



***Communities, Culture and Heritage:
Communities, Sport and Recreation Division***

2018 Municipal Recreation Study

July 2018

Prepared by:



Study Background

The Communities, Sport and Recreation Division of the provincial Department of Communities, Culture and Heritage and Recreation Nova Scotia developed a provincial strategy for the advancement of recreation across Nova Scotia, which was launched in the fall of 2015. The Shared Strategy for Advancing Recreation in Nova Scotia clarified a shared vision and priorities that reflect the aspirations and broader potential of recreation in the province. It is also intended to strengthen alignment of plans and policies and facilitate even richer opportunities for collaboration and resource sharing among municipalities. It is meant to foster innovation and the development of complementary initiatives. The Shared Strategy for Advancing outlines five priority areas that include: Active Living, Inclusion and Access, Connecting People and Nature, Supportive Environments and Recreation Capacity. While not prescriptive, the *Shared Strategy* provides a blueprint for provincial government, municipal recreation departments, community and provincial sports organizations and others who might contribute to the recreation system. At its core, the *Shared Strategy* is to advance the impacts of recreation in Nova Scotia.

To gather information on what is happening throughout the province at the municipal level in support of the *Shared Strategy for Advancing Recreation*, the Communities, Sport and Recreation Division of the Department of Communities, Culture and Heritage (the Department) commissioned a survey of municipal Recreation Directors. The core focus was to examine the activities, policy work and initiatives taking place at the municipal level that support the Shared Recreation Strategy priorities and areas of focus.

To address the study's purpose, an online survey was conducted with Recreation Directors across the province with a contact list provided to Corporate Research Associates by the Department.

In July 2018, all municipalities were re-contacted seeking clarification regarding whether their elected municipal councillors supported the implementation of the shared strategy for advancing recreation in Nova Scotia. At that time, municipalities that had not completed a survey in February-March 2018, were again invited to do so. Three municipal recreation directors took advantage of this invitation to complete the entire survey in July. If original responding municipalities did not respond to the recontact, their responses to the Shared Strategy questions were left as is from the original contact.

The following report presents the findings of the study and includes an executive summary of results, as well as a detailed analysis of findings. The Executive Summary includes reference to selected results from the 2018 National Survey on Awareness and Implementation: Summary Report. It should be noted that this survey included both municipalities and not-for-profit organizations across the country.

Methodology Summary:

- Approach: Online survey via email invitation
- Target Audience: Municipal Recreation Directors
- Data Collection Dates: February 22 to March 9, 2018; Recontact Dates: July 11 to 17, 2018
- Average Survey Length: 25 minutes
- Survey Language: English only
- Number of completed surveys: 43 municipalities
- Response Rate: 81% (43/53) of all municipalities, towns and villages with a recreation unit

Analysis:

- The overall response rate of 81% is considered high and indicates strong representation across municipalities. Likewise, the subgroups would also be expected to be reasonably representative, although some caution should be used when dealing with smaller base sizes as they are inherently more susceptible to fluctuation.

Findings from the **Municipal Recreation Study** indicate that the vast majority of municipalities (88%) provide recreation services directly to the public *as well as* support and funding to other organizations to deliver recreation services. Among those delivering recreation services both directly and indirectly, on average, more services are provided directly rather than indirectly.

Shared Strategy

Two in five municipalities have endorsed the *Shared Strategy*, with most (82%) municipalities familiar with the strategy. In comparison, the *2018 National Survey* revealed that 22 percent of organizations confirm the highest level of their organization had endorsed the Shared Strategy, while 21 percent planned to do so.

The *Shared Strategy* is used for a variety of purposes among municipalities endorsing it, particularly for alignment of priorities (94% use it a great deal or moderate amount for this purpose), strengthening of partnerships (76%), and planning (76%). In comparison, the *2018 National Survey* noted that 43 percent of organizations included the Framework as a guiding document for strategic planning or operational programs or services.

Municipalities have made the most progress in terms of providing a supportive environment that encourages participation in recreation (rating of 7.3 out of 10), followed by ensuring the continued growth and sustainability of recreation (7.0) and fostering active healthy living through recreation (6.9). In comparison, the *2018 National Survey* reveals that organizations believe they are most closely aligned with active living. This is followed by inclusion and access, supportive environments, recreation capacity, and then connecting people and nature.

Active Living: to foster active, healthy living through recreation

In efforts to promote active living and physical recreation, activities most inclined to play a large role include maintenance of facilities and infrastructure (79%), offering programs and services directly to the public (70%), and collaboration (67%). To a lesser extent, social media (58%) and offering supports to local organizations for programs (51%) play a large role in promotion efforts. All others of the eighteen activities examined play a large role for less than one-half of municipalities. That said, all activities play at least a small role for at least seven in ten municipalities.

Programming is a part of all municipalities' efforts to advance physical literacy, while communication (77%), planning (63%) and education and training (63%) also feature prominently in municipal activities to advance physical literacy. Municipal recreation services generally consist of a mix of structured and unstructured services, with very few having two-thirds or more of their services either structured or unstructured.

Executive Summary (cont'd)

Municipalities typically have tailored strategies for an array of priority populations. The vast majority (88% or more) of municipalities target children up to age 12, families, females, low income persons, and adults 65 years of age and older. Youth aged 13 to 18, adults aged 45 to 64, and adults aged 19 to 44, along with persons with disabilities are also targeted by at least six in ten municipalities. A minority of municipalities target Mi'kmaq, newcomers to Canada or African Nova Scotians specifically.

Inclusion: to increase inclusion and access to recreation for populations that face constraints to participation

Four in five municipalities do not have in place nor are in the process of implementing an inclusion and access policy. Three in ten municipalities confirm they are developing an inclusion and access policy or strategy for recreation, while four in ten confirm they have not started development but plan to do so, while a small portion do not plan to develop such a policy. A variety of activities play a role in municipalities' efforts to promote inclusion and role, although the extent of the role varies. No single activity was identified by a majority (i.e., more than one-half) as playing a large role in municipalities' current efforts. At the same time, all play at least a small role for a solid majority (at least 65%) of municipalities.

Connecting People and Nature: to help people connect to nature through recreation

Collaboration with stakeholders and community to develop outdoor recreation opportunities and offering or supporting programs that develop outdoor recreation skills play the most substantive roles in promoting outdoor recreation and connection to nature, with eight in ten municipalities indicating these play a large or moderate role. At the same time, offering outdoor recreation leadership training and support for staff and others in the community, offering programs that encourage responsible use and protection of the outdoors and applying sustainable environment policies and practices play at least a moderate role for a majority (between 58% and 74%) of municipalities.

Supportive Environment: to ensure the provision of supportive physical and social environments that encourage participation in recreation and build strong, caring communities

Consultation with the community on recreation matters is fairly widespread, with seven in ten municipalities having done so in the past year. Conducting an assessment of the extent to which recreation places and spaces contribute to the community is less prevalent, with approximately one in two municipalities having done so in the past five years. There is at least interest among all municipalities in undertaking both of these activities, while some already have plans to do so. Infrastructure and promotion of benefits feature most prominently in municipalities' active transportation efforts, with four in five indicating it plays a large or moderate role. A specific strategy or policy plays at least a moderate role for two in three municipalities. Least likely to play a role is a local committee, although it is still identified by one in two municipalities as doing so.

Executive Summary (cont'd)

Recreation Capacity: to ensure the continued growth and sustainability of the recreation field

Most likely to play a large role in efforts to develop recreation capacity include increasing awareness of the value and benefits of recreation (47%), followed by providing support to recreation volunteers (40%) and professional development opportunities for staff (40%). That said, a variety of activities play at least a small role in efforts to develop capacity for recreation for most municipalities. In terms of increasing awareness, whether for the value and benefits of recreation and/or the role of recreation in community development, social media presence is the most prevalent activity to increase awareness, followed by general promotion and publications.

2018 Municipal Recreation Study

Key Highlights

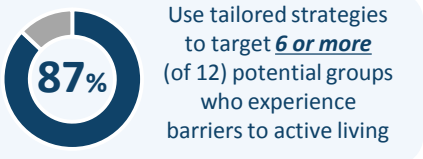
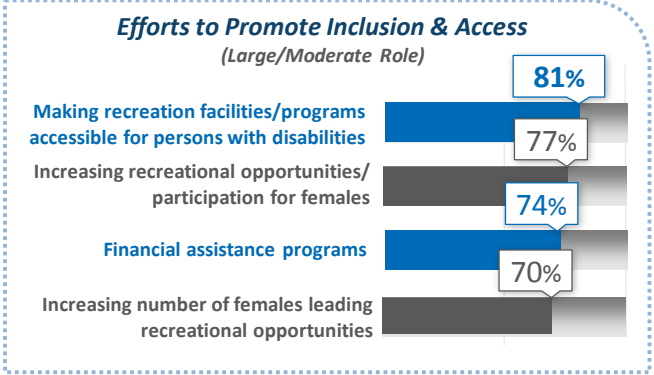
Methodology: 43 distinct municipalities completed an online survey.
 Data Collection: February 22 to March 9, 2018;
 Recontact: July 11 to 17, 2018.

Active Living

Large/Moderate Role in Municipality's Current Promotion Efforts

Offering programs/services directly to public	95%
Collaborating with colleagues locally and regionally	93%
Offering supports to local organizations	91%
Collaborating/supporting local promotion committee(s)	88%
Maintaining facilities and infrastructure	88%

Inclusion



Supportive Environment



Active Transportation Efforts

(Large/Moderate Role)

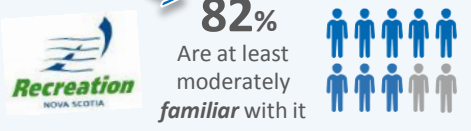
84% Infrastructure (trails, bike lanes, etc.)	79% Promotion of benefits	70% Developing & implementing strategy
67% Developing policy	51% Local promotion committee	

Recreation Capacity

Large/Moderate Role in Efforts to Develop

Providing support to recreation volunteers	84%
Increasing awareness of the value & benefits	84%
Professional development opportunities for staff	81%

Shared Strategy



Extent Shared Strategy Used

(A great deal/Moderate amount)

- 94%** Alignment of priorities
- 82%** Presentations to Council
- 76% each:** Strengthening partnerships, planning, advocacy, and influencing decision-makers

Extent of Progress

(10-pt. scale: 1=Not at all, 10=Completely)

Extent of Progress	Mean
Providing a supportive environment that encourages participation	7.3
Ensuring continued growth & sustainability	7.0
Fostering active healthy living	6.9
Increasing inclusion & access for populations that face participation barriers	6.4
Helping people connect to nature	6.3

Connecting People & Nature

Efforts to Promote Outdoor Recreation & Connecting to Nature

(Large/Moderate Role)

81% Collaboration with stakeholders & community to develop outdoor recreational opportunities	84% Offering/supporting programs that develop outdoor recreation skills
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Delivery of Recreation Services

12% directly

88% **both** directly & with support & funding from **other organizations**

Recreation time is...
52% Structured
48% Unstructured (on average)

56% Delivered by Municipality;
44% by other organizations

Background

Active
Living

Inclusion

Connecting
People &
Nature

Supportive
Environ-
ment

Recreation
Capacity

Shared
Strategy

Profile

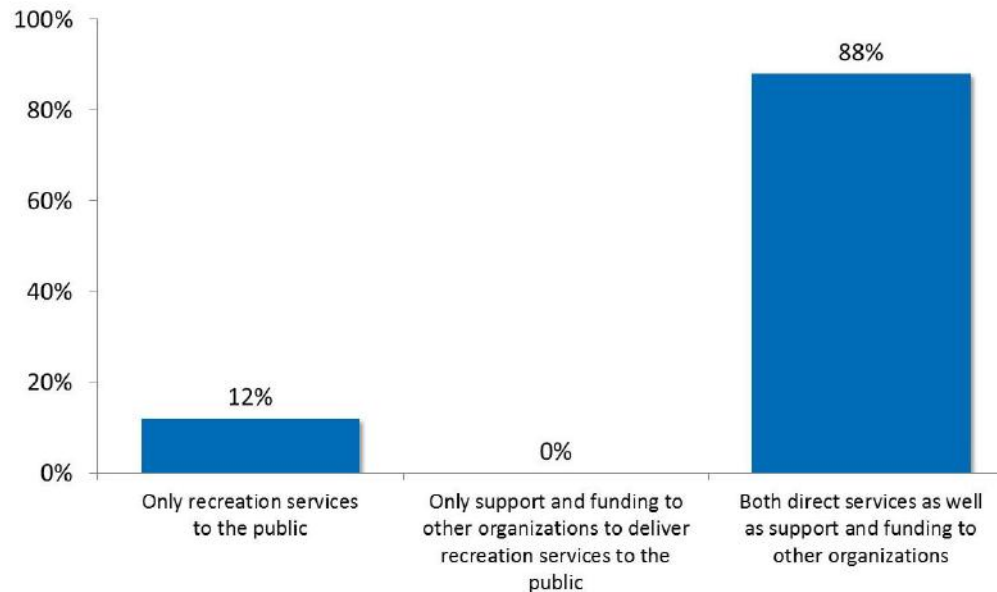
*Background:
Current delivery of recreation services.*

Delivery of Recreation Services

The vast majority (88%) of municipalities surveyed provide both recreation services directly to the public, as well as support and funding to other organizations, to deliver recreation services.

- Nine in ten municipalities provide both direct services and support and funding to other organizations, to deliver recreation services to the public. Slightly more than one in ten indicated their municipality only provides recreation services directly to the public, while none indicated they only provide supports and funding to other organizations. (Table 1 – occasionally the figures in selected graphs in this report sum to more or less than 100%, owing to rounding)

How Municipality Delivers Recreation Services and Programs



Q.1: Which one of the following best describes how your municipality delivers recreation services and programs including trails and parks? (n=43)

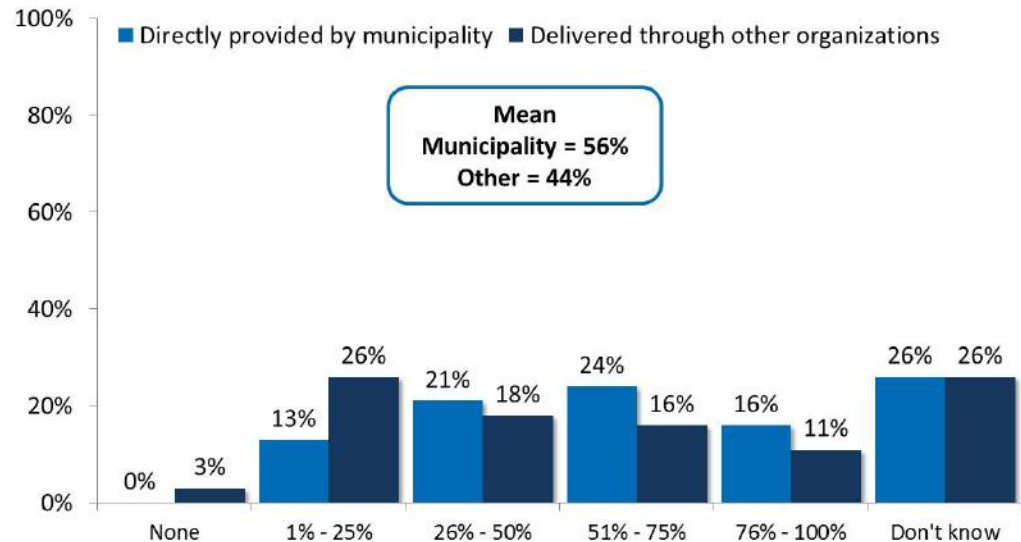
Delivery of Recreation Services

Among those delivering recreation services both directly and indirectly, more services are provided directly rather than indirectly, on average.

- Municipalities, on average, provide more than one-half of services directly, while, conversely, just under one-half is provided via other organizations. (Tables 2a-b)
- That said, there is a variety in the percentage of services provided directly or indirectly.
- Smaller municipalities of less than 10,000 are more likely to provide a greater percentage of their services directly, than are larger municipalities.
- Regionally, municipalities within Fundy/Central are more inclined than those elsewhere to provide a greater percentage of their services through other organizations.
- Approximately one in four could not confirm the percentage of services delivered directly or indirectly.

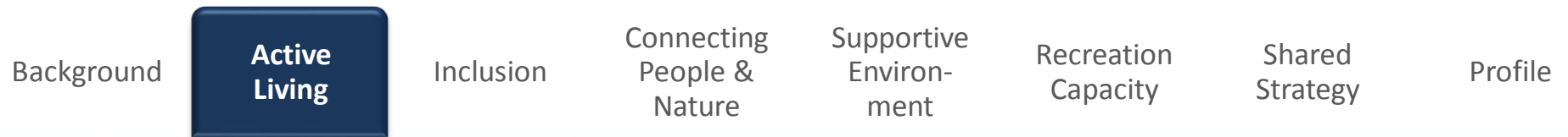
Percent of Recreation Programs and Services Delivered Directly by Municipality Vs. Through Other Organizations

Among Those Who Said 'Both' in Q.1



Q.2a-b: [IF 'BOTH' IN Q.1] Currently, approximately what percentage of your recreation programs and services is delivered directly by your municipality, and what percentage is delivered through others (community groups, sport clubs, etc.)? (n=38)

Note: Responses of 'Don't know' were excluded from the calculation of the Mean scores.



*Active Living:
To foster active, healthy living through recreation.*

Efforts to Promote Active Living

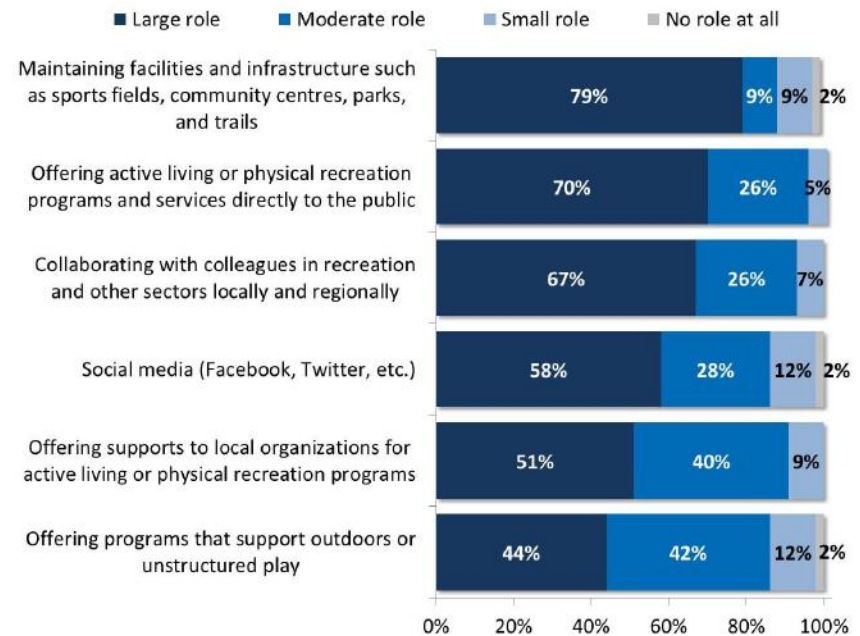
Maintenance of facilities and infrastructure, offering programs and services directly to the public, and collaboration each play a large role across municipalities in efforts to promote active living and physical recreation.

- Recreation Directors were asked to indicate how much of a role each of 18 types of activities are in their current efforts to promote active living and physical recreation.

Maintaining facilities and infrastructure plays a large role for four in five municipalities, while **offering programs and services to the public** and **collaborating with colleagues in recreation and other sectors** plays a large role for at least two in three municipalities. (Tables 3a-s)

- Close to six in ten municipalities identify **social media**, while approximately one in two municipalities identify **offering supports to local organizations for programs** as having a large role.

Municipality's Current Efforts to Promote Active Living and Physical Recreation



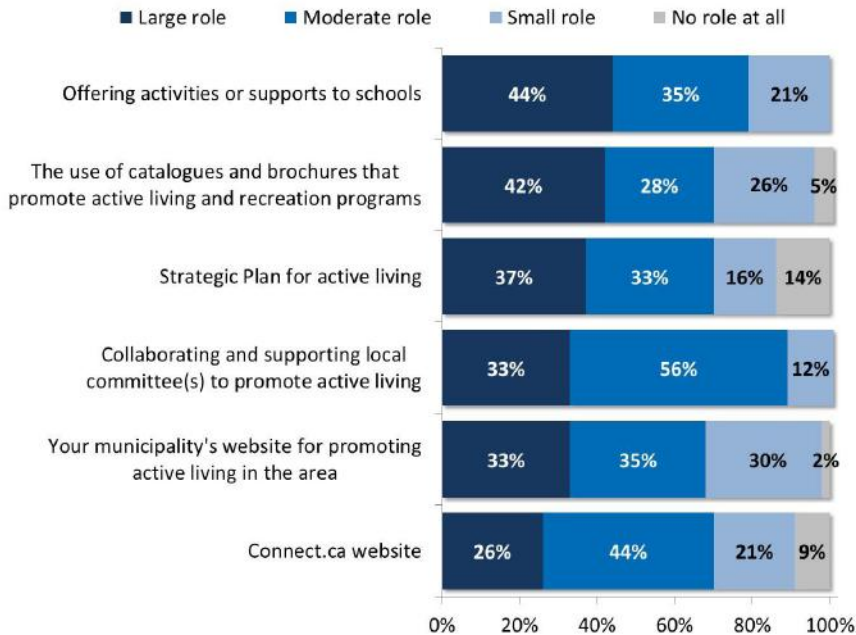
Q.3a-s: How large or small a role do each of the following play in your municipality's current efforts to promote active living and physical recreation? (n=43)

Efforts to Promote Active Living

All activities examined play at least a small role for at least seven in ten municipalities.

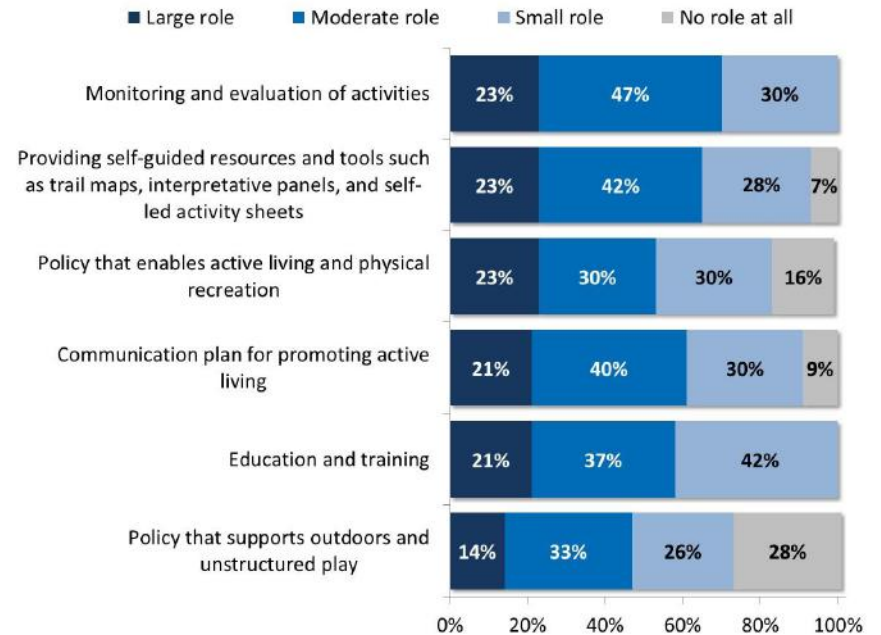
- For the remaining types of activities beyond those featured on the previous slide, only a minority indicate they play a large role. Policy that supports outdoors and unstructured play has the largest portion (28%) of all the activities examined indicating it does not play a role at all.

Municipality's Current Efforts to Promote Active Living and Physical Recreation



Q.3a-s: How large or small a role do each of the following play in your municipality's current efforts to promote active living and physical recreation? (n=43)

Municipality's Current Efforts to Promote Active Living and Physical Recreation



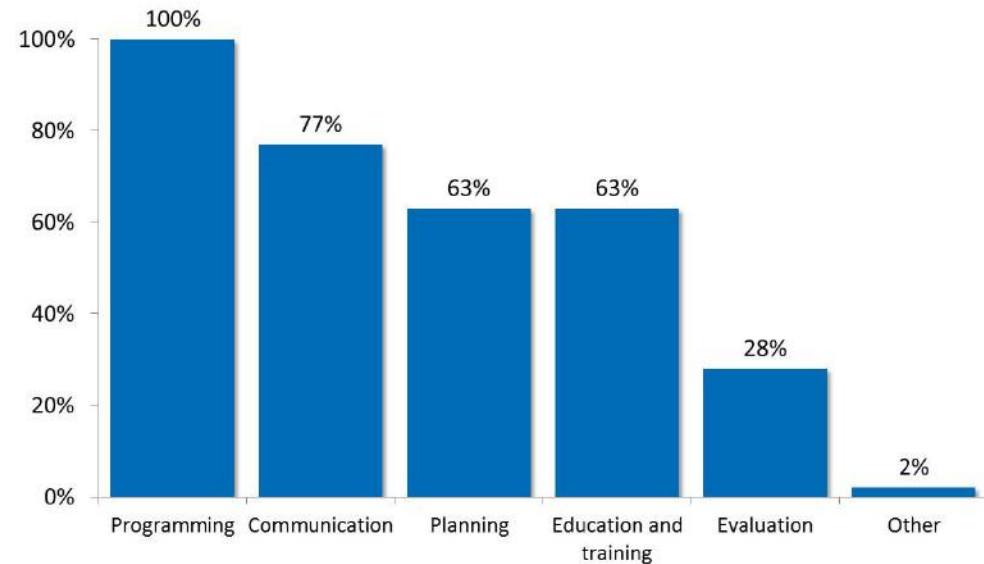
Q.3a-s: How large or small a role do each of the following play in your municipality's current efforts to promote active living and physical recreation? (n=43)

Activities to Advance Physical Literacy

Programming, followed by communication, planning, and education and training, feature prominently in municipal actions to advance physical literacy.

- All of the municipalities confirm **programming** to advance physical literacy, while three-quarters confirm **communication** is part of their advancement of physical literacy, and six in ten confirm each of **planning** and **education and training**. Only a small minority are conducting **evaluation**. (Table 4)
- To advance physical literacy, communication as well as education and training are more often identified among those providing direct services and support, than among those providing only direct services, while evaluation is only identified among those providing direct services and support.
- Otherwise, to advance physical literacy, planning is more often identified among those outside of Cape Breton/Highland area, and among those who are at the development or implementation inclusion policy stage.
- Education and training are more often identified among municipalities with a population of 10,000 or more, and Directors with ten or more years of experience. Regionally, education and training are more often mentioned among those in the Cape Breton/Highland area and least often among those in the Valley/South Shore area.

Activities Municipality is Doing to Advance Physical Literacy



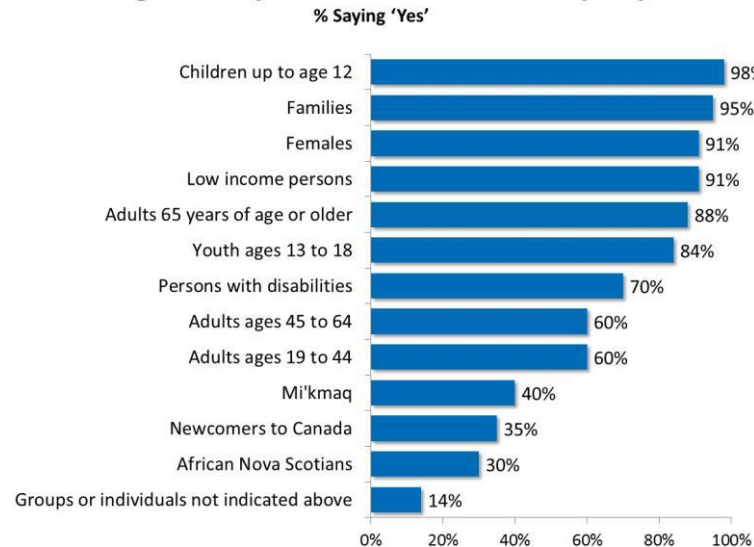
Q.4: Which, if any, of the following activities is your municipality doing to advance physical literacy? Please select as many as apply. (n=43)

Active Living Target Populations

Municipalities typically have tailored strategies for an array of priority populations.

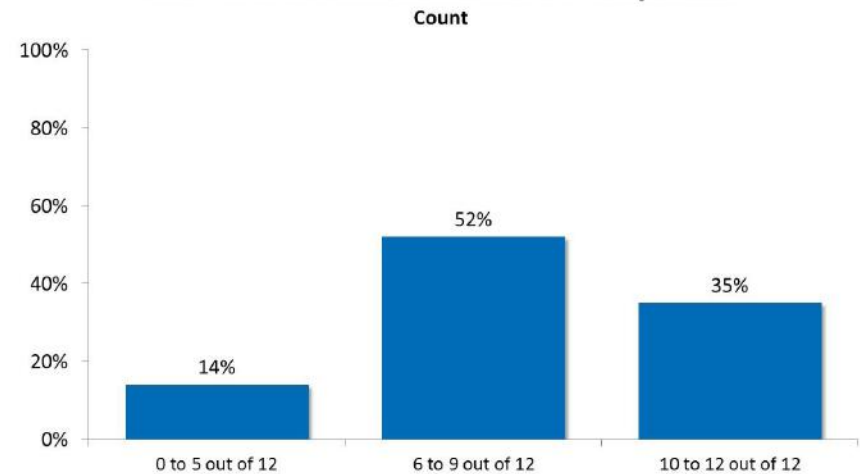
- Nine in ten municipalities target six or more of ten potential target groups, with the vast majority of municipalities targeting children up to age 12, families, females, low income persons, adults 65 years of age and older and youth aged 13 to 18. (Tables 5a-m)
- Persons with disabilities, adults aged 45 to 64, and adults aged 19 to 44 are also targeted by a solid majority of municipalities.
- A minority of municipalities target Mi'kmaq, newcomers to Canada or African Nova Scotians specifically. These target groups are more likely to be a target for those providing direct services and supports and larger municipalities of 10,000 or more residents.
- Those who have not endorsed the *Shared Strategy* are more inclined to identify various target groups, as are Recreation Directors with less years in their role.

Active Living and Physical Recreation Priority Populations



Q.5a-m: Does your municipality target or use a tailored strategy or approach to reach people who experience barriers to active living and physical recreation initiatives and participation? To which, if any, of the following groups does your municipality target for active living and physical recreation? (n=43)

Municipality Targets for Active Living and Physical Recreation Initiatives and Participation



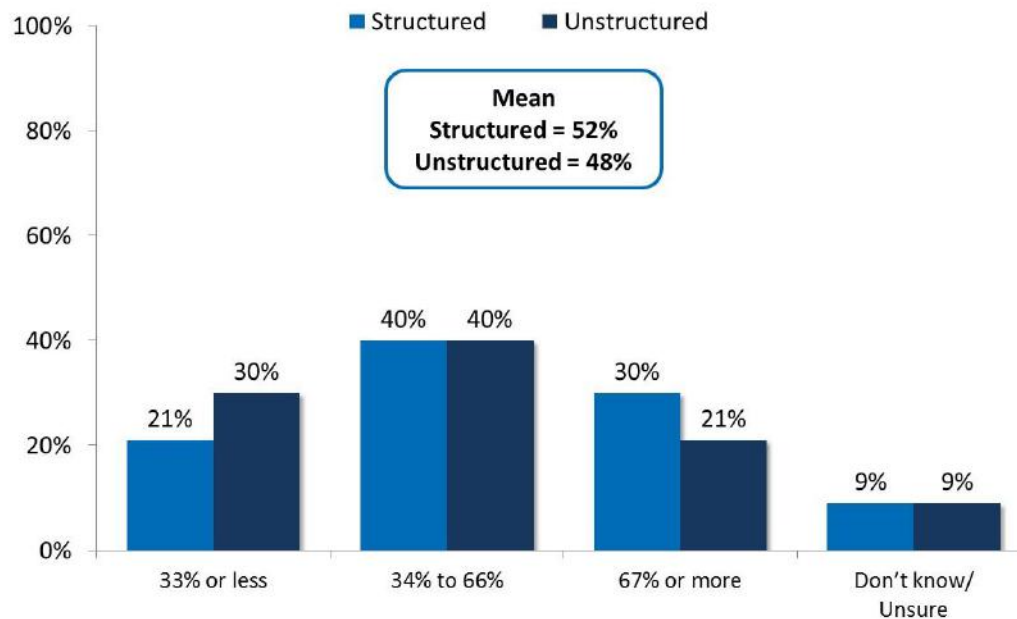
Q.5: Does your municipality target or use a tailored strategy or approach to reach people who experience barriers to active living and physical recreation initiatives and participation? To which, if any, of the following groups does your municipality target for active living and physical recreation? (n=43)

Structured and Unstructured Services

Municipal recreation services generally consist of a mix of structured (i.e. classes and programs) and unstructured (i.e. parks and trails, free time/open facilities).

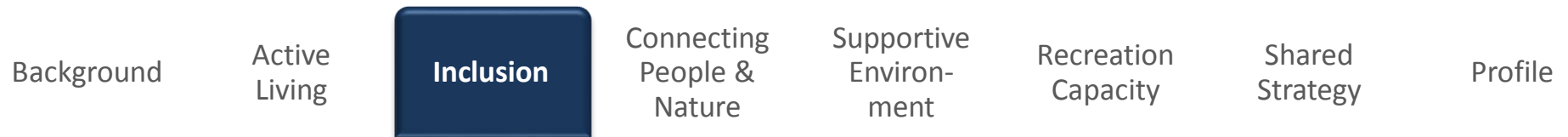
- On average, one-half of municipalities' recreation services are structured and one-half are unstructured. (Tables 6a-b)
- Very few have two-thirds or more of their services either structured or unstructured.
- Results are generally consistent across various municipality characteristics.

Percentage of Services Structured Vs. Unstructured



Q.6a-b: Approximately what percentage of your municipality's recreation services is structured (such as classes or programs) versus unstructured (such as open facilities and places, free recreation time)? (n=43)

Note: Responses of 'Don't know' were excluded from the calculation of the Mean scores.



Inclusion:

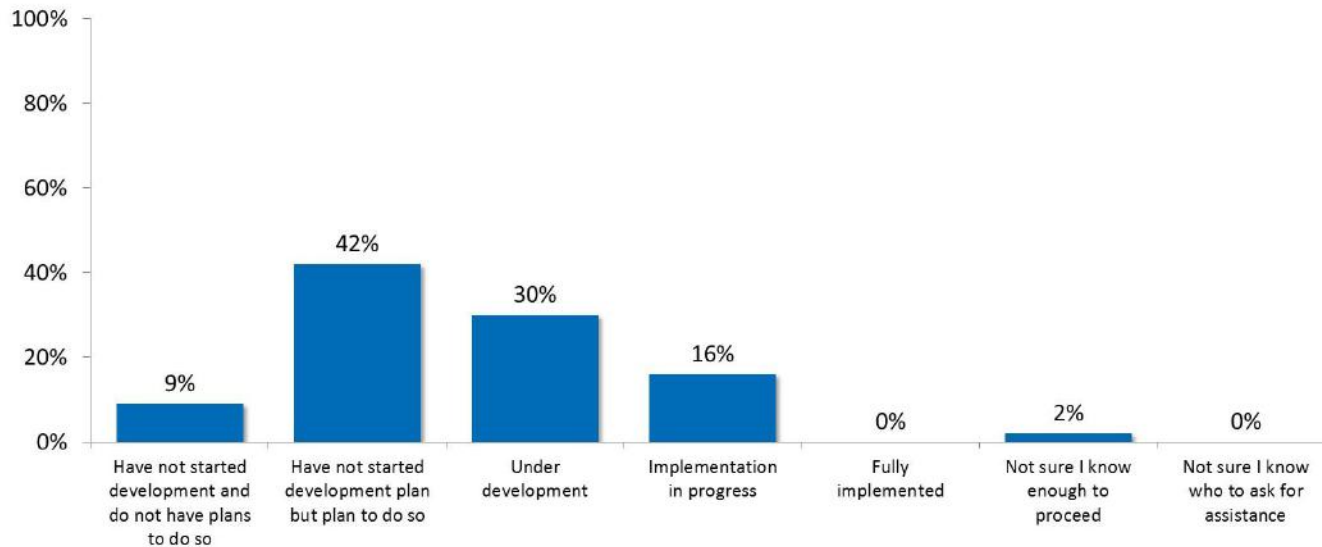
To increase inclusion and access to recreation for populations that face constraints to participation.

Inclusion and Access Policy

Most (84%) municipalities do not currently implement an inclusion and access policy or strategy for recreation.

- Only 16 percent of municipalities indicate they are currently in the process of implementing an inclusion and access policy, while three in ten municipalities confirm they are developing an inclusion and access policy or strategy for recreation. (Table 7)
- Four in ten confirm they have not started development but plan to do so, while a small portion do not plan to develop such a policy. A large minority of those who only provide direct services to the public, however, indicate they do not plan to do so.

Stage Municipality is Currently at in Terms of an Inclusion and Access Policy or Strategy for Recreation



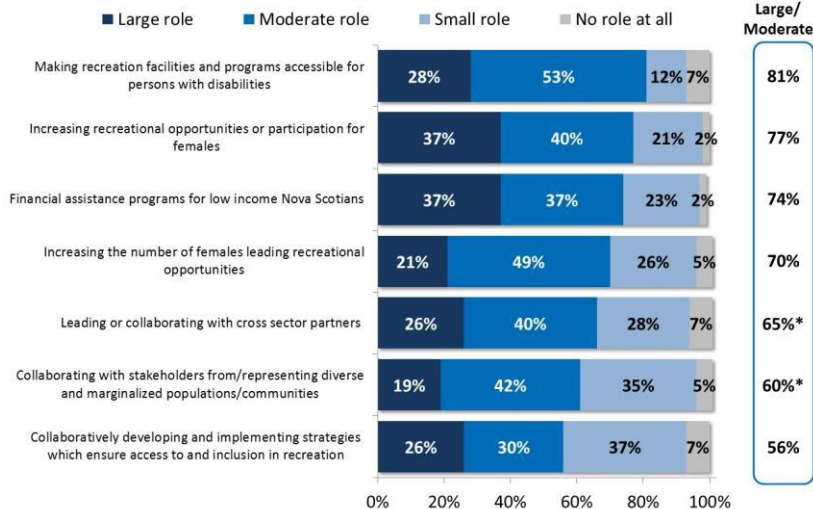
Q.7: Please indicate at which stage your municipality currently is in terms of an inclusion and access policy or strategy for recreation. (n=43)

Efforts to Promote Inclusion and Access

A variety of activities play a role in municipalities' efforts to promote inclusion and access, although the extent varies.

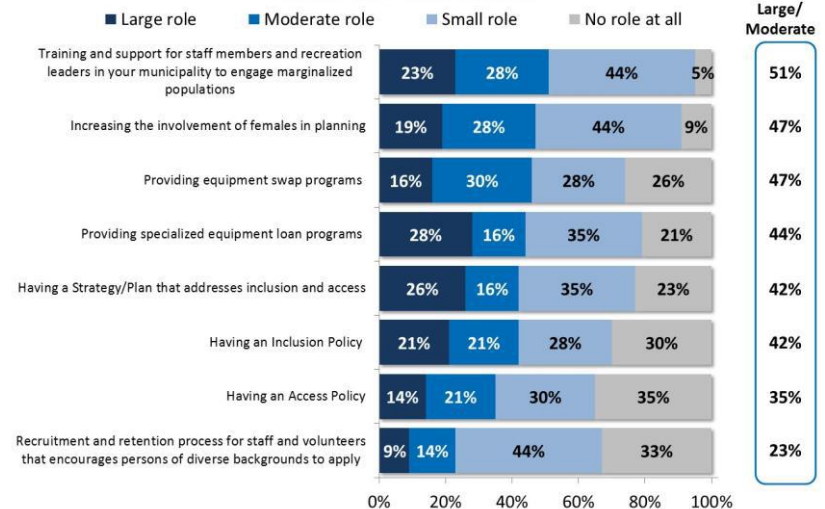
- Recreation Directors were asked to indicate how much of a role each of 15 types of activities are in their current efforts to promote inclusion and access. No single activity was identified by a majority, i.e., more than one-half, as playing a large role in municipalities' current efforts. At the same time, all play at least a small role for a solid majority (65% or more) of municipalities. (Tables 8a-o)
- Activities most likely to play a small or moderate role include **making recreation facilities and programs accessible for persons with disabilities**, **increasing opportunities for participation for females**, **financial assistance programs for low income Nova Scotians**, and **increasing the number of females leading recreation opportunities**.
- Activities that are most likely to play no role at all include an **Access Policy**, **recruitment and retention process that encourages diversity**, and **having an Inclusion Policy**.

Municipality's Current Efforts to Promote Inclusion and Access



Q.8a-o: How large or small a role do each of the following play in your municipality's current efforts to promote inclusion and access? (n=43) *Due to rounding.

Municipality's Current Efforts to Promote Inclusion and Access



Q.8a-o: How large or small a role do each of the following play in your municipality's current efforts to promote inclusion and access? (n=43)

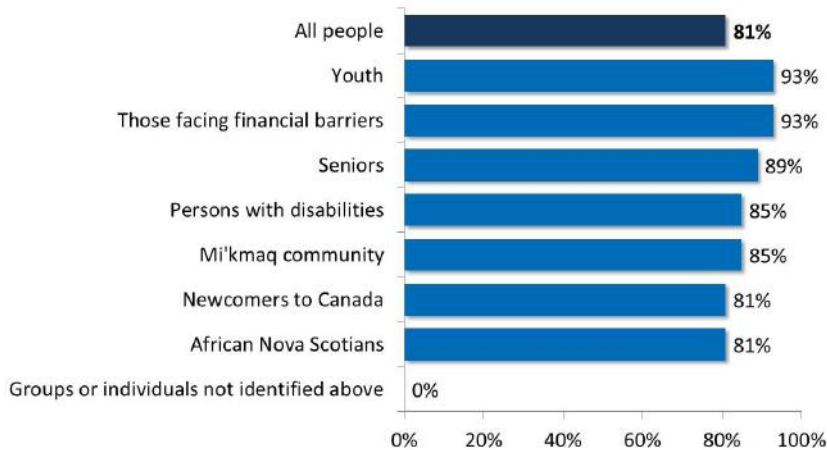
Specialized Equipment and Loans

Most of those with specialized equipment loan programs offer these programs to all.

- Eight in ten of those who indicated that they offer specialized equipment loan programs indicated they offer them to all people. Otherwise, municipalities confirm offering them for the target groups specifically listed. Indeed, eight in ten confirm offering them to seven of the seven target groups examined. (Tables 8i-ba-l and 8i_bb-h)
- The results are generally consistent across various municipality characteristics.

Specialized Equipment Loan Programs Offered By Municipality For...

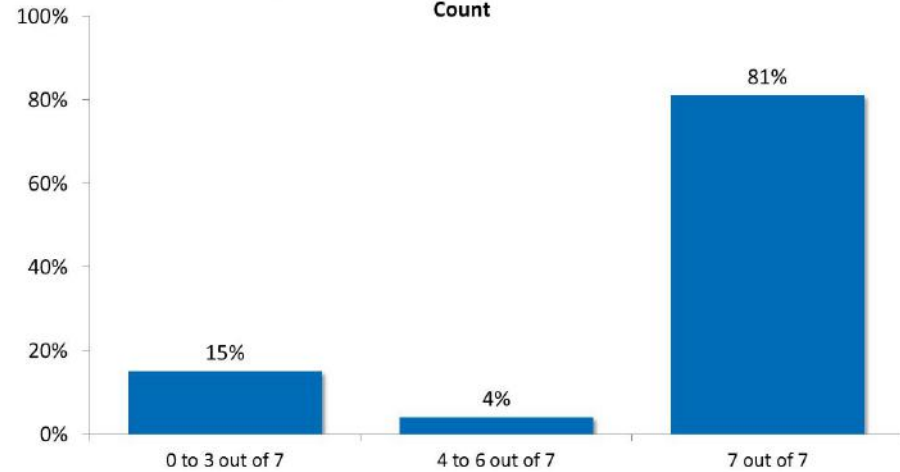
Among Those Who Said At Least 'Small Role' in Q.8
% Saying 'Yes'



Q.8i_ba-i: [NOT IF 'NO ROLE AT ALL' IN CORRESPONDING Q.8A-O SERIES] Are there specialized equipment loan programs offered by your municipality for: (n=27)
 Note: Six respondents were not posed this question due to a technical oversight.

Specialized Equipment Loan Programs Offered By Municipality For...

Among Those Who Said At Least 'Small Role' in Q.8
Count



Q.8i_bb-h: [NOT IF 'NO ROLE AT ALL' IN CORRESPONDING Q.8A-O SERIES] Are there specialized equipment loan programs offered by your municipality for: (n=27)

Background

Active
Living

Inclusion

**Connecting
People &
Nature**

Supportive
Environ-
ment

Recreation
Capacity

Shared
Strategy

Profile

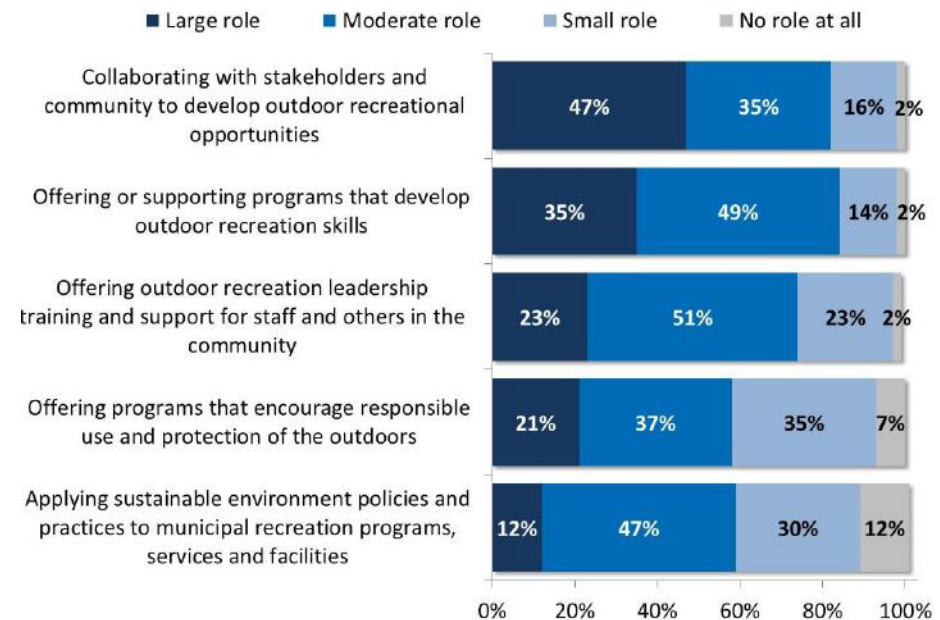
*Connecting People and Nature:
To help people connect to nature through recreation.*

Connecting People Through Nature

Collaboration with stakeholders and the community to develop outdoor recreation opportunities, and offering or supporting programs that develop outdoor recreation skills, play the largest roles in promoting outdoor recreation and connection to nature.

- In examining five specific activities that could play a role in efforts to promote outdoor recreation and connecting people to nature, all five activities play at least a small role for most municipalities. That said, **collaboration with stakeholders and community to develop outdoor recreational opportunities** is most prevalent, with one-half of municipalities indicating it plays a large role. Close to four in ten indicate that **offering or supporting programs that develop outdoor recreation skills** plays a large role. For both of these, at least eight in ten indicate they play at least a moderate role. (Tables 9a-e)
- Three in four municipalities affirm **offering outdoor recreation leadership training and support for staff and others in the community** plays at least a moderate role, while six in ten indicate that **offering programs that encourage responsible use and protection of the outdoors** and **applying sustainable environment policies and practices** play at least a moderate role.
- Those in the process of developing or implementing their inclusion policy are more likely to indicate the five activities investigated each play either a large or moderate role.
- Regionally, offering outdoor recreation leadership training and support, offering programs that encourage responsible use and protection of the outdoors, and collaboration is most prevalent (i.e., plays a large or moderate role) in Fundy/Central. Applying sustainable environmental policies and practices is least prevalent in Valley/South Shore.

Municipality's Current Efforts to Promote Outdoor Recreation and Connecting People to Nature



Q.9a-e: How large or small a role do each of the following play in your municipality's current efforts to promote outdoor recreation and connecting people to nature? (n=43)



Supportive Environment:

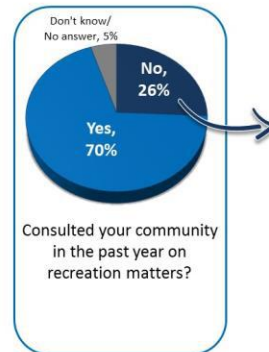
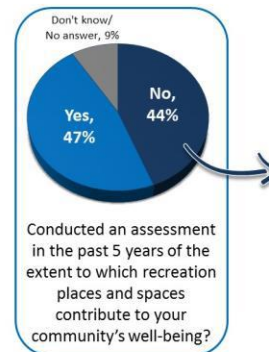
To ensure the provision of supportive physical and social environments that encourage participation in recreation and build strong, caring communities.

Assessment and Consultation

Consultation with the community on recreation matters is fairly prevalent, while conducting an assessment of the extent to which recreation places and spaces contribute to the community is less common.

- Seven in ten municipalities have **consulted their community in the past year on recreation matters**.
- Approximately one-half confirm their municipality has **conducted an assessment in the past five years of the extent to which recreation places and spaces contribute to their community**.
- Consultation with the community is more prevalent for those that are at the development or implementation stage of the inclusion policy and those that have not endorsed the *Shared Strategy*. (Tables 10a-b, 11a-b)
- Conducting an assessment is more prevalent for larger municipalities and those who have not endorsed the *Shared Strategy*.
- For each of conducting an assessment and consulting the community, one in five of those who have not conducted the respective activity indicated they already have plans to do so, while all others are interested.
- Conducting an assessment in the past five years varies regionally and is higher in the Fundy/Central (67%) and Valley/South Shore (48%) areas than in the Cape Breton/Highland area (27%). In comparison, consulting the community in the past year is less diverse across the province (Fundy/Central:78%; Valley/South Shore: 70% and Cape Breton/Highland: 64%).

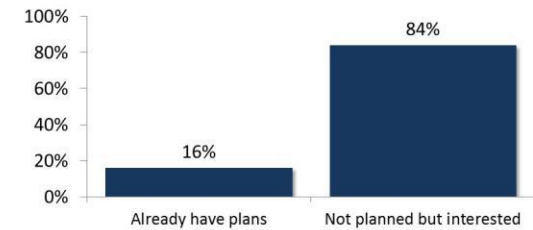
Has Your Municipality ...



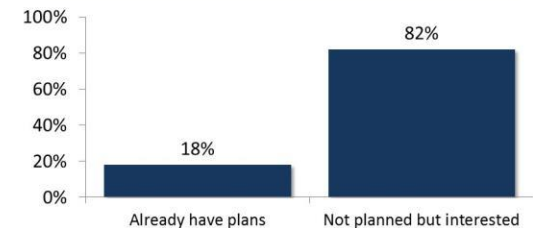
Does Your Municipality Have Plans/Definite Interest In ...

Among Those Who Said 'No' in Q.10

Conducting an assessment of the extent to which recreation places and spaces contribute to your community's well-being?
(n=19)



Formally consulting your community on recreation matters in the next 2 years?
(n=11)



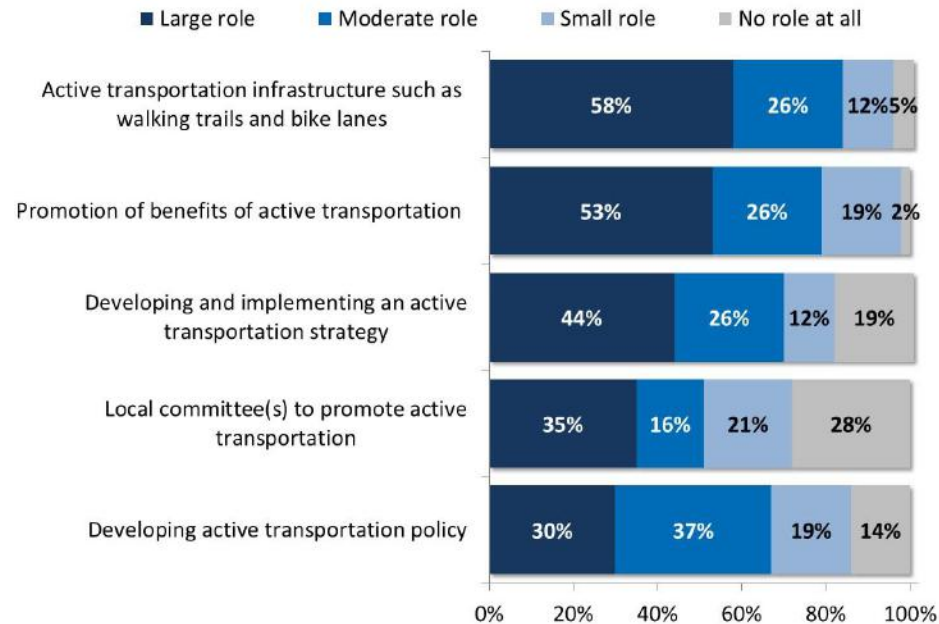
Q.10a-b: Has your municipality: ...? (n=43) / Q.11a-b: [IF 'NO' IN Q.10A/B] Does your municipality already have plans, or would your municipality have a definite interest in: ...?

Active Transportation

Infrastructure and promotion of benefits feature most prominently in municipalities' active transportation efforts.

- For at least one in two municipalities, **active transportation infrastructure**, and **promotion of the benefits of active transportation** play a large role in their active transportation efforts.
- Two-thirds identify **development and implementation of a strategy** as playing a large or moderate role, while approximately the same portion indicates **development of a policy** plays a large or moderate role. One-half indicates a **local committee** plays a large or moderate role, while three in ten indicate a committee plays no role at all. (Tables 12a-e)
- Generally, the above activities feature most prominently in the active transportation efforts of those at the development or implementation inclusion policy stage, and municipalities of 10,000 or more.
- Regionally, active transportation infrastructure or policy are most likely to play a large or moderate role for Fundy/Central municipalities. For the remaining three activities, Fundy/Central municipalities are most likely and Valley/South Shore municipalities least likely to report they played a large or moderate role.

Municipality's Current Active Transportation Efforts



Q.12a-e: Active transportation is any type of human-powered transportation, such as walking, cycling, using a wheelchair, skating, and so forth. Currently, how large or small a role do each of the following play in your municipality's current active transportation efforts? (n=43)

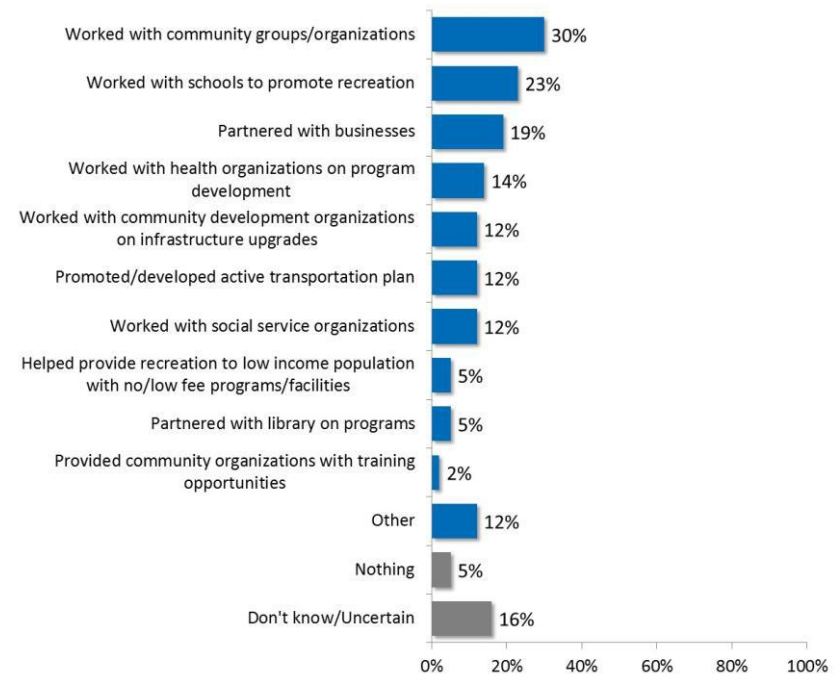
Partnerships

Working with community groups or organizations as well as working with schools are the actions most often taken by municipalities to strengthen partnerships.

- When asked, unaided, what their municipality has done in the past year to strengthen partnerships with other sectors to encourage participation in recreation, a variety of actions were noted.

Most commonly, three in ten indicated they **worked with community groups or organizations**, while one-quarter mentioned they **worked with schools to promote recreation** and one-fifth mentioned they **partnered with businesses**. Each of **working with health organizations on program development, working with community development organizations on infrastructure upgrades, promoting or developing an active transportation plan** and **working with social services organizations** are identified by between one in eight and one in six municipalities. (Table 13)

Done in Past Year to Strengthen Partnerships with Other Sectors to Encourage Participation in Recreation



Q.13: What, if anything, has your municipality done in the past year to strengthen partnerships with other sectors to encourage participation in recreation? Other sectors could include health, justice, social services, economic development, private sector, arts community, cultural community, transportation, and so forth. (n=43)

Background

Active
Living

Inclusion

Connecting
People &
Nature

Supportive
Environ-
ment

**Recreation
Capacity**

Shared
Strategy

Profile

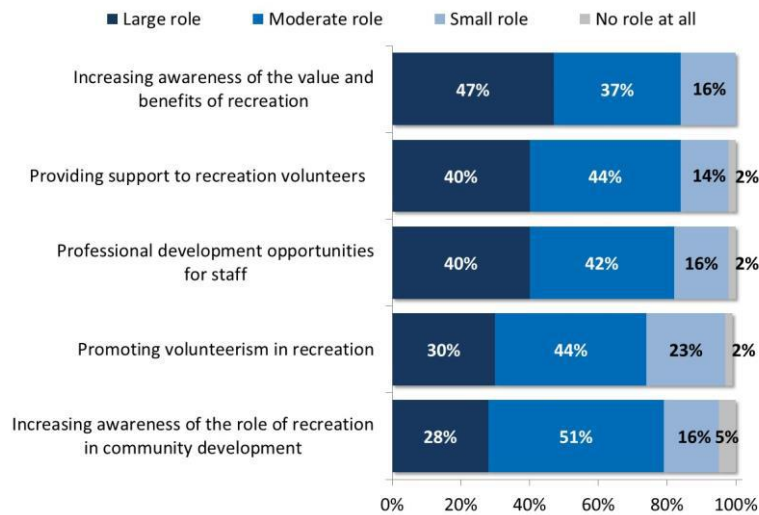
*Recreation Capacity:
To ensure the continued growth and
sustainability of the recreation field.*

Recreation Capacity Development Activities

Increasing awareness of the value and benefits of recreation, followed by providing support to recreation volunteers and professional development opportunities for staff, play the largest roles in efforts to develop recreation capacity.

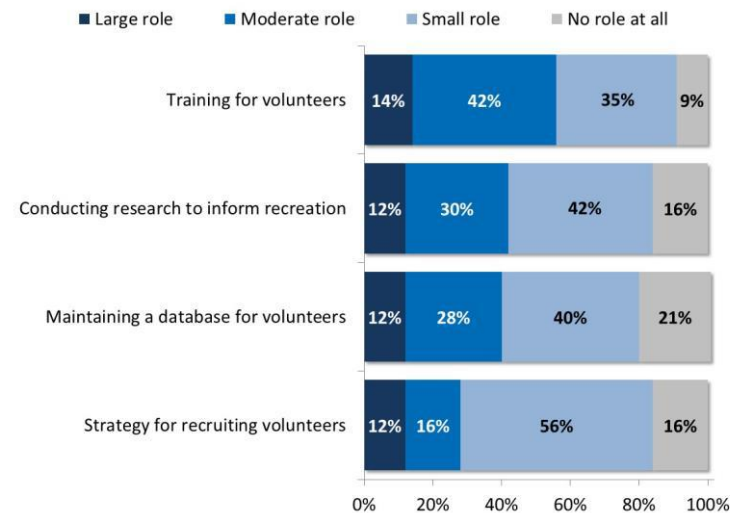
- In examining nine potential activities for the development of capacity for recreation, **increasing awareness of the value and benefits of recreation** is most likely to play a large role, identified by approximately one in two municipalities. Each of **providing support to recreation volunteers** and **professional development opportunities for staff** are identified by four in ten as playing a large role.
- **Promoting volunteerism in recreation, increasing awareness of the role of recreation in community development, and training of volunteers** play at least a moderate role for a majority of municipalities. (Tables 14a-i)
- Generally speaking, many of these activities are more likely to play a large or moderate role for larger municipalities of 10,000 or more residents.
- Professional development opportunities and increasing awareness of the role of recreation in community development are more inclined to be part of efforts for Fundy/Central, while various aspects of volunteerism including promoting volunteerism in recreation, a strategy for recruiting volunteers, training of volunteers, and a volunteer database is least evident among Valley/South Shore municipalities.

Municipality's Current Efforts to Develop Capacity for Recreation



Q.14a-i: How large or small a role do each of the following play in your municipality's current efforts to develop capacity for recreation? (n=43)

Municipality's Current Efforts to Develop Capacity for Recreation



Q.14a-i: How large or small a role do each of the following play in your municipality's current efforts to develop capacity for recreation? (n=43)

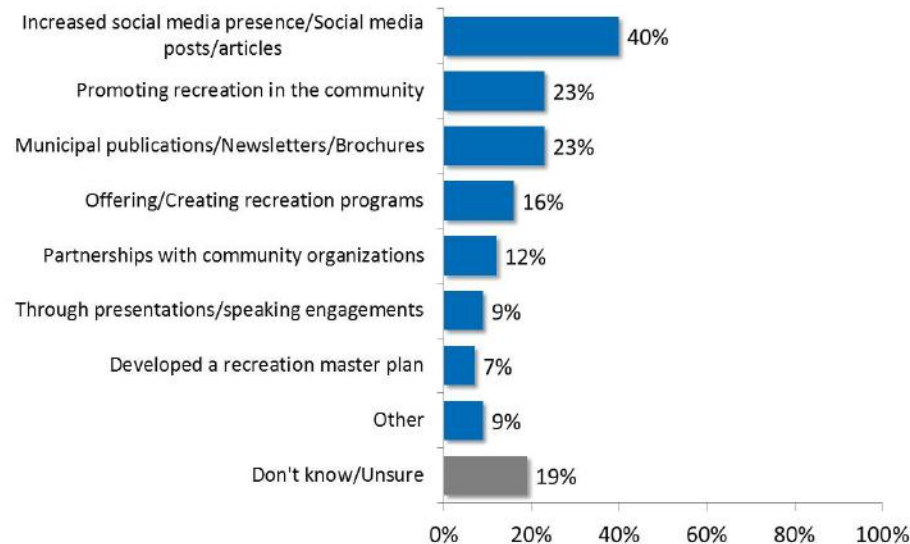
Actions to Increase Awareness

Social media presence is the most prevalent activity to increase awareness, followed by general promotion and publications.

- As noted, all municipalities indicated that increasing awareness is part of their efforts to develop recreation capacity. Increasing **social media presence** is the most prominent action undertaken, identified by four in ten municipalities. One-quarter of municipalities identify each of **promoting recreation in the community** and **municipal publications**. At least one in ten identify each of **offering recreation programs**, **partnering with community organizations**, and **presentations/speaking engagements**. (Table 15)

Done to Increase Awareness of the Role of Recreation in Community Development and Benefits of Recreation

Among Those Who Said At Least 'Small Role' in Q.14g and Q.14h



Q.15: [IF NOT 'NO ROLE AT ALL' IN Q.14G OR Q.14H] Please describe what your municipality has done to [increase awareness of the role of recreation in community development (and to) increase awareness of the benefits of recreation]. (n=43)

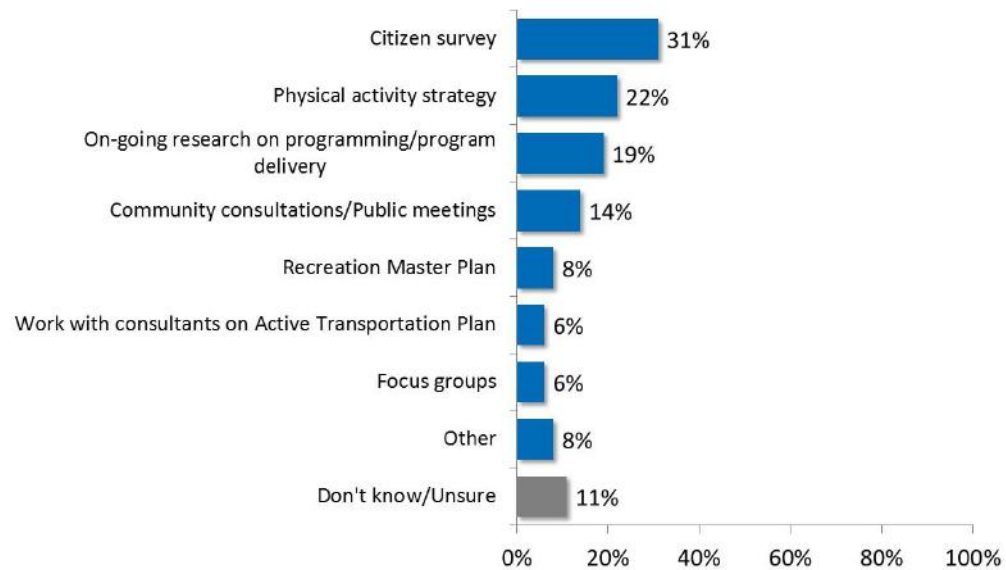
Research for Recreation Capacity

MPAL citizen surveys, physical activity strategy, research on programming/program delivery, and community consultations are the most utilized research initiatives for developing capacity for recreation.

- Among those who indicated research plays at least a small role in their efforts to increase recreation capacity, three in ten indicate a ***citizen survey*** has been undertaken in the past three years. One-fifth mention a ***physical activity strategy***, and two in ten mention ***research on programming/program delivery***, and one in seven mention ***community consultation***. Just less than one in ten have developed a ***Recreation Master Plan***. (Table 16)

Research Conducted in Past Three Years to Develop Capacity for Recreation

Among Those Who Said At Least 'Small Role' in Q.14i



Q.16: [IF NOT 'NO ROLE AT ALL' IN Q.14i] You suggested that your municipality has undertaken research to develop capacity for recreation. Please describe the research you have conducted in the past 3 years. (n=36)

Background

Active
Living

Inclusion

Connecting
People &
Nature

Supportive
Environ-
ment

Recreation
Capacity

**Shared
Strategy**

Profile

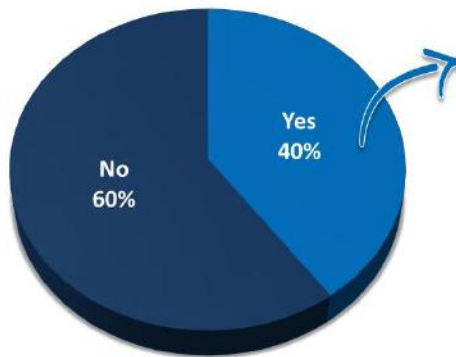
*Shared Strategy:
Endorsement and use of the Shared Strategy for
Advancing Recreation in Nova Scotia.*

Shared Strategy Endorsement

Two in five municipalities have endorsed the Shared Strategy for Advancing Recreation in Nova Scotia.

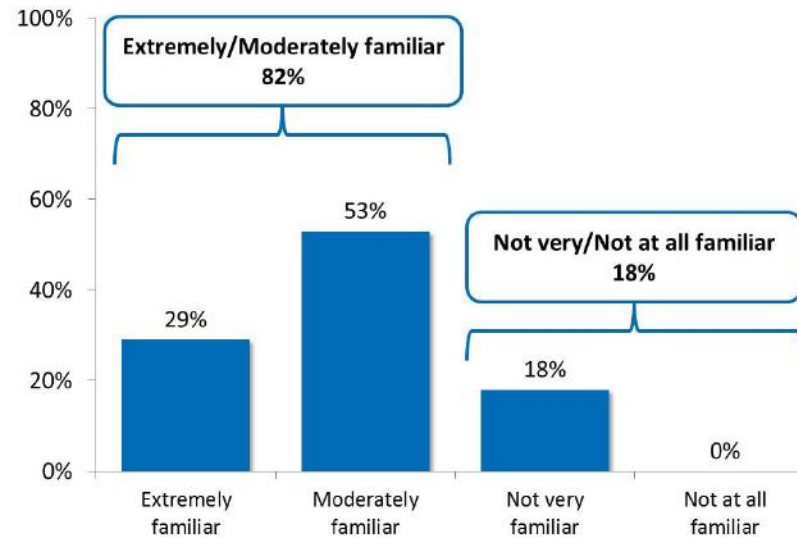
- Forty percent of municipalities confirm their Municipality has endorsed the *Shared Strategy*. This was more likely to be the case among those from municipalities of less than 10,000. (Tables 17 and 18)
- Among those endorsing it, most indicate they are at least moderately familiar with the strategy.

Municipality Endorsed the Shared Strategy for Advancing Recreation in NS



Q.17: Has your elected Municipal Council formally endorsed the Shared Strategy for Advancing Recreation in Nova Scotia? (n=43)

Familiarity with the Shared Strategy Among Those Municipalities Who Endorsed the Strategy



Q.18: [IF 'YES' IN Q.17] How familiar are you with the Shared Strategy for Advancing Recreation in Nova Scotia? (n=17)

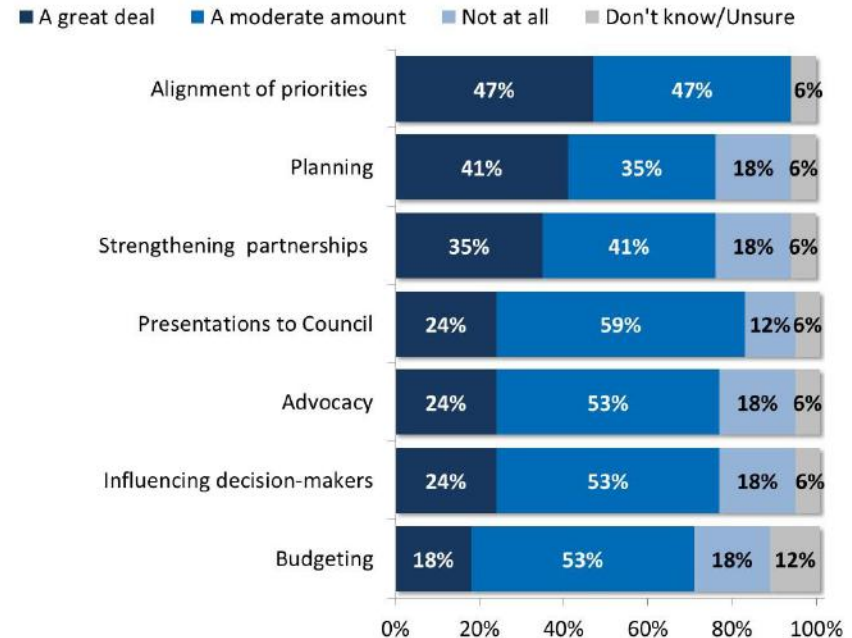
Shared Strategy Use

The Shared Strategy has been used for a variety of purposes, most commonly for alignment of priorities.

- The *Shared Strategy* has been used for all purposes investigated by at least four in five municipalities endorsing it. (Tables 19a-g)
- Almost all municipalities that have endorsed the *Shared Strategy* have used it for **alignment of priorities**, with approximately one-half using it a great deal for this purpose.
- Four in ten have used it a great deal for **planning**, while just slightly fewer have used it for **strengthening partnerships**.
- Municipalities are least inclined to use the Shared Strategy a great deal for **advocacy, influencing decision-makers, presentations to Council, and budgeting**.

Extent Municipality Used Shared Strategy

Among Those Municipalities Who Endorsed the Strategy



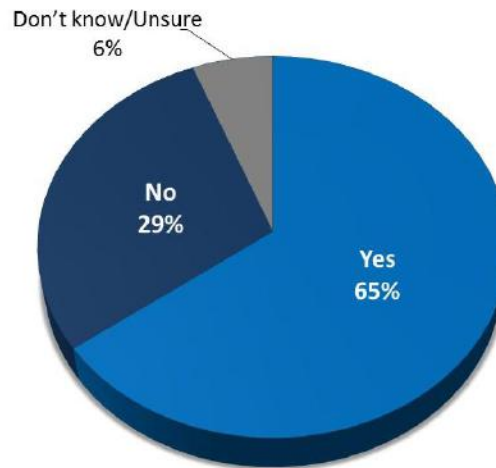
Q.19a-g: [IF 'YES' IN Q.17] To what extent has the Shared Strategy been used by your municipality for the following: ...? (n=17)

Shared Strategy Workshops

Attendance at Shared Strategy workshops is moderately widespread with two in three Recreation Directors having attended the workshops.

- Two-thirds of Recreation Directors from municipalities that have endorsed the *Shared Strategy* have personally attended a workshop or presentation on the Shared Strategy held by Recreation Nova Scotia and/or the Community, Sport and Recreation Division. (Table 20)

Attended Workshops on Shared Strategy Presented by Recreation Nova Scotia and/or Community, Sport and Recreation Among Those Municipalities Who Endorsed the Strategy



Q.20: [IF 'YES' IN Q.17] Have you personally attended any of the workshops or presentations held by the Division of Communities, Sport and Recreation Nova Scotia on the Shared Strategy? (n=17)

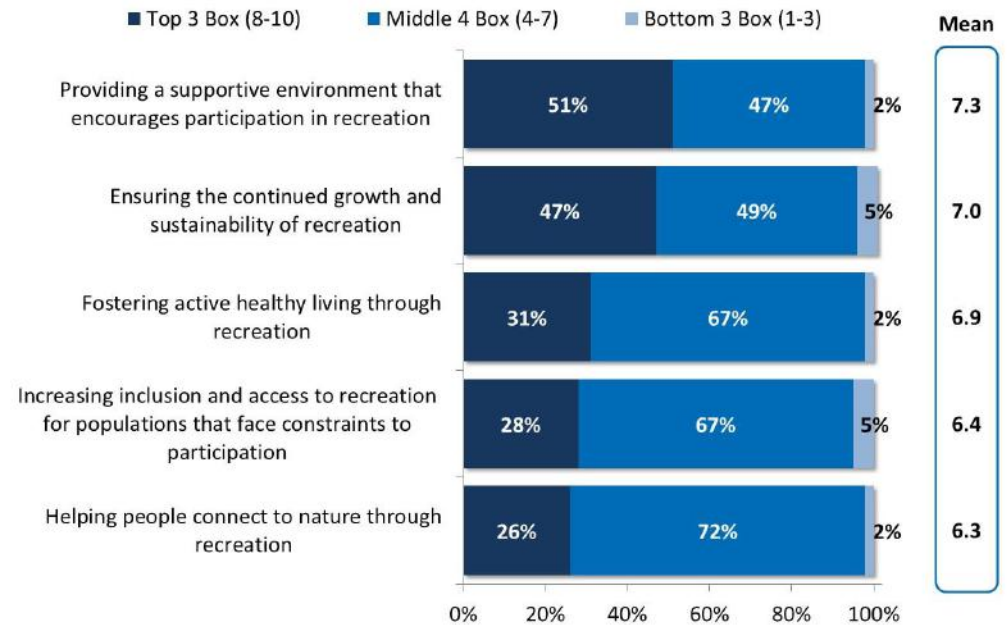
Shared Strategy Progress

Municipalities have made the most progress in providing a supportive environment that encourages participation in recreation and ensuring the continued growth and sustainability of recreation.

- All municipalities were asked to indicate the extent to which they have made progress in various aspects reflective of *Shared Strategy* priorities.
- Progress is most extensive for providing a **supportive environment that encourages participation in recreation**, with one-half indicating a high level (i.e., rating of 8-10 on a 10-point scale) of progress. Just slightly less than one-half have made a high level of progress in **ensuring the continued growth and sustainability of recreation**. (Tables 21a-e)
- More progress is being reported in these five areas by municipalities that have not formally endorsed the Shared Strategy, on average, than those who have endorsed it.
- Those providing direct services to the public report more progress when it comes to providing a supportive environment that encourages participation in recreation and fostering active healthy living.

Extent Municipality Made Progress

Ratings on 10pt Scale: 1=Not at all, 10=Completely



Q.21a-e: In your opinion, to what extent has your municipality made progress in the following areas? (n=42-43)

Background

Active
Living

Inclusion

Connecting
People &
Nature

Supportive
Environ-
ment

Recreation
Capacity

Shared
Strategy

Profile

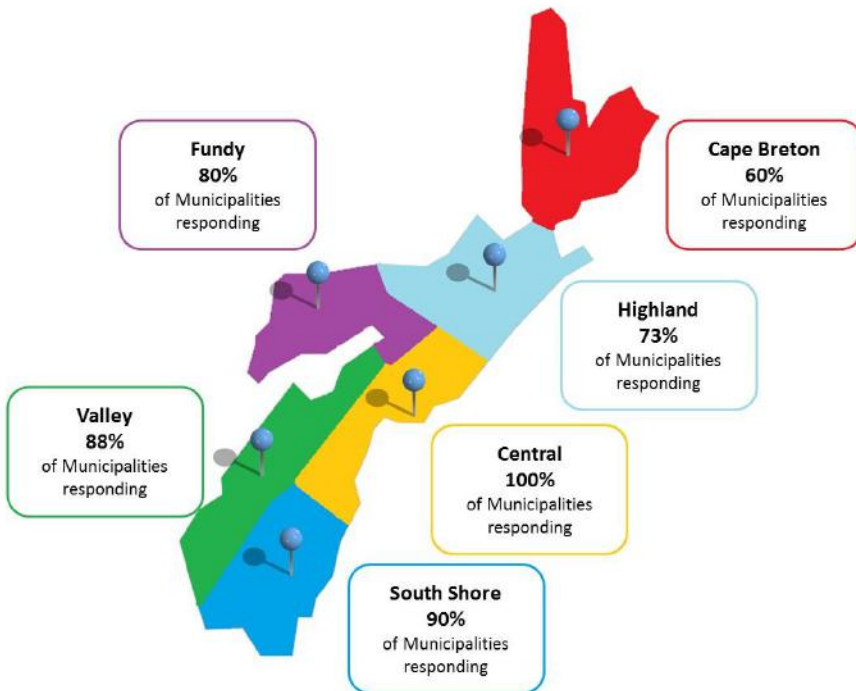
Profile:

Characteristics of the municipalities participating in the survey.

Profile of Municipalities

Municipalities across the various regions of the province, as well as municipalities of various population sizes, responded to the survey.

Region of Municipality



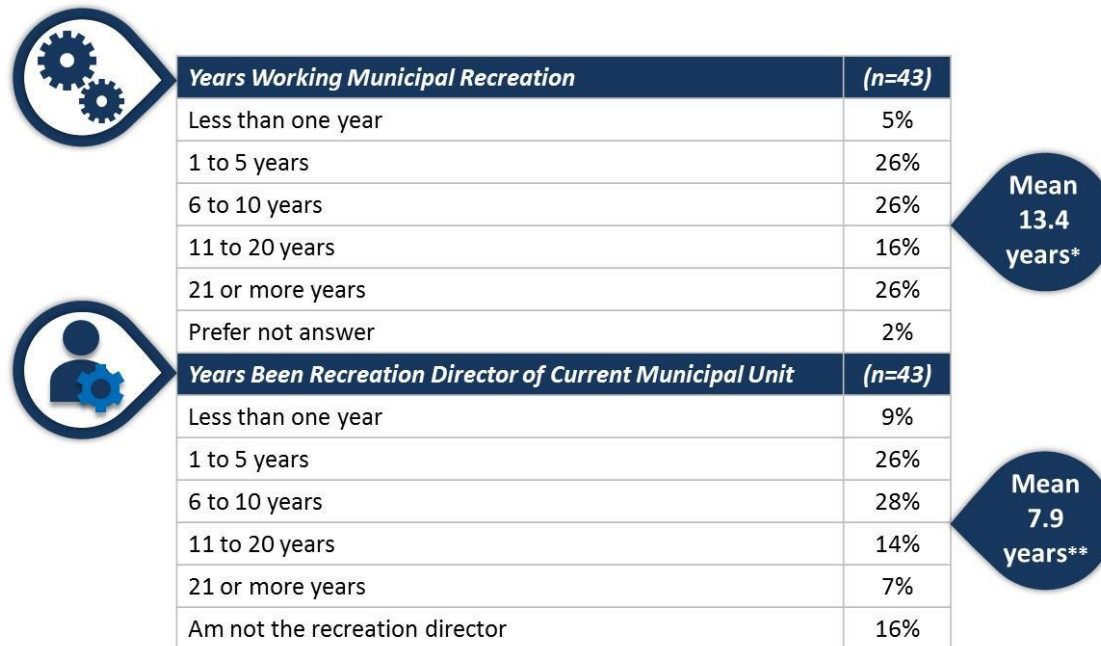
Population Size of Community/Area Municipality Serves	(n=43)
Less than 5,000	33%
5,000 to 9,999	28%
10,000 to 24,999	28%
25,000 to 74,999	9%
75,000 or more	2%

Employees Employed by Municipality	September - April	May - August
Full-time		
1 – 2	51%	26%
3 – 5	30%	33%
6 – 10	12%	16%
11 or more	7%	26%
Mean	3.4	7.0
Part-time		
0	44%	40%
1 – 2	16%	14%
3 – 5	12%	21%
6 – 10	14%	12%
11 or more	14%	14%
Mean	4.4	5.2

Note: Outliers are excluded from the calculation of the mean.

Profile of Recreation Directors

The Recreation Directors represent a mix of tenures both with in terms of years working in municipal recreation, and in their current role of Recreation Director.



**Responses of 'Prefer not to answer' were excluded from the calculation of the mean, and responses of 'Less than one year' were considered zero.*

*** Responses of 'Am not the recreation director' were excluded from the calculation of the mean, and responses of 'Less than one year' were considered zero.*