



2018

**National Survey on
Awareness & Implementation:
Summary Report**

PREPARED FOR

The Framework Implementation & Monitoring Working Group
www.cpra.ca

The 2018 national Framework for Recreation survey was supported in funding by the Canadian Parks and Recreation Association (CPRA) and the Inter-provincial Sport and Recreation Council (ISRC).

Thank you to those who volunteered their time and expertise as members of the Advisory Committee for this national Framework survey.

INTERPROVINCIAL SPORT AND
RECREATION COUNCIL



CONSEIL INTERPROVINCIAL DU
SPORT ET DES LOISIRS



CPRA ACPL



Background

In 2016 the Framework Implementation and Monitoring Working Group (IMWG) conducted a national survey as part of its commitment to incorporate the Framework for Recreation in Canada 2015: Pathways to Wellbeing (hereafter referred to as Framework) as a strategic, guiding document and to report on Implementation and Alignment. This survey and report builds upon the 2016 survey to continue monitoring how the Framework is being aligned in local municipalities across Canada.

The 2018 national survey targeted local organizations by region to explore the current state of alignment efforts of the Framework. The survey was strategically designed to incorporate findings into the development of future Framework tools and resources (i.e. Audit Tool). The survey aimed to provide provincial and territorial specific data, build a national survey data base, and further promote the value of aligning local actions with a national vision.

The purpose of the 2018 National survey was to identify barriers or challenges local organizations are facing in aligning with each goal area, to develop tools and resources for CPRA members, to create a national database for future monitoring and evaluation and provide region specific data to all CPRA members (i.e. Provincial/Territory Parks and Recreation Associations).

The 2018 national survey was generously funded by the Canadian Parks and Recreation Association (CPRA) and the Interprovincial Sport and Recreation Council (ISRC).



Methodology

The national Framework survey is a project conducted through the Canadian Parks and Recreation Associations (CPRA) distributed leadership model through Alberta Recreation and Parks Association (ARPA) in partnership with all Provincial/Territorial Parks and Recreation associations. The project was conducted on behalf of the Implementation Monitoring and Working Group (IMWG). The development of the survey was in collaboration with various stakeholders from non-profit, academic, and recreation representatives. This group developed the survey questions and style, which was further reviewed by the IMWG, CPRA, and ISRC before distribution.

The national Framework survey specifically targeted local organizations (municipalities) and nonprofit organization of Canada. The audience was chosen as to provide a further in-depth analysis of local organizations alignment with the Framework as it re-emphasizes the National Recreation Statement of 1987 stating, “local governments [are] the primary supplier of direct recreation services” (CPRA & ISRC 2015). A similar audience was surveyed in 2016, which provided a high level snap shot of the Framework’s implementation and evaluation. This survey took a closer in-depth look at this audience with the focus primarily reflecting the goals as listed in the Framework.

With the assistance of each Provincial/Territorial Parks and Recreation Association the survey was distributed to the most senior individual(s) at their member organizations (e.g. municipalities and non-profits). The survey had a completion rate of 54% from a possible 420 participants.

Upon completion of the survey data was distributed to all Provincial/Territorial Parks and Recreation partners with national data being provided to CPRA to further promote the value of aligning local actions with a national vision.

Canadian Parks and Recreation Association/Interprovincial Sport and Recreation Council (February 2015). A Framework for Recreation in Canada - 2015 - Pathways to Wellbeing. Ottawa: Canadian Recreation and Parks Association. 40 pages. www.lin.ca



Recommendations - IMWG

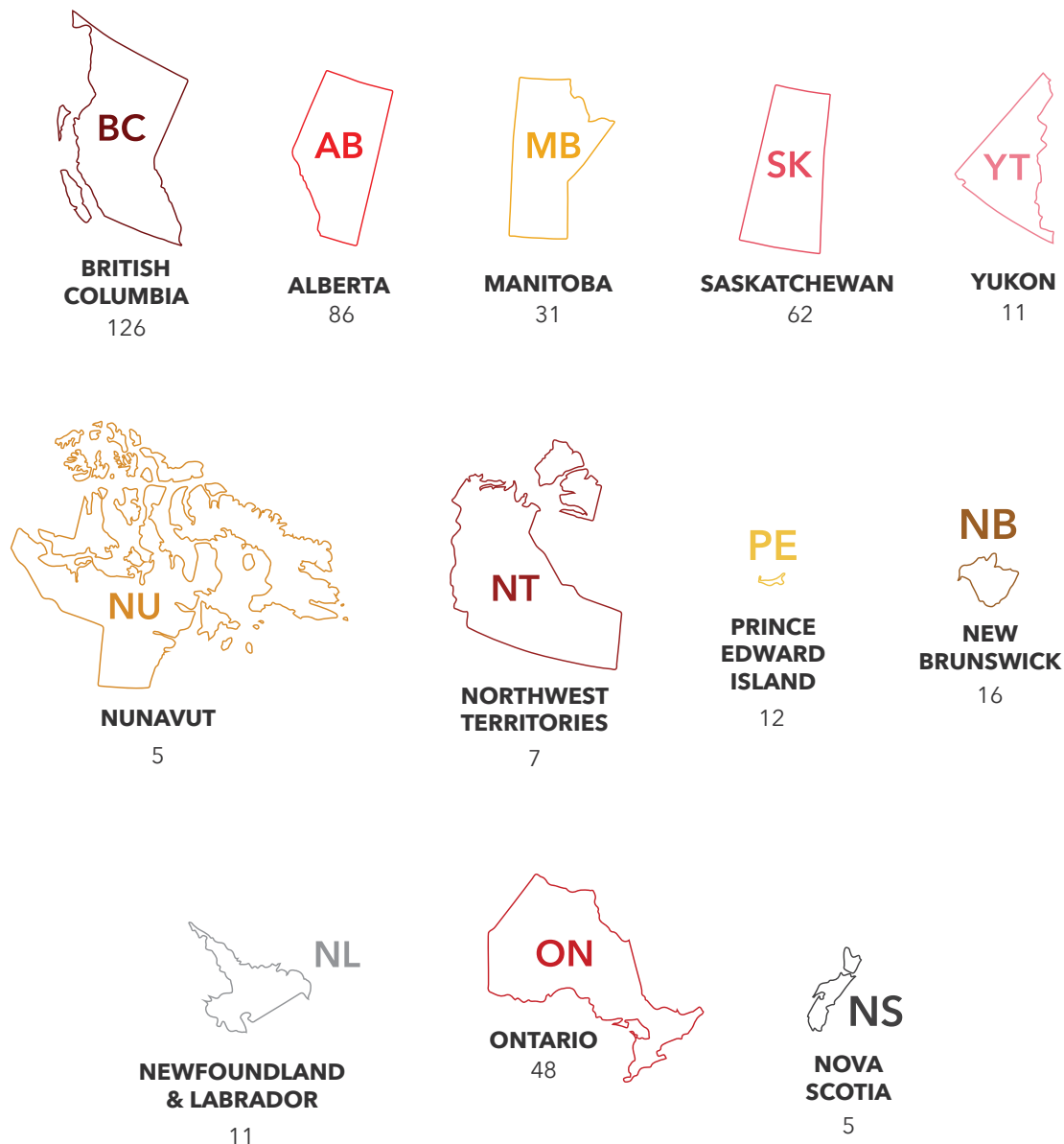
This report provides an overview of the results and provides recommendations or next steps for the IMWG to consider. Recommendations include:

1. Build on the data collected in this survey; continue to measure alignment of the Framework at the local, provincial and national level against the baseline data collected in both 2016 and 2018.
2. CPRA and the Provincial/Territorial Parks and Recreation Associations take a leadership role in the development of support and tools that build local organizations awareness, strategic alignment, and endorsements of the Framework in Canada.
3. Assist local organizations work to increase internal support and awareness of staff to effectively align the Framework goal areas.
4. Work to develop partnerships among public and private stakeholders to secure funds to support existing and create new initiatives that align with the Framework goal areas.
5. Recreation stakeholder's use identified contributing factors and prevent factors that are identified barriers to develop support and tools in the alignment of each goal area and all relevant priorities within.
6. Support a long-range plan for alignment that:
 - a // Measures and reports on integration of the Framework into provincial and territorial government policy, planning and/or initiatives.
 - b // Measures and reports on alignment of the Framework into the policy, planning and/or other initiatives of provincial recreation associations.
 - c // Develops common measures across jurisdictions to be able to report on progress in alignment.

Respondent Profile

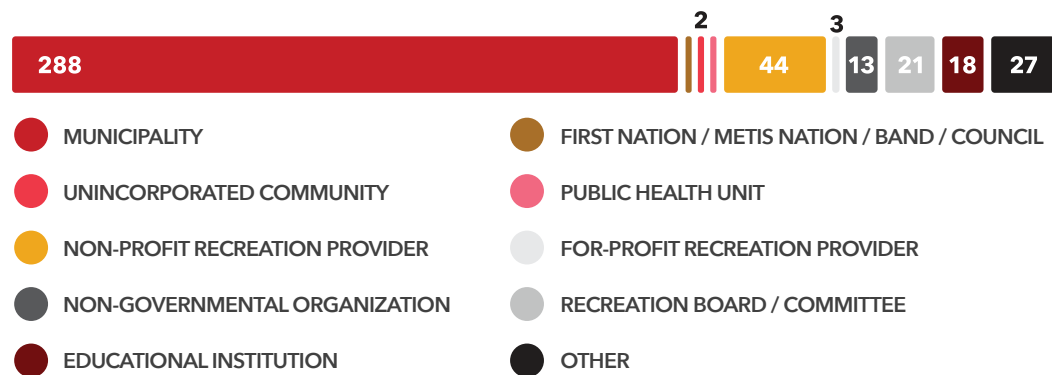
In total, 420 individuals responded to the survey from every Province and Territory (except Quebec) representing multiple types of organizations.

Which Province / Territory does your organization operate in?



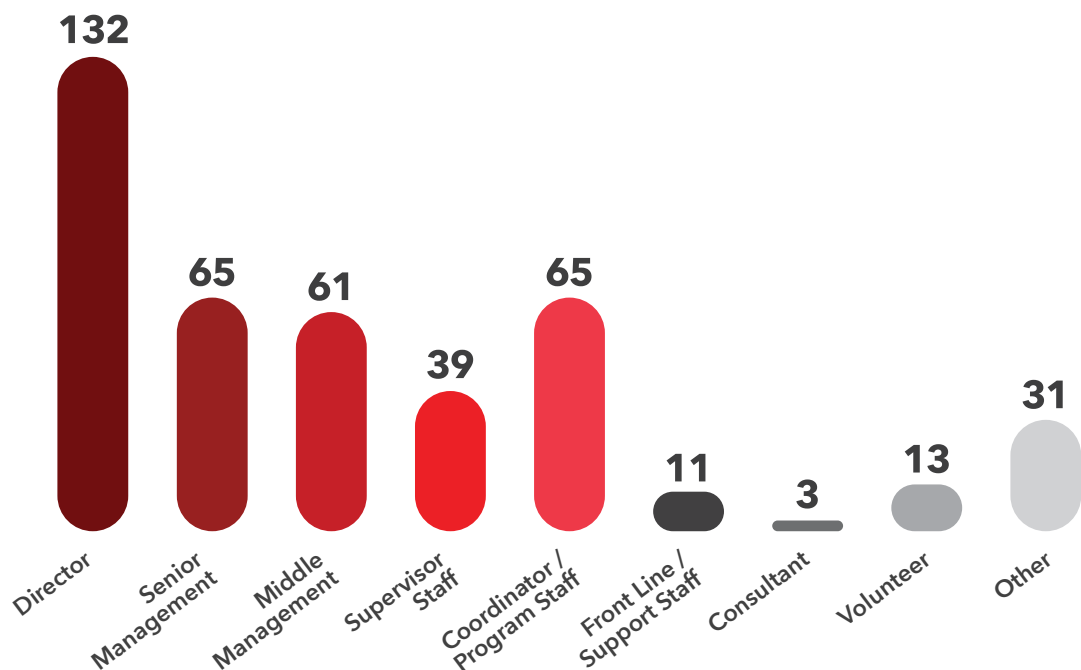
**Survey was not distributed in Quebec*

Which type of organization do you belong to or represent?

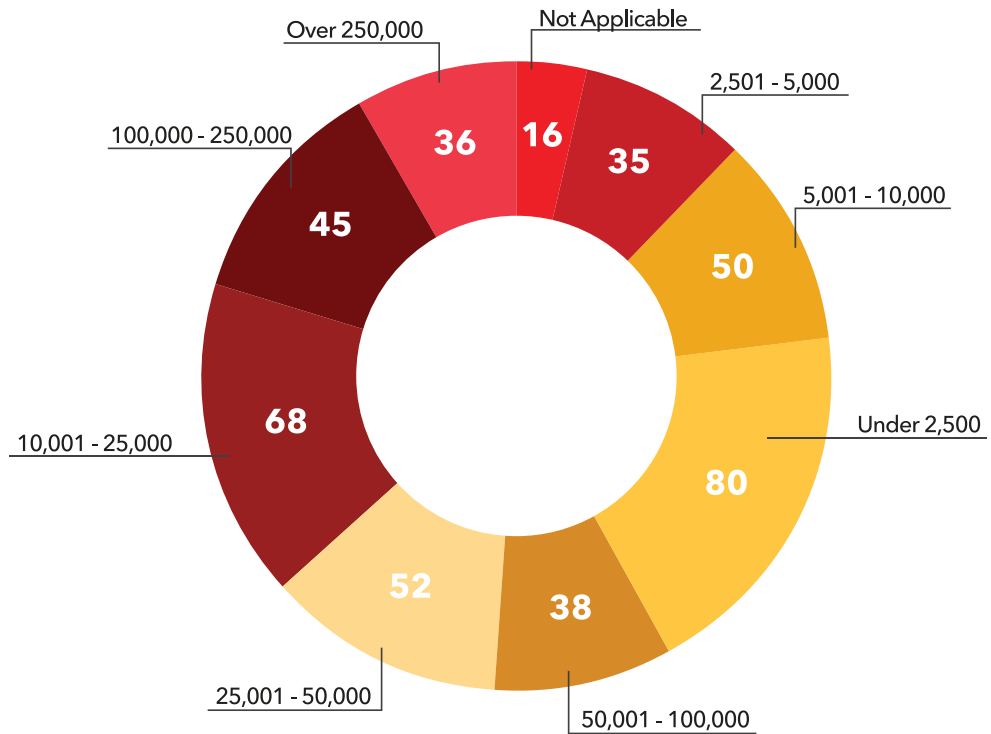


The target population of the survey was directed toward local organizations among which municipalities were the largest represented with nearly 70%. The following largest local organization was non-profit recreation providers at 10.5%. Of those who responded to the survey 71% were in a director, manager, or supervisor role within their corresponding organization.

What position do you currently hold in that organization?



Please indicate the size of the community that your organization serves.



In comparison with the 2016 national survey respondent profile, which 85% of respondents represented local organizations under 10,000. The 2018 national survey had 39% respondents representing local organizations under 10,000. The local organizations that represented more than 10,000 people made up the majority of respondents at 57%, which provides a further spread of participating respondents than that of 2016.

SECTION 3: AWARENESS, STRATEGIC ALIGNMENT, & ENDORSEMENTS

Awareness

To determine the ideal form of communication for the awareness of the Framework moving forward, respondents were asked how their organization first heard of the Framework.

How did your organization first hear of the Framework?



The highest identified form of communication for the awareness of the Framework was through Provincial/Territorial Recreation and/or Parks Associations. Others included, Academia, Internet Search's, and a few respondents indicating they have never heard of the Framework.

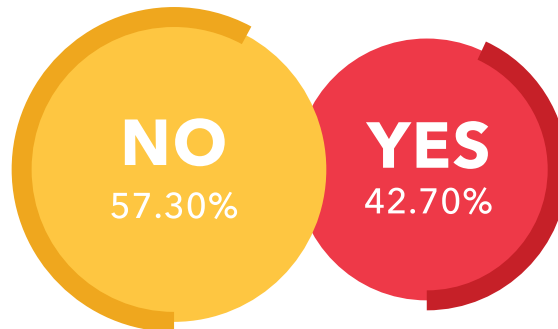
Along with identifying which form of communication, respondents were asked their organizations' motivation for aligning with the Framework. Of which, respondents chose:

- a) Aligning with the Framework is a responsibility of all recreation organizations **43.54%**
- b) Aligning with the Framework helps to strengthen/support work plans or budget requests **35.39%**
- c) Aligning with the Framework is important for building provincial or territorial sector capacity **33.15%**
- d) Aligning with the Framework is important for building national sector capacity **21.63%**

With only **14.33%** of the respondents stating it is not a priority for them at this time.

STRATEGIC ALIGNMENT

As identified in the 2016 summary report, the Framework is being used in master, departmental or strategic planning. The 2018 survey asked whether or not organizations included the Framework as a guiding document for strategic planning or operational programs or services. Of the 356 respondents, only 42.70% stated yes, with the remaining 57.30% stating no.

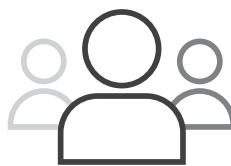


Respondents were subsequently asked why the Framework has not been included into strategic planning or operational programs or services to date. Results indicated that "Lack of awareness/support from staff" was the most significant reason.

Why hasn't your organization included the Framework as a guiding document for strategic planning or operational programs or services?



LACK OF TIME
30.73%



**LACK OF AWARENESS/
SUPPORT FROM STAFF**
42.19%



**LACK OF
POLITICAL SUPPORT**
15.63%



LACK OF CAPACITY/TOOL
25%

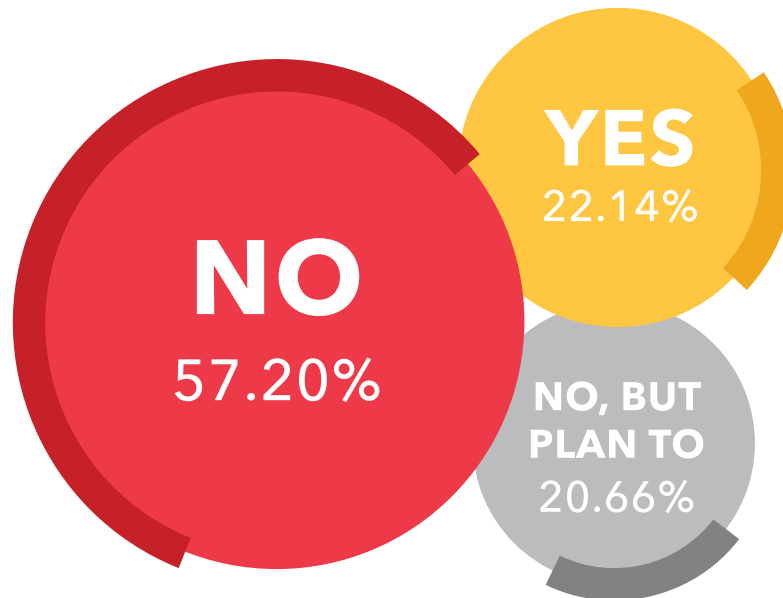


OTHER
25%

* Others included lack of knowledge, timing of strategic planning cycles, don't know, and lack of leadership direction.

Endorsement

Respondents were asked if the Framework has been endorsed by the highest level of their organization (i.e. Board of Directors, council, etc.). Those who indicated “Yes” have increased compared to the same questions asked in 2016. The “No, but plan to” category decreased, while those stating “No” increased by only one percent.



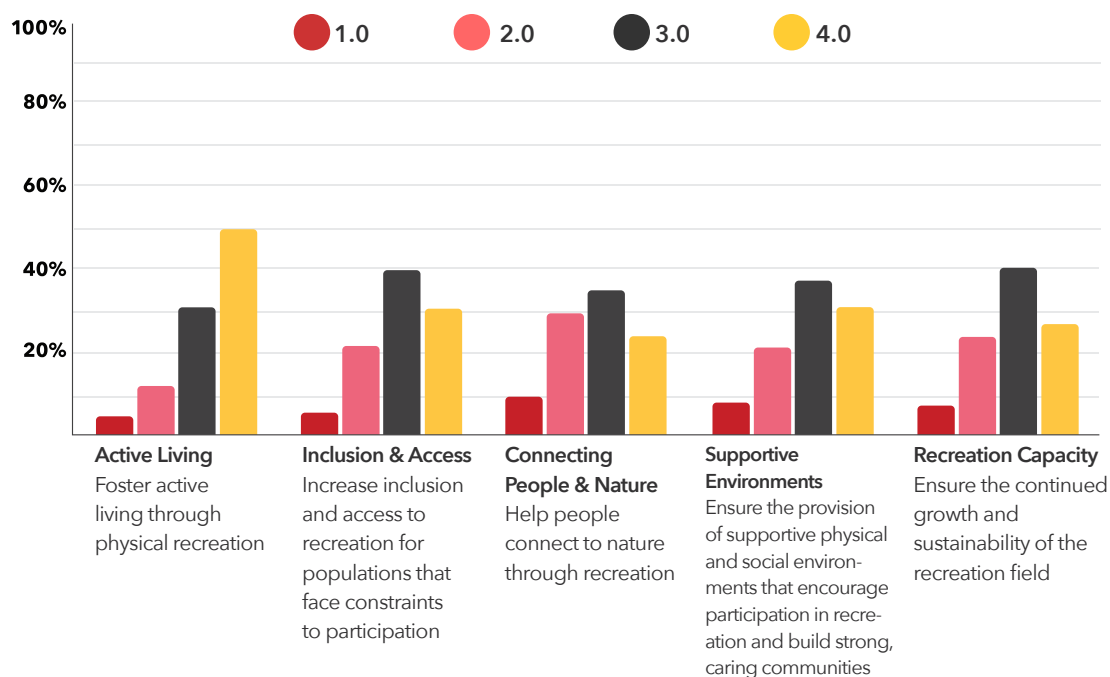
SECTION 4: OVERALL GOAL AREA SUMMARY

Respondents were asked their current level of alignment with each of the goal areas from the Framework. They were asked to rate their organizations current level of alignment based on the following scale:

- 1 - There is little or no alignment with the goal areas
- 2 - We are planning to enhance existing or create new programs/initiatives/plans/policies/partnerships to better align with this goal area
- 3 - We have begun to enhance existing or create new programs/initiatives/plans/policies/partnerships to align with the goal areas
- 4 - Most or all of our existing programs/initiatives/plans/policies/partnerships already aligned with the goal areas

Level 1 was determined to be the least amount of alignment, with **level 4** indicating the highest degree of alignment with the Framework.

Q12. Overall please rate the level of alignment with the five goal areas from the Framework for your organization.



As indicated in the chart the respondents self-identified goal area 1 Active Living as the goal most aligned in their organization. Goal area 3 Connecting People & Nature had the highest level of “There is little to no alignment with the goal area” among all other goal areas, however, this only represents 10% of the total responses in goal area 3 Connecting People & Nature.



SECTION 5: INDIVIDUAL GOAL AREA SUMMARY

The remainder of the goal area questions in the 2018 national survey included factors from the 2016 survey, which were then identified as either a contributor or barrier to local alignment of the Framework. That list includes: Budget Allocation, Organization Support/Awareness, Council/Board Endorsement, Funding Securement, Provincial Government Support, Provincial/Territorial Parks and Recreation Associations, Employee/Volunteer Champion, & Other.

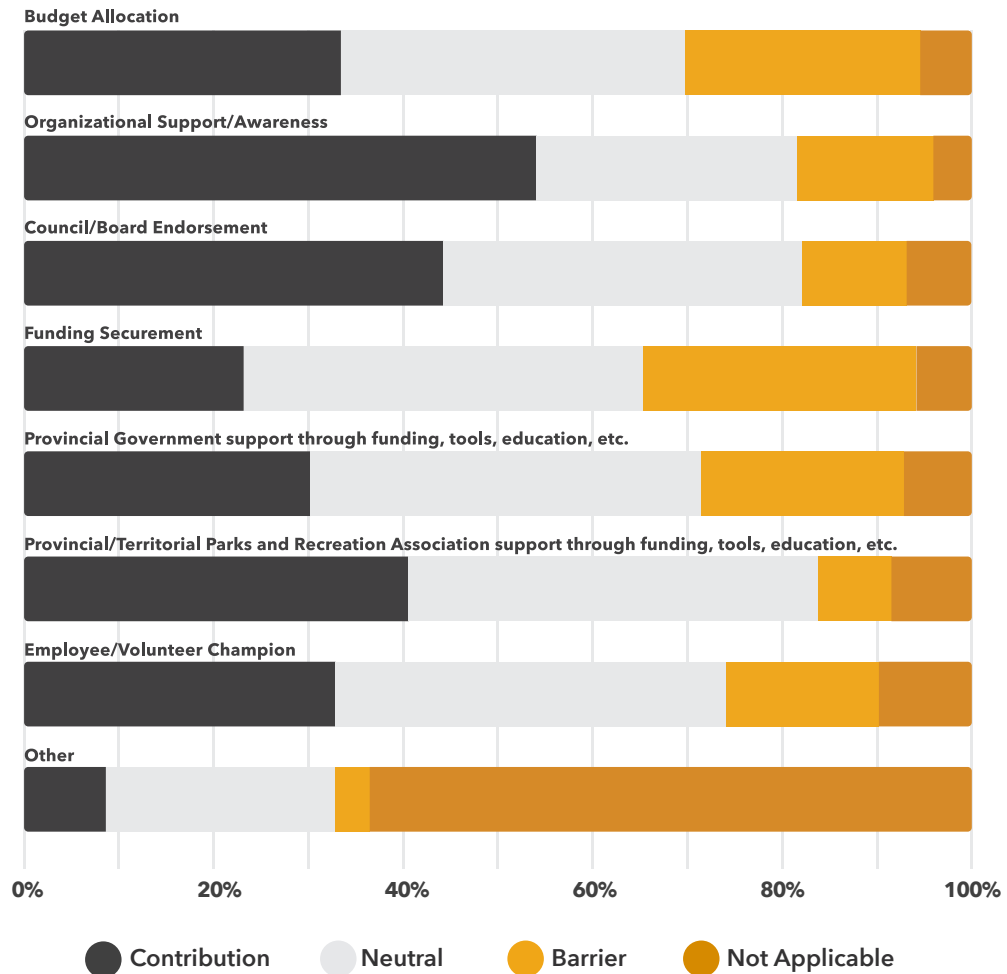
Respondents were asked to identify which of the factors were contributions to, barrier to, neutral, or not applicable to alignment within their organization.

Highlights

Respondents indicated that “Organizational Support/Awareness” was the single largest contributing factor to their alignment with the Framework in each goal area whereas; “Funding Securement” was identified by participants as the single largest barrier to their alignment with the Framework.

Throughout each of the goal areas, the Provincial/Territorial Park and Recreation Associations were always seen as a larger contributing factor to alignment with the Framework than the corresponding Provincial Governments.

Goal 1 : Active Living

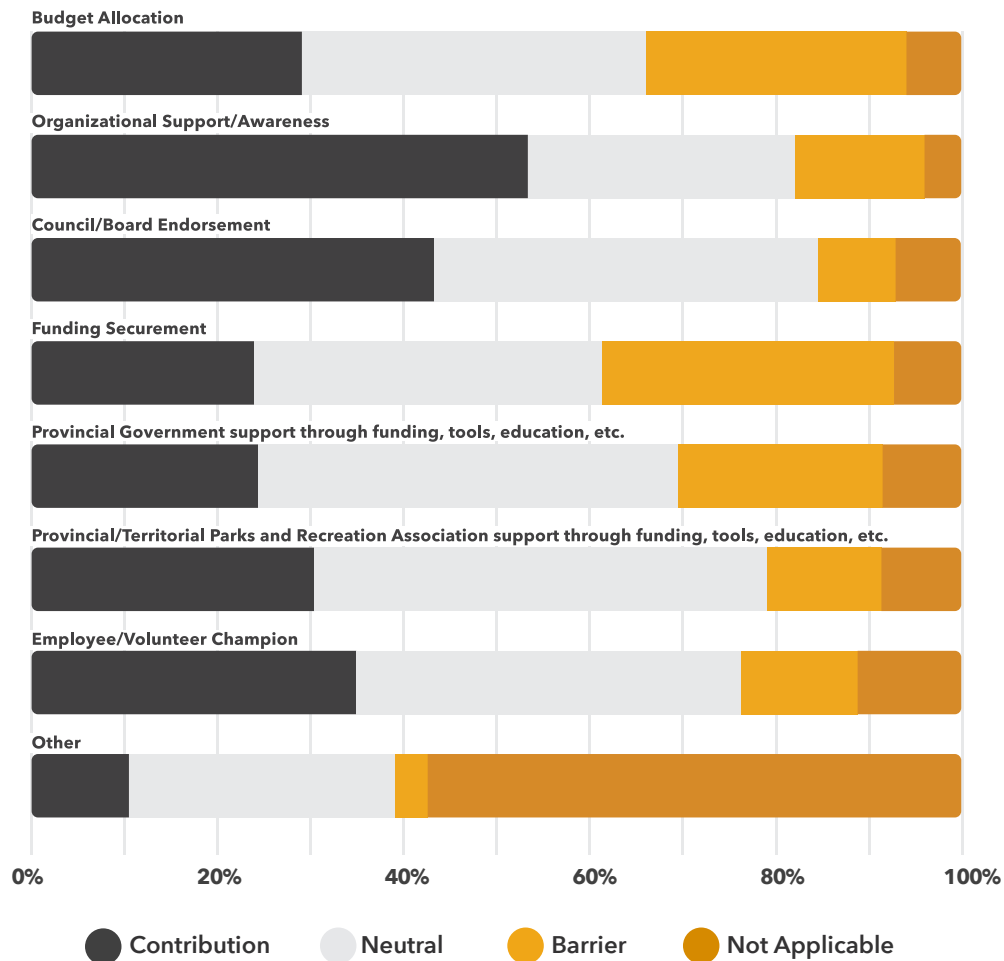


Building upon the largest contributing and barrier factors, goal area 1 Active Living found Provincial/Territorial Park and Recreation Associations as the lowest barrier to local organizations aligning with the Framework, with 7.82% stating they were a barrier to alignment.

Other factors that either contribute to or are barriers to goal area 1 Active Living alignment included:

- "Retaining and getting consistent volunteers for our rec. programs has always been a challenge, but it is something we are working on."
- "Community Partnerships"
- "As a regional park service, we support/promote 'wellness' as a value."
- "Staff Capacity"

Goal 2: Inclusion & Access

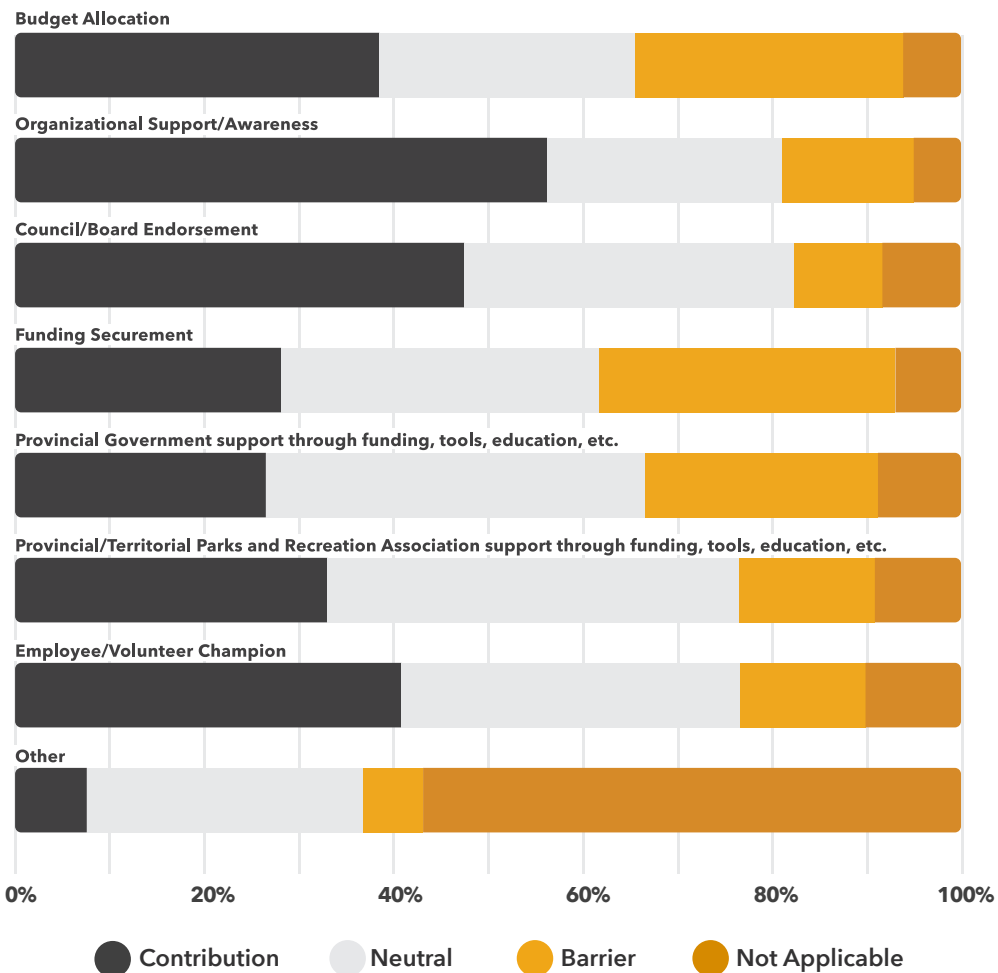


Respondents indicated that the lowest barrier to aligning locally with the Framework was Council/Board Endorsement at 8.23%. The largest neutral factor among any of the goal areas to alignment was Provincial/Territorial Park and Recreation Associations at 48.93% in goal area 2 Inclusion & Access.

Other factors that either contribute to or are barriers to goal area 2 Inclusion & Access alignment included:

- "Jumpstart program for playground inclusion."
- "Teaching and Research"
- "Capacity to make improvements or dedicate to this area."
- "Our physical environments are nature based – sometimes not as adaptable as required to allow for more inclusion."

Goal 3: Connecting People & Nature

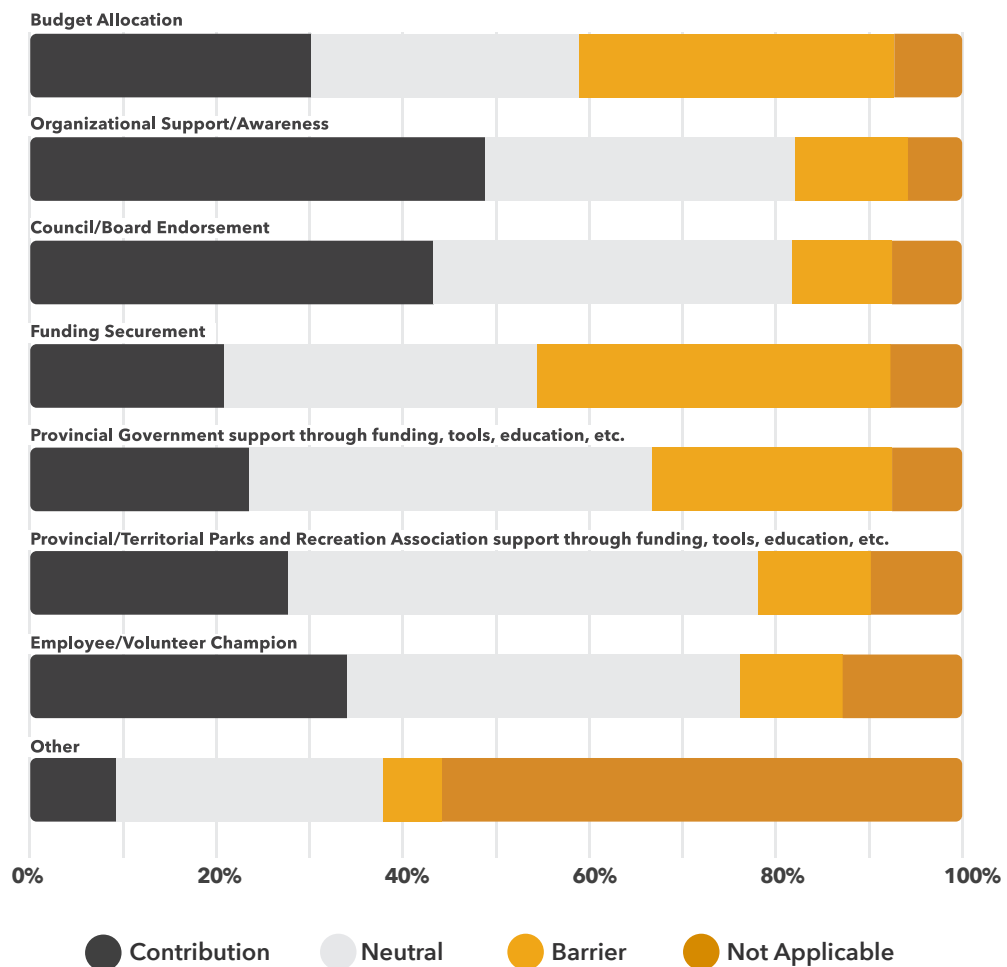


Respondents indicated that "Budget Allocation" 38.53%, "Organizational Support/Awareness" 56.28%, "Council/Board Endorsement" 47.62%, "Funding Securement" 28.14%, and "Employee/Volunteer Champion" 40.97% are the highest contributing factors for goal area 3 Connecting People and Nature when compared to all other goal areas. Only Provincial Government and Provincial/Territorial Park and Recreation Associations saw another goal area score higher.

Other factors that either contribute to or are barriers to goal area 3 Connecting People & Nature alignment included:

- "Being a rural community surrounding by nature, this is not a direct focus."
- "The lack of easy and safe access to natural places..."
- "Our organization is leading the way in this area as it applies to preschoolers via our Nature Preschool programs and play areas we have recently provided."
- "Not in our organizations mandate."

Goal 4: Supportive Environments

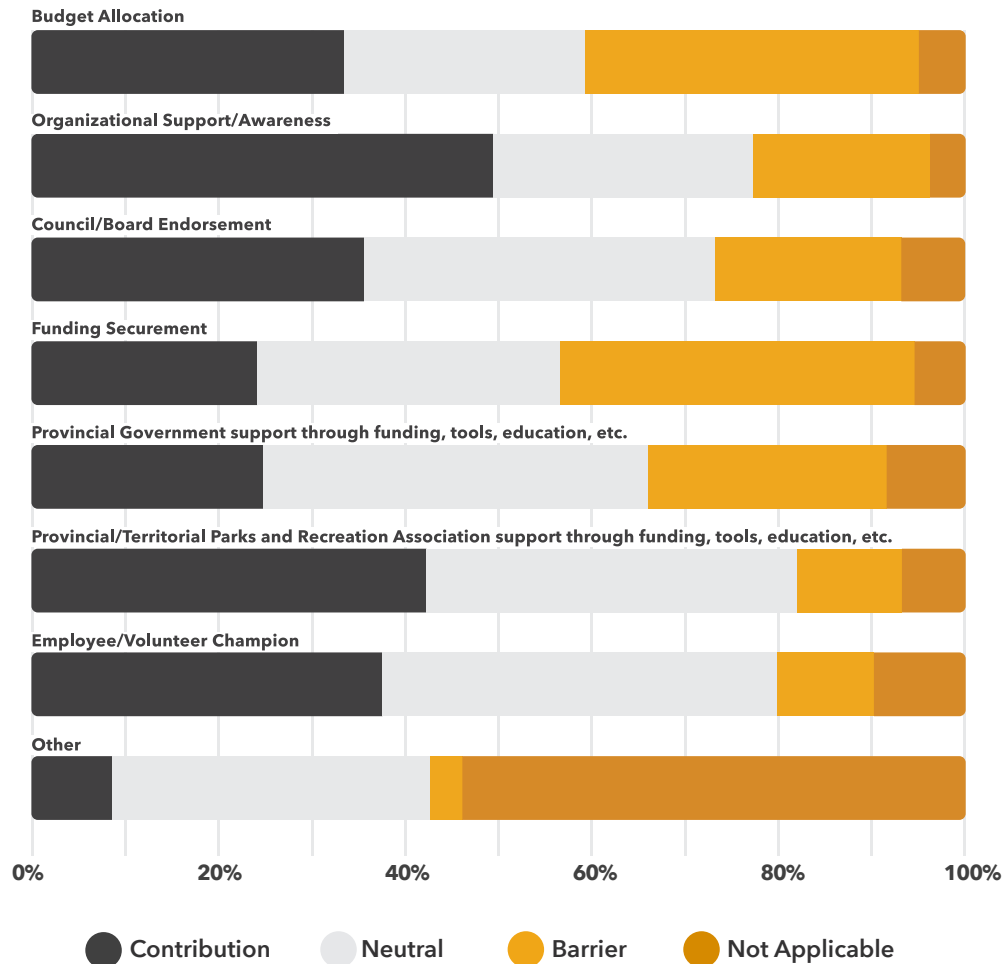


Respondents indicated that, "Organizational Support/Awareness" 48.90%, "Funding Securement" 21.15%, "Provincial Government" 23.68% and "Provincial/Territorial Park and Recreation Associations" 27.88% are the lowest contributing factors for goal area 4 when compared to all other goal areas. Only Budget Allocation, Council/Board Endorsement and Employee/Volunteer Champions saw another goal area be a lower contributing factor.

Other factors that either contribute to or are barriers to goal area 4 Supportive Environments alignment included:

- "Federal funding (Canada 150 - ACOA infrastructure assistance) - contributor."
- "Our organization is leading in this area, working with other agencies in our community wherever possible. This is a primary goal for us."
- "Asset base is largely natural. Some infrastructure improvements are required that could benefit from more prov funding."
- "Can never consider any new infrastructure without tri govt funding."

Goal 5: Recreation Capacity



Respondents indicated that “Organizational Support/Awareness” 49.34%, “Provincial/ Territorial Park and Recreation Associations” 42.41% were the two largest contributing factors to local alignment of the Framework in goal area 5 Recreation Capacity.

Other factors that either contribute to or are barriers to goal area 5 Recreation Capacity alignment included:

- “Community partnerships, more than just recreational professionals working together.”
- “Access to other organizations training opportunities (Facility management of arenas, Playground safety courses, etc).”
- “This is definitely an area where further funding from government and others would be helpful. As a not for profit running a budget close to the bone, training is the item that falls off the table.”
- “Lack of formal succession plan.”

SECTION 6: TOOLS & SUPPORT

The survey results from the 2016 survey provided a list of support and tools that would assist organizations to align with the Framework. From the list, respondents were asked to identify which support or tools are most likely to help their organization align with the Framework. In Section 5: Goal Area Summary of this report, it was indicated that “Funding Securement” was the largest barrier to organizations aligning with the Framework. Therefore, there is no surprise that respondents indicated “Funding for implementation” of the Framework as the support or tool needed the most. Others included list of best practices, customizable and easy to adapt tools, and simplified version for rural or smaller organizations.



Furthermore, respondents were asked which resources they utilized from the CRPA website. 48.86% indicated that they downloaded the Framework from the CRPA website, while 43.65% indicated they were not aware of these resources.

Identified reasons for not utilizing CPRA information were:

- "Small community found nothing that seemed applicable to our community"
- "Did not align with our strategic goals"
- "Attach funding to make the politicians engage..."

Which of the following Framework resources has your organization accessed from the CRPA website?



**Downloadable Framework
for Recreation**

48.86%



**Progress on the
Framework for Recreation**

12.38%



**Framework for Recreation
Q & A and tools**

12.05%



Key Messages

22.48%



**Was not aware of
these resources**

43.65%



**Did not find the
resources relevant**

2.28%



Stories from the field

6.84%



SECTION 7: CONCLUSION

The 2018 Framework national survey was a continuation of the recommendation from the 2016 National Survey on Awareness and Implementation: Summary Report. The recommendation was to

“Build on the data collected in this survey; continue to measure implementation of the Framework at the local, provincial and national level against the baseline data collected in 2016.” (2016 National Survey on Awareness and Implementation: Summary Report)

The baseline data collected in 2016 assisted in guiding the development of the 2018 national survey. However, this survey took a closer look at the specific goal areas and their level of alignment in each.

The strong participation of respondents of this survey from across Canada exemplifies the use of the Framework in Canada. The recreation sector of Canada sees the value in the Framework and is aligning it within their work where possible.