



History of Living Well in LO, powered by Parks & Recreation

TRENDS and COMMUNITY NEEDS IDENTIFIED IN PARKS PLAN 2025

Lake Oswego Parks & Recreation's (LOPR) mission is building community, enriching lives and caring for Lake Oswego's natural and urban environments.

Parks Plan 2025 (Adopted 2012) highlights regional and national trends of the obesity crisis, its link to chronic diseases, and benefits derived through accessible recreation opportunities. LOPR also serves a more active, adult, aging population who desire new ways to maintain health of mind and body.

REGIONAL AND NATIONAL TRENDS

In addition to the specific trends identified in Lake Oswego, the following regional and national trends are likely to shape the activities and desires of residents in the future.

Health and Recreation

The 2008-2012 Oregon Statewide Comprehensive Outdoor Recreation Plan (SCORP) recognizes the important connection between accessible recreation activities and health. Nationwide, the U.S. is experiencing an obesity crisis, and Oregon is no exception. Obesity and overweight increases the risk of chronic diseases, including heart disease, diabetes, and cancer. Physical activity reduces the risk of these chronic diseases, regardless of weight. Providing accessible recreation opportunities—with a variety of activities and locations—has been shown to increase activity levels and promote health. A more active older adult population is also looking for new ways to maintain their healthy lifestyles including competitive sports.

Connecting Children with Nature

The need to connect youth with the outdoors was one of the key findings of the 2008-2012 Oregon Statewide Comprehensive Outdoor Recreation Plan and is a concern nationally. The Oregon Outdoor Children's Bill of Rights is a statewide effort sponsored by the Oregon Recreation and Park Association (ORPA) that encourages recreation providers and families to offer opportunities for children and youth to participate in outdoor recreation activities. Addressing what has become known as "nature deficit disorder," agencies are integrating nature into the recreation program offerings and creating recreation opportunities in natural areas where they can be incorporated without adversely impacting habitat and natural resources.

Outdoor Recreation and Programs

According to the Outdoor Industry Association, 159 million people over the age of 16 participate in outdoor activities in America today. Not surprisingly, the Baby Boomer generation (people aged 47 to 66) and the millennial generation (ages 27 and younger) are the largest segments driving this new outdoor lifestyle trend. People are looking for ways to engage in more traditional forms of outdoor recreation, such as hiking, fishing, boating, gardening, camping and playing in nature. Due to time demands of family and jobs, convenience and accessibility are critical. Cities that can deliver programs that include compelling, close-to-home outdoor activities will have a competitive advantage in retaining and attracting residents.

Centralized, Multi-use Recreation Facilities

Multi-use community, recreation and wellness centers that satisfy a broad range of needs, such as classroom space and meeting rooms, fitness classes, aquatics, social services, child care and senior services, are the current trend. With the growing popularity of multi-use centers, many communities have steered away from free-standing, age-specific facilities such as senior or youth centers. Increasingly, these facilities are operated by a non-profit organization or in a partnership between jurisdictions, nonprofits or commercial fitness providers. The goal of these facilities is to balance low or no cost services and facilities with revenue generating programs and user fees.

Adult/Senior Programming Preferences

An aging population is one of the most noteworthy trends across all parts of the United States. Parks and recreation providers will need to develop facilities and programs to serve adults and seniors who possess a variety of needs and interests. Seniors can no longer be lumped into a single category and be effectively served. With healthier lifestyles, people live longer and have more active lives than ever before. Parks and recreation providers need to consider seniors' diverse interests and multiple life stages. Programs should provide for:

- Developing new skills;
- Learning new activities;
- Engaging in volunteerism;
- Helping those with health issues, mobility issues and access concerns;
- Providing passive and contemplative activities;
- A higher level of activity, including competitive sports;
- Offering intergenerational interactions; and
- Providing affordable activities.

Urban Agriculture

Food production has re-emerged in the urban landscape in the form of community gardens that have popped up in vacant lots, parks, and even rooftops. These gardens, along with farmer's markets, community-supported agriculture, food co-ops, and seed-savers groups are part of a larger movement to localize food production – an alternative to the global corporate model of our food industry. The local food system connects consumers with growers, supports small farmers, preserves agricultural heritage, and ensures the availability of nutritious organic food.

Rise of Alternative and Challenge Sports

Indoor or outdoor alternative sports and challenge activities, such as lacrosse, skateboarding, rock climbing and mountain biking, have growing appeal, especially for teens and younger adults. Because these activities have limited availability, they generally draw participants from a larger geographic area. Many of these activities require expert instruction at different skill levels which can be provided through programming. Providing facility access to emerging sports is one way that agencies are engaging new users.

[Goal 3 of Parks Plan 2025 is to provide recreation options and being known as the community's partner in promoting active living and addressing the obesity crisis.](#)

GOAL 3 OF PARKS PLAN 2025 - RECREATION

Providing recreation options: Lake Oswego Parks and Recreation is the community's partner in promoting active living and addressing the obesity crisis. People are more likely to be active if they can select from a variety of options for exercise and sports, play for children, and opportunities to experience nature. The community's third priority is to provide additional recreation options, including more community gardens and more river access for swimming and boating.

Parks Plan 2025 Recommendations for Providing Recreation Options

- 3.1 Develop site masterplans and designs.
- 3.2 Reflect Lake Oswego's unique identity.
- 3.3 Provide diverse programs/events.
- 3.4 Provide programs to address essential services.
- 3.5 Introduce new recreation facilities and amenities.
- 3.6 Expand Urban Agriculture.
- 3.7 Investigate options for a multi-purpose recreation center.
- 3.8 Develop a public plaza in Lake Grove.

ABOUT THE LIVING WELL IN LO INITIATIVE

DEVELOPMENT AND IMPLEMENTATION

In November 2012, NRPA Parks & Recreation magazine printed an article titled *The 5 Key Trends in Parks and Public Health* that sparked the attention of PRAB members. LOPR collaborated with advisory board members to understand their perspectives on community health issues, relied on information about regional and national health trends that was gathered during the Parks Plan 2025 comprehensive master planning process, and created the *Living Well in LO, powered by Parks & Recreation* three-to-five year project outline. The department developed specific plans for each phase/year, sought out community partners, and utilized the *Activities Guide* designers to assist with branding the program and delivering social media content.

LOPR met with the Parks & Recreation Advisory Board (PRAB) and worked with member Dr. Ryan Hubbard to develop community awareness to the six dimensions of wellness (Physical, Intellectual, Spiritual, Environmental, Social and Emotional) and deliver recreation programming utilizing action directed, motivational categories of Get Interested, Get Moving, Get Creative, Get Healthy, Get Involved, Get Together, Get Excited, Get Help, Get Acquainted, Get Outdoors, and Get Prepared. The result was *Living Well in LO, powered by Parks & Recreation* which is the branded project for all recreation offerings.

Designed as a 3-5 year initiative, the project was developed and approved in 2014, launched in 2015 and implemented in three phases: 2015 - department level involvement; 2016 – expand to city level involvement; 2017 – expand to community level involvement; and 2018 and beyond is the sustaining phase. The main goals were to educate the community about and promote health and wellness lifestyles by offering more fitness activities, outdoor experiences and other enrichment opportunities for our community to engage in.

LOPR engaged participation from department staff, city staff, other area agencies and new community partners. LOPR executed the plans for each phase/year of the project. This included hosting brainstorming sessions, documenting plans for each year, implementing partner agreements, placing ads in the local newspaper, executing Passport to Fun program, utilizing the *Activities Guide* and *Fundamentals of Wellness* annual reports as communications tools and educational platforms, and creating a website www.livingwellinlo.org (and .com) to support our branding efforts.

LOPR initiated use of social media (Twitter, Facebook, Instagram) to further educate and engage the community (“What’s your living well in LO?”) LOPR co-branded the *Activities Guide* and *Annual Report*, documents, email signatures, activity and event flyers and other printed publications with the Living Well in LO logo, all of which are still in use today.

The Passport to Fun was the *Living Well in LO, powered by Parks & Recreation* project kickoff program that ran spring to fall 2015 and was designed to bring awareness about the six dimensions of wellness to the community and to engage and reward community participation. The passport listed activities, which upon completion, could earn the passport holder one of six different silicone wristbands that each represented a different dimension of wellness.



Refer to additional attachments on the www.livingwellinLO.org web page for more information.

Phase 1 2014-15 Department Driven Focus: LOPR partnered with the Parks Board, New Seasons, KIND, The Springs at Carman Oaks, and the Lake Oswego School District (LOSD) during both the planning and implementation of *Living Well in LO, powered by Parks & Recreation*.

The Parks Board provided input into and approved the overall project and were present at the 15 events held during Phase 1/2015. LOPR's partner, New Seasons, provided recipes and a nutrition blog on the Living Well in LO website, maintained a presence at Lake Oswego Farmers' Market, and donated gift baskets at events. KIND provided healthy snacks (thousands of bars) at events, youth camps and activities. The Springs at Carman Oaks let LOPR offer aquatic fitness in their facility's pool (The City of LO has no public pool). LOPR partnered with Lake Oswego School District and created activities targeted to incoming 6th graders. Activities were designed to address the six dimensions of wellness and build strong skills to solidify confidence and build self-worth for this critical age group as they transitioned from elementary to junior high school.

The primary education tool was the *Passport to Fun* program. It was designed to introduce and define the six dimensions of wellness (Physical, Intellectual, Spiritual, Environmental, Social and Emotional) and provide opportunities to complete activities within each wellness category to earn a representative wristband upon completion. Additional tools were the Activities Guide, annual report, ads in the newspaper, the website, and social media.

Phase 2 2016 City Focus: LOPR partnerships with New Seasons, KIND, The Springs and LOSD continued with focus on monthly events aligned with the "Gets" and the six dimensions of wellness. New partnerships with community fitness partners (StarCycle, Barre 3 and BurnCycle) provided donations from events to the LOPR scholarship fund. LOPR partnered with Oregon Public Health Institute, League of Oregon Cities, and Kaiser Permanente when applying for the Healthy Eating, Activing Living (HEAL) Cities program as a level 4 FabuLOus city. Additional education, advertising and co-branding occurred with the HEAL initiative.

During Phase 2/2016 the partnerships noted above continued as we transitioned to a city-wide events focus. Collaboration with HEAL agencies (Oregon Public Health Institute, League of Oregon Cities, and Kaiser Permanente) helped the city become a level 4 FabuLOus HEAL partner. Community fitness partners held events and donated proceeds to the LOPR scholarship fund. A committee of restaurant owners collaborated with LOPR and determined the criteria for a HEAL partner restaurant. Criteria included menu nutritional disclosure, healthy offerings and special pricing for healthy meals. All partners are provided a window cling identifying them as a HEAL Cities partner. Participating partners have their restaurant names published annually in the local newspaper and LOPR's media.

Phase 3 2017 Community Focus: Monthly events linked to the “Gets” and the six dimensions of wellness continued. The City proclaimed January of each year as Health Eating Month in LO. Local restaurants joined as HEAL partners after meeting with LOPR to develop criteria for becoming a HEAL partner. New Seasons partnership continues with Luscher Farm and the Adult Community Center.

OUTCOMES FROM THE LIVING WELL IN LO INITIATIVE

RESULTS

LOPR quadrupled the number of fitness offerings between 2015 and 2017, installed a 10 station outdoor FitSpot, installed a fitness center at the Adult Community Center, implemented Foot Golf at the Public Golf Course, increased outdoor programming, initiated a stewardship program to care for the urban environment and provide ways for people to connect with nature, and presented new community events specifically designed to bring attention to healthy lifestyles.

In 2016, LOPR applied for City of Lake Oswego to become a Healthy Eating, Active Living (HEAL) city. With resolution 16-25, the City became a level 4 FabuLOus HEAL partner. The City proclaimed January of each year as Health Eating Month in LO. Local restaurants joined as HEAL partners after meeting with LOPR to develop criteria for becoming a HEAL partner restaurant. In 2017, 7 restaurants signed on as HEAL partners which increased to 12 for 2018. (171% growth)

During the Passport to Fun program, LOPR distributed 8000 passports, over 1500 wristbands were earned, and there were 1800 Facebook, 3250 Twitter and 600 Instagram followers.

Between FY 2014-15 and FY 2016-17, LOPR addressed Get Moving and the physical dimension of wellness and quadrupled the number of fitness offers. The offer-to-held ratio increased. The participant growth was excellent.

<u>FY</u>	<u>Offers</u>	<u>Held</u>	<u>O/H Ratio</u>	<u>Number of Participants</u>
FY 14-15	87	74	85%	975
FY 15-16	374	325	87%	1826 (187% yr/yr growth)
FY 16-17	430	394	92%	2240 (123% yr/yr growth)

LOPR customer satisfaction results for FY 16-17 in the fitness category were 99% Met Expectations.

From 2015 to 2017, community fitness events hosted by *Living Well in LO, powered by Parks & Recreation* partner StarCycle yielded about 65% (\$4810/\$7458) of the total donations received for scholarships.

Between FY 2014-15 and FY 2016-17, LOPR increased community garden plots at Luscher Farm from 168 to 242 so more people could grow their own produce and Get Healthy which is linked to the Emotional and Environmental dimensions of wellness.

Stewardship falls under Get Outdoors and Get Involved and is linked to the Emotional, Physical, Spiritual, Social and Environmental dimensions of wellness. LOPR’s dedicated volunteers and Friends Groups help LOPR accomplish its mission of caring for the urban and natural environment.

<u>Year</u>	<u># Events</u>	<u># Volunteers</u>
2014	23	428
2015	32	678
2016	43	746

LIVING WELL IN LO LIVES ON

The *Living Well in LO, powered by Parks & Recreation* project was designed as a three-to-five year initiative, and 2018 is year four. *Living Well in LO, powered by Parks & Recreation* continues to be the overarching brand for the department initiative and is still used in printed media, on the website and in social media. The 2018 Program Track (like 2016 and 2017) utilizes the action oriented “Gets” to categorize offers, and community activities and events are consistently linked to the six dimensions of wellness.

The New Seasons partnership has positively evolved and continues to be an important component in the *Living Well in LO, powered by Parks & Recreation* project. New Seasons partners by serving in the Adult Community Center’s Meals on Wheels program every other month, donating day-old goods to the Center, volunteering its Green Team to work in the community gardens at Luscher Farm 1-2 times per year, and hosting a booth at Senior Fitness Day.

The Healthy Eating, Active Living (HEAL) element of *Living Well in LO, powered by Parks & Recreation* carries on through the 2016 resolution by City Council proclaiming the month of January as Healthy Eating Month in LO and increased community restaurant partner participation.

Fitness and outdoor programs and community events continue to provide new and plentiful options for the community to focus on active, healthy lifestyles.

Won’t you join us this year?