2020 Thrive Outside Asset Map

The Nonprofit Institute at the University of San Diego

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Overall the population is younger than the broader San Diego Region.
In 2018, the median household income was $58,000 (15% below San Diego region).

**WHO IS PARTICIPATING IN OUTDOOR PROGRAMS?**

An estimated 50,000 youth have been involved in outdoor programs over the past 12 months.

**WHEN AND HOW OFTEN ARE YOUTH ENGAGING IN OUTDOOR PROGRAMS?**

Youth predominantly spend time in outdoor programs during the school day for short periods at a time (half-day or less).

<table>
<thead>
<tr>
<th>Hours Per Year</th>
<th>Most participants spend less than 30 hours in outdoor activities per year (n=57)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 10 hours</td>
<td>46%</td>
</tr>
<tr>
<td>11 to 30 hours</td>
<td>19%</td>
</tr>
<tr>
<td>31 to 50 hours</td>
<td>16%</td>
</tr>
<tr>
<td>51 to 100 hours</td>
<td>5%</td>
</tr>
<tr>
<td>100 to 200 hours</td>
<td>7%</td>
</tr>
<tr>
<td>Greater than 200 hours</td>
<td>7%</td>
</tr>
</tbody>
</table>

**WHERE ARE OUTDOOR PROGRAMS OCCURRING?**

- **District 1 Program Locations**
  - Size of dot reflects the number of programs at each space
  - **87%** of programs occur in District 1
  - Some of these programs also offer activities that occur outside of District 1.
WHAT TYPES OF OUTDOOR ACTIVITIES ARE YOUTH PARTICIPATING IN?

Youth primarily participate in natural history/environmental education or environmental stewardship activities.

- Natural history or environmental education program (guided nature walks, etc.) 83%
- Environmental stewardship (beach cleanups, habitat restoration, etc.) 73%
- Outdoor adventure activity (bicycling, hiking, rafting, rock climbing, surfing, etc.) 67%
- Outdoor activity skills course (junior life guards, first aid course, survival course, etc.) 37%

Programs use a variety of strategies to engage youth:
- 89% use group-based activities
- 88% use expert instruction
- 50% use free play
- 33% use one-on-one mentoring

OUTDOOR PROGRAMS – Younger kids are engaged in structured activities outdoors during the school day for short periods at a time (half-day or less).

Benefits of School Day Programs:
- Provide safe outdoor environments
- Educate youth about natural environments
- Overcome financial, transportation, and family work commitment limitations of many outdoor programs and spaces

GAPS – There are fewer opportunities for:
- children to spend time outdoors in unstructured activities outside of school that allow for exploration and free play
- middle school and high school-aged children to engage in outdoor programs and activities
- families to participate in outdoor programs

ABOUT THE DATA
Survey of 33 organizations representing 65 programs that currently provide outdoor activities to youth in Supervisorial County District 1 (estimated 80% response rate)

Survey was distributed between November 2019 and January 2020