



OUR VISION

We have an
uncompromising
commitment to a
better quality of
life for individuals,
families and
communities –
today and
tomorrow.

Facility Master Plan Leisure and Recreation Trends Analysis

CONTENTS

INTRODUCTION	1
Key Trends	1
DEMOGRAPHIC AND GEOGRAPHIC CONSIDERATIONS	5
Population	5
Age	11
Family and Household Structure	13
Education	14
Employment Status	15
Income	17
Cultural Diversity	20
Accessibility Factors	26
Health Indicators	28
Youth at Risk	32
Safety and Security	34
Vehicles and Transportation	41
LEISURE AND ACTIVITY TRENDS	42
Leisure Time	42
Activity Trends	44
Recreation Expenditures	53
Special Populations	54
Barriers to Participation	56
VOLUNTEERISM AND PARTNERSHIP	58
Volunteers	58
Partnerships	60
FACILITY TRENDS	63
Multi-use Facilities	66
Tourist Attractions	67
Wellness Centres	68
ANNOTATED BIBLIOGRAPHY	70

Introduction

In the development of long-range plans for the delivery of recreation services, consideration of trends and demographic projections can provide a valuable picture of what Edmontonians of the future may require or desire. This document projects the demographics of Edmonton into the years 2015 and 2025 and discusses the implications of demographic change in light of trends in leisure participation, citizen expectations, recreation as a promoter of community and individual health, and trends in facility design and development.

Much of the current literature discusses the benefits of recreation to both individuals and their community. Planning for the future allows municipalities to not only respond to changes and trends, but to intervene and create a city with the characteristics of a healthy community.

Information and data have been compiled from a variety of sources including Statistics Canada; City of Edmonton documents; the Alberta Recreation Survey; a review of periodicals, including those published by the Canadian Parks and Recreation Association and the National Recreation and Parks Association; a review of Internet sites including the Leisure Information Network, Athletic Business and PERC Online; a review of academic journals in the area of leisure research; a review of “futurist” writers; and a review of information published by related recreation agencies, such as the Canadian Fitness and Leisure Research Institute. Footnotes have been used extensively to ensure that credit is given for the information presented.

Key Trends

Predicting the future is difficult. Intervening variables can change what is forecast and predictions based on past behaviour may not be the most accurate reflection of the future. For example, one of the key variables will be the performance of the Edmonton economy. If the demand for and prices of oil, natural gas and other natural resources decline and if there is little economic diversification, there will be considerable impact on Edmonton. Population growth and employment growth will not be as strong as predicted. Migration of young workers from other Canadian provinces will decline and the population will “age” more rapidly. An economic downturn can mean less spending on recreation both by consumers and governments. There may be additional factors that intervene.

However, based on the current information available, the following trends are expected to impact recreation service delivery in Edmonton.

Population Growth

The population of Edmonton and the Edmonton CMA will increase and put pressure on existing recreation facilities and result in demand for more facilities. Growth will occur throughout the city, but rates will vary between districts.

Ageing Population

The number and proportion of older people in Edmonton will increase. The older people of the future will be more active than previous generations at the same age due to current levels of activity, the desire to “postpone” ageing, and the desire to receive the health benefits of active living. However, levels of strenuous activity will still decline and the demand for facilities that accommodate more strenuous physical activities will not increase.

The number of younger people will remain relatively constant indicating that recreation facilities that exist now will continue to be used. The children of the Baby Boomers will start having children in about 2005, peaking in 2010-2012. Issues of location may arise if facilities designed to meet the needs of younger people are located in neighborhoods where the population has not cycled to include young families.

Young people in Edmonton will represent more diverse ethnic cultures since immigrants tend to be younger and because the Aboriginal population is younger than the Canadian population as a whole and is increasing rapidly in Edmonton. There will be a need to encourage use of facilities by this culturally diverse population or change what is offered to appeal to a greater variety of cultures.

Access

Access to recreation services will be an issue from two perspectives:

- some population groups are underserved and not benefitting from what recreation participation can offer: low income people, ethnic minorities, Aboriginal people, women and girls, people with disabilities;
- some population groups will actively seek more equitable access: women, people with disabilities, and perhaps in the future, the larger proportion of older adults.

As identified in the Integrated Service Strategy, it will be important to respond to high priority communities. Though solutions may lie in the areas of programming, outreach, marketing and pricing and allocation policies, changes to these operational procedures will impact on facility planning and design.

Individualism

Values have shifted, resulting in increased demands for meeting the needs of individuals in addition to market segments. People are looking for services that meet their individual needs, that can be accessed any time of the day or week, that are unstructured, and involve less time and commitment. Technology may allow for customization of service provision.

The Benefits of Recreation in Promoting Healthy Lifestyles

More importance is being placed on the value of participation in recreation and physical activity as part of a healthy lifestyle and as a way to prevent disease and reduce health care costs. If efforts to change behaviour and promote greater participation are successful, there will be increased demand for facilities to accommodate physical activities.

Recreation as a Solution to Social Problems

Recreation is becoming more widely recognized as a tool for social change. Its potential for improving the quality of life for people is significant. Particular interest will arise in using recreation programs and services to counter the disadvantages experienced by people with low incomes and people with disabilities; to reduce crime and youth crime; to reduce risk factors for youth at risk and to break down ethnic divisions and create better understanding between different cultures.

Relationship and Partnership Building

As Edmonton Community Services strives to improve access and address social issues, it will be essential to develop relationships and partnerships with many facets of the community: immigrant groups, police, youth workers, community leagues, Aboriginal communities, those who work with the poor, etc.

Serving the recreation needs of a diverse community requires a collaborative approach. Understanding of various groups and individuals and working together will result in more successful outcomes.

Alternative service delivery, including partnerships, contracting and privatization will become a greater part of the public dialogue as Community Services strives to meet community needs within budgetary constraints.

Volunteerism

Volunteers will continue to be important for the recreation sector. The retirement of the Baby Boomers may result in a greater number of available volunteers. However, although volunteers over 65 contribute the greatest number of hours, they have the lowest rate of volunteerism. Support for volunteers and voluntary organizations will be important, as will attracting people to volunteer positions.

Activity Trends

Low cost, spontaneous, individual, less structured activities are becoming more popular. People are looking for experiences. Younger people will look for extreme activities and even older people will seek safer versions of adventure activities. Participation in physical activities will continue to grow, although there will be a switch to less strenuous activities by ageing Baby Boomers.

Opportunities exist to serve those who are not participating: low income individuals and families; children, particularly those from low income families; adolescents, whose activity levels tend to decrease with age; girls, whose activity levels tend to decrease with age; women, who participate at lower rates than men; and minority groups. Efforts to address participation barriers, particularly cost and lack of time, may yield positive results.

People are becoming more active, but are still not active enough for optimum health. Recreation activities will continue to compete with passive leisure alternatives such as television and the Internet, and sport participation is declining. Government programs and policies will try to promote more physical activity. Access to safe and convenient facilities will be important factors in increasing activity levels.

Facility Trends

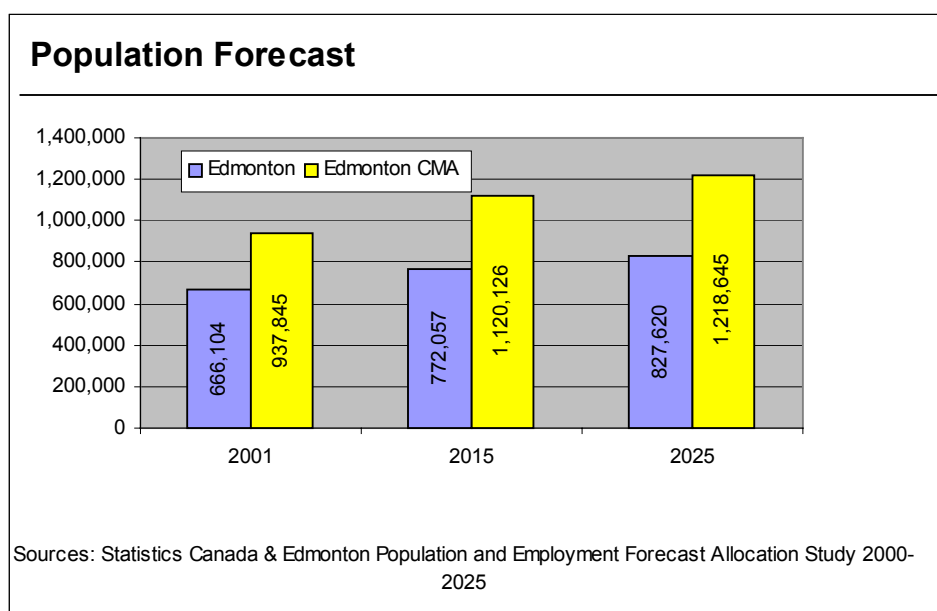
Recreation facilities are changing in several key areas:

- Multipurpose facilities are becoming more popular. They are designed to provide more options for users; to provide access to the broadest possible range of customers and to serve all ages and both genders. Multipurpose facilities are often designed to meet the activity trends that have been emerging: individual, less competitive, more spontaneous, etc.
 - Public facilities of all types are becoming community places – more liveable, aesthetically pleasing, quality indoor environments.
 - Partnerships are becoming essential to recreation facilities, ranging from capital construction to the operation of entire facilities, to program operation, to sponsorship, to contracting of food services. Potential partners may be private businesses, non-profit organizations, special interest groups or community boards formed specifically to manage the partnership.
 - With the increasing awareness of physical activity as a means to promote better health, the integration of health and wellness into facility operation and programming is becoming more important.
 - Community recreation facilities are taking on a greater role in attracting tourism and economic development to municipalities. In particular, games and tournaments ranging from minor sports events to world championships are regarded as a means for economic and community development. Larger events have the benefit of providing the impetus and funding for facility construction and renovation.
-

Demographic and Geographic Considerations

Population

Edmonton's population is expected to grow by 26% by the year 2025. The Edmonton Census Metropolitan Area (CMA), which is defined by Statistics Canada and includes the urban and rural municipalities surrounding Edmonton, is expected to grow by 32% over the same period.¹

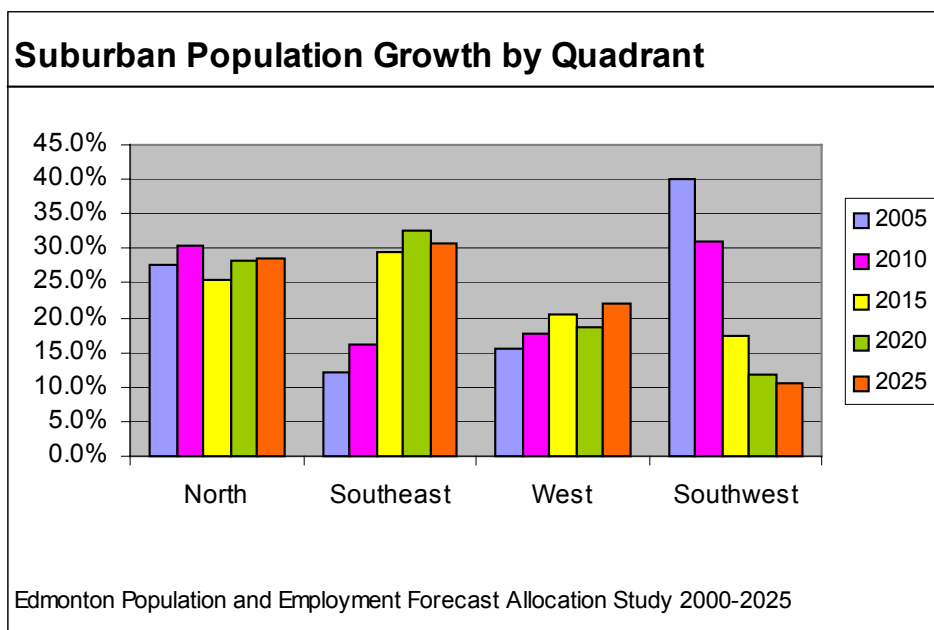


This increase in population will put pressure on existing recreation facilities and create demand for more facilities. Population growth may also result in more crowding and as a result managers of facilities will have to deal with increased use, congestion, the need for more organization of activities, and possible deterioration of the quality of the recreational experience and the facility itself.²

¹ *Edmonton Population and Employment Forecast Allocation Study 2000-2025 – Summary Report*, p. 21.

² Godbey G, *Leisure and Leisure Services in the 21st Century*, p. 24

It is expected that the majority of residential growth will occur in the suburbs, but 10.9% of the total growth will occur in the inner city (defined as those residential areas primarily developed before the 1980's).³ Growth rates will vary by district over the next 23 years as indicated in the following chart.

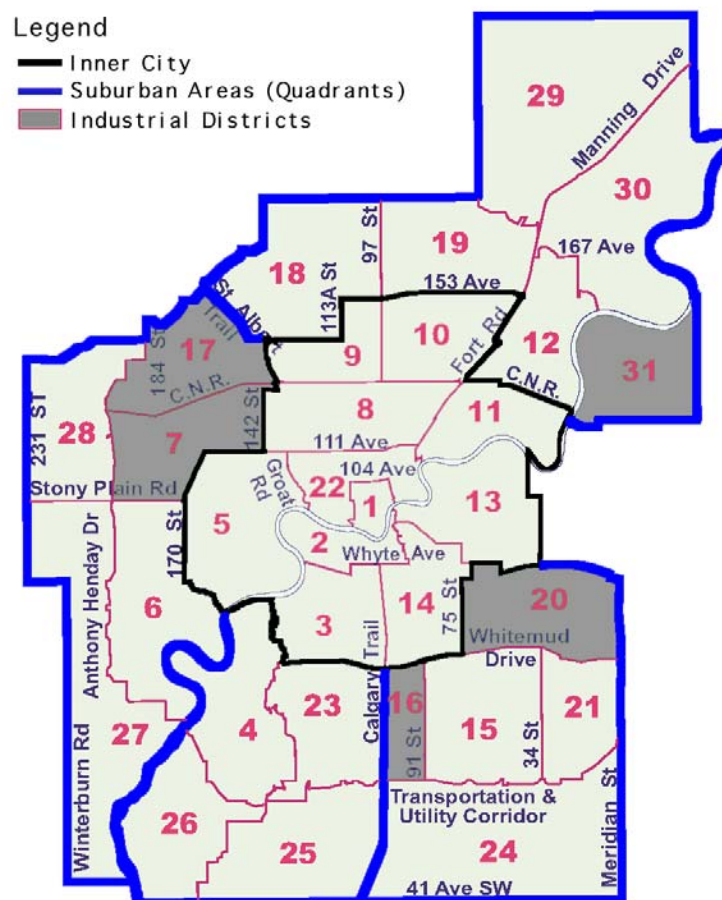


The districts are shown in the following map.⁴

³ *Edmonton Population and Employment Forecast Allocation Study 2000-2025 – Summary Report*, p. 29

⁴ *Ibid*, p. 32

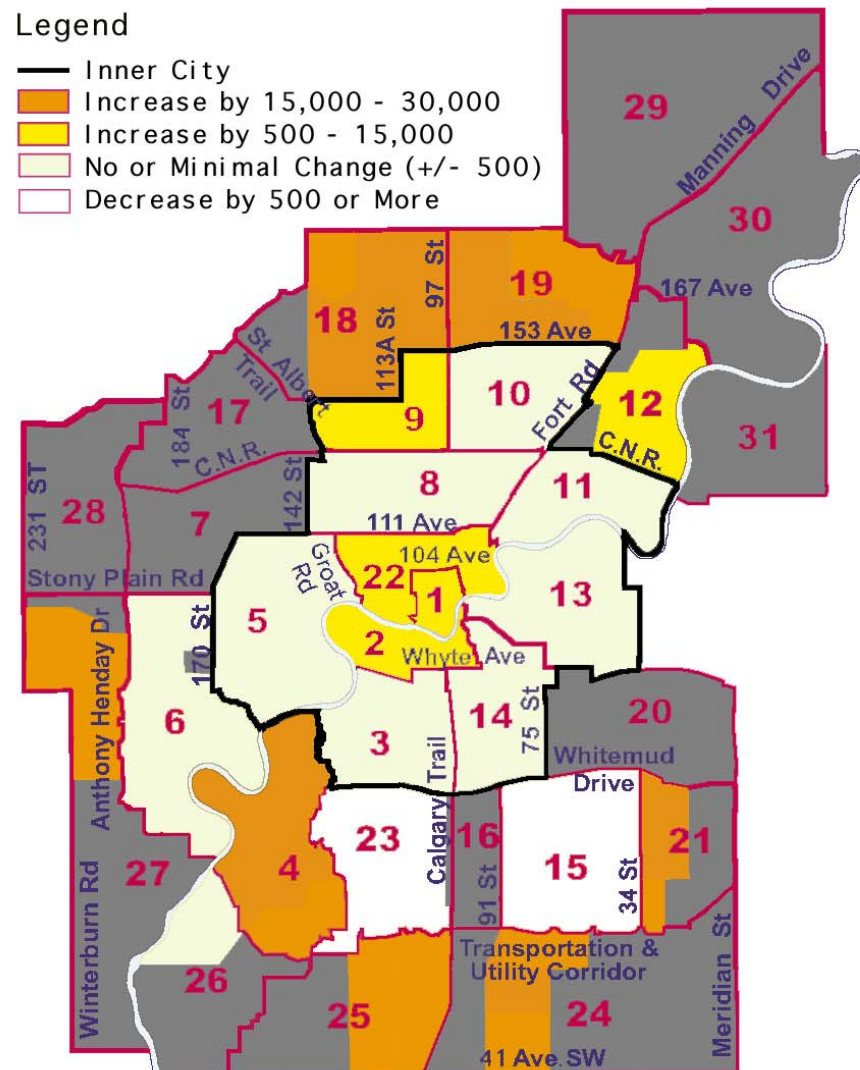
City of Edmonton Quadrants



The following map indicates areas of population growth and decline within Edmonton. The two areas where populations are expected to decline, Kaskitayo and Mill Woods, will decline by 689 and 5356 people respectively.⁵

⁵ *Edmonton Population and Employment Forecast Allocation Study 2000-2025 – Summary Report*, p. 42

District Population Projections
Cumulative Change in Population Between 2000-2025

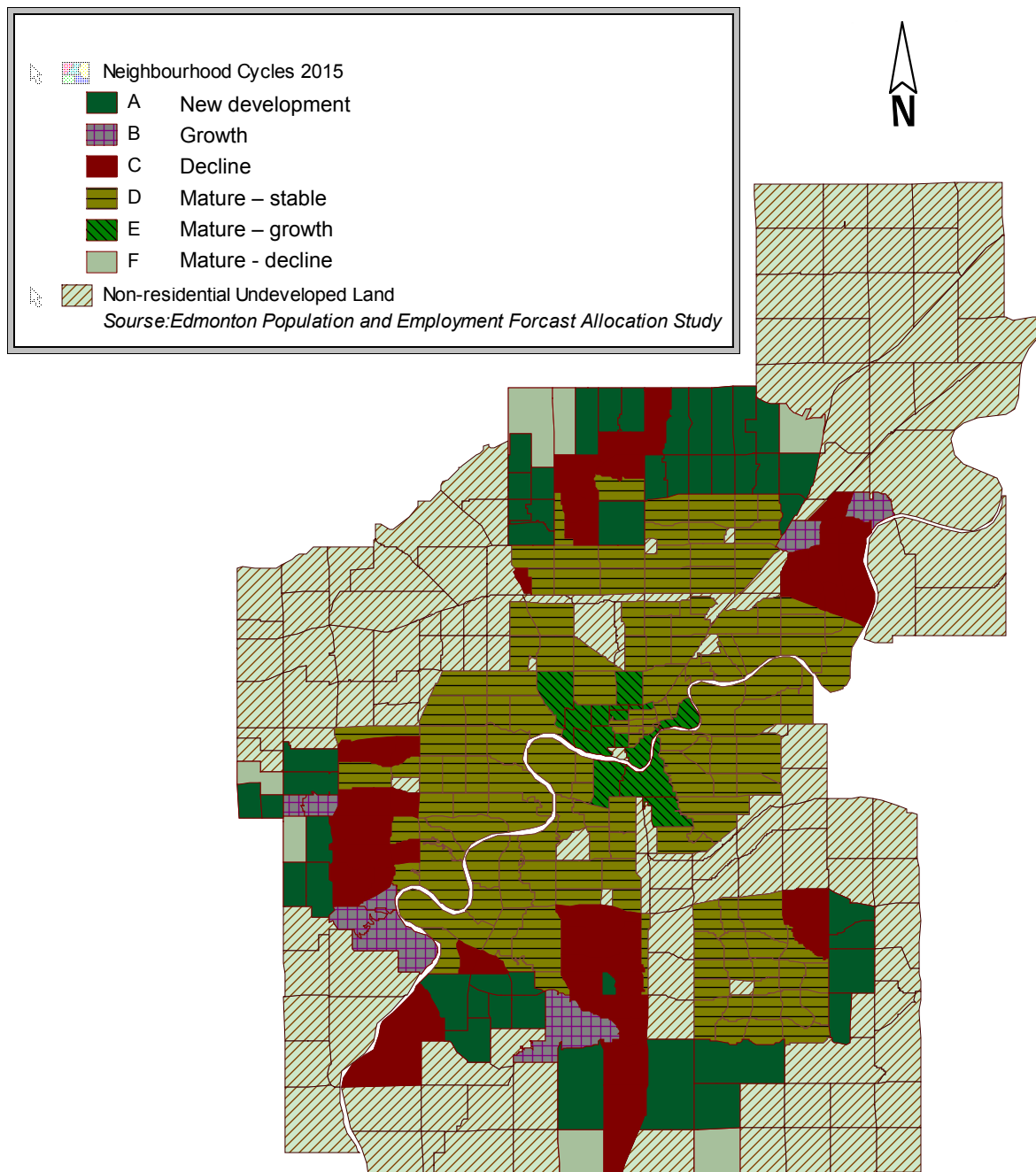


A neighbourhood goes through four stages in its life cycle:

- New Development, where growth is due primarily to in-migration as a neighbourhood is developed;
- Growth, which occurs when young families in the neighbourhood have children;
- Decline, which is due to the out-migration of young adults from the family home;
- Maturity where population may increase, decrease or stay the same depending on net migration. The population will stay the same or increase if young families replace empty nesters or there is re-development, especially if density increases. The population may decline if net migration is negative; this may be amplified by less desirable economic and social conditions.⁶

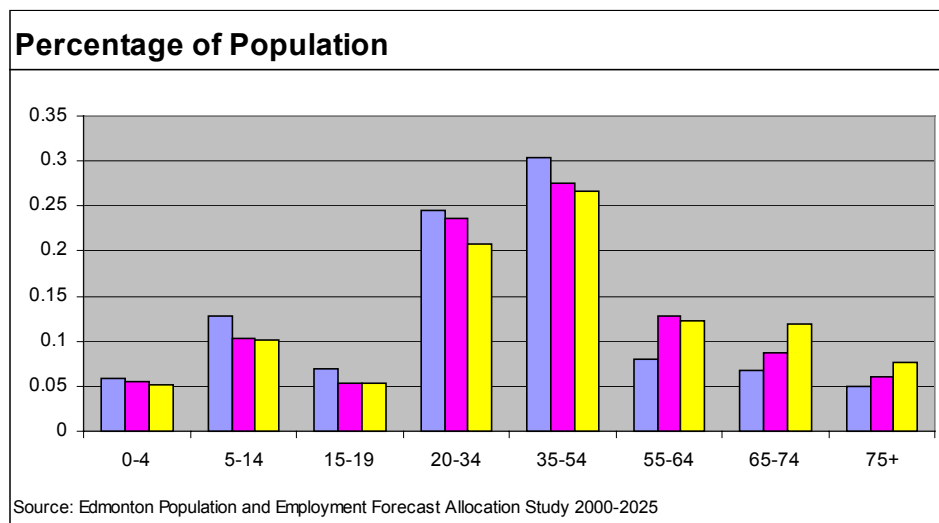
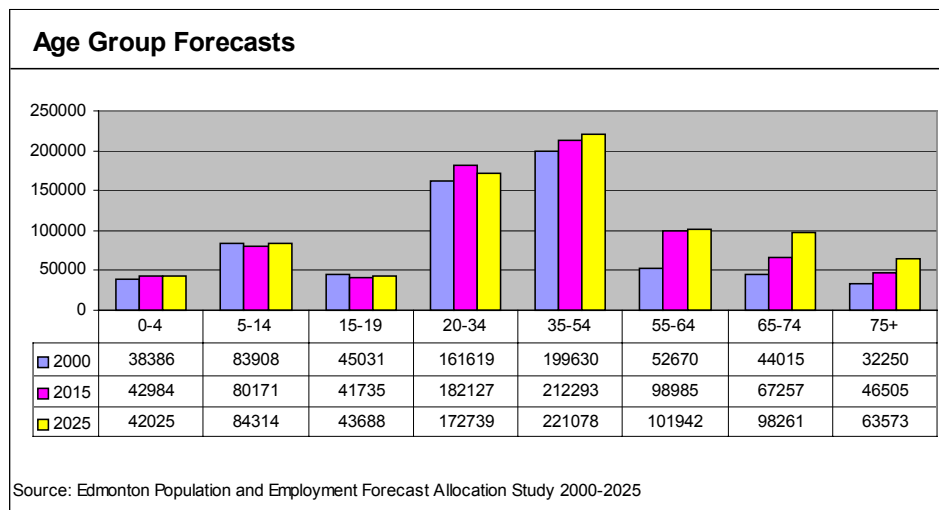
The following maps show the neighbourhood cycles for 2015 and 2025.

⁶ *Edmonton Population and Employment Forecast Allocation Study 2000-2025 – Summary Report*, p. 38 & 39



Age

During the period 2000-2025, the population will be ageing, as the actual number of those over 65 increases and their proportion of the total population also increases from 11.6% to 19.6%. The proportion of the population under age 20 will decline from 25.4% to 20.6% of the population. However, the actual number of people in this category remains fairly constant.⁷ Currently, the major source of population growth in Edmonton is young trades people migrating to Alberta from other provinces in Canada due to the prospering economy. If this trend continues, there may, in fact be a greater than predicted increase in those aged 20-34.



⁷ Edmonton Population and Employment Forecast Allocation Study 2000-2025 - Technical Report, p. 67

Those born during the depression and World War II have been in a situation to succeed economically, with little competition from a relatively small age cohort. This group, whose members are recently retired or currently retiring, is powerful and affluent. They are the drivers of what is seen as a demand for quality and service. It is expected that the Baby Boomers, those born from 1947-1966, will continue to demand the same high levels of service and quality.⁸

The first of the Boomers will not reach retirement age until 2012 with the peak of the boom (those born in 1961), reaching age 65 in 2026.⁹ Some of the “front end Boomers” may be taking early retirement, but those at the end of the boom, who have not prospered to the same degree due to labour force competition from the large group ahead of them, will likely need to work longer. There will be a need to respond to the diversity that will exist within this group of seniors – there will be young seniors, generally still healthy and prosperous, mid-seniors, still living at home, but constrained by health problems and senior seniors, usually living in nursing homes or care facilities.¹⁰

At age 65 in 1996, Canadian men could expect to live 16.1 more years, with 12.7 of those years dependence-free and 1.5 years with moderate dependence (eg. help with meals and shopping). Women at age 65 can expect to live 20 more years, with 13.5 dependence-free years and 2.7 years of moderate dependence. The difference between men and women can be attributed to the fact that men tend to be afflicted by acute diseases that cause death fairly quickly and women tend to suffer from more chronic diseases which are debilitating but not fatal. Trends since 1986 have shown a greater increase in life expectancy for men than women, plus increases in independent living for women.¹¹

Much has been written with regard to the ageing of the Baby Boomers, and its effect on recreation services. Generally, as people age, they become less physically active, although there is evidence that current generations are more active than previous generations at the same age. One might also expect a delay in the reduction of physical activity, because many of the Baby Boomers are currently active. A drop in participation in strenuous activity may indicate a switch to less strenuous activities such as walking, hobbies, cultural pursuits such as attendance at museums, curling, swimming, golf, etc.¹²

Another force working against a decline in activity due to ageing is the desire to delay the ageing process and remain healthy.¹³ Other motivators will be the desire for a balanced lifestyle, desire for intellectual stimulation and an emphasis on personal responsibility for health.¹⁴

There is evidence that the older adults of the future will prefer intergenerational community recreation services rather than age-segregated programs for seniors.¹⁵ Currently, only 10% of

⁸ Foot D, *Boom, Bust and Echo 2000*, p. 110

⁹ Ibid, p. 143

¹⁰ Kassian R, *The Impact of the Ageing Population on Edmonton Parks and Recreation Services Programs and Facilities in the Next 5-10 Years*, p. 25

¹¹ Martel L and Belanger A, *Dependence-free Life Expectancy in Canada*, p. 28 & 29

¹² Foot, p. 148-176

¹³ Popcorn F, *Clicking*, p. 236

¹⁴ Roach D, *The Grey Wave – Trend Spotting Workshop*, Powerpoint presentation

¹⁵ Kassian, p. 13

older people are regularly involved in seniors' centres; most are involved with friends, family and routines that existed prior to retirement.¹⁶

The children of the Baby Boomers, the Echo, entered their 20s at the turn of the century and this age is typically a time of relatively high participation in recreational activities.¹⁷ This group will also be starting their own families in about 2005, with the largest increase between 2010 and 2012. This will result in a demand for services for children, although not to the extent of the demand created by the Boomers when they were children.¹⁸

While the ageing of the Boomers may indicate no need for more facilities to meet the more strenuous physical activity needs of the population, the fact that the number of people under the age of 25 is expected to remain constant indicates that what is currently available will continue to be used. As Boomers switch to less strenuous activities, their need for more active sport facilities will decrease and the demand for facilities to accommodate individual, less active pursuits will increase.¹⁹ Youth needs could be accommodated with temporary facilities or those that could be converted to activities more suited to an older population.²⁰

Family and Household Structure

In 1996, of the population living in private households, 86.4% lived in family households and 13.6% lived alone or in non-family households.²¹ Of those in family households, 82.8% were married or common law families and 17.2% were single parent families. There was a slight increase in the number of single parent families from 1991-1996.

Family Structure, 1991-1996		
	1991	1996
Married/Common Law Families	83.8%	82.8%
Single Parent Families	16.2%	17.2%

Source: Community Services Business Forecast to 2010

A potential impact of this change, is the fact that single parent families tend to earn less than two parent families. Family status and low income have been found to influence the prevalence of childhood emotional and behavioural problems.²² Lower levels of income are one of the key indicators of reduced levels of participation in recreation activities.

However, family structure itself may not impact children's participation in sport. Despite the commitment required to encourage a child's participation in sport such as driving to games or

¹⁶ Kelly J, *Academy of Leisure Sciences, White Paper #1 – Leisure and Retirement*, p. 2

¹⁷ Foot, p. 153

¹⁸ American Zoo and Aquarium Association (AZAA), *2020 Trend Report*, p. 7

¹⁹ Wickens A, *Parks and Recreation Planning for Boomers and Busters*, p. 5, 6 & 8

²⁰ Ibid, p. 5, 7 & 8

²¹ www.statcan.ca, Canadian Statistics

²² Browne G et al, *Benefiting All the Beneficiaries of Social Assistance is "Within out Reach"*, p. 4

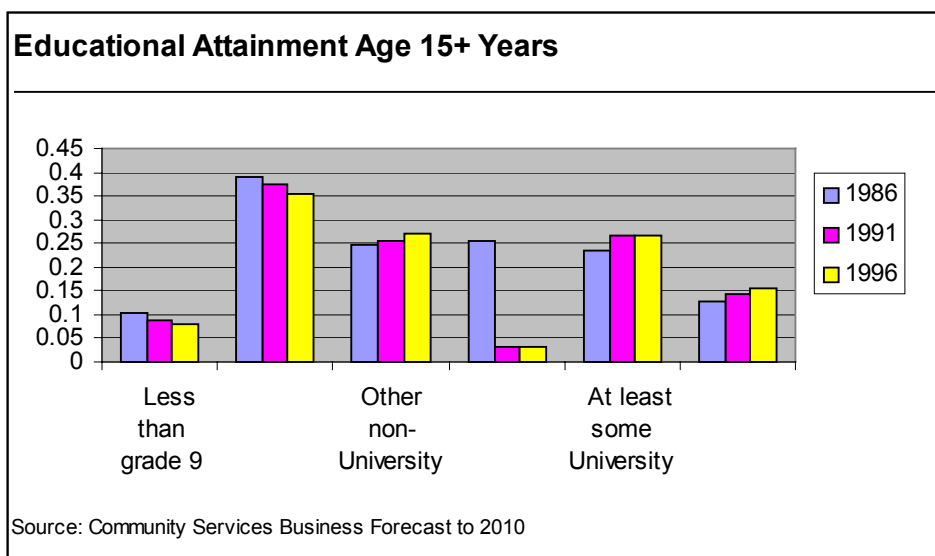
practices, participation rates by children from lone parent families were very similar to those from two parent families (53% and 54% respectively).²³

It is expected that families will continue to become more diverse as Canadians develop more diverse values. The 2001 General Social Survey revealed that the number of common law relationships increased by 20% since 1995 while the number of marriages increased by 3% over the same period. Step families comprise 12% of Canadian couples in 2001 compared to 10% in 1995.²⁴ Younger Canadians, in particular, embrace more flexible definitions of “family”.²⁵ This is evidenced by the fact that the majority of young Canadians in 2001 chose common law relationships as their first union rather than marriage.²⁶

These diverse families will require different approaches to attract them to recreation services.²⁷ For example, a market may emerge for “quality time” activities for children and a separated parent.²⁸ It may be necessary to reduce cost barriers for low income, lone parent families.

Education

The number of Edmontonians with at least some post-secondary education has been increasing due to an increase in the number of women attending post-secondary institutions and the demands of the labour force for more educated workers and for continuing education of those workers. It is expected that the number of post-secondary students in Edmonton will increase until 2015, when it will level off due to the demand for workers.²⁹ The trend towards a more knowledge-based economy will result in an increase in demand for continuing education.³⁰



²³ Kremarik F, *A Family Affair: Children's Participation in Sport*, p. 21 & 22

²⁴ www.statcan.ca, *The Daily*, July 11, 2002

²⁵ Adams M, *Sex in the Snow*, p. 12 & 102

²⁶ www.statcan.ca, *The Daily*, July 11, 2002

²⁷ Godbey et al, p. 46

²⁸ Clarke B, *Evolving Municipal Roles in the Delivery and Support of Sport Services*, p. 96

²⁹ *Edmonton Population and Employment Forecast Allocation Study 2000-2025, Summary Report*, p. 49-51

³⁰ Drucker P, *The Next Society*, p. 10

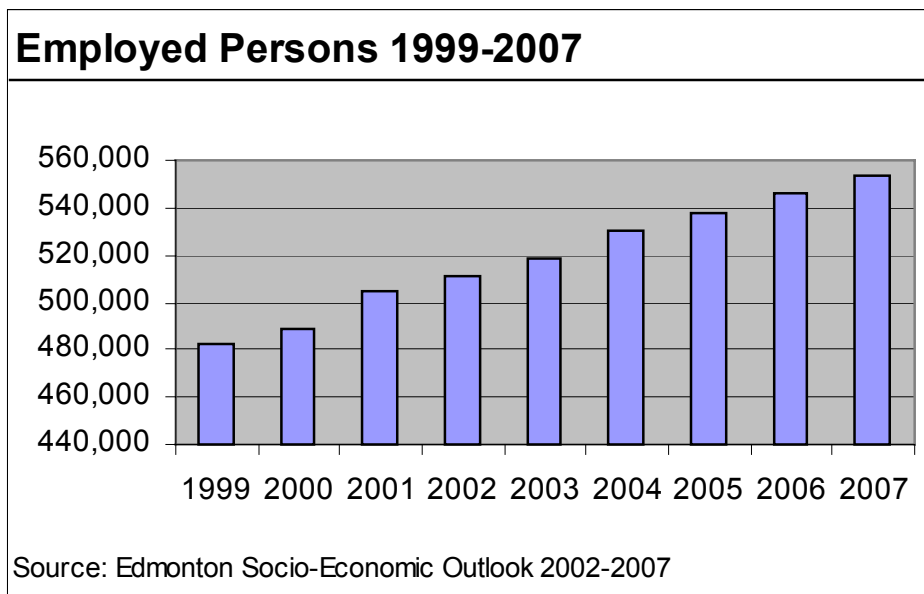
The population as a whole is better educated than in the past. The Seniors Advisory Council found that young seniors were better educated than older seniors and that when one looked at adults in general, each ten year grouping had more education than the older group above it.³¹

Education is becoming entertainment and recreation. People of all ages are putting more emphasis on education: software, the Internet, children's computer programs, baby education, and travel that includes education are a few examples.³² An extension of this trend is greater interest in cultural activities and historic interpretation.

Levels of participation in physical activity have been found to be positively correlated with levels of education.³³ Increasing levels of education in the population in general should result in increased levels of physical activity. Higher levels of education are also associated with higher levels of participation in arts, culture, and historical visitation. Educated people want more information regarding leisure, they are more willing to try new activities, are more likely to exercise, read and travel, and will demand better quality services. There is also less gender distinction in terms of leisure activities for those with higher levels of education.³⁴

A population with higher levels of education will participate more frequently in recreation activities of all kinds and will look for recreation activities with an educational component.

Employment Status



³¹ Kassian, p. 2

³² AZAA, p. 27

³³ Spence JC et al, *1999 Alberta Survey on Physical Activity*, p. 14

³⁴ Godbey, p. 101 & 120

Employment of the working age population (25-64 years) is expected to increase from 2000 to 2025. While this age category is expected to increase by 17.5%, the number of people from this age category working will increase by 20.5%, driven by the number of jobs projected for the Edmonton region. It is expected that the number of seniors working will increase partly in response to the demand for workers. The trend towards early retirement is beginning to reverse in the United States. In Canada, the rate of employed seniors has fallen since 1974, but remained constant throughout the 1990s.³⁵ From 1997 to 1999, the number of workers in Canada aged 55 and over increased by almost 20%, more than any other age group.³⁶

Based on almost 20 years of polling, Angus Reid has a less optimistic view of the economy. Reid believes that globalization of the economy and improved technology and automation will reduce the number of “decent jobs” in Canada to such a magnitude that it will not matter how well-trained and willing workers are, there will not be work available. Work will become more part-time, more home-based and more workers will be self employed, contract employees without security and benefits. He believes there will be reduced public services, a weakened social services safety net and diminished national prosperity until 2010 – 2015.³⁷

Other sources also predict a change in the nature of work – more contract workers, more part time workers, more temporary workers, especially among older workers. The type of work being done will also change. “Knowledge workers” will be the dominant group in the workforce and can be defined as positions requiring theoretical knowledge such as doctors, lawyers, teachers, accountants, engineers, etc. There will be growth in the sector defined as “knowledge technologists”: computer technicians, software designers, laboratory analysts, paralegals, etc.³⁸

A change to a knowledge-based society brings pressures to succeed and high levels of competition in the workplace. Recreational interests can provide avenues for personal success when success in work is not possible due to intervening factors.³⁹

There are opportunities for the development of recreation programs that help businesses attract and retain employees who are looking for balance between work, leisure and family life.⁴⁰ Partnerships could be developed with businesses who want to provide workplace programs that encourage physical activity.

It is estimated that the number of Edmontonians who work from home will increase by an average of 3% per year until 2025.⁴¹ There may be an increased demand for social and community programs in response to the isolation often experienced by those who work from home.⁴²

The nature of free time will change with changes in the workplace. Workers may have more control over when leisure time is available, perhaps allowing individuals to consolidate smaller amounts of time and allowing more time for recreation activities and more time-intensive forms of

³⁵ *Edmonton Population and Employment Forecast Allocation Study 2000-2025, Summary Report*, p. 55 & 56

³⁶ Crompton, S and Vickers, M, *One Hundred Years of Labour Force*, p. 12

³⁷ Reid A, *Shakedown*, p. 193

³⁸ Drucker, p. 3, 4 & 10

³⁹ *Ibid* p. 11

⁴⁰ Munroe T, *Trends Analysis for Parks and Recreation :2000 and Beyond*, p. L

⁴¹ *Edmonton Population and Employment Forecast Allocation Study 2000-2025, Technical Report*, p. 66

⁴² The Economic Planning Group of Canada, *Tourism and Recreation Market and Product Trends*, p. 88

leisure.⁴³ Technological changes, such as portable phones, pagers, e-mail, and computers can blur the line between work and leisure and impact on how people structure their leisure time and result in increased demands for access to recreation services 24 hours a day.⁴⁴ Recreation opportunities that are located near the workplace may become more important if one requires a brief respite from work.

Income

In 1990, the average income for a family in the Edmonton CMA was \$59,145 in 1995 dollars and this declined to \$56,090 in 1995.

Although there are indications that the currently prosperous Baby Boomers will become wealthy seniors, pensions, savings and spending will affect their economic status as seniors.⁴⁵

The poverty level in urban Canada deepened between 1990 and 1995. Poverty in Canada as a whole has been relatively stable since 1993, when the labour market improved. Generally there is a reduction in poverty levels in response to employment, although if the quality of jobs and corresponding rates of pay are low, the result will be an increase in the number of “working poor”.⁴⁶ The total number of employed individuals in Edmonton is expected to grow by 26% by 2025.⁴⁷

It is generally believed that the gap between low and high income groups is increasing. Different approaches are needed to serve the “haves” and “have nots”. Strategies may focus on fees and charges, transportation, or communication.⁴⁸ Those who are in the “have” category will have a wide range of recreation choices available to them. The “have nots” will have fewer options and for many, their only option will be publicly funded parks, facilities and programs.⁴⁹ The challenge to service providers will be to ensure access to those with lower incomes.

LICO stands for Low Income Cut Off, figures determined by Statistics Canada based on the percentage of income spent on food, clothing and shelter, with household size factored into the calculations. The following chart and map show the number and location of families living below LICO.

⁴³ Godbey et al, p. 60

⁴⁴ AZAA, p. 31

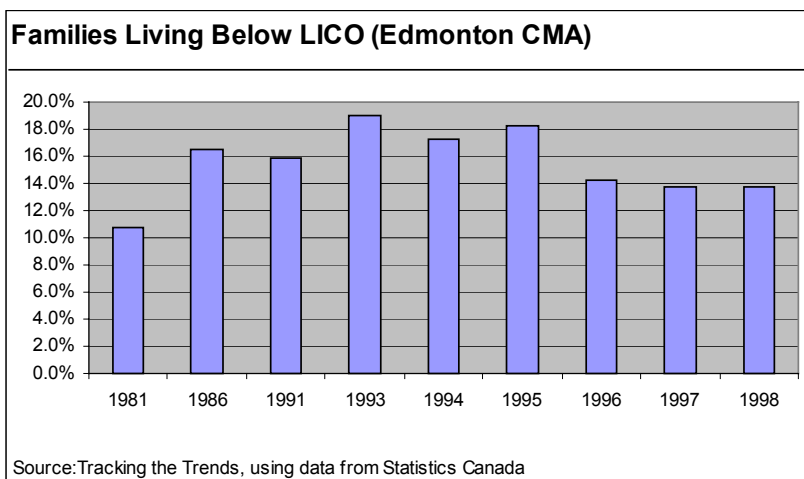
⁴⁵ Kassian, p. 26

⁴⁶ Lee K, *Urban Poverty in Canada – a Statistical Profile*, p. 92 & 93

⁴⁷ *Edmonton Population and Employment Forecast Allocation Study 2000-2025, Summary Report*, p. 54

⁴⁸ Godbey et al, p. 45

⁴⁹ Munroe, p. H

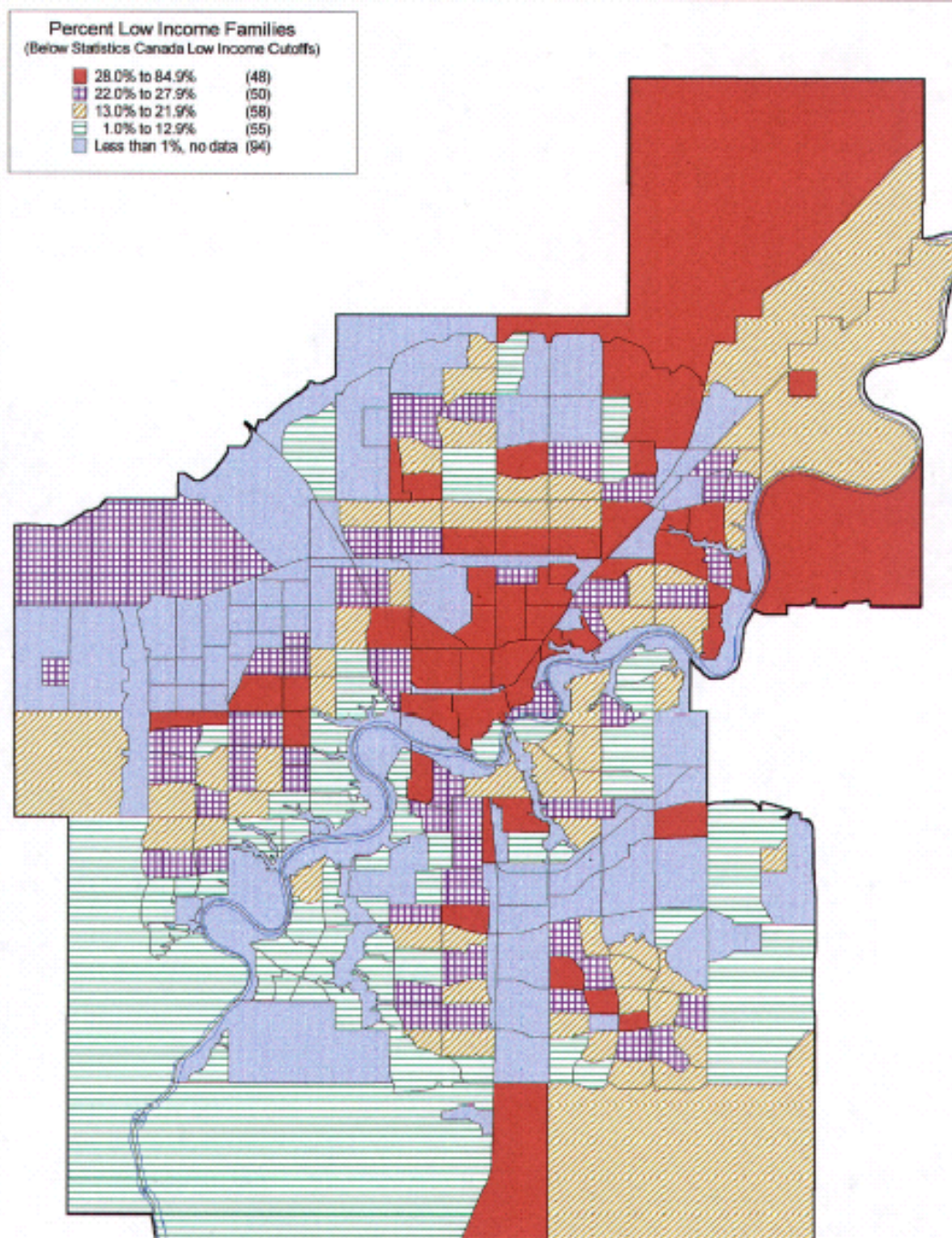


High income Canadian adults have less leisure time than low income adults, approximately 40 minutes less per day. Although both groups spend the majority of their leisure time watching television, low income people spend 50 more minutes per day watching television. High income Canadians are twice as likely to attend a concert or participate regularly in sports. They are also more likely to attend festivals, or go to museums and art galleries.⁵⁰

Income level is the strongest predictor of children's participation in supervised sports. In 1994, over 60% of children from very poor homes (less than 75% of LICO), almost never participated in supervised sports compared to 27% from homes with more than 125% of LICO. Benefits of participation in supervised activities include improved self-esteem and social adjustment and lower rates of school drop out.⁵¹

⁵⁰ Williams C, *Time or Money? How High and Low Income Canadians Spend Their Time*, p. 10 & 11

⁵¹ Human Resources Development Canada, *Applied Research Bulletin*, Fall 1999, p. 9



Cultural Diversity

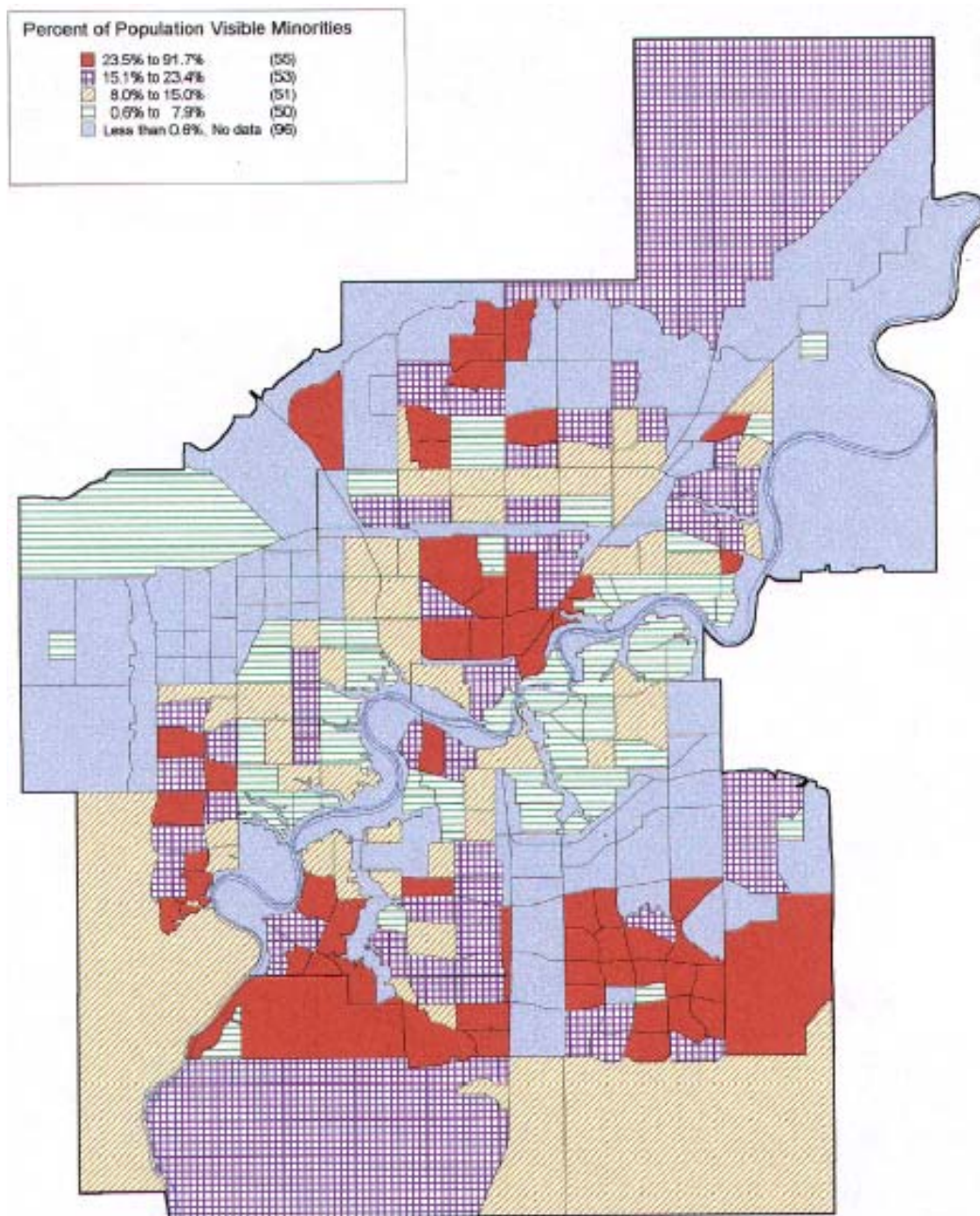
Aboriginals and Visible Minorities in Edmonton, 1996		
	Number	% of Population
Aboriginals	25,300	4.1%
Chinese	38,060	6.2%
South Asian*	22,525	3.7%
Black	10,360	1.7%
Filipino	10,000	1.6%
Southeast Asian**	8,395	1.4%
Arab/West Asian***	7,570	1.2%
Latin American	6,350	1.0%
Korean	1,785	0.3%
Japanese	1,365	0.2%
Multiple visible minority	2,150	0.3%
Other	1,590	0.2%
Total	134,086	21.9%
*East Indian, Pakistani, Punjabi, Sri Lankan		
**Cambodian, Indonesian, Laotian, Vietnamese		
***Armenian, Egyptian, Iranian, Lebanese, Moroccan		
Source: Community Services Business Forecast to 2010		

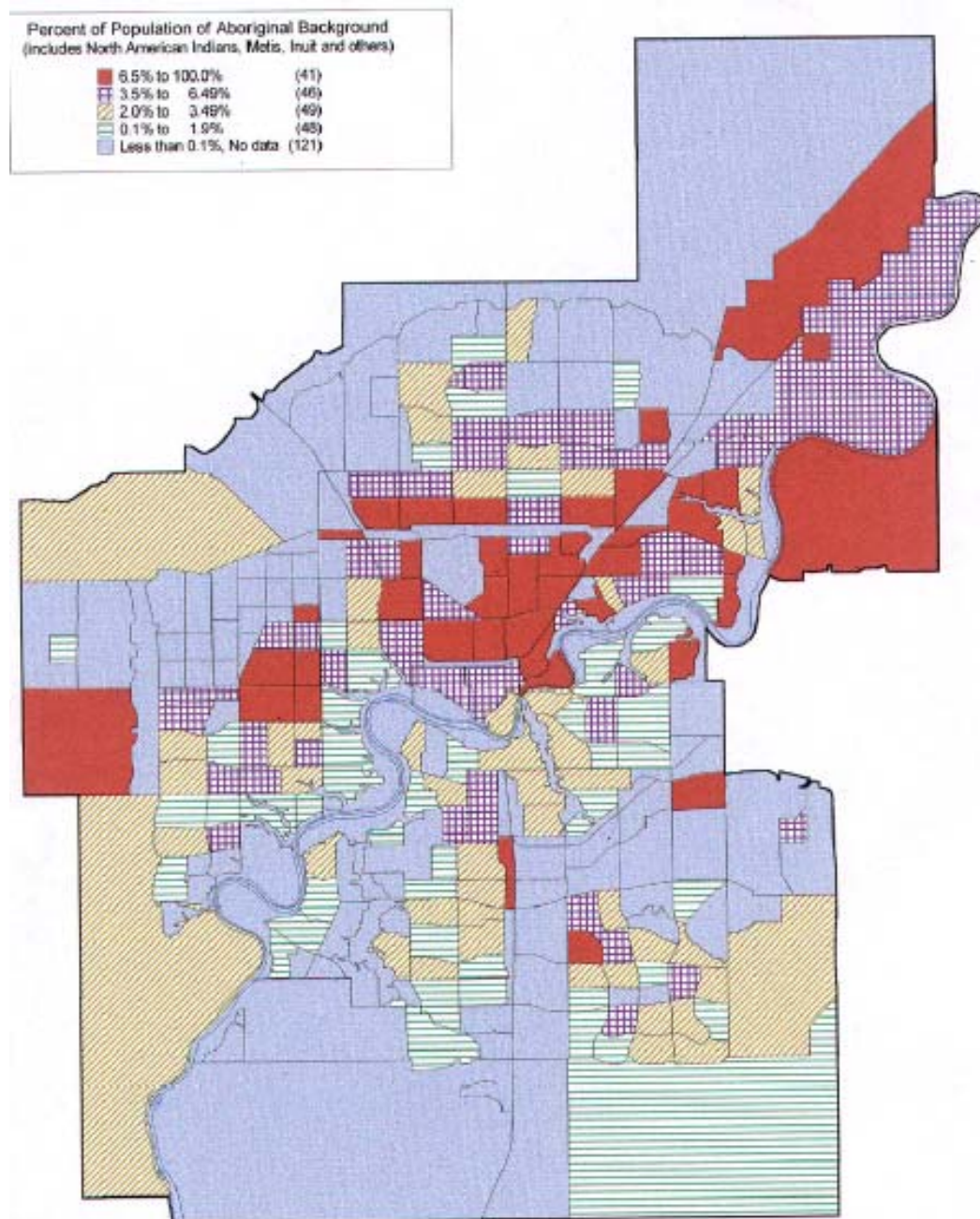
In 1996, Aboriginal people comprised 4.1% of Edmonton's population; 17.8% of the population was comprised of visible minorities. Eight percent of Edmonton's population was composed of recent immigrants who came to Canada within the past 15 years. Since 1991, the rate of increase in immigration in Alberta has been the same as the rate of population increase from those born in Canada. The majority of recent immigrants to Canada are from Asia and the Middle East.⁵² As immigration from Europe decreases, activities that are culturally linked to Europe, such as classical music, may see support decline.⁵³

The following maps show areas of residence for those of visible minority background and Aboriginal origins.

⁵² www.statcan.ca, *The Daily*, November 4, 1997, p. 2 & 10.

⁵³ Godbey, p. 109





Data source: 1996 Census of Canada

Immigration, which brings younger people to the host country is also based on the demographics of the source country. Asian countries are experiencing diminishing birth rates and are therefore ageing, resulting in less emigration. Latin American countries will be the next major source of immigrants to Canada, followed by Africa in the distant future.⁵⁴

It is generally accepted that Canada will continue to become home to more diverse cultures. There are two responses in the literature to this diversity. Do we encourage various cultural groups to participate more in traditional North American recreational pursuits, or do we change our services to include those more culturally suited to various immigrant groups?

Andy Wickens, Manager of Toronto Parks and Recreation believes ethnic activities will “merge with the mainstream in the long run” but that there is a need to accommodate ethnic needs in the short term. Others suggest a balance between integration and preservation of ethnic values, practices and lifestyles. Sensitivity to this balance is of special importance when addressing the needs of older immigrants.⁵⁵ Some predict less cultural assimilation as ethnic populations increase in size, resulting in a need for municipalities to adapt to cultural differences.⁵⁶ In order to deal with a population that will be increasingly diverse, staff will require knowledge of different cultures and fluency in several languages, as well as familiarity with youth activities and activities for older adults and women.⁵⁷

Response to diverse ethnicity requires a collaborative approach, to understand needs and values and to work cooperatively, recognizing the differences between ethnic groups.⁵⁸ Some ethnic groups hold values that limit access to leisure opportunities. For example, in some ethnic groups women may be limited in their involvement in leisure activities relative to women in the mainstream culture. Other barriers include lack of knowledge about services, unwillingness to participate outside one's ethnic group, lack of transportation or difficulty communicating.⁵⁹ Barriers may exist due to experiences in countries of origin: fear, lack of trust, and family disruption. The circumstances of immigration can also prevent participation. Parents may be busy working, taking educational courses and learning English, leaving children unsupervised and with responsibilities to care for siblings and/or grandparents. Children and youth may feel torn between cultural and family expectations and joining Canadian society.⁶⁰

Because recreation participation rates for ethnic minorities tend to be lower, participation in recreation activities may not increase unless minority participation also increases. More expensive activities should expect slower growth for the same reason, since minority groups tend to have lower incomes. In the United States, it is predicted that increases in participation will be most extensive for minority populations, who will become increasingly important markets to the recreation industry.⁶¹ Market research has shown that minority youth, the second generation,

⁵⁴ Foot, p. 266

⁵⁵ Kassian, p. 7

⁵⁶ AZAA, p. 9

⁵⁷ Pederson G, *Illuminating Our Future – Parks and Recreation in Canada – What the Resource People Said*, p. 38

⁵⁸ Malloy DC et al, *The Impact of Culture Upon the Administrative Process in Sport and Recreation: A Canadian Indian Perspective*, p. 117

⁵⁹ Bolla P et al, *Serving the Multicultural Community: Directions for Leisure Service Providers*, p. 118

⁶⁰ Gruszczynska S, *Walking Side by Side*, p. 9-11

⁶¹ Murdock S, *An America Challenged: Population Change and the Future of the United States*, p. 139-142

“hold the key to unlocking ethnic markets”, since they know more about Canadian society and often act as interpreters and advisors to their parents.⁶²

Broad ethnic groups, such as “Asian” and “Hispanic”, are very diverse within these categories and will require different ways to inform them of recreation opportunities. However, all ethnic groups will look for safety, cleanliness, easy access, positive staff, and memorable experiences to take home.⁶³

Recreational opportunities can facilitate greater understanding between ethnic communities. Over 55% of Canadians agree that physical activity opportunities help people of different cultural backgrounds to “get along”.⁶⁴

In Ottawa, interviews were conducted with six different ethnic groups and some common areas for collaboration with municipal parks and recreation were identified:

- access to better facilities could improve the programs being offered by groups;
- multilingual staff or volunteers and multilingual publications would improve communication with ethnic communities;
- groups would welcome support for program development and delivery;
- there is a need to increase understanding of barriers experienced by seniors and women in ethnic groups;
- leisure education is needed with respect to municipal recreation services and the benefits of recreation.

All of the groups involved in the study emphasized the necessity for collaboration, where the municipality is a resource, sensitive to the various cultures.⁶⁵

The City of Calgary has several initiatives with respect to leisure education and outreach:

- Through English as a Second Language programs, tours of parks, facilities and attractions are given to new Canadians along with language instruction and information about how to access recreation services. Information includes details about subsidy programs, how to use lockers and change rooms, dress code, and benefits of a healthy lifestyle. Tours are also conducted for Aboriginal newcomers to the city.
- A list of multilingual contacts is printed in their seasonal program guide.
- Program accommodations are made to encourage inclusiveness such as allowing children to be fully clothed in swim classes.
- Groups use facilities for meetings and are given passes for spouses and children to use the recreational amenities.
- Programs such as ethnic dance are offered in collaboration with the ethnic community and open to the public.
- Facilities are being adapted to be more welcoming to all. Signage is multi-lingual; customer service staff are trained to present welcoming attitudes; visual aspects are designed to be welcoming.
- Relationships have been established with local groups and facility and park needs discussed.

⁶² Karyo Communications, *Intercultural Marketing Plan – Surrey Parks, Recreation and Culture*, p. 8

⁶³ Godbey et al, p. 56 & 57

⁶⁴ Craig C et al, *Foundation for Joint Action: Reducing Physical Inactivity*, p. 23

⁶⁵ Bolla et al, p. 127-130

- Relationships have also been established with organizations that work with immigrants and provide services such as housing.⁶⁶

In Surrey, barriers to the multicultural community have included language, attitudes, and lack of space for organizing community activities. Strategies identified to reduce barriers and increase participation included building relationships with the multicultural community, providing diversity training to staff, developing volunteer facility host programs with multiple language capabilities, printing flyers in different languages, developing multilingual information for their website, and increasing multicultural programming.⁶⁷

Aboriginal Population

The number of Aboriginal persons in Alberta is expected to grow by 31% between 2001 and 2016. Edmonton's Aboriginal population is young in contrast to the general population and most families are larger and more children grow up in lone parent families. Although Edmonton's Aboriginal population is better educated than the national population, Aboriginal people have lower levels of education than the general population of the city. Levels of income are lower and unemployment is higher for Aboriginal people. Aboriginal people are over-represented in the criminal justice system (including young offenders) and child welfare systems. Fewer Aboriginal children attend school than the general population.⁶⁸

One cannot assume that Aboriginal people share the same values and interests with respect to recreation and leisure as non-Aboriginal people. To better meet the needs of Aboriginal populations, there is a need to develop partnerships to maximize community harmony and the use of resources and to provide the best possible services to the community.⁶⁹

Administrators must appreciate native culture and apply awareness of Aboriginal culture in policy development and program implementation.⁷⁰ Although there is a dearth of research in the area of Aboriginal populations in urban settings, research with regard to Aboriginal communities has found that Aboriginal people live within at least two cultures, the Aboriginal culture and the dominant Canadian culture. Problems have been found in trying to transfer a recreation framework across cultures since commonly perceived recreation benefits may not transfer to other cultures. Collaboration is seen as the key to successful recreation services because it does not dictate from the predominant administrative system or abandon communities to attempt to find their own solutions.⁷¹

Implications

There are several themes in a discussion of cultural diversity:

- learning about and understanding cultural differences;
- establishing relationships with communities to determine needs and areas where assistance could be provided;

⁶⁶ Gruszczynska S, *Telephone interview and brochures provided*

⁶⁷ Karyo Communications, p.7-16

⁶⁸ *Community Services Business Forecast to 2010*, p. 21-23 and *Edmonton Social Plan – Release 3*, Section 8.2, p. 1

⁶⁹ Turner H, *Implications of Demographics*, p. 1

⁷⁰ Malloy et al, p. 117

⁷¹ Fox KM et al, *Cultural Perspectives, Resilient Aboriginal Communities and Recreation*, p. 148-183

- outreach to cultural groups to welcome diversity and inform them of available services and facilities;
- multilingual information services;
- collaborative efforts.

Once relationships have been established, possible impacts for future recreation and facility use and development can be more fully understood.

Accessibility Factors

In 1991, 15% of Edmonton's population had a disability, an increase from 1986. Disabilities were most common among older people, indicating that the proportion of people with disabilities is likely to increase as the population ages. The most common disability was mobility disability (limited ability to walk, move or stand), which is experienced by 49% of Edmonton's disabled population, followed by agility impairment (limited ability to bend, dress or handle small objects), which is experienced by 45% of the disabled population. Hearing impairment affected 24% of Edmonton's disabled population and 11% of people with disabilities suffered vision impairment. The majority of disabilities were classified as "mild".⁷² Residents of the Capital Health Authority region can expect an average disability free life of 68 years.⁷³

The following map indicates areas of residence of people with disabilities.

Research supports the role of leisure services in the prevention of physical and mental deterioration and enhancement of the well-being of people with disabilities. Although the ageing population will be more active and healthy than previous generations, there will be a growing population of older adults with disabilities who will require adapted services. Older adults with disabilities will seek integrated recreation opportunities with non-disabled peers.⁷⁴

As the number of people with disabilities increases in Edmonton, so will the demand and need for programs and outreach, as well as physical environments that welcome disabled people. The need to plan for mobility issues will increase in importance.⁷⁵ The City of Victoria has several staffing and facility initiatives to improve access to recreation facilities including lowered reception desks, ramps, lifts, shower and change room facilities, tactile warning strips on flooring, and information hand-outs for staff members, many of whom work part time.⁷⁶

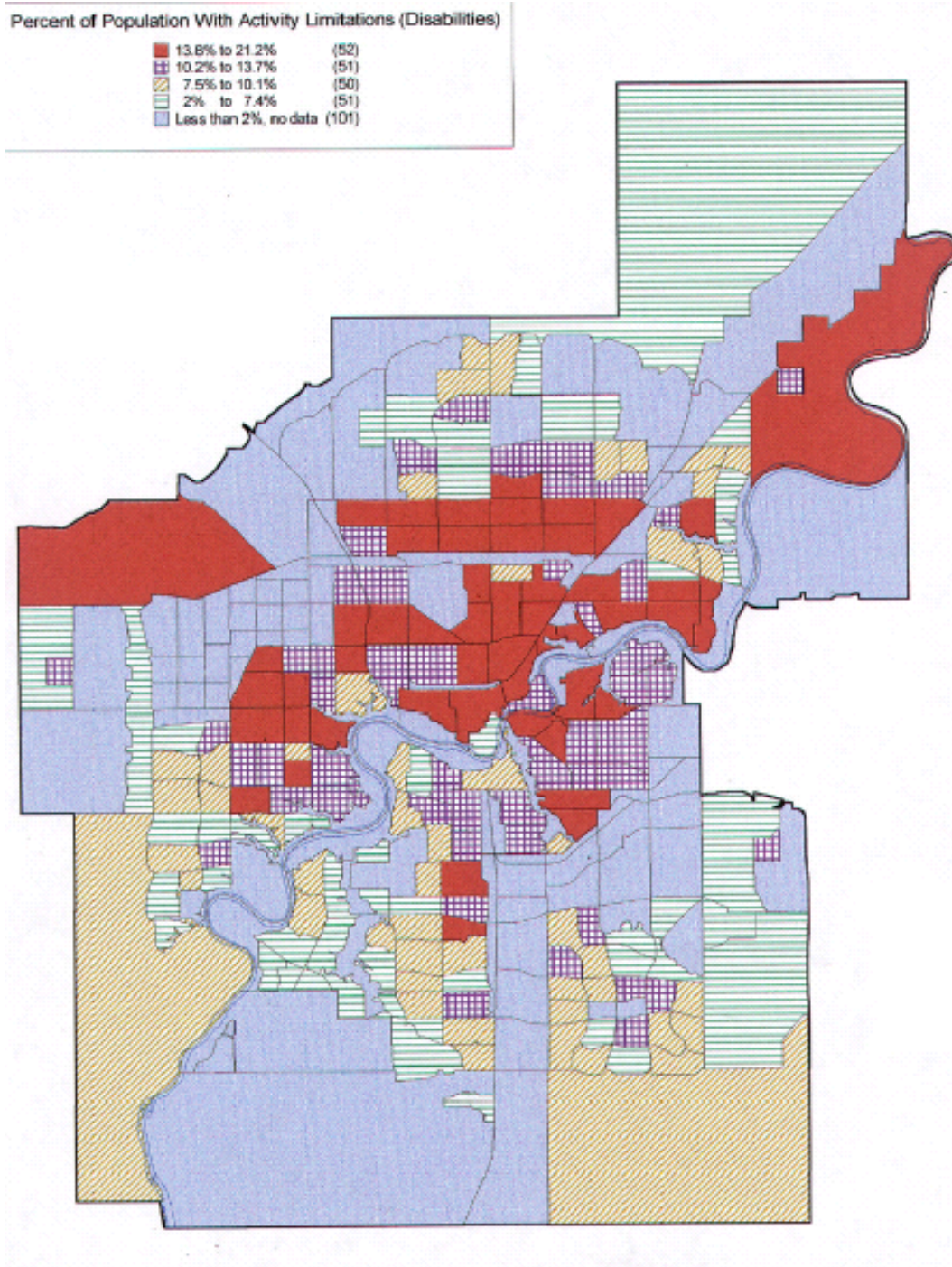
⁷² *Edmonton Social Plan – Release 3*, p. 4 & 5

⁷³ Shields and Tremblay, *The Health of Canada's Communities*, p. 11

⁷⁴ Kassian, p. 29 & 30

⁷⁵ Wickens, p. 9

⁷⁶ Nutting D, *Making Fitness Accessible to All*, www.ala.ca/story_e.cfm?Story=14



Health Indicators

Some basic indicators of overall health in a community include life expectancy, infant mortality, low birth weight, and teenage pregnancies. However, the definition of health and well-being is becoming broader and the role of leisure in improving physical, emotional, and mental health is recognized.

The role of active living in the prevention of disease is becoming more prominent. Physical activity reduces the risk of many conditions including heart disease, high blood pressure, stroke, obesity, type II diabetes, osteoporosis, depression and cancer. It can increase life and health expectancy and contribute to more independent living in later life.⁷⁷ Twelve percent of those aged 12 years and over who live in the Capital Health Authority region report poor or fair health.⁷⁸

Life Expectancy

Life expectancy in the Capital Health Authority region was 78.8 years in 1996.⁷⁹ In Canada, life expectancy has increased steadily when one looks at the broader picture. In 1920-22, average life expectancy was 59 years; in 1950-52, it was 69 years and in 1996, it was 78.3 years.⁸⁰ For those born in 1998, life expectancy is 96.⁸¹ Life expectancy has been shown to be higher in urban areas where education is high.⁸² Life expectancy has also been shown to be higher in countries where income inequality is less.⁸³ If the income gap does increase in Canada, life expectancy may be reduced.

Infant Mortality and Low Birth Weight

Infant mortality (children who die before their first birthday) is an indicator of health and prosperity in a community and has declined from 8.3 per 1000 born alive in 1987-89 to a rate of 5.8 per 1000 in 1997-1999.⁸⁴

Children born with low birth weight (less than 2500 grams) are more likely to have life-long health problems. Despite the possibility for prenatal intervention in many of the factors associated with low birth weight such as alcohol consumption and smoking, the low birth weight rate has been relatively constant for the past 15 years at approximately 6%.⁸⁵

⁷⁷ Health Canada, *Canada's Physical Activity Guide*

⁷⁸ Shields and Tremblay, p. 11

⁷⁹ Ibid, p. 11

⁸⁰ www.statcan.ca and *The Daily*, July 4, 2002

⁸¹ Active Living Coalition for Older Adults, *A Blueprint for Action for Active Living and Older Adults*, p. 2

⁸² Shields and Tremblay, p. 20

⁸³ Siedentop, *Valuing the Physically Active Life: Contemporary and Future Directions*, p. 266

⁸⁴ *Edmonton's Children Background Report*, p. 8

⁸⁵ Ibid, p. 9

Teenage Pregnancies

Teenage pregnancies are an economic and social disadvantage to both the mother and child. The teen birth rate (aged 15-19) in Edmonton has declined since 1991 from 47.1 per 1000 to 25.5 in 1999.⁸⁶ Of the teen births in 1996, 86.8% were out of wedlock.⁸⁷

Cardiovascular Disease

Heart disease and stroke are the number one cause of death in Canada. Although difficult to determine actual figures, it is estimated that 25% of Canadians have cardiovascular disease. Although mortality rates have declined steadily since the mid-1960's, due mostly to decreased smoking and improved medical care, the actual number of deaths have increased. By 2016, the number of men dying from heart disease will not change, but the number of women dying will increase because women live longer. As the population ages, it is predicted that the number of people who have strokes will increase. The risk factors for heart disease are smoking, inactivity, high blood pressure, obesity, diabetes, and high cholesterol. The Canadian Heart Health Surveys, completed in 1985-90 indicated that 41% of men and 33% of women had 2 or more of the major risk factors. Many of the behavioural risk factors such as smoking, inactivity and obesity begin in childhood.⁸⁸

Obesity

Obesity is a major cause of heart disease, stroke and high blood pressure. A study released in the International Journal of Obesity, April 2002 included the following figures:

- One half of Canadian adults aged 20 to 64 are overweight, and one quarter of those individuals are obese;
- 33% of Canadian boys aged 7-13 are overweight, and 30% of those boys are obese;
- 27% of Canadian girls aged 7-13 are overweight, and 33% of those girls are obese;
- From 1981 to 1996, obesity increased by 55% in men and 33% in women;
- From 1981 to 1996, obesity increased by 400% in boys and 350% in girls.

The incidence of obesity can be reduced by increasing physical activity and reducing sugary and fatty food in the diet.⁸⁹

Diabetes

There are currently more than 2 million Canadians with diabetes and this is estimated to increase to 3 million by 2010. As the population ages, the incidence of diabetes will increase. Risk factors for diabetes include high blood pressure, high blood glucose, high cholesterol, obesity, age, and genetics. Individuals of Aboriginal descent are 3 to 5 times more likely to develop diabetes, primarily type II diabetes. Latin Americans, Africans, Asians and Hispanics living in North America also have a higher incidence of diabetes. Physical activity can reduce many of the risk factors and is also an aid in managing diabetes.⁹⁰

⁸⁶ *Edmonton's Children Background Report*, p. 29 & 30

⁸⁷ *Edmonton Social Plan – Release 3*, Section 8.4, p. 15

⁸⁸ Health Canada et al, *The Changing Face of Heart Disease and Stroke in Canada 2000*, p. 1, 23, 70, 71 & 87

⁸⁹ *Tales from the Scales, Canada is Bulging Out All Over*, www.heartandstroke.ca

⁹⁰ www.diabetes.ca

Osteoporosis

Osteoporosis affects one in four women over 50 and one in eight men over 50. Physical activity, particularly weight bearing activity, such as walking, can help increase bone mass and improve coordination and balance to reduce falls. As the population ages, the incidence of osteoporosis will also increase.⁹¹

Mental Illness

Twenty-one percent of Albertans will suffer a mental disorder during their lifetime. 9% of whom will experience depression. Physical activity, including such things as walking, gardening, and stretching, and involvement in hobbies and activities are identified as stress relievers. Good mental health can be encouraged through balanced lifestyles including leisure activity, physical activity and volunteerism.⁹² In 1996, 28% of adults in the Capital Health Authority region reported experiencing high stress and 10% of those over the age of 12 reported depression.⁹³ Forty percent of Canadians feel stress sometimes and 16% feel this way very often. Women tend to feel higher levels of stress and feelings of stress begin to decline after age 45. As well, those with a sedentary lifestyle report feeling stressed more often.⁹⁴

Cancer

Physical activity can reduce the risk of breast, colorectal and prostate cancer. It reduces the incidence of obesity, a risk factor in 6 different types of cancer. The probability of developing cancer during one's lifetime is 38% for women and 41% for men. One in 9 women will develop breast cancer and 1 in 16 will develop colorectal cancer. One in 8 men will develop prostate cancer and 1 in 15 will develop colorectal cancer. The incidence rates for cancer can be expected to increase proportionally with the ageing population, since cancer is primarily a disease of older Canadians. The mortality rates for all cancers have declined since 1988 for men and since 1974 for women due primarily to reduction in smoking and early detection.⁹⁵

Healthy Ageing

Active lifestyles can reduce frailty in older adults. It is estimated that if older adults increased their cardiorespiratory function by 20%, independent living could be increased by as much as 8 years.⁹⁶

New research in the 1990's has identified the importance of strength training as well as cardiovascular training to help older adults maintain strength, muscle mass and balance. Mobility for older adults is more impaired by the loss of muscle mass than the loss of aerobic power. There will be a need to educate older adults and respond with senior-friendly facilities and programs.⁹⁷

⁹¹ www.osteoporosis.ca

⁹² www.cmha.ab.ca

⁹³ Shields and Tremblay, p. 11

⁹⁴ Canadian Fitness and Lifestyle Research Institute, *1997 Physical Activity Benchmarks Report*, p. 19-21

⁹⁵ Canadian Cancer Society et al, *Canadian Cancer Statistics 2002*, p. 15 & 16

⁹⁶ Heart Health Coalition, B.C. – *Setting the Pace: A Plan to Improve the Health of British Columbians Through Physical Activity*, p. 25

⁹⁷ Porter M, *The Power of Strength Training for Older Adults*, p. 1

Implications

Several government initiatives have identified recreation and leisure, particularly physical activity as a means to increase health in Canada. The Report of the Premier's Advisory Council on Health identified the following recommendations:

- the establishment of provincial objectives in several areas including physical activity and environmental quality;
- a role for Alberta Health and Wellness in providing the best information about healthy choices and factors that affect health including diet, exercise and stress;
- the provision of regular exercise time as part of every school day.⁹⁸

On June 18, 2002, the federal government passed Bill C54, the "Act to Promote Physical Activity and Sport". It provides direction to policies that improve the health and well-being of Canadians by encouraging them to increase their physical activity levels and by reducing barriers to participation. Policies will also increase participation in sport and encourage sport excellence.⁹⁹ In April 2002, the Canadian Sport Policy was endorsed by the federal, provincial and territorial governments of Canada. Among its goals are to increase participation in sport, to improve access to sport and to improve excellence in sport.¹⁰⁰

The World Health Organization's World Health Day 2002 slogan was "Move for Health", recognizing the importance of physical activity and health.¹⁰¹

Should economic times of constraint persist, fear of the costs of health care may become prevalent. The ageing of the Baby Boomers has considerable implications for the health care system and keeping Boomers healthy will be important. As a result, participation in active lifestyles will increase as people become more aware of the health risks that can be avoided through physical activity. Emotional and physical well being may become more important to people than material wealth.¹⁰²

An emphasis on an individual's responsibility for their own health holds some danger in ignoring the social context in which people live. Concerns have been expressed that the focus on individuals and their activity level may result in "individual blame" for their state of health or state of ageing, which may ignore systemic issues such as poverty or health issues over which there is no individual control.¹⁰³

Within leisure services, an emphasis on privatization and user-pay as well as a potential shift in emphasis to the adult market as the population ages may decrease access to physical activity by lower income groups and youth.¹⁰⁴

⁹⁸ Premier's Advisory Council on Health, *A Framework for Reform*, p. 42

⁹⁹ www.canadianheritage.gc.ca

¹⁰⁰ *The Canadian Sport Policy*, p. 5

¹⁰¹ www.who.int

¹⁰² Reid, p. 218

¹⁰³ Michalski J, *What Matters to Canadian NGO's on Ageing*, p. 16

¹⁰⁴ Siedentop, p. 272 & 273

Several environmental factors have been identified as positively impacting physical activity levels. For preschool children, just being outdoors was the strongest factor affecting activity levels. The number of play spaces near their homes and amount of time using those spaces also increased activity levels. For school aged children, most of their physical activity takes place in organized sport or activity classes. Improvements in such programs for adolescents may counteract the tendency for reduced physical activity as the child ages. Children are less active in the winter; support for winter activities could be increased. Adults are more likely to walk in their neighbourhood if there is a mixture of housing, retail, entertainment and commercial uses in the neighbourhood and if neighbourhoods are designed to encourage walking. A further factor influencing activity levels of adults is the location of fitness facilities. Exercisers have been found to have more facilities around their homes than non-exercisers, even after controlling for age, gender and education level.¹⁰⁵

Programs can be designed to reduce barriers; some barriers to fitness club use include the perception that the staff were too young and thin and that the facility and programs were designed only for very fit people. Incentive programs, such as returning monetary deposits to those who attend programs regularly have also been successful in promoting physical activity.¹⁰⁶

Incorporating physical activity naturally into a person's lifestyle may be one of the most effective means of increasing physical activity levels.¹⁰⁷ Examples include walking to school, vigorous housecleaning, taking the stairs rather than the elevator, etc.

The growing importance of recreation for the prevention of disease and promotion of healthy lifestyles provides opportunities to municipal service providers. As awareness increases and efforts are made to change behaviour and increase participation, the demand for recreation services will increase. Promotion of the health benefits of recreation may lead to increased support for recreation facility and service provision.

Youth at Risk

Children can be defined as high risk when they experience more than three of the following risk factors:

- parents experiencing a high level of marital dissatisfaction,
- parents have divorced,
- inadequate household income,
- primary caregiver is experiencing depression,
- more than 4 children in the family,
- mother was 19 years old or younger when child was born,
- ineffective parenting styles,
- alcohol abuse by mother or father,
- learning disability diagnosed.¹⁰⁸

¹⁰⁵ Sallis J et al, *Environmental and Policy Interventions to Promote Physical Activity*, p. 383 & 384

¹⁰⁶ Edwards P, *Evidence-Based Strategies for Increasing Participation in Physical activity in Community Recreation, Fitness and Sport*, p. 21

¹⁰⁷ King A et al, *Physical Activity Interventions Targeting Older Adults*, p. 330

Risk is a continuum and all youth can be considered at risk with more at the low risk end of the continuum and fewer at the chronic deviance end of the continuum depending upon risk factors.¹⁰⁹

One study showed that about 4% of Canadian 10-year-olds live in very stressful situations and nearly half of those exhibited behavioural difficulties. This rate of behavioural difficulty was five times higher than those not exposed to any risks. Those high risk children with good relationships with siblings, friends or teachers had behavioural difficulties similar to those with no risks.¹¹⁰ Peer support has been found to be important in interventions to promote physical activity in youth.¹¹¹

The National Longitudinal Survey of Children and Youth, conducted in 1998-99, collected data that indicated that children who participated in organized activities outside of school, such as clubs, sports, music or art tended to have higher self-esteem, better social skills and did better in school. For youth aged 12 to 15, those who rarely participate also were more likely to smoke.¹¹²

A study was conducted of 765 sole support mothers on social assistance in Ontario, along with their 1300 children and youth aged 0 to 24 years, who were offered subsidized recreational opportunities. The participation rate for the activities was 76% and yielded the following results:

- psychologically disordered children maintained social, academic and physical competencies, similar to that of non-disordered children;
- families reduced their use of social and health services;
- there were positive outcomes for the mothers as well as children;
- there was a 10% greater number who stopped social assistance;
- children were less anxious, more self-confident and made new friends.¹¹³

The benefits of recreation to youth at risk include the following:

- decreased substance abuse and smoking,
- better socially productive attitudes and social development,
- positive effect on self-esteem and self confidence,
- reduced boredom and deviant behaviour,
- decreased stress,
- better health,
- more desirable peer socialization,
- improved school achievement.¹¹⁴

The Canadian Parks and Recreation Association was involved in a National Youth At Risk Pilot Project, which found that the most successful programs were ones that combined non-competitive sports or physical activity with socialization and self-awareness. The five most popular activities

¹⁰⁸ Human Resources Development Canada, *Applied Research Bulletin Fall 1999*, p. 24

¹⁰⁹ McKay S et al, *The Impact of Recreation on Youth in Transition*, p. 284

¹¹⁰ Human Resources Development Canada, *Applied Research Bulletin Fall 1999*, p. 24

¹¹¹ Edwards P, p. 11

¹¹² www.statcan.ca, *The Daily*, May 30, 2001

¹¹³ Haldane S, *Scientific Research Supports Recreation for Children Living in Poverty*, p. 40-41

¹¹⁴ McKay S, p. 285-286

were hiking, indoor non-competitive sports, cultural events, girls-only nights, and swimming. Lessons learned from the project were:

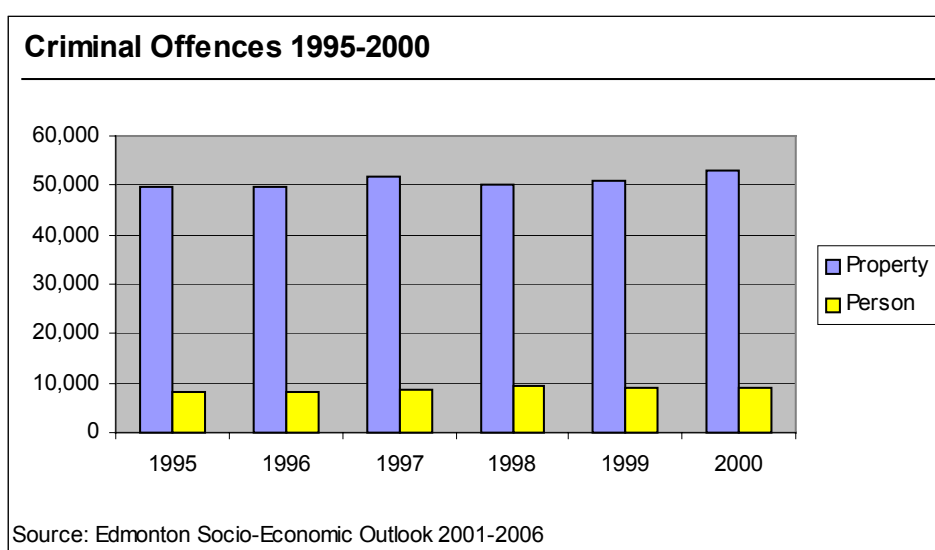
- recreation has value to youth at risk,
- it is important to involve youth in program planning,
- a multi-sectoral approach was essential,
- time to build partnerships and reach consensus is important,
- one-to-one communication is important in reaching and encouraging youth,
- programs take time to build.¹¹⁵

A review of programs in the United States found a need for clear program goals; sufficient planning and evaluation; contact between program planners and youth and youth involvement in decision making; and consistent, competent leadership. Late night hours were also seen as advantageous.¹¹⁶ Programs need to provide for positive development and prevention of problem behaviour using a strategy involving schools, communities, agencies, parents and youth. Suggested program goals include emotional support, a sense of belonging and value, skill building and mastery including personal, social and recreational skills, and community service.¹¹⁷

Generally, the responses to the recreation needs for youth at risk tend to be programming rather than facility development, although those programs may use recreation facilities and depending on program requirements, may impact on planning and design.

Safety and Security

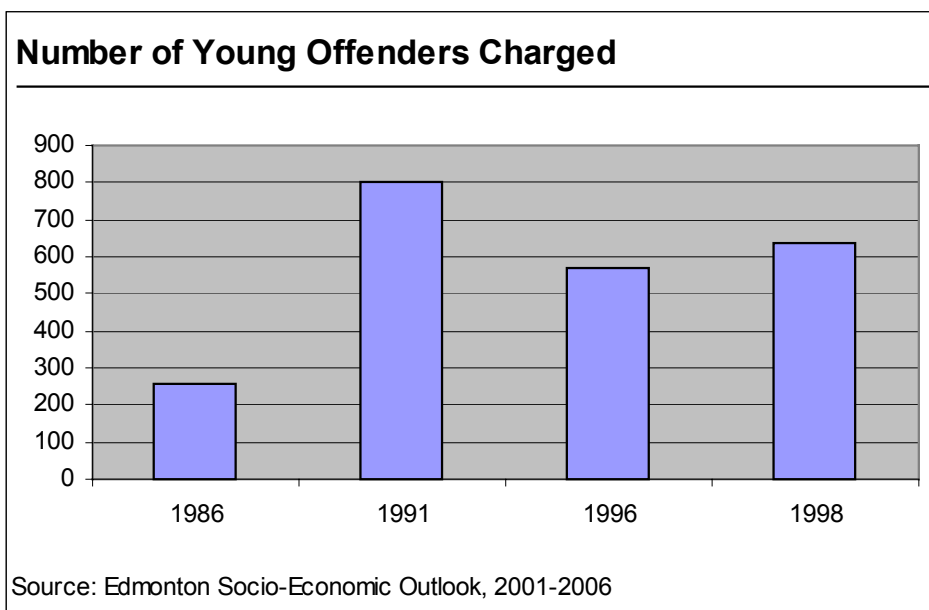
The following charts show no clear pattern in the number of criminal offences and number of young offenders charged.



¹¹⁵ Canadian Parks and Recreation Association, *Summary of National Youth at Risk Pilot Project*

¹¹⁶ Witt PA, *The Six Year Test*, p. 90

¹¹⁷ Witt PA, *Youth Development – Going to the Next Level*, p. 53



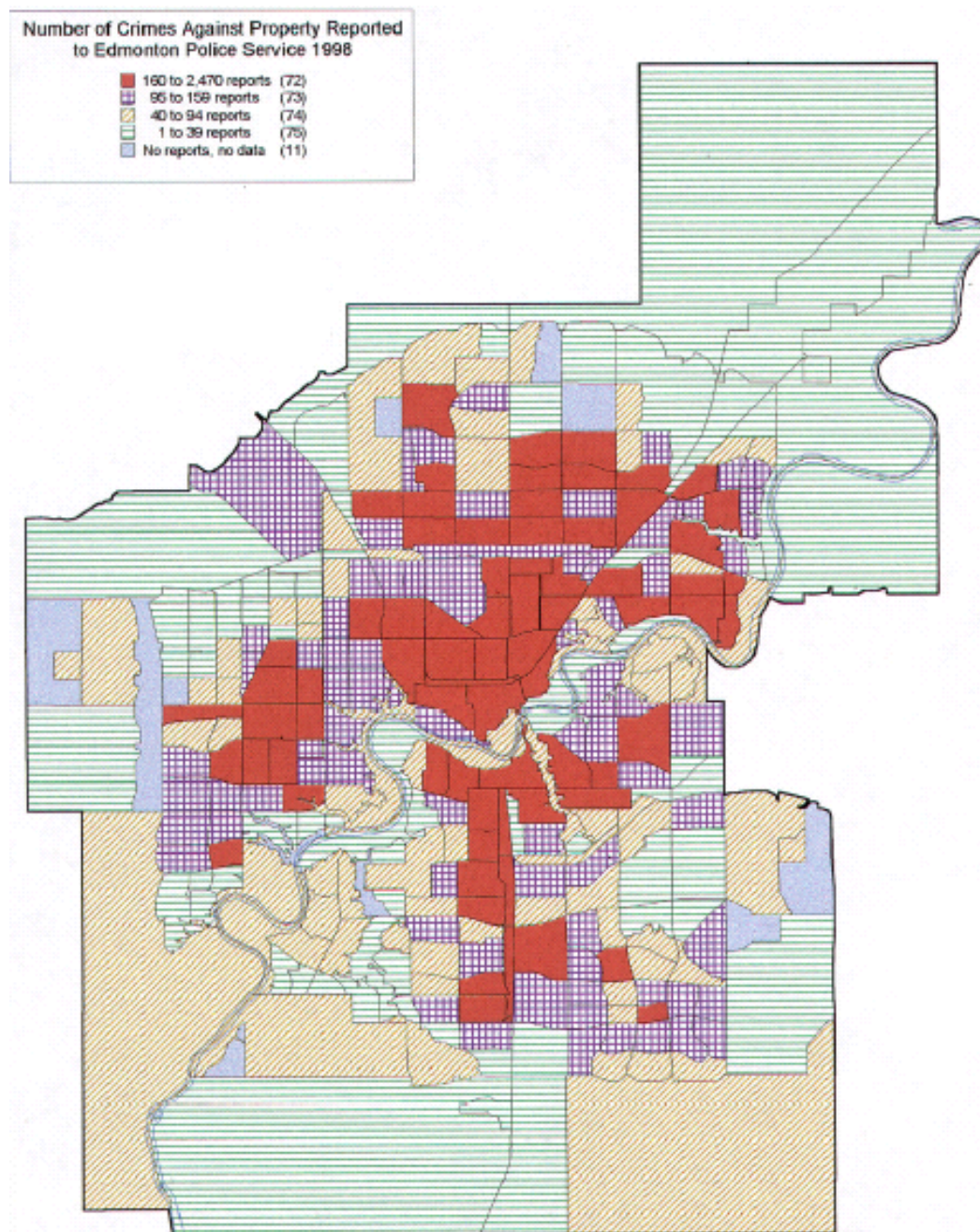
Crime rates cycle with demographics. Teenagers participate in more property crimes, moving into more violent crime in their 20s and early 30s. Those still involved in crime as they age tend to move into non-violent crime, such as fraud. The ageing population should result in reduced rates of violent crime. However, this may be counteracted somewhat as the Echo generation moves into their 20s.¹¹⁸ Migration of young workers from other provinces may also contribute to a slower decline in the violent crime rate. As noted in the population section of this report, because of population increases, the number of people under 20 remains relatively constant even though their proportion of the population will decrease, which may indicate little change in the number of youth crimes committed.

Two other factors, which may affect crime rates, are the increasing gap between rich and poor and increasing average temperatures, both of which increase the incidence of crime.¹¹⁹

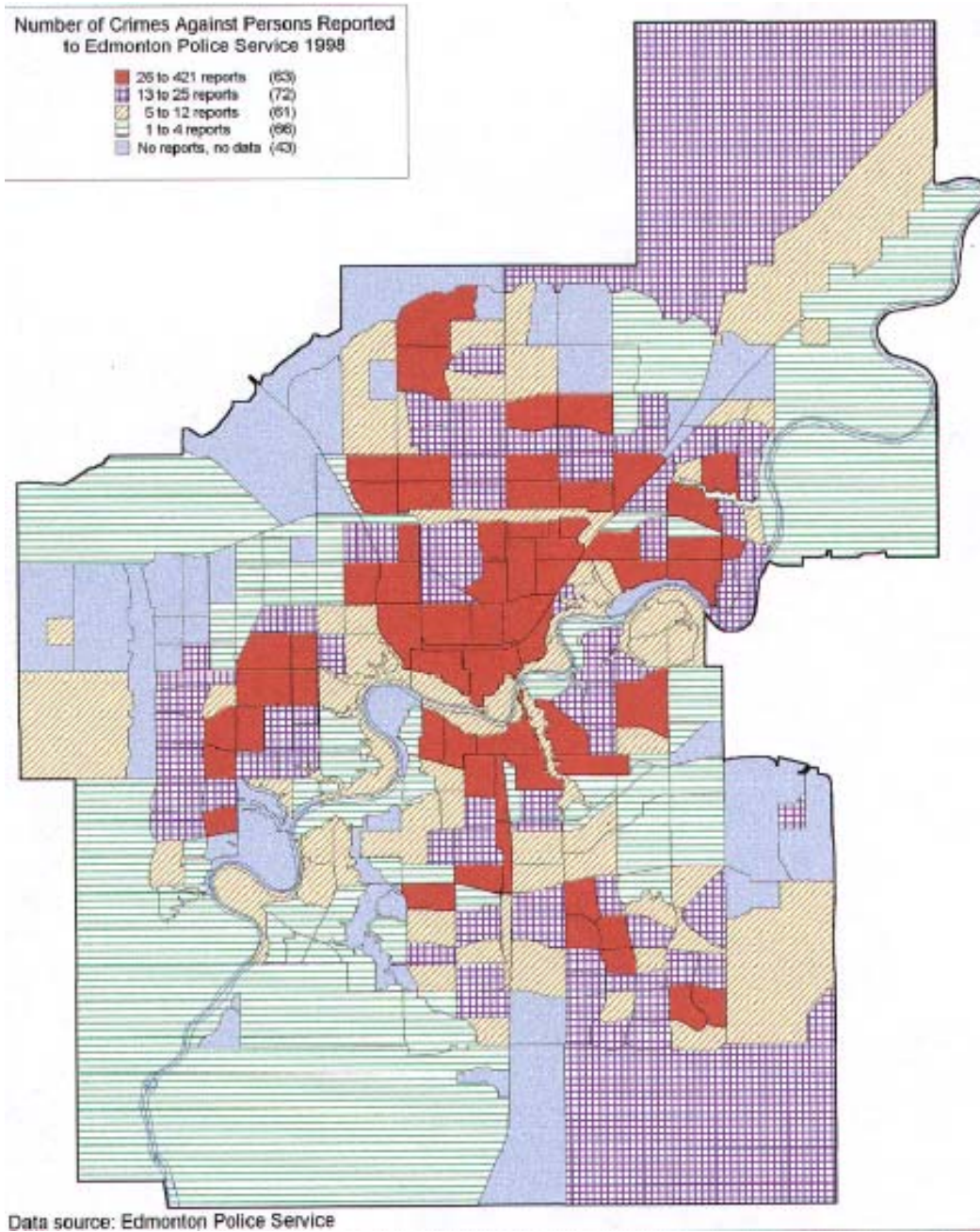
The following maps show the geographical locations of crimes against property, crimes against persons and crimes committed by youth.

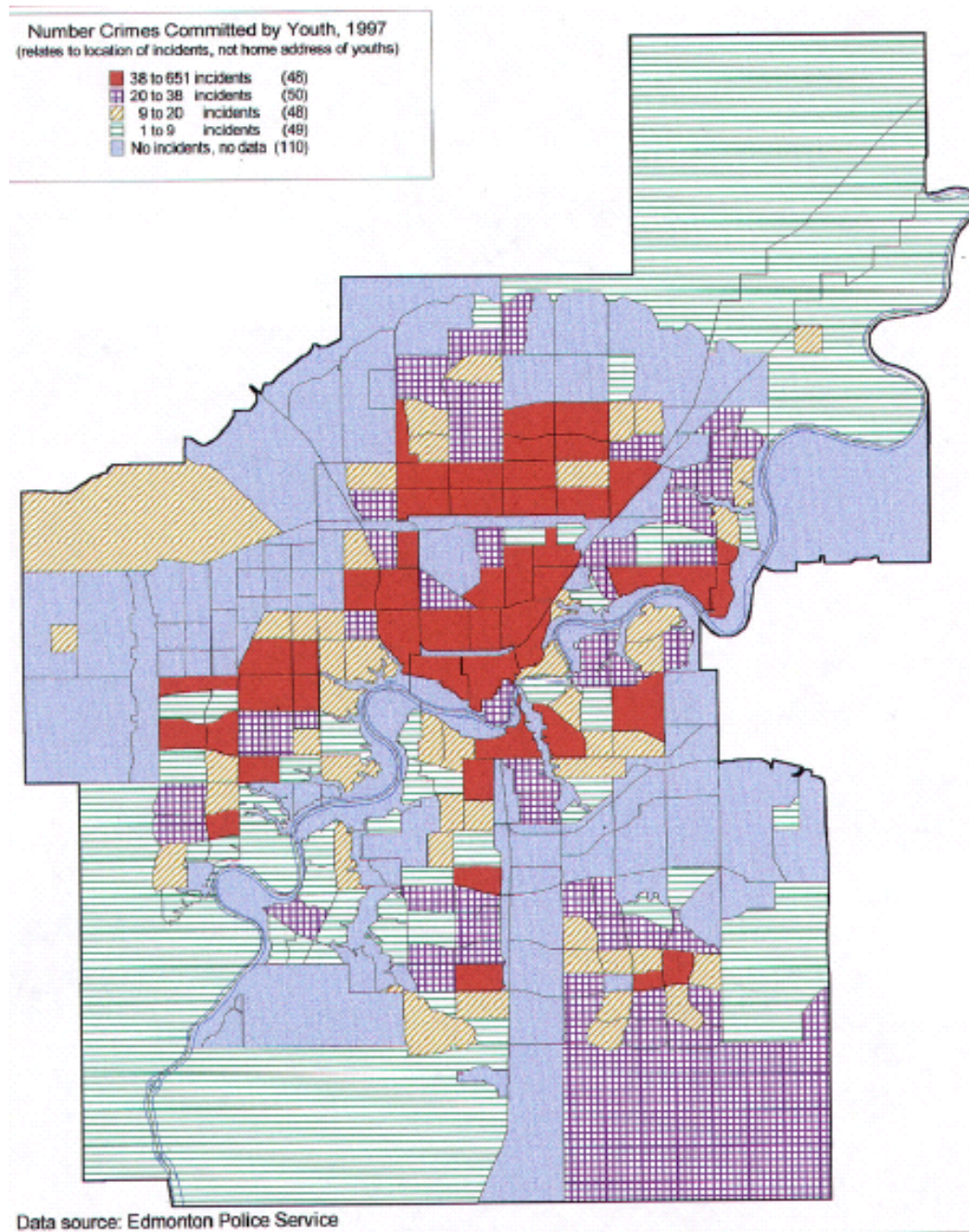
¹¹⁸ Foot, p. 192

¹¹⁹ Godbey et al, p. 134

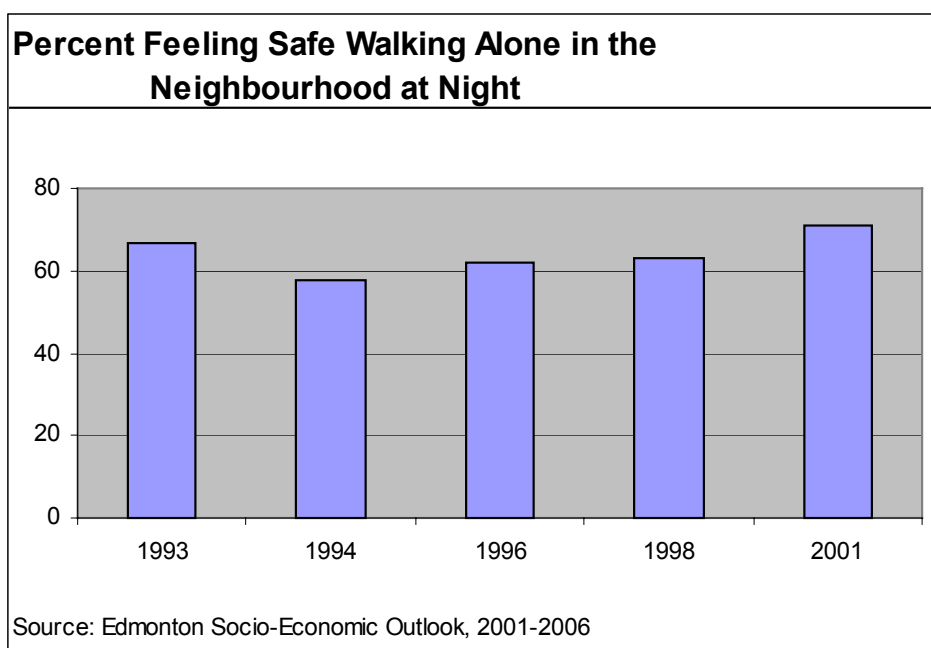


Data source: Edmonton Online Service





Data source: Edmonton Police Service



From the above chart, it can be seen that the number of people who feel safe walking alone in the neighbourhood at night is increasing in Edmonton.

Older people are more fearful of crime than younger people; reports of perceived safety may decline as the population ages¹²⁰, even though seniors report the lowest rate of personal victimization.¹²¹ Women are more fearful about using public transportation after dark, walking alone and being home alone. Fearfulness also increases with the amount of television people watch.¹²²

Fear of crime will influence where people, especially those with children, spend their leisure time. Those who can afford it, will purchase memberships to private clubs, play areas and restricted access beaches, and will pay admissions to visit zoos, aquariums, museums and parks. There will be a need to reduce perceived risks to visitors to public attractions.¹²³ Increasing safety and convenience of facilities such as skating rinks, swimming pools, and tracks will increase participation and physical activity, especially for young people.¹²⁴

Providing free activities led by qualified leaders and coaches in low income areas can increase participation by children and youth in those areas and also help to reduce crime.¹²⁵ After the 1992 Los Angeles riots, there was no evidence of damage to community gardens and parks and 77%

¹²⁰ Foot, p. 191

¹²¹ www.statcan.ca, *The Daily*, November 2, 2000.

¹²² Godbey et al, p. 134

¹²³ AZAA, p. 22

¹²⁴ Edwards, p. 21

¹²⁵ Edwards, p. 21

of residents in areas most affected by the riots ranked improved parks and recreation as absolutely critical or important.¹²⁶

Two U.S. studies cite positive impacts on youth behaviour through recreation programs. In one community, there was a 28% decrease in arrests after an academic and recreational support program for teenagers was implemented.¹²⁷ In Phoenix, juvenile crime dropped 55% when community recreation facilities stayed open late nights in the summer and crime rates went up when facilities returned to regular hours in the fall.¹²⁸ Further lists of programs and their impacts can be found in “Healing America’s Cities” at www.tpl.org.

Vandalism reduces enjoyment of recreation facilities, contributes to a climate of fear and negatively impacts public safety. In Mississauga and Regina, community-based programs have been developed to reduce vandalism. In Mississauga, an interagency committee oversees a “Facility Watch” program directed towards reporting vandalism and inappropriate behaviour, as well as encouraging respect for facilities and equipment. A communication campaign, including brochures, posters, signage, public service announcements, a school education program, and Internet information encourage residents to use the 24-hour hotline to report incidents and vandalism. The city also has a zero-tolerance policy for players, coaches and spectators at sporting events to discourage vandalism and violence.

Regina has an interdepartmental municipal committee that develops strategies to reduce and eliminate unacceptable actions, especially those related to antisocial behaviour of some teenagers. The committee has developed a reporting system in order to identify problem areas; developed consistent procedures for dealing with incidents; instituted an environmental design review process to identify potential “trouble” spots; and is developing a community involvement process to encourage the community to take more ownership of parks and facilities.¹²⁹

¹²⁶ *Healing America’s Cities*, www.tpl.org

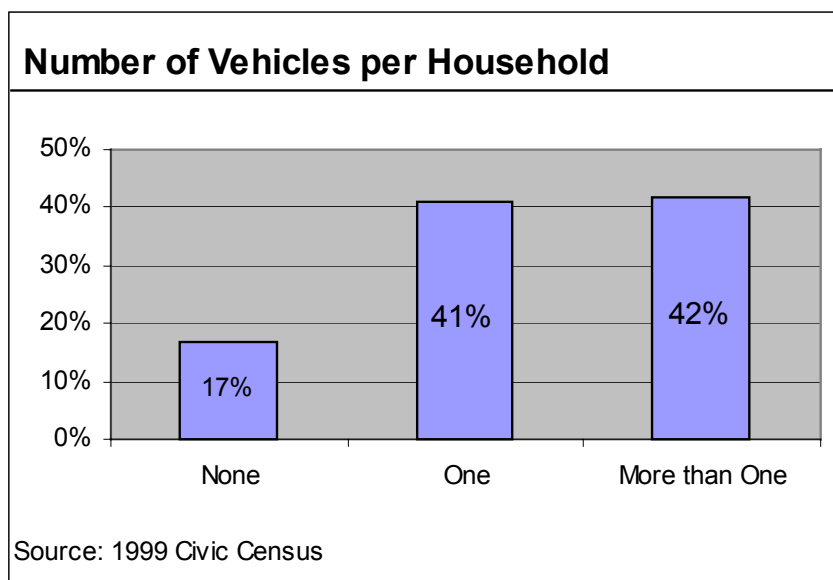
¹²⁷ Heart Health Coalition, p. 21

¹²⁸ Munroe, p. 27

¹²⁹ Lorenz D & Schultz J, *Community-Based Programs to Fight Vandalism*, p. 14-16

Vehicles and Transportation

Eighty-three percent of Edmonton households have access to at least one vehicle.



Americans typically make three to four automobile trips per day with about one third of the travel related to free time activities.¹³⁰

Vehicular travel will remain prevalent since it allows for the most flexibility and adaptability of travel schedules. Use of vehicles is encouraged by single use zoning within municipalities, where one does not usually find essential services within walking distance of home.¹³¹

In suburban neighbourhoods, walking is used more often for both work and non-work trips, if the neighbourhood is more oriented to public transportation than automobile transportation.¹³² The College of Family Physicians of Canada encouraged city planners to include active transportation (bicycling and walking) in their planning for communities as a way of improving health.¹³³

¹³⁰ Godbey, p. 64

¹³¹ Godbey et al, p. 124 & 126

¹³² Sallis et al, p. 384

¹³³ *Active Living*, p.11

Leisure and Activity Trends

Leisure Time

One of the main complaints about daily life for Canadians is not having enough time. In 1995, two thirds of Canadians reported they were working longer hours than a few years prior. Sixty percent of Canadians polled in 1996 said their leisure time had shrunk. As a result “time savers,” such as fast food restaurants and drive through windows are booming.¹³⁴ This is part of a process that Geoffrey Godbey describes as “time deepening”, which when applied to recreation may include the following:

- speeding up the activity : using a golf cart instead of walking;
- substituting an activity that takes less time for another more time-intensive activity: playing squash rather than tennis;
- multi-tasking: watching television, reading during commercials, while running on a treadmill;
- scheduling leisure activities within very tight timelines: piano lessons, a half hour for supper, soccer practice for an hour, followed by a trip to the library before it closes.

Time deepening often produces the opposite of what one might desire from recreation – stress and not experiencing the activity fully, or not being able to participate in the activity of choice due to time constraints.¹³⁵

A more flexible workplace may lead to more available leisure time.¹³⁶ Demographics may also lead to an increase in free time due to delayed entry into the work force, smaller families, and retirement or change to part time employment by older people.¹³⁷

Americans have 30 to 40 hours of free time a week, an increase of 7.5 hours/week between 1965 and 1995. This time, however, is in small chunks and more difficult to synchronize within the household since more household members are employed. These small chunks of time are often spent watching television, which showed an increase of 6 hours/week between 1965 and 1995.¹³⁸ It has been said that the rise in popularity of television has reduced the amount of civic activity in the community as time that was previously spent “publicly” has become “privatized”.¹³⁹

Of the estimated 40.6 hours of free time Canadians have each week, over one third (15.4 hours per week) is spent watching television, the largest use of free time.¹⁴⁰ Albertans watched television an average of 19.7 hours per week in the fall of 2000, little changed from 1999.¹⁴¹ This

¹³⁴ Reid, p. 33, 190 & 211

¹³⁵ Godbey et al, p. 65

¹³⁶ Foot, p. 102

¹³⁷ Godbey et al, p. 64

¹³⁸ Ibid, p. 59, 63, 64 & 66

¹³⁹ Reid, p. 99

¹⁴⁰ Statistics Canada, *Overview of the Time Use of Canadians in 1998*, p. 5 & 6

¹⁴¹ www.statcan.ca/english/Pgdb/People/Culture/arts23.htm

is a downward trend from the highs set in 1995 and the early 1990s.¹⁴² The downward trend is seen in all age groups, but the greatest decline has been seen in children and young adults.¹⁴³

In addition to watching television, Canadians spent 11.2 hours per week socializing (excluding restaurant meals), 3.5 hours per week on passive leisure activities such as reading, 1.4 hours per week on sports, movies and other entertainment events and 7 hours on active leisure including sports.¹⁴⁴ Between 1986 and 1998, leisure time increased, but not because people were working less; the time was coming from spending less time on personal care activities such as sleeping, eating, washing and dressing. Women tended to have less leisure time than men.¹⁴⁵

In the year 2000, Statistics Canada estimated that 53% of Canadians over the age of 14 used the Internet at home, work or in another location during the 12 months prior to the survey. This is three times the 1994 rate. Because of increased Internet use, 25% of users reported they watched less television, 15% spent less time reading, 10% spent less time sleeping, 11% spent less time on leisure activities and 11% spent less time performing household chores.¹⁴⁶ As the amount of time spent on-line increased, users sacrificed increasing amounts of time with friends and family.¹⁴⁷

Competition with passive recreation pursuits will continue to be a challenge to the providers of recreation services.

In 1996, 49% of Edmontonians reported they have less time for recreation and leisure than 5 years prior; 21% reported having more time and 30% said they had about the same amount of time. Respondents most likely to report more time available were between the ages of 55 and 75. When asked about how they felt about their time, 37% reported always feeling rushed, 48% reported occasionally feeling rushed and 15% never felt rushed. Those between 21 and 55 years of age were the most likely to report always feeling rushed. Those over the age of 65 were most likely to never feel rushed. Feeling rushed increased with household size and was higher among respondents who were employed full time.¹⁴⁸

Eighty-four percent of high income Canadian adults and 73% of low income adults felt rushed at least a few times a week. Although they are more likely to feel pressed for time on weekdays, 60% of high income people and 47% of low income people felt rushed every day of the week. The group who felt pressed for time the most were dual income parents of children, especially the women in that group.¹⁴⁹

In 1992, 62% of adolescents aged 15-19 felt rushed every day or a few times a week and by 1998, this had increased to 68%. In addition 49% felt moderate or high levels of stress.¹⁵⁰

¹⁴² www.statcan.ca, *The Daily*, October 23, 2001.

¹⁴³ www.statcan.ca, *The Daily*, January 25, 2001.

¹⁴⁴ *Overview of the Time Use of Canadians*, p. 5 & 6

¹⁴⁵ Fast J et al, *The Time of Our Lives...*, p. 20

¹⁴⁶ www.statcan.ca, *The Daily*, March 26, 2001

¹⁴⁷ Williams C, *Connected to the Internet, Still Connected to Life?*, p. 14

¹⁴⁸ Harper J et al, *The Use and Benefits of Local Government Recreation and Park Services – Edmonton, Alberta*, p. 8 & 11

¹⁴⁹ Frederick J, *Tempus Fugit...Are You Time Crunched?*, p. 7

¹⁵⁰ Mannell R et al, *Adolescents' Experience of Busyness, Time Pressure and Well-Being: Positive and Negative Effects of School, Work, volunteer and Extracurricular Involvement*, p. 212

There is evidence in the United States that people are reporting less stress than in the past. The 1995 National Institute of Health asked if individuals had experienced substantial stress in the previous two weeks. The number who replied positively was 50% in 1985, 56% in 1993 and 48% in 1995. This trend was across all groups.¹⁵¹

Geoffrey Godbey writes of the need for recreation service providers to offer less time consuming options to park visitors or to try to “slow down” the visitor and provide respite from time deepening.¹⁵² The same concept can be applied to facilities where less time consuming and less structured activities can be offered along with environments that provide a degree of tranquillity and perhaps even a connection with nature through indoor plants or outdoor views

Activity Trends

Participation

The Alberta Recreation Survey has been conducted periodically since 1981, with the latest survey conducted in 2000. Walking for pleasure has remained the most popular activity since the survey began. Low cost, spontaneous, health promoting activities have remained popular while activities requiring advanced organization, greater time commitments or which are more expensive have become less popular.¹⁵³ In terms of change in the top ten facility-based pursuits, doing crafts, swimming and spectating at sports events have declined 10-15% and golfing participation has increased 12%.¹⁵⁴

The following chart shows the percentage of households participating in facility based recreation activities in 1988, 1992, 1996 and 2000.

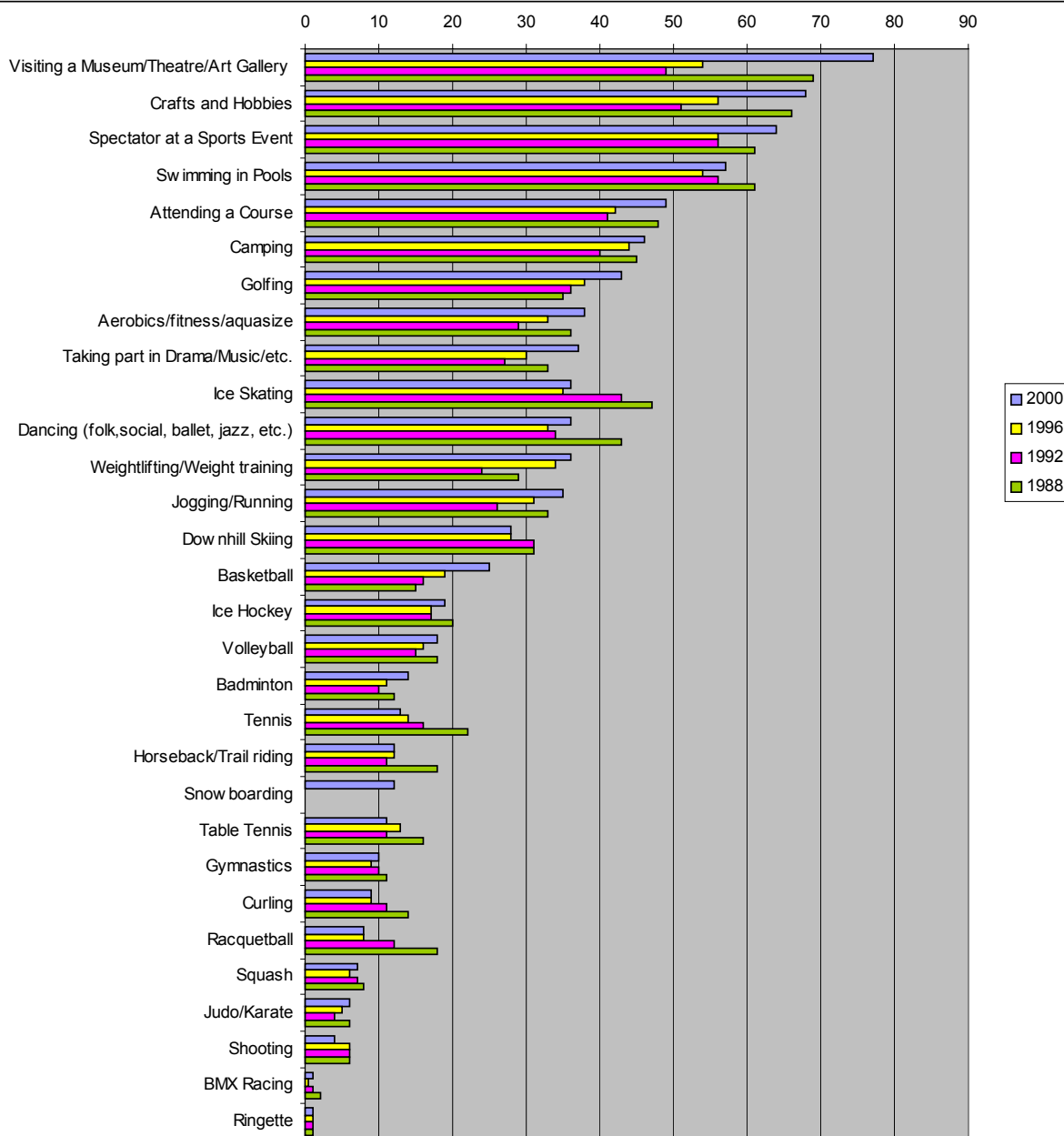
¹⁵¹ Godbey et al, p. 66

¹⁵² Godbey, p. 74 & 161

¹⁵³ *Edmonton Socio-Economic Outlook 2001-2006*, p. 31

¹⁵⁴ Alberta Community Development, *Look at Leisure #45: Facility-Based Pursuits*, p. 1

Percentage of Participating Households - Facility Based Activities



Source: Alberta Recreation Survey - 1988, 1992, 1996, 2000

Canadian adults participate most frequently outside of an organized setting, but only 20% report participating only in non-organized activities. Organized activities include competitive events (20% participate) and non-competitive organized activities (60% participate).¹⁵⁵

As people age, participation in team sports decreases and participation in home based activities increases, suggesting opportunities for skill-building, outreach, information provision and support for such things as home exercise, individual sports and gardening.¹⁵⁶

Respondents to the Alberta Recreation Survey were also asked to name their favourite activity. The top five favourite facility-based activities in 2000 were golf, crafts/hobbies, swimming, running/jogging, and skiing/downhill skiing. Those who chose skiing and golfing typically participated 11-30 times, while those who chose running/jogging, crafts/hobbies, and swimming typically participated 51 or more times. Other activities mentioned as second or third favourite choices were performing arts and aerobics/fitness/aquasize, which were typically participated in an average of 51 or more times.¹⁵⁷

For golf, swimming, running/jogging, and skiing, participation increased with income. Those with household incomes between \$30,000 and \$50,000 participated in the widest variety of activities. For golf and crafts/hobbies, participation increased with age while swimming decreased after age 25 and soccer participation decreased after age 34. Males were most likely to choose golfing and skiing as their favourite activity and females were more likely to choose performing arts, aerobics/fitness/aquasize, crafts/hobbies and swimming. Other activities favoured by men include hockey, racquetball/squash and basketball, while women favoured dancing and volleyball.¹⁵⁸

Respondents were asked to name an activity they wished to start. Five of the top ten activities were facility-based pursuits: aerobics/fitness/aquasize, golfing, swimming, skiing and running/jogging.¹⁵⁹

In 2001, 29% of Albertans played at least one round of golf, little changed from 1999 (30%) and an increase from 1997 (27%). In Canada, as a whole, 41% fewer people started golfing in 2001 and participation of junior girls decreased 36%, while participation by junior boys increased 12%.¹⁶⁰

Participation in the majority of traditional indoor pursuits is not expected to increase. Opportunities for increasing participation do exist for casual, self-structured activities; for individual activities; for recreational leagues; for those who don't want high levels of commitment and competition; for partnerships with schools to provide for "latch-key" children; for reducing barriers to participation in traditional activities; and for new types of programs and sports that could take on the role of currently well-developed programs. Opportunities also exist to serve populations that are currently

¹⁵⁵ Craig et al, p. 16

¹⁵⁶ Edwards, p. 19

¹⁵⁷ Alberta Community Development, p. 2

¹⁵⁸ Ibid, p. 2 & 4

¹⁵⁹ Ibid, p. 5

¹⁶⁰ Stock C, *Hitting the Links Tops for Golf-Crazy Albertans*, p. D5

under-represented: women and girls, people with disabilities, minority groups, and low income people.¹⁶¹

In 1996, 35% of Edmontonians reported participating in a recreation or leisure activity that was sponsored by or took place in a municipal outdoor or indoor facility. Those with incomes above \$60,000 were more likely to have participated, as were those with three or four persons in the household. The most common activity categories were physical recreation, team sports and festivals/cultural events.¹⁶²

Of low income Edmontonians who were aware of recreation facilities, 69% used neighbourhood pools and fitness areas, approximately 40% used the Millwoods Recreation Centre, the Kinsmen Sports Centre and the A.C.T. Pool and Recreation Centre. Twenty-eight percent used the City Arts Centre and 25% used indoor skating arenas, while about 10% used the Commonwealth Sports and Fitness Centre and the two Lions Seniors Centres. Of those low income Edmontonians who were aware of recreation attractions, 61% had visited Fort Edmonton Park, 56% had visited the Valley Zoo and John Janzen Nature Centre, over 40% had visited the Muttart Conservatory and John Walter Museum and 17% had used the golf courses.¹⁶³

In 1998/99, participation in activities outside of school among children aged 4 to 15 peaked by the early teens at 92% and declined to 83% in children aged 14-15. Differences between the sexes were evident among teenagers with fewer girls participating than boys.¹⁶⁴

When children participate in sports and the arts, they gain skills and enrich their quality of life, but the National Longitudinal Survey of Children and Youth found that many children almost never participate. Thirty-five percent of Canadian children aged 6-11 almost never participated in supervised sports. Sixty-six percent almost never participated in the arts. Sixty-seven percent almost never participated in community programs. For those that did participate, the majority participated in supervised sports a few times a week, while participants in arts and community programs tended to participate once a week. Unsupervised sports were participated in more often with only 16% reporting having almost never participated and the majority of participants involved most days.¹⁶⁵

Gender, income and availability of community facilities were strong determinants of participation. More boys than girls participated in sports and more girls than boys participated in the arts and community programs. Children from low income households were least likely to participate in all three categories, but particularly supervised sports.¹⁶⁶

Extreme recreation activities, where risk is inherent, are experiencing an increase in participation due to such contributing factors as changing attitudes and values towards those of hedonism and self-gratification, as well as increased exposure of activities through marketing and television. Activities include those which have become accepted as almost mainstream, such as skateboarding, mountain climbing, snowboarding, BMX biking and mountain biking, as well as new or hybrid activities: street luge (luge on skateboards), buildering (building climbing), extreme

¹⁶¹ Clarke B, p. 83-88

¹⁶² Harper et al, p. 29 & 32

¹⁶³ Criterion Research, *City of Edmonton Community Services Department Awareness and Participation Survey*, p. 10 & 16

¹⁶⁴ www.statcan.ca, *The Daily*, May 30, 2001.

¹⁶⁵ Offord DR et al, *Sports, the Arts and Community Programs: Rates and Correlates of Participation*, p. 16

¹⁶⁶ Ibid, p. 30

mountain biking, sky surfing (parachuting wearing a snowboard) and extreme races, involving difficult terrain, very long distances and perhaps a combination of activities. More young females and older adults are participating in adventure recreation, although older adults are choosing less risky, more controlled adventure activities. Levels of risk have decreased for many activities with improvements in equipment, leadership and certification of providers. High risk activities will continue to evolve and some will become safe enough and mainstream enough to be included as public services.¹⁶⁷

In the United States, more Americans ride skateboards than play baseball. From 2000-2001, 600 skateparks opened in the U.S. As well, there were 29 million in-line skaters, double the number of soccer players.¹⁶⁸ As participation in adventure recreation increases, perceptions of risk will decline and perceptions of competence will increase. Adventure tourism and recreation are the fastest growing sectors in North America and the world.¹⁶⁹

The United States National Survey on Recreation and the Environment gathers information regarding outdoor recreation participation and includes figures relative to the definition of facilities used in this report. There have been increases in participation from 1960-1995 in camping, swimming and downhill skiing. Other activities showing increases between 1982 and 1995 were running/jogging and golf. Participation declined for horseback riding and tennis. Downhill skiing is predicted to be one of the five fastest growing outdoor recreation activities to the year 2050 (based on number of participants).¹⁷⁰

Futurists

David Foot devotes a chapter of his book, *Boom, Bust and Echo 2000*, to a discussion of recreation trends expected as a result of the population ageing.¹⁷¹ He believes that demographics explain two thirds of everything that happens. He predicts increases in participation in gambling, gardening, up-market and adventure travel, home fitness (to provide convenience), reading, resting, hobbies, birdwatching and walking.

Foot predicts a decline in the use of fitness centres and sporting facilities as Boomers give up strenuous activities. The demand on hockey facilities will peak in 2002 and Foot recommends adaptability to curling, a more popular pastime of older people. Although advances in equipment technology make participation in tennis and downhill skiing easier, participation will decline and downhill skiing may be replaced by cross-country skiing. Golf participation will increase with the ageing of the population as more retirees have the necessary free time to golf. As Boomers decrease their own sport participation, they will also decrease their sports spectatorship, although this will be offset somewhat due to the overall increase in population, the increase in immigrant populations who tend to be younger and the Echo generation entering their peak participation years.

Families with children tend to have less time, energy and money. Foot states that Boomer families have been focussed on “two kids and a mortgage”, and staying at home for leisure was the

¹⁶⁷ Hunter D, *Extreme Recreation*, p. 14

¹⁶⁸ Hunter, p. 14

¹⁶⁹ Ewert A and Galloway S, *Adventure Recreation: What's New for Resource Managers, Public Policy Analysts and Recreation Providers*, p. 26-35

¹⁷⁰ Cordell HK, *Outdoor Recreation in American Life: A National Assessment of Demand and Supply Trends*, p. 219-258 & 349

¹⁷¹ Foot, p. 148-176

activity of choice. As the children become older, the Boomers will be going out more, to museums, theatres, church activities and cultural events.

Faith Popcorn, who predicts trends based on popular culture, describes trends for future consumer behaviour, some of which apply to recreation and parks and some of which conflict with each other.¹⁷² She coined the phrase “cocooning” to describe the tendency to stay at home and, in contrast to Foot, expects the tendency to continue as a result of fear of violence, disease, pollution, etc. She sees a rise in participation in home based activities such as gardening, sewing and quilting. This search for security will cause people to link with those who hold similar interests in “safe” locations such as fitness centres and private clubs.

People will seek personal satisfaction through “fantasy adventure”, where there is a sense of adventure, but minimal risk, such as indoor rock climbing, adventure travel, and outdoor activities such as in-line skating and mountain biking. People will seek a “pleasure revenge,” the pursuit of instant gratification as a way of “striking back” at a society which is not meeting their expectations. Examples include smoking, eating high fat foods, and reducing exercise. People will also seek “small indulgences” to treat themselves in a low cost way, including enjoyment of designer food, a mini-vacation to a spa or afternoon at a museum, anything to feel “pampered or privileged in an inexpensive way.”

Popcorn describes “down ageing” as the attitude of renewal and rejuvenation that ignores age. People will be willing to start new things at a later age including physical activities such as fitness activities, walking, cycling, and climbing. People will seek not just longevity, but quality of life. They will take personal responsibility for their own health, with a holistic view including mental health and physical fitness.

Women will be one of the key sectors of the marketplace; they “look for relationships before making a purchase” and will seek support and personal service after they make their purchase. For women, connections with people are important. Facilities that are inclusive, that encourage human interaction and the human touch will succeed with women.¹⁷³

Michael Adams has reviewed Canadian society based on values and concludes that there is more diversity in values than in the past and less support for both traditional values and institutions. Canadians are searching for individual autonomy, personal pleasure and immediate gratification, as well as spiritual fulfilment.¹⁷⁴ He believes there will be a demand for services that will be responsive to the needs of the individual: recreation spaces that are open 24 hours a day; activities that need less equipment, less structure and less planning; opportunities for women wanting to participate in traditionally male activities; activities that cross age boundaries; and multi-purpose facilities. People will look for “safe” risk taking and spiritual experiences in their leisure time.¹⁷⁵

Geoffrey Godbey has been a professor of recreation management at Penn State University since 1979 with research interests in ageing, time use and the impact of change on leisure and

¹⁷² Popcorn, p. 29-44, 47, 51, 59-104, 235-276

¹⁷³ Popcorn, p. 143-144

¹⁷⁴ Adams, p. 6

¹⁷⁵ Adams M, *Presentation to Alberta Recreation and Parks Association, October 1999, p. 48-50*

recreation. He believes people will be looking to buy an “experience” or to be “fully engaged” in a leisure pursuit that will generate memories. People want to experience “what is worth doing, seeing, hearing, touching, feeling and ultimately remembering.”¹⁷⁶ The type of experience may vary with demographics. Boomers value contributing, spiritual fulfilment and learning, while the younger generations look for fun, “smart risk” and put less value on sacrifice and causes.¹⁷⁷

Godbey believes that increasing diversity in the population will result in more variation in behaviour including leisure activities. There will be fewer age, class, and gender distinctions in people’s choices.

Godbey describes the effect of climate change on recreation behaviours. The increase of harmful radiation from the sun and the effects of global warming, which will be seen in increased temperatures and more extreme weather, will result in a need to educate people about protecting themselves and outdoor facilities may need to provide increased shade, shelter and access to water. For example, shade over tee boxes may be required.¹⁷⁸ Winter seasons may be reduced and facilities may be required to provide shelter from increased extreme and unpredictable weather and higher temperatures.¹⁷⁹ Indoor facilities may become more widely used to avoid harmful rays from the sun and for respite from the heat. Climate change could result in a scarcity of water, requiring changes in how golf courses are managed.¹⁸⁰

Physical Activity

Trends in physical activity and inactivity vary depending upon the context of the survey and the definition of physical activity used in the study. Generally, Canadians are becoming more active, but levels of activity need to be increased. The relationship between inactivity and lower levels of income and education are supported by studies that included those questions.

The Canadian Fitness and Lifestyle Research Institute found that although Albertans have become more active, with inactivity declining from 74% in 1981 to 63% in 2000, only 37% of Albertans were sufficiently active for optimal health benefits. Over half of children and youth aged 5-17 were not active enough for optimal growth and development, although 85% did some activity at home, 70% participated in physical education at school, 51% participated in other physical activities at school and 64% participated in physical activities elsewhere. Forty-one percent of parents reported their children prefer participating in unorganized physical activities and 52% said their children like organized and unorganized activities equally.¹⁸¹

The National Population Health Survey, conducted in 1996/97, found that 49.8% of Albertans aged 12 and over were inactive and only 25.7% were sufficiently physically active during their leisure time to achieve optimal health benefits. However, 32% had increased their physical activity in the previous year and 29% intended to increase their physical activity in the next year. This survey found that for Canadians as a whole, the levels of activity and inactivity had changed little since 1994/95. As well, those with the most physically demanding jobs tended to be more

¹⁷⁶ Godbey et al, p. 155-157

¹⁷⁷ AZAA, p. 26

¹⁷⁸ Godbey et al p. 143 & 149 and Godbey, p. 32

¹⁷⁹ Sasidharan V et al, *Climate Change: What Does it Mean for Parks and Recreation Management*, p. 56

¹⁸⁰ Godbey, p. 44

¹⁸¹ Canadian Fitness and Lifestyle Research Institute, *Alberta Results of the 2000 Physical Activity Monitor*, p. 1, 2 & 7

physically active than those whose employment was predominantly sedentary. Men were found to be more active than women and those with higher levels of income were more active.¹⁸²

The 1999 Alberta Survey on Physical Activity found 55.4% of adult Edmontonians participated in regular physical activity or exercise compared to 56% in 1997 and 51.5% in 1995. Those with higher levels of education and income had higher levels of physical activity participation.¹⁸³

The Canadian Community Health Survey, conducted in 2000/2001 found that 48% of Albertans were moderately physically active or active, an increase from 44% in 1994/95. Within the Capital Health Authority, 54% were moderately physically active or active. In Canada, women were found to have increased their activity levels and were almost as active as men.¹⁸⁴

In 2000, the Canadian Fitness and Lifestyle Research Institute found the most popular facility based activities for adult Albertans were swimming, golf, bowling, weight training and downhill skiing. In 1997, the rankings were swimming, bowling, weight training, golf and exercise class/aerobics. Skating ranked ahead of downhill skiing in 2000 and ahead of weight training in 1997, but it is unclear if this is indoor or outdoor skating. In 2000, of the ten most popular physical activities for children aged 5-17, two were facility based: swimming and basketball. In 1997, the rankings were swimming and basketball (in the top ten), and downhill skiing, gymnastics, volleyball, badminton and hockey (ranked 11-15) and snowboarding, golf, dance classes, weight training, and exercise class/aerobics (ranked 18-22). Skating ranked ahead of basketball in both years, but again, it is not clear if this is outdoor or indoor. Trends noted from 1981 to 1997 for children aged 13-17 were significant increases in participation in swimming, basketball, skating, downhill skiing, volleyball, badminton, and gymnastics.¹⁸⁵

Canadians also built activity into regular routines by taking the stairs (80%); doing chores for exercise (66%); walking all or part way to work, school or errands (64%); or bicycling to work, school, or errands (24%). The level of participation declined with age with the exception of walking, which declined to age 64 and then increased.¹⁸⁶

Ninety-three percent of Albertans had local public facilities and programs in which children could participate in physical activity and these were used often or very often by 34% of children and somewhat often by 31% of children. Eighty-one percent of parents reported that their children's school used local community facilities for physical activities, such as downhill skiing, swimming and skating. In addition, 65% reported that private facilities and programs were available, although 68% of children did not use these facilities or programs at all or very often.¹⁸⁷

In order to increase participation in physical activity, it has been shown that the most successful programs and facilities are local, accessible, safe and attractive (especially important for youth and seniors). A second characteristic is an "inclusive, persistent group" and specifically for

¹⁸² Health Canada, *National Population Health Survey Highlights, Physical Activity of Canadians*

¹⁸³ Spence et al, *1999 Alberta Survey on Physical Activity*, p. 5 & 14 and *1997 Alberta Survey on Physical Activity*, p. v

¹⁸⁴ www.statcan.ca, *The Daily*, May 8, 2002.

¹⁸⁵ Canadian Fitness and Lifestyle Research Institute, *Alberta Results of the 2000 Physical Activity Monitor*, p. 1 & 2 and Craig et al, p. 51, 54 & 56

¹⁸⁶ Craig et al, p. 4 & 14

¹⁸⁷ Canadian Fitness and Lifestyle Research Institute, *Alberta Results of the 2000 Physical Activity Monitor*, p. 5

children and youth, competent, caring adult leadership. A third characteristic is challenging activities that allow participants to feel a sense of accomplishment.¹⁸⁸

The 1997 Physical Activity Monitor identified three key factors in helping Canadians to be active: safe streets and public places; affordable facilities, services and programs; and access to paths, trails and green spaces. Parents identified the following factors as important in helping children to be active: safe streets and public places; school-based facilities, services and programs; access to outdoor spaces; and access to paths and trails. The report also recommends forming partnerships to incorporate physical activities into a variety of settings including schools, churches, shopping areas, and workplaces.¹⁸⁹

Other strategies for increasing active living in communities include:

- development of incentive and recognition programs to encourage workplaces, schools and communities to offer programs that increase physical activity;
- review of facilities to ensure public needs are being met;
- planning transportation to link residential areas with community facilities;
- performing safety audits and ensure adequate lighting, maintenance and surveillance if required.¹⁹⁰

The North Vancouver Recreation Commission instituted a customer loyalty program in 1998 to encourage and reward physical activity. Residents have a “Playcard”, used to track and allocate points based on every dollar transaction or scan of the card. Points can be redeemed for discounts on future expenditures and the program has grown to include corporate partners who provide discounts to cardholders. Merchant partners pay for the opportunity to be involved in the program.¹⁹¹

Forty-one percent of Canadians supported the 1997 levels of expenditure of tax dollars to create and maintain opportunities for physical activity. Thirty-six percent thought more tax dollars should be spent and 16% thought much more of their tax dollars should be spent in this way. Only 7% of Canadians wanted to see a decrease in tax support for physical activity.¹⁹²

Sports

In 1998, 34% of Canadians 15 years of age and over participated in sport, a decline from 45% in 1992. More men than women participated (43% compared to 26%) and participation declined with age. The gender gap increased by 3% due to a greater decline in participation by women. Participation rates were positively related to increasing levels of income and education. Participation in Alberta declined from 44.9% to 36.8%. Factors related to the decline in participation included the ageing population, economic pressures, limited leisure time and the wide variety of competing leisure activities. Factors which may improve levels of sport participation

¹⁸⁸ Siedentop, p. 270

¹⁸⁹ Craig et al, p. 31, 34 & 44

¹⁹⁰ Craig et al, p. 43

¹⁹¹ Matheson C, *Playcard – a Loyalty Reward Program Designed for the Leisure Industry*, p. 34-35

¹⁹² Craig et al, p. 26

in the future, are the rising levels of education in Canada and the increase in two-income families, which may reduce cost barriers.¹⁹³

The most popular sports for adults in 1998 were golf, hockey, baseball and swimming compared to hockey, downhill skiing, swimming and golf in 1992. Although hockey fell to second place, there was little change in the numbers participating in the sport. Sixty percent of golfers participated once or twice a week and 20% golfed three or more times a week. The decline of downhill skiing's popularity may have been due to the costs involved in participating. Women preferred swimming, golf, baseball and volleyball and men preferred hockey, golf, baseball and basketball.¹⁹⁴

Fifty-five percent of active Canadians belonged to a local club, community league or amateur sport organization in 1998, compared to 34% in 1992. There was a surge in women's involvement in these organizations. In Alberta, 61% of participants were involved in a club. The number of people coaching sport doubled and the number of women coaching tripled, although levels were still less than those for men. The number of people acting as referees also increased, but the number involved as administrators or helpers declined.¹⁹⁵

Twenty-eight percent of low income Edmonton households reported that a member of the household participated in organized sports. The majority participated in soccer (60%), baseball or softball (27%) and hockey (18%).¹⁹⁶

The 1998 General Social Survey indicated that about 54% of Canadian children aged 5-14 participated regularly in organized sports and participation was impacted by the parent's participation. Children had higher rates of participation if their parents were participants and/or volunteers. The top five sports were:

- soccer (31%),
- swimming (24%),
- hockey (24%),
- baseball (22%),
- basketball (13%).¹⁹⁷

Recreation Expenditures

In the Edmonton CMA in 1999, 97.8% of households reported recreational expenditures and the average expenditure was \$3515. This category is broadly defined and includes recreation and sports equipment, computer equipment, photographic goods, musical instruments, collectors items, camping supplies, recreation vehicles, bicycles, boats, operation of vehicles, home entertainment, entertainment, use of recreation facilities, and package travel tours.

¹⁹³ Sport Canada, *Sport Participation in Canada, 1998 Report*, p. 1, 15, 4, 11 & 62

¹⁹⁴ Ibid, p. 2 & 22

¹⁹⁵ Ibid, p. 3 & 33

¹⁹⁶ Criterion Research, p. 38

¹⁹⁷ Kremarik F, *A Family Affair: children's participation in sport*, p. 21 & 22

Spending on recreation in Canada increased by almost 40% from 1982 to 1999, growing fastest in households with children. The increases were largest for computers (515% increase) and cablevision (253%). Spending on athletic equipment rose minimally – fewer households were purchasing athletic goods, but those that were, spent more on their purchases. The amount of money spent on event admissions increased by about 43% primarily because households were spending more money, not because more households were buying.¹⁹⁸ Recreation and parks departments are competing with the increasing use of computers, home entertainment systems and the Internet. This also indicates that organizations need to be electronically accessible to serve customers better.¹⁹⁹

Older adults will have more money and will spend more of it on travel and recreation, but they are knowledgeable consumers, more likely to question, less likely to tolerate poor service, quality and value. They buy what they want when they want it.²⁰⁰ Consumers will demand quality and individuality in what they purchase. “Vigilante Consumers” will expect service and expect to “get what they pay for.”²⁰¹

For the Echo generation, the children of the Baby Boomers (born between 1980 and 1995), who will be moving out from their parents’ homes, starting families, etc., price will be a factor in their decision making. Inexpensive family activities will continue to be needed.²⁰²

Special Populations

The number of disabled people seeking community recreation opportunities increased in the United States between 1994 and 1999 due to reduced hospitalization, increased awareness of legal rights and longer life expectancies. This demand is expected to continue to increase.²⁰³

Although primarily focussed on outdoor recreation, the 1995 US National Survey on Recreation and the Environment indicated the following participation rates for Americans with disabilities: visiting a nature centre (44%); swimming in pools (38%); camping (20%); running/jogging (12%); basketball (7%); and tennis (6%). Visiting a nature centre and swimming were among the top ten activities.²⁰⁴

The website for the Active Living Alliance for Canadians with a Disability is www.ala.ca and contains suggestions for both participants and community recreation program providers. Included on the website are articles describing successful programs such as “Program Modifications that Really Work” and “In Search of Accessible Recreation”, an article describing a learn-to-skate program.

Low income, ethnic minority and disabled populations are more likely to have chronic diseases related to inactive lifestyles and improving activity levels in these populations could yield positive

¹⁹⁸ Kremarik F, *The Changing Recreational Spending Patterns of Canadian Families*, p. 13-18

¹⁹⁹ Clarke, p. 96

²⁰⁰ Roach, Powerpoint presentation

²⁰¹ Popcorn, p. 293

²⁰² Wickens, p. 7

²⁰³ LeConey S et al, *Utilizing the Therapeutic Recreation Process in Community Settings: The Case of Sue*, p. 71

²⁰⁴ Cordell, p. 261

public health benefits. Two approaches are recommended for program implementation when working with these populations. First, an assessment of needs, attitudes, preferences and barriers should be conducted prior to implementing programs. Some studies revealed the primary barriers were transportation and childcare. Secondly, community involvement in setting priorities, determining program content and program implementation will yield more successful results.²⁰⁵

Different subgroups of the population have different ways of participating in physical activity and require different approaches to encourage activity. For example, non-European immigrants were more likely to be inactive in their leisure time than Canadians as a group or European immigrants.²⁰⁶ Strategies to increase levels of physical activity are often directed at individuals, resulting in a need to provide individual service and leisure experiences rather than mass marketing.²⁰⁷

Telephone supervision of physical activity programs have been effective in encouraging people to remain active, particularly for older adults with low fitness levels. Efforts to reduce isolation of older adults by encouraging partnerships and social supports can also be effective.²⁰⁸

Recreation will continue to be important to Aboriginal people as witnessed in the Maskwachees Declaration, which was issued from the National Recreation Roundtable on Aboriginal Peoples, held in February, 2000. The declaration states that “sustainable commitment and investment in active living, physical activity, physical education, recreation and sport are essential to promote health and address social issues facing Aboriginal/Indigenous Peoples in communities across Canada.” The declaration identifies strengths facing the implementation of the Declaration including the fact that the traditional Aboriginal lifestyle is a physically active lifestyle and there is a willingness to work in partnerships. Challenges include the need to integrate the knowledge of Elders in program design and delivery, the lack of human and financial resources for sport and recreation and the fact that Aboriginal youth are the fastest growing population segment of the Canadian population.²⁰⁹

Some initiatives being undertaken in communities across Canada include

- appointment of community services staff to serve the recreation needs of the Aboriginal population,
- training programs for aboriginal youth as recreation leaders, lifeguards and instructors,
- leadership development within community centres to transfer decision making to the Aboriginal community,
- “Indigenous Games” and sport development programs for Aboriginal people, particularly youth,
- development of gardens and parks with an emphasis on Aboriginal history, spirituality and plants used historically for food and medicine.²¹⁰

²⁰⁵ Taylor W et al, *Physical Activity Interventions in Low-Income, Ethnic Minority and Populations with Disability*, p. 335 & 340

²⁰⁶ Federal, Provincial and Territorial Committee on Population Health, *Toward a Healthy Future*, p. 116

²⁰⁷ Craig et al, p. 5 & 38

²⁰⁸ Edwards, p. 14 & 15

²⁰⁹ www.uwo.ca/actage/newletters/2000dec/declaration.htm

²¹⁰ *Parks and Recreation Canada*, Volume 58, Number 2, p. 10-11 & 18-23

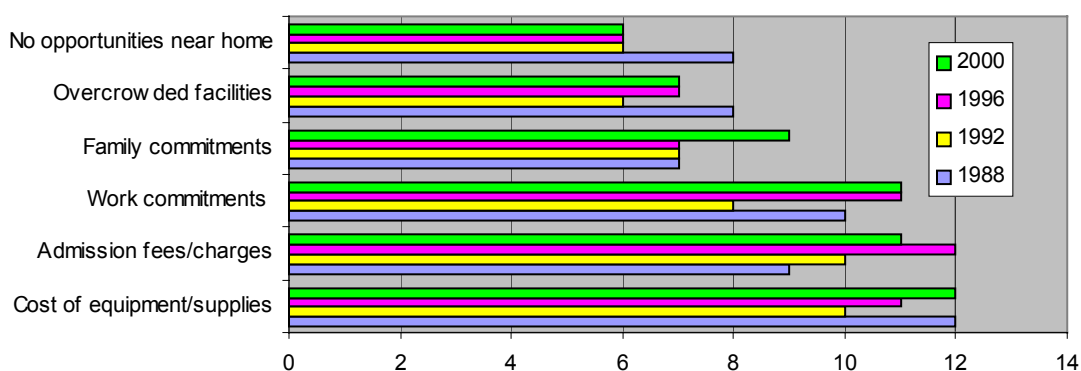
The issue of gender inequity in participation in recreation programs is documented in research and has given rise to efforts to increase equity of access. In Coquitlam, BC, a complaint was registered with the BC Human Rights Commission because municipally constructed, operated and subsidized facilities were predominantly oriented to male-dominated activities. A mediated settlement in 1999 resulted in a comprehensive, formal gender equity program, including grants and tax exemptions to groups not using civic facilities and encouraging participation by girls and women. After two years, the number of young women participating in city-run programs has increased by 14%; participation in groups that rent civic facilities has increased by 20% and paid admissions from young women have increased by 28%.²¹¹

The City of Saskatoon has a youth sports subsidy program where grants are given to groups based on the number of participants and the number of hours required to offer their basic program. This grant can be used to offset costs of renting both non-municipal and municipal facilities, for which no other subsidy is provided.²¹²

Barriers to Participation

The Alberta Recreation Survey asked respondents if there was a recreation activity they would like to start, and asked what was deterring them from doing so. The following chart shows their responses. The largest barriers to Edmontonians were the cost of equipment/supplies and the cost of admission. Lack of time due to work and family commitments was the second most prevalent factor. Overcrowding and lack of opportunities near home have declined in importance as barriers, although they were still deterring factors.

Barriers to Recreation/Leisure Participation



Source: Edmonton Socio-Economic Outlook, 2001-2006

²¹¹ McQuarrie F, *Increasing Gender Equity in Sport Participation: A Government Program in Progress*, p. 221

²¹² *Survey of Municipalities*, p. 5

Forty-nine percent of Albertans identified lack of time as their main barrier to participation in physical activity. An additional 35% of Albertans identified lack of time as their second choice of barriers to participation.²¹³

A survey conducted in 2000 of low income Edmontonians found the following were barriers to participation at recreational facilities, areas and attractions:

- expense (58%),
- location too far away (32%),
- lack of time (22%),
- conflicts with work schedule (17%),
- poor public transportation (14%),
- inconvenient facility hours (10%).²¹⁴

Municipalities can work towards reducing and eliminating the barriers over which they can exert some control. Individual education regarding perceptions of time and putting priority on leisure as a value could result in some reduction of personal barriers.

²¹³ Spence et al, *1997 Alberta Survey on Physical Activity*, p. 17 & 18

²¹⁴ Criterion Research, p. ii

Volunteerism and Partnership

Volunteers

In 1998, a survey of Edmonton residents by Volunteer Alberta indicated that 53% had volunteered during the previous 12 months and when asked if they had performed any unpaid help, 88% responded affirmatively. The most frequently mentioned activities were fundraising (44%), friendly visiting (40%), providing information on behalf of an organization (40%), organizing and coordinating events or activities (36%) and teaching or coaching (34%). Twenty-eight percent served on a board or committee; 20% volunteered to protect the environment or wildlife; 24% performed or entertained and 13% repaired or built facilities. Seventy-five percent of respondents agreed that volunteers help resolve important issues or concerns in the community and 78% felt the community will need more volunteer resources in the future.²¹⁵

The National Survey of Giving, Volunteering and Participating (NSGVP) was conducted in 1997 and found that 35% of people living in the Edmonton CMA volunteered for a charitable or non-profit organization, contributing an average of 145 hours over the year. Twenty-five percent of the volunteers contributed 68% of all volunteer hours. The most common activities were fundraising (46%), organizing and supervising activities or events (45%) and serving on a board or committee (36%). Thirty-three percent of volunteer hours were spent assisting arts, culture and recreation organizations.²¹⁶

The NSGVP also found that 70% of residents of the Edmonton CMA made financial contributions to charitable and non-profit organizations and 79% of the donations were made by 25% of the donors. Five percent of those donations were made to arts, culture and recreation organizations.²¹⁷

The NSGVP was repeated in 2000 and although it has not been analyzed at the Edmonton level, it showed the following trends for Canada and Alberta:

- 39% of Albertans volunteered, a reduction from 40% in 1997.
- Albertans contributed an average of 139 hours, a reduction from 146 hours in 1997.
- Those in their mid years were most likely to volunteer. Those over 64 had the lowest rate of volunteerism, but contributed the highest number of hours. Those over 75 years of age volunteered less often than those aged 65-74. Youth aged 15 to 24 volunteered above the national average and 18% were required to do so.
- Volunteerism increased in both frequency and number of hours with education.
- Women volunteered more than men, but men contributed more hours.
- Part time workers volunteered most often and those not in the labour force contributed the most hours.

²¹⁵ Volunteer Alberta, *Volunteerism in Alberta Edmonton Summary Report*, p. 9, 27, & 29

²¹⁶ Canadian Centre for Philanthropy, *Giving and Volunteering in Edmonton*, p. 2

²¹⁷ Ibid, p. 1

- Larger households had a higher rate of volunteerism due to the presence of children in the household. Thirty-two percent of households with children volunteered, but contributed fewer hours than those with no children.²¹⁸
- Married people volunteered more than non-married people.²¹⁹

Although it has been found that formal volunteering has declined in Canada, of note is the fact that direct personal volunteering that does not involve an organization has increased. In Canada, the percentage of those over 15 who have volunteered in this manner was 64% in 1987, 73% in 1997 and 77% in 2000.²²⁰

Involvement in “intensive community commitments” is defined as membership or participation in a service club or fraternity; membership or participation in a civic, neighbourhood, community, school or political organization; formal and informal volunteering; and regular attendance at religious services. Participation in these activities by adult Canadians was found to be related to involvement in youth groups as a child and having parents who volunteered and as an adult, having a higher level of education and current religious attendance.²²¹

The ageing of the Baby Boomers may result in an increase in both the number of people volunteering and the amount of charitable donations.²²² Individuals seeking value in their lives, seeking greater spiritual meaning and those with the desire to “save our society” will be actively volunteering.²²³ There is, however, some indication that retiring Baby Boomers may be less altruistic and more self centred in deciding whether or not to volunteer.

More women are expected to participate in the workplace resulting in a potential loss of volunteers who are typically female, but financial support may be more forthcoming as businesses will be increasingly headed by women.²²⁴

In the United States, there has been a decline in participation in civic and community level groups which has been blamed on the loss of “social capital” as people become isolated and individualistic in attitude.²²⁵ This argument has been countered with a belief that community involvement is just changing to more diverse, loose, flexible involvements that fit better into people’s lifestyles. People are forming Internet contacts, working women are joining different associations, activities are becoming more diverse and short term volunteer commitments are more popular.²²⁶

It is important to recreation service delivery that the work of both formal and informal volunteers be encouraged; their work could not be replaced with paid workers. Knowledge of who volunteers and how to attract ageing Baby Boomers to voluntary positions will be essential to maintaining volunteer programs. Investment in infrastructure such as space, support systems, training and

²¹⁸ Canadian Centre for Philanthropy, *Fact Sheets*

²¹⁹ Selbee K and Reed P, *Patterns of Volunteering Over the Life Cycle*, p. 6

²²⁰ Reed P and Selbee K, *Volunteering and Giving: A Regional Perspective*, p. 17

²²¹ Jones F, *Community Involvement: The Influence of Early Experience*, p. 19

²²² Foot, p. 173 & 175

²²³ Popcorn, p. 236

²²⁴ AZAA, p.16 & 17

²²⁵ Putnam R, *Bowling Alone*, p. 65-78

²²⁶ Stengel R, *Bowling Together*, p. 35

administration will strengthen volunteer organizations.²²⁷ Training and support for volunteer organizations is increasing in importance as various tasks are downloaded to groups, who may not be equipped to deal effectively with these responsibilities.²²⁸ Prevention of volunteer “burnout” will be important.

Partnerships

In his literature review, J. Mackey writes that from a philosophical standpoint, if the focus of service delivery is client centred and focussed on the benefits of the service, then the service delivery method is secondary. Service delivery can range on a continuum from purely public to purely private. Mackey found that in leisure services, the two most common mechanisms were contracting and partnering.²²⁹

Partnerships can increase access to resources, both human and financial, reduce duplication, impact more people, and achieve greater results through partners working together.²³⁰ Other practical reasons for a municipality to consider alternative service delivery include reducing costs, achieving a profit, deferring capital expenses, accessing outside expertise, increasing efficiency, providing human resource flexibility, allowing the municipality to focus on its core services, and increasing flexibility. Risks, on the other hand, include financial loss, political controversy, loss of control, destructive processes, fraud, decreased access and equity, and human resource conflicts.²³¹

One response to the trend to alternative service delivery is the establishment of multi-use complexes that house a wide range of community services including recreation, education, health and social services. To enable such public sector partnerships to exist, provincial statutes and policies must be reviewed to ensure there are no barriers. Such facilities may range as follows:

- campus, where the site and outdoor amenities are shared,
- shared development, where common areas are shared, but program areas are separate,
- joint use, where facilities are shared,
- common facility, where both program areas and program delivery are shared.²³²

In Richmond, BC, a developer approached the municipality seeking an anchor tenant for a development. The developer provided the land and built an arena, which the city leases for \$1 million a year, for 25 years. A community association operates the facility with city staff input, as part of a revenue sharing arrangement. Subsequently, a similar agreement was made for “Watermania”, a pool facility, with a 30 year lease at \$1.4 million per year. Lessons learned from these arrangements include:

- take time to evaluate your needs and expectations,
- do a business analysis to determine if a partnership is the best alternative,

²²⁷ Alberta Recreation and Parks Association, *Background for ARPA's Strategic Plan*

²²⁸ Clarke, p. 91

²²⁹ Mackey J, *Alternate Service Delivery Mechanisms and their Use in the Delivery of Public Leisure Services*, p. 6, 8 & 15

²³⁰ Edwards, p. 22

²³¹ Mackey, p. 11 & 23

²³² *Ibid*, p. 11, 19, 24 & 25.

- understand your partner and his needs,
- be prepared to compromise, but be firm on issues of importance,
- be clear in setting your limits,
- be prepared to negotiate.

In Coquitlam, BC, the city provided land for the development of a private arena in exchange for 2000 hours of ice time annually at no charge, which the city rents to users.

In Weyburn, SK, a private company is paid a fixed subsidy for the operation and maintenance of facilities and shares revenues with the municipality above a specified level. The company also assumed the municipality's collective agreement.

In Ottawa, a request for proposals for the operation of a new facility included self bids; the city leisure services department bid and won the operational contract.

In Nanaimo, a partnership between the municipality, VCL Properties, the Operating Engineers Union Pension Fund and Great Canadian Casinos operates a theatre, parkade, casino, and library, with plans for a police station and retail space. The partnership, involving city land will operate for 20 years, when it will transfer back to the city. The library building is privately owned and leased to the regional library.²³³

The National Capital Commission in Ottawa approached contracting out of services by encouraging employees to start their own businesses. Six businesses were formed and contracts were awarded with no outside competition for three years.

In Australia, operations have been contracted out, but self-bids are allowed and have increased entrepreneurialism within municipalities.²³⁴

Partnerships may not always be appropriate and require assessment based on the criteria of meeting public needs and ensuring active management of partnerships and control over public funds and assets. Britain has phased in compulsory contracting and has found that the biggest problem has been lack of competition for the contracts and the results have been large fee increases to the public. In 1997, Graeme Hodge completed a study of 245 cases of contracting out in the United States, Britain and Australia and found "no hard evidence of efficiency gains for providers or benefits to the public."²³⁵

The use of partnerships such as trusts, endowments, sponsorships and stewardships is one way for the community to deliver services, but they need guidance from the public sector. One can determine the success of transferring more services to the volunteer sector by comparing the results achieved with the costs of community development activities.²³⁶

²³³ Mackey, p. 30-34

²³⁴ Ibid, p. 34, 35, 39 & 46

²³⁵ Ibid, p. 8, 36, 37, 50 & 52

²³⁶ *Emerging Issues in Municipal Recreation in Ontario – Discussion Paper, p.10 & 16*

Various writers have suggested that the keys to successful partnerships are:

- clear goals going into the partnership,
 - partnerships where both partners have a compatible vision,
 - careful analysis of financial costs and benefits,
 - time dedicated to the partnership even after the project is operational,
 - adequate control of funds and assets.
-

Facility Trends

Several trends in facility development in Canada have been identified:

- trend to multipurpose rather than single purpose;
- move away from spaces for male and youth dominated sport activities to those that are inclusive of all ages, genders, interests and abilities to access;
- designs are more oriented to individual activities rather than group programs;
- pools are more leisure oriented and facilities with both leisure and lap pools are most successful; lap swimming may increase in popularity as the population ages and becomes more aware of health benefits of physical activity;
- swimming pool design features include more irregular shapes, waterslides and fountains; leisure pools with spaces for disabled access, teaching beginners and lap swimming; designs that meet all needs through shape, temperature and depth; family change rooms; moveable floors; pools as part of community centres, particularly wellness centres;
- youth and seniors rooms are being integrated into facilities;
- fitness rooms are larger and indoor tracks are making use of circulation corridors and activity spaces;
- facilities are aesthetically appealing and welcoming, rather than utilitarian, in order to meet the desire for quality experiences;
- public art is being incorporated into designs;
- partnerships are becoming more common: capital development, food concessions, program spaces;
- project managers are being used, rather than design/tender processes;
- new construction materials are being used: hardened wall panels in high impact areas, new concrete products on floors, walls and entrances, interior glazing to create openness between areas;
- designs are exceeding the building code to ensure accessibility and usefulness.²³⁷

In the United States, there is a trend towards development of cities into more “liveable spaces.” In Chicago, various departments of the city have worked together to improve the quality of life for citizens through such initiatives as redevelopment of asphalt school yards, improved streetscapes and cooperative programs and leadership training offered after school and during the summer combining education, the arts, technology, libraries and sports. The benefits of creating a more vibrant city include migration of families to the city from the suburbs, attraction of new businesses and increased tourism and conventions.²³⁸

The Project for Public Places promotes development of public spaces as community places. It sites four key qualities of successful public places:

- They are accessible – linked visually and physically to their surroundings, easy to get to and to get through, with ample parking and accessible via public transit.

²³⁷ Hunter D, *Trends for Facilities*, p. 43 & Burke B, *Trends and Tips for Planning Your Aquatic Facility*, p. 24-26

²³⁸ Daley R, *Chicago Invests in Citizens*, p. 41-47

- People are engaged in activities – there is a reason for people of all ages to go there and to come back.
- The space is comfortable and has a good image – safe, clean, with places to sit.
- It is a sociable place where people go to meet friends and take visitors.

The benefits of good public spaces include

- support for local economies,
- attracting tourism,
- providing cultural opportunities,
- encouraging volunteerism,
- reducing crime,
- improving pedestrian safety,
- increasing the use of public transportation,
- improving public health,
- improving the environment.

The Project for Public Spaces describes 11 key elements to transform public spaces into community places:

- The community can give expert information about the area history, what issues are critical and meaningful to people and how the area functions.
- Create a place, not just a design – a place with a sense of community, a setting for activities and uses, where people are comfortable and welcome.
- Partnerships are essential.
- During the design as well as operational phases, observe what makes a space “work”.
- Have a vision that has come from the community.
- Experiment with short term improvements that can be tested and refined.
- Different elements should be arranged in relation to each other to encourage interaction between people.
- Projects will encounter obstacles from those who say, “It can’t be done.” It is necessary to demonstrate the importance of places to overcome obstacles.
- The “form” should support the “function” of the place.
- Cost concerns can be outweighed by the benefits and support for the space.
- You are never finished – good public spaces change with the needs of the community.²³⁹

Another trend being seen in the United States is the development of multi-sport outdoor facilities, which may include sports fields and courts, trails, bike paths, playgrounds and water play areas and which also preserve and accent the natural environment as much as possible. Indoor recreation facilities are often located on the same space. The appeal of these facilities is their inclusive, multi-generational nature.²⁴⁰

²³⁹ www.pps.org

²⁴⁰ Bynum M, *Space Odyssey*, p. 68

In Australia, state funding is available to facilities that meet specific requirements including joint/shared use, compatibility with existing facilities, community access, affordability and equity, and designed to increase physical activity. Joint use and shared management of facilities by various sport groups is the preferred facility option. Some of the key motivators behind the development of facilities in Australia are deteriorating facilities, diminished access to facilities, increasing participation in the sport, and changing technical standards for competition.²⁴¹

There is a trend towards leisure rinks, much like the trend towards leisure pools. Four examples from the United Kingdom are described:

- a rink consisting of loops, ramps, a fireplace, trees, snowfall, and disco lights,
- two ovals connected by ramps with snowfall, fog machine, DJ, video and lighting,
- a swirling maze of ramps adjacent to a curling rink,
- a very large commercial facility including indoor skiing and snowboarding, rock climbing, wavepool, BMX track, skatepark and ice rink.

A leisure rink has been constructed in Calgary consisting of a pond that resembles a backyard rink, with snowfall, fireplace, fog, plus an upper pond designed as a youth centre with a DJ and video, connected to an NHL size rink.²⁴² This facility was built by the municipality and is operated by a community board of directors with a city representative on the board.²⁴³

Several municipalities in North Dakota have taken over struggling private facilities as a means of providing benefits to the community. At the time of purchase, there had been complaints of unfair competition from the municipality and the clubs were typically failing financially. Purchase by the municipality gave facilities greater legitimacy and resulted in increased memberships. One tennis club doubled its membership upon purchase. A fitness centre comprised of courts and a gymnasium has increased its membership from 400 to 4200, from 1995 to 2001.²⁴⁴

Concerns for the indoor environment are also becoming more important and will translate into increased concerns with indoor air quality in all types of facilities as well as desires for better energy conservation and retrofits.²⁴⁵ If swimming retains its popularity along with population increases, pools will see increases in bather loads, creating concerns for environmental quality including acoustics, humidity, air circulation, filtration, disinfection, water balance and lighting.²⁴⁶

Both those who use and those who do not use recreation services and facilities perceive individual benefits, household benefits and community benefits from local recreation services and facilities. Non-users identified benefits to youth most often (52%), commenting that it is “good for kids” or “gives kids someplace to go”. The second most frequently mentioned benefit was community awareness (18%). Participants identified personal and social benefits, such as “fitness and health” and a “sense of community”.²⁴⁷

²⁴¹ Government of Western Australia, *State Sporting Facilities Plan*, p. 9, 19 & 20

²⁴² Boychuk C, *A New Ice Age*, p.45-54

²⁴³ *Survey of Municipalities*, p. 25

²⁴⁴ Bynum M, *The Right Place*, p. 34

²⁴⁵ Hunter D, *Emerging Trends – Healthy Environments*, p. 36

²⁴⁶ Paton D, *Toward More Healthy Environments at Indoor Public Pools in Canada*, p. 30-31

²⁴⁷ Harper et al, p. 35-37

Multi-use Facilities

Multi-use facilities are becoming more common across Canada and in the Edmonton region. New facilities have opened or will open in Strathcona County, Fort Saskatchewan, and Spruce Grove (a cooperative venture between the City of Spruce Grove, the Town of Stony Plain and the County of Parkland, to serve residents from all three communities). Plebiscites held in the five municipalities supported the construction and the resulting tax increases to fund operations. Support for these facilities is attributed to the desire for economic development in communities and because there is demand for facilities since few have been built in the past two decades due to fiscal constraint. Planning is underway for facilities in St. Albert and Leduc.²⁴⁸ There is concern that businesses and families will locate in these regional centres due to more attractive facilities, resulting in a “doughnut effect” around an expanding inner city in Edmonton.²⁴⁹

Conflict exists between those who believe large multi-purpose facilities will best serve the public and those who believe people will want local/neighbourhood facilities that are convenient to access and promote a sense of community.²⁵⁰

There is a growing demand for individual choice and customization of recreation services. Technology allows for “mass customization”, making it cost effective to mass produce customized services and products and respond to the characteristics of individual customers. Examples in the private sector include customized Levi jeans and Amazon.com, who send customized e-mails with updates on favourite authors and topics. Multipurpose facilities can satisfy the growing demand for options in recreation opportunities.²⁵¹

Multipurpose facilities have advantages because they serve all age groups, which will be important as adult populations increase in proportion. They also allow for separate, yet simultaneous activities for parent and child, an advantage for families dealing with “time crunch”.²⁵² People are looking for anything that will save them time and effort.²⁵³ The appeal of a multipurpose facility may be the opportunity to meet many needs in one location.

Multipurpose facilities can help offset off-season lack of use of seasonal facilities such as ice rinks.²⁵⁴

Public facilities and spaces have the potential to create social interaction between people that might not otherwise occur.²⁵⁵

The Apex Centre, a multi-use facility in Colorado has been described as a “magnet centre”, where activities are consolidated and families have participation choices and for operators, there are

²⁴⁸ Holubitsky J, *Rec Centres a New Mark of Success*

²⁴⁹ *Key Content Interviews – Final Report Vol. I*, p. 11

²⁵⁰ Clarke, p. 96 & 98

²⁵¹ Munroe, p. J

²⁵² The Economic Planning Group of Canada, p. 88

²⁵³ Popcorn, p.

²⁵⁴ Vivian J, *Avoiding a Meltdown*, p. 75-83

²⁵⁵ *Towards 2010 – Report to the Community*, p. 3

economies of scale. Admissions are “soft”, meaning that some parts of the facility, such as the kids’ clubhouse and teen centre are free, and other parts of the facility charge admission.²⁵⁶

The City of Burlington favours multi-use facilities because there is more critical mass, potential for better economies, higher visibility, greater customer service and more opportunity for partnerships. The danger, however, is the potential reduction of neighbourhood presence and role and local facilities. Some of this can be counteracted with reciprocal use agreements. They also feel it is important to integrate planning and development of facilities and parks.²⁵⁷

The municipality of Mississauga believes that multipurpose facilities address the shortage of time that many people express. Multiple activities provide convenience and people will travel for the value added experience of a high quality facility. Their recreation facility plan describes the future of single pad arenas as “dedicated” arenas for a particular use (eg. sledge hockey, practice sheet); or as limited use facilities (eg. limited operational hours, tournament and special event facility); or if demand declines, non-ice retrofits may be appropriate.²⁵⁸

In Saskatoon, a partnership with the city, the health district, the Tribal Council and the Metis Urban Self-Government Council has resulted in the development of a facility designed to respond to community services demands of the inner city. Its goal is to “improve the quality of life and health status for children, youth, young adults and families”. Their programs are holistic, ranging from treatment to prevention, direct programming to community programming, and independent services offered by one agency to interdependent services. Staff, who have a variety of backgrounds and skills, are responsible for the management and operation of programs in the facility, coordination of referrals involving many sites, and outreach and home-based program delivery. Programs have included sports clinics for youth, alternative justice support group meetings, computer instruction, and cooking classes.²⁵⁹

Tourist Attractions

Travel and tourism is the fastest growing sector of the US economy and global spending on tourism more than doubled from 1988 to 1997. Travelling with children grew in the US between 1987 and 1997 by 54%, with those choosing to take children on business trips increasing by 230%. In 1996, the most common destinations were historic sites, followed by cities. Zoos and aquariums and theme parks were the sixth most popular choice.²⁶⁰ Joint marketing campaigns with local and regional tourism authorities can promote municipal recreation and park facilities and services.

The Canadian Travel Survey found that in 1996, there were 8.6 million trips taken by Canadian travellers that included attendance at a spectator sports event and 35.8 million trips that included participation in sport or an outdoor activity. Twenty-six percent of all trips taken by Canadians are

²⁵⁶ Robinson R & Gregor F, *Welcome to the Apex Centre*, p. 47-53

²⁵⁷ City of Burlington, *Community Leisure Facilities Plan*, p. 3.7

²⁵⁸ Monteith Planning Consultants, *City of Mississauga, 1999 – Future Direction for Recreation and Parks*, p. 13-14 & 40-41

²⁵⁹ Gryba C, *Unique Health and Recreation Facility Opens*, p. 30-31

²⁶⁰ AZAA, p. 24 & 25

for sports activities. It is also an important factor in travel to Canada from the United States and other countries.²⁶¹

Recreation, sports and sports competitions are often cited for their benefit to the economy, particularly the contribution made by those who travel to attend tournaments, competitions or “games”. A study of two hockey tournaments held in Saskatchewan showed that \$137,400 was spent by those who attended. The largest expenditure category was accommodation (24% of total expenditures), followed by shopping (19%).²⁶² Four weekend children’s softball tournaments were also studied. This study found that 96% of the respondents would “definitely not” or “probably not” have visited the host community if not for the tournament. It found that the majority of the expenses were for food, accommodation and transportation. Participant families travelling more than 150 km spent an average of \$314. Families travelling 150 km or less spent \$184 and host community families spent an average of \$48 for the weekend tournament.²⁶³

A study by the Canadian government of the economic impact of hosting the Canada Games or international games found there was significant economic activity in the host community, especially in construction and hospitality. The net impact of hosting the Canada Games from 1987 to 2001 ranged from \$35 million to \$62 million, based on capital and operational spending and spending by visitors. The figures were \$1,277 million for the 1988 Winter Olympics and \$352 million for the 1994 Commonwealth Games. International games can increase the awareness of Canada outside the country. There were over 150,000 visitors at the Olympics and 133,000 visitors at the Commonwealth Games. Hosting of games also plays a role in sport development.²⁶⁴

A study prepared for the Edmonton Sport Council found that private households spent an average of \$1455 in 2000 on various elements of amateur sport and active recreation, including membership fees, training costs, equipment, travel, socializing relating to sport participation, etc. A sample of 101 Edmonton amateur sport groups reported 369,831 visitor nights from hosting events in 2000. These visitors spent \$28 million, based on expenditures of \$56 per day for children and \$85 per day for adults. The report also includes a “Model for Estimating the Economic Impact of Hosting Future Events”, based on the number of visiting patrons and expenditures by the local hosting committee.²⁶⁵

Wellness Centres

Integration of health services with fitness facilities is a means to attract those who would participate due to health reasons. It will be important for community facilities to reduce intimidation and make facilities welcoming for seniors, those at risk and those in poor physical condition. If partnerships are developed with health professionals, therapy and maintenance activities could happen in the same setting. However, it is important that all partners share the same vision

²⁶¹ Leadership, Partnership and Accountability Standing Committee on Canadian Heritage, Sub-Committee on the Study of Sport in Canada, *Sport in Canada: Everybody’s Business*, Part III, Section 3C

²⁶² Saskatchewan Parks and Recreation Association, *Studies Conducted at the University of Regina*, p. 1

²⁶³ Dunn JGH, *The Economic Impact of Children’s Weekend Sport tournaments in Saskatchewan: Four Case Studies Involving the 1995 Pee Wee Girls Provincial Softball Finals*

²⁶⁴ Leadership, Partnership and Accountability Standing Committee on Canadian Heritage, Sub-committee on the Study of Sport in Canada, Part III, Section 3B

²⁶⁵ Berrett T, *The Economic Significance of Amateur sport and Active Recreation in Edmonton in 2000*, p. 2, 3, 29, 36, & 46

regarding benefits, trust and quality of service.²⁶⁶ If the trend to reduce hospitalization continues and more services are expected to be provided by the community, opportunities for relationships with the health care community will increase in importance.

In Mississauga, a partnership between the recreation and parks department and a hospital provides a program for disabled adults being discharged from the day hospital program. The program operates in four phases:

- Phase one is an acute phase, assessing and treating the patient. The community-based program is not actively involved, but is alerted to the time lines for patient progress to the community-based program.
- Phase two involves therapists from the hospital and fitness centre staff working together at the community centre to ensure smooth transition to the community-based program.
- Phase three involves an assisted return to the community, helping individuals to retain the skills acquired during rehabilitation. Recreation centre staff work with community agencies that are assisting the participant with other aspects of his/her return to community living.
- Phase four is self-directed; participants join regular community programs or join with other Phase Three graduates.

The advantages to the Mississauga Recreation and Parks Department have been as follows:

- under-utilized daytime space is experiencing more regular use,
- some clients are taking out memberships to the facility after they have completed the program,
- community needs are being met.²⁶⁷

²⁶⁶ Dahlgren S, *A Wealth of Health*, p. 77-84

²⁶⁷ Simpson D, *Recreation and Health – A Partnership that Works*, p. 15, 16 & 41

Annotated Bibliography

Active Living, Vol. 11, No. 2, March 2002, p. 11.

A newsletter for fitness professionals published six times yearly.

Active Living Coalition for Older Adults, "A Blueprint for Action for Active Living and Older Adults", 1999. www.alcoa.ca, retrieved July 4, 2002.

A policy aimed at enhancing the health and independence of Canada's seniors.

Adams, Michael, "Sex in the Snow", 1999. www.lin.ca/lin/resource/html/mm11/, retrieved May 29, 2002.

Notes from a presentation, based on the book of the same name, at the Alberta Recreation and Parks Association Conference, October 1999.

Adams, Michael, Sex in the Snow: Canadian Social Values at the End of the Millennium, Toronto: Penguin Books, 1998.

The author develops a list of 12 tribes defined by the values that they hold, as determined by polling and monitoring of social values. He believes that the new values of Canadians are shaped by three desires: personal autonomy, pleasure and spiritual fulfilment.

Alberta Community Development, "Look at Leisure #45: Facility-Based Pursuits", 2002.

A summary of participation and volunteerism in facility-based pursuits based on the 2000 Alberta Recreation Survey.

Alberta Recreation and Parks Association, "Background for ARPA's Strategic Plan", January 2001.

A review of changes in the socio-economic and cultural/political environment and their effect on recreation and parks development.

American Zoo and Aquarium Association, "2020 Trend Report".

Key trends for 1999 to 2020, their implications for the American Zoo and Aquarium Association and its members, and possible strategies to respond to those trends.

Berrett, Tim, "The Economic Significance of Amateur Sport and Active Recreation in Edmonton in 2000", October 2001, www.edmontonsport.com, retrieved August 30, 2002.

Results of study commissioned by the Edmonton Sport Council as part of its efforts to promote the value of sport in Edmonton.

Bolla P, Dawson D, Karlis G, "Serving The Multicultural Community: Directions for Leisure Service Providers", Journal of Applied Recreation Research, 16(2): 116-132.

A case study of six ethnic communities in Ottawa regarding the social, cultural and recreational infrastructure and the role of the municipality.

Boychuk C, "A New Ice Age", Athletic Business, May 2000, p. 45-54.

A description of the change in ice rinks from traditional arenas to leisure rinks.

Browne G, Byrne C, Roberts J, Gafni A, Watt S, "Benefiting All the Beneficiaries of Social Assistance is Within Our Reach", 1998.

A summary after two-years of study of the effects and expense of subsidized versus non-subsidized quality child care/recreation for children on social assistance.

Burke B, "Trends and Tips for Planning Your Aquatic Facility", Parks and Recreation Canada, November/December 2000, p. 24-26.

Issues of importance with respect to construction and renovation of pools.

Bynum, Marvin, "The Right Place", Athletic Business, July 2002, p. 34-48.

A description of public "take-overs" of struggling private facilities.

Bynum, Marvin, "Space Odyssey", Athletic Business, January 2002, p. 67-73.

A discussion of multi-sport outdoor facilities and planning considerations.

Canadian Cancer Society, National Cancer Institute, Statistics Canada, Provincial and Territorial Cancer Registries, Health Canada, "Canadian Cancer Statistics", 2002. www.cancer.ca, retrieved June 24, 2002.

Detailed information on the incidence, mortality of most common types of cancer by age gender, time period and province or territory.

Canadian Centre for Philanthropy, "Fact Sheets", www.givingandvolunteering.ca, retrieved June 19, 2002.

The fact sheets contain summaries of various topics from the National Survey of Giving, Volunteering and Participating conducted in 1997 and 2000.

Canadian Centre for Philanthropy, "Giving and Volunteering in Edmonton", Fact Sheet #36, NSGVP On-Line, 2000.

A summary of Edmonton results of the National Survey of Giving, Volunteering and Participating.

Canadian Fitness and Lifestyle Research Institute, 1997 Physical Activity Benchmarks Report, Ottawa: CFLRI, 1998.

A summary of benchmark indicators for physical activity in Canada.

Canadian Fitness and Lifestyle Research Institute, "Alberta Results of the 2000 Physical Activity Monitor", www.cflri.ca, retrieved June 26, 2002.

Survey results.

Canadian Parks and Recreation Association, “Summary of National Youth at Risk Pilot Project”, www.cpra.ca, retrieved July 18, 2002.

Results of the project.

“The Canadian Sport Policy”, www.canadianheritage.gc.ca/sportcanada, May 2002, retrieved July 12, 2002.

The vision for sport in Canada endorsed by 14 governments.

City of Burlington, “Community Leisure Facilities Plan”, November 1998.

Municipal facility plan.

“City of Edmonton 2000 Citizen Satisfaction Survey”, www.edmonton.ca, retrieved September 10, 2002.

A document outlining the results of the 2000 City of Edmonton survey.

Clarke, Brenda, “Evolving Municipal Roles in the Delivery and Support of Sport Services”, Reshaping the Public Good – Collection of Expert Papers, 1999.

A review of sport participation, trends, issues and implications, included in a document prepared for the Integrated Service Strategy, Edmonton Community Services.

Community Services Business Forecast to 2010, 1999.

A compilation and analysis of economic and socio-demographic forecast information, prepared for the Integrated Service Strategy, Edmonton Community Services.

Corbeil JP, “Sport Participation in Canada”, Canadian Social Trends, Spring 1995. p. 20-23.

Based on the 1992 General Social Survey, a review of who participates in sports.

Cordell, H. Ken, Outdoor Recreation in American Life: A National Assessment of Demand and Supply Trends, Sagamore Publishing, 1999.

A comprehensive assessment of trends, the current situation and likely futures of outdoor recreation demand and supply.

Craig C, Russell S, Cameron C, Beaulieu A, Foundation for Joint Action: Reducing Physical Inactivity, Ottawa: Canadian Fitness and Lifestyle Research Institute, 1999.

An overview of survey data mostly from the 1997 Physical Activity Monitor.

Criterion Research Corporation, “City of Edmonton Community Services Department Awareness and Participation Survey,” October 2000.

Results of a survey of low income Edmontonians with regard to their awareness of recreation facilities, areas and attractions and their participation and motivation for participating.

Crompton, Susan & Vickers, Michael, "One Hundred Years of Labour Force", Canadian Social Trends, No. 57, Summer 2000, p. 2-13.

Review of Canada's shift from an agricultural and resource-based economy, to a manufacturing economy, to a service economy to a global information economy.

Dahlgren S, "A Wealth of Health", Athletic Business, March 2000, p. 77-84.

A description of partnerships between hospitals and fitness centres.

Daley, Richard M, "Chicago Invests in Citizens", Parks and Recreation, January 2002, p. 41-47.

A review of improvements to the quality of life in Chicago due to park and street improvements.

Drucker, Peter, "The Next Society", The Economist, November 3, 2001, p. 3 – 20.

Changes in society, including demographics, the workforce, manufacturing, corporations and preparing for the future.

Dunn, JGH, "The Economic Impact of Children's Weekend Sport Tournaments in Saskatchewan: Four Case Studies Involving the 1995 Pee Wee Girls Provincial Softball Finals", www.lin.ca/lin/resource/html/dunn.htm, retrieved August 30, 2002.

Final report of a study of the economic impact of softball tournaments.

The Economic Planning Group of Canada, "Tourism and Recreation Market and Product Trends," 1994.

The background report for the Lake Ontario Greenway Strategy.

"Edmonton 1999 Civic Census"

Results of the census conducted in 1999.

"Edmonton's Children Background Report" prepared by Success by 6 with funding from the Muttart Foundation, April 2002. www.unitedthisistheway.com/successby6.htm, retrieved June 2002.

This report sites 12 indicators to describe the environment in which children grow up in Edmonton.

Edmonton Population and Employment Forecast Allocation Study 2000-2025, Summary Report and Technical Report, prepared by Applications Management Consulting Ltd.

A forecast of population growth, age groups, employment growth and allocation.

Edmonton Social Plan: Release 3, 2000, Community Services Department.

A set of information designed to give a holistic picture of Edmontonians and the communities in which they live, developed as a tool for educating, planning, resource allocation and decision making.

Edmonton Social Planning Council, Tracking the Trends, Social Health in Canada, June 2000.

Contains information to provide a picture of Edmonton's social health.

Edmonton Socio-Economic Outlook 2001-2006, October 2001, prepared by The City Forecast Committee.

An economic and social analysis of current and future changes in the City for the years 2001-2006.

Edwards, Peggy, "Evidence-Based Strategies for Increasing Participation in Physical Activity in Community Recreation, Fitness and Sport", Parks and Recreation Ontario publication, 2000.

A guide for leaders who are developing resources and training programs of evidence-based interventions for increasing participation.

"Emerging Issues in Municipal Recreation in Ontario – Discussion Paper", prepared by IER Planning, Research and Management Services, August 1997,
www.lin.ca/lin/resource/html/emerger.pdf, retrieved, May 29, 2002.

A study dealing with issues including downloading of responsibilities from the Ontario government, municipal amalgamations and alternate service delivery.

Ewert A and Galloway S, "Adventure Recreation: What's New for Resource Managers, Public Policy Analysts and Recreation Providers", Parks and Recreation, February 2001, p. 26-35.

Review of participation in adventure recreation and its impact on public agencies.

Fast J, Frederick J, Zukewich N and Franke S, "The Time of Our Lives..." Canadian Social Trends, No. 63, p. 20-23.

A review of time use patterns based on the 1986, 1992 and 1998 General Social Surveys.

Federal, Provincial and Territorial Advisory Committee on Population Health, Toward a Healthy Future, 1999, www.hc-sc.gc.ca/hppb/phdd/report/text_versions/english/report.htm

The second report to summarize and comment on the state of the nation's health. As a tool to help identify actions that can be taken to improve the health of Canadians.

Foot, David with Stoffman, Daniel, Boom, Bust and Echo 2000, Profiting from the Demographic Shift in the New Millennium, Toronto: Macfarlane Walter & Ross, 1998.

Based on the premise that demographics can explain "two thirds of everything", the authors describe various age cohorts, especially the "Baby Boom" (born between 1947 and 1967), and discuss the impacts of demographics on real estate, investments, work, retail, leisure, urban renewal, education, health care, families and the future of Canada.

Fox KM, Ryan S, Van Dyck J, Chivers B, Chuchmach L, Quesnel S, "Cultural Perspectives, Resilient Aboriginal Communities and Recreation", Journal of Applied Recreation Research, 23(2):147-191, 1998.

A discussion of recreation administration in northern communities, including a review of a training program for recreation professionals.

Frederich J, "Tempus Fugit...Are You Time Crunched?" Canadian Social Trends, Winter 1993, p. 6-8.

Based on the 1992 General Social Survey, a review of who feels "time-crunch stress".

Glover TD, Shinenw KJ, Parry D, "Race and its Relationship to the Benefits of Community Gardening in St. Louis", Abstracts of the Tenth Canadian Congress on Leisure Research, May 2002.

Discussion of benefits experienced by different races and opportunities for bridging between diverse populations within communities.

Godbey G, Leisure and Leisure Services in the 21st Century, State College, PA: Venture Publishing, Inc., 1997.

A review of changes in the environment, technology, values, demography, economy, health, work and governance and implications for park, recreation and leisure services.

Godbey G, DeJong G, Sasidharan V, Yarnal C, "The Northeastern United States in the Next Two Decades – Implications for the Northeast Region of the National Park Service", August 2001, www.lin.ca/resource/html/frnps.htm, retrieved May 29, 2002.

An identification of trends expected to affect the National Park Service, including demographics, time use, outdoor recreation, tourism, lifestyle and values, transportation, health, governance, the environment and the economy.

Gruszczynska, Slawa, "Walking Side by Side", City of Calgary document, 1990.

A pilot project for better planning of programs for new Canadians in the East Area of Calgary.

Gruszczynska, Slawa, Diversity Coordinator, City of Calgary, Community and Neighbourhood Services, interviewed by telephone July 9, 2002.

Ms. Gruszczynska outlined many of the initiatives taken by the City of Calgary in response to diversity and sent several brochures outlining services.

Gryba C, "Unique Health and Recreation Facility Opens", Parks and Recreation Canada, March/April 2001, p. 30-31.

A description of a multipurpose health and recreation centre opened in Saskatoon in 2000.

Haldane S, "Scientific Research Supports Recreation for Children Living in Poverty", Parks and Recreation Canada, Jan/Feb 2001, p. 40-41.

A review of the results of a survey of the effect of subsidized recreation programs on children of sole support mothers on social assistance.

Harper J, Neider D, Godbey G, Lamont D, The Use and Benefits of Local Government Recreation and Park Services – Edmonton, Alberta, November 1996.

The results of a survey of Edmontonians regarding recreation and park services including use of parks, facilities and services; perceived benefits of parks and services; financing of recreation and park services; and information on free time, feeling rushed and the priority of work and leisure.

Health Canada, "Physical Activity of Canadians", National Population Health Survey Highlights, November 1999; 2.

A series of eleven bulletins outlining the survey and its results.

Health Canada and Canadian Society for Exercise Physiology, "Canada's Physical Activity Guide to Active Health Living", 1998. www.hc-sc.ca, retrieved July 9, 2002.

A guide to help Canadians make wise choices about physical activity and to promote active living.

Health Canada, Statistics Canada, Canadian Institute for Health Information, Canadian Cardiovascular Society, Canadian Stroke Society, Heart and Stroke Foundation of Canada, "The Changing Face of Heart Disease and Stroke in Canada 2000", October 1999, www.heartandstroke.ca, retrieved June 24, 2002.

An overview of current trends in risk factors, interventions and health outcomes.

Heart Health Coalition, "B.C. – Setting the Pace: a Plan to Improve the Health of British Columbians Through Physical Activity", 1997.

A summary of the benefits of physical activity and the economic costs of inaction, including action steps and strategies.

Holubitsky J, "Rec Centres a New Mark of Success", Edmonton Journal, June 9, 2002.

An article on the development of multipurpose recreation centres in suburban communities around Edmonton.

Human Resources Development Canada, "A Special Edition on Child Development", Applied Research Bulletin, Fall 1999.

A collection of research based on the National Longitudinal Survey of Children and Youth.

Hunter, Don, "Emerging Trends – Healthy Environments", Parks and Recreation Canada, May/June 2001, p. 36.

A discussion of how increasing awareness and concern for healthy environments will affect parks and recreation.

Hunter, Don, "Extreme Recreation", Parks and Recreation Canada, November/December 2001, p. 14.

A discussion of the growing trend of participation in extreme recreation activities.

Hunter, Don, "Trends for Facilities", Parks and Recreation Canada, July /August 2001, p. 43.

A discussion of trends in facility development in Canada.

Jones, Frank, "Community Involvement: The Influence of Early Experience", Canadian Social Trends, No. 57, Summer 2000, p. 15-19.

A review of factors that influence civic participation.

Karyo Communications, "Intercultural Marketing Plan – Surrey Parks, Recreation and Culture, November 2000.

Describes three strategies for outreach to the intercultural community: building relationships, increase awareness of department programs and activities within the intercultural community and implementation of 2 pilot tests to measure the most effective marketing strategies.

Kassian, Robert, The Impact of the Ageing Population Edmonton Parks and Recreation Services, Programs and Facilities in the Next 5-50 Years, August 1996.

A review of socio-demographic characteristic of older adults and seniors, municipal recreation services for seniors, community-based services, services and policies of other municipalities, patterns of leisure behaviour of seniors and policy implications.

Kelly, Dr. John A, Academy of Leisure Sciences, White Paper #1 – Leisure and Retirement, www.eas.ualberta.ca/elj/als/alswpl.html, retrieved November 9, 2000.

A review of issues related to seniors and quality of life during retirement.

"Key Content Interviews, Final Report Vol. I", January 1999.

Results of interviews with 16 participants from business, the community, government and academia conducted as part of the Integrated Services Strategy, Edmonton Community Services.

King AC, Rejeski WJ, Buchner DM, "Physical Activity Interventions Targeting Older Adults – A Critical Review and Recommendations", American Journal of Preventive Medicine, November 1998, p. 316-333.

A critical selected review of the scientific literature focusing on interventions to promote physical activity among older adults.

Kremarik, Frances, "The Changing Recreational Spending Patterns of Canadian Families", Canadian Social Trends, No. 64, Spring 2002, p. 13-18.

A comparison of spending in 1982 and 1999.

Kremarik, Frances, "A Family Affair: Children's Participation in Sport", Canadian Social Trends, No. 58, Autumn 2000, p. 20-24.

Based on the 1998 General Social Survey, a review of the impact of family factors on children's participation in sport.

LeConey S, Devine MA, Bunker, H and Montgomery S, "Utilizing the Therapeutic Recreation Process in Community Settings: the Case of Sue", Parks and Recreation, May 2000, p. 71.

Discussion of the application of the therapeutic recreation process in community settings with the conclusion that it can be successful because it is client need, not the setting that determines if the process should be used.

Lee, Kevin, Urban Poverty in Canada – A Statistical Profile, Canadian Council on Social Development, 2000.

Comprehensive source of information on poverty in Canadian cities with comparisons between urban areas.

Lorenz D and Schultz J, "Community-Based Programs to Fight Vandalism", Parks and Recreation Canada, Volume 58, Number 6, p. 14-16.

An article describing two programs designed to reduce vandalism and inappropriate behaviour in recreation facilities in Mississauga and Regina.

Mackey, John P, "Alternate Service Delivery Mechanisms and Their Use in the Delivery of Public Leisure Services", www.perconline.com, retrieved May 20, 2002.

A discussion of alternate service delivery and related research including Canadian examples.

Malloy DC, Nilson RN, Yoshioka C, "The Impact of Culture Upon the Administrative Process in Sport and Recreation: A Canadian Indian Perspective", Journal of Applied Recreation Research, 18(2):115-130, 1993.

A discussion of the approach necessary for successful recreation administration.

Mannell RC, Zuzanek J and Schneider M, "Adolescents' Experience of Busyness, Time Pressure and Well-Being: Positive and Negative Effects of School, Work, Volunteer and Extracurricular Involvements", Abstracts from the Tenth Canadian Congress on Leisure Research, May 2002.

A discussion of the impacts of busyness and involvement on the well-being of adolescents.

Martel, Laurent and Belanger, Alain, "Dependence-free Life Expectancy in Canada", Canadian Social Trends, No. 58, Autumn 2000, p. 26-29.

A review of trends in life expectancy and dependency of those over 65.

Matheson, C, "Playcard – A Loyalty Reward Program Designed for the Leisure Industry", Parks and Recreation Canada, Volume 59, Number 5, November/December 2001, p. 34-35.

An article describing the program used in North Vancouver to encourage and reward physical activity.

Maskwachees Declaration, www.uwo.ca/actage/newsletters/2000dec/declaration.htm, retrieved July 24, 2002.

The declaration issued at the National Recreation Roundtable on Aboriginal Peoples.

McKay S, Reid I, Tremblay M, Pelletier R, "The Impact of Recreation on Youth in Transition to Adulthood: A Focus on Youth at Risk" in Youth in Transition: Perspectives on Research and Policy, ed. B Galaway and J Hudson, Toronto: Thompson Educational Publishing Inc., 1996.

A review of the benefits of recreation to youth at risk.

McQuarrie FAE, "Increasing Gender Equity in Sport Participation: A Government Program in Progress", Abstracts from the Tenth Canadian Congress on Leisure Research, May 2002, p. 220-222.

A discussion of the structure, purpose and progress of a gender equity program in Coquitlam, BC.

Michalski JH, "What Matters to Canadian NGO's on Aging", Canadian Policy Research Networks, 2002.

An analysis of five public dialogue discussions of individuals representing non-governmental organizations (NGO's).

Monteith Planning Consultants, "City of Mississauga, 1999 – Future Direction for Recreation and Parks, October 1999.

Results of the planning process used to determine what the city should be providing, where facilities and services should be located and how to pay for services.

Munroe, Tapan, "Trends Analysis for Parks and Recreation: 2000 and Beyond", 1999, www.cprs.org/VIP.

A review of trends affecting recreation and parks in California.

Murdock SH, An America Challenged: Population Change and the Future of the United States, Boulder: Westview Press, 1995.

Compilation of statistics related to demographic changes in the United States.

Nutting D, "Making Fitness Accessible for All", www.ala.ca/story_e.cfm?Story=14, retrieved June 26, 2002.

A description of some of the physical changes made to facilities to accommodate those with disabilities.

Offord DR, Lipman EL, Duku EK, "Sports, the Arts and Community Programs: Rates and Correlates of Participation", 1998, www.hrdc-drhc.gc.ca, retrieved July 22, 2002.

Discussion of evidence of positive impact of participation on children and what affects participation rates.

O'Sullivan E, "Play for Life, Parks and Recreation, October 2000, p. 99.

An article that describes sedentary recreation behaviour and expresses concern that people are choosing more sedentary, solitary and passive activities.

Parks and Recreation Canada, Volume 58, Number 2, May/June 2000.

An issue dedicated to recreation for Aboriginal People. Articles referenced include "City of Winnipeg – Aboriginal Services – A New Paradigm" by T Grey and D Johnston, "The Aboriginal Heritage Gardens and Heron Island" by G Soucy, "The Native Landscape – Quest for a Forgotten Culture" by A Beauregard.

Paton D, "Toward Healthier Environments at Indoor Public Pools in Canada", Parks and Recreation Canada, May/June 2001, p. 30-31.

An article on the pressures on pool environments caused by increasing bather loads.

Pederson, George, "Illuminating Our Future – Parks and Recreation in Canada: What the Resource People have to Say", Parks and Recreation Canada, November/December 1999, p. 38.
A summary of comments by various experts including Mr. Pederson, an economist, at the Illuminating Our Future Think Tank held February 1998.

Popcorn, Faith and Marigold, Lys, Clicking, 17 Trends that Drive Your Business – and Your Life, New York: HarperCollins Publishers Incorporated, 1997.

The authors scan consumer behaviour and American popular culture to identify 17 trends for the future that will affect consumer attitudes and actions.

Porter M, "The Power of Strength Training for Older Adults", ALCOA Research Update, Issue 2, March 2002, p. 2.

A description of the importance of strength training for older adults as well as program considerations.

Premier's Advisory Council on Health, "A Framework for Reform", December 2001, (the Mazankowski Report), www.2.gov.ab.ca/home/health_first/documents_maz_report.cfm, retrieved May 29, 2002.

The report by the council established to examine the preservation, enhancement and sustainability of Alberta's health care system.

Putnam R, "Bowling Alone", Journal of Democracy, 6(1) January, 1995, p. 65-78.

A review of the trends in participation in civic life in the United States.

Reed PB and Selbee LK, "Volunteering and Giving: a Regional Perspective", Canadian Social Trends, No. 63, Winter 2001, p. 16-18.

A review of formal and informal volunteering and charitable donations in Canada and its regions.

Reid, Angus, Shakedown – How the New Economy is Changing Our Lives, Toronto: Doubleday Canada Limited, 1996.

Based on information collected over almost 20 years of polling, the author describes the 1960-80s as a time of prosperity and optimism and the 1990s as a time of economic uncertainty as the economy booms, but jobless rates remain high due to globalization and technology. He offers suggestions for the future including better, not smaller government, entrepreneurship, appraisal of Canada's social capital and rejection of neo-conservative maxims.

Roach, David, "The Grey Wave", Powerpoint presentation notes from Alberta Recreation and Parks Association Conference, October 1999.

A presentation on the ageing population and its impact on park and recreation services.

Robinson, Ann, "In Search of Fun", Parks and Recreation Canada, September/October 2001, p. 28.

An article on the search for fun and play in recreation services.

Robinson R and Gregor F, "Welcome to the Apex Centre", Parks and Recreation, August 2001, p. 47-53.

A description of the planning, construction and operation of a multipurpose facility in Colorado.

Sallis JF, Bauman A, Pratt M, "Environmental and Policy Interventions to Promote Physical Activity", American Journal of Preventive Medicine, November 1998, p.379-397.

A review of seven published evaluations of environmental and policy interventions directed at increasing physical activity.

Sasidharan C, Yarnal C, Yarnal B, Godbey G, "Climate Change: What Does it Mean for Parks and Recreation Management?" Parks and Recreation, March 2001, p. 55-60.

A discussion of climate change and its impact on parks management.

Saskatchewan Parks and Recreation Association, "Studies Conducted at the University of Regina", www.lin.ca/lin/resource/html/no22.htm, retrieved August 30, 2002.

An abstract regarding a study of the economic impact of three hockey tournaments on the host communities in Saskatchewan.

Selbee KL and Reed PB, "Patterns of Volunteering Over the Life Cycle", Canadian Social Trends, No. 61, Summer 2001, p. 2-6.

Based on the 1997 National Survey of Giving, Volunteering and Participating.

Siedentop, Daryl, "Valuing the Physically Active Life: Contemporary and Future Directions", Quest, Volume 48, 1996, p. 266-274.

A paper discussing approaches to increasing the value placed on physical activity within a community or culture.

Simpson, D, "Recreation and Health – A Partnership that Works", Parks and Recreation Canada, Volume 59, Number 1, March/April 2001.

A description of a community partnership to meet the needs of disabled adults discharged from a hospital day program.

Shields M and Tremblay S, "The Health of Canada's Communities", Supplement to Health Reports, Vol. 13, Statistics Canada, 2002, www.statcan.ca/english/freepub/82-003-SIE/free.htm, retrieved July 9, 2002.

An examination of health at the community level with comparisons to peer groups across Canada.

Spence JC & Poon P, 1999 Alberta Survey on Physical Activity – Concise Report, Alberta Centre for Well-Being, 2000.

Results of the biennial survey to monitor the status of physical activity in Alberta.

Spence JC, Poon P & Mummery WK, 1997 Alberta Survey on Physical Activity, Alberta Centre for Well-Being, 1998.

Results of the biennial survey to monitor the status of physical activity in Alberta.

Sport Canada, Sport Participation in Canada, 1998 Report, 2000, www.canadianheritage.gc.ca/sportcanada, retrieved July 22, 2002.

A report on the magnitude and changes in sport participation in Canada.

Statistics Canada, "Overview of the Time Use of Canadians in 1998", 1999.

A review of time use information collected in the General Social Survey of 1998.

Stengel R, "Bowling Together", Time, July 22, 1996, p. 35.

A discussion of new forms of community involvement in the United States.

Stock C, "Hitting the Links Tops for Golf-Crazy Albertans", Edmonton Journal, May 30, 2002, p. D5.

An article describing the results of the Royal Canadian Golf Association's Golf Participation in Canada Survey.

"Survey of Municipalities", January 2002.

Results of a survey of municipalities, primarily Canadian, with respect to arena operations and innovations, completed as part of the Arena Strategy development process, Edmonton Community Services.

"Tales from the Scales – Canada is Bulging Out All Over", www.heartandstroke.ca, retrieved June 24, 2002.

An article quoting from a study contained in the International Journal of Obesity, April 2002.

Taylor WC, Baranowski T, Rohm Young D, "Physical Activity Interventions in Low-Income, Ethnic Minority and Populations with Disability", American Journal of Preventive Medicine, November 1998, p. 334-343.

Summary of interventions that have targeted populations at risk for inactivity.

"Toward 2010 – Report to the Community", June 1999.

Synopsis of key trends emerging from the planning process for the Integrated Service Strategy, Edmonton Community Services.

Turner, Heather, "Implications of Demographics", 1999. www.lin.ca/lin/resource/html/mm6.htm, retrieved May 29, 2002.

Notes from a presentation at the Saskatchewan Parks and Recreation Association Conference, October 1999.

Vivian J, "Avoiding a Meltdown", Athletic Business, October 2001, p. 75-83.

A discussion of opening a new ice arena despite economic downturn.

Volunteer Alberta, "Volunteerism in Alberta - Edmonton Summary Report", 1998.
A summary of the results of a survey of 200 Edmonton residents in 1998 regarding volunteerism.

Wickens, Andy, "Parks and Recreation Planning for Boomers and Busters", 1999,
www.lin.ca/lin/resource/html/mo106/, retrieved May 29, 2002.
Notes from a presentation by the Manager of Toronto Parks and Recreation at the 1999 Leisure Links Education Forum.

Williams, Cara, "Connected to the Internet, Still Connected to Life?" Canadian Social Trends, No. 63, Winter 2001, p. 13-15.
Based on the 2000 General Social Survey, an analysis of activities that were changed to accommodate Internet use.

Williams, Cara, "Time or Money? How High and Low Income Canadians Spend Their Time", Canadian Social Trends, No. 65, Summer 2002, p. 7-11.
Based on the 1998 General Social Survey, a comparison of how income affects time use.

Witt PA, "The Six Year Test", Parks and Recreation, March 2000, p. 88.
Summary of the results of a review of the evaluation of recreation programs for at-risk youth.

Witt PA, "Youth Development – Going to the Next Level", Parks and Recreation, March 2002, p. 53.
Suggestions of essential components for successful programs for youth, who are all at risk.

www.canadianheritage.gc.ca
The website that contains information on the Canadian Sport Policy and its development.

www.cmha.ab.ca
The website for the Canadian Mental Health Association Alberta Division.

www.diabetes.ca
The website for the Canadian Diabetes Association.

www.osteoporosis.ca
The website for the Osteoporosis Society of Canada.

www.pps.org
The website for the Project for Public Spaces.

www.statcan.ca
Statistics Canada website, which includes information on the 1996 and 2001 federal census and "The Daily", updates on information available.

www.tpl.org

The website for the Trust for Public Land, including the article “Healing America’s Cities”.

www.uwo.ca/actage/newsletters/2000dec/declaration.htm

Contains a copy of the Maskwachees Declaration.

www.who.int

The website for the World Health Organization.
