

Trends in the Parks, Recreation & Culture Field

3. Trends

Appendix B provides a full description of 27 trend areas that are affecting parks and recreation in British Columbia and Canada. This section provides a brief synopsis of these trends and outlines their likely implications for the field at both the provincial and local level. The trends are grouped under the following five categories: Demographic, Behavioral, Organizational and Workplace, Infrastructure, and Environmental.

3.1 Demographic Trends

3.1.1 A Profile of Shifting British Columbia Demographics

The population of BC is 4,292,166 (April 1, 2006) and is expected to grow to 4,873,300 by 2016. The growth rate between 2001 and 2006 doubled to 9.8% over the 4.9% growth rate between 1996 and 2001, as strong migration from other provinces and countries occurred. Population growth was accompanied by strong economic and job growth.

BC's population is aging with the median age rising by approximately 2.1 years every 5 years. The proportion of age 65+ older adults will increase from 13.6% in 2001 to approximately 24.1% in 2031, while the proportion of children age 0-14 will decrease from 18.1 to 13.1% over that same period.

3.1.2 Population Cohorts and Shifts in BC and Canada

Population shifts are not consistent over all age cohorts and are especially affected by the huge Baby Boom cohort which will be aged 40-59 in 2006. The Baby Boom accounts for 1/3 of the Canadian population and are influencing leisure demands and trends as they age. The generational population shifts have gone from Boom to Bust, then to Echo, and now back to a second Bust with the smaller cohort of children aged 10 years and under.

3.1.3 Growing Gap between Haves and Have-Nots

While poverty rates have declined slightly over the last decade, the gap between haves and have-nots has widened, with a strong correlation between age and relative wealth. Young families are now twice as likely to live in poverty as those over 65, but poverty is present in all generations, especially for lone parent families and individuals living on their own.

3.1.4 Increasing Diversity

BC's population is becoming increasingly diverse, especially in urban areas as migration from other countries grows. The proportion of visible minorities grew from 17.9% in 1996 to 21.6% in 2001, and similar growth is expected for 2006. Of the 26.1% of BC residents who are foreign born, 50% are from Asia, 35% from Europe and the other 15% from other regions of the world.

3.1.5 Leadership Shifts and Gaps

The field is seeing an increasing number of early Baby Boomers retire. This creates opportunities for other individuals to advance and demonstrate their abilities. There is a concern, however, with the availability of practitioners at the entry-level in a number of job settings.

Implications of Demographic Trends

- The high levels of population growth in many communities will place increased pressure on the demand for services and facilities, as well as the provision of adequate new open spaces to accommodate growth.
- Individual communities vary widely in their demographic profiles. Communities need to be aware of their own patterns through data available through BC Stats and Statistics Canada.
- The Baby Boom generation will continue to be active and place a high demand on services. Their preferences, however, will shift to less strenuous physical activities as they age and to cultural activities.
- More elementary schools will close as the number of children decreases, leading to a potential loss of community access to school facilities and open spaces. There will also likely be declines in swim lessons, sport participation levels, and other children's programs as the fertility rate remains low.
- Accessibility and affordability for young families will need to be a priority. Fee policies will need to be re-examined, especially high discounts for seniors who can easily afford services. Recreation opportunities for children living in poverty needs to be a higher priority.
- Most Canadians view parks as part of the "commons". There is an expectation that they will continue to have free access to parks and trails for individual use. The significant public reaction to parking charges in Provincial Parks is an indicator of these expectations. Care needs to be taken in introducing new fees that impact use and access.
- As the cultural diversity of communities increase, the development of policies, programs and services, and marketing approaches will need to reflect this diversity and reach out to different ethno-cultural groups.
- Many ethno-cultural groups place a premium on large gatherings, (as do many organizations), for gatherings and special events. The provision of large group areas with adequate shelter and washrooms should be considered within parks systems.
- The recruitment of young people into the field and its post-secondary education programs will be a priority. Young practitioners will also need mentoring and professional development opportunities as they enter the field.

3.2. Behavioral Trends

3.2.1 Toward Informal and Individual Activities

There is a clear shift toward more informal and individualized activities. The favourite activities for both adults and youth fall into this category. People are choosing activities that can be done at personally convenient times and places.

3.2.2 Changing Preferences and Expectations

There is a shift to the activities that have an experiential nature and offer challenges and other forms of learning. In the tourism area, cultural learning and ecotourism will continue to grow. There will be high expectations for the quality of programs and facilities. Baby Boomers will shift to less strenuous physical activities and to culture and the outdoors.

3.2.3 Time Segmentation

As many people feel increasingly rushed, there will be a growing trend to more condensed periods of leisure activity. This will further emphasize the trend to more individualized activity at times convenient to the individual.

3.2.4 Volunteerism

There is a significant drop-off in volunteerism that is affecting sport and recreation. Retiring Baby Boomers may be a future source, but will need to be approached directly. Episodic or short-term volunteering has seen greater success than requests for longer-term commitments.

3.2.5 Wellness and Chronic Disease

There is a growing awareness of the health benefits of physical activity and healthy eating. The proportion of Canadian adults who are active has increased significantly over time, although activity levels continue to drop with age. Physical activity has been clearly recognized as a major factor in chronic disease prevention and management. However, increasing activity levels could also increase injury. Injury prevention during activity is also an issue.

3.2.6 Children and Youth Inactivity

Child and youth inactivity is considered to be a major problem as obesity rates have tripled over a 15 year period. The amount of “screen” time (i.e. video games and television) has increased as children pursue less active forms of activity. Chronic disease levels have increased in children and youth, creating concerns for long-term health impacts.

3.2.7 Growing Leisure Activities

Leisure activity areas that have grown include walking and cycling, home landscaping and gardening, cultural activities, outdoor activities and environmental learning, cultural learning and ecotourism, and physical activity as rehabilitation. Demands by parents for children’s physical activity programs will grow.

Implications of Behavioral Trends

- There will be greater demands on drop-in opportunities in recreation and cultural facilities, and scheduling should ensure that these are available throughout the day.
- The development of greenways, bikeways and pathway systems is a key priority for community open spaces systems. These systems contribute to personal and environmental health.
- More experiential programs will be in high demand. These include outdoor adventure programs, cultural learning and participation, and more intensive learning opportunities.
- Where feasible, more programs should be offered in compressed timeframes - a one or two day workshop instead of on a weekly basis for a longer timeframe.
- Conversely, many people enjoy the constancy and social aspects of ongoing programs. Especially for older adults, social elements should be included as part of the post-activity period.
- Volunteer recruitment and development programs will need to be revived, with retired Boomers and young people as two key targets. Volunteer experiences may need to be packaged into shorter timeframes around community projects.
- Programs aimed at rehabilitation and wellness can be offered through partnerships with the health sector. Programs offered in community, rather than clinical settings,

are more likely to lead to ongoing healthy lifestyle behaviour. Aquatic and fitness elements can be included in facility design.

- Youth inactivity and obesity are considered by many to be at the epidemic level. Schools play a key role but often have diminished capacity. Partnership approaches by schools, Parks and Recreation Departments, community sport, and parents will be required to address the issue.
- There will be an increasing demand for recreation staff to work with their park counterparts to plan and provide programs that address the growing interest in gardening, plant selection, pruning and home landscaping.

3.3 Organizational and Workplace Trends

3.3.1 The Benefits Movement

The Benefits Movement has helped the fields become more outcomes focused and to broaden its mandate beyond traditional services. Another shift is from simply using the benefits in advocacy and marketing to using the benefits approach in programming and planning.

3.3.2 Accountability

Political decision makers and boards are increasingly demanding that the field measure and demonstrate their impacts. This often means demonstrating the field's contribution to overall organizational and community goals.

3.3.3 Partnering

Partnering has been extended beyond traditional to newer partners in health, justice, education, community and social services, and the corporate sector. Internal municipal partnerships with planning, engineering and the police are also growing as the field plays a more integral role in community design and public safety.

3.3.4 Alternative Delivery Systems

There are growing examples of alternative delivery systems including contracting out of certain services and cooperative agreements with the not-for-profit and corporate sectors. Some arrangements have worked, while others have been problematic.

3.3.5 Expanding Service Demands

The parks and recreation field is increasingly being recognized as a vital element in affecting community health and addressing social issues. This places additional pressures on the field and often calls for a new set of skills, as practitioners work in integrated teams with other sectors.

3.3.6 Technology

The field has become increasingly sophisticated in the use of technology. Some elements include registration systems, bar-coded facility entry, user tracking systems, enhanced communications, and parks mapping and work tracking.

3.3.7 Broad Workplace Shifts

As more people are self-employed, have more flexible work schedules, or work part-time, there will be increased demands on day-time use of facilities and parks. There will be increasing use of teams and traditional and rigid job descriptions are becoming obsolete.

Implications of Organizational and Workplace Trends

- Departments will need to become more skilled at integrating the benefits and outcomes into both operational and strategic planning.
- The analysis of trends and their impacts should be integrated into organizational strategic planning processes to ensure they are considered in identifying strategies and priority setting.
- The development of a clear set of performance measures for the field will be required so that outcomes can be measured and communicated. The field needs to ensure that these measurements are relevant and are not simply output measures that are imposed by others.
- As the field partners with other sectors, it will need to ensure that there is a mutual understanding of mandates as a starting point in the development of partnership approaches. This includes internal partnerships at the municipal level.
- Partnering with other sectors in the provision of services will require a clear set of expectations and written agreements. The development of an overall set of partnership guidelines can support this.
- Working with other sectors will create the need for developing greater skills in community development, team building and social inclusion.
- Mechanisms will be required to allow those in the field to share information about technological advances and opportunities.
- As job schedules become more flexible and people retire, there will be increased demands for day-time use – especially informal drop-in use.

3.4. Infrastructure Trends

3.4.1 Aging Infrastructure

A large proportion of BC's recreation and parks infrastructure is aging. Many older facilities are deteriorating more rapidly than necessary because of a lack of preventative maintenance programs. The costs of renovating or replacing these aging facilities are significant.

3.4.2 Infrastructure Programs

Many provincial infrastructure capital programs were discontinued in the mid to late 90's, with the funding redirected to health. The Canada/BC Infrastructure Program needs adjustments to provide greater support for community facilities. It is likely that new provincial programs for recreation, sport and trails programs will be needed.

3.4.3 Facility Shifts

A clear shift from stand alone to multi-use facilities has occurred and will continue. This also includes a shift from separate youth and seniors' centres; these are now more commonly integrated into multi-generational facilities.

3.4.4 Expanded Facility Roles

There is a trend to including more partners in facilities including public health, libraries, and community services. Community facilities are also contributing more to tourism and economic development, and as focal points for community events.

Implications of Infrastructure Trends

- A careful analysis of the major systems of aging facilities will need to be carried out and a repair/retrofit plan developed. As systems such as roofs age, deterioration accelerates with time, so repairs that are put off generally become more serious and costly.
- Facilities of any age require a life cycle management plan to review the condition, and repair and replace systems within reasonable timeframes.
- Fossil fuel costs will continue to increase and systems to reduce consumption need to be considered based on payback. These include roof solar panels, heat recovery systems and motion sensitive lighting. Buildings should be planned with appropriate LEED principles and supplementary energy sources such as solar and geothermal. Water use needs to be reduced in shower, toilet, pool, and grounds/landscaping applications.
- Advocacy efforts at the provincial level need to continue to influence the criteria within the Canada/BC Infrastructure programs and agreements. The UBCM plays a major role in influencing these programs. In addition, advocacy for separate BC infrastructure programs for recreation, sport and trail programs should be a priority.
- Active transportation systems are a major contributor to individual and community health. Ideally, walkway and bikeway connections should be made to indoor facilities. At a minimum, adequate bicycle parking and storage should be provided.
- Care should be taken before developing stand-alone senior centres because of changing expectations of the coming generation of older adults. Seniors' oriented spaces should be grouped with other adult program spaces and include social elements.
- Stand-alone youth facilities have proven to be less effective in most settings than the inclusion of youth elements in multi-generational facilities. Again, these spaces should be grouped with gymnasiums and other active areas. The most successful youth parks have enough elements that they attract a range of youth groups and interests. These elements may include a skateboard facility, sport courts and social gathering spaces.
- Partnering with other sectors in recreational facilities requires careful planning and clear agreements. The most successful ones are those that involve program partnerships rather than simply being a landlord-tenant relationship.

3.5 Environmental Trends

3.5.1 A Growing Sense of Stewardship

The health of the environment remains high on the agenda of British Columbians. These concerns extend to water and air quality as well as the preservation of natural areas.

3.5.2 Environmental Activism and Activation

There are high public expectations that Parks and Recreation Departments will demonstrate high levels of stewardship and environmental sensitivity in their operations and planning. There is also a growing willingness of citizens to participate in projects to protect or restore sensitive environmental areas.

3.5.3 Interest in the Environment

There is a growing interest in learning about the natural environment. Outdoor experiences are growing in popularity, but tend to be done within shorter timeframes and closer to home.

3.5.4 Climate Change

While there is no agreement about the causes, there is an understanding that global warming and other climate changes are occurring.

Implications of Environmental Trends

- The stewardship of natural environments requires sound and sensitive management practices; many communities have developed natural areas and urban forest management plans, and integrated pest management plans.
- The conservation and wise use of water needs to be infused into park operations, including automated irrigation systems and drought tolerant, native plant selection.
- There is increased interest and opportunities to engage local citizens and groups in environmental stewardship activities such as stream and riparian zone restoration and the removal of invasive species.
- With a heightened interest in nature and the environment, regional and local authorities may consider interpretive programs, signage, and environmental education and information programs.
- Environmental education should include an understanding of how the individual can impact on and support environmental health. This includes using active and public transportation, household watering and chemical use, and other practices.

Appendix B - Trends in the Parks and Recreation Field

This Appendix provides an overview of a number of trends that are affecting leisure lifestyles, and parks and recreation services in British Columbia and Canada. Trends are observable patterns of change, some obvious and others more subtle, in areas as diverse as demographics, consumer preferences, economics, organizations and the environment. These trends are grouped under five categories. In total, 27 trend areas have been identified.

A. Demographic Trends

Trend A.1: A Profile of Shifting British Columbia Demographics

Population Shifts: As of April 1, 2006, the estimated population of BC was 4,292,166. The actual population from the May, 2006 Census count will not be available until the spring of 2007. Table 1 shows the population growth patterns over the last 25 years.

Table 1 - Growth Patterns in BC Since 1981

Census Year	Population	Median Age	Growth Over Previous 5 Years
1981	2,823,933	30.6	11.5%
1986	3,004,104	32.8	6.4%
1991	3,282,061	34.4	9.3%
1996	3,724,738	35.7	13.5%
2001	3,907,738	37.9	4.9%
2006	4,292,166	39.8	9.8%

The growth patterns have reflected the state of the provincial economy to a marked degree. Prior to the early 1980's, growth over the five year periods between Census counts had usually

been in the double digits because of migration from other provinces and countries. The recession in the early 80's slowed growth dramatically and the province saw a net out-migration to other provinces for a few years. The same out-migration was witnessed from 1998-2002, as generally young people headed generally to Alberta. The revival of the provincial economy since 2002 has spurred population growth; there was a net inter-provincial migration of 7,456 from July 1, 2004 to June 30, 2005. Of the total population growth in BC, 71% is due to migration, and 29% to natural growth (births over deaths). Like the rest of Canada, BC is getting older as the huge cohort of Baby Boomers ages. The median age has grown approximately two years over each 5 year period. Table 2 shows the projected population growth of BC over the next 25 years as identified by BC Stats.

Table 2 - Projected BC Population to 2031

Year	Population (July 1)	Median Age
2006	4,303,100	39.8
2011	4,580,100	41.3
2016	4,873,300	42.5
2021	5,150,200	43.5
2026	5,397,300	44.7
2031	5,610,100	46.2

BC Stats predicts that the rate of growth will slow after 2016, and that by 2021, there will be an actual net loss in natural growth as deaths will outnumber births. That means that all the net population growth will come from outside BC. Table 3 shows the distribution of BC's population by age group in the 2001 Census, and the projected distributions for 2016 and 2031.

Table 3 - Age Groups Distribution by Percentage

Age Groups	2001 Census	2016 Projected	2031 Projected
0-14	18.1	14.2	13.1
15-24	13.2	11.1	9.8
25-44	30.1	28.1	25.3
45-64	25.0	29.2	27.4
65+	13.6	17.5	24.1

Table 3 illustrates the aging of the British Columbia population as the fertility rate continues to decline and the population ages. Almost a quarter of BC residents will be 65+ in 2031 and the number of those 80+ will double from 3.3% in 2001 to 6.7% in 2031. Canada had very similar age group profiles in 2001 with BC being slightly older; for example, the 65+ was 13.6% for BC and 13.0% for Canada, while there were fewer youth 0-14 in BC (18.1% to 19.1%). The real variation is at the community level. In comparison, a young community like Port Coquitlam had a 65+ population of 7.4%, while that age group was 38% of Qualicum Beach's.

Selected Personal and Household Characteristics: In 2001, 26.1% of BC residents were foreign born, a percentage that continues to grow. Just over 50% of these immigrants came from Asia, another 35% from Europe, and the remaining 15 from other regions of the World. The proportion of visible minorities also continued to grow, moving from 17.9% in 1996 to 21.6% in 2001 as BC's population has become more diverse. By contrast, the proportion for Canada was 13.1%. Of course, many of these individuals were Canadian born, but immigration has played a significant role in the increase. As with age group distribution, there are significant differences between communities in these proportions with generally higher visible minority populations in urban municipalities. The following are the largest visible minority groups and their respective proportions of the total visible minority population of 836,440 in 2001:

- Chinese 43.7%

- South Asian 25.1%
- Filipino 7.7%
- SE Asian 4.2%
- Japanese 3.9%
- Korean 3.8%

BC households fall into four relatively equal categories:

- Couples with Children 27.6%
- Couples without Children 28.5%
- One Person 27.3%
- Other Types 16.6%

Of these households, 33% are rented and 67% owned.

The 2001 Census identified 1,086,030 families -generally defined as categories 1 and 2 above. Table 4 shows the types of families, their relative numbers, proportions and family size. It should be noted that 81% of lone parent families have a female head.

Table 4 - Family Characteristics 2001

Type of Family	Number	Proportion	Ave. Family Size
Married Couple	797,490	73.4%	3.1 persons
Common-law	120,125	11.1%	2.6 persons
Lone Parent	168,415	15.5%	2.5 persons

The median "Family Income" in 2004 was \$58,100 for Canada and \$55,900 for British Columbia. Lone parent families, however, have incomes of just over half that amount. Of the 13 provinces-territories, the four higher jurisdictions were NWT (\$79,800), Yukon (\$67,800), Alberta (\$66,400) and Ontario (\$62,500). Those living under the Low Income Cut-off (LICO), before and after taxes, continued to decline slightly across Canada and BC from 2000 to 2004.

Notes on Basic Demographic Sources: The two primary sources for demographic data on British Columbia are Statistics Canada and BC Stats.

- **Statistics Canada Census:** The only actual count of the population is done by Statistics Canada every five years. The last Census was done in 2001 and the results are included in this document. The next Census was carried out in 2006 with May 16 being the actual Census Day. The initial 2006 Census results will not be available until the spring of 2007. Statistics Canada only does population projections on a national and provincial/territorial basis. They make projections after adding a 3.1% under-coverage estimate, (those missed in the Census), to the actual Census count. They monitor other demographic and economic data on an ongoing basis.
- **BC Stats:** BC Stats use the Statistics Canada Census data and then do projections for population growth based on a variety of information sources, such as residential construction patterns, within its P.E.O.P.L.E. 31 model. Their current projections are up to the end of 2005, although they do longer-term estimates. BC Stats assumes a 4.37% under-coverage in their projections, rather than Statistics Canada's 3.1%. Their projections will be modified when the 2006 Census data is available.

Trend A.2: Population Cohorts and Shifts in BC and Canada

As stated previously, the most significant shift in the Canadian population is that it is aging. Every five years, the median age of the national and provincial populations increase by

approximately 2-2.1 years. Some provinces age faster than others, depending largely on the out or in-migration of young people and their families. Alberta is the youngest Canadian province because of strong job growth and relatively affordable housing. The three territories are younger still; the birth rates remain higher there and in Nunavut, for example, 45% of the population is under the age of 15. There is also significant variation between communities in the same province.

David Foot, Canada's leading demographer, has written two books, *Boom, Bust & Echo* and *Boom, Bust & Echo 2000*. He identifies that it is too simplistic to view Canada as aging uniformly, and that there are significant differences between age cohorts and their respective impacts on society - especially the Baby Boom generation. Beginning with those born in 1930, Foot identifies the following age cohorts:

- ***Depression Babies 1930-1939:*** These individuals will be between 67 and 76 in 2006. Many have more traditional values in comparison with succeeding generations, have a sense of duty and citizenship, and are often suspicious of change. Others of this generation are more open to new ideas, travel and continued learning. Whatever their perspectives, this group had large families and were the parents of the major bulge in the Baby Boom born from the mid-50's to mid-60's.
- ***World War II Pre-Boomers 1940-1946:*** This relatively small cohort will be between 60 and 66 this year, so are either retired or about to retire. They were or still are the key leaders in many fields, including parks and recreation, assuming senior positions fairly early in their careers and staying there. They will be less likely to join senior's centres as they age and will continue to use mainstream facilities. They could be a great source of volunteers because of their organizational abilities, but will need to be personally asked.
- ***Baby Boom 1947-1966:*** The youngest Boomers turn 40 in 2006 and the oldest will be 59. This 19 year age cohort makes up over one-third of the Canadian population as significant increases in the birth rate, coupled with immigration after WW II, led to a swelling of the population over this period. The peak of the Baby Boom was 1961, so the "average" Boomer is only between 40 and 50. This means that the 65+ population, won't really peak until 2026 at 20%, and then grow more slowly to 23% by 2041. Foot named those born between 1961 and 1966 as "Generation X. This very large cohort had difficulty getting good jobs and opportunities because: a) there were so many of them, and b) early Boomers were already entrenched in management positions. As a whole, Boomers are more affluent, tend to be more active than preceding generations, and think of themselves as younger than their parents at the same age. As they age, Boomers are shifting from activities such as tennis and aerobics to less strenuous ones such as walking, cycling, tai chi and yoga.
- ***Baby Bust 1967-1979:*** There was a sharp drop in the birth rate and the number of children born between 1967 and 1979, those who will be 27 to 39 in 2006. This drop led to elementary school closures in many communities across Canada in the early 1980's. This small cohort was fortunate in a number of ways. They had less competition getting into university, and as the first "techno-generation", rose relatively quickly as they entered the workforce - bypassing many of the Generation X who remained sandwiched between them and the incumbent early Boomers. The Baby Busters tend to seek work-life balance and are more loyal to the team they work with than the organization itself.
- ***Baby Boom Echo 1980-1995:*** The fertility rate remained low entering the 1980's in terms of family size, but the number of births expanded as the Baby Boomers began to have children. This second swelling in the Canadian population, the Echo, was far smaller than the Boom but still led to increased demands for school and university places as the Echo generation matured. Their presence has kept middle and secondary school populations high and has made university acceptance more difficult because of the size of the cohort. The Echo cohort, aged 11-26, are a major consumer force, are

wired technologically, are risk-takers recreationally, and often consider their friends as "family".

- ***Millennium Busters 1996-2010:*** Just as the Baby Boomers created the smaller Echo by having children, the smaller cohort of those born after the 1961 peak of the Boom and the Baby Bust generation, produced far fewer children. The Millennium Busters, aged 10 and under in 2006, have resulted in declining elementary school populations and school closures across British Columbia and Canada. In British Columbia there are over 7,000 less students in the 2006-07 school year than the previous year, and 16,000 less students in grade 1 than grade 11. This decline in elementary school aged populations has led to school closures across BC and will eventually pass along to declining populations in secondary school populations over the next decade.

The demographic patterns identified by Foot are evident in British Columbia, but care should be taken not to over-generalize. For example, the reduced numbers of children don't always result in youth sport declines when there are outstanding programs. The drop in tennis participation across Canada is a result of Boomers shifting to less strenuous activities such as walking, but communities that have excellent tennis facilities and youth programs have altered that trend. There is a clear interplay between demographics and other community characteristics.

Trend A.3: Growing Gap - Haves and Have-Nots

There has been a general shift in North America to a growing gap between the haves and the have-nots from a personal economic perspective. The gap is greater in the United States than Canada. In both countries, that gap is age related in that more than half the wealth of North Americans is now owned by people over 50. Young families with children are now twice as likely to live in poverty as defined by the Low Income Cut-off (LICO). Fee rates, however, still generally favour older adults more than young families. There is a need to re-examine accessibility and pricing policies, and to implement measures that support all individuals with low income, but especially young families and their children.

Trend A.4: Increasing Diversity

Communities, especially large urban centres, have become increasingly ethnically diverse. Just over one quarter of BC residents were foreign born in 2001. The major shift has been from traditional early immigration from Western Europe to current higher levels of new residents from Asia. By 2001, of the immigrant population, 50.2% were Asian and 34.9% were European. There are also increasing numbers of individuals from Eastern Europe, and other world regions and language groups. Parks and recreation services need to ensure that facilities and services are welcoming, address language barriers appropriately, and recognize the needs and interests of various cultures when the demand and need is there.

Trend A.5: Leadership Shifts and Gaps

The early Baby Boomers who have led parks and recreation organizations are soon going to retire. There are a number of capable people to replace them at the senior levels, but there appears to be a gap at the entry level with fewer younger people being attracted to the field or having had a chance to advance. There are also issues with attracting program, instructional and technical staff in areas as diverse as aquatics and arena plant maintenance. This is especially evident in smaller and mid-size communities. These entry-level leadership issues are also evident for non-profit society management. A concerted effort will need to be made by post-secondary institutions and the field to address leadership gaps. Individual departments

may need to develop and train their own staff in technical and program areas when there is a short supply.

B. Behavioural Trends

Trend B.1: Toward Informal and Individual Activities:

There has been a clear shift from formal and organized activities to more individualized and informal. People are increasingly choosing activities that can be done individually or in small groups, at a time of the individual's choosing, and often near or at the individual's home. This is reflected in the top five favourite physical activities for adults and youth in Canada as identified in the Canadian Community Health Survey:

Favourite Adult Activities

1. walking
2. gardening
3. home exercise
4. swimming
5. bicycling

Favourite Youth Activities

1. walking
2. bicycling
3. swimming
4. running/jogging
5. basketball

With the exception of swimming, these activities can be done close to or at home. They can all be carried out at a personally convenient time and are generally unstructured. The only team sport found in either list is basketball; however, its inclusion is largely based on informal play rather than on formal organized team activity. In fact, registered sport participation levels fell to 34% in 1998 from 45% in 1992. In the case of swimming, most aquatic activity is drop-in water play or lap swimming. Parks and recreation departments should consider ensuring that lap swimming and drop-in can occur at times throughout the day. There is an increased interest in outdoor activities. New trail development consistently ranks at or near the top of public surveys in terms of preferred new facilities. Young families are also looking for inexpensive, informal activities that can be enjoyed as a family unit.

Trend B.2: Changing Preferences and Expectations

Another clear trend is the shift toward the experiential aspect of activities. People are seeking personal growth and meaning in the activities they choose. For example, the two fastest growth areas in tourism are cultural learning and ecotourism. Registration in classes has increased as people seek lifestyle skills. People not only have high expectations for achieving personal benefits, but also that there will be a high quality of service in terms of quality of instruction, customer service, and facility cleanliness and appearance.

As the Baby Boomers age, they continue to have an interest and commitment to being active, but will turn away from more strenuous activities such as tennis and jogging to more moderate activities such as walking and yoga. Boomers are also showing an increased interest in culture, both in terms of attending performances and cultural venues, and in actual participation in art activities.

Trend B.3: Time Segmentation

Geoff Godbey and others have noted the general feeling that many people feel rushed, and that their discretionary time is available in smaller chunks. This is reflected not only in the shift to more individual activities, but also to shorter periods of activity that involve "time deepening" where people multi-task during both work and leisure activities, (e.g. reading a report while on a treadmill). While many individuals report that they value their leisure time

more than work, they may still be challenged to integrate leisure into their lifestyles by finding or creating time.

Trend B.4: Volunteerism

Canada lost a million volunteers between 1997 and 2000, going from 7.5 to 6.5 million (Stats Canada). The greatest drop-off in volunteerism was found for the 35-49 age group; these individuals are perhaps most affected by time segmentation and having to juggle work and family obligations with leisure and volunteerism. As Baby Boomers begin to retire, they may create an excellent pool of skilled volunteers. They will likely have to be actively recruited to become a volunteer in the community. Because of time pressures, individuals will more likely be willing to volunteer for shorter term projects and tasks, as opposed to long-term commitments. Examples of short-term projects are trail building and invasive species removal days in parks, and special event planning in recreation. This trend is termed "episodic volunteering".

Trend B.5: Wellness and Chronic Disease

People are increasingly aware of the health benefits of activity and nutrition. This interest in personal wellness is reflected in the proportion of Canadian adults who are active enough to achieve health benefits. BC is the most active province in Canada with 58% of the population active enough to receive health benefits (2003/04 Canadian Community Health Survey). The proportion for Canada has risen from 24% in 1981 to the current 49%. While Canadian adults are generally more active, they are also becoming more overweight; approximately 15% of the adult population is now obese. A lack of activity, coupled with fast foods and trans-fats intake, are responsible; community wellness initiatives will need to include a healthy eating component along with physical activity.

Older adults are becoming increasingly active, but activity levels still go down as people age. There is also a 15% discrepancy between older men and women in terms of activity levels with men being more active. The male-female gap is very small for mid-age adults, so the current discrepancy may disappear as the Baby Boomers age. There is also the "fourth generation". These are individuals who are impacted by chronic diseases such as Type 2 Diabetes as they age. Activity, however limited, will be an integral part of chronic disease management for these individuals.

Trend B.6: Children and Youth Inactivity

Inactivity levels for children and youth are considered to be a greater problem. The Ontario Medical Association estimates that Canadian children are 40% less active than 30 years ago. Obesity rates tripled for children between 1981 and 1996, and children's overweight levels grew from 15% for both genders to 29.2% for girls and 35.4% for boys. Children now spend 3-5 hours daily in front of a television and less time playing outside. This challenge will require a coordinated effort by recreation, health, education and parents. There is also a 16% gap between male and female teens in activity levels. Inactivity and obesity levels in children and youth are resulting in the increasing early diagnosis of chronic diseases in the young, potentially resulting in a lower life expectancy than the current levels.

Trend B.7: Growing Leisure Activities

Activities that have grown in popularity and will likely continue to grow include:

- Walking and Cycling - There will be continued demands for safe and inviting places for active transportation activities.

- Home Landscaping and Gardening - As the interest in gardening and landscaping grows, people will be looking for good information sources beyond television.
- Cultural Activities - The Boomers, in particular, will want to enjoy and participate in the visual, performing and cooking arts. There will also be a growing demand for art programs for school-aged children.
- Outdoor Activities and Environmental Learning - There may be a shift away from traditional camping towards closer to home, but challenging, outdoor pursuits on a day-basis. There is a growing interest in learning about local and regional flora and fauna.
- Cultural Learning and Ecotourism - When people do travel, they will want to go someplace to learn: art, language, the culture, cooking, and heritage. Ecotourism will also remain strong as people seek unique experiences.
- Youth Physical Activity and Healthy Living - Parents are beginning to get the messages about child and youth obesity and inactivity. There will be increasing demands for programs that get young people active and help them make healthy choices.
- Rehabilitation and Chronic Disease Management - As people age and chronic disease conditions increase, they will seek to remain active while managing injuries and conditions. Community recreation facilities, combined with rehabilitation programs and elements, will be key settings.

C. Organizational and Workplace Trends

Trend C.1: The Benefits Movement

The 1992 and 1997 Benefits Catalogues have had a subtle but profound affect. They have helped the field become more outcomes focused, and to broaden its mandate from the delivery of traditional services to the creation of individual and community benefits. In the 1990's the Benefits Movement and approach largely focused on using the evidence of the benefits of parks and recreation as advocacy and communication tools - aimed at municipal councils, other institutions and citizens. The shift now is toward using the Benefits approach as a key planning tool. Departments are increasingly defining outcomes in their strategic planning processes, and then directing new strategies to achieve those outcomes.

Trend C.2: Partnering

Parks and recreation has always functioned within a mixed delivery system model and has worked closely with other voluntary sport, culture and recreation organizations in the delivery of services. The most significant shift is the extension of these partnerships beyond the voluntary sector. Newer partners include the health system, social services, justice, education, the corporate sector, and community service agencies. This reflects 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 will be vital in promoting wellness. The traditional relationship with education, the sharing of facilities through joint-use agreements, is evolving into cooperative planning and programming aimed at addressing youth inactivity levels and community needs.

There has been a growth in internal partnerships within municipalities. There are closer relationships with police departments around public safety and youth initiatives, and there are closer relationships with planning and engineering departments in the development of greenway and active transportation systems.

Trend C.3: Alternative Delivery Systems

Municipal parks and recreation structures and delivery systems have changed and more alternative methods of delivering services are evident. There is more contracting out of certain services, and more cooperative agreements with non-profit groups and other public institutions. There are also more public-private partnerships involving either the construction of new facilities, or the inclusion of private operations within publicly operated facilities. The successful public private partnerships have been based on strong and comprehensive agreements and ongoing communication.

Trend C.4: Expanding Service Demands

Throughout British Columbia, local parks, recreation and culture departments are increasingly asked to be an integral part of addressing a myriad of social issues, responding to homelessness, drug use for youth and young adults, child care needs, and other issues traditionally responded to by provincially sponsored programs. In many communities, recreation personnel are working more closely on internal integrated service teams, and with social service personnel in responding to these needs. This often requires new and different skills, different program and service design, and the re-allocation of resources. Funding issues aside, leisure is becoming more widely recognized as a tool for social change. Its potential for improving the quality of life for local citizens is significant. There is a growing trend to advocate the use of leisure programs and services to reduce crime, to reduce risk factors for youth at risk, and to break down ethnic divisions and create better understanding between different cultures.

Trend C.5: Accountability

Another clear shift is that political decision makers and volunteer boards are increasingly demanding that their departments measure and demonstrate their impact on the community. This demand for accountability through performance measures doesn't necessarily result in outcomes focused organizations, because outputs are still far easier to measure. In the coming decade, the field will need to develop its capacity to ensure that sound performance measurement systems are in place, and have a balance between output and outcome measures. The field also has to become better at communicating the outcomes and benefits at a local, provincial and national level.

Trend C.6: Technology

Parks and recreation has increasingly embraced greater use of technologies. This includes bar-coded entry systems for pass holders, computer and web-based program registration systems, user tracking systems, and enhanced communications with both users and colleagues. These high tech capacities will compliment, but never replace the need for human contact and personal attention.

In the parks area, the use of digitized aerial photography has changed mapping systems and has allowed for easier overlays of GIS mapping levels. Many of these maps, including trails, will be available to the public on interactive web-sites. In the near future, parks maintenance staff will all carry a hand-held PDA that they can record work information on, and send directly to payroll and other computerized maintenance management systems. These will soon all be voice activated.

Trend C.7: Broad Workplace Shifts

A large proportion of new jobs in the Canadian economy are self-employed or part-time, and a number of full-time jobs have more become more flexible in time patterns. This has contributed to an increase in weekday use of recreation facilities and open spaces, especially drop-in casual use. Job descriptions are becoming obsolete in many fields as individuals often find themselves working in teams and on tasks outside of their normal roles. Younger staff members, especially the Baby Busters, are less loyal to the organization than they are to the team and achieving goals; they expect to be part of the planning and decision-making processes of the organization.

D. Infrastructure Trends

Trend D.1: Aging Infrastructure

Many of BC and Canada's facilities are aging. The 2005 BCRPA Community Infrastructure Report - Phase 1 identified that almost 75% of ice arenas in BC are 25 years or older, along with 82% of curling rinks and 91% of outdoor pools. Just over half of BC's indoor pools were 25 years of age or more in 2004. Many early facilities were built as Centennial projects in 1967, while others were built in a second wave of facility construction in the 1980's. Many older facilities are deteriorating more rapidly than necessary because of limited preventative maintenance programs. These facilities now have envelope, code, mechanical, and slab problems. The multi-purpose recreation centres built in the 1980's are in better shape, but need work, particularly in the pools component.

Trend D.2: Infrastructure Programs

Many provinces had their own community facility infrastructure funds in the 1980's and 1990's that provided either a half or third of a project's capital cost. As a result, a large number of new facilities were built and others renovated. Most of these funds were discontinued in the mid to late 90's, with the funding generally being redirected to health.

The Canada Infrastructure Program was not as accessible for community facilities, and it is unknown whether its successor programs will be more supportive through the New Deal for Communities. This will be worked out in the individual MOU developed between the government of Canada and each province-territory. The new gas tax rebate will positively impact on recreation through active transportation projects and perhaps indirectly by freeing up other municipal funds. It is highly likely that a number of new provincial infrastructure funds will be re-established in the coming 5 years across Canada to address the infrastructure deficit that has been built up.

Trend D.3: Facility Shifts

A large number of community recreation facilities were built across Canada at the time of the 1967 Centennial. Many of those facilities were stand alone arenas and curling rinks that catered to children and youth. The second wave of recreation facility construction in the 1980's saw a shift to multi-purpose facilities that combined a number of uses. There was also a shift to constructing free-form leisure pools within these complexes beginning in the mid to late '80s. A growing trend will be the inclusion of partners from other fields in combined facilities. This may include public health units, libraries and social services.

Trend D.4: Expanded Facility Roles

Community leisure facilities are taking on a greater role in attracting tourism and in economic development. In particular, games and tournaments, cultural events, and

heritage and agricultural activities are regarded as a means for economic growth and development. In fact, larger events have the benefit of providing the impetus and funding for facility construction and renovation.

E. Environmental Trends

Trend E.1: A Growing Sense of Stewardship

The environment has remained on the agenda of individual British Columbians and other Canadians. This is evidenced by the public support given to the preservation and protection of natural areas, and the current pressures on the Province to upgrade provincial parks that are perceived to have deteriorated. On a personal level, 88% of Canadians recycle or compost. This and other environmentally friendly behaviours do not appear to extend to reducing fossil fuel consumption in vehicles use. The average car produces 4 tonnes of Green House Gases annually, and public active transportation and public transit systems will need to be improved to reverse this pattern. Environics found that 85% of Canadians think the environment will get worse, especially in terms of air and water quality.

Trend E.2: Environmental Activism and Activation

Parks and recreation agencies will be challenged on their stewardship practices, and will need to have sound urban forest management and Integrated Pest Management (IPM) policies and practises in place. Public input processes will need to be open and transparent as citizens demand greater involvement in planning and decision making. There is also a growing citizen interest in participating in meaningful ways to preserve and protect the environment, including stream restoration and the removal of invasive plant species.

Trend E.3: Interest in the Environment

There is heightened interest in environmental activities and learning, including an interest in learning about local flora and fauna. Growing activities include birding; over 70 million North Americans collectively now spend approximately \$5.5 billion annually. While interest in camping remains high, there is a growing trend towards shorter-term, but more intensive environmental experiences such as wilderness hiking. People are also investing more in their individual environments as gardening and home landscaping grow in popularity.

Trend E.4: Climate Change

While there is not common agreement on the causes, there is agreement that global warming is occurring. In the 20th century, the average global temperature rose 1 degree Fahrenheit; the expected increase in the 21st century is 5-8 degrees F. A rise of this magnitude will impact snow levels and glacial melting, sea levels and eco systems. The only safe prediction appears to be that weather will become increasingly unpredictable with more severe weather events.