



Recreation Trends

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Data Sources

- California Parks & Recreation Society TrendsScan
- Summary of other sources
- Highlights helpful for the Menlo Park Community



Population Trends

- 2010 Census Update
- National 9.7% growth or 309 million
- California growth has slowed from 14% to 10% in the last decade
- Menlo Park 4% growth
- Menlo Park Median age = 40 years old
- Menlo Park Families = 58%



Generations - Seniors

- As people live longer there is an increasing trend of younger working seniors providing care for their elderly parents.
- These working seniors are looking for low-cost day care options for their elderly parents.
- Retirement Centers without walls – AARP survey stated that 89% of older adults want to remain in their homes



Seniors - Implications

- Senior Centers are providing more elderly services than in years past.
- Senior Centers are not equipped to deal with the issues facing the elderly like medical and social services.
- The need for wellness and leisure counseling in our Senior Center.
- We must determine what services we can provide and which ones we cannot.



Generations – Baby Boomers

- 25% of the population will be over 65 in 2030
- Not a “senior”
- Large discretionary income – they have 80% of national personal wealth
- Many would like to age in place
- Ongoing learners
- Maintaining their health is a major part of their lives
- Staying in work force longer



Baby Boomers - Implications

- Integrated into existing services because they do NOT want to attend the “senior center”
- Offer a range of services that would fit various abilities – design baby boomer niche programs – ex. lower impact fitness classes
- Looking for community resources to stay active – “Baby boomer playgrounds” – walking paths, bike paths, parks, outdoor fitness equipment etc.
- Good pool for volunteers and desire to give back to the community



Generations – Gen Y

- Gen Y – Young adults between 18-25
- “30 is the new 18” - Failure to Launch
- Young adults are not following the same developmental path as previous generations
- Previous society 5 Milestones for Transitioning to Adulthood – Finishing school, leaving home, becoming financially independent, marry, have children. (in this order!)
- 40% move back with parents – The Boomerang Generation
- 63% receive some financial support from their parents
- Average 7 jobs in their 20s, difficult to find a “career”



Gen Y - Implications

- Entry into the workforce/careers with less experience or later in life
- Staying in temp positions for a longer period of time – 5-7 year recreation leaders (pros/cons)
- Opportunities for volunteer or internships since living at home or needing more professional experience



Generations - Younger

- 2nd largest baby boom since 1957 was in 2007 – We can see this influx of children ripple through in city programs and through the local schools
- Despite the large increase in babies, family sizes are decreasing – less children pre household



Younger - Implications

- We need to be flexible and manage the bubble.
- $\frac{1}{4}$ of preschoolers are raised by stay at home dads so perhaps we need to consider involving dads more in our programs
- $\frac{1}{4}$ children are raised by single parent



Family Households

- Why are more dads may be raising children? Female graduates has surpassed men for the first time in history, Male unemployment rate is currently higher than females
- Multi-generational households, 50 million households have 3 or more generations cohabitating
- Grandparents are becoming main childcare providers for working parents
- 58% of Menlo Park households are Families in 2010 census
- Family want to do things together
- Children (6-11) spent more than 28 hours a week using computers, cell phones, tv, and other electronic devices
- Disappearance of “childhood”; less free time to “play”



Family Households - Implications

- Involving multi-generations in programs
- Grandma/Grandpa & me class?
- Designing experiences that includes parents with their children at all ages
- More special events or weekend programs
- Kids are “over-programmed” into our services!
- Creating more free/less structure services (recreation based afterschool programs rather than homework clubs)



Growing Multi-Cultural Community

- Interracial couples – 1:10 in US; 28% increase since 2000
- Between 2000-2011, Hispanics accounted for 50% of US population growth
- Non-English languages spoke at home grew by 140% from 2007 ; 1 of 5 children has immigrant parent



Multi-Cultural - Implications

- Marketing (difficult to print in every language - using more graphics)
- Offering more cultural diverse programs and services
- Increase desire for “community” to bridge cultural diversity – people who learn how to play together, live together



Health and Wellness

- ½ of registered voters consider unhealthy eating habits and lack of physical activity to be the great health risk facing children in CA today
- Nationally, 36% of adults and 17% of children are obese; projected to increase 5% by 2030
- Currently 1 in 10 adults have diabetes with estimated costs of \$175B annually



Health and Wellness - Implications

- Recreation services are proactive approach to our health care crisis
- Partnering with health care providers
- Maybe doctors will write prescriptions for yoga or water aerobics instead of medication (Ravenswood Health Clinic for Aquafit)



Sports and Physical Education

- Largest youth female team sports are basketball, soccer, and volleyball
- However, by the age of 14, girls drop out of sports at twice the rate of boys
- Softball and baseball participation is decreasing
- Fastest growing sports are Lacrosse, Field Hockey and Rugby
- If PE is provided, individuals are 3X more likely to play team sports
- Teens who walk or bike to school more than 3 days a week, had a 33% lower risk of obesity compared to kids who rode the bus or received rides to school



Sports and P.E. - Implications

- Facility modifications or new facilities to accommodate emerging sports
- As sports preferences change, we will need to increase or decrease offerings
- Afterschool PE
- Creating safe routes to schools – walking/bike paths



Technology Impacts

- Interpersonal Divide - On average, Americans today have 1/3 less friends compared to 25 years ago
- People are looking for ways to connect and create community
- Many are connecting through “Mass mingling – Online communities” like Facebook, Twitter, LinkedIn, Meetup, Yelp, Pinterest, Instagram, Blogs, Match.com
- HyperConnectivity - 24/7 - Wi-fi – (now on planes!)
- Linger and stare at your phone
- Go to internet to get ALL information
- Laptops on decline according to HP, trend toward smart phones and tablets for personal use



Technology – Implications

- Modifying our facilities for people to hang out and stare at their phone
- Providing access to Wi-fi to the public
- Our marketing efforts and websites
- Shopping/getting info on our mobile devices
- Digital detox – need a break to do activities like basketball, bootcamp, or swimming



Implications for Parks & Rec

- How will these trends effect the Menlo Park community and the City's recreation services?
- What trends should we consider when evaluating upcoming projects or in the Commission's 2 year plan?

