



State of our Watershed

Review of Trends and Opportunities

Recreation

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Recreation: *Bringing You Happiness and Good Health*



Photos: CVC Communications

- Recreation is understood to be the leisure time activities that we partake in for enjoyment, when we are not working.
- Participating in recreational activities brings meaning to life, it helps to define who we are as people and is proven to bring much satisfaction to our quality of life – contributing to our overall health and happiness.

Valuing Leisure Time

- Societal shift regarding 'Work' and 'Leisure'
- Leisure takes Precedence
- Majority of Canadians feel pressure to balance 'Work' and 'Life'
- Discretionary time is limited; leading to Poor Life Satisfaction and Health

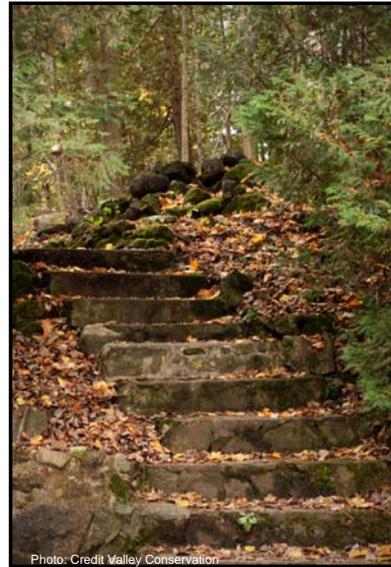


Photo: Credit Valley Conservation

- Since the late 1990's there has been a shift in societal values regarding the precedent that work and leisure have in our lives.
- Even though, we rate leisure as a higher priority in life, we continually report having less time discretionary time, and this fact has been correlated with lower life satisfaction, happiness and poorer health.
- Which indicates that we cannot discount the importance that a meaningful recreation landscape can have in shaping the quality of life for those living and visiting the Credit River Watershed?
- There is good news here though, and it is that as an organization who manages lands for public use we can have an impact on positively contributing to health and wellbeing.
- Providing people with access to nature is increasingly being considered as a health benefit and Recreation Studies find that parks serve as both places where people go to pursue recreational activities, but also that just being there is valued as recreation.

CVC's Role in Recreation

As Conservation Lands Managers we play an important role in the outdoor recreation landscape.

Value of Recreation Providers is seen across Canada & Ontario*:

- 90% of Canadians feel happier when connected to nature
- 70% of all Canadians have spent time in the last year recreating outdoors
- 80% of Ontario households note that they use public parks



*Parks and Recreation Ontario: Resources; Canadians in Nature Report

Photos: Conservation Ontario – Photo Contest

•As Conservation Lands Managers, CVC plays an important role in the outdoor recreation landscape.

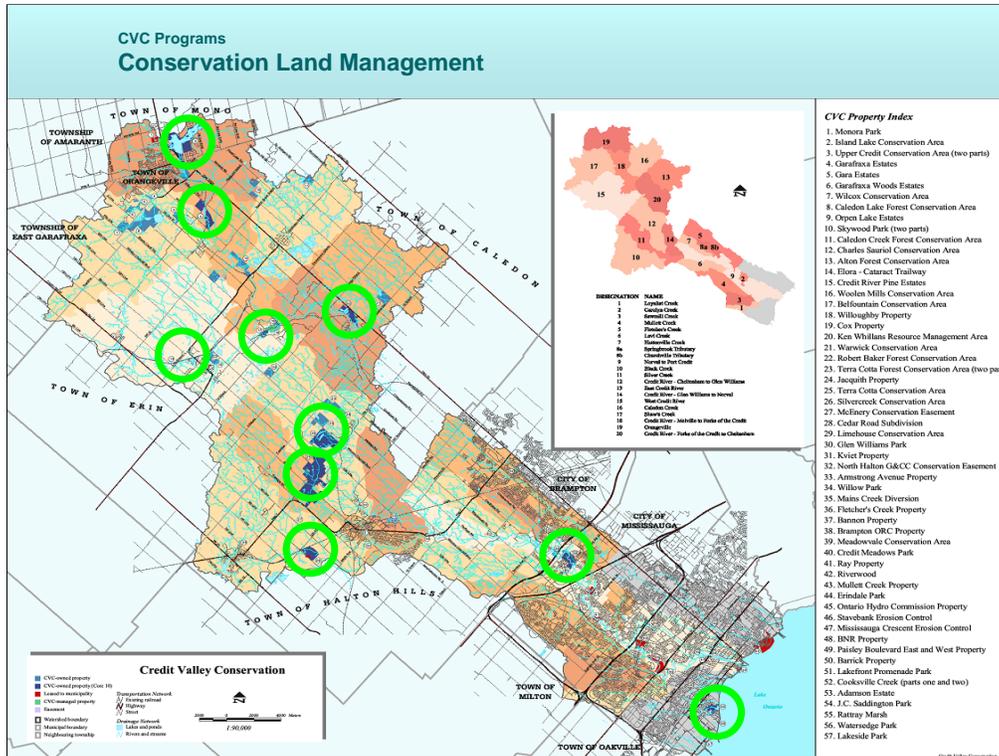
•We invite watershed residents and visitors to experience our conservation areas for nature appreciation and recreational pursuits.

•And we can see the value in this as:

9 out of 10 Canadians note that they feel happier when they are connected to nature;

70% of all Canadians have chosen to spend time recreating outdoors in the past year;

With 80% of Ontario households noting that they use public parks.



- Conservation Authorities act as an important recreation provider in Ontario; reporting millions of visits each year at the 270 conservation areas across the province.
- Within the Credit River Watershed, CVC owns and manages a system of 60 Conservation Areas;
- 10 are highlighted to promote public use, for recreation and nature appreciation purposes.
- Annually, we interpret through visitor counts and gatehouse receipts, that over 500,000 visits are seen across our Core 10 system

CVC as a Recreation Provider

Passive Recreation

- Hiking, Picnic, Fish, Boat, Photography

Motivators

- Social Gatherings; Time in Nature; Escape; Health and Fitness

Community & Destination Parks

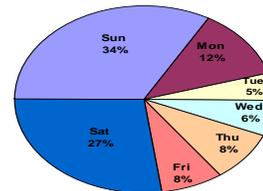
- Lifestyle benefits for recreational pursuits or routine activities

Primary Trade Areas (Visitor Origin)

- Brampton & Mississauga

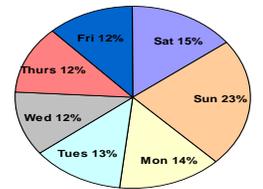
Destination Park Profile – Peak Weekend Use

BCA Trimble Trail - Day of the Week



Community Park Profile – Consistent Use

ILCA North Dam - Day of the Week



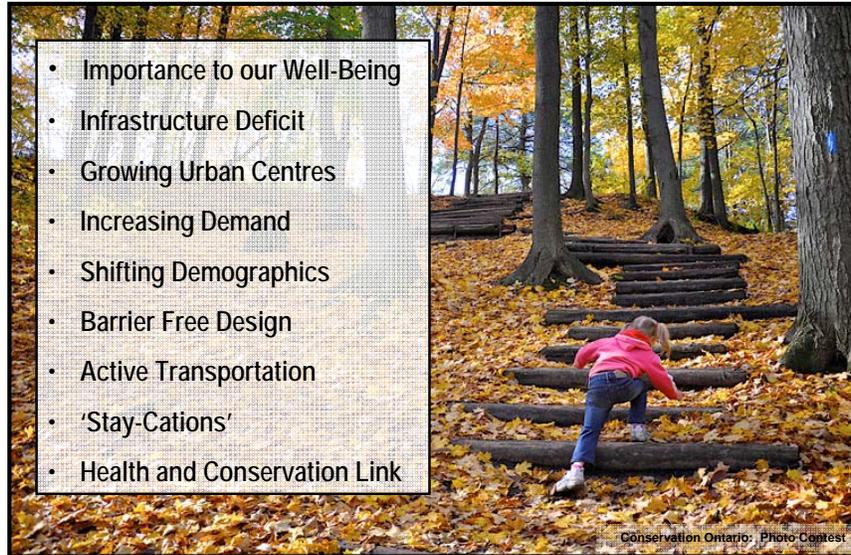
•Within our conservation areas we promote passive recreation and nature appreciation opportunities; most notable activities include hiking, picnics, fishing, non-motorized boat use, cycling, nature viewing and photography.

•Based on our visitor information surveys, we can begin to understand the motivators for why people choose to visit. We believe that people are drawn to our CA's to spend time with family and friends, be surrounded by nature, feel a sense of escape from their daily routine, and for physical fitness and wellness.

•From our trail count data, we understand that our conservation areas act as both a destination for leisure pursuits, and a community park used routinely for lifestyle benefits.

•Based on postal code analysis, we understand that our primary trade areas are largely Brampton and Mississauga, with pockets in Halton, Caledon and Orangeville.

Trends in Recreation: Considerations for Future State



- Recreation activities are as diverse as the people that partake in them; we know that leisure time is important to us and studies have shown that we are willing to travel and pay for it.
- Infrastructure however, doesn't always exist to facilitate our interests; and across the province we are in a recreational infrastructure deficit, with many assets being past their useful life.
- As our urban centres grow, we need to utilize our existing space to the maximum potential and account for increasing populations and demographic shifts; such as aging populations and new Canadians.
- We must also make considerations for accessible facilities, with barrier free design for all recreation offerings.
- Active Transportation is relevant here - its creating physical connections between communities through trails
- Stay-Cations is a trend that will influence recreation and tourism at a local level.
- And Health and Wellness does have an important tie to natural areas and recreational pursuits. We are seeing policy demand these opportunities, and linkages between the health and conservation sectors

Trends in Recreation – Considerations for Future State



- All of these trends will have a land management impact, indicating a stronger need to protect natural features and functions within protected areas; a need to manage user conflicts and the need to provide meaningful recreation opportunities.
- If people are choosing to spend their leisure time with us, we should be providing innovative and exciting experiences.

Recreation: Ideas For Action

- **Create Value Added Recreation Opportunities**
 - Innovative and Relevant
- **Management Planning**
 - Site Designs to Facilitate Recreation Landscape
- **Land Care Program**
 - Asset and Risk Management Programs
 - Operational & Long Range Planning Programs
- **Revenue Generation & Tourism**
 - Market Analysis
 - Alternative Revenue Sources
 - Special Events, Corporate Events, Private Events
 - Foster Strategic Partnerships
- **Greenlands Securement**



- Create Value Added Recreation Opportunities
 - Meet the Needs of our Target Market
 - Utilize Technology and Innovative Design
- Management Planning
 - Develop Infrastructure and Site Designs to accommodate diverse recreation activities
 - Zoning - Balance Protection and Recreation Objectives Effectively
 - Connect Natural and Cultural Heritage through Programming
 - Expand Core 10 system, in order to bring additional properties (existing and new acquisitions) into our scope for recreation planning, education and visitor experiences.
- Robust Land Care Program
 - Asset Management
 - Risk Management
 - Relevant Operations and Long Range Planning Programs
- Revenue Generation and Tourism
 - Market Analysis
 - Develop marketing program
 - Alternative Revenue Sources (Grants, Development Charges, Fundraising)
 - Special Events, Corporate Events, Private Functions (Weddings)
- Foster Strategic Partnerships



SIXTY YEARS
Our Heritage to Conserve