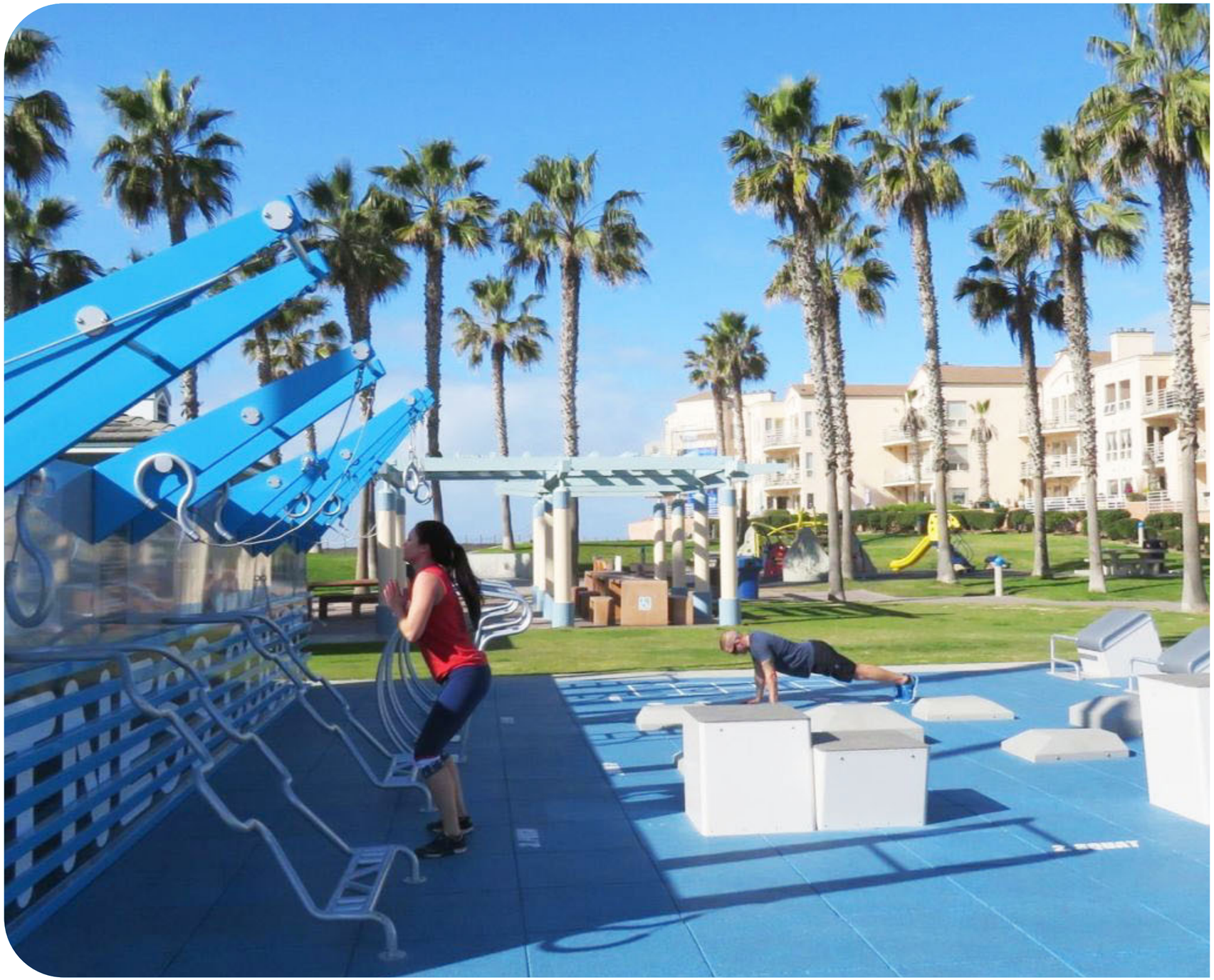


ESCONDIDO CALIFORNIA

2020 MODEL CITY NFC PARTNERSHIP

ESCONDIDO City of Choice

EST. 1979 NATIONAL FITNESS CAMPAIGN FITNESS COURT

ESCONDIDO CALIFORNIA

NFC Partnership: Growth to Impact

A Note from the NFC Team:

The following overview of pedestrian activity for Escondido is presented as part of NFC's services that provide support and guidance for building a healthy city network.

These data sets and resources have now been made available to select over 50 cities and counties who are moving forward with city-wide campaigns and programs.

The following pages represent an excerpt of NFC's Urban Design and Planning services that assist active Campaign Partners in strategic planning efforts to build towards positive health impact in their community. In addition, this work assists communities in pre-qualifying for NFC Grant Funding and is a collaborative process between NFC and Campaign Partners.

Please Note:
These materials are the property of NFC and are made available to qualified candidates who are being considered for funding and or participation in the NFC Model Cities and Healthy Infrastructure program.

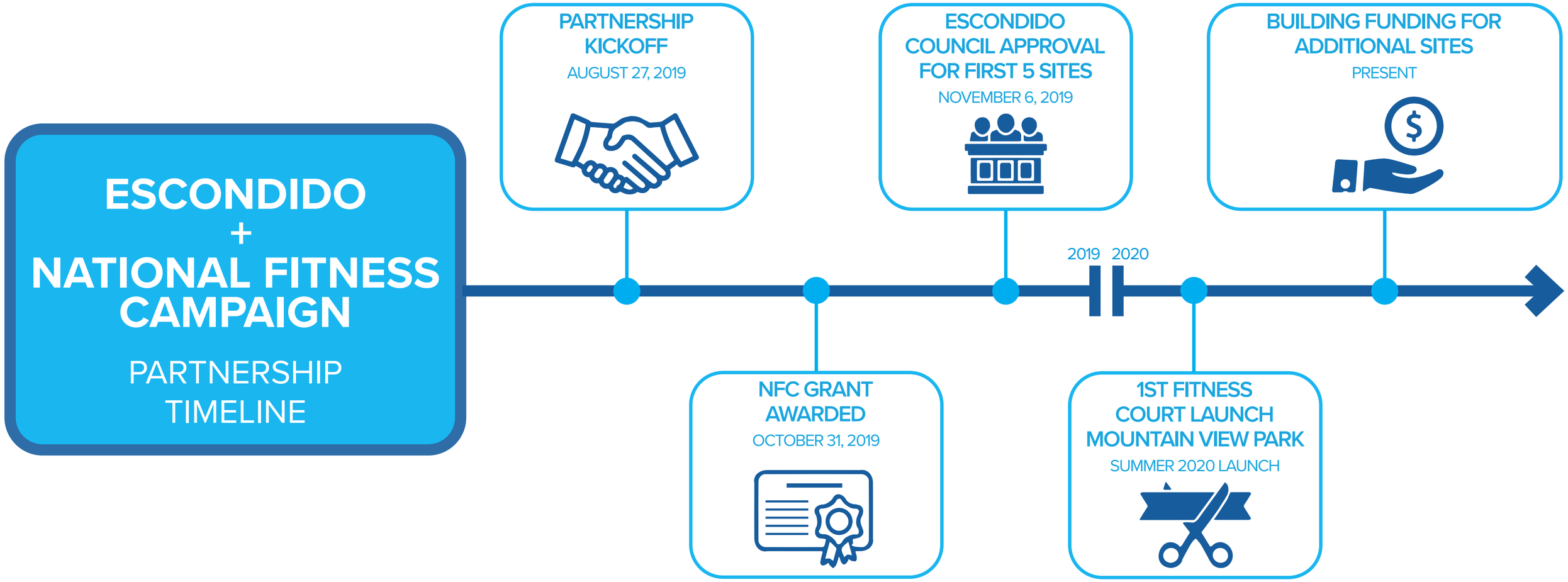
Any reproduction or sharing of these materials is strictly forbidden and use of these materials is for work done in conjunction with NFC and its partners and sponsors.

PARTNERSHIP STATUS: WHERE WE ARE NOW

ESCONDIDO, CALIFORNIA

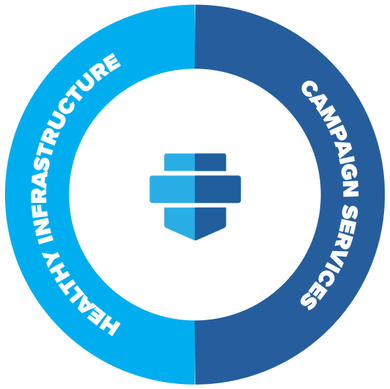
ESCONDIDO + NATIONAL FITNESS CAMPAIGN

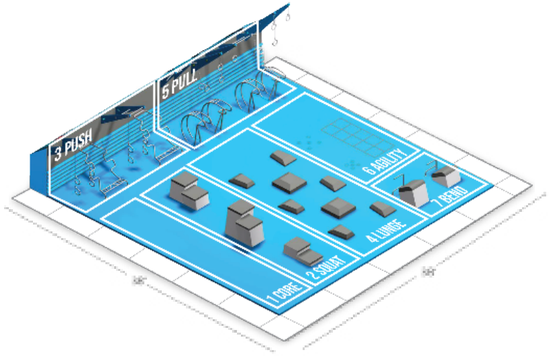
PARTNERSHIP TIMELINE



CAMPAIGN OVERVIEW

HEALTHY INFRASTRUCTURE & CAMPAIGN SERVICES





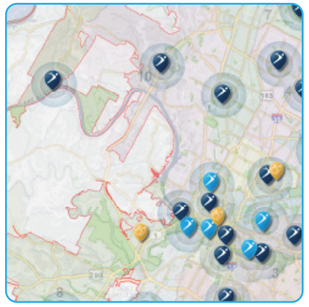
FITNESS COURT

21st Century Healthy Infrastructure

National Fitness Campaign's Fitness Court is the centerpiece to its holistic health and wellness initiative. The Fitness Court is an outdoor bodyweight circuit training center with functional fitness DNA. The best-in-class system provides a full-body workout to adults of all ability levels. With 7 functional fitness zones, the Fitness Court can be used in thousands of ways. The Fitness Court is the world's best outdoor gym!

7 Minutes 7 Movements

STRATEGIC PLANNING STUDIES



Strategic Planning & Feasibility Study, Site Design Consulting

CAMPAIGN SUPPORT

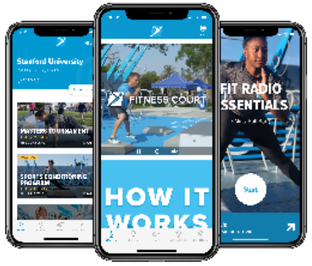
NFC Grant Funding

Sponsor Strategy & Best Practices
National Installation Team & Support

FITNESS COURT APP

DIGITAL OUTDOOR FITNESS CONTENT

Download on the App Store · GET IT ON Google Play



Free App Delivering Programing and Workouts

AMBASSADOR TRAINING

ACE APPROVED NFC Fitness Court Ambassador Training

LAUNCH & PUBLIC RELATIONS

Featured Stories Highlighted through Press and Local Media

FITNESS SEASON 2020

WORLD-CLASS TRAINING

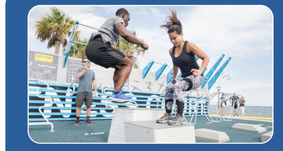
SPRING

World-class training videos will available on the Fitness Court App.

GROUP CLASSES

SUMMER

Bring group training outdoors with community fitness classes.



CHALLENGE SERIES

FALL

The Fitness Season culminates with local, regional and national challenges for residents.

OVER 500 PARTNERS & SPONSORS

NATIONWIDE PARTNERSHIPS

The new campaign is now operating in over 100 cities across America.
By the end of 2021, the program will be thriving in over 250 communities across 40 states.
The Campaign's unique funding model brings partnerships and funding to cities and schools of all sizes.

SAN DIEGO COUNTY: FITNESS COURT NETWORK

ESCONDIDO, CALIFORNIA

ESCONDIDO City of Choice

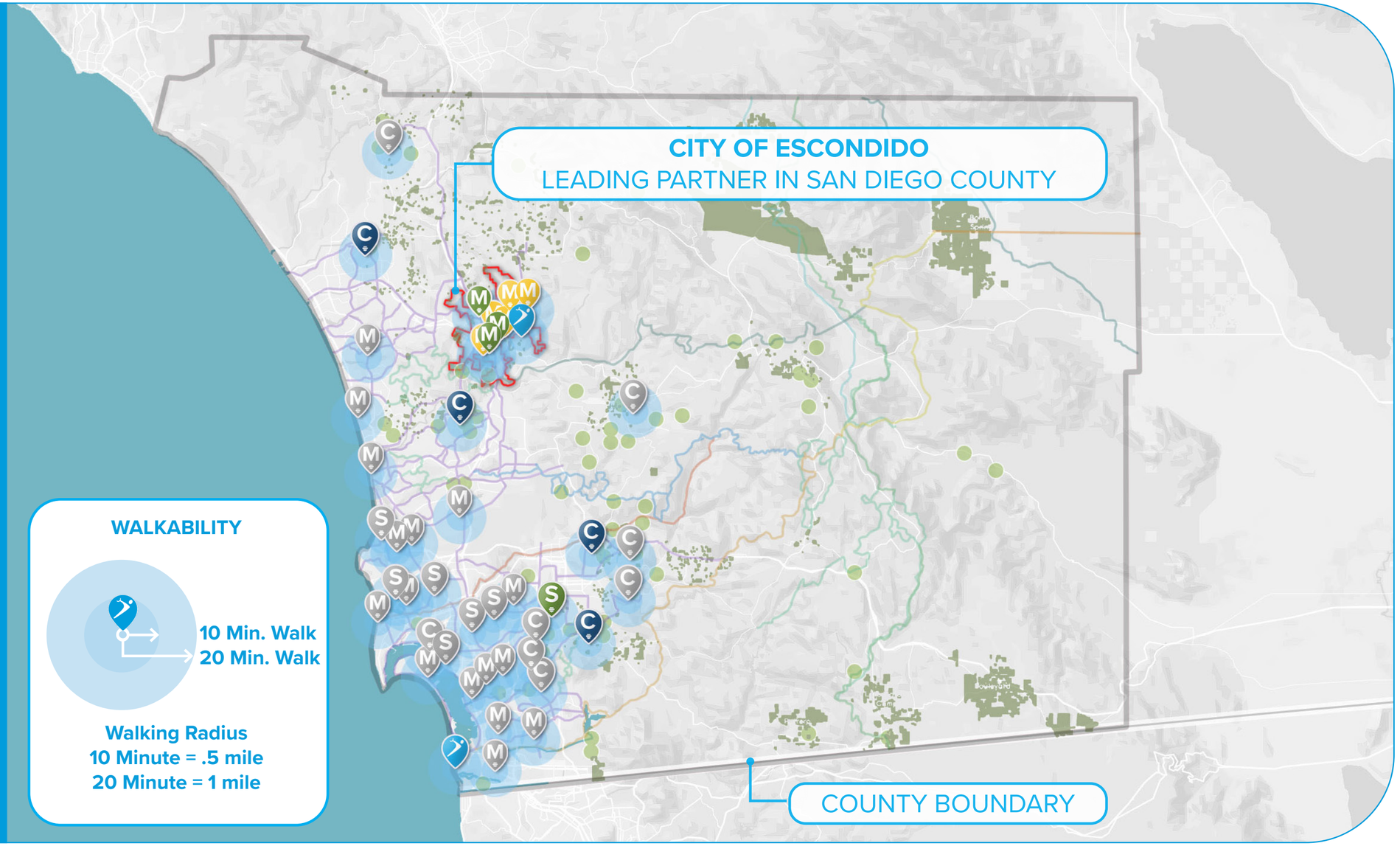
NATIONAL FITNESS CAMPAIGN

SITE OWNERSHIP

- **COUNTY** Owned Site
- **MUNICIPALITY** Owned Site
- **SCHOOL** Owned Site

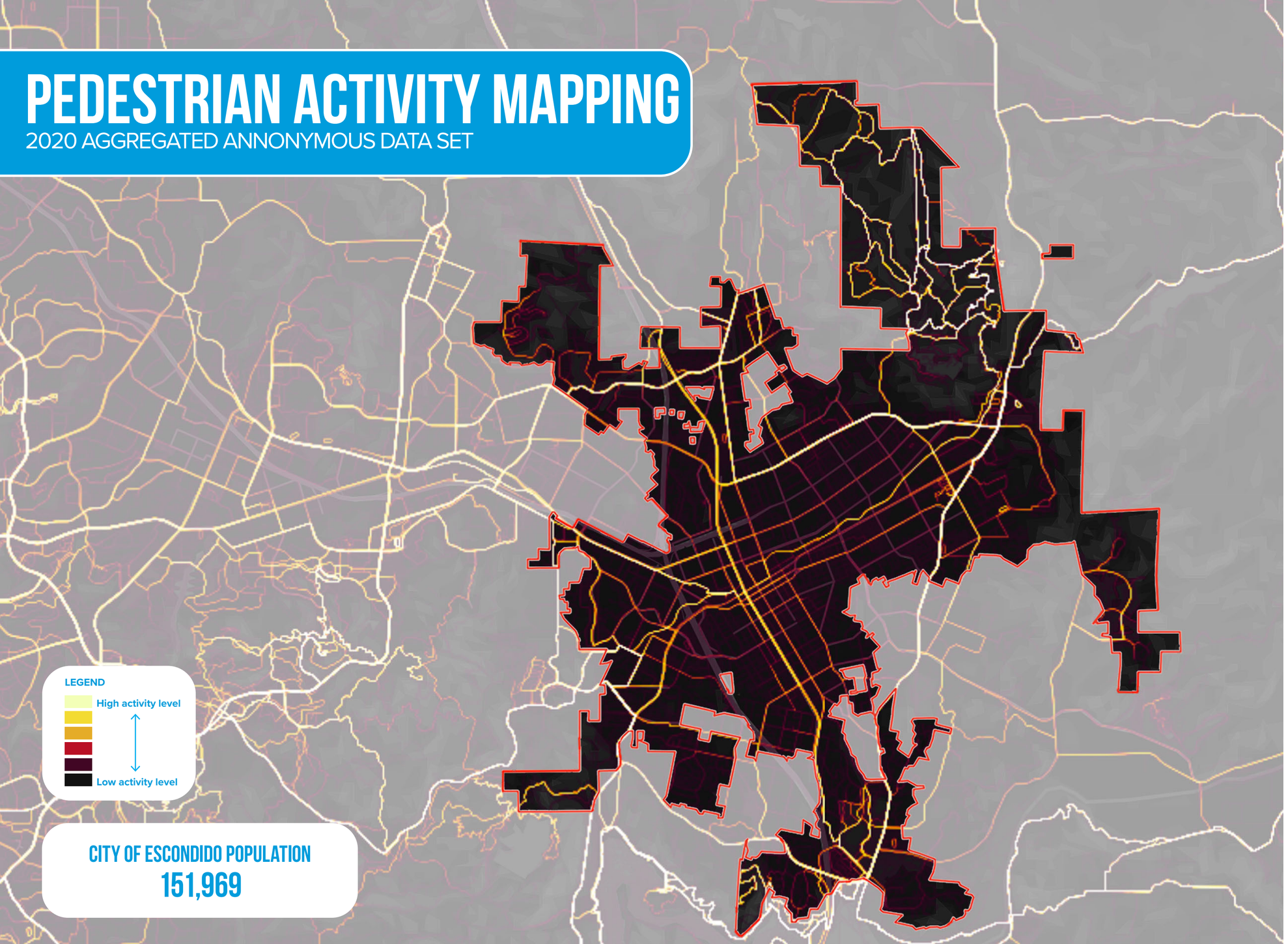
NFC PARTNERSHIP STAGE

- CURRENT FITNESS COURT NETWORK
- NFC GRANT APPROVED SITES
- FUTURE PHASE OPPORTUNITIES
- NFC PHASE 1 IDENTIFIED SITE OPPORTUNITIES
- NFC PRE-APPROVED SITE OPPORTUNITIES



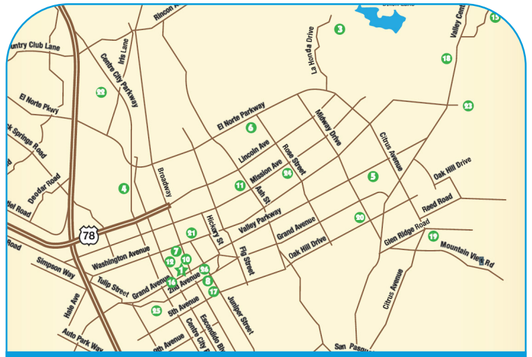
PEDESTRIAN ACTIVITY MAPPING

2020 AGGREGATED ANNONYMOUS DATA SET

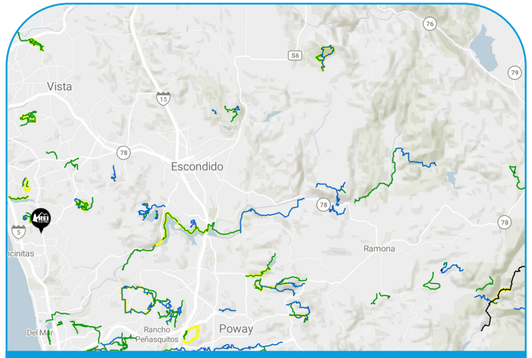


CITY OF ESCONDIDO POPULATION

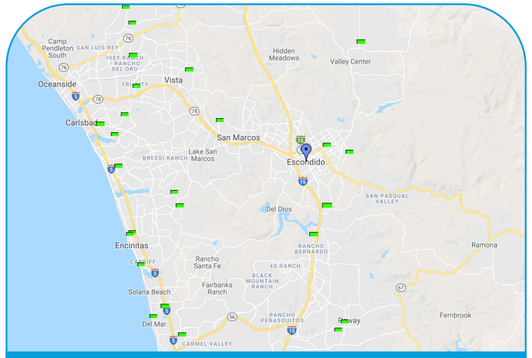
151,969



11 URBAN PARK FACILITIES



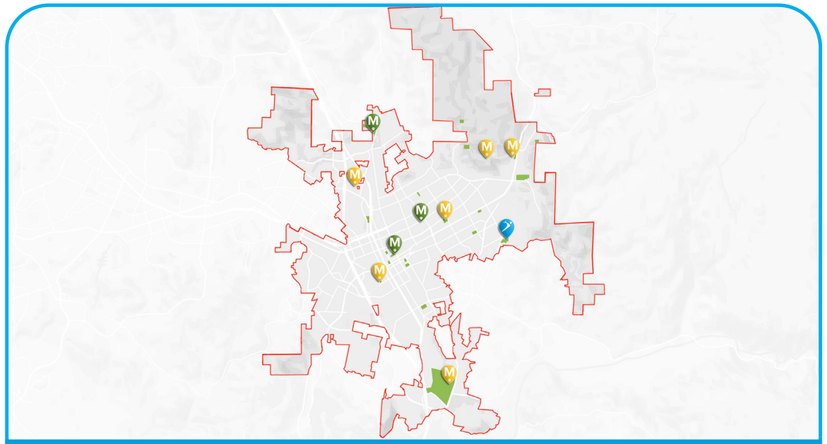
VARIOUS TRAILS



7 TENNIS COURTS

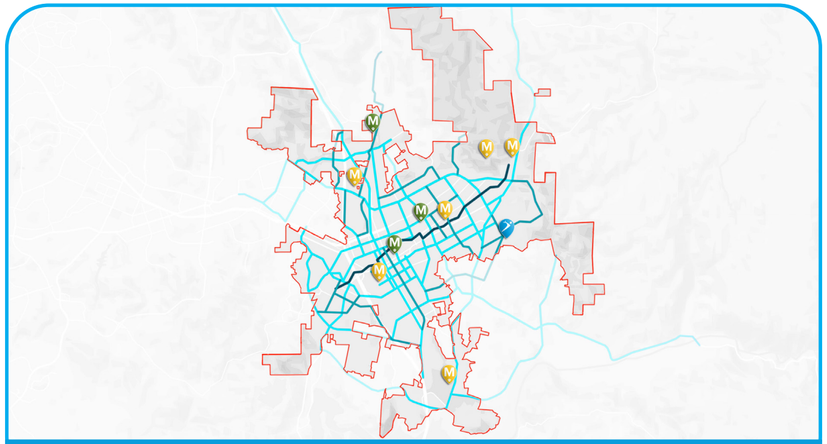
CITY-WIDE INVENTORY: PHYSICAL + SOCIAL

ESCONDIDO, CALIFORNIA



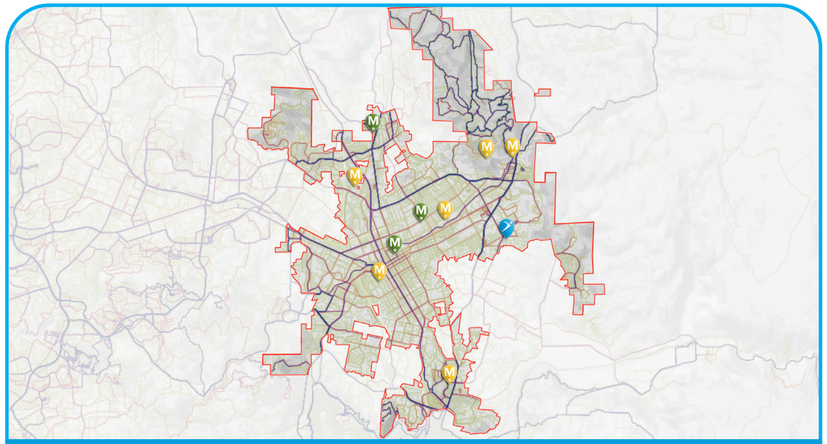
PARKS

Parks & Open Space Network



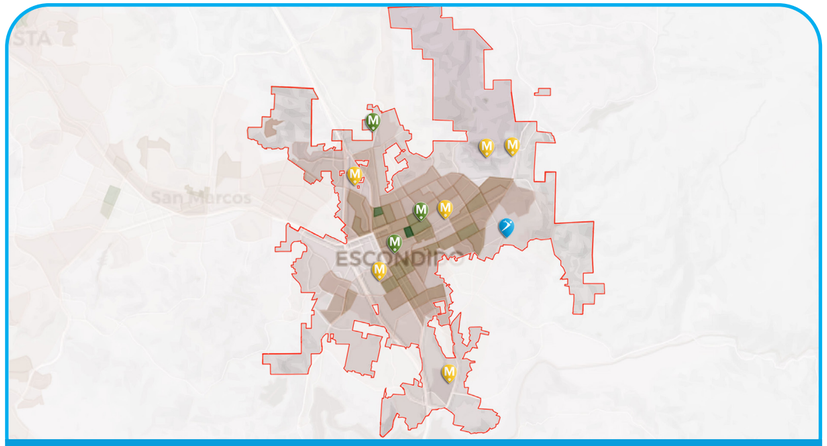
TRAIL SYSTEM

Trails, Greenways, Bike Paths



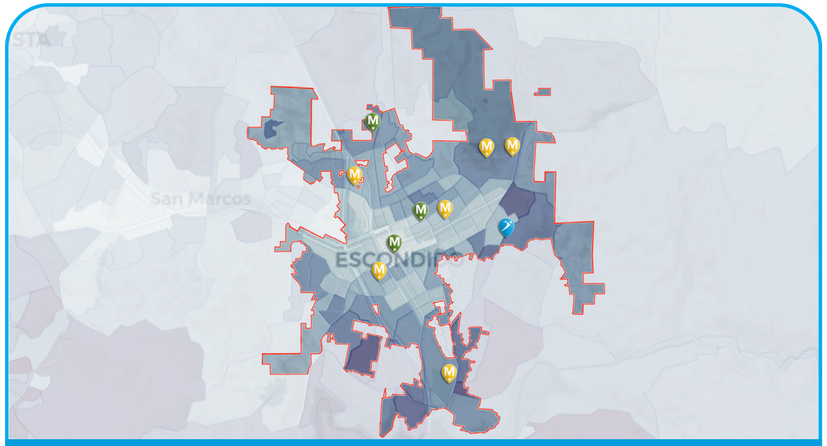
ACTIVITY NETWORK

Running, Biking, Walking



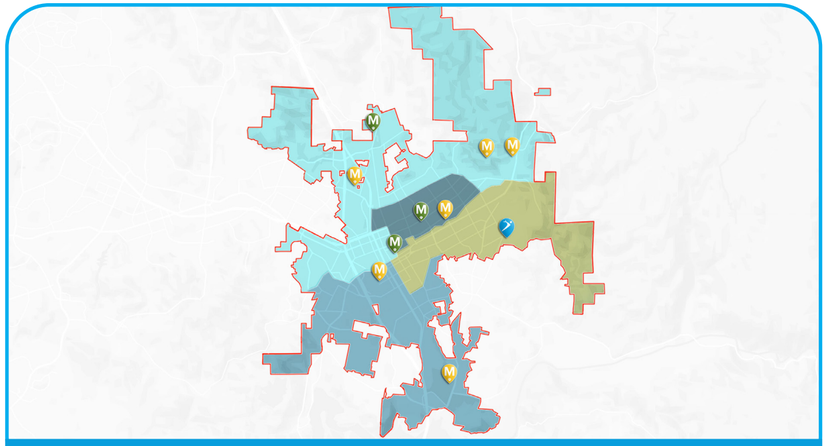
POPULATION DENSITY

People per Sq. Mile



EQUITY MAP

Median Household Income



POLITICAL DISTRICTS

Council District Zones

ACTIVITY ANALYSIS: HEALTHY INFRASTRUCTURE NETWORK

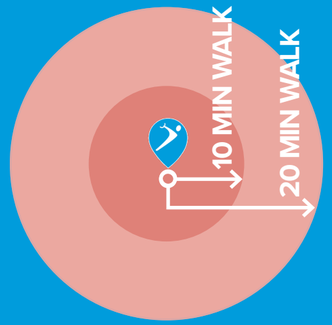
ESCONDIDO, CALIFORNIA

CURRENT FITNESS COURT NETWORK

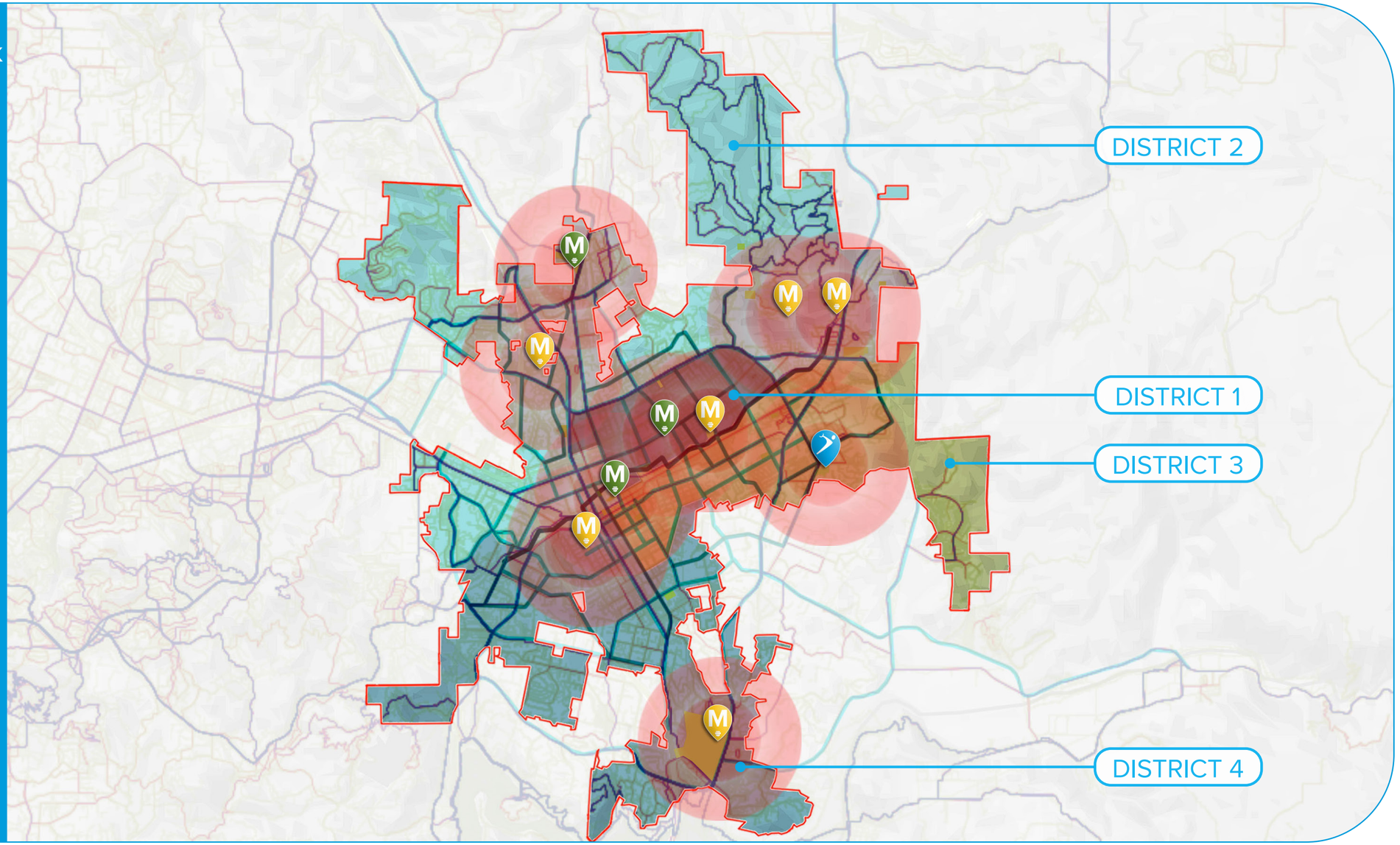
NFC GRANT APPROVED SITES

FUTURE PHASE OPPORTUNITIES

WALKABILITY

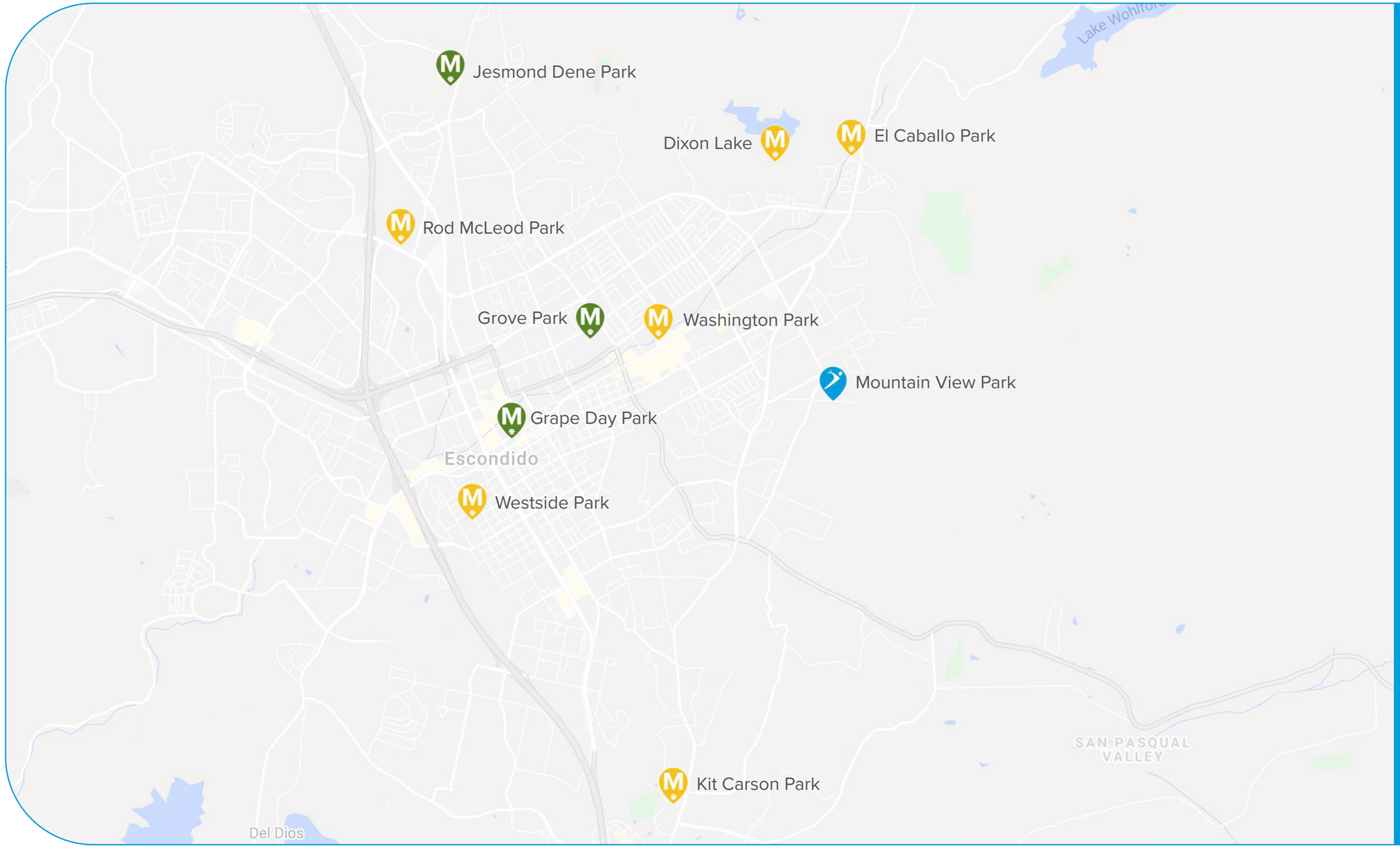


WALKING RADIUS
10 MINUTE = .5 MILE
20 MINUTE = 1 MILE



SITE MAP: FITNESS COURT NETWORK

ESCONDIDO, CALIFORNIA



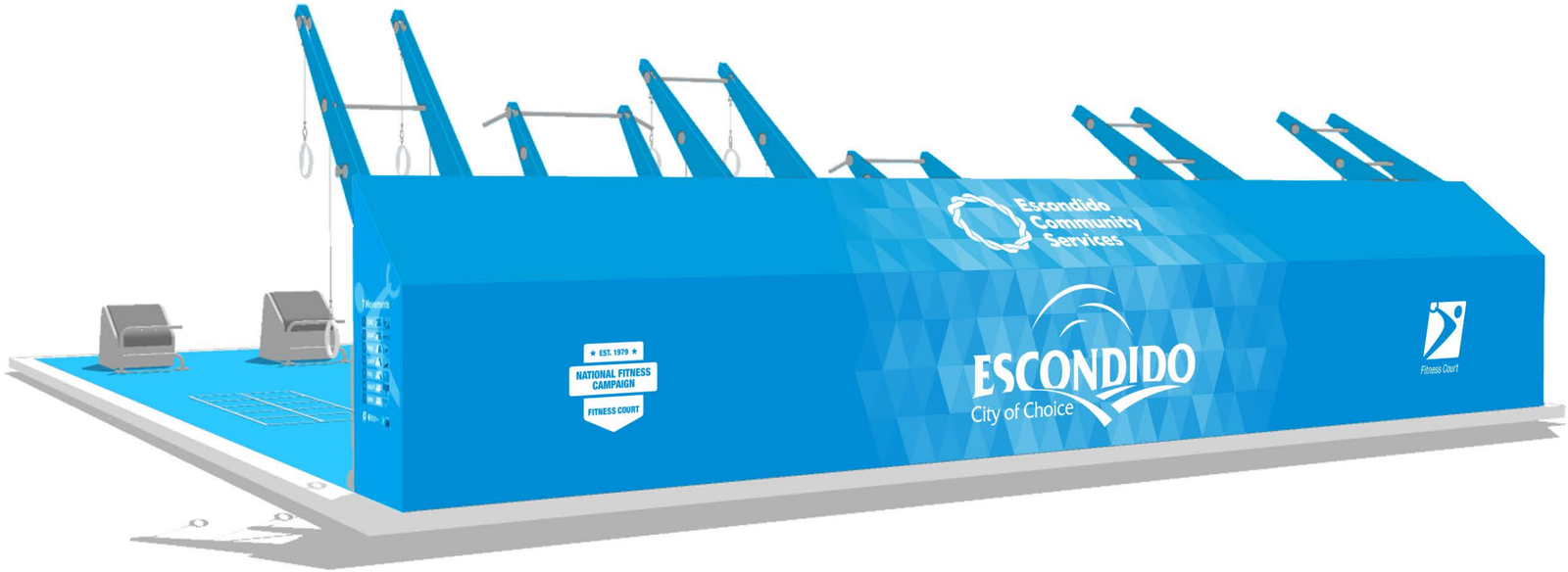
CURRENT FITNESS COURT NETWORK
Mountain View Park

NFC GRANT APPROVED SITES
Jesmond Dene Park
Grape Day Park
Grove Park

FUTURE PHASE OPPORTUNITIES
Washington Park
Westside Park
Kit Carson Park
Dixon Lake
El Caballo Park
Rod McLeod Park

FITNESS COURT GRAPHICS

ESCONDIDO, CALIFORNIA



NATIONAL FITNESS CAMPAIGN

ESCONDIDO CALIFORNIA