Appendix F: Influencing Trends

In this fast-paced society it is important to stay on top of current trends impacting parks, open space, and recreation. The following information highlights relevant local, regional, and national trends from various sources that may influence Lafayette Parks, Recreation and Open Space decision-making over the next ten years. The following national, regional, and local trends have been determined to be relevant to the Lafayette PROST master plan, and the categories are in alphabetical order.

A. Active Transportation

The Center for Disease Control (CDC) has studied¹⁵ the health implications of the current U.S. transportation infrastructure, which "focuses on motor vehicle travel and provides limited support for other transportation options for most Americans." Several quality of life and health concerns emerge from the CDC's study.

- Physical activity and active transportation have declined compared to previous generations. The
 lack of physical activity is a major contributor to the steady rise in rates of obesity, diabetes,
 heart disease, stroke, and other chronic health conditions in the United States.
- Motor vehicle crashes continue to be the leading cause of injury-related death for many age
 groups. Pedestrians and bicyclists are at an even greater risk of death from crashes than those
 who travel by motor vehicles.
- Many Americans view walking and bicycling within their communities as unsafe because of traffic and the lack of sidewalks or multi-modal paths, crosswalks, and bicycle dedicated lanes.
- Although using public transportation has historically been safer than highway travel in light duty vehicles, highway travel has grown more quickly than other modes of transportation.
- A lack of efficient alternatives to automobile travel disproportionately affects vulnerable populations such as the poor, the elderly, people who have disabilities and children by limiting access to jobs, health care, social interaction, and healthy food choices.
- Although motor vehicle emissions have decreased significantly over the past three decades, air
 pollution from motor vehicles continues to contribute to the degradation of our environment
 and adversely effects respiratory and cardiovascular health.
- Transportation accounts for approximately one-third of all U.S. greenhouse gas emissions thusly contributing to climate change.

As a result of these implications, communities around the country are creating programs to address and support alternative methods of transportation. Policy is being created, funding options are available, and partnerships are emerging. Initiatives like Safe Routes to Schools and Safe Routes to Play, and designing for "Complete Streets" are emerging to create safe, walkable communities.

¹⁵"CDC Transportation Recommendations", < http://www.cdc.gov/transportation/>, accessed July 13, 2010.

Colorado Bicycle/Pedestrian Trails Trends

Colorado ranks 6th among states for bicycling safety and 20th for safe places to walk, according to a report by the Alliance for Biking & Walking. "Bicycling and Walking in the U.S.: 2012 Benchmarking Report"16 The League of American Bicyclists ranks Colorado #4 in Bike Friendly States, noting that Colorado is a model for bicycling traffic laws. ¹⁷ The league's ratings are based on the following factors:

League of American Bicyclist's Top 10 Signs of Success in a Bicycle Friendly State

- People Commuting by Bike (More than 1 percent)
- Safe Passing/Vulnerable Road User Law
- Complete Streets Policy
- Dedicated State Funding
- Active State Advocacy Group
- State Bicycle Plan (Adopted 2002 or later)
- Share the Road Campaign
- Bicycle Education for Police
- Bicycle Safety Emphasis in Strategic Highway Safety Plan
- Top 10 State for Congestion Mitigation and Air Quality Spending
- Age-Related and Demographic National Trends

B. Demographic Trends in Recreation

Adult – The Baby Boomers - Planning for the Demographic Shift

Baby Boomers are defined as individuals born between 1946 and 1964, as stated in Leisure Programming for Baby Boomers¹⁸. They are a generation that consists of nearly 76 million Americans. In 2011, this influential population began their transition out of the workforce. As Baby Boomers enter retirement, they will be looking for opportunities in fitness, sports, outdoors, arts and cultural events, and other activities that suit their lifestyles. With their varied life experiences, values, and expectations, Baby Boomers

The largest age cohorts in the City of Lafayette are ages 25-34, 35-44 and 45-54, closely followed by 55 - 64. Planning for the next ten years suggests a growing demand for focus on programs and services for young adults and Baby Boomers.

are predicted to redefine the meaning of recreation and leisure programming for mature adults.

In the leisure profession, this generation's devotion to exercise and fitness is an example of their influence on society. When boomers entered elementary school, President John Kennedy initiated the President's Council on Physical Fitness; physical education and recreation became a key component of public education. As boomers matured and moved into the workplace, they took their desire for exercise and fitness with them. Now as the oldest Baby Boomers are nearing 65, park and recreation professionals are faced with new approaches to provide both passive and active programming for older adults. Boomers are second only to Gen Y/Millenials (born between 1980 and 1999) in participation in fitness and outdoor sports.¹⁹

¹⁶"Bicycling and Walking in the United States, 2012 Benchmarking Report", Alliance for Biking and Walking, Washington, D.C. 2012 http://www.PeoplePoweredMovement.org>.

¹⁷League of American Bicyclists, 2012 Oregon State Ranking, http://www.bikeleague.org/ programs/bicyclefriendlyamerica/bicyclefriendlystate/bfs_report_cards/Colorado.pdf>, accessed on November 24, 2012.
¹⁸ Linda Cochran, Anne Roshschadl, and Jodi Rudick, <u>Leisure Programming For Baby Boomers</u>, Human Kinetics, 2009.

¹⁹2012 Participation Report, Physical Activity Council, 2012.

Jeffrey Ziegler, a past president of the Arizona Parks and Recreation Association identified "Boomer Basics" in his article, "*Recreating retirement: how will Baby Boomers reshape leisure in their* 60s?" Highlights are summarized below.

Boomer Basics:

Boomers are known to work hard, play hard, and spend hard. They have always been fixated with all things youthful. Boomers typically respond that they feel 10 years younger than their chronological age. Their nostalgic mindset keeps boomers returning to the sights and sounds of their 1960s youth culture. Swimming pools have become less of a social setting and much more of an extension of boomers' health and wellness program. Because boomers have, in general, a high education level they'll likely continue to pursue education as adults and into retirement.

Boomers will look to park and recreation professionals to give them opportunities to enjoy many life-long hobbies and sports. When programming for this age group, a customized experience to cater to their need for self-fulfillment, healthy pleasure, nostalgic youthfulness, and individual escapes will be important. Recreation trends will shift from games and activities that boomers associate with senior citizens. Ziegler suggests activities such as bingo, bridge, and shuffleboard will likely be avoided because boomers relate these activities to being old.

Boomers will reinvent what being a 65-year-old means. Parks and recreation agencies that don't plan for boomers carrying on in retirement with the same hectic pace they've lived during their years in employment will be left behind. Things to consider when planning for the demographic shift:

- Boomer Characteristics and Marketing Strategies
- Passive and Active Fitness and Wellness Opportunities
- Cultural Arts and Entertainment
- Outdoor Recreation/Adventure Programs
- Travel Programs

Multiculturalism

Our country is becoming increasingly racially and ethnically diverse. In May 2012, the U.S. Census Bureau announced that non-white babies now account for the majority of births in the United States. ²¹ "This is an important tipping point," said William H. Frey, the senior demographer at the Brookings Institution, describing the shift as a "transformation from a mostly white Baby Boomer culture to the more globalized multiethnic country that we are becoming." Cultural and ethnic diversity adds a unique flavor to communities expressed through distinct neighborhoods, multicultural learning environments, restaurants, places of worship, museums, and nightlife. ²²

As the recreation field continues to function within a more diverse society, race and ethnicity will become increasingly important in every aspect of the profession. More than ever, recreation professionals will be expected to work with, and have significant knowledge and understanding of, individuals from many cultural, racial, and ethnic backgrounds.

²⁰ Jeffry Ziegler, "Recreating Retirement: How Will Baby Boomers Reshape Leisure in Their 60s?", *Parks and Recreation*, October 2002

^{2002. &}lt;sup>21</sup> Adam Serwer, "The End of White America", *Mother Jones*, http://www.motherjones.com/kevin-drum/2012/05/end-white-america, May 17, 2012.

²² Baldwin Ellis, "The Effects of Culture & Diversity on America", http://www.ehow.com/facts_5512569_effects-culture-diversity-america.html, accessed on Sept. 20, 2012.

With Lafayette's 18% Hispanic population, recreation trends for this ethnic cohort are important to consider. Participation in outdoor sports among Hispanics is at 6% nationwide, according to the 2012 Outdoor Recreation Participation Report. Those who do get outdoors, however, participate more frequently than other outdoor participants, with an average of 60 outings per year. Hispanic youth (ages 6-17) are the most likely age group to participate in outdoor recreation, in the Hispanic demographic. The most popular outdoor activities among Hispanics are: Running and jogging (24%), road and mountain biking and BMX (15%), Camping (car, backyard and RV) (12%), and Hiking (8%).

Multiculturalism and Marketing

Today the marketplace for consumers has dramatically evolved in the United States from a largely Anglo demographic, to the reality that the United States has shifted to a large minority consumer base known as "new majority."

The San Jose Group, a consortium of marketing communications companies specializing in reaching Hispanic and non-Hispanic markets of the United States, suggests that today's multicultural population of the United States, or the "new majority," is 107.6 million, which translates to about 35.1 percent of the country's total population. The United States' multicultural population alone could essentially be the 12th largest country in the world²⁴. Parks and recreation trends in marketing leisure services continue to emerge and should be taken into consideration in all planning efforts, as different cultures respond differently to marketing techniques.

C. Facilities

Aquatics Trends

According to the National Sporting Goods Association (NSGA), swimming ranked third nation-wide in terms of participation in 2011, and fourth in 2010.²⁵ Outdoor swimming pools are not typically heated and open year round. Nationally, there is an increasing trend towards indoor leisure and therapeutic pools. Additional indoor and outdoor amenities like "spray pads" are becoming increasingly popular as well. In some cities and counties spray pools are popular in the summer months and turn into ice rinks in the winter months.

Having access to water at the BBRC, Lamont Does Pool, and Waneka Lake are popular recreational activities in Lafayette. The community survey indicates that having more indoor pool space for fitness activities is the most important indoor addition, and access to Waneka Lake for boating is heavily emphasized as desirable.

Fitness Programming

There have been many changes in fitness programs in the last ten years. What clients wanted in 2000 is not necessarily what they want today.

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²³ "Outdoor Recreation Participation Report 2012", Outdoor Foundation, 2012.

²⁴ "SJG Multicultural Facts & Trends", San Jose Group, http://blog.thesanjosegroup.com/?p=275, posted October 25, 2010

²⁵ National Sporting Goods Association, "2011 Participation – Ranked by Total Participation", 2012.

The American College of Sports Medicine's (ACSM's) *Health and Fitness Journal*²⁶ conducted an annual survey since 2007 to determine trends that would help create a standard for health and fitness programming. *Table 14* shows survey results that focus on trends in the commercial, corporate, clinical, and community health and fitness industry. The Worldwide Survey indicates the following shift in fitness trends from 2006 to 2011. Stability ball, Pilates and balance training dropped out of the survey while Zumba and outdoor activities appear in the top 20 for the first time.

Table 14: Worldwide Fitness Trends for 2007 and 2012

2007	2012
1.Children and obesity	1. Educated and experienced fitness professionals
2.Special fitness programs for older adults	2. Strength training
3.Educated and experienced fitness professionals	3. Fitness programs for older adults
4. Functional fitness	4. Exercise and weight loss
5. Core training	5 Children and obesity
6 Strength training	6. Personal training
7. Personal training	7. Core training
8. Mind/Body Exercise	8. Group personal training
9 Exercise and weight loss	9. Zumba and other dance workouts
10. Outcome measurements	10. Functional fitness

Source: American College of Sport Medicine

General Programming

One of the most common concerns in the recreation industry is creating innovative programming to draw participants into facilities and services. Once in, participants recognize that the benefits are endless. According to *Recreation Management*'s "2012 State of the Industry Report,"²⁷ the most popular programs, offered by more than half of survey respondents, include holiday events and other special events (78.5 %), youth sports teams (70%), day camps and summer camps (66.7%), arts and crafts (63.3%), educational programs (62.8), adult sports teams (62.1 %), programs for active older adults, (57.1%), sports tournaments and races (57 %), and festivals and concerts (55.2 %).

²⁶ "Walter R. Thompson, "Worldwide Survey of Fitness Trends for 2012", Health & Fitness Journal, American College of Sports Medicine, 2011.

²⁷ Emily Tipping, "2012 State of the Industry Report, Trends in Parks and Recreation", Recreation Management, June 2012.

The report also suggested slightly more than a third (36.3 %) of respondents indicated that they are planning to add additional programs at their facilities over the next three years. The most common types of programming they are planning to add include:

- 1. Environmental education (up from No. 2 on 2011 survey)
- 2. Teen programming (down from No. 1)
- 3. Fitness programs (no change)
- 4. Active older adults programs(no change)
- 5. Educational programs (up from No. 6)
- 6. Mind-body/balance programs yoga, tai chi, Pilates or martial arts (down from No. 5)
- 7. Holiday events and other special events (no change)
- 8. Adult sports teams (up from No. 10)
- 9. Performing arts dance, theater and music (down from No. 8)
- 10. Day camps and summer camps (not on 2011 list of top 10 planned programs)

Off the top 10 list for new programming from 2011 is special needs programming. Environmental education programming is continuing its rise from No. 3 on the list in 2010.

Older Adults and Senior Programming

The American Academy of Sports Medicine, (ACSM) released an article entitled, "ACSM Predicts Fitness Trends for 2011."28 It ranks senior fitness programs first among the list of most popular fitness trends in 2011. Whether it's SilverSneakers, a freestyle low-impact cardio class, or water aerobics, more and more people are realizing the many benefits of staying active throughout life.

According to the National Sporting Goods Association, popular senior programming trends include hiking, birding, and swimming.

D. Festivals and Events

In the context of urban development, from the early 1980s there has been a process that can be characterized as "festivalization," which has been linked to the economic restructuring of towns and cities, and the drive to develop communities as large-scale platforms for the creation and consumption of "cultural experience."

The success rate for festivals should not be evaluated simplistically solely on the basis of profit (sales), prestige (media profile), size (numbers of events). Research by the European Festival Research Project (EFRP)²⁹ indicates there is evidence of local and city government supporting and even instigating and managing particular festivals themselves to achieve local or regional economic objectives, often defined very narrowly (sales, jobs, tourists). There are also a growing number of smaller more local communitybased festivals and events in communities, most often supported by local councils that have been spawned partly as a reaction to larger festivals that have become prime economic-drivers. These community-based festivals often will re-claim cultural ground based on their social, educational and participative value. For more information on the values of festivals and events, see the CRC Sustainable Tourism research guide³⁰ on this topic.

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²⁸ "ACSM Predicts Fitness Trends for 2011", Examiner.com, http://www.examiner.com/article/ acsm-predicts-fitness-trends-for-2011, Accessed November 24, 2012.

²⁹ EFRP is an international consortium seeking to understand the current explosion of festivals and its implications and

perspective, http://www.efa-aef.eu/en/activities/efrp/, accessed October 2012.

30 Ben Janeczko. Trevor Mules and Brent Ritchie, "Estimating the Economic Impacts of Festivals and Events: A Research Guide", Cooperative Research Centre for Sustainable Tourism, 2002,

There is much to be learned about trends and expectations each year in order to make the most of each event.
FestivalsandFairs.Net³¹, an online festival resource, listed the following 2011 trends:

- How the Economy Affects You No matter what, the economy is always a factor. In 2011, people are expected to be more comfortable spending their money at craft shows, fairs, and festivals.
- "Tis the Season" For 2011, the trends are pointing toward an emphasis on holidays and specific events.
- Arts A variety of art offerings such as music, cultural arts, scrapbooking, jewelry, and digital art, are trends to watch.

D. Health and Obesity

According to the *Center for Disease Control (CDC)*, obesity continues to be a serious issue in America, growing at an epidemic rate—almost tripling since 1990. Overall, more than one-third (35.7%) of adults and 17% of children in the United States are obese.³² These statistics illustrates the importance of intercepting the epidemic in youth.

In an effort to educate Americans and encourage them to take steps toward a healthier future, the United Health Foundation annually presents *America's Health Rankings®: A Call to Action for Individuals & Their Communities.*

America's Health Rankings has tracked the health of the nation for the past 22 years, providing a unique,

comprehensive perspective on how the nation - and each state - measures up. The 2011 edition of the Rankings suggests our nation is extremely adept at treating illness and disease. However, Americans are struggling to change unhealthy behaviors such as smoking and obesity, which cause many of these diseases. Obesity continues to be one of the fastest growing health issues in our nation, and America is spending billions in direct health care costs associated with poor diet and physical inactivity.



Obesity among Children and Adolescents

"Obesity now affects 17 percent of all children and adolescents in the United States. The percentage of adolescents and children who are obese tripled from 1980 to 2008. In 2008 alone, more than one third of U.S. children and adolescents were overweight or obese.

Obese children are more likely to become obese adults. Statistics show that children and adolescents who are obese have a 70% to 80% chance of becoming overweight or obese adults."

Center for Disease Control

http://www.sustainabletourismonline.com/1005/events/estimating-the-economic-impacts-of-festivals-and-events-a-research-guide, accessed October 2012.

³¹ "2011 Fairs and Festival Trends", http://www.fairsandfestivals.net, February 2011>, accessed August 28, 2012.

³² "Obesity and Overweight - Facts", Center for Disease Control and Prevention, http://www.cdc.gov/obesity/data/facts.html, accessed on October 3, 2012.

As obesity in the United States continues to be a topic of interest for legislators and our government, there continues to be research suggesting that activity levels are stagnant among all age groups. The following are statistics that support this concern.

- Only 25 percent of adults and 27 percent of youth (grades 9-12) engage in recommended levels of physical activity.
- 59 percent of American adults are sedentary.
- Children born now have a lower life expectancy than their parents.
- Children nationally spend 4.5 8 hours daily (30-56 hours per week) in front of a screen (television and/or computer).

Local Trends

Colorado, which has long claimed bragging rights as the leanest state in the nation, received some bad news this year³³. The Colorado 2011 Health Report Card found that Colorado's adult obesity levels recently jumped at the second-fastest rate in the country and that one in every five Coloradans is now obese. Adult obesity is greatest in the eastern plains and lowest in western mountain communities. Childhood obesity levels in Colorado are growing at the second fastest rate in the country, jumping from a ranking of third lowest in 2007 to 23rd in the nation for child obesity today.

The State of Colorado, along with non-profit partners such as the Colorado Health Foundation and Live Well Colorado, has invested in numerous programs aimed at countering the obesity epidemic. Efforts are directed at healthy eating and combating sedentary lifestyles. Policy makers want Colorado to be the first state in the country to start reducing obesity levels, which is actually happening in one Colorado County already. In Arapahoe County, the obesity rate has fallen from 20.3 in 2006 to a 2011 rate of 17.7.

E. Healthy Lifestyle

National Trends

In October, 2010 the Robert Wood Johnson Foundation's *Vulnerable Populations Portfolio* ³⁴ shared thoughts on how health is impacted by where and how we live, learn, work, and play. Below demonstrates the connection that nonmedical factors play in where health starts before illness sets in.

Where We Live

Residential instability has adverse health impacts. Examples include:

- Homeless children are more vulnerable to mental health problems, developmental delays, and depression than children who are stably housed.
- Difficulty keeping up with mortgage payments may be linked to lower levels of psychological well-being and a greater likelihood of seeing a doctor.
- The connection between access to public transportation and health studies found that people
 who live in counties with high "sprawl indexes" were likely to have a higher body mass index
 than people living in more compact counties.

³³ Katie Kerwin McCrimmon, "Obesity levels spike in Colorado," *Solutions*,

http://www.healthpolicysolutions.org/2012/03/22/obesity-levels-spike-in-colorado/, Accessed November 17, 2012.

³⁴ Health starts Where We Live, Learn, Work, and Play, RWJF Vulnerable Populations Portfolio, Robert Wood Johnson Foundation, http://www.rwjf.org/en/search-

results.html?u=&k=how+health+is+impacted+by+where+and+how+we+live%2C+learn%2C+work%2C+and+play, accessed 2012.

- Convenient, affordable, and available eating habits result from inability to move from place to
 place within the community. PolicyLink and the Food Trust, two nonprofits focused on
 expanding access to fresh foods where low-income people live, have found that "decreased
 access to healthy food means people in low-income communities suffer more from diet-related
 diseases like obesity and diabetes than those in higher-income neighborhoods with easy access
 to healthy food, particularly fresh fruits and vegetables."
- Communities without crime are healthier. Researchers from the Baltimore Memory Study found
 that residents living in the most dangerous neighborhoods were nearly twice as likely to be
 obese as those living in the least dangerous neighborhoods.

Where We Work

The relationship between work and health is critical to creating productive environments.

- Investing in the right ways to support employees, businesses can help create a workforce that is less stressed and more content. The net result: a happier, healthier workforce which is more productive and yields better results.
- An approach such as "lifestyle leave" to take care of the inevitable personal and family needs that arise is a valuable asset for many of the parents. Programs which help provide employees with the peace of mind also help them to breathe and work more easily.
- Business leaders and employees alike should view work as a place of opportunity a source of support, satisfaction, and motivation, which can offer mutual benefits when done right.

Where We Learn

Eight times more lives can be saved with education than with medical advances.

- Without graduating from high school, one is likely to earn less money and struggle to make ends
 meet, work longer hours and maybe even two jobs just to feed a family, and live in a
 compromised neighborhood without access to healthy food.
- Better educated people have more opportunities to make healthier decisions. They have the money and access necessary to buy and eat healthier foods.
- Data from the National Longitudinal Mortality Study indicates that people with higher education live five to seven years longer than those who do not finish high school.
- Schools are not just centers of teaching and learning, they are places that provide the opportunity to improve the health of all Americans.

Where We Play

Play is a profound biological process that shapes brain function.

- Play prompts us to be continually, joyously, physically active, combating obesity and enhancing overall health and well-being.
- Play can interrupt the damage done by chronic stress, and even gives the immune system some relief.
- Play is a basic need; a biological requirement for normal growth and development. Scientists
 associated with the National Institute for Play are united in their concern about "play undernutrition," noting that the corrosive effects of this form of starvation gradually erode emotional,
 cognitive and physiologic well-being a major aspect of sedentary, obesity, and poor stress
 management can be readily linked to play starvation.
- Providing places to spend leisure time and recreate are critical to creating healthy communities.

Additional National Healthy Lifestyle Trends

The population is becoming more diverse. As demographics are experiencing an age and ethnic shift, so too are landscapes, daily lifestyles, and habits changing. The number of adults over the age of 65 has increased, lifestyle changes have encouraged less physical activity; collectively these trends have created profound implications for the way local governments conduct business. Below are examples of trends and government responses.

- According to the article "Outdoor Exercise 'Healthier than Gym Workouts," published in March 2011, researchers found that going for a run outdoors is better than exercising in the gym because it has a positive impact on mental, as well as physical health. Levels of tension, confusion, anger, and depression were found to be lowered. This aligns with the trend of adult fitness playgrounds that are popping up all over the world.
- Café Plus Concepts Mather's Cafes are opening around the country to attract Boomers and seniors. The concept is more than a café. The "plus" offers leisure activities, trips/tours, educational offerings, social opportunities, and fitness. These concepts can be integrated into community centers or stand alone facilities.
- Essential services, healthy food options, workplaces, and other destinations are frequently not located within easy walking or bicycling distance from where people live, work, learn, and play.
- The link between health and the built environment continues to grow as a trend for local governments. They are increasingly incorporating active living and physical activity into daily routines.

Walk with a Doc

Also popping up in parks around the country are "Walk with a Doc" programs. These programs encourage people to join others in a public park to learn about an important health topic, get a health assessment, e.g. blood pressure and to take a healthy walk along a scenic trail, led by a physician, cardiologist or pediatrician. This is a great way to make the important connection between people, parks and physical and mental health. Cardiologist Dr. David Sabgir created this doctor-patient interactive program in 2004. With physicians "walking the talk," the programs are getting people out in the parks, engaging in healthy physical activity, and reversing the consequences of a sedentary lifestyle "in order to improve the health and well-being of the country." "35"

Prescription for Parks

Many agencies are now partnering with local doctors to provide "prescription pads" with contact information and activity guides in their offices, so that when a doctor or nurse suggests that a patient become more active, they can specify the types of programs and facilities that the community provides through the parks and recreation departments.

³⁵ "Does your Doctor Walk the Walk", http://flowalking.com/2012/01/does-your-doctor-walk-the-walk/; http://www.walkwithadoc.org/who-we-are/walk-information/, Accessed on September 13, 2012; http://www.walkwithadoc.org/.

F. Natural Environments and Open Space

Economic & Health Benefits of Parks

There are numerous economic and health benefits of parks, including the following:

- Trails, parks, and playgrounds are among the five most important community amenities considered when selecting a home.
- Research from the University of Illinois shows that trees, parks, and green spaces have a profound impact on people's health and mental outlook.
- US Forest Service research indicates that when the economic benefits produced by trees are assessed, the total value can be two to six times the cost for tree planting and care. ³⁷
- Fifty percent of Americans regard outdoor activities as their main source of exercise.³⁸

The 2012 PROST Survey ranked trails, trails connections, open space, and parks as the primary needed improvements in Lafayette.

The Trust for Public Land has published a report titled: "The Benefits of Parks: Why America Needs More City Parks and Open Space." The report makes the following observations about the health, economic, environmental, and social benefits of parks and open space³⁹:

- Physical activity makes people healthier.
- Physical activity increases with access to parks.
- Contact with the natural world improves physical and physiological health.
- Residential and commercial property values increase.
- Value is added to community and economic development sustainability.
- Benefits of tourism are enhanced.
- Trees are effective in improving air quality and act as natural air conditioners.
- Trees assist with storm water control and erosion.
- Crime and juvenile delinquency are reduced.
- Recreational opportunities for all ages are provided.
- Stable neighborhoods and strong communities are created.

Researchers have long touted the benefits of outdoor exercise. According to a study published in the *Journal of Environmental Science and Technology* by the University of Essex in the United Kingdom, "as little as five minutes of green exercise improves both mood and self-esteem." A new trend started in China as they prepared to host the 2008 Summer Olympics. Their aim was to promote a society that promotes physical fitness and reaps the benefits of outdoor exercise by working out on outdoor fitness equipment.

³⁶ F.E. Kuo, "Environment and Crime in the Inner City: Does Vegetation Reduce Crime?" *Environment and Behavior*, Volume 33, pp 343-367.

³⁷ Nowak, David J., "Benefits of Community Trees", (Brooklyn Trees, USDA Forest Service General Technical Report, in review).

³⁸ "Outdoor Recreation Participation Report 2010", Outdoor Foundation, 2010.

³⁹ Paul M. Sherer, "The Benefits of Parks: Why America Needs More City Parks and Open Space," The Trust for Public Land, San Francisco, CA, 2006.

⁴⁰ Cited in: Sally Russell, "Nature Break: Five Minutes of Green Nurture", Green Nurture Blog, http://blog.greennurture.com/tag/journal-of-environmental-science-and-technology, Accessed on November 14, 2012.

The United States is now catching up on this trend, as park and recreation departments have begun installing "outdoor gyms." Equipment that can be found in these outdoor gyms is comparable to what would be found in an indoor workout facility, such as leg and chest presses, elliptical trainers, pull down trainers, etc. With no additional equipment such as weights and resistance bands, the equipment is fairly easy to install. Outdoor fitness equipment provides a new opportunity for parks and recreation departments to increase the health of their communities, while offering them the opportunity to exercise outdoors. Such equipment can increase the usage of parks, trails, and other outdoor amenities while

"There's a direct link between a lack of exposure to nature and higher rates of attention-deficit disorder, obesity, and depression. In essence, parks and recreation agencies can and are becoming the 'preferred provider' for offering this preventative healthcare."

 Fran P. Mainella, former director of the National Park Service and Instructor at Clemson University.

helping to fight the obesity epidemic and increase the community's interaction with nature.

Nature Programming

Noted as early as 2003 in *Recreation Management* magazine, park districts have been seeing an increase in interest in environmental-oriented "back to nature" programs. In 2007, the National Recreation and Park Association (NRPA) sent out a survey to member agencies in order to learn more about the programs and facilities that public park and recreation agencies provide to connect children and their families with nature. ⁴¹ A summary of the results follow:

- Sixty-eight percent (68%) of public parks and recreation agencies offer nature-based programming and 61% have nature-based facilities.
- The most common programs include nature hikes, nature-oriented arts and crafts, fishing-related events, and nature-based education in cooperation with local schools.
- When asked to describe the elements that directly contribute to their most successful programs, agencies listed staff training as most important followed by program content and number of staff/staff training.
- When asked what resources would be needed most to expand programming, additional staff was most important followed by funding.
- Of the agencies that do not currently offer nature-based programming, 90 percent indicated that they want to in the future. Additional staff and funding were again the most important resources these agencies would need going forward.
- The most common facilities include: nature parks/preserves, self-guided nature trails, outdoor classrooms, and nature centers.
- When asked to describe the elements that directly contribute to their most successful facilities, agencies listed funding as most important followed by presence of wildlife and community support.

⁴¹ National Recreation and Parks Association (NRPA), "NRPA Completes Agency Survey Regarding Children and Nature," http://www.narrp.org/assets/Library/Children_in_Nature/ nrpa_survey_regarding_children_and_nature_2007.pdf, April 2007.

Figures from the Association for Interpretative Naturalists, a national group of nature professionals, demonstrate that nature-based programs are on the rise. According to Tim Merriman, the association's executive director, the group was founded in 1954 with 40 members. It now boasts 4,800 members, with research indicating that about 20,000 paid interpreters are working nationally, along with an army of more than 500,000 unpaid volunteers staffing nature programs at parks, zoos, and museums. The growth of these programs is thought to come from replacing grandparents as the teacher about the "great outdoors." It is also speculated that a return to natural roots and renewed interest in life's basic elements was spurred as a response to September 11, 2001.

In his book <u>Last Child in the Woods: Saving Children from Nature Deficit Disorder</u>⁴³, Richard Louv introduced the concept of the restorative nature, for both children and adults, of being out in nature. This concept, and research in support of it, has led to a growing movement promoting connections with nature in daily life. One manifestation of this is the development of Nature Explore Classrooms in parks. Nature Explore⁴⁴ is a collaborative program of the Arbor Day Foundation and the non-profit organization, Dimensions Educational Research Foundation, with a mission of helping children and families develop a profound engagement with the natural world, where nature is an integral, joyful part of children's daily learning. Nature Explore works to support efforts to connect children with nature.

G. Sports and Recreation Trends

General Sports and Recreation Trends

The National Sporting Goods Association (NSGA) survey on sports participation in 2011⁴⁵ found the top five athletic activities ranked by total participation included: exercise walking, exercising with equipment, swimming, camping, and aerobic exercising. Additionally, the following active, organized, or skill development activities remain popular: bicycle riding, hiking, running/jogging, basketball, golf, and soccer.

Sports with the greatest increase in participation over 2010 are kayaking (26.6% increase), cross country skiing (11.5% increase), and wrestling (9.4% increase). The biggest decreases in participation over 2010 were in power boating (17% decrease), off-road mountain biking (17.8% decrease), waterskiing (17.8% decrease), and In-line roller skating (18.4 % decrease). *Table 15* further outlines the top twenty sports ranked by total participation in 2011 and the percent change from 2010.

⁴² Margaret Ahrweiler," Call of the Wild – From beautiful blossoms to bugs and guts, nature programs are growing as people return to their roots" Recreation Management magazine, Http://recmanagement.com/200310fe04.php, October 2003.

⁴³ Richard Louv, <u>Last Child in the Woods: Saving Children from Nature Deficit Disorder</u>, Algonquin Books of Chapel Hill, North Carolina, 2005.

⁴⁴ "What is the Nature Explore Program", http://www.arborday.org/explore/documents/ NE FAQ 002.pdf, accessed on August 12, 2012.

⁴⁵ 2011 Participation – Ranked by Total Participation", National Sporting Goods Association, 2012, http://www.nsga.org/i4a/pages/index.cfm?pageid=3346>.

Table 15: Top Twenty Sports Ranked by Total Participation in 2011

Sport	Total	% Change*
Exercise Walking	97.1	1.3%
Exercising with Equipment	55.5	0.3%
Swimming	46.0	- 11.4%
Camping (vacation/overnight)	42.8	- 4.3%
Aerobic Exercising	42.0	8.9%
Bicycle Riding	39.1	- 1.6%
Hiking	39.1	3.8%
Running/Jogging	38.7	8.9%
Bowling	34.9	-10.6%
Workout at Club	34.5	- 4.8%
Weight Lifting	29.1	- 7.4%
Fishing (Freshwater)	28.0	- 6.5%
Basketball	26.1	- 2.9%
Yoga	21.6	6.9%
Golf	20.9	- 4.3%
Billiards/Pool	20.0	-16.9%
Target Shooting	19.6	- 1.2%
Boating, Motor/Power	16.7	- 17.0%
Hunting with Firearms	16.4	0.6%
Soccer	13.9	3.0%

*Percent Change is from 2010

Source: NSGA 2011

The Ten-year History of Sports Participation Report⁴⁶ published by NSGA shows national trends in team sports and individual sports. Overall participation trends indicate a slight increase in 2011 for some team sports (basketball, football, and soccer). However, softball and volleyball show a decrease in participation, and LaCrosse (anecdotally growing) is not included through 2011. Over the decade individual sports show a dramatic increase in aerobic exercising, exercise walking, exercising with equipment, hiking, kayaking, running/jogging, target shooting and target shooting with an air gun, tennis, weightlifting and working out at a club. *Table 16* illustrates a ten year change in participation for selected activities including both team sports and individual sports.

⁴⁶ Ten-Year History of Sports Participation (2001-2011), National Sporting Goods Association, 2012, http://www.nsga.org/i4a/pages/index.cfm?pageid=3346>.

Table 16: Ten-Year History of Sports Participation (in millions) 2001-2011

		`	,	_	iii	
	2001	2003	2005	2007	2009	2011
Aerobic Exercising	24.3	28.0	33.7	34.8	33.2	42.0
Archery (Target)	4.7	3.9	6.8	6.6	7.1	6.3
Backpacking/Wilderness Camping	14.5	13.7	13.3	13.0	12.3	11.6
Baseball	14.9	14.6	14.6	14.0	11.5	12.3
Basketball	28.1	27.9	29.9	24.1	24.4	26.1
Bicycle Riding	39.0	36.3	43.1	37.4	38.1	39.1
Billiards/Pool	32.7	30.5	37.3	29.5	28.2	20.0
Boating, Motor/Power	22.6	24.2	27.5	31.9	24.0	16.7
Bowling	40.3	39.4	45.4	43.5	45.0	34.9
Camping	45.5	51.4	46.0	47.5	50.9	42.8
Dart Throwing	16.9	n/a	n/a	12.1	12.2	9.3
Exercise Walking	71.2	79.5	86.0	89.8	93.4	97.1
Exercising with Equipment	43.0	48.6	54.2	52.9	57.2	55.5
Fishing (Freshwater)	39.1	33.2	37.5	30.8	29.0	28.0
Fishing (Saltwater)	11.3	10.6	10.0	10.4	8.2	9.7
Football (tackle)	8.6	8.7	9.9	9.2	8.9	9.0
Golf	26.6	25.7	24.7	22.7	22.3	20.9
Hiking	26.1	25.0	29.8	28.6	34.0	39.1
Hockey (ice)	.2	1.8	2.4	2.1	3.1	3.0
Hunting w/Bow & Arrow	4.7	5.0	6.6	5.7	6.2	5.1
Hunting with Firearms	19.2	17.7	19.6	19.5	18.8	16.4
In-Line Roller Skating	19.2	16.0	13.1	10.7	7.9	6.1
Kayaking	3.5	4.7	7.6	5.9	4.9	7.1
Mountain Biking (off road)	6.3	8.2	9.2	9.3	8.4	6.0
Muzzleloading	3.0	3.1	4.1	3.6	3.8	3.1
Paintball Games	5.6	7.4	8.0	7.4	6.3	5.3
Running/Jogging	24.5	22.9	29.2	30.4	32.2	38.7
Skateboarding	9.6	9.0	12.0	10.1	8.4	6.6
Skiing (Alpine)	7.7	6.8	6.9	6.4	7.0	6.9
Skiing (Cross Country)	2.3	1.9	1.9	1.7	1.7	2.3
Snowboarding	5.3	6.3	6.0	5.1	6.2	5.1
Soccer	13.9	11.1	14.1	13.8	13.6	13.9
Softball	13.2	11.8	14.1	12.4	11.8	10.4
Swimming	54.8	47.0	58.0	52.3	50.2	46.0
Target Shooting	15.9	17.0	21.9	20.5	19.8	19.6
Target Shooting (Airgun)	2.9	3.8	6.7	6.6	5.2	5.3
Tennis	10.9	9.6	11.1	12.3	10.8	13.1
Volleyball	12.0	10.4	13.2	12.0	10.7	10.1
Water Skiing	5.5	5.5	6.7	5.3	5.2	4.3
Weight Lifting	21.2	25.9	35.5	33.2	34.5	29.1
Workout at Club	26.5	29.5	34.7	36.8	38.3	34.5
Wrestling	3.5	n/a	n/a	2.1	3.0	3.2
	,	·				

Note: Participated more than once (in millions), seven (7) years of age and older.

Source: NSGA 2012

Youth Sports

Specific offerings for children's fitness are slowly increasing in health and fitness facilities. Facilities are offering more youth-specific exercise equipment. Individualized youth sports training opportunities are becoming more popular as well. In-line roller skating experienced the largest percentage decrease in participation.

For youth ages seven to 11 years, swimming and bicycle riding, followed by basketball had the highest number of participants in 2011; however for the same age group, muzzleloading, aerobic exercising, hunting with a bow and arrow, running/jogging, and tennis saw the highest percent of increase of the sports in the survey in 2011.

In 2009, an article in the Wall Street Journal observed that, in recent years lacrosse has become one of the country's fastest growing team sports. Participation in high school lacrosse has almost doubled this decade. An estimated 1.2 million Americans over age seven played lacrosse in 2009.⁴⁷

Another noteworthy trend is the increase in 'pick-up' play in team sports. ⁴⁸ In recent years, the Sporting Goods Manufacturers Association (SGMA) noticed that participation in team sports has been driven by organized/sanctioned play. However, in 2008, there were seven team sports where 'casual/pick-up' play exceeded organized/sanctioned play. Those sports were basketball, ice hockey, field hockey, touch football, lacrosse, grass volleyball, and beach volleyball. It is believed that this is the result of athletes and their families feeling the pinch of the economy. Many people are choosing the less expensive ways to play sports and stay active.

H. Outdoor Recreation

Local parks and recreation departments are a common place for residents to look when getting outside for recreational activities. Therefore, in addition to trends for outdoor sports activities, it is important to look at trends in all outdoor activities.

The Outdoor Foundation releases a "Participation in Outdoor Recreation" report, annually. According to the 2012 report⁴⁹, while there continues to be fallout from the recent economic downturn, outdoor recreation reached the highest participation level in five years, in 2011. The Outdoor Foundation's research brought the following key findings.

Participation in Outdoor Recreation

- Return to Nature: Nearly 50% of Americans ages six and older participated in outdoor recreation in 2011. That is a slight increase from 2010 and equates to a total of 141.1 million Americans.
- Accessibility is Important Factor: Activities that are affordable and accessible (Gateway) Activities) have a contagious effect. Eighty-seven percent (87%) of hikers participate in one or more other activities. People with biking routes near their home get outdoors at a rate of 58% compared to a rate of 47% for those without easy access to biking routes.

⁴⁷ Evans and Trachtenberg, "Lacrosse Muscles Its Way West," Wall Street Journal, May, 2009.

⁴⁸ Eddie Pells, "Americans' Pick-Up Games Help Escape Rough Times, Lubbock Avalanche-Journal, August 1, 2009, < http://lubbockonline.com/stories/080109/spo_473466604.shtml>, accessed September 20, 2012.

⁴⁹ "Outdoor Recreation Participation Report 2012", Outdoor Foundation, 2012.

Youth Participation in Outdoor Recreation

- Downward Trend Reversed: For the first time since 2006, the downward trend of participation
 in outdoor sports among young boys has reversed to the upward direction. Female teenager
 participation has grown to the highest rate recorded in the Outdoor Foundation's annual
 reports.
- **The Influence of Family:** Most youth are introduced to outdoor activities by parents, friends, family, and relatives.
- **Physical education in schools**: The importance cannot be understated. Among adults ages 18 and older who are current outdoor participants, 82% say they had PE in school between the ages of 6 and 12.

The Outdoor Foundation reports that the top outdoor activities in 2011 were running, fishing, bicycling, camping, and hiking. Birdwatching is also among the favorite outdoor activities by frequency of participation.

Outdoor recreation trends are also a recurring topic of study by the United States Forest Service through the Internet Research Information Series (IRIS). An IRIS report dated January 2012⁵⁰ provides the following recent nature-based outdoor recreation trends: Participation in walking for pleasure and family gatherings outdoors were the two most popular activities for the U.S. population as a whole in. These outdoor activities were followed closely in popularity by viewing/ photographing wildlife, boating, fishing, snow/ice activities, and swimming. There has been a growing momentum in participation in sightseeing, birding and wildlife watching in recent years.

Survey results from the 2012 State of the Managed Recreation Industry, "Trends in Parks and Recreation," indicate that trails were the second most commonly planned addition among park respondents. The National Trails Training Partnership submits that a trail's success depends on good design. "Design of a whole trail system as well as its component parts must meet the needs of the anticipated users, which include people of all ages, socioeconomic status, abilities and activities (bicycling, walking, running, wheelchair, equestrian, inline skating). Design elements such as making trails aesthetically pleasing and easily accessible, with multiple points of entry, will also encourage use of the trail."

⁵⁰ "Recent Outdoor Recreation Trends", USDA Forest Service Internet Research Information Series (IRIS) Research Brief, January 2012, http://warnell.forestry.uga.edu/nrrt/nsre/IRISRec/IRISRec23rpt.pdf, accessed August, 2012.

⁵¹ Recreation Management, "2012 State of the Managed Recreation Industry", http://www.recmanagement.com/features.php?fid=201206fe04&ch=4,

I. Adventure Programming and Extreme Sports

Extreme Sports

Extreme sports are not just a fad. Regardless of the time of year, extreme sports are increasing in participation⁵². A 2008 SGMA report shown in *Table 17*, demonstrates this increase in participation.

Table 17: Most Popular Extreme Sports in the USA (U.S. population; 6 years of age or older)

Extreme Sport	# of Participants (participated at least once in 2007)			
1. Inline Skating	10,814,000			
2. Skateboarding	8,429,000			
3. Mountain Biking	6,892,000			
4. Snowboarding	6,841,000			
5. Paintball	5,476,000			
6. Cardio Kickboxing	4,812,000			
7. Climbing (Indoor, Sport, Boulder)	4,514,000			
8. Trail Running	4,216,000			
9. Ultimate Frisbee	4,038,000			
10. Wakeboarding	3,521,000			
11. Mountain/ Rock Climbing	2,062,000			
12. BMX Bicycling	1,887,000			
13. Roller Hockey	1,847,000			
14. Boardsailing/Windsurfing	1,118,000			

Source: Sporting Goods Manufacturers Association, 2007

In recent years, mountain biking, and BMX biking have continued their upward trend while inline skating and skateboarding have trended downward in popularity. Outside Recreation Participation Topline Report 2012.⁵³

J. Cycling

Bicycle friendly cities have been emerging over the last ten years. Cycling has become a popular mode of transportation as people consider the rising cost of fuel, desire for better health, and concern for the environment. Some people also use cycling as a mode of transportation just for the fun of it.

⁵² Sporting Goods Manufacturers Association (SMGA), "Extreme Sports: An Ever-Popular Attraction", http://www.sgma.com/press/2_Extreme-Sports%3A-An-Ever-Popular-Attraction.

⁵³ "Outdoor Recreation Participation Topline Report 2012", Outdoor Foundation, June 2012.

The Alliance for Biking and Walking published *Bicycling and Walking in the United States 2012 Benchmark Report.*⁵⁴ This report shows that increasing bicycling and walking are goals are clearly in the public interest. Where bicycling and walking levels are higher, obesity, high blood pressure, and diabetes levels are lower. Higher levels of bicycling and walking also coincide with increased bicycle and pedestrian safety and higher levels of physical activity. Increasing bicycling and walking can help solve many serious problems facing our nation.

According to the 2012 Benchmark Report, public health trends related to bicycling and walking include:

- Bicycling and walking levels fell 66 percent between 1960 and 2009, while obesity levels increased by 156 percent.
- Between 1966 and 2009, the number of children who bicycled or walked to school fell 75 percent, while the percentage of obese children rose 276 percent.
- In general, states with the highest levels of bicycling and walking have the lowest levels of obesity, hypertension (high blood pressure), and diabetes and have the greatest percentage of adults who meet the recommended 30-plus minutes per day of physical activity.

The economic benefits of bicycling and walking include:

- Bicycling and walking projects create 11-14 jobs per \$1 million spent, compared to just seven jobs created per \$1 million spent on highway projects.
- Cost benefit analyses show that up to \$11.80 in benefits can be gained for every \$1 invested in bicycling and walking.

National bicycling trends:

- Bike sharing and bike libraries allow people to rent bikes and tour communities using multiple pick up and drop off locations.
- Infrastructure to support biking communities is becoming more commonly funded in communities.
- The number of bike commuters in the United States rose by 64 percent from 1990 to 2009.
- Bike share communities rose from .4 percent to .6 percent.
- According to a white paper, Analysis of Bicycling Trends and Policies in Large North American
 Cities: Lessons For New York⁵⁵, "Case studies cities have implemented a wide range of
 infrastructure and programs to promote cycling and increase cycling safety: expanded and
 improved bike lanes and paths, traffic calming, parking, bike transit integration, training
 programs and promotional events." Trends that helped improved cycling in these communities.
- Cycling participation by age almost doubled in the age group 25-64 from 23 percent in 1995 to 42 percent in 2009.
- Cycling participation by ethnicity shows non-Hispanic whites have the highest bike mode sharing
 among ethnic groups, cycling rates are rising faster among African Americans, Hispanics, and
 Asian Americans. Those three groups also account for an increasing share of total bike trips,
 rising from 16 percent to in 2001 to 21 percent in 2009. Cycling is dominated by non-Hispanic
 whites, who make 79 percent of all bike trips in the USA but account for only 66 percent of the
 population (American Community Survey, 2009).

⁵⁴ The Alliance for Biking and Walking published Bicycling and Walking in the United States 2012 Benchmark Report.

⁵⁵ Dr. John Pucher and Dr. Ralph Buehler, "Analysis of Bicycling Trends and Policies in Large North American Cities: Lessons for New York", Rutgers University White Paper, 2011, http://www.utrc2.org/research/projects/analysis-bicycling-trends-and-policies-large-american-cities-lessons-new-york, Accessed November 17, 2012.

• The League of American Bicyclists currently has 490 applicants and has designated 190 communities in 46 states, up from 84 communities in 2008. The award recognizes education, engineering, enforcement, encouragement, and an evaluation plan.

K. Water Recreation

The 2012 Outdoor Recreation Participation Topline Report provided nation-wide trends for various outdoor activities, including the following water recreation activities: canoeing, fishing, kayaking, sailing, and stand-up paddling. Among water recreation activities, kayaking has had the largest increase in participation in the past three years (31.9% increase for recreational kayaking). Canoeing has experienced a slight decrease in participation. Participation in flyfishing is up while other fishing activities are down. Stand-up paddling is experiencing an increase in participation, while participation in sailing is down significantly.⁵⁶

Table 18: Water Recreation Participation by Activity (in thousands) (6 years of age or older)

	2006	2007	2008	2009	2010	2011	3 Year Change
Canoeing	9,154	9,797	9,935	10,058	10,553	9,787	-1.5%
Fishing (Fly)	6,071	5,756	5,941	5,568	5,478	5,360	9.8%
Fishing (Freshwater/ Other)	43,100	43,859	40,331	40,961	38,860	39,071	-3.1%
Kayaking (Recreational)	4,134	5,070	6,240	6,212	6,465	8,229	31.9%
Kayaking (White Water)	828	1,207	1,242	1,369	1,842	1,546	24.5%
Sailing	3,390	4,056	4,226	4,342	3,869	3,725	-11.9%
Stand Up Paddling	no data	no data	no data	no data	1,050	1,242	no data

Source: Outdoor Foundation 2012.

L. Role and Response of Local Government

Collectively, these trends have created profound implications for the way local governments conduct business. Some local governments are now accepting the role of providing preventative health care through parks and recreation services. The following are concepts are from the International County/County Management Association⁵⁷.

- Parks & Recreation departments should take the lead in developing communities conducive to active living.
- There is growing support for recreation programs that encourage active living within their community.
- One of the highest priorities is a cohesive system of parks and trails and accessible neighborhood parks.

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⁵⁶ "Outdoor Recreation Participation Topline Report 2012", Outdoor Foundation, 2012.

⁵⁷ www.ICMA.org, accessed September, 2012.

In summary, the United States of America, its states, and its communities share the enormous task of reducing the health and economic burden of obesity. While numerous programs, policies, and products have been designed to address the problem, there is no magic bullet to make it go away. The role of public parks and recreation as a health promotion and prevention agency has come of age. What matters is refocusing our efforts to insure the health, well-being, and economic prosperity of our communities and its citizens.

M. Administration

Administration Trends for Recreation and Parks

Municipal parks and recreation structures and delivery systems have changed, and more alternative methods of delivering services are emerging. Certain services are being contracted out and cooperative agreements with non-profit groups and other public institutions are being developed. Newer partners include the health system, social services, justice system, education, the corporate sector, and community service agencies. These partnerships reflect both a broader interpretation of the mandate of parks and recreation agencies and the increased willingness of other sectors to work together to address community issues. The relationship with health agencies is vital in promoting wellness.

The traditional relationship with education and the sharing of facilities through joint-use agreements is evolving into cooperative planning and programming aimed at addressing youth inactivity levels and community needs.

Listed below are additional administrative national trends:

- Level of subsidy for programs is lessening and more "enterprise" activities are being developed, thereby allowing subsidy to be used where deemed appropriate.
- Information technology allows for better tracking and reporting.
- Pricing is often determined by peak, off-peak, and off-season rates.
- More agencies are partnering with private, public, and non-profit groups.

Americans with Disabilities Act (ADA) Compliance

On September 14, 2010 the U.S.
Department of Justice (DOJ) issued an amended regulation implementing the Americans with Disabilities Act (ADA 2010 Standards)⁵⁸. On March 15, 2011 the amended Act became effective and, for the first time in history, includes recreation environment design requirements. Covered entities were to be compliant with requirements and the

"People with disabilities are allowed equal access to all services provided by local, state, and federal governments, including recreational services. The ADA allows full and equal access by persons with disabilities to any place of public accommodation, governmental or private."

July 26, 1990, the United States officially recognized the rights of people with disabilities by enacting the Americans with Disabilities Act (ADA).

development of three-year transition plan by March 15, 2012. Implementation of the three-year transition plan must be complete by March 15, 2015.

⁵⁸ U.S. Department of Justice, Americans with Disabilities Act, ADA Home Page, http://www.ada.gov/, Accessed on November 15, 2012.

The Role of the ADA

How a community interprets and implements the guidelines of the ADA regarding parks and recreation programs and services for children, youth, and adults with disabilities ultimately depends upon the philosophy of staff and how accepting they are of people with disabilities. Some organizations provide a basic level of service as per the law and other communities embrace the notion of accessibility and choose to exceed what is expected. Community therapeutic recreation programs must address the needs of all people with disabilities. Disabilities may include autism, developmental, physical, learning, visual impairments, hearing impairments, mental health, and more. Community therapeutic recreation programs should also serve children, youth, and adults of all ages.

The types of programs offered by a community therapeutic recreation program may include specialized, inclusive, and unified programs. Specialized recreation programs generally serve the needs specifically for someone with a disability. A "Learn to Swim" program for children with autism or an exercise program for adults with arthritis are just two examples of specialized programs. An inclusive program is one in which a person with a disability chooses to participate in a regular recreation program with a reasonable accommodation, alongside typical peers who do not have a disability. A third type of program is a unified program. This program is for individuals with and without disabilities who participate together as a "buddy," or are paired or matched – able-body with disabled. Many Special Olympic programs are offered as unified programs.

Marketing by Parks and Recreation Providers

Niche marketing trends have experienced change more frequently than ever before as technology affects the way the public receives information. Web 2.0 tools and now Web 3.0 tools are a trend for agencies to use as a means of marketing programs and services. Popular social marketing electronic tools include:

- Facebook
- Twitter
- You Tube
- Tagged
- LinkedIn

Mobile marketing is a trend of the future. Young adults engage in mobile data applications at much higher rates than adults in age brackets 30 and older. Usage rates of mobile applications demonstrate chronologically across four major age cohorts, that millennials tend to get information more frequently using mobile devices such as smart phones. For example, 95 percent of 18-to-29-year-old cell phone owners send and receive text messages, compared to 82 percent of 30-to-49-year-olds, 57 percent of 50-to-64-year-olds, and 19 percent of 65 and older. It is also a fact that minority Americans lead the way when it comes to mobile internet access. Nearly two-thirds of African-Americans (64%) and Latinos (63%) are wireless internet users, and minority Americans are significantly more likely to own a cell phone than are their white counterparts (87 percent of Blacks and Hispanics own a cell phone compared with 80 percent of whites). By 2015, mobile internet penetration is forecast to grow to 71.1% for Hispanics compared to 58.8% for whites.

⁵⁹Aaron Smith, "Mobile Access 2010", Pew Internet and American Life Project, Pew Research Center, July 7, 2010, http://www.pewinternet.org/Reports/2010/Mobile-Access-2010/Summary-of-Findings.aspx, Accessed on November 15, 2012. ⁶⁰ Erik Sass, "Minority Groups Heaviest Users of Mobile Net", *Media Daily News*, Nov. 18, 2011, http://www.mediapost.com/publications/article/162699/minority-groups-heaviest-users-of-mobile-net.html#axzz2CK9zYGFw, Accessed on November 15, 2012.