



Chapter 2

TRENDS

In order to keep pace with the demands of a growing population, the City of Chanhassen needs to consider how the dynamic nature of technologies, trends, cultures, and activities will affect facility and programming needs. The following chapter explores key trends and their potential implications for the parks and recreation system.

By building flexibility into the City's recreation and park facilities, Chanhassen will be able to adapt quickly and efficiently in order to meet these new demands.



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Desire to Create More Memorable Experiences

- » The rise in social media as a method to share experiences through pictures and messages
- » 78% of millennials would choose to spend money on a desirable experience or event over buying something desirable
- » Growing popularity in games and devices that utilize augmented reality (i.e. Pokemon Go)

Implications for Parks & Recreation

- » Distinctive programming
- » Special events
- » Integration of art
- » Destination features
- » Incorporating hashtags and other social media-friendly components
- » Embrace and incorporate new technologies to get online-based users into the parks
- » Filming in the parks



Increased Importance of 'Place'

- » The increased mobility of the workforce (telecommuting, freelance work, etc.) has resulted in individuals choosing where they live based on lifestyle and proximity to family and friends rather than employment opportunities

Implications for Parks & Recreation

- » Co-production of services and experiences
- » Parks as economic generators
- » Distinctive spaces, programs, and events
- » Placemaking in parks and public places
- » Integration of public art
- » Destination amenities
- » Memorable features



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Desire for Conservation & Opportunities to Connect with Nature

- » 72% of Americans see conservation as an "extremely" or "very" important role of parks and recreation agencies
- » Spending time in nature improves creativity and problem-solving abilities
- » The Chanhassen 2016 National Community Survey identified natural play areas as one of the top three desired facilities

Implications for Parks & Recreation

- » Bringing naturalized habitats back to parks (i.e. Turf reduction)
- » Transition maintenance regimes from mowing to weeding (less time intensive but more skills required)
- » Preserve and provide access to natural areas
- » Offer educational/ interpretive programs
- » Balance active recreation offerings with natural environments
- » Include passive open space
- » Need for signage and education



Demand for Green Alternatives

- » Transportation (biking, walking, transit)
- » Stormwater treatment
- » Maintenance practices
- » Native/habitat restoration
- » Education
- » Local food systems

Implications for Parks & Recreation

- » Need staff knowledge about sustainable practices
- » Increased interest in community gardens
- » Interest in year-round commuting routes and amenities (bike racks, lockers, showers) to support transportation alternatives
- » Need for improvements to, and thoughtful management of, natural areas



More Transient

- » 24% of U.S. adults reported moving to a different city within the United States in the past five years
- » The average American moves 11.7 times during the course of their lifetime

Implications on Parks & Recreation

- » Strong marketing and outreach needed
- » Adapt to changing residents
- » Flexible and multifaceted
- » Effective wayfinding



Pinched Government Budgets

- » Some cities are not investing in the upkeep of their parks and recreation system
- » Deferring maintenance and replacement creates a backlog that can become hard to address and leads to a negative perception of system quality

Implications for Parks & Recreation

- » Investing equitably and providing even access to amenities across a whole park system
- » Keeping parks affordable
- » Need for new and stable funding sources
- » Balancing new and existing facilities; quality and quantity



Increased Interest in Aging Actively

- » America's 65+ population is projected to grow by 147% between 2000 and 2050
- » 12.1% of Chanhassen residents were 60+ in 2010, which is almost double the percent of residents over 60 in 2000

Implications for Parks & Recreation

- » More senior recreation
- » More mid-day recreation programs
- » Cater park and recreation facilities to a variety of mobility and activity levels
- » Promote "fitting" types of outdoor recreation (walking, gardening, low-impact sports, etc.)
- » Desire for volunteer opportunities



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Engaging New Generations

- » Children's play has changed from outdoors to indoors since the 1950s, reducing people's connections to parks and nature
- » The amount of unstructured play in a child's day is 4-7 minutes/day on average
- » 22.6% of kids aged 9-13 reported spending none of their free time on physical activity in the past week
- » American teens average about 9 hours of screen time/ day (excluding time spent at school or for homework)

Implications on Parks & Recreation

- » Add educational/ interpretive programs that partner with schools & after school programs
- » Balance passive and active recreation
- » Offer spaces for unstructured, exploratory, and creative play
- » Offer adventures/ nontraditional sport activities
- » Incorporate technology into exploration



Increased Interest in Weight Loss & Active Living

- » 62.8% of adults in MN are either overweight or obese
- » Less than half of adults meet suggested levels of physical activity
- » Obesity among children ages 6-19 has more than tripled since the 1970s
- » Every \$1 spent on bike trails and walking paths saves an estimated \$3 in health costs
- » Communities that offer parks & trails with outreach can increase the number of people who exercise >3 times/week by 25%

Implications on Parks & Recreation

- » Park systems have an opportunity to provide outdoor recreational activities that encourage active living & healthy lifestyles
- » Convenient & well-connected walking, running, and biking trails
- » Accessible amenities
- » Recreational options for all ages in one place



Rise in Informal Adult Recreation Versus League Participation

- » In 2011, participation in softball leagues in Minnesota was half the participation in 1994
- » Basketball participation has experienced a 75% decrease since 1994
- » Competition from other fitness options (running/jogging, bicycling, yoga) on the increase

Implications for Parks & Recreation

- » Increase in demand for specialized recreation facilities (dog parks, splash pads, indoor ice, etc.)
- » Changing demand for traditional sports facilities (diamond fields, courts, etc.)
- » Expanded interest in entrepreneurs using parks for classes and events
- » Increased trail use (walking, running, biking, etc.)



Popularity of New & Non-Traditional Sports

- » Lacrosse has recently been the fastest-growing high school sport
- » Pickleball has become increasingly popular, particularly with Baby Boomers
- » Minnesota winters are getting shorter and warmer
- » Other nontraditional sports include skateboarding, rugby, ultimate frisbee, disc golf, rock climbing, single-track mountain biking etc., are on the rise

Implications for Parks & Recreation

- » Requests for additional specialized, single-use facilities
- » Increased coordination needed to accommodate new sports that use fields similar to traditional sports (i.e. Lacrosse)
- » Potential for reduced demand for current athletic facilities
- » Increased demand for indoor ice due to lower quality outdoor ice and a shorter window for outdoor skating
- » More opportunities for outdoor recreation in the winter months accompany warmer temperatures



Demand for Group Fitness Events & Races

- » 78% of millennials would choose to spend money on a desirable experience or event over buying something desirable
- » Participation in adventure races grew 38% from 2012-2015, making it the fastest growing outdoor activity over that time period

Implications for Parks & Recreation

- » Provide spaces for flexible programming
- » Embrace partnerships with local organizations for programming
- » Utilize park and trail facilities without interfering with daily users
- » Capitalize on park space to accommodate pre- and post-race events



Sources:

- » *The Outdoor Foundation's 2011 Outdoor Recreation Topline Report*
- » *NRPA's 2016 Americans' Engagement with Parks Survey*
- » *Minnesota's SCORP 2014-2018*
- » *USDA Forest Service Recreation Survey*
- » *Leisure Time Studies by Hofferth & Sandberg, Juster, and SGMA*
- » *Youth Media Campaign Longitudinal Survey*
- » *Parks & Trails Council of Minnesota: Minnesota's Parks, Trails, and Public Health (2014)*
- » *American Heart Association*

Need for Convenience

- » The average American works 46.7 hours per week
- » Two thirds of all recreation occurs within a 30 minute drive from home
- » The mean travel time to work for Chanhassen residents is 23.4 minutes

Implications for Parks & Recreation

- » Need for near home recreation
- » Flexible hours are needed
- » Increased hours of operation
- » Desire for individualized schedules
- » After school/work programs

Increasingly Anxious About Safety

- » While trails are the City's most utilized facility based on the Chanhassen Community Survey, they are meeting the needs of less than half of the respondents - the majority of comments regarded the safety of crossing busy roadways

Implications for Parks & Recreation

- » Better lighting
- » Safer trails and parks
- » Facilities closer to home