

ATTACHMENT F
TRENDS

Summary Report

Status

	Notes
✓ Research Methodology Approved	
✓ Preliminary Research and Analysis Complete	
✓ Data Gaps Identified and Remaining Research Assigned	1) Need 2000 City of Boulder, Boulder County, and Colorado state ethnicity data for Hispanic and Asian populations. 2) Data regarding popular Hispanic population recreation activities.
<input type="checkbox"/> All Data Obtained	
<input type="checkbox"/> Analysis Complete	
<input type="checkbox"/> Technical (TAG) Review	
<input type="checkbox"/> Department Leadership Review	
<input type="checkbox"/> Community Plan Integration Review	
<input type="checkbox"/> Board (PRAB) Review	
<input type="checkbox"/> City Council Review	
<input type="checkbox"/> Public Draft Review	
<input type="checkbox"/> Final Draft Review	

Summary

Demographic Trends: 2000–2010

Category	City of Boulder			Boulder County			Colorado		
	2000*	2010*	% Change	2000*	2010*	% Change	2000*	2010*	% Change
Population	94,510	97,050	2.69%	291,288	290,177	-0.38%	4,301,261	5,029,196	16.92%
Hispanic Pop.	?	8,202	?	?	37,374	?	?	1,038,687	?
Asian Pop.	?	4,628	?	?	11,856	?	?	139,028	?
Aging Pop. (55-74yrs.)	9,132	13,400	46.74%	33,357	47,394	42.08%	565,481	907,604	60.50%
Families w/ children (<18yrs.)	8,218	7,805	-5.03%	36,385	33,343	-8.36%	555,009	586,862	5.74%
School enrollment (>3 yrs.)	36,148	39,694	9.81%	90,124	90,986	0.96%	1,166,004	1,293,504	10.93%
Ind. living in poverty	15,095	20,478	35.66%	26,818	37,143	38.50%	388,952	603,504	55.16%

Unemployed (>16yrs.)	3,938	3,921	-0.43%	7,443	10,278	38.09%	99,260	180,488	81.83%
Median family income	\$70,257	\$92,930	32.27%	\$70,572	\$87,860	24.50%	\$55,883	\$70,046	25.34%

*Data collected from the U.S. Census Bureau

Population Changes

Aging, which is a global trend in the U.S., is of significant potential future impact to Boulder. Colorado's population is growing in size and increasing in age. The aging of the "baby boomer" population (born 1946 to 1964) represents a large-scale shift in Colorado's age distribution. While this is a national trend, the significant in-migration of this group into Colorado has amplified the state's demographic. With more leisure time, comparably high disposable income, and concern for health and fitness, baby boomers are expected to increase the demand for park and recreation services.

Colorado's Hispanic population continues to grow in absolute size and proportion to the total population. Hispanics represent the fastest-growing ethnic group in Colorado, but other ethnic groups show continued growth as well. Forecasts project that persons of Hispanic origin will represent 23% of the total population in 2030, with about 1.7 million people. Many local, regional, and state parks are already witnessing changes in recreational use patterns as a result of increasing numbers of Hispanics recreating. For example, many local recreation providers see many Hispanic families participating in activities like family cookouts, softball and soccer games, riding bikes, or simply relaxing at community parks.

Family and school age population vary significantly across the U.S., and the last 10 years have seen significant changes in families with school age children in Boulder, along with growth in school enrollments. This likely means that families in Boulder are becoming larger and suggest that family and youth activities are important to Boulder residents, now and in the near future. Determining how to meet this need through a highly varied set of recreation activities may likely be a challenge in the next 5 to 7 years.

Finally, economic trends as reported in the Census data for Boulder appears to be positive with lower unemployment, increasing median incomes and lower percentages of individuals living in poverty in the City of Boulder than Boulder County and the State of Colorado.

Inactivity

Coloradans are more active than many other people in the country. The Center for Disease Control and Prevention reports that 53.9% of Coloradans get the recommended amount of physical activity, compared to only 48.1% of the national population. However, many Coloradans, particularly today's youth, are increasingly sedentary. As a result, childhood obesity rates (14.2% in 2009 – an increase of 4.3% from 2007) are a cause for attention among park and recreation professionals. Childhood obesity saw an increase of 4.3% from 2007 to 2009. Like much of the U.S., Colorado is experiencing declining youth participation in outdoor recreation activities.

Currently, there is an increasing prevalence of "nature deficit disorder" (a term coined by Richard Louv in his book *Last Child in the Woods: Saving Children from Nature Deficit Disorder*).

Nature deficit disorder refers to the phenomenon of many of today's youth not experiencing the social, mental, and physical benefits of being outside and recreating. Young adults become significantly less active as they enter adulthood, from about the ages of 17 to 22. Interestingly, there is an opportunity to combat an increasing youth obesity rate and nature deficit disorder by facilitating opportunities for outdoor recreation activities. According to the 2012 Sports, Fitness, and Leisure Activities Topline Participation Report, produced by the Sporting Goods Manufacturers Association (SGMA), individuals (ages 6+) are planning to spend 20.7% more money for outdoor recreation activities in 2012 than what was spent in 2011.

Analysis

The City of Boulder is experiencing increased childhood obesity and inactivity rates, minority population growth, and changing lifestyle patterns. In order to address these issues, the City of Boulder must continue to adapt to change and combat growing social concerns. Health and wellness have become a nationwide concern, and, as a result, some recreation activities are growing in popularity. For example, fitness classes and related activities are the most popular physical activities across the nation (SGMA, 2012). As populations continue to change, recreation facilities that offer multiple uses and serve larger areas/populations are becoming more common out of necessity.

With changing demographics and usage trends, there are several identified needs:

- Greater community connections, including providing opportunities for multi-generational plans and connections.
- Changes in programs and facilities to accommodate aging populations and single-parent/dual-working-parent households.
- Greater collaboration with other agencies, organizations, and individuals (e.g., Colorado University, YMCA, private health clubs, etc.).
- Shared recreation opportunities that level the widening economic disparity between those living under and over the poverty line.
- Address changing user populations and wants/desires (e.g., growing ethnic groups, age disparity, etc.).
- Address social epidemics and balance with growing recreation trends (e.g., inactive youth, obesity rates, nature deficit disorder, desire/willingness to pay for outdoor recreation, etc.).
- Facility management with an increased emphasis on environmental stewardship.

Discussion

According to the 2011 City of Boulder Community Survey, both sense of community and overall quality of life in Boulder have increased since 2001. Residents reported that urban traveling (i.e., bike and pedestrian facilities such as bike lanes, sidewalks, and paths) is a highly important feature of their community. Also, residents reported a high connectivity rate (i.e., internet-based functions) and desire for technology. There is a strong sense of community in Boulder that may seem incompatible with a need for connectivity, but these findings and research into social media communities suggest that the two overlap and create a different sense of community for younger and more social media savvy residents.

The City of Boulder is in a challenging stage of community development. Residents desire community connectedness through technology, urban pathways, and engagement opportunities; at the same time, they call for sustainable resource management. Boulder must continue to address a changing population that will increasingly desire different recreation opportunities. To that end, a comprehensive and intentional management strategy that proactively addresses social, economic, and environmental trends will provide a foundation on which the city can build.