



## RECREATION PROGRAM MATRIX DEFINITIONS

The Recreation Matrix provides an at-a-glance overview of existing recreation opportunities in Palo Alto, the organizations and institutions through which they are offered, and the market segments whose needs are being met by these providers. The City of Palo Alto program areas are drawn from the breakdown of the services provided within Recreation Services and additional program areas capture topics addressed by other Community Services as well as outside providers. The provider is indicated (circles and check marks) if the program area is offered consistently year-round or seasonally, on an annual basis. One-time events or workshops were not considered recreation programs.

### *City of Palo Alto Recreation Program Areas*

**Aquatics** This program area includes swimming pool-based activities: learn to swim classes, training (e.g., lifeguard training), water-based exercise and fitness, as well as swim team and open swim. Programming includes swim lessons for youth and adults as well as water-based exercise classes.

**Camps** for youth and teens are offered during summer and school breaks in addition to day-camps, overnight group camps are offered at Foothills park. Camp programs in Palo Alto include options focused on specific interests, such as fine arts and athletics.

**Crafts and visual interest** programming spans ceramics, drawing, painting, photography and other visual arts. Programming includes classes, workshops and display of all of these artistic forms.

**Health and fitness** programs include aerobics and strength-building classes and activities. Programs include yoga, Tai-Chi, weightlifting, Zumba, and a variety of others.

**Martial arts** encompass many popular styles that range in physical intensity and contact. Programs, often offered by private providers tend to focus on one or a small set of styles and offer classes to a range of age groups from children to adults.

**Outdoor recreation** programs include programs that rely on the natural setting of parks and natural areas. Programs include ranger led hikes, bird watching, cycling, paddling and more. Several outdoor recreation programs also include as environmental education opportunities.

**Performing Arts** includes theater music and dance. Programming includes classes, camps and performances.

**Special events** include family entertainment, festivals, shows and other events.

**Special interest classes** is a broad category that can include nearly any topic of interest that is not organized into a program area on its own. Classes in this category range from cooking to robotics.

**Specialized/therapeutic recreation** are designed to meet the needs of individuals with specific physical or developmental disabilities. Programs range from tennis lessons to social and work skills classes.

**Sports classes** provide instruction to help introduce players to a sport or strengthen skills. This category does not include the organized league play.

**Adult leagues** are sports teams that compete at various levels of skill and intensity in any team or individual sport. Adult programming is split from youth to recognize the distinct facilities and schedules of the different age groups.

**Youth leagues** are the recreational and competitive sports aimed at school-age participants. Leagues currently exist in Palo Alto for swimming, soccer, basketball, football, baseball among other sports.

**Golf programming** includes the classes and private lessons are available for youth and adults through the operator of the golf course. In addition a First Tee program uses golf as a venue to teach life skills.

### *Additional Program Areas*

**Emergency preparedness** refers to classes that train individuals on preparing for an emergency and how to assist their family and neighbors following emergencies. **Lifeguard training** is an intensive certification course to prepare adults and teens as lifeguards.

**Volunteer opportunities** tap into the desire to serve in the community to enhance services, events and facilities. Programs range from youth mentorship and coaching to stewardship of Palo Alto's open lands.

**Environmental programming and education** inform Palo Alto's residents about wildlife and landscapes and natural features in the area and includes ranger led hikes, birding walks, star gazing and more. Environmental programming is often an aspect of youth day camps and adult outdoor recreation.

**Gardening classes** help people develop the skills and knowledge they need to sustain a garden in their own yards or in a community garden.

**Preschool programs** are educational programs with curriculum designed for pre-kindergarten age children.

**Before and after school programs** vary by provider and program and typically include a recreation component, whether it is sports-specific programming or simply space, equipment and encouragement for kids to play.

**Zero-waste/green lifestyle classes** introduce and enhance skills for living a more sustainable life. Existing programs are focused on composting and reducing food waste with a focus on meeting Palo Alto's zero-waste goal by 2021.

**Youth and teen support services** focus on the social and mental health of Palo Alto's youth and teens. These services include programs such as Project Safety Net, Project Cornerstone—a YMCA collaboration— and the City of Palo Alto's new Teen Center.

### *Populations Served*

The populations served in each program area and by each major provider are the market segments of recreation in Palo Alto. These include a range of age groups, people with disabilities and people from diverse cultures. These segments have distinct recreation programming needs given their diverse physical and social preferences and abilities.

**Palo Alto Recreation Programs and Demographic Characteristics**

Provider	City of Palo Alto Recreation Program Areas													Additional Program Areas										Populations Served													
	Aquatics	Camps	Health and Fitness	Martial Arts	Outdoor Recreation	Performing Arts	Special Events	Special Interest Classes	Specialized/Therapeutic Recreation	Sports Classes	Adult Leagues	Youth Leagues	Golf Programming	Crafts and Visual Arts	Emergency Preparedness/First Aid/Lifeguarding training	Volunteer Opportunities	Environmental Programming/Education	Gardening	Preschool Programs	Before/After School Programs	Zero-Waste/Green Lifestyle Classes	Youth and Teen Support Services	Senior Support Services	Family Support Services	Preschool (up to Age 5)	Elementary School Age (6-11)	Middle School Age (12-14)	High School Age (15-18)	Young Adults (19-25)	Adults	Seniors/Older Adults (55+)	People w/ Disabilities	People from Diverse Cultures				
<b>CITY OF PALO ALTO</b>																																					
Recreation Services	●	●	●	●	●	●	●	●	●	●	●*			●	●		●	●				●	●	●	✓	✓	✓	✓		✓	✓	✓					
Art Center						●	●						●													✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Children's Theatre		●				●	●																		✓	✓	✓	✓							✓		
Library							●	●							●										✓	✓	✓	✓		✓	✓				✓		
Junior Museum and Zoo		●			●		●	●							●	●									✓	✓								✓	✓		
Other Departments						●	●	●						●	●	●						●	●	●	✓	✓	✓	✓		✓	✓						
<b>PUBLIC AGENCIES</b>																																					
Public Utilities																	●					●															
Palo Alto School District (including Palo Alto Adult School)			●		●		●				●		●						●							✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓
<b>OTHER PROVIDERS</b>																																					
Abilities United								●																											✓	✓	
Ballet/Dance Studios						●																			✓	✓	✓	✓		✓							
Brad Lozares Golf Shop at Palo Alto Golf Course												●															✓	✓	✓		✓						
Master Gardeners and garden shops																		●																✓			
Equinox (membership gym)	●		●																																✓		
Community Sports Orgnaizations (Little League, Soccer Club, Lacrosse etc.)											●																✓	✓	✓								
Martial Arts Studios				●																							✓	✓	✓		✓						
Oshman Family JCC	●	●	●	●		●	●	●					●	●							●			●	✓	✓	✓	✓		✓			✓		✓		
Palo Alto Family YMCA	●	●	●		●									●							●					✓	✓	✓	✓		✓	✓				✓	
Private Childcare Providers																				●	●				✓	✓											
University Club of Palo Alto	●	●	●																		●					✓	✓	✓		✓							

●=Organization provides or facilitates programming in this area  
 \* Parks and Rec provides Middle School Youth Leagues

✓= Several programs provided for this population in more than one program area

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<b>CITY OF PALO ALTO</b>																									
Recreation Services	●	●	●	●	●	●	●	●	●	●	●	●			●	●		●	●				●	●	●
Art Center						●	●							●											
Children's Theatre		●				●	●																		
Library							●	●								●									
Junior Museum and Zoo		●			●		●	●								●	●								
Other departments						●	●	●						●		●	●				●	●	●	●	
Other Providers	●	●	●	●		●	●	●	●	●	●		●	●	●			●	●	●	●	●	●	●	
Preschool (up to Age 5)	✓	✓	✓						✓	✓									✓						✓
Elementary School Age (6-11)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓			✓			✓		✓		✓	
Middle School Age (12-14)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓			✓			✓		✓		✓	
High School Age (15-18)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓			✓		✓		✓	
Young Adults (19-25)														✓								✓			
Adults	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓			✓			✓	
Seniors/Older Adults (55+)	✓		✓	✓					✓	✓				✓							✓		✓		
People w/ Disabilities			✓						✓	✓															
People from Diverse Cultures								✓																	

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