

Taking Demographics and
Recreation Trends *Off the Charts*



More, More, More

- ✓ California is growing by 600,000 each year
 - Mostly due to births and immigration
 - Larger under-18 and over-55 populations
- ✓ Urban areas are expanding
 - Cities are getting larger and more dense
 - Consuming open space and resources
 - In 2000, we had 217 people/square mile
 - In 2020, we will have 291 people/square mile

DENNIS THE MENACE



"WE'RE GOIN' EXPLORIN'. IS THERE ANY WILDERNESS IN THIS NEIGHBORHOOD?"

What do increased population and urbanization mean to my program?

✓ Program Planning - Needs Assessment

- How fast is my constituent population growing?
- Do I have more youth and more seniors?

✓ Funding and budgeting

- What funding sources best serve urban areas?

✓ Partnerships and Community Support

- How can we bring seniors into our programs?

People Are Relocating

- ✓ From 1990-1999 - Moving Inland
 - Placer County grew by almost 44%
 - Mariposa County grew by almost 30%
 - Riverside County grew by almost 32%
- ✓ Populating resource-rich areas
 - Santa Cruz - 575 people p/square mile
 - California's coast is largely urban

Diversity!

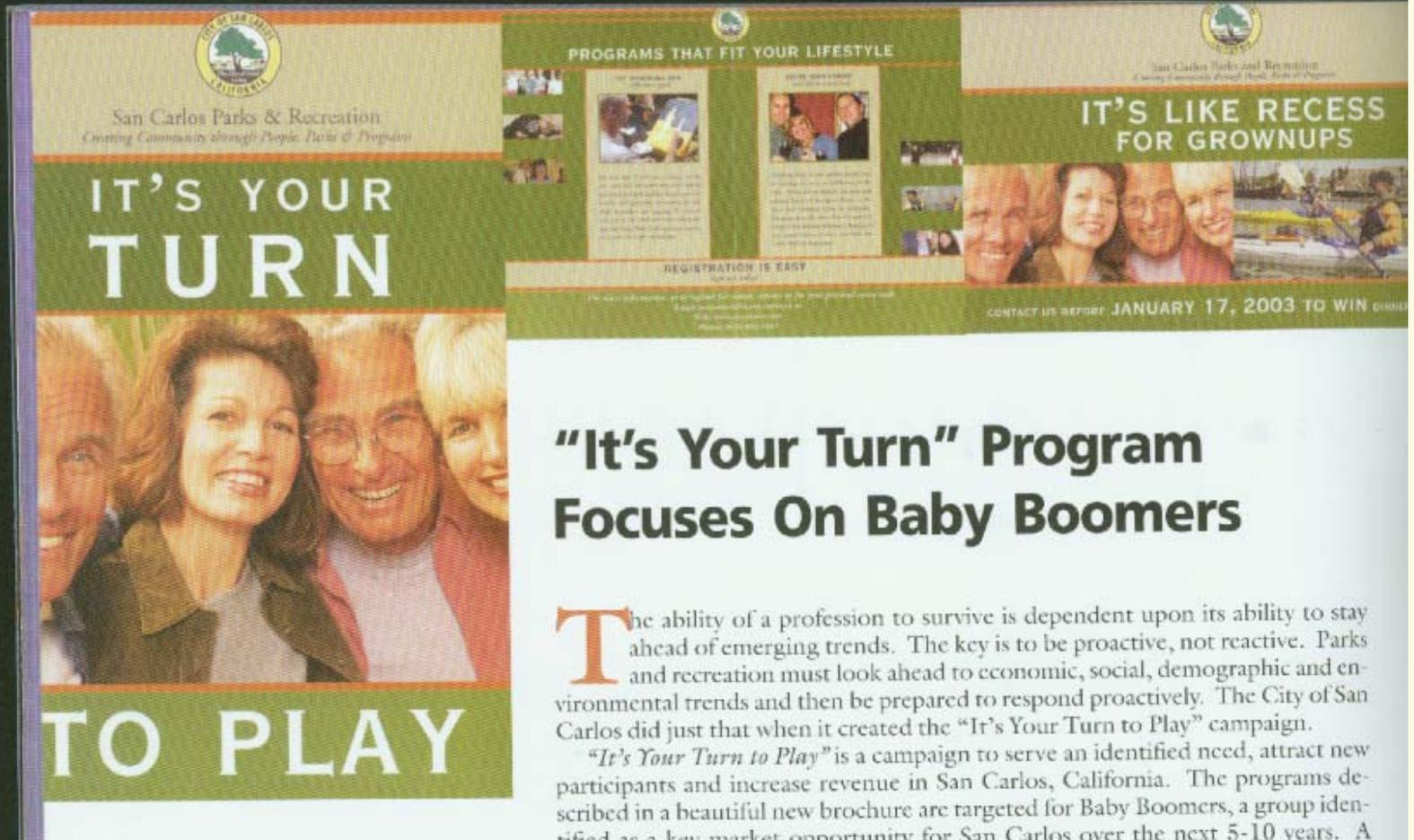
- ✓ Ethnic diversity
- ✓ Cultural diversity
- ✓ Multi-racial ethnicity
- ✓ Urban populations
- ✓ Rural populations



Baby Boom



- ✓ Nearly 1/3 of Californians are between 35 and 55
- ✓ In 20 years, they'll be between 55-75 (double the size of the current population in that age bracket)
- ✓ More active
- ✓ Recreate with grandkids



“It’s Your Turn” Program Focuses On Baby Boomers

The ability of a profession to survive is dependent upon its ability to stay ahead of emerging trends. The key is to be proactive, not reactive. Parks and recreation must look ahead to economic, social, demographic and environmental trends and then be prepared to respond proactively. The City of San Carlos did just that when it created the “It’s Your Turn to Play” campaign.

“It’s Your Turn to Play” is a campaign to serve an identified need, attract new participants and increase revenue in San Carlos, California. The programs described in a beautiful new brochure are targeted for Baby Boomers, a group identified as a key market opportunity for San Carlos over the next 5-10 years. A

Recreation Trends



- ✓ Outdoor Recreation ranks high in importance
- ✓ Shifting Preferences
 - Escape
 - Intra-state tourism
- ✓ Decline in hunting and fishing

In the News - Issues that affect Parks and Recreation

- ✓ Obesity epidemic
- ✓ Homeland security
 - War
 - Safety
- ✓ Economic instability
 - Fed, State, Local budgets
- ✓ After school programs
 - Prop. 49

Growing Participation

Back to Basics:

- ✓ Nature study
 - Museums, education
- ✓ Wildlife viewing
 - Birdwatching
- ✓ Traditional recreation
 - Hiking
 - Walking
 - Team sports

Paying to Play:

- ✓ High-cost recreation
 - Requiring expensive equipment and user fees - i.e., golf, skiing, kayaking
- ✓ High-tech accessories
 - GPS devices, cell phones
- ✓ Packaged tours
 - Walking, biking, staying at B+B's

Off the charts

- ✓ Take the obesity epidemic off the charts
 - funding?
- ✓ High-tech recreation - off the charts
 - assessment?
- ✓ Tourism trends - off the charts
 - partnerships?