-based activities.

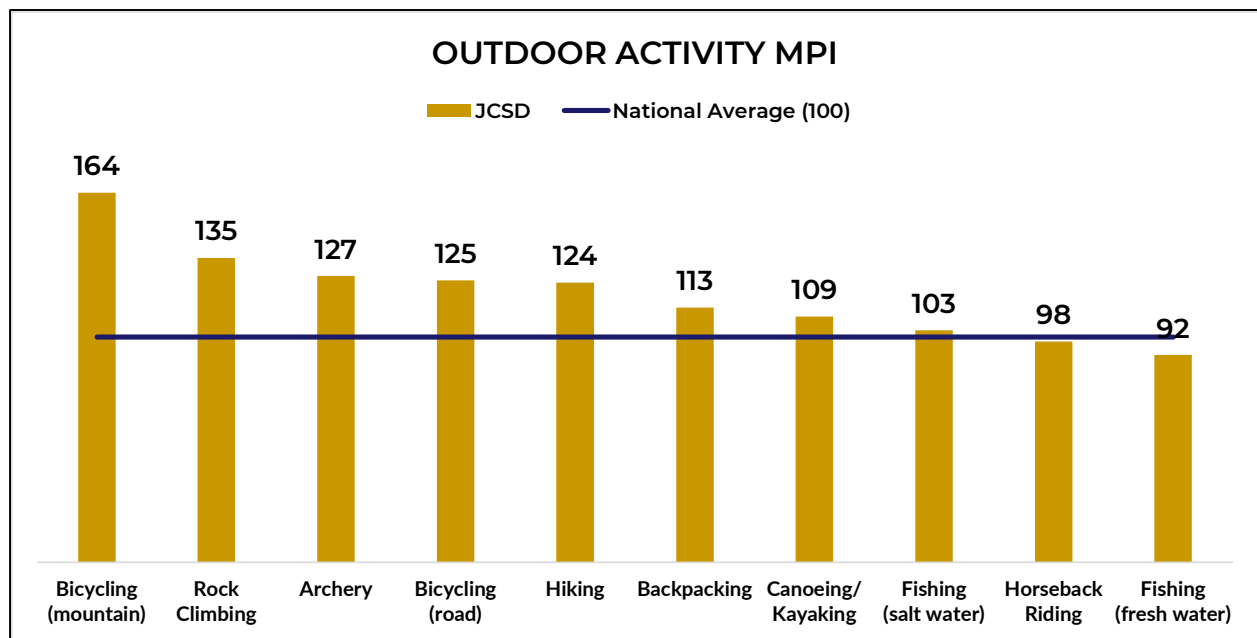


Figure 14: Outdoor Activity MPI

## COMMERCIAL RECREATION

Most notable in commercial recreation is the likelihood of residents to spend \$250+ on sports/recreation equipment (141). Spent \$100-249 (111) and Spent \$1-99 were also above national averages, indicating a community willing to spend money on recreation goods and services.

All other commercial recreation activities were above the national average except for painting/drawing/sculpting (84) and Birdwatching (71).

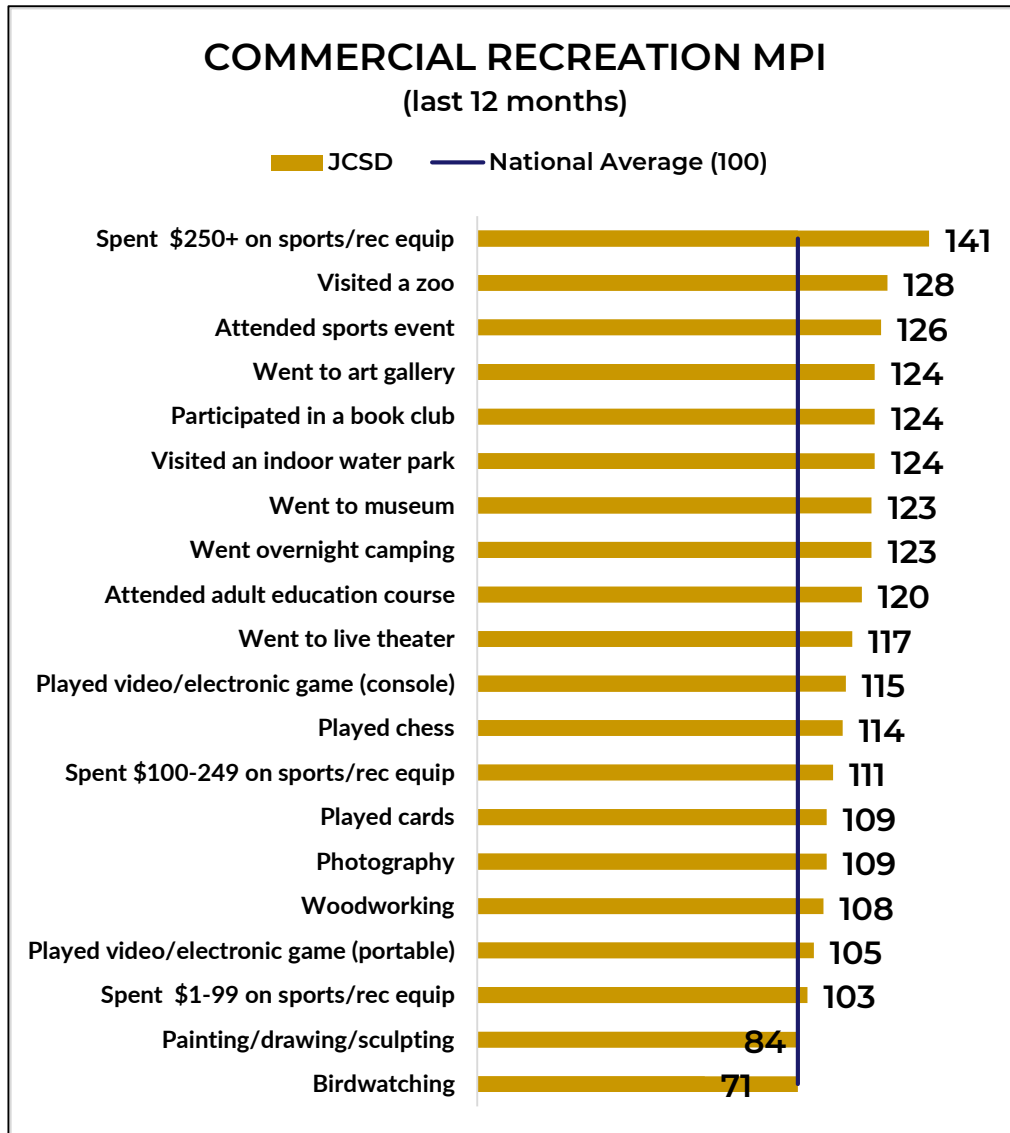


Figure 15: Commercial Recreation MPI



## 1.4.2 NATIONAL PARTICIPATION

### FITNESS TRENDS

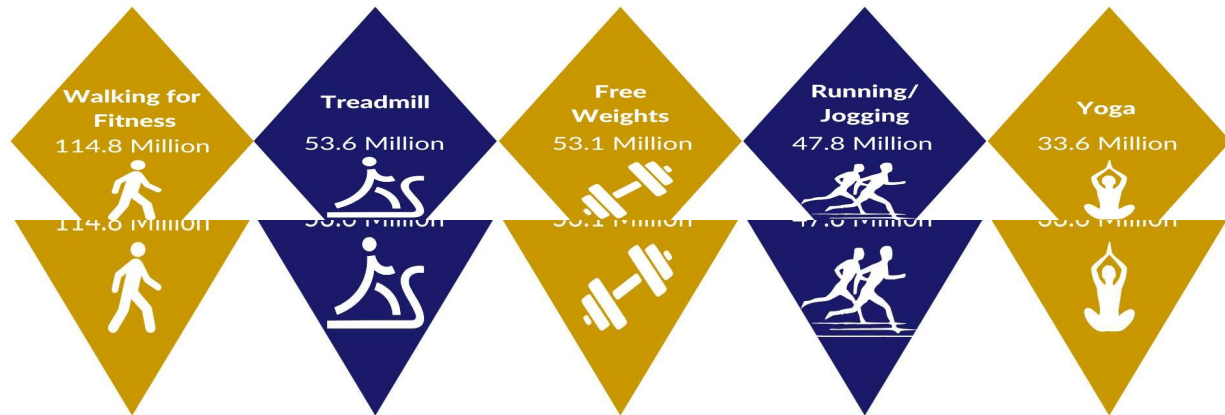


Figure 16: Top national fitness activities by participation

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

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

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

FITNESS PARTICIPANTS										
	2019	2020	2021	2022	1-year change	3-year change				
Walking for Fitness	111,439	114,044	115,814	114,759	-0.9%	3.0%				
Treadmill	56,823	49,832	53,627	53,589	-0.1%	-5.7%				
Free Weights (Dumbbells/Hand Weights)	51,450	53,256	52,636	53,140	1.0%	3.3%				
Running/Jogging	50,052	50,652	48,977	47,816	-2.4%	-4.5%				
Yoga	30,456	32,808	34,347	33,636	-2.1%	10.4%				
Stationary Cycling (Recumbent/Upright)	37,085	31,287	32,453	32,102	-1.1%	-13.4%				
Weight/Resistance Machines	36,181	30,651	30,577	30,010	-1.9%	-17.1%				
Free Weights (Barbell)	28,379	28,790	28,243	28,678	1.5%	1.1%				
Elliptical Motion/Cross-Trainer	33,056	27,920	27,618	27,051	-2.1%	-18.2%				
Swimming for Fitness	28,219	25,666	25,620	26,272	2.5%	-6.9%				
Dance, Step & Other Choreographed Exercise to Music	23,957	25,160	24,752	25,163	1.7%	5.0%				
Bodyweight Exercise & Accessory-Assisted Training	23,504	22,845	22,629	22,034	-2.6%	-6.3%				
High Impact/Intensity Training	22,044	22,487	21,973	21,821	-0.7%	-1.0%				
Kettlebells	12,857	13,576	13,557	13,694	1.0%	6.5%				
Rowing Machine	12,809	11,694	11,586	11,893	2.6%	-7.2%				
Stair-Climbing Machine	15,359	11,261	11,786	11,677	-0.9%	-24.0%				
Aquatic Exercise	11,189	10,954	10,400	10,676	2.6%	-4.6%				
Pilates Training	9,243	9,905	9,745	10,311	5.8%	11.6%				
Cross-Training Style Workouts	13,542	9,179	9,764	9,248	-5.3%	-31.7%				
Stationary Cycling (Group)	9,930	6,054	5,939	6,268	5.5%	-36.9%				
Cardio Kickboxing	7,026	5,295	5,099	5,531	8.5%	-21.3%				
Boot Camp Style Training	6,830	4,969	5,169	5,192	0.4%	-24.0%				
Barre	3,665	3,579	3,659	3,803	3.9%	3.8%				
Tai Chi	3,793	3,300	3,393	3,394	0.0%	-10.5%				
NOTE: Participation numbers are in 000's for the US population ages 6 and over										
<b>Legend:</b> <table border="0"> <tr> <td style="background-color: #90EE90;">Large Increase (greater than 10%)</td> <td style="background-color: #90EE90;">Moderate Increase (0% to 10%)</td> <td style="background-color: #FFFF00;">Moderate Decrease (0% to -10%)</td> <td style="background-color: #FF0000;">Large Decrease (less than -10%)</td> </tr> </table>							Large Increase (greater than 10%)	Moderate Increase (0% to 10%)	Moderate Decrease (0% to -10%)	Large Decrease (less than -10%)
Large Increase (greater than 10%)	Moderate Increase (0% to 10%)	Moderate Decrease (0% to -10%)	Large Decrease (less than -10%)							

Figure 17: National fitness participation

## TEAM SPORTS TRENDS

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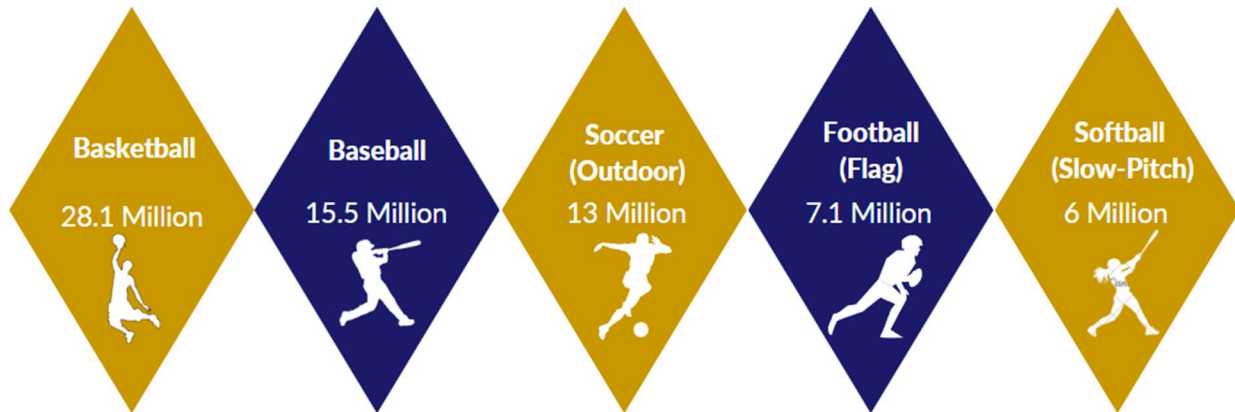


Figure 18: Top national team sport activities by participation

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

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

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

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

NOTE: Participation numbers are in 000's for the US population ages 6 and over

Legend:	Large Increase (greater than 10%)	Moderate Increase (0% to 10%)	Moderate Decrease (0% to -10%)	Large Decrease (less than -10%)
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Figure 19: National team sports participation

## INDIVIDUAL ACTIVITY TRENDS

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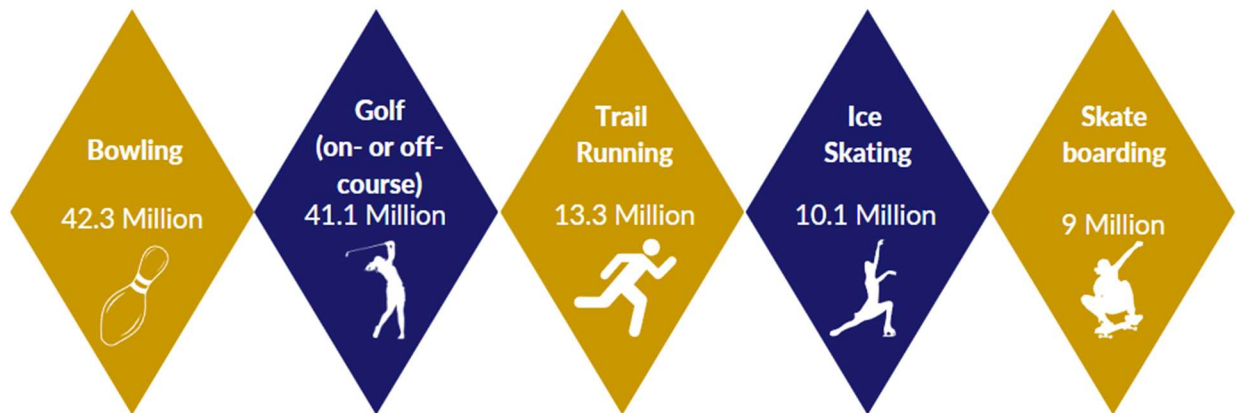


Figure 20: Top national individual activities by participation

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

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

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

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

NOTE: Participation numbers are in 000's for the US population ages 6 and over

**Legend:**

Large Increase  
(greater than 10%)

Moderate Increase  
(0% to 10%)

Moderate Decrease  
(0% to -10%)

Large Decrease  
(less than -10%)

Figure 21: National individual activity participation

## OUTDOOR ACTIVITY TRENDS

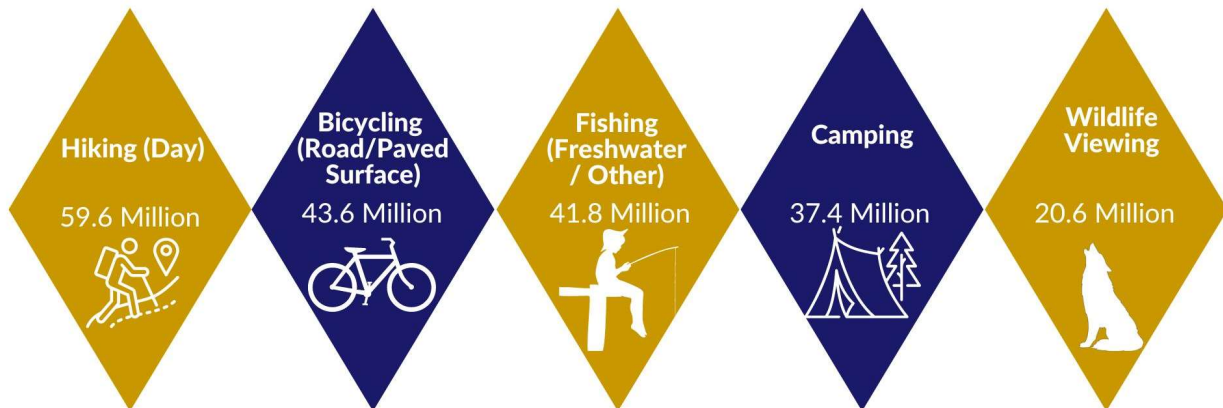


Figure 22: Top national outdoor activities by participation

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

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

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

NOTE: Participation numbers are in 000's for the US population ages 6 and over

Legend:	Large Increase (greater than 10%)	Moderate Increase (0% to 10%)	Moderate Decrease (0% to -10%)	Large Decrease (less than -10%)
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Figure 23: National outdoor activity participation



## RACQUET SPORT TRENDS

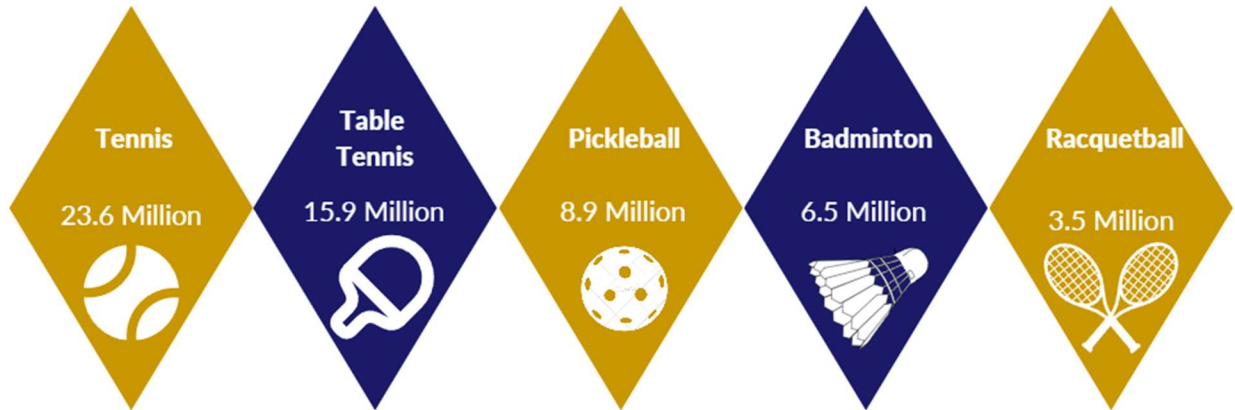


Figure 24: Top national racquet sports by participation

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

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

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

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

NOTE: Participation numbers are in 000's for the US population ages 6 and over

Legend:	Large Increase (greater than 10%)	Moderate Increase (0% to 10%)	Moderate Decrease (0% to -10%)	Large Decrease (less than -10%)
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Figure 25: National racquet sport participation



## WATER ACTIVITY TRENDS

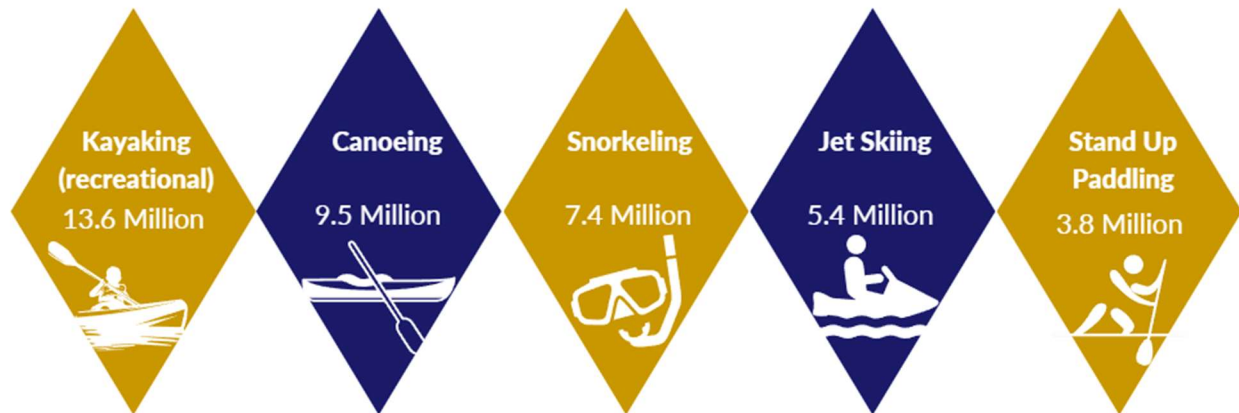


Figure 26: Top national water activities by participation

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

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

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

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

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

NOTE: Participation numbers are in 000's for the US population ages 6 and over

Legend:	Large Increase (greater than 10%)	Moderate Increase (0% to 10%)	Moderate Decrease (0% to -10%)	Large Decrease (less than -10%)

Figure 27: National water activity participation

### 1.4.3 TRENDS SUMMARY

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

## 1.5 KEY TAKEAWAYS

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### 1.5.1 LIVABILITY AND ACCESS

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**Affordability:** The data for JCSD reveal a community with a higher cost of living and median household income than the national average, indicating potential affordability issues for lower-income households. However, households with average or above-average income could have a higher disposable income to spend on recreational activities. The residents, due to the high cost of living, might have higher expectations for quality park and recreation services. Possible significant income disparities within the community could impact access to and usage of these services, necessitating a more detailed analysis of income distribution for thorough understanding.

**10-Minute Walk:** With 73% of residents living within a 10-minute walk of a park, Eastvale\* is doing well in terms of park accessibility. However, there may still be opportunities to increase this percentage by creating more green spaces or improving pedestrian infrastructure.

*Note\* 10-minute walk information is only available for city jurisdictions hence Eastvale is used here.*

**Tree Equity:** The Tree Equity Score of 81 suggests that Eastvale\* has room for improvement in providing fair access to tree canopy coverage for all residents. The agency could consider planting more trees, particularly in urban neighborhoods that currently have lower tree equity scores.

*Note\* 10-minute walk information is only available for city jurisdictions hence Eastvale is used here.*

### 1.5.2 DEMOGRAPHICS

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**Population Growth:** With a projected population increase in the coming years, the agency will need to plan for increased levels of service to meet the growing demand for parks and recreational services.

**Age:** The demographics of JCSD are shifting towards a slightly older population, with a decrease in the 0-17 and 18-34 age groups, and an increase in the 35-54 and 55-74 age groups. The agency should consider this change when planning recreation programs and park amenities to ensure they meet the needs of these age groups and offer a true intergenerational and multigenerational offering.

**Race & Ethnicity:** JCSD has a diverse, global and multicultural community. The agency should continue to offer a greater variety of cultural amenities, programs and special events while partnering with various external providers that cater to the diverse preferences and needs of the JCSD community.

**At-Risk Populations:** JCSD has a significant foreign-born population and many residents speak a language other than English at home. The agency should ensure that park and recreation information is available in multiple languages and that programs are inclusive and welcoming to all residents, regardless of their country of origin or first language.

### 1.5.3 LOCAL RECREATIONAL TRENDS

**Local Recreational Trends:** The JCSD community emerges as highly active, with participation rates exceeding the national average in various sports, fitness, and outdoor activities, including volleyball, basketball, Pilates, and mountain biking. Moreover, the community demonstrates a strong willingness to invest in recreational activities, as shown by the high likelihood of spending on sports and recreation equipment.

However, lower interest in activities such as softball, horseback riding, and artistic pursuits may indicate areas for diversification or program improvement.

Altogether, the data portrays an active, outdoors-oriented community that strongly supports recreational initiatives, providing opportunities for future growth and enhancement.

