



Trends

AND THEIR IMPLICATIONS FOR Parks + Recreation

In Rochester, MN



Increasing Demands on Time

The average American works 46.7 hours/week

Gallup Work & Education Poll, 2014

The amount of unstructured play in a child's day is 4-7 minutes/day on average, while time spent in front of an electronic screen is more than 7 hours per day.

Rideout, Victoria et al. (2010). "Generation M: Media in the Lives of 8-18 Year-Olds,"



Image: corbis.com

Changing **Social Trends**

Increasing Demands on Time

IMPLICATIONS for

Parks + Rec

- ✓ Convenient, safe locations
- ✓ Flexible hours
- ✓ More hours
- ✓ Individualized schedules
- ✓ After school programs



Changing Social Trends

Increasingly Anxious about Safety

Perception of Safety and Income: 15% of adults with household income less than \$35,000 have been afraid to leave their homes, versus 1% of adults with household income greater than \$75,000

5% of Olmsted County adults had a time in the last year that they were afraid to leave their home because of violence in the area.

- 2013 Olmsted County Community Health Needs Assessment Survey



Changing **Social Trends**

Increasingly
Anxious about Safety

IMPLICATIONS for

Parks + Rec

- ✓ Better lighting
- ✓ Safer trails and parks
- ✓ Closer facilities



Changing **Social Trends**

Increasingly Disconnected from Nature

Children's play has changed from outdoors to indoors since the 1950s.

Greater understanding of developmental benefits of different types of play, including unstructured, exploratory, creative play

Desire to connect with the natural world and ecosystems

*Children & Nature Network Children's Nature Deficit:
What We Know - and Don't Know September 2009*

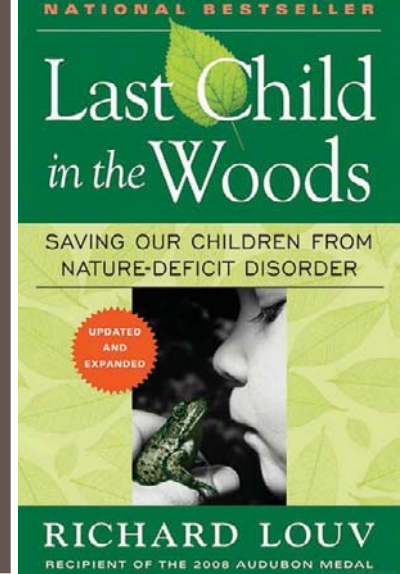


Image from Corbis.com

Changing **Social Trends**

Increasingly

Disconnected from Nature

IMPLICATIONS for

Parks + Rec

- ✓ More natural areas
- ✓ More educational/interpretive programs
- ✓ Balance of environment & recreation
- ✓ Desire for passive open space
- ✓ Interest in aesthetics and gardens
- ✓ Adventures/ Nontraditional sports

Changing **Social Trends**



Increased Importance of 'Place'

The increased mobility of the creative class (telecommuting, freelance work) has resulted in individuals choosing where they live based on lifestyle and proximity to other creative people rather than employment opportunities.

Who's Your City (2009), Richard Florida

78% of millennials would choose to spend money on a desirable experience or event over buying something desirable.

Harris Eventbrite Poll, 2014



Increased Importance of 'Place'

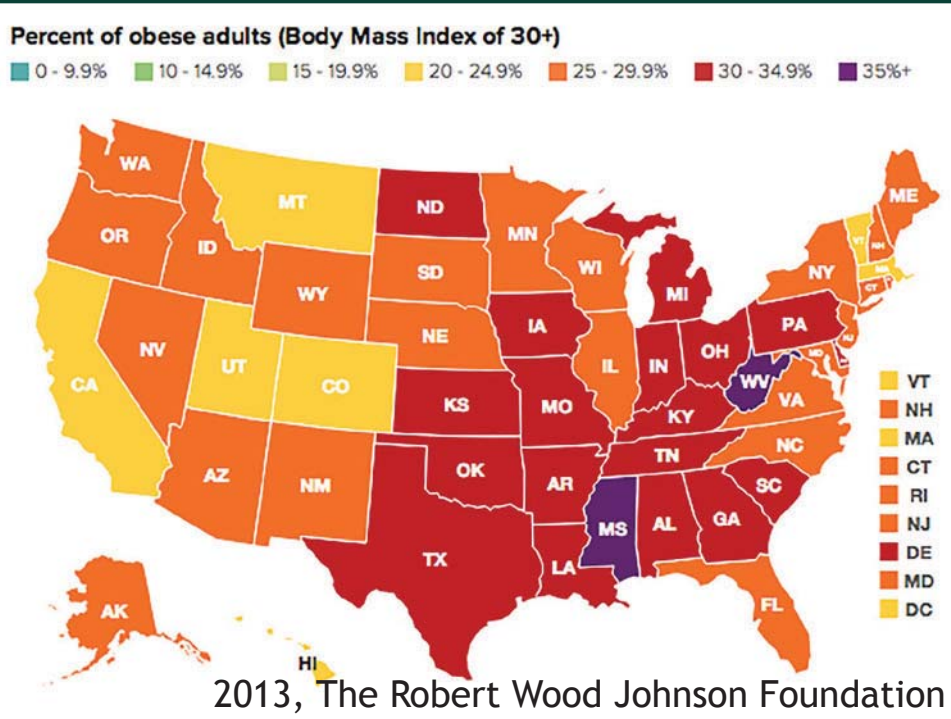
IMPLICATIONS for Parks + Rec

- ✓ Placemaking in Parks and other public places
- ✓ Inclusion of public art
- ✓ Programs and Events
- ✓ Co-production of services and experiences
- ✓ Parks as economic generators



Changing **Social Trends**

Increasing Physical & Mental Health Problems



64% of Olmsted County adults are overweight, with 28% being obese

- 2013 Olmsted County Community Health Needs Assessment Survey

10% of Olmsted County youth feel sad all or most days

- 2013 Olmsted County Community Health Needs Assessment Survey

Changing Health Trends

Increasing

Mental & Physical Health Problems

DEMANDS_{on} Parks + Rec



- ✓ Integration of body & mind
- ✓ Active Living
- ✓ Walking, running, and biking trails
- ✓ New fitness opportunities
- ✓ Fitness and weight lifting facilities



Changing Health Trends

Increased interest in Aging Actively

12.6% of Olmsted County residents were
65+ in 2010

-2010 Census Data

According to a 2013 survey, issues related
to aging (elderhealth) was cited as one of
the most pressing community health issues
in Olmsted county

- 2013 Olmsted County Community Health Needs Assessment Survey



Changing Health Trends

Increased interest in Aging Actively

IMPORTANCE FOR **Park + Rec**



- ✓ More senior recreation
- ✓ More mid-day recreation programs
- ✓ Less active outdoor recreation- more walking, gardening, culture, etc.
- ✓ Desire for volunteer opportunities

Changing **Health Trends**

Increasing Diversity



In Rochester, racial and ethnic minorities have grown from 14% of the population in 2000 to 21% in 2010

-U.S. Decennial Census

12.4% of Olmsted County speak a language other than English at home

-2011 American Community Survey

Changing Demographic Trends

Increasing Diversity

IMPLICATIONS for Parks + Rec

- ✓ Accommodate family gatherings
- ✓ Clustering activities to support multi-generational events
- ✓ Playgrounds / sport courts
- ✓ Multi-purpose fields (Including soccer & cricket)
- ✓ Need for culturally appropriate programs & spaces



*Regional Park
Use among Select
Communities of
Color: March 2014*

Changing Demographic Trends

More Transient



24% of U.S. adults reported moving to a different city within the United States in the past five years

Gallup Worldwide Research Data Collected 2005/2006 - 2015

The average American moves 11.7 times during the course of their lifetime

U.S Census Bureau, American Community Survey 2007

Changing Demographic Trends

More
Transient
IMPLICATIONS for
Park + Rec



- ✓ Strong marketing & outreach needed
- ✓ Adapt to changing residents
- ✓ Flexible and multifaceted
- ✓ Effective Wayfinding

Changing Demographic Trends

Pinched

Household Budgets

9% of Rochester residents live in poverty

29% of Rochester household incomes are less than \$50k

-2013 American Community Survey



Changing **Financial Trends**

Pinched

Household Budgets

IMPLICATIONS for

Parks + Rec

- ✓ Access challenges
- ✓ Affordability factor
- ✓ Increased social service needs



Changing Financial Trends

Pinched

Government Budgets



Many cities are apprehensive about spending

Many cities face a backlog of deferred maintenance and replacements from the past decade

Changing **Financial Trends**

Pinched

Government Budgets

IMPLICATIONS for

Parks + Rec

- ✓ Need for partnerships & shared facilities
- ✓ Focus on quality over quantity
- ✓ Need for stable funding
- ✓ Balance between new and existing
- ✓ Life-cycle cost considerations
- ✓ Use of volunteer labor for building and operations

Changing **Financial Trends**



Demand for Green Alternatives



- ✓ Transportation
 - Biking, Walking, Transit
- ✓ Stormwater treatment
- ✓ Maintenance practices
- ✓ Native/Habitat restoration
- ✓ Education
- ✓ Local Food Systems

Changing **Environmental Trends**

Rochester is a GreenStep City



and has achieved the following;

- ✓ ID and remedy gaps in the system
- ✓ Plan and budget for parks with new development
- ✓ Minimum levels of city green space
- ✓ Low impact design standards to infiltrate/retain stormwater
- ✓ Create management standards (recycle, graywater, or native landscape)
- ✓ Audubon Certification of Golf Course
- ✓ Green building framework for a building in the park system
- ✓ Involve community in hands on restoration

Changing **Environmental Trends**

Desire to create Memorable Experiences



“Can you share it
on Instagram?”

- ✓ Distinctive programming
- ✓ Special events
- ✓ Integration of art
- ✓ Destination features



Changing Park & Recreation Trends

Rise in Informal Adult Recreation versus League Participation



Image from Corbis.com

In 2011, participation in Softball leagues in Minnesota was at half of 1994 levels

Basketball participation has seen a 75% decrease since 1994

Competition from other fitness options

- Running/jogging
- Bicycling
- Yoga

*-Minnesota Sports Federation, via the Pioneer Press:
July 31, 2011*



Changing Park & Recreation Trends

Increased Trail Use



- ✓ Walking
- ✓ Hiking
- ✓ Mountain biking
- ✓ Road biking
- ✓ Cross country skiing

Changing Park & Recreation Trends

Popularity of New & Non-traditional Sports



- ✓ Lacrosse
- ✓ Skateboarding
- ✓ Rugby
- ✓ Ultimate frisbee
- ✓ Disc golf
- ✓ Rock Climbing
- ✓ Pickleball



Changing **Park & Recreation Trends**

Interest in Specialized Facilities

Dog Parks

- 39% of US Households own at least one dog

- *The United States Humane Society*

Splash Pads

- Increasing costs of swimming pools (maintenance and liability)
- Splash pads are popular as a more accessible, cost effective water activity

Indoor Ice

- Warmer Minnesota winters are resulting in lower quality outdoor ice and a shorter window for outdoor skating



Other Trends?